

8/15/19 Council Direction & Seek HPCA Discussion

- City Council supportive of :
 - Comprehensive Old Town Access & Circulation Study;
 - Voluntary Lodging Initiatives to reduce shuttle trips on Hillside Ave;
 - Way finding & other efforts to keep commercial traffic in the downtown;
 - Create Commercial Vehicle (CV) License and CV Permit Drop & Load Zones;
 - In combo w/ use of other non-paid parking spots, removal of approx. 6 paid parking spaces on Main & 10 on Swede, for drop & load only zones after 5 p.m.
- Council seeks specific discussion from HPCA on use of the CV zones before 5 p.m. as either:
 - Paid Parking; or,
 - :15 minute short term parking

Recommended CV Zones

Location	Location /Proximate High Turnover Biz	# paid parking spots displaced	forgone revenue / day*
1	Grappa	2	
2	Tekila	3	
3	Brew Pub	3	\$60.51
4	Red Banjo, Egyptian, EE, Firewood	3	
5	Spur, 350 Main	3	
6	Chimayo	3	\$60.51
7	Terigo, Flanagans, Cabin	3	
8	Shabu, P. Sage	3	
9	Post Office	0	\$0.00
10	Fletchers	3	
11	Heber/Main	3	
12	7th Street	3	
13	9th Street Trolley Turnaround	0	\$0.00
14	Galleria	8	
15	Swede Alley Recycle/Trash	10	\$99.00
16	Post Office	0	
17	Bob Wells	4	
			\$220.02
	# total spaces potentially displaced	54	
	# spaces recommended	16	
	Key		
	red = no		
	green = yes		
	yellow = need way more discussion w staff & stakeholders		
	* ave \$ per stall year round		
<p>The paid parking system generates approximately \$1.4 M annually. The recommendations above over 365 days is estimated to forego \$80k annually (\$220 x 365), or about 5.7% of the overall revenue</p>			

City Council Goals

- Continue to bring our guests (and residents) to Main Street, but
- Transportation First - reduce SOV (single occupant vehicles) - Lodging Companies & their shuttles promote our transportation goals; TNC's only help w/ parking.
- Reduce Impacts on Residential Districts & Make Old Town More Livable.
- Reduce traffic & congestion in the downtown/old town area
 - For Main Street: Ease overall access, Reduce congestion, prevent double parking, open up paid parking and encourage turnover of customers consistent w/ HPCA goals for keeping customers.
- Don't Squeeze the Balloon – Comprehensive Study.