COUNCIL/PARKING
COMMISSION AGENDA
DATE: 9/11/95

TOWN OF LOS GATOS
COUNCIL/PARKING COMMISSION STUDY SESSION AGENDA REPORT

DATE: SEPTEMBER 7, 1995

TO: MAYOR AND TOWN COUNCIL

FROM: TOWN MANAGER DWK

SUBJECT: PARKING CHALLENGES AND OPPORTUNITIES IN THE DOWNTOWN CENTRAL DISTRICT

Attached for information is a report entitled "Parking Challenges and Opportunities in the Downtown Central District".

PREPARED BY: **DAVID W. KNAPP**
Town Manager

DWK:pm
MGR088 A:\CNCLRPTS\9-11-1

Revised: 9/7/95 3:09 pm

Attachment: Report entitled "Parking Challenges and Opportunities in the Downtown Central District"

Distribution: Parking Commission

Reviewed by: _____Attorney_____Clerk_____Finance_____Treasurer_____

COUNCIL ACTION/ACTION DIRECTED TO:
Form: 6/21/95

PARKING CHALLENGES AND OPPORTUNITIES IN THE DOWNTOWN CENTRAL DISTRICT

SUBMITTED TO THE TOWN COUNCIL AND PARKING COMMISSION
SEPTEMBER 1995

FROM: DAVE KNAPP, TOWN MANAGER
PREPARED BY: SCOTT BAKER, DIRECTOR OF BUILDING & ENGINEERING

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EXECUTIVE SUMMARY

The Challenge

The Town's attempts to control parking by enforcing hourly limits and preferential parking districts costs more than is received in ticket revenues. Issuing tickets generates letters and complaints resulting in precious staff time spent in replies. Employees that arrive earlier than customers tend to take prime customer spaces and customers are forced to park in residential areas or leave to shop somewhere else. Merchants say their business (and sales tax) revenue is lost because of limited parking and because customers won't come back after receiving a parking citation. Property owners complain that they pay parking assessments and there is still not enough parking. Property owners also express concern because the Parking Assessment District is not flexible enough to allow parking credits which invariably means no intensification of commercial uses. The cost of operating and maintaining municipal lots is borne solely by the general fund and currently there is no funding source to pay for acquiring new parking spaces.

"The worst way to manage a scarce resource is to give it away."

The Opportunity

This is a complex problem which requires a positive and comprehensive approach to achieve a long term solution. The Parking Assessment District and the Town General Fund have thus far been the contributors in creating and maintaining downtown parking. Staff suggests that the "user" should now be called upon to contribute to the parking solution and that a nominal fee for parking in the municipal lots be established. At the Community Forums, citizen comments supported "fee" parking, provided that payment were convenient. High tech advances have made their way into the parking industry, and many options to the conventional parking meter are now available. Computer parking control can accept; cash, credit cards, ATM cards, monthly passes, designate employee parking, allow for merchant discount tickets, and provide many other benefits as well.

A comprehensive parking control and revenue program in the Downtown Municipal lots would establish:

- An ongoing funding source for new lot construction, operation, and maintenance
- Flexibility and control in providing employee and customer parking options
- Reduced need for Parking Control Enforcement and parking citations in the lots
- Economic development and better use of existing land
- A funding source for Downtown capital improvements

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 (Map next page). 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 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 (See Appendix A). 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.

In a 1994 Memo to the Parking Commission the Assistant Town Manger identified (See Appendix B):

- 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 $10,000-30,000 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 and accommodates 320 spaces. This equals $9,375 per space to construct. 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 cost is considered function of the net new spaces created, the $9,375 figure would double to $18,750 per net new space.

DOWNTOWN LOS GATOS PARKING

Almendra Ave.
Los Gatos - Saratoga Rd. (Hwy 9)
PARK & RIDE
Village Way
STATION LOT 1
Bachman Ave.
Nicholson Ave.
Bentley Ave.
STATION LOT 2
Royce Way
Tait Ave.
Wilder Ave.
Bean Ave.
STATION LOT 3
Grays Ln.
University Ave.
Miles Ave.
Edelen Ave.
LOT IV
UPPER LEVEL IS 3 HOUR
LOWER LEVEL IS 24 HOUR LIMIT
Victory Ln.
Mullen Ave.
17
LOT 13
STATION LOT 6
OLD TOWN PARKING
OLD TOWN
West Main
Broadway Ave.
Santa Cruz Ave.
Montebello Hwy
Park Ave.
LOT 9
Street

LEGEND

- 1 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.

CA007:MARKMAP.DWG C.G.G. 9/6/95

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, 5/6, 9 and 13 (see map previous page).

A comprehensive long term parking solution should provide:

- An ongoing funding source for new lot construction, operation, and maintenance
- Flexibility and control to provide employee and customer parking options
- Eliminate the need for Parking Control Enforcement and parking citations
- Economic development and better land uses

Street parking revenue is not under consideration because:

- Low efficiency factor - Street spaces cannot be fully automated and would require parking control and individual meters
- Current fiscal needs can be satisfied from municipal lot revenue
- Political and practical reasons should allow for some limited "free" parking in the Downtown and there is no practical potential for substantially increasing net new spaces on the street
- Equity concerns due to gas tax subventions may be used to maintain and upgrade street parking spaces (not so for the municipal lots)

This report identifies the "parking demand" and "need" related to the Downtown core area. 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.

PARKING DEMAND AND COLLATERAL IMPACTS

How much parking is enough? If more is needed where should it be located? How do we protect the surrounding neighborhoods from adverse impacts? What are the likely parking needs in 5, 10 and 20 years? These questions have to be considered in developing a solution.

Theoretical Need

In 1992, the Engineering Department prepared a study for the Parking Commission detailing present and future parking needs for the Downtown (Appendix C). While a number of assumptions are included, the chart indicates a 1992 shortage of 1082 spaces based on the square footage requirements of retail and office space compared to the total on-street and off-street parking spaces. Assuming complete buildout in Downtown, a shortage of 1772 spaces was predicted. Neither the potential shortage of 1772 spaces, nor the current shortage of 1082 spaces, reflect actual parking need. The need for additional parking may exist, however, these numbers overstate the actual problem. The Downtown functions is pedestrian in nature and its compact physical orientation creates more linkage of trips than would otherwise be expected. The typical visitor to the Downtown is likely to park once and visit multiple shops. This linkage reduces parking needs. Also, when calculating parking requirements, on-street spaces are normally not included so as not to exaggerate the theoretical parking need.

Occupancy

Occupancy is the percentage of spaces occupied at various times of the day at a given location. In spring of 1994, AMPCO System Parking submitted a survey of parking occupancy (Appendix A). Staff also conducted a backup survey and the results were consistent with the findings of the AMPCO report. The greatest peak Downtown parking demand is found at Lots 2 and 13. If parking demand were laid out in a linear fashion along Santa Cruz Avenue, the greatest demand would be found at the northern and southern extremes. The construction of Lot 4 has improved parking availability in the mid-section of this continuum. It should be noted that lots are heavily used from noon to early evening and the months surveyed are not generally considered as "peak" season. Increasing parking spaces at Lots 1 or 2 and Lots 13 or 9 would provide the most strategic relief in parking, based on the AMPCO Occupancy Survey. Staff suggests a phased construction strategy leading to the development of 350-500 "net new" spaces. The phased approach would allow for adjustments to the program if parking needs change over time.

Neighborhood Impacts

The Town Council and Parking Commission receive numerous concerns from residents in the areas surrounding the downtown related to impacts from parking. The Town has established a number of preferential parking districts to mitigate parking shortages.

This is not an ideal solution because residents must pay for the parking permits and acquiring and displaying the permit is a nuisance. Conversely, non-residents get upset that a public street is restricted to residents only. The Town has recognized that the surrounding residential areas are impacted by the limited parking Downtown. The established preferential parking districts are an

attempt to protect the ability of residents to find on-street parking. This is important because of limited off-street parking in the Historic Districts and because of the numerous secondary units in the area. Residents also complain that when people return to their cars late at night they are noisy and create a disturbance. Clearly, it would be better to have the patrons park in municipal lots than in the residential neighborhoods.

ECONOMIC DEVELOPMENT POTENTIAL

The Challenge

The Town enacted a utility users tax to make up for State raids on local revenues. This tax is subject to a five year sunset provision. The community stressed the importance of economic development and new revenue sources to meet the on going funding needs of the Town. Economic development in Downtown depends on acquiring more parking. While the limited number of Downtown parking spaces is a physical problem, a similar problem exists for downtown businesses which are not able to intensify their "use" because of the number of parking spaces credited to the parcel. Creating the Downtown Parking Assessment District" (DPAD) in 1987 established the number of parking credits for each parcel in the district. The fee was based on a formula and the number of spaces (credits) a property owner purchased, and from that point in time on, was unchangeable. These credits did not translate into a dedicated space and exclusive ownership, but a right to use space from the "pool" of spaces created by the DPAD. Owners in 1987 did not always predict the future building/property use correctly, and as human nature would predict, they tended to choose the least cost option. Many owners claim they simply did not understand the parking credit concept and long term implications. Some properties have been sold and new owners invariably have a different vision of the properties best uses. This is exemplified by parking limitations at the former Wolf Computer site on Victory Lane and Crow Coffee Shop on Elm Street. Mr. Al Block's property was considered as a print shop/warehouse with an absolute minimum in parking credits, and the Crow Coffee Shop wanted additional outdoor seating. Both were stymied in their desire to intensify the use due to parking limitations. The crux of the problem is that the 1987 DPAD is inflexible in amending or adding credits.

The Opportunity

One solution would be an in-lieu parking credit fee in connection with a program to construct new parking spaces. This could allow for increases in the parking associated with a property without effecting the current DPAD. This is essential to create an improved business climate in the Downtown. The number of spaces available in the in-lieu program should be limited to the number of new spaces scheduled for construction and be offered at a cost of about $10,000 per parking space credit. Staff is aware of several business owners that have expressed support for this concept and do not find it cost prohibitive. The $10,000 per space/credit figure is roughly the cost of per space construction based on Lot 4 (see introduction) or half the "net new" cost of a bi-level lot. The City of Palo Alto reports that establishing an aggressive parking revenue program has not adversely affected sales tax revenue.

FINANCING NEW CONSTRUCTION AND OPERATION COSTS

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.

Meter vs. Central Pay

Computer technology is coming of age in the parking industry. Automated parking control systems can issue pass stubs and collect fees from central stations (Appendix D). 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 into 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.

No More Parking Tickets

With gated entry control, and pay as you leave, 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. Around $30,000 should offset the fiscal loss of ticket revenue. With the computerized central pay concept, there would be no parking tickets issued and angry letters of protest because of a few minutes overstay. The concept is simple and fair; 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. 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.

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 Expense:	
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	100,000
7. New lot Construction - Debt Service ($8 million)	800,000
8. Loss of revenue during construction (115 spaces maximum)	235,000
	$1,450,000

It should 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. With phased construction, Item 7 Debt Service would more likely be $400,000 or less in first few years creating a reserve. Item 8 Revenue Loss would be 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, staff offers the opinion that a modest fee with convenient payment is a small price compared to negative impacts of insufficient parking space and issuance of parking citations.

Funding Via In-Lieu Fees

In the Economic Development section of this report, it was suggested that a in-lieu fee program be established to improve Downtown business activity.

This would also provide a partial funding source for parking lot construction. It was recommended that $10,000 per space/credit was appropriate, however a pre-construction price of $8,000 and a

post-construction price of $12,000 might motivate early participation. A $100,000 investment would buy 12.5 spaces/credit at $8,000 each. If 50 other pre-construction spaces where sold, a total of 75 space/credits would generate $600,000 to off-set construction costs. A $600,000 reduction in construction costs would reduce debt service by about $60,000 per year. 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 possible PID financing.

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. 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 theses options is not likely because they are borne by many that would claim no benefit or interest in a Downtown parking solution. For the reasons above, staff recommends consideration of a program that looks to the "user" for a contribution to the 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.

Financing

Once the funding source is identified, a financing plan can be developed. Staff met with Ms. Emily Wagner, the Town's Financial Advisor to explore options related to a parking solution. If the central pay (or other revenue generating source) concept is adopted, the issuance of Revenue Bonds could be crafted to fund phased construction of multiple lots. Revenue Bonds would not obligate the general fund but would commit the central pay revenues toward Bond repayment.

The lack of a revenue history is a potential concern. A six month period of operation and fee history is likely to be sufficient and would approximate Environmental and design schedules. Given the other positive factors in the Town's favor, such as excellent bond ratings and that the projects are within the Redevelopment Area, the Town's Financial Advisor is optimistic that excellent term and conditions regarding financing can be obtained.

CONCLUSION AND RECOMMENDATIONS

This report is not intended to achieve every answer to every possible question related to a Downtown parking solution. It is intended to perhaps set in motion, a course of further study, leading to 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 would recommend that for lots on Station Way between Main Street and Highway 9 that Lot 4 should be the design model i.e. at grade parking with sublevel(s). Parking Lots 13 and 9 could be considered for multi-level above and below grade and substantially below current Zoning height limitations.

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 improving 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

Staff makes the following recommendations:

- Form several small work groups to actively pursue and investigate various issues raised herein and set a date to receive the reports:

  Survey other cities with pay parking
  In-lieu fees for parking space/credit
  Central pay logistics
  Merchant/customer incentive plans and economic development
  Financing Plans
  Lot construction sequence
  Adopt a 2.5 year goal to have new parking on-line in the Downtown

N:/B&E/SCOTT\PARKING1.RPT

APPENDIX A

OCCUPANCY SURVEY

What price, parking?

Nearly everybody agrees that parking, or, rather, the lack of it, is one of downtown Los Gatos' most serious and abiding problems. Survey after survey has underscored the point.

Merchants say that the viability of their businesses is directly linked to the volume of walk-in trade they can attract. Given the sorry state of public transportation here, the volume of walk-in trade will always be limited by the number of available parking spaces.

No mystery about that—motorists can't become customers until they can get out of their cars.

The big, unanswered question is: Does the L Gatos Town Council *really* think there's a problem?

Even in times such as these when municipal budgets are being ravaged by state government, the council could be moving faster to provide more parking. The council doesn't need more money in town coffers; it needs the political courage to admit that just as there is no free lunch, there is no free parking.

As Rex Morton, chairman of the Parking Commission, pointed out to the council last week, there are private investors willing to finance parking garages if they can be sure of a return on their investment. He cited, as an example, Dillingham Construction Inc., the prime contractor for the town's 311-stall parking structure at 20 Grays Lane. Dillingham *might* be willing to participate in financing an above-ground parking structure behind the La Cañada Building, Morton reported.

The council was not greatly moved, possibly because such a public-private partnership would call for a revenue stream to finance it. In practical terms, that means parking meters or some other form of paid parking on existing public lots. And parking meters in Los Gatos are about as popular as rain at a picnic.

So, what else is new?

The question the council must answer, for itself and for the community, is: Do we need more parking badly enough, and soon enough, to be willing to pay for it?

AMPCO SYSTEM PARKING

500 Howard Street, Suite 200
San Francisco, CA 94105
Tel: (415) 247-9500
Fax: (415) 247-9599

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

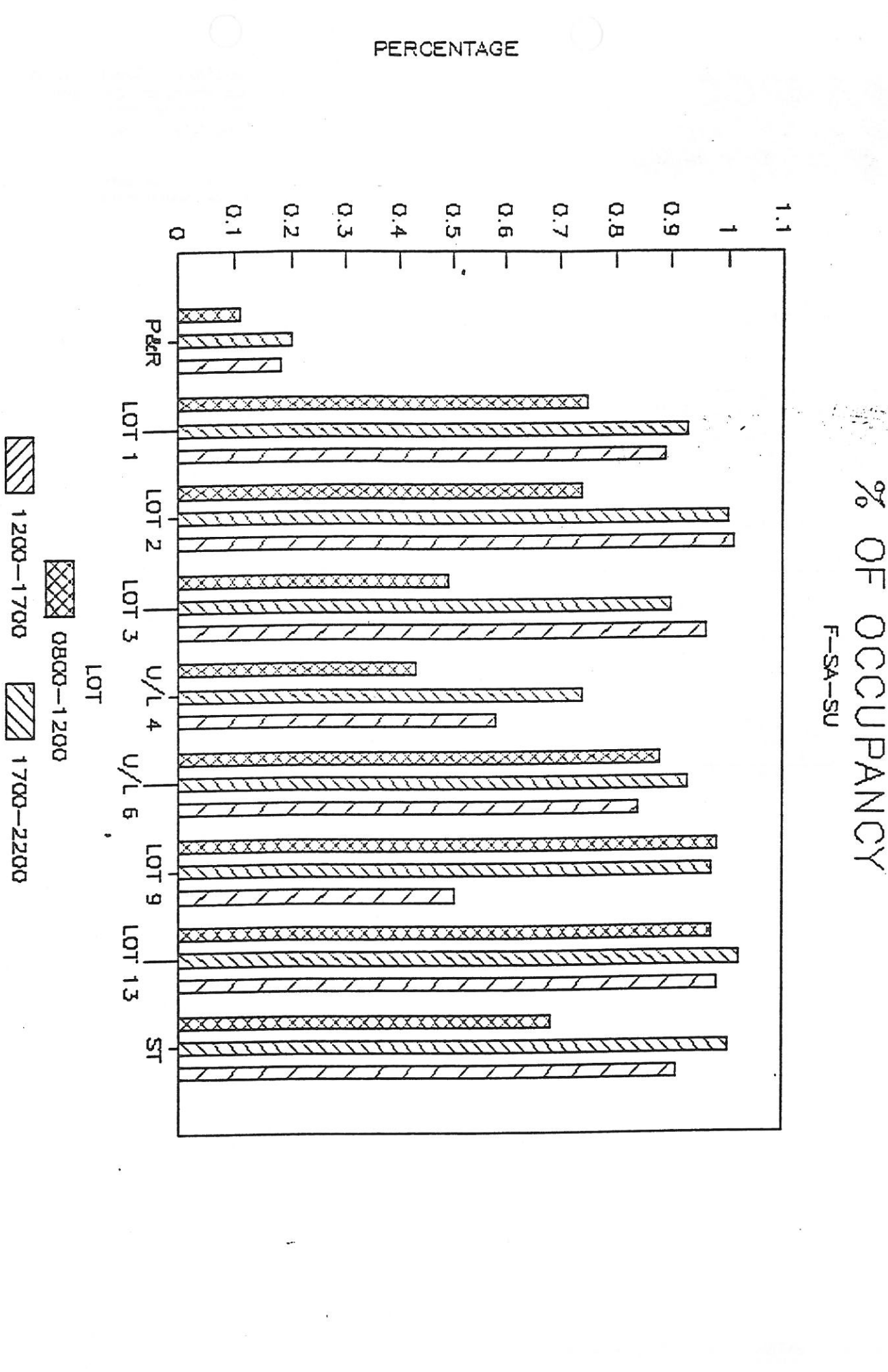
Dear Scott:

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

Sincerely,

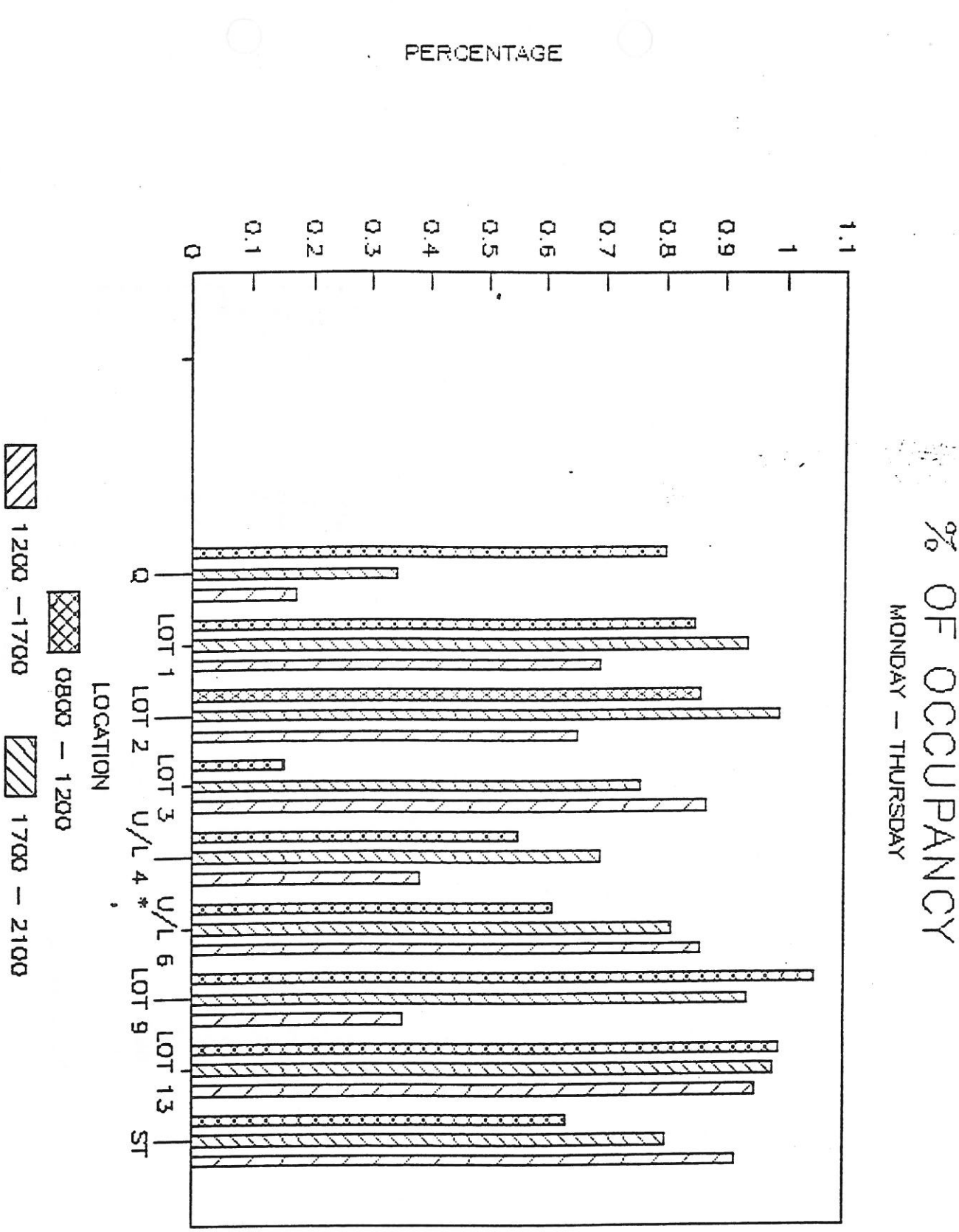
J. DeGregorio

Julie DeGregorio


PERCENTAGE
% OF OCCUPANCY
F-SA-SU
0
0.1
0.2
0.3
0.4
0.5
0.6
0.7
0.8
0.9
1
1.1
P&R
LOT 1
LOT 2
LOT 3
U/L 4
U/L 6
LOT 9
LOT 13
ST
LOT
0800-1200
1200-1700
1700-2200

% OF 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	0.96
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
PERCENTAGE
0
0.1
0.2
0.3
0.4
0.5
0.6
0.7
0.8
0.9
1
1.1
Q
LOT 1
LOT 2
LOT 3
U/L 4 *
U/L 6
LOT 9
LOT 13
ST
LOCATION
0800 – 1200
1200 –1700
1700 – 2100

% OF OCCUPANCY

MONDAY–THURSDAY

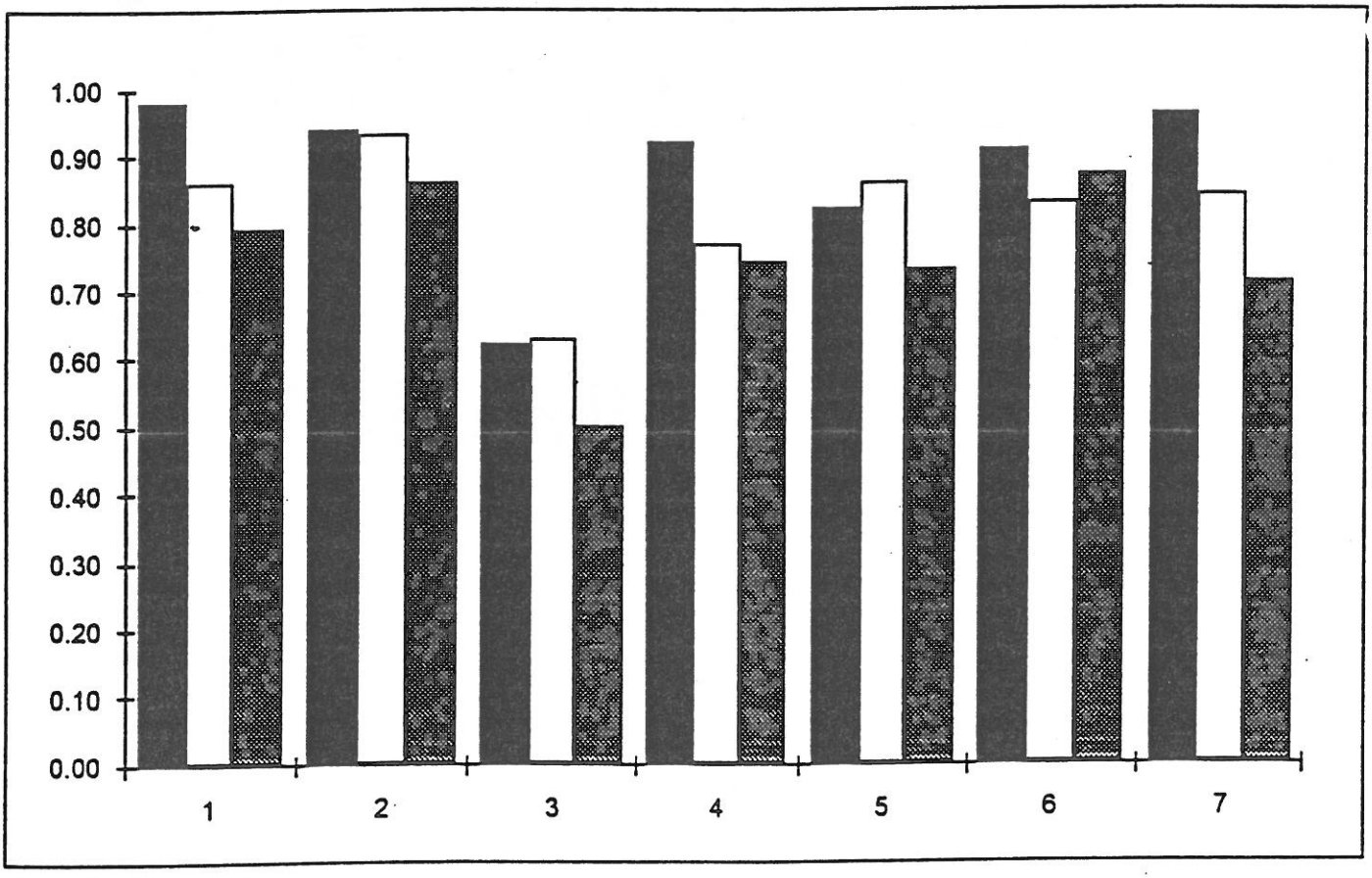
	8 AM–12 PM	12 PM–5 PM	5 PM–9 PM
P&R	0.8	0.34	0.17
LOT 1	0.85	0.94	0.69
LOT 2	0.86	0.99	0.65
LOT 3	0.15	0.76	0.87
U/L 4 *	0.55	0.69	0.38
U/L 6	0.61	0.81	0.86
LOT 9	1.05	0.94	0.35
LOT 13	0.99	0.98	0.95
ST	0.63	0.8	0.92

LOWER LOT 4	SELL MONTHLIES
LOT 13A	" " " "
LOT 9	" " " "

% OF OCCUPANCY
M - W - F - SA
MAY 1994

GRAPH KEY	PARKING LOTS	11:45 PM (5/2 - 5/14)	2:30 PM (5/2 - 5/14)	4:30 PM (5/2 - 5/14)
1	LOT 1	0.98	0.86	0.79
2	LOT 2	0.94	0.93	0.86
3	LOT 3	0.62	0.63	0.50
4	LOT 4 (UP)	0.92	0.77	0.74
5	LOT 4 (LOW)	0.82	0.86	0.73
6	LOT 6	0.91	0.83	0.87
7	LOT 13	0.96	0.84	0.71

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



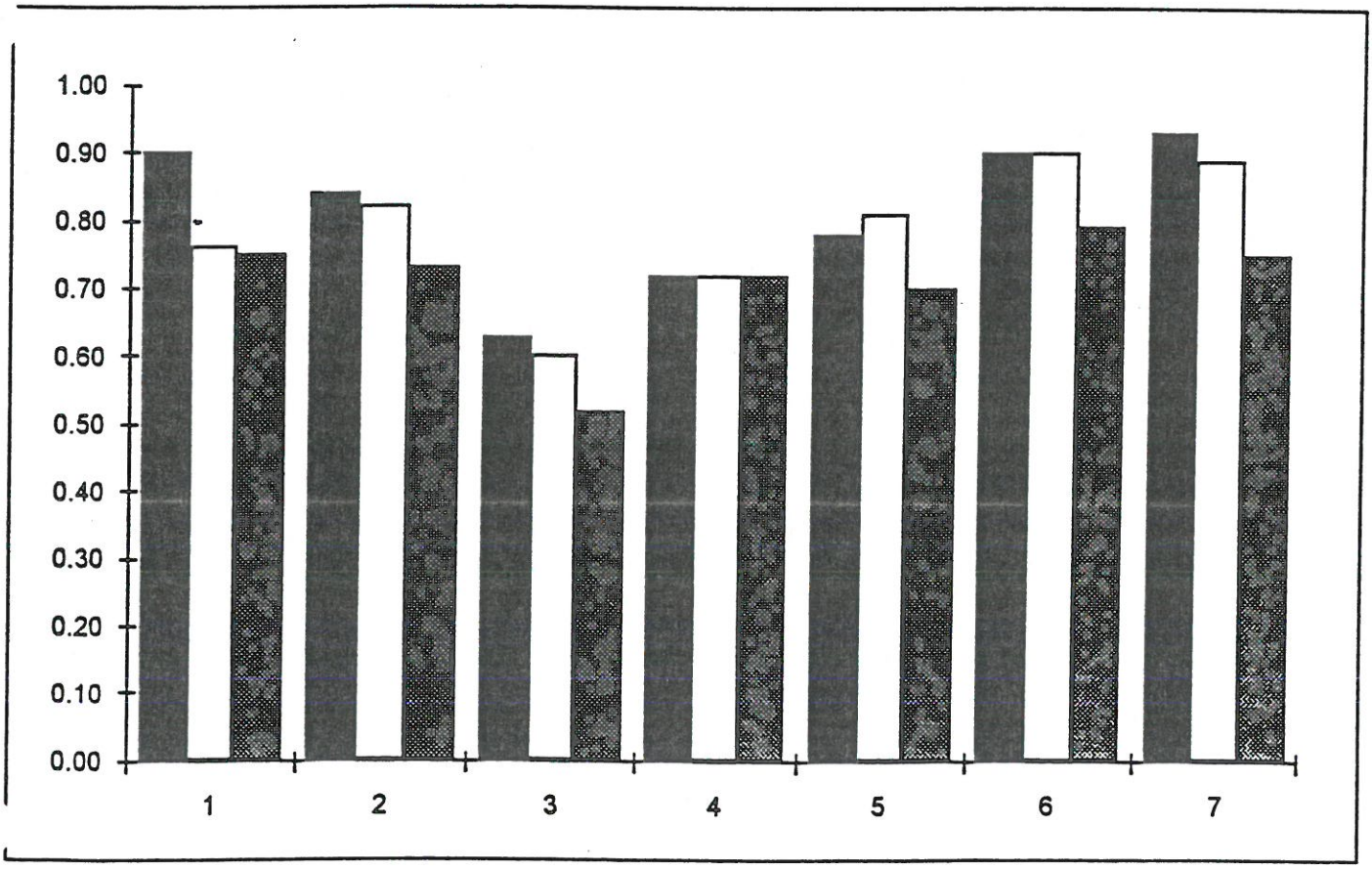
% OF OCCUPANCY

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



APPENDIX B

MEMORANDUM - PARKING ISSUES

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

APPENDIX C

PARKING NEEDS

PARKING COMMISSION STUDY/PARKING SUMMARY BY BLOCK

TOWN OF LOS GATOS - ENGINEERING DEPARTMENT

	A	B	C	D	E	F	G	H	J	K	L
PARKING LOT # (NO.) INDICATES NOTE NUMBER BELOW	BLOCK NO.	ON-SITE PARKING	STREET PARKING	PUBLIC PARKING LOT SPACES	TOTAL CURRENT AVAILABLE PARKING (= B + C + D)	CURRENT REQUIRED PARKING	CURRENT PARKING SHORTAGE (= F - E)	PROPOSED ADDITIONAL PUBLIC PARKING (4) L1=ONE LEVEL L2=2ND LEVEL	FUTURE MAXIMUM REQUIRED PARKING (7)	FUTURE PARKING SHORTAGE (MAX-CUR) (= J - E)	FUTURE PARKING SHORTAGE AFTER ADDED PUBLIC PARKIN (= K - H)
	1	50	9		59	61	2		88	29	29
	2	15	20		35	12	-23 (5)		62	27	27
	3	91	22		113	125	12		164	51	51
1	4	111	63	102	276	474	198	120 (L2)	547	271	151
	6	86	51		137	162	25		281	144	144
	7	35	39		74	78	4		107	33	33
2	8	41	49	80	170	208	38	80 (L2)	226	56	-24
	9	79	44		123	187	64		211	88	88
3	10	57	14	49	120	131	11		161	41	41
4	11	5	40	310	355	181	-174 (5)	(TO BE COMPLETED 11/1/92)	197	-158	-158
13	12	56	76	90	222	452	230	72	466	244	172
6	13	0	34	100	134	326	192		327	193	193
OT#1 (3)	14	110	0		110	0	-110		0	-110	-110
OT#2	14	47	50		97	554	457	90 (L2)	819	722	632
	16	98	44		142	265	123		324	182	182
9 (6)	17	109	50	33	192	214	22	80 (L2)	277	85	5
	18	221	40		261	273	12		331	70	70
	19	47	37		84	139	55		173	89	89
	20	68	55		123	141	18 (5)		172	49	49
	21	47	17		64	54	-10		67	3	3
	22	99	11		110	111	1		112	2	2
11 (2)	23	30	22		52	46	-6 (5)	80 (1L)	104	52	-28
	24	184	80		264	226	-38 (5)		400	138	138
15	25	14	10	25	49	28	-21		44	-5	-5
	TOTAL:	1700	877	789	3366	4448	1082	522	5660	2294	1772

NOTES:

1 SEE NEXT PAGE FOR EXPLANATION OF "B" THROUGH "K" ABOVE.
SEE ATTACHED MAP FOR LOCATION OF NUMBERED BLOCKS.

2 PUCCINELLI PROPERTY. ACQUIRE 2a ESTIMATED 80 SPACES.

3 O.T. OLD TOWN IS COMBINATION OF OT#1
(LOT AT UNIVERSITY AVE. FROM E. MAIN TO ELM)
AND O.T. 2 LOT AT OLD TOWN SITE:
110 (O.T. #1) + 47 (O.T. #2) = 157 SPACES

4 INCLUDES PARKING PROPOSED IN "DOWNTOWN SPECIFIC PLAN" (REV. 1/4/88)

5 INDICATES SURPLUS INSTEAD OF SHORTAGE. PUBLIC PARKING LOT WILL INTRODUCE SURPLUSES FOR THESE BLOCKS. THESE SURPLUSES MAY BE APPLIED TO ADJACENT BLOCKS.

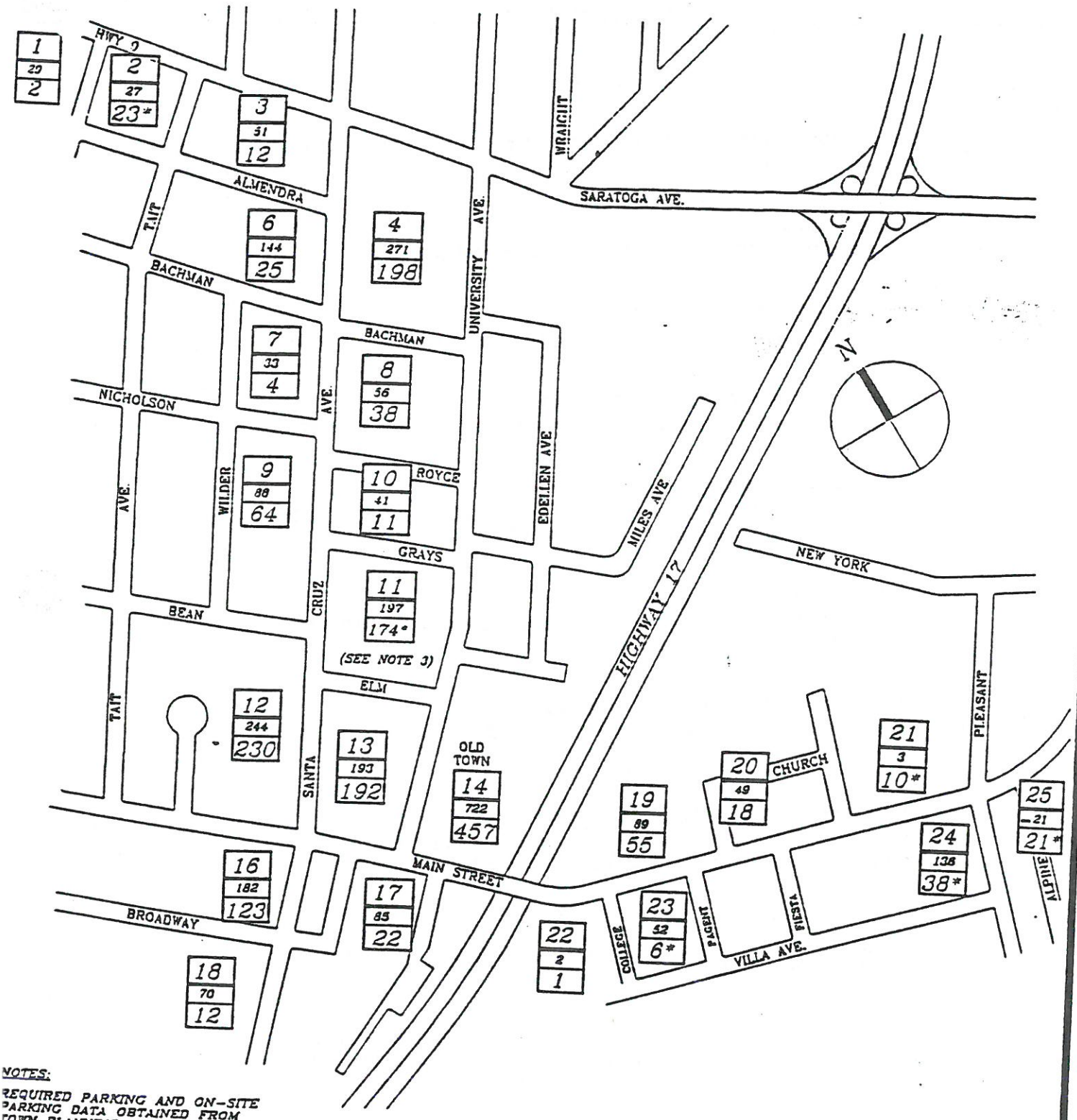
6 PARKING LOT #9 INDICATED IN "DOWNTOWN SPECIFIC PLAN" (REV. 1/4/88) P.IV TO BE LOT #8

7 BASED ON 60% BUILD-OUT.

C18\PARKING\PARK2

REV. 3/3/92

DOWNTOWN LOS GATOS
PARKING SHORTAGES



NOTES:

REQUIRED PARKING AND ON-SITE PARKING DATA OBTAINED FROM TOWN PLANNING DEPT.

(*) INDICATES A SURPLUS OF PARKING FOR THIS BLOCK. SURPLUS CAN BE APPLIED TO ADJACENT BLC

PA DT NUMBER 4 IS ASSUMED COMPLETED

EE ATTACHED SPREADSHEET FOR DEFINITIONS ND MORE DETAILED DATA PER BLOCK.

ATA ACCURATE AS OF 2/28/92

HORTAGES BASED ON TOTAL PRIVATE PLUS UBLIC PARKING FOR EACH BLOCK.

LEGEND

XXX — BLOCK NUMBER

XXX — FUTURE PARKING SHORTAGE-COLUMN 'K' AT MAX BUILDOUT. (60% BUILDING COVER)

XXX — CURRENT SHORTAGE OF PARKING FOR THE BLOCK

/92 F.L. CADO_: PKGCOMM1

TOWN OF LOS GATOS - ENGINEERING DEPARTMENT

DEFINITIONS

"B" - **ON-SITE PARKING:**
The number of parking spaces available on private property per block. From Planning Department records.

"C" - **STREET PARKING:**
The number of public curbside parking spaces per block.

"D" - **PUBLIC PARKING LOT SPACES:**
The number of public parking lot spaces per block.

"E" - **TOTAL CURRENT AVAILABLE PARKING:**
The sum of on-site parking, street parking, and public parking lot spaces per block.

"F" - **CURRENT REQUIRED PARKING:**
The sum per block of the parking required for each business based on the square footage and usage of each business. From Planning Department records.

"G" - **CURRENT PARKING SHORTAGE:**
The difference of current required parking minus total current available parking. (Negative number indicate a parking surplus).

"H" - **FUTURE ADDITIONAL PUBLIC PARKING:**
Approximate additional public parking from future construction of parking garages on existing public lots.

"J" - **FUTURE MAXIMUM REQUIRED PARKING:**
The sum per block of the future parking required for each business based on the future maximum square footage (60% buildout). From Planning Department records.

"K" - **FUTURE PARKING SHORTAGE:**
The difference of future maximum required parking and total current available parking. (Negative numbers indicate a parking surplus.)

"L" - **FUTURE PARKING SHORTAGE AFTER ADDED PUBLIC PARKING:**
Column "K" (Future Maximum Require Parking) minus is the future parking shortage targeted for elimination after deducting column "H", (proposed additional public parking).

APPENDIX D

AUTOMATED PARKING CONTROL

AMANO

FULLY AUTOMATIC PAY STATIONS FOR COMPLETE PARKING FACILITY AUTOMATION

AMANO
PARKING SYSTEMS

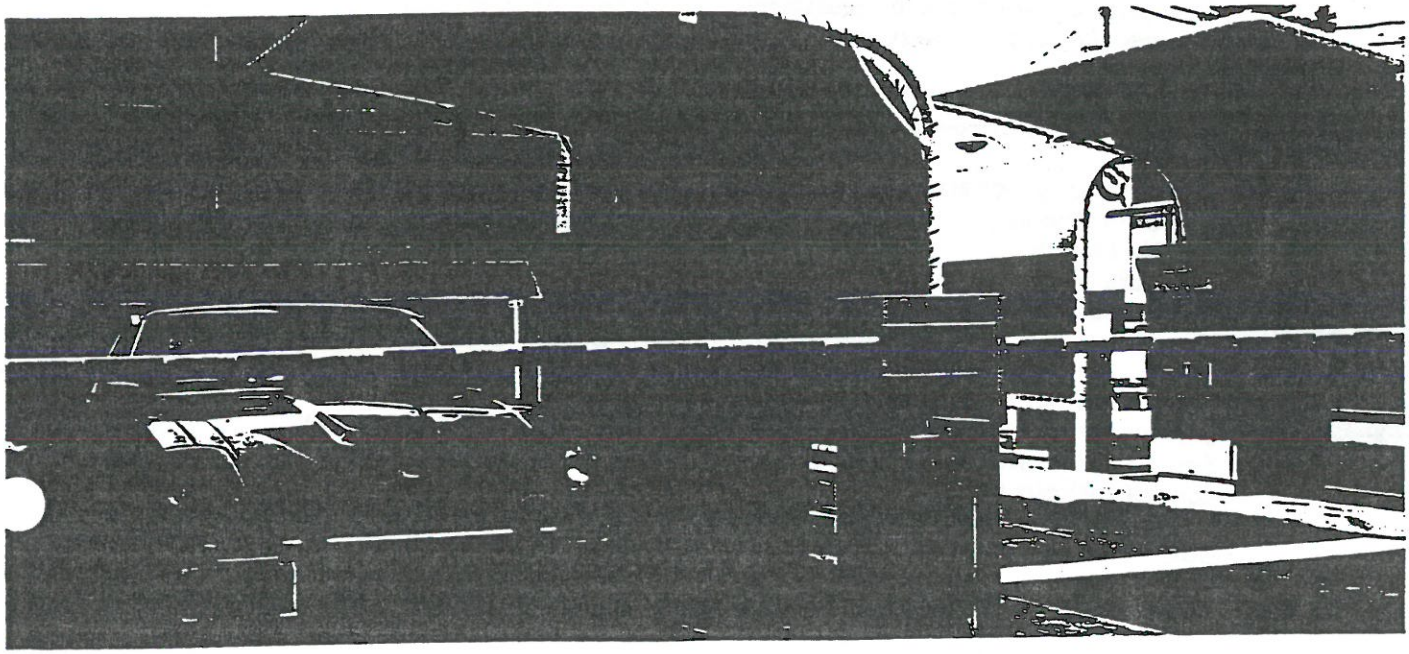
AMANO'S INNOVATIVE TECHNOLOGY ALLOWS YOU TO COMPLETELY AUTOMATE YOUR PARKING FACILITY.

We accomplish this easily and effectively through the installation of either our mag-stripe or punch-hole fully automatic pay station.

Amano's fully automatic pay stations operate completely unattended 24 hours a day, 365 days a year. They are able to compute parking fees, accept payment, issue change and provide receipts.

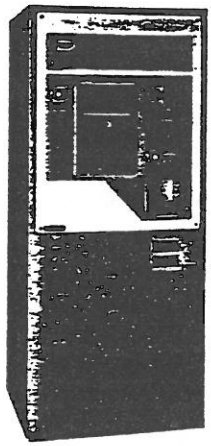
Amano offers two proven-reliable systems. Choose either our on-line mag-stripe ticket system (Model TF-7500) or our stand-alone punch-hole ticket system (Model TF-7000 CPS) to meet your precise needs.

General Features	Benefits
• Fully automated operation 24 hours a day, 365 days a year	• Increases total revenue
• Fully automatic non-attendant system	• Reduces labor & total operation cost
• Automatic fee calculation	• Eliminates human errors; prevents theft from cash handling
• Coin/bill acceptor & recycling of coins for change	• Easy payment procedures by customers and less handling of cash
• Voice announcement kit for operation	• Gives instructions on how to use pay station
• Well secured construction with alarm monitoring	• Tamper-free operation
• Rugged, all weather construction	• Always maintains proper operation • Can be installed anywhere (inside/outside)
• Journal/ receipt printer	• Records all transaction activities • Issues receipts
• Management report generation: a) Daily/Weekly/Monthly	• Easy analysis of activities and revenues
• Two series available: a) Central Pay System	• Eliminates congestion at exit • Expedites & simplifies exit payment procedures
b) Exit Pay System	• Simple, convenient, immediate exit after payment



MAG-STRIPE ON-LINE FULLY AUTOMATIC PAY STATION

Our model TF-7500 Fully Automatic Pay Station can be networked with the Amano Ticket Dispenser (TF-2590), Lag Time Reader (TF-6500), and Card Reader (TF-3500P), through the use of a System Controller (TF-8600). This enables us to offer you various types of systems and equipment controls including:



- Parking ticket tracking to prevent illegal use of backout or stolen tickets
- Ability to process a variety of transactions:
  1) Transient paper ticket
  2) Monthly plastic card
  3) Special event/hotel guest paper tickets
  4) PREPAID cards for frequent users
  5) Service/discount tickets
  6) Store validation cards
- ON-LINE communications for real-time monitoring & control of the Pay Station:
  1) In operation/out of service control
  2) Monitoring:
     a) Door open with buzzer alarm
     b) No change
     c) Coin or bill box full
     d) Out of journal (receipt) tape
     e) Malfunctions (error messages)
  3) Downloading program data through the system controller
  4) Time synchronization
  5) Remote management report generation by the system controller (TF-8600)
- A multitude of revenue reports generated through the use of a host computer interface
- Stand-alone system operation

Applications

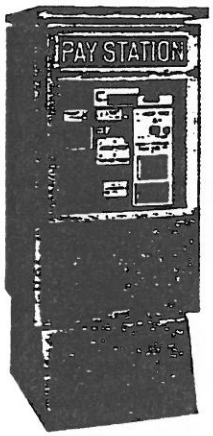
- Large scale hospital/medical center
- Airport
- 24 hour operated parking lot/garage
- Downtown shopping mall with store validations
- PREPAID cards for frequent parkers

Specifications

- Power: AC 120V 60Hz., 60W (Max. 1100W)
- Ambient temperature: 14°—104°F
  -15°—104°F (with heater)
- Humidity: 10% —90% (No water condensation)
- Clock: Quartz-oscillated
  +/— 3 seconds per week at 68°F—86°F (20°C—30°C)
- Perpetual calendar for automatic daylight saving time adjustment
- Power Reserve: 72 hr. Ni-Cd rechargeable battery backup for clock and program data
- Dimensions: 20.6" (530mm) (D) x 19.9" (510mm) (W x 44.3" (1135mm) (H) without pedestal or 64.2" (1645mm) (H) with pedestal.
- Weight: 396 lbs (180 kg)
- Interface: RS-422

PUNCH-HOLE STAND-ALONE FULLY AUTOMATIC PAY STATION

The Model TF-7000 CPS is a market-proven reliable PUNCH-HOLE machine readable system offering:



- Low-priced investment for equipment
- Inexpensive paper tickets to keep running costs low
- Upgradeable and works with our existing punch-hole machine readable APS-107 system
- Output signals for alarms & monitoring:
  a) Door opened
  b) No change
  c) Note reader jammed
  d) Out of journal (receipt) tape

Applications

- Small hospital/medical centers who need parking lot control
- Small airports who want tight revenue control without a cashier
- 24 hour operated small parking lot/garage
- Downtown customer service parking lot

Specifications

- Power: AC 120V 60Hz., 150W (Max. 1000W)
- Ambient temperature: 14°—104°F
  -15°—104°F (with heater)
- Humidity: 10% —90% (No water condensation)
- Clock: Quartz-oscillated
  +/— 3 seconds per week at 68°—86°F
- Perpetual calendar for automatic daylight saving time adjustment
- Power Reserve: 72 hours Ni-Cd rechargeable battery backup for clock and program data
- Dimensions: 30.0" (770mm) (D) x 31.2" (800mm) (W x 53.2" (1365mm) (H) - Exit Pay or 75.5" (1937mm) (H - Central Pay
- Weight: 726 lbs (330 kg)

CENTRAL PAY SYSTEM

ENTRANCE

MAG-STRIPE
TICKET DISPENSER
TF-2590
(OR PUNCH-HOLE
TICKET DISPENSER
TF-2130)

CENTRAL LOCATION

MAG-STRIPE
AUTOMATIC
PAY STATION
TF-7500
(OR PUNCH-HOLE
AUTOMATIC
PAY STATION
TF-7000 CPS)

EXIT

MAG-STRIPE
LAG TIME READER
TF-6500
(OR PUNCH-HOLE
LAG TIME READER
TF-6600)

EXIT PAY SYSTEM

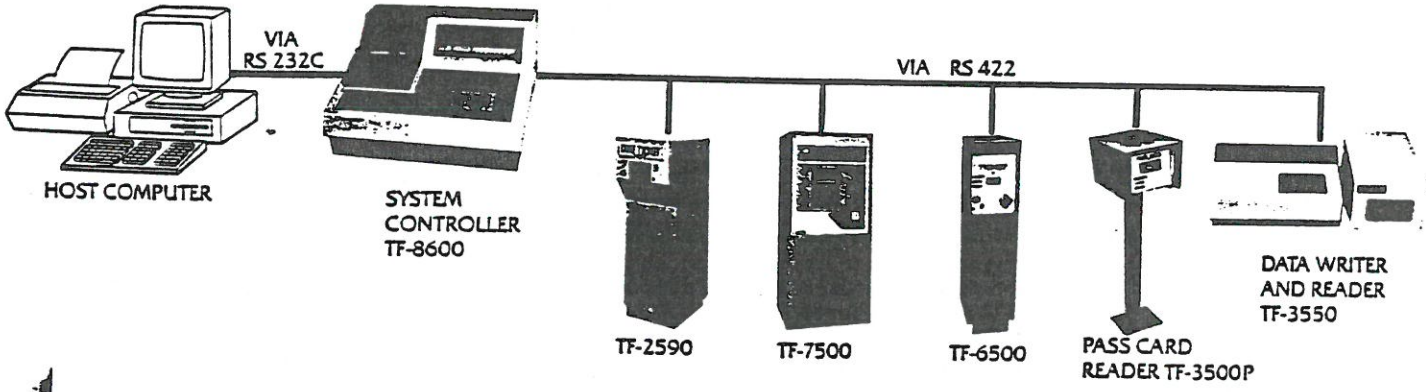
ENTRANCE

MAG-STRIPE
TICKET DISPENSER
TF-2590
(OR PUNCH-HOLE
TICKET DISPENSER
TF-2130)

EXIT

MAG-STRIPE
AUTOMATIC
PAY STATION
TF-7500
(OR PUNCH-HOLE
PAY STATION
TF-7000 CPS)

NETWORKING (real-time monitoring/management reports)



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1-800-84-AMANO

In Canada, call: 1-800-387-3388

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Manufactured by:
AMANO ELECTRONICS OF AMERICA, INC.
1485 N. Manassero St., Anaheim, CA

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Printed in the U.S.A. 30M-1/90-C2