

# A9

## Mobility & Parking Strategy

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### PARKING AND MOBILITY IMPROVEMENTS

We have analyzed the standard parking requirements of our project based on individual uses and the standard parking requirements associated. This shows a shortfall however the redevelopment of the Central Embarcadero, presents the opportunity to revisit the parking and mobility solutions in the area to support a variety of visitor-serving uses. As stated in the RFQ, due to the site's proximity to a variety of multi-modal transportation options, the opportunity exists for incorporating a variety of parking management strategies, including the use of emerging technologies and linkages to existing local and regional transportation systems, mobility hubs, and water transportation systems.

Our parking and mobility solutions focus on the integration of the following transportation modes:

- Encourage non-SOV access by maximizing available transit, easy access to skyway, bicycle and walking opportunities and creating a continuous, connective pedestrian network surrounding the development area.
- Plan from the pedestrian's perspective, creating an environment pleasant and safe for walking or biking. This entails siting a mix of uses and locating parking either on the street or in our proposed below grade parking structure.
- Maximize pedestrian safety, accessibility and comfort and the availability and clarity of passenger information.
- Provide comprehensive, frequent and direct supportive transit service, with stops located

closely and conveniently to Seaport, and transit service scheduled to enable easy passenger connections to arriving and departing ferries, as well as skyway schedule and arrival times.

- Minimize scheduling and physical conflicts between modes, allowing seamless and convenient transfer between ferries, transit, and rails.
- Manage parking demand strategically, such as with time-limiting and/or requiring payment for street parking to reduce parking demand. When parking is deemed essential, provide parking in nearby park and ride lots or remote parking garage complex with connections to transit service, or in lots or garages within easy walking distance to the terminal, or direct connection to proposed skyway system with convenient access to parking garages.

The following section outlines the benefits of developing parking and mobility improvements with multi-modal transportation that are highlighted as part of our proposed solution. Mobility improvements can support a multitude of transportation options including ridesharing, carsharing, bikesharing, bike parking, shuttle service, passenger only ferry/water taxi and emerging urban transport solutions, such as the urban aerial ropeway/skyway. These mobility improvements offer an opportunity to link back to existing local and regional transportation systems, such as the Seaport Village Trolley Station (Trolley), the Santa Fe Depot Station (Coaster, Amtrak, and Trolley), and existing bus routes. In addition to adding additional shared parking spaces at the Waterfront for visitor and employee parking, the opportunity exists for incorporating a variety of new and existing transit options into the area.

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### Passenger Only Ferry/Water Taxi

There are two existing passenger only ferry routes currently in operation from Broadway Pier to the Coronado Ferry Landing, and from the Convention Center (5th Avenue Pier) to the Coronado Ferry Landing. A new third route will be implemented and integrated into the Project from the Seaport location to the Coronado Ferry Landing. A water taxi with off-site landing docks could also be considered as a water transportation system, operating at higher speeds, providing connectivity around the Bay.

A preliminary concept layout of the Seaport Ferry Route and water taxi locations is shown in the following Exhibit. We estimate the Seaport route would carry up to 300,000 passengers per year and complement the existing 280,000 passengers that travel between the Convention Center and Coronado and 400,000 passengers that travel between Broadway Pier and Coronado per year via the Flagship Ferry. The water taxi could transport people between the Business District at B Street, the Convention Center, Seaport, Chula Vista Bayfront (future) and then complete the loop in Downtown. There are also plans in process to add new water taxis that will have the ability to accommodate up to 40 people.

### Urban Aerial Ropeway/Skyway

Urban aerial ropeways are an innovative application of existing technology to meet the ever changing demands of public transportation agencies. Once considered the domain of ski resorts, the application of aerial ropeways to the urban environment is enabling transportation planners to offer unique solutions for cities where there are geographic or topographic constraints. Urban aerial ropeways provide more than a transportation solution – they

enable the public to experience a City from a different perspective that leaves a lasting impression on both residents and tourists.

### Downtown San Diego Skyway Loop

The San Diego Skyway alignment from Balboa Park, via 6th Avenue, to the Gaslamp Quarter provides an opportunity for early implementation of an initial leg to a larger Skyway system in downtown San Diego. An opportunity exists to connect the initial 6th Avenue leg to this development project, and to create a downtown loop, which would provide an additional mobility solution in downtown San Diego, directly serving the waterfront development with this innovative transportation solution. The waterfront could be experienced from a new vantage point, and provide a unique transportation mode to access the waterfront development. An iconic station at the heart of the development could serve as a transportation node, surrounded by mobility hubs solutions.

### Included in our budgets for Seaport is the cost to complete a feasibility study for this extension to the 6th Street Skyway leg.

There are also opportunities with the Skyway to integrate this system with the other public transportation systems, using connectivity measures such as phone applications and smart cards for ticketing integration, and combining the ride price with ticket entry for site attractions.

A monocabable gondola consists of cabins that are supported and propelled by a single cable. The use of a single cable results in smaller cabins, decreased tower spacing, and a low tolerance to winds. However, the footprint of each tower is also smaller. Key features of monocabable gondolas include:

- Cabin capacities of 4 to 15 persons
- Maximum system capacity of 3,600 passengers per hour per direction
- Tower spacing of 300 to 600 ft
- Tower footprint of 2 to 5 ft in diameter

Example applications of the aerial skyway/gondola are shown below, both at a ski resort (Exhibit 1 – Whistler Village Gondola), and in a waterfront setting (Exhibit 2 – Singapore – Jewel Cable Car Ride):

### Exhibit 1 – Whistler Village Gondola



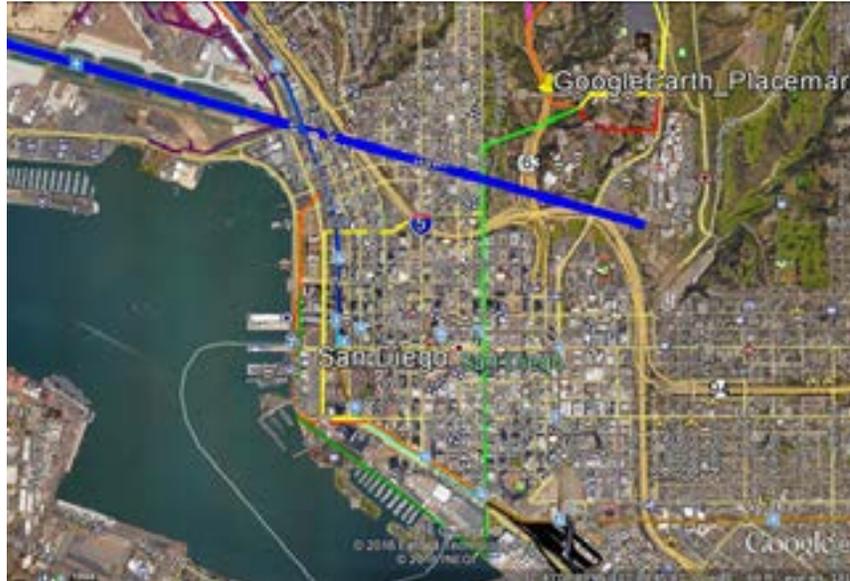
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**Exhibit 2 – Singapore – Jewel Cable Car Ride**



A preliminary concept layout of a downtown San Diego Skyway is shown in Exhibit 3, and would provide an opportunity to carry up to 3600 passengers per hour per direction in a downtown loop. The skyway would have key stops in Balboa Park, in the Business District at B Street, at the Convention Center, at the proposed Waterfront project with an iconic station, travel along the Embarcadero, and then complete the loop in Downtown along the Cedar Street view corridor.

**Exhibit 3 – Possible Downtown San Diego Skyway Loop**



### **Ridesharing**

Rideshare companies are helping to provide group transportation services in areas that are not covered by public transportation systems. Rideshare companies use memberships and online network profiles to match drivers and riders and to process payments to drivers. The majority of the rideshare programs require an online profile and a credit card to participate, as rides are paid by online transactions. Companies that offer ridesharing include Uber, Lyft, and Sidecar.

Shared rides provides a community benefit by reducing the number of individual vehicle trips, reducing the annual number of vehicle miles traveled, which reduces fossil fuel consumption. Reducing the amount of vehicles on the road decreases the

amount of traffic and congestion. Less vehicles on the road benefits the local environment by reducing greenhouse gas emissions and improving air quality. Parking improvements could include designated drop-off and pick-up points with curb cutouts and signage near commercial properties or venues for ease of use.

### **Shuttle Services & Park and Ride**

A shuttle is a bus or van which travels regularly between two or more stops. Shuttle services are operated by private or public operators and are designed to quickly transport people between designated locations.

An example of a shuttle service

is a van that takes multiple passengers from an origin location such as an off-site parking lot, with routes to various desired locations along the San Diego Waterfront. The Port, in partnership with Ace Management, operates the Big Bay Shuttle service for 14 weeks each summer, and the Seaport Village stop could be integrated into the waterfront development project.

### **Bikesharing**

Bikesharing members are able to utilize bicycles located at designated bicycle stations for a specified period of time. Bicycles may be returned at any other designated bicycle station. Some programs provide discounts for students, seniors, and military personnel. In addition, some programs have established employer programs

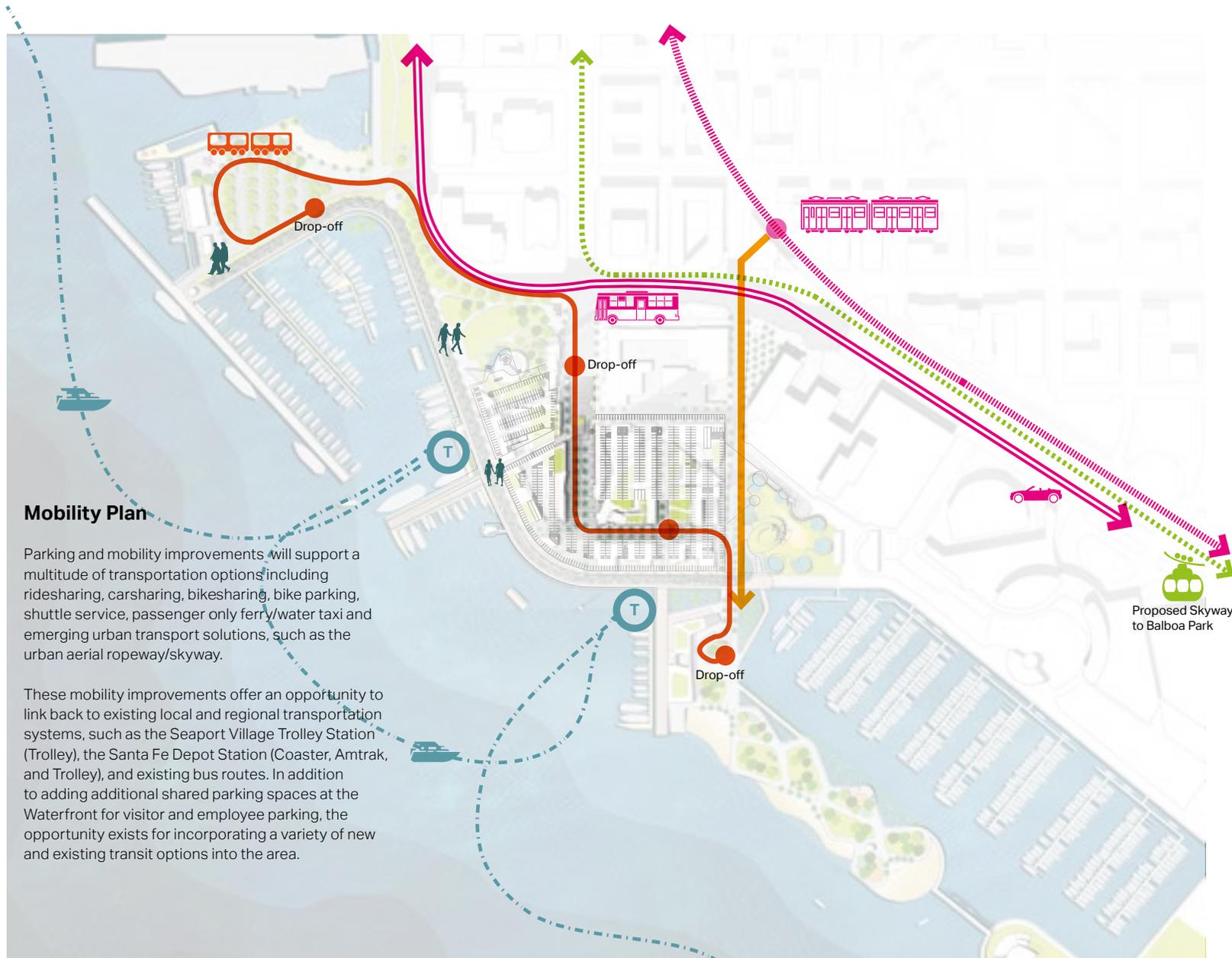
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that provide employees with annual memberships at a discounted price. Several programs have discounted memberships for low-income populations. Bikes sharing, already in implementation in San Diego, through Decobike San Diego, with 1800 bikes available through multiple stations, with stations located in the vicinity of the proposed project. The integration of the stations into the development at a mobility hub will provide visitors with a scenic non-vehicular means to travel short distances between the various amenities and services in the area.

**Bicycle Parking**

Public bike parking is a critical, but often overlooked component of a robust urban cycling network. Furthermore, high-quality public off-street bike parking and facilities for showering and changing have improved the viability of bike commuting in places like Long Beach, Chicago, and Washington, D.C. Bike shops provide the critical service of bicycle retail and repair to support both commuting and local cycling activities. They also serve as an information center, where cyclists and potential cyclists can seek advice about maintenance, commuting, routes, and other services. A bike parking facility could serve the commuter biking community in Downtown San Diego as well as for visitor and tourist cyclists.

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### Mobility Plan

Parking and mobility improvements will support a multitude of transportation options including ridesharing, carsharing, bikesharing, bike parking, shuttle service, passenger only ferry/water taxi and emerging urban transport solutions, such as the urban aerial ropeway/skyway.

These mobility improvements offer an opportunity to link back to existing local and regional transportation systems, such as the Seaport Village Trolley Station (Trolley), the Santa Fe Depot Station (Coaster, Amtrak, and Trolley), and existing bus routes. In addition to adding additional shared parking spaces at the Waterfront for visitor and employee parking, the opportunity exists for incorporating a variety of new and existing transit options into the area.