

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: KIM NADEAU, PARKING MANAGER, FINANCE DEPARTMENT
SUBJECT: VALET PARKING AGREEMENT

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, approve a Valet Parking Agreement with Hugh Futrell Corporation, Santa Rosa, California, to valet park hotel patrons' vehicles at Garage 12.

EXECUTIVE SUMMARY

This agreement will provide for valet parking at Garage 12 (555 1st Street) for a proposed new downtown hotel. This project furthers Council Goal 1 - Create a strong, sustainable economic base, by supporting the establishment of a hotel in the downtown.

BACKGROUND

Hugh Futrell Corporation (HFC) is planning to redevelop the Empire Building, and adjacent properties, located at 19, 25 and 37 Old Courthouse Square into a boutique hotel. The hotel site, located within the Parking District, will not have on-site parking and has requested the ability to valet park patron vehicles at Garage 12.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

HFC has requested valet parking for up to 65 vehicles at Garage 12. The agreement has an initial nine-year term, that may be extended for up to four additional five-year terms, for a total of twenty-nine years by mutual agreement of the parties. HFC will utilize "stacked" parking, which allows vehicles to be parked tightly together, taking up less space than a standard parking space (10 feet by 20 feet). HFC will pay the City the reserved monthly parking permit rate, for the number of standard parking spaces that will be designated for valet parking, estimated at approximately 50 spaces.

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Garage 12 has 727 parking spaces. Under the terms of an agreement with Blue Fox Partners, dated August 17, 1999, the City is limited to selling no more than 474 monthly permits in Garage 12 through the term of the agreement, which expires on February 29, 2020. As of January 9, 2017, there are 261 permits sold, with 25 permits available to the Museum on the Square building through a parking agreement that expires on June 30, 2017, leaving 188 permits available for sale. The request from HFC for valet parking permits falls within the permits available for sale.

Garage 12 is currently under-utilized with an average peak occupancy of 33% and has the capacity to absorb valet parking, while not adversely impacting existing permit parkers or daily parkers, including movie patrons. The designated valet parking area will be on the roof of the garage, which is least used by other parkers.

FISCAL IMPACT

It is estimated that HFC will purchase fifty monthly reserved spaces to provide valet parking for up to sixty-five vehicles. The current approved reserved permit rate is \$140/month, with an estimated annual revenue of \$84,000 to the Parking Fund. The cost of the “nested” system to control valet parking will be borne by HFC.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines section 15301 (Class 1: Existing Facilities) in that it involves leasing or licensing within existing structures with negligible expansion of the existing use.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

None.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution

CONTACT

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