

1 AN ORDINANCE PERTAINING TO VALET PARKING, RECOMMENDED
2 AND APPROVED BY THE PARKING COMMISSION OF THE CITY OF
3 ST. LOUIS; PROVIDING A MECHANISM FOR THE CREATION OF
4 VALET PARKING ZONE PERMITS; REQUIRING A PERMIT FOR ALL
5 OPERATORS OF VALET PARKING SERVICES; REQUIRING A PERMIT
6 FOR ALL VALETS; ESTABLISHING STANDARDS OF OPERATION;
7 AUTHORIZING THE CITY TO ESTABLISH SPECIAL VALET ZONES
8 AND THE DIRECTOR OF STREETS TO SEEK ONE OR MORE VALET
9 OPERATORS THAT WOULD HAVE THE RIGHT TO OPERATE WITHIN
10 THE SPECIAL VALET ZONE; AUTHORIZING THE DIRECTOR OF
11 STREETS TO CHARGE CERTAIN FEES; CONTAINING PENALTY
12 PROVISIONS, AND A SEVERABILITY CLAUSE.

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14 BE IT ORDAINED BY THE CITY OF ST. LOUIS AS FOLLOWS:

15 SECTION ONE. ESTABLISHMENT OF VALET PARKING ZONES

16 A. Pursuant to the provisions of this Section, valet parking zones shall be established
17 on such public streets and in such places and in such number as shall be determined by the
18 Director to be in the best interest of the City, its citizens and visitors.

19 B. A valet parking zone shall be created only upon the written request submitted to
20 the Director by the owner or occupant of the property adjacent to the site of the proposed valet
21 parking zone and the subsequent approval by the Director of a permit therefore setting forth the
22 terms of the operation of the valet parking zone, which terms shall include, but may not be
23 limited to, those set forth in this Section. Each such request must be accompanied by a non-
24 refundable initial permit application fee not to exceed three hundred dollars (\$300). Each such
25 permit shall obligate the holder thereof (the "permittee") to operate the valet parking zone and
26 perform all of the obligations, duties and responsibilities set forth in the permit and in this
27 Section. All such permits shall be subject to renewal by the Director as of April (1st) of every
28 calendar year. All such permits renewed shall also be subject to an annual fee not to exceed two
29 hundred dollars (\$200.00) payable by the renewal date. In determining whether to renew a
30 permit, the Director shall consider the manner in which the valet parking zone has been operated,

1 the degree to which the applicant has complied with the requirements set forth in this Section and
2 the permit and the best interests of the City and its citizens and visitors. In establishing the initial
3 permit application fee and the renewal fee the Director shall annually take into account the cost
4 of administration, investigation, enforcement, record keeping, and all associated overhead of the
5 valet parking program.

6 C. Valet parking zones shall be established only on public streets and adjacent
7 sidewalks as specified in the permit to be issued pursuant to Subsection (B) above. The Director
8 shall determine the location and length of all valet parking zones based on factors including, but
9 not limited to, traffic flow, pedestrian safety, the number of zones already in the area where the
10 zone is requested, the hours of operation requested, and the impact on the overall streetscape.

11 D. The Director shall provide appropriate signage, at the cost of the applicant,
12 prohibiting parking in valet parking zones between times designated by the Director and
13 designating such zones “No Parking, Valet Only, Tow Away Zone”.

14 E. The permittee shall remove all vehicles to be parked by valets from the valet
15 parking zone and from any other portion of a public right-of-way as quickly as possible and in
16 any case within ten (10) minutes. Vehicles so removed shall not be parked in public streets or
17 alleys.

18 F. The permittee, at its own expense and cost, shall keep the valet parking zone in a
19 neat and clean condition, free from nuisance and filth and provide for the removal of snow, ice,
20 trash and waste therefrom.

21 G. The permittee shall operate the valet parking zone, or cause the same to be
22 operated, in accordance with all requirements of this Section. In the event that the permittee
23 retains the services of a valet parking company, the permittee shall ascertain that the company

1 has a valid permit to operate a valet parking service and shall provide written notice of the name
2 of the company as directed by the Director.

3 H. The City reserves the right to add, modify or eliminate street locations and times
4 at any time in order to protect pedestrian traffic and improve conditions for the flow of motor
5 vehicular traffic. The valet parking zone permit may be suspended if the sidewalk or street area
6 is needed for parades, festivals or other such special events. Except for temporary suspensions
7 for special events as set out above, the permittee is entitled to prompt notice of the City's intent
8 to suspend or revoke and is entitled to a hearing before the Director. The permittee may appeal
9 the decision of the Director to the City Board of Public Service.

10 I. The Director, at this discretion, may issue a daily non-recurring valet parking zone
11 permit, provided however that the permit holder would be required to utilize a valet parking
12 service permit holder in the performance of the valet operations. The fee for the daily non-
13 recurring parking zone permit shall be twenty dollars (\$20.00) per day.

14 **SECTION TWO. PERMIT TO OPERATE A VALET PARKING SERVICE**

15 No person shall engage in any business of operating valet parking service in the City
16 without first obtaining a permit pursuant to this section. The operator shall also be required to
17 possess a valid business license from the City.

18 A. Any person desiring to operate a valet parking business shall make an application
19 for the permit to the Director and paying a filing fee in an amount determined from time to time
20 by the Director. The filing fee shall be based on the determination of Director of the costs
21 associated with the administration of program to permit valet parking services, including, but not
22 limited to, review, investigation, adjudication and all associated overhead. In no event shall the

1 cost of such permit exceed three hundred dollars (\$300.00). The application shall contain the
2 following information and such additional information as may be determined by the Director:

3 1. The name, age, business address and residence of the applicant if a natural
4 person; if a corporation, its name, address of its principal office, and the names of its
5 principal officers together with their respective addresses; if a partnership, association, or
6 other unincorporated entity, the names of the partners, or the names of those comprising
7 the association or company with the address of each.

8 2. The experience of the applicant in the provision of such services and
9 whether any similar permit in any jurisdiction has ever been revoked, and if so, the
10 circumstances of such revocation.

11 3. The uniform and insignia to be used to designate the applicant's
12 employees.

13 4. Whether the applicant or any of its principal officers or employees has
14 ever been convicted of a felony or a violation of any narcotic law, or a crime involving
15 moral turpitude. The Director or his designee may require a criminal record check at
16 their discretion.

17 B. Insurance. The Director, after consultation with the City Counselor, shall
18 determine the types and coverage limits of insurance that shall be required of all valet parking
19 service operators. No permit shall be issued or continued in operation, and no person shall
20 operate a valet parking service unless and until such owner shall file with the Director a written
21 certificate of insurance showing that the policy or policies as required by the Director are in full
22 force and effect and that they cannot be cancelled without thirty (30) days' written notice to the

1 Director. The policies shall be issued by insurance companies qualified to do business in the
2 State of Missouri, and shall name the City of St. Louis Missouri as an additional insured.

3 C. Issuance. Upon receipt of the completed application, fee, and satisfactory proof
4 of insurance, the Director shall conduct any investigation deemed appropriate to determine
5 whether a permit should issue. The determination of the Director shall be final.

6 D. Regulations for all Permit Holders. All valet parking service permits holders shall
7 at all times:

8 1. Only relocate vehicles to the location specified in the Valet Parking Zone
9 Permit.

10 2. Only utilized the number of parking spaces specified for drop off and pick up in
11 the Valet Parking Zone Permit.

12 3. Not allow any vehicle to be parked for more than ten (10) minutes in a parking
13 spaces designated for drop off and pick up in the Valet Parking Zone Permit (no “VIP”
14 parking).

15 4. Not allow any “double parking” in the parking spaces designated for drop off
16 and pick up.

17 5. Not place any cones, traffic control devices or temporary structures of any type
18 in the public right of way at any time.

19 6. Only operate on days and times specified in the Valet Parking Zone Permit.

20 E. Suspension and Revocation. Any permit issued hereunder may be suspended or
21 revoked for any reason that would justify a refusal to issue the permit originally or by reason of
22 any failure by the permittee to comply with the provisions of this code, or any condition imposed
23 by the Director or his designee upon issuance of the permit. Prior to any suspension or

1 revocation a permittee is entitled to notice of the City's intent to suspend or revoke which shall
2 include an enumeration of the causes, and is entitled to a hearing before the Director. The
3 permittee may appeal the decision of the Director to the City Board of Public Service.

4 **SECTION THREE. VALET PERMIT**

5 No person shall work as a valet in the City without first obtaining a valet permit from
6 the City authorizing the holder to work as a valet in the City. Upon application by a valet
7 parking service permit holder the Director may issue a re-occurring temporary valet permit.

8 A. Application for a valet permit shall be made to the Director. The applicant for the
9 permit shall comply with the following requirements:

- 10 1. Be at least eighteen (18) years of age.
- 11 2. Be able to speak and understand directions, oral and written, in the English
12 language.
- 13 3. Be in possession of a valid driver's license as prescribed by the laws of the
14 state of his/her residency and immediately report any administrative action or change in status
15 of this license to the Director or his designee.
- 16 4. Be in possession of current criminal background checks performed by the
17 county police department, the City police department or such other entity as the Director
18 may direct, showing the applicant has not been convicted of a felony and has no drug or
19 alcohol related convictions involving the operation of a motor vehicle.
- 20 5. Provide with the application an intent to hire or engage letter from the holder of
21 a valet parking service permit.
- 22 6. Provide with the application a current (no older than 10 days) Missouri
23 Department of Revenue Driver Record Report or if an Illinois resident, an abstract of driving

1 record from the Illinois Secretary of State.

2 7. Furnish the full name and residential address of the applicant (post office box
3 addresses will not meet this requirement), telephone land line and cell phone numbers as well as
4 email addresses if available.

5 8. Furnish certification that the applicant will comply with all current and future rules
6 and regulations promulgated by the Director.

7 9. Acknowledge by signature at the time of original permitting and at any renewal
8 the receipt of a copy of the current Director's Rules for Valets which shall include an
9 acknowledgement that by accepting the Valet Permit the valet assumes the responsibility of
10 becoming familiar with and adhering to each applicable section of the Director's Rules for Valets.

11 B The Director will deny (or revoke if appropriate) an application for a valet permit if
12 the Director determines that:

13 1. The applicant has made any material intentional misstatement or misleading
14 statement, or omission of fact in the application.

15 2. The applicant has been convicted of or pled guilty to any one of the
16 following:

17 a. Felony violation of any state statute or law involving any crime
18 against persons, including but not limited to all forms of assaults within ten (10)
19 years of the application or within ten (10) years of release from prison for said
20 felony conviction.

1 b. Felony violation of any state statute or law within ten (10) years of
2 the application or within ten (10) years of release from prison for said felony
3 conviction.

4 c. Driving while his or her Missouri's driver's license was suspended
5 or revoked within five (5) years of the date of the application.

6 d. Driving while intoxicated or some other drug or alcohol-related
7 traffic offense within five (5) years of the application.

8 e. Criminal or driving activity which the Director determines may pose
9 a risk of danger to the traveling public.

10 3. The applicant has violated any provision of this code, including
11 non-payment of administrative penalties.

12 4. If the Director determines that charges in the nature of the above-listed
13 violations are pending against the applicant, the Director may hold the application until the
14 charges have been resolved to the Director's satisfaction.

15 C. Upon approval of the application for valet permit and payment of the appropriate fee,
16 the Director shall issue valet permit to the applicant. The driver shall display the valet permit as
17 instructed by the Director during all times that he is working.

18 D. The fee for a valet permit shall be determined annually by the Director and published
19 by the Director. The fee shall not exceed one hundred dollars (\$100.00) per year and will be
20 established taking into account the cost of administration, investigation, enforcement, record keeping,
21 and all associated overhead of the valet parking program. The valet permit shall be valid for one (1)
22 year from date of issuance.

1 E. The fee for any replacement license shall be determined annually by the Director and
2 published by the Director.

3 F. A fee of fifty dollars (\$50.00) per permit will be assessed for failure to renew a valet
4 permit by the prescribed date. Permits may be renewed up to sixty (60) days in advance of expiration.
5 Permits allowed to expire will require the permittee to begin the process as though applying for the
6 first time including all tests, documentation and fees.

7 G. If the Director denies a permit to an applicant or places the application on hold
8 because of pending charges, the decision shall be in writing stating the reason for said action and the
9 procedure for appeal pursuant to this ordinance and sent by certified or registered mail to the
10 applicant.

11 H. Altering or forging a valet permit is prohibited and shall result in revocation of
12 such permit.

13 **SECTION FOUR. ESTABLISHMENT OF SPECIAL VALET ZONES AND**
14 **SELECTION OF OPERATORS.**

15 A. In certain areas of the City the Director of Streets may determine that due to a
16 multiplicity of businesses, limited street frontage, high volumes of traffic, and a lack of readily
17 available public parking to provide for the public safety and general welfare of its citizens, it is in
18 the best interests of the City, to prohibit the establishment of multiple valet parking zones
19 operated by multiple valet parking service operators selected by the parking zone permit holders.
20 In such areas the Director may establish a Special Valet Zone within which the City of St. Louis
21 will select an exclusive valet parking service to operate. When the Director of Streets has made
22 this determination that a Special Valet Zone is necessary, the Director will publish in the City
23 Journal and in one newspaper of general circulation within the City that the City will be

1 accepting proposals from valet parking services to operate in the Special Valet Zone in
2 accordance with rules and regulations established by the Director. The proposal and its review
3 will be in accordance with City Ordinance _____ as amended, regarding selection
4 of professional services for the City. The City of St. Louis may enter into a one year agreement
5 with the selected valet parking service such terms and conditions as determined by the Director
6 of Streets in conjunction with the City Counselor. This agreement may be extended not more
7 than two one year terms.

8 **SECTION FIVE. PENALTIES.** Any person who violates or fails to comply with or who
9 permits or causes any person in his/her/its employ to violate or fail to comply with any of the
10 provisions of this ordinance shall be subject to a fine of not more than Five Hundred Dollars
11 (\$500.00) or a term of imprisonment of not more than ninety (90) days or both such fine and
12 imprisonment. Each day that such violation continues shall constitute a separate violation of the
13 provisions of this ordinance.

14 **SECTION SIX. SEVERABILITY.** It is hereby declared to be the intention of the Board of
15 Alderman that each and every part, section and subsection of this Ordinance shall be separate and
16 severable from each and every other part, section, and subsection hereof and that the Board of
17 Alderman intends to adopt each said part, section and subsection separately and independently of any
18 other section and subsection. In the event that any part, section or subsection of this Ordinance shall
19 be determined to be or have been unlawful or unconstitutional, the remaining parts, sections and
20 subsections shall be and remain in full force and effect, unless the court making such finding shall
21 determine that the valid portions standing alone are incomplete and are incapable of being executed
22 in accord with the legislative intent.

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