

San Clemente, CA

Parking and Transportation Demand Management Master Plan

The City of San Clemente was in the midst of a new mixed-use development which would no doubt reshape the transportation patterns and parking needs of its North Beach District. Nelson\Nygaard was hired by the City to develop a comprehensive parking and transportation demand management master plan for this district that would take a comprehensive look at existing parking and Transportation Demand Management (TDM) policies and propose a number of carefully laid out parking management strategies that address several future development scenarios to meet the City's goals for the North Beach District.

The North Beach District attracts a wide array of user groups who often have different and potentially conflicting parking needs, thus a primary objective of the plan involved balancing the needs of residents, beach and public users, employees, and transit riders. Another key

objective of the plan was to address the future parking needs that will be generated by new development. By creating a plan that incorporated parking management tools such as demand-responsive parking pricing, residential parking benefit districts, shared parking, new parking management technologies and wayfinding signage, and a park once district, the City of San Clemente will be able to better balance the needs of various groups while also enabling and supporting future development in the North Beach District with an appropriate amount of new parking.

The master plan process included many one-on-one stakeholder interviews, a public workshop, and multiple public hearings in which community members were able to voice their concerns and hopes for the plan. The Master Plan was adopted by the City Council in February, 2009.



Project Duration:

2008-2009

Total Budget:

\$110,616

For more information:

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