

CITY OF CORONADO
TRAFFIC OPERATIONS COMMITTEE
MEETING MINUTES

May 27, 2010

A meeting of the Traffic Operations Committee (T.O.C.) was held on Thursday, May 27, 2010, at 2:00 p.m. in the Council Chambers. Scott Huth, John Traylor, Rachel Hurst and Ed Walton were present. Lou Scanlon was absent and unrepresented. Assistant Engineer Dave Johnson was also present.

1. Minutes of the April 29, 2010 Special Meeting – Approval – The minutes were approved unanimously.

2. Oral Communications – Janice McElroy owns the building at 1113 Adella Avenue (Hartness Court), probably best known as the old Red Cross building. There are retail tenants on the first floor and offices on the second floor. They are one block from the ocean and unfortunately, during the summer months, beachgoers park their cars for longer than two hours and come back and feed the meters and go back to the beach. It is very difficult for the retail people to have parking for customers. She is requesting that the three two-hour meters directly in front of her building be changed to 30-minute meters and the next five spaces be changed to one-hour meters.

Jeff Alison, 1057 Ocean Boulevard, commented on the road markings on R. H. Dana Place at the intersection with Orange Avenue. Right now there are three lanes of traffic; the first lane, on the far left, has a left turn onto Orange and a straight ahead onto Adella; the second lane is a right-hand turn; and the third lane is a right-hand turn. He uses that intersection a great deal so his comments are based on a couple of years' experience. The problem is that very few people are going straight onto Adella. Most either make the right turn and go the Strand or make a left turn and go down Orange. A smaller amount of traffic goes straight ahead. Also, the heavy right-turn traffic is at the rush hour when the south gate of the base is open and the traffic is coming from the base. Ninety percent of it turns down the Strand. He thinks that eliminating the straight-ahead arrow on the left turn and moving it to the center would move the traffic better at that intersection. He can see this working better about 80% of the time. The left turn blocks straight-ahead movements. He requested that the intersection be looked at.

3. Recommendation Regarding the Request to Accommodate Valet Parking for Sharp Coronado Hospital at 250 Prospect Place – Mr. Johnson said the City was approached by Sharp Coronado Hospital to look at alternatives to reduce the amount of parking congestion on the streets adjacent to the hospital. There is a high demand for on-street parking because there aren't sufficient off-street spaces. The hospital said they were going to perform a free valet service to customers coming to the hospital. Their proposal included the use of an existing white passenger-loading zone near the hospital entrance with a podium and sign. The Traffic Operations Committee has approved valet services for restaurants in the past, most recently at Vigilucci's and Miguelito's. Here there is an existing loading zone so the Council wouldn't be asked to approve an additional loading zone, but we will ask the applicant to apply for an

encroachment permit; this will list the conditions of the permit and how they operate in the public right-of-way. Currently, they're running a trial period; this is their second week. They drive vehicles from Prospect to Third to Glorietta and turn into the Marriott Hotel. Towne Park Valet, which is also the valet for the Marriott, contracted with the Marriott to use 25 spaces for the hospital valet operation. The recommendation is to ask the Council to have staff enter into an encroachment permit with Towne Park valet.

Mr. Traylor asked if the intent is for cars to pull up parallel to the loading zone or is it to pull in and back out when they take the car to the valet parking spot. A Towne Parke representative said the intention is to pull into the parking spaces. There will be two valets at all times; one directs as the other pulls the car out. They will operate Monday-Friday, 7:00 a.m.-5:00 p.m.

Mr. Huth wondered if the owner of the Coronado Retirement Village had been contacted for use of their parking lot, which often is underutilized, to see if an arrangement could be worked out. He suggested that Towne Park might want to work with the owners of the hospital, Retirement Village and medical offices building (MOB) to come up with something that maximizes the use of parking on the site.

Tony Guerra, Sharp Coronado Hospital, said when they were looking at valet providers they initially looked at what opportunities they might have on campus. He said the MOB has become busier and busier and for the majority of the day nearly all of their available spots are taken in their \$2.00 parking lot behind the gate, so that did not become a realistic opportunity for the hospital. The Retirement Village is not affiliated with Sharp Coronado Hospital and they have employees who park on site and on the public streets. Then there's the Villa Coronado which has a long, skinny parking lot which is usually pretty well filled. There are some staff parking spots, usually used by physicians visiting patients at the Villa. The rest are reserved for family members who are visiting residents at the Villa. They had focused on the very back end of that parking lot when they were looking at other valet providers. The problem is that the emergency generator for the building is at the back end of the lot, so blocking access to that would be problematic. Also, the portion of the building that is toward the back end of the lot is where there are exterior doors for hazardous waste and normal trash that is picked up on a routine basis. Delivery trucks back into that lot and if the back end were to be blocked by parked stacked cars it would be problematic; that was why the best solution for the hospital ended up being partnering with Towne Park and having the agreement with the Marriott to allow cars to park on their property.

Mr. Walton applauded the hospital's efforts to try to ease the parking problems in that area. He asked how many cars have utilized the valet services and Mr. Guerra said in the first week 73 cars were parked and in the second week, 77. That averages about 15-16 a day and is pretty significant right out of the gate, but they feel that volume will increase. They've allotted for an expectation of 25 per day. The hospital is happy about the extreme satisfaction of people utilizing the service.

Mr. Walton then asked how this service is being advertised and Mr. Guerra said the hospital sent a press release to the *Coronado Eagle & Journal* but the majority of communication has been internal; every department is aware so they can let their patients and visitors know. They have also created some material for patients and visitors to take with them. Initially, the signage did not say "complimentary," but they are changing that because it may have been an initial barrier with visitors not knowing if the service was free or not. Clarifying that will probably encourage more people to use the service.

Mr. Walton said this is being used in conjunction with a drop-off, so it's a dual-purpose zone. He asked if this is problematic to valet and have a drop-off zone and the Towne Park

representative said that the valets take possession of car keys even if people are just dropping off collateral.

Mr. Huth encouraged the hospital to work more with the Retirement Village because they have a nice pull-in and it would be the optimum situation to do a whole block of valet parking that services everybody. Mr. Guerra said they have had that discussion, but he believes the Retirement Village has been in a management transition. He said he'd follow up with them and find out if there's any partnering they can do.

Ms. Hurst said there are provisions in the Municipal Code that address valet parking and she assumes those will be implemented through the encroachment permit. Mr. Johnson said the valet parking regulations typically apply to private property, so he's assuming that the Marriott already has the proper signage that they're required to have. That will be looked at as part of the encroachment permit.

Mr. Traylor made a motion to approve the staff recommendation to allow Sharp Coronado Hospital and Towne Park Valet to operate valet parking using an existing white curb passenger-loading zone on Prospect Place provided they obtain an encroachment permit. Ms. Hurst seconded the motion and it passed unanimously.

The meeting adjourned at 2:27 p.m.