



## ***Valet Parking Guidelines and Procedures***

These regulations are promulgated by the Board of Selectmen pursuant to the provisions of G.L. c. 40, § 22 for the purpose of ensuring the safe operation and parking of vehicles on Town ways and to address the operation of valet parking services so as to not interfere with the safe passage of vehicles within the Town.

For the purposes of this section, a “valet parking service” shall mean a parking service offered, with or without a fee, to an operator or owner of a motor vehicle who is a patron, customer, visitor, employee, guest, invitee or licensee of any restaurant, store, hotel, club, business, institution or commercial establishment wherein the operator or owner delivers possession or control of the motor vehicle to an attendant commonly known as a valet who then transports, parks, stores, retrieves or delivers the motor vehicle.

### **Definitions**

- Valet space: a 20-foot space on a public way along the curb in which the loading and unloading of possessions is legal.
- Director: Chief of Police of the Town of Ayer
- Valet: The operator who will drive a vehicle between the pickup/drop-off point and the parking area.
- Parking Area - an off street private parking facility which is zoned by the Town of Ayer for commercial parking and for which permission has been granted to the applicant for valet use.

### **Procedure for Obtaining Valet Parking Spaces**

The operator or owner of the business seeking a valet service shall submit an application to the Chief of Police, in a form approved by the Chief of Police, at least 30 days prior to the proposed starting date. The application shall include:

1. Name, address, phone number of business offering valet service.
2. Name, address, phone number of the valet service vendor.

3. A detailed plan of the proposed pick up/drop off area that shows the number of spaces required and that the area meets the requirements of the Massachusetts Architectural Access Board (MAAB) and the Americans with Disabilities Act (ADA) requirements. If the pickup/drop off area does not meet the MAAB and/or ADA regulations/requirements, a plan shall be provided to address access regulations/requirements.
4. A detailed plan of the proposed area to be used for parking.
5. A letter of agreement between the valet operator/provider and the business which is being served (if they are not one in the same) stating the financial arrangements including how and when the customer pays for the service if the business is using a private service for its valet needs.
6. A letter of agreement to access and use the proposed parking area which states the maximum number of valet vehicles allowed, and the total capacity of the facility.
7. A detailed plan of the proposed valet operation, including hours and days of operation; routes to and from the parking area(s); number of valets; location and design of the proposed valet parking sign.
8. Approval by signoff/ writing that the proposed valet service meets any rules and regulations of the Town of Ayers Police, Fire and Department of Public Works.
9. A copy of the applicant's policy regarding handling of intoxicated drivers, to be updated and resubmitted to the Chief of Police annually, on or before July 1 of each year.
10. Proof of Liability Insurance for both the business seeking valet service and the company who provides valet service.

### **Permit**

1. The Chief of Police may issue a valet permit good for one year for the purposes of valet parking.
2. The Chief of Police shall reject any application which would, in the determination of the Chief, adversely affect public safety or interfere with the free flow of pedestrian or vehicular traffic during the valet operating hours.
3. The Chief of Police may promulgate traffic regulations relative to valet parking operations.
4. The design and location of the "valet" parking sign, in the form of a "sandwich board", shall be subject to review and approval of the Chief of Police. The applicant will be responsible for supplying and maintaining the approved sandwich board sign, as well as its placement in the valet space.
5. The cost for valet permit shall be \$100 annually.

### **Revocation of Permit**

The Chief of Police may revoke a valet permit for any of the following reasons:

1. Double parking or double stopping at valet pick-up/drop off area;
2. Use of more valet space than permit allows;
3. Parking of vehicles on a public way by a valet;
4. Vehicle (s) waiting to use the valet parking service area creating a traffic safety problem; or
5. Situations created by the valet operation which adversely affect the safety of the general public or interfere with the free flow of pedestrian or vehicular traffic.

Upon receipt of a complaint, the Chief of Police will notify the permit holder in writing. Failure to correct the complaint within ten days will result in revocation of the valet permit.

### **Special Provisions**

Any permit issued under these guidelines and procedures shall not be valid during a declared snow emergency, construction of the public way within a block of the valet area or when parking is restricted near the valet area for any public purpose.

#### *Size and Location of Valet Parking Zones*

The Chief of Police shall determine the size (measured in linear feet) and location of a valet parking zone taking into account factors including, but not limited to: the seating capacity of the valet permit holder, the nature of its business, the hours of the valet service operation, and the proximity of the valet permit holder's business to the off street parking facility/area. In considering the seating capacity of the valet permit holder, as reflected in its fire assembly permit or as visually inspected by the Chief of Police, the Chief of Police may use the following general guidelines to determine an appropriate size for the valet parking zone:

100 or fewer seats – two (2) parking spaces

#### *Length of Time Vehicle May Remain in Valet Parking Zone*

Vehicles may remain in the valet parking zone of an establishment holding a valet parking permit during the hours of valet parking operation listed on the permit for not more than ten (10) minutes continuously, while engaged in the receiving or discharging of cars.

#### *Special or One-Day Permits*

The police department may, in its discretion, issue special or one-day permits for valet parking. Such permits shall, as determined by the department, comply with all of the provisions hereunder, and applications for such permits shall be submitted no later than five (5) days prior to the date of the event. The department shall consider requests less than five (5) days prior to the event only in extraordinary situations.

#### *Identifying Florescent Vests for Valet Parkers*

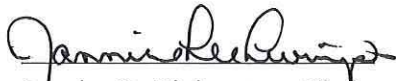
In the interest of protecting public safety and ensuring the visibility of valet operators, no valet parking operator who is engaged in providing valet services, including but not limited to receiving or discharging passengers from a vehicle, making arrangements to remove the vehicle to a designated off-street parking facility, parking a vehicle, or otherwise in control of a vehicle subject to valet parking requirements, may engage in such activities unless the valet parking operator is wearing a vest or shirt clearly marked "valet" across the back in reflective lettering that shall be

highly contrasting with the background/field/screen (i.e. dark-colored reflective lettering on light-colored background or light-colored reflective lettering on dark-colored background); each individual letter of the word "valet" shall be no smaller than three inches (3") in height.


Compliance with these sections shall require the vest or shirt required to be the outermost garment worn by the valet parking operator.

### **Valet Parking Guidelines and Procedures**

**Adopted by the Ayer Board of Selectmen on July 14, 2015**

  
Jannice L. Livingston, Chair

  
Gary J. Luca, Vice-Chair

  
Christopher R. Hillman, Clerk

**TOWN OF AYER**  
**BOARD OF SELECTMEN**