MUSEUM SQUARE

PARKING MASTER PLAN

Prepared for:

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EXPIRES 6·30·19

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j2 design

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1. EXECUTIVE SUMMARY

J2 Engineering and Environmental Design (J2) has prepared a Parking Master Plan to establish that the private, public off-street, and on-street parking stalls provided throughout the study area will provide sufficient parking for the proposed Museum Square development while still supporting the broader vision for Old Town Scottsdale.

The proposed Museum Square development is generally located east and north of Goldwater Boulevard, west of Marshall Way, and south of 1st Street, also including the northeast corner of 2nd Street and Marshall Way, the northeast corner of Marshall Way and 1st Street (the proposed Canopy by Hilton development) and the Scottsdale's Museum of the West in Scottsdale, Arizona.

Through this parking master plan, Museum Square is **requesting approval to provide the private, public off-street, and public on-street parking as proposed on the site plan and as detailed in this plan.**

PROPOSED DEVELOPMENT

The proposed development will include four residential buildings, the Museum Square Hotel, the Canopy by Hilton hotel, the expansion of the Scottsdale's Museum of the West, along with the existing Stagebrush Theatre and Scottsdale Artists' School.

- Residential Building #1
  The proposed eleven (11) story Residential Building #1 will be located on the southeast corner of Goldwater Boulevard and 2nd Street and will include:
  - 61 residential units
    - 21 one (1) bedroom units
    - 40 two (2) bedroom units.

- Residential Building #2
  The proposed thirteen (13) story Residential Building #2 building will be located northeast of the intersection of Goldwater Boulevard and 70th Street and will include:
  - 83 residential units
    - 27 one (1) bedroom units
    - 56 two (2) bedroom units

- Residential Building #3
  The proposed twelve (12) story Residential Building #3 will be located on the northwest corner of Goldwater Boulevard and Marshall Way and will include:
  - 80 residential units
    - 26 one (1) bedroom units
    - 54 two (2) bedroom units

- Residential Building #4
  The proposed four (4) story Apartment/Condo Complex will be located on the northeast corner of Marshall Way and 2nd Street and will include:
  - 69 residential units
    - 43 one (1) bedroom units
    - 26 two (2) bedroom units

- Museum Square Hotel
  The proposed thirteen (13) story Museum Square Hotel will be located in the northwest corner of 2nd Street and Marshall Way. The proposed Museum Square Hotel will include:
  - 190 keys
  - 7,000 – 8,000 sf (square feet) of conference/meeting space
  - a spa consisting of 4 treatment rooms
  - a fitness center
  - 5,000 – 6,000 sf of restaurant space

- Canopy by Hilton
  The proposed hotel will be located on the northeast corner of Marshall Way and 1st Street is also included in the proposed Museum Square development. The proposed Canopy by Hilton will include:
  - 176 keys
  - 4,130 square feet of conference/meeting space
  - a fitness center, pool and spa
  - a café, bar

- Scottsdale's Museum of the West
  A 22,500 sf expansion of the Scottsdale's Museum of the West is anticipated with the build out of the proposed Museum Square development.

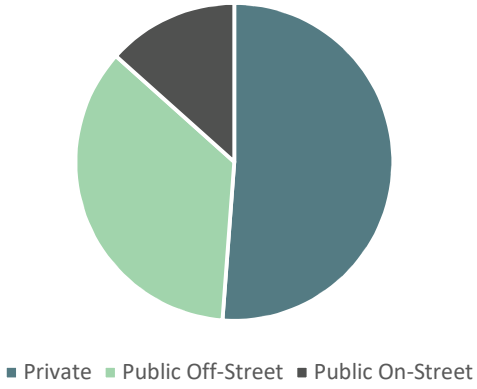
Situated within the proposed development is the 3,632 square foot Stagebrush Theatre, located on the northeast corner of Goldwater Boulevard and 2nd Street; the 15,002 square foot Scottsdale Artists' School, located on the southwest corner of Marshall Way and 2nd Street; and the 57,806 sf Scottsdale's Museum of the West, located on the west side of Marshall Way at 1st Street. These three existing developments are all anticipated to remain as part of the build out of the proposed Museum Square. See Figure 2 and Appendix A for the proposed site plan.

2015 SCOTTDALE DOWNTOWN PARKING STUDY

The *2015 Scottsdale Downtown Parking Study (*2015 Study) included a parking inventory of eleven (11) zones, parking occupancy for Zones 2 & 5, best practices in parking management, a discussion on downtown special events and the effects on parking, and preliminary garage alternatives and lot reconfigurations.

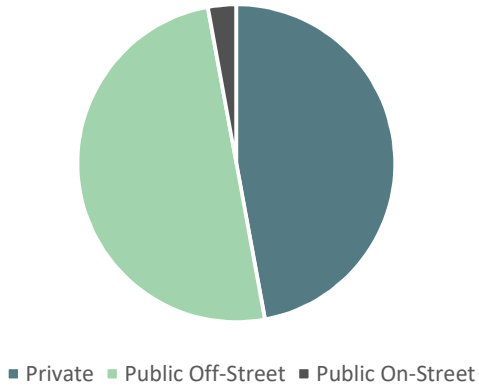
Parking Inventory

An inventory was completed for eleven (11) zones. The parking was broken down into three categories - private, public off-street and public on-street parking.



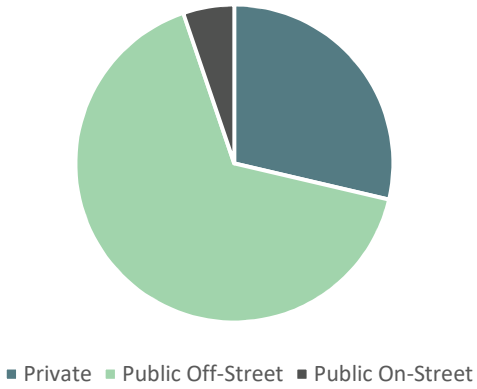
While there are over 17,500 parking spaces in the study area, more than half of all parking is private parking, while 35.4% is public off-street and 13.4% is public on-street.

The Museum Square development falls within portions of Zones 6 and 8.



Within the boundaries of Museum Square, within Zone 6 there are 450 parking spaces, of which:

- 212 (47.1%) are private parking
- 225 (50.0%) are public off-street
- 13 (2.9%) are public on-street parking



Within the boundaries of Museum Square, within Zone 8 there are 192 parking spaces, of which:

- 55 (28.6%) are private parking
- 127 (66.1%) are public off-street
- 10 (5.2%) are public on-street parking

Parking Inventory and Occupancy (Zone 2 & 5)

The 2015 Study performed data collection and analysis of parking inventory and occupancy in the northeast quadrant of Old Town. The 2015 Study provides much valuable information regarding parking occupancy in Zones 2 and 5. Two relevant observations may be drawn regarding parking needs for the Museum Square by extracting portions of Figures 24 and 26 from the 2015 Study.

1. During the Peak Parking Period, More Than 40% of all Parking is Vacant
2. During the Peak Parking Period, Public Off-Street Parking is Less Than 60% Occupied

The 2015 Study makes the following relevant observations in the description of Zone 4:

> "Based on interviews with local developers and shop owners,… there is a perceived parking shortage within this zone as many of the on-street spaces are heavily utilized. However, despite the relative full street parking, Walker did note that the 5th Avenue garage did have plenty of vacant capacity during all of our survey counts. As with many other downtowns, … the issue of "parking shortages" is often related to where public parking is located, how visible it is, and how far patrons are willing to walk rather than actual surplus and deficit of stalls" (p. 14).

Best Practices in Parking Management

The 2015 Study includes a description of various strategies for improved parking management. A large menu of strategies are presented; those that are relevant to the

Museum Square Parking Master Plan are described in the subsequent sections of the executive summary.

Downtown Special Events

The 2015 Study provides a discussion of downtown special events and the impacts on parking. A total of 20 different events were identified. Four events have an estimated attendance of 10,000 per day, which includes Major League Baseball Spring Training games at the Scottsdale Stadium. This event has the largest cumulative effect with an annual attendance of 160,000 per year. Parking occupancy observations during Major League Baseball Spring Training games at the Scottsdale Stadium are described in the subsequent sections of the executive summary.

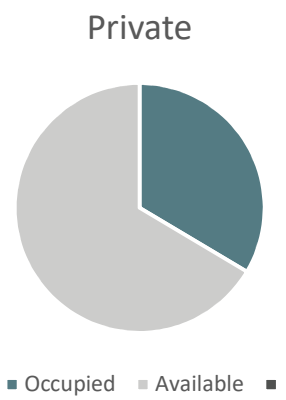
Preliminary Garage Alternatives and Lot Reconfigurations

Garage and reconfiguration alternatives are provided for two existing lots within the Museum Square, Zone 6 - Lot 33 located on the northeast corner of Goldwater Boulevard and 2nd Street, and Zone 8 - Lot 20 located on the southeast corner of Goldwater Boulevard and 2nd Street.

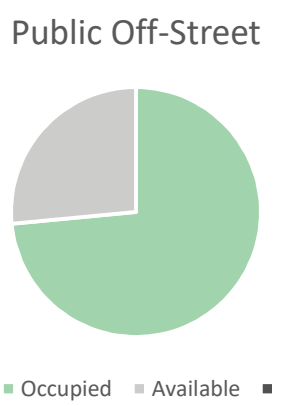
No occupancy data was collected for Zone 6 or 8 as part of the 2015 Study. Therefore, the proposed garage locations are not based on an assessment of parking demand in the area.

SPECIAL EVENT – DATA COLLECTION

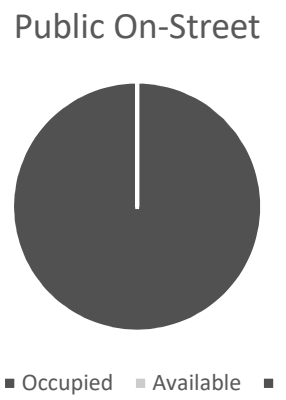
In March 2018, J2 collected parking occupancy data in the southwest quadrant of Old Town Scottsdale, including within the Museum Square study area. Parking occupancy data was collected on four (4) separate occasions while spring training games were held at the Scottsdale Stadium. Additionally, during one of the observations, the ArtWalk event ran concurrent a spring training game.



53 (34%) occupied
105 (66%) available



225 (64%) occupied
127 (36%) available



23 (100%) occupied
0 (0%) available

Within the Museum Square study area, based on the average of the four (4) observations, all on-street parking was utilized, while 34% of the private parking and 64% of the public off-street parking was utilized. **Leaving more than 65% available private parking stalls, and 30% available public off-street parking stalls.**

PARKING TRENDS – IN THE NEWS

There is a great deal of recent information in various publications regarding anticipated declines in vehicle ownership and parking needs due to rise in rideshare, bike share, and densified downtown developments with improvements attracting walking and bicycling.

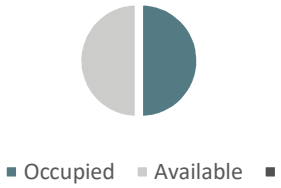
PRIVATE PARKING

The proposed parking for Residential Buildings #1, #2, #3, and #4 will exceed the parking requirements of the City of Scottsdale Code as well as the ITE Parking Generation.

For the two hotels, the Museum Square Hotel and Canopy by Hilton, separate Parking Master Plans have been completed. The Canopy by Hilton Parking Master Plan has been approved and accepted by the City of Scottsdale. The Museum Square Hotel Parking Master Plan is under review by the City of Scottsdale.

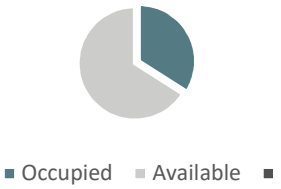
Lastly, the parking for the existing Scottsdale Artists' School is remaining as it is today with 55 parking stalls.

2015 Study



Based on the 2015 Study, private parking makes up 51.3% of the total parking and during the peak period was shown to have **50% of the parking stalls unoccupied**.

2018 March Data



Additionally, the 2018 March data collection effort showed an average of **66% of the private parking stalls were not occupied** during four separate special event observations, which included Major League Spring Training Games as well as the ArtWalk event. The 2015 Study identified Major League Baseball Spring Training games with a reported attendance of 10,000 with the largest cumulative effect with an annual attendance of 160,000 at Scottsdale Stadium.

Assuming the private parking included in the 2015 Study meets the City of Scottsdale code leads to the conclusion that the City of Scottsdale code requirements exceed the peak demand for private parking.

Therefore, it can be concluded that the private parking that is provided with the Museum Square development more than adequate and likely exceeds the anticipated parking demand.

	Scottsdale Parking Code	ITE Parking Generation	Parking Provided	Private Parking Plan
Residential Buildings #1, #2, #3, and #4	469	454	470	Parking provided **EXCEEDS** the Scottsdale Parking Code and ITE Parking Generation
Museum Square Hotel			168	See August 10, 2018 Parking Master Plan
Canopy by Hilton			163	See May 29, 2018 Parking Master Plan, **approved and accepted by the City of Scottsdale**
Scottsdale Artists' School			55	No change anticipated. Parking supply will remain as it is today.

PUBLIC OFF-STREET PARKING

Based on the 2015 Study, within the Museum Square development, there are a total of three (3) public off-street parking lots.

Zone 6 – Lot 33

Lot 33 provides parking for both the existing Stagebrush Theatre as well as the public. As part of the Museum Square development this lot will be reconfigured from 95 parking stalls to 81, resulting in 14 less parking stalls.

Zone 6 – Lot 34

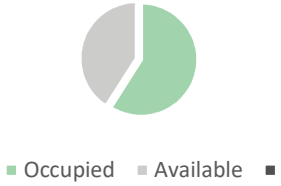
Lot 34 is a subsurface parking garage, which will remain. The existing 130 parking stalls currently provides parking for the 57,806 square foot Scottsdale's Museum of the West as well as the public. The 130 parking stalls will also serve the parking needs of the proposed 22,500 square foot expansion of Scottsdale's Museum of the West.

Zone 8 – Lot 20

Lot 20 currently provides a total of 127 parking stalls. As part of the proposed Museum Square development, this parking lot will be replaced with Residential Buildings #1, #2, and #3, with a subsurface parking garage and surface parking totaling 385 parking stalls.

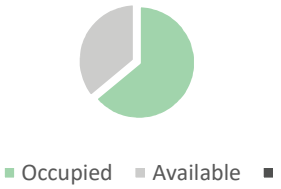
Within the Museum Square study area, combined Lots 20, 33, and 34, provide a total of 352 public off-street parking stalls. With the proposed Museum Square development the public off-street parking will be modified to provide 211 public off-street parking stalls, which is an approximate reduction of 40%.

2015 Study



The 2015 Study reported during the peak parking period, the public off-street parking had **41% of parking stalls unoccupied**.

2018 March Data



Similarly the 2018 March data collection effort for the Museum Square study area showed **36% of the parking stalls were not occupied**.

One of the Parking Management Strategies included in the 2015 Study was to provide *More Accurate and Flexible Standards*, to adjust parking standards to more accurately reflect demand in a particular situation. The proposed 40% reduction in public off-street parking aligns with the 2015 Study and 2018 March data collection showing between 36% and 41% unoccupied parking stalls.

Additionally, with the pedestrian and bicycle improvements within the Museum Square study area, the growth of rideshare and partnership with City of Scottsdale to provide discounts, growth in bike share, car sharing services such as Turo, and the new Streetline system, the anticipation is that public parking demand would decrease. As described in Section 6, in the article posted on BloombergQuint entitled, "'*Peak Car' and the End of an Industry*," describes the decline in private vehicle ownership. As described in the article, "…the shift toward what's being dubbed "peak car"— a time in the not-too-distant future when sales of private vehicles across the western world will plateau before making a swift descent."

Therefore, it can be concluded that the 40% reduction of public off-street parking more accurately reflects the parking demand. Additionally, with growth of rideshare, bike share, and other transportation options, the need for public off-street parking is likely to reduce in the future. Therefore, the proposed 211 public off-street parking provided within the Museum Square study area will match and meet the parking demand.

ON-STREET PARKING

Based on the proposed Museum Square site plan, the following are the proposed impacts to the public on-street parking in the study area:

Zone 6 – Area J

With the relocation of the trolley stop, the Museum Square development is installing 15 on-street angled parking stalls along Marshall Way, between 1st Street and 2nd Street.

Zone 6 – Area K

Area K will remain as it is today.

Zone 6 – Area N

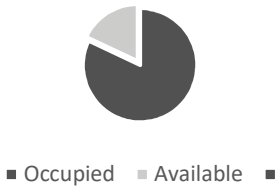
Area N's north curb line will be modified, and will provide the same number of on-street parking stalls.

Zone 8 – Area J

The on-street parking on 2nd Street will be reconfigured to provide an additional 22 parking stalls.

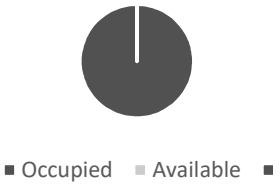
Within the Museum Square study area, combined Zone 6 – Areas J, K, N, and Zone 8 – Area J currently provides a total of 23 public on-street parking stalls. With the proposed Museum Square development the public on-street parking will be modified to provide 60 public on-street parking stalls, which is an approximate increase of 161%.

2015 Study



The 2015 Study reported during the peak parking period, the public on-street parking had **82% occupancy**.

2018 March Data



The 2018 March data collection effort for the Museum Square study area showed **100% occupancy**.

As discussed in Section 4, the 2015 Study makes the following observations in the description of Zone 4:

> "Based on interviews with local developers and shop owners,… there is a perceived parking shortage within this zone as many of the on-street spaces are heavily utilized. However, despite the relative full street parking, Walker did note that the 5th Avenue garage did have plenty of vacant capacity during all of our survey counts. As with many other downtowns, … the issue of "parking shortages" is often related to where public parking is located, how visible it is, and how far patrons are willing to walk rather than actual surplus and deficit of stalls" (p. 14).

Additionally, based on the data provided in the 2015 Study, it appears the parking problem in Old Town is not a quantity of parking problem but a quantity of a particular type of parking. The data seems to indicate there is ample, even an over-supply of private parking. The problem is not even a public parking problem, for there appears to be adequate supply of off-street public parking, but it is either too remote, not visible, or both. A key element of the Museum Square Parking Master Plan is to increase the amount of on-street public parking.

With high occupancy of the public on-street parking stalls, and the notion that drivers are more prone to use these stalls, the 161% increase in public on-street parking stall proposed by Museum Square offers drivers the type of parking that is more desirable and likely to be utilized.

PARKING MANAGEMENT PLAN

The Old Town Scottsdale Character Area Plan's goals and policies and the *2015 Scottsdale Downtown Parking Study*'s parking management strategies were analyzed in order to determine the influence of the proposed development on the Old Town area and the strategies that may be applied to the Museum Square Parking Master Plan.

The mobility chapter of the Old Town Scottsdale Character Area Plan provides eight (8) goals for improving all modes of transportation within the Old Town area. Goal M 2, M 3, M 6, M 7, and M 8 primarily focus on the pedestrian and bicycle mobility within Old Town Scottsdale. The Museum Square development encourages alternative modes of transportation including, movement by foot, bicycle, scooters, and/or trolley. Museum Square has been intentionally designed to embrace an active street frontage reinforcing the Old Town pedestrian environment and encouraging walkability and social interaction.

The *2015 Downtown Parking Study* includes a description of various strategies for improved parking management.

More Accurate and Flexible Standards – Adjust parking standards to more accurately reflect demand in a particular situation (10-30% reduction).

The aim of this Parking Master Plan is to provide a more accurate, flexible, customized standard for parking based on specific needs of the Museum Square. The goal of the analysis presented is to build adequate parking, but not an overabundance of parking. For too much parking is a waste of resources, resources that can be used to better meet the goals of the Old Town Scottsdale Character Area Plan. Too much parking works against walkability. Greater walkability is one of the chief aims of the Character Area Plan.

Smart Growth – Encourage more compact, mixed, multi-modal development to allow more parking sharing and use alternative modes (10-30% reduction).

The overall master plan for Museum Square is based on the very concept of smart growth: more compact, mixed, and multi-modal. Much of the circulation plan is based on strengthening pedestrian connections and complete street strategies.

Walking and Cycling Improvements – Improve walking and cycling conditions to expand the range of destinations serviced by a parking facility (5-15% reduction).

The overall master plan for Museum Square is applying many complete streets strategies, such as shortening crossing distances, creating more and improved pedestrian connections, improving bike lanes on 2nd Street, and landscape to increase the amount of shade for pedestrians and cyclists.

Increase Capacity of Existing Facilities – Increase parking supply by using otherwise wasted space, smaller stalls, car stackers and valet parking (5-15% reduction).

As noted in the 2015 Downtown Parking Study, there is a large amount of wasted space in the existing off-street parking located north of 2nd Street. Part of the plan includes the redesign of this off-street parking to increase the density and (perhaps more importantly) make it more shaded, attractive, and inviting.

Mobility Management – Encourage more efficient travel patterns, including change in mode, timing, destination and vehicle trip frequency (10-30% reduction).

As noted above, the overall master plan for Museum Square is applying many smart growth and complete streets strategies that will encourage mode shift to walking, cycling, and transit and will serve to reduce the amount of motor vehicle travel in Old Town.

Bicycle Facilities – Provide bicycle storage and changing facilities (5-15% reduction).

The Museum Square Master Plan is committed to providing bicycle parking throughout.

Improved Information and Marketing – Provide convenient and accurate information on parking availability and price, using maps, signs, brochures and the internet (5-15% reduction).

The Museum Square development team is very interested in learning more about the pilot installation of the web based Parker by Streetline parking management system in the northeast quadrant of Old Town and if found to be successful and appropriate, would be open to exploring with the City opportunities to expand this system to include the public off-street and public on-street parking within the Museum Square area.

OVERALL PARKING ANALYSIS

The 2015 Study states, "Typically, the impact on the daytime peak hour parking needs for a downtown will balance out and will remain in the range of 2.00 to 3.00 per 1,000 square feet for the zone as a whole."

Therefore, applying this theory and applying it to Zone 6 with approximately 420,000 square feet, and using the highest end of the range of 3.00 per 1,000 square feet, a total of 1,260 parking stalls are needed for Zone 6. With the build out of Museum Square, Zone 6 will provide 2,034 parking stalls, which is a surplus of 774 (61.4%) parking stalls. The square footages for each zone is obtained from the 2015 Study and conservatively rounded up to the nearest 10,000 square feet.

Applying this to Zone 8, with approximately 270,000 square feet, and using the highest end of the range of 3.00 per 1,000 square feet, a total of 810 parking stalls are needed for Zone 8. With the build out of Museum Square, Zone 8 will provide 2,317 parking stalls, which is a surplus of 1,507 (186.0%) parking stalls.

Combining Zones 6 and 8, encompassing the entire Museum Square study area, a total of 4,351 parking stalls are provided with a total of 2,070 parking stalls needed. This results in a surplus of 2,281 (110.2%) parking stalls.

	Rate		Existing Square Feet	Parking Stalls Needed	Proposed Number of Parking Stalls	Difference
Zone 6	3	Per 1,000 Sq. Ft.	420,000	1,260	2,034	774
Zone 8	3	Per 1,000 Sq. Ft.	270,000	810	2,317	1,507
			Total	**2,070**	**4,351**	**2,281**

Therefore, using the high end of the parking ratio for the zone as provided in the 2015 Study of 2.00 to 3.00 per 1,000 square feet shows that the Museum Square development is providing more than adequate parking more than exceeding double the necessary parking stalls based on this ratio.

In conclusion, the proposed parking for the Museum Square development more than adequately meets the demand for the area for each of the three types of parking provided - private, public off-street, and public on-street parking.

2. INTRODUCTION

J2 Engineering and Environmental Design was retained by Macdonald Development Corporation to complete a Parking Master Plan for the proposed Museum Square development, located in Old Town Scottsdale. The development is generally located east and north of Goldwater Boulevard, west of Marshall Way, and south of 1st Street, also including the northeast corner of 2nd Street and Marshall Way, the northeast corner of Marshall Way and 1st Street (the proposed Canopy by Hilton development) and the Scottsdale's Museum of the West in Scottsdale, Arizona. This Parking Master Plan will evaluate the proposed private parking, public off-street, and public on-street parking within the boundaries of the Museum Square development. See Figure 1 for the vicinity map.

The proposed development will include four residential buildings, the Museum Square Hotel, the Canopy by Hilton hotel, and the expansion of the Scottsdale's Museum of the West. See Figure 2 and Appendix A for the proposed site plan.

The goal of this Parking Master Plan is to define the parking needs for the Museum Square development without providing an overabundance of parking; for an overabundance of parking is a waste of resources (both public and private) and runs counter to many principles of more walkable communities, which is a part of the vision for Old Town Scottsdale.

As noted in Urban Land Institute publication *The Dimensions of Parking, 5th Ed.:*

"In recent years, three separate but related planning approaches have focused attention on the negative impacts of the "more is better" philosophy of parking: smart growth, transit oriented development (TOD), and new urbanism. All three approaches strive to use land more efficiently, contribute to the availability of affordable housing, reduce dependence on automobile travel, and create more livable communities. All three also rely heavily on the same things: mixed use, higher density, buildings at the sidewalk, less private and more public open space, smaller blocks, narrow streets with wider sidewalks, street trees and lighting, lower parking ratios, shared parking, parking behind buildings, and on-street parallel parking."

Many of these components are integral to the proposed Museum Square development and the Parking Master Plan.

Scope of Study

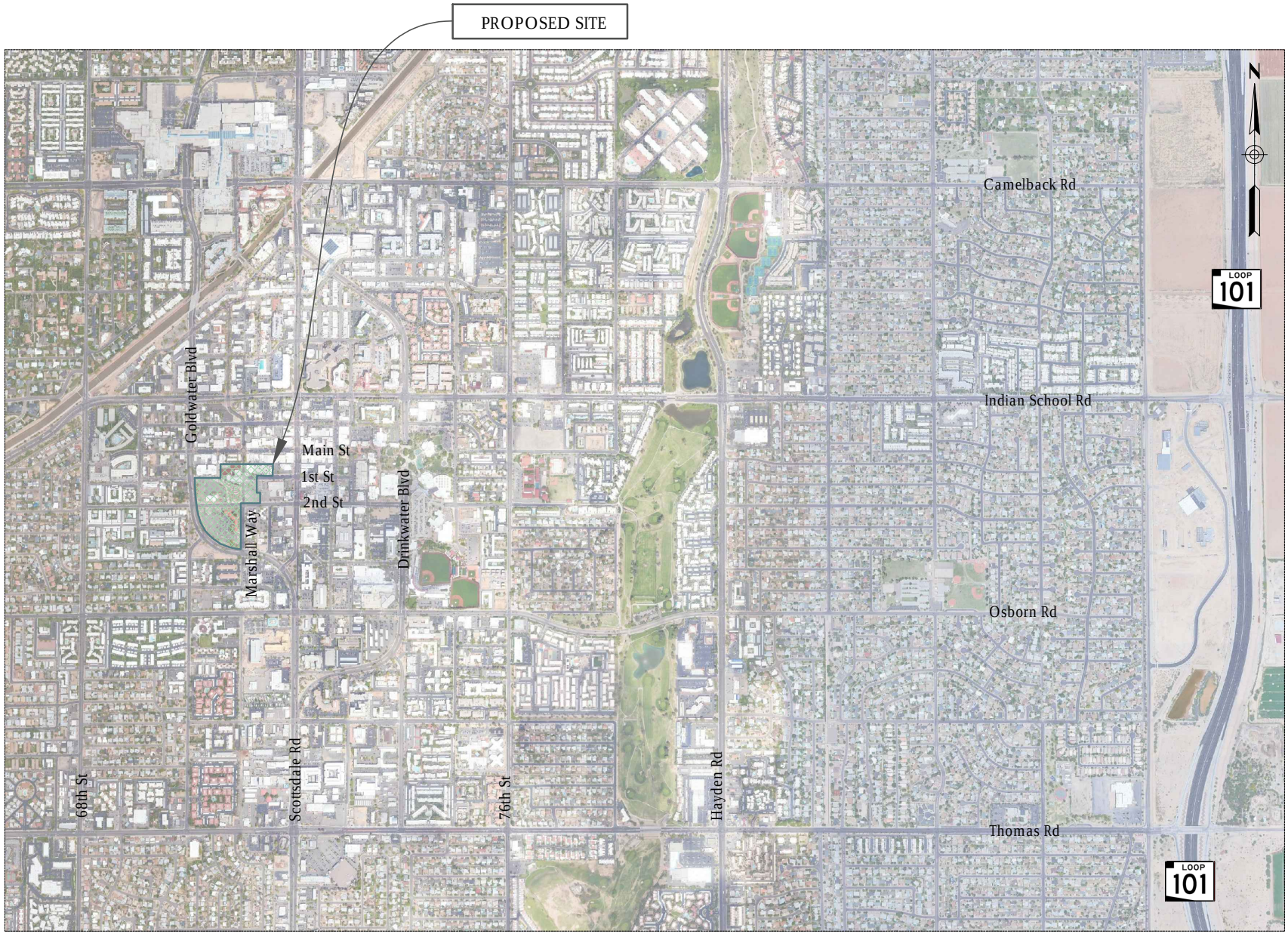
The objective of this Parking Master Plan is to establish that the private, public off-street, and on-street parking stalls provided throughout the study area will provide sufficient parking for the proposed Museum Square development, while still supporting the broader vision for Old Town Scottsdale.

Setting the groundwork, a previously conducted parking supply and demand analysis, entitled the *2015 Scottsdale Downtown Parking Study* (2015 Study), was thoroughly reviewed to determine the parking conditions within the study area and greater Old Town Scottsdale.

The 2015 Study provides a brief discussion of Old Town special events and the impacts on parking. Located in the heart of Old Town Scottsdale and less than ½ mile east of the proposed Museum Square development, the Scottsdale Stadium is home to the San Francisco Giants. To capture the parking impacts in and surrounding the Museum Square development, parking occupancy data and observations were conducted during March of 2018.

Additionally, due to recent shifts in transportation choices, specifically in downtown areas, various parking trends were researched.

A comprehensive approach including the parking requirements based on the City of Scottsdale Code, the ITE Parking Generation demand rates, and building upon the inventory, observations, and recommendations from the 2015 Study, along with parking occupancy data collection efforts conducted during 2018 Major League Spring Training games, along with extensive research of current parking trends were completed to ultimately determine the private, off-street, and on-street parking needs of the proposed Museum Square development.



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PROJECT NO.	171070	DRAWN BY	TG
DATE	AUG 2018	CHECKED BY	JB

Vicinity Map

Figure 1

3. PROPOSED DEVELOPMENT

The study area is located in the City of Scottsdale, Arizona. It is approximately two and one-third miles west of State Route Loop 101 (SR 101L), and approximately three and two-third miles north of State Route Loop 202 (SR 202L). See **Figure 1** for a vicinity map.

The proposed development will be comprised of the following land uses:

- Residential Building #1
  The proposed eleven (11) story Residential Building #1 will be located on the southeast corner of Goldwater Boulevard and 2nd Street and will include:
  - 61 residential units
    - 21 one (1) bedroom units
    - 40 two (2) bedroom units.

  The main access to the underground parking garage will be at the entry courtyard located on 2nd Street approximately 300 feet west of Marshall Way. A secondary access will be provided along Marshall Way (approximately 340 feet south of 2nd Street), just south of the Scottsdale Artists' School.

- Residential Building #2
  The proposed thirteen (13) story Residential Building #2 building will be located northeast of the intersection of Goldwater Boulevard and 70th Street and will include:
  - 83 residential units
    - 27 one (1) bedroom units
    - 56 two (2) bedroom units

  Similar to Residential Building #1, the main access to the underground parking garage will be at the entry courtyard located on 2nd Street approximately 300 feet west of Marshall Way. A secondary access will be provided along Marshall Way (approximately 340 feet south of 2nd Street), just south of the Scottsdale Artists' School.

- Residential Building #3
  The proposed twelve (12) story Residential Building #3 will be located on the northwest corner of Goldwater Boulevard and Marshall Way and will include:
  - 80 residential units
    - 26 one (1) bedroom units
    - 54 two (2) bedroom units

  The main access to the underground parking garage will be located along Marshall Way (approximately 340 feet south of 2nd Street), just south of the Scottsdale Artist School. A secondary access will be located at the entry courtyard located off 2nd Street approximately 300 feet west of Marshall Way.

- Residential Building #4
  The proposed four (4) story Apartment/Condo Complex will be located on the northeast corner of Marshall Way and 2nd Street and will include:
  - 69 residential units
    - 43 one (1) bedroom units
    - 26 two (2) bedroom units

  The main access to the underground parking garage will be provided along 1st Street approximately 100 feet east of Marshall Way.

- Museum Square Hotel
  The proposed thirteen (13) story Museum Square Hotel will be located in the northwest corner of 2nd Street and Marshall Way. The proposed Museum Square Hotel will include:
  - 190 keys
  - 7,000 – 8,000 sf (square feet) of conference/meeting space
  - a spa consisting of 4 treatment rooms
  - a fitness center
  - 5,000 – 6,000 sf of restaurant space

  The access to the Hotel will be located at the entry courtyard located along 2nd Street approximately 300 feet west of Marshall Way. The Hotel drop-off will be located along 2nd Street approximately 220 feet west of Marshall Way.

- Canopy by Hilton
  The proposed hotel will be located on the northeast corner of Marshall Way and 1st Street is also included in the proposed Museum Square development. The proposed Canopy by Hilton will include:
  - 176 keys
  - 4,130 square feet of conference/meeting space
  - a fitness center, pool and spa
  - a café, bar

- Scottsdale's Museum of the West
  A 22,500 sf expansion of the Scottsdale's Museum of the West is anticipated with the build out of the proposed Museum Square development.

Situated within the proposed development is the 3,632 square foot Stagebrush Theatre, located on the northeast corner of Goldwater Boulevard and 2nd Street; the 15,002 square foot Scottsdale Artists' School, located on the southwest corner of Marshall Way and 2nd Street; and the 57,806 sf Scottsdale's Museum of the West, located on the west side of Marshall Way at 1st Street. These three existing developments are all anticipated to remain as part of the build out of the proposed Museum Square. See Figure 2 and Appendix A for the proposed site plan.

Surrounding Area

The Gallery District of Scottsdale is located to the north along Main Street, and includes 24 shops between Goldwater Boulevard and Scottsdale Road. Additionally, located to the north along Scottsdale Road are a series of restaurants and retail shops. The Scottsdale Artists' School Inc. is located at the southwest corner of Marshall Way and 2nd Street.

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Site Plan

Figure 2

4. 2015 SCOTTSDALE DOWNTOWN PARKING STUDY

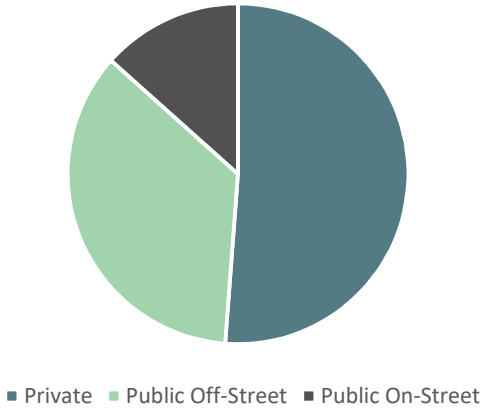
In 2015, the City of Scottsdale hired Walker Parking Consultants to conduct a parking supply and demand analysis, entitled the *2015 Scottsdale Downtown Parking Study* (2015 Study). See **Appendix B** for the complete report. **Sections 4.1** through **4.5** summarizes the 2015 Study's relevant findings related to Museum Square.

4.1. PARKING INVENTORY

The 2015 Study included a parking inventory broken down into the number for eleven (11) zones. See **Figure 3** for the location of each zone and **Table 1** for a breakdown of the parking in each of the eleven (11) zones.

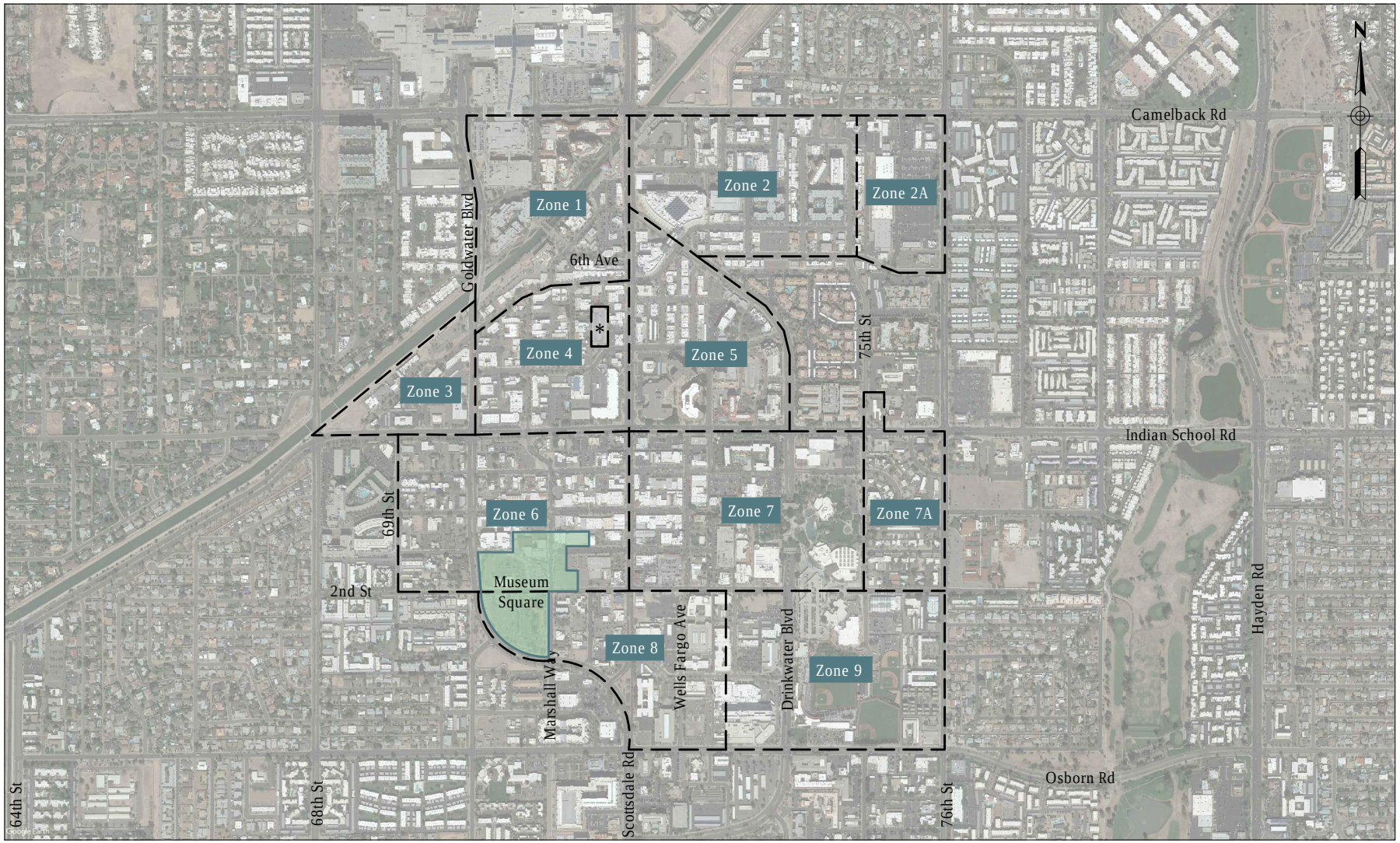
Table 1 – 2015 Study - Parking Inventory

Zone	Private	Public Off-Street	Public On-Street	Total
1	300	2,363	120	2,783
2	1,129	164	573	1,866
2A	745	0	33	778
3	341	120	91	552
4	1,013	28	262	1,303
5	728	1,275	236	2,239
6	1,190	299	394	1,883
7	471	1,003	386	1,860
7A	389	0	125	514
8	1,787	133	117	2,037
9	973	867	24	1,864
Total	**9,066**	**6,252**	**2,361**	**17,679**
Percent of Total	**51.3%**	**35.4%**	**13.4%**	**100%**



There are over 17,500 parking spaces in the study area. Table 1 indicates that more than half of all parking in the study area is private parking, while 35.4% is public off-street and 13.4% is public on-street.

The Museum Square development falls within portions of Zones 6 and 8. Figure 4 details the private, public off-street, and public on-street parking areas included in the 2015 Study that falls within the Museum Square study area.



* Parking Garage Included in Zone 5 Counts

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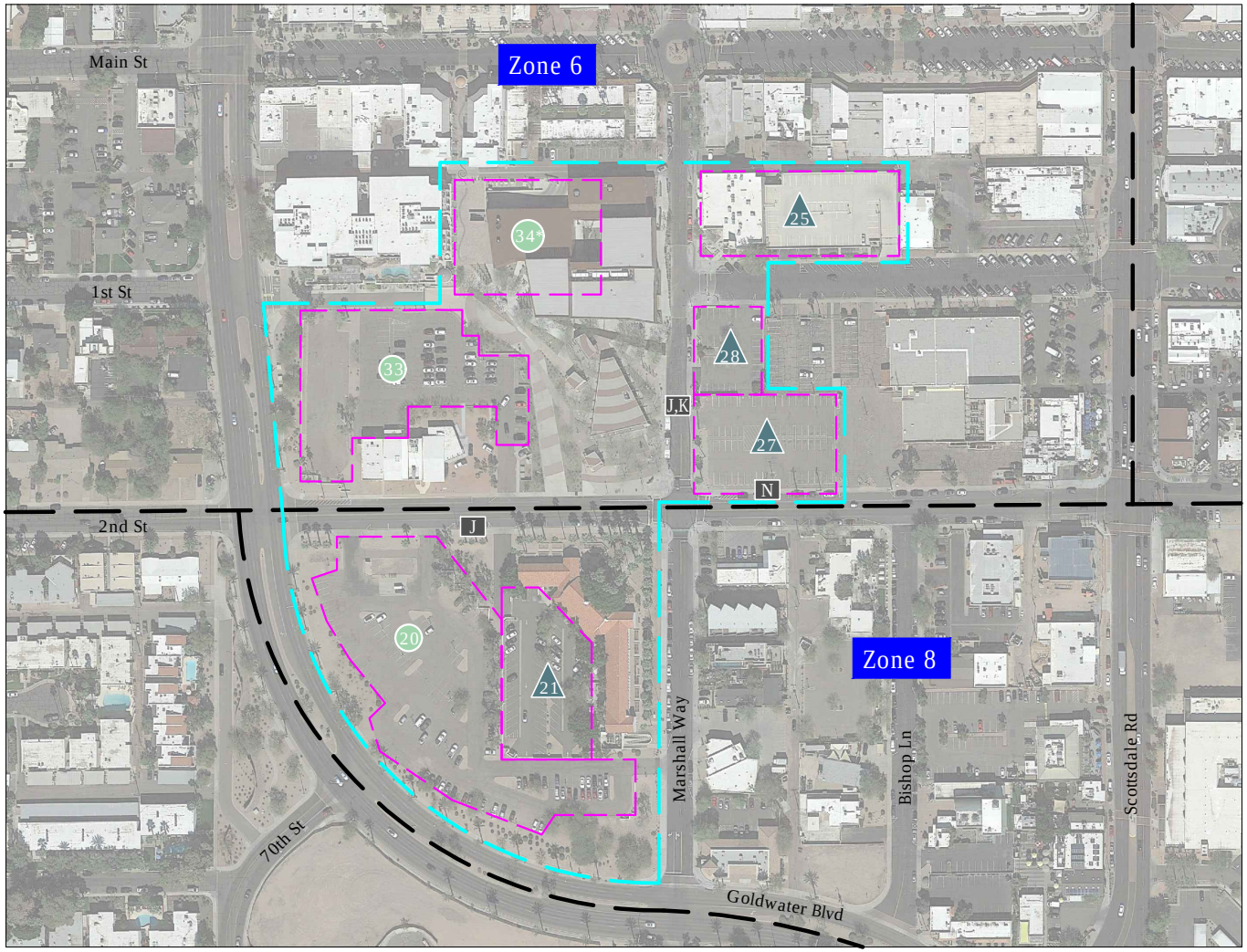
2015 Study - Zones

Figure 3



* Underground Parking Garage

Legend

- Museum Square Development
- Walker Parking Study Zones
- X — Private Parking
- X — Public Off-Street Parking
- X — Public On-Street Parking

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2015 Study - Zones 6 & 8

Figure 4

Zone 6 Parking Inventory

Zone 6 is generally the portion of Old Town that lies west of Scottsdale Road. It is bounded by Indian School Road on the north, 2nd Street on the south, 69th Street on the west, and Scottsdale Road on the east. A summary of the Zone 6 parking inventory is show in Table 2 below.

Table 2 – Zone 6 Parking Inventory

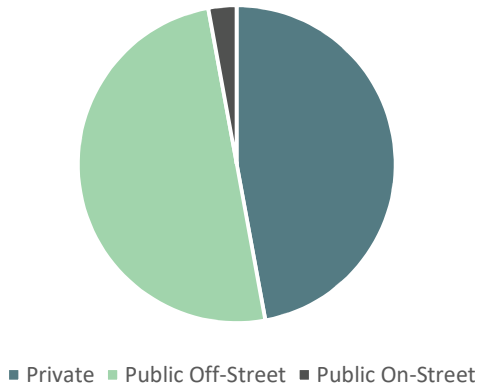
Parking Type	Parking Provided	
	Count	Percent
Private	1,190	63.2%
Public Off-Street	299	15.9%
Public On-Street	394	20.9%
Total	1,883	100%

There are 1,883 parking spaces in Zone 6, accounting for nearly 11% of all parking in the 2015 Study area. There is a greater percentage (11.9%) of private parking in this zone as compared to the greater study area. More than one-half of the public parking in Zone 6 is on-street parking.

A total of 74 separate parking lots/garages and 25 on-street parking areas were identified in Zone 6. Of these, five (5) parking lots/garages and three (3) on-street parking areas lie within the Museum Square development area. See Table 3 for a summary of the private, public off-street, and public on-street parking within the Museum Square development that sits within Zone 6.

Table 3 – Zone 6 Parking Inventory (Museum Square)

Zone 6					
Lot ID	Type	User/Owner	Type/Restriction	Sub-Total	Total
25	Lot	Private	Restricted	85	109
			Compact Only	20	
			ADA	4	
27	Lot	Private	Restricted	66	66
28	Lot	Private	Restricted	29	37
				2	
				6	
33	Lot	Public	Unrestricted	91	95
			ADA	4	
34	Garage	Public	Unrestricted	130	130
J	On-Street	Public	Buses Only	0	0
K	On-Street	Public	3 Hour Parking	2	2
N	On-Street	Public	Unrestricted	11	11



Within the boundaries of Museum Square, within Zone 6 there are 450 parking spaces, of which:

- 212 (47.1%) are private parking
- 225 (50.0%) are public off-street
- 13 (2.9%) are public on-street parking

Zone 8 Parking Inventory

Zone 8 is the southwest most zone in the 2015 Study area and is bounded by 2nd Street on the north, Osborn Road on the south, Goldwater Boulevard on the west, and Wells Fargo Avenue on the east. This zone straddles Scottsdale Road and bisects the Honor Health Scottsdale Osborn Medical Center. A summary of the Zone 8 parking inventory is show in Table 4 below.

Table 4 – Zone 8 Parking Inventory

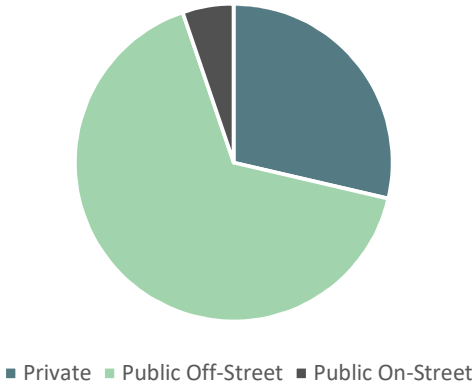
Parking Type	Parking Provided	
	Count	Percent
Private	1,787	87.7%
Public Off-Street	133	6.5%
Public On-Street	117	5.7%
Total	2,037	100%

There are 2,037 parking spaces in Zone 8, accounting for more than 11% of all parking in the 2015 Study area. The vast majority of parking in this zone is private, largely associated with the hospital and other medical facilities east of Scottsdale Road. The public parking in this zone is approximately split between off-street and on-street.

A total of 23 separate parking lots/garages and 10 on-street parking areas were identified in Zone 8. Of these, two (2) parking lots and one (1) on-street parking area lies within the Museum Square development area. See Table 5 for a summary of the private parking, public off-street, and public on-street parking within the Museum Square development that sits within Zone 8.

Table 5 – Zone 8 Parking Inventory (Museum Square)

Zone 8					
Lot ID	Type	User/Owner	Type/Restriction	Sub-Total	Total
20	Lot	Public	Unrestricted	127	127
21	Lot	Private	Restricted	51	55
				4	
J	On-Street	Public	Unmarked	10	10



Within the boundaries of Museum Square, within Zone 8 there are 192 parking spaces, of which:

- 55 (28.6%) are private parking
- 127 (66.1%) are public off-street
- 10 (5.2%) are public on-street parking

4.2. PARKING INVENTORY & OCCUPANCY (ZONE 2 & 5)

As previously noted, the 2015 Study performed data collection and analysis of parking inventory and occupancy in the northeast quadrant of Old Town. While this is generally outside the area of strong influence of the Museum Square, the findings and conclusions of this analysis may help inform decisions regarding future parking needs in Museum Square.

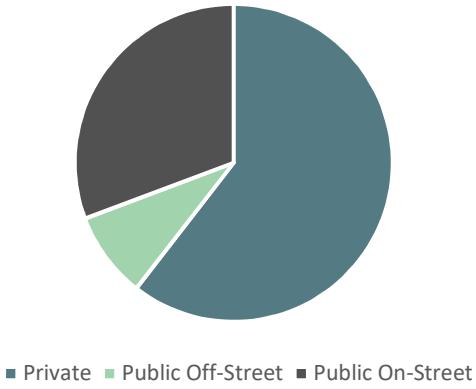
Zone 2 Parking Inventory

Zone 2 is in the northeast portion of Old Town, bound by Camelback Road to the north, 6th Avenue to the south, Scottsdale Road and the diagonal portion of Drinkwater Boulevard to the west, and the alleyway just east of 75th Street to the east. As noted in the 2015 Study, this area was "one of the primary focus points for the parking study as many of the business owners in the area have been struggling with parking shortages; especially small businesses that have little or no off-street parking and rely on time-limited on-street spaces in front of their stores to support their customers and employees" (p. 10).

A summary of the Zone 2 parking inventory is shown below.

Table 6 – Existing Zone 2 Parking

Parking Type	Parking Spaces	
	Count	Percent
Private	1,129	60.5%
Public Off-Street	164	8.8%
Public On-Street	573	30.7%
Total	1,866	100%



Within Zone 2 there are 1,866 parking spaces, of which:

- 1,129 (60.5%) are private parking
- 164 (8.8%) are public off-street
- 573 (30.7%) are public on-street parking

The 1,866 parking spaces in Zone 2 accounts for nearly 11% of all parking in the 2015 Study area. There is a greater percentage (9.2%) of private parking in this zone as compared to the greater downtown area. More than three-quarters of the public parking in Zone 2 is on-street.

There are a total of 29 off-street parking areas within Zone 2, two (2) of which were not counted as part of the 2015 Study. Zone 2 also includes 47 on-street parking areas, four (4) of which were not counted due to construction zones.

Zones 5 Parking Inventory

Zone 5 is directly south and west of Zone 2, bounded by Drinkwater Boulevard on the north and east, Indian School Road on the south, and Scottsdale Road on the west. The 5th Avenue parking garage, located west of Scottsdale Road, between 3rd and 5th Avenues, was counted as part of Zone 5, even though it is located within the geographic boundary of Zone 4, west of Zone 5. The 2015 Study makes the following relevant observations in the description of Zone 4:

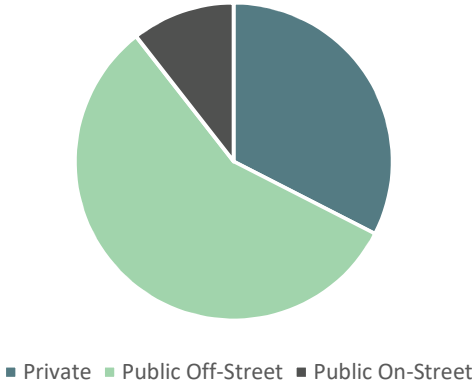
> "Though occupancy counts were not collected for this zone, Walker staff did note that street parking was heavily utilized in the afternoon. The concentration of shops, boutiques, and restaurants make this area a popular destination… Based on interviews with local developers and shop owners,… there is a perceived parking shortage within this zone as many of the on-street spaces are heavily utilized. However, despite the relative full street parking, Walker did note that the 5th Avenue garage did have plenty of vacant capacity during all of our survey counts. As with many other downtowns, … the issue of "parking shortages" is often related to where public parking is located, how visible it is, and how far patrons are willing to walk rather than actual surplus and deficit of stalls" (p. 14).

As noted in the 2015 Study: "(s)ome of the parking in this Zone (5) is inaccessible to the general public, as such, many areas were not counted nor had occupancy data collected" (p. 15). A review of the appendix indicates the inventory is rather complete – with only two private sites uncounted. The occupancy data collection was more problematic in this regard.

A summary of the Zone 5 parking inventory is shown below.

Table 7 – Existing Zone 5 Parking

Parking Type	Parking Spaces	
	Count	Percent
Private	728	32.5%
Public Off-Street	1,275	56.9%
Public On-Street	236	10.5%
Total	2,239	100%



Within Zone 5 there are 2,239 parking spaces, of which:

- 728 (32.5%) are private parking
- 1,275 (56.9%) are public off-street
- 236 (10.5%) are public on-street parking

The 2,239 documented parking spaces in Zone 5 accounts for nearly 13% of all parking in the 2015 Study area. Nearly one-third of the parking in Zone 5 is private, which is 36.6% less than the average for the greater 2015 Study area. There are more than 1,500 public parking spaces within Zone 5, but with a high proportion of these being public off-street spaces. There are a total of 24 off-street parking areas within Zone 5, two (2) of which were not counted as part of the 2015 Study. Zone 5 also includes 24 on-street parking areas.

Zones 2 & 5 Parking Occupancy

The 2015 Study provides much valuable information regarding parking occupancy in Zones 2 and 5. It seems two relevant observations may be drawn regarding parking needs for the Museum Square by extracting portions of Figures 24 and 26 from the 2015 Study.

3. During the Peak Parking Period, More Than 40% of all Parking is Vacant

Figure 24 is a summary of occupancy for all parking in the northeast quadrant, segregated by pubic versus private. Figure 24 shows that the peak demand occurs during the 2:00 PM timeframe. The overall occupancy during this time is 59%. In other words, more than 40% of all parking is vacant during the peak demand. The figure also shows that private parking (overall) is 50% vacant during this 2:00 PM peak period.

Extract from Figure 24: Zones 2 and 5 Analysis of Parking Type – Public versus Private

Zones 2 and 5 combined	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Private	1857	375	482	816	874	922	821	547
Public (time restricted)	810	96	245	445	512	508	495	507
Public (unrestricted)	1438	257	693	985	970	1009	707	302
	4105	**728**	**1420**	**2246**	**2356**	**2439**	**2023**	**1356**
Private	45%	20%	26%	44%	47%	50%	44%	29%
Public (time restricted)	20%	12%	30%	55%	63%	63%	61%	63%
Public (unrestricted)	35%	18%	48%	68%	67%	70%	49%	21%
	100%	**18%**	**35%**	**55%**	**57%**	**59%**	**49%**	**33%**

Source: 2015 Scottsdale Downtown Parking Study, Walker

4. During the Peak Parking Period, Public Off-Street Parking is Less Than 60% Occupied

Figure 26 is a summary of occupancy for public spaces in the northeast quadrant, segregated by off-street versus on-street. Figure 26 shows that the peak demand for public parking occurs during the 2:00 PM timeframe, but is quite similar to the 12:00 PM timeframe. It can be seen that one-third of all public parking in the northeast quadrant is vacant during the peak periods, but there is a large imbalance between the utilization of the on-street and off-street public parking. The on-street parking is very near capacity, while the public off-street parking is less than 60% occupied.

Extract from Figure 26: Zones 2 and 5 Analysis of Parking Type – Public Spaces Only

Zones 2 and 5 combined	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Off-street	1439	158	536	804	820	854	593	296
On-Street	809	195	402	626	662	663	609	513
	2248	**353**	**938**	**1430**	**1482**	**1517**	**1202**	**809**
Off-street	64%	11%	37%	56%	57%	59%	41%	21%
On-Street	36%	24%	50%	77%	82%	82%	75%	63%
	100%	**16%**	**42%**	**64%**	**66%**	**67%**	**53%**	**36%**

Source: 2015 Scottsdale Downtown Parking Study, Walker

The 2015 Study concludes the discussion of parking occupancy in Zones 2 and 5 with the following (extracted) statements:

"Zones 2 and 5 show overall parking sufficiency when including all parking types (public and private) on all blocks. However, Zone 2 shows an effective shortage of public parking spaces, meaning that on-street and public lots exceed 85% occupancy at the peak hour(s). Zone 5 has some public capacity remaining due mostly to the inclusion of the 5th Avenue garage. Both zones 2 and 5 experience similarly high utilization of on-street public …" (p. 39).

"We understand that some long-time business owners in the northeast quadrant may feel that on-street parking is over utilized as the spaces most convenient to their businesses are frequently full… Though the on-street parking issues can be a difficult challenge to address, there (are) a number of proactive solutions that the city may want to consider in addition to any expansion of the parking system…" p. 40).

4.3. BEST PRACTICES IN PARKING MANAGEMENT

The 2015 Study includes a description of various strategies for improved parking management. A large menu of strategies are presented; those that are relevant to the Museum Square Parking Master Plan are described below.

- *More Accurate and Flexible Standards* – Adjust parking standards to more accurately reflect demand in a particular situation (10-30% reduction).
- *Smart Growth* – Encourage more compact, mixed, multi-modal development to allow more parking sharing and use alternative modes (10-30% reduction).
- *Walking and Cycling Improvements* – Improve walking and cycling conditions to expand the range of destinations serviced by a parking facility (5-15% reduction).
- *Increase Capacity of Existing Facilities* – Increase parking supply by using otherwise wasted space, smaller stalls, car stackers and valet parking (5-15% reduction).
- *Mobility Management* – Encourage more efficient travel patterns, including change in mode, timing, destination and vehicle trip frequency (10-30% reduction).
- *Bicycle Facilities* – Provide bicycle storage and changing facilities (5-15% reduction).
- *Improved Information and Marketing* – Provide convenient and accurate information on parking availability and price, using maps, signs, brochures and the internet (5-15% reduction).

How these strategies are applied in the Museum Square Parking Master Plan is presented in Section 10.2.

4.4. DOWNTOWN SPECIAL EVENTS

The 2015 Study provides a discussion of downtown special events and the impacts on parking. A total of 20 different events were identified. Some of these are annual events. Others, like the ArtWalk, are weekly events.

The single largest event is the Prada Del Sol. The 2015 Study indicates this annual event has an attendance of 50,000 people and an estimated parking demand of 17,000 parking spaces.

The next highest attended events have an estimated attendance of 10,000 per day, this includes the Cancel Convergence, the Major League Baseball Spring Training games, the Italian Festival, and the Original Taste event. Major League Baseball Spring Training games at the Scottsdale Stadium is the event type with the largest cumulative effect with an annual attendance of 160,000 per year.

4.5. PRELIMINARY GARAGE ALTERNATIVES AND LOT RECONFIGURATIONS

The 2015 Study includes a parking garage alternatives analysis as well as conceptual plans to reconfigure existing pubic parking lots to angled parking. Garage and reconfiguration alternatives are provided for two existing lots within the Museum Square:

- Zone 6 - Lot 33 located on the northeast corner of Goldwater Boulevard and 2nd Street
- Zone 8 - Lot 20 located on the southeast corner of Goldwater Boulevard and 2nd Street.

No occupancy data was collected for Zone 6 or 8 as part of the 2015 Study. Therefore, the proposed garage locations are not based on an assessment of parking demand in the area.

Zone 6 – Lot 33

The 2015 Study indicates Zone 6 – Lot 33 currently has 95 parking spaces. The parking structure concept would include 361 parking spaces on three levels, for a net gain of 266 public off-street parking spaces at an estimated cost of approximately $6.2 million. The conversion to an angled parking configuration of the exiting lot would result in an estimated net gain of 75 parking spaces.

The Museum Square development plan includes the reconfiguration of the parking and construction of the Museum Square Hotel on Zone 6 – Lot 33 located on the northeast corner of Goldwater Boulevard and 2nd Street. See Section 8 for more details.

Zone 8 – Lot 20

The 2015 Study indicates Zone 8 – Lot 20 currently has 127 parking spaces. The parking structure concept would include 390 parking spaces on three levels, for a net gain of 263

public off-site parking spaces at an estimated cost of approximately $6.9 million. The conversion to an angled parking configuration of the existing lot would result in an estimated net gain of 69 parking spaces.

The Museum Square development plan includes the construction of residential towers with underground private parking in Zone 8 – Lot 22. See Section 8 for more details.

5. SPECIAL EVENT – DATA COLLECTION

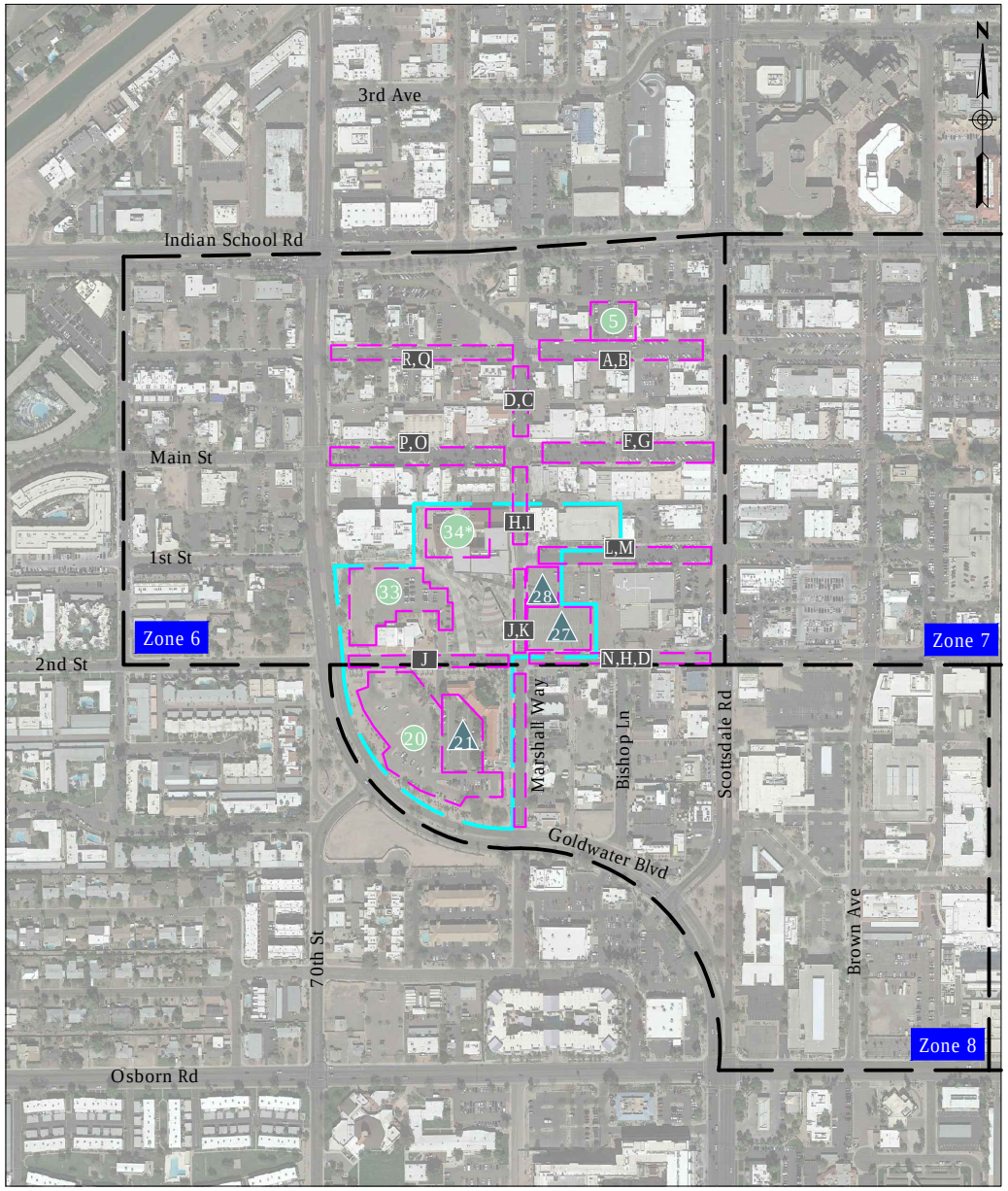
In March 2018, J2 collected parking occupancy data in the southwest quadrant of Old Town Scottsdale. See Figure 5 for the locations of which parking quantities were taken.

As stated in the 2015 Study, Major League Baseball Spring Training games at the Scottsdale Stadium have a reported attendance of 10,000 with the largest cumulative effect with an annual attendance of 160,000 per year. Therefore, parking occupancy data was collected on four (4) separate occasions while spring training games were held at the Scottsdale Stadium, located on the northeast corner of Drinkwater Boulevard and Osborn Road. It was assumed that the first hour of these games generally represented the peak parking demand periods. The following are the days and times parking occupancy data was collected:

- Saturday, March 17th (San Francisco Giants vs. Oakland Athletics, 4:05pm)
  - Observation: 4:30pm – 5:20pm
- Monday, March 19th (San Francisco Giants vs. Cleveland Indians, 1:05pm)
  - Observation: 1:20pm – 1:55pm
- Thursday, March 22nd (San Francisco Giants vs. Chicago Cubs, 7:05pm)
  - Observation: 7:05pm – 7:50pm
- Friday, March 23rd (San Francisco Giants vs. Kansas City Royals, 1:05pm)
  - Observation: 1:40pm – 2:20pm

Additionally, on Thursday, March 22nd the ArtWalk event ran concurrent with the San Francisco Giants vs. Chicago Cubs game. This event, as reported in the 2015 Study, occurs on Thursdays, 51 times per year, with an attendance of 1,000 per day. It is also the event within the closest proximity to Museum Square.

The occupancy data collection results are detailed in Table 8 and summarized in Table 9.



* Underground Parking Garage

Legend

- Museum Square Development
- Walker Parking Study Zones
- Private Parking
- Public Off-Street Parking
- Private On-Street Parking

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March 2018 Parking Observation Locations

Figure 5

Table 8 – Parking Occupancy Data – March 2018 – Details

Zone	Lot ID	Type	Use/Owner	Type/Restriction	Inventory	Number of Occupied Parking Stalls					Percent Occupied
						Saturday March 17th 4:30pm - 5:20pm	Monday March 19th 1:20pm - 1:55pm	Thursday March 22nd 7:05pm - 7:50pm	Friday March 23rd 1:40pm- 2:20pm	Average Occupancy	
Outside of Museum Square Study Area											
6	5	Lot	Public	Public Off-Street	52	48	51	52	52	51	98%
	R,Q	Street	Public	Public On-Street	28	22	27	28	27	26	93%
	A,B	Street	Public	Public On-Street	45	41	45	45	45	44	98%
	D,C	Street	Public	Public On-Street	15	14	14	15	14	14	93%
	P,O	Street	Public	Public On-Street	67	60	62	67	67	64	96%
	F,G	Street	Public	Public On-Street	69	60	69	69	68	67	97%
	H,I	Street	Public	Public On-Street	11	11	11	11	10	11	100%
	L,M	Street	Public	Public On-Street	51	51	48	51	48	50	98%
8	D,H	Street	Public	Public On-Street	8	8	7	8	8	8	100%
	I	Street	Public	Public On-Street	18	17	18	16	17	17	94%
	G,F	Street	Public	Public On-Street	25	25	24	23	25	24	96%
Museum Square Study Area											
6	27,28	Lot	Private	Private Off-Street	103	0*	15	59	24	25	24%
	33	Lot	Public	Public Off-Street	95	44	41	60	41	47	49%
	34	Garage	Public	Public Off-Street	130	81	80	106	91	90	69%
	J,K	Street	Public	Public On-Street	2	2	2	2	1	2	100%
	N	Street	Public	Public On-Street	11	11	11	11	11	11	100%
8	20	Lot	Public	Public Off-Street	127	53	124	76	99	88	69%
	21	Lot	Private	Private Off-Street	55	4	38	17	54	28	51%
	J	Street	Public	Public On-Street	10	10	10	8	10	10	100%

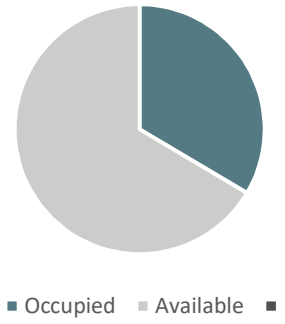
*Lot Inaccessible Due to Being Chained Off

Table 9 – Parking Occupancy Data – March 2018 – Summary

Parking Type	Inventory	Average Occupancy	Percent Occupied
Outside of Museum Square Study Area			
Private	-	-	-
Public Off-Street	52	51	98%
Public On-Street	337	325	96%
Museum Square Study Area			
Private	**158**	**53**	**34%**
Public Off-Street	**352**	**225**	**64%**
Public On-Street	**23**	**23**	**100%**
Combined			
Private	158	53	34%
Public Off-Street	404	276	68%
Public On-Street	360	348	97%

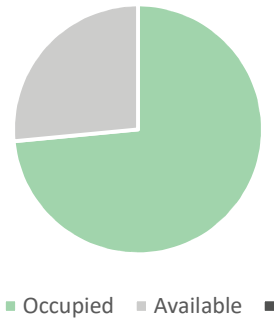
Museum Square Study Area

Private



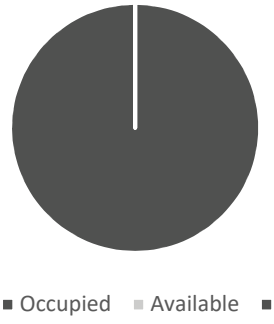
53 (34%) occupied
105 (66%) available

Public Off-Street



225 (64%) occupied
127 (36%) available

Public On-Street

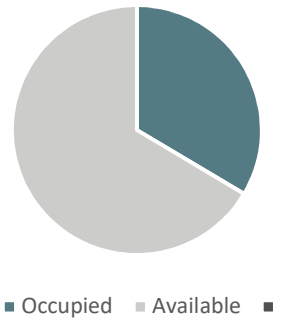


23 (100%) occupied
0 (0%) available

Within the Museum Square study area, based on the average of the four (4) observations, all on-street parking was utilized, while 34% of the private parking and 64% of the public off-street parking was utilized. Leaving more than 65% available private parking stalls, and 30% available public off-street parking stalls.

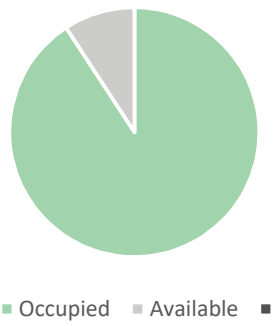
Combined - Outside and Within the Museum Square Study Area

Private



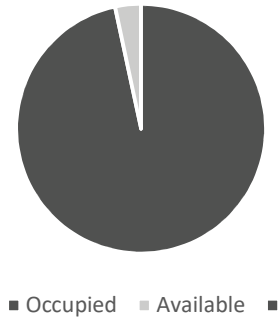
53 (34%) occupied
105 (66%) available

Public Off-Street



276 (68%) occupied
128 (32%) available

Public On-Street



348 (97%) occupied
12 (3%) available

Similar average percentages are found for the areas outside and within the Museum Square study area.

Furthermore, a heat map was created for the parking occupancy percentages within the Museum Square study area. See **Table 10**.

Table 10 – Museum Square Influence Area – Heat Map

Zone	Lot ID	Type	Use/Owner	Type/Restriction	Inventory	Occupancy				
						Saturday March 17th 4:30pm - 5:20pm	Moday March 19th 1:20pm - 1:55pm	Thursday March 22nd 7:05pm - 7:50pm	Friday March 23rd 1:40pm- 2:20pm	Average
6	27,28	Lot	Private	Private Off-Street	103	N/A*	15%	57%	23%	32%
	33	Lot	Public	Public Off-Street	95	46%	43%	63%	43%	49%
	34	Garage	Public	Public Off-Street	130	62%	62%	82%	70%	69%
	J,K	Street	Public	Public On-Street	2	100%	100%	100%	50%	88%
8	20	Lot	Public	Public Off-Street	127	42%	98%	60%	78%	69%
	21	Lot	Private	Private Off-Street	55	7%	69%	31%	98%	51%
	J	Street	Public	Public On-Street	10	100%	100%	80%	100%	95%

*Lot Inaccessible Due to Being Chained Off

6. PARKING TRENDS – IN THE NEWS

There is a great deal of recent information in various publications regarding parking needs. This section examines a small sample of articles and significant points of interest in these articles. The issue of parking needs is not a new topic. In May 2001, **American City and County** published an article: *Calculating Your Parking Needs*. The article points out that determining where parking should be located, calculating how many parking spaces are needed, and how much to charge for parking is a complex process involving several variables. It is noted that the ITE parking needs values based on land-use are a good start point, but that the most definitive research parking planners can conduct is on the local level. This 2001 article points out that it is important to understand the impact of transit services on parking needs: "It is not enough to know how many business customers or employees come into a particular section of the city each day; planners must also understand how they are getting there." The article did not contemplate the impacts of recent innovations such as ride-hailing services like Uber and Lyft or bike share services like Lime Bike, Spin, Ofo, and GR:D in this important variable.

A recent (February 24, 2018) article found on Fortune.com starts to give some idea of these impacts:

Yes, Uber Really Is Killing the Parking Business

The article points out that parking spaces generate little tax revenue or economic activity relative to commercial operations and that parking, by increasing sprawl, may actually serve to harm the economy of a city. The article states: "Even back in 2015, cities were already relaxing zoning requirements that set minimum parking allotments, and there are now even more signs that city planners are thinking differently about parking."

The theme of livability and sustainability are common to much literature related to transportation and land planning in general. **Smart Growth America** published an article specific to the issue of parking needs entitled: *Empty Spaces: Real Parking Needs at Five TODs (Transit Oriented Developments)*. Smart Growth America is a non-profit with the aim of improving lives by improving communities. Smart growth is described as an approach to development that encourages a mix of building types and uses, diverse housing and transportation options, development within existing neighborhoods, and community engagement. The goal of the research described in the article on parking needs was to determine how much parking should transportation engineers build at TODs. The article notes that the ITE Trip Generation and Parking Generation guides are based on data collected from mostly isolated suburban land uses – not walkable, urban places served by transit.

The article states: "…this study found that the five TODs generated fewer vehicle trips than ITE publications estimate, and used less parking than many regulations require for similar land uses. And in one case, actual vehicle trips were just one third of what ITE guidelines estimate."

The article goes on to conclude: "These findings underscore the obvious need for developers, regulators, and practitioners to rethink how they use parking guidelines intended for suburban development not served by transit. Current engineering standards are not designed to accommodate this type of development but in time we hope studies like this can help change that. Better aligning industry standards with current needs can reduce the cost of development near transit, and make it easier to build more homes, shops, and offices in these high-demand locations."

This new focus on alternative transportation modes can take interesting twists in this new world of more cost-effective ride-hailing services, as evidenced by the Aug 8, 2017 article from the **Financial Post**: *Ontario Town's Experiment Using Uber as Public Transportation Is Working, Officials Say*. The following provides excerpts from this article.

The town of Innisfil, Ontario is hailing its two-month old experiment to subsidize Uber as the lone form of public transit as a success, with nearly 5,000 trips taken since the pilot project began in May. Innisfil — … home to about 36,000 people — has paid $26,462.41, or an average of $5.43 per trip, for 4,868 Uber rides taken in the two months since launching the unique-to-Canada project on May 15.

Creating additional transportation options across the sprawling area was declared a key priority in the community's strategic plan, but council found that a fixed-route bus service would be too costly, with a price tag of $270,000 per year for one bus, and $610,000 for two. Uber provides on-demand transit service to Innisfil residents that is partially subsidized by the municipality. Passengers pay between $3 and $5 for set routes within Innisfil, such as to Town Hall and the GO train station, and the town pays $5 for all other rides within town.

"We are really pleased we did go this route," said Paul Pentikainen, a senior policy advisor with the town. "This partnership with Uber had definitely proven to be a lot more cost effective for us, being able to provide this level of service to our residents."

In January 2018, the City of Scottsdale implemented a similar ride-hailing service, as reported on the city website: *Scottsdale offers ride-share discounts to visitors*. Scottsdale is partnering with ride-share companies Uber, Lyft and SuperShuttle/ExecuCar to offer discounted rates to visiting travelers during this trial program. The post notes: "According to consumer research, travelers believe Scottsdale provides fewer tourist transportation options than competitive destinations including … Phoenix."

The post states that Scottsdale Transportation Director Paul Basha believes that a targeted rideshare program offers a better use of tax dollars than other transportation options.

"The city investigated several options, such as scheduled trolley service and rental car shuttles, for providing direct connection between Scottsdale hotels and Phoenix Sky Harbor International Airport," said Basha. "However, these generalized service concepts were dismissed as too expensive. A service focused specifically on visitors and tourist destinations using hotel bed tax revenue made the most sense economically."

The post also notes: "the program has the potential to alleviate parking issues in downtown Scottsdale."

Additionally, in May 2018, Choose Scottsdale reported that peer-to-peer car share venture Turo announced the opening of their Scottsdale office. The post indicates Turo, founded in 2009 and headquartered in San Francisco, is a car sharing marketplace where local car owners provide travelers with the perfect vehicle for their next adventure. The venture now operates in over 5,500 cities in North America and has facilitated over 1 million rental days to date. Choose Scottsdale reports that "Turo chose Scottsdale for it first expansion outside of San Francisco because of the region's existing talent and to bolster its success in one of its biggest markets." The post also quotes Mayor Lane, who said, in response to the announcement: "Innovation and technology are key drivers in Scottsdale's economic growth and we are excited to see Turo at the forefront of peer-to-peer car sharing. Their decision to expand operations and make additional investment is a testament to the positive business environment we have created in Scottsdale." The Turo office will be located at 4110 N. Scottsdale Road, in downtown Scottsdale.

An article posted on BloombergQuint entitled, "'*Peak Car' and the End of an Industry*," describes the decline in private vehicle ownership. As described in the article, "…the shift toward what's being dubbed "peak car"— a time in the not-too-distant future when sales of private vehicles across the western world will plateau before making a swift descent."

Berylls Strategy Advisor, a Munich-based consultant, predicts that by the year 2030, total automobile sales in the United States, including individually owned and shared vehicles, will drop approximately 12%, to 15.1 million vehicles. The figure below was extracted from the article, and indicates the predicted automobile sales, for both private and shared use, through the year 2030.

The article also notes that the automaker BMW estimates that in 10 years, "one car-sharing vehicle will replace at least three privately owned ones, and mobility services, including autonomous cars, will account for a third of all trips."

Furthermore, the article describes the recent rise of rideshare services, noting that, "[c]ar-sharing fleets globally have increased in size by 91 percent in the past year, according to Bloomberg New Energy Finance."

Finally, looking back to the original point of the 2001 American City and County article, where it was noted that "the most definitive research parking planner can conduct is on the local level." To this end, the City of Scottsdale is taking steps in this direction, as reported by the **Scottsdale Independent**, February 27, 2018: *Scottsdale Taps Streetline to Solve Old Town Parking Paradigm*.

The article states: "An $81,000 mobile application to be used by motorists and city officials alike will give Scottsdale a 21st Century approach to addressing its parking woes in Old Town Scottsdale, officials say. A new mobile application, entitled Parker by Streetline, will be utilized to help motorists find parking in the downtown area, as well as monitor and track parking statistics for the city.

The one-year pilot program carries a cost of more than $80,000 per year, Transportation Director Paul Basha says.

"This will provide very specific data on parking space use by time of day, and day of week, and month of year, so that we can better prepare for future parking structures," Mr. Basha explained to city council at a February 13, 2018 meeting.

In a February 2018 Scottsdale City Council meeting, elected officials voted on authorizing a $231,185 cash transfer to a newly created Parking Management Pilot Program fund.

In April 2018, it was announced that installation and testing of these parking sensors would occur between April and May 2018. The pilot program included the installation of 834 sensors in on-street parking stalls in Old Town Scottsdale, located in the area between Scottsdale Road and 75th Street, and between Indian School Road and Camelback Road.

The Parker by Streetline application will soon be operational. Residents and visitors will soon be able to download, at no cost, real time information showing available parking, based on a color-coded methodology.

See Figure 6 for the Parker by Streetline application.

This brief summary of interconnected articles on the topic of parking needs in the news is by no means comprehensive, but does serve to point to several important issues to consider when assessing long-term parking needs as part of the continued redevelopment in Old Town Scottsdale. See Appendix C for the articles referenced in this section.

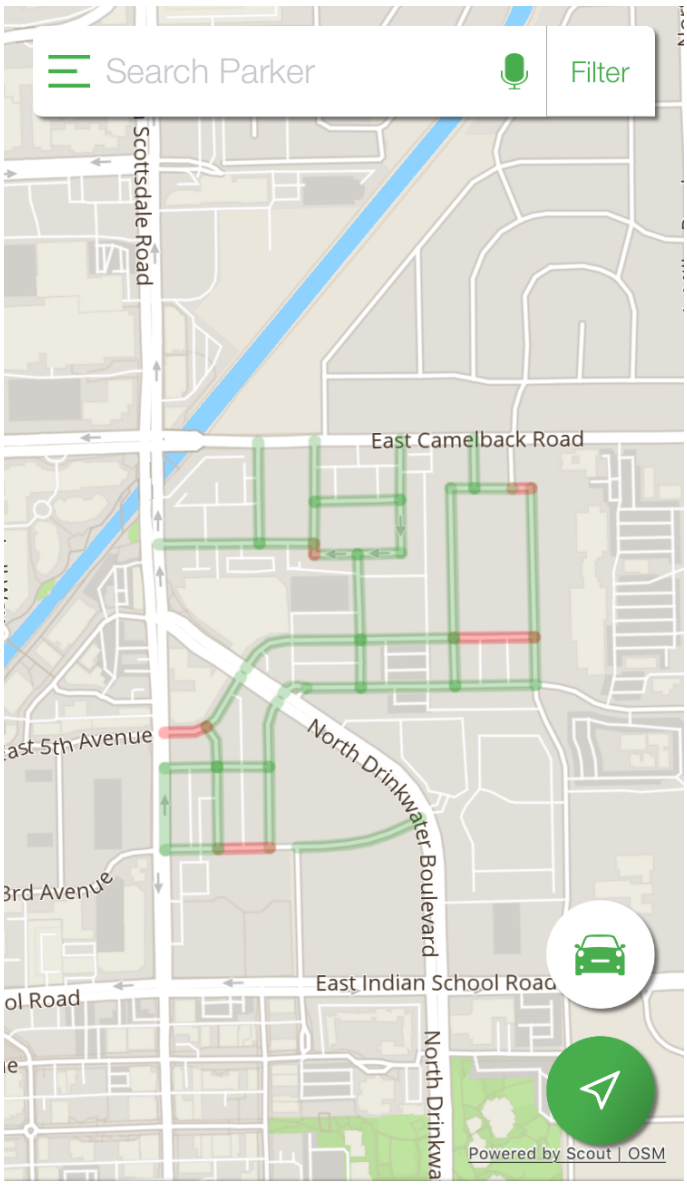


Figure 6 – Parker by Streetline Application

7. PRIVATE PARKING PLAN

This section analyzes the proposed parking for each of the private developments, which includes:

- Residential Building #1 61 units
- Residential Building #2 83 units
- Residential Building #3 80 units
- Residential Building #4 69 units
- Museum Square Hotel 190 rooms
- Canopy by Hilton 176 rooms
- Scottsdale Artists' School 57,806 sf (existing)

7.1. RESIDENTIAL BUILDINGS #1, #2, #3 AND #4

The proposed Residential Buildings #1, #2, and #3 are located on the southern end of the development adjacent to Goldwater Boulevard and will share a single parking garage. Residential Building #4 is located on the northeast corner or Marshall Way and 2nd Street and will provide a subsurface parking garage. As described in detail in Section 3, Residential Building #1 will be comprised of 61 residential units, of which 21 will be one bedroom units and 40 will be two bedroom units. Residential Building #2 will be comprised of 83 residential units, of which 27 will be one bedroom units and 56 will be two bedroom units. Residential Building #3 will be comprised of 80 residential units, of which 26 will be one bedroom units and 54 will be two bedroom units. Residential Building #4 will be comprised of 69 residential units, of which 43 will be one bedroom units and 26 will be two bedroom units.

7.1.1. CITY OF SCOTTSDALE REQUIRED PARKING

Table 9.103.A and 9.103.B entitled Schedule of Parking Requirements within the City of Scottsdale Code of Ordinances, Volume II (see Appendix D for the print out of Article IX) provides the general parking requirements.

Located within the Downtown Area, the proposed Residential Buildings #1, #2, #3, and #4 fall under the category of "dwellings, multi-family" as outlined in Table 9.103.B. The following formula is provided for determining the parking requirements:

- Dwelling, multi-family
  One parking space per dwelling unit for units with one bedroom or less
  Two parking spaces per dwelling unit for units with more than one bedroom

Applying these formulas to the proposed Residential Buildings #1, #2, #3, and #4 results in the following parking requirement, see Table 11.

Table 11 – Scottsdale Parking Requirement - Residential Buildings #1, #2, #3, and #4

	Rate		Quantity	Unit	Parking Stalls
Dwellings, multi-family (1 Bedroom)	1	Per Dwelling Unit	21	Dwelling Units	21
Dwellings, multi-family (2+ Bedroom)	2	Per Dwelling Unit	40	Dwelling Units	80
Residential Building #1 Total					101
Dwellings, multi-family (1 Bedroom)	1	Per Dwelling Unit	27	Dwelling Units	27
Dwellings, multi-family (2+ Bedroom)	2	Per Dwelling Unit	56	Dwelling Units	112
Residential Building #2 Total					139
Dwellings, multi-family (1 Bedroom)	1	Per Dwelling Unit	26	Dwelling Units	26
Dwellings, multi-family (2+ Bedroom)	2	Per Dwelling Unit	54	Dwelling Units	108
Residential Building #3 Total					134
Dwellings, multi-family (1 Bedroom)	1	Per Dwelling Unit	43	Dwelling Units	43
Dwellings, multi-family (2+ Bedroom)	2	Per Dwelling Unit	26	Dwelling Units	52
Residential Building #4 Total					95
Residential Building #1, #2, and #3 Total					**469**

7.1.2. ITE PARKING GENERATION

The Institute of Transportation Engineers (ITE) publication titled *Parking Generation, 4th Edition* is utilized for estimating parking demand based on research and experiences of transportation engineering and planning professionals.

The categories that most closely represent the Residential Buildings #1, #2, and #3 is Land Use 230:

- Land Use 230 – Residential Condominium/Townhouse
  Residential condominiums/townhouse are defined as ownership units that have at least one other owned unit within the same building structure.

For Land Use 230 – Residential Condominium/Townhouse, the 85th percentile and the average weekday peak period demand ratios, for suburban sites, are 1.52 and 1.38 vehicles per dwelling unit, respectively. As a conservative approach, the 85th percentile ratio was utilized for this analysis. No data is available for the Saturday peak period demand ratios for Land Use 230 at this time.

Additionally, the category that most clearly represents the Residential Building #4 is Land Use 221:

- Land Use 221 – Low/Mid-Rise Apartment
  Low/mid-rise apartments are rental dwelling units located within the same building with at least three other dwelling units: for example, quadraplexes and all types of apartment buildings. The study sites in this land use have one, two, three, or four levels.

For Land Use 221 – Low/Mid-Rise Apartments, as stated in the *Parking Generation, 4th Edition*, "parking demand rates at the suburban site differed from those at the urban sites." Therefore, located in the heart of Old Town Scottsdale the urban data was used to calculate the parking demand. The 85th percentile and the average weekday peak period demand ratios are 1.61 and 1.20 vehicles per dwelling unit, respectively. The 85th percentile and the average Saturday peak period demand ratios are 1.14 and 1.03 vehicles per dwelling unit, respectively. As a conservative approach, the 85th percentile ratio was utilized for this analysis of this land use.

See Table 12 for the weekday peak period for the proposed Residential Buildings #1, #2, #3, and #4.

Table 12 – ITE Parking Demand –Residential Buildings #1, #2, #3, and #4

	Rate		Quantity	Unit	Parking Stalls
Residential Condominium/Townhouse	1.52	Per Dwelling Unit	61	Dwelling Units	93
Residential Building #1 Total					93
Residential Condominium/Townhouse	1.52	Per Dwelling Unit	83	Dwelling Units	127
Residential Building #2 Total					127
Residential Condominium/Townhouse	1.52	Per Dwelling Unit	80	Dwelling Units	122
Residential Building #3 Total					122
Residential Condominium/Townhouse	1.61	Per Dwelling Unit	69	Dwelling Units	112
Residential Building #4 Total					112
Residential Building #1, #2, #3, and #4 Total					**454**

7.1.3. SUMMARY

The City of Scottsdale parking requirement was calculated for Residential Buildings #1, #2, #3, and #4 of the proposed Museum Square development, which resulted in 469 required parking stalls.

The parking demand calculations for the proposed Museum Square development, based on the ITE Parking Generation, 4th Edition data, indicate that the peak period parking demand on a weekday is 454 parking stalls.

Exceeding both the City of Scottsdale's parking requirements, as well as the ITE parking demand calculations, the 470 parking stalls of which, 454 parking stalls will be located in the subsurface parking garage with 16 surface parking stalls, are anticipated to sufficiently accommodate the parking demand for Residential Buildings #1, #2, #3, and #4.

7.2. MUSEUM SQUARE HOTEL

The proposed Museum Square Hotel will consist of a 190 hotel rooms, 7,000 – 8,000 square feet of conference/meeting space, 5,000 – 6,000 square feet of restaurant space, and a fitness center.

Additionally, a spa will be located within the proposed development and will provide four (4) treatment rooms. The proposed hotel will be located on the northwest corner of Marshall Way and 2nd Street.

A separate Parking Master Plan was completed for the Museum Square Hotel on August 10, 2018. See **Appendix E** for the executive summary for the Museum Square Hotel Parking Master Plan.

7.3. CANOPY BY HILTON

The proposed Canopy by Hilton will consist of a 176 room hotel with a fitness center, pool and spa, café, bar, and 4,130 sf of conference/meeting space. The proposed hotel will be located on the northeast corner of Marshall Way and 1st Street.

A separate Parking Master Plan was completed for the Canopy by Hilton on May 29, 2018. See **Appendix F** for the executive summary for the Canopy by Hilton Parking Master Plan.

7.4. SCOTTSDALE ARTISTS' SCHOOL

According to the Maricopa County Assessor's website, the Scottsdale Artists' School is an approximate 15,002 square foot building. See **Appendix G** for parcel information.

According to the 2015 Study, the existing parking lot onsite provides 55 parking stalls.

As part of the Museum Square development, the parking lot for the Scottsdale Artists' School is not anticipated to be affected.

7.5. SUMMARY

Table 13 summarizes the Private Parking Plan for the existing and proposed private developments within the Museum Square study area.

Table 13 – Private Parking Plan Summary

	Scottsdale Parking Code	ITE Parking Generation	Parking Provided	Private Parking Plan
Residential Buildings #1, #2, #3, and #4	469	454	470	Parking provided **EXCEEDS** the Scottsdale Parking Code and ITE Parking Generation
Museum Square Hotel			168	See August 10, 2018 Parking Master Plan
Canopy by Hilton			163	See May 29, 2018 Parking Master Plan, **approved and accepted by the City of Scottsdale**
Scottsdale Artists' School			55	No change anticipated. Parking supply will remain as it is today.

The proposed parking for Residential Buildings #1, #2, #3, and #4 will exceed the parking requirements of the City of Scottsdale Code as well as the ITE Parking Generation.

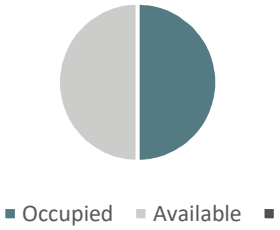
For the two hotels, the Museum Square Hotel and Canopy by Hilton, separate Parking Master Plans have been completed. The Canopy by Hilton Parking Master Plan has been approved and accepted by the City of Scottsdale. The Museum Square Hotel Parking Master Plan is under review by the City of Scottsdale.

Lastly, the parking for the existing Scottsdale Artists' School is remaining as it is today with 55 parking stalls.

The private parking findings throughout this report also include the following:

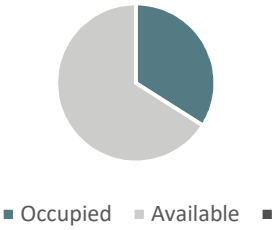
- 2015 STUDY FINDINGS (see Section 4)

The 2015 Study reports that of the eleven (11) zones inventoried, the
PRIVATE PARKING MAKES UP 51.3% OF THE TOTAL PARKING.

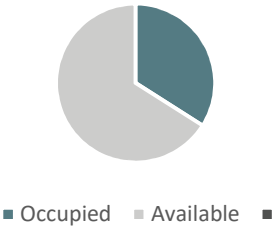


A parking occupancy data collection effort as part of the 2015 Study was performed for Zones 2 and 5. The data showed that during the
PEAK PERIOD AT 2:00 PM, THE PRIVATE PARKING HAD 50% AVAILABLE STALLS.

- SPECIAL EVENT – DATA COLLECTION (see Section 5)



The March 2018 data collection reports
PRIVATE PARKING HAD 66% AVAILABLE PARKING STALLS WITHIN THE MUSEUM SQUARE STUDY AREA.



The March 2018 data collection reports PRIVATE PARKING HAD 66% AVAILABLE PARKING STALLS INCLUDING THE ENTIRE STUDY AREA.

8. PUBLIC OFF-STREET PARKING PLAN

Based on the 2015 Study described in detail in Section 4, within the Museum Square development, there are a total of three (3) public off-street parking lots. See Table 14 below.

Table 14 – Zone 6 & 8 Public Off-Street Parking (Museum Square) - Existing

Zone 6					
Lot ID	Type	User/Owner	Type/Restriction	Sub-Total	Total
33	Lot	Public	Unrestricted	91	95
			ADA	4	
34	Garage	Public	Unrestricted	130	130
Zone 8					
Lot ID	Type	User/Owner	Type/Restriction	Sub-Total	Total
20	Lot	Public	Restricted	127	127

Zone 6

There are two (2) public off-street parking lots that are located within the Museum Square project boundaries in Zone 6. The Museum Square development proposes reconfiguring and restriping the existing public parking lot (Lot 33) located on the northeast corner of Goldwater Boulevard and 2nd Street to include 81 public parking stalls that is also used by the Stagebrush Theatre. This lot, Lot 33, is located north and west of the Stagebrush Theatre. The Stagebrush Theatre is an approximate 3,362 square foot theatre, according to the Maricopa County Assessor's website, that is utilized for live performances.

Lot 34, which is a subsurface parking garage, is not anticipated to be modified with the build out of the proposed Museum Square. This parking garage with a total of 130 parking stalls is located approximately 150 feet west of Marshall Way at 1st Street and serves the existing 57,806 square foot Scottsdale's Museum of the West. Additionally, this parking garage is also available for general public parking.

This parking garage will also serve the parking needs of the proposed 22,500 square foot expansion.

See Table 15 for the proposed public off-street parking stalls that Museum Square plans to provide within Zone 6.

Table 15 – Zone 6 Public Off-Street Parking (Museum Square) - Proposed

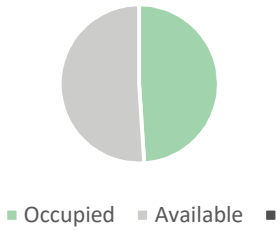
Zone 6					
Lot ID	Type	User/Owner	Existing Total	Future Total	Difference
33	Lot	Public	95	81	-14
34	Garage	Public	130	130	0
				Zone 6 Total Difference	-14

As shown in Table 15, the public off-street parking in Zone 6 will be reduced by a total of 14 parking stalls.

The public off-street parking findings throughout this report also include the following:

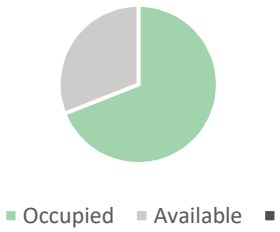
As part of the special event data collection described in detail in Section 5, the occupancy of Lot 33 and 34 were collected.

Lot 33



The March 2018 data collection reports LOT 33 HAD AN AVERAGE OCCUPANCY OF 49% LEAVING 51% AVAILABLE PARKING STALLS.

Lot 34



The March 2018 data collection reports LOT 34 HAD AN AVERAGE OCCUPANCY OF 69% LEAVING 31% AVAILABLE PARKING STALLS.

Zone 8

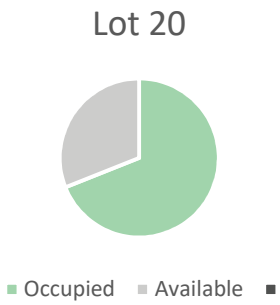
There is one (1) public off-street parking lot that is located within the Museum Square project boundaries in Zone 8, Lot 20. As part of the proposed Museum Square development, this parking lot will be removed, and will be occupied by Residential Buildings #1, #2, and #3. Currently, Lot 20 provides 127 parking stalls for public use. See Table 16.

Table 16 – Zone 8 Public Off-Street Parking (Museum Square) – Proposed

Zone 8					
Lot ID	Type	User/Owner	Existing Total	Future Total	Difference
20	Lot	Public	127	0	-127
				Zone 8 Total Difference	-127

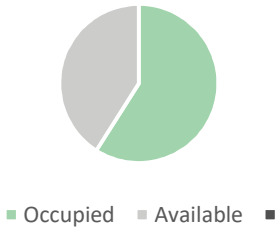
As shown in Table 16, the public off-street parking in Zone 8 will be reduced by a total of 127 parking stalls.

As part of the special event data collection described in detail in Section 5, the occupancy of Lot 20 was collected.



The March 2018 data collection reports LOT 33 HAD AN AVERAGE OCCUPANCY OF 69% LEAVING 31% AVAILABLE PARKING STALLS.

Additionally, the 2015 Study reported:



The 2015 Study occupancy data for Zones 2 and 5 reports that during the PEAK PERIOD AT 2:00 PM, THE PUBLIC OFF-STREET PARKING IS LESS THAN 60% OCCUPIED.

9. PUBLIC ON-STREET PARKING PLAN

Based on the 2015 Study described in detail in Section 4, within the Museum Square development, there four (4) public on-street parking areas. See Table 17 below.

Table 17 – Zone 6 & 8 Public On-Street Parking (Museum Square) – Existing

Zone 6				
Lot ID	Type	User/Owner	Type/Restriction	Total
J	On-Street	Public	Buses Only	0
K	On-Street	Public	3 Hour Parking	2
N	On-Street	Public	Unrestricted	11
Zone 8				
Lot ID	Type	User/Owner	Type/Restriction	Total
J	On-Street	Public	Unmarked	10

Zone 6

For Area J, the existing trolley stop located along Marshall Way approximately 50 feet north of 2nd Street, will be relocated to Marshall Way and Main Street. This will allow for the installation of 15 angled on-street parking stalls to be provided along Marshall Way, between 1st Street and 2nd Street.

Areas K will remain unchanged, while a segment the curb line on the north side of 2nd Street in Area N will be modified, while providing the same number of on-street parking stalls.

See Table 18 for the proposed public on-street parking stalls that Museum Square plans to provide within Zone 6.

Table 18 – Zone 6 Public On-Street Parking (Museum Square) - Proposed

Zone 6					
Lot ID	Type	User/Owner	Existing Total	Future Total	Difference
J	On-Street	Public	0	15	15
K	On-Street	Public	2	2	0
N	On-Street	Public	11	11	0
				Zone 6 Total Difference	15

As part of the special event data collection described in detail in Section 5, the occupancy of Areas J, K and N were collected.

Area J

The March 2018 data collection reports AREA J HAD AN AVERAGE OCCUPANCY OF 100% LEAVING NO AVAILABLE PARKING STALLS.

Area K

The March 2018 data collection reports AREA K HAD AN AVERAGE OCCUPANCY OF 100% LEAVING NO AVAILABLE PARKING STALLS.

Area N

The March 2018 data collection reports AREA N HAD AN AVERAGE OCCUPANCY OF 100% LEAVING NO AVAILABLE PARKING STALLS.

Zone 8

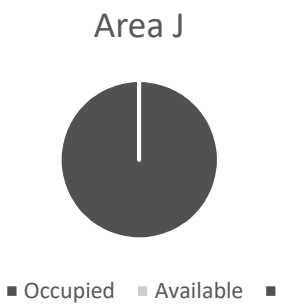
For Area J, within Zone 8, as part of the Museum Square development, the on-street parking along 2nd Street will be reconfigured to provide a total of 32 on-street parking stalls.

See Table 19 for the proposed number of public on-street parking stalls that Museum Square plans to provide within Zone 8.

Table 19 – Zone 8 Public On-Street Parking (Museum Square) – Proposed

Zone 8					
Lot ID	Type	User/Owner	Existing Total	Future Total	Difference
J	On-Street	Public	10	32	22
				Zone 8 Total Difference	22

As part of the special event data collection described in detail in Section 5, the occupancy of Area J was collected.



The March 2018 data collection reports AREA J HAD AN AVERAGE OCCUPANCY OF 100% LEAVING NO AVAILABLE PARKING STALLS.

10. PARKING MANAGEMENT PLAN

The Old Town Scottsdale Character Area Plan's goals and policies were analyzed in order to determine the influence of the proposed development on the Old Town area. Additionally, the *2015 Scottsdale Downtown Parking Study*'s parking management strategies were analyzed in order to determine which strategies may be applied to the Museum Square Parking Master Plan.

10.1. OLD TOWN SCOTTSDALE CHARACTER AREA PLAN

The Old Town Scottsdale Character Area Plan was adopted on July 2nd, 2018, and, as stated within the document, is a "…comprehensive policy document that guides growth and development decisions for Scottsdale's downtown." The document provides guidance and policies on land use, character & design, mobility, arts & culture, and economic vitality.

The mobility chapter of the Old Town Scottsdale Character Area Plan provides eight (8) goals for improving all modes of transportation within the Old Town area. Additionally, each of the mobility goals provide policies on how to achieve each respective goal. The eight (8) mobility goals are listed below:

Goal M 1: Develop complete streets through public and private infrastructure investments and improvements.

Goal M 2: Create complete, comfortable, and attractive pedestrian circulation systems.

Goal M 3: Create a hierarchy of pedestrian spaces within Old Town.

Goal M 4: Maintain a convenient and adequate parking supply Old Town.

Goal M 5: Encourage Transit that provides local and regional connections to, from and within Old Town Scottsdale.

Goal M 6: Develop a continuous, accessible, and interconnected bicycle network.

Goal M 7: Provide bicycle infrastructure and facilities to encourage increased downtown resident, employee and visitor bicycling.

Goal M 8: Promote bicycle education, safety, and enforcement.

Goal M 2, M 3, M 6, M 7, and M 8 primarily focus on the pedestrian and bicycle mobility within Old Town Scottsdale. The Museum Square development encourages alternative modes of transportation including, movement by foot, bicycle, scooters, and/or trolley. Museum Square has been intentionally designed to embrace an active street frontage

reinforcing the Old Town pedestrian environment and encouraging walkability and social interaction.

These alternative means of transportation are inherent to downtown mixed-use areas with nearby restaurants, retail, and cultural destinations. In addition to the Gallery District located to the north of the proposed development, guests will be within walking distance to significant destinations such as, Scottsdale's Museum of the West, the Scottsdale Artists' School, Scottsdale Historical Museum, Scottsdale Stadium, Scottsdale Fashion Square Mall and Scottsdale Waterfront.

Shading of the pedestrian realm along the street frontages and internal connection points will be provided by a variety of structures and/or desert appropriate trees. Additionally, Museum Square intends to provide a multi-use public space located northeast of the proposed Museum Square Hotel. This multi-use space will provide its guests outdoor dining, shaded areas, patios, terraces, and a sculpture garden. Furthermore, the bicycle lane along 2nd Street will be maintained.

Particular noteworthy policies of the mobility chapter of the Old Town Scottsdale Character Area Plan, and the Museum Square influence on these policies are:

Policy M 4.3: Maximize use of the existing parking supply through a comprehensive, multi-tiered parking management program.

The Parker by Streetline application represents an initial step towards a comprehensive parking management program in Old Town Scottsdale. This application assists with improving the public parking efficiency in the Old Town area. While the Museum Square is eliminating some public off-street parking, the public on-street parking in the area is being increased. (See Section 9)

Policy M 5.2: Locate higher density development[s] near major transit routes and venues to facilitate increased use of downtown transit.

The proposed Museum Square can be considered a higher density development, with a 190-room hotel and a total of 293 residential units, located on a 7.386 gross acre site. Currently located adjacent to the proposed development is an existing Scottsdale Trolley route stop. Additionally, Valley Metro Bus Route 72 runs along Scottsdale Road, and provides access from Chandler/Temple to North Scottsdale. Route 41 runs along Indian School Road and provides access from Granite Reef to Phoenix.

10.2. MUSEUM SQUARE PARKING MANAGEMENT STRATEGIES

As previously noted in Section 4.3, the *2015 Downtown Parking Study* includes a description of various strategies for improved parking management. This section describes how some of these strategies may be applied to the Museum Square Parking Master Plan.

More Accurate and Flexible Standards – Adjust parking standards to more accurately reflect demand in a particular situation (10-30% reduction).

> The aim of this Parking Master Plan is to provide a more accurate, flexible, customized standard for parking based on specific needs of the Museum Square. The goal of the analysis presented is to build adequate parking, but not an overabundance of parking. For too much parking is a waste of resources, resources that can be used to better meet the goals of the Old Town Scottsdale Character Area Plan. Too much parking works against walkability. Greater walkability is one of the chief aims of the Character Area Plan.

Smart Growth – Encourage more compact, mixed, multi-modal development to allow more parking sharing and use alternative modes (10-30% reduction).

> The overall master plan for Museum Square is based on the very concept of smart growth: more compact, mixed, and multi-modal. Much of the circulation plan is based on strengthening pedestrian connections and complete street strategies.

Walking and Cycling Improvements – Improve walking and cycling conditions to expand the range of destinations serviced by a parking facility (5-15% reduction).

> The overall master plan for Museum Square is applying many complete streets strategies, such as shortening crossing distances, creating more and improved pedestrian connections, improving bike lanes on 2nd Street, and landscape to increase the amount of shade for pedestrians and cyclists.

Increase Capacity of Existing Facilities – Increase parking supply by using otherwise wasted space, smaller stalls, car stackers and valet parking (5-15% reduction).

> As noted in the 2015 Downtown Parking Study, there is a large amount of wasted space in the existing off-street parking located north of 2nd Street. Part of the plan includes the redesign of this off-street parking to increase the density and (perhaps more importantly) make it more shaded, attractive, and inviting.

Mobility Management – Encourage more efficient travel patterns, including change in mode, timing, destination and vehicle trip frequency (10-30% reduction).

As noted above, the overall master plan for Museum Square is applying many smart growth and complete streets strategies that will encourage mode shift to walking, cycling, and transit and will serve to reduce the amount of motor vehicle travel in Old Town.

Bicycle Facilities – Provide bicycle storage and changing facilities (5-15% reduction).

The Museum Square Master Plan is committed to providing bicycle parking throughout.

Improved Information and Marketing – Provide convenient and accurate information on parking availability and price, using maps, signs, brochures and the internet (5-15% reduction).

The Museum Square development team is very interested in learning more about the pilot installation of the web based Parker by Streetline parking management system in the northeast quadrant of Old Town and if found to be successful and appropriate, would be open to exploring with the City opportunities to expand this system to include the public off-street and public on-street parking within the Museum Square area.

11. CONCLUSIONS

The proposed Museum Square development is generally located east and north of Goldwater Boulevard, west of Marshall Way, and south of 1st Street, also including the northeast corner of 2nd Street and Marshall Way, the northeast corner of Marshall Way and 1st Street (the proposed Canopy by Hilton development) and the Scottsdale's Museum of the West in Scottsdale, Arizona.

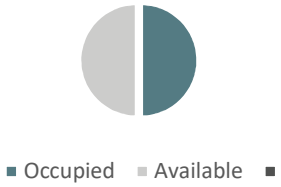
The proposed development will include four residential buildings, the Museum Square Hotel, the Canopy by Hilton hotel, and the expansion of the Scottsdale's Museum of the West.

The objective of this Parking Master Plan is to establish that the private, public off-street, and on-street parking stalls provided throughout the study area will provide sufficient parking for the proposed Museum Square development while still supporting the broader vision for Old Town Scottsdale.

11.1. PRIVATE PARKING

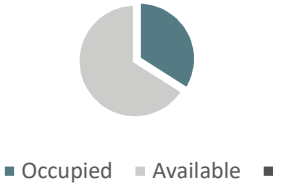
As described in detail in Section 7, the private parking within the Museum Square study area is either unchanged, exceeds the City of Scottsdale and ITE Parking Generation requirements, or has a separate Parking Master Plan, of which one has been approved by the City of Scottsdale and the other is under review.

2015 Study



Based on the 2015 Study, private parking makes up 51.3% of the total parking and during the peak period was shown to have **50% of the parking stalls unoccupied**.

2018 March Data



Additionally, the 2018 March data collection effort showed an average of **66% of the private parking stalls were not occupied** during four separate special event observations, which included Major League Spring Training Games as well as the ArtWalk event. The 2015 Study identified Major League Baseball Spring Training games with a reported attendance of 10,000 with the largest cumulative effect with an annual attendance of 160,000.

Assuming the private parking included in the 2015 Study meets the City of Scottsdale code leads to the conclusion that the City of Scottsdale code requirements exceed the peak demand for private parking.

Therefore, it can be concluded that the private parking that is provided with the Museum Square development is more than adequate and likely exceeds the anticipated parking demand.

	Scottsdale Parking Code	ITE Parking Generation	Parking Provided	Private Parking Plan
Residential Buildings #1, #2, #3, and #4	469	454	470	Parking provided **EXCEEDS** the Scottsdale Parking Code and ITE Parking Generation
Museum Square Hotel			168	See August 10, 2018 Parking Master Plan
Canopy by Hilton			163	See May 29, 2018 Parking Master Plan, **approved and accepted by the City of Scottsdale**
Scottsdale Artists' School			55	No change anticipated. Parking supply will remain as it is today.

11.2. PUBLIC OFF-STREET PARKING

Based on the 2015 Study described in detail in **Section 4**, within the Museum Square development, there are a total of three (3) public off-street parking lots.

Zone 6 – Lot 33

Lot 33 provides parking for both the existing Stagebrush Theatre as well as the public. As part of the Museum Square development this lot will be reconfigured from 95 parking stalls to 81, resulting in 14 less parking stalls.

Zone 6 – Lot 34

Lot 34 is a subsurface parking garage, which will remain. The existing 130 parking stalls currently provides parking for the 57,806 square foot Scottsdale's Museum of the West as well as the public. The 130 parking stalls will also serve the parking needs of the proposed 22,500 square foot expansion of Scottsdale's Museum of the West.

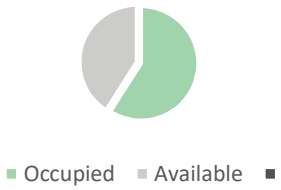
Zone 8 – Lot 20

Lot 20 currently provides a total of 127 parking stalls. As part of the proposed Museum Square development, this parking lot will be replaced with Residential Buildings #1, #2, and #3 and a subsurface parking garage and surface parking totaling 385 parking stalls.

Within the Museum Square study area, combined Lots 20, 33 and 34, provides a total of 352 public off-street parking stalls. With the proposed Museum Square development the

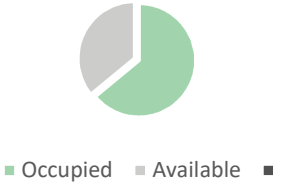
public off-street parking will be modified to provide 211 public off-street parking stalls, which is an approximate reduction of 40%.

2015 Study



The 2015 Study reported during the peak parking period, the public off-street parking had **41% of parking stalls unoccupied**.

2018 March Data



Similarly the 2018 March data collection effort for the Museum Square study area showed **36% of the parking stalls were not occupied**.

As described in Section 10.2, one of the Parking Management Strategies included in the 2015 Study was to provide *More Accurate and Flexible Standards*, to adjust parking standards to more accurately reflect demand in a particular situation. The proposed 40% reduction in public off-street parking aligns with the 2015 Study and 2018 March data collection showing between 36 and 41% unoccupied parking stalls.

Additionally, with the pedestrian and bicycle improvements within the Museum Square study area, the growth of rideshare and partnership with City of Scottsdale to provide discounts, growth in bike share, car sharing services such as Turo, and the new Streetline system, the anticipation is that public parking demand would decrease. As described in Section 6, in the article posted on BloombergQuint entitled, "'*Peak Car' and the End of an Industry*," describes the decline in private vehicle ownership. As described in the article, "…the shift toward what's being dubbed "peak car"— a time in the not-too-distant future when sales of private vehicles across the western world will plateau before making a swift descent."

Therefore, it can be concluded that the 40% reduction of public off-street parking more accurately reflects the parking demand. Additionally, with growth of rideshare, bike share, and other transportation options, the need for public off-street parking is likely to reduce in the future. Therefore, the proposed 211 public off-street parking provided within the Museum Square study area will match and meet the parking demand.

11.3. ON-STREET PARKING

Based on the proposed Museum Square site plan, the following are the proposed impacts to the public on-street parking in the study area:

Zone 6 – Area J

With the relocation of the trolley stop, the Museum Square development is installing 15 on-street angled parking stalls along Marshall Way, between 1st Street and 2nd Street.

Zone 6 – Area K

Area K will remain as it is today.

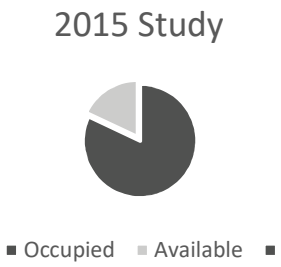
Zone 6 – Area N

Area N's north curb line will be modified, and will provide the same number of on-street parking stalls.

Zone 8 – Area J

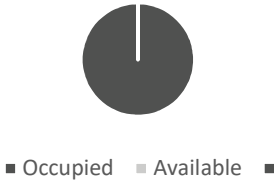
The on-street parking on 2nd Street will be reconfigured to provide an additional 22 parking stalls.

Within the Museum Square study area, combined Zone 6 – Areas J, K, N and Zone 8 – Area J provides a total of 23 public on-street parking stalls. With the proposed Museum Square development the public on-street parking will be modified to provide 60 public on-street parking stalls, which is an approximate increase of 161%.



The 2015 Study reported during the peak parking period, the public on-street parking had **82% occupancy**.

2018 March Data



The 2018 March data collection effort for the Museum Square study area showed **100% occupancy**.

As previously discussed in **Section 4**, the 2015 Study makes the following observations in the description of Zone 4:

> "Based on interviews with local developers and shop owners,… **there is a perceived parking shortage within this zone as many of the on-street spaces are heavily utilized. However, despite the relative full street parking, Walker did note that the 5th Avenue garage did have plenty of vacant capacity during all of our survey counts.** As with many other downtowns, … **the issue of "parking shortages" is often related to where public parking is located, how visible it is, and how far patrons are willing to walk rather than actual surplus and deficit of stalls"** (p. 14).

Additionally, based on the data provided in the 2015 Study, it appears the parking problem in Old Town is not a quantity of parking problem but a quantity of a particular type of parking. The data seems to indicate there is ample, even an over-supply of private parking. The problem is not even a public parking problem, for there appears to be adequate supply of off-street public parking, but it is either too remote, not visible, or both. A key element of the Museum Square Parking Master Plan is to increase the amount of on-street public parking.

With the high occupancy and use of the public on-street parking stalls, and the notion that drivers are more prone to use these stalls, the 161% increase in public on-street parking stall proposed by Museum Square offers drivers the type of parking that is more desirable and likely to be utilized.

11.4. OVERALL PARKING ANALYSIS

OVERALL PARKING ANALYSIS

The 2015 Study states, "Typically, the impact on the daytime peak hour parking needs for a downtown will balance out and will remain in the range of 2.00 to 3.00 per 1,000 square feet for the zone as a whole."

Therefore, applying this theory and applying it to Zone 6 with approximately 420,000 square feet, and using the highest end of the range of 3.00 per 1,000 square feet, a total of

1,260 parking stalls are needed for Zone 6. With the build out of Museum Square, Zone 6 will provide 2,034 parking stalls, which is a surplus of 774 (61.4%) parking stalls. The square footages for each zone is obtained from the 2015 Study and conservatively rounded up to the nearest 10,000 square feet.

Applying this to Zone 8, with approximately 270,000 square feet, and using the highest end of the range of 3.00 per 1,000 square feet, a total of 810 parking stalls are needed for Zone 8. With the build out of Museum Square, Zone 8 will provide 2,317 parking stalls, which is a surplus of 1,507 (186.0%) parking stalls.

Combining Zones 6 and 8, encompassing the entire Museum Square study area, a total of 4,351 parking stalls are provided with a total of 2,070 parking stalls needed. This results in a surplus of 2,281 (110.2%) parking stalls.

	Rate		Existing Square Feet	Parking Stalls Needed	Proposed Number of Parking Stalls	Difference
Zone 6	3	Per 1,000 Sq. Ft.	420,000	1,260	2,034	774
Zone 8	3	Per 1,000 Sq. Ft.	270,000	810	2,317	1,507
			Total	**2,070**	**4,351**	**2,281**

Therefore, using the high end of the parking ratio for the zone as provided in the 2015 Study of 2.00 to 3.00 per 1,000 square feet shows that the Museum Square development is providing more than adequate parking more than exceeding double the necessary parking stalls based on this ratio.

In conclusion, the proposed parking for the Museum Square development more than adequately meets the demand for the area for each of the three types of parking provided - private, public off-street, and public on-street parking.

APPENDIX A – PROPOSED SITE PLAN

MAP KEY

1. **RESIDENTIAL BUILDING #1**
   - 11 STORIES - 61 UNITS
   - 135 ' HEIGHT
2. **RESIDENTIAL BUILDING #2**
   - 13 STORIES - 83 UNITS
   - 149 ' HEIGHT
3. **RESIDENTIAL BUILDING #3**
   - 12 STORIES - 80 UNITS
   - 139 ' HEIGHT
4. **RESIDENTIAL BUILDING #4**
   - 4 STORIES - 60 UNITS
   - 60 ' HEIGHT
5. **HOTEL - THE ARIZONAN**
   - 13 STORIES - 190 KEYS
   - 150 ' HEIGHT
6. **SURFACE PARKING LOT**
   - 81 SPACES
7. **ON-STREET PARKING**
   - UP TO 45 SPACES (West of Marshall Way)
8. **RESIDENTIAL PARCEL PURCHASE**
   - 134,078 SQFT +/-
9. **EXISTING NORTH / SOUTH DISTRICT ESPLANADE**
10. **CONDOMINIUM PARKING TRAY'S**
    - (BELOW GRADE) 337 SPACES
    - (9 SURFACE PARKING)
11. **GARAGE PARKING ACCESS**
12. **PLAZA / DRIVE COURT**
13. **HOTEL CONFERENCE BALCONY**
    - ROOF TOP CHEF'S GARDEN
14. **POOL & TERRACE**
15. **OPEN SPACE / SOUTH GARDEN**
16. **EMERGENCY VEHICLE ACCESS**
17. **ARTIST SCHOOL EGRESS**
18. **PROPOSED HILTON CANOPY**
    - 72' HEIGHT
    - 185 KEYS
19. **MULTI-USE PUBLIC SPACE**
    - LAWN AREA, PATIOS, & TERRACES
    - OUTDOOR DINING
    - SCULPTURE GARDEN
20. **HOTEL PARCEL PURCHASE**
    - 52,715 SQFT +/-
21. **ON STREET PARKING**
    - UP TO 12 SPACES (N. Marshall Way)
22. **PEDESTRIAN CONNECTION**
23. **ON-STREET PARKING**
    - UP TO 12 SPACES (East of Marshall Way)
24. **HOTEL PARKING TRAYS**
    - 168 SPACES (BELOW GRADE)
25. **COVERED PROMENADE**
26. **RECONFIGURED ENTRY DRIVE (SHARED ACCESS / EGRESS)**
27. **EXISTING PALM COURT**
28. **MAIN ART SCHOOL SHARED DRIVE ENTRY**
29. **HOTEL GARAGE PARKING ACCESS**
30. **NEW SIGNALIZED INTERSECTION**
31. **NEW SIGNALIZED MID-BLOCK CROSSWALK (HAWK)**
32. **BELOW GRADE PARKING**
    - 75 SPACES
    - (10 SURFACE SPACES)
33. **EXISTING PUBLIC PARKING ACCESS**
    - 130 PARKING SPACES
34. **EXISTING OVERHEAD UTILITY LINES PLACED UNDERGROUND**
    - 2ND STREET & PROPOSED CONDO PARCEL

All plans, designs, guidelines, and other elements of this document are conceptual & illustrative only and are subject to future modification.

MACDONALD DEVELOPMENT CORPORATION

SCOTTSDALE'S **MUSEUM**SQUARE

REZONING DEVELOPMENT APPLICATION

23F. CONCEPTUAL SITE PLAN

2ND SUBMITTAL: 8.13.18
1ST SUBMITTAL: 6.18.18

SWABACK PLLC
Architects + Planners

APPENDIX B – 2015 SCOTTSDALE DOWNTOWN PARKING STUDY

j2 design

2015 SCOTTSDALE DOWNTOWN PARKING STUDY

CITY OF SCOTTSDALE,

Arizona

Prepared for:

City of Scottsdale, Transportation Department

NOVEMBER 12, 2015

FINAL REPORT

WALKER
PARKING CONSULTANTS

WALKER
PARKING CONSULTANTS

5350 S. Roslyn Street, Suite 220
Greenwood Village, CO 80111

Voice: 303.694.6622
Fax: 303.694.3421
www.walkerparking.com

November 12, 2015

Paul E. Basha PE, PTOE
Transportation Director
City of Scottsdale
7447 East Indian School Road, Suite 205
Scottsdale, Arizona 85251

Re: *2015 Scottsdale Downtown Parking Study*
City of Scottsdale, Arizona
Walker Project # 23-7527.00

Dear Mr. Basha:

Walker Parking Consultants is pleased to present the following *2015 Scottsdale Downtown Parking Study*. The enclosed document includes findings from our parking supply/demand analysis, projected future needs, alternatives analysis for possible garage sites, code review, and parking management recommendations.

Please contact me with any questions or comments regarding the information contained herein.

Sincerely,

WALKER PARKING CONSULTANTS

Jeremiah Simpson
Parking Consultant

Enclosure

TABLE OF CONTENTS

SUMMARY OF FINDINGS

The City of Scottsdale hired Walker Parking Consultants to conduct the following *2015 Scottsdale Downtown Parking Study*. Walker is helping the city to evaluate the need to construct new public parking garage(s) within the downtown. This study will be used to prioritize sites based on criteria such as the current and projected needs, costs, efficiency, and where future parking resources might best help to encourage economic growth.

Based on interviews with downtown stakeholders, we understand that there is a perceived parking shortage within several of the downtown districts as many of the on-street spaces and a few key public lots are heavily utilized during the daytime. As with many other downtowns, we anticipate that at least part of the issue of "parking shortages" is related to where public parking is located, how visible it is, and how far patrons are willing to walk. Some of the recommended strategies listed under later sections of this report can be applied to help to improve the perception of parking shortages. In other areas, additional parking infrastructure may be recommended.

Based on the analysis and discussion provided in this report we conclude the following:

- Zones 2 and 5 show overall parking sufficiency when including all parking types (public and private) on all blocks. However, Zone 2 shows an effective shortage of public parking spaces, meaning that on-street and public lots exceed 85% occupancy at the peak hour(s). Zone 5 has some public capacity remaining due mostly to the inclusion of the 5th Avenue garage. Both zones 2 and 5 experience similarly high utilization of on-street public parking (at 86% and 84% utilized respectively).
- For some areas in Zone 2, the localized shortages may occur at off-peak times, with visitor and public parking filling to effective capacity as early as 10:00 a.m. and staying full throughout the day. The maps, beginning on page 36, show parking utilization throughout the day for this zone.
- On a quadrant-wide basis, it appears that the system (while busy) accommodates the parking demand generated by current land uses, though some patrons and employees may be parking in more remote facilities, and some of the Galleria demand is likely parking outside of the district. This is evidenced by the combined occupancy rates which are below effective capacity for both public and private parking.
- However, the conclusion above does not guarantee that available spaces are easy to find or necessarily convenient to a patron's destination. In some instances, patrons (and employees) may need to park down the street or even several blocks from their destination or in the 5th Avenue garage. Some business owners likely attribute this as a parking problem stemming from lack of supply.
- Current enforcement within the zone has been generally effective in maintaining turn-over and an adequate supply of public spaces. However, there is room for improvement as our field observations suggest that there is still some percentage of time-limited parking is being used by employees rather than visitors.
- Finally, we conclude that Zone 2 cannot support any increases in parking demand without encountering additional capacity issues. Off-street public parking supplies are at 85% occupied at the peak hour (2:00 p.m.), and on-street utilization is at 86% at the peak hour. Based on industry standards, we define parking systems as being "effectively full" when they reach occupancies of 85% and above. Future new development and/or intensification at the Galleria may lead to more frequent and more intense parking shortages in the area.

  We estimate that while the Galleria still has a major impact in Zone 2, some of its overflow demand has been shifted to other zones and other facilities.

We understand that some long-time business owners in the northeast quadrant may feel that on-street parking is over utilized as the spaces most convenient to their businesses are frequently full. A 1982 zoning change allowed many businesses in this district to count on-street parking toward their total parking requirements; this change impacted 106 different parcels at the time. Today, this means that many businesses may not have any off-street parking, or may only have a limited supply available. Some of these owners are concerned that the lack of street parking (or the lack of readily accessible street parking) will impact shopping behaviors for their potential customers.

One option open to the city would be to assist the downtown and accommodate overflow demand from the Galleria by developing a new public parking garage. Due to the current public parking shortages in Zone 2 and the projected impact of future projects, Zone 2 would be a logical location for this structure. However, other zones might also work for a new a garage. Though the Galleria is a major driver of demand for the downtown, it is possible that this need could be accommodated by developing a new garage in a location that is several blocks away from the Galleria, but that may better serve other redevelopment needs and/or could be leveraged for special events.

Parking garage sizing and location priorities should be reviewed by the city based on the findings in this analysis and discussed under Task B (beginning on page 49).

In addition to a new garage, the City should also consider Walker's recommendations concerning the municipal development code, downtown parking enforcement, time limits, permit policies and other parking management options. These items are reviewed in Task C of the report beginning on page 56.

Three key recommendations from our analysis include the following items, which could be implemented in the short term:

- Reorganize parking management and enforcement into a single parking department within city government
- Eliminate free parking from the downtown development code and master planning documents; instead we recommend a market based solution to supply/demand issues that may eventually lead to pay parking for off-street facilities and metered parking in key areas.
- Form a new parking requirement and zoning category for call center offices.

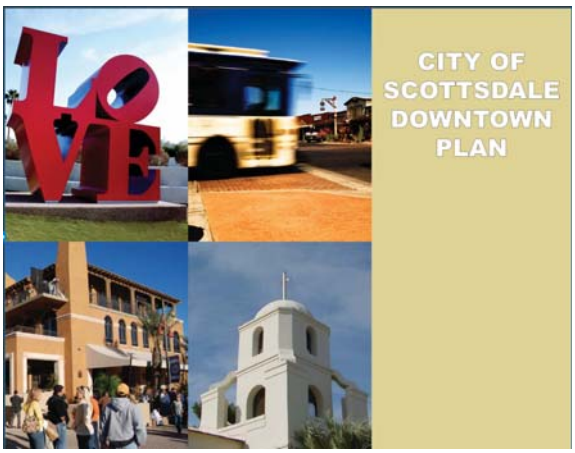
The these initial steps will allow the City better options to pursue some of the other parking management options discussed under Task C of this report and ensure that current and future downtown parking resources can be managed effectively to encourage downtown economic growth.

INTRODUCTION

REPORT OBJECTIVES

In March of 2015, the City of Scottsdale selected Walker Parking Consultants ("Walker") to conduct the *2015 Scottsdale Downtown Parking Study*. The purpose of this study is to help the community establish a comprehensive approach to downtown parking planning and infrastructure development. This approach includes elements such as quantifying the need for more (or fewer) public parking spaces, evaluating locations and opportunities to add supply, exploring funding options for new facilities, and managing existing and future resources effectively. Certain policy changes related to parking management, parking requirements, pricing, and/or possible alternatives are presented in this report based on the outcomes from our analysis.

As part of the scope, Walker was asked to evaluate public parking available throughout the downtown with specific emphasis on the supply and demand conditions within the northeast quadrant, near to the redeveloped Galleria Corporate Center. Note that the northeast quadrant is the one area of the downtown that is not currently served by a free-standing public parking garage. However, the City does maintain public surface lots in this area and has a shared-use agreement for public spaces within the Galleria Garage and the north lot on weekends and evenings.



2009 Downtown Plan

The current, 2015, parking study is intended to build upon past work completed (by Walker) in 2003 as well as a 2009 downtown parking survey that was conducted by the city's Planning Department. The current analysis is intended to support the city's economic and redevelopment goals as outlined in the *Scottsdale Downtown Plan* that was adopted by City Council in June 2009. Some of the key questions that the city is hoping to address are listed below:


Scottsdale Riverfront and Arizona Canal
Photo from: www.tripadvisor.com

- As the Galleria Corporate Center expands, what are the best strategic options to address overflow parking demand either within the immediate district or outside of the district?
- Similarly, what are the city's options to address parking needs within other districts including the Southbridge / Riverfront areas, 5th Avenue Shops, Arts District, Old Town, and Civic Center? Are special events in these districts also being accommodated effectively?
- Given the current demand conditions and projected future developments, which area(s) of the downtown are the highest priorities for future public parking infrastructure?
- If a garage is needed, what are the best locations for a new public parking garage and how large should this garage be?

- Are there sections of the municipal development code that should be modified to help the City address future parking challenges more effectively, this includes funding of future garages?
- Finally, are current the parking management strategies (such as 3-hr time limits) appropriate? Do they accomplish the goal of providing sufficient and convenient access to downtown for residents, visitors, customers, and employees?

Walker's ultimate objective for this study is to provide the city with a list of strategic actionable items that can be presented to City Council at the end of this engagement. The analysis presented in this report is intended to provide support to the recommendations contained herein. We anticipate a roughly six to eight month schedule to complete this study through final presentations.

REPORT ORGANIZATION

Walker's initial scope of work for this project includes three major scope tasks, which have been organized into the report sections as outlined below. The implementation section has been added to the document to summarize conclusions into an actionable plan at the end of the analysis.

Figure 1: Report Organization

Task A Objectives:

- *Evaluate current parking supply conditions within the downtown and demand patterns within the northeast quadrant*
- *Update parking demand projections for all districts*
- Meet with downtown stakeholders (including City departments and the developer community) to identify key parking issues

Task C Objectives:

- *Examine the City's parking requirements and recommend appropriate changes*
- *Conceptually evaluate the City's options to fund future public parking infrastructure*
- *Provide a final report document, demand model, and a final presentation to City Council.*

Task B Objectives:

- *Evaluate the City's options to accommodate projected future parking demand by expanding the downtown parking supply*
- *Explore the possibility of adding one or more public parking facilities, restriping/realigning existing surface lots or street parking, or pursuing leases or other public/private arrangements*
- *Create general guidelines for the City to assess future sites for possible parking development.*

Implementation Goals:

- *City to approve and adopt Walker's recommendations*
- *Identify funding for new garage(s) if needed*

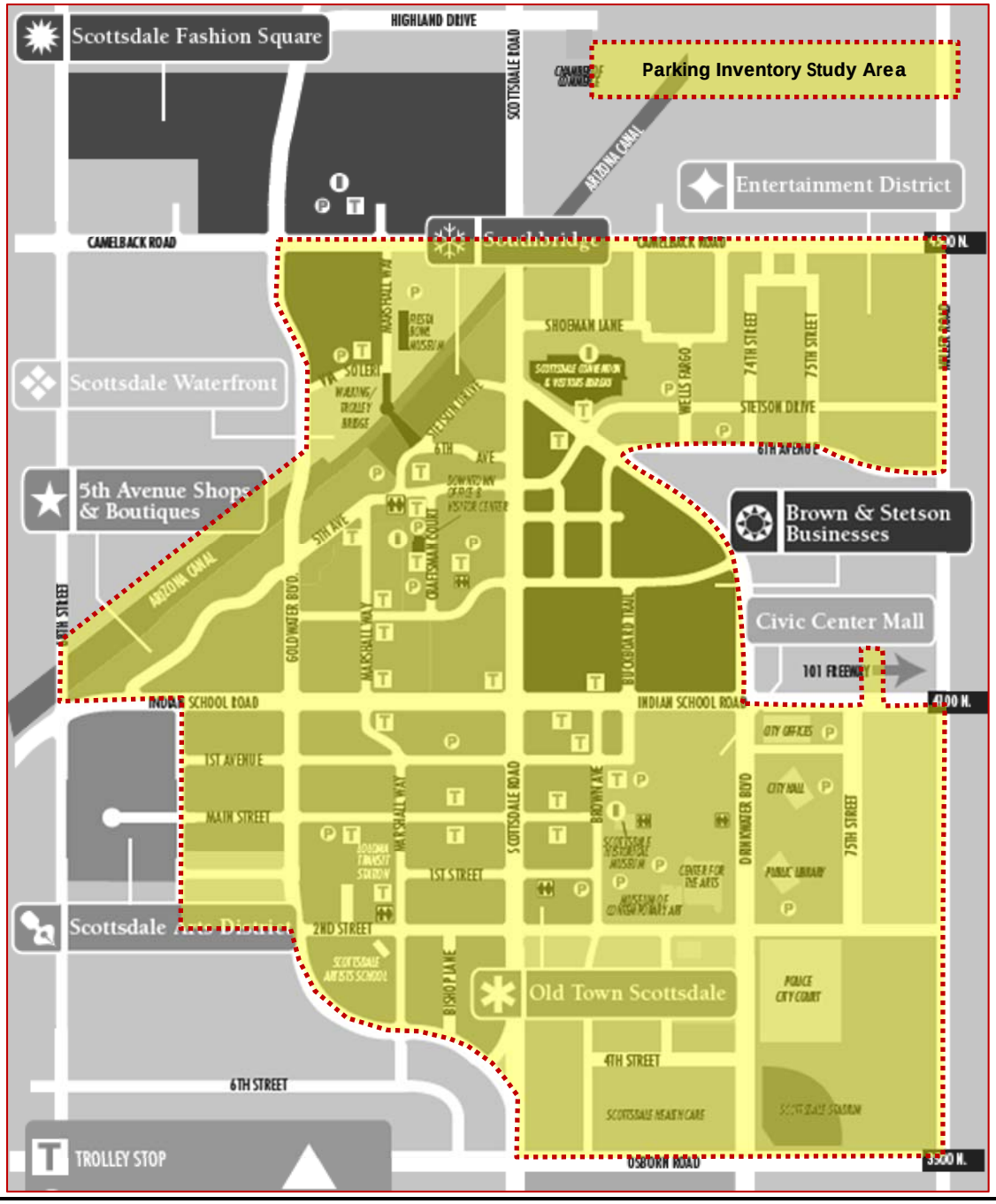
Source: Walker Parking Consultants, 2015

Though not specifically outlined above, a stakeholder process has been ongoing throughout the development of this document and has included meetings and input from several city departments plus feedback from the local development community, and major downtown employers. This process will culminate in public presentations and City Council approval of Walker's report and proposed implementation items.

STUDY AREAS

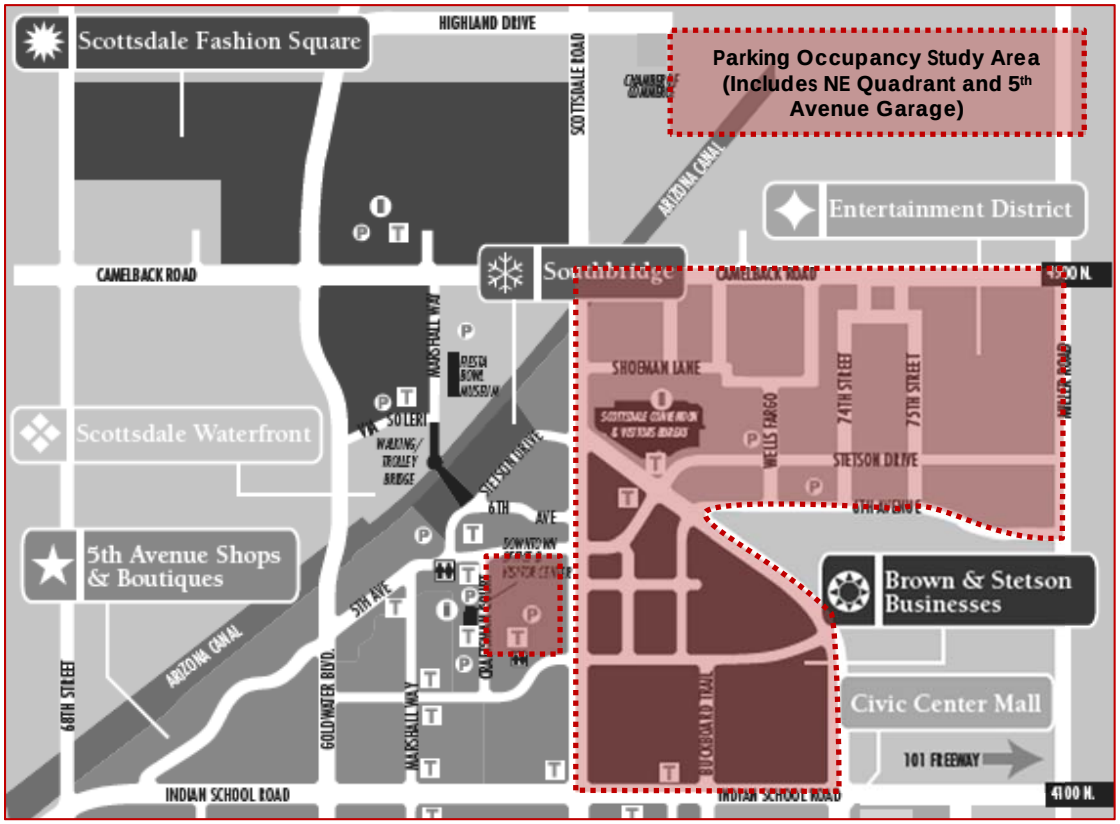
The study areas for this analysis are shown on the following two figures. Two study areas were selected, with parking occupancy data collected for northeast quadrant only and parking inventory data collected for the northeast quadrant plus remaining core downtown districts as shown below:

Figure 2: Parking Inventory Study Area



Source: Walker Parking Consultants, 2015;
Base Map Source: http://www.scottsdaleaz.gov/Assets/Public+Website/projects/downtown/DowntownMap.pdf

Figure 3: Parking Occupancy Study Area (Northeast Quadrant)



Source: Walker Parking Consultants, 2015;
Base Map Source: http://www.scottsdaleaz.gov/Assets/Public+Website/projects/downtown/DowntownMap.pdf

All baseline parking inventory and occupancy data for the study was collected by Walker field staff during the week of April 13 through April 18, 2015. Please keep in mind that all inventory and occupancy data cited in this report reflects a snapshot of conditions that existed as of April 2015 and may not reflect more recent changes. Downtown parking can be a dynamic resource as parking lots are subject to frequent change. This includes efforts to restripe or re-align parking, add ADA spaces, bike racks, and trash enclosures, and even redevelop surface parking with new buildings. These factors result in changes to the parking inventory.

DEFINITION OF TERMS (FOR REFERENCE)

Several terms are used in this report which may have specific meanings when applied to parking planning, demand analysis, and/or parking management. For this report the following definitions are assumed:

- **ADA Parking:** Shorthand notation for 'handicapped' or disabled parking stalls which are typically marked with blue striping and signage. Design standards for these spaces are set by the Americans with Disabilities Act Accessibility Guidelines (ADAAG) which were published to clarify the 1990 ADA legislation and were last updated in 2010.
- **Automated License Plate Recognition (ALPR):** A technology discussed under the parking management section that relies on vehicular-mounted cameras and software to identify and track license plate numbers. ALPR can be used as tool for parking enforcement and allows for

police department staff to better enforce on-street time limits, track repeat violators, and implement electronic permits (for residential or commercial permit zones), and potentially issue graduated fines with warnings rather than citations for first time violators.

- **Design Day:** The level of usage that the parking system is designed to accommodate while still maintaining an adequate *Effective Supply* cushion. For many parking systems, the design day is typically defined as somewhere between the 90th to 98th percentile of absolute peak conditions. Planning for 100% of peak conditions is generally not economically viable as it means that some of the parking system is vacant on the vast majority of days. On the handful of days per year that demand exceeds the design day threshold, additional parking management measures may be needed including expanded use of parking and/or traffic attendants, use of off-site and remote parking lots, possible use of a shuttle service for remote facilities, and asking all downtown employees to park in the more remote areas.
- **Effective Supply Cushion:** An industry- recommended cushion of vacant parking stalls that allows for proper circulation of vehicles within the system. Typically, this cushion is between 5% and 15% of the total capacity; at parking occupancies above roughly 85% to 95%, most motorists will perceive the parking system to be "full". Drivers must then spend additional time circulating and looking for the last available spaces and may be inclined to wait for pedestrians returning to their vehicles (a practice referred to as poaching). For on-street parking, an effective supply cushion of 15% is desirable in order to reduce the amount of vehicular traffic that is generated by motorists driving around the block while looking for a parking space.
- **Graduated Fines:** A parking enforcement tool that allows for first time parking violators to receive a warning ticket, or small fine, with repeat violators seeing increased penalties for violating downtown time limits or parking in the permit zones. Currently, parking fines for City of Scottsdale are issued by a single parking enforcement officer; policy does allow for chronic violators to be towed, though this is used very infrequently by the police department.
- **In-Lieu Fees:** A policy (already in use in the downtown) that allows developers to pay a fee to the City instead of providing 100% of their required parking on site. The policy is advantageous as it encourages new in-fill development and change-of-use redevelopment to occur on sites that otherwise would not be able to support enough parking right at that location. Over time, the City can use the in-lieu fee proceeds to maintain, upgrade, and expand public parking resources available within the downtown.
- **Parking Demand Ratio:** The ratio of parking spaces in use at a peak hour as compared to a given quantity of land use or population group. For example, a downtown retail store may need x (number) of parking spaces per 1,000 square feet at the peak time (e.g., four spaces per 1000 square feet), while a downtown event such as a festival may generate y (number) of parking spaces per attendee (e.g., one space per three attendees). Though it is impossible in many cases to determine which land use a specific parked vehicle is associated with, demand ratios for the entire downtown can be calibrated on a broader scale based on observed hourly demand trends, and also seasonable variations.
- **Parking Guidance Systems:** A technology that relies on real time signage to identify the number of empty spaces in a particular parking facility or level of the garage. The most comprehensive systems also include LED lighting above each space so that drivers can quickly see if there are any open stalls before turning down an aisle. This technology is steadily becoming more prevalent in the U.S.
- **Peak Hour Occupancy:** The overall peak conditions as observed during our parking demand surveys. In this case, the peak hour occurred during the 2:00 pm hour for Zones 2 and 5 combined, based on the survey data collected for this study. Peak parking demand for individual uses (such as downtown hotels and residential) may not necessarily occur at the same time as the overall peak hour. In some cases, our analysis may refer to a localized peak, meaning the peak parking

usage for an individual use or sub-area that may occur at an off peak hour compared to the overall zone.

- **Public versus Private Parking:** For this study, we define public parking as including all publically-available time limited (3-hour) and unrestricted street parking throughout the downtown, but excluding street spaces that are located within a specific residential or commercial permit zones (this is mostly applicable to downtown-adjacent neighborhoods); permit zone spaces are only available to general visitors during non-enforcement hours which tend to be at off peak times. Other public parking resources include the City-owned and managed public lots and garages. "Private" parking includes all other commercial lots and garages, which are generally intended for use by tenants, customers, and employees of a specific business or development.
- **Shared Use Parking:** The ability of different land uses in close proximity to share parking resources without encroachment or loss to either business. This situation generally occurs when peak demand for each use occurs at different times of day. For example, downtown residential may generate a peak demand for parking spaces in the early mornings and late evenings, while service retail and small shops typically experience peak parking demand in the late morning and early afternoon; restaurants tend to be busy during the lunch- and dinnertime hours. Most uses within a typical downtown tend to be at least partially complimentary in terms of parking needs.
- **Survey Day(s):** The days when parking occupancy data was collected for this study; of these days, the peak survey day is used to calibrate our *Parking Demand Ratios* for various population groups. For this study, parking occupancy data was collected primarily on Tuesday, April 14, and Wednesday, April 15, 2015. Our survey included data collection every two hours from 6:00 am through 6:00 pm to show parking demand patterns on a typical weekday.
- **Transportation Demand Management (TDM):** Policies and strategies aimed at reducing the number of single-occupancy vehicle trips generated by land uses within the study area. Examples may include programs that promote transit use, or encourage non-driving alternatives including biking, walking, carpool, and car share. Successful TDM strategies will also reduce the amount of parking needed to support the land uses.

Terms related to specific parking technologies may be discussed in more detail under the parking management section of this report.

TASK A: PARKING SUPPLY AND DEMAND ANALYSIS

FIELD DATA COLLECTION

An important first step in assessing downtown parking needs is recording an accurate measure of the existing parking supply, demand, and utilization patterns for the study area. This data is critical to forming an analytic approach to parking planning, and is used to inform the need for (and most beneficial location of) future parking facilities.

Walker field staff conducted parking inventory and occupancy counts in the downtown during the week of April 13 through April 18, 2015. Inventories of the northeast quadrant (zones 2 and 5) were taken on Tuesday, April 14; occupancies for zone 2 and zone 5 were collected on April 15 and on April 16, respectively, with survey times every two hours from 6:00 am through 6:00 pm. The remaining parking inventories for zones 1 through 9 were collected throughout the week.

Note that the zone numbers cited in this report were assigned by Walker staff for the purposes of organizing the data. These zones generally follow major boundary lines such as the larger streets, the canal, and study area boundaries. Though we have tried to match these zones to already defined downtown districts, there may be some overlap in certain instances, where a district may fall partially into two or more zones.

In general terms, zones 2 and 5 are near the center of the central business district (CBD), in a sub-area referred to as the Entertainment District. These zones also include the Brown & Stetson Business district and some undefined retail areas. These areas were selected for parking occupancy surveys as the city felt this area was the most critical in terms of immediate parking impacts.

The other zones include the Canal area, the Civic Center, Scottsdale Stadium, Old Town, Arts District, and 5th Avenue Shops. The inventories were a process of counting and categorizing parking spaces within the boundaries of each study area. Parking spaces were categorized as being public (city operated), on- or off-street, and private. The final category includes all non-city facilities intended to serve specific retailers, dining, offices, services, etc.; the designation "private" is applied whether or not the lot or garage is signed as restricted as private lots may become restricted at any time. A few garages in the downtown contain a mix of public and private parking spaces. These facilities are noted in the inventories and are sorted into sub-categories as appropriate.

Occupancies for the northeast quadrant were counted on Wednesday and Thursday, April 15 and 16. Occupancy counts measure the ebbs and flows of parking utilization. In this case, measurements were taken every two hours throughout the day from 6:00 a.m. through 6:00 p.m. Vehicles parked in zones 2 and 5 were counted a total of seven times.

STUDY AREA BOUNDARIES

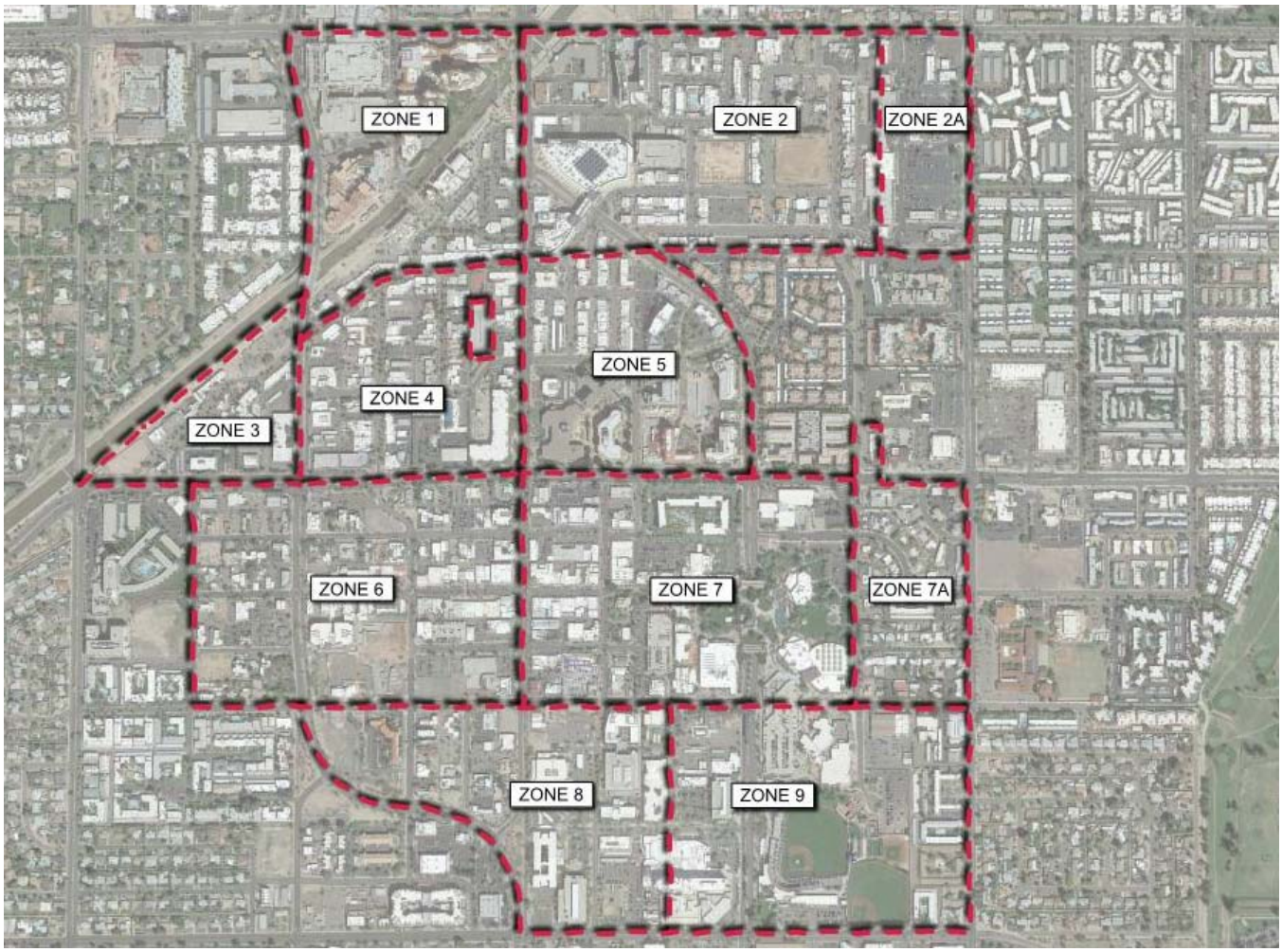
In order to conduct this assessment study area boundaries were established around downtown Scottsdale:

- North: The northern edge is a straight line along Camelback Road between Goldwater Boulevard on the west and Miller Road on the east.
- South: The southern border extends from the intersection of 2nd Street and Goldwater Boulevard down Goldwater to Osborn Road, and along Osborn to Miller Road.

- West: The western boundary extends from the intersection of Goldwater Boulevard and Camelback Road on the north down to the intersection of 2nd Street and Goldwater Boulevard. The line travels down Goldwater Boulevard to the Canal, continuing east on Indian School Road, dropping south along 69th Street to 2nd Street which it follows east as far as Goldwater Boulevard.
- East: The eastern border is straightforward. Its northern extreme is the intersection of Camelback Road and Miller Road. The line goes down Miller Road as far as Osborn Road. One area just east of Zone 5 is excluded as this is mostly residential and gated parking for apartments and condominiums.

This study area was broken into nine zones, as illustrated on this map:

Figure 4: Downtown Parking Survey Zones



Source: Walker Parking Consultants, 2015; Google Maps as a base

PARKING INVENTORIES

Parking inventories are presented in this section of the report with a summary of each zone is provided on the following pages. More comprehensive data, including larger zone maps and detailed inventories by type, is included in Appendix A.

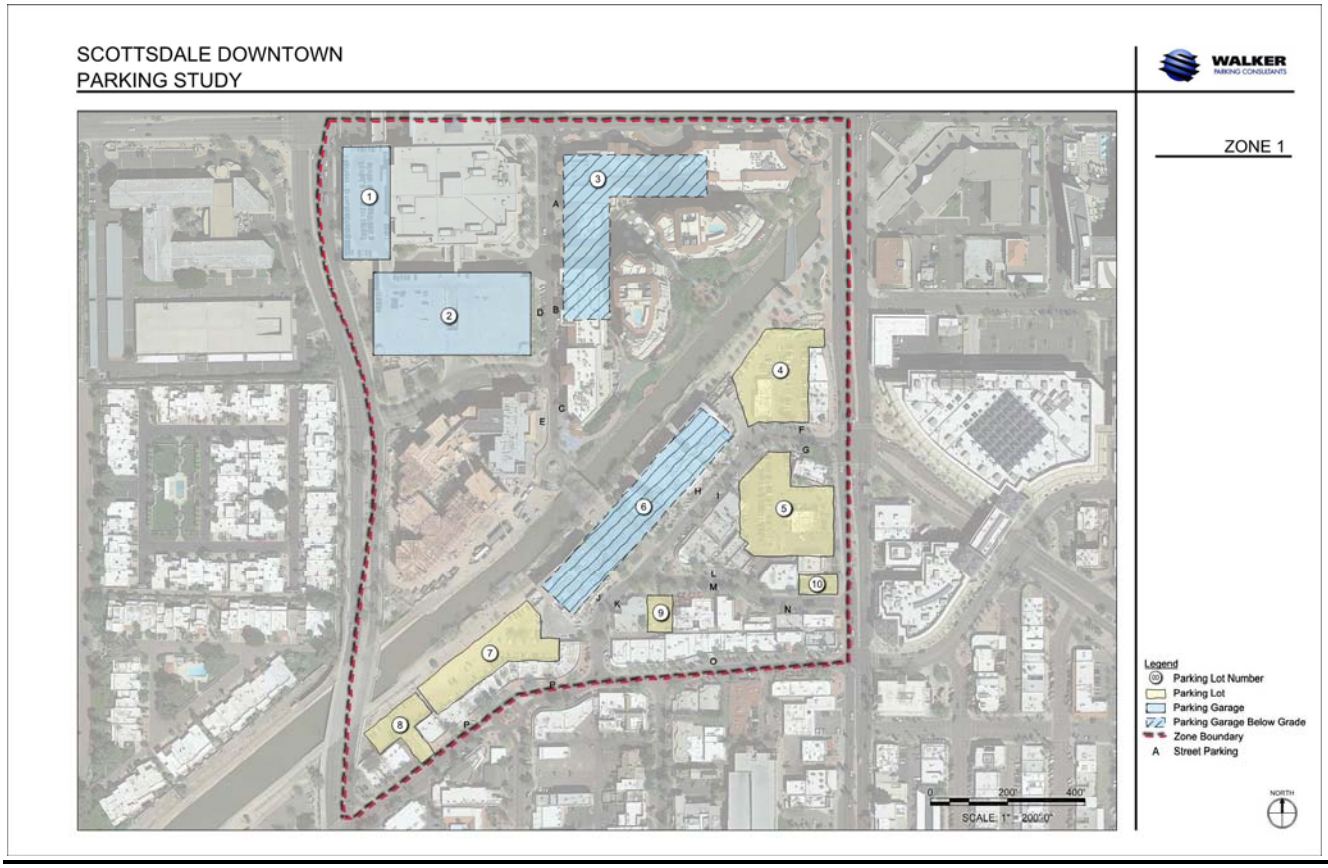
ZONE 1:

Zone 1 includes the Arizona Canal area and is also called the Waterfront District. This zone includes several mixed-use and newer commercial projects including Southbridge, the Waterfront shops, part of the Fashion Square Mall, and the northern blocks bordering the 5th Avenue Shops district. The area hosts a number of special events throughout the year and is generally busiest during the downtown typical peak tourist season which occurs during the month of March (corresponding to the Major League Baseball Spring Training schedule).

Figure 5: Zone 1 Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private	300	11%	11%	96%
Public Off-Street**	2,363	85%	89%	
Public On-Street	120	4%		4%
Total	**2,783**	**100%**	**100%**	**100%**

***The table above includes the two Nordstrom's garages (labeled 1 and 2 below) as "public" since they are open for public use and shared with mall patrons. Garages 3 and 6 below contain a mix of both public and private parking, on designated levels.*



Source: Walker Parking Consultants, 2015

Walker's survey area (shown above) straddled the canal itself and is bounded by Camelback Road on the north, Goldwater Boulevard on the west, 5th Avenue on the south, and, Scottsdale Road on the east. The survey zone northern boundary was established to include parking garages south and east of Nordstrom's and the Waterfront garage -- these facilities are both partially available for public parking, and are also used for special events along the canal. We understand that there may also be some parking demand impacts from the Galleria on the public garages on both sides of the canal.

This zone has six surface parking lots and four parking structures—evenly split between above- and below-ground facilities. There is also significant street parking available, both north and south of the canal. The parking lots are designated by numbers and the street parking is represented by capital letters. A summarized inventory of zone 1 appears as follows (the full inventory is shown in Appendix A).

During the data gathering process, Walker met with representatives from Spring Creek Development to better understand current parking conditions and future development options within Zone 1, and the two immediately adjacent zones (3 and 4).

ZONE 2:

Zone 2 is the northeastern quadrant of the central business district (CBD), and also includes an area called the Entertainment District due to the concentration of bars, restaurants, and nightclubs. The Galleria Corporate Center is a large demand generator within this district. This district is one of the primary focus points for the parking study as many business owners in the area have been struggling with parking shortages; especially small businesses that have little or no off-street parking and rely on time-limited on-street spaces in front of their stores to support their customers and employees.

Walker conducted both inventory and occupancy counts for Zone 2. The zone shown on the next page) is bordered on the north by Camelback Road, on the west by Scottsdale Road and Drinkwater Boulevard, on the south by 6th Avenue, and on the east by the alleyway just east of 75th Street. Zone 2 is bordered to the south by zone 5 (the other half of the northeast quadrant).

This zone is densely packed with abundant parking in above- and below-grade parking structures, in off-street lots, and on-street. The parking lots are designated by numbers and the street parking is represented by capital letters. Walker identified 27 parking lots and 42 stretches of on-street parking.

During the data gathering process, Walker met with representatives from LevRose Real Estate Property Management, Triyar Cos., and Stockdale Capital Partners to better understand current parking conditions and future development options within the zone. We also met with McKesson Inc., a health care company and one of the major employers for downtown Scottsdale. McKesson is also a tenant within the Galleria.

Figure 6: Zone 2 Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private**	1,129	60%	60%	69%
Public Off-Street	164	9%	40%	
Public On-Street	573	31%		31%
Total	**1,866**	**100%**	**100%**	**100%**

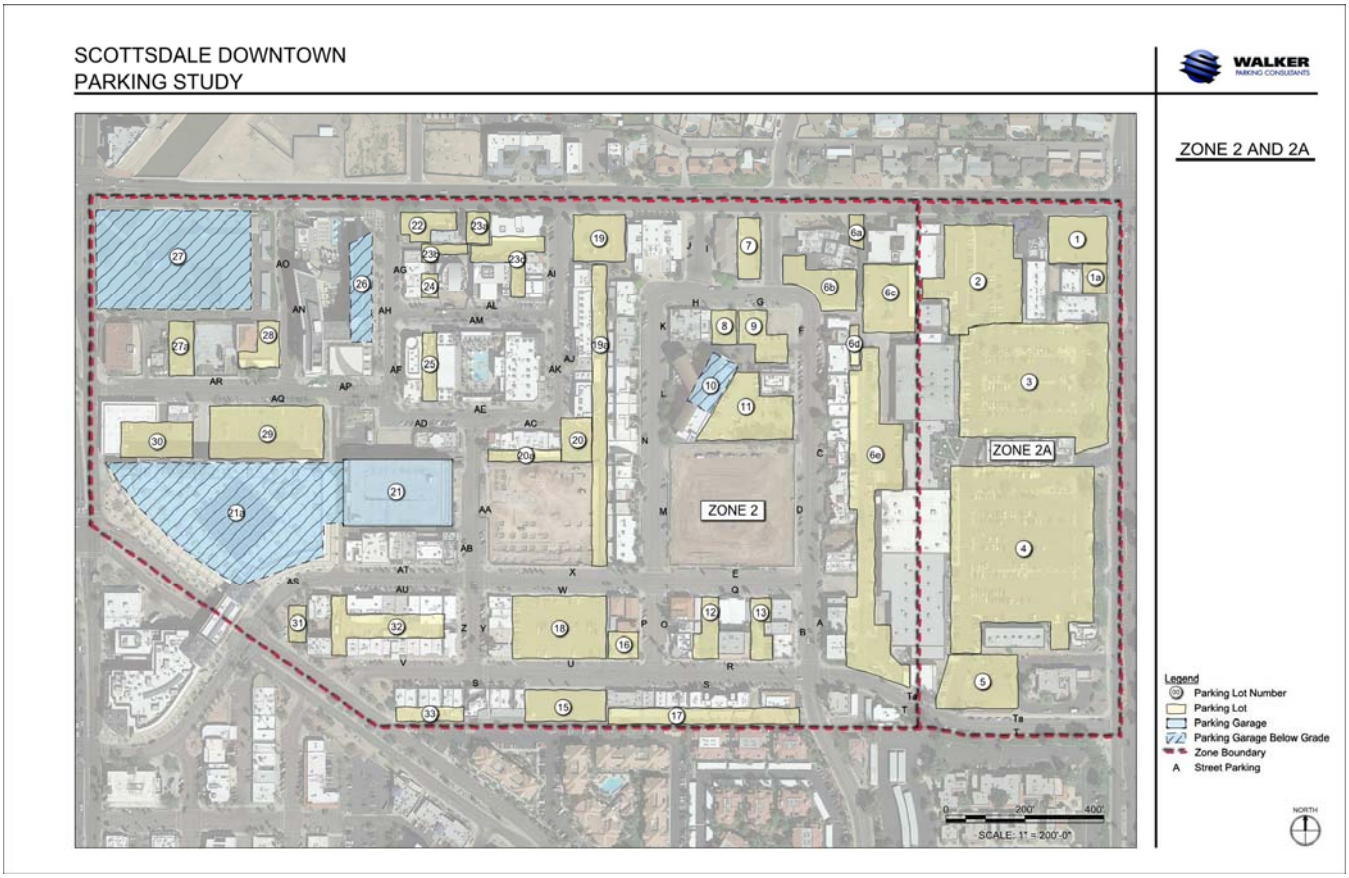
***The inventory table includes the Galleria Garage as "private" though a small number of spaces are available for public use; this use is discussed later in this analysis*

ZONE 2A:

Zone 2A has been partitioned off from the rest of zone 2, as the use of these lots is different and unrelated to the uses in the rest of the zone. Zone 2A comprises 6 lots, which are directly associated with a shopping center. These 6 lots are off-street and privately controlled. Street parking on both sides 6th Avenue, between 75th Street and Miller Road, is counted within this zone. It is bounded by Camelback Road on the north, 6th Avenue on the south, the shopping center on the west (the alleyway behind the shopping center remains in zone 2), and by Miller Road on the east.

Figure 7: Zone 2A Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private	745	96%	96%	96%
Public Off-Street	0	0%	4%	
Public On-Street	33	4%		4%
Total	**778**	**100%**	**100%**	**100%**



Note that Lot 1 above was a surface parking lot at the time that our parking occupancy survey was completed; this property has since been cleared for a new development.

Source: Walker Parking Consultants, 2015

ZONE 3:

Zone 3 is southwest of zone 1. The area is slightly beyond the 5th Avenue Shops District and is therefore not as heavily utilized by customer parking, except for those patrons that may overflow into the public lot (#15 below) and on-street spaces. We understand that parking in this zone may be more heavily utilized for special events.

This small, triangular zone is defined by Goldwater Boulevard and the Canal at its northeast corner, by Goldwater Boulevard and Indian School Road at the southeast corner, and by Indian School Road and the Canal at the southwest corner.. The zone lies to the east of the Canal. Although the area is small and contains few businesses, it is close to the events venues to the north (zone 1) and the restaurants and commercial area to the east (zone 4). Of the 552 parking spaces in zone 3, over 40% are public spaces split evenly between on-street and off-street.

Though not as busy as other zones in terms of parking demand, we understand that Zone 3 may be an area that becomes more heavily utilized over time due to the impact of new development in the area and a possible special events plaza along the canal. In addition to our meeting with Spring Creek Development, Walker also met with several different city representatives including Economic Development and Planning to better understand possible future plans for this zone.

Figure 8: Zone 3 Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private	341	62%	62%	84%
Public Off-Street	120	22%	38%	
Public On-Street	91	16%		16%
Total	**552**	**100%**	**100%**	**100%**

Source: Walker Parking Consultants, 2015

ZONE 4

Zone 4 is immediately south of zone 1, between zones 3 and 5. This area is referred to as the 5th Avenue Shops District. It is bordered by 5th Avenue on the north, Goldwater Boulevard on the west, Indian School Road on the south, and Scottsdale Road on the east. The 5th Avenue parking garage located adjacent to Scottsdale Road between 3rd and 5th Avenues is not counted in this zone, but was instead considered among the inventory and occupancies of adjacent zone 5.

Because the 5th Avenue parking garage is counted among the parking inventory in Zone 5, the proportion of public spaces in this zone is very low, and off-street parking (absent that garage) is limited to a few small surface lots. There is a fair amount of on-street parking available, and a large inventory of privately-held parking, associated with the buildings and businesses in this zone.

Though occupancy counts were not collected for this zone, Walker staff did note that street parking was heavily utilized in the afternoon. The concentration of shops, boutiques, and restaurants make this area a popular destination for tourists, snow birds, and local residents.

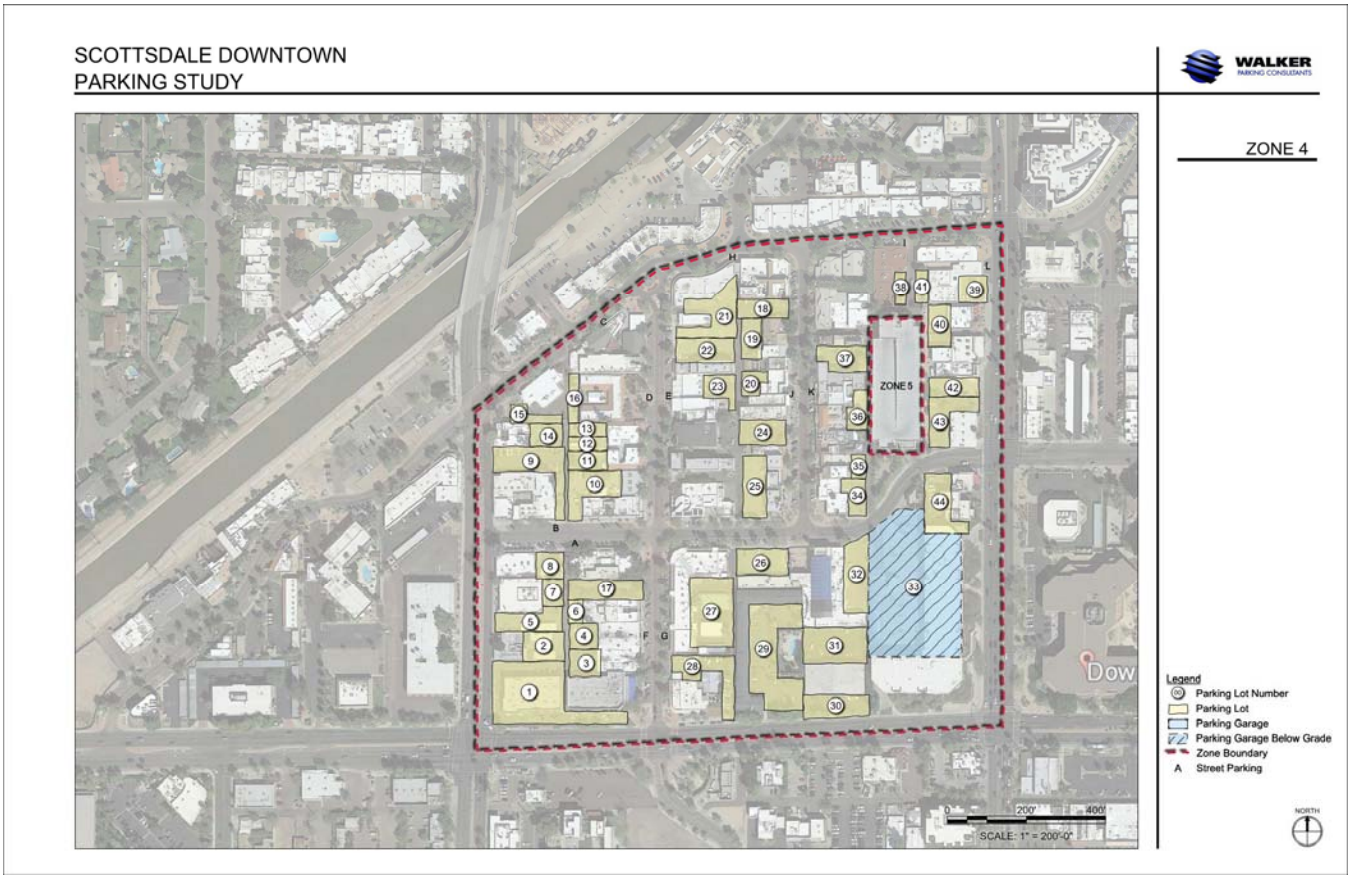
Based on interviews with local developers and shop owners, we understand that there is a perceived parking shortage within this zone as many of the on-street spaces are heavily utilized. However, despite the relative full street parking, Walker did note that the 5th Avenue garage did have plenty of vacant capacity during all of our survey counts.

As with many other downtowns, we anticipate that the issue of "parking shortages" is often related to where public parking is located, how visible it is, and how far patrons are willing to walk rather than actual surplus and deficit of stalls. Some of the recommended strategies listed under later sections of this report could be applied to Zone 4 and may help to improve the perception of parking shortages.

Figure 9: Zone 4 Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private	1,013	78%	78%	80%
Public Off-Street*	28	2%	22%	
Public On-Street	262	20%		20%
Total	**1,303**	**100%**	**100%**	**100%**

*Note that the public parking garage is included in Zone 5 rather than Zone 4 as Walker staff included this garage in our occupancy counts.



Source: Walker Parking Consultants, 2015

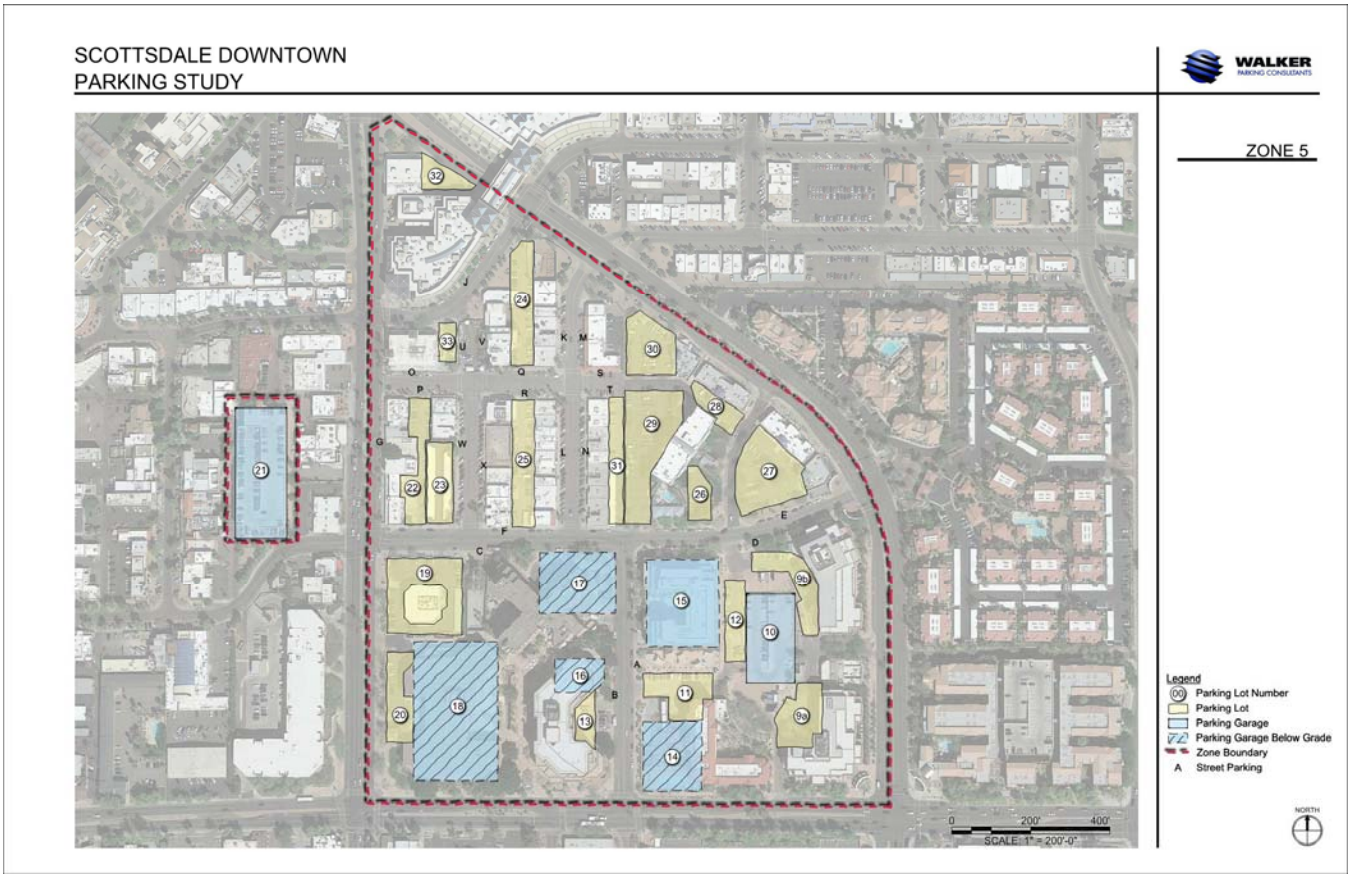
ZONE 5:

Zone 5 is south of zone 2 and comprises the southern half of the northeast quadrant. Walker conducted both inventory and occupancy studies for this zone.

Zone 5 is roughly triangular, with the intersection of Scottsdale Road and Drinkwater Boulevard on the northwest, Drinkwater Boulevard and Indian School Road on the southeast, and Scottsdale Road and Indian School Road on the southwest. This zone includes the 5th Avenue parking garage described in zone 4, above and included on the zone 5 map.

Figure 10: Zone 5 Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private	728	33%	33%	90%
Public Off-Street	1,275	57%	67%	
Public On-Street	236	10%		10%
Total	**2,239**	**100%**	**100%**	**100%**



Source: Walker Parking Consultants, 2015

Some of the parking in this zone is inaccessible to the general public, as such, many areas were not counted nor had occupancy data collected. The garage designated by the number 15 on the map above is exclusively for a private, gated residential community. Lot 17 is a gated parking area for the Marriot Hotel, and Lots 16 and 18 are gated parking garages solely for the office buildings with which they are associated.

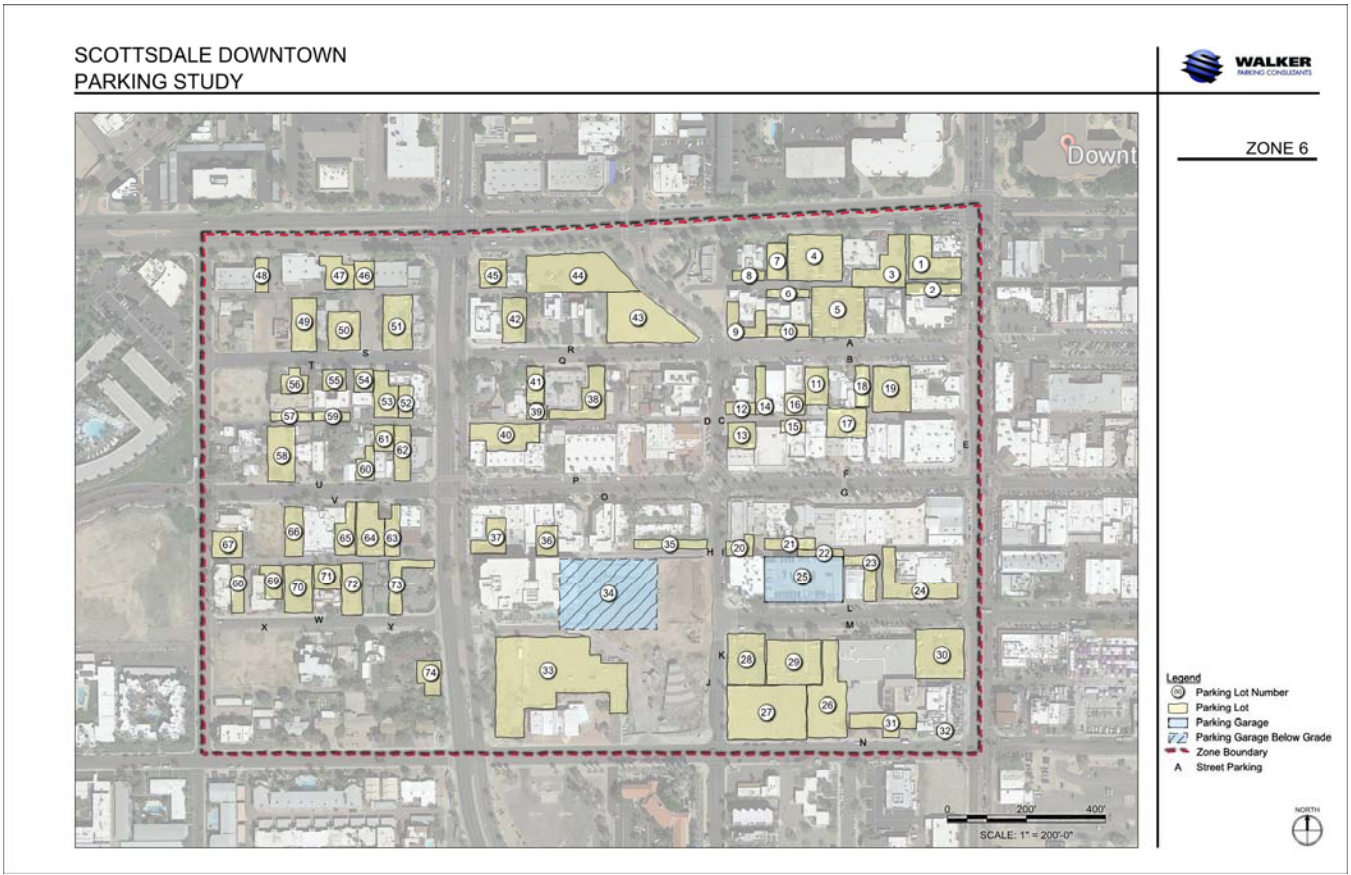
Based on field observations, we suspect that there may be some overflow parking impacts from the Galleria into this zone, especially on the blocks south of Drinkwater Boulevard. However, Drinkwater is also a major street, with limited points at which a pedestrian can cross safely, and several points that are signed specifically for "no pedestrian crossing." As such, we estimate that there is much less overflow parking demand into this zone than into the eastern portions of Zone 2, which are more easily accessed on foot.

ZONE 6:

Zone 6 is the area of Old Town and the Arts District which lies west of Scottsdale Road, which forms the eastern boundary. The northern edge is defined by Indian School Road, the western by 69th Street, and the southern by 2nd Street.

Figure 11: Zone 6 Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private	1190	63%	63%	79%
Public Off-Street	299	16%	37%	
Public On-Street	394	21%		21%
Total	**1,883**	**100%**	**100%**	**100%**



Source: Walker Parking Consultants, 2015

Zone 6 has over 100 distinct locations of on-street and off-street parking. Most of the parking areas are small and associated with individual businesses and buildings. The pockets of parking are rarely over 40

spaces. There are nearly 400 public, on-street parking spaces in zone 6, mostly restricted to a maximum of three hours.

Though a busy area, many of the shops and business in old town are well established and most parking in this area appears to serve the immediate businesses. The city operates several public parking facilities in this area.

ZONE 7:

Zone 7 is the area of Old Town which lies east of Scottsdale Road, which forms the western edge. The northern boundary is Indian School Road, the eastern is 75th Street, and the southern edge is defined by 2nd Street.

In addition to the eastern portion of Old town, this zone contains the Civic Center, the Library, and the Scottsdale Center for Performing Arts (all of which are concentrated in the southeast corner of the zone). Although a large parking garage juts into the far southeast corner, the bulk of the garage is located in zone 9, and is counted there.

Figure 12: Zone 7 Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private	471	25%	25%	79%
Public Off-Street	1,003	54%	75%	
Public On-Street	386	21%		21%
Total	**1,860**	**100%**	**100%**	**100%**

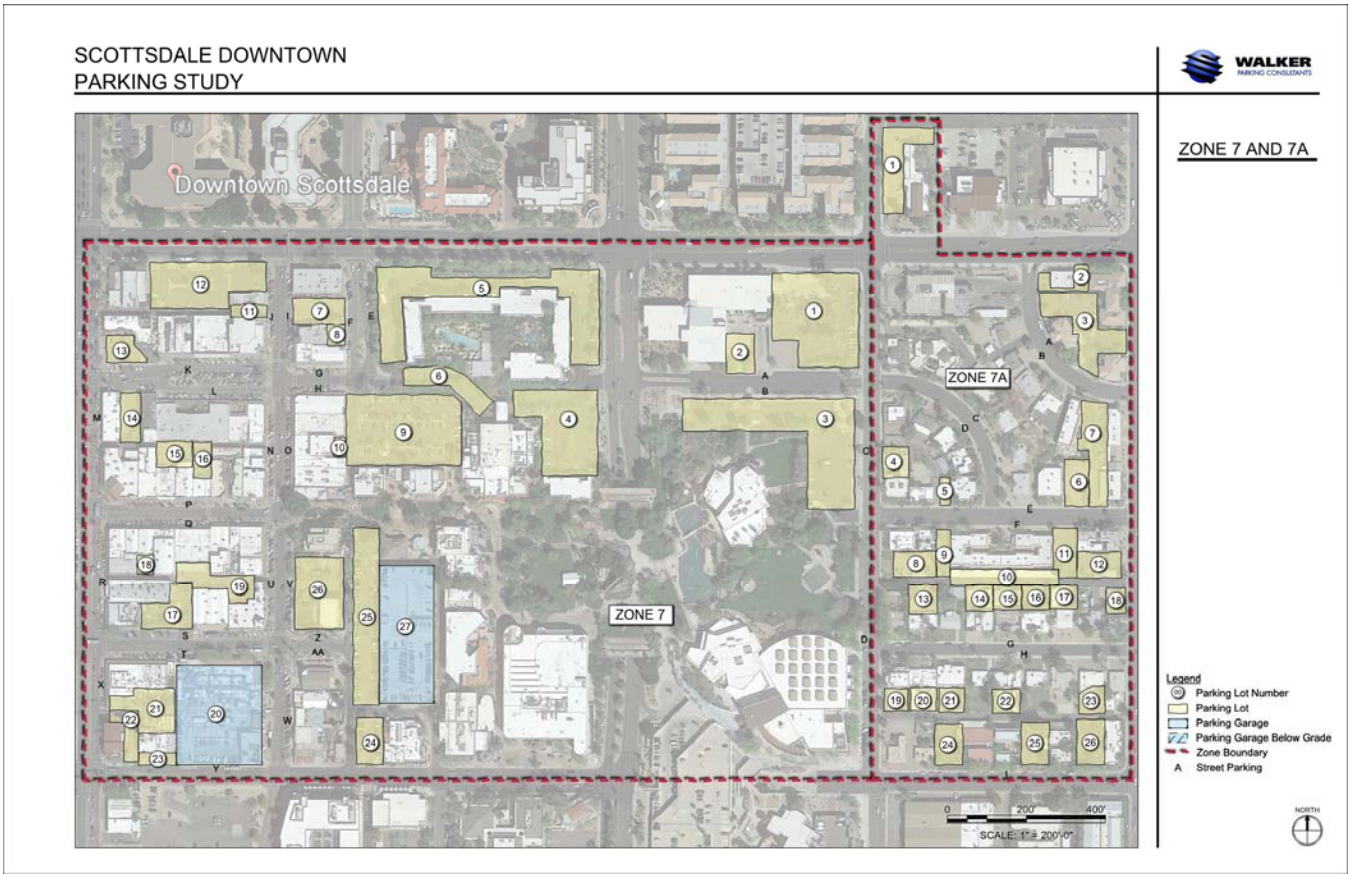
Source: Walker Parking Consultants, 2015

ZONE 7A:

Zone 7A is a newly added area, directly to the east of zone 7. It is bounded by 75th Street on the west,. Indian School Road on the north, Miller Road on the east, and 2nd Street on the south. This zone contains some public street parking and private off-street lots. 7A also includes a small private lot across Indian School Road on the northeast corner of Indian School Road and 75th Street.

Figure 13: Zone 7A Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private	389	76%	76%	76%
Public Off-Street	0	0%	24%	
Public On-Street	125	24%		24%
Total	**514**	**100%**	**100%**	**100%**



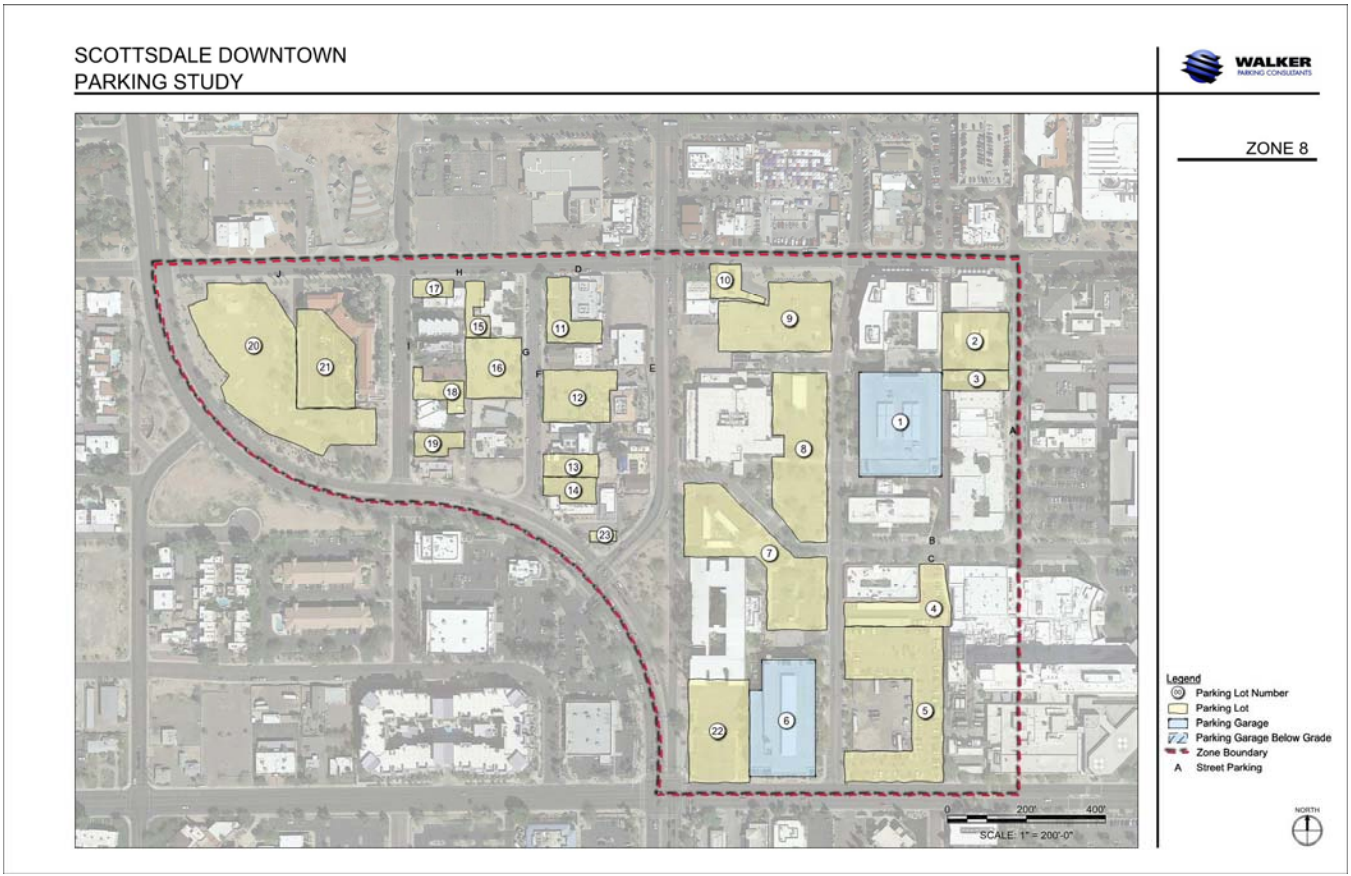
Source: Walker Parking Consultants, 2015

ZONE 8:

Zone 8 shares the southernmost extremes of the study area with zone 9. Its northern edge is defined by 2nd Street, the western border is a curving section of Goldwater Boulevard, the southern edge is Osborn Street, and the eastern border between zones 8 and 9 is a vertical line following the alignment of Wells Fargo Avenue, which bisects the Honor Health Scottsdale Osborn Medical Center.

Figure 14: Zone 8 Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private	1,787	88%	88%	95%
Public Off-Street	133	7%	12%	
Public On-Street	117	5%		5%
Total	**2,037**	**100%**	**100%**	**100%**



Source: Walker Parking Consultants, 2015

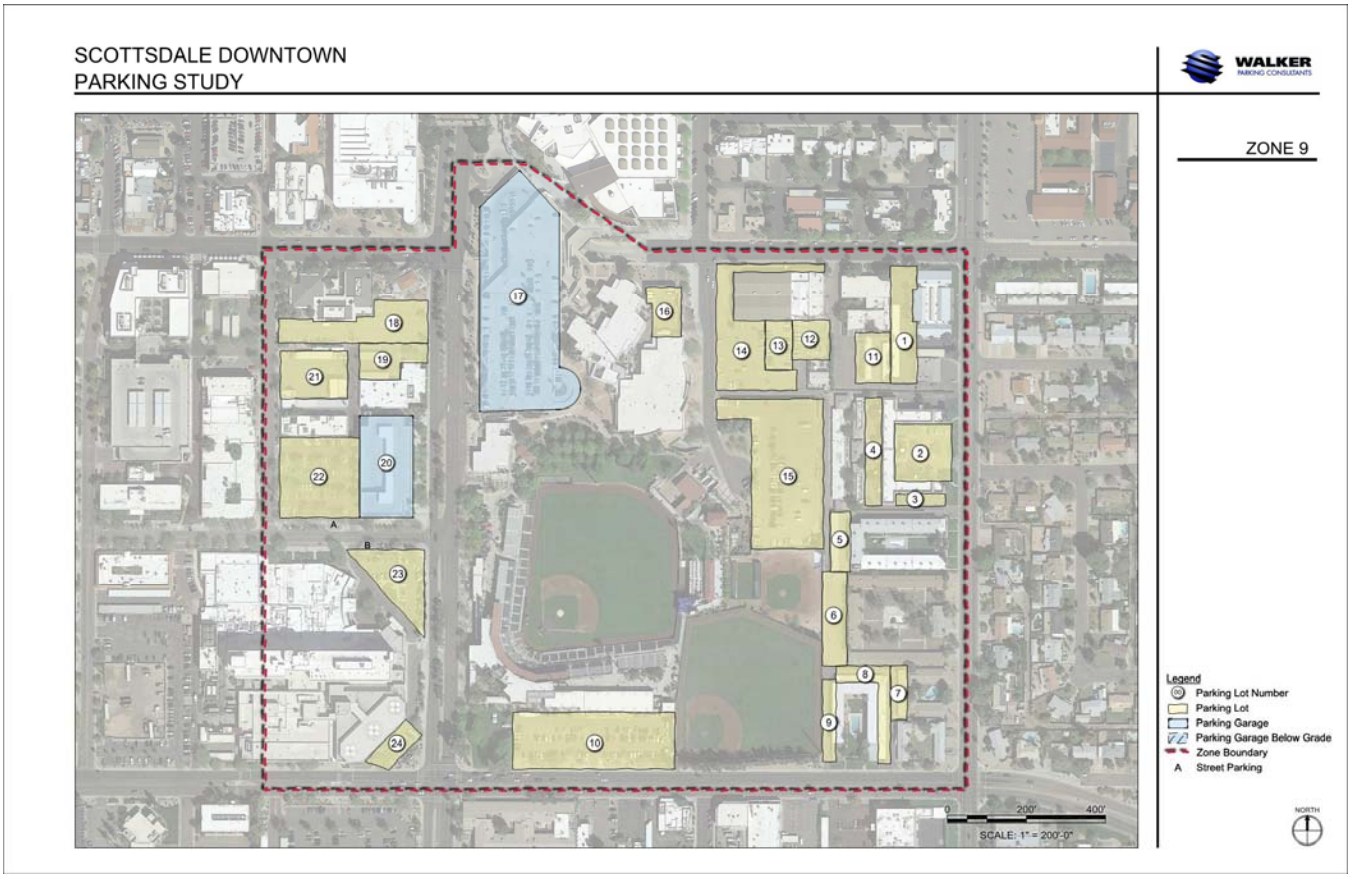
Although this zone has one large city-operated parking lot, the bulk of parking is privately held—most of which is associated with the hospital, cancer center, and other medical offices, which are located in the eastern half of the zone. The western portion contains small business and services, ranging from restaurants, to galleries, to an American Legion Post. There are moderate amounts of street parking scattered throughout zone 8; but nearly all of the parking is off-street. It is clear that medical services are, by far, the greatest demand generators in this zone.

ZONE 9:

Zone 9 is immediately east of zone 8, and forms the southeastern most extreme of the study area. This zone is bounded by 2nd Street on the north, the shared border with zone 8 on the west (aligning with Wells Fargo Avenue), Osborn Road on the south, and Miller Road on the east. This zone encompasses Scottsdale Stadium, the City Courthouse, and a large parking structure.

Figure 15: Zone 9 Inventory Summary

Type of Parking	Inventory	%	Private v. Public	Off- v. On-Street
Private	973	52%	52%	99%
Public Off-Street	867	47%	48%	
Public On-Street	24	1%		1%
Total	**1,864**	**100%**	**100%**	**100%**



Source: Walker Parking Consultants, 2015

The parking demand generation in zone 9 is divided by Drinkwater Boulevard. To the west, there is a continuation of supply and demand being driven by the hospital and related medical services, as is found in zone 8. East of Drinkwater, this zone is about recreation, entertainment, hospitality, and municipal services. This southeastern part of this zone is home to the Scottsdale Stadium, a sporting venue that hosts Spring Training Baseball, fall baseball, and a soccer team. Just to the north are the public library and municipal court. Centering the top of this zone is a 685-space parking garage that serves all of these uses in addition to providing capacity for the Civic Center and Center for Performing Arts, found immediately to the north in zone 7. Nearly all parking in this zone is off-street, evenly split between private and public ownership.

INVENTORY SUMMARY – ALL ZONES

The inventory gives us aggregate data regarding the whole study area, but also points out the differences among the nine zones. The land use and densities vary greatly from one zone to another; this means that some have greater or lesser supplies of street parking, or parking structures, or different balances between publicly- and privately-controlled parking. On-street parking ranges from only 1 percent in zone 9 to fully a quarter in zone 4. Whereas publicly provided parking accounts for 77 percent in zone 1, that number is only 12 percent in zone 8, in which nearly all of the parking is associated with private owners—primarily related to the healthcare industry. The following table allows the reader to compare and contrast the nine zones, and also presents the data for the full study area.

Figure 16: Downtown Parking Inventory Summary

Zone	Inventory	Private	Public	Off-street	On-Street
1	2,783	11%	89%	96%	4%
2	1,866	60%	40%	69%	31%
2A	778	96%	4%	96%	4%
3	552	62%	38%	84%	16%
4	1,303	78%	22%	80%	20%
5	2,239	33%	67%	90%	10%
6	1,883	63%	37%	79%	21%
7	1,860	25%	75%	79%	21%
7A	514	76%	24%	76%	24%
8	2,037	88%	12%	95%	5%
9	1,864	52%	48%	99%	1%
TOTAL/AVG %	**17,679**	**59%**	**41%**	**86%**	**14%**

Source: Walker Parking Consultants, 2015

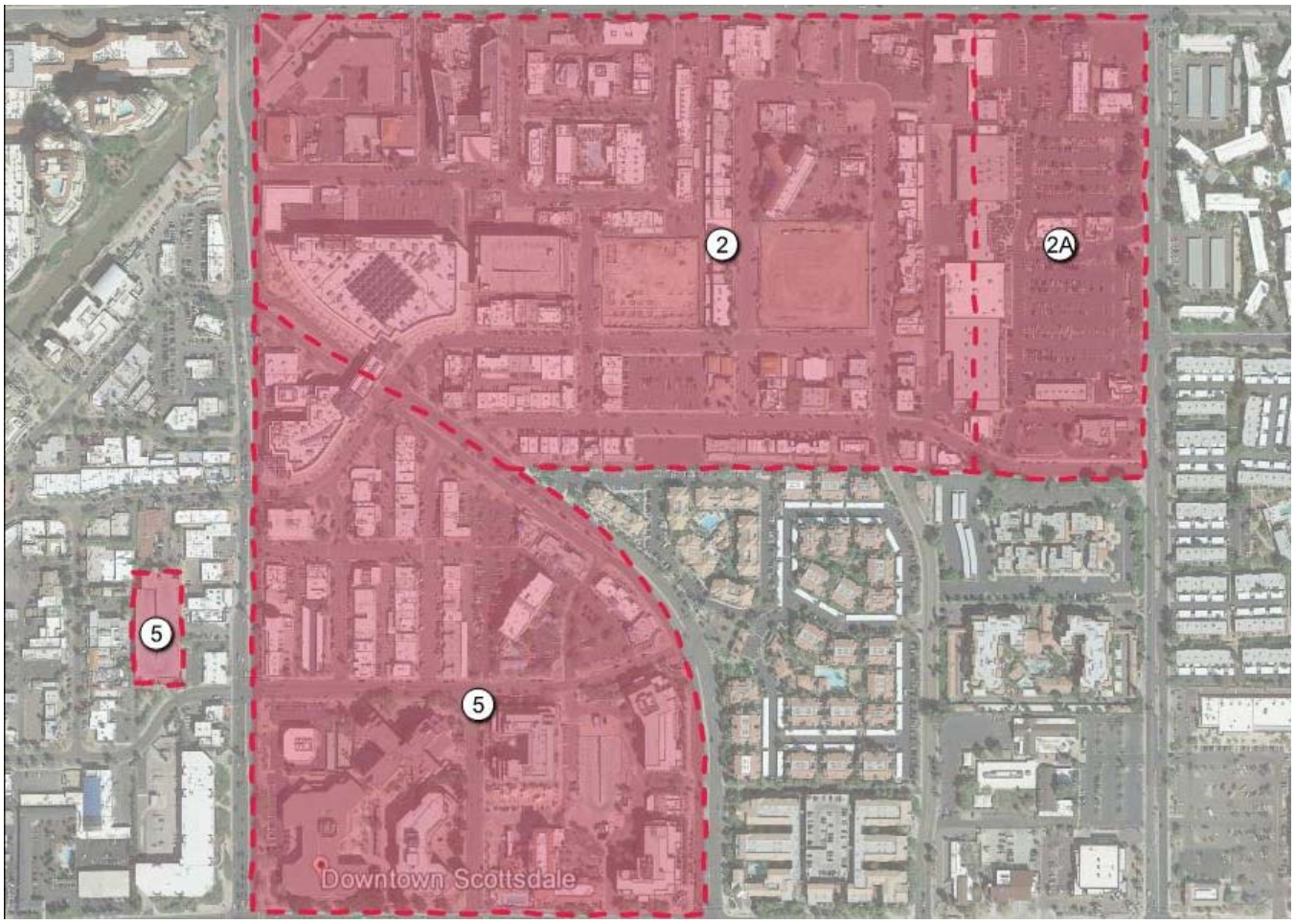
Walker has done further analysis of zones 2 and 5, looking at the supply by conducting an inventory, as with all eleven zones, but also by undertaking occupancy counts to see how that inventory is used throughout a weekday. The next section details the inventory and occupancy data for these two zones both separately and consolidated to form the northeast quadrant.

PARKING OCCUPANCY ANALYSIS – NORTHEAST QUADRANT

The parking inventory data presented previously provides information about the absolute parking capacity in a given area, but does not measure the intensity of utilization nor the changes in that utilization throughout the day. An occupancy study provides additional tools by measuring just these types of variables and revealing the ebbs and flows of demand.

The northeast quadrant includes a combination of what this study has labeled zones 2 and 5. The full outlines of this area are bounded by: Camelback Road on the north; Scottsdale Road on the west; Indian School Road on the south; and (from north to south) the alleyway just east of 75th street, 6th Avenue, and Drinkwater Boulevard on the east—as shown on this map:

Figure 17: Northeast Quadrant, Parking Occupancy Area



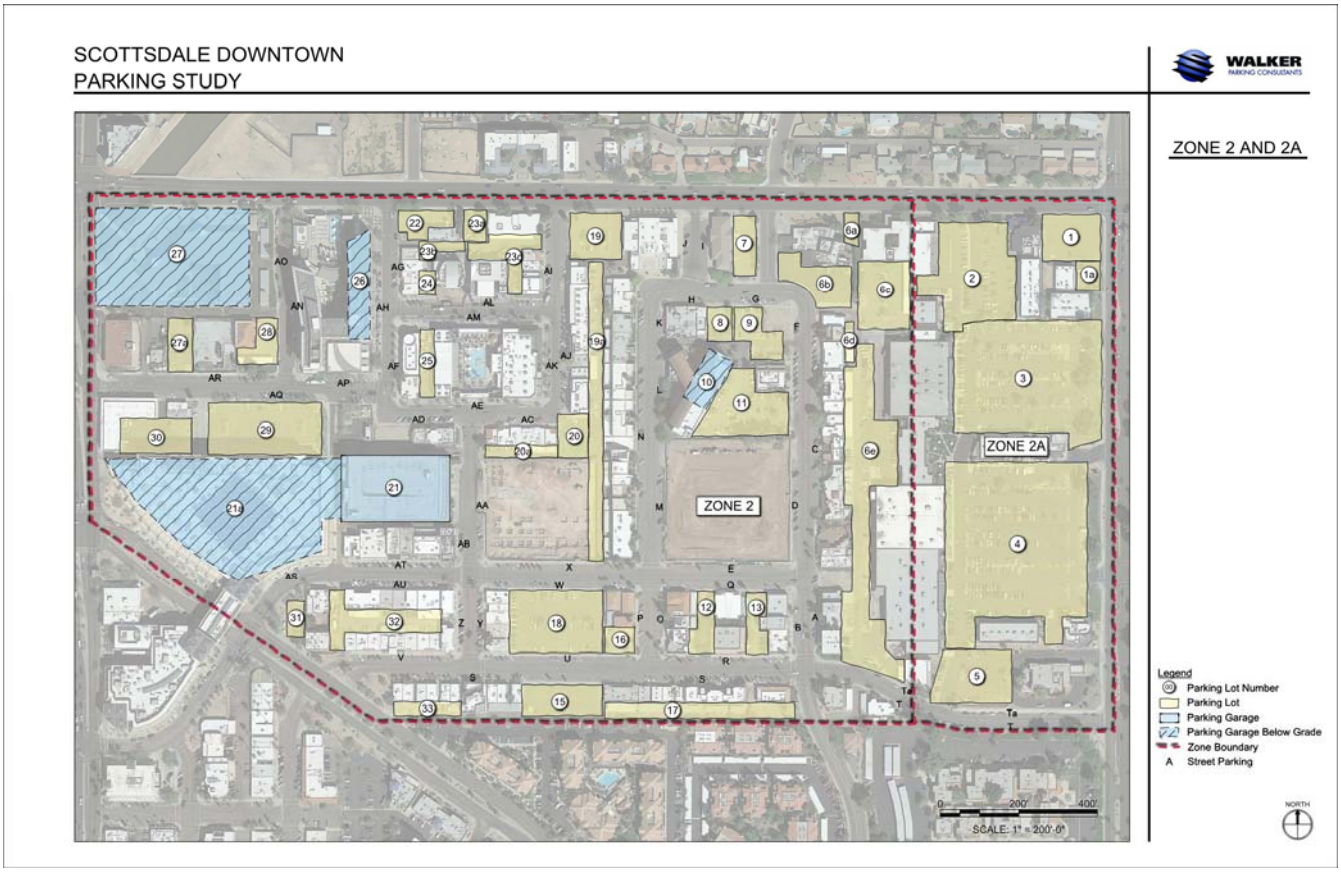
Source: Walker Parking Consultants, 2015

As noted in the inventory section, this district includes the 5th Avenue parking garage shown just to the west of the northeast quadrant. Ensconced within the pink shaded areas is a collection of 4,105 parking spaces which were inventoried on Tuesday, April 14. Occupancies were counted in zone 2 on Wednesday, April 15 and the following day, Thursday, April 16, in zone 5.

The inventory maps for zones 2 and 5 are repeated below along with occupancy data for each zone. Occupancies are recorded by type/restriction so that conclusions are evident for the capacity and

occupancy rates of private versus public parking. Note that the area that was inventoried as zone 2 has been divided into zones 2 and 2A. The parking in zone 2A has been excluded from this portion of the analysis, because its use is separate from and unrelated to the parking in zone 2.

Figure 18: Zone 2 Map



Source: Walker Parking Consultants, 2015

Figure 19: Zone 2 Occupancy Data[1]

Parking Occupancy, Zone 2 - April 15, 2015

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory	6 AM	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM
2	6	a	**Private**	5	1	1	2	3	3	5	5
2	6	b	**Private**	42	1	1	1	4	6	9	36
2	6	c	**Private**	54	1	6	40	45	51	49	15
2	6	d	**Private**	6	0	0	0	0	1	2	0
2	6	e	**Private**	124	5	21	51	64	64	56	39
2	7		**Private**	19	2	2	4	6	7	8	16
2	8		**Private**	9	0	0	2	3	2	1	0
2	9		**Private**	20	6	7	6	7	6	5	4
2	10		**Private**	29	25	19	19	15	23	21	21
2	11		**Private**	27	24	13	4	1	0	6	13
2	12		**Private**	20	1	4	12	12	13	5	0
2	13		**Private**	24	2	6	15	15	17	10	8
2	16		**Private**	16	1	2	6	9	11	8	7
2	17		**Private**	44	1	5	18	21	22	22	7
2	19		**Private**	24	5	6	18	22	31	22	11
2	19	a	**Private**	94	6	18	42	54	52	45	23
2	22		**Private**	10	0	0	0	2	6	5	3
2	23	a	**Private**	8	2	3	7	8	8	8	8
2	23	b	**Private**	16	1	2	3	2	6	2	4
2	23	c	**Private**	13	1	1	1	1	0	0	0
2	24		**Private**	9	0	1	0	3	3	6	10
2	25		**Private**	7	0	0	4	5	7	4	0
2	27		**Private**	246	23	44	89	89	72	50	15
2	27	a	**Private**	29	2	2	4	3	5	7	8
2	28		**Private**	14	0	0	3	3	5	5	1
2	29		**Private**	106	17	58	79	72	80	58	11
2	30		**Private**	37	0	5	25	26	32	27	19
2	32		**Private**	53	4	4	15	21	25	27	24
2	33		**Private**	24	1	2	7	8	8	5	4
				1129	**132**	**233**	**477**	**524**	**566**	**478**	**312**
					12%	**21%**	**42%**	**46%**	**50%**	**42%**	**28%**

Zone 2 occupancies continued on next page:

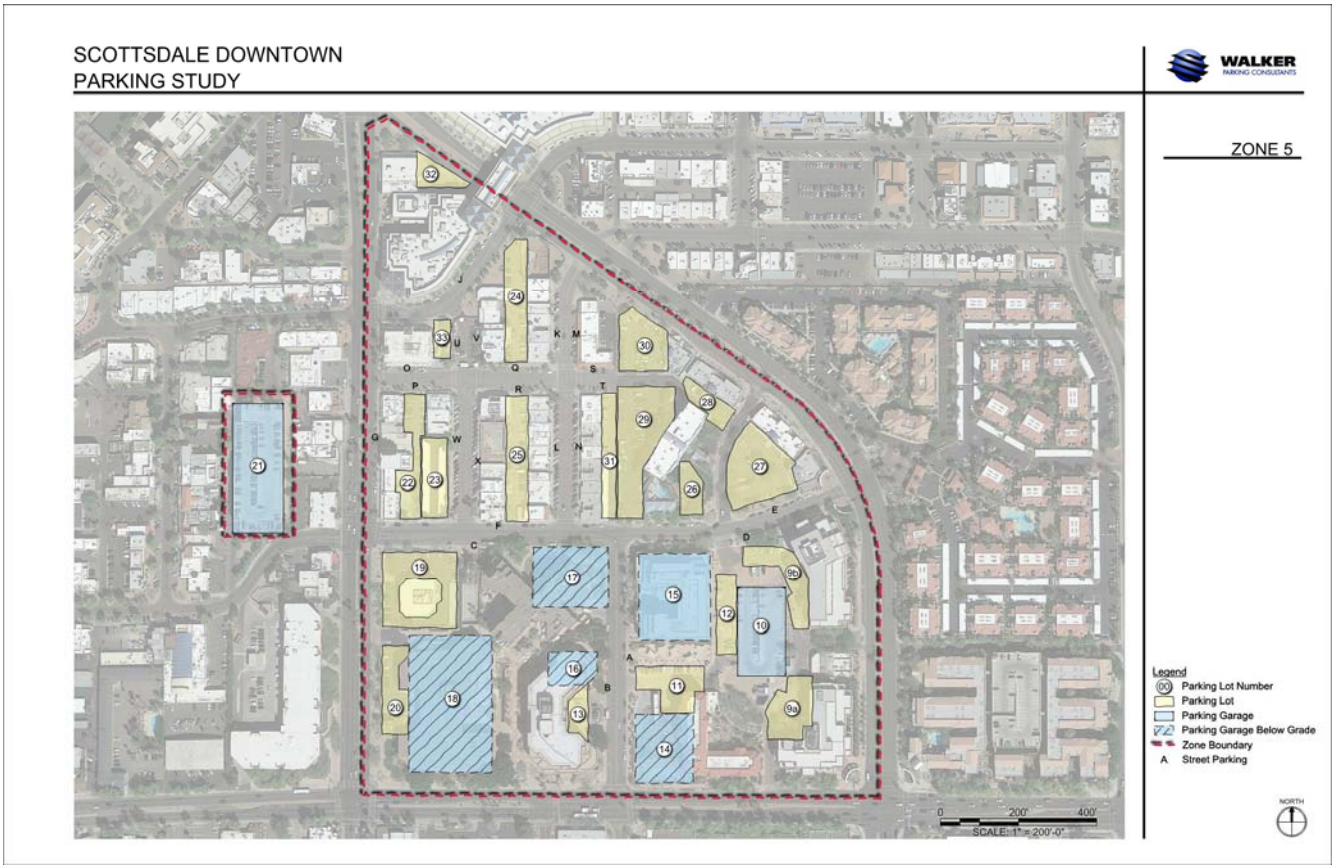
[1] Lots 21 and 21a are associated with the Galleria. Occupancies were provided by the developer, and are discussed in the Galleria section, later in this document.

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory	6 AM	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM
2	20		**Public (time restricted)**	24	1	2	7	9	22	19	19
2	20	a	**Public (time restricted)**	18	0	1	8	9	10	7	6
2	31		**Public (time restricted)**	8	5	8	7	6	6	6	8
2	A		**Public (time restricted)**	13	0	1	2	3	6	8	5
2	B		**Public (time restricted)**	8	0	1	3	5	4	4	4
2	O		**Public (time restricted)**	7	0	0	3	5	5	6	6
2	P		**Public (time restricted)**	9	0	1	6	8	7	6	7
2	Q		**Public (time restricted)**	13	2	7	13	12	12	12	8
2	R		**Public (time restricted)**	14	0	5	14	14	14	13	8
2	S		**Public (time restricted)**	68	0	31	47	50	52	53	31
2	U		**Public (time restricted)**	17	5	14	15	15	15	15	4
2	V		**Public (time restricted)**	19	0	3	10	9	16	8	13
2	W		**Public (time restricted)**	19	0	0	11	12	9	14	12
2	X		**Public (time restricted)**	2	0	0	2	1	1	0	2
2	Y		**Public (time restricted)**	9	1	1	9	8	9	9	9
2	Z		**Public (time restricted)**	6	0	0	5	5	6	6	4
2	AC		**Public (time restricted)**	9	0	1	2	6	8	8	7
2	AD		**Public (time restricted)**	13	1	2	10	10	13	11	12
2	AF		**Public (time restricted)**	7	3	4	5	4	5	7	7
2	AG		**Public (time restricted)**	8	5	3	8	8	8	7	8
2	AH		**Public (time restricted)**	10	6	7	8	10	9	8	10
2	AN		**Public (time restricted)**	12	4	5	12	8	11	11	12
2	AO		**Public (time restricted)**	9	2	3	7	8	7	10	11
2	AP		**Public (time restricted)**	6	3	4	6	5	6	5	5
2	AQ		**Public (time restricted)**	32	13	20	31	27	27	29	23
2	AR		**Public (time restricted)**	15	4	7	13	14	12	15	13
2	AS		**Public (time restricted)**	4	1	2	2	0	1	2	1
2	AT		**Public (time restricted)**	19	2	15	17	17	16	17	15
2	AU		**Public (time restricted)**	19	4	18	17	19	19	19	17
				417	**62**	**166**	**300**	**307**	**336**	**335**	**287**
					15%	**40%**	**72%**	**74%**	**81%**	**80%**	**69%**
2	15		**Public (unrestricted)**	33	0	0	2	17	23	21	11
2	18		**Public (unrestricted)**	81	1	2	70	75	79	73	41
2	C		**Public (unrestricted)**	32	4	8	19	30	28	23	23
2	F		**Public (unrestricted)**	2	2	2	3	3	3	3	2
2	G		**Public (unrestricted)**	8	8	8	8	7	8	8	9
2	H		**Public (unrestricted)**	7	1	2	3	4	6	3	4
2	I		**Public (unrestricted)**	9	1	0	0	1	7	8	8
2	J		**Public (unrestricted)**	7	2	3	4	6	8	6	6
2	K		**Public (unrestricted)**	4	1	3	4	4	4	4	4
2	L		**Public (unrestricted)**	7	3	6	7	7	7	5	7
2	N		**Public (unrestricted)**	46	21	38	46	46	46	40	15
2	AB		**Public (unrestricted)**	4	4	4	4	4	4	4	7
2	AE		**Public (unrestricted)**	11	3	2	4	5	8	7	8
2	AI		**Public (unrestricted)**	10	2	4	9	9	10	8	8
2	AJ		**Public (unrestricted)**	25	3	9	17	23	22	21	17
2	AK		**Public (unrestricted)**	7	2	4	5	6	5	4	6
2	AL		**Public (unrestricted)**	14	2	7	14	14	14	9	8
2	AM		**Public (unrestricted)**	13	2	7	11	12	12	11	12
				320	**62**	**109**	**230**	**273**	**294**	**258**	**196**
					19%	34%	72%	85%	92%	81%	61%
			TOTALS	**1866**	**256**	**508**	**1007**	**1104**	**1196**	**1071**	**795**
					14%	27%	54%	59%	64%	57%	43%

Source: Walker Parking Consultants, 2015

[2] Lots 15 and 18 prohibit parking between 3:00 a.m. and 9:00 a.m.

Figure 20: Zone 5 Map



Source: Walker Parking Consultants, 2015

Figure 21: Zone 5 Occupancy Data

Parking Occupancy Zone 5 - April 16, 2015

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory	6 AM	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM
5	9	a	Private	17	3	3	3	4	6	7	5
5	9	b	Private	22	2	7	11	8	19	18	9
5	11		Private	27	26	13	9	14	12	22	23
5	12		Private	12	1	3	4	5	4	1	0
5	13		Private	17	0	8	16	13	14	10	6
5	14		Private	107	71	60	43	33	28	34	33
5	19		Private	50	1	11	32	30	28	24	9
5	20		Private	24	13	16	9	10	13	9	3
5	22		Private	32	4	11	16	23	21	14	7
5	23		Private	33	0	0	0	0	0	0	0
5	24		Private	47	9	18	24	31	22	17	15
5	25		Private	52	5	5	24	30	37	30	18
5	26		Private	24	16	15	10	7	14	22	20
5	27		Private	63	10	11	29	34	29	41	29
5	28		Private	14	4	3	6	5	6	6	7
5	29		Private	73	63	31	28	26	29	26	26
5	30		Private	62	9	22	51	55	50	45	8
5	31		Private	33	6	12	22	21	22	15	6
5	32		Private	14	0	0	2	1	2	2	10
5	33		Private	5	0	0	0	0	0	0	1
				728	**243**	**249**	**339**	**350**	**356**	**343**	**235**
					33%	**34%**	**47%**	**48%**	**49%**	**47%**	**32%**
5	21	a	Public (time restricted)	112	4	5	17	64	59	69	110
5	21	b	Public (time restricted)	116	2	4	13	13	11	12	36
5	A		Public (time restricted)	18	6	10	11	8	8	5	4
5	B		Public (time restricted)	5	1	2	3	6	4	1	1
5	G		Public (time restricted)	13	1	8	9	8	7	4	2
5	K		Public (time restricted)	13	0	1	10	6	5	3	2
5	L		Public (time restricted)	21	3	6	14	21	16	20	18
5	M		Public (time restricted)	10	0	1	4	8	7	3	2
5	N		Public (time restricted)	21	7	14	21	21	21	21	15
5	O		Public (time restricted)	6	0	6	6	4	1	1	6
5	P		Public (time restricted)	7	1	7	5	4	3	2	3
5	S		Public (time restricted)	5	0	0	2	3	3	2	0
5	U		Public (time restricted)	3	3	2	2	3	1	3	6
5	V		Public (time restricted)	5	4	5	3	5	5	4	5
5	W		Public (time restricted)	17	1	4	13	14	7	4	6
5	X		Public (time restricted)	21	1	4	12	17	14	6	4
				393	**34**	**79**	**145**	**205**	**172**	**160**	**220**
					9%	**20%**	**37%**	**52%**	**44%**	**41%**	**56%**
5	21	c	Public (unrestricted)	116	52	78	107	105	102	33	14
5	21	d	Public (unrestricted)	63	10	59	58	62	63	36	5
5	C		Public (unrestricted)	9	7	9	9	9	7	6	7
5	D		Public (unrestricted)	15	11	15	15	13	15	14	6
5	E		Public (unrestricted)	15	7	15	15	13	15	14	2
5	F		Public (unrestricted)	6	4	6	7	9	8	5	6
5	J		Public (unrestricted)	10	11	11	13	10	11	10	10
5	Q		Public (unrestricted)	6	6	6	6	6	6	5	5
5	R		Public (unrestricted)	5	3	4	5	5	5	5	5
5	T		Public (unrestricted)	5	1	4	5	5	4	4	0
5	10		Public (unrestricted-paid)	868	83	377	515	460	479	317	46
				1118	**195**	**584**	**755**	**697**	**715**	**449**	**106**
					17%	**52%**	**68%**	**62%**	**64%**	**40%**	**9%**
			TOTALS	**2239**	**472**	**912**	**1239**	**1252**	**1243**	**952**	**561**
					21%	**41%**	**55%**	**56%**	**56%**	**43%**	**25%**

Source: Walker Parking Consultants, 2015

ZONE 2 – GENERAL OCCUPANCY TRENDS

As we examine zone 2, the numerical data above begin to give an impression of the scope of demand, the number of parking spaces available and those that are filled. The percentages at the bottom of the next figure, reveal what we might expect: the northern section of the CBD experiences the most demand between 10:00 a.m. and 4:00 p.m.—ranging between 47 and 58 percent—with the highest peak demand occurring around 2:00 p.m. (58 percent). This is consistent with what we have found in hundreds of municipalities. Taken to the next level of detail, and looking at the percentages at the bottom of each section (and focusing on 2:00 p.m.), we see that privately-held parking (shopping centers, stores, restaurants, services) have the lowest occupancy, at around 48 percent. Public time-restricted parking (mostly 3-hour street spaces), is much busier, peaking at 81 percent occupancy. The highest intensity of use, which tops out at 85 percent occupancy are those municipal spaces that do not have time limits (again, primarily on-street parking). It is generally at this percentage of occupancy that drivers perceive the parking as effectively full. This means that even though 10 to 15 percent of the spaces are available, people will cruise for parking, leading to increased traffic congestion and vehicle emissions.

If we convert these numeric values to percentages and convert the table above into a heat map (see figure below), we begin to tease out some individual trends, which assert themselves through the course of the day. The heat map for zone 2 follows:

Figure 22: Zone 2 Occupancy Heat Map

Parking Occupancy, Zone 2 - April 15, 2015

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory		6 AM	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM
Private Off-Street Parking												
2	6	a	Private	5		20%	20%	40%	60%	60%	100%	100%
2	6	b	Private	42		2%	2%	2%	10%	14%	21%	86%
2	6	c	Private	54		2%	11%	74%	83%	94%	91%	28%
2	6	d	Private	6		0%	0%	0%	0%	17%	33%	0%
2	6	e	Private	124		4%	17%	41%	52%	52%	45%	31%
2	7		Private	19		11%	11%	21%	32%	37%	42%	84%
2	8		Private	9		0%	0%	22%	33%	22%	11%	0%
2	9		Private	20		30%	35%	30%	35%	30%	25%	20%
2	10		Private	29		86%	66%	66%	52%	79%	72%	72%
2	11		Private	27		89%	48%	15%	4%	0%	22%	48%
2	12		Private	20		5%	20%	60%	60%	65%	25%	0%
2	13		Private	24		8%	25%	63%	63%	71%	42%	33%
2	16		Private	16		6%	13%	38%	56%	69%	50%	44%
2	17		Private	44		2%	11%	41%	48%	50%	50%	16%
2	19		Private	24		21%	25%	75%	92%	100%	92%	46%
2	19	a	Private	94		6%	19%	45%	57%	55%	48%	24%
2	22		Private	10		0%	0%	0%	20%	60%	50%	30%
2	23	a	Private	8		25%	38%	88%	100%	100%	100%	100%
2	23	b	Private	16		6%	13%	19%	13%	38%	13%	25%
2	23	c	Private	13		8%	8%	8%	8%	0%	0%	0%
2	24		Private	9		0%	11%	0%	33%	33%	67%	100%
2	25		Private	7		0%	0%	57%	71%	100%	57%	0%
2	27		Private	246		9%	18%	36%	36%	29%	20%	6%
2	27	a	Private	29		7%	7%	14%	10%	17%	24%	28%
2	28		Private	14		0%	0%	21%	21%	36%	36%	7%
2	29		Private	106		16%	55%	75%	68%	75%	55%	10%
2	30		Private	37		0%	14%	68%	70%	86%	73%	51%
2	32		Private	53		8%	8%	28%	40%	47%	51%	45%
2	33		Private	24		4%	8%	29%	33%	33%	21%	17%
				Subtotal		12%	21%	42%	46%	50%	42%	28%

Continued on next page:

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory	6 AM	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM
Public Off-Street Parking (time restricted)											
2	**20**		Public (time restricted)	**24**	4%	8%	29%	38%	92%	79%	79%
2	**20**	**a**	Public (time restricted)	**18**	0%	6%	44%	50%	56%	39%	33%
2	**31**		Public (time restricted)	**8**	63%	100%	88%	75%	75%	75%	100%
				Subtotal	**12%**	**22%**	**44%**	**48%**	**76%**	**64%**	**66%**
Public On-Street Parking (time restricted)											
2	**A**		Public (time restricted)	**13**	0%	8%	15%	23%	46%	62%	38%
2	**B**		Public (time restricted)	**8**	0%	13%	38%	63%	50%	50%	50%
2	**O**		Public (time restricted)	**7**	0%	0%	43%	71%	71%	86%	86%
2	**P**		Public (time restricted)	**9**	0%	11%	67%	89%	78%	67%	78%
2	**Q**		Public (time restricted)	**13**	15%	54%	100%	92%	92%	92%	62%
2	**R**		Public (time restricted)	**14**	0%	36%	100%	100%	100%	93%	57%
2	**S**		Public (time restricted)	**68**	0%	46%	69%	74%	76%	78%	46%
2	**U**		Public (time restricted)	**17**	29%	82%	88%	88%	88%	88%	24%
2	**V**		Public (time restricted)	**19**	0%	16%	53%	47%	84%	42%	68%
2	**W**		Public (time restricted)	**19**	0%	0%	58%	63%	47%	74%	63%
2	**X**		Public (time restricted)	**2**	0%	0%	100%	50%	50%	0%	100%
2	**Y**		Public (time restricted)	**9**	11%	11%	100%	89%	100%	100%	100%
2	**Z**		Public (time restricted)	**6**	0%	0%	83%	83%	100%	100%	67%
2	**AC**		Public (time restricted)	**9**	0%	11%	22%	67%	89%	89%	78%
2	**AD**		Public (time restricted)	**13**	8%	15%	77%	77%	100%	85%	92%
2	**AF**		Public (time restricted)	**7**	43%	57%	71%	57%	71%	100%	100%
2	**AG**		Public (time restricted)	**8**	63%	38%	100%	100%	100%	88%	100%
2	**AH**		Public (time restricted)	**10**	60%	70%	80%	100%	90%	80%	100%
2	**AN**		Public (time restricted)	**12**	33%	42%	100%	67%	92%	92%	100%
2	**AO**		Public (time restricted)	**9**	22%	33%	78%	89%	78%	100%	100%
2	**AP**		Public (time restricted)	**6**	50%	67%	100%	83%	100%	83%	83%
2	**AQ**		Public (time restricted)	**32**	41%	63%	97%	84%	84%	91%	72%
2	**AR**		Public (time restricted)	**15**	27%	47%	87%	93%	80%	100%	87%
2	**AS**		Public (time restricted)	**4**	25%	50%	50%	0%	25%	50%	25%
2	**AT**		Public (time restricted)	**19**	11%	79%	89%	89%	84%	89%	79%
2	**AU**		Public (time restricted)	**19**	21%	95%	89%	100%	100%	100%	89%
				Subtotal	**15%**	**42%**	**76%**	**77%**	**81%**	**83%**	**69%**
Public Off-Street Parking (unrestricted)											
2	**15**		Public (unrestricted)	**33**	0%	0%	6%	52%	70%	64%	33%
2	**18**		Public (unrestricted)	**81**	1%	2%	86%	93%	98%	90%	51%
				Subtotal	**1%**	**2%**	**63%**	**81%**	**89%**	**82%**	**46%**
Public On-Street Parking (unrestricted)											
2	**C**		Public (unrestricted)	**32**	13%	25%	59%	94%	88%	72%	72%
2	**F**		Public (unrestricted)	**2**	100%	100%	100%	100%	100%	100%	100%
2	**G**		Public (unrestricted)	**8**	100%	100%	100%	88%	100%	100%	100%
2	**H**		Public (unrestricted)	**7**	14%	29%	43%	57%	86%	43%	57%
2	**I**		Public (unrestricted)	**9**	11%	0%	0%	11%	78%	89%	89%
2	**J**		Public (unrestricted)	**7**	29%	43%	57%	86%	100%	86%	86%
2	**K**		Public (unrestricted)	**4**	25%	75%	100%	100%	100%	100%	100%
2	**L**		Public (unrestricted)	**7**	43%	86%	100%	100%	100%	71%	100%
2	**N**		Public (unrestricted)	**46**	46%	83%	100%	100%	100%	87%	33%
2	**AB**		Public (unrestricted)	**4**	100%	100%	100%	100%	100%	100%	100%
2	**AE**		Public (unrestricted)	**11**	27%	18%	36%	45%	73%	64%	73%
2	**AI**		Public (unrestricted)	**10**	20%	40%	90%	90%	100%	80%	80%
2	**AJ**		Public (unrestricted)	**25**	12%	36%	68%	92%	88%	84%	68%
2	**AK**		Public (unrestricted)	**7**	29%	57%	71%	86%	71%	57%	86%
2	**AL**		Public (unrestricted)	**14**	14%	50%	100%	100%	100%	64%	57%
2	**AM**		Public (unrestricted)	**13**	15%	54%	85%	92%	92%	85%	92%
				Subtotal	**30%**	**52%**	**77%**	**88%**	**93%**	**80%**	**70%**
			TOTAL		**14%**	**27%**	**54%**	**59%**	**64%**	**57%**	**43%**

Source: Walker Parking Consultants, 2015

While, of course, the general trends remain the same, the heat map allows us to see more granularity to the data, which reflect very different uses and intensities of use among differing parking areas. So, while we still see that privately-operated parking areas peak at about 48 percent utilization, there are some peaks that approach 100 percent in certain locations. Even areas immediately adjacent to each other show different patterns.

For example, the parking lot at a financial services institution, which includes staff and customer parking (lot 6c), reflects the general pattern that we see for the whole zone, low utilization in the morning, peaking between 10:00 a.m. and 4:00 p.m., with 100 percent occupancy at 2:00 p.m., then dropping off rapidly after 4:00. Two neighboring lots (6a and 6b) are restaurant parking for staff and customers respectively. While empty for most of the day, the employee lot begins to fill in the late afternoon, and the customer lot rapidly fills in the early evening. Lots 10 and 11, directly connected to a hotel, show a very different pattern: at 6:00 a.m., the parking lot is nearly full, it quickly empties throughout the morning and early afternoon, as guests check out, but begins to fill again in the early evening as new guests check in to the hotel.

The public parking, however, shows much more consistent patterns across nearly all parking areas, filling by 8:00 a.m., and remaining nearly full throughout the day. Predictably, the unrestricted public parking areas, which allow all-day parking, fill early and remain occupied. However, the 3-hour parking in the section above shows that a majority of those spaces remain highly occupied all-day as well, though there are more areas that may be considered small and/or out of the way (i.e., street parking labeled A and B) that see lower utilization.

ZONE 5 – GENERAL OCCUPANCY TRENDS

The full numerical inventory for zone 5 reveals usage patterns very similar to those found in zone 2. The peaks are similar and utilization is noticeably higher in public versus private parking areas—with the highest occupancy in unrestricted public parking. However, overall, the demand in zone 5 appears significantly lower—as may be expected given the very different land uses and businesses. Zone 5, contains hotels, financial institutions, office buildings, residences, and a church. It has fewer retail establishments and restaurants than zone 2. With the exception of two parking garages available to the general public (lots 10 and 21), which comprise almost 1,300 of approximately 1,500 public parking spaces, nearly all of the parking is associated with individual private businesses.

Even at the busiest times—which in zone 5 are much more concentrated to between 10:00 a.m. and 2:00 p.m.—there is nearly 50 percent availability within this zone. Though the public time-restricted parking is, at times, as high 65 percent occupied.

Again, after the general numeric table shown previously, a percentage-based, heat-map table follows in order to more finely represent trends.

Figure 23: Zone 5 Occupancy Heat Map

Parking Occupancy Zone 5 - April 16, 2015												
ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory	6 AM	8 AM	10 AM	12 PM	2 PM	4 PM	6 PM
Private Off-Street Parking												
5	9	a	Private	17	18%	18%	18%	24%	35%	41%	29%
5	9	b	Private	22	9%	32%	50%	36%	86%	82%	41%
5	11		Private	27	96%	48%	33%	52%	44%	81%	85%
5	12		Private	12	8%	25%	33%	42%	33%	8%	0%
5	13		Private	17	0%	47%	94%	76%	82%	59%	35%
5	14		Private	107	66%	56%	40%	31%	26%	32%	31%
5	19		Private	50	2%	22%	64%	60%	56%	48%	18%
5	20		Private	24	54%	67%	38%	42%	54%	38%	13%
5	22		Private	32	13%	34%	50%	72%	66%	44%	22%
5	23		Private	33	0%	0%	0%	0%	0%	0%	0%
5	24		Private	47	19%	38%	51%	66%	47%	36%	32%
5	25		Private	52	10%	10%	46%	58%	71%	58%	35%
5	26		Private	24	67%	63%	42%	29%	58%	92%	83%
5	27		Private	63	16%	17%	46%	54%	46%	65%	46%
5	28		Private	14	29%	21%	43%	36%	43%	43%	50%
5	29		Private	73	86%	42%	38%	36%	40%	36%	36%
5	30		Private	62	15%	35%	82%	89%	81%	73%	13%
5	31		Private	33	18%	36%	67%	64%	67%	45%	18%
5	32		Private	14	0%	0%	14%	7%	14%	14%	71%
5	33		Private	5	0%	0%	0%	0%	0%	0%	20%
				Subtotal	**33%**	**34%**	**47%**	**48%**	**49%**	**47%**	**32%**
Public Off-Street Parking (time restricted)												
5	21	a	Public (time restricted)	112	4%	4%	15%	57%	53%	62%	98%
5	21	b	Public (time restricted)	116	2%	3%	11%	11%	9%	10%	31%
				Subtotal	**3%**	**4%**	**13%**	**34%**	**31%**	**36%**	**64%**
Public On-Street Parking (time restricted)												
5	A		Public (time restricted)	18	33%	56%	61%	44%	44%	28%	22%
5	B		Public (time restricted)	5	20%	40%	60%	100%	80%	20%	20%
5	G		Public (time restricted)	13	8%	62%	69%	62%	54%	31%	15%
5	K		Public (time restricted)	13	0%	8%	77%	46%	38%	23%	15%
5	L		Public (time restricted)	21	14%	29%	67%	100%	76%	95%	86%
5	M		Public (time restricted)	10	0%	10%	40%	80%	70%	30%	20%
5	N		Public (time restricted)	21	33%	67%	100%	100%	100%	100%	71%
5	O		Public (time restricted)	6	0%	100%	100%	67%	17%	17%	100%
5	P		Public (time restricted)	7	14%	100%	71%	57%	43%	29%	43%
5	S		Public (time restricted)	5	0%	0%	40%	60%	60%	40%	0%
5	U		Public (time restricted)	3	100%	67%	67%	100%	33%	100%	100%
5	V		Public (time restricted)	5	80%	100%	60%	100%	100%	80%	100%
5	W		Public (time restricted)	17	6%	24%	76%	82%	41%	24%	35%
5	X		Public (time restricted)	21	5%	19%	57%	81%	67%	29%	19%
				Subtotal	**17%**	**42%**	**70%**	**78%**	**62%**	**48%**	**45%**
Public Off-Street Parking (unrestricted)												
5	21	c	Public (unrestricted)	116	45%	67%	92%	91%	88%	28%	12%
5	21	d	Public (unrestricted)	63	16%	94%	92%	98%	100%	57%	8%
				Subtotal	**35%**	**77%**	**92%**	**93%**	**92%**	**39%**	**11%**
Public On-Street Parking (unrestricted)												
5	C		Public (unrestricted)	9	78%	100%	100%	100%	78%	67%	78%
5	D		Public (unrestricted)	15	73%	100%	100%	87%	100%	93%	40%
5	E		Public (unrestricted)	15	47%	100%	100%	87%	100%	93%	13%
5	F		Public (unrestricted)	6	67%	100%	100%	100%	100%	83%	100%
5	J		Public (unrestricted)	10	100%	100%	100%	100%	100%	100%	100%
5	Q		Public (unrestricted)	6	100%	100%	100%	100%	100%	83%	83%
5	R		Public (unrestricted)	5	60%	80%	100%	100%	100%	100%	100%
5	T		Public (unrestricted)	5	20%	80%	100%	100%	80%	80%	0%
5	10		Public (unrestricted-paid)	868	10%	43%	59%	53%	55%	37%	5%
				Subtotal	**17%**	**52%**	**68%**	**62%**	**64%**	**40%**	**9%**
				TOTAL	**21%**	**41%**	**55%**	**56%**	**56%**	**43%**	**25%**

Source: Walker Parking Consultants, 2015

The heat map for zone 5, shows even more pronounced fully-occupied, unrestricted on-street parking, with nearly all of it filled all day (though, in total, it only represents 71 parking spaces out of the 2,849 found in this zone). The time-restricted, on-street parking (3 hour) is also busy, and accounts for another 165 parking stalls.

Other notable utilization occurs in the two publicly available parking garages: the privately-operated, paid facility Lincoln Towne Centre (lot 10), and the municipal 5th Avenue Garage (lot 21). With 868 parking spaces, lot 10 represents nearly a third of all publicly available parking spaces in zone 5; it offers monthly permit parking for $55 - $70, and visitor parking for $1 per 30 minutes, with a $12 daily maximum. At peak, this lot was only little more than half-full, providing significant capacity in a location which is very central to the commercial portion of zone 5.

The municipal garage (lot 21) is located across Scottsdale Road from zone 5, and lies between 3rd and 5th Avenues. The bottom two floors of this above-ground parking structure (21a and 21b) are 3-hour parking spaces; the upper levels (21c and 21d) allow all-day parking for employees in the area. All parking in this garage is free. The differences in utilization between the two areas of the garage is notable. The upper floors, which allow unlimited parking are effectively at capacity between 8:00 a.m. and 2:00 p.m., while the lower levels have significant availability throughout the day. At 6:00 p.m., probably due to the number of dining establishments nearby, the first floor filled nearly to capacity—though there were an abundance of empty spaces through the balance of the parking structure.

NORTHEAST QUADRANT ANALYSIS BY TYPE

The following pages provide several tables and charts that combine the data for zones 2 and 5 into full northeast quadrant summary.

Recall from the introduction, that the effective supply threshold for a downtown parking system is roughly 85% to 90% of total capacity. In very general terms, the tables indicate that there is significant parking available to within the quadrant but it is scattered throughout the area. The tables also highlight certain hotspots of demand, particularly public parking during peak hours in zone 2.

To provide further insight into the utilization patterns for Zone 2, we have included a set of graphics showing how parking demand impacts the various lots and street spaces throughout the day. These maps are included after the tables.

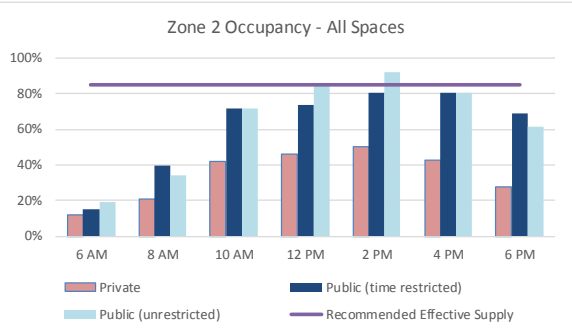
Figure 24: Zones 2 and 5 Analysis by Parking Type - **Public versus Private**

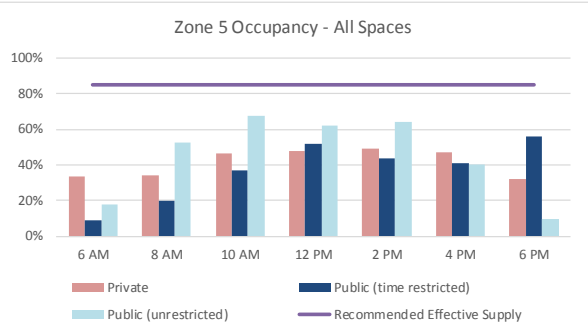
All spaces (zones 2 and 5): Public versus private

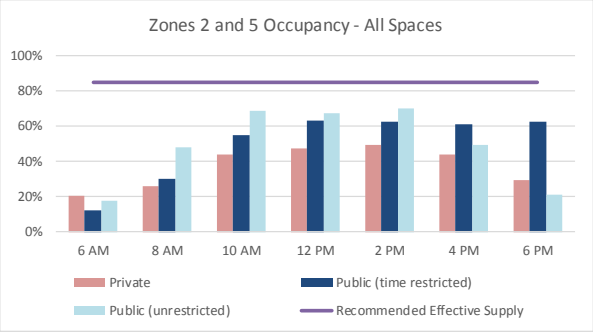
Zone 2	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Private	1129	132	233	477	524	566	478	312
Public (time restricted)	417	62	166	300	307	336	335	287
Public (unrestricted)	320	62	109	230	273	294	258	196
	1866	**256**	**508**	**1007**	**1104**	**1196**	**1071**	**795**
Private	61%	12%	21%	42%	46%	50%	42%	28%
Public (time restricted)	22%	15%	40%	72%	74%	81%	80%	69%
Public (unrestricted)	17%	19%	34%	72%	85%	92%	81%	61%
	100%	**14%**	**27%**	**54%**	**59%**	**64%**	**57%**	**43%**

Zone 5	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Private	728	243	249	339	350	356	343	235
Public (time restricted)	393	34	79	145	205	172	160	220
Public (unrestricted)	1118	195	584	755	697	715	449	106
	2239	**472**	**912**	**1239**	**1252**	**1243**	**952**	**561**
Private	33%	33%	34%	47%	48%	49%	47%	32%
Public (time restricted)	18%	9%	20%	37%	52%	44%	41%	56%
Public (unrestricted)	50%	17%	52%	68%	62%	64%	40%	9%
	100%	**21%**	**41%**	**55%**	**56%**	**56%**	**43%**	**25%**

Zones 2 and 5 combined	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Private	1857	375	482	816	874	922	821	547
Public (time restricted)	810	96	245	445	512	508	495	507
Public (unrestricted)	1438	257	693	985	970	1009	707	302
	4105	**728**	**1420**	**2246**	**2356**	**2439**	**2023**	**1356**
Private	45%	20%	26%	44%	47%	50%	44%	29%
Public (time restricted)	20%	12%	30%	55%	63%	63%	61%	63%
Public (unrestricted)	35%	18%	48%	68%	67%	70%	49%	21%
	100%	**18%**	**35%**	**55%**	**57%**	**59%**	**49%**	**33%**







Source: Walker Parking Consultants, 2015

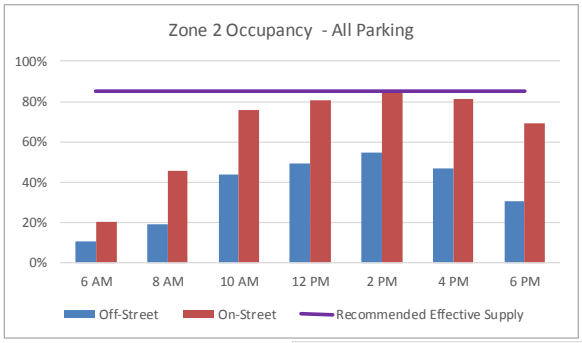
Figure 25: Zones 2 and 5 Analysis by Parking Type - **On-Street versus Off-Street**

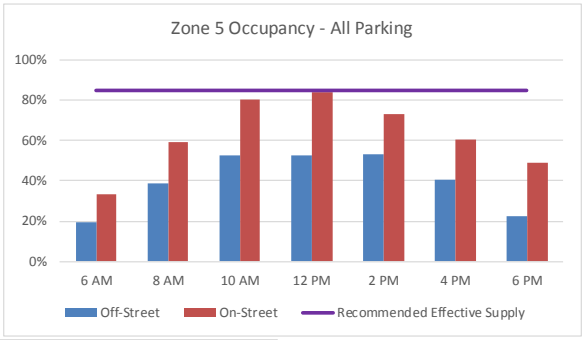
All spaces (zones 2 and 5): On-street versus off-street

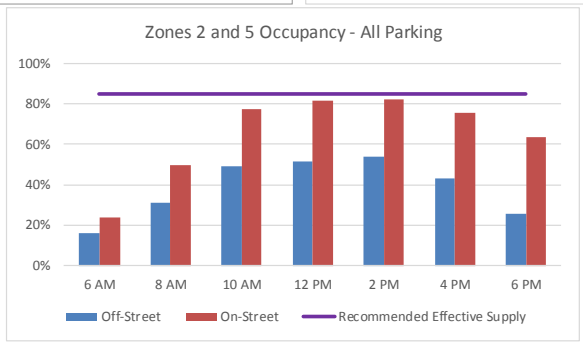
Zone 2	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Off-street	1293	139	246	571	640	706	604	397
On-Street	573	117	262	436	464	490	467	398
	1866	**256**	**508**	**1007**	**1104**	**1196**	**1071**	**795**
Off-street	69%	11%	19%	44%	49%	55%	47%	31%
On-Street	31%	20%	46%	76%	81%	86%	82%	69%
	100%	**14%**	**27%**	**54%**	**59%**	**64%**	**57%**	**43%**

Zone 5	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Off-street	2003	394	772	1049	1054	1070	810	446
On-Street	236	78	140	190	198	173	142	115
	2239	**472**	**912**	**1239**	**1252**	**1243**	**952**	**561**
Off-street	89%	20%	39%	52%	53%	53%	40%	22%
On-Street	11%	33%	59%	81%	84%	73%	60%	49%
	100%	**21%**	**41%**	**55%**	**56%**	**56%**	**43%**	**25%**

Zones 2 and 5 combined	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Off-street	3296	533	1018	1620	1694	1776	1414	843
On-Street	809	195	402	626	662	663	609	513
	4105	**728**	**1420**	**2246**	**2356**	**2439**	**2023**	**1356**
Off-street	80%	16%	31%	49%	51%	54%	43%	26%
On-Street	20%	24%	50%	77%	82%	82%	75%	63%
	100%	**18%**	**35%**	**55%**	**57%**	**59%**	**49%**	**33%**







Source: Walker Parking Consultants, 2015

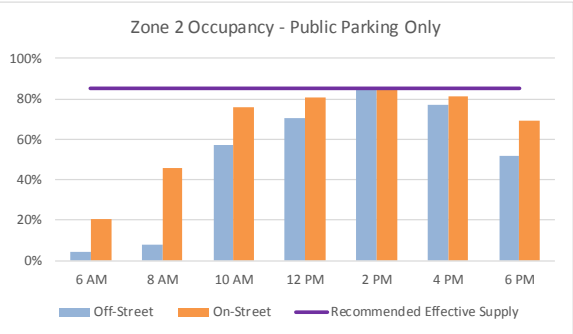
Figure 26: Zones 2 and 5 Analysis by Parking Type – **Public Spaces Only**

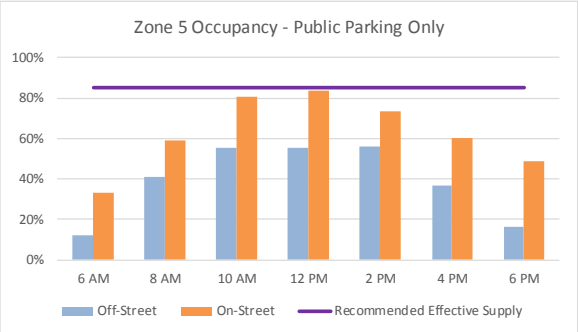
Public Spaces only (zones 2 and 5): On-street versus off-street

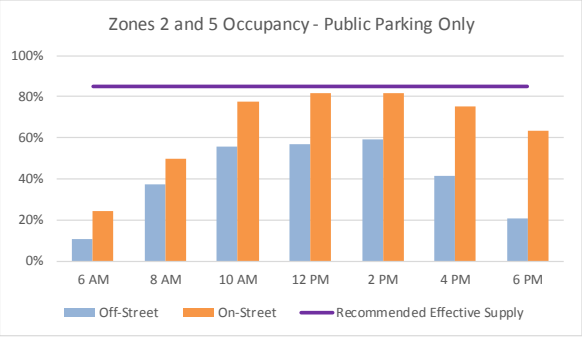
Zone 2	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Off-street	164	7	13	94	116	140	126	85
On-Street	573	117	262	436	464	490	467	398
	737	124	275	530	580	630	593	483
Off-street	22%	4%	8%	57%	71%	85%	77%	52%
On-Street	78%	20%	46%	76%	81%	86%	82%	69%
	100%	**17%**	**37%**	**72%**	**79%**	**85%**	**80%**	**66%**

Zone 5	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Off-street	1275	151	523	710	704	714	467	211
On-Street	236	78	140	190	198	173	142	115
	1511	229	663	900	902	887	609	326
Off-street	84%	12%	41%	56%	55%	56%	37%	17%
On-Street	16%	33%	59%	81%	84%	73%	60%	49%
	100%	**15%**	**44%**	**60%**	**60%**	**59%**	**40%**	**22%**

Zones 2 and 5 combined	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Off-street	1439	158	536	804	820	854	593	296
On-Street	809	195	402	626	662	663	609	513
	2248	**353**	**938**	**1430**	**1482**	**1517**	**1202**	**809**
Off-street	64%	11%	37%	56%	57%	59%	41%	21%
On-Street	36%	24%	50%	77%	82%	82%	75%	63%
	100%	**16%**	**42%**	**64%**	**66%**	**67%**	**53%**	**36%**

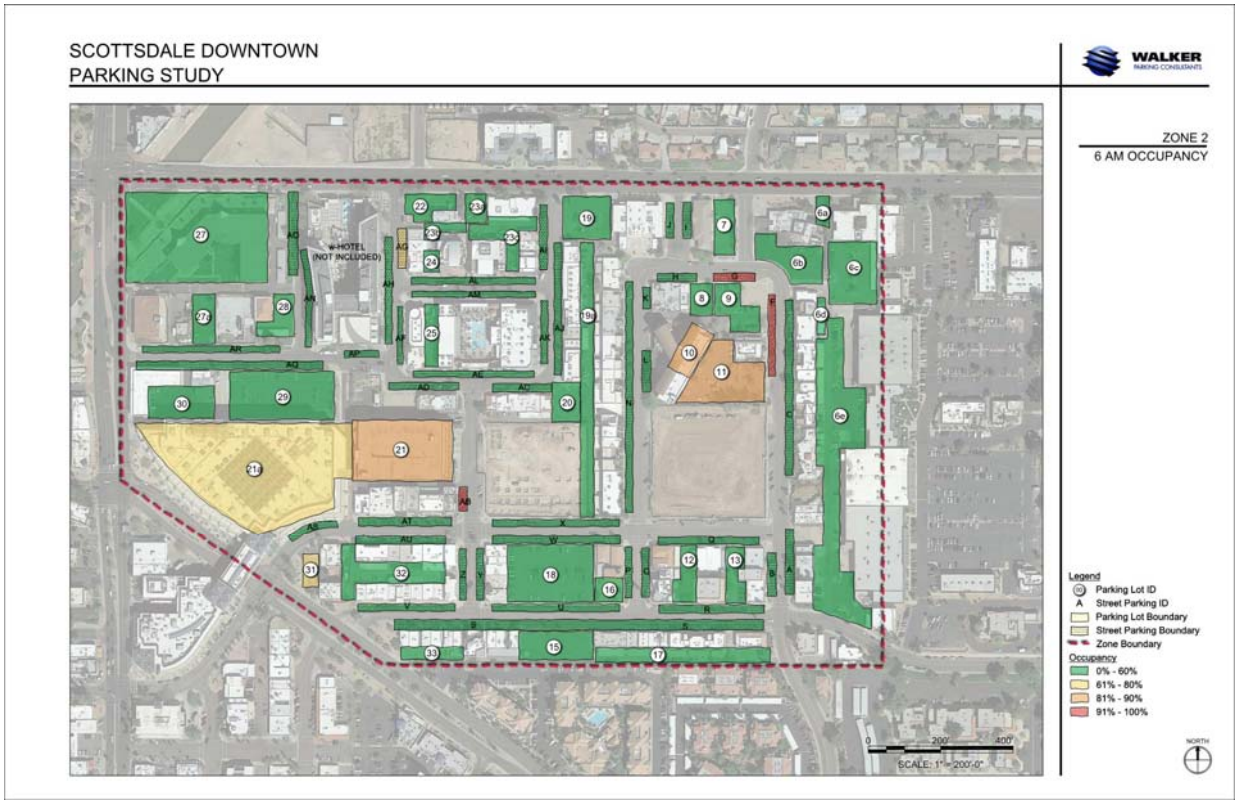


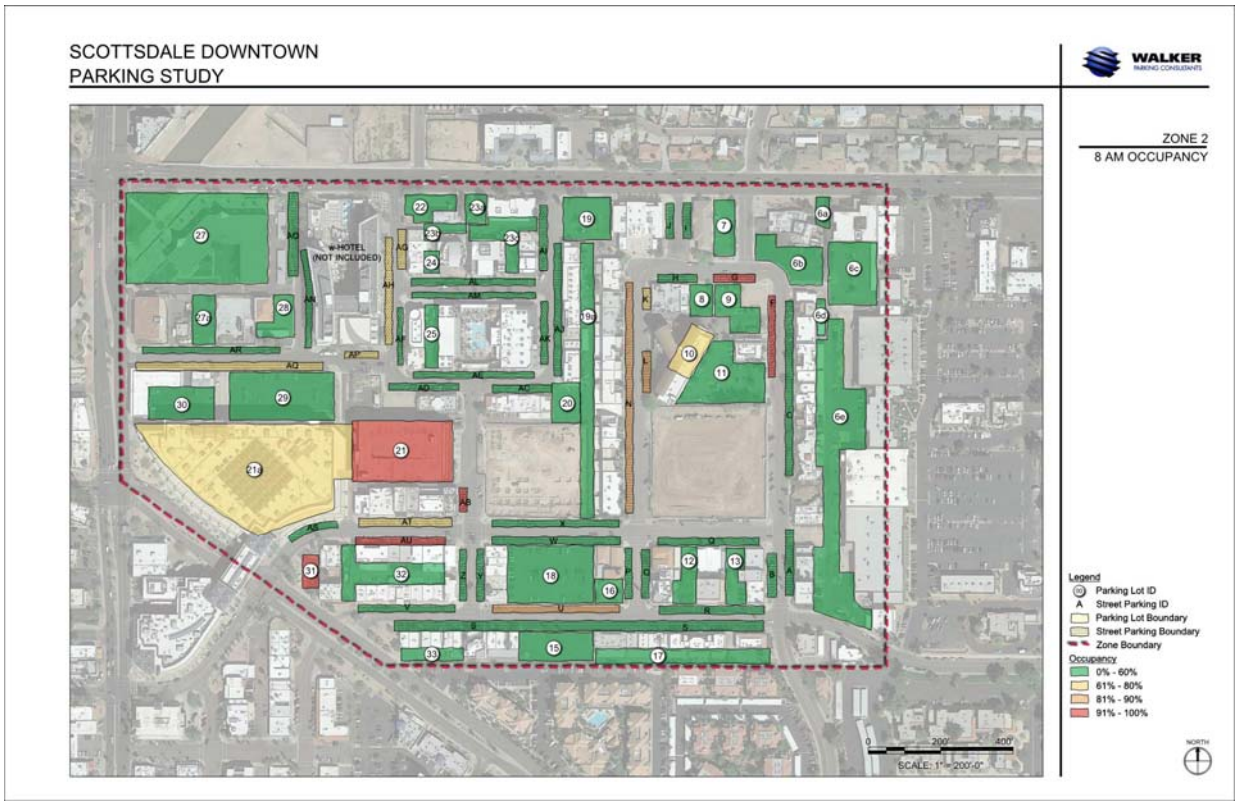




Source: Walker Parking Consultants, 2015

Figure 27: Zone 2 Occupancy Maps by Time of Day





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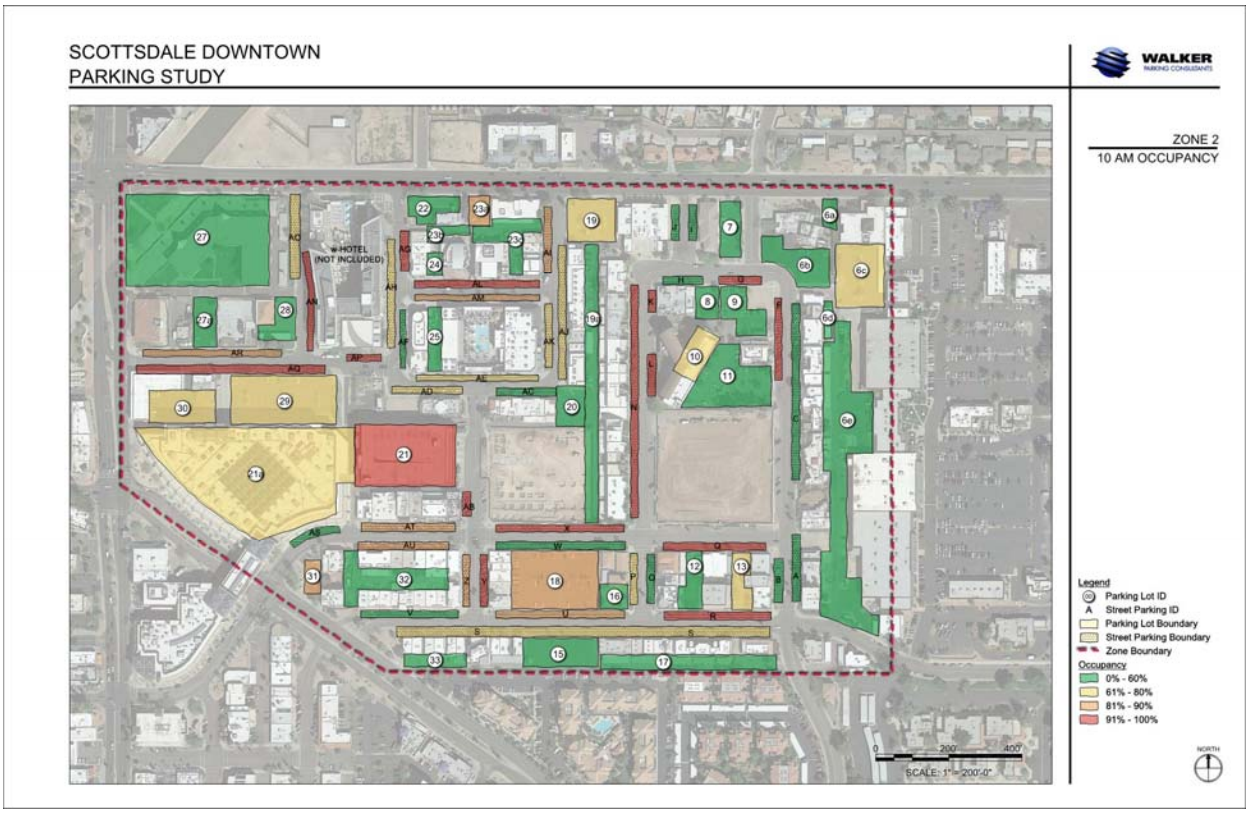

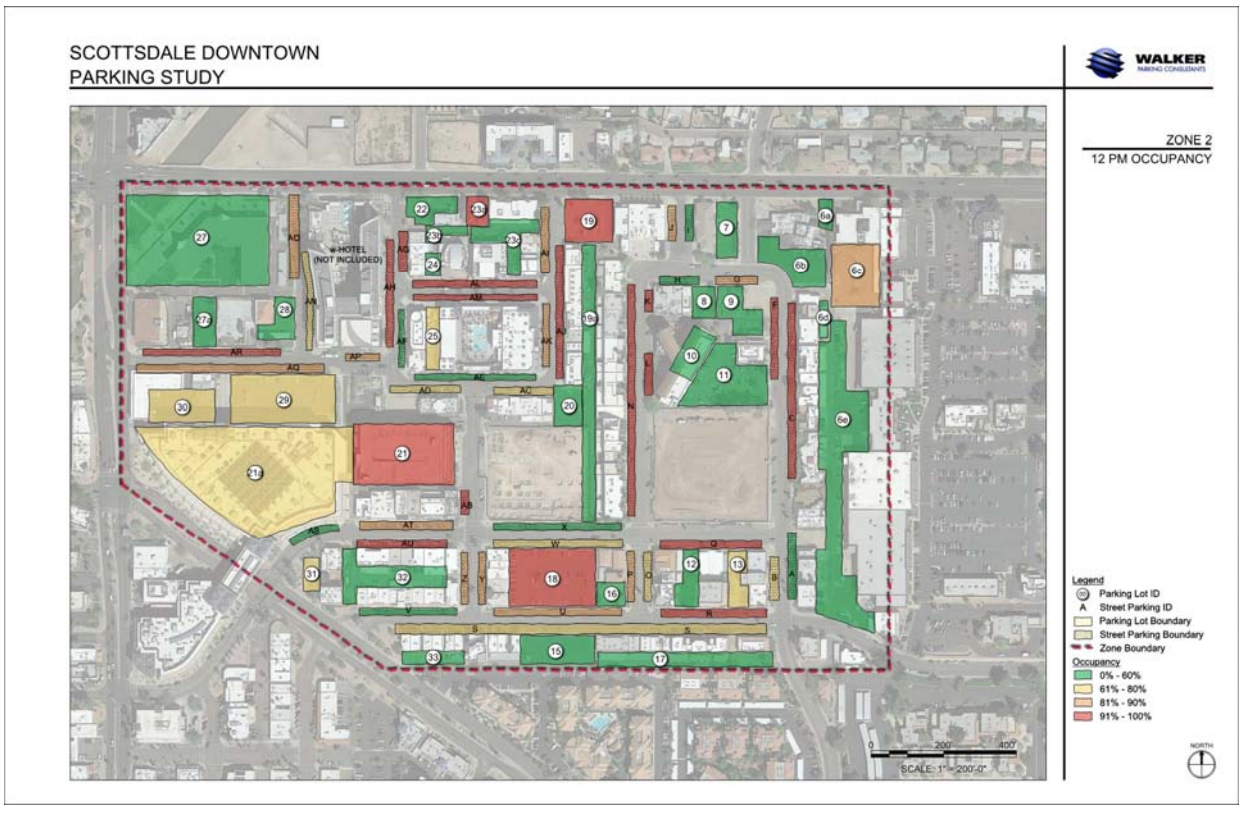

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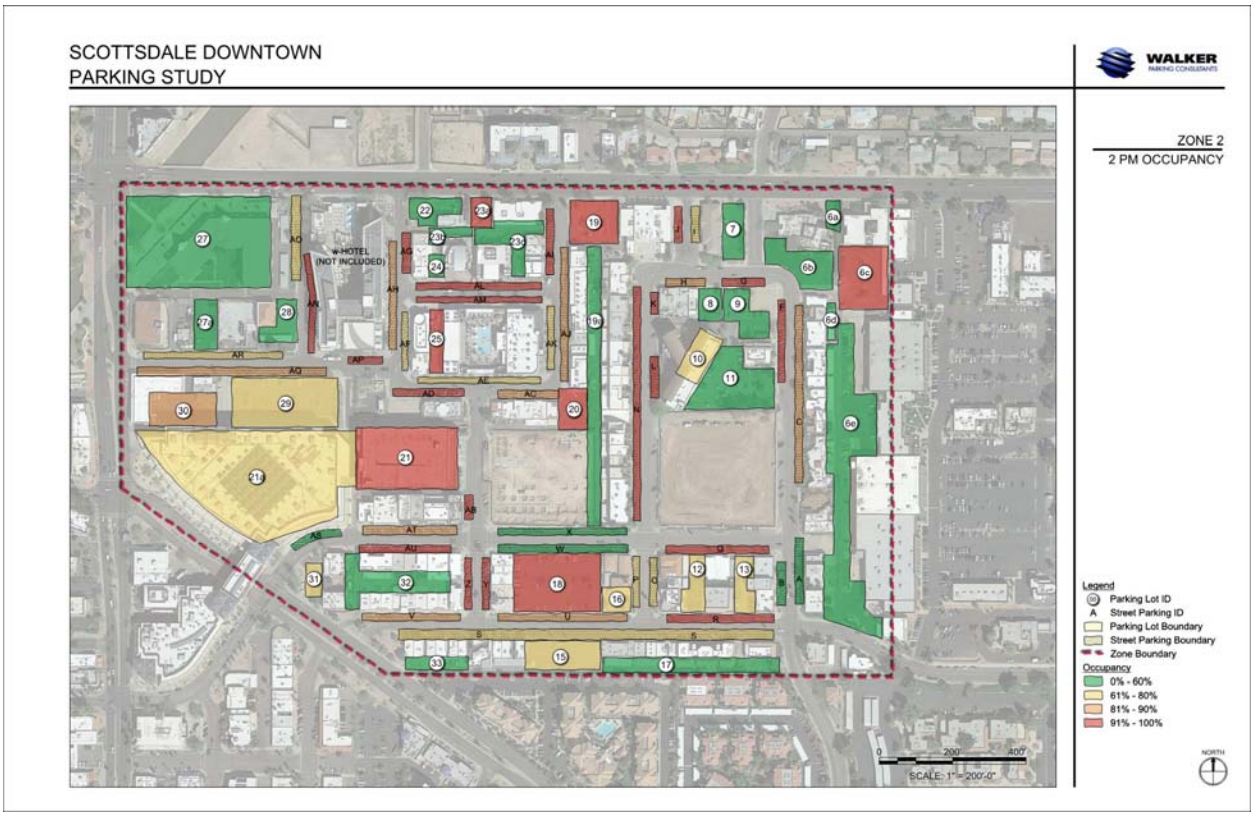

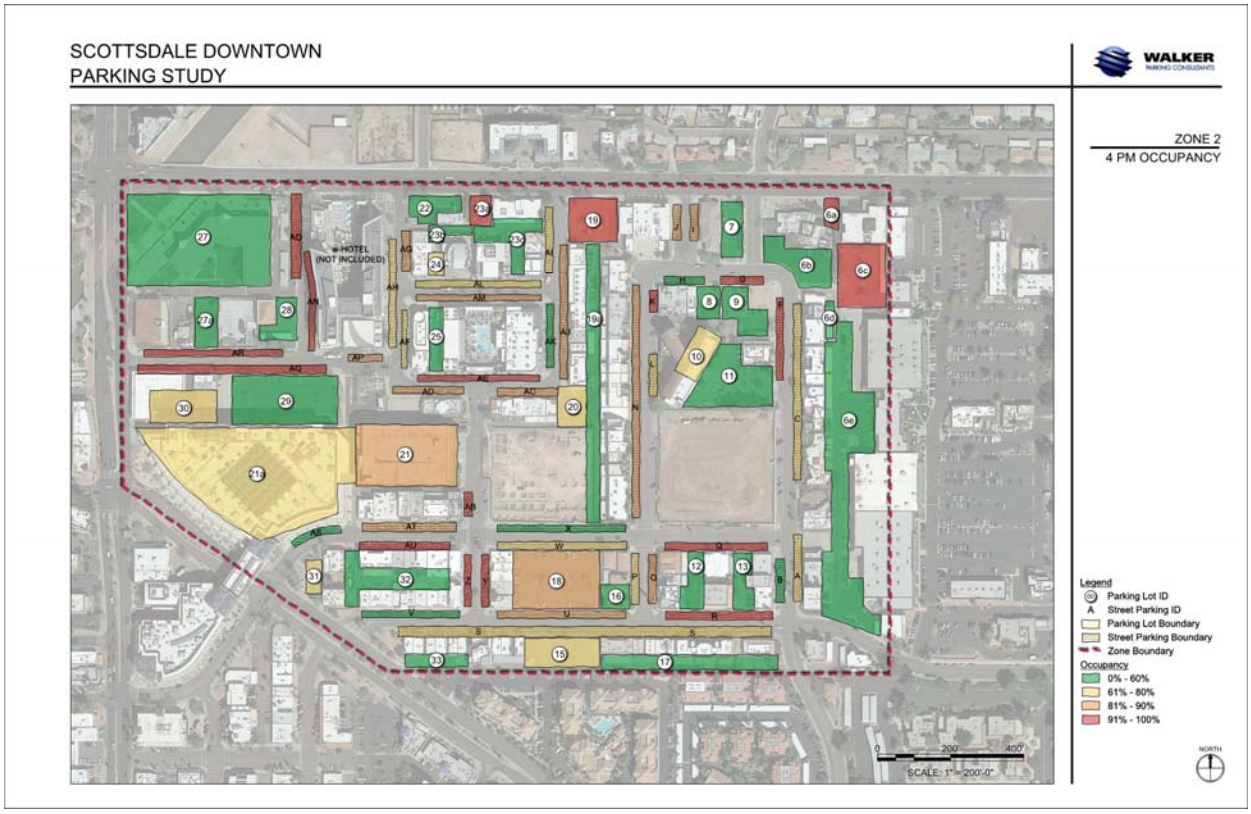

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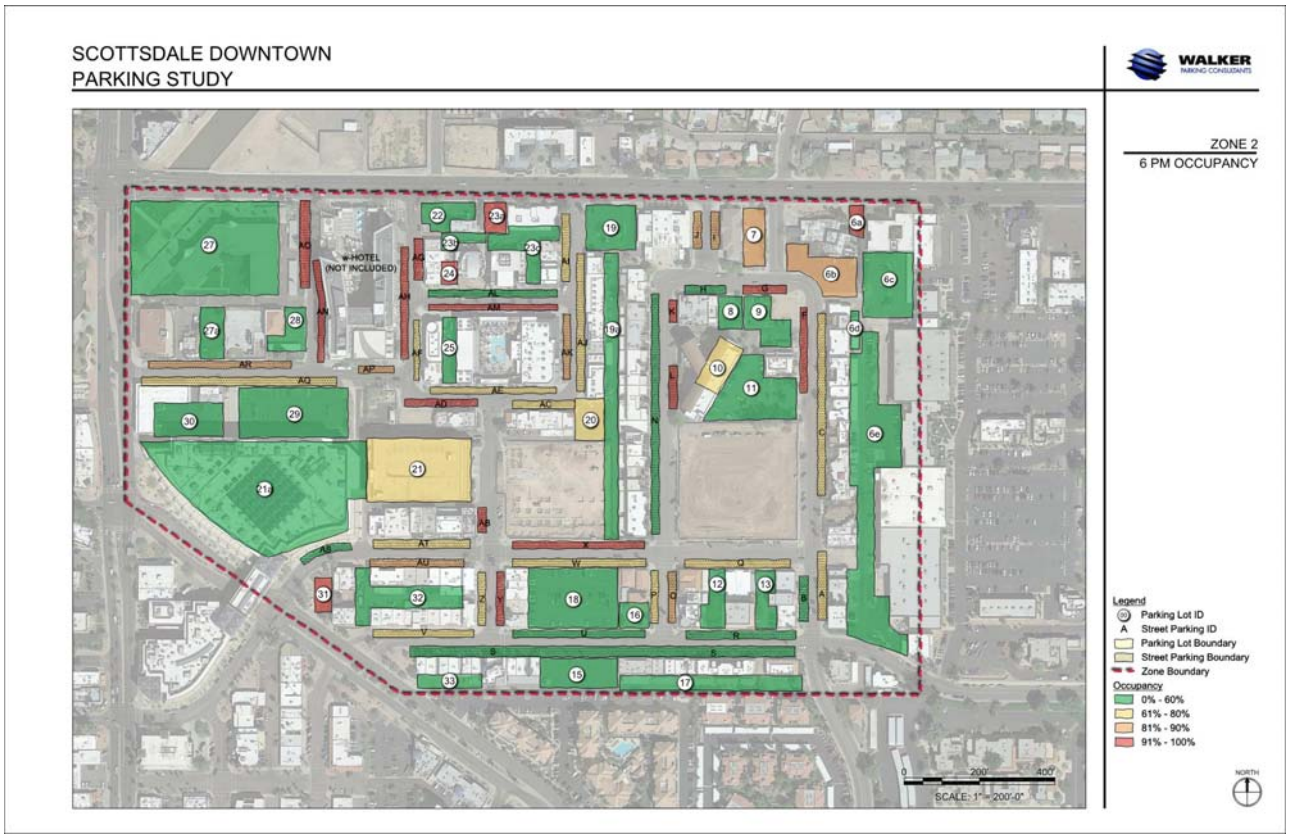


Source: Walker Parking Consultants, 2015

INITIAL OCCUPANCY CONCLUSIONS

In general, Walker recommends that all parking systems maintain an effective supply cushion of between 5% and 15% depending on user group type and familiarity with the system. (Please see introduction section for a definition of this term). Industry research indicates that a 15% cushion is most appropriate for public parking, especially on-street systems, as this will allow for a handful of empty parking spaces per block face or facility and will limit the amount of time that a visitor or customer will spend searching for an available stall.

Based on the tables and discussion provided above we conclude the following:

- Zones 2 and 5 show overall parking sufficiency when including all parking types (public and private) on all blocks. However, Zone 2 shows an effective shortage of public parking spaces, meaning that on-street and public lots exceed 85% occupancy at the peak hour(s). Zone 5 has some public capacity remaining due mostly to the inclusion of the 5th Avenue garage. Both zones 2 and 5 experience similarly high utilization of on-street public parking (at 86% and 84% utilized respectively).
- For some areas in Zone 2, the localized shortages may occur at off-peak times, with visitor and public parking filling to effective capacity as early as 10:00 a.m. and staying full throughout the day. The maps, beginning on page 36, show parking utilization throughout the day for this zone.
- On a quadrant-wide basis, it appears that the system (while busy) accommodates the parking demand generated by current land uses, though some patrons and employees may be parking

in more remote facilities, and some of the Galleria demand is likely parking outside of the district. This is evidenced by the combined occupancy rates which are below effective capacity for both public and private parking.

- However, the conclusion above does not guarantee that available spaces are easy to find or necessarily convenient to a patron's destination. In some instances, patrons (and employees) may need to park down the street or even several blocks from their destination or in the 5th Avenue garage. Some business owners likely attribute this as a parking problem stemming from lack of supply.
- Current enforcement within the zone has been generally effective in maintaining turn-over and an adequate supply of public spaces. However, there is room for improvement as our field observations suggest that there is still some percentage of time-limited parking is being used by employees rather than visitors.
- Finally, we conclude that Zone 2 cannot support any increases in parking demand without encountering additional capacity issues. Off-street public parking supplies are at 85% occupied at the peak hour (2:00 p.m.), and on-street utilization is at 86% at the peak hour. Based on industry standards, we define parking systems as being "effectively full" when they reach occupancies of 85% and above. Future new development and/or intensification at the Galleria may lead to more frequent and more intense parking shortages in the area.
- We estimate that while the Galleria still has a major impact in Zone 2, some of its overflow demand has been shifted to other zones and other facilities.

We understand that some long-time business owners in the northeast quadrant may feel that on-street parking is over utilized as the spaces most convenient to their businesses are frequently full. A 1982 zoning change allowed many businesses in this district to count on-street parking toward their total parking requirements; this change impacted 106 different parcels at the time. Today, this means that many businesses may not have any off-street parking, or may only have a limited supply available. Some of these owners are concerned that the lack of street parking (or the lack of readily accessible street parking) will impact shopping behaviors for their potential customers.

Though the on-street parking issues can be a difficult challenge to address, there a number of proactive solutions that the city may want to consider in addition to any expansion of the parking system. These solutions including possible time-limit modifications, changes to enforcement, and on-street permit programs, will be discussed in a later section of this report and also included in our list of items for possible implementation.

Remaining sections of this analysis are aimed at quantifying and addressing parking challenges for individual factors such as special events, the Galleria Corporate Center, and proposed future development.

SPECIAL DEMAND GENERATORS

GALLERIA CORPORATE CENTER DISCUSSION

The Scottsdale Galleria was originally developed in 1991 as an indoor mall featuring high end boutique-style retailers, a cinema, and a proposed aquarium (which was never developed). The property failed as a shopping center during the early 1990's recession.

Photo Credit: CBRE

In 2000, the property was sold to JEMB real estate. The new owners redeveloped the mall and converted the property to an indoor corporate office center. No additional parking was required at the time of the conversion, as the development is located within the downtown planning zone and parking ratios were grandfathered in for the original use.

In some instances, office building parking ratios are similar to the needs of a similar-sized retail center. This proved to be not the case for the Galleria as some of the tenants for the Corporate Center included higher-density employers and technology firms. In addition, the conversion from an indoor mall to a corporate center meant that some of mall's original atrium space has since been converted to leasable office building square footage, essentially expanding the demand footprint of the building without modifying the exterior.


Photo Credit: Google.com

In September of 2013, the property was sold again to the current ownership group, a joint venture partnership between Triyar Cos. and Oaktree Capital Management. Triyar is a known developer in downtown Scottsdale and is actively involved in the redevelopment of a number of restaurant and entertainment venues in the immediate area known as the downtown "Entertainment District." Triyar was also the developer for the W Hotel project located just north of the Galleria.


http://galleriascottsdale.com/

The most recent purchase of the Corporate Center, included the Galleria itself and the adjacent parking garage. The Galleria is now 90

percent leased, mostly with office tenants including the health care / pharmaceutical purchasing company McKesson Corp. (http://www.mckesson.com/), the on-line review site Yelp (http://www.yelp.com/), and another web-based technology firm called Zenefits (www.zenefits.com/). The Scottsdale Culinary Institute also is based in the development and utilizes spaces in the City's 5th Avenue parking garage on the upper levels.

Presumably, the mall was originally developed with sufficient parking for retail uses. However, the property now houses an expanded floor area and also includes number of tenants that would be considered high-density (McKessen, Yelp, and Zenefits) with parking demand ratios very similar to call center in terms of the numbers of employees being accommodated on-site at any given time.

Galleria Parking Needs:

A snapshot of the parking needs for the building is provided below and offers a picture of the potential parking supply/demand challenges presented by the building with its current mix of tenants. This analysis is put together using a number of different sources including historical documents provided by the city, leasing data from the current property managers at the Galleria (Stockdale Capital Partners), and interviews with McKessen. Not all data is 100% current as some of the tenants are in the midst of expansion including a major hiring push for Zennefits and a planned expansion for McKesson later this year. Employee totals are therefore estimated as of current conditions.

Figure 28: Galleria Estimated Parking Impacts

Galleria	Estimated Square Footages	Estimated Employees	Estimated Demand Ratio	Estimated Parking Demand [1]
Leased				
McKessen Specialty Arizona	175,643	900 + ~500 contract empl.	8.0 / 1,000	1,410
Zenefits	125,613	1,300 (currently adding staff)	10.0 / 1,000	1,260
SAP America	104,192	200	2.0 / 1,000	210
Scottsdale Culinary Institute	49,884	?? (students park off site)	1.0 / 1,000	50
Yelp Inc.	48,912	570	10.0 / 1,000	490
Saigicor Life Insurance	43,097	??	3.0 / 1,000	130
CA, Inc.	15,867	??	3.0 / 1,000	50
Various (>15K each)	79,528	300	3.0 / 1,000	240
Leased Summary:	642,736	over 4,000	6.0 / 1,000	3,840
Parking Provided On-Site:				
East Garage (9 levels)				1,092
Below-grade garage (3 levels)				660
Lot				107
TOTAL:				1,859
PROJECTED PARKING DEFICIT [2]				**-1,981**

1. Tenants are currently allocated parking on-site per their lease agreements with ratios in the range of 4.0 to 6.0/1,000 (which may or may not meet their total need). Many tenants receive reserved parking areas within the garage. Tenants pay a monthly rate for permit spaces. Some employees may also be paying for parking as a pass-through charge. Employees who do not receive a parking permit are expected to make accommodations elsewhere, though some employers have negotiated separate arrangements for overflow spaces in one of the available public garages.

2. This estimate reflects estimated current conditions and does not include the expanded footprint for Zennefits or the vertical expansion of the garage.

Source: Walker Parking Consultants, 2015

The parking needs generated on-site are greater than the available supply of parking. As a result, some of the tenants (including McKessen) have entered into parking arrangements for overflow spaces throughout the downtown including stalls at the Library Garage and (informally) in the Fashion Square Mall garage adjacent to Nordstrom's.

As mentioned above, both Zenefits and McKessen are in the midst of expansion plans, with Zenefits currently expanding their footprint within the building to occupy some of the existing vacant square footage. The developers of the Galleria are hoping to accommodate some of the added demand by adding a three-level expansion to the existing Galleria garage (the above-ground portion). This will add an additional on-site parking capacity.

However, even with the vertical expansion of the garage, we anticipate that the property is still significantly under parked.

On-Site Utilization Statistics

Current utilization statistics provided by Stockdale Capital Partners indicates that the Galleria garage is well-utilized. Parking utilization tables are provided on the next page. The estimated occupancies are based on the percentage of vacant stalls as provided by the Gallaria over an eight week sample period. Counts were collected at 9 am and 2 pm.

Overall utilization of the garage was above 85% at all times with the peak survey date approaching 90% occupied. As this garage serves primarily assigned employee parkers, we conclude that the below-grade levels could perhaps afford to be over-assigned by another 5%-10%, in order to increase utilization. However, as many of the below-grade spaces are allocated as reserved stalls, the current ownership group does not believe they have much ability to increase the utilization of these stalls, since it is up to individual tenants to assign of over-assign the permits.

Stockdale has retained Walker (under a separate project) to evaluate access controls and parking management options for the garage and may modify some of the parking assignments to better accommodate the current and projected demand.

Figure 29: Galleria Estimated On-Site Parking Utilization

Survey Period (week of)	Garage Level	Inventory	Survey Time	Estimated Occupancy	Occupancy Percentage	Survey Time	Estimated Occupancy	Occupancy Percentage
27-Feb	Above Ground	1,092	9:00 AM	1,016	93%	2:00 PM	1,016	93%
	Below Ground	660		495	75%		528	80%
		1,752		1,511	86%		1,544	88%
6-Mar	Above Ground	1,092	9:00 AM	1,005	92%	2:00 PM	1,016	93%
	Below Ground	660		482	73%		528	80%
		1,752		1,487	85%		1,544	88%
13-Mar	Above Ground	1,092	9:00 AM	1,005	92%	2:00 PM	983	90%
	Below Ground	660		535	81%		515	78%
		1,752		1,540	88%		1,498	86%
20-Mar	Above Ground	1,092	9:00 AM	1,016	93%	2:00 PM	1,005	92%
	Below Ground	660		515	78%		521	79%
		1,752		1,531	87%		1,526	87%
27-Mar	Above Ground	1,092	9:00 AM	1,026	94%	2:00 PM	1,016	93%
	Below Ground	660		541	82%		541	82%
		1,752		1,567	89%		1,557	89%
3-Apr	Above Ground	1,092	9:00 AM	1,005	92%	2:00 PM	994	91%
	Below Ground	660		521	79%		502	76%
		1,752		1,526	87%		1,496	85%
10-Apr	Above Ground	1,092	9:00 AM	1,026	94%	2:00 PM	1,016	93%
	Below Ground	660		515	78%		515	78%
		1,752		1,541	88%		1,531	87%
17-Apr	Above Ground	1,092	9:00 AM	1,016	93%	2:00 PM	1,005	92%
	Below Ground	660		515	78%		541	82%
		1,752		1,531	87%		1,546	88%

Source: Walker Parking Consultants, 2015

Current Public Parking Commitments

The following public parking commitments are currently tied to the property. The current ownership group is interested in re-negotiating some of these agreements as they prepare to develop on the north lot.

- The Galleria garage was developed on a public parking lot; therefore 127 public spaces are "grandfathered" in to the agreement; the Galleria must make these spaces available for public use at any time for free self-park
- In addition, the Galleria must allow for public self-parking in the North lot (107 spaces) on weekends and evenings; these spaces are supposed to be available from 6 pm – 3 am on Monday-Friday and all day on Saturday and Sunday

- Also, the garage must allow for public valet- parking in 327 spaces in the above ground portion on evenings and weekends per the same schedule above.
- However, the property owner has the option to provide valet parking (with a charge) for the entire above ground garage and can keep revenues from this operation to help offset the cost of maintaining the public parking stalls within the garage.
- The same valet stipulation also applied to any dates when the downtown hosts large special events.

As part of the vertical expansion, the Galleria must provide an additional 16 free public self-park spaces within the garage. As stated above the developer is interested in re-negotiating the existing agreement so that the North parking lot can be redeveloped with a new building (this would result in the loss of 107 parking spaces).

Notes on Parking Requirements per Code

Per discussions with the City planning department, we understand that the Galleria property is currently grandfathered in under older parking commitments. As the City does not have a set requirement for high density office, the current available ratio of spaces is actually higher than what is required for the building under current ordinance. The developer has some flexibility to expand the internal footprint of building tenants; they do this by redeveloping into a portion of the building's interior atrium and also by expanding the building footprint into the western-most wing. Neither of these redevelopment triggers a re-calculation of City minimum parking requirements.

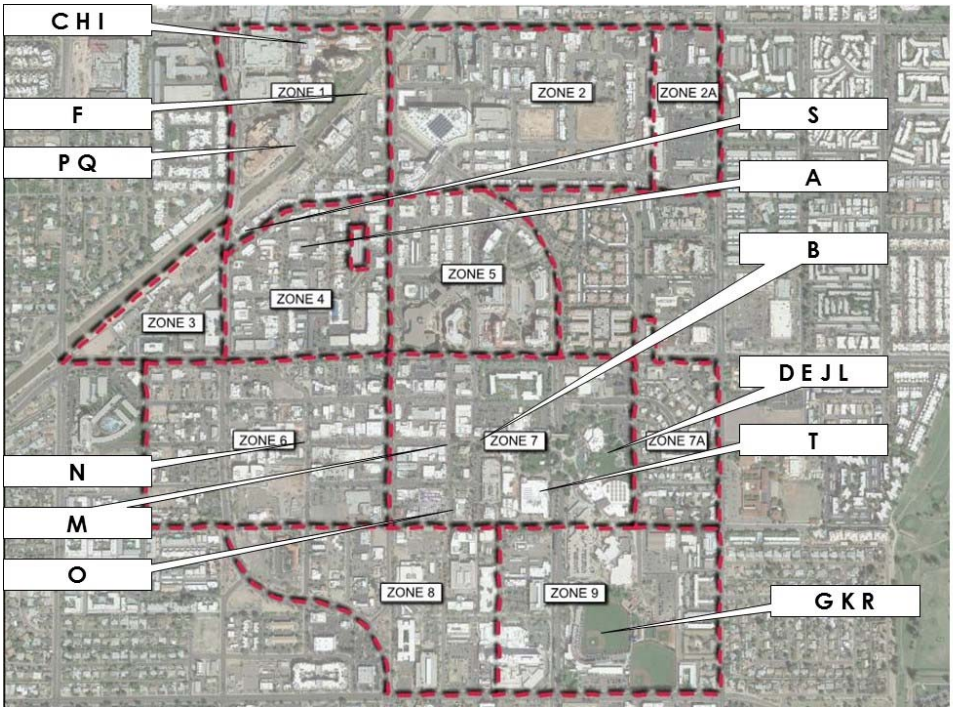
There is not transportation demand management (TDM) or transit requirement currently in place. Due to the density of the site, Walker may end up recommending some sort of formal TDM program—such as subsidizing or incentivizing alternatives to single-occupancy vehicle (SOV) commuting—be added.

It is our understanding that part of the below-grade garage may have been reconfigured since the property was originally developed. This includes a closure of what used to be a western access point to the below grade parking levels. We understand that nested and segregated parking areas have also (likely) been added since the property was originally constructed.

DOWNTOWN SPECIAL EVENTS

Throughout the course of the year, downtown Scottsdale sees numerous large events, which can place demands on parking—beyond what is usual. These events range from the Parada Del Sol—which occurs once a year and draws 50,000 people—to the ArtWalk or Farmers' Market, which may be repeated as frequently as weekly and draw 1,000 to 2,000 attendees. The events upon which we are focusing (those provided by the City and found via research) are scattered throughout the downtown area. There are notable clusters, however, in the southeast at the Civic Center Mall, Center for Performing Arts, and Scottsdale Stadium; and in the northwest in the Canal Banks and Fashion Square area. The map below locates the events and references them by letter (a table delineating each event appears on the next page.

Figure 30: Downtown Event Venue Map



Source: Walker Parking Consultants, 2015

These events, each of which draws 500 or more people, represent 247 occurrences—and are spread throughout the year. Over eighty percent of these events draw fewer than 2,500 attendees (on an attendance per day basis). With the exception of Spring Training Baseball, nearly all events that attract over 2,500 people occur on weekends, in areas with large parking garages that are likely to have capacity during off-peak days and hours. Events are listed in the table on the next page, and on the heat map showing the frequency and size of these happenings.

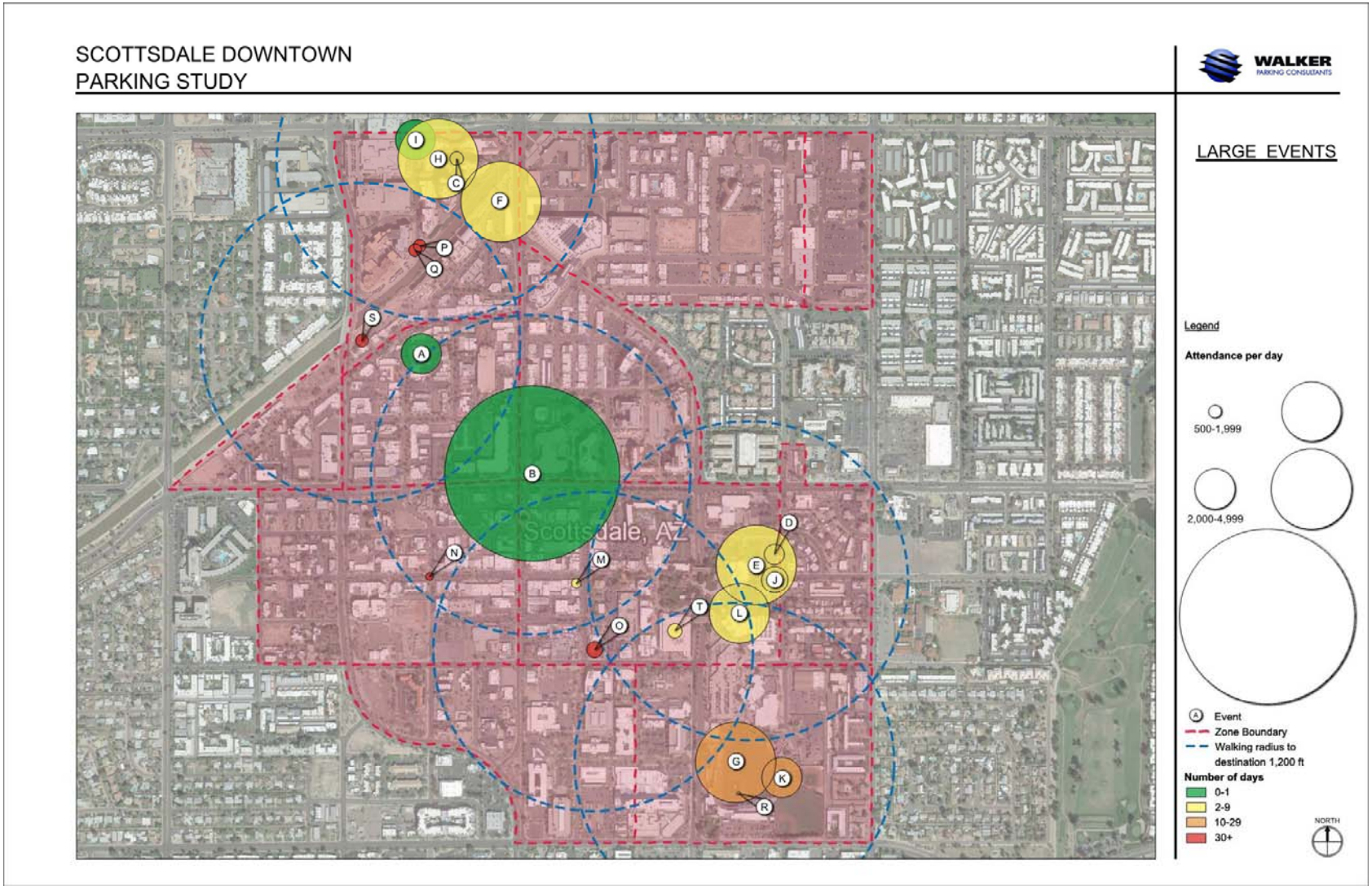
Additional analysis of special events is taken into account in the next section of this report, which evaluates possible garage locations and sizing.

Figure 31: Downtown Event List and Impacts

Event	Event Name	Location	Date(s)	Duration (days)	Day(s) of Week	Attendance per day	Est. Parking Demand	Total Annual Attendance	Parking Ratio
A	Fiesta Bowl Pep Rally	Entertainment District	Early Jan	1	New Year's Eve	5,000	1,700	5,000	0.34
B	Parada Del Sol	Scottsdale Rd. & Old Town	Mid Feb	1	Sat	50,000	17,000	50,000	0.34
C	Thunderbird Fine Art & Wine	Canal Banks	Mid Feb/ Early Dec	6	Fri-Sun	1,667	567	10,000	0.34
D	Baseball Fest	Civic Center Mall	Late Feb	2	Sat-Sun	2,500	850	5,000	0.34
E	Scottsdale Arts Festival	Civic Center Mall	Mid Mar	3	Fri-Sun	10,000	3,400	30,000	0.34
F	Canal Convergence	Canal Banks	Early Mar	3	Fri-Sun	10,000	3,400	30,000	0.34
G	Spring Training	Scottsdale Stadium	Mar	16	.5 weekday; half weekend	10,000	3,400	160,000	0.34
H	Italian Festival	Canal Banks	Mar	2	Sat-Sun	10,000	3,400	20,000	0.34
I	The Original Taste	Canal Banks	Early Apr	1	Saturday	5,000	1,700	5,000	0.34
J	Scottsdale Culinary Fest.	Civic Center Mall	Early Apr	6	Tue-Sun	3,333	1,133	20,000	0.34
K	Arizona United Soccer	Scottsdale Stadium	Apr - Sep	14	13 w/e eves; 1 w/d eve	5,000	1,700	70,000	0.34
L	ArtFest	Civic Center Mall	Late Nov	2	Sat-Sun	7,500	2,550	15,000	0.34
M	Cowboy Christmas	Old Town: Main St. & Brown Ave.	Dec	4	Sat-Sun	1,250	425	5,000	0.34
N	ArtWalk	Galleries: Main St. & Marshall Way	Thu	51	Thursdays	1,000	340	51,000	0.34
O	Old Town Farmers' Market	NW corner of 2nd St. & Brown Ave.	Sat	30	Saturdays	2,000	680	60,000	0.34
P	ArtBridge Thursdays	Marshall Way Bridge	Thu	30	Thursdays	1,333	453	40,000	0.34
Q	SouthBridge Sundays	Marshall Way Bridge	Sun	30	Sundays	1,000	340	30,000	0.34
R	Scottsdale Scorpions Fall Baseball League	Scottsdale Stadium	Oct/Nov	10	Various	500	170	5,000	0.34
S	Food Truck Caravan	5th Ave. & N. Goldwater Blvd.	Sat	30	Saturdays	1,000	340	30,000	0.34
T	Scottsdale International Film Festival	Scottsdale Center for Perf. Arts	Early Oct	5	Wed-Sun	1,800	612	9,000	0.34

Source: Walker Parking Consultants, 2015

Figure 32: Event Impact Diagram



Source: Walker Parking Consultants, 2015

TASK B: PARKING GARAGE ALTERNATIVES ANALYSIS

Based on the results of our earlier analysis, the most critical need for new parking is located within Zone 2. The Arts District (Zones 1 and 4) also appears to have high utilization of on-street parking. However, the city's existing 5th Avenue garage in this district is not fully utilized, meaning that some changes to parking management policies in this area might help to address the problem.

For Zone 2, the Galleria project currently generates a need for an estimated 1,500 to 2,000 more vehicles than can be accommodated on site. Even with expansion of the Corporate Center's east garage, we project that this project will continue to impact available public parking within most of the adjacent downtown zones.

One option open to the city would be to assist the downtown and accommodate overflow demand from the Galleria by developing a new public parking garage. Due to the current public parking shortages in Zone 2 and the projected impact of future projects, Zone 2 would be a logical location for this structure. However, other zones might also work for a new a garage. Though the Galleria is a major driver of demand for the downtown, it is possible that this need could be addressed by developing a new garage in a location that is several blocks away from the Galleria but that may better serve other redevelopment needs and/or could be leveraged for special events.

FUTURE DEVELOPMENT IMPACTS

To aid in this analysis, Walker evaluated several growth and development scenarios for the downtown to see what impact they might have on public parking needs in other areas and in other zones. The table and map on the following pages illustrate the list of known new development and redevelopment sites that are already active cases with the city's planning department. The latter half of the list shows smaller projects that have applied for parking variances; this may indicate an intensification of use and should also be considered as a minor impact on the downtown.

These sites have been taken into consideration when evaluating the need for additional parking capacity within each of the downtown zones.

Figure 33: Known Development Projects and Possible Intensification of Use

Known Development / Redevelopment					
	Name	**Case Number**	**Location**	**Description**	**Submittal Date**
A	7025 RETAIL	58-DR-2014	7025 E 1ST AV	Request approval of the site plan, landscape plan, and building elevations for two commercial buildings, with a total of 6,850 square feet of building area, all on a 0.44-acre site.	12/17/2014
B	7373 SCOTTSDALE MALL	225-SA-2015	7373 E SCOTTSDALE MALL STE 100	1st and 2nd floor renovation and addition of a total of1520 sf to 7373 Scottsdale Mall.	6/25/2015
C	BROWN OFFICE BUILDING REMODEL	85-SA-2015	4227 N Brown Av	Request to add 2nd floor to commercial building	3/10/2015
D	GALLERIA CORPORATE CENTER	30-ZN-1990#2	4343 N SCOTTSDALE RD	Request by owner for a Zoning District Map Amendment to modify the Galleria Corporate Center's Development Plan building elevations for the existing above ground parking garage to accommodate three additional parking levels, and to increase the maximum height from sixty-nine (69) feet to ninety (90) feet, located at 4343 N. Scottsdale Road with Downtown/ Regional Commercial Office – Type 2 Planned Block Development Overlay Downtown Overlay (D/RCO-2 PBD DO) zoning.	4/13/2015
E	MAIN STREET PLACE	7-DR-2015	7502 E Main St	Request approval of the site plan, landscape plan, and building elevations for a new 4-story mixed-use building with approximately 2,490 square feet of commercial space and approximately 26,250 square feet of residential space for 12 dwelling units, and tuck-under surface parking, on a 0.53-acre site.	3/2/2015
F	MILLER & OSBORN	26-DR-2015	3510 N Miller Rd	Request approval for the site plan, landscape plan and elevations for a 3-Story, 24 unit multi-family development on 1.9 +/- acres located at 3510 N. Miller Road.	5/18/2015
G	ON THE WATERFRONT	59-DR-2014	4443 N SCOTTSDALE RD	Request approval of the site plan, landscape plan, and building elevations for a new mixed-use development with approximately 12,600 square feet of building area for a restaurant, a bar, and two dwelling units, and one level of below-grade parking, all on a 0.58-acre site.	12/19/2014
H	OUR LADY OF PERPETUAL HELP MISSION CHURCH ADDITION	5-HP-2015	3821 N Brown Av	Request for approval of a building addition and new landscaping at Our Lady of Perpetual Help Mission Church.	3/19/2015
I	ROHACZ AUTO	138-SA-2015	3425 N 70th St	New Commercial Building...Rohacz Auto	4/21/2015
J	SCOTTSDALE HEALTHCARE OSBORN HOSPITAL EXPANSION	5-ZN-1987#2	7401 E Osborn Rd	to amend the Planned Block Development standards on 7.67+/- acres zoned Downtown Medical Type 2, Planned Block Development (D/M-2 PBD), and located at 7400 E. Osborn Road	
K	SCOTTSDALE MEMORIAL HOSPITAL	3-DR-1987#2	7400 E Osborn Rd	Physicians parking lots	
L	SHOEMAN OFFICE BUILDING	7-ZN-2015	4419 N SCOTTSDALE RD STE 101	Request approval of a new office building with a height of 90 feet, and a multi-level parking garage on a 2.5-acre site.	5/15/2015
M	THE GALLERIA PARKING STRUCTURE	157-SA-2015	4394 N WELLS FARGO AV	Add additional levels to the above ground parking garage at the Galleria Office building	5/8/2015
N	ZAJACEK, HARTERM LEIDIG & LEE	106-DR-1993	7526 E 2nd St	Architect Office Building	

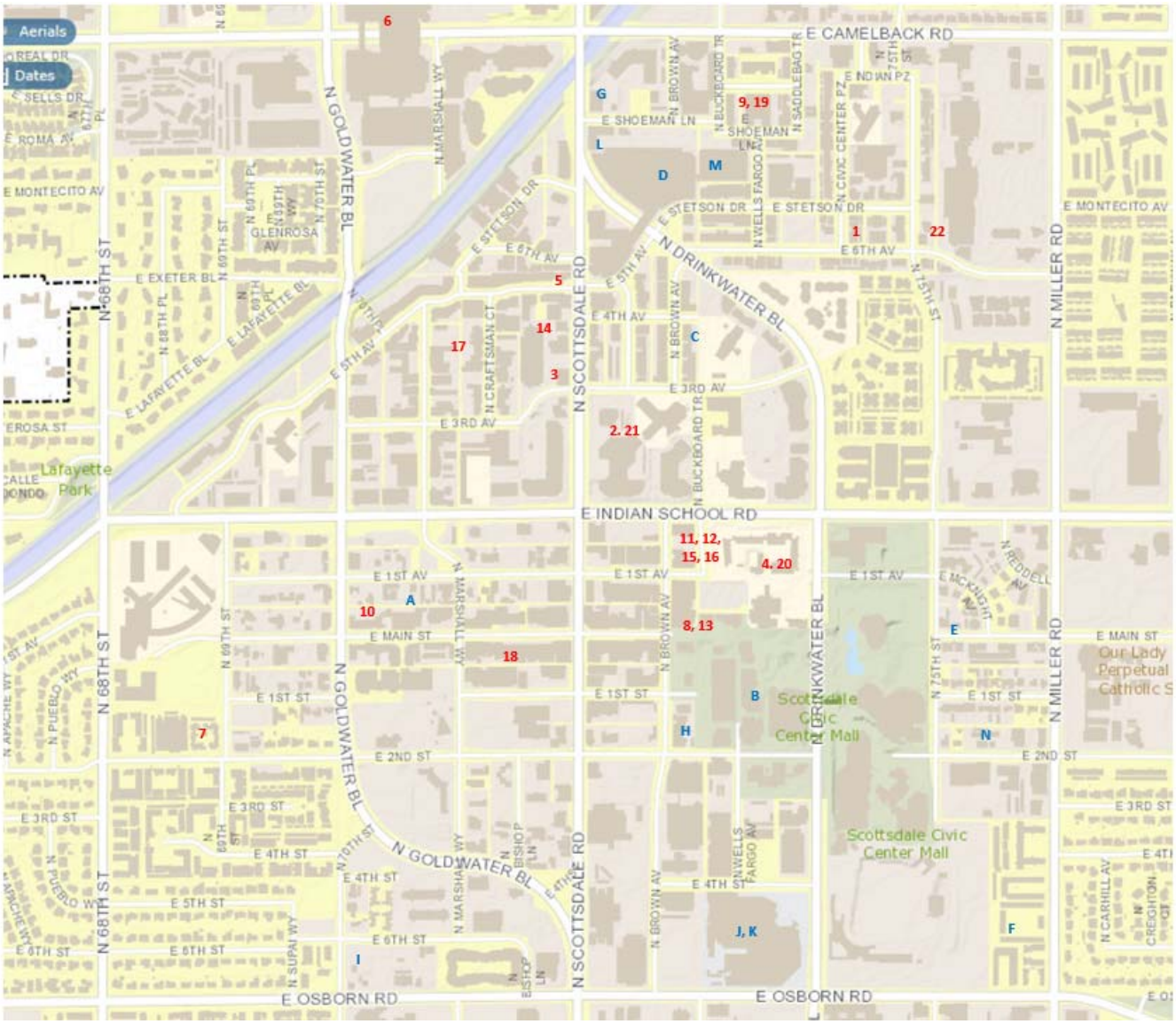
Continued on Next Page...

Possible Intensification of Use

	Name	Case Number	Location	Description	Submittal Date
1	4333 N CIVIC CENTER PLAZA - OFFICE BLDG.	11-DR-1986	4333 N CIVIC CENTER PZ	4333 N CIVIC CENTER PLAZA - OFFICE BLDG.	
2	BANK OF SCOTTSDALE	28-DR-1975	4167 N Scottsdale Rd	ADDITION TO EXISTING BANK--NEW BANK OF SCOTTSDALE	
3	CRAB & MERMAID RESTAURANT	19-DR-1989#4	4218 N Scottsdale Rd	Request approval of the site plan, landscape plan, and building elevations for the remodel of an existing 3,100-square-foot restaurant building on a 0.24-acre site.	11/19/2014
4	DOUBLETREE 7353 E. INDIAN SCHOOL RD. PARKING	52-BA-1983	7353 E INDIAN SCHOOL RD	DOUBLETREE 7353 E. INDIAN SCHOOL RD. VARIANCE FOR 5 PARKING SPACES	
5	FARM AND CRAFT RESTAURANT	15-DR-2015	4302 N Scottsdale Rd	Request for approval of site plan, landscape plan and building elevations for renovations of an existing restaurant located at 4302 North Scottsdale Road with Central Business, Downtown Overlay (C-2 DO) zoning.	4/2/2015
6	LENART BUILDING	108-DR-1986#8	7000 E Camelback Rd	LENART BUILDING	
7	LOS CUATROS CONDO	100-DR-1970	6840 E 2nd St	APARTMENTS (NOW, LOS CUATROS CONDOS) LOT 33 & 34	
8	PARKING VARIANCE	102-BA-1983	3933 N BROWN AV	MR. JACK SONG 7320 SCOTTSDALE MALL	
9	PARKING VARIANCE	107-BA-1978	7340 E SHOEMAN LN	6 SPACE PARKING VARIANCE	
10	PARKING VARIANCE	11-BA-1983	7018 E Main St	13 SPACE PARKING VARIANCE DUE TO BLDG. ADDITION	
11	PARKING VARIANCE	137-BA-1983	7303 E INDIAN SCHOOL RD	CAROL STEELE 7303 E INDIAN SCHOOL	
12	PARKING VARIANCE	141-BA-1980	7303 E INDIAN SCHOOL RD	C. ST. & CO. MARKET PLACE 7303 E. INDIAN SCHOOL RD. LOTS 5-9, BLCK 2 OF SCOTTS. SUB.	
13	PARKING VARIANCE	26-BA-1981	3933 N BROWN AV	JACK SONG 3933 N. BROWN	
14	PARKING VARIANCE	33-BA-1982	4228 N SCOTTSDALE RD	SAN & REVA OSTROV/HENRY FIREMAN 4228 N. SCOTTSDALE RD	
15	PARKING VARIANCE	64-BA-1983	4013 N BROWN AV	PHIL LUTHRO 4013 N. BROWN	
16	PARKING VARIANCE	78-BA-1981	4013 N BROWN AV	PHILLIP LUTHRO 4013 N. BROWN	
17	PARKING VARIANCE	85-BA-1978	4248 N Craftsmans Ct	SERGE VENEZIA 4248 CRAFTSMAN COURT	
18	PARKING VARIANCE	87-BA-1983	7135 E Main St	WARREN M. & BILLIE A. GENTRY 7133 - 7135 MAIN	
19	PARKING VARIANCE AMENDMENT	72-BA-1981	7340 E SHOEMAN LN	PARKING PREVIOUSLY APPROVED PARKING VARIANCE & ALLOW RESTAURANT TO BE OPEN FOR LUNCH	
20	SCOTTSDALE PLAZA MOTOR HOTEL LTD. 7353 E. INDIAN SCHOOL RD.	115-BA-1978	7360 E INDIAN SCHOOL RD	SCOTTSDALE PLAZA MOTOR HOTEL LTD. 7353 E. INDIAN SCHOOL RD. (PARKING VARIANCE FOR 7 SPACES)	
21	THE BANK OF SCOTTSDALE	72-BA-1983	4167 N Scottsdale Rd	THE BANK OF SCOTTSDALE 4167 N. SCOTTSDALE RD.	
22	THE CENTER FOR RECOVERING FAMILIES	53-DR-2001#2	4325 N 75TH ST	Request approval of the site plan and building elevations for a second floor addition, with approximately 1,847 square feet of building area, to an existing commercial building, for a total of approximately 3,140 square feet of building area on a 0.05-acre site.	4/29/2015

Source: Walker Parking Consultants, 2015

Figure 34: Map of Existing Planning Projects



Source: Walker Parking Consultants, 2015

DOWNTOWN GROWTH AND VACANCY ABSORPTION

In addition to the specific project sites listed above, Walker also reviewed a number of documents provided by the Economic Development Department and the City Planning Department to determine that rate of overall downtown growth and redevelopment that may occur over the next five years and ten years.

Results of this analysis are shown on the following page. Existing building vacancies within each of the downtown survey zones was evaluated along with the potential parking impact. Note that it is difficult to quantify and exact overall impact of re-tenanting of these buildings because the rate of absorption is

unknown. However, the column on the right hand side of the table shows the maximum parking impact that would be generate if all existing buildings were 100% occupied at some point in the future.

Figure 35: Impact of 100% Building Occupancy rates

Zone	General Land Use Type	Existing Sq.Ft.	Current Vacancy % Rate	Vacant Sq.Ft.	Shared Use Parking Ratio (Impact at Peak Hour)	Possible Parking Demand Impact (at 100% Bldg. Occupancy)
Zone 1	Office	230,305	7.4%	17,131	3.00 / 1,000 SF	63
	Retail	252,718	2.4%	6,001	2.00 / 1,000 SF	
Zone 2	Office	741,166	9.2%	68,028	3.00 / 1,000 SF	224
	Retail	312,271	3.2%	10,010	2.00 / 1,000 SF	
Zone 3	Office	74,718	19.5%	14,789	3.00 / 1,000 SF	44
	Retail	63,934	0.0%	0	2.00 / 1,000 SF	
Zone 4	Office	151,181	14.0%	21,190	3.00 / 1,000 SF	114
	Retail	314,182	8.0%	24,993	2.00 / 1,000 SF	
Zone 5	Office	828,769	9.8%	81,042	3.00 / 1,000 SF	303
	Retail	110,709	26.9%	29,803	2.00 / 1,000 SF	
Zone 6	Office	130,471	7.1%	9,303	3.00 / 1,000 SF	66
	Retail	281,191	6.8%	19,182	2.00 / 1,000 SF	
Zone 7	Office	29,744	1.5%	443	3.00 / 1,000 SF	20
	Retail	221,193	4.3%	9,556	2.00 / 1,000 SF	
Zone 8	Office	204,510	4.3%	8,744	3.00 / 1,000 SF	39
	Retail	62,941	10.4%	6,568	2.00 / 1,000 SF	
Zone 9	Office	41,631	0.0%	0	3.00 / 1,000 SF	0
	Retail	2,379	0.0%	0	2.00 / 1,000 SF	
ALL	All Office	2,432,495		220,670		874
	All Retail	1,621,518		106,113		

Source: City of Scottsdale Planning Department

Based on the table above, we conclude that Zone 5 and Zone 2 have the greatest availability of vacant building space that might (in the future) become re-tenanted and/or redeveloped into uses that would generated new parking demand. Between these two zones, we identified a parking impact of up to roughly 500 spaces, assuming 100% absorption of the existing vacancies. This new parking demand would be in addition to any new demand also generated by infill projects as shown on Figures 33 and 34.

For this perspective, a new parking facility to serve uses in Zone 5 and/or Zone 2 might allow for faster re-absorption of some of the existing building vacancies.

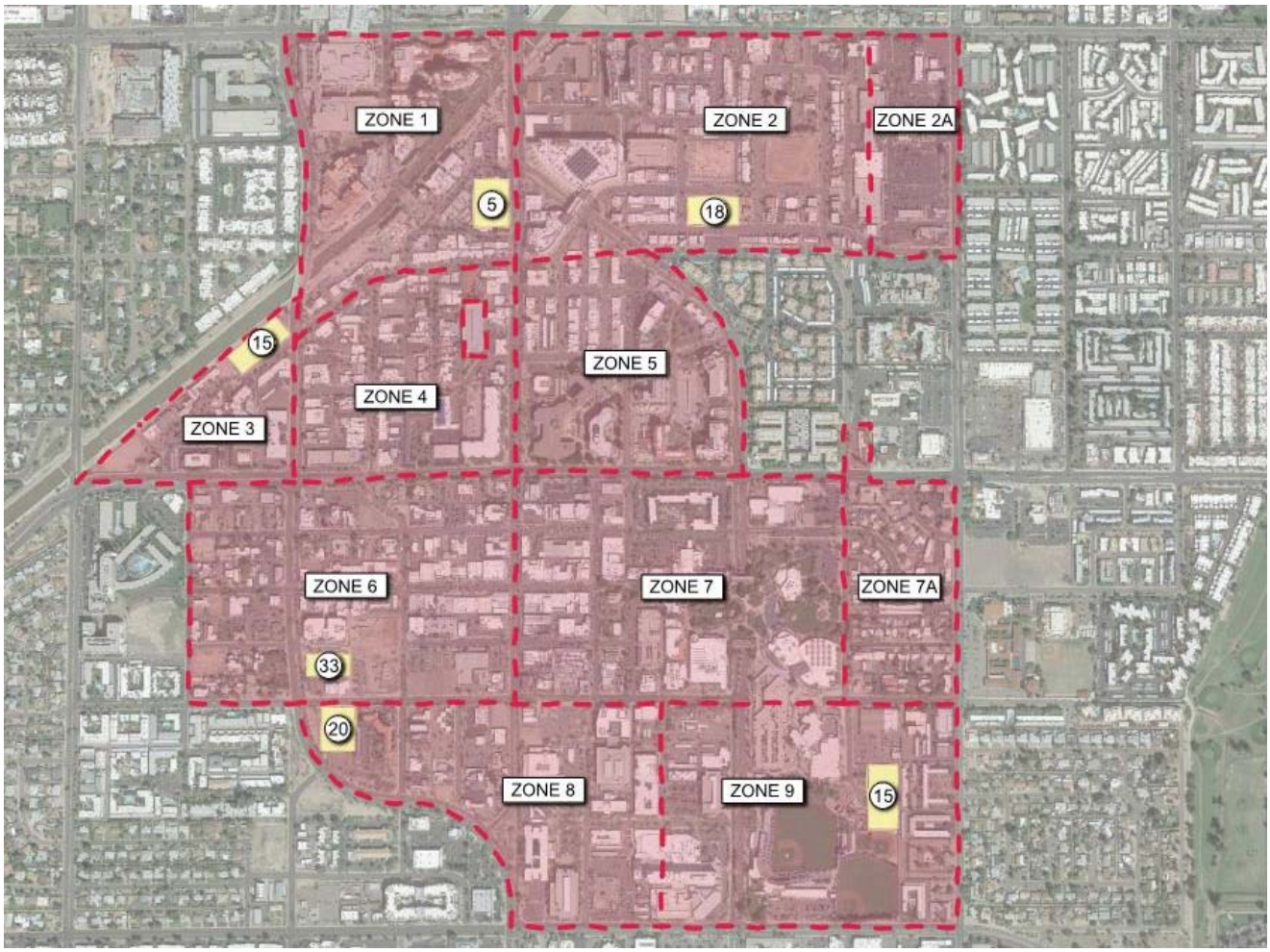
On a downtown-wide basis, we estimate that parking demand could increase by as much as roughly 870 spaces if all building vacancies were re-tenanted and/or redeveloped into new uses.

Because of the impact of shared-use parking on the downtown, it is unlikely that the demand projection will vary significantly from this range even if some of the square footages on the table above become different types of use such as restaurant, hotel, or residential. Typically, the impact on the daytime peak hour parking needs for a downtown will balance out and will remain in the range of 2.00 to 3.00 per 1,000 SF for the zone as a whole. (Though individual land uses may have a greater or lesser impact on the aggregate).

PRELIMINARY GARAGE ALTERNATIVES

Based on our findings from Task A and our discussion above concerning future development, Walker has selected a number of sites for possible parking garage(s).Appendix B contains a drawing for each garage alternative. The map below and table on the next page show a summary of the various garage options. A site selection criteria will be discussed with the client and included as a final recommendation for this section of the report.

Figure 36: Map of Possible Garage Development Sites



Source: Walker Parking Consultants, 2015

Figure 37: Summary of Possible Garage Alternatives

Downtown Scottsdale Parking Garage Alternatives

Designation	Spaces	Levels (at grade)	Levels (above grade)	Levels (below grade)	Square Feet	Efficiency (sq. ft./space)
Zone 1 / Lot 5	410	0	0	3	145,140	354
Zone 2 / Lot 18	402	1	2	0	144,427	359
Zone 3 / Lot 15	335	1	0	2	111,945	334
Zone 6 / lot 33	361	1	3	0	120,668	334
Zone 8 / Lot 22	390	1	2	0	137,922	354
Zone 9 / lot 15	410	1	2	0	130,271	318

Designation	Spaces Displaced	Net Spaces Gained	Estimated Cost*	Estimated Cost/Space	Est. Cost/Net Space Gained
Zone 1 / Lot 5	123	287	$9,434,100	$23,010	$32,871
Zone 2 / Lot 18	81	321	$7,221,350	$17,964	$22,496
Zone 3 / Lot 15	120	215	$6,343,550	$18,936	$29,505
Zone 6 / lot 33	95	266	$6,184,235	$17,131	$23,249
Zone 8 / Lot 22	127	263	$6,896,100	$17,682	$26,221
Zone 9 / lot 15	182	228	$6,513,550	$15,887	$28,568

* Estimated pricing assumes equal number of spaces and square footage on all levels

Facility Pricing (per level type)	Estimated Cost/sq. ft.
At Grade	$40.00
Above Grade	$55.00
Below Grade	$65.00

Designation	Zone	Zoning	Building Height (max)	Building Setback (min)
Zone 1 / Lot 5	1	Core-1	48	20
Zone 2 / Lot 18	2	MU-2	66	20
Zone 3 / Lot 15	3	MU-2	66	20
Zone 6 / lot 33	6	MU-2	66	20
Zone 8 / Lot 22	8	MU-2	66	20
Zone 9 / lot 15	9	Civic Ctr-2	66	20

Source: Walker Parking Consultants, 2015

RE-STRIPING TO ANGLED PARKING (CONCEPT ONLY)

In addition to the parking garage options, a series of restriping options is also provided for several of the City's existing lots. These concepts are included as Appendix C are intended to provide the city with a range of options for angled parking geometrics when evaluating sites than may be slightly wider or narrower than the typical 90-degereee parking module. The sketched in Appendix C are intended to show that angled parking can be very efficient in certain situations.

Some of these options may be viable alternatives for the city to consider in addition (or in lieu of) the garage options shown in Appendix B. Re-striping and realignment of surface parking is generally a much less costly option on a cost per space basis if only a handful of new spaces are need for a particular area of the downtown.

TASK C: CODE REVIEW AND PARKING MANAGEMENT

The following sections of our report provide initial analysis related to municipal code and also best practices that the City may want to consider to help improve the efficiency of the downtown parking system. These sections are provided in this draft report for discussion purposes only and may be modified prior to updating the draft for the final draft document.

CODE REVIEW

The following provide some of the results from Walker's initial review of the City's municipal zoning ordinance (code) as it pertains to downtown development.

Change of Use, Additions and Infill:

Section 9.102 "Applications of and exemptions from parking" discusses change of use, remodels and additions. Parking requirements for existing uses are governed by the parking requirements in effect when the land use and on-site parking was first established, which is a typical 'grandfathering' provision in Municipal Codes. If an existing grandfathered property has a change/intensification of use or an addition of floor area or other capacity (such as seats), it is required to meet the new off-street parking standards for the intensified or enlarged portion of the use. Grandfathered buildings that are considered nonconforming may only be enlarged or added to if the parking is provided for the enlargement/addition based on the current parking requirements for the use.

In the downtown district there is a parking waiver that allows for a maximum of 2,000 gross square feet of new building or expansion that can be used for retail, office, restaurant or personal care services uses allowed in the underlying district at a ratio of one (1) space per three hundred (300) gross square feet. There is also a residential addition parking waiver that allows up to four new dwelling units to be added to a development as part of a 2,000 square foot or smaller nonresidential expansion with no parking required. The waivers are designed to promote small scale infill development and expansions.

Bicycle Parking Requirements and Vehicular Parking Reductions:

Section 9.103.C discusses bicycle parking requirements. The provision of bicycle parking is required for any land use for which at least 40 vehicle parking spaces are required; however there is a secondary provision that any new development shall provide a minimum of two bicycle parking spaces. Generally, one bicycle parking space is required for every 10 required vehicular parking spaces.

The City also grants credit towards vehicular parking requirements for providing more bicycle parking than is required (a credit of one vehicular space for every eight additional bicycle spaces in the Downtown Area; one per 10 in the rest of the City), for providing high security bicycle parking (a credit of one vehicular space for every four high security bicycle spaces), and for providing shower/changing facilities for bicyclists (a credit of one vehicular space for every two showers). The maximum parking credit for these bicycle related reductions in vehicular parking requirements is the lower of five percent of the total required spaces or 10 parking spaces.

TDM and Other Parking Requirement Reductions:

With submittal of a parking plan and shared parking analysis, the City may grant a reduction in required parking of up to 20% to account for mixed-use projects and shared parking programs. Parking master

plans may be submitted for large developments; in this case the zoning administrator can approve a reduction in required parking of up to 20%, with City Council approval required for parking reductions in excess of 20% supported by a parking master plan. Parking master plans are required to provide opportunities for shared parking or for other reductions in trip generation through the adoption of Transportation Demand Management (TDM) techniques such as car and van pools, bicycles, transit subsidies, and compressed/flexible work hours. This is the only reference to TDM in the Municipal code. There are no specific criteria or guidance for reductions in vehicular parking requirements for TDM measures, beyond the earlier discussion of bicycle parking, and there is no discussion of car sharing programs within the Code.

Parking Requirements

The City's Municipal code has different parking requirements for many common uses in the Downtown Area/Downtown Overlay Zone. In most case, parking requirements are reduced for uses in the Downtown Area, with the exception of multi-family dwelling units with two or more bedrooms, which have a higher parking requirement in the Downtown Area. The table on the next page compares parking requirements, for several common uses, in the Downtown Area with the General City code as well as Urban Land Institute base parking ratios. It should be noted that the ULI ratios are base ratios intended as maximum parking requirements for suburban areas before consideration of drive ratios (alternative modes of transportation), internal trip capture, TDM measures, and other captive effects that can reduce parking demand and parking requirements. In general, the parking requirements in the Downtown Area are lower than ULI base parking ratios indicating that some consideration of mode split and other factors has been considered in the formulation of the requirements.

Figure 38: Code Review Table

Land Use	Downtown Area[1]	General City[2]	ULI Base Ratio[3]
Bars, lounges, taverns and brewery/distillery with live entertainment	Inside - 1 space per 80 gsf Patio - 1 space per 200 gsf (first 200 gsf exempt)	Inside - 1 space per 60 gsf Patio - 1 space per 200 gsf (first 200 gsf exempt)	1 space per 53 gsf[4]
Bars, lounges, taverns and brewery/distillery	Inside - 1 space per 120 gsf Patio - 1 space per 200 gsf (first 200 gsf exempt)	Inside - 1 space per 80 gsf Patio - 1 space per 200 gsf (first 200 gsf exempt)	1 space per 53 gsf[4]
Multi-family dwelling units studio/efficiency 1 bedroom 2 bedroom three or more bedrooms	 1 space per unit 1 space per unit 2 spaces per unit 2 spaces per unit	 1.25 space per unit 1.3 space per unit 1.7 spaces per unit 1.9 spaces per unit	 Rental - 1.65 spaces per unit[5] Owned - 1.85 spaces per unit[5]
Financial Institutions	Type 1 Area - 1 space per 500 gsf Type 2 Area - 1 space per 300 gsf	1 space per 250 gsf	1 space per 217 gsf[6]
Fitness studio <3,000 GSF >3,000 GSF	 1 space per 300 gsf 1 space per 250 gsf	1 space per 250 gsf	1 space per 143 gsf[7]
Hotel	1.25 spaces per room 1 space per 50 gsf conference space	1.25 spaces per room 1 space per 50 gsf conference space	1.08 to 1.18 spaces per room[8] 1 space per 33-50 gsf of conference space
Live entertainment	1 space per 2.5 seats 1 space per 80 sf	1 space per 2.5 seats 1 space per 60 sf	1 space per 2.5 seats[9]
Mixed-use commercial centers <20,000 sf	1 space per 350 gsf	1 space per 300 gsf	N/A
Mixed-use developments	1 space per 350 gsf plus residential requirement	1 space per 325 gsf plus residential requirement	N/A
Office General Office - Government and Medical/Dental	Type 1 Area - 1 space per 500 gsf Type 2 Area - 1 space per 300 gsf Type 1 Area - 1 space per 500 gsf Type 2 Area - 1 space per 300 gsf	1 space per 300 gsf 1 space per 250 gsf	<25,000 gsf - 1 space per 263 gsf[10] 100,000 gsf - 1 space per 294 gsf[10]
Restaurants (general)	1 per 300 gsf indoors 1 per 350 gsf outdoor patio (350-500 gsf of patio exempt)	1 per 120 gsf indoors 1 per 350 gsf outdoor patio (350-500 gsf of patio exempt)	1 space per 50 to 95 gsf depending on restaurant type[11]
Retail, personal services, dry cleaners and tattoo parlors	Type 1 Area - 1 space per 500 gsf Type 2 Area - 1 space per 300 gsf	1 space per 250 gsf	1 space per 250 gsf[12]

Note: gsf = gross square feet

Sources:

1 = Scottsdale Municipal Code Section 9.103, Table 9.103.B. Schedule of Parking Requirements in the Downtown Area
2 = Scottsdale Municipal Code Section 9.103, Table 9.103.A. Schedule of Parking Requirements
3 = Shared Parking Second Edition (ULI, 2005) Table 2-2 Summary of Recommended Base Parking Ratios
4 = Shared Parking Recommended Base Parking Ratio for "nightclub"
5 = Shared Parking Recommended Base Parking Ratio for "residential"
6 = Shared Parking Recommended Base Parking Ratio for "bank"
7 = Shared Parking Recommended Base Parking Ratio for "health club"
8 = Shared Parking Recommended Base Parking Ratio for "hotel business and hotel leisure"
9 = Shared Parking Recommended Base Parking Ratio for "performing arts theater"
10 = Shared Parking Recommended Base Parking Ratio for "office"
11 =Based on Shared Parking Recommended Base Parking Ratio for "fine/casual, family and fast food"
12 = Shared Parking Recommended Base Parking Ratio for "community shopping center"

Source: Walker Parking Consultants, 2015

In-Lieu Parking Fees

Section 9.108.D of the Municipal Code discusses the City's in-lieu parking program in the Downtown Overlay District and Downtown District. The in-lieu fee program provides small property owners with flexibility when developing/redeveloping their properties and prevents small fragmented parking areas in the downtown that detract from its character and pedestrian oriented environment. In-lieu fees are utilized for the downtown parking program and downtown tram service. A project's participation in the in-lieu program is at the discretion of City Council. Additionally, City Council sets the in-lieu fee amount, which is not recorded within the Municipal code. Developers can choose to pay a one-time fee per space, or to pay a recurring monthly fee per space.

The 2009 Downtown Parking Study found that in-lieu parking fees were an inadequate funding source, and that of 3,136 parking spaces constructed since 1985, in-lieu fees accounted for 4.6% of the funding. The City collected $85,252 from in-lieu fees in 2007-08, $313,234 in 2008-09 and $721,545 in 2009-10 (I found this in a 2010 news article online, could we get updated data on this?).

Parking Fees

Section 9.102.G Free parking in the Downtown Area states "Required parking for developments within the Downtown Area shall be provided at no cost to the patrons, employees, residents, or their guests of the development. If the required parking of a development, which the required parking is on the same site as the development, is only available through the use of a valet services, the valet service shall be provided at no cost to the user."

Items for discussion:

1) Pay parking is increasingly seen as an important concept for developing sustainable and vibrant downtowns. Though many small business owners may initially object to the idea, there are several recent studies that indicate that pay parking does not have a significant negative impact on overall sales and may in fact be economically beneficial to an area.

2) The City code makes multiple references to wanting to "keep with" the federal and Maricopa County Clean Air Acts, but the free parking fiat makes it harder to reduce driving trips and circulation in a downtown (according to research). The City has an in-lieu fee and public parking. In mandating free parking, it makes it that much harder to incent other modes and reduce parking demand

3) The factors above also make it difficult to raise funds to operate and maintain existing parking facilities, and any future public parking would also have the problem of no revenue source to fund maintenance and operations.

4) Without some sort of pay parking there is little or no incentive to build parking within the private sector. Therefore the City takes on the role of being the primary owner and developer of almost all parking resources in the downtown. This is a very costly endeavor for the public entity to assume with additional support from the private sector that benefits directly from this resource.

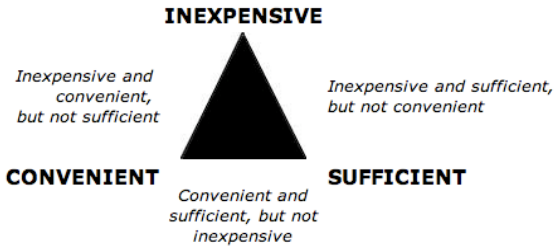
BEST PRACTICES DISCUSSION

Walker used the results or our analysis and feedback from various stakeholders to identify best parking management strategies most applicable to the City of Scottsdale's current downtown parking situation. In general, the concept of parking management strategies involves the implementation of policies and programs that result in:

- A more efficient use of parking resources,
- A modification in behavior (which can lead to reductions in demand), and/or
- A change in the way in which parking problems are defined.

Objective one is usually accomplished through traditional tools such as policy changes, parking permit allocations, time limits, parking enforcement, etc. Objective two relies on funding programs and initiatives that encourage transit use and other non-driving alternatives. This objective can also be accomplished using more passive methods such as increasing the cost of parking, assuming alternatives are already put in place; this is sometimes referred to as travel demand management (or "TDM").

The last objective is related primarily to public perception of the issue and is generally accomplished through public outreach, public participation in the process, and allowing businesses and stakeholders to make value judgments between "inexpensive," "convenient," and "sufficient" parking resources. In theory, a parking facility can generally accomplish two of three objects but not all three at once. End users must make a value judgment in prioritizing between three parking system characteristics that can all be viewed as generally positive.



All three objectives described above can generally be accomplished through a range of tools that are categorized as either "push" or "pull." An example of a push strategy would be something like increased enforcement that would push employees out of the on-street spaces. A "pull" strategy might include a program such as employee perks that would encourage employees to opt in to parking in a remote location.

TOOLBOX OF PARKING MANAGEMENT STRATEGIES

The following table provides an overview of parking management strategies that are generally leveraged by cities to manage their downtown and downtown-adjacent parking systems. This list was originally published in the document: *Parking Management: Strategies, Evaluation and Planning*, by Todd Litman at the Victoria Transport Policy Institute.

Figure 39: Toolbox of Parking Management Best Practices

Strategy	Description	Typical Parking Reduction	Traffic Reduction
Shared Parking	Parking spaces serve multiple users and destinations.	10-30%	
Parking Regulations	Regulations favor higher-value uses such as service vehicles, deliveries, customers, quick errands, and people with special needs.	10-30%	
More Accurate and Flexible Standards	Adjust parking standards to more accurately reflect demand in a particular situation.	10-30%	

Parking Maximums	Establish maximum parking standards.	10-30%	
Remote Parking	Provide off-site or urban fringe parking facilities.	10-30%	
Smart Growth	Encourage more compact, mixed, multi-modal development to allow more parking sharing and use of alternative modes.	10-30%	Yes
Walking and Cycling Improvements	Improve walking and cycling conditions to expand the range of destinations serviced by a parking facility.	5-15%	Yes
Increase Capacity of Existing Facilities	Increase parking supply by using otherwise wasted space, smaller stalls, car stackers and valet parking.	5-15%	
Mobility Management	Encourage more efficient travel patterns, including changes in mode, timing, destination and vehicle trip frequency.	10-30%	Yes
Parking Pricing	Charge motorists directly and efficiently for using parking facilities.	10-30%	Yes
Improve Pricing Methods	Use better charging techniques to make pricing more convenient and cost effective.	Varies	Yes
Financial Incentives	Provide financial incentives to shift mode such as parking cash out.	10-30%	Yes
Unbundle Parking	Rent or sell parking facilities separately from building space.	10-30%	Yes
Parking Tax Reform	Change tax policies to support parking management objectives.	5-15%	Yes
Bicycle Facilities	Provide bicycle storage and changing facilities.	5-15%	Yes
Improve Information and Marketing	Provide convenient and accurate information on parking availability and price, using maps, signs, brochures and the Internet.	5-15%	Yes
Improve Enforcement	Insure that regulation enforcement is efficient, considerate and fair.	Varies	
Transport Management Assoc.	Establish member-controlled organizations that provide transport and parking management services in a particular area.	Varies	Yes
Overflow Parking Plans	Establish plans to manage occasional peak parking demands.	Varies	
Address Spillover Problems	Use management, enforcement and pricing to address spillover problems.	Varies	
Parking Facility Design and Operation	Improve parking facility design and operations to help solve problems and support parking management.	Varies	
On-Street Parking Permits	Allows for longer-term employee (or resident) parking in on-street spaces that might be time-restricted	Varies	

*Source: VTPI, 2010.

Considering the strategies above, Walker has evaluated each of the tools for possible application to downtown Scottsdale. Items marked with an "x", below, are recommended for improvement while items with a checkmark are already in place (or in the process of being implemented). Question mark items are open for further discussion before a recommendation is developed.

Current and potential parking management strategies:

- **X** **Increase enforcement of regulations**, particularly during busy periods, but insure that enforcement is friendly and fair. (Scottsdale not utilizing this strategy, but may look to form an action plan based on new technology for handheld units; see next section of the report)

? **Reduce on-street time limits** (e.g., 3-hours to 2-hours or 90 minutes) where needed to increase turnover. (Scottsdale may utilize this strategy)

? **Encourage businesses to share parking**, for example, a restaurant allows its parking spaces to be used by an office building during the weekdays in exchange for using the office parking during evenings and weekends. (Scottsdale utilizing strategy for certain developments as many rely on public parking; however this is not as much as possible in the downtown)

X **Encourage use of alternative modes**. The City may partner with the downtown business organization to support commute trip reduction programs and downtown shuttle service. (Scottsdale utilizing strategy with a few targeted program, but the usage could be expanded)

✓ **Develop special regulations as needed,** such as for disabled access, delivery and loading areas, or to accommodate other particular land uses. (Scottsdale utilizing strategy; loading zone requirements may need to be re visited in light of utilization statistics)

✓ **Implement a residential parking permit program** if needed to address spillover problems in nearby residential areas, but accommodate non-residential users as much as possible. (Scottsdale utilizing strategy)

X **Provide signs and maps** showing motorists where they may park. (Scottsdale utilizing strategy to some extent on -line, but should be improved)

X **Have an overflow parking plan** for occasional special events that attract large crowds. (Scottsdale utilizing strategy partially through PD, but should formalize)

? **Establish high standards for parking facility design**, including aesthetic and safety features, to enhance the downtown environment.

X **Price parking/"Push" Policies** using convenient pricing methods. Apply the following principles: (Scottsdale not utilizing strategy, but may want to consider for long range plan)

Adjust rates as needed to maintain optional utilization (i.e., 85% peak occupancy)…. Scottsdale currently does not allow for end users to pay for parking.

Structure rates to favor short-term uses in core areas and encourage longer-term parkers to shift to other locations.

Provide special rates to serve appropriate uses, such as for evening and weekend events.

Use revenues to improve enforcement, security, facility maintenance, marketing, and mobility management programs that encourage use of alternative modes.

✓ **More Accurate and Flexible Standards,** where parking requirements at a particular location are adjusted to account for factors such as demographics, income, employment and residential density, etc. (Scottsdale utilizing this strategy, but needs improvement)

X **Parking Maximums/Caps** (Scottsdale not utilizing this strategy)

X **Remote Parking/Shuttle Service** (Scottsdale utilizing this strategy, but should consider some program revisions)

? **Smart Growth** (Scottsdale "indirectly" utilizing strategy)

- ? **Walking and Bicycling Improvements/Transportation Demand Management (TDM)** (Scottsdale not utilizing this strategy to a great extent)
- ? **Increase Capacity of Existing Parking Spaces,** meaning that parking supply increases without using more land or major construction
- X **Financial Incentives,** including cashing out, transit vouchers, discounted rideshare parking; *particularly successful for university campuses.* (Scottsdale not utilizing this strategy, but may want to consider in conjunction with changes to the Galleria??)
- X **Unbundle Parking** (Scottsdale not utilizing strategy, but may or may not be appropriate for this market)
- ? **On-Street Permits,** to allow for long-term parking in time-limited spaces (Scottsdale is considering rolling out this strategy for some downtown districts)

PARKING ENFORCEMENT BEST PRACTICES

In many small and mid-sized communities, maintaining free on-street parking is a high priority for downtown business owners and residents. The one drawback to a free parking environment is that the most convenient parking (i.e., the on-street spaces) is often occupied by long-term employees rather than customers and patrons. Meanwhile, many business owners have the perception that there is a shortage of parking overall – which is generally not the case.

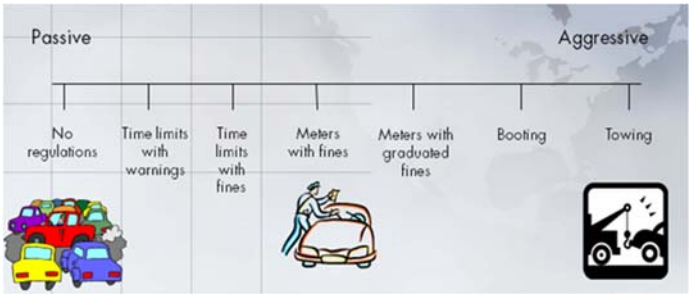
In cities where on-street parking is enforced with time limits only, we often hear the same comments time: "can't we just use the honor system" and/or "why can't employers just make sure that their employees don't park in visitor spaces?"

Signage Example (communicating policy and intent)

Though these are reasonable expectations for business owners, the fact remains that most drivers do not full understand the intent of time limits. Customers can see them as an inconvenience or way for the city to pull a "gotcha" and generate revenue. Employees regard them as an inconvenience as well and usually assume that moving their cars frequently is a legitimate way to park all day. "Two hours" accurately communicates the time limit before a citation will be issued **but** the intent often seems to be lost to the driver.

Enforcement is crucial to the success of a downtown parking environment to ensure that street spaces are available for visitors and short-term users and that employees are fairly accommodated, but not in the very most convenient locations.

APPLICABLE ENFORCEMENT BEST PRACTICES



The follow sections introduce some policy-related best practices that the City may want to consider implementing to improve downtown parking enforcement efforts. The goal of these best practices is to improve customer service, particularly for visitors to downtown Scottsdale. Another objective would be to increase the compliance with posted time-limits (and residential permit zone restrictions), to ensure that the parking system can be used in the most efficient way possible.

Note that any changes to enforcement policies should be combined with a public outreach process so that downtown merchants and stakeholders are aware of any policy changes and do not feel like the process is unduly punitive. The public outreach should focus on explaining the benefits of enforcement as a way to free up the most convenient parking for downtown customers.

Combining changes to enforcement with a new Parking Perks program and/or rollout of new designated employee parking resources (such as shared-use or leased locations) may make sense from a public reactions standpoint.

BEST PRACTICE: GRADUATED FINES

For the City of Scottsdale, parking citation fines are set by the municipality, confirmed by City Council, and enforced by the local police department. However, the transportation department may have some ability to suggest changes that would benefit the downtown parking system. One example, might be to implement a graduated fine schedule for parking violations.

Doubling or even tripling the fines for overtime violation is not always sufficient to motivate frequent abusers of the system. Some communities include a graduated fine schedule to provide an added motivation to obey the posted parking limits. This is an excellent method to deter repeat offenders and for improving the collection of unpaid parking fines. Naperville, Illinois, for example, uses the graduated fine schedule that is outlined in the following table. Fines increase based on a 12-month period and after the tenth violation in a 12-month period, the vehicle is towed and driver's license of the owner is suspended.

Figure 40: Case Study - Naperville, IL Graduated Fine Schedule

Violation	Amount
1	$15.00
2	$15.00
3	$15.00
4	$30.00
5	$30.00
6	$30.00
7	$30.00
8	$30.00
9	$30.00
10	$60.00
11	Tow vehicle and suspend driver's license.

Source: Walker Parking Consultants

Implementing a graduated fine schedule requires the use of electronic handheld ticket writers that are capable of maintaining a database of vehicle license plates and notifying the enforcement officer of previous violations so that the correct fee can be applied to each citation issued.

WARNING TICKETS

A common practice for smaller towns and cities that do not want to risk offending an occasional visitor, is to provide a warning ticket. This allows the first violation to automatically be issued as a warning to educate the violator of the parking policies and avoid offending the first time visitor. This system also requires the use of electronic handheld ticket writers to store and track vehicle license plate information. The period for warning tickets should be set at a minimum of six months to avoid encouraging more frequent parking violations.

Under this program, anyone parking in the downtown area would be eligible for the warning ticket for their first violation, including employees. While ideally the employees should not be eligible for the warning, it is a cost of providing the warning for first-time offenders.

ON-STREET PARKING CONTROLS

On-street parking accounts for 34 percent of the parking supply in downtown Scottsdale. A majority of the spaces are signed for a three-hour time limit to encourage turn-over and generally, the on-street spaces are the most convenient to the retail and restaurants in the area, which adds to their popularity. Other parking options in downtown are paid metered surface lots that are not as convenient.

A widely accepted principle in parking management is to price the on-street parking at or higher than the off-street parking options. When this principle is followed, more parkers are likely to use off-street parking, which helps relieve the perception that a parking deficit exists. The following sections discuss the pros and cons of time limit and metered on-street parking.

TIME LIMITED PARKING

The current system to regulate on-street parking in downtown Scottsdale is through three-hour time-limit parking and some small amount of 1-hour limit parking spaces. To track the times of each vehicle parked, the enforcement officer manually places a chalk mark on a tire of each vehicle parked in an area and returns to the area three hours later. Those vehicles that still have a chalk mark on the return inspection (at least three hours later) receive a violation. The result is that the three-hour parking window starts only after the chalk mark is placed on the tire. A vehicle parked after the enforcement officer passes an area is safe until the return trip, when a mark is applied to its tire to start the three-hour clock. Thus, the parking period is more likely to vary to range from three to six hours, as opposed to the intended three-hour limit. This unpredictability can lead to frustration and misunderstanding by the general public and encourages a cat-and-mouse game for employees who seek more convenient parking.

While this system of regulating parking is popular in many smaller towns and cities, it requires strong and consistent enforcement to truly be successful. The advantage of the time-limit parking method is that it removes the potential psychological barrier of having to pay for parking when coming downtown to shop or enjoy a restaurant. The truth is, however, that most people come to shop and dine based upon the establishment they intend to visit, and not whether parking is free. More important concern is typically whether or not they will have a convenient parking space that is easy to find and is within a safe distance to their intended destination. Therefore, to effectively monitor time-limit parking, we recommend the use of electronic ticket writers that: allow more frequent checks as compared to chalking tires; provide an

electronic record of the violation; and, track for frequent violators. Electronic ticket writers are described in more detail on the next page.

Time-Limit Parking Benefits:

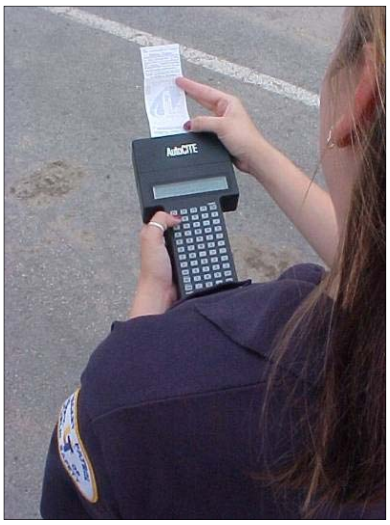
- No upfront parking cost to the user, provided the restrictions are followed;
- Lower cost for the city in terms of initial equipment and on-going maintenance;
- Perceived as a user friendly system, and
- Sidewalks are free from meter poles.

Time-Limit Disadvantages:

- Ambiguous to user as to how the length of stay is determined;
- Requires aggressive enforcement to ensure long-term parkers do not abuse the system:
- Encourages parking on-street and avoidance off-street parking areas that charge for parking, and
- May result in ticketing customers and visitors that overstay the parking limit.

ELECTRONIC TICKET WRITERS

Walker recommends that enforcement officers use an electronic ticket writer system that allows electronic tire chalking and maintains electronic records of permitted parkers and enforcement activity. A number of companies offer hardware and software for handheld enforcement citation writing. These systems have been shown to improve the productivity of the enforcement officer, reduce errors leading to dismissed violations, and to allow increased monitoring of the spaces through electronic chalking of vehicles.



ParkTrak handheld License Plate Recognition system

Some systems are available that provide the enforcement officer with information on a "live" basis in the field via cellular technology; however, most require that base data information must be downloaded to the handheld unit from a computerized base unit before departure. Citation data is transferred to the base unit when docked and the handhelds may be networked through radio, cellular, cradle, cable, or by infrared systems with the base server.

Systems are typically networked to a service provider's central server computer, which is networked to the Bureau of Motor Vehicles and/or a license information lookup services. These services supply addresses, facilitate follow-up letters, collection, etc. Some service providers offer to perform all of the processing between the citation and the money collection. Each transaction typically takes from 10 to 20 seconds to process.

Following are the most significant advantages that hand-held ticket writers offer over the traditional hand written system:

- Information is automatically downloaded directly to the system avoiding data entry errors and transcription errors from sometimes-illegible handwritten citations;

- Systems are programmed or modified specifically for the client;
- Includes options such as scofflaw programs with a permit database, so no citations will be written on permitted vehicles;
- Eliminates the need for "hang tags" or "sticker" permits, thus saving the city from spending on unnecessary permit distribution costs.
- Can record occupancy data through electronic chalking to monitor time limit parking without placing chalk marks on tires;
- Use of license plate recognition (LPR) to automatically enter the plate number as opposed to manually entering the number; and
- Most units incorporate a camera to capture the violation to provide evidence of the violation for use in appeals.

Units are typically configured with integrated (attached) printers, or detached printers. The detached printers are heavier, are carried on the shoulder and have better print quality. Detached printers are more expensive, but are sometimes recommended for very high volume enforcement situations. Typical enforcement is serviced easily by integrated printers. Some systems require preprinted ticket forms, while other systems print the entire citation on blanks. Blank tickets range from $1,000 to $2,000 for 10,000 blank tickets, plus printing costs. Many systems actually print the entire ticket from blank stock as issued.

One past Walker client (New Albany, Indiana) reported a 375 percent increase in revenue after partnering with a company supplying electronic ticket writers and collection assistance. System costs vary from outright purchase to lease and we recommend a budget of $10,000 to $20,000 for the system software and docking stations, plus an additional $5,000 per handheld unit.[3]

AUTOMATIC LICENSE PLATE RECOGNITION (ALPR)

A step up from handheld electronic ticket writers is the use of automatic license plate recognition (ALPR) technology. ALPR is conducted with a mountable camera that attaches to either an enforcement vehicle or wall/vertical surface. The camera records license plate numbers and locational information of each vehicle it passes or within its vicinity. The information collected is then synced with a base server and stored in an electronic database. The data can be manipulated to display patterns such as visitor frequency, length of stay and location/zone violation.

ALPR is similar to electronic ticket writing in that it maintains an electronic database of permit and time-limit violations through virtual chalking and license plate image capture, but is more advantageous for parking enforcement officers in a number of other ways. Foremost, officers can remain in their vehicles while collecting data, making the process simple, quick and efficient. This in turn reduces operational costs by eliminating the need for additional parking enforcement officers on duty and by simultaneously increasing the coverage area. Automatic license plate recording and electronic chalking allows greater and faster data storage, helping officers detect potential permit scofflaws and time-limit infractions more frequently, thus generating the city additional revenue from missed-vehicles. Lastly, results from ALPR can help inform parking enforcement officers and city officials of alternative parking management strategies to implement.

A number of vendors/manufacturers offer ALPR technology and services, including 3M Motor Vehicle Systems and Genetec Industries. 3M uses a mounted portable camera which syncs to their back office system software. Genetec uses both mounted portable cameras and/or fixed cameras (placed on parking garage ceiling or parking lot light poles) which sync to their base security center, or unified security platform. These cameras are compatible with third party ticketing systems, electronic pay stations and

[3] The Parking Professional, May 2009; updated costs to be researched for implementation plan

pay-by-phone applications so that up-to-the-minute statistics can be provided to enforcement officers on parking inventories and violations.

The City of Aspen, CO recently instituted the AutoVU ALPR technology by Genetec for use in municipal parking enforcement. The city had been suffering from tourist/visitor overflow into designated residential zones during peak seasons (winter and summer) and was looking for a solution to the frequent "double parked" car dilemma. An ordinance had already been enacted that prohibited persons from double parking in the zone, but people continued to violate the ordinance, moving their cars several times a day without being cited. Parking enforcement officer Tim Ware and his two colleagues could not patrol the 12 x 18 block residential zone alone and were in desperate need of assistance.

After deliberating the various alternatives, the officers sent out an RFP for parking systems solutions. They received several bids but ultimately settled on Genetec. With the installation of ALPR Sharp cameras and a support infrastructure system complete, the parking officers were able to rid themselves of an obsolete paper and chalk system that had slowed them down for years. Their patrol vehicles, now outfitted with fixed-mounted AutoVu Sharp cameras and touch-screen computers, can more efficiently collect time violation and length of stay information, reducing the need for additional officers on duty and easing parking enforcement operations. The technology also allowed the city to recognize any rogue vehicles owned by scofflaws on the national wanted vehicle database that is linked to the system's security platform, as well as vehicles in violation of the abandoned vehicle ordinance that have remained in a parking space for over 72 hours.

AMBASSADOR APPROACH TO ENFORCEMENT

The perception of on-street parking ordinance enforcement is often negative and the manner in which enforcement is presented to the public is often the reason. Enforcement is seen as punitive, which in many cases it is, and for this reason, Walker recommends that Scottsdale adopt the "Ambassador Approach" model for the downtown area as used successfully in Wichita, KS and Myrtle Beach, SC.

Ambassador Approach

- Educate and Assist
- Trained on Downtown offerings
- Offer warnings
- Distinctive, friendly uniform

The mission of the Ambassador Program is to provide hospitality, tourism and public safety services to local citizens, businesses and visitors, in addition to enforcing parking regulations. The Ambassadors would be required to complete a multi-faceted training in hospitality and customer service, emergency response and first aid, public transportation and City services. They should work directly with transportation and parking departments of the City, local businesses, and professional agencies.

Case Study: City of Hartford, CT Parking Ambassadors

The primary goals of an Ambassador program are to promote the area, resolve concerns, deter criminal activity, and help make the downtown area a better, safer and friendlier place to live, visit, shop and conduct business. Ambassadors should initiate personal contacts with the parking public (known as "touches"), issue more warnings and slightly fewer citations, and interact with visitors and citizens in a positive manner. The vision of the program is to help promote a progressive, dynamic downtown experience. The Ambassadors may accomplish these goals while providing parking management by monitoring public safety, extending a helping hand in emergency situations, and calling on area merchants on a regular basis. Beyond enforcing parking regulations, the following are examples of appropriate behaviors of Ambassadors:

- To greet visitors and offer customer service;

- To be a friendly face in response to many people's initial interaction with the City;
- To give accurate directions to visitors and direct visitors to destinations;
- To provide information and explain local traffic and parking regulations to seek voluntary compliance;
- To distribute City brochures and maps; and
- To deter criminal activity by their presence.

APPENDIX A: PARKING INVENTORY AND OCCUPANCY DATA

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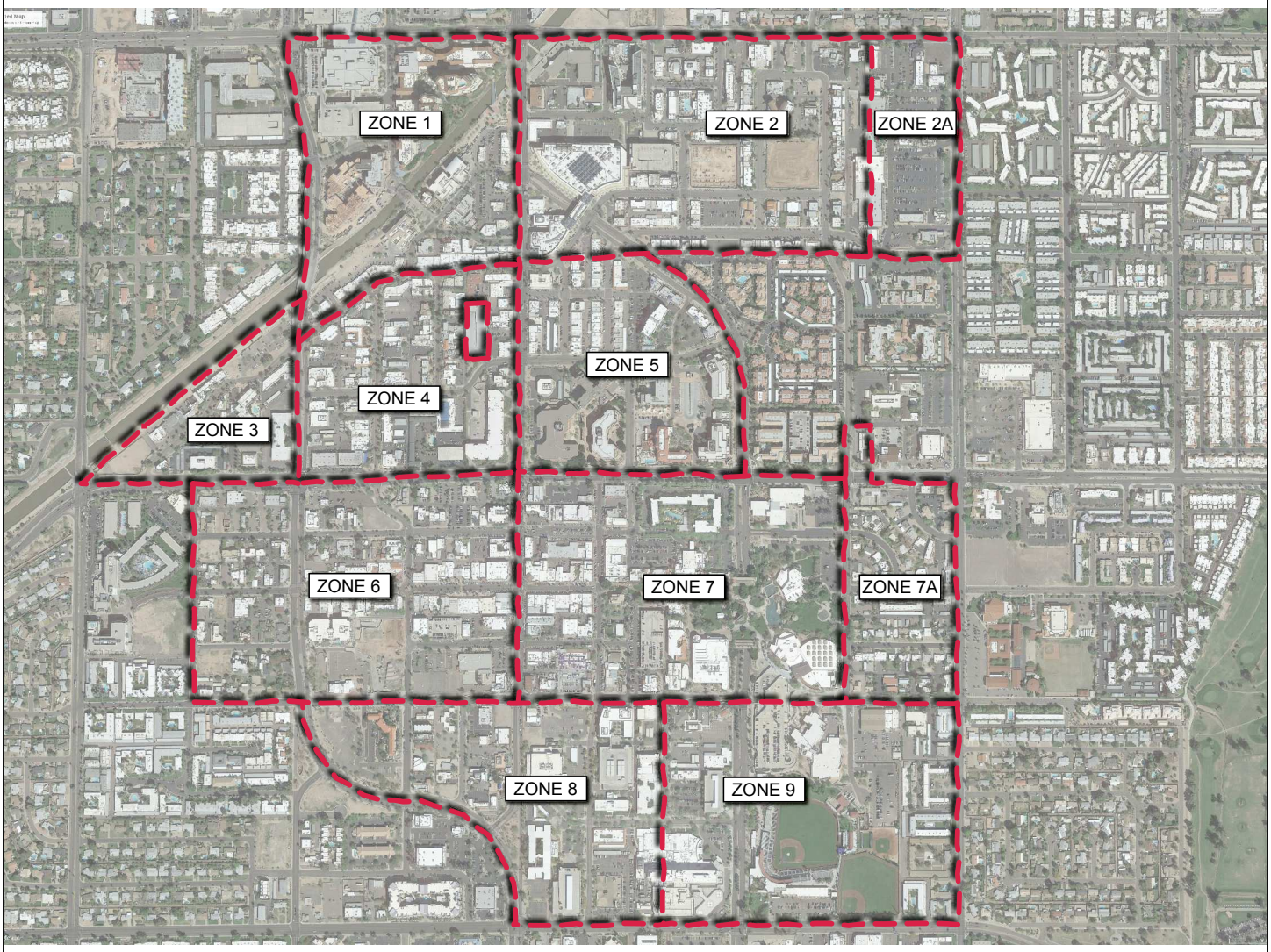

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Job: Scottsdale Downtown Parking Study

Job No: 23-7527.00

Date: 04/22/2015

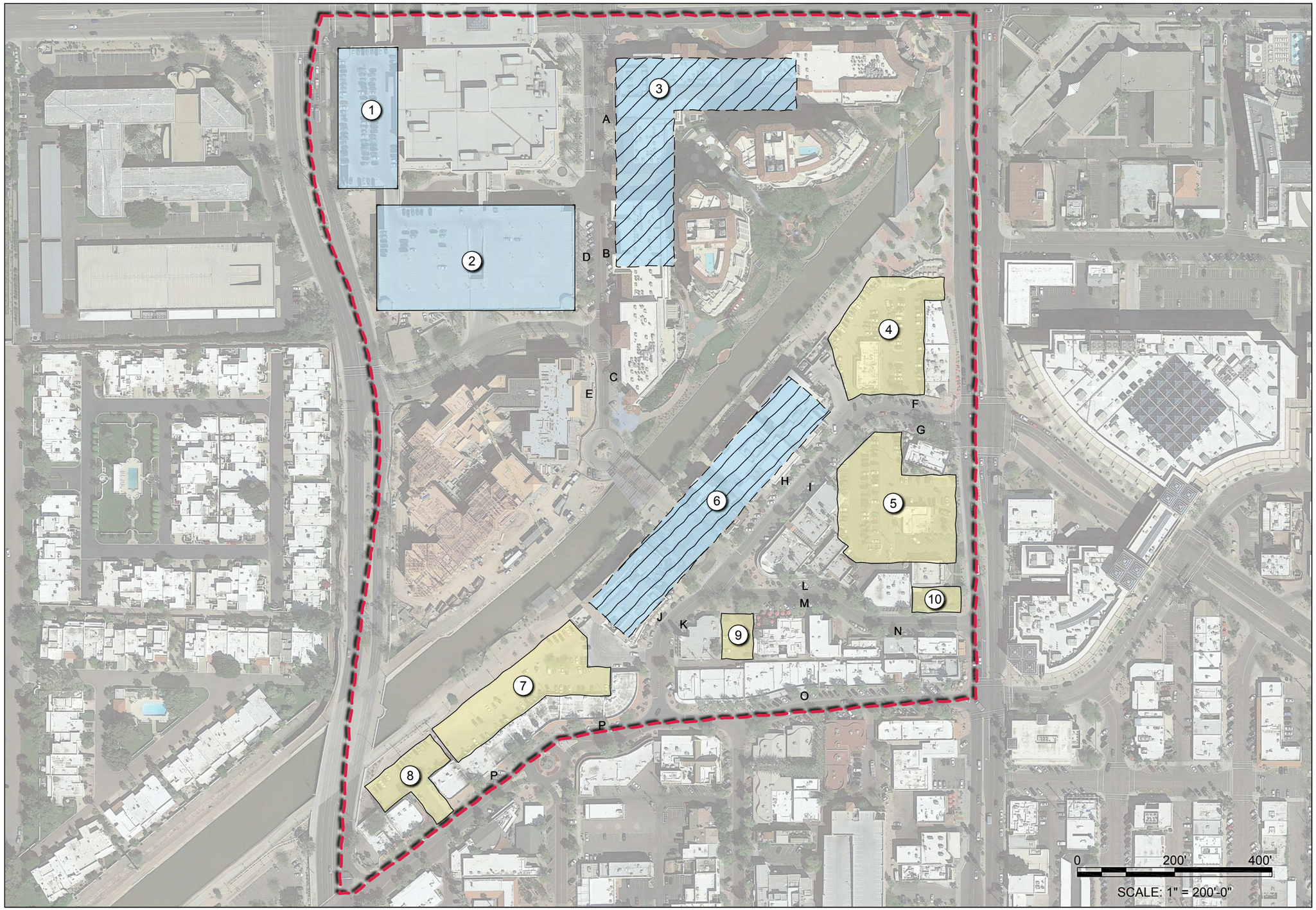
No.

SK-4

SCOTTSDALE DOWNTOWN
PARKING STUDY

WALKER
PARKING CONSULTANTS

ZONE 1



Legend

- (00) Parking Lot Number
- Parking Lot
- Parking Garage
- Parking Garage Below Grade
- Zone Boundary
- A Street Parking

NORTH

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory, Zone 1 - April 16, 2015

ZONE	Facility	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
1	1	Garage	Fashion Square Mall	Public	330	338	
1	1	Garage	Fashion Square Mall	ADA	8		estimated
1	2	Garage	Fashion Square Mall	Public	1061	1085	
1	2	Garage	Fashion Square Mall	ADA	24		estimated
1	3	Below Grade Garage	Waterfront	Visitor (P1)	320	647	
1	3	Below Grade Garage	Waterfront	ADA	8		
1	3	Below Grade Garage	Waterfront	Reserved (P2)	311		
1	3	Below Grade Garage	Waterfront	ADA	8		
1	A	Street	Public	3 Hr	8	9	Angled
1	A	Street	Public	ADA	1		
1	B	Street	Public	3 Hr	15	16	Angled
1	B	Street	Public	ADA	1		Angled
1	C	Street	Public	1 Hr	8	9	Angled
1	C	Street	Public	ADA	1		All reserved for Valet
1	D	Street	Public	3 Hr	17	17	Angled
1	E	Street	Public	Unmarked	6	7	
1	E	Street	Public	ADA	1		
1	4	Lot	Retail	Restricted	69	70	half of lot not striped, Inv estimated
1	4	Lot	Retail	ADA	1		
1	F	Street	Public	3 Hr	7	7	Angled
1	G	Street	Public	3 Hr	4	4	Angled
1	5	Lot	Retail	Restricted	117	123	Several connected small lots; part valet; stripes faded on part (Inv. est.)
1	5	Lot	Retail	ADA	6		
1	H	Street	Public	3 Hr	17	17	Angled
1	I	Street	Public	3 Hr	19	19	
1	J	Street	Public	3 Hr	5	8	Parallel / Count Extended to 5th
1	J	Street	Public	3 Hr	3		Parallel
1	K	Street	Public	3 Hr	5	7	
1	K	Street	Public	3 Hr	2		
1	7	Gravel Lot	Public	Unrestricted	55	90	
1	7	Gravel Lot	Public	Restricted	35		
1	8	Lot	Public	Unrestricted	30	32	Partially Striped

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

Parking Inventory, Zone 1 - April 16, 2015

ZONE	Facility	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
1	8	Lot	Public	3 Hr	2		
1	6	Below Grade Garage	P1	Gated Permit	49	174	Includeds 9 Tandem ; 6 other tandem fenced not counted
1	6	Below Grade Garage	P1	Public ADA	8		
1	6	Below Grade Garage	P1	3 Hr	50		
1	6	Below Grade Garage	P1	Unmarked	67		
1	6	Below Grade Garage	P2	Gated Permit	58	104	
1	6	Below Grade Garage	P2	Public ADA	3		
1	6	Below Grade Garage	P2	Unmarked	43		
				TOTALS	**2783**	**2783**	

SCOTTSDALE DOWNTOWN
PARKING STUDY

WALKER
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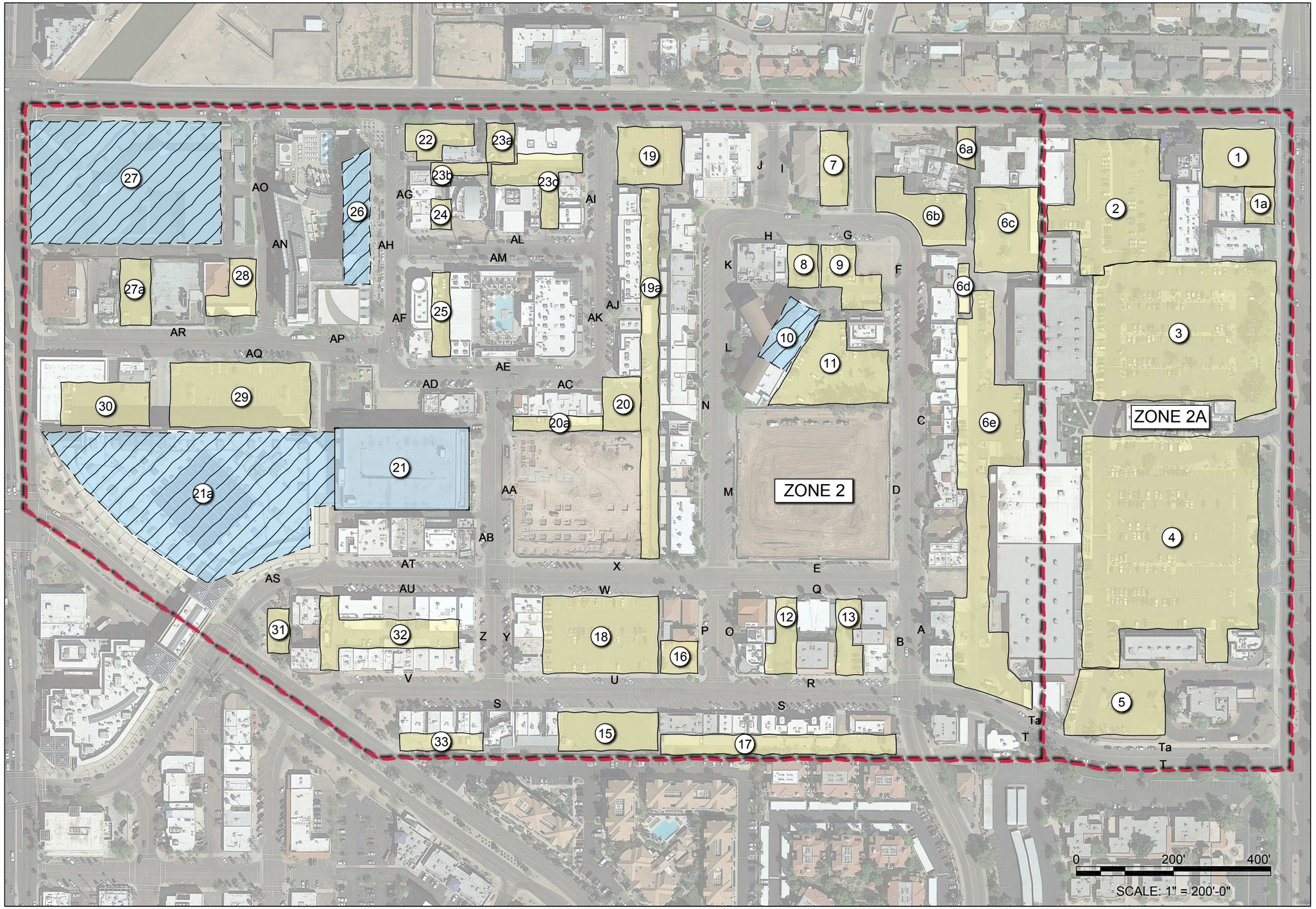
ZONE 2 AND 2A



Legend

- 00 Parking Lot Number
- Parking Lot
- Parking Garage
- Parking Garage Below Grade
- Zone Boundary
- A Street Parking

NORTH

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

Parking Inventory, Zone 2 - April 14, 2015

ZONE	Lot ID	Sub-Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
2	6	a	Lot	Public	Unrestricted	5	5	Not City Operated
2	6	b	Lot	Don & Charlies	Reserved	40	42	
2	6	b	Lot	Don & Charlies	ADA	2		
2	6	c	Lot	Retail / Medical	Restricted	53	54	
2	6	c	Lot	Retail / Medical	Restricted	1		
2	6	d	Lot	Salon / Medical	Restricted	6	6	
2	6	e	Lot	Tenant	Reserved	123	124	
2	6	e	Lot	Tenant	ADA	1		
2	7		Lot	Bank	Restricted	18	19	
2	7		Lot	Bank	ADA	1		
2	8		Lot	BLUR	Restricted	9	9	
2	9		Lot	Outdoor Indigo Hotel	Restricted	20	20	
2	10		Garage	Indoor Indigo Hotel	Restricted	24	29	
2	10		Garage	Indoor Indigo Hotel	ADA	5		
2	11		Lot	Outdoor Indigo Hotel	Restricted	27	27	
2	12		Garage	Retail	Restricted	20	20	
2	13		Lot	Tenant	Restricted	23	24	
2	13		Lot	Tenant	ADA	1		
2	14		Lot	Retail	Restricted	21	22	
2	14		Lot	Retail	ADA	1		
2	14	a	Lot	Retail	Reserved	2	2	
2	15		Lot	Public	Unrestricted	33	33	No Parking 3am-9am
2	16		Lot	Retail	Restricted	16	16	
2	17		Lot	Private	Restricted	43	44	
2	17		Lot	Private	ADA	1		
2	18		Lot	Public	Unrestricted	77	81	No Parking 3am-9am
2	18		Lot	Public	ADA	4		
2	19		Lot	Retail	Reserved	22	24	
2	19		Lot	Retail	ADA	2		
2	19	a	Lot	Tenant (alley)	Restricted	94	94	
2	20		Lot	Public	3 Hr	24	24	M-F 7am-5pm
2	20	a	Lot	Public		18	18	
2	22		Lot	Julios	Reserved	9	10	
2	22		Lot	Julios	ADA	1		
2	23	a	Lot	Retail	Restricted	8	8	
2	23	b	Lot	Tenant	Restricted	14	16	
2	23	b	Lot	Tenant	ADA	2		
2	23	c	Lot	Retail	Reserved	13	13	
2	24		Lot	Retail	Restricted	9	9	
2	25		Lot	Retail	Restricted	7	7	
2	26		Garage	Tenant/ Residential	Restricted			Not counted
2	27		Garage	Tenant/ Residential	Restricted	239	246	
2	27		Garage	Tenant/ Residential	ADA	7		
2	27	a	Lot	Retail	Restricted	29	29	
2	28		Lot	Retail	Restricted	13	14	

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory, Zone 2 - April 14, 2015

ZONE	Lot ID	Sub-Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
2	28		Lot	Retail	ADA	1		
2	29		Lot	Galleria	Reserved	106	106	
2	30		Lot	Retail	Restricted	37	37	
2	31		Lot	Public	3 Hr	8	8	
2	32		Lot	Retail	Restricted	52	53	
2	32		Lot	Retail	ADA	1		
2	33		Lot	Retail	Restricted	24	24	
2	34		Lot	Tenant/ Residential	Gated Comm.			Not counted
2	A		Street	public	3 hr	13	13	Angled
2	B		Street	Retail	3 Hr	8	8	
2	C		Street	Public	Unrestricted	31	32	Angled
2	C		Street	Public	ADA	1		
2	D		Street	Public	Const. Zone			Not counted
2	D		Street	Public	Const. Zone			Not counted
2	E		Street	Public	Const. Zone			Not counted
2	E		Street	Public	Const. Zone			Not counted
2	F		Street	Public	Unrestricted	2	2	Angled
2	G		Street	Public	Unrestricted	8	8	Angled
2	H		Street	Public	Unrestricted	6	7	
2	H		Street	Public	ADA	1		
2	I		Street	Public	Unrestricted	9	9	Angled
2	J		Street	Civic Center Plaza	Unrestricted	7	7	
2	K		Street	Public	Unrestricted	4	4	Angled
2	L		Street	Public	Unrestricted	7	7	Angled
2	M		Street	Public	Const. Zone			Not counted
2	N		Street	Public	Unrestricted	46	46	Angled
2	O		Street	Public	3 hr / Unrestricted	6	7	Angled
2	O		Street	Public	ADA	1		Angled
2	P		Street	Public	3 Hr	9	9	Angled
2	Q		Street	Public	3 Hr	13	13	Angled
2	R		Street	Public	3 Hr	14	14	Angled
2	S		Lot	Public	3 Hr	66	68	M-F 7am-5pm
2	S		Lot	Public	ADA	2		
2	T		Street	Public	Unrestricted	27	27	Parallel
2	T	a	Street	Public	Unrestricted	6	6	Parallel
2	U		Street	Public	Unrestricted	10	17	Angled
2	U		Street	Public	3 Hr	7		M-F 7am-5pm
2	V		Street	Public	3 Hr	17	19	M-F 7am-5pm
2	V		Street	Public	ADA	2		
2	W		Street	Public	3 Hr	19	19	M-F 7am-5pm
2	X		Street	Public	3 hr./Const. Zone	2	2	Most in const. zone; 2 avail.
2	Y		Street	Public	3 Hr	9	9	M-F 7am-5pm
2	Z		Street	Public	3 Hr	4	6	Angled
2	Z		Street	Public	ADA	2		
2	AA		Street	Public	Const. Zone			Not counted
2	AB		Street	Public	Unrestricted	4	4	Angled
2	AC		Street	Public	3 Hr	7	9	

Downtown Scottsdale Parking Planning Study
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WALKER PARKING CONSULTANTS

Parking Inventory, Zone 2 - April 14, 2015

ZONE	Lot ID	Sub-Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
2	AC		Street	Public	30 Min loading	2		
2	AD		Street	Public	1 Hr	13	13	
2	AE		Street	Retail	Loading dock	5	6	Parallel
2	AE		Street	Public	ADA	1		Parallel
2	AE		Street	Public	30 Min Loading	5	5	Parallel
2	AF		Street	Private	3 Hr	7	7	M-F 7am-5pm
2	AG		Street	Public	3 Hr	8	8	M-F 7am-5pm
2	AH		Street	Public	2 Hr	10	10	M-F 7am-5pm
2	AI		Street	Retail	Reserved	8	10	Angled
2	AI		Street	Retail	Loading	2		
2	AJ		Street	Public	Unrestricted	3	25	Parallel
2	AJ		Street	Public	Unrestricted	19		Angled
2	AJ		Street	Public	Moto Only	2		Moto Only
2	AJ		Street	Public	ADA	1		
2	AK		Street	Public	Unrestricted	6	7	
2	AK		Street	Public	ADA	1		
2	AL		Street	Retail	Reserved	4	14	Angled
2	AL		Street	Retail	Reserved	6		Parallel
2	AL		Street	Retail	ADA	1		
2	AL		Street	Retail	3 Hr	3		M-F 7am-5pm Angled
2	AM		Street	Public	Unmarked	11	13	Parallel
2	AM		Street	Public	ADA	2		
2	AN		Street	Public	3 Hr	12	12	M-F 7am-5pm
2	AO		Street	Public	3 Hr	9	9	M-F 7am-5pm
2	AP		Street	Public	3 Hr	6	6	
2	AQ		Street	Public	3 Hr	32	32	
2	AR		Street	Public	3 Hr	15	15	
2	AS		Street	Public	30 Min	3	4	6am-5pm
2	AS		Street	Public	Taxi/ Limo	1		
2	AT		Street	Public	3 Hr	18	19	
2	AT		Street	Public	ADA	1		
2	AU		Street	Public	3 Hr	18	19	
2	AU		Street	Public	ADA	1		
					TOTALS	**1923**	**1923**	

Downtown Scottsdale Parking Planning Study
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Parking Inventory, Zone 2 - April 14, 2015

ZONE	Lot ID	Sub-Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
2A	1		Lot	Retail	Restricted	72	72	Gravel lot
2A	1	a	Lot	Kwik Mart	Reserved	5	6	
2A	1	a	Lot	Kwik Mart	ADA	1		
2A	2	a	Lot	Retail	5 Min restricted	2	76	
2A	2	a	Lot	Retail	10 Min restricted	3		
2A	2	a	Lot	Retail	30 Min restricted	6		
2A	2	a	Lot	Retail	1 Hr restricted	3		
2A	2	a	Lot	Retail	Restricted	57		
2A	2	a	Lot	Retail	ADA	5		
2A	2	b	Lot	Retail	Restricted	24	25	
2A	2	b	Lot	Retail	ADA	1		
2A	3		Lot	Pasta side facing Sprout	Unrestricted	14	20	
2A	3		Lot	Retail	ADA	6		
2A	3	a	Lot	faces Camelback Rd.	Unrestricted	16	16	
2A	3	b	Lot	Nails/ Bakery	30 Min	4	5	
2A	3	b	Lot	Retail	ADA	1		
2A	3	c	Lot	Sprouts & Misc.	Reserved	133	138	
2A	3	c	Lot	Sprouts & Misc.	ADA	5		
2A	4		Lot	Retail	Restricted	266	270	
2A	4		Lot	Retail	ADA	4		
2A	4	a	Lot	Wilson Camera	Reserved	5	6	
2A	4	a	Lot	Wilson Camera	ADA	1		
2A	4	b	Lot	Retail	30 Min Misc.	15	15	
2A	4	d	Lot	Retail	1 Hr Misc.	7	7	
2A	4	e	Lot	TJ Max	Reserved	14	18	front perimeter
2A	4	e	Lot	TJ Max	ADA	4		
2A	4	f	Lot	Pasta Brioni & Misc.	Reserved	19	22	
2A	4	f	Lot	Pasta Brioni & Misc.	ADA	3		
2A	4	g	Lot	Misc. retail nook	Unrestricted	4	4	
2A	5		Lot	Retail	Restricted	41	45	
2A	5		Lot	Retail	ADA	4		
					TOTALS	**745**	**745**	

Downtown Scottsdale Parking Planning Study
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WALKER PARKING CONSULTANTS

Parking Occupancy, Zone 2 - April 15, 2015

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM	Notes
2	6	a	Private	5	1	1	2	3	3	5	5	
2	6	b	Private	42	1	1	1	4	6	9	36	
2	6	c	Private	54	1	6	40	45	51	49	15	
2	6	d	Private	6	0	0	0	0	1	2	0	
2	6	e	Private	124	5	21	51	64	64	56	39	
2	7		Private	19	2	2	4	6	7	8	16	Bank
2	8		Private	9	0	0	2	3	2	1	0	small lot club BLUR
2	9		Private	20	6	7	6	7	6	5	4	outdoor large indigo
2	10		Private	29	25	19	19	15	23	21	21	indoor garage indigo
2	11		Private	27	24	13	4	1	0	6	13	back of indigo
2	12		Private	20	1	4	12	12	13	5	0	
2	13		Private	24	2	6	15	15	17	10	8	
2	14		Private	22	0	3	10	12	13	10	4	
2	14	a	Private	2	0	1	1	1	1	1	0	
2	15		Public (unrestricted)	33	0	0	2	17	23	21	11	
2	16		Private	16	1	2	6	9	11	8	7	
2	17		Private	44	1	5	18	21	22	22	7	
2	18		Public (unrestricted)	81	1	2	70	75	79	73	41	
2	19		Private	24	5	6	18	22	31	22	11	
2	19	a	Private	94	6	18	42	54	52	45	23	
2	20		Public (time restricted)	24	1	2	7	9	22	19	19	
2	20	a	Public (time restricted)	18	0	1	8	9	10	7	6	
2	22		Private	10	0	0	0	2	6	5	3	
2	23	a	Private	8	2	3	7	8	8	8	8	
2	23	b	Private	16	1	2	3	2	6	2	4	10 spaces coned off temporary for today
2	23	c	Private	13	1	1	1	1	0	0	0	
2	24		Private	9	0	1	0	3	3	6	10	
2	25		Private	7	0	0	4	5	7	4	0	
2	27		Private	246	23	44	89	89	72	50	15	
2	27	a	Private	29	2	2	4	3	5	7	8	
2	28		Private	14	0	0	3	3	5	5	1	
2	29		Private	106	17	58	79	72	80	58	11	
2	30		Private	37	0	5	25	26	32	27	19	
2	31		Public (time restricted)	8	5	8	7	6	6	6	8	
2	32		Private	53	4	4	15	21	25	27	24	
2	33		Private	24	1	2	7	8	8	5	4	
2	A		Public (time restricted)	13	0	1	2	3	6	8	5	
2	B		Public (time restricted)	8	0	1	3	5	4	4	4	
2	C		Public (unrestricted)	32	4	8	19	30	28	23	23	

Downtown Scottsdale Parking Planning Study
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WALKER PARKING CONSULTANTS

Parking Occupancy, Zone 2 - April 15, 2015

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM	Notes
2	D	XXXX	CONST ZONE	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	
2	E	XXXX	CONST ZONE	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	
2	F		Public (unrestricted)	2	2	2	3	3	3	3	2	filled by construction workers
2	G		Public (unrestricted)	8	8	8	8	7	8	8	9	filled by construction workers
2	H		Public (unrestricted)	7	1	2	3	4	6	3	4	
2	I		Public (unrestricted)	9	1	0	0	1	7	8	8	
2	J		Public (unrestricted)	7	2	3	4	6	8	6	6	
2	K		Public (unrestricted)	4	1	3	4	4	4	4	4	
2	I		Public (unrestricted)	7	3	6	7	7	7	5	7	
2	M	XXXX	CONST ZONE	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	
2	N		Public (unrestricted)	46	21	38	46	46	46	40	15	Filled by construction workers
2	O		Public (time restricted)	7	0	0	3	5	5	6	6	
2	P		Public (time restricted)	9	0	1	6	8	7	6	7	
2	Q		Public (time restricted)	13	2	7	13	12	12	12	8	
2	R		Public (time restricted)	14	0	5	14	14	14	13	8	
2	S		Public (unrestricted)	68	0	31	47	50	52	53	31	
2	T		Public (time restricted)	27	0	1	3	2	4	2	1	S. side of 6th from 75th to 76th
2	T	a	Public (time restricted)	6	0	2	3	2	1	1	0	N. side of 6th from loading dock to entrance to lot
2	U		Public (time restricted)	17	5	14	15	15	15	15	4	
2	V		Public (time restricted)	19	0	3	10	9	16	8	13	
2	W		Public (time restricted)	19	0	0	11	12	9	14	12	
2	X		Public (time restricted)	2	0	0	2	1	1	0	2	
2	Y		Public (time restricted)	9	1	1	9	8	9	9	9	
2	Z		Public (time restricted)	6	0	0	5	5	6	6	4	
2	AA	XXXX	CONST ZONE	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	XXXX	
2	AB		Public (unrestricted)	4	4	4	4	4	4	4	7	
2	AC		Public (time restricted)	9	0	1	2	6	8	8	7	
2	AD		Public (time restricted)	13	1	2	10	10	13	11	12	
2	AE		Public (unrestricted)	11	3	2	4	5	8	7	8	30 Min / loading
2	AF		Public (time restricted)	7	3	4	5	4	5	7	7	
2	AG		Public (time restricted)	8	5	3	8	8	8	7	8	
2	AH		Public (time restricted)	10	6	7	8	10	9	8	10	
2	AI		Public (unrestricted)	10	2	4	9	9	10	8	8	
2	AJ		Public (unrestricted)	25	3	9	17	23	22	21	17	

Downtown Scottsdale Parking Planning Study
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WALKER PARKING CONSULTANTS

Parking Occupancy, Zone 2 - April 15, 2015

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory		6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM	Notes
2	AK		Public (unrestricted)	7		2	4	5	6	5	4	6	
2	AL		Public (unrestricted)	14		2	7	14	14	14	9	8	1 ADA
2	AM		Public (unrestricted)	13		2	7	11	12	12	11	12	1 ADA
2	AN		Public (time restricted)	12		4	5	12	8	11	11	12	
2	AO		Public (time restricted)	9		2	3	7	8	7	10	11	1-2 illegal @ 4pm/ 6pm
2	AP		Public (time restricted)	6		3	4	6	5	6	5	5	
2	AQ		Public (time restricted)	32		13	20	31	27	27	29	23	
2	AR		Public (time restricted)	15		4	7	13	14	12	15	13	
2	AS		Public (time restricted)	4		1	2	2	0	1	2	1	
2	AT		Public (time restricted)	19		2	15	17	17	16	17	15	
2	AU		Public (time restricted)	19		4	18	17	19	19	19	17	

TOTALS:	1923		256	515	1024	1121	1215	1085	800
			13%	27%	53%	58%	63%	56%	42%

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

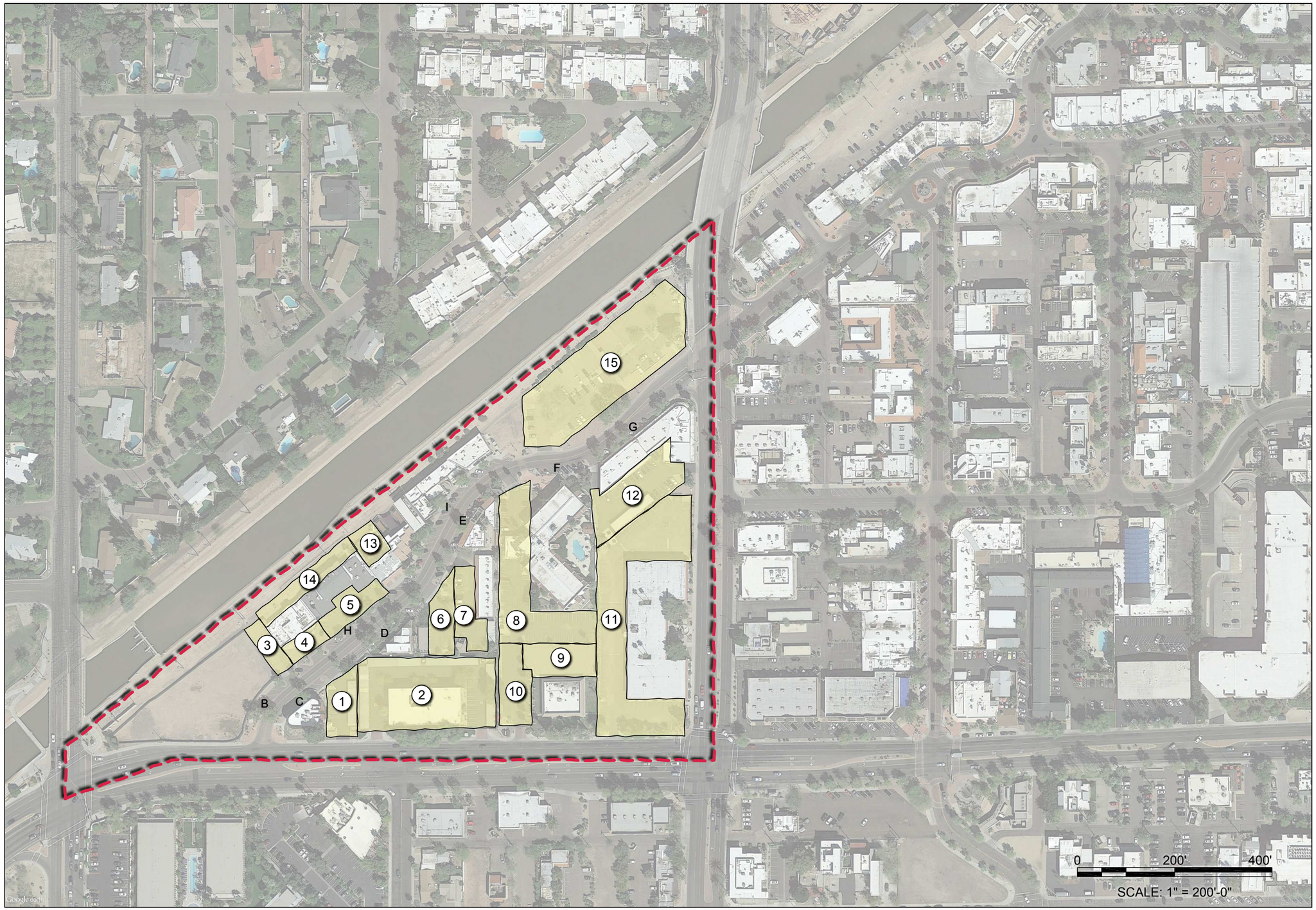
Parking Occupancy, Zone 2A - April 15, 2015

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM	Notes
2A	1		Private	72	3	1	6	3	3	0	2	
2A	1	a	Private	6	4	3	2	3	1	3	5	Kwik Mart
2A	2		Private	101	4	15	40	63	62	69	94	
2A	3		Private	179	34	67	102	130	121	134	154	
2A	4		Private	342	20	42	86	120	133	111	101	
2A	5		Private	45	0	3	5	5	2	4	5	
			TOTALS:	**745**	**65**	**131**	**241**	**324**	**322**	**321**	**361**
					9%	18%	32%	43%	43%	43%	48%

SCOTTSDALE DOWNTOWN
PARKING STUDY

WALKER
PARKING CONSULTANTS

ZONE 3



Legend

- (00) Parking Lot Number
- Parking Lot
- Parking Garage
- Parking Garage Below Grade
- Zone Boundary
- A Street Parking

NORTH

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

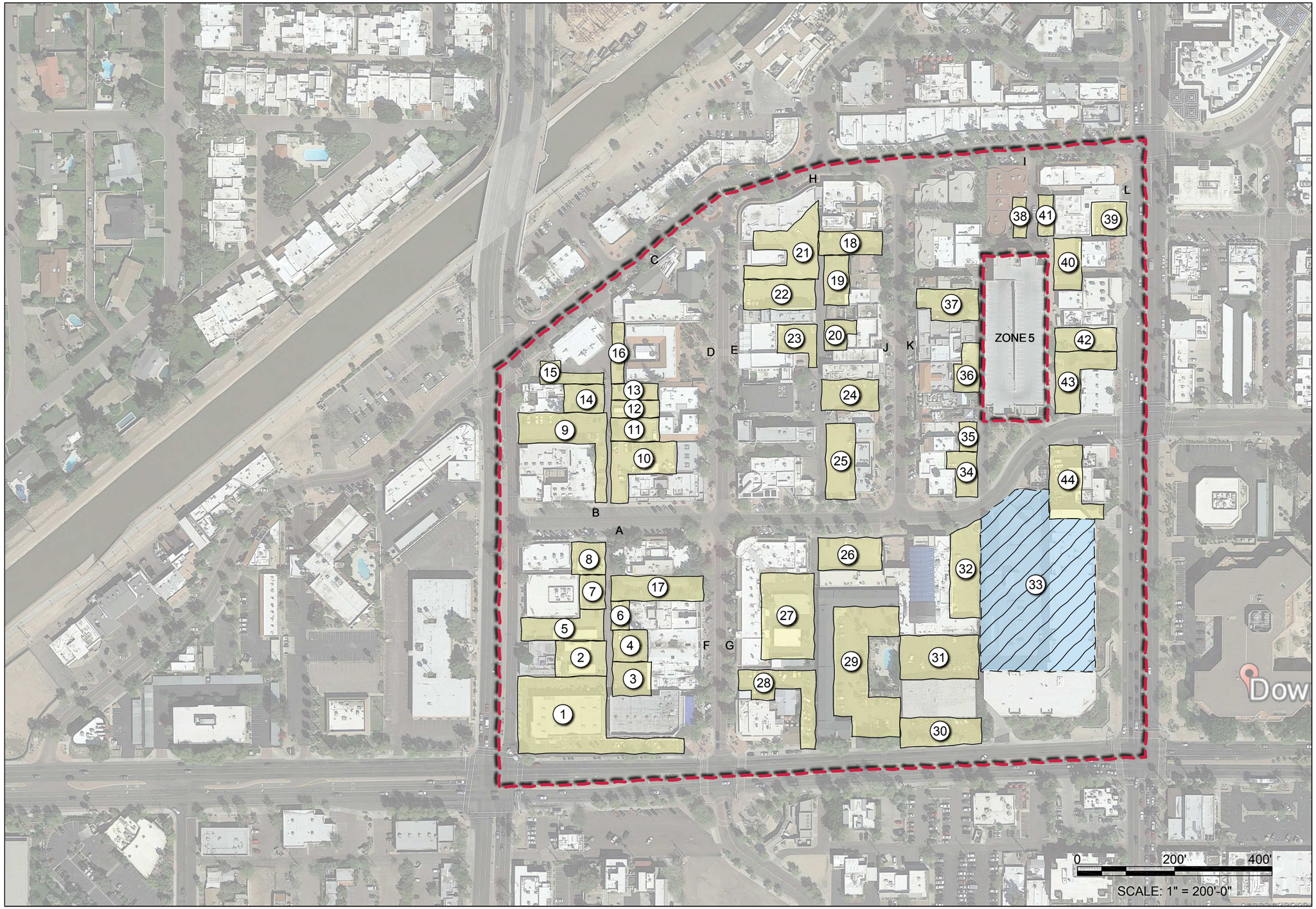
Parking Inventory Zone 3 - April 16, 2015

ZONE	Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
3	1	Lot	Private	Covered	10	18	
3	1	Lot	Private	General	7		
3	1	Lot	Private	ADA	1		
3	2	Lot	Private	Covered	47	76	
3	2	Lot	Private	General	27		
3	2	Lot	Private	ADA	2		
3	3	Lot	Private	Restricted	14	14	
3	4	Lot	Private	Restricted	10	10	
3	5	Lot	Private	Restricted	18	18	
3	6	Lot	Private	Restricted	11	11	
3	7	Lot	Private	General	16	17	
3	7	Lot	Private	ADA	1		
3	8	Lot	Private	Restricted	61	65	Travelodge
3	8	Lot	Private	Restricted	4		
3	9	Lot	Private	Restricted	25	27	
3	9	Lot	Private	Restricted	2		
3	10	Lot	Private	Restricted	10	10	unlined
3	11	Lot	Private	Restricted	15	15	
3	12	Lot	Private	Covered	10	33	
3	12	Lot	Private	General	23		
12	13	Lot	Private	Restricted	8	8	
3	14	Lot	Private	Restricted	19	19	alley
3	15	Lot	Public	Restricted	116	120	
3	15	Lot	Public	ADA	4		
3	B	Street	Public	Unmarked	5	5	angled
3	C	Street	Public	Unmarked	8	8	angled
3	D	Street	Public	Unmarked	13	13	angled
3	E	Street	Public	Unmarked	14	14	angled
3	F	Street	Public	Unmarked	8	8	angled
3	G	Street	Public (time restricted)	3 Hr	10	10	angled
3	H	Street	Public	Unmarked	14	14	angled
3	I	Street	Public	Unmarked	19	19	angled
				TOTAL	**552**	**552**	

SCOTTSDALE DOWNTOWN
PARKING STUDY

WALKER
PARKING CONSULTANTS

ZONE 4



Legend

- 00 Parking Lot Number
- Parking Lot
- Parking Garage
- Parking Garage Below Grade
- Zone Boundary
- A Street Parking

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory Zone 4

ZONE	Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
4	1	Lot	Private	General	34	38	
4	1	Lot	Private	ADA	4		
4	2	Lot	Private	Covered	12	15	
4	2	Lot	Private	General	3		
4	3	Lot	Private	General	12	13	
		Lot	Private	ADA	1		
4	4	Lot	Private	Covered	16	16	
4	5	Lot	Private	Covered	10	23	
4	5	Lot	Private	General	12		
4	5	Lot	Private	ADA	1		
4	6	Lot	Private	Restricted	7	7	
4	7	Lot	Private	General	8	8	
4	8	Lot	Private	Covered	4	9	
4	8	Lot	Private	General	5		
4	9	Lot	Private	Restricted	45	47	
4	9	Lot	Private	ADA	2		
4	10	Lot	Private	Restricted	23	27	
4	10	Lot	Private	ADA	4		
4	11	Lot	Private	Restricted	10	10	
4	12	Lot	Private	Restricted	10	10	
4	13	Lot	Private	Restricted	10	10	
4	14	Lot	Private	Restricted	15	15	
4	15	Lot	Private	Restricted	14	14	
4	16	Lot	Private	Restricted	12	12	
4	17	Lot	Private	Restricted	18	18	
4	18	Lot	Public	Public	9	11	
4	18	Lot	Public	ADA	2		
4	19	Lot	Private	Restricted	6	8	
4	19	Lot	Private	ADA	2		
4	20	Lot	Private	Restricted	8	8	
4	21	Lot	Private	Restricted	25	25	
4	22	Lot	Private	Restricted	28	28	
4	23	Lot	Private	Restricted	16	16	
4	24	Lot	Public	Public	15	17	
4	24	Lot	Public	ADA	2		
4	25	Lot	Private	Restricted	26	26	
4	26	Lot	Private	Restricted	21	21	
4	27	Lot	Private	Restricted	39	41	
4	27	Lot	Private	ADA	2		
4	28	Lot	Private	Restricted	26	27	
4	28	Lot	Private	ADA	1		
4	29	Lot	Private	Restricted	60	64	
4	29	Lot	Private	ADA	4		
4	30	Lot	Private	Restricted	21	21	
4	31	Lot	Private	Restricted	30	30	

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory Zone 4

ZONE	Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
4	32	Lot	Private	Restricted	32	32	
4	33	Lot	Private	Restricted	240	240	Est. underground
4	34	Lot	Private	Restricted	12	12	
4	35	Lot	Private	Restricted	8	8	
4	36	Lot	Private	Restricted	9	9	
4	37	Lot	Private	Restricted	17	17	
4	38	Lot	Private	Restricted	7	7	
4	39	Lot	Private	Restricted	11	12	
4	39	Lot	Private	ADA	1		
4	40	Lot	Private	Restricted	12	12	
4	41	Lot	Private	Restricted	4	4	
4	41	Lot	Private	ADA	1	1	
4	42	Lot	Private	Restricted	9	10	
4	42	Lot	Private	ADA	1		
4	43	Lot	Private	Restricted	24	25	
4	43	Lot	Private	ADA	1		
4	44	Lot	Private	Restricted	17	17	
4	A	Street	Public	3 hr	20	21	Angled
4	A	Street	Public	ADA	1		Angled
4	B	Street	Public	3 hr	20	22	Angled
4	B	Street	Public	ADA	2		Angled
4	C	Street	Public	3 hr	10	10	Angled
4	D	Street	Public	3 hr	35	35	Angled
4	E	Street	Public	3 hr	26	27	Angled
4	E	Street	Public	ADA	1		Angled
4	F	Street	Public	3 hr	25	25	Angled
4	G	Street	Public (time restricted)	3 hr	19	21	Angled
4	G	Street	Public (time restricted)	ADA	2		Angled
4	H	Street	Public	3 hr	7	8	Angled
		Street	Public	ADA	1		Angled
4	I	Street	Public	3 hr	24	24	Angled
4	J	Street	Public	3 hr	34	34	Angled
4	K	Street	Public	3 hr	29	32	Angled
4	K	Street	Public	ADA	3		Angled
4	L	Street	Public	3 hr	3	3	Angled
				TOTAL	**1303**	**1303**	

SCOTTSDALE DOWNTOWN
PARKING STUDY

WALKER
PARKING CONSULTANTS

ZONE 5

Legend

- (00) Parking Lot Number
- Parking Lot
- Parking Garage
- Parking Garage Below Grade
- Zone Boundary
- A Street Parking

NORTH

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory, Zone 5 - April 14, 2015

ZONE	Lot ID	Sub-Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
5	8		Lot	Tenant/ Residential	Gated Comm.	0	0	(N)E. 6th Ave; (S) E. Indian School; (W) N. Drinkwater Blvd; (E) N. 75th St
5	9	a	Lot	Ben & Jacks		11	17	
5	9	a	Lot	Ben & Jacks	ADA	4		
5	9	a	Lot	Ben & Jacks	15 Min Delivery	2		
5	9	b	Lot	Public	30 Min /Visitor	18	22	
5	9	b	Lot	Public	15 Min /Delivery	2		
5	9	b	Lot	Public	ADA	2		
5	10		Lot	Visitor & Monthly Garage/ Public	Ground Level	30	32	
5	10		Lot	Visitor & Monthly Garage/ Public	ADA	2		
5	10		Lot	Visitor & Monthly Garage/ Public	Ground Level/ Ramp	38	39	
5	10		Lot	Visitor & Monthly Garage/ Public	ADA	1		
5	10		Lot	Visitor & Monthly Garage/ Public	P1	147	151	
5	10		Lot	Visitor & Monthly Garage/ Public	ADA	4		
5	10		Lot	Visitor & Monthly Garage/ Public	P1 Ramp	58	60	
5	10		Lot	Visitor & Monthly Garage/ Public	ADA	2		
5	10		Lot	Visitor & Monthly Garage/ Public	P2	152	156	
5	10		Lot	Visitor & Monthly Garage/ Public	ada	4		
5	10		Lot	Visitor & Monthly Garage/ Public	P2 Ramp	58	60	
5	10		Lot	Visitor & Monthly Garage/ Public	ADA	2		
5	10		Lot	Visitor & Monthly Garage/ Public	P3	151	156	
5	10		Lot	Visitor & Monthly Garage/ Public	ADA	5		
5	10		Lot	Visitor & Monthly Garage/ Public	P3 Ramp	56	58	
5	10		Lot	Visitor & Monthly Garage/ Public	ADA	2		
5	10		Lot	Visitor & Monthly Garage/ Public	P4	151	156	
5	10		Lot	Visitor & Monthly Garage/ Public	ADA	5		
5	11		Lot	Hilton Hotel	Reserved	23	27	
5	11		Lot	Hilton Hotel	ADA	4		
5	12		Lot	Residential	Unrestricted	12	12	3rd Ave. Lot
5	13		Lot	Public	15 Min	14	17	
5	13		Lot	Public	ADA	3		
5	14		Garage	Hilton Garage	Reserved	103	107	
5	14		Garage	Hilton Garage	ADA	4		
5	15		Garage	Tenant/ Residential	Restricted	0	0	Not counted
5	16		Garage	Financial SFC	P1	142	147	Counted. Controlled. No occupancy data collected
5	16		Garage	Financial SFC	ADA	5		Counted. Controlled. No occupancy data collected
5	16		Garage	Financial SFC	P1 Ramp	45	45	Counted. Controlled. No occupancy data collected
5	16		Garage	Financial SFC	P2	155	162	Counted. Controlled. No occupancy data collected
5	16		Garage	Financial SFC	ADA	7		Counted. Controlled. No occupancy data collected

Downtown Scottsdale Parking Planning Study
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Parking Inventory, Zone 5 - April 14, 2015

ZONE	Lot ID	Sub-Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
5	16		Garage	Financial SFC	P2 Ramp	17	17	Counted. Controlled. No occupancy data collected
5	17	a	Lot	Marriot	Reserved	2	4	Counted. Controlled. No occupancy data collected
5	17	a	Lot	Marriot	ADA	2		Counted. Controlled. No occupancy data collected
5	17	b	Lot	Marriot	Level 1	83	86	Counted. Controlled. No occupancy data collected
5	17	b	Lot	Marriot	ADA	3		Counted. Controlled. No occupancy data collected
5	17	b	Lot	Marriot	Level 2	125	130	Counted. Controlled. No occupancy data collected
5	17	b	Lot	Marriot	ADA	5		Counted. Controlled. No occupancy data collected
5	18		Lot	Tenant/ Residential	P1	172	184	Counted. Controlled. No occupancy data collected
5	18		Lot	Tenant/ Residential	ADA	12		Counted. Controlled. No occupancy data collected
5	18		Lot	Tenant/ Residential	P2 Ramp	45	45	Counted. Controlled. No occupancy data collected
5	18		Lot	Tenant/ Residential	P2	196	200	Counted. Controlled. No occupancy data collected
5	18		Lot	Tenant/ Residential	ADA	4		Counted. Controlled. No occupancy data collected
5	19		Lot	Wells Fargo	Reserved	47	50	
5	19		Lot	Wells Fargo	ADA	3		
5	20		Lot	4141	Reserved	23	24	
5	20		Lot	4141	ADA	1		
5	21		Lot	Public	Level 1	57	112	
5	21		Lot	Public	ADA	4		
5	21		Lot	Public	Police	2		Mon- Fri 7am- 5-pm
5	21		Lot	Public	Level Ramp	49		
5	21		Lot	Public	Level 2	112	116	
5	21		Lot	Public	ADA	4		
5	21		Lot	Public	Level 3	112	116	
5	21		Lot	Public	ADA	4		
5	21		Lot	Public	Level 4	63	63	
5	22		Lot	Alley	Restricted	32	32	
5	23		Lot	Tenant/ Residential	Gated Comm.	32	33	
5	23		Lot	Tenant/ Residential	ADA	1		Covered parking
5	24		Lot	Retail	Restricted	45	47	
5	24		Lot	Retail	ADA	2		
5	25		Lot	Alley	Restricted	52	52	
5	26		Lot	Hyatt Hotel	Reserved	20	24	
5	26		Lot	Hyatt Hotel	ADA	4		
5	27		Lot	Retail	Unrestricted	44	63	
5	27		Lot	Retail	Reserved	14		
5	27		Lot	Retail	ADA	5		
5	28		Lot	Retail	Reserved	12	14	
5	28		Lot	Retail	ADA	2		
5	29		Lot	Hyatt Hotel	Unrestricted	71	73	
5	29		Lot	Hyatt Hotel	ADA	2		
5	30		Lot	Retail	Unrestricted	60	62	
5	30		Lot	Retail	ADA	2		
5	31		Lot	Alley	Unrestricted	33	33	
5	32		Lot	Gravel	Galleria	14	14	
5	33		Lot	Public	Reserved	2	5	
5	33		Lot	Public	ADA	1		
5	33		Lot	Public	30 Min /Visitor	2		
5	A		Street	Public	3 Hr	18	18	
5	B		Street	Public	3 Hr	5	5	Anytime Parking / Parallel
5	C		Street	Public	Unrestricted	6	9	Parallel
5	C		Street	Public	ADA	3		

Downtown Scottsdale Parking Planning Study
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WALKER PARKING CONSULTANTS

Parking Inventory, Zone 5 - April 14, 2015

ZONE	Lot ID	Sub-Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
5	D		Street	Public	Unrestricted	15	15	Parallel
5	E		Street	Public	Unrestricted	15	15	Parallel
5	F		Street	Public	Unrestricted	6	6	Parallel
5	G		Street	Public	3 Hr	10	13	Anytime Parking / Parallel
5	G		Street	Public	30 Min /Visitor	3		Anytime Parking / Parallel
5	H		Street	NO PARKING	NO PARKING	0	0	NO PARKING
5	I		Street	NO PARKING	NO PARKING	0	0	Parallel
5	J		Street	Public	Unrestricted	10	10	
5	K		Street	Public	3 Hr	12	13	Anytime Parking / Angled
5	K		Street	Public	ADA	1		
5	L		Street	Public	3 Hr	21	21	Anytime Parking / Angled
5	M		Street	Public	3 Hr	9	10	Anytime Parking / Angled
5	M		Street	Public	ADA	1		
5	N		Street	Public	3 Hr	21	21	Anytime Parking / Angled
5	O		Street	Public	3 Hr	6	6	Anytime Parking / Parallel
5	P		Street	Public	3 Hr	7	7	Anytime Parking / Parallel
5	Q		Street	Retail	Restricted	6	6	
5	R		Street	Retail	Unrestricted	3	5	
5	R		Street	Retail	ADA	2		
5	S		Street	Public	3 Hr	4	5	Anytime Parking / Parallel
5	S		Street	Public	ADA	1		
5	T		Street	Retail	Unrestricted	5	5	
5	U		Street	Public	3 Hr	3	3	Anytime Parking / Angled
5	V		Street	Public	3 Hr	5	5	Anytime Parking / Angled
5	W		Street	Public	3 Hr	17	17	Anytime Parking / Angled
5	X		Street	Public	3 Hr	20	21	Anytime Parking / Angled
5	X		Street	Public	ADA	1		
					TOTALS	**3259**	**3259**	
					Subtracted areas deleted from occupancy counts	**2239**	**2239**	

Downtown Scottsdale Parking Planning Study

Walker Project #23-7527.00

Parking Occupancy Zone 5 - April 16, 2015

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM	Notes
5	9	a	Private	17	3	3	3	4	6	7	5	
5	9	b	Private	22	2	7	11	8	19	18	9	
5	10		Public (unrestricted - paid)	868	83	377	515	460	479	317	46	
5	11		Private	27	26	13	9	14	12	22	23	
5	12		Private	12	1	3	4	5	4	1	0	
5	13		Private	17	0	8	16	13	14	10	6	
5	14		Private	107	71	60	43	33	28	34	33	
5	19		Private	50	1	11	32	30	28	24	9	
5	20		Private	24	13	16	9	10	13	9	3	
5	21	a	Public (time restricted)	112	4	5	17	64	59	69	110	Lvl 1 - 3 hr limit
5	21	b	Public (time restricted)	116	2	4	13	13	11	12	36	Lvl 2- 3 hr limit
5	21	c	Public (unrestricted)	116	52	78	107	105	102	33	14	Lvl 3 - all day
5	21	d	Public (unrestricted)	63	10	59	58	62	63	36	5	Lvl 4 - all day
5	22		Private	32	4	11	16	23	21	14	7	Beh. Main Squeeze
5	23		Private	33	0	0	0	0	0	0	0	
5	24		Private	47	9	18	24	31	22	17	15	
5	25		Private	52	5	5	24	30	37	30	18	Construction
5	26		Private	24	16	15	10	7	14	22	20	
5	27		Private	63	10	11	29	34	29	41	29	
5	28		Private	14	4	3	6	5	6	6	7	
5	29		Private	73	63	31	28	26	29	26	26	
5	30		Private	62	9	22	51	55	50	45	8	
5	31		Private	33	6	12	22	21	22	15	6	
5	32		Private	14	0	0	2	1	2	2	10	Gravel Lot
5	33		Private	5	0	0	0	0	0	0	1	
5	A		Public (time restricted)	18	6	10	11	8	8	5	4	
5	B		Public (time restricted)	5	1	2	3	6	4	1	1	
5	C		Public (unrestricted)	9	7	9	9	9	7	6	7	
5	D		Public (unrestricted)	15	11	15	15	13	15	14	6	
5	E		Public (unrestricted)	15	7	15	15	13	15	14	2	
5	F		Public (unrestricted)	6	4	6	7	9	8	5	6	
5	G		Public (time restricted)	13	1	8	9	8	7	4	2	

Downtown Scottsdale Parking Planning Study
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Parking Occupancy Zone 5 - April 16, 2015

ZONE	LOT ID	SUB-LOT ID	Type/Restriction	Inventory		6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM	Notes
5	J		Public (unrestricted)	10		11	11	13	10	11	10	10	svc veh parked in lines 6am-4pm
5	K		Public (time restricted)	13		0	1	10	6	5	3	2	
5	L		Public (time restricted)	21		3	6	14	21	16	20	18	
5	M		Public (time restricted)	10		0	1	4	8	7	3	2	
5	N		Public (time restricted)	21		7	14	21	21	21	21	15	
5	O		Public (time restricted)	6		0	6	6	4	1	1	6	
5	P		Public (time restricted)	7		1	7	5	4	3	2	3	
5	Q		Public (unrestricted)	6		6	6	6	6	6	5	5	
5	R		Public (unrestricted)	5		3	4	5	5	5	5	5	
5	S		Public (time restricted)	5		0	0	2	3	3	2	0	
5	T		Public (unrestricted)	5		1	4	5	5	4	4	0	
5	U		Public (time restricted)	3		3	2	2	3	1	3	6	
5	V		Public (time restricted)	5		4	5	3	5	5	4	5	
5	W		Public (time restricted)	17		1	4	13	14	7	4	6	
5	X		Public (time restricted)	21		1	4	12	17	14	6	4	
			TOTALS	**2239**		**472**	**912**	**1239**	**1252**	**1243**	**952**	**561**	
						21%	**41%**	**55%**	**56%**	**56%**	**43%**	**25%**	

SCOTTSDALE DOWNTOWN
PARKING STUDY

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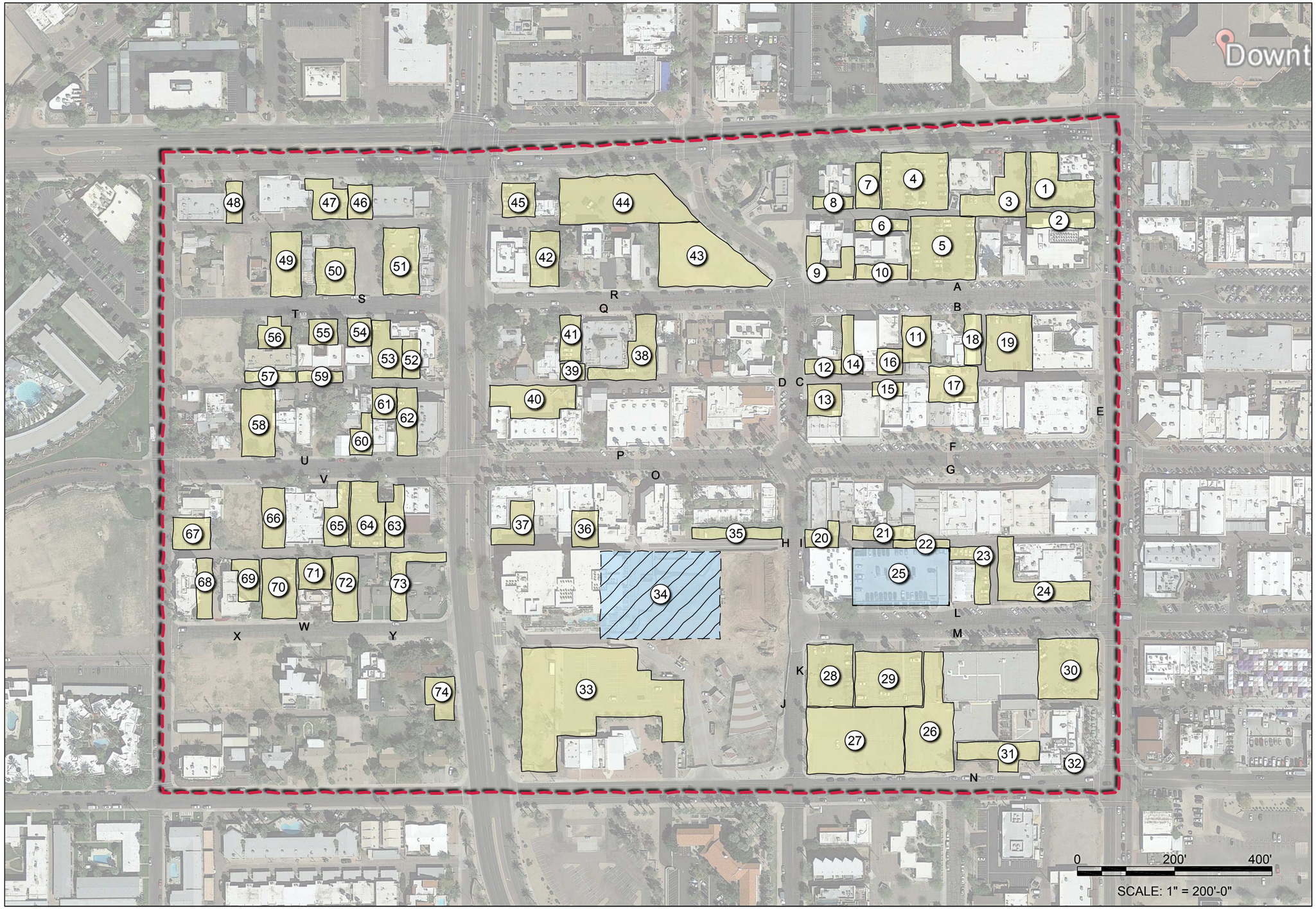
ZONE 6



Legend

- (00) Parking Lot Number
- Parking Lot
- Parking Garage
- Parking Garage Below Grade
- Zone Boundary
- A Street Parking

NORTH

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory Zone 6 - April 16, 2015

ZONE	Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
6	1	Lot	Private	Restricted	19	22	
6	1	Lot	Private	ADA	1		
6	1	Lot	Private	15 Min	2		
6	2	Lot	Private	Restricted	3	5	
6	2	Lot	Private	ADA	2		
6	3	Lot	Private	Restricted	22	22	
6	4	Lot	Private	Restricted	35	40	
6	4	Lot	Private	ADA	3		
6	4	Lot	Private	10 Min	2		
6	5	Lot	Public	Unrestricted	50	52	
6	5	Lot	Public	ADA	2		
6	6	Lot	Private	Restricted	8	8	
6	7	Lot	Private	Restricted	7	8	
6	7	Lot	Private	ADA	1		
6	8	Lot	Private	Restricted	6	6	
6	9	Lot	Private	Restricted	4	16	
6	9	Lot	Private	Restricted	12		Unlined
6	10	Lot	Private	Restricted	8	9	
6	10	Lot	Private	ADA	1		
6	11	Lot	Private	Restricted	15	15	
6	12	Lot	Private	Restricted	5	7	
6	12	Lot	Private	ADA	2		
6	13	Lot	Private	Restricted	12	12	
6	14	Lot	Private	Restricted	6	6	
6	15	Lot	Private	Restricted	2	2	
6	16	Lot	Private	Restricted	6	6	
6	17	Lot	Private	Restricted	13	13	
6	18	Lot	Private	Restricted	11	11	
6	19	Lot	Private	Restricted	27	29	
6	19	Lot	Private	Restricted	2		
6	20	Lot	Private	Restricted	5	5	
6	21	Lot	Private	Restricted	11	11	
6	22	Lot	Private	Restricted	3	3	
6	23	Lot	Private	Restricted	12	17	
6	23	Lot	Private	ADA	5		
6	24	Lot	Private	Restricted	10	15	
6	24	Lot	Private	ADA	5		
6	25	Lot	Private	Restricted	85	109	
6	25	Lot	Private	Compact Only	20		
6	25	Lot	Private	ADA	4		
6	26	Lot	Private	Restricted	33	33	
6	27	Lot	Private	Restricted	66	66	
6	28	Lot	Private	Restricted	29	37	
6	28	Lot	Private	Restricted	2		

Downtown Scottsdale Parking Planning Study
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WALKER PARKING CONSULTANTS

Parking Inventory Zone 6 - April 16, 2015

ZONE	Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
6	28	Lot	Private	Restricted	6		
6	29	Lot	Private	Restricted	37	37	
6	30	Lot	Private	Restricted	40	40	
6	31	Lot	Private	Restricted	18	18	
6	32	Lot	Private	Restricted	1	2	
6	32	Lot	Private	ADA	1		
6	33	Lot	Public	Unrestricted	91	95	
6	33	Lot	Public	ADA	4		
6	34	Garage	Public	Unrestricted	130	130	
6	35	Lot	Public	Unrestricted	20	22	
6	35	Lot	Public	ADA	2		
6	36	Lot	Private	Restricted	5	5	
6	37	Lot	Private	Restricted	18	18	
6	38	Lot	Private	Restricted	20	20	
6	39	Lot	Private	Restricted	5	5	
6	40	Lot	Private	Restricted	19	19	
6	41	Lot	Private	Restricted	8	8	
6	42	Lot	Private	Restricted	18	20	
6	42	Lot	Private	ADA	2		
6	43	Lot	Private	Restricted	60	60	unmarked/dirt
6	44	Lot	Private	Restricted	42	42	
6	45	Lot	Private	Restricted	11	12	
6	45	Lot	Private	ADA	1		
6	46	Lot	Private	Restricted	4	6	
6	46	Lot	Private	ADA	2		
6	47	Lot	Private	Restricted	12	13	
6	47	Lot	Private	ADA	1		
6	48	Lot	Private	Restricted	5	6	
6	48	Lot	Private	ADA	1		
6	49	Lot	Private	Restricted	18	18	
6	50	Lot	Private	Restricted	13	13	
6	51	Lot	Private	Restricted	20	22	
6	51	Lot	Private	ADA	2		
6	52	Lot	Private	Restricted	3	5	
6	52	Lot	Private	ADA	2		
6	53	Lot	Private	Restricted	16	16	
6	54	Lot	Private	Restricted	4	4	
6	55	Lot	Private	Restricted	10	10	
6	56	Lot	Private	Restricted	7	8	
6	56	Lot	Private	ADA	1		
6	57	Lot	Private	Restricted	6	6	
6	58	Lot	Private	Restricted	20	21	
6	58	Lot	Private	ADA	1		
6	59	Lot	Private	Restricted	10	10	

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WALKER PARKING CONSULTANTS

Parking Inventory Zone 6 - April 16, 2015

ZONE	Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
6	60	Lot	Private	Restricted	6	7	
6	60	Lot	Private	ADA	1		
6	61	Lot	Private	Restricted	6	6	
6	62	Lot	Private	Restricted	10	12	
6	62	Lot	Private	ADA	2		
6	63	Lot	Private	Restricted	4	5	
6	63	Lot	Private	ADA	1		
6	64	Lot	Private	Restricted	20	24	
6	64	Lot	Private	ADA	4		
6	65	Lot	Private	Restricted	8	8	
6	66	Lot	Private	Restricted	13	13	
6	67	Lot	Private	Restricted	15	16	
6	67	Lot	Private	ADA	1		
6	68	Lot	Private	Restricted	19	20	
6	68	Lot	Private	ADA	1		
6	69	Lot	Private	Restricted	8	8	
6	70	Lot	Private	Restricted	26	26	
6	71	Lot	Private	Restricted	10	10	
6	72	Lot	Private	Restricted	12	12	
6	73	Lot	Private	Restricted	10	12	
6	73	Lot	Private	ADA	2		
6	74	Lot	Private	Restricted	13	14	
6	74	Lot	Private	ADA	1		
6	A	Street	Public	3 Hr	15	16	Anytime
6	A	Street	Public	ADA	1		
6	B	Street	Public	3 Hr	28	29	Anytime
6	B	Street	Public	ADA	1		
6	C	Street	Public	3 Hr	6	6	Anytime / Parallel
6	D	Street	Public	3 Hr	5	9	Anytime / Angled
6	D	Street	Public	3Hr	4		Anytime / Parallel
6	E	Street	Public	Unmarked	4	4	
6	F	Street	Public	3 Hr	34	35	
6	F	Street	Public	ADA	1		
6	G	Street	Public	3 Hr	33	34	
6	G	Street	Public	ADA	1		
6	H	Street	Public	3 Hr	3	3	Anytime
6	I	Street	Public	3 Hr	8	8	Anytime
6	J	Street	Public	Buses Only	0	0	
6	K	Street	Public	3 hr	2	2	Anytime
6	L	Street	Public	3 Hr	4	32	Parallel
6	L	Street	Public	3 Hr	28		
6	M	Street	Public	3 Hr	18	24	Anytime / Angled
6	M	Street	Public	3 Hr	5		Anytime /Parallel
6	M	Street	Public	ADA	1		

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Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory Zone 6 - April 16, 2015

ZONE	Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
6	N	Street	Public	Unrestricted	11	11	
6	O	Street	Public	3 hr	31	33	Angle
6	O		Public	ADA	2		Angle
6	P	Street	Public	3 hr	32	34	Angle
6	P	Street	Public	ADA	2		Angle
6	Q	Street	Public	3 hr	15	15	Parallel
6	R	Street	Public	3 hr	13	13	Parallel
6	S	Street	Public	Unrestricted	12	12	Parallel/unmarked
6	T	Street	Public	Unrestricted	12	12	Parallel/unmarked
6	U	Street	Public	Unrestricted	12	12	Parallel/unmarked
6	V	Street	Public	Unrestricted	12	12	Parallel/unmarked
6	W	Street	Public	Unrestricted	12	12	Parallel/unmarked
6	X	Street	Public	Unrestricted	6	6	Parallel/unmarked
6	Y	Street	Public	Unrestricted	20	20	Head in
				TOTAL	**1883**	**1883**	

SCOTTSDALE DOWNTOWN
PARKING STUDY

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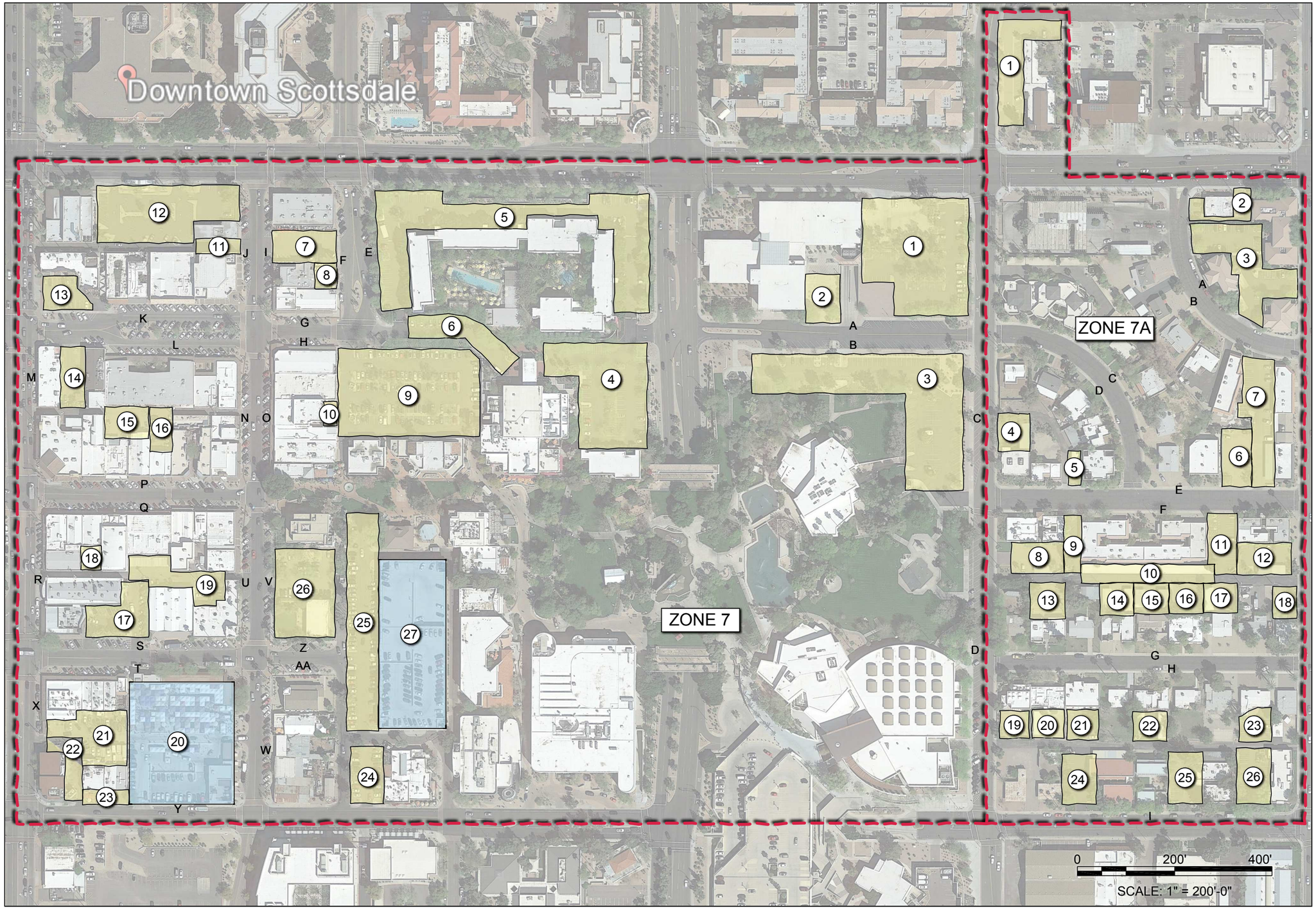
ZONE 7 AND 7A



Legend

- (00) Parking Lot Number
- Parking Lot
- Parking Garage
- Parking Garage Below Grade
- Zone Boundary
- A Street Parking

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory - April 16, 2015

ZONE	Lot ID	Type	Use / Owner	Type / Restriction	Sub-Total	TOTAL	Notes
7	1	Lot	Public (unrestricted)	Unrestricted	91	92	
7	1	Lot	Public (unrestricted)	ADA	1		
7	2	Lot	Public (time restricted)	2 hr/ Visitor	8	12	8AM- 6PM
7	2	Lot	Public (time restricted)	ADA	4		
7	3	Lot	Public (unrestricted)	Reserved	2	96	
7	3	Lot	Public (unrestricted)	Reserved	5		
7	3	Lot	Public (unrestricted)	ADA	4		
7	3	Lot	Public (unrestricted)	Unrestricted	85		
7	4	Lot	Private	Restricted	68	72	Parking Pass Required
7	4	Lot	Private	ADA	4		Parking Pass Required
7	5	Lot	Private	Restricted	113	117	Parking Pass Required
7	5	Lot	Private	ADA	2		Parking Pass Required
7	5	Lot	Private	Reserved / Employee Carpool	2		Parking Pass Required
7	6	Lot	Private	Restricted	16	16	Parking Pass Required
7	7	Lot	Private	Restricted	23	24	
7	7	Lot	Private	ADA	1		
7	8	Lot	Private	Employee Only	5	5	
7	9	Lot	Public (time restricted)	3 Hr	117	123	Anytime/ Parallel
7	9	Lot	Public (time restricted)	ADA	6		
7	10	Lot	Private	Reserved / Employee	5	5	
7	11	Lot	Private	Employee Only	4	4	
7	12	Lot	Private	Restricted	48	51	
7	12	Lot	Private	ADA	3		
7	13	Lot	Private	Restricted	16	17	
7	13	Lot	Private	ADA	1		
7	14	Lot	Private	3 Hr	10	11	Anytime / Parallel
7	14	Lot	Private	ADA	1		
7	15	Lot	Private	Employee Only	13	13	
7	16	Lot	Private	Restricted	13	13	
7	17	Lot	Private	Restricted	18	20	
7	17	Lot	Private	ADA	2		Anytime/ Angled
7	18	Lot	Private	Employee Only	4	4	
7	19	Lot	Private	Employee Only	31	31	
7	20	Lot	Public (unrestricted)	Unrestricted	216	226	
7	20	Lot	Public (unrestricted)	Police Only	1		
7	20	Lot	Public (unrestricted)	ADA	9		
7	21	Lot	Private	Employee Only	22	22	
7	22	Lot	Private	Restricted	9	10	
7	22	Lot	Private	ADA	1		
7	23	Lot	Private	Restricted	4	6	
7	23	Lot	Private	ADA	2		
7	24	Lot	Public (time restricted)	3 Hr	22	22	
7	25	Lot	Public (unrestricted)	Unrestricted	57	75	
7	25	Lot	Public (unrestricted)	ADA	7		
7	25	Lot	Public (unrestricted)	3 hr	11		
7	26	Lot	Private	Unrestricted	24	30	
7	26	Lot	Private	ADA	3		
7	26	Lot	Private	Employee Only	3		
7	27	Lot	Public (time restricted)	3 Hr	289	357	8AM- 6PM

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory - April 16, 2015

ZONE	Lot ID	Type	Use / Owner	Type / Restriction	Sub-Total	TOTAL	Notes
7	27	Lot	Public (time restricted)	AG ADA/ 3 Hr	8		8AM- 6PM
7	27	Lot	Public (time restricted)	3 hr	53		8AM- 6PM
7	27	Lot	Public (time restricted)	BG ADA / 3 Hr	7		8AM- 6PM
7	A	Street	Public (time restricted)	Unrestricted	5	13	
7	A	Street	Public (time restricted)	1 Hr	3		Mon-Sat
7	A	Street	Public (time restricted)	15 Min	5		
7	B	Street	Public (unrestricted)	Unrestricted	23	23	
7	C	Street	Public (unrestricted)	Unrestricted	12	12	
7	D	Street	Public (unrestricted)	Unrestricted	43	45	
7	D	Street	Public (unrestricted)	ADA	2		
7	E	Street	Public (time restricted)	3 Hr	4	9	Anytime/ Parallel
7	E	Street	Public (time restricted)	3 Hr	5		Anytime/ Angled
7	F	Street	Public (time restricted)	3 Hr	4	6	Anytime/ Angled
7	F	Street	Public (time restricted)	3 Hr	2		Anytime/ Parallel
7	G	Street	Public (time restricted)	3 Hr	4	5	
7	G	Street	Public (time restricted)	ADA	1		
7	H	Street	Public (time restricted)	3 Hr	5	5	Anytime / Parallel
7	I	Street	Public (time restricted)	3 Hr	11	11	Anytime/ Parallel
7	J	Street	Public (time restricted)	3 Hr	8	8	Anytime/ Parallel
7	K	Street	Public (time restricted)	3 Hr	35	37	Anytime / Parallel
7	K	Street	Public (time restricted)	ADA	2		
7	L	Street	Public (time restricted)	3 Hr	34	35	
7	L	Street	Public (time restricted)	ADA	1		
7	M	Street	Public (time restricted)	3 Hr	3	3	Anytime / Parallel
7	N	Street	Public (time restricted)	3 Hr	12	12	Anytime/ Angled
7	O	Street	Public (time restricted)	3 Hr	15	15	Anytime/ Angled
7	P	Street	Public (time restricted)	Moto Only	2	23	
7	P	Street	Public (time restricted)	ADA	1		
7	P	Street	Public (time restricted)	3 Hr	20		Anytime/ Angled
7	Q	Street	Public (time restricted)	3 Hr	22	22	
7	R	Street	Public (time restricted)	3 Hr	7	12	Compact car only
7	R	Street	Public (time restricted)	Unrestricted	5		
7	S	Street	Public (time restricted)	3 Hr	21	21	Anytime/ Angled
7	T	Street	Public (unrestricted)	Unrestricted	5	16	
7	T	Street	Public (unrestricted)	3 hr	11		Anytime/ Angled
7	U	Street	Public (time restricted)	3 Hr	10	11	Anytime/ Angled
7	U	Street	Public (time restricted)	ADA	1		
7	V	Street	Public (time restricted)	3 Hr	9	11	Anytime/ Angled
7	V	Street	Public (time restricted)	ADA	1		
7	V	Street	Public (time restricted)	30 Min/ Taxi	1		
7	W	Street	Public (time restricted)	3 Hr	10	12	Anytime/ Angled
7	W	Street	Public (time restricted)	ADA	2		
7	X	Street	Public (unrestricted)	Unrestricted	5	5	
7	Y	Street	Private	Permit Only	5	5	
7	Z	Street	Public (time restricted)	3 hr	5	5	8AM- 6PM
7	AA	Street	Public (time restricted)	3 hr	4	4	8AM- 6PM
				TOTALS	**1860**	**1860**	

Downtown Scottsdale Parking Planning Study

Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory - April 16, 2015

ZONE	Lot ID	Type	Use / Owner	Type / Restriction	Sub-Total	TOTAL	Notes
7A	1	Lot	Private		23	23	
7A	2	Lot	Private	General	5	6	
7A	2	Lot	Private	ADA	1		
7A	3	Lot	Private	General	38	42	
7A	3	Lot	Private	ADA	4		
7A	4	Lot	Private	Covered	5	16	
7A	4	Lot	Private	General	11		
7A	5	Lot	Private	Covered	10	11	
7A	5	Lot	Private	ADA	1		
7A	6	Lot	Private	General	15	17	
7A	6	Lot	Private	ADA	2		
7A	7	Lot	Private	General	26	28	
7A	7	Lot	Private	ADA	2		
7A	8	Lot	Private	General	10	15	
7A	8	Lot	Private	Covered	4		
7A	8	Lot	Private	ADA	1		
7A	9	Lot	Private	Angled	6	6	
7A	10	Lot	Private	Covered	30	30	
7A	11	Lot	Private	General	16	19	
7A	11	Lot	Private	ADA	3		
7A	12	Lot	Private	General	9	14	
7A	12	Lot	Private	Covered	5		
7A	13	Lot	Private	General	12	12	
7A	14	Lot	Private	Covered	10	10	
7A	15	Lot	Private	Covered	10	10	
7A	16	Lot	Private	General	10	10	
7A	17	Lot	Private	General	6	11	
7A	17	Lot	Private	Covered	5		
7A	18	Lot	Private	General	10	10	
7A	19	Lot	Private	General	12	12	
7A	20	Lot	Private	General	12	12	
7A	21	Lot	Private	General	11	12	
7A	21	Lot	Private	ADA	1		
7A	22	Lot	Private	Covered	11	11	
7A	23	Lot	Private	General	12	12	
7A	24	Lot	Private	General	11	11	
7A	25	Lot	Private	Genera;	13	13	
7A	26	Lot	Private	General	14	16	
7A	26	Lot	Private	ADA	2		
7A	A	Street	Public	General/Residential	10	10	
7A	B	Street	Public	General/Residential	10	10	
7A	C	Street	Public	General/Residential	10	10	
7A	D	Street	Public	General/Residential	10	10	
7A	E	Street	Public	General	15	15	
7A	F	Street	Public	General	15	15	
7A	G	Street	Public	General/Residential	20	20	
7A	H	Street	Public	General/Residential	20	20	
7A	I	Street	Public	General	15	15	

Downtown Scottsdale Parking Planning Study

Walker Project #23-7527.00

Parking Inventory - April 16, 2015

ZONE	Lot ID	Type	Use / Owner	Type / Restriction	Sub-Total	TOTAL	Notes
				TOTALS	514	514	

SCOTTSDALE DOWNTOWN
PARKING STUDY

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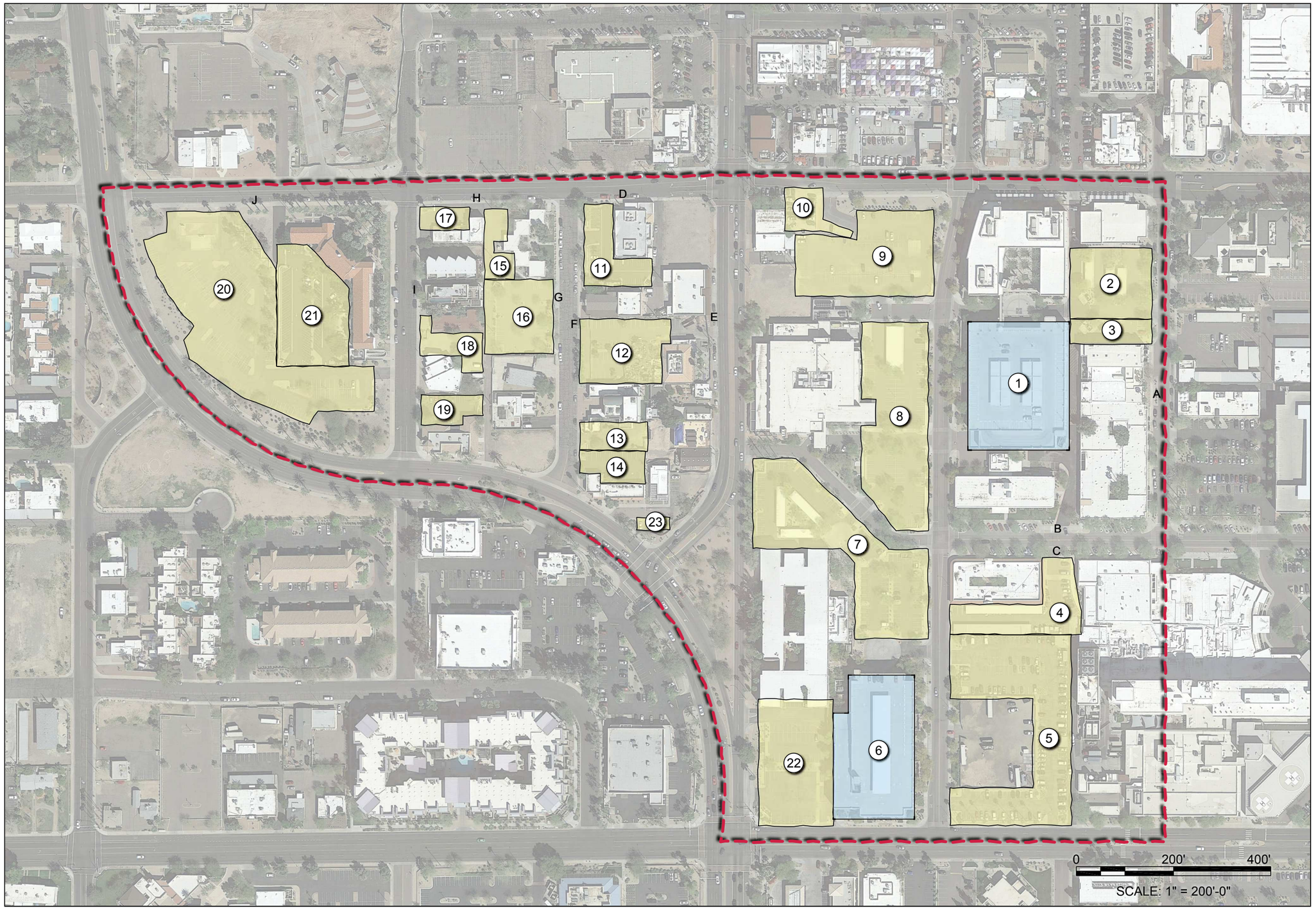
ZONE 8



Legend

- (00) Parking Lot Number
- Parking Lot
- Parking Garage
- Parking Garage Below Grade
- Zone Boundary
- A Street Parking

NORTH

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory Zone 8

ZONE	Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
8	1	Garage	Private	Restricted	348	348	Estimated
8	2	Lot	Private	Restricted	35	36	
8	2	Lot	Private	ADA	1		
8	3	Lot	Private	Restricted	3	5	
8	3	Lot	Private	ADA	2		
8	4	Lot	Private	Restricted	49	49	
8	5	Lot	Private	Unrestricted	148	149	
8	5	Lot	Private	ADA	1		
8	6	Garage	Private	Restricted	460	460	Estimated
8	7	Lot	Private	Restricted	98	108	
8	7	Lot	Private	ADA	10		
8	8	Lot	Private	Restricted	130	137	
8	8	Lot	Private	Restricted	7		
8	9	Lot	Private	Restricted	100	106	
8	9	Lot	Private	Restricted	6		
8	10	Lot	Private	Restricted	29	29	Dirt
8	11	Lot	Private	Restricted	21	25	
8	11	Lot	Private	Restricted	4		
8	12	Lot	Private	Restricted	51	53	
8	12	Lot	Private	ADA	2		
8	13	Lot	Private	Restricted	17	17	
8	14	Lot	Private	Restricted	17	18	
8	14	Lot	Private	Restricted	1		
8	15	Lot	Private	Restricted	16	16	
8	16	Lot	Private	Restricted	40	42	
8	16	Lot	Private	Restricted	2		
8	17	Lot	Private	Restricted	11	11	
8	18	Lot	Private	Restricted	22	22	
8	19	Lot	Private	Restricted	14	15	
8	19	Lot	Private	Restricted	1		
8	20	Lot	Public	Unrestricted	127	127	
8	21	Lot	Private	Restricted	51	55	
8	21	Lot	Private	Restricted	4		
8	22	Lot	Private	Restricted	86	86	
8	23	Lot	Public		6	6	
8	A	Street	Public	3 Hr	9	12	Parallel
8	A	Street	Public	Loading	3		
8	B	Street	Public	2 Hr	21	21	Angle
8	C	Street	Public	2 Hr	16	19	
8	C	Street	Public	ADA	3		
8	D	Street	Public	Unmarked	3	3	Parallel
8	E	Street	Public	Unmarked	12	12	Parallel
8	F	Street	Public	3 Hr	13	13	Parallel
8	G	Street	Public	3 Hr	12	12	Parallel
8	H	Street	Public	Unmarked	5	5	Parallel
8	I	Street	Public	Unmarked	10	10	Parallel
8	J	Street	Public	Unmarked	10	10	Parallel
				TOTAL	**2037**	**2037**	

SCOTTSDALE DOWNTOWN
PARKING STUDY

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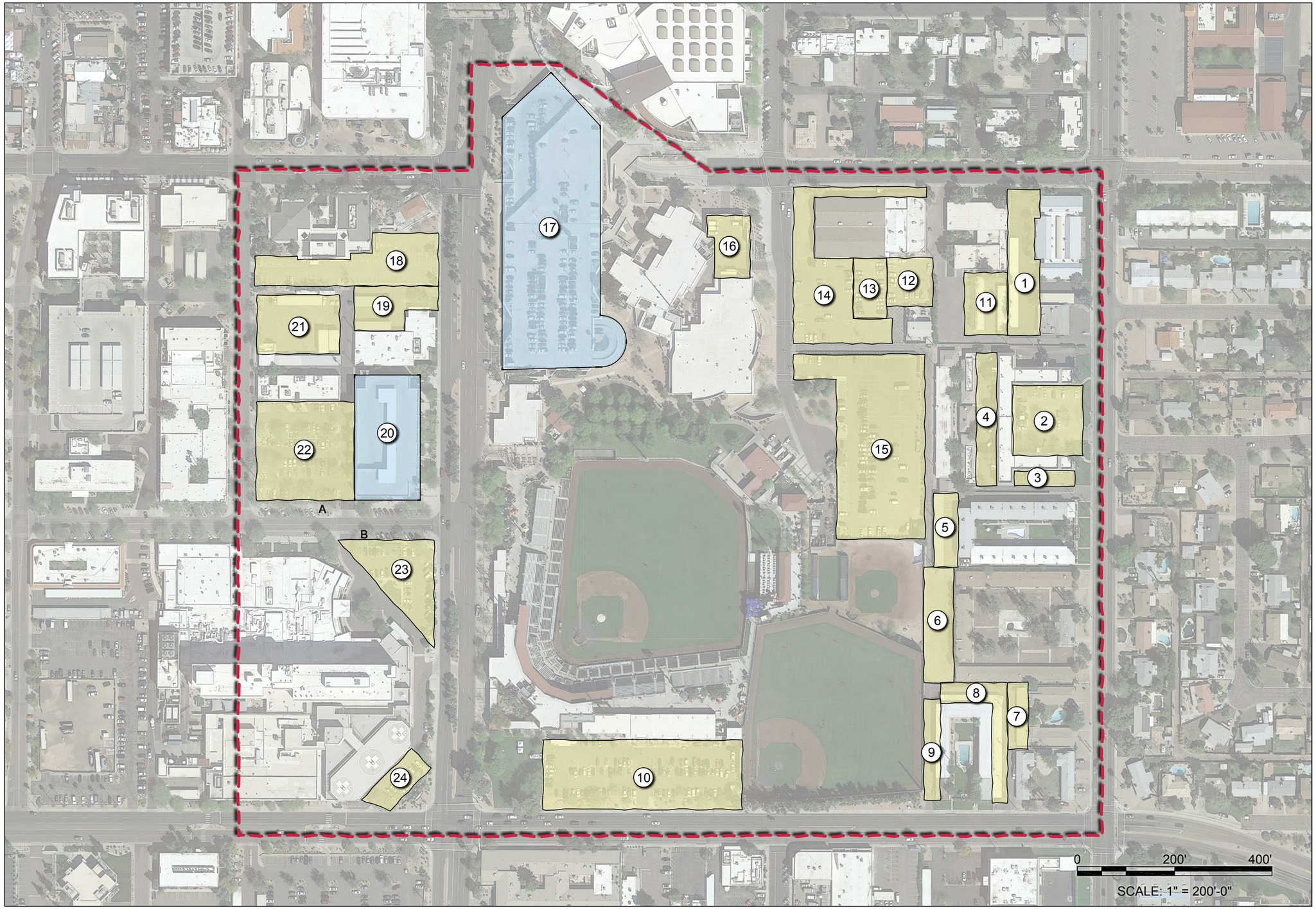
ZONE 9



Legend

- (00) Parking Lot Number
- Parking Lot
- Parking Garage
- Parking Garage Below Grade
- Zone Boundary
- A Street Parking

NORTH

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

WALKER PARKING CONSULTANTS

Parking Inventory Zone 9

ZONE	Lot ID	Type	Use/Owner	Type/Restriction	Sub-Total	TOTAL	Notes
9	1	Lot	Private	Restricted	57	58	
9	1	Lot	Private	ADA	1		
9	2	Lot	Private	Restricted	48	48	
9	3	Lot	Private	Restricted	11	11	
9	4	Lot	Private	Restricted	6	6	
9	5	Lot	Private	Restricted	24	24	
9	6	Lot	Private	Restricted	30	30	
9	7	Lot	Private	Restricted	10	10	
9	8	Lot	Private	Restricted	22	22	
9	9	Lot	Private	Restricted	5	5	
9	10	Lot	Private	Restricted	112	117	
9	10	Lot	Private	ADA	5		
9	11	Lot	Private	Restricted	24	24	
9	12	Lot	Private	Restricted	9	9	
9	13	Lot	Private	Restricted	24	24	
9	14	Lot	Private	Restricted	86	92	
9	14	Lot	Private	ADA	6		
9	15	Lot	Public	Restricted	173	182	
		Lot	Public	ADA	9		
9	16	Lot	Private	Restricted	11	11	
9	17	Lot	Public	Unrestricted	685	685	
9	18	Lot	Private	Restricted	57	70	
9	18	Lot	Private	ADA	13		
9	19	Lot	Private	Restricted	19	20	
9	19	Lot	Private	ADA	1		
9	20	Garage	Private	Restricted	256	256	Estimate
9	21	Lot	Private	Restricted	22	24	
9	21	Lot	Private	ADA	2		
9	22	Lot	Private	Restricted	50	72	
9	22	Lot	Private	ADA	22		
9	23	Lot	Private	Restricted	22	31	
9	23	Lot	Private	ADA	9		
9	24	Lot	Private	Restricted	8	9	
9	24	Lot	Private	ADA	1		
9	A	Street	Public	2 hr	6	15	Angle
9	A	Street	Public	30 min	9		
9	B	Street	Public	2 hr	9	9	Angle
				TOTAL	**1864**	**1864**	

APPENDIX B: PARKING GARAGE OPTIONS (CONCEPT)

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SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

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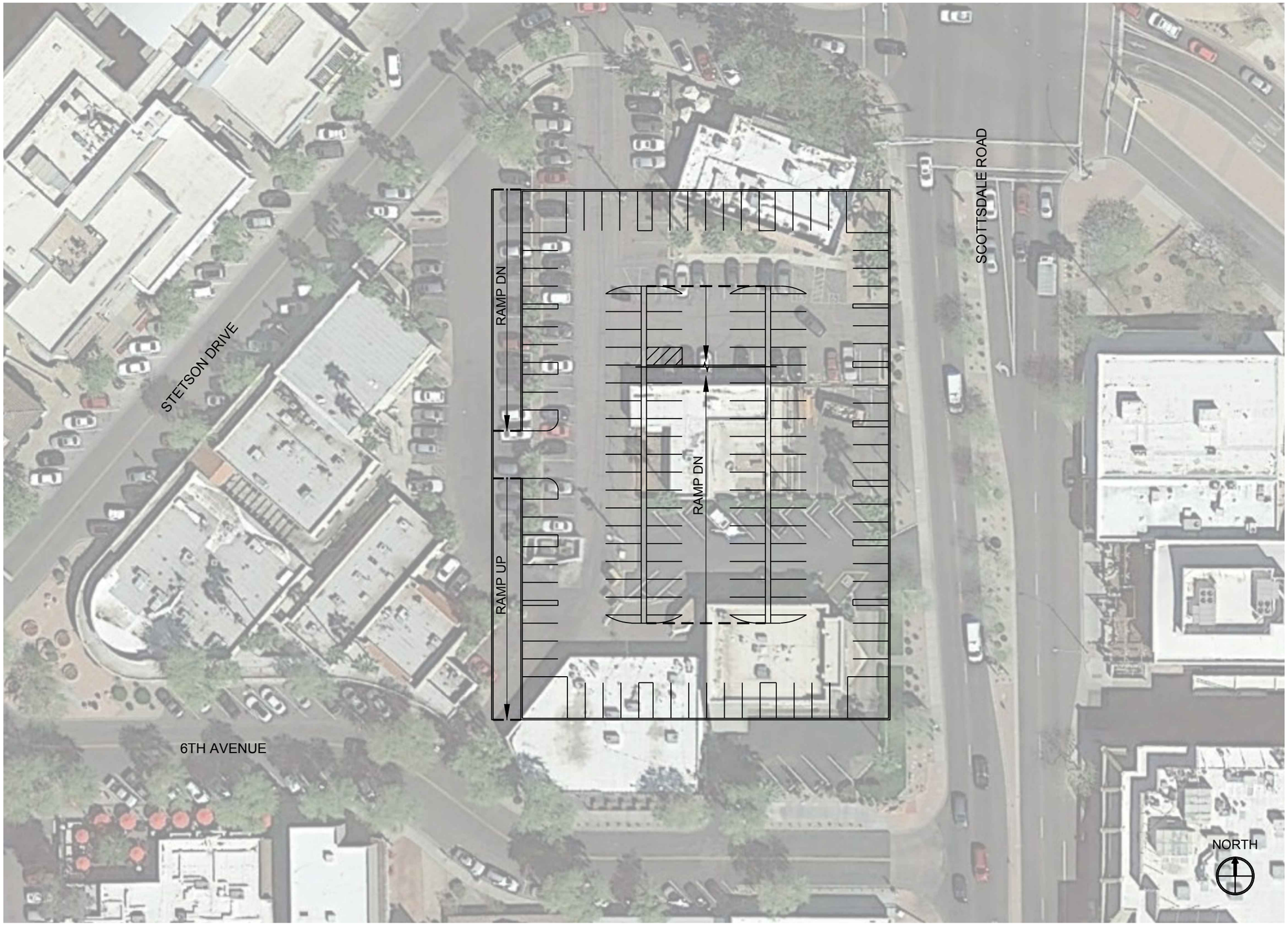

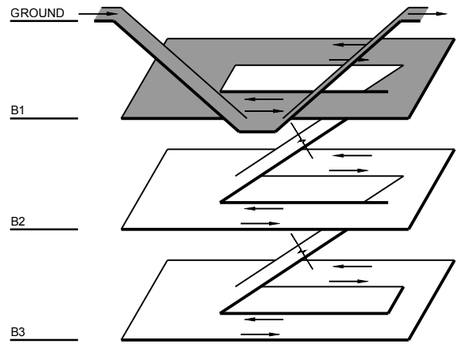

ISOMETRIC

ZONE 1
LOT 5

CAR COUNT

8'-6" 90° STANDARD SPACE

TIER	STANDARD	AREA (SQ FT)	EFFICIENCY (SQ FT/STALL)
B1	140	53789	384
B2	146	49844	341
B3	124	41507	335
TOTAL	410	145,140	354

0 50' 100'

SCALE: 1" = 50'-0"

SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

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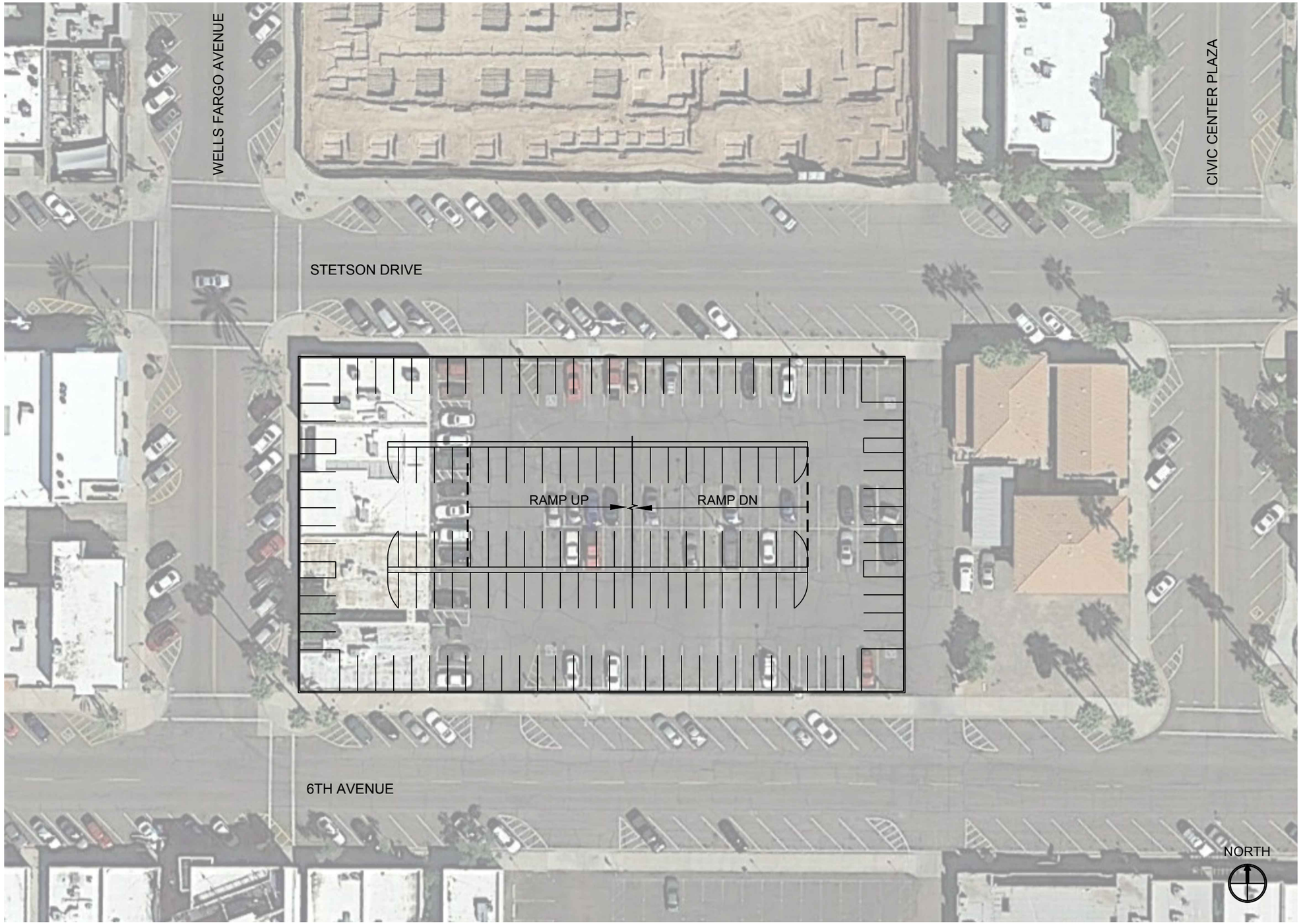

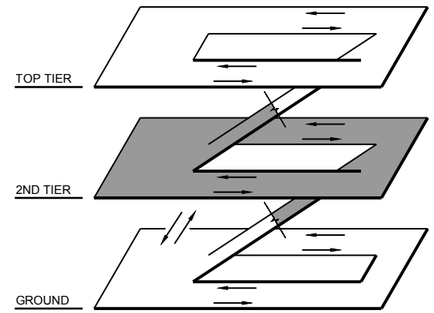

ISOMETRIC

ZONE 2
LOT18

CAR COUNT

8'-6" 90° STANDARD SPACE

TIER	STANDARD	AREA (SQ FT)	EFFICIENCY (SQ FT/STALL)
GROUND	127	46669	367
2ND	148	51089	345
TOP	127	46669	367
TOTAL	402	144,427	359

0 50' 100'

SCALE: 1" = 50'-0"

SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

WALKER
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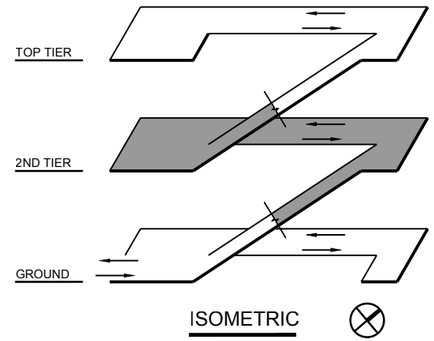

ISOMETRIC

ZONE 3
LOT 15

CAR COUNT

8'-6" 90° STANDARD SPACE

TIER	STANDARD	AREA (SQ FT)	EFFICIENCY (SQ FT/STALL)
GROUND	104	35594	342
2ND	124	40757	329
TOP	107	35594	333
TOTAL	335	111,945	334

0 50' 100'

SCALE: 1" = 50'-0"

SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

WALKER
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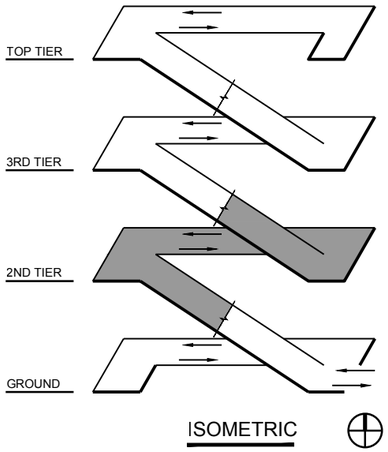


ISOMETRIC

ZONE 6
LOT 33

CAR COUNT

8'-6" 90° STANDARD SPACE

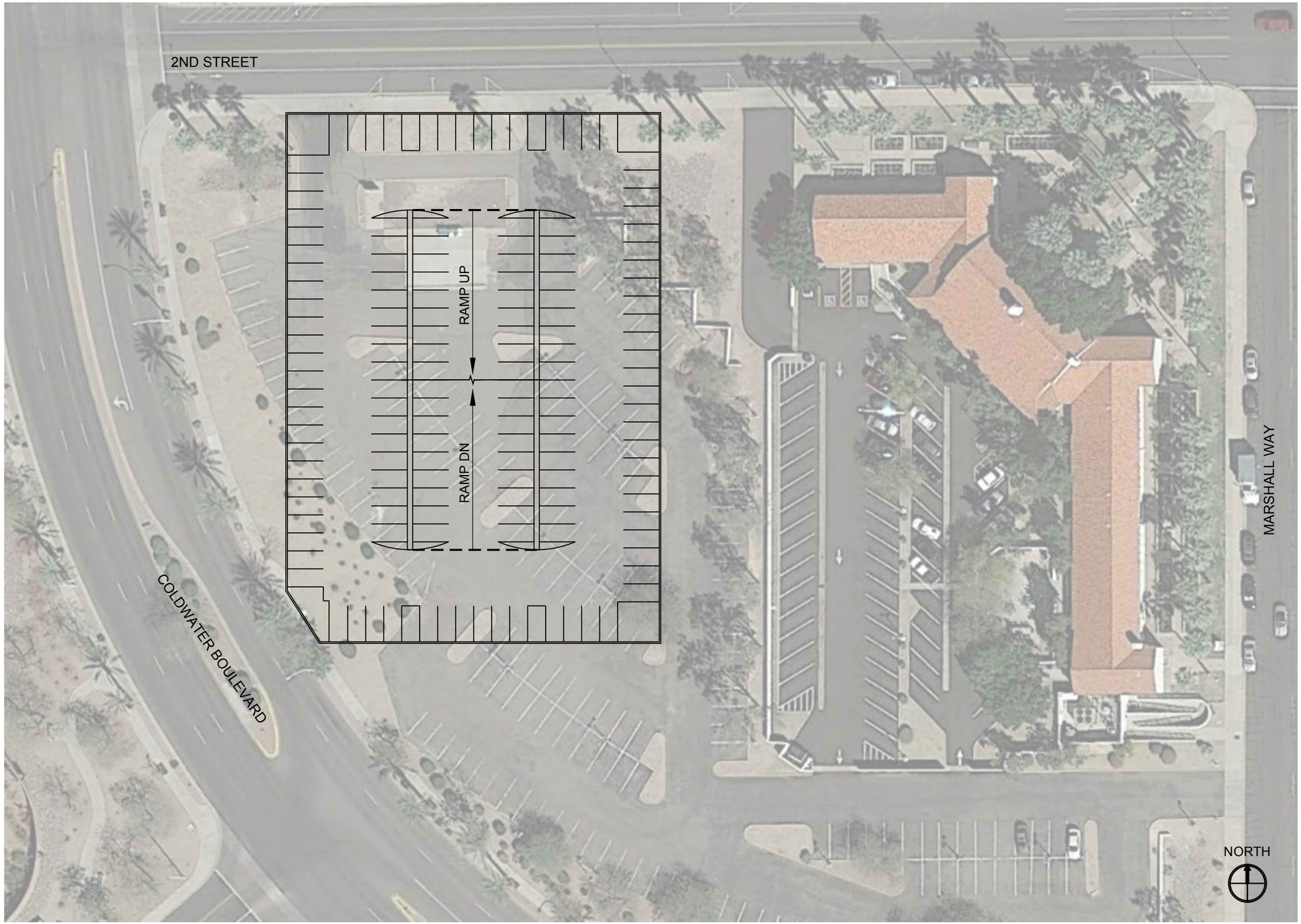
TIER	STANDARD	AREA (SQ FT)	EFFICIENCY (SQ FT/STALL)
GROUND	79	27617	350
2ND	100	32717	327
3RD	100	32717	327
TOP	82	27617	337
TOTAL	361	120,668	334

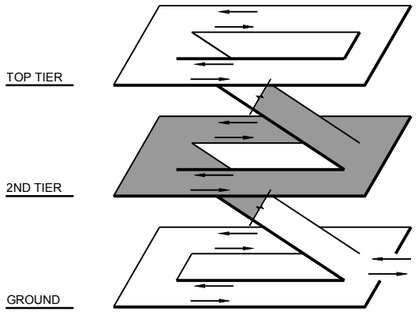
0 50' 100'

SCALE: 1" = 50'-0"

SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

WALKER
PARKING CONSULTANTS





ISOMETRIC

ZONE 8
LOT 20

CAR COUNT

8'-6" 90° STANDARD SPACE

TIER	STANDARD	AREA (SQ FT)	EFFICIENCY (SQ FT/STALL)
GROUND	124	44180	356
2ND	142	49562	349
TOP	124	44180	356
TOTAL	390	137,922	354

0 50' 100'

SCALE: 1" = 50'-0"

SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

WALKER
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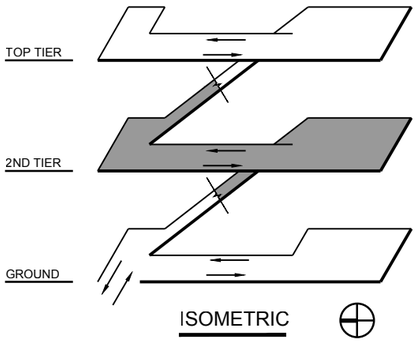

ISOMETRIC

ZONE 9

LOT 15

CAR COUNT

8'-6" 90° STANDARD SPACE

TIER	STANDARD	AREA (SQ FT)	EFFICIENCY (SQ FT/STALL)
GROUND	129	41963	325
2ND	150	46345	309
TOP	131	41963	320
TOTAL	410	130,271	318

0 50' 100'

SCALE: 1" = 50'-0"

APPENDIX C: PARKING LOT (ANGLED) RE-ALIGNMENT EXAMPLES

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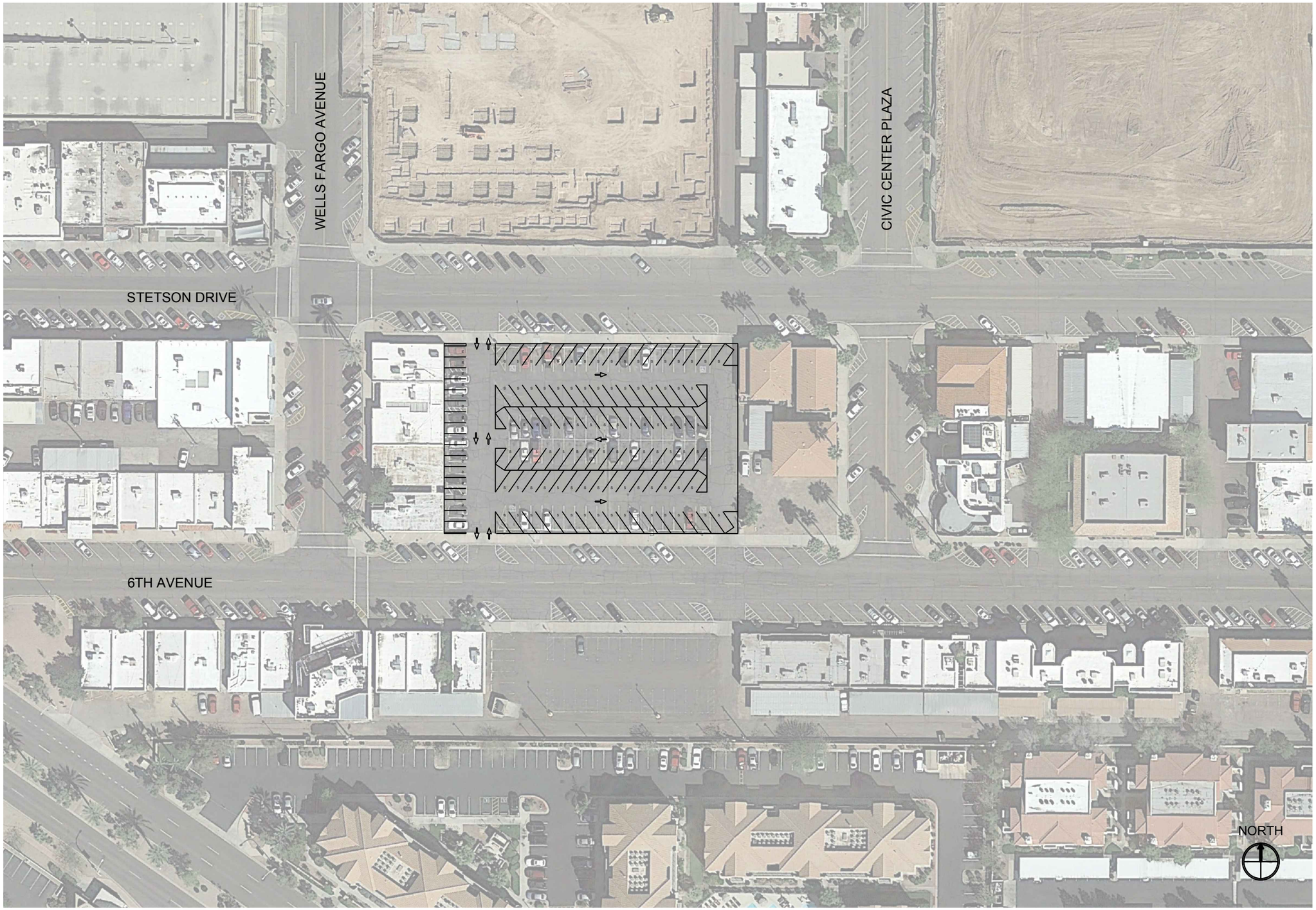
SCOTTSDALE DOWNTOWN
RESTRIPING OPTIONS

WALKER
PARKING CONSULTANTS



ZONE 2
LOT 18

CAR COUNT

9'-0" 90° STANDARD SPACE
9'-0" 55° STANDARD SPACE

TIER	STANDARD	ACCESSIBLE	TOTAL
EXISTING	84	2	86
RESTRIPE	111	0	111
NET GAIN			25

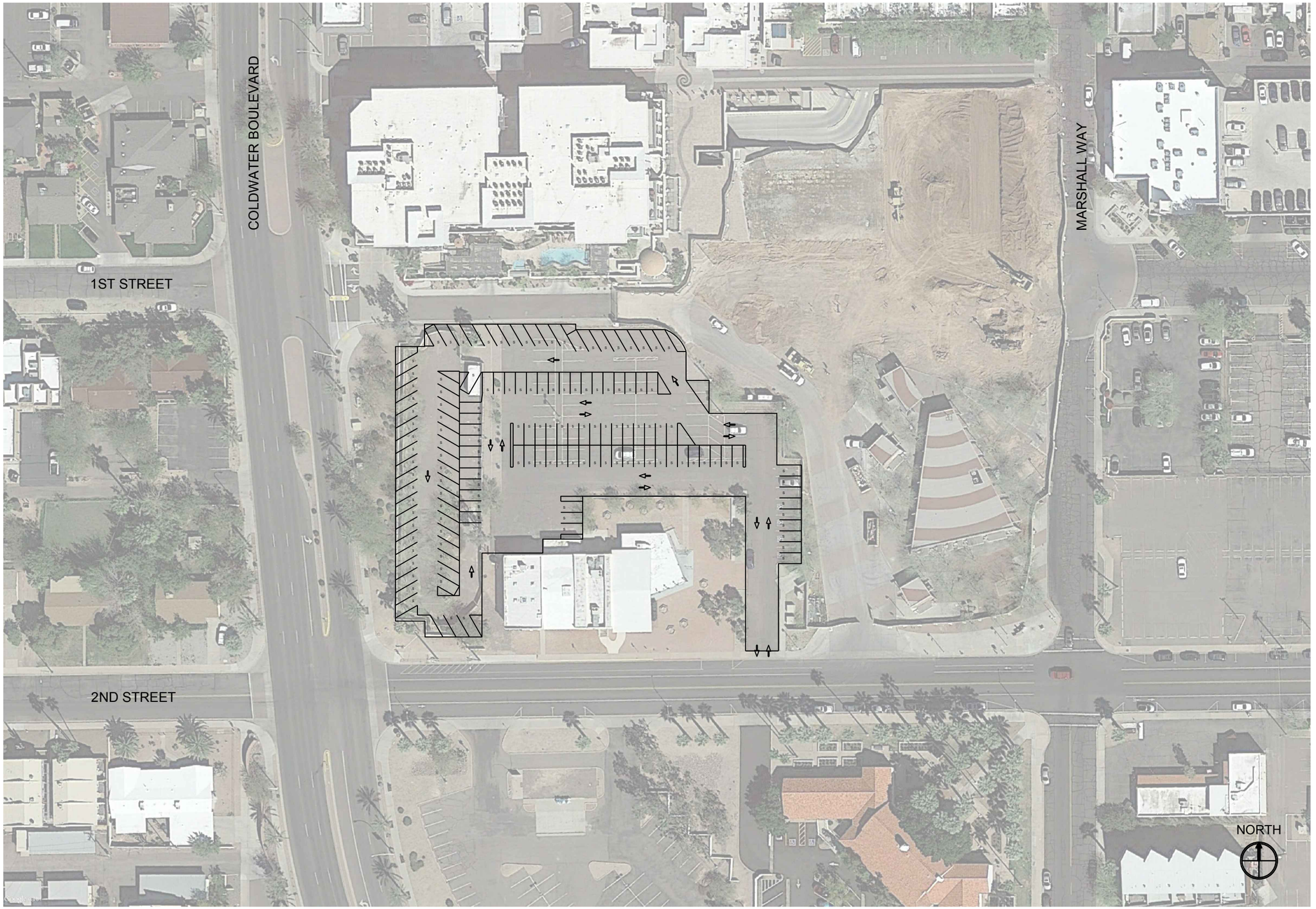
*90° LOS A FOR STALL PROJECTION
LOS C FOR AISLE DIMENSIONS
*55° LOS A FOR STALL PROJECTION
AND AISLE DIMENSIONS

0 80' 160'

SCALE: 1" = 80'-0"

SCOTTSDALE DOWNTOWN
RESTRIPING OPTIONS

WALKER
PARKING CONSULTANTS



ZONE 6
LOT 33

CAR COUNT

9'-0" 90° STANDARD SPACE
9'-0" 60° STANDARD SPACE

TIER	STANDARD	ACCESSIBLE	TOTAL
EXISTING	60	0	60
RESTRIPE	135	0	135
NET GAIN			75

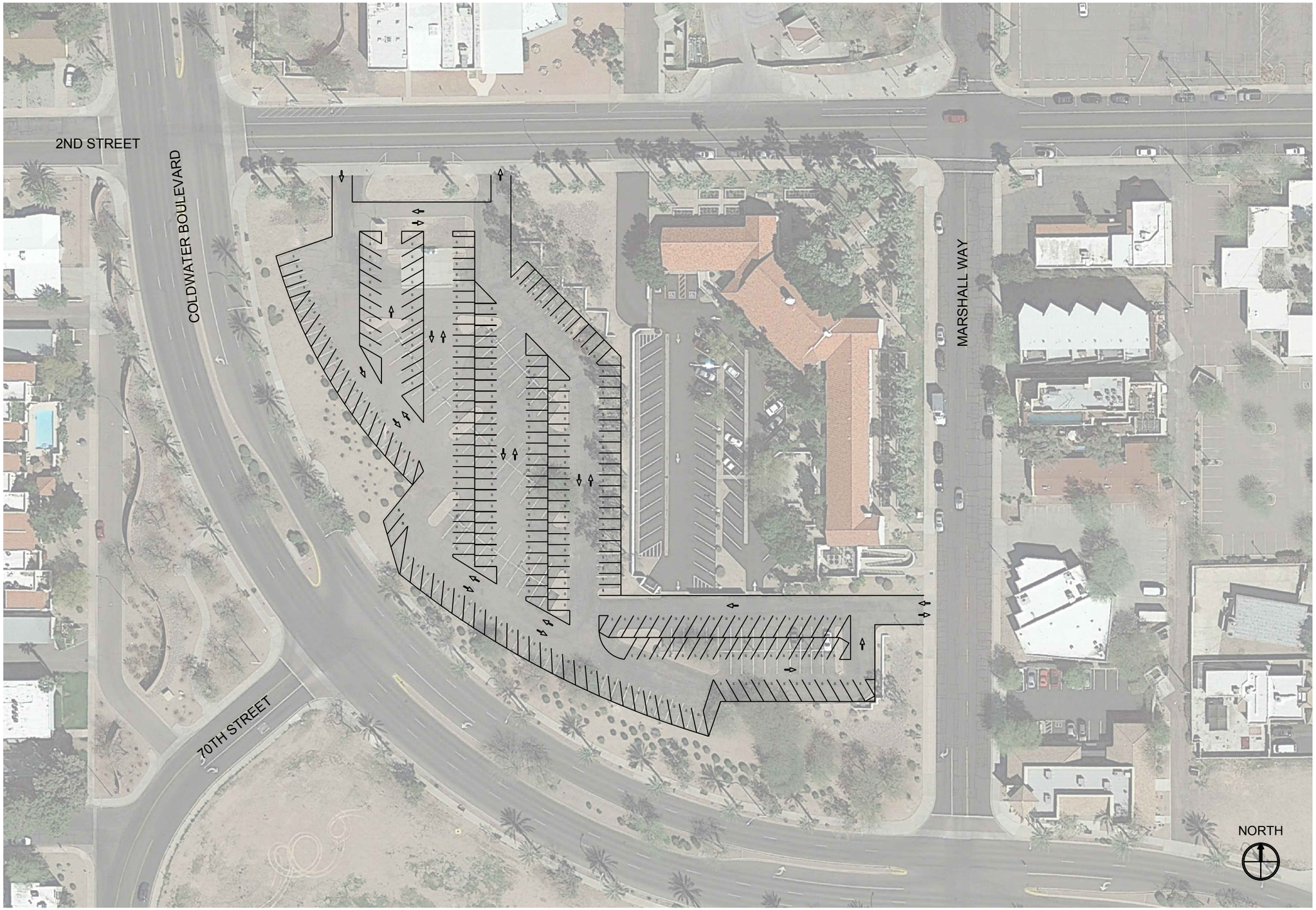
*90° LOS A FOR STALL PROJECTION
LOS C FOR AISLE DIMENSIONS
*60° LOS A FOR STALL PROJECTION
AND AISLE DIMENSIONS

0 80' 160'

SCALE: 1" = 80'-0"

SCOTTSDALE DOWNTOWN
RESTRIPING OPTIONS

WALKER
PARKING CONSULTANTS



ZONE 8
LOT 20

CAR COUNT

9'-0" 90° STANDARD SPACE
9'-0" 60° STANDARD SPACE

TIER	STANDARD	ACCESSIBLE	TOTAL
EXISTING	180	0	180
RESTRIPE	249	0	249
NET GAIN			69

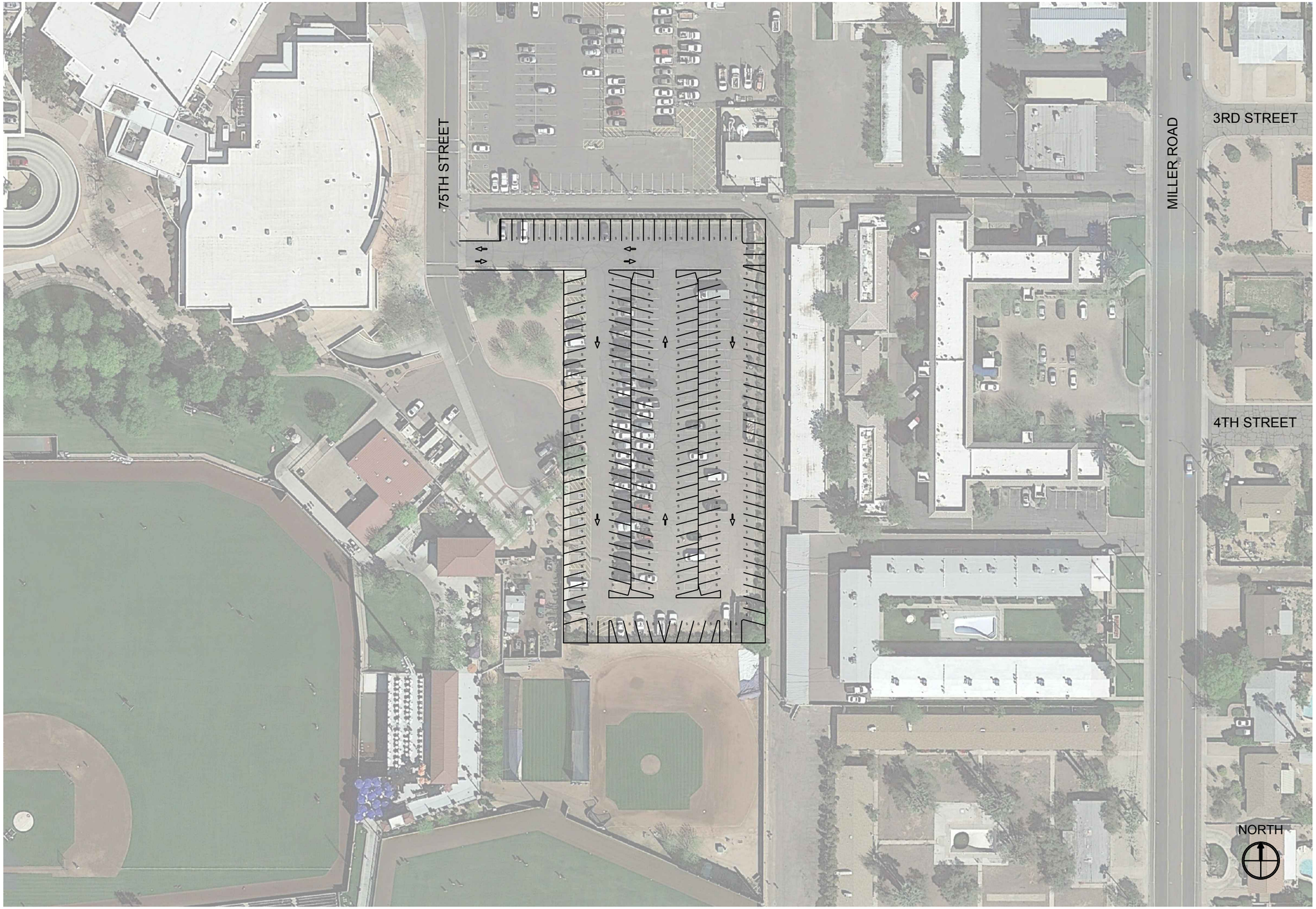
*90° LOS A FOR STALL PROJECTION
LOS C FOR AISLE DIMENSIONS
*60° LOS A FOR STALL PROJECTION
AND AISLE DIMENSIONS

0 80' 160'

SCALE: 1" = 80'-0"

SCOTTSDALE DOWNTOWN
RESTRIPING OPTIONS

WALKER
PARKING CONSULTANTS



ZONE 9
LOT 15

CAR COUNT

9'-0" 90° STANDARD SPACE
9'-0" 75° STANDARD SPACE

TIER	STANDARD	ACCESSIBLE	TOTAL
EXISTING	168	10	178
RESTRIPE	203	0	203
NET GAIN			25

*90° LOS A FOR STALL PROJECTION
LOS C FOR AISLE DIMENSIONS
*75° LOS A FOR STALL PROJECTION
LOS B FOR AISLE DIMENSIONS

0 80' 160'

SCALE: 1" = 80'-0"

APPENDIX C – PARKING TRENDS – IN THE NEWS

j2 design

C

FORTUNE

Yes, Uber Really Is Killing the Parking Business

By **DAVID Z. MORRIS** February 24, 2018

An email from the CEO of a national parking operator has added some detail to the impact ride-hailing services like Uber and Lyft are having on demand for parking. The picture, at least for those trying to rent you a parking spot, is bleak.

In the email, unearthed from a company report by the San Diego Union-Tribune, Ace Parking CEO John Baumgardner says that demand for parking at hotels in San Diego has dropped by 5 to 10%, while restaurant valet demand is down 25%. The biggest drop, unsurprisingly, has been at nightclubs, where demand for valet parking has dropped a whopping 50%.

The numbers appear to be estimates, and Baumgardner doesn't describe a timeframe for the declines. The assessment, written in September of last year, is also limited to San Diego, though an Ace Parking executive told the Union-Tribune that it has seen "similar" declines at its 750 parking operations around the United States. The company is focused on using technology, including better parking scheduling and booking options, to remain healthy.

But much more is at stake than the revenues of the parking business – cities stand to benefit immensely as demand for parking drops. Parking spaces and lots generate relatively little tax revenue or economic activity relative to commercial operations, and by increasing sprawl may actually harm the economy of cities like Los Angeles.

Even back in 2015, cities were already relaxing zoning requirements that set minimum parking allotments, and there are now even more signs that city planners are thinking differently about parking. Perhaps most dramatically, a new Major

League Soccer stadium being planned for David Beckham's Miami expansion team may include no new parking at all – but will have designated pickup zones for Uber and Lyft.

The decline of parking will only be accelerated if and when autonomous vehicles become widespread. That sea-change which will make it easier to locate parking at a distance from urban destinations, and could further reduce car ownership. That will be bad news for the Ace Parkings of the world – but everyone else should welcome the decline of the urban parking lot.

AMERICAN CITY&COUNTY

Calculating your parking needs

American City and County

John Revell and Richard Rich

Tue, 2001-05-01 12:00

In the early 1990s, Spokane wanted to revitalize its downtown to attract more visitors and businesses. Planners hired consultants to evaluate the city's parking situation and to study the feasibility of expanding downtown parking.

Based on the consultants' recommendations, the city decided to expand a downtown parking structure by 75 percent. The non-profit Spokane Downtown Foundation sold $31 million in bonds to pay for the renovation, and the city guaranteed the bonds.

Spokane expected the parking structure to generate hundreds of thousands of dollars above cost each year, and it planned to deposit the money directly into city coffers. Instead, the garage failed to recoup the cost of the debt service.

When the Spokane Downtown Foundation asked the city for help, the city balked. The result was a huge legal, financial and political mess that led to the firing of the city manager and, eventually, to Moody's Investors Service downgrading the city's bond rating, a move that could end up costing the city millions of dollars on future bond issues.

What went wrong? There are several possible answers, but it appears that planners relied too heavily on national planning data in drawing usage conclusions and largely ignored factors such as local usage patterns and area parking prices. As a result, when the renovations were completed, the garage offered more parking spaces than were warranted and at too high a cost. Parkers stayed away from the garage, and the city is paying the price now.

Consult many sources

Parking planning can play a direct role in the success of a city's traffic management, the health of its businesses and the level of satisfaction experienced by residents and visitors. Poor parking planning can have disastrous results: Traffic can become gridlocked, urban businesses may have trouble competing with suburban companies, in-town residents can get fed up with searching for parking spaces every time they return home, and, in the worst cases, municipal credit ratings can suffer. Conversely, cities that can provide sufficient parking spaces will create satisfied residents and businesses.

Calculating where to locate parking spaces, how many spaces are needed, and how much to charge parkers is a complex process involving multiple variables. To determine the values of those variables, planners can draw on a number of resources.

Some national data is available that can provide a general idea of parking needs across the country. The Washington, D.C.-based Institute of Transportation Engineers (ITE) produces data that can prove invaluable as a starting point for parking planning. However, the ITE resources clearly state that the guidelines are based on limited samples, and they should not be considered the final word.

The most definitive research parking planners can conduct is on the local level. The first step in gaining a better understanding of parking needs is to break the city into zones. In many cases, those zones already exist as separate

entities, such as neighborhoods or business districts.

Once separate zones have been established, planners can collect information, including both empirical and scientific data. To gain the necessary information, planners can:

- *Survey business owners.* Business owners have a better understanding than anyone else of who their customers are and what their customers' parking needs are.
- *Evaluate local mass transit and determine how it affects parking needs.* It is not enough to know how many business customers or employees come into a particular section of the city each day; planners also must understand how they are getting there. Mass transit is intended to reduce the number of drivers, and planners must be able to quantify its impact on parking requirements.
- *Understand how climate affects parking needs.* Does the city have predominantly warm weather that permits shoppers and employees to walk to certain parts of town? Or does the city's frequent inclement weather force them to drive?
- *Evaluate the types of drivers.* Shoppers are more likely to be short-term parkers, while employees of local businesses are more likely to need long-term parking.
- *Evaluate usage times.* In areas where various businesses and organizations are located, parking can be shared. For instance, churches experience their greatest parking needs on weekends, while businesses need parking on weekdays. A partnership between the two could offer an opportunity to share parking facilities. As a result, fewer parking spaces are needed, and the city can save money.
- *Determine how much parkers are willing to pay.* There is no single formula for calculating how much patrons will be willing to pay for parking; circumstances and driver behavior differ from city to city. As a rule, planners should consider the elasticity of demand when pricing parking. Additionally, they must consider the difference between projecting prices for stand-alone structures and parking facilities that are part of a larger system.

Cities should not set prices with an eye towards filling municipal coffers. The goal should be for the parking structure or system to be self-sufficient. Any surpluses from parking operations should first be earmarked for a repair and replacement fund, even if such a fund is not mandated. Remaining surpluses should then be placed in a parking improvement fund.

Success in Charlottesville

	(1)	(2)	(3)
Land Use	**Charlottesville Model**	**Charlottesville Zoning**	**Institute of Transportation Engineers**
Office	3.20	3.33	2.79
Retail	2.61	10.00	3.97
Service	3.51	5.00	4.17
Restaurant	7.72	13.33	12.49
Residential (per unit)	1.70	1.00-10.00 (varies)	1.21
Mixed	3.77	2.00	3.25
Government	4.20	3.33	3.84

	(1)	(2)	(3)
Land Use	**Charlottesville Model**	**Charlottesville Zoning**	**Institute of Transportation Engineers**
Hotel (per room)	0.88	1.00	0.52
Light Industrial	0.63	N/A	0.36
Special 1 — Community Use	0.45	13.33	0.43
Personal/Medical Service	4.00	5.00	4.11

Planners studying Charlottesville's parking needs have relied on locally gathered data (1) to determine how many parking spaces are needed for different types of buildings. The data varies significantly from the data provided by the Charlottesville Zoning Ordinance (2) and the Institute of Transportation Engineers Parking Manual (3). Calculations are based on 1,000 square feet of gross floor area. For example, a 10,000-square-foot office building with a ratio of 3.2 needs 32 parking spaces.

In stark contrast to Spokane, Charlottesville, Va., relied heavily on locally gathered data to design a new parking structure downtown. In 1993, the city hired a parking planning firm to conduct a parking study specific to one site. The study examined the parking requirements of the downtown area to determine how much parking was needed and what type of parking structure would be most successful.

The Charlottesville study hinged on two key factors: past parking demand within the city and local economic analysis. The study included analysis of existing data in conjunction with interviews of area business owners and civic leaders.

Based on the findings of the study, the planners developed demand and revenue projections that greatly enhanced the prospect of success for the new structure. The results of the study led planners to develop a 624-car, mixed-use parking structure featuring retail and office space.

The development and subsequent operation of the mixed-use parking structure has been so successful that Charlottesville has undertaken a comprehensive parking demand analysis for the entire city. The study, which is currently under way, includes the analysis of approximately 100 blocks of the downtown area, and it is examining the likely impact of new parking areas in sustaining economic growth and the vitality of downtown Charlottesville. When the study is completed, planners will be able to recommend sites for future parking facilities and provide guidelines for the development of new garages.

As Charlottesville shows, municipal planners can avoid parking problems by carefully studying all aspects of the city's parking needs. Relying on cookie-cutter solutions can create repercussions as extreme as lowering a municipal bond rating or causing a city to default on debt. Parking plans must reflect a municipality's distinct characteristics and requirements.

John Revell is a parking planner for Southfield, Mich.-based Rich & Associates, and Richard Rich is the firm's director of parking planning.

Source URL: http://americancityandcounty.com/mag/government_calculating_parking_needs

Ontario town's experiment using Uber as public transportation is working, officials say

Innisfil – located just south of Barrie and home to about 36,000 people — has paid $26,462.41, or an average of $5.43 per trip, for 4,868 Uber rides taken in the two months since launching the unique-to-Canada project on May 15

Alicja Siekierska

August 8, 2017
5:18 PM EDT

Filed under
Transportation

Comment

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The town of Innisfil, Ont. is hailing its two-mo subsidize Uber as the lone form of public trar nearly 5,000 trips taken since the pilot projec

Innisfil — located just south of Barrie and hor people — has paid $26,462.41, or an averag 4,868 Uber rides taken in the two months sin unique-to-Canada project on May 15.

“We are really pleased we did go this route,” a senior policy advisor with the town.

“This partnership with Uber had definitely pro cost effective for us, being able to provide thi residents. You don’t need to be within walkin or a bus route, so it’s something that works fo

More

Last summer, Innisfil’s city council was at a c
additional transportation options across the s
declared a key priority in the community’s str
found that a fixed-route bus service would be
tag of $270,000 per year for one bus, and $6

Instead, the town decided to partner with glob
Uber to launch a partnership to provide on-de
Innisfil residents that is partially subsidized by
Passengers pay between $3 and $5 for set ro
such as to Town Hall and the GO train statior
for all other rides within town.

Pentikainen and Tim Cane, Innisfil’s manage
will provide city council with a two-month upd
on Wednesday.

So far, demand is keeping pace with the budg
Innisfil’s council committed $100,000 for the f
and an additional $125,000 next year.

There are certain times where meeting dema
but according to Uber people have been able
time,” Pentikainen said.

“As a 24/7 service, we’re quite pleased,” Pen
that using Uber as an on-demand public tran
the best option for the town for the foreseeab

“With our large geography, the distance betw
bus routes to provide the same level of servic
expensive,” he said. “Maybe decades into the
much higher population we may look at other
right now this is working for us.”

Pentikainen added that, in the short term, the
to tweak the service to make it more efficient
users, as well as surveying residents about th

Uber spokesperson Susie Heath said the ride
pleased with the results of the report that was
will be presented on Wednesday.

“Since we launched this exciting public transi
has been great to see Innisfil residents acces
demand rides to get around their community
transit hubs,” Heath said in an emailed stater

“We look forward to continued dialogue with
transit authorities across Canada to explore s

The past several months have proven to be a
ride sharing company. In June, chief executiv
resigned after a lengthy investigation that wa
former engineer publicly accused the compar
and discrimination. The report, conducted by
General Eric Holder, had many recommenda
Kalanick’s authority should be reduced.

EMPTY SPACES: REAL PARKING NEEDS AT FIVE TODS

The land near transit stations is a valuable commodity. Hundreds or thousands of people travel to and through these places each day, and decisions about what to do with this land have implications for local economies, transit ridership, residents' access to opportunity, and overall quality of life for everyone in a community.

Many communities choose to dedicate at least some of that land for parking. The question is, how much? Too little parking could discourage people from coming to the station, but too much parking is unnecessarily expensive and gets in the way of other uses like homes, shops, or offices. How much parking should transportation engineers build?

To answer that question, many engineers and planners consult the Institute of Transportation Engineers' (ITE) Trip Generation and Parking Generation guides. These publications represent data collected from mostly isolated suburban land uses—not walkable, urban places served by transit. There are few alternative guidelines for engineers building this other type of development, however, so despite these shortcomings many planners continue to use ITE's publications.

The goal of this study was to determine how much less parking is required at transit-oriented developments (TODs) and how many fewer vehicle trips are generated than standard industry estimates. It is clear that TODs require less parking than development without transit, or transit without development. This study sought to gather information about how much parking is used at TOD to help developers and engineers make more-informed decisions in the future.

To do that, Professor Reid Ewing and his research team at the University of Utah College of Architecture + Planning selected five TODs across the country, each with a slightly different approach to development and parking: Englewood, CO in the Denver region; Wilshire/Vermont station in Los Angeles, CA; Fruitvale Transit Village in Oakland, CA; the Redmond, WA station in the Seattle region; and Rhode Island Row in Washington, DC. The research team together with two transportation consulting firms, Fehr & Peers Associates and Nelson\Nygaard Consulting Associates, counted all persons entering and exiting the TOD buildings, and conducted brief intercept surveys of a sample of them. Researchers also conducted parking inventory and occupancy counts.

Consistent with other research, this study found that the five TODs generated fewer vehicle trips than ITE publications estimate, and used less parking than many regulations require for similar land uses. And in one case, actual vehicle trips were just one third of what ITE guidelines estimate.

The TODs included in this study also built less parking than recommended by ITE. Yet even this reduced amount of parking was not used to capacity: the ratio of demand to actual supply was between 58 and 84 percent. Fewer vehicle trips is one likely reason why parking occupancy rates were lower than expected. Another possible reason is that ITE's data do not fully account for other travel modes that are available and actively encouraged at TODs. In each of the five TODs studied, at least 33 percent of trips were taken by modes other than driving. Additional reasons for low parking rates is that parking is shared between commercial and residential uses at two TODs, is shared between transit and park-and-ride uses at one TOD, is unbundled with apartment rents at two TODs, and is priced at market rates for commercial users at three TODs.

These findings underscore the obvious need for developers, regulators, and practitioners to rethink how they use parking guidelines intended for suburban development not served by transit. Current engineering standards are not designed to accommodate this type of development but in time we hope studies like this can help change that. Better aligning industry standards with current needs can reduce the cost of development near transit, and make it easier to build more homes, shops, and offices in these high-demand locations.

Scottsdale offers ride-share discounts to visitors

By Jennifer Banks, Public Information Officer, 480-312-7517

January 24, 2018

Just in time for the busy tourism season, Scottsdale has created an innovative, low-cost solution that will help travelers journey throughout the city with ease.

Scottsdale has partnered with ride-share companies Uber, Lyft and SuperShuttle/ExecuCar to offer discounted rates to visiting travelers during a trial program. Starting this month, these ride-share companies will promote a Scottsdale-specific discount code to their customers. When visitors pay for their ride-share vehicles, they will use the provided code to reduce their fares on eligible trips between a Scottsdale hotel and Phoenix Sky Harbor International Airport, and trips within Scottsdale's borders.

Transportation is one of the most important factors meeting planners evaluate when considering sites for destination events, conventions and conferences. According to consumer research, travelers believe Scottsdale provides fewer tourist transportation options than competitive destinations including Palm Springs, Austin, San Diego, Las Vegas, Miami, Santa Fe, San Antonio and Phoenix.

Scottsdale launched the trial program in response to perceptions concerning Scottsdale's lack of transportation options, as well as to gain data regarding visitor needs and to consider long-term solutions.

"Visitors want to move easily throughout our community. With this new program, Scottsdale is rolling out the red carpet for them," said Experience Scottsdale President & CEO Rachel Sacco. "Our hope is that when visitors return home, they look back fondly on their Scottsdale visit – including how easy it was to get to Scottsdale and explore the community."

Scottsdale Transportation Director Paul Basha believes that a targeted ride share program offers a better use of tax dollars than other transportation options.

“The city investigated several options, such as scheduled trolley service and rental car shuttles, for providing direct connection between Scottsdale hotels and Phoenix Sky Harbor International Airport," said Basha. "However, these generalized service concepts were dismissed as too expensive. A service focused specifically on visitors and tourist destinations using hotel bed tax revenue made the most sense economically.”

The program provides convenient, quick, and direct travel between Sky Harbor and Scottsdale. And by promoting point-to-point ride-share services, the program has the potential to alleviate parking issues in downtown Scottsdale and at major Scottsdale events.

In December, the Scottsdale City Council approved the use of visitor-generated bed-tax dollars from the Tourism Development Fund to reimburse Uber, Lyft and SuperShuttle/ExecuCar for the program. Visitors can access the discount code via promotions from the participating ride-share companies beginning Jan. 25, 2018. The code will deduct up to $10 for users with a non-metropolitan Phoenix address for a maximum of two eligible trips. Eligible trips include travel to and from Phoenix Sky Harbor International Airport and a Scottsdale hotel, or between two locations within Scottsdale’s borders, such as from a Scottsdale hotel to a Scottsdale restaurant or store.

Newsroom

Turo opens new Scottsdale offices with official ceremony

May 15, 2018

Scottsdale, Arizona, May 17, 2018 - Pioneering peer-to-peer car sharer Turo announces today the official opening of its Scottsdale, Arizona offices. To celebrate the milestone, Turo has planned an official ribbon cutting at its new location.

The ribbon cutting will occur from 6:30 to 8:30 PM at the new offices, which are located at 4110 N. Scottsdale Road. Opening remarks will be given by Michelle Peacock, Vice President and Head of Government Relations at Turo.

"Innovation and technology are key drivers in Scottsdale's economic growth and we are excited to see Turo at the forefront of peer-to-peer car sharing. Their decision to expand operations and make an additional investment is a testament to the positive business environment we have created in Scottsdale," said Mayor W.J. "Jim" Lane.

Representatives from Turo include Alex Benn, President; Andrew Mok, Chief Marketing Officer; Michelle Peacock, Vice President and Head of Government Relations; Tristam Hewitt, Head of CS and Claims; Steve Webb, Senior Director of Communications & Community; Tyler Hamilton, Facilities Manager and Chris Witmer, Community Manager.

The Turo event will also include some fun added bonuses. Guests and employees will enjoy drink trucks, a GIFbooth, a DJ and free Turo merchandise.

Turo operated from a DeskHub in Scottsdale, beginning in February 2018. Turo chose Scottsdale for its first expansion site outside of San Francisco because of the region's existing talent and to bolster its success in one of its biggest markets.

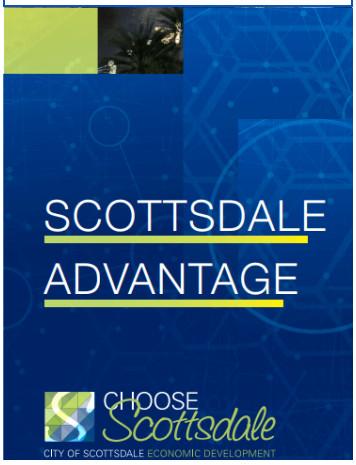
Turo, founded in 2009 and headquartered in San Francisco, has grown to operate in over 5,500 cities in North America and has safely facilitated over 1 million rental days to date. The average active US member makes USD $625 per month renting out a car in the marketplace.

#####

About Turo

Turo is a car sharing marketplace where local car owners provide travelers with the perfect vehicle for their next adventure. Across the country or across town, travelers choose from a unique selection of nearby cars, while car owners earn extra money and help fuel the adventures of travelers from around the world. A pioneer of the sharing economy and travel industry, Turo is a safe, supportive community where the car you book is part of a story, not a fleet. Whether it's

FEATURED DATA



SEE ALL DATA & REPORTS

About the City of Scottsdale

Scottsdale is one of the state's leading job centers, with a diverse economy built on medical research, high-tech innovation, tourism and corporate headquarters. Scottsdale is home to nearly 18,000 businesses supplying over 150,000 jobs. The high-tech innovation center SkySong, located just a few miles from Downtown, is designed to help companies grow through a unique partnership with nearby Arizona State University. The Scottsdale Cure Corridor is a partnership of premier health care providers and biomedical companies seeking to advance medicine and patient care through cutting-edge research. For more information, visit ChooseScottsdale.com.

City of Scottsdale Economic Development
3839 N. Drinkwater Blvd. | 2nd Floor | Scottsdale, AZ 85251
480-312-7989 | **Business@ScottsdaleAZ.gov**

A cyclist passes a Nissan Motor Co. Leaf electric automobile, operated by ride-sharing startup CleverShuttle, as it sits parked in Berlin, Germany. Photographer: Rolf Schulten/Bloomberg

‘Peak Car’ and the End of an Industry

- Stefan Nicola
- Elisabeth Behrmann

16 August 2018, 9:00 PM17 August 2018, 9:31 AM

https://www.bloombergquint.com/business/2018/08/17/-peak-car-and-the-end-of-an-industry

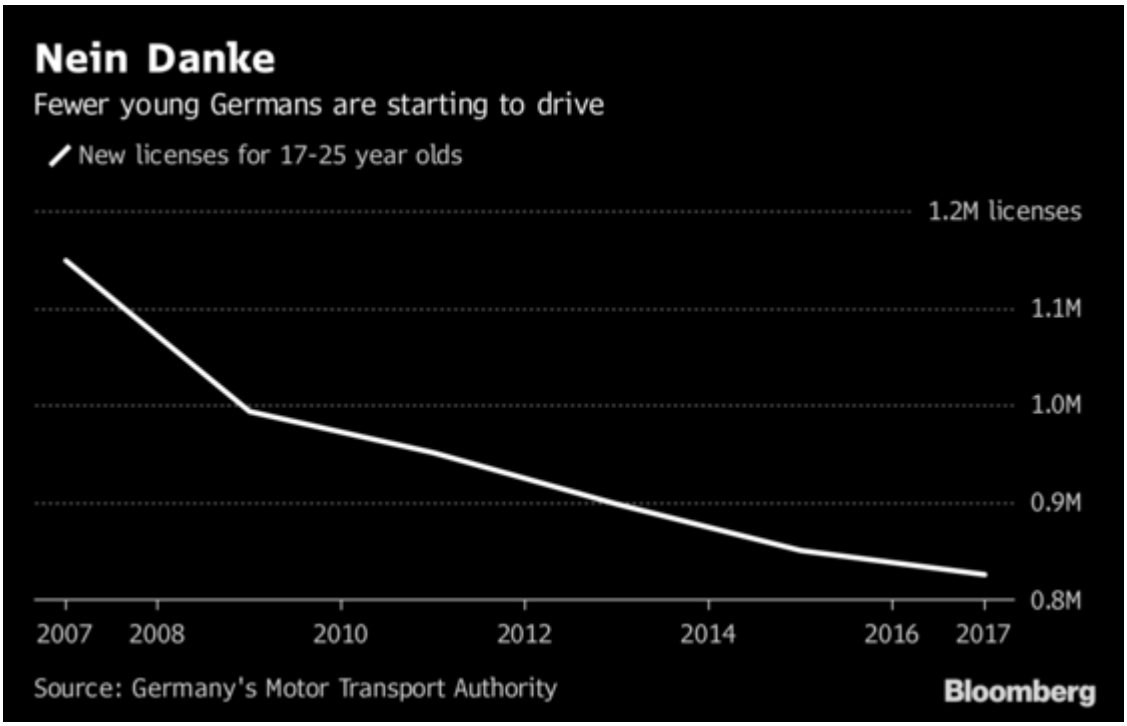
(Bloomberg) -- For years, Martin Bruesch was the bread and butter of the German auto industry. He routinely used his 211-horsepower Audi A4 station wagon for the 20-minute trip to the office.

Now on work days his car usually stays parked outside his apartment in the affluent Berlin neighborhood of Charlottenburg and the 32-year-old human resources executive hails a new carpooling service instead.

“If I’m truly honest with myself, then owning a car is too expensive with all these alternatives around,” Bruesch said as he got into one of CleverShuttle’s battery-powered Nissan Leafs one evening this month.

As young people like Bruesch increasingly ditch driving, they’re also accelerating the shift toward what’s being dubbed “peak car”—a time in the not-too-distant future when sales of private vehicles across the western world will plateau before making a swift descent.

This is especially true in big cities where people are becoming more inclined to share rather than own a vehicle that sits idle most of the time. The number of Germans 25 and under getting driving licenses slid 28 percent in the past decade, and it’s a similar story in pretty much every other major economy.



It's a moment of reckoning for an industry that had been able to count on three things since the automobile was invented in Germany more than a century ago: cars ran on combustion engines and people not only desired to own one, they also drove it exclusively. With the age of car-sharing, battery-powered fleets and self-driving cars upon us, automakers need to reinvent themselves into mobility companies to survive.

It's hardly surprising, then, that luxury Mercedes-Benz manufacturer Daimler AG bought a stake in CleverShuttle after it began operations in 2016. The service uses an Uber-like app to pair individuals searching for a ride with other commuters in the same vicinity. In the five German cities it runs, users have more than doubled since January to 650,000.

Fast forward just five years and such services will eat into automobile sales, leaving carmakers vulnerable if they don't find ways to augment their income, according to Munich-based consultancy Berylls Strategy Advisors. By 2030 in the U.S., where data is most readily available, Berylls predicts that total sales of cars – individually owned and shared – will fall almost 12 percent to 15.1 million vehicles.

"It will be the first time carmakers ever have to deal with a decline that's structural, and not down to temporary factors like an economic downturn," said Arthur Kipferler, a Berylls consultant who previously worked for Jaguar Land Rover Automotive Plc. The Tata Motors Ltd.-owned brand this year teamed up with Alphabet Inc.'s planned self-driving Waymo taxi service to deliver 20,000 electric I-Pace crossovers.

Problem is, it's not as simple as replacing car sales with revenue from mobility services. While German heavyweights like Daimler, BMW AG and Volkswagen AG have invested hundreds of millions of euros in various ride-hailing and car-sharing schemes, they're nowhere near breaking even on them.

Take the DriveNow car-sharing service BMW started in 2011, which charges users by the minute to rent more than 6,000 BMWs and Minis in 13 European cities. After seven years, it's still turning a loss, and last year made up just 0.07 percent of the company's sales. The rest came mostly from selling almost 2.5 million luxury vehicles, like the BMW 3-Series sedan.

Aside from the cost of building a fleet big enough to serve customers across a city, there are numerous ongoing expenses—things like car maintenance, paying drivers and managing and updating software.

And yet BMW's own estimates show that in a decade, one car-sharing vehicle will replace at least three privately owned ones, and mobility services, including autonomous cars, will account for a third of all trips. According to New York-based consultancy Oliver Wyman, mobility will be a 200 billion euro ($227 billion) business by 2040.

"Carmakers are desperate for their mobility divisions to be monetized," said Michael Dean, a senior automotive analyst at Bloomberg Intelligence. "They must be involved in future mobility to avoid being left behind by the likes of Uber and Lyft."

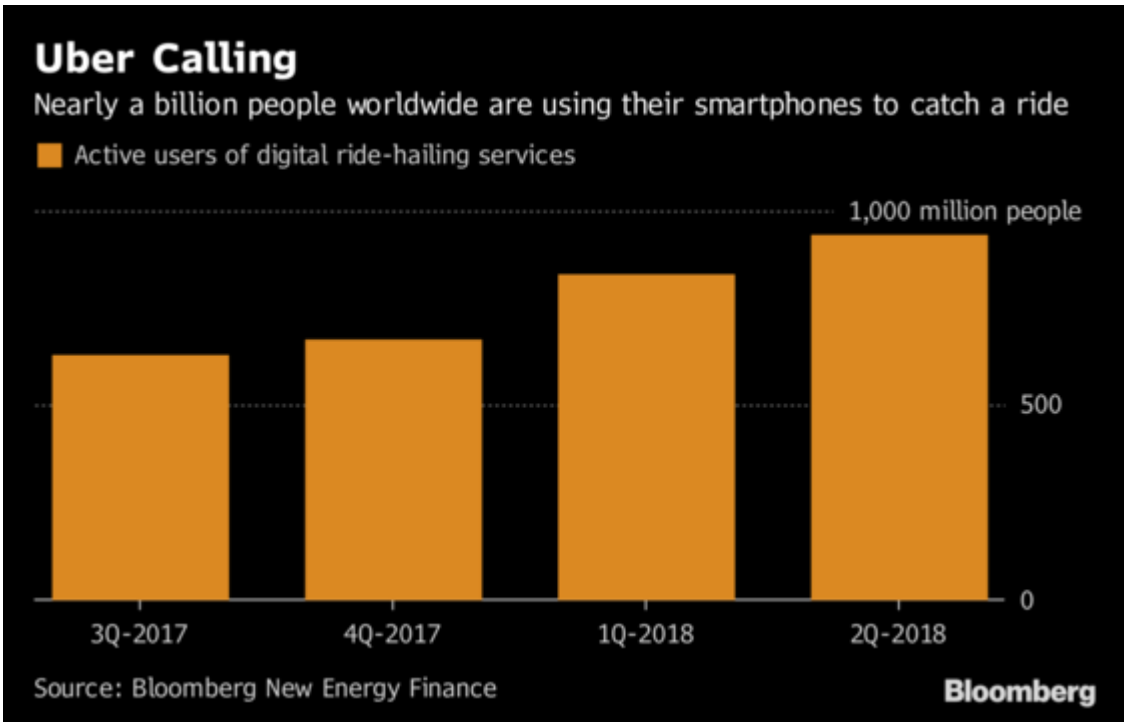
Already, Uber and its Chinese rival DiDi Chuxing Inc. are together valued at about $124 billion—just shy of BMW and Daimler's combined market value, he said.

So much is at stake that BMW merged DriveNow with its long-time arch rival Daimler's car2go service in March. Their goal: to build a one-stop-shop where people can do everything from call taxis, locate parking spots and find charging stations for their electric cars.

"As pioneers in automotive engineering, we will not leave the task of shaping future urban mobility to others," Daimler Chief Executive Officer Dieter Zetsche vowed when the partnership was announced.

Competition is already fierce. In Germany, the plethora of options to get from A to B led the nation's train operator Deutsche Bahn AG to buy a stake in CleverShuttle which, for some commuters, is a viable alternative to overcrowded trains.

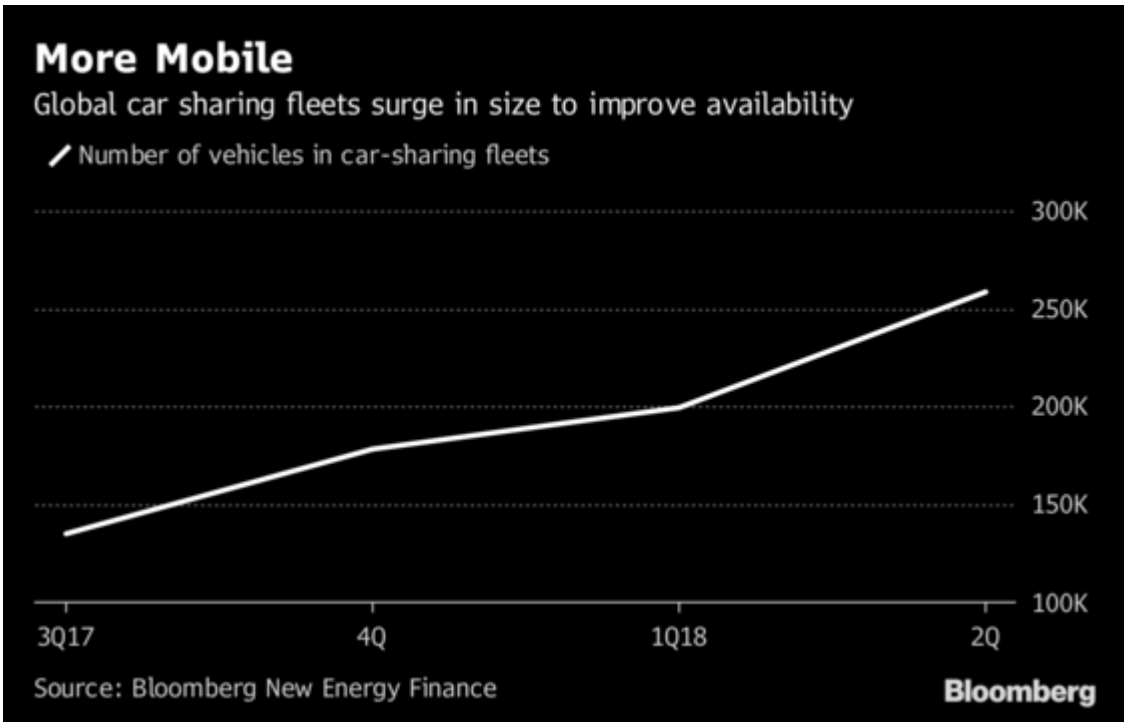
Berliners can jump into street-side rental cars powered by gasoline or batteries that charge by the minute and can be dropped off nearly anywhere. They can use one of thousands of rental bikes for as little as a euro an hour. For 3 euros every 30 minutes, they can even navigate the city center on an electric scooter.



A similar smorgasbord of mobility options is available in most big cities. Car-sharing fleets globally have increased in size by 91 percent in the past year, according to Bloomberg New Energy Finance. Hailing services like Uber, Lyft or Grab—all of which carmakers have invested in—reached nearly a billion users during the second quarter, it said.

Shuttling with strangers, the latest fad, is also catching on. Aside from CleverShuttle, ViaVan started in London, Amsterdam and Berlin in the spring as a joint venture between Daimler and New York-based Via Transportation Inc. Volkswagen, too, in July launched Moia in Hanover, Germany, using 35 VW-designed electric vans and growing to 250 by 2020.

"We must reduce inner-city traffic," said Bruno Ginnuth, CleverShuttle's CEO. "A good way to do that is convincing people they don't need to own a car anymore."



CleverShuttle expects to turn a profit in one German city, Leipzig, by year-end and plans to buy another 130 Nissan Leafs and Toyota Mirai hydrogen cars to expand in two more cities.

Commuters are relishing in the choice. Bruesch pays about 8.50 euros for the four-mile journey to Berlin's central square called Potsdamer Plaz, half the price of a taxi and less than what garages near his office charge for parking.

"It's cheap, I don't need to search for a parking space, and I like the fact that a trip is environmentally friendly," he said.

Bloomberg

FORTUNE

Yes, Uber Really Is Killing the Parking Business

By **DAVID Z. MORRIS** February 24, 2018

An email from the CEO of a national parking operator has added some detail to the impact ride-hailing services like Uber and Lyft are having on demand for parking. The picture, at least for those trying to rent you a parking spot, is bleak.

In the email, unearthed from a company report by the San Diego Union-Tribune, Ace Parking CEO John Baumgardner says that demand for parking at hotels in San Diego has dropped by 5 to 10%, while restaurant valet demand is down 25%. The biggest drop, unsurprisingly, has been at nightclubs, where demand for valet parking has dropped a whopping 50%.

The numbers appear to be estimates, and Baumgardner doesn't describe a timeframe for the declines. The assessment, written in September of last year, is also limited to San Diego, though an Ace Parking executive told the Union-Tribune that it has seen "similar" declines at its 750 parking operations around the United States. The company is focused on using technology, including better parking scheduling and booking options, to remain healthy.

But much more is at stake than the revenues of the parking business – cities stand to benefit immensely as demand for parking drops. Parking spaces and lots generate relatively little tax revenue or economic activity relative to commercial operations, and by increasing sprawl may actually harm the economy of cities like Los Angeles.

Even back in 2015, cities were already relaxing zoning requirements that set minimum parking allotments, and there are now even more signs that city planners are thinking differently about parking. Perhaps most dramatically, a new Major

League Soccer stadium being planned for David Beckham's Miami expansion team may include no new parking at all – but will have designated pickup zones for Uber and Lyft.

The decline of parking will only be accelerated if and when autonomous vehicles become widespread. That sea-change which will make it easier to locate parking at a distance from urban destinations, and could further reduce car ownership. That will be bad news for the Ace Parkings of the world – but everyone else should welcome the decline of the urban parking lot.

Scottsdale taps Streetline to solve Old Town parking paradigm

By Melissa Fittro Feb 27th, 2018 Comments:

City of Scottsdale officials hope a mobile app will assist drivers and the municipality in parking woes. (file photo)

An $81,000 mobile application to be used by motorists and city officials alike will give Scottsdale a 21st Century approach to addressing its parking woes in Old Town Scottsdale, officials say.

A new mobile application entitled Streetline, Inc., will be utilized to help motorists find parking in the downtown area, as well as monitor and track parking statistics for the city.

The one-year pilot program carries a cost of more than $80,000 per year, Transportation Director Paul Basha says.

> *"This will provide very specific data on parking space use by time of day, and day of week, and month of year, so that we can better prepare for future parking structures," Mr. Basha explained to city council at a Feb. 13 meeting.*

In a February Scottsdale City Council meeting, elected officials voted on authorizing a $231,185 cash transfer to a newly created Parking Management Pilot Program fund following two 2016 meetings where the council discussed a parking deficiency in the northeast quadrant of downtown Scottsdale.

The authorization passed 5-1, with Councilman David Smith dissenting.

The cash transfer will be from the Capital Improvement Plan In-Lieu Parking Fund, a coffer created by private developers as an alternative to constructing parking spaces in

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downtown Scottsdale.

The northeast quadrant of downtown Scottsdale, generally defined as Scottsdale Road to 75th Street and Third Avenue to Camelback Road, uses parking credits provided by the city to private properties for 1,585 parking spaces.

In this same quadrant, there are 720 on-street parking spaces and a surface parking area with 114 spaces, a city council report states.

Therefore a 751-parking-space deficiency exists, the report says.

Since a May 2016 meeting, the city's economic development and transportation departments have been investigating possible solutions to city council's request for an app that would assist motorists in finding parking.

A request for proposal was prepared, resulting in four submittals. A six-person panel representing five pertinent departments and one immediate vicinity businessperson reviewed the proposals and selected parking management company, Streetline, Inc.

The contract provides a one-year experimental program where Streetline, Inc. will install vehicle occupancy measurement devices in the northeast quadrant parking spaces and create an app usable by drivers.

The app will also allow controllers to quickly know if vehicles have been parked for more than the allotted amount of time, the council report states.

Councilman Smith moved to use police department funds for the program if it will be assisting parking controllers.

"I'm troubled by using the in-lieu parking funds for this purpose," Councilman David Smith said.

"It sounds like it might be a good police department application for determining when cars have exceeded their three-hour parking limit and then giving them a ticket — I can see some value from that — but to bleed the resources from the in-lieu parking fund for a pilot program."

Mr. Smith's motion died for a lack of a second.

> *"Those funds, in the management there of, or by virtue of better utilization of existing spaces, that's what this contract is intended to do," Mayor Jim Lane said at the meeting. "There are spaces that are underutilized that could serve certain areas of the city that happen to have more activity at one time or another."*

The one-year contract cost is $231,184.80; the one-time activation and installation costs are $150,120; and the first year operation cost is $81,064.80.

Streetline, Inc. is to install vehicle occupancy measurement devices in the identified quadrant, and create an app usable by drivers locating vacant parking spaces.

The expected life of the in-pavement sensors is eight years, while the expected life of the surface-mount sensors is four years, the staff report states. Streetline will only assess Scottsdale for damage to Streetline equipment incurred by overt actions by the city, the report states.

“I do believe we need an app,” Councilwoman Suzanne Klapp said.

“The people who are driving around downtown many times, round and round the block, seem to not know where the parking is. I think it’s great that there’s technology now that can provide an app of this sort — I believe a little better in some cases, signage would help as well, but a great first step is an app.”

Northeast Valley News Services Editor Melissa Fittro can be contacted at 623-445-2746, e-mailed at mfittro@newszap.com or can be followed on Twitter at twitter.com/melissafittro.

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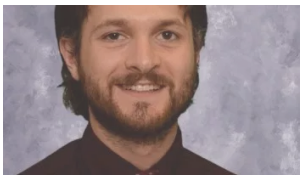

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APPENDIX D – SCOTTSDALE, CODE OF ORDINANCES ARTICLE IX

ARTICLE IX. - PARKING AND LOADING REQUIREMENTS

Sec. 9.100. - Parking.

Sec. 9.101. - Purpose and scope.

The purpose of preparing and adopting the parking regulations within this Zoning Ordinance is to implement the goals of the City of Scottsdale as they are set forth by the city's General Plan and further refined here. These regulations are to provide adequate parking within the community without sacrificing urban design which enhances the aesthetic environment, encourage the use of various modes of transportation other than the private vehicle and provides a generally pleasant environment within the community. Several purposes are identified herein to achieve the above stated purpose.

The purposes of the parking ordinances of the City of Scottsdale are to:

1. Provide parking facilities which serve the goal of a comprehensive circulation system throughout the community;
2. Provide parking, city-wide that will improve pedestrian circulation, reduce traffic congestion, and improve the character and functionality of all developments;
3. Promote the free flow of traffic in the streets;
4. Encourage the use of bicycles and other alternative transportation modes;
5. Design and situate parking facilities so as to ensure their usefulness;
6. Provide an adequate number of on-site bicycle parking facilities, each with a level of security, convenience, safety, access, and durability;
7. Provide for adequate parking at transfer centers and selected transit stops in order to encourage the use of mass transit;
8. Ensure the appropriate development of parking areas throughout the city; and
9. Mitigate potential adverse impacts upon land uses adjacent to parking facilities.

(Ord. No. 2736, § 1, 3-7-95; Ord. No. 3896, § 1(Exh. § 6), 6-8-10; Ord. No. 3980, § 1(Res. 8895, § 1, Exh. A, § 44), 12-6-11; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 244), 5-6-14)

Editor's note— Ord. No. 2736, § 1, adopted Mar. 7, 1995, did not specifically repeal §§ 9.100—9.104, which pertained to off-street parking; hence, §§ 9.100—9.108 adopted in said ordinance have been treated as superseding former §§ 9.100—9.104.

Sec. 9.102. - Applications of and exemptions from parking.

A. *Additions and change of occupancy.* The standards for providing on-site parking shall apply at the time of the erection of any main building or when on-site parking is established. These standards shall also be complied with when an existing building is altered or enlarged by the addition of dwelling units or guest rooms or where the use is intensified by a change of occupancy or by the addition of floor area, seating capacity, or seats.

B. *Required parking must be maintained.* Required on-site parking spaces shall be maintained so long as the main building or use remains.

C. *Nonconforming parking.* Where vehicle parking space is provided and maintained in connection with a main building or use at the time this ordinance became effective and is insufficient to meet the

requirements for the use with which it is associated, or where no such parking has been provided, then said building or structure may be enlarged or extended only if vehicle parking spaces are provided for said enlargement, extension or addition, to the standards set forth in the district regulations. No existing parking may be counted as meeting this requirement unless it exceeds the requirements for the original building and then only that excess portion may be counted.

Any commercial property which provides sufficient parking spaces to supply at least fifty (50) percent of the requirement for the property and which is destroyed by fire, hurricane, flood, or other act of God, may be restored to its original use and building outline, provided the floor area is not increased, without conforming to the parking requirements of this ordinance.

D. *Building permits.* No building permit shall be issued until parking requirements have been satisfied. Off-street parking required by this Zoning Ordinance shall not be located within the right-of-way of a street or alley.

E. *Counting flexible units.* Whenever a residential building is designed so that it can be used for separate apartments or guest rooms under the City of Scottsdale Building Code, the vehicle parking requirements shall be based upon the highest possible number of dwelling units or guest rooms obtainable from any such arrangement.

F. *Application to multiple tenant developments.* Where there is a combination of uses, the minimum required number of on-site parking spaces shall be the sum of the requirements of the individual uses, unless otherwise considered a mixed use development, mixed use commercial center, or as provided per Section 9.104.E. and F. If, in the opinion of the Zoning Administrator, the uses would not be operated simultaneously, the number of vehicle parking spaces shall be determined by the use with the highest parking demand.

G. *Free parking in the Downtown Area.* Required parking for developments within the Downtown Area shall be provided at no cost to the patrons, employees, residents, or their guests of the development. If the required parking of a development, which the required parking is on the same site as the development, is only available through the use of a valet services, the valet service shall be provided at no cost to the user.

H. *Prohibited uses of parking areas.*

1. Parking of more than 5 vehicles on any unimproved lot is prohibited, except when used for special events parking. An improved lot shall mean 1 that fulfills the requirements of Section 9.103.

2. Parking or display of vehicles other than in designated and improved areas shall be prohibited.

3. Required parking spaces shall not be used for product display or advertising.

(Ord. No. 2736, § 1, 3-7-95; Ord. No. 3896, § 1(Exh. § 6), 6-8-10; Ord. No. 3920, § 1(Exh. § 103), 11-9-10; Ord. No. 3980, § 1(Res. 8895, § 1, Exh. A, § 45), 12-6-11; Ord. No. 4117, § 1(Res. No. 9563, Exh. A, § 95), 11-19-13; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 245), 5-6-14; Ord. No. 4265, § 1, 6-21-16)

Sec. 9.103. - Parking requirements.

A. *General requirement.* Except as provided in Sections 9.103.B, 9.104, 9.107, and 9.108, and subsections therein, each use of land shall provide the number of parking spaces indicated for that use in Table 9.103.A. and Section 9.105.

B. *Requirement in the Downtown Area.* Except as provided in Sections 9.104, 9.107, and 9.108, and subsections therein each use of land in the Downtown Area shall provide the number of parking spaces indicated for that use in Table 9.103.b. and Section 9.105. Those uses that are not specifically listed in Table 9.103.B. shall provide the number of parking spaces indicated for that use in Table 9.103.A.

C. *Required bicycle parking.* Every principal and accessory use of land which is required to provide at least forty (40) vehicular parking spaces shall be required to provide bicycle parking spaces at a rate of one (1) bicycle parking space per every ten (10) required vehicular parking spaces; and after July 9, 2010, new development shall provide, at a minimum, two (2) bicycle parking spaces. No use shall be required to provide more than one hundred (100) bicycle parking spaces.

1. Subject to the approval of the Zoning Administrator, in the Downtown Area, bicycle parking spaces may be provided within a common location that is obvious and convenient for the bicyclist, does not encroach into adjacent pedestrian pathways or landscape areas, and the location shall be open to view for natural surveillance by pedestrians. Such common bicycle parking areas shall be subject to the approval of the Zoning Administrator.

D. *Bicycle parking facilities design.* Required bicycle parking facilities shall, at a minimum, provide a stationary object to which the bicyclist can lock the bicycle frame and both wheels with a user provided U-shaped lock or cable and lock. The stationary object shall generally conform to the Design Standards & Policies Manual. The Zoning Administrator may approve alternative designs. Bicycle lockers and other high security bicycle parking facilities, if provided, may be granted parking credits pursuant to Section 9.104.C., Credit for bicycle parking facilities.

E. *Calculating required parking for transportation facilities.* Required parking for park and ride lots and major transfer centers shall be determined by the Zoning Administrator. Subject to the Design Standards & Policies Manual and the following criteria:

1. Goals of the City with regard to transit ridership along the route on which the transportation facility is located.

2. Distance from other transportation facilities with parking.

F. *Fractions shall be rounded.*

1. When any calculation for the required parking results in a fraction of a parking space, the fraction shall be rounded up to the next greater whole number.

2. When any calculation for the provided parking results in a fraction of a parking space, the fraction shall be rounded down to the next greater whole number.

3. When any calculation of a Parking P-3 District credit, improvement district credit, or in-lieu parking credit results in a fraction of a credit, the fraction shall not be rounded.

G. *Interpreting requirements for analogous uses.* The Zoning Administrator shall determine the number of spaces required for analogous uses. In making this determination, the Zoning Administrator shall consider the following:

1. The number of parking spaces required for a use listed in Table 9.103.A., or Table 9.103.B., that is similar to the proposed use;

2. An appropriate variable by which to calculate parking for the proposed use; for example, building square footage or number of employees;

3. Parking data from the same use on a different site or from a similar use on a similar site;

4. Parking data from professional publications such as those published by the Institute of Transportation Engineers (ITE) or the Urban Land Institute (ULI);

H. *Additional requirements for company vehicles.* When parking spaces are used for the storage of vehicles or equipment used for delivery, service and repair, or other such use, such parking spaces shall be provided in addition to those otherwise required by this Zoning Ordinance. Before a building permit is issued the number of spaces to be used for vehicle storage shall be shown on the plans. Unless additional spaces are provided in excess of the required number of spaces, no vehicles in addition to that number shall be stored on the site.

———

Table 9.103.A. Schedule of Parking Requirements	
Amusement parks	Three (3) spaces per hole for any miniature golf course, plus one (1) space per three thousand (3,000) square feet of outdoor active recreation space, plus any additional spaces required for ancillary uses such as but not limited to game centers and pool halls.
Arts festivals, seasonal	A. One (1) space for each two hundred (200) square feet of indoor public floor area, other than public restaurant space. B. Restaurant at seasonal arts festivals shall be provided parking in accordance with table 9.103.a.
Banks/financial institutions	One (1) space per two hundred fifty (250) square feet gross floor area.
Bars, cocktail lounges, taverns, afterhours or micro-brewery/distillery with live entertainment	A. One (1) space per sixty (60) square feet of gross floor area; and B. One (1) space per two hundred (200) gross square feet of outdoor patio area, excluding the first two hundred (200) gross square feet.
Bars, cocktail lounges, taverns, afterhours or micro-brewery/distillery	A. One (1) space per eighty (80) square feet of gross floor area; and B. One (1) space per two hundred (200) gross square feet of outdoor patio area, excluding the first two hundred (200) gross square feet.
Boardinghouses, lodging houses, and other such uses	One (1) parking space for each one (1) guest room or dwelling unit.
Bowling alleys	Four (4) parking spaces for each lane, plus two (2) parking spaces for any pool table, plus one (1) parking space for every five (5) audience seats.
Carwash	Four (4) spaces per bay or stall plus one (1) space per employee plus ten (10) stacking spaces.
Churches and places of worship	A. With fixed seating. One (1) space per four (4) seats in main sanctuary, or auditorium, and c below; or B. Without fixed seating. One (1) space for each thirty (30)

	square feet of gross floor area in main sanctuary and c below. C. One (1) space per each three hundred (300) square feet gross floor area of classrooms and other meeting areas.
Club/lodge, civic and social organizations	One (1) space per two hundred fifty (250) square feet gross floor area.
College/university	One (1) space per two (2) employees plus one (1) space per four (4) students, based on projected maximum enrollment.
Community or recreation buildings	One (1) parking space for each two hundred (200) square feet of gross floor area.
Conference and meeting facilities, or similar facilities	A. One (1) parking space for every five (5) seats, if seats are fixed, and/or B. One (1) parking space for fifty (50) square feet of gross floor area of conference/meeting area.
Cultural institutions and museums	One (1) space per three hundred (300) square feet gross floor area.
Dance halls, skating rinks, and similar indoor recreational uses	One (1) parking space for each three hundred (300) square feet of gross floor area in the building.
Dance/music/and professional schools	One (1) space per two hundred (200) square feet of gross floor area classroom area.
Day care center	One (1) parking space for each employee; plus one (1) space for every fifteen (15) students, plus one (1) space for each company vehicle as per Section 9.103.H., additional requirements for company vehicles.
Dry cleaners	One (1) space per two hundred fifty (250) square feet gross floor area.
Dwellings, multiple-family	Parking spaces per dwelling unit at the rate of: efficiency units 1.25 one-bedroom 1.3 two-bedrooms 1.7

	three (3) or more bedrooms 1.9
Dwellings, single- and two-family and townhouses	Two (2) spaces per unit.
Elementary schools	One (1) parking space for each classroom plus one (1) parking space for each two hundred (200) square feet of gross floor area in office areas.
Funeral homes and funeral services	A. One (1) parking space for every two (2) permanent seats provided in the main auditorium; and B. One (1) parking space for every thirty (30) square feet of gross floor area public assembly area.
Furniture, home improvement, and appliance stores	A. Uses up to fifteen thousand (15,000) square feet of gross floor area. One (1)space per five hundred (500) square feet gross floor area; or B. Uses over fifteen thousand (15,000) square feet of gross floor area. One (1) space per five hundred (500) square feet for the first fifteen thousand (15,000) square feet of gross floor area, and one (1) space per eight hundred (800) square feet area over the first fifteen thousand (15,000) square feet of gross floor area
Galleries	One (1) space per five hundred (500) square feet of gross floor area.
Game centers	One (1) space per one hundred (100) square feet gross floor area.
Gas station	Three (3) spaces per service bay and one (1) space per 250 square feet of accessory retail sales gross floor area. Each service bay counts for one (1) of the required parking spaces.
Golf course	One (1) parking space for each two hundred (200) square feet of gross floor area in any main building plus one (1) space for every two (2) practice tees in the driving range, plus four (4) parking spaces for each green in the playing area.

Grocery or supermarket	One (1) space per three hundred (300) square feet gross floor area.
Health or fitness studio, and indoor recreational uses	A. Building area less than, or equal to, 3,000 square feet of gross floor area: one space per 250 square feet of gross floor area. B. Building area greater than 3,000 square feet of gross floor area, and less than 10,000 square feet of gross floor area: one space per 150 square feet of gross floor area. C. Building areas equal to, or greater than, 10,000 square feet of gross floor area, and less than 20,000 square feet of gross floor area: one space per 200 square feet of gross floor area. D. Building areas equal to, or greater than, 20,000 square feet of gross floor area: one space per 250 square feet of gross floor area.
High schools	One (1) parking space for each employee plus one (1) space for every six (6) students, based on projected maximum enrollment.
Hospitals	One and one half (1.5) parking spaces for each one (1) bed.
Internalized community storage	One (1) parking space for each two thousand five hundred (2,500) square feet of gross floor area.
Library	One (1) space per three hundred (300) square feet gross floor area.
Live entertainment (not including bars, restaurants, and performing arts theaters)	A. With fixed seating. One (1) parking space for two and one-half (2.5) seats. B. Without fixed seating. One (1) parking space for every sixty (60) square feet of gross floor area of an establishment that does not contain fixed seating.
Manufactured home park	One and one-half parking spaces per manufactured home space.
Manufacturing and industrial uses	One (1) parking space for each five hundred (500) square feet of gross floor area.

Mixed-use commercial centers In mixed-use commercial centers with less than 20,000 square feet of gross floor area, land uses (with parking requirements of one space per 250 square feet or fewer spaces) shall occupy at least 60 percent of gross floor area.	One (1) space per three hundred (300) square feet of gross floor area.
Mixed-use developments	A. One (1) space per three hundred twenty-five (325) square feet of gross floor area of nonresidential area; B. Multiple-family residential uses shall be parked at the ratios of the dwellings, multiple-family in other districts requirements, herein.
Office, all other	One (1) space per three hundred (300) square feet gross floor area.
Offices (government, medical/dental and clinics)	One (1) space per two hundred fifty (250) square feet of gross floor area.
Parks	Three (3) parking spaces for each acre of park area.
Personal care services	One (1) space per two hundred fifty (250) square feet gross floor area.
Plant nurseries, building materials yards, equipment rental or sales yards and similar uses	One (1) parking space for each three hundred (300) square feet gross site area of sales and display area.
Pool hall	Two (2) spaces per pool table.
Postal station(s)	One (1) parking space for each two hundred (200) square feet of gross floor area.
Radio/TV/studio	One (1) space per five hundred (500) square feet gross floor area, plus one (1) space per company vehicle, as per Section 9.103.H., additional requirements for company vehicles.
Ranches	One (1) space per every two (2) horse stalls.

Residential health care facilities	A. Specialized care facilities—0.7 parking space for each bed. B. Minimal care facilities—1.25 parking spaces for each dwelling unit.
Restaurants with live entertainment	A. When live entertainment limited to the hours that a full menu is available, and the area of live entertainment is less than fifteen (15) percent of the gross floor area, one (1) parking space per one hundred twenty (120) square feet of gross floor area; and B. One (1) parking space for each three hundred fifty (350) gross square feet of outdoor public floor area, excluding the first three hundred fifty (350) gross square feet of outdoor patio area, unless the space is located next to and oriented toward a publicly owned walkway or street, in which case the first five hundred (500) gross square feet of outdoor patio area is excluded. C. When live entertainment is not limited to the hours that a full menu is available, and/or the area of live entertainment is less than fifteen (15) percent of the gross floor area, one (1) parking space per sixty (60) square feet of gross floor area, plus patio requirements above.
Restaurants	A. One (1) parking space per one hundred twenty (120) square feet of gross floor area; and B. One (1) parking space for each three hundred fifty (350) gross square feet of outdoor patio area, excluding the first three hundred fifty (350) gross square feet of outdoor patio area, unless the space is located next to and oriented toward a publicly owned walkway or street, in which case the first five hundred (500) square gross feet of outdoor patio area is excluded.
Retail	One (1) space per two hundred fifty (250) square feet of gross floor area.
Retail, in a PCoC zoning district without arterial street frontage	One (1) space per three hundred (300) square feet gross floor area.
Stables, commercial	Adequate parking for daily activities shall be provided as

	determined by the Zoning Administrator.
Swimming pool or natatorium	One (1) space per one thousand (1,000) square feet gross floor area.
Tennis clubs	One (1) parking space per each two hundred (200) square feet of gross floor area, excluding court area, plus three (3) parking spaces per each court. The property owner shall provide additional parking spaces as necessary for tournaments, shows or special events.
Theaters, cinemas, auditoriums, gymnasiums and similar places of public assembly in PNC, PCC, PCP, PRC, or PUD zoning districts	One (1) space per ten (10) seats.
Theaters, cinemas, auditoriums, gymnasiums and similar places of public assembly in other districts	One (1) parking space per four (4) seats.
Trailhead - gateway	Five hundred (500) to six hundred (600) spaces, including those for tour buses and horse trailers.
Trailhead - local	None required.
Trailhead - major community	Two hundred (200) to three hundred (300) spaces, including those for horse trailers.
Trailhead - minor community	Fifty (50) to one hundred (100) spaces.
Transportation facilities	Required parking shall be determined by the Zoning Administrator per Section 9.103.E., Calculating required parking for transportation facilities.
Transportation uses	Parking spaces required shall be determined by the Zoning Administrator.
Travel accommodations	One (1.25) parking spaces for each one (1) guest room or dwelling unit.
Travel accommodations with conference	The travel accommodation requirements above.

and meeting facilities, or similar facilities	A. Travel accommodations with auxiliary commercial uses (free standing buildings) requirements above. B. One (1) parking space for every five (5) seats, if seats are fixed, and/or C. One (1) parking space for fifty (50) square feet of gross floor area of conference/meeting area.
Travel accommodations, with auxiliary commercial uses (free standing buildings)	A. The travel accommodation requirements above. B. Bar, cocktail lounge, tavern, after hours, restaurants, and live entertainment uses shall provide parking in accordance uses parking requirements herein this table. C. All other free standing commercial uses. One (1) parking space for every four hundred (400) square feet of gross floor area.
Vehicle leasing, rental, or sales (parking plans submitted for vehicle sales shall illustrate the parking spaces allocated for each of A, B, and C.)	A. One employee parking space per 200 square feet of gross floor area, B. One employee parking space per 20 outdoor vehicular display spaces, and C. One patron parking space per 20 outdoor vehicular display spaces.
Veterinary services	One (1) space per three hundred (300) square feet gross floor area.
Warehouses, mini	One (1) space per three hundred (300) square feet of gross floor area of administrative office space, plus one (1) space per each fifty (50) storage spaces.
Warehousing, wholesaling establishments, or separate storage buildings.	One (1) parking space for each eight hundred (800) square feet of gross floor area.
Western theme park	Total of all spaces required for the various uses of the theme park, may apply for a reduction in required parking per Section 9.104, Programs and incentives to reduce parking requirements.

Table 9.103.B. Schedule of Parking Requirements in the Downtown Area	
Bars, cocktail lounges, taverns, afterhours or micro-brewery/distillery with live entertainment	A. One (1) space per eighty (80) square feet of gross floor area; and B. One (1) space per two hundred (200) gross square feet of outdoor patio area, excluding the first two hundred (200) gross square feet.
Bars, cocktail lounges, taverns, afterhours or micro-brewery/distillery	A. One (1) space per one-hundred twenty (120) square feet of gross floor area; and B. One (1) space per two hundred (200) gross square feet of outdoor patio area, excluding the first two hundred (200) gross square feet.
Dwellings, multi-family	A. One parking space per dwelling unit for units with one bedroom or less. B. Two parking spaces per dwelling unit, for units with more than one bedroom.
Financial intuitions	A. In a Type 1 area, one (1) space per five hundred (500) square feet of gross floor area; or B. In a Type 2 area, all other lot widths, one (1) space per three hundred (300) square feet of gross floor area.
Fitness studio (no larger than 3,000 gross square feet)	A. One (1) space per three hundred (300) square feet of gross floor area. B. A fitness studio larger than 3,000 gross square feet shall comply with Table 9.103.a.
Galleries	One (1) space per three hundred (500) square feet of gross floor area.
Live entertainment (not including bars, restaurants, and performing arts theaters)	A. With fixed seating. One (1) parking space for two and one-half (2.5) seats. B. Without fixed seating. One (1) parking space for every eighty (80) square feet of gross floor area of an establishment that does not contain fixed seating.
Medical and diagnostic laboratories	One (1) space per three hundred (300) square feet of gross floor area.

Mixed-use commercial centers In mixed-use commercial centers with less than 20,000 square feet of gross floor area, land uses (with parking requirements of one space per 300 square feet or fewer spaces) shall occupy at least 60 percent of gross floor area.	One (1) space per three hundred fifty (350) square feet of gross floor area.
Mixed-use developments	A. One space per 350 square feet of gross floor area of nonresidential area; plus B. Parking spaces required for multiple-family dwellings as shown in this table, except as provided in Section 9.104.H.3.d.
Office, including government and medical/dental offices and clinics	A. In a Type 1 area, one (1) space per five hundred (500) square feet of gross floor area; or B. In a Type 2 area, all other lot widths, one (1) space per three hundred (300) square feet of gross floor area.
Performing arts theaters	One (1) parking space per ten (10) seats.
Restaurants that serve breakfast and/or lunch only, or the primary business is desserts, bakeries, and/or coffee/tea or non-alcoholic beverage	A. One (1) parking space for each four hundred (400) square feet of gross floor area; and B. One (1) space for each three hundred fifty (350) gross square feet of outdoor public floor area. Excluding the first three hundred fifty (350) gross square feet of outdoor public floor area, unless the space is located next to and oriented toward a publicly owned walkway or street, in which case the first five hundred (500) gross square feet of outdoor public floor area is excluded.
Restaurants, including restaurants with a micro-brewery/distillery as an accessory use.	A. One (1) parking space per three hundred (300) square feet of gross floor area; and B. One (1) parking space for each three hundred fifty (350) gross square feet of outdoor patio area. Excluding the first three hundred fifty (350) gross square feet of outdoor patio area, unless the space is located next to and oriented toward a publicly owned walkway or street, in which case the first five hundred (500) gross square feet of outdoor public floor area is excluded.

Restaurants, including restaurants with a micro-brewery/distillery as an accessory use, and with live entertainment	A. When live entertainment limited to the hours that a full menu is available, and the area of live entertainment is less than fifteen (15) percent of the gross floor area, one (1) parking space per three hundred (300) square feet of gross floor area; and B. One (1) parking space for each three hundred fifty (350) gross square feet of outdoor public floor area. Excluding the first three hundred fifty (350) gross square feet of outdoor patio, unless the space is located next to and oriented toward a publicly owned walkway or street, in which case the first five hundred (500) gross square feet of outdoor patio area is excluded. C. When live entertainment is not limited to the hours that a full menu is available, and/or the area of live entertainment is greater than fifteen (15) percent of the gross floor area, one (1) parking space per one hundred twenty (120) square feet of gross floor area, plus patio requirements above at all times.
Retail, personal care services, dry cleaners, and tattoo parlors	A. In a Type 1 area, one (1) space per five hundred (500) square feet of gross floor area; or B. In a Type 2 area, all other lot widths, one (1) space per three hundred (300) square feet of gross floor area.
Work/live	A. The required parking shall be based on the area of commercial uses, per Table 9.103.B and when applicable, Table 9.103.A. B. In addition to the parking requirement for the commercial area, parking shall be provide in accordance with the dwellings, multi-family and co-housing parking requirement for developments containing more than one (1) dwelling unit, excluding the first unit (except as provided in Section 9.104.H.3.d).
All other uses	As specified Table 9.103.A.

Note: 1. Type 1 and Type 2 Areas are locations of the Downtown Area described by the Downtown Plan.

(Ord. No. 2736, § 1, 3-7-95; Ord. No. 3048, § 2, 10-7-97; Ord. No. 3225, § 1, 5-4-99; Ord. No. 3879, § 1(Exh. § 26), 3-2-10; Ord. No. 3896, § 1(Exh. § 6), 6-8-10; Ord. No. 3899, § 1(Res. No. 8342, Exh. A, §§ 18, 19), 8-30-10; Ord. No. 3920, § 1(Exh. §§ 104—109), 11-9-10; Ord. No. 3926, § 1(Exh. § 13), 2-15-11; Ord. No. 3980, § 1(Res. 8895, § 1, Exh. A, § 46), 12-6-11; Ord. No. 3992, § 1(Res. No. 8922, Exh. A, § 17), 1-24-12; Ord. No. 4099, § 1(Res. No. 9439, Exh. A, §§ 17—23), 6-18-13; Ord. No. 4117, § 1(Res. No. 9563, Exh. A, §§ 96—98), 11-19-13; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, §§ 246—249), 5-6-14; Ord. No. 4265, § 1, 6-21-16)

Sec. 9.104. - Programs and incentives to reduce parking requirements.

The following programs and incentives are provided to permit reduced parking requirements in the locations and situations outlined herein where the basic parking requirements of this Zoning Ordinance would be excessive or detrimental to goals and policies of the city relating to mass transit and other alternative modes of transportation.

A. *Administration of parking reductions.* Programs and incentives which reduce parking requirements may be applied individually or jointly to properties and developments. Where reductions are allowed, the number of required parking spaces which are eliminated shall be accounted for both in total and by the program, incentive or credit which is applied. The record of such reductions shall be kept on the site plan within the project review file. Additionally, the reductions and manner in which they were applied shall be transmitted in writing to the property owner.

B. *Credit for on-street parking.* Wherever on-street angle parking is provided in the improvement of a street, credit toward on-site parking requirements shall be granted at the rate of one (1) on-site space per every twenty-five (25) feet of frontage, excluding the following:

1. Frontage on an arterial, major arterial or expressway as designated in the Transportation Master Plan.
2. Frontage on a street that is planned to be less than fifty-five (55) feet wide curb-to-curb.
3. Frontage within twenty (20) feet of a corner.
4. Frontage within ten (10) feet of each side of a driveway or alley.
5. Frontage within a fire hydrant zone or other emergency access zone.
6. Locations within the Downtown Area.

C. *Credit for bicycle parking facilities.*

1. *Purpose.* The City of Scottsdale, in keeping with the federal and Maricopa County Clean Air Acts, wishes to encourage the use of alternative transportation modes such as the bicycle instead of the private vehicle. Reducing the number of vehicular parking spaces in favor of bicycle parking spaces helps to attain the standards of the Clean Air Act, to reduce impervious surfaces, and to save on land and development costs.
2. *Performance standards.* The Zoning Administrator may authorize credit towards on-site parking requirements for all uses except residential uses, for the provision of bicycle facilities beyond those required by this Zoning Ordinance, subject to the following guidelines:
    a. Wherever bicycle parking is provided beyond the amount required per Section 9.103.C., required bicycle parking, credit toward required on-site vehicular parking may be granted pursuant to the following:
        i. Downtown Area: one (1) vehicular space per eight (8) bicycle spaces.
        ii. All other zoning districts: one (1) vehicular space per ten (10) bicycle spaces.

b. Wherever bicycle parking facilities exceed the minimum security level required per Section 9.103.D., required bicycle parking, credit towards required onsite vehicular parking may be granted at a rate of one (1) vehicular space per every four (4) high-security bicycle spaces.

   High-security bicycle spaces shall include those which protect against the theft of the entire bicycle and of its components and accessories by enclosure through the use of bicycle lockers, check-in facilities, monitored parking areas, or other means which provide the above level of security as approved by the Zoning Administrator.

c. Wherever shower and changing facilities for bicyclists are provided, credit towards required on-site vehicular parking may be granted at the rate of two (2) vehicular spaces per one (1) shower.

d. The number of vehicular spaces required Table 9.103.A., or when applicable Table 9.103.B., shall not be reduced by more than five (5) percent or ten (10) spaces, whichever is less.

D. *Credit for participation in a joint parking improvement project.* After April 7, 1995, no new joint parking improvement projects shall be designated in the City of Scottsdale. Existing joint parking improvement projects may continue to exist, subject to the standards under which they were established.

   The joint parking improvement project was a program through which a group of property owners with mixed land uses including an area of more than three (3) blocks and at least six (6) separate ownerships could join together on a voluntary basis to form a parking improvement district, providing parking spaces equal to a minimum of thirty (30) percent of their combined requirements according to the ordinance under which they were established. Each participant property could have received credit for one and one-half (1½) times his proportioned share of the parking spaces provided. The project required that a statement be filed with the superintendent of buildings stating the number of spaces assigned to each participating property. No adjustments were to be permitted subsequent to the filing of this statement.

E. *Mixed-use shared parking programs.*

1. Purpose. A mixed-use shared parking program is an option to reduce the total required parking in large mixed-use commercial centers and mixed-use developments in which the uses operate at different times throughout the day. The city recognizes that strict application of the required parking ratios may result in excessive parking spaces. This results in excessive pavement and impermeable surfaces and discourages the use of alternate transportation modes.

2. Applicability. A mixed-use shared parking program is an alternative to a parking master plan.

3. Procedure.

   a. A mixed-use shared parking program may be proposed at the time a parking plan is required.

   b. The mixed-use shared parking program may also be requested exclusive of any other site plan review or permitting procedure.

   c. Mixed-use shared parking plans shall be reviewed by, and are subject to the approval of, the Zoning Administrator.

   d. Alternatively, the applicant may elect to have the shared parking plan reviewed by, and subject to the approval of, the City Council in a public hearing.

   e. For changes of use in mixed-use projects, the parking necessary for the new mix of uses shall not exceed the parking required by the previous mix of uses.

4. Limitations on mixed-use shared parking.

   a. The total number parking spaces required by Table 9.103.B. and the total number of parking spaces required for a mixed-use commercial center and mixed-use development indicated in Table 9.103.A. shall not be used to reduce the required parking in the Downtown Area or a development that is defined as mixed-use development or mixed- use commercial center not in the Downtown Area.

   b. The total number of parking spaces required by Table 9.103.A. shall not be reduced by more than twenty (20) percent.

5. Performance standards. The Zoning Administrator may authorize a reduction in the total number of required parking spaces for two (2) or more uses jointly providing on-site parking subject to the following criteria:

   a. The respective hours of operation of the uses do not overlap, as demonstrated by the application on Table 9.104.A., Schedule of Shared Parking Calculations. If one (1) or all of the land uses proposing to use joint parking facilities do not conform to one (1) of the general land use classifications in Table 9.104.A., Schedule of Shared Parking Calculations, data shall indicate there is not substantial conflict in the principal operating hours of the uses. Such data may include information from a professional publication such as those published by the Institute of Transportation Engineers (ITE) or the Urban Land Institute (ULI), or by a professionally prepared parking study.

   b. A parking plan shall be submitted for approval which shall show the layout of proposed parking.

   c. The property owners involved in the joint use of on-site parking facilities shall submit a written agreement subject to City approval requiring that the parking spaces shall be maintained as long as the uses requiring parking exist or unless the required parking is provided elsewhere in accordance with the provisions of this Article. Such written agreement shall be recorded by the property owner with the Maricopa County Recorder's Office prior to the issuance of a building permit, and a copy filed in the project review file.

Table 9.104.A Schedule of Shared Parking Calculations

General Land Use Classification	Weekdays			Weekends		
	12:00 a.m.— 7:00 a.m.	7:00 a.m.— 6:00 p.m.	6:00 p.m.— 12:00 a.m.	12:00 a.m.— 7:00 a.m.	7:00 a.m.— 6:00 p.m.	6:00 p.m.— 12:00 a.m.
Office and industrial	5%	100%	5%	0%	60%	10%
Retail	0%	100%	80%	0%	100%	60%
Residential	100%	55%	85%	100%	65%	75%
Restaurant and bars	50%	70%	100%	45%	70%	100%

Hotel	100%	65%	90%	100%	65%	80%
Churches and places of worship	0%	10%	30%	0%	100%	30%
Cinema/theater, and live entertainment	0%	70%	100%	5%	70%	100%

How to use the schedule of shared parking. Calculate the number of parking spaces required by Table 9.103.A. for each use as if that use were free-standing (the total number of parking spaces required by Table 9.103.B. and the total number of parking spaces required for a mixed-use commercial center and mixed-use development indicated in Table 9.103.A. shall not be used to reduce the required parking in the Downtown Area, or a development that is defined as mixed-use development or mixed-use commercial center not in Downtown Area.)

Applying the applicable general land use category to each proposed use, use the percentages to calculate the number of spaces required for each time period, (six (6) time periods per use). Add the number of spaces required for all applicable land uses to obtain a total parking requirement for each time period. Select the time period with the highest total parking requirement and use that total as your shared parking requirement.

F. *Parking master plan.*

1. *Purpose.* A parking master plan is presented as an option to promote the safe and efficient design of parking facilities for sites larger than two (2) acres or those sites in the Downtown Type 1 Area as designated by the Downtown Plan larger than sixty thousand (60,000) square feet. The city recognizes that strict application of the required parking standards or ratios may result in the provision of parking facilities of excessive size or numbers of parking spaces. This results in excessive pavement and impermeable surfaces and may discourage the use of alternate transportation modes. A parking master plan provides more efficient parking through the following requirements.
2. *Applicability.* The parking master plan is appropriate to alleviate problems of reuse and is also applicable as an alternative to the above mixed-use shared parking programs.
3. *Procedure.*
    a. A parking master plan may be proposed at the time a parking plan is required.
    b. The parking master plan may also be requested exclusive of any other site plan review or permitting procedure.
    c. Parking master plans shall be reviewed by, and are subject to the approval of, the Zoning Administrator.
    d. For changes of use in mixed-use projects, the parking necessary for the new mix of uses shall not exceed the parking required by the previous mix of uses.

4. Limitations on parking master plans.

    a. The total number parking spaces required by Table 9.103.B. and the total number of parking spaces required for a mixed-use commercial center and mixed-use development indicated in Table 9.103.A. shall not be used to reduce the required parking in the Downtown Area or a development that is defined as mixed-use development or mixed-use commercial center not in the Downtown Area.

    b. The Zoning Administrator shall only permit reductions of up to twenty (20) percent of the total parking required per Table 9.103.A.

    c. Reductions of more than twenty (20) percent of required parking shall be subject to approval by the City Council.

5. Elements of a parking master plan. The contents of the parking master plan shall include:

    a. A plan, which graphically depicts where the spaces and parking structures are to be located.

    b. A report, which demonstrates how everything shown on the plan complies with or varies from applicable standards and procedures of the City.

    c. The plan shall show all entrances and exits for any structured parking and the relationship between parking lots or structures and the circulation master plan.

    d. The plan, supported by the report, shall show the use, number, location, and typical dimensions of parking for various vehicle types including passenger vehicles, trucks, vehicles for mobility impaired persons, buses, other transit vehicles and bicycles.

    e. The plan, supported by the report, shall include phasing plans for the construction of parking facilities and any interim facilities planned.

    f. Whenever a reduction in the number of required parking spaces is requested, the required report shall be prepared by a registered civil engineer licensed to practice in the State of Arizona and shall document how any reductions were calculated and upon what assumptions such calculations were based.

    g. Parking ratios used within the report shall be based upon uses or categories of uses already listed within Table 9.103.A., Schedule Of Parking Requirements (the total number of parking spaces required by Table 9.103.B. and the total number of parking spaces required for a mixed-use commercial center and mixed-use development indicated in Table 9.103.A. shall not be used to reduce the required parking in the Downtown Area or a development that is defined as mixed-use development or mixed-use commercial center not in the Downtown Area.)

    h. Such other information as is determined by the reviewing authority to be necessary to process the parking master plan.

6. *Performance standards.* Parking shall comply with the requirements of the Zoning Ordinance as amended except where application of the following criteria can show that a modification of the standards is warranted. This shall be determined by the Zoning Administrator pending review of the materials described in Subsection 5. above.

    a. The parking master plan shall provide sufficient number and types of spaces to serve the uses identified on the site.

    b. Adequate provisions shall be made for the safety of all parking facility users, including motorists, bicyclists and pedestrians.

    c. Parking master plans shall be designed to minimize or alleviate traffic problems.

    d. Parking spaces shall be located near the uses they are intended to serve.

e. Adequate on-site parking shall be provided during each phase of development of the district.

f. The plan shall provide opportunities for shared parking or for other reductions in trip generation through the adoption of Transportation Demand Management (TDM) techniques to reduce trip generation, such as car pools, van pools, bicycles, employer transit subsidies, compressed work hours, and High Occupancy Vehicle (HOV) parking preference.

g. Surfacing of the lot shall be dust-proof, as provided by Section 9.106.C.1.

h. The parking master plan shall attempt to reduce environmental problems and to further the City's compliance with the federal Clean Air Act amendments of 1990 through appropriate site planning techniques, such as but not limited to reduced impervious surfaces and pedestrian connections.

i. Compliance with the federal Clean Air Act amendments of 1990 shall be considered.

j. Reductions in the number of parking spaces should be related to significant factors such as, but not limited to:

i. Shared parking opportunities;

ii. Hours of operation;

iii. The availability and incorporation of transit services and facilities;

iv. Opportunities for reduced trip generation through pedestrian circulation between mixed-uses;

v. Off-site traffic mitigation measures;

vi. Recognized variations in standards due to the scale of the facilities;

vii. Parking demand for a specified use; and

viii. The provisions of accessible parking spaces beyond those required per Section 9.105.

k. Reductions in the number of parking spaces for neighborhood-oriented uses may be granted at a rate of one (1) space for every existing or planned residential unit located within two (2) blocks of the proposed use, and one-half (0.5) space for every existing or planned residential unit located within four (4) blocks of the proposed use.

7. *Approval.* The property owner involved in the parking master plan shall submit a written agreement, subject to City approval, requiring that the parking facility and any associated Transportation Demand Management (TDM) techniques shall be maintained without alteration unless such alteration is authorized by the Zoning Administrator. Such written agreement shall be recorded by the property owner with the Maricopa County Recorder's Office prior to the issuance of a building permit, and a copy filed in the project review file.

G. *Reserved.*

H. *Downtown Overlay District Program.*

1. *Purpose.* This parking program will ease the process of calculating parking supply for new buildings, remodels, or for buildings with new tenants or new building area.

This parking program consists of two (2) elements: Parking required and parking waiver.

2. *Parking required.* The amount of parking required shall be:

a. *If there is no change of parking intensity.*

i. If there is no change of parking intensity of the land use on any lot that has a legal land use existing as of July 31, 2003, no additional parking shall be required.

b. *Parking credits.*

i. Parking credits under this program shall be only for: parking improvement districts, permanent parking in-lieu credits, approved zoning variances for on-site parking requirements - unless the Zoning Administrator finds that the justification for the parking variance no-longer exists, and Parking P-3 District, except as provided in Section 9.104.H.2.b.i.(1). Only these parking credits shall carry forward with any lot that has parking credits as of July 31, 2003.

(1) Parking credits associated with the Parking P-3 District shall continue to apply, unless the Parking P-3 District is removed from the property.

ii. The Downtown Overlay District does not void public agreements for parking payments of any type of parking program.

iii. Any parking improvement district credit(s) or permanent parking in-lieu credit(s) that the lot has that are in excess of the current parking demand shall remain with the lot.

iv. Property owners are still required to pay for any program that allowed them to meet the parking requirements.

c. *Increase in parking.*

i. When a property's parking requirements increase above the parking requirements on July 31, 2003, the new parking requirement is calculated as follows:

(N - O) + T = number of parking spaces required

N = new (increased) parking requirement

O = old parking requirement (on July 31, 2003)

T = total of on-site and any remote parking spaces, plus any parking credits required on July 31, 2003 to meet the old parking requirement (excluding excess on-site and remote parking spaces and any excess parking credits).

ii. As applicable, Table 9.103.A. Table 9.103.B. shall be used to calculate N and O.

iii. A waiver to this requirement is in Section 9.104.H.3.

3. *Parking waiver within the Downtown Overlay District.*

a. *Purpose.* This parking waiver is designed to act as an incentive for new buildings, and for building area expansions of downtown businesses, which the expansion will have a minimal impact on parking demand.

b. *Applicability.* Upon application, property owners may have parking requirements waived if they meet both the following criteria:

i. Are within the Downtown Overlay District, and/or the Downtown District; and

ii. The new building or the new area of a building expansion is used for retail, office, restaurant or personal care services uses allowed in the underlying district.

c. *Limitations on this parking waiver.*

i. Can be used only once per lot existing as of July 31, 2003.

ii. Can be used for retail, office, restaurant or personal care services uses allowed in the underlying district at a ratio of one (1) space per three hundred (300) gross square feet.

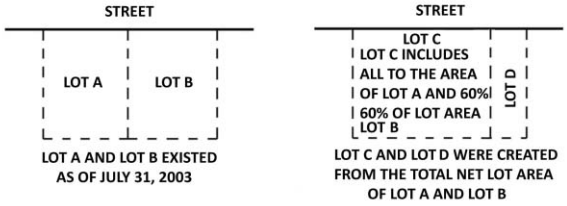
iii. Is limited to a maximum of two thousand (2,000) gross square feet of new building, or building area expansion. The two thousand (2,000) gross square feet per lot of new building, or building area expansion may be used incrementally, but shall not exceed two thousand (2,000) gross square feet of the building size of each lot existing as of July 31, 2003.

(1) Except as provided in Section 9.104.H.3.c.iii.(1)., a lot that is created after July 31, 2003 from more than one (1) lot that existed as of July 31, 2003 shall be allowed to utilize parking waiver as cumulative total of all lots that were incorporated into one (1) lot.

(2) A lot(s) that is created after July 31, 2003 from a portion of a lot(s) that existed as of July 31, 2003 shall be entitled to a waiver of area, as described in section 9.104.H.3.c.iii., based on the pro-rata portion of the net lot that was split from the existing lot(s) and incorporated into the new lot(s). For example:

As shown in Figure 9.104.A., Lot A and Lot B are reconfigured into two (2) new lot configurations, Lot C and Lot D. Lot C now includes all of the net lot area of Lot A and sixty (60) percent of the net lot area of Lot B. Lot C is entitled to the all of the waiver of Lot A and sixty (60) percent of the waiver of Lot B. Lot D is entitled only to forty (40) percent of the waiver of Lot B.

FIGURE 9.104.A.

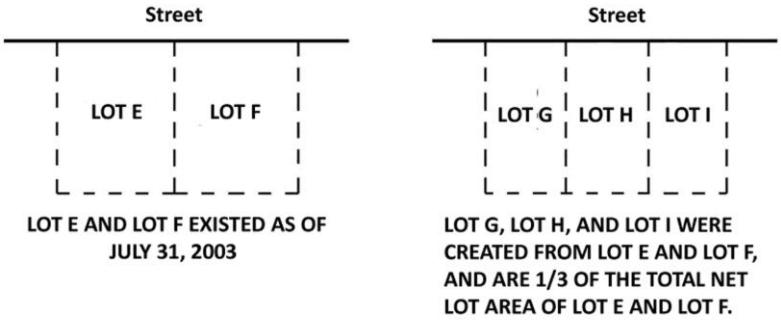


Therefore, Lot C's wavier would be three thousand two hundred (3,200) square feet of new building, or building area expansion; and Lot D's wavier would be eight hundred (800) square feet of new building, or building area expansion.

Another example may be:

As shown in Figure 9.104.B., Lot E and Lot F are reconfigured into three (3) new lots, Lot G, Lot H, and Lots I. Lot G, Lot H, and Lots I are each equal to one-third (1/3) of the total net lot area of Lot E and Lot F. therefore, Lot G, Lot H, AND Lots I each are entitled to one-third (1/3) of the total wavier that is allowed for Lot E and Lot F.

FIGURE 9.104.B.



Therefore, Lot G's, Lot H's, and Lot I's waiver each would be one thousand three hundred thirty-three and one-third (1,333.33) square feet of new building, or building area expansion.

_____

iv. Cannot be used on land that issued to meet a property's current parking requirement unless the same number of physical parking spaces are replaced elsewhere on site, or through the purchase of permanent in-lieu parking credits.

d. *Residential addition parking waiver.* No additional parking is required for up to four new dwelling units that are added to a development as part of a 2,000 square foot (or smaller) nonresidential gross floor area expansion.

(Ord. No. 2736, § 1, 3-7-95; Ord. No. 3520, § 1, 7-1-03; Ord. No. 3543, § 1(Exh. 1), 12-9-03; Ord. No. 3774, § 2, 3-18-08; Ord. No. 3896, § 1(Exh. § 6), 6-8-10; Ord. No. 3920, § 1(Exh. §§ 110—114), 11-9-10; Ord. No. 3980, § 1(Res. 8895, § 1, Exh. A, § 47), 12-6-11; Ord. No. 4005, § 1(Res. No. 8947, Exh. A, § 199, 200), 4-3-12; Ord. No. 4099, § 1(Res. No. 9439, Exh. A, §§ 24, 25), 6-18-13; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, §§ 250—261), 5-6-14)

Sec. 9.105. - Mobility impaired accessible spaces.

A. *Purpose.* The City encourages all development to provide adequate facilities for accessibility to people with mobility impairments covered by the Americans with Disabilities Act (ADA) and the Fair Housing Act (FHA), as amended.

B. *Required accessible parking spaces.*

1. Accessible parking spaces for any building or use shall conform to the ADA, FHA and Article IX.
2. Outpatient facilities in a hospital. Minimum: ten (10) percent of the provided parking.
3. Rehabilitation facilities specializing in treating mobility impairments. Minimum: twenty (20) percent of the provided parking.
4. Other uses. Minimum: four (4) percent of the provided parking.

C. *Reductions in the required accessible parking spaces.*

1. To reduce the number of accessible parking spaces, the property owner shall submit a development application to the Zoning Administrator, including the following:
   a. A report indicating the actual demand for the number of accessible parking spaces in the development project, and
   b. Any other information requested by the Zoning Administrator.

2. The Zoning Administrator may approve a reduction in the required accessible parking spaces, if:
    a. The development project provides over five hundred (500) parking spaces;
    b. The development project includes major employment use(s);
    c. The development project is within six hundred (600) feet of a public transit route and stop;
    d. The development project has minimal direct daily visitors;
    e. The reduced demand for accessible parking spaces is supported by the request; and
    f. The request is supported by other relevant information determined by the Zoning Administrator.
3. The accessible parking spaces required shall not be less than two (2) percent of the provided parking spaces, or as required by ADA, whichever results in more accessible parking spaces.

D. *Existing developments.*
1. The location and any restriping of accessible parking spaces shall comply with the approved site plan, and applicable ADA and FHA requirements.
2. Reconfiguring any onsite parking shall be subject to City approval. All reconfigured accessible parking spaces shall conform with Article IX. and the Design Standards & Policies Manual.

E. *Location of accessible spaces.*
1. Each accessible parking space shall be located adjacent to the shortest route to the accessible building entrance used by the public.
2. Accessible parking spaces shall be dispersed, but located nearest to accessible entrances, for any building with multiple accessible entrances.
3. Accessible parking spaces shall be dispersed, but located nearest to accessible entrances, throughout a development project with multiple buildings.
4. The minimum width of the accessible route shall conform to the ADA, FHA and the Design Standards and Policies Manual.
5. Accessible parking in a parking structure or podium parking may be provided on one level adjacent to the shortest route to the accessible building entrance.
6. Where a development project provides fewer than five (5) on-site parking spaces accessed from an alley, the Zoning Administrator may approve a nearby on-street accessible parking space upon finding the space affords:
    a. Greater accessibility to the accessible building entrance, and
    b. Greater convenience.

F. *Standards.* Accessible parking spaces and access aisles shall conform to the Design Standards & Policies Manual, and the following:
1. Minimum accessible parking space width: eleven (11) feet.
2. Minimum accessible parking space length: In accordance with Section 9.106.
3. Access aisle width: five (5) feet.
4. Two (2) adjacent accessible parking spaces may share an access aisle.

G. *Identification.* Identification, signage and markings of the accessible parking spaces, access aisles and access routes shall conform to the ADA, FHA, and the Design Standards and Policies Manual.

H. *Slope.*
1. Maximum slope of a ramp from the access aisle to a sidewalk: 1:12 ratio.

2. Maximum slope and cross slope of the access aisle and route: 1:50 ratio.

I. *Accessible tenant covered parking, podium parking, and parking structure parking spaces for multiple dwelling development projects.*

1. Minimum: the same percentage as non-accessible tenant covered, podium parking, and parking structure parking spaces.

J. *Accessible separate garage parking for multiple dwelling development projects.*

1. Where separate garages for the dwelling units are provided in a multiple dwelling development project, the site plan shall designate which garages are adaptable for accessible parking.

2. Minimum: the same percentage as non-accessible separate garages.

3. The dimensions of each accessible parking space and access aisle shall comply with Article IX.

K. *Accessible covered parking, garage, podium parking, and parking structure parking for visitors of multiple dwelling development projects.*

1. Minimum: the same percentage as non-accessible covered parking, garage, podium parking, and parking structure parking spaces.

L. *Common covered accessible parking for employees.* The property owner shall provide accessible covered parking space(s) upon request from an employee that is employed by an establishment on the property if the property owner provides non-accessible common covered parking.

M. *Accessible non-residential covered parking, garage, podium parking, and parking structure parking.*

1. Minimum: the same percentage as non-accessible covered parking, garage, podium parking, and parking structure parking spaces.

N. *Reasonable accommodations.* Property with a parking structure or podium parking that was permitted before January 26, 1992 with a Certificate of Occupancy issued before January 26, 1993, and which is unable to provide accessible parking within the parking structure or podium parking due to structural or other reasonable limitations, shall provide reasonable accommodations on the property for accessible covered parking, subject to the Zoning Administrator's approval.

O. *Vertical clearance.* In addition to ADA and FHA requirements:

1. Minimum accessible parking space vertical clearance: eight (8) feet two (2) inches.

2. Minimum vehicular drive aisle vertical clearance to and from covered parking, garage, podium parking, and parking structure accessible parking space(s): eight (8) feet two (2) inches.

P. *Passenger loading zones.* Passenger loading zones shall conform to the ADA, FHA and the Design Standards and Policies Manual.

Q. The ADA, FHA, and Section 504 of the Rehabilitation Act of 1973, as amended, apply if any part of this Section 9.105 is determined unenforceable.

(Ord. No. 2736, § 1, 3-7-95; Ord. No. 3896, § 1(Exh. § 6), 6-8-10; Ord. No. 3920, § 1(Exh. § 115), 11-9-10; Ord. No. 4117, § 1(Res. No. 9563, Exh. A, § 99), 11-19-13)

Sec. 9.106. - Design standards for public and private on-site ingress, egress, maneuvering and parking areas.

A. *Standard Parking space dimension.*

1. *Vehicular.*

a. Except for parallel parking spaces, as indicated below, and in Table 9.106.A. parking spaces shall have a minimum width of nine (9) feet and a minimum length of eighteen (18)

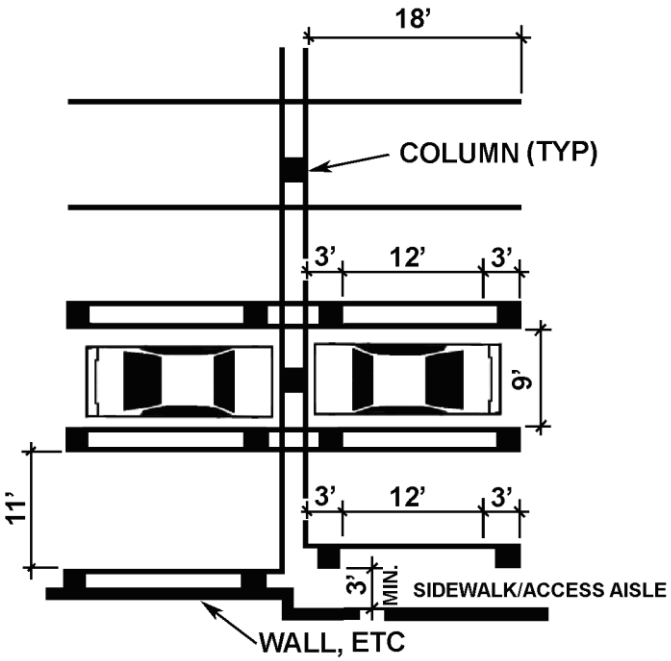
feet. Parallel parking spaces shall have a minimum width of nine (9) feet and a minimum length of twenty-one (21) feet.

i. For new development and/or redevelopment constructed after July 9, 2010, when a side of a parking space is adjacent to a wall, column, or other obstruction, except as provided in Sections 9.106.A.1.a.ii. and 9106.A.1.a.iii., that is taller than six (6) inches, and where a minimum three-foot wide unobstructed pedestrian access aisle is not provided between the wall, column, or other obstruction and the parking spaces, the width of the parking space shall be increased by two (2) feet on the obstructed side, as illustrated by Figure 9.106.A.

   (1). The entire required width and length of a parking space(s) shall not be obstructed by a column, or obstruction that is greater than six (6) inches in height, as illustrated by Figure 9.106.A.

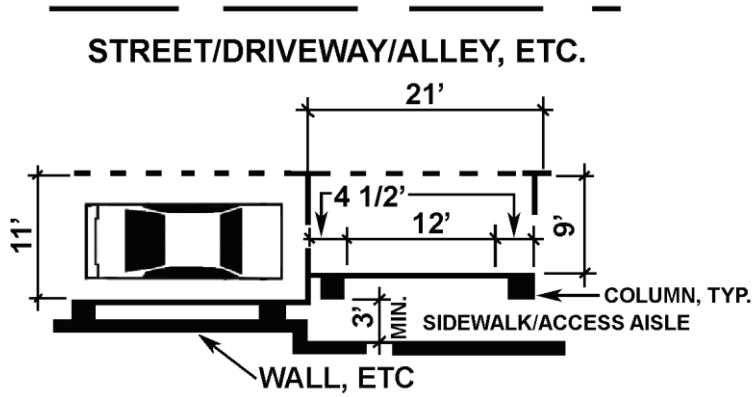
ii. For new development and/or redevelopment constructed after July 9, 2010, when a side of a parking space, excluding a parallel parking space, that is adjacent to a column that is taller than six (6) inches, the obstructed side shall be unobstructed for a minimum of twelve (12) feet, which is between the front three (3) feet and rear three (3) feet of the parking space, as further illustrated by Figure 9.106.A.

FIGURE 9.106.A. Column, etc. Obstructions



iii. For new development and/or redevelopment constructed after July 9, 2010, when a side of a parallel parking space that is adjacent to a wall, column, or other obstruction that is taller than six (6) inches, the obstructed side shall be unobstructed for a minimum of twelve (12) feet, which is between the front four and one-half (4½) feet and rear four and one-half (4½) feet of the parking space, as further delineated by Figure 9.106.B.

Figure 9.106.B. Parallel Parking Space Side Obstructions

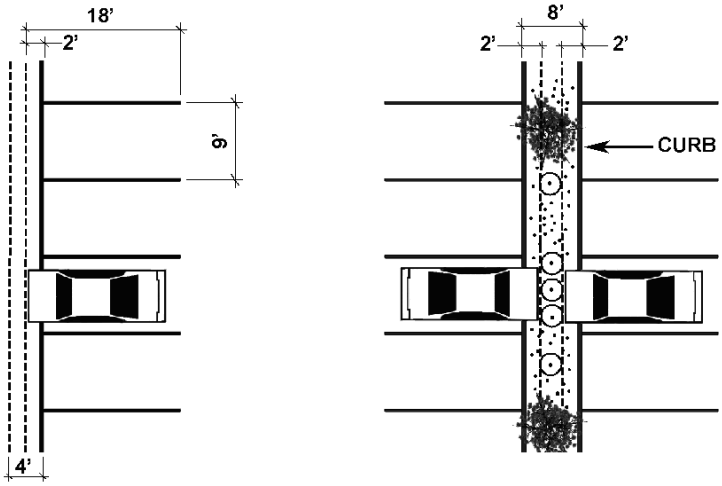


b. As illustrated in Figure 9.106.C., the front length of the space may over-hang a curb or low planter of a maximum height of six (6) inches and a maximum depth of two (2) feet which may not be calculated as required open space, or required parking lot landscaping. If a low planter is utilized the following conditions shall be met:

i. Where the front of a parking stall overhangs a curb or planter on one (1) side only, the minimum width of the planter shall be four (4) feet.

ii. Where the front of a parking stall overhangs a curb or planter on both sides, the minimum width of the planter shall be eight (8) feet.

Figure 9.106.C. Parking Stall Overhangs



c. Where special circumstances exist, such as, but not limited to, a lot size, the Development Review Board may approve parking space sizes different from the requirements of the sections of 9.106.A.1. and Table 9.106.A.; but may not approve aisle sizes different from the requirements of Table 9.106.A.

2. *Bicycle.* Bicycle parking spaces shall have a minimum width of two (2) feet and a minimum length of six (6) feet, unless the spaces are provided by a pre-manufactured bicycle rack or locker which differ from this dimension, in which case the dimension of the pre-manufactured rack or locker shall suffice.

B. *Parking layout.* Minimum layout dimensions are established in Table 9.106.A. and Figure 9.106.D. which shall apply to all off-street parking areas with the exception that parking spaces accessed by an alley shall require a minimum of ten (10) feet from the back of the space to the alley centerline.

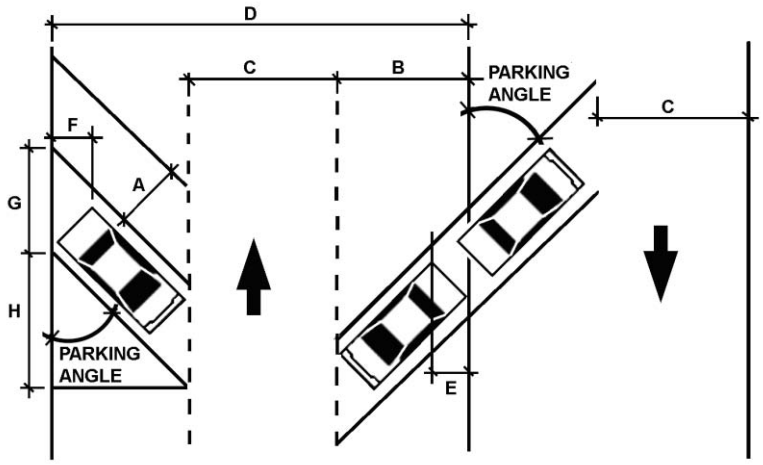
Table 9.106.A. On-Site Parking Dimensions

Angle	Stall Width (A) [1, 3]	Vehicle Projection (B) [1]	Aisle (C)* [1, 2]	Typical Module (D) [1]	Interlock Reduction (E) [1]	Overhang (F) [1]	Curb Length (G) [1]	End of Row Waste (H) [1]
0°	21	9.0	12.0	40.0	0	0	21.0	—
45°	9.0	19.1	12.0	50.2	6.4	1.4	12.7	19.1
50°	9.0	19.6	14.5	53.7	5.8	1.5	11.7	16.4
55°	9.0	19.9	16.0	55.8	5.2	1.6	11.0	13.9
60°	9.0	20.1	18.0	58.2	4.5	1.7	10.4	11.6
65°	9.0	20.1	20.0	60.2	3.8	1.8	9.9	9.4
70°	9.0	20.0	22.0	62.0	3.1	1.9	9.6	7.3
75°	9.0	19.7	24.0	63.4	2.3	1.9	9.3	5.3
90°	9.0	18.0	24.0	60.0	0	2.0	9.0	0

Note:

1. All measurements are in feet.
2. No two-way drive aisle shall be less than twenty-four (24) feet in width.
3. An accessible parking stall width and access aisle shall comply with Section 9.105.E.

Figure 9.106.D.



C. *Design and improvement standards.*

1. *Vehicular.*

a. Residential uses with up to four (4) units: parking, maneuvering, ingress and egress areas, for residential uses, with a total area of three thousand (3,000) square feet or greater, shall be improved in compliance with the Design Standards & Policies Manual and thereafter maintained by surfacing, to prevent emanation of dust, with (1) concrete, asphalt, cement or sealed aggregate pavement; (2) three (3) inches deep crushed rock completely contained in a permanent border; or (3) another stabilization material approved by Maricopa County.

b. Nonresidential uses and residential uses with more than four (4) units: parking, maneuvering, ingress and egress areas for (1) industrial, commercial, and nonresidential uses, and (2) residential uses with more than four (4) units shall be improved in compliance with the Design Standards & Policies Manual and thereafter maintained with regard to:

i. Grading and drainage.

ii. Surfacing, to prevent emanation of dust, with (1) concrete, asphalt, cement or sealed aggregate pavement; (2) three (3) inches deep crushed rock completely contained in a permanent border; or (3) another stabilization material approved by Maricopa County.

iii. Parking stall layout and markings.

iv. Protective pipes at driveway entrances.

v. Curbs, barriers and wheel stops. This requirement shall not apply within the taxilane safety area.

vi. Directional signs.

c. Nonresidential uses and residential uses with more than four (4) units: parking areas for (1) industrial, commercial, and nonresidential uses, and (2) residential uses with more than four (4) units shall meet the following standards:

i. The parking lot shall be designed so that vehicles exiting therefrom will not be required to back out across any sidewalk or street.

ii. Except as permitted in Section 9.106.C.1.c.ii.(1). All required on-site parking spaces shall be accessed directly from a drive aisle, alley or driveway. All on-site parking

facilities shall be provided with appropriate means of vehicular access to a public street.

(1) Residential parking space may be provided in a two (2) parking space tandem configuration if the tandem spaces are allocated to the same residential dwelling. Tandem parking spaces shall be accessed directly from a drive aisle, alley or driveway.

iii. All parking lots shall be illuminated in accordance with Section 7.600, Outdoor Lighting, or as determined by the Development Review Board.

iv. Illumination of an on-site parking area shall be arranged so as not to reflect direct rays of light into adjacent residential districts and streets. In no case shall such lighting cause more than one (1) footcandle of light to fall on adjacent properties as measured horizontally at the lot line, or as approved by the Development Review Board. Shields shall be used where necessary to prevent exposure of adjacent properties.

v. Any wall, fence or landscaping provided shall be adequately protected from damage by vehicles using the parking lot and shall be properly maintained and kept in good repair at all times.

d. The effective dates for the improvement standards regarding surfacing set forth in this section shall be:

i. October 1, 2008 for parking, maneuvering, ingress and egress areas for industrial, commercial, and nonresidential uses, and residential uses with more than four (4) units; and

ii. October 1, 2009 for parking, maneuvering, ingress and egress areas, for residential uses, with a total area of three thousand (3,000) square feet or greater.

2. *Bicycle.*

a. The type of bicycle parking facility provided shall be determined according to the requirements of Section 9.103.C., Required bicycle parking, and Section 9.104.C, Credit for bicycle parking facilities.

b. Bicycle facilities shall be located on the same site as the generating land use and within fifty (50) feet of the building entrance in a location which does not extend into pedestrian sidewalks or vehicular traffic lanes.

c. Lighting shall be provided along the access route from the bicycle facility to the building if the route is not completely visible from lighting on the adjacent sidewalks or vehicular parking facilities. Such lighting shall be provided in accordance with Section 7.600, Outdoor Lighting, or as determined by the Development Review Board.

3. *Covered parking.*

a. No covered parking shall be allowed in a required yard or building setback.

D. *Driveway parking prohibited except in residential districts.* Except in residential districts, parking in driveways connecting the public right-of-way with a parking area or garage shall not be permitted on or adjacent to the driveway.

E. *Landscape design.*

1. Parking lot landscaping and landscape islands shall be provided in accordance with Article X.

2. Parking structures fronting on a public street shall include pedestrian-related amenities such as sitting areas, planters, and visually-interesting wall surfaces at the street level along the street frontage, subject to design approval by the Development Review Board.

F. *Screening.*

1. Parking lot areas and on-site vehicular circulation (including drive-throughs and drive-ins, but excluding access driveways to streets and alleys) shall be screened from all streets and alleys by a three-foot tall masonry wall or berm and/or opaque landscape materials, subject to design approval by the Development Review Board.
2. Outdoor vehicle display areas shall be screened, subject to design approval by the Development Review Board.

(Ord. No. 2736, § 1, 3-7-95; Ord. No. 2887, § 1, 3-19-96; Ord. No. 2977, § 1, 12-17-96; Ord. No. 3225, § 1, 5-4-99; Ord. No. 3274, § 2, 12-7-99; Ord. No. 3774, § 3, 3-18-08; Ord. No. 3896, § 1(Exh. § 6), 6-8-10; Ord. No. 3920, § 1(Exh. § 116), 11-9-10; Ord. No. 4005, § 1(Res. No. 8947, Exh. A, § 201), 4-3-12; Ord. No. 4099, § 1(Res. No. 9439, Exh. A, §§ 26—28), 6-18-13; Ord. No. 4117, § 1(Res. No. 9563, Exh. A, § 100), 11-19-13; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 262), 5-6-14)

Sec. 9.107. - Remote parking.

A. *Remote parking.* Parking off a development site is permitted under the following procedures.

B. *Remote parking agreement.* The remote parking agreement shall be subject to approval by the Zoning Administrator and City Attorney. The document shall contain the following and be recorded against the properties where the parking and served use are located.

1. A term of at least five (5) years, to protect the city's interests in providing long-term, stable parking for the served use.
2. Discontinuation of the served use if the remote parking becomes unavailable.
3. Maintenance requirements.
4. Termination, violations and enforcement provisions.

C. *Zoning Administrator review.* The Zoning Administrator shall consider whether the remote parking:

1. Is within six hundred (600) feet of the property line of the served use.
2. Is accessible to the served use by a direct, safe, continuous pedestrian way.
3. Serves the purposes of this Zoning Ordinance.

(Ord. No. 4099, § 1(Res. No. 9439, Exh. A, § 29), 6-18-13)

Editor's note— Ord. No. 4099, § 1(Res. No. 9439, Exh. A, § 29), adopted June 18, 2013, repealed and reenacted § 9.107 in its entirety to read as herein set out. Prior to inclusion of said ordinance, said provisions pertained to locating required parking relative to the use served. See also the Code Comparative Table.

Sec. 9.108. - Special parking requirements in districts.

A. *Planned Regional Center (PRC).* The provisions of Article IX shall apply with the following exceptions:

1. There shall be no parking required for courtyards or other open spaces, except that those portions thereof used for sales or service activities shall provide parking as specified elsewhere by this Zoning Ordinance.
2. Parking for dwellings shall be covered.

B. *Theme Park District (WP).* The provisions of Article IX shall apply with the following exceptions:

1. The number of spaces required in Table 9.103.A. may be proportionately reduced by the provision of bus parking. Bus parking provided in lieu of automobile parking spaces may account for a maximum reduction of fifty (50) percent of the spaces required in Table 9.103.A.

2. If any bus parking is provided in lieu of automobile parking spaces, one (1) overflow automobile parking space shall be provided for each twenty-five (25) persons for whom seating is provided as indicated on the approved development plan.

C. *Downtown.* In Type 1 Areas of the Downtown Area, all parking shall be accessed from an alley or a street adjacent to a side yard. Unless approved by the Development Review Board, there shall be no curb cuts on streets abutting a front yard within any Type 1 Area.

D. *In-lieu parking program in the Downtown Overlay District (DO) and the Downtown District (D).*

1. *Purpose.* The purpose of the in-lieu parking program is to assist the property owners of small properties to reinvest, develop, and redevelop to the highest and best use of the property, and to accommodate different land uses throughout the life span of a development. In addition, the purpose of the in-lieu parking program is to foster a pedestrian-oriented environment with a sustainable urban design and character for all properties in the Downtown Area, by reducing the total number of physical parking spaces on a property. Also, as specified below, fees associated lieu parking program shall be utilized for the downtown parking program and downtown tram service.

2. *Parking requirements.* A property owner may satisfy a property's nonresidential parking requirement through the City's in-lieu parking program by an in-lieu parking payment(s) made to the City's downtown parking program enhancement account for in-lieu parking credits. The regulations of the in-lieu parking program shall not be eligible for a variance. The City shall not be obligated to approve a property owner's request to participate in the in-lieu parking program.

3. *Approvals required.*

a. The City Council shall determine whether or not to allow a property owner to participate in the in-lieu parking program based on the following considerations:

i. New development, reinvestment, or redevelopment of the property;

ii. The use of the property fosters a pedestrian-oriented environment with an urban design and character, and the use of public transit or the downtown tram service;

iii. Property size and configuration;

iv. The amount of public parking available to the area;

v. The future opportunity to provide public parking in the area; or

vi. Open space and public realm areas are maintained and/or parking lots convert into open space and public realm.

b. The Zoning Administrator may administratively approve participation in the in-lieu parking program for up to, and including five (5) in-lieu parking credits, provided that the allowance is based on the City Council considerations of Section 9.108.D.3.a. The Zoning Administrator approval shall not exceed a total of five (5) in-lieu parking credits per lot.

i. An appeal of the Zoning Administrator's, denial for participation in-lieu parking program shall be heard by City Council.

(1) Appeals must be filed with the City Clerk no later than thirty (30) days after the Zoning Administrator issues any written denial for participation in-lieu parking program.

ii. The City Council shall evaluate an appeal, and may approve or deny participation in-lieu parking program based on the considerations specified in Section 9.108.D.3.a.

4. *In-lieu parking credit fees.* The amount of the in-lieu parking credit fee(s) shall be established by the City Council, and may include penalty fees for late payment, legal fees, administrative fees, an interest rate to account for the time value of money for the in-lieu parking installment purchase option, and any other fee the City Council deems necessary to implement the in-lieu parking program.

5. *Use of in-lieu parking fees.* The use of the in-lieu parking fees paid to the City shall be used for the operation of a downtown parking program which may include, but is not limited to, the provision and maintenance of public parking spaces, the operation of tram shuttle services linking public parking facilities and downtown activity centers, and services related to the management and regulations of public parking.

6. *In-lieu parking payments.* Fractional parking requirements may be paid for on a pro-rata basis. The property owner may purchase, or the City Council may require in-lieu parking credits to be purchased, either as permanent parking credits or as term parking credits in accordance with the following:

    a. *Permanent in-lieu parking credits.* Parking space credits purchased under this permanent in-lieu option shall be permanently credited to the property. These parking credits may be purchased either by installment payments to the City over a fixed period of time, or by payment of a lump sum fee.

        i. Under the lump sum purchase option, purchase shall be made by the property owner through payment of the total fee, in accordance with the procedures adopted by the Zoning Administrator and a written agreement, satisfactory to the City, with the property owner.

        ii. The installment purchase option shall require an initial cash deposit and a written agreement, satisfactory to the City, binding the property owner to make subsequent monthly installment payments. The installment purchase agreement shall not create a payment term longer than fifteen (15) years, and shall include, but not limited to, payment procedures approved by the Zoning Administrator. Payment of the lump sum in-lieu fee, or payment of the installment purchase deposit and execution by both parties of the installment purchase agreement, shall be completed prior to the issuance of a building permit if a building permit is required, or to the issuance of a certificate of occupancy.

    b. *Monthly term in-lieu parking credits:* Parking credits obtained by payment of a monthly in-lieu fee under this option are only for the term of the activity requiring the parking and are not permanently credited to the property. A monthly term in-lieu parking credit(s) requires a written agreement, satisfactory to the City, binding the property owner to make subsequent monthly payments. The agreement shall include, but not limited to payment procedures approved by the Zoning Administrator. The first monthly payment shall be made in accordance with the agreement.

    c. *Evening-use term in-lieu parking credits.* Parking credits obtained by payment of a monthly in-lieu fee under this option are only for the term of the activity requiring the parking, limited to uses only open for business between the hours of 5:00 p.m. and 3:00 a.m., and are not permanently credited to the property. An evening-use term in-lieu parking credit requires a written agreement satisfactory to the City binding the property owner to make monthly payments. The agreement shall include, but not limited to payment procedures approved by the Zoning Administrator. The first monthly payment shall be made in accordance with agreement.

(Ord. No. 2736, § 1, 3-7-95; Ord. No. 3225, § 1, 5-4-99; Ord. No. 3520, § 1, 7-1-03; Ord. No. 3543, § 1(Exh. 1), 12-9-03; Ord. No. 3662, § 2, 2-7-06; Ord. No. 3879, § 1(Exh. § 27), 3-2-10; Ord. No. 3896, § 1(Exh. § 6), 6-8-10; Ord. No. 3920, § 1(Exh. § 119), 11-9-10; Ord. No. 4099, §

1(Res. No. 9439, Exh. A, § 30), 6-18-13; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 263), 5-6-14)

Sec. 9.109. - Evening-use parking.

A. *Evening-use parking.* Evening-use parking is parking for establishments conducting business between 5:00 p.m. and 3:00 a.m.

B. *Evening-use parking application* . The property owner of the served use shall file an application for proposed evening-use parking, including:

   1. A lighting plan for the parking in conformance with Article VII.
   2. An analysis of the location and availability of private parking spaces.
   3. A remote parking agreement in accordance with this article if the parking is not on the same property as the served use.

C. *Zoning Administrator approval of evening-use parking.* The Zoning Administrator may approve an application for evening-use parking if the plans and analysis show the parking:

   1. Is within six hundred (600) feet of the property line of the served use.
   2. Is accessible to the served use by a direct, safe, continuous pedestrian way.
   3. Serves the purposes of this Zoning Ordinance.

(Ord. No. 4099, § 1(Res. No. 9439, Exh. A, § 31), 6-18-13; Ord. No. 4143, § 1(Res. No. 9678, Exh. A, § 264), 5-6-14)

Sec. 9.110. - High occupancy vehicle parking.

A. Parking for carpools, vanpools, and other high occupancy vehicles shall be located nearest the main building entrance with priority over all other parking except for mobility-impaired accessible parking.

(Ord. No. 4099, § 1(Res. No. 9439, Exh. A, § 32), 6-18-13)

Sec. 9.200. - Off-Street Loading.

Sec. 9.201. - General regulations.

All buildings hereafter erected or established shall have and maintain loading space(s) as determined by Development Review Board approval as outlined in article I, Section 1.900 hereof and subject to conditions herein.

A. No part of an alley or street shall be used for loading excepting areas designated by the city.

B. No loading space that is provided in an approved development review shall hereafter be eliminated, reduced or converted, unless equivalent facilities are provided elsewhere.

C. All loading space shall be surfaced and maintained subject to the standards of Section 9.106.C.1.

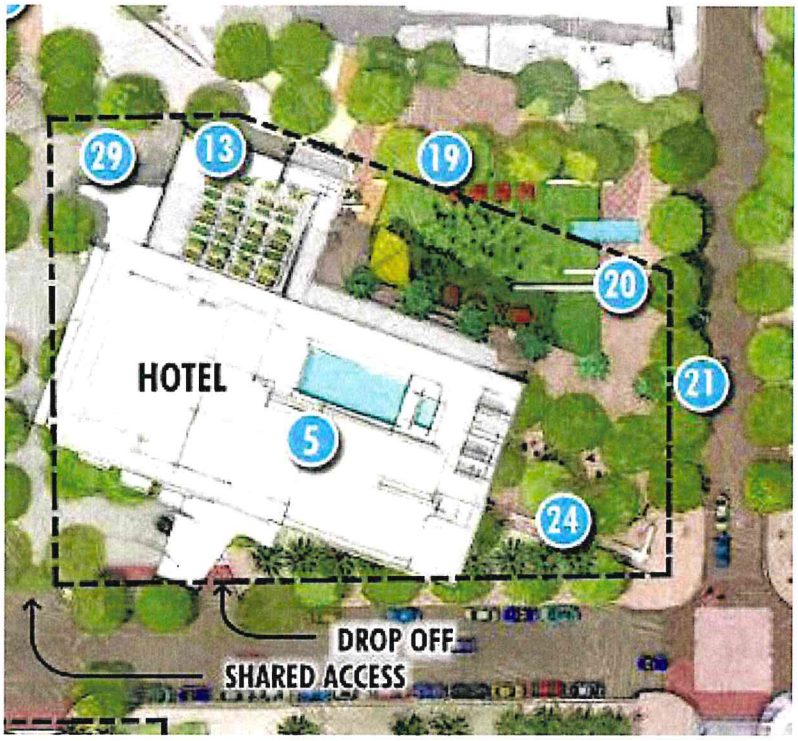
(Ord. No. 3225, § 1, 5-4-99; Ord. No. 3774, § 4, 3-18-08; Ord. No. 3896, § 1(Exh. § 6), 6-8-10)

APPENDIX E – MUSEUM SQUARE HOTEL PARKING MASTER PLAN

j2 design

E

Museum Square Hotel
Parking Master Plan



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EXPIRES 6-30-19

Project Number: 17.1070
August 10, 2018

1. Executive Summary

J2 Engineering and Environmental Design (J2) has prepared a Parking Master Plan for the proposed Museum Square Hotel consisting of 190 hotel rooms, 7,000 – 8,000 square feet of conference/meeting space, 5,000 – 6,000 square feet of restaurant space, and a fitness center. Additionally, a spa will be located within the proposed development and will provide four (4) treatment rooms. The proposed hotel will be located on the northwest corner of Marshall Way and 2nd Street, in Scottsdale, Arizona.

The Museum Square Hotel is part of the Museum Square development, which will also include four residential buildings, and an expansion of the Scottsdale Museum of the West. This Parking Master Plan only addresses the parking needs for the Museum Square Hotel. The Museum Square Parking Master Plan addresses the residential developments as well as the public on and off-street parking.

Through this parking master plan, Museum Square Hotel is **requesting approval to provide 168 parking stalls** located in an on-site subsurface parking garage for the proposed development. As part of the development, the north curb of 2nd Street adjacent to the proposed Museum Square will be modified. The access to the Hotel will be located at the entry courtyard located along 2nd Street approximately 300 feet west of Marshall Way. The Hotel drop-off will be located along 2nd Street approximately 220 feet west of Marshall Way. Currently on-street parallel parking stalls are provided along 2nd Street. The on-street parallel parking stalls, as well as the bike lanes along 2nd Street will be maintained with the curb line modifications. Additionally, on-street angled parking stalls will be provided along the west side of Marshall Way, occupying the space currently dedicated to City of Scottsdale trolley stops. The trolley stops will be relocated prior to the opening of the Museum Square Hotel.

Located in the heart of Old Town Scottsdale, the Museum Square Hotel is intending on attracting leisure travelers and business clientele. This is not a conference facility where the conference/meeting space draws non-hotel guests requiring additional parking spaces. The conference/meeting space at the proposed Museum Square Hotel is intended to serve the existing guests rather than draw non-hotel guests. Therefore, it is reasonable to assume the additional parking space requirement for the conference/meeting space is not necessary and was not included in the parking calculations summarized below.

A layered approach was taken in an effort to determine the estimated parking demand and necessary on-site parking at the Museum Square Hotel. This included various parking calculations using an industry accepted technical publication, as well as daily parking data provided by a national parking company. Additionally, due to recent shifts in transportation choices, specifically in downtown areas, various parking trends were researched. This includes the parking trends in Arizona, around the United States, and discussions in the news.

City of Scottsdale Required Parking
Using Table 9.103.A entitled Schedule of Parking Requirements within the City of Scottsdale Code of Ordinances, Volume II the parking requirements for the proposed Museum Square Hotel were calculated.

The required parking includes parking spaces per hotel guest room as well as square footage of meeting/conference space. A total of 398 parking spaces are required.

However, the Museum Square Hotel intends to utilize the conference/meeting space to serve the existing guests. Therefore, it is reasonable to assume the additional parking space requirement for the conference/meeting space is not necessary.

Removing the parking requirement for the conference/meeting space, results in a total parking requirement of 238 parking spaces.

ITE Parking Generation
The *ITE Parking Generation, 4th Edition* manual estimates parking demand based on research and experiences of transportation engineering and planning professionals. The parking demand calculations for an urban hotel based on the data in this publication clearly shows that for all twelve months, the 168 proposed parking stalls for the 190 guest room Museum Square Hotel would provide more than adequate parking during the weekday peak period. With the highest weekday peak demand of 88 parking stalls, the 168 parking stalls would provide 80 unused parking stalls, and a parking supply overage of 90.1%

Similarly, for the Saturday peak period, data shows that for all twelve months, the 168 proposed parking stalls exceed parking demand by 44 or more stalls. This results in a parking supply overage of 35.5%

The ITE Parking Generation, 4th Edition was published in 2010 and is the most recent edition. Therefore, the data is at best 8 years old and likely more. Since 2010 there have been a number of changes in the industry that resulted in reducing parking needs in Old Town Scottsdale for travel accommodations; this includes the launch of ride-hailing services (rideshare) Uber and Lyft in 2013; bikeshare services like GR:D in 2014, and Lime Bike and Ofo in 2017; and, the trolley service improvements due to surging popularity in 2015, which increased frequency to 10 minutes from 15 minutes and extended service by three hours. Rideshare and these other services and amenities have had a significant impact on parking demand reduction. Therefore, the parking demand calculated does not reflect this shift in parking demand. The current parking demand is likely significantly lower.

Due to these recent shifts in transportation choices, the parking trends in Arizona, around the United States and discussions in the news were researched.

Parking Trends – In Arizona
The City of Tempe is actively implementing lower parking requirements. Using the City of Tempe's Downtown parking requirements for the 190 room Museum Square Hotel results in a total of 57 parking spaces, which results in a surplus of 111 parking spaces.

Additionally, the City of Chandler's City Council recently approved amendments to the zoning code in preparation for changes in transportation behavior resulting from an increase in ride sharing and autonomous vehicles. This ordinance allows the City to administratively reduce the minimum parking requirement by as much as 40%. Applying the City of Chandler's parking criteria with a 40% reduction results in a total of 114 parking spaces, which results in a surplus of 54 parking spaces.

Parking Trends – Around the United States
Experience Scottsdale provided a list of thirteen cities in which the City of Scottsdale competes with to attract leisure and business related visitors. The hotel parking requirements for these thirteen cities show:

- Scottsdale's parking criteria per total guest room exceeds all 13 cities.
- Scottsdale's meeting/conference space requirement exceeds 10 of the 13 cities requirement. Of these 10 cities, 6 have no parking requirement for meeting/conference space.

Additionally, there are cities around the United States that have eliminated parking minimums altogether including Santa Monica (CA), Boulder (CO), Portland (OR), Fayetteville (AR), Pittsburg (PA downtown), Nashville (TN Downtown code - DTC), Austin (TX Central Business District – CBD and Downtown Mixed Use - DMU), Buffalo and (NY).

Parking Trends – In the News
There is a great deal of recent information in various publications regarding parking needs. A recent (February 24, 2018) article found on **Fortune.com** reports that Ace Parking CEO John Baumgardner says that demand for parking in San Diego hotels has dropped. The article states: "Even back in 2015, cities were already relaxing zoning requirements that set minimum parking allotments, and there are now even more signs that city planners are thinking differently about parking."

Smart Growth America published an article specific to the issue of parking needs entitled: *Empty Spaces: Real Parking Needs at Five TODs (Transit Oriented Developments).* The article notes that the ITE Trip Generation and Parking Generation guides are based on data collected from mostly isolated suburban land uses – not walkable, urban places served by transit. The article goes on to conclude: "These findings underscore the obvious need for developers, regulators, and practitioners to rethink how they use parking guidelines intended for suburban development not served by transit. Current engineering standards are not designed to accommodate this type of development but in time we hope studies like this can help change that. Better aligning industry standards with current needs can reduce the cost of development near transit, and make it easier to build more homes, shops, and offices in these high-demand locations."

Ace Parking Analysis

Ace Parking provided monthly parking data for more than 80 hotels for the year 2017. The data included hotels from across the United States, ranging from a 35 to a 1,628 guest room hotel, from ALoft San Francisco to The Phoenician in Phoenix. A detailed parking analysis was conducted to determine the parking demand of these eighty plus hotels.

The data showed that on the highest day (Saturday) of each month none of the hotels exceed 0.8 parking stalls per total number of guest rooms. During the month of July, seven (less than 9%) of the eighty plus hotels exceeded a ratio of 0.7, and twelve (15%) exceeded a ratio of 0.6. Assuming these ratios occur all four Saturdays in a given month, it can be concluded, providing:

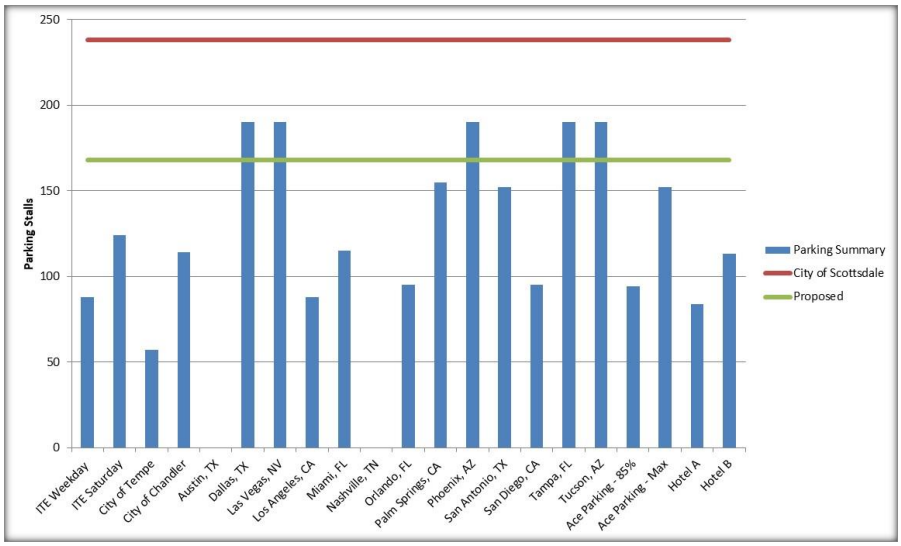
Occupied Parking Stalls/Total Guest Rooms (Saturday)	Accommodates the Parking Demand
0.3	66.04% of the time
0.4	84.17% of the time
85th Percentile (0.49)	93.65% of the time
0.5	94.17% of the time
0.6	98.75% of the time
0.7	99.58% of the time
0.8	100% of the time

The maximum Saturday monthly 85th percentile of 0.49 occupied parking stalls per total available guest rooms accommodates the parking demand of the eighty hotels 93.65% of the time. The 0.8 parking stalls per total number of guest rooms accommodates the parking demand of the eighty plus hotels 100% of the time. Utilizing this ratio and applying it to the Museum Square Hotel with 190 guest rooms would result in 152 parking stalls. With 168 proposed parking stalls, this is results in 16 additional parking stalls.

Parking Summary

Section 4 - Scottsdale Code			
Agency or Day	Parking Stalls/Guest Room	Total Parking Stalls	
City of Scottsdale	1.25	238	
Section 5 - ITE Parking Calculations			
Weekday	0.46	88	
Saturday	0.65	124	
*Note calculations do not include rideshare			
Section 6 - Parking Trends - In Arizona			
City of Tempe	0.3	57	
City of Chandler	0.6	114	
Section 7 - Parking Trends - Around the United States			
Austin, TX	Not Required		
Dallas, TX	1	190	
Las Vegas, NV	1	190	
Los Angeles, CA		88	
Los Angeles, CA (First 30 Rooms)	*1*	*30*	
Los Angeles, CA (Next 30 Rooms)	*0.5*	*15*	
Los Angeles, CA (Remaining Rooms)	*0.33*	*43*	
Miami, FL		115	
Miami, FL (First 40 rooms)	*1*	*40*	
Miami, FL (Remaining rooms)	*0.5*	*75*	
Nashville, TN	Not Required		
Orlando, FL	0.5	95	
Palm Springs, CA		155	
Palm Springs, CA (First 50 rooms)	*1*	*50*	
Palm Springs, CA (Remaining Rooms)	*0.75*	*105*	
Phoenix, AZ	1	190	
San Antonio, TX	0.8	152	
San Diego, CA	0.5	95	
Tampa, FL	1	190	
Tucson, AZ	1	190	
Section 9 - Ace Parking Analysis			
Ace Parking Analysis	Parking Stalls/Guest Room	Total Parking Stalls	Accommodates the Parking Demand
	0.3	57	66.04% of the time
	0.4	76	84.17% of the time
	85th Percentile (0.49)	94	93.65% of the time
	0.5	95	94.17% of the time
	0.6	114	98.75% of the time
	0.7	133	99.58% of the time
	0.8	152	100% of the time
Section 10 - Old Town Scottsdale Hotel Data Collection			
Hotel A	0.44	84	
Hotel B	0.59	113	
Proposed Museum Square Hotel Parking Stalls		**168**	

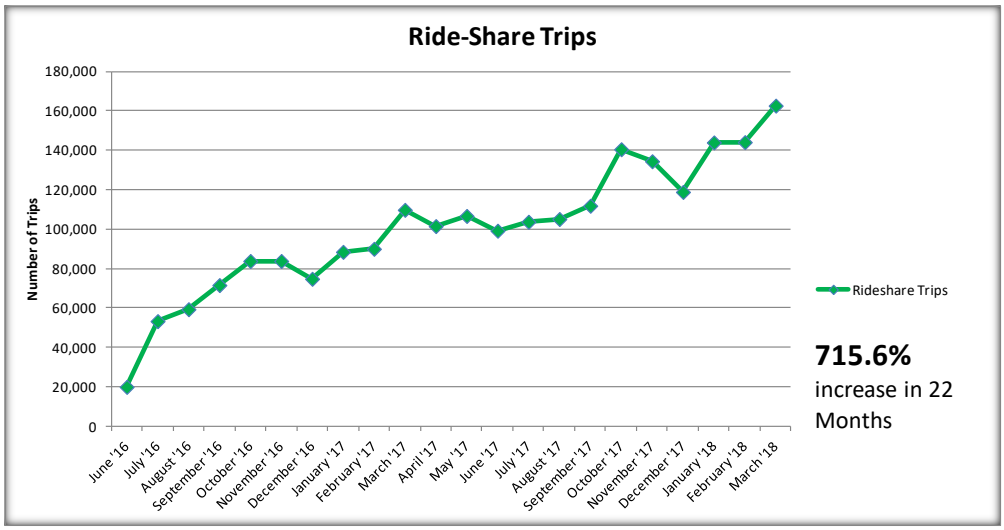
Parking Summary



Located in the heart of Old Town Scottsdale, the proposed Museum Square Hotel is located within close proximity to nearby shopping, restaurants and night life, which promotes and invites alternative modes of travel. Additionally, free trolley services are provided by the City of Scottsdale and the growing popularity of rideshare services such as Uber and Lyft, and bikeshare services, all contribute to reducing the reliance on personal vehicles, and thereby reducing parking demand.

Rideshare data collected from Phoenix Sky Harbor from June 2016 through March 2018 show rideshare has grown from approximately 20,000 trips to 163,000 trips over 22 months, which is a 715.6% growth. Based on the data, rideshare appears to be trending upwards.

Ride Share Trips



The Museum Square Hotel will work together with their guests and employees to provide a variety of programs to promote trip reduction. This includes the local transportation services described previously. Additionally, there will be bike racks near the front of the lobby and bicycles will be provided for guest use.

Combined, these programs and incentives will help to encourage trip reduction, which in turn reduces parking demand, along with improving traffic circulation, operation, and safety on proposed property and surrounding City of Scottsdale roadways.

Old Town Scottsdale Hotel Data Collection
The parking demand was analyzed for two luxury hotels that are located in Old Town Scottsdale. These hotels are located within two-thirds of a mile of both Scottsdale Fashion Square and Scottsdale Stadium. Parking occupancy data was recorded overnight between 8:00 PM and 8:00 AM, beginning on Friday, March 23rd, 2018 and beginning on Saturday, March 24th, 2018.

The peak parking demand for Hotel A was 0.44 occupied parking stalls per available rooms. Additionally, the peak parking demand for Hotel B was 0.59 per available rooms. Hotel B reported a room occupancy rate of 80.7% on Friday night, and a room occupancy rate of 91.8% on Saturday night. These parking occupancy counts were recorded during a period of high activity for Old Town Scottsdale. This data indicates reductions as high as 50% over the current code may be justified based on current demand for hotel parking in Old Town Scottsdale.

Experience Scottsdale Survey
The following is a summary of Old Town Scottsdale hotel parking related survey data provided by the City of Scottsdale Transportation Department, as collected by Experience Scottsdale. See **Appendix J** for the full survey results.

Based on the survey:

- 50% of the hotel guests use ride share or taxi services
- 78% need parking for hotel guests only or do not host conferences
- 89% need one parking for every two or three rooms

Based on the responses given in this survey of hotel owners/operators in the Old Town Scottsdale area, it appears that it is not necessary to provide one parking space for every hotel room and that in most cases it is not necessary to provide separate (or added) parking for meeting or conference spaces.

Reviews and Social Media
In today's internet driven climate, hotel guests can voice their opinions in a matter of minutes. From sites like TripAdvisor, Google (which received 3.5 billion searches per day), Facebook (2

billion users), Yelp, Expedia, Booking.com, Travelocity, Kayak, and many more, guest reviews matter.

A survey conducted by TripAdvisor in November 2015 showed 96% of their users read their on-site reviews, and 85% will "usually" or "always reference reviews before deciding to book a hotel. A Harvard Business Review did a study and found that a 1-star rating increase on Yelp can increase revenues from 5 to 9 percent.

Museum Square Hotel is well aware of the impacts of hotel reviews. Therefore, every effort in the hotel planning process is critical and providing sufficient parking spaces are important and contribute to the overall guest experience.

In conclusion, the request to provide 168 parking stalls for the 190 room Museum Square Hotel represents a rate of 0.88 parking spaces per available room.

As a general engineering practice, infrastructure is not built to accommodate absolute peak demands. There is a balance between building-out adequate infrastructure for a reasonable demand level. Empty private parking stalls do not serve the interest of the community, development, the City of Scottsdale or the public at-large.

Based upon the detailed analysis in this Parking Master Plan, providing 0.88 parking stalls per available room for the proposed Museum Square Hotel exceeds the hotel parking demand at all 80+ hotels around the nation, as well as the two local hotels located in Old Town Scottsdale.

Therefore, the proposed 168 proposed parking spaces should not only sufficiently accommodate the parking demand for the proposed Museum Square Hotel, but likely exceed the parking demand.

APPENDIX F – CANOPY BY HILTON PARKING MASTER PLAN

j2 design

F

Canopy by Hilton
Parking Master Plan

Prepared for:

Ian Clifton
Old Town Hotel Group, LLC
13951 N Scottsdale Rd, Suite 133
Scottsdale, AZ 85254

EXPIRES 6·30·19

Prepared by:

J2 Engineering and Environmental Design
4649 E. Cotton Gin Loop, Suite B2
Phoenix, AZ 84040

Project Number: 17.1048
May 29, 2018

1. Executive Summary

J2 Engineering and Environmental Design (J2) has prepared a Parking Master Plan for the proposed Canopy by Hilton development consisting of 176 hotel rooms, occupying the second floor through the sixth floor, with a fitness center, pool and spa located the seventh floor. The hotel will also include 4,130 square feet of conference/meeting space that will be located on the first floor. The proposed development will be located on the northeast corner of Marshall Way and 1st Street, in Scottsdale, Arizona.

Through this parking master plan, Canopy by Hilton is **requesting approval to provide 163 parking stalls** located in an on-site subsurface parking garage for the proposed redevelopment. As part of the development, the north curb of 1st Street adjacent to the proposed Canopy by Hilton will be modified. Currently seventeen (17) on-street angled parking stalls are provided. The number of on-street angled parking stalls will be preserved. Additionally a loading zone with a three (3) parking space capacity will be provided.

Located in the heart of Old Town Scottsdale, the Canopy by Hotel is intending on attracting leisure travelers and business clientele. This is not a conference facility where the conference/meeting space draws non-hotel guests requiring additional parking spaces. The conference/meeting space at the proposed Canopy by Hilton Hotel is intended to serve the existing guests rather than draw non-hotel guests. Therefore, it is reasonable to assume the additional parking space requirement for the conference/meeting space is not necessary and was not included in the parking calculations summarized below.

A layered approach was taken in an effort to determine the estimated parking demand and necessary on-site parking at the Canopy by Hilton hotel. This included various parking calculations using an industry accepted technical publication, as well as daily parking data provided by a national parking company. Additionally, due to recent shifts in transportation choices, specifically in downtown areas, various parking trends were researched. This includes the parking trends in Arizona, around the United States, and discussions in the news.

City of Scottsdale Required Parking
Using Table 9.103.A entitled Schedule of Parking Requirements within the City of Scottsdale Code of Ordinances, Volume II the parking requirements for the proposed Canopy by Hilton Hotel were calculated.

The required parking includes parking spaces per hotel guest room as well as square footage of meeting/conference space. A total of 303 parking spaces are required.

However, the Canopy by Hilton intends to utilize the conference/meeting space to serve the existing guests. Therefore, it is reasonable to assume the additional parking space requirement for the conference/meeting space is not necessary.

Removing the parking requirement for the conference/meeting space, results in a total parking requirement of 220 parking spaces.

ITE Parking Generation
The ITE *Parking Generation, 4th Edition* manual estimates parking demand based on research and experiences of transportation engineering and planning professionals. The parking demand calculations for an urban hotel based on the data in this publication clearly shows that for all twelve months, the 163 proposed parking stalls for the 176 guest room Canopy by Hilton hotel would provide more than adequate parking during the weekday peak period. With the highest weekday peak demand of 82 parking stalls, the 163 parking stalls would provide 81 unused parking stalls, and parking supply overage of 98.8%.

Similarly, for the Saturday peak period, data shows that for all twelve months, the 163 proposed parking stalls exceed parking demand by 48 or more stalls. This results in a parking supply overage of 41.7%.

The ITE Parking Generation, 4th Edition was published in 2010 and is the most recent edition. Therefore, the data is at best 8 years old and likely more. Since 2010 there have been a number of changes in the industry that resulted in reducing parking needs in Old Town Scottsdale for travel accommodations; this includes the launch of ride-hailing services (rideshare) Uber and Lyft in 2013; bikeshare services like GR:D in 2014, and Lime Bike and Ofo in 2017; and, the trolley service improvements due to surging popularity in 2015, which increased frequency to 10 minutes from 15 minutes and extended service by three hours. Rideshare and these other services and amenities have had a significant impact on parking demand reduction. Therefore, the parking demand calculated does not reflect this shift in parking demand. The current parking demand is likely significantly lower.

Due to these recent shifts in transportation choices, the parking trends in Arizona, around the United States and discussions in the news were researched.

Parking Trends – In Arizona
The City of Tempe is actively implementing lower parking requirements. Using the City of Tempe's Downtown parking requirements for the 176 room Canopy by Hotel results in a total of 53 parking spaces, which results in a surplus of 110 parking spaces.

Additionally, the City of Chandler's City Council recently approved amendments to the zoning code in preparation for changes in transportation behavior resulting from an increase in ride sharing and autonomous vehicles. This ordinance allows the City to administratively reduce the minimum parking requirement by as much as 40%. Applying the City of Chandler's parking criteria with a 40% reduction results in a total of 106 parking spaces, which results in a surplus of 57 parking spaces.

Parking Trends – Around the United States
Experience Scottsdale provided a list of thirteen cities in which the City of Scottsdale competes with to attract leisure and business related visitors. The hotel parking requirements for these thirteen cities show:

- Scottsdale's parking criteria per total guest room exceeds all 13 cities.
- Scottsdale's meeting/conference space requirement exceeds 10 of the 13 cities requirement. Of these 10 cities, 6 have no parking requirement for meeting/conference space.

Additionally, there are cities around the United States that have eliminated parking minimums altogether including Santa Monica (CA), Boulder (CO), Portland (OR), Fayetteville (AR), Pittsburg (PA downtown), Nashville (TN Downtown code - DTC), Austin (TX Central Business District – CBD and Downtown Mixed Use - DMU), Buffalo and (NY).

Parking Trends – In the News
There is a great deal of recent information in various publications regarding parking needs. A recent (February 24, 2018) article found on **Fortune.com** reports that Ace Parking CEO John Baumgardner says that demand for parking in San Diego hotels has dropped. The article states: "Even back in 2015, cities were already relaxing zoning requirements that set minimum parking allotments, and there are now even more signs that city planners are thinking differently about parking."

Smart Growth America published an article specific to the issue of parking needs entitled: *Empty Spaces: Real Parking Needs at Five TODs (Transit Oriented Developments).* The article notes that the ITE Trip Generation and Parking Generation guides are based on data collected from mostly isolated suburban land uses – not walkable, urban places served by transit. The article goes on to conclude: "These findings underscore the obvious need for developers, regulators, and practitioners to rethink how they use parking guidelines intended for suburban development not served by transit. Current engineering standards are not designed to accommodate this type of development but in time we hope studies like this can help change that. Better aligning industry standards with current needs can reduce the cost of development near transit, and make it easier to build more homes, shops, and offices in these high-demand locations."

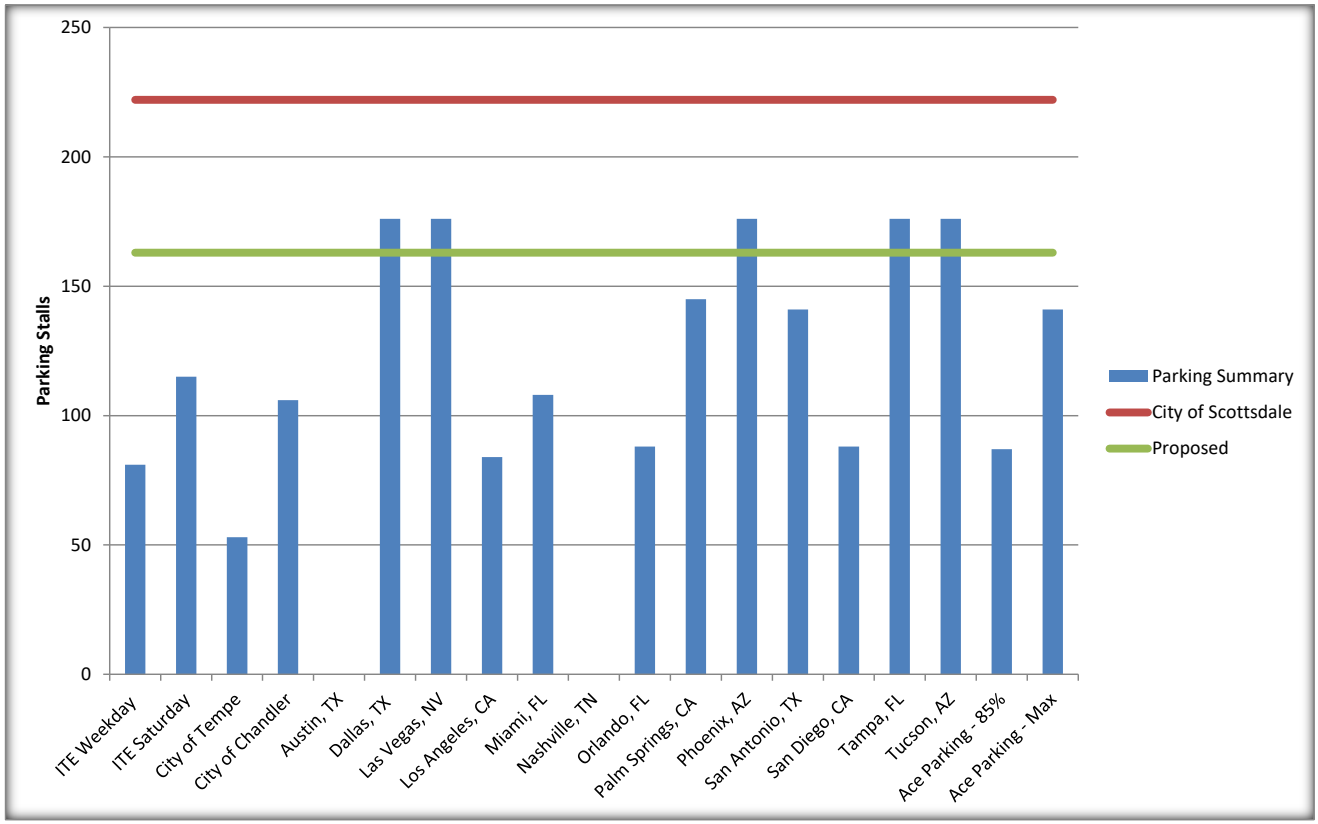
Ace Parking Analysis
Ace Parking provided monthly parking data for more than 80 hotels for the year 2017. The data included hotels from across the United States, ranging from a 35 to a 1,628 guest room hotel, from ALoft San Francisco to The Phoenician in Scottsdale. A detailed parking analysis was conducted to determine the parking demand of these eighty plus hotels.

The data showed that on the highest day (Saturday) of each month none of the hotels exceed 0.8 parking stalls per total number of guest rooms. During the month of July, seven (less than 9%) of the eighty plus hotels exceeded a ratio of 0.7, and twelve (15%) exceeded a ratio of 0.6. Assuming these ratios occur all four Saturdays in a given month, it can be concluded, providing:

Occupied Parking Stalls/Total Guest Rooms (Saturday)	Accommodates the Parking Demand
0.3	66.04% of the time
0.4	84.17% of the time
85th Percentile (0.49)	93.65% of the time
0.5	94.17% of the time
0.6	98.75% of the time
0.7	99.58% of the time
0.8	100% of the time

The maximum Saturday monthly 85th percentile of 0.49 occupied parking stalls per total available guest rooms accommodates the parking demand of the eighty hotels 93.65% of the time. The 0.8 parking stalls per total number of guest rooms accommodates the parking demand of the eighty plus hotels 100% of the time. Utilizing this ratio and applying it to the Canopy by Hilton with 176 guest rooms would result in 141 parking stalls. With 163 proposed parking stalls, this is results in 22 additional parking stalls.

Parking Summary Graph



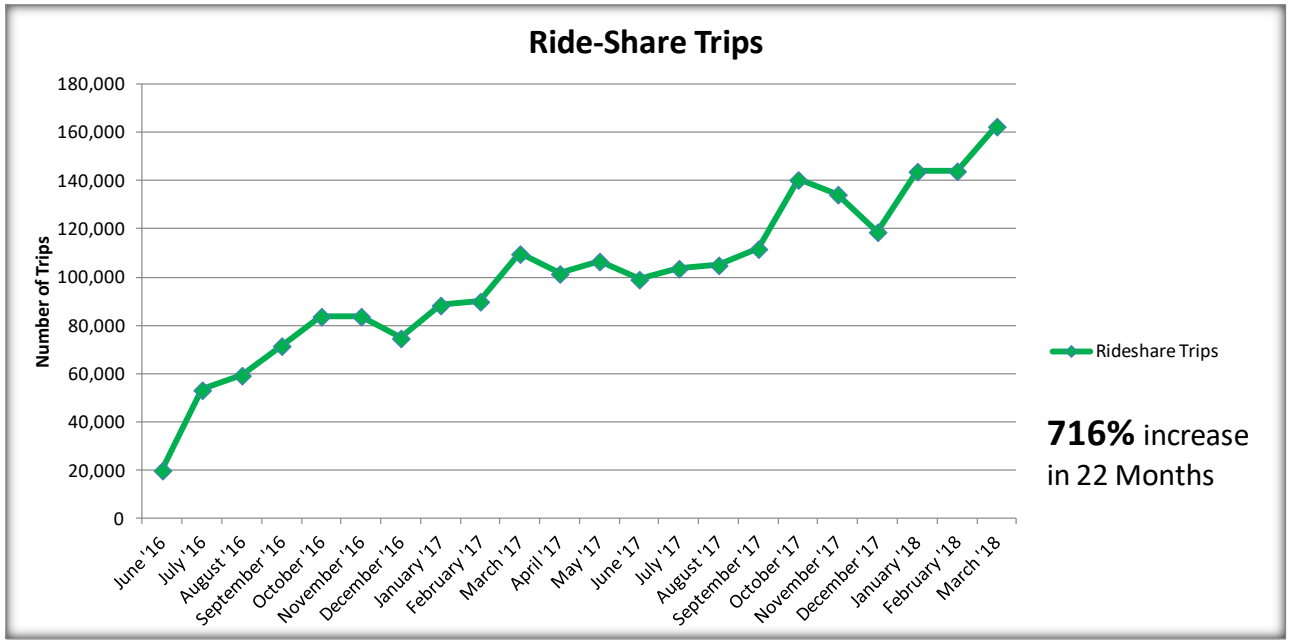
Parking Summary Table

Section 4 - Scottsdale Code			
Agency or Day	Parking Stalls/Guest Room	Total Parking Stalls	
City of Scottsdale	1.25	220	
Section 5 - ITE Parking Calculations			
Weekday	0.46	81	
Saturday	0.65	115	
*Note calculations do not include rideshare			
Section 6 - Parking Trends - In Arizona			
City of Tempe	0.3	53	
City of Chandler	0.6	106	
Section 7 - Parking Trends - Around the United States			
Austin, TX	Not Required		
Dallas, TX	1	176	
Las Vegas, NV	1	176	
Los Angeles, CA		84	
Los Angeles, CA (First 30 Rooms)	*1*	*30*	
Los Angeles, CA (Next 30 Rooms)	*0.5*	*15*	
Los Angeles, CA (Remaining Rooms)	*0.33*	*39*	
Miami, FL		108	
Miami, FL (First 40 rooms)	*1*	*40*	
Miami, FL (Remaining rooms)	*0.5*	*68*	
Nashville, TN	Not Required		
Orlando, FL	0.5	88	
Palm Springs, CA		145	
Palm Springs, CA (First 50 rooms)	*1*	*50*	
Palm Springs, CA (Remaining Rooms)	*0.75*	*95*	
Phoenix, AZ	1	176	
San Antonio, TX	0.8	141	
San Diego, CA	0.5	88	
Tampa, FL	1	176	
Tucson, AZ	1	176	
Section 9 - Ace Parking Analysis			
Ace Parking Analysis	Parking Stalls/Guest Room	Total Parking Stalls	Accommodates the Parking Demand
	0.3	53	66.04% of the time
	0.4	71	84.17% of the time
	85th Percentile (0.49)	87	93.65% of the time
	0.5	88	94.17% of the time
	0.6	106	98.75% of the time
	0.7	124	99.58% of the time
	0.8	141	100% of the time

Located in the heart of Old Town Scottsdale, the Hilton by Canopy Hotel is located within close proximity to nearby shopping, restaurants and night life, which promotes and invites alternative modes of travel. Additionally, free trolley services are provided by the City of Scottsdale and the growing popularity of rideshare services such as Uber and Lyft, and bikeshare services, all contribute to reducing the reliance on personal vehicles, and thereby reducing parking demand.

Rideshare data collected from Phoenix Sky Harbor from June 2016 through March 2018 show rideshare has grown from approximately 20,000 trips to 163,000 trips over 22 months, which is a 715% growth. Based on the data, rideshare appears to be trending upwards.

Ride Share Graph



The Canopy by Hilton Hotel will work together with their guests and employees to provide a variety of programs to promote trip reduction. This includes the local transportation services described previously. Additionally, there will be bicycle parking spaces and bike racks near the front of the lobby with 12 bicycles available for guest use. The Canopy by Hilton Hotel also anticipates working jointly with rental car agencies to provide their guests with on-site hourly and daily car rental.

Employees will be encouraged to consider alternative modes of transportation including bike riding, carpooling, vanpooling, and utilizing transit services with incentives provided.

Combined, these programs and incentives will help to encourage trip reduction, which in turn reduces parking demand, along with improving traffic circulation, operation, and safety on proposed property and surrounding City of Scottsdale roadways.

Experience Scottsdale Survey
The following is a summary of Old Town Scottsdale hotel parking related survey data provided by the City of Scottsdale Transportation Department, as collected by Experience Scottsdale. See **Appendix I** for the full survey results.

- 50% of the hotel guests use ride share or taxi services
- 78% need parking for hotel guests only or do not host conferences
- 89% need one parking for every two or three rooms

Based on the responses given in this survey of hotel owners/operators in the Old Town Scottsdale area, it appears that it is not necessary to provide one parking space for every hotel room and that in most cases it is not necessary to provide separate (or added) parking for meeting or conference spaces.

Reviews and Social Media
In today's internet driven climate, hotel guests can voice their opinions in a matter of minutes. From sites like TripAdvisor, Google (which received 3.5 billion searches per day), Facebook (2 billion users), Yelp, Expedia, Booking.com, Travelocity, Kayak, and many more, guest reviews matter.

A survey conducted by TripAdvisor in November 2015 showed 96% of their users read their on-site reviews, and 85% will "usually" or "always reference reviews before deciding to book a hotel. A Harvard Business Review did a study and found that a 1-star rating increase on Yelp can increase revenues from 5 to 9 percent.

Old Town Hotel Group, LLC and Canopy by Hilton are well aware of the impacts of hotel reviews. Therefore, every effort in the hotel planning process is critical and providing sufficient parking spaces are important and contribute to the overall guest experience.

Taking all of this into consideration, the proposed 163 proposed parking spaces should not only sufficiently accommodate the parking demand for the proposed Canopy by Hilton, but likely exceed the parking demand.

APPENDIX G – MARICOPA ASSESSOR PARCEL INFORMATION

j2 design

G

130-13-100 Commercial Parcel

This is a commercial parcel located at 3830 N MARSHALL WY SCOTTSDALE 85251. and the current owner is SCOTTSDALE CITY OF. It is located in the Loloma subdivision and MCR 59706. Its current year full cash value is $9,241,700.

Property Information

3830 N MARSHALL WY SCOTTSDALE 85251

MCR #	59706
Description:	LOLOMA MCR 597-06 PARCEL 8
Lat/Long	33.49245480 | -111.92831582
Lot Size	15,552 sq ft.
Zoning	D/DMU-2
Lot #	8
High School District	SCOTTSDALE UNIFIED #48
Elementary School District	SCOTTSDALE UNIFIED SCHOOL DISTRICT
Local Jurisdiction	SCOTTSDALE
S/T/R	27 2N 4E
Market Area/Neighborhood	19/005
Subdivision (22 Parcels)	LOLOMA

Owner Information

SCOTTSDALE CITY OF

Mailing Address	7447 E INDIAN SCHOOL RD STE 205, SCOTTSDALE, AZ 85251
Deed Number	020674807
Last Deed Date	07/01/2002
Sale Date	n/a
Sale Price	n/a

Valuation Information

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Tax Year	2019	2018	2017	2016	2015
Full Cash Value	$9,241,700	$8,856,900	$8,334,700	$8,228,155	$371,800
Limited Property Value	$6,381,829	$6,077,932	$5,788,507	$5,512,864	$371,800
Legal Class	2	2	2	2	2
Description	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P
Assessment Ratio	15%	15%	15%	15%	16%
Assessed FCV	n/a	n/a	n/a	n/a	n/a
Assessed LPV	$957,274	$911,690	$868,276	$826,930	$59,488
Property Use Code	9780	9780	9780	9780	9700
PU Description	Municipal Property	Municipal Property	Municipal Property	Municipal Property	Municipal Property
Tax Area Code	481400	481400	481400	481400	481400
Valuation Source	Notice	Notice	Notice	Notice	Notice

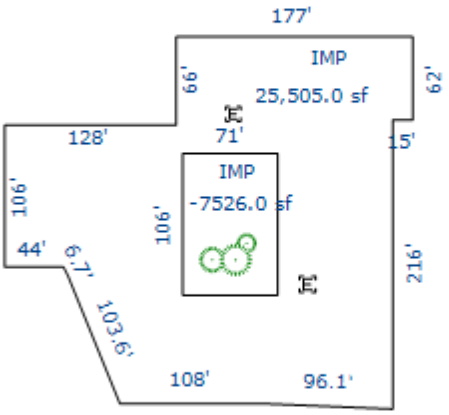
Additional Property Information

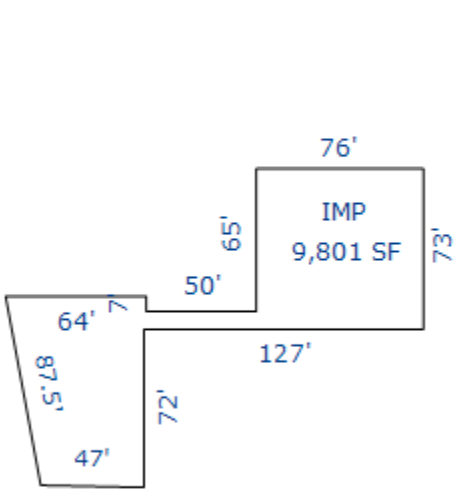
Additional commercial property data.

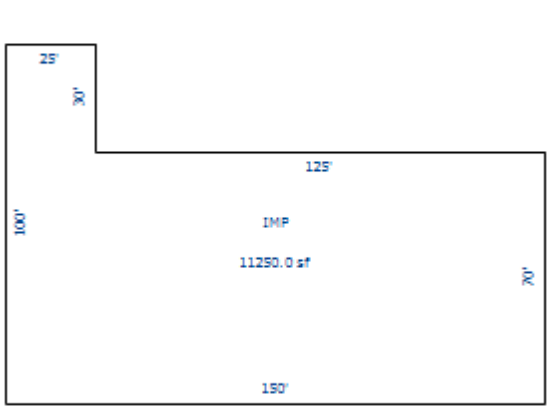
Description	Imp #	Model	Rank	CCI	Age	Sq Ft.
Museum	000101	481	3	C	4	35,306
Museum	000102	481	2	B	4	22,500
Site Improvements	000301	163	2	D	4	1

Building Sketches

Sketches that illustrate the external dimensions of a property.







Similar Parcels

Parcels that are similar to this one (known as the reference parcel) are displayed below.

APN Address Sale Info FCV Size Livable Sq Ft Year Built Pool Foreclosed
No similar parcels found.

130-13-109A Commercial Parcel

This is a commercial parcel located at 7020 E 2ND ST SCOTTSDALE 85251. and the current owner is SCOTTSDALE CITY OF. It is located in the Loloma subdivision and MCR 59706. Its current year full cash value is $4,201,700.

Property Information

7020 E 2ND ST SCOTTSDALE 85251

MCR #	59706
Description:	LOLOMA MCR 597-06 PARCEL 17 EX TH PT LY WI-IN GATEWAY AT MAIN ST PLAZA SCOTTSDALE CONDOMINIUM MCR 683-43
Lat/Long	33.49132108 | -111.92982397
Lot Size	85,511 sq ft.
Zoning	D/OC-2
Lot #	17
High School District	SCOTTSDALE UNIFIED #48
Elementary School District	SCOTTSDALE UNIFIED SCHOOL DISTRICT
Local Jurisdiction	SCOTTSDALE
S/T/R	27 2N 4E
Market Area/Neighborhood	19/005
Subdivision (22 Parcels)	LOLOMA

Owner Information

SCOTTSDALE CITY OF

Mailing Address	7447 E INDIAN SCHOOL RD STE 205, SCOTTSDALE, AZ 85251
Deed Number	020674807
Last Deed Date	07/01/2002
Sale Date	n/a
Sale Price	n/a

Valuation Information

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Tax Year	2019	2018	2017	2016	2015
Full Cash Value	$4,201,700	$3,843,800	$3,856,600	$3,156,700	$3,044,200
Limited Property Value	$3,654,275	$3,480,262	$3,314,535	$3,156,700	$3,044,200
Legal Class	2	2	2	2	2
Description	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P
Assessment Ratio	15%	15%	15%	15%	16%
Assessed FCV	n/a	n/a	n/a	n/a	n/a
Assessed LPV	$548,141	$522,039	$497,180	$473,505	$487,072
Property Use Code	9720	9720	9720	9720	9720
PU Description	Municipal Property	Municipal Property	Municipal Property	Municipal Property	Municipal Property
Tax Area Code	481400	481400	481400	481400	481400
Valuation Source	Notice	Notice	Notice	Notice	Notice

Additional Property Information

Additional commercial property data.

Description	Imp #	Model	Rank	CCI	Age	Sq Ft.
Theater - Cinema	000101	380	2	C	56	3,362
Site Improvements	000201	163	2	D	56	1

Similar Parcels

Parcels that are similar to this one (known as the reference parcel) are displayed below.

APN Address Sale Info FCV Size Livable Sq Ft Year Built Pool Foreclosed
No similar parcels found.

130-13-167 Commercial Parcel

This is a commercial parcel located at 7007 E 2ND ST SCOTTSDALE 85251. and the current owner is SCOTTSDALE CITY OF. It is located in the Loloma Partial Replat subdivision and MCR 82322. Its current year full cash value is $4,206,400.

Property Information

7007 E 2ND ST SCOTTSDALE 85251

MCR #	82322
Description:	LOLOMA PARTIAL REPLAT MCR 823-22 PARCEL 23
Lat/Long	33.49122253 | -111.92954383
Lot Size	73,489 sq ft.
Zoning	C-2
Lot #	23
High School District	SCOTTSDALE UNIFIED #48
Elementary School District	SCOTTSDALE UNIFIED SCHOOL DISTRICT
Local Jurisdiction	SCOTTSDALE
S/T/R	27 2N 4E
Market Area/Neighborhood	19/005
Subdivision (5 Parcels)	LOLOMA PARTIAL REPLAT

Owner Information

SCOTTSDALE CITY OF

Mailing Address	7447 E INDIAN SCHOOL RD STE 205, SCOTTSDALE, AZ 85251
Deed Number	060362186
Last Deed Date	03/17/2006
Sale Date	n/a
Sale Price	n/a

Valuation Information

We provide valuation information for the past 5 years. For mobile display, we only show 1 year of valuation information. Should you need more data, please look at our data sales.
The Valuation Information displayed below may not reflect the taxable value used on the tax bill due to any special valuation relief program. **CLICK HERE TO PAY YOUR TAXES OR VIEW YOUR TAX BILL**

Tax Year	2019	2018	2017	2016	2015
Full Cash Value	$4,206,400	$3,891,400	$3,961,000	$3,426,900	$3,322,500
Limited Property Value	$3,967,065	$3,778,157	$3,598,245	$3,426,900	$3,322,500
Legal Class	2	2	2	2	2
Description	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P	AG / VACANT LAND / NON-PROFIT R/P
Assessment Ratio	15%	15%	15%	15%	16%
Assessed FCV	n/a	n/a	n/a	n/a	n/a
Assessed LPV	$595,060	$566,724	$539,737	$514,035	$531,600
Property Use Code	9720	9720	9720	9720	9720
PU Description	Municipal Property	Municipal Property	Municipal Property	Municipal Property	Municipal Property
Tax Area Code	481400	481400	481400	481400	481400
Valuation Source	Notice	Notice	Notice	Notice	Notice

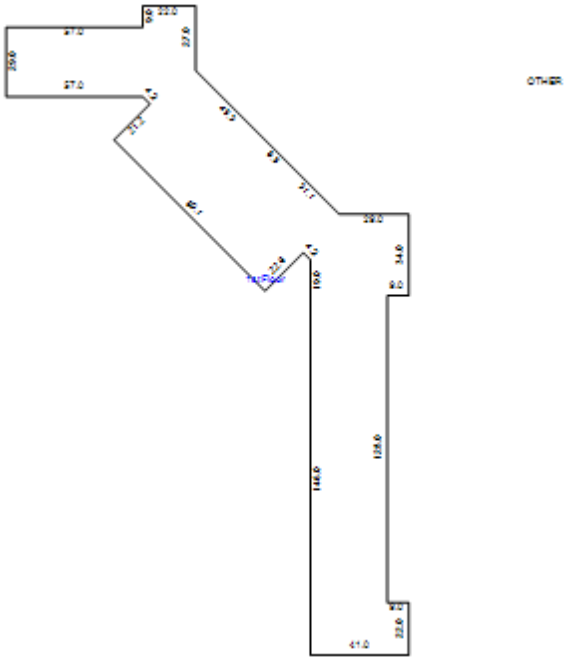
Additional Property Information

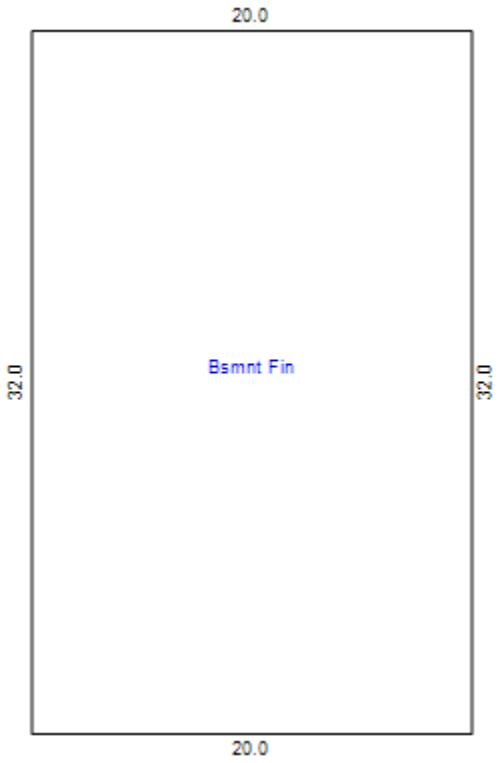
Additional commercial property data.

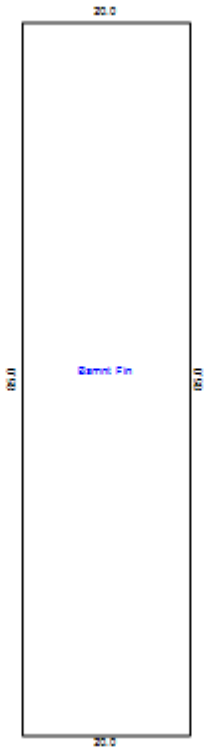
Description	Imp #	Model	Rank	CCI	Age	Sq Ft.
Office Building	000101	344	2	C	90	15,002
Site Improvements	000201	163	2	D	38	1

Building Sketches

Sketches that illustrate the external dimensions of a property.







Similar Parcels

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APN Address Sale Info FCV Size Livable Sq Ft Year Built Pool Foreclosed
No similar parcels found.