



CITY OF KIRKLAND
Department of Public Works
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MEMORANDUM

To: Marilynne Beard, Interim City Manager

From: Tami White, Parking Coordinator
Ray Steiger, P.E. Interim Public Works Director

Date: June 24, 2010

Subject: Event parking at the Municipal Parking Garage on July 18th, 2010

RECOMMENDATION:

It is recommended that City Council allow pay parking in the Peter Kirk Municipal Parking Garage (the Garage) on Sunday, July 18, 2010, the date of the Classic Car Show and the last day of Kirkland Uncorked.

BACKGROUND DISCUSSION:

At the Parking Advisory Board's (PAB) study session with Council on June 15th, Council asked the PAB to provide more specifics on a proposal for pricing event parking on July 18th at the Garage. This proposal is consistent with the February 16, 2010, Council direction to the PAB to continue to look at implementation of variable pricing for parking as a part of the overall parking strategy in the Downtown.

In order to accommodate the display of numerous show cars, the Lake and Central and Main and Park Lane (the former Antique Mall site) parking lots will be used by the Classic Car event and will not be available to the general public for parking. At the same time, the Lakeshore Plaza lot will be used for the Kirkland Uncorked event. In addition, the 3rd Street entrance/exit of the Garage will be closed due to ongoing transit center construction.

The main purpose of pricing event parking for this specific day is to help mitigate traffic flow and congestion inside the garage that will occur due to the parking demand for the various events and the extremely limited ingress and egress. Parking management will help as the garage becomes full and availability inside the garage can be communicated without needing to unnecessarily enter the facility. Additionally, this pilot will serve as an excellent Kirkland specific test for the effectiveness of pay parking during other events.

Event parking will cost \$5 regardless of the length of stay. All vehicles displaying a Park Smart permit will be allowed to park in the Garage at no charge, but spaces will be filled on a first come first served basis. If the garage becomes full, all drivers will be instructed to park elsewhere; attendants will have copies of the downtown parking map available to distribute. The Classic Car show runs from 9:00 AM – 4:00 PM, and Kirkland Uncorked runs from 11:00 AM – 6:00 PM. Fees will be collected from 8:30 AM – 5:30 PM. When the car show is over, free parking in the lots used for the show will become available.

As a part of this pilot, a professional parking operator will be hired to manage the parking during the event. The operator will be responsible for all signing and operation of pay parking during the event. Their responsibilities exclude issuing parking enforcement citations. Attendants will collect parking fees as vehicles enter the garage and direct traffic inside and outside the facility, and the operator will receive a flat fee for providing their services.

One preliminary quote of \$650 has been received for the operations. Staff is estimating approximately 300 stalls will be available for parking, but do not have data on turnover rates at these events. If each stall was parked twice during the event, revenue would be \$3000 (300 stalls x 2 vehicles per stall x \$5 per vehicle). Revenue received above the operators fees will be placed in the off-street parking fund. In the unlikely event that revenue received is less than the cost of the parking operator's services, payment would be from the existing Public Works budget.