

Memorandum

Date: July 18, 2023
 To: Bridget Metz, Steelwave
 From: Daniel Jacobson, Fehr & Peers
Subject: Infinite 101 Parking Management Plan

SF23-1281

This memorandum presents a parking management plan for the Infinite 101 project (“Project”) consistent with Chapter 20.330.004 of the City’s Zoning Code. The Project (summarized in Table 1) would include approximately 692,400 square feet of R&D space along with amenities including a 9,100 square foot conference space, an 11,000 square foot public gym, and a 7,300 square foot restaurant. The Project would provide 1,300 parking spaces for R&D uses including 185 surface parking spaces located in the northern portion of the Project site and 1,025 spaces in a parking garage at the southern edge of the site. Of these, 998 spaces would be used primarily for R&D uses (consistent with the City’s maximum allowable parking supply of 1.5 spaces per 1,000 square feet) and 302 spaces would be used for other amenity uses which lack parking maximums (see Table 1). This parking management plan documents the Project’s approach to utilizing these spaces.

Table 1: Project Summary

Land Use	Quantity (Square Footage)	Expected Peak Occupancy	City Requirement	Parking Spaces	% Occupants Served with Parking
R&D	665,000	1,700	1.5 spaces per 1,000 square feet	998	59%
Restaurant	7,300	350	1 space per 150 square feet	49	14%
Gym	11,000	220	N/A	73	33%
Conference Center	9,100	600	N/A	181	30%
Total	692,400	2,870	Total	1,300	45%



Parking Supply and Demand

The Project's amenity parking spaces would serve a restaurant, gym, and conference center. As illustrated in Table 1, parking would be provided to serve a portion of the capacity of each use:

- The restaurant would have capacity for 350 occupants; 49 parking spaces would accommodate about 14 percent of the total capacity.
- The gym would have capacity for 220 occupants; 73 parking spaces would accommodate about 33 percent of the total capacity.
- The conference center would have capacity for 600 occupants; 181 parking spaces would accommodate about 30 percent of the total capacity.

It is not necessary to provide parking to serve the full capacity of each use. Amenity uses are expected to primarily serve Project tenants, so this parking is intended only for off-site visitors (if any amenity uses are ultimately not available to the general public, the associated parking would need to be removed from the overall parking count). Some walking, bicycling, carpooling, and shuttle use is also expected for visitors to access these amenities. Moreover, not all uses would reach capacity at the same time, so there would be some sharing between spaces.

Overall, the Project's proposed amenity parking would serve less than half of the total capacity of each use, which is consistent with the intent of the Project's TDM Plan. Nonetheless, active management of these spaces is necessary to comply with the Project's maximum parking requirements for office/R&D uses, as described in the following section.

Parking Management Approach

The Project's approach to parking management should focus on two topics: limiting the use of amenity parking spaces by tenant employees and coordinating parking needs for conferences and special events.

Limit Use of Amenity Parking Spaces by Tenant Employees.

The Project should limit the use of amenity parking spaces by employees through signage, wayfinding, and active management of parking spaces. Use of amenity parking spaces by tenant employees poses two issues: it is inconsistent with the Project's TDM requirements to limit auto commuting and impedes visitor access to amenities. To avoid this, the Project should designate surface parking spaces and lower-floor garage parking to amenity uses, while identifying mid- and upper-floor garage spaces for employee use. Amenity spaces should include a time restriction for ease of enforcement by onsite security (e.g. three or four hours) with license plate registration for all-day visitors. Clear signage and wayfinding should be provided to ensure that various users understand where they're expected to park.



Coordinate Parking Needs for Conferences and Special Events

Conferences and special events that draw large groups may cause surges in parking demand that exceeds supply, particularly for larger events during workdays when the office/R&D portions of the site are being fully utilized. In order to manage parking supply and demand, the conference center spaces would be subject to the following management practices:

- **Event Planning & Scheduling:** Event sponsors shall work with the property manager to develop a parking management approach tailored to the scale and market of each event. In general, events expecting larger offsite attendance that may exceed the available parking supply would either occur during off-peak hours or require additional measures as noted below.
- **Trip Planning Assistance:** For all events, the event sponsor should work with the site's TDM coordinator to provide trip planning assistance that prominently features wayfinding instructions for transit, carpooling, active transportation, and ride-hailing access (as well as instructions for valet or offsite parking if applicable). Non-auto modes of access should be promoted to reduce overall vehicle trips to the site, especially for events targeted to employers in the nearby area.
- **Valet Parking, Remote Parking, and Parking Reservations:** Large events that may exceed available parking supply should include some combination of valet parking, remote parking, and/or parking reservations to appropriately manage supply and demand.
- **Shuttle Charters or Ride-Hailing Promotions:** Large events, especially those oriented toward specific nearby employers, may consider shuttle charters or ride-hailing credit promotions. Some events may also consider allowing guests to use the proposed Project shuttle to access BART and/or Caltrain.
- **Event Monitoring:** The property manager shall be responsible for monitoring parking demand for special events and adjust its management practices as needed, by pursuing certain strategies above more or less actively, depending on effectiveness.

By implementing these practices, the Project should be able to appropriately manage the conference center parking supply while accommodating a range of event types and sizes.