

# Avila Cottages

## Draft Special Event Transportation Management Plan



Prepared by

Central Coast Transportation Consulting

895 Napa Avenue, Suite A-6

Morro Bay, CA 93442

(805) 316-0101

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## A. INTRODUCTION

This Transportation Management Plan (TMP) was developed for special events at the Avila Cottages project located east of Wild Cherry Canyon and north of Avila Beach Drive in the unincorporated area of San Luis Obispo County. The project includes 50 rental cottages, a restaurant, and 141 parking spaces including public parking. To reduce vehicle and pedestrian trips, the project proposes electric shuttles for guests traveling between the hotel and destinations in Avila Beach.

A conservative analysis of the project trip generation estimated the following new vehicle trips (Avila Cottage Draft Transportation Impact Study, CCTC, September 2018):

- 738 weekday daily trips
- 57 new weekday PM peak hour trips (pht)
- 756 weekend daily trips
- 76 weekend mid-day peak hour trips (pht)

A vehicle trip is defined as a single vehicle entering or exiting the site. Peak hour trips refer to the sum of inbound plus outbound trips occurring within any single 60-minute period.

The weekend trip generation estimate for typical operations is 76 pht.

### *Special Events*

The project proposes two types of special events. Consistent with County Resolution 2008-152 vehicle occupancy was assumed to be 2.5 attendees per vehicle. One trip end (to or from site) per vehicle was assumed to coincide with the Saturday mid-day peak hour. The largest proposed special event would host 200 attendees, including staff. Two types of events are proposed:

- **Restaurant Closure Scenario:** The restaurant would be closed to the public and there would be up to 200 attendees, including staff. It was assumed that 50% of the attendees for this type of event would be hotel guests or staff. This scenario resulted in 76 total project pht, equal to the trip generation during the Saturday mid-day period under typical operations.
- **Banquet Only Scenario:** The restaurant would remain open to the public and there would be up to 100 special event attendees, including staff. It was assumed that 25% of the attendees for this type of event would be hotel guests or staff. This scenario resulted in 106 total project pht. Alternatively, if the number of attendees was reduced to 78 then the number of trips would decrease to 99 total project pht.

Attendee assumptions were reviewed against existing local area hotel event operations.

For special events generating 76 or fewer total project pht, Transportation Demand Management (TDM) strategies will be encouraged but are not required. Events generating more than 76 project pht will require TDM measures to ensure that the project does not generate more than the permitted amount of traffic and cause impacts not mitigated in the use permit.

## **B. TRANSPORTATION MANAGEMENT PLAN (TMP)**

The objectives of the TMP are to:

- Facilitate safe and efficient travel to/from the event site.
- Maximize efficiency of parking operations and internal circulation.
- Disseminate useful and credible information to event participants.
- Maximize safety throughout the entire community of Avila Beach.
- Minimize impacts to adjacent roadway operations and neighboring properties.

The following TDM strategies will help reduce the peak hour vehicle trips that access the site during special events:

- Post event information on the Avila Cottages website and social media including the event date and time, restaurant information, parking options, shuttle information, and maps.
- Encourage use of hotel's electric shuttle by providing shuttle information to guests in the in-room information packet and at check-in.
- Review community events and Diablo Canyon schedules when planning events.
- Require contract delivery services and event deliveries to occur outside of event and commute peak hours including weekdays between 7:00-9:00 a.m. and 4:00-6:00 p.m. and on weekends between 11:00 a.m. and 1:00 p.m.
- Provide special event signage.
- Consider contract shuttle for larger events.

These strategies are described in more detail below.

### **1. Shuttle Service**

Avila Cottages will be providing an electric shuttle service to guests for destinations within Avila Beach. During special events generating more than 76 project pht, event staff will not be allowed to park on site and a shuttle will be provided.

Contract shuttles are typically used for larger events when there is insufficient parking. The 141 parking spaces provided would accommodate most events. However, for events generating over 76 total project pht, a contract shuttle will be considered. Necessity for the shuttle will be based on the type of event, duration of event, and expected attendees. The TMP can be modified following monitoring to require contract shuttle services or limit parking for larger events.

When shuttle services are used, the following locations have been identified for off-site parking:

- Premium Outlets Park & Ride Lot, 333 5 Cities Drive, Pismo Beach
- Calle Joaquin Park & Ride Lot, 1605 Calle Joaquin, San Luis Obispo

An additional park and ride lot is located at the Bob Jones Trailhead on Ontario Road; however, parking lots in the Avila area may be impacted during the summer and on weekends. The Pacific Gas and Electric parking lot on Ontario Road has up to 75 spaces which may be available for use and an additional park and ride lot is proposed on Avila Beach Drive west of Shell Beach Drive.

Guests will be directed to off-site lots where available parking has been identified.

## ***2. Event Signage***

Signage and flagging will require an Encroachment Permit from the San Luis Obispo County Public Works Department. All signage and flagging operations shall comply with the latest edition of the California Manual on Uniform Traffic Control Devices (CAMUTCD).

For all special events generating over 76 total project pht, SPECIAL EVENT AHEAD (SC5(CA)) signs will be placed on Avila Beach Drive approximately 250' in advance of the intersection with Ana Bay Road. Signage will also be located on Ana Bay Road and within the project site to direct vehicles to the event and parking locations.

Flagging operations at the intersection of Avila Beach Drive/Ana Bay Road is unnecessary for the proposed events. For inbound event operations, traffic entering the site would primarily be coming from the east and would make a right turn on to Ana Bay Road. The total left turning vehicles from the west would be less than 20 vehicles per hour and flagging would not be required or cost effective. For outbound event operations leaving the site, the intersection LOS would remain C and D in the PM peak hour and Saturday midday peak hour, respectively. If delays did occur, they would be on the privately maintained Ana Bay Road.

When events are concurrent with other events (i.e. Avila Beach Golf Course), a flagger at the intersection of Avila Beach Drive/Ana Bay Road will be considered to direct traffic. When a flagger is present, the SPECIAL EVENT AHEAD signs will be supplemented with BE PREPARED TO STOP (W3-4) and flagger symbol (C9A(CA)) signage.

When the restaurant is closed, a sign will be placed outside the County ROW at the intersection of Avila Beach Drive/Ana Bay Road to notify drivers.

## ***3. Monitoring, Evaluation, and Reporting***

The effectiveness of the TMP shall be monitored and adjusted, if necessary, to improve site access and circulation and maintain safe and effective event operations. The following summarizes the recommended monitoring program:

- Collect a 24-hour summer weekend traffic count at the project driveway for each of the two event scenarios (Restaurant Closure Scenario and Banquet Only Scenario) during the first year of operation.
- Prepare a summary report presenting the traffic count data and event statistics (number of attendees, start and end times, etc.).
- Revise TMP if more than 76 pht are generated to require contract shuttle service, limit parking, reduce number of attendees, or develop additional TDM strategies.

The TMP must continue throughout the life of the permit. Amendments to the TMP must be submitted by a registered civil or transportation engineer for prior approval by the County.

#### ***4. Transportation Management Plan Coordinator***

The designated TMP coordinator will implement, enforce, and document compliance with the TMP. In addition to the TMP Coordinator, the general manager of the site will implement and enforce the TMP and be available 24 hours a day to respond to agency and public inquiries.

The TMP coordinator and general manager shall submit any revisions to the approved TMP to the County for approval. The TMP coordinator for the Avila Cottages project is:

Somera Capital Management, LLC  
115 West Canon Perdido Street  
Santa Barbara, California 93101  
(805) 681-0144