

DATE ISSUED: January 21, 2004

REPORT NO. 04-015

ATTENTION: Honorable Mayor and City Council  
Docket of January 26, 2004

SUBJECT: Ballpark Event Transportation and Parking Management Plan

#### SUMMARY

Issue – Should the City Council approve the PETCO Park Event Transportation and Parking Management Plan?

Manager's Recommendation – Approve the PETCO Park Event Transportation and Parking Management Plan

Fiscal Impact – This action will result in an estimated increase of \$145,000 in traffic control costs (Special Event Traffic Controllers) in FY04. Traffic control costs for FY05 will be estimated based on experience from FY04 and will be part of the FY05 budget process.

#### BACKGROUND

During the environmental review process for the design and construction of PETCO Park, issues involving traffic and parking impacts were raised and discussed. As a result, the Ballpark EIR's Mitigation Monitoring and Reporting Program (MMRP) require the development of an Event Transportation and Parking Management Plan for events at PETCO Park. In addition, the Coalition Advocating Redevelopment Excellence (CARE) representing five communities surrounding Centre City expressed concern about traffic and parking impacts in their neighborhoods.

The PETCO Park Event Transportation and Parking Management Plan (ETPMP) were developed to address the issues raised in the EIR and CARE settlement processes. City

staff met with community representatives and other stakeholders to determine each neighborhood's specific concerns regarding the parking and traffic impacts that were anticipated from events at PETCO Park. Staff from the Transportation Engineering Division of the Engineering & Capital Projects Department and from the Police Department's Special Events unit joined with CCDC, San Diego Trolley, San Diego Transit, the San Diego Padres, and the Padres' parking vendor (Ace Parking) to develop a plan which provides for the efficient movement of pedestrians and vehicles area while minimizing parking and/or traffic impacts on residents of Centre City and the surrounding communities.

Staff met with the various affected communities and other stakeholders – either individually or collectively – during the process of developing the plan for feedback. A final draft of the plan was released for public review in hardcopy and electronic format in December for a 60-day public comment period. Staff also met with various business groups and community organizations during that period. Comments received during the review period were responded to, and the ETPMP was revised as needed.

## DISCUSSION

The ETPMP is intended to be a framework that can be easily modified and updated based on experience and on input from the affected communities and neighborhoods. It describes general locations of parking facilities, and the routes between the parking facilities and the freeway system. It also describes the measures employed to reduce traffic and parking impacts on the surrounding communities.

A certain lack of specificity in some areas of the plan is deliberate. For example, pedestrian and traffic patterns in the vicinity of PETCO Park will change during the hour immediately following an event. In order to maintain Police Department flexibility as conditions change, staffing levels and locations are not included in the plan. Similarly, and in the longer term, as Centre City continues to redevelop, some parking facilities that are currently in use for PETCO Park events may no longer be available, while newer facilities enter the market; therefore, specific directions to each parking facility have not been included in the plan.

The plan also provides general information on transit and trolley operations for events at PETCO Park; lists streets which may be subject to temporary closure and/or parking prohibitions to facilitate pedestrian and traffic flow on event days; lists streets in adjacent communities that are to be monitored for pass-through traffic; and outlines a residential permit parking program that can be implemented in adjacent communities to minimize on-street parking by non-residents during PETCO Park events.

Staff will continue to meet with all stakeholders on a regular or on-demand basis for at least one year after the opening day of PETCO Park to revise the ETPMP as needed.

CONCLUSION

The PETCO Park Event Traffic and Parking Management Plan is a flexible document that will continue to develop and be revised based on experience and input from the community.

Respectfully submitted,

Approved by,

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Patti Boekamp  
Chief Deputy Director  
Engineering & Capital Projects

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Bruce Herring  
Deputy City Manager

HERRING/PKB