

# 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

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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 2<sup>nd</sup> 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 70<sup>th</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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.

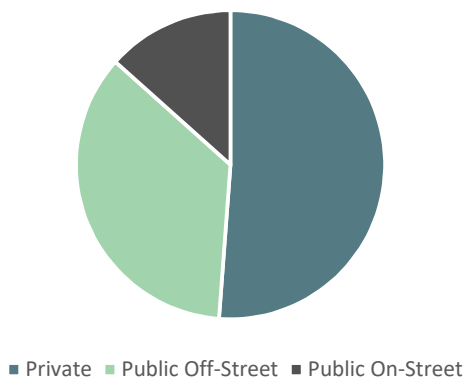
Situated within the proposed development is the 3,632 square foot Stagebrush Theatre, located on the northeast corner of Goldwater Boulevard and 2<sup>nd</sup> Street; the 15,002 square foot Scottsdale Artists' School, located on the southwest corner of Marshall Way and 2<sup>nd</sup> Street; and the 57,806 sf Scottsdale's Museum of the West, located on the west side of Marshall Way at 1<sup>st</sup> 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 SCOTTSDALE 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.

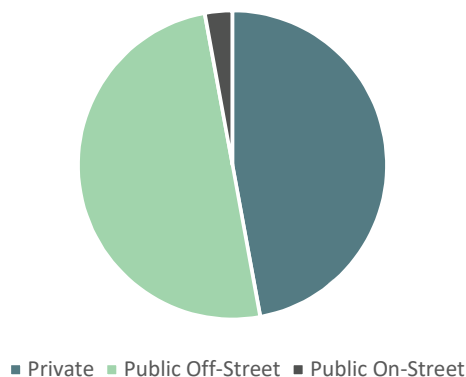
#### Parking Inventory

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.



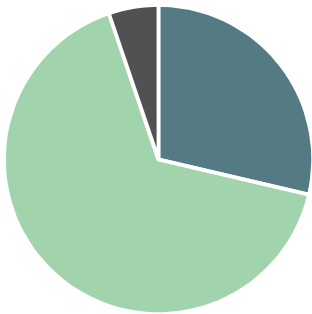
While there are over 17,500 parking spaces in the study area, more than half of all parking is private parking, while 35.4% is public off-street and 13.4% is public on-street.

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



■ Private ■ Public Off-Street ■ Public On-Street

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.

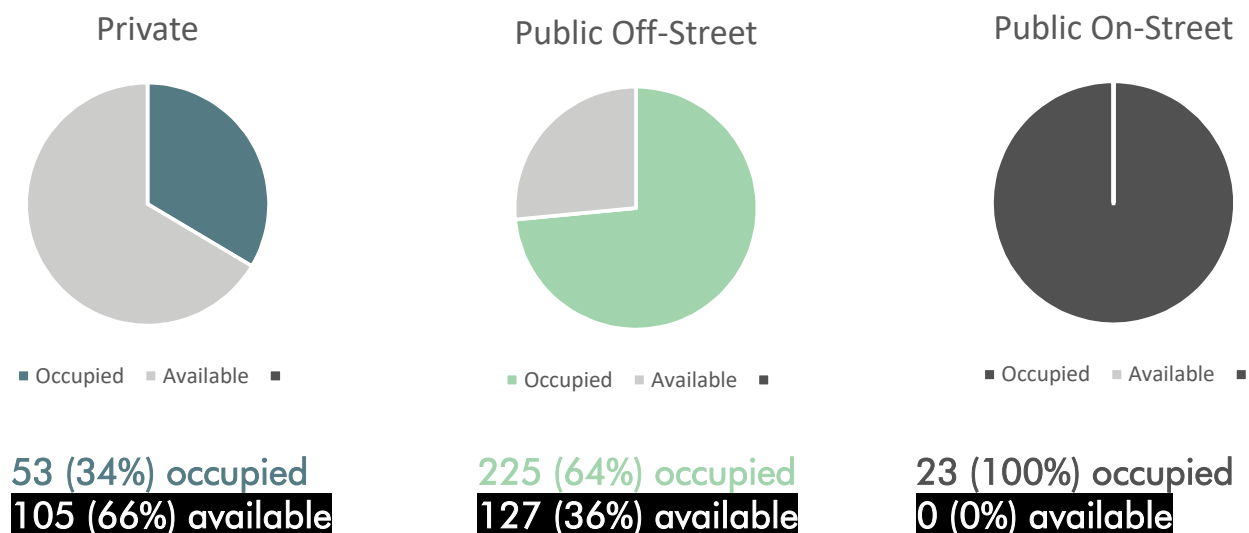
### Preliminary Garage Alternatives and Lot Reconfigurations

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 2<sup>nd</sup> Street, and Zone 8 - Lot 20 located on the southeast corner of Goldwater Boulevard and 2<sup>nd</sup> 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.



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



■ Occupied ■ Available ■

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



■ Occupied ■ Available ■

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 <b>EXCEEDS</b> 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, <b>approved and accepted by the City of Scottsdale</b>
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

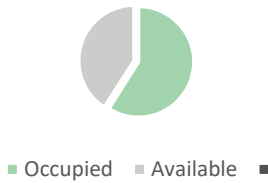
Lot 34 is a subsurface parking garage, which will remain. The existing 130 parking stalls currently provides parking for the 57,806 square foot Scottsdale's Museum of the West as well as the public. The 130 parking stalls will also serve the parking needs of the proposed 22,500 square foot expansion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

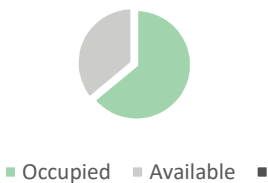
Within the Museum Square study area, combined Lots 20, 33, and 34, provide a total of 352 public off-street parking stalls. With the proposed Museum Square development the public off-street parking will be modified to provide 211 public off-street parking stalls, which is an approximate reduction of 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 1<sup>st</sup> Street and 2<sup>nd</sup> Street.

#### Zone 6 – Area K

Area K will remain as it is today.

#### Zone 6 – Area N

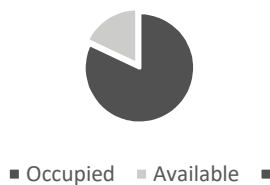
Area N's north curb line will be modified, and will provide the same number of on-street parking stalls.

#### Zone 8 – Area J

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

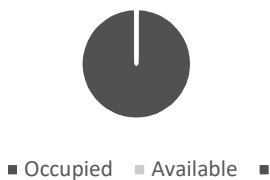
Within the Museum Square study area, combined Zone 6 – Areas J, K, N, and Zone 8 – Area J currently provides a total of 23 public on-street parking stalls. With the proposed Museum Square development the public on-street parking will be modified to provide 60 public on-street parking stalls, which is 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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
<b>Zone 6</b>	3	Per 1,000 Sq. Ft.	420,000	1,260	2,034	774
<b>Zone 8</b>	3	Per 1,000 Sq. Ft.	270,000	810	2,317	1,507
<b>Total</b>				<b>2,070</b>	<b>4,351</b>	<b>2,281</b>

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, 5<sup>th</sup> 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.

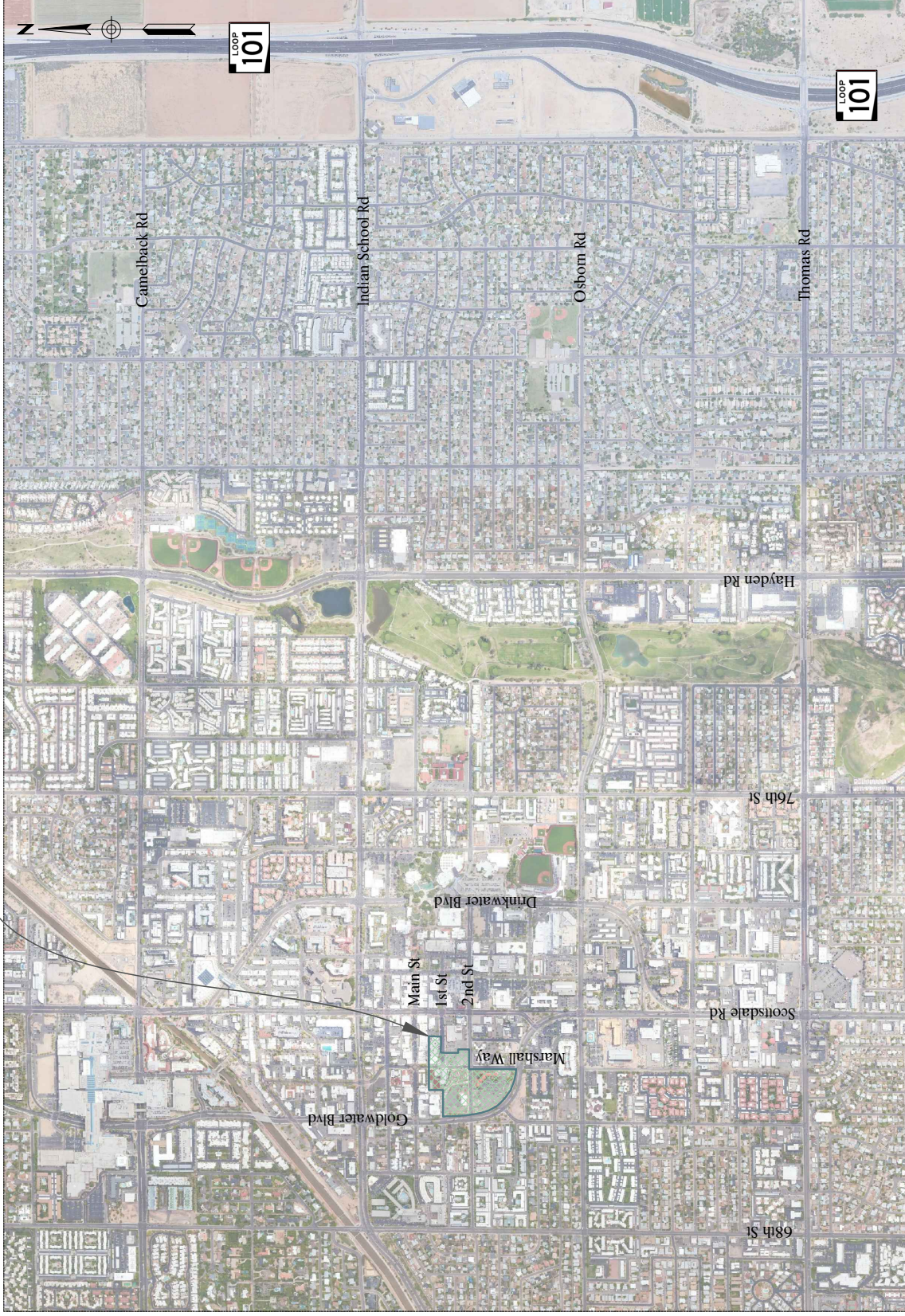
Setting the groundwork, a previously conducted parking supply and demand analysis, entitled the *2015 Scottsdale Downtown Parking Study* (2015 Study), was thoroughly reviewed to determine the parking conditions within the study area and greater Old Town Scottsdale.

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.

PROPOSED SITE



**J2**  
J2 engineering and environmental design  
1600 West McDowell Blvd., Suite 62  
Phoenix, Arizona 85040  
phone: 602.438.2221  
www.j2designus.com

Figure 1

Vicinity Map

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

### 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 2<sup>nd</sup> Street and will include:

- o 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 2<sup>nd</sup> 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 70<sup>th</sup> Street and will include:

- o 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 2<sup>nd</sup> 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:

- o 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 1<sup>st</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> 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 2<sup>nd</sup> Street; the 15,002 square foot Scottsdale Artists' School, located on the southwest corner of Marshall Way and 2<sup>nd</sup> Street; and the 57,806 sf Scottsdale's Museum of the West, located on the west side of Marshall Way at 1<sup>st</sup> 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.





 J2 engineering and environmental design  
 1600 West McDowell Blvd, Suite 62  
 Phoenix, Arizona 85040  
 phone: 602.438.2221  
 www.j2design.us

Figure 2

Site Plan

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## 4. 2015 SCOTTSDALE DOWNTOWN PARKING STUDY

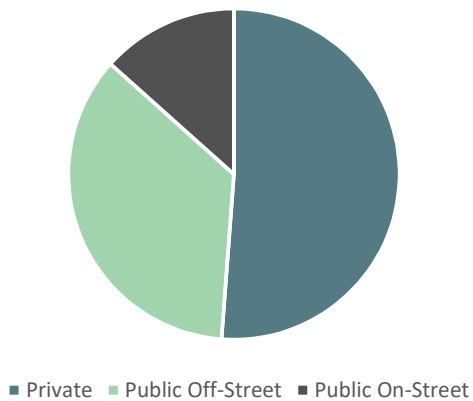
In 2015, the City of Scottsdale hired Walker Parking Consultants to conduct a parking supply and demand analysis, entitled the *2015 Scottsdale Downtown Parking Study* (2015 Study). See **Appendix B** for the complete report. **Sections 4.1** through **4.5** summarizes the 2015 Study's relevant findings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

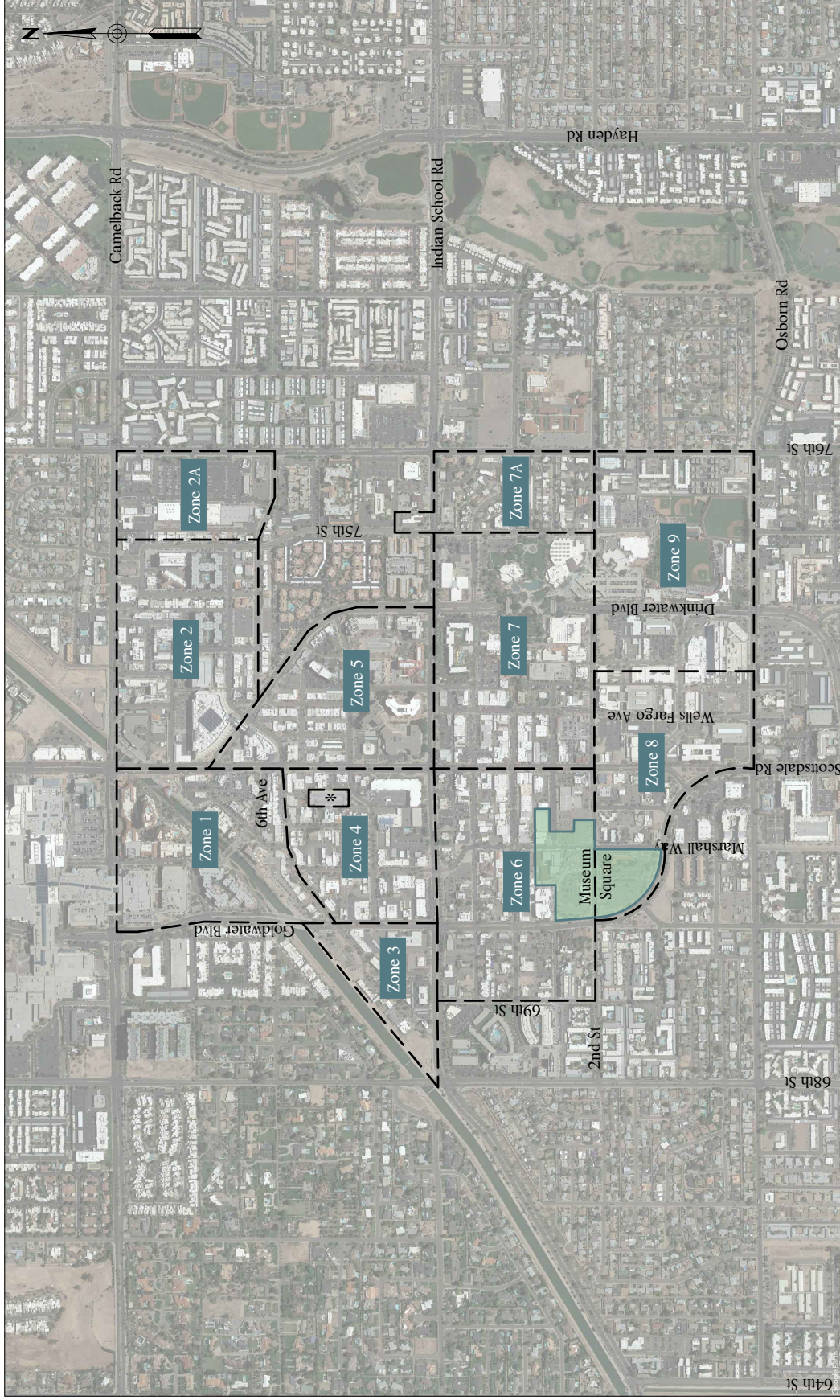
**Table 1 – 2015 Study - Parking Inventory**

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
<b>Total</b>	<b>9,066</b>	<b>6,252</b>	<b>2,361</b>	<b>17,679</b>
<b>Percent of Total</b>	<b>51.3%</b>	<b>35.4%</b>	<b>13.4%</b>	<b>100%</b>

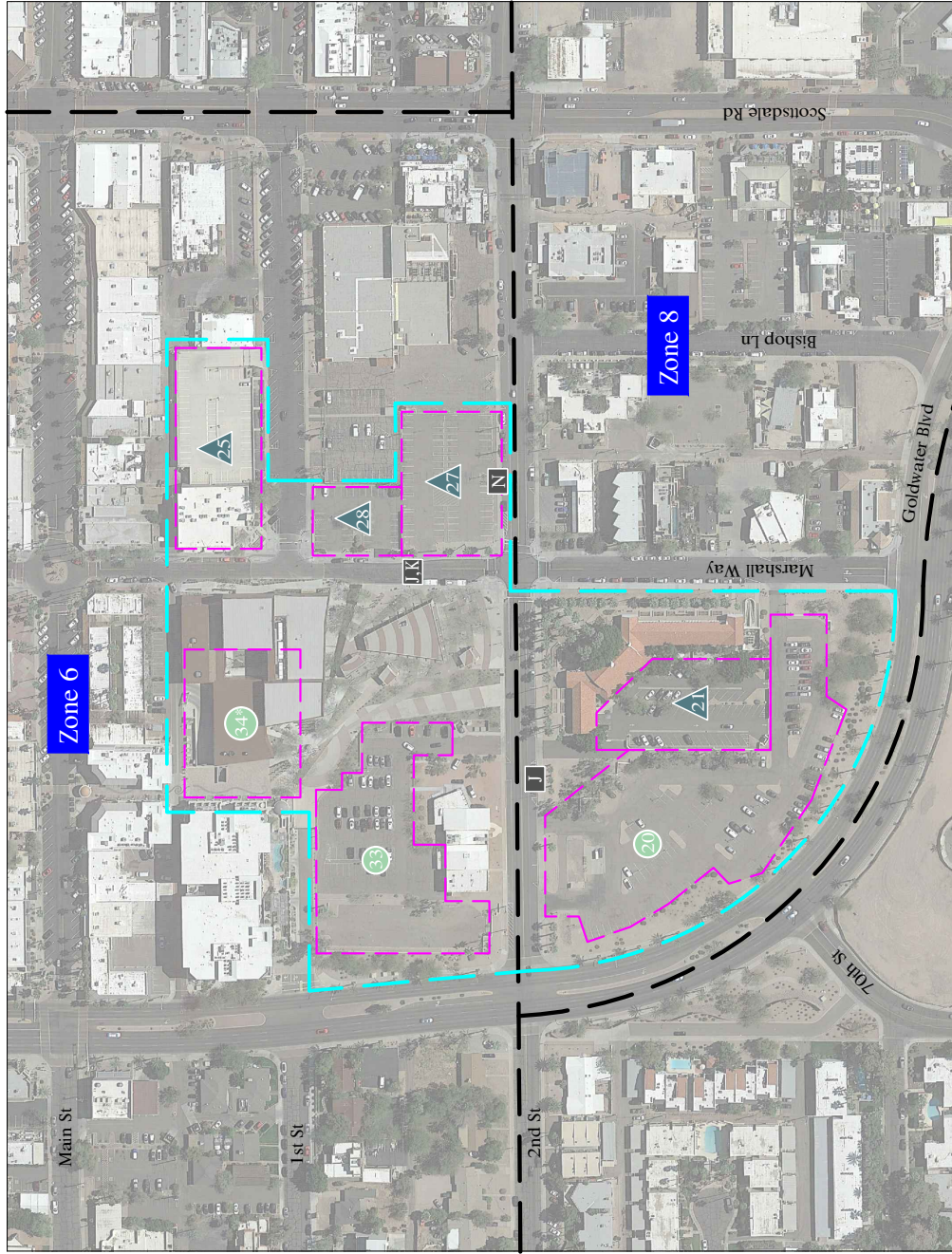


There are over 17,500 parking spaces in the study area. **Table 1** indicates that more than half of all parking in the study area is private parking, while 35.4% is public off-street and 13.4% is public on-street.

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



\* Underground Parking Garage

### Legend

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

**J2**  
engineering and environmental design  
1400 East McDowell Blvd, Suite 602  
Phoenix, Arizona 85004  
phone: 602.438.2221  
www.j2designus.com

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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, 2<sup>nd</sup> Street on the south, 69<sup>th</sup> Street on the west, and Scottsdale Road on the east. A summary of the Zone 6 parking inventory is shown in **Table 2** below.

**Table 2 – Zone 6 Parking Inventory**

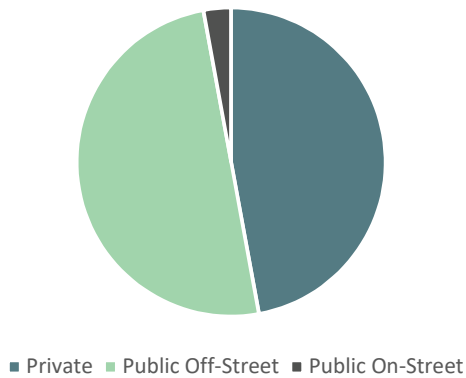
Parking Type	Parking Provided	
	Count	Percent
Private	1,190	63.2%
Public Off-Street	299	15.9%
Public On-Street	394	20.9%
<b>Total</b>	<b>1,883</b>	<b>100%</b>

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 2<sup>nd</sup> 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**

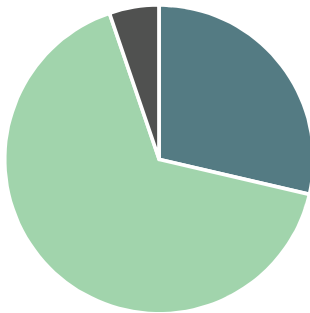
Parking Type	Parking Provided	
	Count	Percent
Private	1,787	87.7%
Public Off-Street	133	6.5%
Public On-Street	117	5.7%
<b>Total</b>	<b>2,037</b>	<b>100%</b>

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



■ Private ■ Public Off-Street ■ Public On-Street

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.

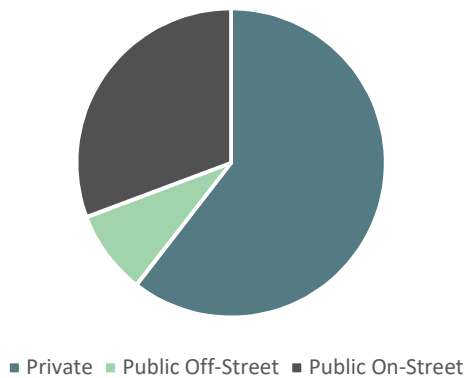
### Zone 2 Parking Inventory

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%
<b>Total</b>	<b>1,866</b>	<b>100%</b>



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:

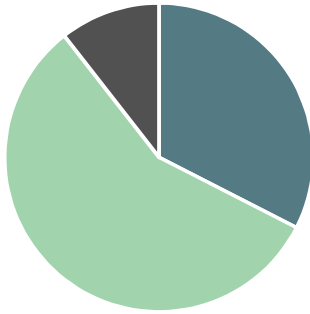
“Though occupancy counts were not collected for this zone, Walker staff did note that street parking was heavily utilized in the afternoon. The concentration of shops, boutiques, and restaurants make this area a popular destination... Based on interviews with local developers and shop owners,... **there 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%
<b>Total</b>	<b>2,239</b>	<b>100%</b>



■ Private ■ Public Off-Street ■ Public On-Street

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 public 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
	<b>4105</b>	<b>728</b>	<b>1420</b>	<b>2246</b>	<b>2356</b>	<b>2439</b>	<b>2023</b>	<b>1356</b>
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%
	<b>100%</b>	<b>18%</b>	<b>35%</b>	<b>55%</b>	<b>57%</b>	<b>59%</b>	<b>49%</b>	<b>33%</b>

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
	<b>2248</b>	<b>353</b>	<b>938</b>	<b>1430</b>	<b>1482</b>	<b>1517</b>	<b>1202</b>	<b>809</b>
Off-street	64%	11%	37%	56%	57%	59%	41%	21%
On-Street	36%	24%	50%	77%	82%	82%	75%	63%
	<b>100%</b>	<b>16%</b>	<b>42%</b>	<b>64%</b>	<b>66%</b>	<b>67%</b>	<b>53%</b>	<b>36%</b>

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 5<sup>th</sup> 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 public 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 2<sup>nd</sup> Street
- Zone 8 - Lot 20 located on the southeast corner of Goldwater Boulevard and 2<sup>nd</sup> 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 17<sup>th</sup> (San Francisco Giants vs. Oakland Athletics, 4:05pm)
  - o Observation: 4:30pm – 5:20pm
- Monday, March 19<sup>th</sup> (San Francisco Giants vs. Cleveland Indians, 1:05pm)
  - o Observation: 1:20pm – 1:55pm
- Thursday, March 22<sup>nd</sup> (San Francisco Giants vs. Chicago Cubs, 7:05pm)
  - o Observation: 7:05pm – 7:50pm
- Friday, March 23<sup>rd</sup> (San Francisco Giants vs. Kansas City Royals, 1:05pm)
  - o Observation: 1:40pm – 2:20pm

Additionally, on Thursday, March 22<sup>nd</sup> 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**.