



# Central Business News

October 2002

## DOWNTOWN PARKING - THE FACTS

With all of the incredible changes taking place Downtown, parking has become a major area of confusion. In an effort to clear up all the misinformation, we thought we would outline the current parking plan that the City Council has approved. This is a lot of information, but we wanted you to know what all the new regulations are. While all of these changes have not been completely implemented, this is what has been approved.

In a few months, the DTA will be meeting again with the city to assess the program and decide which elements are working and which need additional modifications. We are building a file of comments to present at that meeting, so if you have parking comments or are hearing them from customers, please forward them to us.

### 1. General

- A. Parking fees will be based on two general areas downtown: The Mall Specific Area and the rest of the area within the downtown triangle.
- B. The proposed "Mall Specific Area" will be defined as the area between L Street and F Street and between Tuolumne and Ventura.

### 2. Meters

- A. All meters are to remain on hourly operation
- B. Meter hours for all areas will be 6 a.m. to 10 p.m., Monday through Saturday (Sundays will be free in Non-Mall Area)
- C. Meter rates in Mall Specific Area will be \$1.00 per hour
- D. Meter rates in Non-Mall Area will be \$.75 per hour
- E. Add 539 new meters in Mall Specific Area where no meters currently exist
- F. All 10 hr. meters will reset to 0 minutes at 6 p.m. (maximum daily rate from 6 a.m. to 6 p.m. will be \$4.00)

### 3. Garages and Lots

- A. Hours of operation will be from 6 a.m. to 12 midnight all days
- B. Rates will be \$.50 per ½ hour with a maximum charge of \$7 per day
- C. Free parking on Sundays until 1 p.m. After 1 p.m. either hourly rates apply, or on event days, hourly and event fees apply.
- D. **ON EVENT DAYS** (when signs are posted at entrances to lots and garages)
  - 1. Increase hourly rate to \$.75 per ½ hour
  - 2. Provide for Event Rate Option at a fixed rate of \$5 for unlimited hours after 5 p.m.
  - 3. All garages and lots, except Stadium Lot, Boxcar Lot, and Garage #4 (Tulare) will be open to either Event Fee parking or hourly parking at the increased hourly rates
  - 4. Merchant's lot will be open to ½ Season Ticket Holders and ½ hourly parking
- 5. Stadium Lot will be open only to Season Ticket Holders
- 6. Garage # 4 (Tulare) will be open for hourly parking until 6 p.m. After 6 p.m. Garage # 4 will be open only to Season Ticket Holders
- 7. Boxcar Lot will be open only to Event Fee Purchase
- 8. Lot 6-A (Inyo and Fulton) will be open only to visiting team parking
 

1. 25 to 50 tickets	\$ .35 per ticket
2. 50 tickets and above	\$ .25 per ticket

### 5. Permits

- A. 6 a.m.-6 p.m., Monday through Friday \$50.00 per month
- B. 6 a.m.-10 p.m., Monday through Friday \$65.00 per month
- C. 24 hours, 7 days week, \$100.00 per month
- Discount Option #1: Purchase Annual Permit for the price of 10 months
- Discount Option #2: Purchase Bulk Rate Annual Permits as follows:

## Holiday Happenings

As the holidays approach, there are three important activities that everyone Downtown should be gearing up for. First, is the annual Veteran's Day Parade in November, second is the DTA Winter Wonderland window decorating festivities in December, and third is the 73rd Annual Holiday Parade.

### Veteran's Day Parade

With over 110 entries, the annual Veteran's Day Parade in Downtown Fresno is the second largest parade in the state (second only to the Rose Bowl Parade!). The parade takes place on Monday, November 11 starting at 10:00 a.m. at the intersection of "P" Street and Ventura. The parade will travel up "P" Street to Fresno Street, follow Fresno Street to Van Ness, down Van Ness to Ventura and back to the starting point. The Veterans anticipate a crowd of over 30,000 spectators for this fantastic parade. Keep an eye out for a Downtown Association booth or two after the parade.

### Winter Wonderland on the Mall

For a new twist on the holidays, the DTA will be sponsoring a holiday window decorating contest with the merchants in the Fulton Mall area. Local elementary school classes will be matched up with sponsoring merchants to decorate their store windows. Ballot boxes will be placed at each participating merchant location so that customers can vote for their favorite window. Decorating and voting will begin Monday, December 2 and continue through Friday, December 20. Winners will be

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- a. 20 to 49 Permits, 10% off Annual Rate
- b. 50 to 99 Permits, 15% off Annual Rate
- c. over 100 Permits, 20% off Annual Rate

6. **Grizzlies Employee Parking**

A. Move all Grizzlies employees to Boxcar Lot and away from metered spaces south of Inyo and west of Van Ness.

7. **County Juror Parking**

A. Move jury parking to Stadium Lot to free up 240 customer parking spaces in Garage #7 (Spiral)

## New Business Additions Downtown

While there's lots of talk about the big business projects taking place Downtown, there are also many smaller businesses that have opened recently or will be opening in the near future. While the larger businesses are certainly an important part of Downtown revitalization, we believe that the small businesses are the real backbone of our efforts. The DTA wishes to welcome the following new businesses to our area:

It Figures women's fitness center	1252 Fulton
Robert Yara attorney at law	1250 Fulton, Ste. 202
Dr. Ibarra Family Medicine Clinic	1250 Fulton, Ste. 201
Caffe' Fulton Coffee Company	1145 Fulton
El Caporal	1035 Fulton
J & JJ Clothing and Accessories	1228 Fulton
Janzen Idea Corporation	970 Van Ness
Mundo Travel	1929 N. Fresno
Cingular Wireless	2016 Tulare
(Name to be Announced)	1130 Fulton

*Stop in and welcome our newcomers to the area!*

## Free Downtown Parking!

In an effort to regain some of our lost business and to encourage new shoppers to visit Downtown, the DTA has been promoting the new parking validation program. Validation stickers are now available for any Downtown business to purchase. By offering validation stickers to our customers they can literally park Downtown for free!

Each sticker is good for 1/2 hour of free parking in the city garages and lots. When you purchase 51 tickets or more, you get them at half price! That means you can offer a customer an hour of free parking and it only costs you 50 cents. Additionally, with every book of 100 validation stickers that you buy, you will receive a window sticker and a counter card that tells your customers that you offer validation with a purchase at your business. You determine how much they must spend at your business in order to receive validation. You can give them as few or as many validation stickers as you would like.

In an effort to jump start the program, the DTA has embarked on a two-pronged promotional campaign. First we distributed

20 free validation stickers to all the ground floor, retail merchants in the Fulton Mall area. Second, we have started a \$5,000 advertising campaign to let customers know that validated parking is now available Downtown. We will be continuing our advertising efforts every month and the city has also committed to help promote the validation program with some advertising money, as well.

The key to the success of the validation program, however, is participation by Downtown businesses. If nearly everyone starts offering validation, our customers can come Downtown and shop all day long for free. They simply have to shop at the stores that offer validation. For example, if they buy something at six different stores and receive an hour of validation at each store, then they will be able to park for 6 hours for free.

Validation stickers are available at AMPCO Parking Systems (442-1670) or at the DTA office (490-9966). Please start buying and using validation so we can encourage customers to shop Downtown!

### OUR MISSION

To enhance the vitality of our Downtown by improving, promoting and developing the historic Central Business District

### DTA Web Site Under Construction

We are in the process of putting together a new Downtown Association Web Site. You can find us at [downtownfresno.org](http://downtownfresno.org). We're just getting started with it, but your suggestions are most welcome. You can e-mail us directly from the site. Please, check it out and send us your comments.

### New Police Phone

Well, that 15-year-old pager our local bicycle officers have been using finally bit the dust. Unfortunately, we were unable to locate a new pager with the same features that our officers have grown accustomed to, so we decided to get them a cell phone instead. They will use the new cell phone as a message receiving device only, so when you call, you'll get their voice mail and they will call you back and/or come to your location. **The new number is 999-1703.** The police cell phone is provided to our officers compliments of the Downtown Association and Chinatown Revitalization.

### NUMBERS TO REMEMBER

- American Building Maintenance 276-9096
- Code Enforcement 498-1378
- Council Member Dan Ronquillo 621-8000
- Downtown Association 490-9966
- Facade Improvement Program 498-3977
- Graffiti Hotline 486-2442
- City Parks & Recreation 621-2900
- Fresno Police Department 498-1414
- Police Bicycle Patrol Voice Mail/Pager 999-1703
- Fresno Redevelopment Agency 498-1885

## DOWNTOWN ASSOCIATION OF FRESNO

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# A LAUNDRY LIST OF DOWNTOWN PROJECTS

There are so many projects taking place Downtown that it's hard to keep track of them all. We thought we would lay them all out for you so everyone can see just how fast Downtown Fresno is coming of age. The list that follows includes projects that have been completed within the last two to three years, those that are in process right now, and those that will be taking place in the near future. In total, the list represents over \$1 billion in building projects for Downtown Fresno!

<u>PROJECT</u>	<u>COST</u>	<u>STATUS</u>
Community Medical Center - Trauma Stack/Ambulatory Care Parking Garage	\$350 million	Under Construction
UCSF Medical Education Building	\$26 million	Groundbreaking - Fall 2002
Medical Office Space and Commercial Center	\$35 million	Proposals Received/Land Acquisition
Federal Courthouse	\$120 million	Under Construction
Downtown Stadium	\$46 million	Completed
Exhibit Hall Expansion	\$30 million	Completed
Adult School	\$12 million	Completed
Chamber and Bureau of Reclamation Buildings	\$6 million	Completed
Hotel and Garage	\$85 million	Construction - Summer 2002
Fifth District Court of Appeals	\$25 million	Groundbreaking - Fall 2002
IRS Buildings (3)	\$101 million	Lease Awards in Process
Guarantee Building and Garage	\$18 million	Under Construction
Streetscape/Parking Improvements	\$7.5 million	Completed
County Building(s)	\$28 million	RFP Issued
Magnet School - FUSD	\$20 million	In EIR/Land Acquisition Stage
Charter School - FCSE	\$4 million	In Land Acquisition Stage
Santa Fe Depot and Promenade	\$12 million	Design Completed - In Land Acquisition Stage
Uptown - Museums/Streetscape/Parking	\$25 million	First Stage Streetscape Improvements in Bid Process
Civic Center Square Improvements	\$25 million	In Process
Cornerstone Church	\$5 million	Completed and Ongoing
Juvenile Dependency Court	\$7 million	Completed
Allen Building	\$550,000	Completed
Casablanca	\$2.5 million	Completed
Arte Americas	\$1.5 million	Completed
Haron Motor	\$500,000	In Process
Armenian Church Expansion	\$4 million	Completed
BSK Expansion	\$3 million	Completed
State Parole Office	\$5 million	Completed
California Hotel Improvements	\$4 million	In Process
Chamlian Office Building	\$18 million	In Land Acquisition Stage
Central Valley Business Incubator	\$3 million	Land Acquired - Awaiting Grant
Water Tower/Visitors Center	\$1.2 million	Completed
Dr. Fonte Offices	\$500,000	Completed
Housing Authority Expansion	\$15 million	Groundbreaking - 2003
Diamond Sports Bar and Casino	\$1 million	Completed
Sheriff's Association Improvements	\$750,000	Completed
Miscellaneous Building Improvements	\$23 million	Completed and In Process
Geil Office Center		
Mexican Consulate		
Rowell Building/Virginia Hotel		
Fresno Pacific Towers Remodel		
Patterson Building Remodel		
Trade Center Remodel		
Radisson Hotel Upgrade		
Hauter Commercial Center		
<b>Total</b>	<b>\$1,076,000,000</b>	



**Downtown Association of Fresno**

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selected on Saturday, December 21. The winning class will be treated to a pizza party, and the second and third place winners will be awarded other prizes provided by local merchants. Santa will also be on hand to visit with the children and pose for photographs. Plan on joining us for Winter Wonderland fun!

**73rd Annual Holiday Parade**

Don't miss the Holiday Parade Downtown on Saturday, December 7 starting at 10 a.m. The parade is put on by the City of Fresno Parks and Recreation Department and co-sponsored by the *Fresno Bee*, the Downtown Association and Radio Disney. You'll see everything from bike clubs to dance troupes to school bands. Bring your family down to watch, or enter your own group or business by calling 486-1770.

