

Ordinance No. 123473

Council Bill No. 117004

AN ORDINANCE relating to Seattle Center parking charges; amending Seattle Municipal Code subsection 17.19.010.B to increase the maximum rates that can be charged for non-event parking.

CF No. _____

Date Introduced:	<u>Oct. 18, 2010</u>	
Date 1st Referred:	To: (committee)	
<u>Oct. 18, 2010</u>	<u>Budget</u>	
Date Re - Referred:	To: (committee)	
Date Re - Referred:	To: (committee)	
Date of Final Passage:	Full Council Vote:	
<u>11.22.10</u>	<u>9-0</u>	
Date Presented to Mayor:	Date Approved:	
<u>11.23.10</u>	<u>Dec. 2, 2010</u>	
Date Returned to City Clerk:	Date Published:	T.O. <input type="checkbox"/>
<u>Dec. 2, 2010</u>		F.T. <input checked="" type="checkbox"/>
Date Vetoed by Mayor:	Date Veto Published:	
Date Passed Over Veto:	Veto Sustained:	

The City of Seattle - Legislative Department

Council Bill/Ordinance sponsored by: hodden

Councilmember

Committee Action:

11.12.10 Pass 9-0

11.22.10 Passed 9-0

This file is complete and ready for presentation to Full Council. Committee: _____ (initial/date)

Law Department

Law Dept. Review

OMP Review

City Clerk Review

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Indexed

ORDINANCE 123473

AN ORDINANCE relating to Seattle Center parking charges; amending Seattle Municipal Code subsection 17.19.010.B to increase the maximum rates that can be charged for non-event parking.

BE IT ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:

Section 1. Effective January 1, 2011, subsection 17.19.010.B of the Seattle Municipal Code, which section was last amended by Ordinance 122846, is amended as follows:

17.19.010 Seattle Center parking charges

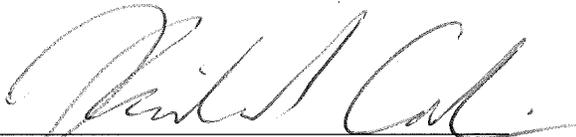
* * *

B. Regular Charges. The Regular Seattle Center parking charges shall be composed of three (~~((3))~~) types of charges: Nonevent charges, Event charges and Monthly charges. Regular Parking charges shall apply to all vehicles (including vehicles displaying disabled permits) unless the vehicle qualifies for a Special Parking charge pursuant to this (~~((section))~~) Section 17.19.010 or rules adopted under this (~~((section))~~) Section 17.19.010. The Regular Parking charge shall be prorated commensurate with the size and number of parking space(s) required by vehicles, such as motorcycles, mopeds, buses, and other over- or undersized vehicles.

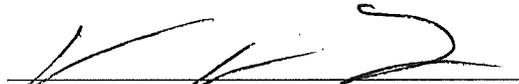
1. Nonevent: Nonevent charges shall be in effect during times and in parking locations when parking demand is low as determined by the Director and shall not be less than (~~((One Dollar (\$1.00)))~~) \$1 for the first hour of parking nor greater than (~~((Ten Dollars (\$10.00)))~~) \$15 for any ten (~~((10))~~) hour period.



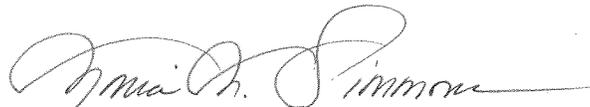
1 Passed by the City Council the 22 day of November, 2010, and
2 signed by me in open session in authentication of its passage this
3 22 day of November, 2010.

4
5 
6 President _____ of the City Council

7 Approved by me this 2nd day of December, 2010.

8
9
10 
11 Michael McGinn, Mayor

12 Filed by me this 2nd day of December, 2010.

13
14 
15 City Clerk

16 (Seal)



2011-2012 BUDGET LEGISLATION FISCAL NOTE

Department:	Contact Person/Phone:	CBO Analyst/Phone:
Seattle Center	Tom Israel / 684-7298	Amy Williams / 233-2651

Legislation Title: AN ORDINANCE relating to Seattle Center parking charges; amending Seattle Municipal Code subsection 17.19.010.B to increase the maximum rates that can be charged for non-event parking.

Summary of the Legislation: This legislation increases the available range of parking rates Seattle Center can charge by extending the current non-event rate ceiling for daily parking from \$10/day to \$15/day. Extending the range gives the Department more flexibility to respond to market factors and maximize parking revenue.

Background: Seattle Center owns and operates four parking facilities, including Mercer Street Garage, First Avenue North Garage, Fifth Avenue North Garage, and the Theater Commons surface lot. Together, these facilities generate approximately 10.5% of Seattle Center's total revenue, and daily and monthly parking fees account for nearly 90% of total parking revenue. This legislation increases the ceiling on daily parking rates only, as the range of monthly parking rates is currently competitive with surrounding private parking lots.

Daily parking revenue comes from visitors using Center's parking facilities and making payment either to an on-site attendant or to self-serve payment kiosks. Daily parking is dependent on both attendance to specific events at Seattle Center and on daily visitors to campus. These rates are set based on an evaluation of market forces such as competition, affordability, and demand management, and parking management strategies including carpool incentives, and the relative convenience of parking for patrons attending events at various Seattle Center facilities.

Seattle Center competes for daily parking dollars in an extremely competitive environment, with many other parking lots in the area vying for the same daily parking revenue associated with Seattle Center events. The parking environment around Seattle Center is also changing rapidly, with many surface lots being replaced with residential and commercial structures. The resultant loss of parking stalls puts an upward pressure on all parking rates in the neighborhood, for both daily and monthly programs.

In 2010, Seattle Center raised its regular, non-event rate for weekday parking from \$7 to \$8 and its regular non-event weekend parking rate from \$7 to \$9. In 2011, the Center plans to increase each of these rates an additional \$1. While the planned 2011 non-event rate increase can be accommodated within the existing legislation, the Department is proposing to adjust the current ceiling for non-event parking from \$10/day to \$15/day in anticipation of possible additional rate increases in 2012.



- Please check one of the following:

 This legislation does not have any financial implications. (Stop here and delete the remainder of this document prior to saving and printing.)

 X This legislation has financial implications. Please complete all relevant sections that follow.

Summary of Changes to Revenue Generated Specifically From This Legislation:

	Revenue Source	2011 Proposed	2012 Proposed
Total Fees and Charges Resulting From Passage of This Ordinance	Daily Parking Revenue	\$0	\$0

Note: The increases in daily and weekend non-event parking fees are reflected in the 2011 Proposed Budget, and are within the Center’s existing legislative authority. This legislation increases the current ceiling for non-event parking, but does not actually increase fees.

Anticipated Total Revenue from Entire Program, Including Changes Resulting From This Legislation:

Fund Name and Number	Revenue Source	Total 2011 Revenue	Total 2011 and 2012 Anticipated Revenue from Entire Program
11410 Seattle Center Fund	Parking Revenue	\$4,400,000	\$9,000,000
TOTAL		\$4,400,000	\$9,000,000

What is the financial cost of not implementing this legislation? Not implementing this legislation would limit Center’s ability to make further adjustments to proposed parking rates over the 2011-2012 biennium.

Does this legislation affect any departments besides the originating department? No.

What are the possible alternatives to the legislation that could achieve the same or similar objectives? None that we can identify.

Is the legislation subject to public hearing requirements? No.

Other Issues (including long-term implications of the legislation): None.

Please list attachments to the fiscal note below: No attachments.





City of Seattle
Office of the Mayor

September 27, 2010

Honorable Richard Conlin
President
Seattle City Council
City Hall, 2nd Floor

Dear Council President Conlin:

I am transmitting the attached proposed Council Bill for consideration with the 2011 Proposed Budget. This legislation will raise the maximum amount Seattle Center can charge on weekdays and weekends for non-event parking in its garages and surface lot facilities.

Parking charges are an important component of Seattle Center's financial picture, and are expected to generate approximately \$4.4 million in 2011. As part of the 2011 Proposed Budget, the Center proposes to increase the weekday non-event parking rate from \$8 to \$9, and the weekend non-event parking rate from \$9 to \$10 at all four parking facilities owned and operated by Seattle Center, including the Mercer Street Garage, the First Avenue North Garage, the Fifth Avenue North Garage, and the Theater Commons parking lot. While these changes are within the Center's existing legislative authority, the parking environment around Seattle Center is changing rapidly. Passage of this legislation will allow for future increases in non-event parking rates should this become necessary in 2011 or 2012.

Thank you for your consideration of this legislation. Should you have questions, please contact Tom Israel at 684-7298.

Sincerely,

Michael McGinn
Mayor of Seattle

Michael McGinn, Mayor
Office of the Mayor
600 Fourth Avenue, 7th Floor
PO Box 94749
Seattle, WA 98124-4749

Tel (206) 684-4000
Fax (206) 684-5360
TDD (206) 615-0476
mike.mcgin@seattle.gov



STATE OF WASHINGTON – KING COUNTY

--SS.

264498
CITY OF SEATTLE, CLERKS OFFICE

No.

Affidavit of Publication

The undersigned, on oath states that he is an authorized representative of The Daily Journal of Commerce, a daily newspaper, which newspaper is a legal newspaper of general circulation and it is now and has been for more than six months prior to the date of publication hereinafter referred to, published in the English language continuously as a daily newspaper in Seattle, King County, Washington, and it is now and during all of said time was printed in an office maintained at the aforesaid place of publication of this newspaper. The Daily Journal of Commerce was on the 12th day of June, 1941, approved as a legal newspaper by the Superior Court of King County.

The notice in the exact form annexed, was published in regular issues of The Daily Journal of Commerce, which was regularly distributed to its subscribers during the below stated period. The annexed notice, a

CT:123473 ORDINANCE

was published on

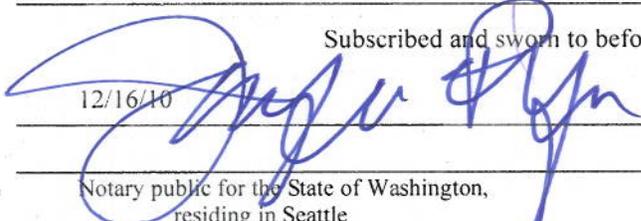
12/16/10

The amount of the fee charged for the foregoing publication is the sum of \$ 116.03, which amount has been paid in full.



Affidavit of Publication



Subscribed and sworn to before me on
12/16/10 

Notary public for the State of Washington,
residing in Seattle

State of Washington, King County

City of Seattle

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17.19.010 Seattle Center parking charges

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2. Event: Regular Event charges shall be in effect during times and in parking locations when parking demand is high as determined by the Director and shall not be less than ~~((Three Dollars (\$3.00)))~~ \$3 for the first hour of parking nor greater than ~~((Thirty Dollars (\$30.00)))~~ \$30 for any ten ~~((10))~~ hour period.

3. Monthly Parking. Monthly Parking charges shall be not less than ~~((Thirty Dollars (\$30.00)))~~ \$30 nor greater than ~~((One Hundred Forty Dollars (\$140.00)))~~ \$140 for a Monthly Parking permit valid on a space available basis. The Monthly Parking charge may be prorated when a Monthly Parking permit is purchased for only a portion of a month in accordance with rules adopted under this section.

Section 2. This ordinance shall take effect and be in force 30 days from and after its approval by the Mayor, but if not approved and returned by the Mayor within ten days after presentation, it shall take effect as provided by Municipal Code Section 1.04.020.

Passed by the City Council the 22nd day of November, 2010, and signed by me in open session in authentication of its passage this 22nd day of November, 2010.

Richard Conlin

President of the City Council

Approved by me this 2nd day of December, 2010.

Michael McGinn, Mayor

Filed by me this 2nd day of December, 2010.

(Seal) Monica Martinez-Simmons

City Clerk

Publication ordered by the City Clerk

Date of publication in the Seattle Daily Journal of Commerce, December 16, 2010.

12/16(264498)