

An aerial photograph of downtown San Jose, California, taken at sunset. The sky is a vibrant mix of orange, red, and purple. In the foreground, a large, modern glass skyscraper (the Morgan Stanley Tower) is illuminated from within. To its right, a large, low-rise building with a blue dome roof (the San Jose Convention Center) is visible. The city is filled with various other buildings, some with lights on, and palm trees are scattered throughout the urban landscape. The text 'PARK«SJ' is overlaid in the center of the image. 'PARK' is in white, '«' is in light blue, and 'SJ' is in orange.

PARK«SJ

Promoting Parking in DTSJ

➤ Let's Make Parking Easier – Together

Parking in Downtown San Jose works best when we all pitch in. That's why we're asking you to help spread the word about [ParkSJ.org](https://parksj.org) — the City's go-to resource for parking.

ParkSJ.org Features

- **Real-time parking availability** at various ParkSJ garages
- **Interactive** parking maps
- **Information** on parking programs and policies
- **Traffic alerts, driving directions, and more**

This toolkit is designed to help you promote the ease and accessibility of downtown parking — and highlight the convenience of finding parking garages and parking spaces (including 90 minutes of free parking at many locations).

How You Can Help

- **Share ParkSJ.org** with your customers, guests, attendees and staff to make parking in Downtown San Jose simpler and more welcoming for everyone.
- **Use the ParkSJ logo** and messaging from this toolkit on your website, social media, marketing, and promotions.
- **Talk about it** — encourage staff to promote this initiative!

Together, we can make parking in Downtown San Jose simple, enjoyable, and stress-free!



➤ MESSAGING

Standard language:

There's plenty of parking downtown, most ParkSJ garages offer 90 minutes of free parking and the parking website ParkSJ.org is a great resource providing real time parking availability, maps, and more.

If one of the six ParkSJ garages is near where your business, organization, event or activation is taking place, please include the name and link to that ParkSJ garage. For example:

Park in the Market & San Pedro Square or Second & San Carlos garages. Parking is free for the first 90 minutes. More information at ParkSJ.org.

Park in the Third Street Garage. Parking is free for the first 90 minutes. More information at ParkSJ.org.

Note: The 90-minute free parking program is not available during special events and when pre-pay is in effect.

Simple messaging:

It's easy to find parking in Downtown San Jose. Go to ParkSJ.org.

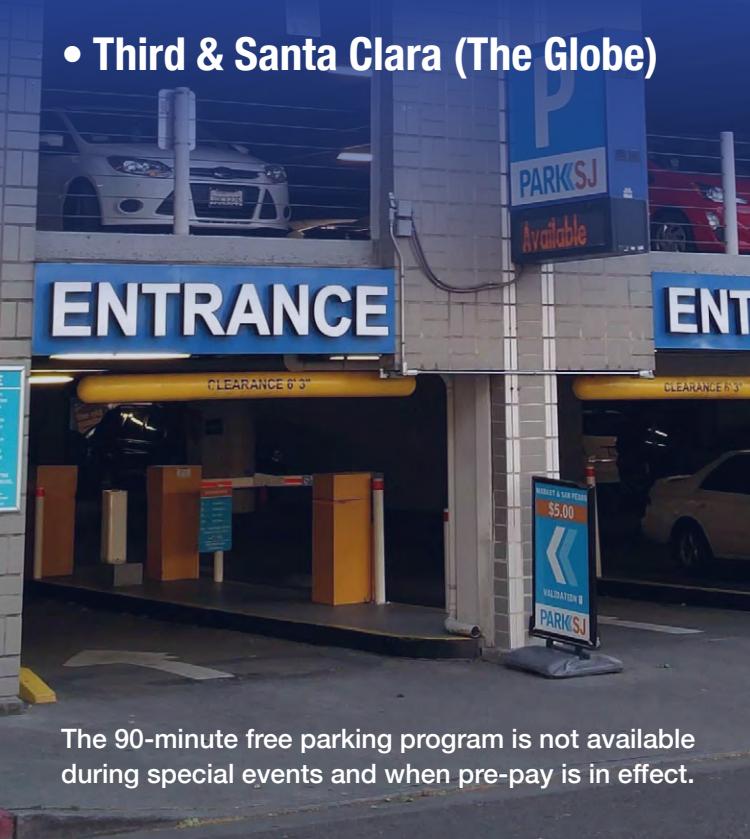
Visit ParkSJ.org for real time parking information, maps and more.

For businesses, organizations, events and activations in the SoFA District:

The First Street & I-280 lot is FREE on weekdays after 6 p.m. and all day on weekends and holidays.

Get 90 Minutes of **FREE PARKING** in these ParkSJ garages:

- Market & San Pedro Square
- Convention Center
- Third Street
- Fourth Street
- Second & San Carlos
- Third & Santa Clara (The Globe)



The 90-minute free parking program is not available during special events and when pre-pay is in effect.

› LINKS

[Parking Website \(ParkSJ.org\)](#)
[Parking Map](#)
[Parking Lots & Garages](#)
[90 Minutes Free Parking](#)
[Curbside Parking](#)

› HASHTAGS

#ParkSJ
#DTSJparking
#DTSJ
#downtownsanjose



› LOGOS

Please include one of these ParkSJ logos in your marketing, communications, social media and/or website.



[ParkSJ logo](#)



90 MINUTES FREE

[ParkSJ 90 Minutes Free logo](#)

[Download additional parking graphics](#)

If you need the logo in a different format, please email Julie Carlson at jcarlson@sjdowntown.com.

For questions or additional information, email sjda@sjdowntown.com.

EXAMPLES

Restaurant Week
July 9-19

JULY 9-19
DINE
DOWNTOWN SAN JOSE

Prix Fixe Menus
Chef Specials
Food & Drink Pairings

Get 90 minutes of free parking in 5 ParkSJ garages. ParkSJ.org

Downtown Farmers' Market

Wednesdays
9 a.m. - 1:30 p.m.

**Hammer Theatre Plaza
Paseo de San Antonio**
(Between Second & Third Streets)

**Fresh Fruits,
Fresh Vegetables & More**

Get 90 minutes of free parking in the
Second & San Carlos Street Garage,
ParkSJ.org

Now
Accepting EBT

Produced by
SAN JOSE
DOWNTOWN ASSOCIATION

In partnership with
SJSU
SAN JOSE STATE UNIVERSITY

**Shop Small
Downtown**
Nov. 28 - Dec. 24

**Spend \$150
Get a \$50 gift card**

Make this season unforgettable
as you shop, dine and explore
in Downtown San Jose.

Scan the QR code or visit
sjdowntown.com/shopdtsj for details.

Produced by the San Jose Downtown Association in partnership with the City of San Jose and Team San Jose.

PARKSJ
90 minutes of free parking
in 5 ParkSJ City garages
Visit ParkSJ.org

**SAN JOSE JAZZ
SUMMER
FEST 2024**
AUG 9-11

PARKSJ
FOR INFO, MAPS & MORE:
PARKSJ.ORG

**SCAN FOR
TICKETS**

SEASON EXTENDED

**Skate
Under
the Palms**
DOWNTOWN ICE

OPEN DAILY THROUGH
SUNDAY, FEBRUARY 8, 2026
SPONSORED BY PG&E

Park in these ParkSJ Garages:
Market & San Pedro Square
Second & San Carlos
Third Street
Fourth Street
Third & Santa Clara (The Globe)
ParkSJ.org

PARKSJ
90 MINUTES FREE
ParkSJ.org

Located at 21 & 23 Post Street, San José, CA • Free Admission

Saturday
June 20
2026

**PRISMATIC
MARKET**

Presented by
SAN JOSE
DOWNTOWN ASSOCIATION

In collaboration with
SI
MOMENT
at the historic
City of San Jose

Mini Retail Market • Cafe Pop-Up • Live DJ • Photo Booth
Trinket Trade • Toploader • Photo Booth • Bracelet Making Station • Coloring Station
DIY Cliché Heycap Heychain Station • Queen Affirming Gangs & Trims • Pageboy Salon
Free Thrift • Ask a Stylist • SJ Clothing Swap

EVENT INFO
sjdowntown.com

90 minutes FREE PARKING
at Market / San Pedro Square Garage • ParkSJ.org

**TECH
NITE**
21+
REWIND

THROW IT BACK
FULL MUSEUM | DRINKS
DJ SETS | DIY WORKSHOPS

Thursday, July 24

MUSIC BY
INGRAMI LOCAL COLOR PARKSJ

**STARLIGHT
SATURDAYS**
presented by UA Local Union 393

Free Live Comedy • Outdoor Movies
St. James Park

Featuring
July 18 **SHE'S THE MAN**
Aug 1 **HAPPY GILMORE**
Aug 15 **BRING IT ON**
6 - 10:30pm
sjdowntown.com/starlight

Food Trucks • Beer Garden • Trivia • And More
Park in the Market & San Pedro or Third Street garages
and get 90 minutes of free parking. ParkSJ.org