



PLANNING COMMISSION AGENDA REPORT

MEETING DATE: DECEMBER 8, 2014

ITEM NUMBER: CC-3

SUBJECT: SOBECA TRAFFIC AND PARKING STUDY

FROM: TRANSPORTATION SERVICES DIVISION/PUBLIC SERVICES DEPARTMENT

PRESENTATION BY: RAJA SETHURAMAN, TRANSPORTATION SERVICES MANAGER

DATE: DECEMBER 2, 2014

FOR FURTHER INFORMATION CONTACT: RAJA SETHURAMAN, TRANSPORTATION SERVICES MANAGER, (714) 754-5032

PROJECT DESCRIPTION:

The South Bristol Entertainment and Cultural Arts (SOBECA) area is generally located in the triangular area bounded by the SR-73 Freeway, Baker Street, and Bristol Street (Attachment 1). This area, which has successful retail projects including The LAB and The Camp, is attracting newer entertainment and mixed use developments which have resulted in a lack of adequate parking. Additional studies are required to review opportunities and constraints in addressing these challenges. The scope of work for the suggested services would require the selected consultant to include recommendations for specific solutions to address the parking needs in the SOBECA area.

RECOMMENDATION:

Authorize staff to propose to City Council, through the budget process for the upcoming fiscal year, an appropriation to fund a comprehensive traffic and parking study for the SOBECA area to develop a list of improvements that can be implemented to address traffic and parking needs of the area.

Accelerating this process will necessitate City Council's direction to authorize staff to work on and release a Request for Proposal (RFP) for consultant services for the study and appropriation of funding to award a contract.

BACKGROUND:

Chairman Fitzpatrick requested this item be agendized to initiate discussion on possible solutions to the parking issues within the South Bristol Entertainment and Cultural Arts (SOBECA) area. The increased popularity of establishments in this area, such as the Lab and the Camp, as well as their success, have created parking challenges which could ultimately become a limiting factor in this area's economic growth and expansion.

ANALYSIS:

The SOBECA area has successful retail projects including The LAB and The Camp, and is attracting newer entertainment and mixed use developments which have significantly changed the traffic and parking needs of the area. These changes have resulted in a shortage of parking requiring additional studies to review opportunities and constraints in addressing these challenges.

A comprehensive review of all solutions to increase parking supply is needed for the SOBECA area. This study should include evaluating existing and projected travel demand to determine the required capacity of the area's street system as well as a review of existing and future parking needs to maximize supply. This review should also propose modifications to the street network to maximize parking access and availability and include development of alternative parking layouts that meet City standards as well as serve the needs of nearby establishments.

It is recommended that the Planning Commission request City Council's authorization of this project through budget appropriation in the upcoming fiscal year. This study would be led by the Public Services Department in coordination with the Development Services Department. If the Planning Commission elects to accelerate this study, City Council's authorization for required staff time as well as funding would be required.

ENVIRONMENTAL DETERMINATION:

As the project is a planning study, no environmental determination is made at this time.

ALTERNATIVES:

No additional alternatives are presented.

CONCLUSION:

A comprehensive review of the SOBECA area traffic circulation and parking supply is required to address the needs and challenges of the adjacent growing entertainment and commercial area. The study will need to develop recommendations to maximize parking supply to accommodate the existing and future needs as well as a review of the street capacity requirements based on the SOBECA urban plan. It is recommended that the Planning Commission request City Council's authorization of funding in the upcoming fiscal year towards this study.



RAJA SETHURAMAN
Transportation Services Manager



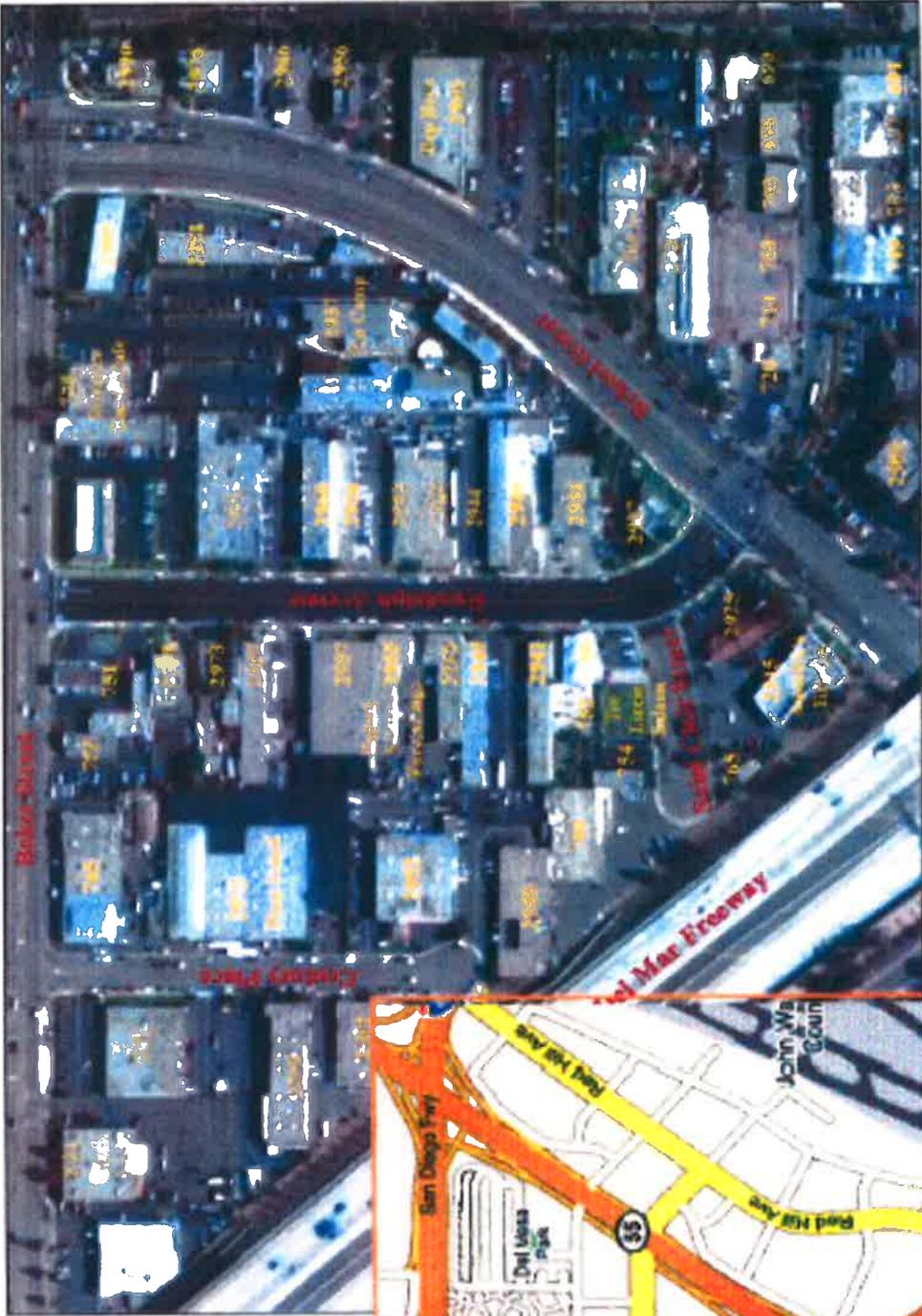
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Assistant Development Svcs. Director



ERNESTO MUNOZ
Public Services Director

Attachment: 1 – SOBECA Area

Distribution: Assistant Chief Executive Officer
Economic & Development Svcs. Director/Deputy CEO
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Staff
File



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Figure 1: Vicinity map of SanDiego Urban Plan area

