

Other Management Strategies

Efforts should be made to reduce parking demand through improved transit service, increased carpooling, and promotion of telecommuting/alternative work schedules for the business portions of the community.

Additionally, bicycle-parking facilities (bicycle lockers and/or parking racks) should be provided in the visitor areas of the community, such as the areas along Coast Boulevard.

1.4 Conclusions

Based on the data analysis and observations there is clearly a parking deficiency in the Village area. At first glance it seems that the parking deficiency is really just a shortage of convenient low cost parking spaces. However, it is much more than that. There is a shortage of parking supply. If all the on-street and public off-street parking spaces were utilized there would still be a shortage of parking spaces. There are a number of parking management strategies that could be employed to help alleviate parking deficiencies, as identified above. However, the combination of all these parking management strategies will not significantly increase parking supply or decrease parking demand.

The results of this study indicate the existing need for additional parking facilities throughout the study area with the greatest need in Sub Areas 5A and 5B. Specifically, there is a need for additional parking facilities that could accommodate employees and visitors. If employees had designated parking areas it would free up on-street and off-street prime parking spaces for visitors. Off-street surface lots could not accommodate the existing parking deficiencies identified in these areas. Therefore, it is recommended that the City consider the feasibility of constructing one or more parking structures in Sub Areas 5A and 5B.

The La Jolla PDO currently prohibits parking structures in the area identified herein as Sub Area 5A and 5B. It is recommended that the PDO be amended to allow for construction of parking structures in these areas. Additionally, the parking management strategies identified above should be implemented as indicated.

2.0 Future Supply/Demand & Structure Site Analysis

This section addresses the future parking needs of the community of La Jolla. A step-by-step approach was employed to determine the extent of the parking deficiencies in the Village area of La Jolla, and in developing a set of practical alternatives to mitigate them.

An assessment of future parking demand for two planning horizon years (2005 and 2020) is included in this report, along with a parking structure site analysis for The Village area of La Jolla.

2.1 Future Parking Supply/Demand Balance

The supply/demand balance was forecast for planning horizon years 2005 and 2020. It was determined based on discussion with the La Jolla Community Planner that the area is effectively “built out”. No upcoming projects were identified which would contribute to any significant parking demand change. Furthermore, all future development projects will be required to provide parking either on-site or through shared parking lease agreement arrangements.

Future Demand Methodology

Forecasting future parking demand in a visitor oriented area such as La Jolla is challenging as there is no source of data that predicts long-term trends relating to tourism, beach goers, and local visitors. No major land use changes were identified which would affect future parking demand, therefore, for purposes of this study, it was assumed that parking demand in La Jolla would increase, as the population in the surrounding region increases.

The rationale for this assumption relates to the special character of the area – visitor oriented. La Jolla is a regional destination that attracts tourists, beach goers, and visitors. Visitors, as generally defined by the San Diego Convention and Visitors Bureau, include local residents from the region, overnight leisure visitors, and overnight commercial visitors. Population estimates published by the San Diego Association of Governments (SANDAG) were used to determine projected growth rates between current and planning horizon years (2005 and 2020). The following population projections and calculated growth rates were used as a basis to factor existing parking demand numbers.

Year	Population (City of San Diego)	Growth Rate (Horizon/Existing Population)
2000	1,289,148	-
2005	1,403,874	9%
2020	1,693,533	31%

Half of the existing parking demand was assumed to be generated by employees of the area; while the remaining half was assumed to be visitor generated. As shown above, the visitor generated portion of the existing demand levels were grown by 9 percent and 31 percent to estimate parking demand figures for the years 2005 and 2020. The employee portion of the parking demand is assumed to remain constant.

Based on the first report, which assessed existing conditions, a parking deficiency already exists in La Jolla. The existing demand analysis demonstrates that Sub Areas 5A and 5B have the greatest need for additional parking facilities. By examining the parking demand for years 2005 and 2020 and determining which Sub Areas exhibit the greatest need for additional parking spaces, a parking facilities siting process can focus on these particular areas.

Year 2005 Parking Demand

Table 2.1 presents the projected year 2005 parking demand versus existing supply for the Sub Areas within the community of La Jolla. The average demand presented is the highest daily average expected for the on- or off-peak season, weekday or weekend for each Sub Area. The peak demand presented is the highest individual hour expected for the on- or off-peak season, weekday or weekend for each Sub Area. Figures 2.1 and 2.2 present the projected year 2005 average and peak parking demand, respectively, by Sub Area.

Similar to existing conditions, Sub Areas 5A and 5B exhibit the greatest need for additional parking spaces in 2005, with peak deficiencies of 229 and 275 spaces, respectively. Parking demand for Sub Area 6 is assumed to be balanced (supply equals demand) even though latent demand and spillover are anticipated from Sub Areas 5A and 5B. This latent demand is included in the data analysis for Sub Areas 5A and 5B and not duplicated in the data analysis of Sub Area 6.

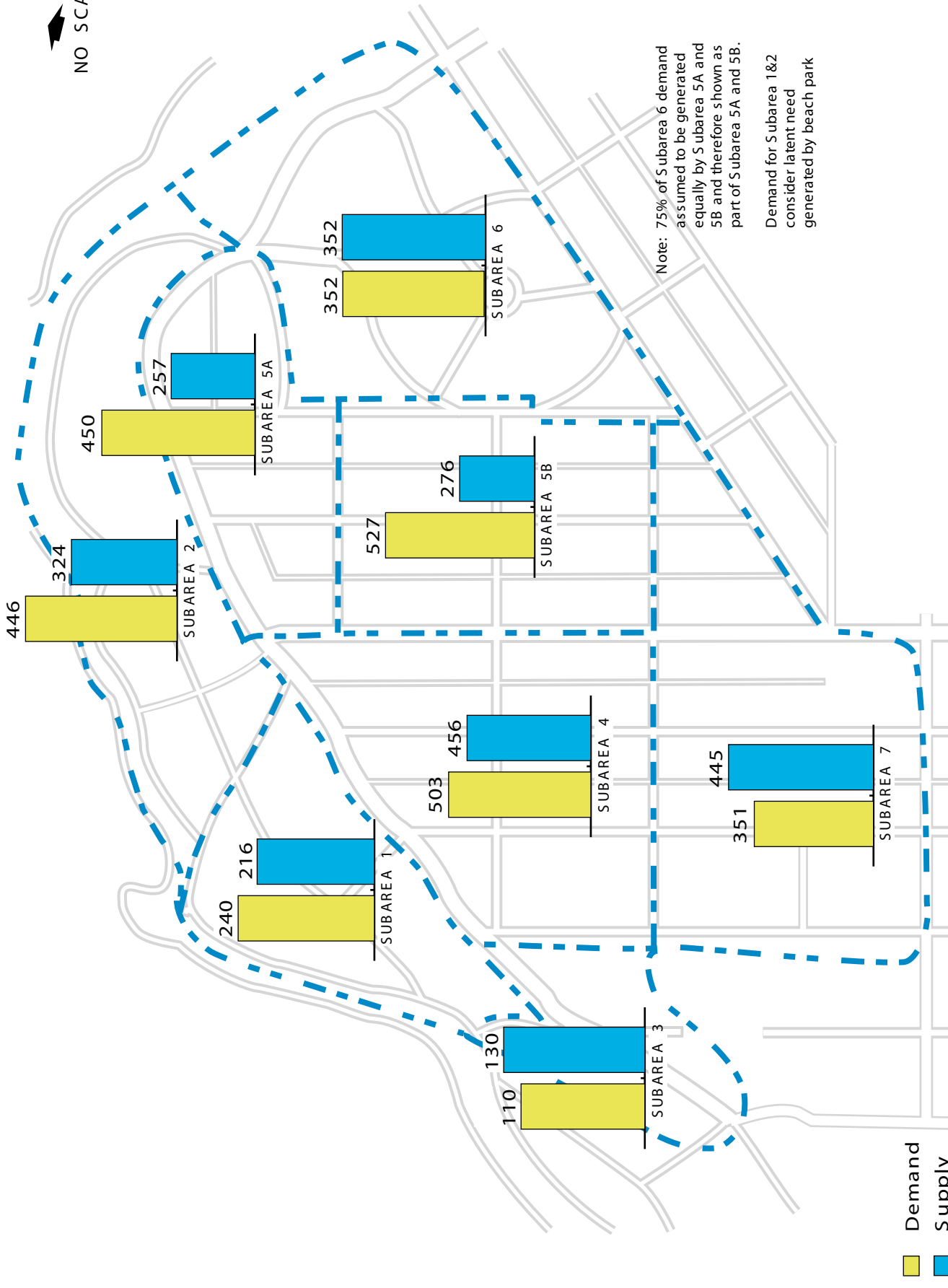
The business district of Sub Area 4 is shown to need approximately 233 additional spaces under peak conditions. However, over the course of a day, Sub Area 4 does not demonstrate a consistently high parking deficiency since the average demand value is much lower than the peak demand value. A parking deficiency of 127 spaces is projected on the coastal portion of Sub Area 2 in 2005.

Year 2020 Parking Demand

Table 2.2 presents the projected year 2020 parking demand versus existing supply for the Sub Areas within the community of La Jolla. The average demand presented is the highest daily average expected for the on- or off-peak season, weekday or weekend for each Sub Area. The peak demand presented is the highest individual hour expected for the on- or off-peak season, weekday or weekend for each Sub Area. Figures 2.3 and 2.4 present the projected year 2020 average and peak parking demand, respectively, by Sub Area.

Sub Areas 5A and 5B continue to exhibit the greatest need for additional parking spaces in 2020, with peak deficiencies of 280 and 333 spaces, respectively. Parking demand for Sub Area 6 is assumed to be balanced (supply equals demand) even though latent demand and spillover are anticipated from Sub Areas 5A and 5B. This latent demand is included in the data analysis for Sub Areas 5A and 5B and not duplicated in the data analysis of Sub Area 6.

NO SCALE



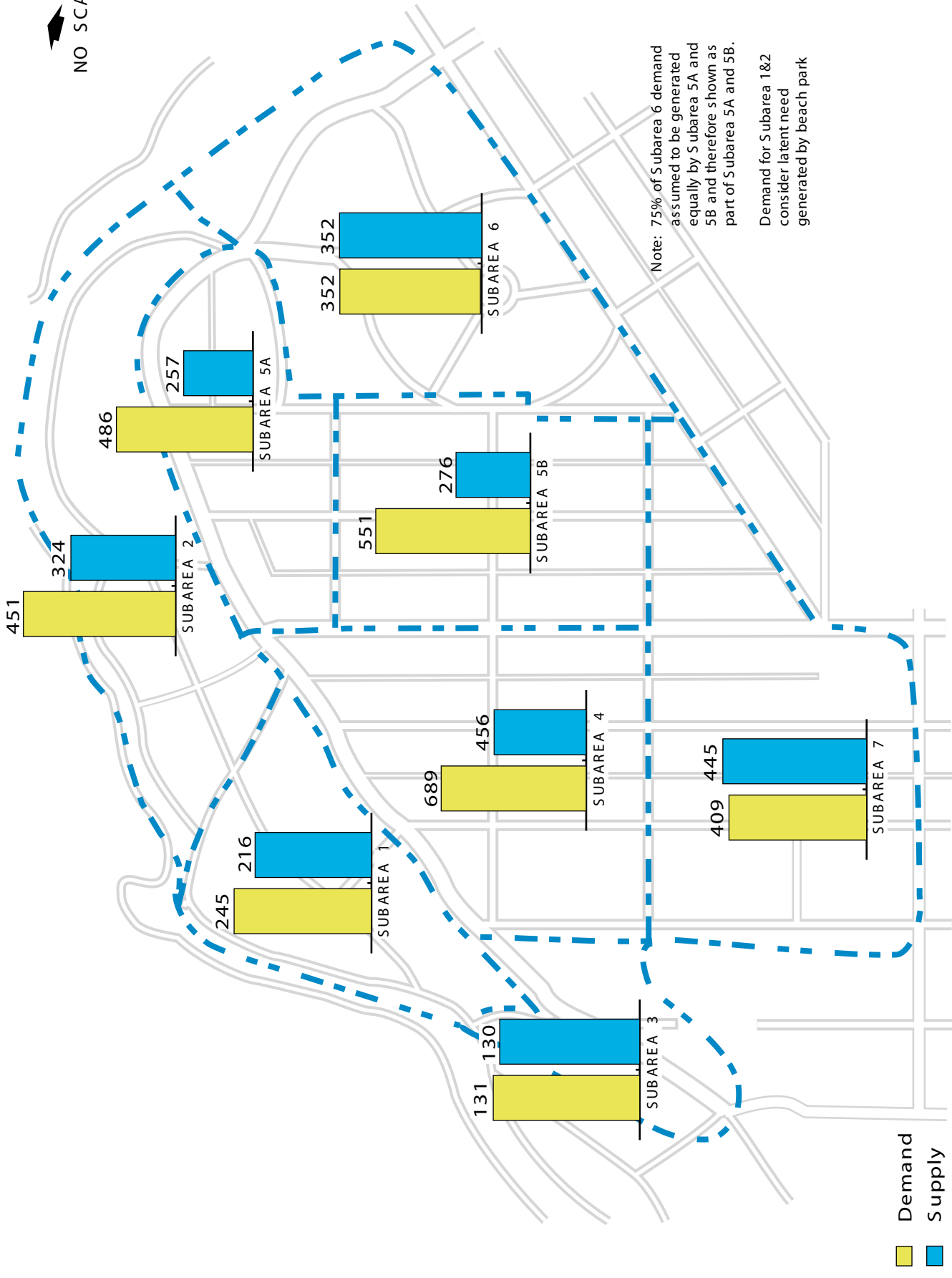
Note: 75% of Subarea 6 demand as assumed to be generated equally by Subarea 5A and 5B and therefore shown as part of Subarea 5A and 5B.
 Demand for Subarea 1&2 consider latent need generated by beach park

■ Demand
■ Supply
- - - Sub-Area Boundary

La Jolla On-Street Parking
 2005 Demand For Average Occupancy
 City of San Diego Visitor Oriented Parking Survey

Figure 2.1

NO SCALE



Note: 75% of Subarea 6 demand as assumed to be generated equally by Subarea 5A and 5B and therefore shown as part of Subarea 5A and 5B.
 Demand for Subarea 1&2 consider latent need generated by beach park

■ Demand
■ Supply
- - - Sub-Area Boundary

La Jolla On-Street Parking 2005 Demand For Peak Hour Occupancy

City of San Diego Visitor Oriented Parking Survey

Figure 2.2



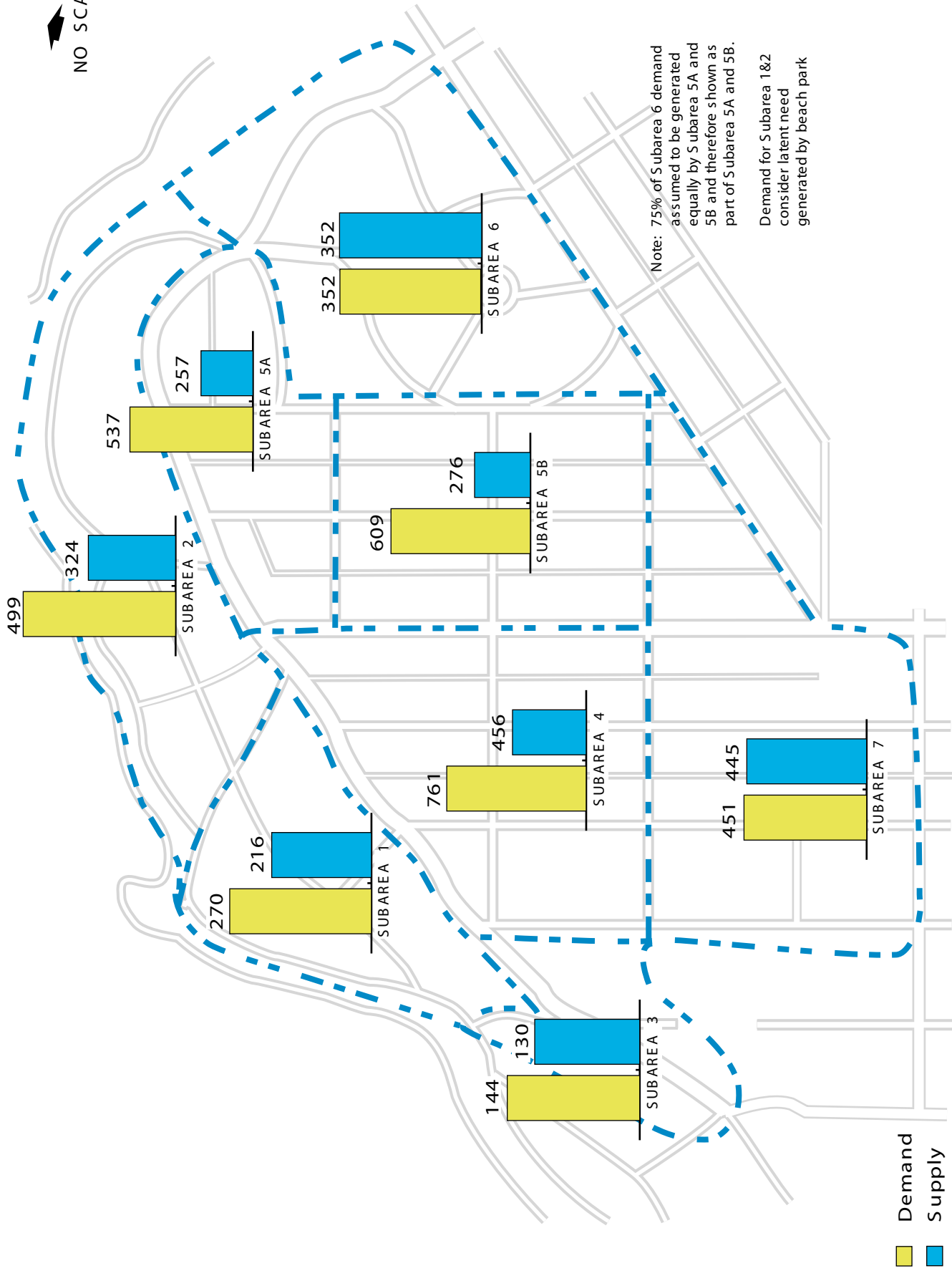
La Jolla On-Street Parking

2020 Demand For Average Occupancy

City of San Diego Visitor Oriented Parking Survey

Figure 2.3

NO SCALE



Note: 75% of Subarea 6 demand assumed to be generated equally by Subarea 5A and 5B and therefore shown as part of Subarea 5A and 5B.

Demand for Subarea 1&2 consider latent need generated by beach park

■ Demand
■ Supply
- - - Sub-Area Boundary

La Jolla On-Street Parking 2020 Demand For Peak Hour Occupancy

City of San Diego Visitor Oriented Parking Survey

Figure 2.4

The business district of Sub Area 4 is shown to need additional spaces under peak conditions. However, over the course of a day, Sub Area 4 does not demonstrate as high a parking deficiency since the average demand value is much lower than the peak demand value. A parking deficiency will continue to worsen on the coastal portion of Sub Area 2 in 2020.

Table 2.1 Year 2005 Average and Peak Parking Demand Versus Supply					
Sub Area	Parking Supply	Average Demand	Average Deficiency (Surplus)	Peak Demand	Peak Deficiency (Surplus)
1) Coast Blvd. West of Girard	216	240	24	245	29
2) Coast Blvd East of Girard	324	446	122	451	127
3) Prospect St West of Draper	130	110	(20)	131	1
4) Prospect St/ Fay Ave Bus. District	456	503	47	689	233
5A) Prospect St/ Herschel Ave Bus. District North	257	450	193	486	229
5B) Herschel Ave Bus. District South	276	527	251	551	275
6) Exchange Place Residential	352	352	0	352	0
7) Girard/ Torrey Pines Bus. District	445	351	(94)	409	(36)

**Table 2.2
Year 2020 Average and Peak Parking Demand Versus Supply**

Sub Area	Parking Supply	Average Demand	Average Deficiency (Surplus)	Peak Demand	Peak Deficiency (Surplus)
1) Coast Blvd. West of Girard	216	266	50	270	54
2) Coast Blvd East of Girard	324	493	169	499	175
3) Prospect St West of Draper	130	121	(9)	144	14
4) Prospect St/ Fay Ave Bus. District	456	555	99	761	305
5A) Prospect St/ Herschel Ave Bus. District North	257	498	241	537	280
5B) Herschel Ave Bus. District South	276	582	306	609	333
6) Exchange Place Residential	352	352	0	352	0
7) Girard/ Torrey Pines Bus. District	445	388	(57)	451	6

2.2 Parking Structure Site Analysis

Both the parking utilization studies and the parking demand analysis provided considerable information regarding parking conditions in La Jolla. This section discusses possible parking solutions to help mitigate the disparity between parking supply and parking demand.

In determining sites for parking, parameters were used that allowed an objective evaluation of sites. A well-located and designed parking facility will score high in four areas of evaluation:

- **Consumer friendly.** Parking needs to accommodate patrons in a logical and easy-to-understand manner. It needs to be close to primary destinations, easy to get to, and easy for patrons to navigate and park within.

- **Good neighbor.** A parking facility needs to fit well with the surrounding environment. The facility should complement existing land uses and not detract from other neighborhood uses. It should be compatible with the existing city infrastructure, and have a minimal adverse impact on local traffic conditions.
- **Operationally efficient.** A good site will have dimensions that allow a facility to be built with good parking efficiency, that is, minimal space taken up by aisles and other non-parking areas. Ingress and egress will be logical and efficient. Net gain in parking spaces relative to cost is also important.
- **Ease of implementation.** A site that has multiple owners, unwilling sellers, etc. is not desirable. Ideally, the site will involve the parking entity or one property owner who is willing to sell will own a site. Good sites have little environmental cleanup and/or other issues that will delay construction.

Parking Structure Site Reconnaissance

Reconnaissance was performed throughout the La Jolla area to identify candidate sites for the placement of a new parking structure. As discussed above, there are numerous parameters that are used for selecting and evaluating potential sites for locating new parking facilities. The following summarizes some of the key factors that were considered in the identification of candidate sites:

- Site shape and size (capacity considerations);
- Existing use;
- Site accessibility for both vehicles and pedestrians;
- Compatibility with adjacent uses;
- Proximity to principal parking generators and areas with identified parking deficiencies;
- Security and visibility; and
- Environmental considerations including potential noise and visual impacts.

In order to objectively evaluate each of the sites selected for consideration, parking structure concepts were developed. The parking structure concepts represent only a cursory investigation of parking garage solutions. The scope of this study was not to functionally design parking garages, but to determine parking needs and the feasibility of one or more parking structures. Concepts were developed to illustrate one or two reasonable solutions for each site, determine approximate parking capacity for each site, and provide a basis for planning-level cost estimates and financial pro formas. The first floor of the structures would be designed to be van-accessible in accordance with American with Disabilities Act Accessibility Guidelines (ADAAG). The concept of retail establishments on the ground floor of the parking structure has been incorporated where required by City ordinance.

Construction costs for each facility included \$40 per square foot for the levels above ground and \$60 per square foot for the levels below ground, except at the Coast Boulevard site, which was estimated at \$80 per square foot for the levels below ground due to anticipated geologic conditions.

Before any site is developed further, a more detailed study of parking garage solutions needs to be accomplished.

Parking Structure Sites:

1. Red Roost/Red Rest Site on Coast Boulevard (Sub Area 2) (Figure 2.5);
2. La Valencia Parking Lot on the 7900 block of Herschel Avenue (Sub Area 5A) (Figure 2.6);
3. Cave Street Site on the 1200 block of Cave Street, just north of Ivanhoe Street (Sub Area 6) (Figures 2.7a and 2.7b);
4. Union Bank Site on the northwest corner of Herschel and Silverado Streets (Sub Area 5B) (Figure 2.8);
5. Helen Smith Site on the 7800 block of Herschel Avenue (Sub Area 5B) (Figure 2.9);
6. Shell Site on Cave Street and Prospect Street (Sub Area 6) (Figures 2.10a and 2.10b); and
7. Dip Site at Prospect Street and Girard Avenue (Sub Area 5A) (Figures 2.11a, 2.11b, 2.11c, and 2.11d).

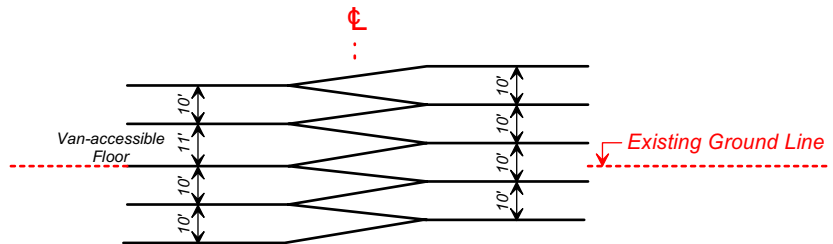
Each potential structure is in a Sub Area that has a deficit of parking with the exception of the Cave Street Site and the Shell Site. Both sites, however, are on the border of Sub Area 5 (the area with the greatest parking need) and would provide good parking relief.

Red Roost/Red Rest Site on Coast Boulevard

This site is an irregular and small site that could be utilized for the development of a small parking structure. This site currently accommodates two historic structures that would have to be relocated. Alternatively, the structures could remain on the site with the parking structure constructed primarily underground. For analysis purposes, it was assumed that the historic structures could be relocated, thus allowing maximum use of the site for parking.

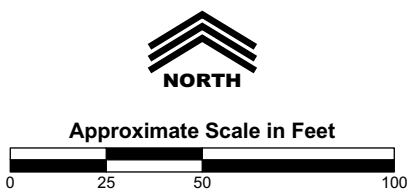
Figure 2.5 is a schematic that shows a typical floor plan and elevation for the site. The proposed concept is a staggered-floor design that includes ramps at each end to provide circulation to each half floor. The total structure is five levels (including rooftop parking), two underground and three above ground. Traffic flow would be two-way providing reasonably easy to understand traffic circulation. Access would be off of Coast Boulevard.

The total size of the structure (all five levels) is approximately 73,000 square feet. Approximately 150 parking spaces would be provided for approximately 487 square feet per space. Five to six handicap spaces would need to be provided in accordance with ADAAG. Two elevators (required by ADA) adjacent to stairwells would provide pedestrian circulation to each floor.



ELEVATION

Approximately 150 parking spaces
(two levels below ground, three levels at or above ground).



**LA JOLLA
RED ROOST/RED REST SITE
(1100 BLOCK OF COAST BOULEVARD)
PARKING GARAGE CONCEPT
Figure 2.5**

Total cost, exclusive of property costs, building relocation costs, architectural and engineering fees, construction engineering and management, and legal and financing costs, would be approximately \$4,000,000, or \$26,700 per space.

La Valencia Parking Lot on the 7900 block of Herschel Avenue

This site north of Wall Avenue is rectangular in shape and currently accommodates a surface parking lot. Overall size of the parcel is approximately 200 feet by 140 feet. This parcel lends itself to the same staggered-floor design as the Coast Boulevard Site. However, the shape of the property allows for a more efficient structure.

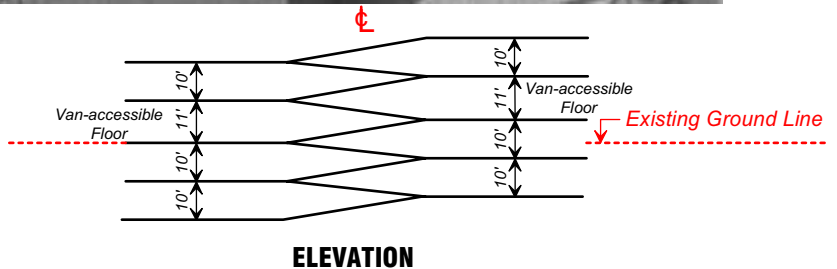
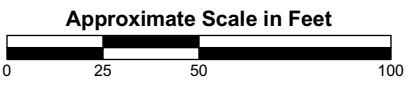
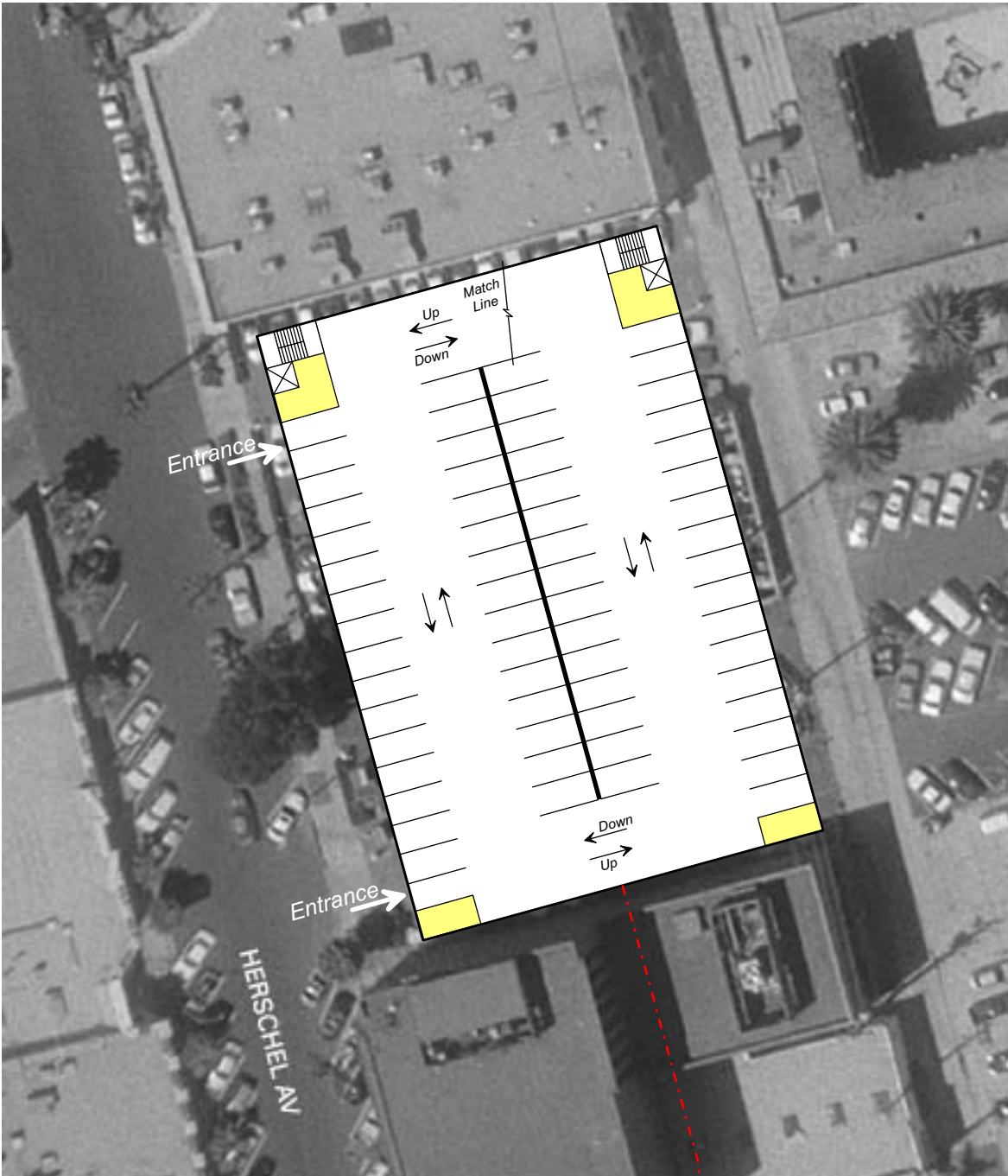
Figure 2.6 shows the concept including a typical floor plan and elevation. The concept includes ramps at each end to provide circulation to each half floor. The total structure is five levels (including rooftop parking), two underground and three above ground or at surface level. Traffic flow would be two-way providing reasonably easy to understand traffic circulation. Entrance and Exit would be off of Herschel Avenue via two access points.

The total structure would be approximately 114,300 square feet. In addition to parking, it was assumed that the structure would also accommodate ground floor retail. Two retail scenarios were assumed for analysis purposes:

1. 50 percent of the ground floor devoted to retail with 75 percent of the street exposure being retail; and
2. 12 percent of the ground floor devoted to retail, with 75 percent of the street exposure being retail, but only 20 feet in depth.

For the first scenario, approximately 275 parking spaces could be provided in the structure. Taking out the floor space dedicated to retail, this results in approximately 375 square feet per parking space. For the second scenario, approximately 295 parking spaces could be provided. Again, taking out the floor space dedicated to retail, this results in approximately the same 375 square feet per parking space. Approximately 100 existing surface parking spaces would be lost due to the construction of a parking structure, for a net gain of 175 to 195 spaces. Seven handicap spaces would need to be provided in accordance with ADAAG. Two elevators (required by ADA) adjacent to stairwells would provide pedestrian circulation to each floor.

Total cost for parking only (not including the part of the structure for retail), exclusive of property costs, architectural and engineering fees, construction engineering and management, and legal and financing costs, would be approximately \$6,600,000 for the concept with 50 percent of the first floor dedicated to retail and approximately \$6,100,000 for the smaller footprint dedicated to retail. On a per-space-basis, the cost is approximately \$24,000 per total space for the 50 percent retail scenario and \$20,700 per total space for the 12 percent retail scenario, or between \$31,300 and \$37,700 per net new space depending on the scenario.



Approximately 275 to 295 parking spaces
 (two levels below ground, three levels at or above ground)
 depending on first floor retail requirements.



LA JOLLA
LA VALENCIA PARKING LOT SITE
(7900 BLOCK OF HERSCHEL AVENUE)
PARKING GARAGE CONCEPTS 1 & 2
Figure 2.6

Cave Street Site on the 1200 block of Cave Street, just north of Ivanhoe Street

Two concepts were developed for sites on the south side of Cave Street between Ivanhoe and Prospect. The first concept, shown in Figure 2.7a, utilizes two parcels and would necessitate an office building demolition and removal and result in the loss of approximately 50 parking spaces. The second concept, shown in Figure 2.7b, utilizes an additional three parcels to the west and would also necessitate the demolition and removal of a house. A total of approximately 65 to 70 surface parking spaces would be lost with this concept.

The smaller concept shown in Figure 2.7a has five levels, two below ground and three above ground with the first aboveground level being van-accessible. Two-way Express ramps are provided for vehicular circulation between the various parking levels. One elevator and stairwell are provided for pedestrian circulation and in compliance with ADAAG. A total of approximately 230 parking spaces are accommodated by the concept; seven of these would be handicap spaces. A net gain of 180 new spaces is realized under this scenario.

Total square footage of the structure is approximately 106,600. This results in approximately 463 square feet per parking space. Construction cost of this concept was estimated to be \$5,100,000, excluding property costs, building demolition costs, architectural and engineering fees, construction engineering and management, and legal and financing costs. On a per-total-space-basis, the cost is approximately \$22,200 per space, and on a per-net-new-space basis the cost is approximately \$28,300 per space.

The second concept is a larger structure, again with five levels, two below ground and three above ground. The concept shown in Figure 2.7b is a single-threaded design, with one parking module (stall – aisle – stall) on a slope that serves as a ramp for vehicular access between levels. One elevator and stairwell would be provided for pedestrian circulation. This design as shown would accommodate approximately 425 parking spaces; nine of these would be handicap spaces. A net gain of approximately 355 spaces would be realized under this scenario.

Total size of the parking structure is approximately 137,900 square feet. This is a very efficient layout that results in only 324 square feet per stall on average. Construction of the facility was estimated to be approximately \$7,100,000, exclusive of property costs, building demolition costs, architectural and engineering fees, construction engineering and management, and legal and financing costs. On a per-total-space-basis, the cost is approximately \$16,700 per space, and on a per-net-new-space basis the cost is approximately \$20,000 per space.



Approximate Scale in Feet



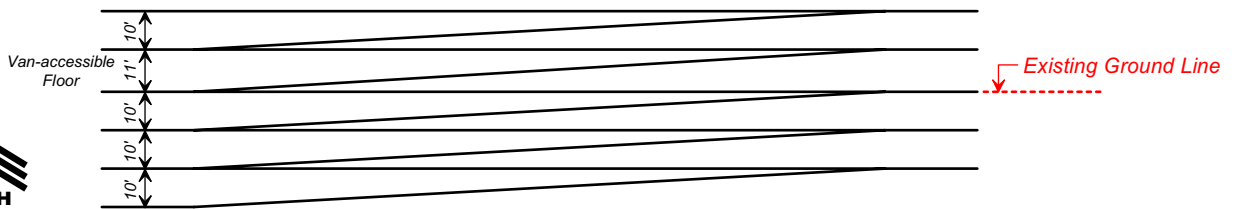
Existing Ground Line



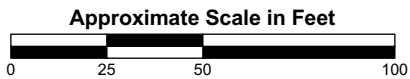
ELEVATION

Approximately 230 parking spaces
(two levels below ground, three levels at or above ground).





ELEVATION



Approximately 425 parking spaces
(2.5 levels below ground, 2.5 levels above ground).



LA JOLLA
1200 BLOCK OF CAVE STREET
PARKING GARAGE CONCEPT NO. 2
Figure 2.7b

Union Bank Site on the northwest corner of Herschel and Silverado Streets

This site in the northwest corner of Herschel and Silverado is currently a surface parking lot that accommodates approximately 55 parking spaces. The concept developed for this site as shown in Figure 2.8 is a five-level, staggered-floor facility; two of the levels would be below ground and three would be at or above ground. Traffic flow would be two-way providing reasonably easy to understand traffic circulation. Access would be off of Herschel Avenue via two ingress/egress points.

The total structure would be approximately 119,000 square feet. In addition to parking, it was assumed that the structure would also accommodate ground floor retail. As with the other Herschel Avenue site, two retail scenarios were assumed for analysis purposes:

1. 50 percent of the ground floor devoted to retail with 75 percent of the street exposure being retail; and
2. 20 percent of the ground floor devoted to retail with 75 percent of the street exposure being retail, but only 20 feet in depth.

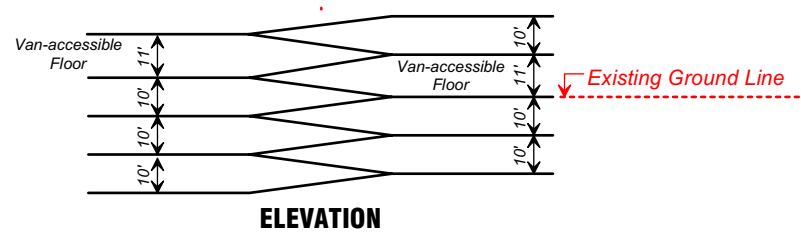
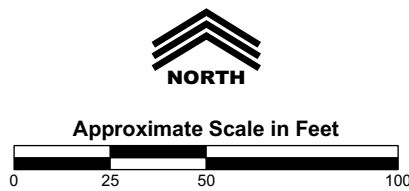
For the first scenario, approximately 300 parking spaces could be provided in the structure. Taking out the floor space dedicated to retail, this results in approximately 357 square feet per parking space. For the second scenario, approximately 320 parking spaces could be provided. Again, taking out the floor space dedicated to retail, this results in approximately the same 357 square feet per parking space. Approximately 245-265 net new spaces would be provided under these two scenarios.

Eight handicap spaces would need to be provided in accordance with ADAAG. Two elevators (required by ADA) adjacent to stairwells would be required to provide pedestrian circulation to each floor.

Total cost for parking only (not including the part of the structure for retail), exclusive of property costs, architectural and engineering fees, construction engineering and management, and legal and financing costs, would be approximately \$6,400,000 for the concept with 50 percent of the first floor dedicated to retail and approximately \$6,100,000 for the smaller footprint dedicated to retail. On a per-total space-basis, the cost is approximately \$21,300 per space for the 50 percent retail scenario and \$19,100 for the 20 percent retail scenario, or between \$23,000 and \$26,100 per net new space.

Helen Smith Site on the 7800 block of Herschel Avenue

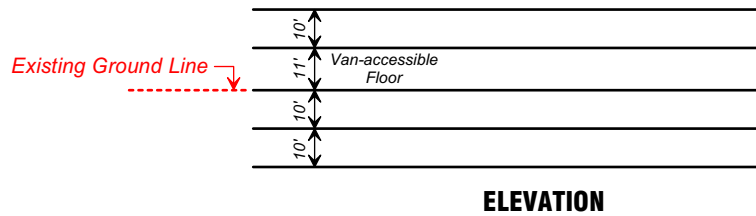
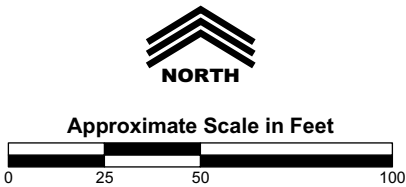
This site is located on the 7800 block of Herschel Avenue, which is currently occupied by two small parking lots and a building. The parking lots accommodate approximately 53 parking spaces. The concept developed for this site is shown in Figure 2.9. The structure would consist of five levels of parking (two levels below ground and three levels at or above ground). Approximately 215 parking spaces would be provided for approximately 456 square feet per space. Seven handicap spaces would need to be provided in accordance with ADAAG. Two elevators (required by ADA) adjacent to stairwells would provide pedestrian circulation to each floor.



Approximately 300 to 320 parking spaces
 (two levels below ground, three levels at or above ground)
 depending on first floor retail requirements.



**LA JOLLA
 UNION BANK SITE (HERSCHEL AND SILVERADO)
 PARKING GARAGE CONCEPTS 1 & 2
 Figure 2.8**



Approximately 215 parking spaces
(two levels below ground, three levels at or above ground).



LA JOLLA
THE HELEN SMITH SITE (7800 BLOCK OF HERSCHEL AVE)
PARKING GARAGE CONCEPT

Figure 2.9

The total structure would be approximately 98,000 square feet. In addition to parking, it was assumed that the structure could also accommodate ground floor retail. Two retail scenarios were assumed for analysis purposes:

1. 50 percent of the ground floor devoted to retail with 75 percent of the street exposure being retail; and
2. 20 percent of the ground floor devoted to retail with 75 percent of the street exposure being retail, but only 20 feet in depth.

For the first retail scenario, approximately 194 parking spaces could be provided in the structure. Taking out the floor space dedicated to retail, this results in approximately 455 square feet per parking space. For the second scenario, approximately 206 parking spaces could be provided. Again, taking out the floor space dedicated to retail, this results in approximately 457 square feet per parking space. Approximately 141-162 net new spaces would be provided under the three scenarios (2 retail and 1 non-retail). Total cost, exclusive of property costs, building relocation costs, architectural and engineering fees, construction engineering and management, and legal and financing costs, would be approximately \$4,700,000 for the scenario without retail. For the scenario with 50 percent retail, the total cost for parking only (not including the part of the structure for retail) would be approximately \$5,290,000 and approximately \$4,940,000 for the smaller footprint dedicated to retail. On a per-total space-basis, the cost is approximately \$21,900 per space for the scenario without retail, \$27,300 per space for the 50 percent retail scenario, and \$24,000 for the 20 percent retail scenario, or between \$29,000 and \$37,500 per net new space.

Shell Site on Cave Street and Prospect Street

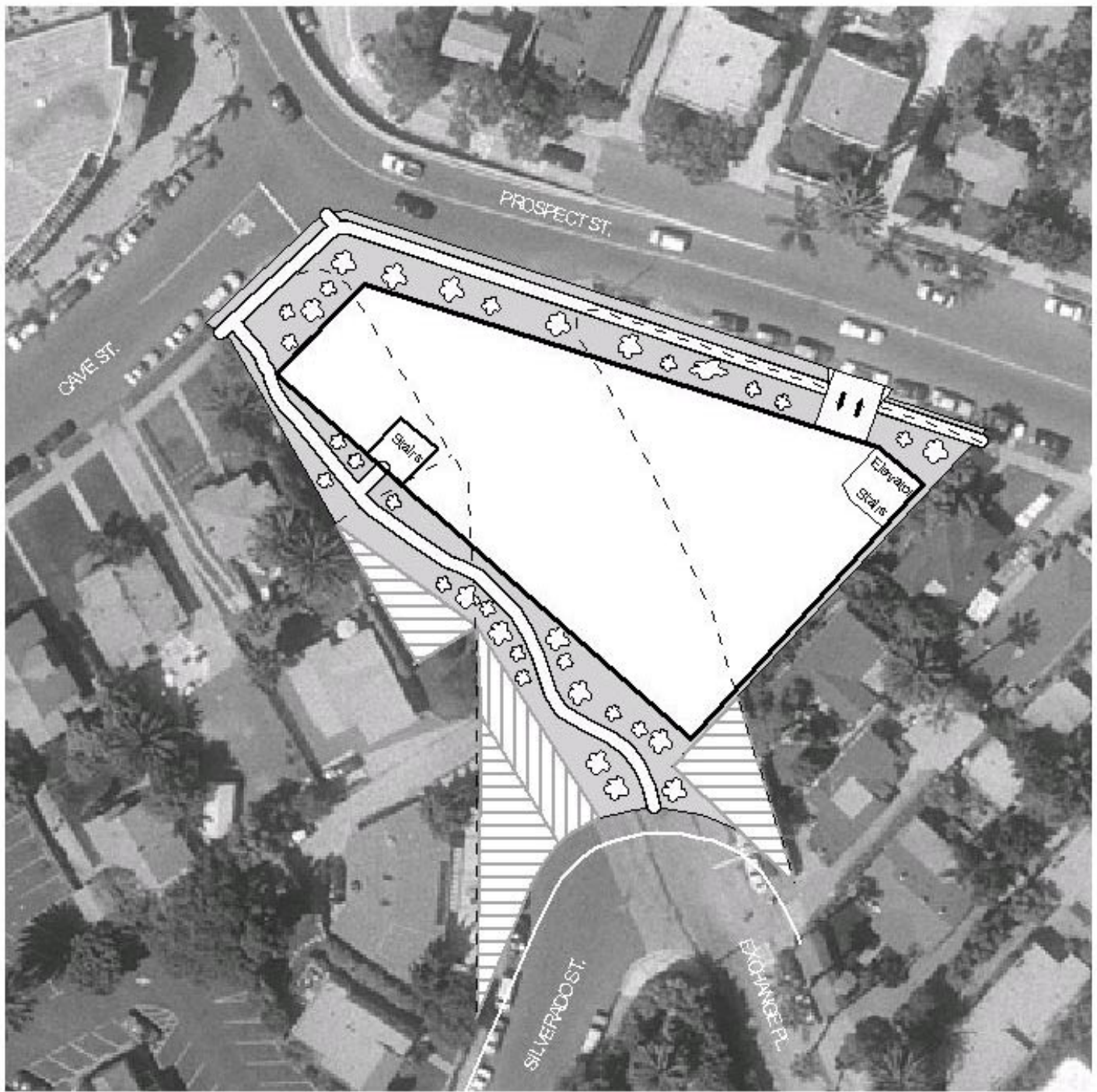
This site is located at the intersection of Cave Street and Prospect Street. The site was previously occupied by a Shell gas station but is currently vacant. The parking structure would consist of five levels below grade, which would be approximately 137,500 square feet. Approximately 315 parking spaces would be provided for approximately 437 square feet per space. The site could also possibly include approximately 17,000 square feet of retail space on the ground level and approximately 20,000 square feet of residential space on the second level. The feasibility of providing retail and residential on this site should be evaluated in further detail. Concepts developed for this site are shown in Figures 2.10a and 2.10b. As part of the depicted design, Silverado Street and Exchange Place would tie into each other just south of the structure. Access to the underground structure would be gained from Prospect Street. Six handicap spaces would need to be provided in accordance with ADAAG. Two elevators (required by ADA) adjacent to stairwells would provide pedestrian circulation to each floor.

Total cost, exclusive of property costs, retail and residential space, building relocation costs, architectural and engineering fees, construction engineering and management, and legal and financing costs, would be approximately \$9,600,000, or \$30,500 per space. The proposed parking structure configuration would occupy a strip of land each under Prospect and Cave streets. The cost estimates shown allow for some utility relocation under street right-of-way. However, they do not include extensive wet utility relocation such as water and sewer lines, should they be necessary.

Dip Site at Prospect Street and Girard Avenue

This site is located at the intersection of Prospect Street and Girard Avenue. The parking structure would consist of five levels below grade, which would be approximately 113,000 square feet. Approximately 304 parking spaces would be provided for approximately 372 square feet per space. The concepts developed for this site are shown in Figures 2.11a – 2.11d. The street level design above the parking structure is shown in Figure 2.11a. Access to the underground structure would be gained from Prospect Street at the intersection with Girard Avenue and directly from Prospect Street at the northeast portion of the structure. Six handicap spaces would need to be provided in accordance with ADAAG. Two elevators (required by ADA) adjacent to stairwells would provide pedestrian circulation to each floor.

The total structure would be approximately 113,000 square feet. Total cost, exclusive of property costs, building relocation costs, architectural and engineering fees, construction engineering and management, and legal and financing costs, would be approximately \$9,010,000, or \$29,600 per space.



0 20 40 60 80 100 Feet

Approximate Scale

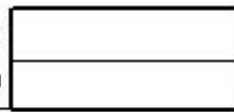


Excess Right of Way

Pedestrian Path with Landscaping

2nd Floor Residential

1st Floor Commercial



Entrance Prospect Street Level

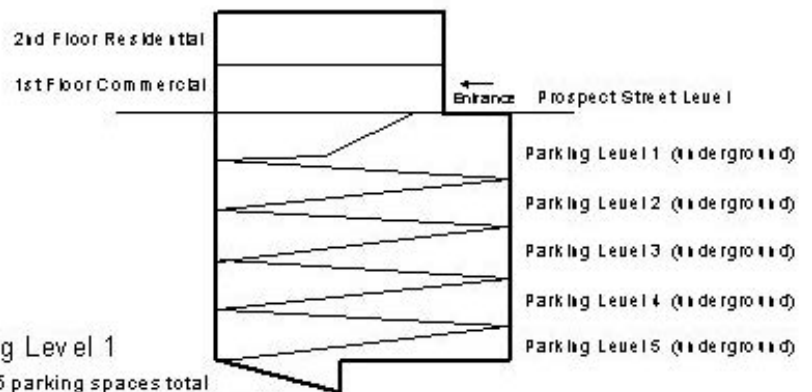
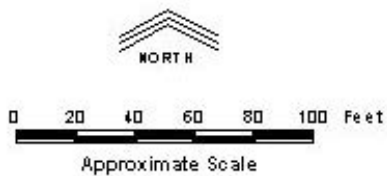
Potential Mixed Use:
 Approximately 17,000 gsf. - 1st floor Commercial
 20,000 gsf. 2nd floor Residential

Street Level



**LA JOLLA
 THE SHELL SITE
 PARKING / COMMERCIAL / RESIDENTIAL CONCEPT**

Figure 2.10a



Parking Level 1

Approximately 315 parking spaces total
(Five levels below ground, no parking above ground)

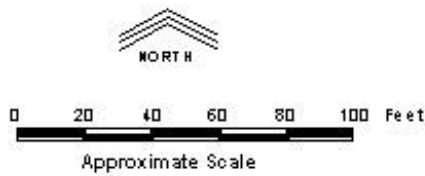
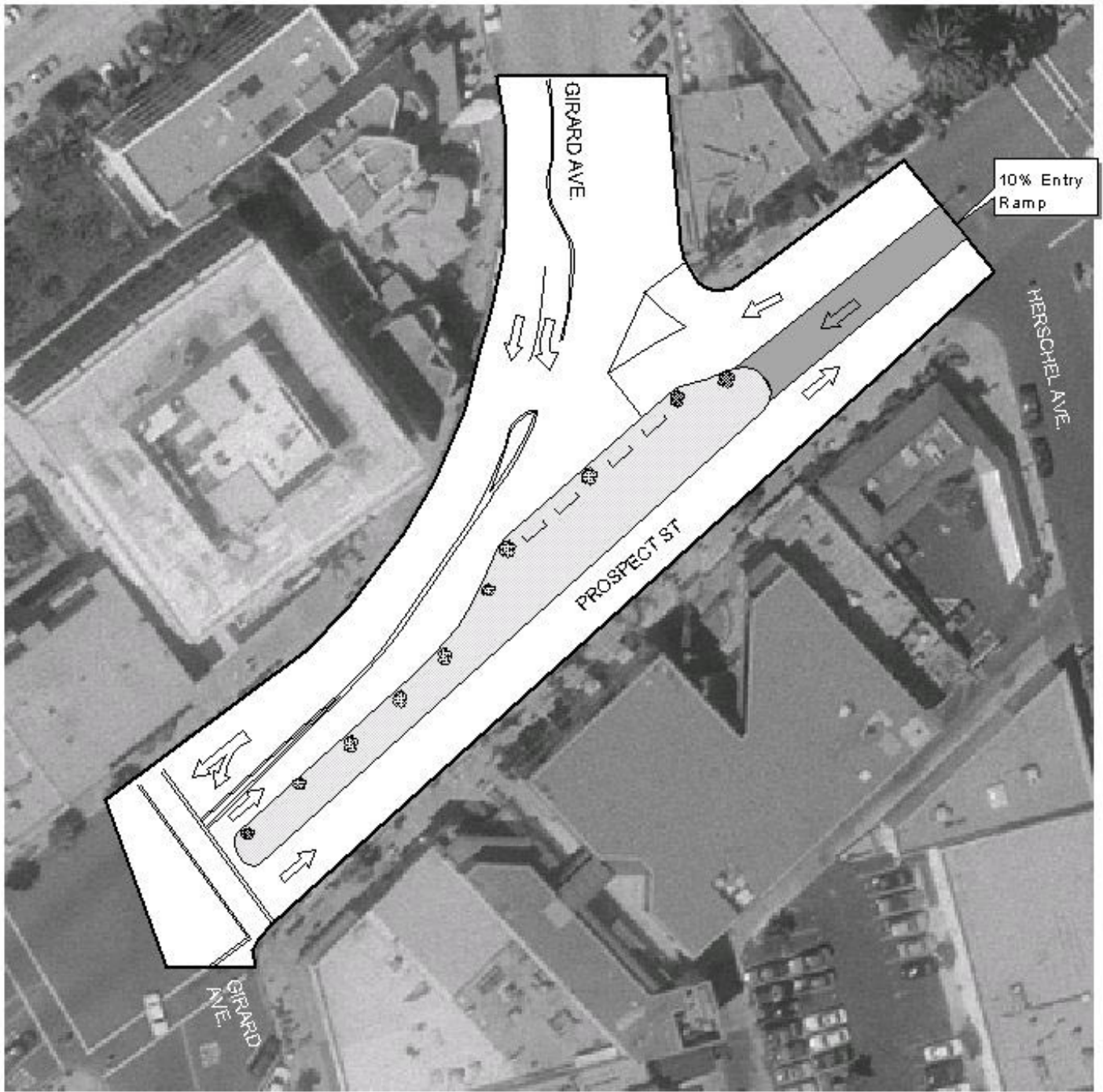
Potential Mixed Use:

Approximately 17,000 gsf. - 1st floor Commercial
20,000 gsf. 2nd floor Residential

**LA JOLLA
THE SHELL SITE
PARKING GARAGE CONCEPT**

Figure 2.10b





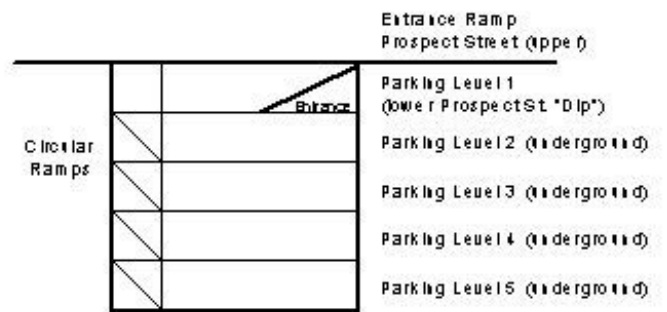
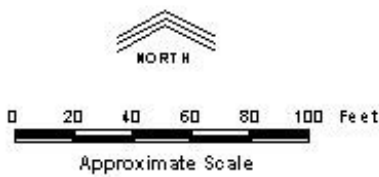
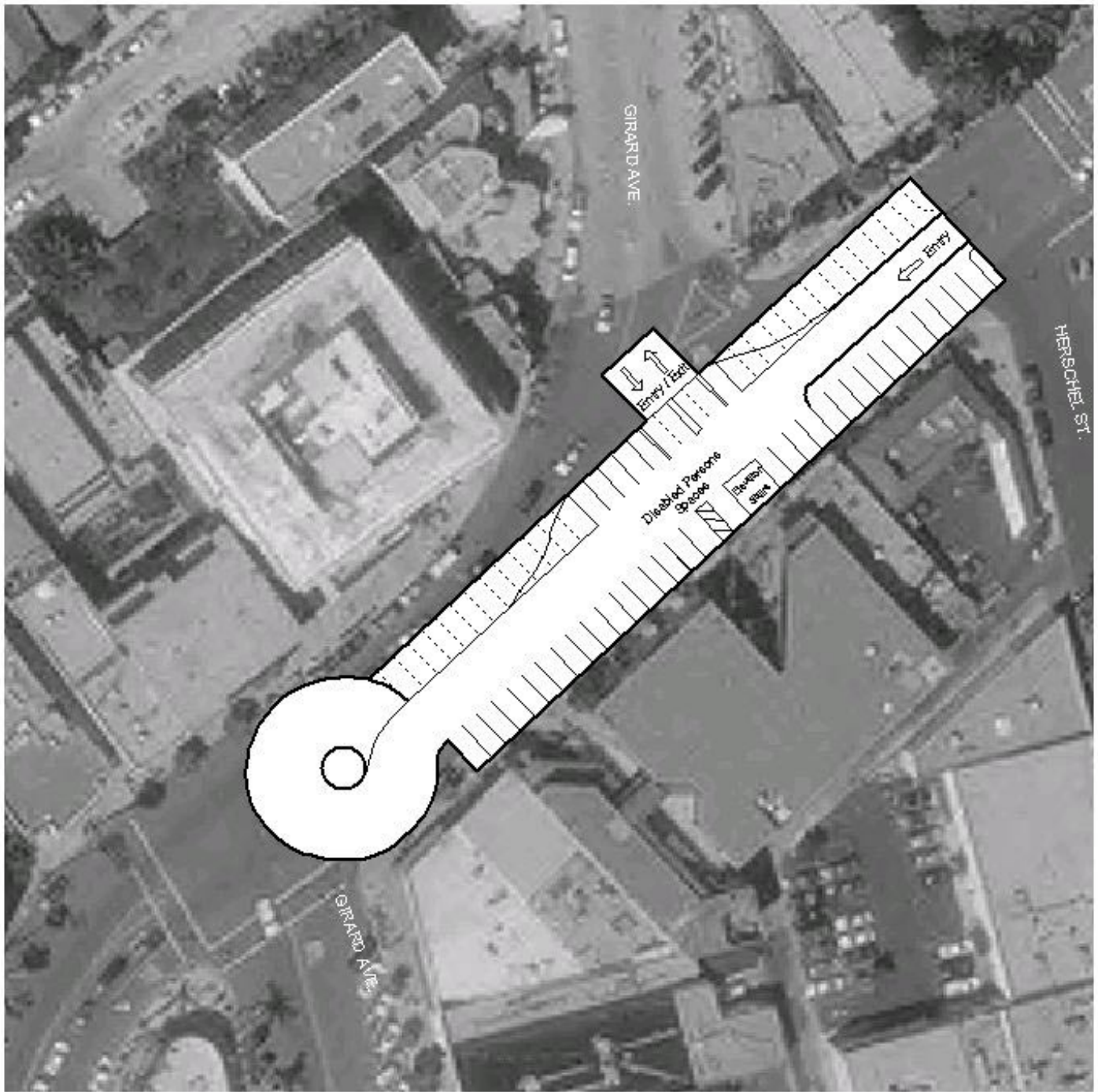
Street Level



**LA JOLLA
THE DIP SITE (PROSPECT STREET/GIRARD AVENUE)
PARKING GARAGE CONCEPT**

ALTERNATIVE A
44

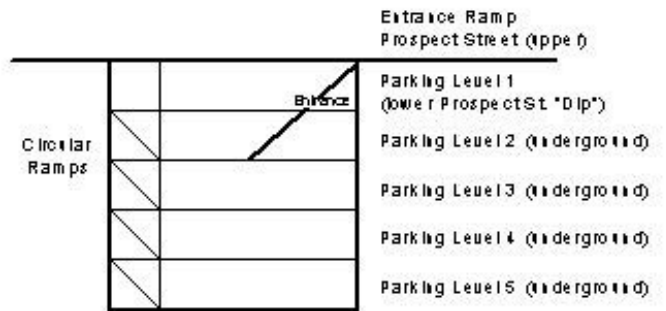
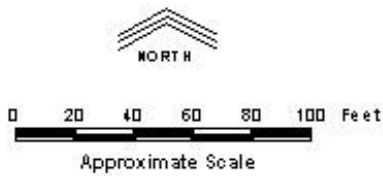
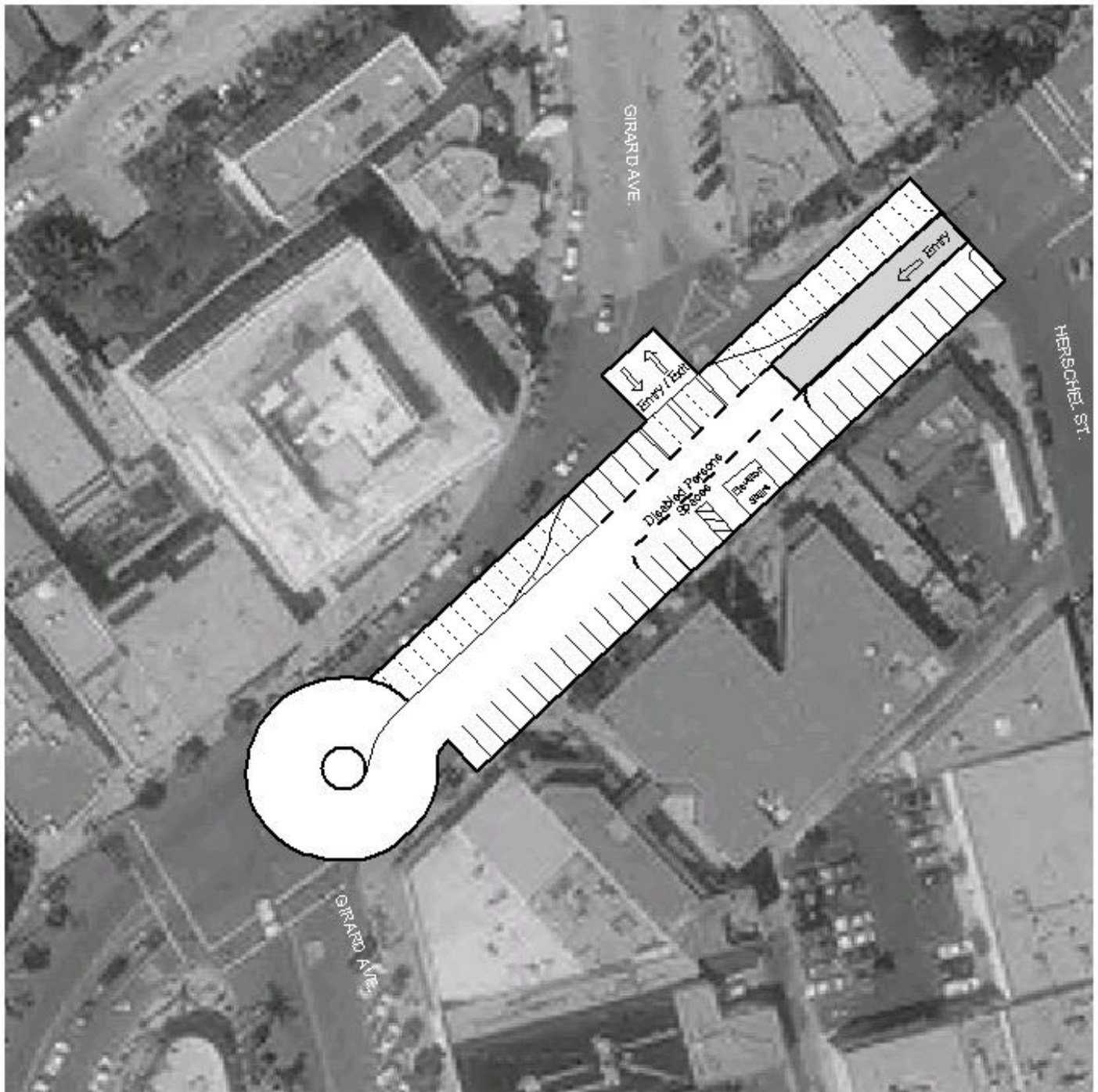
Figure 2.11a



Parking Level 1

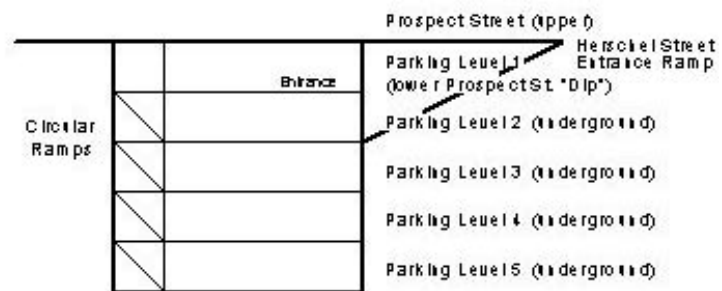
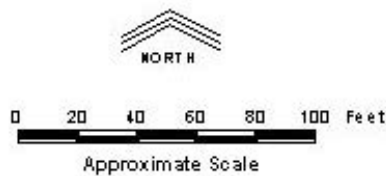
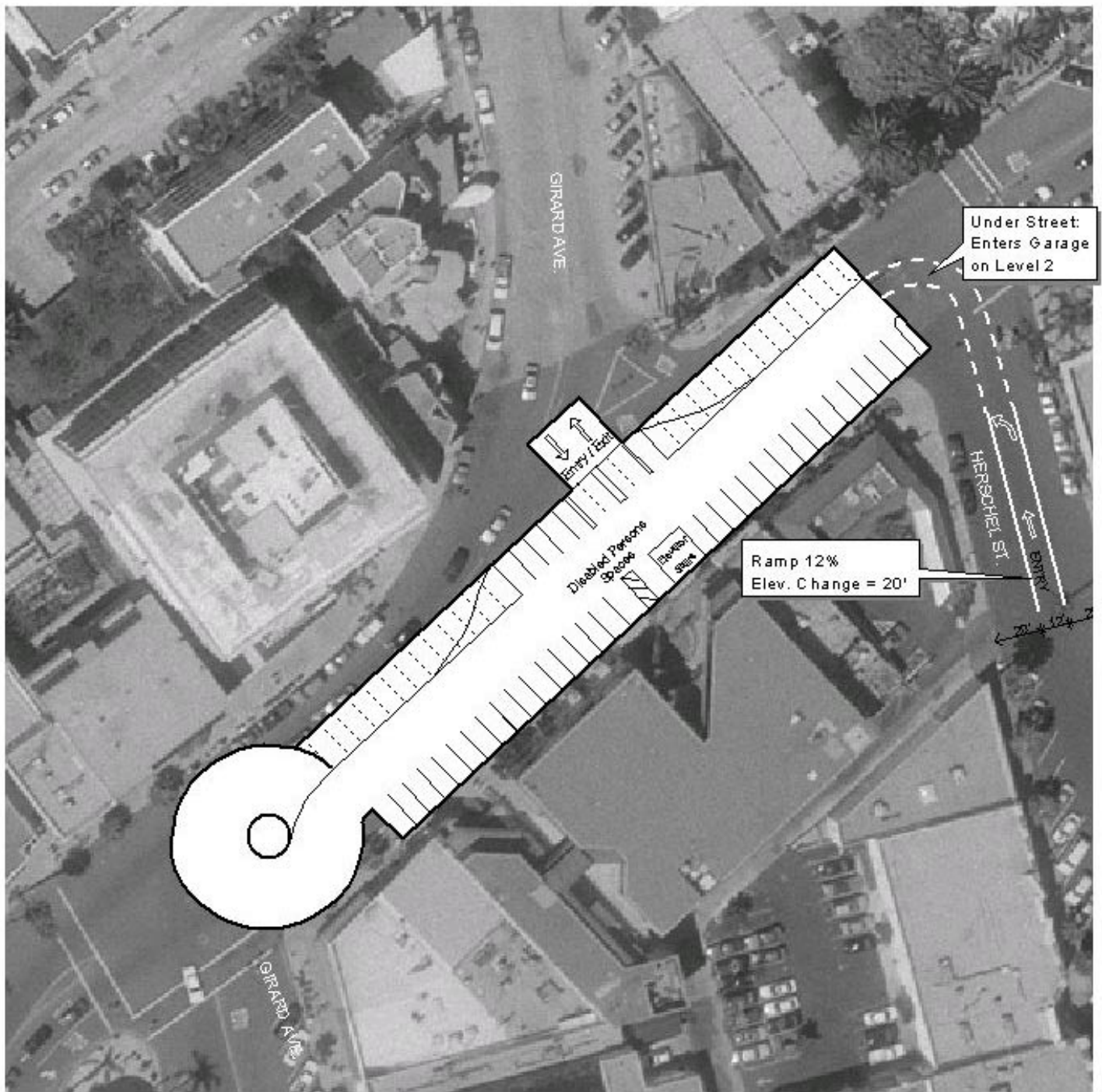
Approximately 304 parking spaces total
 (Five levels below ground, no parking above ground)





Parking Level 1
 Approximately 272 parking spaces total
 (Five levels below ground, no parking above ground)





Parking Level 1
 Approximately 315 parking spaces total
 (Five levels below ground, no parking above ground)



LA JOLLA
 THE DIP SITE (PROSPECT STREET/ GIRARD AVENUE)
 PARKING GARAGE CONCEPT

ALTERNATIVE C
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Figure 2.11d

Other Sites Considered

A portion of the Ellen B. Scripps Park along Coast Boulevard was briefly considered as a potential site for a surface parking lot or parking structure, but not recommended for a number of reasons, including;

- The site is located on dedicated park land
- Development would be inconsistent with the La Jolla Community Plan and Local Coastal Program
- Environmental considerations associated with the coastal bluffs
- Environmental considerations associated with sensitive view corridors

2.3 Conclusions

The analysis of future parking needs in La Jolla shows that there is a significant shortage of convenient parking spaces in The Village, and that the demand is likely to increase along with the growth of the community and tourism in the area. Currently, there is a shortage of 729 parking spaces during the peak demand period. This shortfall will increase to 858 spaces by year 2005, and to 1,167 spaces by 2020. As parking in La Jolla is an essential service provided to all residents and visitors in the community, it is vital that solutions to meet these current and predicted deficiencies be found. Table 2.3 provides a summary of the potential site locations in terms of realized parking spaces and structure costs.

Table 2.3 Site Analysis Summary							
Site	Parking Spaces	Net New Parking Spaces	Total Floor Area (sq. ft.)	Total Cost (a)	Floor Area per Space (sq. ft.) (b)	Cost per Space	Cost per Net New Space
Red Roost/Red Rest Site	150	150	73,000	\$4,000,000	487	\$26,700	\$26,700
La Valencia Parking Lot Site							
50% GF Retail	275	175	114,300	\$6,600,000	416	\$24,000	\$37,700
12% GF Retail	295	195	114,300	\$6,100,000	387	\$20,700	\$31,300
Cave St. (1200 Block)							
Concept 1	230	180	106,600	\$5,100,000	463	\$22,200	\$28,300
Concept 2	425	355	137,900	\$7,100,000	324	\$16,700	\$20,000
Union Bank Site							
50% GF Retail	300	245	119,000	\$6,400,000	357	\$21,300	\$26,100
20% GF Retail	320	265	119,000	\$6,100,000	357	\$19,100	\$23,000
Helen Smith Site							
No Retail	215	162	98,000	\$4,700,000	456	\$21,900	\$29,000
50% GF Retail	194	141	98,000	\$5,290,000	455	\$27,300	\$37,500
20% GF Retail	206	153	98,000	\$4,940,000	457	\$24,000	\$32,300
Shell Site	315	315	137,500	\$9,600,000	437	\$30,500	\$30,500
Dip Site	304	304	113,000	\$9,010,000	372	\$29,600	\$29,600

- a) Excluding property costs, building demolition costs, architectural and engineering fees, construction engineering and management, and legal and financing costs.
- b) Floor area per space does not include retail square footage.
- c) Abbreviation: GF = Ground Floor