

## EXHIBIT "A"

### RULES FOR THE OPERATION OF VALET PARKING SERVICES ON PUBLIC RIGHT-OF-WAY AND USE OF LOADING ZONES FOR VALET PARKING PURPOSES

#### Terms

In these guidelines, "licensed valet parking operator" refers to the individual or business establishment that has obtained a valet parking operator license pursuant to s. 84-30 of the Code of Ordinances in order to be permitted to provide valet parking services on public right-of-way (i.e., one or more loading zones) in Milwaukee's central business district.

In these guidelines, "attendant" shall include the licensed valet parking operator himself or herself.

#### Rules

1. The licensed valet parking operator shall comply with all applicable provisions of ch. 115 of the Milwaukee Code of Ordinances.
2. The licensed valet parking operator shall assume responsibility for all liability for damages to persons or property associated with the operation of a valet parking service and shall maintain insurance in the amounts of ( City Attorney to recommend amounts ). A certificate of insurance naming the city as an insured party and holding the city harmless for liability for damage to persons or property shall be submitted to the city clerk prior to issuance of the license.
3. If the city clerk requires, based upon recommendation by the commissioner of public works, a bond of a surety company duly incorporated in the state of Wisconsin or duly licensed to do business in the state in such sum as the commissioner may require to cover the cost of repairing or replacing city property damaged as a result of operation of the valet parking service, but not less than \$1,000 or exceeding \$10,000, the licensed valet parking operator shall submit such bond to the city clerk prior to the issuance of the license. The bond shall be approved by the city attorney.
4. The licensed valet parking operator may place, on or within the public sidewalk area adjacent to the loading zone which is used for the valet parking service, up to 2 portable

sandwich board-type signs or other approved devices to advertise the valet parking service. Each sign shall be placed within 4 feet of the loading zone and in such manner as to not obstruct pedestrian traffic. The surface area of each sign face shall be at least 9 square feet, but not larger than 25 square feet. If a fee is charged for the valet parking service, such fee shall be clearly displayed on the sign. Signs shall be removed and stored off-site at all times when the valet parking service is not operating. No special privilege granted by the common council or permit issued by the commissioner of public works shall be required for the placement of signs which comply with this paragraph.

5. The licensed valet parking operator shall display, on a permitted sandwich-board sign or in such other location approved by the commissioner of public works, a copy of the operator's valet parking operator license.
6. The licensed valet parking operator shall display, on a permitted sandwich-board sign or in such other location approved by the commissioner of public works, the loading zone permit sticker for the loading zone which the operator is authorized to use for valet parking purposes.
7. Double parking of vehicles at valet parking zones shall be prohibited.
8. No attendant employed by a licensed valet parking operator may stand in the vehicular-travel portion of the public right-of-way, including the parking lane, to direct vehicles into the loading zone or to solicit business for the valet parking service.
9. The permit holder shall not place any signs, traffic cones, poles, chairs, ropes, chains or other objects in the vehicular-travel portion of the public right-of-way, including the parking lane.
10. All vehicles left to be parked by the licensed valet parking operator shall be parked in legal off-street parking facilities.
11. The licensed valet parking operator and each attendant employed by the operator shall recognize that the valet parking service is being operated in a loading zone and that, pursuant to s. 346.53, Wis. Stats., no person, including any licensed valet parking operator or attendant or client thereof, shall stop or leave standing any vehicle in a loading zone except temporarily for the purpose of and while actually engaged in loading or unloading or in receiving or discharging passengers. When a vehicle is so

stopped or left standing, it shall at all times be attended by a licensed motor vehicle operator so that it may be promptly moved in case of any emergency or to avoid obstruction of traffic. The licensed valet parking operator and each attendant employed by the operator shall further recognize that loading zones shall not be considered parking places and that the prohibition on parking in loading zones shall be enforced accordingly.

12. The penalty for any parking violation incurred by a vehicle while in the custody of the licensed valet parking operator shall be the sole responsibility of the licensed valet parking operator and shall, upon final determination of liability, constitute a debt due and owing to the city.
13. Each attendant employed by the licensed valet parking operator shall, while on duty, wear conspicuously placed on his or her clothing an insignia which identifies the valet parking operator for whom the attendant is working.
14. Every attendant employed by the licensed valet parking operator shall, upon taking custody of a patron's vehicle, issue a numbered receipt to the patron containing the name, address and telephone number of the operator, the charge for the valet parking service, the time and date the attendant took custody of the vehicle, the license number of the vehicle, a statement that the operator has the liability insurance required by these guidelines and a statement advising the patron to keep the receipt for future reference. When the attendant returns custody of the vehicle to its owner, the attendant shall stamp the receipt with the time and date the attendant surrendered custody of the vehicle and return the receipt to the patron.
15. Every attendant employed by the licensed valet parking operator shall carry on his or her person a valid driver's license at all times while in control of a patron's vehicle.
16. The licensed valet parking operator shall provide each attendant employed by the operator with a copy of these operating rules. On the application for the valet parking operator license, the operator shall sign a statement swearing that the operator will provide a copy of these rules to each attendant employed by the operator at any time during the license period.
17. The licensed valet parking operator shall remove all signs and other objects placed on the public right-of-way and associated with the valet parking service and restore the public right-of-way to its original condition whenever

public necessity so requires as determined by resolution of the common council or upon expiration of the permit. In addition, the commissioner of public works may order the temporary discontinuation of use of a loading zone for valet parking purposes whenever major civic events, emergency repairs or other public improvements necessitate such discontinuance. The operator shall not be entitled to any damages whenever discontinuation of use is required.