

**PARKING MANAGEMENT ADVISORY BOARD MINUTES  
TUESDAY, SEPTEMBER 28, 2010, 5:30 P.M.  
ENVIRONMENTAL SERVICES TRAINING ROOM**

**MEMBERS PRESENT:**

Fran Marincola  
Alan Kornblau  
Bruce Gimmy  
John Gergen  
Herman Stevens  
George Brewer  
William Morse

**MEMBERS ABSENT:**

Cecelia Boone  
Peggy Murphy

**STAFF PRESENT:**

Scott Aronson, Parking Management Specialist

**STAFF ABSENT:**

None

**GUESTS/OTHERS:**

Commissioner Eliopoulos  
Francisco Perez-Azua  
Butch Johnson  
Bill Morris

**I. CALL TO ORDER:**

The meeting was called to order by Chairperson, Mr. Fran Marincola, at 5:35 p.m.

**II. APPROVAL OF AGENDA:**

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

**III. APPROVAL OF MINUTES:**

**AUGUST 24, 2010**

Mr. Gimmy made a motion to approve the minutes of August 24, 2010, seconded by Mr. Morse. Said motion passed unanimously.

**IV. OLD BUSINESS**

Mr. Aronson stated that the review of the extension of all Valet Parking License Agreements was approved by the City Commission. The request from 36 SE 2<sup>nd</sup> Avenue to construct a temporary parking lot was also approved.

**V. NEW BUSINESS:**

**A. Review A Request From Thirty-Two East For The Purchase Of Two (2) In-Lieu Parking Spaces**

Mr. Brewer disclosed a conflict of interest stating that Thirty-Two East is a client of his.

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

Board Liaison, Venice Cobb, swore in those individuals who wished to speak on this item.

Regarding ex parte communications, Mr. Marincola stated that Mr. William Morse text him and asked if he would be attending the meeting.

Mr. Aronson stated that Thirty-Two East had submitted a Class III Site Plan Modification for the construction of a 355 square foot balcony. Parking for restaurants is calculated at 6 spaces per 1,000 square feet of total floor area which equals 2.13 spaces, which rounds down to 2 spaces. The cost for spaces in this area is \$15,600.00 per space totaling \$31,200.00. Land Development Regulations Section 4.6.9(E)(3) allows for owners of properties to enter into a payment agreement requiring 50% upon signing the agreement and two 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 advocates the rehabilitation and revitalization of the Central Business District through innovative actions such as the In-Lieu Parking Program. Staff recommends approval of the applicant's request.

Mr. Brewer spoke on behalf of the applicant stating that Thirty-Two East currently has a louvered canopy that does not function well in protecting diners seated in the outdoor café area. The customers have to seek shelter either inside or next door when it rains. The balcony will also serve as an amenity to guests attending functions in the upstairs banquet room, providing an outdoor area without having the traverse through the restaurant below.

Mr. Gimmy stated that he is in favor of the applicant's request. However, he mentioned that an argument relating to air pollution may arise due to people smoking on the balcony.

Mr. Gergen made a motion to approve the request from Thirty-Two East for the purchase of two (2) in-lieu parking spaces, to be paid via an In-Lieu of Parking Fee Payment Agreement, seconded by Mr. Gimmy. Said motion passed unanimously.

**B. Review A Conditional Use Application From United Parking To Operate A Commercial Parking Lot In A CF (Community Facilities) Zoning Designation**

The Suntrust Bank, a 33,000 square foot financial institution located at the southeast corner of East Atlantic Avenue and SE 3<sup>rd</sup> Avenue, provides a total of 114 parking spaces in two parking lots. The bank has entered into an agreement with the United Parking Systems to provide staff to assist with illegally parked vehicles and for the management of the parking lots. Bank customers will get a validated receipt and will park at no charge. Those who park and do not visit the bank

will be charged a fee. During the licensing process, it was discovered that the stand alone parking lot is zoned CF (Community Facilities) which allows commercial parking lots as a conditional use. The 33,000 square foot Bank requires 110 spaces. The two parking lots total 114 spaces resulting in a 4 space surplus. Mr. Aronson further stated that recent Land Development Regulations, (LDR) amendment changing parking requirements for office to be calculated on net floor area and that once applied should provide for a greater surplus of required parking. However, updated information has not yet been provided. The Downtown Master Plan advocates the creation of shared parking programs as a desired component to a successful Downtown. Staff recommends approval of the request by the United Parking Systems, on behalf of Sun Trust Bank, to operate a commercial parking lot in a CF (Community Facilities), zoned property

Mr. Marincola asked if the parking lots were providing surplus parking.

Mr. Aronson stated that currently only four (4) parking spaces are surplus.

Mr. Marincola asked if it is appropriate to give permission to anyone to lease parking spaces at a cost.

Mr. Aronson stated that while parking is required, there is no regulation requiring it to be free.

Mr. Gimmy feels it would be consumer friendly for neighboring businesses to be able to validate receipts of customers visiting other businesses, after banking, without charging the customer. Mr. Aronson agreed while advising that a validation program would be between the neighboring business and parking operator and that it would likely be inappropriate for the City to mandate such a program.

Mr. Perez-Azua stated that the concept is great from an economic development standpoint. He stated that this is a revenue stream for the bank but also beneficial for the City in general by not requiring Bank customers to move their vehicles after completing bank transactions, enabling them to conduct other business in the Downtown.

Mr. Kornblau asked about improvements to the lot required as part of the application.

Mr. Aronson stated that some upgrades will be required but the site would not be required to be brought into full compliance, if resulting in a loss of parking spaces, i.e. intermittent interior landscape islands, expanded driveway widths, etc. However, existing landscaping may be required in the replacement of dying or substandard trees.

Mr. Brewer is concerned that parking lot may be utilized at full capacity leaving parking spaces deficient for Suntrust customers who will then park on-street.

Mr. Gimmy made a motion to approve the request by United Parking Systems, on behalf of Suntrust Bank, to operate a commercial parking lot on a property zoned CF (Community Facilities). The motion was seconded by Mr. Stevens and passed 7-0.

### **C. Parking Study Implementation-Discussion Commencement Planning And Scheduling**

Mr. Aronson stated that all the Departments within the City along with the Community Redevelopment Agency will be involved in formulating the recommendations for the Parking Study. Recommendations will be presented first to the Parking Management Advisory Board.

Board members and staff spoke about meeting twice a month instead of having regular scheduled monthly meetings.

Mr. Perez-Azua stated that the Community Redevelopment Agency (CRA) has expressed that they want to be very involved in the implementation and policy making of the plan. He noted that the CRA has funded 75% of parking study and the CRA Board wants to see progress. He went on to state that a slow process will not be beneficial.

Mr. Gimmy made a motion to have two scheduled monthly meetings, seconded by Mr. Stevens.

Mr. Kornblau wanted to further discuss additional monthly commitments before making a final decision.

At this time, Mr. Aronson presented a short PowerPoint presentation highlighting different aspects of the study.

Mr. Perez-Azua stated that the Board can learn from the Downtown Master Plan's process. He noted that there was a steering committee implemented who made a lot of recommendations. The steering committee was comprised of a group of citizens and key staff that was responsible for maintaining specific goals. They met once a month and provide a report of their progress. He feels that each individual involved should be responsible for reporting the progress made for their task. Mr. Perez-Azua does not think that meeting every two weeks will be productive. A more effective method would be to meet once a month with staff involved present providing a report on their progress.

Mr. Aronson stated that staff is committed to work as a team to accomplish their goals. He noted that a plan will be put in place to make sure there is progress. Staff reports with recommendations will be provided at each meeting. As the Parking Management Advisory Board, the members will have input.

Mr. Perez-Azua spoke again of establishing a steering committee. He noted that there has to be an accountability of each item discussed and a staff person should be assigned to these items.

Mr. Gimmy feels that two meetings a month is beneficial. It is imperative that the information recommended be disseminated to the City Commission in a timely manner.

Mr. Kornblau feels that monthly meetings are sufficient with the option of scheduling additional meetings if necessary. He then asked about a timeline.

Mr. Aronson stated that there is no timeline for completion of the recommendations within the parking study.

Mr. Perez-Azua stated it took approximately 1.5 years for the completion of the parking study.

Mr. Brewer asked if the study determined a current or future deficiency in parking.

Mr. Aronson stated that the conclusion was that there are parking lots that are underutilized and others that are utilized beyond capacity.

Mr. Brewer stated that signage directing people to the parking lots would be beneficial. First time visitors do not know how to find the parking lots.

Mr. Aronson stated that branding and marketing will be addressed. He also mentioned the “way-finder” package that was installed several years ago.

Mr. Brewer stated that the current signage is beneficial for people that are walking and not for people who are driving.

Mr. Aronson stated that some of the older signage, have remained directing people to public parking, citing several areas including SE 1<sup>st</sup> Street at 4<sup>th</sup> Avenue, 6<sup>th</sup> Avenue, and others.

Mr. Brewer stated that parking should be identified on a site plan.

Mr. William Morse stated that there is no sign directing people to the Federspiel parking garage coming from Atlantic Avenue. He then mentioned an executive summary sent to him by Mr. Perez-Azua, from the parking study. It included nine sections which speak of planned recommendations. Mr. Morse suggested taking the nine sections, discussing them and coming to conclusions for those particular areas.

Mr. Marincola asked Mr. Perez-Azua for his thought on how the Board should proceed with the recommendations.

Mr. Perez-Azua stated that if additional signage is recommended, the staff person responsible for executing a signage plan should attend the monthly meetings with a strategic plan and the progress.

Board members discussed meeting every two weeks versus once a month. Mr. Gimmy feels that there would be more progress if the Board met twice monthly.

Board members and staff felt that there may not be much to report every two weeks and that meeting monthly will be more productive.

Mr. Perez-Azua stated that the Board can meet as much as they would like. However, the meetings need to have all the departmental staff’s participation and attendance because Mr. Aronson and he only will not accomplish much. He added that information will be distributed to Department Heads who will give feedback. The process will be delayed if staff is not involved. The steering committee for the Downtown Master Plan was a team effort between the public and staff and things were done in a timely fashion.

Mr. Gimmy amended his motion to having monthly meetings with the option of scheduling additional meetings, as necessary, to expedite the implementation process. The motion was seconded by Mr. Stevens and passed unanimously.

## **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**

Mr. Kornblau thanked Mr. Perez-Azua for attending the meeting and for his support.

Mr. Gimmy stated that the Railroad lot needs to be restriped.

Mr. Morse stated that he was approached by a homeless person in the railroad lot. He added that the homeless are directing people to parking spaces.

Mr. Aronson stated that he is aware of this practice as it has been occurring on and off for years. This had occurred in other lots and is a challenging issue to contend with.

Mr. Marincola stated that California has interesting parking management one being automated parking garages. They also offered parking in some areas at no charge for the first seventy-five minutes. The parking was paid for by a merchant association.

Mr. Aronson feels that having the second hour free would be more beneficial as it would capture revenue from visitors with specific tasks such as deliveries or meetings. For others intending to spend about an hour, having the second hour free may entice visits to additional merchants.

### **B. Comments by Citizens**

None

### **C. Comments by Staff**

None

There being no further business, Chairperson, Mr. Marincola declared the meeting adjourned at 7:08 p.m.

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 September 28, 2010, which minutes were formally approved and adopted by the Board on \_\_\_\_\_.

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Venice Cobb, Executive Assistant/Board Liaison

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