



## **Downtown Valet Parking Proposal**

### **Introduction**

Prime Parking Incorporated (PPI) and Cibo Trattoria (CT) are locally owned and operated businesses registered with the North Carolina Secretary of State. CT's mission is to provide authentic Italian food to the city of Winston-Salem using their 529 Trade Street restaurant location while 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 and restaurant owners. 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.

### **Problem at Hand**

As a Winston-Salem based company, PPI recognizes the impact that the on-going growth of offices, restaurants, and shopping has had on our downtown. CT also recognizes finding a place to park while enjoying the downtown experience has become a growing issue. The prevailing perception is that parking is not readily available. This problem is a major deterrent to increasing activity along with CT's business in general. If we can effectively meet the demands for parking, visitors will enjoy a better experience and visit more often – directly benefiting the community.

### **Solution**

PPI proposes an enforced valet lane located on Trade Street using the metered spots located at 529 Trade Street. We understand the important duty the meters serve collecting revenue for the city, so we are asking for permission on Sunday - Saturday from 5PM - 11PM. Since allowing multiple companies to operate the same location is impractical, PPI requests 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.

### **Logistics**

There will be a minimum of one valet attendant working to handle the volume of vehicles. PPI's owner has operated similar valet lanes in Raleigh where a similar valet operation worked perfectly with only one valet. However, staff can be increased with larger volumes of traffic as needed. Every employee must have less than three points on his or her driving record to be an attendant. PPI would use the Cherry - 6th - Trade Parking Deck to safely store each vehicle. A state of the art, digital valet system will be used to track each vehicle efficiently. All customers using the valet lane will be charged a marginal service fee of \$5.00. PPI understands and supports the shutting down of public streets, including Trade 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. PPI is fully insured in the 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**

A lack of available parking is a growing issue that hinders many from going downtown. A valet lane on the 500 Block of Trade Street is a simple solution that will encourage people to spend time in a central part of the city. PPI's track record along with the owner's experience in the industry proves that the company can handle the operation of this valet lane successfully. We have gained the support of several businesses that believe a professional valet service will add great value to downtown. These companies have written letters of support for our proposal to operate the valet service from the requested loading zone. It is PPI's hope that we can improve downtown by implementing a valet service with the help of the city.

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