



M E M O R A N D U M

TO: Bruce Walden
William Gray
FROM: Pat Pioletti
DATE: March 17, 2005
RE: Operational Questions at Lincoln Square Village

Some questions were raised at a recent City Council meeting regarding parking restrictions and enforcement in the lots surrounding Lincoln Square Village (LSV). I will attempt to address those herein.

The primary operational change between the contemplated changes and the existing situation is to provide additional employee parking spaces and keep employee spaces separate from customer spaces. The large influx of new employees will constitute a parking crunch unlike we've seen at LSV in recent memory. It's important to remember that even though LSV leases all of the spaces surrounding the building, we have an obligation to provide convenient customer parking for the businesses currently located in the mall and those yet to come as well. It is a fine line to tread. A sufficient amount of employee parking is important to LSV to be able to attract more tenants, and is also a specific component of their lease with HAMP. Likewise, convenient and ample customer parking is critical to the survival of the other mall tenants.

To address both areas of parking demands, it is necessary to segregate the parking lots into clearly defined areas for each. The lot designations refer to Schedule R, which was recently adopted by the City Council.

Employee Parking

Employees will park in the more remote areas of the parking lots, specifically Lots 10X, 10E South, and 24. These lots will have signs at each entrance which will indicate the lot number, parking by permit only, and the hours of enforcement, 7AM to 6PM, Monday through Friday. We will also educate the employers and employees about seasonal activities such as the Farmers Market. The obligation to Edge Of Mall Apartments will continue to be fulfilled in 10E South, with those residents, 10 in total, receiving permits. In addition, the 7 reserved spaces for the First United Methodist Church will remain in their current location in 10E North.

The permits for employees will be vehicle (license plate) specific and will be affixed to the cars in a non-removable fashion. Cars with employee permits parked in customer spaces will be ticketed.

Customer Parking

Customers will park in the lots closest to the primary entrances to LSV, 10A North, 10A South, 10F, and 10E North, though the development agreement gives us the right to install meters in 10A North should it become necessary. These lots will have signs posted at the entries containing information on lot number, 2 hour parking limit, LSV customers only, and the hours of enforcement, 7AM to 6Pm, Monday through Friday. In addition, numerous signs will be placed throughout these lots on light poles reiterating the 2 hour and LSV customer restrictions. In the instance when a customer is legitimately busy in the mall for more than 2 hours and receives a ticket, LSV management will have the authority to void (technically, ask us to void) those tickets. This arrangement is in place now.

Customer vehicles parked in permit only areas will receive tickets.

Resident Parking

Included in a later phase of the redevelopment is construction of residences atop the mall. When these units become occupied, we will clearly develop and disseminate information regarding which parking spaces may be used by the tenants and their guests. We will not allow them to park overnight in 10X for instance because of conflicts with Farmers Market on Saturday mornings. Further, use of other customer spaces overnight is permissible so long as the vehicle is removed prior to 7AM the next weekday. The anticipation at this point is that the residential tenants will primarily use the permit areas with the exception of 10X.

None of these uses or their accompanying restrictions will effect evening or weekend activities and associated parking requirements including church services, the Farmers Market, or other public festivals. The LSV ownership will continue to accommodate day care drop off and funeral mourners in the customer spaces near the First United Methodist Church and customers of Weiner Properties near their building at Green and Vine. In all cases, we are assuming that such uses will fit within the 2 hour limitation.