



Legislation Text

File #: 19-650, **Version:** 1

A Resolution authorizing free parking in the downtown municipal garages on Saturday and Sunday, December 21 and 22, 2019; and, free on-street metered parking in Old Colorado City on the Saturday, December 21, 2019

Presenter:

Charae McDaniel, Chief Financial Officer
Scott Lee, Parking Enterprise Director

Summary:

For the past number of years, City Council has approved several days of free on-street metered parking during the holiday shopping season to help bolster sales. For 2019, the Downtown Partnership has requested that City Council grant free parking in the three municipal parking structures downtown - at Bijou/Cascade, Nevada/Colorado, and Kiowa/Nevada. This year, the days requested are the Saturday and Sunday of December 21 and 22 for free parking in municipal garages, and free metered parking in Old Colorado City on Saturday, December 21. All other regulations would also remain in force including the meter time limits, loading zones, meter hoods, etc. Parking Enforcement would cite parkers violating overtime or other restrictions. This request is for on-street parking in Old Colorado City and City-owned garages in downtown only and does not apply to private lots and garages.

Background:

In December 2002, the Denver Post published an article reporting Mayor Wellington Webb had authorized free on-street parking December 23-25, 2002. This action was in response to a decline in retail sales in downtown and LoDo. His intention was to attract more shoppers to these areas thus bolstering sales tax revenues.

A local retailer presented this article to the Downtown Partnership Board and asked for support in requesting the same offer be made in the Colorado Springs area during that upcoming holiday shopping season. The Downtown Partnership unanimously agreed and presented this request to the Parking System for consideration.

Since the initial request, the Downtown Partnership and Old Colorado City Security & Maintenance District have made annual requests to continue this offering by the City Parking System.

Previous Council Action:

City Council has approved this request each year beginning in 2003.

Financial Implications:

To offer free on-street parking for one day in Old Colorado City could cost the Parking System approximately \$750 in uncollected revenue. To offer free garage parking for two days in downtown could cost the Parking System approximately \$1,000 in uncollected revenue. These figures are

based on last year's data, because fees have not yet increased.

However, if this program is successful and retail/restaurant sales improve, the City would realize an increase in sales tax revenue offsetting a portion of this amount.

City Council Appointed Board/Commission/Committee Recommendation:

The Downtown Partnership Board, the Old Colorado City Security & Maintenance District, and the Old Colorado City Merchants Association all support this action.

Stakeholder Process:

N/A

Alternatives:

The Parking System could charge the normal parking rates at Old Colorado City on-street parking meters and in the downtown garages during these dates.

Proposed Motion:

Move approval of the Resolution authorizing free parking in the downtown municipal garages and free on-street metered parking in Old Colorado City on the weekend of December 21 and 22, 2019.

N/A