



# COUNCIL AGENDA REPORT

DATE: July 9, 1996  
TO: MAYOR AND TOWN COUNCIL  
FROM: TOWN MANAGER *DSK*  
SUBJECT: PUBLIC HEARING REGARDING THE DOWNTOWN PARKING IMPROVEMENT PLAN

RECOMMENDATION:

1. Open and hold a public hearing.
2. Close the public hearing.
3. Make recommendations to staff as appropriate.

BACKGROUND:

On April 29, 1996 the Town Council received a staff report (available from Town Clerk) and conducted a study session regarding parking issues in the Downtown. The Council gave conceptual approval on various items and provided direction to staff on specific issues. The Council directed staff to develop various alternative proposals for pay parking and provide for public comment. The Council has directed staff to explore the merits of pay parking on municipal lots (maintaining on-street parking without charge). This is the first of a contemplated series of meetings to hear from the community on this subject and provide further information.

The Council, at its study session of April 29, 1996, provided conceptual approval of the following.

1. 180 new parking spaces in the Downtown over the next 5 years or sooner is desirable. The new spaces would come from the construction of one new structure and increasing efficiency in existing lots.
2. Parking Lots # 2 is the preferred site for a new parking structure, similar in design to Parking Lot #4, pending further study and analysis.
3. Parking Lots # 1, 3, 6, 13 and the Park & Ride Lot should be improved for pavement maintenance striping efficiency and night safety.
4. An In-Lieu parking option is acceptable to allow for modest intensification of use and provide revenue for lot improvements and construction of new spaces.
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. Staff will develop alternatives for initial plan proposals.
6. Certain areas of parking will be designated for day parking (employee/owners) subject to monthly or annual pass, worth a reduced fee structure.
7. Consider various alternatives for testing of the pay parking format and return to Council with recommendations.
8. 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).
9. Private development of new parking spaces should be encouraged.
10. Town Council would consider certain amendments to the Downtown Specific Plan and Zoning Ordinance, as appropriate, to facilitate the parking plan.

PREPARED BY: Scott R. Baker *SRB*  
Director of Building and Engineering Services

Reviewed by:          Attorney          Finance          Revised: 7/9/96 11:35 am

July 9, 1996

DISCUSSION:

Staff has begun to contact vendors and providers of parking equipment and services. We propose to return to Council on multiple occasions with the goal of initiating pay parking on municipal lots in early 1997. This will give sufficient time to develop and refine the plans. Additionally, instituting pay parking after the holidays should minimize initial impacts to the Downtown merchants and provide for community comment.

The staff is currently considering a trial plan to establish pay parking in the Downtown core of Municipal Lots #1, 2, 3, 4 and 6. This represents the contiguous municipal lots between Los Gatos-Saratoga Road and Main Street with a total of approximately 670 spaces. A variety of trial options are currently under review. This is a scaled down concept which does not include Lots 9 & 13, as considered in the previous staff report. However, Lots # 9 & 13 may lend themselves to simplified "low tech" approaches to pay parking.

**Trial Permit Parking:** Ms. Terri Hope of the Los Gatos Coffee Roasting Company has indicated that she would be interested in participating in a trial program of employee parking by permit. Staff is recommending that 10 spaces in Parking Lot # 9 (Attachment 1) be allocated for employee parking during the hours of 8 A. M. to 8 P. M. Lot # 9 has a total of 44 parking spaces and unlimited time parking. Lot #9 is located next to Highway 17 and is somewhat removed from the Downtown Central Core.

Staff is proposing a 3 month trial with window sticker ID's and a monthly rate of \$25.00 per space.

Staff has heard from business persons in the area of Church Street and High School Court of a need for permit parking due to business and high school parking demands (Attachment 2). Staff has developed a plan (Attachment 3) to reconfigure the parking stalls at 110 East Main Street in front of the Civic Center. By converting the existing (ten) parallel spaces to diagonal spaces, a net increase of seven spaces can be achieved. Staff recommends that 10 of the spaces be designated for permit parking only between 8 A.M. and 5 P.M. Staff suggests the rate be set at \$25.00 per month. To establish on street parking permits, the Town will need to set boundary limits of the impacted area. Employment within the boundary would be a requirement of obtaining a permit.

**In-Lieu Parking Credits:** The business community has long been interested in the prospects of an in-lieu parking credit program. Because of the physical constraints with most Downtown properties, full compliance with parking standards is very difficult. Staff has recommended for Council consideration of an in-lieu program for the Downtown core and suggested that the fee per space be set at \$10,000. A request to consider an in-lieu program from Walgreens has been received. This presents an opportunity to structure a program without the constraints of an existing Parking Assessment District. With Council concurrence, the matter will be agendaized for the August 5, 1996 Town Council Meeting.

**Use of Revenue Generated By Pay Parking:** To increase public understanding and support, the Council may wish to define the range of uses for revenues generated by parking fees in advance. Staff recommends the following:

- 1) Fund, maintain, and operate the fee collection system including the support staff
- 2) Design, construction, and related cost of constructing and maintaining (Items 1-3) new parking structures
- 3) Repair and maintain paving, lighting, striping and infrastructure related to municipal lots
- 4) Fund on-going costs for landscaping, electricity, security, water, graffiti removal, and sweeping of municipal lots
- 5) Fund Capital Improvements of Infrastructure.
  - a) Downtown
  - b) Town-wide
- 6) Support business promotion in the downtown.
- 7) Fund programs which will encourage the use of alternative transportation i.e. discounted bus passes for employees.
- 8) Fund a program to make better use of existing downtown parking space i.e. a shuttle bus.

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MAYOR AND TOWN COUNCIL

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**Incorporating Adjoining Private Lots:** Staff believes that a program to include certain private parking areas within the pay parking sphere of control could be mutually beneficial. For example, the on site parking lot for Baker's Square Restaurant and Bank of the West connect to Lot # 1 and contribute to the traffic circulation in the area. It could be possible to develop a cooperative agreement to set the entry/exit gates so to include the private parking spaces. A formula for parking credit or compensation could be developed. This would reduce impacts to circulation by reducing the number of gates to pass through. Additionally, it would reduce the need of the private business to monitor and control on-site parking for its own customers.

ENVIRONMENTAL ASSESSMENTS:

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

FISCAL IMPACT:

None at this time.

Attachments:

1. Lot # 9 Parking Layout
2. Letter from Dr. Edgar LaVeque dated June 27, 1996
3. Main Street Parking Layout
4. Letter from Mr. Larry Arzie dated July 3, 1996

Distribution:

Parking Commission  
List of interested parties





**Edgar G. La Veque, M.D.**

149 Calle Larga  
Los Gatos, CA 95030  
Home Phone 408 370 6391

June 27, 1996

Mayor Randy Attaway  
P.O. Box 949  
Los Gatos, CA 95031

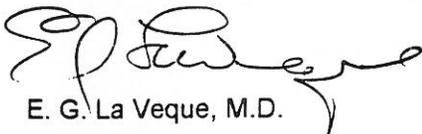
Dear Mayor Attaway,

Today I was contacted by one of my tenants concerning parking difficulties in the area around my building at 143 E. Main. I have a paved parking lot which opens on Church Street and which parks 25 automobiles. This has been enough in the past, but it is obvious that it no longer provides enough at this time. Pressures from the students at Los Gatos High School have always been there but because of signage and occasional towing of vehicles this is kept reasonably controlled. On Street parking has also been impacted by the faculty and staff of the high school. Permits issued by the school and ment for on street parking in the fenced area of High School Court, have been used to avoid parking ticket (violations) on other areas of High School Court and Church Street. I have discussed this with a member of the Police Department and am reassured that this practice is not permitted and that the patrol will be on the lookout for such violations.

During my discussion with the officer from the Traffic Department I became aware that the Council is about to consider plans to assist in alleviating some of the difficulties in the Downtown area including the Civic Center and adjacent properties. In a discussion with Mr. Scott Baker, Director of Buildings and Engineering I was advised that he may recommend diagonal parking on the South Side of Main Street in front of the Town Hall. He said that the Council may also issue permits for the spaces that this adds. I would like to express support for this concept. It would allow people who work in this area to have a parking space allocated without the concern of parking violation. This makes more sense to me than local (Main Street) use of meters.

Mr. Baker has agreed to keep me aware of developments of this proposal. I will not be able to attend the August 5th Council meeting, but will contact you again if I feel it is reasonable to do so.

Sincerely,



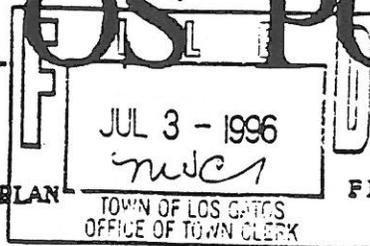
E. G. La Veque, M.D.

cc: Scott Baker





# LOS GATOS PORCH



JULY 3/96

LOS GATOS TOWN COUNCIL

RE: DOWNTOWN PARKING IMPROVEMENT PLAN

FROM: LARRY ARZIE

PLEASE ENTER THE FOLLOWING INTO THE RECORD FOR YOUR JULY 15 HEARING

We can continue to discuss this problem for future execution, but we are in need of short term fix's as well some of which was pointed out in the study session report. These need to be acted on immediatly.

Page 3: funding : Does not address future needs.

There is nothing wrong with meters on the street and should be considered. Santa Cruz Ave. and Main St. meters would start a immediate funding. Meters are a fact of life, they supply revenue, circulation and jobs, and will not deter, or hinder shopping, They should be 24 hour meters, and let the cry babies cry.

Page 3/4: Joint venture lots.

Lot 6 at 50,000.00 per space is a pipe dream if you think we can joint venture it. THE TIME IS RIPE NOW TO GET AT LEAST 25 spaces there by increasing the size of OLD TOWNS proposed underground lot westerly by 20 to 40 feet and giving them an easment for the underground use, I would guess a factor of less than 20K a space could be calculated of which we can sponsor by making them employee parking spaces dedicated to them only and they can pay us back monthly. If properly designed, it could tie into future projects or returned to the town when such a project is built.

Page 4: In lieu Fees:

This is ludicrous. Do not allow staff to put the gun to your head. It is staff that caused a parking problem by allowing intensified "use" to begin with. Lets nip this subject in the bud. NO INTENSIFIED USE SHOULD BE ALLOWED: RETAIL IS OUR PRIME AIM, not resturants, fast foods, office use, etc. When we joined the last parking assesment district this was supposed to be an IRON CLAD law. Since then we did our best to ignor this directive, causing the problem we are in today. These so called extra spaces to be found by re-striping etc. are not extra as we have already given them away previously. STOP THIS KIND OF TALK, it's illegal when you do it at the bank by moving money around. We should call it kyting.

Page 5: Revenue

Sunday parking fees is a necessity. Our stores are open Sunday. Same for evening or even evening parking employee fees. No discrimination should be allowed, evening workers pay the same as daytime workers.

Page 6: Funding

There is nothing to deter you from forming another parking district. With rents at 2.00 plus plus a square foot and retail traffic as it is, no one should gripe. A combination of business license tax raises and parking assesment districts should be the best avenue along with paid parking. If paid parking works to such a degree that there is extra funds, then they can be used to pay down the bonds and relieve the debts.

Page 7: Variations

INstalling a test on the lower level of lot 4 is going to raise hell. We were promised as part of the assesment district that this was employee free parking for our use. The implication was there, contractual or not. You better come up with an alternative location. Why do we need to do a test? Make the decision and do it.

Page 7: 10

Make sure Old Town does not charge for parking.