

**COUNCIL ACTION FORM**

**SUBJECT: MAIN STREET CULTURAL DISTRICT PARKING REQUEST FOR MAIN STREET IOWA WORKSHOP**

**BACKGROUND:**

Main Street Cultural District (MSCD) plans to host a Main Street Iowa quarterly workshop at City Hall on March 26 and 27. Approximately 70 people are expected to attend from communities across the state. To facilitate this event, MSCD has requested a waiver of parking regulations for Central Business District (CBD) parking lots X, Y and Z south of Main Street. Regulations in these lots normally limit parking time lengths to two or four hours.

Workshop attendees would be issued a parking pass by MSCD that would allow them to park in the lot on March 26 from 7:00 a.m. to 9:00 p.m. and on March 27 from 7:00 a.m. to 4:30 p.m. MSCD would create and issue the parking passes.

CBD Lots X, Y, and Z have approximately 260 unreserved spaces. MSCD anticipates some of the 70 workshop attendees to carpool, thereby reducing the number of parking spaces that will be occupied by attendees. It should be noted that since these lots are not metered, there would be no loss of meter revenue to the Parking Fund for this request. Reserved spaces would not be affected.

**ALTERNATIVES:**

1. Approve the request to suspend parking regulations for CBD Lots X, Y and Z to allow vehicles displaying a MSCD parking pass to park from 7:00 a.m. to 9:00 p.m. on March 26 and from 7:00 a.m. to 4:30 p.m. on March 27.
2. Deny the request.

**MANAGER'S RECOMMENDED ACTION:**

This event is an opportunity to showcase the Main Street Cultural District to other Main Street Iowa communities. This will also provide an educational benefit for the community of Ames. There is no anticipated loss of meter revenue for this request. However, the City Council should be aware that because this event is displacing regular downtown patron parking, the City Council may receive complaints from patrons if the lot becomes full.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative #1, thereby approving the request to suspend parking regulations for CBD Lots X, Y and Z to allow vehicles displaying a MSCD parking pass to park from 7:00 a.m. to 9:00 p.m. on March 26 and from 7:00 a.m. to 4:30 p.m. on March 27.



February 27, 2014

Mayor Campbell and City Council

City of Ames

515 Clark Ave

Ames, IA 50010

Dear Mayor Campbell and City Council,

Main Street Cultural District (MSCD) will be hosting a Main Street Iowa quarterly workshop featuring Roger Brooks as the guest speaker on March 26 and 27. We would like to request suspension of parking regulations throughout the 2 & 4 hour parking lot south of Main Street for all cars with a parking pass on the rearview mirror Wednesday, March 26 from 7am- 9pm and Thursday, March 27 from 7am-4:30pm. MSCD will be responsible for making and printing parking passes as well as distributing them to all patrons coming for this event. This would allow us to provide free parking access to our guests that will provide easy access to all events of this two day workshop.

Thank you for your consideration and your continued support of the Main Street Cultural District. We hope you will be able to join us for part of Roger's presentation on March 26.

Sincerely,

Emily Miller

Event Coordinator

Main Street Cultural District

Cc: Jeff Benson

**312 Main Street, Ste 201, Ames, IA 50010 515.233.3472 [AmesDowntown.org](http://AmesDowntown.org)**