



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 03/15/2022

ITEM NO: 14

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DATE: March 9, 2022  
TO: Mayor and Town Council  
FROM: Laurel Prevetti, Town Manager  
SUBJECT: Approve a Wayfinding Design Concept and Discuss Progress on the  
Downtown Parking Roadmap

**RECOMMENDATION:**

Approve a Wayfinding Design Concept and discuss progress on the Downtown Parking Roadmap.

**BACKGROUND:**

On October 19, 2021, the Town Council discussed the progress of the pilot Employee Parking Program. After surveying businesses and employees, additional outreach was conducted, and employees were asked to register in advance for a parking permit. Sufficient information is now available to determine the quantity and locations for the employee parking spaces.

On November 16, 2021, Town staff began work with Hunt Design on the Wayfinding and Signage project. Hunt Design has evaluated the existing conditions, reported back to Town staff with their findings, and created wayfinding design concepts.

This report provides the Council with the choice of wayfinding design concepts and an update on the employee parking program and other Parking Study implementation measures (also known as the Parking Roadmap).

**DISCUSSION:**

*Wayfinding Signage Design Options*

Through a series of collaborative meetings with Town staff, Hunt Design has developed scale models of several different styles of wayfinding and destination signage for the Town Council to

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Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, Police Chief, and Finance Director

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DISCUSSION (continued):

consider. The designs seek to reflect a style that compliments the brand of Los Gatos while providing visibility that captures the eye of the user. Attachment 1 provides illustrations of the design concepts.

The signs will be designed and presented as “families” of like purpose signs. Once the design concept is approved, Hunt Design would continue to work with Town staff to create a standard for each family of signs. This would include gateway signage, destination arrival signage, parking wayfinding, pedestrian wayfinding, and bicycle wayfinding. Using full-size mockup signs, Hunt Design will work with Town staff to determine the best location available for each wayfinding and parking sign.

Once the Council has selected a design concept, Hunt Design will complete the parking signage which will not only direct drivers to parking spaces from the main streets (wayfinding), but also identify parking lot entrances and uses (such as time zones and employee parking within the parking lots). The fabrication and installation of the parking wayfinding signs will be done by a specialized sign vendor through a separate procurement process. Once the design is complete, Hunt Design will provide cost estimates for the project and staff will recommend a scope that fits within the appropriated budget.

*Employee Parking Pilot Update*

Over 820 Downtown employees and businesses have been approved for an employee parking permit. While this does not represent every employee, it does provide an adequate number to reasonably estimate the quantity and locations needed for employee parking spaces. Employee parking spaces will essentially replace the unlimited time spaces in many of the municipal lots. Additionally, a small number of outlying on-street parking spaces will be used for employee parking.

The number of employee spaces for each area is based on the total number of spaces in the lot and the number of nearby employees registering for a parking permit. Also factored into this calculation is the available number of parking spaces during peak parking times. Lots beyond 90% full at peak received a smaller percentage of employee parking spaces. Based on comments received during in-person outreach, employees historically have been parking in significant numbers in the high demand lots and moving their vehicle a few spaces over throughout their shifts to avoid citations. See Attachment 2 for detailed employee space allotments.

Beyond the initial allotment of nearly 500 employee parking spaces, additional employee spaces may be necessary. These additional spaces will have to be carefully allocated and may

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DISCUSSION (continued):

necessitate expanding employee parking in limited numbers into the adjacent residential permit parking zones. There will be a fine balance between allocating employee spaces to meet demand and allowing ample public spaces. As a result, the possession of an employee permit will not guarantee a parking space and employees will always have the option to park without a permit in the outlying parking lots such as the Northside Lot and the Miles Avenue Lot.

Employee permits will intentionally be oversold as not all employees will be utilizing a space at the same time. Once the initial employee spaces are installed, periodic lot occupancy checks will be conducted to ensure that all spaces are fully utilized. Timely adjustments will be made to avoid creating underutilized spaces. A Re-Parking Prohibition may need to be adopted if employees continue to park in spaces intended for visitors and move their vehicle to another space every few hours to avoid citations. The chart below provides an overview of preliminary space allocations.

Location	Current Timed Parking	Current All-Day Parking	Proposed Employee Parking	Proposed Timed Parking	Proposed All-Day Parking	Other Spaces	Total Number of Spaces
Off-Street	470	549	432	391	196	71	1090
On-Street	571	0	54	517	0	0	571
Total	1051	549	486	908	196	71	1661

*Employee Parking Space Signage and Markings*

Employee parking spaces need to be clearly identified. It is essential that both downtown employees and visitors understand the parameters for using employee parking spaces. A limited number of traditional pole mounted signs along with painted ground markings will be used to identify employee parking spaces. Striping and lettering the parking lot surfaces behind each employee parking stall allows for reducing the total number of poles and parking signs. This will reduce both visual clutter and costs. This combination of signage and markings increases the combined effectiveness of the signs and markings.

The employee parking ground markings, parking stall sign fabrication, and installation will be completed by an outside contractor. A Request for a Quotations (RFQ) will be released later this month, and work is expected to be underway shortly thereafter. The Town's Capital Improvement Program already has funds allocated for this purpose. The completion of the employee parking space work is expected by July 2022. Once the spaces are marked, the employee parking pilot will begin.

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DISCUSSION (continued):

*Paid Parking and Mobile Payment Application*

The creation of employee parking spaces will result in the loss of all unlimited time spaces in all downtown municipal parking lots except the Northside Lot and the Miles Avenue Lot, which will remain unchanged. In some lots, unlimited time spaces not used for employee parking will be converted to 3-hour spaces. With the loss of unlimited time spaces in the core downtown lots, the Town will need to establish a Pay-to-Stay protocol so visitors have a means to stay beyond the 3-hour time limit without moving their vehicle. Visitors wishing to stay beyond the free three hours will pay a nominal fee that will allow them stay in their current parking space. The Pay-to-Stay option requires the creation of a paid parking ordinance, the installation of pay stations, and the implementation of a mobile payment application.

Pay stations allowing both electronic and cash forms of payment will be installed in easily accessible locations between Lots 1 through 5 and in Lot 6. This will reduce the amount of pay stations needed to serve the public. To further reduce the project costs and parking lot disruption, pay stations will be specified with solar power and cellular connectivity. This will eliminate the need to trench the area to install power and data service. A Request for Proposals (RFP) will be issued for the procurement and installation of the pay stations by the end of April 2022.

In addition to the pay stations, a mobile payment application will be procured so visitors can conveniently make payments from their phones or similar mobile devices without having to use a pay station. The mobile application would accept both credit and debit cards. It would also provide notification to visitors that their time is about to expire and allow them to add additional time without going back to their vehicle or a physical pay station. An RFP for the mobile payment application will also be released in April 2022.

For the Town of Los Gatos to establish Pay-to-Stay (metered parking), the Town must adopt a Town Ordinance establishing parking fees. The Town Council would consider a draft ordinance prior to implementation of the program. The recommended rate for Pay-to-Stay parking is \$1 per hour with a maximum daily rate of \$8. This low rate along with the first three hours free should encourage visitors to shop and dine in Downtown Los Gatos. The rate is high enough to encourage employees to participate in the Employee Parking Program and discourage, but not prevent them from using the timed spaces intended for visitors. On-street parking with a time limit of two hours will remain unchanged and not be eligible for the Pay-to-Stay extension.

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DISCUSSION (continued):

*Digital Parking Occupancy Signage*

Lot occupancy counting and digital parking space guidance systems are high impact products that will significantly improve the visitor parking experience. These systems help visitors quickly and efficiently find a parking space. Various types of occupancy counting and guidance technologies are currently available, but all require a significant initial capital investment between \$750,000 to \$2,000,000, including construction costs associated with installations. Some newer technologies can identify individual space occupancy and the length of stay. Most systems closely integrate with the major Pay-to-Stay payment systems currently on the market. Some systems also increase the efficiency of enforcement by remotely alerting staff of specific vehicles in violation.

The installation of these systems will cause a significant disruption in the downtown, including removal and replacing of sidewalk to provide conduit and communications infrastructure. There is an option to incorporate this portion of the program into a future streetscape project. This has several advantages as it could allow for the parking changes already in play to settle out and could allow for efficiencies during construction of a combined streetscape and digital signage program. This also may allow for parking revenue to accumulate as a source of funds for the project.

If the preference is to move forward sooner, staff could issue an Request for Proposal (RFP) for design of this system later this calendar year. Design is anticipated to take six months. The construction of the project is a public works project, subject to formal bidding requirements and is anticipated to take six to nine months after completion of design and appropriation of funds.

CONCLUSION:

As discussed in this report, a summary of the immediate implementation actions for the Downtown Parking Roadmap are listed in the chart on the next page.

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CONCLUSION (continued):

Task	4 <sup>th</sup> Qtr. 2021	1 <sup>st</sup> Qtr. 2022	2 <sup>nd</sup> Qtr. 2022	3 <sup>rd</sup> Qtr. 2022
Employee Wait List	Completed			
Parking Wayfinding		In Progress		
Other Wayfinding		In Progress		
Parking Lot Signage RFQ		In Progress		
Mobile Payment App RFP			Target Time Frame	
Pay Station RFP			Target Time Frame	
Digital Occupancy Count Signage RFP				Pending Council Direction

Following review of this report, Council should:

1. Select a design from Attachment 1 that will be used for the parking wayfinding and other signage;
2. Discuss the progress of the employee pilot parking program and paid parking; and
3. Provide feedback on next steps for a digital parking occupancy count signage program, including options for project funding.

COORDINATION:

This report was coordinated with the Parks and Public Works Department and the Office of Economic Vitality.

FISCAL IMPACT:

None.

ENVIRONMENTAL ASSESSMENT:

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

Attachments:

1. Design Concepts Illustrations (Design Concept A and Design Concept B)
2. Proposed Employee Parking Space Allocation

Modern, squared-off framework (Design Concept A)



Attachment 1 (Wayfinding Design Concepts)

Framework with a stylized arch (Design Concept B)



ELEVATION  
SCALE: 3/8" = 1'-0"

Attachment 1 (Wayfinding Design Concepts)



## TOWN OF LOS GATOS

## PROPOSED EMPLOYEE PARKING SPACE ALLOCATION

Location	Current Timed Spaces	Current All Day Spaces	Current ADA Spaces	Current EV Spaces	Total Spaces	# Employees Registered for a Permit	Proposed Employee Spaces	Proposed Timed Spaces	Proposed All Day Spaces	Proposed ADA Spaces	Proposed EV Spaces	Proposed Total Spaces
<b>Off-Street</b>												
Lot 1	64	51	5	0	120	169	51	64	0	5	0	120
Lot 2	47	32	4	0	83	102	32	47	0	4	0	83
Lot 3	21	24	2	2	49	67	24	21	0	2	2	49
Lot 4 Upper	151	0	8	2	161	N/A	32	119	0	8	2	161
Lot 4 Lower	0	152	0	0	152	116	152	0	0	0	0	152
Lot 5	96	0	7	2	105	119	16	80	0	7	2	105
Lot 6	91	29	7	0	127	200	60	60	0	7	0	127
Northside Lot	0	124	4	18	146	0	0	0	124	4	18	146
Miles Ave Lots	0	57	4	2	63	0	0	0	57	4	2	63
Park Ave Lot	0	41	1	0	42	16	36	0	5	1	0	42
Montebello Lot	0	24	2	0	26	8	20	0	4	2	0	26
Southside Lot	0	15	1	0	16	24	9	0	6	1	0	16
<b>On-Street</b>												
Almendra Ave	15	0	0	0	15	0	7	8	0	0	0	15
Bachman Ave	38	0	0	0	38	0	15	23	0	0	0	38
Broadway	27	0	0	0	27	0	7	20	0	0	0	27
Elm Street	1	0	0	0	1	0	0	1	0	0	0	1
Grays Lane	10	0	0	0	10	0	4	6	0	0	0	10
Lyndon Ave	11	0	0	0	11	0	5	6	0	0	0	11
Main Street	71	0	0	0	71	0	0	71	0	0	0	71
Miles Ave	71	0	0	0	71	0	0	71	0	0	0	71
Montebello Way	19	0	0	0	19	0	0	19	0	0	0	19
Mullen Ave	4	0	0	0	4	0	0	4	0	0	0	4
Petticoat Lane	7	0	0	0	7	0	0	7	0	0	0	7
Santa Cruz Ave	172	0	0	0	172	0	0	172	0	0	0	172
University Ave	80	0	0	0	80	0	0	80	0	0	0	80
Royce Street	13	0	0	0	13	0	6	7	0	0	0	13
Village Lane	32	0	0	0	32	0	10	22	0	0	0	32
	1041	549	45	26	1661	821	486	908	196	45	26	1661