

Chapter 18.88 OFF-STREET PARKING FACILITIES

18.88.010 Purpose.

In order to alleviate progressively or to prevent traffic congestion and shortage of curb spaces, off-street parking facilities shall be provided incidental to new uses and major alterations and enlargements of existing uses. The number of parking spaces prescribed in this chapter or to be prescribed by the zoning administrator shall be in proportion to the need for such facilities created by the particular type of land use. Off-street parking areas are to be laid out in a manner that will ensure their usefulness, protect the public safety, and, where appropriate, insulate surrounding land uses from their impact.

18.88.020 Basic requirements.

- A. Unless otherwise provided for by this chapter, at the time of initial occupancy, major alteration, or enlargement of sites, or of completion of construction of a structure or of a major alteration or enlargement of a structure, there shall be provided off-street parking facilities for automobiles in accordance with the schedule of off-street parking space requirements prescribed in Section 18.88.030 of this chapter. Except as modified in subsection D of this section, the terms "major alteration" or "enlargement" shall mean a change of use or an addition which would increase the number of parking spaces required by not less than 10 percent of the total number required. The number of parking spaces provided for a major alteration or enlargement of a site or structure shall be in addition to the number existing prior to the alteration or enlargement, unless the preexisting number is greater than the number prescribed in Section 18.88.030 of this chapter, in which instance the number in excess of the prescribed minimum shall be counted in calculating the number provided to serve the major alteration or enlargement.
- B. If, in the application of the requirements of this chapter, a fractional number is obtained, one parking space shall be provided for a fraction of one-half or more, and no parking space shall be required for a fraction of less than one-half.
- C. For a use not specified in Section 18.88.030 of this chapter, the number of off-street parking spaces required shall be determined by the zoning administrator, based upon an analysis of other jurisdictions' experiences with that type of use or upon an analysis of similar uses specified in Section 18.88.030 of this chapter.
- D. For property zoned C-C or O and located within the downtown revitalization district as shown in Chapter 18.74 of this title, the following requirements shall modify the basic requirements of subsection A of this section:
 1. A change of use shall not constitute a "major alteration" or "enlargement" if the age of the building in which the use is located is greater than five years, according to city records.

2. When a certificate of appropriateness is approved for demolition of a commercial structure, or design review approval is given to a new commercial structure replacing one which was destroyed by fire, earthquake, act of God, the public enemy, or other calamity, the replacement structure shall receive a parking credit for the floor area of the original structure when one of the following is met, at the discretion of the approving body: (a) the approving body determines that the replacement structure would have the same architectural style as the original structure in terms of design, materials, massing, and detailing, or (b) the approving body determines that the replacement structure will be an architectural improvement compared to the existing structure and will preserve or enhance the overall character of the area. Additional floor area of the replacement structure which exceeds the floor area of the original structure shall be subject to the requirements of subsection A of this section, and parking shall be provided accordingly.
3. The following provisions shall apply to privately owned parking facilities held open to the public:
 - a. The city council may waive the provision of additional off-street parking facilities and/or in lieu parking fees for building expansions which would increase the number of required parking spaces by 10 percent or more and/or for proposed new building construction if the property owner allows the existing parking on the property to be open to the public. Such waivers shall only be available to parking lot owners who participate in any program which may be established by the city council with the objective of encouraging employee parking in public parking lots or other parking areas designated by the city for employee parking, or who otherwise devise an employee parking plan with such an objective which is approved by the city council. Other consideration for waiver will include access, circulation, the number of resulting parking spaces serving the building, the effect on adjacent parking lots, and whether or not an unreinforced masonry building upgrade is involved.
 - b. Uses for which a parking waiver under this section is not granted may provide parking at the reduced rate of one space for each 400 square feet of gross floor area, except for office uses on sites with frontage on Main Street, which shall meet the requirements of Section 18.88.030(F) of this chapter.
 - c. Under this subsection, new construction or building expansions shall not exceed a basic floor area ratio of 200 percent and shall not exceed two stories in height.
 - d. When any property owner receives such a parking waiver or parking reduction, if the property later reverts to private use, the owner would then become responsible to provide the required parking and/or in lieu

2. Property owners with building expansions exempt from the off-street parking requirement as stated in subsection (E)(1) of this section shall not significantly alter the existing façades of buildings of primary or secondary significance nor eliminate existing parking unless such elimination is necessary, as determined by the zoning administrator, to allow the retention of the façades of a building of primary or secondary significance. Building expansions shall not exceed two stories in height

18.88.120 In lieu parking agreement for the downtown revitalization district.

A. The owner of a parcel or parcels within the downtown revitalization district who is unable to provide all of the off-street parking required by this code may apply to the city for an in lieu parking agreement.

1. The procedures to be followed for payment of in-lieu parking fees through an in lieu parking agreement shall be as follows:

~~1.~~ a. New construction which provides at least 85 percent of its required parking on site and expansions to existing buildings which are less than or equal to 25 percent of the building's existing floor area may satisfy their parking deficits through in lieu parking agreements. Such agreements shall be approved ministerially by the community development director upon finding that the criteria of this section are met.

~~2.~~ b. New construction which provides less than 85 percent of its required parking on site and expansions to existing buildings which exceed 25 percent of the building's existing floor area may satisfy their deficit parking through in lieu parking agreements. Such agreements shall be subject to the approval of the city council. The request for such an agreement shall be in writing and shall be filed with the planning division. Subsequent to receipt of such a request, a hearing shall be scheduled for consideration of the matter by the city council. A public hearing shall be held on any such request with notice provided pursuant to Section 18.12.040 of this title. The in lieu parking agreement shall address the amount per deficient parking space to be paid by the owner, the duration of payment, and such other terms and conditions which are deemed appropriate. The city council may grant or deny the request.

~~B.~~ 2. Any sums received by the city pursuant to such a contract shall be deposited in a special fund and shall be used exclusively for acquiring, developing, and maintaining off-street parking facilities and located anywhere within the downtown revitalization district. The agreement shall be executed by the owner and the city manager, and all in lieu fees shall be paid prior to the issuance of a building permit.

~~C.~~ 3. The city shall determine a standard surface parking lot in lieu parking fee and a parking structure in lieu parking fee based on land and construction costs in the downtown revitalization district. Such fees shall be updated on a regular basis by the city and shall be made available to the public. On April 1st of any year in which the fees have not been recalculated, the fees shall be adjusted by the rate of increase in the ENR construction cost index for the prior year.

~~D.~~ 4. Any development for which an in lieu parking agreement is approved where the number of in lieu spaces is less than or equal to 30 percent of its parking requirement shall pay the standard surface parking lot in lieu fee for each deficient parking space.

~~E.~~ 5. Any development for which an in lieu parking agreement is approved where the number of in lieu parking spaces exceeds 30 percent of its parking requirement shall pay the parking structure in lieu parking fee for each deficient parking space.

~~F.~~ 6. In lieu parking agreements for which the requested number of in lieu parking spaces exceeds 50 percent of the required parking shall not be approved unless the city council finds that there are special circumstances related to: (1) constraints due to the size, configuration, or features of the site; or (2) constraints related to building placement or design; and (3) the availability of off-street parking.

~~G.~~ 7. In the event that a use for which an in lieu parking agreement has been executed is changed or facilities are altered to meet the parking standards prescribed in this chapter before the city has committed or expended any of the money received pursuant to said agreement in the area benefited, the amount received shall be refunded to the owner. Otherwise, there shall be no refunds of in lieu fees. (Ord. 2000 § 1, 2009; Ord. 1898 § 1, 2003; prior code § 2-9.22)

B. The owner of an eligible parcel or parcels, as shown in Figure 18.88.020, who is unable to provide all of the off-street parking required by this code may apply to the city to provide a specific on-site amenity open to the general public which equals, exceeds or is less than the value of the in-lieu parking fee that would otherwise be required for parking that cannot be provided on-site. The procedure and criteria to be followed for consideration of an on-site amenity open to the general public instead of providing parking shall be as follows:

1. Requests for provision of an on-site amenity open to the general public in place of providing off-street parking shall be made in writing as part of a development or pre-development application and shall be filed with the Planning Division. Such requests shall include a conceptual design for the amenity. Subsequent to receipt of such a request, and prior to project

approval, a hearing shall be scheduled for consideration of the matter by the City Council. A public hearing shall be held on any such request with notice provided pursuant to Section 18.12.040 of this title. The City Council shall consider whether or not the proposed amenity would meet the objectives of the Downtown Specific Plan and whether or not to enter into an agreement with the applicant to reduce parking requirements in exchange for the development of an on-site amenity open to the general public on an eligible parcel, as show in Figure 18.88.020

2. The onsite amenity shall be open and accessible to the general public at all times, and no portion of the amenity shall be restricted to the exclusive use of on-site business customers only.
3. The on-site amenity should typically consist of a mini-plaza with seating, shade, landscaping, lighting, and other pedestrian facilities. Other forms of amenities may be considered by the City Council if consistent with the objectives of the Downtown Specific Plan.
4. The value of the on-site amenity shall be equal to, exceed or be less than, if approved by Council, the amount of in-lieu parking fees otherwise required by this Chapter, and as set forth in the Master Fee Schedule, for parking not otherwise provided on-site or off-site on private property. The value of the on-site amenity shall be based on opportunity costs. Opportunity costs shall be calculated by using a standard method approved by the Community Development Director. Documentation of the calculation shall be provided to the Planning Division.
5. In the event the proposed on-site amenity is determined to be of lesser value than the amount of in lieu parking fees otherwise required by this chapter, the developer shall enter into an in lieu parking agreement that pays the difference between the provided amenity and the required fees into the in-lieu parking fund.
6. The on-site amenity shall be installed prior to the issuance of a certificate of occupancy by the Chief Building Official.
7. The on-site amenity does not create any legal public easement or public property interest, and the owner of the property remains responsible for all maintenance and repair of the on-site amenity.
8. The on-site amenity, its requirement to be available to the general public as provided in Section 18.88.120.B.2, and the parking waived by provision of the on-site amenity shall be memorialized in a restrictive covenant recorded against the property. Such restrictive covenant shall include remedies for the City in the event the owner of the property, or any successor, fails to comply with its requirements.



CITY COUNCIL AGENDA REPORT

10

December 4, 2012
Economic Development
Community Development

TITLE: AUTHORIZE THE CITY MANAGER TO NEGOTIATE AN AGREEMENT TO EXCHANGE IN LIEU PARKING FEES FOR A PUBLIC PLAZA AT 511 MAIN STREET

SUMMARY

A private developer is considering the purchase of the property at 511 Main Street in downtown Pleasanton. At the City's request, the renovation project would include an outdoor plaza for the benefit of patrons and the public. Given that the revitalization of sites within the Downtown is an important element in enhancing economic vitality within the commercial district, and that inclusion of such a public amenity adds to the positive social dynamics within the downtown, the City's participation through an exchange of in lieu parking fees for a public amenity serves as a catalyst for maintaining an inviting downtown experience for Pleasanton residents and an attraction for visitors.

RECOMMENDATION

Staff recommends the City Council authorize the City Manager to negotiate an agreement with the developer whereby the City would exchange payment in lieu parking fees for the developer providing a public plaza at 511 Main Street in downtown Pleasanton.

FINANCIAL STATEMENT

The City will exchange the payment of in lieu parking fees for the developer providing an outdoor public plaza. It is anticipated the exchange would benefit the City as the value of the in lieu parking fees would be approximately \$400,000 while the value of the plaza is approximately \$415,000.

BACKGROUND

Over time, enhancements to downtown Pleasanton have come from two distinct areas. The City has maintained and enhanced public infrastructure such as streets, sidewalks, lighting, parking areas, etc. and also added community facilities like the Firehouse Arts Center. Conversely, upgrading of commercial properties has been done through private investment, like the recent renovations of buildings at 234 and 600 Main Street. Such private investment is desirable for downtown Pleasanton as it addresses deferred maintenance on older structures and creates spaces with the floor plans and amenities desired by prospective tenants, thus encouraging new businesses to locate in the district.

DISCUSSION

Economic Development Department staff regularly works with property owners and other persons interested in developing downtown sites, with staff often facilitating connections between the two parties. The property at 511 Main Street has been on the market for either lease or sale for more than a year. Recently, a local developer has expressed interest in purchasing and renovating the site and has been speaking with staff about the type of project that would be a good fit within the downtown, considering the kinds of prospective tenants the City would like to attract as well as preservation of the historic character of the building. In particular, staff indicated a desire for a public plaza to serve as a place for downtown patrons to gather and socialize.

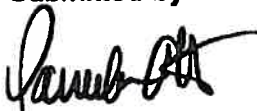
The developer is willing to incorporate an approximately 600 square foot plaza into the project but has asked for the City's participation. Such public-private partnerships are common as an economic development tool. As identified for this project, the City would participate by exchanging the in lieu parking fees that would be required with the expansion of the building for the developer to build and maintain a public plaza for use by patrons and the public. Based on preliminary project specifications – which add approximately 7,000 new square feet on the site by expanding the first floor for retail and restaurant uses and adding a second floor for office uses – the developer would need to provide 23 parking spaces. At the City's \$17,465 current cost per parking space, the in lieu value of these spaces is \$401,695. The value of the public plaza is based on a combination of construction cost and 'opportunity lost' by not earning income (lease rate + capitalization rate) on the space, and has been calculated to be \$415,923, thus is a fiscal benefit to the City. As well staff believes such a partnership will serve as a mechanism for the private redevelopment of this site, with long-term interest in enhancing the economic viability of the downtown district.

Given uncertainty about future financial implications, the seller and the developer are prepared to execute the sale of the property by the end of this calendar year. It is acknowledged that this is not sufficient time for the project to be fully evaluated via the regular design review process, although attached is a *conceptual* rendering of what the project could look like, preserving the original front entrance of the building and incorporating the plaza. However, to provide assurance the project is financially feasible, prior to finalization of the sale the developer is interested in obtaining the City Council's conceptual approval to allow the parties to negotiate a future agreement that

would exchange in lieu parking fees for a public plaza provided by the developer. This agreement would be contingent on the City's review and final approval of the project.


Such projects benefit the downtown by addressing the community's interest in locally-based economic development as well as preservation of the historic character and ambiance of the district. As such, staff is requesting the City Manager be authorized to pursue negotiating an agreement with the developer which would exchange in lieu parking fees for the developer providing an outdoor public plaza on site.

Submitted by:


Pamela Ott
Director of Economic
Development


Brian Dolan
Director of Community
Development

Fiscal Review:

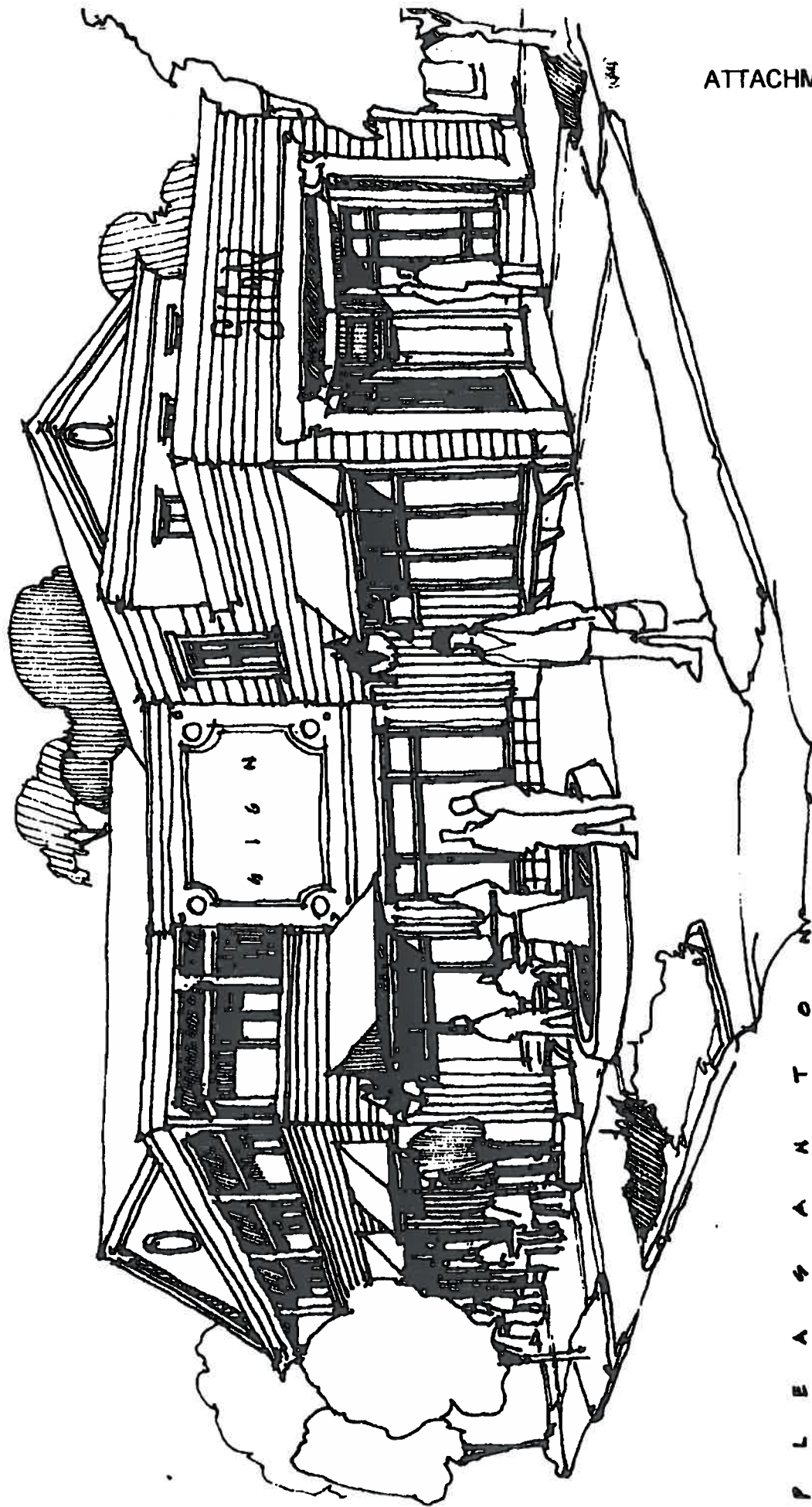

Emily Wagner
Director of Finance

Approved by:


Nelson Fialho
City Manager

Attachment:

1. Conceptual rendering of project at 511 Main Street



P L E A S E A N T O N



HEXAGON TRANSPORTATION CONSULTANTS, INC.

September 23, 2013

Ed Evangelista, P.E.
Senior Transportation Engineer
City of Pleasanton, Community Development/Traffic
200 Old Bernal Avenue
P.O. Box 520
Pleasanton, CA 94566-0802

Subject: Parking Survey Results for Downtown Pleasanton

Dear Mr. Evangelista:

Per your request, Hexagon has completed a survey of parking occupancy in downtown Pleasanton. The parking occupancy counts were conducted at the following dates and times:

- Thursday, September 12, 2013 at 12:30 PM and 7:00 PM
- Friday, September 13, 2013 at 12:30 PM and 7:00 PM
- Thursday, September 19, 2013 at 12:30 PM and 7:00 PM
- Friday, September 20, 2013 at 12:30 PM and 7:00 PM
- Saturday, September 21, 2013 at 12:00 PM

The dates and times were selected by City staff in consultation with Hexagon. Generally, the weekday midday counts reflect the lunch peak period and the weekday evenings reflect the dinner peak period. The Saturday midday period reflects activity from the downtown Farmers Market on West Angela Street as well as the beginning of the lunch peak period.

The parking counts were conducted on various street segments and parking lots in the downtown area. The locations of the counts are shown on Figure 1. Each street segment was designated with a number and each parking lot was designated with a letter. In areas where parking spaces are not striped, it was assumed that each parallel parking stall would require 20 feet of curb length and each 90 degree parking stall would require 9 feet of width. The parking supply and demand data are summarized by street segment and lot on Table 1 and Figure 2 for the midday study periods and Table 2 and Figure 3 for the evening study periods. The parking demand and supply by zone are summarized on Table 3.

The overall parking supply at the surveyed locations was 975 spaces. The data showed the overall weekday midday parking demand peaked on Friday, September 20 when 770 spaces were occupied (79% occupied). The overall weekday evening parking demand peaked on Friday, September 13 when 685 spaces were occupied (70% occupied). During the Farmers Market, the parking supply was reduced by 29 spaces because the Farmers Market occupied the parking stalls on West Angela Street. Thus, the total parking supply during the Farmers Market was 946 spaces. On Saturday, the parking demand was 615 vehicles (65% occupied).

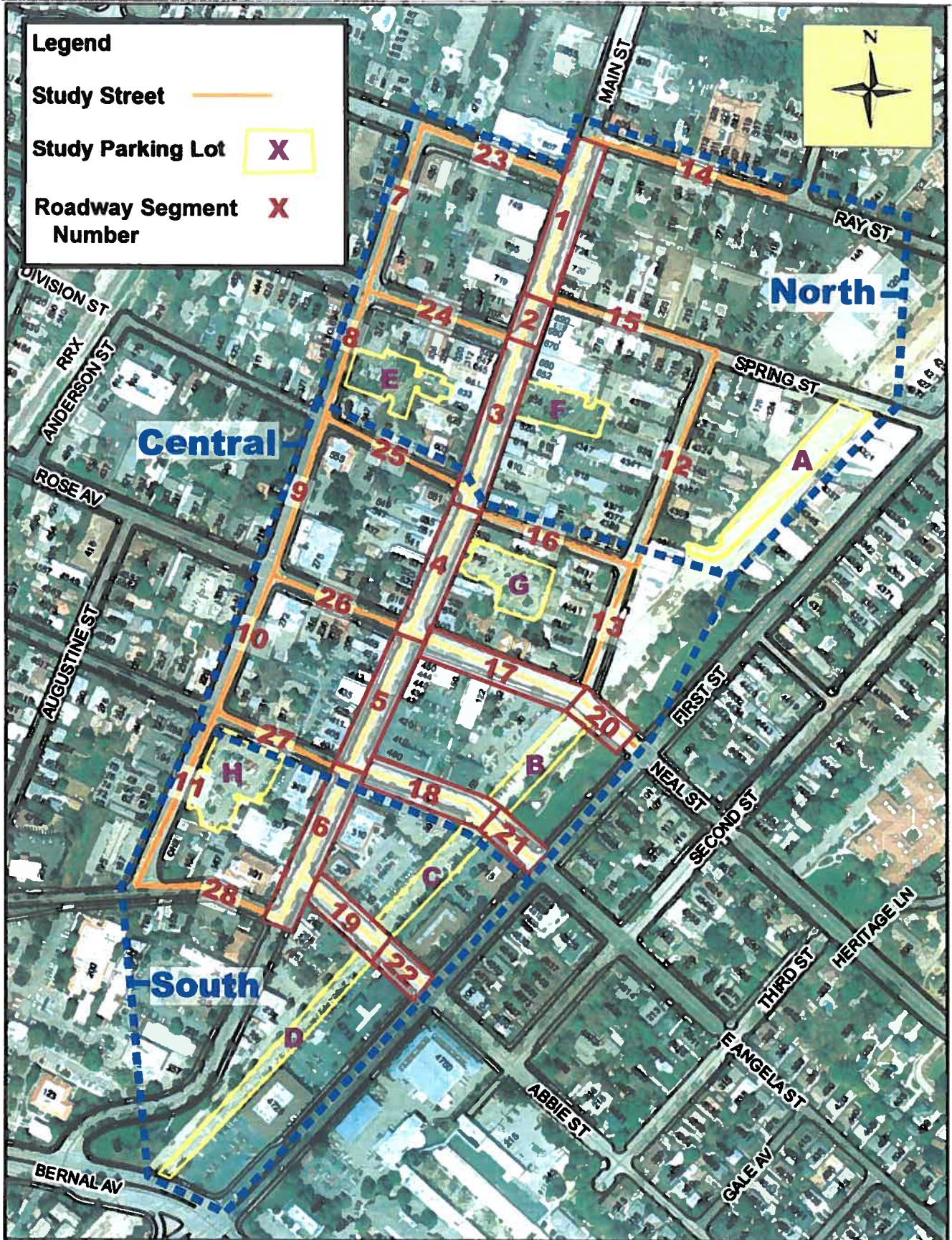


Figure 1
Parking Areas



Table 1
Pleasanton Downtown Parking Counts - Midday

Number	Segment/Lot	Parking Supply	Parking Demand				
			12:30 PM				12:00 PM
			Thurs, Sept 12	Fri, Sept 13	Thurs, Sept 19	Fri, Sept 20	Sat, Sept 21
1	Main St, Ray to Spring	18	17	14	11	18	8
2	Main St, Spring to St. Mary	7	6	5	6	5	6
3	Main St, St Mary to Division	21	20	21	18	20	21
4	Main St, Division to W Neal/Rose	20	20	20	19	20	20
5	Main St, W Neal/Rose to W Angela St.	24	23	24	22	23	22
6	Main St, W Angela to Old Bernal	23	22	23	20	22	23
7	Peters Av, St. John to St. Mary	19	11	10	7	17	6
8	Peters Av, St. Mary to Division	13	10	9	9	10	10
9	Peters Av, Division to Rose	18	18	15	11	14	9
10	Peters Av, Rose to W Angela St.	23	18	23	20	23	19
11	Peters Av, W Angela to Old Bernal	20	7	13	10	14	20
12	Railroad Av, Spring to Division	26	25	26	26	24	11
13	Railroad Av, Division to W Neal	19	19	19	17	19	9
14	Ray St, Walnut to Main	10	6	4	3	7	6
15	Spring St, Main to Railroad	12	11	8	6	11	9
16	Division St, Railroad to Main	12	12	11	7	11	8
17	Neal St, Main to Public Lot	20	18	19	20	20	20
18	W Angela St, Main to Public Lot	20	20	20	19	19	0
19	Abbie St, Main to Public Lot	14	13	11	10	11	14
20	Neal St, Public Lot to 1st	2	2	2	2	1	2
21	W Angela St, Public Lot to 1st	9	4	6	8	8	0
22	Abbie St, Public Lot to 1st	8	6	6	4	4	6
23	St. John, Main to Peters	21	12	14	6	15	14
24	St Mary, Main to Peters	24	24	23	21	22	6
25	Division St, Main to Peters	10	7	8	9	10	3
26	Rose Av, Main to Peters	15	14	15	14	15	15
27	W Angela St, Main to Peters	19	17	19	19	19	18
28	Old Bernal Av, Main to Peters	13	7	8	4	11	13
A	City Lot - Firehouse	91	32	26	42	42	5
B	City Lot - Neal to W Angela	33	27	20	23	23	23
C	City lot - W Angela to Abbie	60	58	58	50	57	58
D	City lot - Abbie to Bernal	54	40	38	23	32	24
E	City Lot - Peters	72	68	48	59	67	37
F	Private Lot - Deans Café	53	31	26	33	37	39
G	Private Lot - Round Table Pizza	75	52	41	45	51	35
H	Private Lot - B of A	77	42	57	49	48	76
Totals		975	739	710	672	770	615



Table 2
Pleasanton Downtown Parking Counts - Evening

Number	Segment/Lot	Parking Supply	Parking Demand			
			7:00 PM			
			Thurs, Sept 12	Fri, Sept 13	Thurs, Sept 19	Fri, Sept 20
1	Main St, Ray to Spring	18	18	17	17	18
2	Main St, Spring to St. Mary	7	7	6	6	7
3	Main St, St Mary to Division	21	20	21	19	19
4	Main St, Division to W Neal/Rose	20	19	19	19	19
5	Main St, W Neal/Rose to W Angela St.	24	23	24	23	24
6	Main St, W Angela to Old Bernal	23	21	22	23	22
7	Peters Av, St. John to St. Mary	19	19	12	19	15
8	Peters Av, St. Mary to Division	13	13	13	13	12
9	Peters Av, Division to Rose	18	18	10	15	2
10	Peters Av, Rose to W Angela St.	23	7	17	11	7
11	Peters Av, W Angela to Old Bernal	20	8	12	10	14
12	Railroad Av, Spring to Division	26	19	19	22	8
13	Railroad Av, Division to W Neal	19	19	16	18	12
14	Ray St, Walnut to Main	10	9	9	9	9
15	Spring St, Main to Railroad	12	12	12	11	10
16	Division St, Railroad to Main	12	8	12	12	9
17	Neal St, Main to Public Lot	20	19	20	20	20
18	W Angela St, Main to Public Lot	20	18	18	14	18
19	Abbie St, Main to Public Lot	14	12	13	9	14
20	Neal St, Public Lot to 1st	2	2	2	2	2
21	W Angela St, Public Lot to 1st	9	8	2	1	2
22	Abbie St, Public Lot to 1st	8	1	2	3	4
23	St. John, Main to Peters	21	21	21	21	19
24	St Mary, Main to Peters	24	24	24	24	23
25	Division St, Main to Peters	10	10	9	10	10
26	Rose Av, Main to Peters	15	15	15	15	15
27	W Angela St, Main to Peters	19	16	18	18	18
28	Old Bernal Av, Main to Peters	13	12	12	13	12
A	City Lot - Firehouse	91	30	22	28	8
B	City Lot - Neal to W Angela	33	8	11	11	12
C	City lot - W Angela to Abbie	60	19	26	19	21
D	City lot - Abbie to Bernal	54	24	22	15	19
E	City Lot - Peters	72	71	70	69	69
F	Private Lot - Deans Café	53	31	49	36	39
G	Private Lot - Round Table Pizza	75	25	28	40	24
H	Private Lot - B of A	77	37	60	51	60
Totals		975	643	685	666	616



Figure 2
Parking Count Summary Chart - Midday

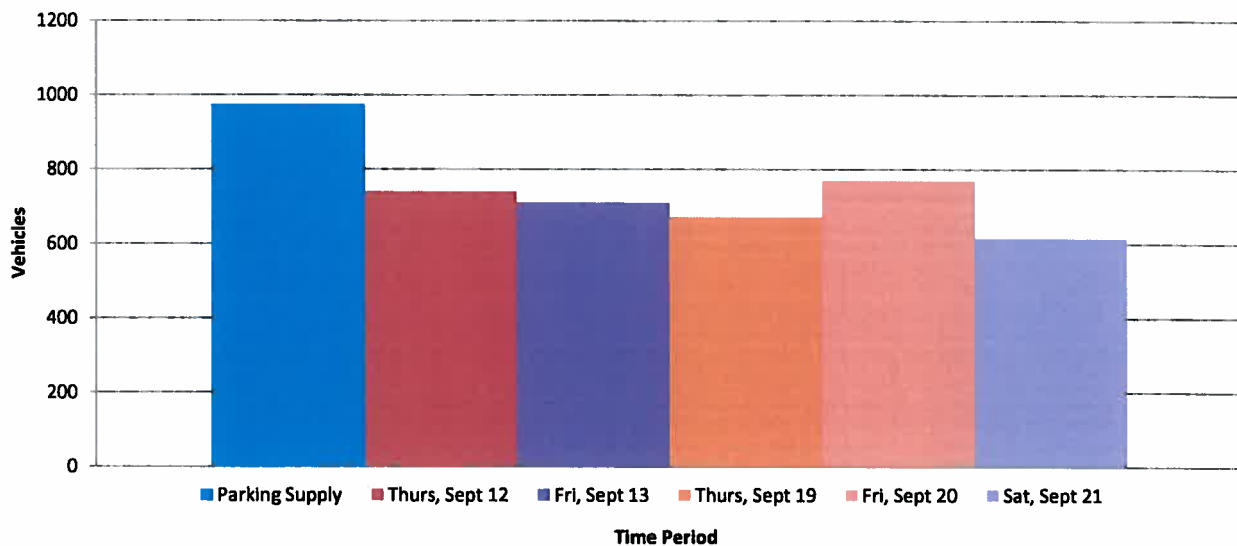


Figure 3
Parking Count Summary Chart - Evening

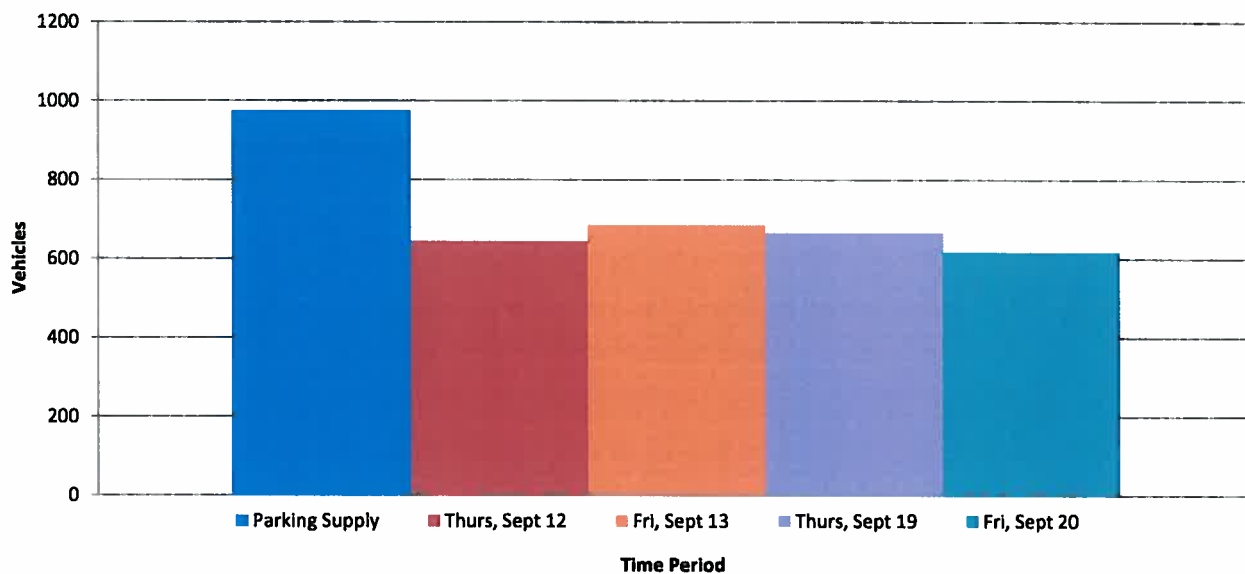




Table 3
Parking Demand by Zone

Highest Demand Day	Total	Zone		
		North	Central	South
Weekday 12:30 PM	770	295	276	199
Weekday 7:00 PM	685	295	221	169
Weekday Supply	975	387	319	269
Saturday 12:00 PM	615	178	203	234
Saturday Supply	946	387	290	269

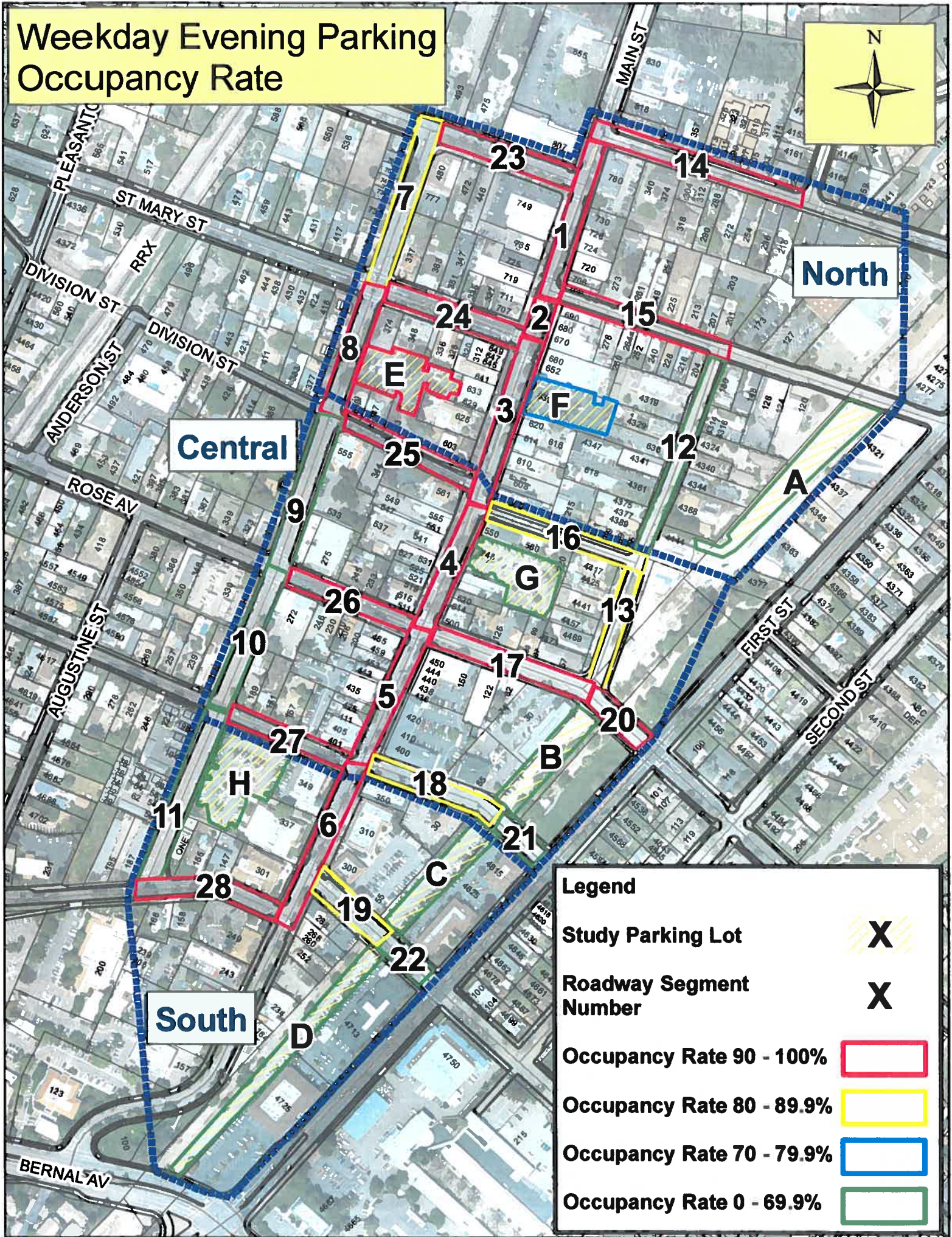
Thank you for the opportunity to conduct this analysis. If you have any questions, please do not hesitate to contact us.

Sincerely,

HEXAGON TRANSPORTATION CONSULTANTS, INC.

Brett Walinski P.E.
Vice President and Principal Associate

Weekday Evening Parking Occupancy Rate



Central

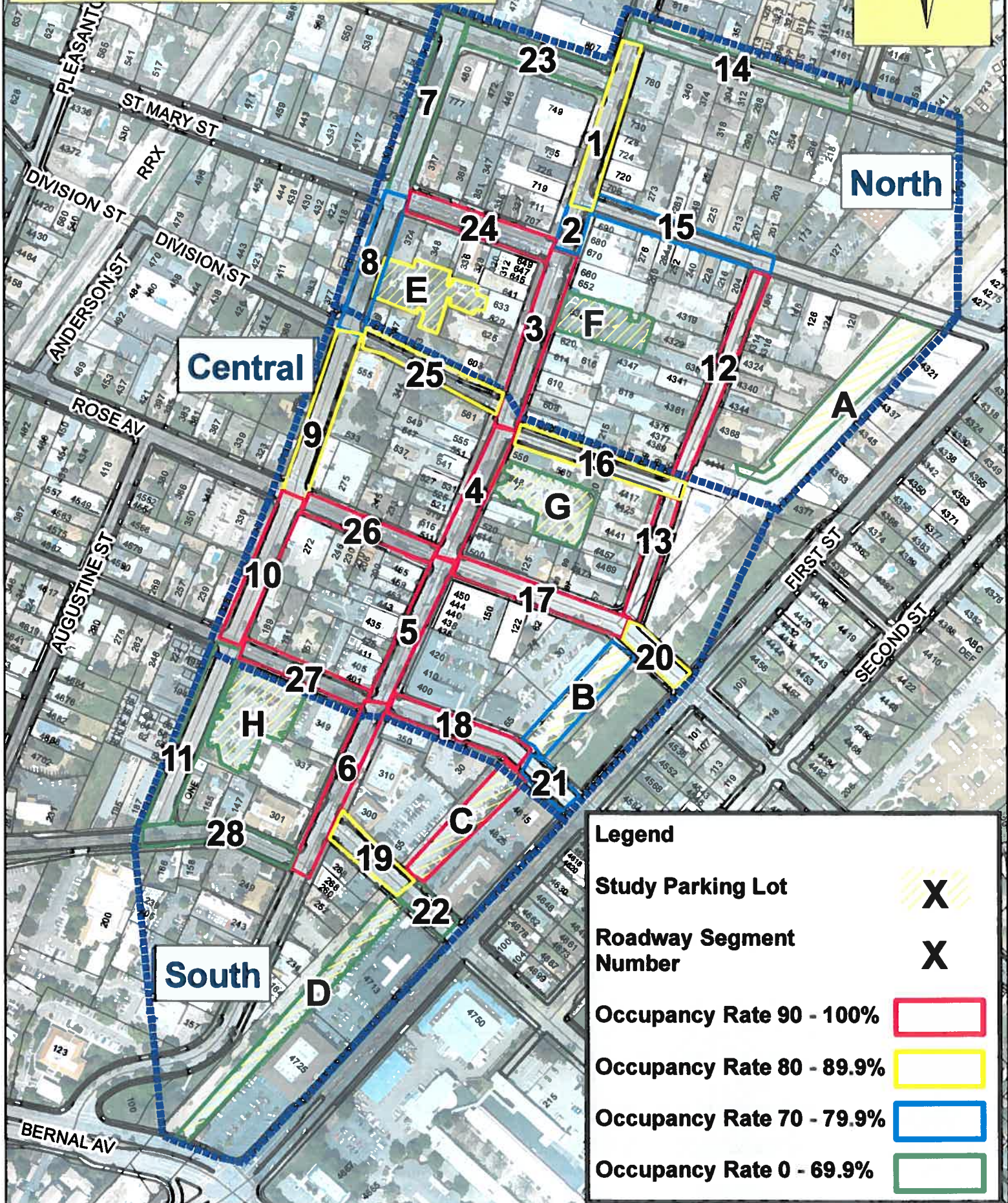
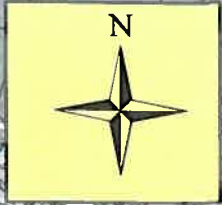
North

South

Legend

- Study Parking Lot X
- Roadway Segment Number X
- Occupancy Rate 90 - 100%
- Occupancy Rate 80 - 89.9%
- Occupancy Rate 70 - 79.9%
- Occupancy Rate 0 - 69.9%

Weekday Afternoon Parking Occupancy Rate



Central

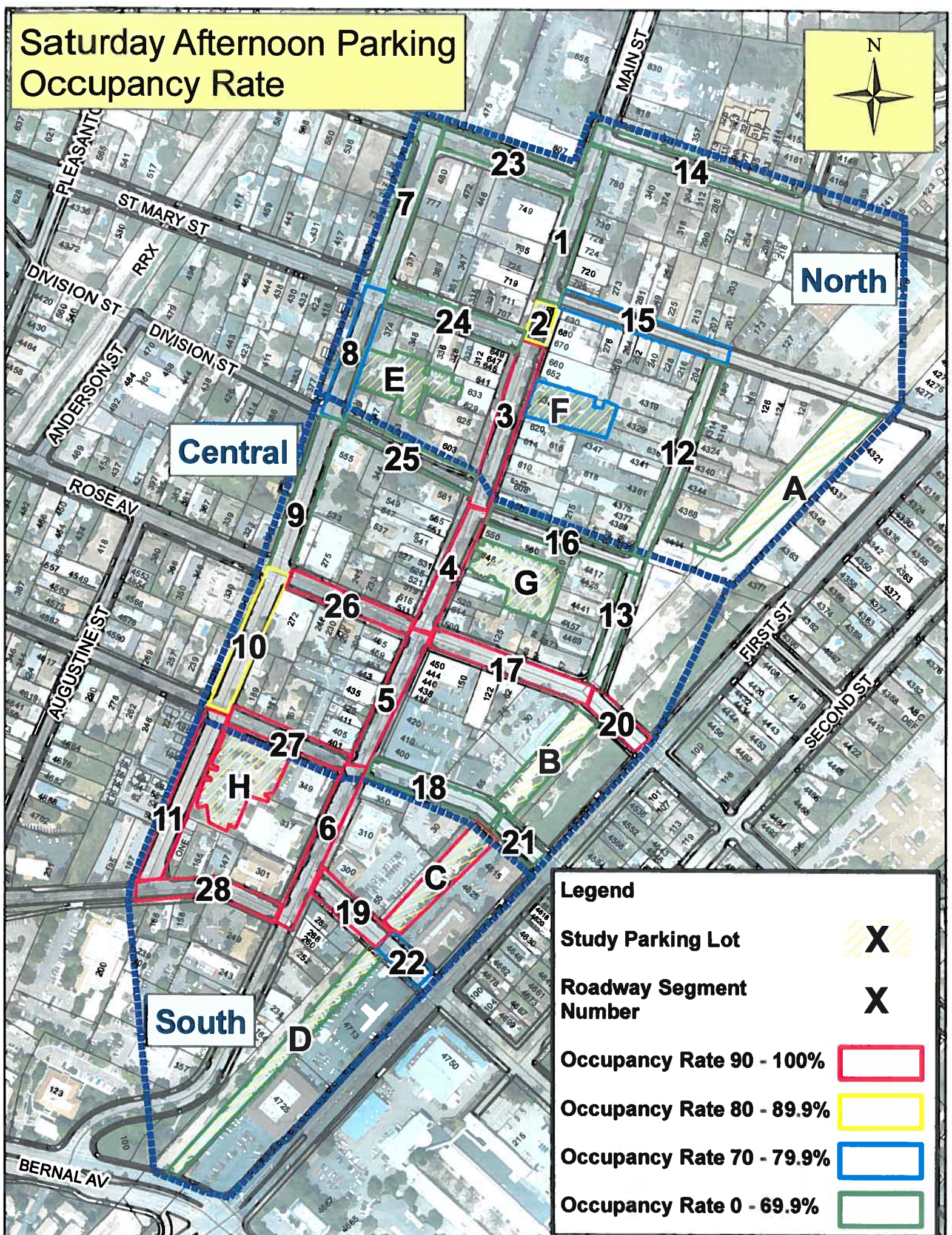
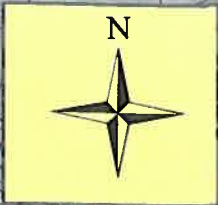
South

North

Legend

- Study Parking Lot X
- Roadway Segment Number X
- Occupancy Rate 90 - 100%
- Occupancy Rate 80 - 89.9%
- Occupancy Rate 70 - 79.9%
- Occupancy Rate 0 - 69.9%

Saturday Afternoon Parking Occupancy Rate



Central

North

South

Legend

- Study Parking Lot X
- Roadway Segment Number X
- Occupancy Rate 90 - 100%
- Occupancy Rate 80 - 89.9%
- Occupancy Rate 70 - 79.9%
- Occupancy Rate 0 - 69.9%

Number	Segment/Lot	arking Supp	Thurs, Sept 12	Fri, Sept 13
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5	Main St, W Neal/Rose to W Angela St.	24	23	24
6	Main St, W Angela to Old Bernal	23	21	22
7	Peters Av, St. John to St. Mary	19	19	12
8	Peters Av, St. Mary to Division	13	13	13
9	Peters Av, Division to Rose	18	18	10
10	Peters Av, Rose to W Angela St.	23	7	17
11	Peters Av, W Angela to Old Bernal	20	8	12
12	Railroad Av, Spring to Division	26	19	19
13	Railroad Av, Division to W Neal	19	19	16
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15	Spring St, Main to Railroad	12	12	12
16	Division St, Railroad to Main	12	8	12
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18	W Angela St, Main to Public Lot	20	18	18
19	Abbie St, Main to Public Lot	14	12	13
20	Neal St, Public Lot to 1st	2	2	2
21	W Angela St, Public Lot to 1st	9	8	2
22	Abbie St, Public Lot to 1st	8	1	2
23	St. John, Main to Peters	21	21	21
24	St Mary, Main to Peters	24	24	24
25	Division St, Main to Peters	10	10	9
26	Rose Av, Main to Peters	15	15	15
27	W Angela St, Main to Peters	19	16	18
28	Old Bernal Av, Main to Peters	13	12	12
A	City Lot - Firehouse	91	30	22
B	City Lot - Neal to W Angela	33	8	11
C	City lot - W Angela to Abbie	60	19	26
D	City lot - Abbie to Bernal	54	24	22
E	City Lot - Peters	72	71	70
F	Private Lot - Deans Café	53	31	49
G	Private Lot - Round Table Pizza	75	25	28
H	Private Lot - B of A	77	37	60

Thurs, Sept 19	Fri, Sept 20
17	18
6	7
19	19
19	19
23	24
23	22
19	15
13	12
15	2
11	7
10	14
22	8
18	12
9	9
11	10
12	9
20	20
14	18
9	14
2	2
1	2
3	4
21	19
24	23
10	10
15	15
18	18
13	12
28	8
11	12
19	21
15	19
69	69
36	39
40	24
51	60

Number	Segment/Lot
1	Main St, Ray to Spring
2	Main St, Spring to St. Mary
3	Main St, St Mary to Division
4	Main St, Division to W Neal/Rose
5	Main St, W Neal/Rose to W Angela St.
6	Main St, W Angela to Old Bernal
7	Peters Av, St. John to St. Mary
8	Peters Av, St. Mary to Division
9	Peters Av, Division to Rose
10	Peters Av, Rose to W Angela St.
11	Peters Av, W Angela to Old Bernal
12	Railroad Av, Spring to Division
13	Railroad Av, Division to W Neal
14	Ray St, Walnut to Main
15	Spring St, Main to Railroad
16	Division St, Railroad to Main
17	Neal St, Main to Public Lot
18	W Angela St, Main to Public Lot
19	Abbie St, Main to Public Lot
20	Neal St, Public Lot to 1st
21	W Angela St, Public Lot to 1st
22	Abbie St, Public Lot to 1st
23	St. John, Main to Peters
24	St Mary, Main to Peters
25	Division St, Main to Peters
26	Rose Av, Main to Peters
27	W Angela St, Main to Peters
28	Old Bernal Av, Main to Peters
A	City Lot - Firehouse
B	City Lot - Neal to W Angela
C	City lot - W Angela to Abbie
D	City lot - Abbie to Bernal
E	City Lot - Peters
F	Private Lot - Deans Café
G	Private Lot - Round Table Pizza
H	Private Lot - B of A

Occupancy Rate

Thurs, Sept 12	Fri, Sept 13	Thurs, Sept 19	Fri, Sept 20
100.00%	94.44%	94.44%	100.00%
100.00%	85.71%	85.71%	100.00%
95.24%	100.00%	90.48%	90.48%
95.00%	95.00%	95.00%	95.00%
95.83%	100.00%	95.83%	100.00%
91.30%	95.65%	100.00%	95.65%
100.00%	63.16%	100.00%	78.95%
100.00%	100.00%	100.00%	92.31%
100.00%	55.56%	83.33%	11.11%
30.43%	73.91%	47.83%	30.43%
40.00%	60.00%	50.00%	70.00%
73.08%	73.08%	84.62%	30.77%
100.00%	84.21%	94.74%	63.16%
90.00%	90.00%	90.00%	90.00%
100.00%	100.00%	91.67%	83.33%
66.67%	100.00%	100.00%	75.00%
95.00%	100.00%	100.00%	100.00%
90.00%	90.00%	70.00%	90.00%
85.71%	92.86%	64.29%	100.00%
100.00%	100.00%	100.00%	100.00%
88.89%	22.22%	11.11%	22.22%
12.50%	25.00%	37.50%	50.00%
100.00%	100.00%	100.00%	90.48%
100.00%	100.00%	100.00%	95.83%
100.00%	90.00%	100.00%	100.00%
100.00%	100.00%	100.00%	100.00%
84.21%	94.74%	94.74%	94.74%
92.31%	92.31%	100.00%	92.31%
32.97%	24.18%	30.77%	8.79%
24.24%	33.33%	33.33%	36.36%
31.67%	43.33%	31.67%	35.00%
44.44%	40.74%	27.78%	35.19%
98.61%	97.22%	95.83%	95.83%
58.49%	92.45%	67.92%	73.58%
33.33%	37.33%	53.33%	32.00%
48.05%	77.92%	66.23%	77.92%

North

1	100.00%
2	100.00%
3	95.24%
7	100.00%
8	100.00%
12	73.08%
14	90.00%
15	100.00%
23	100.00%
24	100.00%
A	32.97%
E	98.61%
F	58.49%

Central

4	95.00%
5	95.83%
9	100.00%
10	30.43%
13	100.00%
16	66.67%
17	95.00%
18	90.00%
20	100.00%
21	88.89%
25	100.00%
26	100.00%
27	84.21%
B	24.24%
G	33.33%

South

6	91.30%
11	40.00%
19	85.71%
22	12.50%
28	92.31%
C	31.67%
D	44.44%
H	48.05%

94.44%	94.44%	100.00%
85.71%	85.71%	100.00%
100.00%	90.48%	90.48%
63.16%	100.00%	78.95%
100.00%	100.00%	92.31%
73.08%	84.62%	30.77%
90.00%	90.00%	90.00%
100.00%	91.67%	83.33%
100.00%	100.00%	90.48%
100.00%	100.00%	95.83%
24.18%	30.77%	8.79%
97.22%	95.83%	95.83%
92.45%	67.92%	73.58%

Average

97.22%
92.86%
94.05%
85.53%
98.08%
65.38%
90.00%
93.75%
97.62%
98.96%
24.18%
96.88%
73.11%

95.00%	95.00%	95.00%
100.00%	95.83%	100.00%
55.56%	83.33%	11.11%
73.91%	47.83%	30.43%
84.21%	94.74%	63.16%
100.00%	100.00%	75.00%
100.00%	100.00%	100.00%
90.00%	70.00%	90.00%
100.00%	100.00%	100.00%
22.22%	11.11%	22.22%
90.00%	100.00%	100.00%
100.00%	100.00%	100.00%
94.74%	94.74%	94.74%
33.33%	33.33%	36.36%
37.33%	53.33%	32.00%

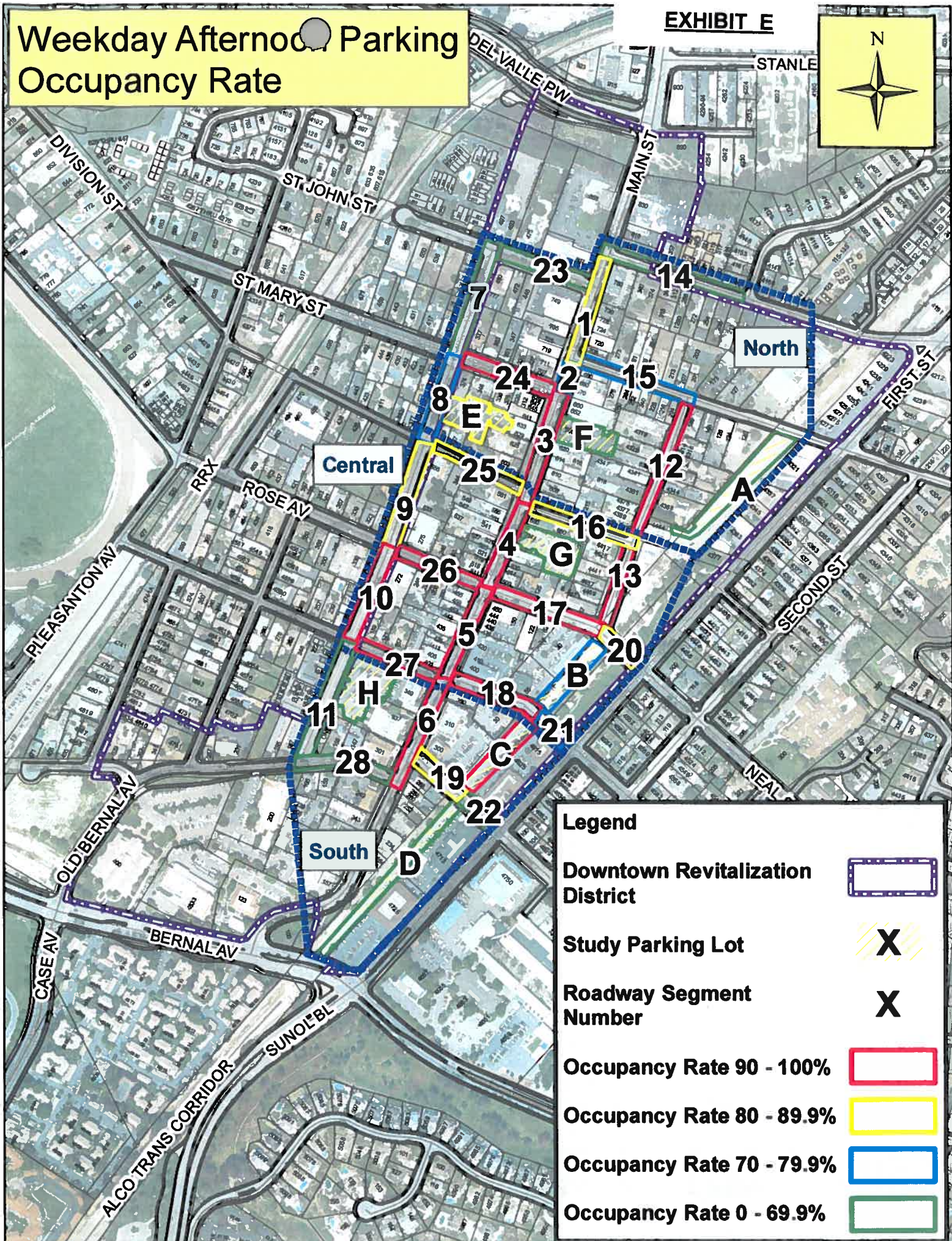
95.00%
97.92%
62.50%
45.65%
85.53%
85.42%
98.75%
85.00%
100.00%
36.11%
97.50%
100.00%
92.11%
31.82%
39.00%

95.65%	100.00%	95.65%
60.00%	50.00%	70.00%
92.86%	64.29%	100.00%
25.00%	37.50%	50.00%
92.31%	100.00%	92.31%
43.33%	31.67%	35.00%
40.74%	27.78%	35.19%
77.92%	66.23%	77.92%

95.65%
55.00%
85.71%
31.25%
94.23%
35.42%
37.04%
67.53%

Weekday Afternoon Parking Occupancy Rate

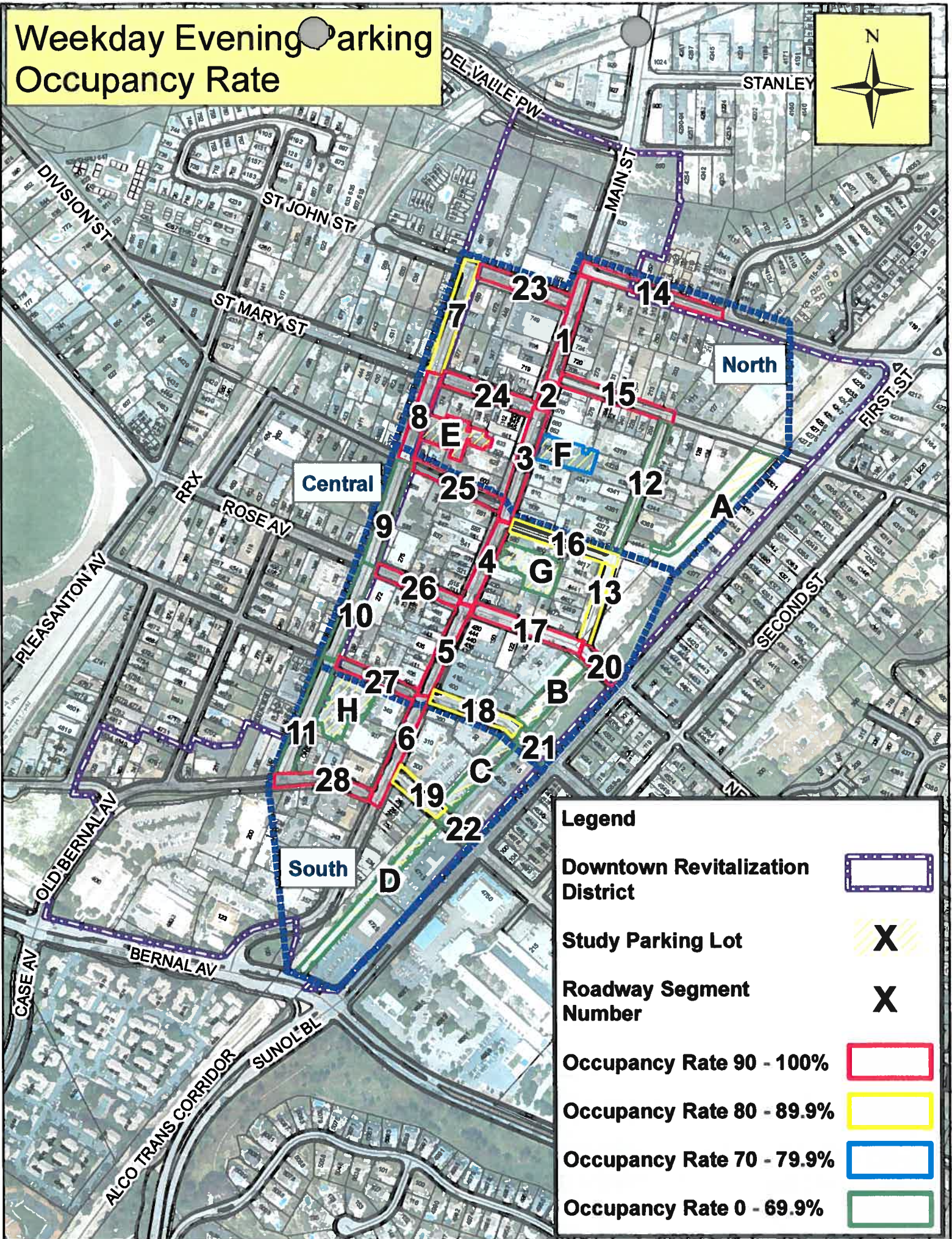
EXHIBIT E



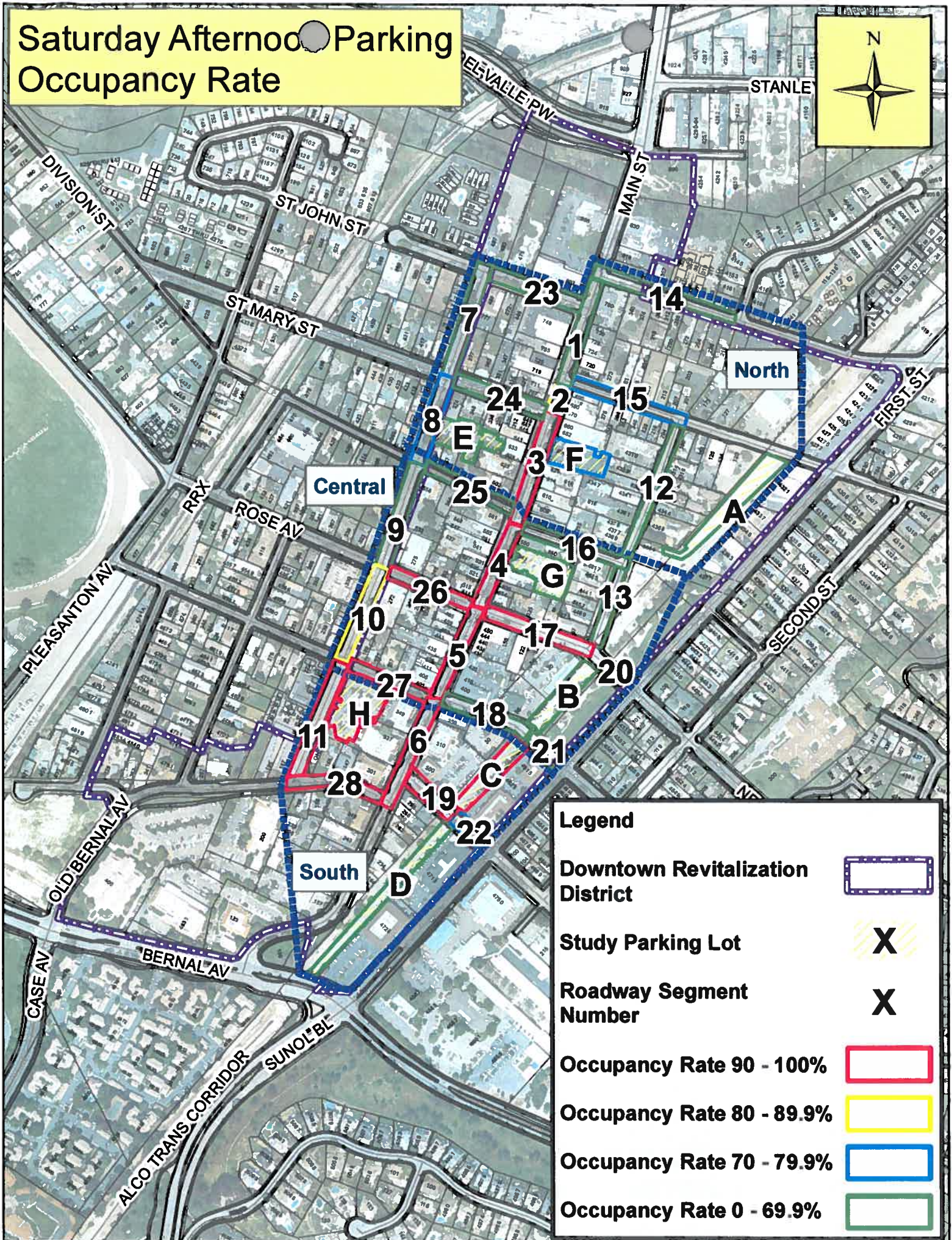
Legend

- Downtown Revitalization District
- Study Parking Lot
- Roadway Segment Number
- Occupancy Rate 90 - 100%
- Occupancy Rate 80 - 89.9%
- Occupancy Rate 70 - 79.9%
- Occupancy Rate 0 - 69.9%

Weekday Evening Parking Occupancy Rate



Saturday Afternoon Parking Occupancy Rate



Legend

Downtown Revitalization District



Study Parking Lot



Roadway Segment Number



Occupancy Rate 90 - 100%



Occupancy Rate 80 - 89.9%



Occupancy Rate 70 - 79.9%



Occupancy Rate 0 - 69.9%



January 2, 2014

Pleasanton Planning Commission

Re: P13-2468

Dear Commissioners:

If one believes as Livermore does, that the downtown revitalization process is a partnership between downtown business and property owners and the City, then I'm having a hard time understanding the fairness to the other two partners in the partnership, or the long term benefits to the Downtown Revitalization Process itself, by a subjective parking rule that in real effect gives one partner (the City) the authority to pick winners and losers for the other two partners. To explain what I mean by that statement lets look at what we know and what we don't know.

We know that in a tiny confined and revitalizing downtown like ours where the majority arrive by automobile, that parking is the lifeblood of its businesses. We know because its been proven, that in such an environment those property owners who cover their property (indoor and outdoor) with an income producing business(s) while using public parking, or another partner's private parking for their parking shortages are the winners. We know that unlike the Livermore partnership our partnership has no plan that would increase downtown's existing public parking supply within acceptable walking distances to Main Street for the vast majority of Main Street customers. Therefore, we know that every public or private parking space eliminated, and every new project that does not provide its fair share of parking simply dilutes the available parking for all other business and property owners in the partnership.

And we know that soon the new owner of the Pool Hall on Main Street will be standing in council chambers asking for permission to tear the old historical building down, build it bigger, eliminate the private parking that now exists on site, cover the entire lot with an income producing business(s) and pay nothing for the privilege. What we don't know is where the makeup parking will come from.

We know, because it has also been proven, that most anyone with a pencil, paper, and the power can pretty much cherry pick their way through downtown's thousands of pages of subjective rules and recommendations and come up with darn near predetermined outcome one might choose. And we know that "on average" public servants are "no more" or "no less" creditable then the rest of us out here in the real world. What we don't know is what's to prevent "average" or "below average" leaders in the future from "misunderstanding" or worse yet "misusing the intent of yet another subjective rule."

So, knowing what we know, we know what the benefits are to these individual property owners by this new rule. But, knowing what we don't know, we don't know what the "on balance" benefits are to the rest of us in the partnership as well as to the downtown revitalization itself. Therefore, as one partner in this so-called partnership I respectfully request that this Planning Commission reject this subjective parking rule before it leads to yet another unfair and misguided solution to our failures of the past.

Robert W. Byrd
205 Neal Street
Pleasanton, CA
925-415-6850