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**DOWNTOWN PARKING BOARD**  
**DRAFT MINUTES**  
**August 3, 2011**

REDEVELOPMENT AGENCY OF THE CITY OF SAN JOSE  
200 E. Santa Clara Street, 14<sup>th</sup> Floor Rincon Conference Room

**Item Subject**

1. **Call to Order**

8:01 a.m.

2A. Action: (5-0) Nick Nichols nominated Bob Carlson for Chair, Bob Carlson was elected.

2B. Action: (5-0) Bob Carlson nominated Nick Nichols for Vice-Chair, Nick Nichols was elected.

2C. Action: (5-0) The May 4 minutes were approved with the correction noted that Jim Renelle was present at the May 4 meeting.

Absent: None.

Document Filed: May 4, 2011 DPB Meeting Minutes

2D. **Annual Work Plan**

Jim Ortbal presented the Annual Work Plan. Board members asked about their ability to respond to items which are not included in the Work Plan. Jim Ortbal responded that there was a process required to add items to the Work Plan. Board members agreed to add the following language to the Work Plan: "Information on any potential parking policy changes or rate modifications."

Action: (5-0) Corrine Winter moved approval with the amended language.

3A. **Convention Center Expansion**

Harry Freitas, Deputy Director for Public Works, gave a status report on the \$120 million design/build Convention Center Expansion project. The project consists of a two story addition on the Old Martin Luther King Library site (35,000 sq. ft. ballroom on the second floor, and 25,000 sq. ft. of flexible meeting room space on the ground floor).

The contractor is approaching 30% complete design drawings. The City has received bids for the library building demolition, which should start in three weeks. The project team is sensitive to the issue of noise and intends to maximize productivity by working longer days and to coordinate the activity around major public facilities and the hotel events. The project has a May 2013 completion date, with pile driving between Thanksgiving and Christmas.

There is good physical separation between the new building and the existing facility. Renovation work in the existing building will be scheduled during off hours and around special events.

Jim Ortbal added that the long term challenge for the Convention Center will be when the Almaden/Woz parking lot is developed.

3B. **Diridon Station Area Plan**

Manuel Pineda, Deputy Director for Transportation, gave an update on the Diridon Station Area Plan. There are three districts identified in the plan: the northern Innovation District, the central Destination Diridon District, and the southern Diridon Neighborhood District. The plan provides a 30-40 year vision for the area, with the following build out: 5 million sq. ft. office space, 400,000 sq. ft. retail, 2,600 residential units and 900 hotel rooms. The plan focuses on transit, pedestrian and bicycle access and public art. At the April 28 study session, Council requested that staff evaluate a residential use for a portion of the Innovation District.

If the baseball stadium is approved, there will be increased interest in the area. While the plan identifies demand for 11,000 new parking spaces, it also includes very aggressive long term mode shift goals. Several parking strategies which will minimize future parking demand include shared parking (the use of the same parking supply by different uses during different times of day), unbundled parking (pricing parking separately from a residential unit), and car share programs. There are two key transit elements in the plan: high speed rail (which will include analysis of both an underground and above ground alternative) and the BART extension to Diridon Station.

DOT will circulate the EIR notice of preparation by the end of August. Manuel will include all Board members on the Preparation List notice. The analysis will focus on long term build out, with more detailed analysis of Phase I projections. Council will consider the EIR in June 2012. The final EIR will allow developers to use this plan as part of their entitlement process.

Jim Ortbal mentioned the City's agreement with the Arena Sports Authority to develop a 250 space parking lot and a potential 900 space garage to the north of the HP Pavilion. The Sports Authority will purchase the property; develop the lot; and receive the revenue. An agreement has not been finalized for the garage construction.

Chair Carlson asked about the planned connection with the airport. Manuel responded that the EIR will analyze a pod car system to connect the light rail and the airport. It would be an aerial guide way with small vehicles with a point-to-point travel path. A direct connection with the airport could also increase shared parking opportunities, such as remote car rental parking which should be used by high speed rail station and airport patrons (estimated cost is \$50-\$100 million). Limited Measure A funding is allocated for the project.

Scott Knies expressed concern about the proposed Bus Rapid Transit (BRT) project and its potential impact on street capacity, and congestion on Santa Clara Street. Manuel stated that the project will only encroach into the travel lane at BRT station locations. DOT staff has expressed their concerns to VTA staff and is working through a case-by-case analysis. Manuel will share his letter to VTA with the Parking Board.

3C. **Rates and Validation Enhancement**

Joe Garcia gave a verbal update on the rate increases presented to Council on June 14: \$0.75 to \$1.00 for 20 minutes, \$15 to \$20 daily maximum, and \$4 to \$5 evening and weekend flat rate effective January 1, 2012. On June 14, Councilmember Liccardo proposed to remove the Sunday daytime charge at all four garages and the Saturday day time charge at the Market/San Pedro Square Garage. He also proposed that the flat rate increase July 1 from \$4 to \$5; and that the special event pre-paid rate at the Market/San Pedro Square Garage increase July 1 from \$5 to \$7. Council approved these changes on June 21. Overall, implementation of the rates and validation enhancement went smoothly over the July 4 weekend. July 2011 validation usage increased from

30% to 40%. Preliminary revenue numbers are close to projection. Staff will monitor activity and report at the October Board meeting.

Staff worked with the Downtown Association to improve rate signage, and standardize other garage signage. DOT staff repaired sidewalk damage along San Pedro Street and removed street trees to improve pedestrian access. Three trees were installed along this stretch of sidewalk. Board member Borkenhagen stated that this was one of the most efficient construction projects, public or private, in his experience. Two additional pay on foot stations and an illuminated entry sign at the San Pedro entrance will also be installed within a few months. Staff will continue to monitor activity and have staff available to assist patrons during busy periods.

Scott Knies commented on the need to simplify the validation program. Customers have a hard time understanding the program. Scott commented that the vast majority of revenue comes from employee parking. Board member Winter asked for data on this issue.

Chair Carlson stated that we have to do the best we can, while meeting the obligations of the 4<sup>th</sup>/San Fernando Garage debt service.

3D. **Staff Verbal Update on Events & Activities**

Public Dance 15,000 attendance on August 20 & Jazz Festival 100,000 attendance from August 12-14.

3E. **City Council/Committee Agenda Items**

No items are currently scheduled for City Council.

4. **Future Agenda Items**

This is covered in the annual work plan.

5. **Open Forum**

Board member Borkenhagen stated that he felt that the parking rate schedule is complicated and that parking is the primary economic development challenge for the Downtown. "We need to continue to work on the parking signage and clarity of the program." He supported advertising and parking naming rights for garages.

6. **Adjournment**

9:54 a.m.

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Bob Carlson, Chair

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Joe Garcia, Secretary