



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** James R. Helmer

**SUBJECT:** ON-STREET VALET PARKING  
ZONES

**DATE:** 05-24-04

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Approved

Date

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Council District: Citywide

## **RECOMMENDATION**

Approval of an ordinance amending Chapters 11.51 and 11.36 of the San José Municipal Code authorizing the Director of Transportation to establish On-Street Valet Parking Zones.

## **BACKGROUND**

Over the years, several hospitality establishments, including Hotel DeAnza, Hyatt Sainte Claire, A.P. Stump's, the Grill on the Alley at the Fairmont, and P.F. Chang's China Bistro have requested, and been provided, passenger loading zones which have also been functioning as valet parking zones. Implementation of these passenger-loading zones has not had a noticeable impact on parking or traffic in their respective areas. However, several new businesses downtown have shown interest in providing valet services to their patrons. Staff proposes the establishment of an appropriate ordinance to implement the establishment of these unique zones for valet parking.

## **ANALYSIS**

Valet parking is an important business tool that has become the norm in urban areas, as customers expect these services as a convenience, especially where parking is not conveniently located, limited or unavailable. It is not uncommon to experience valet parking at private shopping centers and other high demand parking areas. Staff's research of valet operations has found similar valet zone ordinances in other municipalities such as San Diego, Pasadena, Philadelphia, Boston and Toronto, Canada.

Under the proposed ordinance, the Director of Transportation would be authorized to establish On-Street Valet Parking Zones for use by businesses as a convenience tool for their customers or at locations where sufficient or conveniently located parking is not readily available. As such, it

is proposed that businesses meet the following criteria when applying for a new On-Street Valet Parking Zone. The business and valet operators must:

- provide a traffic and operations plan;
- not negatively impact traffic flow;
- not use on-street spaces to park vehicles;
- not interfere with the passenger loading/unloading needs of nearby businesses;
- be an ancillary use to a restaurant, hotel, entertainment or retail operation;
- not have sufficient on-site space to accommodate such loading/unloading, as determined by the Director of Transportation or his authorized designee;
- have secured adequate parking in an off-street parking facility;
- be located on the same side of the public right-of-way as the sponsoring business; and
- not leave vehicles unattended in the Valet Parking Zone greater than five minutes.

The traffic and operations plan, at a minimum, shall include hours of operation, number of attendants, place of storage of vehicles, permission from the property owner where the vehicles will be stored, valet stand signage detail, operator insurance, sponsoring business, business license information and operator's contact information.

An ordinance has been prepared to amend the necessary sections of the San José Municipal Code to set general regulations, provide application standards and create distinguishable curb markings applicable to On-street Valet Parking Zones. It is proposed that On-Street Valet Parking Zone permits be charged \$300 per space per year, with an initial one-time administrative fee of \$300 per application. The proposed fees reflect cost recovery for staff, potential removal and lost revenue of parking meters, and curb markings and signage installation.

Existing businesses with valet operations will be provided with a one-year grace period to transition into the new program. During this period, Department of Transportation staff will work with each business to address their individual needs and make appropriate arrangements for conversion into the program. After the transition period, each business would be required to pay the established fees for their respective valet zone.

### **PUBLIC OUTREACH**

The proposed Ordinance establishing Valet Parking Zones has been reviewed, and is supported, by the Downtown Parking Board.

### **COORDINATION**

This memorandum has been coordinated with the City Attorney's Office, Convention, Arts and Entertainment Department, and the Redevelopment Agency.

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### **COST IMPLICATIONS**

Establishment of Valet Parking Zones is expected to be cost neutral. Fees generated from the valet program on city streets are expected to cover the costs associated with site modification, administration, signage and curb markings as necessary.

### **CEQA**

Exempt – PP04-03-076

JAMES R. HELMER  
Director of Transportation