



## Downtown Valet Parking Proposal

### **Introduction**

Prime Parking Incorporated (PPI) is a locally owned and operated professional valet parking company 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 partnered with several special event venues, neighborhood houses, and restaurants throughout the city to provide a professional valet service. Our mission is to seek affordable and sensible parking solutions wherever they are needed in the city.

### **Problem at Hand**

As a Winston-Salem native, PPI's owner recognizes the impact that the on-going growth of offices, restaurants, and shopping has had on our downtown. 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. If we can effectively meet the demands for parking, visitors will enjoy a better experience and visit more often – directly benefiting the community.

### **Solution**

Initially, the solution PPI proposes is establishing an enforced valet lane centrally located on the 200 block of W. Fourth Street. There is a large loading zone in front of the Linville Team Partner's building that allows vehicles to pull up without interfering with traffic. Because the valet service would be offered only in the evening (6 PM – 12 AM), there would be no daytime delivery conflicts for the businesses on the block. The residents will not be affected either since One Park Vista has its own dedicated loading zone within the gated community. The specified loading zone on 4<sup>th</sup> Street is currently labeled as being enforced 6 A.M. – 6 P.M. We propose that an official valet lane be created to enforce no parking in the lane during the hours of valet operation. Because allowing multiple companies to operate the same location is impractical, PPI is willing to pay any fees to be the sole operator of 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 in order to exclusively operate the valet service. The hours of operation proposed are Wednesday – Friday from 5 PM – 12 AM and Saturday from 11 AM – 12 AM. Operating a valet lane during these times would make downtown more accessible to more people, add value to the downtown experience and draw more visitors to the area. This solution will also stimulate the local economy by creating new jobs and encouraging people to go out more often.

### **Logistics**

There will be a minimum of three valet attendants working to handle the volume of vehicles. PPI's owner was a valet attendant in Raleigh where a similar valet operation worked perfectly with two valets. However, staff can be increased with larger volume of traffic as needed. Every employee must have less than three points on his or her driving record to be an attendant. Employees will be paid \$4 per hour plus tips. \$4 per hour is more than fair as the last company PPI's owner worked for paid \$2.13 per hour to their employees. The average wage for a PPI employee is approximately \$9 - \$15 per hour after factoring in tips. PPI has come to an agreement with the Milton Rhodes Art Center to use 30 of their parking spots located at 209 N. Spruce Street for the operation. It takes 2-3 minutes to reach the lot from the valet lane and 1-2

minutes to return. The car keys will be kept in a steel valet podium that locks automatically assuring key safety. A three-part ticket system will be used to match a driver to his or her keys and car. Customers will be charged \$5 to get their car valet parked. The option to pay via cash or card will be provided at the stand. There may be instances where the Milton Rhodes Art Center's parking lot will not be available due to a small number of events they hold throughout the year. On days where their lot is unavailable PPI will pay the price per vehicle to use the 6<sup>th</sup>/Cherry – Trade Parking Deck. It takes 1-2 minutes to reach the deck and 2-4 minutes to return. Each parking location is conveniently located near the proposed valet lane. Although PPI has not filed a single claim to date, the company is fully insured in the unlikely event that an incident occurs. The comprehensive insurance policy covers garage liability, garage keeper's liability, worker's comp. and general liability. Any business affected by the operation of the valet service will be protected from damages and 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 200 block of 4<sup>th</sup> 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. Letters of support, and the company's insurance policy are attached to the end of this proposal. It is PPI's hope that we can improve downtown by implementing a valet service with the help of the city.

Hamilton Ross – Owner/ Operator  
Email: [hross@primeparkinginc.com](mailto:hross@primeparkinginc.com)  
Phone: 336-769-6369

Prime Parking Incorporated  
380 Knollwood Street, Suite H, Box #254  
Winston-Salem, NC 27103

# MILTON RHODES CENTER ARTS

Hamilton Ross  
Prime Parking Inc.  
380 Knollwood Street, Ste. H (Box#254)  
Winston-Salem, NC 27103

7/18/17

Dear Hamilton,

This letter is to serve as proof of consent that we (the Milton Rhodes Center for the Arts at 251 N. Spruce Street) have agreed to grant you access to use our parking lot for your valet service.

Thanks,



Sarah Smith  
House and Events Manager  
Milton Rhodes Center for the Arts  
336-747-1421  
ssmith@intothearts.org



## NISSEN BUILDING

*Luxury Apartments*

Dear Members of City Council and Downtown Officials:

This letter is regarding Prime Parking and their proposed valet parking service for downtown Winston-Salem. Prime Parking would like to operate on Fourth Street, between Cherry and Marshall Streets, in the City of Winston-Salem's designated "Loading Zone" area directly in front of the Nissen Building Apartments at 310 West Fourth Street, Winston-Salem, NC, 27101.

Since the opening of the Nissen Building Apartments in August of 2005, it has been a challenge for the Nissen Building residents to utilize these spaces directly in front of the Nissen Building to load and unload their groceries. This designated "Loading Zone" area, operated by the City of Winston-Salem, is patrolled Monday through Friday from 8AM to 5PM. Evenings and weekends, anyone has been able to park in these spaces for extended periods of time eliminating the proper use of the loading zone. With the already limited usage of the loading zone on Fourth Street between Cherry Street and Marshall Streets, added handicap spaces, construction areas, increased traffic and congestion, I am suggesting that the loading zone located directly in front of Linville Team Partners Commercial Real Estate, 206 W. 4<sup>th</sup> Street, be utilized for Prime Parking to begin their Valet Service in downtown.

Linville Team Partners Commercial Real Estate Office is open daily from 8AM to 6PM and closed on Saturday and Sunday. The residents at One Park Vista Condominiums have their own Loading Zone in their gated access area as well as their own attached parking garage eliminating the need for One Park Vista Condominium residents to use this loading zone. With the opening of X-Caret Restaurant and the continued growth heading east on Fourth Street, valet parking would be centrally located to service all of downtown. As patrons travel on Fourth Street heading east and notice the new traffic signage that you cannot make a left on Cherry Street, patrons will continue traveling east on Fourth Street and it would bring them right to the Valet area. Parking is more limited than ever before and with construction, convention business and additional hotels that will be opening. With the continued growth in downtown Winston-Salem, valet parking should be an option with adaptable changes made along the way as necessary.

Thank you for your time.

Sincerely,

Suzy Baxter

Property Manager

Nissen Building Apartments

310 W. 4<sup>th</sup> Street, Suite #100

Winston-Salem, NC 27101

(336) 724-1108 – Phone

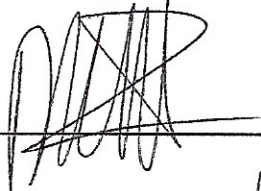
[sbaxter@hriproperties.com](mailto:sbaxter@hriproperties.com) \* [www.nissenapartments.com](http://www.nissenapartments.com)

To whom it may concern,

Due to the lack of parking in the downtown area, Linville Team Partners Commercial Real Estate fully supports Prime Parking Inc.'s proposal to operate a valet lane using the loading zone directly in front of their building on the 200 block of West 4<sup>th</sup> Street.

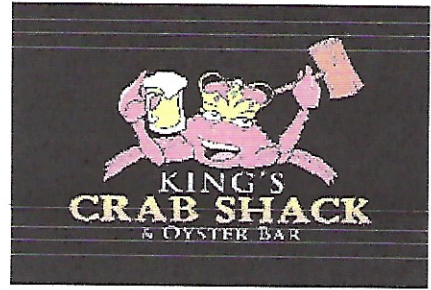
With a valet lane in place, people would have much easier access to downtown. This service will make the downtown area more appealing and will allow for further growth in the city of Winston-Salem.

Signature: \_\_\_\_\_

  
Aubrey Linville

Date: \_\_\_\_\_

12/14/17



To Whom It May Concern,

I'm writing a letter on behalf of Kings Crab Shack Inc. downtown Winston in reference to the parking situation. Now that the city is growing exponentially , which is a great thing, it would be a gain if we made it easier for our patrons, travelers, and downtown employees to have valet and/or validated parking offered.

In the long run it would only enhance our city, offer more jobs, and give faster opportunity to venture/park downtown. One specific location that might fit this description is in front of the Linville Building off of 4th St. Thank you for taking the time and exploring a possibility of new opportunity.

Sincerely,

A handwritten signature in blue ink that reads "Jacob Bertch". The signature is fluid and cursive, with the first name "Jacob" being more prominent than the last name "Bertch".

King Crab Shack : Jacob Bertch

December 17, 2017

## LETTER OF SUPPORT

To Whom It May Concern:

I type this letter to support Hamilton Ross and his company Prime Parking Inc. This will be a plus to all businesses downtown not just restaurants. Many people avoid coming downtown because of parking. Prime Parking would make that inconvenience go away at a very reasonable price.

If you guys have any questions or concerns please call us.



Juan Quiceno  
Manager  
XCARET MEXICAN GRILL & CANTINA  
202 W Fourth Street  
Winston Salem, NC 27101  
(336) 955 1345



To whom it may concern,

Jimmy Johns on 4<sup>th</sup> Street fully supports the operation of a valet lane in front of the Linville Team Partners Building using the commercial loading zone.

Parking in the downtown area has become a growing issue that a valet operation would easily solve. This solution would allow for easier access to the businesses downtown as well being a great addition to area that other cities already have.

Name: Ann M. Bass

Position: A.G.M.

Signature: Ann M. Bass Date: 12/4

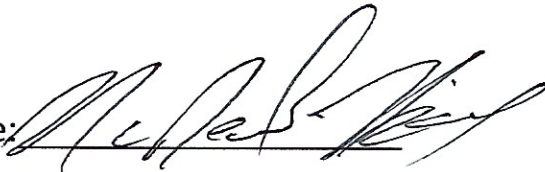


To whom it may concern,



Due to the lack of parking in the downtown area, O'Brien's Deli fully supports Prime Parking Inc.'s proposal to operate a valet lane using the loading zone in front of the Linville Team Partners Commercial Real Estate building.

A valet lane would make it much easier for individuals to visit the downtown area. This would be great for business as the city continues to grow and parking becomes more scarce.

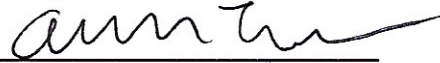
Signature: 

Date: 12/13/17

To whom it may concern,

Tate's Craft Cocktails fully supports Prime Parking Inc.'s proposal to open a valet lane using the loading zone in front of the Linville Team Partners Commercial Real Estate building on the 200 block of West 4<sup>th</sup> Street.

The lack of parking downtown makes it difficult for customers to enjoy the business in the area. A valet lane is a simple solution that would make it much easier to access downtown. This service will add more appeal and allow for further growth in the city of Winston-Salem.

Signature: 

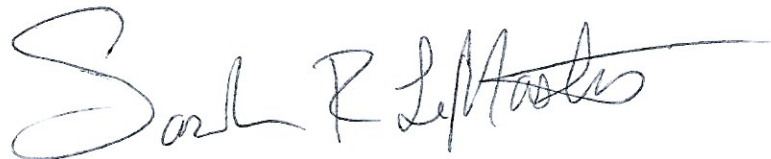
Date: 12/13/17

To whom it may concern,

My name is Sarah LeMasters, I am the manager at the Hookah Hookup on W 4th street.

We support the idea of having a valet lane in front of the Linville Teen Partners Commercial Real Estate.

My co workers and I struggle to find adequate parking on a daily basis and this would help us as well as many other businesses tremendously.

A handwritten signature in black ink that reads "Sarah R LeMasters". The signature is written in a cursive style with a long horizontal line extending from the end of the name.

12.11.2017

HOOKAH HOOKUP #2  
245 W 4TH STREET  
WINSTON SALEM, NC 27101

To whom it may concern,

As a manager in the area, speaking for myself and my employees I truly believe this parking arrangement will be convenient and I fully support it.

tropical**CAFE**

Rowan Winfrey

Store Manager