

**PARKING MANAGEMENT ADVISORY BOARD MINUTES
TUESDAY, MAY 24, 2011, 5:30 P.M.
FIRST FLOOR CONFERENCE ROOM**

MEMBERS PRESENT:

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

MEMBERS ABSENT:

Brian Rosen

STAFF PRESENT:

Scott Aronson, Parking Management Specialist

STAFF ABSENT:

None

GUESTS/OTHERS:

David Cook
Jeffrey Lynn

I. CALL TO ORDER:

The meeting was called to order by Chairperson, Mr. Fran Marincola, at 5:38 p.m.

II. APPROVAL OF AGENDA:

The agenda was approved unanimously.

III. OLD BUSINESS:

None.

III. NEW BUSINESS:

A. Review A Request From Atlantic Ocean Club For The Purchase Of Two (2) In-Lieu Of Parking Spaces.

This item was pulled from the agenda.

B. Review A Request From Burger Place For The Purchase Of Two (2) In-Lieu Of Parking Spaces.

Mr. Aronson advised that a Class III Site Plan Modification for the conversion of use of retail, Foxy's Ice Cream located at 12 SE 5th Avenue to Burger Place, a restaurant. Land Development

Regulations Section 4.4.13(G)(1) requires the provision of parking for expansion or change of use resulting in a higher parking requirement. The 828 square feet former retail is vested at one (1) Space per 300 square feet while the restaurant requires six (6) spaces per 1,000 square feet of total floor area. The difference results in two (2) spaces. Although Land Development Regulations Section 4.6.9(E)(3) allows for the approval of a payment in-lieu of providing actual parking spaces, utilizing the program for one specific type of use, in a concentrated area, will be counter-productive. In recent years, the program has basically been requested for restaurants, either expanding or converting use from retail to restaurant. The end result may lead to empty inventory during the day yet overcrowding in the evening. The Downtown Development Authority and the Community Redevelopment Agency recommended denial of the applicant's request. Staff also recommends denial of the applicant's request.

A motion was made to approve the request for the purchase of two (2) in-lieu parking spaces associated with the proposed conversion of use of Foxy's Ice Cream to Burger Place. The motion was approved 9-1 with Mr. Gimmy Dissenting.

C. Review A Request From Max's Harvest To Establish A Valet Parking Queue In Front Of 169 Pineapple Grove Way.

Max's Harvest, located at 169 Pineapple Grove Way, has requested the establishment of a valet parking queue in front of the restaurant. The nearest operating queue is in front of 25 NE 2nd Avenue. The request is for three (3) spaces in proximity of the restaurant entrance. The application requests hours of operation on Wednesday through Saturday from 5:00 p.m. until midnight. Staff suggests that the queue remain open until 2:00 a.m. when the bars close considering that queues must be available to all visitors. The valet may leave prior to 2:00 a.m. as long as no cars remain in their custody. Red Carpet Valet has been enlisted to manage the queue and Paradise Spa will be providing the use of its thirty-four (34) space parking lot across the street at 140 Pineapple Grove Way. The proposed travel route utilizes the alley system, avoiding main roads, while circling to access the lot. An alternative could be a 180 degree turn at the roundabout accessing the lot from the Pineapple Grove entrance. The return trip that's most favorable is making a left out of the lot, north a few feet, to the queue on the right. Valet parking queues support the shared parking opportunities referenced in both the Downtown Master Plan and the Parking Study, in addition to furthering the policies, goals and objectives of the Comprehensive Plan. The current cost of the valet queue is \$100.00 per space per month. Approval of the request will produce an additional \$2,400 annually. If approved, staff will ensure all paperwork is in accordance with the Valet Parking License Agreement. Staff supports the applicant's request. The request will be presented to the Community Redevelopment Agency and the Downtown Development Agency, with ultimate approval from the City Commission.

A motion was made to approve the request from Max's Harvest for the establishment of a valet parking queue in front of 169 Pineapple Grove Way. The motion was approved unanimously (10-0).

D. Recommend Approval of Modifications To The Valet Parking License Agreements.

It has been brought to staff's attention that the price of valet parking has increased beyond what is perceived to be reasonable pricing at \$15.00 and \$20.00. At its inception, valet parking fees were \$3.00 weekday evenings and off season and \$5.00 on weekend evenings and in season. Over

time, as inflation grew, pricing had increased to \$5.00 and \$10.00. These prices have held steady until this past season when one valet queue increased to \$15.00. A neighboring queue has prices of \$10.00 with validation and \$20.00 if not validated by the listed restaurants. Concerned that these fees will continue to rise, staff has modified the agreements placing a cap on fees that may be charged. Staff proposes valet parking may be no more than \$10.00 whether validated or not with a \$5.00 extended stay fee for vehicles remaining over four (4) hours west of the Intracoastal Waterway and two (2) hours east thereof. Valets must use time stamps on tickets to collect the extended fee. The new agreement mandates how prices are to be displayed legibly. Some verbiage has been added mandating that handicapped parking spaces be used for vehicles displaying valid ADA plates or placards. Where vehicles are equipped with specialized ADA controls, the valet must provide an area for the safe aligning of passengers. In some cases, valets may need to allow customers to self-park. Two drafts of the agreement have been presented. Staff recommend approval of proposed the proposed Valet Parking License Agreements, Option A.

A motion was made to approve the proposed Valet Parking License Agreement, Option A. The motion was approved 9-1 with Mr. Gergen dissenting.

- E. **Parking Study Implementation – Discuss Various Components Of A Fee Based Parking Program.** *Due to the late hour the Board voted to forego this item until the next meeting.*

VI. 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 other Boards, there was no need for detailed minutes on this agenda item.

VII. NON-AGENDA ITEMS:

A. Comments by Board Members

None

B. Comments by Citizens

None

C. Comments by Staff

None

There being no further business, Chairperson, Mr. Marincola, declared the meeting adjourned at 8:50 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 May 24,

2011, which minutes were formally approved and adopted by the Board on _____.

Venice Cobb, Executive Assistant/Board Liaison

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S/City Clerk/Boards/Parking Management Board/minutes