




HISTORIC
FRANKLIN
TENNESSEE

ITEM #15
WRKS
07/23/13

MEMORANDUM

July 14, 2013

To: Board of Mayor and Alderman

From: Eric Stuckey, City Administrator 
Vernon Gerth, ACA-Community & Economic Development

Subject: Downtown Franklin Association - Main Street Valet Parking Pilot Program and Agreement

Purpose

The purpose of this memorandum is to introduce a request from the Downtown Franklin Association and the new Gray's on Main Restaurant to offer valet parking on Main Street and, for staff to receive direction on whether to proceed with a drafting a valet parking agreement that authorizes this service within the public right-of-way.

Background

The Downtown Franklin Association (DFA) has considered a request by Gray's on Main for occupying three to four Main Street public parking spaces for valet parking on Friday and Saturday evenings. In evaluating the request, DFA Director Nancy Williams solicited input from the DFA's parking committee, the adjacent neighboring businesses, DFA executive committee, and its general membership. As a result of these meetings the following recommendations/requests resulted:

- The recommended time of the valet service would be limited to Friday and Saturday evenings from 6 to 10 p.m.
- Four (4) on-street parking spaces from the landscaping bed at the Public Square south to the spaces immediately in front of Gray's on Main should be reserved for valet parking. The four (4) spaces should be adequate to allow for vehicles to stack and not hinder traffic traveling on Main Street.
- The DFA requests consideration of the BOMA and City's Street Department to manufacture and install signage to delineate the four (4) on-street parking spaces that inform citizens the spaces are reserved from 6 to 10 p.m. every Friday and Saturday. The DFA has offered to pay for the cost of signs, if necessary.
- According to Nancy Williams, Gray's on Main will pay for the valet service with patrons of Gray's on Main using the service for free. The valet service will also be available to the general public for minimal fee of \$3. Money collected from the general public will go to Gray's on Main to offset their costs for providing the service.
- Staff recommends the valet parking service be provided by the DFA in lieu of a single business. Essentially becoming a public service and amenity. The DFA is willing to explore having its own non-profit association contract with valet parking vendor Parking Management to provide the service for all of downtown, allowing any business to validate their customers' parking.
- Parking Management would be insured and would make the City of Franklin and DFA additional insured's. Insurance requirements would be outlined within any agreement.



- Gray's on Main and the valet parking service will seek off-street parking spaces to place vehicles. The DFA is requesting the Board of Mayor and Alderman consider allowing valet parked cars to use the upper floors of the public parking garages. The valet service has the potential to remove a lot of cars from Main Street and relieve congestion caused by people hunting for "that great parking spot" and circling the block.

Staff and merchants recognize valet services accommodate restaurant growth in our historic downtown for the patrons who visit restaurants and frequent other businesses. Without valet services visitors unfamiliar with our downtown will be driving around searching for spaces and as our downtown grows in popularity congestion will follow.

With support from the aldermen, staff recommends drafting an agreement with the DFA that includes:

- Protects citizens in the public right-of-way
- Ensures traffic safety
- Allows emergency services proper navigation room
- Provides standards and clear guidelines for operating valet services

Financial Impact:

Metropolitan areas, such as Nashville, charge an annual fee to process agreements, monitor the various services, and recoup parking revenue when metered spaces are used. It is not recommended, at this time, to include an annual fee since the proposed service would be limited to only Friday and Saturday evenings and staff involvement would be minimal once an agreement is drafted.

Recommendation:

Staff recommends proceeding with drafting of a valet parking agreement for future consideration by the Board of Mayor and Aldermen, and to allow a pilot program in the interim, provided certificates of insurance are in place naming the City of Franklin as an additional insured.