



MEETING DATE: 5/18/98

ITEM NO. 23

# COUNCIL AGENDA REPORT

DATE: May 14, 1998

TO: MAYOR AND TOWN COUNCIL

FROM: TOWN MANAGER *Done by [Signature]*

SUBJECT: CONSIDER PARKING COMMISSION RECOMMENDATIONS FOR SHORT TERM PARKING ALTERNATIVES IN THE DOWNTOWN

### RECOMMENDATION:

Consider Parking Commission recommendations for short term parking alternatives in the Downtown.

### BACKGROUND:

On May 7, 1998, the Parking Commission met at its regular meeting and made the following recommendations for short term parking enhancements in the Downtown (Parking Map Attachment 1):

- Attendant valet parking.
- Provide parking at the Peerless/Greyhound Bus Depot.
- Paid parking.
- Ride sharing/bus use.
- Improve Park and Ride Lot.
- Change parking time limits.
- Improve signs.
- Develop a employee incentive parking program.
- Provide diagonal parking on south Santa Cruz, south of Broadway.
- Increase parking on Miles Avenue, south of the creek.

A letter from AMRESKO Management, Inc. was received after the Parking Commission meeting and is included as (Attachment 2).

### DISCUSSION:

A brief discussion of the items highlighted in the background will be provided here.

#### **Attendant valet parking**

This option has two basic variations based on whether the customer is charged for services or not. Currently "no fee" valet services are allowable and the Opera House and Lyndon Plaza provide examples of this parking system. A further variation on this system might allow attendant valet parking to occur on specific municipal parking lots. For example, the Town Council could designate a certain portion of a municipal lot(s) for attendant valet parking for the benefit of increased parking densities. The difficulty with this type of plan is estimating the actual area needed. If more space is allocated than actually used, this system could actually decrease parking densities and create bad will with the community. The second valet parking option would involve the type of valet parking operations that the Town tested over the holiday season of 1997. If the Town established a for fee valet parking service on Town lots then private business could do the same. The Town trial of valet parking was not well used and the program was abandoned at the end of its first term.

PREPARED BY: SCOTT R. BAKER *SRB*  
 Director of Parks and Public Works

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Reviewed by:  Attorney  Finance Revised: 5/14/98 4:52 pm

Reformatted: 10/23/95

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May 14, 1998

DISCUSSION: (Cont.)

**Provide parking at the Peerless/Greyhound Bus Depot**

Staff was presented several alternatives for parking improvements at this site to the Town Council. Previously, the issue of parking on this site has been complicated by the use of the site as a bus stop for Peerless and Greyhound Bus Services. The site could be a readily available for parking with minor improvements, once the site is vacated.

**Paid parking**

This concept does not directly increase parking availability, however it does provide a means to change parking behavior. The thought is that by controlling parking by fee, it is possible to induce people to park where fees are lower or nonexistent. The fear of local residents is that this option will increase parking pressure on the adjoining neighborhoods.

**Ride sharing/bus use**

If fewer cars came to Town then more parking spaces would be available. While this is a popular subject of discussion, no practical plan has emerged.

**Improvement of Park and Ride Lot**

It has been suggested that if the "Park n' Ride" were improved, people would be more inclined to use the lot. Staff is working to improve lighting, trim trees and shrubs, improve the signs, and work with the adjoining property owners to clean up their properties.

**Change parking time limits**

At the Parking Commission meeting of May 7th, it was suggested that Parking Lot 1 unlimited parking spaces along the eastern edge of the parking lot be changed to three hour. This would encourage more long term parking on the Park n' Ride Lot. Conversely, the management company for Lyndon Plaza requests that more unlimited parking spaces be provided in Lot 13.

**Develop a incentive parking programs**

The idea here is to in some way induce persons to parking in remote locations. One suggestion was to provide identification stickers so that recognition or rewards could be presented to those that use specified parking areas.

**Improve signs**

Staff has presented to the Town Council a proposal for improving street name and directional signs in the Downtown. This matter is still pending at this time for final consideration and funding. A suggestion for developing signs in the parking lots to show where other parking areas are located has been proposed. However it may be more effective for the merchants and the Chamber of Commerce to develop a handout with this information.

**Provide diagonal parking on south Santa Cruz Avenue, south of Broadway**

Since the roadway is very wide there, diagonal parking could be created to provide additional spaces. The narrower roadway would serve to signal traffic that is off the freeway and in an urban area.

**Increase parking on Miles Avenue, east of the Creek**

By making better use of space, more cars could be accommodated. On the down side, more vehicles would pass through the neighborhood.

CONCLUSION:

Staff is requesting direction from the Town Council.

FISCAL IMPACT:

None at this time.

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MAYOR AND TOWN COUNCIL

SUBJECT: CONSIDER PARKING COMMISSION RECOMMENDATIONS FOR SHORT TERM PARKING  
ALTERNATIVES IN THE DOWNTOWN

May 14, 1998

Attachments:

1. Parking Map
2. Letter from AMRESKO Management, Inc.

Distribution:

Parking Commission

Parking Interest List

Kent Cooper, Chairman of the Board, Chamber of Commerce, P. O. Box 1355, Los Gatos, CA 95031-1355

Erik Osenbaugh, Sr. Asset Manager, Amresco Management, Inc., 2 Corporate Park, Suite 100, Irvine, CA 92606

Rick Williams, Eastfield Ming Quong, 251 Llewellyn Avenue, Campbell, CA 95008

Walter and Joan Franck, 9 Glenridge Avenue, Los Gatos, CA 95030

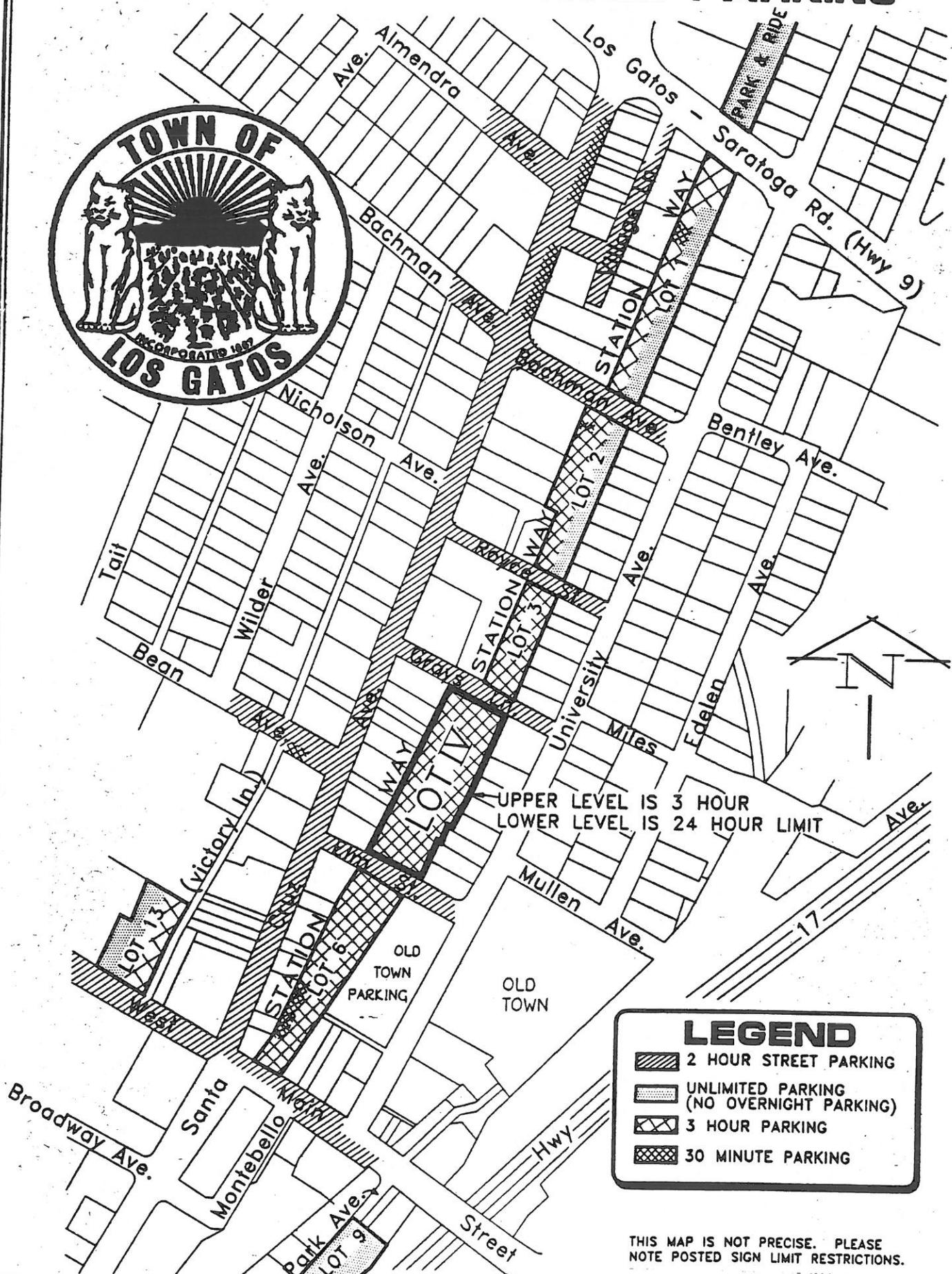
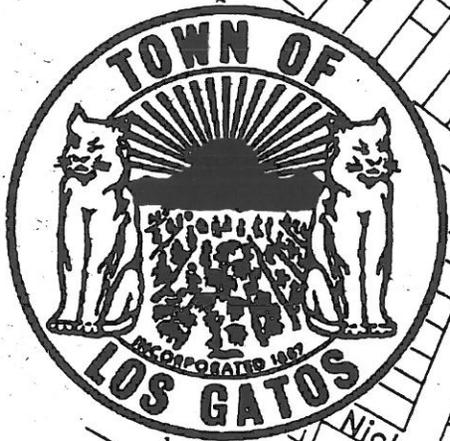
Alain Staebler, 368 Village Lane, Los Gatos, CA 95030

Andrew Faber, Attorney at Law, Berliner Cohen, 10 Almaden Boulevard, 11th Floor, San Jose, CA 95113-2233

Valeriano's Ristorante, 160 West Main Street, Los Gatos, CA 95030



# DOWNTOWN LOS GATOS PARKING



UPPER LEVEL IS 3 HOUR  
LOWER LEVEL IS 24 HOUR LIMIT

**LEGEND**

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

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

C.G. 1/8/96

N. Santa Cruz Avenue

Bachman Avenue

Village Lane

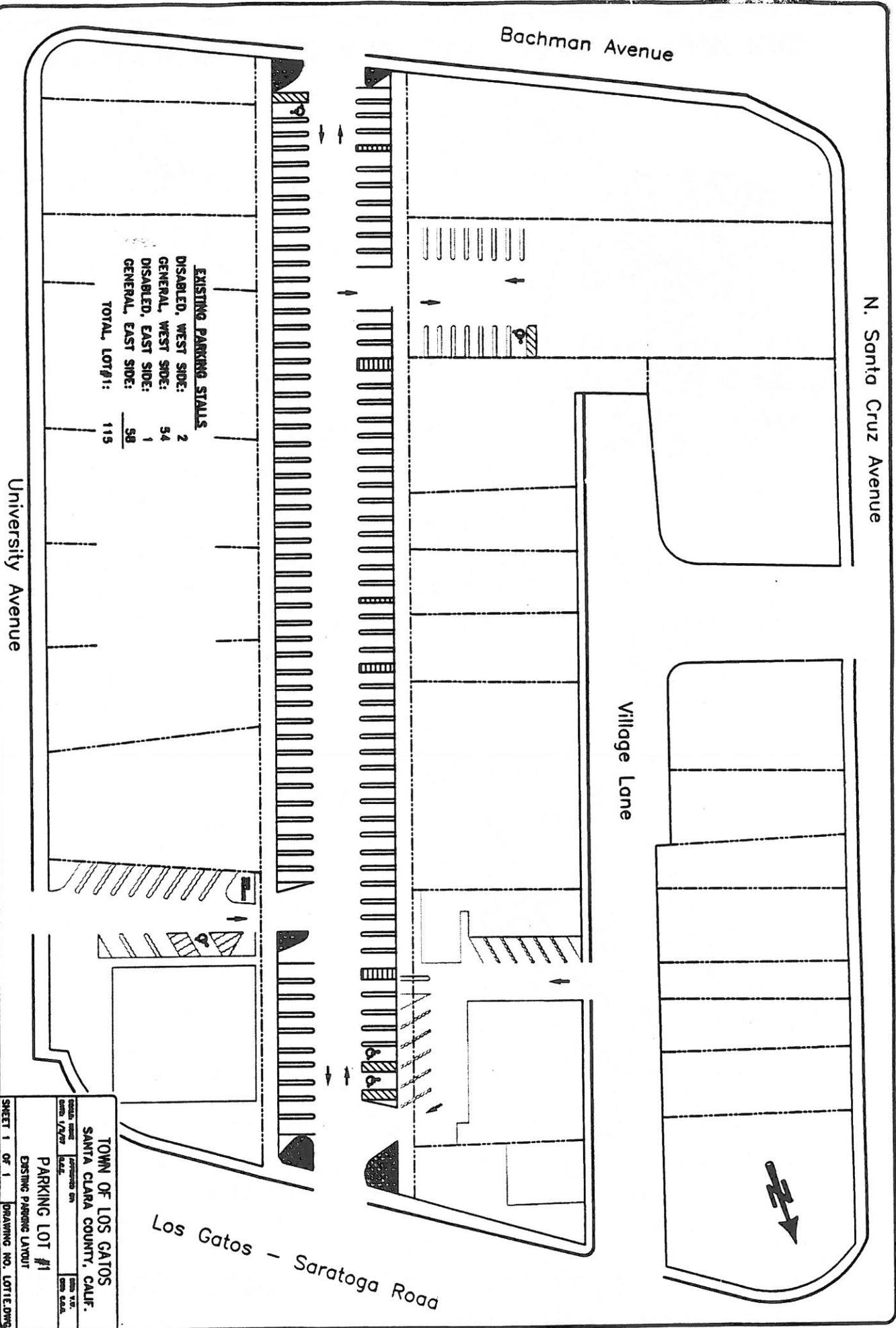
Los Gatos - Saratoga Road

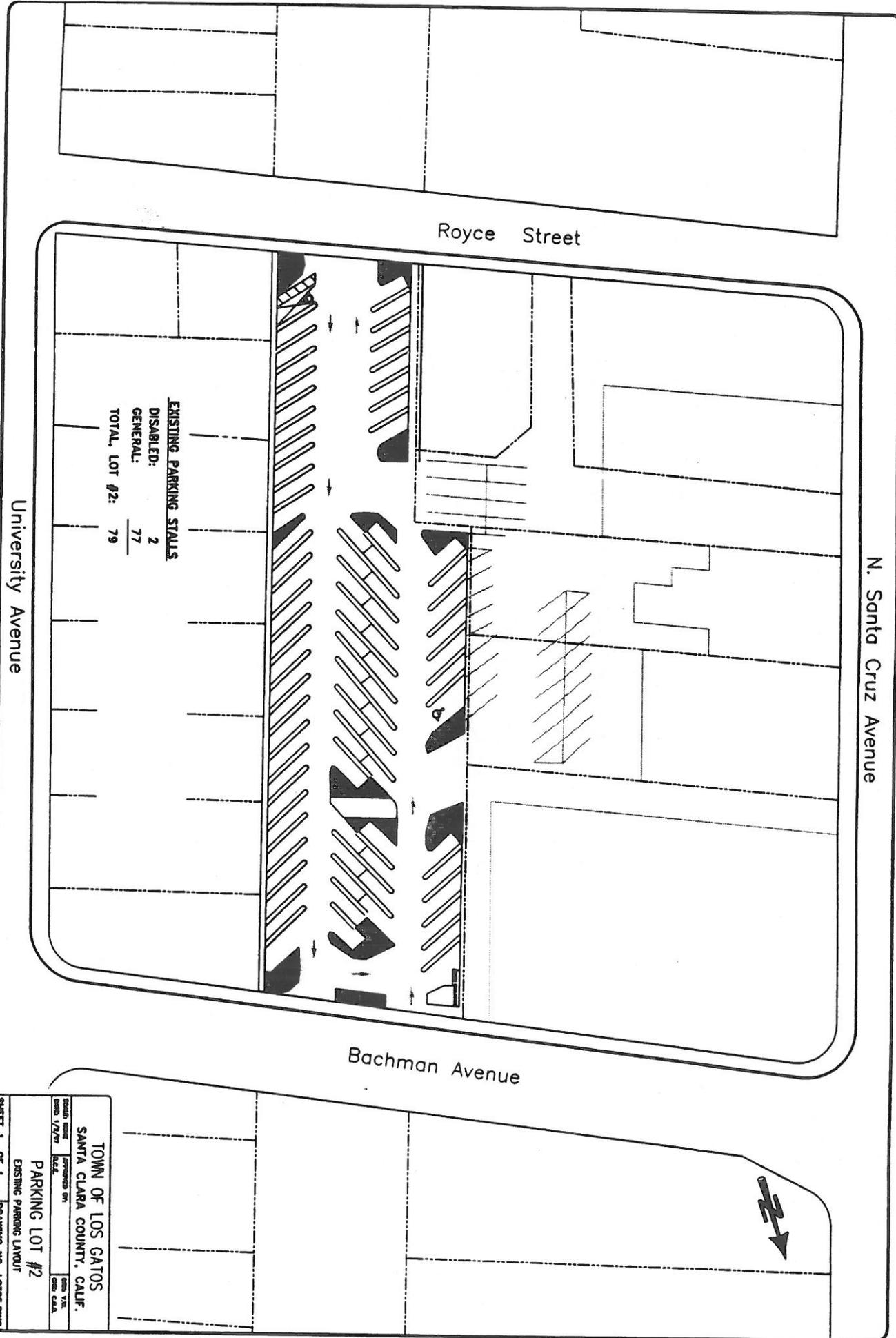
**EXISTING PARKING STALLS**

DISABLED, WEST SIDE:	2
GENERAL, WEST SIDE:	54
DISABLED, EAST SIDE:	1
GENERAL, EAST SIDE:	58
<b>TOTAL, LOT #1:</b>	<b>115</b>

University Avenue

TOWN OF LOS GATOS  
 SANTA CLARA COUNTY, CALIF.  
 PREPARED BY: [ ]  
 DATE: 1/27/92  
 SCALE: [ ]  
 SHEET 1 OF 1  
 DRAWING NO. LOT1E.DWG  
 PARKING LOT #1  
 EXISTING PARKING LAYOUT





Royce Street

N. Santa Cruz Avenue

Bachman Avenue

University Avenue

EXISTING PARKING STALLS  
 DISABLED: 2  
 GENERAL: 77  
 TOTAL, LOT #2: 79

TOWN OF LOS GATOS		DATE: 1/27/07	
SANTA CLARA COUNTY, CALIF.		DRAWING NO. LOT2E.DWG	
PARKING LOT #2		SHEET 1 OF 1	
EXISTING PARKING LAYOUT		DRAWING NO. LOT2E.DWG	

N. Santa Cruz Avenue

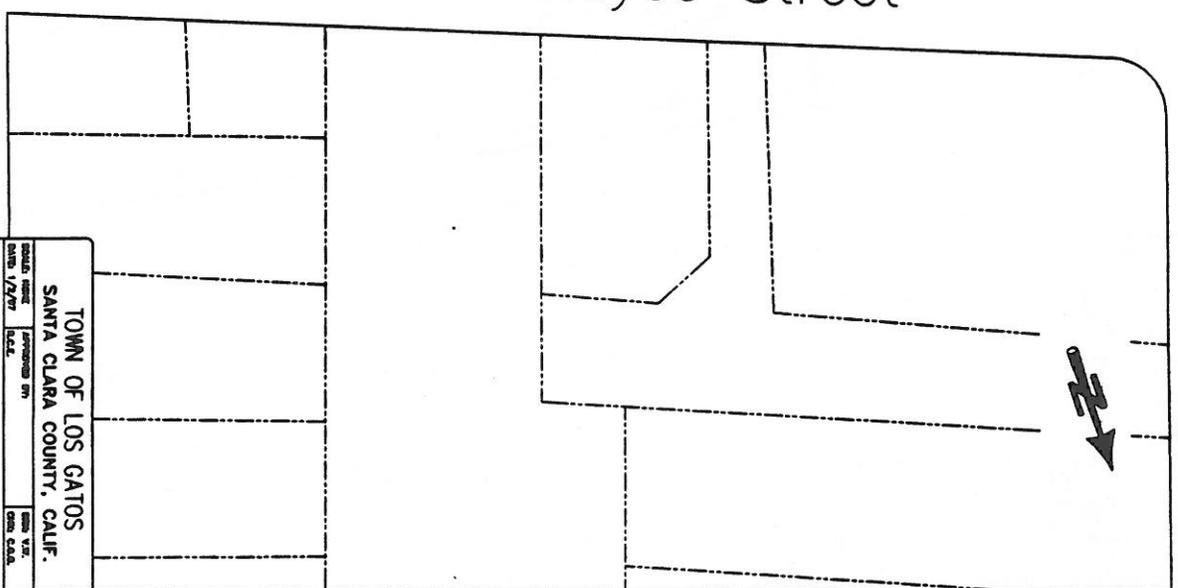
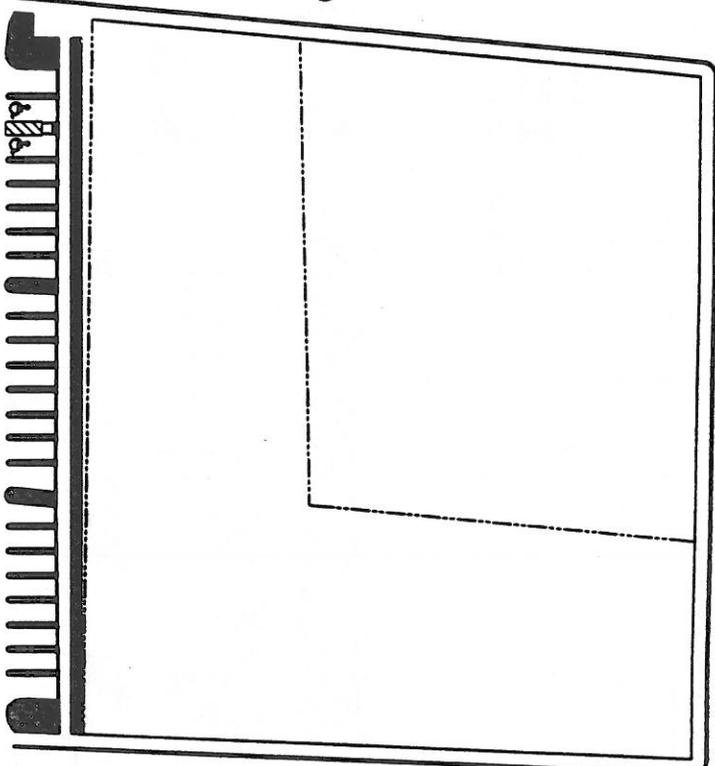
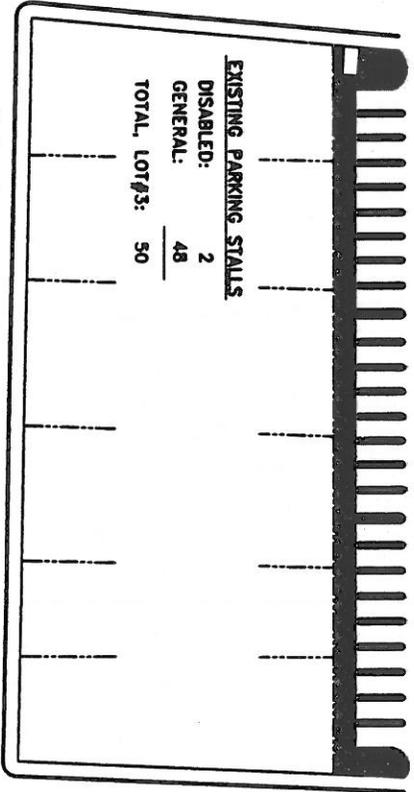
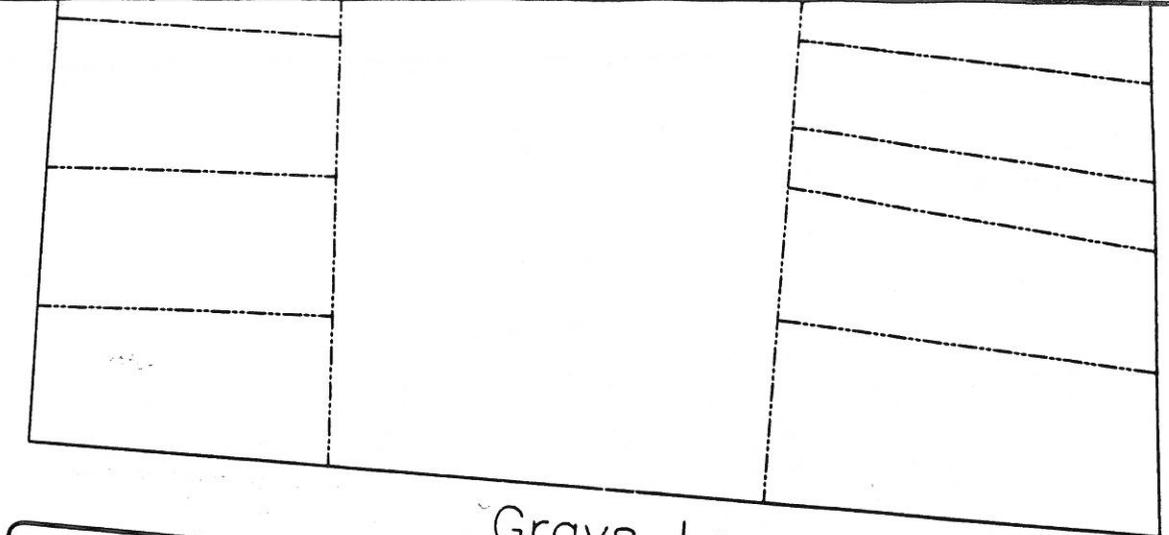
Grays Lane

Royce Street

University Avenue

EXISTING PARKING STALLS

DISABLED:	2
GENERAL:	48
TOTAL, LOT #3:	50



TOWN OF LOS GATOS  
 SANTA CLARA COUNTY, CALIF.  
 PARKING LOT #3  
 EXISTING PARKING LAYOUT

SCALE: AS SHOWN  
 DATE: 1/2/07  
 DRAWING NO. LOT13E.DWG

SHEET 1 OF 1

N. Santa Cruz Avenue

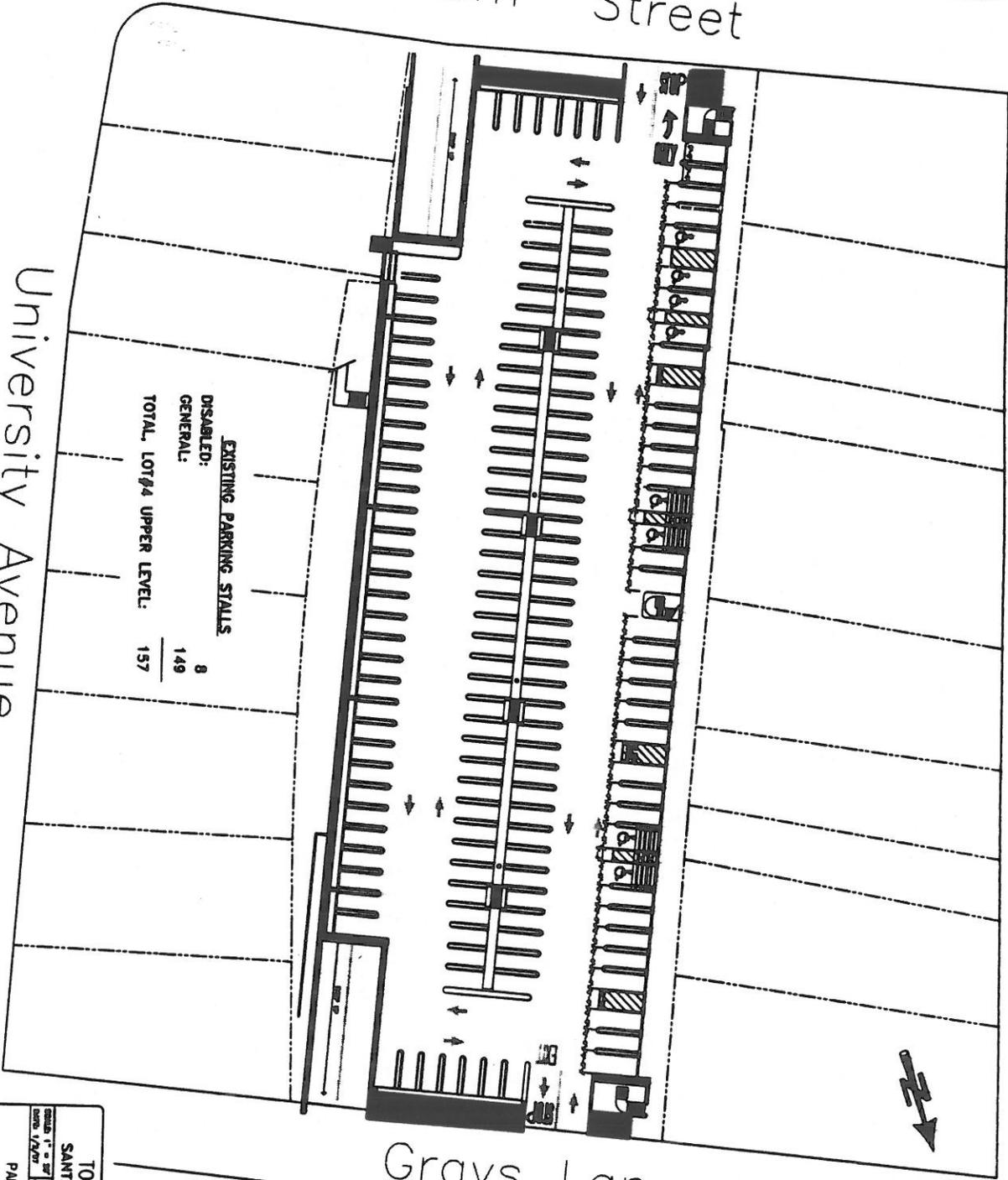
Elm Street

University Avenue

Grays Lane



EXISTING PARKING STALLS	
DISABLED:	8
GENERAL:	149
TOTAL, LOT #4 UPPER LEVEL:	157



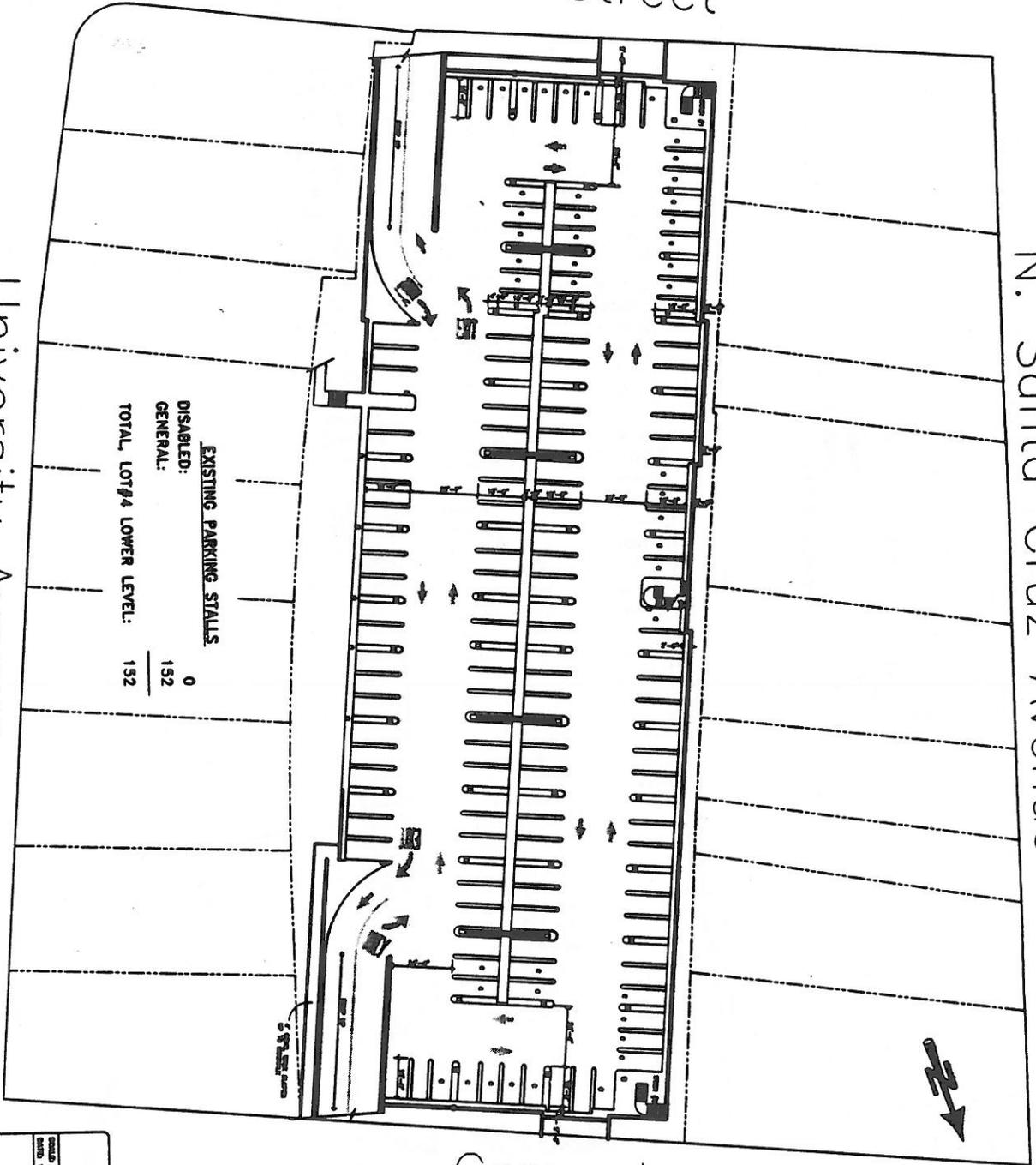
TOWN OF LOS GATOS  
SANTA CLARA COUNTY, CALIF.  
DATE: 1/10/07  
SCALE: 1/8" = 1'-0"  
DRAWING NO. LOT #4U.DWG  
SHEET 1 OF 1  
DRAWING NO. LOT #4U.DWG

Elm Street

N. Santa Cruz Avenue

University Avenue

Grays Lane



EXISTING PARKING STALLS

DISABLED:	0
GENERAL:	152
TOTAL, LOT #4 LOWER LEVEL:	152

TOWN OF LOS GATOS			
SANTA CLARA COUNTY, CALIF.			
DATE: 1/24/07	ISSUED BY: [Signature]	DATE: 1/24/07	ISSUED BY: [Signature]
PARKING LOT #4 LOWER LEVEL		DRAWING NO. LOT#4EL.DWG	
SHEET 1 OF 1			

W. Main St

University Avenue

N. Santa Cruz Avenue

Elm Street



**EXISTING PARKING STALLS**

DISABLED:	7
GENERAL:	92
<b>TOTAL, LOT #6:</b>	<b>99</b>

TOWN OF LOS GATOS  
 SANTA CLARA COUNTY, CALIF.  
 PARKING LOT #6  
 EXISTING PARKING LAYOUT  
 SHEET 1 OF 1 DRAWING NO. LOT#6.DWG



Montebello Wy

**EXISTING PARKING STALLS**

DISABLED:	1
GENERAL:	36
<b>TOTAL, LOT #9:</b>	<b>37</b>

Park Ave

Street

W. Main

TOWN OF LOS GATOS  
 SANTA CLARA COUNTY, CALIF.

SCALE: 1" = 20' APPROXIMATE  
 DATE: 08/17/20 FIELD

DATE: 08/17/20  
 DRAWING NO. LOT#9.DWG

SHEET 1 OF 1

PARKING LOT #9  
 EXISTING PARKING LAYOUT

W. Main Street

Lyndon Avenue

Victory Lane

**EXISTING PARKING STALLS**

DISABLED:	2
GENERAL:	91
<b>TOTAL, LOT #13:</b>	<b>93</b>

N. Santa Cruz Avenue



TOWN OF LOS GATOS  
 SANTA CLARA COUNTY, CALIF.

PARKING LOT #13

EXISTING PARKING LAYOUT

SHEET 1 OF 1 LOT13E.DWG

SCALE: 1" = 50'	DATE: 12/15/09	DESIGNED BY: [Signature]	DATE: 12/15/09
DATE: 12/15/09	DATE: 12/15/09	DATE: 12/15/09	DATE: 12/15/09





April 29, 1998

Parking Commission  
Town of Los Gatos  
110 E. Main Street  
Los Gatos, CA 95030

VIA CERTIFIED MAIL

**Re: Parking Commission Meeting of May 7, 1998  
Short Term and Long Term Parking Solutions  
Lyndon Plaza, 20 S. Santa Cruz Avenue**

Dear Ladies and Gentlemen:

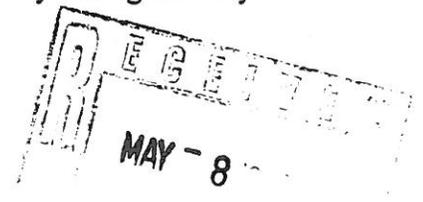
AMRESO Management, Inc. is the Servicer for Park View Village Associates L.P., the owner of Lyndon Plaza. Lyndon Plaza currently leases the property located at 223 W. Main Street, adjacent to Lyndon Plaza for parking purposes. With the recent approval of Ms. Susan Farwell's mixed use project at that site, and the resulting loss of parking that will occur to tenants and patrons of Lyndon Plaza and other commercial properties in this area of downtown Los Gatos, it is critical that the use of existing parking be maximized to the fullest extent possible. We would like to offer some concrete short-term and long-term solutions to the parking issues which affect this area of downtown Los Gatos. Specifically, we offer the following:

**A. Eliminate Hours Restrictions On a Larger Portion of the Spaces at Lot 13 located on the 200 Block of W. Main Street.**

This lot presently has a 3-hour time restriction on many of the stalls. As a result, commercial and retail business owners are unable to arrive at the beginning of their business days, park in Lot 13 (reserving more convenient on-site parking stalls for customers) and depart at the end of their business day. If the hours restriction were lifted or significantly increased, commercial and retail tenants could utilize this off-site parking, reserving more convenient (and customer friendly) on-site parking for customers and guests.

**B. Utilization of a No Cost Valet Service on Lot 13.**

Another manner in which the utilization of Lot 13 could be greatly improved is by having it serviced by a valet company. The cost of this service could be paid by a merchant's association consisting of local business and property owners, such as ourselves, who operate businesses located within a specific radius of that lot. With the utilization of a valet service, parking on the Town lot could be "stacked" allowing for significantly increased parking utility during the very busy period from 11:00 a.m. to 2:00 p.m.



AMRESO Management, Inc.  
2 Corporate Park • Suite 100 • Irvine, California 92606  
714-752-4080 • Fax 714-752-4086  
<http://www.amresco.com>

Attachment 2

**C. Approval for Lyndon Plaza Valet Parking On-Site.**

We presently offer free valet parking on-site, which allows for cars to be "stacked" on our lot, which maximizes the number of cars which can be parked there. We will need to continue to utilize this procedure, which benefits our customers at no cost to them or to the Town.

**D. Approval of Plans for Reconfiguration of Lot Striping.**

We have prepared plans for the re-striping of Lyndon Plaza's on-site parking. Such reconfiguration will maximize the number of cars which can be parked on our property. In addition, we are working jointly with Ms. Farwell to design the landscaping on the border between our respective properties and enhance the aesthetic characteristics and features of our respective properties.

**E. Construction and Operation of a Parking Structure on Lot 13.**

Finally, as part of a long-term solution to the parking issue, a parking structure should be built on Lot 13. This could be with Town funds, perhaps by means of a bond issuance and the creation of an assessment district. Alternatively, Lot 13 could be leased to a private party for the purposes of construction and operation of a parking structure. At the end of the lease term, the improvements would revert to the Town.

We hope that you will find the proposed alternatives to be worthy of your support and incorporation into any recommendations forwarded to the Town Council. We look forward to working with you, the Planning Commission, and the Town Council, in the development of a plan to address the parking needs of the Town of Los Gatos.

Sincerely,

  
Erik Osenbaugh  
Sr. Asset Manager  
AMRESO Management, Inc.