

**PARKING MANAGEMENT ADVISORY BOARD MINUTES
TUESDAY, APRIL 24, 2012, 5:30 P.M.
ENVIRONMENTAL SERVICES CONFERENCE ROOM**

MEMBERS PRESENT:

Fran Marincola
Mark Krall
Bruce Gimmy
John Gergen
Brian Rosen
Alan Kornblau
Cecelia Boone
William Morse
Peggy Murphy
Margie Walden

MEMBERS ABSENT:

Herman Stevens

STAFF PRESENT:

Scott Aronson, Parking Management Specialist
Randal Krejcarek, City Engineer, PE, LEED,

STAFF ABSENT:

None

GUESTS/OTHERS:

Dr. Victor Kirson
Mark Denkler
David Cook
Christina Morrison
Boy Scout Troop 305

I. CALL TO ORDER:

The meeting was called to order by Chairperson, Mr. Fran Marincola, at 6:00 p.m.

II. APPROVAL OF AGENDA:

Ms. Walden made a motion to approve the agenda, seconded by Mr. Kornblau. Said motion passed unanimously.

III. APPROVAL OF MINUTES:

Mr. Morse made a motion to approve the meetings from January 31st, February 28th, and March 27th. The motion was seconded by Ms. Walden and passed unanimously.

IV. OLD BUSINESS:

Mr. Aronson stated that the modifications to the Valet parking License Agreements was presented to the City Commission which approved a 5% increase upon start of the new agreements with the 3% annual increase as recommended by staff. They also approved having the name of the restaurateur printed on the front of the uniform, as recommended by the Board.

Mr. Marincola asked about the expansion of the valet queue made by Prime Steakhouse.

Mr. Aronson advised that the item was tabled by City Commission as changes to the agreements were pending. He now has to wait for the applicant to advise him to proceed with the request.

V. COMMENTS BY CITIZENS:

A representative from Boy Scouts Troop 305 from St. Vincent's stated that the troop attended the meeting as a requirement of earning a communications badge.

Mr. Kirson stated that there is not enough parking at the Sandoway Lot or at Atlantic Dunes during season for people going to the beach.

Mr. Marincola responded that the parking issue has been investigated. A deck was considered at the Sandoway Parking lot. However, residents of the neighboring Ocean Terrace Condominium and other beach property owners strongly opposed the idea.

Mr. Aronson stated that he was unaware of such a drastic problem, pointing out that parking runs over, or at capacity, during seasonal holidays and spring break. He further advised that the Marriott Hotel and possibly the Seagate on Atlantic allow transient parking, although the rate is slightly higher than the \$ 1.50 per hour meter fee.

Mr. Marincola asked for suggestions from Mr. Kirson, who suggested that the City better advertise the parking garage → shuttle connection for beach goers.

Mr. Aronson recalled representatives of the Seagate Hotel offering transient parking at their facility during the site plan approval process. However, when offered by staff at subsequent unrelated hearing, Staff was criticized for offering use of the property to the general public. In addition, a proposal for parking at the Sandoway Lot to remain open until 9:00 p.m. was also met with great resistance. He further advised that due to escalated land costs, he does envision additional public parking being built in the area in the near future.

VI. NEW BUSINESS:

A. Staff Presentation

Mr. Aronson spoke about the installation of parking meters in the downtown core area between Swinton Avenue and the Intracoastal Waterway. He noted that some residential areas within the business district would be excluded from metering. There will be different tiers and time limits with different costs for parking where meters are installed. Mr. Aronson stated that multi-space meters are currently being used in the Beach Parking lots. He went on to talk about pay by space programs which allow payment from any meter, as well as, a pay by license plate options eliminating space numbering. There are pros and cons to both and concerns to be addressed. Different hours of operation were discussed. He advised that Commissioner Carney feels that during weekday morning hour's meters are predominantly used by residents enjoying the Barrier Island. It was suggested that parking begin at 9:30 AM instead of 8:00 AM Monday through Thursday. A pre-pay option was discussed allowing advanced payment of the meters to start at the scheduled time. Various fees were discussed for parking on Atlantic Avenue, off Atlantic Ave and in surface lots. The costs ranged from \$1.00 to \$2.00 with a maximum of \$3.00 and \$10.00. The first hour would be at no cost to the customer.

B. Board Discussion w/ Questions of Staff

Mr. Marincola stated that the particulars are confusing and feels that it would not be fair to make a decision without hearing from the merchants. He suggested one hour free parking on Atlantic Avenue, at all times, would increase pedestrian activity. He suggested that the secondary parking along the streets be at a cost of \$1.50 per hour with a 2-hour limit until 4:00 p.m., at which point time limits would be suspended after 4:00 p.m. He then suggested a small assessment placed on the merchants due to the one hour free parking.

Mr. Marincola asked about the feasibility which allows a picture to be taken of a license plate.

Mr. Aronson spoke of a technology which requires residents to register their license plates at which time the City will monitor where the customer will park. They will be encouraged to park in the appropriate zone.

Ms. Walden feels that there should be meters. However, parking should be free until 4:00 p.m. Paid parking on the street, in the parking garages and in all the lots should start from 4:00 p.m. until 1:00 a.m. It is ok to give one hour free parking after 4:00 p.m.

Discussion ensued between Board members regarding parking for employees if metered parking begins at 4:00 p.m. Mr. Rosen suggested the meters start at 5:00 p.m. instead of 4:00 p.m. He then spoke about free parking in the parking garage if there is a cost to park in the surface lots and on-street.

Mr. Aronson spoke of eight hour parking lots in Downtown where employees may park for a fee. He spoke of implementing a residential parking program as well.

Ms. Morrison stated that the Financial Review Board is not in favor of having meters on Atlantic Avenue taking into consideration the walkability factor. She said that they were in favor of having limited short term parking on-street. She spoke of the high cost of metering. She suggested that customers be directed to surface lots where there will be a cost to park.

Mr. Marincola stated that he is not in favor of free parking on Atlantic Avenue. He stated that smart meters should be installed and there would only be one per block, causing no impediment to pedestrians.

Mr. Aronson stated that people would park and move their cars each hour in order to park at no cost.

Mr. Rosen agrees that parking should be free for the first hour or so.

Mr. Gimmy stated that metering should be free for the first hour and a minimal fee thereafter. He then noted that metering needs to be understandable by tourists and anyone that will utilize them.

Mr. Morse spoke of a metering system that allows you to call to find out how much time is left on the meter, as well as, pay for additional time.

Mr. Cook stated that meters are a deterrent to consumers. He is not in favor of meters.

Ms. Boone asked about business owners contributing towards parking fees depending on the square footage of the business.

Mr. Cook stated that making a contribution is better for business owners when compared to installing meters.

Ms. Boone spoke of possibly imposing an assessment along with other fees to raise enough money to avoid metering.

Ms. Morrison asked about fees charged at events for parking in surface lots.

Mr. Aronson stated that event parking is administered separately from general parking.

Discussion ensued regarding metering or charging for parking at surface lots and whether or not there is a buy-up opportunity allowing patrons to add time to expiring meters. They also spoke about parking on Atlantic Avenue and surrounding blocks and the time frame for free parking.

Mr. Gimmy made a motion to recommend a fee based parking system.

There was further discussion regarding the motion and Mr. Marincola stated that he would like more details added. Board members agreed that the motion should be amended.

Board members came to a consensus that if meters are installed, that there would be a two hour parking limit with one hour at no cost between the hours of 9:00 a.m. until 5:00 p.m. on Atlantic Avenue.

Mr. Aronson suggested one hour free parking and \$2.00 every hour thereafter with a 2-hour maximum.

Mr. Rosen suggested charging \$1.50 on the different blocks and \$1.00 in surface lots. There was further discussion and Board members agreed they prefer a uniformed program. Therefore, the first hour of parking will be free on Atlantic Avenue, side streets and surface lots. There will be no charge to park in the parking garage. A resident and employee program is suggested and a buy-up option offered to prevent people from having to rush off, leaving unfinished business to move their vehicles.

Mr. Gimmy withdrew his motion.

Mr. Rosen made a motion to implement a fee based parking system from NE 2nd to SE 2nd streets, starting at 9:00 a.m. until 5:00 p.m. with the first hour being free and the ability to pay for an additional hour. Additionally, starting at 5:00 p.m. until 2:00 a.m. there will be paid parking with no limit on time. There will be consideration for the off season which is from May 1st through November 1st for further reduced fees or more availability of free parking. Parking at nighttime on Atlantic Avenue will be \$2.00 per hour, one block off Atlantic Avenue will be \$1.50 per hour and the surface lots will be \$1.00 per hour. The parking garages will be free to parking with the

possibility of charging \$.50 if necessary. Resident and employee parking programs should also be established. The motion was seconded by Mr. Morse and passed 10-0.

Mr. Kornblau asked if the private lots could be permitted to begin fee based parking programs on their properties.

Mr. Aronson stated that would be addressed by Planning & Zoning. He went on to say that private lots can be used during the off hours of the principle use.

Mr. Marincola stated that merchants west of the Intracoastal should not have an advantage over merchants east of the Intracoastal with respect to meter regulations

Mr. Denkler made a comment questioning if consideration should be given to parking meters at Miller Park, Pompey Park and other public use areas to cover maintenance coats.

Mr. Aronson stated that Land Development Regulations have no formula for required parking in parks, and are approved as seen fit by staff. He noted parking in these areas is relegated to those using the park.

Mr. Krejcarek stated that the maintenance of the parking associated with parks is a Parks and Recreation function.

C. Public Comment

None

D. Board Consideration of Public Comment

None

E. Board Recommendations

None

VII. COMMITTEE REPORTS ON PARKING RELATED ISSUES:

Board members presented a brief status report of items taking place on their respective Boards. Members agreed due to agendas and minutes available from these Boards, there was no need for detailed minutes on this agenda item.

VIII. NON-AGENDA ITEMS

A. Comments by Board Members

Ms. Boone spoke of a letter she received front a tenant on 4th Avenue regarding non-existent two hour parking signs. She suggested having two hour parking signs. However, the tenant request two ten minute parking signs.

Mr. Aronson stated that he believes the signs were removed because the area was under construction at one time.

B. Comments by Staff

None

There being no further business, Chairperson, Mr. Marincola, declared the meeting adjourned at 8:53 p.m.

Venice Cobb, Executive Assistant/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 April 24, 2012, which minutes were formally approved and adopted by the Board on

Venice Cobb, Executive Assistant/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.
S/City Clerk/Boards/Parking Management Board/minutes