



AGENDA MEMO

11/5/2019 Agenda

TO: Honorable Mayor and City Council

FROM: Robbie Corder, City Manager

SUBJECT: Consider Parking License Agreement with SPC Park Plaza Partners.

BACKGROUND:

In 2018, the City engaged with Paris Rutherford, a certified planner and UP resident, to develop options for addressing concerns in Snider Plaza related to parking and other areas of improvement. Following a thorough public engagement process, Paris made a recommendation to Council in July of 2018 that included exploration of shared parking near Snider Plaza. This recommendation follows a similar recommendation from a 2008 parking study by Carl Walker associated with the Snider Plaza Master Plan.

In October, the parking garage at Hilltop Plaza, located at the south end of Snider Plaza, opened for public use with the first hour free and a charge of \$3 per each hour thereafter. Recognizing much of the parking within Snider Plaza is occupied by Snider Plaza merchants, city staff has been working with the owners of Hilltop Plaza to establish an agreement whereby tenants of Snider Plaza could utilize the parking garage at a discounted rate.

SPC Park Plaza Partners is offering use of up to 50 parking spaces within the garage at a rate of .65 per hour. Relocating up to 50 vehicles to the Hilltop Plaza parking garage will help make space available for customers within the plaza. Additionally, parking in Snider Plaza is limited to 2 hours. This causes many employees to routinely move their vehicles every 2 hours, adding to traffic congestion within the plaza.

The License Agreement requires the City to manage access to the allotted parking spaces within the garage. Staff will develop policies and procedures for implementation of this license agreement, including long-term management by a public parking district. The Parking District would be established as a public improvement district as recommended by the 2008 Snider Plaza/Hillcrest Task Force.

Approval of a parking license agreement within Hilltop Plaza is a significant step toward development of a long-term solution to help alleviate parking and traffic issues within Snider Plaza.

RECOMMENDATION:

Staff recommends Council approve the parking license agreement.