

**PARKING MANAGEMENT ADVISORY BOARD MINUTES
TUESDAY, OCTOBER 28, 2014, 5:30 P.M.
FIRST FLOOR CONFERENCE ROOM**

MEMBERS PRESENT:

Gerald Franciosa
Bruce Gimmy
Allen Huntington
Fran Marincola
William Morse
Peter Perri
Albert Richwagen
Brian Rosen

MEMBERS ABSENT:

William Branning

STAFF PRESENT:

Scott Aronson, Parking Management Specialist
Randal Krejcarek, Environmental Services Director

STAFF ABSENT:

None

GUESTS/OTHERS:

Michael Covelli
Cindi Freeburn
Rich Pollack
Jess Sowards
Kevin Warner

I. CALL TO ORDER:

The meeting was called to order by Chairperson, Mr. Bruce Gimmy, at 5:30 p.m.

II. APPROVAL OF THE AGENDA:

Mr. Marincola made a motion to approve the agenda, seconded by Mr. Morse. Said motion passed unanimously.

III. APPROVAL OF THE MINUTES:

June 17, 2014 Minutes were deferred.
September 23, 2014 Minutes were deferred.

IV. OLD BUSINESS:

Mr. Aronson apologized for not having the citations and financial reports. The request from Rocco's Tacos for the purchase of two (4) in-lieu of parking spaces has been approved and the Renewal of Valet Parking License Agreements as well.

V. COMMENTS BY CITIZENS: (non-agenda items)

Mr. Cindi Freeburn stated she attended the Downtown Nighttime Economy Workshop on October 27, 2014 hosted by the Downtown Development Agency and wanted to share some of the ideas from the Via Mobility Group is to encourage the usage of electrical vehicles in the City by having designated parking spaces around the beach and the downtown area. There is a green initiative in the city and this would be a way to promote that. The vehicles are quieter and are environmentally more favorable and in terms of the electrical golf carts style vehicles they only need to be charge on a 1/10 volte plug. Secondly, a discussion about routing the trolley off Atlantic Avenue and use First and Second Avenue instead as secure route, redirect commuters, and keep them off Atlantic Avenue. Lastly, to set up a program to encourage downtown employees from using valuable parking spaces from resident and visitors and instead use the shutters as alternative safety option.

Mr. Gimmy stated that the board has addressed all those issues except for the trolley, which is an interested concept and asked if the trolley would loop/turn on first.

Ms. Freeburn stated that it could turn right at Swinton to First Avenue to northbound Federal highway/6th Avenue, then east to the beach. Alternatively, perhaps have them do a downtown loop at night but then go up to First and then go left over the parking lot in pineapple grove and down to Swinton and back again. This way the trolley would not be operating on Atlantic. Another suggestion was in case of the northbound to have a route to northbound to federal to second and across into pineapple grove area out to Swinton and out to the west.

Mr. Marincola asked why would that be a good suggestion and what would be the advantage. In addition, bicycles parking would be consider first before electric cars due to the large bicycle oriented community.

Ms. Freeburn stated that Atlantic Avenue is congested and the trolley stopping at all-time contributes to the traffic.

Mr. Gimmy stated that idea is a great suggestion. He has witness commuters waiving stopping trolley and contributing to traffic and suggested staff to research further.

Mr. Aronson stated that the original shutters used bypasses but did not generated ridership however, once Atlantic avenue was used, ridership improved. He agreed that time has change and would look into it again. In addition, the scooters and bicycle parking approval has been granted and a designated area in the downtown core area is in the process, two (2) parking spaces would be for scooters only and two (2) parking spaces would be for bicycles only. In respect to the electrical vehicles there is a charging station at Bankers Row lot, an expansion of the program has been proposed thru a grant from Florida Queen Initiative; designated spaces would have to be determine and he would consider the others suggestion.

Mr. Warner stated he is a bicycle rider and he does not see bicycle riders. Taking a parking space for car and utilize it for bicycle space is a bad idea. Secondly, if there were a reason to take, the trolley off Atlantic Avenue to alleviate congested traffic then instead get the shutters drivers to

stop to the side of the street to pick up commuters; taking the trolley off Atlantic Avenue would be a mistake. He suggested starting with a goal and then figuring out a solution.

Mr. Perri stated that there is no place to stop traveling on Federal Highway to Fifth Avenue and Fourth Avenue.

Mr. Marincola stated he is not against taking one space out of three blocks to put six bicycles in it, it would encourage bicycles riders but agreed with finding bicycles areas.

Mr. Warner asked Mr. Richwagen if he has customer asking where they could lock their bicycles.

Mr. Richwagen stated that at his store, they get that question a lot from visitors and residents as there are not enough safe places to lock bicycles. However, by taking one car parking space that two (2) or four (4) people might utilize and instead use it for bicycle parking space were ten (10) to twenty (12) people could park their bicycles you are adding parking. The bicycles spaces do not have to be on Atlantic Avenue but if they are not in a convenience area, commuters would continue locking their bicycles around trees, signs, etc. and the goal is to stop them from doing so.

VI. NEW BUSINESS:

A. Review a Request from Sopra Centre for the purchase of Five (4) In-Lieu of Parking Spaces.

At this time, Mr. Gimmy reviewed the quasi-judicial rules

There were no ex parte communications by any member.

Board Liaison, Yolaina Ruiz, swore in those individuals who wished to give testimony.

Mr. Aronson stated that the owner of Sopra Centre, located at 110 East Atlantic Avenue has submitted an in lieu of parking application to accommodate and fill the second (2) and third (3) floors, eliminating the current opened-air configuration, creating 1,102 square feet of new office floor area. The Land Development Regulations LDR Section 4.4.13 (G) (1) requires the provision of parking spaces for expansions or changes of use, at a rate one (1) space per 300 square feet of net floor area for office use, requiring the provision of four (4) parking spaces. The LDR Section 4.6.9(E)(3) allows for the City Commission to approve the payment of a fee, in-lieu of providing required parking, when it is impossible or inappropriate to be provided on-site. The applicant is requesting the purchase of four (4) in-lieu of parking spaces, at a cost of \$23,660 per space, totaling \$94,640. The applicant is requesting payment in accordance with the Land Development Regulations (LDR) Section 4.6.9 (E)(3)(D) by entering into an in-lieu of the Parking Fee Agreement requiring 50% to be paid upon execution and remittance of the agreement and two (2) subsequent payments of 25% on the second and third anniversaries of the agreement. The Comprehensive Plan Policy C-4.1 of the Future Land Use Element encourages the rehabilitation and revitalization of the Central Business District CBD through several means, one being the accommodation of parking through innovative actions such as the in-lieu of parking program. Staff recommends approval of the applicant's request.

On behalf of the applicant, Mr. Sowards clarified that Rocco's Tacos is a different entities from the applicant. The applicant is doing building improvement and one of those improvements is including the atrium space and moving the elevators towards the outside and creates glass elevators instead. The city would see substantial improvement to the building.

Mr. Marincola stated that the new owner could not rent to a restaurant that is in the building otherwise, he would have to go for a restaurant code.

Mr. Soward stated that the infill is located on the second (2) and third (3) floor. The building owner realizes that the configuration of the building is a problem as well as the elevator, the stairs, etc. including accessibility to the building and is looking in renovating the front entrance and addressing those accessibility issues along with some basic architectural enhancement. The request is for office use to infill the second and third floor.

Mr. Morris stated that the expenditure would be done for Rocco's Tacos.

Mr. Franciosa asked if the plan has been approve.

Mr. Aronson stated that approval of the lieu approval is required before plan approvals.

Mr. Richwagon asked what would keep owner of the building from leasing an office to a restaurant.

Mr. Aronson stated that the building has an atrium and is not even a dedicated office.

Mr. Franciosa stated to include on the motion that no restaurant cannot be in the building.

Mr. Soward stated that the idea is that when the future tenants come for tenant improvement it would be an opportunity for the City to find what kind of usage is going to be and approval would be upon issuance of a building permit. The only space where a restaurant would expand is on the ground floor and would have to go thru the same process whereas the building department would be able to determine approval upon issuance of a building permit.

Mr. Marincola moved to approve the request from RMS Properties for the purchase of four (4) in lieu of parking spaces with the condition that it could not be leased to any restaurant in the building. The motion was seconded by Mr. Morris and passed 5-3. Mr. Gimmy, Mr. Rosen and Mr. Perri dissenting.

At this time, the board had a discussion regarding the condition on the motion.

B. Review a Request from Tramonti's Restaurant to extend Valet Service to provide daytime service.

Mr. Aronson stated that DHBH, LLC owns twenty six (26) parking spaces located in the east/west alley on the north side of 100 block of East Atlantic Avenue, the spaces are currently used for the Tramonti valet queue. Prior to Tramonti, the site was Craig's furniture store. The spaces are not currently dedicated to a particular use; they are available for development of lot C owned by the same owner. The applicant is requesting to operate the valet queue during daytime hours. Daytime

valet service has been a topic of discussion none of the valets were able to accommodate the request, as the spaces leased to other valets are needed as well. The only other valet that has daytime hours is Caffe Luna Rosa, which pays a higher rate per space per month (\$137.85) given the additional hours of service it is appropriate for the spaces to be priced accordingly. This item will be presented for review to the Community Redevelopment Agency CRA and the Downtown Development Agency DDA prior to being presented to the City Commission. Staff recommends approval of the request to allow daytime hours for the Tramonti valet with increased in pricing to \$137.85 per space per month.

At this time, the board had a discussion regarding the parking spaces. Mr. Richawagen stated that this would hurt the gym members and the green market if is open during the daytime on Saturdays as those spaces are used for parking. Mr. Aronson stated that the sign clearly states the used of those spaces. Mr. Richawagen stated he just wanted to point out something he considers it would be an issue as residents are used to park in those spaces. Mr. Gimmy stated that residents could utilize the Old School Square garage.

Mr. Marincola moved to approve the request from DHBH LLC to operate the Tramonti's valet queue during daytime hours. The motion was seconded by Mr. Morris and passed unanimously.

C. Review Proposed Modification to the Beach Parking Permit Program to Prorate Fees.

Mr. Aronson stated that at the September 23 meeting Mr. Humanik expressed concern regarding the beach-parking program not being prorated. This concern was also expressed at the City Commission meeting, which City Commission directed staff to bring forward a modification to the program allowing prorating of passes purchased after October 1 in a particular year. Staff recommend approval of the one-half (1/2) year prorating of Beach Parking Permits to \$45.00 and \$47.50 plus tax, effective April 1st of each year.

Mr. Marincola moved to approve the request to amend Beach Parking Permit Program to allow for prorating fees. The motion was seconded by Mr. Morris and passed unanimously.

D. Provide Clarification on Parking Study Recommendation Related to One (1) Hour Parking.

Mr. Aronson stated that at the September 23, 2014 meeting the Board provided several recommendations related to the metering program, recommending one (1) hour free during daytime hours to mitigate a perceived fear that paid parking could have a negative effect on retail business. In addition, a clarification that the one (1) hour free parking would apply to Atlantic Avenue and one block north and one block south to First Avenue.

At this time, the board had a discussion and agreed to have the one (1) hour free parking on Atlantic Avenue and one (1) block north and one (1) block south to First Avenue.

Ms. Freeburn asked if there would be a residential program and/or if any concern would be addressed to the City Commission

Mr. Aronson stated that there would be a residential program once the meter program is implemented and is able to determine how the residential parking is impacted.

At this time, the board had a discussion regarding stating the word “Flexible” into the ordinance. Mr. Marincola stated that staff would be making the presentation and it is important staff state the word flexible. Mr. Krejcarek stated that the word flexible can be included in the ordinance and the City Attorney would make that determination. Ms. Freeburn suggested using the word “based on analysis” instead of flexible.

Mr. Aronson presented the Parking Management Program.

Mr. Morris asked what is the negotiating with Florida Department of Transportation FDOT

Mr. Aronson stated that the FDOT notifies local municipalities that currently has meter parking on their right ways has been evaluating and asked to do not install new meters on any state roads under the FDOT until they resolve what they feel is an inequities on municipalities making revenue on state right away.

Mr. Aronson stated that the proposal for the Parking Management Program creates a Parking Improvement District managed as an enterprise Fund returning revenues to the areas in which they are collected to enhance services in the core and beach areas, the areas are as follow:

Areas to metered-West of Intracoastal Waterways

- West of Intercoastal Waterways, Atlantic Ave – Swinton Ave to ICWW.
- S.E. 1st Street – S. Swinton Avenue to S.E. 6th Avenue.
- S.E. 2nd Street – S. Swinton Avenue to S.E. 6th Avenue.
- N.E. 1st Avenue – N. Swinton Avenue to N.E. 6 Avenue.
- N.E. 2nd Street – N. Swinton Avenue to N.E. 6th Avenue.
- N.E./S.E. 1st Avenue 2 blocks north & south of Atlantic Avenue.
- S.E. 2nd Avenue 2 blocks south of Atlantic Avenue.
- N.E. 2nd Avenue 4 blocks north to Lake Ida Road.
- N.E./S.E. 3rd Avenue 2 blocks north & south of Atlantic Avenue.
- N.E. 4th Avenue 2 blocks north & south of Atlantic Avenue.
- N.E./S.E. 5th & 6th Avenue FDOT right of ways *Negotiating with FDOT.
- Old School Square Garage, Federspiel Garage, Veterans Park, Gladiola lot, Village lot, Old City lot, Railroad lot and Bankers Row lot.

Areas to metered-East of Intracoastal Waterways

- Ocean Boulevard. Thomas Street to Casuarina Road.
- Atlantic Dunes north and south lots.
- Anchor Park, Ingraham lot, Sandoway lot, Orange Grove lot and Gleason Street lot.
- East Atlantic Avenue east of Venetian Drive to ICWW.
- Venetian Drive – Atlantic Avenue to Miramar.
- Gleason Street – Atlantic Avenue to Miramar.

Hours of Operation West of Intracoastal Waterways

- Fees will be required 10:00 a.m. To 1:00 a.m. in the core area.
- Parking Management Advisory Board PMAB, recommended 9:00 a.m.-8:00 p.m. for all parking East of Intracoastal Waterways.
- All areas seven 7 days a week.

Hours of Operation East of Intracoastal Waterways

- 9:30 a.m. to 8:00 p.m. currently Monday thru Thursday.
- 7:00 a.m. to 8:00 p.m. currently Friday thru Sunday.
- 9:00 a.m. to 8:00 p.m. Sunday thru Saturday – PMAB recommendation.

Daytime Fees West of Intracoastal Waterways-10:00 a.m. to 5:00 p.m.

- First 1 hour free for all on street parking west of Intracoastal Waterways.
- Atlantic Avenue – Swinton Avenue to Intracoastal Waterways \$2.00 per hour, two 2 hour. max with half ½ hour buy up allowed.
- All side streets, \$1.50 per hour, two 2-hour max with half ½-hour buy up allowed.
- Surface lots \$1.50 per hour, not time limit.
- Garages \$.50 cents per hour with \$3.00 daytime maximum.

Evening Fees West of Intracoastal Waterways-5:00 p.m. to 1:00 a.m. no max, no free hour

- Atlantic Avenue from Swinton Avenue to Intracoastal Waterways-\$2.00 per hour.
- All Surface lots - \$1.50 per hour.
- Garages - \$.50 cents per hour with \$5.00 maximum after 4:00 p.m.

Fees East of Intracoastal Waterways

- SR A1A angle parking-\$1.50 per hour, two 2-hour limit.
- SR A1A parallel parking-\$1.50 per hour, four 4-hour limit.
- East Atlantic Avenue, \$1.50 per hour, two 2-hour limit.
- Surface lots, \$1.50 per hour, max \$12.00 no time limit.

Cost of Implementation/Capital Costs-East and West of Intracoastal Waterways

- 175 multi-space meters at \$12,000 per meter = \$2,100,000.

Cost-Enforcement

- Six 6 Parking Enforcement Specialist \$240,000 per year for six parking enforcement specialists at \$40,000.00 per year including payroll burdens.
- Hybrid program using volunteers by day with paid enforcement after 3:00 p.m.

Costs-Support Staff

- \$487,000 includes payroll burdens-Division head, Staff Assistant, Parking Supervisor, Building maintenance Worker, Three 3 Meter Technicians, Accounting Clerk, Journeyman and Electrician (shared with Community Redevelopment Agency CRA)

Meter Revenue-West of Intracoastal Waterway

- \$2,600,000-Analysis based on parking study utilization on previously noted rates. It is noted utilization was studied in 2009 while still in economic crisis. Revenue projections should be higher with increased utilization.

Citation Revenue- West of Intracoastal Waterway

- \$538,000 per year-Analysis based on East of Intracoastal waterways average multiplied by spaces in core area.

Revenue- East of Intracoastal Waterway

- \$1,600,000 – Maintaining \$1.50 per hour converting A1A to multi space meter.
- \$1,900,000 – If increase to \$2.00 per hour with conversion.

Citation Revenue- East of Intracoastal Waterway

- \$350,000 – 2013/2014

Employee Parking

- Employee parking permits with designated spots in various surface lots and garages. Proposed rate is \$20.00 per month.

Valet Agreements

- Parking License Agreements need modification to increase monthly parking queue fees to capture lost revenue. While value of space on Atlantic Avenue would be approximately \$357 per month. An argument could be made for reduced rates accounting for increased parking capacities realized from the program.

Resident Permit

- Various programs are available ranging from monthly permits, resident discount card, coupon booklets. Staff recommends establishing resident discount programs after establishing program parameters.

Neighborhood Residential Programs

- Programs similar to Marina Parking program, currently under re-crafting, should be implemented to residential neighborhoods surrounding Parking Improvement District to avoid spillover from customers looking to avoid parking fees.

Negotiating with FDOT

- Northbound / Southbound US 1
- East Atlantic Avenue – Southbound US 1 to Intracoastal Waterways.

Timing for Moving Forward

- Having the parameters of program established allow for: Preparation of Ordinance, Draft specification on RFP for equipment and a timeline for phasing program.

Mr. Richwagen stated that on December 2012 the Downtown Development Agency did an employee parking study and came up with the numbers during the days there is 476 employee and 650 at night for a total of 1231. Your current numbers on cluster 4 is 503 employees short.

Mr. Rosen asked if that was total employee count and do not believe all those employees are there at the same time.

Mr. Richwagen stated that the numbers were based on different times from 7 a.m. to 10 a.m., 10 a.m. to 11 a.m. and from 5 p.m. to 2 p.m. taken into consideration that 175 employees ride bicycles. In addition, the Downtown Development Agency focuses on business owner and the

employees. At last month meeting the board took, no action due to no knew statistically information or proposed plan was presented by Mr. Aronson. If the item is presented to the City Commission at the November 18, 2014 Commission meeting is Mr. Aronson going to do a presentation to the PMAB board before that.

Mr. Marincola stated that he assisted Margie with that study back in 2012 and believed that there was some inaccurate information in the study.

At this time, the board had a discussion regarding employees parking on Atlantic Avenue, valet parking license agreements, employee-parking program, resident parking program, etc. Ms. Freeburn suggested to have a resident plan and to notify the public in a timely manner. Mr. Richwagen stated that the Downtown Development Agency would want to know where the revenue would be used towards parking improvement zone, etc.

Mr. Aronson stated it would be used towards parking improvement zone and to their respective areas. In addition, he apologized to Mr. Richwagen for being late at the Downtown Development Agency.

Mr. Marincola stated that the funds could be place into the general fund like the beach parking revenue.

Mr. Richwagen stated that the idea is to tell the business owner that the revenues would not go to a general fund and instead it would go to a special fund and it would be use to buy more parking and build more garages and things like that.

The board had a unanimous consensus to move forward with the proposed parking management program.

VII. COMMITTEE REPORTS ON PARKING RELATED ISSUES:

Board members presented a brief status report of items taking place on their respective Boards. Mr. Perri stated that Equity Enterprises is trying to purchase three individual lots from the Community Redevelopment Agency. The lots are between SW 6th and 9th Avenues, two of which are adjacent to the Equity Project, the developer is proposing to use on of the building for employee parking, if the request is approve it would create more parking and less density of the whole project. West Atlantic Redevelopment Coalition and the Community Redevelopment Agency are very excited with the proposal.

Mr. Richwagen stated that the Downtown Development Agency does not have a position on the parking meters because they feel there is a lack of information. However, once a complete plan is presented then they would have one. In addition, would like to point out that the Downtown Development Agency was the original forum when parking issue was discovered. The board members and directors do not have an opinion; they just follow what their constituents' reiterate at their meetings or thru the process and that are the business owners. Do not want anyone to feel that they are against it because it is no their position; they are very open to a successful change in the downtown but wants to be careful.

Mr. Marincola stated that the Downtown Development Agency did not get involved when the parking meters were placed east on the intracoastal area and are now perceived as if they are against parking meters. However, it is the board's job to make a decision whether they want to be involved or not.

Mr. Gimmy stated that at the Downtown Nighttime Economy Workshop, Jim Peters spoke about the importance and need of Parking Management. Every expert would tell you that properly managed parking works.

Mr. Richwagen stated that in 2012, the Downtown Development Agency came up with an employee parking solution and ideas about customer service but none was ever implemented and the sentiment among board members is that you cannot wait for meters to do enforcement but cannot do enforcement without the parking meters revenues.

V. NON-AGENDA ITEMS:

None.

A. Comments by Staff

None.

There being no further business, Mr. Gimmy, declared the meeting adjourned at 7:35 p.m.

Advisory Board Liaison

The undersigned is the Secretary of the Parking Management Advisory Board and the information provided herein is the minutes of the meeting of said Parking Management Advisory Board on November 25, 2014, which minutes were formally approved and adopted by the Board on

ATTEST:

CHAIR

Advisory Board Liaison

NOTE TO READER: If the minutes you have received are not completed as indicated above, this means they are not the official minutes of the Parking Management Advisory Board. They will become official minutes only after review and approval, which may involve some amendments, additions or deletions.

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