



## **Liberty Street Reserved Valet Parking Proposal**

### **Introduction**

Prime Parking Incorporated (PPI) is a locally owned and operated business registered with the North Carolina Secretary of State. Our goal is to provide affordable and effective solutions for the growing parking needs of downtown Winston-Salem. Since the company's inception in February 2017, the company has provided valet services for special events, restaurant owners, and commercial developers. PPI has been approved in the past for dedicated hours to operate valet parking using street parking, and is hopeful that we can once again come to an agreement with the City of Winston-Salem in an effort to improve traffic flow and access to parking at Liberty Street.

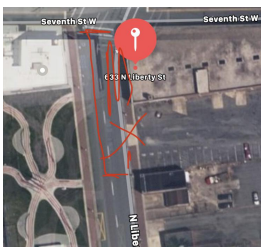
### **Problem at Hand**

As a Winston-Salem based company, PPI recognizes the impact that the on-going growth of offices, restaurants, special events and shopping has had on our downtown. The prevailing perception is that parking is not readily available. This problem is a major deterrent to increasing activity along with local businesses in general. If we can effectively meet the demands for parking, visitors, the local business' clientele can enjoy a better experience and visit more often – directly benefiting the community.

### **Solution**

PPI proposes the parallel spots, or loading zone spots be reserved for valet parking each Sunday - Saturday from 10AM - 2AM. We understand the need to keep the valet parking traffic out of the middle of the road in an effort to control traffic so we ask that the city enforce this valet lane as a loading zone. Since allowing multiple companies to operate the same location is impractical, PPI is requesting that we have the sole right to operate the valet lane. Since the company would be using public property, it is our understanding that this precedent has been set by allowing restaurants to serve food and alcohol on public sidewalks with a City-issued Sidewalk Café Permit. PPI also requests the right to locate a valet podium on the sidewalk adjacent to the valet lane within the public right of way to exclusively operate the valet service. Operating a valet lane during these times would make the other areas of downtown, apart from the areas which surround our current lane, more accessible to citizens and visitors, add value to the downtown experience and draw more visitors to the area. The address of the valet lane location is 633 N. Liberty Street. The pictures below outline the length of the valet lane and where signs would need to be placed. We recognize there is an entrance / exit to a parking lot towards the right side of the lane. PPI will be sure to keep the entrance / exit to the parking lot unblocked at all times. Vehicles that are actively attended by our staff will also be kept from blocking the entrance / exit.

### **Logistics**



There will be a minimum of two - five valet attendants working to handle the volume of vehicles. PPI's management is experienced in operating public valet lane operations efficiently, and without error. Each employee is thoroughly screened and must have less than three points on his or her driving record to be an attendant. PPI would use the Liberty Plaza Parking Deck to safely store each vehicle. A state of the art, digital valet system will be used to track each vehicle efficiently. The valet lane will be open to the public. PPI understands and supports the shutting down of public streets, including Liberty Street for events put on by the city or different groups. The company is willing to shut down operations if the street will be closed, or relocate to assist with parking issues caused by the shutting down of the street. PPI is fully insured in the highly unlikely event that an incident occurs. The comprehensive insurance policy covers garage liability, garage keeper's liability, and general liability. Any business affected by the operation of the valet service can be added as an additional insured.

### **Conclusion**

PPI's track record along with the owner's local upbringing and experience in the industry proves that the company can handle the operation of this valet lane successfully. We have gained the support of the developer in charge of the project (Simon Burgess with Mayfair Street Partners) along with his tenants that will soon be moving in. PPI along with Mayfair Street Partners and their tenants strongly believe a professional valet service will not only add great value to downtown, but will be a necessity due to the anticipated level of traffic and the lack of parking immediately in front of the development.

On behalf of Prime Parking Incorporated, we thank you in advance for your consideration.

Kind Regards,  
Hamilton Ross  
Proprietor  
Prime Parking Incorporated