



City of Muscatine



AGENDA ITEM SUMMARY

DATE: 11/05/20

STAFF

Carol Webb, City Administrator

SUBJECT

Downtown Curbside Parking Program

EXECUTIVE SUMMARY

The purpose of this item is to consider a resolution directing the City Administrator to establish a downtown curbside parking program and to designate a limited number of parking spaces in the downtown area for free, short-term curbside parking for restaurant pickup service. The program has been developed in partnership with the Greater Muscatine Chamber of Commerce and Industry (GMCCI) to support downtown restaurants.

STAFF RECOMMENDATION

Staff recommends approval of the Resolution.

BACKGROUND/DISCUSSION

As a result of the COVID-19 public health emergency, governmental agencies are taking steps to support local businesses. Restaurants in particular are impacted by various COVID-19 public health orders and policies and it is necessary that these businesses adapt their service model to ensure they can remain open. Many restaurants in the downtown area are providing curbside pickup service only or as part of their regular dining in service as to limit the number of patrons in the restaurant at one time.

Consequently, some businesses have requested that the City alter parking requirements in parking spaces near their establishments to allow customers to pick up orders without paying for parking.

In recognition of this request, City staff is partnering with GMCCI to develop a curbside parking program in the downtown area. The mechanics of the program are as follows:

1. Restaurants in the downtown area may contact GMCCI to apply for participation in the curbside parking program.
2. The number and location of curbside parking spaces will be determined through collaboration between the restaurant, the City, and GMCCI and will consider such factors as:

- a. If the restaurant is offering curbside pickup only or a combination of curbside and dine-in service;
 - b. The number of restaurants in the same general vicinity also requesting to participate in the curbside parking program;
 - c. Other factors deemed relevant based on the number and location of requests.
3. GMCCI will manage acquisition and distribution of signage to restaurants to designate certain spaces as “curbside pickup only” in collaboration with the City and the applicant.
4. Signage will be temporary and should be removed when the restaurant is not open.

Appropriate use of designated spaces will be based on the honor system. City staff will not provide enforcement of short-term parking in spaces dedicated for curbside pickup.

The program will expire on August 31, 2021 unless otherwise extended by City Council.

CITY FINANCIAL IMPACT

While GMCCI is providing funding for the signage, the City may be requested to provide a small amount of funds or staff time to develop, implement, and support the curbside parking program. It is anticipated that such costs will nominal and covered by existing budgets.

Revenue impacts are dependent on the number of parking spaces dedicated to the program. If 12-24 spaces are dedicated, revenue impacts ranges from approximately \$840 to \$1,680 per month that the program is offered.

ATTACHMENTS

Council Resolution

Resolution 2020-0411

DIRECTING THE CITY ADMINISTRATOR TO ESTABLISH A DOWNTOWN CURBSIDE PARKING PROGRAM IN RESPONSE TO THE COVID-19 CRISIS AND TO DETERMINE THE LENGTH OF TIME THAT PARKING IS PERMISSIBLE IN SPOTS DESIGNATED FOR THE CURBSIDE PARKING PROGRAM AS ALLOWED IN TITLE 7, CHAPTER 9, SECTION 8 OF THE CITY CODE OF THE CITY OF MUSCATINE

WHEREAS, the City Council of the City of Muscatine, Iowa recognizes the significant impact the COVID-19 public health crisis has had on small businesses in the community; and

WHEREAS, it is recognized that small businesses are vital to Muscatine's economy and may require regulatory relief to recover and operate under certain restrictions prescribed by the Governor of the State of Iowa in various COVID-19 public health disaster emergency orders; and

WHEREAS, in response to the Governor's COVID-19 proclamations and to maintain recommended public health policies, certain restaurants in the downtown area are providing curbside pickup service for take-out service; and

WHEREAS, the City of Muscatine and the Greater Muscatine Chamber of Commerce and Industry has collaborated to develop a Downtown Curbside Parking Program to designate a limited number of parking spaces in the downtown area for free, short-term curbside parking for such service; and

WHEREAS, the City Council has the authority as described in Title 7, Chapter 9, Section 8 to determine the length of time that parking is permissible in metered and unmetered spaces in the designated parking zones;

IT IS THEREFORE, RESOLVED, by the City Council of Muscatine, Iowa as follows:

1. Through August 31, 2021, the City Administrator is authorized, in collaboration with GMCCI, to approve requests for designation of certain parking spots in the downtown area for curbside pickup service. The requests shall be reviewed to make sure they are in alignment with the goals of the City of Muscatine to support downtown businesses during the COVID-19 public health crisis.
2. From the date of this resolution through August 31, 2021, the City Administrator is authorized to alter the length of time that parking is permissible in parking spaces designated as part of the curbside parking program.
3. Through August 31, 2021, the City Administrator may approve allocation of resources in alignment with the goals of the City of Muscatine to support downtown businesses during the COVID-19 public health crisis.
4. This resolution shall expire on August 31, 2021, unless otherwise extended by City Council.

PASSED, APPROVED, AND ADOPTED THIS 10TH DAY OF December, 2020

CITY COUNCIL OF THE CITY OF MUSCATINE, IOWA

ATTEST

Diana Broderson, Mayor

Carol Webb, City Administrator