

COUNCIL ACTION FORM

SUBJECT: DOWNTOWN PARKING PERMITS FOR CHAMBER INDOOR EVENTS

BACKGROUND:

On June 23, 2021, the City received two requests to create additional parking permits in the Downtown area. The City Council referred both requests to staff. They are:

- Dan Culhane, President & CEO of the Ames Chamber, requested that an event parking permit (used only in the CBD lots) be created. The single-use event permits would support a recently renovated event space in the 304 Main Street (Chamber) building of approximately 5,000 square feet, which can hold up to 60 people each day.
- Kim Frey, Executive Director of Ames Main Street, requested that an overnight residential parking permit be created that could be used in any Downtown parking space except those on Main Street. This new permit would help support the ongoing investment in Downtown for residential and mixed-use developments.

This report will address the first request pertaining to the event parking permit. The overnight residential parking permit concept will be presented to the City Council at a later date.

DOWNTOWN CHAMBER INDOOR EVENT PARKING PERMIT:

The concept for an event parking permit involves issuing single-use daily permits, valid only in the time-limited free parking stalls within the CBD lots (X, Y & Z) behind the businesses south of Main Street. The permits would exempt the user from the time limitations so events in the Chamber's building at 304 Main Street lasting more than four hours could be attended without moving the vehicle.

City staff could print out blocks of 100 single-use permits at a time that would be presold to the Chamber. Chamber staff then would administer the permits, marking them with the single date that the permit is valid.

If this concept were to proceed, staff recommends that each single-use daily permit be priced based on Main Street's hourly meter rate. Currently, that rate is \$0.50/hr. Therefore, over the nine metered hours of the day, the daily cost would be \$4.50/permit.

City staff believes this program would not significantly increase the administrative burden on City staff. The cost to print permits is minimal, and enforcement can be easily incorporated into the City's parking enforcement program.

ALTERNATIVES:

1. Direct staff to implement a new Downtown Chamber Event Parking permit as outlined in this report.
2. Do not proceed with developing a new program, and maintain existing regulations.

CITY MANAGER'S RECOMMENDED ACTION:

This proposal appears to benefit the users of the Chamber's new indoor event space while having a relatively low impact on the City's administration of the parking system. The new permit will also provide additional revenue that will enhance the financial sustainability of the parking system.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as noted above.