



## Napanee Business Improvement Area Corporation

Dear Merchant/Property Owner:

Your BIA directors, in cooperation with the Town of Greater Napanee, is pleased to announce our downtown Napanee "Customers Come First" Parking awareness campaign over the next few months.

Downtown Napanee, like all other community shopping areas, enjoys the benefits of free customer and visitor parking. However, unlike other newer areas that have a surplus of parking, we face the challenge of a limited parking inventory, especially during peak shopping hours.

Our goal with this "Customers Come First" Parking Policy is to educate property owners, merchants, residential tenants, customers, and visitors of parking opportunities, municipal parking by-laws, and our priorities for parking needs.

We want to ensure efficient use of our parking space, whether it be the two hour, four hour, eight hour, special needs parking (disabled), or reserved parking opportunities.

A BIA representative will meet with you personally to review the enclosed information:

- A) Downtown Napanee **colour-coded chart**, showing public parking spaces available, the time limit for these zones, accessible parking, reserved parking opportunities, and long-term, secured overnight parking and reserved parking lots.
- B) **Contact sheet** for merchants and property owners to use for immediate identification and follow-up to identified parking issues, chronic abusers, or questions and answers.
- C) **Summary of Town of Greater Napanee Parking By-law No. 2006-056**. For a copy of the complete Parking By-law No. 06-56, please click on the following link: <https://greaternapanee.civicweb.net/Documents/DocumentList.aspx?ID=258>
- D) **Media Release** pertaining to downtown Napanee "Customers Come First" awareness campaign.
- E) **Parking Chart** to help you and your staff 'monitor' parking usage near your building
- F) Downtown Napanee **Who, What, When, Where, and Why summary sheet**.

In summary, your BIA wishes to educate everyone as to the parking opportunities and value of putting customers first with our parking inventory.

While chronic abusers may be identified initially, we hope that all parties involved will be well informed by the end of the awareness campaign of the efficient use of our parking area.

We look forward to working with you on this campaign to further develop our downtown core.

Warm regards,