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City of Rapid City  
300 Sixth Street  
Rapid City, SD 57701

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FEB - 8 2010

**Rapid City Growth  
Management Department**

February 8, 2010

Project: Powwow Gardens and Indian Art Market  
RE: SDCL 11-6-19 Review to Determine Parking Requirements

The Powwow Gardens and Indian Art Market is a 2012 Project proposed by the Alliance of Tribal Tourism Advocates (ATTA). The site is currently under a three year lease with construction on the initial phase planned to begin spring of 2010. (See attached Vicinity and site maps.)

This project will be a central destination in the Northern Plains for native tourism and will provide visitors to the region interested in cultural tourism a centralized planning and experience resource. There are many aspects to the project including a performance amphitheatre, a living history village, and art market.

### **Existing Parking**

The Powwow Gardens and Indian Art Market will be built upon an existing parking lot, currently under utilized by the Civic Center District. It is directly north of the Journey Museum, and we expect both the PGIAM and the Journey will benefit from their proximity to each other, sharing both individual vehicular and bus visitors. Both entities will retain independent, but will operate with coordinated schedules for special events. Events will also be coordinated to minimize parking and traffic conflicts with regularly scheduled city events and Civic Center events and preliminary discussion regarding these matters have taken place.

The parking lot that the Powwow Gardens will be built upon can currently park 183 cars. Additional local parking includes:

- Journey Parking Lots (that remain): 115 Standard Vehicular Spaces
- Journey Parking Lots (that remain): 4 ADA Vehicular Spaces
- Journey Parking Lots (that remain): 11 Bus Spaces
- New York Street Parking Lot: 945 Standard Vehicular Spaces

### **Proposed Parking**

It is proposed that no new parking will be built as a part of this project at this time. The project has based its visitation expectancies on the Journey Museum's Annual Visitors and the "Museum" Parking Requirements from the City of Rapid City Municipal Code are used for general calculations. While general attendance would be spread out throughout the day, we use average expected visitors on site at a time to calculate the parking requirements that might typically be expected.

**Attendance Calculations**

|                                 |          |
|---------------------------------|----------|
| Annual Attendance               | 30000    |
| Spring Start Date               | 24-May   |
| Fall End Date                   | 15-Sep   |
| Days open                       | 111      |
| Average Daily Attendance        | 270      |
| Daily Start Time                | 10:00 AM |
| Daily Close Time                | 6:00 PM  |
| Hours Open                      | 8        |
| Average Visitors Per Hour       | 13.875   |
| Visitor length of Stay in Hours | 4        |
| Visitors on Site at a Time      | 56       |

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The proposed daily parking requirements are as follows:

- Staff (Per Business Plan) x Parking per = Total Required Spaces  

$$\frac{29}{1} = 29$$
- Typical Daily Visitors(on site at one time) x Parking per visitor = Total Required Spaces  

$$\frac{56}{0.303} = 17$$
- Typical Daily ADA required = Total Required Spaces  

$$\text{Total Parking} = 56 = 3 \text{ (Four will be provided)}$$

**Special Events**

Special Event Parking during normal weekdays, weekends, and after normal business hours will bring higher numbers of visitors.

- Event Staff: 12
- Amphitheatre Seating: 664
- Total on Site: 676
- Total Parking: + 205

**Parking Plan - Discussion**

The above scenario describes a hypothetical situation that bears several conditions that affect what the actual experience may be. Several factors contribute:

- The Powwow Gardens and Indian Art Market will share many visitors with the Journey.
- Bus Traffic will be a major contributor to visitor numbers bringing 40-120 visitors to the site at a single point in time.
- A significant portion of visitors will be tourists.
- Hourly Traffic will spike relative to on site events, program times and other factors that may not yet be determined, such as Bus Schedules.

All Staff will be required to park in the New York Street Lot. Daily visitors will share the Journey lot and special event visitors will fill both the Journey and New York Street Lots, as a longer walking distance can be expected for those events. Six (6) spaces from the Journey Parking lot will be

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converted to Accessible spaces across from the Central Entrance to the Powwow Gardens and Indian Art Market.

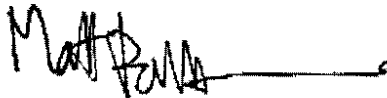
Discussions with the Journey Staff and Board indicate some concern for adequate parking, and future expansion to the parking in this area could happen to the east of the Journey on the empty City owned 2<sup>nd</sup> Street Lots. No development is proposed at this time.

### Summary

We ask that the staff and council determine that the existing parking at the Journey and New York lots are sufficient for the proposed development.

If you have any questions, please do not hesitate to contact me.

Respectfully,

A handwritten signature in black ink, appearing to read "Matt Fridell", followed by a horizontal line extending to the right.

Matt Fridell, RLA  
Landscape Architect

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