



## Response from Coastal Commission – November 11, 2020

Hi Jodi,

To follow up on our phone call just now, I presented the most recent information you sent me regarding the electronic signage plan and parking space tracking system to staff this past Tuesday. Staff's response was fairly positive, and we believe that you all may on to something good with regards to reducing traffic in the village and improving public access. However, staff does have the following comments that we will want to see be addressed in any final proposal that you prepare. Specifically:

- 1) Staff understands the logic of placing the large digital sign listing all the garages at the intersection of Torrey Pines Road and Prospect St, given that is the main entrance most visitors take into the Village. However, given the prominent location of the intersection, staff thinks it is likely that there may be opposition to that siting. This does not mean the opposition would be correct or that it would bar the placement of the sign there, but to play it safe, you should identify one or two other "back-up" locations further into the Village in case the intersection location does not pan out (such as where Coast Boulevard splits off from Prospect).
- 2) Because this project is driven in part by what you identify as a lack of awareness by the general public of all the garage resources within the Village area, and because the main benefit proposed by this plan is to get visitors off the street sooner and thereby reduce traffic, staff will want any final parking program and its related printed and digital material (such as websites and apps) to list all the garages in the Village area for the public to see, not just the four garages participating in the trial. Obviously, parking space availability would only be listed for the four garages with the sensors installed, but the app and website should still list basic information about all the garages (e.g. location, number of total spaces in the garage, rates if possible) so that visitors can quickly see where they can park.
- 3) This trial will be a significant expenditure of publicly-held monies that, while anticipated to provide a public access benefit, will directly benefit private properties and businesses, as the cost of the signage and related software is being borne by the MOU funds. In recognition of that private benefit and the anticipated greater use of the garages by the public due to the signage, staff will want to see some sort of concession regarding parking rates, either through lower hourly rates, an initial free parking period before fees kick in, or some combination of the two. A model that works in a similarly popular coastal destination is in Santa Monica, where a system of garages (<https://www.smgov.net/uploadedFiles/Departments/PCD/Transportation/Motorists-Parking/City-Parking-Map-Web.pdf> ) serves the high visitor volumes while offering fairly low rates and an initial free parking period (<https://www.smgov.net/uploadedFiles/Departments/PCD/Transportation/Motorists-Parking/2019%20Parking%20Rate%20Table.pdf>). Staff is not saying that the Santa Monica model must be mirrored directly regarding rates or free parking duration (though that would be nice), but we will be looking for something like this in the final project seeking acceptance from us under the MOU, and if it is not present, we are going to inquire as to why.

That above summarizes staff's comments at this time. Please let me know if you have any questions regarding the above, and please keep me updated as you progress in selecting a vendor and finalizing the duration and details of the program so that any potential questions or concerns staff may have can be identified before contracts are signed and you seek final authorization under the MOU.

Thanks.

-Alex Llerandi

**La Jolla Coastal Access & Parking Board C/O La Jolla Village Merchants Association**

[www.lajollabythesea.com](http://www.lajollabythesea.com)

858-230-2725 || 7590 Fay Avenue, Suite 404 | La Jolla, CA | 92037 | [jodi@lajollabythesea.com](mailto:jodi@lajollabythesea.com)