

Phoenix, AZ

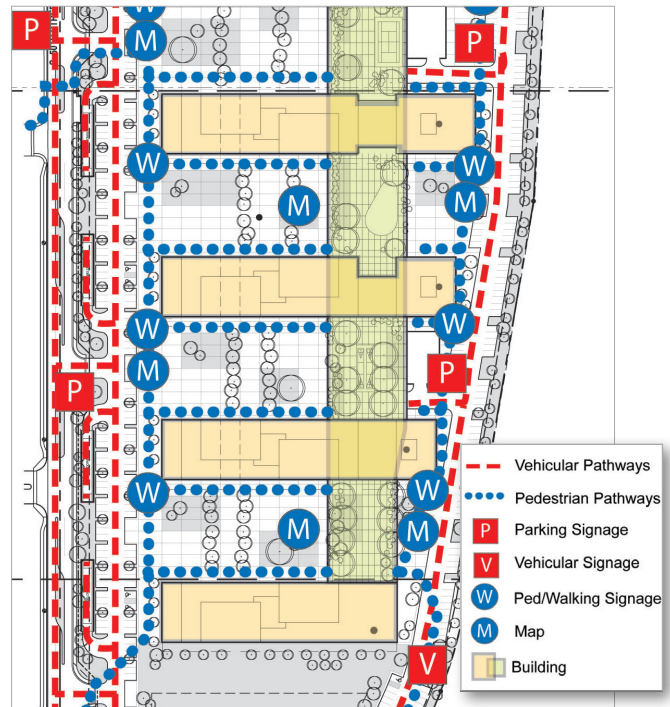
Parkhouse 50 Development Parking and TDM Plan



Nelson\Nygaard finalized a Parking and Transportation Demand Management Plan for a new mixed-use infill development project in Phoenix, Arizona. The developer of the project had a vision to create a premier “urban village”—a first in this market—with condos, live/work lofts, offices, retail/restaurants, a grocery store, open space, and other amenities all located on-site. At the same time, the developer and the city wanted to minimize the transportation and parking impacts of the development on surrounding neighborhoods.

To accomplish these goals, Nelson\Nygaard worked with the developer and the city to develop a comprehensive plan to reduce the project’s traffic and parking “footprint.” Nelson\Nygaard analyzed the project’s actual parking demand based on industry standard methodologies tailored to the unique transportation profile of the project. In addition, Nelson\Nygaard recommended a package of transportation management programs to reduce parking demand from the project’s employees and residents, such as universal transit passes and a car-sharing service. Finally, they identified shared parking opportunities for project uses with parking demand at different times of day (such as offices and restaurants).

As a result of Nelson\Nygaard’s analysis and recommendations, the City of Phoenix Zoning Administrator approved the developer’s request to reduce the parking supply from 3,000 spaces (required by the zoning code for single-use, low-density development) to approximately 2,000 spaces. This reduced parking supply will be more than adequate for this mixed-use, moderately-dense development, and will also improve the urban design of the project, reduce its traffic impacts, and save the project significant capital costs for parking that would have sat unused.



Project Duration: 2006-2007

Total Budget: \$110,792

For more information:

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