

ITEM # 16a-c
DATE 9/23/08

COUNCIL ACTION FORM

SUBJECT: MAIN STREET CULTURAL DISTRICT HOLIDAY ACTIVITY REQUESTS

BACKGROUND:

The Main Street Cultural District (MSCD) is requesting suspension of parking regulations to coincide with its holiday hours as well as the use of power to be donated from the Electric Services Department for the lighting on street poles, along the buildings on Main Street, on Burnett Avenue, and in Tom Evans Plaza. This year, they are adding a lighted stationary parade to the list of activities and request the closure of Burnett Avenue, from Main Street to 5th Street, from 3:30 – 7:00 p.m. on November 21 to facilitate that event.

Specifically, the MSCD requests suspension of parking enforcement for the Central Business District on weekdays from 5:00 p.m. – 6:00 p.m. between November 24 and December 31, 2008. The District also requests suspension of parking enforcement for the Central Business District all day on Friday, November 21, and on Saturdays, beginning November 22 and continuing through December 27, 2008.

The MSCD further requests that lighted decorations be placed on street poles and that Electric Services donate the energy so that the District may use these lights, the lighting outlining the buildings along Main Street, and on trees in Tom Evans Plaza from November 21 through December 31, 2008, and for the stationary parade on November 21.

These requests are consistent with the City's Land Use Policy goal "to enhance the role of Downtown as a community focal point." However, it should be noted that lost parking revenues to the City would equate to \$8,900 (7 days at \$900/day and 26 days at \$100/day).

ALTERNATIVES:

1. The City Council can approve the following:
 - a. Suspension of parking enforcement on weekdays from 5:00 p.m. to 6:00 p.m., all day on Friday, November 21, and on Saturdays from November 24 through December 31, 2008
 - b. Waiver of the cost of electricity to light street poles along buildings on Main Street, in Tom Evans Plaza, and on Burnett Avenue, from November 21 through December 31, 2008
 - c. Closure of Burnett Avenue, from Main Street to 5th Street, from 3:30 – 7:00 p.m. on November 21, 2008, to facilitate a stationary parade
2. The City Council can deny the requests.

CITY MANAGER'S RECOMMENDED ACTION:

It is the recommendation of the City Manager that the City Council adopt Alternative #1. This action will approve closure of a portion of Burnett Avenue for the stationary parade; suspension

of parking enforcement on weekdays from 5:00 p.m. to 6:00 p.m., all day on Friday, November 21, and on Saturdays from November 21 through December 27, 2008; and, the usage of and a waiver of the cost of electricity for street poles along buildings on Main Street, in Tom Evans Plaza, and on Burnett Avenue, from November 21 through December 31, 2008.