Full Size or Largest Size Plans

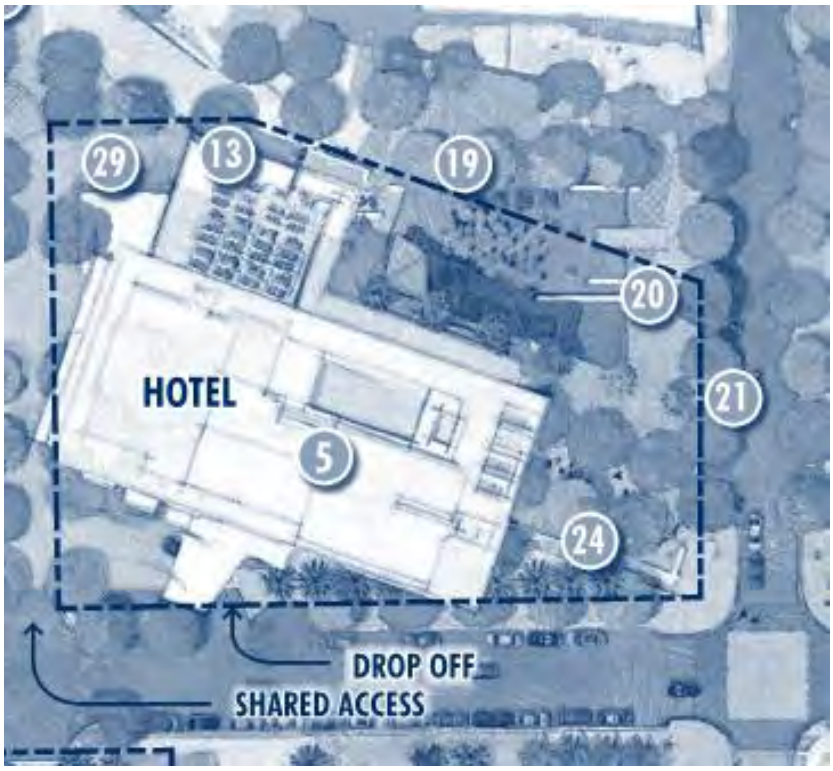
Site Plan

Landscape Plan

Elevations

Museum Square Hotel

Parking Master Plan



Registered Professional Engineer (Civil)
CERTIFICATE NO.
40961
JAMIE ANN K.
BLAKEMAN
Date Signed: 09/05/2019
ARIZONA, U.S.A.

Prepared for:

MACDONALD DEVELOPMENT CORPORATION

Macdonald Development Corporation
3225 N. Central Avenue, Suite 100
Phoenix, AZ 85012

Prepared by:

Lokahi

Lōkahi, LLC
600 N. 4th Street, Suite D
Phoenix, AZ 85004

Project Number: 19.5004
September 5, 2019

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1. Executive Summary

Lōkahi, LLC (Lōkahi) 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. 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 178 parking stalls**. A total of 18 parking stalls will be provided at-grade, with 160 in an on-site subsurface parking garage. Of the 178 parking stalls, 35 will be marked for Museum Square Hotel employee use. As part of the development, the north curb of 2nd Street and the west curb of Marshall Way adjacent to the proposed Museum Square will be modified. The access to the Hotel will be located near the existing Stagebrush Theater driveway. This entrance will be reconfigured as part of this project and will provide a shared driveway to both the Museum Square Hotel and the existing Stagebrush Theatre.

Currently on-street parallel parking stalls are provided along 2nd Street. As part of this proposed development, the parallel parking stalls will be modified to on-street angled parking along the north side of 2nd Street, abutting the southern border of the Museum Square Hotel. Additionally, the west curb of Marshall Way will be modified to provide on-street angled parking stalls, occupying the space previously dedicated to a City of Scottsdale trolley stop. The trolley stop has since been relocated.

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 analysis of 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 for a total of parking requirement of 238 parking spaces.

In recent discussions with the City of Scottsdale and in several instances, a rate of 0.8 parking stalls per guest room has been acceptable. Using this rate a total of 152 parking stalls are required, which results in a surplus of 26 parking stalls.

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 121 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 64 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.

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:

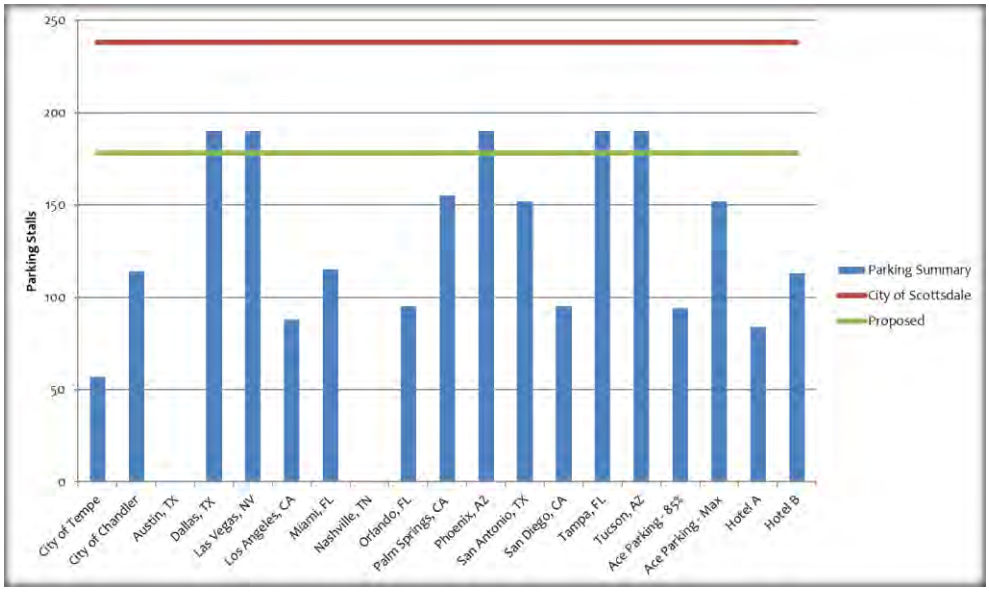
Occupied Parking Stalls/Total Guest Rooms (Saturday)	Accommodates the Parking Demand
0.3	66.04% of the time
0.4	84.17% of the time
85th Percentile (0.49)	93.65% of the time
0.5	94.17% of the time
0.6	98.75% of the time
0.7	99.58% of the time
0.8	100% of the time

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 178 proposed parking stalls, this is results in 26 additional parking stalls.

Parking Summary

Section 4 - Scottsdale Code			
Agency	Parking Stalls/Guest Room	Total Parking Stalls	
City of Scottsdale	1.25	238	
City of Scottsdale (Recently Considered Rate)	0.8	152	
Section 5 - Parking Trends - In Arizona			
City of Tempe	0.3	57	
City of Chandler	0.6	114	
Section 6 - 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 8 - 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 9 - Old Town Scottsdale Hotel Data Collection			
Hotel A	0.44	84	
Hotel B	0.59	113	
Proposed Museum Square Hotel Parking Stalls		**178**	

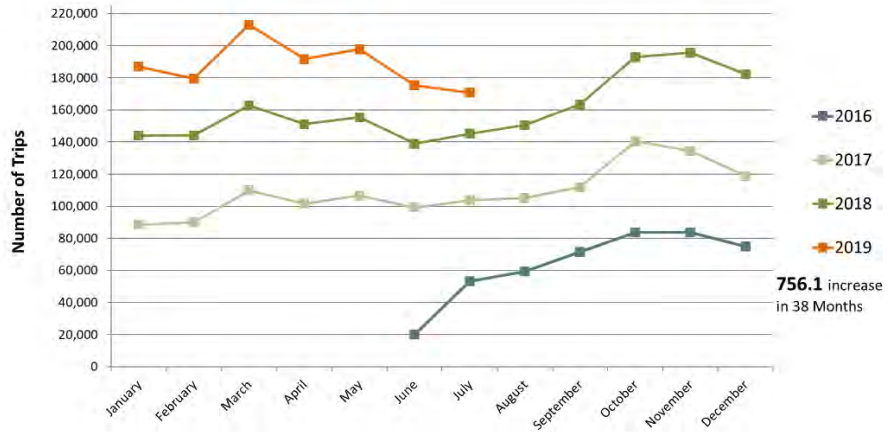
Parking Summary



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 July 2019 show rideshare has grown from approximately 20,000 trips to 171,000 trips over 38 months, which is a 756.1% growth. Based on the data, rideshare is trending upwards year after year.

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 I** 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 178 parking stalls for the 190 room Museum Square Hotel represents a rate of 0.94 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 0.94 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 178 proposed parking spaces should not only sufficiently accommodate the parking demand for the proposed Museum Square Hotel, but likely exceed the parking demand.

2. Introduction

Lōkahi, LLC (Lōkahi) was retained by Macdonald Development Corporation to complete a Parking Master Plan for the proposed Museum Square Hotel, located on the northwest corner of Marshall Way and 2nd Street in Scottsdale, Arizona. The proposed development is bound by Scottsdale's Museum of the West to the north, 2nd Street to the south, Marshall Way to the east, and a public surface parking lot to the west. See Figure 1 for a vicinity map.

Scope of Study

This Parking Master Plan calculates the number of parking spaces required for the proposed development based on the City of Scottsdale Code, as well as other nearby City and Town requirements. 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 demand calculations using parking data provided by a national parking company for 80+ hotels, and parking data for two local Old Town Scottsdale hotels. 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.

Ultimately, the objective of this Parking Master Plan is to establish that the 178 total parking spaces will provide sufficient parking for the proposed Museum Square Hotel.

Surrounding Area

Located immediately to the north is Scottsdale's Museum of the West, on the northeast corner of Marshall Way and 1st Street is another proposed hotel, Canopy by Hilton. 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 to the south along with the Museum Square development's proposed three residential buildings. To the east the Museum Square development is proposing a residential development.

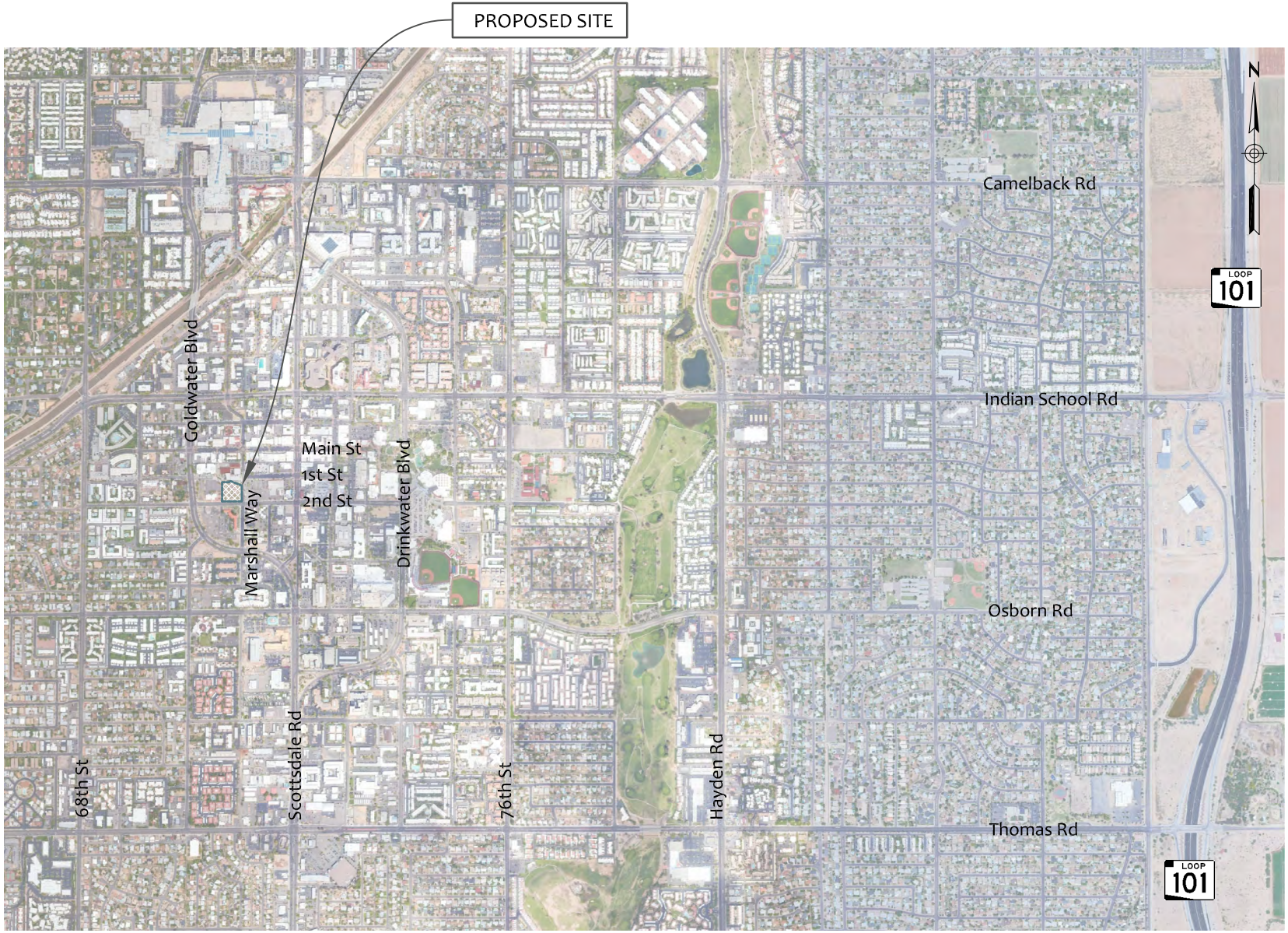


FIGURE 1 | VICINITY MAP

3. Proposed Parking

The proposed Museum Square Hotel will be located on the northwest corner of Marshall Way and 2nd Street, in Scottsdale, Arizona, and will consist 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. See **Figure 2** for the proposed site plan.

The access to the Hotel will be located near the existing Stagebrush Theater driveway. This entrance will be reconfigured as part of this project and will provide a shared driveway to both the Museum Square Hotel and the existing Stagebrush Theatre.

A total of 178 parking stalls will be provided, of which, 18 parking stalls will be provided at grade, with the remaining 160 parking stalls located in an on-site subsurface parking garage. Of the 178 parking stalls, 35 will be marked for Museum Square Hotel employee use.

A drop-off area will be constructed at street level on the south side of the proposed Museum Square Hotel along 2nd Street providing queuing for approximately 5 vehicles. Currently on-street parallel parking stalls are provided along 2nd Street. As part of this proposed development, the parallel parking stalls will be modified to on-street angled parking along the north side of 2nd Street, abutting the southern border of the Museum Square Hotel. Additionally, the west curb of Marshall Way will be modified to provide on-street angled parking stalls, occupying the space previously dedicated to a City of Scottsdale trolley stop. The trolley stop has since been relocated.

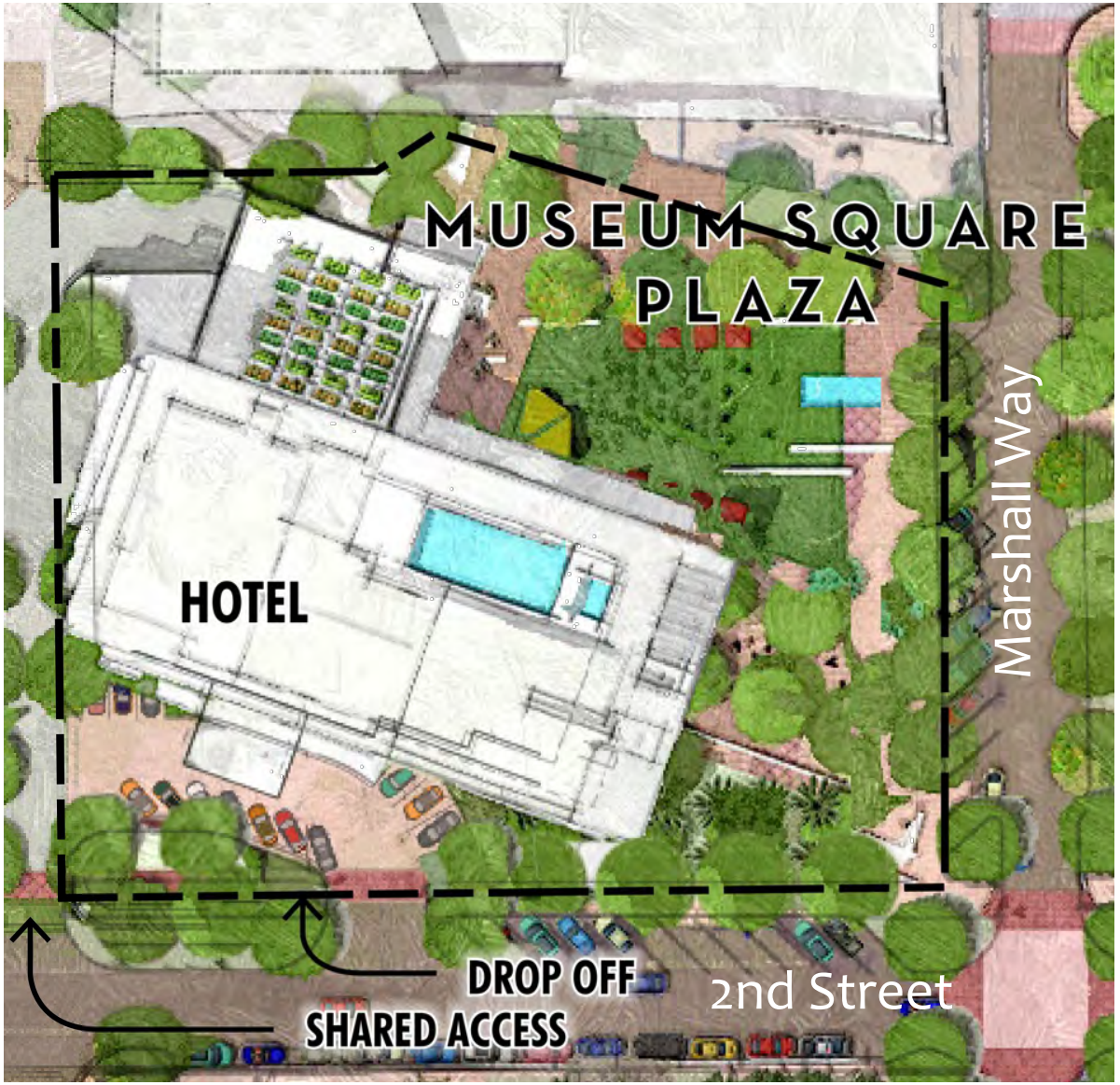


FIGURE 2 | SITE PLAN

4. City of Scottsdale Required Parking

The proposed Museum Square Hotel is expected to provide 190 hotel guest rooms and 7,000 – 8,000 square feet of conference/meeting space. As a conservative approach, 8,000 square feet of conference/meeting space was utilized in calculating the required parking for the proposed hotel.

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

The proposed Museum Square Hotel falls under the category of "travel accommodations with conference or meeting facilities, or similar facilities" as outlined in Table 9.103.A. The following formulas are provided for determining the parking requirements:

- Travel Accommodations
  1.25 parking spaces for each guest room or dwelling unit

- Conference/Meeting Space
  One (1) parking space per fifty (50) square feet of gross floor area

Applying these formulas to the proposed Museum Square Hotel results in the following parking requirement, see **Table 1.**

Table 1 – Scottsdale Parking Requirement

	Rate		Quantity	Unit	Parking Stalls (178 proposed)
Hotel	1.25	Per Room	190	Rooms	238
Conference/Meeting Space	1	Per 50 Sq. Ft.	8,000	Sq. Ft.	160
				Total	398

The Museum Square Hotel intends to utilize the conference/meeting space to only serve the existing guests. Therefore, it is reasonable to assume that the additional parking space requirement for the conference/meeting space is not necessary. Removing this additional parking results in a total parking requirement of 238 spaces. See **Table 2**.

Table 2 – Scottsdale Parking Requirement (without Meeting Space)

	Rate		Quantity	Unit	Parking Stalls (178 proposed)
Hotel	1.25	Per Room	190	Rooms	238
				Total	238

In recent discussions with the City of Scottsdale and in several instances, a rate of 0.8 parking stalls per guest room has been acceptable. Using this rate a total of 152 parking stalls are required, which results in a surplus of 26 parking stalls. See **Table 3.**

Table 3 – Scottsdale (Recently Considered Parking Rate)

	Rate		Quantity	Unit	Parking Stalls (178 proposed)
Hotel	0.8	Per Room	190	Rooms	152
				Total	152

Conclusion:

The City of Scottsdale parking requirement was calculated for the proposed Museum Square Hotel with and without the conference/meeting space requirements. However, since the Museum Square Hotel intends to utilize the conference/meeting space strictly to serve the hotel guests, the conference/meeting space parking requirement is removed, resulting in 238 parking stalls. In recent discussions with the City of Scottsdale and in several instances, a rate of 0.8 parking stalls per guest room has been acceptable. Using this rate a total of 152 parking stalls are required, which results in a surplus of 26 parking stalls.

5. Parking Trends – In Arizona

Locally, the City of Tempe is actively implementing lower parking requirements and has the lowest parking requirements for hotels within the Phoenix Metropolitan Area. Additionally, the City of Chandler recently passed zoning code amendments to provide the City with more flexibility to reduce minimum parking requirements as parking demand changes as a result of ride sharing and expected arrival of autonomous vehicles.

City of Tempe

Table 4-607A entitled District Parking Standards within the City of Tempe – Zoning and Development provides the Downtown Parking Standards, see **Table 4**.

The minimum parking requirement for hotels is 0.3 spaces per unit. The first 10,000 square feet of conference/assembly spaces is waived for hotels.

Applying the City of Tempe's parking criteria to the 190 room Museum Square Hotel results in 57 parking stalls. See **Table 4**.

Table 4 – City of Tempe (Downtown Area) Parking Requirement

	Rate		Quantity	Unit	Parking Stalls (178 proposed)
Hotel	0.3	Per Room	190	Rooms	57
				Total	57

City of Chandler

At the May 10, 2018, the City of Chandler's City Council approved the adoption of Ordinance No. 4811, ZCA18-001, which amends Article XVIII Parking and Loading Regulations of Chapter 35 (Zoning Code) of the Chandler City Code in preparation for changes in transportation behavior resulting from an increase in ride sharing and autonomous vehicles. See **Appendix B**.

The proposed amendments adds a section titled "Ride Sharing and Autonomous Vehicles" which allows for reduction in parking when warranted by changes in transportation behavior such as widespread acceptance and use of ride sharing practices and/or autonomous vehicles and when said parking reduction is balanced with an appropriate number of passenger loading zones and staging areas, and said changes are supported by parking demand studies.

Ordinance No. 4811, ZCA18-001 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 to the 190 guest room Museum Square Hotel results in 114 parking stalls. See **Table 5**.

Table 5 – City of Chandler Parking Requirement (40% Reduction)

	Rate		Quantity	Unit	Parking Stalls (178 proposed)
Hotel	0.6	Per Room	190	Rooms	114
				Total	114

Conclusion:

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 121 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 64 parking spaces.

6. Parking Trends – Around the United States

This section takes a look at urban hotel parking requirements in other similar cities around the United States.

The City of Scottsdale contracts Experience Scottsdale to provide and conduct destination marketing efforts to attract leisure and business related visitors to the city. Experience Scottsdale provided a list of cities in which Scottsdale competes with to attract leisure and business related visitors. These cities include:

- Austin, TX
- Dallas, TX
- Las Vegas, NV
- Los Angeles, CA
- Miami, FL
- Nashville, TN
- Orlando, FL
- Palm Springs, CA
- Phoenix, AZ
- San Antonio, TX
- San Diego, CA
- Tampa, FL
- Tucson, AZ

Data was gathered from these cities, and parking code requirements for hotels based on the number of spaces required per total number of guest rooms was evaluated. See **Table 6** and **Appendix C**.

Table 6 – Similar Cities Parking Requirements

City	Hotel			Conference/Meeting				Notes
Scottsdale, AZ		1.25	Per Room	1	Per	50	sq. ft.	
Austin, TX		Not Required		Not Required				• Central Business District (CBD) • Downtown Mixed Use (DMU)
Dallas, TX	1-250 Rooms	1	Per Room	1	Per	200	sq. ft.	• Additional 1 space per 200 feet of floor area other than guest rooms
	250-500 Rooms	0.75	Per Room					
	500+ Rooms	0.5	Per Room					
Las Vegas, NV	1-500 Rooms	1	Per Room	Not Required				• Restaurant Space - 10 Per 1,000 sq. ft.
	500-1,000 Rooms	0.5	Per Room	Not Required				
	1,000+ Rooms	0.25	Per Room	Not Required				
Los Angeles, CA	First 30 Rooms	1	Per Room	1	Per	35	sq. ft.	• Restaurant Space > 750 sq. ft. and Not Intended for Hotel Guests - 1 Per 100 sq. ft. • Multi-purpose assembly room > 750 sq.ft. - 1 Per 35 sq. ft. or 1 Per 5 Fixed Seats
	Next 30 Rooms	0.5	Per Room					
	Remaining Rooms	0.33	Per Room					
Miami, FL	First 40 Rooms	1	Per Room	1	Per	100	sq. ft.	• Restaurant Space - 1 Per 50 sq. ft. • 1 Per 4 Employees
	Remaining Rooms	0.5	Per Room					
Nashville, TN		Not Required		Not Required				• Downtown Code (DTC)
Orlando, FL		0.5	Per Room	0.25	Per	1	seat	• Restaurant Space - 5 Per 1,000 sq. ft.
Palm Springs, CA	First 50 Rooms	1	Per Room	1	Per	30	sq. ft.	• Restaurant Space - 1 Per 60 sq. ft • Assembly area > 30 sq. ft. per guest room shall provide additional off-street parking at the same rate
	Remaining Rooms	0.75	Per Room					
Phoenix, AZ		1	Per Room	Not Required				
San Antonio, TX		0.80	Per Room	1	Per	800	sq. ft.	• Restaurant Space - 1 Per 800 sq. ft.
San Diego, CA	Standard Zone non Transit Zone	0.3	Per Room	Not Required				• Developments containing less than 25 guest rooms are exempt
Tampa, FL		1	Per Room	Not Required				• Neighborhood Mixed Use District Hotels (75-150 rooms only) add 0.5 Per Employee
Tucson, AZ		1	Per Room	1	Per	300	sq. ft.	• Restaurant Space - 1 Per 300 sq. ft.

Between the thirteen cities, two cities - Austin and Nashville - had no minimum parking requirements.

The highest parking space requirement per total guest rooms was 1.0 in eight cities including, Dallas (250 rooms or less), Las Vegas (500 rooms or less), Los Angeles (30 rooms or less), Miami (40 rooms or less), Palm Springs (50 rooms or less), Phoenix, Tampa, and Tucson. Of these eight cities, five include reduced parking requirements per total guest rooms with the build out of more guest rooms.

The City of Scottsdale's criteria requiring 1.25 parking spaces per total guest rooms exceeded all thirteen cities.

Additionally, unlike the City of Scottsdale, six cities - Austin, Las Vegas, Nashville, Phoenix, San Diego, and Tampa - do not have additional parking requirements for conference/meeting space. Of the remaining seven cities, four cities - Dallas, Miami, San Antonio, and Tucson – requires less parking for the conference/meeting space.

Research of other cities around the United States found that the following cities with no minimum parking requirements:

- Santa Monica, CA
- Boulder, CO
- Portland, OR
- Fayetteville, AR
- Pittsburg, PA (downtown)
- Nashville, TN (Downtown code (DTC))
- Austin, TX (Central Business District (CBD), Downtown Mixed Use (DMU))
- Buffalo, NY

As destination communities evolve, the shift has been to locate hotels closer to shopping, dining and entertainment districts such as Old Town Scottsdale. These districts are attractive to visitors as they can experience unique amenities. Many of these districts have made walkability and bikeability priorities, and are served by rideshare and bikeshare services.

Scottsdale is at the epicenter of these factors which is exactly what makes it a desired unique destination.

In Old Town Scottsdale and similar districts, the nexus between reduced parking is the equivalent to a walkable and bikeable district. With the advent of rideshare visitors are eschewing traditional modes of transportation (rental cars and private vehicles) and utilizing these convenient and cost effective ways to reach their destinations. Since rideshare requires zero parking spaces, it has

directly resulted in drastically reducing the hotel, dining, shopping and entertainment destinations parking demand. This lower parking requirement has increased the number of people walking/biking and spending more time and money in these destination districts.

Conclusion:

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).

7. 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 bikeshare 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 reports that Ace Parking CEO John Baumgardner says that demand for parking at hotels in San Diego has dropped. The article also 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 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 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.

And 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 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 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.

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 parking needs as part of the continued redevelopment in Old Town Scottsdale. See **Appendix D** for the articles referenced in this section.

8. Ace Parking Analysis

Analysis of Ace Parking data for over 80 hotels for the year 2017 was also presented in the Don and Charlie's Hotel Parking Master Plan dated March 13, 2018. See **Appendix E** for the relevant data from the Don and Charlie's Hotel Parking Master Plan. Below is also a summary of the findings presented in the March 13, 2018 Don and Charlie's Hotel Parking Master Plan.

The above mentioned report analyzed the monthly Ace Parking data for over 80 hotels by converting the monthly data into daily data utilizing the average hotel occupancy rates per day of the week as provided by the *ITE Parking Generation, 4th Edition* publication. Under Land Use 310 – Hotel, the average hotel occupancy rates shown in **Table 7** below.

Table 7 – Daily Average Hotel Occupancy Rate (per ITE Parking Generation)

Day of Week	Average Hotel Occupancy (%)
Sunday	51
Monday	62
Tuesday	67
Wednesday	69
Thursday	66
Friday	69
Saturday	72

Utilizing the rates shown in **Table 7** and the average monthly parking data, the rates were converted to daily data. Since Saturday represents the day of the week with highest average hotel occupancy rate this was the data that was analyzed further. **Table 8** summarizes the ratio of occupied parking stalls per total guest rooms on Saturday.

Table 8 – Occupied Parking Stalls per Total Guest Rooms (Saturday)

	Occupied Parking Stalls/Total Guest Rooms (Saturday)							
Month	>.3	>.4	>.5	>.6	>.7	>.8	>.9	>1
January	16	2	1					
February	25	10	1	1				
March	24	13	5					
April	36	14	4	1				
May	26	15	4					
June	31	15	6	1				
July	38	21	12	7	3			
August	33	15	10	2	1			
September	30	15	6					
October	23	10	4					
November	20	10	2					
December	24	12	1					

Figure 3 below is a graph of the maximum and 85th percentile Saturday parking ratios of occupied parking stalls per total guest rooms each month for all eighty plus hotels.

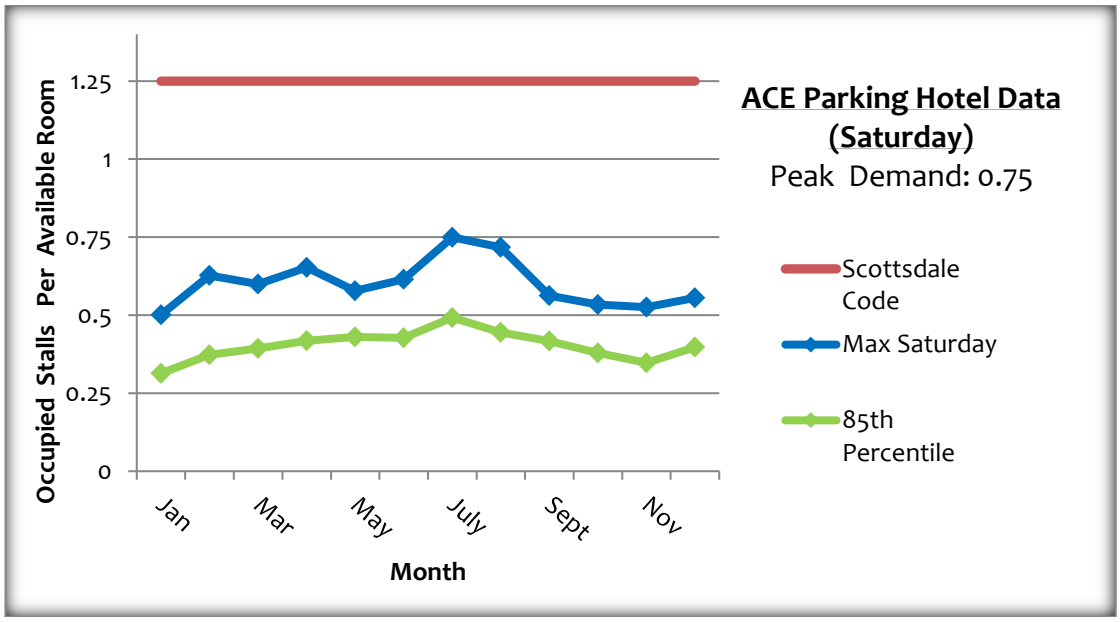


Figure 3 – Maximum Saturday Parking (80+ Hotels)

The maximum Saturday monthly 85th percentile was 0.49 occupied parking stalls per total available guest rooms on a Saturday. This ratio would accommodate the Saturday maximum parking demand 93.65% of the time.

The highest number of Saturday maximum occupied parking stalls per total guest rooms occurred during the months of July and August with 7 and 2 hotels, respectively, exceeding 0.6 occupied

parking stalls for the total number of guest rooms on a Saturday. The following are the hotels that exceeded the 0.6 parking demand ratio:

- San Jose Double Tree (San Jose, CA) - February
- Waterfront Beach Resort (Huntington Beach, CA) – April, July
- Marriott Spring Hill Suites – June, July
- Hilton La Jolla Torrey Pines (La Jolla, CA) – July
- Hyatt Regency Huntington Beach (Huntington Beach, CA) – July, August
- Hyatt Regency Mission Bay (San Diego, CA) – July, August
- Pasea Hotel and Spa (Huntington Beach, CA) - July
- Marriott Fairfield Inn & Suites - July

None of the hotels exceeded 0.8 occupied parking stalls per total guest rooms.

Conclusion

The 2017 monthly Ace Parking data for over 80 hotels 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 development with 190 guest rooms would result in 152 parking stalls. With 178 proposed parking stalls, resulting in a surplus of 26 parking stalls.

9. Old Town Scottsdale Hotel Data Collection

The parking demand was analyzed for two luxury hotels that are located in Old Town Scottsdale. These two hotels are located within two-thirds of a mile of both Scottsdale Fashion Square and Scottsdale Stadium.

A local data collection firm, Field Data Services of Arizona, Inc., was utilized to collect parking occupancy data at the two Old Town Scottsdale hotels. Parking occupancy data was collected between 8:00 PM on Friday, March 23rd, 2018 and 8:00 AM on Saturday, March 24th, 2018, and again between 8:00 PM on Saturday, March 24th, and 8:00 AM on Sunday, March 25th, 2018. The total number of occupied parking stalls was documented every 30 minutes. See **Appendix F** for parking occupancy data.

City of Scottsdale Activity

Based on the September 2018, *Tourism Study – Lodging Statistics* report published by the City of Scottsdale's Tourism and Events Department, the month of March is consistently the month with the highest bed tax receipts in dollars. **Figure 4** summarizes Table 2 of the *Tourism Study – Lodging Statistics* report. See **Appendix G**.

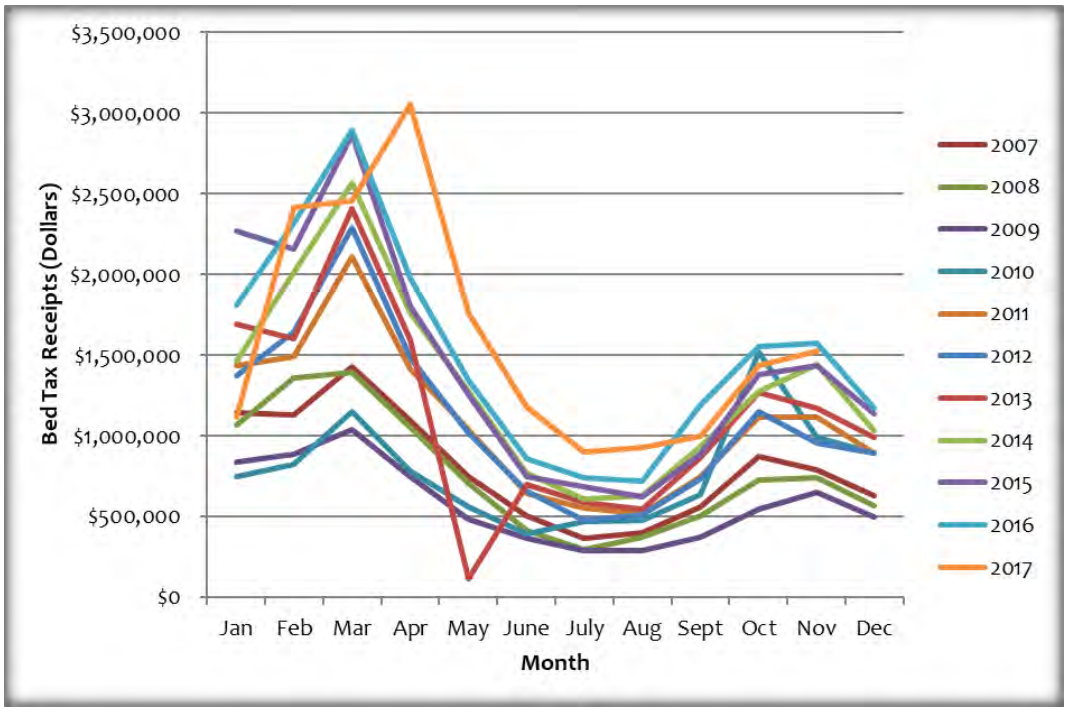


Figure 4 – Monthly Bed Tax Receipt in Dollars

*Note: The bed tax totals in Table 2 of the *Tourism Study – Lodging Statistics* report represents the activity for the previous month. **Figure 4** has been adjusted to display the proper month.

Averaging the 10 years, the month of March represents 15.7% of the total yearly bed tax in the City of Scottsdale with the second highest being the month of February at 12.4%.

Cactus League Spring Training

During the month of March, a key contributor to tourism are the Major League Baseball Spring Training games occurring all around the Phoenix Metro area. The Scottsdale Stadium, located in Old Town Scottsdale on the northeast corner of Drinkwater Boulevard and Osborn Road, is home to the San Francisco Giants. Spring training games occur each year between the end of February, and the end of March. On the weekend of Friday, March 23rd, 2018 through Sunday, March 25th, 2018, the following spring training games occurred within the Phoenix Metropolitan Area, see **Table 9**.

Table 9 – Cactus League Spring Training Games (March 23rd, 2018 - March 25th, 2018)

Friday, March 23rd, 2018 Spring Training Games		
Game	**Location**	**Start Time**
San Francisco Giants vs. Kansas City Royals	Scottsdale Stadium (Scottsdale)	1:05 PM
Chicago Cubs vs. Milwaukee Brewers	Sloan Park (Mesa)	1:05 PM
Chicago White Socks vs. Seattle Mariners	Camelback Ranch (Phoenix)	1:05 PM
Kansas City Royals vs. Los Angeles Dodgers	Surprise Recreation Campus (Surprise)	1:05 PM
Los Angles Angels vs. Oklahoma Athletics	Tempe Diablo Stadium (Tempe)	1:10 PM
Colorado Rockies vs. Cincinnati Reds	Salt River Fields (Salt River)	1:10 PM
Cleveland Indians vs. Arizona Diamondbacks	Goodyear Ballpark (Goodyear)	6:05 PM
San Diego Padres vs. Texas Rangers	Peoria Sports Complex (Peoria)	6:40 PM
Saturday, March 24th, 2018 Spring Training Games		
Oakland Athletics vs. Milwaukee Brewers	Hohokam Stadium (Mesa)	12:05 PM
Texas Rangers vs. Cleveland Indians	Surprise Recreation Campus (Surprise)	12:05 PM
Chicago White Socks vs. Los Angeles Dodgers	Camelback Ranch (Phoenix)	12:05 PM
Cincinnati Red vs. San Diego Padres	Goodyear Ballpark (Goodyear)	1:05 PM
Arizona Diamondbacks vs. Kansas City Royals	Salt River Fields (Salt River)	1:10 PM
Los Angeles Angels vs. Arizona Diamondbacks	Tempe Diablo Stadium (Tempe)	1:10 PM
Seattle Mariners vs. Chicago Cubs	Peoria Sports Complex (Peoria)	6:40 PM
Chicago Cubs vs. Colorado Rockies	Sloan Park (Mesa)	7:05 PM
Sunday, March 25th, 2018 Spring Training Games		
Chicago White Socks vs. Milwaukee Brewers	Camelback Ranch (Glendale)	12:05 PM
Kansas City Royals vs. Chicago Cubs	Surprise Recreation Campus (Surprise)	12:05 PM
Cleveland Indians vs. Cincinnati Reds	Goodyear Ballpark (Goodyear)	12:05 PM
San Diego Padres vs. Seattle Mariners	Peoria Sports Complex (Peoria)	12:10 PM
Arizona Diamondbacks vs. Colorado Rockies	Salt River Fields (Salt River)	1:10 PM

Additional Events

The following are a few of the other events occurring in and around Old Town Scottsdale during the weekend of the data count collection:

- 5th Annual Italian Festival
  - Civic Center Mall
  - March 23rd – 24th , 11:00 am – 9:00 pm

- International Sportsmen's Expo
  - WestWorld of Scottsdale
  - March 22nd – March 25th

- Scottsdale Culinary Festival – Burger Battle
  - Scottsdale Waterfront
  - March 23rd – 6:00 pm – 9:30 pm

Additionally, Scottsdale Fashion Square is generally recognized as one of the top shopping destinations in Arizona, providing over 225 retail shops and restaurants. The Macerich website boasts Scottsdale Fashion Square attracts 19.5 million visitors each year, of which 20% are out-of-town visitors.

Hotel Parking Occupancy Demand

The parking occupancy data collected between 8:00 PM on Friday, March 23rd, 2018 and 8:00 AM on Saturday, March 24th, 2018, and again between 8:00 PM on Saturday, March 24th, and 8:00 AM on Sunday, March 25th, 2018 were analyzed for Hotel A and Hotel B. Both hotels provide approximately one (1) parking stall per each available room, with no additional parking provided for the on-site conference facilities or restaurants.

Hotel A

The peak parking demand for Hotel A occurred at 12:30 AM on Sunday, March 25th, with a parking demand of 0.44 occupied parking stalls per available room. The ratio of occupied parking stalls per total available guest rooms is shown for every 30 minutes for the data collection period in **Figure 5**. Also shown is the City of Scottsdale's parking requirement of 1.25 parking spaces per guest room. The green line does not include the City of Scottsdale's additional parking requirement to accommodate conference/meeting space.

The average observed parking demand for Hotel A was 0.36 and 0.40 occupied parking stalls per available room on Friday night and Saturday night, respectively.

As part of booking Hotel A, a $29 resort fee is assessed. This fee includes the cost of parking, along with other amenities such as Wi-Fi and bikes. This resort fee is charged to all reservations. Hotel A also provides 15,000 square feet of conference/meeting space and a restaurant.

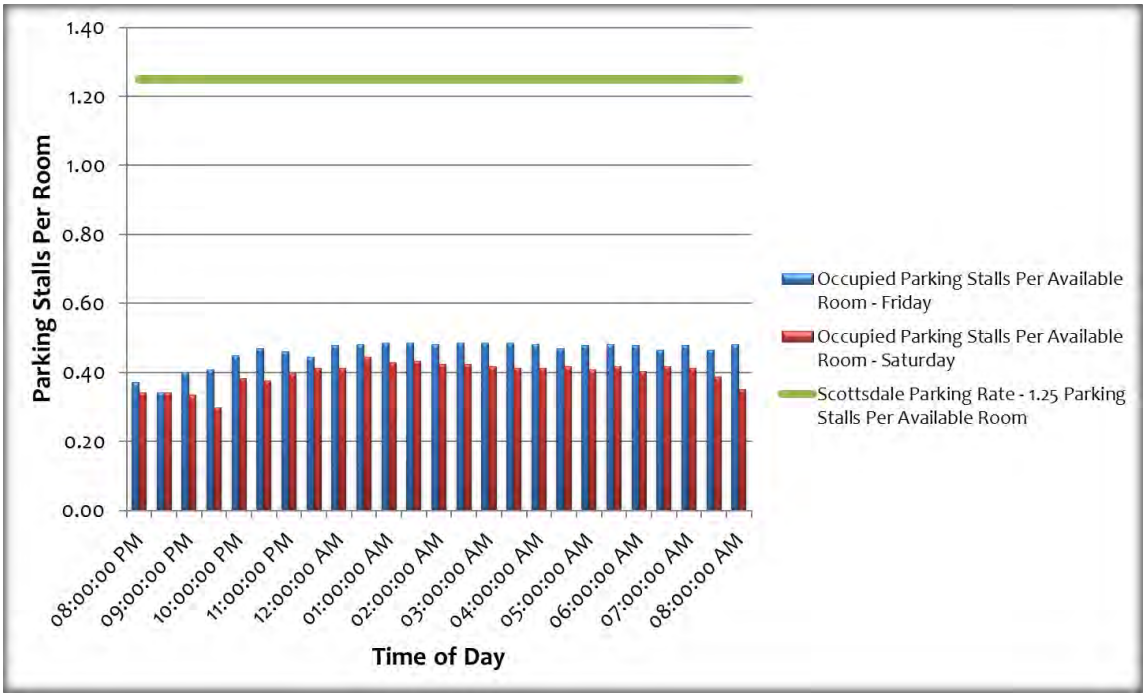


Figure 5 – Hotel A – Occupied Parking Stalls per Available Room

Hotel B

The peak parking demand Hotel B occurred at 11:00 PM on Saturday, March 24th, with a parking demand of 0.59 occupied parking stalls per available room. The ratio of occupied parking stalls per total available guest rooms is shown for every 30 minutes for the data collection period in **Figure 6**. Similar to **Figure 5**, also shown is the City of Scottsdale's parking requirement of 1.25 parking spaces per guest room. The green line does not include the City of Scottsdale's additional parking requirement to accommodate conference/meeting space.

The average observed parking demand for Hotel B was 0.46 and 0.53 occupied parking stalls per available room on Friday night and Saturday night, respectively.

Hotel B indicates on their web site that there is an on-site parking fee of $12 per day, and a valet fee of $16 per day. Hotel B also provides over 14,000 square feet of conference/meeting space and restaurant.

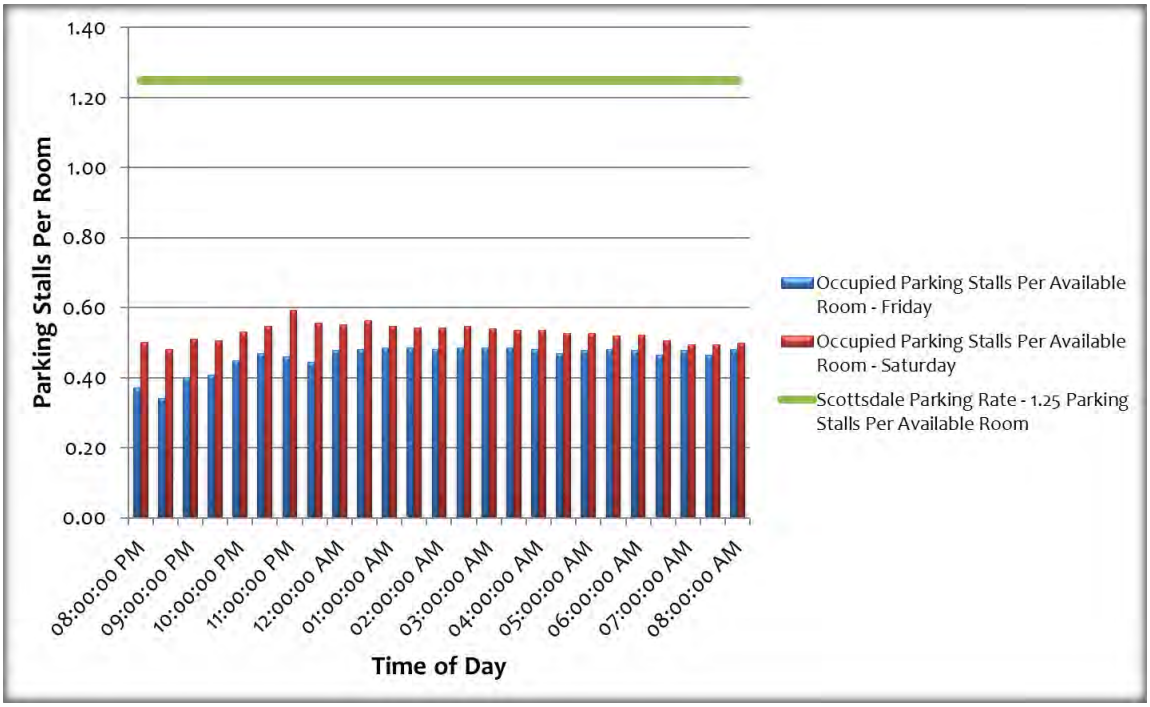


Figure 6 – Hotel B – Occupied Parking Stalls per Available Room

Room Occupancy

Room occupancy rates were provided by Hotel B for both nights that parking occupancy data was recorded. Beginning on Friday night (March 23rd), Hotel B reported a room occupancy rate of 80.7%. Additionally, beginning on Saturday night (March 24th), Hotel B reported a room occupancy rate of 91.8%. As previously stated, a maximum rate of 0.59 occupied parking stalls per available room occurred on Saturday evening. On Friday evening, a maximum rate of 0.49 occupied parking stalls per available room was observed. See **Figure 7** below.

Hotel occupancy rates were not provided by Hotel A.

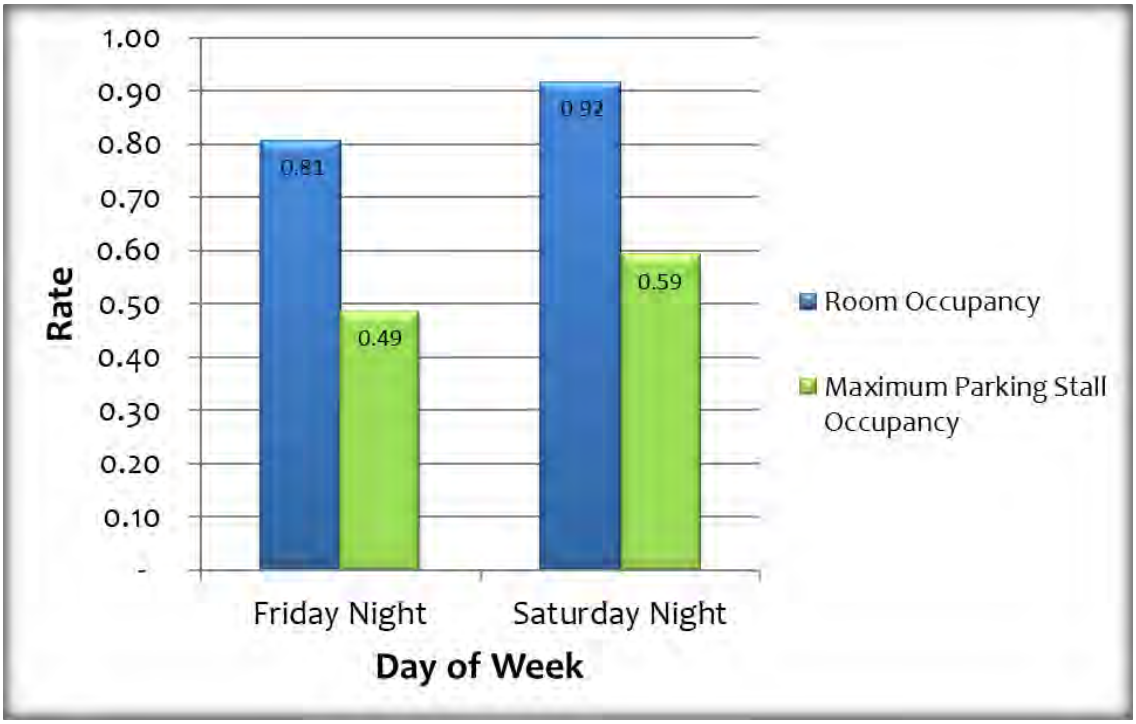


Figure 7 – Hotel B – Room Occupancy and Maximum Parking Stall Occupancy

Conclusion

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. 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.***

10. Services, Arrangements and Incentives

There are services, arrangements and incentives that may further reduce the parking demand for the proposed Museum Square Hotel.

Urban Experience

Located in the heart of Old Town Scottsdale, the Museum Square Hotel is located within close proximity to nearby shopping, restaurants and nightlife. The Museum Square Hotel is committed to providing their guests with a truly urban experience that promotes and invites walking, bicycling and mobility with golf carts.

Trolley

The City of Scottsdale provides five trolley routes. The Downtown Route circulates around the Old Town Scottsdale area, including along Goldwater Boulevard, Marshall Way, and Drinkwater Boulevard. Two trolley stops are located within 500 feet of the site. The first stop is located on Main Street approximately 315 feet east of Goldwater Boulevard, just north of the proposed development. The second stop is located along the east side of the proposed development on Marshall Way approximately 115 feet north of 2nd Street. See **Figure 8** for map of the Downtown Transit Route.



Figure 8 – Downtown Transit Route

This trolley route operates every 10 minutes, between 10:00 AM and 9:00 PM, daily.

A second Scottsdale trolley route within the study area is the Neighborhood Route. It circulates in the vicinity of the site covering the area of south Scottsdale, between Goldwater Boulevard on the west and Granite Reef Road on the east, and from 1st Street on the north, to Continental Drive on the south. It also provides connection to the Downtown Route. The nearest bus stop is located along the east



Figure 9 – Neighborhood Transit Route

side of the proposed development on Marshall Way, approximately 115 feet north of 2nd Street, next to the Downtown Route Stop. See **Figure 9** for a map of the Neighborhood Transit Route.

This trolley route operates every 20 minutes, between 6:30 AM and 9:00 PM, daily.

Transportation Demand Management

The Museum Square Hotel will work together with their guests and employees to provide a variety of programs to promote trip reduction. This includes complementary bike racks that will be provided near the front lobby. The Museum Square Hotel also anticipates providing bicycles that will be available for guest use.

Bikeshare and Electric Scooters

Bikeshare and electric scooter companies have been a growing trend within the Old Town Scottsdale area. Preliminary data shows that in three months there were over 110,000 rides. Using smartphone apps, customers are able to rent the nearest bike or electric scooter and then are able to park it at their destination. The bikes have a kickstand and do not require a bike rack or a docking station. Bikeshare and electric scooter options provide a low-cost option to move throughout the city and explore.

Combined, these services, arrangements and incentives all contribute to reducing parking demand, encourages trip reduction, and improves traffic circulation, operation and safety.

In recent years, the overall hospitality industry, particularly in urban areas, has seen a significant and consistent annual decline in parking demand. Growing in popularity, hotel guests traveling to urban areas are choosing to utilize the convenience of Hotel Shuttles, trolleys, on-site hourly car rentals, valet parking, bicycles, walking, taxis and/or Uber/Lyft which are reducing the reliance of single-occupancy vehicles. Uber and Lyft are growing exponentially and changing the way people travel. It has become a viable alternative to car rental. Ride sharing services are transforming the way people travel, live and socialize. Uber and Lyft specifically have becoming a growing alternative for transportation to and from night life events.

Evolution Hospitality's Executive Vice President of Investments and Business Development presented a letter elaborating upon their parking experience and needs. See **Appendix H** for a copy of this letter.

11. Recommendations & Conclusions

The proposed Museum Square Hotel will be located at northwest corner of Marshall Way and 2nd Street, in Scottsdale, Arizona and will consist 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.

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 for a total parking requirement of 238 parking spaces.

In recent discussions with the City of Scottsdale and in several instances, a rate of 0.8 parking stalls per guest room has been acceptable. Using this rate a total of 152 parking stalls are required, which results in a surplus of 26 parking stalls.

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 121 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 64 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.

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

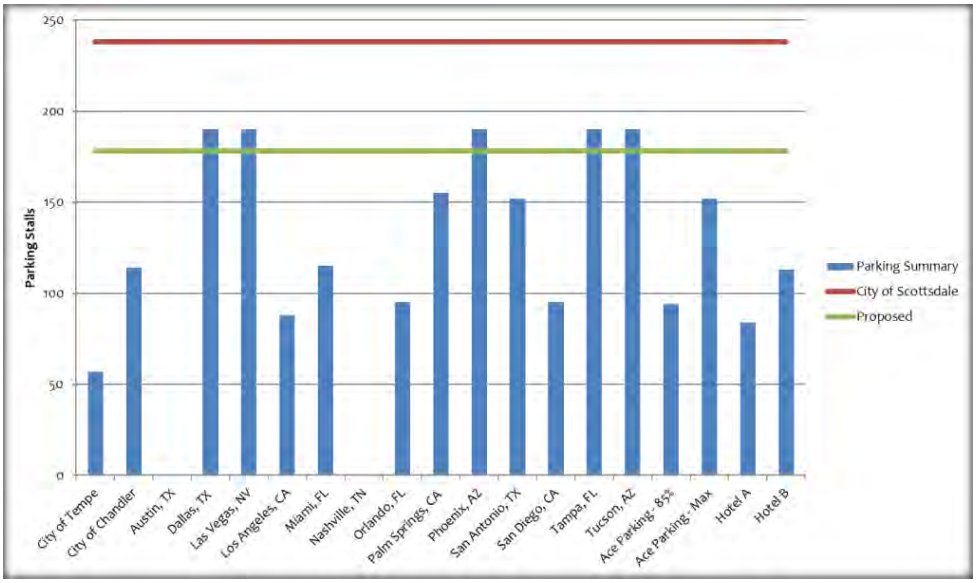
The maximum Saturday monthly 85th percentile of 0.49 occupied parking stalls per total available guest rooms accommodates the parking demand of the eighty hotels 93.65% of the time. The 0.8 parking stalls per total number of guest rooms accommodates the parking demand of the eighty plus hotels 100% of the time. Utilizing this ratio and applying it to the Museum Square Hotel with

190 guest rooms would result in 152 parking stalls. With 178 proposed parking stalls, this is results in 26 additional parking stalls.

Table 10 –- Parking Summary

Section 4 - Scottsdale Code			
Agency	Parking Stalls/Guest Room	Total Parking Stalls	
City of Scottsdale	1.25	238	
City of Scottsdale (Recently Considered Rate)	0.8	152	
Section 5 - Parking Trends - In Arizona			
City of Tempe	0.3	57	
City of Chandler	0.6	114	
Section 6 - 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 8 - 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 9 - Old Town Scottsdale Hotel Data Collection			
Hotel A	0.44	84	
Hotel B	0.59	113	
Proposed Museum Square Hotel Parking Stalls		**178**	

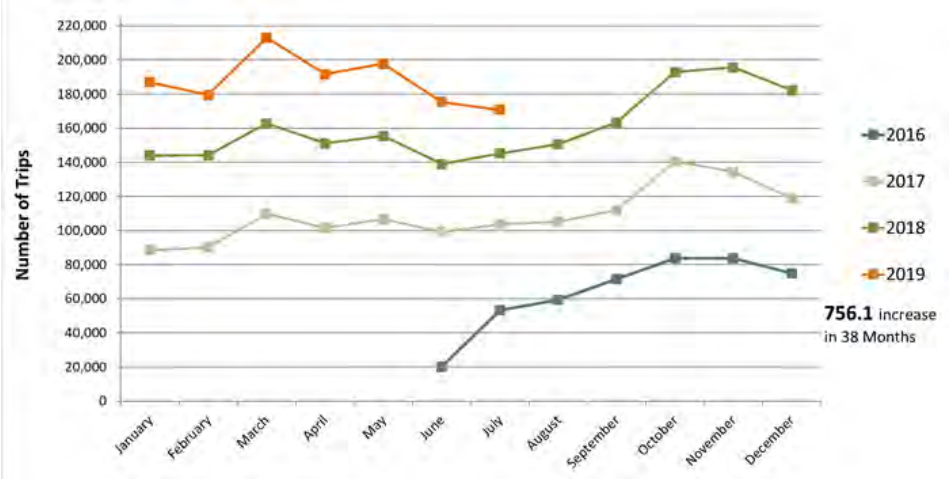
Figure 10 – Parking Summary



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 July 2019 show rideshare has grown from approximately 20,000 trips to 171,000 trips over 38 months, which is a 756.1% growth. Based on the data, rideshare is trending upwards year after year.

Figure 11 – 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 I** 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 178 parking stalls for the 190 room Museum Square Hotel represents a rate of 0.94 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 0.94 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 178 proposed parking spaces should not only sufficiently accommodate the parking demand for the proposed Museum Square Hotel, but likely exceed the parking demand.

Appendix A – 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.

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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.

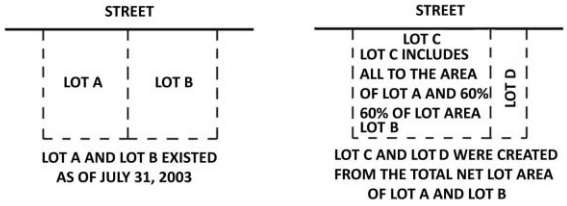
iii. Is limited to a maximum of two thousand (2,000) gross square feet of new building, or building area expansion. The two thousand (2,000) gross square feet per lot of new building, or building area expansion may be used incrementally, but shall not exceed two thousand (2,000) gross square feet of 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.

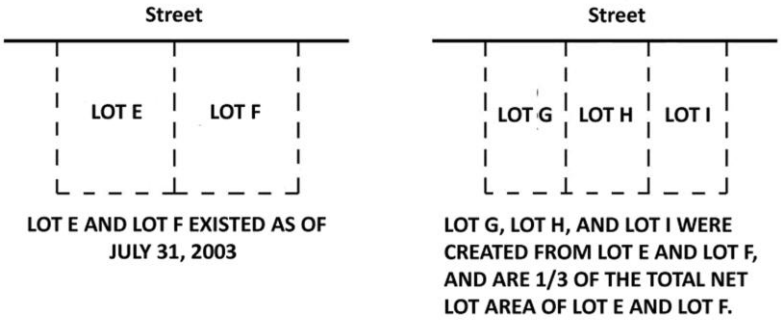


Therefore, Lot C's wavier would be three thousand two hundred (3,200) square feet of new building, or building area expansion; and Lot D's wavier would be eight hundred (800) square feet of new building, or building area expansion.

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)

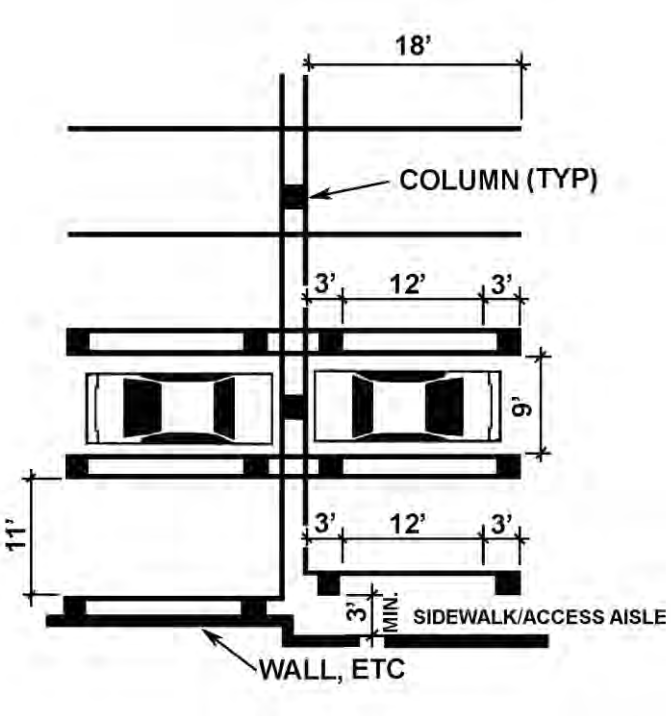
feet. Parallel parking spaces shall have a minimum width of nine (9) feet and a minimum length of twenty-one (21) feet.

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.

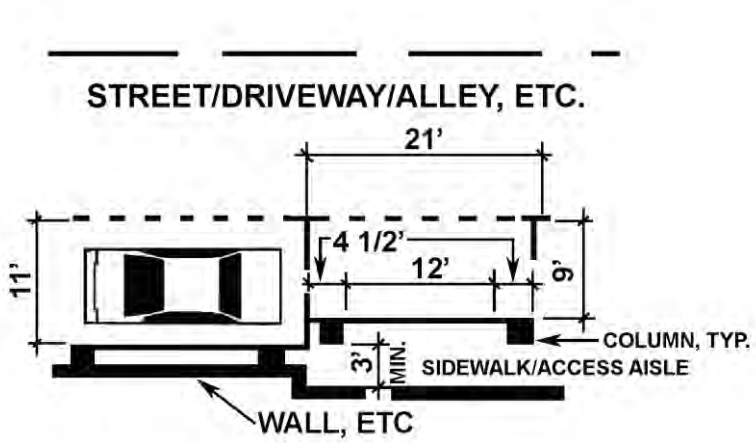
ii. For new development and/or redevelopment constructed after July 9, 2010, when a side of a parking space, excluding a parallel parking space, that is adjacent to a column that is taller than six (6) inches, the obstructed side shall be unobstructed for a minimum of twelve (12) feet, which is between 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

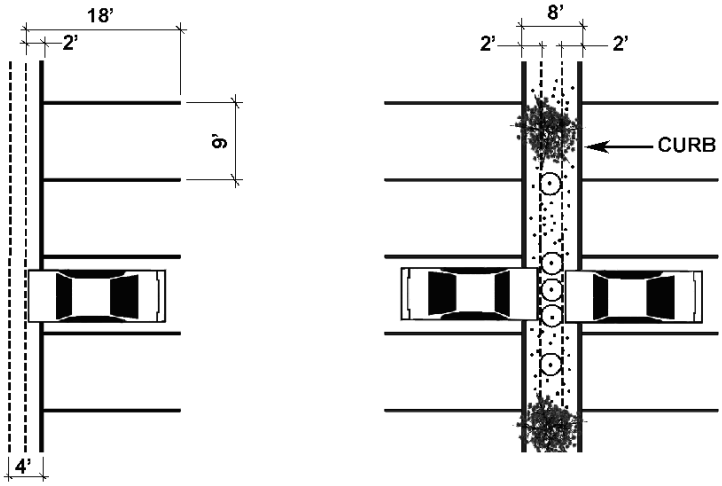


b. As illustrated in Figure 9.106.C., the front length of the space may over-hang a curb or low planter of a maximum height of six (6) inches and a maximum depth of two (2) feet which may not be calculated as required open space, or required parking lot landscaping. If a low planter is utilized the following 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.

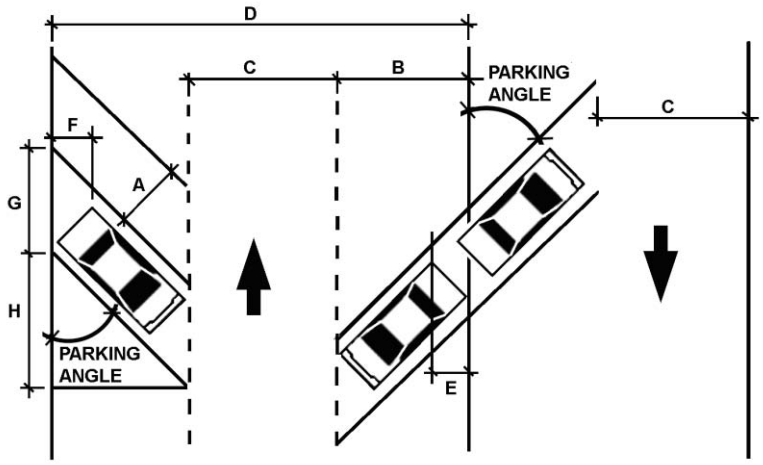
Table 9.106.A. On-Site Parking Dimensions

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 B – Parking Trends - In Arizona

City of Tempe Parking Requirements

Section 4-607 - Downtown Parking Standards.

The following *parking* requirements have been established for uses located in the CC, City Center District and shall utilize parking ratios in Table 4-607A. If ratios are not identified in Table 4-607A, then the general parking standards found in Table 4-603E shall apply. The CC District shall be exempt from the reductions found in Table 5-612A - Transportation Overlay District Reductions to Minimum Parking.

A. The first five thousand (5,000) square feet of building area for commercial use, as defined in Table 4-607A, shall be waived for the purpose of determining the minimum required parking for the site.

B. Public parking shall be provided for all new development and determined as part of the parking management plan. For the purpose of this section, "Public parking" means, parking which is not allocated or not restricted for exclusive use by employees or residents, and shall remain available for customers or guests regardless of accessibility or associated fees for such parking.

C. Parking Management Plan. A parking management plan shall be provided as part of a comprehensive effort for establishing employee, resident, and public parking in a new development that provides either on-site and/or off-site parking locations and how those spaces are managed. The purpose of the plan is to minimize traffic, encourage alternate modes of transportation, and effectively allocate parking needs for the greater downtown area. The plan shall be based on a professional parking analysis and shall be processed as a part of the development plan review, subject to approval of the appropriate decision-making body. The plan shall comply with the following:

   1. The parking management plan shall identify the location of specific parking facilities and the number of parking spaces in such facilities that are available to meet the parking demand of the new development.
   2. Parking identified on the plan shall be delineated as being reserved for employees, residents, or public parking, and whether valet or other access control measures are used to ensure the availability and enforcement of the plan.
   3. The professional parking analysis shall demonstrate that adequate parking for the public is provided, identifying existing supply and demand within the surrounding parking facilities and what will be provided on site. When off-site parking is proposed to satisfy the parking standards for employee/resident parking, the applicant shall demonstrate that all such parking is available within the specified parking facilities, based on the existing demand and supply as identified in the professional parking analysis.
   4. A shared parking model, as identified in Section 4-604(B), shall not be used for the purpose of reducing the minimum parking standards found in Table 4-607A.
   5. The owner or manager designee of a development approved under the parking management plan shall provide an accurate and current record of the uses and parking allocation for the development. The Community Development Director, or designee, may require this record be provided or updated when the owner applies for a change in use or development plan review for the subject site.

D. Parking Affidavit. When off-site parking is provided as part of the parking management plan, the owner of the site on which the shared parking is located shall file a parking affidavit with the Community Development Department. The parking affidavit shall transfer the right to the unqualified availability of a specific number of parking spaces from one (1) property (which can no longer take credit for them) to another. This agreement shall be completed prior to receiving building permits.

Table 4-607A: CC District Parking Standards

Use	Vehicle Parking Minimums	Bicycle Parking Minimums
Commercial (all types): bar, clinic, club, entertainment, office, restaurant, retail, fitness center, theater, etc.	first 5,000 sf waived. 1 space per 500 sf thereafter	See Table 4-603E
Commercial, outdoor	0	0
Church/place of worship	1 space per 300 sf for sanctuary + school, etc.	See Table 4-603E
Conference/assembly	First 10,000 sf waived for hotels, 1 space per 300 sf thereafter	0
Hotel/motel	0.3 spaces per unit + commercial, conference, etc.	See Table 4-603E
Residential		
Single-family	1 space	0
Multi-family (all types)		See Table 4-603E
Guest	0.1 per unit (without commercial)	
Studio	0.5 spaces per bedroom	
1 Bedroom unit	0.5 spaces per bedroom	
2 Bedroom unit	0.5 spaces per bedroom	
3 Bedroom unit	0.3 spaces per bedroom	
4 Bedroom unit or more	0.3 spaces per bedroom	
School	1 space per 300 sf of classroom + office	See Table 4-603E

Note: Public parking shall be provided and determined as part of a parking management plan.

City of Chandler Parking Requirements



ORDINANCE NO. 4811

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE CODE OF THE CITY OF CHANDLER, CHAPTER 35 LAND USE AND ZONING, BY AMENDING ARTICLE II. DEFINITIONS AND ARTICLE XVIII PARKING AND LOADING REGULATIONS RELATING TO RIDE SHARING AND AUTONOMOUS VEHICLES; PROVIDING FOR THE REPEAL OF CONFLICTING ORDINANCES; AND PROVIDING FOR SEVERABILITY.

WHEREAS, in accordance with A.R.S. 9-462, the legislative body may adopt by ordinance, any change or amendment to the regulations and provisions set forth in the Chandler Zoning Code; and

WHEREAS, this amendment, including the draft text, has been published in a local newspaper with general circulation in the City of Chandler, giving fifteen (15) day notice of time, date and place of public hearing; and

WHEREAS, a public hearing was held by the Planning and Zoning Commission on April 4, 2018.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Chandler, Arizona, as follows:

SECTION 1. That the Chandler City Code, Chapter 35 Land Use and Zoning, Article II. Definitions is hereby amended by adding the following definitions (additions in ALL CAPS, deletions in ~~strikeout~~):

AUTONOMOUS VEHICLE: A MOTOR VEHICLE THAT PERFORMS ALL DRIVING FUNCTIONS UNDER ALL CONDITIONS WITHOUT A HUMAN OPERATOR.

MOTOR VEHICLE: AN AUTOMOBILE, TRUCK, BUS OR SIMILAR MOTOR-DRIVEN CONVEYANCE.

RIDE SHARING: AN ARRANGEMENT IN WHICH A PASSENGER SHARES A NON-PUBLIC-TRANSIT MOTOR VEHICLE WITH ONE OR MORE OTHER PASSENGERS TO TRAVEL FROM ONE LOCATION TO ANOTHER.

SECTION 2. That the Chandler City Code, Chapter 35 Land Use and Zoning, Article XVIII Parking and Loading Regulations is hereby amended to read as follows (additions in ALL CAPS, deletions in ~~strikeout~~):

35-1800. Purpose.

The purpose of this article is to establish standards for off-street parking, loading and maneuvering spaces for the uses permitted in this Zoning Ordinance. The standards of this article are intended to:

1) Ensure that adequate parking is provided to meet the typical parking needs of the uses permitted in this Zoning Ordinance, while at the same time limit excessive parking to avoid negative environmental and urban design impacts,

2) Provide flexible methods of responding to land uses with atypical parking needs through allowances for reductions or increases to the number of required parking spaces through parking demand studies,

3) Encourage higher densities, mixed-use developments, infill developments, and adaptive reuse of existing buildings in areas as set forth by the General Plan by allowing parking reductions for uses sharing parking and/or utilizing public parking facilities,

4) Ensure that off-street parking and loading areas are designed and located to protect public safety, facilitate the efficient movement of traffic, minimize traffic congestion, and maintain an attractive streetscape,

5) Ensure pedestrian-friendly parking areas by providing for safe, accessible and shaded pedestrian paths,

6) Encourage sustainable development practices that reduce solar heat gain and stormwater runoff.

7) ADAPT TO CHANGES IN DEMAND FOR PARKING AND LOADING AREAS RESULTING FROM CHANGES IN TRANSPORTATION BEHAVIOR SUCH AS RIDE SHARING AND NEW TECHNOLOGY SUCH AS AUTONOMOUS VEHICLES.

8) ENCOURAGE THE PROACTIVE INSTALLATION OF DEDICATED SPACES AND NECESSARY INFRASTRUCTURE IN ANTICIPATION OF GREATER NEED FOR ELECTRIC VEHICLE CHARGING STATIONS.

35-1801. Applicability.

1) Off-street parking and/or loading spaces shall be provided as prescribed herein at the time of:

   a) Construction of a new building.

   b) Any new uses of land.

   c) Enlargement or addition of any new nonresidential building or use of land.

   d) Creation of a new residential unit by adding to or subdividing an existing residential unit.

Such spaces shall be situated on the lot upon which the land use is located or on an adjacent or nearby lot within a reasonable distance of the site with respect to any one (1) use as determined by the Zoning Administrator. When the parking lot is not situated on the lot upon which the land use is located, the property owners shall record a parking use covenant, reciprocal easement agreement or other written form of parking agreement approved by the Zoning Administrator requiring that the parking spaces 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. Said parking agreement shall be recorded with the Maricopa County Recorder's Office and a copy filed in the City of Chandler's project review file prior to the issuance of a building permit or, for existing buildings, prior to the issuance of certificate of occupancy.

2) Prior to the construction of any parking lot or the conversion of any land area for parking use, a parking plan graphically describing the location and size of all parking stalls, driveways, walkways, landscaped areas, retention basins, signs, lighting, and all other improvements shall be submitted to the City. The parking plan may be submitted as part of the site development plan requirement if the parking lot is proposed for construction in conjunction with a building. Prior to construction, the Zoning Administrator must approve the parking plan for conformance to the intent and provisions of this article.

35-1802. General requirements.

1) Minimum size of a non-parallel parking space shall be nine (9) feet by nineteen (19) feet. A two-foot six-inch landscape strip is permitted for vehicular overhang at the front of the parking stall. Said strip is not considered a part of any required on-site landscaping. Minimum size of a parallel parking space shall be eight (8) feet by twenty-two (22) feet, except for a parallel parking space in which a side adjoins a wall, column, or other obstruction higher than six (6) inches, and where a minimum three (3) feet wide unobstructed pedestrian access is not provided between the wall, column, or other obstruction and the parking space, the width of the parallel parking space shall be increased by two (2) feet.

2) Minimum driveway widths shall be twenty-four (24) feet for two-way drives. Fourteen-foot one-way drives are permitted where such drives are not required as fire lanes by the Fire Department. All driveways shall be located at least ten (10) feet from an interior lot line.

3) Minimum parking lot aisle widths:

Parking Angle	30°	40°	60°	90 °
Aisle Width	13'	15'	19'	24'

4) All required off-street parking spaces shall be connected with a public street by a paved driveway not less than twenty (20) feet in length within the property lines.

5) All parking areas and driveways shall have a surface of masonry, concrete or asphalt except in an AG-1 District and SF-33 District, where a dust free surface is permitted. Alternative

permeable paving materials may be permitted in an AG-1 District, SF-33 District and any non-residential district subject to approval by the City Engineer.

Within any residential district, the parking of motor homes, travel trailers, and boats on trailers shall be permitted on an unimproved surface when located behind the required front yard setback, and screened from the street by a solid six-foot wall or fence.

6) Temporary parking lots shall be permitted by use permit for a maximum period of one (1) year or other time period as approved by the City Council. The construction of such lots shall be in accordance with section 1805.

7) The conversion of any required parking space to another use shall be permitted only if those required spaces are provided elsewhere on the site and in keeping with all applicable provisions of this section.

8) Alleys used for commercial or industrial uses adjacent to a single-family residential district may not be used as access to parking or loading area, except where such arrangement has been authorized by a use permit.

9) Where access to a parking lot or space for uses other than single-family residential is provided by an alley, said alley shall be minimum twenty (20) feet wide and paved to the nearest intersecting street as required by City standard.

10) Motor vehicles may be parked in the front yard only when on an improved driveway (as defined in (5) above) leading to required off-street parking.

11) Parallel parking spaces may be counted toward the required parking in multifamily districts and any non-residential district.

12) Excepting community activities and activities specifically authorized by the Zoning Administrator, there shall be no storage or display of merchandise or goods in parking lots and pedestrian walkways within the parking area.

13) Storage and collection areas for shopping carts shall be provided in all parking lots for retail establishments utilizing such carts.

14) Covered parking. Such structures shall be located and/or arranged so that it is perceived as an integral part of the building elevations. Said structures shall be enhanced through architectural treatment and/or trees and shrubs. Structures shall meet approval of the Zoning Administrator.

15) Visitor parking and recreational vehicle storage shall be clearly identified through signage or curb paint.

16) Tandem parking spaces (an arrangement of two (2) or more parking spaces placed one (1) behind the other) may be counted toward the required parking in multi-family developments

where the tandem spaces are assigned to the same dwelling unit, and in non-residential developments where valet or a parking attendant is on duty at all times the facility is in use. Developments with tandem parking spaces shall provide an appropriate number of regular (non-tandem) parking spaces unless waived by the Zoning Administrator. The number and location of said regular parking spaces shall be approved by the Zoning Administrator.

17) NEW PARKING GARAGES AND PARKING LOTS AND/OR MAJOR RENOVATIONS TO EXISTING PARKING AREAS SHOULD INCLUDE INSTALLATION OF CONDUIT TO SELECTED PARKING SPACES IN ANTICIPATION OF A GREATER NEED FOR ELECTRIC VEHICLE CHARGING STATIONS.

18) NEW PARKING GARAGES SHOULD BE DESIGNED AND CONSTRUCTED TO FACILITATE FUTURE CONVERSION TO ALTERNATIVE USES.

35-1803. Design standards.

1) All vehicular egress from parking lots to public rights-of-way shall be by forward motion only, except in the case of single-family and two-family residences fronting on a local street or a primary or secondary collector street.

2) Except where a wall is required, six-inch vertical concrete or precast curbing shall be required around the perimeter of the parking area to protect landscaped areas and control vehicular circulation and the flow of stormwater. Wheel stops shall be installed where needed to prevent damage to property or persons.

3) In the design of the parking lots and entrances to and from those parking lots and facilities served by those parking lots, provision shall be for adequate, safe, convenient pedestrian circulation, including for the handicapped.

4) Landscaping standards: See section 1903 for details.

35-1804. Parking schedule.

The following schedule provides the minimum parking spaces required for individual stand-alone uses. Parking shared by multiple uses shall be subject to parking requirements for shopping centers where permitted by the underlying zoning and/or shared parking requirements pursuant to Section 35-1807(2) Shared Parking. All parking requirements are based on gross floor area unless otherwise stated.

1) *Residential:*

Single-family	** 2 spaces/unit
Two-family	** 2 spaces/unit
Townhouse, patio home	** 2 spaces/unit

Multi-family: Efficiency or studio One-bedroom Two-bedroom Each additional bedroom	 *** 1 space/unit *** 1.5 spaces/unit *** 2 spaces/unit *** 0.25 spaces
Mobile home subdivision or park	*** 2 spaces/home or trailer

**2 spaces per unit shall be covered

***1 space per unit shall be covered

(Note: The entire space nine (9) by nineteen (19) feet as defined in section 1802(1) shall be covered.)

2) *Institutional:*

Elementary and junior high schools	One (1) space/classroom Plus one (1) space for each two hundred (200) square feet of floor area in office use
High schools, colleges	One (1) space/two hundred (200) square feet gross floor space
Trade or business schools	One (1) space/two hundred (200) square feet
Library	One (1) space/two hundred fifty (250) square feet
Museum	One (1) space/two hundred fifty (250) square feet
Churches	One (1) space/four (4) seats
Hospitals	Three (3) space/bed
Convalescent homes	One (1) space/three (3) beds
Government offices	One (1) space/two hundred (200) square feet
Elderly care housing	0.75 spaces/unit Plus one (1) additional space per project employee/attendant

3) *Commercial:*

Auditorium, theaters, stadium or similar place of assembly	One (1) space/two hundred (200) square feet or one (1) space/five (5) seats, whichever is greater
Private clubs, lodges (no overnight accommodations)	One (1) space/two hundred (200) square feet or one (1) space/five (5) seats, whichever is greater

Dance halls	One (1) space/two hundred (200) square feet
Health club or fitness club with multiple amenities (Gymnasium, fitness center and other recreational uses offering multiple amenities such as swimming pools, ball courts, and exercise equipment)	One (1) space/two hundred (200) square feet
Recreational community centers with multiple amenities (public or nonprofit facilities providing multiple amenities and recreational services such as swimming pools, ball courts, outdoor athletic fields, meeting rooms, classes, fitness center, day care, locker rooms, and lounge/snack area)	One (1) space/two hundred (200) square feet
Single use recreational facilities (athletic training, family recreational, or other recreational facilities specializing in a single use such as amusement centers, skating rinks, bounce gyms, party places, baseball/batting training facility, cheerleading training, dance studio, swimming, martial arts studio, yoga/pilates studio, personal training, fencing, laser tag, indoor paintball, boxing training) not hosting tournaments, exhibitions or other similar events	One (1) space/three hundred (300) square feet
Single use recreational facilities hosting tournaments, exhibitions or other similar regional events	To be determined by a parking demand study based on seating capacity prepared specifically for the subject use
Funeral homes	One (1) space/four (4) seats in main assembly area or one (1) space/three hundred (300) square feet, whichever is greater
Medical, dental offices, clinics	One (1) space/one hundred fifty (150) square feet
General offices, nonretail, excluding call centers	One (1) space/two hundred fifty (250) square feet
Call Center	One (1) space/one hundred fifty (150)

	square feet
Hotels, motels, boarding homes	One (1) space for each sleeping room Plus one (1) space/one hundred (100) square feet of meeting, banquet and restaurant space not solely intended for hotel guests and/or staff
Restaurants, cafes, bars, cocktail lounges	One (1) space/fifty (50) square feet of public serving area Plus one (1) space/two hundred (200) square feet of preparation area
Shopping centers (less than ten (10) gross acres in size)	Five and one-half (5.5) spaces/one thousand (1,000) square feet
Shopping centers (ten (10) gross acres or larger in size)	One (1) space/two hundred fifty (250) square feet
Retail sales	One (1) space/two hundred fifty (250) square feet
Childcare or Child daycare	One (1) space/three hundred (300) square feet
Bulky merchandise sales, nurseries, building materials, equipment rental	One (1) space/three hundred (300) square feet
Banks and personal service	One (1) space/one hundred fifty (150) square feet
Bowling alleys	Four (4) spaces/lane
Tennis, handball courts	Three (3) spaces/court
Golf course	One (1) space/two hundred (200) square feet in main building Plus four (4) spaces per green
Motor vehicle repair	Three and one half (3.5) spaces/vehicle service bay
Motor vehicle sales and rental	One (1) space/two hundred fifty (250) square feet of interior display space and office Plus three and one half (3.5) spaces/vehicle service bay
Motor vehicle wash	2 spaces minimum Plus other uses (Retail sales, motor vehicle repair, restaurant, office)

4) *Industrial:*

Manufacturing	One (1) space/one thousand (1,000) square feet gross floor area (Ord. No. 1506, 8-11-85) Plus one (1) space/two hundred fifty (250) square feet of office space
Warehousing	One (1) space/five hundred (500) square feet for the first ten thousand (10,000) square feet Plus one (1) space/five thousand (5,000) square feet for remaining warehouse Plus one (1) space/two hundred and fifty (250) square feet of office space

5) *City Center District:* All required off-street parking within the City Center District shall be in accordance with Section 35-3204(F).

6) *Parking Districts:* Any use which participates in a parking district shall be subject to the requirements of said parking district.

7) *Unlisted uses:* In cases of unlisted uses or unusual circumstances, the Zoning Administrator may determine specific parking requirements based on the unique needs of the individual case, the requirements for the most comparable use, and any other relevant data regarding parking demand. In order to make this determination, the Zoning Administrator may require the applicant to submit a parking demand study pursuant to Section 35-1807(3) Parking Demand Studies.

8) *Maximum Parking Spaces:* The number of parking spaces provided by any development shall not exceed one hundred twenty five (125) percent of the minimum required spaces in the parking schedule, except as follows:

   a) Parking within the building footprint of a structure (e.g. rooftop parking, below grade parking, multi-level parking structure);

   b) When a change in use to an existing development causes a lower parking requirement;

   c) Parking spaces managed for shared parking;

   d) Phased projects do not need to comply with the maximum space requirement until the final phase is constructed;

   e) A site specific parking demand study justifies the need to exceed the maximum parking and a minimum fifty (50) percent of the site's parking area (including parking spaces, driveways, and sidewalks) is provided with one (1) or any combination of the following options to help mitigate the heat island effect:

1. Paving materials shall have a minimum solar reflectance index as required by the latest amended edition of the "International Green Construction Code" approved by the International Code Council;

2. Shade is provided by architectural devices or structures that have a minimum Solar Reflectance Index as required by the latest amended edition of the "International Green Construction Code," except for solar photovoltaic systems which shall not be required to comply with said minimum Solar Reflectance Index;

3. Shade is provided by open trellis-type structures that are designed to be covered with plant material and achieve mature coverage within five (5) years from the date of occupancy;

4. Shade is provided by trees. Hardscape areas located directly beneath trees shall be measured based on anticipated five-year canopy growth beginning from the date of occupancy. Duplicate shading credit shall not be granted for those areas where multiple trees shade the same hardscape;

5. Open-grid pavers and/or other permeable paving materials approved by the City Engineer that are less than fifty (50) percent impervious are utilized.

35-1805. Temporary parking lots.

1) A site development plan shall be submitted to and approved by the Transportation and Development Department for any lot prior to the lot being used for parking purposes. Said site plan shall include the following:

   a) Boundary of property.

   b) Width of existing right-of-way, existing improvements and name of all adjoining streets and/or alleys.

   c) Current zoning of adjacent properties.

   d) Proposed parking layout (minimum space size nine (9) feet by nineteen (19) feet). No space shall be located closer than six (6) feet to the right-of-way line. Said six (6) feet will be maintained as landscape-water retention area.

   e) Driveways minimum twenty (20) feet for one-way traffic and forty (40) feet for two-way traffic.

   f) Screening when located adjacent to or adjoining any residential zoning district.

   g) Directional arrows indicating proposed surface drainage pattern.

h) Typical cross-section indicating proper subgrading, four (4) inches of A.B.C. or other suitable material and type of dust palliative approved by the City.

i) All construction to be in accordance with City of Chandler's specifications.

2) All temporary parking lots shall be properly maintained in accordance with the approved plan.

35-1806. Fire lanes.

a) All drives, lanes and access ways designated as fire lanes shall be constructed and marked in accordance with City of Chandler specifications to a minimum unobstructed width of twenty (20) feet.

b) Nothing in this article shall be construed as diminishing construction requirements, placement, access to or marking of designated fire lanes.

35-1807. Parking Reductions.

1) Purpose: The intent of the parking reduction provisions included in this section is to provide flexibility in responding to land uses with atypical parking needs and to encourage mixed use developments, infill development, redevelopment, and adaptive reuse of existing buildings by allowing parking reductions and more efficient use of parking.

2) Shared Parking:

a) Applicability. Shared parking may be applied to mixed use developments or two (2) or more nonresidential uses in which the uses operate at different peak times from one another.

b) Procedure.

1. A shared parking report shall be submitted that demonstrates compliance with criteria set forth in subsection c, Approval Criteria, below.

2. Shared parking reports shall be reviewed by and are subject to approval of the Zoning Administrator.

3. The property owners involved in an approved shared parking request shall submit a written agreement approved by the Zoning Administrator requiring that the parking spaces 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 owners with the Maricopa County Recorder's Office and a copy filed in the City of Chandler's project review file prior to the issuance of a building permit or, for existing buildings, prior to the issuance of certificate of occupancy.

4. For mixed use developments, the owner or manager of the property approved for shared parking shall maintain an accurate up-to-date record of the uses, both occupied and vacant, according to the type of use. The Zoning Administrator may require this record be provided when the owner applies for a new land use or development approval for the subject property.

c) Approval Criteria. Shared parking approval shall be subject to compliance with the following criteria:

1. The Shared Parking Calculations Table set forth in subsection d of this section shall be used to calculate the required number of parking spaces for a particular mix of uses. The Zoning Administrator may require the applicant to submit sufficient data to demonstrate compliance with the general land use classifications and/or the time of use distribution indicated in the Shared Parking Calculations Table. If one (1) or more of the land uses proposing to utilize shared parking spaces do not conform to one (1) of the general land use classifications and/or the time of use distribution in the Shared Parking Calculations Table, the applicant shall submit sufficient data to indicate that there is not substantial conflict in the principal operating hours of the uses and that the various uses sharing parking have peak parking demands at different periods of the day or week. The Zoning Administrator may require said data to 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.

2. The combined shared parking requirement shall not exceed the available parking supply.

3. A parking plan graphically describing the location and size of all parking stalls, driveways, walkways, landscaped areas, building footprints, retention basins, lighting, and all other improvements shall be submitted for review and approval. Said parking plan shall demonstrate reasonable pedestrian access from off-site parking spaces to the uses being served.

4. Shared parking rights shall be protected through a written agreement as set forth in Section 35-1807.2(b)3.

5. Shared parking spaces shall be generally located within six hundred and sixty (660) feet of the use, measured from the entrance of the use to the nearest parking space within the shared parking lot.

d) Shared Parking Calculations Table.

General Land Use	Time of 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 Shared Parking Calculations Table. Calculate the number of parking spaces required by Section 35-1804 Parking Schedule for each use as if the uses were not requesting shared parking approval. Calculate the number of spaces required for each time period (six (6) time periods per use) by applying the percentages in the Time of Use columns for the corresponding general land use category to the total number of parking spaces required for each proposed use. Add the number of parking spaces for all of the proposed land uses for each time period. Select the time period with the highest total parking requirement. The selected total number of parking spaces shall be the shared parking requirement.						

3) Parking Demand Studies:

a) Applicability. Parking demand studies may be utilized to modify the required number of parking spaces for new developments, reuse of existing buildings, and as an alternative to Shared Parking provided for in this article.

b) Procedure.

1. A parking demand study that provides a quantitative analysis justifying any proposed reduction or increase in parking shall be submitted. In order to determine compliance with criteria set forth in subsection c, Approval Criteria, below, the Zoning Administrator may require the parking demand study to include any or all of the following:

    a. A site plan graphically describing the location and size of all existing and/or proposed parking stalls, driveways, walkways, landscaped areas, building footprints, retention basins, lighting, and all other improvements.

    b. Total square footage of all uses within existing and proposed developments and the square footage devoted to each type of use.

    c. Number of parking spaces required pursuant to Section 35-1804.

    d. Parking demand estimates using parking generation studies from the Institute for Transportation Engineers (ITE), Urban Land Institute (ULI) or other professionally recognized, and/or accredited sources.

    e. Parking lot counts of development(s) similar to the proposed use(s).

    f. Comparison of proposed parking supply with parking requirements.

    g. A description of other characteristics of the proposal or measures being undertaken that could result in reduced or increased parking demand, such as staggered work shifts, telecommuting, shuttles to transit stations, employee per square foot compared to the accepted industry standard for that use, customer or visitor trips compared to industry standards for that use.

    h. Such other information as determined by the Zoning Administrator to be necessary to determine compliance with the approval criteria.

    i. A parking contingency plan shall be provided for new developments requesting a parking reduction in accordance with subsection c, Approval Criteria, below.

2. The Zoning Administrator may approve a request to reduce up to forty (40%) percent of the required number of parking spaces or to exceed the maximum requirement upon determining that the data presented in the parking demand study demonstrates compliance with approval criteria.

3. For proposals in which parking is shared by more than one (1) property, the property owners shall submit a written agreement approved by the Zoning Administrator requiring that the parking spaces 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

owners with the Maricopa County Recorder's Office and a copy filed in the City of Chandler's project review file prior to the issuance of a building permit or, for existing buildings, prior to the issuance of certificate of occupancy.

4. The Zoning Administrator may require a written agreement that said exceptions to the normal parking requirements shall remain in effect only as long as the unique circumstances on which the exceptions are based.

c) Approval Criteria.

1. Parking Reductions. Reductions to the required number of parking spaces may be approved upon finding compliance with all of the following criteria:

   a. Sufficient evidence is provided demonstrating how the unique circumstances of the proposed use(s) do not generate the traffic and/or parking demand met by normal code standards.

   b. The quantitative analysis provided demonstrates that the use(s) will be adequately served by the proposed parking (the reduction in parking will not cause fewer off-street parking spaces to be provided for the proposed use[s] than the number of such spaces necessary to accommodate all vehicles attributable to said use[s] under the normal and reasonably foreseeable conditions of operation of said use[s]).

   c. The reduction in parking will not increase the demand for parking spaces upon public streets in the immediate vicinity of the proposed use.

   d. The reduction in parking will not increase the demand for parking spaces upon private properties in the immediate vicinity of the proposed use, unless approved as shared parking in accordance with Section 35-1807(2).

   e. For new developments, a contingency parking plan shall be submitted that graphically illustrates where additional parking spaces can be constructed in the event that parking demand for the proposed use increases or a new user with typical parking demands requiring more parking spaces occupies the site. The total number of additional parking spaces in said parking contingency plan and the proposed number of parking spaces shall equal the number of parking spaces required pursuant to Section 35-1804. The design and layout of said parking contingency plan shall comply with all applicable development standards.

   f. The reduction in parking shall not be contrary to the purpose of this Code as set forth in Sections 35-100 and 35-1800.

2. Parking Increases. Requests to exceed the maximum parking allowed may be approved upon finding compliance with all of the following criteria:

a. The proposed increase in parking is the least possible increase to accommodate all vehicles attributable to such use(s) under the normal and foreseeable conditions of operations of such uses(s).

b. The increase in parking will not negatively impact the aesthetics of the site from the perspective of adjacent streets and properties.

c. The increase in parking will not negatively affect the pedestrian usability of the site.

d. The proposed development provides measures to help mitigate the heat island effect in accordance with Section 35-1804(7).

4) Credit for On-street Parking Spaces:

a) On-street parking spaces located immediately adjacent to the frontage of properties may be counted toward the required off-street parking requirement for non-residential uses. This provision applies only where on-street parking is allowed and constructed as part of the development.

5) RIDE SHARING AND AUTONOMOUS VEHICLES

A) APPLICABILITY. THE PURPOSE OF THIS SECTION IS TO ALLOW FOR A REDUCTION IN REQUIRED PARKING WHEN SUCH A REDUCTION IS WARRANTED BY CHANGES IN TRANSPORTATION BEHAVIOR SUCH AS WIDESPREAD ACCEPTANCE AND USE OF RIDE SHARING PRACTICES AND/OR AUTONOMOUS VEHICLES AND WHEN SAID PARKING REDUCTION IS BALANCED WITH AN APPROPRIATE NUMBER OF PASSENGER LOADING ZONES AND STAGING AREAS, AND SAID CHANGES ARE SUPPORTED BY PARKING DEMAND STUDIES.

B) PROCEDURE.

1. A PARKING DEMAND STUDY SHALL BE SUBMITTED TO THE ZONING ADMINISTRATOR. IN ORDER TO DETERMINE COMPLIANCE WITH CRITERIA SET FORTH IN SUBSECTION C, APPROVAL CRITERIA, BELOW, THE ZONING ADMINISTRATOR MAY REQUIRE THE PARKING DEMAND STUDY TO INCLUDE ANY OR ALL OF THE FOLLOWING:

A. A SITE PLAN GRAPHICALLY DESCRIBING THE LOCATION AND SIZE OF ALL EXISTING AND/OR PROPOSED PARKING STALLS, DRIVEWAYS, WALKWAYS, LANDSCAPED AREAS, BUILDING FOOTPRINTS, RETENTION BASINS, LIGHTING, AND ALL OTHER IMPROVEMENTS.

B. TOTAL SQUARE FOOTAGE OF ALL USES WITHIN EXISTING AND PROPOSED DEVELOPMENTS AND THE SQUARE FOOTAGE DEVOTED TO EACH TYPE OF USE.

C. NUMBER OF PARKING SPACES REQUIRED PURSUANT TO SECTION 35-1804.

D. PARKING DEMAND ESTIMATES USING PARKING GENERATION STUDIES FROM THE INSTITUTE FOR TRANSPORTATION ENGINEERS (ITE), URBAN LAND INSTITUTE (ULI) OR OTHER PROFESSIONALLY RECOGNIZED, AND/OR ACCREDITED SOURCES.

E. PARKING SPACE COUNTS OF DEVELOPMENT(S) SIMILAR TO THE PROPOSED USE(S).

F. COMPARISON OF PROPOSED PARKING WITH MINIMUM PARKING REQUIREMENTS.

G. PROJECTED DEMAND FOR PASSENGER LOADING ZONES GENERATED BY THE SUBJECT USE(S) AND THE PROPOSED NUMBER OF PASSENGER LOADING ZONES.

H. PROJECTED DEMAND FOR STAGING AREA SPACES FOR RIDE SHARING VEHICLES, AUTONOMOUS VEHICLES, AND ANY OTHER VEHICLES THAT GENERATE DEMAND FOR STAGING AREAS, AND THE PROPOSED NUMBER OF STAGING AREA SPACES.

I. PROJECTED DEMAND FOR SHORT TERM PARKING SPACES FOR COURIERS, RESTAURANT DELIVERY OR OTHER SIMILAR DELIVERY SERVICES AND THE PROPOSED NUMBER OF SHORT TERM PARKING SPACES.

J. A DESCRIPTION OF OTHER CHARACTERISTICS OF THE PROPOSAL OR MEASURES BEING UNDERTAKEN THAT COULD RESULT IN REDUCED OR INCREASED PARKING DEMAND THAT IS RELATED TO RIDE SHARING OR THE USE OF AUTONOMOUS VEHICLES SUCH AS EMPLOYER SPONSORED SHUTTLES, EMPLOYER REQUIRED CARPOOLING OR RIDESHARING PROGRAM, OR ACCESS TO PUBLIC TRANSIT.

K. SUCH OTHER INFORMATION AS DETERMINED BY THE ZONING ADMINISTRATOR TO BE NECESSARY TO DETERMINE COMPLIANCE WITH THE APPROVAL CRITERIA.

2. THE ZONING ADMINISTRATOR MAY APPROVE A REQUEST TO REDUCE UP TO FORTY (40%) PERCENT OF THE NUMBER OF PARKING SPACES

REQUIRED IN SECTION 35-1804 UPON DETERMINING THAT THE DATA PRESENTED IN THE PARKING DEMAND STUDY DEMONSTRATES COMPLIANCE WITH APPROVAL CRITERIA SET FORTH IN SUBSECTION C.

3. FOR PROPOSALS IN WHICH PARKING, PASSENGER LOADING ZONES, AND/OR STAGING AREAS ARE SHARED BY MORE THAN ONE (1) PARCEL OF LAND, THE PROPERTY OWNERS SHALL SUBMIT AN EXECUTED WRITTEN AGREEMENT APPROVED BY THE ZONING ADMINISTRATOR REQUIRING THAT THE PARKING SPACES, PASSENGER LOADING ZONES AND STAGING AREAS BE MAINTAINED AS LONG AS THE USES REQUIRING SAID PARKING SPACES, PASSENGER LOADING ZONES AND STAGING AREAS EXIST OR UNLESS THE REQUIRED PARKING SPACES, PASSENGER LOADING ZONES AND STAGING AREAS ARE PROVIDED ELSEWHERE IN ACCORDANCE WITH THE PROVISIONS OF THIS ARTICLE. SUCH A WRITTEN AGREEMENT SIGNED BY ALL PROPERTY OWNERS SHALL BE SUBMITTED TO THE ZONING ADMINISTRATOR CONCURRENTLY WITH THE PARKING DEMAND STUDY. SUBSEQUENT TO RECEIVING APPROVAL BY THE ZONING ADMINISTRATOR AND PRIOR TO THE ISSUANCE OF A PERMIT TO INSTALL A PASSENGER LOADING ZONE, A FULLY EXECUTED WRITTEN AGREEMENT SHALL BE RECORDED BY THE PROPERTY OWNERS WITH THE MARICOPA COUNTY RECORDER'S OFFICE AND A COPY FILED IN THE CITY OF CHANDLER'S PROJECT FILE.

C) APPROVAL CRITERIA.

1. PARKING REDUCTIONS. REDUCTIONS TO THE REQUIRED NUMBER OF PARKING SPACES MAY BE APPROVED UPON FINDING COMPLIANCE WITH ALL OF THE FOLLOWING CRITERIA:

   A. THE PARKING DEMAND STUDY DEMONSTRATES A REDUCTION OF PARKING USAGE DUE TO AN INCREASE IN RIDE SHARING AND/OR AUTONOMOUS VEHICLES.

   B. THE METHODOLOGY USED IN THE PARKING DEMAND STUDY IS DETERMINED BY THE ZONING ADMINISTRATOR TO BE LOGICALLY VALID AND SAID STUDY FINDS THAT:

      I. THE PROPOSED DEVELOPMENT PROVIDES A SUFFICIENT NUMBER OF PASSENGER LOADING ZONES FOR RIDE SHARING AND/OR AUTONOMOUS VEHICLES.

      II. THE PROPOSED DEVELOPMENT PROVIDES SUFFICIENT STAGING AREA SPACES FOR RIDE SHARING, AUTONOMOUS, OR ANY OTHER VEHICLES THAT GENERATE DEMAND FOR STAGING AREAS SPACES.

III. THE PROPOSED DEVELOPMENT PROVIDES A SUFFICIENT NUMBER OF SHORT TERM PARKING SPACES FOR COURIERS, RESTAURANT DELIVERY AND OTHER SIMILAR DELIVERY SERVICES.

C. THE QUANTITATIVE ANALYSIS IN THE PARKING DEMAND STUDY DEMONSTRATES THAT THE USE(S) WILL BE ADEQUATELY SERVED BY THE PROPOSED PARKING (THE REDUCTION IN PARKING WILL NOT CAUSE FEWER OFF-STREET PARKING SPACES TO BE PROVIDED FOR THE PROPOSED USE[S] THAN THE NUMBER OF SUCH SPACES NECESSARY TO ACCOMMODATE ALL VEHICLES ATTRIBUTABLE TO SAID USE[S] UNDER THE NORMAL AND REASONABLY FORESEEABLE CONDITIONS OF OPERATION OF SAID USE[S]).

D. THE REDUCTION IN PARKING WILL NOT INCREASE THE DEMAND FOR PARKING SPACES UPON PUBLIC STREETS IN THE IMMEDIATE VICINITY OF THE PROPOSED USE.

E. THE REDUCTION IN PARKING WILL NOT INCREASE THE DEMAND FOR PARKING SPACES UPON OTHER PRIVATE PROPERTIES IN THE IMMEDIATE VICINITY OF THE PROPOSED USE, UNLESS APPROVED AS SHARED PARKING IN ACCORDANCE WITH SECTION 35-1807(2).

F. THE REDUCTION IN PARKING SHALL NOT BE CONTRARY TO THE PURPOSE OF THIS CODE AS SET FORTH IN SECTIONS 35-100 AND 35-1800.

35-1808. PASSENGER LOADING ZONES.

1) APPLICABILITY. THE INTENT OF THIS SECTION IS TO ENCOURAGE THE INSTALLATION OF PASSENGER LOADING ZONES TO MEET DEMAND FOR PASSENGER DROP-OFF AND PICK-UP AREAS GENERATED BY RIDE SHARING AND/OR AUTONOMOUS VEHICLES ON ALL LAND USES EXCEPT SINGLE FAMILY RESIDENTIAL.

2) NUMBER OF PASSENGER LOADING ZONES AND CORRELATED PARKING REDUCTION. THE NUMBER OF PARKING SPACES REQUIRED IN SECTION 35-1804 MAY BE REDUCED BY TEN (10%) PERCENT FOR EACH PASSENGER LOADING ZONE SPACE PROVIDED IN ACCORDANCE WITH THE FOLLOWING TABLE UP TO A MAXIMUM OF FORTY (40%) PERCENT.

COMMERCIAL	1 LOADING ZONE SPACE PER 50,000 SQ. FT.
GENERAL OFFICE	1 LOADING ZONE SPACE PER 100,000 SQ. FT.
INDUSTRIAL	1 LOADING ZONE SPACE PER 200,000 SQ. FT.

INSTITUTIONAL AND MEDICAL	1 LOADING ZONE SPACE PER 50,000 SQ. FT.
MULTIPLE FAMILY	1 LOADING ZONE SPACE PER 150 UNITS

A) PASSENGER LOADING ZONE CALCULATIONS SHALL BE BASED ON BUILDING GROSS SQUARE FEET AND SHALL BE ROUNDED TO THE NEAREST WHOLE NUMBER. LOADING ZONE SPACES EXCEEDING THE NUMBER OF SPACES IDENTIFIED HEREIN SHALL NOT BE ELIGIBLE FOR A TEN (10%) PERCENT PARKING REDUCTION.

B) REQUESTS TO EXCEED PARKING REDUCTION RATIOS PROVIDED HEREIN UP TO A MAXIMUM OF FORTY (40%) PERCENT MAY BE SUBMITTED PURSUANT TO SECTION 35-1807(3) OR SECTION 35-1807(5).

C) THE ZONING ADMINISTRATOR IS HEREBY GRANTED THE AUTHORITY TO DENY A PARKING REDUCTION AS PROVIDED FOR HEREIN UPON MAKING A DETERMINATION THAT SUCH A REDUCTION WILL RESULT IN A SHORTAGE OF PARKING SPACES NEEDED FOR THE SUBJECT LAND USE. IN THE EVENT THAT A PROPERTY OWNER DISAGREES WITH THE ZONING ADMINISTRATOR'S DETERMINATION, THE ZONING ADMINISTRATOR MAY REQUEST THAT THE PROPERTY OWNER SUBMIT A PARKING DEMAND STUDY FOR REVIEW PURSUANT TO SECTION 35-1807(3) OR SECTION 35-1807(5).

D) SAID PASSENGER LOADING ZONE SPACES SHALL COMPLY WITH STANDARDS IN SUBSECTION 3 BELOW.

3) STANDARDS.
   A) LOCATION.
      1. EACH PASSENGER LOADING ZONE SPACE OR CONTIGUOUS LOADING ZONE SHALL BE LOCATED WITHIN APPROXIMATELY 50 FEET OF THE PRIMARY ENTRANCE/EXIT OF A STAND-ALONE USE. CONTIGUOUS PASSENGER LOADING ZONES CONSIST OF TWO OR MORE LOADING ZONE SPACES PROVIDED IN TANDEM WITH NO BARRIERS SEPARATING SAID SPACES THUS ENABLING VEHICLES TO MOVE FORWARD THROUGH MULTIPLE PASSENGER LOADING ZONE SPACES.

      2. NOTWITHSTANDING THE LOCATION REQUIREMENT IN SUBSECTION 1 ABOVE, PASSENGER LOADING ZONES LOCATED IN SHOPPING CENTERS AND OTHER MULTIPLE USER DEVELOPMENTS MAY BE LOCATED GREATER THAN APPROXIMATELY FIFTY (50) FEET FROM THE PRIMARY ENTRANCE/EXIT OF A TENANT WHEN PLACED IN A CENTRALIZED AREA OR IN MULTIPLE AREAS WITHIN SAID CENTER THAT PROVIDE(S) PEDESTRIAN ACCESS TO ALL TENANTS WITHIN THE CENTER. FURTHERMORE, A PASSENGER LOADING ZONE MAY BE LOCATED

GREATER THAN APPROXIMATELY FIFTY (50) FEET FROM THE PRIMARY ENTRANCE/EXIT OF A TENANT WHEN SAID PASSENGER LOADING ZONE IS SHARED BY MULTIPLE PARCELS LOCATED ADJACENT TO OR WITHIN CLOSE PROXIMITY TO EACH OTHER AND THE OWNERS OF SAID PARCELS HAVE AGREED TO SHARE SAID PASSENGER LOADING ZONE PURSUANT TO SECTION 35-1807(5)B,3 AND PEDESTRIAN ACCESS IS PROVIDED FROM SAID PASSENGER LOADING ZONE TO ALL TENANTS IN SAID PARCELS.

3. LOADING ZONES SHALL BE SEPARATE FROM FIRE LANES REQUIRED IN SECTION 35-1806.

B) DIMENSIONS. PASSENGER LOADING ZONE SPACES SHALL COMPLY WITH MINIMUM DIMENSIONS IN THE STANDARD DETAIL ADOPTED BY THE CITY.

C) DESIGN. ALL VEHICULAR INGRESS AND EGRESS TO AND FROM PASSENGER LOADING ZONES SHALL BE FORWARD MOTION ONLY. ALL PASSENGER LOADING ZONES SHALL BE CLEARLY MARKED IN ACCORDANCE WITH CITY OF CHANDLER SPECIFICATIONS.

D) PEDESTRIAN AMENITIES. PEDESTRIAN AMENITIES SUCH AS BUT NOT LIMITED TO BENCHES, TREES OR SHADE STRUCTURES SHALL BE PROVIDED ADJACENT TO THE PASSENGER LOADING ZONES AS DETERMINED BY THE ZONING ADMINISTRATOR.

E) ACCESSIBILITY. ACCESSIBLE PASSENGER LOADING ZONES SHALL BE PROVIDED AND COMPLY WITH THE ACCESSIBILITY REQUIREMENTS OF THE CHANDLER BUILDING CODE.

Section 3. Providing for Repeal of Conflicting Ordinances.
All ordinances or parts of ordinances in conflict with the provisions of this ordinance, or any parts hereof, are hereby repealed.

Section 4. Providing for Severability.
If any section, subsection, sentence, clause, phrase, or portion of this ordinance is for any reason held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions thereof.

INTRODUCED AND TENTATIVELY APPROVED by the City Council of the City of Chandler, Arizona, this 26rd day of April, 2018.

ATTEST:

Dana R. DeRosa
CITY CLERK

Jay Tibshraeny
MAYOR

PASSED AND ADOPTED by the City Council of the City of Chandler, Arizona this 10th day of May, 2018.

ATTEST:

CITY CLERK

MAYOR

CERTIFICATION

I, HEREBY CERTIFY, that the above and foregoing Ordinance No. 4811 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the 10th day of May, 2018, and that a quorum was present thereat.

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

CITY OF CHANDLER CORPORATE SEAL ARIZONA

PUBLISHED in the Arizona Republic on May 18, and May 25, 2018.

Appendix C – Parking Trends – Around the United States

C

Austin, Texas – Parking Requirements

§ 25-6-591 - PARKING PROVISIONS FOR DEVELOPMENT IN THE CENTRAL BUSINESS DISTRICT (CBD) AND THE DOWNTOWN MIXED USE (DMU) AND PUBLIC (P) ZONING DISTRICTS.

(A) The requirements of this section apply to the:

(1) central business district (CBD);

(2) downtown mixed use (DMU) zoning district; and

(3) public (P) zoning district within the area bounded by Martin Luther King, Jr., Boulevard; IH-35; Lady Bird Lake; and Lamar Boulevard.

(B) Off-street motor vehicle parking is not required within the central business district (CBD) or downtown mixed use (DMU) zoning districts except as provided by this subsection. For purposes of this subsection, off-street parking includes any parking that is designated to serve a use and is not located in a public right-of-way, regardless of whether the parking is onsite or offsite.

Editor's note— Amendments to division (B) of this section made by Ord. 20130523-104 did not take into account amendments previously made by Ord. 20130411-061. The amendments enacted by Ord. 20130523-104 have therefore been made only to other parts of the section that do not conflict with Ord. 20130411-061. Future legislation will correct the text if needed.

(1) If off-street parking is provided, it must include parking for persons with disabilities as required by the Building Code and may not include fewer accessible spaces than would be required under Paragraph (2)(a) of this subsection.

(2) Except for a use occupying a designated historic landmark or an existing building in a designated historic district, off-street motor vehicle parking for persons with disabilities must be provided for a use that occupies 6,000 square feet or more of floor space under the requirements of this paragraph.

(a) The following requirements apply if no parking is provided for a use, other than parking for persons with disabilities:

(i) the minimum number of accessible parking spaces is calculated by taking 20 percent of the parking required for the use under Appendix A (*Tables of Off-Street Parking and Loading Requirements*) and using that result to determine the number of accessible spaces required under the Building Code. The accessible spaces may be provided on- or off-site, within 250 feet of the use.

(ii)

Dallas, Texas – Parking Requirements

SEC. 51A-4.205. LODGING USES.

(1) Hotel or motel.

(A) Definition: A facility containing six or more guest rooms that are rented to occupants on a daily basis.

(B) Districts permitted:

(i) Except as otherwise provided in Subparagraphs (B)(iii) or (B)(iv), by right in MO(A), GO(A), RR, CS, LI, IR, IM, central area, MU-1, MU-1(SAH), MU-2, MU-2(SAH), MU-3, MU-3(SAH) and multiple commercial districts.

(ii) By SUP only in the CR district.

(iii) By SUP only for a hotel or motel use that has 60 or fewer guest rooms.

(iv) If an SUP is not required, RAR required in MO(A), GO(A), RR, CS, LI, IR, IM, MU-1, MU-1(SAH), MU-2, MU-2(SAH), MU-3, MU-3(SAH), and multiple commercial districts.

(C) Required off-street parking: One space for each unit for units 1 to 250; 3/4 space for each unit for units 251 to 500; 1/2 space for all units over 500; plus one space per 200 square feet of meeting room. If more than ten off-street parking spaces are required for this use, handicapped parking must be provided pursuant to Section 51A-4.305.

(D) Required off-street loading:

SQUARE FEET OF FLOOR AREA IN STRUCTURE	TOTAL REQUIRED SPACES OR BERTHS
0 to 10,000	NONE
10,000 to 50,000	1
50,000 to 100,000	2
Each additional 100,000 or fraction thereof	1 additional

(E) Additional provisions:

(i) Suite hotels may have kitchens in the guest rooms.

(1.1) Extended stay hotel or motel.

(A) Definition: A lodging facility containing six or more guest rooms, in which:

(i) 25 percent or more of the guest rooms have a kitchen that includes a sink, a full-size stove, and a full-size refrigerator (a cooking area limited to a microwave, mini-refrigerator, or cook-top does not constitute a “kitchen” for purposes of this definition); and

(ii) 10 percent or more of the guest rooms contain a sleeping area that is separated from a sitting area by a wall or partition.

(B) Districts permitted: By SUP in MO(A), GO(A), RR, CS, industrial, central area, mixed use, and multiple commercial districts.

(C) Required off-street parking: One space for each unit for units 1 to 250; 3/4 space for each unit for units 251 to 500; 1/2 space for all units over 500; plus one space per 200 square feet of floor area other than guest rooms. If more than ten off-street parking spaces are required for this use, handicapped parking must be provided pursuant to Section 51A-4.305.

(D) Required off-street loading:

SQUARE FEET OF FLOOR AREA IN STRUCTURE	TOTAL REQUIRED SPACES OR BERTHS
0 to 10,000	NONE
10,000 to 50,000	1
50,000 to 100,000	2
Each additional 100,000 or fraction thereof	1 additional

(E) Additional provisions:

(i) Amenities such as maids, laundry, concierge, meeting rooms, exercise rooms, pool, and business services (fax, internet, voice mail, courier, etc.) may only be provided to guests.

Las Vegas, Nevada – Parking Requirements

30.60.030 - Parking Requirements.

a. Vehicular parking shall be provided in accordance with Table 30.60-1, Schedule of Parking Requirements, unless a program, incentive, or alternative is provided per Section 30.60.040, or the project is located within the SOSA Design Overlay (See Chapter 30.48 Part M.

b. The Zoning Administrator shall determine the number of spaces required for analogous uses based on the parking required for similar uses. Except for shopping centers or when using the Shared Parking Schedule in Section 30.60.035, the required number of on-site parking spaces shall be the sum of the requirements of the individual uses.

c. When measurements of the number of required spaces result in a fraction, the space requirements shall be rounded upward to the next whole space. When multiple uses are present, the fractional parking requirement for each use shall be added together prior to rounding.

d. For the purpose of computing parking requirements based on the number of employees, calculations shall be based on the largest number of persons working on any single shift.

e. The storage of unlicensed, unregistered, or inoperable vehicles is prohibited within required parking spaces and public rights-of-way, or within private streets or easements, and outside storage of such vehicles shall only be in conjunction with a licensed business for such a use or for automobile repair or storage.

f. Garages and covered parking areas that are used to satisfy on-site parking requirements shall not be converted to living space. When existing driveways used to satisfy parking requirements are converted to living space, the required parking shall be provided elsewhere on site. (See Chapter 30.56 for garage and covered parking standards.)

g. Cart storage areas shall not be counted toward required parking spaces for shopping centers.

h. Visitor parking shall be readily available, generally dispersed throughout the site and shall not be enclosed. Visitor parking may be accommodated off-site (See 30.60.020 (k)), or when functionally feasible, on-street or within a driveway. When residential development is established in conjunction with non-residential development, visitor parking is not required with the recording of a perpetual cross access, ingress/egress, and shared parking easement or agreement (See Table 30.56-2, Cross Access.

i. Up to 0.5% of the required vehicular spaces may be motorcycle spaces.

j. Required bicycle parking spaces for specified land uses are listed in Table 30.60-2. Design criteria for bicycle parking are described in Section 30.60.050 (d).

TABLE 30.60-1 Schedule of Parking Requirements	
USES	Parking spaces required per dwelling unit (unit), square footage (sq. ft.) of gross floor area, or as otherwise listed (":" indicates "per")
RESIDENTIAL USES*	
Single and two-family residences	2: Unit. Both spaces shall be on-site. Waivers or variances are not permitted.
Visitor Parking	1: 5 Units. If required resident parking spaces are enclosed, an

Hotels, Motels, Hotel Condominiums, Resort Condominiums (including office, lobby, and time-share, but not including resort hotels), Lodging—Long/Short Term	1: guestroom/unit up to 500 + 1: 2 guestrooms/unit over 500 up to 1,000 + 1: 4 guestrooms/unit over 1,000 + 10: 1,000 sq. ft. for restaurants on the same premises
Office and Financial Services	4: 1,000 sq. ft.
Plant nurseries, building materials, equipment rental or sales yards, and similar uses	2: 1,000 sq. ft., + 1: 2,500 sq. ft. of outdoor display
Resort Hotels, includes time-share and all accessory uses, including convention facilities (except for amusement parks and stadiums or arenas)	(Requirement includes areas accessing rooms) 0.7: guestroom up to 500 + 0.7: 2 guestrooms over 500 up to 1,000 + 0.7: 4 guestrooms over 1,000 + 4.2: 1,000 sq. ft. all areas accessible to the public except convention facilities 0.7:1,000 sq. ft. for convention facilities and areas not accessible to the public
Restaurants, Bar/Lounge/Tavern: not in a shopping center	10: 1,000 sq. ft. Plus 4: 1,000 sq. ft. for Outside Drinking, Dining and Cooking
Retail uses, personal services, banquet facilities, auctions, showrooms in conjunction with retail uses, appliance repair shops, and amusement arcades	4: 1,000 sq. ft.
Shopping centers, all uses within a shopping center	5: 1,000 sq. ft. for 25,000 to 50,000 sq. ft. of GFA 4: 1,000 sq. ft. for over 50,000 sq. ft. of GFA
Vehicle maintenance/Gasoline stations	3: service bay + 4: 1,000 sq. ft. accessory retail sales
Vehicle sales/auctions	2: 1,000 sq. ft. + 1:20 vehicle display spaces provided
Vehicle wash, automated (as a principal use) Self-serve or accessory, not applicable except stacking for accessory	2, plus 1: employee. See Table 30.56-2 "Drive-Thru Service" for adequate stacking spaces
EDUCATIONAL USES	

Los Angeles, California – Parking Requirements

SECTION 12.21A.4.(e) and (f) – ASEEMBLY AREA AND SCHOOLS : Use of Building (or portions of)*	Ratio(spaces/sq ft or unit)
1. High School/College Auditorium; Stadium; Theater; Bingo Parlors more than 50 occupants; or similar assembly	1 per 35 sq. ft. or 1 per 5 fixed seats
2. Church (The greater of the main sanctuary or main assembly area)	1 per 35 sq. ft. or 1 per 5 fixed seats
3. Schools (Private or Public)	////////////////////////////
a. Elementary/Middle – K thru 8th grade	1 per classroom (on-site only)
b. 9th thru 12 grade	The greater of auditorium, any assembly or 1 per 500 of total building area
4. Facility for 12th graders and under including Child Care, Counseling Facility, After School Program for tutoring or athletic facility	The greater of 1 per 500 of total building area or 1 per classroom for K thru 8th grade

SPECIAL DISTRICTS: Use of Building (or portions of)	Ratio spaces/sq ft or unit
1. Downtown Parking District (DPD) - 12.21 A4 (i) (1) – Auditoriums and other similar places of assembly	1 per 10 fixed seats or 1 per 100 sq ft
2. Downtown Parking District (DPD) - 12.21 A4 (i)(2)(3) – Hospitals, philanthropic institutions, governmental offices buildings, medical offices and all uses as listed in Section 12.21A4C (No parking for any uses listed in Section 12.21A4C when the total commercial use is smaller than 7,500 sq ft in gross floor area)	1 per 1000 for all uses in Section 12.21A4C
3. Downtown Parking District (DPD) - 12.21 A4 (i)(3) - warehouse	1 per 1000 (1st 10,000 sq ft) + 1 per 5,000 after
4. Community Redevelopment Areas & Enterprise Zones outside of DPD District - 12.21A4(x)(3) for medical office, clinic and all commercial uses in Section 12.21A4C	1 per 500
5. Historical Buildings (National Register of Historic places or State or City historical or cultural monuments) – 12.21 A.4.(x)(2)	No change in parking in connection with change of use.

SECTION 12.21A4 (a) (b) – Use of Building (or portions of)**	Ratio (spaces/sq ft or unit)
1. One-Family Dwelling (SFD) or group of one family dwellings	2 (on-site only)
2. Apartment or Two-Family Dwelling (Duplex)	////////////////////////////////////
a. units > 3 habitable rooms (such as a typical 2 bedroom unit)	2 (on-site only)
b. units = 3 habitable rooms (such as a typical 1 bedroom unit)	1.5 (on-site only)
c. units < 3 habitable rooms (such as a typical single unit)	1 (on-site only)
3. Hotel, Motel, Boarding House or Dormitory[7] including accessory facilities	////////////////////////////////////
a. first 30 guestrooms / a suite in a Hotel	1
b. next 30 guestrooms / a suite in a Hotel	One half
c. remaining guestrooms / a suite in a Hotel	One third
d. Multi-purposes assembly room >750 sq ft inside a hotel or motel	1 per 35 sq. ft. or 1 per 5 fixed seats
e. Restaurants > 750 sq.ft and not intended for hotel guests	1 per 100 sq. ft.
4. Condominiums	Planning's tract condition
5. Mobile Homes Park (Title 25 of the California Administrative Code)	N/A

***See Footnotes on Page 1 of 2.**

****Exceptions for Section 12.21A4 (a) and (b):**

1. Subject to the Hillside Ordinance or **the Baseline Hillside Ordinance**, an SFD may require up to a maximum of 5 parking spaces.
2. Residential located inside the **Central City Parking District (CCPD)** may have reduce parking as follows:
   a) Provide 1 parking per dwelling unit. When more than six dwelling units having more than 3 habitable rooms per unit on the site, the parking for these units shall be at 1¼.
   b) Provide 1 parking for each 2 guestrooms for first 20, 1 for each 4 guestrooms for next 20, 1 for each 6 guestrooms for the remaining.
3. **SFD on a narrow lot, 40 ft or less in width and** not abutting an alley requires only one parking space. However, this reduction shall not apply to lots fronting on a substandard street in A1, A2, A, RE, RS, R1 and RD zones. 12.21A.4(q).
4. Any **commercial vehicle** which exceeds a registered net weight of 5600 lbs shall not be considered as an accessory residential use.
5. **Affordable Housing Incentives** – Parking Options are available for Housing Development Projects pursuant to 12.22 A25 (d).
6. **Elder Care Facilities** – Reduced parking for special housing types pursuant to 12.21 A4 (d) (5).
7. Every 100 sq ft of superficial floor area in a **dormitory** shall be considered as a separate guest room.
8. **Bicycle parking** is required per Section 12.21A16.
9. For multi-family dwellings that have a common parking area, 5% of the total provided on-site parking shall be electrical vehicle charging spaces (EVCS). For residential projects with 17 or more units, 1 in every 25 EVCS shall comply with the dimension and slope requirements of Section 4.106.4.2.2 of the Los Angeles Green Building Code.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.

Miami, Florida – Parking Requirements

(b) *Hotels, rooming houses.* At least one (1) parking space for each of the first forty (40) individual guest rooms or suites; one (1) additional parking space for every two (2) guest rooms or suites thereafter. Public meeting rooms in hotels shall be further controlled as to parking by Subsection (e) of this section and by Subsection (k) where the meeting room does not contain permanent seats; and restaurants by Subsections (i) and (j). In addition, one (1) parking space shall be provided for each four (4) employees.

(c) *Motels, tourist courts, bed and breakfast establishments, and transient accommodations.* One (1) parking space for each individual sleeping room or bedroom.

(d) *Churches.* At least one (1) parking space for each one hundred (100) square feet or fractional part thereof of the seating area in the main auditorium (sanctuary), including adjacent areas which may be used as part of the auditorium.

(e) *Reserved.*

(f) *Hospitals.* At least one (1) parking space for each of the first three hundred (300) beds and one (1) additional parking space for every two (2) additional beds thereafter for patients contained in such building, plus one (1) parking space for each three (3) employees and resident staff members.

(g) *Sanitariums, convalescent homes, homes for the aged and similar institutions.* At least one (1) parking space for each two (2) beds for patients contained in such buildings, plus one (1) parking space for each two (2) employees.

(h) *Commercial:*

(1) Retail—Food or grocery stores, drug and sundry stores, department stores, membership warehouses, retail stores, retail stores similar to the foregoing, banks, post offices, mortuaries, funeral homes, waiting rooms stations for common carriers and shopping centers shall be provided parking at a rate of one (1) parking space for each and every two hundred fifty (250) square feet of the gross floor area or fractional part thereof. All retail uses within enclosed malls in excess of three hundred thousand (300,000) square feet shall provide parking at the rate of one (1) parking space for each and every three hundred and fifty (350) square feet of the gross floor area or fractional part thereof, excluding theaters, restaurants and food courts which shall provide parking as delineated in this section.

(2) Auto dealership showrooms, garage and gas station bay areas, and similar uses shall be provided three (3) parking spaces for the first twenty-five hundred (2,500) square feet of floor area, or fractional part thereof, and one (1) parking space for each additional five hundred (500) square feet of gross floor area, or fractional part thereof, plus three (3) parking spaces for each five thousand (5,000) square feet, or fractional part thereof, of open lot area. Office and retail parts areas shall be provided parking spaces as otherwise contained in this article. Customer and employee parking shall be labeled as such.

(3) Furniture showrooms shall be provided three (3) parking spaces for the first twenty-five hundred (2,500) square feet of gross floor area, or fractional part thereof, and one (1) parking space for each additional five hundred (500) square feet of gross floor area or fractional part thereof. When such a use is located within any BU District, the site plan submitted to the Department shall illustrate future parking spaces based on a calculation of one (1) parking space for each two hundred fifty (250) square feet of gross floor area or fractional part thereof, which shall be provided in the event the furniture use is discontinued. The lot area reserved for future parking spaces shall remain unencumbered with any structures and shall be landscaped. However, this landscaped area shall not be credited toward the minimum required open space. Prior to the issuance of a Certificate of Use and Occupancy for any use other than a furniture store, the property owner must provide the required number of parking spaces for the intended use as provided elsewhere in the article.

(3.1) Home improvement centers, including all storage/sales areas, shall have parking provided at a rate of one parking space for each two hundred fifty (250) square feet of gross floor area or fractional part thereof.

(4) Plant nurseries shall have parking provided at a rate of eight (8) spaces for the first acre, or fractional part thereof, and one (1) parking space for each two (2) acres thereafter up to ten (10) acres. One (1) additional parking space shall be provided for each five (5) acres or portion thereof thereafter.

(5) Packing plants shall have parking provided at a rate of one (1) parking space for each one thousand (1,000) square feet of gross floor area, or fractional part thereof.

(6) Open lot commercial uses such as, but not limited to, used care lots, storage yards and recreational vehicle sales lots shall be provided five (5) off-street parking spaces for the first five thousand (5,000) square feet of net lot area, or fractional part thereof and one (1) parking space for each additional five hundred (500) square feet of net lot area so used. These spaces shall be reserved for customer and employee parking only, and shall be labeled as such.

(7) Automobile gas stations/mini marts shall be provided one (1) parking space for each two hundred fifty square feet (250) of gross floor area or fractional part thereof, with a minimum of three (3) spaces which shall be designed so as not to interfere with the dispensing operation.

(8) Wholesale showrooms in the industrial districts shall be provided one (1) parking space for each six hundred (600) square feet of showroom area, or fractional part thereof.

(9) All commercial uses not identified in Subsections (1) through (7) above shall be provided three (3) parking spaces for the first twenty-five hundred (2,500) square feet of gross floor area, or fractional part thereof, and one (1) parking space for each and every additional five hundred (500) square feet of gross floor area, or fractional part thereof.

(i) *Restaurants, lounges, nightclubs, or similar places dispensing food, drink or refreshments.*

(1) Table service establishments shall be provided one (1) parking space for each fifty (50) square feet of floor area, or fractional part thereof devoted to patron use.

(2) Take-out establishments shall be provided one (1) parking space for each two hundred fifty (250) square feet of gross floor area, or fractional part thereof.

(j) *Adult Day Care Center,* shall be provided with one (1) parking space for each five hundred (500) square feet of gross floor area, or equal to the combined total of personnel and transportation vehicles whichever is greater.

(k) *Recreational and entertainment use:*

(1) Art galleries, amusement centers, cultural centers, libraries and museums shall be provided one (1) parking space for each two hundred fifty (250) square feet of gross floor area, or fractional part thereof.

(2) Banquet halls, bingo halls, convention halls and private clubs shall be provided one (1) parking space for each one hundred (100) square feet of patron area, or fractional part thereof.

(3) Bowling alleys, skating rinks, and indoor gun ranges shall be provided one (1) parking space per two hundred fifty (250) square feet of gross floor area, or fractional part thereof. Office, retail, restaurant and other areas in conjunction therewith shall have parking spaces provided as otherwise contained in this article.

(4) Dance, karate, and aerobics schools, and health/exercise studios shall be provided one (1) parking space for each one hundred (100) square feet of classroom area, or fractional part thereof. Office, retail, and restaurant areas in conjunction therewith shall have parking spaces provided as otherwise contained in this article.

Nashville, Tennessee – Parking Requirements

17.20.040 - Adjustments to required parking.

Notwithstanding the provisions of Section 17.20.030:

A. No parking shall be required for uses located in the DTC district.

B. No parking shall be required for existing structures in the CF, MUI or MUI-A districts which were constructed prior to December 24, 1974.

C. For uses located within the CF, MUI or MUI-A districts within the I-40/I-65/I-265 loop south of the CSX railroad, and north of, or having frontage on, Gateway Boulevard, and which are located within a council-approved redevelopment district, the off-street parking requirement shall be one-quarter the requirement set forth in Table 17.20.030.

D. For uses located within the CF, MUI or MUI-A districts within the I-40/I-65/I-265 loop, south of properties fronting on Gateway Boulevard, and which are located within a Council approved redevelopment district, the off-street parking requirement shall be one-half the requirement set forth in Table 17.20.030.

E. Within the urban zoning overlay district, for uses not eligible for a parking reduction or exemption pursuant to Sections 17.20.040A through 17.20.040D, the minimum amount of required parking shown in Table 17.20.030 shall be adjusted as follows. The combined effect of all applicable adjustments in this section shall not reduce the off-street parking required by Table 17.20.030 by more than twenty-five percent.

F. On-street parking on narrow streets within the urban zoning overlay district: Unless otherwise posted and pursuant to other limitations set forth in Section 17.20.040, on-street parking may be used to meet minimum parking requirements for properties on only one side of non-arterial streets within the urban zoning overlay district that are less than twenty-six feet wide (curb to curb). For streets that are oriented northerly to southerly, properties abutting the easterly side qualify. For streets that are oriented easterly to westerly, properties abutting the northerly side qualify.

Adjustment	Criteria	Parking Adjustment
Transit	Resident or nonresident use (other than an after hours establishment) is located within 660 feet of a public transit route.	10% reduction
Pedestrian Access	Nonresidential use is located where residents of all residential and mixed-use areas within 1,320 feet of the subject property can walk to and from the nonresidential use on a continuous sidewalk system (ignoring intervening streets)	10% reduction
Public Parking Lots	Nonresidential use is located within 660 feet of a parking lot that is available for use by the public without charge (either directly or through a	10% reduction

Orlando, Florida – Parking Requirements

Discotheques & dance halls [1]	5:1000 sf GFA	20:1000 sf GFA
Eating & drinking establishments	5:1000 sf GFA	20:1000 sf GFA
Funeral homes *plus 25:1000 sf area used for temporary seats or standing, plus spaces for vehicles operated by the establishment	0.25:seat	0.5:seat
Furniture stores	1.2:1000 sf GFA	2:1000 sf GFA
Game rooms	2.5:1000 sf GFA	4:1000 sf GFA
Golf courses [1] *plus 4:1000 sf non-golf use	3:hole	No maximum.
Golf courses, miniature [1]	1.1:hole	1.8:hole
Health spas	2.8:1000 sf GFA	5.6:1000 sf GFA
Hospitals * plus spaces for emergency vehicles, etc.	2.3:1000 sf GFA or 0.8:bed (either standard shall apply)	No maximum.
Hotels & motels - total all of the following:		
Guest Rooms	0.5:lodging unit	1:lodging unit
Restaurant, cocktail lounge	5:1000 sf GFA	10:1000 sf GFA
Banquet/meeting rooms	0.25:seat	0.5:seat
Other uses: ½ the number of spaces ordinarily required by the land use category		
Laboratories, medical & dental	2.5:1000 sf GFA	4:1000 sf GFA
Libraries	2.5:1000 sf GFA	4:1000 sf GFA

Palm Springs, California – Parking Requirements

c. See Section 92.09.04(A) for requirements.

8. Convenience Markets, Supermarkets and Liquor Stores.

One (1) space for every two hundred (200) square feet of gross floor area.

9. Neighborhood Shopping Center (C-D-N) zone and community shopping center (C-S-C) zone uses.

One (1) space for each two hundred twenty-five (225) square feet of gross leasable floor area for all uses, including restaurants and theaters.

10. Furniture, Appliance Stores, Art Galleries and Interior Decorators.

One (1) space for every five hundred (500) square feet of gross floor area, but not less than five (5) spaces; and one (1) space for every company vehicles.

11. Game Courts.

Three (3) spaces for every one (1) court.

12. Golf Courses (full size) and Driving Ranges.

Six (6) spaces per hole plus the requirements for additional uses on the site; for driving ranges, one (1) space per tee, plus the requirements for additional uses on the site. Miniature golf, three (3) spaces per hole plus additional parking for ancillary commercial uses.

13. Gymnasiums and Health Studios.

One (1) space for each four hundred (400) square feet of gross floor area, plus one (1) for each employee.

14. Homes for the Aged, Sanitariums, Children's Homes, Asylums, Nursing and Convalescent Homes.

See Section 94.02.00(H)(7). One (1) space for each two (2) beds or one (1) space for each one thousand (1,000) square feet of gross floor area, whichever provided the greater number, plus one (1) for each three (3) employees.

15. Hospitals.

Two (2) spaces for each bed, plus one (1) space for every vehicle owned and operated by the hospital.

16. Hotels and Clubs.

a. There shall be provided one (1) garage, carport or open parking space as an accessory for each of the first fifty (50) guest rooms in any establishment.

b. Establishments with more than fifty (50) guest rooms shall provide 0.75 garages/carports, or open parking space as an accessory for each guest room in excess of fifty (50).

Resort hotels and resort hotel complexes shall comply with the following additional standards:

c. One (1) parking space shall be provided for every sixty (60) square feet of gross floor area of dining room, bar and dancing areas, and places where the public is served. As an alternative where seating can be determined, one (1) parking space for every five (5) seats shall be provided. An additional twenty (20) percent of the above required parking spaces shall be provided for the use of the employees.

d. Commercial accessory uses shall provide one (1) parking space for each employee.

e. Parking for the single largest places of public assembly only, such as auditoriums, exhibition halls, theaters, convention facilities, meeting rooms, and other places of public assembly (excluding foyers, corridors, restrooms, kitchens, storage, and other area not used for assembly of people) shall be based on the following standards:

i. Up to thirty (30) square feet of the single largest above ancillary facility may be provided per each guest room without providing additional parking.

ii. The single large public assembly floor area in excess of thirty (30) square feet per guest room shall provide off-street parking at the ratio of one (1) space for each thirty (30) square feet or one (1) space for each six seats if the seats are fixed.

17. Manufacturing and Industrial Uses (including open industrial uses).

One (1) space for each five hundred (500) square feet of gross floor area.

18. Mini-warehousing.

Self-storage or Dead Storage. A minimum of six (6) spaces per complex; additional parking to be as required by the director of planning and building. Where a caretaker's residence is provided, a minimum of two (2) parking spaces shall be provided for the exclusive use of such residence in addition to those required for the miniwarehouse function.

19. Mixed-use Developments (with a gross floor area exceeding twenty thousand (20,000) square feet, including retail but excepting the C-B-D zone).

One (1) space for each two hundred fifty (250) square feet of gross floor area. Additional parking need not be provided for restaurants; provided that, no more than twenty-five (25) percent of the total floor area of the whole complex is devoted to restaurant use.

a. The percentage of floor area devoted to restaurant uses without additional parking may be increased by the planning commission where it finds that the nature of the use will not require increased parking, that other adequate arrangements exist to satisfy the parking demand or that other similar factors exist.

20. Mortuaries and Funeral Homes.

One (1) space for each twenty (20) square feet of floor area of assembly rooms plus one (1) per employee, plus one (1) for each car owned by such establishments.

21. Motor Vehicle or Machinery Sales.

One (1) space for each eight hundred (800) square feet of gross floor area to be clearly delineated as public parking. Plus any parking required for repairs as specified in Section 93.06.00(D)(2).

22. Motor Vehicle Repair Shops.

Four (4) spaces for each service bay or lift or one (1) space per one hundred (100) square feet of gross floor area.

23. Plant Nurseries, Building Materials, Yards and Outdoor Display Sales.

One (1) space for every five hundred (500) square feet of gross floor area and/or outdoor display area, plus one (1) space for every company vehicle.

24. Offices, Nonmedical.

One (1) space for each two hundred (200) square feet of gross floor area for facilities up to ten thousand (10,000) square feet in floor area. Nonmedical offices with a floor area which exceeds ten thousand (10,000) square feet shall provide parking at one (1) space per two hundred fifty (250) square feet of gross floor area in excess of ten thousand (10,000) square feet.

25. Offices, Medical and Dental.

One (1) space for each one hundred fifty (150) square feet of gross floor area for facilities up to ten thousand (10,000) square feet in floor area. Medical and dental offices with a floor area which exceeds ten thousand (10,000) square feet shall provide parking at one (1) space per two hundred (200) square feet of gross floor area in excess of ten thousand (10,000) square feet.

26. Private Park and Recreation Uses.

Phoenix, Arizona – Parking Requirements

Type of Land Use	**Parking Requirements**	
Mixed Use Project	Sum of the requirements of the various uses computed separately. The parking spaces for one use shall not provide required parking for another use except through use of the shared parking model.	
Mobile Home Development	2 spaces per 1 dwelling unit	
Motels, Hotels, Resort Hotels	1 space per 1 dwelling unit or rooming unit (each curbside parking space shall be 8 feet 6 inches wide by 23 feet long)	
Movie Theaters	1 space per 3.5 seats	
*18—20, 28 Assisted Living and Residential Care Center, Nursing Home, Specialized Treatment Facility, and Hospice	1 space per 2 resident/patient beds	
*12 Office Building(s) with less than 50,000 s.f. of gross building area	1 space per 300 s.f. floor area	
*12 Office Building(s) or Centers with 50,000 s.f. or greater of gross building area	Square feet of tenant leasable area (TLA)	Spaces per 1,000 square feet of TLA
	50,000 to 250,000	3.5
	250,001 to 600,000	3.2
	600,001 to 1,000,000	2.8
	Over 1,000,000	2.7
Public Assembly—General	1 space per 60 sq. ft.	
Public Assembly—Spectator	1 space per 4 seats and 1 space per 60 s.f. of area in public assembly	
Public Assembly—Entertainment	1 space per 50 s.f. exclusive of kitchen, rest rooms, storage, etc.	
*18 Public Assembly—Active Recreational	Requires parking study	
+18 Public Museum	1 space per 60 sq ft of public area, 1 space per 300 sq. ft. for retail and office	
Racquetball/Handball Courts	3 spaces for each court.	
Recreational Vehicle Park	1.1 spaces for each recreational vehicle space	
+18 Resort	Requires parking study or is based on previously approved parking interpretation for a like use	

San Antonio, Texas – Parking Requirements

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- San Antonio
  - Unified Development Code
    - Article V. Development Standards
      - Division 6. Parking And Storage Standards

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STATEMENT OF PURPOSE

The purpose of this section is to prescribe minimum off-street parking and loading design standards for all developments. Lack of adequate parking can result in motorists parking in adjacent neighborhoods or business areas. This in turn can affect the perceived livability of the neighborhood and reduce the ability of business to accommodate customers. Circulation to find parking can increase which adds unnecessary vehicle trips on the surrounding street network, increasing the length of time and distance a vehicle is operated. Lack of adequate off-street loading areas can result in drivers unsafely loading/unloading large vehicles in a travel lane, which exposes the driver to moving traffic and reduces the capacity of the roadway while the vehicle is being loaded/unloaded.

This section implements the following provisions of the master plan:

- *Urban Design, Policy 5g: Additional parking where needed, but ensure that it is integrated into the surrounding environment.*
- *Urban Design, Policy 5g: Provide incentives to encourage private construction and ownership of structured parking facilities in those areas with the highest need.*
- *Urban Design, Policy 5g: Update parking code requirements to ensure that parking facilities reflect the surrounding natural, architectural and historic characteristics.*

	GROUP DAY CARE - SEE (HOUSING - group day care limited to 12 individuals)		
DWELLING	HOTEL - SEE (HOUSING - hotel)		
DWELLING	MOTEL - see (HOUSING - motel)		
FABRIC	ELECTRONIC COMPONENT - fabrication	1 per 1,500 sf GFA	1 per 300 sf GFA
GOV.	ARMORY	N/A	N/A
GOV.	CORRECTION INSTITUTION	1 per employee on maximum shift, 1 per service vehicle	1 per employee on maximum shift, 1 per service vehicle
HOUSING	HOUSING - extended stay hotel or timeshares	1 per unit	1.9 per unit
HOUSING	HOUSING - group day care limited to 12 individuals	0.3 per room	1 per room
HOUSING	HOUSING - hotel	0.8 per room plus 1 per 800 sf of public meeting area and restaurant space	1 per room plus 1 per 400 sf of public meeting area and restaurant space
HOUSING	HOUSING - motel	0.8 per room plus 1 per 800 sf of public meeting area and restaurant space	1 per room plus 1 per 400 sf of public meeting area and restaurant space
INDUST	BATCHING PLANT	1 per 1,500 sf GFA	1 per 300 sf GFA
INDUST	BATCHING PLANT - temporary in "C-3" and "L" (6 months maximum)	1 per 1,500 sf GFA	1 per 300 sf GFA

San Diego, California – Parking Requirements

TABLE 1511-04B
NON-RESIDENTIAL OFF-STREET PARKING SPACE REQUIREMENTS

Use Category	**Minimum**		**Notes**
Office	1.5 spaces per 1,000 square feet		*Developments*s containing less than 50,000 square feet of office space are exempt.
Commercial/Retail	1 space per 1,000 square feet		*Developments* containing less than 30,000 square feet of commercial/retail space are exempt.
Warehouse & Storage	1 space per 10,000 square feet		
Hotel	0.3 spaces per room		*Developments* containing less than 25 guest rooms are exempt
Single Room Occupancy Units	Market rate unit	0.3 spaces per unit	Parking shall be based on the occupancy/rent restriction applied to the specific unit.
	50% AMI	0.1 spaces per unit	
	At or below 40% AMI	None	

(1) Motorcycle and Bicycle Parking. One motorcycle parking space and one bicycle parking space shall be provided for every twenty required vehicle spaces.

(2) Off-*Street* Loading.

(A) For *developments* containing 30,000 to 100,000 square feet of commercial space, one off-*street* loading bay shall be provided that shall be a minimum of 30 feet deep, 14 feet wide, and 14 feet tall (measured from the inside walls).

(B) For *developments* containing over 100,000 square feet of commercial space:

(i) One off-*street* loading bay shall be provided that shall be a minimum of 35 feet deep, 14 feet wide, and 14 feet tall;

Tampa Bay, Florida – Parking Requirements

Sec. 27-200. - Parking requirements.

The regulations set forth in Article VI, Division 3 shall apply in the Channel District except as modified herein.

(a) *Off-street parking requirements.* Any building in the CD that is erected, expanded, increased in floor area or seating capacity, or changes its use, or in which a new use is established, shall meet the applicable parking requirements as set forth in Table 19-3, Table of Required Parking Spaces.

TABLE 19-3

Use	Spaces	Per Unit
Bank	3	1,000 SF
Bar and Lounge	0.2 or 28.0	Per seat or 1,000 SF of assembly area
Catering shop	3	1,000 SF
Clinic	3	1,000 SF
Cigar factory	3	1,000 SF
College	0.5	Per student
Congregate living facility:		
Adult family home	1	Per dwelling unit
Group care facility	1	Per dwelling unit
Emergency shelter/home	1	Per dwelling unit
Foster care home	1	Per dwelling unit
Day care and nursery facility	0.5	Per employee plus 1 per facility vehicle
Dwelling, multi-family and/or efficiency	1	Per unit
Dwelling, single-family	1	Per unit
Hospital and associated uses	1	Per bed

Hotel/motel	1	Per room
Maintenance or storage facility	0.6	Per employee on largest shift
Manufacturing	0.6	Per employee on largest shift
Marina	2.0	Per slip or berth
Marina sales and repair	1.0	Per employee plus 2.0 per 1,000 SF
Medical marijuana dispensary	2	1,000 SF
Nursing, convalescent and extended care facility	0.3	Per bed
Office, business and professional	1	1,000 SF
Office, medical and veterinary	2	1,000 SF
Performing art studio	3.6	1,000 SF
Personal services	4	1,000 SF
Pharmacy	2	1,000 SF
Place of assembly (e.g. theater)	0.2 or 28.0	Per seat or 1,000 SF of assembly area
Place of religious assembly	0.2	Per seat
Printing, light	1	1,000 SF
Printing, publishing	1	1,000 SF
Public cultural facility	2	1,000 SF
Public service facility	1	Per employee
Public use facility	2	1,000 SF
Radio and TV studio	1	1,000 SF

Sec. 27-212.4. - Schedule of allowable, permitted, and prohibited uses by district.

Table 212-2 sets forth the permitted, special, and accessory uses by zoning district. All lands within the Neighborhood Mixed Use District shall adhere to this table. Any uses not listed shall be subject to zoning administrator review, pursuant to sec. 27-59.

Table 212-2 TABLE OF USES; PERMIT REQUIREMENTS; REQUIRED PARKING RATIOS BY USE				
Use (listed by subcategory)	**District**			**Required Off-Street Parking Spaces (minimum ratios by use) [A-L]**
	NMU-16	**NMU-24**	**NMU-35**	
RESIDENTIAL USES				
Accessory dwelling	S1	S1	S1	[K]
Bed & Breakfast	X	X	X	1/lodging unit
Cemetery	X	X	X	1/employee
Congregate living facility (6 or fewer residents) [1]	X	X	X	2/dwelling unit
Congregate living facility, large		S1[3]	X[3]	1/employee on largest shift, plus 0.17/resident
Congregate living facility, small	S1	S1	S1	2/dwelling unit
Home daycare (# of pupils per F.S.)	X	X	X	[K]
Home occupation	X	X	X	[K]
Hotel (75-150 rooms ONLY)			X	1/room, plus 0.5/employee
Multi-family	X	X	X	1/efficiency [I] 1.5/1-2 bedrooms [I] 2/3 or more bedrooms [I]
Private pleasure craft used as residence	S2	S2	S2	2/dwelling unit

Tucson, Arizona – Parking Requirements

LAND USE GROUP/CLASS	MOTOR VEHICLE PARKING REQUIRED
Travelers' Accommodation, Lodging	1 space per rental unit plus 1 space per 300 sq. ft. GFA of conference, restaurant, bar, and banquet space.
Vehicle Storage	None (0) required
INDUSTRIAL USE GROUP	1 space per 1,000 sq. ft. GFA
Household Goods Donation Center	1 space per 300 sq. ft. GFA.
Salvaging and Recycling	1 space per 5,000 sq. ft. of lot area plus 1 space per 300 sq. ft. of sales and office area.
RECREATION USE GROUP	1 space per 100 sq. ft. GFA
Golf Course	3 spaces per hole plus 50% of parking required for retail, restaurant, and/or bar associated with the golf course.
Driving Range	1 space per fixed tee.
Athletic Fields	15 spaces per field.
Batting Cage	1 space per batting cage.
Billiard/Pool Halls	1 space per 200 sq. ft. GFA.
Bowling Alley	3 spaces per lane.
Court - Basketball or Volleyball	5 spaces per court or 3 spaces per half court, if only a half court is provided.
Court - Tennis or Racquetball	2 spaces per court.
Health/Exercise Club/Gymnasium	1 space per 200 sq. ft. GFA.
Miniature Golf Course	1 space per tee plus 1 space per 75 sq. ft. GFA.
Rifle and Pistol Range	1 space per firing lane.
Rodeo Arena	1 space per 2,500 sq. ft. of lot area minus the main arena area.
Skating Rink	1 space per 200 sq. ft. GFA.
Swimming Pool	None (0) required, if water surface area is less than 1,000 sq. ft.; 1 space per 200 sq. ft. of entire pool, if water surface area is 1,000 sq. ft. or more.
RESIDENTIAL USE GROUP	
Family Dwelling; Mobile Home Dwelling	The number of parking spaces required is based on the following:
Single-Family and Mobile Home Dwellings	2 spaces per dwelling unit plus visitor parking required at a ratio of 0.25 space per unit. *Exception.* Single-family dwellings in the R-1 zone must comply with Sec. 3.5.7.1.G and .H.

Appendix D – Parking Trends – In the News

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.

Get Data Sheet, Fortune's technology newsletter.

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

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.”

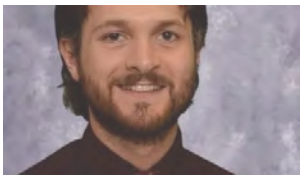
Northeast Valley News Services Editor Melissa Fittro can be contacted at 623-445-2746, e-mailed at mfittro@newszap.com or can be followed on Twitter at twitter.com/melissafittro .

Tags: Breaking, city council, Featured, Old Town, Parking, Scottsdale, Streetline Inc.

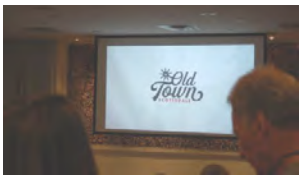
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Ontario town's experiment using Uber as public transportation is working, officials say

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

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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 glol
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 tl

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 compa
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.

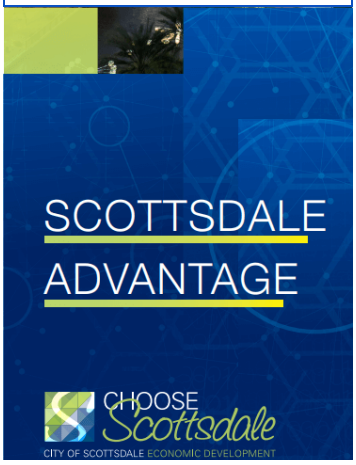
Turo, founded in 2009 and headquartered in San Francisco, has grown to operate in over 5,500 cities in North America and has safely facilitated over 1 million rental days to date. The average active US member makes USD $625 per month renting out a car in the marketplace.

#####

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



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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**

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Appendix E – Don and Charlie's Hotel Parking Master Plan (App F)

Don and Charlie's Hotel
Parking Master Plan



Prepared for:

Tyler Kent
OpWest Ventures
3920 E Thomas Road, #15330
Phoenix, AZ 85018

Prepared by:

J2 Engineering and Environmental Design
4649 E. Cotton Gin Loop, Suite B2
Phoenix, AZ 84040



Project Number: 17.1064
March 13, 2018

Appendix F – Ace Parking Data

Daily Drive in & Occupancy
For 01/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:13:47 AM

Date	Rooms Available #	Occupied #	Occupancy %	3am Cars Valet #	Self #	Total #	Drive in %	Stalls Available #	Occupancy %	# Days Entered	West Coast
0160:0161: - Marriott La Jolla	11532	9528	82.6%	1254	3135	4389	46.1%	14260	30.8%	31	25.4%
0176 - Westin Gaslamp Quarter	13950	10586	75.9%	2105	0	2105	19.9%	5580	37.7%	31	
0270:0461: - Wyndham San Diego Bayside	18600	13140	70.6%	454	2776	3230	24.6%	8990	35.9%	31	
0271 - US Grant Hotel Valet	8370	6255	74.7%	1831	0	1831	29.3%	6820	26.8%	31	
0316 - Marriott Vacation Club Pulse	8184	3387	41.4%	835	462	1297	38.3%	1395	93.0%	31	
0328 - Westin San Diego	13516	10221	75.6%	1195	0	1195	11.7%	2015	59.3%	31	
0370:0371: - Marriott Marquis & Marina San Diego	42160	34779	82.5%	2586	3920	6506	18.7%	29946	21.7%	31	
0375 - Town & Country Convention	29388	8878	30.2%	0	3559	3559	40.1%	42625	8.3%	31	
0575:0576: - Marriott Mission Valley	10850	8324	76.7%	299	2498	2797	33.6%	12121	23.1%	31	
0674:0675: - Westin Seattle Hotel	27621	18082	65.5%	1413	1088	2501	13.8%	7161	34.9%	31	
1050 - Omni Hotel San Diego	15841	12540	79.2%	1450	0	1450	11.6%	6820	21.3%	31	
1076 - Marriott Gaslamp Quarter SD	9486	7145	75.3%	1702	0	1702	23.8%	6386	26.7%	31	
1159 - Hard Rock Hotel	13020	8997	69.1%	1352	0	1352	15.0%	5890	23.0%	31	
1167:1303: - Hyatt Regency La Jolla Valet	12927	9635	74.5%	1137	2076	3213	33.3%	9300	34.5%	31	
1180 - Hilton SD Bayfront Hotel	36890	33719	91.4%	1283	5652	6935	20.6%	27714	25.0%	31	
1189:1190: - Hilton La Jolla Torrey Pines	12214	9451	77.4%	1416	2920	4336	45.9%	17360	25.0%	31	
1196 - The Keating Hotel	1085	0	0.0%	243	0	243	#DIV/0!	775	31.4%	31	
1207 - Indigo Hotel	6510	5293	81.3%	1454	0	1454	27.5%	2015	72.2%	31	
1241:1242: - Grand Hyatt San Diego	50468	34928	69.2%	2153	5130	7283	20.9%	36022	20.2%	31	
1244:1245: - Hyatt Regency Mission Bay	13299	10115	76.1%	1107	2682	3789	37.5%	3100	122.2%	31	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	31	
1325 - Lane Field North Hotel	12400	9025	72.8%	639	3475	4114	45.6%	12834	32.1%	31	
1535 - San Diego Bayside Campus	11284	7708	68.3%	2615	936	3551	46.1%	5022	70.7%	31	
1539 - Pendry San Diego	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
1543 - Hotel Republic	7998	6610	82.6%	1291	0	1291	19.5%	1860	69.4%	31	
1548 - Andaz San Diego	4929	2135	43.3%	566	0	566	26.5%	3100	18.3%	31	
2073 - W La West Beverly Hills	9269	7727	83.4%	2706	0	2706	35.0%	4836	56.0%	31	
2085 - Hyatt Regency Huntington Beach Valet	16027	10155	63.4%	4501	0	4501	44.3%	30690	14.7%	31	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10726	9501	88.6%	626	2836	3462	36.4%	7967	43.5%	31	
2229:2230: - Doubletree La Downtown	13516	10715	79.3%	1848	1930	3778	35.3%	12648	29.9%	31	
2240 - Hampton Inn and Suites La/Santa Monica	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
2241 - Courtyard Santa Monica	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
2514 - Hyatt Regency Newport Beach Valet	12493	8797	70.4%	1562	0	1562	17.8%	5890	26.5%	31	
2515 - Hyatt Regency Newport Beach Self	12493	0	0.0%	0	2252	2252	#DIV/0!	10850	20.8%	31	
2539 - Waterfront Beach Resort Valet	8990	4859	54.0%	2704	0	2704	55.6%	10850	24.9%	31	
2613 - Pasea Hotel and Spa	7750	4903	63.3%	2504	0	2504	51.1%	11129	22.5%	31	
3000 - Hilton Oakland	11222	7904	70.4%	0	2911	2911	36.8%	15500	18.8%	31	
3016 - Oakland Marriott	15159	10396	68.6%	1460	0	1460	14.0%	1240	117.7%	31	
3109 - 900 13th Street - Sacramento	15624	10699	68.5%	0	3066	3066	28.7%	26784	11.4%	31	
3110 - Sheraton Grand Sacramento	15593	10884	69.8%	2589	0	2589	23.8%	2790	92.8%	31	
3151 - Westin Portland	6355	4741	74.6%	1406	0	1406	29.7%	2976	47.2%	31	
3155:3157: - Hotel Deluxe Portland	3968	3037	76.5%	664	232	896	29.5%	1550	57.8%	31	
3156 - Sentinel	3100	2458	79.3%	621	0	621	25.3%	1860	33.4%	31	
3170 - Embassy Suites Hilton Portland	8556	6454	75.4%	1434	0	1434	22.2%	31000	4.6%	31	
3171 - Embassy Suites Hilton Portland Garage	8556	6428	75.1%	0	774	774	12.0%	9083	8.5%	31	
3216 - Fairmont Olympic Hotel Seattle	13950	8761	62.8%	1363	101	1464	16.7%	3410	42.9%	31	
3219 - The Arctic Club Seattle	3720	2556	68.7%	413	0	413	16.2%	1240	33.3%	31	
3220 - Hotel Lucia	3937	2965	75.3%	453	0	453	15.3%	1085	41.8%	31	
3252 - Hyatt Regency Bellevue	24397	13431	55.1%	1329	957	2286	17.0%	12214	18.7%	31	
3257 - Westin Bellevue	10509	6569	62.5%	1084	273	1357	20.7%	5239	25.9%	31	
3272 - Seattle Marriott Bellevue	11904	8127	68.3%	2589	0	2589	31.9%	5580	46.4%	31	
3273 - Sheraton Seattle Hotel - Valet	38998	21923	56.2%	1826	0	1826	8.3%	12400	14.7%	31	
3284 - Hilton Garden Inn Seattle	6882	5787	84.1%	882	0	882	15.2%	1550	56.9%	31	
3285 - W Bellevue	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
3452 - Hyatt Regency Phoenix	21483	16944	78.9%	1166	619	1785	10.5%	4650	38.4%	31	
3465:3466: - The Phoenician	20150	15301	75.9%	682	973	1655	10.8%	18600	8.9%	31	
3585:3587: - Omni Dallas Hotel	31031	24688	79.6%	5092	2158	7250	29.4%	21762	33.3%	31	
3595 - The Stoneleigh - Le Meridien Dallas	5270	3978	75.5%	1619	65	1684	42.3%	4650	36.2%	31	
3604 - St Regis Hotel	7192	4686	65.2%	1586	0	1586	33.8%	5425	29.2%	31	
3606:3619: - Woodlands Marriott	10633	7257	68.2%	1274	1631	2905	40.0%	3100	93.7%	31	
3621:3622: - Hilton Houston Post Oak	13888	8157	58.7%	955	2515	3470	42.5%	10106	34.3%	31	
3634 - Embassy Suites Hilton Houston	8122	4371	53.8%	1382	0	1382	31.6%	2170	63.7%	31	
3654 - Hampton Inn and Homewood Suites Houston	9300	5087	54.7%	1802	0	1802	35.4%	4526	39.8%	31	
3658 - Marriott Marquis Houston	31000	1030	3.3%	3086	0	3086	299.6%	3100	99.5%	31	
3718 - Hyatt Regency Dallas	34720	22637	65.2%	3955	0	3955	17.5%	13950	28.4%	31	
3823 - Marriott Courtyard Sa	6820	5385	79.0%	2266	0	2266	42.1%	3875	58.5%	31	
3831:3832: - Grand Hyatt San Antonio	31000	21195	68.4%	1812	2505	4317	20.4%	10323	41.8%	31	
3833 - Marriott Fairfield Inn & Suites	3069	2129	69.4%	758	0	758	35.6%	930	81.5%	31	
3834 - Marriott Spring Hill Suites	3658	2224	60.8%	1091	0	1091	49.1%	1705	64.0%	31	
3850 - Hotel Emma	4526	2546	56.3%	1039	0	1039	40.8%	1550	67.0%	31	
4157 - Omni San Francisco	11222	9609	85.6%	1198	0	1198	12.5%	930	128.8%	31	
4184:4267: - Westin Hotel Sfo	12307	10450	84.9%	432	2466	2898	27.7%	8029	36.1%	31	
4186 - Aloft Sfo	7812	5728	73.3%	0	1659	1659	29.0%	14818	11.2%	31	
4252 - Hotel Adagio	5301	3870	73.0%	491	0	491	12.7%	1209	40.6%	31	
4272 - San Francisco Courtyard	5208	3911	75.1%	562	0	562	14.4%	775	72.5%	31	
4277:4278: - San Jose Double Tree	15655	11488	73.4%	764	6334	7098	61.8%	21855	32.5%	31	
4405 - Roosevelt Hotel New Orleans	15624	11197	71.7%	1822	0	1822	16.3%	5332	34.2%	31	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8866	3528	39.8%	1070	0	1070	30.3%	3100	34.5%	31	
4410 - Old No 77 Hotel	5177	3503	67.7%	496	0	496	14.2%	6200	8.0%	31	
4411 - Hotel Indigo New Orleans	4092	2116	51.7%	798	0	798	37.7%	1643	48.6%	31	
4600 - Sofitel Washington Dc	7347	5416	73.7%	491	0	491	9.1%	434	113.1%	31	
4601 - Renaissance	9300	6798	73.1%	430	1254	1684	24.8%	16647	10.1%	31	
4602 - Residence Inn Arlington	10075	6774	67.2%	57	2119	2176	32.1%	16647	13.1%	31	
4606 - Marriott Bethesda - Self	12270	6272	51.1%	0	10	10	0.2%	15000	0.1%	30	
4608 - Westin City Center - Dc	12710	7691	60.5%	1144	851	1995	25.9%	4650	42.9%	31	
4611 - Omni Shoreham Dc	25854	11026	42.6%	1407	0	1407	12.8%	9300	15.1%	31	
4612 - Hyatt Place Dc - K Street	5084	1065	20.9%	560	0	560	52.6%	930	60.2%	31	
4613 - Hyatt Place Arlington	5208	3107	59.7%	775	0	775	24.9%	2604	29.8%	31	
Total:	1107190	731422	66.1%	107006	80800	187806	25.7%	739997	25.4%		

Daily Drive in & Occupancy
For 02/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:15:42 AM

Date	Rooms Available #	Occupied #	Occupancy %	3am Cars Valet #	Self #	Total #	Drive in %	Stalls Available #	Occupancy %	# Days Entered	west coast
0160:0161: - Marriott La Jolla	10416	9294	89.2%	1148	3133	4281	46.1%	12880	33.2%	28	26.8%
0176 - Westin Gaslamp Quarter	12600	10968	87.0%	2050	0	2050	18.7%	5040	40.7%	28	
0270:0461: - Wyndham San Diego Bayside	16800	14219	84.6%	639	3615	4254	29.9%	8120	52.4%	28	
0271 - US Grant Hotel Valet	7560	6535	86.4%	1789	0	1789	27.4%	6160	29.0%	28	
0316 - Marriott Vacation Club Pulse	7392	4141	56.0%	1134	634	1768	42.7%	1260	140.3%	28	
0328 - Westin San Diego	12208	10662	87.3%	1339	0	1339	12.6%	1820	73.6%	28	
0370:0371: - Marriott Marquis & Marina San Diego	38080	30823	80.9%	2857	4043	6900	22.4%	27048	25.5%	28	
0375 - Town & Country Convention	26544	13416	50.5%	0	7095	7095	52.9%	38500	18.4%	28	
0575:0576: - Marriott Mission Valley	9800	7846	80.1%	328	3131	3459	44.1%	10948	31.6%	28	
0674:0675: - Westin Seattle Hotel	24948	20968	84.0%	1723	1184	2907	13.9%	6468	44.9%	28	
1050 - Omni Hotel San Diego	14308	12678	88.6%	1971	0	1971	15.5%	6160	32.0%	28	
1076 - Marriott Gaslamp Quarter SD	8568	7748	90.4%	1892	0	1892	24.4%	5768	32.8%	28	
1159 - Hard Rock Hotel	11760	9854	83.8%	1388	0	1388	14.1%	5320	26.1%	28	
1167:1303: - Hyatt Regency La Jolla Valet	11676	9260	79.3%	1356	2463	3819	41.2%	8400	45.5%	28	
1180 - Hilton SD Bayfront Hotel	33320	30078	90.3%	1268	4710	5978	19.9%	25032	23.9%	28	
1189:1190: - Hilton La Jolla Torrey Pines	11032	8281	75.1%	813	2619	3432	41.4%	15680	21.9%	28	
1196 - The Keating Hotel	980	0	0.0%	251	0	251	#DIV/0!	700	35.9%	28	
1207 - Indigo Hotel	5880	5523	93.9%	1297	0	1297	23.5%	1820	71.3%	28	
1241:1242: - Grand Hyatt San Diego	45584	39197	86.0%	2435	3955	6390	16.3%	32536	19.6%	28	
1244:1245: - Hyatt Regency Mission Bay	12012	9271	77.2%	1373	2661	4034	43.5%	2800	144.1%	28	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	28	
1325 - Lane Field North Hotel	11200	9660	86.3%	593	3653	4246	44.0%	11592	36.6%	28	
1535 - San Diego Bayside Campus	10192	8633	84.7%	3375	648	4023	46.6%	4536	88.7%	28	
1539 - Pendry San Diego	8876	4242	47.8%	1393	0	1393	32.8%	3024	46.1%	28	
1543 - Hotel Republic	7224	6033	83.5%	1300	0	1300	21.5%	1680	77.4%	28	
1548 - Andaz San Diego	4452	1962	44.1%	479	0	479	24.4%	2800	17.1%	28	
2073 - W La West Beverly Hills	8372	7493	89.5%	2725	0	2725	36.4%	4368	62.4%	28	
2085 - Hyatt Regency Huntington Beach Valet	14476	12127	83.8%	5326	0	5326	43.9%	27720	19.2%	28	
2225:2226: - Crowne Plaza Redondo Beach Hotel	9688	8389	86.6%	601	2726	3327	39.7%	7196	46.2%	28	
2229:2230: - Doubletree La Downtown	12208	10746	88.0%	1580	1658	3238	30.1%	11424	28.3%	28	
2240 - Hampton Inn and Suites La/Santa Monica	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
2241 - Courtyard Santa Monica	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
2514 - Hyatt Regency Newport Beach Valet	11284	9130	80.9%	1964	0	1964	21.5%	5320	36.9%	28	
2515 - Hyatt Regency Newport Beach Self	11284	189	1.7%	0	2791	2791	1476.7%	9800	28.5%	28	
2539 - Waterfront Beach Resort Valet	8120	5370	66.1%	3452	0	3452	64.3%	9800	35.2%	28	
2613 - Pasea Hotel and Spa	7000	5034	71.9%	2737	0	2737	54.4%	10052	27.2%	28	
3000 - Hilton Oakland	10136	7987	78.8%	0	3133	3133	39.2%	14000	22.4%	28	
3016 - Oakland Marriott	13692	11718	85.6%	1558	0	1558	13.3%	1120	139.1%	28	
3109 - 900 13th Street - Sacramento	14112	11521	81.6%	0	2280	2280	19.8%	24192	9.4%	28	
3110 - Sheraton Grand Sacramento	14084	11635	82.6%	2222	0	2222	19.1%	2520	88.2%	28	
3151 - Westin Portland	5740	4749	82.7%	1596	0	1596	33.6%	2688	59.4%	28	
3155:3157: - Hotel Deluxe Portland	3584	3078	85.9%	822	261	1083	35.2%	1400	77.4%	28	
3156 - Sentinel	2800	2475	88.4%	742	17	759	30.7%	1680	45.2%	28	
3170 - Embassy Suites Hilton Portland	7728	7048	91.2%	1662	0	1662	23.6%	28000	5.9%	28	
3171 - Embassy Suites Hilton Portland Garage	7728	7048	91.2%	0	1041	1041	14.8%	8204	12.7%	28	
3216 - Fairmont Olympic Hotel Seattle	12600	10789	85.6%	1564	83	1647	15.3%	3080	53.5%	28	
3219 - The Arctic Club Seattle	3360	2545	75.7%	457	0	457	18.0%	1120	40.8%	28	
3220 - Hotel Lucia	3556	3072	86.4%	490	0	490	16.0%	980	50.0%	28	
3252 - Hyatt Regency Bellevue	22036	16490	74.8%	981	1123	2104	12.8%	11032	19.1%	28	
3257 - Westin Bellevue	9492	7453	78.5%	932	454	1386	18.6%	4732	29.3%	28	
3272 - Seattle Marriott Bellevue	10752	7797	72.5%	2178	0	2178	27.9%	5040	43.2%	28	
3273 - Sheraton Seattle Hotel - Valet	35224	24864	70.6%	1714	0	1714	6.9%	11200	15.3%	28	
3284 - Hilton Garden Inn Seattle	6216	5605	90.2%	804	0	804	14.3%	1400	57.4%	28	
3285 - W Bellevue	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
3452 - Hyatt Regency Phoenix	19404	15822	81.5%	1545	791	2336	14.8%	4200	55.6%	28	
3465:3466: - The Phoenician	18200	15417	84.7%	1627	1610	3237	21.0%	16800	19.3%	28	
3585:3587: - Omni Dallas Hotel	28028	23625	84.3%	4701	2616	7317	31.0%	19656	37.2%	28	
3595 - The Stoneleigh - Le Meridien Dallas	4760	4094	86.0%	1612	0	1612	39.4%	4200	38.4%	28	
3604 - St Regis Hotel	6496	5212	80.2%	1680	0	1680	32.2%	4900	34.3%	28	
3606:3619: - Woodlands Marriott	9604	7703	80.2%	1284	1538	2822	36.6%	2800	100.8%	28	
3621:3622: - Hilton Houston Post Oak	12544	9540	76.1%	1178	2541	3719	39.0%	9128	40.7%	28	
3634 - Embassy Suites Hilton Houston	7336	5194	70.8%	1258	0	1258	24.2%	1960	64.2%	28	
3654 - Hampton Inn and Homewood Suites Houston	8400	5667	67.5%	1400	0	1400	24.7%	4088	34.2%	28	
3658 - Marriott Marquis Houston	28000	0	0.0%	0	0	0	#DIV/0!	2800	0.0%	28	
3718 - Hyatt Regency Dallas	31360	24912	79.4%	2988	0	2988	12.0%	12600	23.7%	28	
3823 - Marriott Courtyard Sa	6160	5052	82.0%	2256	0	2256	44.7%	3500	64.5%	28	
3831:3832: - Grand Hyatt San Antonio	28000	20954	74.8%	2491	3906	6397	30.5%	9324	68.6%	28	
3833 - Marriott Fairfield Inn & Suites	2772	2218	80.0%	1223	0	1223	55.1%	840	145.6%	28	
3834 - Marriott Spring Hill Suites	3304	2422	73.3%	1417	0	1417	58.5%	1540	92.0%	28	
3850 - Hotel Emma	4088	3151	77.1%	1208	0	1208	38.3%	1400	86.3%	28	
4157 - Omni San Francisco	10136	9054	89.3%	1085	0	1085	12.0%	840	129.2%	28	
4184:4267: - Westin Hotel Sfo	11116	10646	95.8%	476	2674	3150	29.6%	7252	43.4%	28	
4186 - Aloft Sfo	7056	5652	80.1%	0	1640	1640	29.0%	13384	12.3%	28	
4252 - Hotel Adagio	4788	4284	89.5%	495	0	495	11.6%	1092	45.3%	28	
4272 - San Francisco Courtyard	4704	4043	85.9%	507	0	507	12.5%	700	72.4%	28	
4277:4278: - San Jose Double Tree	14140	11858	83.9%	903	7115	8018	67.6%	19740	40.6%	28	
4405 - Roosevelt Hotel New Orleans	14112	10172	72.1%	2016	0	2016	19.8%	4816	41.9%	28	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8008	5313	66.3%	1639	0	1639	30.8%	2800	58.5%	28	
4410 - Old No 77 Hotel	4676	4187	89.5%	636	0	636	15.2%	5600	11.4%	28	
4411 - Hotel Indigo New Orleans	3696	2567	69.5%	1083	0	1083	42.2%	1484	73.0%	28	
4562 - Hyatt Regency Villa Christina	4956	3675	74.2%	321	0	321	8.7%	1400	22.9%	28	
4600 - Sofitel Washington Dc	6636	5552	83.7%	554	0	554	10.0%	392	141.3%	28	
4601 - Renaissance	8400	6576	78.3%	522	1351	1873	28.5%	15036	12.5%	28	
4602 - Residence Inn Arlington	9100	6620	72.7%	80	2064	2144	32.4%	15036	14.3%	28	
4608 - Westin City Center - Dc	11480	10230	89.1%	1390	1421	2811	27.5%	4200	66.9%	28	
4611 - Omni Shoreham Dc	23352	16296	69.8%	2327	0	2327	14.3%	8400	27.7%	28	
4612 - Hyatt Place Dc - K Street	4592	2251	49.0%	500	0	500	22.2%	840	59.5%	28	
4613 - Hyatt Place Arlington	4704	2426	51.6%	676	0	676	27.9%	2352	28.7%	28	
Total:	1002792	768029	76.6%	113376	88378	201754	26.3%	659260	30.6%		

Daily Drive in & Occupancy
For 03/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:16:43 AM

Date	Rooms Available #	Occupied #	Occupancy %	3am Cars Valet #	Self #	Total #	Drive in %	Stalls Available #	Occupancy %	# Days Entered	west coast
0160:0161: - Marriott La Jolla	11532	10625	92.1%	962	3351	4313	40.6%	14260	30.2%	31	29.32%
0176 - Westin Gaslamp Quarter	13950	12129	86.9%	2846	0	2846	23.5%	5580	51.0%	31	
0270:0461: - Wyndham San Diego Bayside	18600	15518	83.4%	735	4294	5029	32.4%	8990	55.9%	31	
0271 - US Grant Hotel Valet	8370	7252	86.6%	2141	0	2141	29.5%	6820	31.4%	31	
0316 - Marriott Vacation Club Pulse	8184	4692	57.3%	1370	790	2160	46.0%	1395	154.8%	31	
0328 - Westin San Diego	13516	11946	88.4%	1807	0	1807	15.1%	2015	89.7%	31	
0370:0371: - Marriott Marquis & Marina San Diego	42160	37906	89.9%	4839	5780	10619	28.0%	29946	35.5%	31	
0375 - Town & Country Convention	29388	16106	54.8%	0	6469	6469	40.2%	42625	15.2%	31	
0575:0576: - Marriott Mission Valley	10850	10047	92.6%	360	4530	4890	48.7%	12121	40.3%	31	
0674:0675: - Westin Seattle Hotel	27621	24562	88.9%	1672	1419	3091	12.6%	7161	43.2%	31	
0678 - Sheraton Seattle Hotel - Valet	38998	16536	42.4%	1290	0	1290	7.8%	12400	10.4%	31	
1050 - Omni Hotel San Diego	15841	14328	90.4%	2594	0	2594	18.1%	6820	38.0%	31	
1076 - Marriott Gaslamp Quarter SD	9486	8486	89.5%	2061	0	2061	24.3%	6386	32.3%	31	
1159 - Hard Rock Hotel	13020	10070	77.3%	1912	0	1912	19.0%	5890	32.5%	31	
1167:1303: - Hyatt Regency La Jolla Valet	12927	11079	85.7%	1664	3205	4869	43.9%	9300	52.4%	31	
1180 - Hilton SD Bayfront Hotel	36890	35055	95.0%	1649	6497	8146	23.2%	27714	29.4%	31	
1189:1190: - Hilton La Jolla Torrey Pines	12214	10583	86.6%	828	3444	4272	40.4%	17360	24.6%	31	
1196 - The Keating Hotel	1085	0	0.0%	229	0	229	#DIV/0!	775	29.5%	31	
1207 - Indigo Hotel	6510	6011	92.3%	1594	0	1594	26.5%	2015	79.1%	31	
1241:1242: - Grand Hyatt San Diego	50468	46494	92.1%	3136	6310	9446	20.3%	36022	26.2%	31	
1244:1245: - Hyatt Regency Mission Bay	13299	10162	76.4%	1332	2697	4029	39.6%	3100	130.0%	31	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	31	
1325 - Lane Field North Hotel	12400	10678	86.1%	831	4452	5283	49.5%	12834	41.2%	31	
1535 - San Diego Bayside Campus	11284	10170	90.1%	4141	0	4141	40.7%	5022	82.5%	31	
1539 - Pendry San Diego	9827	4104	41.8%	1692	0	1692	41.2%	3348	50.5%	31	
1543 - Hotel Republic	7998	6885	86.1%	1744	0	1744	25.3%	1860	93.8%	31	
1548 - Andaz San Diego	4929	4348	88.2%	903	0	903	20.8%	3100	29.1%	31	
2073 - W La West Beverly Hills	9269	8301	89.6%	2938	0	2938	35.4%	4836	60.8%	31	
2085 - Hyatt Regency Huntington Beach Valet	16027	14315	89.3%	7489	0	7489	52.3%	30690	24.4%	31	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10726	9331	87.0%	860	3450	4310	46.2%	7967	54.1%	31	
2229:2230: - Doubletree La Downtown	6976	4564	65.4%	619	603	1222	26.8%	6528	18.7%	16	
2240 - Hampton Inn and Suites La/Santa Monica	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
2241 - Courtyard Santa Monica	4216	1397	33.1%	664	(15)	649	46.5%	2573	25.2%	31	
2514 - Hyatt Regency Newport Beach Valet	12493	11415	91.4%	2175	0	2175	19.1%	5890	36.9%	31	
2515 - Hyatt Regency Newport Beach Self	12493	0	0.0%	0	4060	4060	#DIV/0!	10850	37.4%	31	
2539 - Waterfront Beach Resort Valet	8990	6743	75.0%	4877	0	4877	72.3%	10850	44.9%	31	
2613 - Pasea Hotel and Spa	7750	6792	87.6%	3748	0	3748	55.2%	11129	33.7%	31	
3000 - Hilton Oakland	11222	9192	81.9%	0	3975	3975	43.2%	15500	25.6%	31	
3016 - Oakland Marriott	15159	13096	86.4%	2105	0	2105	16.1%	1240	169.8%	31	
3109 - 900 13th Street - Sacramento	15624	14327	91.7%	0	2707	2707	18.9%	26784	10.1%	31	
3110 - Sheraton Grand Sacramento	15593	14270	91.5%	2049	0	2049	14.4%	2790	73.4%	31	
3151 - Westin Portland	6355	5596	88.1%	1688	0	1688	30.2%	2976	56.7%	31	
3155:3157: - Hotel Deluxe Portland	3968	3676	92.6%	905	276	1181	32.1%	1550	76.2%	31	
3156 - Sentinel	3100	2837	91.5%	666	0	666	23.5%	1860	35.8%	31	
3170 - Embassy Suites Hilton Portland	8556	7791	91.1%	2071	0	2071	26.6%	31000	6.7%	31	
3171 - Embassy Suites Hilton Portland Garage	8556	7789	91.0%	0	1213	1213	15.6%	9083	13.4%	31	
3216 - Fairmont Olympic Hotel Seattle	13950	11230	80.5%	1920	164	2084	18.6%	3410	61.1%	31	
3219 - The Arctic Club Seattle	3720	3302	88.8%	580	0	580	17.6%	1240	46.8%	31	
3220 - Hotel Lucia	3937	3589	91.2%	567	0	567	15.8%	1085	52.3%	31	
3252 - Hyatt Regency Bellevue	24397	16308	66.8%	1093	1457	2550	15.6%	12214	20.9%	31	
3257 - Westin Bellevue	10509	7672	73.0%	1212	549	1761	23.0%	5239	33.6%	31	
3272 - Seattle Marriott Bellevue	5376	3376	62.8%	1122	0	1122	33.2%	2520	44.5%	14	
3273 - Sheraton Seattle Hotel - Valet	38998	12342	31.6%	1531	0	1531	12.4%	12400	12.3%	31	
3284 - Hilton Garden Inn Seattle	6882	6331	92.0%	1080	0	1080	17.1%	1550	69.7%	31	
3285 - W Bellevue	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
3290 - W Seattle	13144	10741	81.7%	1710	0	1710	15.9%	2604	65.7%	31	
3452 - Hyatt Regency Phoenix	21483	18205	84.7%	1731	1371	3102	17.0%	4650	66.7%	31	
3465:3466: - The Phoenician	20150	17794	88.3%	1709	3145	4854	27.3%	18600	26.1%	31	
3585:3587: - Omni Dallas Hotel	31031	26920	86.8%	5804	3343	9147	34.0%	21762	42.0%	31	
3595 - The Stoneleigh - Le Meridien Dallas	5425	4520	83.3%	1600	0	1600	35.4%	4650	34.4%	31	
3604 - St Regis Hotel	7192	4815	66.9%	1686	0	1686	35.0%	5425	31.1%	31	
3606:3619: - Woodlands Marriott	10633	8370	78.7%	1090	1762	2852	34.1%	3100	92.0%	31	
3621:3622: - Hilton Houston Post Oak	13888	9990	71.9%	1359	3140	4499	45.0%	10106	44.5%	31	
3634 - Embassy Suites Hilton Houston	8122	6066	74.7%	2034	0	2034	33.5%	2170	93.7%	31	
3654 - Hampton Inn and Homewood Suites Houston	9300	6802	73.1%	2843	0	2843	41.8%	4526	62.8%	31	
3658 - Marriott Marquis Houston	31000	1118	3.6%	687	76	763	68.2%	3100	24.6%	31	
3718 - Hyatt Regency Dallas	34720	25764	74.2%	6313	0	6313	24.5%	13950	45.3%	31	
3823 - Marriott Courtyard Sa	6820	6261	91.8%	2935	0	2935	46.9%	3875	75.7%	31	
3831:3832: - Grand Hyatt San Antonio	31000	26718	86.2%	3732	3499	7231	27.1%	10323	70.0%	31	
3833 - Marriott Fairfield Inn & Suites	3069	2793	91.0%	1403	0	1403	50.2%	930	150.9%	31	
3834 - Marriott Spring Hill Suites	3658	3387	92.6%	1442	0	1442	42.6%	1705	84.6%	31	
3850 - Hotel Emma	4526	3324	73.4%	1219	0	1219	36.7%	1550	78.6%	31	
4157 - Omni San Francisco	11222	10090	89.9%	1351	0	1351	13.4%	930	145.3%	31	
4184:4267: - Westin Hotel Sfo	12307	11588	94.2%	514	3197	3711	32.0%	8029	46.2%	31	
4186 - Aloft Sfo	7812	6457	82.7%	0	1815	1815	28.1%	14818	12.2%	31	
4252 - Hotel Adagio	5301	5063	95.5%	715	0	715	14.1%	1209	59.1%	31	
4272 - San Francisco Courtyard	5208	4204	80.7%	644	0	644	15.3%	775	83.1%	31	
4277:4278: - San Jose Double Tree	15655	13015	83.1%	689	6710	7399	56.8%	21855	33.9%	31	
4405 - Roosevelt Hotel New Orleans	15624	13175	84.3%	2295	0	2295	17.4%	5332	43.0%	31	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8866	6285	70.9%	1699	0	1699	27.0%	3100	54.8%	31	
4410 - Old No 77 Hotel	5177	4774	92.2%	844	0	844	17.7%	6200	13.6%	31	
4411 - Hotel Indigo New Orleans	4092	1864	45.6%	12	0	12	0.6%	1643	0.7%	31	
4562 - Hyatt Regency Villa Christina	5487	4362	79.5%	483	0	483	11.1%	1550	31.2%	31	
4600 - Sofitel Washington Dc	7347	6448	87.8%	574	0	574	8.9%	434	132.3%	31	
4601 - Renaissance	9300	8257	88.8%	479	1311	1790	21.7%	16647	10.8%	31	
4602 - Residence Inn Arlington	10075	8774	87.1%	77	2106	2183	24.9%	16647	13.1%	31	
4608 - Westin City Center - Dc	12710	11671	91.8%	1307	1017	2324	19.9%	4650	50.0%	31	
4611 - Omni Shoreham Dc	25854	21697	83.9%	2883	0	2883	13.3%	9300	31.0%	31	
4612 - Hyatt Place Dc - K Street	5084	0	0.0%	539	0	539	#DIV/0!	930	58.0%	31	
4613 - Hyatt Place Arlington	5208	4232	81.3%	1023	0	1023	24.2%	2604	39.3%	31	
Total:	1153679	886898	76.9%	141716	104169	245885	27.7%	738292	33.3%		

Daily Drive in & Occupancy
For 04/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:19:32 AM

Date	Rooms Available #	Occupied #	Occupancy %	3am Cars Valet #	Self #	Total #	Drive in %	Stalls Available #	Occupancy %	# Days Entered	west coast
0160:0161: - Marriott La Jolla	11160	10660	95.5%	983	3816	4799	45.0%	13800	34.8%	30	29.07%
0176 - Westin Gaslamp Quarter	13500	10828	80.2%	2799	0	2799	25.8%	5400	51.8%	30	
0270:0461: - Wyndham San Diego Bayside	18000	14612	81.2%	662	4427	5089	34.8%	8700	58.5%	30	
0271 - US Grant Hotel Valet	8100	6855	84.6%	2221	0	2221	32.4%	6600	33.7%	30	
0316 - Marriott Vacation Club Pulse	7920	4673	59.0%	1392	810	2202	47.1%	1350	163.1%	30	
0328 - Westin San Diego	13080	10816	82.7%	1460	0	1460	13.5%	1950	74.9%	30	
0370:0371: - Marriott Marquis & Marina San Diego	40800	36016	88.3%	3963	5267	9230	25.6%	28980	31.8%	30	
0375 - Town & Country Convention	28440	14122	49.7%	0	6689	6689	47.4%	41250	16.2%	30	
0575:0576: - Marriott Mission Valley	10500	8668	82.6%	297	4272	4569	52.7%	11730	39.0%	30	
0674:0675: - Westin Seattle Hotel	26730	23460	87.8%	1664	1457	3121	13.3%	6930	45.0%	30	
0678 - Sheraton Seattle Hotel - Valet	37740	26051	69.0%	2823	0	2823	10.8%	12000	23.5%	30	
1050 - Omni Hotel San Diego	15330	12931	84.4%	2301	0	2301	17.8%	6600	34.9%	30	
1076 - Marriott Gaslamp Quarter SD	9180	8142	88.7%	2237	0	2237	27.5%	6180	36.2%	30	
1159 - Hard Rock Hotel	12600	10676	84.7%	2145	0	2145	20.1%	5700	37.6%	30	
1167:1303: - Hyatt Regency La Jolla Valet	12510	10250	81.9%	1570	3296	4866	47.5%	9000	54.1%	30	
1180 - Hilton SD Bayfront Hotel	35700	34648	97.1%	1854	7940	9794	28.3%	26820	36.5%	30	
1189:1190: - Hilton La Jolla Torrey Pines	11820	9627	81.4%	863	4376	5239	54.4%	16800	31.2%	30	
1196 - The Keating Hotel	1050	0	0.0%	253	0	253	#DIV/0!	750	33.7%	30	
1207 - Indigo Hotel	6300	5712	90.7%	1677	0	1677	29.4%	1950	86.0%	30	
1241:1242: - Grand Hyatt San Diego	48840	40912	83.8%	3270	7298	10568	25.8%	34860	30.3%	30	
1244:1245: - Hyatt Regency Mission Bay	12870	10668	82.9%	1730	3302	5032	47.2%	3000	167.7%	30	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	30	
1325 - Lane Field North Hotel	12000	10539	87.8%	831	4374	5205	49.4%	12420	41.9%	30	
1535 - San Diego Bayside Campus	10920	9486	86.9%	4497	0	4497	47.4%	4860	92.5%	30	
1539 - Pendry San Diego	9510	4396	46.2%	1558	0	1558	35.4%	3240	48.1%	30	
1543 - Hotel Republic	7740	5327	68.8%	1275	0	1275	23.9%	1800	70.8%	30	
1548 - Andaz San Diego	4770	4262	89.4%	1005	0	1005	23.6%	3000	33.5%	30	
2073 - W La West Beverly Hills	8970	8205	91.5%	3011	0	3011	36.7%	4680	64.3%	30	
2085 - Hyatt Regency Huntington Beach Valet	15510	14091	90.9%	7191	0	7191	51.0%	29700	24.2%	30	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10380	9115	87.8%	835	3097	3932	43.1%	7710	51.0%	30	
2240 - Hampton Inn and Suites La/Santa Monica	4260	1560	36.6%	668	0	668	42.8%	3300	20.2%	30	
2241 - Courtyard Santa Monica	4080	2510	61.5%	1212	0	1212	48.3%	2490	48.7%	30	
2514 - Hyatt Regency Newport Beach Valet	12090	10736	88.8%	2123	0	2123	19.8%	5700	37.2%	30	
2515 - Hyatt Regency Newport Beach Self	12090	0	0.0%	0	3632	3632	#DIV/0!	10500	34.6%	30	
2539 - Waterfront Beach Resort Valet	8700	6743	77.5%	5136	0	5136	76.2%	10500	48.9%	30	
2613 - Pasea Hotel and Spa	7500	5465	72.9%	4036	0	4036	73.9%	10770	37.5%	30	
3000 - Hilton Oakland	10860	8897	81.9%	0	4098	4098	46.1%	15000	27.3%	30	
3016 - Oakland Marriott	14670	12709	86.6%	1686	0	1686	13.3%	1200	140.5%	30	
3109 - 900 13th Street - Sacramento	15120	12488	82.6%	0	2973	2973	23.8%	25920	11.5%	30	
3110 - Sheraton Grand Sacramento	15090	12598	83.5%	2398	0	2398	19.0%	2700	88.8%	30	
3151 - Westin Portland	6150	5010	81.5%	1670	0	1670	33.3%	2880	58.0%	30	
3155:3157: - Hotel Deluxe Portland	3840	3472	90.4%	925	276	1201	34.6%	1500	80.1%	30	
3156 - Sentinel	3000	2661	88.7%	757	0	757	28.4%	1800	42.1%	30	
3170 - Embassy Suites Hilton Portland	8280	7709	93.1%	1950	0	1950	25.3%	30000	6.5%	30	
3171 - Embassy Suites Hilton Portland Garage	8280	7696	92.9%	42	1017	1059	13.8%	8790	12.0%	30	
3216 - Fairmont Olympic Hotel Seattle	13500	11274	83.5%	1939	140	2079	18.4%	3300	63.0%	30	
3219 - The Arctic Club Seattle	3600	2982	82.8%	569	0	569	19.1%	1200	47.4%	30	
3220 - Hotel Lucia	3810	3395	89.1%	495	0	495	14.6%	1050	47.1%	30	
3252 - Hyatt Regency Bellevue	23610	16300	69.0%	1290	1465	2755	16.9%	11820	23.3%	30	
3257 - Westin Bellevue	10170	6966	68.5%	1106	445	1551	22.3%	5070	30.6%	30	
3273 - Sheraton Seattle Hotel - Valet	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	6	
3284 - Hilton Garden Inn Seattle	6660	5927	89.0%	1206	0	1206	20.3%	1500	80.4%	30	
3285 - W Bellevue	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
3290 - W Seattle	12720	10557	83.0%	1338	0	1338	12.7%	2520	53.1%	30	
3452 - Hyatt Regency Phoenix	20790	15971	76.8%	1424	894	2318	14.5%	4500	51.5%	30	
3465:3466: - The Phoenician	19500	15328	78.6%	1419	2490	3909	25.5%	18000	21.7%	30	
3585:3587: - Omni Dallas Hotel	30030	24962	83.1%	5714	3420	9134	36.6%	21060	43.4%	30	
3595 - The Stoneleigh - Le Meridien Dallas	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	13	
3598 - The Stoneleigh	5250	4299	81.9%	1877	0	1877	43.7%	4500	41.7%	30	
3604 - St Regis Hotel	6960	4641	66.7%	1863	60	1923	41.4%	5250	36.6%	30	
3606:3619: - Woodlands Marriott	10290	8094	78.7%	1328	2304	3632	44.9%	3000	121.1%	30	
3621:3622: - Hilton Houston Post Oak	13440	9438	70.2%	1218	2825	4043	42.8%	9780	41.3%	30	
3634 - Embassy Suites Hilton Houston	7860	5254	66.8%	1900	0	1900	36.2%	2100	90.5%	30	
3654 - Hampton Inn and Homewood Suites Houston	9000	6415	71.3%	2507	0	2507	39.1%	4380	57.2%	30	
3658 - Marriott Marquis Houston	30000	12928	43.1%	4278	0	4278	33.1%	3000	142.6%	30	
3718 - Hyatt Regency Dallas	33600	24551	73.1%	6333	0	6333	25.8%	13500	46.9%	30	
3823 - Marriott Courtyard Sa	6600	5590	84.7%	2370	0	2370	42.4%	3750	63.2%	30	
3831:3832: - Grand Hyatt San Antonio	30000	23446	78.2%	2455	3376	5831	24.9%	9990	58.4%	30	
3833 - Marriott Fairfield Inn & Suites	2970	2640	88.9%	1132	0	1132	42.9%	900	125.8%	30	
3834 - Marriott Spring Hill Suites	3540	2924	82.6%	1268	0	1268	43.4%	1650	76.8%	30	
3850 - Hotel Emma	4380	2843	64.9%	1263	0	1263	44.4%	1500	84.2%	30	
4157 - Omni San Francisco	10860	9925	91.4%	1469	0	1469	14.8%	900	163.2%	30	
4184:4267: - Westin Hotel Sfo	11910	11078	93.0%	545	2871	3416	30.8%	7770	44.0%	30	
4186 - Aloft Sfo	7560	6651	88.0%	0	2543	2543	38.2%	14340	17.7%	30	
4252 - Hotel Adagio	5130	4916	95.8%	769	11	780	15.9%	1170	66.7%	30	
4272 - San Francisco Courtyard	5040	4322	85.8%	721	0	721	16.7%	750	96.1%	30	
4277:4278: - San Jose Double Tree	15150	13036	86.0%	729	6607	7336	56.3%	21150	34.7%	30	
4405 - Roosevelt Hotel New Orleans	15120	11304	74.8%	2178	0	2178	19.3%	5160	42.2%	30	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8580	5058	59.0%	1412	0	1412	27.9%	3000	47.1%	30	
4410 - Old No 77 Hotel	5010	4459	89.0%	691	0	691	15.5%	6000	11.5%	30	
4411 - Hotel Indigo New Orleans	3960	2879	72.7%	1031	48	1079	37.5%	1590	67.9%	30	
4562 - Hyatt Regency Villa Christina	5310	4070	76.6%	402	0	402	9.9%	1500	26.8%	30	
4600 - Sofitel Washington Dc	7110	6670	93.8%	728	0	728	10.9%	420	173.3%	30	
4601 - Renaissance	9000	8158	90.6%	747	1409	2156	26.4%	16110	13.4%	30	
4602 - Residence Inn Arlington	9750	8873	91.0%	139	2851	2990	33.7%	16110	18.6%	30	
4608 - Westin City Center - Dc	12300	10973	89.2%	1667	0	1667	15.2%	4500	37.0%	30	
4611 - Omni Shoreham Dc	25020	23140	92.5%	4838	0	4838	20.9%	9000	53.8%	30	
4613 - Hyatt Place Arlington	5040	4160	82.5%	1168	0	1168	28.1%	2520	46.3%	30	
Total:	1066110	842399	79.0%	144496	106176	250672	29.8%	696120	36.0%		

Daily Drive in & Occupancy
For 05/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:21:25 AM

Date	Rooms Available #	Occupied #	Occupancy %	3am Cars Valet #	Self #	Total #	Drive in %	Stalls Available #	Occupancy %	# Days Entered	west coast
0160:0161: - Marriott La Jolla	11532	9329	80.9%	963	3694	4657	49.9%	14260	32.7%	31	30.94%
0176 - Westin Gaslamp Quarter	13950	11787	84.5%	3090	0	3090	26.2%	5580	55.4%	31	
0270:0461: - Wyndham San Diego Bayside	18600	13539	72.8%	624	4208	4832	35.7%	8990	53.7%	31	
0271 - US Grant Hotel Valet	8370	6924	82.7%	2020	0	2020	29.2%	6820	29.6%	31	
0316 - Marriott Vacation Club Pulse	8184	4679	57.2%	1306	783	2089	44.6%	1395	149.7%	31	
0328 - Westin San Diego	13516	11370	84.1%	1419	0	1419	12.5%	2015	70.4%	31	
0370:0371: - Marriott Marquis & Marina San Diego	42160	34743	82.4%	3517	5547	9064	26.1%	29946	30.3%	31	
0375 - Town & Country Convention	29388	7470	25.4%	0	6100	6100	81.7%	42625	14.3%	31	
0575:0576: - Marriott Mission Valley	10850	7882	72.6%	382	3984	4366	55.4%	12121	36.0%	31	
0674:0675: - Westin Seattle Hotel	27621	25013	90.6%	1680	1395	3075	12.3%	7161	42.9%	31	
0678 - Sheraton Seattle Hotel - Valet	38998	31260	80.2%	2185	0	2185	7.0%	12400	17.6%	31	
1050 - Omni Hotel San Diego	15841	14202	89.7%	2089	0	2089	14.7%	6820	30.6%	31	
1076 - Marriott Gaslamp Quarter SD	9486	8364	88.2%	2183	0	2183	26.1%	6386	34.2%	31	
1159 - Hard Rock Hotel	13020	10304	79.1%	1939	0	1939	18.8%	5890	32.9%	31	
1167:1303: - Hyatt Regency La Jolla Valet	12927	10952	84.7%	1701	4166	5867	53.6%	9300	63.1%	31	
1180 - Hilton SD Bayfront Hotel	36890	35331	95.8%	1034	5606	6640	18.8%	27714	24.0%	31	
1189:1190: - Hilton La Jolla Torrey Pines	12214	9583	78.5%	920	4390	5310	55.4%	17360	30.6%	31	
1196 - The Keating Hotel	1085	0	0.0%	199	0	199	#DIV/0!	775	25.7%	31	
1207 - Indigo Hotel	6510	5875	90.2%	1688	0	1688	28.7%	2015	83.8%	31	
1241:1242: - Grand Hyatt San Diego	50468	44511	88.2%	2715	7815	10530	23.7%	36022	29.2%	31	
1244:1245: - Hyatt Regency Mission Bay	13299	10940	82.3%	1695	2692	4387	40.1%	3100	141.5%	31	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	31	
1325 - Lane Field North Hotel	12400	9347	75.4%	838	4197	5035	53.9%	12834	39.2%	31	
1535 - San Diego Bayside Campus	11284	9135	81.0%	3999	0	3999	43.8%	5022	79.6%	31	
1539 - Pendry San Diego	9827	3861	39.3%	1400	0	1400	36.3%	3348	41.8%	31	
1543 - Hotel Republic	2322	1190	51.2%	283	0	283	23.8%	540	52.4%	9	
1543 - Hotel Republic	7998	4219	52.8%	1043	0	1043	24.7%	1860	56.1%	31	
1548 - Andaz San Diego	4929	4257	86.4%	996	0	996	23.4%	3100	32.1%	31	
2073 - W La West Beverly Hills	9269	8031	86.6%	2774	0	2774	34.5%	4836	57.4%	31	
2085 - Hyatt Regency Huntington Beach Valet	16027	13508	84.3%	8380	0	8380	62.0%	30690	27.3%	31	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10726	9452	88.1%	864	3496	4360	46.1%	7967	54.7%	31	
2240 - Hampton Inn and Suites La/Santa Monica	4402	3020	68.6%	1112	58	1170	38.7%	3410	34.3%	31	
2241 - Courtyard Santa Monica	4216	3204	76.0%	1388	56	1444	45.1%	2573	56.1%	31	
2514 - Hyatt Regency Newport Beach Valet	12493	10204	81.7%	2153	0	2153	21.1%	5890	36.6%	31	
2515 - Hyatt Regency Newport Beach Self	12493	0	0.0%	0	2880	2880	#DIV/0!	10850	26.5%	31	
2539 - Waterfront Beach Resort Valet	8990	6567	73.0%	4551	0	4551	69.3%	10850	41.9%	31	
2613 - Pasea Hotel and Spa	7750	5132	66.2%	3419	0	3419	66.6%	11129	30.7%	31	
3000 - Hilton Oakland	11222	10064	89.7%	0	4475	4475	44.5%	15500	28.9%	31	
3016 - Oakland Marriott	15159	12835	84.7%	1884	0	1884	14.7%	1240	151.9%	31	
3109 - 900 13th Street - Sacramento	15624	13801	88.3%	386	2879	3265	23.7%	26784	12.2%	31	
3110 - Sheraton Grand Sacramento	15593	12973	83.2%	2285	0	2285	17.6%	2790	81.9%	31	
3151 - Westin Portland	6355	4811	75.7%	1317	0	1317	27.4%	2976	44.3%	31	
3155:3157: - Hotel Deluxe Portland	3968	3657	92.2%	832	195	1027	28.1%	1550	66.3%	31	
3156 - Sentinel	3100	2741	88.4%	637	0	637	23.2%	1860	34.2%	31	
3170 - Embassy Suites Hilton Portland	8556	7575	88.5%	1732	0	1732	22.9%	31000	5.6%	31	
3171 - Embassy Suites Hilton Portland Garage	8556	7575	88.5%	0	939	939	12.4%	9083	10.3%	31	
3216 - Fairmont Olympic Hotel Seattle	13950	11882	85.2%	1513	132	1645	13.8%	3410	48.2%	31	
3219 - The Arctic Club Seattle	3720	3361	90.3%	434	0	434	12.9%	1240	35.0%	31	
3220 - Hotel Lucia	3937	3474	88.2%	546	0	546	15.7%	1085	50.3%	31	
3252 - Hyatt Regency Bellevue	24397	19885	81.5%	1154	1121	2275	11.4%	12214	18.6%	31	
3257 - Westin Bellevue	10509	8765	83.4%	984	477	1461	16.7%	5239	27.9%	31	
3284 - Hilton Garden Inn Seattle	6882	6244	90.7%	1092	0	1092	17.5%	1550	70.5%	31	
3285 - W Bellevue	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
3290 - W Seattle	13144	11350	86.4%	1384	0	1384	12.2%	2604	53.1%	31	
3452 - Hyatt Regency Phoenix	21483	14762	68.7%	1509	1531	3040	20.6%	4650	65.4%	31	
3465:3466: - The Phoenician	20150	6707	33.3%	775	116	891	13.3%	18600	4.8%	31	
3585:3587: - Omni Dallas Hotel	31031	25550	82.3%	4666	4088	8754	34.3%	21762	40.2%	31	
3598 - The Stoneleigh	5425	4531	83.5%	1867	0	1867	41.2%	4650	40.2%	31	
3604 - St Regis Hotel	7192	4848	67.4%	1686	0	1686	34.8%	5425	31.1%	31	
3606:3619: - Woodlands Marriott	10633	7258	68.3%	1470	2440	3910	53.9%	3100	126.1%	31	
3621:3622: - Hilton Houston Post Oak	13888	9759	70.3%	1133	3061	4194	43.0%	10106	41.5%	31	
3634 - Embassy Suites Hilton Houston	8122	4732	58.3%	1755	0	1755	37.1%	2170	80.9%	31	
3654 - Hampton Inn and Homewood Suites Houston	9300	6556	70.5%	2847	0	2847	43.4%	4526	62.9%	31	
3658 - Marriott Marquis Houston	7000	1116	15.9%	555	0	555	49.7%	700	79.3%	7	
3718 - Hyatt Regency Dallas	34720	25065	72.2%	4333	0	4333	17.3%	13950	31.1%	31	
3823 - Marriott Courtyard Sa	6820	5539	81.2%	2632	0	2632	47.5%	3875	67.9%	31	
3831:3832: - Grand Hyatt San Antonio	31000	17049	55.0%	3139	3182	6321	37.1%	10323	61.2%	31	
3833 - Marriott Fairfield Inn & Suites	3069	2496	81.3%	1427	0	1427	57.2%	930	153.4%	31	
3834 - Marriott Spring Hill Suites	3658	2822	77.1%	1516	0	1516	53.7%	1705	88.9%	31	
3850 - Hotel Emma	4526	2753	60.8%	1187	0	1187	43.1%	1550	76.6%	31	
4157 - Omni San Francisco	11222	10204	90.9%	1220	0	1220	12.0%	930	131.2%	31	
4184:4267: - Westin Hotel Sfo	12307	11043	89.7%	638	3022	3660	33.1%	8029	45.6%	31	
4186 - Aloft Sfo	7812	6653	85.2%	0	2394	2394	36.0%	14818	16.2%	31	
4252 - Hotel Adagio	5301	4814	90.8%	747	0	747	15.5%	1209	61.8%	31	
4272 - San Francisco Courtyard	5208	4396	84.4%	728	0	728	16.6%	775	93.9%	31	
4277:4278: - San Jose Double Tree	15655	13305	85.0%	774	5398	6172	46.4%	21855	28.2%	31	
4405 - Roosevelt Hotel New Orleans	15624	8179	52.3%	2749	0	2749	33.6%	5332	51.6%	31	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8866	5034	56.8%	1123	0	1123	22.3%	3100	36.2%	31	
4410 - Old No 77 Hotel	5177	4543	87.8%	762	0	762	16.8%	6200	12.3%	31	
4411 - Hotel Indigo New Orleans	4092	2765	67.6%	1132	0	1132	40.9%	1643	68.9%	31	
4562 - Hyatt Regency Villa Christina	5487	3953	72.0%	287	0	287	7.3%	1550	18.5%	31	
4600 - Sofitel Washington Dc	7347	6829	92.9%	560	0	560	8.2%	434	129.0%	31	
4601 - Renaissance	9300	8584	92.3%	504	1158	1662	19.4%	16647	10.0%	31	
4602 - Residence Inn Arlington	10075	8943	88.8%	66	1804	1870	20.9%	16647	11.2%	31	
4608 - Westin City Center - Dc	12710	10489	82.5%	1303	0	1303	12.4%	4650	28.0%	31	
4611 - Omni Shoreham Dc	25854	21983	85.0%	3673	0	3673	16.7%	9300	39.5%	31	
4613 - Hyatt Place Arlington	5208	4335	83.2%	1274	0	1274	29.4%	2604	48.9%	31	
Total:	1079969	823773	76.3%	132766	99479	232245	28.2%	717464	32.4%		

Daily Drive in & Occupancy
For 06/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:22:40 AM

Date	Rooms Available #	Occupied #	Occupancy %	3am Cars Valet #	Self #	Total #	Drive in %	Stalls Available #	Occupancy %	# Days Entered	west coast
0160:0161: - Marriott La Jolla	11160	10495	94.0%	1078	3287	4365	41.6%	13800	31.6%	30	29.84%
0176 - Westin Gaslamp Quarter	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	21	
0270:0461: - Wyndham San Diego Bayside	18000	15883	88.2%	697	3994	4691	29.5%	8700	53.9%	30	
0271 - US Grant Hotel Valet	8100	6822	84.2%	2368	0	2368	34.7%	6600	35.9%	30	
0316 - Marriott Vacation Club Pulse	7920	7136	90.1%	2164	1388	3552	49.8%	1350	263.1%	30	
0328 - Westin San Diego	13080	11665	89.2%	1494	0	1494	12.8%	1950	76.6%	30	
0370:0371: - Marriott Marquis & Marina San Diego	40800	37901	92.9%	3485	5340	8825	23.3%	28980	30.5%	30	
0375 - Town & Country Convention	28440	14503	51.0%	0	9693	9693	66.8%	41250	23.5%	30	
0575:0576: - Marriott Mission Valley	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	26	
0674:0675: - Westin Seattle Hotel	26730	24797	92.8%	1636	1325	2961	11.9%	6930	42.7%	30	
0678 - Sheraton Seattle Hotel - Valet	37740	34313	90.9%	2457	0	2457	7.2%	12000	20.5%	30	
1050 - Omni Hotel San Diego	15330	13955	91.0%	2642	0	2642	18.9%	6600	40.0%	30	
1076 - Marriott Gaslamp Quarter SD	9180	8408	91.6%	2592	0	2592	30.8%	6180	41.9%	30	
1159 - Hard Rock Hotel	12600	10725	85.1%	2133	0	2133	19.9%	5700	37.4%	30	
1167:1303: - Hyatt Regency La Jolla Valet	12510	11753	93.9%	1707	3233	4940	42.0%	9000	54.9%	30	
1180 - Hilton SD Bayfront Hotel	35700	35334	99.0%	1652	8324	9976	28.2%	26820	37.2%	30	
1189:1190: - Hilton La Jolla Torrey Pines	11820	11072	93.7%	996	5058	6054	54.7%	16800	36.0%	30	
1196 - The Keating Hotel	1050	0	0.0%	189	0	189	#DIV/0!	750	25.2%	30	
1207 - Indigo Hotel	6300	5979	94.9%	1674	0	1674	28.0%	1950	85.8%	30	
1241:1242: - Grand Hyatt San Diego	48840	43487	89.0%	3648	9416	13064	30.0%	34860	37.5%	30	
1244:1245: - Hyatt Regency Mission Bay	12870	12269	95.3%	1963	3858	5821	47.4%	3000	194.0%	30	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	30	
1325 - Lane Field North Hotel	12000	10243	85.4%	921	4134	5055	49.4%	12420	40.7%	30	
1535 - San Diego Bayside Campus	10920	10100	92.5%	4063	0	4063	40.2%	4860	83.6%	30	
1539 - Pendry San Diego	9510	5434	57.1%	1651	0	1651	30.4%	3240	51.0%	30	
1543 - Hotel Republic	7740	5756	74.4%	1349	0	1349	23.4%	1800	74.9%	30	
1548 - Andaz San Diego	4770	3987	83.6%	917	0	917	23.0%	3000	30.6%	30	
2073 - W La West Beverly Hills	8970	8075	90.0%	2808	0	2808	34.8%	4680	60.0%	30	
2085 - Hyatt Regency Huntington Beach Valet	15510	14059	90.6%	8101	0	8101	57.6%	29700	27.3%	30	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10380	9262	89.2%	811	3103	3914	42.3%	7710	50.8%	30	
2240 - Hampton Inn and Suites La/Santa Monica	4260	3857	90.5%	1457	35	1492	38.7%	3300	45.2%	30	
2241 - Courtyard Santa Monica	4080	3402	83.4%	1407	179	1586	46.6%	2490	63.7%	30	
2514 - Hyatt Regency Newport Beach Valet	12090	11121	92.0%	2747	0	2747	24.7%	5700	48.2%	30	
2515 - Hyatt Regency Newport Beach Self	12090	0	0.0%	0	4158	4158	#DIV/0!	10500	39.6%	30	
2539 - Waterfront Beach Resort Valet	8700	6905	79.4%	4682	0	4682	67.8%	10500	44.6%	30	
2613 - Pasea Hotel and Spa	7500	6040	80.5%	4023	0	4023	66.6%	10770	37.4%	30	
3000 - Hilton Oakland	10860	10030	92.4%	0	4264	4264	42.5%	15000	28.4%	30	
3016 - Oakland Marriott	14670	13380	91.2%	1942	0	1942	14.5%	1200	161.8%	30	
3109 - 900 13th Street - Sacramento	15120	12125	80.2%	0	2543	2543	21.0%	25920	9.8%	30	
3110 - Sheraton Grand Sacramento	15090	13190	87.4%	2113	0	2113	16.0%	2700	78.3%	30	
3151 - Westin Portland	6150	4771	77.6%	1324	0	1324	27.8%	2880	46.0%	30	
3155:3157: - Hotel Deluxe Portland	3840	3719	96.8%	887	200	1087	29.2%	1500	72.5%	30	
3156 - Sentinel	3000	2806	93.5%	809	0	809	28.8%	1800	44.9%	30	
3170 - Embassy Suites Hilton Portland	8280	7609	91.9%	1864	0	1864	24.5%	30000	6.2%	30	
3171 - Embassy Suites Hilton Portland Garage	8280	7334	88.6%	0	841	841	11.5%	8790	9.6%	30	
3216 - Fairmont Olympic Hotel Seattle	13500	12402	91.9%	1647	245	1892	15.3%	3300	57.3%	30	
3219 - The Arctic Club Seattle	3600	3291	91.4%	554	0	554	16.8%	1200	46.2%	30	
3220 - Hotel Lucia	3810	3593	94.3%	669	0	669	18.6%	1050	63.7%	30	
3252 - Hyatt Regency Bellevue	23610	19242	81.5%	1592	1879	3471	18.0%	11820	29.4%	30	
3257 - Westin Bellevue	10170	8181	80.4%	1021	529	1550	18.9%	5070	30.6%	30	
3284 - Hilton Garden Inn Seattle	6660	6247	93.8%	962	0	962	15.4%	1500	64.1%	30	
3285 - W Bellevue	7350	894	12.2%	175	22	197	22.0%	3000	6.6%	30	
3290 - W Seattle	12720	12053	94.8%	1407	0	1407	11.7%	2520	55.8%	30	
3452 - Hyatt Regency Phoenix	20790	12941	62.2%	1000	1092	2092	16.2%	4500	46.5%	30	
3465:3466: - The Phoenician	19500	4125	21.2%	415	0	415	10.1%	18000	2.3%	30	
3585:3587: - Omni Dallas Hotel	30030	22351	74.4%	4940	5191	10131	45.3%	21060	48.1%	30	
3598 - The Stoneleigh	5250	4337	82.6%	1878	0	1878	43.3%	4500	41.7%	30	
3604 - St Regis Hotel	6960	3926	56.4%	1531	0	1531	39.0%	5250	29.2%	30	
3606:3619: - Woodlands Marriott	10290	7875	76.5%	1246	1981	3227	41.0%	3000	107.6%	30	
3621:3622: - Hilton Houston Post Oak	13440	8932	66.5%	1006	2500	3506	39.3%	9780	35.8%	30	
3634 - Embassy Suites Hilton Houston	6550	3333	50.9%	1582	0	1582	47.5%	1750	90.4%	25	
3654 - Hampton Inn and Homewood Suites Houston	9000	5560	61.8%	2776	0	2776	49.9%	4380	63.4%	30	
3718 - Hyatt Regency Dallas	33600	23411	69.7%	5034	0	5034	21.5%	13500	37.3%	30	
3823 - Marriott Courtyard Sa	6600	5348	81.0%	2362	0	2362	44.2%	3750	63.0%	30	
3831:3832: - Grand Hyatt San Antonio	30000	19531	65.1%	2555	3264	5819	29.8%	9990	58.2%	30	
3833 - Marriott Fairfield Inn & Suites	2970	2732	92.0%	1506	0	1506	55.1%	900	167.3%	30	
3834 - Marriott Spring Hill Suites	3540	3240	91.5%	1969	0	1969	60.8%	1650	119.3%	30	
3850 - Hotel Emma	4380	2660	60.7%	1167	0	1167	43.9%	1500	77.8%	30	
4157 - Omni San Francisco	10860	9896	91.1%	1364	0	1364	13.8%	900	151.6%	30	
4184:4267: - Westin Hotel Sfo	11910	11176	93.8%	529	3184	3713	33.2%	7770	47.8%	30	
4186 - Aloft Sfo	7560	6936	91.7%	0	2527	2527	36.4%	14340	17.6%	30	
4252 - Hotel Adagio	5130	5009	97.6%	750	0	750	15.0%	1170	64.1%	30	
4272 - San Francisco Courtyard	5040	4369	86.7%	778	0	778	17.8%	750	103.7%	30	
4277:4278: - San Jose Double Tree	15150	13905	91.8%	749	3380	4129	29.7%	21150	19.5%	30	
4405 - Roosevelt Hotel New Orleans	15120	9618	63.6%	2539	0	2539	26.4%	5160	49.2%	30	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8580	4420	51.5%	1276	0	1276	28.9%	3000	42.5%	30	
4410 - Old No 77 Hotel	5010	4242	84.7%	861	0	861	20.3%	6000	14.4%	30	
4411 - Hotel Indigo New Orleans	3960	2244	56.7%	939	0	939	41.8%	1590	59.1%	30	
4562 - Hyatt Regency Villa Christina	5310	4413	83.1%	375	0	375	8.5%	1500	25.0%	30	
4600 - Sofitel Washington Dc	7110	6164	86.7%	698	0	698	11.3%	420	166.2%	30	
4601 - Renaissance	9000	7628	84.8%	398	1125	1523	20.0%	16110	9.5%	30	
4602 - Residence Inn Arlington	9750	7892	80.9%	79	2048	2127	27.0%	16110	13.2%	30	
4608 - Westin City Center - Dc	12300	11949	97.1%	1483	0	1483	12.4%	4500	33.0%	30	
4611 - Omni Shoreham Dc	25020	21493	85.9%	2908	0	2908	13.5%	9000	32.3%	30	
4613 - Hyatt Place Arlington	5040	4353	86.4%	1135	0	1135	26.1%	2520	45.0%	30	
Total:	1018150	821614	80.7%	134306	103340	237646	28.9%	678640	35.0%		

Daily Drive in & Occupancy
For 07/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:23:41 AM

	Rooms			3am Cars				Stalls		#	
Date	Available	Occupied	Occupancy	Valet	Self	Total	Drive in	Available	Occupancy	Days	
	#	#	%	#	#	#	%	#	%	Entered	west coast
0160:0161: - Marriott La Jolla	11532	10812	93.8%	1460	4454	5914	54.7%	14260	41.5%	31	31.54%
0270:0461: - Wyndham San Diego Bayside	18600	17049	91.7%	1046	6369	7415	43.5%	8990	82.5%	31	
0271 - US Grant Hotel Valet	8370	7865	94.0%	2669	0	2669	33.9%	6820	39.1%	31	
0316 - Marriott Vacation Club Pulse	8184	7849	95.9%	2649	1523	4172	53.2%	1395	299.1%	31	
0328 - Westin San Diego	13516	12196	90.2%	2078	0	2078	17.0%	2015	103.1%	31	
0370:0371: - Marriott Marquis & Marina San Diego	42160	37913	89.9%	5996	8379	14375	37.9%	29946	48.0%	31	
0375 - Town & Country Convention	29388	19303	65.7%	0	14076	14076	72.9%	42625	33.0%	31	
0575:0576: - Marriott Mission Valley	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	3	
0674:0675: - Westin Seattle Hotel	27621	25603	92.7%	2366	2152	4518	17.6%	7161	63.1%	31	
0678 - Sheraton Seattle Hotel - Valet	38998	35119	90.1%	3498	0	3498	10.0%	12400	28.2%	31	
1050 - Omni Hotel San Diego	15841	14134	89.2%	3747	0	3747	26.5%	6820	54.9%	31	
1076 - Marriott Gaslamp Quarter SD	9486	8437	88.9%	3052	0	3052	36.2%	6386	47.8%	31	
1159 - Hard Rock Hotel	13020	10654	81.8%	3347	0	3347	31.4%	5890	56.8%	31	
1167:1303: - Hyatt Regency La Jolla Valet	12927	11476	88.8%	1941	3741	5682	49.5%	9300	61.1%	31	
1180 - Hilton SD Bayfront Hotel	36890	35585	96.5%	2813	12930	15743	44.2%	27714	56.8%	31	
1189:1190: - Hilton La Jolla Torrey Pines	12214	11305	92.6%	1280	5734	7014	62.0%	17360	40.4%	31	
1196 - The Keating Hotel	1085	0	0.0%	207	0	207	#DIV/0!	775	26.7%	31	
1207 - Indigo Hotel	6510	6234	95.8%	2162	0	2162	34.7%	2015	107.3%	31	
1241:1242: - Grand Hyatt San Diego	50468	47109	93.3%	5344	12846	18190	38.6%	36022	50.5%	31	
1244:1245: - Hyatt Regency Mission Bay	13299	12816	96.4%	3002	5432	8434	65.8%	3100	272.1%	31	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	31	
1325 - Lane Field North Hotel	12400	11386	91.8%	1110	5444	6554	57.6%	12834	51.1%	31	
1535 - San Diego Bayside Campus	11284	10500	93.1%	4374	0	4374	41.7%	5022	87.1%	31	
1539 - Pendry San Diego	9827	7375	75.0%	2430	3	2433	33.0%	3348	72.7%	31	
1543 - Hotel Republic	7998	6946	86.8%	1828	0	1828	26.3%	1860	98.3%	31	
1548 - Andaz San Diego	4929	4396	89.2%	1267	0	1267	28.8%	3100	40.9%	31	
2073 - W La West Beverly Hills	9269	8284	89.4%	3359	0	3359	40.5%	4836	69.5%	31	
2085 - Hyatt Regency Huntington Beach Valet	16027	15011	93.7%	10870	0	10870	72.4%	30690	35.4%	31	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10726	9519	88.7%	985	3793	4778	50.2%	7967	60.0%	31	
2240 - Hampton Inn and Suites La/Santa Monica	4402	3900	88.6%	1804	0	1804	46.3%	3410	52.9%	31	
2241 - Courtyard Santa Monica	4216	3771	89.4%	1702	0	1702	45.1%	2573	66.1%	31	
2514 - Hyatt Regency Newport Beach Valet	12493	11559	92.5%	3016	0	3016	26.1%	5890	51.2%	31	
2515 - Hyatt Regency Newport Beach Self	12493	0	0.0%	0	4472	4472	#DIV/0!	10850	41.2%	31	
2539 - Waterfront Beach Resort Valet	8990	7888	87.7%	5848	0	5848	74.1%	10850	53.9%	31	
2613 - Pasea Hotel and Spa	7750	6333	81.7%	4267	0	4267	67.4%	11129	38.3%	31	
3000 - Hilton Oakland	11222	10491	93.5%	0	4349	4349	41.5%	15500	28.1%	31	
3016 - Oakland Marriott	15159	12860	84.8%	2036	0	2036	15.8%	1240	164.2%	31	
3109 - 900 13th Street - Sacramento	15624	11103	71.1%	0	2653	2653	23.9%	26784	9.9%	31	
3110 - Sheraton Grand Sacramento	15593	10947	70.2%	1822	0	1822	16.6%	2790	65.3%	31	
3170 - Embassy Suites Hilton Portland	8556	8088	94.5%	2221	0	2221	27.5%	31000	7.2%	31	
3171 - Embassy Suites Hilton Portland Garage	8556	7748	90.6%	0	841	841	10.9%	9083	9.3%	31	
3183:3184: - Hotel Deluxe Portland	3968	3749	94.5%	1009	251	1260	33.6%	1550	81.3%	31	
3185 - Sentinel Hotel	3100	2840	91.6%	780	0	780	27.5%	1860	41.9%	31	
3186 - Hotel Lucia	3937	3642	92.5%	615	0	615	16.9%	1085	56.7%	31	
3187 - Hotel Dossier	6355	6013	94.6%	1702	0	1702	28.3%	2976	57.2%	31	
3216 - Fairmont Olympic Hotel Seattle	13950	12108	86.8%	2085	92	2177	18.0%	3410	63.8%	31	
3219 - The Arctic Club Seattle	3720	3199	86.0%	557	0	557	17.4%	1240	44.9%	31	
3252 - Hyatt Regency Bellevue	24397	18745	76.8%	1575	1580	3155	16.8%	12214	25.8%	31	
3257 - Westin Bellevue	10509	7400	70.4%	1093	486	1579	21.3%	5239	30.1%	31	
3284 - Hilton Garden Inn Seattle	6882	6063	88.1%	1360	0	1360	22.4%	1550	87.7%	31	
3285 - W Bellevue	7595	2895	38.1%	485	231	716	24.7%	3100	23.1%	31	
3290 - W Seattle	13144	12260	93.3%	1506	0	1506	12.3%	2604	57.8%	31	
3452 - Hyatt Regency Phoenix	21483	11164	52.0%	1123	1123	2246	20.1%	4650	48.3%	31	
3465:3466: - The Phoenician	20150	3879	19.3%	309	1	310	8.0%	18600	1.7%	31	
3585:3587: - Omni Dallas Hotel	15015	8222	54.8%	2219	2256	4475	54.4%	10530	42.5%	15	
3598 - The Stoneleigh	5425	4212	77.6%	1834	0	1834	43.5%	4650	39.4%	31	
3604 - St Regis Hotel	7192	3601	50.1%	1416	44	1460	40.5%	5425	26.9%	31	
3606:3619: - Woodlands Marriott	10633	6396	60.2%	1163	1939	3102	48.5%	3100	100.1%	31	
3621:3622: - Hilton Houston Post Oak	13888	8604	62.0%	1017	2887	3904	45.4%	10106	38.6%	31	
3634 - Embassy Suites Hilton Houston	8122	4381	53.9%	2097	0	2097	47.9%	2170	96.6%	31	
3654 - Hampton Inn and Homewood Suites Houston	9300	4778	51.4%	2561	32	2593	54.3%	4526	57.3%	31	
3718 - Hyatt Regency Dallas	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	31	
3823 - Marriott Courtyard Sa	6820	5670	83.1%	3144	0	3144	55.4%	3875	81.1%	31	
3831:3832: - Grand Hyatt San Antonio	31000	23258	75.0%	3848	7134	10982	47.2%	10323	106.4%	31	
3833 - Marriott Fairfield Inn & Suites	3069	2737	89.2%	1893	0	1893	69.2%	930	203.5%	31	
3834 - Marriott Spring Hill Suites	3658	3402	93.0%	2197	0	2197	64.6%	1705	128.9%	31	
3850 - Hotel Emma	4526	2211	48.9%	1148	0	1148	51.9%	1550	74.1%	31	
4157 - Omni San Francisco	11222	10511	93.7%	1508	0	1508	14.3%	930	162.2%	31	
4184:4267: - Westin Hotel Sfo	12307	11213	91.1%	644	3462	4106	36.6%	8029	51.1%	31	
4186 - Aloft Sfo	7812	7187	92.0%	0	2803	2803	39.0%	14818	18.9%	31	
4252 - Hotel Adagio	5301	5088	96.0%	774	26	800	15.7%	1209	66.2%	31	
4272 - San Francisco Courtyard	5208	4025	77.3%	740	0	740	18.4%	775	95.5%	31	
4277:4278: - San Jose Double Tree	15655	12823	81.9%	708	4147	4855	37.9%	21855	22.2%	31	
4405 - Roosevelt Hotel New Orleans	15624	9115	58.3%	3040	0	3040	33.4%	5332	57.0%	31	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8866	4614	52.0%	1474	0	1474	31.9%	3100	47.5%	31	
4410 - Old No 77 Hotel	5177	3483	67.3%	918	0	918	26.4%	6200	14.8%	31	
4411 - Hotel Indigo New Orleans	4092	2674	65.3%	1224	0	1224	45.8%	1643	74.5%	31	
4562 - Hyatt Regency Villa Christina	5487	4551	82.9%	337	0	337	7.4%	1550	21.7%	31	
4600 - Sofitel Washington Dc	7347	6390	87.0%	799	0	799	12.5%	434	184.1%	31	
4601 - Renaissance	9300	8322	89.5%	505	1376	1881	22.6%	16647	11.3%	31	
4602 - Residence Inn Arlington	10075	9007	89.4%	86	2262	2348	26.1%	16647	14.1%	31	
4608 - Westin City Center - Dc	12710	11397	89.7%	1663	0	1663	14.6%	4650	35.8%	31	
4611 - Omni Shoreham Dc	25854	22354	86.5%	4461	0	4461	20.0%	9300	48.0%	31	
4613 - Hyatt Place Arlington	5208	4061	78.0%	1318	0	1318	32.5%	2604	50.6%	31	
Total:	1002706	807808	80.6%	156531	131323	287854	35.6%	676441	42.6%		

Daily Drive in & Occupancy
For 08/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:27:35 AM

Date	Rooms Available	Occupied	Occupancy	3am Cars Valet	Self	Total	Drive in	Stalls Available	Occupancy	# Days	
	#	#	%	#	#	#	%	#	%	Entered	west coast
0160:0161: - Marriott La Jolla	11532	10477	90.9%	1179	4532	5711	54.5%	14260	40.0%	31	33.68%
0270:0461: - Wyndham San Diego Bayside	18600	17078	91.8%	611	5159	5770	33.8%	8990	64.2%	31	
0271 - US Grant Hotel Valet	8370	7581	90.6%	2627	0	2627	34.7%	6820	38.5%	31	
0316 - Marriott Vacation Club Pulse	8184	7388	90.3%	2438	1376	3814	51.6%	1395	273.4%	31	
0328 - Westin San Diego	13516	12810	94.8%	1868	0	1868	14.6%	2015	92.7%	31	
0370:0371: - Marriott Marquis & Marina San Diego	42160	35974	85.3%	4080	6457	10537	29.3%	29946	35.2%	31	
0375 - Town & Country Convention	29388	15176	51.6%	0	10185	10185	67.1%	42625	23.9%	31	
0674:0675: - Westin Seattle Hotel	27621	26558	96.2%	2131	1744	3875	14.6%	7161	54.1%	31	
0678 - Sheraton Seattle Hotel - Valet	38998	36073	92.5%	3646	0	3646	10.1%	12400	29.4%	31	
1050 - Omni Hotel San Diego	15841	14108	89.1%	2808	0	2808	19.9%	6820	41.2%	31	
1076 - Marriott Gaslamp Quarter SD	9486	8469	89.3%	2591	0	2591	30.6%	6386	40.6%	31	
1159 - Hard Rock Hotel	13020	9878	75.9%	2242	0	2242	22.7%	5890	38.1%	31	
1167:1303: - Hyatt Regency La Jolla Valet	12927	11381	88.0%	2137	3891	6028	53.0%	9300	64.8%	31	
1180 - Hilton SD Bayfront Hotel	36890	35992	97.6%	1815	10025	11840	32.9%	27714	42.7%	31	
1189:1190: - Hilton La Jolla Torrey Pines	12214	11057	90.5%	1130	5300	6430	58.2%	17360	37.0%	31	
1196 - The Keating Hotel	1085	0	0.0%	237	0	237	#DIV/0!	775	30.6%	31	
1207 - Indigo Hotel	6510	6042	92.8%	1903	0	1903	31.5%	2015	94.4%	31	
1241:1242: - Grand Hyatt San Diego	50468	44781	88.7%	2991	8228	11219	25.1%	36022	31.1%	31	
1244:1245: - Hyatt Regency Mission Bay	13299	12729	95.7%	3404	5228	8632	67.8%	3100	278.5%	31	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	31	
1325 - Lane Field North Hotel	12400	11328	91.4%	1147	4958	6105	53.9%	12834	47.6%	31	
1535 - San Diego Bayside Campus	11284	10233	90.7%	4353	150	4503	44.0%	5022	89.7%	31	
1539 - Pendry San Diego	9827	6930	70.5%	1968	0	1968	28.4%	3348	58.8%	31	
1543 - Hotel Republic	7998	6925	86.6%	1798	0	1798	26.0%	1860	96.7%	31	
1548 - Andaz San Diego	4929	4320	87.6%	1126	0	1126	26.1%	3100	36.3%	31	
2073 - W La West Beverly Hills	9269	8480	91.5%	3139	0	3139	37.0%	4836	64.9%	31	
2085 - Hyatt Regency Huntington Beach Valet	16027	14708	91.8%	9924	0	9924	67.5%	30690	32.3%	31	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10726	9919	92.5%	847	3635	4482	45.2%	7967	56.3%	31	
2240 - Hampton Inn and Suites La/Santa Monica	4402	4304	97.8%	1463	45	1508	35.0%	3410	44.2%	31	
2241 - Courtyard Santa Monica	4216	4082	96.8%	1521	0	1521	37.3%	2573	59.1%	31	
2514 - Hyatt Regency Newport Beach Valet	12493	11563	92.6%	2776	0	2776	24.0%	5890	47.1%	31	
2515 - Hyatt Regency Newport Beach Self	12493	0	0.0%	0	4226	4226	#DIV/0!	10850	38.9%	31	
2539 - Waterfront Beach Resort Valet	8990	6698	74.5%	4527	0	4527	67.6%	10850	41.7%	31	
2613 - Pasea Hotel and Spa	7750	5963	76.9%	4020	0	4020	67.4%	11129	36.1%	31	
3000 - Hilton Oakland	11222	10180	90.7%	0	4476	4476	44.0%	15500	28.9%	31	
3016 - Oakland Marriott	15159	13790	91.0%	2089	0	2089	15.1%	1240	168.5%	31	
3109 - 900 13th Street - Sacramento	15624	12036	77.0%	0	3122	3122	25.9%	26784	11.7%	31	
3110 - Sheraton Grand Sacramento	15593	12605	80.8%	2179	0	2179	17.3%	2790	78.1%	31	
3170 - Embassy Suites Hilton Portland	8556	8388	98.0%	2008	0	2008	23.9%	31000	6.5%	31	
3171 - Embassy Suites Hilton Portland Garage	8556	8388	98.0%	0	1023	1023	12.2%	9083	11.3%	31	
3183:3184: - Hotel Deluxe Portland	3968	3855	97.2%	1036	333	1369	35.5%	1550	88.3%	31	
3185 - Sentinel Hotel	3100	2852	92.0%	852	0	852	29.9%	1860	45.8%	31	
3186 - Hotel Lucia	3937	3694	93.8%	745	0	745	20.2%	1085	68.7%	31	
3187 - Hotel Dossier	6355	4913	77.3%	1430	0	1430	29.1%	2976	48.1%	31	
3216 - Fairmont Olympic Hotel Seattle	13950	13256	95.0%	2128	100	2228	16.8%	3410	65.3%	31	
3219 - The Arctic Club Seattle	3720	3538	95.1%	645	0	645	18.2%	1240	52.0%	31	
3252 - Hyatt Regency Bellevue	24397	20064	82.2%	1670	1963	3633	18.1%	12214	29.7%	31	
3257 - Westin Bellevue	10509	7429	70.7%	1225	574	1799	24.2%	5239	34.3%	31	
3284 - Hilton Garden Inn Seattle	6882	6451	93.7%	1233	0	1233	19.1%	1550	79.5%	31	
3285 - W Bellevue	7595	3390	44.6%	521	266	787	23.2%	3100	25.4%	31	
3290 - W Seattle	13144	12239	93.1%	1248	0	1248	10.2%	2604	47.9%	31	
3452 - Hyatt Regency Phoenix	21483	11586	53.9%	1274	1482	2756	23.8%	4650	59.3%	31	
3465:3466: - The Phoenician	20150	5225	25.9%	244	0	244	4.7%	18600	1.3%	31	
3598 - The Stoneleigh	5425	4170	76.9%	1797	0	1797	43.1%	4650	38.6%	31	
3604 - St Regis Hotel	7192	3522	49.0%	1277	0	1277	36.3%	5425	23.5%	31	
3606:3619: - Woodlands Marriott	10633	6414	60.3%	1142	1907	3049	47.5%	3100	98.4%	31	
3621:3622: - Hilton Houston Post Oak	13888	9556	68.8%	851	2630	3481	36.4%	10106	34.4%	31	
3634 - Embassy Suites Hilton Houston	8122	3809	46.9%	1730	730	2460	64.6%	2170	113.4%	31	
3654 - Hampton Inn and Homewood Suites Houston	9300	4628	49.8%	2342	0	2342	50.6%	4526	51.7%	31	
3823 - Marriott Courtyard Sa	6820	4592	67.3%	2292	0	2292	49.9%	3875	59.1%	31	
3831:3832: - Grand Hyatt San Antonio	31000	18082	58.3%	2299	4508	6807	37.6%	10323	65.9%	31	
3833 - Marriott Fairfield Inn & Suites	3069	2226	72.5%	1517	0	1517	68.1%	930	163.1%	31	
3834 - Marriott Spring Hill Suites	3658	2597	71.0%	1649	0	1649	63.5%	1705	96.7%	31	
3850 - Hotel Emma	4526	2613	57.7%	924	0	924	35.4%	1550	59.6%	31	
4157 - Omni San Francisco	11222	10042	89.5%	1266	0	1266	12.6%	930	136.1%	31	
4184:4267: - Westin Hotel Sfo	12307	11760	95.6%	473	3651	4124	35.1%	8029	51.4%	31	
4186 - Aloft Sfo	7812	7597	97.2%	0	2930	2930	38.6%	14818	19.8%	31	
4252 - Hotel Adagio	5301	5184	97.8%	887	111	998	19.3%	1209	82.5%	31	
4272 - San Francisco Courtyard	5208	4872	93.5%	953	46	999	20.5%	775	128.9%	31	
4277:4278: - San Jose Double Tree	15655	13987	89.3%	644	2745	3389	24.2%	21855	15.5%	31	
4405 - Roosevelt Hotel New Orleans	15624	9665	61.9%	2893	0	2893	29.9%	5332	54.3%	31	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8866	3339	37.7%	833	0	833	24.9%	3100	26.9%	31	
4410 - Old No 77 Hotel	5177	2664	51.5%	696	0	696	26.1%	6200	11.2%	31	
4411 - Hotel Indigo New Orleans	4092	2259	55.2%	1161	0	1161	51.4%	1643	70.7%	31	
4562 - Hyatt Regency Villa Christina	5487	3915	71.4%	219	0	219	5.6%	1550	14.1%	31	
4600 - Sofitel Washington Dc	7347	6066	82.6%	712	0	712	11.7%	434	164.1%	31	
4601 - Renaissance	9300	7683	82.6%	421	1283	1704	22.2%	16647	10.2%	31	
4602 - Residence Inn Arlington	10075	8049	79.9%	62	2503	2565	31.9%	16647	15.4%	31	
4608 - Westin City Center - Dc	12710	10204	80.3%	1618	0	1618	15.9%	4650	34.8%	31	
4611 - Omni Shoreham Dc	25854	19827	76.7%	5749	0	5749	29.0%	9300	61.8%	31	
4613 - Hyatt Place Arlington	5208	4063	78.0%	1301	0	1301	32.0%	2604	50.0%	31	
Total:	987691	786269	79.6%	136682	111522	248204	31.6%	665911	37.3%		

Daily Drive in & Occupancy
For 09/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:29:10 AM

Date	Rooms Available #	Occupied #	Occupancy %	3am Cars Valet #	Self #	Total #	Drive in %	Stalls Available #	Occupancy %	# Days Entered	west coast
0160:0161: - Marriott La Jolla	11160	9138	81.9%	991	3814	4805	52.6%	13800	34.8%	30	31.74%
0270:0461: - Wyndham San Diego Bayside	18000	15501	86.1%	736	4416	5152	33.2%	8700	59.2%	30	
0271 - US Grant Hotel Valet	8100	7111	87.8%	2216	0	2216	31.2%	6600	33.6%	30	
0316 - Marriott Vacation Club Pulse	7920	6532	82.5%	2051	1026	3077	47.1%	1350	227.9%	30	
0328 - Westin San Diego	13080	11466	87.7%	1411	0	1411	12.3%	1950	72.4%	30	
0370:0371: - Marriott Marquis & Marina San Diego	40800	35194	86.3%	3799	5431	9230	26.2%	28980	31.8%	30	
0375 - Town & Country Convention	28440	10997	38.7%	0	7877	7877	71.6%	41250	19.1%	30	
0674:0675: - Westin Seattle Hotel	26730	24245	90.7%	1879	1371	3250	13.4%	6930	46.9%	30	
0678 - Sheraton Seattle Hotel - Valet	37740	34935	92.6%	3184	0	3184	9.1%	12000	26.5%	30	
1050 - Omni Hotel San Diego	15330	13285	86.7%	2417	0	2417	18.2%	6600	36.6%	30	
1076 - Marriott Gaslamp Quarter SD	9180	7956	86.7%	2263	0	2263	28.4%	6180	36.6%	30	
1159 - Hard Rock Hotel	12600	9892	78.5%	1980	0	1980	20.0%	5700	34.7%	30	
1167:1303: - Hyatt Regency La Jolla Valet	12510	11491	91.9%	1498	3406	4904	42.7%	9000	54.5%	30	
1180 - Hilton SD Bayfront Hotel	35700	33651	94.3%	1529	7204	8733	26.0%	26820	32.6%	30	
1189:1190: - Hilton La Jolla Torrey Pines	11820	10528	89.1%	896	4194	5090	48.3%	16800	30.3%	30	
1196 - The Keating Hotel	1050	0	0.0%	197	0	197	#DIV/0!	750	26.3%	30	
1207 - Indigo Hotel	6300	5738	91.1%	1636	0	1636	28.5%	1950	83.9%	30	
1241:1242: - Grand Hyatt San Diego	48840	37293	76.4%	3643	8359	12002	32.2%	34860	34.4%	30	
1244:1245: - Hyatt Regency Mission Bay	12870	11267	87.5%	2128	4272	6400	56.8%	3000	213.3%	30	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	30	
1325 - Lane Field North Hotel	12000	10483	87.4%	1010	4462	5472	52.2%	12420	44.1%	30	
1535 - San Diego Bayside Campus	10920	9778	89.5%	3587	125	3712	38.0%	4860	76.4%	30	
1539 - Pendry San Diego	9510	5982	62.9%	1769	0	1769	29.6%	3240	54.6%	30	
1543 - Hotel Republic	7740	6121	79.1%	1667	0	1667	27.2%	1800	92.6%	30	
1548 - Andaz San Diego	4770	4228	88.6%	1097	0	1097	25.9%	3000	36.6%	30	
2073 - W La West Beverly Hills	8970	7767	86.6%	2590	0	2590	33.3%	4680	55.3%	30	
2085 - Hyatt Regency Huntington Beach Valet	15510	13520	87.2%	7130	0	7130	52.7%	29700	24.0%	30	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10380	9059	87.3%	739	3103	3842	42.4%	7710	49.8%	30	
2240 - Hampton Inn and Suites La/Santa Monica	4260	4016	94.3%	1187	0	1187	29.6%	3300	36.0%	30	
2241 - Courtyard Santa Monica	4080	3724	91.3%	1291	0	1291	34.7%	2490	51.8%	30	
2514 - Hyatt Regency Newport Beach Valet	12090	10815	89.5%	2414	0	2414	22.3%	5700	42.4%	30	
2515 - Hyatt Regency Newport Beach Self	12090	0	0.0%	0	4001	4001	#DIV/0!	10500	38.1%	30	
2539 - Waterfront Beach Resort Valet	8700	6644	76.4%	4409	0	4409	66.4%	10500	42.0%	30	
2613 - Pasea Hotel and Spa	7500	6005	80.1%	3490	0	3490	58.1%	10770	32.4%	30	
3000 - Hilton Oakland	10860	9450	87.0%	0	4383	4383	46.4%	15000	29.2%	30	
3016 - Oakland Marriott	14670	12735	86.8%	1806	0	1806	14.2%	1200	150.5%	30	
3109 - 900 13th Street - Sacramento	15120	9389	62.1%	0	3293	3293	35.1%	25920	12.7%	30	
3110 - Sheraton Grand Sacramento	15090	13216	87.6%	2330	0	2330	17.6%	2700	86.3%	30	
3170 - Embassy Suites Hilton Portland	8280	7746	93.6%	1834	0	1834	23.7%	30000	6.1%	30	
3171 - Embassy Suites Hilton Portland Garage	8280	7746	93.6%	0	937	937	12.1%	8790	10.7%	30	
3183:3184: - Hotel Deluxe Portland	3840	3579	93.2%	841	344	1185	33.1%	1500	79.0%	30	
3185 - Sentinel Hotel	3000	2720	90.7%	649	0	649	23.9%	1800	36.1%	30	
3186 - Hotel Lucia	3810	3348	87.9%	704	0	704	21.0%	1050	67.0%	30	
3187 - Hotel Dossier	6150	3989	64.9%	1017	0	1017	25.5%	2880	35.3%	30	
3216 - Fairmont Olympic Hotel Seattle	13500	12182	90.2%	1893	46	1939	15.9%	3300	58.8%	30	
3219 - The Arctic Club Seattle	3600	3122	86.7%	621	0	621	19.9%	1200	51.8%	30	
3252 - Hyatt Regency Bellevue	23610	19290	81.7%	1668	1310	2978	15.4%	11820	25.2%	30	
3257 - Westin Bellevue	10170	8268	81.3%	948	484	1432	17.3%	5070	28.2%	30	
3284 - Hilton Garden Inn Seattle	6660	6033	90.6%	1196	0	1196	19.8%	1500	79.7%	30	
3285 - W Bellevue	7350	3431	46.7%	569	180	749	21.8%	3000	25.0%	30	
3290 - W Seattle	12720	11598	91.2%	1456	0	1456	12.6%	2520	57.8%	30	
3452 - Hyatt Regency Phoenix	20790	10823	52.1%	869	599	1468	13.6%	4500	32.6%	30	
3465:3466: - The Phoenician	19500	5379	27.6%	327	16	343	6.4%	18000	1.9%	30	
3598 - The Stoneleigh	5250	4258	81.1%	1416	334	1750	41.1%	4500	38.9%	30	
3604 - St Regis Hotel	6960	3852	55.3%	1927	0	1927	50.0%	5250	36.7%	30	
3606:3619: - Woodlands Marriott	10290	7975	77.5%	1412	1749	3161	39.6%	3000	105.4%	30	
3621:3622: - Hilton Houston Post Oak	13440	10124	75.3%	1306	3770	5076	50.1%	9780	51.9%	30	
3634 - Embassy Suites Hilton Houston	7860	5162	65.7%	2000	2000	4000	77.5%	2100	190.5%	30	
3654 - Hampton Inn and Homewood Suites Houston	9000	7664	85.2%	3620	0	3620	47.2%	4380	82.6%	30	
3823 - Marriott Courtyard Sa	6600	3960	60.0%	1603	0	1603	40.5%	3750	42.7%	30	
3831:3832: - Grand Hyatt San Antonio	24690	17702	71.7%	2023	3248	5271	29.8%	9990	52.8%	30	
3833 - Marriott Fairfield Inn & Suites	2970	2044	68.8%	965	0	965	47.2%	900	107.2%	30	
3834 - Marriott Spring Hill Suites	3540	2373	67.0%	1322	0	1322	55.7%	1650	80.1%	30	
3850 - Hotel Emma	4380	2354	53.7%	1100	0	1100	46.7%	1500	73.3%	30	
4157 - Omni San Francisco	10860	9563	88.1%	1159	0	1159	12.1%	900	128.8%	30	
4184:4267: - Westin Hotel Sfo	11910	11580	97.2%	502	3361	3863	33.4%	7770	49.7%	30	
4186 - Aloft Sfo	7560	7399	97.9%	0	2574	2574	34.8%	14340	17.9%	30	
4252 - Hotel Adagio	5130	4909	95.7%	743	0	743	15.1%	1170	63.5%	30	
4272 - San Francisco Courtyard	3528	3097	87.8%	407	162	569	18.4%	525	108.4%	21	
4277:4278: - San Jose Double Tree	15150	12316	81.3%	898	3213	4111	33.4%	21150	19.4%	30	
4405 - Roosevelt Hotel New Orleans	15120	10851	71.8%	2693	0	2693	24.8%	5160	52.2%	30	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8580	3327	38.8%	917	0	917	27.6%	3000	30.6%	30	
4410 - Old No 77 Hotel	5010	3824	76.3%	793	0	793	20.7%	6000	13.2%	30	
4411 - Hotel Indigo New Orleans	3960	2457	62.0%	1028	0	1028	41.8%	1590	64.7%	30	
4412 - Doubletree New Orleans	11010	5064	46.0%	1530	0	1530	30.2%	3000	51.0%	30	
4562 - Hyatt Regency Villa Christina	5310	4245	79.9%	462	0	462	10.9%	1500	30.8%	30	
4600 - Sofitel Washington Dc	7110	5531	77.8%	559	0	559	10.1%	420	133.1%	30	
4601 - Renaissance	9000	7001	77.8%	595	1495	2090	29.9%	16110	13.0%	30	
4602 - Residence Inn Arlington	9750	7871	80.7%	82	2132	2214	28.1%	16110	13.7%	30	
4608 - Westin City Center - Dc	12300	7804	63.4%	1348	0	1348	17.3%	4500	30.0%	30	
4611 - Omni Shoreham Dc	25020	19377	77.4%	2452	0	2452	12.7%	9000	27.2%	30	
4613 - Hyatt Place Arlington	5040	3894	77.3%	897	0	897	23.0%	2520	35.6%	30	
Total:	960018	745984	77.7%	121321	98691	220012	29.5%	647205	34.0%		

Daily Drive in & Occupancy
For 10/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:30:09 AM

Date	Rooms Available #	Occupied #	Occupancy %	3am Cars Valet #	Self #	Total #	Drive in %	Stalls Available #	Occupancy %	# Days Entered	west coast
0160:0161: - Marriott La Jolla	11532	9641	83.6%	1050	3391	4441	46.1%	14260	31.1%	31	28.37%
0270:0461: - Wyndham San Diego Bayside	18600	15333	82.4%	627	3880	4507	29.4%	8990	50.1%	31	
0271 - US Grant Hotel Valet	8370	6992	83.5%	2028	0	2028	29.0%	6820	29.7%	31	
0316 - Marriott Vacation Club Pulse	8184	6801	83.1%	1852	988	2840	41.8%	1395	203.6%	31	
0328 - Westin San Diego	13516	11749	86.9%	1339	0	1339	11.4%	2015	66.5%	31	
0370:0371: - Marriott Marquis & Marina San Diego	42160	39274	93.2%	3745	5268	9013	22.9%	29946	30.1%	31	
0375 - Town & Country Convention	29388	12935	44.0%	0	5109	5109	39.5%	42625	12.0%	31	
0674:0675: - Westin Seattle Hotel	27621	23822	86.2%	1875	1302	3177	13.3%	7161	44.4%	31	
0678 - Sheraton Seattle Hotel - Valet	38998	33452	85.8%	2726	0	2726	8.1%	12400	22.0%	31	
1050 - Omni Hotel San Diego	15841	12826	81.0%	1657	0	1657	12.9%	6820	24.3%	31	
1076 - Marriott Gaslamp Quarter SD	9486	8109	85.5%	1755	0	1755	21.6%	6386	27.5%	31	
1159 - Hard Rock Hotel	13020	10574	81.2%	1619	0	1619	15.3%	5890	27.5%	31	
1167:1303: - Hyatt Regency La Jolla Valet	12927	11194	86.6%	1496	3195	4691	41.9%	9300	50.4%	31	
1180 - Hilton SD Bayfront Hotel	36890	34622	93.9%	1243	5428	6671	19.3%	27714	24.1%	31	
1189:1190: - Hilton La Jolla Torrey Pines	12214	10282	84.2%	702	3641	4343	42.2%	17360	25.0%	31	
1196 - The Keating Hotel	1085	0	0.0%	260	0	260	#DIV/0!	775	33.5%	31	
1207 - Indigo Hotel	6510	5815	89.3%	1281	0	1281	22.0%	2015	63.6%	31	
1241:1242: - Grand Hyatt San Diego	50468	42336	83.9%	2771	6155	8926	21.1%	36022	24.8%	31	
1244:1245: - Hyatt Regency Mission Bay	13299	10083	75.8%	1818	4233	6051	60.0%	3100	195.2%	31	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	31	
1325 - Lane Field North Hotel	12400	10570	85.2%	1042	3846	4888	46.2%	12834	38.1%	31	
1535 - San Diego Bayside Campus	11284	9373	83.1%	3667	124	3791	40.4%	5022	75.5%	31	
1539 - Pendry San Diego	9827	7083	72.1%	1720	0	1720	24.3%	3348	51.4%	31	
1543 - Hotel Republic	7998	6253	78.2%	1380	0	1380	22.1%	1860	74.2%	31	
1548 - Andaz San Diego	4929	4348	88.2%	1013	0	1013	23.3%	3100	32.7%	31	
2073 - W La West Beverly Hills	9269	7920	85.4%	2657	0	2657	33.5%	4836	54.9%	31	
2085 - Hyatt Regency Huntington Beach Valet	16027	14173	88.4%	6667	0	6667	47.0%	30690	21.7%	31	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10726	9497	88.5%	868	3232	4100	43.2%	7967	51.5%	31	
2240 - Hampton Inn and Suites La/Santa Monica	4402	4033	91.6%	1296	0	1296	32.1%	3410	38.0%	31	
2241 - Courtyard Santa Monica	4216	3916	92.9%	1234	0	1234	31.5%	2573	48.0%	31	
2514 - Hyatt Regency Newport Beach Valet	12493	10037	80.3%	2244	0	2244	22.4%	5890	38.1%	31	
2515 - Hyatt Regency Newport Beach Self	12493	0	0.0%	0	3282	3282	#DIV/0!	10850	30.2%	31	
2539 - Waterfront Beach Resort Valet	8990	6715	74.7%	4198	0	4198	62.5%	10850	38.7%	31	
2613 - Pasea Hotel and Spa	7750	6295	81.2%	3728	0	3728	59.2%	11129	33.5%	31	
3000 - Hilton Oakland	11222	9903	88.2%	0	3789	3789	38.3%	15500	24.4%	31	
3016 - Oakland Marriott	15159	13594	89.7%	1552	0	1552	11.4%	1240	125.2%	31	
3109 - 900 13th Street - Sacramento	15624	12315	78.8%	0	3197	3197	26.0%	26784	11.9%	31	
3110 - Sheraton Grand Sacramento	15593	13264	85.1%	2390	0	2390	18.0%	2790	85.7%	31	
3170 - Embassy Suites Hilton Portland	8556	7847	91.7%	1750	0	1750	22.3%	31000	5.6%	31	
3171 - Embassy Suites Hilton Portland Garage	8556	7325	85.6%	0	757	757	10.3%	9083	8.3%	31	
3183:3184: - Hotel Deluxe Portland	3968	3620	91.2%	810	261	1071	29.6%	1550	69.1%	31	
3185 - Sentinel Hotel	3100	2707	87.3%	686	0	686	25.3%	1860	36.9%	31	
3186 - Hotel Lucia	3937	3324	84.4%	535	0	535	16.1%	1085	49.3%	31	
3187 - Hotel Dossier	6355	4135	65.1%	1022	0	1022	24.7%	2976	34.3%	31	
3216 - Fairmont Olympic Hotel Seattle	13950	12847	92.1%	2062	71	2133	16.6%	3410	62.6%	31	
3219 - The Arctic Club Seattle	3720	2173	58.4%	477	0	477	22.0%	1240	38.5%	31	
3252 - Hyatt Regency Bellevue	24397	15697	64.3%	1183	1212	2395	15.3%	12214	19.6%	31	
3257 - Westin Bellevue	10509	8428	80.2%	960	706	1666	19.8%	5239	31.8%	31	
3284 - Hilton Garden Inn Seattle	6882	5992	87.1%	1063	28	1091	18.2%	1550	70.4%	31	
3285 - W Bellevue	7595	4203	55.3%	618	362	980	23.3%	3100	31.6%	31	
3290 - W Seattle	13144	11064	84.2%	1275	0	1275	11.5%	2604	49.0%	31	
3452 - Hyatt Regency Phoenix	21483	15717	73.2%	1022	558	1580	10.1%	4650	34.0%	31	
3465:3466: - The Phoenician	20150	11445	56.8%	765	850	1615	14.1%	18600	8.7%	31	
3598 - The Stoneleigh	5425	4790	88.3%	1689	0	1689	35.3%	4650	36.3%	31	
3604 - St Regis Hotel	7192	5552	77.2%	2033	0	2033	36.6%	5425	37.5%	31	
3606:3619: - Woodlands Marriott	10633	7104	66.8%	892	1562	2454	34.5%	3100	79.2%	31	
3621:3622: - Hilton Houston Post Oak	13888	10888	78.4%	1575	3109	4684	43.0%	10106	46.3%	31	
3634 - Embassy Suites Hilton Houston	8122	4566	56.2%	1960	1960	3920	85.9%	2170	180.6%	31	
3654 - Hampton Inn and Homewood Suites Houston	9300	7167	77.1%	2163	0	2163	30.2%	4526	47.8%	31	
3823 - Marriott Courtyard Sa	6820	3937	57.7%	1579	0	1579	40.1%	3875	40.7%	31	
3831:3832: - Grand Hyatt San Antonio	25513	20453	80.2%	2048	2551	4599	22.5%	10323	44.6%	31	
3833 - Marriott Fairfield Inn & Suites	3069	2338	76.2%	1169	0	1169	50.0%	930	125.7%	31	
3834 - Marriott Spring Hill Suites	3658	2728	74.6%	1250	0	1250	45.8%	1705	73.3%	31	
3850 - Hotel Emma	4526	3015	66.6%	995	0	995	33.0%	1550	64.2%	31	
4157 - Omni San Francisco	11222	9949	88.7%	1099	0	1099	11.0%	930	118.2%	31	
4184:4267: - Westin Hotel Sfo	12307	11707	95.1%	361	3110	3471	29.6%	8029	43.2%	31	
4186 - Aloft Sfo	7812	7509	96.1%	0	2242	2242	29.9%	14818	15.1%	31	
4252 - Hotel Adagio	5301	5049	95.2%	603	12	615	12.2%	1209	50.9%	31	
4277:4278: - San Jose Double Tree	15655	13397	85.6%	670	3139	3809	28.4%	21855	17.4%	31	
4405 - Roosevelt Hotel New Orleans	15624	12784	81.8%	2329	0	2329	18.2%	5332	43.7%	31	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8866	3932	44.3%	1158	0	1158	29.5%	3100	37.4%	31	
4410 - Old No 77 Hotel	5177	4187	80.9%	560	0	560	13.4%	6200	9.0%	31	
4411 - Hotel Indigo New Orleans	4092	3082	75.3%	838	0	838	27.2%	1643	51.0%	31	
4412 - Doubletree New Orleans	11377	9257	81.4%	2188	0	2188	23.6%	3100	70.6%	31	
4562 - Hyatt Regency Villa Christina	5487	4103	74.8%	245	0	245	6.0%	1550	15.8%	31	
4600 - Sofitel Washington Dc	7347	6696	91.1%	528	0	528	7.9%	434	121.7%	31	
4601 - Renaissance	9300	8334	89.6%	545	1252	1797	21.6%	16647	10.8%	31	
4602 - Residence Inn Arlington	10075	9179	91.1%	43	1820	1863	20.3%	16647	11.2%	31	
4611 - Omni Shoreham Dc	25854	22533	87.2%	3326	0	3326	14.8%	9300	35.8%	31	
4613 - Hyatt Place Arlington	5208	4292	82.4%	1052	0	1052	24.5%	2604	40.4%	31	
Total:	975663	780181	80.0%	112626	85622	198248	25.4%	663586	29.9%		

Daily Drive in & Occupancy
For 11/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:30:50 AM

Date	Rooms Available #	Occupied #	Occupancy %	3am Cars Valet #	Self #	Total #	Drive in %	Stalls Available #	Occupancy %	# Days Entered	west coast
0160:0161: - Marriott La Jolla	11160	9358	83.9%	1030	3745	4775	51.0%	13800	34.6%	30	30.00%
0270:0461: - Wyndham San Diego Bayside	18000	15081	83.8%	449	3060	3509	23.3%	8700	40.3%	30	
0271 - US Grant Hotel Valet	8100	6175	76.2%	2127	0	2127	34.4%	6600	32.2%	30	
0316 - Marriott Vacation Club Pulse	7920	6445	81.4%	1932	838	2770	43.0%	1350	205.2%	30	
0328 - Westin San Diego	13080	10660	81.5%	1150	0	1150	10.8%	1950	59.0%	30	
0370:0371: - Marriott Marquis & Marina San Diego	40800	29427	72.1%	3777	5653	9430	32.0%	28980	32.5%	30	
0375 - Town & Country Convention	28440	7334	25.8%	0	4487	4487	61.2%	41250	10.9%	30	
0674:0675: - Westin Seattle Hotel	26730	20445	76.5%	1692	1012	2704	13.2%	6930	39.0%	30	
0678 - Sheraton Seattle Hotel - Valet	37740	24434	64.7%	2106	0	2106	8.6%	12000	17.6%	30	
1050 - Omni Hotel San Diego	15330	10283	67.1%	1077	0	1077	10.5%	6600	16.3%	30	
1076 - Marriott Gaslamp Quarter SD	9180	7103	77.4%	1867	0	1867	26.3%	6180	30.2%	30	
1159 - Hard Rock Hotel	12600	8145	64.6%	1395	0	1395	17.1%	5700	24.5%	30	
1167:1303: - Hyatt Regency La Jolla Valet	12510	9804	78.4%	1635	3136	4771	48.7%	9000	53.0%	30	
1180 - Hilton SD Bayfront Hotel	35700	31641	88.6%	932	7418	8350	26.4%	26820	31.1%	30	
1189:1190: - Hilton La Jolla Torrey Pines	11820	9381	79.4%	821	4021	4842	51.6%	16800	28.8%	30	
1196 - The Keating Hotel	1050	0	0.0%	173	0	173	#DIV/0!	750	23.1%	30	
1207 - Indigo Hotel	6300	5130	81.4%	1026	0	1026	20.0%	1950	52.6%	30	
1241:1242: - Grand Hyatt San Diego	48840	40762	83.5%	2610	7114	9724	23.9%	34860	27.9%	30	
1244:1245: - Hyatt Regency Mission Bay	12870	9853	76.6%	1211	3452	4663	47.3%	3000	155.4%	30	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	30	
1325 - Lane Field North Hotel	12000	9510	79.3%	713	3813	4526	47.6%	12420	36.4%	30	
1535 - San Diego Bayside Campus	10920	8946	81.9%	3146	0	3146	35.2%	4860	64.7%	30	
1539 - Pendry San Diego	9510	5924	62.3%	1382	0	1382	23.3%	3240	42.7%	30	
1543 - Hotel Republic	7740	5371	69.4%	1103	0	1103	20.5%	1800	61.3%	30	
1548 - Andaz San Diego	4770	3370	70.6%	717	0	717	21.3%	3000	23.9%	30	
2073 - W La West Beverly Hills	8970	6896	76.9%	2228	0	2228	32.3%	4680	47.6%	30	
2085 - Hyatt Regency Huntington Beach Valet	15510	13011	83.9%	5711	1660	7371	56.7%	29700	24.8%	30	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10380	8720	84.0%	581	2524	3105	35.6%	7710	40.3%	30	
2240 - Hampton Inn and Suites La/Santa Monica	4260	3531	82.9%	1107	0	1107	31.4%	3300	33.5%	30	
2241 - Courtyard Santa Monica	4080	3499	85.8%	1109	0	1109	31.7%	2490	44.5%	30	
2514 - Hyatt Regency Newport Beach Valet	12090	9038	74.8%	2129	0	2129	23.6%	5700	37.4%	30	
2515 - Hyatt Regency Newport Beach Self	12090	0	0.0%	0	3567	3567	#DIV/0!	10500	34.0%	30	
2539 - Waterfront Beach Resort Valet	8700	4646	53.4%	3700	0	3700	79.6%	10500	35.2%	30	
2613 - Pasea Hotel and Spa	7500	5137	68.5%	3164	0	3164	61.6%	10770	29.4%	30	
3000 - Hilton Oakland	10860	8813	81.2%	0	3048	3048	34.6%	15000	20.3%	30	
3016 - Oakland Marriott	14670	12669	86.4%	1379	0	1379	10.9%	1200	114.9%	30	
3109 - 900 13th Street - Sacramento	15120	9977	66.0%	0	2486	2486	24.9%	25920	9.6%	30	
3110 - Sheraton Grand Sacramento	15090	11856	78.6%	1956	0	1956	16.5%	2700	72.4%	30	
3170 - Embassy Suites Hilton Portland	8280	7111	85.9%	1528	0	1528	21.5%	30000	5.1%	30	
3171 - Embassy Suites Hilton Portland Garage	8280	6499	78.5%	0	798	798	12.3%	8790	9.1%	30	
3183:3184: - Hotel Deluxe Portland	3840	3043	79.2%	691	196	887	29.1%	1500	59.1%	30	
3185 - Sentinel Hotel	3000	2479	82.6%	721	0	721	29.1%	1800	40.1%	30	
3186 - Hotel Lucia	3810	3006	78.9%	582	0	582	19.4%	1050	55.4%	30	
3187 - Hotel Dossier	6150	3196	52.0%	816	0	816	25.5%	2880	28.3%	30	
3216 - Fairmont Olympic Hotel Seattle	13500	11308	83.8%	2356	125	2481	21.9%	3300	75.2%	30	
3219 - The Arctic Club Seattle	3600	2519	70.0%	448	0	448	17.8%	1200	37.3%	30	
3252 - Hyatt Regency Bellevue	23610	13954	59.1%	1542	1266	2808	20.1%	11820	23.8%	30	
3257 - Westin Bellevue	10170	7555	74.3%	992	583	1575	20.8%	5070	31.1%	30	
3284 - Hilton Garden Inn Seattle	6660	5863	88.0%	1203	0	1203	20.5%	1500	80.2%	30	
3285 - W Bellevue	7350	4105	55.9%	643	344	987	24.0%	3000	32.9%	30	
3290 - W Seattle	12720	9426	74.1%	1117	94	1211	12.8%	2520	48.1%	30	
3452 - Hyatt Regency Phoenix	20790	12479	60.0%	1003	495	1498	12.0%	4500	33.3%	30	
3465:3466: - The Phoenician	19500	13539	69.4%	914	1113	2027	15.0%	18000	11.3%	30	
3598 - The Stoneleigh	5250	4199	80.0%	1449	0	1449	34.5%	4500	32.2%	30	
3604 - St Regis Hotel	6960	5103	73.3%	1929	0	1929	37.8%	5250	36.7%	30	
3606:3619: - Woodlands Marriott	10290	7169	69.7%	796	1627	2423	33.8%	3000	80.8%	30	
3621:3622: - Hilton Houston Post Oak	13440	9110	67.8%	1489	2659	4148	45.5%	9780	42.4%	30	
3634 - Embassy Suites Hilton Houston	7860	3840	48.9%	1783	1831	3614	94.1%	2100	172.1%	30	
3654 - Hampton Inn and Homewood Suites Houston	9000	5508	61.2%	1677	0	1677	30.4%	4380	38.3%	30	
3823 - Marriott Courtyard Sa	6600	4016	60.8%	1705	0	1705	42.5%	3750	45.5%	30	
3831:3832: - Grand Hyatt San Antonio	24690	17089	69.2%	1825	2309	4134	24.2%	9990	41.4%	30	
3833 - Marriott Fairfield Inn & Suites	2970	1916	64.5%	968	0	968	50.5%	900	107.6%	30	
3834 - Marriott Spring Hill Suites	3540	2491	70.4%	1333	0	1333	53.5%	1650	80.8%	30	
3850 - Hotel Emma	4380	3208	73.2%	1115	0	1115	34.8%	1500	74.3%	30	
4157 - Omni San Francisco	10860	8733	80.4%	1185	0	1185	13.6%	900	131.7%	30	
4184:4267: - Westin Hotel Sfo	11910	10557	88.6%	487	2497	2984	28.3%	7770	38.4%	30	
4186 - Aloft Sfo	7560	6524	86.3%	0	1912	1912	29.3%	14340	13.3%	30	
4252 - Hotel Adagio	5130	4636	90.4%	597	41	638	13.8%	1170	54.5%	30	
4277:4278: - San Jose Double Tree	15150	11703	77.2%	720	3098	3818	32.6%	21150	18.1%	30	
4405 - Roosevelt Hotel New Orleans	15120	11594	76.7%	2494	0	2494	21.5%	5160	48.3%	30	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8580	4423	51.6%	933	0	933	21.1%	3000	31.1%	30	
4410 - Old No 77 Hotel	5010	3651	72.9%	572	0	572	15.7%	6000	9.5%	30	
4411 - Hotel Indigo New Orleans	3960	2876	72.6%	885	0	885	30.8%	1590	55.7%	30	
4412 - Doubletree New Orleans	11010	8840	80.3%	2275	0	2275	25.7%	3000	75.8%	30	
4562 - Hyatt Regency Villa Christina	5310	3501	65.9%	257	0	257	7.3%	1500	17.1%	30	
4600 - Sofitel Washington Dc	7110	5642	79.4%	628	0	628	11.1%	420	149.5%	30	
4601 - Renaissance	9000	6979	77.5%	528	1160	1688	24.2%	16110	10.5%	30	
4602 - Residence Inn Arlington	9750	7817	80.2%	71	1555	1626	20.8%	16110	10.1%	30	
4611 - Omni Shoreham Dc	25020	17022	68.0%	2099	0	2099	12.3%	9000	23.3%	30	
4613 - Hyatt Place Arlington	5040	3481	69.1%	741	0	741	21.3%	2520	29.4%	30	
Total:	944190	680085	72.0%	102232	84737	186969	27.5%	642180	29.1%		

Daily Drive in & Occupancy
For 12/01/2017
All Locations
Leased/Managed
Report Date 2/8/2018 11:31:30 AM

Date	Rooms Available #	Occupied #	Occupancy %	3am Cars Valet #	Self #	Total #	Stalls Drive in %	Available #	Occupancy %	# Days Entered	west coast
0160:0161: - Marriott La Jolla	11532	9365	81.2%	1034	3975	5009	53.5%	14260	35.1%	31	35.55%
0270:0461: - Wyndham San Diego Bayside	18600	12403	66.7%	556	3715	4271	34.4%	8990	47.5%	31	
0271 - US Grant Hotel Valet	8370	6515	77.8%	2752	0	2752	42.2%	6820	40.4%	31	
0316 - Marriott Vacation Club Pulse	8184	6643	81.2%	2054	936	2990	45.0%	1395	214.3%	31	
0328 - Westin San Diego	13516	9364	69.3%	1246	0	1246	13.3%	2015	61.8%	31	
0370:0371: - Marriott Marquis & Marina San Diego	42160	24806	58.8%	3929	5463	9392	37.9%	29946	31.4%	31	
0375 - Town & Country Convention	29388	6800	23.1%	0	4281	4281	63.0%	42625	10.0%	31	
0674:0675: - Westin Seattle Hotel	27621	16290	59.0%	2334	1224	3558	21.8%	7161	49.7%	31	
0678 - Sheraton Seattle Hotel - Valet	38998	17787	45.6%	3520	0	3520	19.8%	12400	28.4%	31	
1050 - Omni Hotel San Diego	15841	9045	57.1%	1768	0	1768	19.5%	6820	25.9%	31	
1076 - Marriott Gaslamp Quarter SD	9486	6565	69.2%	2242	0	2242	34.2%	6386	35.1%	31	
1159 - Hard Rock Hotel	13020	4899	37.6%	1486	0	1486	30.3%	5890	25.2%	31	
1167:1303: - Hyatt Regency La Jolla Valet	12927	10070	77.9%	1535	3203	4738	47.1%	9300	50.9%	31	
1180 - Hilton SD Bayfront Hotel	36890	32013	86.8%	1770	12311	14081	44.0%	27714	50.8%	31	
1189:1190: - Hilton La Jolla Torrey Pines	12214	8860	72.5%	776	4175	4951	55.9%	17360	28.5%	31	
1196 - The Keating Hotel	1085	0	0.0%	168	0	168	#DIV/0!	775	21.7%	31	
1207 - Indigo Hotel	6510	4733	72.7%	1266	0	1266	26.7%	2015	62.8%	31	
1241:1242: - Grand Hyatt San Diego	50468	34862	69.1%	3590	9584	13174	37.8%	36022	36.6%	31	
1244:1245: - Hyatt Regency Mission Bay	13299	9056	68.1%	1621	3674	5295	58.5%	3100	170.8%	31	
1324 - Lane Field North Garage	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	31	
1325 - Lane Field North Hotel	12400	9008	72.6%	801	4238	5039	55.9%	12834	39.3%	31	
1535 - San Diego Bayside Campus	11284	8530	75.6%	3297	0	3297	38.7%	5022	65.7%	31	
1539 - Pendry San Diego	9827	4850	49.4%	1688	0	1688	34.8%	3348	50.4%	31	
1543 - Hotel Republic	7998	4404	55.1%	1183	0	1183	26.9%	1860	63.6%	31	
1548 - Andaz San Diego	4929	3411	69.2%	868	0	868	25.4%	3100	28.0%	31	
1904 - Hotel Paseo	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
2073 - W La West Beverly Hills	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	1	
2085 - Hyatt Regency Huntington Beach Valet	16027	11495	71.7%	5610	1025	6635	57.7%	30690	21.6%	31	
2225:2226: - Crowne Plaza Redondo Beach Hotel	10726	8312	77.5%	654	2706	3360	40.4%	7967	42.2%	31	
2240 - Hampton Inn and Suites La/Santa Monica	4402	3577	81.3%	1165	0	1165	32.6%	3410	34.2%	31	
2241 - Courtyard Santa Monica	4216	3597	85.3%	1182	0	1182	32.9%	2573	45.9%	31	
2514 - Hyatt Regency Newport Beach Valet	12493	9237	73.9%	2201	0	2201	23.8%	5890	37.4%	31	
2515 - Hyatt Regency Newport Beach Self	12493	0	0.0%	1	3080	3081	#DIV/0!	10850	28.4%	31	
2539 - Waterfront Beach Resort Valet	8990	4937	54.9%	3738	0	3738	75.7%	10850	34.5%	31	
2613 - Pasea Hotel and Spa	7750	4403	56.8%	2957	0	2957	67.2%	11129	26.6%	31	
3000 - Hilton Oakland	11222	7710	68.7%	0	3268	3268	42.4%	15500	21.1%	31	
3016 - Oakland Marriott	15159	9217	60.8%	1617	0	1617	17.5%	1240	130.4%	31	
3110 - Sheraton Grand Sacramento	15593	9952	63.8%	2215	0	2215	22.3%	2790	79.4%	31	
3170 - Embassy Suites Hilton Portland	8556	6320	73.9%	1839	0	1839	29.1%	31000	5.9%	31	
3171 - Embassy Suites Hilton Portland Garage	8556	6327	73.9%	0	721	721	11.4%	9083	7.9%	31	
3183:3184: - Hotel Deluxe Portland	3968	2666	67.2%	714	237	951	35.7%	1550	61.4%	31	
3185 - Sentinel Hotel	3100	2277	73.5%	689	0	689	30.3%	1860	37.0%	31	
3186 - Hotel Lucia	3937	2545	64.6%	509	0	509	20.0%	1085	46.9%	31	
3187 - Hotel Dossier	6355	2789	43.9%	903	0	903	32.4%	2976	30.3%	31	
3216 - Fairmont Olympic Hotel Seattle	13950	10768	77.2%	3277	155	3432	31.9%	3410	100.6%	31	
3219 - The Arctic Club Seattle	3720	2524	67.8%	617	0	617	24.4%	1240	49.8%	31	
3252 - Hyatt Regency Bellevue	24397	11416	46.8%	1389	724	2113	18.5%	12214	17.3%	31	
3257 - Westin Bellevue	10509	6885	65.5%	1426	610	2036	29.6%	5239	38.9%	31	
3284 - Hilton Garden Inn Seattle	6882	4918	71.5%	1132	0	1132	23.0%	1550	73.0%	31	
3285 - W Bellevue	7595	3559	46.9%	735	212	947	26.6%	3100	30.5%	31	
3290 - W Seattle	13144	9311	70.8%	1691	0	1691	18.2%	2604	64.9%	31	
3296 - Residence Inn Seattle Downtown	9362	1740	18.6%	644	0	644	37.0%	3689	17.5%	31	
3452 - Hyatt Regency Phoenix	21483	13103	61.0%	1112	1637	2749	21.0%	4650	59.1%	31	
3465:3466: - The Phoenician	20150	10598	52.6%	1452	2233	3685	34.8%	18600	19.8%	31	
3598 - The Stoneleigh	5425	3187	58.7%	1447	0	1447	45.4%	4650	31.1%	31	
3604 - St Regis Hotel	7192	4581	63.7%	1990	0	1990	43.4%	5425	36.7%	31	
3606:3619: - Woodlands Marriott	10633	5582	52.5%	1143	1726	2869	51.4%	3100	92.5%	31	
3621:3622: - Hilton Houston Post Oak	13888	7133	51.4%	1415	2500	3915	54.9%	10106	38.7%	31	
3634 - Embassy Suites Hilton Houston	8122	2652	32.7%	2041	2043	4084	154.0%	2170	188.2%	31	
3654 - Hampton Inn and Homewood Suites Houston	9300	4991	53.7%	1645	0	1645	33.0%	4526	36.3%	31	
3823 - Marriott Courtyard Sa	6820	5145	75.4%	2421	0	2421	47.1%	3875	62.5%	31	
3831:3832: - Grand Hyatt San Antonio	25513	14243	55.8%	2556	2298	4854	34.1%	10323	47.0%	31	
3833 - Marriott Fairfield Inn & Suites	3069	1791	58.4%	919	0	919	51.3%	930	98.8%	31	
3834 - Marriott Spring Hill Suites	3658	2769	75.7%	1595	0	1595	57.6%	1705	93.5%	31	
3850 - Hotel Emma	4526	2943	65.0%	1322	0	1322	44.9%	1550	85.3%	31	
4157 - Omni San Francisco	11222	8929	79.6%	1723	0	1723	19.3%	930	185.3%	31	
4184:4267: - Westin Hotel Sfo	12307	10438	84.8%	442	2860	3302	31.6%	8029	41.1%	31	
4186 - Aloft Sfo	7812	6063	77.6%	0	1994	1994	32.9%	14818	13.5%	31	
4252 - Hotel Adagio	5301	4618	87.1%	805	27	832	18.0%	1209	68.8%	31	
4277:4278: - San Jose Double Tree	15655	10441	66.7%	609	2689	3298	31.6%	21855	15.1%	31	
4291 - Hotel Nia	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
4405 - Roosevelt Hotel New Orleans	15624	13205	84.5%	4784	0	4784	36.2%	5332	89.7%	31	
4409 - Hilton Garden Inn New Orleans Conv Ctr	8866	5986	67.5%	1251	0	1251	20.9%	3100	40.4%	31	
4410 - Old No 77 Hotel	5177	3875	74.9%	756	0	756	19.5%	6200	12.2%	31	
4411 - Hotel Indigo New Orleans	4092	2514	61.4%	760	0	760	30.2%	1643	46.3%	31	
4412 - Doubletree New Orleans	11377	8130	71.5%	3246	0	3246	39.9%	3100	104.7%	31	
4562 - Hyatt Regency Villa Christina	5487	3425	62.4%	253	0	253	7.4%	1550	16.3%	31	
4600 - Sofitel Washington Dc	7347	4715	64.2%	672	0	672	14.3%	434	154.8%	31	
4601 - Renaissance	9300	5170	55.6%	497	1016	1513	29.3%	16647	9.1%	31	
4602 - Residence Inn Arlington	10075	5904	58.6%	59	1335	1394	23.6%	16647	8.4%	31	
4611 - Omni Shoreham Dc	25854	10419	40.3%	2473	0	2473	23.7%	9300	26.6%	31	
4613 - Hyatt Place Arlington	5208	3033	58.2%	693	0	693	22.8%	2604	26.6%	31	
4616 - Westin Alexandria	0	0	#DIV/0!	0	0	0	#DIV/0!	0	#DIV/0!	0	
Total:	960132	592344	61.7%	118470	91875	210345	35.5%	635655	33.1%		

Appendix F – Old Town Scottsdale Hotel Parking Occupancy Data

F

	Hotel A			
	Friday, March 23rd, 2018			
Time	**Saguaro**	**Saguaro Handicapped**	**Total Occupied Parking Stalls**	**Occupied Parking Stalls Per Available Room**
08:00:00 PM	67	0	67	0.35
08:30:00 PM	65	0	65	0.34
09:00:00 PM	58	0	58	0.30
09:30:00 PM	65	0	65	0.34
10:00:00 PM	66	0	66	0.34
10:30:00 PM	71	0	71	0.37
11:00:00 PM	69	0	69	0.36
11:30:00 PM	71	0	71	0.37
12:00:00 AM	72	0	72	0.37
12:30:00 AM	72	0	72	0.37
01:00:00 AM	71	0	71	0.37
01:30:00 AM	70	0	70	0.36
02:00:00 AM	72	0	72	0.37
02:30:00 AM	71	0	71	0.37
03:00:00 AM	69	0	69	0.36
03:30:00 AM	70	0	70	0.36
04:00:00 AM	68	0	68	0.35
04:30:00 AM	71	0	71	0.37
05:00:00 AM	71	0	71	0.37
05:30:00 AM	70	0	70	0.36
06:00:00 AM	74	0	74	0.38
06:30:00 AM	75	0	75	0.39
07:00:00 AM	77	0	77	0.40
07:30:00 AM	76	0	76	0.39
08:00:00 AM	75	0	75	0.39
		Max	77	0.40
		Average	71	0.363

Hotel A			
Saturday, March 24th, 2018			
Saguaro	**Saguaro Handicapped**	**Total Occupied Parking Stalls**	**Occupied Parking Stalls Per Available Room**
65	1	66	0.34
65	1	66	0.34
64	1	65	0.34
57	1	58	0.30
73	1	74	0.38
72	1	73	0.38
76	1	77	0.40
79	1	80	0.41
79	1	80	0.41
85	1	86	0.44
81	2	83	0.43
82	2	84	0.43
80	2	82	0.42
80	2	82	0.42
79	2	81	0.42
78	2	80	0.41
78	2	80	0.41
79	2	81	0.42
77	2	79	0.41
79	2	81	0.42
76	2	78	0.40
79	2	81	0.42
78	2	80	0.41
73	2	75	0.39
66	2	68	0.35
	Max	86	0.44
	Average	77	0.396

	Hotel B			
	Friday, March 23rd, 2018			
Time	Marriott	Marriott Handicapped	Total Occupied Parking Stalls	Occupied Parking Stalls Per Available Room
08:00:00 PM	87	3	90	0.37
08:30:00 PM	80	3	83	0.34
09:00:00 PM	93	4	97	0.40
09:30:00 PM	96	3	99	0.41
10:00:00 PM	105	4	109	0.45
10:30:00 PM	111	3	114	0.47
11:00:00 PM	108	4	112	0.46
11:30:00 PM	103	5	108	0.44
12:00:00 AM	111	5	116	0.48
12:30:00 AM	112	5	117	0.48
01:00:00 AM	113	5	118	0.49
01:30:00 AM	113	5	118	0.49
02:00:00 AM	112	5	117	0.48
02:30:00 AM	113	5	118	0.49
03:00:00 AM	113	5	118	0.49
03:30:00 AM	113	5	118	0.49
04:00:00 AM	112	5	117	0.48
04:30:00 AM	109	5	114	0.47
05:00:00 AM	111	5	116	0.48
05:30:00 AM	112	5	117	0.48
06:00:00 AM	111	5	116	0.48
06:30:00 AM	108	5	113	0.47
07:00:00 AM	111	5	116	0.48
07:30:00 AM	108	5	113	0.47
08:00:00 AM	112	5	117	0.48
		Max	118	0.49
		Average	112	0.460

Hotel B			
Saturday, March 24th, 2018			
Marriott	Marriott Handicapped	Total Occupied Parking Stalls	Occupied Parking Stalls Per Available Room
118	4	122	0.50
113	4	117	0.48
119	5	124	0.51
117	6	123	0.51
123	6	129	0.53
126	7	133	0.55
137	7	144	0.59
128	7	135	0.56
127	7	134	0.55
130	7	137	0.56
126	7	133	0.55
125	7	132	0.54
125	7	132	0.54
126	7	133	0.55
124	7	131	0.54
123	7	130	0.53
123	7	130	0.53
121	7	128	0.53
121	7	128	0.53
119	7	126	0.52
121	6	127	0.52
117	6	123	0.51
114	6	120	0.49
114	6	120	0.49
115	6	121	0.50
	Max	144	0.59
	Average	129	0.529

Appendix G – Scottsdale Tourism Study – Lodging Statistics

G

Scottsdale
Tourism Study - Lodging Statistics



September 2018

Tourism and Events Department

Scottsdale Lodging Statistics

September 2018

Scottsdale City Council

W.J. "Jim" Lane

Mayor

Linda Milhaven

Kathy Littlefield

Suzanne Klapp

David Smith

Virginia Korte

Guy Phillips, Vice Mayor

Jim Thompson

City Manager

An annual publication of:

The City of Scottsdale
Tourism and Events Department
Phone: (480) 312-4013
www.scottsdaleaz.gov/tourism
sgeiogamah@scottsdaleaz.gov
Last updated: August 29, 2018

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Introduction

The primary purpose of *The Scottsdale Tourism Study Lodging Report* is to provide market information for the tourism, retail, and hospitality operations within the study area. The study looks specifically at trends in local transient occupancy tax (bed tax) collection, room inventory, average room rates, occupancy rates and other factors relating to lodging trends. The report provide information to elected officials, city management, the general public, and private-sector entities regarding the tourism and hospitality markets.

Much of the information contained in the Lodging Statistics study is based on tax collection figures. Bed tax collection figures are used because they are important and consistently tracked and readily available but it is important to remember these three points:

- The tax receipt figures shown for each month reflect actual sales tax and bed tax collections during the previous month. There is a lag of one month between sales activity and receipts.
- The data in this report (with the exception of room stock figures) is based primarily on properties located within the City of Scottsdale.
- With the exception of room stock data, no information is available for properties that lie just outside the corporate limits of the City of Scottsdale and the Town of Paradise Valley. It may be reasonable to assume the data for these properties would be very similar to similar properties in the market area, but no projections are made as part of this report.

EXECUTIVE SUMMARY

- Scottsdale's bed tax revenues totaled $18,955,348 in 2017, up 4.6 percent from 2016.
- While the Scottsdale market area has grown by nearly 352 rooms since 2008, the number of rooms within the City of Scottsdale grew by 148, for the first year-over-year net growth in room inventory since 2013.
- In the past 10 years, the bed tax has generated over $135 million in revenue for the City of Scottsdale.
- Hotel/motel sales tax revenues for the City of Scottsdale in 2017 rose 17 percent from 2016 with $11,032,916 in collections.
- Annual occupancy for the Scottsdale market area in 2017 was 68.3 percent, up from 68.1 percent in 2016.
- The average room rate for Scottsdale market area hotels in 2017 was $195.03, an increase from the 2016 average of $188.29 per room.
- The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2017 was 57.8 percent.

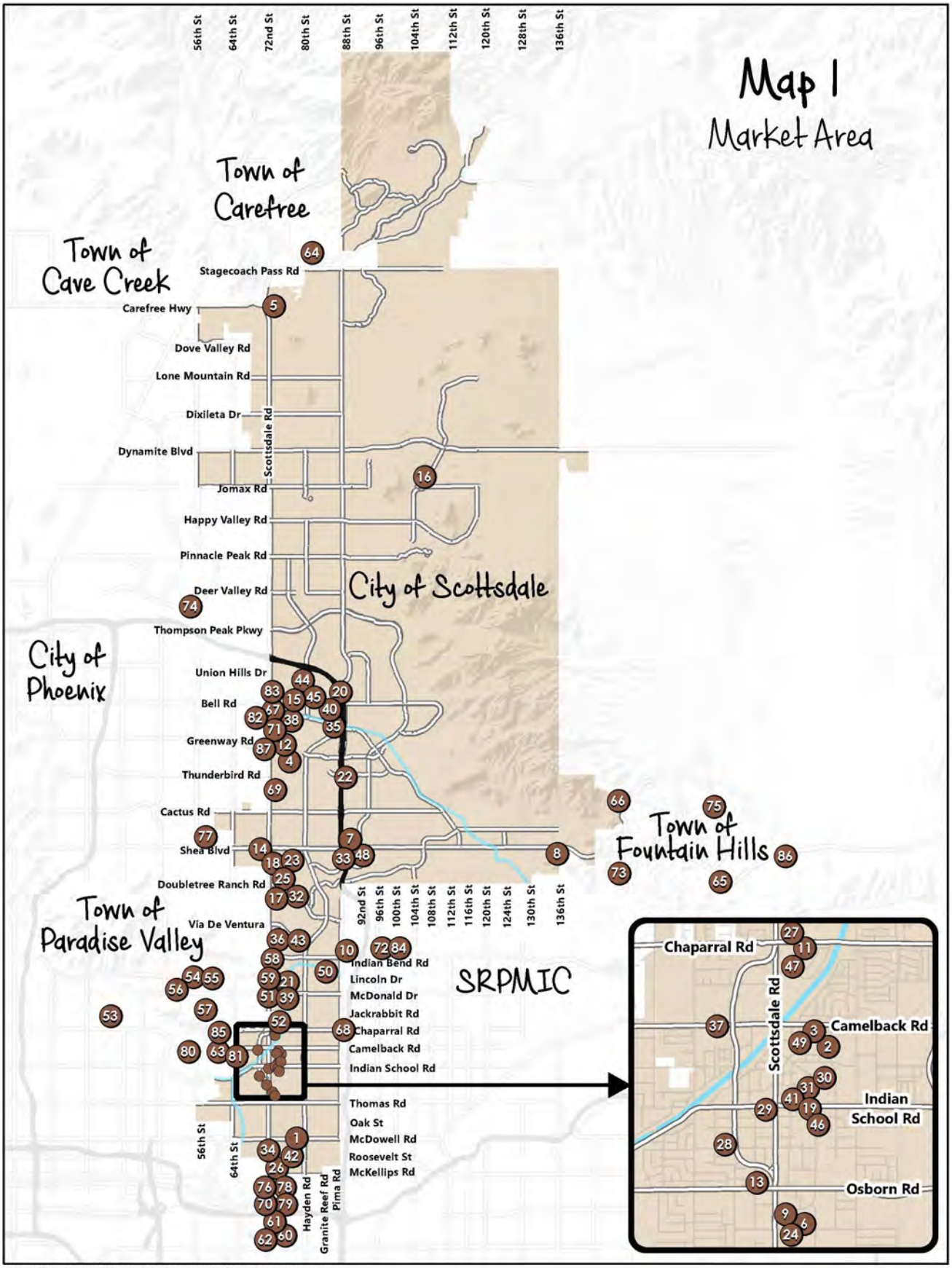


THE SCOTTSDALE MARKET AREA

Map 1 (p. 7) shows the boundaries of the Scottsdale market area, and the locations of market area hotels. The market area contains all of the City of Scottsdale and the Town of Paradise Valley; portions of the cities of Phoenix and Tempe; and parts of the towns of Carefree, Cave Creek, Fountain Hills, and the Salt River Pima Maricopa Indian Community (SRPMIC).

Table 1 (p. 8) lists the hotels in the Scottsdale market area.





Notice: This document is provided for general information purposes only.
The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose.
It should not be relied upon without field verification.

Table 1 - Existing Scottsdale Market Area Properties

(Transient Use Properties With 25 or More Rooms)

Scottsdale Properties

Key	Hotel Name	Address	Rooms
1	3 Palms Hotel	7707 E. McDowell Rd.	130
2	aloft Scottsdale	4415 N. Civic Center Plaza	126
3	Best Western Plus Sundial	7320 E. Camelback Rd.	54
4	Best Western Plus Thunderbird Suites	7515 E. Butherus Dr.	120
5	Boulders Resort & Spa	34631 N. Tom Darlington	160
6	Comfort Suites Old Town	3275 N. Drinkwater Blvd.	60
7	Country Inn & Suites by Carlson	10801 N. 89th Pl.	162
8	Courtyard Scottsdale at Mayo Clinic	13444 E. Shea Blvd.	124
9	Courtyard Scottsdale Old Town	3311 N. Scottsdale Rd.	180
10	Days Inn & Suites Scottsdale	7330 N. Pima Rd.	100
11	Embassy Suites	5001 N. Scottsdale Rd.	312
12	Extended Stay America	15501 N. Scottsdale Rd.	120
13	Extended Stay America Old Town	3560 N. Marshall Way	121
14	Extended Stay America Scottsdale	10660 N. 69th St.	106
15	Fairmont Scottsdale Princess	7575 E. Princess Dr.	750
16	Four Seasons Resort	10600 E. Crescent Moon Dr	210
17	Gainey Suites Hotel	7300 E. Gainey Suites Dr.	162
18	Hampton Inn Scottsdale at Shea	10101 N. Scottsdale Rd.	150
19	Hilton Garden Inn (Old Town)	7324 E. Indian School Rd.	199
20	Hilton Garden Inn Scottsdale North	8550 E. Princess Dr	122
21	Hilton Scottsdale Resort & Villa	6333 N. Scottsdale Rd.	235
22	Holiday Inn & Suites (N. Airpark)	14255 N. 87th St	117
23	Holiday Inn Express North	7350 E. Gold Dust Ave.	122
24	Holiday Inn Express Scottsdale Old Town	3131 N. Scottsdale Rd.	169
25	Homewood Suites Hotel	9880 N. Scottsdale Rd.	114
26	Hospitality Suite Resort	409 N. Scottsdale Rd.	105
27	Hotel Adeline	5101 N. Scottsdale Rd.	213
28	Hotel Valley Ho	6902 E. 1st St.	240
29	Howard Johnson Scottsdale	7110 E. Indian School Rd.	65
30	Hyatt House Old Town	4245 N. Drinkwater Dr.	164
31	Hyatt Place Scottsdale/Old Town	7300 E. 3rd Ave.	126
32	Hyatt Regency Scottsdale	7500 E. Doubletree Ranch	493
33	La Quinta Inn & Suites	8888 E. Shea Blvd.	140
34	Magnuson Hotel Papago Inn	7017 E. McDowell Rd.	58
35	Marriott at McDowell Mountain	16770 N. Perimeter Dr.	266
36	McCormick Scottsdale	7401 N. Scottsdale Rd.	125
37	Motel 6	6848 E. Camelback Rd.	122
38	Residence Inn North by Marriott	17011 N. Scottsdale Rd.	120
39	Residence Inn Scottsdale by Marriott	6040 N. Scottsdale Rd.	122
40	Scottsdale Links Resort	16858 N. Perimeter Dr.	218
41	Scottsdale Marriott Suites Old Town	7325 E. 3rd Ave.	243
42	Scottsdale Park Suites	1251 N. Miller Rd.	95
43	Scottsdale Resort at McCormick Ranch	7700 E. McCormick Pkwy.	326
44	Scottsdale Villa Mirage	7887 E. Princess Blvd.	266
45	Sheraton's Desert Oasis	17700 N. Hayden Rd.	300

Table 1 (Continued)

Key	Property Name	Address	# Rooms
Scottsdale Properties (Continued)			
46	The Saguaro Hotel	7353 E. Indian School Rd.	194
47	The Scott Resort & Spa	4925 N. Scottsdale Rd.	204
48	TownePlace Suites by Marriot	10740 N. 90th St.	130
49	W Scottsdale	7277 E. Camelback Rd.	230
50	Worldmark Scottsdale	8235 E. Indian Bend Rd.	85
	Total Scottsdale Properties		8,875
Paradise Valley Properties*			
51	Andaz Scottsdale Resort & Spa	6114 N Scottsdale Rd.	201
52	Doubletree Resort Paradise Valley	5401 N. Scottsdale Rd.	378
53	Hermosa Inn	5532 N. Palo Cristi Dr.	43
54	JW Marriott Camelback Inn	5402 E. Lincoln Dr.	453
55	Mountain Shadows Resort	5445 E. Lincoln Drive	183
56	Omni Scottsdale Resort & Spa at Montelucia	4949 E. Lincoln Dr.	293
57	Sanctuary Resort on Camelback	5700 E. McDonald Dr.	109
58	Scottsdale Plaza Resort	7200 N. Scottsdale Rd.	404
59	Smoke Tree Resort	7101 E. Lincoln Dr.	26
	Total Paradise Valley Properties		2,090
Other Market Properties (Carefree, Fountain Hills, Phoenix, Tempe, SRPMIC)*			
60	aloft Tempe	951 E. Playa del Norte Dr.	136
61	Baymont Inn & Suites (Tempe)	808 N. Scottsdale Rd.	83
62	Best Western Inn of Tempe	670 N. Scottsdale Rd.	103
63	Canyon Suites at the Phoenician	6000 E. Camelback Rd.	62
64	CIVANA Carefree	37220 N. Mule Train Rd.	189
65	Comfort Inn (Fountain Hills)	17105 E. Shea Blvd.	48
66	CopperWynd (Fountain Hills)	13225 Eagle Ridge Dr.	34
67	Courtyard by Marriott (North)	17010 N. Scottsdale Rd.	153
68	Courtyard by Marriott (SRPMIC)	5201 N. Pima Rd.	158
69	Fairfield Inn (North)	13440 N. Scottsdale Rd.	131
70	Hampton Inn & Suites (Tempe)	1415 N. Scottsdale Rd.	117
71	Hampton Inn/Suites (North)	16620 N. Scottsdale Rd.	123
72	Hampton Inn/Suites (SRPMIC)	9550 E. Indian Bend	101
73	Inn at Eagle Mountain	9800 Summer Hill Blvd.	37
74	JW Marriott Desert Ridge (Phoenix)	5350 E. Marriott Dr.	950
75	Lexington Hotel and Suites	12800 N. Saguaro Blvd.	104
76	Motel 6 (Tempe)	1612 N. Scottsdale Rd.	100
77	Orange Tree Golf Resort (Phoenix)	10601 N. 56th St.	160
78	Ramada Tempe	1635 N. Scottsdale Rd.	140
79	Red Lion Inn & Suites	1429 N. Scottsdale Rd.	118
80	Royal Palms Inn & Spa (Phoenix)	5200 E. Camelback Rd.	119
81	Scottsdale Camelback Resort (Phx)	6302 E. Camelback Rd.	111
82	Sleep Inn (Phoenix)	16630 N. Scottsdale Rd.	107
83	Springhill Suites Marriot (Phoenix)	17020 N. Scottsdale Rd.	121
84	Talking Stick Resort (SRPMIC)	9800 E. Indian Bend Rd.	496
85	The Phoenician (Phoenix)	6000 E. Camelback Rd.	645
86	Wekopa Resort & Conf. Center (Ft. McDowell)	10438 N. Ft. McDowell Rd.	246
87	Westin Kierland Resort (Phoenix)	6902 E. Greenway Pkwy.	732
	Total Other Market Properties		5,624

Source: City of Scottsdale, Tourism & Events Department

*These properties do not pay bed taxes or hotel sales taxes to the City of Scottsdale, & not all are included in the Scottsdale market data.

TRENDS IN TAX COLLECTION

Transient Occupancy Tax

The City of Scottsdale has a five percent transient occupancy tax (bed tax). In the past ten years, the bed tax has generated over $135 million in revenue for the City. The City of Scottsdale has a voter approved allocation of bed tax funds toward the City's destination marketing, tourism related capital projects, general fund, tourism events, and research.

Table 2 (p. 11) presents monthly and yearly breakdowns of the bed tax receipts for Scottsdale from calendar year 2008 through 2017. During 2017, the city collected $18,955,348 in bed taxes, a 4.6 percent increase from 2016 collections.

Sales Tax

In addition to bed tax, the City of Scottsdale tracks collection of the transaction privilege (sales) and use tax (1.65 percent) on all sales transactions in hotels. Maintaining a separate listing of all sales taxes received from hotels and motels provides a mechanism to track visitor purchasing trends.

Sales tax revenues generated by hotel/motel properties in 2017 totaled $11,032,916 toward the general fund, a 17 percent increase from 2016. Around 42 percent of the revenues in this category were generated during the peak season (mid-January through April). Since 2008, the hotel/motel sales tax has generated over $81.4 million in revenues for the City of Scottsdale.

Table 3 (p. 13) enumerates sales tax collected from Scottsdale hotels and motels since 2008.

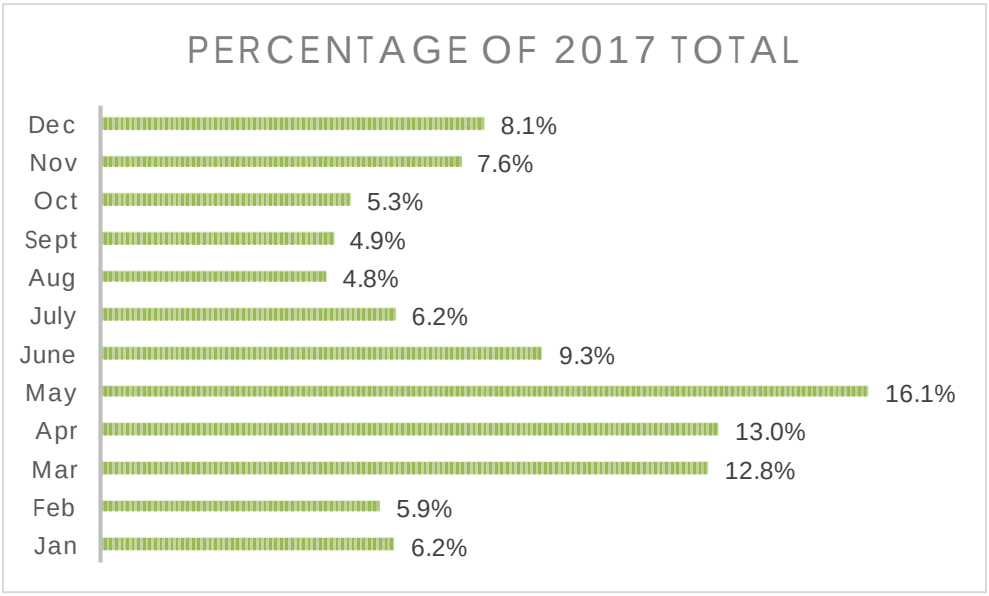
Table 2
Monthly Bed Tax Receipts in Dollars
City of Scottsdale
(3% Tax Rate, 5% Bed Tax Rate after July 2010)

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2008	$629,853	$1,065,634	$1,361,716	$1,395,675	$1,057,041	$710,413	$412,163	$294,899	$373,040	$508,832	$730,114	$739,333	$9,278,713
2009	$567,325	$838,870	$886,188	$1,039,177	$748,393	$484,786	$366,474	$287,445	$293,820	$371,649	$547,610	$653,810	$7,085,548
2010	$496,390	$746,527	$828,485	$1,150,123	$783,160	$560,558	$393,529	$468,069	$481,170	$634,850	$1,518,628	$990,792	$9,052,282
2011	$897,368	$1,439,693	$1,490,790	$2,112,133	$1,412,304	$1,038,318	$642,135	$551,811	$522,553	$749,610	$1,118,386	$1,118,739	$13,093,840
2012	$895,391	$1,373,586	$1,643,740	$2,287,454	$1,486,879	$1,022,196	$660,005	$477,816	$513,365	$736,410	$1,152,324	$958,248	$13,207,414
2013	$891,379	$1,695,722	$1,602,606	$2,408,496	$1,595,317	$117,220	$702,513	$592,219	$549,687	$869,451	$1,272,297	$1,173,582	$13,470,489
2014	$991,024	$1,461,090	$2,013,208	$2,566,323	$1,764,997	$1,278,785	$770,464	$606,581	$633,261	$939,775	$1,278,397	$1,443,948	$15,747,851
2015	$1,031,086	$2,271,788	$2,158,027	$2,869,673	$1,806,673	$1,256,091	$751,742	$686,517	$621,760	$889,778	$1,381,703	$1,439,295	$17,164,132
2016	$1,135,306	$1,813,107	$2,320,417	$2,892,090	$1,977,341	$1,345,248	$860,598	$739,002	$719,101	$1,196,588	$1,557,281	$1,572,604	$18,128,683
2017	$1,173,835	$1,115,043	$2,417,432	$2,458,315	$3,054,168	$1,761,758	$1,176,941	$902,085	$929,939	$999,185	$1,436,557	$1,530,091	$18,955,348
% of 2017 Total	6.2%	5.9%	12.8%	13.0%	16.1%	9.3%	6.2%	4.8%	4.9%	5.3%	7.6%	8.1%	100.0%
Avg % of 10 yr Total	6.4%	10.2%	12.4%	15.7%	11.6%	7.1%	5.0%	4.1%	4.2%	5.8%	8.9%	8.6%	100.0%

Source: City of Scottsdale, Tax Audit Department

Note: Bed Tax increased to 5% in July 2010. Bed tax is normally received by the City the month after it is collected by the property. Therefore, the figures above generally reflect activity in the *previous month, and do not account for late payments.* The Arizona Department of Revenue, as of January 1, 2017, is responsible for administration, licensing, and tax collection for all cities and towns in Arizona including the City of Scottsdale. This change resulted in the timing of collections for the


MONTHLY BED TAX RECEIPTS
TOTAL IN MILLIONS
$20,000,000
$18,000,000
$16,000,000
$14,000,000
$12,000,000
$10,000,000
$8,000,000
$6,000,000
$4,000,000
$2,000,000
$0
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017


PERCENTAGE OF 2017 TOTAL
Dec 8.1%
Nov 7.6%
Oct 5.3%
Sept 4.9%
Aug 4.8%
July 6.2%
June 9.3%
May 16.1%
Apr 13.0%
Mar 12.8%
Feb 5.9%
Jan 6.2%

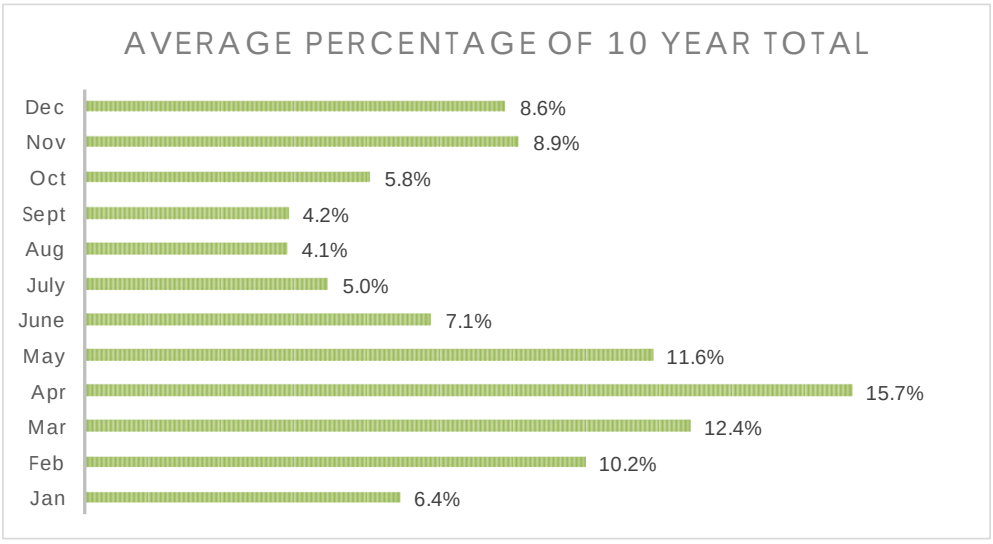

AVERAGE PERCENTAGE OF 10 YEAR TOTAL
Dec 8.6%
Nov 8.9%
Oct 5.8%
Sept 4.2%
Aug 4.1%
July 5.0%
June 7.1%
May 11.6%
Apr 15.7%
Mar 12.4%
Feb 10.2%
Jan 6.4%

Table 3

Monthly Hotel/Motel Sales Tax Receipts

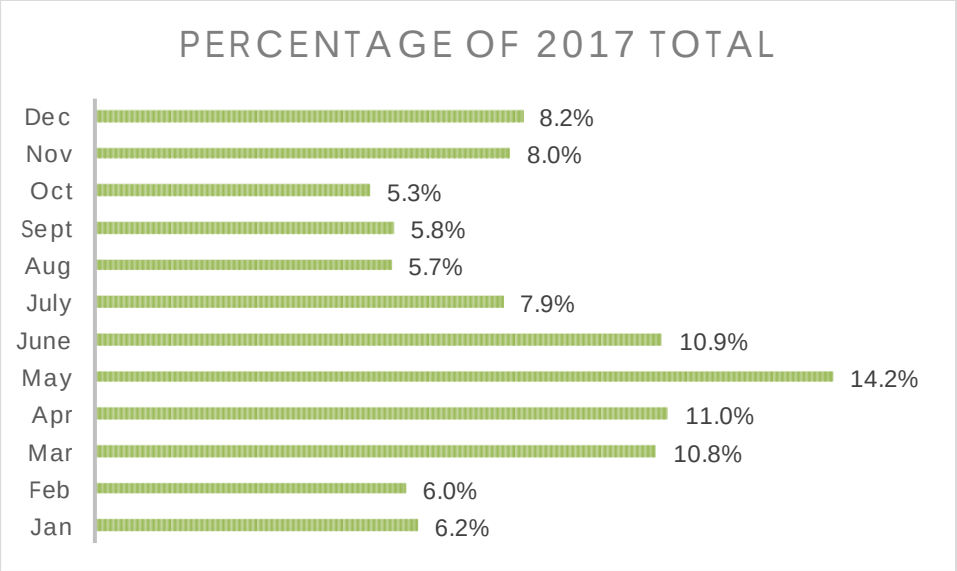
City of Scottsdale

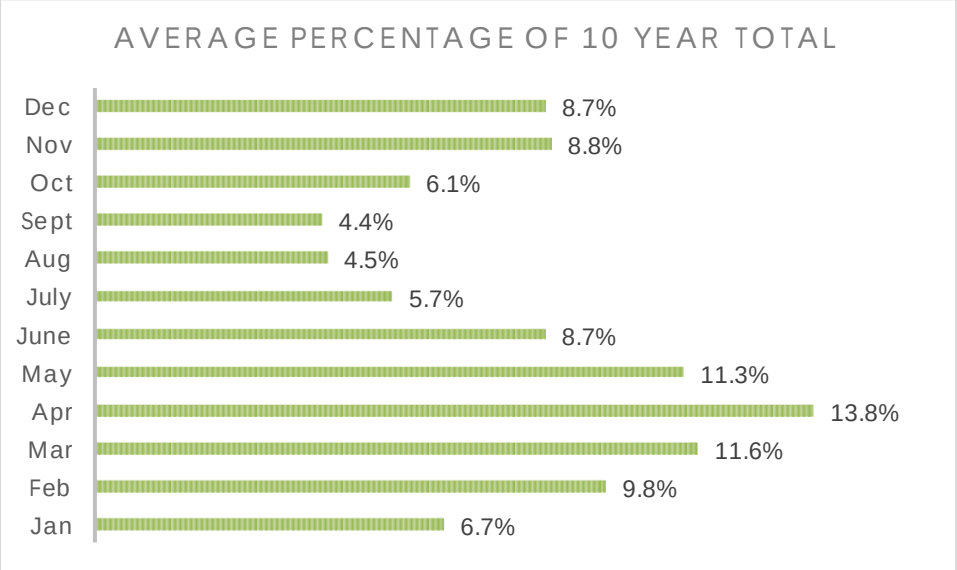
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2008	$592,259	$895,245	$1,137,945	$1,154,901	$966,741	$745,421	$457,592	$335,484	$366,765	$519,887	$758,464	$747,485	$8,678,189
2009	$547,862	$731,660	$729,751	$864,429	$673,149	$488,280	$376,734	$287,040	$280,578	$385,472	$515,900	$612,231	$6,493,087
2010	$440,919	$677,912	$735,942	$964,132	$740,407	$566,477	$414,722	$283,426	$280,156	$345,904	$647,243	$577,022	$6,674,262
2011	$499,210	$707,994	$736,982	$1,011,023	$752,606	$597,389	$372,602	$300,802	$285,491	$424,082	$611,393	$629,816	$6,929,389
2012	$474,662	$680,046	$839,061	$1,077,688	$785,028	$587,464	$393,480	$287,867	$282,906	$414,378	$650,994	$548,624	$7,022,198
2013	$495,223	$866,856	$821,619	$1,148,266	$891,479	$633,745	$404,986	$357,062	$311,769	$514,438	$719,488	$647,647	$7,812,579
2014	$561,978	$757,230	$1,049,214	$1,204,999	$908,191	$762,265	$453,178	$315,040	$349,931	$521,901	$700,189	$767,137	$8,351,254
2015	$565,077	$1,144,515	$1,027,004	$1,324,397	$920,654	$710,159	$431,460	$425,928	$378,695	$564,049	$789,305	$796,080	$9,077,324
2016	$614,097	$882,002	$1,168,695	$1,276,613	$1,011,411	$763,035	$501,701	$436,264	$406,242	$662,319	$876,506	$827,046	$9,425,931
2017	$687,430	$661,680	$1,189,894	$1,215,515	$1,563,477	$1,202,885	$867,519	$631,302	$636,246	$586,277	$882,369	$908,322	$11,032,916
% of 2017 Total	6.2%	6.0%	10.8%	11.0%	14.2%	10.9%	7.9%	5.7%	5.8%	5.3%	8.0%	8.2%	100.0%
Avg % of 10yr Total	6.7%	9.8%	11.6%	13.8%	11.3%	8.7%	5.7%	4.5%	4.4%	6.1%	8.8%	8.7%	100.0%

Source: City of Scottsdale, Tax Audit Department

Note: Sales tax is normally reported to the City the month after receipt. The figures listed above generally reflect activity from the *previous month, and do not account for late payments.*. The Arizona Department of Revenue, as of January 1, 2017, is responsible for administration, licensing, and tax collection for all cities and towns in Arizona including the City of Scottsdale. This change resulted in the timing of collections for the city.


MONTHLY HOTEL/MOTEL
SALES TAX RECEIPTS
TOTAL IN MILLIONS
$12,000,000
$10,000,000
$8,000,000
$6,000,000
$4,000,000
$2,000,000
$0
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017


PERCENTAGE OF 2017 TOTAL
Dec 8.2%
Nov 8.0%
Oct 5.3%
Sept 5.8%
Aug 5.7%
July 7.9%
June 10.9%
May 14.2%
Apr 11.0%
Mar 10.8%
Feb 6.0%
Jan 6.2%


AVERAGE PERCENTAGE OF 10 YEAR TOTAL
Dec 8.7%
Nov 8.8%
Oct 6.1%
Sept 4.4%
Aug 4.5%
July 5.7%
June 8.7%
May 11.3%
Apr 13.8%
Mar 11.6%
Feb 9.8%
Jan 6.7%

TRENDS IN ROOM INVENTORY

Room Supply

Table 4 reflects hotel room supply inventory for the study market area since 2008. Market area room inventory declined in 2009. However, in 2010 through 2012 there were slight increases in room inventory with decreases in 2013 through 2017. While the Scottsdale market area has grown by nearly 352 rooms since 2008, the number of rooms within the City of Scottsdale grew by 148, for the first year-over-year net growth in room inventory since 2013. Overall, the market has grown by over 2.1 percent—352 rooms—during the past ten years.

Table 5a shows the room inventory of the City of Scottsdale by category.

Table 5b shows the room inventory of the Town of Paradise Valley by category.

Table 5c shows the room inventory of the surrounding market areas by category.

Table 4
Hotel Inventory
Total Hotel Market Area Properties

Year	City of Scottsdale	Town of Paradise Valley	Other Market Area Hotels	Total
2008	9,444	1,865	4,928	16,237
2009	9,397	1,864	4,889	16,150
2010	9,354	1,862	5,375	16,591
2011	9,332	1,864	5,539	16,735
2012	9,378	1,863	5,517	16,758
2013	9,391	1,864	5,490	16,745
2014	8,997	1,695	5,609	16,301
2015	8,971	1,697	5,593	16,261
2016	8,727	1,693	5,640	16,060
2017	8,875	2,090	5,624	16,589

Source: Smith Travel Research (STR); City of Scottsdale, Tourism & Events Department

Note: Only hotel properties with 25 or more rooms are included

Table 5a
Room Inventory by Category*
City of Scottsdale - 2017

Category	# of Rooms	% of Market
Resort	3,917	45%
Full Service	1,854	20%
Limited Service	3,104	34%
Total	8,875	100%

Table 5b
Room Inventory by Category*
Town of Paradise Valley - 2017

Category	# of Rooms	% of Market
Resort	2,021	97%
Full Service	43	2%
Limited Service	26	1%
Total	2,090	100%

Table 5c
Room Inventory by Category*
Market Areas - 2017

Category	# of Rooms	% of Market
Resort	3,353	60%
Full Service	586	10%
Limited Service	1,685	30%
Total	5,624	100%

Source: Smith Travel Research, Tourism & Events Department

Property Inventory

Table 6 lists the existing hotel properties within the Scottsdale market area. The properties are classified by facility type, and room information.

Note: Hotel classifications are Resort, Full Service, and Limited Service.

Table 6
Resort Hotel Properties
Scottsdale Market Area

Property Name	# of Rooms	Location
CIVANA Carefree	189	Carefree
Andaz Scottsdale Resort & Spa	201	Paradise Valley
Doubletree Resort Paradise Valley	378	Paradise Valley
JW Marriott Camelback Inn	453	Paradise Valley
Mountain Shadow Resort	183	Paradise Valley
Omni Scottsdale Resort & Spa at Montelucia	293	Paradise Valley
Sanctuary Resort on Camelback	109	Paradise Valley
Scottsdale Plaza Resort	404	Paradise Valley
JW Marriott Desert Ridge (Phoenix)	950	Phoenix
Orange Tree Golf Resort (Phoenix)	160	Phoenix
Royal Palms Inn & Spa (Phoenix)	119	Phoenix
The Phoenician (Phoenix)	645	Phoenix
Canyon Suites at the Phoenician	62	Phoenix
Westin Kierland Resort (Phoenix)	732	Phoenix
Fairmont Scottsdale Princess	750	Scottsdale
Four Seasons Resort	210	Scottsdale
Hilton Scottsdale Resort & Villa	235	Scottsdale
Hotel Valley Ho	240	Scottsdale
Hyatt Regency Scottsdale	493	Scottsdale
Marriott at McDowell Mountain	266	Scottsdale
Scottsdale Links Resort	218	Scottsdale
Scottsdale Resort at McCormick Ranch	326	Scottsdale
Scottsdale Villa Mirage	266	Scottsdale
Boulders Resort & Spa	160	Scottsdale
McCormick Scottsdale	125	Scottsdale
The Saguaro Hotel	194	Scottsdale
The Scott Resort & Spa	204	Scottsdale
W Scottsdale	230	Scottsdale
Talking Stick Resort (SRPMIC)	496	SRPMIC

Source: City of Scottsdale, Tourism & Events Department

Table 6 (Continued) Full Service Hotel Properties Scottsdale Market Area		
Property Name	# of Rooms	Location
Wekopa Resort & Conf. Center	246	Fort McDowell
CopperWynd (Fountain Hills)	34	Fountain Hills
Inn at Eagle Mountain	37	Fountain Hills
Hermosa Inn	43	Paradise Valley
Scottsdale Camelback Resort (Phx)	111	Phoenix
3 Palms Hotel	130	Scottsdale
aloft Scottsdale	126	Scottsdale
Best Western Plus Sundial	54	Scottsdale
Best Western Plus Thunderbird Suites	120	Scottsdale
Embassy Suites	312	Scottsdale
Hilton Garden Inn (Old Town)	199	Scottsdale
Hilton Garden Inn Scottsdale North	122	Scottsdale
Hospitality Suite Resort	105	Scottsdale
Magnuson Hotel Papago Inn	58	Scottsdale
Scottsdale Marriott Suites Old Town	243	Scottsdale
Sheraton's Desert Oasis	300	Scottsdale
Worldmark Scottsdale	85	Scottsdale
Courtyard by Marriott (SRPMIC)	158	SRPMIC

Source: City of Scottsdale, Tourism & Events Department



Table 6 (Continued) Limited Service Hotel Properties Scottsdale Market Area		
Property Name	# of Rooms	Location
Comfort Inn (Fountain Hills)	48	Fountain Hills
Lexington Hotel and Suites	104	Fountain Hills
Smoke Tree Resort	26	Paradise Valley
Courtyard by Marriott (North)	153	Phoenix
Fairfield Inn (North)	131	Phoenix
Hampton Inn/Suites (North)	123	Phoenix
Sleep Inn (Phoenix)	107	Phoenix
Springhill Suites Marriot (Phoenix)	121	Phoenix
Comfort Suites Old Town	60	Scottsdale
Country Inn & Suites by Carlson	162	Scottsdale
Courtyard Scottsdale at Mayo Clinic	124	Scottsdale
Courtyard Scottsdale Old Town	180	Scottsdale
Days Inn & Suites Scottsdale	100	Scottsdale
Extended Stay America	120	Scottsdale
Extended Stay America Old Town	121	Scottsdale
Extended Stay America Scottsdale	106	Scottsdale
Gainey Suites Hotel	162	Scottsdale
Hampton Inn Scottsdale at Shea	150	Scottsdale
Holiday Inn & Suites (N. Airpark)	117	Scottsdale
Holiday Inn Express North	122	Scottsdale
Holiday Inn Express Scottsdale Old Town	169	Scottsdale
Homewood Suites Hotel	114	Scottsdale
Howard Johnson Scottsdale	65	Scottsdale
Hyatt House Old Town	164	Scottsdale
Hyatt Place Scottsdale/Old Town	126	Scottsdale
La Quinta Inn & Suites	140	Scottsdale
TownePlace Suites by Marriott	130	Scottsdale
Motel 6	122	Scottsdale
Residence Inn North by Marriott	120	Scottsdale
Residence Inn Scottsdale by Marriott	122	Scottsdale
Scottsdale Park Suites	95	Scottsdale
Hotel Adeline	213	Scottsdale
Hampton Inn/Suites (SRPMIC)	101	SRPMIC
aloft Tempe	136	Tempe
Baymont Inn & Suites (Tempe)	83	Tempe
Best Western Inn of Tempe	103	Tempe
Hampton Inn & Suites (Tempe)	117	Tempe
Motel 6 (Tempe)	100	Tempe
Ramada Tempe	140	Tempe
Red Lion Inn & Suites	118	Tempe

Source: City of Scottsdale, Tourism & Events Department

AVERAGE ROOM RATES AND OCCUPANCY

Average Room Rates

The Tourism and Events Department uses data from Smith Travel Research (STR). This research provides the city an indication of trending and competitive performance.

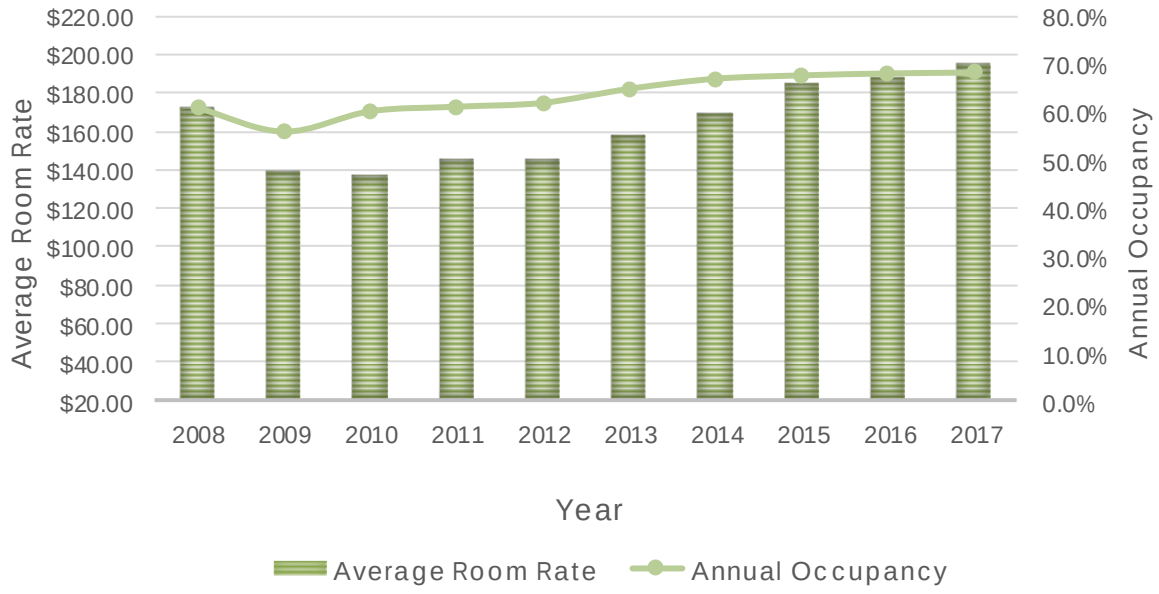
Chart 1 illustrates the average room rates within the Scottsdale Market area since 2008. *Table 7* represents the same data. Smith Travel Research reported the average room rate for Scottsdale/ Paradise Valley Market area hotels in 2017 was $195.03, up from $188.29 in 2016.

Average Occupancy

According to STR, hotels in the Scottsdale/Paradise Valley Market area experienced an occupancy rate of 68.3 percent in 2017, a slight increase from 68.1 percent in 2016.

Occupancy rates for the last ten years are shown on *Table 7* (p. 20) & illustrated in *Chart 1*.

CHART 1
HOTEL OCCUPANCY AND AVERAGE RATE: 2008-2017
SCOTTSDALE/PARADISE VALLEY/MARKET AREA



SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Table 7 Occupancy & Average Rate *Scottsdale Market Area*							
Year	Avg. Room Rate	x	Occupied	=	Gross Room	Room	Annual
2008	$172.26	x	2,457,869	=	$423,392,514	4,030,283	61.0%
2009	$139.28	x	2,327,536	=	$324,179,214	4,154,413	56.0%
2010	$136.99	x	2,508,930	=	$343,698,321	4,163,920	60.3%
2011	$145.98	x	2,524,950	=	$368,592,201	4,135,976	61.0%
2012	$145.65	x	2,719,641	=	$396,115,712	4,385,540	62.0%
2013	$158.07	x	3,019,156	=	$477,237,989	4,653,621	64.9%
2014	$169.90	x	3,063,936	=	$520,562,726	4,573,697	67.0%
2015	$184.85	x	2,947,480	=	$544,841,678	4,354,775	67.7%
2016	$188.29	x	2,960,277	=	$557,390,556	4,349,800	68.1%
2017	$195.03	x	2,998,666	=	$584,829,830	4,389,632	68.3%

Source: Smith Travel Research

*Occupied Rooms divided by Room Supply

SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.



ROOM REVENUES VERSUS TOTAL HOTEL REVENUES

Table 8 compares the total room revenues to total hotel revenues for Scottsdale hotels, thereby providing a means of assessing the relative importance of room revenues compared to all other revenue sources within the hotels (food, beverage, gift shop, and recreational sales).

The percentage of room revenue to total hotel revenues for the City of Scottsdale in 2017 was 57.8 percent. Over the past ten years, room revenues provided an average of 61.2 percent of total hotel revenues at Scottsdale properties. Since 2008, room revenues as a percentage of total hotel revenues have ranged from 57.8 to 62.6 percent.

Table 8
Room Revenue vs. Total Hotel Revenue*
City of Scottsdale

Year	Total Room Revenue	Total Hotel Revenue	Room Revenue as % of Hotel Revenue
2008	$299,229,502	$481,624,704	62.1%
2009	$226,988,494	$366,964,525	61.9%
2010	$248,254,906	$403,369,537	61.5%
2011	$253,335,435	$404,786,981	62.6%
2012	$258,773,205	$420,922,106	61.5%
2013	$279,154,011	$458,400,027	60.9%
2014	$305,272,815	$499,758,658	61.1%
2015	$331,569,021	$539,561,719	61.5%
2016	$351,842,465	$559,789,177	61.5%
2017	$360,302,284	$623,600,905	57.8%

Source: City of Scottsdale, Financial Services Department, Tax Audit Division

*Based on revenues generated at properties within the City of Scottsdale

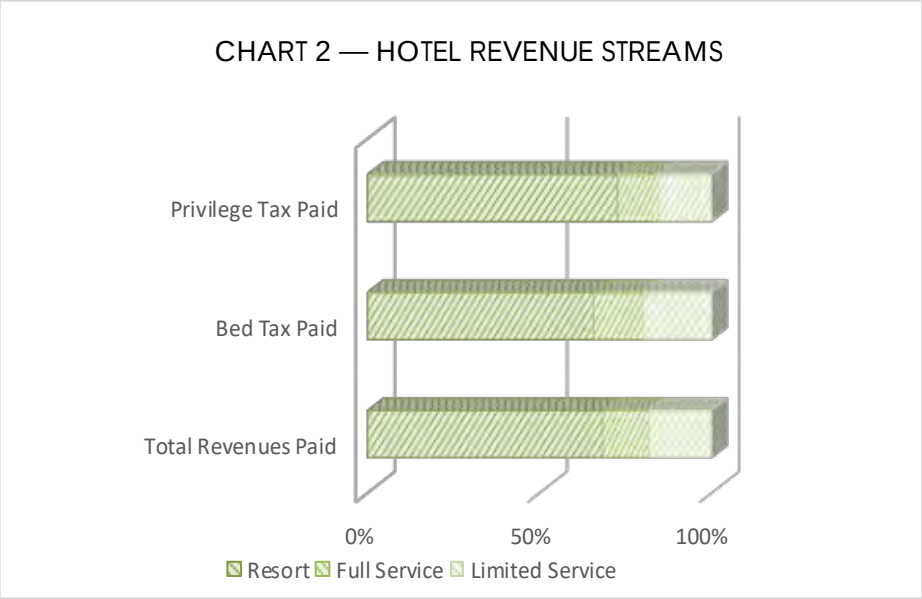
In 2017 resort properties comprises the largest segment of bed tax (66%), privilege tax (73%) and total revenues paid (68%). Resorts comprise 45% of Scottsdale properties. *Table 9* and *Chart 2* present a comparison of total room revenues, total bed tax paid, and total privilege tax paid for Resort, Full Service, and Limited Service hotel/motels for calendar year 2017.

Note: Tables 8 and 9 refer solely to properties within Scottsdale. These properties are listed in the Scottsdale section of Table 1 page 8.

Table 9
Hotel Revenue Streams
City of Scottsdale
For 12 months ending December 2017

	Total Revenues Paid	Bed Tax Paid	Privilege Tax Paid
Resort	68%	66%	73%
Full Service	13%	15%	12%
Limited Service	18%	20%	16%
Total	100%	100%	100%

Source: City of Scottsdale, Financial Services Department, Tax Audit Division
Note: Percentages may not add up to 100% due to rounding



Appendix H – Evolution Hospitality Parking Letter

March 28, 2018

To whom it may concern,

Evolution Hospitality is a hospitality management company providing pre-opening management services relating to the future approximately 200-key Museum Square Hotel being planned in the Arts District of Old Town Scottsdale. We currently manage a portfolio of 52 hotels, primarily in the western United States. Over the past five years, we have been the management company for 20 newbuild hotels. We are very intimate with hotel facility needs (including parking) as we are deeply involved in these newbuild hotel developments from early hotel concept planning all the way through a successful hotel operation post opening.

We have been asked to provide our thoughts on parking requirements for the desired hotel program. At the current time, the hotel design includes 200 keys and approximately 8,000 s/f of interior meeting space. The greater Scottsdale market has long produced strong group demand for meetings of all sizes. We view the meeting space primarily as a vehicle to drive hotel occupancy. As such, our first intent in allocating this space will be for events where we are driving hotel room nights. The meeting space will be comprised of multiple meeting rooms, with the largest room currently planned at 3,000 to 4,000 s/f. As such, the primary plan for the meeting space is to house smaller, higher-end corporate meetings (between 10 and 50 people), where the patrons are staying at the hotel. There will be occasional pure catering events in the meeting space (catering being defined as events where there are no hotel rooms attached – e.g. local holiday parties). Catering events will be secondary uses of the space, and we also plan on those being medium-sized events (no more than 150 people) given the size of the planned meeting space.

Generally, we are seeing a modest decline in parking usage within our hotel portfolio over the past 3-4 years. The reasons for this are well documented (primarily ride share companies like Uber and Lyft). Unfortunately for hotel owners/operators, parking revenue is on the slight decline – similar to hotel telephone and in-room movie revenue in years past. For this hotel, based upon our expectations from over 50 other current operations, we anticipate an average annual overnight parking usage as shown in the table below:

	2020	2021	2022	2023	2024
Assumed Occupancy	62.0%	70.0%	72.5%	72.5%	72.5%
Occupied Roomnights	45,260	51,100	52,925	52,925	52,925
Assumed Parking Capture	43%	45%	45%	45%	45%
Number of Parked Cars (Annual)	19,461.80	22,995	23,816	23,816	23,816
Average Per Night	53	63	65	65	65
Full Occupancy (Sell-Out)	86	90	90	90	90

As such, we anticipate an average of 65 parked cars per night from hotel guests, which would flex up to approximately 80 - 90 cars in the high occupancy season (e.g. February).

In addition to overnight hotel guest parking, we need to provide for employee parking. Our highest use time for employee parking will be 8 am – 4 pm Monday through Friday. Given the assumed hotel staffing, we anticipate a peak of ~35 parked employee cars during this time. It should be noted that this time frame coincides with a time when our overnight guest parking will be at its lowest, as our guests are using their cars for business or leisure activities during the day.

A final consideration in overall parking need is catering functions unrelated to overnight hotel guest use. As mentioned above, we would most often be using the meeting space as a vehicle to drive group room nights into the hotel; thus, such a group event would not drive parking demand further than shown above. However, there will be occasions (typically Friday or Saturday evening) where we will do small to mid-sized catering functions in our meeting space. A very large catering function for our facility would be ~150 people and a large majority of catering functions will be considerably smaller than that. For a 100-person catering function, we typically use a 40% parking ratio as a conservative target on parking need. Thus, we would theoretically have a further need for 40 spaces above and beyond overnight hotel guest needs for a larger catering function in the hotel's meeting space.

As we think about maximum parking needs at the hotel, we would assume a sold-out hotel at a time when we also have a large catering function in-house (with zero of the attendees staying at the hotel). Using the assumptions above based upon our experience and expectation, this would require ~85 parking stalls for our overnight guests and a further ~40 stalls for our catering event attendees. While there would be little to no housekeeping employees present during a large evening catering event, we would have significant banquet staff. We feel that the approximate 35-stall need for employees at this time would be appropriate. Thus, in total, we would anticipate that ~160 stalls would typically be sufficient in a high demand occupancy period where there is also a significant catering event. Given this dynamic and building in some contingency, we feel there would essentially never be a need for over 160 stalls to adequately service the hotel guest and employee needs at the proposed hotel.

We are happy to further discuss our assumptions at any time. Please do not hesitate to contact me directly if you have additional questions regarding the contents of this letter.

Best regards,

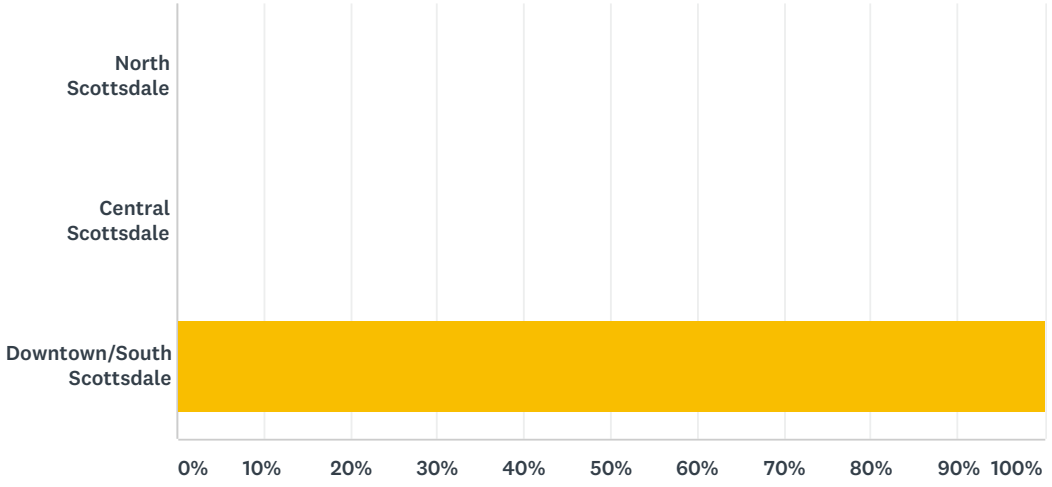
/s/

Matt Raine
EVP, Development
Evolution Hospitality

Appendix I – Experience Scottsdale Survey (Downtown Only)

Q1 Where are you located?

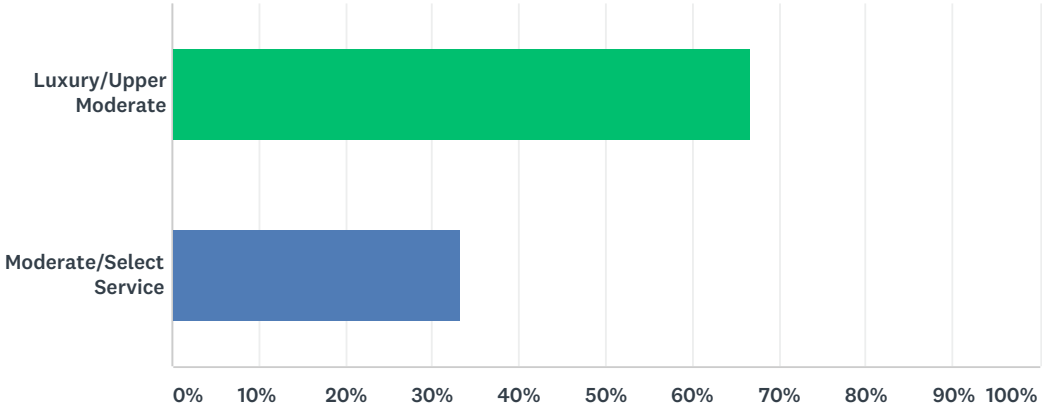
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
North Scottsdale	0.00%	0
Central Scottsdale	0.00%	0
Downtown/South Scottsdale	100.00%	9
TOTAL		9

Q2 Which best describes your property?

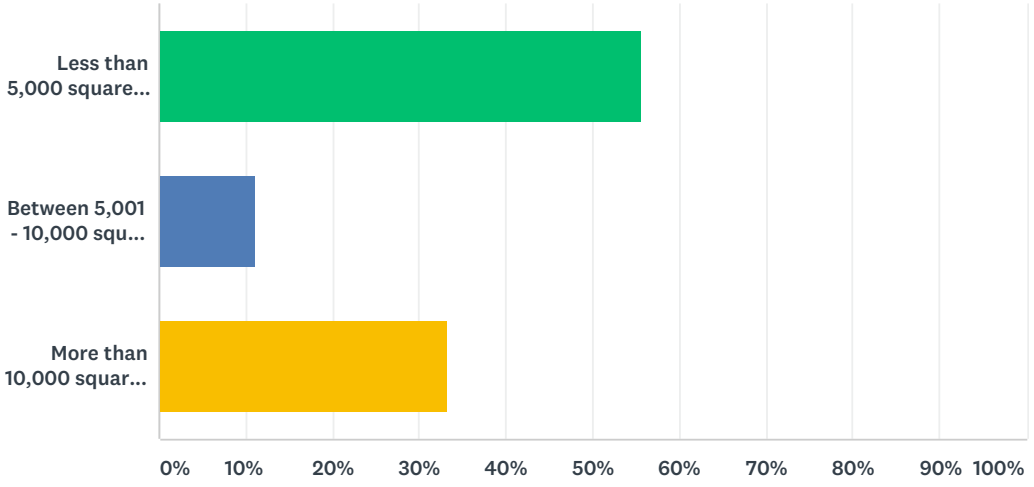
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Luxury/Upper Moderate	66.67%	6
Moderate/Select Service	33.33%	3
TOTAL		9

Q3 How much indoor meeting space do you offer?

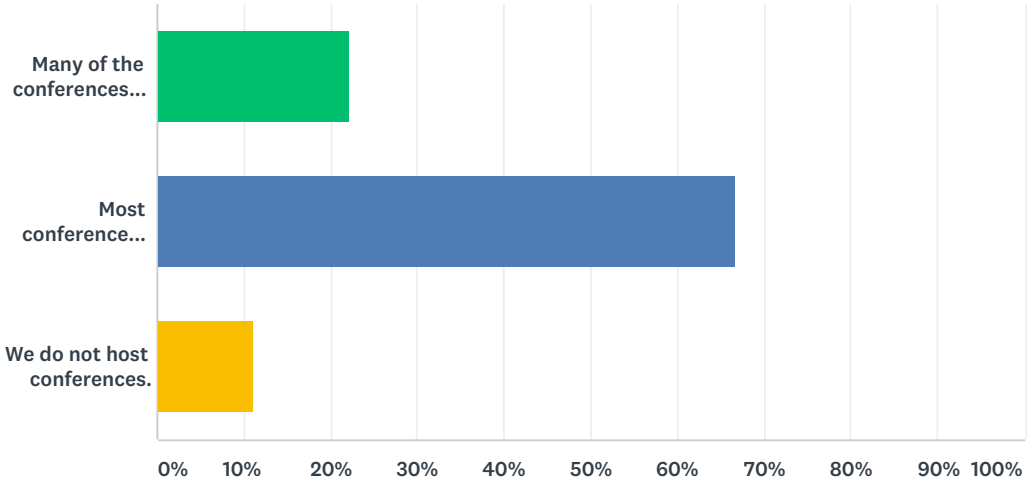
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 5,000 square feet	55.56%	5
Between 5,001 - 10,000 square feet	11.11%	1
More than 10,000 square feet	33.33%	3
TOTAL		9

Q4 Which statement most accurately reflects what you see at your property?

Answered: 9 Skipped: 0

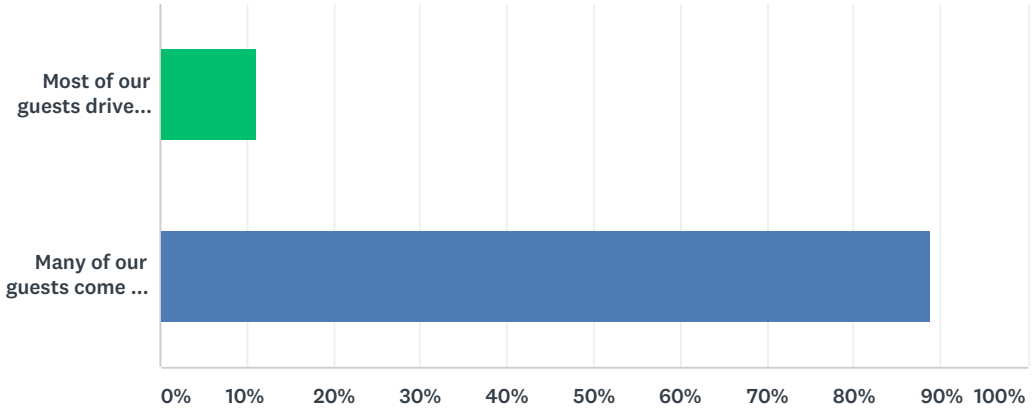


ANSWER CHOICES	RESPONSES	
Many of the conferences held at our property include non-overnight guests, therefore, we need parking for both guests and conference attendees.	22.22%	2
Most conference attendees stay at the property, therefore, we only need parking for guests.	66.67%	6
We do not host conferences.	11.11%	1
TOTAL		9

#	OTHER (PLEASE SPECIFY)	DATE
1	Only 50-60% of our guests have cars. The rest take taxi, uber, shuttle, or do ride share. Also, since we're in Old Town, in which numerous restaurants and shopping are a short walk or golf cart ride away, a vehicle is not a necessity in our area.	2/2/2018 8:45 AM

Q5 Which statement most accurately reflects what you see at your property?

Answered: 9 Skipped: 0

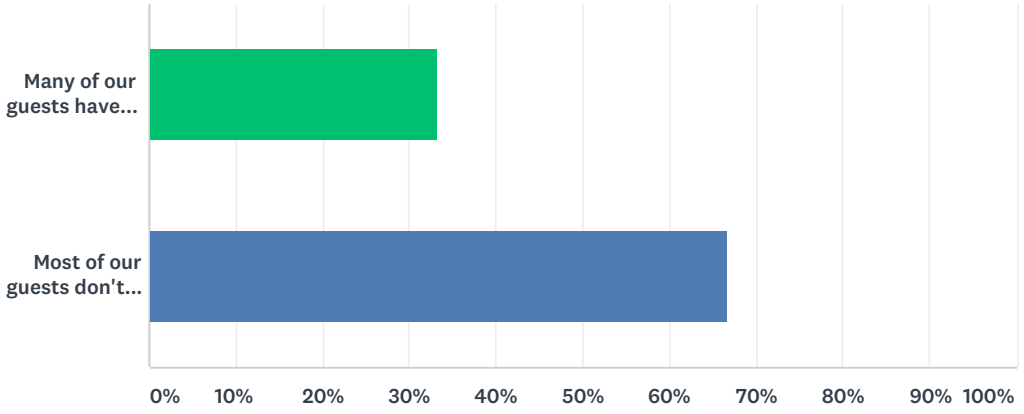


ANSWER CHOICES	RESPONSES	
Most of our guests drive here (either in their own car or a rental car), so every room needs its own parking space.	11.11%	1
Many of our guests come as groups (family, friends, colleagues), so we only need one parking space for every two or three rooms.	88.89%	8
TOTAL		9

#	OTHER (PLEASE SPECIFY)	DATE
1	We can regularly sell all 199 rooms and still have 30 empty parking spaces.	2/2/2018 8:45 AM

Q6 Which statement most accurately reflects what you see at your property?

Answered: 9 Skipped: 0

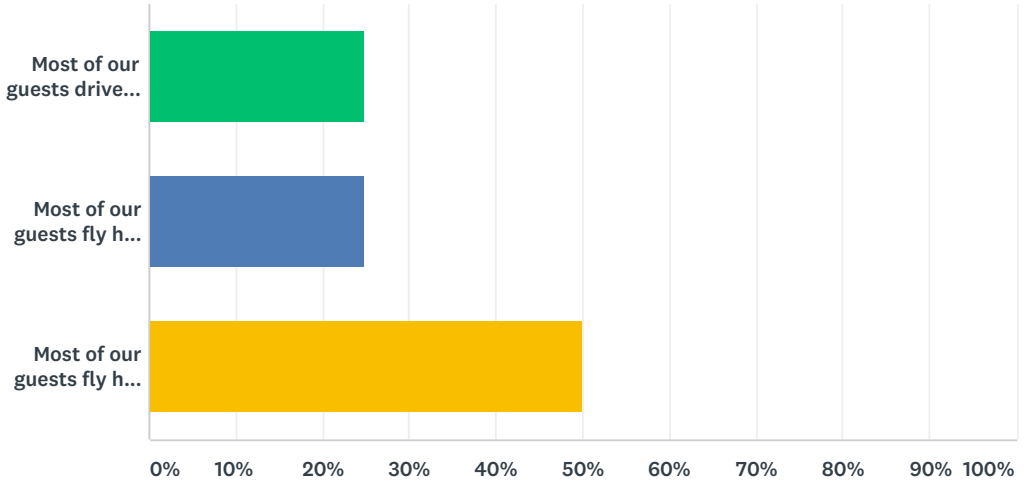


ANSWER CHOICES	RESPONSES	
Many of our guests have family or friends who visit them while on property so we need parking for these visitors.	33.33%	3
Most of our guests don't receive local visitors so we only need parking for our overnight guests.	66.67%	6
TOTAL		9

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

Q7 Which statement most accurately reflects what you see at your property?

Answered: 8 Skipped: 1



ANSWER CHOICES	RESPONSES	
Most of our guests drive here or fly here and rent a car.	25.00%	2
Most of our guests fly here and only rent a car if going to another part of the state.	25.00%	2
Most of our guests fly here and use ride share/taxis when they need to travel in the Valley.	50.00%	4
TOTAL		8

#	OTHER (PLEASE SPECIFY)	DATE
1	Hotel parking is always full. Shared parking lot with businesses impacts usage as well. Locals from businesses and condos near by try to park in our lots. Not enough parking for everyone. Hotel hires security to ensure no "bar/entertainment" locals parking at hotel.	2/5/2018 10:07 AM
2	We have just recently opened so its hard to say but based on current guests we see about a 50/50 split from guests bringing their own vehicles and guests arriving via Lyft/Uber or Taxi	2/2/2018 12:23 PM

MUSEUM SQUARE

PARKING MASTER PLAN



Prepared for:

Macdonald Development Corporation
3225 N. Central Avenue, Suite 100
Phoenix, AZ 85012

Prepared by:

J2 Engineering and Environmental Design
4649 E. Cotton Gin Loop, Suite B2
Phoenix, AZ 84040



EXPIRES 6·30·19

Project Number: 17.1070
September 13, 2018

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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.

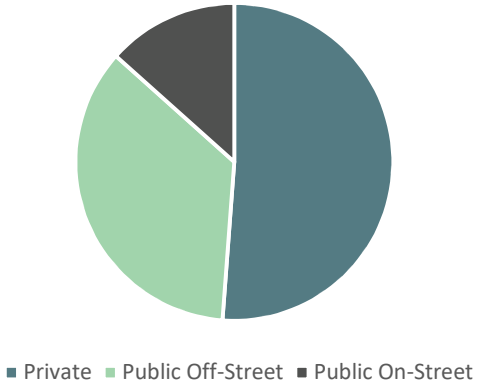
Situated within the proposed development is the 3,632 square foot Stagebrush Theatre, located on the northeast corner of Goldwater Boulevard and 2nd Street; the 15,002 square foot Scottsdale Artists' School, located on the southwest corner of Marshall Way and 2nd Street; and the 57,806 sf Scottsdale's 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.

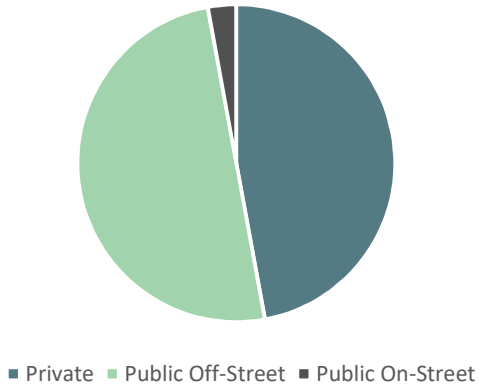
Parking Inventory

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.

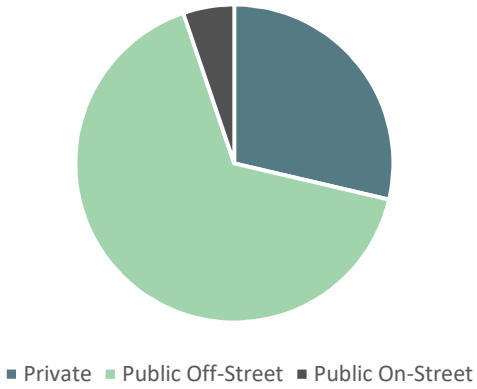
The Museum Square development falls within portions of Zones 6 and 8.



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

j2 design



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.

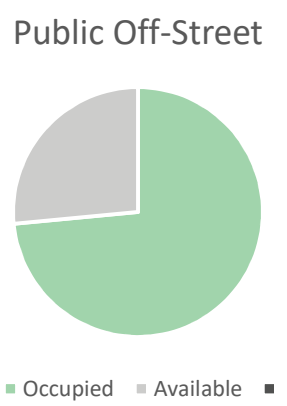
No occupancy data was collected for Zone 6 or 8 as part of the 2015 Study. Therefore, the proposed garage locations are not based on an assessment of parking demand in the area.

SPECIAL EVENT – DATA COLLECTION

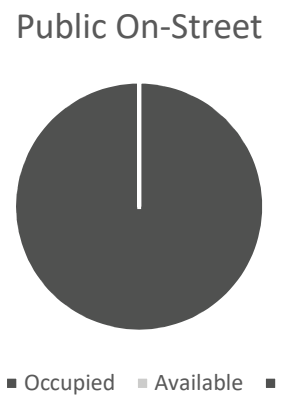
In March 2018, J2 collected parking occupancy data in the southwest quadrant of Old Town Scottsdale, including within the Museum Square study area. Parking occupancy data was collected on four (4) separate occasions while spring training games were held at the Scottsdale Stadium. Additionally, during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

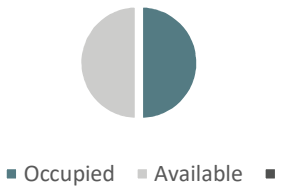
PRIVATE PARKING

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.

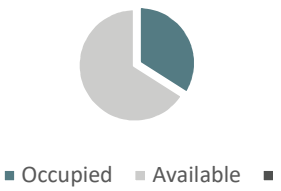
Lastly, the parking for the existing Scottsdale Artists' School is remaining as it is today with 55 parking stalls.

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

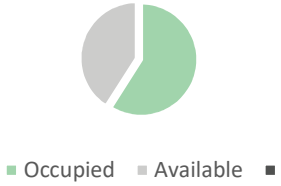
Lot 34 is a subsurface parking garage, which will remain. The existing 130 parking stalls currently provides parking for the 57,806 square foot Scottsdale's Museum of the West as well as the public. The 130 parking stalls will also serve the parking needs of the proposed 22,500 square foot expansion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

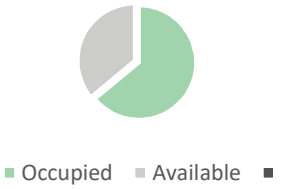
Within the Museum Square study area, combined Lots 20, 33, and 34, provide a total of 352 public off-street parking stalls. With the proposed Museum Square development the public off-street parking will be modified to provide 211 public off-street parking stalls, which is an approximate reduction of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

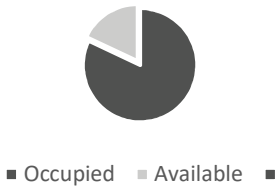
Area N's north curb line will be modified, and will provide the same number of on-street parking stalls.

Zone 8 – Area J

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

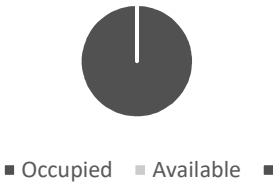
Within the Museum Square study area, combined Zone 6 – Areas J, K, N, and Zone 8 – Area J currently provides a total of 23 public on-street parking stalls. With the proposed Museum Square development the public on-street parking will be modified to provide 60 public on-street parking stalls, which is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

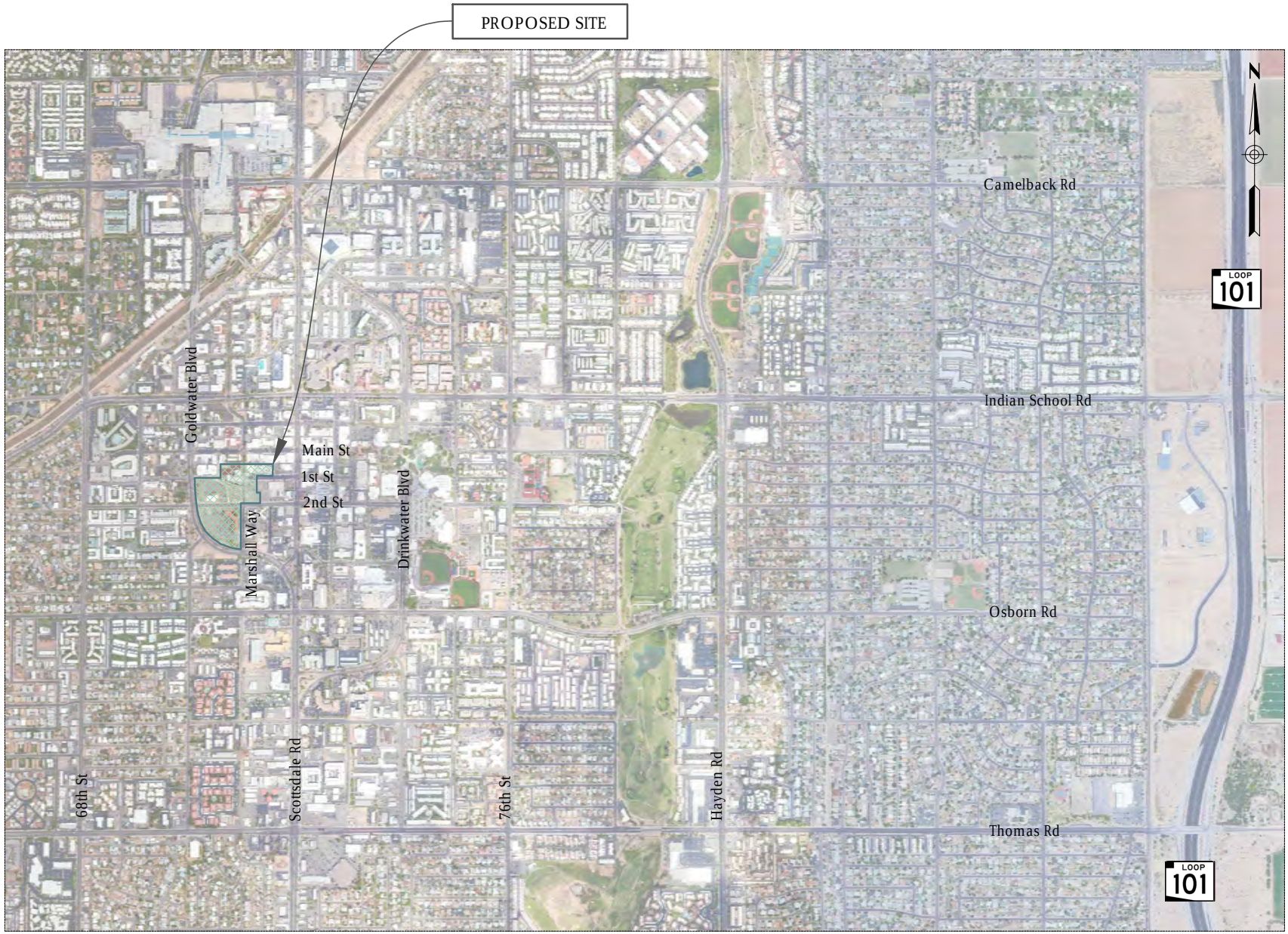
The objective of this Parking Master Plan is to establish that the private, public off-street, and on-street parking stalls provided throughout the study area will provide sufficient parking for the proposed Museum Square development, while still supporting the broader vision for Old Town Scottsdale.

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.



J2 engineering and environmental design
4649 east cotton gin loop, suite B2
phoenix, arizona 85040
phone: 602.438.2221
www.j2design.us

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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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4649 east cotton gin loop, suite B2
phoenix, arizona 85040
phone: 602.438.2221
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Site Plan

Figure 2

4. 2015 SCOTTSDALE DOWNTOWN PARKING STUDY

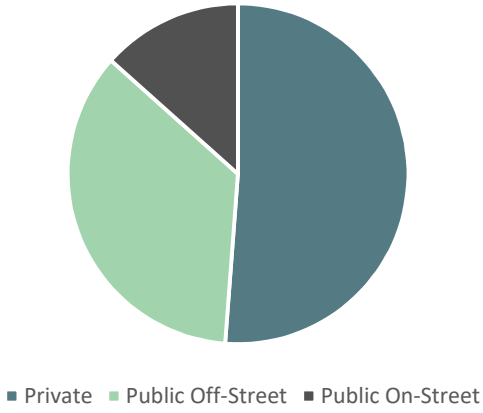
In 2015, the City of Scottsdale hired Walker Parking Consultants to conduct a parking supply and demand analysis, entitled the *2015 Scottsdale Downtown Parking Study* (2015 Study). See **Appendix B** for the complete report. **Sections 4.1** through **4.5** summarizes the 2015 Study's relevant findings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

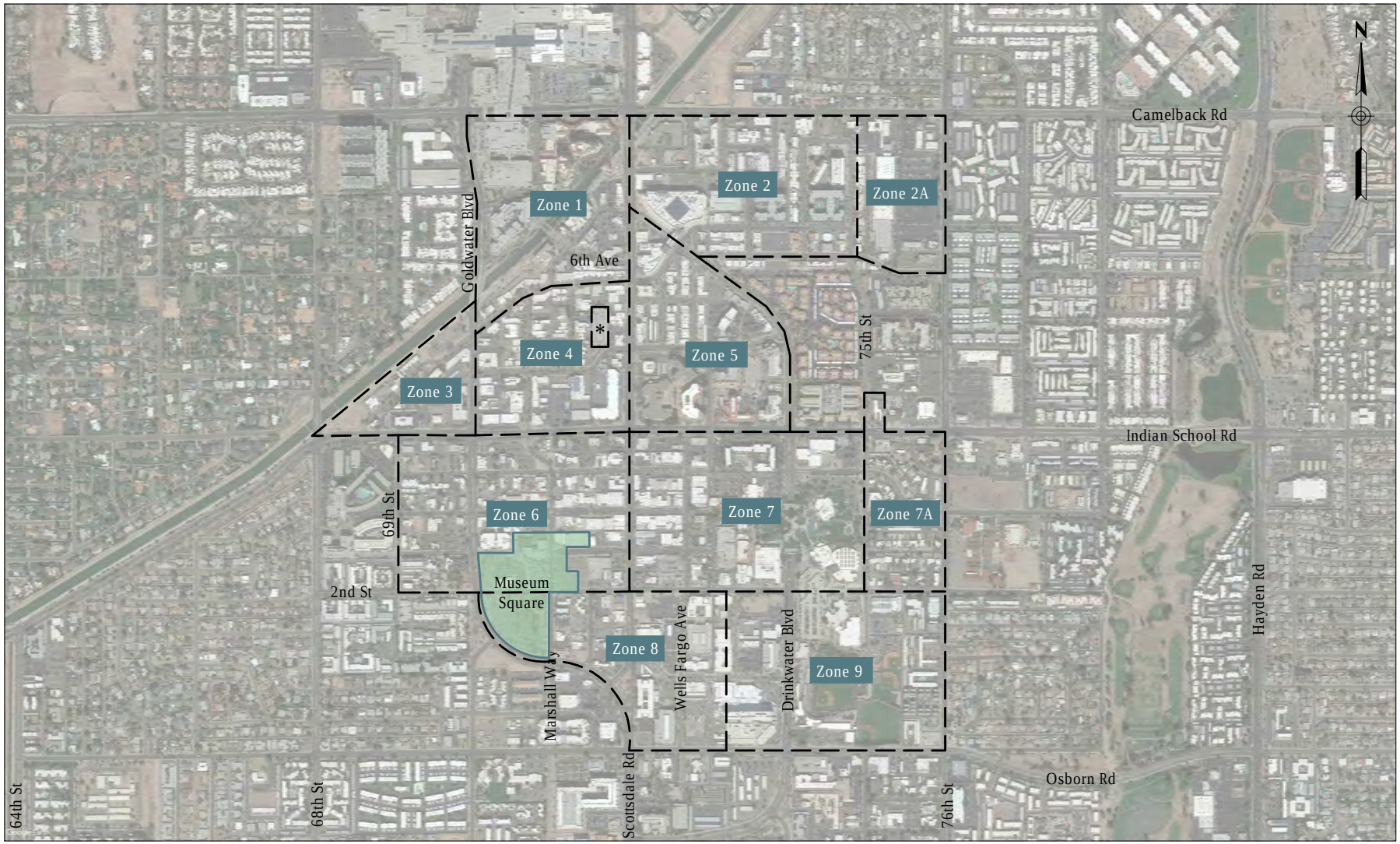
Table 1 – 2015 Study - Parking Inventory

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.



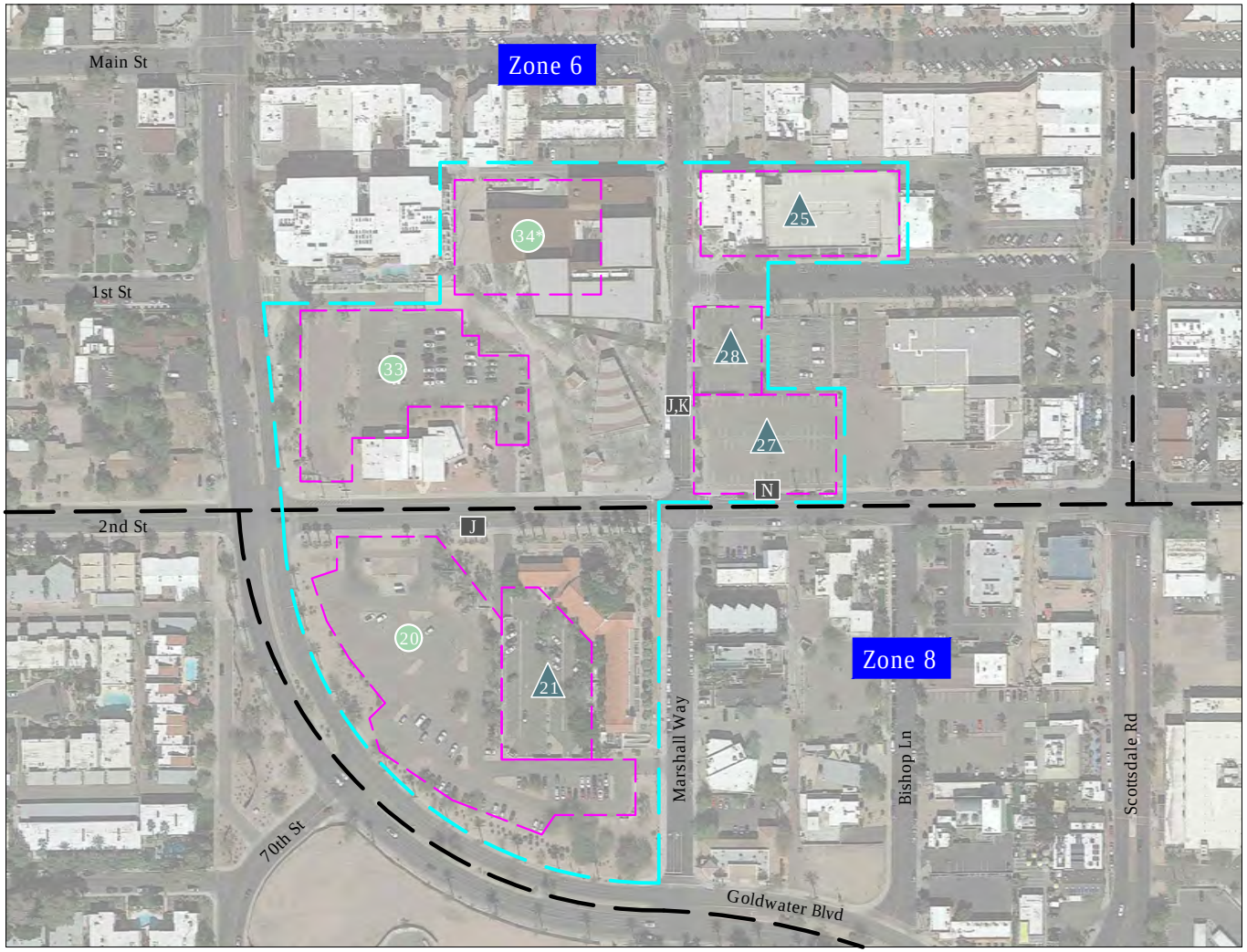
* Parking Garage Included in Zone 5 Counts

J2 engineering and environmental design
4649 east cotton gin loop, suite B2
phoenix, arizona 85040
phone: 602.438.2221
www.j2design.us

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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

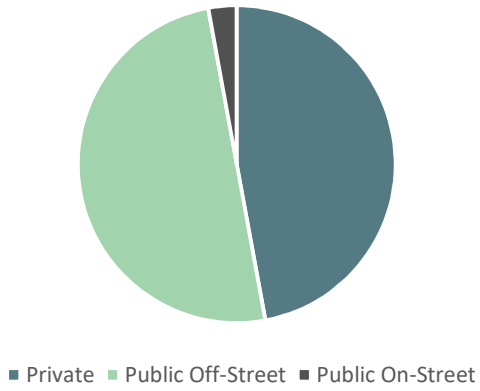
Parking Type	Parking Provided	
	Count	Percent
Private	1,190	63.2%
Public Off-Street	299	15.9%
Public On-Street	394	20.9%
Total	1,883	100%

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

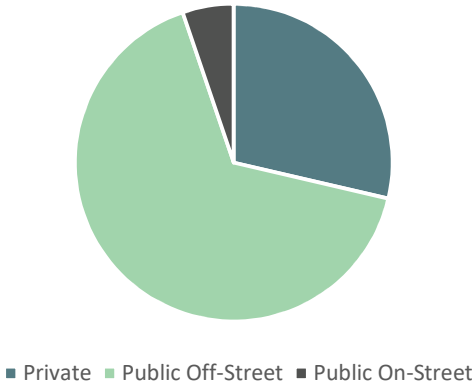
Parking Type	Parking Provided	
	Count	Percent
Private	1,787	87.7%
Public Off-Street	133	6.5%
Public On-Street	117	5.7%
Total	2,037	100%

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.

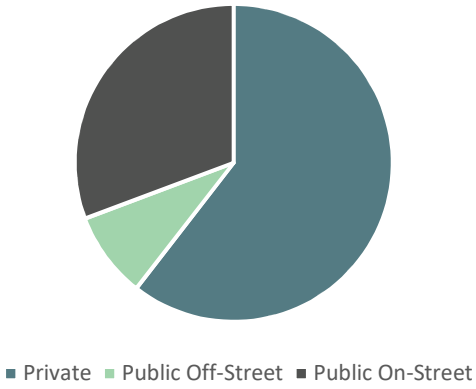
Zone 2 Parking Inventory

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:

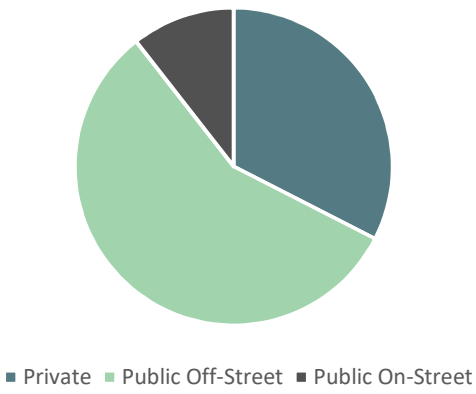
> "Though occupancy counts were not collected for this zone, Walker staff did note that street parking was heavily utilized in the afternoon. The concentration of shops, boutiques, and restaurants make this area a popular destination… Based on interviews with local developers and shop owners,… there 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

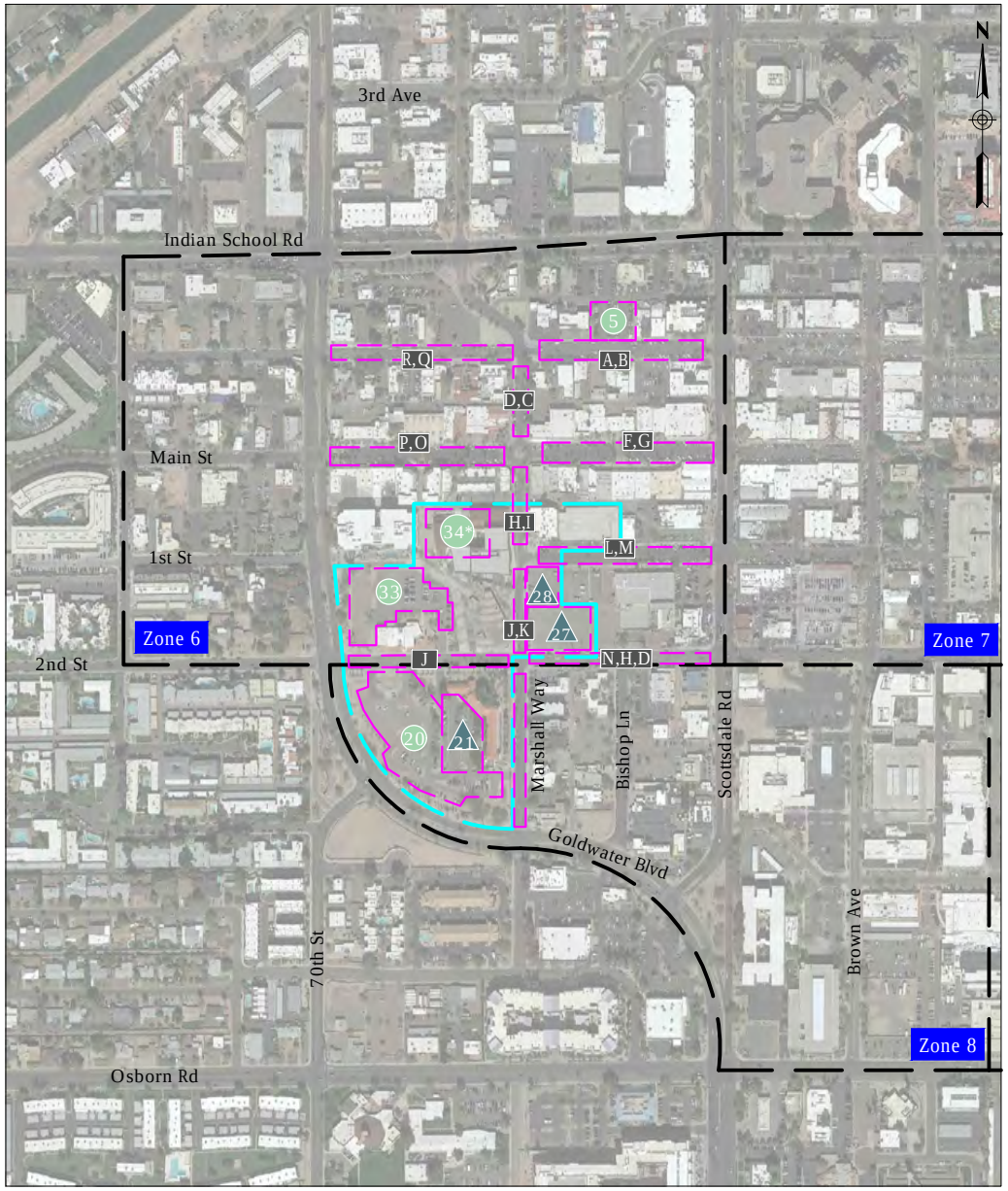
In March 2018, J2 collected parking occupancy data in the southwest quadrant of Old Town Scottsdale. See Figure 5 for the locations of which parking quantities were taken.

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
- X — Private Parking
- X — Public Off-Street Parking
- X — Private On-Street Parking

J2 engineering and environmental design
4649 east cotton gin loop, suite B2
phoenix, arizona 85040
phone: 602.438.2221
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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%

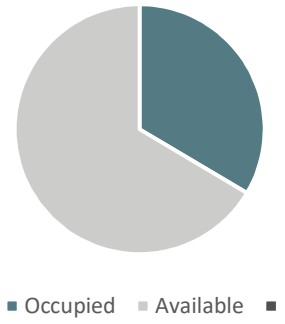
*Lot Inaccessible Due to Being Chained Off

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%

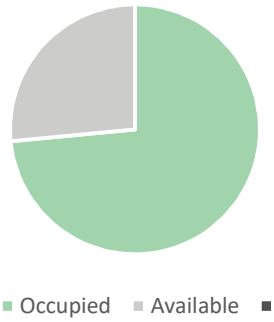
Museum Square Study Area

Private



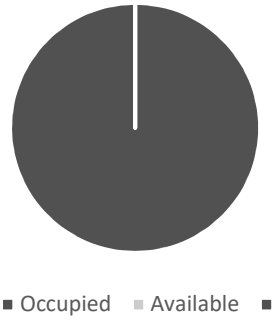
53 (34%) occupied
105 (66%) available

Public Off-Street



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

Public On-Street

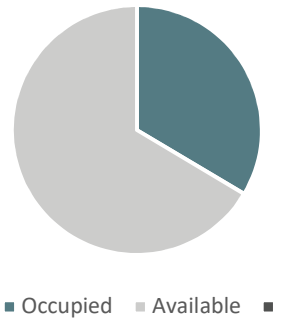


23 (100%) occupied
0 (0%) available

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.

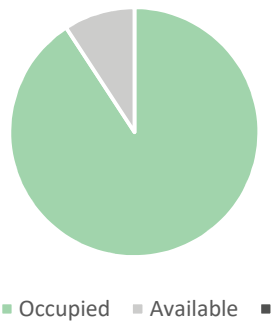
Combined - Outside and Within the Museum Square Study Area

Private



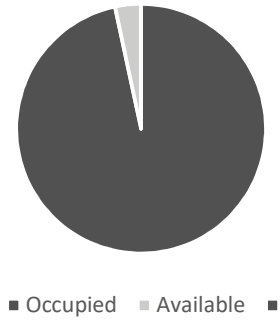
53 (34%) occupied
105 (66%) available

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.

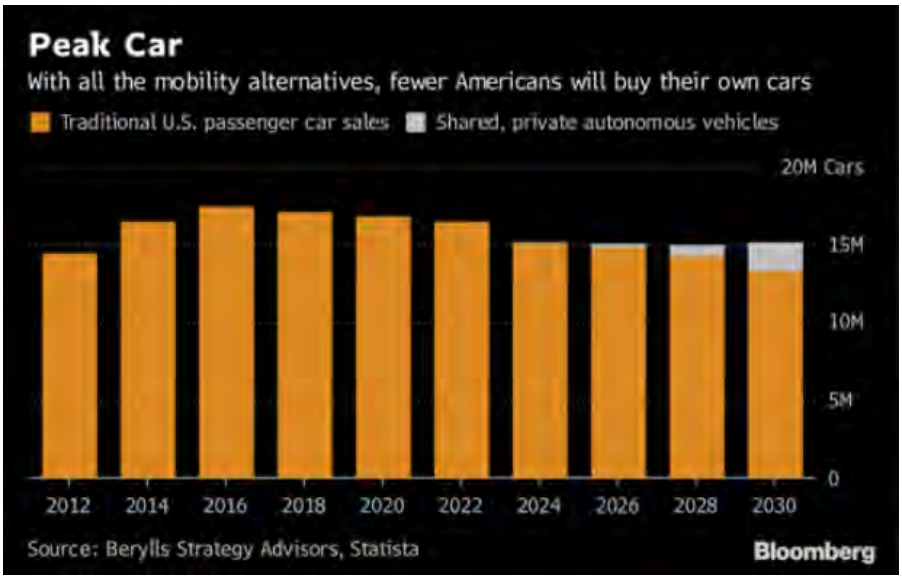
"The city investigated several options, such as scheduled trolley service and rental car shuttles, for providing direct connection between Scottsdale hotels and Phoenix Sky Harbor International Airport," said Basha. "However, these generalized service concepts were dismissed as too expensive. A service 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.

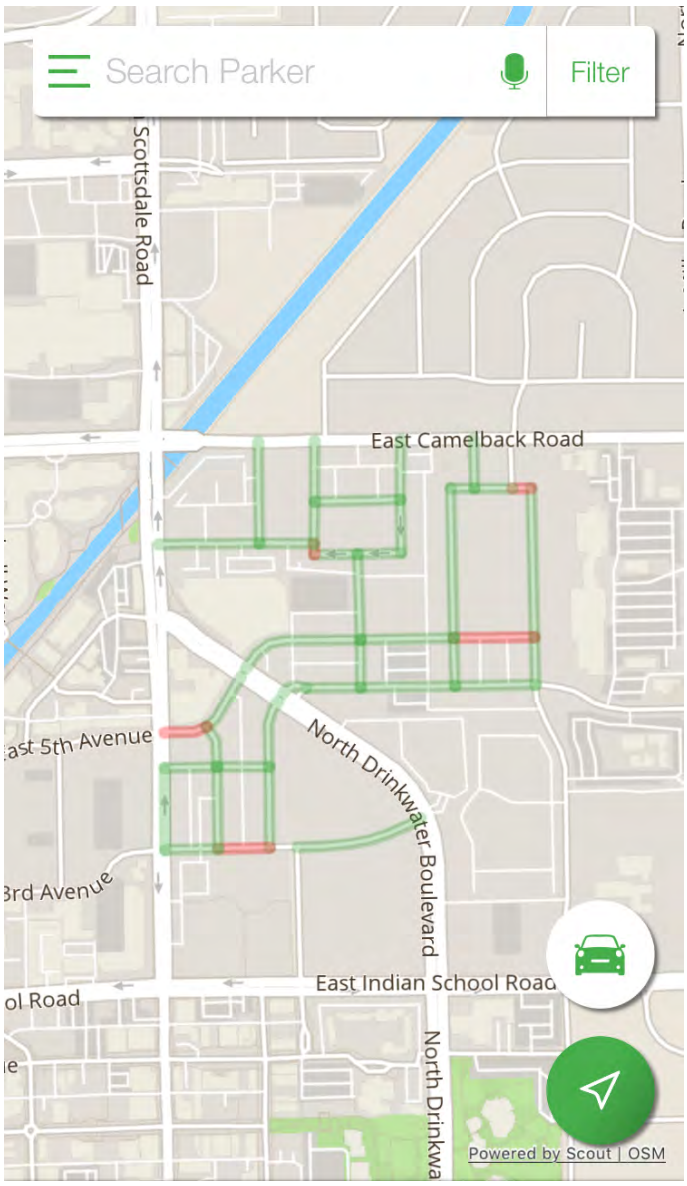


Figure 6 – Parker by Streetline Application

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.

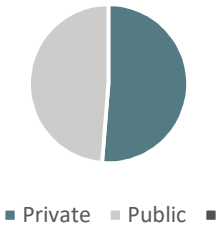
The proposed parking for Residential Buildings #1, #2, #3, and #4 will exceed the parking requirements of the City of Scottsdale Code as well as the ITE Parking Generation.

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)

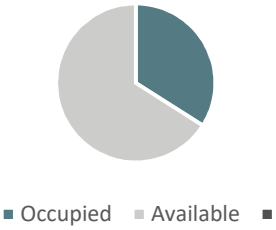


The 2015 Study reports that of the eleven (11) zones inventoried, the
PRIVATE PARKING MAKES UP 51.3% OF THE TOTAL PARKING.

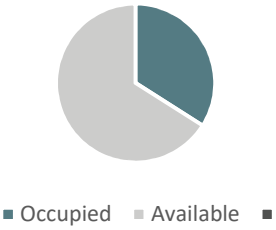


A parking occupancy data collection effort as part of the 2015 Study was performed for Zones 2 and 5. The data showed that during the
PEAK PERIOD AT 2:00 PM, THE PRIVATE PARKING HAD 50% AVAILABLE STALLS.

- 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

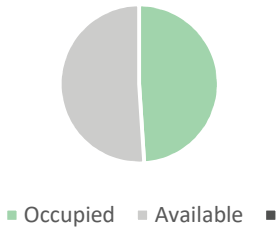
Zone 6					
Lot ID	Type	User/Owner	Existing Total	Future Total	Difference
33	Lot	Public	95	81	-14
34	Garage	Public	130	130	0
				Zone 6 Total Difference	-14

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:

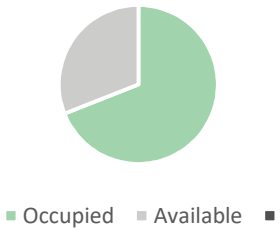
As part of the special event data collection described in detail in Section 5, the occupancy of Lot 33 and 34 were collected.

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

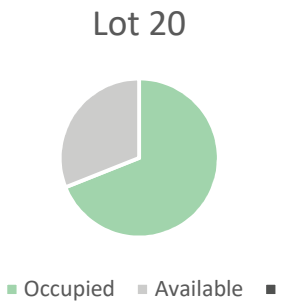
There is one (1) public off-street parking lot that is located within the Museum Square project boundaries in Zone 8, Lot 20. As part of the proposed Museum Square development, this parking lot will be removed, and will be occupied by Residential Buildings #1, #2, and #3. Currently, Lot 20 provides 127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

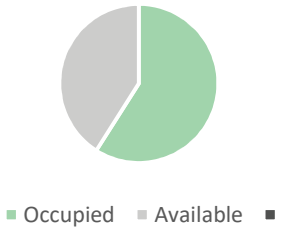
As shown in Table 16, the public off-street parking in Zone 8 will be reduced by a total of 127 parking stalls.

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

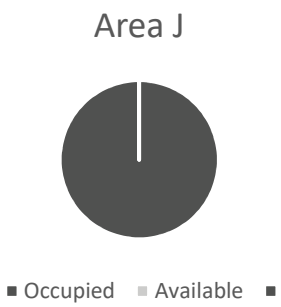
For Area J, within Zone 8, as part of the Museum Square development, the on-street parking along 2nd Street will be reconfigured to provide a total of 32 on-street parking stalls.

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.

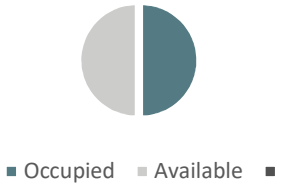
The proposed development will include four residential buildings, the Museum Square Hotel, the Canopy by Hilton hotel, and the expansion of the Scottsdale's Museum of the West.

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

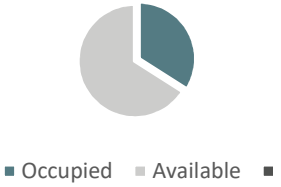
As described in detail in Section 7, the private parking within the Museum Square study area is either unchanged, exceeds the City of Scottsdale and ITE Parking Generation requirements, or has a separate Parking Master Plan, of which one has been approved by the City of Scottsdale and the other is under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

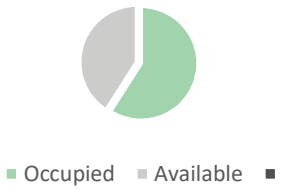
Zone 8 – Lot 20

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

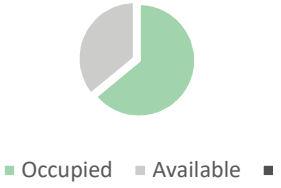
public off-street parking will be modified to provide 211 public off-street parking stalls, which is an approximate reduction of 40%.

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.

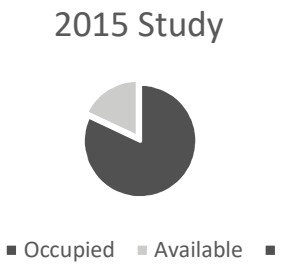
Zone 6 – Area N

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

Zone 8 – Area J

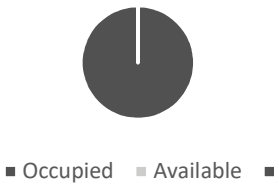
The on-street parking on 2nd Street will be reconfigured to provide an additional 22 parking stalls.

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

j2 design

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

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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.

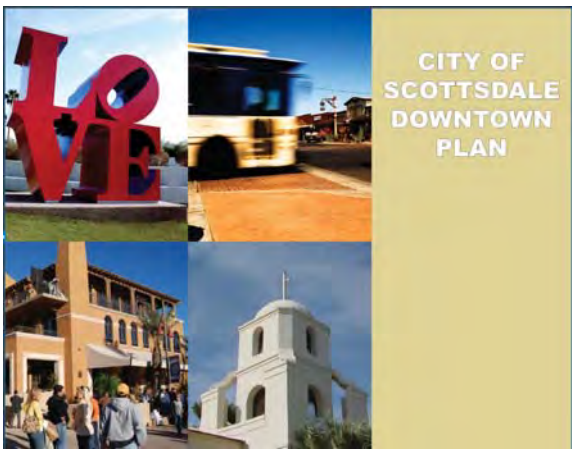
The these initial steps will allow the City better options to pursue some of the other parking management options discussed under Task C of this report and ensure that current and future downtown parking resources can be managed effectively to encourage downtown economic growth.

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.

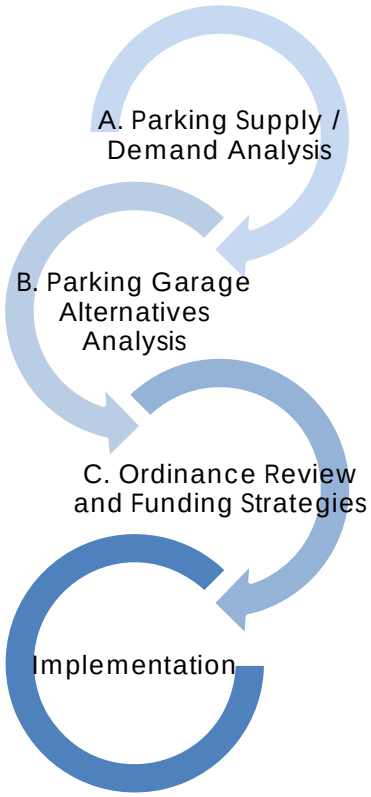
Figure 1: Report Organization

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*

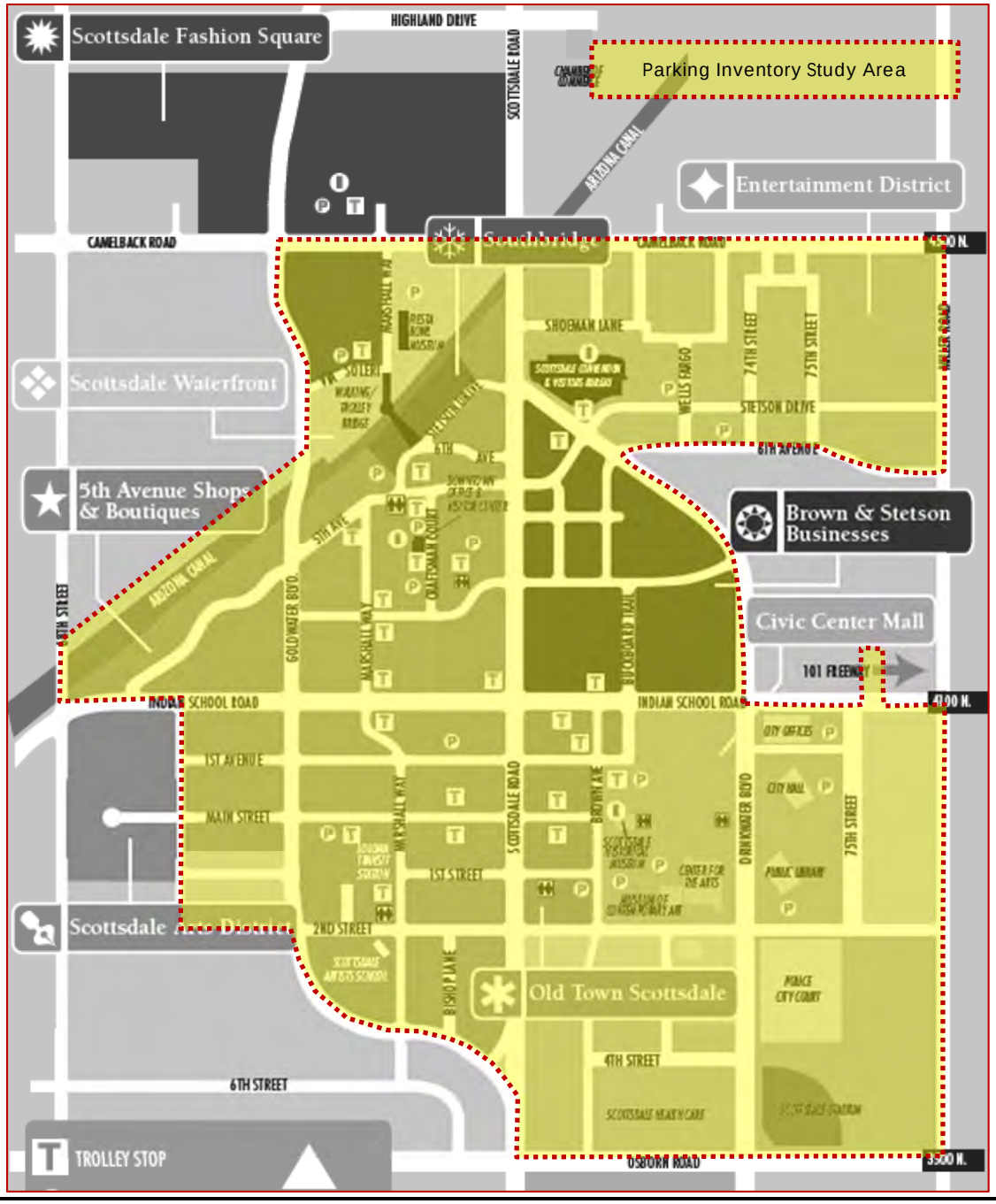
Source: Walker Parking Consultants, 2015

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

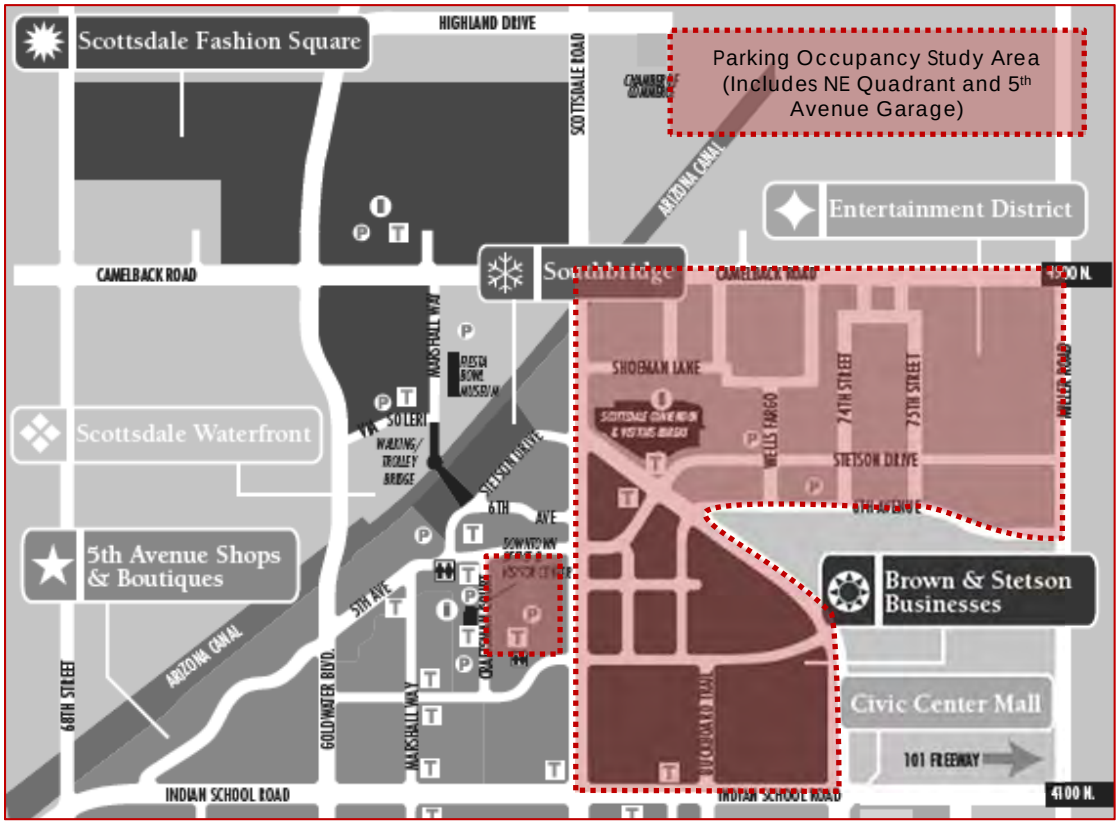
The study areas for this analysis are shown on the following two figures. Two study areas were selected, with parking occupancy data collected for northeast quadrant only and parking inventory data collected for the northeast quadrant plus remaining core downtown districts as shown below:

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.

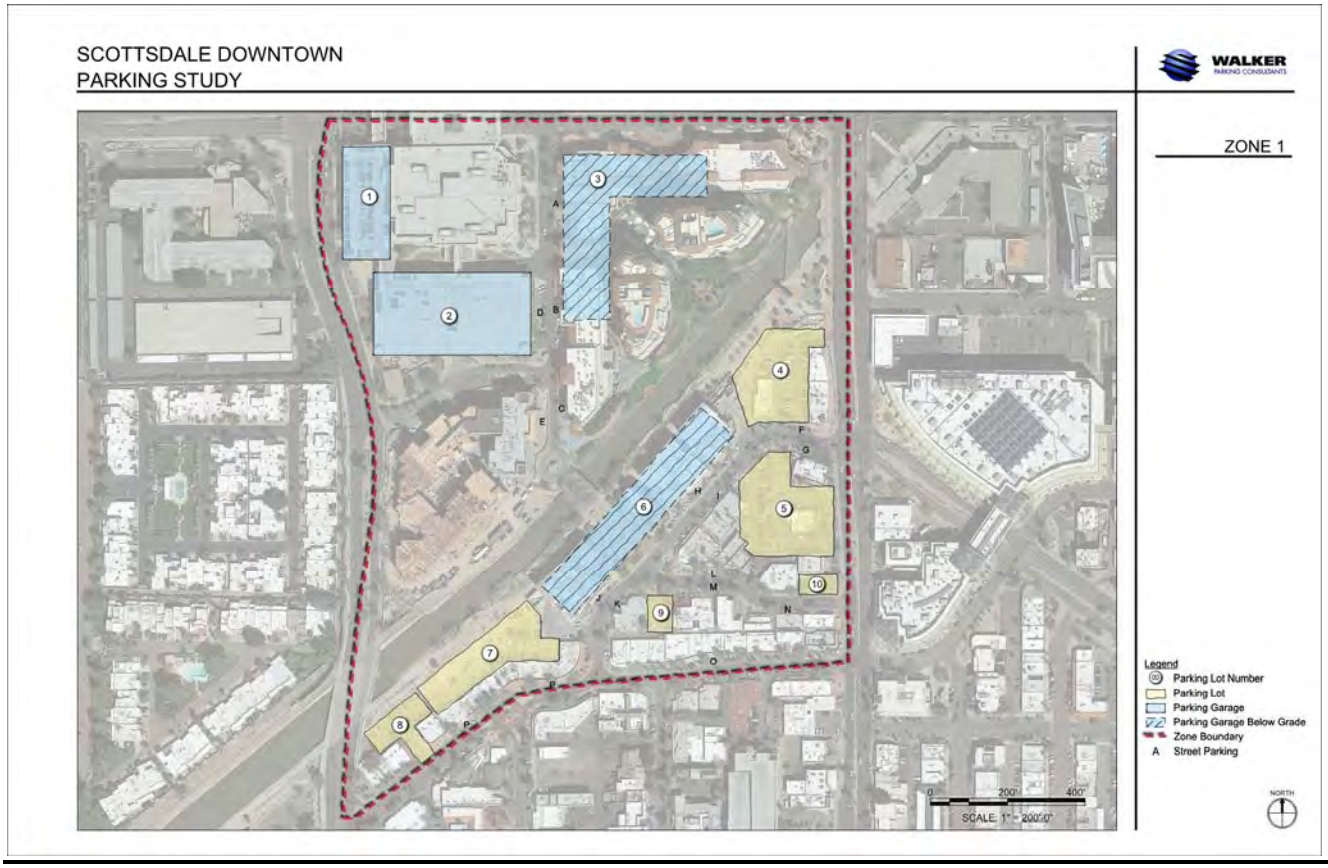
ZONE 1:

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%

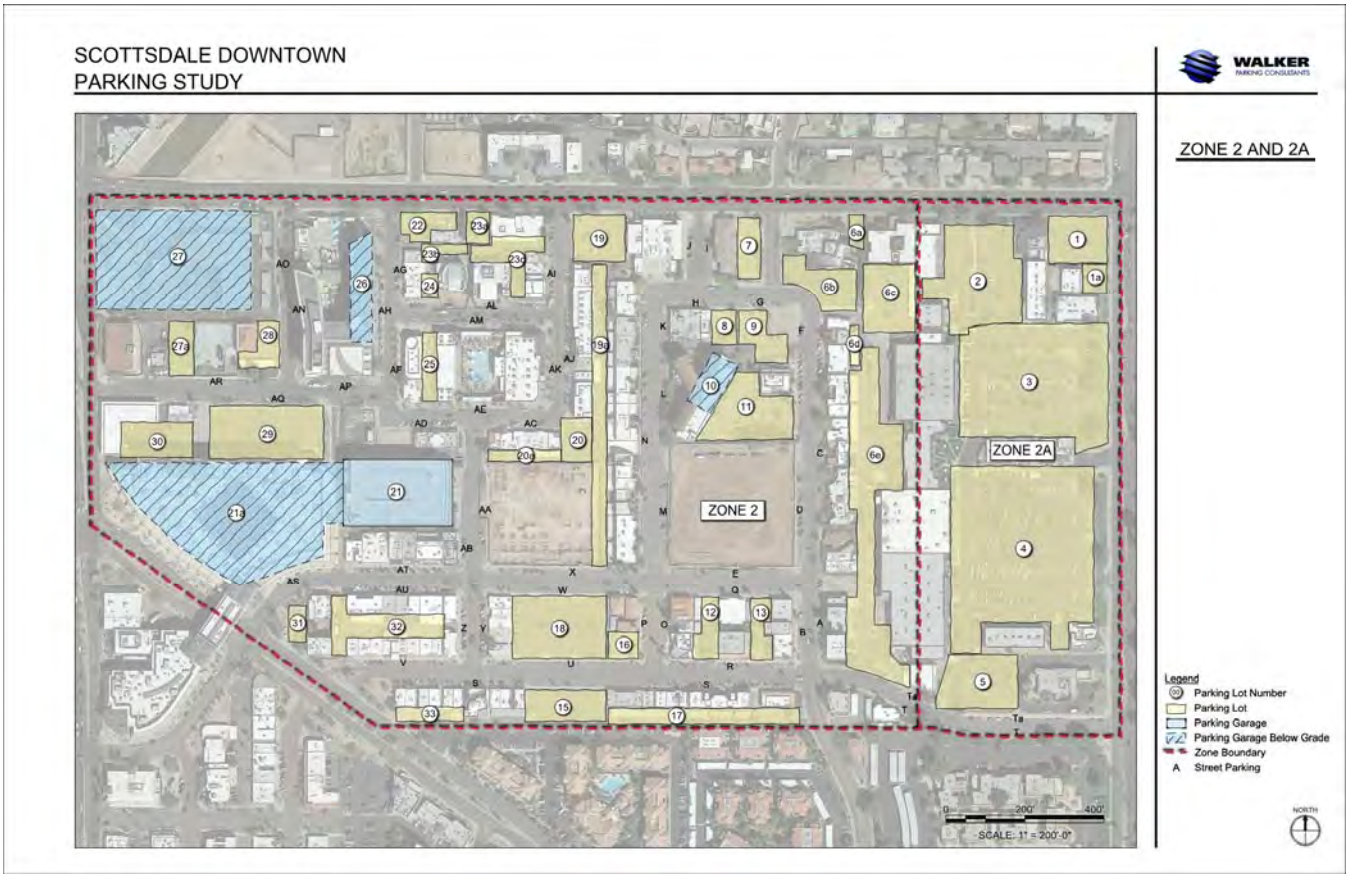
***The inventory table includes the Galleria Garage as "private" though a small number of spaces are available for public use; this use is discussed later in this analysis*

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.

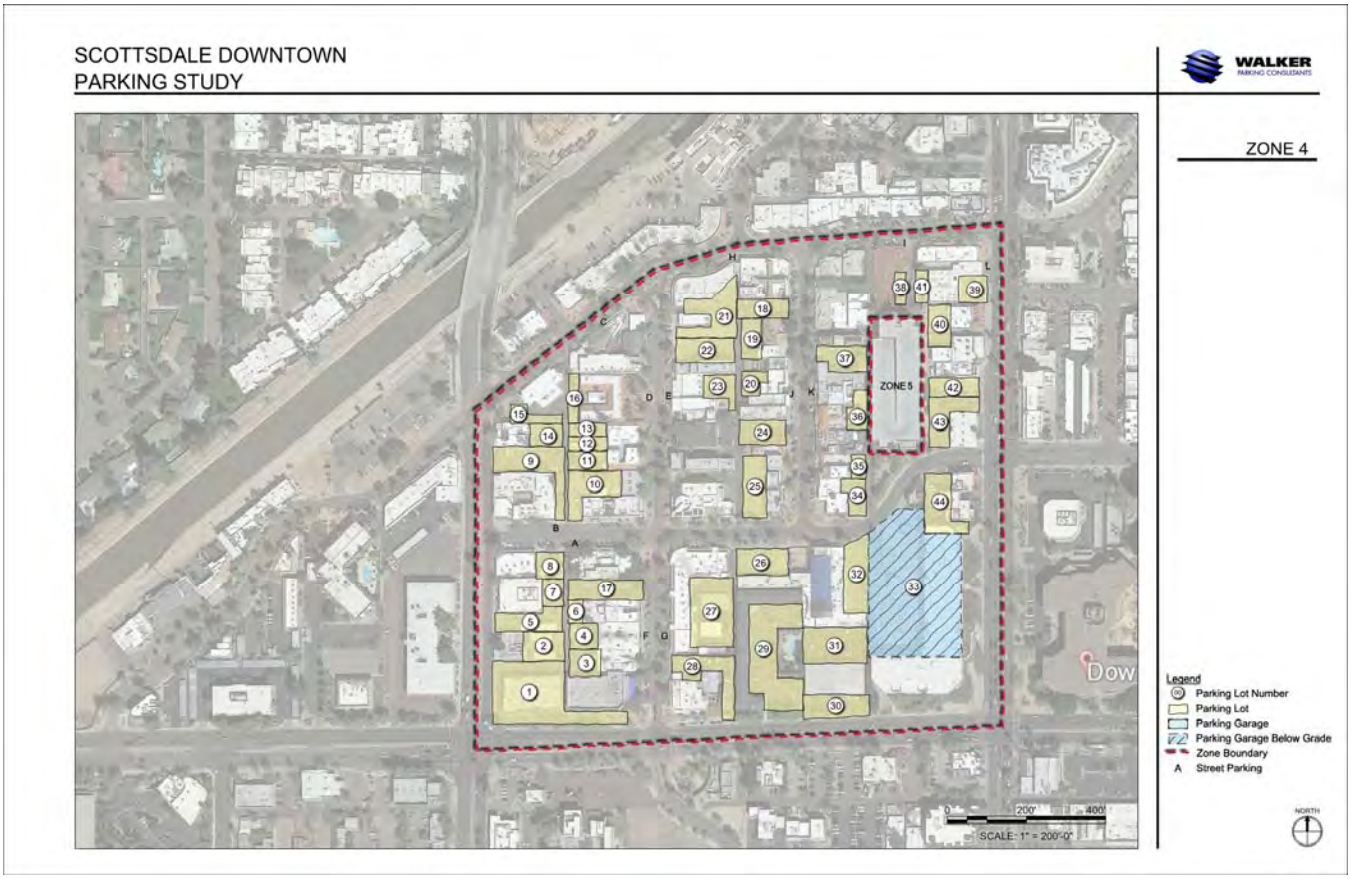
Based on interviews with local developers and shop owners, we understand that there is a perceived parking shortage within this zone as many of the on-street spaces are heavily utilized. However, despite the relative full street parking, Walker did note that the 5th Avenue garage did have plenty of vacant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

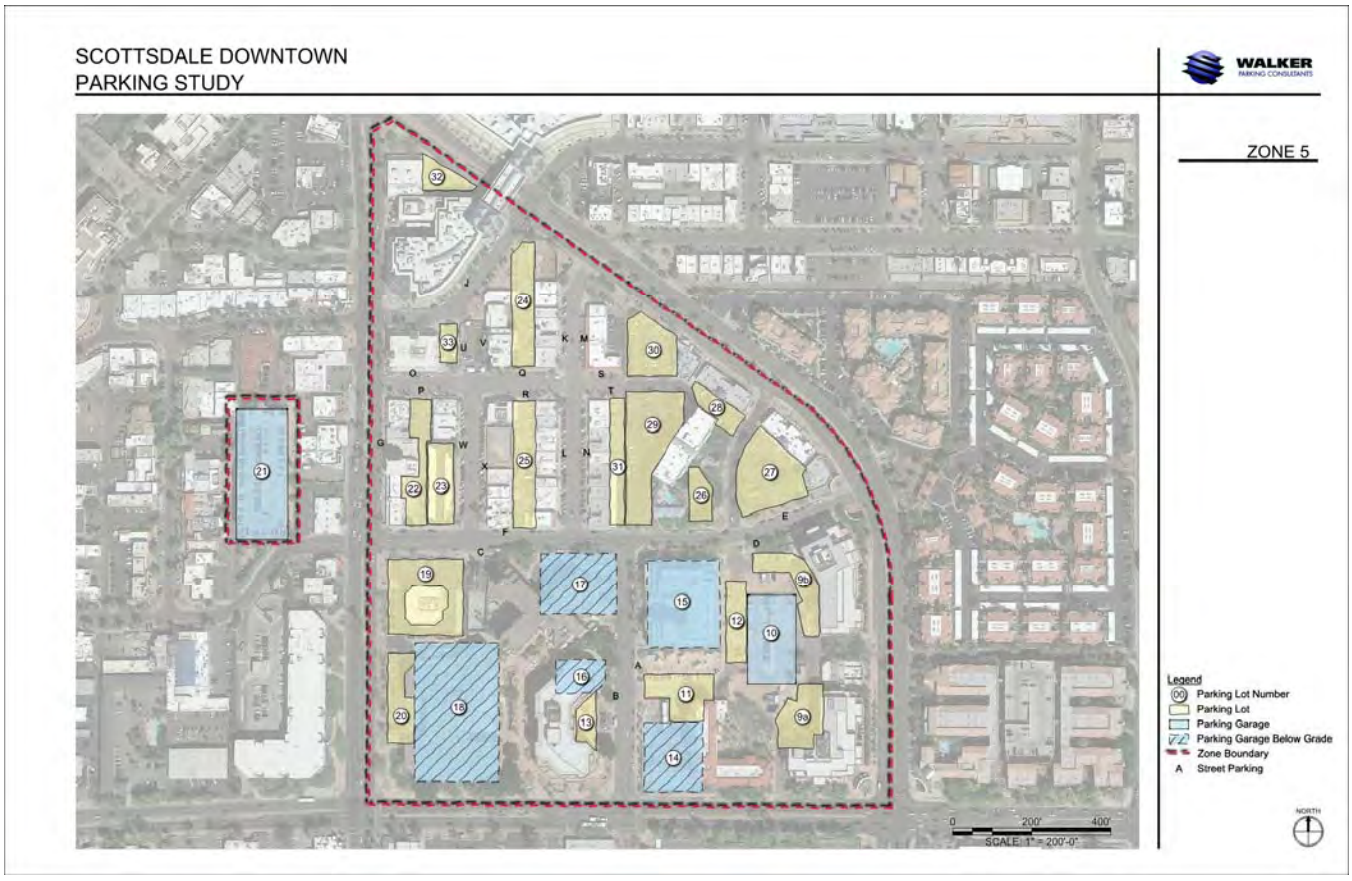
ZONE 5:

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.

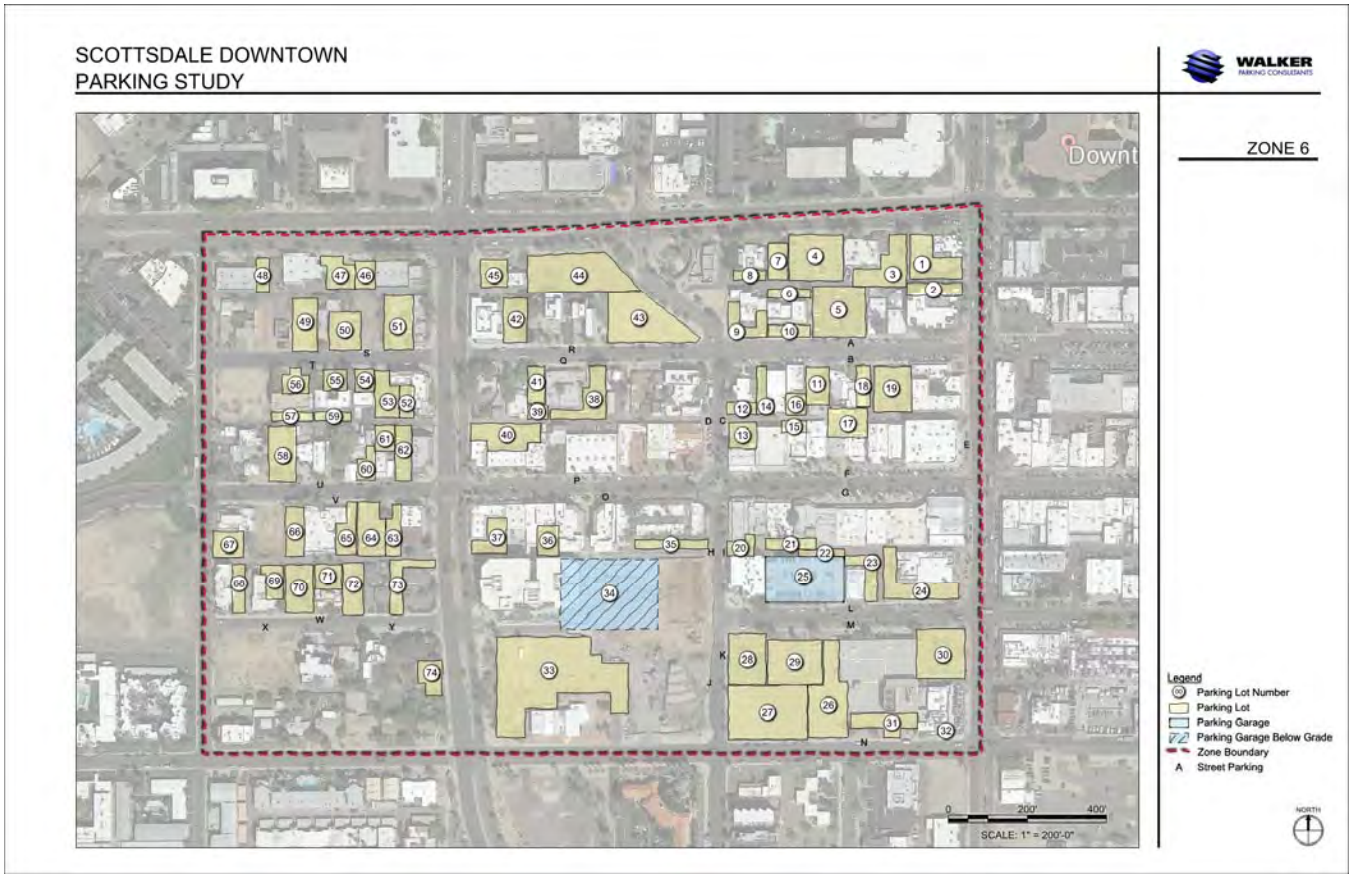
Based on field observations, we suspect that there may be some overflow parking impacts from the Galleria into this zone, especially on the blocks south of Drinkwater Boulevard. However, Drinkwater is also a major street, with limited points at which a pedestrian can cross safely, and several points 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%

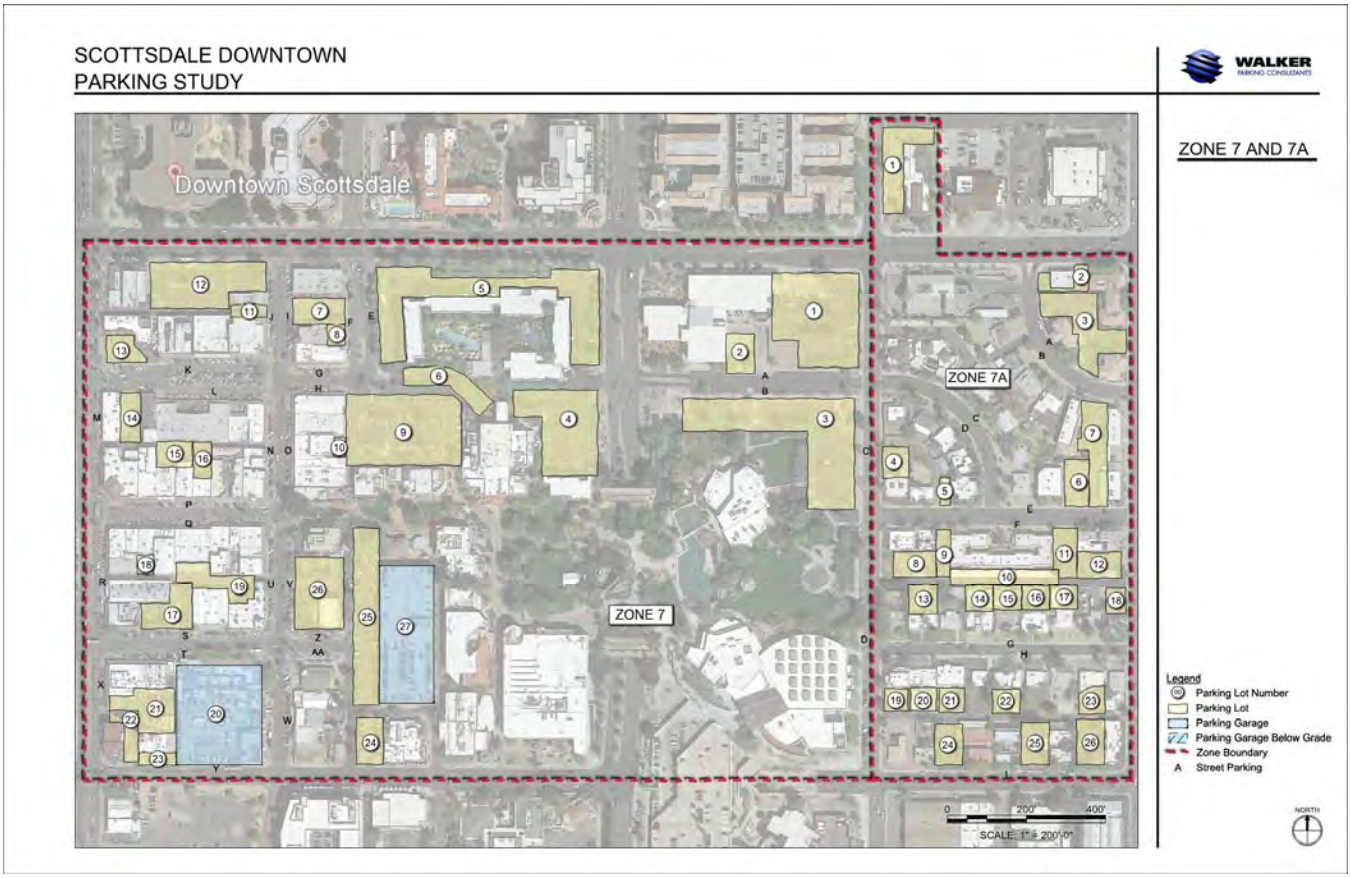
Source: Walker Parking Consultants, 2015

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%



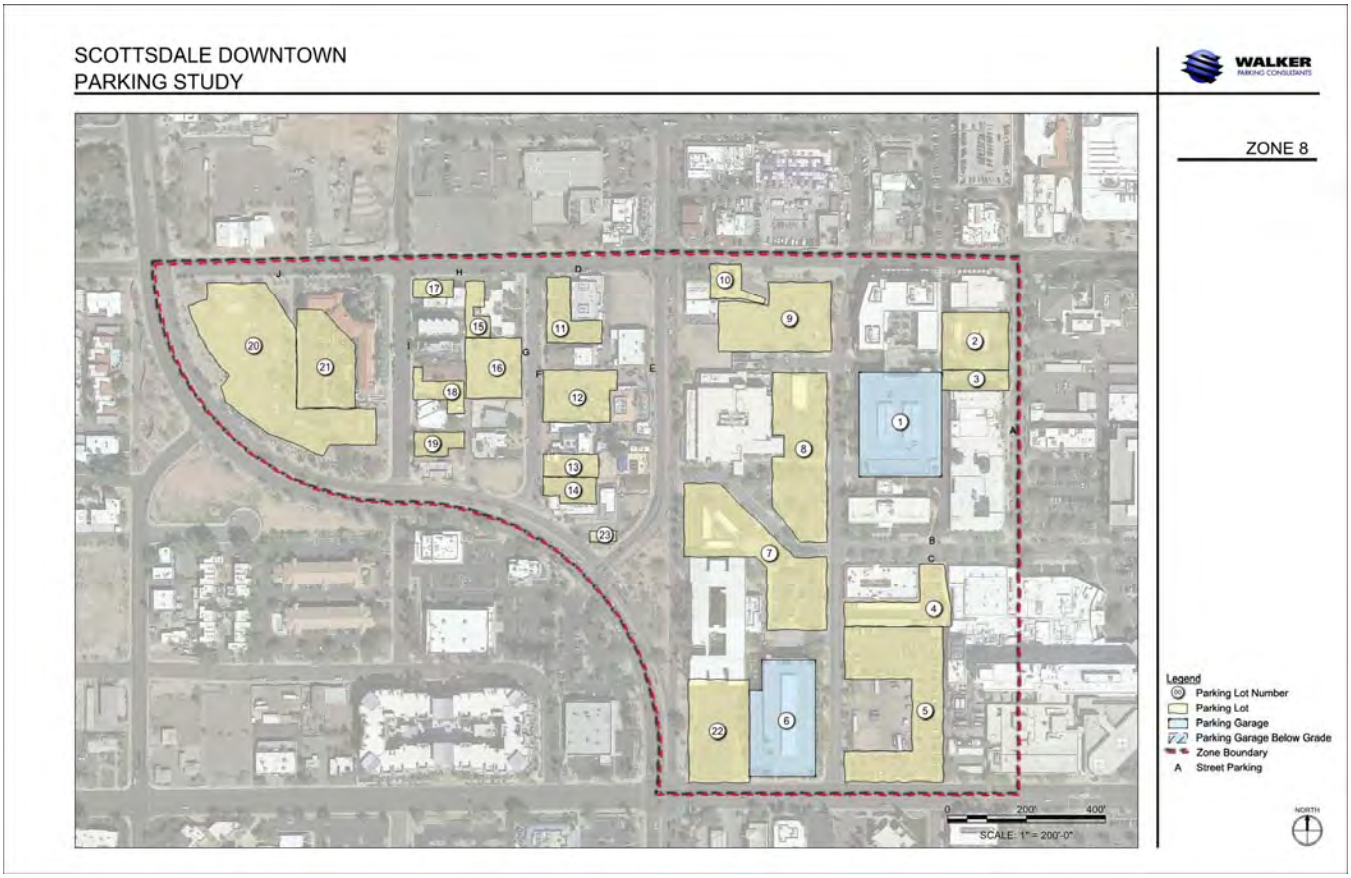
Source: Walker Parking Consultants, 2015

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

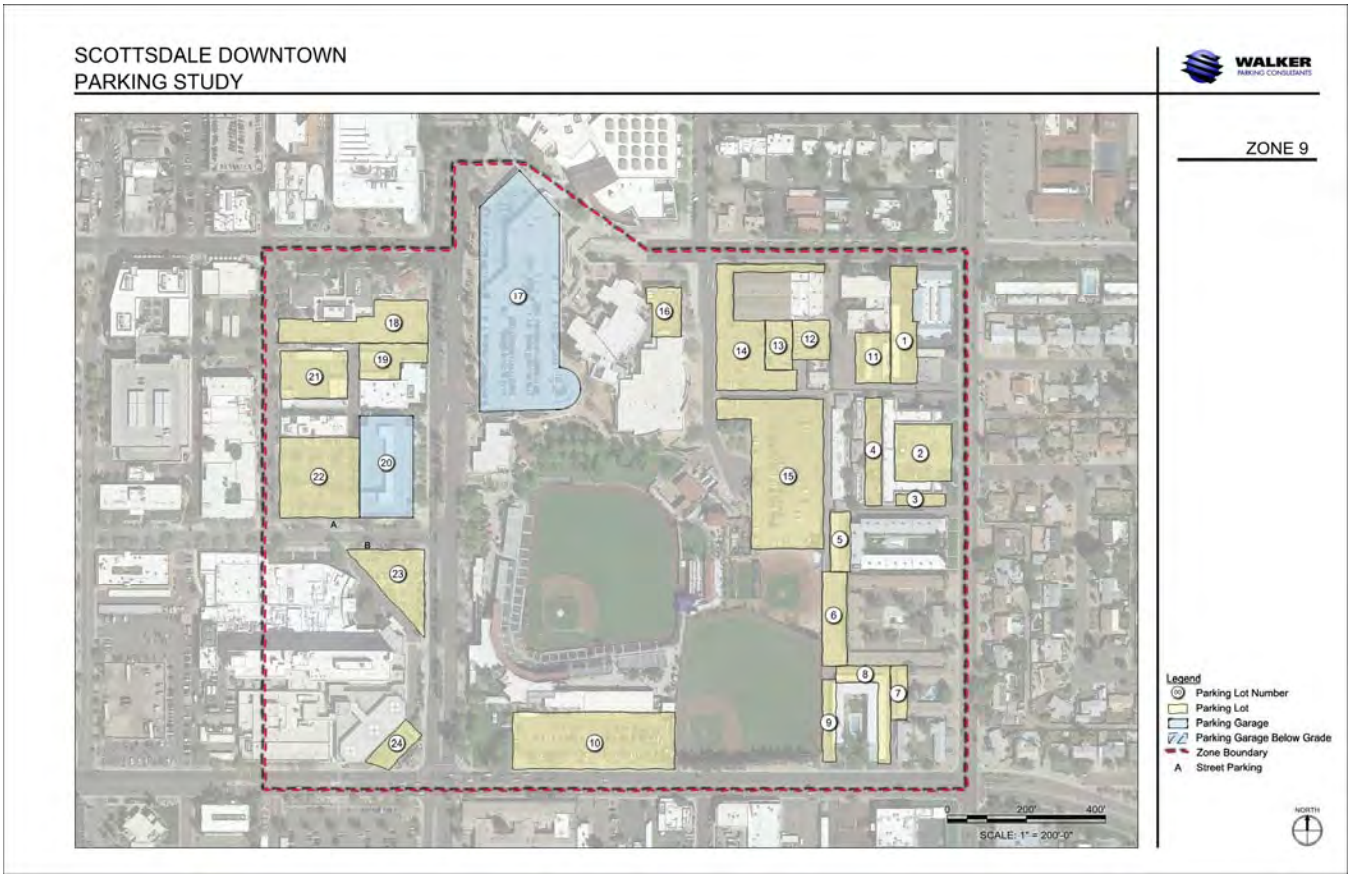
Although this zone has one large city-operated parking lot, the bulk of parking is privately held—most of which is associated with the hospital, cancer center, and other medical offices, which are located in the eastern half of the zone. The western portion contains small business and services, ranging 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

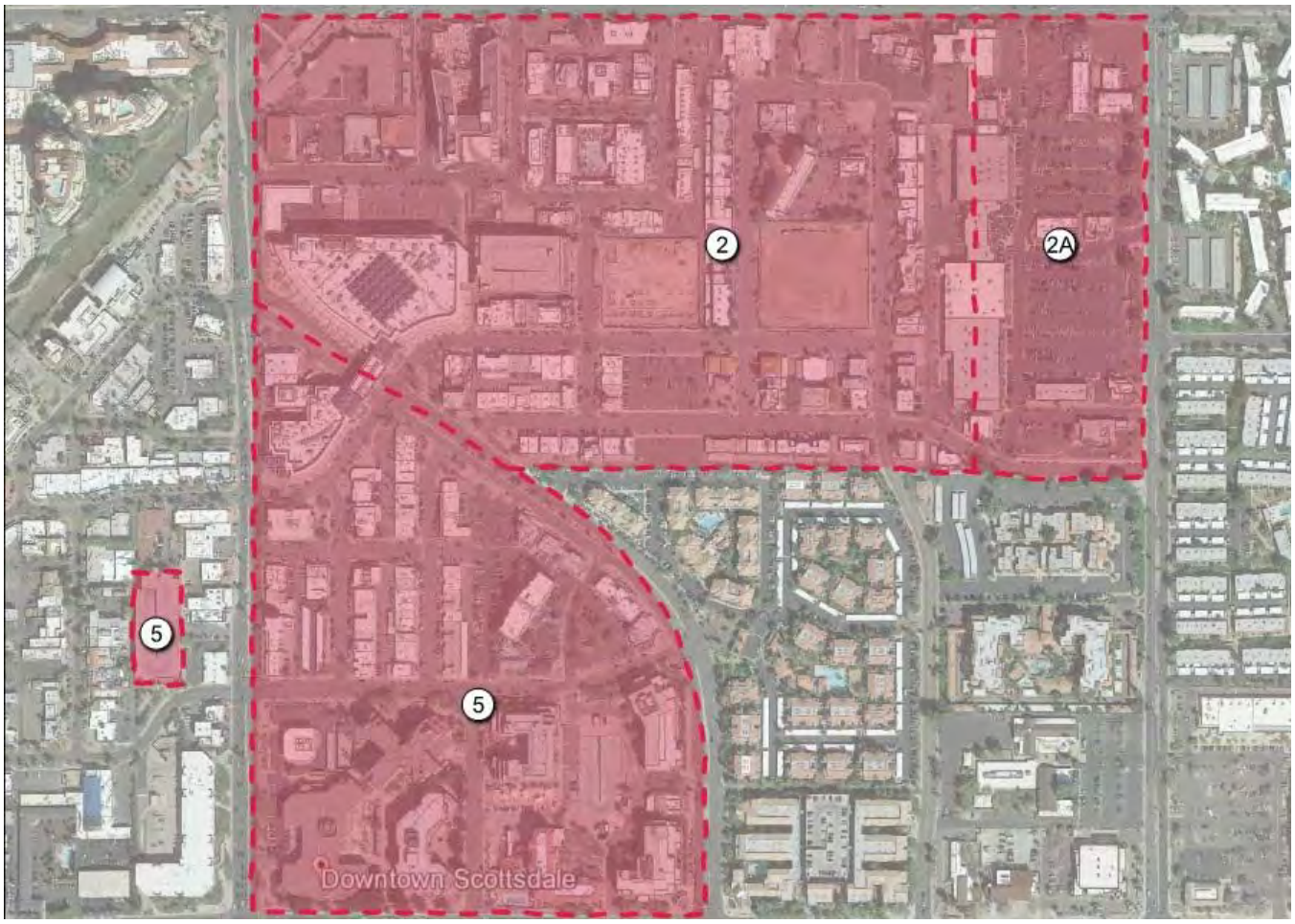
Walker has done further analysis of zones 2 and 5, looking at the supply by conducting an inventory, as with all eleven zones, but also by undertaking occupancy counts to see how that inventory is used throughout a weekday. The next section details the inventory and occupancy data for these two zones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



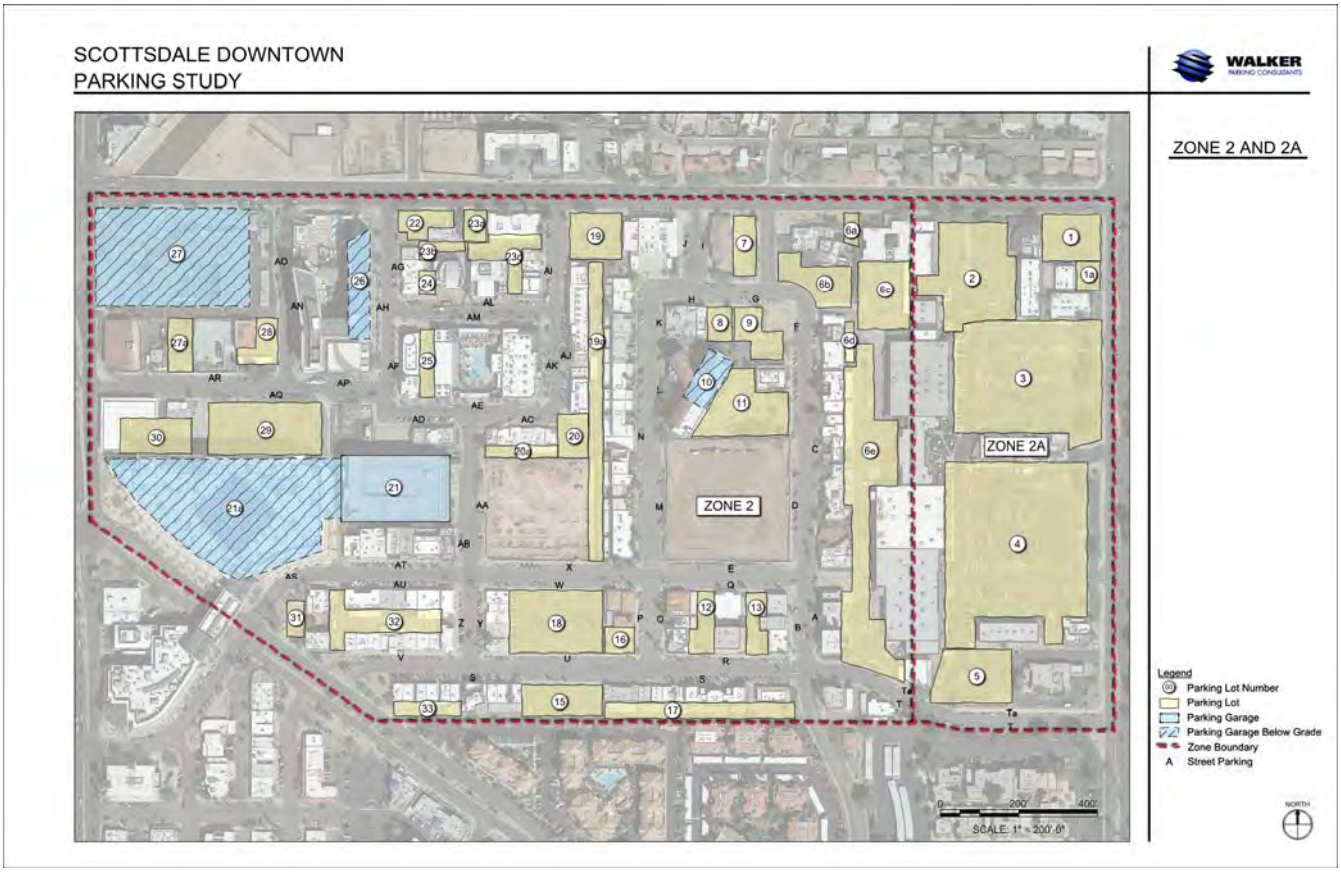
Source: Walker Parking Consultants, 2015

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:

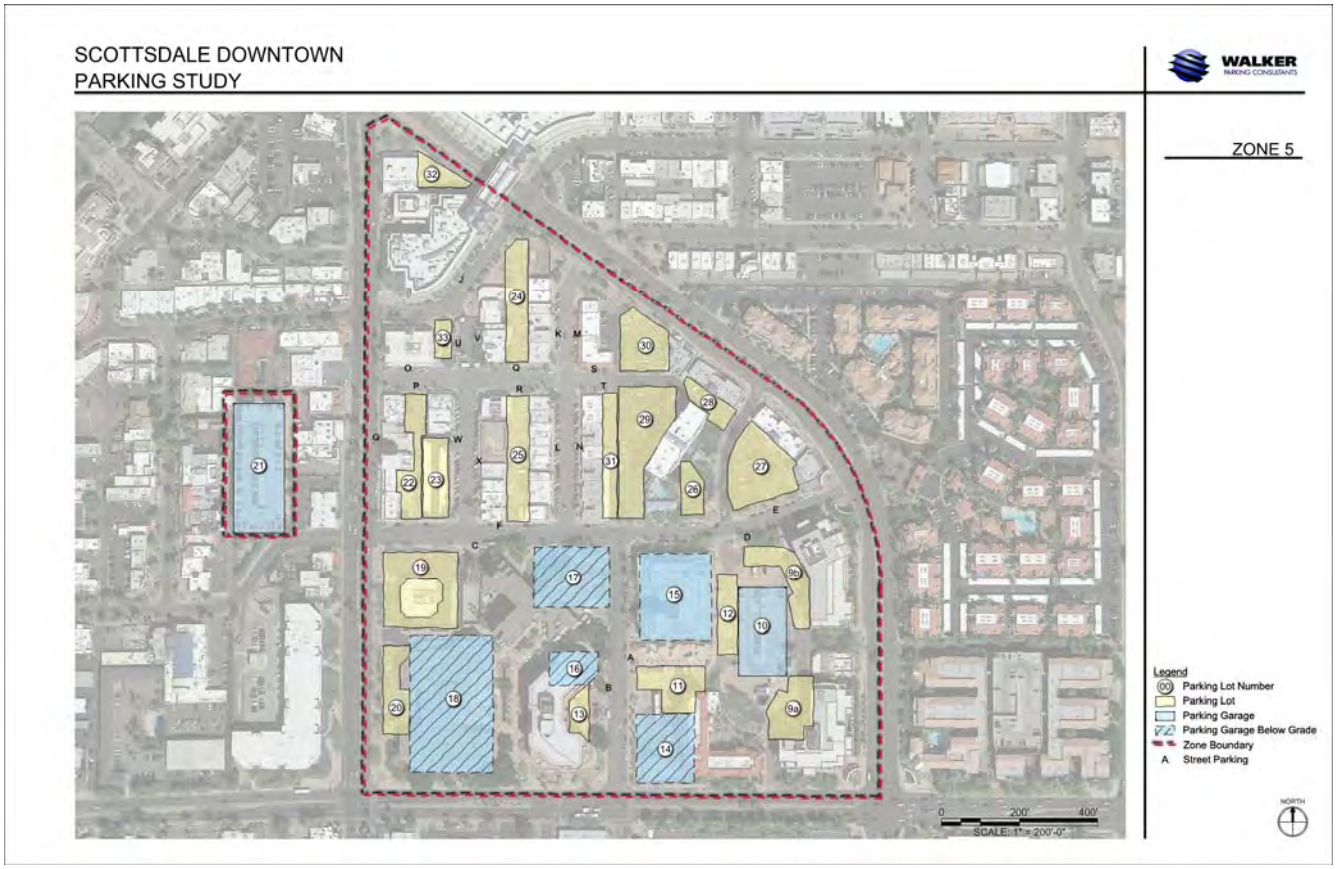
[1] Lots 21 and 21a are associated with the Galleria. Occupancies were provided by the developer, and are discussed in the Galleria section, later in this document.

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.

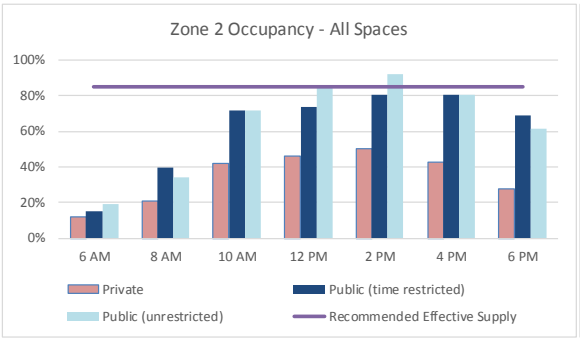
Figure 24: Zones 2 and 5 Analysis by Parking Type - Public versus Private

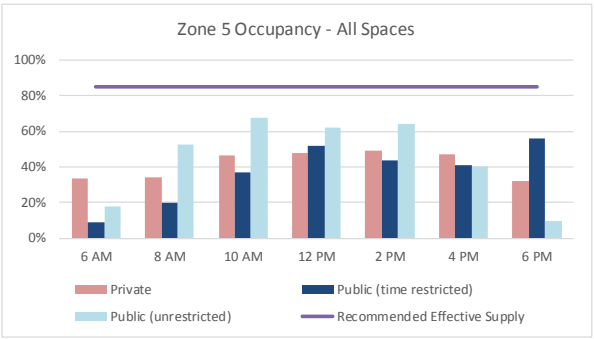
All spaces (zones 2 and 5): Public versus private

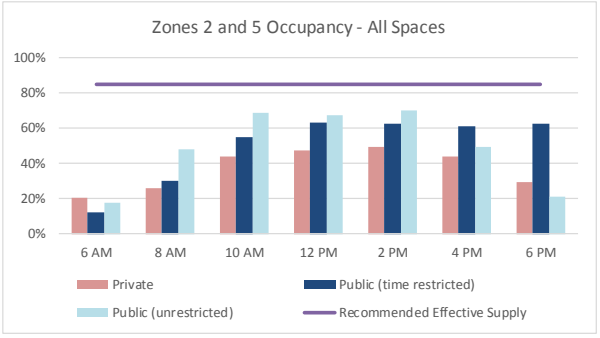
Zone 2	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Private	1129	132	233	477	524	566	478	312
Public (time restricted)	417	62	166	300	307	336	335	287
Public (unrestricted)	320	62	109	230	273	294	258	196
	1866	256	508	1007	1104	1196	1071	795
Private	61%	12%	21%	42%	46%	50%	42%	28%
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

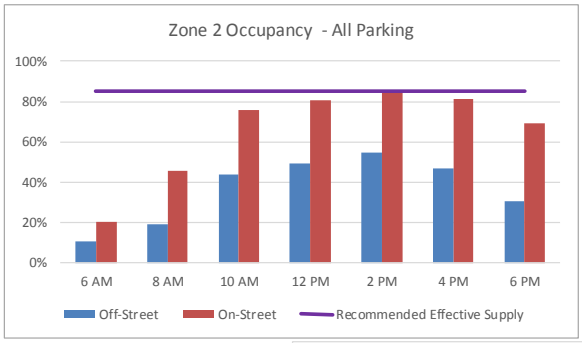
Figure 25: Zones 2 and 5 Analysis by Parking Type - On-Street versus Off-Street

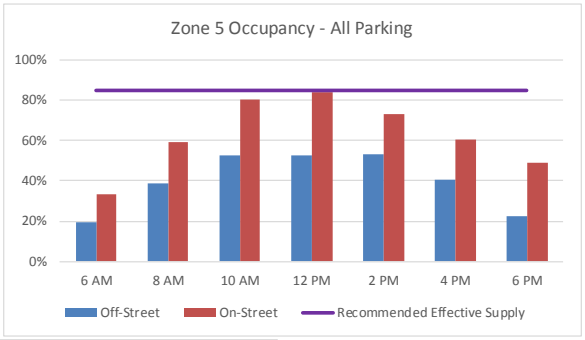
All spaces (zones 2 and 5): On-street versus off-street

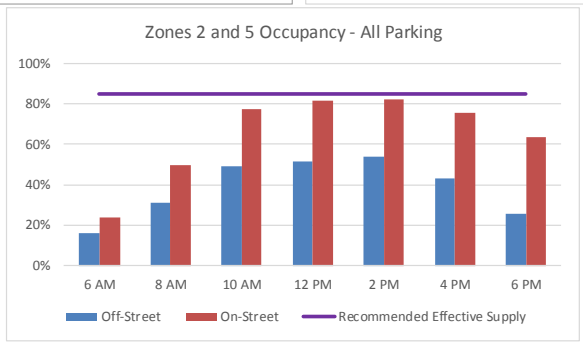
Zone 2	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Off-street	1293	139	246	571	640	706	604	397
On-Street	573	117	262	436	464	490	467	398
	1866	256	508	1007	1104	1196	1071	795
Off-street	69%	11%	19%	44%	49%	55%	47%	31%
On-Street	31%	20%	46%	76%	81%	86%	82%	69%
	100%	14%	27%	54%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

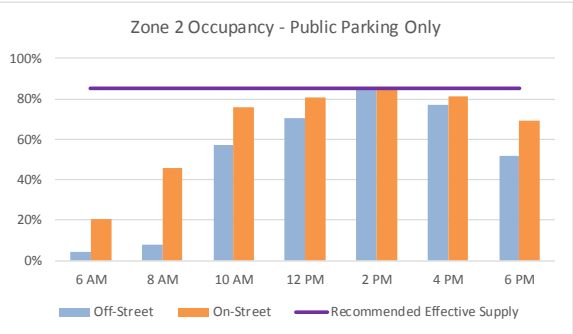
Figure 26: Zones 2 and 5 Analysis by Parking Type – Public Spaces Only

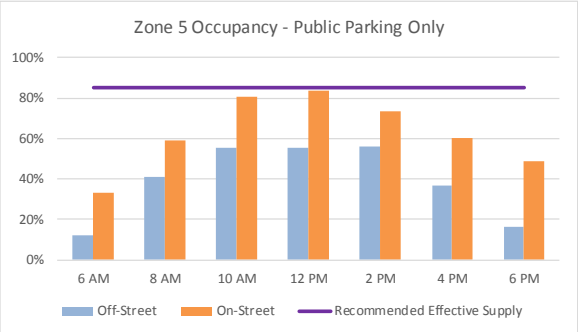
Public Spaces only (zones 2 and 5): On-street versus off-street

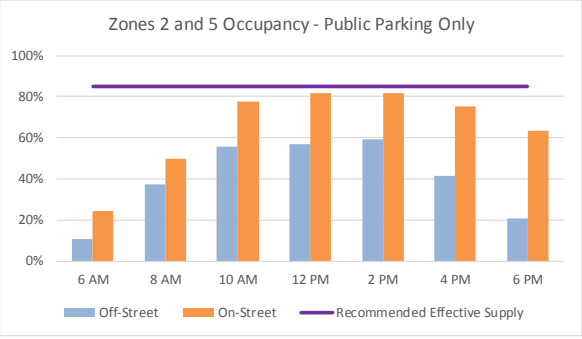
Zone 2	Inventory	6:00 AM	8:00 AM	10:00 AM	12:00 PM	2:00 PM	4:00 PM	6:00 PM
Off-street	164	7	13	94	116	140	126	85
On-Street	573	117	262	436	464	490	467	398
	737	124	275	530	580	630	593	483
Off-street	22%	4%	8%	57%	71%	85%	77%	52%
On-Street	78%	20%	46%	76%	81%	86%	82%	69%
	100%	17%	37%	72%	79%	85%	80%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

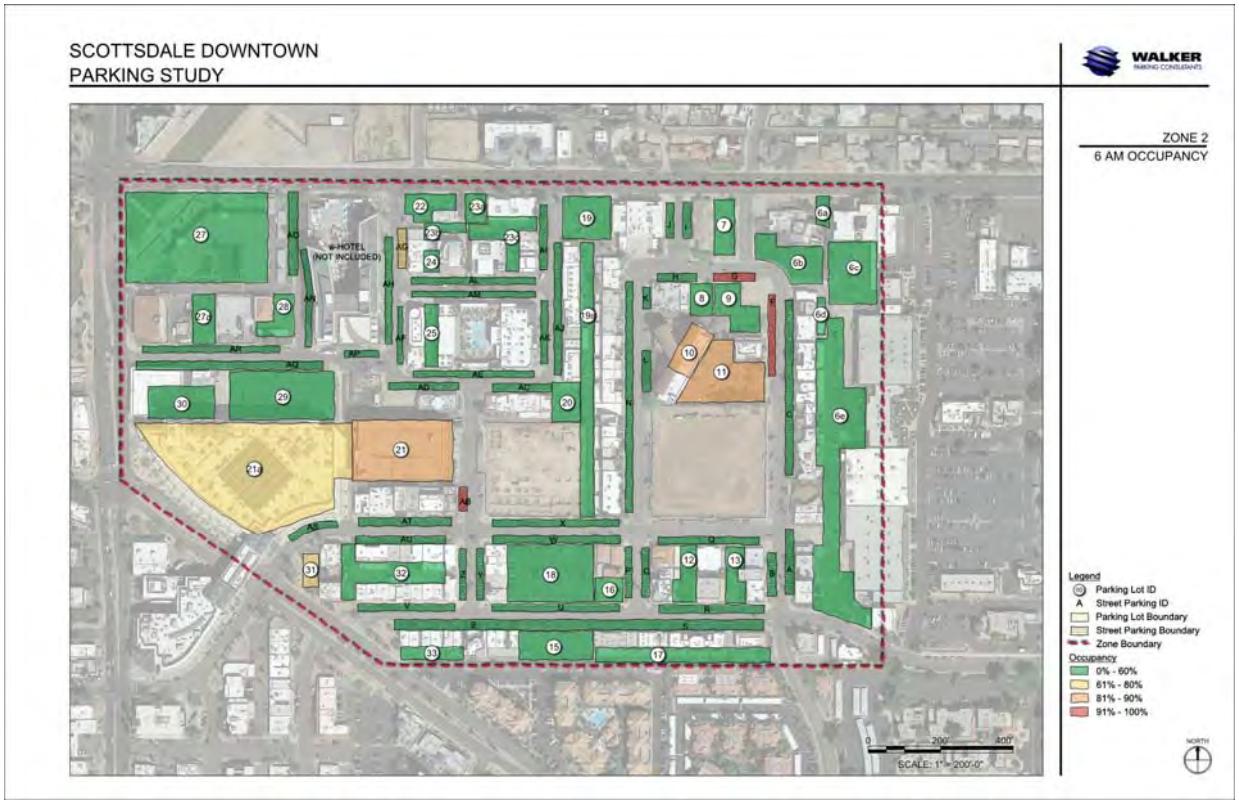






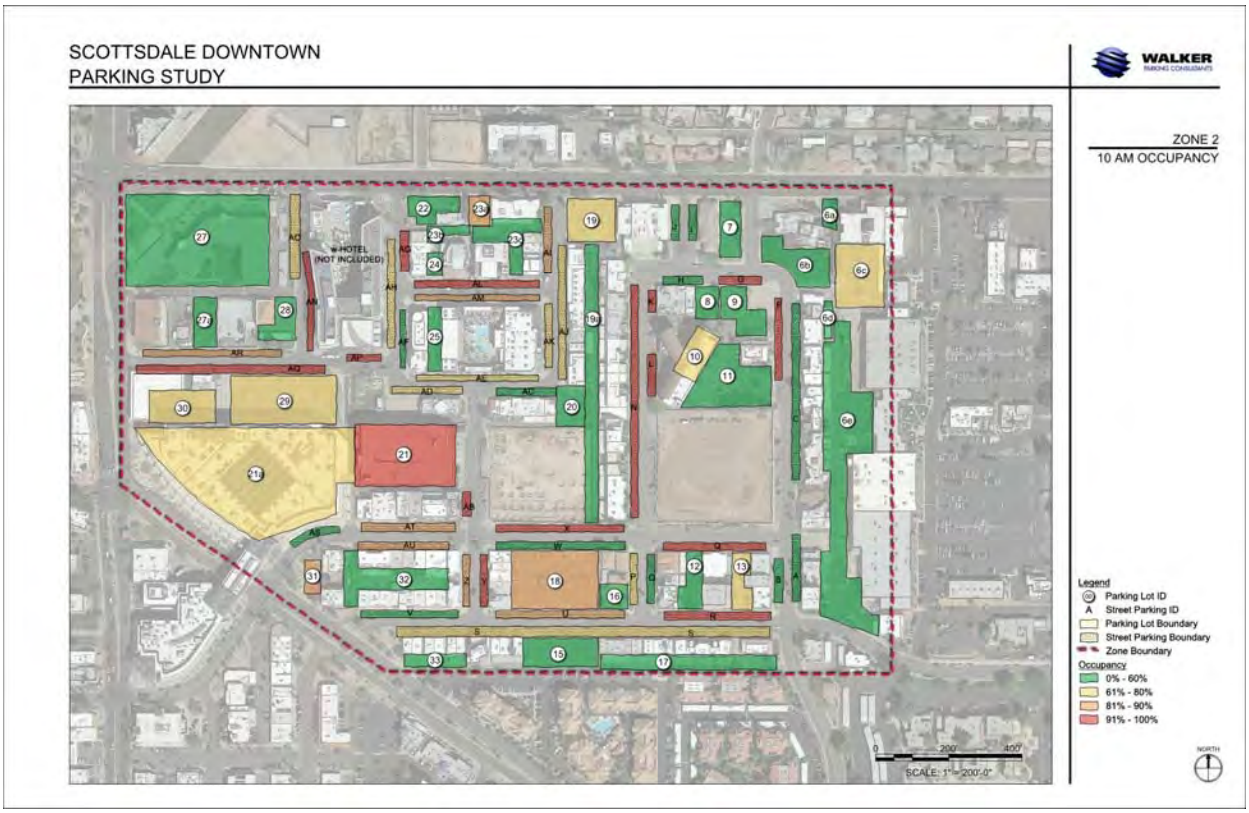
Source: Walker Parking Consultants, 2015

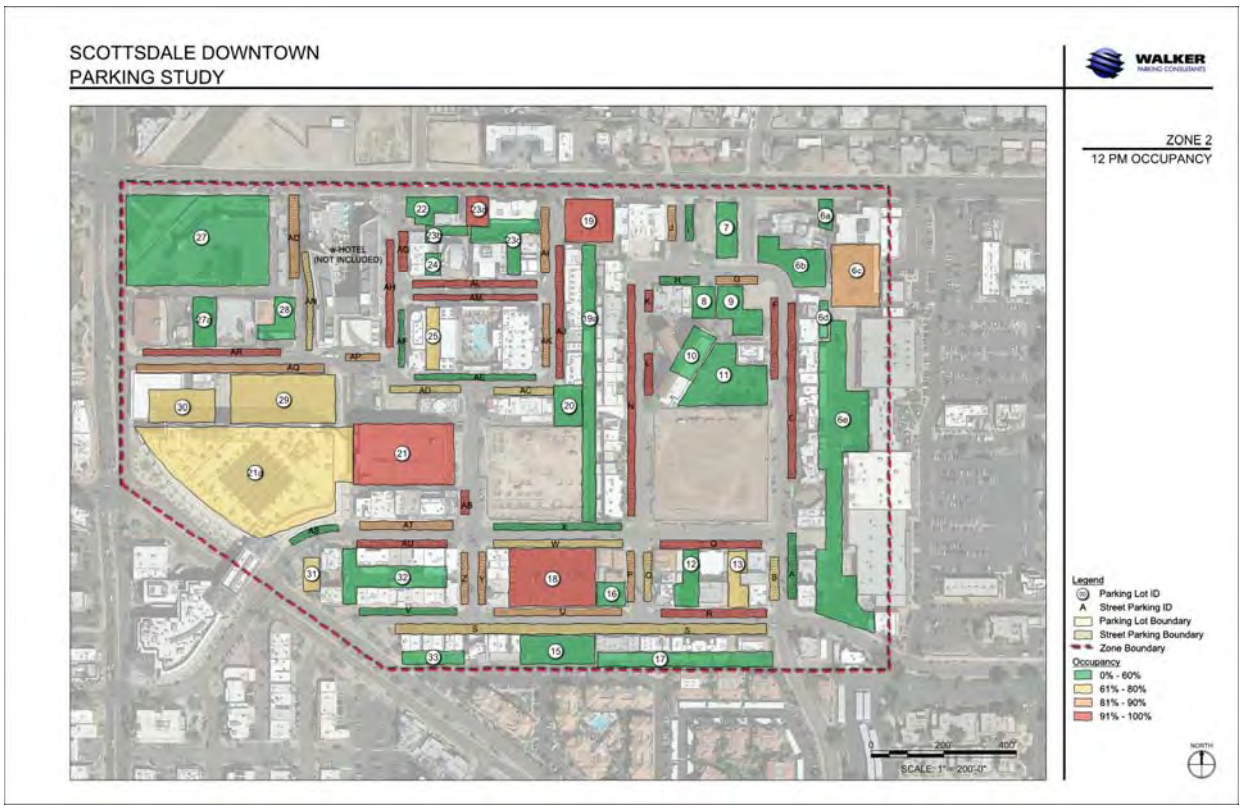
Figure 27: Zone 2 Occupancy Maps by Time of Day



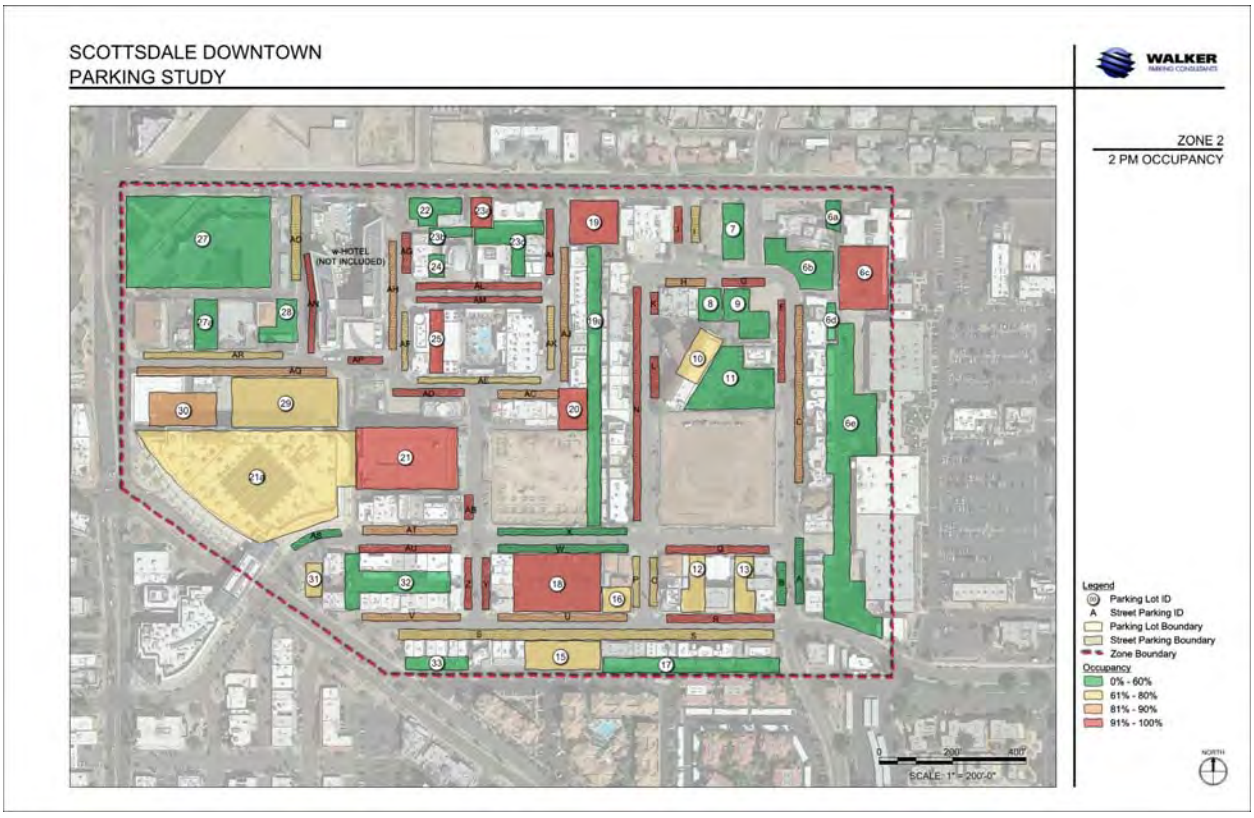


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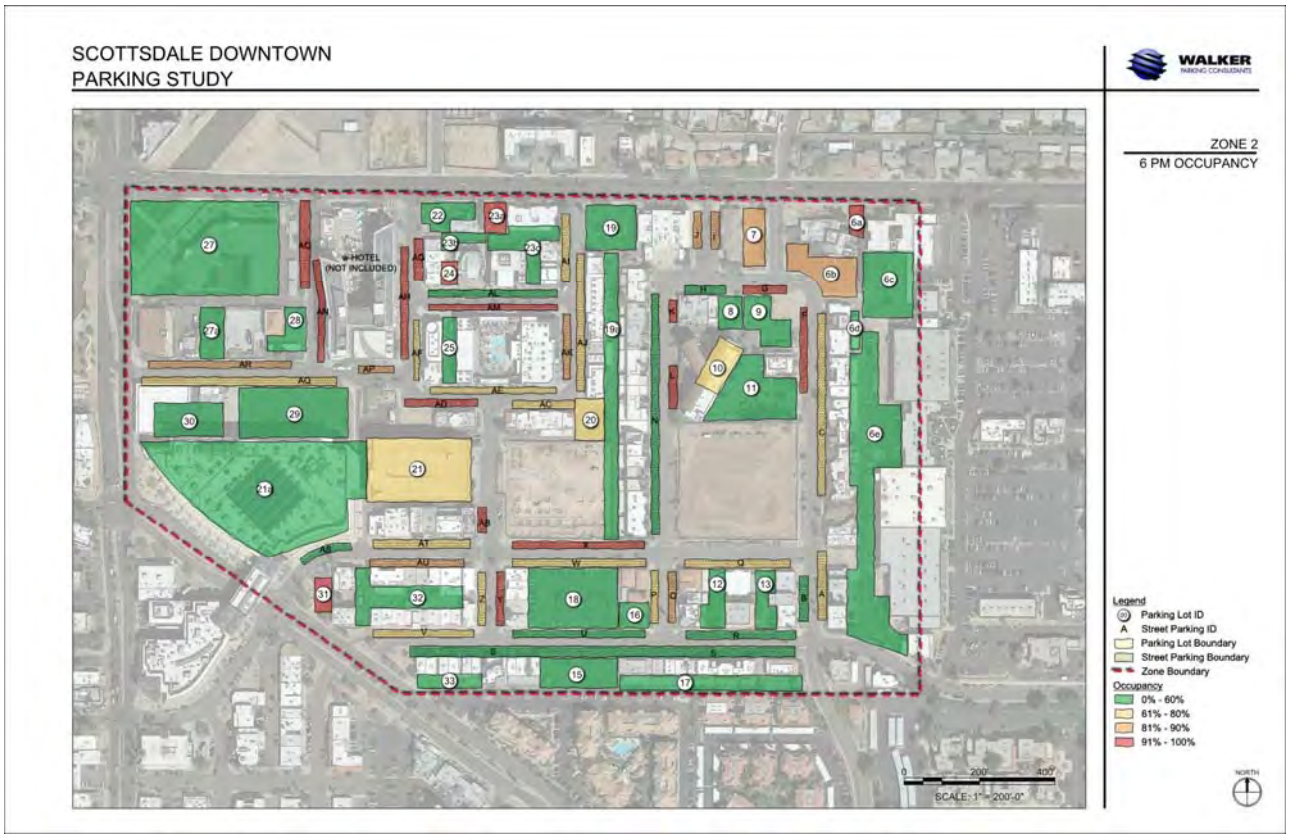


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Source: Walker Parking Consultants, 2015

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.

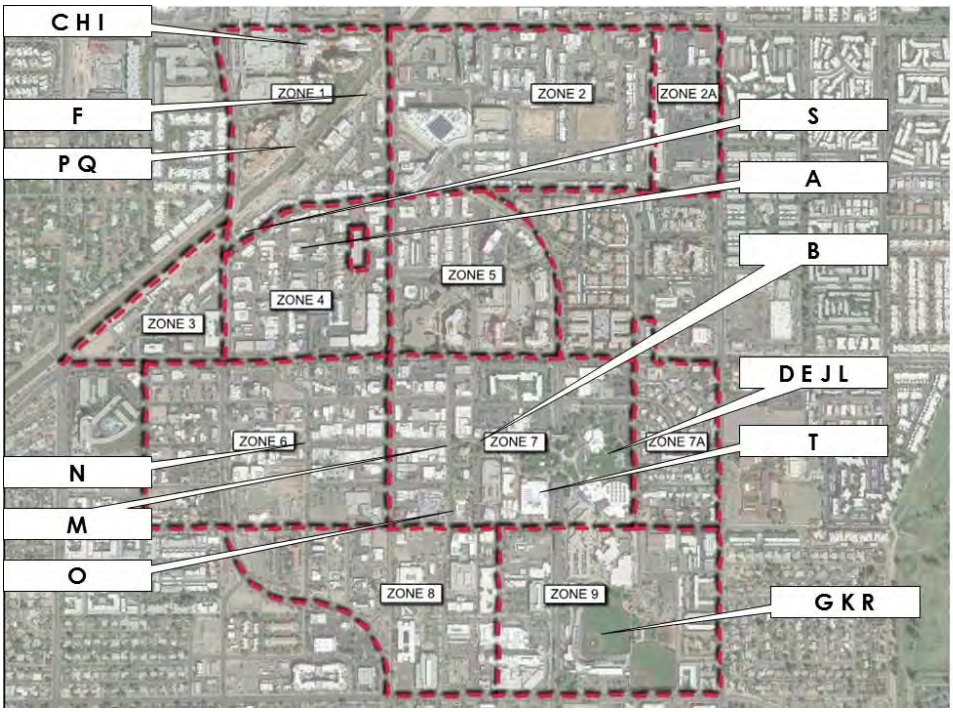
There is not transportation demand management (TDM) or transit requirement currently in place. Due to the density of the site, Walker may end up recommending some sort of formal TDM program—such as subsidizing or incentivizing alternatives to single-occupancy vehicle (SOV) commuting—be added.

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.

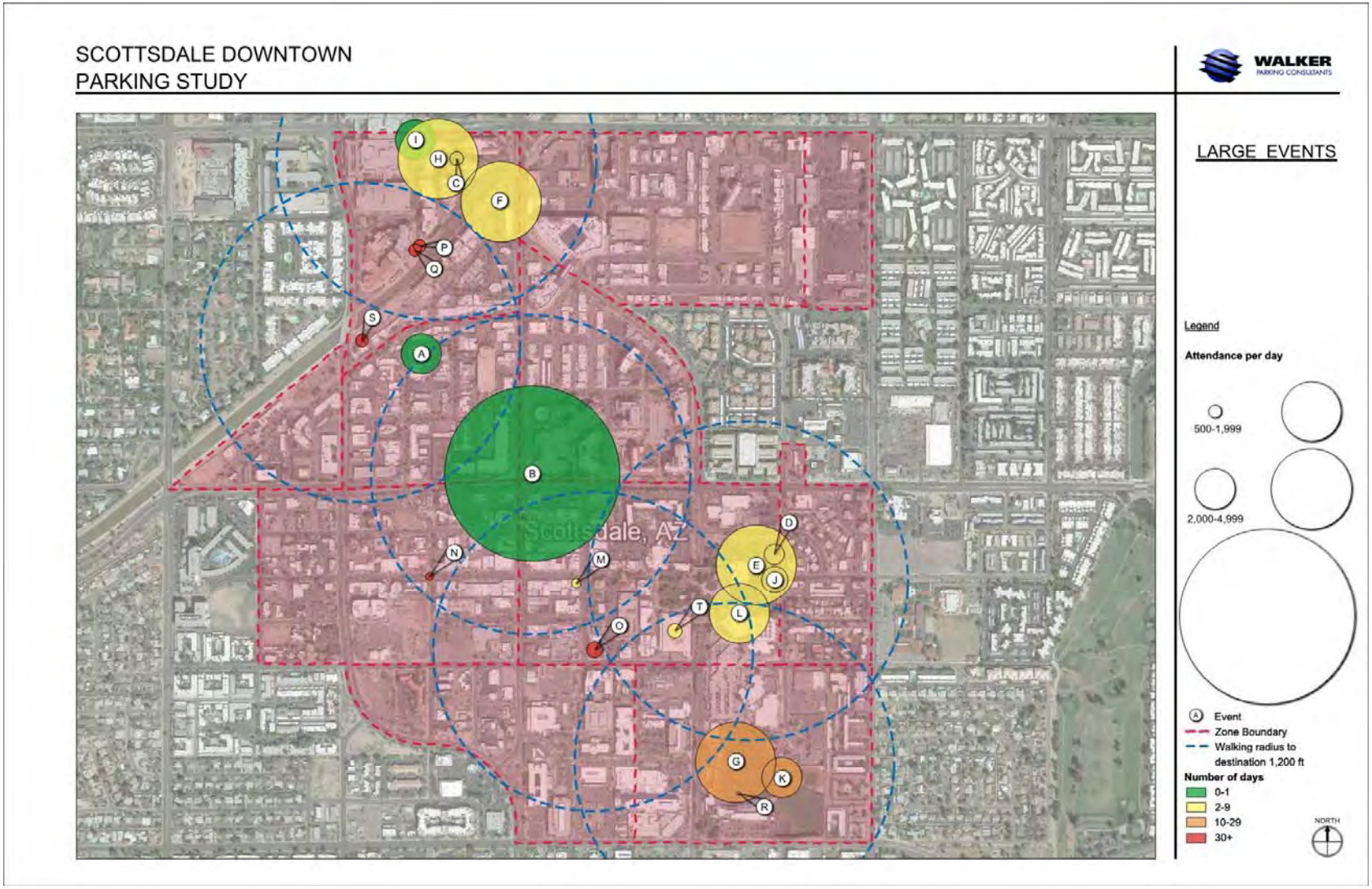
Additional analysis of special events is taken into account in the next section of this report, which evaluates possible garage locations and sizing.

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	

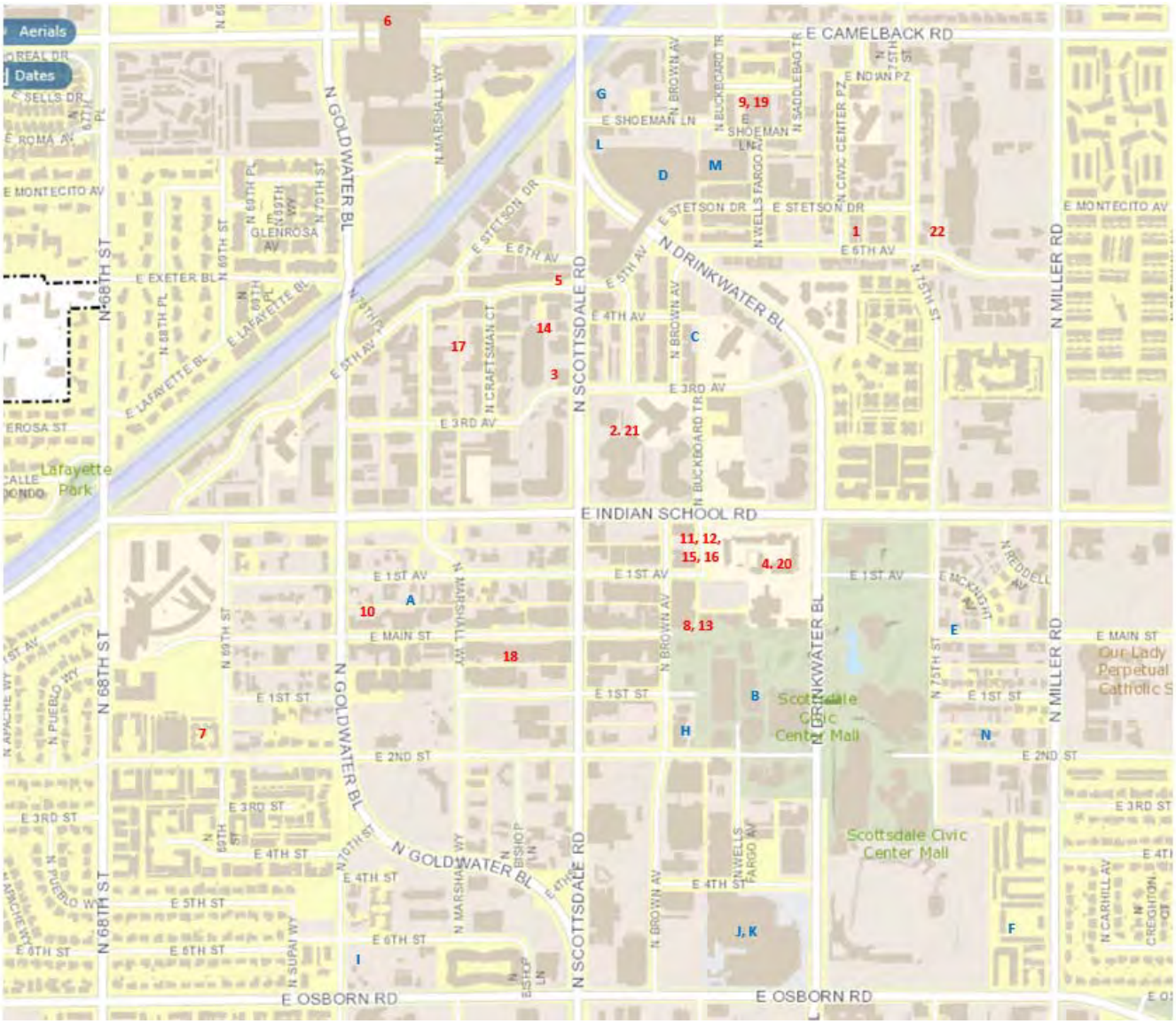
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Possible Intensification of Use

	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	Type 1 Area - 1 space per 500 gsf Type 2 Area - 1 space per 300 gsf	1 space per 300 gsf	<25,000 gsf - 1 space per 263 gsf[10] 100,000 gsf - 1 space per 294 gsf[10]
Office - Government and Medical/Dental	Type 1 Area - 1 space per 500 gsf Type 2 Area - 1 space per 300 gsf	1 space per 250 gsf	
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.

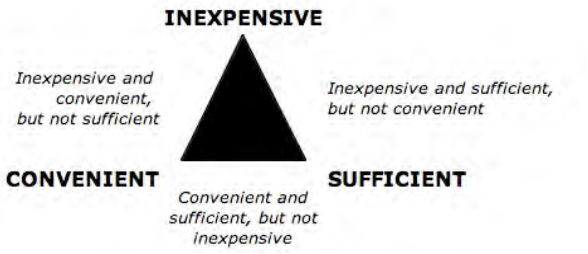
BEST PRACTICES DISCUSSION

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?"

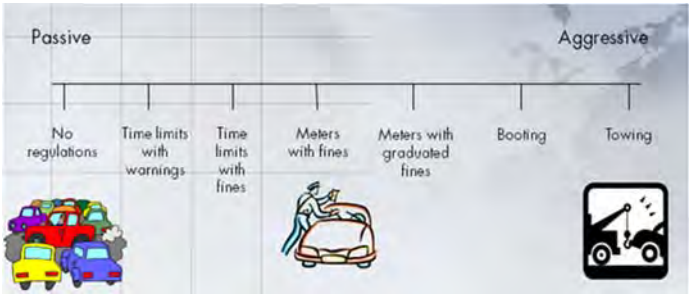
Though these are reasonable expectations for business owners, the fact remains that most drivers do not full understand the intent of time limits. Customers can see them as an inconvenience or way for the city to pull a "gotcha" and generate revenue. Employees regard them as an inconvenience as well 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.

Signage Example (communicating policy and intent)



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





ParkTrak handheld License Plate Recognition system

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.

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



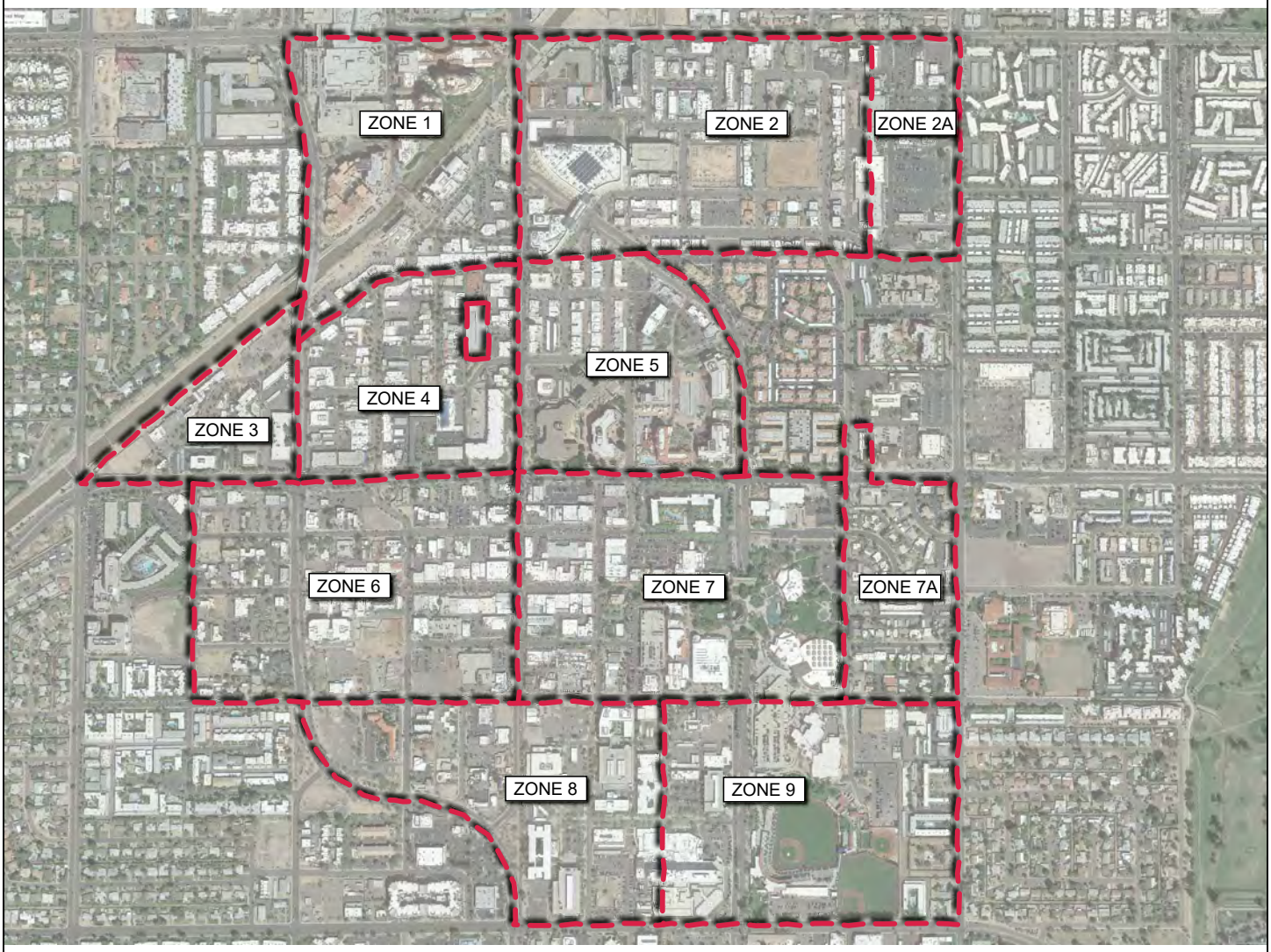
The primary goals of an Ambassador program are to promote the area, resolve concerns, deter criminal activity, and help make the downtown area a better, safer and friendlier place to live, visit, shop and conduct business. Ambassadors should initiate personal contacts with the parking public (known as "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

WALKER
PARKING CONSULTANTS



NORTH

WALKER
PARKING CONSULTANTS

5350 S. Roslyn Street
Suite 220
Greenwood Village,
CO 80111
303.694.6622 Ph
303.694.6667 Fax
www.walkerparking.com

Job: Scottsdale Downtown Parking Study

Job No: 23-7527.00

Date: 04/22/2015

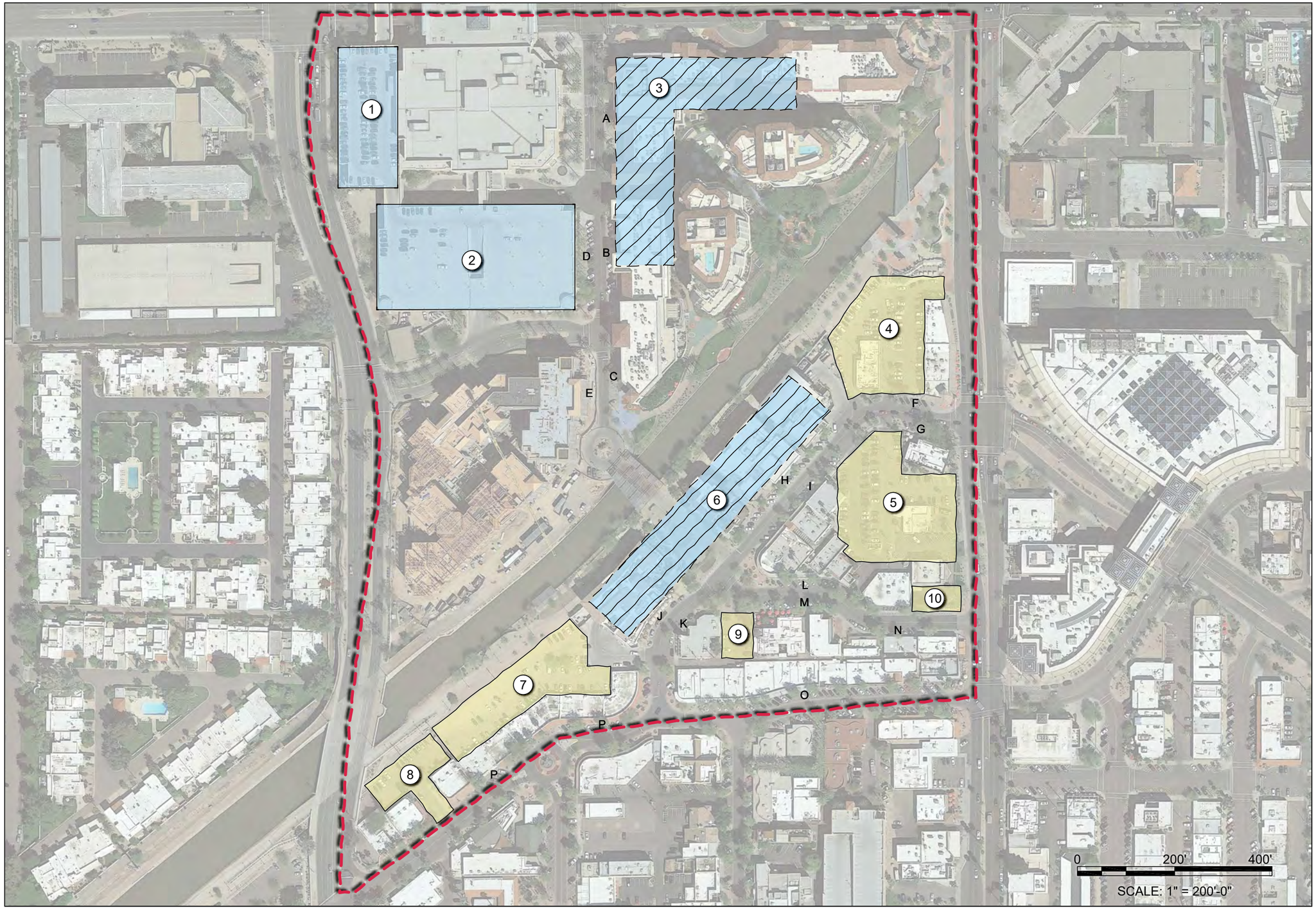
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SCOTTSDALE DOWNTOWN
PARKING STUDY

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

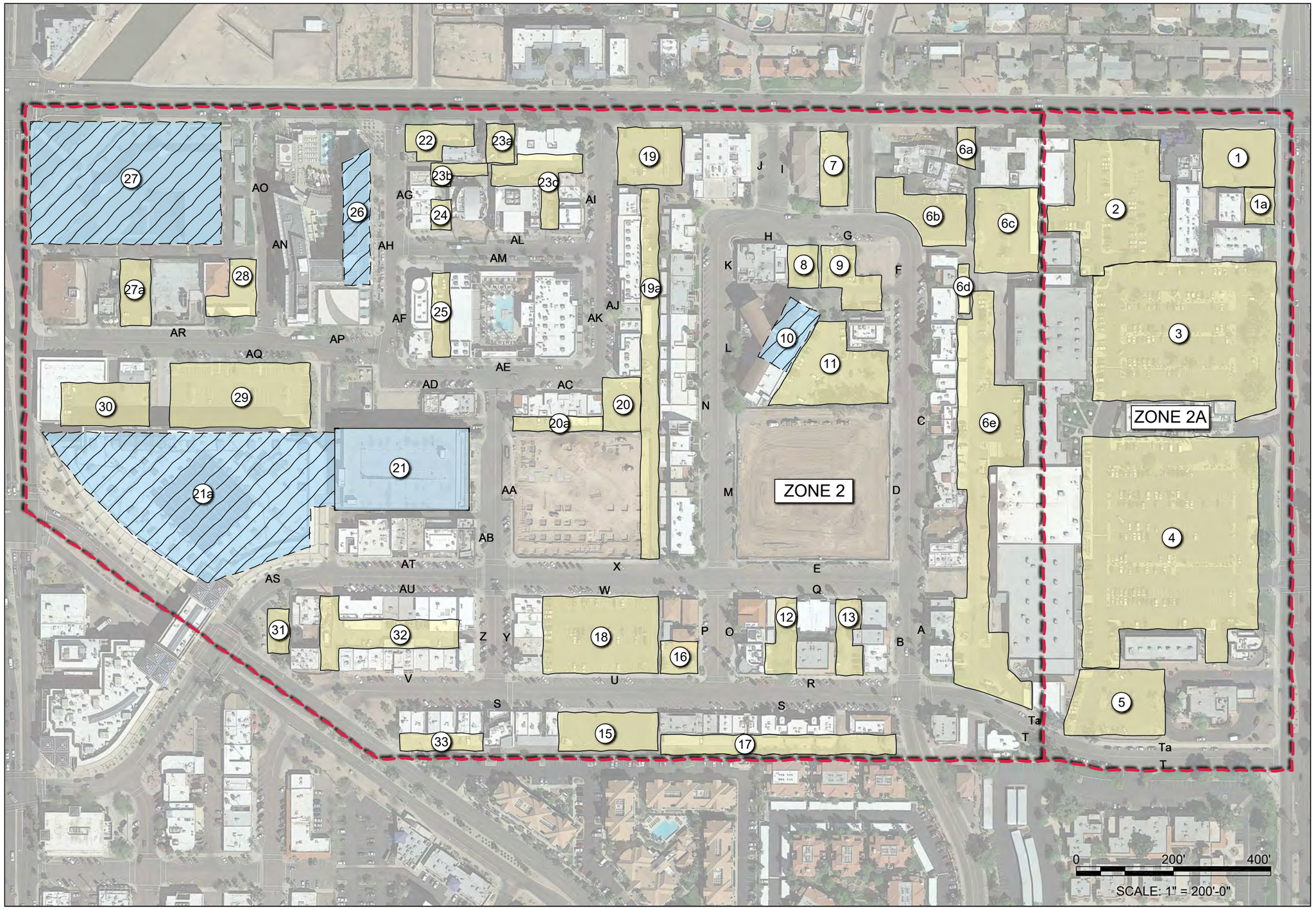
Parking Inventory, Zone 1 - April 16, 2015

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 PARKING CONSULTANTS

ZONE 2 AND 2A



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

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
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	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
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
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
Walker Project #23-7527.00

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
Walker Project #23-7527.00

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

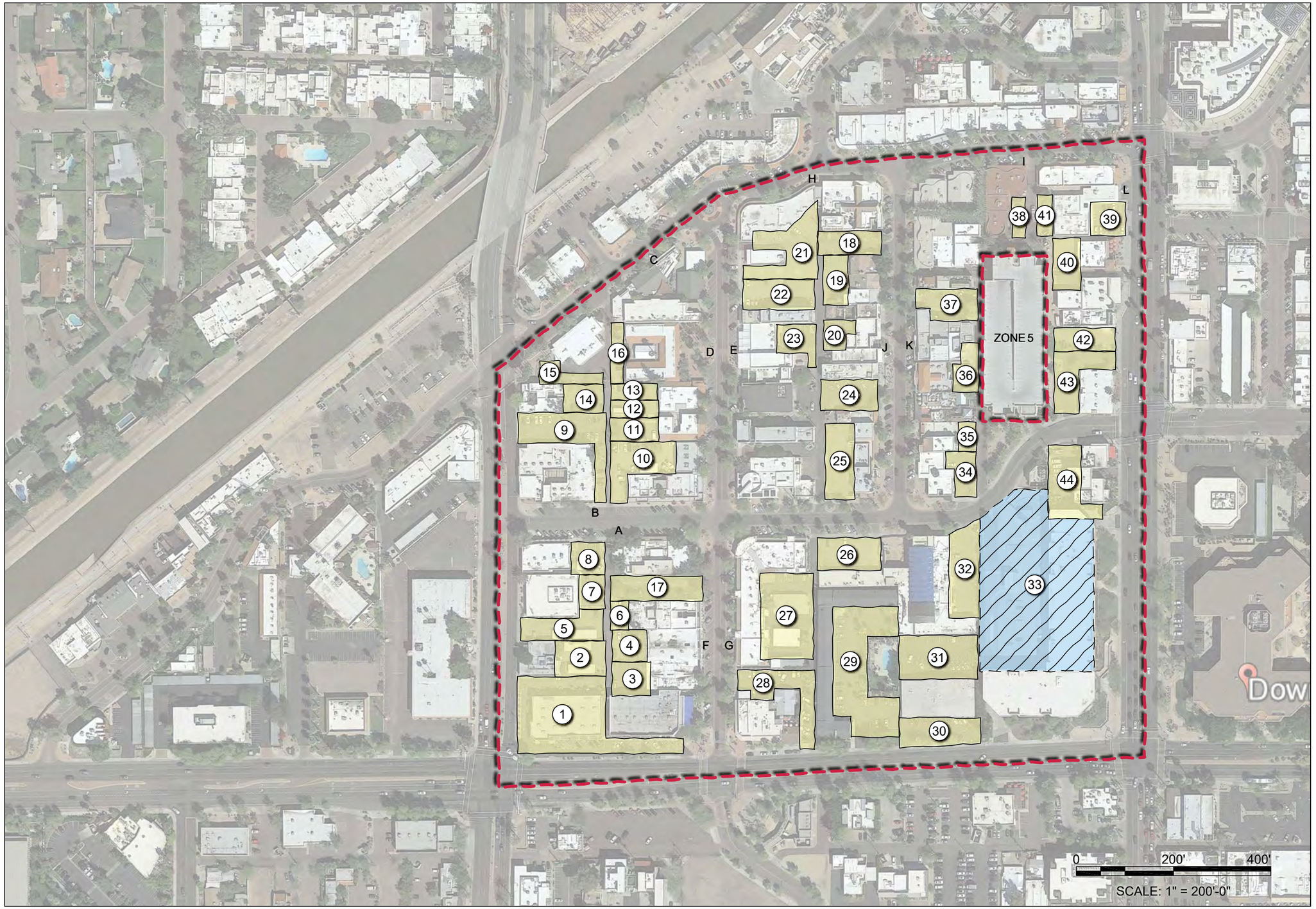
Parking Inventory Zone 3 - April 16, 2015

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

NORTH

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00



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

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
Walker Project #23-7527.00

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
Walker Project #23-7527.00

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
Walker Project #23-7527.00

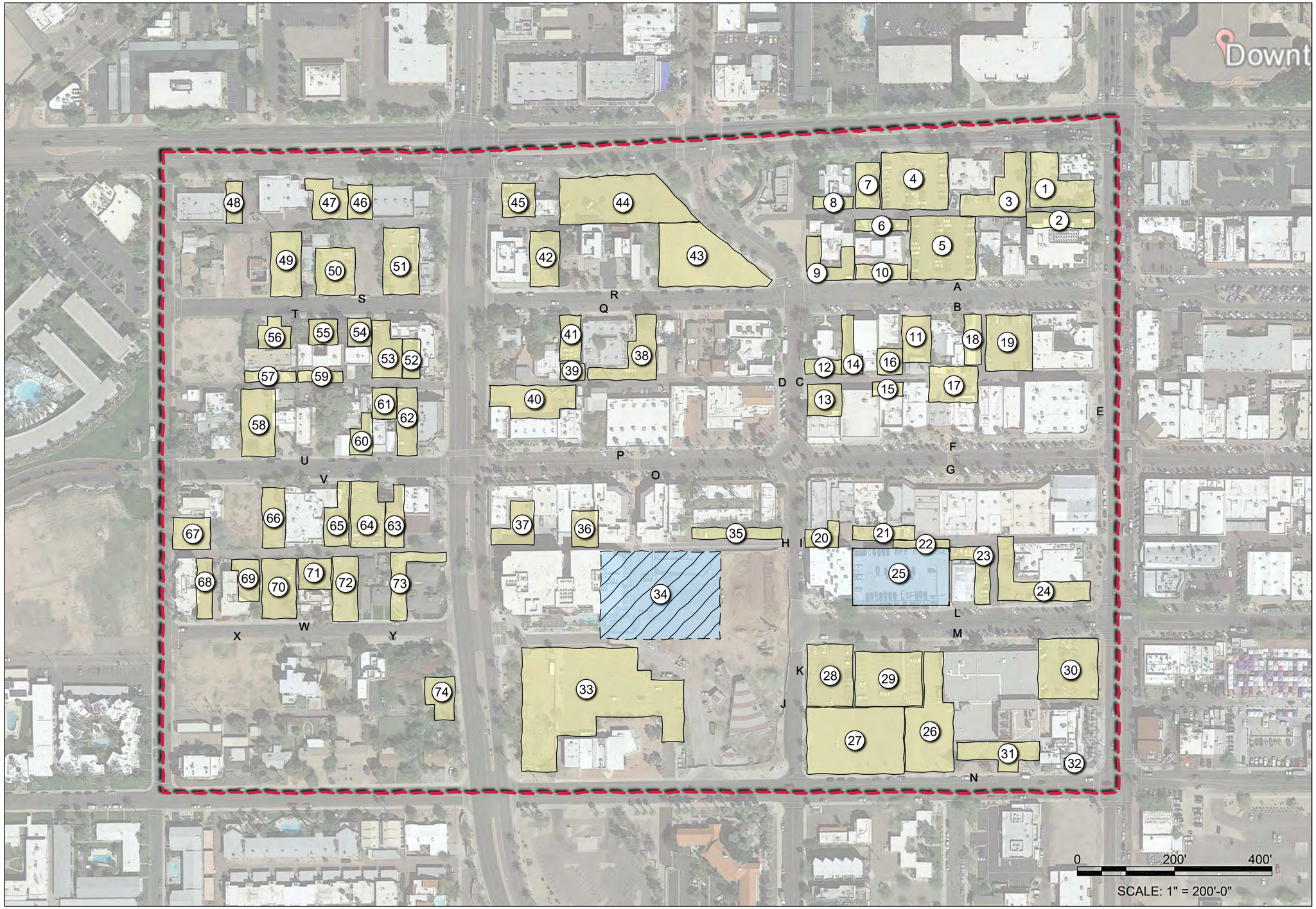
Parking Occupancy Zone 5 - April 16, 2015

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	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

WALKER PARKING CONSULTANTS

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

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
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	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	

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

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		

Downtown Scottsdale Parking Planning Study
Walker Project #23-7527.00

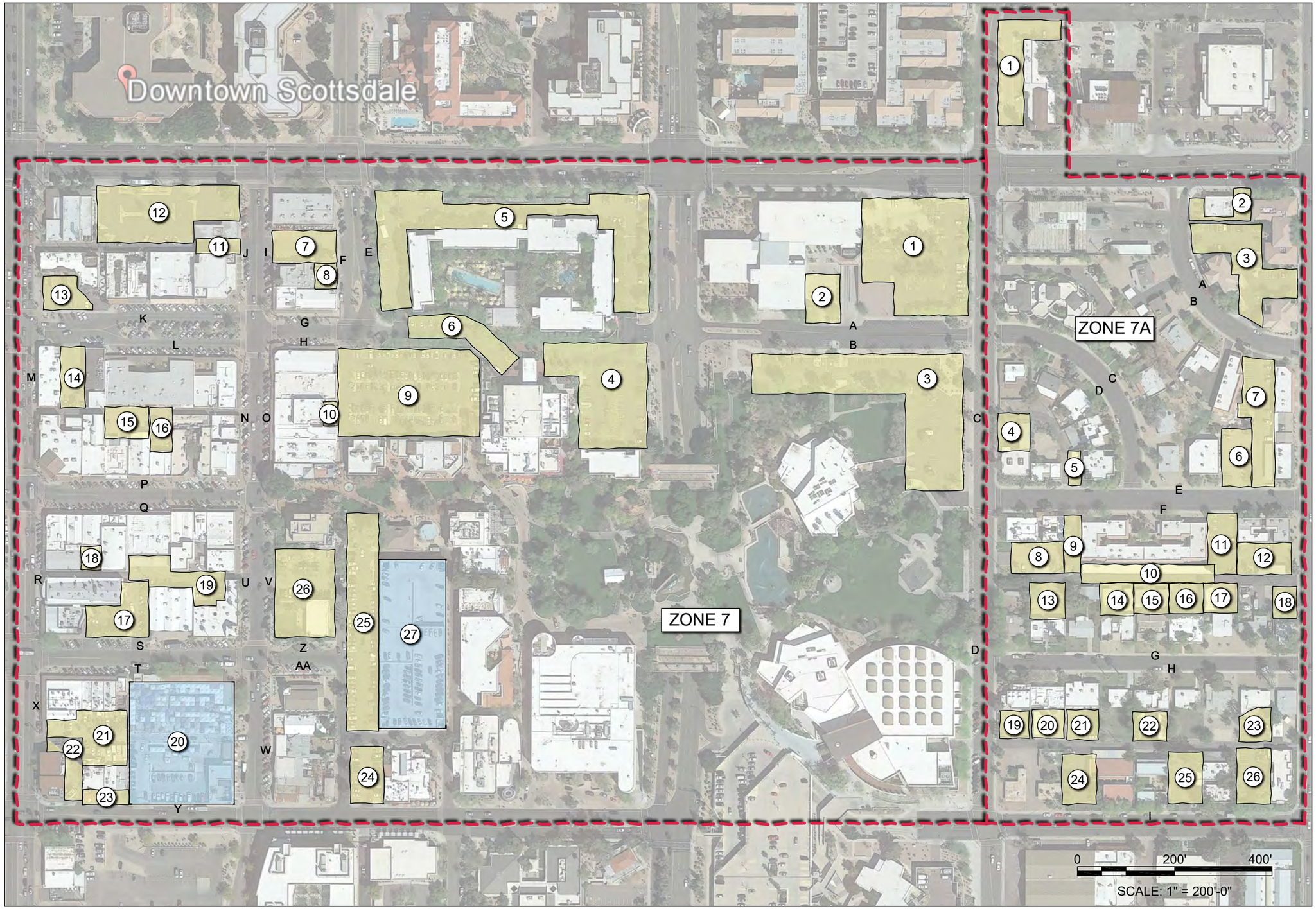
Parking Inventory Zone 6 - April 16, 2015

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

WALKER PARKING CONSULTANTS

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

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

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

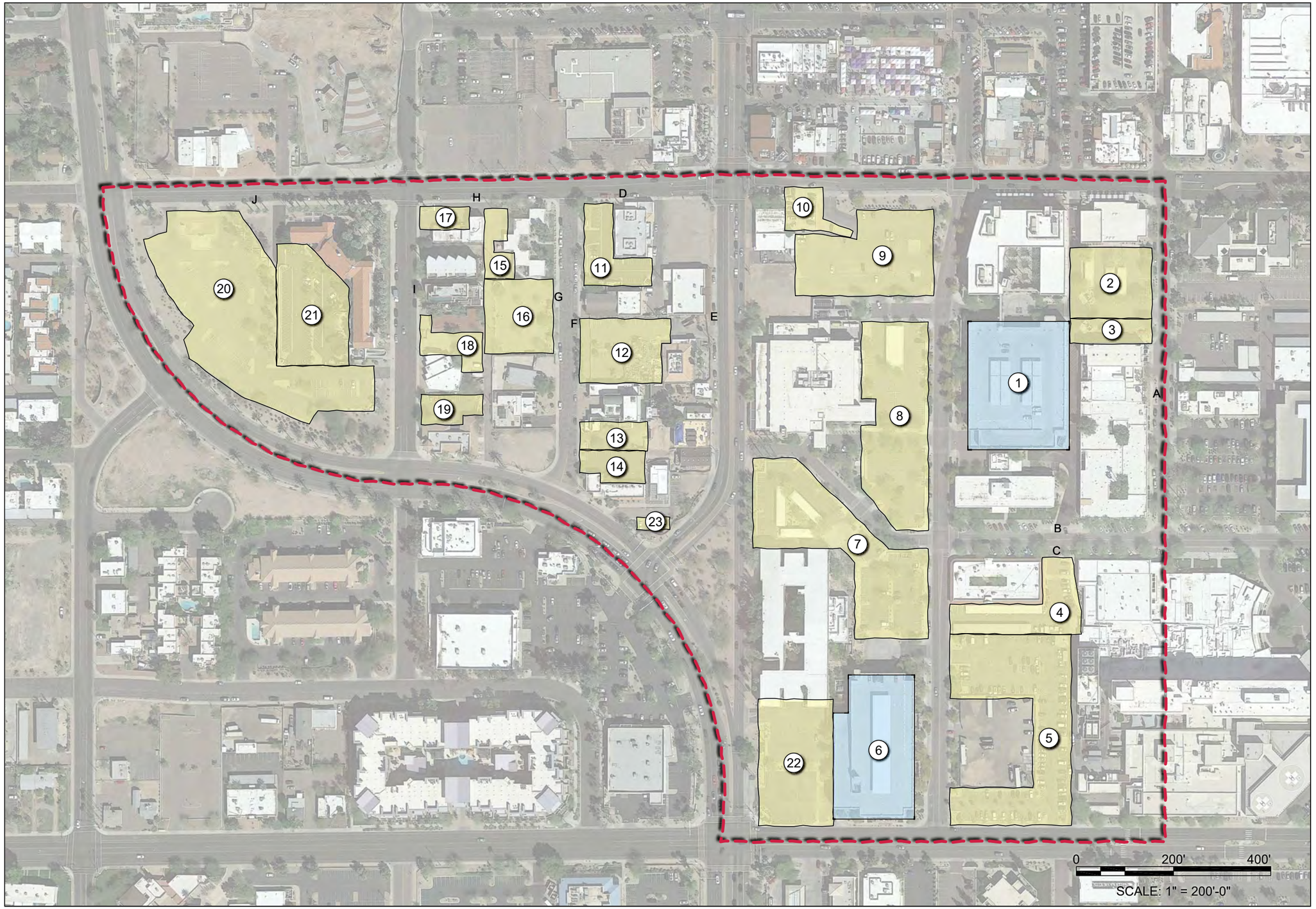
Parking Inventory - April 16, 2015

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

SCOTTSDALE DOWNTOWN
PARKING STUDY

WALKER PARKING CONSULTANTS

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

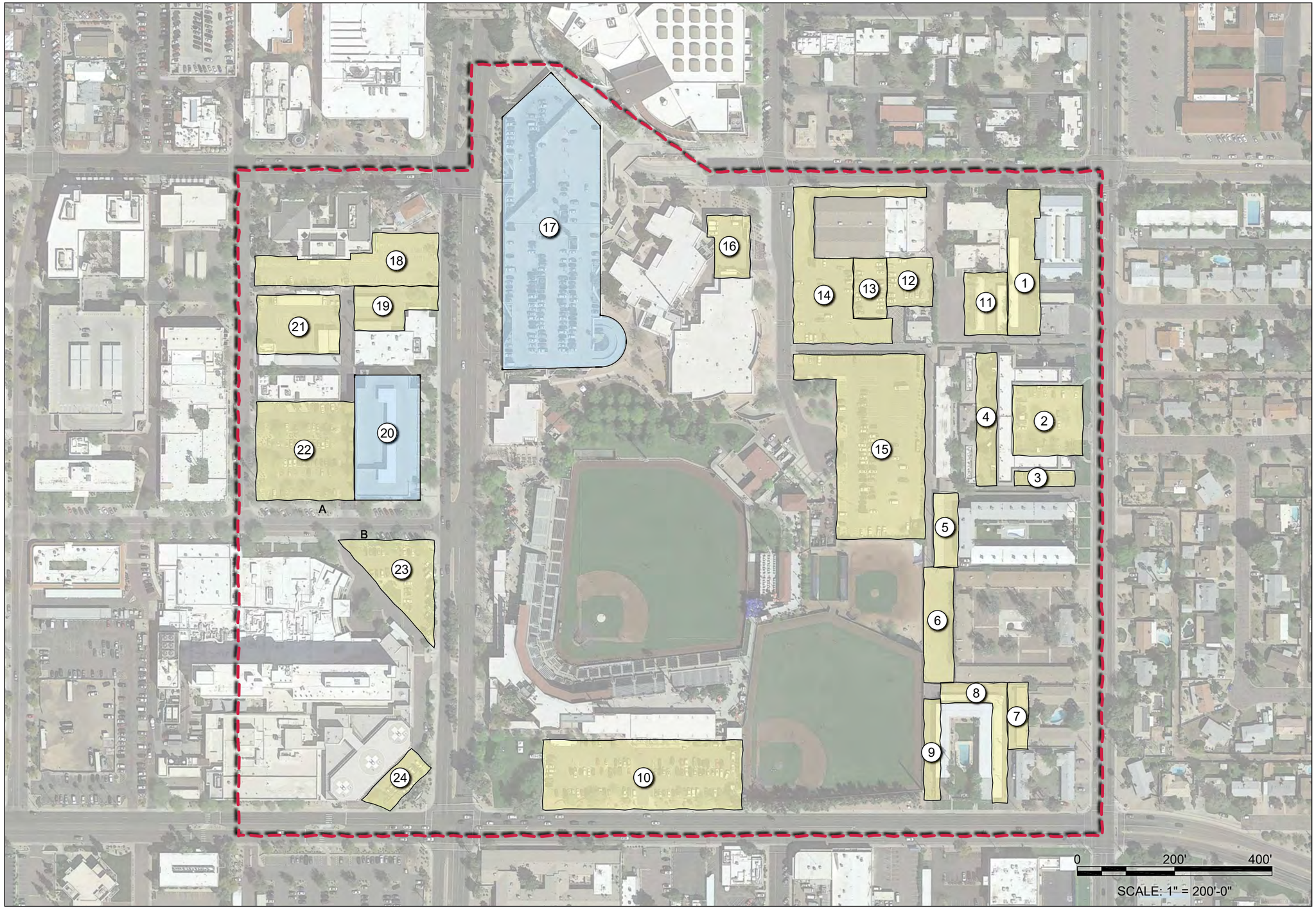
Parking Inventory Zone 8

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

WALKER
PARKING CONSULTANTS

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	

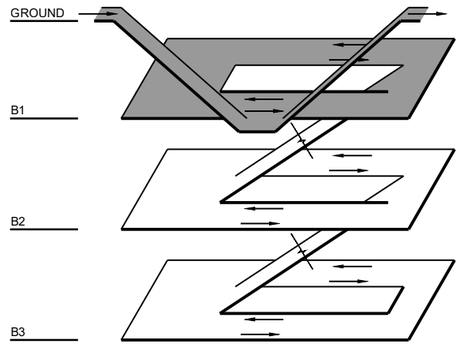
APPENDIX B: PARKING GARAGE OPTIONS (CONCEPT)

WALKER
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SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

WALKER
PARKING CONSULTANTS





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

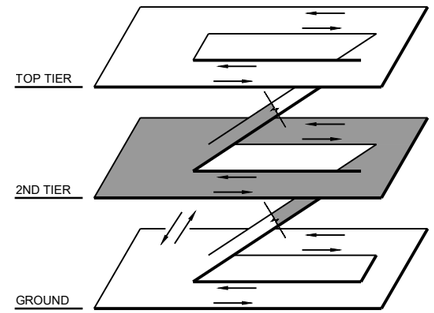
0 50' 100'

SCALE: 1" = 50'-0"

SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

WALKER
PARKING CONSULTANTS





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

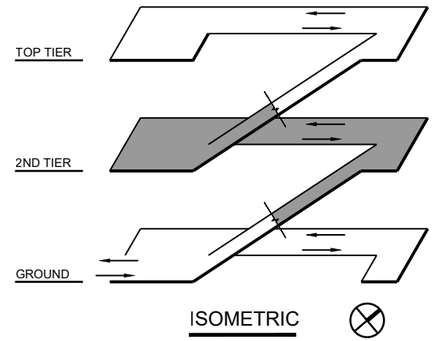
0 50' 100'

SCALE: 1" = 50'-0"

SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

WALKER
PARKING CONSULTANTS





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

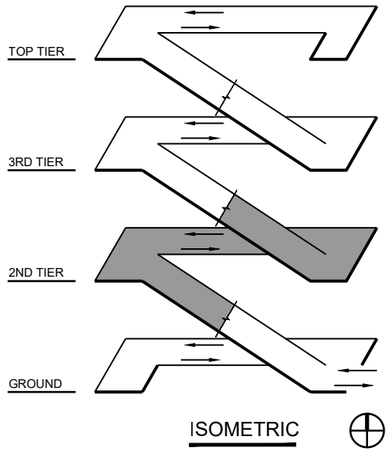
0 50' 100'

SCALE: 1" = 50'-0"

SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

WALKER
PARKING CONSULTANTS





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

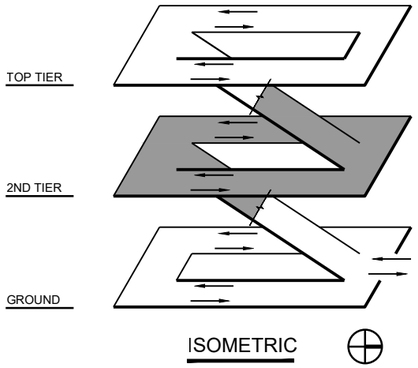
0 50' 100'

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

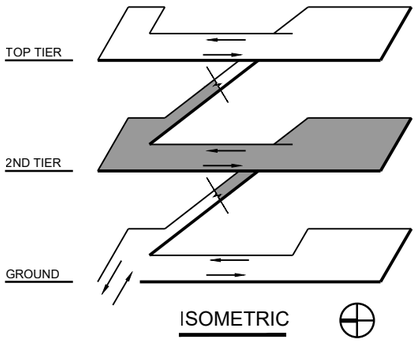
0 50' 100'

SCALE: 1" = 50'-0"

SCOTTSDALE DOWNTOWN
PARKING GARAGE OPTIONS

WALKER
PARKING CONSULTANTS





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'

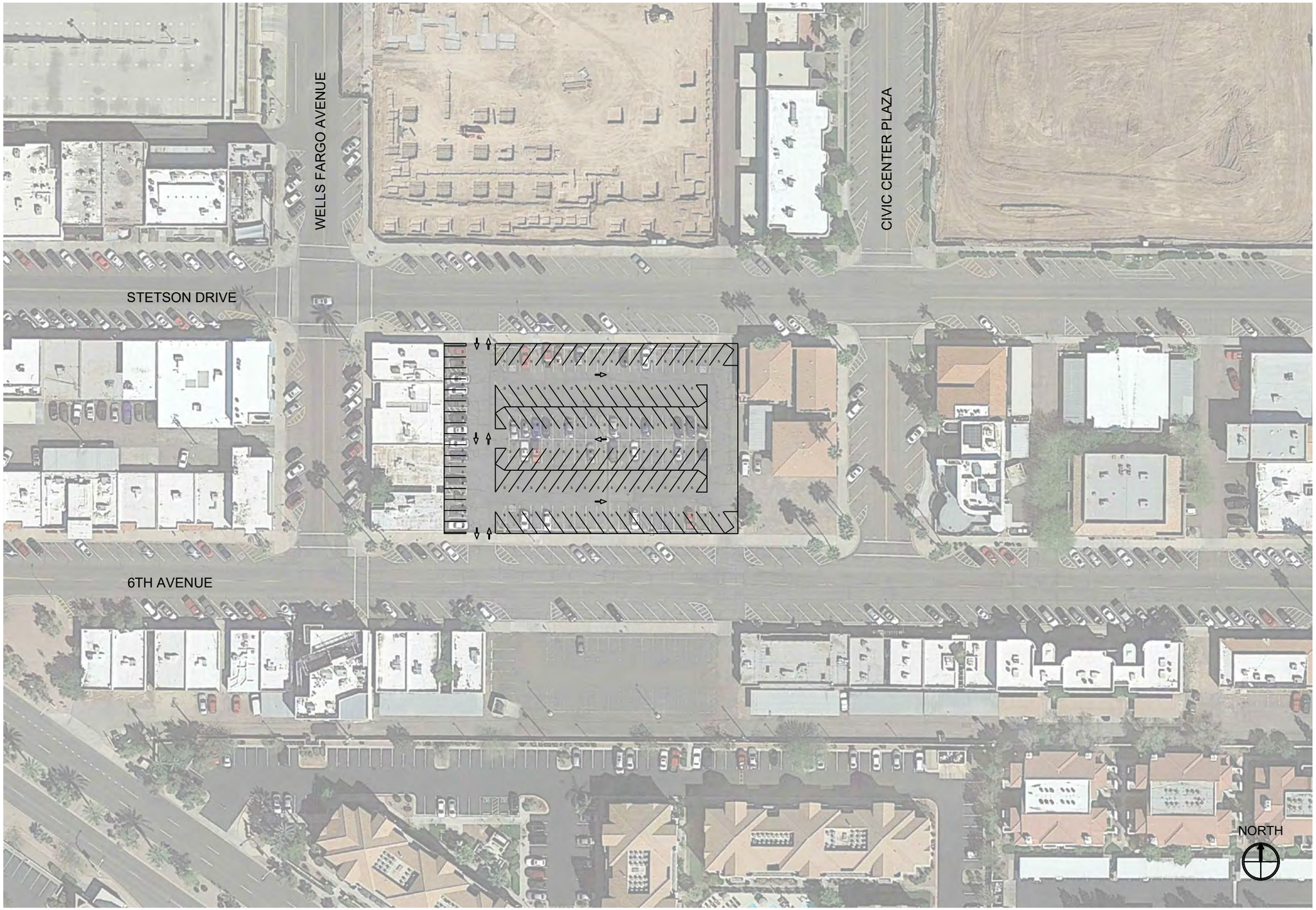
SCALE: 1" = 50'-0"

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

WALKER
PARKING CONSULTANTS

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

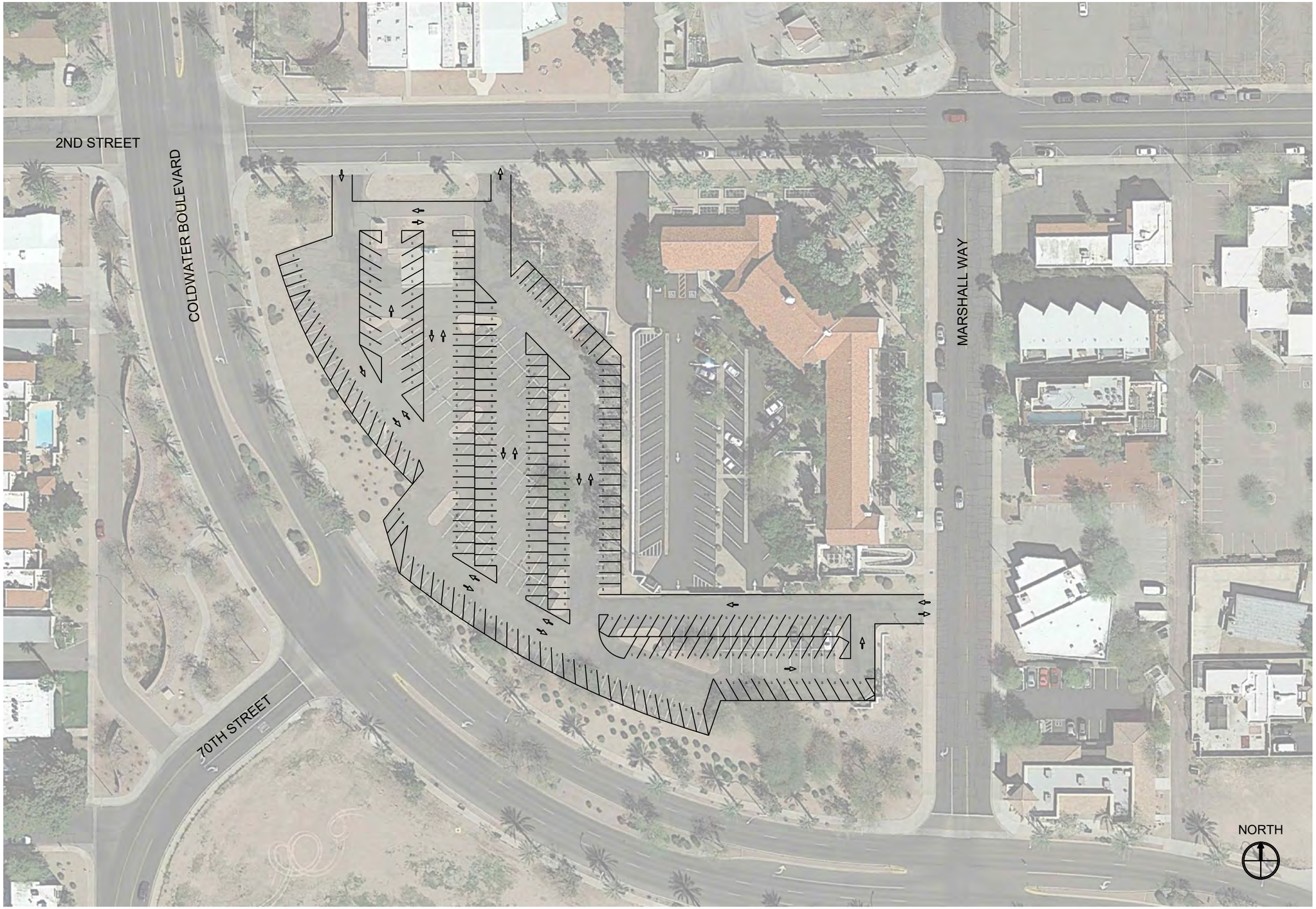
*90° LOS A FOR STALL PROJECTION
LOS C FOR AISLE DIMENSIONS
*60° LOS A FOR STALL PROJECTION
AND AISLE DIMENSIONS

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

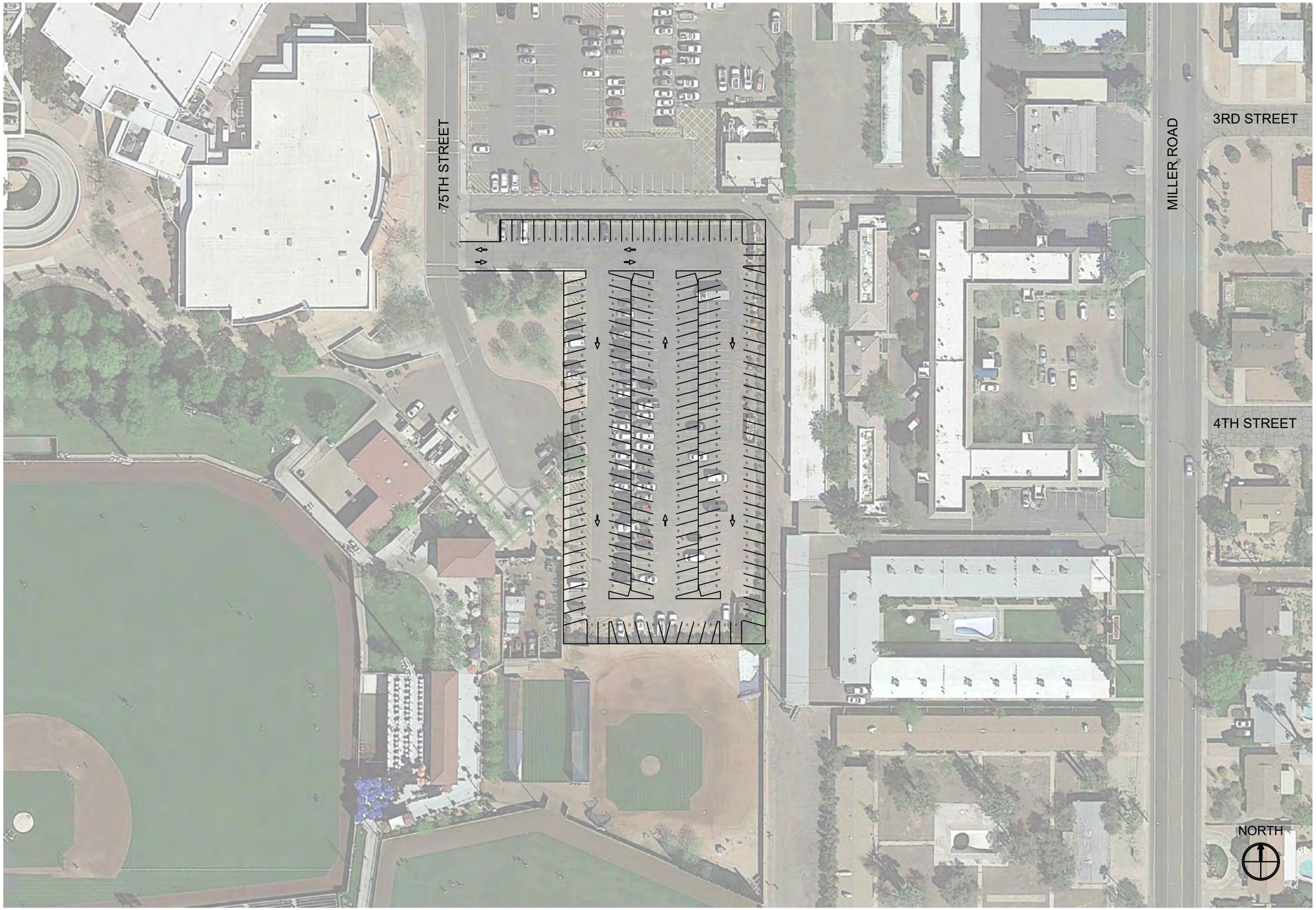
*90° LOS A FOR STALL PROJECTION
LOS C FOR AISLE DIMENSIONS
*60° LOS A FOR STALL PROJECTION
AND AISLE DIMENSIONS

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.

Get Data Sheet, Fortune's technology newsletter.

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

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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 glol
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 tl

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 compa
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.

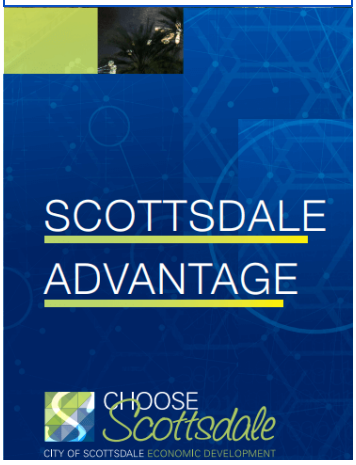
Turo, founded in 2009 and headquartered in San Francisco, has grown to operate in over 5,500 cities in North America and has safely facilitated over 1 million rental days to date. The average active US member makes USD $625 per month renting out a car in the marketplace.

#####

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

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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**

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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.

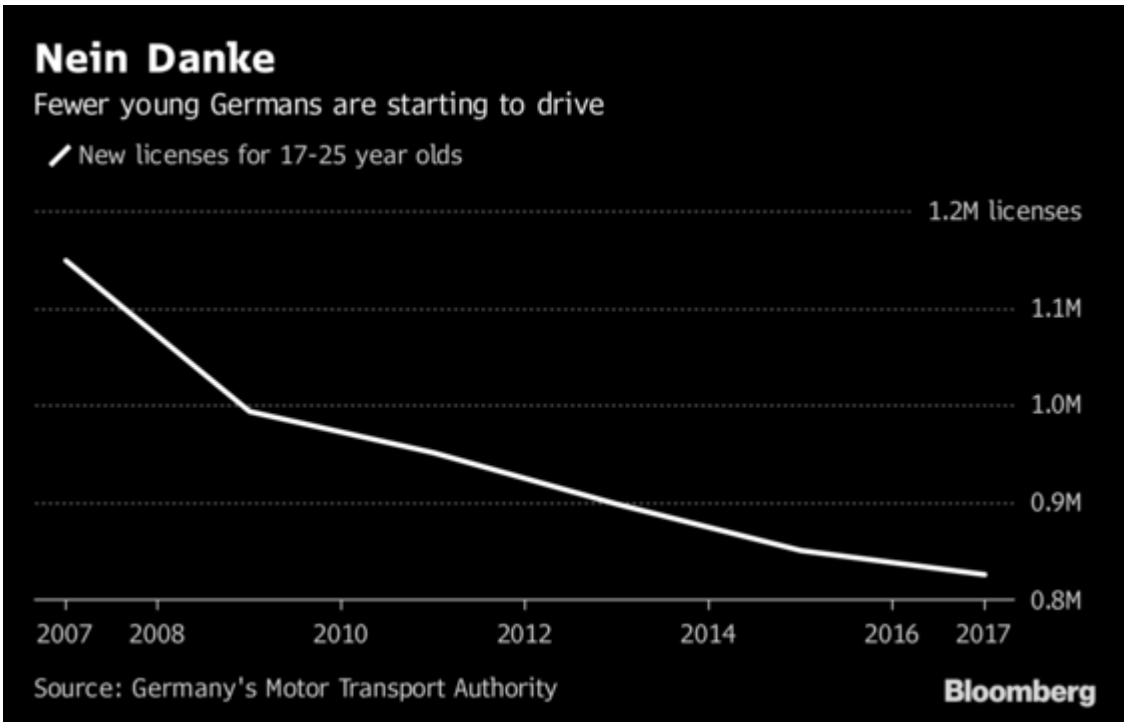
Now on work days his car usually stays parked outside his apartment in the affluent Berlin neighborhood of Charlottenburg and the 32-year-old human resources executive hails a new carpooling service instead.



“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.

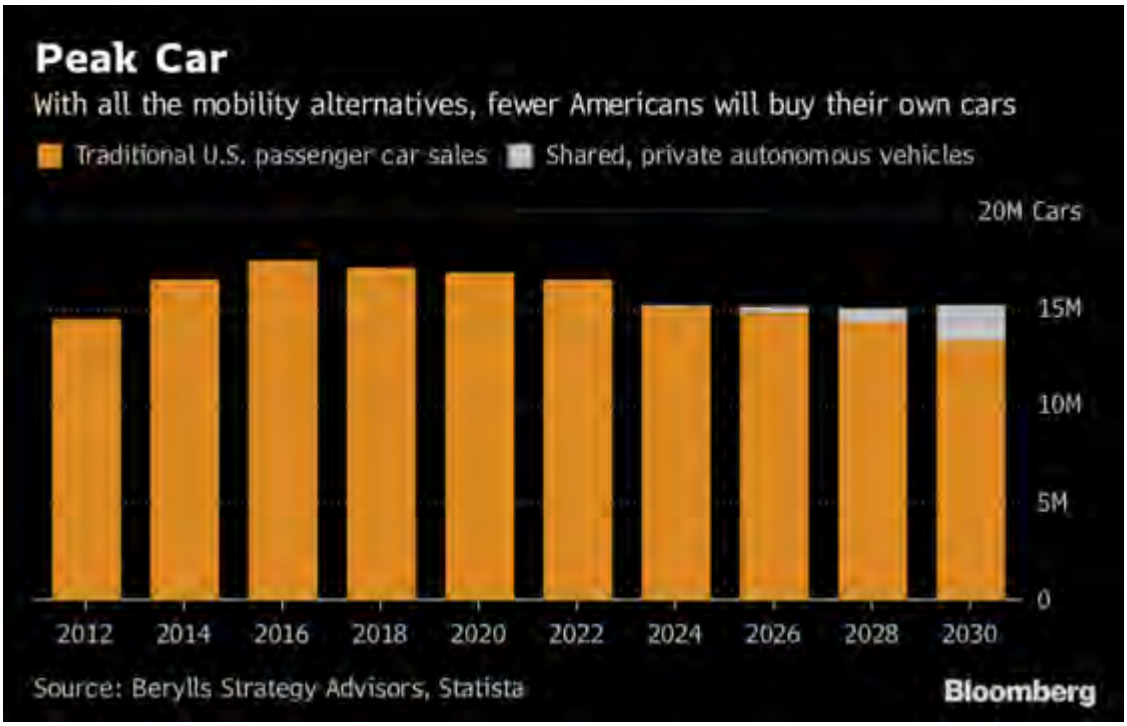


It's a moment of reckoning for an industry that had been able to count on three things since the automobile was invented in Germany more than a century ago: cars ran on combustion engines and people not only desired to own one, they also drove it exclusively. With the age of car-sharing, battery-powered 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.

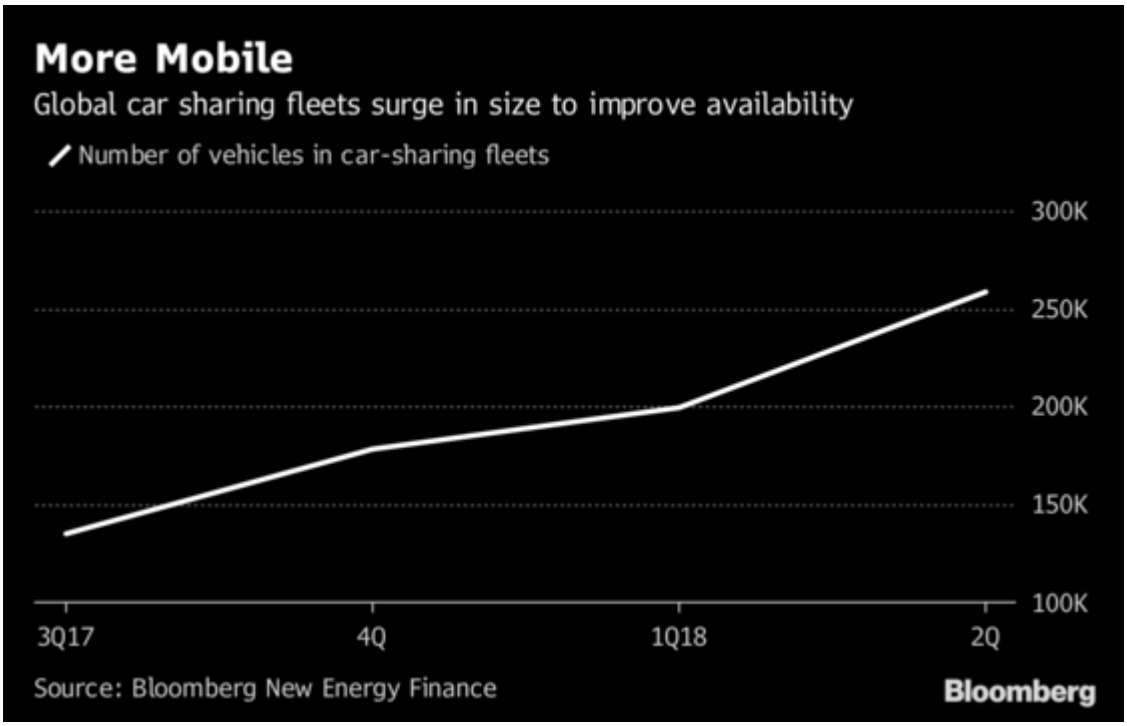
Berliners can jump into street-side rental cars powered by gasoline or batteries that charge by the minute and can be dropped off nearly anywhere. They can use one of thousands of rental bikes for as little as a euro an hour. For 3 euros every 30 minutes, they can even navigate the city center on an 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.

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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.

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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.”

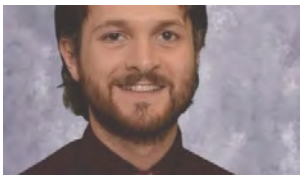
Northeast Valley News Services Editor Melissa Fittro can be contacted at 623-445-2746, e-mailed at mfittro@newszap.com or can be followed on Twitter at twitter.com/melissafittro .

Tags: Breaking, city council, Featured, Old Town, Parking, Scottsdale, Streetline Inc.

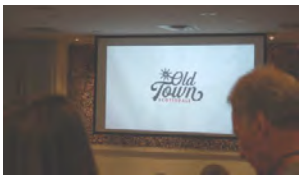
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APPENDIX D – SCOTTSDALE, CODE OF ORDINANCES ARTICLE IX

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.

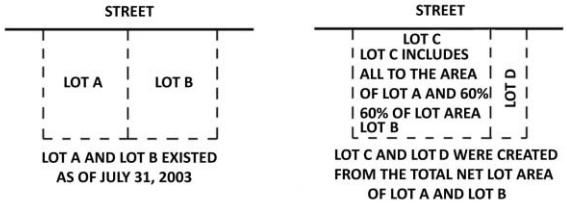
iii. Is limited to a maximum of two thousand (2,000) gross square feet of new building, or building area expansion. The two thousand (2,000) gross square feet per lot of new building, or building area expansion may be used incrementally, but shall not exceed two thousand (2,000) gross square feet of 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.

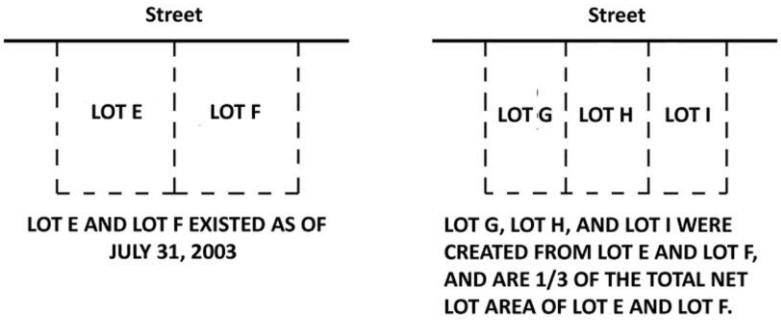


Therefore, Lot C's wavier would be three thousand two hundred (3,200) square feet of new building, or building area expansion; and Lot D's wavier would be eight hundred (800) square feet of new building, or building area expansion.

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)

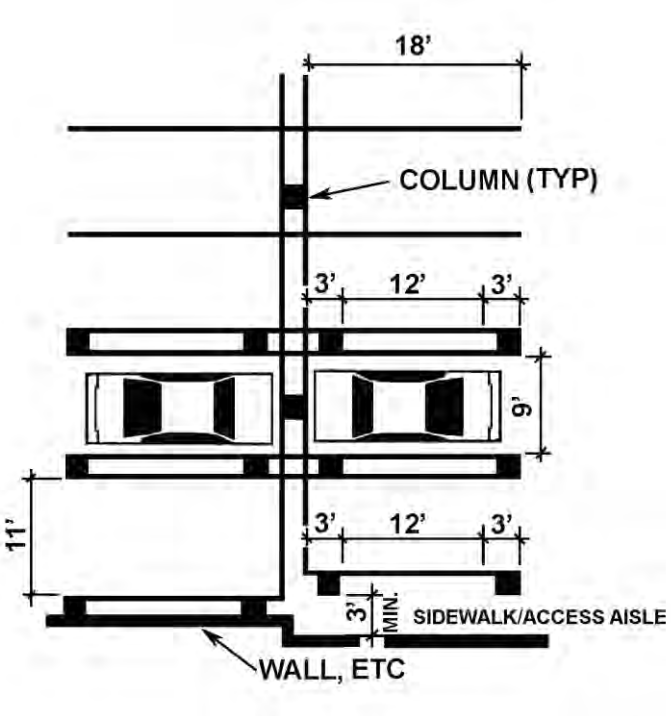
feet. Parallel parking spaces shall have a minimum width of nine (9) feet and a minimum length of twenty-one (21) feet.

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.

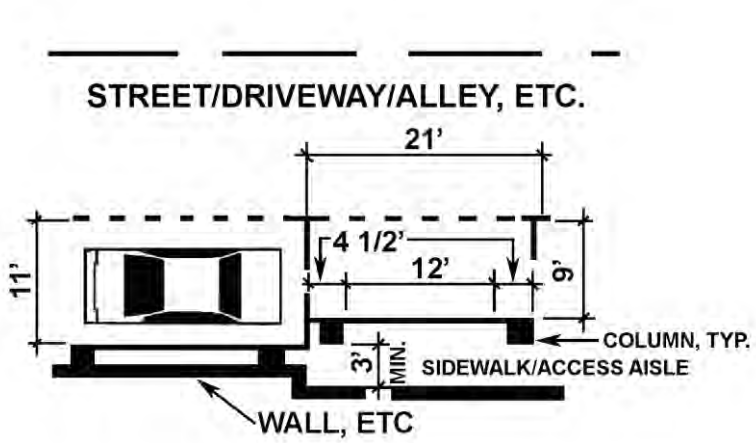
ii. For new development and/or redevelopment constructed after July 9, 2010, when a side of a parking space, excluding a parallel parking space, that is adjacent to a column that is taller than six (6) inches, the obstructed side shall be unobstructed for a minimum of twelve (12) feet, which is between 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

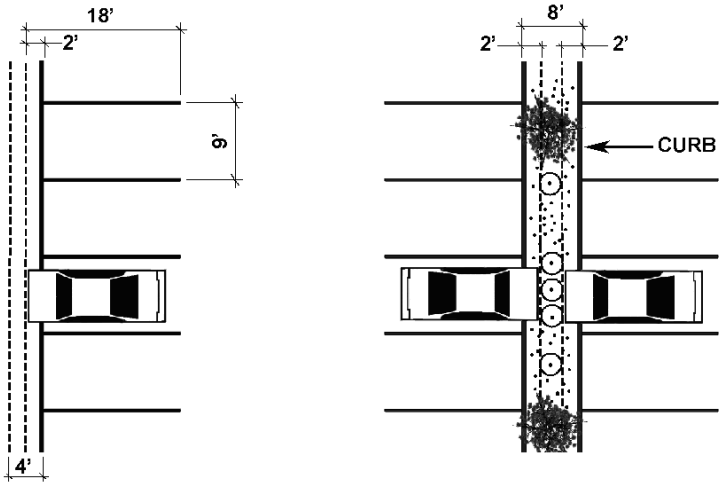


b. As illustrated in Figure 9.106.C., the front length of the space may over-hang a curb or low planter of a maximum height of six (6) inches and a maximum depth of two (2) feet which may not be calculated as required open space, or required parking lot landscaping. If a low planter is utilized the following 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.

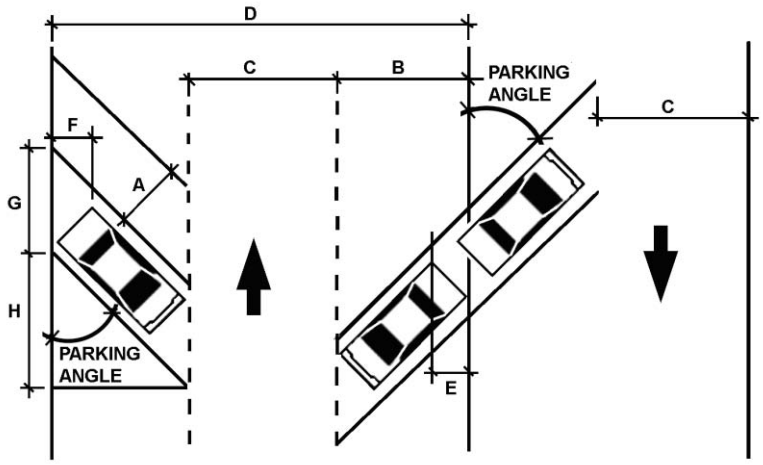
Table 9.106.A. On-Site Parking Dimensions

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

Museum Square Hotel
Parking Master Plan



Prepared for:

MACDONALD DEVELOPMENT CORPORATION

Macdonald Development Corporation
3225 N. Central Avenue, Suite 100
Phoenix, AZ 85012

Prepared by:

J2 Engineering and Environmental Design
4649 E. Cotton Gin Loop, Suite B2
Phoenix, AZ 84040

Registered Professional Engineer (Civil)
CERTIFICATE NO.
40961
JAMIE ANN K.
BLAKEMAN
Date Signed 8-10-18
ARIZONA, U.S.A.

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:

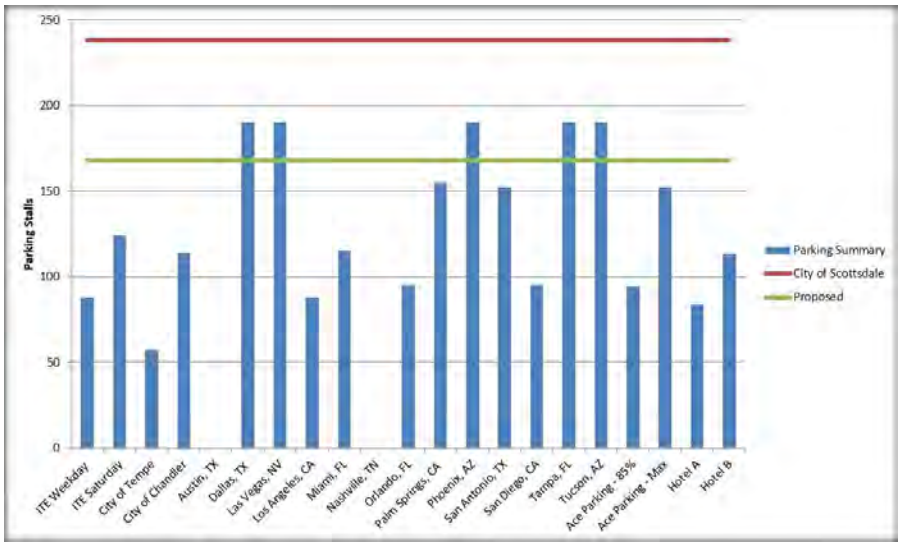
Occupied Parking Stalls/Total Guest Rooms (Saturday)	Accommodates the Parking Demand
0.3	66.04% of the time
0.4	84.17% of the time
85th Percentile (0.49)	93.65% of the time
0.5	94.17% of the time
0.6	98.75% of the time
0.7	99.58% of the time
0.8	100% of the time

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**	

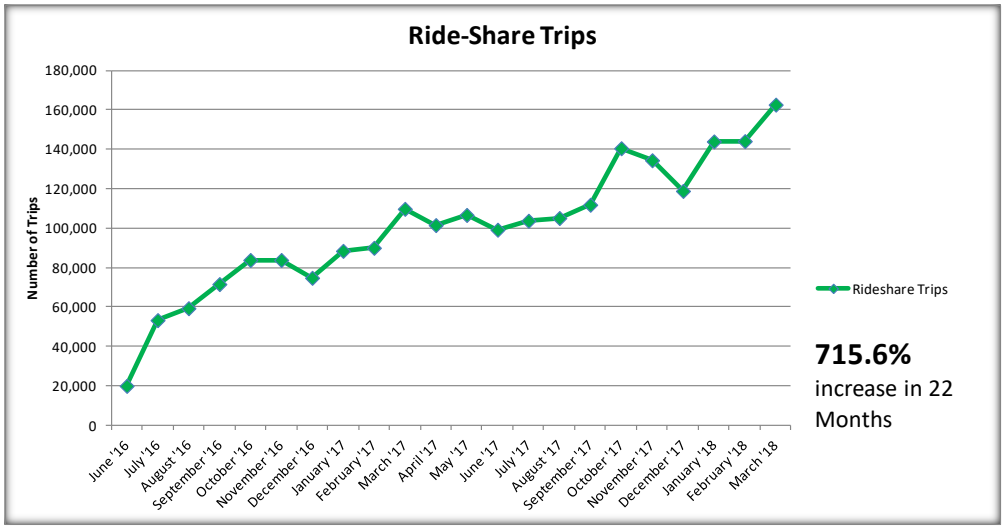
Parking Summary



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."

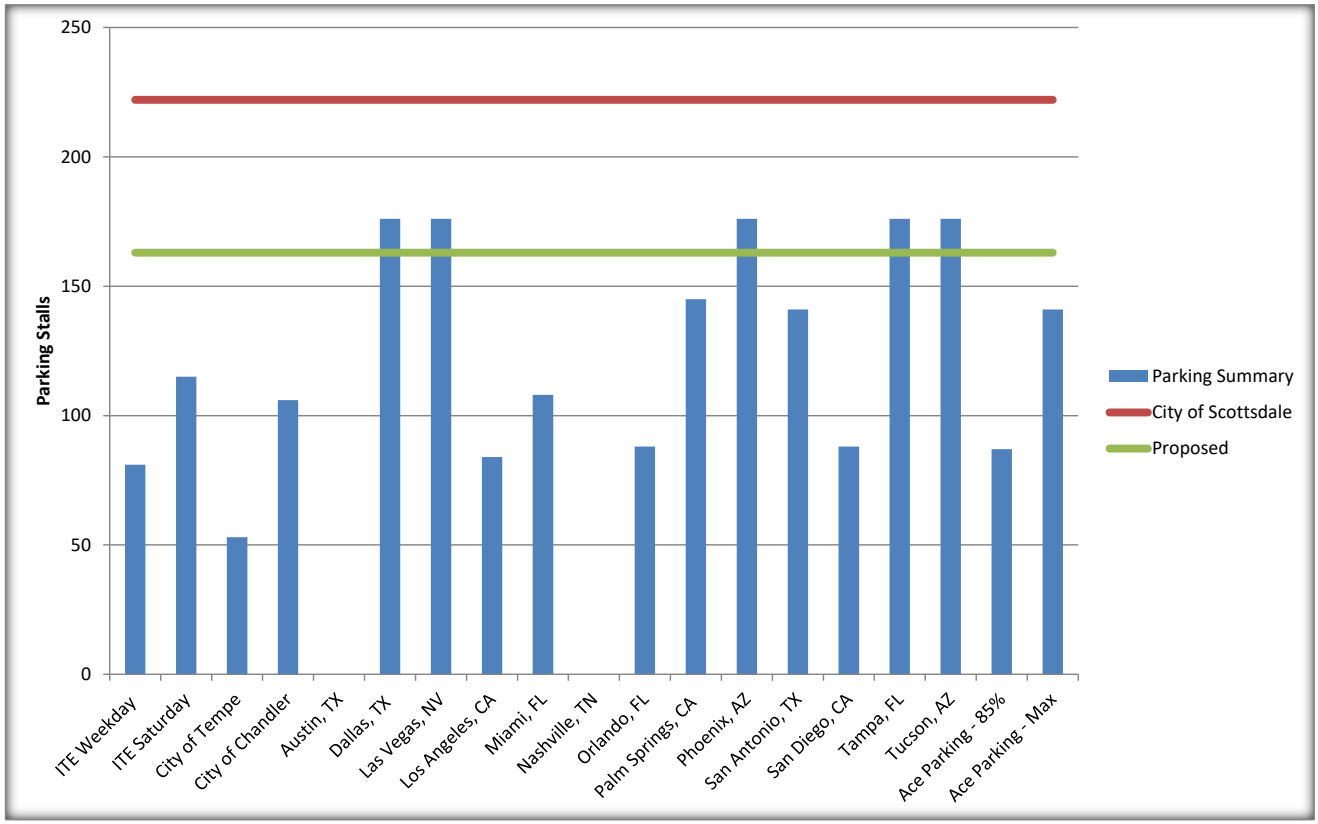
Ace Parking Analysis
Ace Parking provided monthly parking data for more than 80 hotels for the year 2017. The data included hotels from across the United States, ranging from a 35 to a 1,628 guest room hotel, from ALoft San Francisco to The Phoenician in Scottsdale. A detailed parking analysis was conducted 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



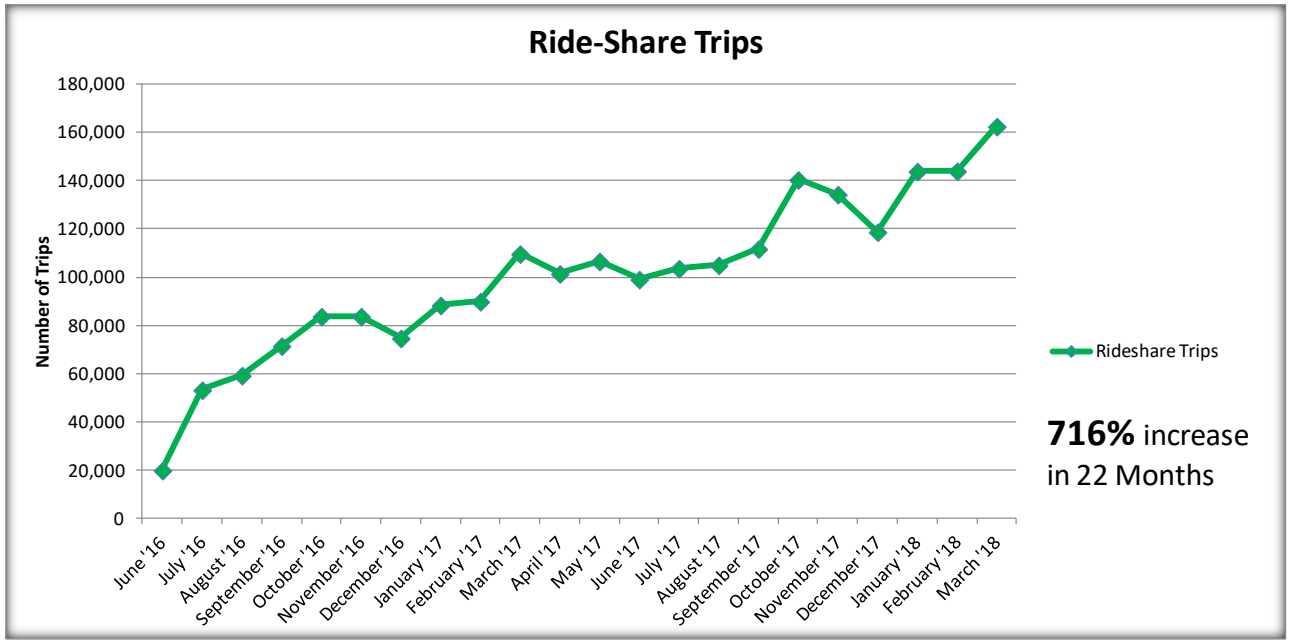
Parking Summary Table

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

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

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	$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

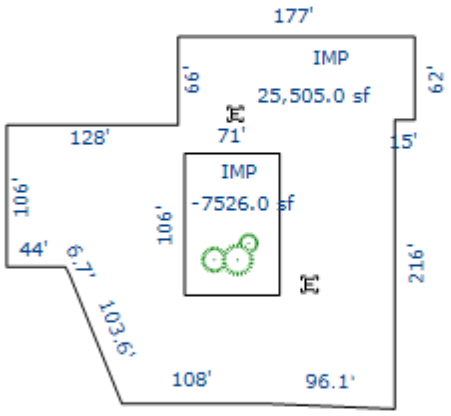
Additional Property Information

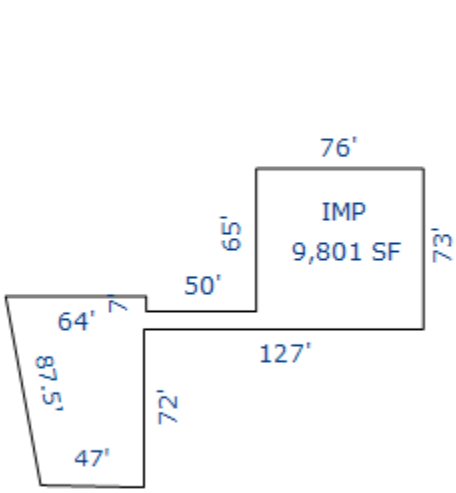
Additional commercial property data.

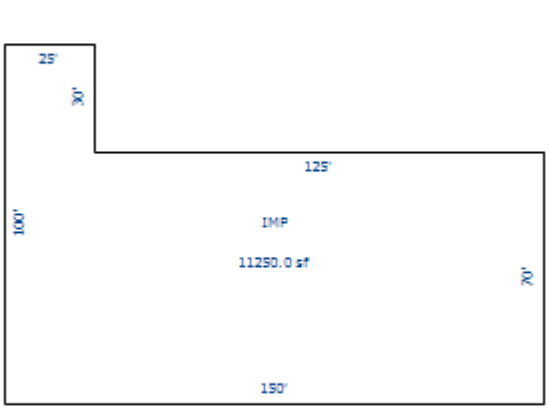
Description	Imp #	Model	Rank	CCI	Age	Sq Ft.
Museum	000101	481	3	C	4	35,306
Museum	000102	481	2	B	4	22,500
Site Improvements	000301	163	2	D	4	1

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

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.
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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

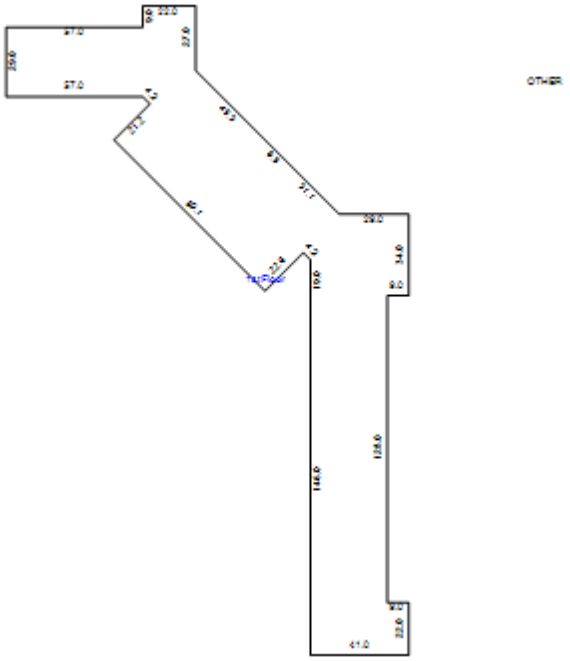
Additional Property Information

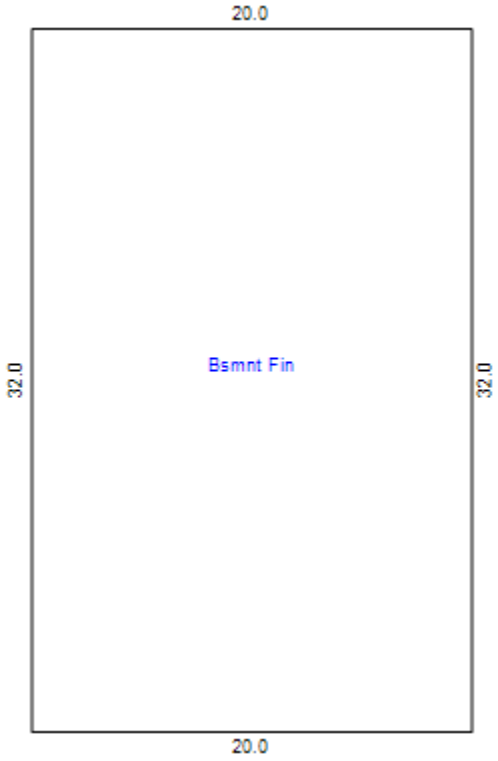
Additional commercial property data.

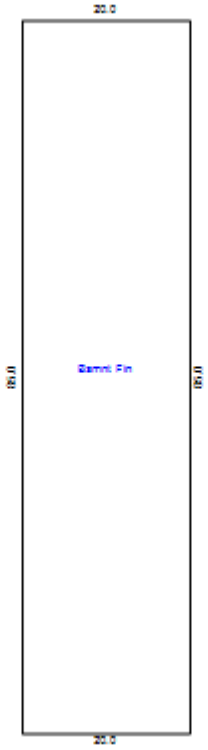
Description	Imp #	Model	Rank	CCI	Age	Sq Ft.
Office Building	000101	344	2	C	90	15,002
Site Improvements	000201	163	2	D	38	1

Building Sketches

Sketches that illustrate the external dimensions of a property.







Similar Parcels

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.

LEGEND

REFUSE COLLECTION CIRCULATION ROUTE (Colored per receptacle location)

45' min. required turning radius

1 THEATER RECEPTACLE LOCATION
- Single receptacle

2 HOTEL COMPACTOR LOCATION
- Single commercial self-contained compactor - est. 34 yd

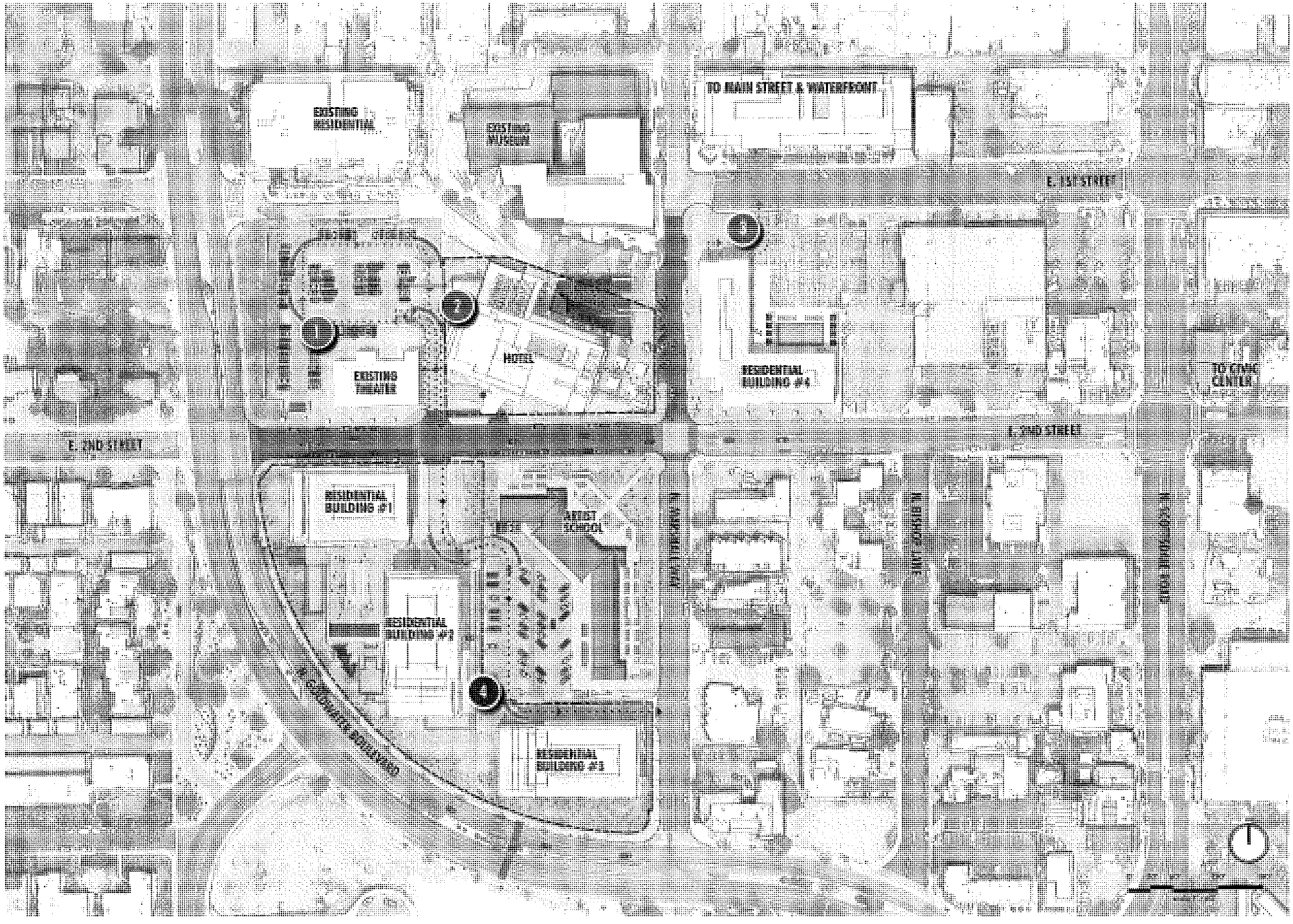
3 RESIDENTIAL BLDG 4 Receptacle location
- 2-4 2yd receptacles

4 RESIDENTIAL BLDGS 1-3 RECEPTACLE PICKUP LOCATION
- 6-12 two yd receptacles
- Pickup only
- Primary refuse collection in underground parking structure refuse rooms. Refuse rooms to contain 3-4 containers each waste & recycle per buidling.

NOTES:
- Refuse plan, operation, & final design to adhere to DS&PM
- Emergency access & refuse access/use easements to be refined, identified, & dedicated at future plat stages & through collaboration with the City.
- Hotel compactor minimum capacity - 30 yd
- Hotel to provide recycling
- Residential management staff will bring trash from the underground garage on Buildings 1-3 to the receptacle staging locations for pickup.

NOTE: Refuse routes & pickup / enclosure locations to be refined throughout the development process. Preferred locations are portrayed & coordinated between the Developer, Waste Management, & the City of Scottsdale.

BUILDING 1	61 units	6-8 receptacles
BUILDING 2	83 units	6-8 receptacles
BUILDING 3	81 units	6-8 receptacles
BUILDING 4	87 units	2-4 receptacles



Approved + Made part of STIPS 09/11/2018

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

CONCEPTUAL REFUSE PLAN
2ND SUBMITTAL: 8.13.18
REVISED 9.18.18

SWABACK PLC Architects + Planners



MUSEUMSQUARE

4th Submittal: August 23, 2019
3rd Submittal: Revised November 2018
2nd Submittal: August 13, 2018
1st Submittal: June 18, 2018

ARC – Museum Square **September 2018**

Development Plan – Property Development Standards

Planned Block Development

Land Uses.

The applicable use regulations of the Planned Block Development district shall apply.

Property Development Standards.

A. The property development standards of the PBD Overlay District shall control over the property development standards of the Downtown District.

B. Maximums for building height, GFAR and density, with bonuses, are shown on Table B.

Table B.
Density, Gross Floor Area Ratio (GFAR), and Building Height Maximums

Sub-district and Development Type	Building Height Maximum (1) (2)	GFAR Maximum	Density Maximum (per acre of gross lot area)
Downtown Multiple Use - Type 3	150 feet	1.4	50 dwelling units

Note:
1. Includes rooftop appurtenances except for additional 6 feet for architectural spire element.
2. Includes 66’ of bonus height.

C. Private outdoor living spaces.

1. All dwelling units shall include private outdoor living space located beside the dwelling unit.
2. Each private outdoor living space shall be at least six (6) feet deep and sixty (60) square feet in area.

D. Setbacks.

1. The minimum setback from public streets (except alleys) is shown in Table D. The setback is measured from the back of curb.

Table D. Minimum Setback for Buildings Adjacent to Public Streets, except alleys	
Street	Minimum Building Setback
N. Goldwater Boulevard	30 feet
E. Second Street & N. Marshall Way	20 feet
Alleyways & Driveways	0 feet

E. Stepbacks.

1. Property in the Type 3 Area: The stepback plane shall incline at a ratio of 2:1, beginning forty-five (45) feet above the minimum setback from the public street (except alleys), except as identified below where no stepback shall be required.

Exceptions:

a. Hotel building along E. Second Street above 58 feet.

b. Residential building 1 along N. Second Street above 56 feet.

c. Residential building 3 along N. Marshall Way above 67 feet.

d. Residential building 3 along N. Goldwater Boulevard above 56 feet.

F. Building location.

1. Building locations are conceptually shown on the development plan.

G. Exceptions to setback and stepback standards.

1. Certain exceptions to setback and stepback standards are allowed if the Development Review Board finds the exceptions conform to:
   a. The Downtown Plan and Downtown Plan Urban Design & Architectural Guidelines; and
   b. The sight distance requirements of the Design Standards and Policy Manual.
2. Subject to design approval by the Development Review Board, the following exceptions to setback and stepback standards are allowed:
   a. A maximum of fifteen (15) feet for cornices, eaves, parapets, architectural elements and fireplaces.
   b. A maximum of twenty (20) feet for canopies and other covers over sidewalks, balconies and terraces.

c. Balcony walls and railings with a maximum inside height of forty-five (45) inches.

d. Uncovered balconies, uncovered terraces and patios at and below grade.

e. Covered sidewalks and uncovered terraces directly above a sidewalk.

3. Subject to design approval by the Development Review Board, in a Type 3 Area, a maximum fifteen (15) feet exception to stepback and setback standards above the first floor (not specified in F.2. above), is allowed for projections that:

   a. Are less than fifty (50) percent of the length of the segment of the building façade where the projections occur; and

   b. Are less than thirty-three (33) percent of the surface area of the segment of the building façade where the projections occur.

4. Subject to design approval by the Development Review Board, an exception to the stepback standard is allowed for stairwells and elevator shafts.

H. Shaded sidewalks.

1. The property owner shall provide shaded sidewalks that conform to the Downtown Plan Urban Design & Architectural Guidelines, subject to Development Review Board approval.

I. Signs.

1. The provisions of Article VIII, shall apply.

J. Off-street parking.

1. The provisions of Article IX. shall apply.
2. The underground portion of the of a parking structure may be built to the property line.

M. Landscaping.

1. The provisions of Article X. shall apply.

TEAM CONTACT LIST

OWNER DEVELOPER
ARC SCOTTSDALE HOLDINGS, LLLP
3225 N. Central Ave, Suite 100
Phoenix, AZ 85012

Primary Contact:
Rob Macdonald
Phone: (604) 331-6018 / Cell: (604) 250-5655
rjm@macdevcorp.com

Dana Volrich
Phone: (604) 331-6018 / Cell: (604) 506-8095
dvolrich@macdevcorp.com

Bill Borders
Phone: (480) 315-1108/ Cell: (602) 359-2739
bborders@arc-az.com

CIVIL ENGINEERING
SUSTAINABILITY ENGINEERING GROUP
8280 E. Gelding Dr., Suite 101
Scottsdale, AZ 85260

Primary Contact:
Ali Fakih
Phone: (480) 588-7226
Cell: (480) 516-5514
ali@azseg.com

TRAFFIC ENGINEERING
Lokahi, LLC
600 N. 4th Street, Suite D
Phoenix, AZ 85004

Primary Contact:
Jamie Blakeman
(480) 536-7150
Jamie@lokahigroup.com

LAND USE ATTORNEY
BERRY RIDDELL LLC
6750 E. Camelback Rd., Suite 100
Scottsdale, AZ 85251

Primary Contact:
John V. Berry
Phone: (480) 385-2719/ Cell: (602) 690-5106
jb@berryriddell.com

Hugh Hallman
Phone: (480) 682-3909 / Cell: (480) 209-4815
hh@berryriddell.com

Michele Hammond
Principal Planner
Phone: (480) 385-2753 / Cell: (602) 463-4081
mh@berryriddell.com

ARCHITECTS & PLANNERS
SWABACK pllc
7550 E. McDonald Dr.
Scottsdale, AZ 85250

Primary Contact:
Jeff Denzak
Phone: (480) 367-2100 / Cell: (480) 522-4144
jdenzak@swaback.com

PUBLIC RELATIONS
ROSE MOSER ALLYN
7144 E. Stetson Dr., Suite 400
Scottsdale, AZ 85251

Primary Contact:
Jason Rose
Phone: (480) 423-1414 / Cell: (602) 791-4488
jrose@rosemoserallynpr.com

Mary Turner
Phone: (928) 242-6991
mturner@rosemoserallynpr.com

COMMUNITY COMMUNICATIONS
TECHNICAL SOLUTIONS
4350 E. Camelback Road, Suite G-200
Phoenix, AZ 85018

Primary Contact:
Susan Bitter Smith
Phone: (602) 957-3434
info@technicalsolutions@.com

MUSEUMSQUARE

"A master planned community masterpiece."

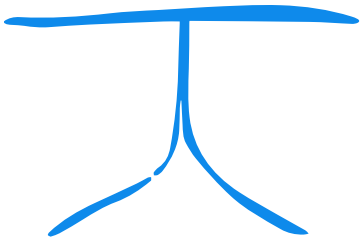
- Vernon D Swaback FAIA, FAICP



SCOTTSDALE, ARIZONA

August 2019

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DISCLAIMER: All plans, designs, guidelines and other elements of this document are conceptul in nature and subject to future modifaction.



CITY OF SCOTTSDALE AERIAL CIRCA 1969



THE OPPORTUNITY

VISION / ZONING REQUEST / UNIQUE CONTEXT / CULTURAL IMPROVEMENTS



View looking east from the intersection of Goldwater Boulevard and the 1st Street Alignment.

SIGNIFICANCE OF THE VISION

Museum Square is envisioned as a transformational, highly creative mixed-use development that will help reset and jumpstart the identity and brand of Scottsdale's arts and culture. The proposed project is strategically located just south of Main Street between the Museum of the West (MOW), the Stagebrush Theatre and the Scottsdale Artists' School. The anchor to this new development is a signature four-star Hotel. Strategically positioned adjacent to the MOW and the Stagebrush Theatre, this new Museum Square Hotel will celebrate the MOW's significant collections and provide opportunities to reinforce special events, programs, exhibits and gallery tours. Part of the project's program includes collaborating with the City on the expansion of the MOW to accommodate new collections, as well as mutual support for envisioned improvements to the Stagebrush Theater.

The Hotel and MOW will be anchored by a new multi-purpose community-oriented cultural park (the "Square"), that will provide numerous opportunities for outdoor use and activities. Marshall Way will be further improved to enhance the pedestrian experience creating better connections to Main Street and beyond to the Scottsdale Waterfront and Scottsdale Fashion Square regional mall. In addition, 2nd Street is also envisioned with similar street level pedestrian improvements to provide connectivity from the residential neighborhood to the west and the City's Civic Center to the east. This will reinforce the interconnected fabric of the entire Old Town area.

The Hotel may include a ground floor restaurant, outdoor dining terrace, wine bar, interactive art gallery and other mixed-use components that will create a dynamic relationship between both indoor and outdoor spaces. In addition to the Hotel, the development includes four luxury residential buildings. Together, the envisioned project components will result in a major new activity node for the City and help to rejuvenate and strengthen this area of Old Town as a vibrant, attractive and robust Arts District.

ZONING REQUEST

The request brought forward by ARC Scottsdale Holdings, LLLP ("ARC") is to rezone the property located at North Marshall Way and E. 2nd Street (the "Property") in Old Town Scottsdale currently occupied by the previous Loloma transit station and surface parking. The site consists of approximately 319,717 s.f. (7.34 +/- gross acres) and is situated immediately south of the MOW, east of the Stagebrush Theatre, and wraps the Scottsdale Artists' School site (all within the Scottsdale Arts District). The rezoning request to the D/DMU-3 PBD DO, in conformance with the council adopted 2018 Old Town Character Area Plan will allow for the development of Museum Square, a mixed-use project including Hotel, residential and a public park space. The proposed mixed-use development will provide residents, tourists and guests accommodations in the core of the City complemented by nearby galleries, cultural venues, employment, entertainment, retail and support services.

The rezoning request to D/DMU- 3 PBD DO includes a request to increase building height from 84' to 150' (plus a 6' limited architectural embellishment on the Hotel building only). The proposed development does not exceed the base 1.4 GFAR or allowable density of 50 du/ac. The current development plan includes 190+/- Hotel guest rooms and 346+/- residential units on the 7.386+/- gross acre site. The request also includes a parking master plan to reduce the Hotel parking requirement to current proven hospitality standards.

The parcels west of Marshall Way are owned by the City of Scottsdale ("City") and were part of the Loloma Lands Purchase and Sale Agreement ("PSA") approved by City Council on February 13, 2018 between the City and ARC Scottsdale Holdings, LLLP; Resolution No. 11034 and Contract 2018-029-COS. The purchaser's general partner is the Macdonald Development (U.S.A) Corporation ("Macdonald"), a private, family-owned real estate development company incorporated in the United States, led by founder Robert J. Macdonald, based out of Vancouver, Canada, with offices in Phoenix. The company's portfolio includes single-family residential communities, condominiums, multifamily, shopping centers and office buildings in both Canada and the United States.

UNIQUE CONTEXT

Because of the special nature of the MOW and the surrounding context, the development team has envisioned an overarching design theme, "desert classic contemporary," that celebrates the desert Southwest with rich materials and architectural elements that will be "uniquely Scottsdale." To avoid a singular glass facade that does not respond to the climate, The Hotel and accompanying residential buildings will utilize more desert appropriate treatments within the context of stone, brick, rusted steel, metal paneling, and thoughtfully incorporated glass. While not intended to look old or historic, the building designs will express a sense of a "traditional downtown Arts Districts" within the context of contemporary construction methods and the creative use of appropriate materials. Building fenestrations will have a high degree of sensitivity relative to aesthetics, solar orientation, shade and views.

The interiors of the Hotel are currently inspired by Frank Lloyd Wright with carefully scaled spaces, rich wood paneling and sophisticated detailing of features and elements. All with the goal of creating a special environment that will celebrate Frank Lloyd Wright's internationally renowned legacy in Scottsdale.

The intent for the design of Museum Square is to help reinforce the character and quality of the Arts District and help to add a critical amount of vitality to the area. While the proposed development doesn't copy any of the contextual design of the surrounding buildings, the new design does complement the context of the site by the careful location, placement and orientation of new development. The new buildings' materials, scale, massing and features also reinforce the new synergy within the unique context of the MOW, the Stagebrush Theatre and the Scottsdale Artists' School. The result is a one-of-a-kind unique setting that reinforces, supports, and invigorates Scottsdale's arts scene.

The Museum Square development will bring more exposure, interest and recognition to all three of these important adjacent arts and cultural facilities.

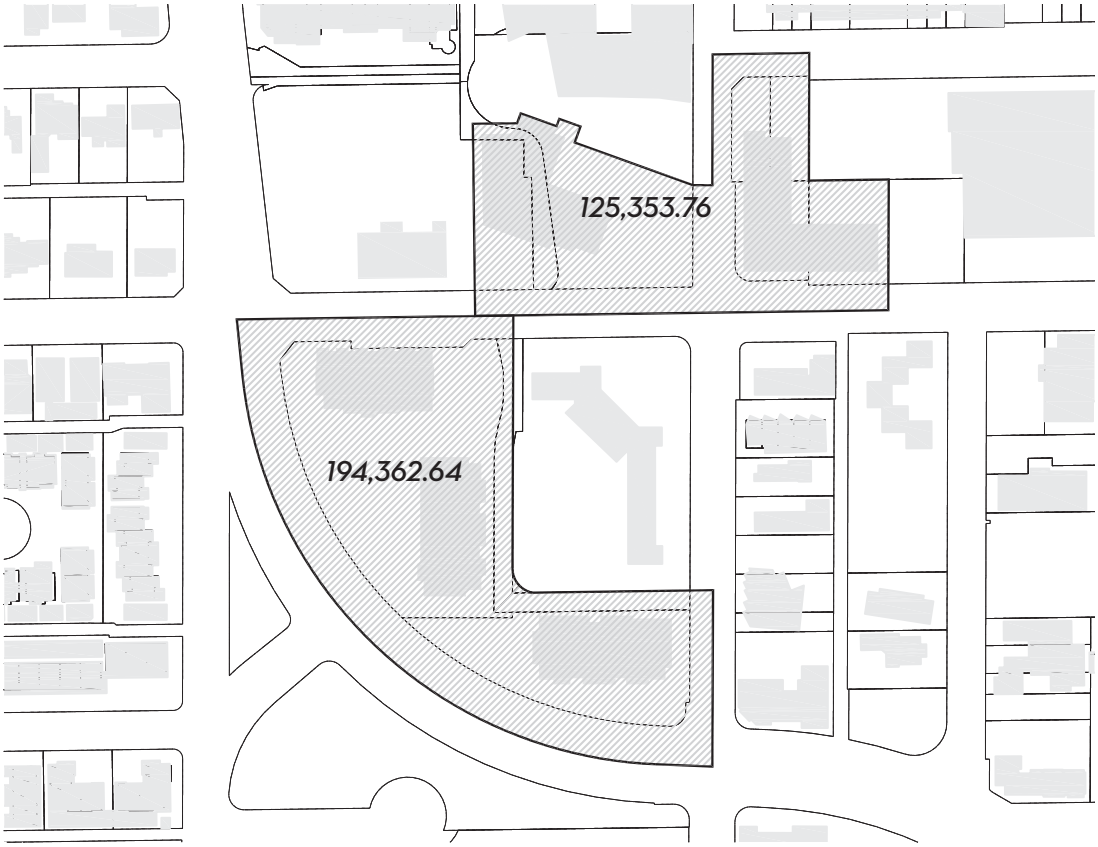
// SITE INFORMATION

LOCATION:

- North Marshall Way & E. Second Street (the “Property”)

PROPERTY SIZE:

- Total Site Area: 319,717 s.f. or 7.34 gross acres +/-



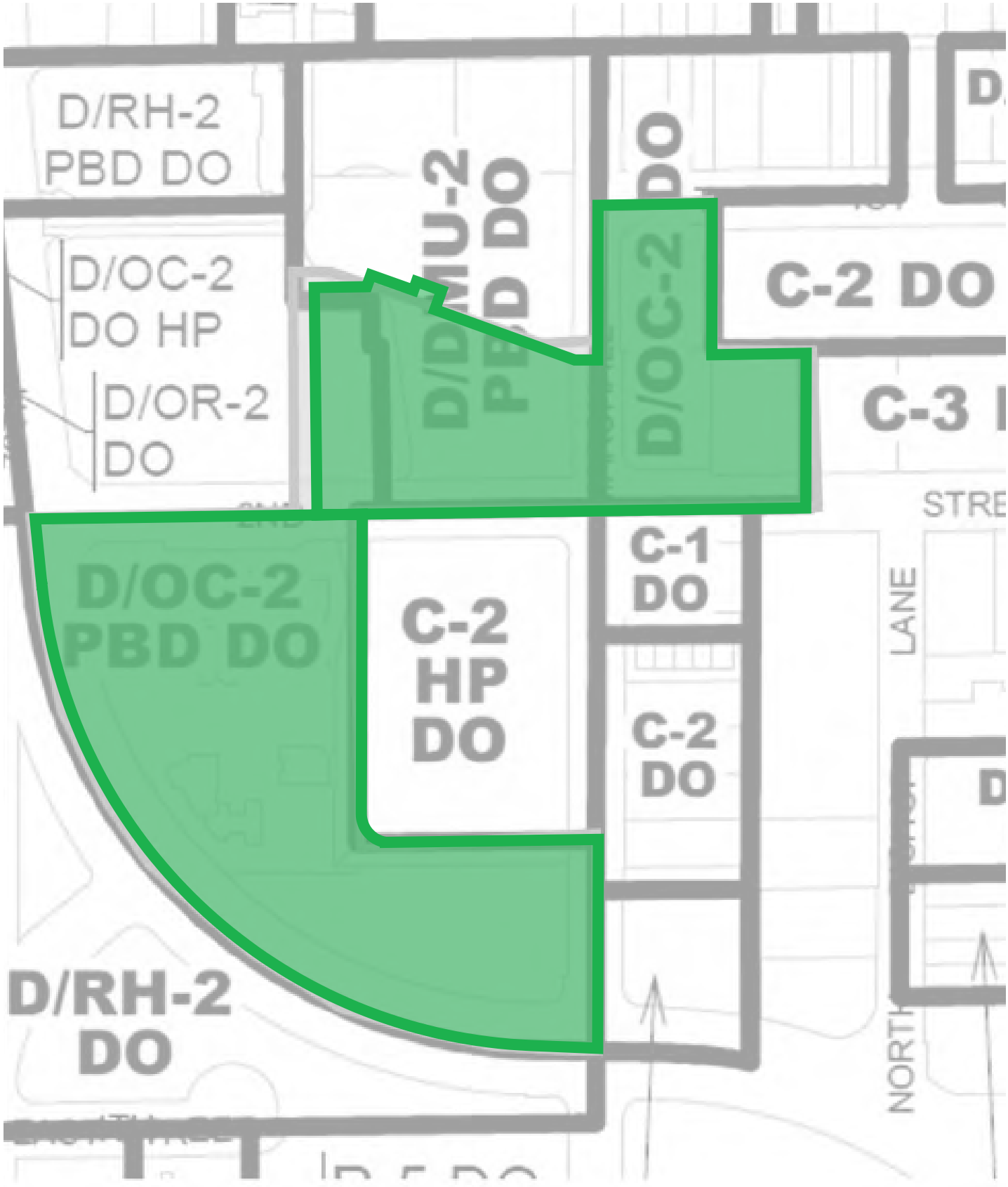
// CURRENT/PROPOSED ZONING

CURRENT:

- D/OC-2 PBD DO (Downtown/Office Commercial – Type 2 Planned Block Development with Downtown Overlay); Case 2-ZN-2000 Loloma
- D/DMU-2 PBD DO (Downtown/Downtown Multiple Use – Type 2 Planned Block Development with Downtown Overlay; Case 2-ZN-2000#4 Loloma
- D/OC-2 DO (Downto4wn/ Office Commercial – Type 2 with Downtown Overlay); Case 1-ZN-1994#2 and 10-ZN-2004

PROPOSED:

- D/DMU-3 PBD DO (Downtown/Downtown Multiple Use Type 3 Planned Block Development Downtown Overlay)



Current Zoning Map



Context Aerial

CULTURAL IMPROVEMENTS PROGRAM

As required by the PBD, contributions to the Cultural Improvements Program include original works of art costing a minimum of 1 percent of the applicable building valuation at the time of permitting. The developer is reviewing a range of public art options that may include but are not limited to "art glass wall" elements on the exterior of the Hotel, onsite public art and/or an in-lieu fee to the Downtown Cultural Trust Fund (DCTF) to be dispersed in accordance with the Zoning Ordinance.

// BONUS HEIGHT

Increase in building height from 84' to 150' = 66' (plus upper 6' only on the Hotel for architectural embellishment would equal 72')

FORMULA

CC = (BH times 10,000) times [1.035 (CY – 2013)]

72 x 10,000 x [1.035 (CY – 2013)]=$885,063.83 (2019)

TOTAL: $885,063.83

CC= Contribution Cost
CY = Current Year
BH = Feet of bonus building height

The special improvement bonus funds associated with the Museum Square project for the increased height will be contributed through, and as part of, the purchase price of the property being purchased by the Developer from the City of Scottsdale. A Development Agreement detailing the allocation of the special improvement bonus funds will be drafted prior to the City Council hearing and such Agreement will, in conjunction with the applicable Ordinance provisions in effect at the time of the City Council vote, determine how such funds shall be allocated.

MAXIMUM SITE COVERAGE FOR BONUS BUILDING HEIGHT

For Development Plan net lot areas of two (2) acres or less in size, the maximum area of a Development Plan that bonus height may cover under the Bonus Building Height Contribution Cost shall be 90%. The maximum area of a Development Plan that bonus height may cover under the Bonus Building Height Contribution Cost shall be reduced in size by one percent (1%) for every one (1) acre increase in net lot area of the Development Plan greater that two (2) acres, but in no case shall the Maximum Site Coverage for Bonus Building Height Contribution Cost be reduced to less than 30%.

7.34 acres – 2 acres = 5.34 acres
Reduce coverage percentage from 90% at 1:1 ratio (1 acre: 1%)
90% - 5.34% = 84.66%

Maximum site coverage for buildings above 84 feet = 84.66%

MACDONALD DEVELOPMENT (U.S.A) CORPORATION ("MACDONALD")

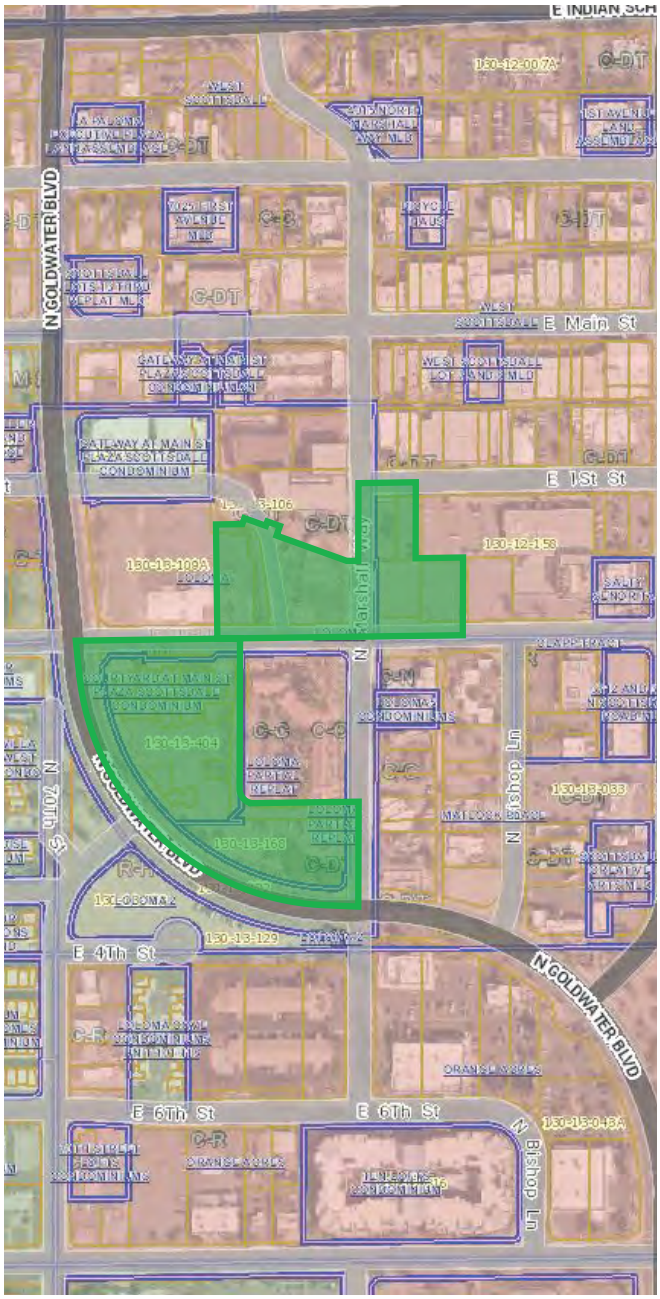
Macdonald is a private, family-owned real estate development company, with its head office located in Vancouver, Canada. Macdonald firmly believes that land is a precious and irreplaceable resource, and that, as developers, they hold a deep responsibility to communities, homeowners and investors to be careful stewards of the assets entrusted to them.

Founder Robert Macdonald has led the company since 1985, creating a legacy of commercial and residential properties across North America. Since 1999, Macdonald has focused mainly on the development of single-family communities and, urban mixed-use, multi-family condominium projects, creating over 4,000 high quality homes and properties.

Macdonald has also re-energized over fifty apartment communities totaling over 8,000 suites in major cities including Vancouver, Seattle, Sacramento, San Diego, Phoenix, Atlanta, Toronto, and Edmonton. The company's portfolio of properties now includes apartments, shopping centers and office buildings in both Canada and the United States, as well as over 10,000 acres of land for future development.

THE SITE SURROUNDINGS

The context for Museum Square is highlighted by several important surrounding City cultural assets; the MOW, the Artists' School and the Stagebrush Theatre. The development team has embraced these existing facilities and understands their value to the Arts District and all of Old Town. Macdonald Development is committed to a continued close collaboration with these organizations in order to enhance the overall experience of the arts and culture. The Main Street Art Galleries will also be well served by this new project that will infuse both new residents and visitors into the area. The development process to date has been very interactive and has included meetings with each of these organizations, including the Scottsdale Gallery Association. The resulting vision for the project will create a dynamic environment that celebrates the arts in new and exciting ways, while attracting more well-heeled visitiors. The following narrative highlights these neighboring organizations, including the Scottsdale Gallery Association.



// MUSEUM OF THE WEST

Western Spirit: Scottsdale's Museum of the West boldly immerses its guests in the unique story of the Greater Western region, illuminating the past to shape our future.

Western Spirit celebrates the West and its importance by informing, educating, inspiring, and engaging museum guests. Western Spirit offers high-quality exhibitions, educational programs, and community outreach addressing regional history, particularly as reflected by the arts and the dynamic cultural exchanges that have marked the transition of the Old West into the New West.

The museum is owned by the City of Scottsdale and managed and operated by Scottsdale Museum of the West, a 501(c)3 nonprofit organization. It relies upon private support including tax-deductible contributions, memberships, exhibition and program sponsorships, and private hosting of events to fund its operation. The museum works in partnership with Experience Scottsdale.

"WE WANT TO BE A PART OF THE REJUVENATION OF SCOTTSDALE'S ARTS SCENE. MUSEUM SQUARE CAN BE A CATALYST THAT HELPS SUPPORT AND SUSTAIN THIS AREA AND WILL INFUSE NEW LIFE WITH PERMANENT RESIDENTS AND MANY THOUSANDS OF CONTINUOUS VISITORS."

- ROB MACDONALD
MACDONALD DEVELOPMENT

// SCOTTSDALE ARTISTS' SCHOOL

In 1983, a small group of central Arizona artists and community leaders met with the goal to create a place of inspiration, where artists of all skill levels could learn from the best working artists in the country. Thanks to their vision, and the financial support of Scottsdale Artists League, Scottsdale Artists' School was founded. Starting with just one studio, the first workshop was held that September. A decade later with student, donor and civic support, the School expanded and moved into historic Loloma elementary school, tucked in the heart of the Scottsdale Arts' District.

Over time, the School has evolved into one of America's foremost independent art institutions, offering a robust slate of art program for adults; and a youth academy for teens and children. The School's curriculum is grounded in fundamental art theory and practice, but also embraces innovative genres and methods.

The success of the school is due to the quality of the instructors, all of whom are professional working artists. Many noted artists have taught or studied here. Harley Brown, Scott Burdick, Sherrie McGraw, David A. Leffel, Eugene Daub...the list of notable painters and sculptors that have walked our hallways is lengthy. Many of them are represented in galleries, museums and pages of art magazines and publications world-wide.

The School also has a dedicated faculty of talented local artists who enrich the curriculum and have made the School what it is today. Scottsdale Artists' School is where established artists come from across the world to hone their skills, but is also a haven for the novice to study in a welcoming atmosphere. Careers have been started here and life-long friendships formed in the studios.

// STAGEBRUSH THEATRE | GREASEPAINT

Serving Scottsdale and surrounding communities, Greasepaint Youth theatre programming is designed to develop the life skills and aesthetic knowledge that youth will carry with them both as artists and audiences of tomorrow. Greasepaint's mission is to provide unique and compelling theatre experiences that educate and challenge young people to stretch the boundaries of imagination and awareness and achieve a positive sense of self.

Greasepaint Youtheatre's philosophy is to provide child-centered programming, founded in arts curriculum and national standards for the performing arts. This professionally-designed programming, taught by expert teaching artists, creates an environment which provides a safe and open forum for each student interested in experiencing the Arts to personally explore new and exciting forms, while at the same time, building life skills they will display in the community.

MUSEUM OF THE WEST





STAGEBRUSH THEATRE

SCOTTSDALE ARTISTS' SCHOOL



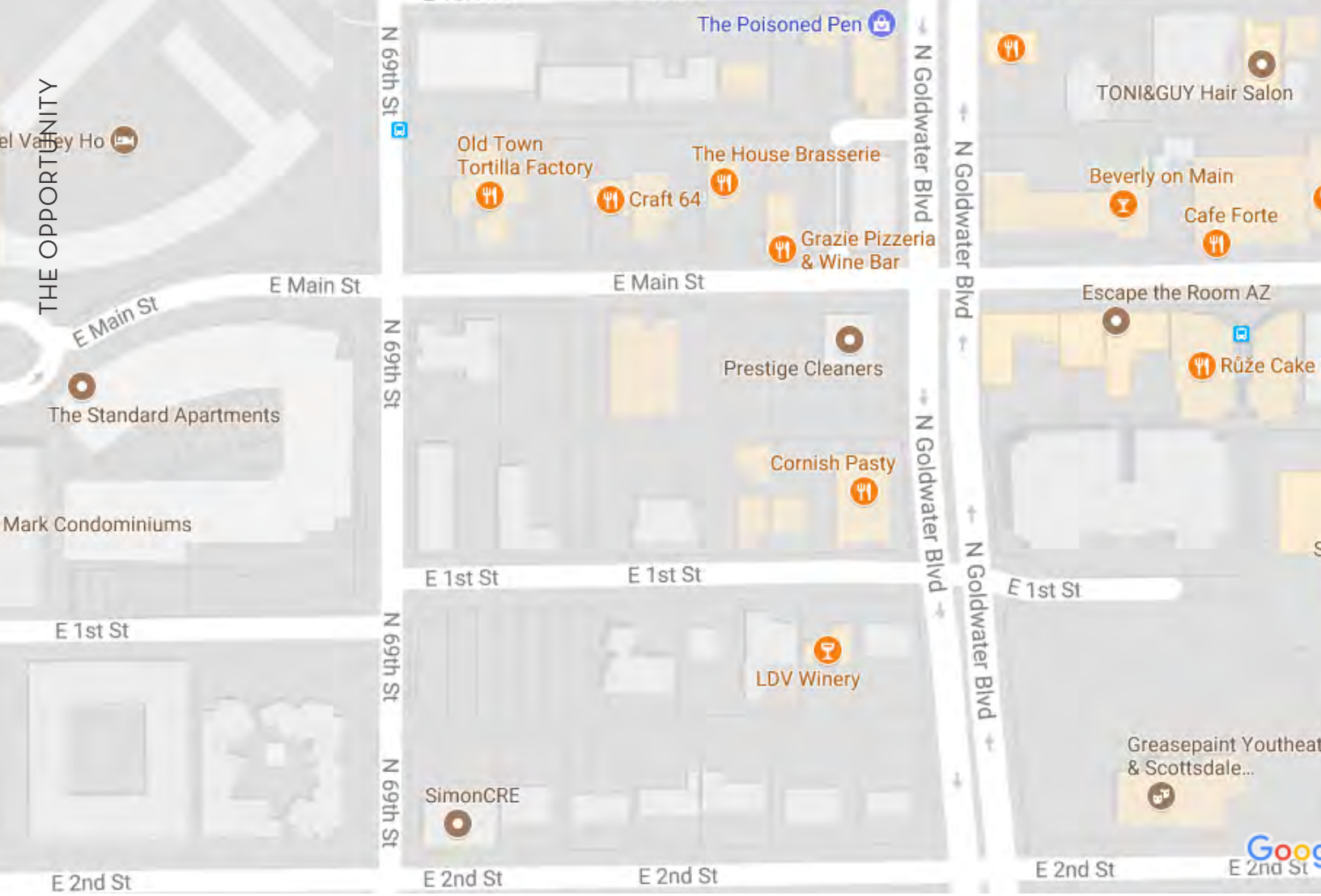
OLD TOWN SETTING

Beyond the immediate context of the proposed development site and adjacent buildings, Museum Square will become the key catalyst that re-invigorates the Arts District. As a new cultural anchor to the south end of the downtown area, this new development and its proposed uses will help to re-energize the museums, galleries, restaurants and shops throughout the downtown area. The proposed 4-star Museum Square Hotel will infuse downtown with significant additional visitors throughout the year (currently estimated at approximately 70,000 new hotel room nights per year). In addition, approximately 500 high-income new residents will have a major beneficial impact on the area.

The development team continues to coordinate with the City to ensure this new development's impact will benefit the entire downtown area. From complementary wide-spread marketing campaigns, to associated special festivals and events, to the support of improved, multi-faceted mobility (walking, bikes, trolley, etc.) throughout Old Town; Museum Square will be a major asset for not only the Arts District, but for all of Old Town Scottsdale.



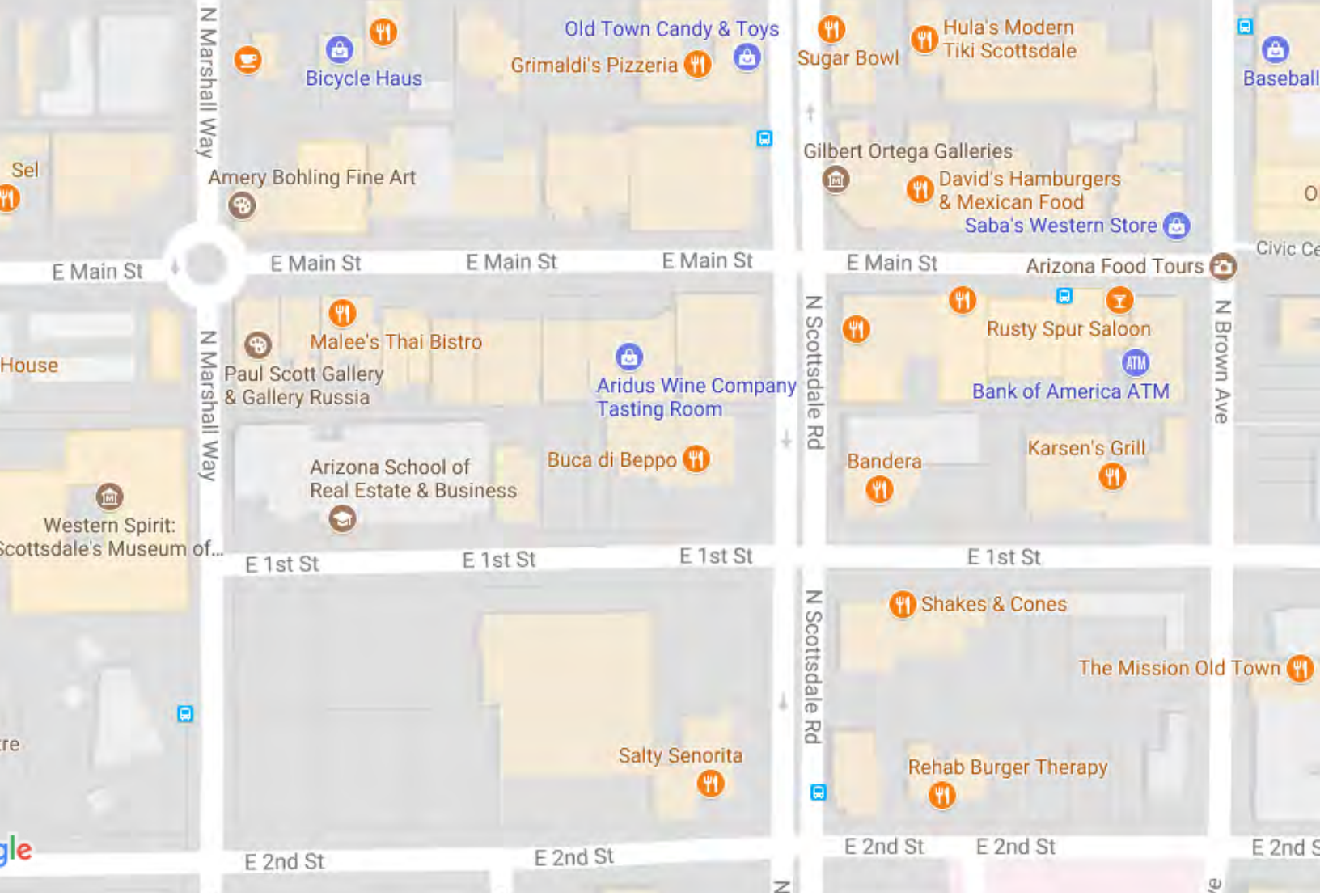




THE ARTS DISTRICT

The development team has spent considerable time discussing with City officials, City staff, community leaders, citizens, surrounding stakeholders, and the Scottsdale Gallery Association a range of topics associated with the Arts District. Common themes that have come out of these efforts all point to the value of adding new vitality to the area. Many participants have discussed the changing dynamics associated with the retail industry and how consumers have changed their buying habits based on technology as it relates to convenience(s) (i.e. Amazon). As technology continues to impact our habits associated with entertainment, shopping and dining- one thing is clear; special, unique, one-of-a-kind destination environments will remain in high-demand for consumers. In the case of Scottsdale's Arts District, the proposed Museum Square project will create a critical mass of "economic body heat" (based on Hotel guests, visitors and new residents that will bring synergy to the area). From the Main Street galleries, to the many shops and restaurant options; Museum Square and the surrounding components of the Arts District will be major benefactors.

The development team has had a number of meetings with the Main Street Artist Galleries Association on these topics. The Association is in support of the proposed



project. Museum Square looks forward to being part of this Association in the future and conducting joint marketing campaigns that benefit both the planned Museum Square Hotel and the galleries.

// WHAT'S IN A NAME?

Interestingly enough, when you ask people in Scottsdale where the "Arts and Gallery District" is and what it includes, you get a variety of responses; many with a lack or clarity of sureness. The proposed project and brand name of "Museum Square" will help to reinforce a central locale for the Arts District and give it an anchor point that all can reference as the new heart of one of Scottsdale's most important downtown districts.



Proposed Museum Square with existing aerial context

VISUAL CONTEXT

The development team has spent considerable time in and around the proposed project area in order to better understand the range of site dynamics associated with the property and surrounding context.

The accompanying photographic documentation of site conditions provides a detailed visual assessment of the specific properties and the context of adjacent built conditions. The plan exhibit identifies locations and orientation(s) of a broad range of photographs that help to depict visual references of the area.

The range of photographs should be considered within the framework of three conditions; adjacent existing buildings, existing parking lots and existing street scenes.

// EXISTING BUILDINGS

The Applicant has carefully considered the context of existing buildings within the area and has met with associated key stakeholders and the City. The Applicant has coordinated with the City and the MOW officials to ensure the proposed development compliments the Museum's mission and future expansion plans. The now defunct transit center building (currently being used as administration space by the MOW) will be removed as part of the new development. As noted, the development team is coordinating with the City and MOW on future expansion plans for the Museum including new office, administration and library space. The development team provided the City and MOW with conceptual Museum expansion plans that included specific strategies for short-term and long-term solutions to create new and improved administration space associated with the loss of the transit center building and its current MOW uses. The MOW continues to strongly support the Museum Square project.

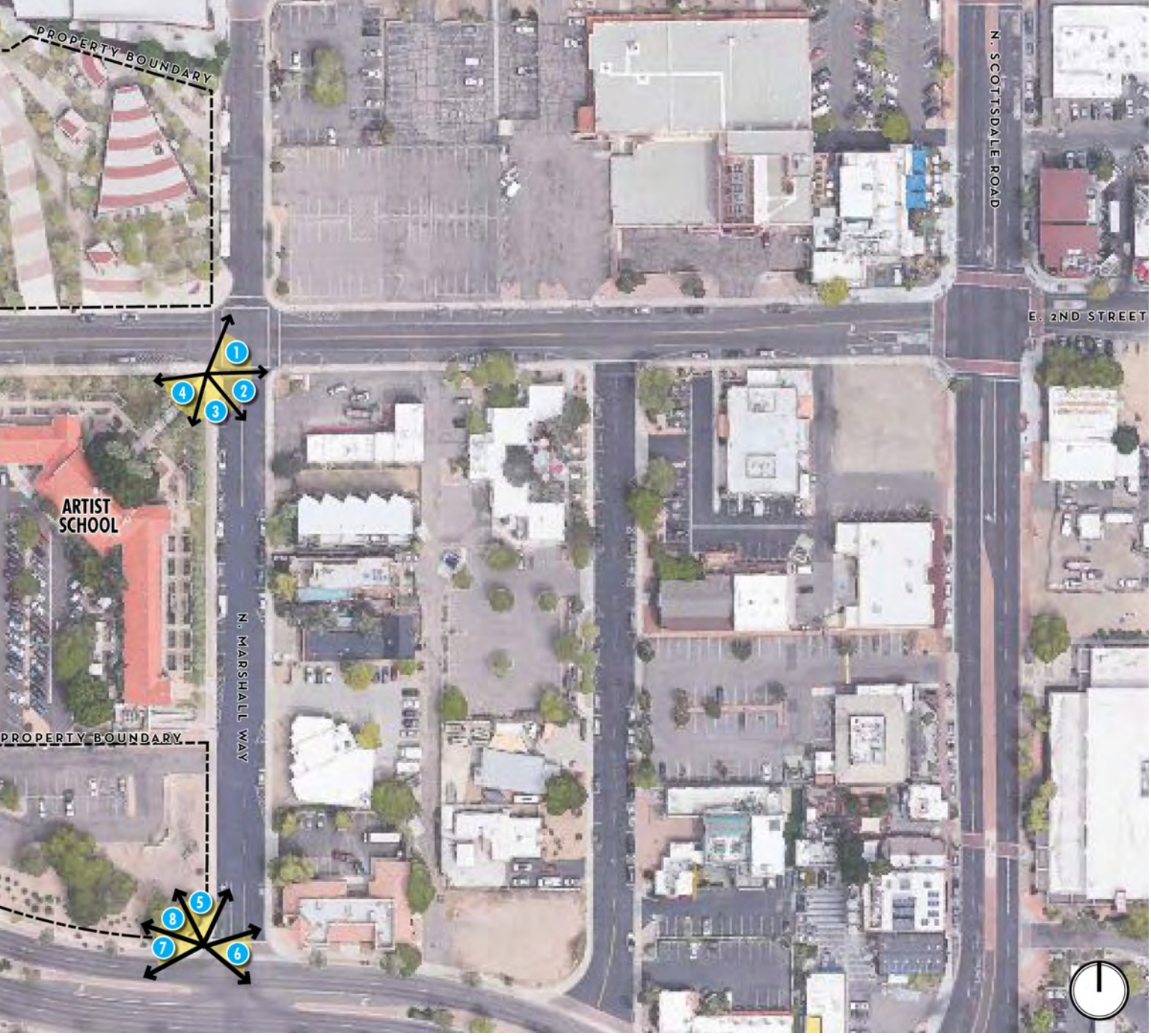
The development team has also met with the Artists' School on a number of occasions to discuss its continued important role within the Arts and Gallery District and its context adjacent to the proposed development. The development team understands the importance of this community asset and embraces its long-term value to the area. The Artists' School continues to support the Museum Square project. The development team will continue to work closely with the Artists' School to coordinate issues associated with construction and phasing.

In addition, the development team has been coordinating with the Stagebrush Theatre and Greasepaint Youth Theatre leaders with respect to the proposed development. The proposed plan for Museum Square has been coordinated with the Theatre group in a manner that allows the Theatre to stay in its current location. The Applicant will continue to coordinate with the City and the Theatre with respect to potential improvements associated with the Theatre building, including the potential for improved parking.



// EXISTING PARKING LOTS

Much of the proposed development site between Goldwater Boulevard and the Artists' School is asphalt pavement for parking. As depicted in the accompanying photographs, the areas used for parking are in very poor condition and are a visual eyesore. The proposed development provides parking for all planned uses (below grade). The Applicant has coordinated with and continues to coordinate with the City on an overarching parking strategy for this area of Old Town Scottsdale.



// STREET SCENE

The two, main connector streets that bisect the project area are Marshall Way and 2nd Street. The accompanying photographs highlight the current visual character and quality of these streets and walkway environments. The development team has carefully coordinated with City staff to ensure the pedestrian environment in and around the project area will be improved and more accessible. The City is also coordinating future improvements along these corridors which will allow better north-south and east-west pedestrian connectivity between Scottsdale Waterfront (to the north) and the Civic Center (to the east).



VIEW FROM THE MARSHALL WAY AND 2ND STREET INTERSECTION LOOKING NORTHEAST TOWARDS THE PARKING LOT



VIEW LOOKING SOUTH ALONG MARSHALL WAY



VIEW FROM MARSHALL WAY LOOKING EAST



VIEW TAKEN FROM THE MARSHALL WAY/2ND STREET INTERSECTION LOOKING BACK AT THE ENTRANCE OF THE SCOTTSDALE ARTISTS' SCHOOL DISTRICT



VIEW LOOKING NORTH ON MARSHALL WAY



VIEW LOOKING WEST ON GOLDWATER BLVD AT THE NORTHWEST INTERSECTION OF GOLDWATER BLVD AND MARSHALL WAY



VIEW TAKEN FROM THE NORTHWEST INTERSECTION OF GOLDWATER BLVD. AND MARSHALL WAY



VIEW LOOKING NORTH TO THE PARKING LOT FROM GOLDWATER BLVD



VIEW LOOKING SOUTH ALONG GOLDWATER BLVD



VIEW LOOKING SOUTH ALONG GOLDWATER BLVD



VIEW LOOKING SOUTHWEST TOWARDS 70TH STREET



VIEW LOOKING NORTH TO THE PARKING LOT FROM GOLDWATER BLVD



CITY OF SCOTTSDALE AERIAL CIRCA 1980



COMPATIBILITY

GENERAL PLAN / DOWNTOWN PLAN / DYNAMICS / WHAT WE'VE HEARD / OPPORTUNITIES & CONSTRAINTS



PRIME on the Plaza / Macdonald Development Project | Vancover, Canada

GENERAL PLAN

The General Plan sets forth a collection of goals and approaches intended to integrate the Guiding Principles into the planning process and provide a framework for proposed development and the built environment.

The City is mandated by State statute to utilize the General Plan and associated related planning documents as the guiding tools to organized sensible land development practices. The General Plan (and associated sub-area plans and or specific area plans) is not intended to be a sterile physical map that simply identifies where certain land uses can go. The General Plan for Scottsdale establishes a very dynamic set of policies, objectives and practices that help the City's leaders, officials and staff direct appropriate development. The following series of identified City goals and policies are accompanied by associated response narratives that highlight specific examples as to how the proposed Museum Square project is in-line and in-step with the City's General Plan.

// SIX GUIDING PRINCIPLES

Per the City's 2001 General Plan, six Guiding Principles articulate how the appropriateness of a land use change to the General Plan is to be qualified. These six Guiding Principles are as follows:

1. Value Scottsdale's Unique Lifestyle & Character (Character & Design, Land Use)
2. Support Economic Vitality
3. Enhance Neighborhoods (Housing, Neighborhoods)
4. Preserve Meaningful Open Space
5. Seek Sustainability
6. Advance Transportation (Mobility)

These six Guiding Principles are further explained below through the different Elements of the General Plan.

// GOALS & POLICIES

CHARACTER & DESIGN

GOAL 1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

- Respond to regional and citywide contexts with new and revitalized development in terms of: Scottsdale as a southwestern desert community; Relationships to surrounding land forms, land uses and transportation corridors; Consistently high community quality expectations; Physical scale relating to the human perception at different points of experience; Visual impacts upon public settings and neighboring properties.
- Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.
- Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.
- Ensure that all development is a part of and contributes to the established or planned character of the area of the proposed location. Character can cross land uses and zoning to include community regions containing a mixture of housing, employment, cultural, educational, commercial and recreational uses. The overall type of character type that these uses are a part of describes the pattern and intensity of how these uses fit together.
- The Downtown is a highly functional mixed-use center, containing areas of different densities and the architectural styles that emphasize regional and specialty retail, office, residential and Hotel uses.

RESPONSE: The requested Downtown Zoning classification allows for higher intensities in a mixed-use setting to encourage a cultural lifestyle and appropriate balance of land uses with a rich pedestrian environment. This proposal is for approximately 190 +/- Hotel guest rooms and 346+/-residential units on 7.34 +/- acres and will utilize the Downtown Ordinance's bonus provisions for an increase in height. The Property is currently occupied by the previous Loloma transit station and surface parking. The site is surrounded by a variety of galleries, cultural and entertainment venues, residential, employment and service related businesses and is within proximity to two of Scottsdale's largest employers, Honor Health and the City of Scottsdale. This Property is located approximately 400' west of Scottsdale Road, a major north-south arterial, with immediate access to public transportation, and is only 2+/- miles away from the Loop 101, both of which provide regional access. This site is ideally situated in a Downtown environment that offers all the ingredients for a successful Hotel development in a mixed-use setting. The Museum Square's key development consideration and design themes are summarized below and will be reiterated throughout the goals and policies discussion.

Museum Square – Key Development Consideration & Design Themes include:

1. Cultural Integrated/ Orchestrated Community Master Plan
   - Compact, walkable cultural garden setting in the heart of the City
   - Easy access to shops, dining, culture, commerce and education
   - Living within a uniquely, high-quality environment

2. Opportunity to help Support and Sustain a Thriving Arts District
   - Large scale mixed-use development anchored by the new four-star Museum Square Hotel
   - Partnership with the City and the Museum of the West (named the best western art museum in the US and a Smithsonian affiliate) for planned expansion and integration
   - Over ½ million square feet of mixed-use development

3. Development Centered Around a New Neighborhood Oriented Cultural Park (the "Square")
   - Multi-use, robust landscaped plaza with shade, water, art, lawn, seating and native desert plantings
   - Integrated outdoor art installations and associated special events
   - Connected to the City's open space system through a network of pedestrian connections, bikeways and Old Town trolley(s)

4. Special Desert Contextual Architecture
   - Oriented to the art scene and Scottsdale's history through the creative and appropriate use of materials, features and treatments
   - Sensitive to the desert climate and inclusion of sustainable design principles that will ensure comfort and building systems efficiencies
   - Designed to complement the Museum of the West and its use of various materials.

GOAL 2: Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

- Recognize that Scottsdale's economic and environmental well-being depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in a design and development review process.
- Use the design and development review process to enrich the lives of all Scottsdale residents and visitors by promoting safe, attractive, and context compatible development.
- Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.
- Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.

RESPONSE: As noted above under CD Goal 1 and with the key development considerations, the proposed site layout, architectural character and landscaping design respects the unique climate, vegetation and Scottsdale's Old Town cultural context. See Scottsdale Sensitive Design Principles below for detailed responses regarding each principle.

GOAL 4: Encourage "streetscapes" for major roadways that promote the city's visual quality and character, and blend into the character of the surrounding area.

- Design Downtown/Urban areas to concentrate on those elements that will provide pedestrian comfort, such as arcade-covered walkways, shade, decorative paving, and landscaping, so that a comfortable setting can be created for this use-intensive area.
- Apply streetscape guidelines to all landscaped areas within the public right-of-way. Encourage the use of streetscape guidelines in areas between the right-of-way and building setback lines or perimeter walls.
- Use markers and entry features at key entrances to Scottsdale so that residents and visitors have a sense of arrival into the city.
- Make sure streetlights are consistent with the intensity of adjacent land uses and the image of Scottsdale. In some areas of the city, special streetlight design should be used to enhance the unique character of the streetscape.
- Place streetlights at intervals and locations to enhance safety.

RESPONSE: Museum Square contributes towards the pedestrian oriented Old Town atmosphere by completely resetting the pedestrian realm on the Property with the activation of street frontages linking to the range of established uses in the area. As such, specific design considerations have been given to the street frontages maintaining context appropriate building massing, pedestrian-scaled architectural elements/overhangs, landscape shaded walkways, and enhanced hardscape design. Streetlights will be designed and sited in a manner that strengthen the unique design of the project while maintaining safety for pedestrians by a range of activities along Main Street and Scottsdale Road. The building design focuses on enhancements at the human level along with a landscape and hardscape setting that provides a comfortable walkable pedestrian realm. Signage will be woven into the project in a creative and conspicuous manner to provide wayfinding for pedestrians while blending with the architectural character of Museum Square.

GOAL 5: Build upon the significant role the arts have played in shaping our community's image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

- Express Scottsdale's unique heritage, culture, and environment through private and public art.
- Use art as a catalyst to foster civic pride and identity in both public and private improvements.
- Encourage private participation in public art through the donation of artwork to the city

and the placement of artwork on private property that can be publicly viewed.

- Celebrate the dominant lifestyle of character of an area of the city by using art.

RESPONSE: As noted above, with the 1 percent PBD requirement, the developer is reviewing a range of public art options for the site in accordance with the Zoning Ordinance Sec. 7.1000. Given the Property's close proximity to the Main Street galleries and MOW, art has been a focal element in the building and site design for Museum Square. The current proposal incorporates one or more "art wall" elements on the exterior of the Hotel and public art to be interspersed throughout the site at the ground level creating unique art encounters and visual experiences for residents, guests and visitors.

GOAL 6: Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of a city.

- Require substantial landscaping be provided as part of new development or redevelopment.
- Maintain the landscaping materials and pattern within a character area.
- Encourage the use of landscaping to reduce the effects of heat and glare on buildings and pedestrian areas as well as contribute toward better air quality.
- Discourage plant materials that contribute substantial air-borne pollen.
- Encourage landscape designs that promote water conservation, safe public settings, erosion protection, and reduce the "heat island" effect.
- Encourage the retention of mature landscape plant materials.

RESPONSE: The landscape character of Museum Square will include predominately desert-lush design with a variety of Southwestern plants that will provide year-round color, shade, and texture for the site and demonstrated in the Development Plan. Vegetation will include plants proven to thrive in our desert climate while creating a shaded vegetative pedestrian experience at the ground level. Plant selection and thoughtful planting design will allow the development to use water efficiently throughout the site. The "Square" will be a multi-use space with robust landscaping, shade, water, art, lawn-space, seating and native desert plantings.

GOAL 7: Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the City.

- Encourage lighting designs that minimize glare and lighting intrusions into neighborhood settings.
- Encourage creative and high-quality designs for outdoor lighting fixtures and standards that reflect the character of the local context.
- Discourage lighting that reduces the viability of astronomical observation facilities within Arizona.
- Allow for lighting systems that support active pedestrian uses and contribute to public safety.

RESPONSE: Lighting will be designed in a manner that is respectful of the surrounding Old Town context while maintaining safety for residents, guests and patrons. Lighting designs will be commensurate with the quality architectural style proposed for Museum Square; low-level with no glare or excessive intrusion for adjacent properties. Lighting will be placed in a thoughtful way to provide safe pedestrian wayfinding at night and highlight paths leading along street frontages in keeping with the cultural setting.

LAND USE

GOAL 1B: Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

- Strengthen the identity of Scottsdale by encouraging land uses that contribute to the character of the community and sustain a viable economic base.
- Promote land uses that accommodate destination resorts along with the recreation, retail, residential, and cultural uses that support tourism activity and sustain a resort-like lifestyle.

RESPONSE: The rezoning request will allow for the redevelopment of an underutilized site surrounded by a variety of supporting cultural, employment, commercial and residential land uses that will offer services to the residents, visitors, and Hotel guests. Equally, the addition of residential units and Hotel rooms within the Scottsdale Arts District, adjacent to the MOW, will bring additional bed tax and sales tax dollars to the City of Scottsdale further strengthening Scottsdale's identity as a major hub of tourism and cultural activities.

GOAL 4: Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.



- Allow for diversity of residential uses and supporting services that provide for the needs of the community.
- Ensure the highest level of services and public amenities are provided to the citizens of Scottsdale at the lowest costs in terms of property taxes and travel distances.
- Maintain a citywide balance of land uses that support changes in community vision/ dynamics over time.

RESPONSE: The Downtown District - Multiple Use Type 3 category supports a variety of land uses including, but not limited to, Hotel, multiple story residential, office, retail shops, and restaurants consistent with the intensity of uses which are typically found in Old Town Scottsdale. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures and grows. Integrating additional tourist accommodation and housing options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale as a whole. This project exemplifies this revitalization component by creating a signature mixed-use development with nearby access to galleries, museums and major transportation corridors. Thus, reinvigorating the Scottsdale Arts District and increasing the quality of life for the residents of Scottsdale and stimulating more resident and tourism dollars for area businesses.

GOAL 5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- Integrate the pattern of land use and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mix-use centers to reduce reliance on the automobile.

RESPONSE: The Property is situated in the heart of the Scottsdale Arts District, south of Indian School and west of Scottsdale Road, both major arterials. The site is also approximately 2+/- miles west of the Loop 101, which provides regional access. By creating alternative modes of transportation, such as by foot, bicycle, bus and/or trolley, these alternative means of transportation are inherent to downtown development as the Property is located near numerous restaurant, retail, and cultural destinations. The building and site design encourages residents, guests and visitors to utilize Old Town for their everyday dining, social interaction, recreational and cultural needs. In addition to the gallery, Hotel scene, guests will be within walking distance of significant destinations such the MOW, the Scottsdale Artists' School, SMoCA, Scottsdale Center for Performing Arts, 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 accented with ground cover consistent with the Downtown Design and Architectural Guidelines.

GOAL 1: Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

- Encourage the development and redevelopment of Hotels and resorts in the context of the character and quality Scottsdale is known for. This development should recognize the availability of naturally occurring and built attractions, and entertainment activities.
- Preserve Scottsdale's natural, social, and cultural environments to enhance the Scottsdale tourism experience.
- Preserve and enhance the tourist's ability to travel easily to different destinations throughout the city. Promote the Transportation Center, trolley system, bike rental, and pedestrian connections, etc.

RESPONSE: The City's General Plan states "tourism is an integral part of Scottsdale's identity and it serves as the community's key economic engine; therefore, it is essential to the community to provide and preserve appropriate natural, social, and cultural environments and guest services that maintain and enhance the tourism experience." It goes further to say, "...the preservation and enhancement of Scottsdale's tourism market is unequivocally critical to the continued economic health of the city." Adding approximately 190+/- upscale Hotel rooms in Old Town Scottsdale provides additional accommodations for tourists in the heart of Scottsdale's cultural district and contributes to the City's economic stability. The site is a natural fit for Hotel and residential development in the heart of Old Town directly adjacent to the MOW, the Scottsdale Artists' School, and the Main Street galleries.

GOAL 7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

- Encourage and support the renovation and reuse of underutilized or vacant parcels/ buildings/shopping centers.

RESPONSE: Redevelopment and revitalization of this Property will contribute towards the economic stability of Scottsdale by providing additional tourist accommodations options in the core of the City near abundant cultural amenities, support services and large, stable employers. Integrating upscale Hotel rooms, residential units and public plaza space in Old Town brings physical and economic synergy, that will continue to enliven and enhance the city center consistent with the goals and policies of the General Plan and Old Town Scottsdale Character Area Plan.

NEIGHBORHOODS

GOAL 4: Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

- Create, preserve, and enhance pedestrian, vehicular, and alternative transportation mode connections and links between neighborhoods and other neighborhood-supporting land uses throughout the community.

RESPONSE: Pedestrian circulation along the street level and seamless interaction with the existing range of Main Street galleries and restaurants is a critical component of Museum Square, as numerous land uses are within walking distances from this site. This segment of Old Town Scottsdale offers a rich pedestrian focused environment surrounded by a range of activities along Main Street and Scottsdale Road. The building design focuses on strong enhancements at the pedestrian level through texture, materials and scale along with a landscape setting that provides a comfortable walkable streetscape experience.

GOAL 5: Promote and encourage context-appropriate new development in established areas of the community.

- Encourage new development efforts toward existing developed areas in Scottsdale.
- Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.

RESPONSE: Providing redevelopment and reinvestment in Old Town, the proposed master planned infill project will utilize and improve the existing area infrastructure (roads, utilities, etc.). The request is in harmony with the site's surrounding mix of land uses and will fulfill a strong market demand for a variety of tourist accommodations and residential options in Old Town, which will further bolster existing and future Old Town businesses. Additionally, the large public park space will provide a destination for gathering, special events, programs, and exhibits further enlivening the Scottsdale Arts District.

OPEN SPACE & RECREATION

GOAL 1: Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

- Promote creative residential and commercial development techniques consistent with the Character Plan for an area, to further preserve meaningful and accessible open space.
- Relate the character of open spaces to the uses and character of different areas of the city.
- Protect the visual quality of open space, unique city characteristics, and community landmarks.

RESPONSE: The "Square" is approximately 40,000 s.f. and is considered to be a key element of the project, providing a multi-purpose community open space amenity in the center of the Scottsdale Arts District surrounded by the MOW, Main Street galleries, Stagebrush Theater and the Scottsdale Artists' School. This open space amenity will provide a focal point at the intersection of Marshall Way and 2nd Street creating an ideal setting for the Museum Square Hotel. This open plaza space will bring vibrancy to the western end of Old Town and is intended to be utilized for, among other activities, special events providing connection to the City's open space system through a network of sidewalks, bikeways and trolley connections.

GROWTH AREAS

GOAL 1: Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

- Promote the coordination of infrastructure development and upgrade opportunities for infill development and development activity where it will encourage mixed uses and support pedestrian and transit activity.

RESPONSE: Museum Square contributes towards a pedestrian oriented Old Town atmosphere by completely resetting the pedestrian realm on the Property with activation of the adjacent street frontages as well as internal to the site. Activating redevelopment sites are a key component to maintaining a thriving Old Town that minimizes focus on the automobile and encourages multimodal transportation.

GOAL 2: Make automobile transit and other multimodal circulation more efficient.

- Encourage physical planning and design techniques that facilitate the access to and use of transit services and pedestrian amenities.

RESPONSE: The Property is located on the corner of 2nd Street and Marshall approximately 400' west of Scottsdale Road and 1,000' south of Indian School Road, both major arterials and is approximately 2+/- miles west of the Loop 101, all of which provide regional access. By creating a comfortable and inviting pedestrian experience throughout the development, Museum Square will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Encouraging alternative means of transportation is important as the Property is located near notable cultural, restaurant(s) and shopping destinations including MOW, Stagebrush Theatre, and the Scottsdale Artists' School. The site is also within proximity to the HonorHealth Osborn campus (Scottsdale's largest employer) and the City's civic complex including the Civic Center Library, Center for Performing Arts, SMOCA and City offices. Additionally, the Indian Bend Wash (a multi-use path network) is located approximately 1 mile east of the site and the Arizona Canal Trail is located less than one-half mile to the north.

COMMUNITY MOBILITY

GOAL 8: Emphasize live, work and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

- Encourage the development of redevelopment of areas that support a balance of live, work and play land use relationships and alternative modes of transportation that reduces reliance on the automobile.

RESPONSE: As mentioned above, the Property is located within close proximity to Scottsdale Road and Indian School Road, and approximately 2+/- miles west of the Loop 101, all of which provide regional access. The proposed development accomplishes a range of goals including the integration of high quality, vibrant architecture and context appropriate site planning, creating a pedestrian presence with ground level activity, and providing tourist accommodations and residential options in the Scottsdale Arts District, thereby reducing trip generation during peak hours. A traffic report is provided with the zoning submittal.

GOAL 11: Provide opportunities for building "community" through neighborhood mobility.

- Emphasize strong pedestrian orientation (e.g. shaded safe paths, links to civic spaces) to foster a strong sense of community.

RESPONSE: The sidewalk improvements combined with well-placed shade trees will generate a comfortable and inviting pedestrian space along the streetscape vs. the existing condition which largely includes surface parking with minimal landscaping. This will allow ease of pedestrian circulation through and around the site regardless of solar orientation.

OLD TOWN SCOTTSDALE CHARACTER AREA PLAN OVERVIEW

The summary below is based on the Old Town Scottsdale Character Area Plan

The Downtown Multiple Use Type 3 category supports a variety of major employment and service related uses including, but not limited to, Hotel, multiple story residential, office, commercial retail, and support services consistent with the intensity of uses which are typically found in Old Town Scottsdale. Additionally, revitalizing and redeveloping older properties is a critical part of the economic vitality of the community as it matures. Thus, the proposed and future redevelopment of the site is essential for the continuing economic growth and sustainability of the City as a whole.

The proposed D/DMU-3 PBD DO zoning district is consistent with the General Plan and Old Town Plan land use designation for the Property. The Old Town Plan's goals and policies which relate specifically to the proposed Development Plan for the Property are identified as follows:

LAND USE

GOAL LU 1: MAINTAIN OLD TOWN SCOTTSDALE AS THE COMMERCIAL, CULTURAL, CIVIC, AND SYMBOLIC CENTER OF THE COMMUNITY.

- Policy LU 1.1: As a General Plan designated Mixed-Use Neighborhoods, Old Town Scottsdale should offer access to multiple modes of transportation and major regional designations, accommodate higher density housing combined with complementary office and retail uses, in vertical mixed-use structures, with a focus on pedestrian-scale architectural design at the ground level.
- Policy LU 1.2: As a General Plan designated Growth Area, Old Town should accommodate future growth, new development, and redevelopment, with increased focus on enhanced transportation and infrastructure coordination.
- Policy LU 1.3.: Maintain Old Town as a year-round, seven days a week, 18-hour Mixed Use Neighborhood that supports the needs of Scottsdale' residents, businesses, and visitors.

RESPONSE: The proposed mixed-use development will further strengthen Old Town's cultural environment and 7-day a week, mixed-use character by integrating

additional travel accommodations into the core with well-established cultural, entertainment and employment land uses. Please refer to CD Goal 1 under the General Plan discussion above regarding the specific design elements that will bring a vibrant, interactive development to the Property.

GOAL LU 2: ENCOURAGE THE DEVELOPMENT OF OLD TOWN AS A COLLECTION OF MIXED LAND USES AND DISTRICTS.

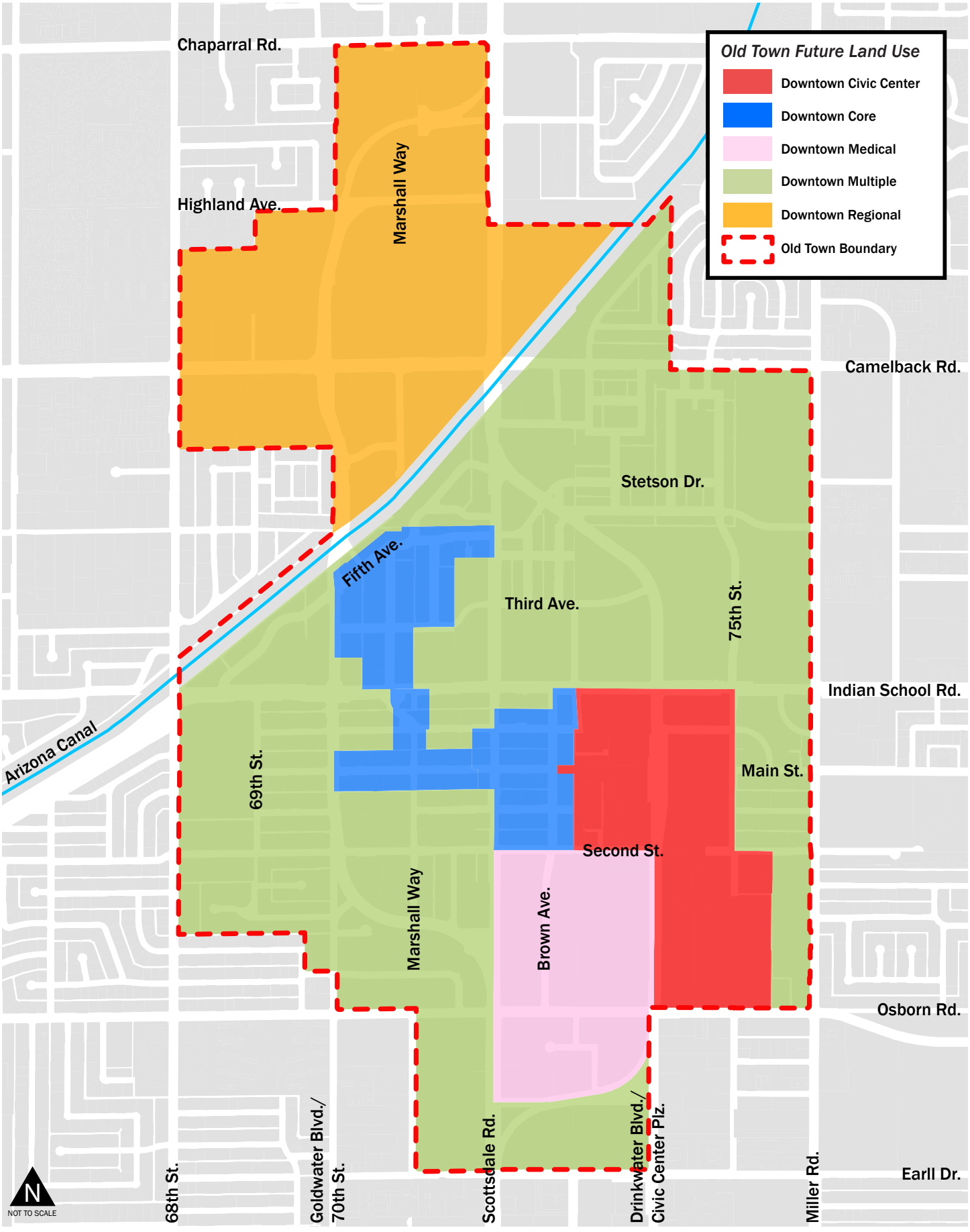
- Policy LU 2.3: Encourage new development, redevelopment and infill that strengthens Old Town Scottsdale's mix of activities through the development of mutually supportive land uses within Downtown Multiple Use areas. The majority of the properties within the Old Town Plan boundary are Downtown Multiple Use.

RESPONSE: The requested Downtown zoning classification allows for higher intensities in a mixed-use setting to encourage a cultural lifestyle and appropriate balance of land uses with a rich pedestrian environment. The rezoning request will allow for the revitalization of an underutilized surface parking lot and old transit building currently used as administrative support space for the MOW. D/DMU-3 PBD DO zoning will allow for context appropriate development standards compared to what is currently allowed under existing zoning designation for the Property.

GOAL LU 3: CONTINUE THE USE OF DEVELOPMENT TYPES TO GUIDE THE PHYSICAL AND BUILT FORM OF OLD TOWN SCOTTSDALE.

- Policy LU 3.4: Support the highest scale Type 3 development north of the Arizona Canal, within the Medical District, in portions of the Arts District along the Goldwater Boulevard curve at Marshall Way, and east and west of the intersection of Scottsdale and Camelback Roads that include portions of the Arizona Canal, Entertainment, and Brown & Stetson Districts.

RESPONSE: The PBD overlay requested with the Museum Square zoning application will allow for greater flexibility with the development standards for the Property. Redevelopment and revitalization of this Property to develop an upscale Hotel creates a wide range of amenities including, but not limited to, enhanced landscape and hardscape, improved pedestrian connectivity, sensitive edge buffering, vibrant architecture, placemaking and underground parking. Due to the site constraints (unique configuration and 3 street frontages), the applicant is seeking flexibility for setbacks exceptions and stepbacks in certain locations identified in the PBD section below and the Museum Square Property Development Standards. The applicant is also seeking to increase the base building height form 84' to 150' (plus 6' for architectural spire on the Hotel) consistent with the Type 3 development standards bonus provisions by providing special improvements. Specific design consideration has been given to the street frontages maintaining context appropriate building massing, pedestrian-scaled architectural elements, landscape shaded walkways, and enhanced hardscape design.



Old Town Scottsdale Future Land Use Map

GOAL LU 5: PROMOTE DIVERSITY IN OLD TOWN HOUSING OPTIONS.

- Policy LU 5.1: Develop a variety of housing types such as apartments, condominiums, lofts, town homes, patio homes and live/work units.
- Policy LU 5.2: Recognize the need for housing developments that are large scale projects with numerous units and amenities, as well as small infill projects with a limited number of units.
- Policy LU 5.3: Encourage residential development for a variety of income groups.

RESPONSE: The redevelopment of this site from an underutilized surface parking lot and previous transit facility to a mixed-use development with Hotel and residential centered around a public plaza space will enrich tourism and the live-work-play philosophy in this well-established cultural setting further contributing toward the synergy of Old Town Scottsdale.

GOAL LU 6: ENCOURAGE A MIX OF LAND USES TO SUPPORT A WALKABLE AND SUSTAINABLE DOWNTOWN.

- Policy LU 6.1: Encourage development to provide a mix of uses and active street frontages, particularly in the Downtown Core, along Scottsdale Road, adjacent to primary open space areas and within the more active Old Town districts. For development in peripheral areas such as the Garden District, the Arts District and portions of the Firth Avenue District west of Goldwater Boulevard, and the Civic Center and Brown and Stetson Districts east of 75th Street that may not be able to support a mixed of uses with active frontages, encourage features that create visual interest at the pedestrian level.
- Policy LU 6.2: Support downtown sustainability by encouraging vertical mixed-use development with and uses near on another.
- Policy LU 6.3: Encourage development to make use of existing cultural resources such as infrastructure systems, under-utilized sites, buildings, and transportation networks.
- Policy LU 6.4 : Support interconnected, pedestrian oriented Old Town districts that are comprised of a balanced mix of activities and land uses within optimal walking distance (approximately one -quarter mile).

RESPONSE: Museum Square is located in the Scottsdale Arts District on an underutilized Property south of the Main Street galleries and adjacent to Stagebrush Theatre, the Scottsdale Artists' School, and the MOW, ideally situated for mixed-use development including Hotel and residential land uses and a public plaza space to anchor and enliven the existing art scene in Old Town. The location of the proposed development will lend itself to various modes of transportation, such as by foot, bicycle and/or trolley vs. car as the Property is located within one-quarter mile of numerous restaurants, cultural, employment

and retail opportunities. The City's civic complex (offices, library, and museum(s)) is located approximately one-third mile to the east and Scottsdale Waterfront and Scottsdale Fashion Square mall are located just over one-half mile to the north.

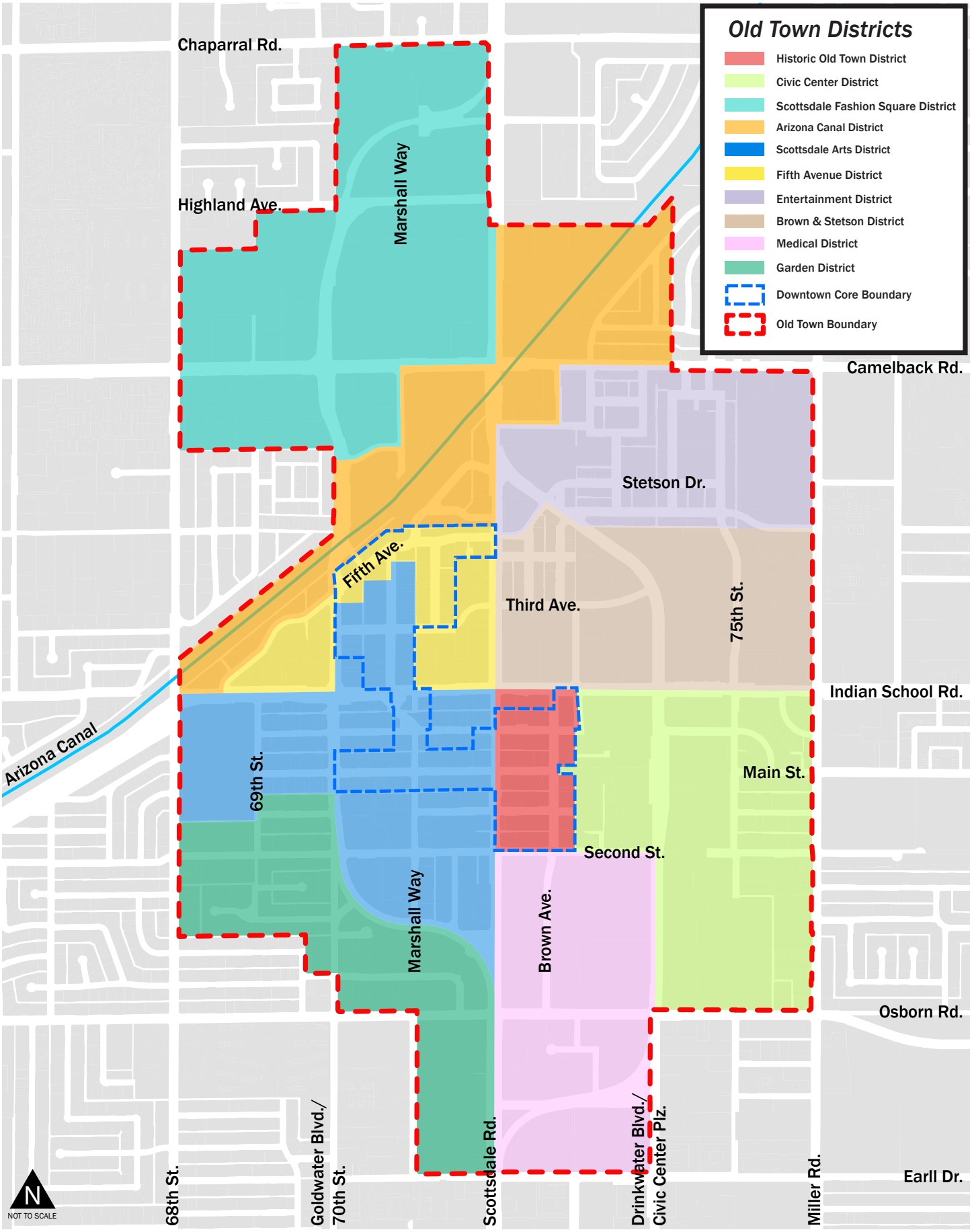
CHARACTER & DESIGN

GOAL CD 1: STRENGTHEN AND ENHANCE OLD TOWN DISTRICT CHARACTER WITH CONTEXTUALLY COMPATIBLE DEVELOPMENT.

- Policy CD 1.1: Incorporate the distinctive qualities and character of surrounding and/or evolving, context into building and site design.
- Policy CD 1.2: Encourage public and private development to establish new design and architectural character in areas where downtown development patterns are fragmented or in transition.
- Policy CD 1.4: Protect prominent historic resources and promote innovative new development that respectfully coexists with the character and context of these historic assets.
- Policy CD 1.5: Maintain pedestrian oriented small town character and human scale in the Downtown Core. Incorporate similar elements of pedestrian character and scale at the street level of all downtown districts.

RESPONSE: Museum Square consists of approximately 190+/- Hotel guest rooms and 346+/- residential units with dedicated underground parking that will accommodate guests, residents and staff onsite. The Hotel is anticipated to include a ground floor restaurant, outdoor dining terrace, wine bar, chef's demo kitchen, interactive art gallery and other mixed-use components that will create a dynamic relationship between indoor and outdoor spaces. Meeting space will be provided on the second level. Rooftop fitness, spa and pool amenities with deck and seating will provide a respite for guests. The Hotel also contemplates a second story chef's garden for the restaurant. The residential buildings will have private amenities including a resort-style pool area and onsite fitness facility. All utilities, trash, recycle and delivery services are contained within the site and are accessed as inconspicuously as possible. This minimizes the public's interaction with those services which helps to enhance the cultural experience. Materials, massing and architecture are inspired by the desert vernacular and Scottsdale's cultural context. The use of brick, metal and glass are artfully integrated into built form and layered to provide a hierarchy within each structure creating a base, middle and top to avoid a monolithic glass tower effect. The residential condominium buildings south of 2nd Street are stepped with four main height transitions ranging from 30 feet to 149 feet; the maximum height of Building 1 is 135

feet, the maximum height of Building 2 is 149 feet, and the maximum height of Building 3 is 139 feet. The building height variation on the Hotel ranges from 30 feet to 150 feet (plus its 6' spire). The residential building east of Marshall Way is currently proposed at a maximum building height of 60 feet. Materials and textures are inspired by desert classic contemporary buildings, but also takes cues from the MOW, which consists of weathered steel and board-formed concrete. Vertical and horizontal linear bands also bring visual interest creating relief, depth and shade, which helps to reduce the overall scale and mass of the buildings. Exaggerated overhangs and metal louvers will provide solar relief to the glazing and shaded outdoor spaces. Each side of the project is unified and expressive towards the overall theme while still providing a dynamic four-side architectural experience. Each facade provides balance and movement, helping to accentuate appearance and offering Old Town a vibrant, visually interesting building character. The streetscape design and plaza space will embrace the Downtown Cultural Design & Architectural Guidelines and provide a welcoming pedestrian environment for Old Town patrons walking along Marshall Way, 2nd Street and Goldwater Boulevard vs. the more car-centric surface parking that exists today. The proposed mixed-use development will provide a comfortable and safe streetscape designed with human-scale elements, shade and movement through both hardscape and building forms. Trees and shrubs will be used to create a comfortable microclimate as well as providing visual relief that will enhance the pedestrian experience along the street edge and encourage the use of sidewalks to get from one destination to another further enhancing the mixed-use character of Old Town.



Old Town Districts Map

GOAL CD 2: DEVELOPMENT SHOULD SENSITIVELY TRANSITION IN SCALE, HEIGHT, AND INTENSITY AT THE OLD TOWN PLAN BOUNDARY AND BETWEEN DIFFERING DEVELOPMENT TYPES.

- Policy CD 2.1: The scale of existing development adjacent to the Old Town boundary should be acknowledged and respected through a sensitive edge transition buffer. This buffer, established on a location specific basis, may include transitional development types, landscape buffers, and/or sensitive architectural design solutions to mitigate the larger building mass and height of downtown development.
- Policy CD 2.2: Sensitive transitions buffers between Downtown Development Types should be implemented through architectural design that steps down larger building mass and height, to lower scale development.

RESPONSE: See prior response under Old Town Plan Goal CD 1. The building massing is stepped horizontally and vertically to help reduce the overall volume and create appropriate transitions and architectural interest. The building design incorporates layers, textures and variety in materials providing four-sided architectural character that responds to the Southwestern climate while also respecting solar orientation and view corridors from adjacent properties.

GOAL CD 3: OLD TOWN DEVELOPMENT SHOULD RESPECT AND RESPOND TO THE UNIQUE CLIMATE AND CONTEXT OF THE SOUTHWESTERN SONORAN DESERT.

- Policy CD 3.1: Promote downtown cultural and architectural design that is influenced by, and responds to, the character and climate of the Sonoran Desert.
- Policy CD 3.2: Enhance outdoor pedestrian comfort through the creation of microclimates that incorporate a variety of shade conditions, landscape, and features that are drought tolerant, as well as offer attractive spaces, and passively cooler temperatures.
- Policy CD 3.3: Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.
- Policy CD 3.4: Public realm and site design should incorporate techniques for efficient water use. Water, as a landscape element or design feature, should be used judiciously and placed in locations with high pedestrian activity.

RESPONSE: The landscape character of the proposed development will include a variety of plants that provide year-round color, shade and texture. The proposed plant palette will incorporate hardy plants known to thrive in the heat and sun of the Sonoran Desert climate. Plant selection and landscape design will allow the development to use water efficiently throughout the site. The use of water design features will be thoughtfully incorporated given the sensitivity to water conservation in the desert.

GOAL CD 4: CREATE A DYNAMIC AND CONNECTED WALKABLE DOWNTOWN THROUGH URBAN AND ARCHITECTURAL DESIGN.

- Policy CD 4.1: Encourage cultural and architectural design that addresses human scale and provides pedestrian comfort.
- Policy CD 4.2: Retain and expand the tradition of covered walkways in Historic Old Town. Encourage the use of covered walkways, cantilevered awnings, and tree canopies in all other districts.
- Policy CD 4.3: Improve the pedestrian experience on arterial roadways with features such as increased and consistent sidewalk width, shade, trees, on-street parking, landscape buffers, landscape medians, and pedestrian refuge islands.
- Policy CD 4.4: Enhance the downtown pedestrian experience through the provision of pedestrian oriented banners, wayfinding, signage, and other related infrastructure.

RESPONSE: Goldwater Boulevard is a major arterial road with an average setback of 82'. Pedestrian circulation along the streetscape and internal to the site provides seamless interaction with the existing range of Old Town galleries, museums and restaurants and is an important feature of Museum Square, as numerous land uses are within walking distance. This part of Old Town offers a rich pedestrian focused environment surrounded by a range of activities along Main Street and Scottsdale Road. The building design focuses on enhancements at the human level along with a landscape and hardscape setting that provides a comfortable walkable pedestrian realm. Signage will be woven into the project in a creative and conspicuous manner to provide wayfinding for pedestrians while blending with the architectural character of Museum Square.

GOAL CD 5: ESTABLISH AN INVITING AND INTERCONNECTED DOWNTOWN PUBLIC REALM AND OPEN SPACE NETWORK THAT IS USEFUL, SAFE, INTERESTING, WALKABLE, AND COMFORTABLE TO ALL.

- Policy CD 5.1: Provide high-quality, multi-functional open space areas within Old Town that include central gathering places, a series of smaller, intimate spaces, as well as active and passive recreational use opportunities.
- Policy CD 5.2.: Private and public development should contribute to the creation of new, and/or the expansion of existing, public realm and open space areas throughout Old Town.
- Policy CD 5.3: Provide a variety of public realm and open space areas that accommodate multiple activities and special events for downtown residents, visitors and workers of all ages.
- Policy CD 5.4: Promote the Civic Center, Arizona Canal, and Museum of the West areas as primary downtown public open spaces for community residents and visitors. These primary public spaces should be actively programed with a variety of social, cultural,

artistic and entertainment activities, and special events.

- Policy CD 5.5: Improve, expand, or create new public realm and open space areas that can be enhanced by art and interactive opportunities, such as pocket art parks and temporary art trails.

RESPONSE: The Hotel and residential buildings will be anchored by the "Square", a new multi-purpose cultural community park space that will provide numerous opportunities for outdoor activities. Marshall Way will continue to be improved to enhance the pedestrian experience creating better connections to Main Street and beyond to Scottsdale Waterfront and Scottsdale Fashion Square mall. In addition, 2nd Street is also envisioned with similar street level pedestrian improvements to provide connectivity between the residential neighborhood to the west and Civic Center Plaza to the east. This will reinforce the overall interconnected fabric of the entire Old Town area. Additionally, the "Square" will provide a destination for gathering, special events, programs, and exhibits further enlivening the Scottsdale Arts District.

Sidewalk improvements as well as trees and shrubs, will create shade and a comfortable microclimate for pedestrians providing a sensory relief from the built environment. These practices will enrich the pedestrian experience and encourage the use of the sidewalks to get from one destination to the next. The indoor/outdoor transition from the buildings will also allow residents and guests to immediately engage with the sidewalk network in Old Town providing for an enhanced experience.

GOAL CD 6 : CREATE SAFE, COMFORTABLE, AND INTERESTING STREET SPACES.

- Policy CD 6.1 : Create a unified public realm experience through the design of downtown streets, building setback areas, and building frontages.
- Policy CD 6.2 : Connect downtown street spaces with other pedestrian spaces and linkages.
- Policy CD 6.3: Streetscapes should provide continuity for the pedestrian across different developments along the same street. This continuity can be established through the provision of comprehensive sustainable landscape improvements, shade elements, decorative paving, street furniture, public art, and other integrated infrastructure elements.
- Policy CD 6.4: Use development standards, related exceptions, and design guidelines regarding building location and setback to enhance the context, rhythm, and features of streetspaces.

- Policy CD 6.5: Develop walkable blocks by providing new streets, pedestrian paths, courtyards, pocket parks, and plazas that connect with other streets and public or common opens spaces.
- Policy CD 6.6: Create, or maintain, a defined building location to establish the public realm, establish a clear visual identity, and activate storefront areas to increase pedestrian comfort.

RESPONSE: See prior response to CD Goal 5. Streetscapes will provide continuity and connectivity from, to and around Museum Square. The design of the "Square" and surrounding open space elements will included sustainable, low water use landscape improvements, shade trees, shade elements, hardscape, outdoor furniture and seating spaces, public art and integrated infrastructure. The primary focus of Museum Square is walkability and contextually appropriate building placement that caters to the pedestrian.

GOAL CD 7: INCORPORATE A REGIONAL LANDSCAPE PALETTE THAT COMPLEMENTS THE URBAN AND PEDESTRIAN CHARACTER OF OLD TOWN.

- Policy CD 7.1: Old Town open space and landscape elements should project a desert oasis character, providing an abundance of shade, color, varied textures and forms.
- Policy CD 7.2: Landscape materials should complement the built environment, land uses, and other downtown activities. Careful selection of downtown plant materials should take into account attributes such as scale, density, placement, arrangement, and maintenance requirements.

RESPONSE: The landscape palette will complement the existing context by integrating desert-lush vegetation that provides an abundance of shade, color, texture and form while providing a setting for the proposed buildings. Mature desert landscaping and materials will enhance the pedestrian experience and soften the vertical and horizontal surfaces by incorporating natural shading elements. These elements help to delineate pathways providing a unique blend of texture and filtered light to soften the outdoor space. The landscape character will incorporate trees and shrubs that will flourish in their unique environment while complementing the architecture and responding to specific microclimatic conditions. The setting unites stylish site furnishings, identifiable hardscape patterns and unique elements that will enliven the pedestrian realm and blend into the context of Old Town.

GOAL CD 8: INTEGRALLY DESIGN LIGHTING INTO THE BUILT ENVIRONMENT.

- Policy CD 8.1: Achieve a balance between ambient light levels and designated lighting needs.
- Policy CD 8.2: Encourage lighting that is energy efficient and designed to serve both pedestrian and vehicular safety in public and private spaces.
- Policy CD 8.3: Use lighting to provide a safe and inviting nighttime environment for residents, businesses and visitors, and to enhance nighttime special events and activities.

RESPONSE: Energy efficient lighting will be balanced to provide appropriate levels for wayfinding and building accent while respecting the existing Old Town environment.

GOAL CD 9: IMPLEMENT HIGH QUALITY URBAN AND ARCHITECTURAL DESIGN IN OLD TOWN.

- Policy CD 9.1: Design downtown civic buildings and public spaces to demonstrate the city's commitment to, and leadership in, design excellence.
- Policy CD 9.2: Incorporate the Scottsdale Sensitive Design Principles and the Old Town Design and Architectural Guidelines in all development.
- Policy CD 9.3: Achieve high quality cultural and architectural design through the development review process.
- Policy CD 9.4: Integrate art into downtown urban design and architecture.

RESPONSE: Museum Square will promote the Scottsdale Sensitive Design Principles and embrace the applicable Downtown Urban Design & Architectural Guidelines as outlined in the sections below. Taking cues from modern architectural design, indigenous building materials and native landscaping materials the development will provide a pedestrian-oriented environment with a modern, contemporary aesthetic. Complementary textures, colors and materials will create strong aesthetic connections between existing and newly constructed developments while still maintaining a unique and identifiable character for Museum Square.

GOAL CD 10: INCORPORATE SUSTAINABLE BUILDING PRACTICES IN OLD TOWN DEVELOPMENT.

- Policy CD 10.2: Incorporate sustainable planning design and building techniques into downtown development and use durable indigenous materials that will endure over time, to minimize environmental and maintenance impacts.
- Policy CD 10.3: Encourage green building design strategies such as building orientation, passive solar response, natural day lighting, passive cooling techniques, and the integration of regional plan materials as part of downtown development.
- Policy 10.4: Promote the use of energy efficient systems, construction methods, and alternative energy sources in downtown development.

RESPONSE: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be utilized throughout Museum Square. The proposed architectural character and use of building materials were inspired by the desert vernacular and Scottsdale's cultural context. Building orientation considerations and passive solar response (shaded and recessed glazing) have been incorporated with site and building design given the Southwest climate extremes. Further, the developer intends to incorporate sustainable design elements into the building and plans to develop in accordance with green building standards where feasible. These elements will be further explored and identified with the Development Review Board application(s).

- Policy 10.6: Use existing resources, such as infrastructure systems, underutilized sites, buildings, and transportation networks to minimize the use of new resources.

RESPONSE: Museum Square will redevelop an underutilized site in Old Town, utilizing and improving existing transportation networks and infrastructure systems (see traffic report and water/sewer basis of design reports).

- Policy 10.7: Promote methods of water conservation, such as stormwater harvesting, water reuse and passive landscaping irrigation.
- Policy 10.8: Maintain sustainable solid waste collection, recycling, and disposal delivery systems downtown. Encourage the use of shared waste containers and compactors among similar downtown businesses (e.g. office and retail) to reduce the number of containers in downtown, and their negative aesthetic, olfactive and circulation impacts.
- Policy 10.9: Encourage downtown recycling and other waste reduction and diversion programs in civic spaces, at special events, and in commercial and multifamily residential developments.

RESPONSE: Sustainable strategies such as stormwater harvesting, water reuse and passive landscape irrigation methods are being explored. Refuse/ recycling services and loading areas will be screened from public street view as to minimize their negative aesthetic, odor and circulation impacts.

GOAL CD 11: INFRASTRUCTURE DESIGN SHOULD POSITIVELY CONTRIBUTE TO OLD TOWN IDENTITY.

- Policy CD 11.1: Design infrastructure improvements to unify the overall identity of Old Town, while still contributing to the specific district identity in which they are located.
- Policy CD 11.2: Develop infrastructure improvements that positively impact the aesthetics and mobility aspects of the pedestrian environment.
- Policy CD 11. 3: Underground overhead utilities when physically and economically feasible to reduce the negative visual impacts in the downtown.
- Policy CD 11.4: Minimized the aesthetic and circulation impacts of power and communication system equipment located in rights-of-way.

RESPONSE: Infrastructure improvements will be unified within the Old Town and Scottsdale Arts District context improving the current condition and pedestrian experience in the area. Above ground mechanical will likely be minimized utilizing ground vaults, where feasible, and/or artfully screened from view through the use of decorative walls and/or landscaping buffers or other appropriate screening methods.

MOBILITY

GOAL M 1: DEVELOP COMPLETE STREETS THROUGH PUBLIC AND PRIVATE INFRASTRUCTURE INVESTMENTS AND IMPROVEMENTS.

- Policy M 1.1: Maintain a well-connected downtown circulation grid comprised of complete streets that are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. A complete street responds to its community context and may include sidewalks, bicycle lanes and parking, bus lanes , comfortable and accessible public transit stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, and narrower travel lanes to enhance connectivity for all. A complete street is also consistent with federal laws and guidelines including those pertaining to accessibility.
- Policy M 1.2: Provide pedestrian and bicycle facilities within large projects and development parcels and connect them to adjacent development and the greater downtown circulation system.
- Policy M 1.3: Provide continuity in downtown wayfinding through the addition of landmarks, public art, distinct streetscape improvements, maps, directions, symbols, signage, and information systems for both pedestrians and motorists.
- Policy M 1.4: Accommodate the movement of freight goods and services, truck delivery access and operations, and emergency response vehicles on private development sites, and out of the public right-of-way where possible.

- Policy M 1.5: Encourage use of mobility options downtown, such as: transit, biking, walking, ride share, transportation carts, pedicabs and horse drawn carriages, particularly during special events.
- Policy M 1.7: Maintain Goldwater Boulevard and Drinkwater Boulevard as the primary routes to accommodate pass-through traffic around downtown.

RESPONSE: Successful downtown revitalization and redevelopment focuses on a lively pedestrian presence with mixed-use development and quality pedestrian level design and linkages. In addition to the central public open space square, street improvements will be made to Marshall Way, 2nd Street and Goldwater Boulevard consistent with City standards creating intersections that recognize the pedestrian. A signal is proposed for at the intersection of Goldwater and 2nd Street and a mid-block pedestrian crossing will be provided across Goldwater between residential buildings 2 and 3 at the south end of the Property. The sidewalk improvements combined with well-placed shade trees and/or structures will create a more comfortable and inviting pedestrian space along the streetscape vs. the current site conditions. This will allow easy use of the established circulation system, in and around the site taking advantage of the multi-modal transportation options available in Old Town.

GOAL M 2: CREATE COMPLETE, COMFORTABLE, AND ATTRACTIVE PEDESTRIAN CIRCULATION SYSTEMS.

- Policy M 2.1: Design the public realm to include wide sidewalks that accommodate meeting and passing other pedestrians, queuing, pedestrian waiting areas, street furniture, pocket parks, patio areas and other desired levels of activity.
- Policy M 2.2: Encourage pedestrian oriented design that included pedestrian comfort amenities such as trees, shade from buildings, seating, shelter, wayfinding and lighting, to encourage strolling, lingering and promenading, especially in areas where there is a high concentration of pedestrian activity.
- Policy M 2.3: Manage existing and design future downtown transportation and related systems with a focus on pedestrian mobility, accessibility and safety.
- Policy M 2.4: Develop an attractive, interconnected network of safe and walkable pedestrian linkages to, within, and between downtown districts.
- Policy M 2.5: Provide enhanced pedestrian access and connections between adjacent developments.

RESPONSE: The MOW and proposed Hotel will be anchored by the "Square", a multi-purpose cultural public park space that will provide numerous opportunities for outdoor use. Marshall Way will be further improved to enhance the pedestrian experience creating better connections to Main Street and beyond to Scottsdale Waterfront and Scottsdale Fashion Square mall. In addition, 2nd Street is also envisioned with similar street level pedestrian improvements to provide connectivity between the residential neighborhood to the west and Civic Center Plaza to the east. This will reinforce the interconnected fabric of the entire Old Town area.

GOAL M 3: CREATE A HIERARCHY OF PEDESTRIAN SPACES WITHIN OLD TOWN.

- Policy M 3.1: Develop specific downtown connections, nodes and spaces as Pedestrian Places, particularly where there is a high concentration of pedestrian activity, or where a high level of pedestrian activity is desired.
- Policy M 3.2: Create a Pedestrian Supportive environment throughout the remainder of downtown.
- Policy M 3.3: Roadway corridors with higher traffic volumes and faster speeds, combined with larger land use setbacks, may remain Pedestrian Compatible and should include Pedestrian Supportive crossing treatments.
- Policy M 3.4: Eliminate existing, and discourage new, Pedestrian Challenging environments within downtown.

RESPONSE: As mentioned previously, the "Square" will serve as a community gathering place for the project and the Scottsdale Arts District and provide as a catalyst for pedestrian activity in this mixed-use setting. New connection points will be provided throughout out including a mid-block pedestrian crossing across Goldwater Boulevard.

GOAL M 4: MAINTAIN A CONVENIENT AND ADEQUATE PARKING SUPPLY FOR OLD TOWN.

- Policy M 4.1: Develop a “park once environment” downtown, where users can access multiple destinations without the need to move their private vehicle numerous times.
- Policy M 4.2: Create new or adjacent existing parking requirements to ensure continued downtown revitalization and investment, as technologies and private vehicle user preferences evolve.
- Policy M 4.3: Maximize use of the existing parking supply through a comprehensive, multi-tiered parking management program.
- Policy M 4.4: Create new public parking supply through public-private partnerships to maintain free public parking downtown.

RESPONSE: Two major factors contribute to the “park once environment” noted above, the mixed-use character of Museum Square situated in the heart of the Scottsdale Arts District and the availability of new underground parking provided for the Hotel and residential uses. With a strong emphasis on walkability, activation of the cultural environment will be strengthened though seamless transitions from Museum Square to the Main Street galleries and other area businesses. A detailed parking master plan is also provided with this application.

GOAL M 5: ENCOURAGE TRANSIT THAT PROVIDES LOCAL AND REGIONAL CONNECTIONS TO, FROM AND WITHIN OLD TOWN SCOTTSDALE.

- Policy M 5.1: Enhance Old Town Scottsdale's local and regional transit availability and accessibility, by emphasizing high frequency and expanded hours of service within the downtown and connections to adjacent areas.
- Policy M 5.2: Locate higher density development near major transit routes and venues to facilitate increased use of downtown transit.
- Policy M 5.3: Link the downtown Old Town Trolley and other transit to existing and future local and regional transit networks to accommodate the needs of residents, employees and visitors.

RESPONSE: The Property is ideally situated to benefit from Old Town and City-wide transit options. The Scottsdale Trolley system (Morning Express, Neighborhood and Downtown trolleys) run adjacent to the Property providing access throughout Old Town and Southern Scottsdale. The existing Valley Metro Bus runs along Scottsdale Road (Route 72) providing access from Chandler/Tempe to North Scottsdale and along Indian School Road (Route 41) providing access from Granite Reef west to Phoenix.

GOAL M 6: DEVELOP A CONTINUOUS, ACCESSIBLE, AND INTERCONNECTED BICYCLE NETWORK.

- Policy M 6.1: Promote convenient connections between the on-street bicycling network and off-street paths and trails.
- Policy M 6.2: Connect the downtown bicycling network to the regional bicycling system via the Arizona Canal, Crosscut Canal, Sun Circle Trail, and Indian Bend Wash multi-use paths.
- Policy M 6.3: Integrate on-street bicycle lanes and bicycle routes throughout downtown.
- Policy M 6.4: Expand off-street bicycling facilities with connections to existing and planned on-street bicycle facilities.

RESPONSE: By creating a comfortable and inviting pedestrian experience along the adjacent streets, Museum Square will encourage alternative modes of transportation, such as by foot, bicycle, bus and/or trolley. Bicycle lanes and bicycle parking will be provided throughout. Encouraging these alternative means of transportation is inherent to Old Town development as the Property is located near numerous restaurant, retail, and cultural destinations. Additionally, the Indian Bend Wash is located approximately 1 mile directly east of the site and the Arizona Canal Trail is located less than one-half mile to the north.

GOAL M 7: PROVIDE BICYCLE INFRASTRUCTURE AND FACILITIES TO ENCOURAGE INCREASED DOWNTOWN RESIDENT, EMPLOYEE AND VISITOR BICYCLING.

- Policy M 7.1: Incorporate accessible bicycle infrastructure and facilities into public and private development, such as designated bicycle parking areas, racks, lockers, and shower facilities.
- Policy M 7.2: Develop a series of tourism bicycle routes that highlight unique visitor attractions.

RESPONSE: Bicycle infrastructure will be incorporated throughout Museum Square by providing designated bicycle lanes and well-placed bicycle parking.

GOAL 8: PROMOTE BICYCLE EDUCATION, SAFETY, AND ENFORCEMENT.

- Policy M 8.1: Incorporate safety measures at grade separations, street crossings, and intersections to minimize conflicts with vehicles, pedestrians, and other bicyclists.

RESPONSE: Safety measures will be factored into the design of street crossing and intersections to protect all modes of transportation whether walking, biking or traveling by car.

ARTS & CULTURE

GOAL AC 1: INVEST IN CURRENT AND CREATE NEW OPPORTUNITIES TO ADVANCE OLD TOWN SCOTTSDALE AS AN ARTS AND CULTURAL HUB WITH REGIONAL, NATIONAL, AND INTERNATIONAL SIGNIFICANCE.

- Policy AC 1.1: Support a diverse range of arts and culture experiences downtown.
- Policy AC 1.2: Revitalize, expand and develop new arts, cultural, and educational facilities that enhance Old Town Scottsdale's artistic landscape.
- Policy AC 1.3: Grow existing and establish new high-quality, signature festivals, events and programming that attract resident and visitor audiences and distinguish Old Town Scottsdale as a premiere arts and culture destination.
- Policy AC 1.4: Continue to invest in, improve, celebrate, and promote the Scottsdale Arts District, Scottsdale Civic Center, and the Arizona Canal as prominent downtown arts and culture destinations.

RESPONSE: Scottsdale's identity and brand includes art/culture, recreation, shopping and resorts. Museum Square will build upon the strong art base in Old Town by providing an anchor for the west end of Old Town that includes desert classic contemporary architecture, community gathering space and synergistic land uses that will continue to distinguish Old Town Scottsdale as a premiere art and culture destination.

GOAL AC 2: ENCOURAGE CREATIVE PLACE-MAKING OLD TOWN, WHERE ALL CAN PARTICIPATE.

- Policy AC 2.1: Encourage investment in public art and cultural destinations that preserve, commemorate, and celebrate Scottsdale's diverse history, culture, and people.
- Policy AC 2.2: Serve diverse community interests by supporting a variety of monumental art pieces, emerging artists, and temporary event-based programs downtown.
- Policy AC 2.3: Utilize public art to strengthen interconnectivity between downtown districts and cultural facilities through way-finding, space activation, temporary art trails, and pocket art park opportunities.
- Policy AC 2.4: Facilitate public art integration into Old Town architecture and design.

RESPONSE: Museum Square seeks to build a creative community centered around unique, thought provoking visual experiences and civic engagement with the common goal of celebrating Scottsdale's diverse history, culture and people. The "Square" also provides a community gathering space that can be utilized for special events, programs, and exhibitions in the center of the Scottsdale Arts District. The "Square" provides an outdoor activity center with fingers of pedestrian connectivity that weave seamlessly into the fabric of Old Town.

GOAL AC 3: PROMOTE AND SUPPORT INITIATIVES THAT FOSTER OLD TOWN AS AN INTERACTIVE ARTS DISTRICT.

- Policy AC 3.1: Animate existing private and public spaces with arts and culture, and create informal, spontaneous exhibition and performance spaces throughout the downtown.
- Policy AC 3.2: Connect commercial and private art enterprises with public and non-profit arts and cultural venues in downtown.
- Policy AC 3.3: Encourage the attraction and retention of Scottsdale based non-profit arts and culture organizations in downtown.
- Policy AC 3.4: Develop economic, land use, planning, and design strategies to protect and enhance arts, culture, and gallery businesses in downtown.
- Policy AC3.5: Encourage continuation and expansion of innovative arts and culture programming that enriches the community.
- Policy AC 3.6: Increase and promote community arts partnerships and projects that animate public spaces and provides residents, workers, and tourists with diverse arts experiences.
- Policy AC 3.7: Support work/live development in the downtown that is flexible enough to accommodate the needs of creative professions.

RESPONSE: Museum Square's development plan has a strong focus on art and culture. In fact, the project was inspired by the creative spirit found in the Scottsdale Arts District, which includes 70+/- galleries featuring the works of 1,000+/- artists along with museums, the Scottsdale Artists' School and Stagebrush Theatre. The adjacent MOW features a wide range of exhibits including, but not limited to, Hopi pottery, Western paintings, bronze art and historic photographs. SMOCA is located approximately one-half mile to the east on 2nd Street and includes a wide range of contemporary painting, drawings, photographs and installations. Museum Square will not only bring synergy to the core of the Scottsdale Arts District with addition of residential units and Hotel rooms, but will also provide a 40,000 s.f. community gathering space, the "Square", that can be utilized for special events, programs and exhibits. The developer intends to animate the "Square" by interspersing art elements (building art, sculpture, hardscape, etc) throughout the site at the ground level creating unique art encounters and visual experiences for residents, guests and visitors. The mixed-use project as a whole will enhance the existing gallery businesses and support the valuable art community of Scottsdale.

We believe that the people who will live in the Residences and visit the Museum Square Hotel will be the kind of people who want to enjoy the quality of life embodied by the arts and culture district and who will help support sustain and promote the ongoing success of this district.

ECONOMIC VITALITY

GOAL EV 1: SUPPORT OLD TOWN'S PROMINENT ECONOMIC ROLE AS A HUB FOR ARTS, CULTURE, RETAILING, DINING, ENTERTAINMENT, TOURISM, EVENTS, AND EMPLOYMENT.

- Policy EV 1.1: Encourage land uses, activities, and special events that support downtown as a primary commercial, cultural and tourism destination, to maintain downtown's economic role in the community.
- Policy EV 1.2: Promote downtown as an environment attractive to both leisure visitors and a skilled workforce.
- Policy EV 1.3: Attract tourism-supporting land uses, activities and special events to reinforce Old Town as a robust tourism destination.
- Policy EV 1.4: Pro-actively address economic and social changes by examining Old Town goals on a regular basis, to ensure responsiveness to shifts in economic, social, environmental, and market conditions.
- Policy EV 1.5: Appeal to residents, visitors, and workers by creating and delivering programs and services that support a high quality, year-round, successful mix of retain, dining, entertainment, emerging enterprises, and small businesses that contribute to Old Town's unique character.

RESPONSE: The D/DMU-Type 3 subdistrict supports a variety of land uses including, but not limited to, multiple story residential, office, Hotel, retail shops, and restaurants. Additionally, revitalizing and redeveloping properties is a critical part of the economic vitality of the community as it matures. Integrating additional tourist accommodations and residential housing options in Old Town is essential for the continuing economic growth and sustainability of Scottsdale. Further, developing this mixed-use project in such a prime location will increase the employment base and provide jobs near a range of housing options in Old Town and southern Scottsdale. This project exemplifies the revitalization component by redeveloping an underutilized site and creating a vibrant development with nearby access to support services and transportation corridors. Thus, reinforcing the City's desire for tourism in Old Town and increasing luxury and lifestyle opportunities for visitors and residents of Scottsdale. Providing accommodations for Hotel travelers and over 500 permanent residents in the heart of Old Town will serve to support existing restaurants, cultural venues, galleries and other businesses in the area.

GOAL EV 2: PROMOTE PRIVATE INVESTMENT IN, AND ATTRACT NEW DEVELOPMENT TO, OLD TOWN.

- Policy EV 2.1: Encourage investment in residential and commercial development that ensures Old Town's economic competitiveness regionally and nationally.
- Policy EV 2.2: Promote a mix of daytime/nighttime activities year-round through residential and commercial development in Old Town.
- Policy EV 2.4: Promote the retention of major downtown employers and accommodate their future expansion needs.
- Policy EV 2.7: Attract and retain a broad array of economic activities that widen the appeal of Old Town and strengthen the city's tax base.
- Policy EV 2.8: Recognize that talent is a critical component of business location decisions and enhance Old Town's quality of life amenities and housing choices, to appeal to a skilled workforce.

RESPONSE: Museum Square will bring over ½ million square feet of mixed-use development breathing new life into and positively transforming the Scottsdale Arts District, providing high-end quality housing and travel accommodations for Scottsdale residents and visitors alike. The PBD overlay requested with this zoning application will allow for reinvestment in the heart of Old Town bringing a new Hotel and further stimulating the economic tax base as well as the diversity of land uses and expanded employment opportunities. Below is a more detailed description of how the PBD overlay criteria are being met.

GOAL EV 3: EMBRACE AND EXPLORE INNOVATIVE SOLUTIONS TO INFRASTRUCTURE AND SERVICE DELIVERY.

- Policy EV3.2: Pursue approaches to downtown parking, transportation, mobility, and public space limitations through a combination of demonstrated national best practices as well as early adoption of technology.

RESPONSE: To provide the best use of space consistent with the trends for transportation options and parking needs, a detailed parking master plan is provided with the application.

PLANNED BLOCK DEVELOPMENT (PBD)

Sec. 6.1301. Purpose. The purpose of the PBD Overlay District is to allow for development flexibility in the Downtown Area to assist the City in achieving the Downtown Plan, developing more Downtown Area public amenities, and adding land uses that would further promote the Downtown Area as a twenty-four (24) hour community.

RESPONSE: The PBD overlay designation has been requested to allow for greater development flexibility on the site. In keeping with the PBD requirements, a Development Plan has been established to specify parameters for site planning, architecture, and landscaping. The intent of the Development Plan is to define an established style, character, and design quality for the site, while maintaining opportunities for specific needs and a creative identity through future approvals by the Development Review Board (DRB). The Development Plan is intended to invoke a sense of quality and character to ensure compatible development with Scottsdale's Old Town cultural character. As part of the Development Plan, the applicant has created a thoughtful set of Property Development Standards consistent with the Downtown Ordinance. The proposed site development standards utilize the property development standards of the D/DMU-3 zoning district, except for building height, setbacks exceptions and stepbacks, specific to this PBD. These modifications are necessary for the proposed mixed-use development due to the unique site constraints with three street frontages.

SUMMARY OF PROPOSED PROPERTY DEVELOPMENT STANDARDS

Site Area:	7.340+/- Acres Gross (319,716.64 s.f.)
Building Height:	150' Max (plus 6' Hotel spire)
Building Area:	671,627 s.f. (excluding garage)
Maximum GFAR:	1.4
Proposed GFAR:	0.49
Hotel Rooms:	190***
Density Allowed:	50 du/ac or 369 units
Residential Units (proposed):	346
Parking Provided:	763 spaces **
Building Setbacks* at ground level:	Marshall Way: 20' Second Street: 20' Goldwater Boulevard: 30'

**Exceptions provided in the Museum Square Property Development Standards*

** See Parking Master Plan for required spaces.

*** DA allows for up to 200 rooms

SEC. 6.1304. PBD OVERLAY DISTRICT CRITERIA.

A. Before the first Planning Commission hearing on a PBD Overlay District application, the Development Review Board shall make a recommendation to the Planning Commission regarding the Development Plan based on the following criteria.

1. Criteria for a PBD Overlay District application in a Type 1 Area:

RESPONSE: Not applicable.

2. Criteria for a PBD Overlay District application in a Type 2 or Type 2.5 Area:

RESPONSE: Not applicable

3. Criteria for a PBD Overlay District application in the Type 3 Area:

a. The Development Plan shall reflect the goals and policies of the Character & Design Chapter of the Downtown Plan.

RESPONSE: See Old Town Scottsdale Character Area Plan – Character & Design goals and policies. section above for response to the applicable

b. The site development standards and building form shall be in conformance with the Downtown Plan Design & Architectural Guidelines;

RESPONSE: See Downtown Plan Design & Architectural Guidelines section.

c. The building form shall reflect the planned character of development within which the development will be located;

RESPONSE: The proposed development provides continuity between newly proposed and existing architecture in the surrounding area. The Downtown Ordinance setback exceptions and stepback standards are amended (see Setback and Stepback exhibits), due to the floor plate of the Hotel and residential buildings, understanding the importance of massing transition to the overall context and streetscape.

d. The Development Plan shall incorporate standards for development within three hundred fifty (350) feet of the Downtown Boundary that address appropriate transitions in building heights between the proposed development and the zoning districts abutting or adjacent to the development;

RESPONSE: Not applicable.

e. The Development Plan shall incorporate standards for development within one hundred (100) feet of a Type 1 Area, Type 2 Area, and/or Type 2.5 area shall address appropriate transitions in building heights, building massing, and landscape materials between the proposed development and the Type 1 Area, Type 2 Area and/or Type 2.5 Area;

RESPONSE: The proposed buildings have been designed with a stepped transition (4+ building transition points) ranging from 30' to 150' depending on the building. The hierarchy of massing and height coupled with the varying architectural components that undulate and articulate the facade both vertically and horizontally, providing a base, middle and top avoiding a monolithic tower effect. These elements along with strategic building placement, provide thoughtful transitions to/from the existing and future Old Town cultural context.

f. The Development Plan shall incorporate standards for development adjacent to public streets that include sidewalks, pedestrian linkages, building forms and architectural features that address human scale and pedestrian orientation; and

RESPONSE: Active street frontages are provided along Marshall Way, 2nd Street and Goldwater Boulevard with direct lobby access and unit access, efficient vehicle movement, integration of shade trees and human-scale landscaping, quality hardscape design including sidewalks and furniture for pedestrians. Architecturally, the buildings will invoke a desert classic contemporary design with elements inspired by the MOW, providing for a higher quality pedestrian environment created by a variety of small scale building elements rather than a single, large unarticulated mass. Pedestrian connectivity is key to the overall site design, not only providing access to nearby amenities for the guests and residents, but also linking the existing pedestrian network throughout Old Town.

g. The pedestrian circulation shall be accessible and easy to navigate, and incorporate open space and pedestrian linkages to the public pedestrian circulation network.

RESPONSE: In conformance with the Old Town Scottsdale Character Area Plan, the existing network of pedestrian linkages will be celebrated and enhanced with the proposed development.

B. In addition to the criteria used by the City Council to review a zoning district map amendment application, the Planning Commission shall make a recommendation to the City Council, based on the following applicable criteria:

1. Standard criteria:
   a. The proposed development supports the land use elements of the General Plan and the Downtown Plan.

RESPONSE: The proposed development plan supports the land use elements of the General Plan and Downtown Plan/Old Town Scottsdale Character Area Plan See sections.

2. Criteria to add land uses to Table 5.3004.D., Land Uses for Each Sub-district of the Downtown District:
   a. Each proposed land use helps maintain a balance of land uses in the Downtown Area in accordance with the Downtown Plan.
   b. Each proposed land use is compatible with the adjacent development, and strengthens the mix of land uses and activities in the Downtown Area.
   c. Each proposed land use substantially implements the pedestrian oriented, twenty-four (24) hour downtown community goals of the Downtown Plan.

RESPONSE: The applicable use regulations of the Downtown/Planned Block Development district shall apply. No additional changes are requested with this application to the land use table for the Multiple Use sub-district.

3. Criteria to achieve bonus(es):
   a. The proposed Development Plan reflects noteworthy investments to provide public benefits, improve the quality of life in the community, and assist in achieving the goals and policies of the General Plan, Downtown Plan and City objectives, primarily in the immediate vicinity of the neighborhood where the development will be located.

RESPONSE: The rezoning request to D/DMU-Type 3 PBD DO includes a request to increase in height from 84' to 150' (difference of 66'; plus a 6' Hotel roof spire which will equal a 72' difference). Bonus calculations are provided above. The body of this document includes justification for these amendments in accordance with both the 2001 General Plan and Old Town Scottsdale Character Area Plan.

DOWNTOWN PLAN DESIGN & ARCHITECTURAL GUIDELINES CONFORMANCE

A. Site Development

A1 – Relationship of New to Existing Development

- The proposed development provides continuity between the newly proposed and existing architecture of the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages. See Site Plan, Site Sections and Elevation Worksheet for proposed setbacks and stepbacks.

A2 – Active Street Frontages

- Active street frontages are created through ground level pedestrian space, new sidewalks and shade trees and/or structures for the pedestrians and shading elements on the building. In addition to landscaping, a series of vertical and horizontal building elements will not only provide solar relief to the windows and doors but will provide contemporary styling and a desert classic contemporary character.

A4 – Parking Facilities

- Parking for Hotel guests, residents and visitors will be provided in underground parking with secured access via internal elevators and stairwells. Parking structure access will be designed to minimize the number of curb cuts to improve the pedestrian flow allowing pedestrians to walk at ease, not worrying about ground level plane changes or interaction with vehicles while focusing on the streetscape experience. Drop-off and pick-up zones will be strategically placed to avoid impeding the pedestrian realm.

A5 – Building Equipment & Services

- Services and loading areas may be screened from public street view. Mechanical and electrical equipment and appurtenances will be screened from public view and neighboring properties through building form and/or screening devices.

A6 – The Continuity of Street Spaces / A7 – The Building Setback Zone / A8 – The Linkage of Neighboring Developments

- Museum Square has been designed to maintain and enhance an active street frontage reinforcing the Old Town pedestrian environment and encouraging walkability and social interaction. The mixed-use context includes galleries, restaurants, retail, cultural opportunities and employment all within walking distance of the Property. In addition to architectural elements, abundant open space with pedestrian scale landscape and hardscape elements will contribute towards the street level interaction and continuity of the existing context providing connectivity to neighboring properties.

B. Building Form

B1- Reduction of Apparent Size and Bulk

- The building massing elements provide varied architectural components that undulate and articulate the facade both vertically and horizontally, providing a base, middle and top. The ground floor is articulated with the movement, texture, relief and layering of elements creating depth and shade enhancing the pedestrian experience. These features also help to reduce the overall scale of the building and provide visual interest. Overhangs and metal louvers/fin walls will provide solar relief to the glazing.

B2 – Covered Walkways

- The development will provide shaded environments for the pedestrian through building overhangs, structures and/or landscaping placement.

C. Architectural Character

C1 - Proportion and Scale / C2 – Building Materials / C3 – Architectural Detail

- Because of the special nature of the MOW and the surrounding context, the development team has envisioned an overarching design theme, “desert classic contemporary,” that celebrates the context of the desert Southwest with rich materials, features and components that best represent Scottsdale in an authentic nature. The Museum Square Hotel and accompanying residential buildings will celebrate more desert appropriate treatments within the context of stone, brick, rusted steel and thoughtfully incorporated glass. While not intended to look old or historic, the building designs will express a sense

of a “traditional cultural arts district” within the context of contemporary construction methods and the creative use of appropriate materials to create a uniquely Scottsdale destination. Building fenestrations will have a high degree of sensitivity relative to aesthetics, solar orientation, shade and views.

D. Landscape Character

D1- Streets

- The street trees proposed (and associated lighting) will be consistent with the Old Town guidelines providing appropriate spacing, theming and shade for the pedestrians.

D3- Plant Selection

- Plant selection will include low-water use, desert appropriate trees with a range of sizes to provide hierarchy in scale, year-round color and a variety of textures.

SCOTTSDALE SENSITIVE DESIGN PRINCIPLES

The Character and Design Element of the General Plan states that "Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life." The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property. In addition to the response below, please refer to Goal CD 1 above for a specific description of the design elements.

1. The design character of any area should be enhanced and strengthened by new development.

RESPONSE: The vibrant, contemporary building character and stepped heights are complementary to the surrounding development pattern including the MOW immediately north of the Property. The proposed development will utilize a variety of desert appropriate textures and building finishes, incorporate architectural elements that provide solar relief, shading and overhangs, and celebrate the Southwestern climate by creating outdoor spaces and common amenities for its guests, residents and visitors while also tying to the existing pedestrian network throughout Old Town.

2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features.

RESPONSE: Although the setting of this Old Town site is cultural in character and does not have natural features such as washes and natural area open space, the development team has taken special consideration in providing appropriate interaction with the Marshall Way, 2nd Street and Goldwater Boulevard streetscape through building design and attention to the ground-level experience. The buildings within the project will take advantage of and enjoy the views of Camelback Mountain, the McDowells, and Papago Park, while limiting negative impacts as much as possible, through thoughtful placement of each building on the site.

3. Development should be sensitive to existing topography and landscaping.

RESPONSE: The Property is an Old Town redevelopment site. All landscaping will consist of low-water use desert appropriate landscaping materials in conformance with established guidelines. The current topography of the site is flat and therefore will be maintained.

4. Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes.

RESPONSE: The proposed redevelopment will include desert appropriate landscaping (as well as integration of native plants). Additional landscaping and open space areas will contribute to the habitat for wildlife and improved air quality. Also, desert appropriate plants will be able to withstand the variations of the local climate and as they mature they will become self-sustaining relative to water demand.

5. The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.

RESPONSE: Pedestrian circulation along the streetscape is an important feature of this Old Town project, as numerous gallery, restaurant, residential, employment, cultural, and entertainment uses are within walking distance.

6. Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourages social contact and interaction within the community.

RESPONSE: Museum Square is located within the heart of the Scottsdale Arts District and is within walking and trolley distance to a range of land uses including major employers, such as HonorHealth and the City of Scottsdale. As such, the development has been designed with an emphasis on the ground level pedestrian experience enhancing the land use goals for this area. Developing tourist Hotel accommodations and high-end residential homes in the heart of Old Town with established transportation options (trolley, bicycle, bus) reduces the number and distance of automobile trips and improves air quality, thereby enhancing the quality of life for the community as a whole.

7. Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.

RESPONSE: The proposed development will incorporate design elements that respect human-scale, providing shade and shelter throughout the building, site and landscape design.

8. Buildings should be designed with a logical hierarchy of masses.

RESPONSE: Variation in massing, proportion, material contrast, and architectural detailing will be provided establishing a natural hierarchy. The proposed development also provides continuity between the newly proposed and existing architecture in the surrounding area, providing contextually appropriate redevelopment and visual fluidity along the street frontages.

9. The design of the built environment should respond to the desert environment.

RESPONSE: The proposed development will utilize a variety of Sonoran Desert inspired textures and building finishes, incorporate architectural elements that provide solar relief and overhangs, and celebrate the Southwestern climate by creating outdoor spaces, respites and shaded amenities.

10. Developments should strive to incorporate sustainable and healthy building practices and products.

RESPONSE: Sustainable strategies and building techniques, which minimize environmental impact and reduce energy consumption, will be emphasized. The specific sustainable elements are being evaluated with the design and development of the Hotel and residential buildings which may include, but are not limited to, recycled materials, energy efficient windows, energy efficient fixtures, appliances, and use of solar.

11. Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.

RESPONSE: Context appropriate, mature arid-region plant materials will be utilized with the redevelopment and revitalization of the Property. The desert-lush character will be upheld through the careful selection of plant materials in terms of scale, density, and arrangement.

12. Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.

RESPONSE: The proposed development will maintain a low-water use plant palette. Context appropriate desert plant materials will be utilized throughout the Museum Square development, consistent with the established vegetative pattern found throughout Old Town.

13. The extent and quality of lighting should be integrally designed as part of the built environment.

RESPONSE: Lighting will be designed in a manner that is respectful of the surrounding context while maintaining safety and wayfinding for Old Town visitors and residents.

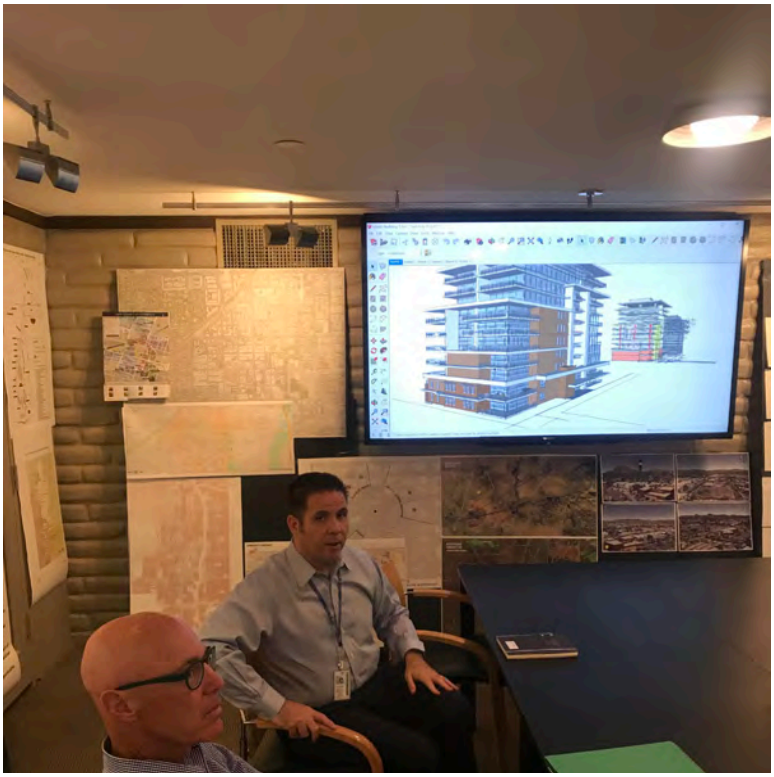
14. Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.

RESPONSE: Project identification will be contextually appropriate and processed under a separate approval and permit process.











Images representing the scenes of working meetings.

WHAT WE'VE HEARD

The development team has been committed over the past several months to speaking with and meeting with numerous groups and stakeholders in and around the Arts District who will be directly impacted by the project (we believe impacted in a very positive way). The highlighted responses to the identified policies and goals of the General Plan set the stage for a proposed development that is very much in line with the City's vision for the future and specifically in-line with the policies, goals and objectives established by the City and endorsed by the community. Numerous stakeholders agree that Museum Square aligns with the General Plan and will be a true asset to the community.

Some of the respondents shared these comments and feedback.

What an amazing opportunity for the Museum of the West, the Arts District and all of Old Town to be part of such a transformative project. We look forward to a wonderful collaboration with all of Rob Macdonald's team for years to come."

Mr. Michael Fox
CEO of the Museum of the West

Having the Stagebrush Theatre next to the new Museum Square Hotel, will create so many wonderful opportunities for shared functions and events which will help to reinforce the arts and culture in Scottsdale. We're so glad to be a part of the process."

- Lance Ross
Board Member, Greasepaint

The Scottsdale Art Association has spent years improving the Art District to become the unique place it is today. We believe the Museum Square is an important aspect in improving the southern part of Old Town Scottsdale."

- French Thompson
President Scottsdale Gallery Association

We are excited for the potential of Museum Square and applaud the Scottsdale City Council for its innovative approach to hopefully make it happen. We encourage you to proceed with Museum Square for the exciting potential it offers our city."

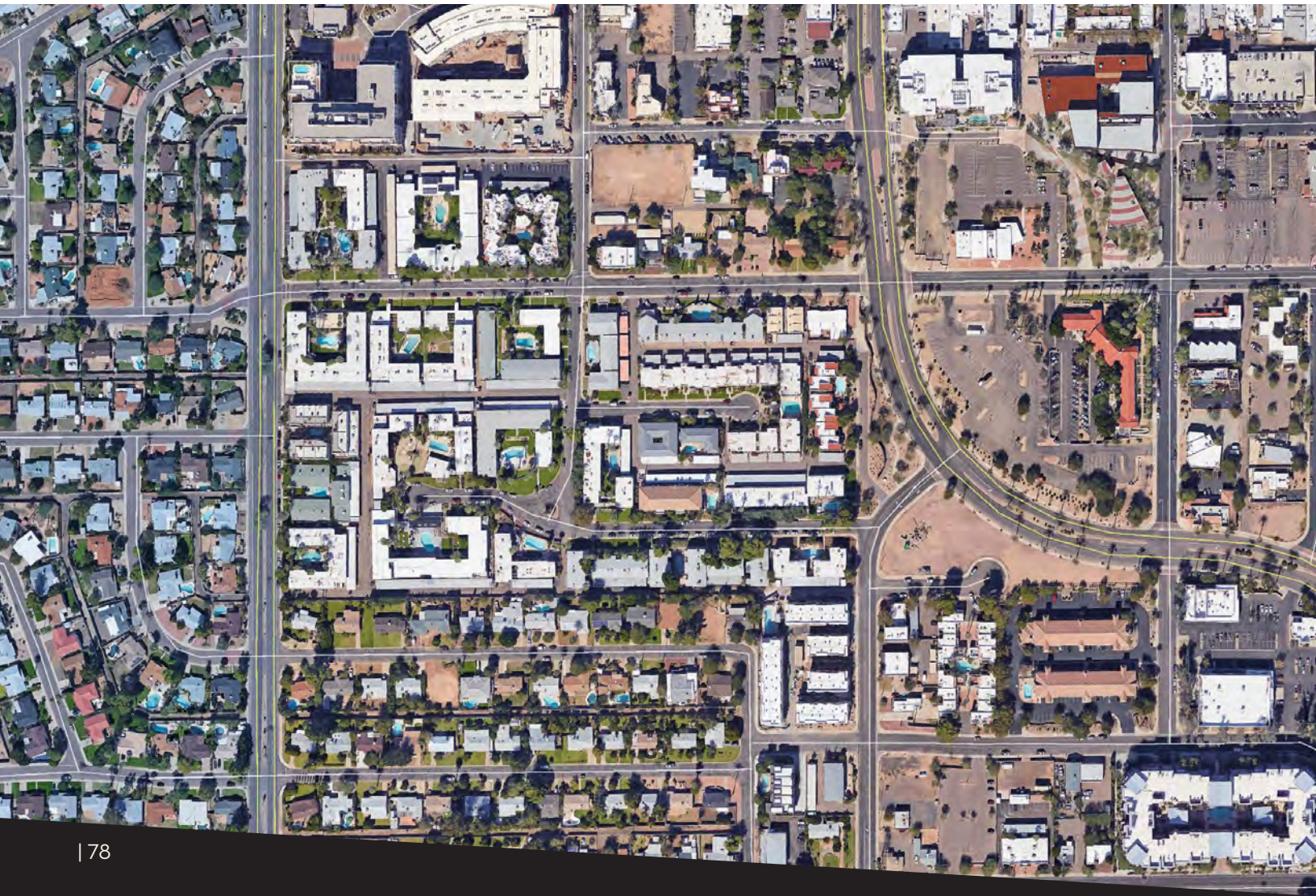
- Brad and Jinger Richardson
Owners of The Legacy Gallery

OPPORTUNITIES & CONSTRAINTS

The Museum Square project provides the opportunity to address several issues associated with this area of Old Town. The project will breathe new life into the Arts District, while improving the setting of this area and to enhance livability, identity, uses and aesthetics.

// GATEWAYS

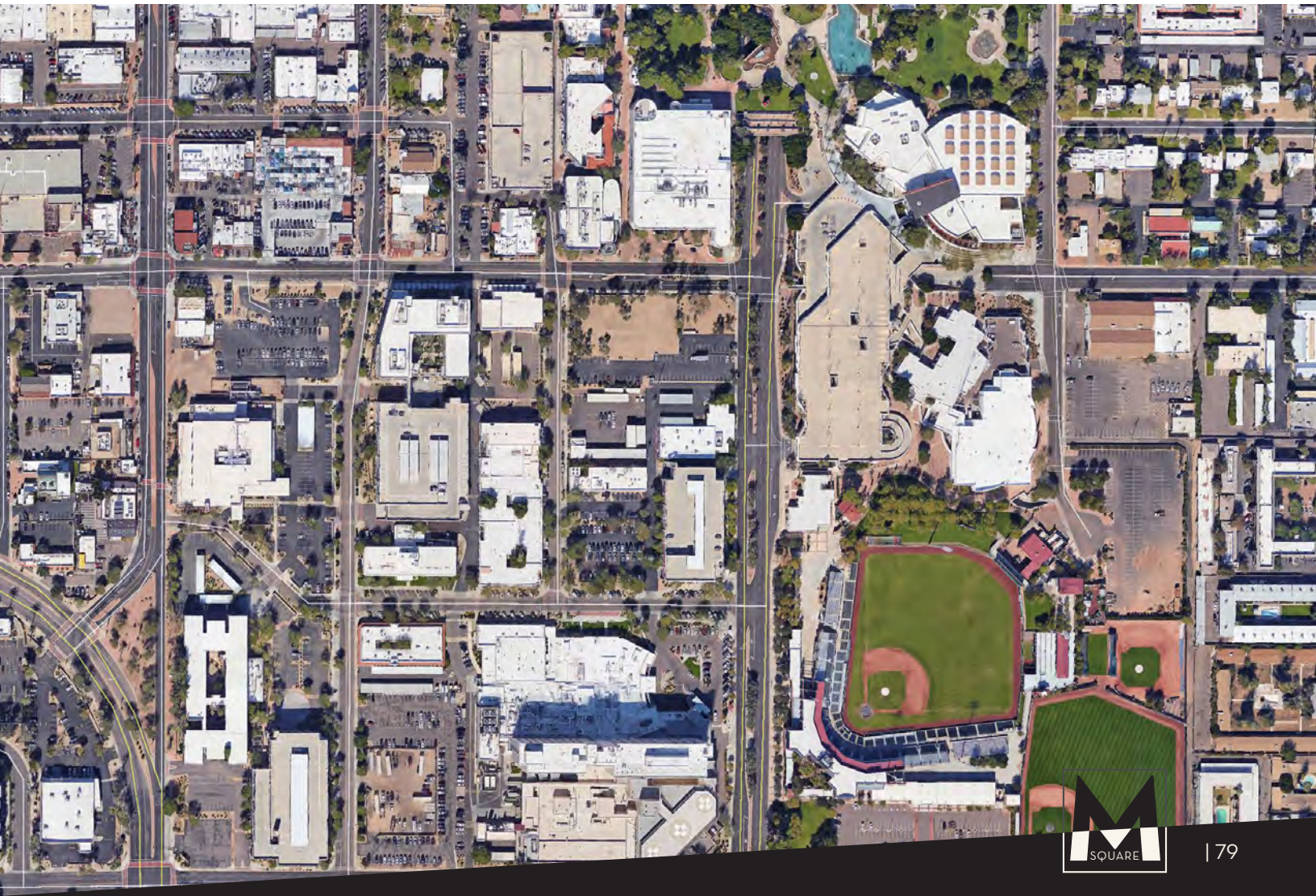
Today, this south end of Old Town is undistinguishable relative to the Arts District and downtown. There are limited conditions, features or elements that reinforce the importance of the cultural fabric. The vacant parking lots along Goldwater look rundown and there's little visual evidence of the significant cultural value of the Artist School, the Stagebrush Theatre and the Museum of the West. The Museum Square project will provide a new gateway to the Arts District, and the Museum Square Hotel will become a beacon that identifies the heart of this important community asset.



Unfortunately, today most visitors along Main Street in the vicinity of Marshall Way have no idea that the MOW, and Artists' School are just steps away. The new Museum Square development; with Hotels, cultural park, dining and residents, will infuse vitality and a heightened level of awareness for the MOW, the Artist School and the Stagebrush Theatre.

// WALKABILITY

The pedestrian environment in and around the project area is haphazard and lacks physical and visual continuity. The City is currently working on plans for streetscape improvements in Old Town and Main Street, which should dovetail well with the Museum Square development. The development team continues to coordinate with City staff so that Museum Square and its' planned streetscape improvements can tie into other adjacent street corridors in order to maximize pedestrian connectivity throughout the downtown.



// CONNECTIVITY

The development of Museum Square and enhancement of surrounding streets and walking paths will provide opportunities to make stronger connections north to Fashion Square Mall and the Scottsdale Waterfront, as well as better connectivity to the east, all the way to the Civic Plaza. This connectivity will also be reinforced with "complete streets" that include; convenient on street parking (with the added use of technology to let users know where open spaces are located- this technology program is currently being tested by the City), bike routes, trolley routes, safe crosswalks (with ADA accessibility), shaded sidewalks, street trees and specialty signage that helps visitors reach their destinations.

// CULTURAL OPEN SPACE

Today, the surroundings in and around the project area have little to no value for the City's aspirations of creating community oriented open space. The Museum Square plan calls for a new, multi-use park that will provide a major piece of open space in Old Town. The new park (the "Square") is envisioned to be part of a greater parks and open space system that connects different parts of the downtown area. Much like Olmstead's "Emerald Necklace" in downtown Boston, Scottsdale's version will link the Scottsdale Waterfront, the Civic Center Plaza and Museum Square with a series of pedestrian oriented "green" trails that provide safe, comfortable and attractive connections to these major downtown open spaces.



View today looking South down Goldwater Boulevard.





THE VISION

STRATEGY / MAJOR THEMES /
PURPOSE OF THE REQUEST /
DESIGN STANDARDS



STRATEGY

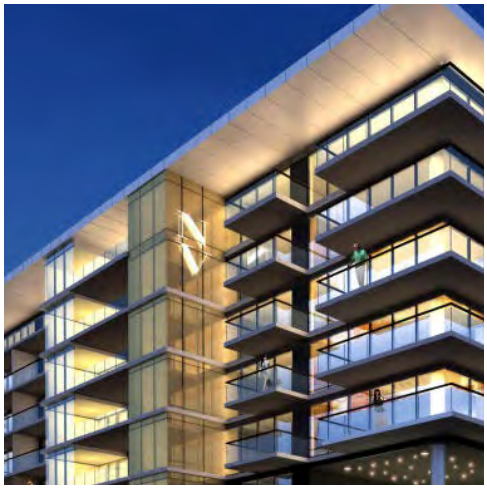
Macdonald Development has created several successful mixed-use oriented development projects that have brought together key aspects of culture, the arts, entertainment, transportation, and highly successful residential and community gathering spaces. The common theme in all these projects has been the firm's keen ability to have each aspect of a multi-faceted project be additive and accretive in nature—that is to say:

the holistic whole of the development should well exceed the sum of the parts.

The strategy for Museum Square is not to simply build a series of individual buildings, but to create a special and unique arts-oriented environment, when taken in context of the totality, creates a more successful outcome for residents, guests, and the community.

In the case of Museum Square, the equation is not 2 + 2 = 4; the aim of the development team is to have 2 + 2 = 8 or 9. This new paradigm of desert cultural living and overall enhanced community sustainability for our neighbors is achieved through the physical connectivity of the proposed program and properties, the adjacency of the City's existing cultural assets and the proximity to the range of downtown conveniences associated with shopping, dining and recreation; all within walking distance of Museum Square.







KEY DEVELOPMENT AND DESIGN THEMES

1. URBAN INTEGRATED/ ORCHESTRATED COMMUNITY MASTER PLAN

- Compact, walkable garden setting in the heart of the City
- Easy access to shops, dining, culture, commerce and education
- Luxury living with unique indoor/ outdoor environments

2. OPPORTUNITY TO SOLIDIFYING A THRIVING ART'S DISTRICT

- Mixed-use development anchored by a new 4 star hotel at Museum Square
- "Partnership" with the City and the Museum of the West (Named the best western art museum in the US- planned expansion and integration)
- Over 600,00 square feet of mixed-use development

3. DEVELOPMENT CENTERED AROUND A NEW NEIGHBORHOOD ORIENTED PARK THE "SQUARE")

- Multi-use, robust landscaped plaza with shade, water, art, lawn, seating and native desert plantings
- Integrated outdoor art installations and associated special events
- Connected to the City's open space system through a network of urban trails, bikeways and downtown shuttle

4. SPECIAL DESERT CONTEXTUAL ARCHITECTURE

- Oriented to the art scene and Scottsdale's history through the creative use of materials, features and treatments
- Sensitive to the desert climate and inclusion of sustainable design principles that will ensure comfort and building systems efficiencies
- Designed to complement the Museum of the West and it's use of concrete and cor-ten steel.
- Dramatic mountain view opportunities













MAJOR THEMES

// CULTURAL INTEGRATION

Museum Square will be a highly integrated, and orchestrated culturally oriented master plan community. The key to a true cultural context is the physical connectivity of the new development at the street level and the permeability of the space from one point to another. There are many examples today of taller buildings that don't add to the vitality of their setting because they are literally separated with walls, fences or other means of barrier.

The intent for Museum Square is to create a better balance of connectivity with the necessity of private space. Great care has been taken with the placement and orientation of all the buildings in order to ensure a truer cultural environment where pedestrian access is provided in multiple ways and in multiple locations. Approximately 60% of the Museum Square development will be open space and key elements of that area will be accessible to the public. This connectivity will help ensure a more vibrant and active environment for all. This connectivity will be highlighted with garden walks, ground level townhomes, public main building entries, multi-use public park (the "Square") and the ground level of the Hotel which may have a coffee lounge, restaurant and bar with a great indoor-outdoor setting.

"NOT VERY OFTEN DOES AN OPPPORTUNITY LIKE THIS PRESENT ITSELF TO THE CITY—TO HELP TRANSFORM THE ARTS DISTRICT INTO A VIBRANT, THRIVING CENTER OF ACTIVITY AND BEAUTY.

I CAN'T WAIT!"

- VERNON SWABACK FAIA, FAICP
SWABACK pllc













// SUSTAIN A THRIVING ARTS DISTRICT

Museum Square has been described by many as a "game changer" for the Arts District. With an anticipated construction cost of close to a quarter billion dollars and a total planned square footage over 650,000 square feet, the project will be transformative for the entire area. The new Museum Square Hotel (anticipated as a 4 star property) will be the beacon for the Arts District and is expected to bring well over 70,000 guest stays annually.

The planned luxury residential units will result in a new critical mass of residents that will instill a new "economic body-heat" to the area; in-terms of their involvement, participation and economic impact.

Taken all together, the significance of the project will have a major positive impact in and around the Arts District and Old Town. The greatest benefactors will likely be the Museum of the West, the Artist School, the Stagebrush Theatre and the Main Street businesses (galleries, restaurants and shops).

This strategic effort has been developed in close collaboration with the City and represents the very best aspects of public-private partnerships. All with the goal of creating a more vibrant and dynamic Arts District for Scottsdale and the community.

// NEW NEIGHBORHOOD CULTURAL PARK

A key focal point for the entire project will be the new Museum “Square”; a new public park designed to allow for multiple events, festival and activities. The design calls for a robust landscaped plaza with shade, water, art, lawn, seating and native desert planting. The components of the park will be designed in such a manner that the space feels comfortable with both small and large groups. Strategically located between the Museum of the West and the new Museum Square Hotel, the park will serve as a setting for outdoor sculpture. The Hotel’s ground level restaurant will engage the south side and allow for great indoor- outdoor dining. Whimsical features, elements and park components will make it a dynamic and fun setting for all ages.

The location of the "Square" and its orientation will enhance the opportunity to create convenient sidewalks, trails along Marshall Way north to the Scottsdale Waterfront and along 2nd Street to the east to Civic Center. This “looped” system of the trails and cultural parks/ open space has been described as Scottsdale’s version of the Emerald Necklace (a reference to Frederick Law Olmstead’s park and open space design for Boston’s historic downtown).













// SPECIAL DESERT CONTEXTURAL ARCHITECTURE

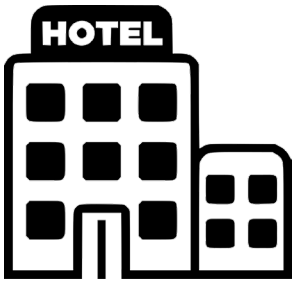
While the Museum Square Hotel will set the stage associated with design, all the buildings will pay tribute to the Arts District through the creative use and integration of materials, colors and features. Many of the Arts District's in the United States have been established in rehabilitated warehouse districts. This industrial oriented vibe has been carefully introduced to Museum Square with the inclusion of brick. The Hotel will also be designed to celebrate the adjacent Museum of the West through the use of metal panels, complimentary colors and the creative use of textures and forms that have similarity to the Museum's architectural vocabulary.

Brick too has been an important historical building material in Old Town Scottsdale and will provide a richness to the palette of building materials. Unlike some of the current local design trends that either rely on all glass facades or predominate stucco facades with small windows, the designs for Museum Square are focused on beautiful sophisticated compositions that can be characterized by a "desert classic contemporary" style. A style that is more timeless in nature and one that provides a signature character to the Museaum Square Hotel that highlights great proportions, rhythm and balance, shade and shadow, and color and texture.

All design components; from building orientation to massing and materials, will be thoughtfully integrated into an overarching sustainability strategy that aligns with the City's goals and aspirations. The building design and building systems will likely meet most significant measures associate with sustainability best-practices and LEED equivalencies.

// BY THE NUMBERS

While the development plan includes a tremendous amount of detail and data. There are several key figures that help to summarize the overall magnitude of the projects and its potential value to the City, community and Arts District.



70,000+

Number of expected Museum Square Hotel stays annually



733

Number of below grade parking spaces



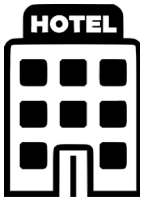
238

Number of trees proposed for the development



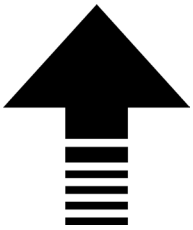
346+/-

Number of residential housing units



190+/-

Number of Hotel rooms in the Museum Square Hotel



150

Proposed height of the Hotel (plus the 6' Hotel spire)



27.5

Purchase price (in millions) for the land sale



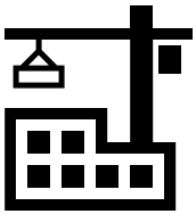
4.5

Size of the parcels purchased (in acres)



1

Spire feature wall that celebrates 1912, Arizona's Statehood



.3+

a billion (dollars), the estimated cost of construction



View north into the "Square".





THE MASTER PLAN

ILLUSTRATIVE PLAN / CONTEXT AERIAL / CULTURAL CONNECTIVITY & MUSEUM WAY / OPEN SPACE / PEDESTRIAN CONNECTIVITY / CULTURAL NODES / SCALE COMPARISON



The master plan for Museum Square

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 - 110 UNITS
   - 139 ' HEIGHT
4. **RESIDENTIAL BUILDING #4**
   - 6 STORIES - 92 UNITS
   - 75 ' HEIGHT
5. **HOTEL - THE ARIZONAN**
   - 13 STORIES - 190 KEYS
   - 150 ' HEIGHT (PLUS 6' SPIRE)
6. **SURFACE PARKING LOT**
   - 90 SPACES
7. **ON-STREET PARKING**
   - UP TO 45 SPACES (West of Marshall Way)
8. **RESIDENTIAL PARCEL PURCHASE**
   - 134,214 SQFT +/-
9. **EXISTING NORTH / SOUTH DISTRICT ESPLANADE**
10. **CONDOMINIUM PARKING TRAY'S**
    - (BELOW GRADE) 423 SPACES
    - (7 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**
    - 63,616 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**
    - 160 SPACES (BELOW GRADE)
    - UP TO 18 ABOVE 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**
    - 150 SPACES
    - (5 SURFACE SPACES)
33. **EXISTING PUBLIC PARKING ACCESS**
    - 130 PARKING SPACES
34. **EXISTING OVERHEAD UTILITY LINES PLACED UNDERGROUND**
    - 2ND STREET & PROPOSED CONDO PARCEL

ILLUSTRATIVE PLAN

The illustrative plan provides detailed information associated with the overall planned development. The plan and accompanying legend highlight the proposed buildings within the overall context of the site layout. Building locations, orientation, size, scale and height are provided. While the plan is conceptual in nature, the development team has gone to create lengths to ensure an accurate level of detail associated with the proposed building program and associated proposed site improvements. Detailed analysis has been conducted over the past 12 months to ensure the overall design direction and vision for the project.

This analysis included:

a. Space programming (for hotel and residences)
b. Market analysis and detailed feasibility
c. Cost estimates and finance strategies

In addition to the five proposed buildings, the conceptual plan illustrates "surface" level site improvements (drives, paving, trees, landscape areas, etc.). The below-grade parking, while not depicted, is noted in the legend and will accommodate all five buildings. Generally, the below-grade parking follows the extent of the property boundaries associated with each building area. The conceptual plan does highlight the proposed access points for each below-grade parking structure.

CULTURAL CONNECTIVITY & MUSEUM WAY

The Museum Square project will not only solidify a new hub for the heart of the Arts District, it will also act as a catalyst to better reinforce pedestrian connectivity throughout the Old Town area. The project's program and proposed streetscape treatments, along with the City of Scottsdale's planned sidewalk improvements throughout Old Town, will establish a more comfortable environment for strolling throughout Old Town. For Museum Square, this expanded strategy of improved walkability and connectivity will be translated along 2nd Street. Today, mostly considered an after-thought, the adjacent diagram shows how this street corridor could be turned into "Museum Way" and provide direct connectivity between, Museum Square, the MOW, the Scottsdale Historical Museum (The Little Red School House) and the Scottsdale Museum of Contemporary Art.

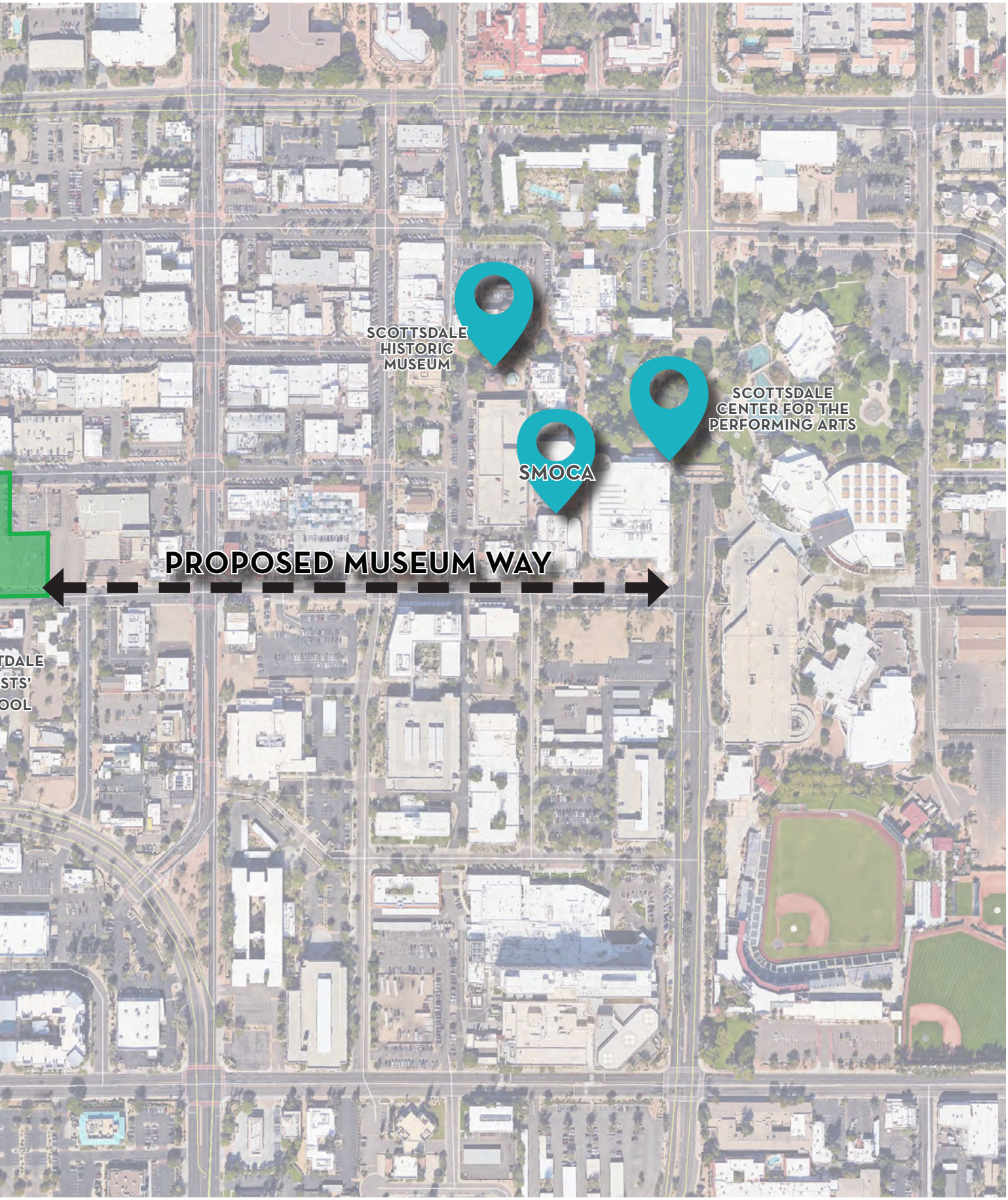
This section of 2nd Street could be re-named as, "Museum Way".

Mutual promotions and marketing programs, along with the Main Street Artist Galleries Association, could help to reinforce the unique nature and opportunity of celebrating culture and the arts.

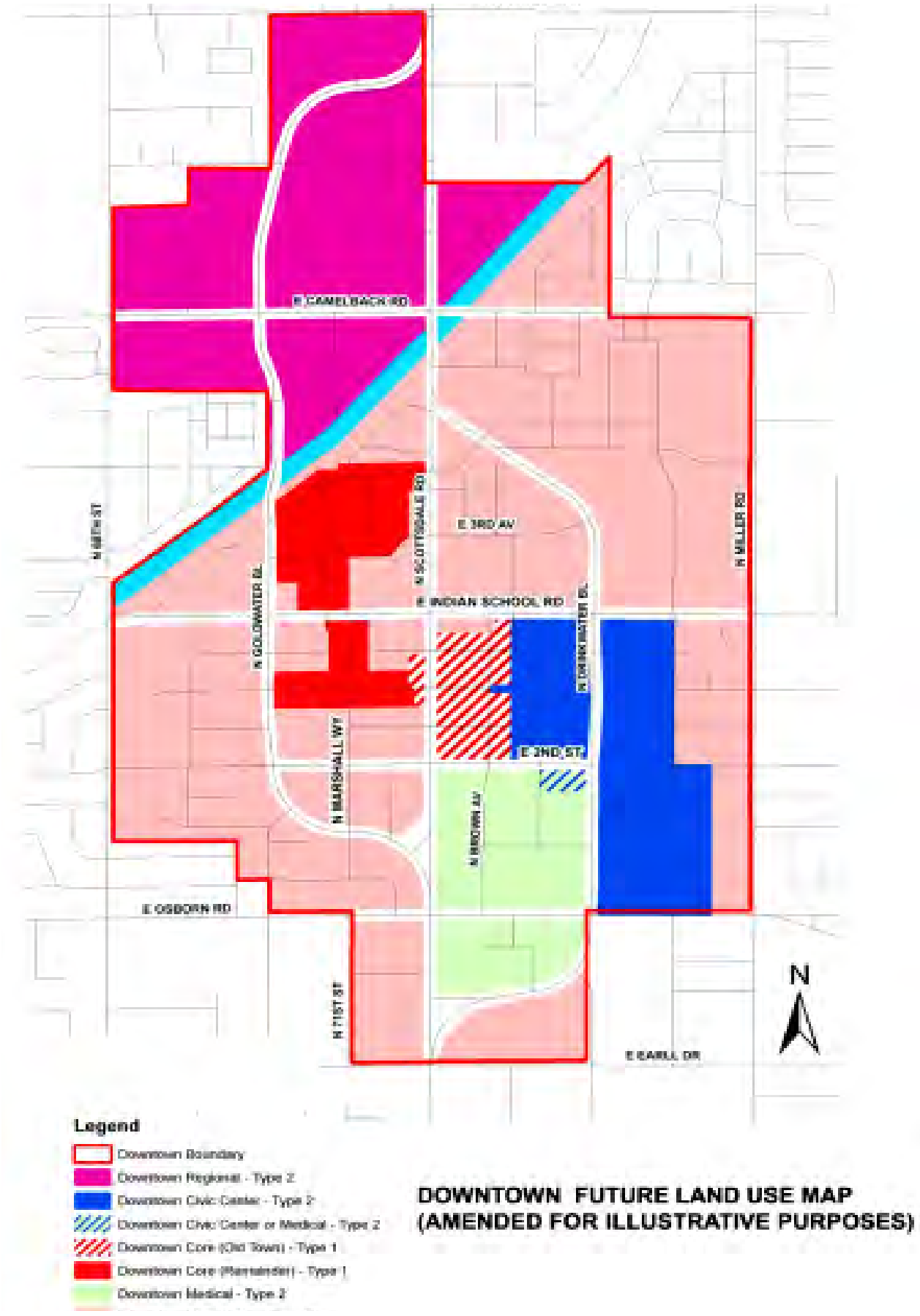
Based on the City's suggestion of creating a "Museum Way" along Second Street that can help to highlight and link the series of identified cultural resources in and around this area, the Applicant would be willing to participate in a signage program along this route that reinforces these opportunities. This can be done in creative ways as well as be placed in strategic locations. In addition, the Applicant would embrace the opportunity to incorporate this theme and reference into the overall marketing and promotion campaign for the new hotel."

In addition to these north south connections, Marshall Way offers a great opportunity to provide better linkage north and south, all the way up to the Waterfront and Fashion Square Mall.




SCOTTSDALE
HISTORIC
MUSEUM
SCOTTSDALE
CENTER FOR THE
PERFORMING ARTS
SMOCA
PROPOSED MUSEUM WAY

LAND USE PLAN

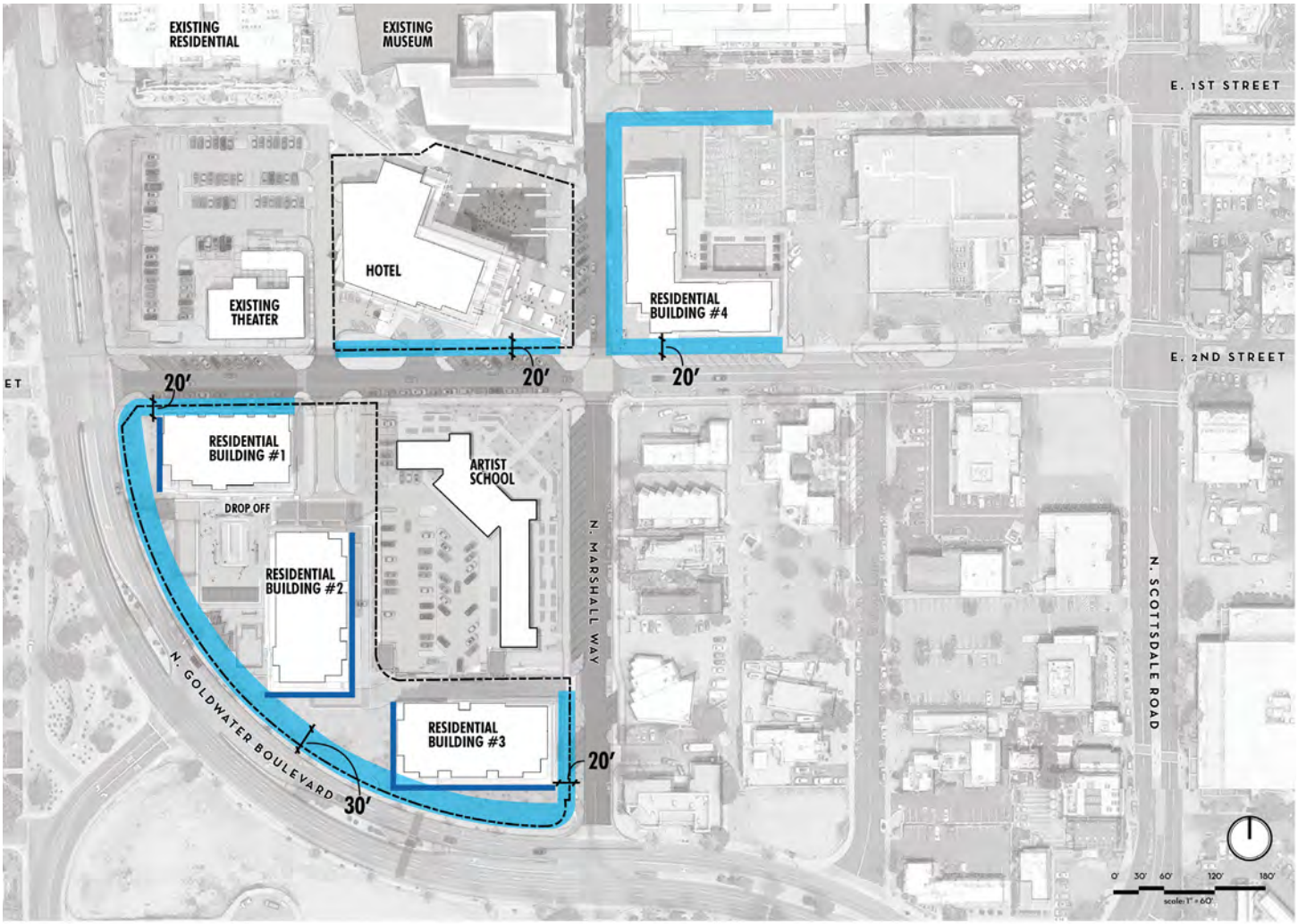


DOWNTOWN FUTURE LAND USE MAP (AMENDED FOR ILLUSTRATIVE PURPOSES)

ZONING SETBACKS

As part of the re-zoning effort, the submittal documents include detailed data associated with building setbacks. The accompanying diagram identifies the critical setback information along each street front in association with the location and orientation of each buildings. The development team has coordinated with City staff to ensure the Goldwater Boulevard setbacks are enhanced based on the thoughtful placement of buildings. Note the considerable amount of open space that is included along the edge of the setback based on the staggered orientation of the buildings. This will allow for more visual interest and versus have continues building masses right up to the setback.

In addition to the setback lines, the exhibit also illustrates the "step backs" of the building mass. The following pages provide several illustrations that articulate the design intent associated with setbacks and step backs.

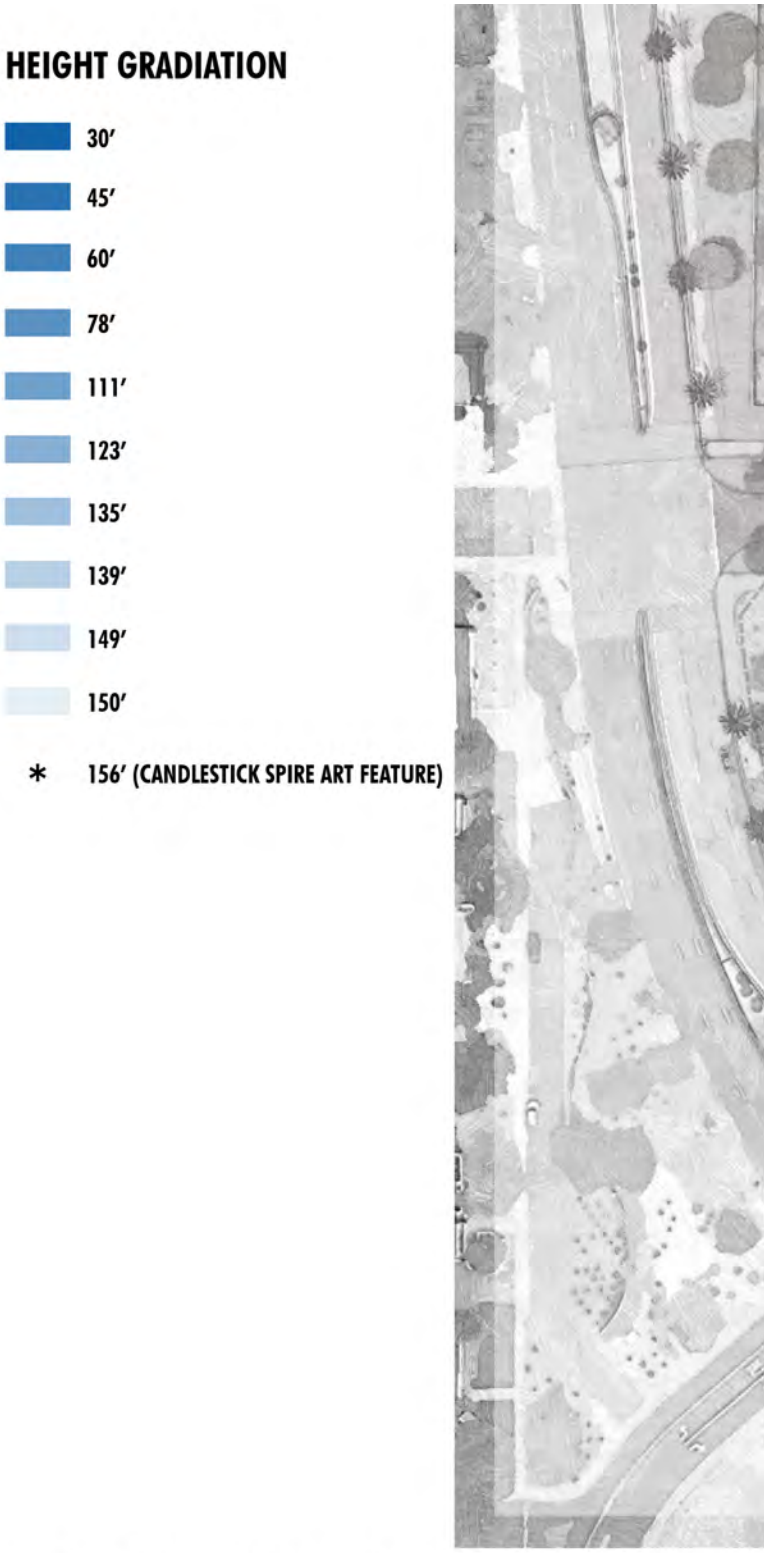


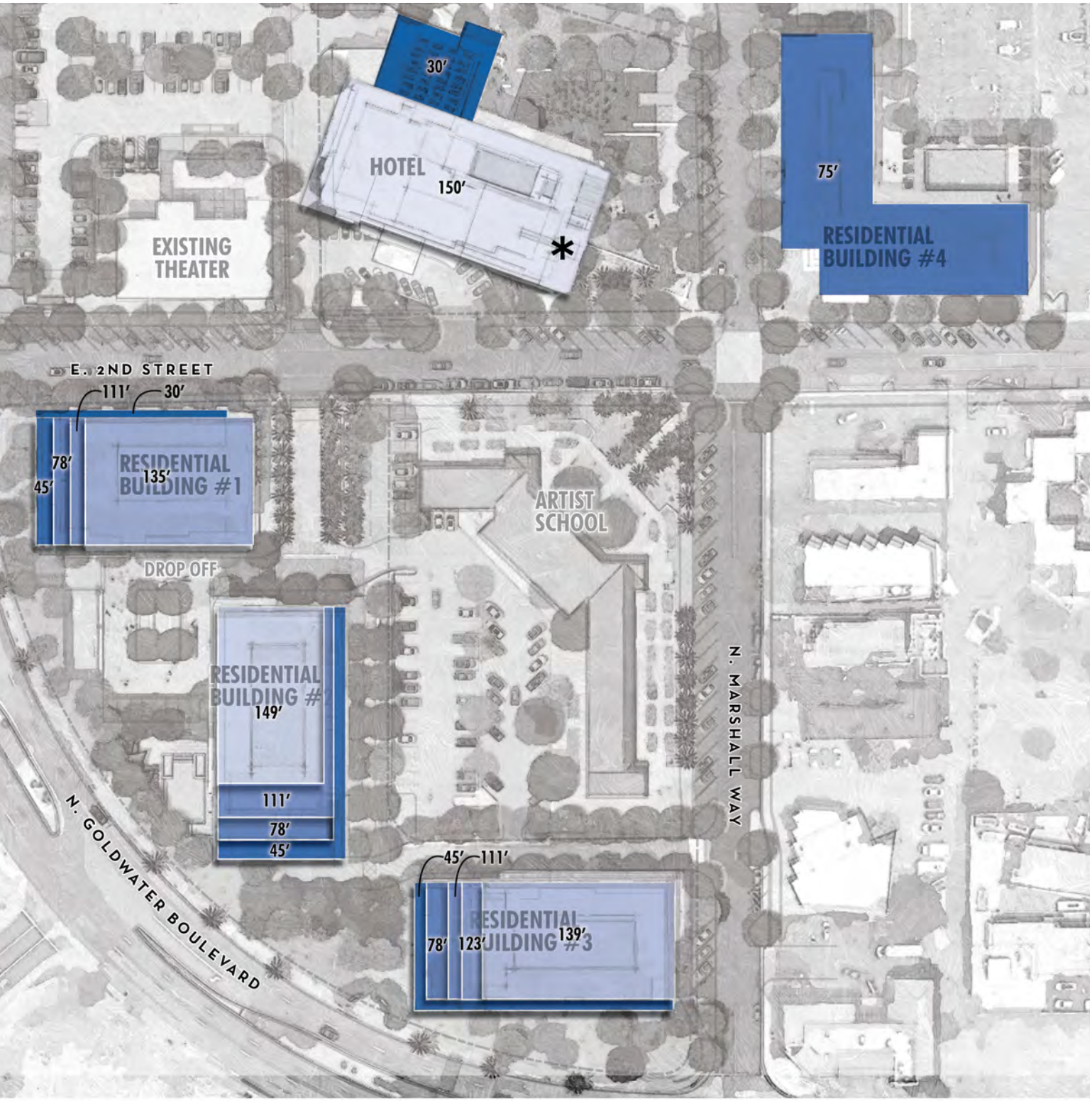
BUILDING STEPBACKS

HEIGHT GRADIATION

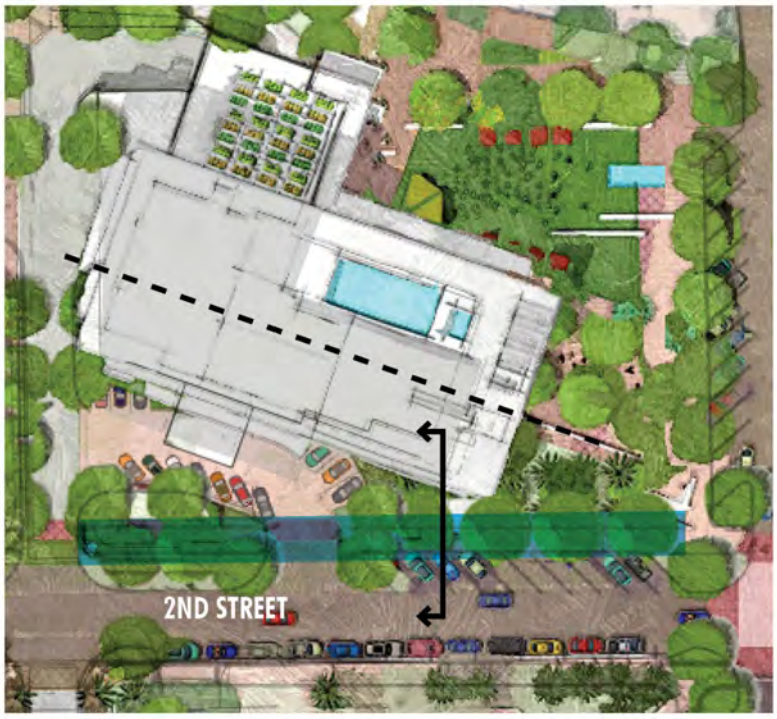
The design for Museum Square is based on a sophisticated series of initiatives that reinforce the special and unique nature of the development within the context of this area of Old Town. This effort includes the strategic location, orientation and massing of the proposed buildings. In addition, the building massing is articulated with a series of step backs that result in smaller footprints as the buildings get higher. The accompanying diagram provides a visual reference to the setbacks in association to overall height. The darkest blue colors and closet to the ground (the lowest and biggest masses) and the lightest colors are furthest from the ground (the highest and smallest masses).

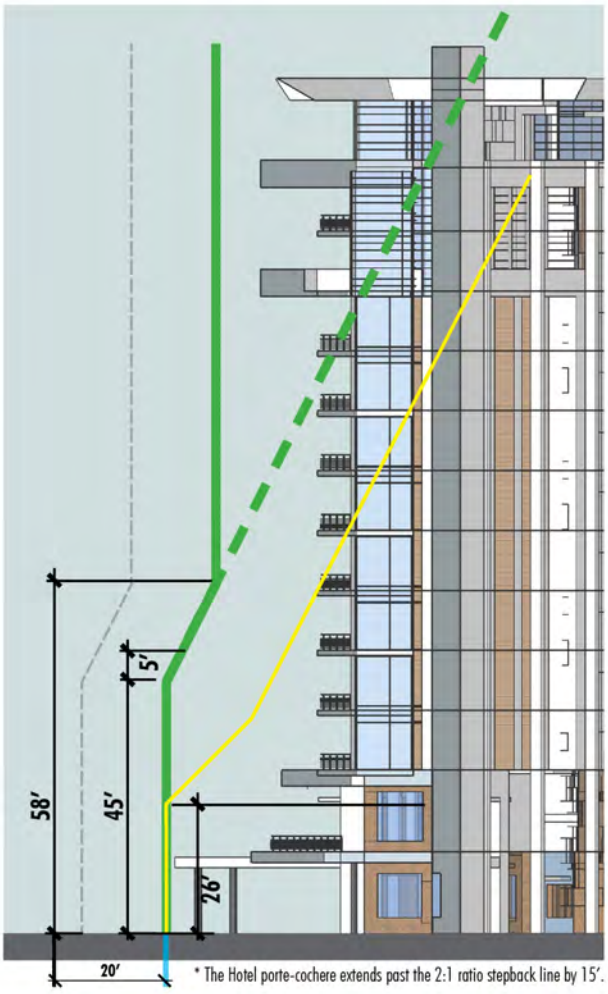
While the Conceptual Plan identifies "total building height", this exhibit provides clarity as to the careful nature step backs associated with massing.




30′
HOTEL
150′
*
EXISTING THEATER
75′
RESIDENTIAL BUILDING #4
E. 2ND STREET
111′
30′
78′
45′
RESIDENTIAL BUILDING #1
135′
ARTIST SCHOOL
DROP OFF
RESIDENTIAL BUILDING #
149′
111′
78′
45′
N. MARSHALL WAY
N. GOLDWATER BOULEVARD
45′
111′
78′
123′
RESIDENTIAL BUILDING #3
139′

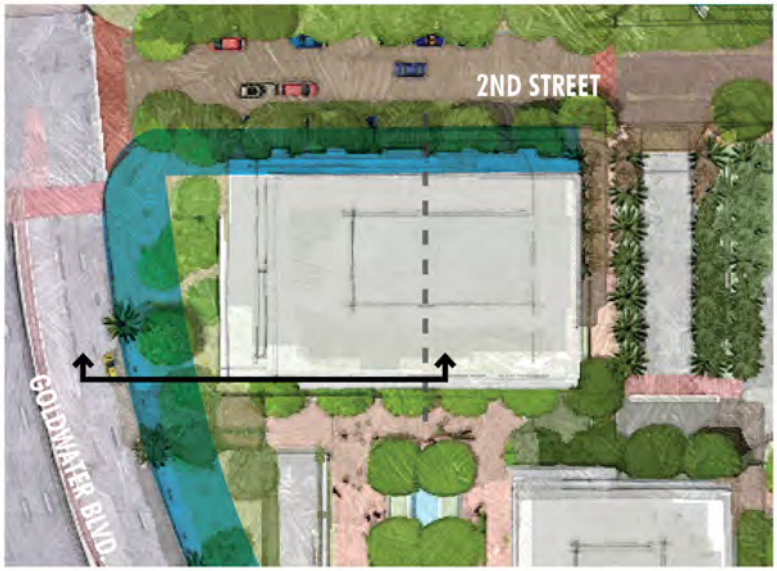
HOTEL

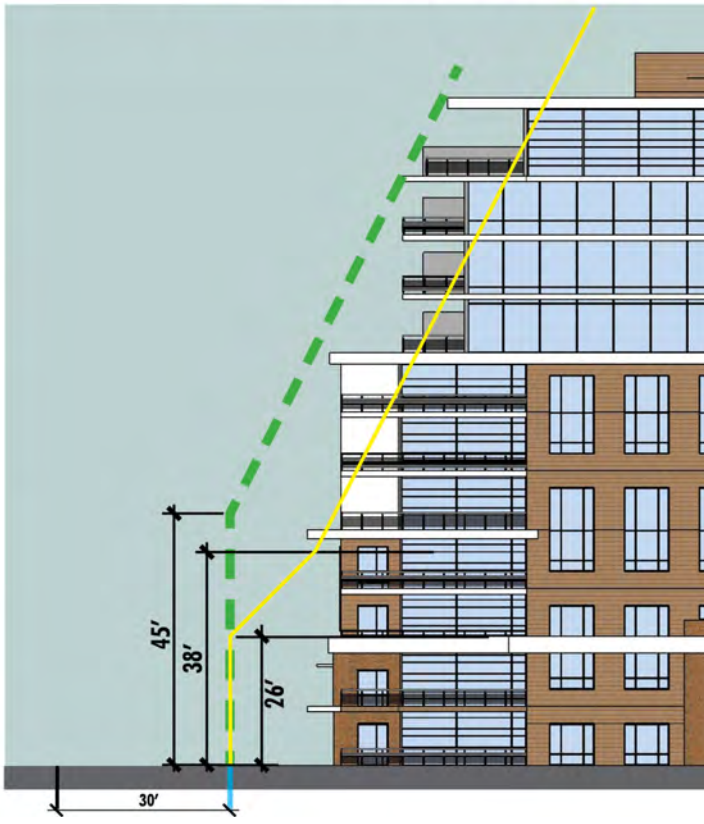




* The Hotel porte-cochere extends past the 2:1 ratio stepback line by 15'.

RESIDENTIAL BUILDING 1





BUILDING STEPBACKS

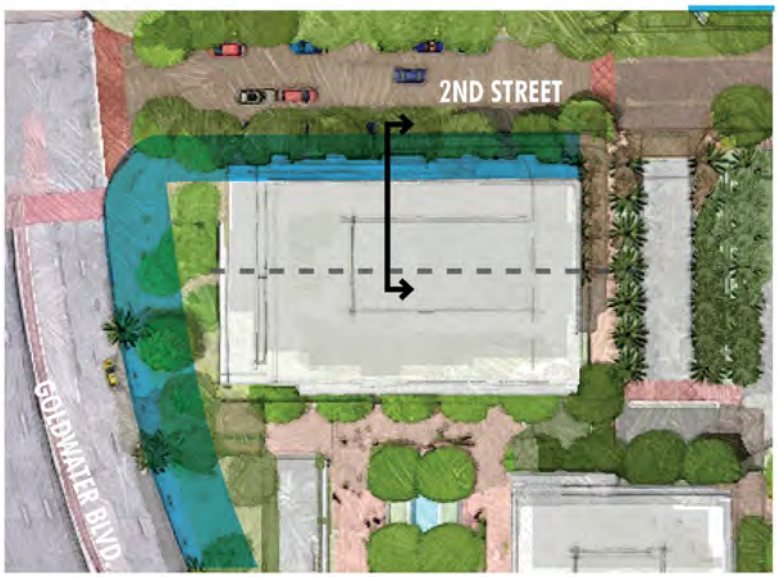
DETAILED CONDITIONS

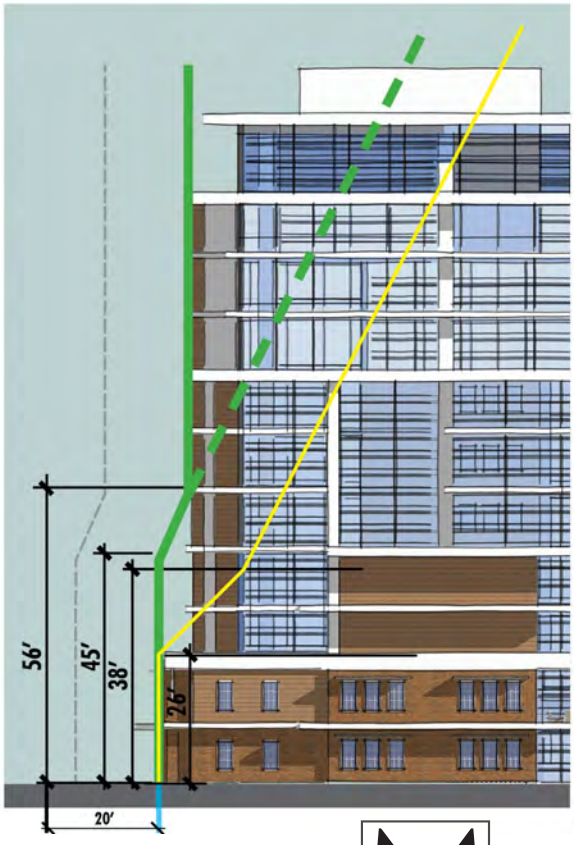
The series of plan and section illustrations articulate the relationship between the building setbacks and the proposed stepbacks within the context of current City standards (45' vertical along setback line and transitioning upward at a ration of 2:1- depicted in the green line) . The proposed development standards for Museum Square and associated language is included in this submittal and shall represent the new standards for this specific project.

KEY

- BACK OF CURB
- SETBACK LINE
- PROPOSED STEPBACK
- TYPE 3 ALLOWED STEPBACK
- LALOMA APPROVED STEPBACK
- 15' PROPOSED EXCEPTION

RESIDENTIAL BUILDING 1



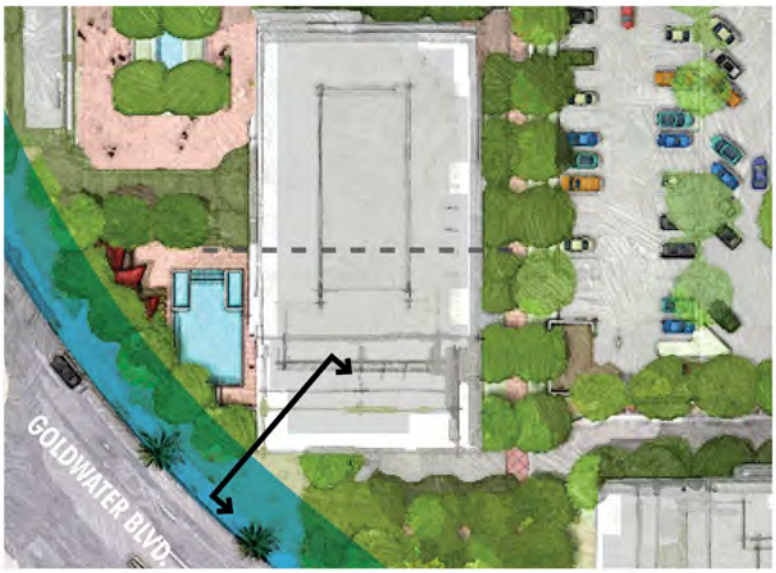


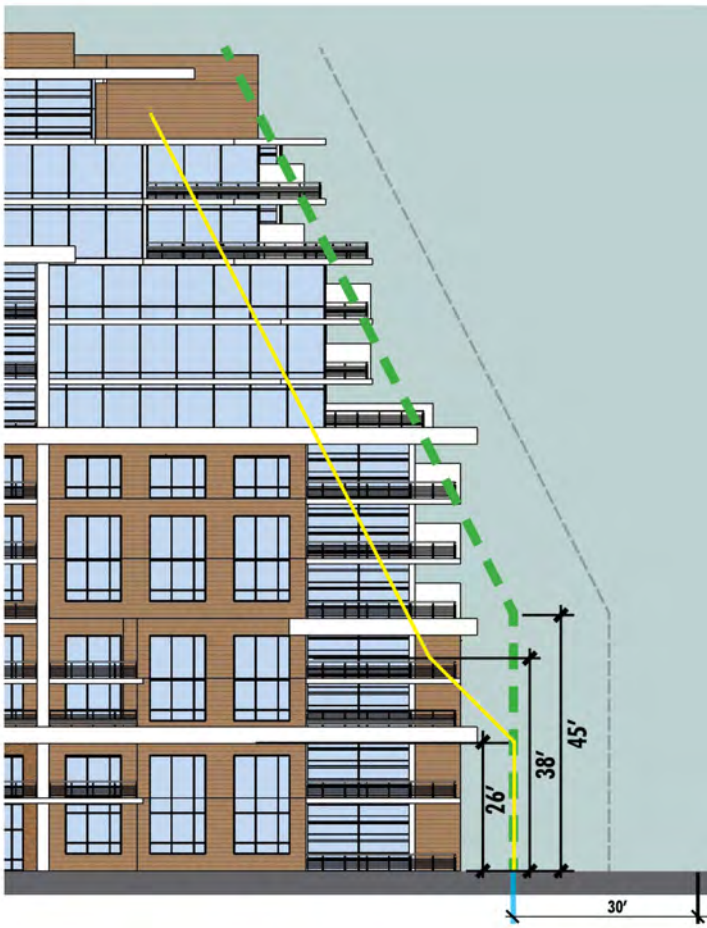
BUILDING STEPBACKS

KEY

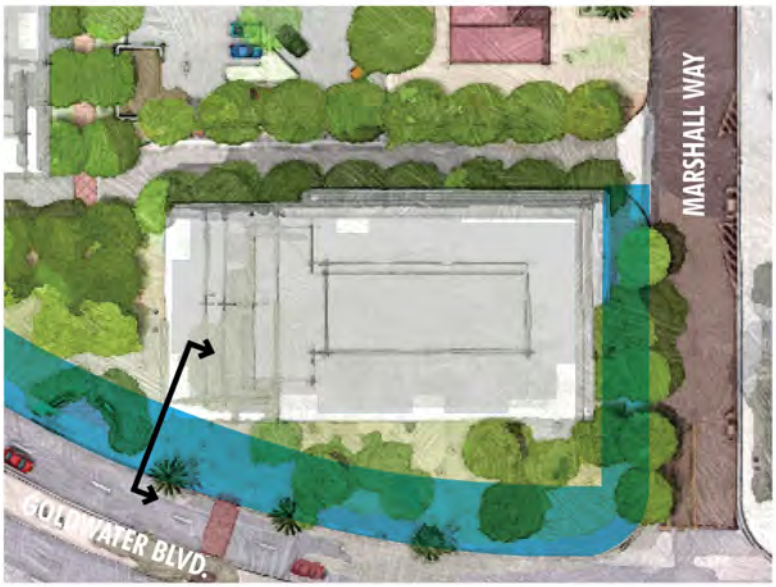
- BACK OF CURB
- SETBACK LINE
- PROPOSED STEPBACK
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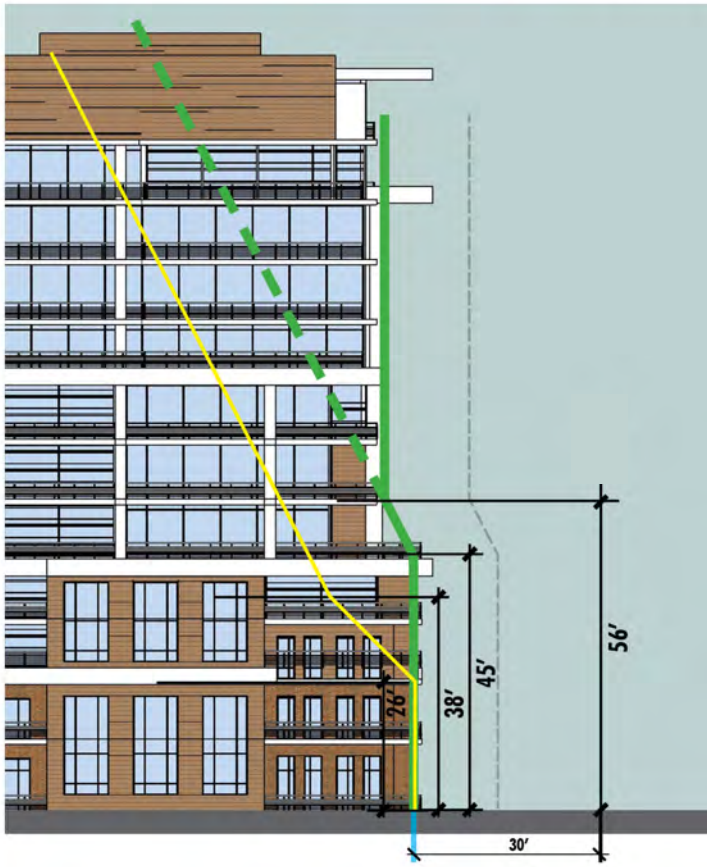
RESIDENTIAL BUILDING 2



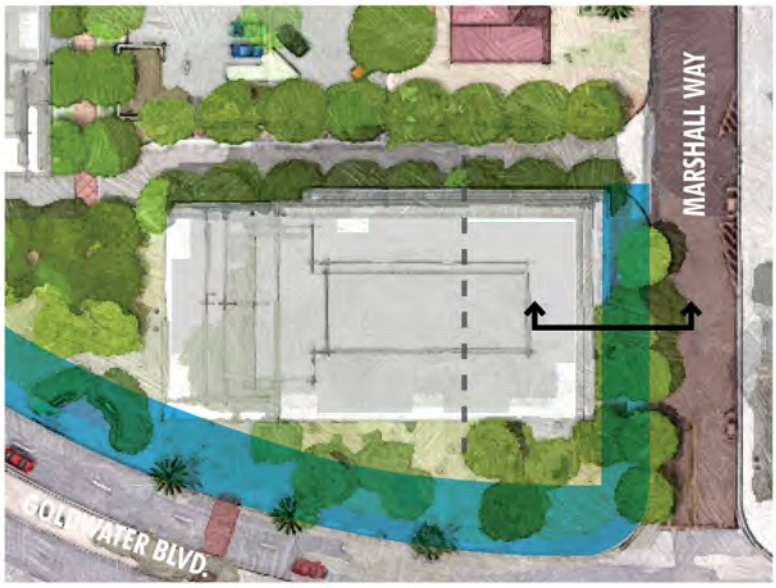


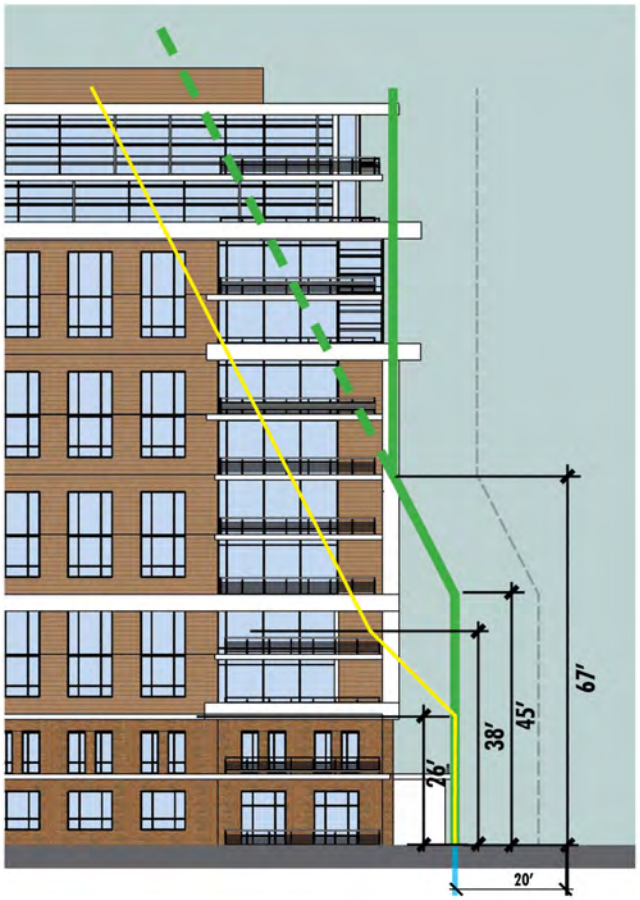
RESIDENTIAL BUILDING 3



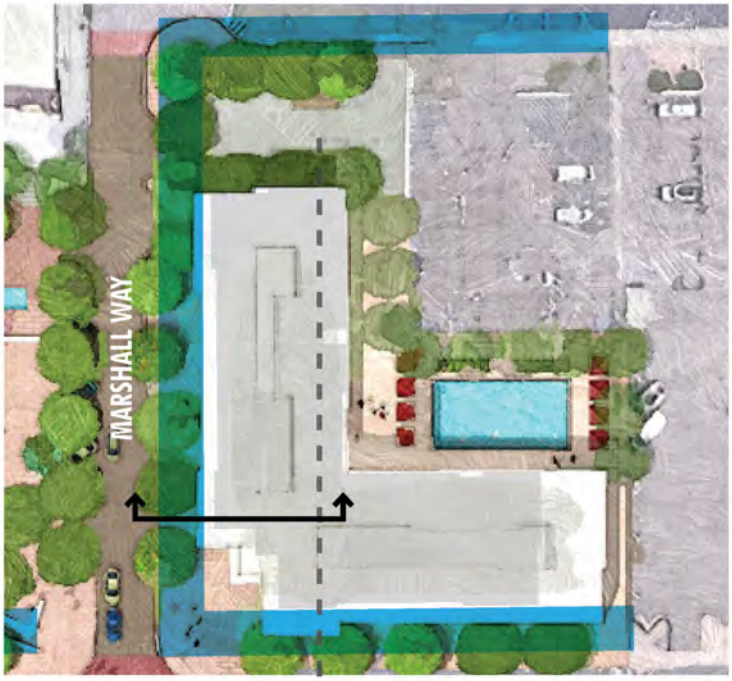


RESIDENTIAL BUILDING 3





RESIDENTIAL BUILDING 4

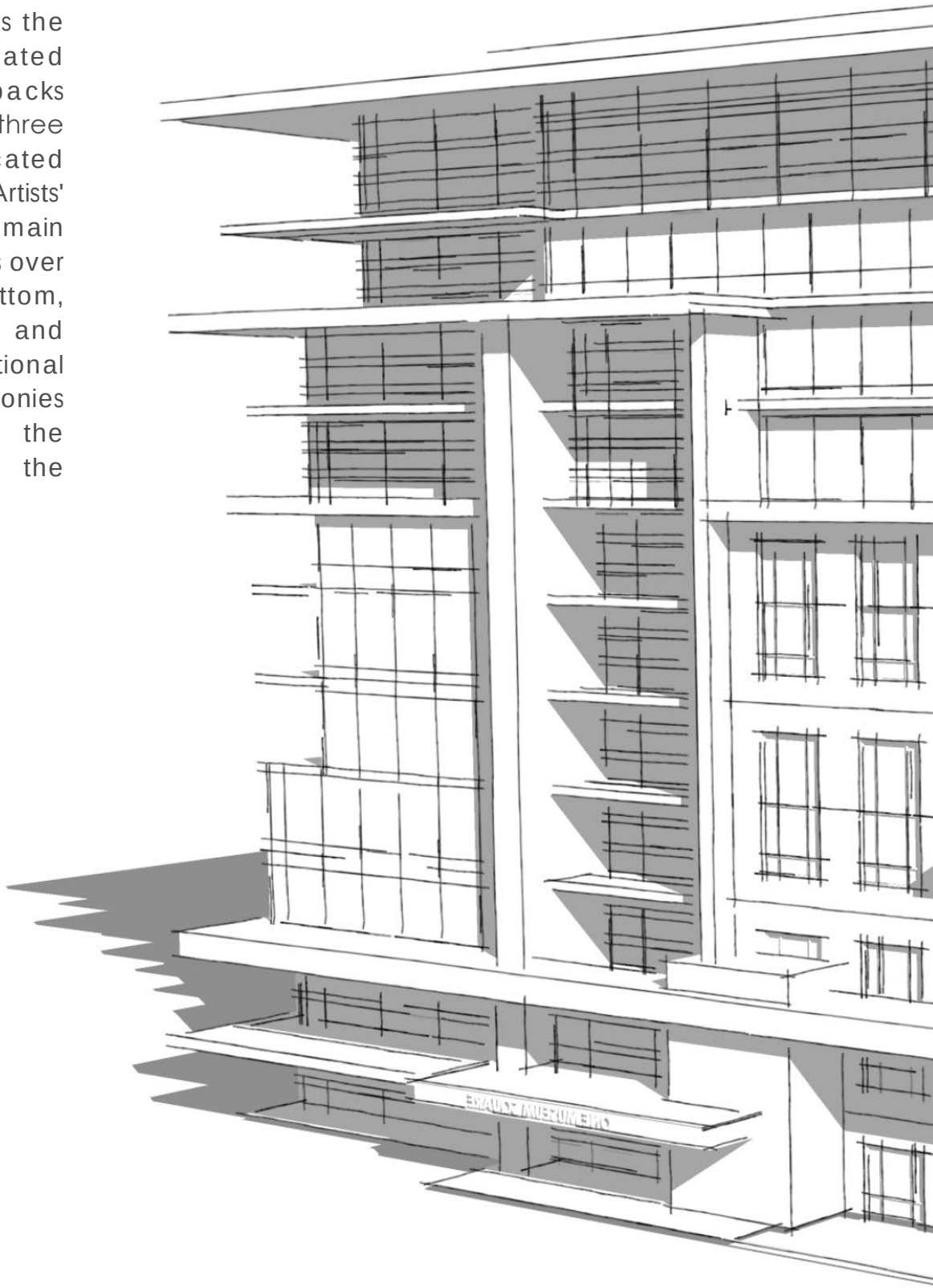


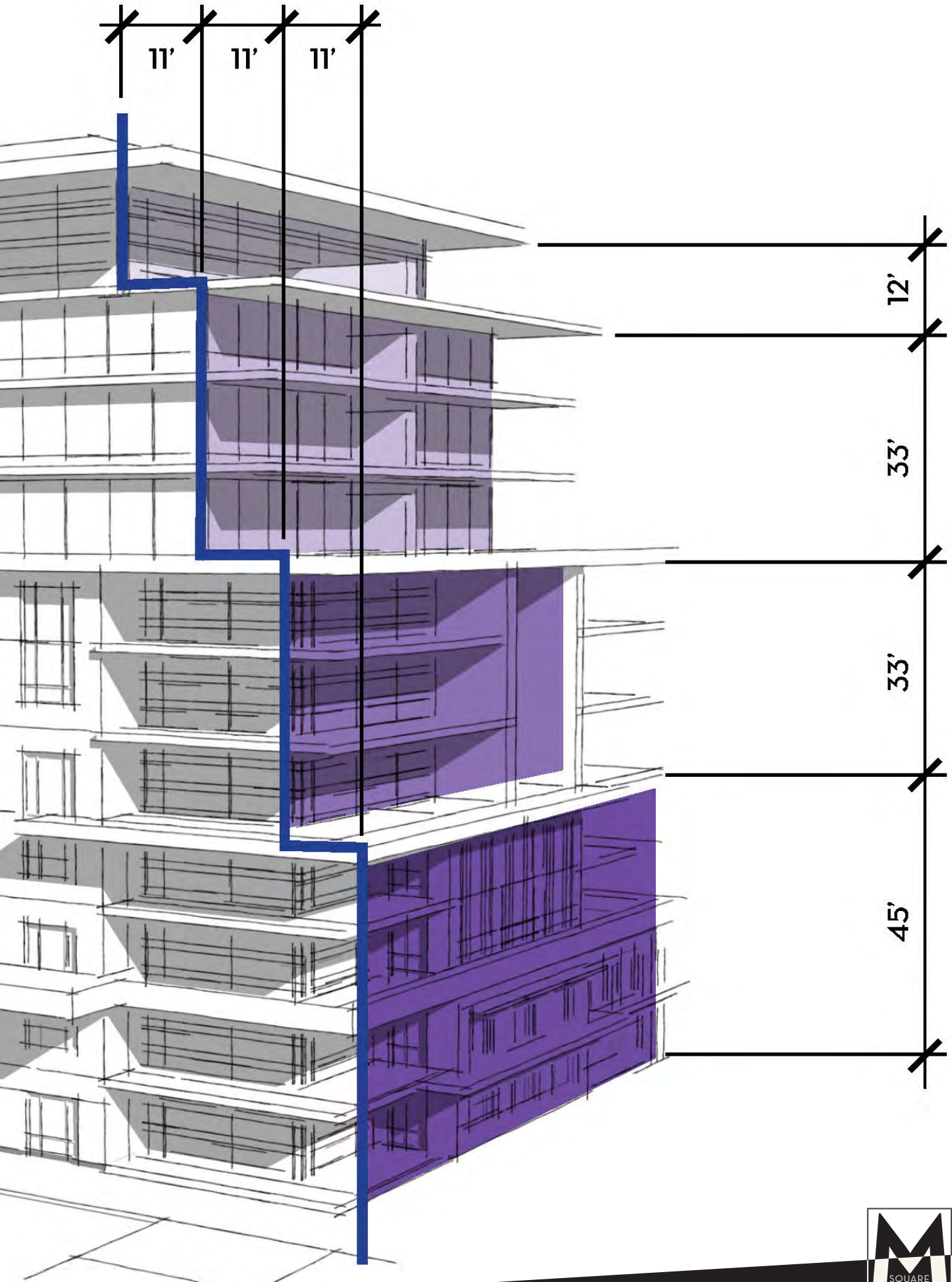


BUILDING STEPBACKS

MASSING ILLUSTRATION

This illustration highlights the design intent associated with the series of stepbacks identified for the three residential buildings located west and south of the Artists' School. While the main building mass stepbacks over 30 feet from top to bottom, the facade treatment and design will include additional articulation with balconies and features; all with the intent of enhancing the design.




11'
11'
11'
12'
33'
33'
45'

PARKING

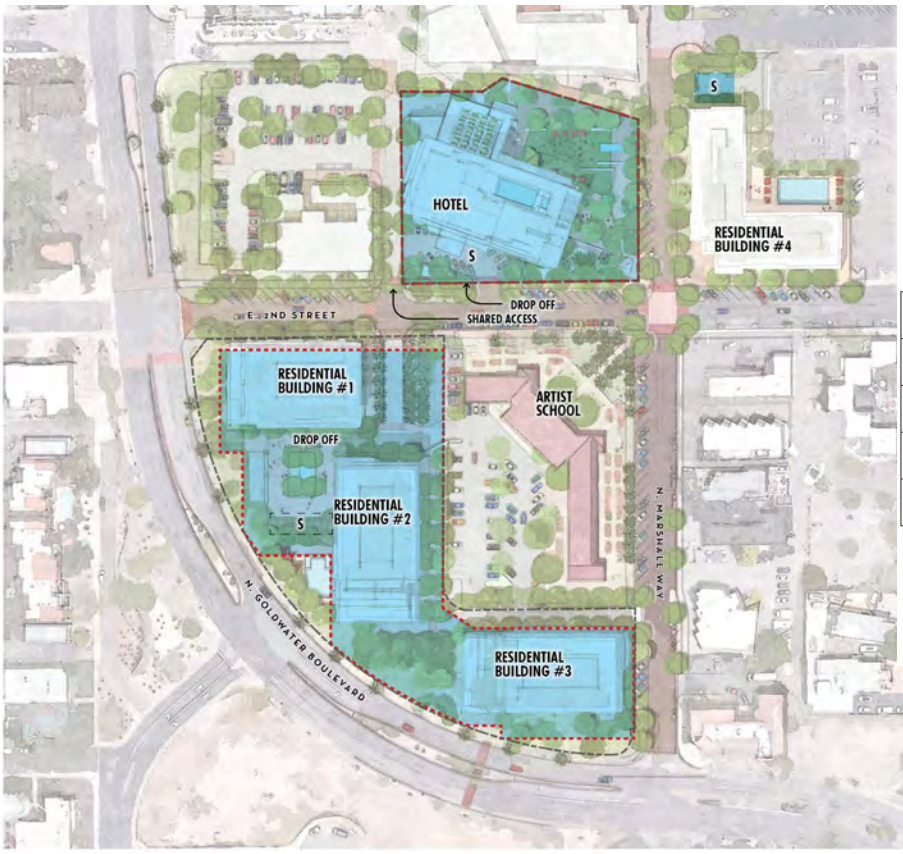
STRATEGY

The majority of parking for Museum Square will be located below-grade in a series of underground parking structures. In addition, the development team has coordinated with City Staff on the integration of on-street parking on both 2nd Street and Marshall Way. This on-street parking strategy aligns with the City's goals to create more "complete streets" that can accommodate; comfortable sideways, on-street parking (angled and or parallel), travel lanes (in each direction) and bicyclists. The current Trolley "stand" location, just north of the Marshall Way/ 2nd Street intersection (on the west side of Marshall Way), will be relocated in a nearby locale.

The private parking for Museum Square includes parking for the proposed four residential buildings and the Museum Square Hotel.

- Residential Buildings #1, #2, #3, and #4 with 585 parking stalls provided, will exceed the parking requirements of the City of Scottsdale Code.
- Museum Square Hotel : A separate Parking Master Plan has been completed for this hotel which will provide 178 parking stalls for the 190 hotel rooms.

Additionally, the public on-street parking will be increased by approximately 80 spaces.



PARKING COUNTS

	HOTEL UNDERGROUND PARKING	160 SPACES**
	RESIDENTIAL BLDG 1, 2, 3, 4 UNDERGROUND PARKING	573 SPACES
S	RESIDENTIAL BLDG 1, 2, 3, 4 & HOTEL SURFACE PARKING	30 SPACES**
	TOTAL OFF-STREET PARKING:	763 SPACES**

PARKING REQUIRED & PROVIDED

BUILDINGS	REQUIRED	PROVIDED
RESIDENTIAL BUILDINGS 1-3	393	430
RESIDENTIAL BUILDING 4	126	155
HOTEL	152*	178

** REQUIRED PARKING BASED ON AGREED UPON .8 / UNIT DENSITY.*

*** FINAL FIGURE MAY ADJUST BASED ON TECHNICAL COORDINATION WITH CITY'S PLAN FOR PUBLIC PARKING A LEVEL LOWER/BELOW.*

PHASES

POTENTIAL

The diagram below portrays a conceptual version of the possible stages of build-out for Museum Square. While required as part of the City submittal process, the actual implementation and phasing of the project at this point in time is unknown and unknowable. The actual phasing will be dictated by several factors including; economics, the market, financing and construction.

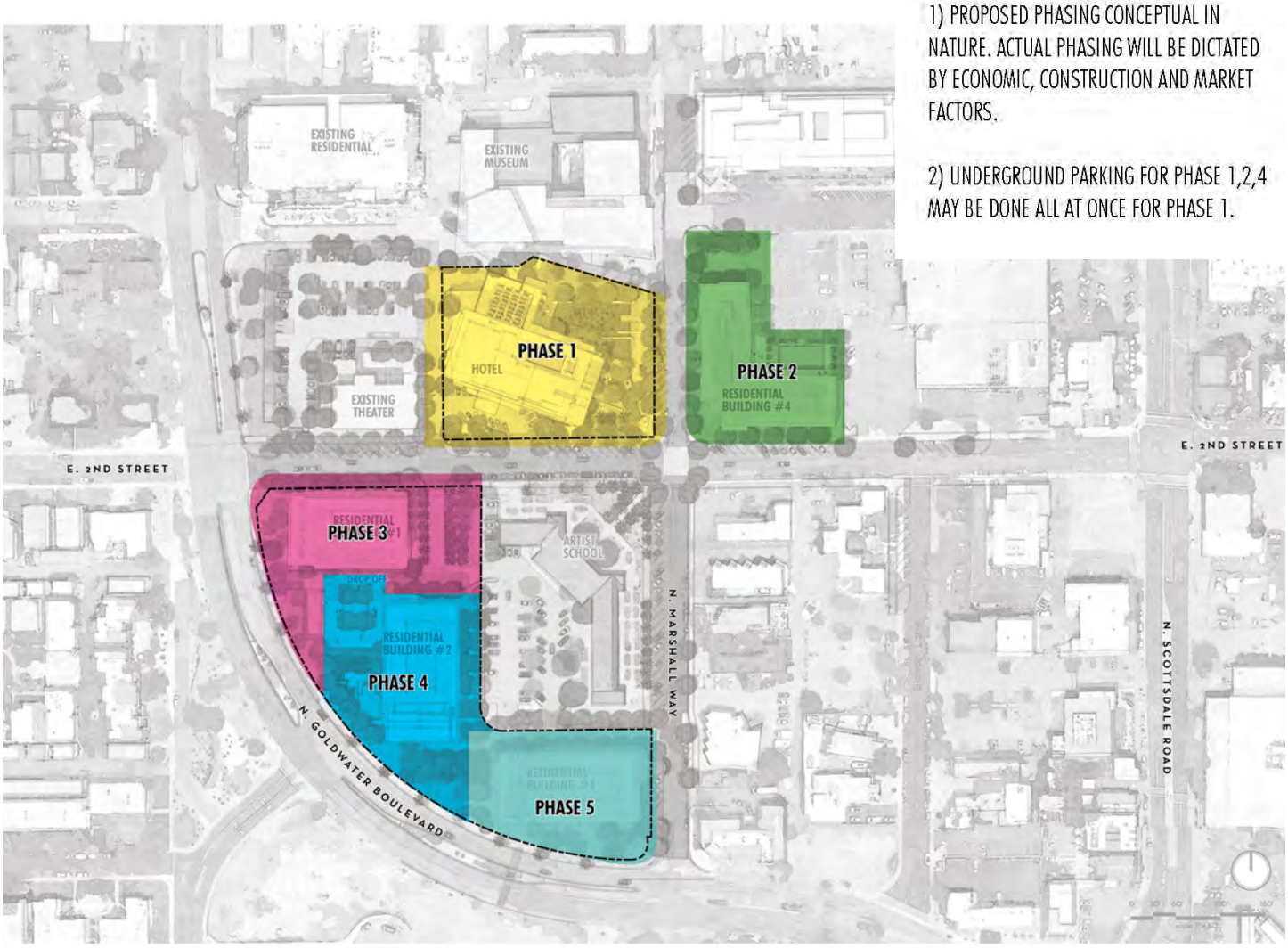
LEGEND

- PHASE 1
- PHASE 2
- PHASE 3
- PHASE 4
- PHASE 5

NOTE:

1) PROPOSED PHASING CONCEPTUAL IN NATURE. ACTUAL PHASING WILL BE DICTATED BY ECONOMIC, CONSTRUCTION AND MARKET FACTORS.

2) UNDERGROUND PARKING FOR PHASE 1,2,4 MAY BE DONE ALL AT ONCE FOR PHASE 1.

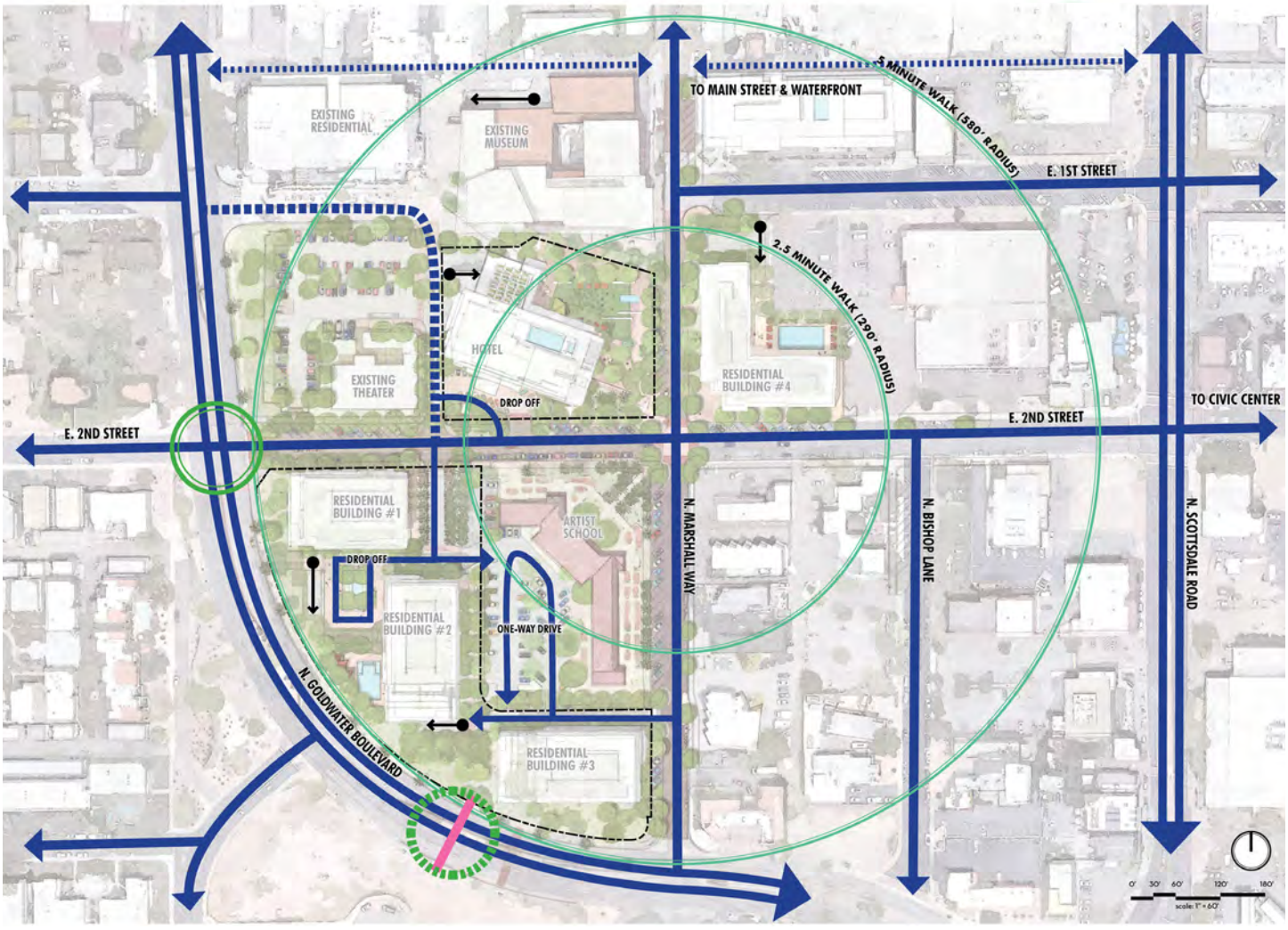


VEHICULAR CIRCULATION

FRAMEWORK

The overall circulation for Museum Square will be organized within the framework of the City's existing street system. The illustration below depicts the hierarchy of adjacent roadways as well as the plan for internal circulation and access into and out of below-grade parking.

A new traffic signal is planned at the intersection of Goldwater Boulevard and 2nd Street. In addition, a proposed HAWK has been identified mid-block between Marshall Way and 70th Street.



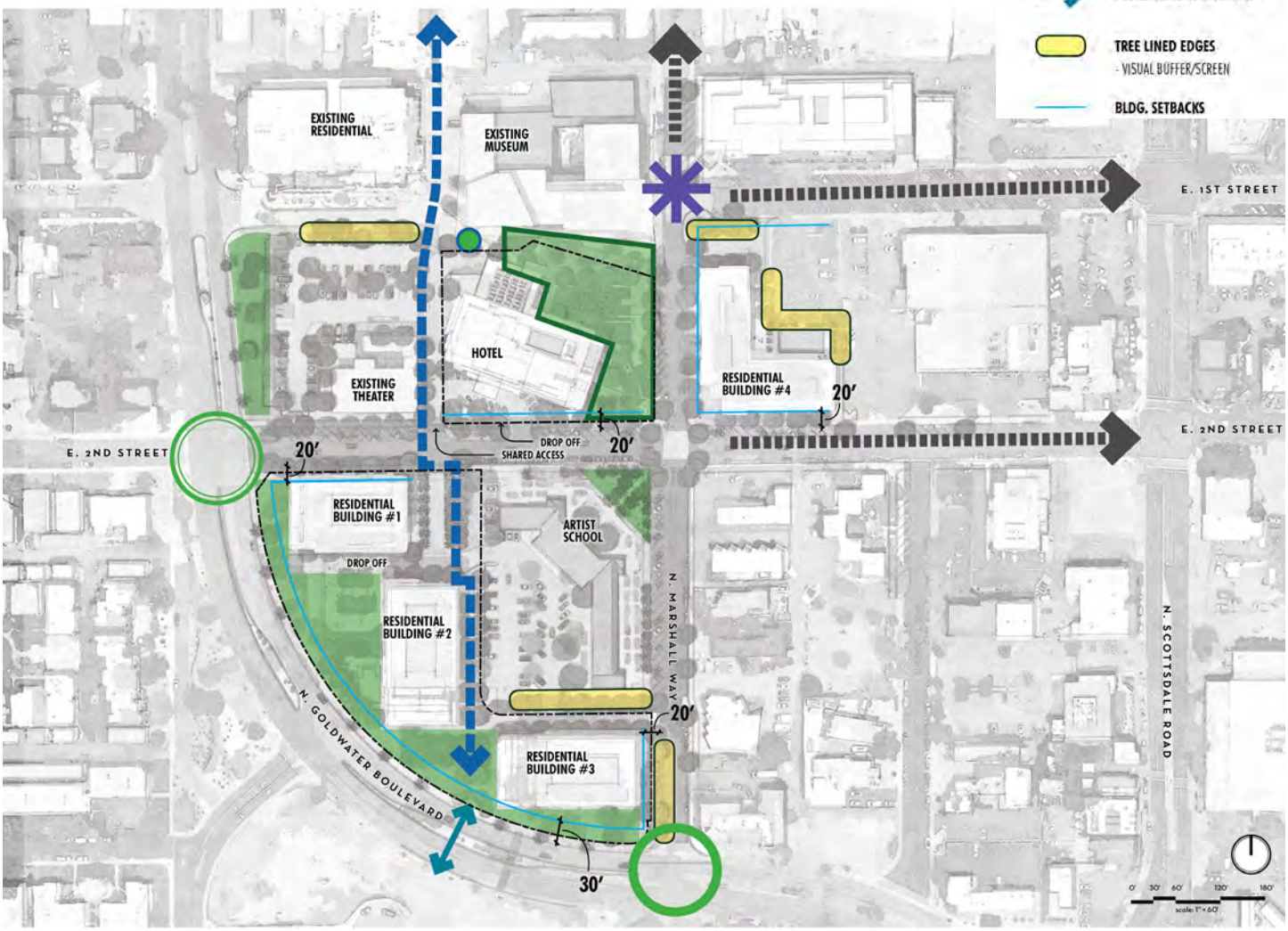


Main Street view at dusk.

TRANSITIONAL PLAN

GATEWAYS

The transition plan suggests components of the overall development that will help to reinforce a seamless transition from the proposed project back into the context of the existing Old Town built fabric. The basis of these transitions starts with the existing roadway and sidewalk connections. 2nd Street and Marshall Way will continue to provide the necessary connectivity into and out of the area. The Goldwater Boulevard by-pass road will now have two gateway conditions. Gateway's that are "announced" by the proposed buildings. The streetscape treatment as well as identification signage will also reinforce the desired gateway treatment.



To ensure that the HAWK usage will be maximized, appropriate signage at the intersection of Marshal Way and Goldwater Boulevard will be incorporated that identifies the location of the HAWK for pedestrians as they get near this specific intersection. This added wayfinding signage will reinforce the safest and most appropriate crossing location for pedestrians."

In addition, the illustration articulates a north-south esplanade pedestrian link (just west of the MOW) that provides connectivity into and out of Museum Square.

The treatment of trees along the edges of the development and or along the edges of buildings provide a landscaped buffer to screen the proposed development from the adjacent existing uses. The buildings are set back at the required standard (30' back of curb for Goldwater Blvd and 20' back of curb for the interal streets) and they provide open space between Goldwater Boulevard and the placement of the three multi-story residential buildings.





Gateway examples.

OPEN SPACE

TREATMENT

Almost 60% of the project area is dedicated to open space. Part of the reason this can occur is due to the below-grade parking. This open space includes the multi-use neighborhood park (the "Square"), the improved perimeter sidewalks along the street, the internal esplanade pedestrian link, the south garden and the Goldwater Boulevard landscape buffer. Taken together, these series of open space zones and treatments will reinforce the beautiful outdoor setting envisioned for Museum Square.







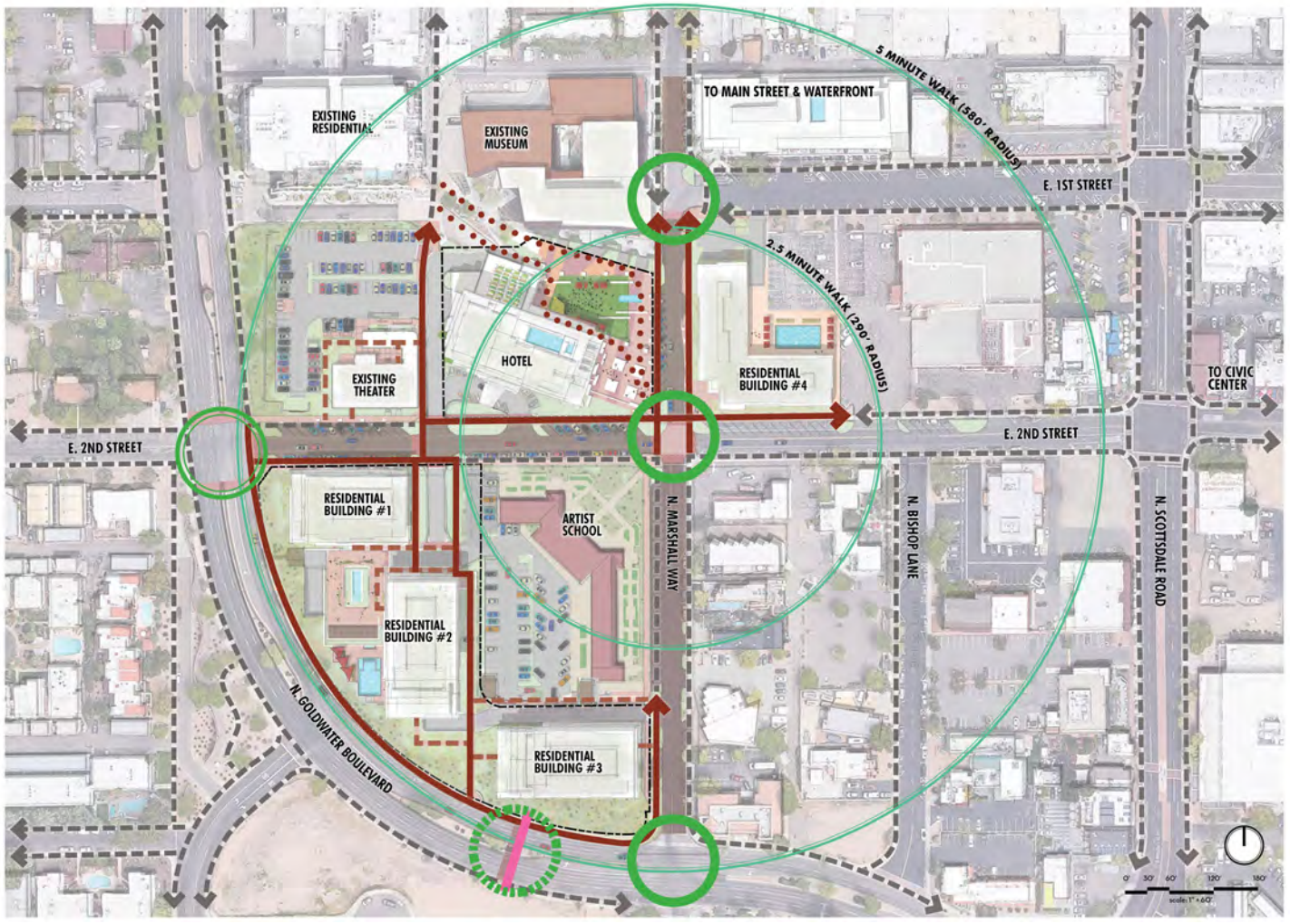
Examples of open space in Scottsdale.

PEDESTRIAN CONNECTION

MULTI-FACETED

The plan for Museum for Museum Square is organized to encourage pedestrian connectivity in and around the project area. The illustration below highlights the significant routes of pedestrian movement that are provided in and around the project area. Note the walkability radii identified; they show both a 2.5-minute walking radius as well as a 5-minute walking radius. This walkability information shows the convenient range of immediate access throughout the surrounding area.

The development team is committed to working with the City on providing the infrastructure improvements for the proposed signal and HAWK crossing.





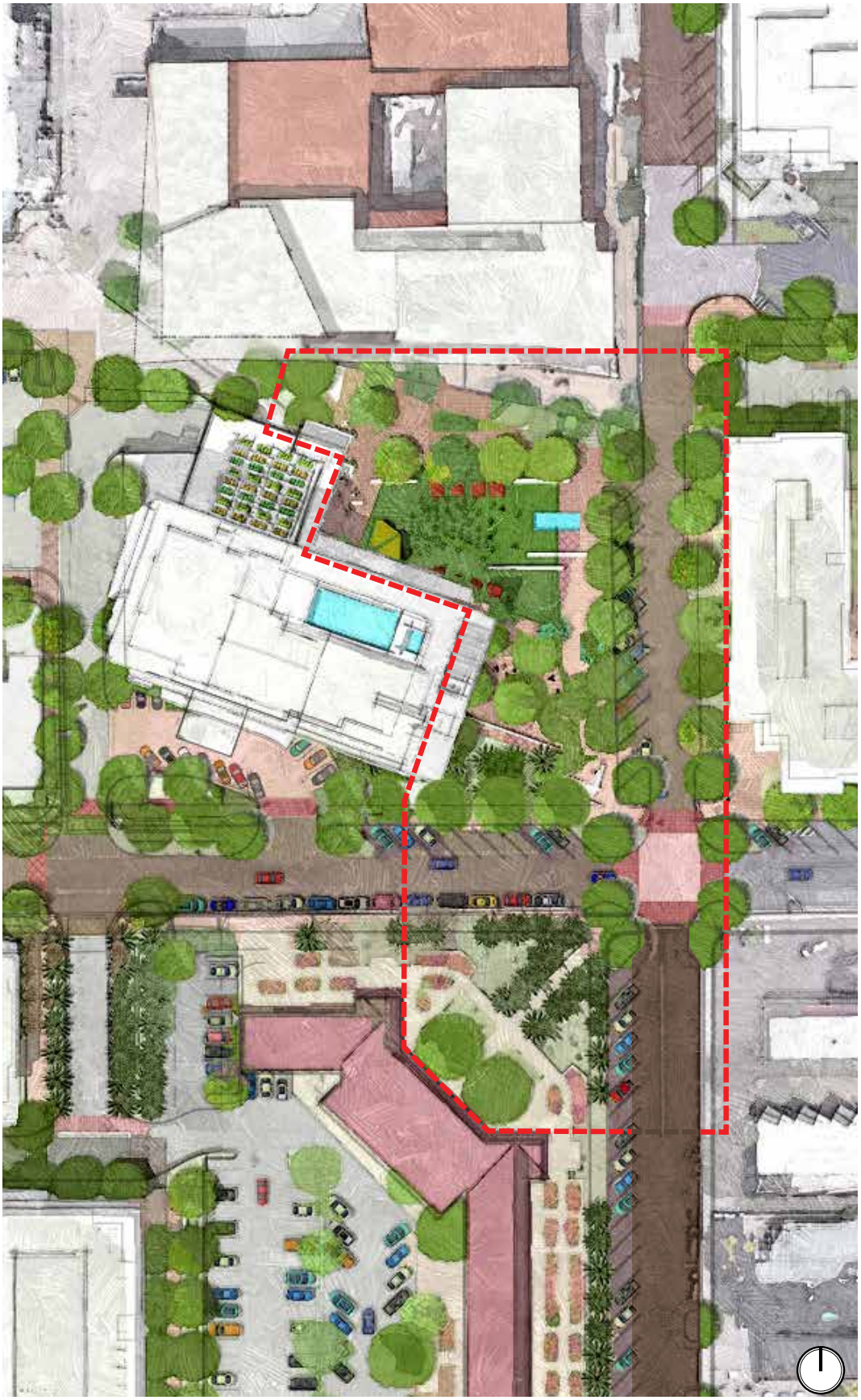


Examples of pedestrian connectivity.

OPEN SPACE SCALE

COMPARISON

The following exhibit provides a visual reference and comparison to the size of the proposed main open space area of the planned development with the existing Civic Center Plaza Amphitheatre area. The plan view comparison and visual reference can be used to help “visualize” the size of the proposed open space.




NOTE: PLAN BOUNDARY AREA ROTATED 90 DEGREES

CONCEPTUAL LANDSCAPE PLAN

PLANTING

The proposed development will have an abundance of planting incorporated throughout the development. The strategy for planting will focus on a wide variety of trees, shrubs, ground covers and cacti that represent the very best aspects of native desert planting. As part of the planting design effort, the development team will focus on the technical components of planting over structure (over the below grade parking structures). This effort will include the introduction of raised planters and raised lawn panels that can be carefully integrated into the structural design.

LEGEND

1. **PALM TREE**
   - DATE PALM
2. **SHADE TREE**
   - ARIZONA ASH
   - ARIZONA SYCAMORE
   - EVERGREEN ELM
3. **STREET TREE**
   - ARIZONA ASH
   - D.M. PALO VERDE
   - PHOENIX MESQUITE
   - EVERGREEN ELM
4. **PARKING LOT TREE**
   - ARIZONA ASH
   - D.M. PALO VERDE
   - EVERGREEN ELM
5. **SPECIMEN**
   - IRONWOOD
   - ARIZONA SYCAMORE
   - PHOENIX MESQUITE
   - SAGUARO
6. **ORNAMENTAL TREE**
   - DESERT WILLOW
7. **FOUNDATION PLANTING**
   - BRITTLEBRUSH
   - TURPENTINE BUSH
   - CHIHUAHUAN SAGE
   - JOJOBA
   - LANTANA
   - MEXICAN BUSH SAGE
   - AUTUMN SAGE
   - SAGUARO
   - GOLDEN BARREL
   - INDIAN FIG
   - SLIPPER PLANT
   - ORGANPIPE CACTUS
8. **ORNAMENTAL GRASS**
9. **TREE SCULPTURE**







Great outdoor spaces and landscape treatment.

HARDSCAPE

VARIETY

The open space treatment will include a rich variety of paving options that will reinforce the special nature of the project. The neighborhood park (the "Square") will include a variety of concrete unit pavers that complement the MOW as well as the new hotel. Adjacent sidewalks will include both concrete and accent unit pavers and will be designed in coordination with the City so that continuity is established with current initiatives along Main Street. In all cases, great care will be taken to ensure accessibility throughout the entire project area.

LEGEND

1. ASPHALT
2. CROSSWALKS
   - COLORED ASPHALT TYPE 1
3. COLORED ASPHALT TYPE 2
4. CONCRETE
5. CONCRETE UNIT PAVERS
   - TYPE 1
6. CONCRETE UNIT PAVERS
   - TYPE 2
7. CONCRETE UNIT PAVERS
   - EMERGENCY ACCESS







Examples of paving options.



CITY OF SCOTTSDALE AERIAL CIRCA 2012



ARCHITECTURE

DESERT CLASSIC CONTEMPORARY / HOTEL / RESIDENCES / LANDSCAPE



View southwest to the new Residences.

DESERT CLASSIC CONTEMPORARY

The images presented reflect the design aspiration for the overarching character and quality of the proposed desert classic contemporary vernacular. A careful mix of brick, metal, glass and feature elements provide the basis for the overall design that is both sophisticated and timeless. The use of these materials has been brought together in fresh and creative ways. The result is a series of unique signature building designs that are beautiful and thoughtful within the context and character of the surrounding Old Town area. The proposed architecture is not imitated from Chicago, Dallas or Boston; but newly created based on the intricate understanding of the specific context of the climate, the site, the surroundings and the program, truly uniquely Scottsdale. Macdonald Development has plans to engage with the Museum of the West as well as other local artists on carefully integrated art pieces in the Hotel, the "Square" and residences.





// THE MUSEUM SQUARE HOTEL

The Hotel will act as a beacon for the Arts District and will set the stage for all building design. The Hotel has been carefully oriented on the site to directly engage with the new neighborhood park (the "Square") and MOW. Its slight off-grid orientation shift reinforces its importance within the context of the building fabric and also encourages several key conditions:

1. Room for a formal drop-off on the south side adjacent to the lobby and main entry. This condition will include short term parking and will also be the hub for vistor dropoff and pickup, as well as for valet service to and from the parking structure.
2. The crossroads of 2nd Street and Marshall Way provides a perfect viewing platform for the Hotel, the "Square", MOW and the Artists' School.
3. This building orientation is also beneficial to solar exposure with the west elevation (being the shortest plane of building mass) receiving the greatest degree of mid to late afternoon summer sun. The proposed balconies, expansive overhangs and facade insulation will help to mitigate this condition.
4. Ground floor Hotel restaurant may wrap the "Square" on both the north and east side, creating a very active, and predestrian-friendly environment.
5. The second level conference space in the northwest corner of the Hotel is directly adjacent to the Museum of the West and will allow for considerable synergy for coordinated events and joint sessions.







// THE RESIDENCES AT MUSEUM SQUARE

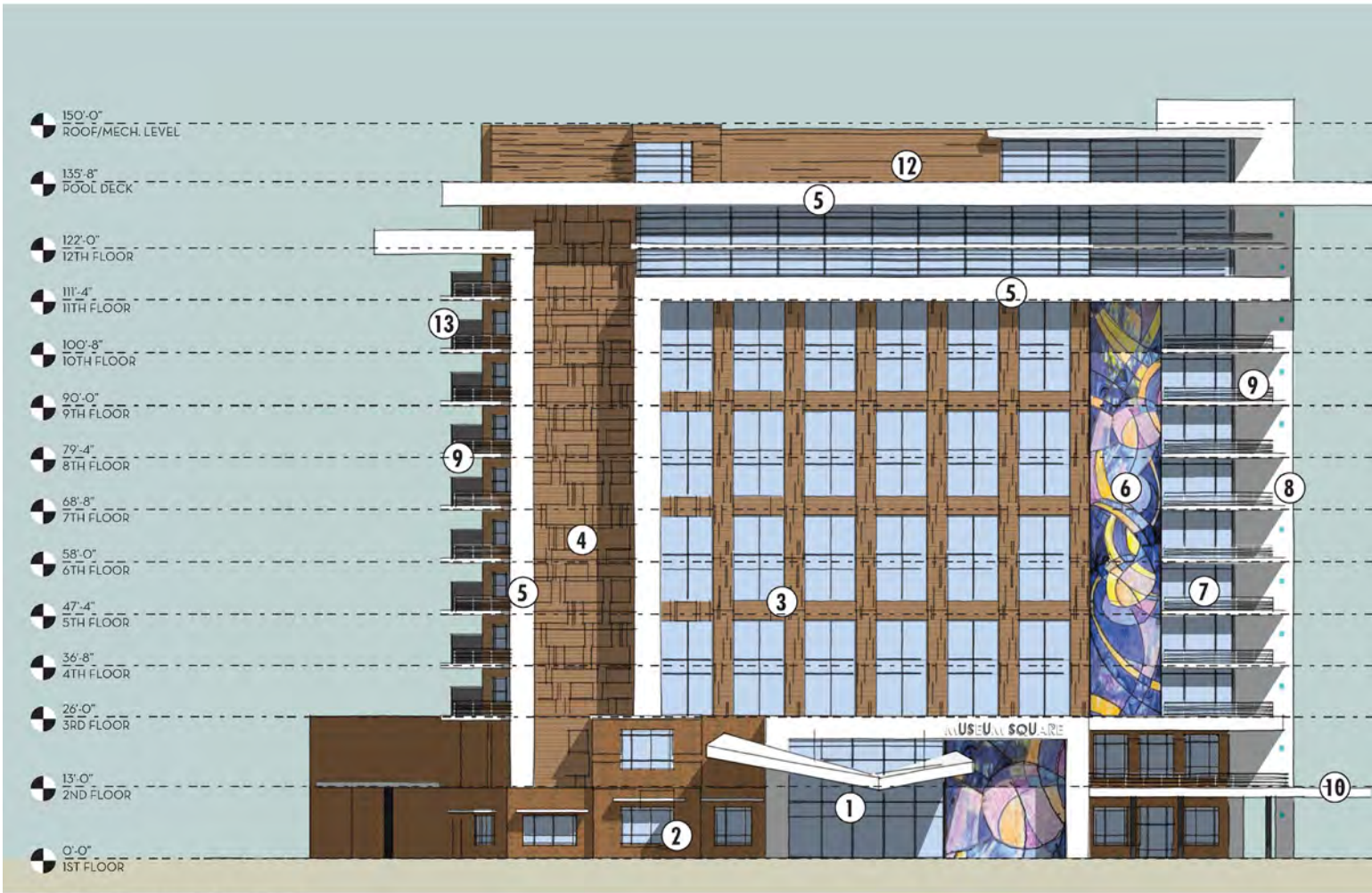
The residential architectural vernacular aligns with the overarching direction set by the Museum Square design. A similar palette of materials is used in a way that doesn't simply copy the Hotel; but compliments the design and materials. Brick, stone, variations of metal paneling, varieties of glass paneling (with both punched and ribbon window conditions), special wall features and unique accents are all brought together in attractive design compositions. In the case of the residences, balcony design and integration with the overall building facade also becomes an important feature that brings additional interest, texture, shade and shadow to the residences.

In addition to the three residential buildings that are planned as condominiums, the 4th residential building (east of the hotel and new neighborhood park) is currently envisioned as rental residences. It is currently envisioned as a six-story building with approximately 92 units and one level of below-grade parking. The access for parking would be from 1st Street at the North end of the parcel. Amenities will likely include an .outdoor pool complex, short term service parking, fitness center and club room. The design of the building will also compliment the hotel and condominium residences.

// LANDSCAPE

Museum Square is envisioned as a series of outdoor garden terraces that can be enjoyed by both residents and Old Town visitors. While the new neighborhood park (the "Square"") will be the focal point for outdoor use, pathway connections in and around the Museum Square development will be provided and celebrated in order to easily maneuver through the area. These sidewalks will include attractive and comfortable pathways, sitting areas in garden-like settings and respites with seating and shade.

THE MUSEUM SQUARE HOTEL ELEVATIONS



SOUTH ELEVATION

MATERIALS

1. ENTRY FEATURE CANOPY
2. BRICK/STONE BLOCK
3. METAL PANELING WITH 2 STORY PUNCHED WINDOWS
4. METAL PANELING RAIN SCREEN
5. FEATURE ACCENT BLADE
6. ART MURAL
7. RIBBON WINDOW/GLASS
8. VERTICAL ACCENT WALL (THE CANDLE STICK)
9. BALCONIES
10. SHADE CANOPY
11. METAL STEEL ROD FEATURE
12. SCREENED MECHANICAL METAL PANEL
13. BALCONY SCREEN

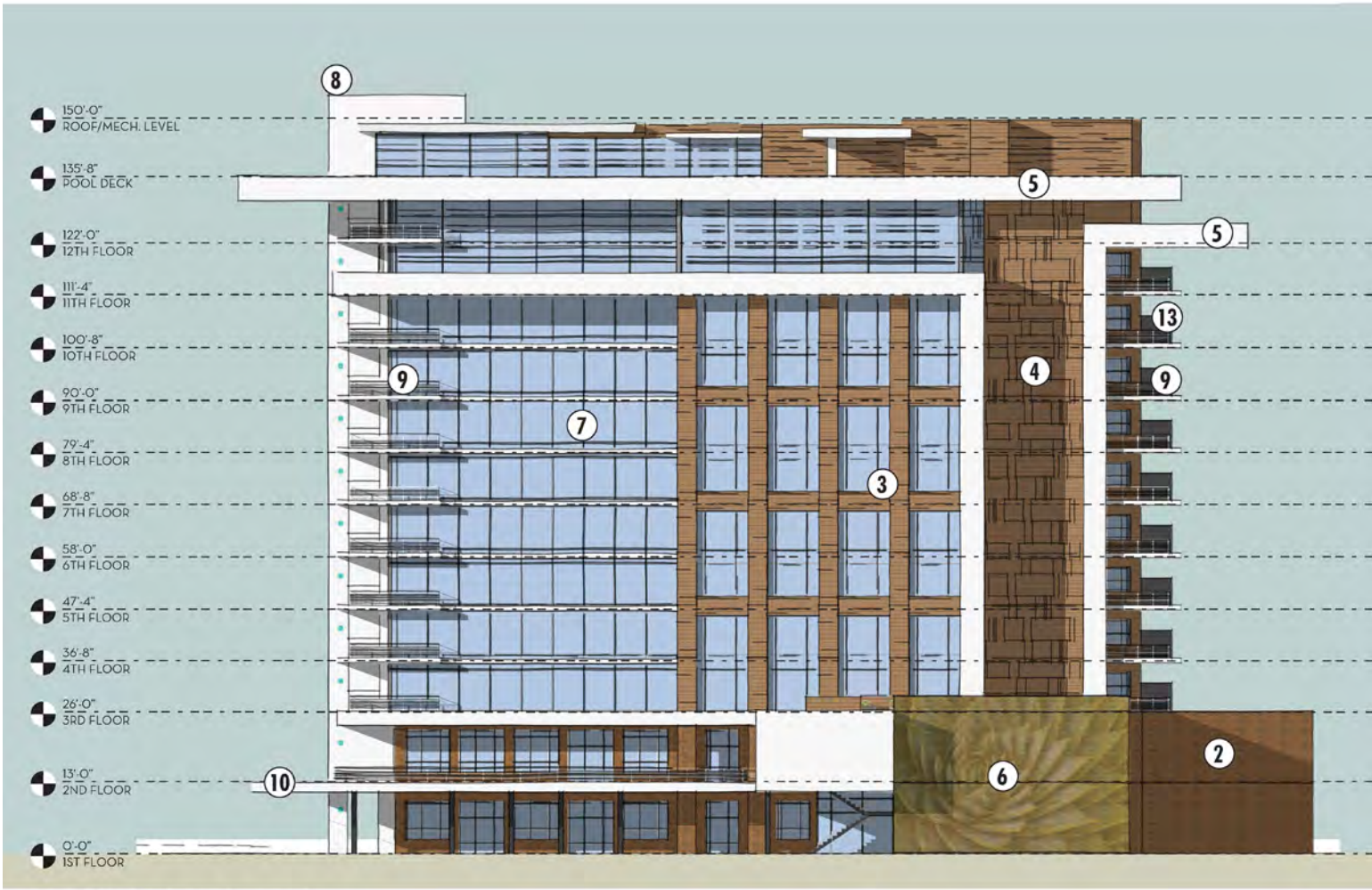
NOTE: CANDLESTICK SPIRE DESIGN FEATURE TO 156'-0" HEIGHT.



EAST ELEVATION

THE MUSEUM SQUARE HOTEL ELEVATIONS

THE HOTEL

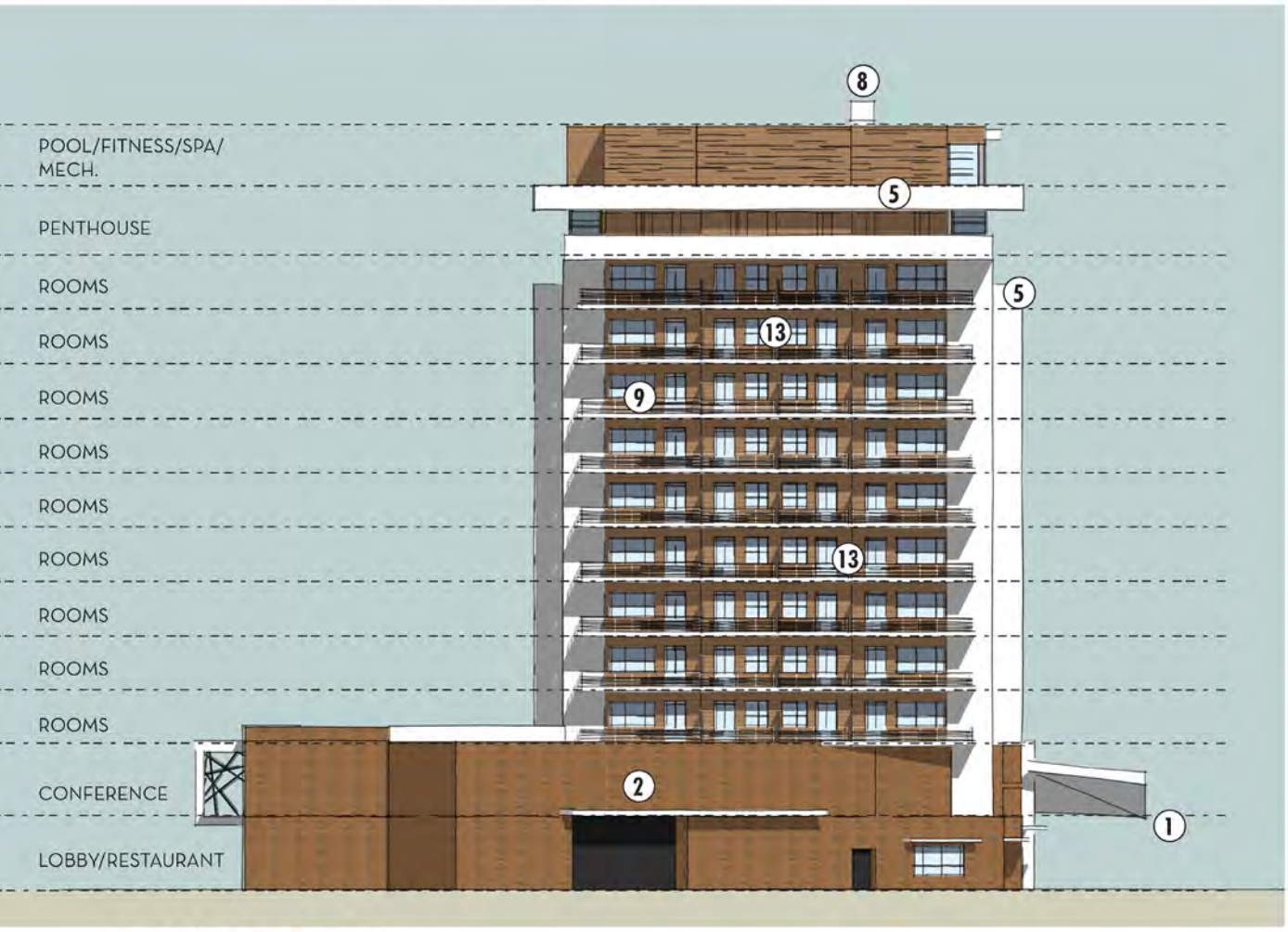


NORTH ELEVATION

MATERIALS

1. ENTRY FEATURE CANOPY
2. BRICK/STONE BLOCK
3. METAL PANELING WITH 2 STORY PUNCHED WINDOWS
4. METAL PANELING RAIN SCREEN
5. FEATURE ACCENT BLADE
6. ART MURAL
7. RIBBON WINDOW/GLASS
8. VERTICAL ACCENT WALL (THE CANDLE STICK)
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13. BALCONY SCREEN

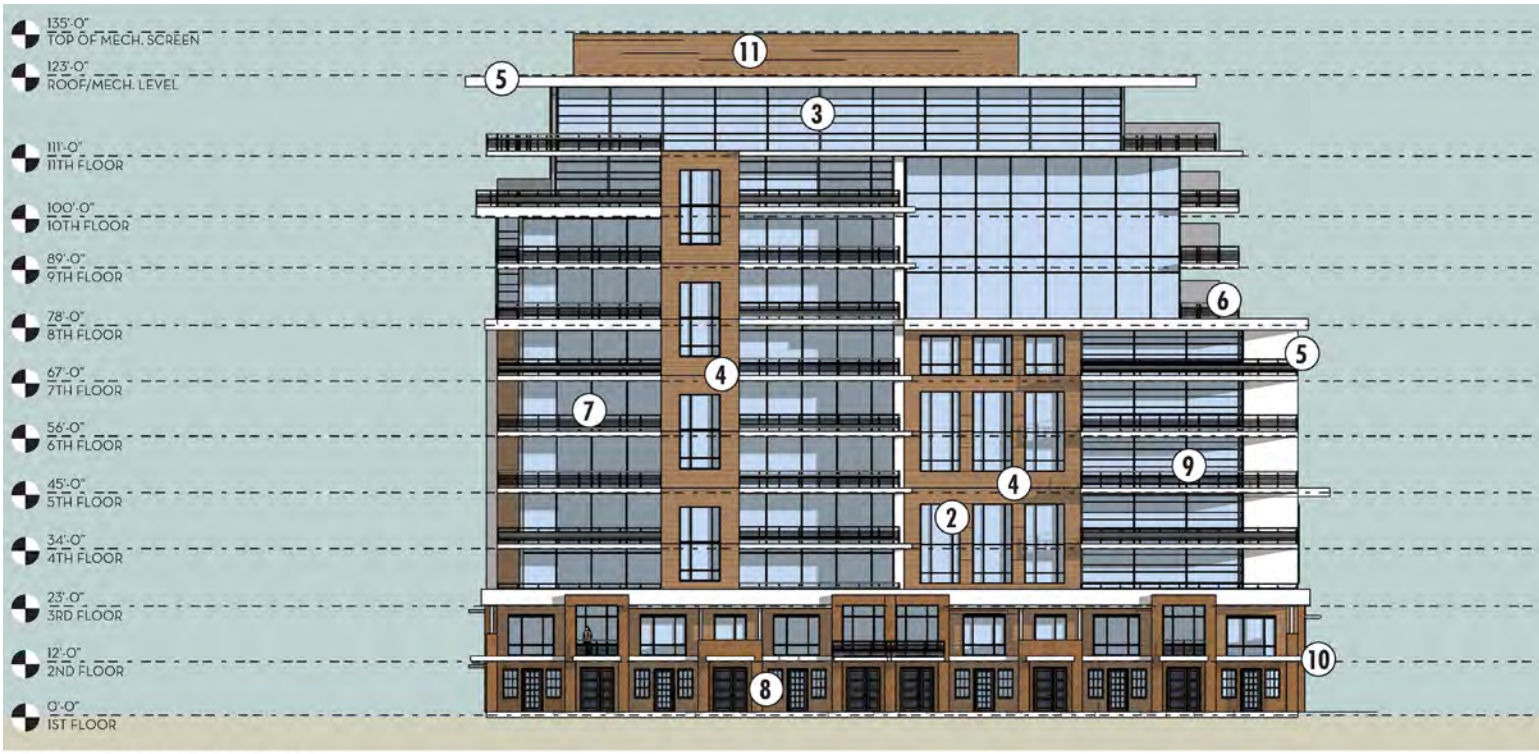
NOTE: CANDLESTICK SPIRE DESIGN FEATURE TO 156'-0" HEIGHT.



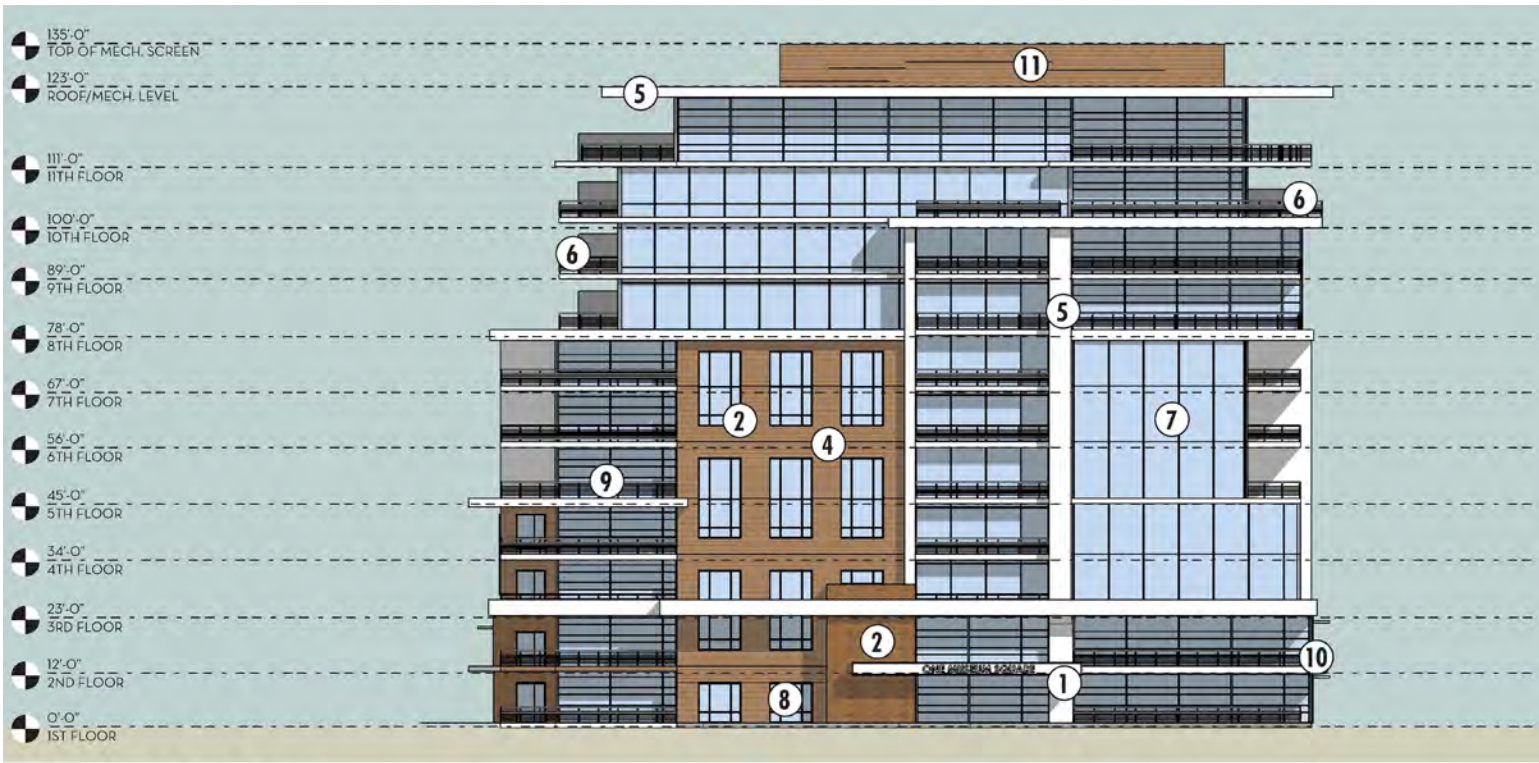
WEST ELEVATION

THE RESIDENCES AT MUSUEM SQUARE ELEVATIONS

BUILDING ONE



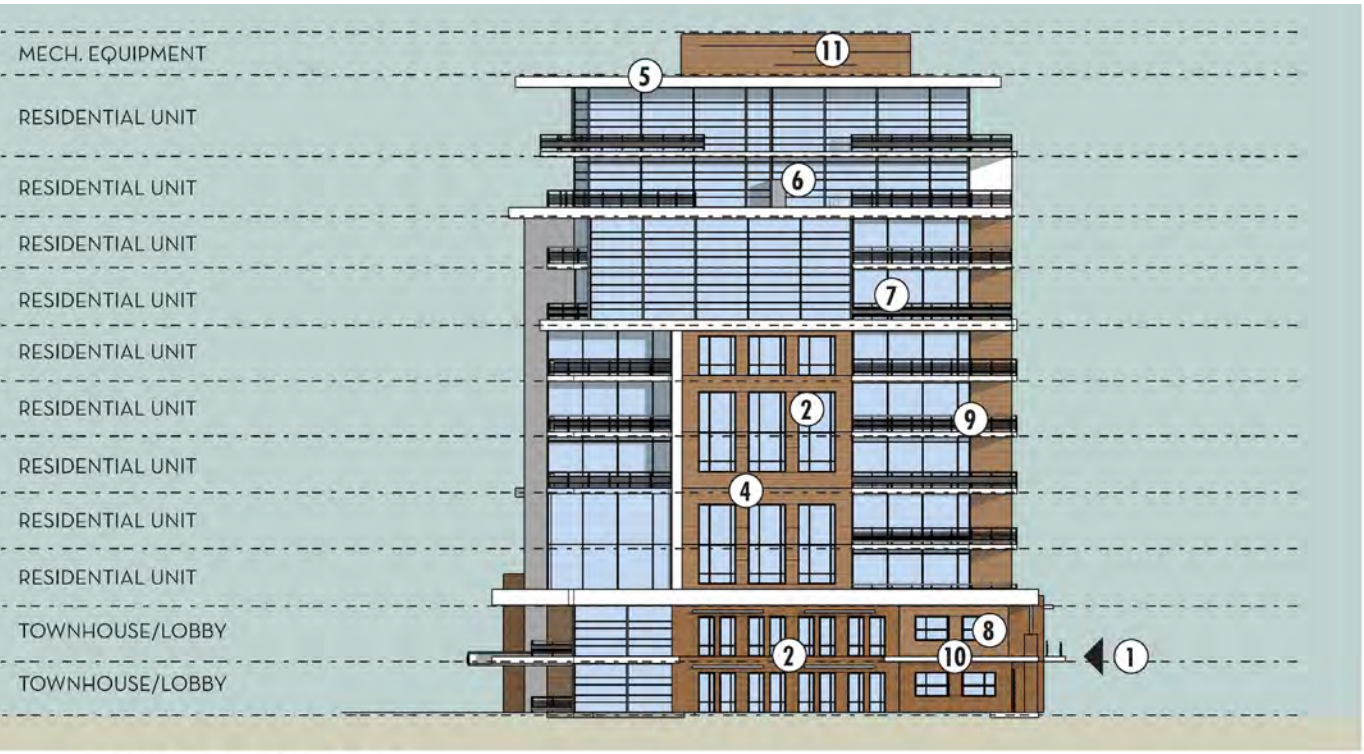
NORTH ELEVATION



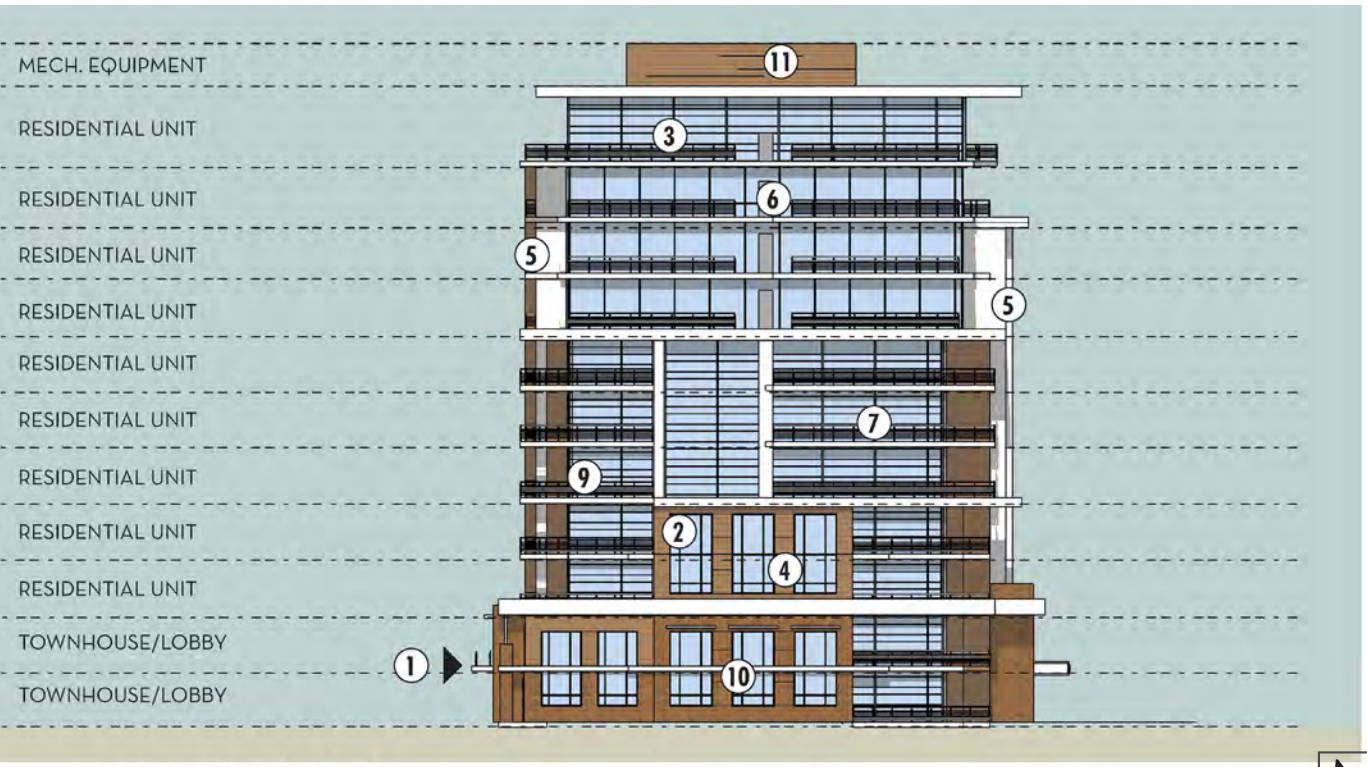
SOUTH ELEVATION

MATERIALS

1. ENTRY FEATURE CANOPY
2. BRICK/STONE BLOCK
3. METAL PANELING WITH 2 STORY PUNCHED WINDOWS
4. METAL PANELING RAIN SCREEN
5. FEATURE ACCENT BLADE
6. BALCONY SCREEN
7. RIBBON WINDOW/GLASS
8. 1 LEVEL PUNCHED WINDOWS
9. BALCONIES
10. SHADE CANOPY
11. SCREENED MECHANICAL METAL PANEL



WEST ELEVATION



EAST ELEVATION

THE RESIDENCES AT MUSUEM SQUARE ELEVATIONS

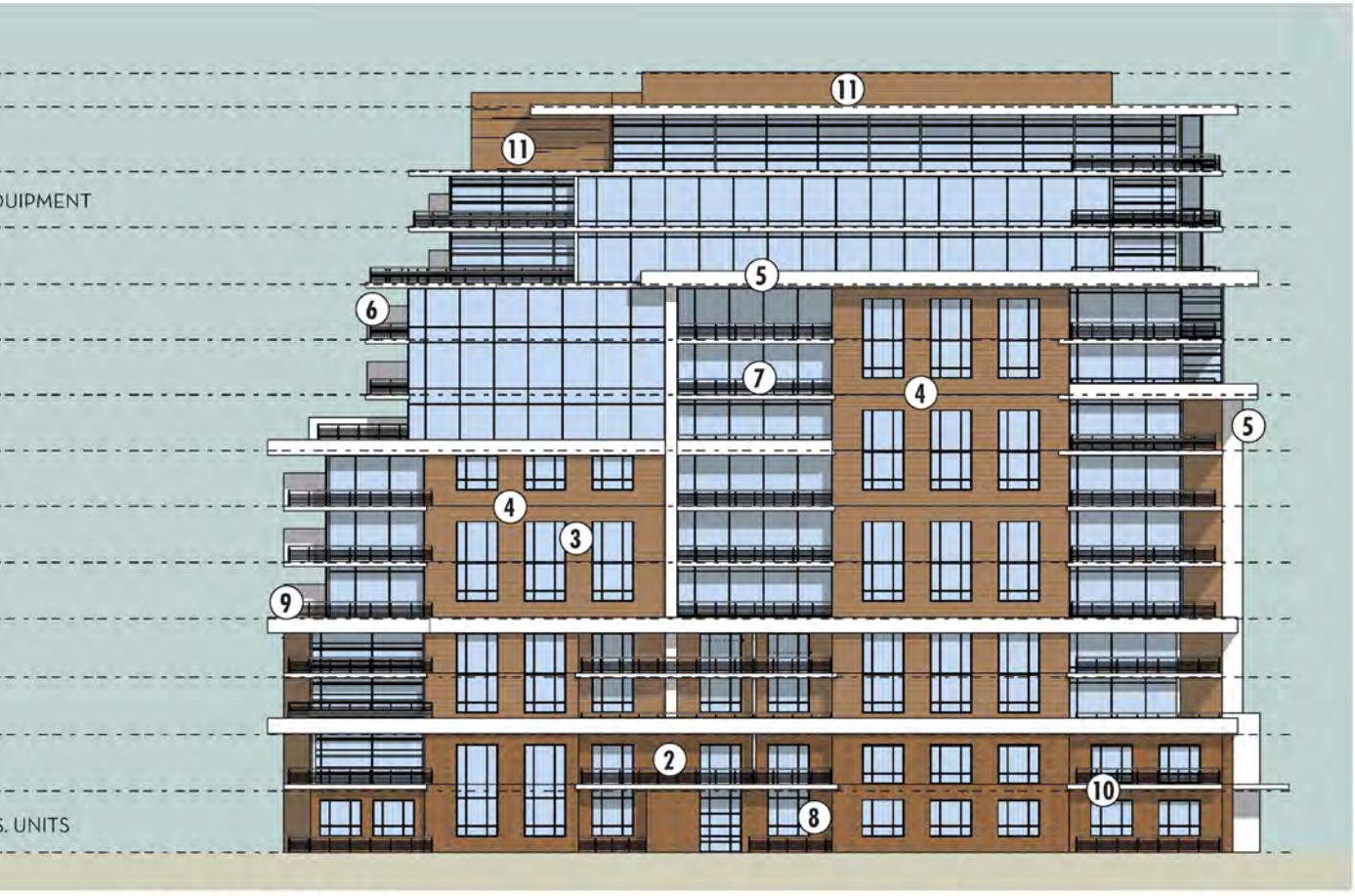
BUILDING TWO



SOUTH ELEVATION

MATERIALS

1. ENTRY FEATURE CANOPY
2. BRICK/STONE BLOCK
3. METAL PANELING WITH 2 STORY PUNCHED WINDOWS
4. METAL PANELING RAIN SCREEN
5. FEATURE ACCENT BLADE
6. BALCONY SCREEN
7. RIBBON WINDOW/GLASS
8. 1 LEVEL PUNCHED WINDOWS
9. BALCONIES
10. SHADE CANOPY
11. SCREENED MECHANICAL METAL PANEL



EAST ELEVATION

SCALE: 1/16" = 1'-0"

THE RESIDENCES AT MUSUEM SQUARE ELEVATIONS

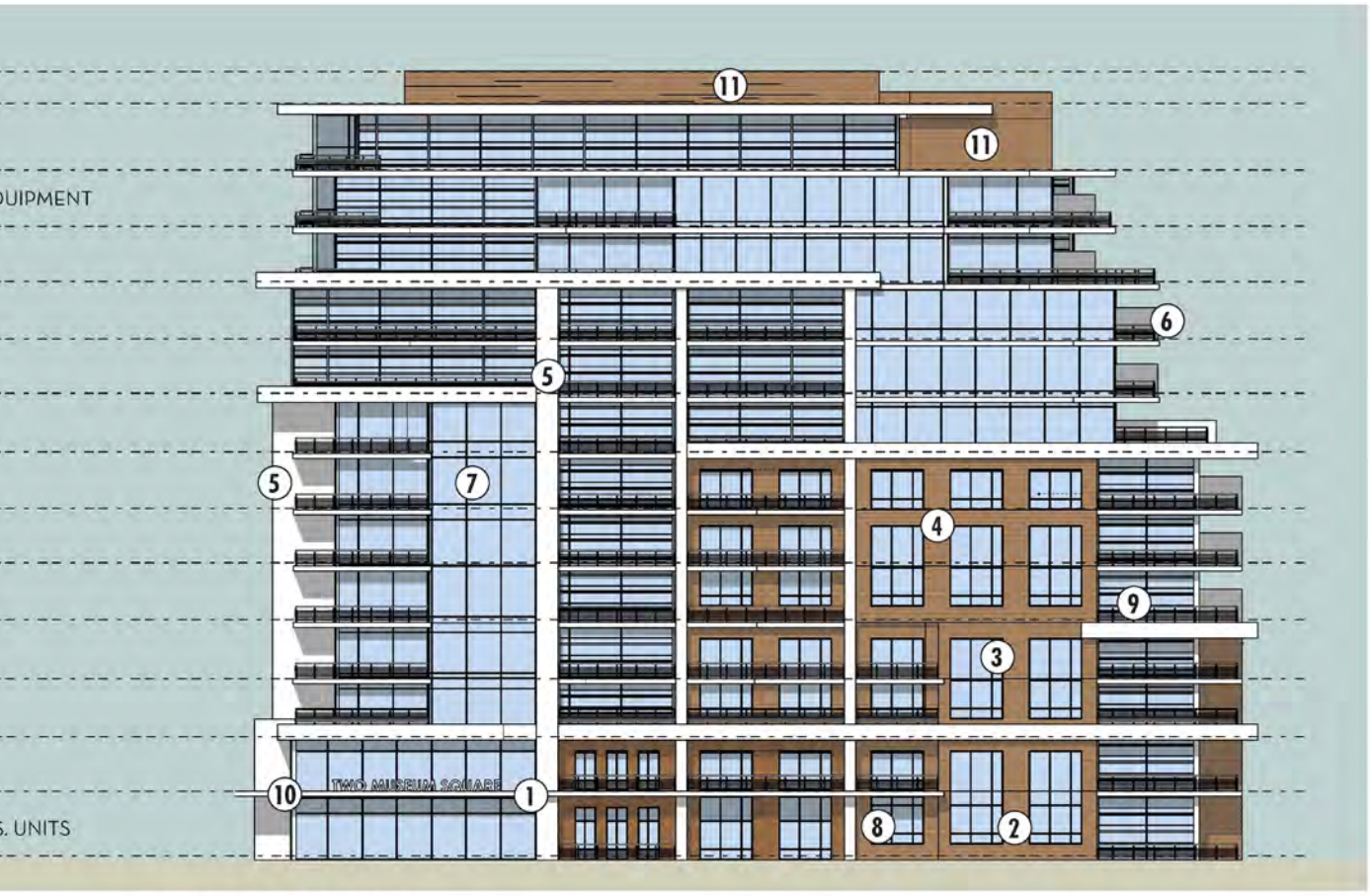
BUILDING TWO



NORTH ELEVATION

MATERIALS

1. ENTRY FEATURE CANOPY
2. BRICK/STONE BLOCK
3. METAL PANELING WITH 2 STORY PUNCHED WINDOWS
4. METAL PANELING RAIN SCREEN
5. FEATURE ACCENT BLADE
6. BALCONY SCREEN
7. RIBBON WINDOW/GLASS
8. 1 LEVEL PUNCHED WINDOWS
9. BALCONIES
10. SHADE CANOPY
11. SCREENED MECHANICAL METAL PANEL

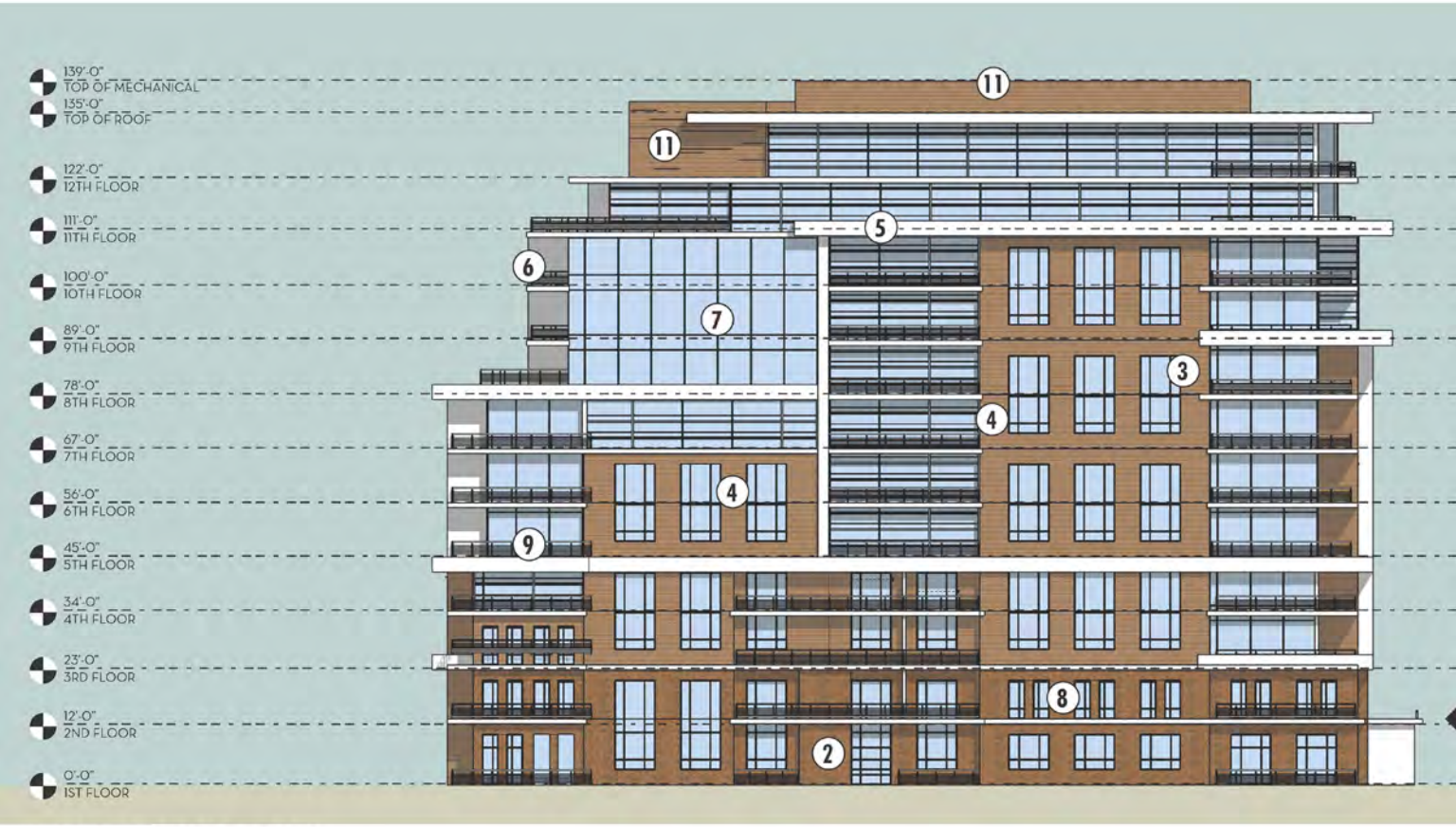


WEST ELEVATION

SCALE: 1/16" = 1'-0"

THE RESIDENCES AT MUSUEM SQUARE ELEVATIONS

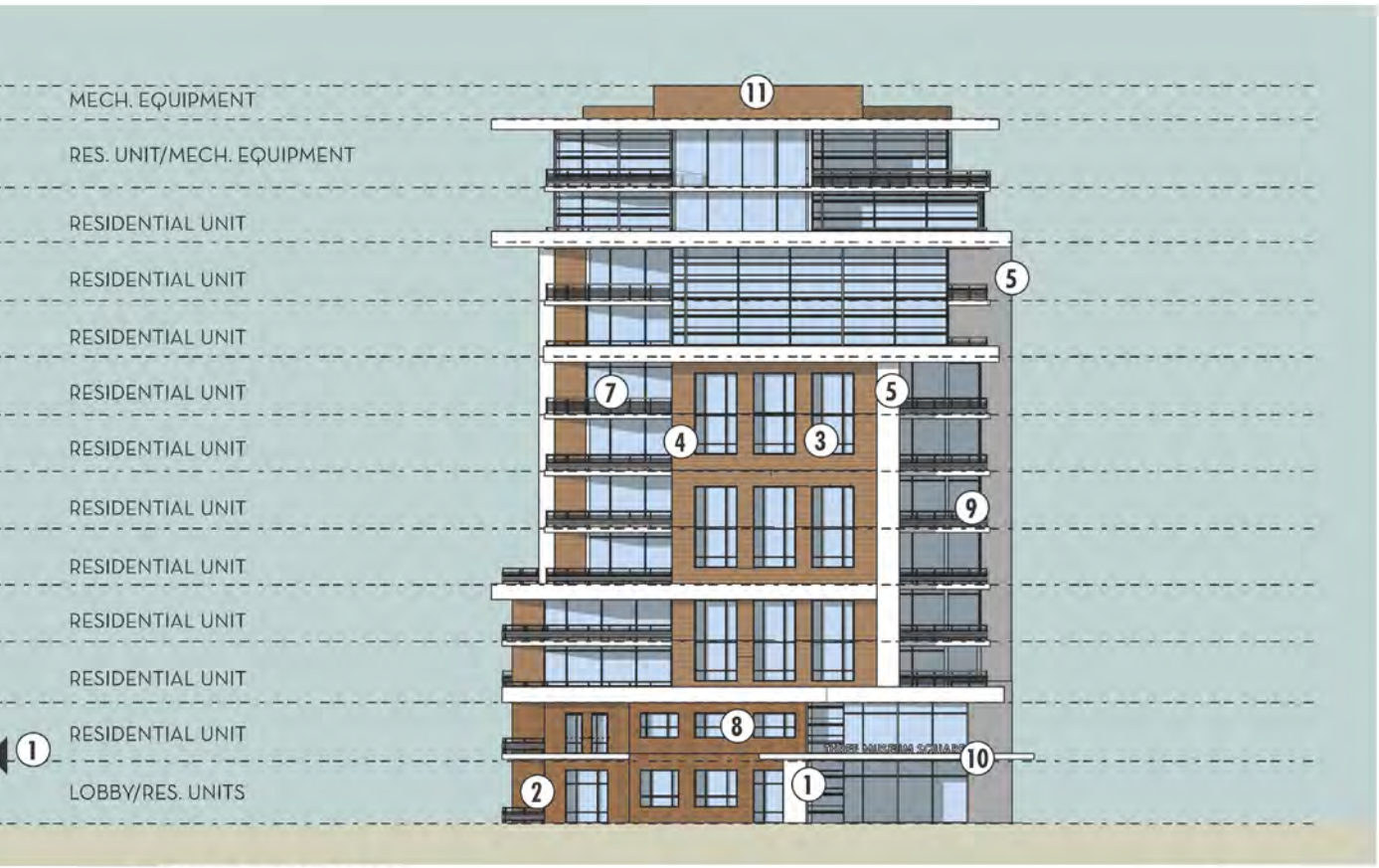
BUILDING THREE



SOUTH ELEVATION

MATERIALS

1. ENTRY FEATURE CANOPY
2. BRICK/STONE BLOCK
3. METAL PANELING WITH 2 STORY PUNCHED WINDOWS
4. METAL PANELING RAIN SCREEN
5. FEATURE ACCENT BLADE
6. BALCONY SCREEN
7. RIBBON WINDOW/GLASS
8. 1 LEVEL PUNCHED WINDOWS
9. BALCONIES
10. SHADE CANOPY
11. SCREENED MECHANICAL METAL PANEL

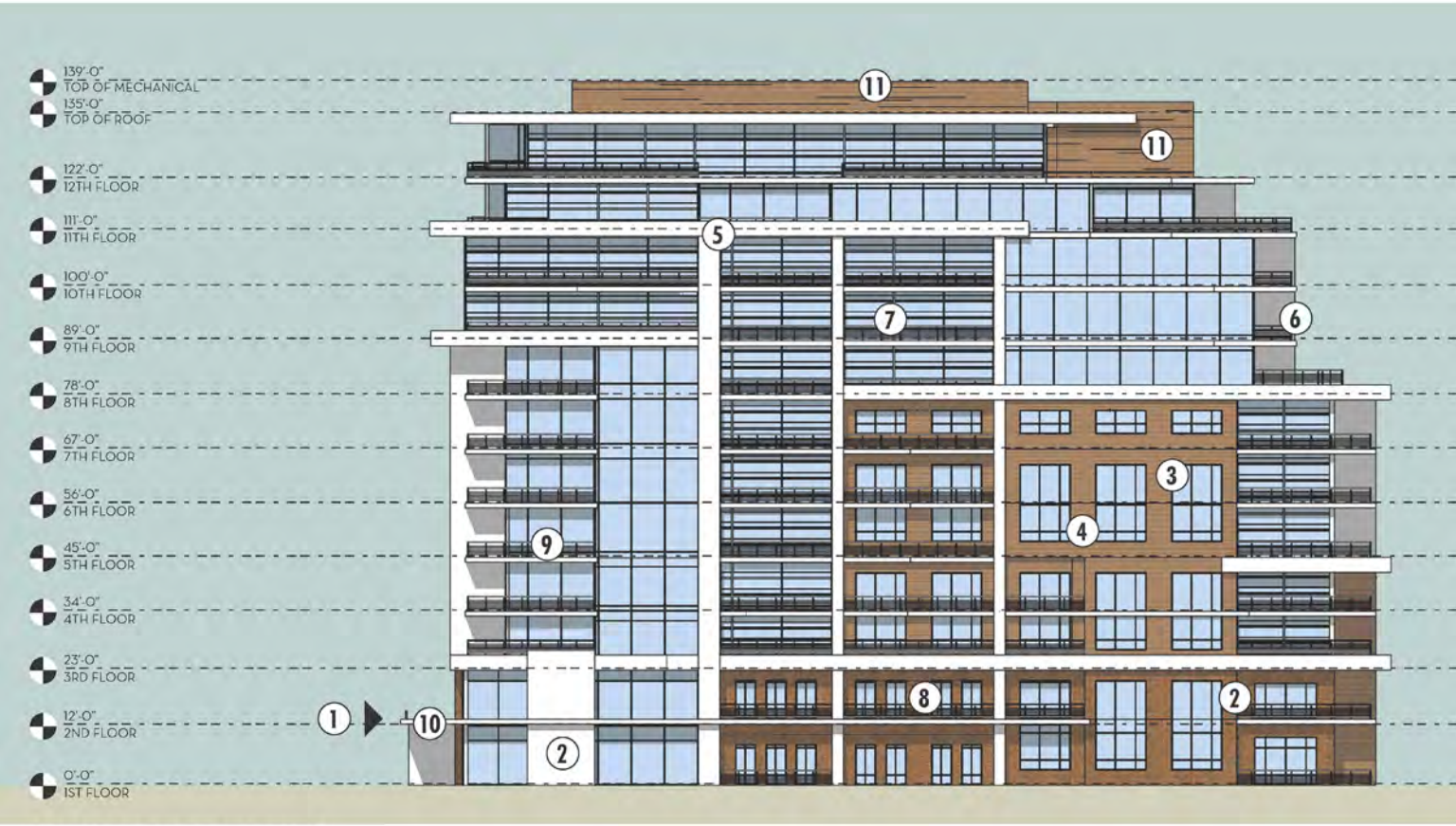


EAST ELEVATION

SCALE: 1/16" = 1'-0"

THE RESIDENCES AT MUSUEM SQUARE ELEVATIONS

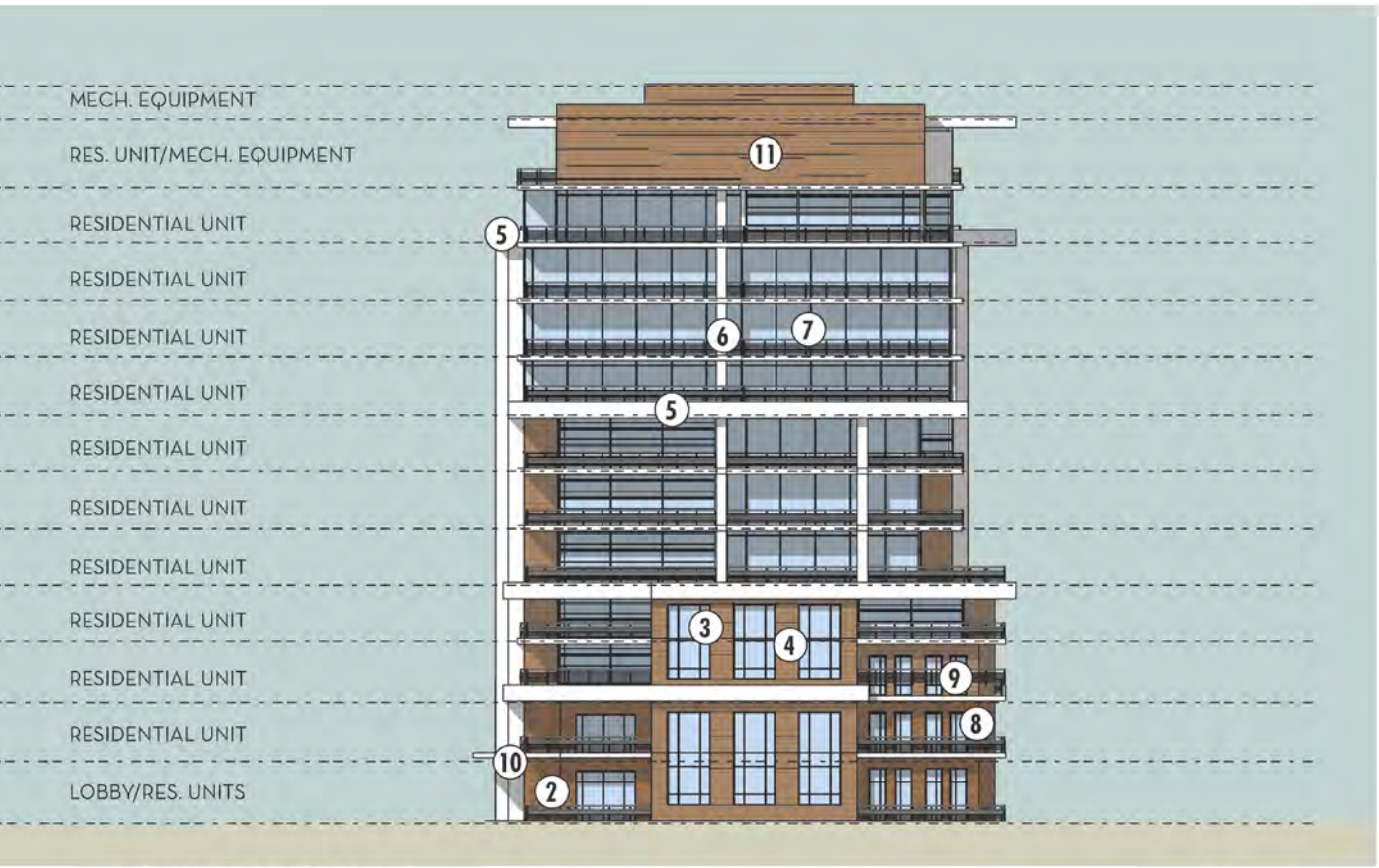
BUILDING THREE



NORTH ELEVATION

MATERIALS

1. ENTRY FEATURE CANOPY
2. BRICK/STONE BLOCK
3. METAL PANELING WITH 2 STORY PUNCHED WINDOWS
4. METAL PANELING RAIN SCREEN
5. FEATURE ACCENT BLADE
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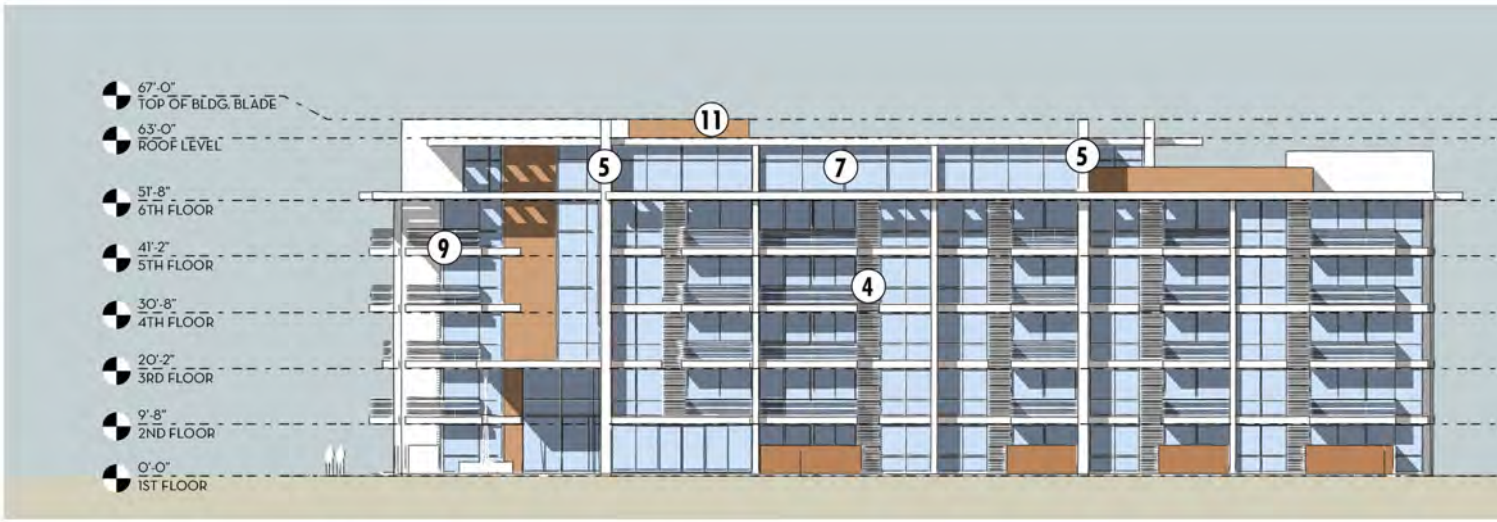


WEST ELEVATION

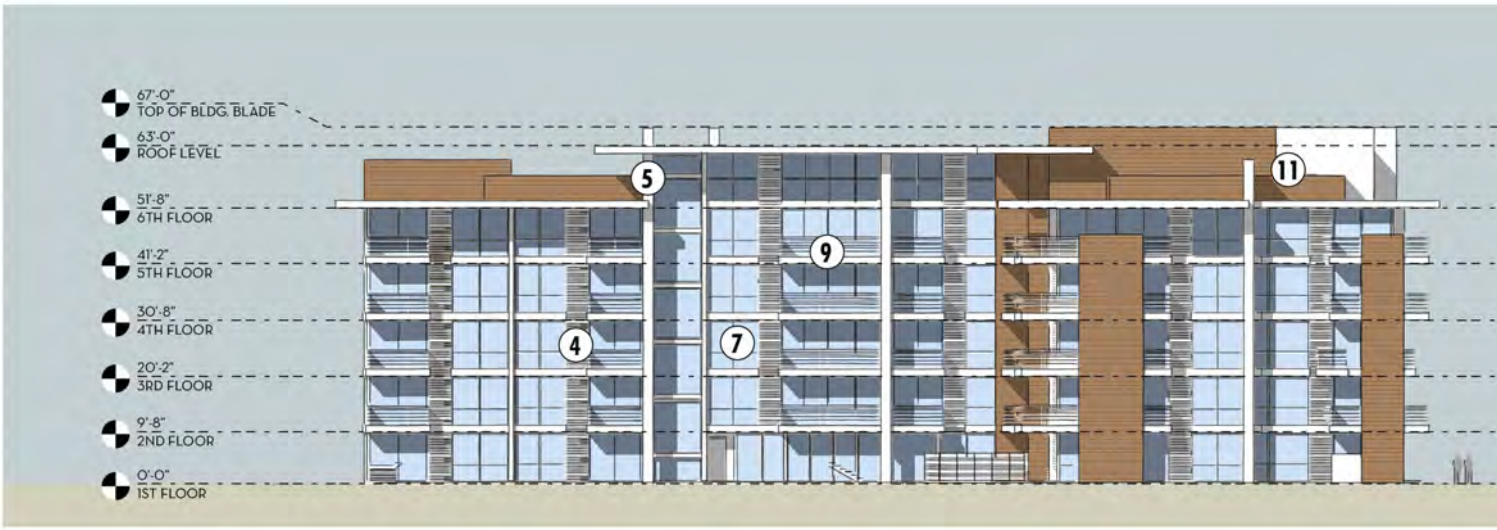
SCALE: 1/16" = 1'-0"

THE RESIDENCES AT MUSUEM SQUARE ELEVATIONS

BUILDING FOUR



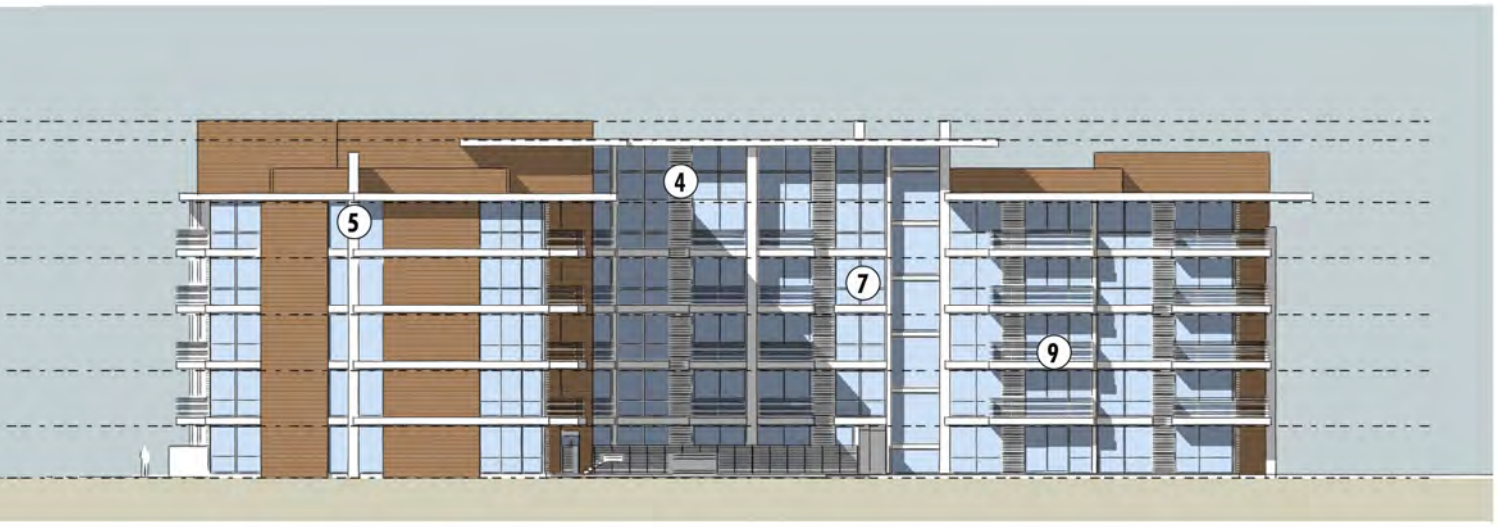
SOUTH ELEVATION



NORTH ELEVATION

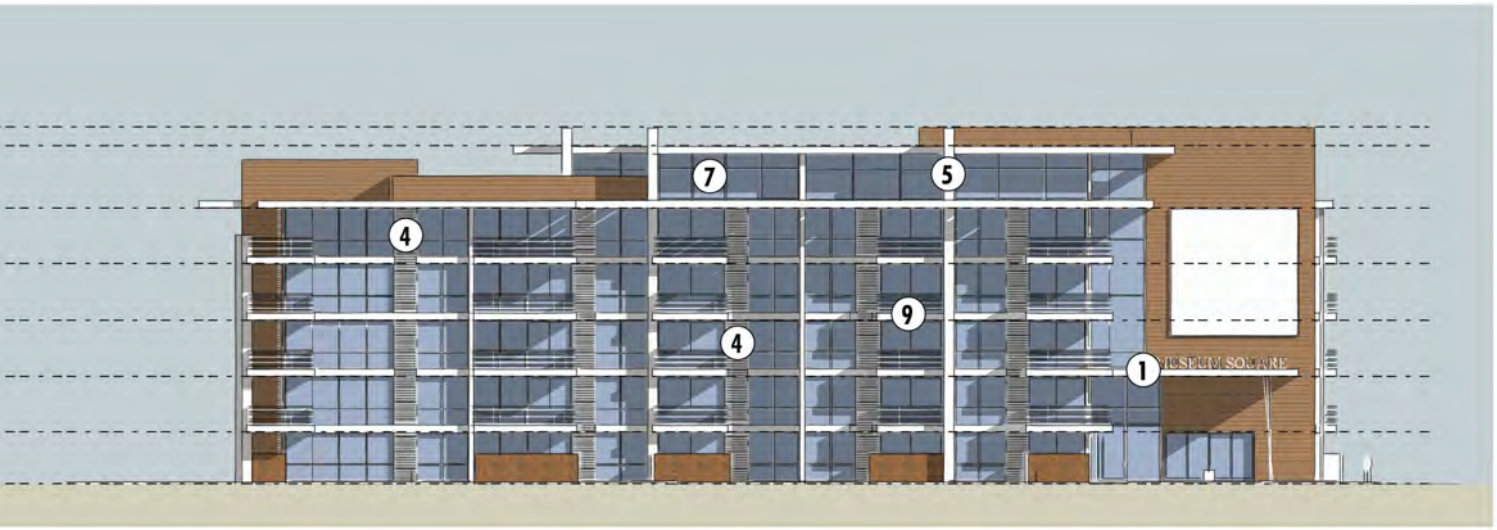
MATERIALS

1. ENTRY FEATURE CANOPY
2. BRICK/STONE BLOCK
3. METAL PANELING WITH 2 STORY PUNCHED WINDOWS
4. METAL PANELING RAIN SCREEN
5. FEATURE ACCENT BLADE
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7. RIBBON WINDOW/GLASS
8. 1 LEVEL PUNCHED WINDOWS
9. BALCONIES
10. SHADE CANOPY
11. SCREENED MECHANICAL METAL PANEL



EAST ELEVATION

SCALE: 1/16" = 1'-0"

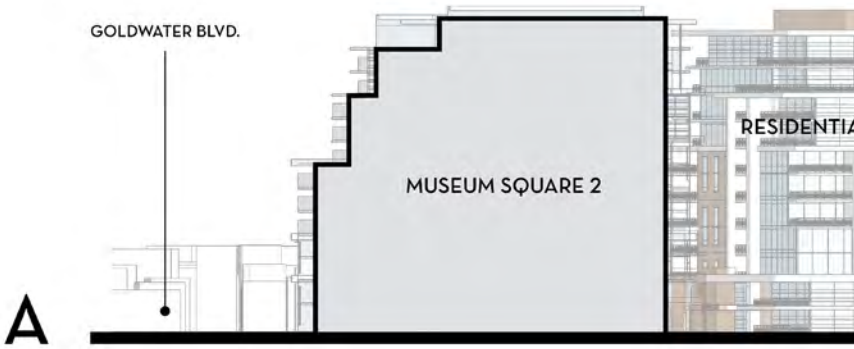


WEST ELEVATION

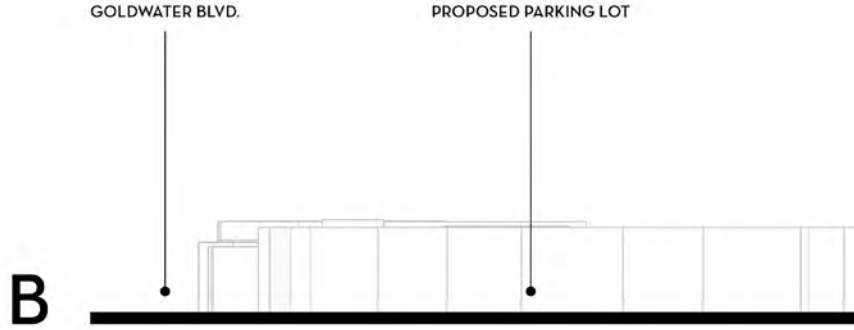
SCALE: 1/16" = 1'-0"

KEY SITE CROSS SECTIONS

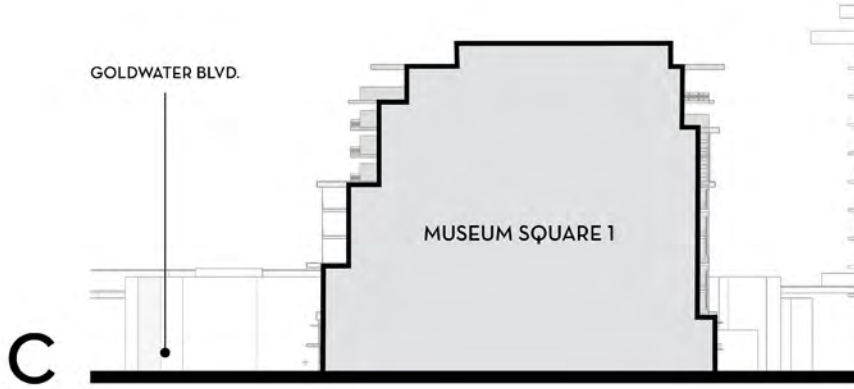


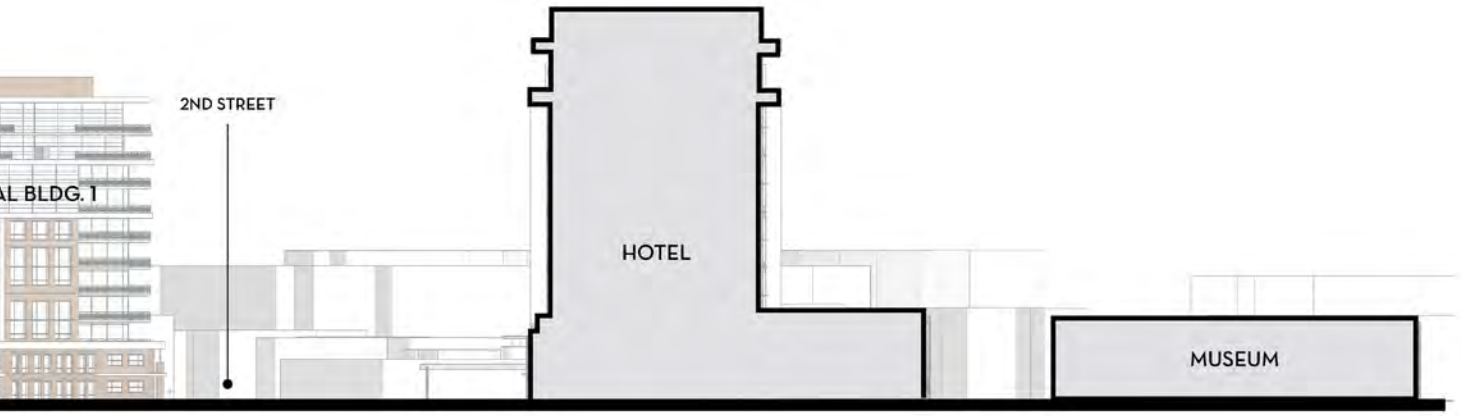


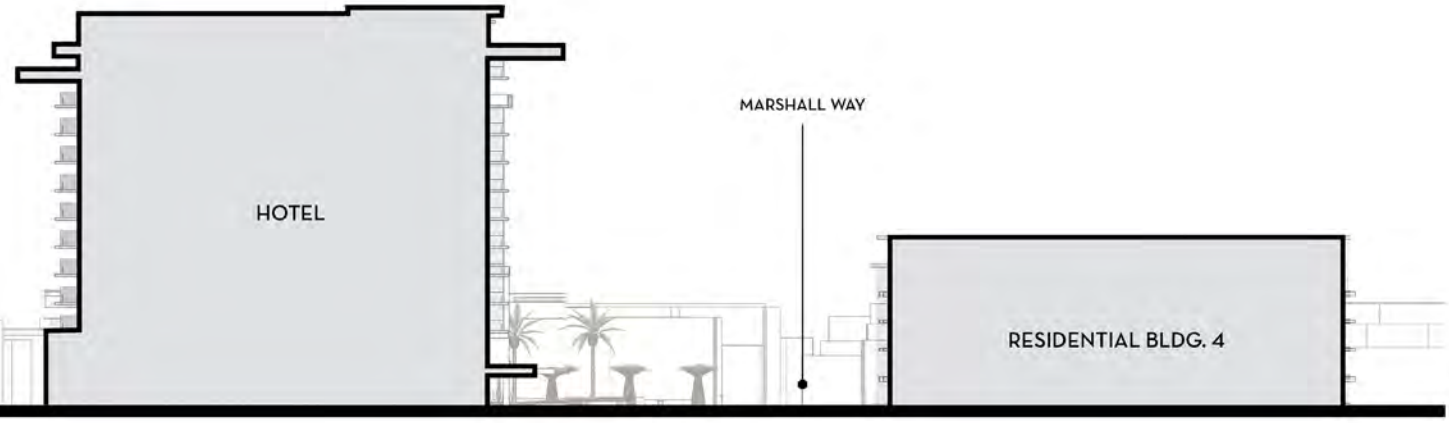


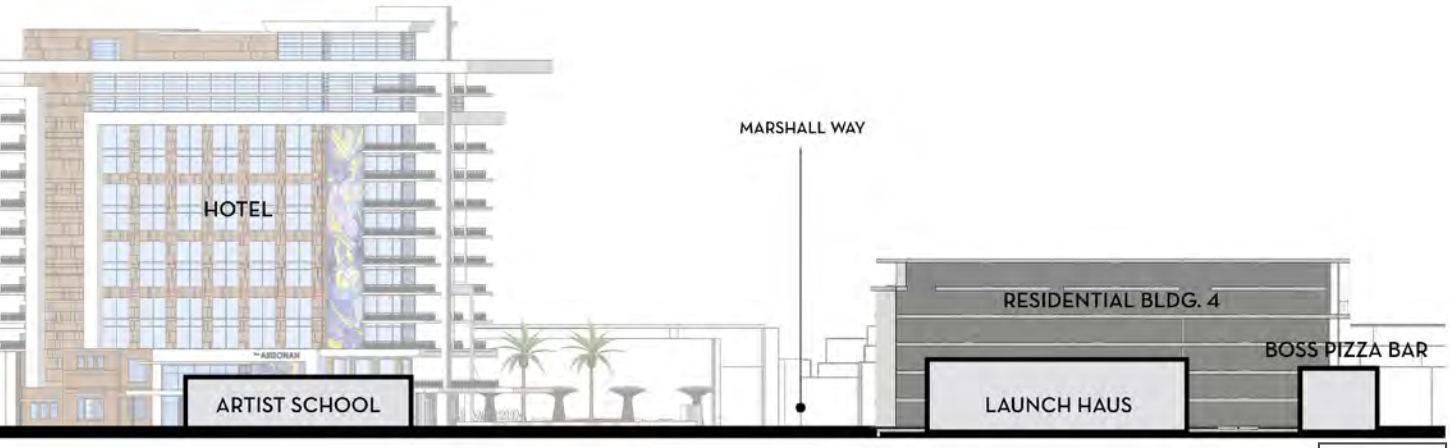






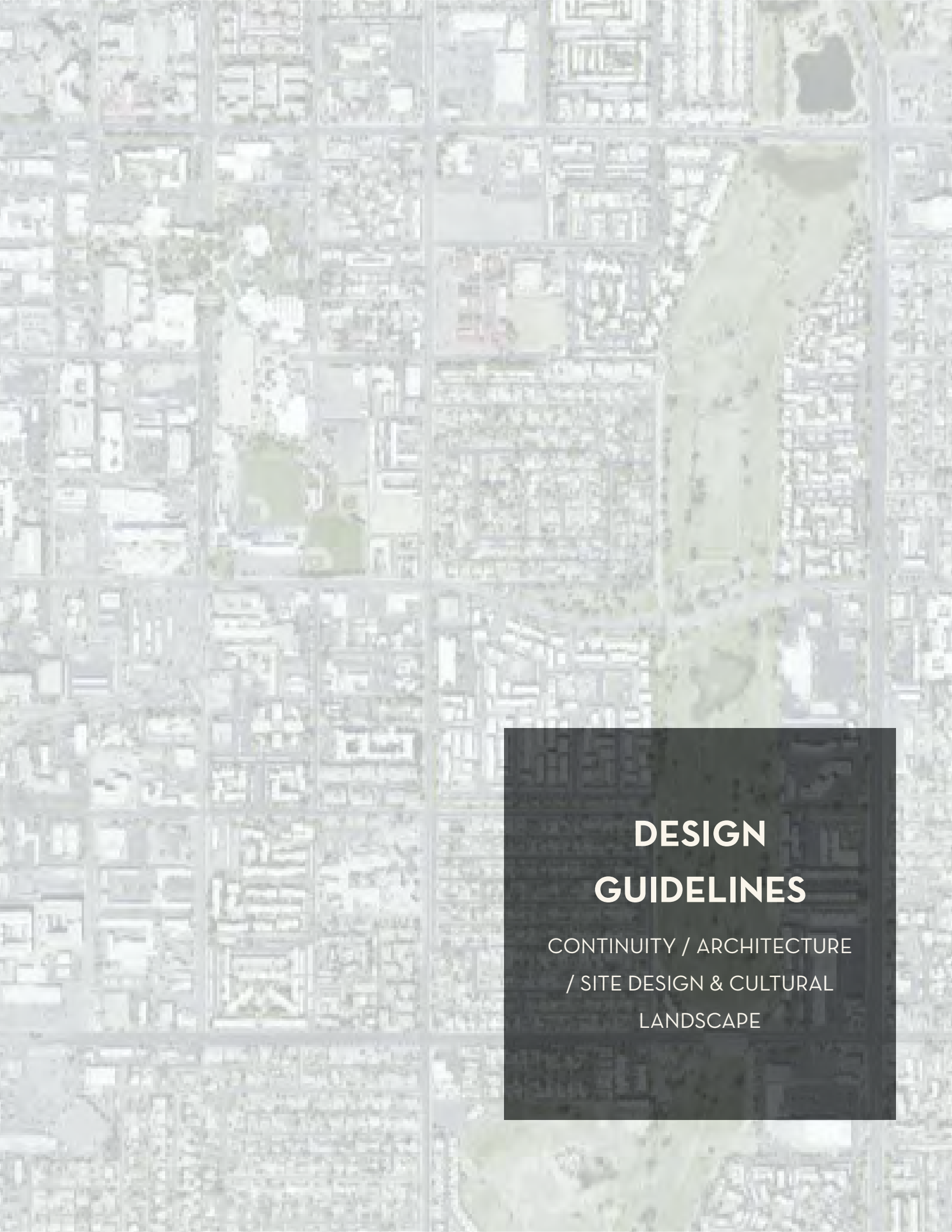

2ND STREET
AL BLDG. 1
HOTEL
MUSEUM


HOTEL
MARSHALL WAY
RESIDENTIAL BLDG. 4


HOTEL
MARSHALL WAY
RESIDENTIAL BLDG. 4
BOSS PIZZA BAR
ARTIST SCHOOL
LAUNCH HAUS

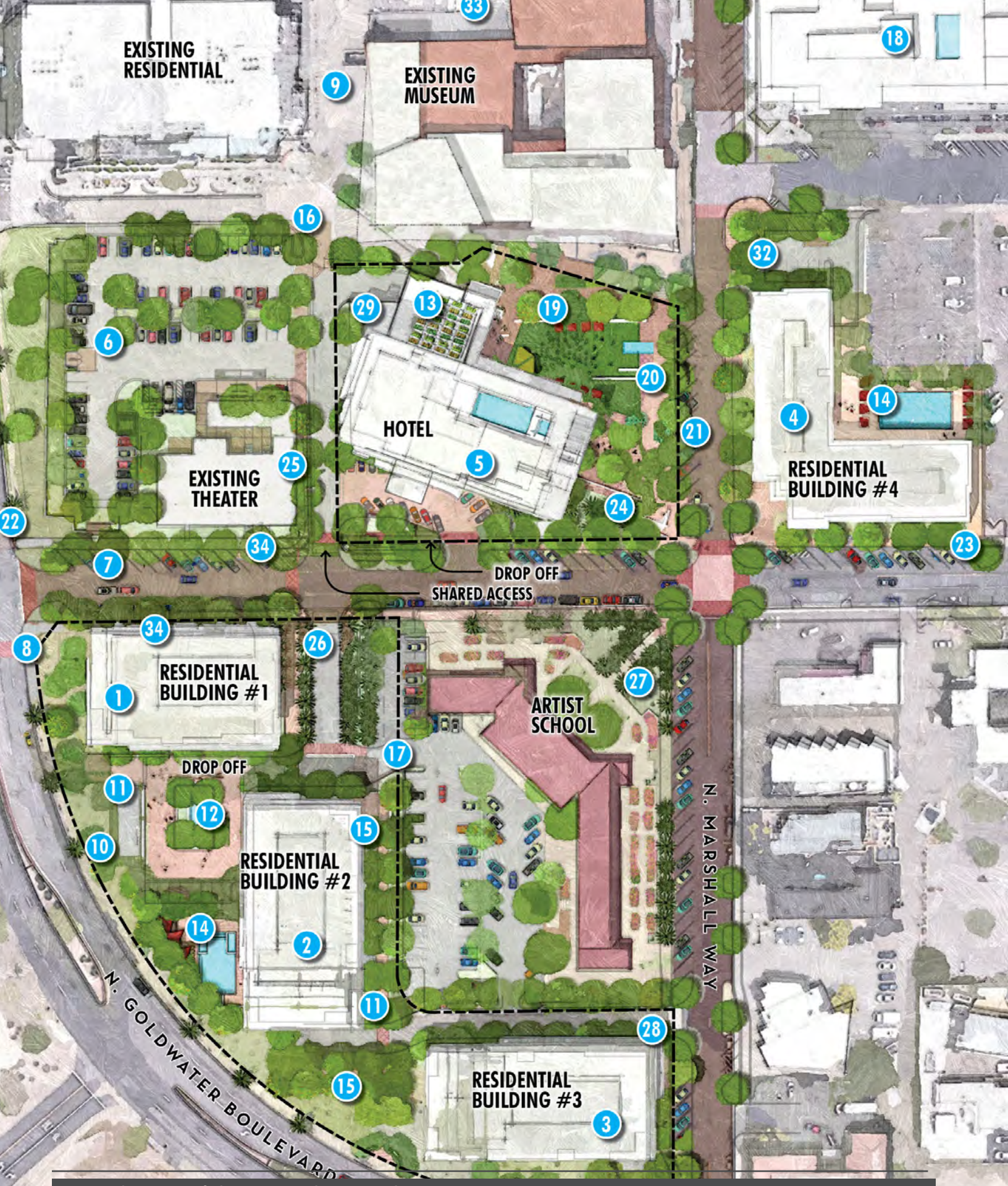


CITY OF SCOTTSDALE AERIAL CIRCA 2016



DESIGN GUIDELINES

CONTINUITY / ARCHITECTURE / SITE DESIGN & CULTURAL LANDSCAPE



Zoomed-in view of the proposed master plan.

CONTINUITY

These guidelines shall serve as the overarching principles that direct the physical placemaking associated with the Museum Square project. The key to the built environment for the project is expressed in multiple ways and will be based on the following:

- **BUILDING ARCHITECTURE**
- **SITE DESIGN AND THE CULTURAL LANDSCAPE**

The following guidelines have been organized with core proposed initiatives that express the aspirations for the master plan of Museum Square and the intended design outcome.

While still conceptual in nature, the overall design direction is illustrated in a manner that provides clarity and definition to the Museum Square vision. The Guidelines provide direction as to the scale, mass, materials, detailing and overall character of the building design. In addition, the site design and cultural oriented landscape is expressed within the context of outdoor spaces and places.

ARCHITECTURE

// THE DESERT CLASSIC CONTEMPORARY

The design vernacular for both the Museum Square Hotel and the Museum Square Residences focuses on several key building components that are brought together in creative and contemporary ways. The result is a series of sophisticated and timeless design solutions that set a new standard of design excellence for Old Town.

CORE FOCUS:

1. Timeless Design
2. Sophisticated
3. Artful and Artistic
4. Contextual
5. Bold and Beautiful
6. Inviting Street Scene
7. Desert Garden Setting

// KEY PROPORTIONS AND COMPOSITION

Well-designed buildings should have great proportions associated with the overall massing of the structure. The massing for the buildings associated with Museum Square are articulated with three important parts; the base, the body and the top. Each section results in well thought out proportions and overall composition. This overall composition will be enhanced by articulation that includes several important aspects of the design detail.

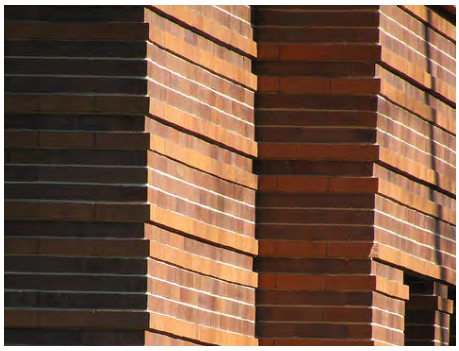
CORE DESIGN DETAIL:

1. Rhythm
2. Balance
3. Patterns and Repetition
4. Scale
5. Shade and Shadow
6. Color and Texture

// COMPONENTS OF COMPOSITION

BRICK/BLOCK STONE

- Brick as historical context at the base of building
- Reminiscent of an industrial art loft setting
- Brick at the street level



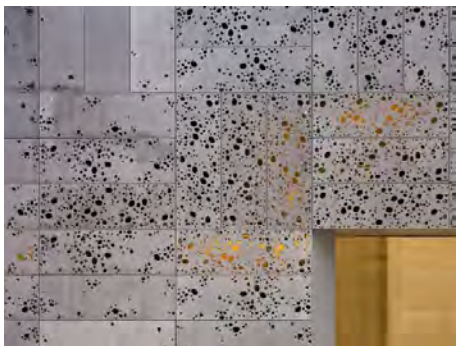
GLASS

- Major elevation component
- Different treatments/patterns/shade devices/louvers
- Punched windows/ribbon windows



FEATURE WALLS

- Metal paneling to complement MOW
- Multiple colors/patterns
- 3-Dimensional block pattern



ACCENT WALLS - THE BLADE

- Frames the design composition
- Engaged the massing in 3-D form
- Off-white with metal panel casing



ADDITIONAL SPECIAL FEATURES

- The 1912 Candlestick Spire
- The art glass mural
- Abstract cacti geometric accent



THIS



NOT THAT



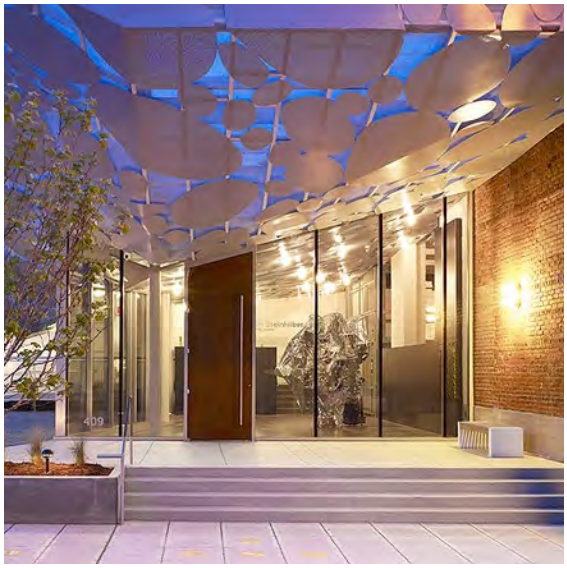
/ KEY PROPORTIONS

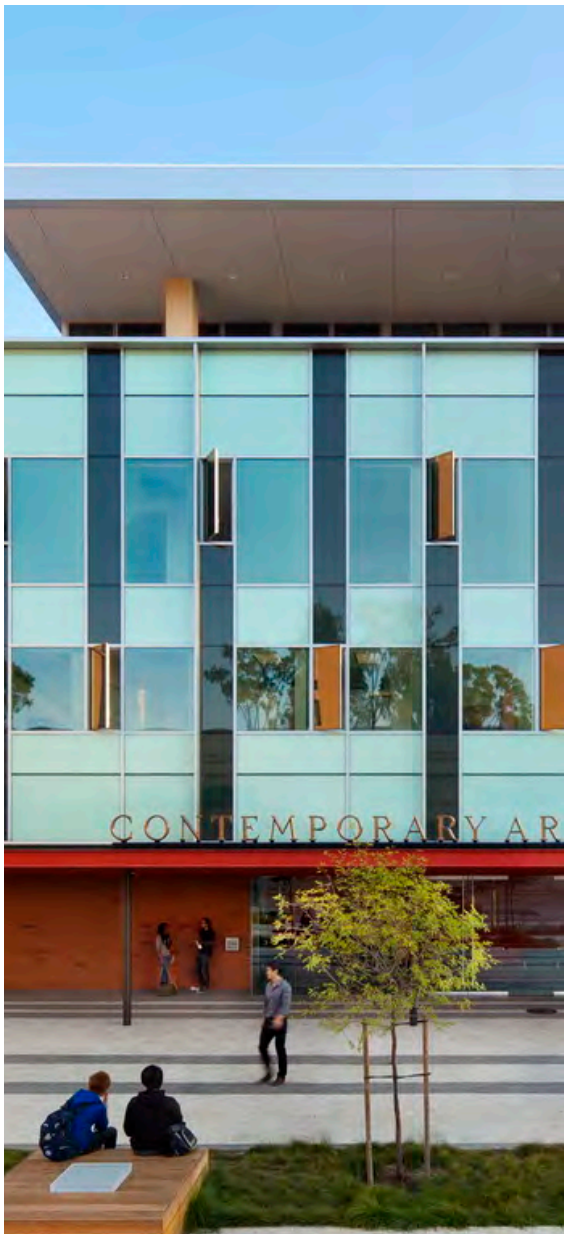
BASE

The base will visually "accept" the mass of the building so that it appears “grounded”. This can be done in several ways and typically the base of the buildings are expressed on at least the first two levels through the use of design features, materials and detailing. For Museum Square, brick is used as a core material integrated with the design of the base. In addition, building entry features are typically highlighted with two-story volumes and the massing so the base typically feels slighting larger than the body of the building structure that it engages. For the Museum Square Hotel, the second-floor balconies associated with the conference space help to articulate the appropriate massing of the base. In all cases, the base of the buildings will be designed with the surrounding pedestrian environment. This can be done through the proper scale of features and materials that are more at a human scale. On 2nd Street (aka, Museum Way), the Residences at One Museum Square include street level townhomes with sidewalk accessed stoops and entries.

BODY

The body of the buildings associated with the best examples of mid-rise architecture (10 to 15 stories) will have articulation in both the horizontal arrangement of features as well as vertical arrangements. That is to say, a simple repetitive pattern of windows, column articulation and floor level articulation across the entire plain (or body) of the building elevation most likely results in lack of design integrity and or interest. For Museum Square, the body (or middle) of all the building elevations are carefully organized to

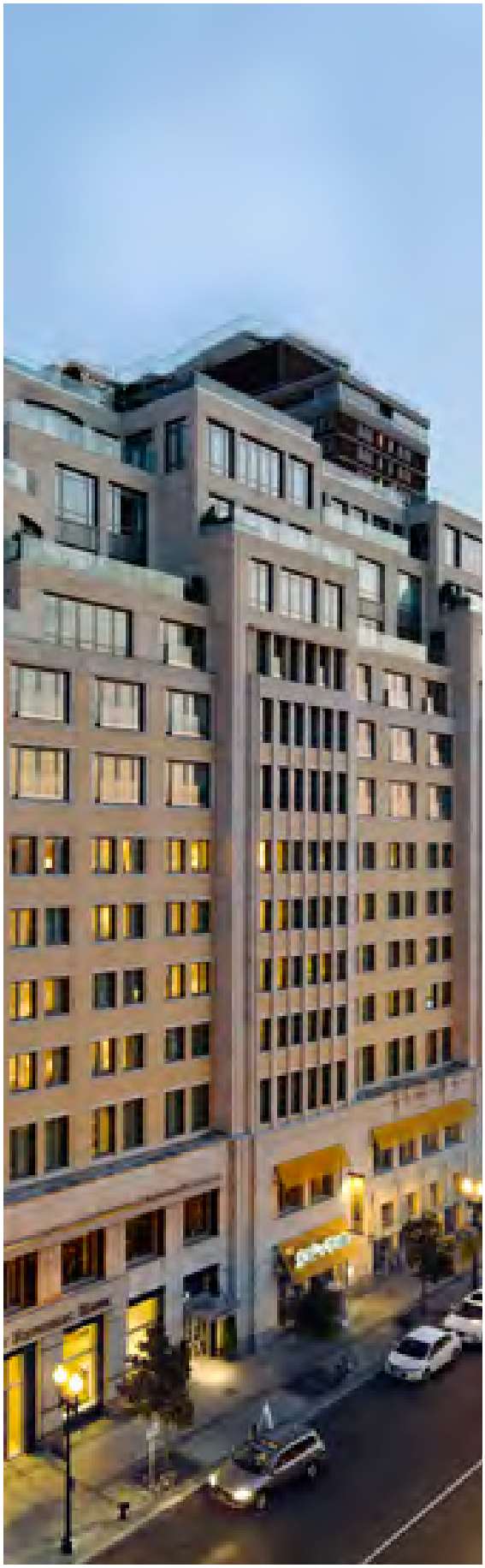




create attractive visual interest through the combined integration of massing as well as rhythm, balance, scale, shade and shadow, color and texture. This results in a series of unique signature building designs that will reinforce the special nature of Old Town and the Arts District. The creative use of materials, careful balance of full story ribbon windows, integrated with two-story punched windows (with metal panel surrounds) and the special nature of the BLADE walls all contribute to a handsome and sophisticated series of elevations for all of the Museum Square building designs.

TOP

Like the base and body of the buildings, the top also has an important role in the overall quality and character of the building design. Visually the most “exposed”, the top of the building provides an opportunity to provide visual accents that highlight the overall design intent. In the case of the Museum Square Hotel, the top floor incorporates a special horizontal features wall that “accepts” the roof top uses, including; spa, fitness center and pool. This feature wall is accented with special detailing on the east elevation that allows the “1912 Candlestick” Spire" to penetrate upward through a series of cavities cut-out from the wall. This element, located along the most visible side of the building elevation becomes one of the special features of the Hotel design. The Museum Square Hotel top also has two levels of full glass floors that help to reinforce the visual nature of the top of the building.

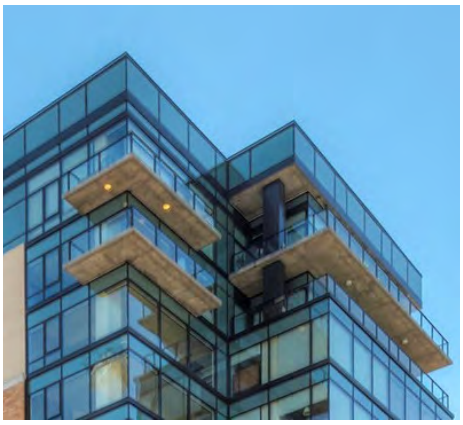


MASTER THEMATIC ARCHITECTURAL CHARACTER

MATERIAL



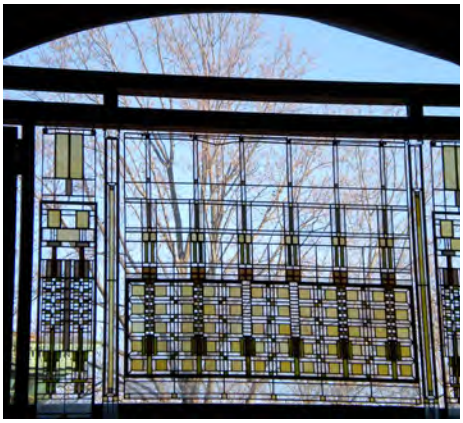
METAL PANELS



GLASS



BRICK/BLOCK/STONE

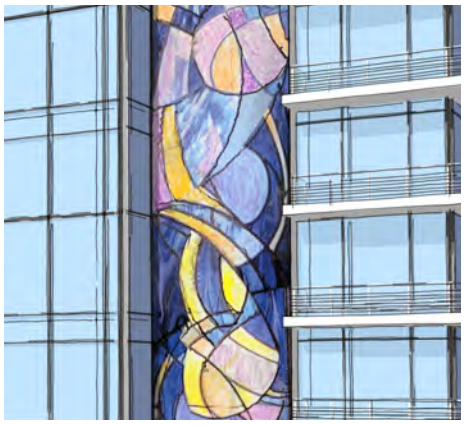


ART GLASS

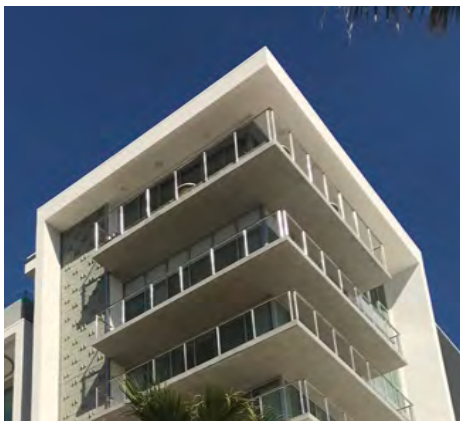
CONDITION



BALCONIES



ART MURAL



BLADES



CANDLESTICK ART FEATURE

MASTER THEMATIC ARCHITECTURAL CHARACTER

MATERIAL



BRICK/BLOCK/STONE



METAL PANELS (I.E. CORTEN STEEL)



GLASS



ART GLASS

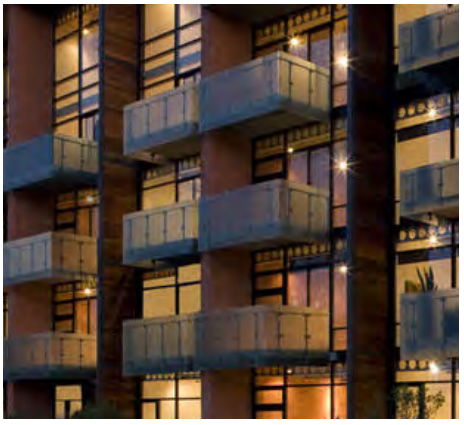


BLADES

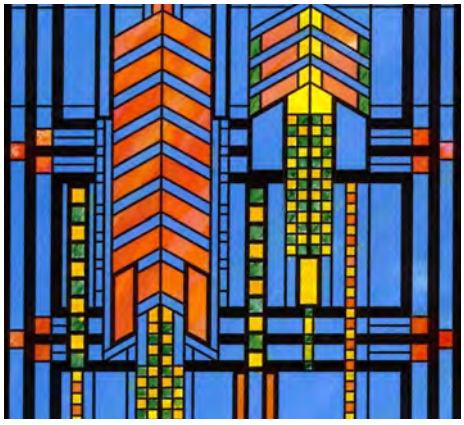


MESQUITE THICKETS ART FEATURE

CONDITION



BALCONIES



ART MURAL

MASTER THEMATIC ARCHITECTURAL CHARACTER

MATERIAL



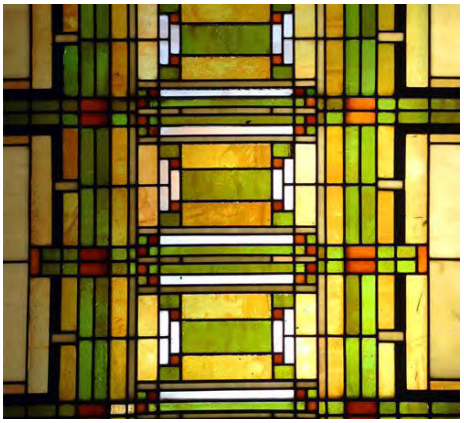
BRICK/BLOCK/STONE



METAL PANELS



GLASS

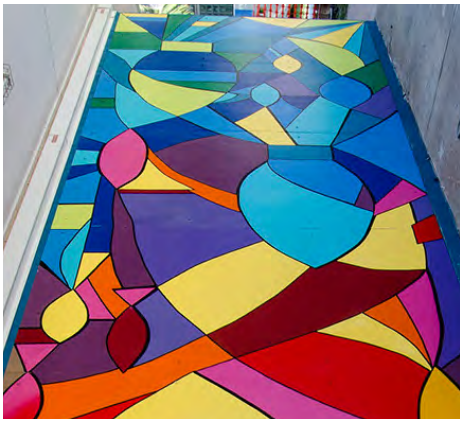


ART GLASS

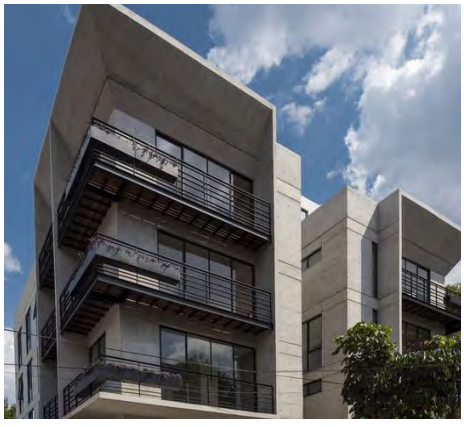
CONDITION



BALCONIES



ART MURAL



BLADES



CACTI GEOMETRY ART FEATURE

// ARTISTIC REFERENCES TO THE PAST, PRESENT & FUTURE

For Museum Square, the design goal for these series of signature buildings has not been simply to create beautiful architecture. The development team is committed to an overall design philosophy that is contextual to the desert climate as well as appropriate within the context of Arts District. The design for the Hotel sets the stage with a series of gestures, symbols, tributes, references and metaphors that highlight the importance of the art scene in Scottsdale; past present and future.

The degree to which these references are incorporated into the overall design helps to reinforce the unique architectural character of the design and help to celebrate the Arts District. The intent is not to "overwhelm" the architecture, but to introduce these special elements and features in order to help elevate the importance of Museum Square and the Arts District.

Some of the inspiration for these historic and contemporary design gestures include the following:

1. Scottsdale's Brick Buildings
    - Brick buildings have played an important role in the early history of both Phoenix and Scottsdale. Brick was a very familiar building material to many early settlers from the Midwest and east coast who liked using brick in all sorts of building design. Today, Old Town has several examples of both old and new buildings which feature brick.
    - In addition, many Cities across the country have transitioned historical warehouse/ industrial







areas to thriving Arts Districtss. This effort has included the re-use and revitalization of old industrial oriented, brick warehouse type buildings into artist galleries and residential lofts. For Museum Square, brick has been incorporated into the first and second levels of the buildings. In addition, the detail of the punch windows for the Hotel and condominiums are designed to be two stories tall- much like these historic referenced industrial warehouse building. These oversized window details also visually bring down the scale of the buidings, so they appear to be fewer floors than they actually are. The metal paneling surrounding these windows will have a subtle red tint that also compliments and picks up some of the visual character of the brick.

2. Ralph Haver
   - A well known and celebrated Valley architect in the 6o's and 70's also used brick in many of his more modern building designs.
3. Lloyd Kiva
   - Lloyd Kiva's early arts center helped put Scottsdale's arts scene on the map. The art and textile themed businesses were an early indicator of Scottsdale's ability to combine the resort industry with arts and culture. The intent for the Museum Square Hotel is to coordinate with today's local artisans and gallery owners to continue promoting their work through jointly planned events, festival and conferences.

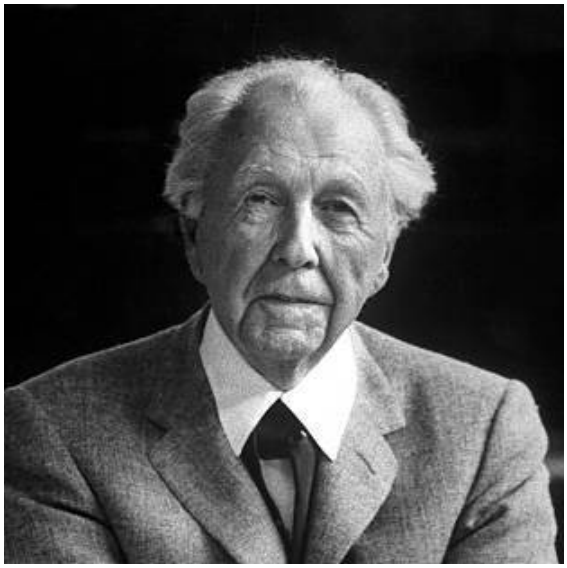






4. Charles Loloma
    - Lloyd Kiva invited Charles Loloma to be a part of his art center. Loloma's Hopi jewelry became very popular and still, to this day, commands great interest. The word "Loloma" in Hopi means beautiful color. The Museum Square Hotel has proposed a special art glass mural that will celebrate the artistry of a special craft that today, is still in high demand.
5. Frank Lloyd Wright
    - Wright used both brick and art glass in many of his greatest works. His youngest apprentice, Vernon C. Swaback has designed a special large scale mural on the south side of the Hotel; called "Sonoran Sky" as well as a smaller, more intimate art glass piece in the two story Hotel lobby adjacent to a feature stair that accesses the conference space on the second level.
6. Museum of the West
    - Museum Square's adjacency to the Museum of the West provides an opportunity to reinforce the Museum's design. The Museum Square Hotel and residences have introduced a series of metal paneling finishes that will complement the rusted steel features found throughout the exterior of the Museum. In addition, the new Hotel has proposed a unique cacti mural on the north facade, directly adjacent to the Museum, that celebrates the Sonoran Desert with an artistic interpretation of the top of the cacti.



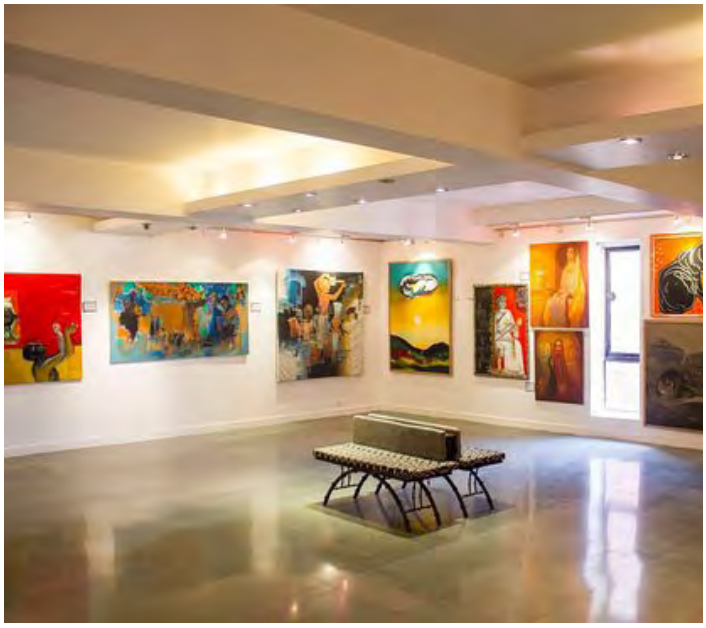




INFLUENCES OF ART

As depicted in the design for Museum Square Hotel, art becomes an important component. The design intent is to reinforce the special nature of the Arts District and celebrate the spectrum of artist expression that is represented throughout the area. This includes; 1) Scottsdale Artists' School; 2) MOW; 3) SMoCA; 4) Stagebrush Theatre, and; 5) numerous art galleries.

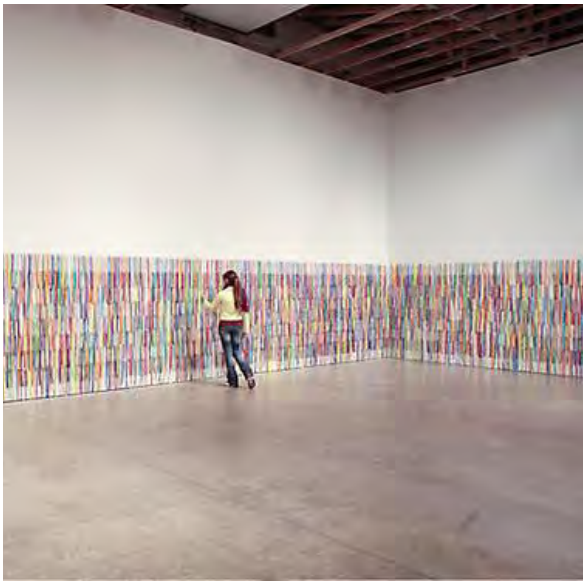
















// KEY DESIGN FEATURES

The buildings are organized with a series of composition components and features that create a perfect balance of proportion for all aspects of the structures. The design brings contemporary materials and building technologies together within the context of the desert climate and the context of the Arts District. As discussed previously, this sophisticated arrangement provides the basis for the overall design direction.

1. Brick/ Block Stone: Brick is utilized around the first two levels of the buildings to reinforce the pedestrian scale as well as pay tribute to some of the early brick buildings in the Old Town area. The brick will be complemented by stone and or block within the context of the ground level. The richness of these materials will be utilized with interesting textures, patterns and color to compliment the pedestrian scale of the environment. In addition, these materials are envisioned to transition from the exterior of the building façades and be tastefully integrated into the interiors.

> “A brick is just a brick....., but oh, the things you can do with it!”
>
> - Frank Lloyd Wright



Museum Square envisioned at dusk.


MUSEUM SQUARE

2. Glass: The buildings will include a significant amount of glass associated with the overall layout. Rather than simply repeat a continuous glass treatment across the entire facade, a series of design components and features have been integrated that give more visual interest and result in better proportions for the overall design. The combination of full length, floor to floor ribbon windows and two-story punch window condition with metal panel surrounds are incorporated to reinforce the special nature of the design. In addition, the feature wall blade details break up the glass mass between the base, body and top of the buildings. Different glass sizes and treatments also provide added visual interest. A greater degree of solar analysis will happen during the detail design stage. This process could result in the use of both louvers and other shade features that provide solar relief from certain window conditions.



3. Feature Walls: In addition to the brick fenestration, feature-walls will be designed with a series of metal panel elements that complement the brick and glass. The metal paneling on the feature-walls complement the corten steel paneling that occurs throughout the MOW. While some corten steel may be incorporated into the design, most of the material will be a metal panel system that compliments the corten steel in color, texture, patterning, etc. The intent is not to copy MOW's use of the steel, but to complement it in an appropriate manner using the metal.

4. Accent Walls- The Blade: The major accent or blade incorporated into the overall design is used as a special design treatment that helps to reinforce building proportions. Most commonly used today in contemporary design- the blade provides a vertical feature beginning at the base of a building and traverses all the way to the top and is exposed as a large mass or plain that hovers over the structure. For the Museum Square buildings, the blade is used in a much subtler manner and helps articulate the mass and scale of the buildings relative to the base, body and top. The blade accents are exposed on multiple sides of the buildings and help bring the entire mass down to a more appropriate scale. The blade also compliments the major horizontal feature forms (at the base and at the top). These forms will be clad in a metal paneling that will take on an off-white or silver metallic color.

5. Special Features: These elements have been infused into the overall design that reinforce the special nature of the Arts District. These art-focused features have been included that celebrate the arts and culture of Scottsdale's present and past. The "1912 Candlestick Spire" is a tribute to the twelfth year of the 20th Century- Arizona's birthday and beginning of statehood as the 48th state. The Candlestick Spire feature wall is located on the east elevation of th Hotel, which has been described as the brow of the building. This feature wall has a blue (part of Arizona's state color) ribbon of color that stretches up the entire elevation and penetrates through the top horizontal roof deck balcony. The feature is envisioned to have a subtle back lit LED treatment that gives a hint of glow in the evening hours. At the building's base, the vertical geometry will be extended along the ground plane with special paving and terminate along the sidewalk (intersection at Marshall Way and 2nd Street) with a special plaque of recognition. The "twelfth" year will be recognized on each of the upper twelve floors of the hotel with a special highlight of an important event in the State's history. These celebrations of Arizona's history will be brought together on the lobby level with the envisioned interactive gallery.

Additional special art features include the "Sonoran Sky" (designed by Vernon D. Swaback) mural located on the south elevation of the hotel along 2nd street. As described previously, Scottdale has a rich history associated with art glass with Lloyd Kiva's art and textile center as well as Frank Lloyd Wright's art glass. "Loloma" in Hopi means beautiful color and the planned mural is a wonderful tribute to the past and present. The lobby's art glass feature will reinforce this theme.

6. Sustainability: As the project moves from the initial conceptual stage to detailed design, much care will be given to the range of initiatives associated with sustainable design. Some of the major themes associated with sustainability include the following:

a. Mixed-use compact development
b. Substantial amount of open space
c. Opportunities for multi-modes of transportation
d. Building technology and systems
e. Building materials and installation
f. Shading devices

While not anticipated to secure LEED certification, the building design and building systems will meet most significant measures associate with sustainability best-practices. In addition, recycling programs for both the hotel and residences will be instituted and promoted.

This effort will entail compliance with the international Green Construction Code's minimum baselines requirements from design, through construction, certificate of occupancy and beyond. This commitment to the IGCC will ensure that these buildings are more efficient, reduce waste, and have a positive impact on health, safety and community welfare.







Ilustrations of the Hotel.





Illustrations of the Hotel









Illustrations of the Residences.





Illustrations of the Residences.

SITE DESIGN & THE LANDSCAPE

// KEY INITIATIVES

The setting for Museum Square is envisioned as a lush desert oasis with native desert plants, an abundance of shade trees, and a wide variety of flowering shrubs and ground covers that celebrate the beautiful context of the Sonoran Desert. The landscape treatment will be complemented by a variety of special design features that include; plazas, terraces, patios, water features, lawn areas, sculpture, gardens, shade pavilions and numerous opportunities for seating and relaxing. The jewel of the open space environment surrounding the Museum Square development will be the new urban neighborhood park-the "Square". Not intended to be an isolated, enclosed environment, the Museum Square park reaches out in every direction to provide connectivity and access.

These connections allow convenient access to the streetscape and existing urban fabric surrounding the Museum of the West. The careful organization of the proposed new residences also allow for pedestrian connections to the park along both the streetscape as well as a new major pedestrian connection between Two Museum Square and the Artists' School. As illustrated on the landscape zones exhibit, this north south esplanade will allow for safe, comfortable, convenient access from the planned HAWK (mid-block crosswalk) identified just west of the intersection of Goldwater Boulevard and Marshall Way, up to and beyond Main Street. This added pedestrian connectivity will help to reinforce the multi-use nature of the site and the ability to traverse the area in multiple ways.

This new esplanade will be designed with an alley of trees and include a small new passive public garden directly north of the Hawk crossing.

Because the great majority of parking for the entire project is located below grade, there's a tremendous opportunity to integrate a substantial amount of open space as part of the development. Approximately 60% of the project area is dedicated to open space.





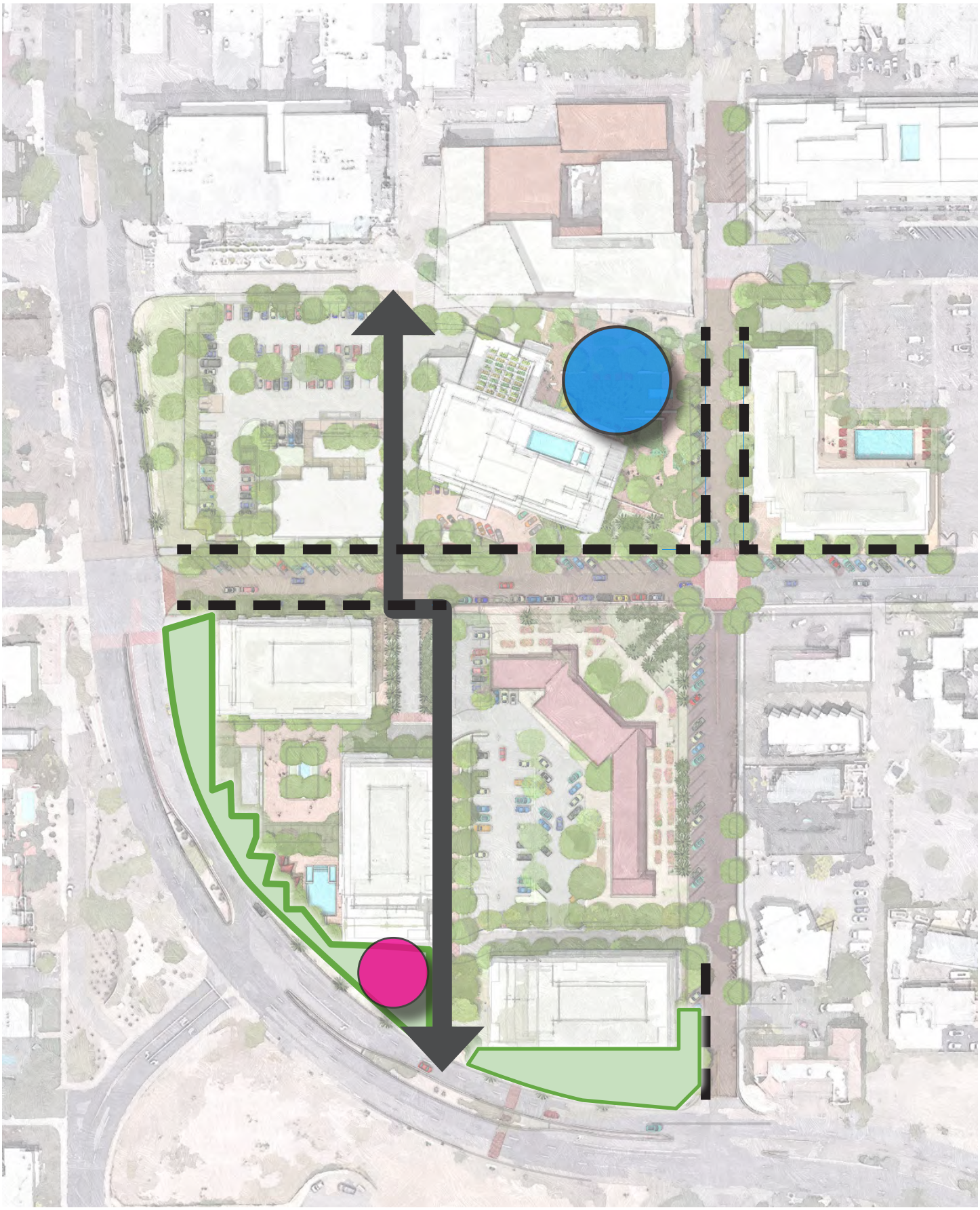








LANDSCAPE ZONES



LEGEND

1. NEIGHBORHOOD AND COMMUNITY PARK (THE "SQUARE")

Multi-purpose, neighborhood-oriented park with great lawn and terrace. Native planting and a series of unique spaces provide a wonder outdoor desert setting. Great connectivity with the hotel and MOW. Fun for residents and visitors a like.

2. STREETSCAPE

Comfortable and convenient pedestrian oriented perimeter sidewalks. Street trees and canopy structures to provide relief from the sun and elements. Specialty outdoor furnishings and special features to emphasize the Arts District and Old Town character.

3. NORTH/ SOUTH ESPLANADE

Expansion of the initial “alley” walkway connection from Main Street adjacent to the MOW. Special paving and features to emphasize the arts. Include trees and shade devices for sitting. Wayfinding signage should be incorporated to assist with direction and orientation.

4. SOUTH GARDEN

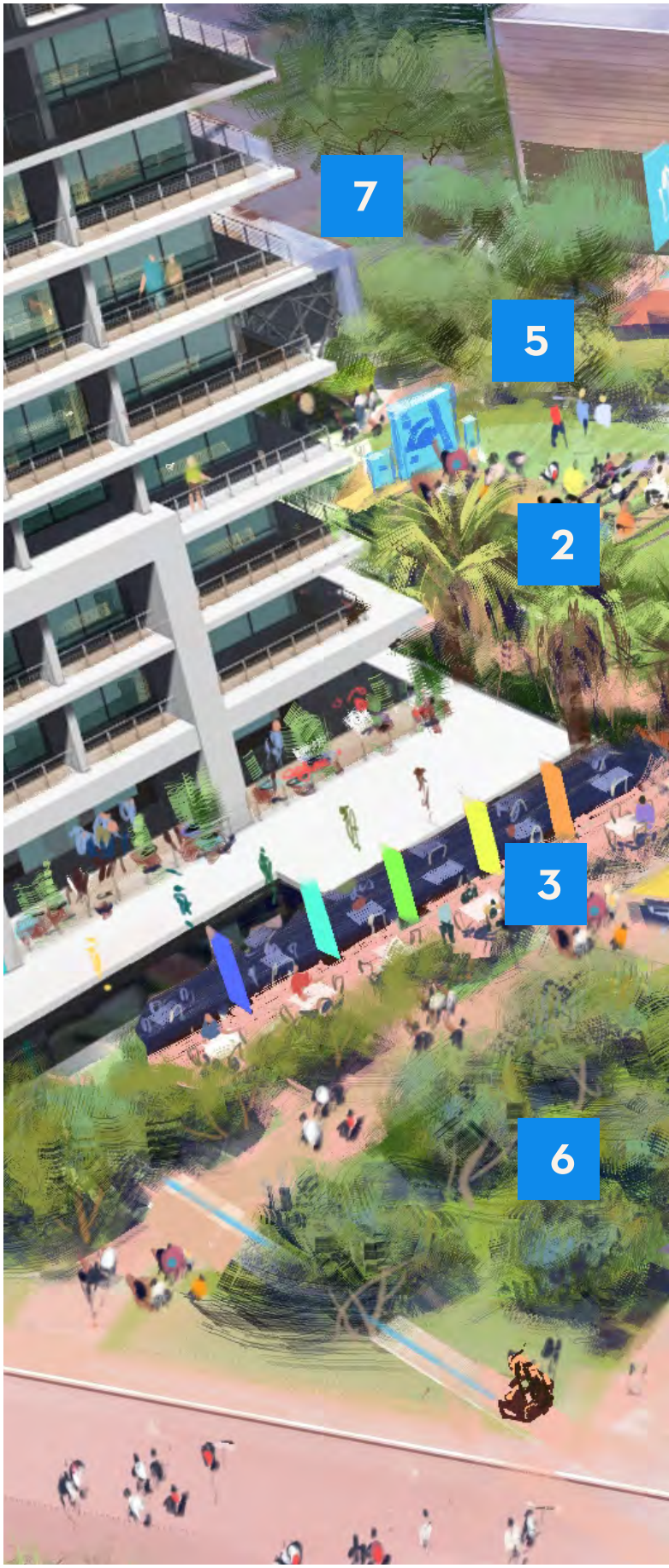
Passive relaxation area along the Goldwater corridor. Designed to provide comfortable seating for rest and relaxations (maybe a stopping point along the way). Lush desert landscape should provide a visual buffer from Goldwater traffic and the adjacent hustle and bustle.

5. GOLDWATER LANDSCAPE TRANSITION

Opportunity to introduce a generous landscape buffer between Goldwater Boulevard and the new Museum Square development. Attractive native desert landscaping with mounding to reinforce visual interest. Gateway signage to be introduced at key intersectins.

// NEIGHBORHOOD PARK (THE "SQUARE")

1. DESERT SHADE & SIDEWALKS
2. LANDSCAPE SIGNS
3. OUTDOOR DINING TERRACES
4. SCULPTURE & WATER
5. SPECIAL EVENTS
6. THE GARDEN
7. THE GROVE
8. LAWN & PLAZA




8
2
4
1
1

DESERT SHADE & SIDEWALKS



LANDSCAPE SIGNS





OUTDOOR DINING TERRACES



SCULPTURE & WATER












THE cannery











SPECIAL EVENTS



THE GARDEN





THE GROVE





LAWN & PLAZA











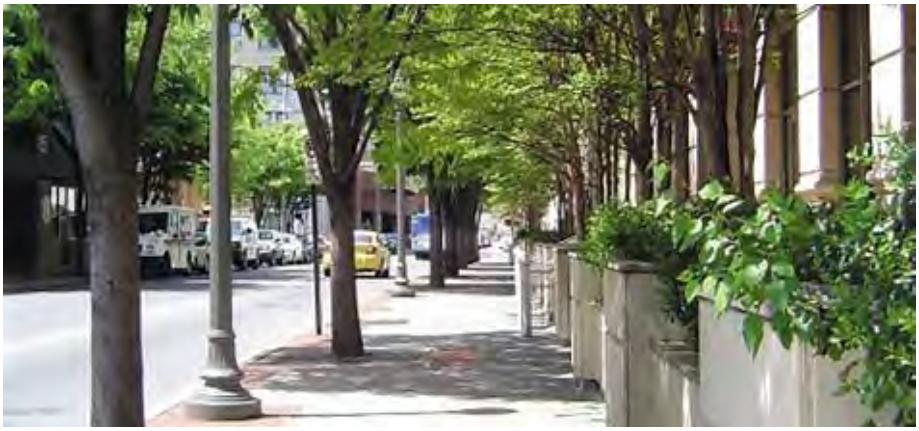








SHADE



SEATING



COLOR



SPECIAL FEATURE



SHADE



SEATING



TEXTURE



SPECIAL FEATURE



SHADE



SEATING



ACCENT



SPECIAL FEATURE



SHADE



SEATING



ACCENT



SPECIAL FEATURE



CONCEPTUAL PLANTING PALETTE

TREE PALETTE

- Chilopsis linearis -Desert Willow
- Cordia boissieri -Texas Olive
- Ebenopsis ebano -Texas Ebony
- Fraxinus Velutina - Arizona Ash
- Olneya tesota -Ironwood
- Parkinsonia x 'Desert Museum' -D.M. Palo Verde
- Parkinsonia praecox -Palo Brea
- Pistacia chinensis -Chinese Pistache
- Platanus Wrightii - Arizona Sycamore
- Prosopis hybrid 'Phoenix' -Phoenix Mesquite
- Quercus virginiana -Southern Live Oak
- Sophora secundiflora -Texas Mountain Laurel
- Ulmus parvifolia -Evergreen Elm
- Ungnadia speciosa -Mexican Buckeye

SHRUB PALETTE

- Ambrosia deltoidea -Triangle leaf Bursage
- Atriplex canescens -Fourwing Saltbrush
- Baccharis hybrid 'Starn' -Stern's Desert Broom
- Calliandra eriophylla -Fairy Duster
- Dodonaea viscasa -Hopbush
- Encelia farinosa -Brittlebrush
- Ericameria laricifolia -Turpentine Bush
- Eriogonum fasciculatum -Flat-top Buckwheat
- Hyptis emoryi -Desert Lavender
- Justicia californica -Chuparosa
- Leucophyllum laevigatum -Chihuahuan Sage
- Lycium fremontii -Fremont Wolfberry
- Simmondsia chinesis-Jojoba
- Vigueria deltoidea -Goldeneye
- Zizyphus obtusifolia -Gray Thorn
- Lantana camera - Lantana
- Salvia leucantha - Mexican Bush Sage
- Salvia gregii - Autumn Sage

CACTUS/SUCCULENT PALETTE

- Agave geminiflora -Twin Flower Agave
- Agave parryi -Parry's Agave
- Carnegela gigantea -Saguaro
- Echinocactus grusonnii -Golden Barrel
- Echinocereus engelmannii -Hedgehog cactus
- Dasylirion wheeleri -Desert Spoon
- Ferocactus cylindraceus -Compass Barrel
- Lophocereus schottii -Senita
- Myrtillocactus geometrizans -Blue Myrtie Cactus
- Opuntia acanthocarpa -Buckhorn Cholla
- Opuntia basilaris -Beavertail Prickly Pear
- Opuntia englelmannii -Engelmann's Prickly Pear
- Opuntio ficus-indica -Indian Fig
- Pedilanthus macrocarpus -Slipper plant
- Stenocereus thurbel-Organpipe Cactus
- Aloe vera - Aloe
- GRASS PALETTE

- Aristida purpurea -Purple Threeawn
- Bouteloua curtipendula -Sideoats Grama
- Bouteloua dactyloides -Buffalograss
- Bouteloua gracilis -Blue Grama Grass
- Deschampsia coespitosa -Tufted Hairgrass
- Hesperaloe parviflora -Red Yucca
- Muhlenbergia capillaris -Pink Muhly Grass
- Muhlenbergia lindheimeri -Lindheimer's Muhly
- Muhlenbergia rigens -Deer Grass
- Nasella tenuissima -Mexican Feathergrass
- Stipa tenuissima -Mesican Threadgrass

ANNUAL/PERENNIAL PALETTE

- Baileya multiradiata -Desert Marigold
- Dyssodia pentachaeta -Golden Dyssodia
- Escholzia mexicana -Mexican Gold Poppy
- Gaillardia aristata -Gallardia
- Lupinus succulentus -Arroyo Lupine
- Melampodium leucanthum -Blackfoot Daisy
- Mirabilis multiflora -Desert 4 O'Clock
- Penstemon parryi -Parry's Penstemon
- Penstemon pseudospectabilis -Desert Penstemon
- Phacelia campanularia -Desert Bluebell
- Psilostrophe coaperi -Whistem Paperflower
- Russelia equisetiformis -Coral Fountain
- Salvia columbariae -Desert Chia
- Salvia farinacea -Blue Sage
- Oenothera stubbei -Saltillo Primrose

VINE PALETTE

- Antigonon leptopus -Queen's Wreath
- Bougainvillea spectabilis -Bougainvillea
- Cissus trifoliata -Grape Ivy
- Hardenbergia violacea -Lilac Vine
- Jasminum mesnyi -Primrose Jasmine
- Macfadyena unguis-cati -Cat Claw Vine
- Mascagnia macroptera -Yellow Orchid Vine
- Merremia aurea -Yuca Vine
- Passiflora foetida v. longipedunculata -Baja P. Vine
- Podranea ricasoliana -Pink Trumpet Vine
- Rosa banksiae -Lady Banks' Rose
- Solanum Jasminoides -Potato Vine
- Tecomaria capensis -Cape Honeysuckle



CITY OF SCOTTSDALE AERIAL CIRCA 2016



CONCLUSION


Bishop Lane

A MASTER PLANNED COMMUNITY MASTER PIECE

Museum Square is an ambitious project that will have a dramatic positive impact on the character and quality of Scottsdale's Arts District and Old Town. Macdonald Development has significant experience with very complex and intricate projects such as this and the development team has committed significant time, effort and capital at this very early stage in order to provide a very detailed vision for the project.

The foundation of all these efforts has been the Applicant's commitment to a collaborative process which has focused on the long-term community value of arts and culture. Numerous meetings have been conducted with stakeholders, City leaders and interested parties to discuss the project within the context of the surroundings and Old Town. The development team has embraced this initial dialogue and looks forward to continued discussions.

At the basis of all contemplations has been the believe that the Arts District (specifically the Stagebrush Theatre, the Museum of the West and the Artist's School) brings important value to the entire community. The Museum Square project has the opportunity to bring a heightened awareness to these major cultural assets through the following:

- Infusion of "body heat" to the area with new residents and hotel guests/ visitors
- Inclusion of arts and cultural programs with the hotel and residences
- Promotion of these organization and the entire Arts District through marketing and public relations campaigns
- Supporting the quality of live in and around Old Town with great new neighborhood oriented open space
- Reinforcing the unique quality and character of Old Town with signature building designs that are contextual, sophisticated and timeless

Museum Square brings a new standard to community master planning in Old Town Scottsdale.