



October 20, 2017

Mayor Sam Liccardo and  
City Council Members  
City of San Jose  
200 E. Santa Clara Street, 18<sup>th</sup> Floor  
San Jose, CA 95112

**RE: October 24 Council Agenda Item No. 4.1 - Adobe Memorandum of Understanding**

Dear Mayor Liccardo and Councilmembers,

I am writing to you on behalf of Sharks Sports & Entertainment (SSE) concerning the Adobe Systems Incorporated (Adobe) Memorandum of Understanding.

We congratulate Adobe on its continued success and expansion plans in downtown San Jose, and appreciate the City's efforts to secure a shared parking opportunity for the benefit of the public, including SAP Center, as part of this new development. SSE has been a long time advocate of shared parking opportunities like this, and they are more important than ever as plans for BART, High Speed Rail and corporate expansion come to fruition in the greater downtown, resulting in dwindling surface parking options especially within 1/3 mile of the arena.

As you may recall, the City has an on-going commitment to coordinate with SSE on the review of new development proposals within the arena's sphere of influence, and the Council previously directed staff to work with developers to ensure that parking studies are performed for projects within a 1/3 mile radius of the SAP Center where the development may impact parking supply available to arena patrons.

City staff is also obligated to work with the developers on efficient operational design of the parking structures, including consideration of parking availability and convenience of ingress and egress after 6:00 PM, with the goal of ensuring that parking is readily available for use by SAP Center customers. There are many simple parking design elements that do not necessarily add cost but create much more efficient operations, including features such as dual lane ingress and egress, sufficient stair and elevator access, and limited parking on the ramps.

SSE raised many of these design concerns during the Trammell Crow office building development review and approval process, but the City elected not to share them with the developer or advocate for appropriate design features through conditions of project approval. We believe that the resulting

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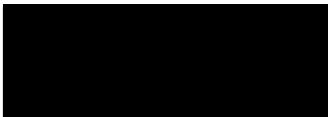
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design of the parking facility is, unfortunately, not well suited for arena customer use. We sincerely hope the City will take a different approach in this instance, particularly given that the Adobe MOU provides a clear intention for public parking.

SSE also remains focused on the need to maintain pedestrian safety and vehicular access for the arena. While we appreciate the desire for Adobe and the City to explore options to allow Adobe to create a new means of access on San Fernando Street, it is not obvious how this can be achieved based on the information available right now. Given the limited width of San Fernando Street, with one lane of traffic and a bicycle lane in each direction, SSE believes it will be very difficult to provide additional access that would function safely and efficiently, especially during the egress period following arena events.

We ask the City to consider these issues not only in the context of the Adobe expansion project MOU, but also throughout the entire project development review process. SSE, with assistance from its expert parking and traffic engineering team, remains ready and willing to provide comments and suggestions at all stages of project planning in order to help ensure that public parking and access issues are appropriately addressed.

Sincerely,

A solid black rectangular redaction box covering the signature of Jim Goddard.

Jim Goddard  
Executive Vice President  
Governmental Affairs