Fehr & Peers

Redmond Urban Centers Parking Study

Prepared for:
The City of Redmond

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1. Introduction

This Existing Conditions Parking Report summarizes the baseline parking inventory and demand observed in the three urban centers of the City of Redmond: Downtown, Overlake Village, and Marymoor Village. This report will serve as the foundation for updating the City's parking management strategies and policies, aligning them with the recently adopted comprehensive plan, Redmond 2050 Plan[1].

This report is a first step to establish baseline parking conditions within the three urban centers in the city: Downtown, Overlake Village, and Marymoor Village. In particular, the city aims to understand parking supply within a ½ mile radius of transit stations located in these urban centers. These areas were selected because in addition to the existing transit stations, they will each have transit stations for the upcoming 2 Line extension serviced by Sound Transit. Since Washington state has removed parking mandates within ½ mile of transit stations, cities and neighborhoods need to consider parking needs as new transit infrastructure is introduced. Figure 1 shows the location of these three urban centers within the city.

1.1 Contextual Setting

Redmond is the eighth largest city in King County with a population of 80,280 as of 2023. It serves as both a "bedroom community" for commuters traveling to Seattle, and as a major employment hub owing to the presence of Microsoft's headquarters in Overlake Village. Redmond's population increased 9.6% between early 2020 and 2023, much more than the 1.6% increase experienced by all cities in Washington in the same period[2].

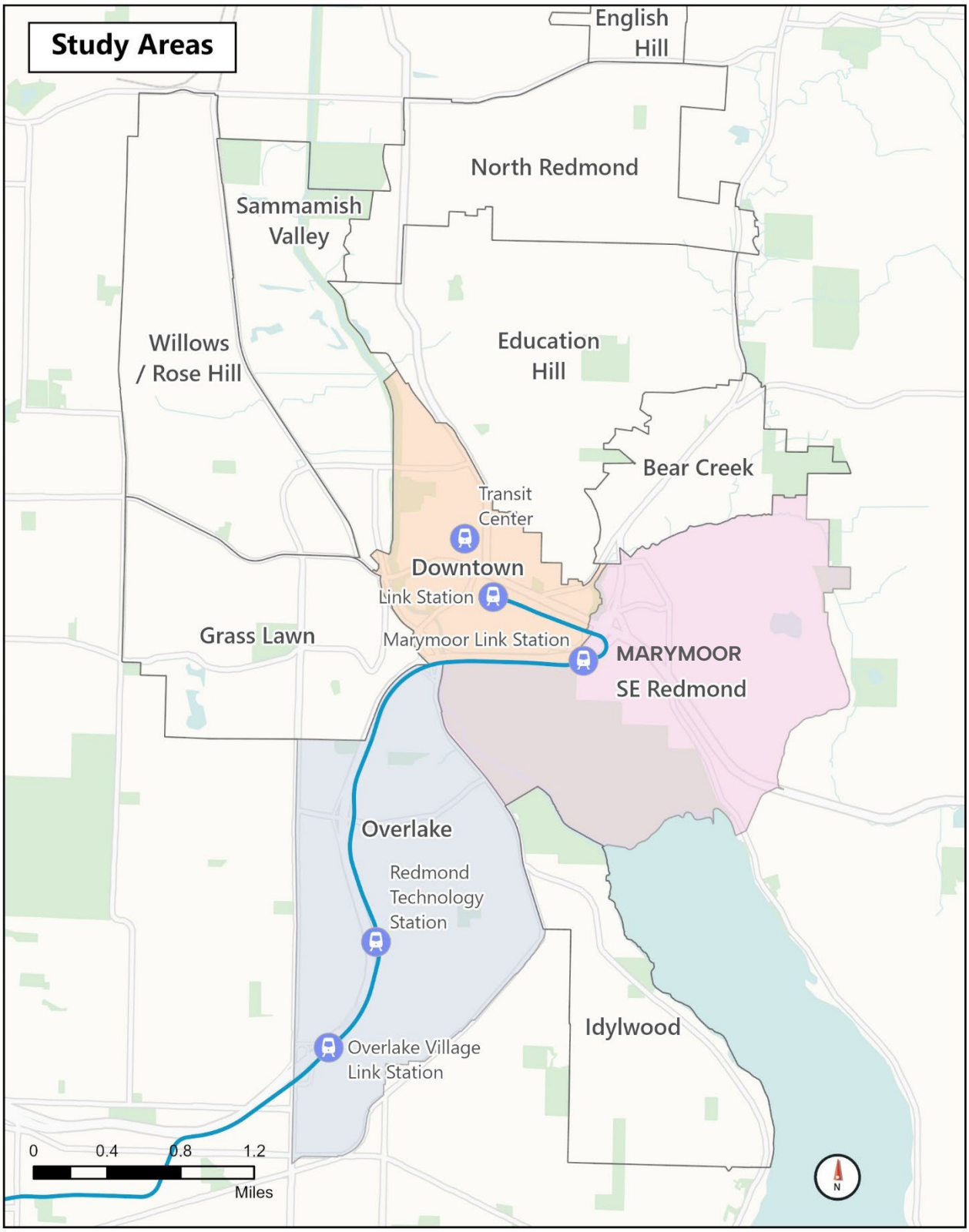
Referring to Figure 1, **Downtown Redmond** is in the heart of the city, bound on the west by the Sammamish River and on the south by SR 520. **Marymoor Village**, as part of SE Redmond, lies adjacent to it in the south, primarily covered by Marymoor Park with a small population presence in the Northeast corner. Finally, **Overlake Village** is further south, in proximity to the City of Bellevue, University of Washington, and Seattle.

1.1.1 Population and Jobs

Downtown and Overlake Village have higher population densities than Marymoor Village, which has a much smaller population owing to the presence of Marymoor Park. Out of the three, Overlake Village is the largest neighborhood with 7,000 residents and more than 45,000 jobs[3], followed by Downtown with 6,000 residents and 10,000 jobs[4].

[1] Redmond 2050 Comprehensive Plan, November 2024.
[2] Census, Population Division
[3] https://www.redmond.gov/DocumentCenter/View/1453/Overlake-Neighborhood-Summary-PDF
[4] https://www.redmond.gov/DocumentCenter/View/1348/Downtown-Neighborhood-Summary-PDF

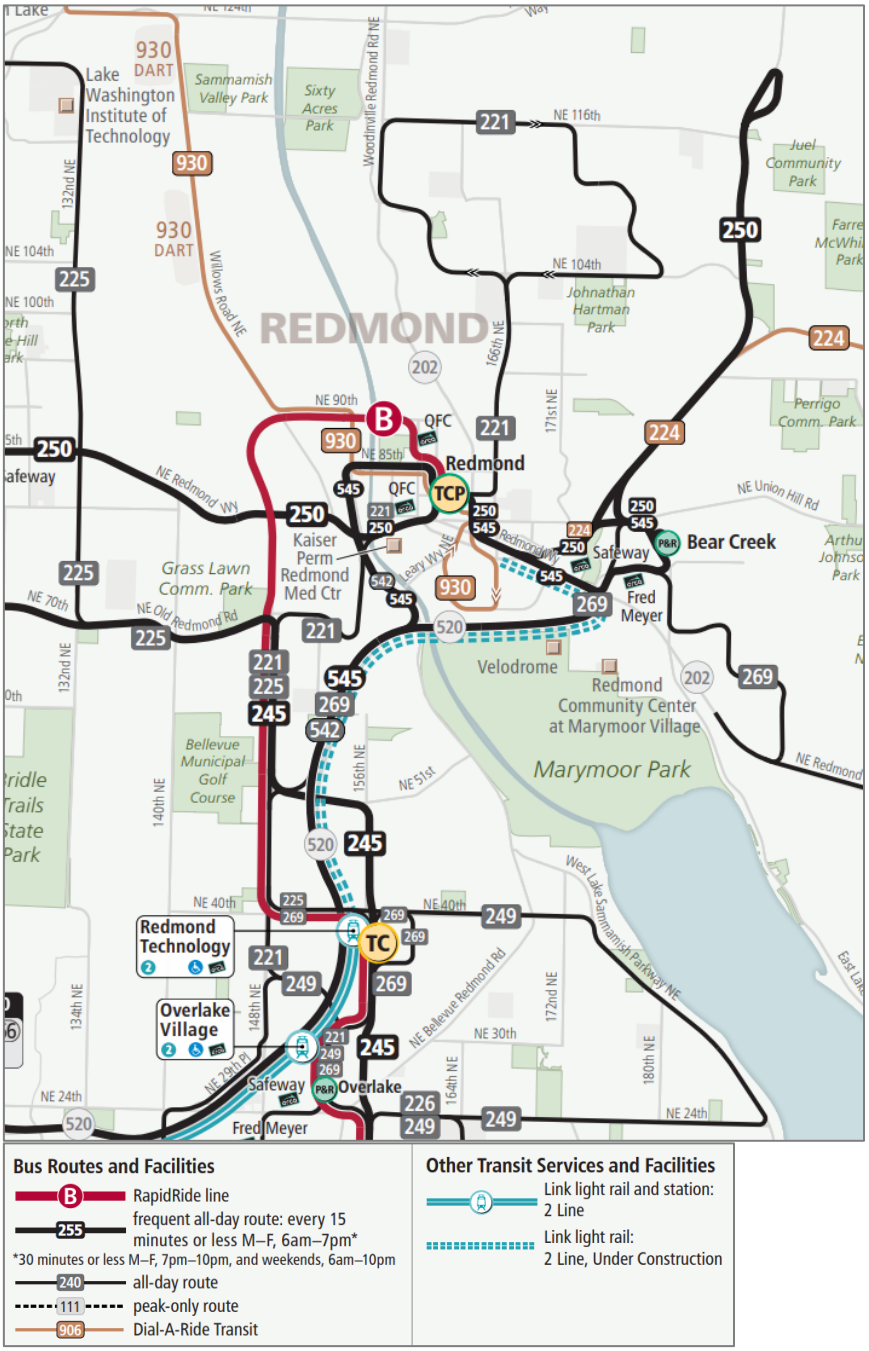
Figure 1: Neighborhoods of Redmond, Washington



1.1.2 Travel Behavior

The 2023 American Community Survey informs that the primary commuting travel choice of Redmond residents, employees, and visitors is Single Occupancy Vehicle (SOV), with 53% trips. Considering the dominance of the tech industry in employment, the high percentage of work-from-home (WFH) as a "commute" option at 25% is expected. Transit usage follows next at 10%. However, these figures likely do not reflect the ebb and flow of traffic and parking in the city throughout the day. This is because Redmond has various office spaces, especially in Overlake Village and Downtown, attracting commuters from outside the city who are not captured in travel surveys.

Figure 2: Current and Future Transit Options for Redmond (Source: King County Metro)



Redmond does not have its own city bus service and is instead part of the King Country Metro service district. Compared to the rest of the district, there are only a few bus lines and one express route servicing the city. As of 2024, there is no light rail service. However, Sound Transit's Link 2 Line extension will connect downtown Seattle with downtown Redmond once the construction of the entire line is expected to be completed in 2025, providing frequent mass transit service between the two economic hubs. Figure 2 shows the transit options available in the study areas.

2. Data Collection

2.1 Method

2.1.1 Survey Approach and Methods

Comprehensive parking surveys were conducted during weekdays in the last week of October 2024. Based on initial data analysis, select locations were identified and surveyed as part of a second visit in the second week of February 2025. In sum, the surveys comprised the following activities:

- **Parking inventory**: This is the total amount of parking available through on-street spaces and in off-street facilities. Conducting counts at off-street facilities is straightforward as there's clear delineation between adjacent spots. For on-street sites, if there are no markings then the rule of thumb is to count one space for every 20 feet of curb length in the parking zones. Furthermore, this process also counted the distribution of types of parking spaces, such as timed spaces, loading zones, ADA spaces etc.
- **Occupancy**: After conducting the inventory, the survey team visited the locations at fixed intervals to count the number of occupied spaces. For on-street spaces, the number of occupied spaces was captured once every hour from 9 am to 8 pm between Tuesday and Thursday. For off-street locations, occupancy levels were captured once every two hours from 9 am to 7 pm on the same days.
  For private off-street facilities with access control (apartment complexes, office buildings etc.), permission was requested from the building managers to gain access.
- **Turnover rate**: For each on-street parking space, the turnover rate is the number of unique vehicles that occupied that space within the survey period. The turnover rate is a parking efficiency metric to understand how many vehicles a single parking space was able to serve during the survey period. For example, a turnover rate of three would indicate that three unique vehicles parked at that location during the observed time period. Thus, the turnover rate was calculated for this study using a combination of video and manual observation of vehicles parked.

2.1.2 Limitations of the Survey

1. **Length of parking space**: As mentioned earlier, a length of 20 feet is assumed to be one parking spot for on-street parking inventory. Because of this, occupancy can be more than 100% if there are smaller cars parked. In such cases, the occupancy is shown as 100% to avoid confusion for the reader.
2. **Inaccessible facilities**: Some of the off-street locations identified for the survey were inaccessible as they were under construction or going through maintenance. For some of the private off-street facilities, the survey team was unable to obtain permission to enter and conduct the surveys. These have been identified in the parking maps.
3. **Survey time**: The survey was conducted between 9 am and 8 pm and occupancy levels outside of those hours are unavailable.

2.2 Glossary of Terms

1. **Average occupancy**: Occupancy of parking spaces in this document is reported separately for on- and off-street spaces in each of the three areas. This is different from taking the average of, say, each off-street facility's occupancy to create the overall average.
2. **Half-mile radius**: A geographic radius of ½ mile is considered a reasonable walking distance from transit stations[5]. This radius was used as a parameter to identify off-street parking facilities within ½ mile of the upcoming light rail stations in the study areas, to be included as part of the surveys. Half mile can also represent about a 10-minute walk, which is consistent with the City of Redmond's goals around being a '10-minute city'.
3. **Land use and zoning**: This refers to the designation of use for a specific parcel of land. Zoning code describes the type of development which can occur on a parcel (e.g., residential, commercial, etc.). The code also specifies a variety of restrictions for development such as design of buildings, height, parking requirements, open space requirements, etc.
4. **Off-street parking facilities**: There are two types of off-street facilities — surface lots and structures. As the names imply, surface lots (or "lots") are at ground level only while structures can be multi-floor garages or underground facilities.
5. **On-street parking space:** These spaces are typically along public streets and serve a variety of users. For this survey, on-street parking spaces are categorized as follows:
    a. Unrestricted parking: There is typically no time or access restrictions to these spaces
    b. Restricted - 1 hour: These spaces are restricted to a maximum of one hour of parking
    c. Restricted - 2 hours: These spaces are restricted to a maximum of two hours of parking
    d. ADA: These spaces are restricted to vehicles displaying the ADA sign or license plate
    e. Loading zone: These spaces are restricted to vehicle loading/unloading purposes.
    f. 15-min loading zone: These spaces are restricted to 15-minutes loading purposes such as deliveries.
    g. 30-min loading zone: Similar to above, these spaces are limited to 30-minutes loading
    h. Business only – These spaces could be temporarily designated for exclusive use for an adjacent business.
    i. Motorcycle only: these spaces are designated for parking for motorcycles or other motorized two-wheelers.
    j. Future resident space: These spaces are temporarily designated for convenient parking for potential new residents touring multifamily residential use.
6. **Public and Private off-street facilities**: In this document, "public" and "private" in the context of parking refers specifically to the ownership type of the surface lot or structure. It does not categorically give any indication about who can or cannot access that space. For example, a parking lot shared by a commercial block could be owned by the property owner but would be accessible to patrons of businesses located in that block.
7. **85% parking threshold**: This level of occupancy in a parking zone is an industry-wide standard for optimum occupancy to balance parking demand and supply. At this level of occupancy, the supply of parking is efficiently used and at the same time, there is a minimal shortage of parking[6].

[5] Insert citation (Human Transit mentions a paper)
[6] The High Cost of Free Parking, Donald Shoup, 2011

3. Downtown Redmond Parking Data

3.1 Downtown Redmond

Downtown Redmond is one of the two urban centers in the city. The extents of the Downtown area are defined by State Route (SR) 520 on the south, the Sammamish River on the west, and the neighborhood of Education Hill in the northeast. Redmond Way is a major arterial that passes through the area. The under-construction 2 Line light rail extension runs parallel to this arterial and terminates in Downtown.

The city has divided the neighborhood into zones, of which the key zones relevant to the study are *Downtown Core, Downtown Edge, Town Center*, and *Multi-Family*. The northernmost part of Downtown is mostly residential, while the remaining area is populated with a mix of multi-family housing, commercial, and office spaces. There are more than 4000 multi-family units and around 100 single-family units. Figure 3 shows land use and zones in the area.

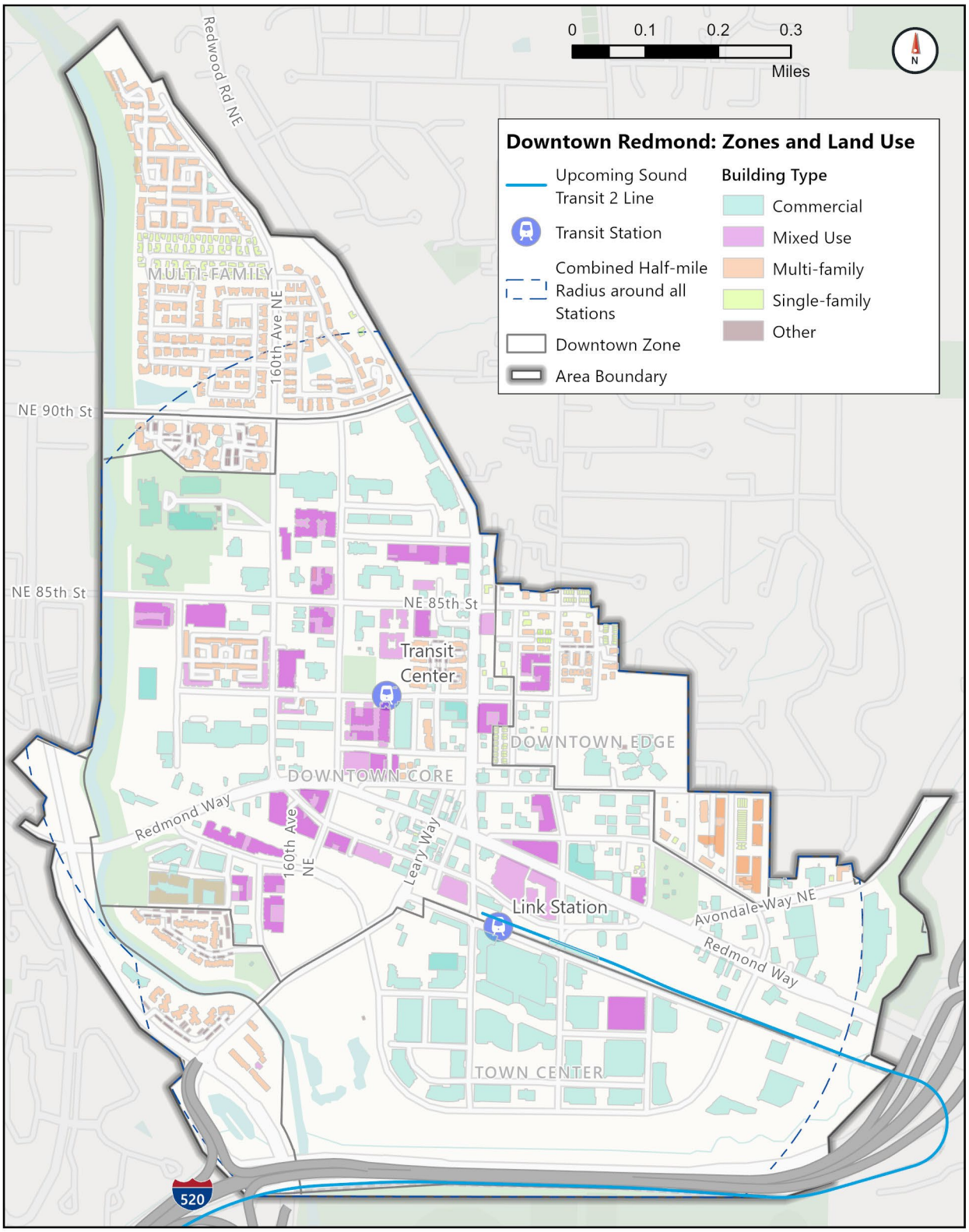
A few major destinations in the area include the Bear Creek Village shopping mall in the southeast and the Bella Bottega shopping center in the north, both with substantial parking. The area also contains various public buildings like the city hall, library, and an elementary school. The remainder of the area is taken up by various smaller businesses, shopping areas, and various hotels, a reflection of Downtown's central location in the city.

The Downtown area has a total of 12,559 spaces for parking that are distributed between on-street spaces and off-street facilities. Figure 4 shows the distribution of both types of parking spaces in the area. There is a mix of on-street and off-street parking spaces throughout the area, except in the northern multi-family zone which does not have parking. Note that this does not include parking for single-family homes like garages and driveways.

Table 1: Total Parking Inventory — Downtown

Parking type	No. of Locations	No. of Parking Spots	Percent of Overall Parking Supply
On-street	148	1,130	9%
Off-street	164	11,429	91%
Public	*4*	*885*	7%
Private	*160*	*10,544*	84%

Figure 3: Downtown Redmond — Zones and Land Use



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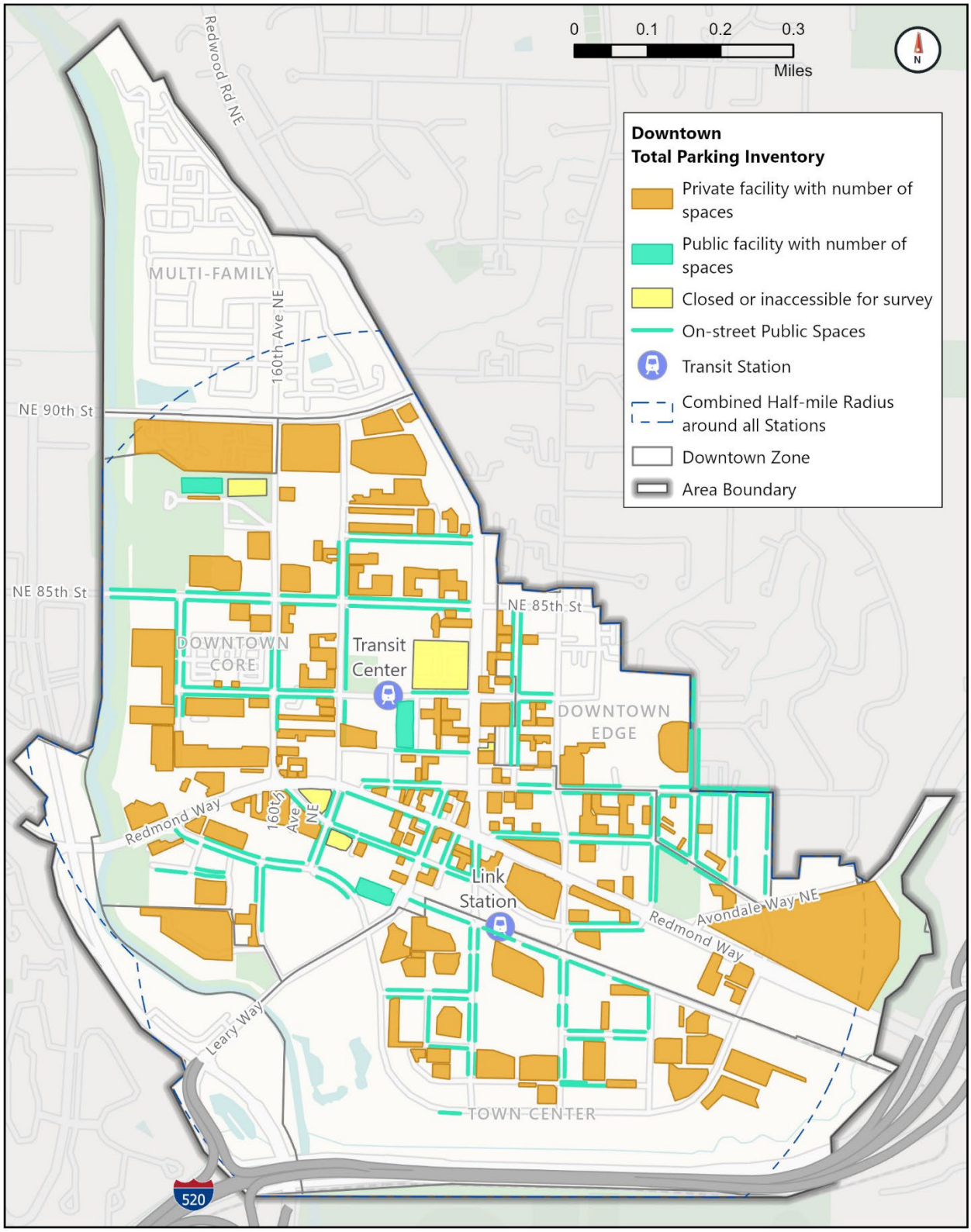
3.2 Overall Downtown Parking Inventory

Figure 4: Total Parking Inventory — Downtown



3.3 Downtown On-street Parking

3.3.1 On-street Inventory

There are 1,130 on-street spaces in Downtown. On the following page, Figure 5 shows the distribution of on-street spaces. A majority are present in the Downtown Core, which also happens to be the largest sub-area. Other on-street spaces are present in the Downtown Edge and Town Center zones.

Table 2 disaggregates the inventory by access type. More than half of the spaces are restricted for a maximum of 2 hours of continuous usage. On the other hand, more than a third of spaces are unrestricted. The remaining 9% or roughly 90 spaces are categorized mostly as loading zones or business use. Only nine spaces in the entire area are ADA-only spaces.

Table 2: On-street Parking Inventory by Type – Downtown

Parking space type	No. of Spaces	Percent of Total
Unrestricted parking	**410**	**36.3%**
Time Limited	**625**	**55.3%**
Restricted - 1 hour	*2*	*0.2%*
Restricted - 2 hour	*623*	*55.1%*
Loading Zones	**55**	**4.9%**
Loading zone	*38*	*3.4%*
15-min loading zone	*16*	*1.4%*
30-min loading zone	*1*	*0.1%*
Other	**34**	**3.0%**
ADA	*9*	*0.8%*
Business only	*22*	*1.9%*
Motorcycle only	*1*	*0.1%*
Future resident space	*2*	*0.2%*
Total spaces	**1130**	**100.0%**

Figure 5: On-street Parking Inventory – Downtown

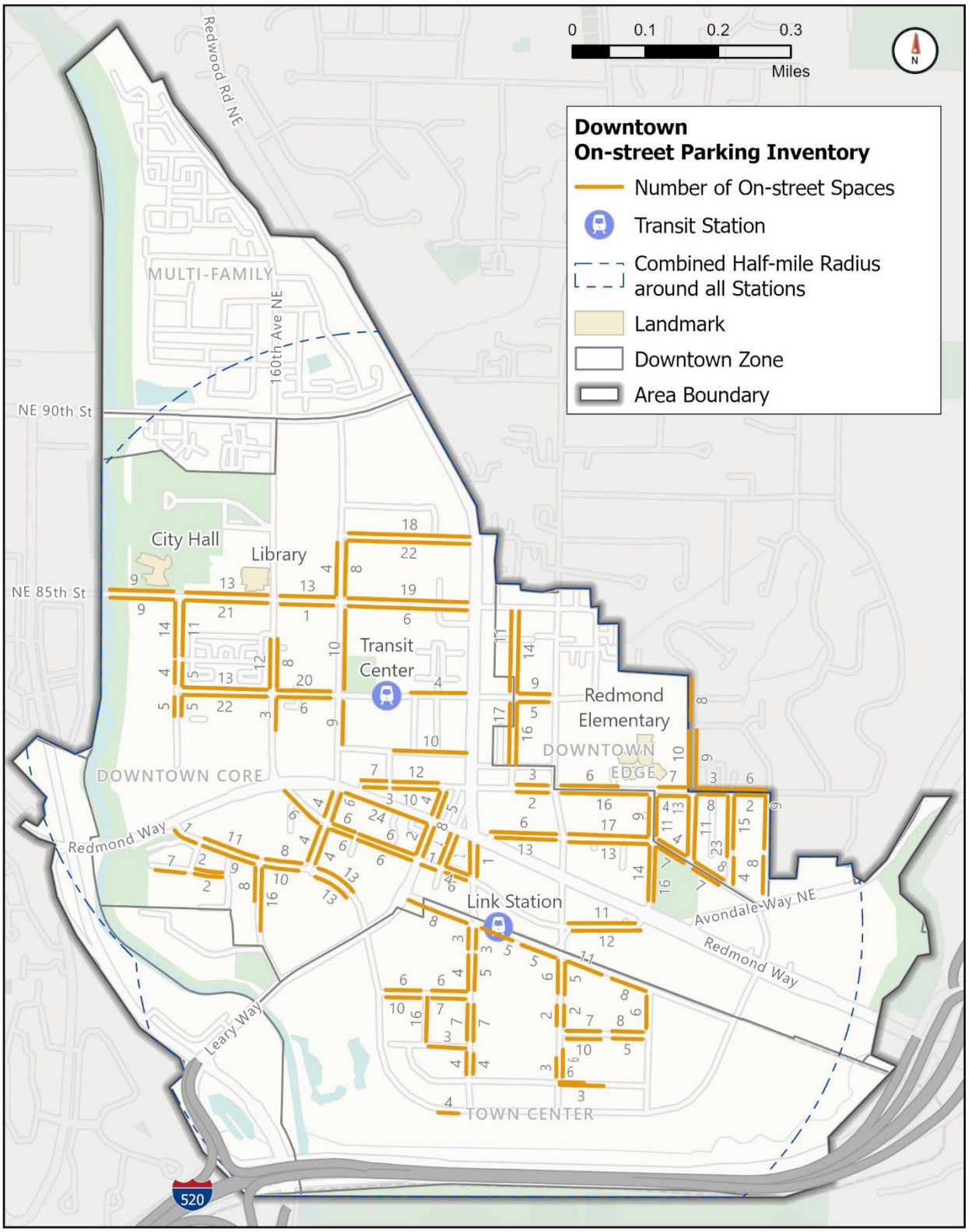


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Table 3 summarizes the number of street segments with on-street parking spaces surveyed and total number spaces disaggregated by the three zones. The Downtown Edge zone is a combination of three areas on the edges of the Downtown area.

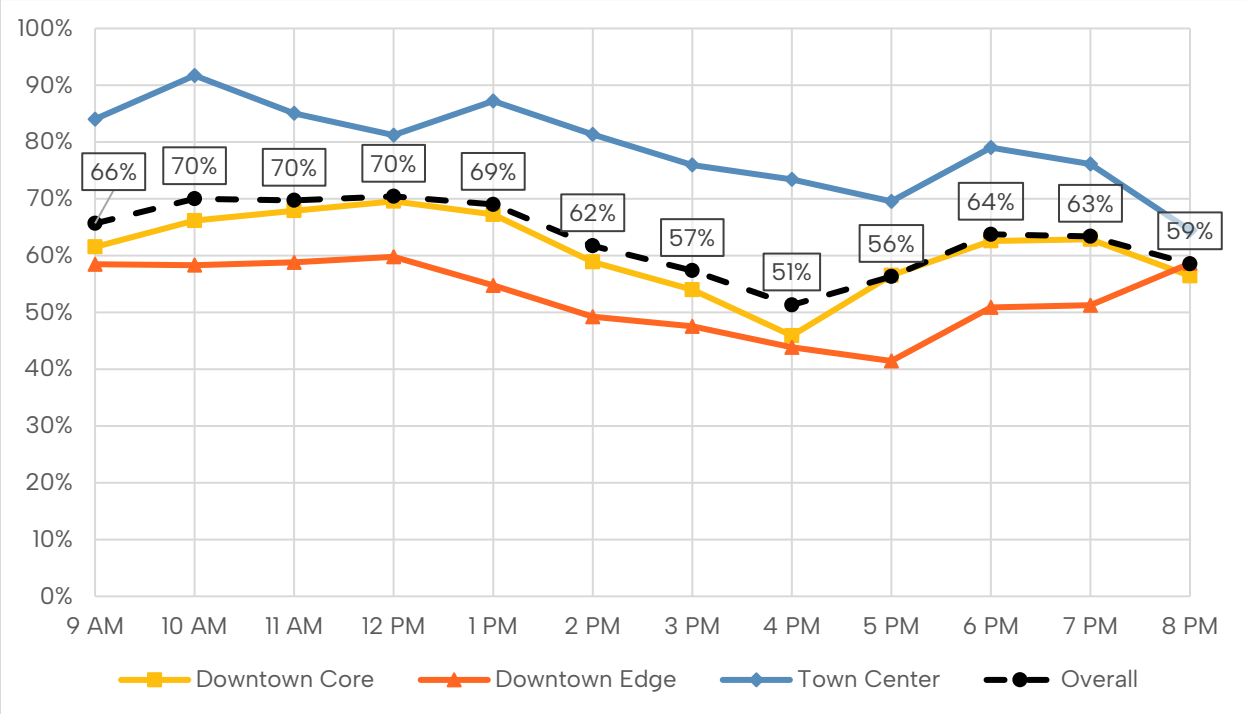
Table 3: Parking Spaces in Downtown Zones

Downtown Zone	No. On-street locations	No. of On-street Parking Spaces
Downtown Core	80	697
Downtown Edge	26	241
Town Center	33	195

3.3.2 On-street Occupancy

As described in Section 2.1, hourly count surveys were conducted from 9 AM to 8 PM on a weekday (Tuesday through Thursday). Figure 6 shows the occupancy levels for every hour, on-the-hour, at all segments within the Downtown neighborhood. Peak parking occupancy for the entire area occurred between 10 AM and 12 PM when 70% of spaces were occupied, while the least number of spaces were occupied at 4 PM with half the spaces empty. The higher demand between 9 AM and 4 PM can be associated with daytime employees, visitors, and other activities during the 9 AM – 5 PM work hours. After a low at 4 PM, the parking demand again rises to 61% indicating activity associated with food and entertainment businesses in addition to residents who live in Downtown, returning and utilizing on-street parking.

Figure 6: On-street Parking Spaces Occupancy – Downtown Zones



Thus, overall occupancy remained within the 50-70% band in the hours surveyed. This is consistent with the 2020 Existing Conditions Study, which also found the overall on-street parking occupancy to be above 50% on a weekday. However, peak on-street parking occupancy across the different zones

surveyed in Downtown was observed to be 60% occurring at 1 PM and then again at 6 PM. As illustrated in Figure 6 and summarized in Table 4, on-street parking occupancy ranges between 66% and 70% during the 9 AM – 1 PM period. The Town Center zone shows relatively higher occupancy rates of 81% to 92%, peaking at 92% at 10 AM, compared to the Downtown Core and Downtown Edge zones during the hours of 9 AM and 2 PM.

Table 4: On-street Hourly Occupancy by Downtown Zone

Zone	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM
Downtown Core	62%	66%	68%	70%	67%	59%	54%	46%	57%	63%	63%	56%
Downtown Edge	58%	58%	59%	60%	55%	49%	48%	44%	41%	51%	51%	59%
Town Center	84%	92%	85%	81%	87%	81%	76%	73%	70%	79%	76%	64%
Overall	**66%**	**70%**	**70%**	**70%**	**69%**	**62%**	**57%**	**51%**	**56%**	**64%**	**63%**	**59%**

Figure 7 and Figure 8 delve deeper into the area's parking occupancy levels by mapping it for the peak parking hours in the first and second half of the day at 12 PM and 6 PM. Table 5 below summarizes street segments with greater than 85% occupancy at 12 PM and/or 6 PM.

Table 5: On-street Segments with Parking Occupancy of 85% or greater at 12PM and/or 6PM

Street Segment	Between	Orientation	12 PM	6 PM
NE 87th St	161st and 164th	North	106%	89%
NE 85th St	161st and 164th	South	167%	67%
160th Ave NE	84th Way and 83rd	East	100%	38%
NE 83rd St	160th and 161st	North	90%	70%
NE 83rd St	158th and 160th	North	92%	46%
NE 83rd St	158th and 160th	South	91%	68%
161st Ave NE	83rd and 81st	East	100%	78%
NE 80th St	170th Ave and 170th Pl	South	100%	100%
NE 80th St	169th and 170th	North	33%	133%
NE 80th St	162nd and Leary	North	67%	92%
NE 80th St	162nd and Leary	South	70%	90%
NE 80th St	Redmond Way and 162nd	North	86%	43%
NE 80th St	Redmond Way and 162nd	South	100%	100%
161st Ave NE	Redmond Way and Cleveland	East	50%	100%
Cleveland St	161st and Brown	South	67%	100%
Cleveland St	Brown and Leary	North	100%	100%
Cleveland St	Brown and Leary	South	100%	117%
Leary Way	Redmond Way and Cleveland	West	100%	100%
Leary Way	Redmond Way and Cleveland	East	75%	125%
Gilman St	Redmond Way and Cleveland	West	100%	113%
Gilman St	Redmond Way and Cleveland	East	100%	67%
Cleveland St	Leary and Gilman	South	0%	100%
Cleveland St	Gilman and 164th	North	100%	75%
Cleveland St	166th and Redmond Way	North	100%	55%
NE 79th St	166th and 168th	North	88%	53%
NE 79th St	166th and 168th	South	92%	46%
168th Ave NE	79th and Redmond Way	West	50%	86%
168th Ave NE	79th and Redmond Way	East	75%	94%
169th Ave NE	80th and 79th	East	100%	100%
170th Ave NE	80th and Penny	East	80%	87%
170th Ave NE	Penny and 79th	East	75%	100%
170th Pl NE	80th and Penny	West	100%	89%
170th Pl NE	Penny and Avondale	East	100%	100%
NE 79th St	168th and 169th	South	100%	43%

Street Segment	Between	Orientation	12 PM	6 PM
NE 79th St	169th and 170th	South	129%	0%
Lagoon Lane	Dead End and Riverpark	South	100%	100%
Lagoon Lane	Riverpark and DW	North	150%	150%
Lagoon Lane	Riverpark and DW	South	50%	100%
Bear Creek Pkwy	Riverpark and 159th	North	46%	100%
Bear Creek Pkwy	Riverpark and 159th	South	56%	89%
161st Ave NE	Cleveland and Bear Creek	West	25%	100%
161st Ave NE	Cleveland and Bear Creek	East	50%	100%
NE 76th St	Leary and 164th	South	88%	63%
164th Ave NE	Redmond Way and Cleveland	West	100%	100%
164th Ave NE	Redmond Way and Cleveland	East	200%	200%
164th Ave NE	76th and DW	West	100%	33%
164th Ave NE	76th and DW	East	67%	100%
164th Ave NE	DW and 74th	East	120%	100%
NE 74th St	Bear Creek and 163rd	North	100%	17%
NE 74th St	163rd and 164th	South	100%	100%
164th Ave NE	74th and 73rd	East	100%	100%
164th Ave NE	74th and 73rd	West	71%	100%
164th Ave NE	73rd and 72nd	East	75%	100%
164th Ave NE	73rd and 72nd	West	75%	100%
NE 76th St	164th and DW	South	180%	80%
NE 76th St	DW and 166th	South	80%	100%
166th Ave NE	76th and DW	East	100%	120%
166th Ave NE	DW and 74th	West	100%	100%
166th Ave NE	DW and 74th	East	100%	100%
166th Ave NE	74th and 72nd	East	117%	100%
166th Ave NE	73rd and 72nd	West	100%	100%
NE 76th St	DW and 168th	South	63%	88%
NE 74th St	166th and DW	North	100%	71%
NE 74th St	166th and DW	South	100%	90%
NE 74th St	DW and 168th	North	100%	100%
168th Ave NE	76th and 74th	West	117%	133%

Figure 7: On-street Peak Parking Hour Occupancy — Downtown

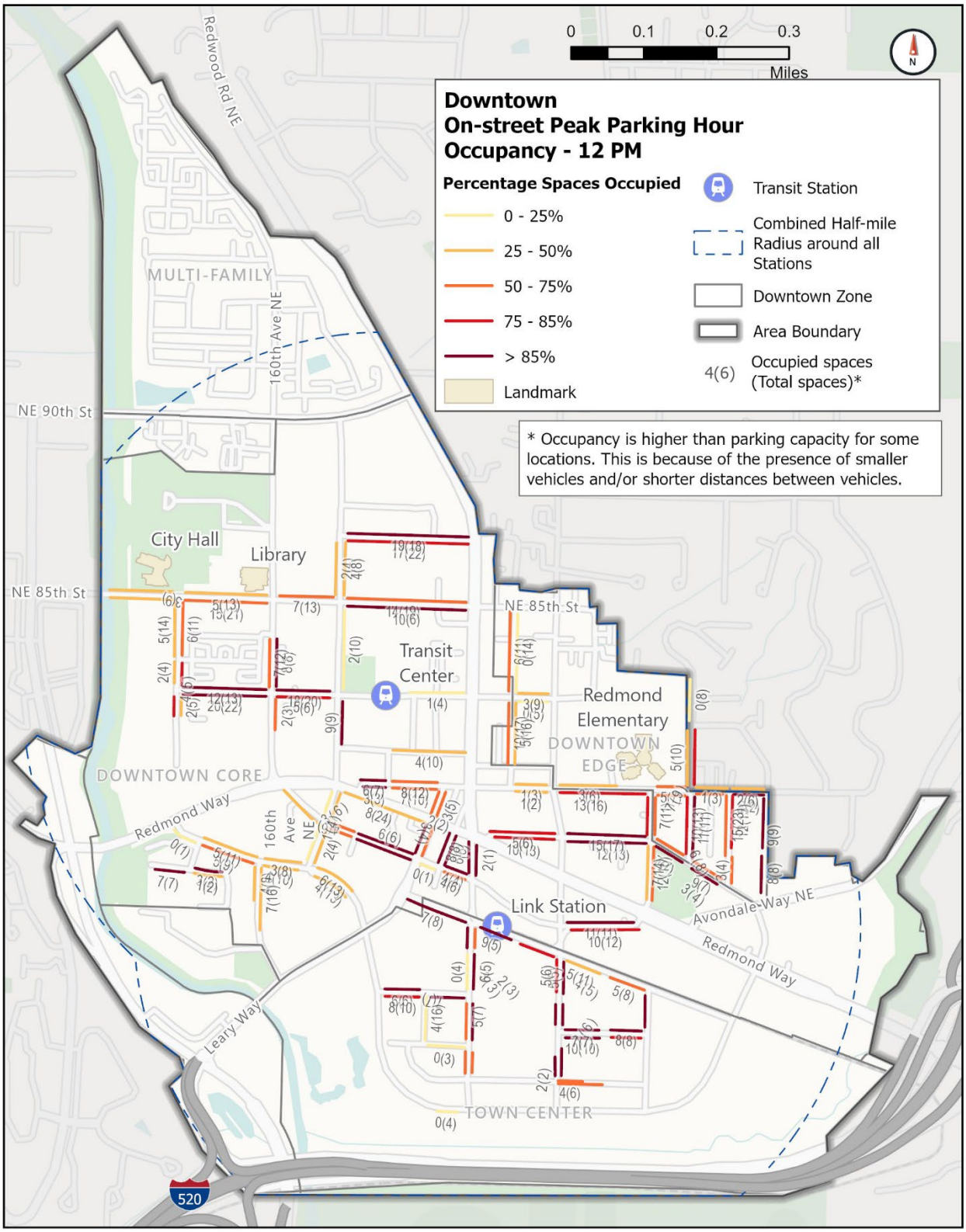
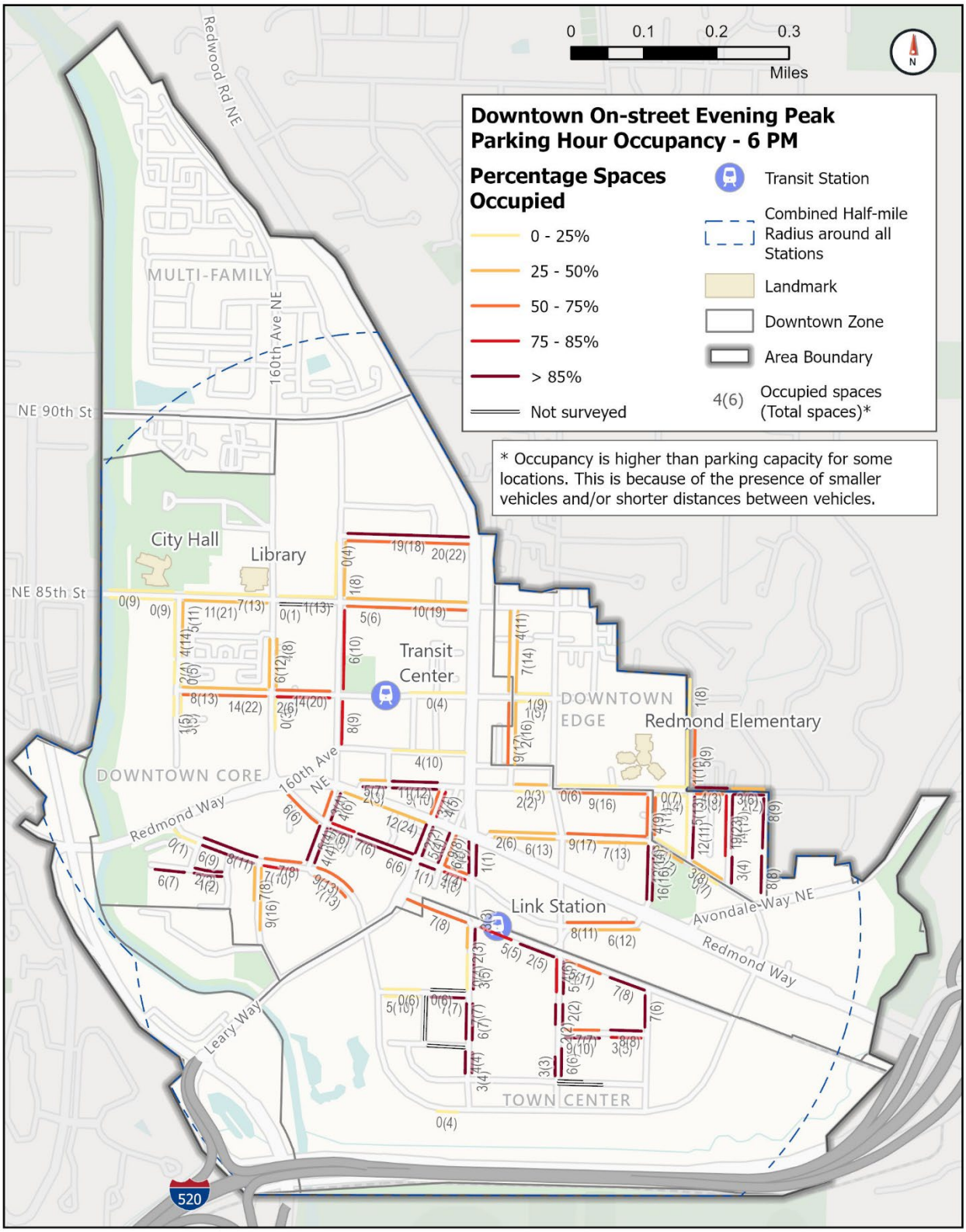


Figure 8: On-street Parking Occupancy at 6 PM — Downtown



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3.3.3 Turnover Rate

Table 6: Turnover Rate by Downtown Zones

Location	Average Turnover Rate
Downtown Core	7.3
Downtown Edge	6.3

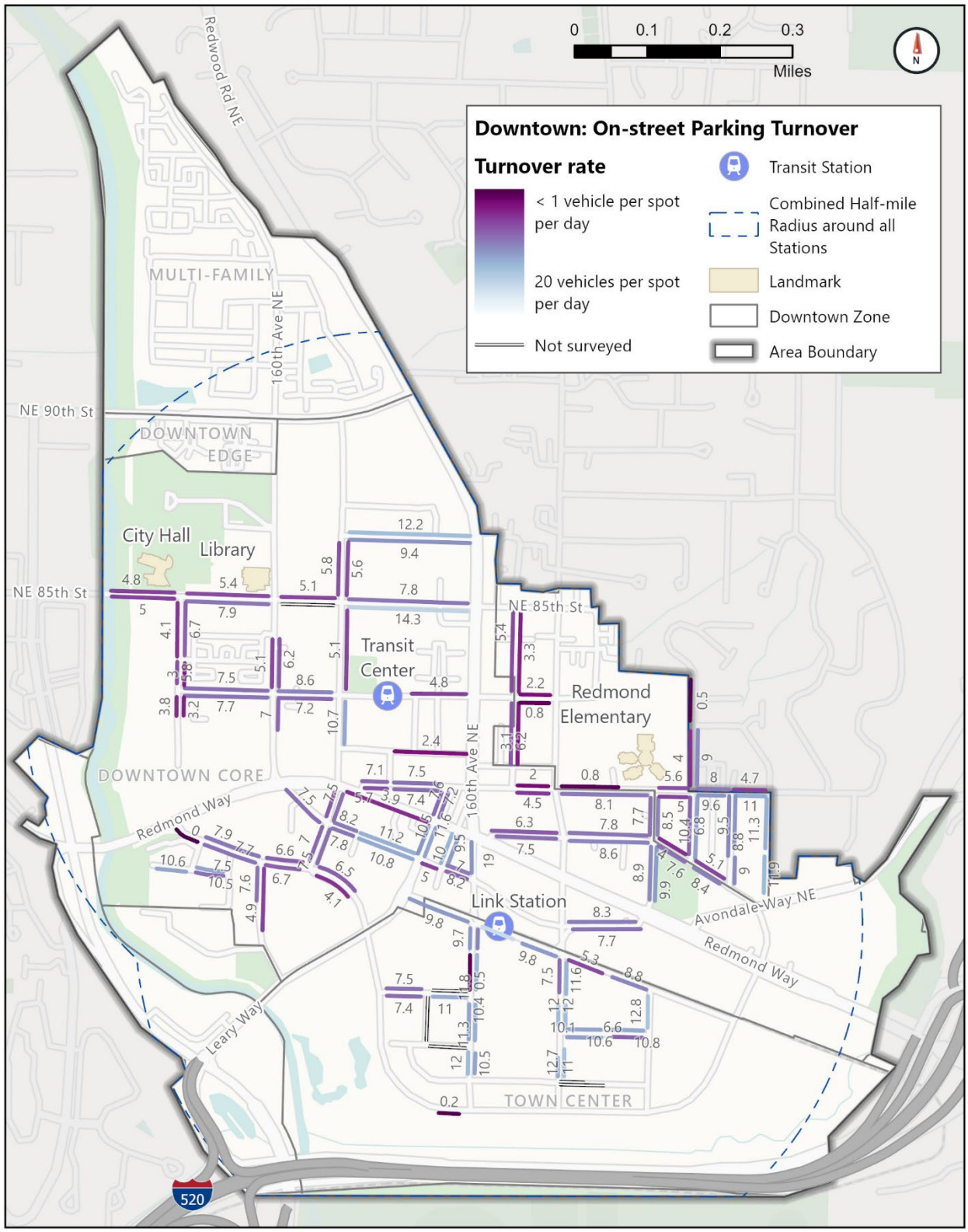
The turnover rate, defined in Section 2.2, can be interpreted as the efficiency of parking spaces. In Downtown, the rate varies between less than 1 car per space and to 20 cars per space, as recorded during the period of the survey and shown in Figure 10. For the purposes of this report, a higher turnover is desirable, indicating more efficient use of publicly accessible parking spaces. On the other hand, lower turnover rates are an indication of lower pricing, minimal restrictions, or a lack of enforcement if parking exceeds the limits. Table 6 further lists the turnover rate for the three main zones.

3.3.3.1 Interpreting Turnover Rate for Downtown

The City distributes limited parking permits which can be used for overnight parking in select restricted on-street spaces (shown in Figure 9). The turnover rate for Downtown (shown in Figure 10) does not account for these permits. Thus, a lower turnover rate may not just be an indication of, for example, customers spending more time in commercial areas; it may also indicate where permit holders park overnight.

Figure 9: Location of permit spaces in Downtown (Source: City of Redmond)

Figure 10: On-street Parking Turnover Rate — Downtown



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3.4 Downtown Off-street Parking

3.4.1 Off-street Inventory

In Downtown, off-street facilities contain ten times as many parking spaces compared to on-street locations. There are 11,429 spots spread among 164 facilities, with their capacities ranging from 5 to 851 spaces. However, the typical or median facility has 25 spaces, indicating that most of them are on the smaller end in terms of capacity, with a few big outlier facilities.

Figure 11: Off-street Parking Inventory by Ownership – Downtown shows that 92% of this supply is privately owned while the remaining 8% is publicly operated. Some of the major private facilities include the Redmond Town Center (RTC) Mall garage, Bear Creek Shopping Mall in southeast, and Bella Bottega Shopping Center, offices, and multi-family apartment buildings in Downtown Core. Public ownership is only found for general parking facilities like transit and commercial area structures. Two of the public facilities, the Redmond Central Connector Lot and King County Metro Park & Ride, are near the existing and upcoming transit stations.

Figure 11: Off-street Parking Inventory by Ownership – Downtown

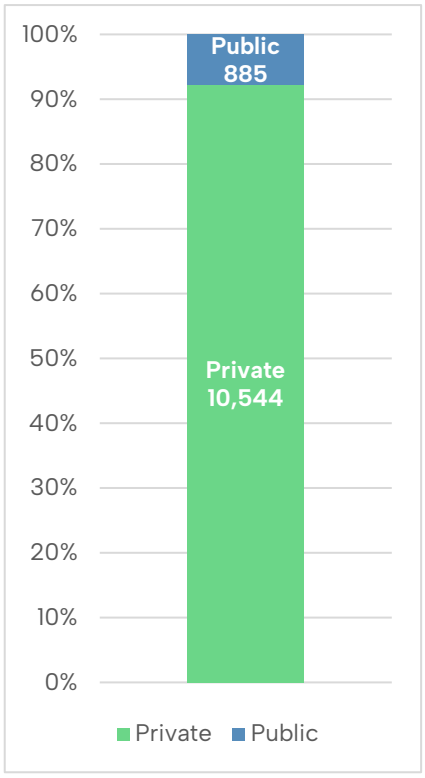


Figure 12 shows this spatially. As mentioned, most facilities have less than 100 parking spaces, while 28 out of the 164 locations are larger, with between 100 and 851 spaces. Most commercial and office spaces exist in the Core and Town Center zones and are accompanied by private parking lots and garages.

A few prominent parking facilities are listed in Table 7. Table 8 shows the split of parking off-street inventory between public and private parking spaces including number of locations.

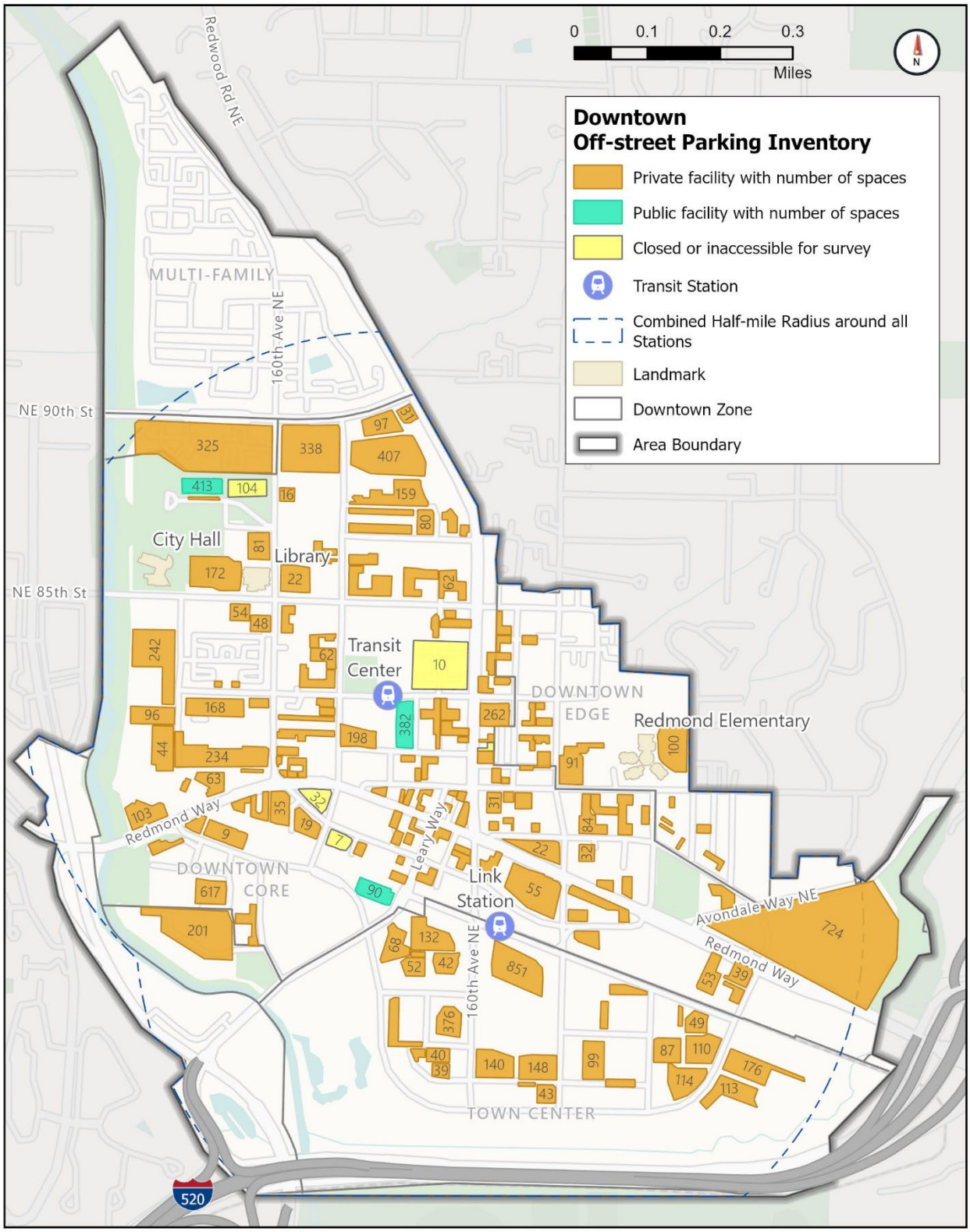
Table 7: Prominent Off-street Parking Facilities — Downtown

Location	Type	Number of spaces	Peak Occupancy
RTC Central Parking Garage	Private	851	66%
Bear Creek Shopping Mall	Private	724	46%
Riverpark Apartments	Private	617	47%
City Hall Campus Parking Garage	Public	413	62%
Bella Bottega Shopping Center	Private	407	32%
Redmond Park & Ride	Public	382	98%

Table 8: Off-street Parking Inventory — Downtown

Type of Facility	Number of facilities	Number of parking spaces
Private	160	10,544
Public	4	885
Total	**164**	**11,429**

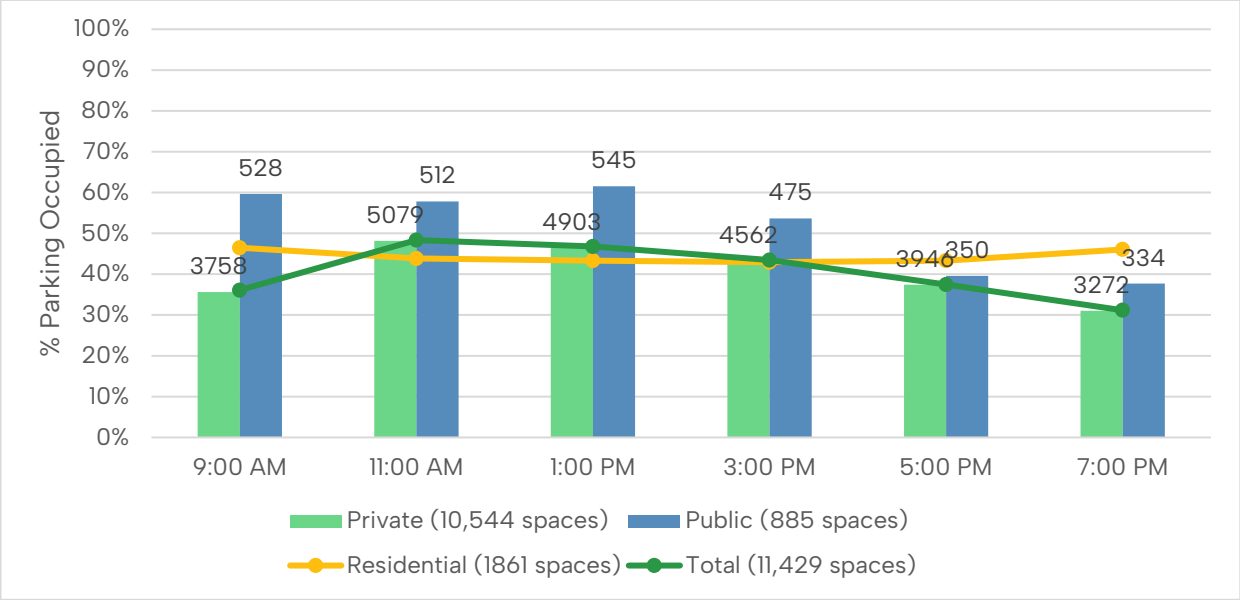
Figure 12: Off-street Parking Inventory — Downtown



3.4.2 Off-street Occupancy

Like on-street occupancy, off-street occupancy peaks late in the morning to early afternoon and then trends down during the rest of the day. On the day of the survey and for the recorded hours, a high of 51% occupancy was observed at 11 AM and a low 32% at 7 PM. Figure 13 shows this trend and the occupancy split between publicly- and privately-owned locations. In general, public locations see a higher occupancy of 20% than private ones during peak hours as most of them are provided for commuters. However, as discussed earlier, the supply of private spaces is much higher.

Figure 13: Off-street Parking Occupancy – Downtown



In Table 9, the off-street facilities are distributed across four land use categories — Residential, Office, Retail, and Other. These categories are informed guesses on the type of locations the parking facilities serve. Residential buildings are straightforward since they have exclusive parking. On the other hand, stores and small businesses sometimes share parking lots and so could fall into either Office or Retail. Still, the rough categorization is helpful in acquiring an inventory of the total number of parking spaces and the occupancy levels at peak parking hours.

Table 9: Inventory at Peak Hour Occupancy by Land Use — Downtown

Land Use	Inventory	Peak Occupancy
Residential	1,861	45% at 11 AM
Office	1,734	51% at 11 AM
Retail (stores, restaurants)	5,130	48% at 11 AM
Other (hospital, hotel, public parking, government / public buildings)	2,704	53% at 1 PM

A note on residential parking: In Downtown, out of the 11,429 total off-street parking spaces, 1,861 (16%) are part of 19 residential buildings. Figure 13 above also shows the occupancy levels in residential parking facilities separately, and it follows a nearly opposite trend to that of overall occupancy levels.

Table 10 splits the hourly occupancy data by zones, showing that the central area, Downtown Core, has the most spaces but also lower occupancy compared to Downtown Edge and Town Center.

Table 10: Off-street Hourly Occupancy by Downtown Zone

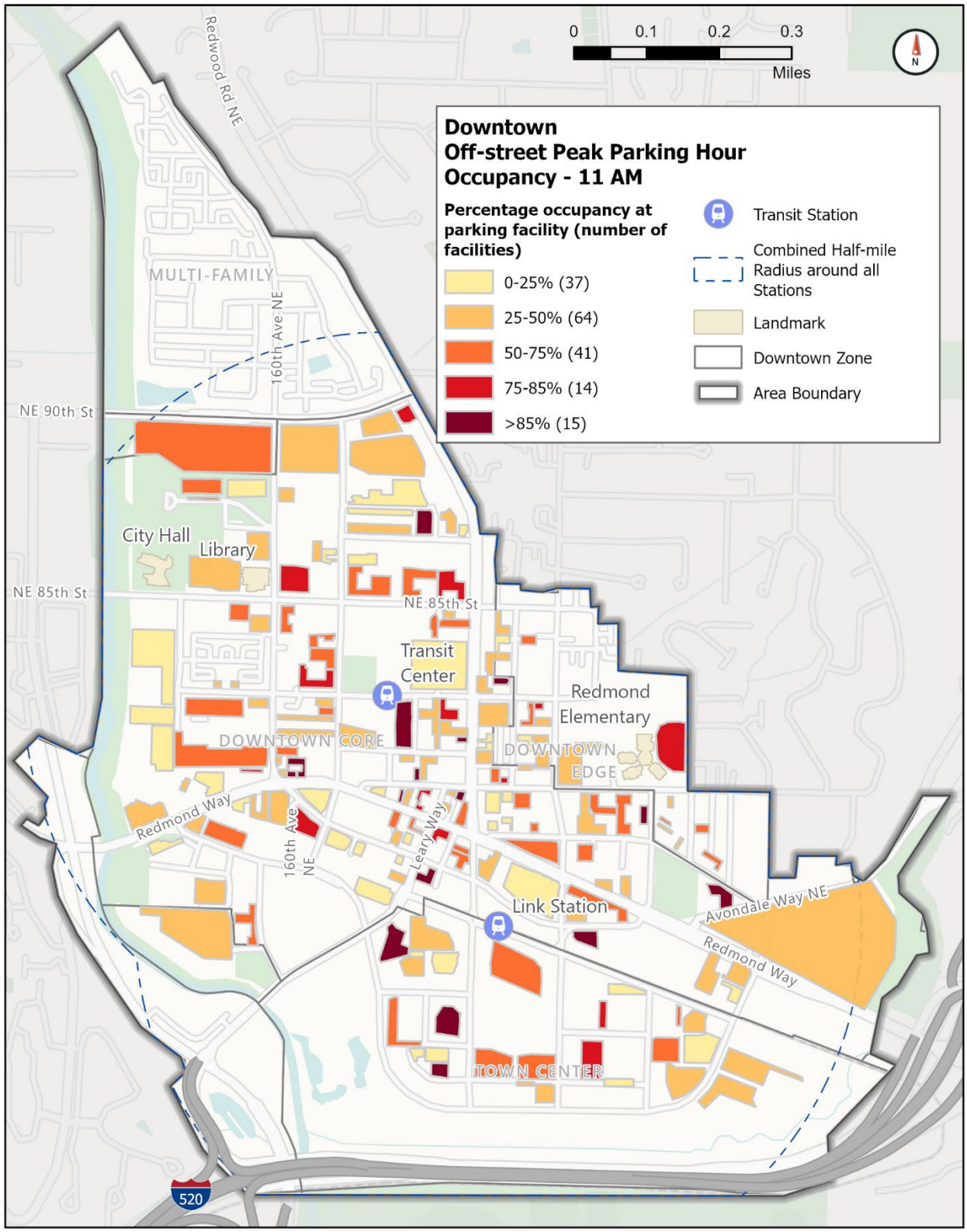
Zone	Number of Facilities	Number of spaces	9 AM	11 AM	1 PM	3 PM	5 PM	7 PM
Downtown Core	125	7830	34%	47%	45%	40%	35%	29%
Downtown Edge	20	1015	47%	49%	48%	51%	50%	46%
Town Center	26	2864	36%	47%	50%	48%	40%	34%

Figure 14 shows the occupancy of the facilities specifically at the hour of highest occupancy, 11 AM. Comparing with the inventory figure, the big facilities, with capacities between 300-900 spaces each, show medium occupancy from 25-75%. Very few facilities are above the threshold of 85%. Most locations above that threshold are the smaller dedicated lots for local businesses and restaurants. The only bigger location with >85% occupancy is the parking garage for the RTC Management office building (376 spaces). A list of the occupancy details of the 15 biggest parking facilities in Downtown Redmond is presented in Table 11. At a few locations, the time of highest occupancy is different from the 11 AM peak occupancy hour for Downtown.

Table 11: Occupancy of Prominent Off-street Parking Facilities — Downtown

Lot Name	Capacity	Time of Peak Occupancy	Peak Occupancy	Occupancy at 11 AM	Available Spaces at Peak Occupancy
RTC Central Parking Garage	851	3 PM	66%	63%	290
Bear Creek Shopping Mall	724	11 AM	46%	46%	392
Riverpark Apartments	617	9 AM	47%	43%	327
City Hall Campus Parking Garage	413	11 AM	62%	62%	157
Bella Bottega Shopping Center	407	1 PM	32%	28%	278
Redmond Park and Ride	382	11 AM	98%	98%	7
RTC Management	376	11 AM	86%	86%	51
Bella Bottega Shopping Center West	338	3 PM	40%	34%	203
Redmond Place Apts	325	9 AM	63%	54%	120
The Luke Apts	262	7 PM	61%	41%	101
Opportunity Building North	242	11 AM	14%	14%	207
QFC	234	11 AM	73%	73%	64
Peloton Apartments	201	7 PM	62%	46%	76
Platinum Parking Veloce Apts	198	9 AM	39%	36%	121
24-Hour Fitness	176	7 PM	85%	44%	26

Figure 14: Off-street Peak Parking Hour of Occupancy — Downtown



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3.5 Overall Downtown Peak Parking Occupancy

Figure 15 shows the combined occupancy for both on- and off-street parking spaces at 11 AM.

Figure 15: Overall Peak Parking Hour Occupancy — Downtown

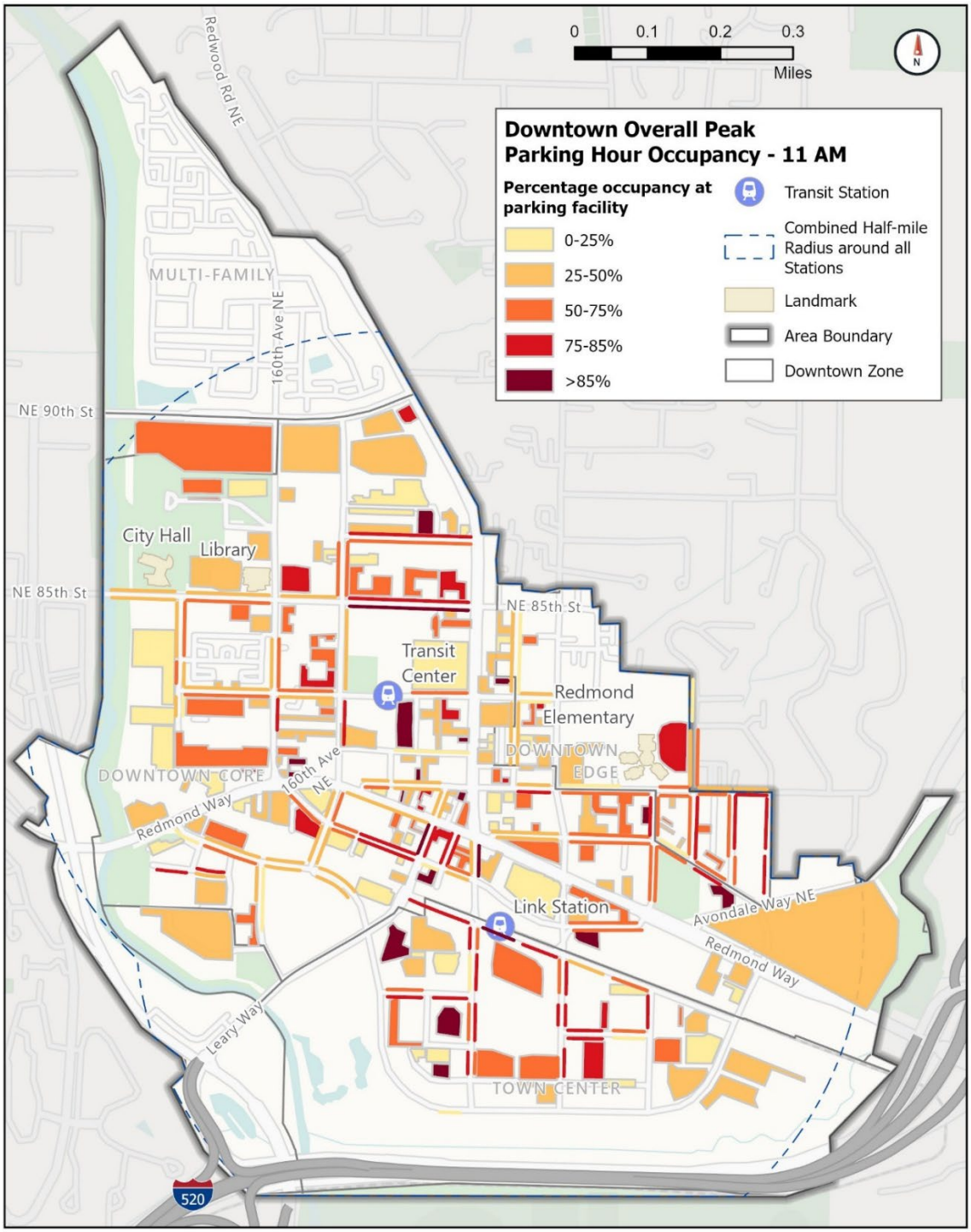


Table 12: Summary of Parking Occupancy — Downtown

Zone	On-street			Off-street		
	Total Spaces	Peak Parking Occupancy	Available Spaces at Peak Hour	Total Spaces	Peak Parking Occupancy	Available Spaces at Peak Hour
Downtown Core	697	70%	212	7830	59%	3244
Downtown Edge	241	60%	97	1015	61%	401
Town Center	195	92%	16	2864	61%	1113

4. Overlake Village Parking Data

4.1 Overlake Village

Overlake Village urban center, shown in Figure 16, is known for hosting many of Microsoft's office buildings. The southernmost neighborhood of Redmond lies just southwest of Downtown, with Marymoor Village and Idylwood to its east, Grass Lawn to its northwest, and the City of Bellevue to its west. SR 520, on the edge of Downtown, cuts through Overlake Village from north to south. The western boundary runs along 148th Ave and the eastern boundary runs along the West Lake Sammamish Parkway and Bel-Red Road. The 20th St bookends the neighborhood on the south.

Much of the northern area is covered with dense foliage and houses, with more apartment buildings south of that. Overlake Village has a higher mix of single-family housing; there are about 1100 houses and 1900 multi-family units. Most of the remaining neighborhood contains office buildings.

Two out of the four 2 Line extension stations are in Overlake Village, underscoring its importance as an transportation and employment hub.

4.2 Overall Overlake Parking Inventory

Overlake Village has a total of 6,769 parking spaces distributed between on-street sites and off-street facilities. Figure 17 shows the distribution of all parking locations. Microsoft occupies a large number of buildings in the central Business and Advanced Technology zone, and parking for these offices is not considered in this report. Consequently, nearly all the parking locations surveyed are in multi-family and the southern "Overlake Village" zones.

Table 13 shows a summary of parking inventory in Overlake Village distributed among on-street and off-street parking. The table also shows the number of on-street segments surveyed and the percentage of public and private spaces surveyed.

Table 13: Total Parking Inventory — Overlake Village

Parking type	No. of Locations	No. of Parking Spaces	Percent of Overall Parking Supply
On-street	16	134	2%
Off-street	92	6,635	98%
Public	*2*	*579*	*9%*
Private	*90*	*6,056*	*89%*

Figure 16: Overlake Village, Redmond

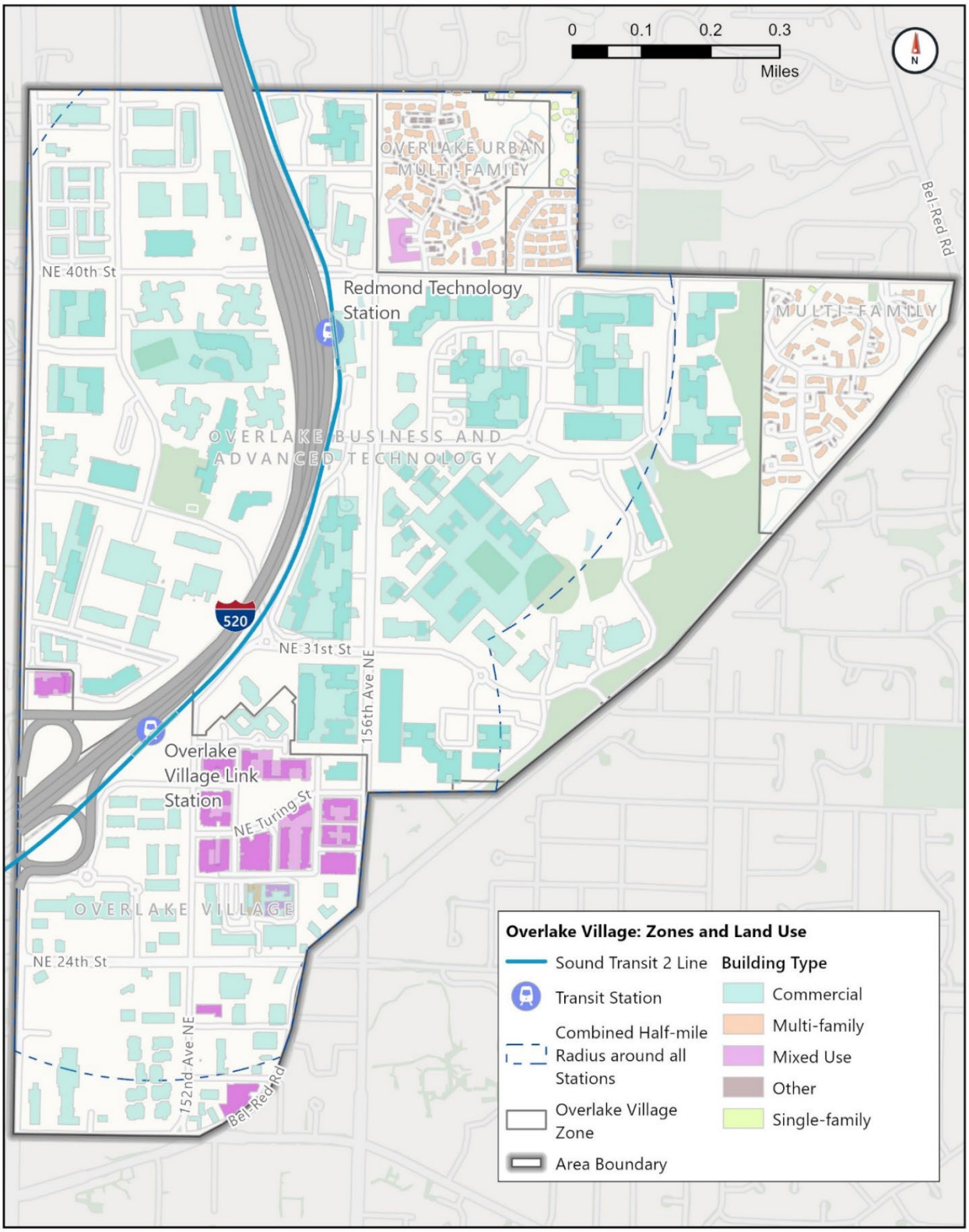
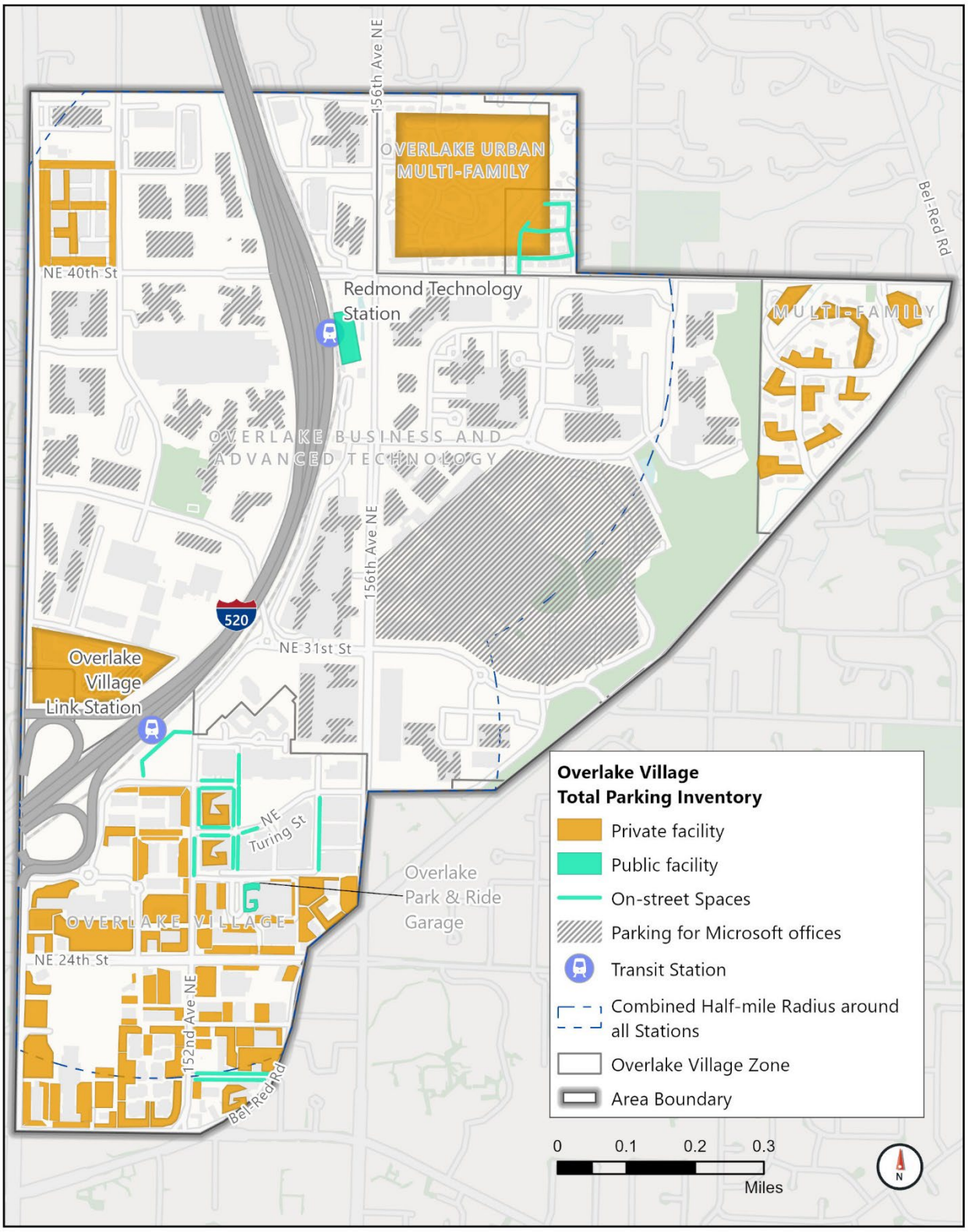


Figure 17: Total Parking Inventory — Overlake Village



4.3 Overlake On-street Parking

4.3.1 On-street Inventory

Overlake Village has 134 on-street spaces. Figure 18 on the following page shows the distribution of on-street spaces. Many of the streets including arterials and collector roadways directly serving the surveyed areas do not have on-street parking supporting the adjacent land-uses. This difference in design is reflected in the limited presence of on-street parking to just the Overlake Village and Multi-Family zones.

Table 14 presents a distribution of the parking spaces into access types. 129 out of 134 spaces are unrestricted parking with no time limits, three are loading zones, and two are for emergency vehicles only. In contrast to Downtown, there are zero restricted, ADA-only, and permit spaces in Overlake Village. The majority of the on-street parking is around the recently re-developed "Esterra Park". Future development of Overlake Village will likely follow similar development patterns.

Table 14: On-street Parking Inventory by Type – Overlake Village

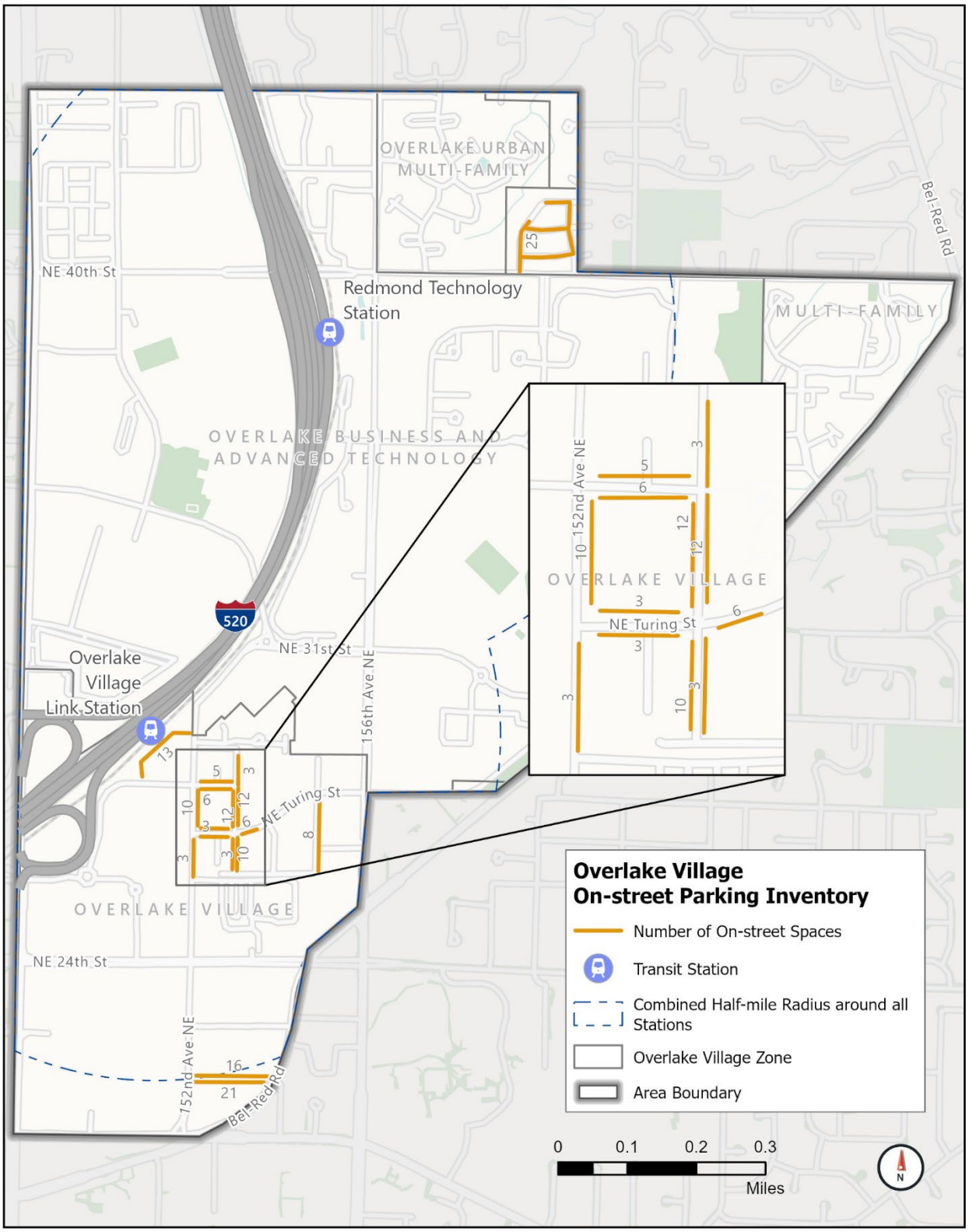
Parking space type	Number of spaces	Percent of total
Unrestricted parking	129	95.8%
30-min loading zone	3	2.5%
Emergency vehicle only	2	1.7%
Total inventory	**134**	**100%**

Table 15 shows a summary of on-street parking distributed among Multifamily block and Overlake Village.

Table 15: Summary of On-street Parking — Overlake Village

Overlake Village Zone	Number of locations	Number of parking spaces
Overlake Village	15	109
Multi-Family	1	25

Figure 18: On-street Parking Inventory — Overlake Village



4.3.2 On-street Occupancy

Figure 19 shows the occupancy levels for every hour at all on-street segments in Overlake Village. In contrast to Downtown, parking occupancy reaches its peak in the evening at 7 PM. This is well after the commute-related peak hours and nearly reaches the 85% occupancy threshold. The lowest occupancy is observed at 3 PM with 65% of all the spaces occupied.

Figure 19: On-street Parking Spaces Occupancy – Overlake Village

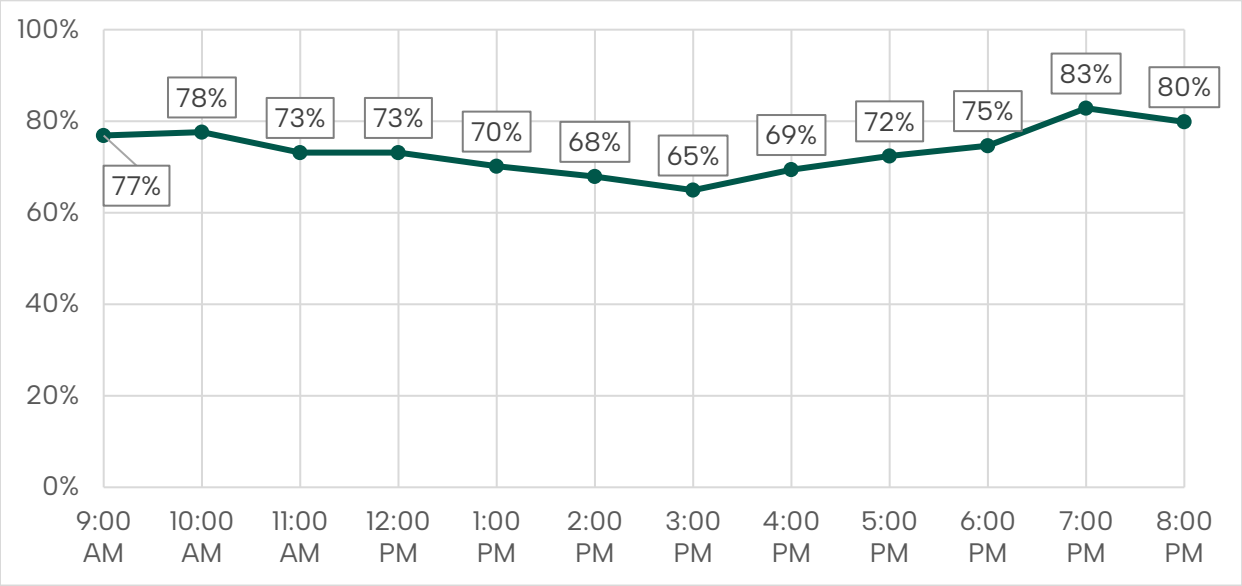
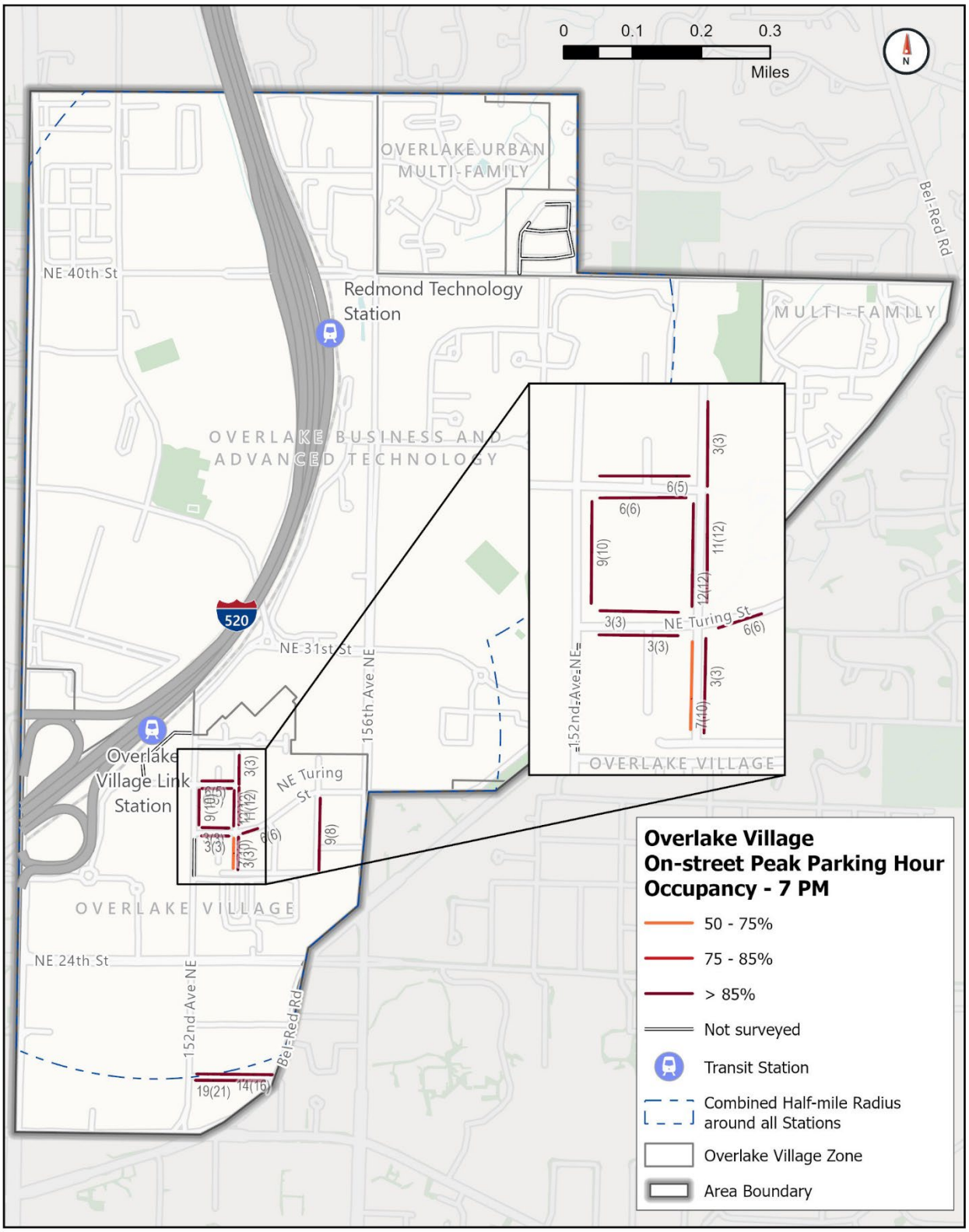


Figure 20 shows the area's parking occupancy levels by mapping it for the peak parking hour at 7 PM. It must be noted that occupancy data is unavailable for a few locations as these were not included in the follow-up survey; these are marked as "**Not surveyed**" in the map.

As shown in Figures 18 and 19, the streets surveyed near the Overlake Village Link Station are predominantly surrounded by multifamily housing. This occupancy data reveals a pattern of usage that peaks in the morning and evening, indicating that residents park their vehicles on the streets as well as in on-site parking facilities. During the middle of the day, parking occupancy drops to 65%, suggesting that some residents move their vehicles to run errands or make trips during this time.

Figure 20: On-street Peak Parking Hour Occupancy — Overlake Village

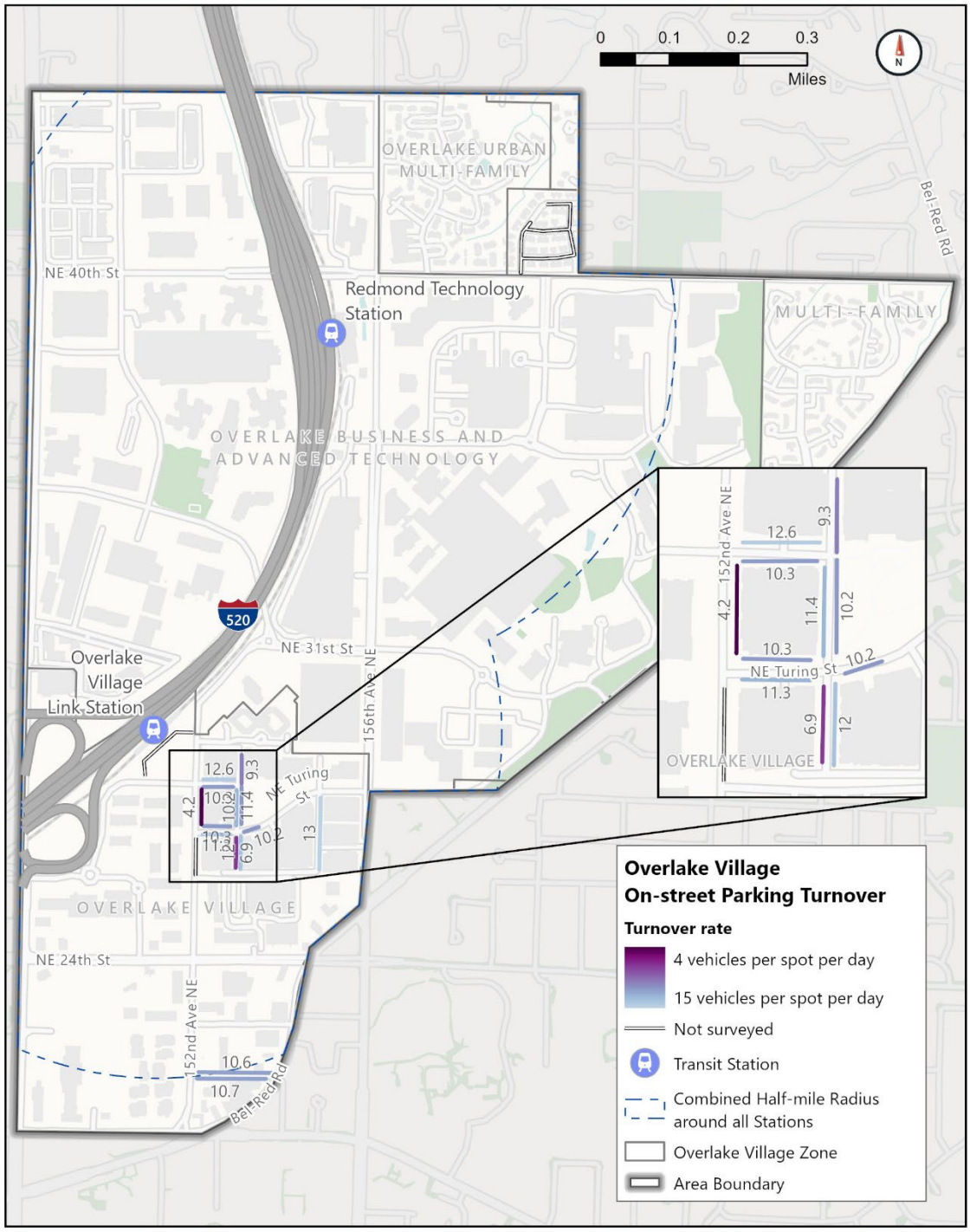


Except for the street segment of Calder Ave NE between NE Turning St and NE Hopper Street, all surveyed segments were observed at 85% or more occupancy at 7 PM (peak hour).

4.3.3 Turnover Rate

While Figure 19 earlier showed that occupancy is high throughout the survey period, the map in Figure 21 shows that this is not because the cars are parked for longer durations at the on-street spaces which do not have time restriction. Instead, the turnover ranged between 4 and 15 per spot per day, with an average rate of 10. That means that every on-street space experienced at least four cars parked throughout the survey period, indicating more efficient usage compared to Downtown.

Figure 21: On-street Parking Turnover — Overlake Village



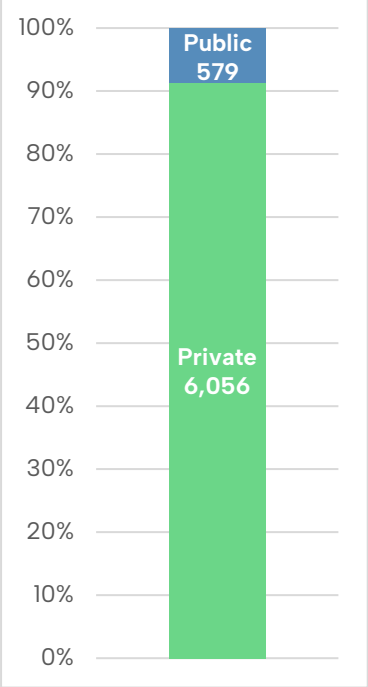
4.4 Overlake Off-street Parking

4.4.1 Off-street Inventory

Overlake Village is dominated by office buildings. Therefore, off-street parking facilities dominate the supply of parking too. Compared to the 118 on-street spots, there are 6,635 off-street spaces. In other words, for every on-street spot, there are 56 spaces located in off-street facilities. More than 90% of these are privately-owned, while less than 10% are present in publicly owned facilities (Figure 22). The 579 public off-street spaces are present in two structures for commuters — the Sound Transit Light Rail Redmond Tech Station and the King County Metro Overlake Park and Ride Garage.

This study did not collect data on Microsoft's private parking facilities, but Microsoft is estimated to have 6,500 spaces in their campus garages and an additional 390 spaces in surface lots.

Figure 22: Off-Stret Parking Inventory by Ownership – Overlake



4.4.2 Off-street Occupancy

Unlike the late evening peak occupancy observed for on-street spaces, the off-street facilities follow a more expected peak hour trend during the day. However, overall occupancy itself is low, going only as high as 37% at around 11 AM and down to 24% at 7 PM (Figure 23). Noticeably, these are much lower values than those observed in Downtown Redmond.

Table 16 shows the inventory and peak occupancy levels for Overlake Village. Unlike in Downtown, the peak occupancy hours vary between land use types, with residential especially peaking late in the evening. Furthermore, parking for retail dominates the supply.

Table 16: Inventory at Peak Hour Occupancy by Land Use — Overlake Village

Land Use	Inventory	Peak Occupancy
Residential	1590	53% at 7 PM
Office	1337	40% at 11 AM
Retail (stores, restaurants)	2747	35% at 1 PM
Other (hospital, hotel, public parking, government / public buildings)	961	32% at 11 AM

A note on residential parking

Similar to the analysis for Downtown, off-street residential parking in Overlake Village follows its own trend. Out of the total of 6,635 off-street spaces, 1,590 (24%) are exclusively for residential buildings. Unlike the overall occupancy trend, residential parking peaks in the morning and late in the day.

Figure 23: Off-street Parking Occupancy — Overlake Village

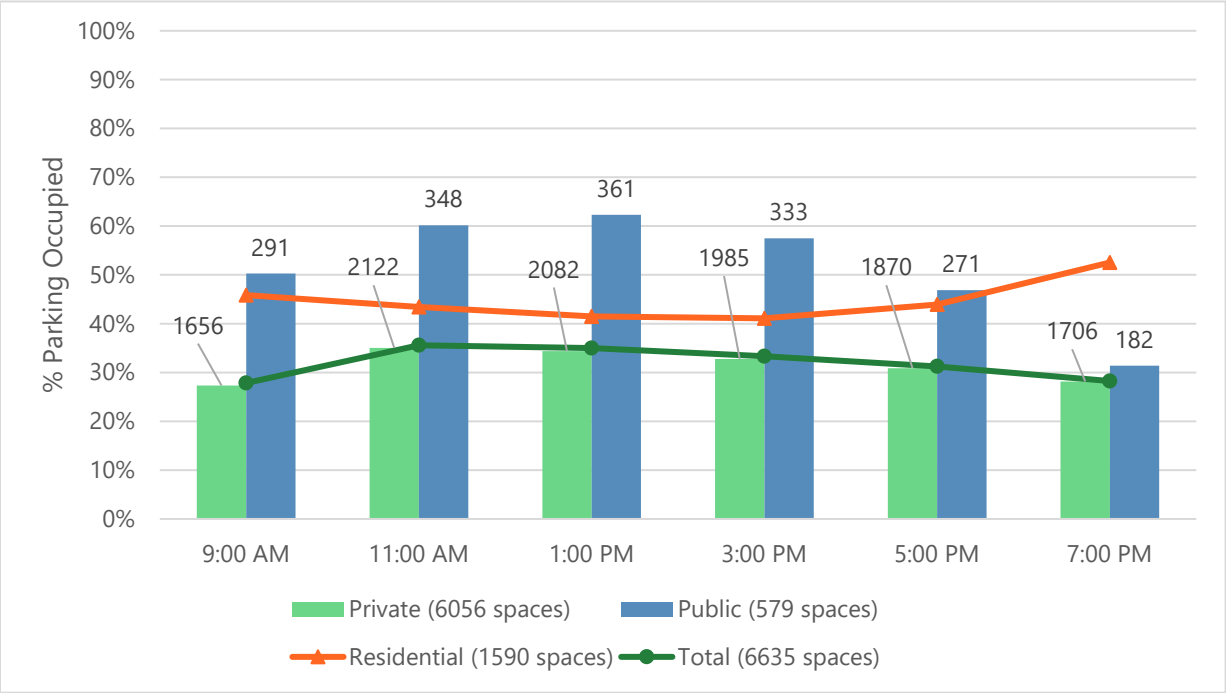


Figure 24 shows the locations of these facilities. As expected, the Business and Advanced Technology zone is mostly dominated by Microsoft parking, except for the Sound Transit garage and cluster of spaces on the west side next to 150th Ave and NE 40th St. The remaining locations are clustered at the edges of the area, in the Overlake Village zone, which is more commercial oriented, in the south and the Multi-Family zone in the east.

Figure 25 shows the spatial distribution of occupancy at the peak parking hour, 11 AM. The south end, which as mentioned before is more commercial oriented, has on average lesser occupancy (with a few exceptions) than the facilities in the multi-family zone on the east side.

Since the survey does not include exclusive parking for Microsoft office buildings, a majority of parking facilities observed with more than 85% occupancy were part of residential mixed-use building, where parking is occupied at a higher rate compared to commercial office type uses.

Figure 24: Off-street Parking Inventory — Overlake Village

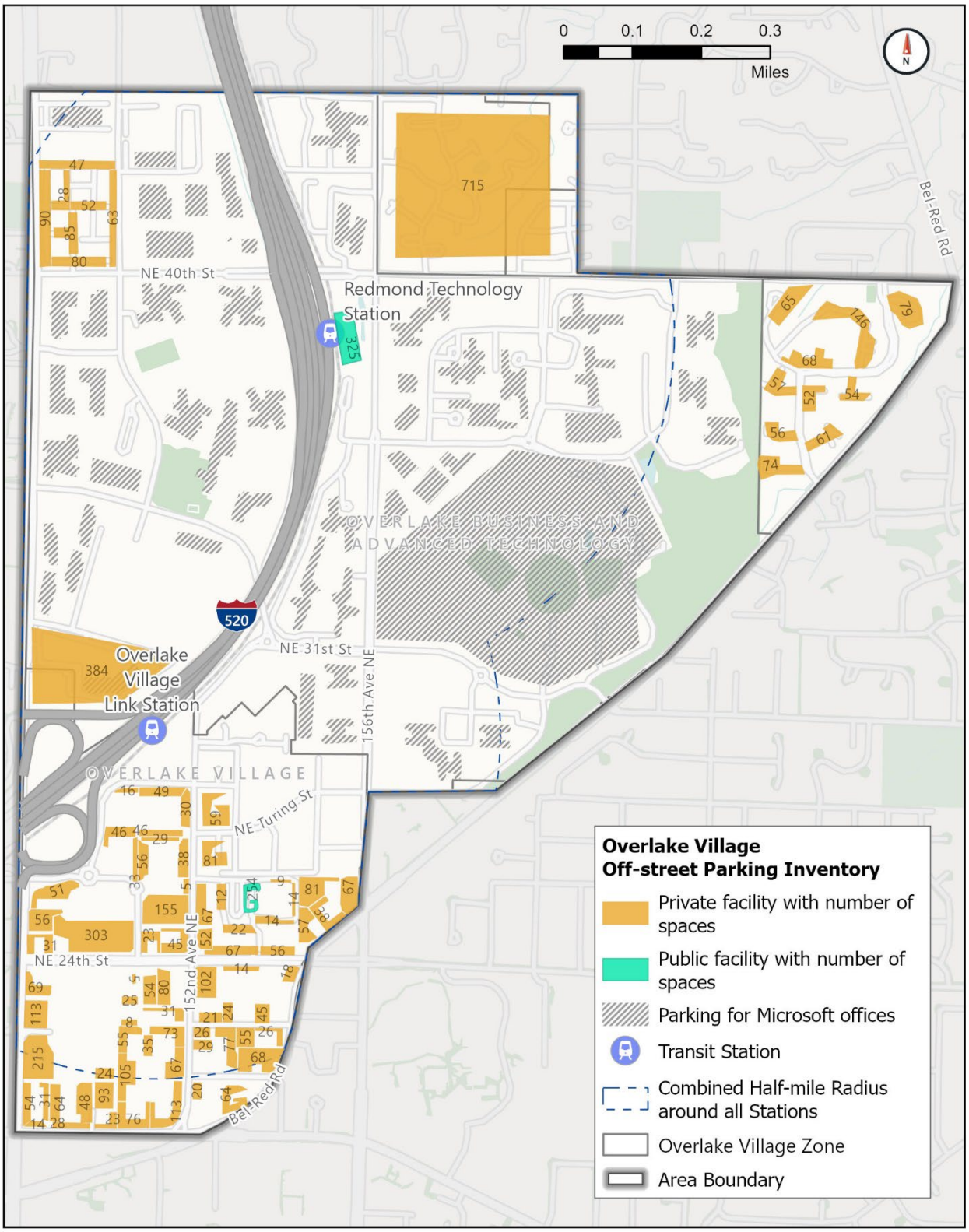


Figure 25: Off-street Peak Parking Hour Occupancy — Overlake Village

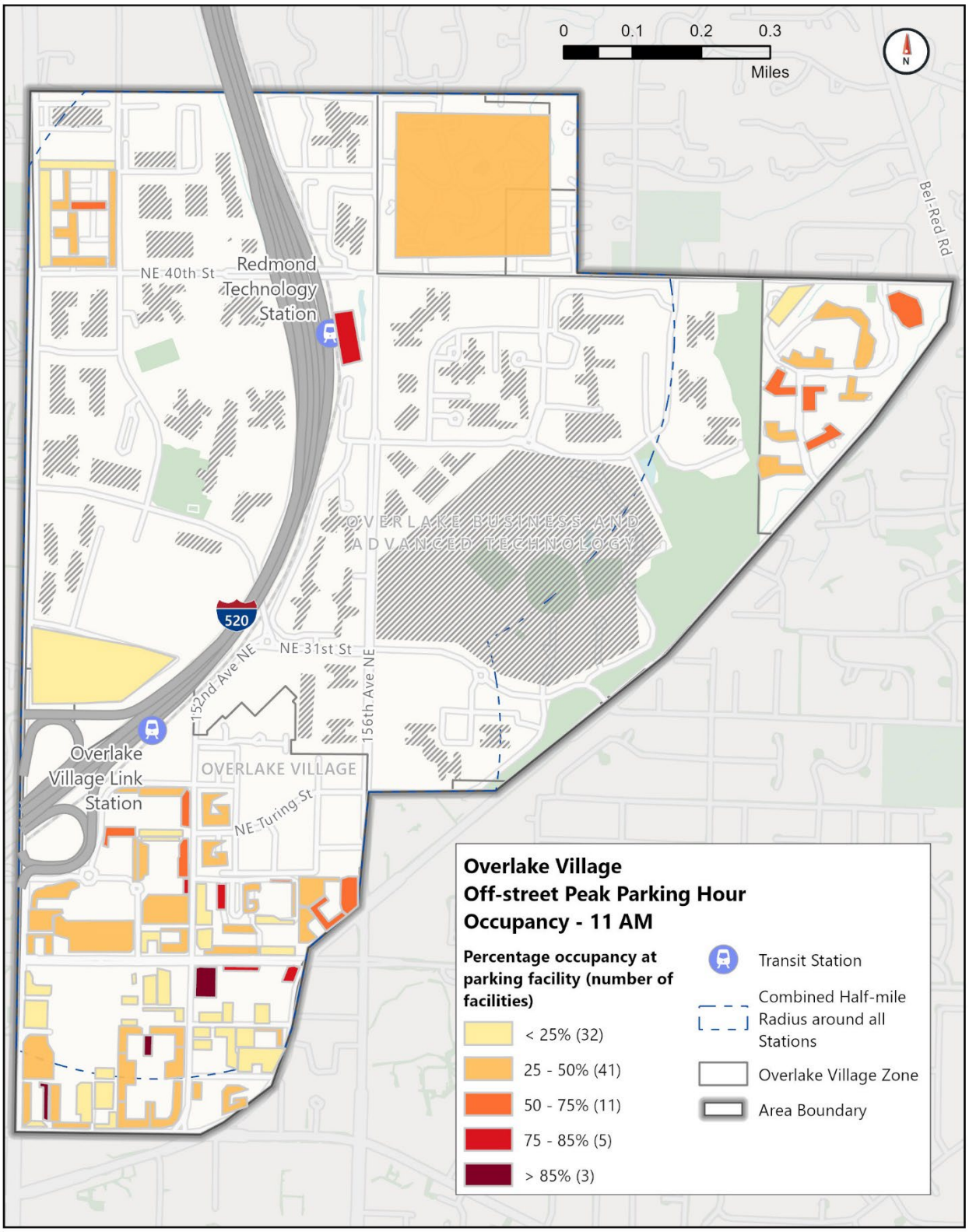


Table 17 shows parking occupancy at prominent parking facilities surveyed in the Overlake Village.

Table 17: Peak Hour Parking Occupancy of the Prominent Parking Facilities

Public facility	Inventory	Peak occupancy	Remaining Capacity
Redmond Technology Station	325	82% at 1 PM	58
Overlake Park & Ride Garage	254	51% at 7 PM	124
Private facility	**Inventory**	**Peak occupancy**	**Remaining Capacity**
Eaves/Harper Hill/Timberlawn Apartments	715	46% at 11 AM	389
Bright Horizons/Microsoft 109	384	5% at 11 AM	365
Safeway	303	46% at 7 PM	164
Overlake Plaza- Main Parking Lot	215	44% at 5 PM	121
Overlake Business Center-Building 17	155	47% at 11 AM	82

4.5 Overall Overlake Peak Parking Occupancy

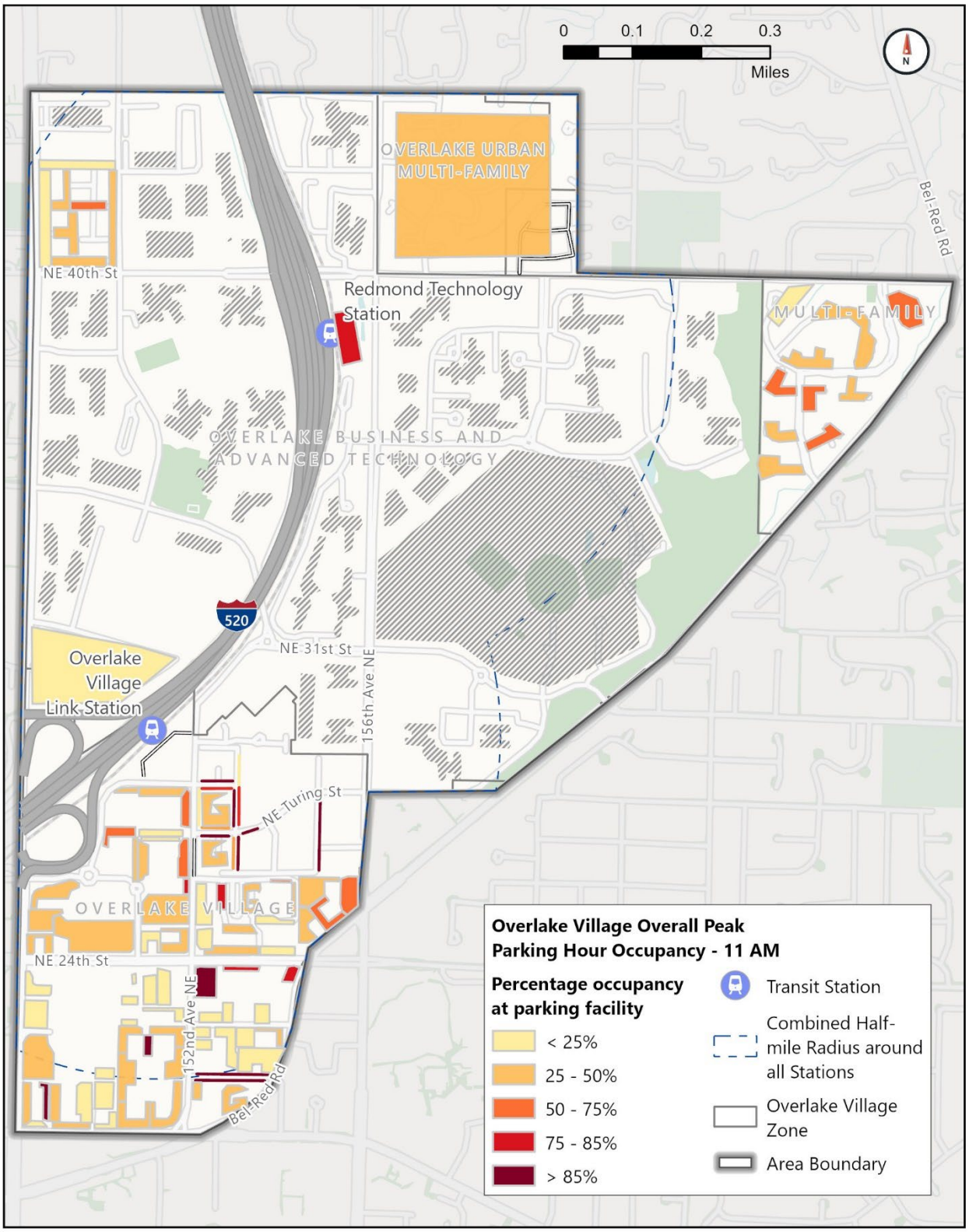
Figure 26 shows the combined occupancy for both on- and off-street parking spaces at 11 AM.

Table 18 shows a summary of on-street and off-street public and private parking spaces during peak parking occupancy and available spaces to park during peak hour.

Table 18: Summary of Parking Occupancy — Overlake Village

	On-street			Off-street		
Type	**Total Spaces**	**Peak Parking Occupancy**	**Available Spaces at Peak Hour**	**Total Spaces**	**Peak Parking Occupancy**	**Available Spaces at Peak Hour**
Public	134	83%	21	579	62%	2,301
Private	NA	NA	NA	6,056	35%	376

Figure 26: Overall Peak Parking Hour Occupancy — Overlake Village

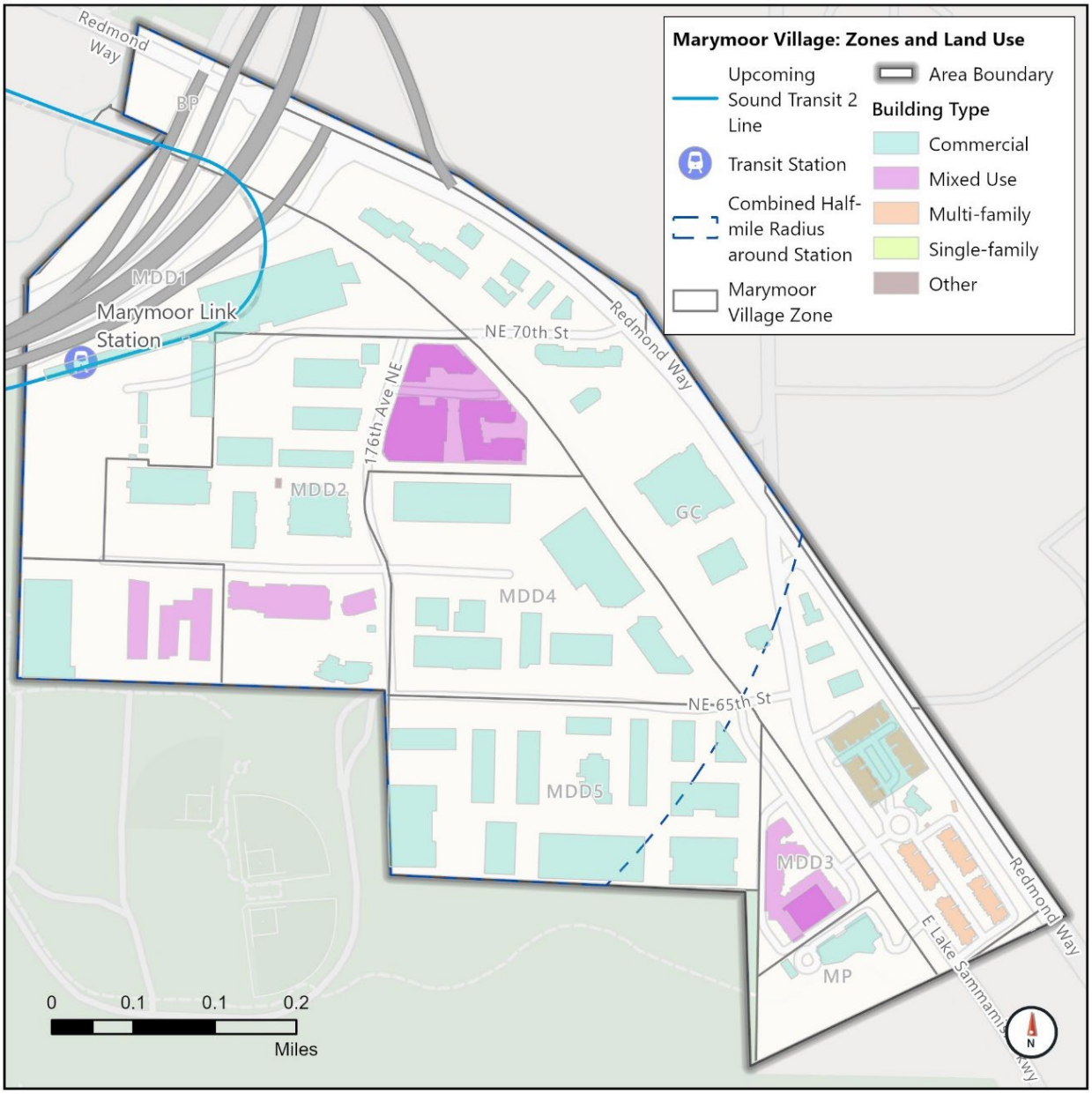


5. Marymoor Village

5.1 Marymoor Village

Marymoor Village is the smallest of the three neighborhoods included in this study. It is located between Downtown in the north and Overlake Village in the south. SR 520 runs along the northern boundary, Redmond Way along the eastern side, and the West Lake Sammamish Parkway along the western edge (Figure 27). The southern border of Marymoor Village is a large King County operated park.

Figure 27: Marymoor Village, Redmond



Development is mostly restricted to the northeast region, which is transitioning to a mix of office buildings, small businesses, and commercial operations in an area that has been predominantly industrial. The 2 Line extension has one station in Marymoor Village that can be considered as a middle point between Overlake Village and Downtown.

5.2 Marymoor Village Overall Parking Inventory

Marymoor Village is the smallest of the three areas and consequently also has the least parking capacity, with a total of 3,028 parking spaces distributed between on-street and off-street locations and facilities, as shown in Figure 28. Referring back to Figure 27, most of the neighborhood caters to commercial land use types, with a few mixed used properties, and apartment buildings in the southeastern end.

Table 19: Total Parking Inventory — Marymoor Village

Parking Type	No. of Locations	No. of Parking Spots	Percent of Overall Parking Supply
On-street	14	216	7%
Off-street	49	2,812	93%
Public	*1*	*77*	*3%*
Private	*48*	*2,735*	*90%*

Note: Two off-street public facilities, Sound Transit Garage (1,403 spaces) and Redmond Community Center (76 spaces), were under construction or inaccessible during this survey. Refer to the map on the next page for their locations.

Marymoor Village On-Street Parking

5.2.1 On-street Inventory

Marymoor Village has 216 on-street spaces for parking.

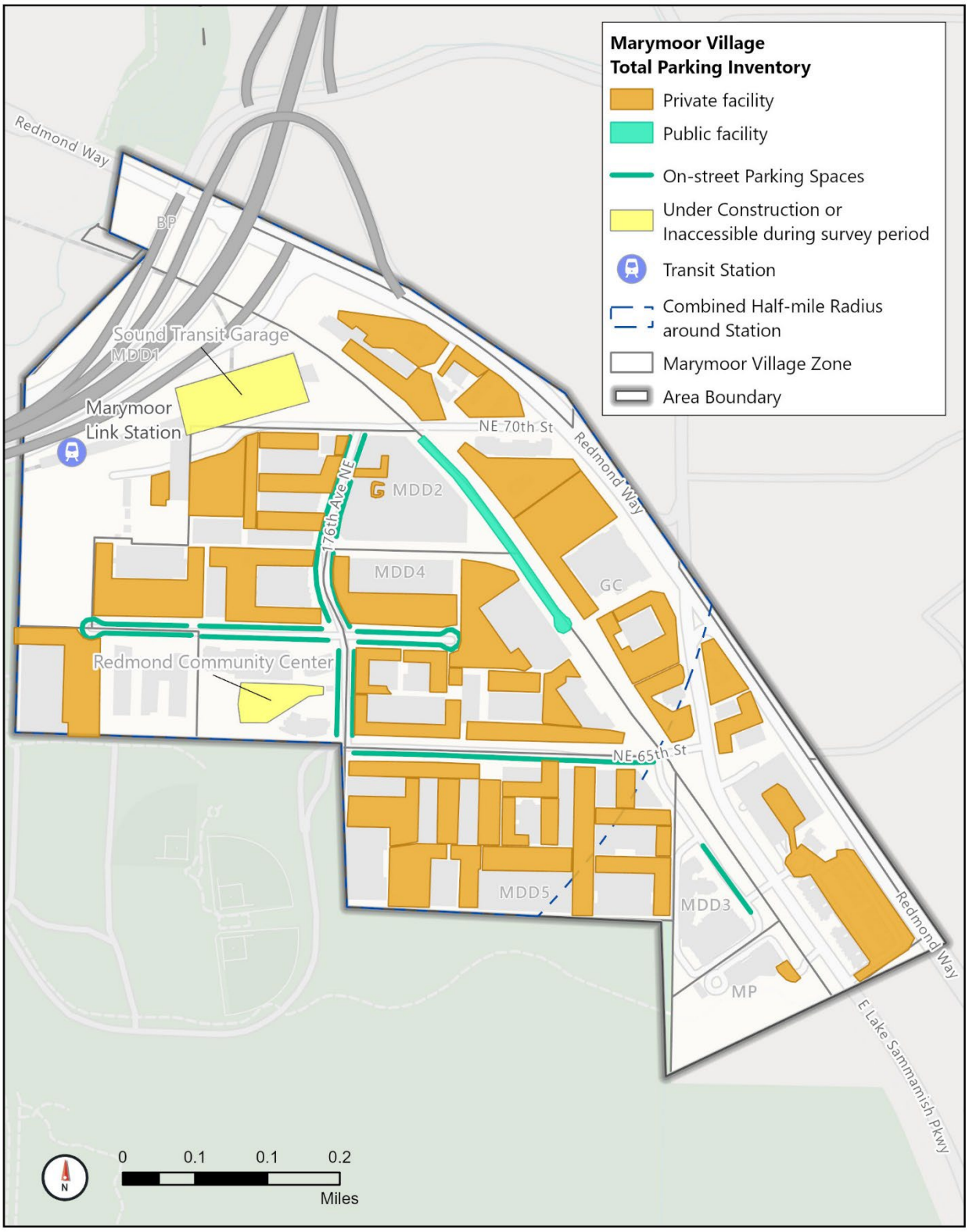
Table 20 shows that 180 open spaces are unrestricted, meaning that they do not have any limitations. Thirty-six spaces were unavailable for parking at the time of this survey due to construction-related activities and are left out of further analysis.

Table 20: On-street Parking Inventory by Type – Marymoor Village

Parking space type	Number of spaces	Percent of total
Unrestricted parking	180	83%
Under construction	36	17%
Total inventory	**216**	**100%**

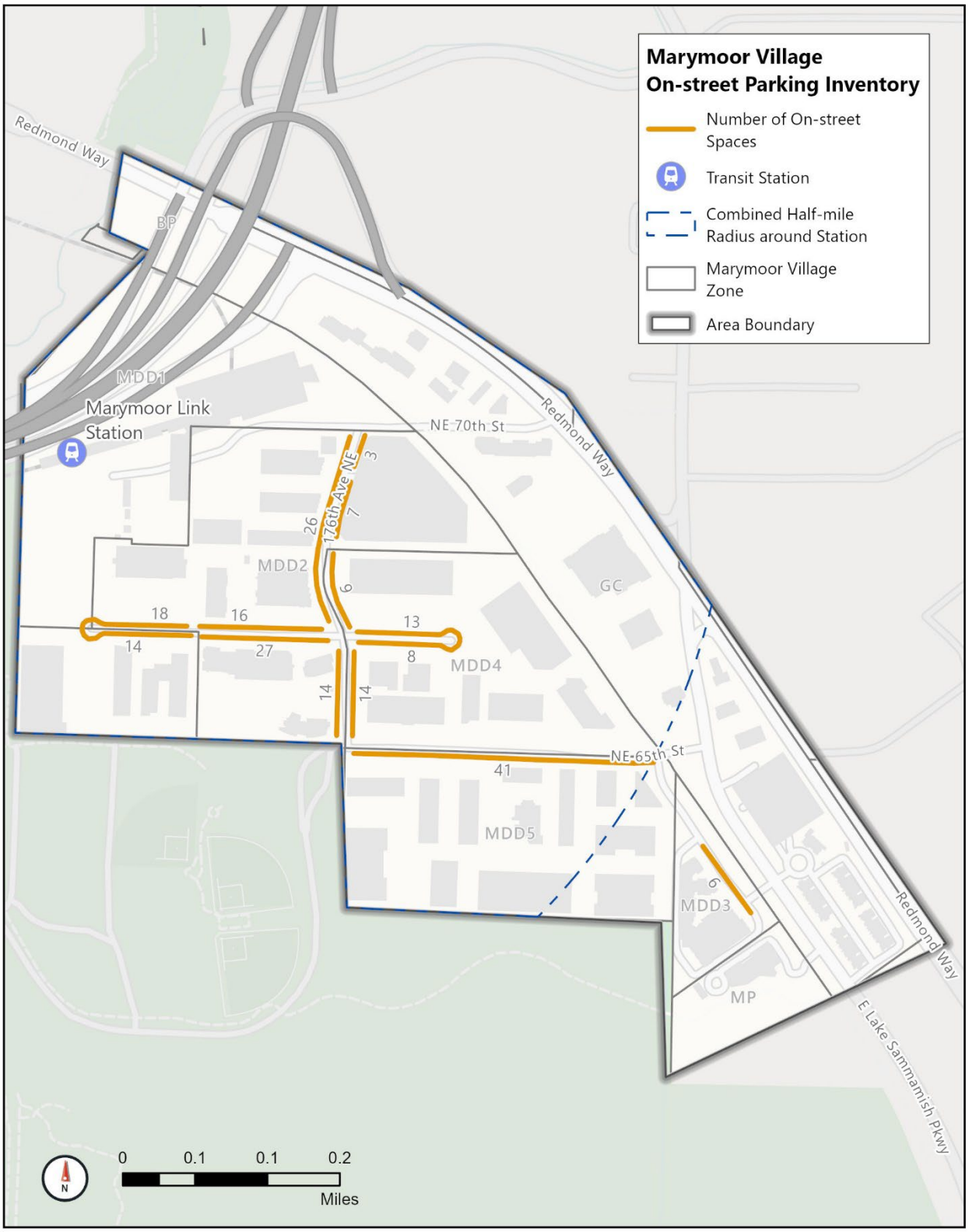
Figure 29 shows the distribution of the 180 on-street spaces in the area on commercial streets.

Figure 28: Total Parking Inventory — Marymoor Village



Note: Sound Transit Garage near SR 520 is marked as "Under Construction"; when this survey was conducted in late 2024, the 1,403 spaces at that location were not yet open to the public. Similarly, 76 spaces at Redmond Community Center were inaccessible for this survey.

Figure 29: On-street Parking Inventory — Marymoor Village



5.2.2 On-street Occupancy

Figure 30 shows the average occupancy across all on-street spaces during the survey period from 9 AM to 8 PM. While both Downtown and Overlake Village had more than 50% occupancy, here the levels are much lower — nearly half in the morning, peaking at 50% at 11 AM, and then reaching low occupancy after 3 PM, hovering around 15% for the remainder of the period.

Figure 30: On-street Parking Spaces Occupancy – Marymoor Village

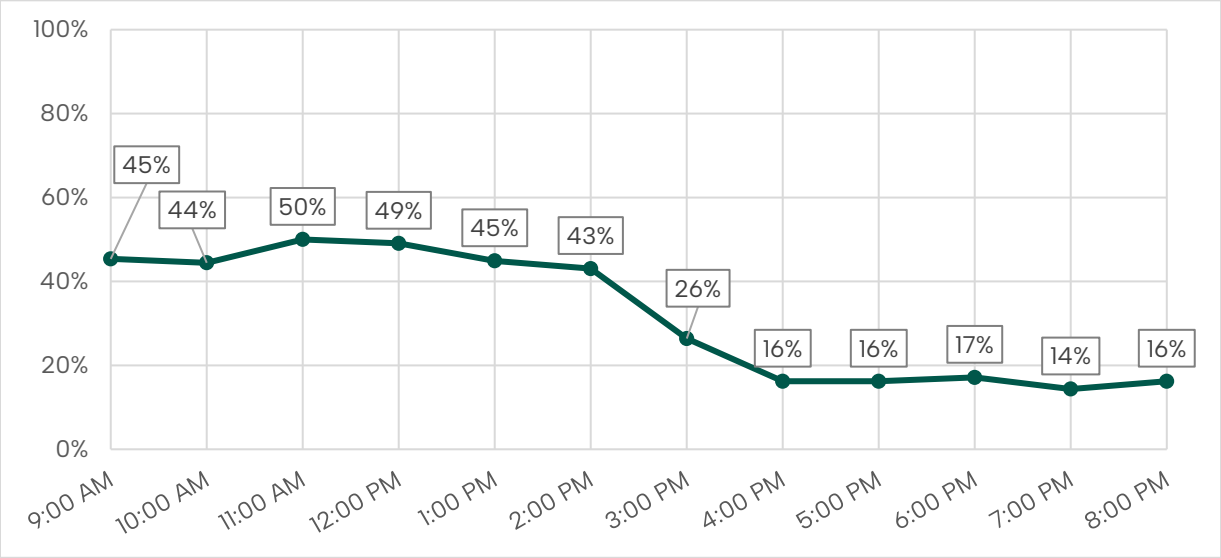


Figure 31 shows the spatial distribution of occupancy at peak parking hour, 11 AM. The collection of spaces closer to the upcoming 2 Line station is noticeably emptier and worth keeping in mind while planning for timed parking restrictions.

Street segments observed at 11:00 AM to be above 85% occupancy were:

- Both sides of NE 67th Court
- Both sides of 176th Avenue NE
- Westside of 180th Place NE

5.2.3 Turnover Rate

While Overlake Village had unrestricted parking but a high turnover rate (Section 4.3.3), it can be seen in Figure 32 that, in Marymoor Village, the turnover range is smaller (1–10 cars per spot per day) and more spatially varied. Thus, there is generally less efficient usage of on-street spaces in this area and vehicles may be parked for longer durations.

Figure 31: On-street Peak Parking Hour Occupancy — Marymoor Village

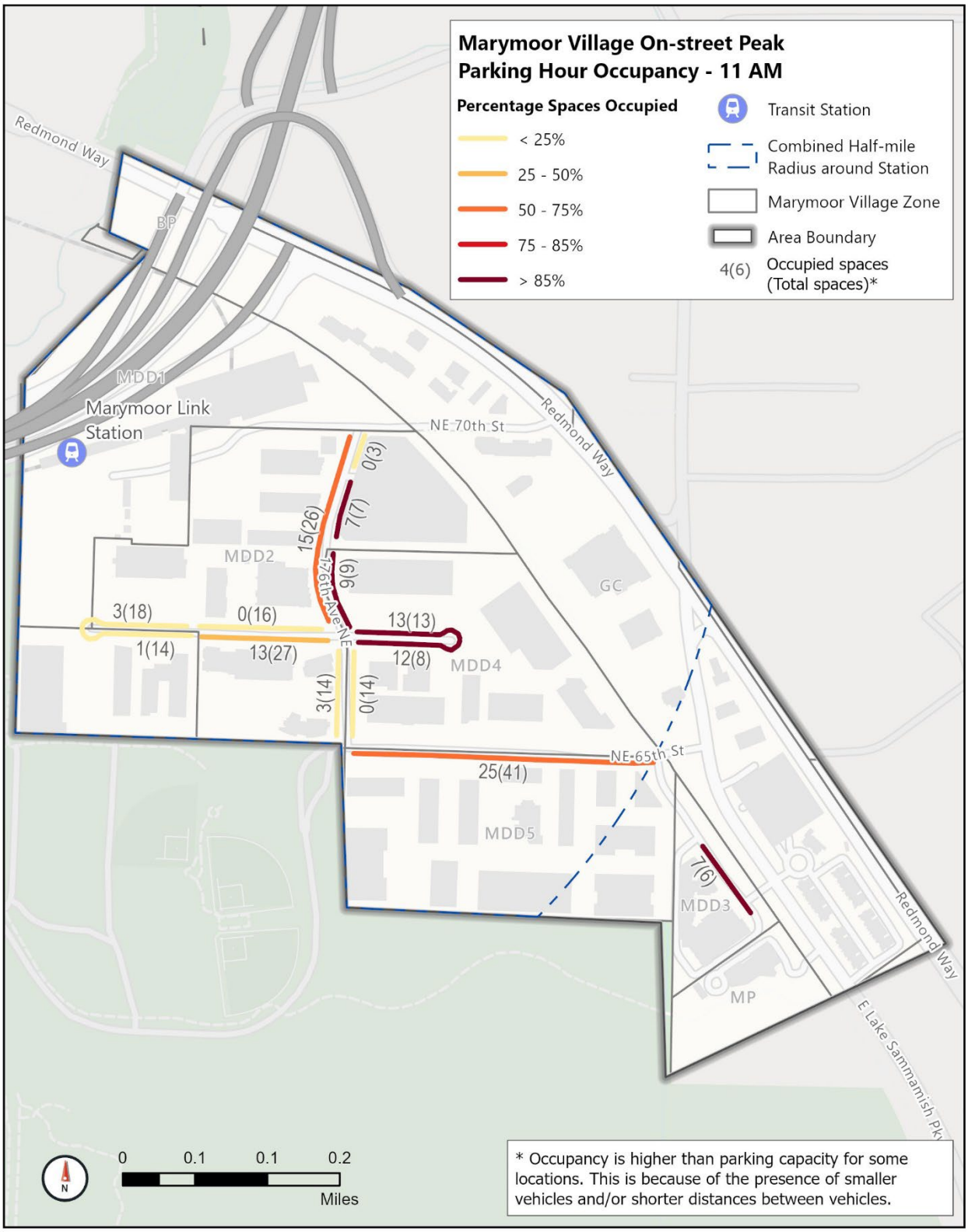
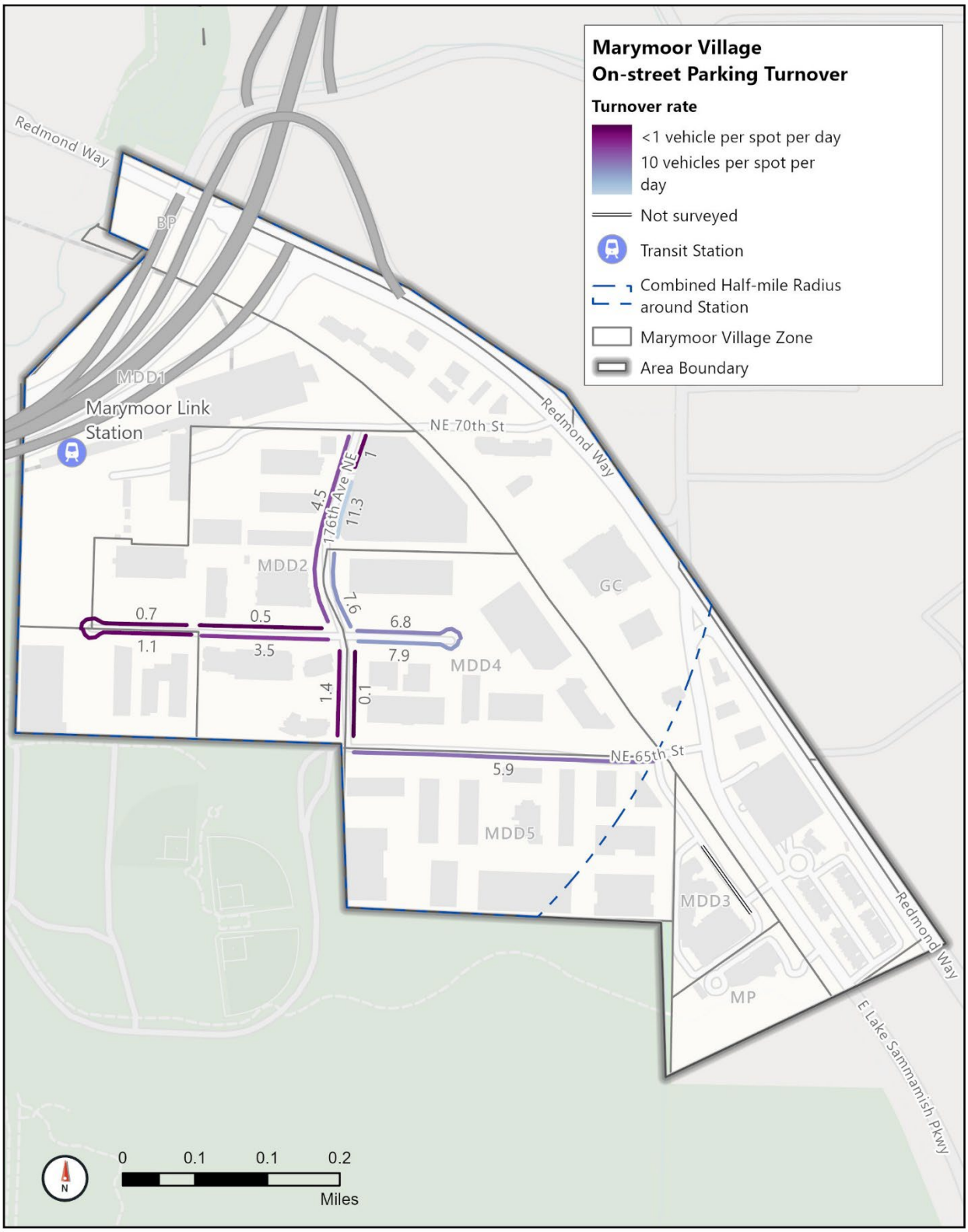


Figure 32: On-street Parking Turnover — Marymoor Village

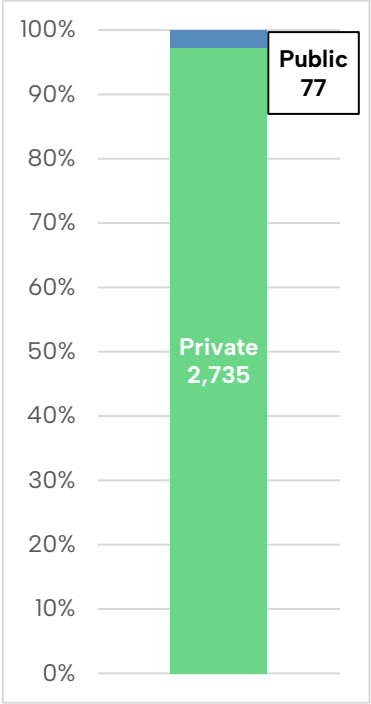


5.3 Marymoor Village Off-Street Parking

5.3.1 Off-street Inventory

Similar to Downtown and Overlake Village, most parking availability in Marymoor Village is in off-street facilities — 2,812 spaces, compared to 180 on-street ones. Put another way, for every on-street space there are about 15 off-street spaces. Similarly, the ownership of most of these spaces is private, with only 77 or less than 3% of the spaces being provided by public agencies (Figure 33).

Figure 33: Off-street Parking Inventory by Ownership – Marymoor Village



As noted earlier, these totals do not include two public facilities — Sound Transit Garage (1,403 spaces) and Redmond Community Center (76 spaces) — on account of being under construction and inaccessible during the survey, respectively.

5.3.2 Off-street Occupancy

Occupancy at off-street facilities is similar to that at on-street spaces in that the levels are low and go down further as the day progresses. They peak at 50% at 11 AM and go down to 28% at 7 PM. Figure 34 shows that, while private parking follows the overall trend, public parking shows a dramatic increase to 83% occupancy at 7 PM. This could possibly be because the 77 public spaces are in the East Lake Sammamish Trail parking lot, which is likely used for recreational purposes. On the other hand, the north end of this lot is also next to a multi-family housing complex, whose residents may be using this public lot to meet residential parking needs. Figure 35 shows the locations of the facilities. A closer look at the bigger locations point to the diversity of usage — the five biggest lots, each having 150 or more spaces, are at uses including Whole Foods, the Evangelical Chinese Church, Windsor Apartments, and the Muslim Association.

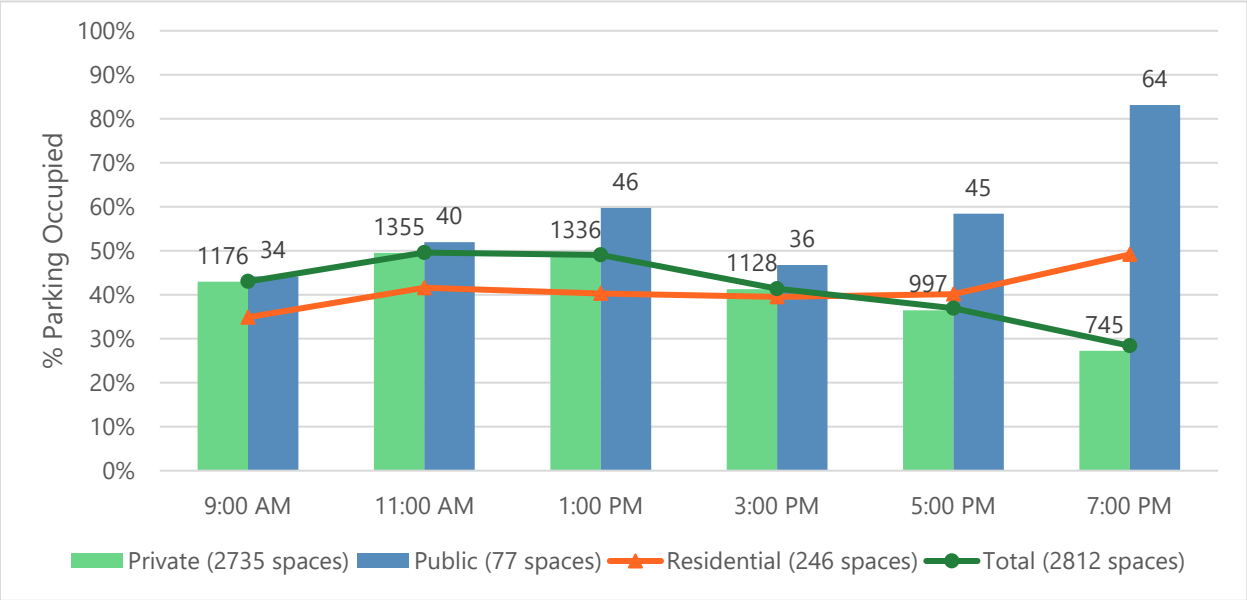
Figure 36 shows the spatial distribution of off-street occupancy at peak hour, 11 AM.

As for the previous two areas, the off-street parking facilities are categorized into Residential, Office, Retail, and Other in Table 21. Like Overlake Village, parking in Marymoor is mostly geared towards retail land use and clients, with occupancy peaking at 54% at 1 pm for this category.

Table 21: Inventory at Peak Hour Occupancy by Land Use — Marymoor Village

Land Use	Inventory	Peak Occupancy
Residential	246	64% at 7 PM
Office	541	44% at 11 AM
Retail (stores, restaurants)	1202	54% at 1 PM
Other (hospital, hotel, public parking, government / public buildings)	823	48% at 1 PM

Figure 34: Off-street Parking Occupancy – Marymoor Village



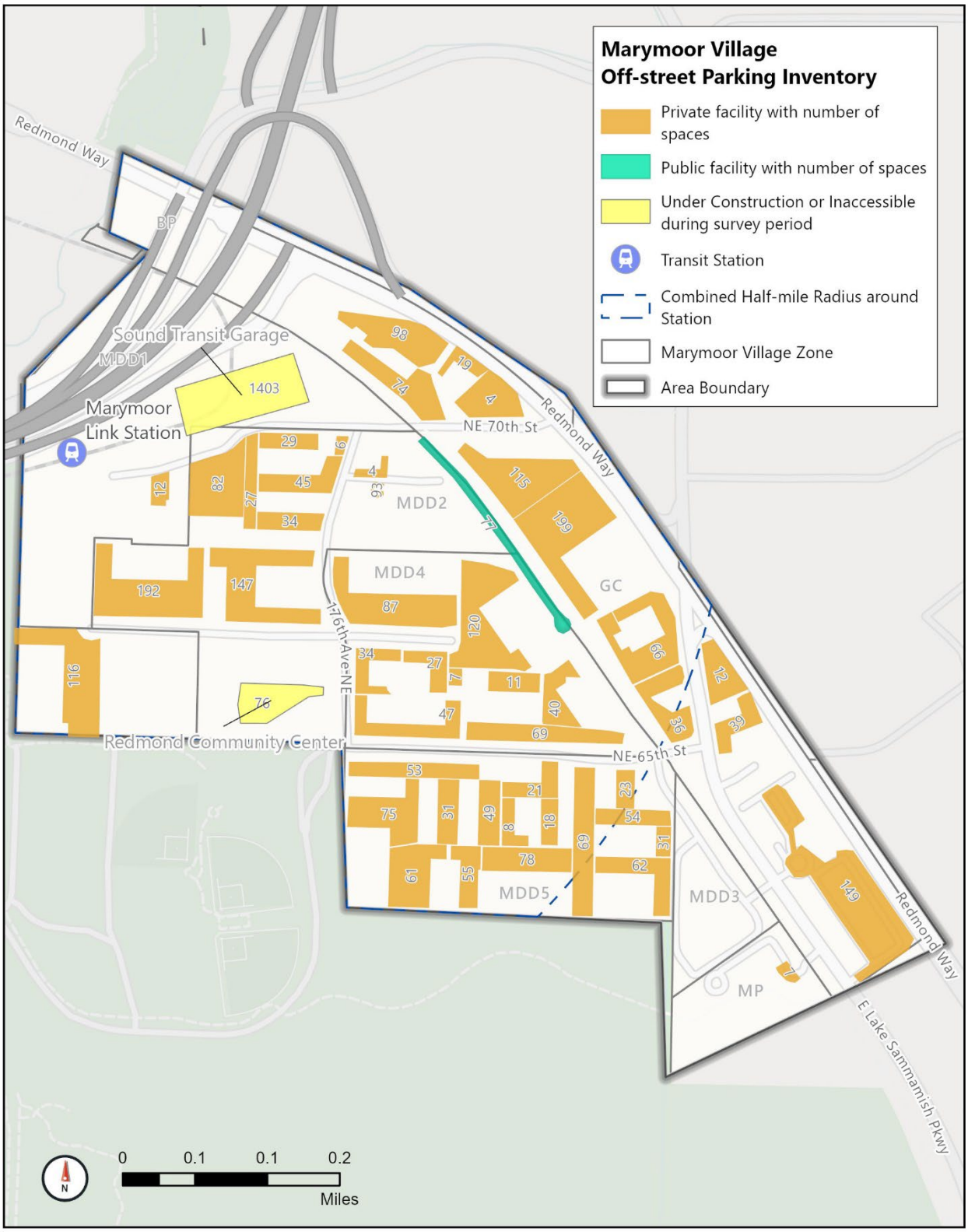
A note on residential parking: Compared to the two other larger study areas, Marymoor Village has only three residential buildings and attached parking facilities. Consequently, they make up a smaller percentage of overall parking capacity (9%). Yet, as the previous chart shows, they follow the same residential occupancy trend.

Finally, Table 22 shows the peak occupancy details of the five largest locations by parking space.

Table 22: Peak occupancy details for five largest locations

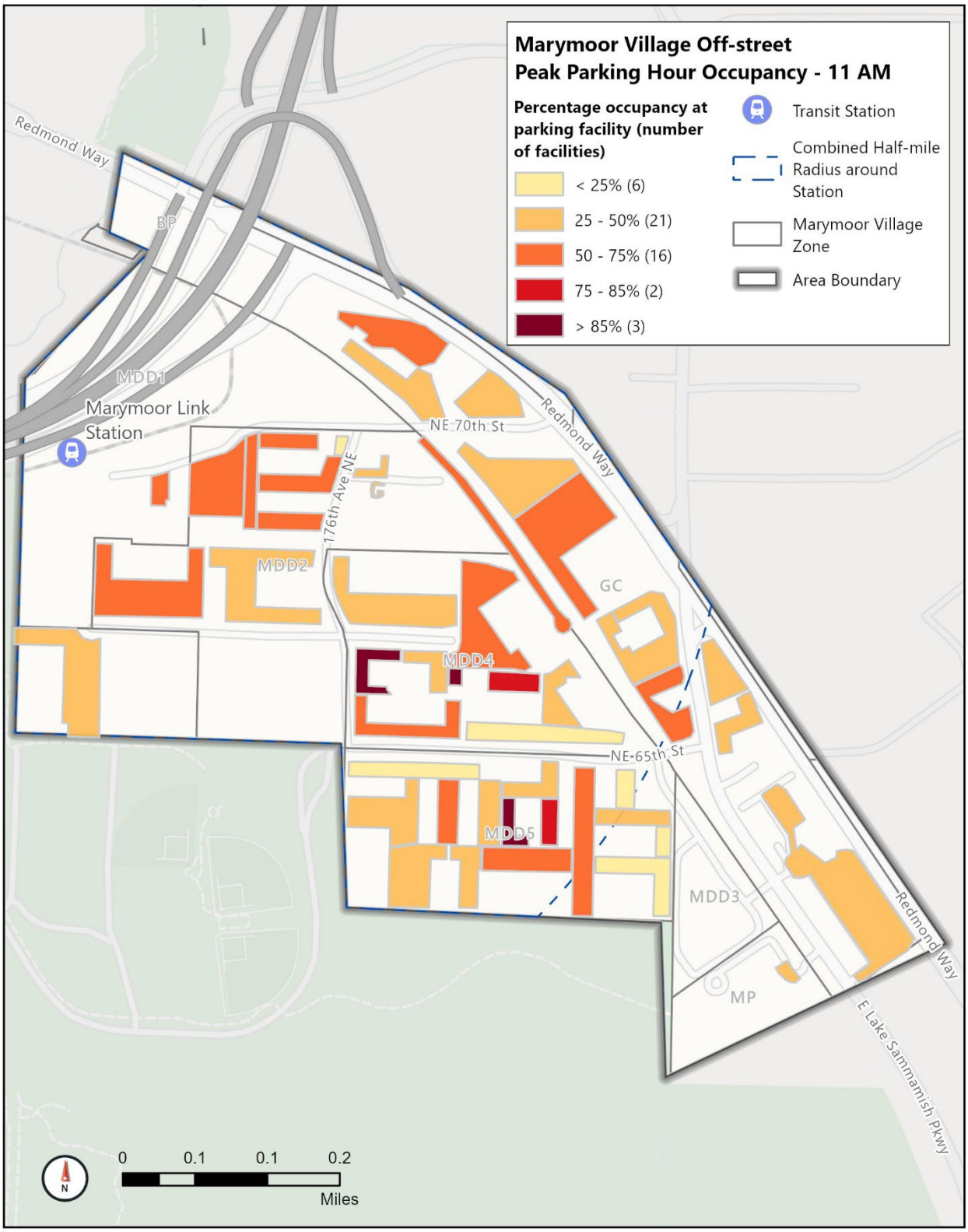
Location	Inventory	Average Peak Occupancy	Available Spaces at Peak Hour
Whole Foods	199	63% at 1 PM	74
Evangelical Chinese Church of Seattle	192	69% at 11 AM	60
Reflections by Windsor Apartments	149	54% at 7 PM	68
Muslim Association of Puget Sound	147	51% at 1 PM	72
17760 NE 67th Ct	120	51% 11 AM	59

Figure 35: Off-street Parking Inventory — Marymoor Village



Note: Two off-street public facilities, Sound Transit Garage and Redmond Community Center, were under construction or inaccessible during this survey.

Figure 36: Off-street Peak Parking Hour Occupancy — Marymoor Village



5.4 Overall Marymoor Village Peak Parking Occupancy

Figure 37 shows the combined occupancy for both on- and off-street parking spaces at 11 AM.

Figure 37: Overall Peak Parking Hour Occupancy — Marymoor Village

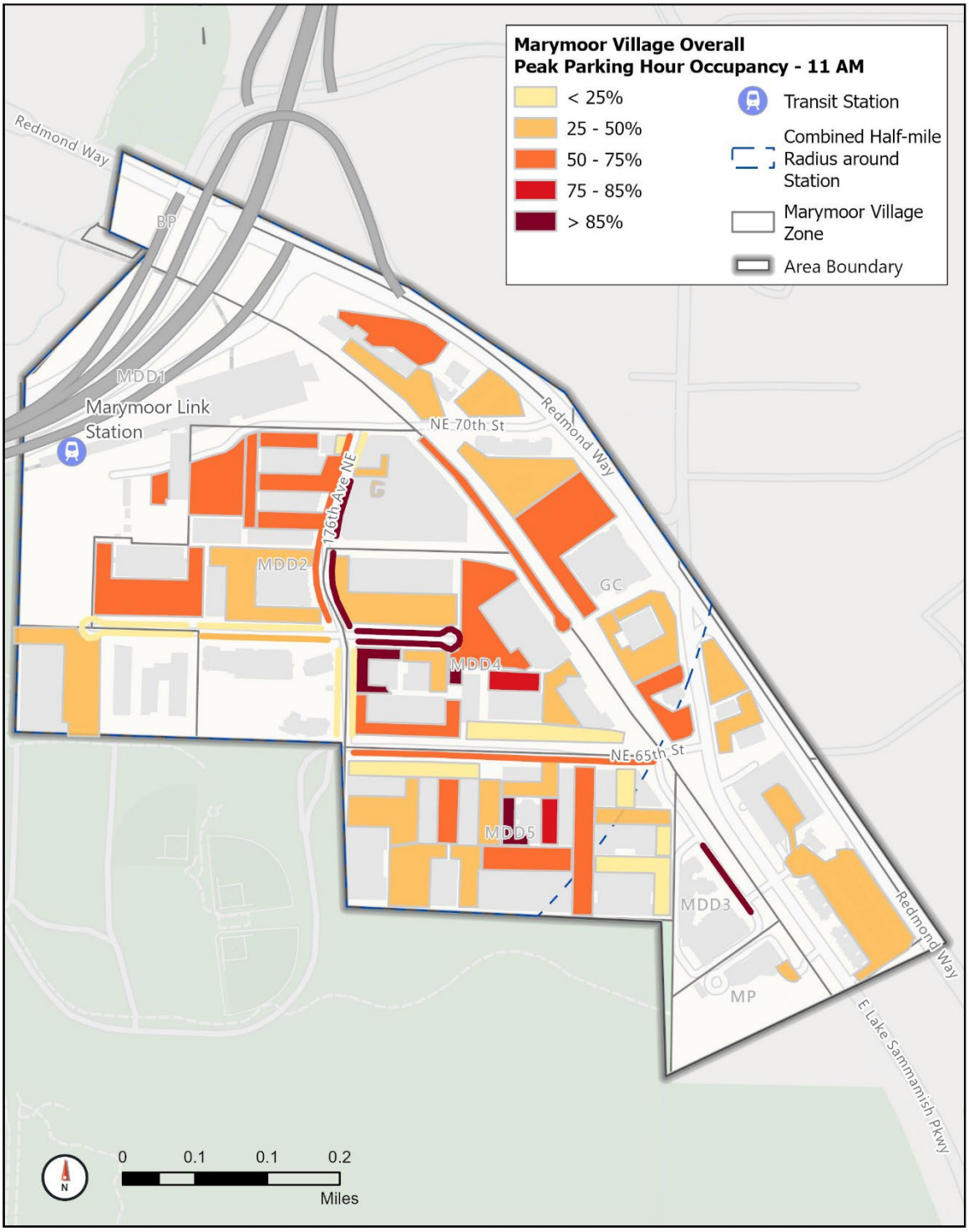


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Table 23: Summary of Parking Occupancy — Marymoor Village

	On-street			Off-street		
Type	**Total Spaces**	**Peak Parking Occupancy**	**Available Parking at Peak Hour**	**Total Spaces**	**Peak Parking Occupancy**	**Available Parking at Peak Hour**
Public	216	50%	108	77	83%	13
Private	NA	NA	NA	2735	50%	1368

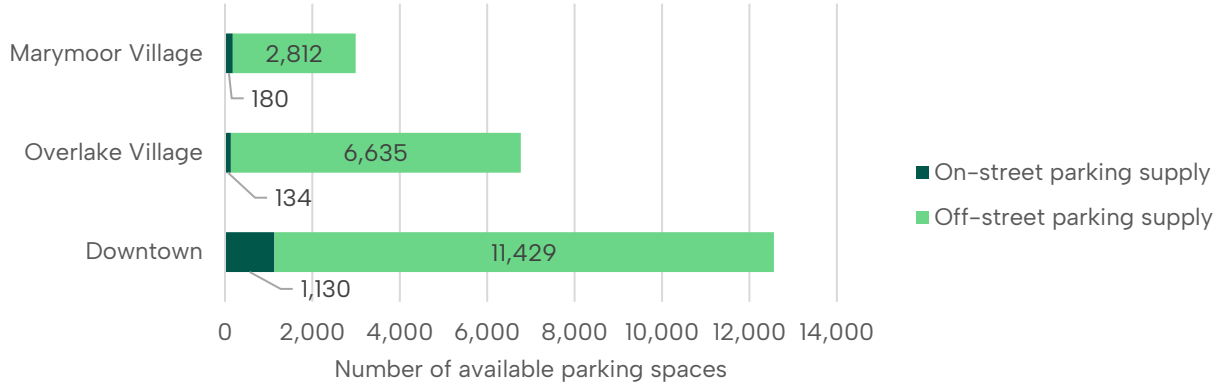
6. Parking Summary for All Three Urban Centers

Table 24: Summary of Parking Stats in Redmond's Three Urban Centers

Type	Downtown	Overlake Village	Marymoor Village	Urban Centers Combined
Total parking spaces surveyed	12,559	6,769	3,028	22,356
Combined Peak Occupancy Average	53%	38%	49%	48%
On-street parking				
Inventory	**1,130**	**134**	**180**	1,444
ADA	*9*	*0*	*0*	*9*
Electric Vehicle	*0*	*0*	*0*	*0*
Loading Zones	*55*	*3*	*0*	*58*
Time Limited	*625*	*0*	*0*	*625*
Peak Occupancy	**70%**	**83%**	**50%**	—
Time of Peak Occupancy	*12:00 PM*	*7:00 PM*	*11:00 AM*	—
Turnover Rate	*<1 – 20 per space*	*4 – 15 per space*	*<1 – 10 per space*	—
Turnover Rate, Average	*7.4*	*10*	*3.9*	
Off-street parking				
Inventory	**11,429**	**6,635**	**2,812**	**20,876**
Public	*885*	*579*	*77*	*1,541*
Private	*10,544*	*6,056*	*2,735*	*13,279*
Peak Occupancy	**46%**	**35%**	**50%**	—
Time of Peak Occupancy	*11 AM – 1 PM*	*11 AM – 1 PM*	*11 AM – 1 PM*	—

Note: 1. This table does not include on-street and off-street spaces that were not surveyed, either due to lack of access or because they were under construction (e.g.: Sound Transit garage with 1,403 spaces in Marymoor.
2. This study does not include parking facilities owned/managed by Microsoft.

Figure 38: Number of Parking Spaces in the Three Study Areas



For all three urban areas, Table 25 shows a summary of peak parking occupancy by land-use; Table 26 shows a summary of parking inventory, peak occupancy, and available spaces in residential buildings; Table 27 shows a summary of inventory and peak occupancy of EV spaces; and Table 28 shows a summary of public parking inventory and peak occupancy.

Table 25 Summary of Parking Occupancy by Land-use

Land use type	Downtown	Overlake	Marymoor Village
Residential	45%	53%	64%
Office	51%	40%	44%
Retail (stores, restaurants)	48%	35%	54%
Other (hospital, hotel, public parking, public buildings)	53%	32%	48%

Table 26: Summary of Residential Off-street Parking Occupancy

Area	Number of Buildings Inventoried	Inventory	Peak Occupancy	Remaining Capacity
Downtown	19	1,861	45%	1,024
Overlake	15	1,590	53%	747
Marymoor Village	3	246	49%	125

Table 27: Summary of EV parking and Occupancy

Area	Public inventory	Private inventory	Public peak hour occupied spaces	Private peak hour occupancy
Downtown	16	38	16 at 9 AM and 11 AM	30 at 9 AM and 11 AM
Overlake Village	12	NA	10 at 1 PM	NA
Marymoor Village	NA	8	NA	2 from 11 AM – 7 PM

Table 28: Summary of Public Parking Inventory and Utilization

Area	Number of public facilities	Total number of spaces	Peak parking occupancy
Downtown	3	885	78%
Overlake Village	2	579	68%
Marymoor Village	2	77*	83%

* Does not include 1,403 spaces in the Sound Transit garage (under construction during survey) and 76 spaces in the Redmond Community Center (inaccessible during the survey).

ADA spaces

Based on the survey, out of the three study areas only Downtown has designated on-street ADA parking spaces. There are 9 ADA spaces, making up 0.8% of the on-street parking supply in the area.

7. Big Data Insights

AZIRA Data was utilized to gain supplemental understanding of visitor patterns in the urban centers of Downtown, Marymoor, and Overlake. AZIRA, formerly known as Near, is a big data tool which utilizes cellphone data to provide metrics on the origins and destinations of people within an area. Due to the utilization of cellphone data, this analysis can include walking or biking trips as well. AZIRA provides this data as "Consumer Behavior Data," which is geo or spatial data coming from smartphone users that opt-in to share their locations on mobile apps. When a user opts in to share their location data, their phone collects data and shares it with the app publisher companies, who often have partnerships with big data companies such as AZIRA. AZIRA anonymizes this data and provides it to consultants and government agencies to help them understand travel behaviors and markets. This big-data review aims to analyze travel behavior by examining travel activity throughout the day and across different months of the year. By identifying trip origins and key destinations, as well as the primary routes taken to and from these urban centers, this big data review provided provides insights into the parking activity of residents, employees, customers, and other visitors. Additionally, AZIRA provides a brief profile on visitor demographics, based on U.S. Census Bureau Data.

7.1 Method

This analysis was aggregated and anonymized to understand trips taken from January 1st, 2024, to December 31st, 2024. Each type of analysis is aggregated in different ways, which are described in the bullet points below.

- **Visitation**: Provides observation points based on a mobile device's reported GPS coordinates. It is divided into drop-offs and pick-ups, but provides no additional information on demographics, visitation time or date, or other information about the traveler. These observations are used by AZIRA to define a "Visitor." Figures 38-40 show visitation maps for the three urban centers.

- **Day of the Week/Time of Day Visitation**: Provides percentage of mobile devices observed within each of the three urban centers aggregated by day of the week/time of day. Figures 41-43 show day of week and time of day visitation for the three urban centers.

- **Visitor Origin Points**: Provides a proxy for a visitor's "Home" location by using an algorithm to show where a visitor's device is approximately based during the evenings. This data is only provided as a point value and provides no additional identifying information. Figures 44 – 46 show visitor origin points for the urban centers.

- **Visitor Pathing**: Provides snapshot observation points 30 minutes before and after a visit to the analysis polygon. This does not track the entirety of the trip and only provides two location points. Figures 47 – 49 show visitor pathing for the three urban centers.

- **Demographics:** Visitor demographics are drawn from household-level Census demographic data of actual visitors to the location. A weighted average of demographics is calculated based on the number of visitors with a common evening location in a census block group. Figure 50 – 52 show demographics for the three urban centers.

7.1.1 Visitation

- **Downtown** – Most visitors focus on the commercial corridor along Redmond Way and NE 76th Street. Bear Creek Parkway in the southern Downtown also attracts significant visitors.
- **Overlake** – The busiest areas are near 152nd Avenue NE and NE 24th Street, along with commercial spots on 148th Avenue NE.
- **Marymoor** – Visitor activity is highest west of Redmond-Fall City Road NE, including multifamily units between Lake Sammamish Parkway NE.

Figure 39: Heat Map of Visitation – Downtown

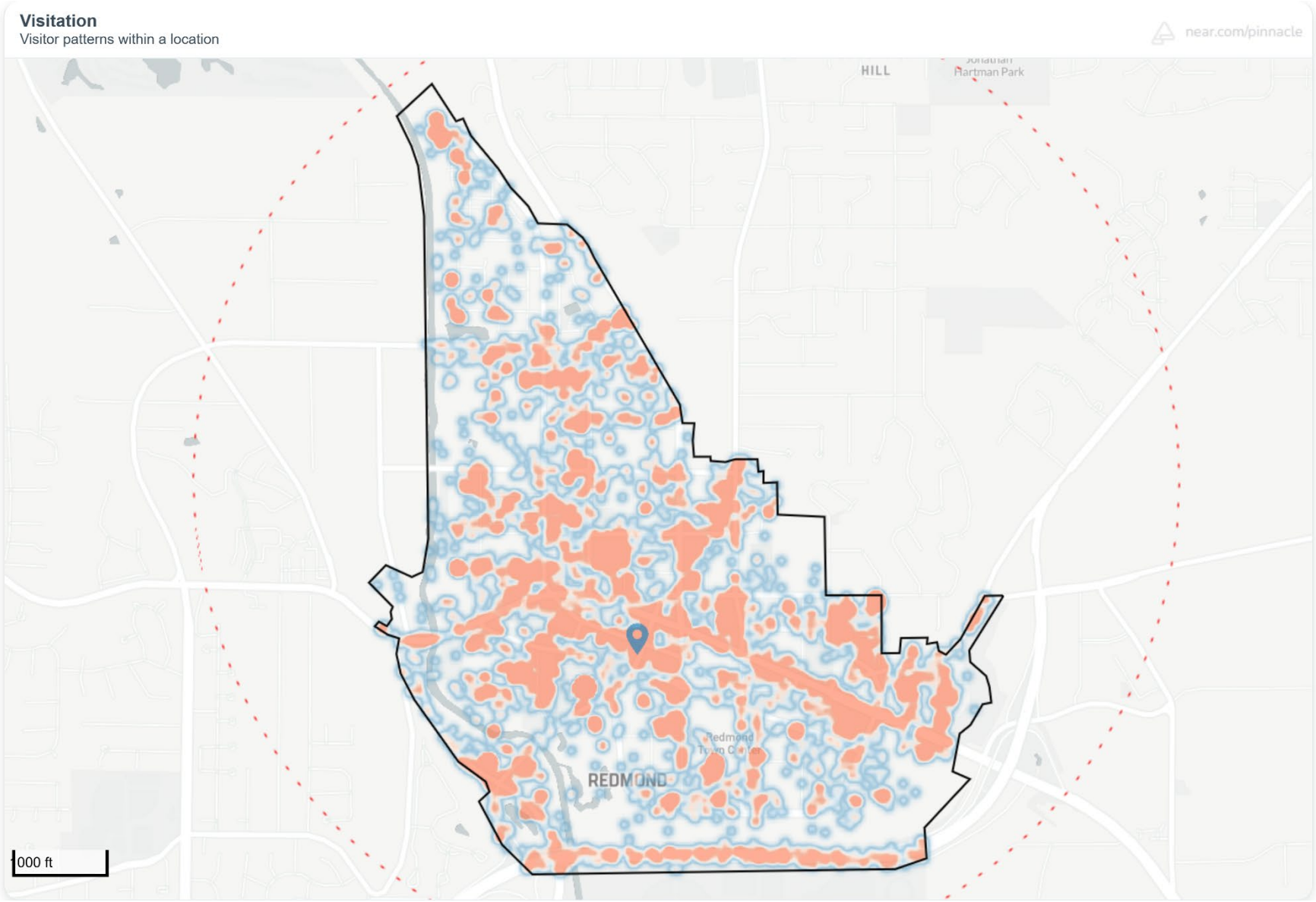


Figure 40: Heat Map of Visitation – Overlake

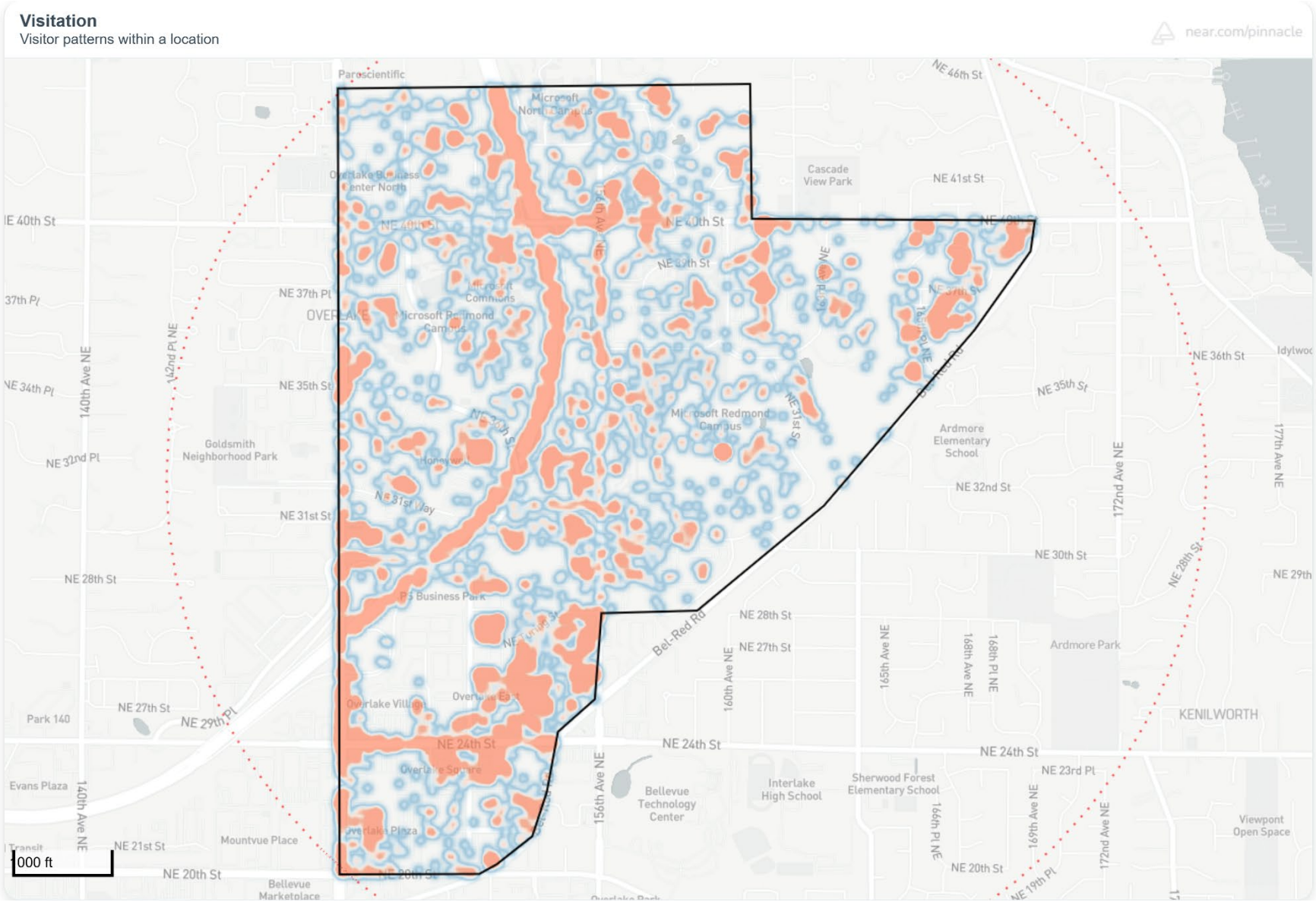
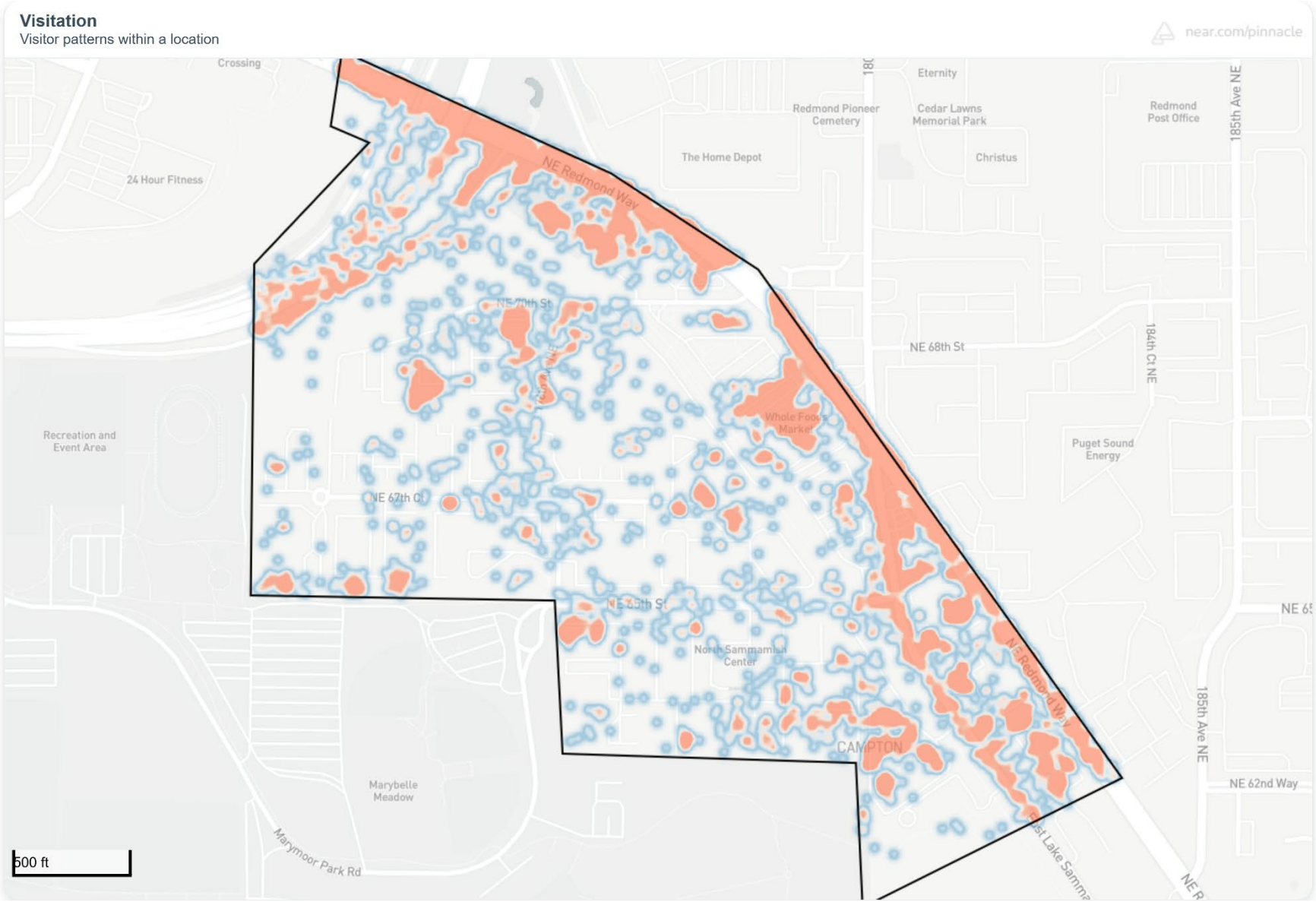


Figure 41: Heat Map of Visitation – Marymoor



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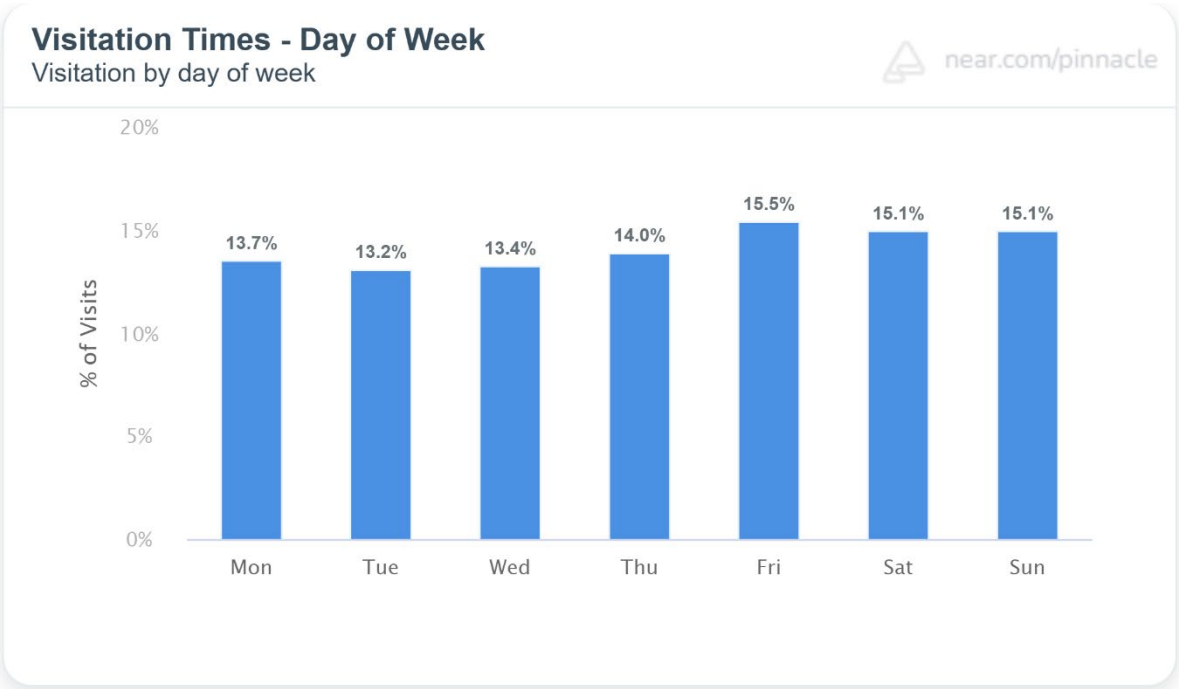
7.1.2 Day of the Week/Time of Day Visitation

- **Downtown –** Visitor arrivals are evenly distributed throughout the week, but Friday to Sunday attract more visitors for commercial activities like retail, dining, and entertainment. Peak period of visitation is 3:00 PM – 8:00 PM.
- **Overlake –** Mondays and Tuesdays see higher visitation driven by Microsoft and other offices, peaking between 10:00 AM and 1:00 PM.
- **Marymoor:** Higher visitation on Monday and Tuesday due to its commercial industrial use, with peak hours from 3:00 PM to 7:00 PM.

Figure 42: Time of Day and Day of Week – Downtown



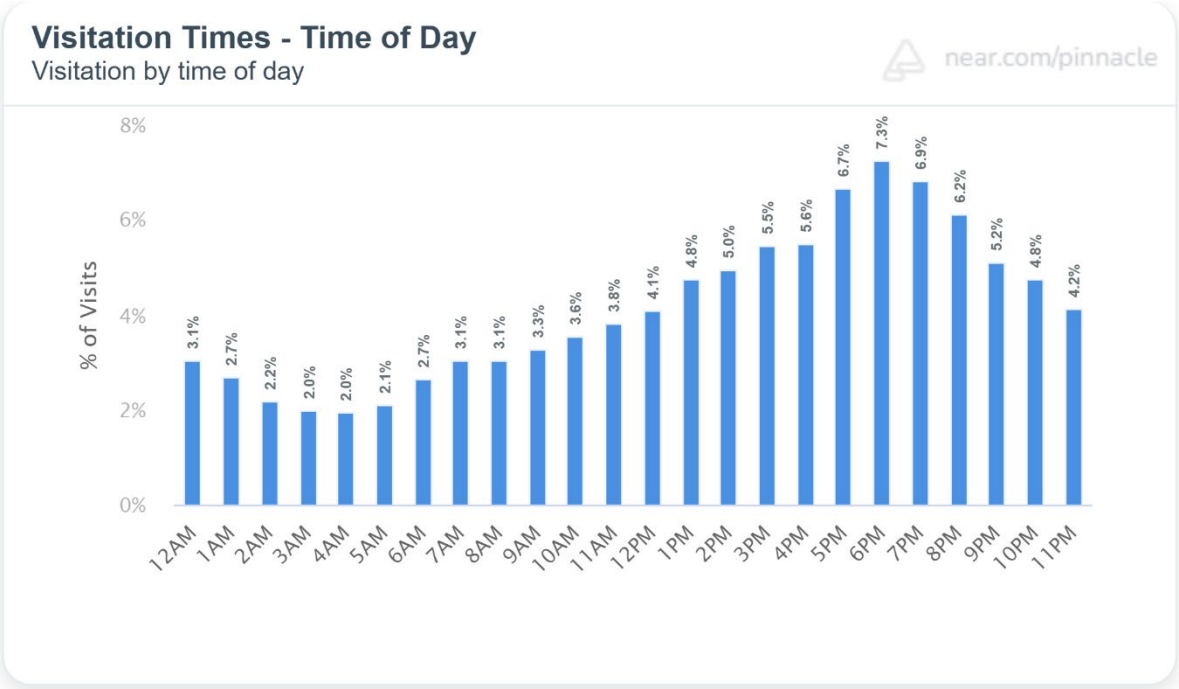
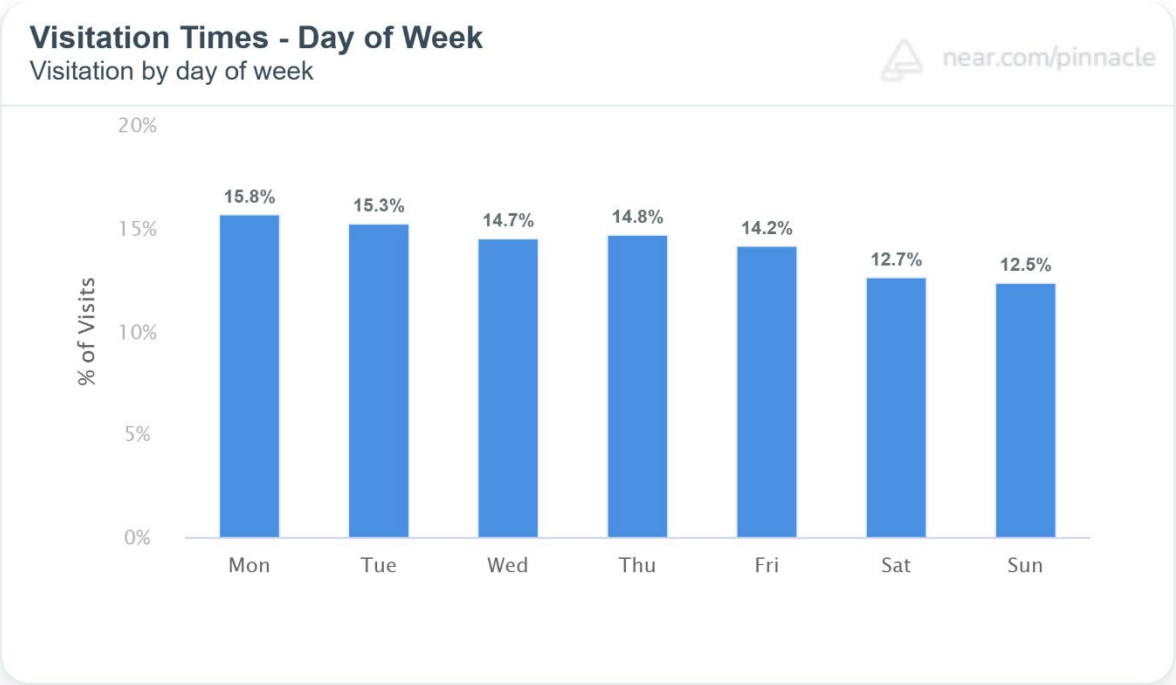


Figure 43: Time of Day and Day of Week – Overlake Village



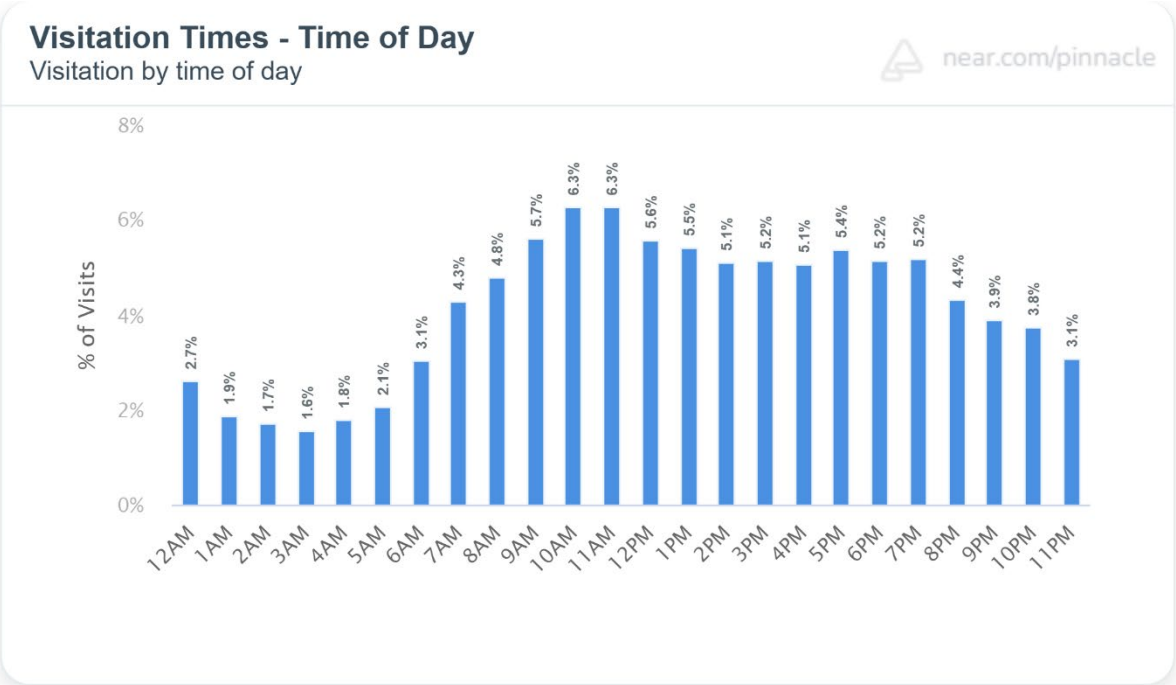
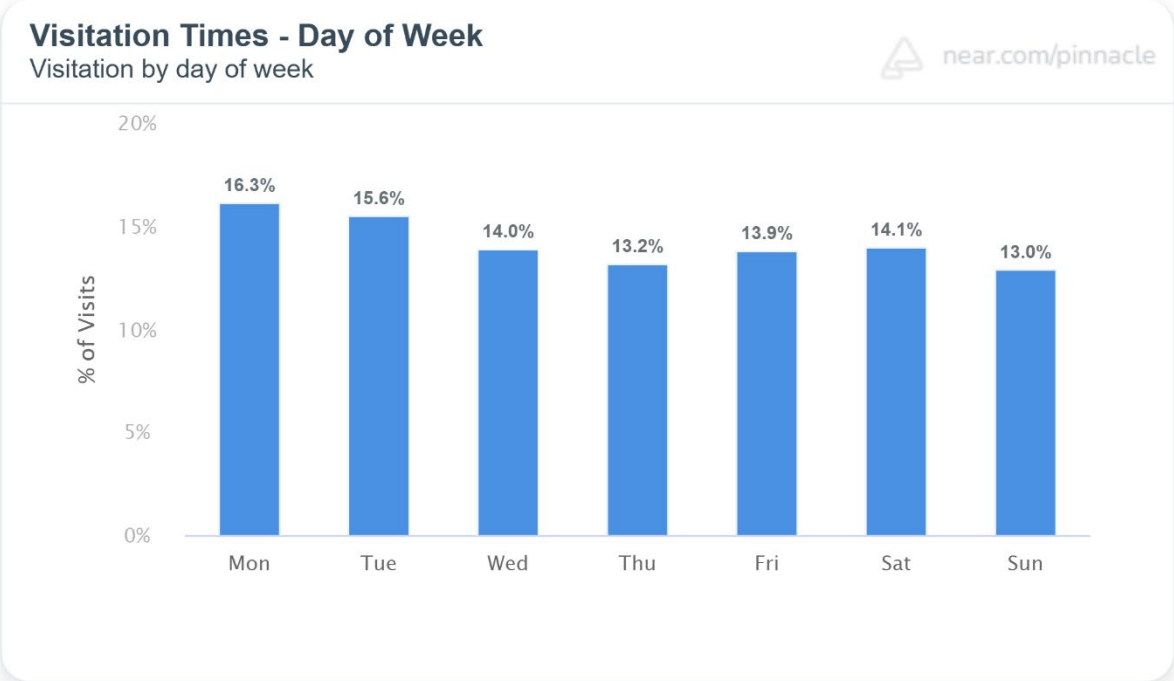
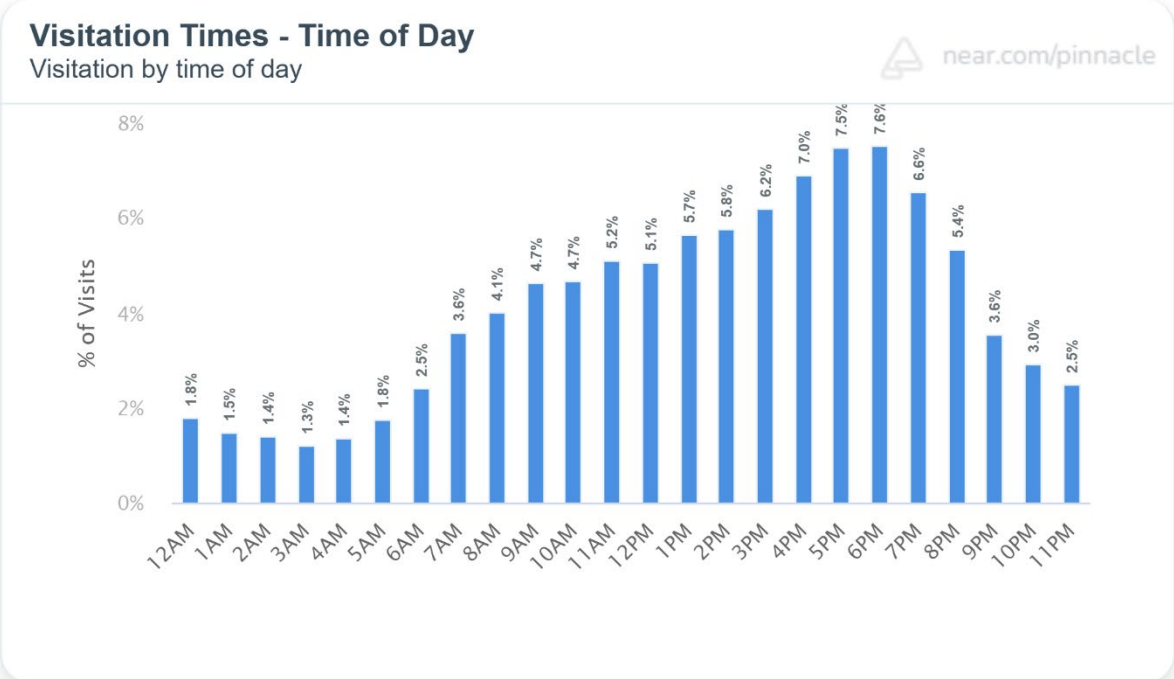


Figure 44: Time of Day and Day of Week – Marymoor Village





7.1.3 Visitor Origin Points

- **Downtown –** Primary origin areas within a 5-mile radius of downtown include residential communities situated northeast of Downtown (Education Hill) and southwest of Downtown.

Beyond the 5-mile radius, notable origin clusters encompass Bellevue, Seattle, and Sammamish.

- **Overlake –** The majority of visitor trips to the Overlake district originate within a 5-mile radius surrounding the district. Key areas include Downtown Redmond, Bellevue, and Sammamish. Outside the 5-mile radius, significant origins include Seattle and residential communities in northeast Kirkland such as Kingsgate and Oskams Corner.
- **Marymoor –** A considerable number of trips to Marymoor originate within a 5-mile radius from Downtown Redmond, the Overlake District of Redmond, and Bellevue and Sammamish communities. Beyond the 5-mile radius, primary origin clusters include Seattle, Issaquah, and Duvall.

Figure 45: Visitor Origin Points – Downtown

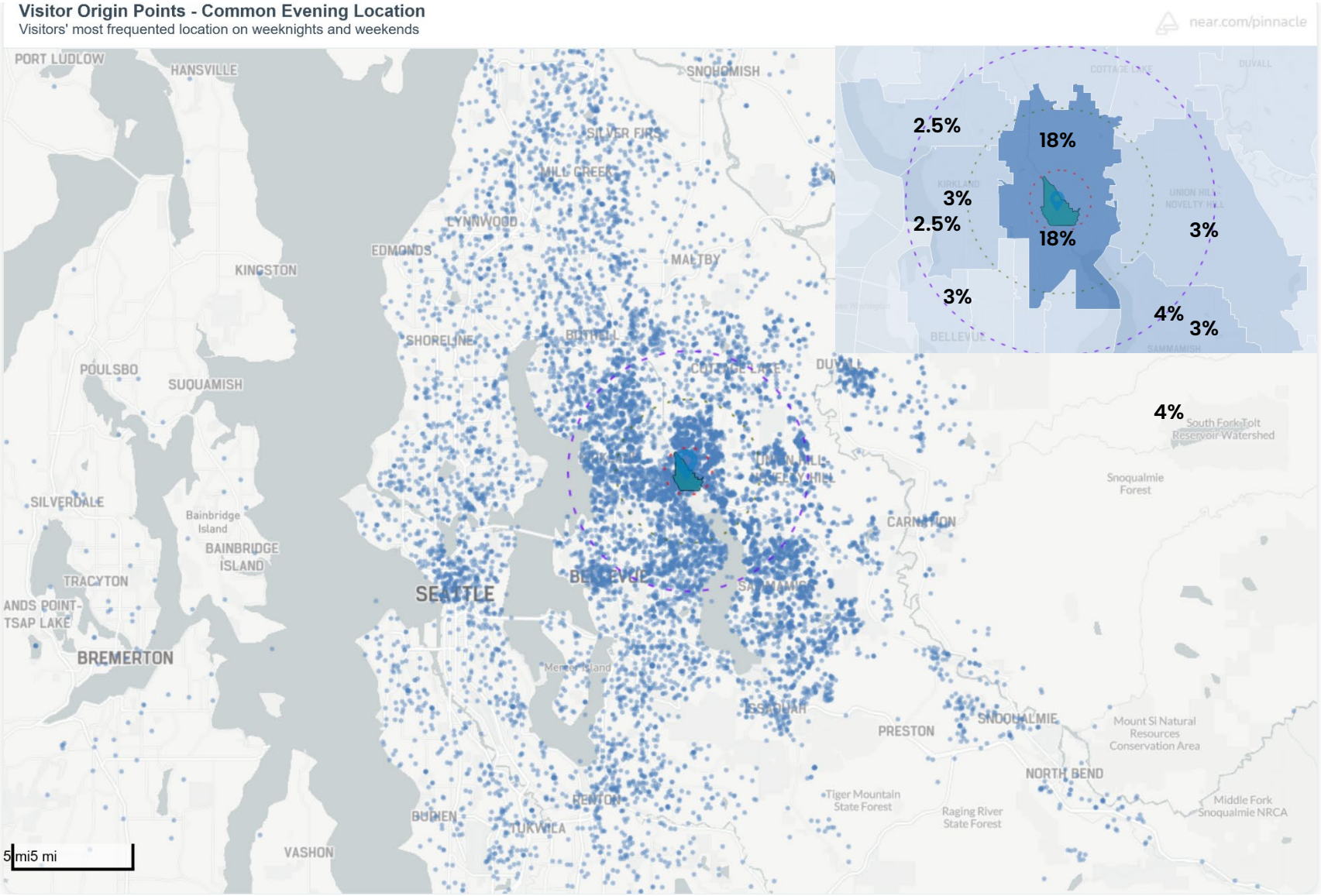


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Figure 46: Visitor Origin Points – Overlake

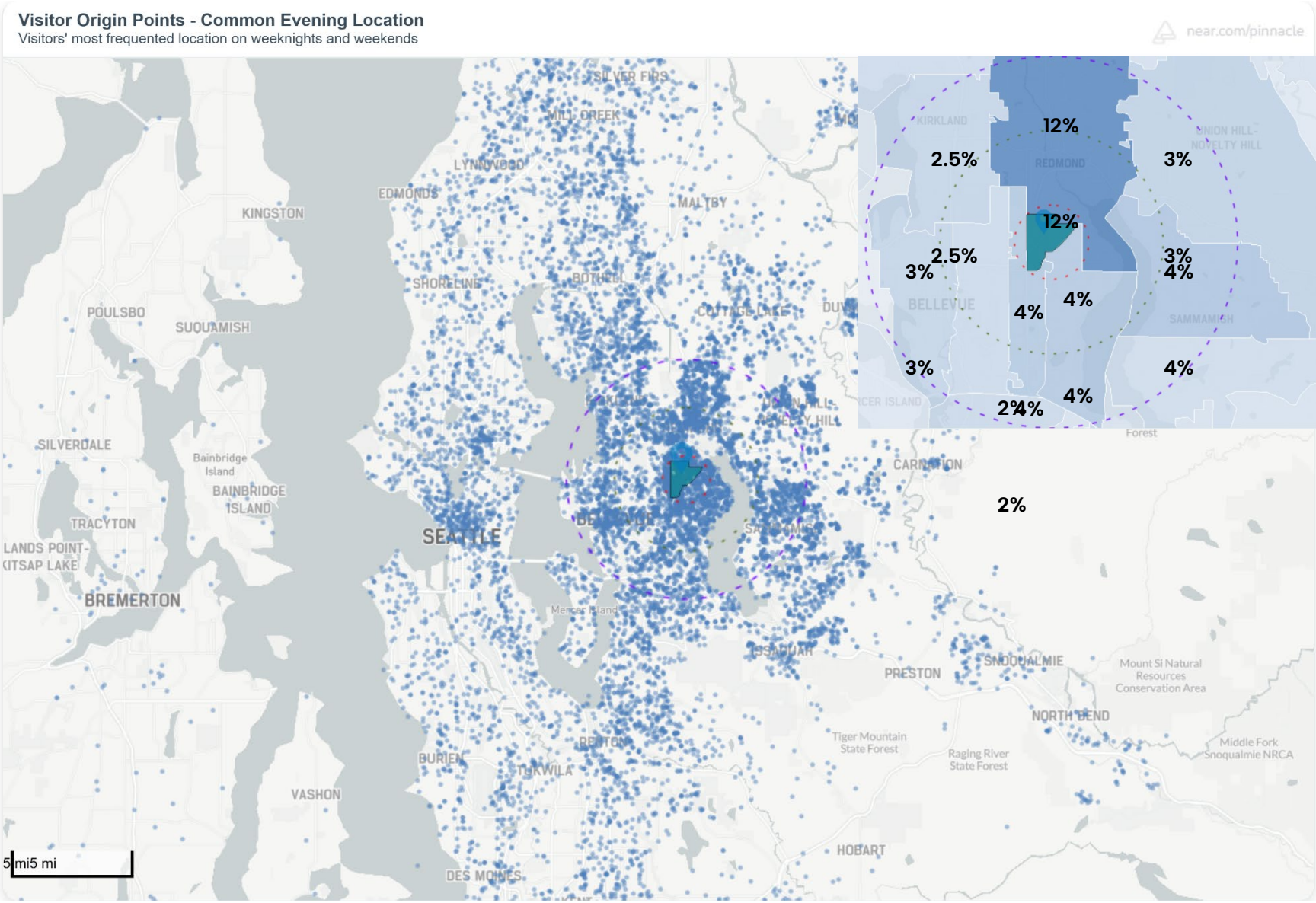

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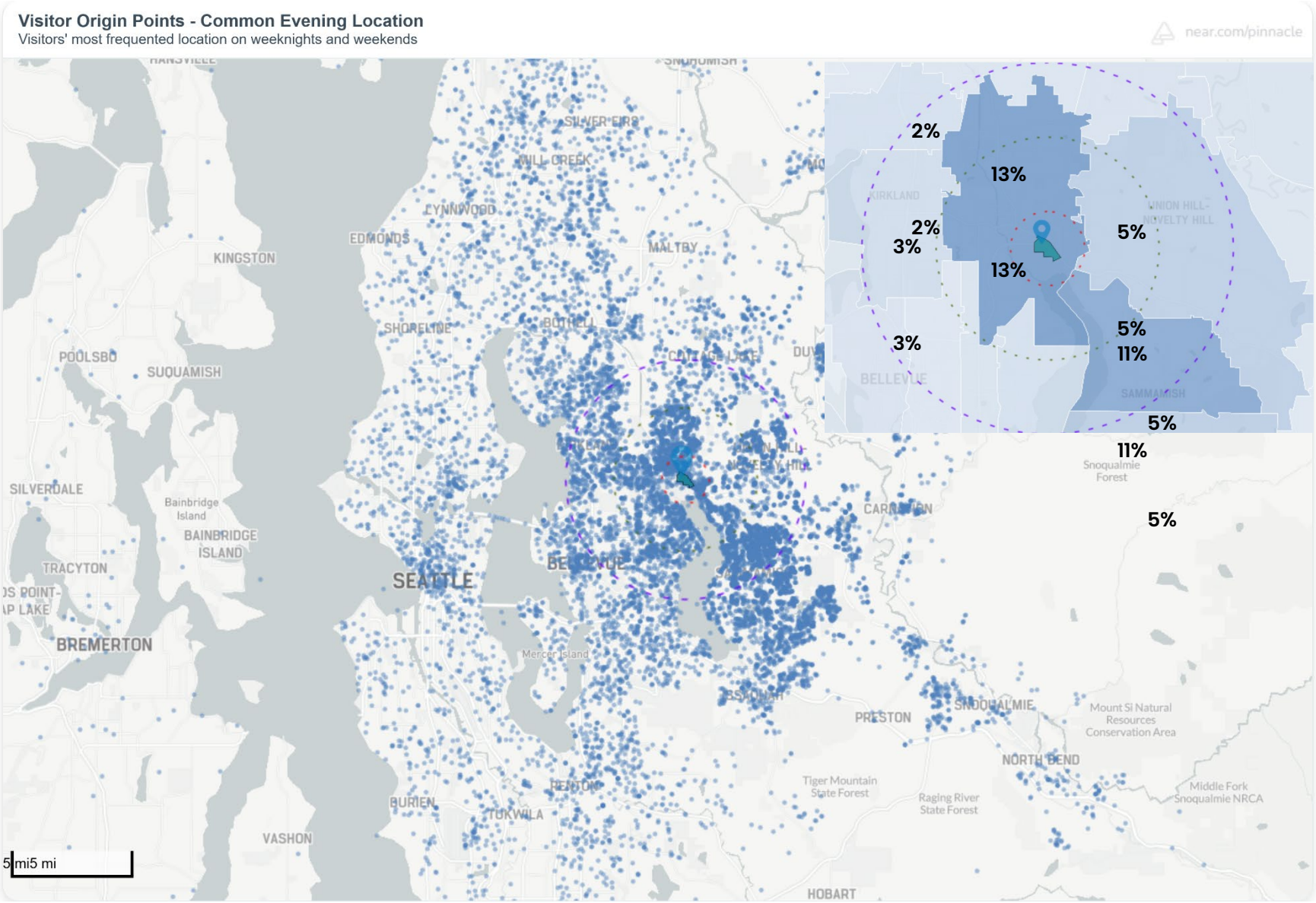
Figure 47: Visitor Origin Points – Marymoor



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7.1.4 Visitor Travel Paths

Visitor travel paths for each district primarily use regional roads such as freeways, highways, and arterials.

Figure 48: Visitor Travel Path Heat Map – Downtown

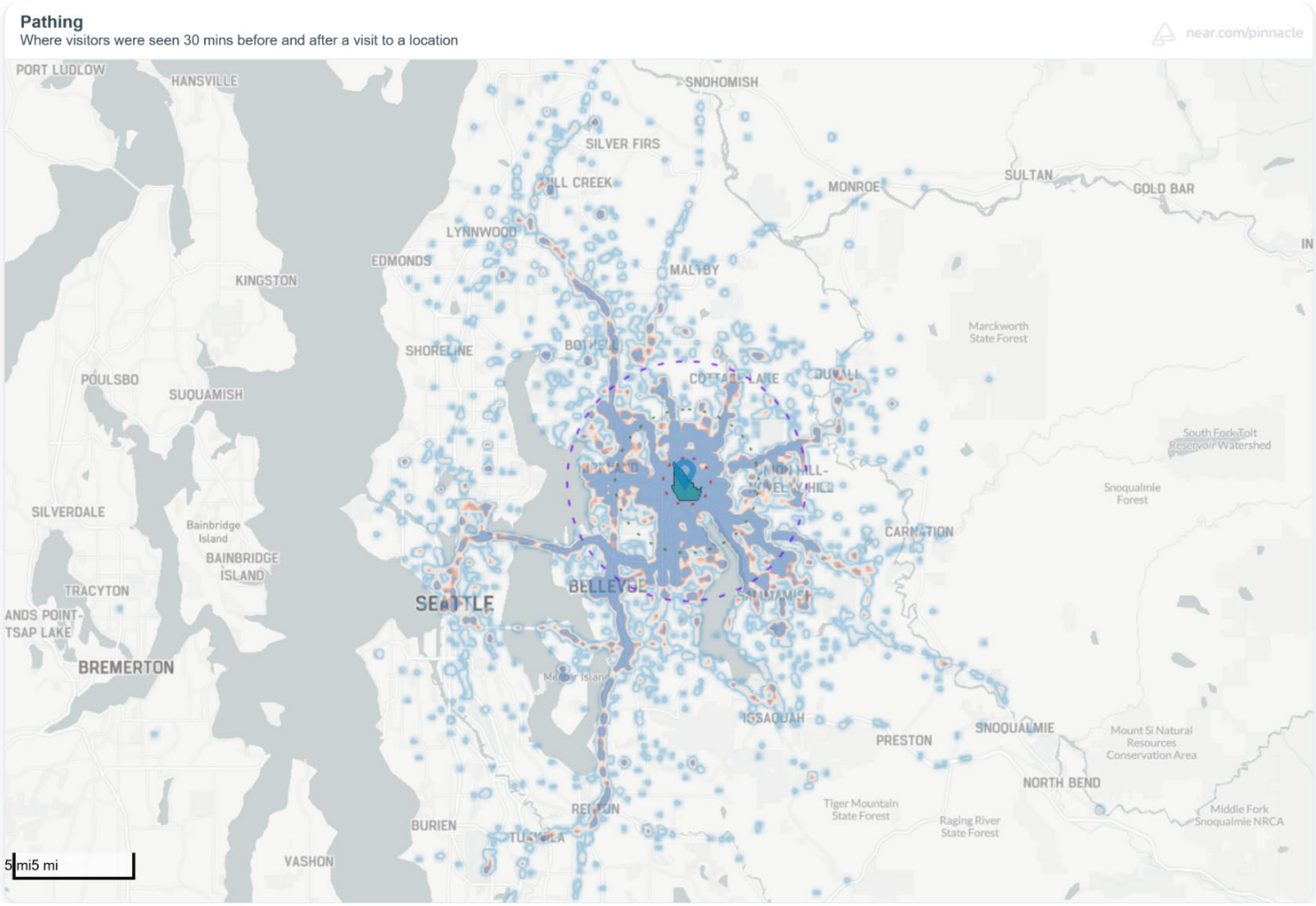


Figure 49: Visitor Travel Path Heat Map – Overlake

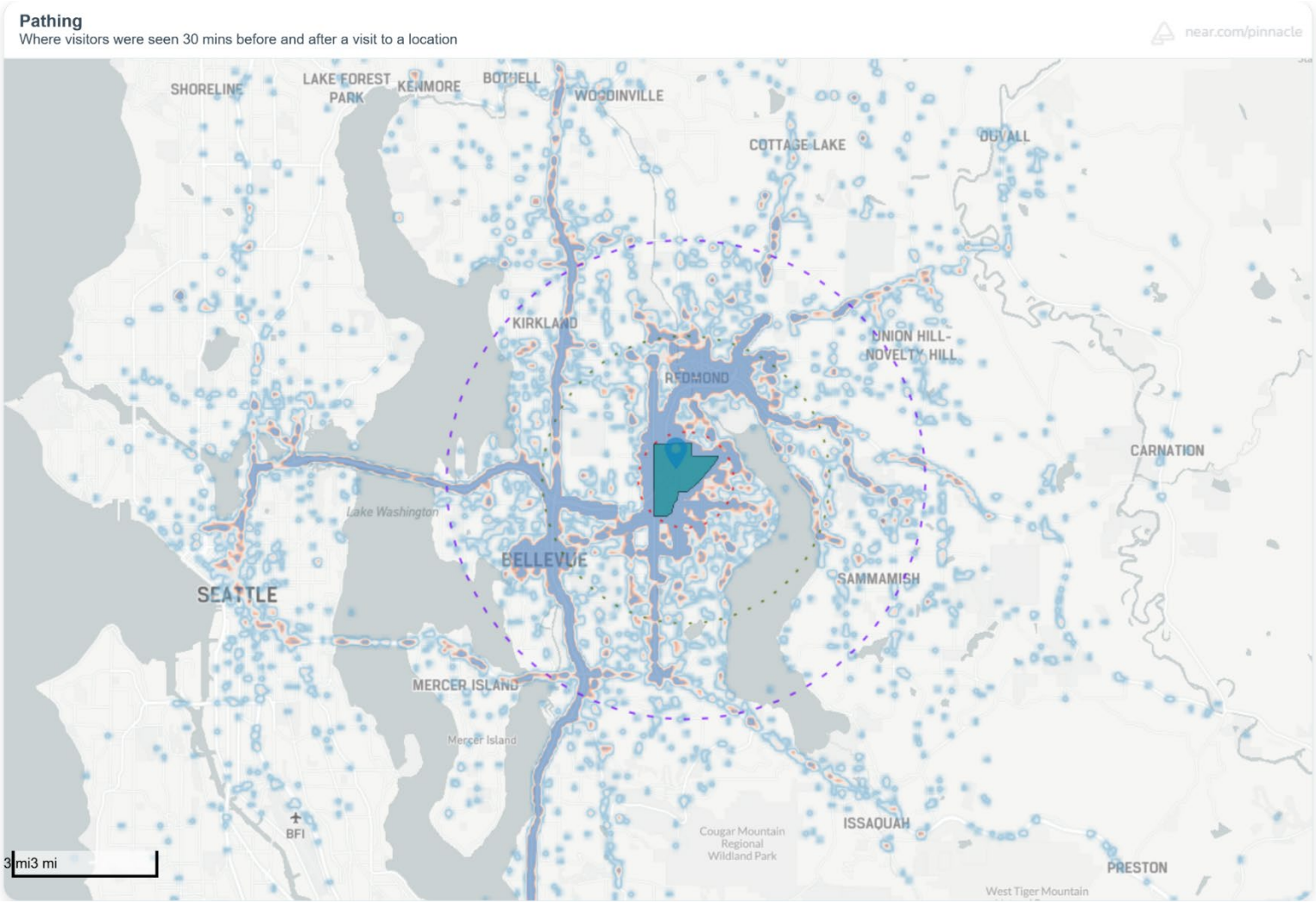
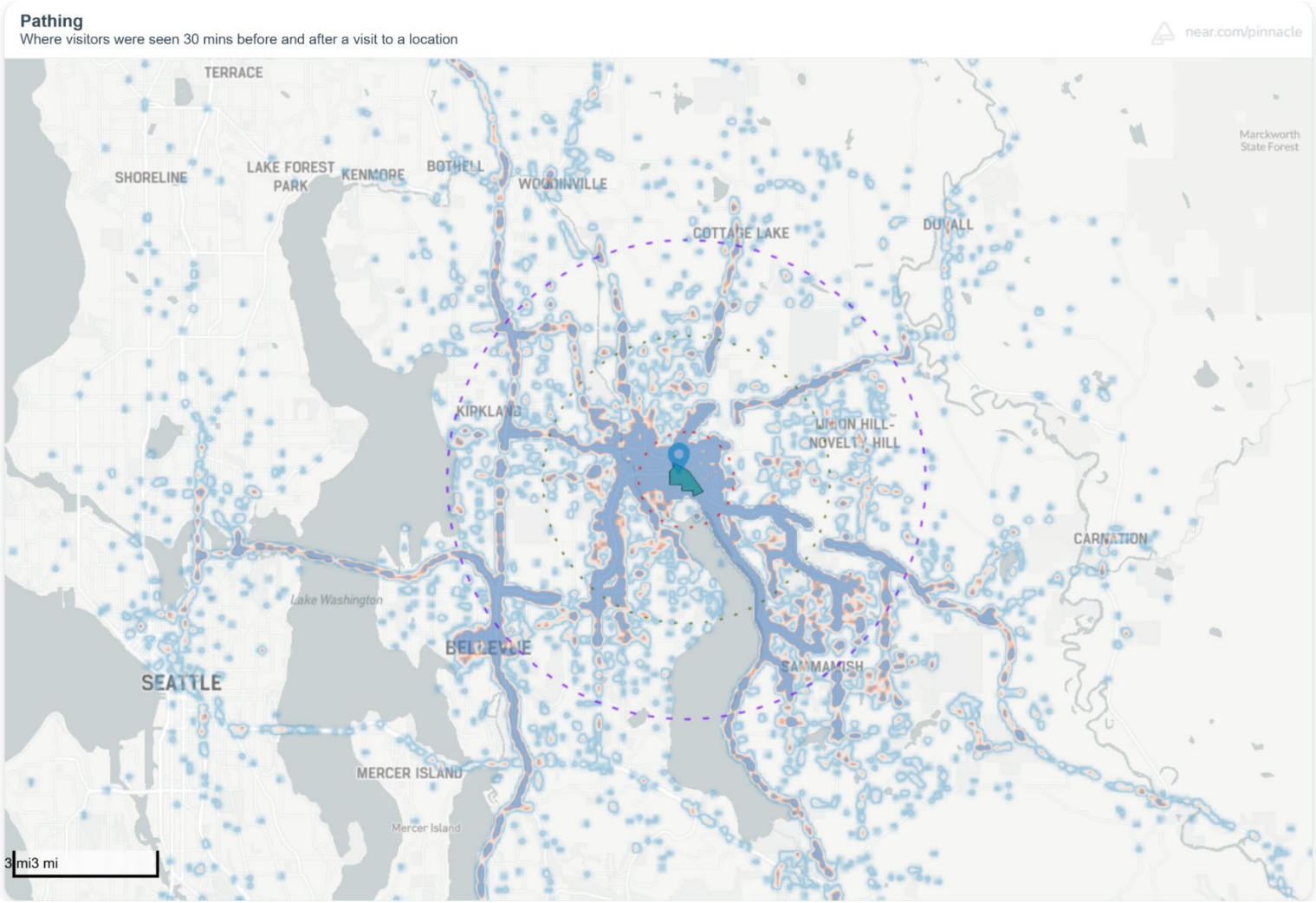


Figure 50: Visitor Travel Path Heat Map – Marymoor



7.1.5 Demographics

Key observations from the demographic data:

- Over 45% of visitors are under 34 and could be incentivized to use alternative modes or tech-enabled mobility devices for travel.
- More than 50% of visitors have household incomes above $100,000, which can be an indicator of higher car ownership compared to use of transit or other modes to travel.

Figure 51: Visitor Demographics – Downtown

Figure 52: Visitor Demographics – Overlake

Figure 53: Visitor Demographics – Marymoor