

Report to Council



Date: October 30, 2012
File: 1862-00
To: City Manager
From: D. Edstrom, Manager, Strategic Land Development
Subject: Free Downtown Parking on Saturdays in December

Report Prepared by: D. Duncan, Parking Operations Coordinator

Recommendation:

THAT Council receives for information, the report from the Manager, Strategic Land Development dated October 30, 2012, with respect to Free Downtown Parking on Saturdays in December.

AND THAT Council approves free on-street parking in the Downtown area on the following Saturdays in 2012:

- December 1,
- December 8,
- December 15,
- December 22, and
- December 29.

Purpose:

To provide free parking in the downtown area on Saturdays for the month of December.

Background:

For the past eighteen (18) years, the City has approved free on-street Saturday parking during December in the Downtown area. This has been done as a Christmas promotion, at the request of the Downtown Kelowna Association. Off street parking in City Owned Parking Lots is already free on Saturdays, with the exception of the Water Street Boat Launch Lot. We also note that this will be considered in a new pricing policy anticipated in 2013.

The Association has requested the City's approval for free parking again this year. A copy of their letter is attached.

Internal Circulation:

City Clerk
Bylaw Services
Communications

A handwritten signature in black ink, located at the bottom right of the page.

Communications Comments:

Press release to notify the public

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

External Agency/Public Comments:

Alternate Recommendation:

Submitted by:



D. Edstrom, Manager, Strategic Land Development

Approved for inclusion:



D. Gilchrist, Director, Real Estate & Building Services

cc: S. Fleming, City Clerk
C. Stephens, Director, Communications
K. Kay, Communications Consultant, Bernard Avenue Revitalization Project

Schedule 'A'

DOWNTOWN KELOWNA

October 13, 2012

Ron Forbes, Property Manager
City of Kelowna
1435 Water Street
Kelowna, BC V1Y 1J4

Re: Free Saturday Parking in December for Downtown Kelowna Visitors

Dear Mr. Forbes,

Please accept this letter as our formal request to continue with the holiday tradition of offering free Saturday parking in Downtown Kelowna to our visitors and holiday shoppers.

As part of our holiday marketing and promotions, as we have in years past, we would like to be able to offer free parking in Downtown Kelowna, on-street and in City owned lots. This is a very important value added initiative for our Downtown retailers, services and restaurants, during the busy holiday shopping season.

We would like to request complimentary Downtown parking beginning on Saturday Dec 1st and continuing through until December the 31st 2012 (5 Saturdays in total). We would appreciate Council's support and approval on this very important program.

Please do not hesitate to call if you have any questions or concerns. Thank you in advance for your time and attention to this request.

Sincerely,



Peggy Athans
Executive Director

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