

ITEM # 1
DATE: 07-20-10

COUNCIL ACTION FORM

SUBJECT: TRIBUNE REQUEST FOR PARKING METER WAIVER

BACKGROUND:

On July 9, 2010, staff received the attached communication from The Tribune requesting waiver of parking enforcement and meter fees for a customer appreciation event from 11 AM to 2 PM on July 23, 2010. The requested waiver area is 5th Street from Clark to Kellogg.

As is the normal practice for the staff, the Main Street Cultural District (MSCD) was consulted regarding this request, as well as the business directly to the west of The Tribune (Triplett Realty). Triplett Realty did not express a concern over waiving enforcement for this three hour period, as it has other parking available. Attached is a letter from the MSCD requesting that free parking not be granted in this instance. Currently, free parking is granted primarily for MSCD sponsored events, which involve a large number of downtown businesses. The District is unsure of the impact of granting this requested waiver; since a number of businesses have annual customer appreciation events, and multiple waivers may become unworkable. It should be remembered that, while the meters serve to raise revenue for maintaining and cleaning the parking spaces, they also serve to reinforce the need for turnover.

In analyzing this request, it should be noted that waiving enforcement does not reserve the spots for those attending the Tribune's event, nor does it prevent anyone from parking in the spaces for three hours.

Should the Council grant the entire request, lost revenue to the Parking Fund would be less than \$40. Should the Council grant waiver of the area of 5th Street between Burnett and Kellogg on the north side **only**, lost revenue would be approximately \$12. Therefore, the lost revenue is insignificant in this instance. It appears that the precedent that may be set in granting this request is of concern to the MSCD.

ALTERNATIVES:

1. The City Council can approve the request as submitted by the Tribune, and waive

3. The City Council can allow The Tribune to “reserve” spaces by paying in advance for 3 hours on each meter desired to be reserved on 5th Street, from Burnett to Kellogg. This will allow The tribune to place signs on the meters indicating that they are reserved for Tribune customers. The Council would then waive enforcement for that area during that block of time.

MANAGER’S RECOMMENDED ACTION:

In reviewing this request, City staff attempted to meet the needs of the Tribune for event parking for its customers. However, staff understands the concern by the MSCD for setting a precedent for waiving parking fees and enforcement in large areas for an event held by one single business. Initially, it was thought that meter hoods could be used for this event, but as there is a \$20 deposit for each hood, and the City has a limited number of hoods, this does not seem to be a practical solution. Meter hoods are intended for a longer-term reservation of a limited number of parking spaces.

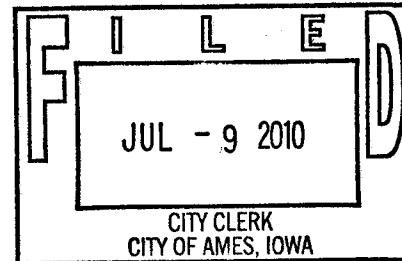
Based on the input for the MSCD, it is the recommendation of the City Manager that the City Council adopt **Alternative No. 3**, thereby allowing the Tribune to work with City staff to reserve a number of spaces for its event on July 23, 2010. The cost to The Tribune will be calculated at \$.25 per hour for each meter reserved.

PKTS. 7-09-10

THE TRIBUNE

THE PULITZER PRIZE WINNING DAILY NEWSPAPER SERVING MID IOWA

CIRCULATION DEPARTMENT



Ames City Council
Ames IA
July 9, 2010

RE: Parking waver

The Tribune on Friday, July 23, 2010, is having a free grill out for merchants from throughout Ames, city residents and others.

The grill out will be at our building, 317 5th St from 11 AM-2PM.

We would like to request that the parking meters being waived from 5th St and Kellogg Ave to 5th and Clark Ave. from 11 AM to 2 PM on July 23, 2010..

Thank you for your consideration of this request.


Daniel Cronin
Iowa Newspapers Inc

Main Street
CULTURAL DISTRICT
■ ■ ■ ■ Ames, Iowa ■ ■ ■ ■

July 15, 2010

Mayor and City Council
City of Ames
515 Clark Ave
Ames, IA 50010

Mayor Campbell and City Council,

The Main Street Cultural District (MSCD) is pleased with the number and quality of events taking place in downtown Ames this summer. Events and promotions are an important aspect to the vitality of our downtown and the community. We have recently been contacted about an event that the Ames Tribune is planning for Friday, July 23. MSCD supports the Ames Tribune hosting this event downtown.

Currently free parking has been granted for MSCD sponsored events such as Sidewalk Sales and ArtWalk which involve a large number of downtown businesses. We are unsure of the impact of granting this waiver for one individual businesses event. To avoid setting a precedent we would prefer to have the spaces paid for and then hooded.

We have spoken with Daniel Cronin and he is aware of our concerns.

Thank you for your consideration and your continued support of the Main Street Cultural District.

Sincerely,

Angela Moore
Director
Main Street Cultural District

Cc: Jeff Benson