



City of Sunnyvale

Agenda Item-No Attachments (PDF)

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REPORT TO COUNCIL

SUBJECT

Approve Implementation of Time-Limit Parking Regulations near Levi's Stadium

BACKGROUND

In preparation of the opening of Levi's stadium in August 2014, staff has been working on a number of items, including possible stadium parking within Sunnyvale neighborhoods. The Sunnyvale area most accessible to the stadium is the area bordered by Tasman Drive, Lawrence Expressway, State Route 237, and Calabazas Creek Trail (The Woods). The majority of this area does not have sidewalks and the City is concerned with pedestrian safety as stadium patrons may find parking in this area an attractive alternative to paid parking. Staff reviewed options to mitigate this issue and determined parking limitations could be required.

EXISTING POLICY

General Plan, *Land Use and Transportation Element*, Policy 5.21: Safety considerations of all modes shall take priority over capacity considerations of any one mode.

Sunnyvale Municipal Code 10.16.020(a): The city traffic engineer is authorized to designate, install and maintain, by appropriate signs or by paint upon the curb surface, all parking space markings and restricted stopping, standing or parking areas.

ENVIRONMENTAL REVIEW

Categorical Exemption 15301, Class 1(c), operation or minor alteration of an existing street.

DISCUSSION

The stadium is expected to attract many visitors from all over the Bay Area for a variety of events including football games and concerts. Although pricing for parking has not yet been advertised, single day parking passes for the 2013 49ers season were \$30. The Santa Clara Stadium Authority anticipates having over 21,000 parking spaces available for stadium patrons, and it is speculated that parking passes will be at least \$40 per event. With the increased cost of stadium parking, it is expected that patrons will seek less expensive parking close to the stadium. At an average walking speed, this will equate to a one to two mile, 20 to 40 minute walk. The majority of The Woods is located between one and two miles from Levi's Stadium, and may be tempting to those who do not wish to pay for parking or shuttles. With the majority of the area lacking adequate sidewalks, patrons will have to walk on the street with no separation from vehicular traffic.

Should Council, in an effort to discourage stadium patrons from parking in the area and walking to the stadium on the street, approve the proposed time-limited parking, staff would post signs announcing the one hour parking time limit. Parking would be limited to one hour from 6 PM - 6 AM Monday through Thursday, 6:00 PM to midnight on Friday, and all day Saturday and Sunday. The

proposed time-limited schedule would not interfere with parking availability for businesses during conventional business hours.

Staff proposes phased installation of restrictions in the area. The initial phase of this project would be to install time-limit parking restrictions only on those blocks that are within approximately 1.25 miles walking distance from the stadium. Staff would subsequently monitor impacts on those blocks beyond 1.25 miles walking distance. If it is observed that stadium patrons are parking on those blocks farther from the stadium, staff would proceed to implement additional time-limit restrictions.

FISCAL IMPACT

The project budget is a total of \$55,500 for the installation of time-limit parking restriction signs. The signed restrictions would be implemented in multiple phases, and staff currently proposes to move forward with Phase I. Phase I will allow for signs on Reamwood Avenue, Birchwood Drive, Hammerwood Avenue, and Elko Drive east of Reamwood Avenue costing approximately \$32,500. The City of Santa Clara has rejected the City's requests for reimbursement for the costs associated with installing signs. Installation costs will be absorbed within the current Transportation Program operating budget.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's website.

In February staff from the Department of Public Works attended a meeting with businesses in The Woods led by staff from the Community Development Department to discuss a proposed off-street parking ordinance. The discussion at this meeting included possible on-street parking time-limit regulations. Furthermore, staff has also participated in three community meetings with residents regarding impacts of the stadium in Sunnyvale.

The City sent out mailings to properties within Phase 1 and Phase 2 (Attachment A, Map of Recommended Parking Regulations) to notify them of the council meeting which will consider these regulations.

ALTERNATIVES

1. Approve the implementation of time-limit parking regulations near Levi's Stadium as shown in Attachment 1.
2. Approve the implementation of time-limit parking regulations near Levi's Stadium with modifications.
3. Reject implementation of parking restrictions in the area identified in Attachment 1.

RECOMMENDATION

Alternative 1: Approve the implementation of time-limit parking regulations near Levi's Stadium as shown in Attachment 1.

The \$32,500 will cover the implementation of restrictions on Reamwood Avenue, Birchwood Drive, Hammerwood Avenue, and Elko Drive east of Reamwood Avenue. Staff will perform field observations and determine if a future phase will be required.

Implementation of the restrictions would discourage stadium patrons from parking in The Woods, thus inhibiting pedestrians from walking out in the street to get to the stadium.

Prepared by: Carla C. Ochoa, Transportation Engineer

Reviewed by: Manuel Pineda, Assistant Director of Public Works

Reviewed by: Kent Steffens, Director, Public Works

Approved by: Robert A. Walker, Interim City Manager

ATTACHMENTS

1. Map of Recommended Parking Regulations