



MEETING DATE: 1/21/97

ITEM NO. 16

COUNCIL AGENDA REPORT

DATE: January 15, 1997

TO: MAYOR AND TOWN COUNCIL

FROM: TOWN MANAGER *DB*

SUBJECT: CONSIDERATION OF THE DOWNTOWN PARKING IMPROVEMENT PLAN

RECOMMENDATION:

1. Receive Public comment
2. Provide further direction to staff as appropriate

BACKGROUND:

The Town Council, the Parking Commission, and staff have been working on the continued development and implementation of the Downtown Parking Improvement Plan. In September of 1995, a joint Council/Parking Commission study session was conducted. On April 29, 1996 the Town Council received a staff report and provided direction to staff regarding the program and conducted a Public Hearing on July 15, 1996. The previous reports are available from the Town Clerk and provide substantial information relating to the development of the Downtown Parking Improvement Plan.

When the Town Council conducted a Public Hearing on July 15, 1996 it was determined that it would be in the best interest of the community to move forward with a pay parking program after the holiday season. Staff is recommending that Municipal Lots 1, 2, 3, 4 & 6 be included in a phased pay parking plan. Old Town will take 100 parking spaces off-line from March through September. Beginning in April/May, parking demand begins to increase with the onset of warmer weather. Adverse parking and traffic conditions similar to those experienced during the construction of Parking Lot # 4 are anticipated while Old Town's project is underway. If employees are motivated to use remote (free) parking areas or opt for mass-transit/ride sharing, this would leave more spaces for customers. However, the next challenge on the horizon is when Old Town completes construction, obtains occupancy, and is a commercial success. By the holiday season 1997 the Downtown may experience the most dramatic impacts regarding parking ever.

At a Public Hearing on January 6, 1997 a number of comments were received, some in support of the pay parking plan some concerned about pay parking and others concerned about parking impacts to local neighborhoods. A discussion of the prospects for developing an additional level of parking at Old Town resulted in several individuals volunteering to raise funds towards this end. Two follow up informal public meetings were conducted by Town staff to further explain the parking options, develop consensus, and pursue an action plan.

PREPARED BY: SCOTT R. BAKER *SRB*
 Director of Building and Engineering Services

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Reviewed by: *NE* Attorney *RP* Finance

Revised: 1/15/97 1:23 pm

Reformatted: 10/23/95

DISCUSSION:

The developers of Old Town have indicated they could construct an additional 105 space parking level for \$1.5 million. They have produced a preliminary plan at the request of Town staff even though there is no requirement for Old Town to provide the parking space as a part of their development. A group of merchants and citizens are attempting to raise funds in an effort to influence the Old Town developer to build the second parking level. Also, this project is in the redevelopment area which provides more options and considerations. Staff is working with the developer to explore the possible consideration which would secure the construction of the additional level.

POSSIBLE BENEFITS FROM THE ADDITIONAL LEVEL OF PARKING AT OLD TOWN:

1. **Reduced Impacts:** 105 cars not competing for parking spaces in the neighborhoods and municipal lots.
2. **Timing:** It would take a minimum of two years (most likely longer) for the Town to finance, design and construct a new parking lot. This project is scheduled to be on line before the end of the year. This schedule coincides with the occupancy of the retail spaces above and the anticipated increased parking demands.
3. **Cost:** Town staff estimates that cost to construct new parking spaces in municipal lots is roughly \$25,000 per net new space. This price will vary depending on the configuration and size of the structure. Assuming the \$1.5 million estimate of the developer, the cost per space in this situation is approximately \$14,000 per space.
4. **Increased Project Viability:** The economic viability of the project could be in jeopardy due to limited on-site parking. Downtown merchants have expressed concern that without sufficient parking the quality of the tenants that will occupy the project will suffer or spaces may remain vacant.
5. **Increased Town and Redevelopment Agency Revenues:** Staff estimates that each additional parking space in the Downtown generates about \$150 per year in Sales Tax revenue. 105 spaces at \$150 per year for 35 years generates approximately \$550,000 in Sales Tax revenue to the Town. Because the project is in the Redevelopment Agency (RDA) area, the Agency would receive the Tax Increment pass through on the valuation of the additional parking level. Assuming \$1.25 million valuation for the parking structure, the RDA would receive about \$10,300 annually which is approximately \$360,500 for the remaining 35 years of the RDA. The total tax increment and sales tax revenue for the 35 year period is \$910,500. Note - At this point no adjustments for inflation and increased property values are included. Although somewhat off setting (inflation/increased value vs. opportunity cost), no adjustments for "net present value" are provided at this time either.
6. **Location Appropriate For Demand:** When Old Town becomes a commercial success, the location of the parking is where the demand will be. If the additional parking level is not constructed now it will not be practical to construct it in the future. This parking could improve parking condition on adjacent Lot #6.

POSSIBLE ADVERSE EFFECTS AND (OR) COMPLICATIONS FOR AN ADDITIONAL PARKING LEVEL:

1. **Project Could Be An Economic Failure In-Spite of Increased Parking:** Unfortunately there are no guarantees that the project would be economic success. A business failure could reduce the Town and Agency revenues predicted above. It is also possible that because this parking is below grade it will not be used by some segment of the population.
2. **Developer Might Not Be Willing To Participate Due To Complications of A Public/ Private Relationship:** While some dialogue has occurred between staff and the developer, in the end, it is possible that we could reach impasse on mutually acceptable terms.

January 16, 1997

3. **Adverse Schedule And Increased Risk Of Going Deeper Into The Ground:** The developer will be concerned about the increased time to construct and occupy the structure due to increased construction time frames for the additional parking level. The developer will also be concerned about what is likely to be found by going deeper into the ground i.e. toxics, bedrock, excessive ground water etc. and how would this be handled should it occur.
4. **Increased Operating And Maintenance Costs:** The additional spaces will cause additional O & M costs for light, ventilation, dewatering, routine maintenance etc.
5. **Use Of RDA Funds Might Have A Better Use Or Be Perceived As Inappropriate To Citizens:** While it is totally appropriate to assist private development with RDA funds, it could be argued that there are better uses for the funding and that public perception of such actions might be negative.

At the informational meeting of January 9, 1997, a group of merchants and citizens have formed to support the concept and raise funds to that end. The owner of the Opera House has stated it would be worth \$300,000 to him if the contribution could work to his benefit in his current valet parking situation. The group intends to make a presentation to Council on January 21 of its findings and project support. The construction of the second level could be accomplished under one of two different approaches. One would be to fully pay for the construction of the level with the Town retaining control and ownership of the structure. This approach would require an air-space condominium and other complex agreements between the Town and the developer. This has the down side of taking time to work out the agreements, which is a concern to the developer. It would also be more cumbersome for the Town because details of the agreement would be negotiated between the Town and the Developer to assure that parking is available to the public.

The second approach would be to provide enough financial incentive to have the developer construct and retain control and ownership. In this approach the Town and developer would negotiate an amount of money sufficient to have the developer build and control the spaces.

The second major topic of the January 9, 1997 meeting was to provide information regarding the pay parking plan. A number of questions and answers ensued.

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. However, this revenue is almost completely offset by the cost to issue, process, and collect the fines. 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.

Due to the relatively small size of the municipal lots and that each lot would have a minimum of two exits and entrances significant queuing times are not anticipated.

While San Jose airport is gated, it is important to note that the exit gates serve several thousand spaces and the pay-at-exit system is known for its long que times. Three entrance gates serve the airport parking facility with little delay. Because the motorist prepays at the central pay station before returning to their car, queuing times at the exit are similar to those at the entrance. The gates are low profile i.e. at about 3 feet above the surface and are relatively visually unobtrusive. Normal circulation patterns can be maintained by providing gates at the usual exits and entrances.

Employee & Owner Parking

The topic of employee parking was discussed and a group of merchants (with some staff support) will look into ways to reduce the impacts of employee parking. It is generally accepted that if employees can ride share, use mass or alternative transit, or in other ways get to work without their cars, this would provide some relief to the parking problem. Interest in getting Santa Clara Transit Agency Highway 17 Express to stop in Los Gatos was indicated. The Highway 17 Express is bus service between Santa Cruz and San Jose (and other points) catering to commuters. Also of interest are monthly bus passes for the regular bus service and (or) possibility of a Downtown shuttle. Staff will look into a ride sharing/commuting bulletin board on the internet.

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 full 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 3 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 (Business Improvement District) assessment, parcel tax, or utility user tax specifically for parking purposes would require a two-thirds approval by vote. Without at least a nominal payment, parking control and the ability to influence parking behavior is left to time limits and parking citations. Staff is recommending consideration of a program that looks to the "user" for a contribution to the parking solution. One of the benefits from the funding sources above is that the money collected goes directly to increase parking and therefore is more efficient. For example, pay parking financial resources are expended to install and maintain the equipment.

However with the passage of Proposition 218 it is the current staff opinion that receiving a two-thirds vote to increase or establish an assessment is not possible. With a special election costing about \$10,000 staff will not pursue these options further without some clear indication from the Council to do so.

Combined Funding Options

It is possible that a combination of pay parking (a limited plan) and an increased assessment through the BID (or other source) would have the same financial result. For example, say that a \$5 million construction program is desired. The annual 20 year debit service is about \$475,000 annually. Should the BID (or other source) provide \$250,000, this would require an additional \$225,000 annually (from pay parking or other source) to satisfy the annual debit service. This approach could open up many alternatives. It is conceivable that revenues from pay parking on the lower level of Lot #4 and the lower (or designated levels) of the proposed lots under consideration for construction would generate the remaining balance i.e. \$225,000 per year.

Priorities For Additional Parking

Staff recommends that if one lot is to be considered for construction, Lot #13 makes the best economic sense - (See Table I next page). It also has a high rate of occupancy and with the possible development of the parcel next to the Village Inn it could be even further impacted. The structure could be designed to blend with surrounding structures and would not be visible from most vantage points. Lush landscaping and appealing architectural features would provide the feel and warmth of a building for human occupancy. Staff has set out some options and rough cost estimates. Lot #6 due to its size and configuration would only provide about 50 net new spaces at a cost of about \$37,000 per new space. A multi level (at & below grade) structure on Lot #2 could provide approximately 71 net new spaces at a cost of \$33,000 per space. Lot #2 is complicated by the contiguous privately owned parking which functions in concert with the municipal lot. The Town would need to purchase property or enter into a cooperative agreement to make this lot a functional success. This would take additional time and could increase costs beyond those contemplated at this time.

Alternative Pay Parking Trial Plan

Council asked staff to consider a trial pay parking plan of a lesser scope than proposed January 6, 1997. Staff has concern about attempting a one lot trial yet believes that a trial of lower level Lot #4 would be the most likely to succeed. With Council concurrence, staff would recommend the gated pay-on-foot system with the originally proposed (i.e. the same rates and monthly pass fee). The lower level is largely used by employees and is fully occupied before the upper level. The upper level has a 3 hour parking limit in an effort to the benefit of customers and would remain that way. Since no deliveries are made to the lower level, trucks clearing the gates is not an issue. The lower level is less likely to create a perception of inequity. The point here is that if a surface lot adjacent to a business is selected as a trial, the merchants next to pay parking will feel they are being treated unfairly. Also, it is not likely this action would have a significant impact on the residential neighborhoods. The lower level of Lot # 4 is large by Town standards and should have a more favorable pay back than smaller lots. Confidence of revenue predictions is diminished because it is more difficult to predict defection to other parking areas which are free. The lower level only would cost about \$100,000 to purchase and install the equipment. It may take more than a year to pay back the costs of the system, however, most of the concerns expressed at the Town Council meeting of January 6th about pay-parking would not materialize.

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.

ENVIRONMENTAL ASSESSMENTS:

Is not a project defined under CEQA, and no further action is required.

FISCAL IMPACT:

None at this time.

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MAYOR AND TOWN COUNCIL
SUBJECT: CONSIDERATION OF THE DOWNTOWN PARKING IMPROVEMENT PLAN
January 16, 1997

Attachment:

Comparison of Parking Options - Table 1

Distribution:

Parking Commission
Interest List From Meetings

**COMPARISON OF PARKING OPTIONS
TABLE I**

SITE LOT	EXIST. SPACES	PROPOSED SPACES	NET NEW	EST. COST	COST/ NEW SPACES	COST PER SPACE CONSTR	REQ. VENT.
Lot #5 Old Town	-0-	105	105	1.5 Million	\$14,300	\$14,300	Yes
Lot #6 1 Level @ Grade/ 1 Below	102	155	53	1.9 Million	\$35,900	\$12,300	Yes
Lot #2 Option A 1 Level @ Grade/ 1 Below	79	150	71	2.0 Million	\$28,200	\$13,300	Yes
Option B 1 Level @ Grade/ Below	109	190	81	2.1 * Million	\$25,900	\$11,100	Yes
Lot 13 Option A 1 Level @ Grade/ 1 Above	93	143	50	1.0 Million	\$20,000	\$7,000	No
Option B 2 Levels Above/ 1 Below	93	185	92	1.8 Million	\$19,600	\$9,700	Yes

* Does not include cost to purchase land



MEETING DATE: 1/6/97
ITEM NO.

COUNCIL AGENDA REPORT

DATE: December 31, 1996
TO: MAYOR AND TOWN COUNCIL
FROM: TOWN MANAGER *SWK*
SUBJECT: AUTHORIZE THE TOWN MANAGER TO SOLICIT REQUESTS FOR PROPOSALS REGARDING THE DOWNTOWN PARKING IMPROVEMENT PLAN ESTABLISHING PAY PARKING

RECOMMENDATION:

1. Receive public comments.
2. Authorize the Town Manager to solicit requests for proposals regarding the Downtown Parking Improvement Plan establishing pay parking.

BACKGROUND:

The Town Council, the Parking Commission, and staff have been working on the continued development and implementation of the Downtown Parking Improvement Plan. In September of 1995, a joint Council/Parking Commission study session was conducted. On April 29, 1996 the Town Council received a staff report and provided direction to staff regarding the program and conducted a Public Hearing on July 15, 1996. The previous reports are available from the Town Clerk and provide substantial information relating to the development of the Downtown Parking Improvement Plan.

Staff mailed approximately 430 notices of this meeting to business license holders in the Downtown in a Question and Answer format (Attachment 1). This meeting is to receive public comments and then seek proposals from various vendors.

DISCUSSION:

When the Town Council conducted a Public Hearing on July 15, 1996 it was determined that it would be in the best interest of the community to move forward with pay parking after the holiday season. Staff is recommending that Municipal Lots 1, 2, 3, 4 & 6 be included in a phased pay parking plan. The first phase is charted in relation to other Downtown projects. Old Town will take 100 parking spaces off-line from March through September. Beginning in April/May parking demand begins to increase with the onset of warmer weather. Adverse parking and traffic conditions similar to those experienced during the construction of Parking Lot # 4 are anticipated while Old Town's project is underway. Pay parking is likely to benefit the customer in times of high demand because employees generally arrive before customers and take available parking. If employees are motivated to use remote (free) parking areas or opt for mass-transit/ride sharing, this would leave more spaces for customers. However, the next challenge on the horizon is when Old Town completes construction, obtains occupancy, and is a commercial success. By the holiday season 1997 the Downtown may experience the most dramatic impacts regarding parking ever.

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PREPARED BY:

SCOTT R. BAKER *SRB*
Director of Building and Engineering Services

Reviewed by: *SW* Attorney *SW* Finance

Revised: 12/31/96 9:06 am

Reformatted: 10/23/95

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MAYOR AND TOWN COUNCIL

SUBJECT: AUTHORIZE THE TOWN MANAGER TO SOLICIT REQUESTS FOR PROPOSALS
REGARDING THE DOWNTOWN PARKING IMPROVEMENT PLAN ESTABLISHING
PAY PARKING

December 31, 1996

The pay-on-foot technology is easy to use and offers greater flexibility in payment and parking control options. The rates can be changed with a few key strokes. Variable rates can also be established, for example, the proposed rate is free for the first half hour and \$.35 thereafter. The system could also increase or decrease rates over time or by day of the week.

The Town used the services of a San Jose State University intern to develop econometric modeling as a senior project. Based on field interviews, surveys and computer modeling, the model predicts that \$.45 per half hour is the optimum revenue rate. The optimum rate is the point at which increasing the fee further discourages parking in a greater proportion than the increase generates in revenue. Staff is recommending \$.35 per half hour which will not discourage many users. The modeling indicates that \$30 per month is the optimum for monthly passes. Staff is recommending that the monthly pass be set at \$35 per month. Under conditions of high parking demand the monthly pass users will out compete the hourly customers and cause a reduction in availability of spaces for customers. Therefore, it is by design that the rates are established to be easier on customers than employees from the standpoint of optimum revenue. If a monthly pass holder parks 9.5 hours per day for a five day work week then the pass holder paid \$0.17 per hour.

In another survey, we received 193 responses from the 430 surveys mailed out. From interpolation, about 3520 employees and owners park in the downtown on a daily basis. Approximately 66 percent are daytime users and 34 percent park in the evening. The ratio of full-time employees to part-time employees is 1.5 to 1. This information is useful in illustrating a point. About 3100 total parking spaces are available in the Downtown from all source's i.e. street, on-site, and municipal lot. Based on our survey, in a daytime scenario, if 2320 employees/owners are parking downtown, this leaves about 780 parking spaces for customers. These numbers are not adjusted for part-time employees because one would expect that the time when the greatest number of part-time employees are employed is the same time as the greatest number of customers. The point is that employees are competing with customers, and if the customer loses, so does business.

The cost to install pay-on-foot parking systems for Lots # 1, 2, 3, 4, & 6 is estimated to be from \$550,000 to \$700,000. If 400 monthly passes are sold at \$35 this would generate \$168,000 annually. If hourly parking spaces are occupied at a 40 percent rate, then revenue from this source is estimated at \$662,626 as follows:

- Total annual prime parking hours:

$(754 \text{ parking spaces}) (12 \text{ hours/day}) (365 \text{ day/year}) = 3,302,520 \text{ space hours/year}$

- Annual Pass hours:

$(400 \text{ parking spaces}) (9 \text{ hours/day}) (260 \text{ days per year}) = 936,000 \text{ space hours/year}$

$3,302,520 \text{ total hours} - 936,000 \text{ pass hours} = (2,366,520 \text{ hours}) (.35 \text{ occupancy}) (\$.35 \times 2 \text{ hourly rate}) = \$579,797/\text{year}$

- Gross revenue:

$\$579,797 \text{ hourly} + \$168,000 \text{ pass} = \$747,797 \text{ annual gross revenue}$

- Pay back:

Approximately one year pay back of installation cost and one year operation and maintenance

Staff has received written communication (Attachment 3) from one concerned Downtown merchant who supports pay parking yet had some questions about pay-on-foot parking systems. We will respond to the general content of the questions asked without repeating the questions. The alphabetic character at the beginning of the paragraph corresponds to the questions asked.

December 31, 1996

- A. Staff does not believe that gates and ticket dispensing equipment will deter people from entering the lots. This technology is found at airports, hotels and many other venues without concern for loss of patronage. On the other hand the fee is likely to increase parking demand in the surrounding neighborhoods not the gates. The surrounding neighborhoods are already within "Preferential Parking Districts" and under parking controls which can protect them.
- B. The installation of the gate systems should not impair the movement of delivery trucks with competent drivers. Drivers will not be able to backup through an enter gate because only exit gates will accept the parking validation ticket.
- C. We are of the opinion that parking citations and limited parking times are the bane of the the customer and employee alike and believe the contrary view is in the vast minority of the populous. Staff believes the driving force to "turn over" spaces is economic, the longer you stay the more you pay. The study survey and econometrics modeling indicates that employees/owners will seriously look for other alternatives at \$35 per month. Hopefully carpools and mass transit are viable choices but if not the more remote lots which are free will be better used. Should we find that \$35 is not the right monthly fees it could be changed as appropriate or the monthly pass concept could be eliminated altogether. Staff learned a valuable lesson with the trial permit parking on lot # 9. Spaces are too precious to waste. By designating a lot as employee/owner parking you have the potential to have empty spaces in the employee/owner lot with all the customer spaces being occupied. This is unacceptable to the customer to see vacancies in a adjoining lot when they cannot find a space for them selves. At least with passes all the available spaces may be used to their full occupancy potential. Also there is no guarantee that a space will be available for a pass holder if all spaces are already full.
- D. When the staff conducted the public forums the concept of pay parking was an acceptable alternative provided payment was convenient i.e. cash, credit cards and debit transactions. The comments we received in our surveys support the same view. Meters are not convenient and we believe anyone who overpays feels cheated. Also, meters are very expensive to operate.
- E. Staff has looked at a various of options and has detailed the comparisons in previous Town Council Reports (available from the Town Clerk). Other systems require parking control i.e. citations and are less convenient. The one system mentioned requires the motorist to go to the ticket dispenser pay the fee then return to their vehicle. If they overstay they are issued a citation. The pay-on-foot system is also popular in Europe.
- F. Generally, the entrance gates will be set in to the parking area about 15 feet the exit gate is placed at the edge of the sidewalk. In some cases we will loose two parking spaces however staff is looking at restriping the lot more efficiently and believes the loss to the gates will be minimal when offset by the efficiency gains. We believe strategic placement of disabled parking loading zones will further reduces the losses due to gate placement. Staff has developed some potential equipment placement plans, yet will seek additional comments from the equipment vendors. Staff has evaluated que length and available street queing if needed i.e. is their enough street width for a car to pull to the curb and have a safe travel lane. We believe that each lot has relatively few parking spaces and is served by at least two entrance and two exits which will not create a significant delay. Because the pay-on-foot system validates at the central pay station before the motorist returns to their car, the operation of inserting the ticket, having the gate raise and the car pass through takes only takes a few seconds per vehicle.
- G. It is the intent of this program is to change human behavior by providing an economic incentive to parking in the more remote lots, ride share or use mass transit. Drivers will spend less time looking for spaces if more spaces are available. It is possible that a driver could double park and wait for a space the same is true today. Drivers will be able to enter a lot to look for a space if none are available, they are able to look elsewhere for parking. We are looking to place the gates in the normal entrance and exit location so circulation can remain the same you will have to take a ticket at the entrance and deposit it at the exit. Truck may load and unload as they do now provided they conduct business within on half hour there will be not fee. Should a truck chose to unload in the street (as some do at this time) it must be done in a safe manner under the provisions of the California Vehicle Code and the Town Code. Staff will be looking at battery back-ups and solar technology as possible options to power outages. Other options could include opening the exit gates either by remote control or manual operation.

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MAYOR AND TOWN COUNCIL

SUBJECT: AUTHORIZE THE TOWN MANAGER TO SOLICIT REQUESTS FOR PROPOSALS
REGARDING THE DOWNTOWN PARKING IMPROVEMENT PLAN ESTABLISHING
PAY PARKING

December 31, 1996

Staff recommends the following to improve parking efficiency for the development of new parking spaces in the Downtown within three years or sooner.

As proposed, staff will secure requests for proposals (without obligating the Town) and return to Council in February, 1997 with evaluation and recommendations regarding the requests for proposals received. Staff will request various proposals such as: purchase, lease, joint venture, and privatization.

CONCLUSION:

Parking demand in the Downtown is increasing and this trend is expected to continue into the foreseeable future. A scarce resource cannot be efficiently managed when it is given away for free. To meet the parking needs of business and customer alike will require an investment in the Parking infra-structure. Pay parking will provide a economic motivation for employees/owners to consider parking in more remote (free) location or consider mass transit while developing a funding source for adding more parking.

ENVIRONMENTAL ASSESSMENTS:

Is not a project defined under CEQA, and no further action is required.

FISCAL IMPACT:

None at this time, fiscal impacts will be detailed in a future report.

Attachments:

1. Question and Answer Letter sent to Downtown Business Persons
2. Mailing List
3. Letter from Larry Arzie

Distribution:

Parking Commission
Larry Arzie

LOS GATOS PORCH

PAY PARKING

SCOTT K. BAKER
TOWN OF LOS GATOS,

12/28/96

SOME ADDITIONAL THOUGHTS TO AFFIX TO YESTERDAYS LETTER.

F. WILL THE GATES BE SET IN TO AVOID STREET CIRCULATION LINES, DANGEROUS PASSING ETC. IF THEY ARE SET IN? THEN BY HOW MUCH? HOW MANY PARKING SPACES WILL WE LOSE.

HAS ANY ATTENTION BEEN GIVEN TO PEAK HOUR EXIT LINES? Entrance lines?

G. HAS A PROFILE OF DRIVING HABITS BEEN LOOKED AT? :

DRIVERS CIRCULATE FOR LONG PERIODS LOOKING FOR SPACES.
DRIVERS WILL DOUBLE PARK AND WAIT FOR A SPACE TO OPEN.
DRIVERS WILL CONTINUE TO EXIT AND ENTER THE LOT LOOKING FOR SPACE.
WILL WE LOSE SPACES BY RE-ROUTING THE INNER LOT ROADS TO CREATE
A SELF INCLOSED CIRCULATION PATTERN FOR SPACE LOOKERS?
WHERE DO WE PUT THE CUSTOMERS IF ALL THE SPACES ARE FILLED WITH
EMPLOYEES AND SHOP OWNERS?

HAS ANY CONCERNE TO TRADITIONAL POWER OUTAGES BEEN GIVEN? LOS GATOS HAS A HISTORY OF BEING OUT OF POWER AT LEAST 4 DAYS A YEAR. DO THE GATES AND MACHINES WORK THEN?

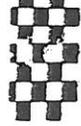
STATION WAY AND OTHER OLD ALLEY STREETS HAVE BEEN THOROUGH FAIRS FOR YEARS. I MYSELF USE THEM REGULARLY TO AVOID THE STREETS OF UNIVERSITY OR SANTA CRUZ AVE. THEREFORE, WHAT CIRCULATION PROBLEMS DO WE CREATE BY FORCING TRAFFIC ONTO THESE STREETS?

WE HAVE A MID-DAY PARKING CRISIS DAILY, I DO NOT SEE HOW WE CAN HANDLE THE LINES AT THE GATES BOTH IN AND OUT WITHOUT IT BECOMING A NIGHTMARE? NO I DO NOT TRUST PLANNERS TO RESOLVE THIS. OUR PLANNERS LEAST OF ALL UNDERSTAND THE TOWNS TRAFFIC AND CIRCULATION PROBLEMS, AND HOW TO RESOLVE THEM. WHAT WILL HAPPEN IF A TRUCK OUT OF FRUSTRATION DECIDES NOT TO WAIT IN THE LINE ANY LONGER AND JUST STARTS UNLOADING ON THE STREET? IN THE STATE OF CALIFORNIA HE HAS THE RIGHT TO DO THIS. I AM AFRAID WE ARE CREATING A TRAFFIC DANGER BOTH TO PEDESTRIANS AND OTHER VEHICALS. CARS CONSTANTLY ENTERING AND LEAVING THE GATES WHILE LOOKING FOR SPACES WILL ADD TO THE CONJESTION AND DANGER. CARS IDLEING WHILE WAITING FOR A SPACE WILL CAUSE PASSING IN NARROW LOT ROADS CAUSING PEDESTRIAN HAZZARDS.

A SIMPLE PARKING MEETER, OR WELL PLACED AND MANY OF THEM TICKET FOR WINDOW DISPAY MACHINES WILL ANSWER A LOT OF PROBLEMS WITH THE LAST CAUSING THE LEAST PROBLEMS AND THE LEAST MONEY.

LARRY ARZIE

Attachment 3



LOS GATOS PORCH

PAY PARKING

SCOTT R. BAKER
TOWN OF LOS GATOS.

PAY PARKING IS GREAT NEWS, I WHOLE HARTEDLY SUPPORT THE CONCEPT.
I HAVE A DIFFICULT TIME WITH THE PAY STATION CONCEPT WITH GATES.

- A. THIS IS A PHYCOLOGICAL BARRIER AND WILL DETERE PEOPLE ENTERING AND MAY INCREASE STREET AND NEIGHBORHOOD PARKING AND CIRCULATION PROBLEMS.
- B. IN SOME INSTANCES YOU WILL NOT BE ABLE TO GET SOME OF THE GIANT TRUCKS INTO THE LOTS. IN LOT 6 ALONE IT WILL REQUIRE WIDENING ELM STREET AS THEY HAVE TO JUMP THE CURB ON THE NORTH SIDE OF ELM AND RIDE DOWN THE SIDEWALK ALONG DOMUS IN ORDER TO GET INTO THE LOT. THEN THEY OFTEN GO OUT BACKWARD OR U-TURN BEHIND US AND EXIT THE WRONG DIRECTION.
- C. I DO NOT LIKE THE NO PARKING CITATIONS, OR UNLIMITED PARKING TIME. THIS IS NUTS. WE NEED TO TURN THE SPACES AND NOT ALLOW EMPLOYEES ALL DAY PARKING FOR 35.00 A MONTH. YOU EVEN SUGGEST (last sentence first para. pag 2) THAT EMPLOYEES WHO WORK DURING THE DAY LOAN THEIR PASSES TO EMPLOYEES WHO WORK DURING THE NIGHT.
UNLIMITED PARKING MIGHT BE FINE SAY AFTER A CERTAIN HOUR AS DURATIONS ARE LONGER IN THE EVENING BUT DURING THE DAY WE CAN NOT HAVE BUSINESS OWNERS AND EMPLOYEES PARK AT THIER BACK DOOR FOR 35.00. DESIGNATED AREAS FOR THIS MIGHT BE APPROPRIATE BUT NOT ANYWHERE THEY FEEL LIKE.
- D. Yes I UNDERSTAND METERS ARE MORE CUMBERSOME, AND WHO CARES IF THEY ARE OVERFERD. THEY OFFER REVENUE FROM OVERPARKING FINES, AND MAY BE LESS PROBLEMATIC IN THE LONG RUN. STATE OF THE ART MAY BE FINE IN A PLANNING MENTALITY, BUT DOES NOT ADDRESS THE NATURE OF THIS COMMUNITY IN ITS ENTIRETY.
- E. HAVE YOU CONSIDERED ANY COMBINATION ALTERNATIVES, SUCH AS SOME CITIES DO HAVING MORE MACHINES, NO GATES, AND YOU BUY A TICKET THAT TELLS YOU THE EXACT TIME OF WHEN YOU HAVE OVERPARKED TO BE PLACED ON YOUR WINDSHIELD. A WALKING MONITER CAN HANDLE THE WRITING OF FINE TICKETS. THIS SYSTEM IS USED THROUGHT EUROPE WHERE THERE IS A MACHINE ON EVERY STREET CORNER.

PLEASE FORWARD THIS INFORMATION TO THE PROPER SCOURCES AND ADVISE ME OF WHEN THE NEXT DOWNTOWN PARKING IMPROVEMENT PLAN HEARING WILL TAKE PLACE AS YOU SAY IN YOUR LAST PARAGRAPH.

THANK YOU,

LARRY ARZIE
12/27/96

32 N. Santa Cruz Ave., Los Gatos, CA 95030; (408) 354-5470, (408) 354-9595 FAX (408) 354-5297

P C DESIGN

DANA ROGERS (BURNS)
 RUTHERFORD BOLEN GROUP (BACK UP INC
 ROLF M. BONDELLE, ATTORNEY AT LAW
 NELLIE M ROBERTSON
 VILLAGE INN
 JENN NEUHART ANTIQUES
 LOS GATOS CAFE
 LOS GATOS COFFEE ROASTING CO INC
 THE POSH BAGEL
 NUANCE OF LOS GATOS
 SUE ONEY
 PRS INTERNATIONAL
 VENEZIA ANTIQUES & GIFTS
 OPERA HOUSE BANQUETS
 GRIMANI'S FINE ART & CUSTOM DESIGN
 R K SHUGART
 SOMETHING SPECIAL CATERING, INC.
 TOM TEIFER CALIFORNIA
 LE BOULANGER, INC.
 MAIN STREET ANTIQUES
 VALERIANO'S RISTORANTE
 KERRY HULL (@ L G NAIL WORKS)
 BODY THERAPY STUDIO (@ LG NAILWORKS)
 LOS GATOS MAIL WORKS
 CORINNE'S AESTHETICS
 SORENSON PLUMBING
 SORENSON PLUMBING

WORD CRAFT

C M BARRY CONSTRUCTION
 RIDGE PROPERTIES
 RECORDS SEARCH
 TOLL HOUSE HOTEL
 SUPPLEMENTAL OFFICE SYSTEMS
 SUMMIT BICYCLES
 NUMBER ONE BROADWAY
 RURAL SUPPLY HARDWARE (CLARA FEEDS)
 THE PURE PATH SALON
 TOLL HOUSE HOTEL / LE RESTAURANT

LARRY J ARZIE ET AL

LOS GATOS ART SUPPLIES
 SCHAUB & COMPANY
 DELCH COMMUNICATIONS
 FINANCIAL FOUNDATIONS
 TRIG INTERNATIONAL
 TILES BY LAILA
 MARK CONTRACTORS
 HANDS ON 4 HEAL TH
 VELOMEISTER INC
 PUTTING ON THE RITZ
 LAU OFFICES OF THERESA L. PFEIFFER
 MICHAEL MCCAMBRIDGE

JAMES BOND GALLERY

THE BOOKBINDER COMPANY
 BRENHORE CABLE PARTNERS
 CONTEMPO REALTY
 THE CLASSIC TOUCH
 REBECCA SUE JONES, ATTORNEY AT LAW
 MICHAEL JAY JONES, ATTORNEY AT LAW
 GALLACHER REEDY & JONES
 PRESTON U. HILL
 MACTIVITY INC
 MARKUS EXECUTIVE SEARCH
 PIONEER BUSINESS CONSULTING
 JAMES H SULLIVAN INC
 BETH F GREEN HD INC
 WILSON & COUGHLIN OPTOMETRISTS
 ERNEST C. PATTERSON, CPA
 FRESH IDEAS

AD-AGE

AD AGE BROADCAST NETWORK
 VANESSA BONDON, ENROLLED AGENT
 OFFERINGS, JANDA & ROE CPA'S
 WILLIAM J MITCHELL, CPA
 HARRY'S HOMES
 ROBERT J HIGGINS C.P.A.
 LOS GATOS PROPERTIES
 JULIENE DEE PLEF, CPA
 LAU OFFICES OF HOLLY C FUSCO
 FIRST UNITED MORTGAGE
 RICHARDSON RUTLEN ADVERTISING
 MICHAEL SPENCER ENTERPRISES INC, dba
 SIERRA VISTA RESEARCH INC
 WEYERHAEUSER PAPER CO
 RONALD E SMITH
 TENPO GRAPHICS
 MICHAEL JORDAN, CPA
 JOHN D SHART INSURANCE AGENCY
 M E DANIELS INSURANCE SERVICE
 DIHONE & COMPANY
 PRO VISION
 DEMETER SELIGMANN & RAINERI
 ROOK BISHOP & KNIGHT INC
 SIERRA WATER CONDITIONING/BO ENTERP
 WILLIAM AVERY & ASSOCIATES
 RFI CONTROLS COMPANY
 L G SECURITIES INVESTMENT ADVISORY
 NICKLAS A. GRANOSKI REAL ESTATE INC
 SUMMERS & NOVICK
 EYECONTACT OPTOMETRY (R. VANDENBERG)
 COMMONWEALTH LAND TITLE COMPANY
 THE SPINE CENTER OF LOS GATOS
 DR JEFFREY JENKINS (@ SPINE CENTER)
 LOOKING BEYOND INC
 ELLIOT AHES INC
 NORTH AMERICAN TITLE CO
 THE STUDIO (THE HOME STUDIO INC)
 CAMBRIC LTD
 BACKDOOR BOUTIQUE
 CAT 'N' CANARY
 TAKE IT OR LEAVE IT
 NATURAL CREATIONS
 EYES IN DISCUSE
 HAIR FASHION PARLOR

SCOTT WALLWORK (@ THE COMPETITION)

OLD REPUBLIC TITLE CO.
 UNIQUE DESIGNS
 PSYCHIATRIC NURSING SERVICES
 BARBARA MENOFF - PHD
 GARY E. SCHLOH
 CIRCLE OF THE EARTH TRADING COMPANY
 DR SUSAN HSU, OD
 MAX BEXLER, O.D.
 OCEANIC WAVES
 PROMIND INSTITUTE
 SANDRA A PAIM - ARCHITECT
 LESLIE A G DILL, ARCHITECT
 ATUOOD DENTAL LABORATORY
 CHERYL LITTLE KITCHEN DESIGN
 HAN'S MAINTENANCE
 THE VERTICAL GROUP INC
 ANNIE'S ALTERATIONS
 SGARLATO LABORATORIES INC
 LOS GATOS WEEKLY TIMES
 CAFE ROUGE
 THE NAIL BOUTIQUE
 PAUL'S JEWELERS INC
 CINDY GIEL (@ THE COMPETITION)
 THE COMPETITION FULL SERVICE SALON
 LAURA GALVAN HAIR DESIGN (@ COMPET)
 DESIGNS BY GINGER
 ANTONINA QUENNEVILLE (@THE COMPETIT
 STEPHANIE LEIPSIK (THE COMPETITION)
 DESIGNS BY CAROL (@THE COMPETITION)
 LOS GATOS OPTICAL
 WATSON & MARTIN DESIGNS
 ROXXY'S LEATHER & LACE
 LEN'S BARBER SHOP
 YVONNE'S CONFECTIONS (@THREE IN ONE
 DOORSTEP DINNERS (@ Three in One)
 THE CHOCOLATE DETAIL
 RIGHT'S RICH COOKIIS (@3 IN 1 FDS)
 MR C'S CATERING (@ THREE IN ONE FD)
 DISH AND THE SPOON CATERING CO
 THREE IN ONE FOODS CO-OP/VICTORY FD
 TROPICAL DELIGHTS (@3 IN 1 KITCHEN)
 E-STAR INC
 NASRIN AMINIGHAR (@ HONET)
 HONET HAIR DESIGN STUDIO
 CAROL ANN HANSON (@ HONET HAIR DES)
 CONTRACTOR LEAD SERVICES
 RONALD J SMITH (@ VIRTUES)
 VIRTUES
 LOS GATOS FLOORS
 KEVIN'S HAIR STUDIO
 CLAIRE L SOPHERS
 CRICKET HOLLOW DOLL SHOPPE
 CHANGES HAIR DESIGN
 OHIO 24 HAIR STUDIO
 CHRISTINA'S OF LOS GATOS
 OL' MICHAEL'S OF LOS GATOS
 CAFE MARCELLA INC
 ANN MARIE RAMOS @ CHANGES HAIR SALN
 MATILDA MANAGEMENT CO
 SUSAN MCDONNELL & ASSOCIATES
 MARY RUSSO PHD HFCC

SPINE CENTER OF LOS GATOS

YANKEE CLIPPER TRAVEL
 SPORTHROPEDICS SPORTS & PHY. THERAPY
 PSYCHOTHERAPY
 PAUL D. LEVIN, MD
 ROEN DEVELOPMENT CORPORATION
 HUGH GRUBB
 DONALD RICH MD
 LOS GATOS FINANCIAL GROUP
 ERICH M. WERNER, D.D.S.
 SUING SOLUTION
 CORNISH & CAREY RESIDENTIAL, INC
 BAKERS SQUARE RESTAURANT
 LOS GATOS BEACON (ENCABO INC)
 VIDEO CAFE
 VILLAGE LIQUOR
 THE DINER
 SHELL OF LOS GATOS (P. T. & E.)
 CHEVRON U.S.A. INC (STATION# 97162)
 UNION OIL COMPANY OF CALIFORNIA
 KEV DRUG DBA KIRK & BOB DRIVE-IN PH
 SOPHIA SAVALAS
 ALTERNATIVE HEALTH SERVICES
 CHICAGO TITLE

----- Name -----
 CHRISTINE COLLINS
 MARTINO'S COMPLETE HOME FURNISHING
 MARIA'S ANTIQUES
 SUSHI ON THE RUN, SUSHI ON WHEELS
 SUMI'S TAILORING/ALTERATIONS
 ALEX'S SPORTS STOP
 THE GAP #147
 "TCBY" YOGURT
 SOLES OF LOS GATOS
 ADRIENNE'S
 DOMINION PREMIUM CIGARS, LLC
 THE DERMAL INSTITUTE
 LOS GATOS BREWING COMPANY,
 TIME OUT CLOTHING CO
 PORTFOLIO HAIR COLOR & DESGN STUDI
 DOUBLE RAINBOW
 KID IN A CANDY STORE
 INTERIOR SERVICES OF LOS GATOS
 BLACK WATCH AMUSEMENTS
 LOS GATOS BLACK WATCH, INC
 NUVO INC
 MOUNTAIN CHARLEY'S SALOON
 LOS GATOS BAR & GRILL
 FAST FRAME
 CALIFORNIA BENTOS
 BARE ESSENTIALS
 THE ROSE COLLECTION
 LA MODE NAIL SALON
 BELGIAN DIAMOND SPECIALTIES
 THE YELLOW BRICK ROAD
 LOS GATOS COMPANY (LG GALLERY & C
 DIDDAYS PARTY HEADQUARTERS
 GREAT BEAR COFFEE & LOS OSOS CAFE
 TWIG GALLERY
 D L BURRY
 DARCI HODDER (@DURAND HAIRDRESSER)
 BETTY'S NAIL (@ DURANDS SALON)
 MICHAEL VALDEZ
 EXPRESSIONS CUSTOM FURNITI
 DURAND HAIRDRESSERS INC
 CALIFORNIA GOOD EARTH
 ANDALE TAQUERIA 2
 ACROSS THE BRIDGE
 THE RIO THING
 AMBER ROSE
 MORTON JEWELERS INC
 THE STENCIL HOUSE
 TIP TOP CLEANERS
 JUICY BURGER #6
 CROSSROADS BICYCLES
 VIDEO ERA
 LOS GATOS FRAMING CO
 DOLCE SPAZIO
 NAVLET'S
 ICING ON THE CAKE
 MARIO'S SHOE REPAIR
 RAE ANN - HAIR DESIGNS (@ NIRVANA
 NIRVANA
 CULTURED NAILS
 DES CHATTES SALON
 HAI'S NAIL PROFESSIONAL (@CULTUREI
 STUDIO FORTY TWO

----- Name -----
 IUASAKI JEWELERS
 MODENA SOFTWARE INC
 CLARK CLEMENTSEN
 MONICA G DALTON (@ GUEN'S SALON)
 JULIE ANN BRUNO @ GUENS SALON
 BUSINESS COMMUNICATION SYSTEMS
 JEWELER'S BENCH
 CITY'S NAIL & WAXING BOUTIQUE
 GUEN'S SALON
 WARPAINT PROFESSIONALS LTD
 THE MINDEN GROUP
 HEATHER SPURRIER (@ GUEN'S SALON)
 SHOES BY ANNA MARIANO
 TERCERA GALLERY
 ELISABETTA GALLERY
 FINN'S
 LES POISSON ANTIQUES
 SMITH & HAUKEN LTD
 PEDROTTI-SHIPLEY INTERIORS
 PIGALLE
 CELLULAR COMMUNICATIONS SYSTEMS
 HAMPERSTAMPS!
 DREAM KITCHENS
 SILVER IMPRESSIONS
 ANNAMARI'S FINE JEWELRY
 GEORGE STEUART JEWELERS
 DEB'S DO'S (OFF MAIN ST)
 DEBORAH J MAPA (@ OFF MAIN ST SLN)
 SU LE NAILS
 OFF MAIN STREET HAIR SALON
 GEHRKENS FINE JEWELRY & DESIGN
 HAVANA HIDEAWAY
 TRENT POTTERY INC.
 I.D.E.A. CO.
 CALIFORNIA INTERIORS
 LA MAISON DU CROISSANT
 MICHAEL BERTOLDO (@LG BEAUTY OUTLET
 LOS GATOS BEAUTY OUTLET
 NICOLE (@ LOS GATOS BEAUTY OUTLET)
 TASSELS OF LOS GATOS
 OUT OF THE ENVELOPE
 CHOCOLATE DREAM BOX
 GATTO CLEANERS
 PEDRO'S
 ANGEL DE LAS FLORES
 LOS GATOS PORCH INC.
 APRES VOUS
 POTS, PRINTS, AND POSIES
 FROGSTONE CRYSTALS & GIFTS
 DIAMOND SOURCE
 WALKING EXPERIENCE (SCOTT SHOES INC
 FORD CLEANERS
 LISA'S TEA TREASURES OF LOS GATOS
 BEAUX CHEVEUX
 KEITH HOLLAND'S GUITAR HOSPITAL
 JOPLIN AND SWEENEY MUSIC COMPANY
 HUG-A-BERRY (HARGUIDZ, INC)
 MARY'S PATIO CAFE
 LOS GATOS CAFE
 CLASSIQUE NAILS
 FANTASTIC SAM'S
 KIDS' TRADING COMPANY

----- Name -----
 HOUSE OF BRASS
 DOUBLE D'S SPORTS GRILLE
 JENNIFER CROLL
 THE MAIDS QUARTERS' INC
 PETROGLYPH INC
 HABEL'S LANTERN HOUSE
 PRECIOUS OBJECTS GALLERY
 DOMUS
 THE LION'S LAIR BARBER SHOP
 EDNA RAY RESTAURANT
 GOCUEN'S LAST CALL
 LOS GATOS CINEMA LTD
 PACIFIC WINE & SPIRITS
 MT. EVEREST FINE INDIAN CUISINE
 TRUE NAILS
 LOS GATOS CAMERA CENTER, INC.
 STAPLES THE OFFICE SUPERSTORE
 SHEET WATER STORES
 DELIA'S CLEANERS INC.
 LIFE STREAM NATURAL FOODS
 MOUNTAIN MIKE'S PIZZA
 STUDIO KICKS
 SITE FOR SORE EYES (OCUNET, INC)
 VISION CARE CALIFORNIA
 N C BOARDSHOP INC
 T-BIRD'S OF LOS GATOS
 WALGREENS
 SANTORINI CAFE
 FASHION CLEANERS & DRAPERIES
 PALACE FURNITURE
 TERE'S EUROPEAN SILK FLOWER ARRANGH
 SPROCKETS
 VIRTUAL I-O INC
 TEN THOUSAND VILLAGES
 YOGURT DELITE
 ROBY'S VACUUM SALES & SERVICE
 ROSA NAILS AND SKIN CARE
 DISCOVERY COMICS & CARDS
 DESIGNER'S TAILORING
 BRIAN HATFIELD HAIR DESIGNS
 NUVOUX THE SALON
 CHEZ LINDA COOKING
 GILLEY'S COFFEE SHOP
 SAFEWAY INC #915
 LAW OFFICES OF FLOYD C FRISCH
 GLAUCOMA CONSULTANTS OF CALIFORNIA
 THE SOURCE GROUP
 LUCAS CONSULTING
 MAIN STREET REALTY & INVESTMENT CO
 THE ARCHITECT'S INTERIOR
 DELIZIOSO BAKERY & CAFE
 KAHAKURA RESTAURANT
 STEMS
 U & I SUNGLASSES
 CHART HOUSE
 D CARLSON CONSTRUCTION INC
 INDEPENDENT INSPECTIONS SERV
 BUNCHES
 NAILS BY SABRINA @ GUENS

----- Name -----
 MC MURTRY & BELL INSURANCE
 LOS GATOS SHADE SHOP
 AMY BROTHERS (@ GUEN'S SALON)
 BANGKOK INTERNATIONAL INC, DBA:
 EXOTICA (HAUTE COUTURE)
 GALLERIA OF LOS GATOS
 LOS GATOS HOME THEATER
 IMRU SALON
 LOS GATOS CLEANERS
 ANNETTE GREEN (@ LO CASTRO)
 CHRISTINA M RESCIGNO (@ LO CASTRO)
 KELLY O'BRIEN (@ LO CASTRO)
 VALERIE BAUER (@ LO CASTRO'S)
 CAROL ANN EKLUND (@ LO CASTRO'S)
 CALIFIA'S (@ LOCASTRO)
 TAMIIE TACITO (@ LO CASTRO'S)
 THERESA BASCHY (@ LOCASTRO'S)
 RANDALL C PARTIN DDS
 ALLEN DE GRANGE
 PELLEGRIN, BROAD & MORSE MD'S
 VASONA MANAGEMENT INC
 E A MAAS
 THE ROYAL TOUCH MASSAGE THERAPY
 BBID
 LGAC POOL SERVICE
 ADVENTURES IN THE SUN
 TCE OPTIMUM HEALTH CENTER (J.COBBES)
 KEITH JOHNSTON @ TCE OPT. HEALTH CN
 RICHARD'S NATURAL FOODS
 LOS GATOS DENTAL LAB
 LA STRADA
 LUCY HUYNEN NU CONG NGUYEN
 TANGLES SALON
 KERFUL CLEANERS
 A-1 LAUNDRY
 CURIOUS BOOK SHOPPE
 I GATTI
 FLORA CADEAUX
 SOUTHERN KITCHEN
 BUFFALO TRADING CO
 7-ELEVEN
 LOS GATOS ATHLETIC CLUB
 29 E. MAIN CAFE
 BUNNY CUTTS JUST FOR KIDS
 REBECCA SELL (@ NIMBUS SALON)
 KIM KLUDI (@ IMRU SALON)
 FOO-DOG CLOTHING
 REBECA M ALVAREZ (@ LOCASTRO)
 KAREN BUCHANAN (@ LO CASTRO)
 JACQUELINE RIDDLE @ LO CASTRO HAIR
 MARY A BETTENCOURT (@ LO CASTRO'S)
 SUSAN SLOANE-EDENS (@ LO CASTRO'S)
 BRANDI WHITE (@ LO CASTRO'S)
 JILL BILLINGSLEA @ LO CASTROS
 LOCASTRO HAIR DESIGN
 MARIA R HAN
 PRISCILLA MICHELETTI (@ LO CASTRO)
 JODI NELSON (@ LO CASTRO)
 JEANETTE D. BONELLI (@ LOCASTRO'S)
 JEANINE LANE (@ LO CASTRO SALON)
 SIMONE SMITH (@ LO CASTRO'S)
 OPTM SPORTS & PHYSICAL THERAPY INC

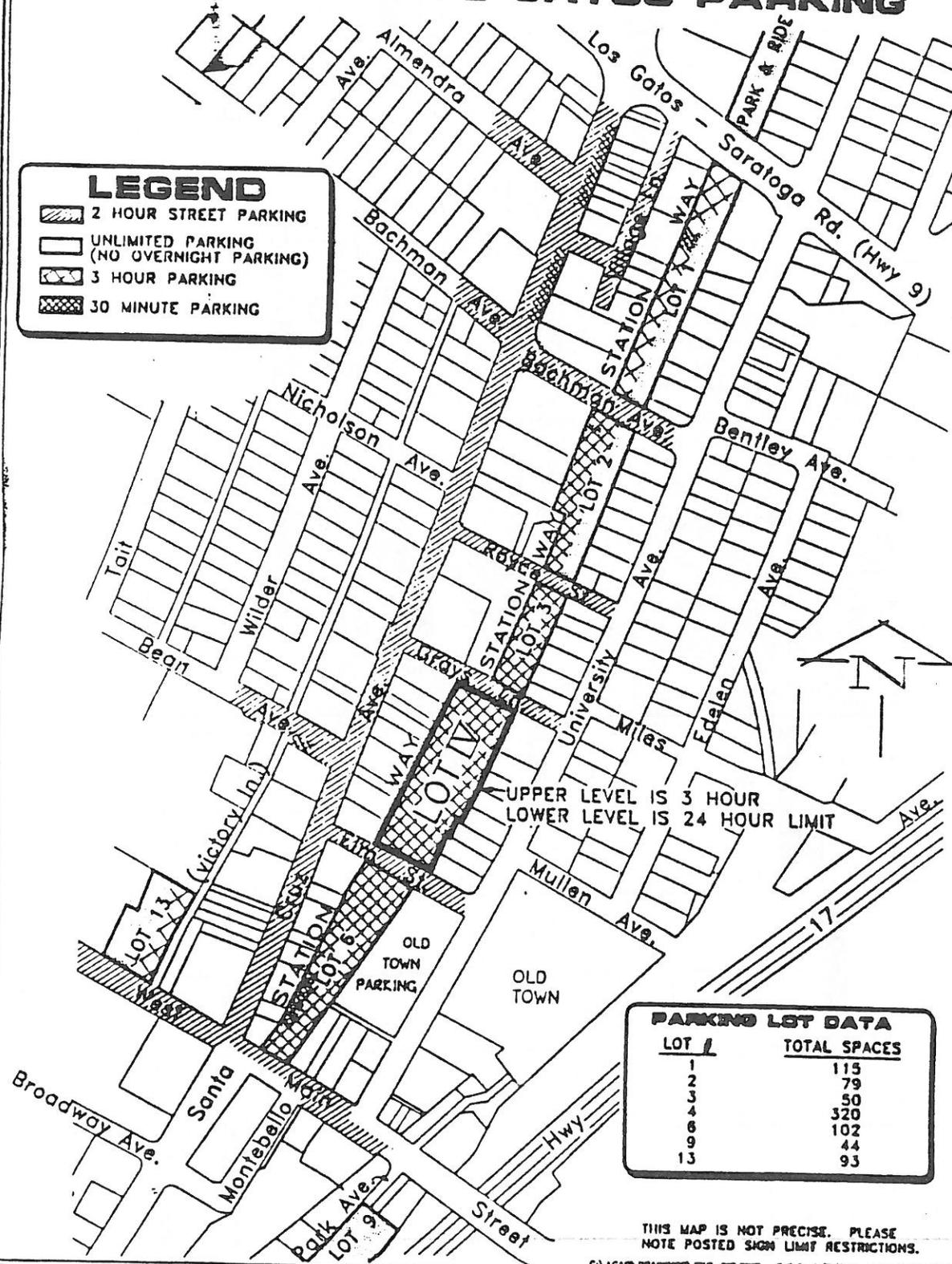
DOWNTOWN SCHEDULING

	1996	1997	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
OLD TOWN														
Public Hearings														
A & S Applications														
Building Permits														
Parking Structure Construction														
Restore Existing Building														
Construct New Building														
Reconstruct Existing Parking														
Shell ready for Tenants														
Grand Opening														
PLANTER BOXES														
Agency Approval														
Agency awards Contract														
Construction														
PAID PARKING														
Council Approval														
Council awards Contract														
Construction														
Program in effect														
REPAVING N. SANTA CRUZ AVE.														
Plans & Specs														
Council lets Contract														
Construction														
Old Town Parking Structure Unavailable														
Dave Flick's Project														
Farwell Building behind Lyndon Plaza														

DOWNTOWN LOS GATOS PARKING

LEGEND

-  2 HOUR STREET PARKING
-  UNLIMITED PARKING (NO OVERNIGHT PARKING)
-  3 HOUR PARKING
-  30 MINUTE PARKING



UPPER LEVEL IS 3 HOUR
LOWER LEVEL IS 24 HOUR LIMIT

PARKING LOT DATA

LOT #	TOTAL SPACES
1	115
2	79
3	50
4	320
6	102
9	44
13	93

THIS MAP IS NOT PRECISE. PLEASE
NOTE POSTED SIGN LIMIT RESTRICTIONS.

Page 2

Subject: Downtown Parking Improvement Plan
December 26, 1996

What are the proposed rates? Will there be an option for employee parking?

The staff has suggested a rate that allows the first half hour to be free and \$.35 per each half hour after that. Employees and others may purchase prepaid monthly pass for \$35. The passes would provide access to parking within any pay lot and would be transferable from a day worker to an evening worker.

What will be done with the revenue collected?

The long range strategy is to provide funding for more parking. Revenue will first be used to pay for installing and operating the pay parking equipment. Staff has estimated that the equipment costs will take about one year to recoup capital and operating expenses. Once approaching pay back, staff would recommend to either continue, modify, or possibly abandon the systems. Assuming the Town Council recommends continuing the program, staff would propose a construction and finance plan to build additional parking spaces. Once all the above items are satisfied, the Council said it would consider funding capital projects Downtown.

When would pay parking take effect?

Designing, bidding, and constructing would take until early spring, possibly April or May. Installing the equipment should not have a significant impact on available parking. However, should the Old Town project go as scheduled, about 100 parking spaces will be taken off-line from March through September. Installing new planters (one pair) on Santa Cruz Avenue at the pedestrian cross walk just north of Main Street will take four on-street parking spaces out of service for about thirty days. A schedule of anticipated Downtown activities is provided to show the schedule in relation to other projects.

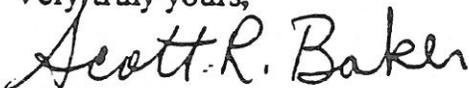
What was learned from the recent parking surveys?

We received 193 responses from the 430 surveys mailed out. By interpolation about 3520 employees and owners park in the downtown on a daily basis. Approximately 66 percent are daytime users and 34 percent park in the evening. The ratio of full-time employees to part-time employees to is 1.5 to 1.

Who do I talk to if I have more questions or want to voice my opinion?

Please call me at 354-6885 regarding parking related questions. You may write a letter or attend the Public Hearing to express your views on the Downtown Parking Improvement Plan.

Very truly yours,



SCOTT R. BAKER

Director of Building and Engineering Services



TOWN OF LOS GATOS

BUILDING AND ENGINEERING SERVICES

(408) 354-6885
FAX (408) 354-7593

CIVIC CENTER
110 E. MAIN STREET
P.O. Box 949
LOS GATOS, CA 95031

December 26, 1996

Subject: PAY PARKING - DOWNTOWN PARKING IMPROVEMENT PLAN
January 6, 1996, 7:30 P.M. Public Hearing
Town Council Chambers 110 East Main Street

Dear Downtown Business Persons:

As you may already know, the Los Gatos Town Council has directed staff to develop a plan to increase parking opportunities Downtown. To improve parking and develop a funding source for creating additional parking, staff will recommend charging for parking on municipal lots.

Which lots are under consideration?

The staff will recommend that Lots 1, 2, 3, 4 & 6 (see enclosed map) be included. These are the adjoining municipal lots on Station Way between Los Gatos-Saratoga Road (Hwy 9) and Main Street. Pay parking is not being considered for any on-street parking spaces.

How does the system work?

The motorist drives up to a ticket dispenser and receives a coded ticket. The gate opens and motorists enter the parking lot and go about their business. Upon returning to the lot, the ticket is inserted into a machine (similar to an ATM) displaying the amount due. The machine accepts coins, bills, credit cards, debit cards, and prepaid passes. Payment is made, the ticket is validated, the customer drives to the exit gate, inserts the ticket, and the gate opens.

This approach has many advantages over other systems, including:

- Easy Use
- Greater flexibility in paying
- Lower operating costs when compared to 600 parking meters requiring frequent coin collection vs. fewer than ten collection points. The system also compares favorably over the attendant parking plan due to the expense for ongoing personnel costs.
- Coin and cash are collected in secure boxes (not accessible to attendant) and electronic accounting verifies amounts collected.
- There will be no parking citations due to overstay. You only pay for the time you stay. With meters it is common to over pay. Further you can park as long as you like without "feeding" the meter.

ATTACHMENT 1