



MEETING DATE: 4/29/96

STUDY SESSION REPORT

DATE: April 22, 1996
TO: MAYOR AND TOWN COUNCIL
FROM: TOWN MANAGER *DWK*
SUBJECT: DISCUSSION OF DOWNTOWN PARKING IMPROVEMENT PLAN

This item was continued from February 20, 1996. Please refer to attached report.

PREPARED BY: DAVID W. KNAPP
Town Manager

DWK:pm
MGR098 A:\CNCLRPTS\4-29-1

Reviewed by: _____ Attorney _____ Finance

Revised: 4/22/96 12:55 pm

Reformatted: 10/23/95



MEETING DATE: 2/20/96
ITEM NO. 26

COUNCIL AGENDA REPORT

DATE: February 15, 1996

TO: MAYOR AND TOWN COUNCIL

FROM: TOWN MANAGER *[Signature]*

SUBJECT: CONSIDER REPORT ON DOWNTOWN PARKING IMPROVEMENT PLAN AND PROVIDE DIRECTION TO STAFF AS APPROPRIATE

RECOMMENDATION:

Consider report on Downtown Parking Improvement Plan and provide direction to staff as appropriate.

Staff recommends in favor of the following items or concepts:

1. Development of 180 new parking spaces in the Downtown over the next 5 years is desirable. The new spaces would come from the construction of one new structure and increasing efficiency in existing lots.
2. Parking Lots # 2 and 13 are top candidates for a new structure pending further study and analysis.
3. Parking Lots # 1, 3, 6 and the Park & Ride Lot should be immediately improved for pavement maintenance striping efficiency and night safety.
4. An In-Lieu parking option is acceptable to allow for modest intensification of use.
5. The preferred revenue generating method to fund the contemplated new structure and the ongoing maintenance of all lots is the computerized pay-on-foot technology providing multiple payment options. Develop RFP specifications and solicit proposals.
6. A parking credit for Town residents with a valid California drivers license will be included in the parking plan, for example, a no cost debit card with a \$15 credit balance could issued on a annual basis.
7. Certain areas of parking will be designated for day parking (employee/owners) subject to monthly or annual pass and a corresponding fee structure.
8. Consider a temporary installation of the pay-on-foot system for a 8 month period.
 - a.) Standardize all Preferential Parking Districts:
 - i.) Parking restrictions shall be enforced 24 hours a day
 - ii.) No grace shall be allowed (currently some have a two hour parking limit)
9. Substantial increases in development are not desired; however continuation of retail continuity would be acceptable such as a store front on a parking structure(s).
10. Private development of new parking spaces should be encouraged by providing a fee structure for newly developed public parking.
11. Instruct the Planning Director to initiate proposed necessary amendments to the Downtown Specific Plan and Zoning Ordinance as appropriate.

PREPARED BY: Scott R. Baker *[Signature]*
Director of Building and Engineering Services

N:\B&E\CNCLRPTS\PARKING2.TCR

Reviewed by: *[Signature]* Attorney Finance

Revised: 2/15/96 2:52 pm

PAGE 2
MAYOR AND TOWN COUNCIL
SUBJECT: ... CONSIDER REPORT ON DOWNTOWN PARKING IMPROVEMENT PLAN AND PROVIDE
DIRECTION TO STAFF AS APPROPRIATE

February 15, 1996

BACKGROUND:

On September 11, 1995, the Town Council and the Parking Commission conducted a study session to discuss various items related to improving parking in the Downtown Central Core (Attachment 1). Staff submitted a report (available at the Permits Counter) and many of the items found in the report are reiterated herein with more current or additional modifications. Because this is such a complex issue with numerous possibilities and considerations, staff recommendations are made to direct the focus of further action and maximize the productivity of staff time.

INTRODUCTION

Finding a parking solution for Downtown is a challenge facing many older communities. The Los Gatos Downtown was laid out with the horse and buggy in mind. Existing streets and sidewalks are narrow by modern standards and on-site parking is almost nonexistent. Some financial experts hold the opinion that the municipal costs to support an older downtown exceed revenue potential and represent a bad investment. The Los Gatos Downtown, to the contrary, is an excellent investment. The premise of this report is that a solution is attainable.

Improving economic conditions Downtown depends upon solving the parking problem. The Town is very fortunate to have acquired the Southern Pacific Right-of-Way (i.e. Station Way) and other properties for Downtown core parking. The funding for the lots has been accomplished by a "Downtown Parking Assessment District" (DPAD) and Town general fund contributions. DPAD monies are collected from the property owners in the district and general fund monies come from many sources with property tax and sales tax providing a substantial share. Operating expense for the Downtown lots is estimated at \$60,000 per year and comes entirely from the Town's general fund. The DPAD and the general fund have already made substantial contributions to the parking solution. It seems only fitting that the users (i.e. the occupants of the parking spaces) should be called upon to pay their share of the parking solution.

Parking Lot 4 (IV) provided the first multi-level parking structure Downtown and completed the parking enhancements specified in the 1987 DPAD. Under the current assessment, property owners will be making payments until the year 2007. Casual observation and occupancy surveys confirm that parking demand is greater than current capacity at peak occupancy times (Attachment 2). The municipal Downtown parking lot spaces are predominantly 3-hour limited parking with some unlimited parking spaces for employees and long term needs. By early morning these long term spaces are filled and the overflow spills into the 3-hour spaces, reducing the number of spaces available for customers. Customers overstay the time limits and get angry when they are ticketed, and later arriving employees use 3 hour parking then must move their cars every 3 hours.

In a 1994 Memo to the Parking Commission the Assistant Town Manager identified (Attachment 3):

- Cost to enforce parking control was almost \$7,000 greater than the revenue generated by parking citations
- A new parking space generates about \$120 per year in sales tax revenue to the Town
- Cost to construct a parking space is \$10,000-50,000 which would require a debt service payment of about \$800 to \$2,400 per year for 20 years

Parking Lot 4 cost approximately \$3,000,000 to construct and accommodates 320 spaces. This equals \$9,375 per space. Since the property was already owned by the Town, land acquisition did not add to the cost per space. Also, the cost per space does not reflect that about half the 320 spaces existed as surface parking spaces before construction of the bi-level parking structure.

If the full cost of construction is applied to the number of net new spaces created (i.e. Total number of spaces in the new structure minus the number of spaces in existing or previous lot), the \$9,375 figure would double to \$18,750 per net new space.

PAGE 3
MAYOR AND TOWN COUNCIL
SUBJECT: CONSIDER REPORT ON DOWNTOWN PARKING IMPROVEMENT PLAN AND PROVIDE
DIRECTION TO STAFF AS APPROPRIATE
February 15, 1996

This report discusses a parking solution which could meet the challenges and present a constructive set of possible alternatives. This report will pay particular attention to revenue potential and construction of new spaces in the Downtown central core including municipal Lots 1, 2, 3, 4, 6, 9 and 13 (Attachment 1). Lot 5 is a private lot for "Old Town" and some possible considerations which may encourage development on private lots will be introduced.

A comprehensive long term parking solution should:

- Provide an ongoing funding source for new lot construction, operation, and maintenance
- Establish flexibility and control to provide for employee and customer parking options
- Eliminate or minimize the need for Parking Control Enforcement and parking-citations
- Encourage economic development and better land uses

Charging a fee for street parking is not being considered because:

- Street spaces cannot be fully automated and would require parking control and individual meters
- Current fiscal needs can be satisfied from municipal lot revenue
- The Town should provide for some limited "free" parking in the Downtown which is mostly likely a benefit to local patrons
- There is no practical potential for substantially increasing net new spaces on the street

We will explore the challenges and opportunities for economic development within the proposed parking plan. A conceptual framework for financing and constructing new parking spaces is presented. Finally, the conclusions and recommendations suggest a course of action that will lead to a comprehensive, long term parking solution.

DISCUSSION:

The following are staff comments on the recommended items from Page One of this report. The recommendations are generally consistent with Economic Development Principles, the Downtown Specific Plan and the Commercial Specific Plan Committee Report. A copy of the pertinent spread sheet data from the staff report of January 6, 1996 is included (Attachment 4).

Item 1- New Spaces

The Town Council has indicated that consideration of one new parking structure in the Downtown is desirable. Depending on various factors and final site selection it is likely that a new structure could produce approximately 150 net new spaces. An additional number of net new spaces could be realized by restriping the older lots to the current stall standards. Some other increases could be achieved with adjustments to some planter areas, walkways and driveways.

Item 2- Lot Priority

Staff recommends that if one lot is to be considered for construction, that it should be either Lot #2 or 13. Both lots have a high rate of occupancy and are likely to produce a maximum number of spaces at the most reasonable cost. Lot # 6 due to its size and configuration would only provide about 50 net new spaces at a cost of about \$50,000 per space. A multi level structure on Lot # 2 or 13 could provide approximately 150 net new spaces at a cost of \$25,000 to \$30,000 per space. The potential for the development of Lot # 6 might be feasible through a public/private joint venture.

PAGE 4
MAYOR AND TOWN COUNCIL
SUBJECT: CONSIDER REPORT ON DOWNTOWN PARKING IMPROVEMENT PLAN AND PROVIDE
DIRECTION TO STAFF AS APPROPRIATE

February 15, 1996

It could be practical to allow a private developer to construct the lot, collect parking revenues for some term (i.e. 20 years) then return control of the lot to the Town. Naturally, this option would be more feasible if the developer was constructing a similar lot of their own. Staff will assess various design options for Lots # 2 and 13 and submit a report evaluating development potential once a funding source is approved.

Item 3- Lot Maintenance

The current pavement and general maintenance condition of Lots # 1, 2, 3, 6, 13 and Park "N" Ride are in need of immediate attention. Surface conditions are such as to cause concern for pedestrian safety due to the potential for "trip/fall" accidents. Since the municipal parking lots are not eligible for "gas tax" funds, the only viable funding source for maintenance is from the general fund or economic uncertainty reserves. Staff has developed cost figure estimates to bring the lots in the Downtown Core to an acceptable standard at about \$250,000.

Item 4 - In Lieu Fees

Staff recommends that an In Lieu Fee Program be considered. Businesses that want to intensify their "use" could purchase In Lieu credits to meet parking deficiencies. The number of parking space credits available to the program would be equal to or less than the number of net new spaces developed. For example, if resurfacing and restriping the existing lots created 30 net new spaces, staff would suggest issuing the same number of parking space credits. Staff suggests that \$10,000 per space credit would be acceptable and economically viable to the business community. An In-lieu Program would be more likely to allow uses more in keeping with the character of the Town. "Fast food" establishments have lesser parking requirements than "white linen" restaurants and many other retail uses. Therefore, without an option to increase parking credits, "fast food" and similar uses are currently favored due to their less stringent parking requirements. This option would assist property owners that did not maximize the purchase of parking credit when the Assessment District was formed.

Item 5 - Source of Revenue

The Downtown property owners and the general fund have funded and continue to fund the municipal parking lot construction and ongoing maintenance. If a parking revenue source is established, new spaces on existing municipal lots could be constructed which would improve the economic vitality of the Downtown. Some of revenue issues include:

Meter vs. Central Pay

Automated parking control systems can issue pass stubs and collect fees from central stations. The initial cost is on a par with individual coin only meters; however, the difference in on-going operation and maintenance is dramatic. Imagine the time to remove coins from 800 meters compared to eight to ten central locations. Accountability and security are enhanced by handling less cash due to non-cash payment options. Cash is collected in a security box separately keyed so the collection attendant does not have access to bills or coins. Additional accountability is provided by remote posting of revenue totals. Finally, multiple payment options make pay-on-foot vastly more flexible and customer friendly than coin meters.

No More Parking Tickets

With gated entry control, and automated collection systems, the need to enforce parking time limits is eliminated. This would also reduce the work load of parking enforcement staff and allow those resources to be used to patrol the lots for increased security and preservation of peace and quiet. Parking revenues could be used to offset losses in parking ticket receipts. Parking tickets generated \$148,000 in 1993-94. About 15% of all parking tickets are issued in the municipal lots. Staff estimates that loss of ticket revenue would be about \$30,000 annually. Pay-on-foot revenues would be redirected to the Police Department to offset the fiscal loss of ticket revenue. With the computerized pay-on-foot concept, there would be no parking tickets issued or angry letters of protest because of a few minutes overstay. The concept is simple and fair and you only pay for the time you actually use. This is even better than meters, where sometimes you leave early and lose "time on the meter." The central pay station can accept coins, bills, credit cards, and debit cards. Merchants can provide special debit cards which could be given to preferred customers.

PAGE 5
MAYOR AND TOWN COUNCIL
SUBJECT: CONSIDER REPORT ON DOWNTOWN PARKING IMPROVEMENT PLAN AND PROVIDE
DIRECTION TO STAFF AS APPROPRIATE

February 15, 1996

Specific areas (not in the prime customer locations) could be designated for monthly passes tailored to the needs of employees and business owners. Using the computerized central pay concept, the fee schedule could allow the first half hour of parking at no charge. This would benefit deliveries and very short term errands. Also, it would allow the motorist to exit the lot at no charge if all the spaces were occupied. With the first half hour free, a fee of \$.35 per each half hour is recommended. This is a program by which the user pays based on the actual time used with a half hour grace period. San Jose Arena event parking is \$10.00 whether Mike Tyson knocks his opponent out in the 1st or 15th round. In Los Gatos, under this proposal, a dinner and a movie (for four) might cost you \$150.00, but the four hours of parking would only cost \$2.45 and the Brewing Company may be inclined to pay for your parking.

Revenue Potential

Assuming 14 hours of peak parking between 8 AM and 10 PM with 3 turnovers (i.e. 1.5 hours free) equals 12.5 hours subject to fee. With 8 hours at 80 percent occupancy (6.4 hours) and 6 hours at 50 percent occupancy (3 hours) this equals 9.4 hours of fee parking, which generates over \$6.54 per space per day. Dedicating 160 spaces (for monthly pass only) out of the 800 spaces under consideration leaves 640 at the \$6.54 rate for a daily revenue of \$4,185 or \$1,306,000 annually assuming Sunday parking is free. (Add \$221,800 annually if Sundays are not free and the same parking occupancy and fee rate are assumed). If 160 spaces were offered at \$75 per month, \$144,000 annually, this brings the total estimated gross annual revenue to \$1,450,000. The central pay equipment cost is approximately 62% of the gross revenue or just less than eight months of revenue.

Initial installation costs for the central pay equipment would run about \$900,000. The purchase price of this equipment (like most other computerized equipment) is currently coming down in cost and increasing in power and flexibility. The actual purchase price may be less in the near future. Using the conservative figure of \$900,000, if the equipment was acquired by a 10 year lease/purchase agreement, annual payments would be about \$100,000 per year.

A preliminary estimate of annualized revenues and expenses for central pay:

Gross Annual Revenue: \$1,450,000

Estimated Expenses:

1. Loss in Parking Citation	\$30,000
2. Operation and Maintenance (general)	60,000
3. Operation and Maintenance (Central Pay)	50,000
4. Lease Payment Central Pay	100,000
5. Downtown Business Promotion	75,000
6. Downtown Capital and Beautification Projects	400,000
7. New lot Construction - Debt Service (\$5 million)	500,000
8. Loss of revenue during construction (115 spaces maximum)	<u>235,000</u>
	\$1,450,000

It should be noted that Item 2 is currently funded in the Town Operating Budget. Items 5 and 6 are optional and could be reduced or increased as appropriate. However, pay parking could be a funding source for the "Downtown Street Scape Plan" estimated to be in the \$2,000,000 range. It is generally agreed that one of the best ways to encourage economic development is by providing a sound infrastructure in a beautiful setting. Item 8 Revenue Loss would occur only during the time a lot was out of service and would increase revenues due to existing and newly created spaces coming online once the lot is completed.

While no parking solution can come without some cost, a modest fee with convenient payment is a small price compared to negative impacts of insufficient parking space and issuance of parking citations.

PAGE 6
MAYOR AND TOWN COUNCIL
SUBJECT: CONSIDER REPORT ON DOWNTOWN PARKING IMPROVEMENT PLAN AND PROVIDE
DIRECTION TO STAFF AS APPROPRIATE
February 15, 1996

Funding Via In-Lieu Fees

An In-lieu Fee Program would be a valuable mechanism to improve Downtown business activity. This option would also provide a partial funding source for new parking lot construction. It would be a substantial funding source to recoup deferred maintenance and efficiency increases in the existing lots. The "market potential" for advanced purchase of in-lieu parking space/credits is currently unknown. This potential revenue source seems worthy of further investigation. If sufficient interest exists, then the concept could be developed with standards and guidelines as to how space/credits would be allotted and with possible Parking Improvement District (PID) or other financing options.

Other Funding Options

Staff has considered other funding options which would provide additional parking. Assessment Districts have been used in the past. They are expensive to create and require detailed engineering analysis. Further, they are already a burden on Downtown property owners which will be making payments until 2007 on the existing District. To achieve a parking solution would require about a four fold increase over current assessments.

The Town could provide a long term lease (or sale) of the municipal lots to a private firm which would collect fees, operate existing lots, and construct new spaces as per an agreement. Private firms are in business to make a profit and pay dividends to their shareholders. This option would be less likely to be sensitive to the needs of the "user" and business community resulting in "market" parking rates similar to those found in San Jose.

Doubling the business license tax in the Downtown would raise about \$256,000 per year. To equal the central pay revenue estimates would require a increase equal to 5.7 times the current fee. This would shift the burden of payments to the merchant (unless the space is owner occupied).

Parcel taxes or utility user taxes are a funding alternative. However, widespread support for these options is not likely because they are borne by many that would claim no benefit or interest in a Downtown parking solution.

Increasing the business license tax, parcel tax, or utility user tax specifically for parking purposes would require a two-thirds approval by the electorate. Without at least a nominal payment, parking control and the ability to influence parking behavior is left to time limits and parking citations. For the reasons above, staff recommends consideration of a program that looks to the "user" for a contribution to the parking solution.

Item 6 - Parking Credit For Town Residents

In an effort to encourage local residents to shop in Town, staff is recommending that a \$15 parking credit be provided for Los Gatos residents with a valid driver's license. Under the pay-on-foot concept, a debit card could be inserted into a machine to pay for parking. The cards could be renewed annually. At the recommended rate of \$.35 per half hour, the card would provide 20 hours of free parking. With the first half hour free, this would equal eight 3 hour parking adventures, (or thirteen for 2 hours or forty at 1 hour) at no cost to the resident. A married couple would have double the time and so on. Local residents will also be more likely to take advantage of the first half hour free to do "hit and run" types of shopping.

Item 7 - Designated Employee and Long Term Parking

Some areas should be designated for long term parking. Currently a number of spaces are without limits for the benefit of employees and business owners. In the Downtown; all of Lot # 9, lower level of Parking Lot #4, the rear sections of Lots #13, 2, 1 and all of the Park "N" Ride lot are long term parking. The best opportunity to enhance the efficient use of existing spaces would be to cause a migration of long term parking users from Lot #1 (high occupancy rate) to the Park "N" Ride (low occupancy rate). Early arriving employees park in the Lot #1 unlimited spaces which are the first in the morning to fill up.

PAGE 7

MAYOR AND TOWN COUNCIL

SUBJECT: CONSIDER REPORT ON DOWNTOWN PARKING IMPROVEMENT PLAN AND PROVIDE DIRECTION TO STAFF AS APPROPRIATE

February 15, 1996

Since everyone has equal conditions (i.e. all spaces are free) they naturally seek out the closest space to their place of employment. If there is a fee for parking, the long term parking user now has an economic consideration... Do I park close and pay or do I park in the Park "N" Ride Lot for free and endure the walk. Staff used a monthly rate of \$75 for long term parking, however, an AM and PM pass is possible. Since very few employees work more than twelve hours, passes could be split: for example daytime i.e. 6 AM to 6 PM could be \$50.00 and 6 PM to 6 AM could be \$25. The regular parking rate would cost about \$120 per month assuming 5 days per week at eight hours per day.

Item 8 - Alternative Interim Plan For Long Term Parking

Staff has considered various "Trial or Interim" test plans for pay parking. Some options will be presented below. However, staff could not devise a "partial test" plan that provided the full range of anticipated benefits as those contemplated in the comprehensive Downtown Parking Plan. The first concern is that of sample area. If only a relatively small area such as one lot is effected, it is likely that "users" will simply avoid the small test-area and exacerbate parking problems in adjoining lots or residential neighborhoods. Therefore, the staff recommendation is to install the full pay-on-foot parking system for an eight month trial period. Eight months is the estimated time to fully pay for the system. This assumes that no other uses of parking revenue other than to pay off the system will occur in the first eight months.

If a pass is issued for long term parking in the existing lots, then the method of enforcement is the parking citation. If a parking attendant is used then the test is likely to be limited to cash only transactions. The major staff concern is that a well intended trial plan may produce negative results which would not have materialized in the comprehensive plan. This could diminish the chances to develop or implement the comprehensive plan.

Variations

1. At the regular Town Council Meeting of June 6, 1994 staff presented a report on night time attendant parking. The plan was rejected by Council due to the marginal profitability of the proposal. Assuming that profit is not an issue for the purpose of a test, then this proposal could be implemented in relatively short order. If daytime hours were included, profitability could increase slightly.
2. Installing the pay-on-foot equipment on Parking Lot # 4 would provide a good test with the one exception of limited area. Both levels could be gated and computerized for about \$120,000. The lower level for day parking and the upper for short term parking. Estimates of revenue are difficult because it is hard to estimate how many users will choose to park in the adjoining lots or neighborhoods. However the theoretical revenue could approach \$400,00 annually based on the proposed rates and the current occupancy. Staff opinion is that many office workers in the area would like the day parking and accept the rate. The merchants close-in would not like the fact that their patrons would pay for parking, while in the next lot over it was free.
 - 2a. One variation on the above alternative would be to only gate the lower level for day parking. The equipment cost would run about \$40,000 and generate \$144,000 annually. This would give a good test on the day user market but would not give indications as to actual conditions for short term parking.

Item 9 - Development and Continuity

The Town Council has indicated that substantial increases to development is not desirable, such as constructing a full level of retail space to gain one level of parking. However, if continuity of retail space can be maintained through a store front in a parking structure, this would be acceptable.

Item 10 - Private Development of Parking

Currently the Zoning Ordinance prohibits charging a fee for parking in privately owned parking lots. Staff would recommend in favor of a provision which allows for newly developed private parking structures to collect a fee for parking. The fee structure could be the same as for municipal lots.

PAGE 8

MAYOR AND TOWN COUNCIL

SUBJECT: ~~CONSIDER REPORT ON DOWNTOWN PARKING IMPROVEMENT PLAN AND PROVIDE DIRECTION TO STAFF AS APPROPRIATE~~

February 15, 1996

CONCLUSION:

This report is not intended to achieve every answer to every possible question related to a Downtown parking solution. It is intended to take the next step toward a parking solution. The task is formidable but the potential rewards are great. The Town of Los Gatos is extremely fortunate to have a thriving and active Downtown when so many downtowns are in decay. A parking solution is necessary to improve the economic health of the Downtown.

Staff makes the following observations:

- The Los Gatos Downtown is in need of a parking solution
- Parking demand exceeds parking availability
- Increased parking is the key to enhancing and sustaining the economic viability of the Downtown
- Issuance of parking citations are counter to Downtown economic growth
- A funding source that is sustainable and on-going is desirable
- The concept of user fees and central pay is reasonable

In order to influence human behavior nominal parking fees are necessary. When parking is free there is no incentive to carpool, use mass transit or do anything but find the parking space closest to the door you want to enter.

ENVIRONMENTAL ASSESSMENTS:

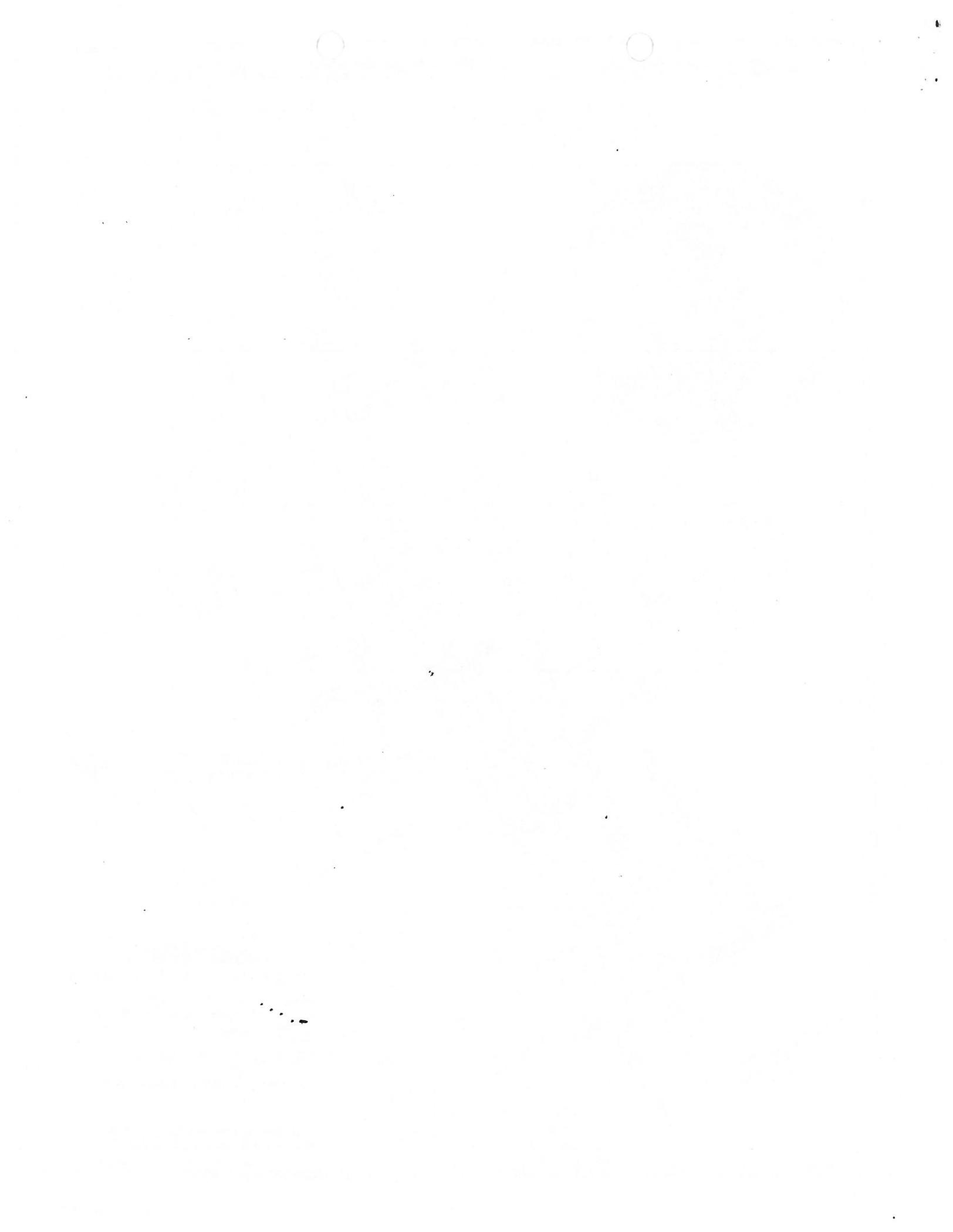
Environmental assessment would occur at the time a actual project is identified.

FISCAL IMPACT:

None at this time.

Attachments:

1. Parking Map
2. Occupancy Rates
3. Memo from Mark Linder
4. Spread Sheet





500 Howard Street, Suite 200
San Francisco, CA 94108
Tel: (415) 247-8800
Fax: (415) 247-8880

Julie De Gregorio
Director of Business Development

April 6, 1994

Scott Baker, CBO
Director of Building
and Engineering Services
Civic Center
110 E. Main St.
P.O. Box 949
Los Gatos, CA 95032

Dear Scott:

Enclosed is the survey that we did at your lots. Please call me if you need further information.

Sincerely,

J. DeGregorio
Julie DeGregorio

% UP OCCUPANCY
F-SA-SU

	8 AM-12 PM	12 PM-5 PM	5 PM-9 PM
P&R	0.11	0.2	0.18
LOT 1	0.75	0.93	0.89
LOT 2	0.74	1	1.01
LOT 3	0.49	0.9	0.98
U/L 4	0.43	0.74	0.58
U/L 6	0.88	0.93	0.84
LOT 9	0.98	0.97	0.5
LOT 13	0.97	1.02	0.98
ST	0.68	1	0.91

% OF OCCUPANCY

MONDAY - THURSDAY

	8 AM - 12 PM	12 PM - 5 PM	5 PM - 9 PM
P&R	0.8	0.34	0.17
LOT 1	0.85	0.94	0.69
LOT 2	0.86	0.99	0.65
LOT 3	0.15	0.76	0.87
U/L 4 *	0.55	0.69	0.38
U/L 6	0.61	0.81	0.86
LOT 9	1.05	0.94	0.35
LOT 13	0.99	0.98	0.95
ST	0.63	0.8	0.92

LOWER LOT 4
 LOT 13A
 LOT 9

SELL MONTHLIES
 * * * * *
 * * * * *

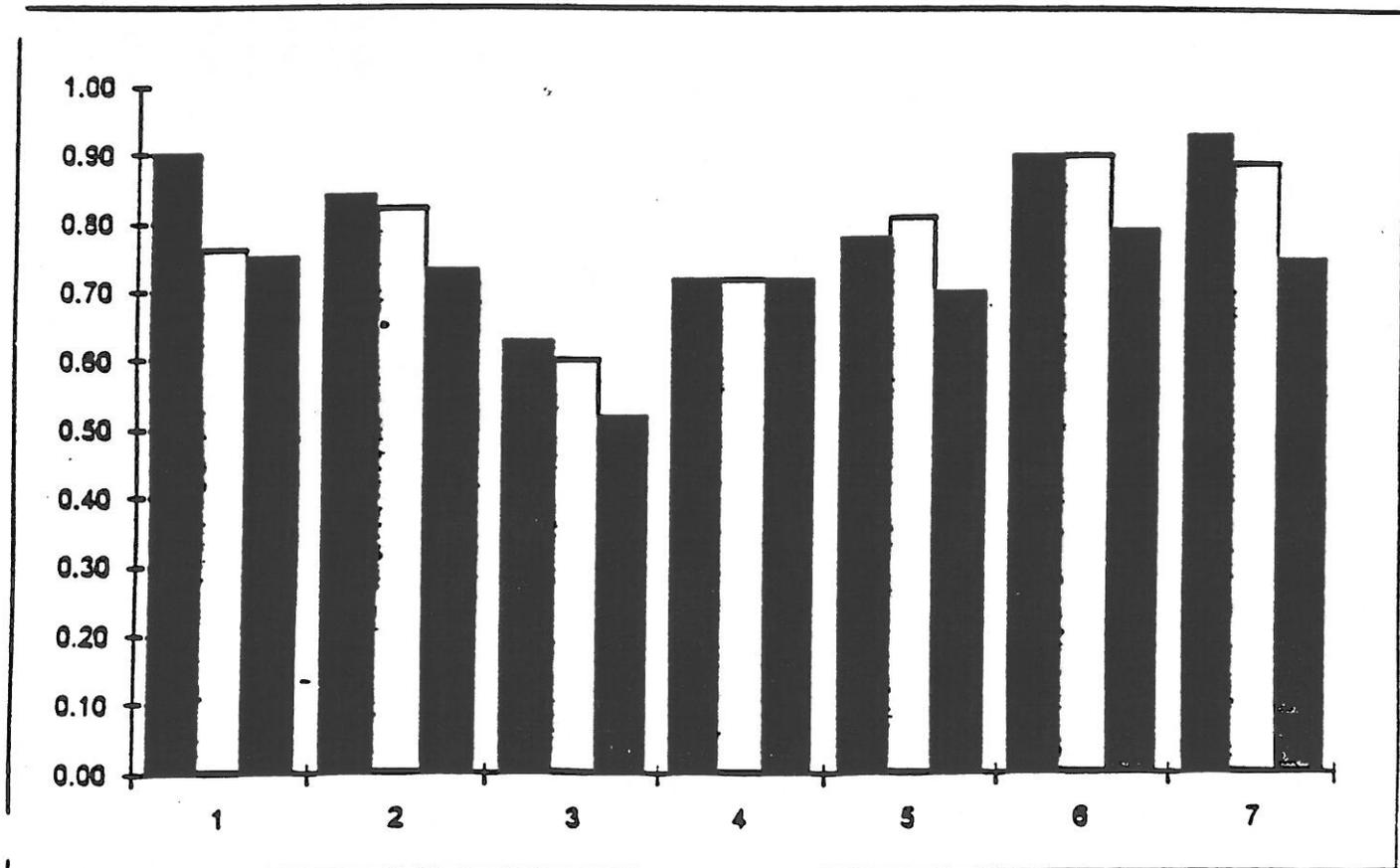
% OF OCCUPANCY

M - W - F - SA

APRIL 1994

GRAPH KEY	PARKING LOTS	11:45 PM {4/18 - 4/23}	2:30 PM {4/18 - 4/23}	4:30 PM {4/18 - 4/23}
1	LOT 1	0.90	0.76	0.75
2	LOT 2	0.84	0.82	0.73
3	LOT 3	0.63	0.60	0.52
4	LOT 4 (UP)	0.72	0.72	0.72
5	LOT 4 (LOW)	0.78	0.81	0.70
6	LOT 6	0.90	0.90	0.79
7	LOT 13	0.93	0.89	0.75

Black Shade: 8 AM - 12 PM; White Shade: 12 PM - 5 PM; Grey Shade: 5 PM - 9 PM



OFFICE OF THE TOWN MANAGER

TO: PARKING COMMISSION
FROM: MARK LINDER, ASSISTANT TOWN MANAGER
SUBJECT: PARKING FINANCIAL INFORMATION
DATE: August 31, 1994

You requested the following:

1. PARKING TICKET REVENUE VS. EXPENSES

1993-94 Parking Ticket Revenue	=	\$147,867.63
1993-94 Parking Program Expense	=	\$155,821.25

2. SALES TAX REVENUE VS. COST OF PARKING SPACE CONSTRUCTION

A parking space costs between \$10,000 to \$30,000 per space depending on the cost of land.

A parking space is worth approximately \$12,000 per year in sales which translates to \$120 in sales tax revenue.

3. HOW MUCH REVENUE WOULD BE RAISED IF BUSINESS LICENSE DOUBLED FOR RETAIL?

\$255,916.51 based on 1994 revenues.

4. WHAT IS DEBT SERVICE ON \$3 MILLION?

Based on the current \$2,960,000 COPS for Parking Lot #4, the total cost with interest over the 20 year period is \$4,937,050. This is based on a 5.9% interest rate with annual payments of \$253,960.

ML:pm
MGR074 A: MEMOS/PARKING



ECONOMIC DEVELOPMENT PRINCIPLES	GENERAL PLAN	DOWNTOWN SPECIFIC PLAN	COMMERCIAL SPECIFIC PLAN COMMITTEE REPORT
<p>10. Develop additional parking capacity downtown by constructing new spaces, relocating employee parking, or providing alternative transportation.</p>		<p>IV. PARKING POLICIES</p> <p>1. A consolidated parking program shall be established within the CBD/East Main Street area of the downtown. A similar approach shall be considered for other areas of the downtown.</p> <p>2. A funding and management plan for a CBD/East Main Street parking program shall be created.</p>	<p>III. G. N. OF SARATOGA AVE (AREA 9)</p> <p>2. Implementation Measures</p> <p>a. Improve the appearance and efficiency of parking in the area through redevelopment.</p>
			<p>III. I. CBD & E. MAIN ST. (AREA 11)</p> <p>2. Implementation Measures</p> <p>b. Amend the parking regulations to:</p> <p>(1) reduce the size of parking spaces, and</p> <p>(2) decrease the number of spaces required for restaurants.</p>
		<p>3. The parking management plan shall consider the differing parking needs for daytime and nighttime uses.</p>	<p>c. Evaluate all existing public parking lots to determine where new parking structures could be constructed.</p>
		<p>4. Joint-use of parking facilities shall be pursued to the maximum extent possible.</p>	<p>h. Consider installing parking meters in public parking lots.</p>
		<p>6. A time-staged strategy shall be followed in developing parking improvements in accordance with current and future needs.</p>	<p>i. Develop incentives to encourage employees to use peripheral parking lots.</p>
		<p>7. Parking facilities shall be located conveniently to retail activities to the extent possible.</p>	<p>j. Amend the Town's regulations to allow property owners to transfer excess parking entitlements to other property owners.</p>

ECONOMIC DEVELOPMENT PRINCIPLES	GENERAL PLAN	DOWNTOWN SPECIFIC PLAN	COMMERCIAL SPECIFIC PLAN COMMITTEE REPORT
10. Additional parking capacity (continued)		<p>8. To the extent possible, parking facilities shall be located in relation to the primary approach direction of users in order to minimize internal circulation within the CBD/East Main Street area.</p> <p>9. Parking structures may be acceptable in downtown Los Olivos with no more than two levels and with the surface of the top level no more than four feet above grade at any point.</p> <p>12. A parking management plan shall be developed to include incentives and disincentives for appropriate employee parking including parking credits for the use of public transit and/or ridesharing.</p> <p>14. Provision shall be made for bicycle parking in the downtown area.</p>	<p>k. Develop a program to allow property owners to buy additional parking spaces.</p>
			<p>l. Subsidize the cost of parking through the Redevelopment Agency.</p>
			<p>m. Work with the Chamber of Commerce and the Downtown Merchants Association to encourage shopping during off-peak periods.</p>

ECONOMIC DEVELOPMENT PRINCIPLES	GENERAL PLAN	DOWNTOWN SPECIFIC PLAN	COMMERCIAL SPECIFIC PLAN COMMITTEE REPORT
<p>10. Additional parking capacity (continued)</p>		<p>IMPLEMENTATION</p> <p>B. CBD/East Main Street Parking Program</p> <p>3. A parking authority has been formed and the Town Council as this authority and shall:</p> <p>...</p> <p>c. Develop a revenue collection plan. Revenues collected (fines, fees, meters and permits) will accrue to the district to help pay for maintenance, enforcement, capital replacement, later phases of the parking district and parking alternatives, or programs to maximize use of parking facilities such as shuttle buses, more employee lots, bicycles, bus passes, etc</p>	
		<p>e. In order to resolve the parking deficiencies in the CBD/East Main Street area, a Parking Program shall be adopted as set forth below:</p> <p>...</p> <p>PHASE II</p> <p>Implement the revenue collection plan as set forth in Subsection C. above within one year of the completion of Parking Lot No. 4.</p>	

ECONOMIC DEVELOPMENT PRINCIPLES	GENERAL PLAN	DOWNTOWN SPECIFIC PLAN	COMMERCIAL SPECIFIC PLAN COMMITTEE REPORT
<p>10. Additional parking capacity (continued)</p>		<p>PHASE III The revenues collected in Phase II shall be used to pay for the construction of the following parking facilities in order of priority:</p> <ol style="list-style-type: none"> 1. Parking Lot No. 2 - Royce Street to Beckman Avenue 2. Parking Lot No. 1 - Beckman Avenue to Saratoga Ave. 3. Parking Lot No. 13 - Behind Mt. Charley's 4. Parking Lot No. 8 - Park Avenue 5. Parking Lot No. 11/12 - College Avenue to Villa Ave. <p>The revenues collected in Phase II shall be used to pay for the construction of the following parking facilities Notwithstanding the above priority order, Lot 6 shall be considered for development at such time as the Old Town parking lot is proposed for development in order to ensure common circulation between the two. Otherwise, Lot 6 is not to be developed. (Amended by Resolution 1994-60, adopted 4/18/94)</p>	