



Technical Memorandum

To: Brett Feuerstein, Jamacha Sweetwater LLC

From: Marc Mizuta, Mizuta Traffic Consulting

Date: January 6, 2021

Re: Parking Demand Study for the SE Corner of Jamacha and Sweetwater Development Project

The following memorandum summarizes the parking demand study conducted for the proposed development (herein referred to as “the project”) located on the southeast corner of the Jamacha Road & Sweetwater Road intersection in the Spring Valley community in unincorporated San Diego County. This memorandum summarizes the current parking requirements for the project, the parking demand survey methodology and findings, and parking recommendations for the project.

PARKING REQUIREMENTS

The County of San Diego off-street parking requirements state that for a retail use (retail sales and services) requires 4.5 parking spaces per 1,000 sf of gross floor area (GFA) and that the total eating, drinking, and entertainment uses cannot exceed 15 percent of the GFA. The proposed project contains a total of 159,679 square feet (sf), of which 8,990 sf is related to dining uses and correlates to approximately six percent dining uses.

The *Urban Land Institute (ULI) Shared Parking Manual, 2nd Edition* was also referenced to review the parking requirements for a community shopping center, which contains less than 400,000 sf. This use is more consistent with the proposed project and the recommended parking rate of 4.0 parking spaces per 1,000 sf is recommended and restricts dining/entertainment uses to 10 percent of the overall area of the shopping center.

SURVEY METHODOLOGY

A parking survey was conducted at two similar sites as the proposed project over a two-day period on a typical weekday. The parking survey was conducted hourly between the hours of 12:00 PM and 3:00 PM. According to the *ULI Shared Parking Manual*, the time period with the highest parking demand on a typical weekday at a shopping center occurred at 1:00 PM.

A thorough field investigation was performed at the two sites. The number of available parking spaces (regular and ADA) and any vacant tenant spaces were recorded. The area of the buildings was estimated via Google Earth.

Based on the results of the parking demand survey, the peak parking demand rate was determined by dividing the parking demand by the gross floor area of the occupied spaces in the buildings.

PARKING DEMAND SURVEY SITES

Research was performed to identify other sites that contained uses similar to the proposed project. Some of the criteria used for the research were sites located in San Diego County and similar land use mix of the proposed project. Table 1 summarizes the sites selected for the parking survey.

Table 1: Comparison of Surveyed Sites

Shopping Center	Area (sf) ¹	Location	Distance from Project (mi)	Land Use Mix
SE Corner of Sweetwater & Jamacha	159,679	Spring Valley	n/a	Retail, Restaurant, Grocery, and Pharmacy
Rancho San Diego Town & Country	367,100	Rancho San Diego	5.0	Retail, Restaurant, Grocery, and Pharmacy
Gateway Marketplace	265,700	Chula Vista	6.5	Retail, Restaurant, and Grocery

Notes:

1. The area only includes the occupied space on the dates of the survey. There is approximately 8,500 sf of vacant space at Rancho San Diego Town & Country and 16,800 sf of vacant space at Gateway Marketplace.

As shown in the table, the two sites selected for the study included the Rancho San Diego Town & Country (2520 Jamacha Road) and Gateway Marketplace (Highway 54 and 4th Avenue). The Rancho San Diego Town & Country contains a total of 1,796 spaces, including 1,742 regular spaces and 54 ADA spaces. The area of the buildings is approximately 375,600 sf. However, there is approximately 8,500 sf in vacant space, resulting in an occupied total of 367,100 sf.

The Gateway Marketplace contains a total of 1,212 spaces, including 1,178 regular spaces and 34 ADA spaces. The area of the buildings is approximately 282,500 sf. However, there is approximately 16,800 sf in vacant space, resulting in an occupied total of 265,700 sf.

Both of these sites are located in San Diego County and within 6.5 miles of the proposed project. Additionally, the land use mix for these sites contained similar tenants (i.e., Ross, Ralph's/Smart & Final, Rite Aid, McDonald's, etc.).

SURVEY RESULTS

Table 2 summarizes the results of the parking demand survey.

Table 2: Peak Parking Occupancy

Shopping Center	Area (sf) ¹	Date of Count	Peak Parking Demand ²	Peak Parking Ratio (# spaces/1,000 sf)
Rancho San Diego Town & Country	367,100	Tue, 07/16/19	711	1.94
		Fri, 07/19/19	975	2.66
Gateway Marketplace	265,700	Wed, 07/17/19	545	2.05
		Thu, 07/18/19	500	1.88

Notes:

1. The area only includes the occupied space on the dates of the survey. There is approximately 8,500 sf of vacant space at Rancho San Diego Town & Country and 16,800 sf of vacant space at Gateway Marketplace.

2. The peak parking demand represents the highest demand between the hours of 12:00 PM and 3:00 PM.

As shown in the table, the peak parking utilization occurred at 1:00 PM on the Friday survey at the Rancho San Diego Town & Country site and at 2:00 PM on the Wednesday survey at the Gateway Marketplace site. The peak parking ratio for the entire parking survey resulted in 2.66 spaces per 1,000 sf.

According to the *Urban Land Institute (ULI) Shared Parking, 2nd Edition*, the peak parking demand for a shopping center land use on a weekend would occur between 2:00 and 3:00 PM, which coincides with the same time period that data was collected at the two sites. Additionally, the parking demand was adjusted to account for seasonal variations. The *ULI Shared Parking* publication contains monthly adjustment factors to adjust parking demand counts to the peak month occurring in December. For a shopping center land use, the parking demand obtained in July are 64 percent of the peak demand in December. Table 3 summarizes the seasonally adjusted peak parking demand.

Table 3: Seasonally Adjusted Peak Parking Occupancy

Shopping Center	Peak Parking Demand ¹	Monthly Adjustment Factor ²	Seasonally Adjusted Peak Parking Demand	Seasonally Adjusted Peak Parking Ratio (# spaces/1,000 sf)
Rancho San Diego Town & Country	711	1.49	1,111	3.59
	975		1,523	
Gateway Marketplace	545		852	3.07
	500		781	

Notes:

1. The peak parking demand represents the highest demand between the hours of 12:00 PM and 3:00 PM.
2. The monthly adjustment factor was based on the data contained in Table 2-3 of the *ULI Shared Parking, 2nd Edition*.

As shown in the table, the seasonally adjusted peak parking ratio ranged between an average of 3.07 to 3.59 parking spaces per 1,000 sf.

CONCLUSION

The results of the parking demand survey at two similar sites compared to the proposed project shows that the peak parking ratio of 2.66 spaces per 1,000 sf is lower than the County of San Diego's 4.5 spaces per 1,000 sf requirement. It is also lower than the 4.0 spaces per 1,000 sf rate contained in the *ULI Shared Parking Manual*. Additionally, when seasonally adjusted, the peak parking ratio resulted in 3.59 spaces per 1,000 sf.

By applying the peak parking ratio of 3.59 spaces per 1,000 sf to the proposed project size of 159,679 sf, this results in a total of 573 spaces to accommodate the peak parking demand on a weekday. The project will provide a minimum of 639 parking spaces, which equates to a parking rate of 4.0 spaces per 1,000 sf and in excess of 66 parking spaces to meet the seasonally adjusted peak parking demand.

Furthermore, the nearby transit stops located on Jamacha Road and Sweetwater Road and the proposed businesses with a drive-thru window may result in individuals visiting the site, but not



utilizing any of the parking spaces. Therefore, it is concluded that the proposed project will provide adequate parking with the construction of the project.