

DOWNTOWN GREENVILLE ASSOCIATION
PARK & SHOP COMMITTEE
PROPOSED DOWNTOWN PARKING PLAN

The Park & Shop Committee of the Downtown Greenville Association respectfully submits a proposal for a Downtown Parking Plan. The primary purpose of the proposed plan is to assist all downtown businesses to improve their competitive positions with respect to shopping centers and discount operations located outside the downtown area; to help downtown businesses maintain their present volume of business and secure more business; to increase available parking in strategic locations; to improve use of existing parking; and to remove the mental block in the minds of customers as to parking and convenience of doing business in Downtown Greenville. The ultimate purpose is to improve the over-all business climate to the benefit of downtown businesses and their patrons.

This proposal is based upon a study by the Parking and Traffic Committee and the Park & Shop Committee, of many plans now being used in other cities, on visits to other cities to investigate the application and success of similar parking plans, on discussions with merchants participating in these plans and their evaluations of these plans as to the effect in their individual business operations.

The committee feels that the results of its investigations makes it paramount that a parking plan be considered by the members of the Downtown Greenville Association and that such a plan be instituted at the earliest possible date.

It should be pointed out that Greenville is fortunate in having a quantity of convenient parking spaces available in the downtown area. Downtown Greenville is also fortunate in having relatively few parking lot operators with which to deal. The parking lot operators have been cooperative in trying to determine how the parking situation can be improved in Downtown Greenville and have proved receptive to constructive suggestions. The committee has been assured that every effort will be made to put available parking space to use so as to benefit the downtown business community to the fullest extent.

The Proposed Plan is as follows:

1. That an agreement be drawn between the parking lot operators and the Downtown Greenville Park and Shop, Inc., to provide for free parking for patrons on downtown businesses; that the agreement be based upon the "wholesaling" of parking stamps by the parking lot operators to members of the Downtown Greenville Park and Shop, Inc. at a cost agreeable to both parties; that each stamp be good for one hour of free parking in participating parking lots, or in the case of multiple stamps for the amount due for parking during any one day.
2. That a multi-stamp plan be accepted on the basis of article one. Each stamp issued is to be affixed to the parking ticket of the patron at the time of issue; and that a minimum purchase of two (\$2.00) dollars, or transaction of equal value, be required of patrons in order to qualify for free parking stamps, or by the discretion of the manager or owner of the business.

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