

A. LOUIS ZUNGUZE
DIRECTOR

BRENT B. WILDE
DEPUTY DIRECTOR

SALT LAKE CITY CORPORATION

DEPT. OF COMMUNITY DEVELOPMENT
OFFICE OF THE DIRECTOR

ROSS C. "ROCKY" ANDERSON
MAYOR

CITY COUNCIL TRANSMITTAL



TO: Lyn Creswell, Chief Administrative Officer **DATE:** October 10, 2007

FROM: Louis Zunguze, Community Development Director

RE: Request to waive parking meter fees from Thanksgiving Day, November 22, 2007, to Tuesday, January 1, 2008, inclusive, to allow two-hour free parking as a means of encouraging additional visitors in the Downtown area during the holiday season

STAFF CONTACT: Tim Harpst, Transportation Director, at 535-6630 or tim.harpst@slcgov.com

DOCUMENT TYPE: Ordinance

BUDGET IMPACT: None

DISCUSSION:

Issue Origin: City Council approved waiving meter fees and bagging all parking meters during the majority of the holiday season in 2003 and all of the traditional holiday shopping season (Thanksgiving through New Year's) in 2004, 2005, and 2006. Consistent with that previous action, this request is for a similar waiver to be granted by City Council from Thanksgiving Day, November 22, 2007, to New Years Day, Tuesday, January 1, 2008, inclusive.

Analysis: This incentive to shop and enjoy Downtown during the holiday season has been well received by retailers, the Downtown Alliance, the Downtown Retail Merchants Association, Chamber of Commerce, and the public. The current fiscal year budget anticipated that this incentive would be approved this year. The parking meter and parking citation revenue estimates in the City's budget take into account the reduction that will occur while the meters are bagged. The current fiscal year budget reflects a reduction in meter coin revenue and citation revenue based on the past four years' experience of providing this free parking during the holidays. The reduction in revenue, although highly dependent on weather and shopping conditions, is anticipated to be approximately \$100,000 in meter coin revenue and \$50,000 in fine revenue.

There are sufficient green bags previously purchased by the Downtown Alliance to use again this year. The bags will display a 2-hour free parking time limit on the street side and a gold-colored

“Lights On” logo on the sidewalk side. The Downtown Alliance will cover the cost of gold bows.

The recommended dates for free parking include the traditional holiday shopping season beginning Thanksgiving Day, Thursday, November 22, 2007, through and including New Year’s Day, Tuesday, January 1, 2008. Thanksgiving Day, New Year’s Day, and weekends are normally free parking days.

To implement this proposal, City Council will need to adopt an ordinance waiving the meter fees for the designated period. This action is requested now in order to provide sufficient time to acquire the bows and provide merchants and the Downtown Alliance sufficient time to prepare advertisements of the program.

PUBLIC PROCESS:

The Downtown Alliance, Downtown Retail Merchants Association and the Salt Lake Chamber of Commerce have provided the accompanying letters of support, Attachment A, for this program and intend to advertise it as part of their holiday advertising campaign.

RELEVANT ORDINANCE:

Ordinance 12.56.170 *Parking Meters – Rates* will need to be modified to waive the meter fees during the specified period. The appropriate wording is shown in Paragraph B of the accompanying draft ordinance, Attachment B, for Council’s review.

Attachment A: Letters of Support



SALT LAKE CITY
Downtown Alliance
an affiliate of the Salt Lake Chamber
ADVOCACY
ECONOMIC DEVELOPMENT
MARKETING AND EVENTS

175 EAST 400 SOUTH, SUITE 600
SALT LAKE CITY, UTAH 84111
T: 801 359 5118
F: 801 328 5098
www.downtownslc.com

October 1, 2007

Mr. Van Blair Turner
Chairman
Salt Lake City Council
451 South State Street
Salt Lake City, UT 84111

Dear Councilman Turner;

The Downtown Alliance would like to thank the Salt Lake City Corporation for providing free on-street parking during past holiday seasons and respectfully request that the Salt Lake City Council continue the practice this holiday season.

This practice and protocol of allowing customers, shoppers and visitors to downtown to park free for two hours at city meters is a great boon to keeping downtown Salt Lake City a lively and active shopping district.

The free holiday parking is an important public relations tool in our holiday season marketing. We are planning to feature this in our holiday advertising campaign with the Newspaper Agency Corporation this November.

We have received excellent feedback from downtown merchants who benefit from this practice and I know that they and their customers very much appreciate this gesture by Salt Lake City to keep downtown vibrant.

Thank you again for your support of this important program.

Cordially,

Bob Farrington
Executive Director
The Downtown Alliance

Cc Salt Lake City Council
Mayor Rocky Anderson
Downtown Alliance Board of Trustees
Tim Harpst, Salt Lake Transportation Department





Mr. Van Blair Turner
Chairman
Salt Lake City Council
451 South State Street
Salt Lake City, Utah 84111

September 27, 2007

Dear Councilman Turner,

We recently held our monthly meeting of the Downtown Merchants Association and discussed the possibility of reprogramming the monies used for the meter bagging program into another program that might better leverage those monies for the coming years, given the unusual amount of existing construction. We concluded that the existing program was working well, and should continue, if possible.

Parking is one of the most complicated and high-profile issues facing downtown merchants. The city's ongoing program to provide free on-street parking during the holiday season has been helpful in the battle to improve perceptions about parking issues in the city. The holiday parking program has proven a great public relations tool, and has helped keep downtown a lively shopping district.

The downtown merchants appreciate the accessibility that the parking provides for their customers. Shoppers continue to comment on the convenience of having free parking available to them.

On behalf of our members, I would like to thank you, and the entire City Council, for your continued support of this program, and the many other programs that have such a positive impact on downtown Salt Lake.

Sincerely yours,

A handwritten signature in black ink, appearing to read "V. Priskos".

Vasillios Priskos
President, Downtown Merchants Association



**Salt Lake
Chamber**
Utah's Business Leader™

175 East 400 South, Suite 600
Salt Lake City, Utah 84111
801.364.3631 • Fax 801.328.5098
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September 26, 2007

Mr. Van Blair Turner
Chairman
Salt Lake City Council
451 South State Street
Salt Lake City, Utah 84111

Dear Councilman Turner,

I am writing to you to express our support of the downtown holiday meter-bagging program. The Salt Lake Chamber has supported this program in past years and is convinced that it has been instrumental in bringing people downtown for holiday shopping and cultural events.

Parking cost and availability is known to be a big concern for many people as they venture in from the suburbs at such a busy time of year. We feel that the meter-bagging program is a great way to entice these shoppers to spend their time and money at our downtown businesses.

Thank you for your support of the Salt Lake Chamber and for all the Council is doing to create and maintain a thriving business community in our Capital city.

Sincerely,

Lane Beattie
President & CEO

**Attachment B:
Proposed Ordinance**

SALT LAKE CITY ORDINANCE
No. _____ of 2007
(Waiving parking meter fees for holidays)

AN ORDINANCE AMENDING SECTION 12.56.170, *SALT LAKE CITY CODE*,
RELATING TO PARKING METER RATES.

Be it ordained by the City Council of Salt Lake City, Utah:

SECTION 1. That Section 12.56.170, *Salt Lake City Code*, pertaining to parking meter rates be, and the same hereby is, amended to read as follows:

12.56.170 Parking Meters-Rates:

A. Parking meter rates shall not exceed twenty five cents (\$0.25) per fifteen (15) minutes of parking within any parking meter zone. A parking meter token may be used in parking meters installed by the city at a rate not to exceed one hour of parking per token. Parking meter tokens shall not be used as legal tender to satisfy any debt to the city and shall only be used in connection with a downtown parking and transit token program.

B. The foregoing notwithstanding, all parking meter charges shall be waived during the period of November 22, 2007, through January 1, 2008. However, during said period, no person shall park or permit any vehicle to remain parked in any parking meter space adjacent to a meter for a continuous period longer than two (2) hours.

SECTION 2. This ordinance shall take effect on the date of its first publication.

Passed by the City Council of Salt Lake City, Utah this _____ day of _____,
2007.

CHAIRPERSON

ATTEST:

CHIEF DEPUTY CITY RECORDER

Transmitted to Mayor on _____.

Mayor's Action: _____ Approved. _____ Vetoed.

MAYOR

ATTEST:

CHIEF DEPUTY CITY RECORDER

(SEAL)

Bill No. _____ of 2007.

Published: _____.

HB_ATTYY-#2016-v1-amending_12_56_170_parking_meter_holiday_rates

APPROVED AS TO FORM
Salt Lake City Attorney's Office

Date 10/2/07
By [Signature]

SALT LAKE CITY ORDINANCE
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B. The foregoing notwithstanding, all parking meter charges shall be waived during the period of November ~~23~~22, 2007~~6~~, through January 1, 2007~~8~~. However, during said period, no person shall park or permit any vehicle to remain parked in any parking meter space adjacent to a meter for a continuous period longer than two (2) hours.

SECTION 2. This ordinance shall take effect on the date of its first publication.

Passed by the City Council of Salt Lake City, Utah this _____ day of _____,

20067.

CHAIRPERSON

ATTEST:

CHIEF DEPUTY CITY RECORDER

Transmitted to Mayor on _____.

Mayor's Action: _____ Approved. _____ Vetoed.

MAYOR

ATTEST:

CHIEF DEPUTY CITY RECORDER

(SEAL)

Bill No. _____ of 20067.

Published: _____.

HB_ATTY-#2016-v1-amending_12_56_170_parking_meter_holiday_rates
1:Ordinance 00Amending 12.56.170 re-waiving parking meter fees for holidays 9-29-06 draft