



HISTORIC
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09-23-14

ITEM #11
WRKS

MEMORANDUM

September 14, 2014

To: Board of Mayor and Alderman

From: Eric Stuckey, City Administrator *Eric*
Vernon Gerth, ACA-Community & Economic Development
Monique McCullough, Public Outreach Specialist

Subject: Consideration of creating a Special Event Valet Parking Program

Purpose

The purpose of this memorandum is to initiate discussion and request direction from the Board of Mayor and Aldermen (BOMA) regarding the creation of a Special Event Valet Parking Program.

Background

Several months ago, representatives from the Downtown Franklin Association (DFA) appeared before the Board of Mayor and Aldermen requesting consideration of allowing valet parking in our historic downtown. At that time, BOMA was reluctant to allow businesses to utilize existing on-street, public parking spaces for valet parking. Recently, two downtown businesses who were holding special events requested permission to use on-street parking spaces and the public parking structures for valet parking.

Valet parking benefits businesses and their patrons by alleviating perceived parking deficiencies, enhancing customer service, and encouraging maximum use of less accessible parking spaces (for example the upper floors of the parking garages). However, unregulated valet parking can cause traffic flow stoppages, unanticipated traffic movements, parking violations, and unauthorized use of public and private property.

The purpose of creating a Special Event Valet Parking Program is to allow business owners to offer visitors the conveniences associated with valet parking while regulating the undesirable effects that impact public areas or public safety.

Examples of application and operating standards to be included in a Special Event Parking Ordinance:

- An application process
- Minimum Liability Coverage and Certificate of Insurance Requirements
- Limitations on the number of Special Events Valet Parking Permits – i.e. two per calendar year
- Guidelines for the placement of temporary directional signs
- Minimum and Maximum number of on-street parking spaces used for valet parking
- Restricted areas of valet parking where vehicular or pedestrian traffic is known to be a safety concern
- Guidelines for the placement of cones and signage before the valet parking stations opening
- Requirements for the number of valet parking attendants needed to keep travel lanes open, with a minimum of two attendants at all times while the valet parking station is open



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- City discretion, depending on the number of people attending the Special Event, that requires the applicant to hire an off-duty police officer to monitor the valet parking operation and traffic flow while the valet service is operating
- Requirement for the placement of the valet parking station adjacent to the business it serves
- Guidelines for suspending or revoking valet parking operations

Financial Impact

If BOMA decides to create a Special Event Valet Parking Program, an application and daily permit fees to cover staff cost of processing, use of City property, and monitoring will be included. The initial application fee and one day permit is anticipated to be \$100 with additional days \$50.

Recommendation

Staff requests permission to proceed with drafting a Special Event Valet Parking Ordinance that includes the permit application and operating standards described above for future consternation by BOMA.