

PARKING AND TRAFFIC MANAGEMENT PLAN

MILLENNIA METRO PARK

Chula Vista, California
November 4, 2019

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1.0 PURPOSE AND NEED

The theme of Metro Park is “Performance” and it is intended to act as a vibrant and activated central space incorporating the visual, sound, and human energy associated with its theme. To support and activate the park space, the park is bordered on three sides with commercial development, as depicted in Exhibit II-16 of the Millenia Form-Based Code. *Figure 1-1* shows the Vicinity Map. To ensure they remain viable and provide the activation for the park, it is necessary to provide parking within the park to serve those commercial spaces fronting the park on its southern edge. To provide access to those spaces and to provide the City-required fire access lane to the buildings, the park design features a shared-use driveway, known as a “woonerf” which will provide multiple functions, including emergency vehicle access, parking access drive, and pedestrian circulation. When not in use, the woonerf will serve as recreational space for gathering and events.

The intent of the Metro Park Parking and Traffic Management Plan is to manage the commercial park and the traffic it will generate through the park to ensure the commercial space remains viable and active while ensuring that the primary recreational use of Metro Park is not impaired. While the uses in the southern commercial buildings may change over time, the number of parking spaces available for commercial use will not change, and the focus of the plan is to control and limit the traffic entering and exiting the park to only those vehicles accessing available spaces.

Given that the park is privately owned and maintained, the plan places the responsibility of ongoing monitoring and management of these spaces with the Parking District Council of the Millenia Community Association, as discussed in Section 3.1.2 of the Millenia PMP. The goals and management directives will be embedded in the Millenia Parking Management Plan, which is administered by the Parking District Council.

Emphasis will be placed on eliminating unnecessary vehicle traffic through the use of management strategies such as intelligent parking systems, signage, and new technologies such as geo-fencing. Use of the woonerf for drop-offs will be prohibited, and enforcement will be a coordinated effort between the retail developer and the Community Association’s security service. Funding of the plan will be via the Millenia Community Association assessment. The management plan will be dynamic; it is expected that this management plan will evolve over time to address anticipated and unanticipated issues as they arise, and solutions will be crafted, implemented and enforced by the Parking District Council which may, or may not, appear in this Parking and Traffic Management Plan.



Figure 1-1

Vicinity Map

MILLENIA METRO PARK

2.0 PARKING AND TRAFFIC MANAGEMENT STRATEGIES

The following section contains descriptions of various parking and traffic management strategies that will be implemented at Metro Park. Each strategy is discussed in detail. These strategies include both target parking controls and traffic reduction measures, which are intended to be used in concert to manage the use of the woonerf.

2.1 Traffic Management Strategies

2.1.1 *Woonerf Design and Construction*

As stated in *Section 1.0*, Metro Park will include the design and construction of a woonerf, which is a common space created to be shared by pedestrians, bicyclists, and low-speed vehicles. The woonerf would provide emergency access and vehicular access to the dedicated parking allotted for the two buildings fronting Metro Park on its southern edge while also promoting greater social use of the public space by park patrons, pedestrians, and bicyclists.

Woonerf design elements that are incorporated into the Metro Park design include:

- Visible entrances and exits on Optima Street
- Removal of continuous curbs
- Use of physical barriers (e.g., curves, street furniture, landscaping) to define the woonerf “edge”



2.1.2 *Traffic Calming Measures*

One key to designing a successful woonerf is to keep vehicle speeds low, which can be achieved through the incorporation of various traffic calming measures. Traffic calming elements that are incorporated into the Metro Park design include:

- Removal of continuous curbs
- Addition of slight curves to break up the sightlines of a driver, while allowing fire truck access
- Placement of street trees, removable bollards, and/or furniture at or near the woonerf edge
- Activation of the park and adjacent commercial space to generate pedestrian traffic



2.1.3 *Distribution of Event Information*

Information regarding scheduled events that would close the woonerf and prohibit access to the parking should be distributed appropriately so as to reduce confusion regarding traffic circulation on the day of the event. It is expected that this would be performed by the Millenia Community Association and / or the City, depending on who is sponsoring the event.

2.1.4 *Controlled Access*

Controlling the access points allows for the management of the parking and traffic within the woonerf. This can be achieved using removable bollards. It is also recommended that the primary entrances for the commercial buildings on the east and west park frontages should not be facing the park to discourage patrons of the buildings fronting the east and west sides of the park to utilize the woonerf for vehicular access to those buildings. Secondary entrances or exits to those buildings on the park frontage is desirable to support the function of activating the park space.

2.1.5 *Emergency Vehicle Accessibility*

The woonerf will also serve as a City-required emergency access road. Therefore, its design cannot include obstacles for emergency responders. For this reason, and to avoid creating obstacles to pedestrian traffic, speed humps are not proposed as a traffic calming measure in the woonerf.

2.1.6 *Designed Pick-Up/Drop-Off Locations*

A pick-up/drop-off area will be established outside of the woonerf, on Optima Street, to reduce to the attractiveness of drop-off traffic and parking along the woonerf. The pick-up/drop-off area can be easily managed through the use of signs indicating a time restriction (e.g., 3 or 5 minutes loading) and enforcement. Enforcement of these restrictions on the public street would be performed by the City of Chula Vista.



2.1.7 *Geofencing for Ride-Sharing/Ride-Hailing Services*

Lyft recently launched a pilot program that sets up a “geofence” to block pick up and drop-offs on sections of busy streets. This geofence feature can be instrumental in restricting ridehailing services along the woonerf or along Optima Street during events. As an example, The University of California

San Diego (UCSD) is currently working with ridehailing services to establish a geofence within the campus. It is expected that that master developer / commercial developer would coordinate to establish a permanent and/or event-specific geofence with ride-hailing services.



2.2 Parking Management Strategies

2.2.1 Time of Day Restrictions / Parking Space Allocations

Since the parking within the park is intended to be solely for the use of the commercial tenants in the buildings along the southerly park frontage, the time restrictions for the parking are expected to mirror the tenants hours of operation. As tenants will change over time, it will be necessary for the Parking District Council to regularly conduct an assessment to determine whether time restrictions should be implemented to match tenant hours of operation. Outside of tennant operations, the woonerf could be closed or the parking could be made available to park patrons. Time of day restrictions will be managed through use of signs and enforcement and nightly placement (and removal) of bollards at the woonerf entrance by the Community Associations security patrols.

2.2.2 Other Parking Areas

It should be noted that the 18 spaces located within the woonerf are not the only spaces available to the commercial buildings fronting Metro Park. These buildings will also have access to spaces within dedicated lots being developed for the commercial buildings fronting the park on the east and the west and to on-street parking spaces within the Millenia development. Should a shared parking agreement be perfected with the school district for the use of a parking lot on the proposed school site, those spaces would also be available for use by the tenants of the commercial buildings on the south side of the park.

2.2.3 Utilization of Parking Area during Events

There are expected to be regular community events (e.g., farmer's markets, food trucks, car shows) within Metro Park that would require the closure of the woonerf. The scheduling and frequency of those events would be determined by the Millenia Community Association in consultation with the future retail developer / owner.



2.2.4 Signage and Wayfinding Program

As discussed in Section 4.3 of the Millenia PMP, one measure that can increase the parking facility efficiency is to provide a parking lot information about parking availability, regulations, and alternative locations. This will increase visitors' awareness of the available parking opportunities within and around Metro Park and allow them to make more informed decisions regarding parking.



Parking wayfinding identifies and directs visitors to available parking. The Millenia project has an extensive wayfinding signage program which can be used along with more specific and targeted directional signage.

The Project also plans to implement an intelligent parking system in Metro Park to inform patrons of the amount of available parking within the woonerf (see more detail on Intelligent Parking Systems in *Section 2.2.6* of this report). As stated in *Section 2.2.1* of this report, signs should be utilized to clearly designate time or space allocation restrictions.

2.2.5 *Distribution of Parking Information*

Information regarding parking will be made readily available for patrons of both Metro Park and the adjacent buildings. This information could be distributed by the Millenia Community Association and the commercial developer and their tenants.

2.2.6 *Intelligent Parking System (IPS)*

Providing an IPS is a key component to managing both traffic and parking. To prevent drivers from driving through the woonerf to check if there is parking available, IPS signage will be installed along Optima Street indicating the amount of available parking. To monitor the occupancy of the parking spaces within the woonerf, the number of vehicles entering and exiting the woonerf will be continuously counted through sensors installed at the entrance and exit of the woonerf. The electronic sign installed at the entrance of the woonerf will update the parking availability accordingly based on the sensor activity. By providing an IPS along Optima Street, drivers are informed of how much parking spaces are available within the park and can decide whether to enter or to find alternate parking locations. This system is expected to significantly reduce unnecessary vehicle traffic on the woonerf.



3.0 MONITORING, IMPLEMENTATION AND ENFORCEMENT

This is a dynamic plan which is expected to evolve over time as the park and the adjacent commercial buildings are occupied, as use patterns become established, and as tenants change over time. In order to respond to the unique set of opportunities and problems which will arise in the various phases of the project's evolution, regular monitoring is needed. The plan is also intended to evolve in response to an annual parking survey process that will monitor traffic volumes on the woonerf and identify problems that have been reported or identified in the prior year by the Community Association.

3.1 Monitoring

The annual monitoring and reporting will be conducted by the Parking District Council of the Millenia Community Association. The report will be provided to the City for review and approval for up to the first five years after the southern commercial buildings have been occupied. The first report will be due on the first anniversary of the first tenant opening, and then annually thereafter. The report will include quarterly traffic counts (conducted during full hours of the tenant's operations by the traffic consultant), identification of specific problems or issues identified by park users, commercial patrons or tenants, or reports to the Community Association, as well as identification of steps recommended to address the problems which have been identified. The reporting period shall extend for two years from the first occupancy in the buildings along the southerly property line of the park.

As stated in *Section 1.0*, this plan will be implemented by the Parking District Council (PDC) of the Millenia Community Association. The responsibilities of the PDC are outlined in Section 2.1.3 of the Millenia Parking Management Plan. *Table 3-1* outlines the responsible party for the implementation, monitoring, and maintenance of the recommended parking and traffic management strategies outlined in *Section 2.0* of this plan.

3.2 Implementation

It is intended that the implementation of this plan will include several responsible parties, including the Millenia master developer, the Millenia Community Association (Parking District Council), the commercial developer (and their tenants), and the City. The matrix, which is included as *Table 3-1* identifies the responsible parties for implementing specific measures, monitoring, maintenance, enforcement, and funding.

The responsibilities of the master developer will be identified primarily in the design of Metro Park. The responsibilities for the commercial developer will be memorialized in purchase contracts and development declarations, which would be recorded on title as part of the land purchase. The responsibilities of the Millenia Community Association will be memorialized in this Parking Management Plan or via a Supplemental Declaration to the governing documents.

Given the private nature of this park and the responsibilities given to the Parking District Council in the existing Parking Management Plan, the role of the City could be limited to enforcement of time-restricted parking on public streets, and review and approval of the annual parking survey and assessment (as discussed in *Section 3.1* of this plan).

3.3 Enforcement

Other than the enforcement of time restrictions on public streets, the enforcement of this plan will be conducted primarily by the Millenia Community Association's Parking District Council. The Millenia Community Association has implemented a patrol service which will be used to provide periodic monitoring of the woonerf. The Community Association can also enforce the provisions of the PMP in the event violations occur or modifications to the plan are required as a result of problems or unanticipated issues.

The commercial developer will also play a role in ensuring their tenants abide by the applicable requirements of this plan.

3.4 Contingency Based Planning Toolkit

Parking and traffic are issues that are continually changing and evolving. Traffic and parking management are key components of establishing active, vitalized, and attractive park and commercial spaces. To better understand the root of a traffic or parking problem, it is recommended that the PDC begin by examining the different aspects of the problem through consideration of the following questions:

- a) **Who is primarily impacted?**
Commercial patrons? Park patrons? Commercial tenants or employees?
- b) **Where does the problem occur?**
Within the woonerf? On the adjacent streets? At the parking spaces? At the access points?
- c) **When does the problem occur?**
Only during certain times of the day/week/year? During events? All the time?
- d) **How long or often does the problem occur?**
15 minutes? 3 hours? 8 hours? Specific time of day? Are there any restrictions (parking, pick-up/drop-off) being violated?
- e) **Are the plan requirements being followed or violated, and if so, by whom?**

Depending on the answers to the questions above, follow-up questions may arise to further narrow the type of problem. As Metro Park and the rest of Millenia continue to develop, new issues may emerge and new solutions may need to be identified.

A toolkit was developed to assist the Millenia community in identifying traffic and parking strategies that can be used to address long-term issues that may arise. *Table 3-2* contains some recommended solutions which could be considered by the Parking District Council to address potential traffic and parking issues that may arise in the Metro Park woonerf.

**TABLE 3-1
PARKING AND TRAFFIC MANAGEMENT STRATEGIES MATRIX OF RESPONSIBILITIES**

Measure	Responsible Party				
	Implementation	Monitoring	Maintenance	Enforcement	Funding
Woonerf Design and Construction	Master Developer	City	N/A	NA	Master Development
Traffic calming measures	Master Developer	PDC	MCA	NA	MCA
Distribution of Event Info	MCA	NA	N/A	NA	MCA
Controlled access (entry bollards)	Master Developer	PDC	MCA	NA	MCA
Emergency vehicle access route	Master Developer	PDC	PDC	City	PDC
Time of Day restrictions / closures	PDC	PDC	N/A	PDC	N/A
Parking space restrictions / allocations	Master Developer / City	PDC	N/A	PDC / Commercial Developer	N/A
Utilization of parking area during events	Master developer / Commercial Developer	PDC	N/A	NA	N/A
Signage and Wayfinding	Master Developer	PDC	MCA	City / PDC	MCA
Distribution of parking information	PDC / Commercial Developer	NA	N/A	NA	MCA / Commercial Developer
Intelligent Parking System	Master Developer	PDC	PDC	NA	Master Developer ¹ / MCA ²
Designated pick-up/drop-off location ³	Master Developer	PDC	MCA	PDC / Commercial Developer	MCA
Geofencing for ride-sharing / ride-hailing services	Master Developer / Commercial Developer	PDC	N/A	Commercial Developer	Commercial Developer

Continued on the following page

TABLE 3-1, CONTINUED
PARKING AND TRAFFIC MANAGEMENT STRATEGIES MATRIX OF RESPONSIBILITIES

Measure	Responsible Party				
	Implementation	Monitoring	Maintenance	Enforcement	Funding
Micromobility Operational Management ⁴	Master developer / Commercial Developer	PDC	N/A	PDC / Commercial Developer	PDC / Commercial Developer
Implementation Plan	Various	PDC	Various	Various	Various
Enforcement Plan				Various	
Maintenance / Cleaning	NA	PDC	N/A	NA	PDC / Retail Developer
Annual Monitoring and Reporting	PDC	PDC	N/A	NA	PDC

Footnotes:

1. Master Developer to fund capital expense and installation
2. MCA to fund ongoing maintenance
3. Pick up and drop off location on Optima Street fronting park site
4. Refers to alternative transportation modes such as e-scooters and dockless bikes

**TABLE 3-2
POTENTIAL PARKING/TRAFFIC PROBLEMS AND SOLUTIONS**

Potential Parking/Traffic Problems	Potential Solutions
Excessive Vehicle Traffic	<ul style="list-style-type: none"> • Enhance wayfinding and/or regulatory signage • Further evaluate walkability¹ • Further evaluate bikeability¹ • Enhance distribution of information regarding alternative modes of transportation
Unauthorized use of Woonerf for Drop-Off/Pick-Up	<ul style="list-style-type: none"> • Enhance wayfinding and/or regulatory signage • Coordinate with ride-hailing services • Increase enforcement/Deploy targeted enforcement
Conflicts with Park Users	<ul style="list-style-type: none"> • Increase enforcement • Enhance distribution of information
Event Demands (e.g. Farmers Market, Food Trucks, etc.)	<ul style="list-style-type: none"> • Enhance the distribution of event information • Explore other shared parking lot opportunities
Low Turnover	<ul style="list-style-type: none"> • Explore other shared parking lot opportunities • Reassess time of day restrictions

Footnotes:

1. Additional information can be found in the Millenia Parking Management Plan