

**PARKING MANAGEMENT ADVISORY BOARD MINUTES
TUESDAY, JUNE 22, 2010, 5:30 P.M.
FIRST FLOOR CONFERENCE ROOM**

MEMBERS PRESENT:

Fran Marincola
Peter Perri
Peggy Murphy
David Cook
Cecelia Boone
Joseph Pike
Alan Kornblau
Bruce Gimmy
John Gergen

MEMBERS ABSENT:

George Brewer
Herman Stevens

STAFF PRESENT:

Scott Aronson, Parking Management Specialist

STAFF ABSENT:

None

GUESTS/OTHERS:

Chris Hagen
Poorna Bhattacharya
Margie Plunkett

I. CALL TO ORDER:

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

II. APPROVAL OF AGENDA:

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

III. APPROVAL OF MINUTES:

May 25, 2010

Mr. Kornblau made a motion to approve the minutes of May 25, 2010, seconded by Mr. Gimmy. Said motion passed unanimously.

IV. OLD BUSINESS:

None

V. NEW BUSINESS:

A. Review A Presentation Of The Findings Of The Parking Study Prepared By Kimley Horn

Ms. Poorna Bhattacharya, Project Manager at Kimley Horn, gave a presentation regarding the Delray Beach Parking Management Plan. Ms. Bhattacharya stated that an inventory of existing public parking within the study area was completed, parking observations such as utilization and parking turnover studies were concluded, shuttle operations within the Downtown area and the City's parking code was looked at and compared with other Cities, pedestrian friendliness of Downtown was evaluated, as well as, the in-lieu of payment program. Lastly, most recent parking practices were researched with recommendations provided. Ms. Bhattacharya spoke of the walkability in the Downtown area stating that they identified a good level of pedestrian friendliness which promotes walkability. She spoke of Transportation Demand Management (TDM) and some strategies that have been identified. TDM strategy focuses on reducing single occupancy vehicles. The report recommended interim and long term TDM programs requiring minimal funding. Review of the Downtown shuttle disclosed that there were concerns of the public having difficulties differentiating Route 2, Library to Beach and A1A, from Routes 1 & 3 which travel between Tri Rail and the beach. Some operational recommendations were made. The City's existing in-lieu payment plan is a positive contribution to shared parking. However, the City limits in-lieu parking requests to hardships only. Recommendations were made to look into the feasibility of making in-lieu parking spaces available to everyone with a maximum limit on the number of parking spaces requested. A count of all public parking facilities both off-street and on-street was concluded to determine the available parking supply within the study area.

Mr. Chris Hagen, from Kimley Horn, stated that observations were done at specific times and months of the year to determine the usage in the parking facilities. How long the same car remained in a parking space was also determined. Over 70% of vehicles parked on Atlantic Avenue were there for less than two hours. The remainder were there over the period allowed. Studies showed that there is an unequal utilization of parking in the Downtown area. It was noted that there is a lot of congestion on Atlantic Avenue during the peak hours which makes Downtown less user friendly for people not familiar with the area. The congestion also adds to the shuttle not being able to operate properly causing a decrease in ridership. **The valet queues along Atlantic Avenue have been given on an ad-hoc basis having been given by request.* Recommendations were given to make valet queues part of a more comprehensive program. The parking requirements for businesses were also reviewed. Delray's parking requirements were compared with Cities of similar size and demographic. It was found that the City Code offers a lot of flexibility in terms of parking. There are reduced requirements within the Central Business District and some relief offered in the event a business owner wants to participate in the in-lieu parking program. Best Management Practices throughout the Country was consulted, as well as, a variety of strategies implemented in other Cities to see if they are applicable to the area and whether or not they have been successful. While managing parking through different strategies, there may be resolutions to parking issues such as options for short term and long term parking, as well as, enforcement through fines. The usage of proper signage and variety of payment methods for parking meters would be helpful and create a more user friendly system. Fees currently charged by the City were comparable with those Cities used in the Study. The City's charge of \$1.25 is below the median of \$1.50 in the nationwide study. The rate of a \$5.00 flat fee charged in

garages is also below the national average and below many other Cities. On-street parking is most convenient for patrons seeking parking. There could be an economic impact if patrons are not able to find convenient parking because they are being utilized by employees or long term parkers who should be parking elsewhere. Recommendations were made to consider the implementation of a fee based parking program on-street in certain areas within the Downtown. Incentive programs, such as the first 20 minutes free or first hour paid get second hour free, etc..

Mr. Kornblau suggested a monthly garage rate to encourage utilization.

Mr. Hagen stated that they recommended the option of purchasing a pass for residents, employees and seasonal visitors.

Ms. Boone stated that areas mentioned for paid on-street parking are residential and would affect the residential parking.

Mr. Hagen stated that residential hangtags would be recommended for residents.

Board members spoke about enforcement issues and incentives to parking in the garages. It was discussed that the parking garage fee should be less than on-street parking.

Mr. Marincola stated that the daytime businesses need friendly parking.

Ms. Bhattacharya stated that in order to offer some type of discounts they are recommending utilization of a validation system or a permit program for Downtown merchants, residents and employees.

Mr. Aronson stated that the parking fees would vary depending on the parking levels. He also mentioned that the permits could be offered at different categories at different costs.

Mr. Gimmy stated that the parking garage should be free to encourage utilization. A fee can be phased in at a later time.

Mr. Perri stated that employees should utilize the parking garages.

Ms. Bhattacharya advised that the cost of the revenue control equipment is \$1.95 million dollars. The estimated annual revenue is \$1.2 million dollars. There will be other operational, maintenance and enforcement costs involved. She went on to talk about implementing a vertically integrated parking organization within the City. It is also recommended that parking management be used as a tool to entice downtown in-fill or urban development. Reinvesting a portion of revenues back into the areas where fees are collected is encouraged. Parking should not be viewed as a standalone element but as part of the entire transportation system. Recommendations were made for a reduction of parking requirements for private development in the West Atlantic neighborhood redevelopment area. The City or the Community Redevelopment Agency could provide more parking and allow parking reductions for affordable housing.

Mr. Gimmy stated that the parking study was well prepared but feels that there should be a strategy for more utilization in the parking garage.

Mr. Marincola stated that the valet queues were not approved ad-hoc. The location of the valet queues were placed where agreed upon. He then spoke of the enforcement times for parking.

Mr. Marincola feels that parking should be friendly during the daytime. He went on to advise that he is not in favor of offering free parking.

Ms. Boone stated that Downtown Delray Beach is a shopping district and would like the area easy to maneuver around and park during the daytime.

Board members and staff spoke of ways to encourage utilization of the parking garages such as free parking in the garage and paid parking on-street.

Mr. Pike stated that he likes the concepts discussed and agrees that the premium spaces should be more costly than others. He is unsure about offering free parking and thinks that concept should be revisited. Mr. Pike went on to state that there should be a capital expense and a recurring fee that pays for the ongoing maintenance of the parking garage.

Ms. Bhattacharya advised that Miami Beach charges \$35,000.00 per space for in-lieu parking because the buyer gets designated parking spaces. The in-lieu fee is lower than the actual cost of construction because there needs to be an incentive for people to participate. There are also certain responsibilities assumed because one parking space is being used multiple times throughout the day by many people.

Mr. Pike stated that he would prefer an in-lieu fee be lower with a recurring fee assessed because the parking facility has to be maintained. He also suggested the standards be relaxed and not be determined based upon hardship issues.

Mr. Aronson stated that new construction was excluded from participating in the in-lieu program citing an example where spaces were being purchased for \$12,000.00 and leased by the developer for \$100.00 per square foot. At an average of 450 sq. ft. per parking space, in a 4-story building recoups \$18,000 per space. This profitable return on investment resulted in the over development of many properties. Mr. Aronson spoke of the shuttle program stating that more funding will be lost in the near future. He stated that some of the parking fees can be used towards supplementing the shuttle costs.

Mr. Pike is in favor of a variety of different permits for employees, as well as, different levels of accessibility to different lots or a seasonal pass.

Mr. Marincola advised that his employees are responsible for purchasing a parking sticker allowing them to park in a designated area because they are not allowed to park on-street.

Board members and staff discussed the permit program and rates for different zones. They went on to discuss the different Parking Organization Models presented.

Mr. Cook spoke of the sampling method used to collect the data for the studies. He feels there are certain inaccuracies. He noted that paid parking can have a negative effect on the town. He asked the Board members to think about the net profit figure if the meters are installed.

Mr. Marincola stated that parking meters are optional. A sticker program can be used as an alternative.

Mr. Pike felt installing the meters is a distribution issue and not a revenue generator. He then noted that he feels it is important that we utilize the resources that we have.

Ms. Bhattacharya stated that the intent is for parking management and not a revenue source. However, in the process revenue is usually generated over a period of time.

Mr. Gimmy stated that there have been times that customers attempting to visit his store did not because they could not find parking. He feels that the management of parking is crucial.

Ms. Murphy feels that enforcement is an important aspect. Employee parking in Downtown is an issue, as well as, parking at Old School Square. She feels that a flat rate for in-lieu parking spaces with a recurring fee is beneficial.

Ms. Boone made a motion to recommend approval in concept of the report presented by Kimley Horn regarding the Delray Beach Parking Management Plan. The Board agrees with the concepts of creating a better parking management plan and would like to study the report further and provide recommendations at a later time towards specifics prior to implementation. The motion was seconded by Mr. Gimmy and passed 8-0.

Board members want to ensure that the Board members are able to participate in any future finalizing of the Parking Management Plan.

Mr. Kornblau stated that the City Commission will take into consideration the input from the Advisory Boards involved and make any decisions necessary.

Board members do not want immediate action to be taken after their recommendation.

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 the Board, 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 8:02 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 June 22, 2010, 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