

FESTIVAL MARKET BUSINESS LICENSES AND PARKING

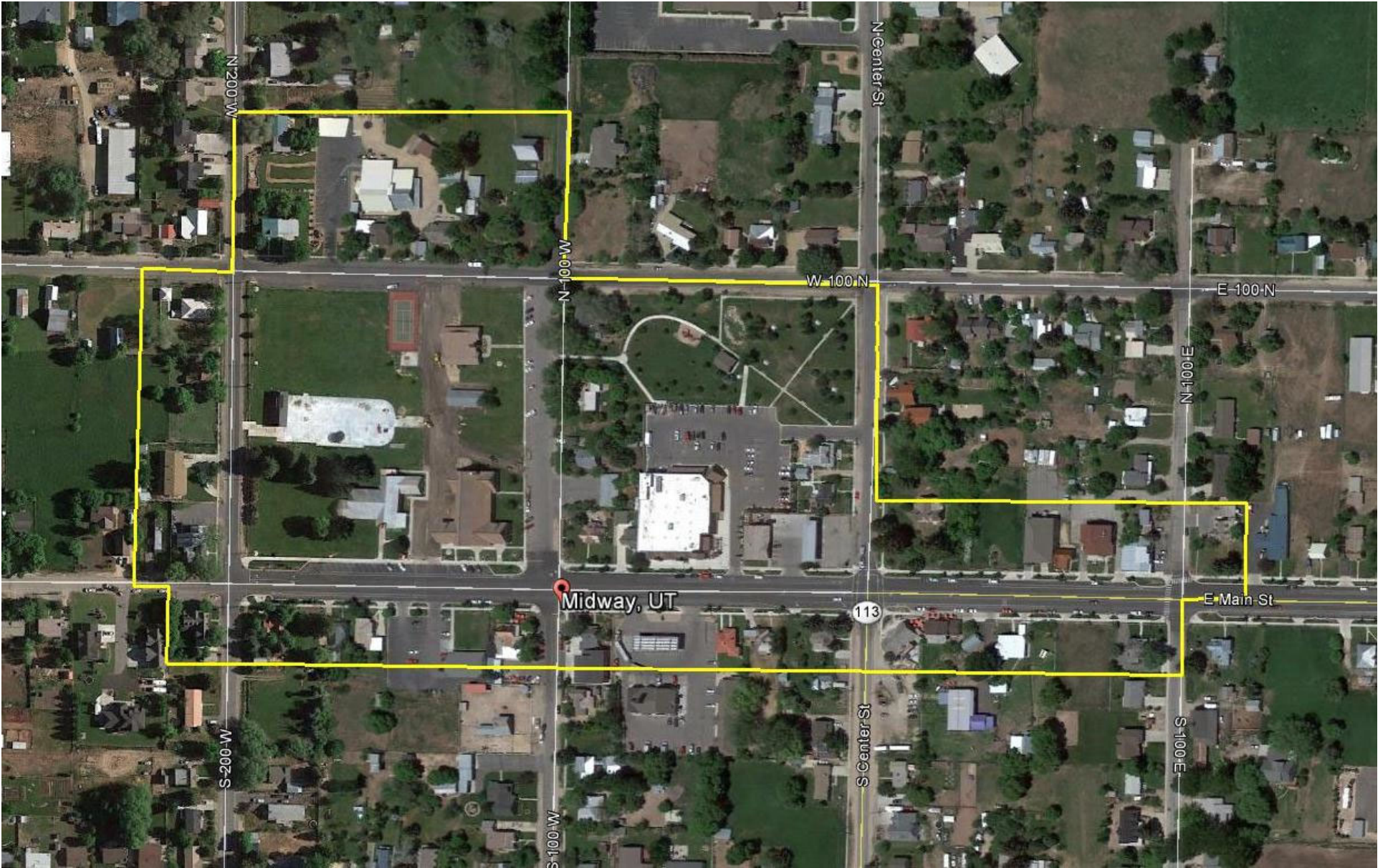
ORDINANCE 2020-02

FESTIVAL MARKET PARKING

- City has continually and diligently worked to addressed parking issues
 - Parking code has been amended
 - Increased parking for some uses including restaurants
 - Public parking areas can now be used for commercial businesses' required parking
 - City has worked on signage to guide people to available existing parking
- Current proposal is another option for the City to consider that would help create more public parking

FESTIVAL MARKET PARKING

- Proposal will allow year-round public parking
 - Property be in Festival market Overlay Zone
 - Infrastructure requirements
 - Insurance required
- Property owner can have third party booths during Swiss Days



FESTIVAL MARKET PARKING

- Requirements and restrictions
 - 16' wide aisle required for emergency access
 - Items sold in booths must be substantially related to what has been historically sold during Swiss Days
 - No food or drink
 - Specific restrictions on some items

FESTIVAL MARKET PARKING

- Items to consider
 - Need for more public parking
 - Minimal cost to the City to create parking
 - Impact on Swiss Days
 - Business and public benefit of creating more public parking

POSSIBLE FINDINGS

- The proposed code may create more public parking in a section of the commercial zones around Town Square
- Creating more public parking is a goal in the General Plan and the City Council has actively been pursuing this goal
- The impacted area is limited to the Festival Market Overlay Zone
- The proposed code will, most likely, increase the number of booths on private property
- The proposed code would require a commitment of free public parking and maintenance of the property by the owner for a full year