

MIDWAY RISING

Transportation Demand Management (TDM) Plan

PRJ #: 1106734



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1 INTRODUCTION

This document presents the Transportation Demand Management (TDM) Plan for the proposed Midway Rising development (project) located within the Midway-Pacific Highway community in the City of San Diego. The project proposes project-specific transportation demand management measures to meet the project's vision and objectives for creating an environment that is easily accessible via walking, biking, transit, and carpooling, as well as to meet requirements of the City's Municipal Code for Complete Communities: Mobility Choices, and Parking Standards Transit Priority Areas (PSTPA).

1.1 PROJECT DESCRIPTION

The proposed Midway Rising development is located at 3220, 3240, 3250, and 3500 Sports Arena Boulevard and 3467, 3487, and 3495 Kurtz Street (privately-owned parcels), in the City of San Diego, CA. The approximately 47.8-acre (52.07 acres total including privately-owned parcels adjacent to the Specific Plan Area) Midway Rising project site is located within the Midway-Pacific Highway community of the City of San Diego, and is bordered by Kurtz Street to the northeast, Sports Arena Boulevard to the southwest, Hancock Street to the northwest, and commercial development to the southeast as shown in **Figure 1**.

The project proposes to demolish the existing 16,000-seat San Diego Pechanga Arena and all commercial buildings on site, and construct the following uses as presented in **Figure 2**:

- Entertainment
 - New 16,000-seat Entertainment Center
 - 3,500-seat theater (to be located within the privately-owned parcels area)
- Residential
 - 4,627 multi-family dwelling units, including:
 - 2,627 market-rate units
 - 2,000 affordable units, including:
 - 1,538 units ≤ 50% Area Median Income (AMI)
 - 462 units between 50%-80% AMI
- Commercial
 - 140,000 square-feet of commercial, including
 - 60,000 square-feet retail
 - 40,000 square-feet quality restaurant
 - 40,000 square-feet high-turnover sit-down restaurant

Construction of the project is proposed to occur in two phases:

- **Phase 1** consists of the project site east of Frontier Drive with the exception of the privately-owned parcels, including construction of the proposed Frontier Drive, to be completed in 2030. During the construction of Phase 1, the Pechanga Arena and existing commercial uses west of Frontier Drive will remain operational.
- **Phase 2** construction includes the remainder of the project site west of Frontier Drive plus the privately-owned parcels, to be completed by 2035.

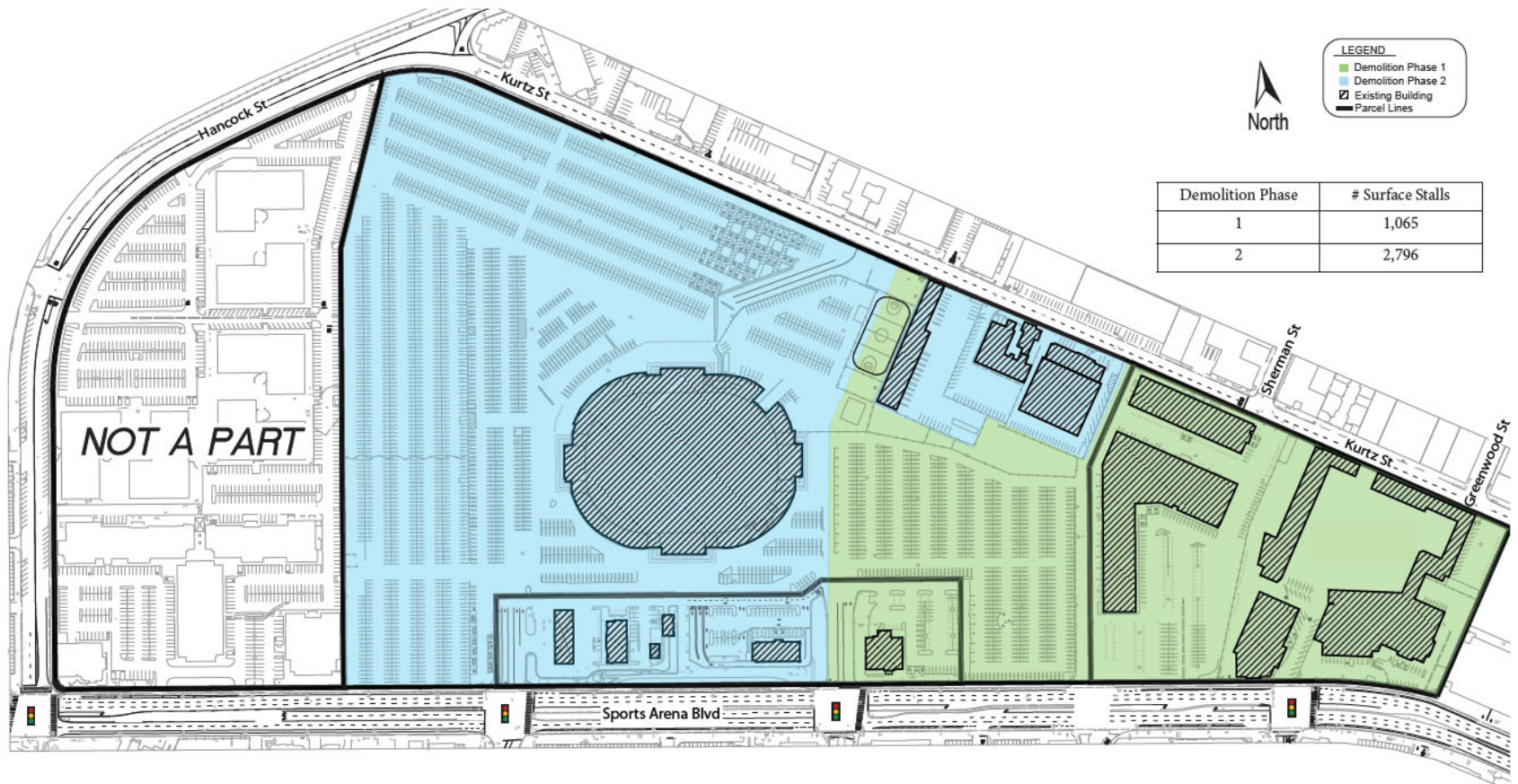
2 SUMMARY

The Midway Rising project proposes the following types of TDM measures:

1. **Transportation Amenities:** For the residential land use portion of the project, the Midway Rising project will implement 6 Transportation Amenities for a total of 17 points, which exceeds the 2 points required by the project's location within a PSTPA, number of dwelling units and bedrooms, and square footage of commercial land use. Measures include transit enhancements, bicycle amenities, and residential amenities as discussed in [Section 3](#) of this report.
2. **Complete Communities: Mobility Choices (VMT Reduction Measures)**
 - a. For the commercial land use, the project will implement 8 VMT reduction measures for a total of 16.5 points, which meets the 16 points required by the Mobility Choices regulations. These VMT-reduction measures include pedestrian, bicycle, and transit infrastructure enhancements and traffic calming measures as discussed in Section 2 of this report.
 - b. For the entertainment land use, the project will implement 3 VMT reduction measures for a total of 7.5 points, which exceeds the 5 points required by the Mobility Choices regulations. These VMT-reduction measures include pedestrian, bicycle, and transit improvements as discussed in [Section 4](#) of this report.
3. **VMT Mitigation:** The project's commercial and entertainment center land uses result in a significant VMT impact requiring mitigation. The project will provide mitigation measures to mitigate the impacts to the extent feasible. These measures include a retail shuttle and an entertainment employee transit subsidy as discussed in [Section 5](#) of this report.
4. **Multi-modal Project Features:** The project will provide project features above and beyond those measures considered to be VMT mitigation measures that are expected to further incentivize and support mode shift. These project features include a roundabout, Class I multi-use paths, Class II bike lanes, Class IV cycle tracks, shuttle services to offsite parking areas, bus stop enhancements, a rapid bus stop, and exclusive bus only lanes as discussed in [Section 6](#) of this report.

Implementation of the TDM measures presented in this report will be monitored through the City's permitting process (as TDM measures will be written either as a condition of building permit or occupancy permit) and will be enforced through the City's Development Services Department (DSD) processes.

Figure 1 – Existing Site Plan



BASEMAP SOURCE: PROJECT DESIGN CONSULTANTS A BOWMAN COMPANY

Figure 2 – Proposed Conceptual Site Plan



BASEMAP SOURCE: SAFDIE RABINES ARCHITECTS

3 TRANSPORTATION AMENITIES

The Midway Rising project is located within a Parking Standards Transit Priority Area (PSTPA) as defined in the California Public Resources Code Section 21099. San Diego Municipal Code (SDMC) Section [142.0528\(c\)](#) requires a multiple dwelling residential development within a PSTPA to provide transportation amenities per Appendix Q of the Land Development Manual. Transportation amenities are intended to encourage alternative modes of transportation and facilitate non-vehicular access to everyday activities within a PSTPA. The project is required to provide transportation amenities per the Code.

3.1 TRANSPORTATION AMENITY POINT REQUIREMENT

The project's Transportation Amenity requirements are determined by SDMC Section 142.0528(c). The following inputs were applied to calculate a "score" for the amenity requirements:

- APN: 7602450900
- Total number of apartment units: 4,627
- Total number of bedrooms: 7,170

The project is required to provide at least 2 points of transportation amenities.

3.2 TRANSPORTATION AMENITY SCORE

Table 1 summarizes the Transportation Amenities proposed to be implemented by the project. As shown the project plans to provide 17 points of Transportation Amenities, exceeding the calculated Municipal Code requirement for the project of 2 points. **Figure 3** shows the anticipated locations for these amenities.

Table 1 – Proposed Transportation Amenities

Amenity	Amenity Description	Points
Transit and Active Transportation Infrastructure as outlined in Community Plan Mobility Elements	Design and construct one or more of the following transit improvements on a street adjacent to the development: (a) the addition of pedestrian scale lighting (Section 142.0740), (b) sidewalk widening to 6 feet along property frontage and sidewalk widening to 10 feet near corners of intersection to allow for ADA required widths (this improvement shall be in addition to any improvements or measures otherwise required under other regulations or standards), (c) installation of transit shelters and/or benches. Transit shelters and benches shall be designed to MTS and ADA standards and require an approved agreement with MTS.	5
Transit and Rideshare Information	Install and maintain an on-site kiosk or information center with multi-modal wayfinding information and transit information. The kiosk information center shall be located in a prominent location that can easily be seen by residents entering and exiting the development. The kiosk or information center shall be shown on the project plans.	1
On-Site Bicycle Repair Station	Install and properly maintain an on-site public bicycle repair station. The bicycle repair station must be located in a well-lit area, near the street frontage and must include, at a minimum, a bike pump, English and metric Allen wrenches, pedal wrench, headset wrench, tire levers, and screwdrivers. The bicycle repair station shall be shown on the project plans.	4
Delivery Support	Provide a secure area for receipt of deliveries that offers at least one of the following: (1) closed lockers, (2) temporary storage for packages, laundry, and other deliveries, or (3) temporary refrigeration for groceries. The secure area shall be shown on the project plans.	1
Outdoor Fitness Circuit	Construct and maintain an outdoor fitness circuit within the development premises. The outdoor fitness circuit shall be available to the public at least 12 hours a day, 7 days a week and shall provide a minimum of 4 workout stations. The outdoor fitness circuit shall be shown on the project plans.	2
Co-Working Space	Provide and maintain a co-working space within the project premises available for resident use. The co-working space shall be at least 500 square feet and shall provide private or semiprivate office work spaces. The co-working space shall be shown on the project plans.	4
Total Transportation Amenities Points Required		2
Total Transportation Amenities Points		17

Figure 3 - Transportation Amenities - Proposed Strategy Locations Map

LEGEND

- ① TRANSIT SHELTERS AND BENCHES
(TRANSIT AND ACTIVE TRANSPORTATION INFRASTRUCTURE)
- ② MULTI-MODAL WAYFINDING KIOSK
(TRANSIT AND RIDESHARE INFORMATION)
- ③ BICYCLE REPAIR STATION
(ON-SITE BICYCLE REPAIR STATION)
- ④ SECURE PACKAGE AREA (DELIVERY SUPPORT)
- ⑤ OUTDOOR FITNESS CIRCUIT
- ⑥ CO-WORKING SPACE
- 8FT SIDEWALKS WITH 10FT OF SPACE AT INTERSECTIONS (TRANSIT AND ACTIVE TRANSPORTATION INFRASTRUCTURE)



4 COMPLETE COMMUNITIES: MOBILITY CHOICES (VMT REDUCTION MEASURES)

Chapter 14, Article 3, Division 11 of the San Diego Municipal Code describes the Complete Communities: Mobility Choices Regulations. The regulations apply to all development projects as described in Section 143.1102, including any commercial or office development with greater than 5,000 square feet gross floor area. Section [143.1103](#) of the SDMC requires that a project located in Mobility Zone 2 provide VMT reduction measures to achieve a minimum of 5 points per land use (or 8 points per land use if the project provides more than the minimum parking required based on basic parking rates).

4.1 COMMERCIAL LAND USE

Table 2 provides the minimum parking requirement calculations for the commercial land uses using the basic parking rates. As a result, the retail and restaurant land uses are required to provide 8 points each, for a total of 16 VMT reduction measure points for the commercial land use portion of the project.

*Table 2. Commercial Land Use – VMT Reduction Measure Point Requirements
(Using Basic Parking Rates)*

Land Use	Square Footage (1,000 sf)	Rate (Basic) (spaces/ 1,000 sf)	Required Parking ¹ (Vehicular spaces)	Parking Provided (Vehicular spaces)	VMT Reduction Measure Points Required
Retail	60	1.5	90	185	8
Restaurant	80	1.5	120	246	8
Total (Commercial)	140		210	431	16
Minimum VMT Reduction Measure Points Required:					16

¹ City of San Diego Municipal Code Section 142.0530 and Table 142-05E and Table 142-05F

Table 3 summarizes the list of VMT reduction measures the project proposes to meet this requirement. These measures will be provided for the project when the first of each type of land use is constructed.

Table 3. VMT Reduction Measures per Complete Communities: Mobility Choices Regulations

Measure	Project-Specific Notes	Points
Pedestrian 1. Pedestrian scale lighting adjacent to public pedestrian walkways along the entire development frontage.	Pedestrian scale lighting will be provided along the project frontage roadways of Sports Arena Boulevard and Kurtz Street	0.5
Pedestrian 2. Installing pop-outs at adjacent intersections or curb extensions at adjacent mid-block crosswalks. Installation shall comply with the Street Design Manual Traffic Calming Chapter. Coordination with City Fire-Rescue Department staff and/or San Diego Metropolitan Transit System/North County Transit District may be required.	3 locations: <ul style="list-style-type: none"> • Sports Arena Boulevard & Frontier Drive (half intersection) • Sports Arena Boulevard & Kemper Street (half intersection) • Frontier Drive mid-block crossing (South) (full intersection) 	5
Pedestrian 9. Widening sidewalk within the existing public right-of-way to Street Design Manual standards. The reduction of parkway/landscape buffer to less than the width required by the Street Design Manual standards to widen sidewalk width is not permitted. Requires replacement of existing sidewalk.	Multi-use path along Kurtz Street and Rosecrans Street (approximately 2,200 feet)	1.25
Bicycle 12. Providing on-site bicycle repair station.	Located near Class I path along Sherman Street alignment through site.	1.5
Bicycle 13. Installing new bicycle infrastructure (Class I, II, IV) that is part of the City's planned bikeway network that closes or incrementally closes an existing gap between two existing bikeways.	Class I multi-use path proposed for the north side of Sports Arena Boulevard, east side of Frontier Drive, south side of Kurtz Street, and east side of Rosecrans Street that would connect to Class II bike lanes on Pacific Highway and Sports Arena Boulevard (approximately 3,960').	2.25
Transit 19. Providing high cost amenities/upgraded features to an existing transit stop (above existing condition), i.e., addition of shelter, real time bus information monitors.	Provide enhanced amenities at proposed new bus stop on the west side of the Sports Arena Boulevard/Kemper Street intersection, including a shelter. Relocate existing bus stop (ID 13345) and upgrade to a RAPID bus stop per the MTS Designing for Transit Manual (February 2018) including real-time digital display for rapid bus stop and rapid shelter.	2.5
Transit 20. Providing low cost amenities/upgraded features to an existing transit stop (above existing condition), i.e., addition of bench, public art, static schedule and route display, trash receptacle.	Provide system map for local bus stop (ID 13344) on Sports Arena Boulevard.	1
Other 25. Installing a traffic calming measure, such as speed feedback signs, median slow points (chokers), and speed table/raised crosswalk. Installation shall comply with the Street Design Manual Traffic Calming Chapter. Coordination with City Fire-Rescue Department staff and/or MTS/NCTD may be required.	Raised crossing/intersection on Frontier Drive.	2.5
Total VMT Reduction Measure Points (Commercial):		16.5

4.2 ENTERTAINMENT LAND USE

As previously discussed in the LMA, **Table 4** provides the minimum parking requirement calculations for the entertainment land use using the basic parking rates. As a result, the entertainment land use is required to provide 5 points of VMT reduction measures.

Table 4. Entertainment Land Use – VMT Reduction Measure Point Requirements (Using Basic Parking Rates)

Land Use	Required Parking ¹	Parking Provided	VMT Reduction Measure Points Required
Entertainment	5,333	2,100	5
Minimum VMT Reduction Measure Points Required (Entertainment):			5

¹ City of San Diego Municipal Code Table 142-05G. Section 141.0622(d) of the SDMC (Sports Arenas and Stadiums) states that off-street parking shall be provided at a level sufficient to serve the facility without impacting adjacent or nearby property.










Table 5 summarizes the list of VMT reduction measures the project proposes to meet this requirement, and **Figure 4** shows the anticipated locations for these VMT Reduction Measures. These measures will be provided for the project when this land use is constructed.

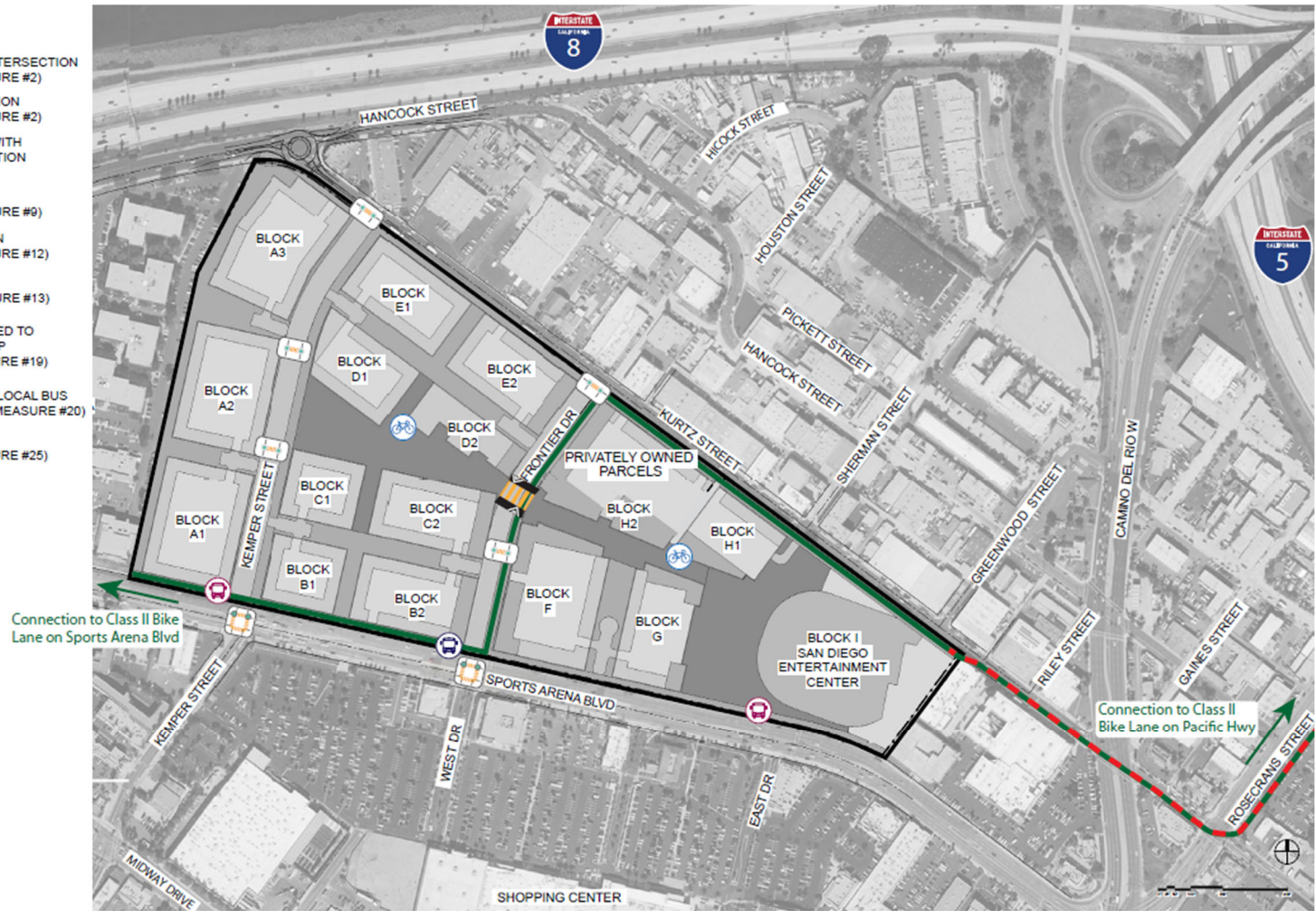
Table 5. Entertainment Land Use – VMT Reduction Measures

Measure	Project-Specific Notes	VMT Reduction Measure Points
Pedestrian 2. Installing pop-outs at adjacent intersections or curb extensions at adjacent mid-block crosswalks. Installation shall comply with the Street Design Manual Traffic Calming Chapter. Coordination with City Fire-Rescue Department staff and/or San Diego Metropolitan Transit System may be required.	2 locations: <ul style="list-style-type: none"> Kemper Street mid-block crossing (North) (full intersection) Kemper Street mid-block crossing (South) (full intersection) 	5
Bicycle 12. Providing on-site bicycle repair station.	Located near Blocks D1 and D2	1.5
Transit 20. Providing low cost amenities/upgraded features to an existing transit stop (above existing condition), i.e., addition of bench, public art, static schedule and route display, trash receptacle.	Provide system map for local bus stop (new stop) on Sports Arena Boulevard on the west side of Kemper Street.	1
Total VMT Reduction Measure Points (Entertainment):		7.5

Figure 4 – Proposed VMT Reductions Measures Locations Map

LEGEND

-  BULBOUTS ADDED TO INTERSECTION (VMT REDUCTION MEASURE #2)
-  PROTECTED INTERSECTION (VMT REDUCTION MEASURE #2)
-  MID-BLOCK CROSSING WITH BULBOUTS (VMT REDUCTION MEASURE #2)
-  SIDEWALK WIDENING (VMT REDUCTION MEASURE #9)
-  BICYCLE REPAIR STATION (VMT REDUCTION MEASURE #12)
-  CLASS I BIKE PATH (VMT REDUCTION MEASURE #13)
-  REAL-TIME DISPLAY ADDED TO BUS RAPID TRANSIT STOP (VMT REDUCTION MEASURE #19)
-  SYSTEM MAP ADDED TO LOCAL BUS STOP (VMT REDUCTION MEASURE #20)
-  RAISED CROSSWALK (VMT REDUCTION MEASURE #25)



5 VMT MITIGATION

Based on the VMT analysis performed for the Midway Rising project, the project results in a significant transportation impact for the commercial and entertainment land uses, while the residential land use would be expected to have a less than significant impact.

5.1 COMMERCIAL LAND USE

It is anticipated that the proposed commercial land uses, specifically the 40,000 square feet of quality restaurant, will cause a net increase in VMT as compared to the existing commercial land use on the site. The project proposes to implement a daily retail shuttle between Frontier Drive and the Old Town Transit Center for the first 10 years of the project opening Phase 1, which is anticipated to occur in 2030. The shuttle would operate between 12:00 PM and 10:00 PM using one vehicle at 20- to 30-minute headways. This shuttle, in combination with the 20-minute staggered bus headways for the existing local bus routes 8 and 9, would incentivize visitors to utilize transit to access the project site.

5.2 ENTERTAINMENT LAND USE

It is anticipated that the proposed entertainment land uses would cause a net increase in VMT as compared to the existing entertainment land use due to the anticipated increase in number of events per year and attendees per event. Based on the travel demand model, the VMT per employee is not the cause of the VMT impact; rather, the VMT impact is caused by spectators as discussed in the off-model calculations. The project proposes to implement an employee transit subsidy for the Entertainment Center employees to offset the net increase in VMT for the project. The transit subsidy would be offered to all employees at \$36 per month (50% of the monthly pass rate) for the first 10 years of the project opening Phase 1, which is anticipated to occur in 2030.

6 MULTI-MODAL PROJECT FEATURES

The Midway Rising project will provide accessible connections to the trolley station as envisioned in the Community Plan to encourage multi-modal trips. The proposed multi-modal improvements are illustrated in **Figure 5**, and more details are provided in **Appendix A**.

The following multi-modal improvements are proposed as part of the Phase 1 (Year 2030) of the project:

- Construct a Class I multi-use path along the project frontage (south side) on Kurtz Street from the west edge of Block H1 to Greenwood Street.
- Construct a Class I multi-use path along the east side of Frontier Drive (south of the privately-owned parcels) when this public street is constructed.
- Construct a Class I multi-use path along the project frontage (north side) on Sports Arena Boulevard and a Class IV one-way cycle-track in the westbound direction along the project frontage from Frontier Drive to the east edge of the site.
- Relocate existing local bus stop (ID 13344) to the west side of the Sports Arena Boulevard / East Drive intersection (approximately 200' to the west of the existing stop). Provide a sign, bench, schedule display, route and system map, trash receptacle, concrete bus pad, and shelter.
- Provide event shuttle service between off-site business park lot and the Entertainment Center from 5pm to 1am. Shuttles will be used for events with greater than 10,000 spectators. Event shuttle will run along Sports Arena Boulevard, Frontier Drive, Kurtz Street, and Hancock Street. For all events with greater than 10,000 spectators, shuttle headway will be 5 minutes for pre-event and post-event service.
- Provide event shuttle service between Old Town Transit Center and the Entertainment Center from 5pm to 1am. Shuttles will be used for events with greater than 7,500 spectators. Event shuttle will run along Rosecrans Street, Sports Arena Boulevard, Frontier Drive, and Kurtz Street. For events with between 7,500 and 14,500 spectators, shuttle headway will be 5 minutes for pre-event and post-event service. For events with 20,000 spectators, shuttle headway will be 2 minutes for pre-event and post-event service.
- Provide a retail daily shuttle service between Old Town Transit Center and Frontier Drive for the first 10 years of the project opening Phase 1, anticipated to occur in 2030. The shuttle would operate between 12:00 PM and 10:00 PM using one vehicle at 20- to 30-minute headways. Shuttle included based on anticipated VMT mitigation.

The following multi-modal improvements are proposed as part of the Phase 2 (Year 2035) of the project:

- Construct a Class I multi-use path along the project frontage (south side) on Kurtz Street from Hancock Street to the west edge of Block H1.
- Construct a Class I multi-use path along the east side of Frontier Drive (along the privately-owned parcels frontage).
- Construct a Class I multi-use path along the south side of Kurtz Street (east of Greenwood Street) and along the southeast side of Rosecrans Street to provide a connection to the Old Town Transit Center via walking and biking. The multi-use path will be developed in coordination with the City and adjacent property owners; however, it is intended to be feasible within existing City right-of-way, and not be located within private property. Conceptual plans for this proposed improvement are included in Appendix A.

- Construct a Class I multi-use path along the project frontage (north side) on Sports Arena Boulevard and a Class IV one-way cycle-track in the westbound direction along the project frontage from the west edge of the site to Frontier Drive.
- Construct Class IV one-way cycle-tracks on both sides of the proposed Kemper Street extension within the site.
- Construct a roundabout at the intersection of Hancock Street and Kurtz Street.
- Stripe exclusive bus / right-turn only lanes on:
 - Sports Arena Boulevard between W Point Loma Boulevard and Kemper Street – westbound direction only
 - Sports Arena Boulevard between Kemper Street and Camino Del Rio West – both directions
 - Rosecrans Street between Sports Arena Boulevard and Kemper Street – both directions

The project team will coordinate with MTS, the San Diego Association of Governments (SANDAG), and the City regarding the timeline and design details of implementation for these improvements. Developer is responsible for striping only.

- Construct a new local bus stop (ID not identified by MTS) on the west side of the Sports Arena Boulevard / Kemper Street intersection. Provide a sign, bench, schedule display, route and system map, trash receptacle, concrete bus pad, and shelter.
- Relocate existing bus stop (ID 13345) to the west side of the Sports Arena Boulevard / Frontier Drive intersection (approximately 150' to the east of existing stop) and designate stop as a future RAPID bus stop per the MTS Designing for Transit Manual (February 2018). The RAPID service is anticipated to be implemented by 2035. Provide a sign, bench, schedule display, trash receptacle, concrete bus pad, rapid shelter, and a real-time digital display. Developer to coordinate with MTS for improvements.
- Provide event shuttle service between offsite parking at SeaWorld and the Entertainment Center from 5pm to 1am. Shuttles will be used for events with greater than 12,000 spectators. Event shuttle will run along W Mission Bay Drive, Sports Arena Boulevard, Frontier Drive, Kurtz Street and Hancock Street. For events with between 12,000 and 14,500 spectators, shuttle headway will be 5 minutes for pre-event and post-event service. For events with 20,000 spectators, shuttle headway will be 2 minutes for pre-event and post-event service.

Figure 5 Proposed Multimodal improvements



BASEMAP SOURCE: SAFDIE RABINES ARCHITECTS

APPENDIX A: MIDWAY RISING PROJECT TENTATIVE MAP