

Mobility & Parking Advisory Board

Wednesday, July 12,
2023

11:00 a.m.

2nd Floor Committee,
Governmental Center
400 Boardman Avenue
Traverse City,
Michigan 49684



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If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

The City of Traverse City and Downtown Development Authority are committed to a dialog that is constructive, respectful and civil. We ask that all individuals interacting verbally or in writing with board members honor these values.

Downtown Development Authority:
c/o Nicole VanNess, Transportation Mobility Director
(231) 922-0241
Web: www.parking.downtowntc.com
303 East State Street
Traverse City, MI 49684

Welcome to the Parking Advisory Board meeting

Agenda

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. CONSIDERATION OF MINUTES	
A. Approval of the minutes of the April 5, 2023 meeting (approval recommended). Mobility & Parking Advisory Board - 05 Apr 2023 - Minutes - Pdf	5 - 7
4. OLD BUSINESS	
A. Permit Ordinance - Short-term Rentals Permit Ordinance - Short-term Rental - Memo Short-term Rental Meeting Follow-up - Email	9 - 12
B. Parking Space Usage - Overview Parking Space Use Overview - Memo	13
C. PARCS Project FAQ Discussion Parking Access and Revenue Control Update - Memo PARCS Informational Signage RFP Attachment A	15 - 18
5. TRANSPORTATION DEMAND MANAGEMENT	
A. Circulator Discussion TDM Circulator - Memo	19 - 20
6. UPDATES	
A. Parking Structure Usage Parking Structure Usage - DDA Board Update 06.19.2023 - Memo Parking Structure Usage - Attachment A Count Stats Report Hardy Parking Structure Usage - Attachment B Count Stats Report Old Town Parking Structure Usage - Attachment C Parking Map One Aggregate	21 - 27
7. TRAFFIC COMMITTEE UPDATE	

A. Traffic Committee Update
[Traffic Committee - Memo](#)

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8. RECEIVE AND FILE

9. PUBLIC COMMENT

10. ADJOURNMENT



CITY COMMISSION

GOALS & OBJECTIVES

2022-2023



HOUSING & HOMELESSNESS

Increase opportunities for more diverse housing through public and private options.



ACCESS & MOBILITY

Invest in multi-modal mobility strategies and existing and future infrastructure so that individuals of all ages, abilities and income have a network of complete, barrier free, safe, year round access to our community's amenities and basic needs.



CONNECTING PEOPLE WITH EACH OTHER AND NATURE

Invest in facilities and amenities in order to create vibrant City spaces that connect all people to nature and to each other.



ECONOMIC DEVELOPMENT

The City will foster economic development by adopting a growth mentality and by conserving and maintaining natural resources. It will work with partners to invest in and maintain amenities that support a wide variety of industries, build the workforce, and attract well-paying jobs with the region's future in mind.



WATER SYSTEMS

Proactively and consistently maintain, conserve, and manage water and water systems to reduce harm to the systems themselves as well as public health and safety.



CLIMATE CHANGE

Address climate within all of our City priorities, goals, policies, and actions.



**Minutes of the
Mobility & Parking Advisory Board for the Downtown Development Authority
Regular Meeting
Wednesday, April 5, 2023**

A regular meeting of the Traverse City Parking Subcommittee of the City of Traverse City was called to order at the 2nd Floor Committee Room, Governmental Center, 400 Boardman Avenue, Traverse City, Michigan, at 11 a.m.

The following Members were in attendance: Board Vice Chair Scott Hardy, Committee Member Todd Knaus, Commissioner Doug Hickman, and William Clark

The following Members were absent: Board Member Pam Marsh and Board Member Katy Bertodatto

Chairperson Hardy presided at the meeting.

(a) **CALL TO ORDER**

Chairperson Hardy called the meeting to order at 11:02 AM.

(b) **ROLL CALL**

(c) **REVIEW AND APPROVAL OF AGENDA**

- (1) Remove item (e)(2) Permit Ordinance - Overview from agenda

(d) **CONSIDERATION OF MINUTES**

- (1) Approval of the March 1, 2023 meeting minutes (approval recommended).
that the minutes of the March 1, 2023 meeting be approved.

Moved by Doug Hickman, Seconded by Todd Knaus

Yes: Scott Hardy, Todd Knaus, Doug Hickman, and William Clark

Absent: Pam Marsh and Katy Bertodatto

CARRIED. 4-0-2 on a recorded vote

(e) **OLD BUSINESS**

(1) Mobility & Parking Advisory Board

The following address the Board:
Nicole VanNess, Transportation Mobility Director
Scott Hardy

(2) Item removed from agenda

(f) **NEW BUSINESS**

(1) Parking Space Usage - Overview

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director
Jean Derenzy, DDA CEO
Scott Hardy
Doug Hickman
Todd Knaus

(g) **TRANSPORTATION DEMAND MANAGEMENT**

(1) Circulator Discussion

The following addressed the Board:
Nicole VanNess, Transportation Mobility Director
William Clark
Scott Hardy
Jean Derenzy, DDA CEO
Todd Knaus
Doug Hickman

(h) **RECEIVE AND FILE**

(1) Notice of Meeting Cancellation - May 3, 2023

(i) **PUBLIC COMMENT**

No public comment.

(j) **ADJOURNMENT**

Chairperson Hardy adjourned the meeting at 12:05 PM.

Scott Hardy, Chairperson

Draft



Memorandum

To: Mobility & Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: July 7, 2023
Re: Old Business: Parking Permit Ordinance - Overview

Chairperson Hardy asked that this item be pulled from the April meeting to be discussed at a future meeting when more board members are present.

At the March meeting, we discussed 1) feedback received from short-term rental guest's reviews published after their stays, and 2) a request to change the start of day time.

Permit Parking

The parking permit program offers reduced parking rates for long-term parkers. The intent of the program was to provide cost effective options for employees or residents. The committee asked that we survey other Michigan communities to see what they offer short-term rentals and other types of parkers. The result was that other communities had existing non-transferrable clauses for their parking permits that were tied to revoked parking privileges for misuse. Permit types and pricing information collected identified that permit rates were lower for residents purchasing permits than for employees. Communities did not offer reduced rates or permits specific to short-term rentals or reselling of parking permits.

In May 2022, both the DDA Board and City Commission approved the recommendation to amend the ordinances to incorporate ordinance language used by other communities to limit permit use to the registered resident, business or employees; and eliminate permit shared use by other parkers. The intent of the permit program was never to resell parking permits that are offered at a reduced rate. Businesses and individuals have the following options for parking: 1) businesses may establish an account to validate their customer's hourly parking fees, 2) employees may purchase their own parking permit, or 3) customers can pay for their parking at the posted hourly rates.

Specific to the use case of short-term rentals, operators may 1) pre-purchase permits for each of their guest bookings, 2) establish an account to validate their guest's hourly parking fees, 3) instruct guests to purchase their own permit or 4) instruct guests to pay for their parking at the posted hourly rates. Short-term rental operators may not re-use unused time or share permits across multiple bookings. Any end-user misuse may result in permit revocation.

If the committee would like to review this item further, the next step would be to begin reviewing permit rates by user type and how information can be verified (resident, employee, or other). As we increase housing in the downtown area, we may offer the lowest discounted rate to residents based on proof of residency. Information would need to be gathered from the business community on how we can easily verify employment.

Parking Structure Daily Rates

Our signage at the point of entry indicates “rates reset daily at 7:00 AM”. The 7:00 AM start is programmed into our fee schedule and was selected as it is the time the office opens. This information is visible to the parker at the time of entry before they pull a ticket. Changing the new day start time, may impact hourly parkers (i.e. downtown employees) based on their entry time.

Daily Rate Update: The new hardware has been configured to have a rolling 24-hour fee schedule. Any parker who enters will have a calculated 24-hour daily maximum based on their time of entry.

Additionally, all event rates have been configured for a 10 hour maximum, and any parker exceeding 10 hours for an event will resume hourly fees at the 11th hour up to the daily maximum for a 24 hour period.

From: Nicole VanNess <nicole@downtowntc.com>
Sent: Tuesday, June 20, 2023 3:19 PM
To: 'Katy Bertodatto' <katy@goldenswanmgmt.com>; 'mpowers@keen-minds.com' <mpowers@keen-minds.com>
Cc: Jean Derenzy <jean@downtowntc.com>; Parking Information <parkinginfo@downtowntc.com>
Subject: STR Follow-up

Hello Katy and Mike,

Thank you for meeting with us to identify your questions for servicing short-term rental guests. Below is a quick overview of the process options discussed until the new equipment is installed in the Fall of 2023.

There are four options for guests:

1. Guests may pull a ticket and pay the calculated hourly rates at exit. Daily rates reset at 7 AM.
2. Guests may purchase their own permit. (Preferred option)
3. STR owner/operator may establish a validation account to validate all guest hourly fees. Validated parking will be invoiced after the month's end.
4. STR owner/operator may pre-purchase a permit for each guest stay. Required information may be provided up front or after guest check-in.

Item 2 is preferred as it allows staff the ability to directly communicate with guests when they pick up their access card, answer additional questions, explain how to use the access card, and provide printed copies of documentation.

Options for purchasing a permit:

1. Online <https://downtowntc.t2hosted.com/Account/Portal>, Required information for account setup:
 - a. Name
 - b. Email address
 - c. License plate number
2. Phone 231-922-0241, Reference form:
 - a. <https://parking.downtowntc.com/general-parking-forms/>
 - b. Application Section > Single Permit Purchase
3. Email parkinginfo@downtowntc.com Reference form:
 - a. <https://parking.downtowntc.com/general-parking-forms/>
 - b. Application Section > Single Permit Purchase
4. In-person with office hours open until 11 PM daily

If STR is purchasing for future guest stays, purchase option 3b may use the Multiple Permit Purchase form.

Coming Fall 2023

1. Hourly rates have been configured based on a rolling 24-hour period from the time of entry.
2. Permits purchased online will be immediately available for use with the QR code by printing the permit or saving to a phone.

Please let me know if you have any questions.

Thank you,
Nicole



Memorandum

To: Mobility & Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Re: June 3, 2023
Date: Parking Space Use - Overview

Last month, we reviewed the guidelines for requesting meter bags. I have met with the City Engineer's Office and conveyed the concerns with land use, right-of-way and construction permits allowing access to core parking in the downtown district.

One of the details that they pointed out is that we will likely continue to feel constrained parking as downtown in-fill occurs. Some of the locations that were previously used for staging and parking are no longer available. As we continue to increase density, projects will rely on nearby parking lots, on-street or alleyways for construction activities. However, they are open to continue efforts to minimize the impact of projects, by working directly with the permit holder to identify needs for material staging, deliveries and construction worker parking. We will continue to review projects individually with their department in order to preserve parking for downtown customer use.



Memorandum

To: Mobility & Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: July 7, 2023
Re: PARCS Project Update

We are progressing through the configuration for the Parking Access and Revenue Control Systems project. Here are the most recent updates and items that are in progress. Below is an overview of where we are in the transition of the software as we move towards the September equipment installation.

We are working on developing frequently asked questions (FAQ) for the website. The webpage is updated with progress and pay be viewed at <https://parking.downtowntc.com/where-to-park/parcs2023/>.

Completed

Parking Structure Configurations

- Daily Rate Schedules – Fees are setup with a rolling 24-hour period based on time of entry
- Event Rate Schedules – Fees are setup with a 12-hour event rate before progressing into the daily rate schedule

Online Portal

- Payment gateway has transitioned from Authorize.Net to Chase Paymentech. Discover and American Express are now offered in addition to Visa and MasterCard for all parking transactions
- Auto-Renewals – Chase Paymentech offers the ability to store credit card profiles for month-to-month billing, and this service is now available.

Permits

- Auto-Renewals – Individual permit holders who purchase their permits month-to-month are now able to setup auto-renewals. We are communicating this change and working to transition permit holders. Over the past month, we have 62 permit holders who are now on auto-renew.
- Permit Barcodes – Existing hangtags have a barcode. The new equipment will use the barcode as the access method to enter the parking structures. This will eliminate the proximity card from being used.
- Bike Lockers – Bike lockers rentals have transitioned to the monthly rate and are required to establish auto-renewal.

- Back-up Permit – All permit holders will have access to generate their permit number to a QR code through the online portal. This QR can be used any time they are in loaner or temporary vehicle.

Business Accounts

- Auto-renewals for permits purchased by a business.

Signage

- Equipment – A purchase order for the informational signage package has been issued.

In-Progress

Permits

- AVI Permits – Auto-renewals will be provided an AVI tag for parking structure entry/exit in exchange for their current barcode only permit. The initial exchange will be at no charge and all new AVI permits may be purchased for \$10 each.
- Auto-renewal replacement permits for parking structures – barcode permits can be replaced for at no charge and AVI tags for \$10.
- After-hours permits will be offered for hours from 3 PM-11 PM at the reduced rate.

Business Accounts

- Shared employee permits with overage billed at the daily rate.

Coming

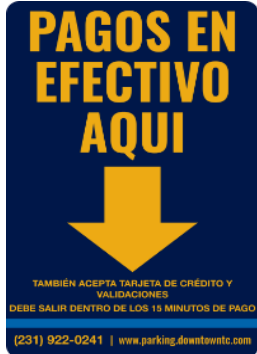
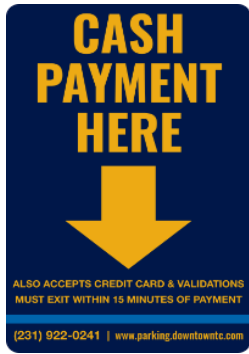
Validations

- Businesses will be able to validate online or print QR codes.
- Businesses will be able to pay validation invoices online.

Operational Changes

Equipment


- Exit Lanes will only allow for credit card payments and no cash in lane will be accepted.
- Pay-on-Foot devices will accept cash and credit card payments and will be installed 1) NE tower at Hardy, 2) SW tower at Hardy, and 3) NE tower at Old Town.
- No in-lane cashier at Hardy. Customers who would like to pay in-person will need to walk into the parking office.



PAY ON FOOT 

- 1 TAKE YOUR TICKET WITH YOU AND EXPLORE TRAVERSE CITY**
- 2 When You Return: PAY AT THE PAY-ON-FOOT**
PAY WITH CASH, CREDIT CARD, OR VALIDATION
- 3 AT EXIT: SCAN PAID TICKET AND GO**
FORGOT TO USE THE PAY-ON-FOOT? USE CREDIT CARD OR VALIDATION AT EXIT LANE
CASH IS NOT ACCEPTED AT EXIT LANE

(231) 922-0241 | www.parking.downtowntz.com

PAGAR A PIE 

- 1 LLEVA TU BOLETO CONTIGO Y EXPLORA TRAVERSE CITY**
- 2 Cuando regreses: PAGA EN EL PAGO A PIE**
PAGA EN EFECTIVO, TARJETA DE CREDITO O VALIDACION
- 3 A la salida: ESCANEA EL BOLETO PAGADO Y LISTO**
¿OLVIDASTE UTILIZAR EL PAGO A PIE? USA TARJETA DE CREDITO O VALIDACION EN EL CARRIL DE SALIDA
NO SE ACEPTA EFECTIVO EN EL CARRIL DE SALIDA

(231) 922-0241 | www.parking.downtowntz.com

Cash Payments for Levels 2-4
Only Available at Lake Avenue Northeast Tower Pay-On-Foot



Cash Payments
Only Available at Front Street Northeast Tower & State Street Southwest Tower



Ground Level Payments ONLY
At This Pay Station

LEVELS 2-4

1. Use CASH/CREDIT at Pay-On-Foot at Lake Ave Northeast Tower, or
2. Use CREDIT at Exit Lane



Memorandum

To: Mobility & Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Date: July 7, 2023
Re: TDM: Circulator

In March, we provided an overview of the tentative route being considered for the downtown circulator. The route identified would provide access from the Old Town parking structure and have transfer access to connect to other routes in the existing BATA network. The overall consensus was that the route identified met the service area discussed for the core business district.

The current estimate for two BATA buses to circulate over a 2-mile, 20-minute loop route is a based annual cost of nearly \$410,000. This rate is based on 100 hours of service provided Monday-Friday from 8:30 AM-7:00 PM. This cost does not include the purchase of vehicles or the depreciation. Vehicle purchase ranges between \$460,000-\$750,000 for electric or propane per vehicle. The total up front cost will be nearly \$1.5M. BATA will require executing a 12-month agreement before moving forward. Additionally, there are concerns with staffing as driver shortages are still affecting current operations to expand service routes.

We have talked with TC Tourism who is not interested in sharing in cost of this expense, but may be willing to discuss with Derenzy further a minimal contribution amount.

Based on this information, we need to discuss the goal of the circulator and if the quote meets the needs and objectives of goal we are attempting to achieve. There may be an opportunity during these warmer months for downtown patrons to learn existing Bayline or other routes that will help them commute to/from and around downtown. If the committee would like to pursue this opportunity further, we will need a recommendation to refer this item to a DDA Board Study Session.





Downtown Development Authority
303 E. State Street
Traverse City, MI 49684
jean@downtowntc.com
231-922-2050

Memorandum

To: DDA Board of Directors

From: Jean Derenzy, DDA CEO *Jean Derenzy*

Date: June 19, 2023

Subject: Interview with 7&4

Today, I had an interview with TV 7&4 related to the West End Mixed-Use Development, which includes housing, retail and parking components. The interview touched on our overall approach of stacking cars, eliminating (and redeveloping) surface lots and enhancing walkability and the pedestrian experience in support of our downtown businesses.

Another element that was addressed was the level of “use” of the existing parking structures. My discussion with the reporter focused on our average monthly use, as the focus is how the parking spaces are being utilized over time (versus a single day) for more than single users. From a public parking availability perspective, it is important to have an 18-hour mind-set – that is, that we provide available parking for early morning activities (gyms, yoga studios and coffee houses), daytime workers (downtown has up to 5,600 people who work downtown on any given day) and evening activities (entertainment, dinner and late-night activities).

Lastly, when looking at how the spaces in the parking structures turn over, the total number of uses (exits) is averaged per month. The Hardy Parking Structure has a monthly use between 53% and 120% - that is, of the total parking spaces in the Hardy Parking Structure, 53% to 120% of the spaces are occupied on any given day depending on the month.

In previous discussions, DDA staff indicated a 25% occupancy of the Old Town Parking Structure. However, that is reflective of a “moment in time” and does not take into account the average use per month. To that end, the Old Town Parking Structure has a monthly use between 31% and 50% - that is, of the total parking spaces in the Old Town Parking Structure, 31% to 50% of the spaces are occupied on any given day depending on the month.

Please let me know if you have any questions.

Enter/Exit - Hardy Parking Deck

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023			2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
July	0	29,171	28,532	14,801	22,285	20,076			0.00%	174.26%	170.44%	88.42%	133.12%	119.93%
Aug	0	24,109	27,457	15,539	16,190	15,226			0.00%	144.02%	164.02%	92.83%	96.71%	90.96%
Sept	0	19,250	20,183	12,139	12,461	10,916			0.00%	118.83%	124.59%	74.93%	76.92%	67.38%
Oct	0	20,988	21,729	10,664	12,472	11,156			0.00%	125.38%	129.80%	63.70%	74.50%	66.64%
Nov	0	18,174	17,890	6,331	9,290	9,588			0.00%	9.22%	9.08%	3.21%	4.71%	4.86%
Dec	17,605	19,800	19,578	6,195	9,917	9,300			105.17%	118.28%	116.95%	37.01%	59.24%	55.56%
Jan	16,982	17,878	19,396	5,939	8,068	8,934			101.45%	106.80%	115.87%	35.48%	48.20%	53.37%
Feb	14,452	15,886	17,155	6,498	8,196	8,525			95.58%	105.07%	113.46%	42.98%	54.21%	56.38%
Mar***	17,019	17,966	7,997	7,961	9,278	9,628			101.67%	107.32%	47.77%	47.56%	55.42%	57.51%
Apr*	16,288	18,095	1,205	7,942	9,568	9,247			100.54%	111.70%	7.44%	49.02%	59.06%	57.08%
May**	18,278	20,204	2,626	10,094	10,994				109.19%	120.69%	15.69%	60.30%	65.68%	0.00%

Enter/Exit - Old Town Parking Deck

	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023			2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
July	0	12,313	12,364	3,476	5,266	6,565			0.00%	93.46%	93.84%	26.38%	39.97%
Aug	0	11,459	11,283	3,631	4,245	4,784			0.00%	86.98%	85.64%	27.56%	32.22%
Sept	0	9,915	9,866	3,368	3,974	4,005			0.00%	77.76%	77.38%	26.42%	31.17%
Oct	0	12,212	10,975	2,651	4,044	4,374			0.00%	92.69%	83.30%	20.12%	30.69%
Nov	0	10,326	9,085	2,415	3,299	597			0.00%	80.99%	71.25%	18.94%	25.87%
Dec	9,394	8,912	9,259	2,511	3,208	1,404			71.30%	67.64%	70.28%	19.06%	24.35%
Jan	10,632	10,406	10,824	2,504	3,102	4,001			80.70%	78.98%	82.16%	19.01%	23.54%
Feb	9,861	8,973	9,740	2,911	3,212	3,644			82.87%	75.40%	81.85%	24.46%	26.99%
Mar***	10,671	10,355	5,169	3,094	3,680	4,302			80.99%	78.60%	39.23%	23.48%	27.93%
Apr*	9,952	11,124	331	2,843	3,781	3,910			78.05%	87.25%	2.60%	22.30%	29.65%
May**	10,529	10,548	817	3,112	4,060				79.92%	80.06%	6.20%	23.62%	

Map One. 2023 - 2027



Existing Downtown Surface/Deck Parking Spaces

Lot X: 56	Lot P: 52
Lot V: 103	Lot K: 22
Lot E: 57	Lot N: 51
Lot T: 141	Lot J: 38
Lot B: 129	Lot I: 5
Lot C: 58	Lot Q: 18
Lot D: 48	Lot W: 10
Lot A: 84	Lot L: 30
Lot R: 11	Lot CG: 18
Lot G: 55	Lot RB: 30
Lot O: 25	Lot M: 117



Hardy Garage: 537
Old T. Garage: 521

Total: 2,216

* Lots labeled in orange above are considered "parkland" and likely not to change

Planned Infill Development & Lost Surface Parking Spaces

- Lot B -30 Partial (2023)
- Lot V -103 (2023)
- Lot O -25 (2025)
- Lot G -55 (2025)
- Lot: A -84 (2026)



Total: -297

Dedicated Infill Development & Lost Surface Parking Spaces

- Lot T -141
- Lot X -56



Total: -197

Lose Lot P to Construct West End Parking Structure (2025- 2026) -52 spaces

Combined Total Lost Parking Spaces: 494

New West End Parking Structure (2027) Parking Spaces: 625



Net Gain Parking Spaces: 79

Other Anticipated Infill Development

- A** 309 W. Front (2023)
- B** 232 E. State (2024)
- C** 211 Grandview PKWY (2025)
- D** Hall Street (2025)
- E** 326 E. State (2025)
- F** 124 W. Front (2026)



*Some Parking Provided On-site
* Several Developments Include Retail on First Floor

March 2023



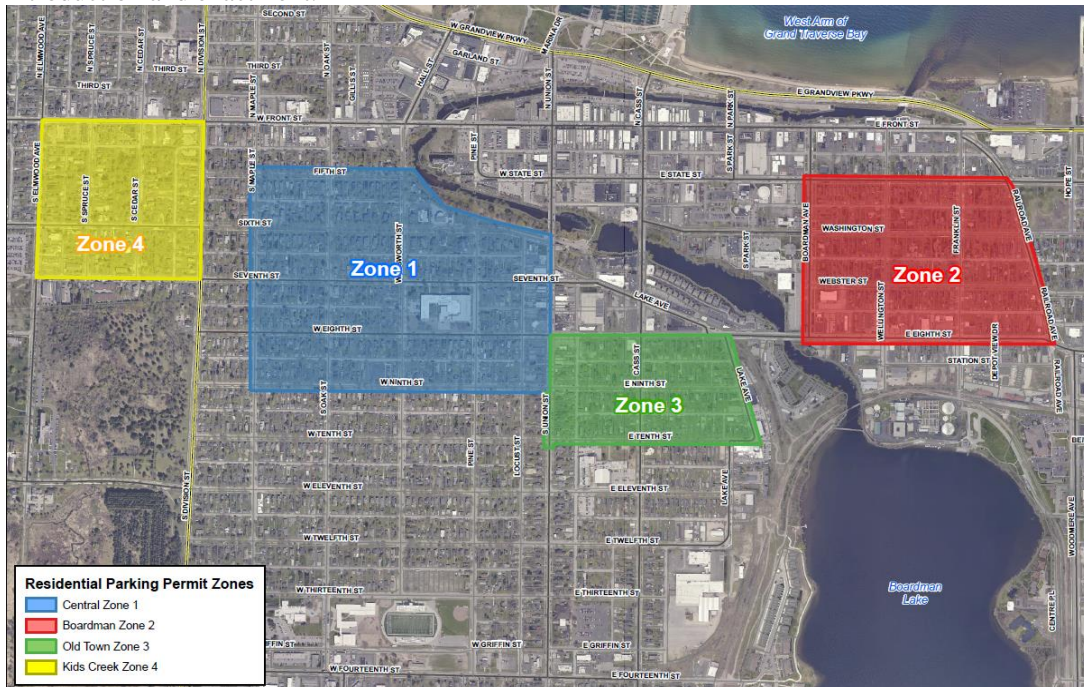
Memorandum

To: Mobility & Parking Advisory Board
From: Nicole VanNess, Transportation Mobility Director
Re: July 7, 2022
Date: Traffic Committee Update

The Traffic Committee has had various parking related issues submitted from city residents and businesses. Below is a quick update of the areas that are being reviewed in order to be addressed.

New Residential Zone

Residents in the Kid's Creek neighborhood have requested a new residential zone to be added as a residential parking permit (RPP) district. This new zone will be Kid's Creek Zone 4. The Traffic Committee approved the amendment, and this item will go to City Commission for introduction and enactment.



Gillis Street

The Traffic Committee has notified the business owner that the parking will be converted to parallel along the building. Additional paint markings may be added to the road way to keep housing residents and short-term rental guests from parking in the right-of-way.



Depot View Drive

Depot View Drive is seeing an increase in parking complaints for overnight and long-term storage by area business owners. The Traffic Committee will consider 2-hour parking signage in order to turn over spaces and reduce long-term parking.

