

STAFF REPORT FOR THE SILVERTON TOWN BOARD OF TRUSTEES

Date: July 27, 2009
From: Planning Director

SUBJECT: Use subject to review – car show blocking Greene St.

I. Background

Silverton Events, LLC has submitted an application to use one block of Greene St to host a special event this fall. The street would be blocked to hold a car show featuring around thirty Ferrari automobiles. A local non-profit would “host” the show and receive proceeds from admission charges. Silverton Events has been in communication with the fire department to determine if they are interested in hosting the event.

The application proposes blocking Greene Street between 13th and 14th streets from 10am to 2pm on Saturday, September 26th.

Staff hand-delivered or mailed public notices to business owners on Greene Street that would be affected by the closure.

II. Analysis

Thirty Ferraris is over ten million dollars worth of automobiles (i.e., not something one encounters every day). This is a unique event that will improve the local experience for regular tourists (e.g. train folks) and also bring in people from Durango, Ouray, and other regional towns. As tourist traffic starts to wane at the end of September, this is a real opportunity for an economic boost.

Although admission will be charged to get into the event, the sidewalks will remain open for regular traffic to the businesses in the 1300 block of Greene Street.

III. Staff Recommendation

Staff recommends approving the application for the use subject-to-review as submitted.

IV. Attachments

Use subject to review application submitted by Silverton Events, LLC.

TOWN OF SILVERTON

APPLICATION FOR USE SUBJECT TO REVIEW

<u>Silverton Events, LLC</u>			<u>970-387-5228</u>	
Name of Applicant			Telephone	
<u>PO Box 405</u>	<u>Silverton</u>	<u>CO</u>	<u>81433</u>	
Mailing Address	City	State	Zip Code	
<u>Greene Street between 13th and 14th Streets</u>				
Property Address	Block #	Lot(s) #	Addition	Zoning District

Reason for Request: Charity Car Show.

Proposed starting date of operation or use: September 26, 2009

Proposed time schedule for construction: 10am - 2pm

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Brief Description of the Proposed Use: Reserved parking for approx 30 Ferraris
to arrive in Silverton approx 10a.m.
Local charity (preferably VFD) to charge
admission to see cars. Public will be allowed
into cars for photos, etc. Ferrari Club to
provide promotional materials.

Briefly describe the benefits to the community as a whole, if this use is allowed:
Fundraiser for local non-profit organization.
Will bring exciting "flashy" event to town during shoulder season.

List any specific conditions which you would be willing to incorporate into this requested use if the Town Board of Trustees were amendable to allowing the use, subject to certain specified conditions: Ferrari Club requests a waiver of the \$250 fee in order to
benefit the local Volunteer Fire Department (or other local
organization). They would be willing to make a \$250 donation
to the organization benefiting from the car show.