

SALT LAKE CITY CORPORATION

FRANK B. GRAY
DIRECTOR

DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT
OFFICE OF THE DIRECTOR

RALPH BECKER
MAYOR

MARY DE LA MARE-SCHAEFER
DEPUTY DIRECTOR

ROBERT FARRINGTON, JR.
DEPUTY DIRECTOR

CITY COUNCIL TRANSMITTAL



A handwritten signature in black ink, appearing to be "D. Everitt", written over a horizontal line.

David Everitt, Chief of Staff

Date Received: _____

Date Sent to City Council: 09/29/2009

TO: Salt Lake City Council
Carlton Christensen, Chair

DATE: September 21, 2009

FROM: Frank Gray, Community & Economic
Development Department Director

A handwritten signature in black ink, appearing to be "Frank Gray", written over a horizontal line.

RE: Request to waive parking meter fees from Thanksgiving Day, November 26, 2009, to Sunday, January 3, 2010, 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 801-535-6630 or tim.harpst@slcgov.com

RECOMMENDATION: That the City Council approve the accompanying ordinance change waiving the meter fees during the specified period

DOCUMENT TYPE: Ordinance

BUDGET IMPACT: None – The current city budget was adopted anticipating a reduction in meter coin and fine revenue associated with this request.

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 the years since then. Consistent with that previous action, this request is for a similar waiver to be granted by City Council from Thanksgiving Day, November 26, 2009, to Sunday, January 1, 2010, 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 and reflects a reduction in meter coin and citation revenue based on the previous years' experience of providing this free parking during the holidays. The reduction in revenue, although highly dependent on weather and shopping conditions, particularly considering the heightened level of Downtown construction, is anticipated to be approximately \$100,000 in meter coin revenue and \$50,000 in fine revenue.

The bags will display a 2-hour free parking time limit which is what has been successfully used in prior years. The Downtown Alliance covers the cost of the bags and bows.

The recommended dates for free parking include the traditional holiday shopping season beginning Thanksgiving Day, Thursday, November 26, 2009, through Sunday, January 3, 2010. 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 materials and provide merchants and the Downtown Alliance sufficient time to prepare advertisements of the program.

Master Plan Considerations: None are specifically applicable, but this request is a key element in the effort to keep Downtown active and "open for business" during this time of major reconstruction.

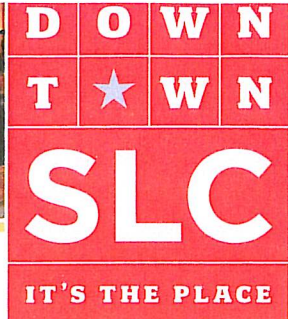
PUBLIC PROCESS:

The Downtown Alliance Board of Trustees has provided the accompanying letter and resolution of support, Attachment A, for this program. Also included in Attachment A is the endorsement of the Downtown Retail Merchants Association. Both organizations intend to advertise it as part of their holiday advertising campaigns.

RELEVANT ORDINANCES:

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.

Attachment A:
Letters of Support



RECEIVED

SEP 16 2009

TRANSPORTATION DIVISION

September 14, 2009

Carlton Christensen, Chair
Salt Lake City Council
451 South State Street
Salt Lake City, UT 84111

Dear Councilman Christensen;

The Downtown Alliance Board of Trustees met on September 14, 2009 and adopted a resolution to support two-hour free holiday parking. I have enclosed the resolution for your consideration.

The Downtown Alliance Board of Trustees, on behalf of the over 2,500 business and property owners which we represent, would like to thank the City Council for their continued efforts to promote the downtown by supporting the two-hour free holiday parking. With your support, we will continue to make downtown Salt Lake City the premier destination for arts, culture, entertainment, shopping and business in the region.

Sincerely,

Vasilios Priskos, Chair
Board of Trustees
Downtown Alliance

cc: Tim Harpst

Enclosure



RESOLUTION SUPPORTING TWO-HOUR FREE HOLIDAY PARKING

September 14, 2009

WHEREAS, the merchants in the Central Business Improvement District see an increase in retail activity during the holiday season, and

WHEREAS, Downtown Salt Lake City welcomes many visitors during the holiday season to shop, dine and enjoy holiday activities, and;

WHEREAS, the Downtown Alliance mission is, in part, to promote the Central Business Improvement District as a destination location for shopping and entertainment, and;

WHEREAS, it has become a holiday tradition and a gesture of good will to offer two-hour free parking, and;

WHEREAS, the Downtown Merchants Association supports two-hour free holiday parking, and;

WHEREAS, the Downtown Parking and Transportation Committee has made recommendations in favor of supporting two-hour free holiday parking beginning on November 17, 2009 and ending on January 1, 2010

BE IT THEREFORE RESOLVED, that the Downtown Alliance Board of Trustees formally supports two-hour free holiday parking and requests that the Salt Lake City Council approves an ordinance to establish two-hour free holiday parking.

Passed and adopted this 14th day of September, 2009 by the Downtown Alliance Board of Trustees

A handwritten signature in black ink, appearing to read 'U-P'.

Vasilios Priskos, Chair

A handwritten signature in black ink, appearing to read 'Kane Beattie'.

Kane Beattie, President and CEO-Salt Lake Chamber/Downtown Alliance



RECEIVED

SEP 15 2009

TRANSPORTATION
DIVISION

September 11, 2009

Timothy Harpst
Transportation Director
Salt Lake City Transportation Division
349 South 200 East, Suite 450
Salt Lake City, UT 84111

Dear Mr. Harpst,

The Downtown Merchants Association would like to applaud Salt Lake City's past support to market downtown during the holidays by offering free parking. The free parking campaign encourages consumers to visit the capitol city and enjoy dining, entertainment and shopping.

This is a challenging time for small businesses in downtown and competition for business is fierce; we compete against easily accessible suburban businesses, warehouse and discount stores, fast food establishments, extreme couponing and overall lower foot traffic.

Salt Lake's free parking promotion offers all businesses and event venues customers' added value, high on the list of consumers these days. This type of support is greatly appreciated; we continue to receive positive feedback from customers regarding free parking during the holidays.

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,

A handwritten signature in black ink, appearing to read 'Amy Coady', written in a cursive style.

Amy Coady
President, Downtown Merchants Association

Attachment B:
Proposed Ordinance

SALT LAKE CITY ORDINANCE
No. _____ of 2009
(Waiving parking meter charges for holidays)

An ordinance amending Section 12.56.170, *Salt Lake City Code*, relating to parking meter rates, to waive parking meter charges during the holiday season.

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 26, 2009, through January 3, 2010. 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 _____,
2009.

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 2009.

Published: _____.

HB_ATTU-#9820-v1-amending_12_56_170_waiving_parking_meter_charges_for_holidays_2009.DOC

APPROVED AS TO FORM
Salt Lake City Attorney's Office
Date 9/4/09
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 ~~27~~²⁶, 200~~9~~⁸, through January ~~4~~³, 20~~10~~⁰⁹. 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.

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2009.

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 2009.

Published: _____.

HB_ATTU-#9820-v1-amending_12_56_170_waiving_parking_meter_charges_for_holidays_2009.DOC