

MINUTES OF THE CITY COUNCIL COMMITTEE  
MONDAY, OCTOBER 2, 2023

23-0013

ECONOMIC DEVELOPMENT COMMITTEE  
CITY COUNCIL CHAMBER, CITY HALL/VIDEO CONFERENCE  
MAYOR PRO TEM TENNELL ATKINS, PRESIDING

PRESENT: [6] Atkins, Narvaez (\*\*1:16 p.m.), West, Arnold (\*\*1:14 p.m.), Stewart, Ridley

ABSENT: [1] Bazaldua

The meeting was called to order at 1:10 p.m. with a quorum of the committee present.

The meeting agenda, posted in accordance with Chapter 551, "OPEN MEETINGS," of the Texas Government Code, was presented.

After all business properly brought before the committee had been considered, the meeting adjourned at 2:17 p.m.

\_\_\_\_\_  
Chair

ATTEST:

\_\_\_\_\_  
City Secretary Staff

\_\_\_\_\_  
Date Approved

The agenda is attached to the minutes of this meeting as EXHIBIT A.

The actions taken on each matter considered by the committee are attached to the minutes of this meeting as EXHIBIT B.

The briefing materials are attached to the minutes of this meeting as EXHIBIT C.

**\*\* Note: Indicates arrival time after meeting called to order/reconvened.**

MINUTES OF THE CITY COUNCIL COMMITTEE  
MONDAY, OCTOBER 2, 2023

EXHIBIT A

**RECEIVED**

**2023 SEP 29 AM 9:47**

**CITY SECRETARY  
DALLAS, TEXAS**

**City of Dallas**

*1500 Marilla Street,  
Council Chambers, 6th Floor  
Dallas, Texas 75201*

**Public Notice**

**230856**

**POSTED** CITY SECRETARY  
DALLAS, TX



**Economic Development Committee**

**October 2, 2023**

**1:00 PM**

## 2023 CITY COUNCIL APPOINTMENTS

COUNCIL COMMITTEE	
<b>ECONOMIC DEVELOPMENT</b> Atkins (C), Narvaez (VC), Arnold, Bazaldua, Ridley, Stewart, West	<b>GOVERNMENT PERFORMANCE AND FINANCIAL MANAGEMENT</b> West (C), Blackmon (VC), Mendelsohn, Moreno, Resendez
<b>HOUSING AND HOMELESSNESS SOLUTIONS</b> Moreno (C), Mendelsohn (VC), Gracey, West, Willis	<b>PARKS, TRAILS, AND THE ENVIRONMENT</b> Stewart (C), Moreno (VC), Arnold, Bazaldua, Blackmon, Narvaez, West
<b>PUBLIC SAFETY</b> Mendelsohn (C), Stewart (VC), Atkins, Moreno, Willis	<b>QUALITY OF LIFE, ARTS, AND CULTURE</b> Bazaldua (C), Resendez (VC), Blackmon, Gracey, Ridley, Schultz, Willis
<b>TRANSPORTATION AND INFRASTRUCTURE</b> Narvaez (C), Gracey (VC), Atkins, Mendelsohn, Resendez, Schultz, Stewart	<b>WORKFORCE, EDUCATION, AND EQUITY</b> Schultz (C), Arnold (VC), Bazaldua, Blackmon, Resendez, Ridley, Willis
<b>AD HOC COMMITTEE ON ADMINISTRATIVE AFFAIRS</b> Atkins (C), Mendelsohn, Moreno,	<b>AD HOC COMMITTEE ON GENERAL INVESTIGATING AND ETHICS</b> Mendelsohn (C), Gracey, Johnson, Schultz, Stewart
<b>AD HOC COMMITTEE ON JUDICIAL NOMINATIONS</b> Ridley (C), Resendez, West	<b>AD HOC COMMITTEE ON LEGISLATIVE AFFAIRS</b> Mendelsohn (C), Atkins, Gracey, Narvaez, Stewart
<b>AD HOC COMMITTEE ON PENSIONS</b> Atkins (C), Blackmon, Mendelsohn, Moreno, Resendez, Stewart, West, Willis	<b>AD HOC COMMITTEE ON PROFESSIONAL SPORTS RECRUITMENT AND RETENTION</b> Gracey (C), Blackmon, Johnson, Moreno, Narvaez, Resendez, Schultz

(C) – Chair, (VC) – Vice Chair

Note: A quorum of the Dallas City Council may attend this Council Committee meeting.

## General Information

The Dallas Council Committees regularly meet on Mondays beginning at 9:00 a.m. and 1:00 p.m. in the Council Chambers, 6th floor, City Hall, 1500 Marilla. Council Committee agenda meetings are broadcast live on [bit.ly/cityofdallastv](http://bit.ly/cityofdallastv) and on Time Warner City Cable Channel 16.

Sign interpreters are available upon request with a 48-hour advance notice by calling (214) 670-5208 V/TDD. The City of Dallas is committed to compliance with the Americans with Disabilities Act. **The Council agenda is available in alternative formats upon request.**

If you have any questions about this agenda or comments or complaints about city services, call 311.

## Rules of Courtesy

City Council meetings bring together citizens of many varied interests and ideas. To insure fairness and orderly meetings, the Council has adopted rules of courtesy which apply to all members of the Council, administrative staff, news media, citizens and visitors. These procedures provide:

- That no one shall delay or interrupt the proceedings, or refuse to obey the orders of the presiding officer.
- All persons should refrain from private conversation, eating, drinking and smoking while in the Council Chamber.
- Posters or placards must remain outside the Council Chamber.
- No cellular phones or audible beepers allowed in Council Chamber while City Council is in session.

"Citizens and other visitors attending City Council meetings shall observe the same rules of propriety, decorum and good conduct applicable to members of the City Council. Any person making personal, impertinent, profane or slanderous remarks or who becomes boisterous while addressing the City Council or while attending the City Council meeting shall be removed from the room if the sergeant-at-arms is so directed by the presiding officer, and the person shall be barred from further audience before the City Council during that session of the City Council. If the presiding officer fails to act, any member of the City Council may move to require enforcement of the rules, and the affirmative vote of a majority of the City Council shall require the presiding officer to act." Section 3.3(c) of the City Council Rules of Procedure.

## Información General

Los Comités del Concejo de la Ciudad de Dallas se reúnen regularmente los lunes en la Cámara del consejo en el sexto piso del Ayuntamiento, 1500 Marilla, a partir de las 9:00 a.m. y la 1:00 p.m. Las reuniones de la agenda del Comité del Consejo se transmiten en vivo por la estación de [bit.ly/cityofdallastv](http://bit.ly/cityofdallastv) y por cablevisión en la estación *Time Warner City Cable* Canal 16.

Intérpretes para personas con impedimentos auditivos están disponibles si lo solicita con 48 horas de anticipación llamando al (214) 670-5208 (aparato auditivo V/TDD). La Ciudad de Dallas se esfuerza por cumplir con el decreto que protege a las personas con impedimentos, *Americans with Disabilities Act*. **La agenda del Ayuntamiento está disponible en formatos alternos si lo solicita.**

Si tiene preguntas sobre esta agenda, o si desea hacer comentarios o presentar quejas con respecto a servicios de la Ciudad, llame al 311.

## Reglas de Cortesía

Las asambleas del Ayuntamiento Municipal reúnen a ciudadanos de diversos intereses e ideologías. Para asegurar la imparcialidad y el orden durante las asambleas, el Ayuntamiento ha adoptado ciertas reglas de cortesía que aplican a todos los miembros del Ayuntamiento, al personal administrativo, personal de los medios de comunicación, a los ciudadanos, y a visitantes. Estos reglamentos establecen lo siguiente:

- Ninguna persona retrasará o interrumpirá los procedimientos, o se negará a obedecer las órdenes del oficial que preside la asamblea.
- Todas las personas deben abstenerse de entablar conversaciones, comer, beber y fumar dentro de la cámara del Ayuntamiento.
- Anuncios y pancartas deben permanecer fuera de la cámara del Ayuntamiento.
- No se permite usar teléfonos celulares o enlaces electrónicos (*paggers*) audibles en la cámara del Ayuntamiento durante audiencias del Ayuntamiento Municipal

"Los ciudadanos y visitantes presentes durante las asambleas del Ayuntamiento Municipal deben de obedecer las mismas reglas de comportamiento, decoro y buena conducta que se aplican a los miembros del Ayuntamiento Municipal. Cualquier persona que haga comentarios impertinentes, utilice vocabulario obsceno o difamatorio, o que al dirigirse al Ayuntamiento lo haga en forma escandalosa, o si causa disturbio durante la asamblea del Ayuntamiento Municipal, será expulsada de la cámara si el oficial que este presidiendo la asamblea así lo ordena. Además, se le prohibirá continuar participando en la audiencia ante el Ayuntamiento Municipal. Si el oficial que preside la asamblea no toma acción, cualquier otro miembro del Ayuntamiento Municipal puede tomar medidas para hacer cumplir las reglas establecidas, y el voto afirmativo de la mayoría del Ayuntamiento Municipal precisará al oficial que este presidiendo la sesión a tomar acción." Según la sección 3.3 (c) de las reglas de procedimientos del Ayuntamiento.

## **Handgun Prohibition Notice for Meetings** **of Governmental Entities**

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

*"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistol oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."*

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

*"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola a la vista."*

"Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon into any open meeting on this property."

*"De conformidad con la Sección 46.03, Código Penal (coloca armas prohibidas), una persona no puede llevar un arma de fuego u otra arma a ninguna reunión abierta en esta propiedad."*

The City Council Economic Development Committee meeting will be held by videoconference and in the Council Chambers, 6th Floor at City Hall.

The public is encouraged to attend the meeting virtually; however, City Hall is available for those wishing to attend the meeting in person following all current pandemic-related public health protocols.

The following videoconference link is available to the public to listen to the meeting and Public Affairs and Outreach will also stream the City Council Economic Development Committee meeting on Spectrum Cable Channels 16 (English) and 95 (Spanish) and at [bit.ly/cityofdallastv](http://bit.ly/cityofdallastv).

### **Call to Order**

### **MINUTES**

1. [23-2540](#) Approval of the September 5, 2023 Minutes

**Attachments:** [Minutes](#)

### **BRIEFING ITEMS**

- A. [23-2541](#) Development Services Monthly Technology and Metrics Review  
[Andrew Espinoza, Development Services]

**Attachments:** [Presentation](#)

### **BRIEFING MEMOS**

- B. [23-2542](#) Farmers Market TIF District: Request to Implement Paid Parking in the Farmers Market Public Parking Garage  
[Kevin Spath, Assistant Director, Economic Development]

**Attachments:** [Memorandum](#)

### **ADJOURNMENT**

**EXECUTIVE SESSION NOTICE**

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex Govt. Code §551.089]



MINUTES OF THE CITY COUNCIL COMMITTEE  
MONDAY, OCTOBER 2, 2023

EXHIBIT B

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

OCTOBER 2, 2023

Item 1: Approval of the September 5, 2023 Minutes

Councilmember West moved to adopt the minutes as presented.

Motion seconded by Councilmember Ridley and unanimously adopted. (Narvaez absent when vote taken; Bazaldua absent)

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

OCTOBER 2, 2023

BRIEFING ITEMS

Item A: Development Services Monthly Technology and Metrics Review

The following individuals briefed the committee on the item:

- Vernon Young, Assistant Director, Development Services;
- Mina Eskander, Assistant Director, Development Services;
- Nina Arias, Director, Human Resources; and
- Robert Perez, Assistant City Manager, City Manager's Office

OFFICIAL ACTION OF THE CITY COUNCIL COMMITTEE

OCTOBER 2, 2023

BRIEFING MEMOS

Item B: Farmers Market TIF District: Request to Implement Paid Parking in the Farmers Market Public Parking Garage

Councilmember Narvaez moved to require the item return in two years for review.

Motion seconded by Councilmember West and unanimously adopted. (Bazaldua absent)

Councilmember Ridey moved to adopt the item as amended.

Motion seconded by Councilmember West and unanimously amended. (Bazaldua absent)

MINUTES OF THE CITY COUNCIL COMMITTEE  
MONDAY, OCTOBER 2, 2023

EXHIBIT C



**City of Dallas**

# **Development Services Monthly Technology and Metrics Review**

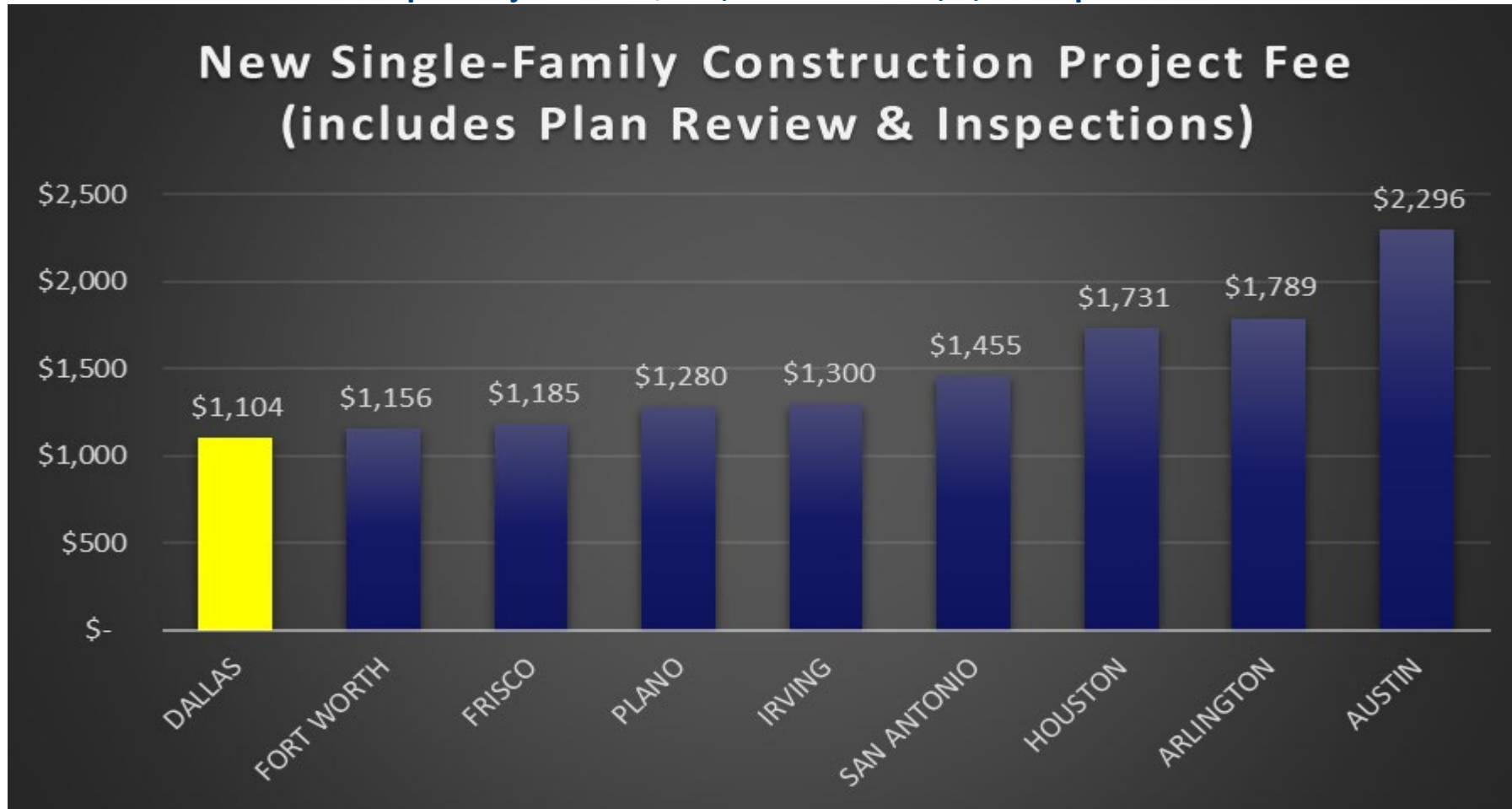
**Economic Development  
Committee  
October 2, 2023**

Andrew Espinoza, Director/Chief Building Official  
Development Services  
City of Dallas

# Appendix A



**Graph 2: Fee Comparison:**  
**SINGLE-FAMILY CONSTRUCTION PROJECT**  
**Example Project Size: \$225,000 Valuation; 2,500 Square Feet**



# Appendix A



**Graph 3: Fee Comparison:**  
**SINGLE-FAMILY CONSTRUCTION PROJECT**  
**Example Project Size: \$375,000 Valuation; 3,500 Square Feet**



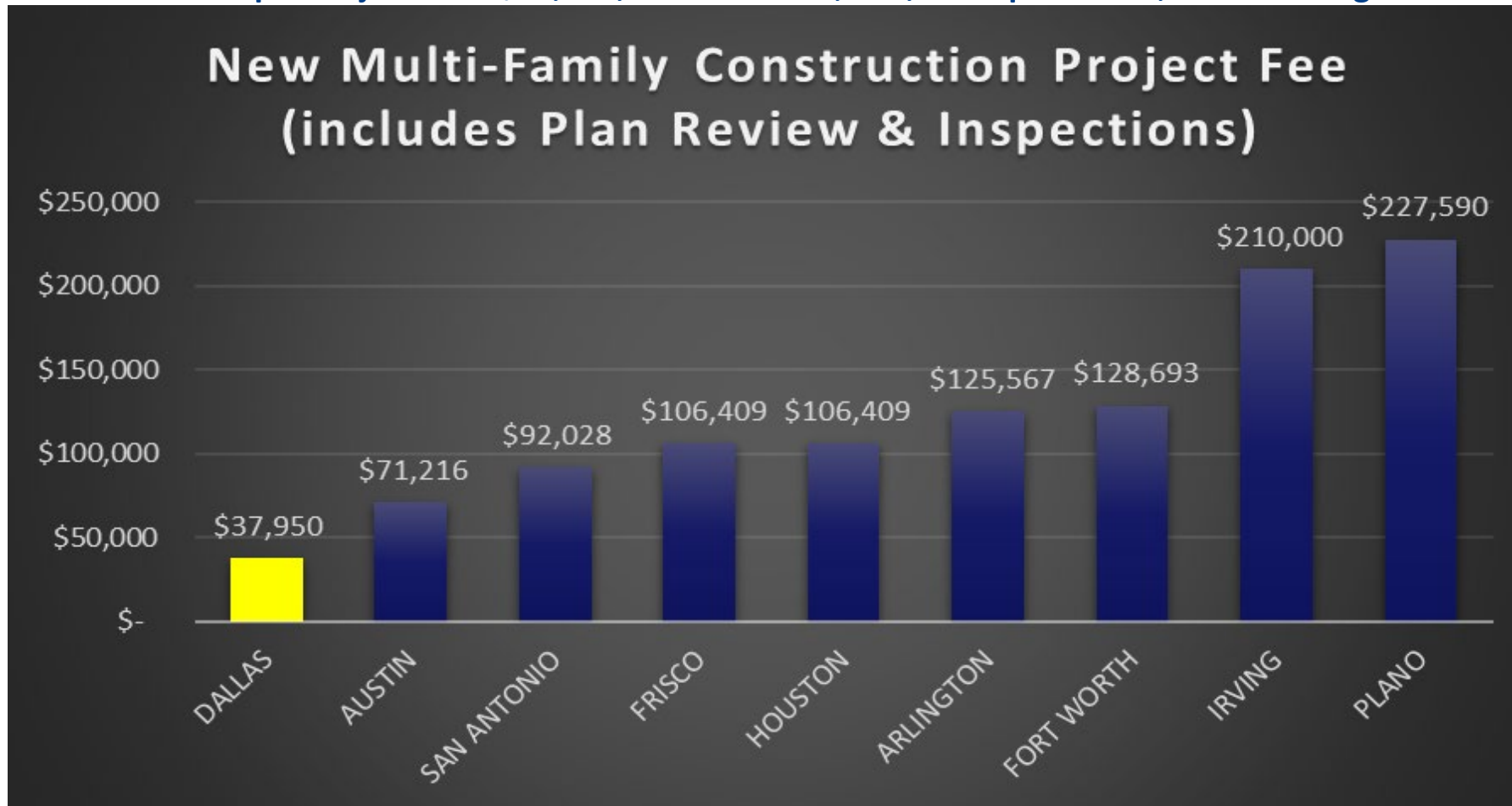


# Appendix A



Graph 4: Fee Comparison:  
MULTI-FAMILY CONSTRUCTION PROJECT

Example Project Size: \$33,000,000 Valuation; 350,000 Square Feet; 150 Dwellings



# Appendix A



Graph 5: Fee Comparison:  
COMMERCIAL CONSTRUCTION PROJECT - RETAIL  
Example Project Size: \$2,000,000 Valuation; 20,000 Square Feet



# Appendix A



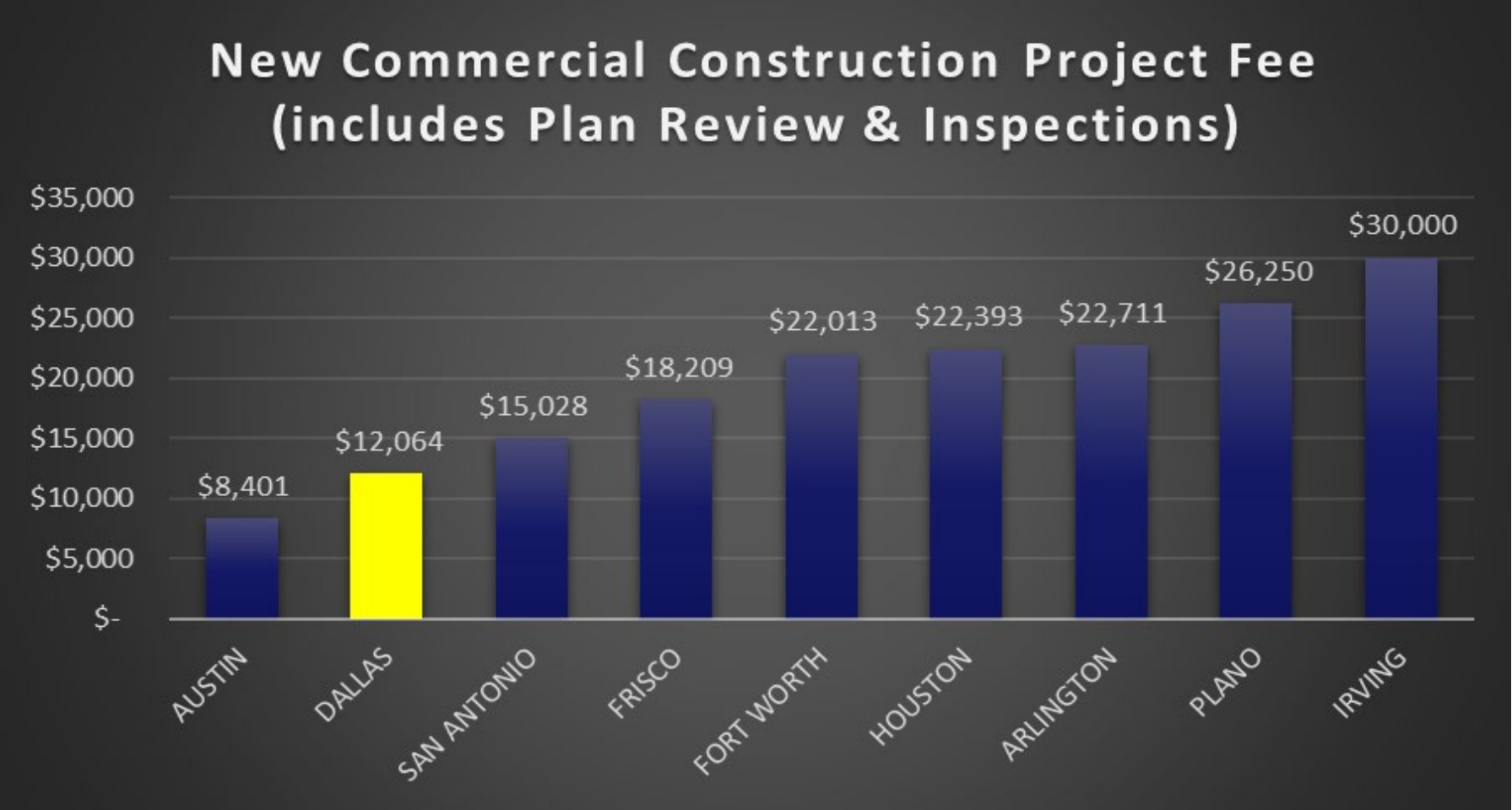
Graph 7: Fee Comparison:  
COMMERCIAL CONSTRUCTION PROJECT - WAREHOUSE  
Example Project Size: \$4,000,000 Valuation; 100,000 Square Feet



# Appendix A



Graph 6: Fee Comparison:  
COMMERCIAL CONSTRUCTION PROJECT - OFFICE  
Example Project Size: \$5,000,000 Valuation; 50,000 Square Feet



# Memorandum



CITY OF DALLAS

DATE September 29, 2023

TO Honorable Members of the City Council Economic Development Committee: Tennell Atkins (Chair), Omar Narvaez (Vice Chair), Carolyn King Arnold, Adam Bazaldua, Paul Ridley, Kathy Stewart, Chad West

SUBJECT **Follow up on Request to Implement Paid Parking in the Farmers Market Public Parking Garage**

On September 5, 2023, the Economic Development Committee was briefed on a request to implement paid parking in the Farmers Market Public Parking Garage and voted to defer this agenda item to the October 2, 2023 Economic Development Committee meeting in order to give staff more time to discuss with City Council Members and revise the proposal in response to that feedback, if necessary. As a result of those conversations, staff offers the following amendment to the proposal:

The City's portion of the parking revenue (as calculated by the formula in the Maintenance and Management Agreement ("MMA") executed on March 29, 2017) shall be deposited into the Farmers Market TIF District Fund for district-wide improvements (instead of being deposited into the Transportation Department's general fund revenue account as previously indicated).

Attached is **Exhibit A**, further detailing the background, proposal, and staff recommendation for implementing paid parking in the Farmers Market Public Parking Garage.

Should you have any questions, please contact Kevin Spath, Assistant Director, in the Office of Economic Development at (214) 670-1691 or [kevin.spath@dallas.gov](mailto:kevin.spath@dallas.gov).

Majed A. Al-Ghafry, P.E.  
Assistant City Manager

c: T.C. Broadnax, City Manager  
Tammy Palomino, Interim City Attorney  
Mark Swann, City Auditor  
Billieae Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizer Tolbert, Deputy City Manager  
Jon Fortune, Deputy City Manager

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager  
Dr. Robert Perez, Assistant City Manager  
Carl Simpson, Assistant City Manager  
Jack Ireland, Chief Financial Officer  
Genesis D. Gavino, Chief of Staff to the City Manager  
Directors and Assistant Directors





**City of Dallas**

## **EXHIBIT A**

### **Farmers Market TIF District Request to Implement Paid Parking in the Farmers Market Public Parking Garage**

**Economic Development Committee  
September 5, 2023**

Kevin Spath, AICP, EDFP, HDFP  
Assistant Director  
Office of Economic Development

# Overview



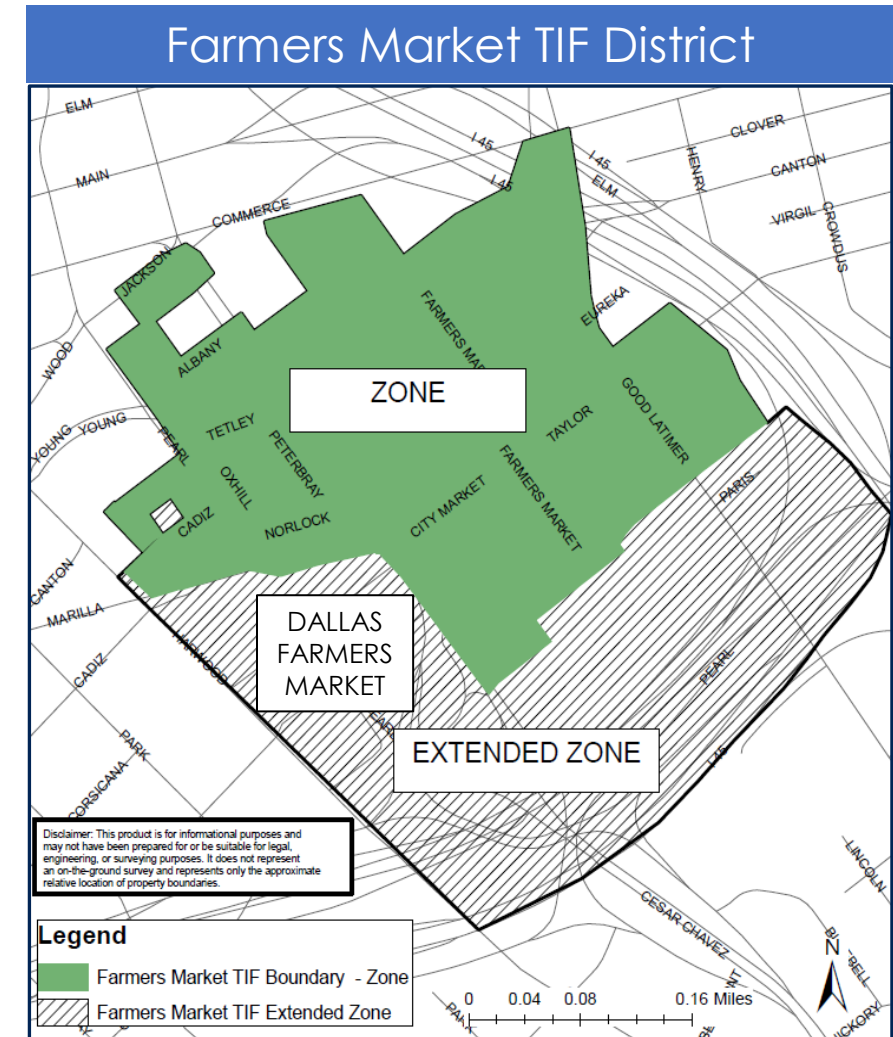
- Background
- Paid Public Parking Request
- Staff Recommendation, Economic Development Committee Action, and Next Steps



# Background



- Spring 2012, City issued RFP was issued to privatize and redevelop Dallas Farmers Market
- In numerous actions dating from 2013 to 2016, City Council approved amendments to the Farmers Market TIF District Plan and TIF District funding assistance for the Farmers Market Redevelopment Project to implement the Plan
- The Farmers Market Redevelopment Project is complete
  - In May 2022, one additional project was added, Pearl Lofts mixed-use mixed-income project, which began site demolition and construction in June 2023
- A Master Agreement regulates the Farmers Market Redevelopment Projects and each development site also has a separate development agreement

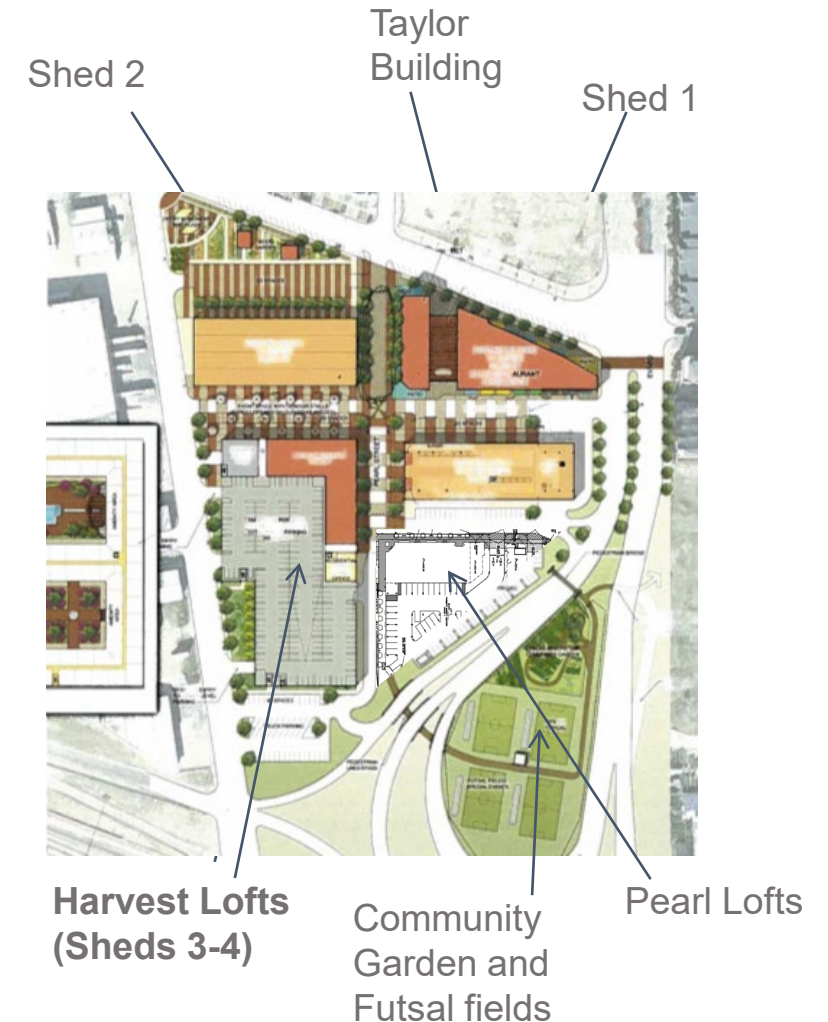




# Background



	Agreement/ Project	Description	Required Private Investment	TIF District Funds	Status
1	Shed 1	119 stall local farmers market	\$800,000	\$300,000	Completed 7/2015; Paid
2	Shed 2	24,148 sf retail Mudhen restaurant	\$1,784,987	\$355,477	Completed 12/2016; Paid
3	<b>Harvest Lofts (Shed 3 &amp; 4)</b>	<b>240 apt units</b> <b>16,000 sf retail</b> <b><u>300 public parking spaces</u></b>	<b>\$28,000,000</b>	<b>\$13,204,350</b>	<b>Completed 11/2017; Paid</b>
4	Taylor Building	60 apt units 25,000 sf retail	\$17,800,000	\$3,553,480	Completed 12/2019; Paid
5	Community Garden & Futsal Fields	Community garden & futsal fields	\$1,500,000	\$589,888	Completed 6/2019; Paid
6	Pearl Lofts	100 apt units 5,585 sf office	\$27,000,000	\$6,544,245	Under Construction



# Background



## Harvest Lofts

- **300 public parking spaces** were purchased by the City in 2017
  - Public parking spaces were constructed to serve the entire Farmers Market Area
  - Brian Bergersen (FM City Park, LLC, “Manager”) funded up-front costs for the construction of the public parking spaces
  - City paid \$8,149,535 to purchase the 300 public parking spaces and associated air rights
    - Funding Sources: 2006 Farmers Market bond funds, Farmers Market land sale proceeds, Public/Private Partnership funds, and Farmers Market TIF District funds
  - Public parking spaces are on the first floor and basement level with an open stairwell, dedicated elevator, and direct pedestrian passageways to Farmers Market sheds/retail
  - Remaining floors of the garage serve the Harvest Lofts residential units



# Background



- March 2017: as part of City Council's approval of the City's acquisition of the public parking spaces, City entered into a **Maintenance and Management Agreement (MMA)** with Manager
- MMA dictated terms for charging patrons utilizing the public parking spaces and for revenue sharing between City and Manager
- MMA specifies that parking spaces shall be free to patrons with the exception of Special Events, defined as temporary events or gatherings open to the public in which the estimated number of participates/ spectators exceeds 50
  - Manager may charge vehicles up to 12 hours per month for such events
- MMA states that if Manager wishes to charge fees to vehicles in excess of twelve hours per month, such **request must be made in writing to the Director of Economic Development**
- MMA states that if City agrees to charge for daily parking, such determination shall be **approved by the Director** and City of Dallas **Economic Development Committee** prior to enforcing new parking rates

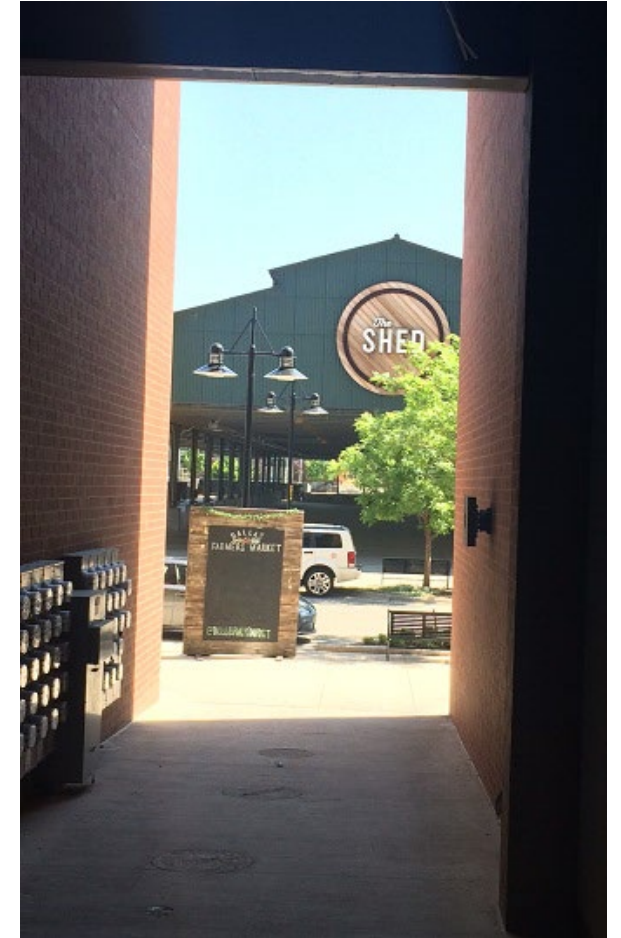




# Paid Public Parking Request



- On March 10, 2023, Manager submitted a request to the Director of the Office of Economic Development to implement paid parking in the Farmers Market Public Parking Garage
- Office of Economic Development, Transportation Department, and City Attorney's Office have since worked with Manager on such request
- After discussions with the City's Department of Transportation and per the MMA, staff recommends approval subject to the feedback of Economic Development Committee



# Paid Public Parking Request



- Why Paid Parking?

People living and working downtown are parking for free and taking up valuable Farmers Market short-term customer parking; Paid parking acts a parking management tool by encouraging parking turnover – it is not intended to be overly burdensome for short-term parkers but would discourage long-term parkers

- What are current parking rates downtown?

Free parking is unusual; Parking lots/garages fees vary from \$3 maximum (church) to \$25 maximum (hourly rates vary between \$2/hour to \$17/hour)

- Who is responsible for Garage Security and Maintenance?

Manager has full responsibility and currently employs security officer onsite 24/7. Manager has service contracts for trash, cleaning, and elevator maintenance. Parking revenue (page 9) would assist in funding security and maintenance in Farmers Market common spaces, including garage

- How will visitors know that paid parking is being implemented?

Ample signage and website updates will be provided to inform visitors that paid parking is being implemented



# Paid Public Parking Request



## Parking Revenue

- MMA specifies that the Manager pay City, out of Gross Parking Revenue, a percentage generated from the Public Parking Garage, as follows:

<u>Gross Parking Revenue</u>	<u>Percentage to City</u>
1st \$5,000 (i.e., \$0 - \$5,000)	20% to City
Next \$5,000 (i.e., \$5,001 - \$10,000)	25% to City
Next \$5,000 (i.e., \$10,001 - \$15,000)	30% to City
Next \$5,000 (i.e., \$15,001 - \$20,000)	40% to City
Next \$5,000 (i.e., \$20,001 - \$25,000)	45% to City
\$25,001 and up	50% to City

Per the MMA, by way of illustration, if the Gross Parking Revenue in a given calendar month is \$20,000, City would receive a total of \$5,750, which is the sum of \$1,000 (20% of the first \$5,000 in Gross Parking Revenue), \$1,250 (25% of the second \$5,000 in Gross Parking Revenue), \$1,500 (30% of the third \$5,000 in Gross Parking Revenue) and \$2,000 (40% of the fourth \$5,000 in Gross Parking Revenue)





# Paid Public Parking Request



## Equipment

- Section 3B of MMA states that, to the extent City elects to allow charging for daily parking or at any time if Manager elects to install parking-control equipment, Manager may, following receipt of approval from the Director, “deduct the reasonable costs of installing such equipment from City’s share of Gross Parking Revenues until the cost of installation is recovered”
- Manager proposes a license plate reader, control arm, cameras, visible parking rate signs, and 60 QR Code signs
  - Cost estimate of equipment: \$43,052
  - System intended to prevent wait times and not burden Harvest Lofts residents
  - Garage control arm will rise whether or not the QR Code payment system has been used and therefore it is possible that a vehicle exits without payment. If this occurs, an invoice in the amount owed plus a \$3 servicing fee will be mailed; if not paid within 30 days, a \$25 penalty will be added (Manager will be responsible – no City enforcement)
- Reporting of all financial transactions to City is required on a monthly basis



# Paid Public Parking Request



## Why the time is right to implement paid parking

- The garage has been in operation since 2017 with free daily parking
- Abuse of free parking at the periphery of downtown is occurring
- There is a perception of lack of available short-term public parking for the Farmers Market area
- Charging for parking at the requested rates is not anticipated to decrease patronage of the Farmers Market area
- Paid parking is needed to manage turnover and availability of short-term public parking supply
- Manager's portion of parking revenue will be reinvested to ensure high standards of maintenance and security
- Based on review of market rates for paid parking, staff and Manager believe the proposed rates for paid parking meet the Goldilocks principle





# Staff Recommendation, Committee Action, and Next Steps



- Staff recommends that the Economic Development Committee approve paid parking with the following fee structure (as requested by Manager):
  - First two (2) hours free
  - After first two hours of free parking, then \$3.00 per additional hour with a maximum of \$18.00 per 24-hour period
- Within 6 months, staff will prepare a City Council agenda item to receive and deposit daily parking revenue
  - 2016 City Council resolution authorized deposit of revenue generated by **special event** parking into an Economic Development general fund
  - City Council action is needed to accept and deposit **daily parking revenue**
    - Revenue is not anticipated until after month 9 due to equipment purchase payback provision
    - Manager may begin charging for parking upon Economic Development Committee approval and after signs and equipment are installed





**City of Dallas**

# **Farmers Market TIF District**

## **Request to Implement Paid Parking in the Farmers Market Public Parking Garage**

**Economic Development Committee**  
**September 5, 2023**

Kevin Spath, AICP, EDFP, HDFP  
Assistant Director  
Office of Economic Development