



# 49er Presentation



# Study Session Agenda

- Introductions
- 49er Presentation
- City of Sunnyvale Coordination with City of Santa Clara
- Traffic, On-Street Parking, Public Transit (DPW)
- Off-Street Parking Ordinance (CDD)
- Public Safety Services (DPS)
- Next Steps



# **PRESENTATION BY THE 49ERS**

Jim Mercurio, Vice President  
Stadium Operations & Security



# SANTA CLARA STADIUM AUTHORITY

**SCSA**  
SANTA CLARA STADIUM AUTHORITY

**City of  
Santa Clara**



**Santa Clara  
Stadium Authority  
(SCSA)**



**49ers SC  
Stadium Co.  
(StadCo)**



**49ers Stadium  
Management Co.  
(ManagementCo)**

- › Owns land
- › Ground Lease to SCSA

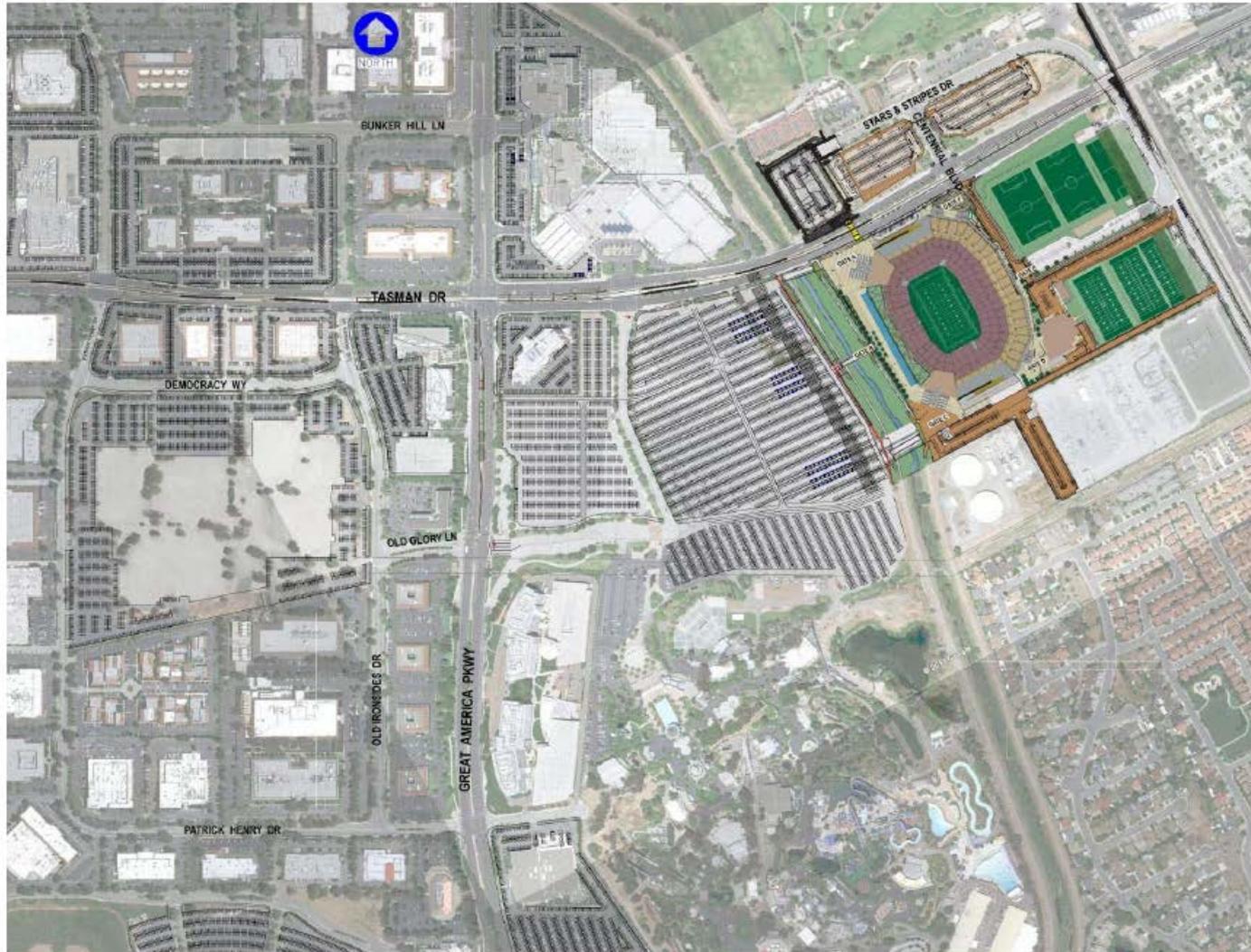
- › Stadium Builder/Owner
- › Leases Stadium to StadCo for six months per year (NFL Season)

- › Lessee of Stadium for six months per year (NFL Season)
- › Contracts with ManagementCo for Stadium Operations

- › Stadium Manager for 12 months per year



# STADIUM AREA





- › Scheduled to open for non football events August 1, 2014
- › Seats 68,500 for NFL games
- › Expandable to 72,000 for Super Bowl L
- › The stadium is expected to be sold out to season ticket holders



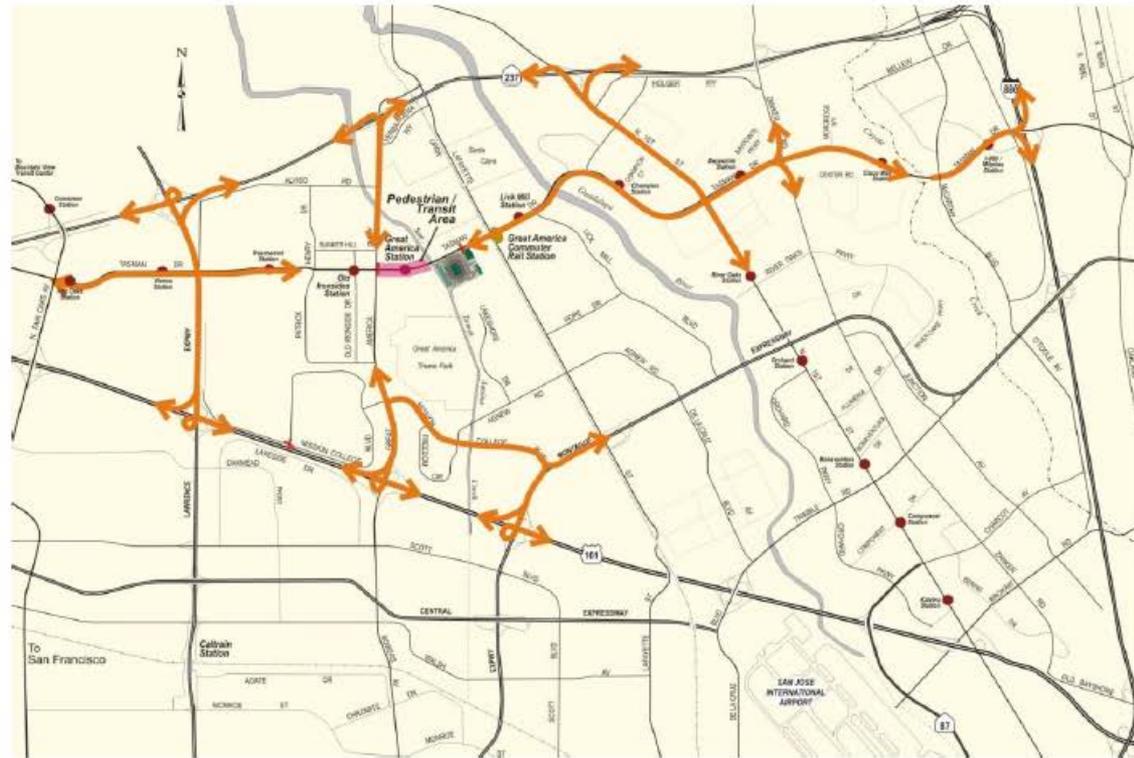
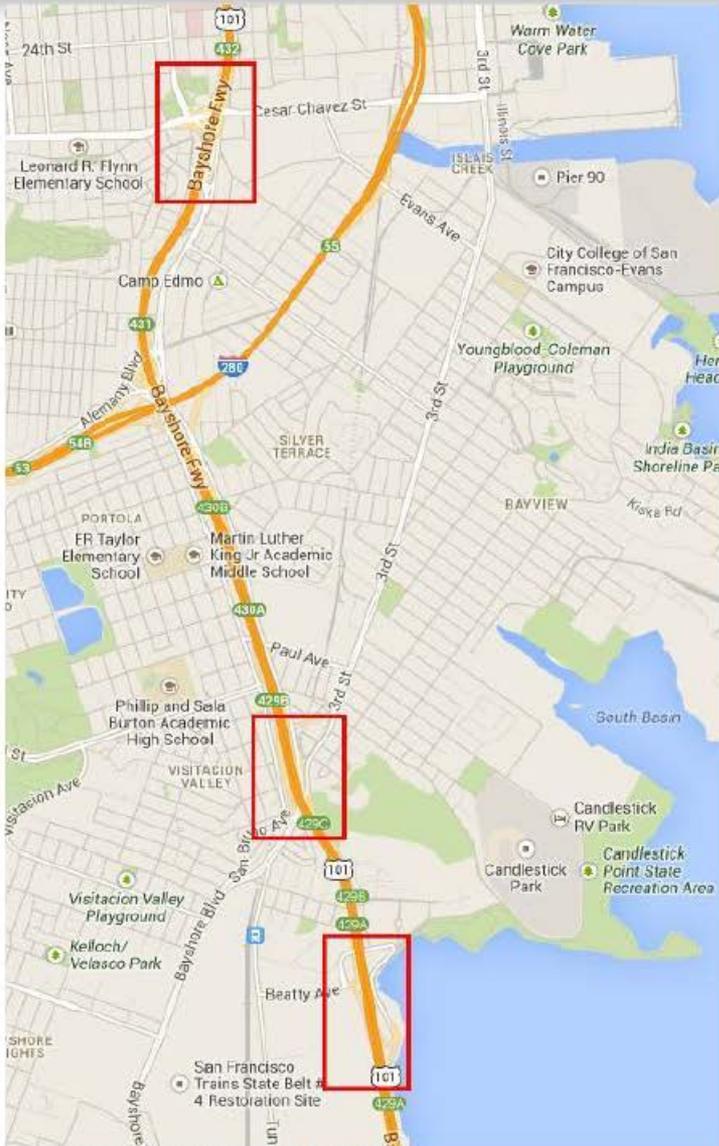


# STADIUM COMPARISON



	<u>Facts</u>	
1960	Year Opened	2014
\$32 Million	Cost to Build	\$1.2 Billion
69,900	Total Seating Capacity	68,500
0	Club Seats	9,000
<b>985,000</b>	Stadium Square Footage	<b>1,850,000</b>
19	Average Concourse Width (ft.)	63
1,296	Scoreboard Square Footage	13,600
0	Fascia Scoreboards	2
3	Elevators	17
6	Escalators	30
<b>239</b>	Concession Points of Sale	<b>370</b>
885	Restroom Fixtures	1,135
No	Heavy Rail Line	Yes
No	Light Rail Line	Yes
18,000	Parking Spaces	Estimated 21,000+
4	Freeway Entry/Exit Points	11

## > Candlestick Park vs. Levi's Stadium





# GAMEDAY TRANSIT CHARACTERISTICS

SCSA  
SANTA CLARA STADIUM AUTHORITY



## > Anticipated Ridership by provider:

- 7,500 by VTA Light Rail
  - including 3,000 by Caltrain
- 5,000 by Charter Buses
- 2,500 by SamTrans
- 1,500 by VTA Local Bus
- 700 by ACE
- 500 by Capitol Corridor
- 500 by East Bay Public Buses

## > 18,200 patrons on transit represents 27% of all trips



# GAMEDAY TRANSIT CHARACTERISTICS

Mode of Transportation	<u>Candlestick Point</u>		<u>Levi's Stadium</u>	
	Percentage	Attendees	Percentage	Attendees
Automobile	82%	57,150	73%	50,300
Public Transportation	8%	5,450	19%	13,200
Charter Bus	10%	7,100	8%	5,000
<b>Total</b>	<b>100%</b>	<b>69,700</b>	<b>100%</b>	<b>68,500</b>

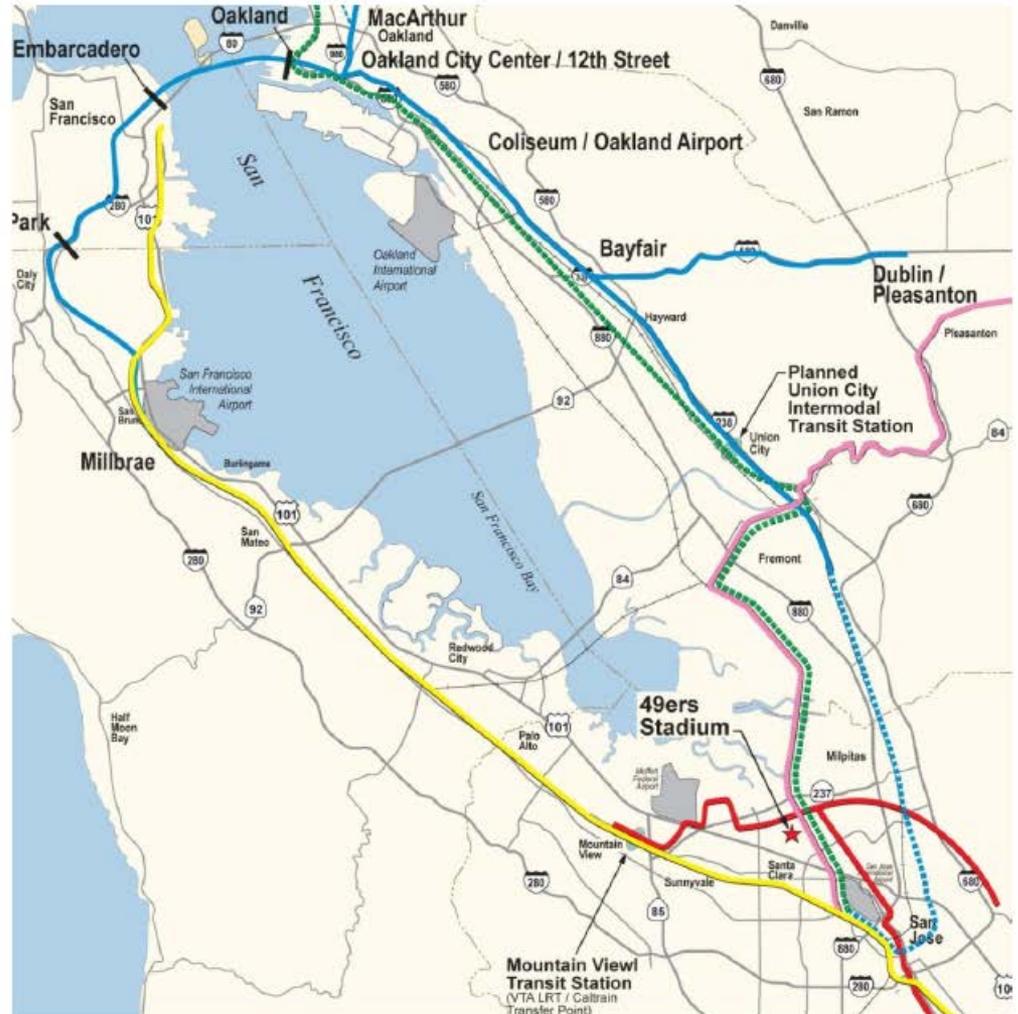


# OVERALL VIEW OF TRANSPORTATION

SCSA

SANTA CLARA STADIUM AUTHORITY

-  BART
-  BART Extension
-  VTA Light Rail
-  Caltrain
-  CAPITOL CORRIDOR
-  ACE (Altamont Commuter Express)





## › **Member of the Stadium Manager's staff**

- First point of contact for public regarding stadium issues
- On board by April 1, 2014
- Weekly report to the City Manager, the Special Events Unit and Stadium Manager
- Annual Report to Stadium Authority
- Participate in Pre/Post Operations and Stakeholder meetings
- Work stadium events
- Community Outreach
- Contact information posted in and around the stadium



# **PROJECT BACKGROUND**

Frank Grgurina, Chief



# Sunnyvale Actions

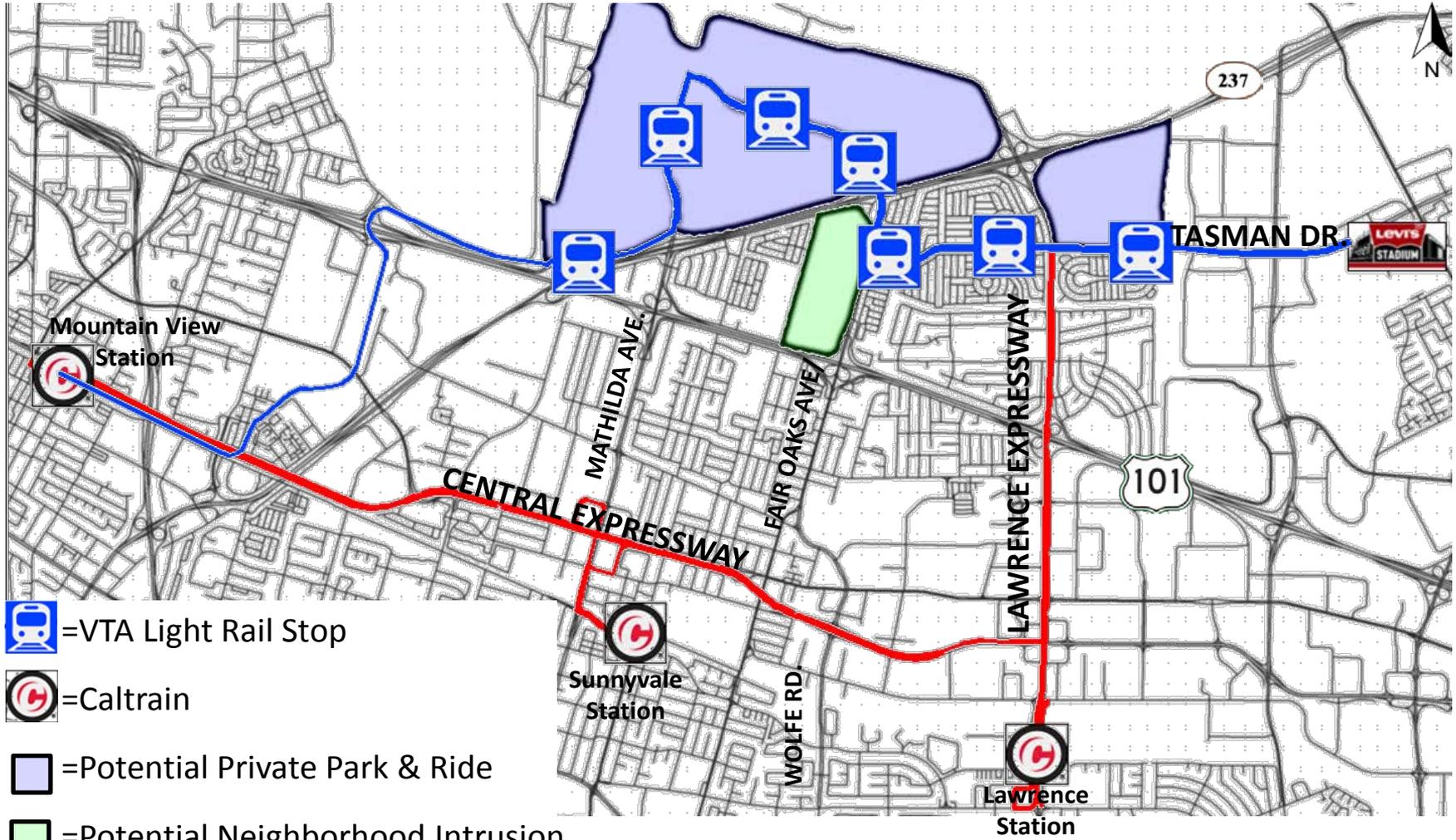
- City Response to Draft Environmental Impact Report (DEIR)
- Public Safety Law Enforcement Services Agreement
- City of Santa Clara Stakeholder Meeting
- City Response to Draft Transportation Management and Operations Plan (DTMOP)
- On-going coordination meetings (Cities of Sunnyvale and Santa Clara, Stadium Authority and 49ers)



# **TRAFFIC, ON-STREET PARKING, PUBLIC TRANSIT**

**Kent Steffens, Director DPW**

# PUBLIC TRANSPORTATION



=VTA Light Rail Stop

=Caltrain

=Potential Private Park & Ride

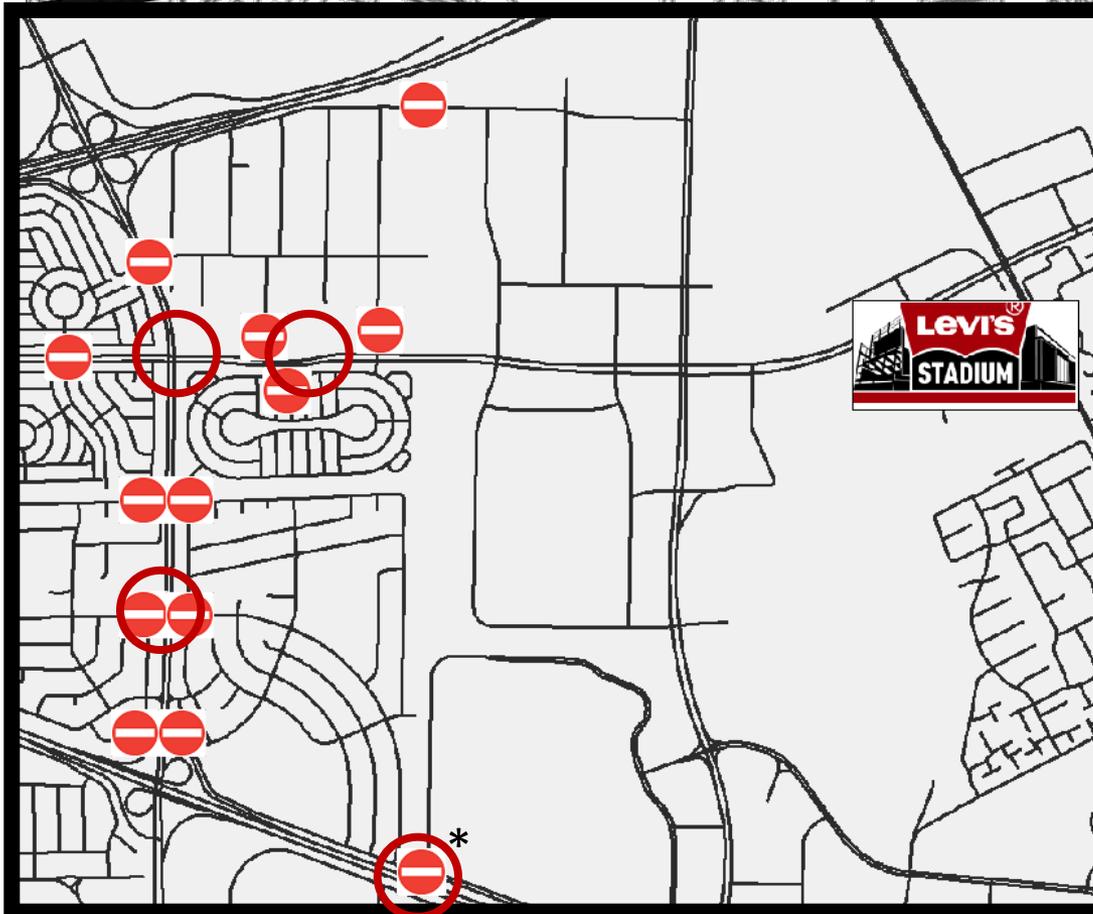
=Potential Neighborhood Intrusion

=Vehicle Routes between Levi's Stadium & Caltrain Stations

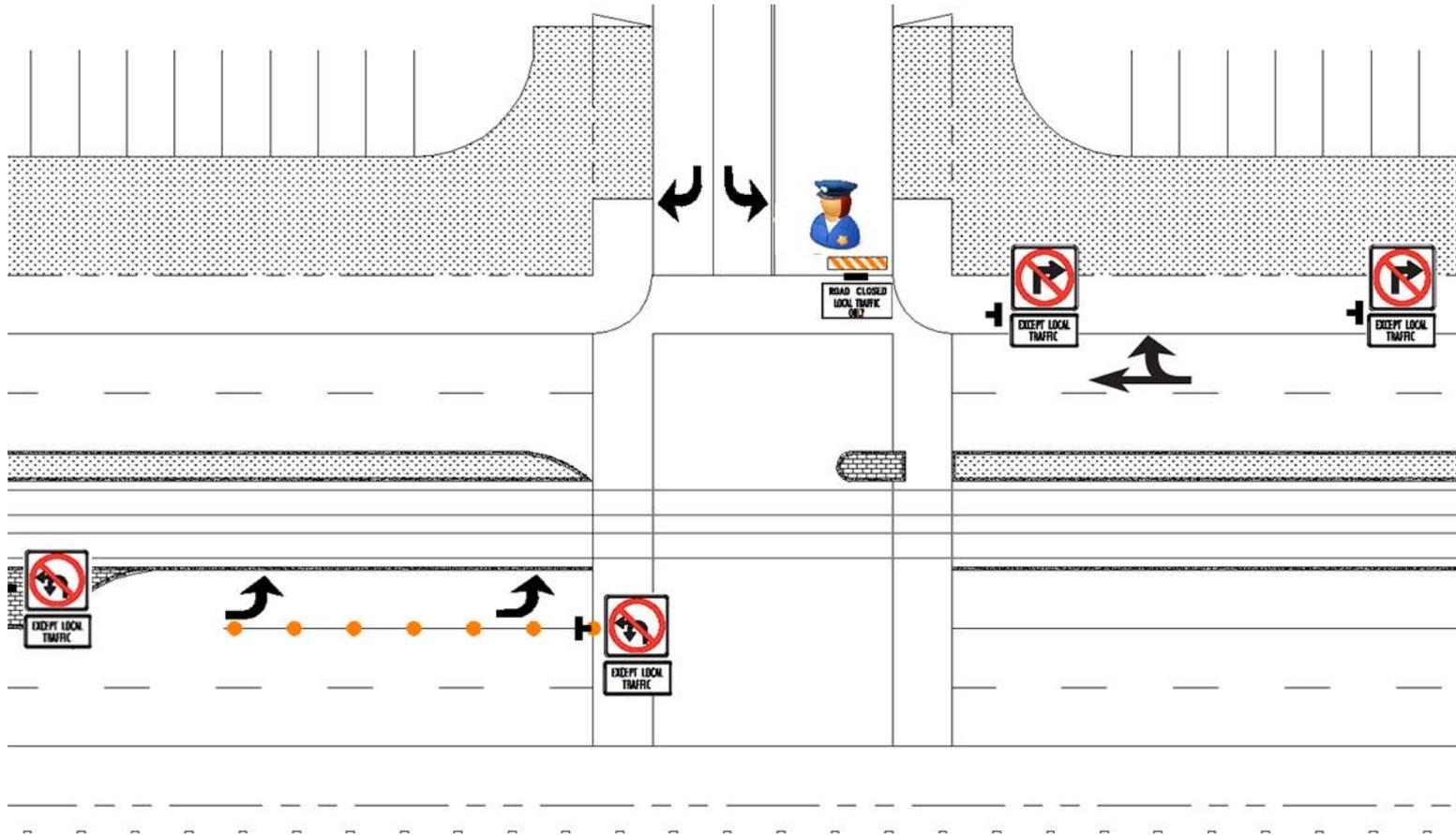
=VTA Winchester-Mountain View Light Rail Route

# TRAFFIC CONTROLS

-  = Road Closure
-  = Police/Security Officer-controlled intersections
- \* = Post-event only



# TYPICAL ROAD CLOSURES



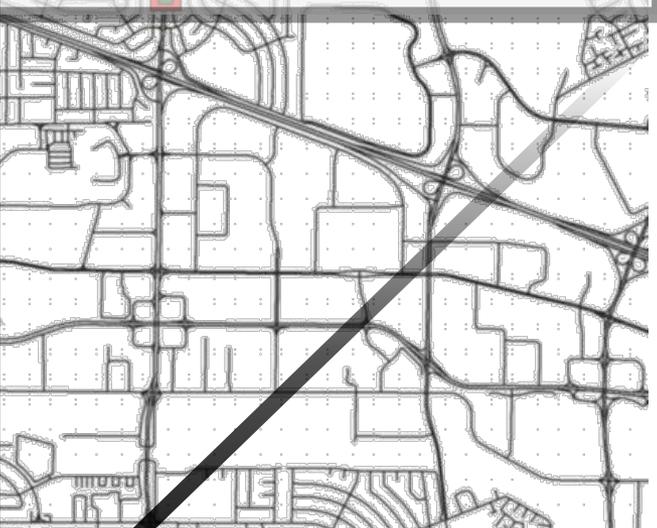
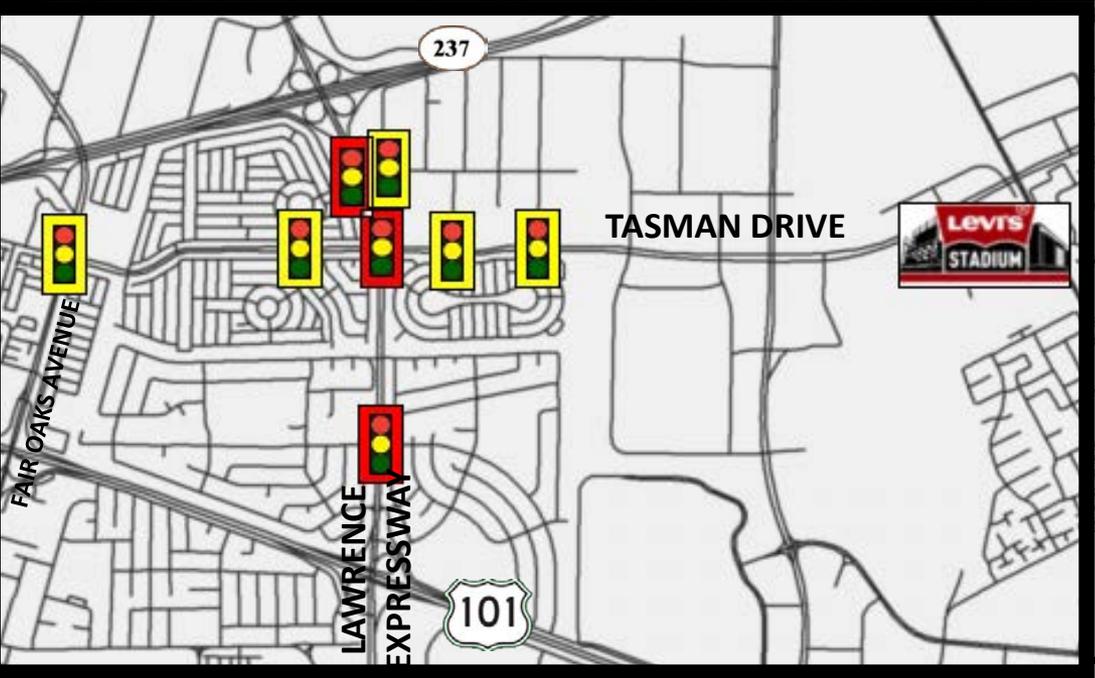
# TRAFFIC SIGNALS



= City of Sunnyvale traffic signal



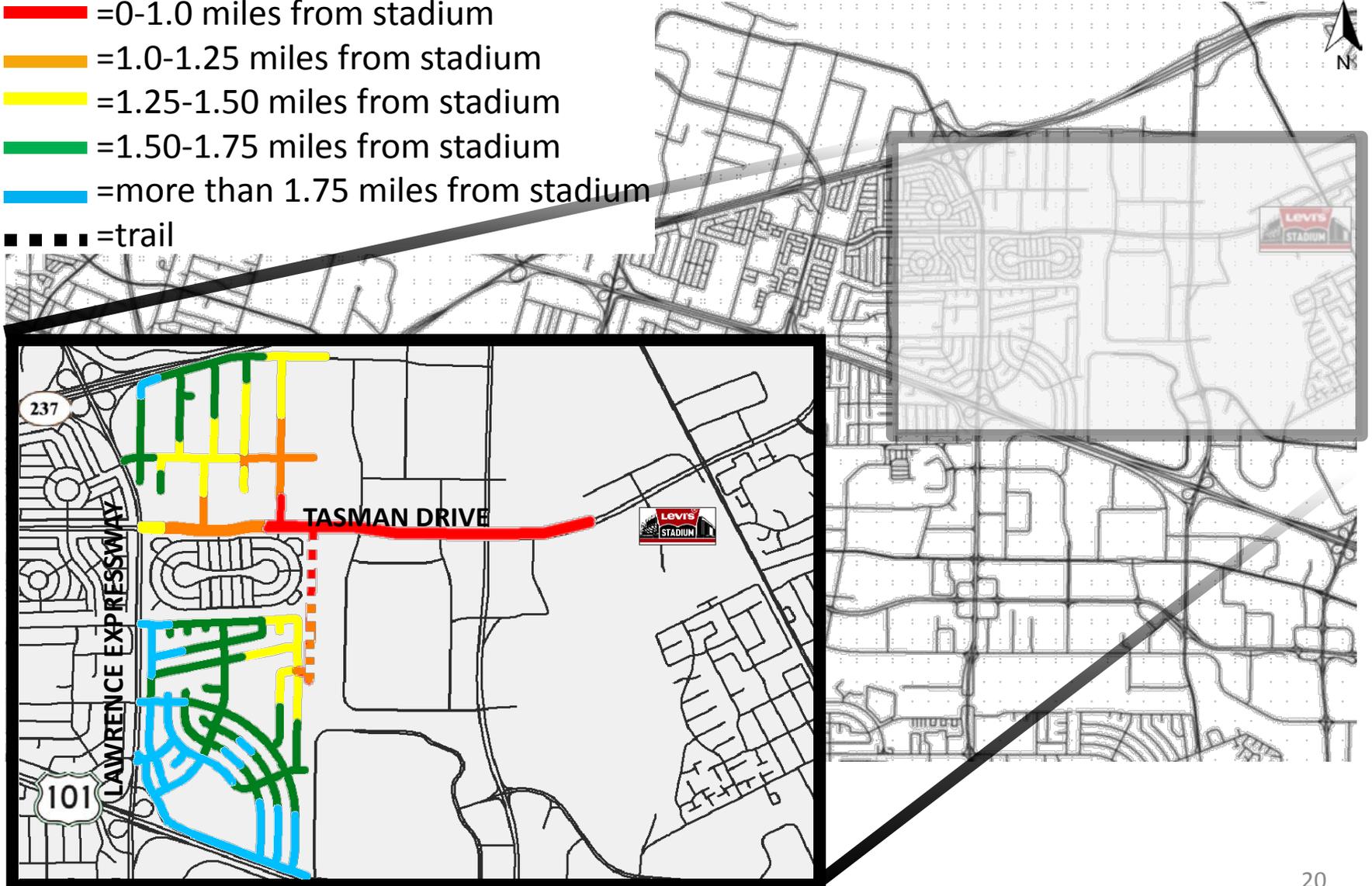
= Santa Clara County traffic signal



# WALKING SHED

## POTENTIAL RESIDENTIAL & COMMERCIAL PARKING

- =0-1.0 miles from stadium
- =1.0-1.25 miles from stadium
- =1.25-1.50 miles from stadium
- =1.50-1.75 miles from stadium
- =more than 1.75 miles from stadium
- =trail



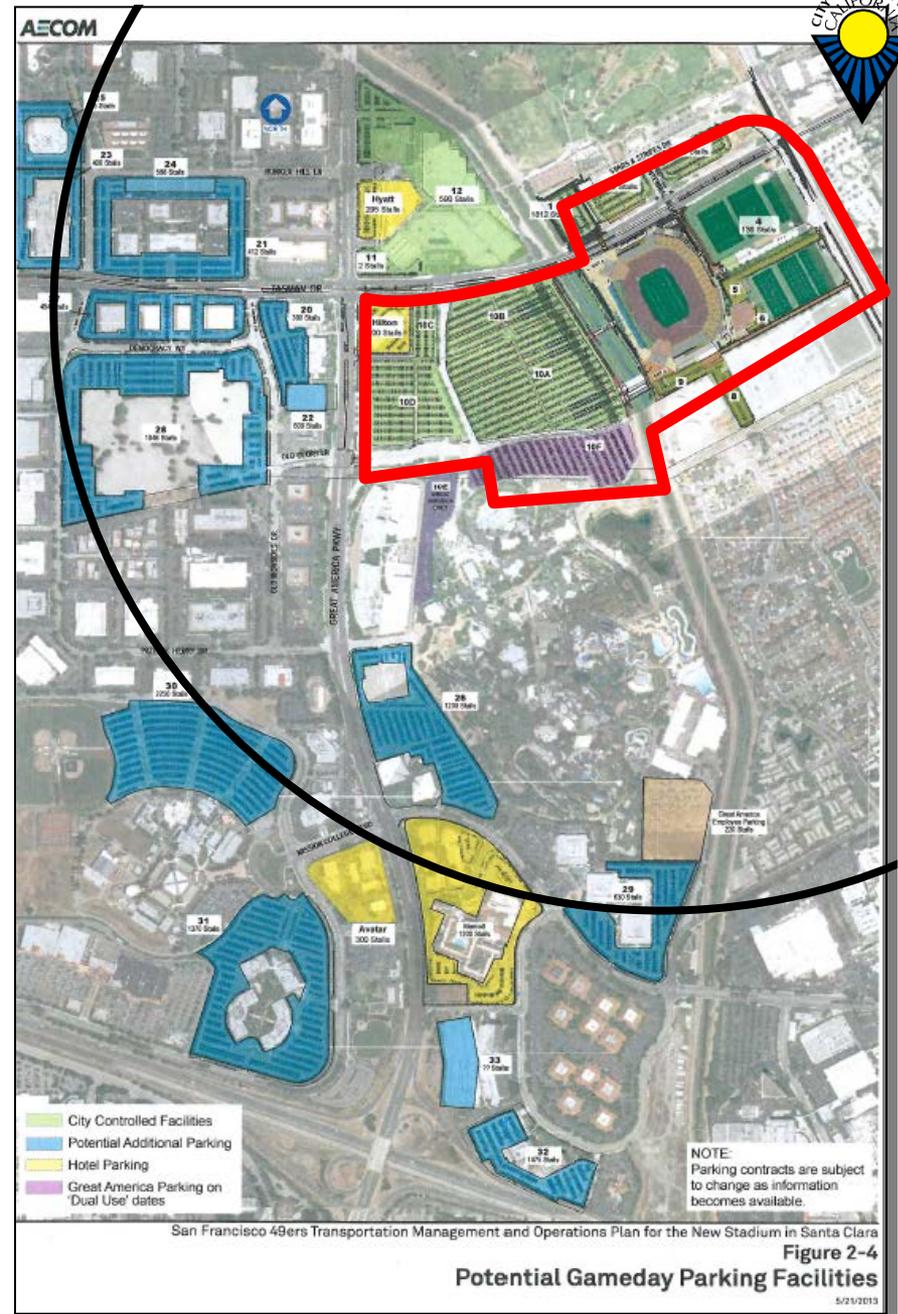


# **OFF-STREET PARKING IN SUNNYVALE**

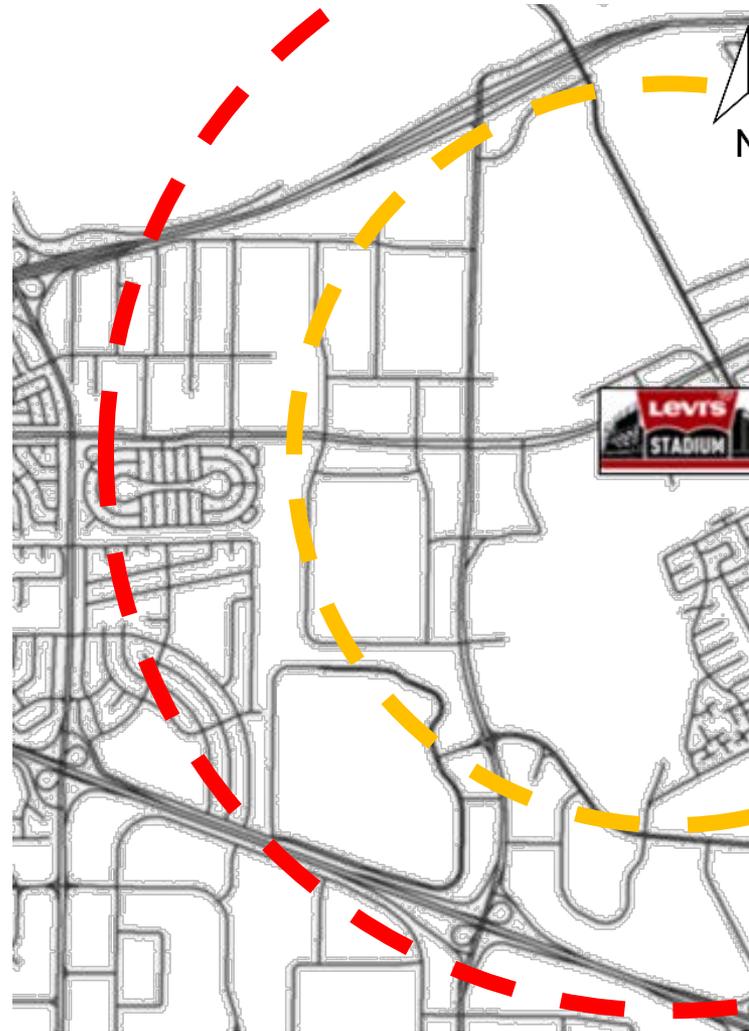
Hanson Hom, Director CDD

# Possible parking locations in Santa Clara

- EIR states 19,000 spaces
- Approximately 7,000 spaces near stadium (red)
- Approximately 9,000 private spaces (blue)
- Short 3,000 spaces
- Creates possible demand in Sunnyvale



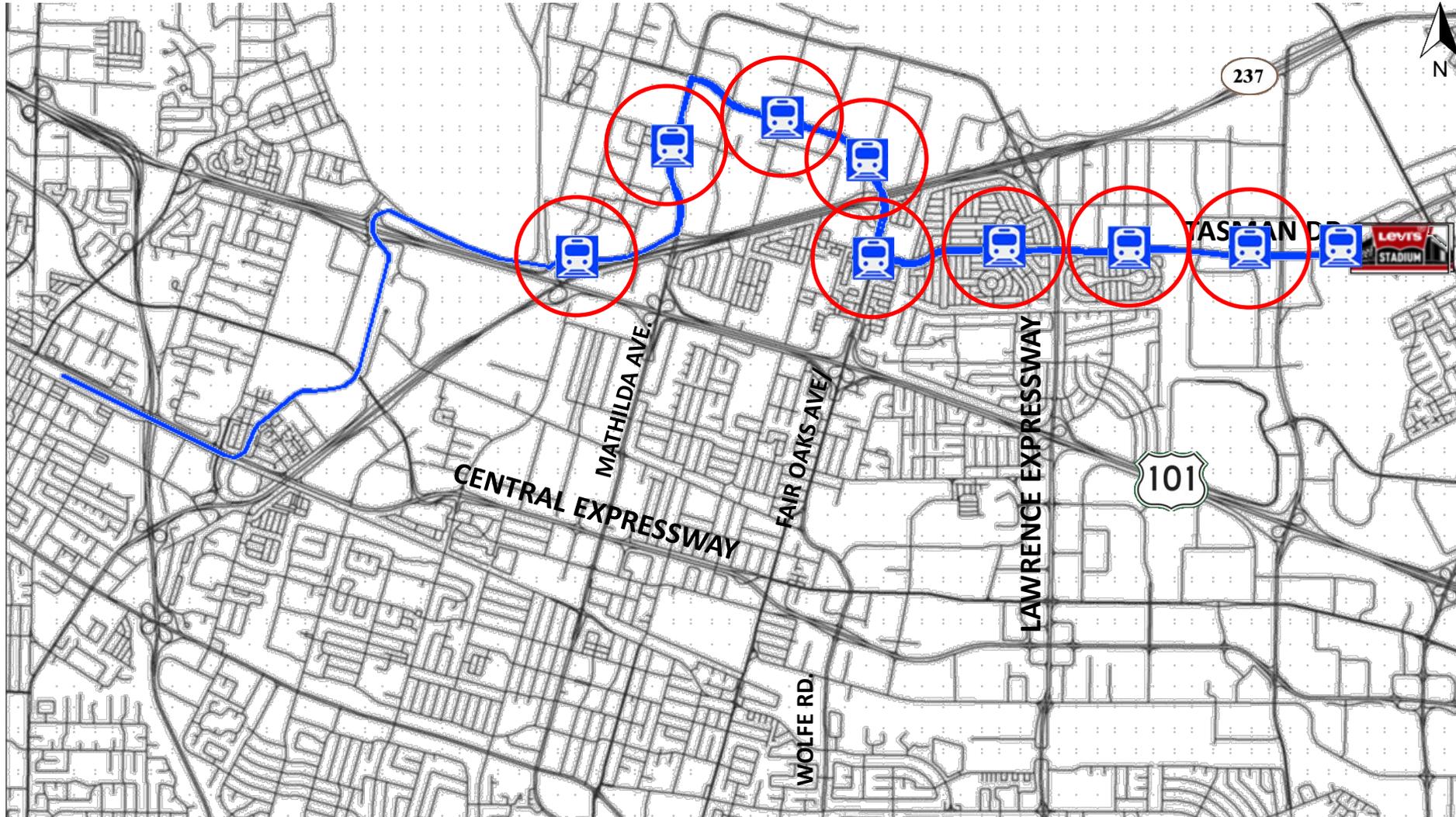
# WALKING RADIUS



— = 20-min walking radius

— = 30-min walking radius

# PUBLIC TRANSPORTATION



 =VTA Light Rail Stop

 =VTA Winchester-Mountain View Light Rail Route

# Parking Issues

- ***Safe Public Access***
  - Pedestrian sidewalks and crossings
  - Vehicular circulation during events
- ***On-site Operations***
  - Security
  - Sanitation/restrooms
  - Tailgating
  - Lighting
  - Parking management





# Regulation of Event Parking

- ***How:*** zoning amendment for private event parking
- ***Purpose:*** regulate and enforce event parking
- ***Application:*** commercial or industrial parcels
- ***Review Process:*** discretionary permit



# Ordinance Provisions

- Approval authority
- Permit renewal
- Required findings (e.g. safe access)
- Operational standards and conditions
- Enforcement
- Business license fees



# **PUBLIC SAFETY SERVICES**

Dayton Pang, Deputy Chief



# Ensuring Public Safety Services

- Municipal Law Enforcement Services Agreement
- Up to 4 DPS Officers per event serving the City of Sunnyvale
- Fully reimbursed by the Stadium Authority
- Stadium Security-Double Badging
- Reviewed by the City Attorney's Office and the Risk Manager



## Event Day Public Safety Services

- Parking Enforcement
  - Residential
  - Commercial
- Traffic Enforcement
- EMS and Fire Response



# Next Steps

- Off-Street Parking Ordinance
- Traffic Control Coordination
- Community Outreach
- VTA Coordination
- DTMOP Follow-up
- First Event Preparation (August 2, 2014)