

City of Santa Rosa



Legislation Details

File #:	18-0846	Version:	1	Name:	HOLIDAY SHOPPING GARAGE USER FEE REDUCTION
Type:	CC- Report	Status:			Agenda Ready
File created:	10/23/2018	In control:			City Council
On agenda:	11/13/2018	Final action:			
Title:	REPORT - HOLIDAY SHOPPING GARAGE USER FEE REDUCTION				

BACKGROUND: The City has received a request from the Downtown Action Organization requesting free parking in the City's five public garages in the evening, during the holiday shopping season, to promote retail activity in the downtown.

In August 2017, the City Council approved implementation of progressive parking strategies to be effective January 1, 2018. Part of those strategies included shifting the hours of metered parking from 8:00 a.m.-6:00 p.m. to 10:00 a.m.-8:00 p.m. in the high demand core (Premium Zone) of downtown to improve turnover and access to parking to support downtown businesses. The more vehicles turnover at the curb, the more customers are provided easy access to the businesses adjacent to the curb to shop and dine, which spurs downtown economic vitality. The strategies are also designed to encourage and change habits regarding long term parking in off-street facilities by offering longer time limits and lower hourly rates in garages and lots with parking capacity.

RECOMMENDATION: It is recommended by the Planning and Economic Development Department and the Finance Department that the Council, by resolution, approve free parking in the five public garages between the hours of 6:00 p.m. and 8:00 p.m. from November 23, 2018 through December 31, 2018.

Sponsors: Finance, Planning and Economic Development

Indexes: Not a Project

Code sections:

Attachments: 1. Staff Report, 2. Resolution, 3. Presentation

Date	Ver.	Action By	Action	Result
11/13/2018	1	City Council	to waive reading of the text and adopt	Pass