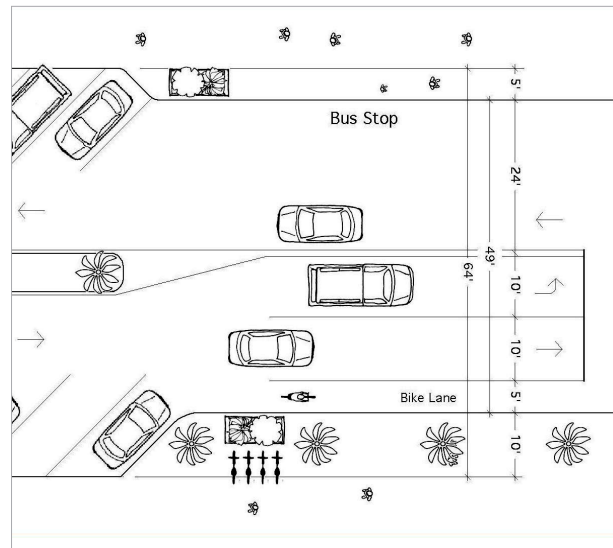


Pacific Pointe Parking and TDM Study

The Pacific Pointe project proposed a mixed-use development including a hotel, residential condominiums, and ground-floor retail located near the ocean on an existing surface parking lot. The local zoning code contained no parking standard for this type of project, and the developer desired to minimize the project's parking demand and vehicle trips to help achieve the sustainability goals for the development. The developer therefore required a parking analysis and a TDM study, with a focus on reducing vehicle trips, creating shared parking opportunities, and identifying how much parking was appropriate to provide for this type of project.

In response, Nelson\Nygaard proposed several parking and transportation demand management (TDM) measures for incorporation in the proposed development to reduce vehicle trips. They estimated the overall parking demand for the proposed project as well as estimating the on-site parking efficiency gains made possible by implementing valet, tandem, and stacked parking operations. Several options for making more efficient use of existing off-site parking facilities were recommended, including angled on-street parking. In addition, strategies for mitigating spillover parking problems in surrounding neighborhoods were developed. Nelson\Nygaard also determined a preliminary estimate of vehicle trips that would be associated with the new development relative to existing vehicle trips.

The local community and city officials showed concern over parking and traffic impacts from a dense mixed-use development in a relatively low-density residential neighborhood. Nelson\Nygaard's analysis showed that parking could easily be accommodated on site, that the impacts of additional trips associated with the project would be relatively minimal compared to existing trips and that on-street parking, pedestrian and bicycle amenities, and safety treatments could be included within the existing roadway capacity.



Project Duration: 2006-2007

Total Budget: \$45,000

For more information:

CPH Tower LLC

PO Box 25400

Ventura, CA 93002-2276

Contact:

Harvey Champlin

Managing Member

805-701-7017

harvey@harveychamplin.com