



One Santa Rosa Avenue Parking Agreement

City Council Meeting
November 10, 2020

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Parking Manager, Finance Department

CURRENT

- 469 monthly permits are available at Garage 12 (555 1st St.), as of October 28, 2020
- A valet parking agreement provides parking for up to 65 vehicles of patrons of Hotel E
- A parking validation agreement provides 90 minutes of free parking to patrons of the Roxy Theatre
- Parking is provided for 281 monthly permit holders and daily visitors

PROPOSED

- 5-year parking agreement with option to extend for 15 years, followed by options to extend for three 10-year terms
- \$62/month per non-reserved parking permit
- Option to purchase up to 90 non-reserved permits for residential tenants of 1 Santa Rosa Avenue, Santa Rosa

BENEFIT

- Supports City Council Goal of meeting housing needs by supporting the creation of residential development in the downtown
- Increases occupancy at an underutilized parking garage

RECOMMENDATION

It is recommended by the Finance Department and the Planning and Economic Development Department that the Council, by resolution, approve a Parking Agreement with 1SRA, LLC, for residents of One Santa Rosa Avenue, Santa Rosa, California to park vehicles at the First Street Garage/Garage 12 located at 555 First Street, Santa Rosa.

QUESTIONS?