

Traffic and Parking Advisory Board
Discover PB
May 13, 2025
5:30pm

This will be an in person meeting
1001 Garnet Ave. Suite 200

Agenda

1. Introductions
2. Non-Agenda Public Comment
 - a. Limited to 2 minutes on any non-agenda items. (time permitted)
3. Committee Member Comment
 - a. Limited to 2 minutes on any non-agenda items. (time permitted)
4. Board Elections (Action Item)
 - a. Quadrant elections
 - i. Nominations – Need seats filled for - Q1 NE – Q2 SE
5. Parking District Financial Reports – March 2025
 - Presentation
 - Public comment – (1 minute each)
 - Board member comment
6. Parking Duration Study (Info Item) - Claudia Brizuela, City of San Diego
 - Presentation
 - Public comment – (1 minute each)
 - Board member comment
7. Parking Updates (Info Item) – Claudia Brizuela, City of San Diego
 - a. Commercial loading Zone – Everts
8. Community Parking District Budget – Revision – Sunny Lee (Action Item)
 - Presentation
 - Public comment – (1 minute each)
 - Board member comment/vote
9. Next meeting time: June 10, 2025 – In Person – VentureBeach Cowork – 1001 Garnet Avenue, suite 200
10. Adjourn

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.

To request an alternative format, or to request a sign language or oral interpreter for the meeting, please contact the Meeting Coordinator at least five (5) working days before the meeting at (858) 273-3303 to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon request

7:42 AM

05/08/25

Accrual Basis

Discover Pacific Beach
Profit & Loss by Class
March 2025

	Mar 25	Jul '24 - Mar 25
Ordinary Income/Expense		
Income		
4250 · Parking District	1,792.78	11,824.11
Total Income	1,792.78	11,824.11
Gross Profit	1,792.78	11,824.11
Expense		
6100 · Operating		
6135 · Insurance-Liability	0.00	1,000.00
6160 · Office Supplies/Equip	0.00	179.88
6175 · Printing and Reproduction	100.00	523.00
6180 · Rent	250.00	2,250.00
6185 · Telephone-Cell/Office	285.19	1,082.64
6190 · Utilities-GEW/Sanitation/Refuse	309.48	309.48
6195 · Payroll Expense		
Staff-Executive Director	384.00	3,456.00
Processing Fee	0.00	95.00
Insurance-Work Comp	0.00	400.00
Total 6195 · Payroll Expense	384.00	3,951.00
6205 · Accounting	166.00	1,494.00
Total 6100 · Operating	1,494.67	10,790.00
6600 · Outreach		
6505 · Advertising - Marketing	247.50	247.50
6650 · Newsletter	83.00	664.00
Total 6600 · Outreach	330.50	911.50
Total Expense	1,825.17	11,701.50
Net Ordinary Income	(32.39)	122.61
Net Income	(32.39)	122.61

Pacific Beach Parking Occupancy

Average Occupancy (%)

- 52 - 70%
- 71 - 85%
- 86 - 100%



0 400 800 US Feet
Promenade at Pacific Beach

Projects/Activities/Contracts

Project Type (Select from Drop down)

Managing Existing Parking Inventory

Managing Existing Parking Inventory - Total

Provide Parking and Mobility Information

Provide Parking and Mobility Information - Total

Enhancing Mobility (Facilitating Use of Alternative Forms)

PB Pathways Project

Capital/Equipment

PB Pathways Project

Operations/Contracted Services

Pedestrian or Vehicular Safety and Convenience

Pedestrian or Vehicular Safety and Convenience - Total

Increasing Parking Supply

Increasing Parking Supply - Total

Supplementing Eligible City projects

Supplementing Eligible City projects - Total

Sub-total of Projects/Activities/Contracts	
Administrative Cost (For Activities Implemented Directly by the Organization)	
Total Budget	
The implementation of proposed projects set forth above will require compliance with, and all necessary environmental review, as well as compliance with further approval of the appropriate City decision-maker.	

¹ Please utilize this column if the CPD proposes to provide CPD funding to the City for development or implementation of specific projects (e.g.

\$	43,478	\$	-											
\$	6,522													
\$	50,000													
applicable law and is contingent upon the														

j. parking meter equipment, shuttle services, etc.)

PB Pathways – Project Detail

Project Type: Pedestrian Safety & Accessibility Enhancements

Community: Pacific Beach

Location: Targeted locations across Pacific Beach with high pedestrian and visitor activity

Project Overview:

Phase 3 of PB Pathways will deliver strategic improvements that enhance pedestrian access, safety, and wayfinding across Pacific Beach. This phase builds on previous successes and focuses on five priority corridors with high foot traffic, beach access, and neighborhood connectivity needs. The goal is to create a more walkable, accessible, and cohesive experience for residents and visitors alike.

Project Components:

1. **Priority Routes** – Enhancements will be concentrated along five key walking corridors (see Figure 1) to improve connections between commercial zones, beach areas, and transit stops.
2. **Beach Access Improvements** – Upgrades to beach access points at Law Street, Diamond Street, and Cass Street will include visibility enhancements, signage, and pedestrian-friendly surfacing to ensure safe and comfortable access.
3. **PB Pathways Branding & Wayfinding** – A branded wayfinding system will be installed along all priority routes. Signage will include directional markers, safety reminders, community highlights, and route identifiers (see Figure 2).
4. **Traffic Calming & Signage Tools** – Up to 15 key locations will receive pedestrian-focused traffic calming elements such as sidewalk decals, branded signage, or street-level installations to increase safety and driver awareness.
5. **Community Engagement & Visibility** – Outreach materials and online updates will accompany installation to promote awareness and invite community input.

Estimated Costs:

- **Materials & Signage:** \$30,000
- **Labor & Installation:** \$13,478

Total Estimated Cost: \$43,478

Implementation Timeline:

Project to be implemented between **June 2025 – March 2026**

Council Policy 100-18 Qualifying Category:

This project qualifies under:

- Enhancing Mobility (Facilitating Use of Alternative Forms

Figure 1:

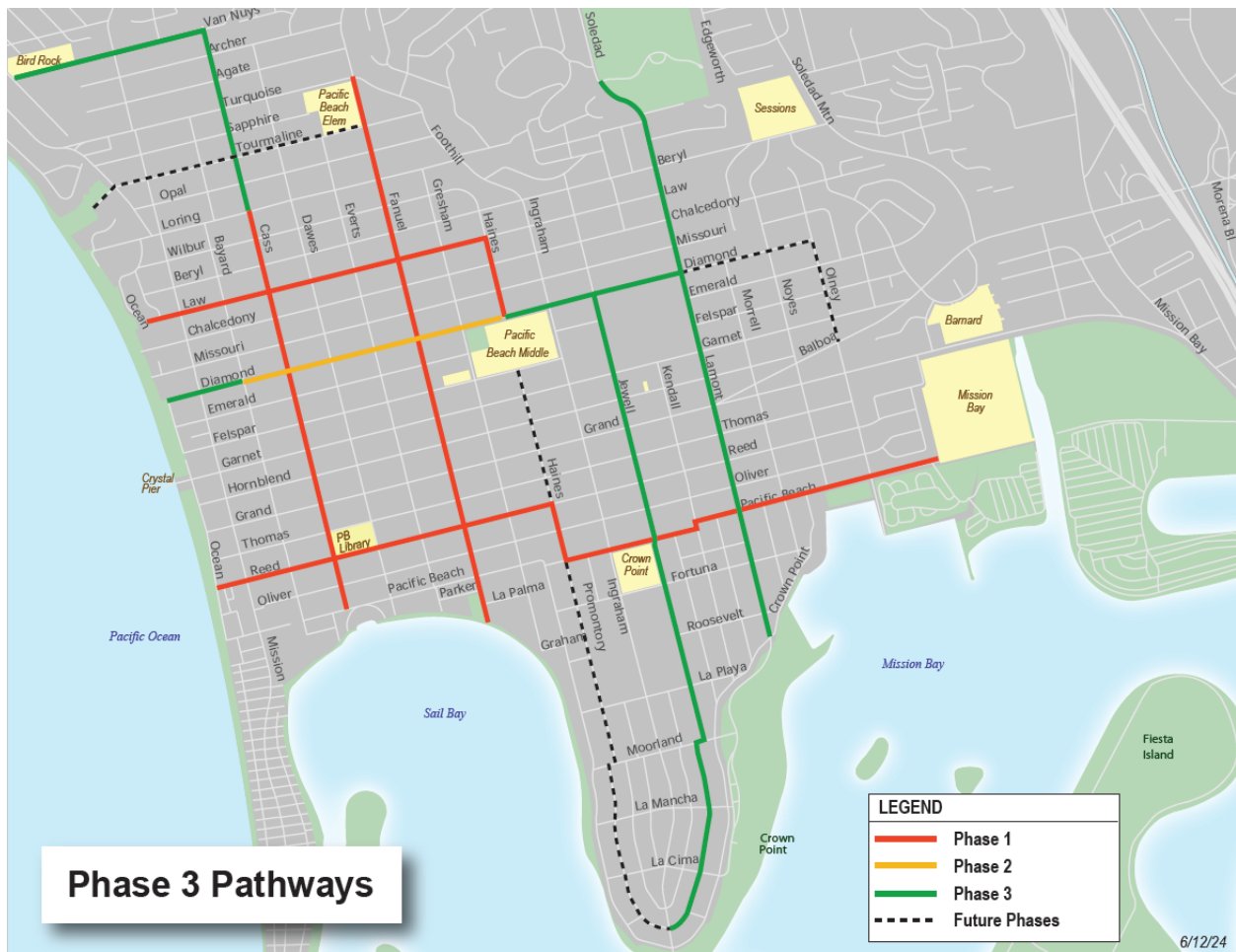


Figure 2:

PB Pathways Ad-hoc Subcommittee



Traffic Calming Tools from Community Input

