

BUILD PARKING STRUCTURES IN OLD TOWN SCOTTSDALE

QUESTION 2: COMMUNITY SPACES AND INFRASTRUCTURE

Project Summary

Build parking structures to ensure an effective supply of parking for residents, visitors, and businesses that park in Old Town Scottsdale.

PROJECT DETAILS

Estimated Project Cost:

TOTAL	\$20,962,800
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Project Location

This project will build parking in Old Town Scottsdale, at locations to be determined, to provide additional parking to support businesses and visitors to portions of downtown that currently experience parking shortages.

CIP Project Number: 63

ANALYSIS & ASSESSMENT

Background

Portions of Old Town Scottsdale experience parking shortages at various times, particularly during peak visitor periods and major events in the area. City staff is developing parking alternatives, specific locations and garage configurations that could be selected to best meet the parking need in Old Town.

Alternatives being considered include:

- Construction of a parking structure at the surface parking lot the City owns on 1st Avenue between Marshall Way and Scottsdale Road;
- Addition of one or more levels of parking on top of the City-owned parking structure at 1st Street and Brown Avenue.
- Reconstruction of the surface parking lot adjacent to Stagebrush Theater near 2nd Street and Goldwater Boulevard; this would include one or more underground levels below a reconfigured surface level and could potentially include a direct connection to public parking that may be built as part of an adjacent development project.

The city will continue to explore locations to provide additional parking throughout Old Town.

What is the customer experience?

The increased availability to public parking is beneficial to the image of Old Town Scottsdale as an easily accessible, live/work/play destination. Downtown parking remains an expressed concern particularly from Old Town Scottsdale business leaders, and other community members. Adding more stalls to the City's cache of public parking would expand availability and access to this area of the City - allowing for business and event expansion.

Recent Staff Action

Increasing downtown parking was included in Downtown Scottsdale 2.0 and Downtown Public Space Master Plan Tourism recommendations. The provision of public parking will also implement the City of Scottsdale General Plan 2001 and the 2018 Old Town Scottsdale Character Area Plan.

Strategic Goal

The implementation of this project supports the Strategic Goals: Advance Transportation, Enhance Neighborhoods and Seek Sustainability.

RESOURCE IMPACTS

Operating Cost & Staffing, Workload Impact

Any new parking structure will need to be cleaned and maintained to ensure proper operation of the elevators and fire suppression systems.

Maintenance Requirements

Any new parking facilities owned by the City will be added to the buildings maintained by the Facilities Management Department.

Impact if this project is not implemented

By not providing this benefit, spillover parking of those wishing to access the downtown area may occur, negatively affecting local businesses or neighborhoods in those areas. Furthermore, not participating in key strategic financing of public infrastructure such as parking, can also limit what the city may be able to offer when attempting to negotiate revitalization partnerships with private sector entities that could ultimately bring greater public benefit to the downtown area.