

Freeway Commercial
South Portion
Otay Ranch Town Center
Transportation Demand Management Program

Project Sponsor/Applicant:

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Introduction

The City of Chula Vista seeks to improve the quality of life of its residents by implementing Transportation Demand Management (TDM) strategies, as well as incorporating TDM measures in the development review process, consistent with the Land Use and Transportation Element of the Chula Vista General Plan, Vision 2020, Policy Objective LUT 18. These measures are used to address periods of traffic congestion by improving air quality, reducing Greenhouse Gas emissions, and encouraging alternative means of transportation. TDM refers to programs and strategies intended to reduce traffic congestion during peak community periods by encouraging the use of transportation alternatives.

Some TDM goals listed in the Otay Ranch Planning Area 12, Freeway Commercial North, Transportation Demand Management Program, April 2018 document are applicable to the Freeway Commercial South portion of the Freeway Commercial Sectional Planning Area (SPA) Plan and include:

- ❖ Encourage multi-modal transportation options that reduce carbon emissions.
- ❖ Reduce roadway congestion, including freight, especially during peak periods, such as
 - San Diego Association of Governments (SANDAG), on a regional level, utilizes TDM programs like its iCommute program to reduce roadway congestions for the freight sector. They employ Transportation Systems Management (TSM) and Operational Improvements as a strategy to increase highway capacity without significant capital investment. This involves implementing operation improvements such as constructing auxiliary lanes on freeways, installing Intelligent Transportation System (ITS) features like variable message signs for real-time information, and utilizing corridor-wide ramp meters at highway entrances. These measures aim to enhance system efficiency, address traffic bottlenecks, and regulate traffic flow.
 - Efficient access to and through the North Coast Corridor (NCC) is crucial for regional and corridor economic viability and sustainability, particularly for the tourism and freight sectors. The NCC transportation improvements, including both rail and highway enhancements, are projected to generate economic benefits for the regional freight industry. These benefits primarily arise from cost savings for shippers due to improved travel times. While San Diego serves as a major freight gateway connecting the region to Los Angeles and other parts of California, a significant proportion (92%) of freight volume either originates from or is destined for San Diego County. Therefore, the NCC transportation improvements, especially those on Interstate 5, will result in time and cost savings for shippers, consequently supporting and sustaining the critical freight sector of the regional economy.
- ❖ Support implementation of the TDM goals in the General Plan
- ❖ Capitalize on the TDM programs offered by SANDAG.
- ❖ Reduce reasons for residents to travel outside Chula Vista for work and recreation.
- ❖ Avoid being overly burdensome and costly – particularly for businesses
- ❖ Create a program that is far-reaching, but also able to adapt to the unique communities within the City

- ❖ Ensure program viability through a creative approach to funding.

General Plan

TDM strategies are incorporated into Land Use and Transportation Element of the Chula Vista General Plan, Vision 2020, adopted December 13, 2005, and Amended July 13, 2021, as described below.

Policies:

Objective - LUT 18: Reduce traffic demand through Transportation Demand Management (TDM) strategies, increased use of transit, bicycles, walking, and other trip reduction measures.

- LUT 18.1 Support and encourage the use of public transit.
- LUT 18.2 Provide an efficient and effective paratransit service for elderly and handicapped persons unable to use conventional transit service.
- LUT 18.3 Provide and enhance all feasible alternatives to the automobile, such as bicycling and walking, and encourage public transit ridership on existing and future transit routes.
- LUT 18.4 Use master planning techniques in new development and redevelopment projects to enable effective use of public transit.
- LUT 18.5 Implement TDM strategies, such as carpooling, vanpooling, and flexible work hours that encourage alternatives to driving alone during peak periods.
- LUT 18.6 Encourage employer-based TDM strategies, such as: employee transportation allowances; preferential parking for rideshare vehicles; workplace-based carpool programs; and shuttle services.
- LUT 18.7 Support the location of private “telework” centers.
- LUT 18.8 Encourage establishment of park-and-ride facilities near or at transit stations, as appropriate to the area's character and surrounding land uses.
- LUT 18.9 Adopt roadway design guidelines that enhance street connectivity for pedestrians.

Implementation of TDM in FC 1

The Otay Ranch Town Center Freeway Commercial (FC 1) is designed as a sustainable and pedestrian-friendly community. The following section outlines how the project meets the TDM objectives. The Freeway Commercial SPA features support the TDM with regard to walking, biking and transit, versus driving.

- ✓ As a pedestrian- and transit-oriented development, FC 1 contains complete streets and walkable activity centers (public park, public plaza, retail and restaurants along Main Street). Refer to Figure 1. General Plan policy LUT 18.1 supports this strategy.
- ✓ Mixed uses and residential result in a more compact development which makes walking a feasible alternative to driving. It creates an active urban community that is bike- and pedestrian-friendly and offers diverse amenities in its own neighborhood. General Plan

policy LUT 18.3 supports this strategy.

- ✓ The project provides a connection to an existing bicycle trails along Olympic Parkway, Eastlake Parkway, and Birch Road, connecting it to a city-wide network. General Plan policy LUT 18.3 supports this strategy.
- ✓ The Otay Ranch Town Center plan encourages alternatives to driving by providing services, shopping, and entertainment opportunities within walking distance of the high-density residential, which promotes walking and biking instead and alleviates traffic congestion. General Plan policy LUT 18.3 supports this strategy.
- ✓ Otay Ranch Town Center is in direct adjacency to the residential and hotel uses in Freeway Commercial North (FC 2) and can be reached by walking. General Plan policy LUT 18.3 supports this strategy.
- ✓ The Otay Ranch Town Center is adjacent to Otay Ranch Village 11 and Otay Ranch Village 6, which include neighborhood serving uses such as parks, plazas, schools, and a mix of land uses served by regional transit and pedestrian facilities, which would be expected to divert some trips from passenger vehicles to other modes. It may be noted that a Bus Rapid Transit (BRT) overcrossing currently crosses over State Route 125. General Plan policy LUT 18.3 supports this strategy.
- ✓ Pedestrian sidewalks and pathways connect residential and commercial uses to each other, the parks, and the Main Street Plaza (at the center of the overall development), creating a pedestrian friendly environment and encouraging residents to walk (see Figure 2). General Plan policy LUT 18.3 supports this strategy.
- ✓ The SPA provides pedestrian access to mass transit. The Otay Ranch Town Center is located within blocks of regular bus routes. Additionally, there is a dedicated right-of-way for the BRT route along the northern and eastern project boundaries. General Plan policies LUT 18.1 and LUT 18.3 support this strategy.
- ✓ A Park and Ride facility is located (on-site) abutting the BRT station on the northwest corner of the intersection of Main Street and Eastlake Parkway. General Plan policy LUT 18.8 supports this strategy.
- ✓ The SPA contains cycling infrastructure (designated bike lanes, multi-use paths, bike racks), the goal of which is to enhance riders' experience by providing a safe route and encourage the use of this alternative to driving. General Plan policy LUT 18.3 supports this strategy.
- ✓ Pedestrian connections throughout the project - interior courtyards, paseos, promenades, and plazas – make the project site more accessible and provide better customer access to businesses located on Town Center Drive. General Plan policy LUT 18.3 supports this strategy.
- ✓ The SPA design incorporates enhanced bike amenities such as secure and convenient bike parking, locker rooms, and bike repair stands near multi-family, employment, and recreation areas to augment investments in active transportation infrastructure within the community. General Plan policy LUT 18.3 supports this strategy.

- ✓ The SPA design incorporates dedicated parking for carpools/vanpools at the hotel employment sites. General Plan policy LUT 18.3 supports this strategy.
- ✓ Residential Homeowners Association, Apartment Management Office, and Business Association will perform TDM outreach and education that include information and incentives that help residents, employees, and visitor try transportation alternatives that meet their personal travel needs. This strategy can help meet the travel needs of residents and employees who may carpool, vanpool, or take transit to and from the Otay Ranch Town Center.

The proposed SPA Amendment is consistent with the City’s General Plan, Vision 2020, as amended, the Otay Ranch General Development Plan and furthers the goals of reducing vehicle trips through the provision of residential dwelling units proximate to existing commercial services, including retail, grocery, restaurant, hotel, schools, parks, and transit facilities. The mixing of land uses, on-site, will result in the reduction of vehicle trips as demonstrated in analysis by the San Diego Association of Governments (Trip Generation for Smart Growth, June 2010) and most recently the County of San Diego (Transportation Study Guidelines, September 2022) across the project area, the community, and the region.

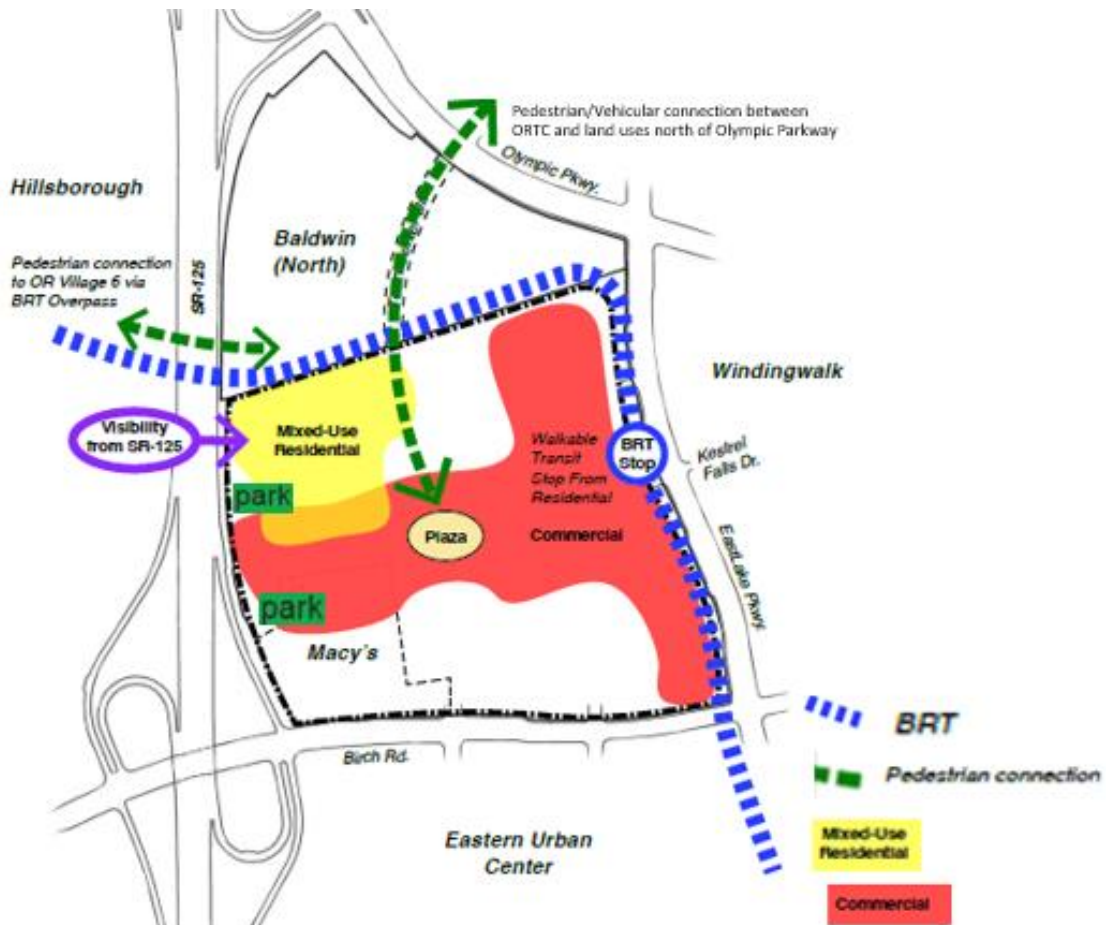


Figure 1. Site Plan Concept

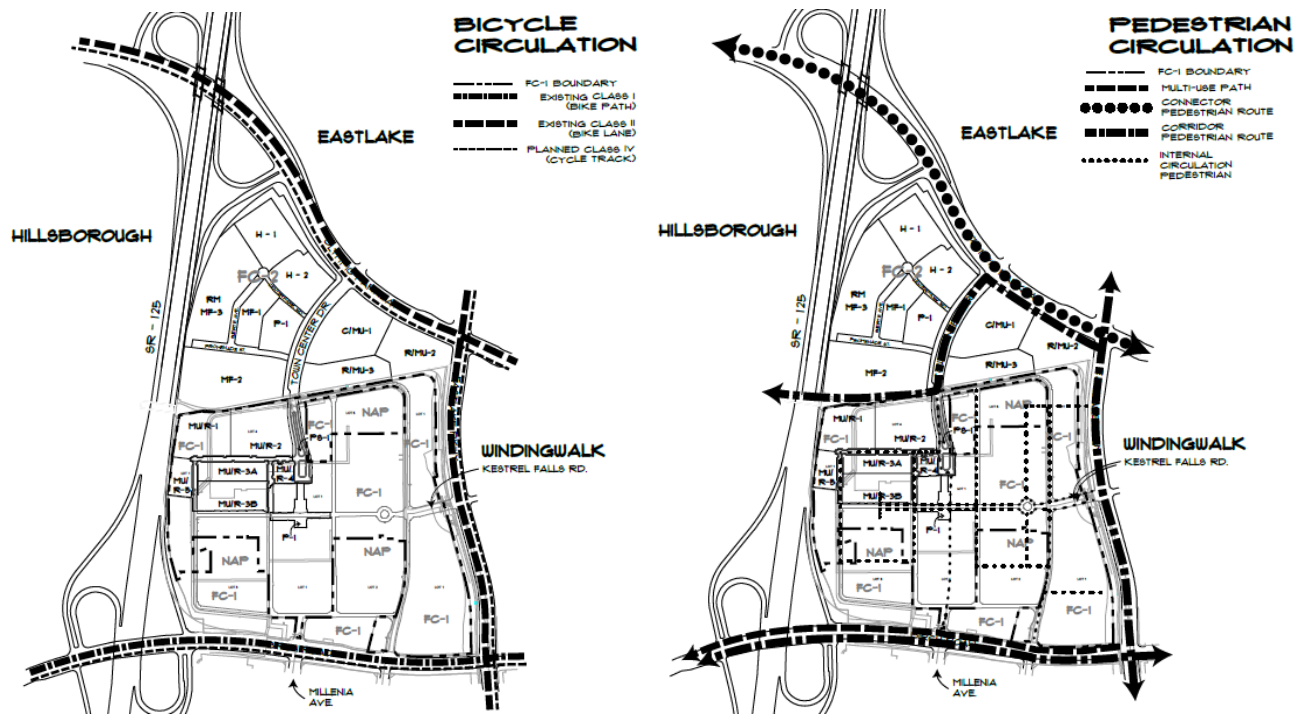


Figure 2. Pedestrian/Bicycle Circulation.