



DATE: June 17, 2014

CATEGORY: New Business

DEPT.: Community Development

TITLE: **Levi's Stadium Impacts to
Downtown Mountain View**

RECOMMENDATION

1. Approve staff's proposed stadium event day parking pilot program that directs Levi's Stadium patrons to specific public parking facilities.
2. Introduce an Ordinance of the City of Mountain View Amending Sections 19.95.1 and 19.96 of Chapter 19 of the Mountain View City Code Related to Parking in City Parking Lots and on Castro Street, to be read in title only, further reading waived, and set second reading for June 24, 2014 (Attachment 1 to the Council report).
3. Adopt a Resolution Authorizing the Closure of Parking Lot No. 12 on Levi's Stadium Sunday Event Days to Be Open from 9:00 a.m. to 2:00 p.m. from August 1, 2014 Through May 31, 2015 for the California Farmers' Market Association (Attachment 2 to the Council report).
4. Authorize the City Manager to execute an agreement with the California Farmers' Markets Association regarding rent, liability, insurance, and other operational requirements.

BACKGROUND

Levi's Stadium is set to open in August 2014 and will impact downtown Mountain View on event days due to the anticipated use of Mountain View's Transit Center and regional transit facilities. There are currently 17 events scheduled at the stadium from August 2014 through April 2015, nine of which are scheduled on Sundays. The Santa Clara Stadium Authority developed a Traffic Management and Operations Plan. The goal of the Plan is to facilitate and encourage the use of transit on event days at Levi's Stadium. However, this increased reliance on regional transit facilities for travel to and

from Levi's Stadium may have significant traffic, parking, and crowd-control impacts for Mountain View, and the downtown in particular.

The Mountain View Transit Center is in a unique position where the Valley Transportation Authority (VTA) provides stadium patrons direct light rail service to the stadium while Caltrain provides transit users a transfer point to VTA's light rail. VTA estimates that 2,600 to 3,400 customers may choose public transit and transfer from Caltrain to VTA in Mountain View. VTA also estimates approximately 500 to 600 cars will park and ride from downtown Mountain View.

Based upon the VTA projections and current demands of downtown Mountain View, this could impact the downtown in three ways: (1) available parking for stadium patrons and downtown visitors within the downtown commercial core and at the Mountain View Transit Center; (2) parking for the surrounding residential neighborhoods; and (3) the Sunday Farmers' Market. It is important to ensure that some strategies are in place for the first year of the Levi's Stadium operation to mitigate impacts to Mountain View. Staff will observe and assess the impacts the stadium has on the downtown and develop long-term solutions to minimize impacts to the Mountain View community after the first year's experience.

ANALYSIS

Stadium Event Parking Pilot Program – Downtown Mountain View

The Mountain View Transit Center is owned and operated by Caltrain and the Joint Powers Board (JPB). On weekdays, the parking facility is fully utilized by Caltrain patrons. In addition, there are high weekday parking occupancy levels on streets near the Transit Center, as well as spillover parking into the surrounding residential neighborhoods. Meanwhile, the public parking facilities that serve the downtown commercial core are frequently at capacity during lunch and dinner hours Monday through Saturday.

Staff is recommending that a one-year stadium event parking pilot program be implemented for the stadium's first year of operation. The VTA projections estimate that 500 to 600 cars will be driving to the Mountain View Transit Center and the Caltrain parking lot can accommodate 330 cars. This would leave approximately 170 to 270 cars to park in nearby parking facilities.

The current timed restrictions of two hours for the public parking facilities (except for Parking Lot 11, with three hours) and 90 minutes on Castro Street would be extended to Saturday and Sunday stadium event days. To accommodate the stadium event patrons,

staff recommends designating Parking Structure 1 and Parking Lots 4, 8, and 9 as unrestricted and available parking for those patrons on stadium event days (Attachment 3). This would provide 552 parking spaces for stadium event patrons. However, those parking facilities would still remain open to the general public.

Temporary advisory signage would be placed at the entrance of each public parking facility and around the downtown and neighboring residential areas the weekend of the stadium event to direct and inform the public of the designated parking facilities. Police enforcement of the timed restrictions would also be in effect and begin approximately four hours before the start of the stadium event. Meanwhile, outreach through the City's social media channels and neighborhood associations would be done to alert the public of the designated parking structures/lots.

Also, in regard to the Caltrain parking lot and the Caltrain/VTA station, staff is in consultation with VTA, Caltrain, and appropriate law enforcement agencies. VTA is developing a plan for managing the crowds queuing and safely moving riders between transit modes at the Mountain View Transit Center. These plans are still under development and discussion. Once the plans are in place, staff would coordinate with VTA, Caltrain, and Levi's Stadium staff to provide information to all the respective audiences.

Staff would observe and assess the pilot program throughout the first year, including outreaching to the downtown business community and neighborhood associations. Staff would then come back to the Downtown Committee and City Council with proposed long-term recommendations after the conclusion of the first season.

Farmers' Market—Temporary Location

The Farmers' Market, run by the California Farmers' Markets Association (CFMA), operates in a portion of the Caltrain Station parking lot from 9:00 a.m. to 1:00 p.m. every Sunday. Approximately 2,500 to 3,000 people patronize the market each week.

The location of the Farmers' Market, as well as the demand for parking by those patrons, limits the number of potential parking spaces available for stadium guests in and around the Mountain View Transit Center on Sunday mornings.

Levi's Stadium is scheduled to host nine Sunday events—eight San Francisco 49ers games and one nonfootball event—from mid-August 2014 through the end of March 2015 that could impact the Farmers' Market. The JPB is currently in discussion with CFMA to amend their lease to one of the following options: move to another location on Levi's Stadium Sunday event days, or move the Farmers' Market date from Sunday

to Saturday so they can stay at the Caltrain Station parking lot. The JPB has also given the CFMA the option to terminate the lease. CFMA is seeking to move to another location on stadium event days.

The most viable option for the CFMA is relocating to another downtown location temporarily. Representatives of the CFMA and City staff have been working collaboratively to determine which option would work for the Farmers' Market and the community. Staff identified alternative locations for the market based upon the following criteria—size of the market, access to a paved surface, impacts to the residential neighborhoods, proximity to downtown, adequate customer parking, access to farmer vehicle parking, potential traffic impacts from Levi's Stadium patrons, and current/future City initiatives.

Six potential locations were analyzed by staff and the CFMA: Downtown Parking Lot 6, Downtown Parking Lot 12, Pioneer Park/Civic Center Plaza, Castro Street between California and Church Streets, 1200 Villa Street (property owned by Google), and Shoreline Regional Park. Pros and cons for each site were considered (Attachment 4). The six locations were narrowed down to two potential locations—Parking Lot 12 and Parking Lot 6, with the street closure of Hope Street between Dana and California Streets.

The Downtown Committee discussed this and is recommending Parking Lot 12 (Attachment 5) as the temporary location for the Farmers' Market on Sunday stadium event days. The location would accommodate the entire market and would require minimal City staffing. No street closure is required, and staff would work with the Farmers' Market to ensure the parking lot is properly signed and closed to traffic. Lot 12 also has good access to public parking—Parking Structure 3 and City Hall. This location would provide some distance from the Mountain View Transit Center and all the stadium event day related activity. Overall, the location would keep the Farmers' Market in the downtown and provide opportunities for nearby businesses.

However, there are some challenges with the location. The City does not officially own the entire parking lot due to the dissolution of the Revitalization Authority and could not enter into a contract with the CFMA until the ownership issue is resolved. We expect that to be completed by the end of July. There are potential parking and noise impacts to the adjoining residential units and surrounding neighborhood. In addition, the Center for the Performing Arts holds Sunday matinee shows, which start at 1:00 p.m. or 2:00 p.m.

The alternative location is Parking Lot 6, with the street closure of Hope Street between Dana and California Streets (Attachment 5). Parking Lot 6 alone would only

accommodate 60 percent of the Farmers' Market, so the street closure was added to the proposed site plan to increase capacity to 80 percent. Lot 6 is closer to the Transit Center compared to Lot 12 and has access to several parking facilities.

However, this location also has some challenges. The addition of Lot 6 and Hope Street would not accommodate the entire market. After initially indicating support from the Farmers' Market, CFMA recently expressed concerns because only 80 percent of the market could be accommodated. The closing of Hope Street between Dana and California Streets would require the City's standard street closure procedures and staffing, including Police presence at the closure, which could cost up to \$45,000 for the season. As an alternative to those costs, Police staff could place Police vehicles at the street entry points. These vehicles would act as barriers to reduce the staffing costs and requirement for Police presence. Another challenge is a portion of the block would need to remain clear from any Farmers' Market vendors to accommodate access to two multi-family residential buildings and one single-family home.

Staff recommends the temporary location of Parking Lot 12 be in effect from August 2014 through May 2015. If the Council approves the location, staff would move forward with an agreement which would include rent of \$350 per Sunday, liability and insurance requirements, when the Farmers' Market can occupy the site (8:00 a.m. – one hour earlier than is currently the case in order to mitigate impacts on the neighbors), and other operational requirements. After staff has observed and assessed the temporary location, outreached to the downtown community, and discussed additional needs related to the Farmers' Market, staff would return to the Downtown Committee and City Council next year with long-term recommendations. Lot 12 is likely to be considered for development at some point in the next few years.

Downtown Committee and Central Business Association

At the June 3, 2014 Downtown Committee meeting, the Committee discussed how the Farmer's Market will be impacted by Levi's Stadium. The Committee recommended that the Farmers' Market move to Parking Lot 12 on stadium event days for the first year because it would accommodate the entire market while staff could assess the impacts Levi's Stadium will have on the downtown. The Committee also discussed the option of implementing paid parking during stadium event days and outreach to the business community. However, the Committee concluded that staff needs to observe and assess the first year before developing long-term recommendations, such as paid parking.

Meanwhile, the Central Business Association is putting together a marketing plan to welcome Levi's Stadium patrons to Downtown Mountain View. Restaurants and

retailers will provide stadium event day specials to encourage patrons to stay longer in downtown before and after the event.

FISCAL IMPACT

Implementation of the stadium event pilot parking program, including creating the signs, setting up the signs each stadium event weekend, and enforcement, would be absorbed into the proposed Fiscal Year 2014-15 Parking District budget. Police enforcement cost for one stadium event is approximately \$100 (five hours of enforcement at \$20 per hour), with a total cost of \$1,700 for all currently scheduled 17 stadium events. If more Police enforcement staffing is required during the first season, staff would come back to the City Council with a midyear budget appropriation request.

The temporary relocation of the Farmers' Market to Parking Lot 12 would require minimal staffing and could be absorbed by the proposed Fiscal Year 2014-15 budget. The Police Department currently provides towing services for the Farmers' Market to help clear the Caltrain parking lot within their existing budget. They would provide the same service for Parking Lot 12. Staff would also create signage advising the public of the Farmers' Market hours and parking lot closure. The Farmers' Market would then be responsible for signing the parking lot, cleanup of the lot after the market, and disposing of the trash generated from the market.

The City would charge \$350 for each Sunday the Farmers' Market is required to move from the Caltrain parking lot to Parking Lot 12. This is the same amount the Farmers' Market currently pays per week for use of the Caltrain parking lot. If the Farmers' Market needs to find a new permanent location on City-owned property after the first year, a lease would be negotiated to cover all staff costs.

ALTERNATIVES

1. Approve the use of Parking Lot 6 with the street closure of Hope Street between Dana and California Streets for the Farmers' Market.
2. Provide an alternative temporary location for the Farmers' Market other than Parking Lots 6 and 12.
3. Provide other direction on the stadium event day parking pilot program.
4. Approve none of the recommendations and provide other direction.

PUBLIC NOTICING

Agenda posting and a copy of the report was sent to the Central Business Association, Chamber of Commerce, and Downtown Committee. In addition, notices will be delivered mailed to all the affected residents and e-mailed to all neighborhood associations.

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- Attachments:
1. Ordinance
 2. Resolution
 3. Downtown Parking Map
 4. Initial List of Six Potential Farmers' Market Sites
 5. Proposed Farmers' Market Site Locations

cc: California Farmers' Markets Association

Central Business Association

Downtown Committee

PC – Nowaski, TBM, TP, CTE, PWD, PCE – Arango, STE