

Parking Permit Agreement Program & Prioritization

Leveraging City's Parking Assets as an Economic
Development Tool: *Post-COVID Recovery
& Beyond*

*Downtown Parking Board
September 1, 2021*





AGENDA



- 1 BACKGROUND**
- 2 CONCEPTUAL POLICY**
- 3 DISCUSSION & NEXT STEPS**

How Has City Used Parking Agreements?



Historical Types of Long Term Parking Agreements Executed by City/Redevelopment Agency

1. Pre-Development: Seeking to Satisfy City Requirements or Tenant's Requests

- *Hotels (Hilton, Marriott, St. Claire, DeAnza, Almaden Hotel)*
- *Superior Court*
- *50 W. San Fernando*

2. Post-Development: Property Owners Seeking to Increase Marketability of their Property

- *Harvest Properties (Towers @ 2nd)*
- *Jay Paul (1 W. Santa Clara)*
- *Divco (2. W. Santa Clara)*

3. Attraction & Retention: Marketing Downtown to Tenants or Prospective Tenants

- *Mercury News*
- *WeWork*
- *Ernst & Young*
- *Apigee*

Proposed or in Progress Developments



Downtown Development

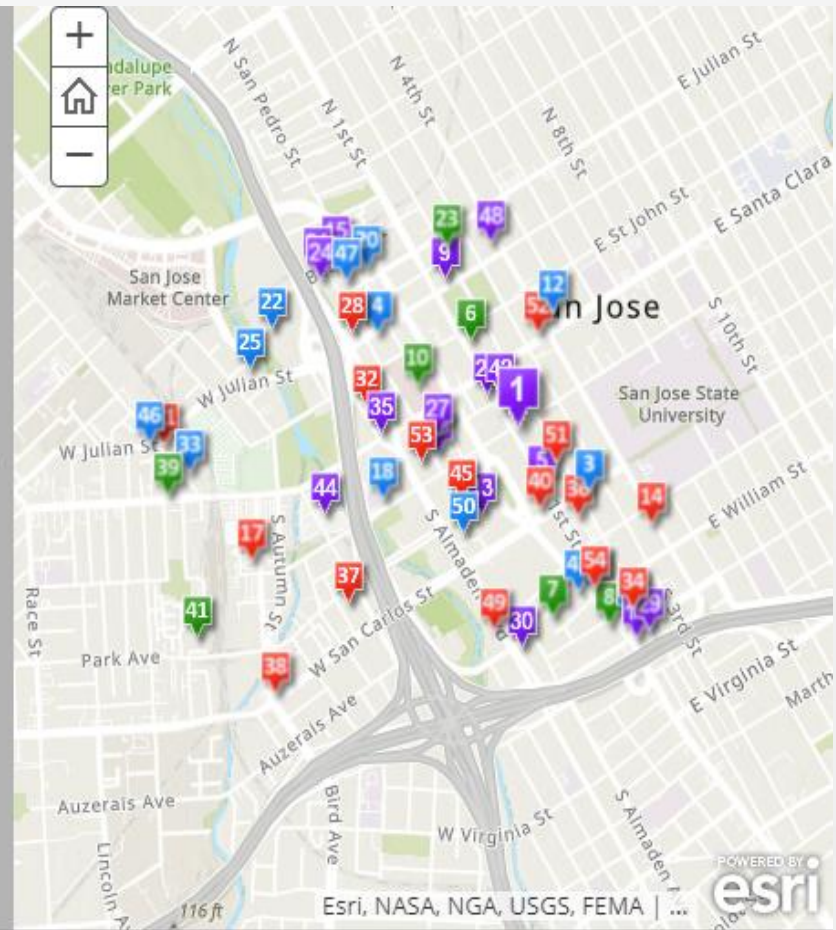
Mapping development in Downtown San Jose

■ = Complete
■ = Under Construction
■ = Approved
■ = Under Review

For more information contact:

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SAN JOSE DOWNTOWN ASSOCIATION



Gateway Tower, 470 S Market St

The Graduate, 308 S Second St

188 West St. James, 188 W St James St

Sheraton Tribute, 211 S 1st St

The James, 80 N 1st St



Why do we need a policy?



Property	Owner	Property SQFT	Existing/Planned On-Site Parking
75 E. Santa Clara & 4 N. 2nd Street	Harvest	411,544	0
2 W. Santa Clara	Divco West	100,000	0
50 W. San Fernando	Jay Paul	357,000	560
1 W. Santa Clara	Jay Paul	100,000	0
200 Park	Jay Paul	937,000	1,818
150 E. Santa Clara	Bay View	48,700	0
South First Street (Fountain Alley Building)	Urban Catalyst	67,000	0
Paseo (Camera 12)	Urban Catalyst	87,000	0
111 W. St. John & 111 N. Market (Community Towers)	Rubicon	324,000	77
12 S. First Street (Bank of Italy)	Urban Community/Westbank	126,000	0
300 S. First Street (Valley Title)	Urban Community/Westbank	1,390,000	963
Park Habitat: 180 Park Avenue (Previously Museum Place)	Urban Community/Westbank	1,200,000	1,000
276 Woz Way	KT Urban	1,251,472	1,251
282 S. Market Street (Block 8)	Sobrato	644,500	1,568
50 S. Almaden @ Post	DiNapoi	597,000	750
City View Plaza	Jay Paul	3,660,000	5,612
Almaden Office Project (Almaden/Woz Lot)	Boston Properties	2,146,200	1,815
35 S. 2nd Street (Fountain Alley Building)	Urban Community/Westbank	437,000	292
		13,884,416	15,705

Existing Agreement	Pending Requests	Existing Developments	Pending Developments
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Conceptual Policy: What, Who, When, Where??



1. Targeted at Commercial Office Developments: In Order of Priority
 - Existing Property
 - Under Construction
 - Nearing Shovel Ready
 - Proposed
2. Parking Ratio of 1.5 permits per 1,000 sqft (ratio can be reduced over time with triggers in policy)
 - 1.5/1k: Existing or proposed developments with zero parking
 - 0-1.5/1k: Existing or proposed developments with on-site parking
 - Not Eligible: Existing or proposed developments with parking over 1.5/1k
3. Term Length (Active Use)
 - Existing Property: 5 years
 - Proposed Development: 10 years
4. Rates: TBD but no less than:
 - Hold (max 2 years): \$100/month/permit
 - Active: Higher of \$125 or Market Rate
 - Annual Increases: 3.5%
5. Availability & Locations
 - 2,000 Permits
 - Global Access Permits @ Market Street, 3rd Street, 4th/San Fernando, 2nd/San Carlos,
 - Convention Center (non-event days)



DISCUSSION & NEXT STEPS

- 1. DPB Feedback on need for parking permit agreement program**
- 2. Confirmation on priority/targeted customers**
- 3. Max parking ratio: 1.5 permits/1k sqft**
- 4. Refinement of Program: type of development, terms, rates, etc**
- 5. Council Study Session: August 27, 2021**
- 6. Council Date TBD: Adoption of Program via amendment to
Master Parking Rate Schedule**



THANK YOU