



DowntownDelrayBeach.com

BOARD OF DIRECTORS

Monday, October 18, 2021

Peter Arts
Chair
Resident

Dr. Alan Costilo
Vice-Chair
Big Al's Steaks

Mavis Benson
Treasurer
Avalon Gallery

Dr. John Conde
Secretary
The Conde Center

Rocco Mangel
Rocco's Tacos

Mark Denkler
Resident

Frank Frione
Universal Engineering

TO: Brian Ruscher, Development Services, City of Delray Beach
RE: Parking & Curbside Management Study – DDA Response and Recommendations

On behalf of the Downtown Development Authority Board of Directors, please find the formal recommendations of the solutions proposed in the Parking and Curbside Study for Downtown Delray. As you know, the DDA was formed 50 years ago to develop and implement parking options for customers and employees to ensure the viability and sustainability of downtown Delray Beach, which is why the board has invested so much time to review and provide this detailed memo to you.

The DDA board reviewed these solutions both in the public outreach meetings as well as collectively at the monthly board meeting. To better formalize the direction of the DDA, a special meeting was held on September 23rd to review each individual solution and provide a recommendation.

Attached within this document you will find the following:

- Formal Response to the Parking & Curbside Study
- Minutes from Sept. 23rd Meeting

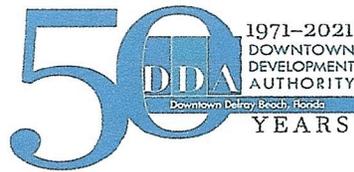
Downtown Delray Beach is a vital organ which drives the health and vitality of the city which is why parking, accessibility, navigation, and curb appeal are extremely important for this thriving Village by the Sea. Please know that the DDA board and team are extreme committed to its success.

The DDA appreciates the time and investment which has been put towards this study and truly hope that collectively we can agree on positive outcomes to drive economic prosperity for everyone.

Sincerely,

Laura Simon,
DDA Exec. Director

Mayor and City Commission, City Manager
DDA Board of Directors



Downtown Development Authority Response to 2021 Parking and Curbside Study presented by the City of Delray Beach August 2021

The Downtown Development Authority has met and reviewed the Parking and Curbside Study of the Downtown provided by the City and WGI. Based on the experience and knowledge of the board, there is a consensus to provide you, the City Commission, with the following recommendations.

Background:

The DDA board held a special meeting to review and analyze the Parking and Curbside study in great detail to provide direction and feedback to the city on behalf of the downtown. This meeting was held September 23rd to review each solution recommended by WGI in the study. The minutes reflect the details and discussions by the board and are attached in this document. Below you will find the overall recommendations of the board. As a reminder, the Downtown Development Authority began the Parking Programs currently in place for the downtown – In lieu parking for commerce, public parking lots for residents, customers and employees.

Recommended Direction by the DDA on Parking and Curbside Downtown:

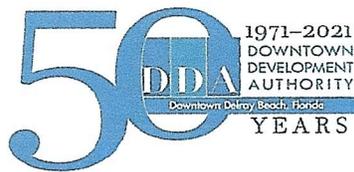
There is a need for more parking spaces and has been for years based on previous studies by multiple organizations, and there is still a need. There is also a need for more Avenue space - to hold the many cars that come here for both the entertainment they provide and the commerce that they deliver. Along with that traffic come issues finding parking when needed.

Addressing the needs of the curbside and discussing future technology is and will be important, but it should be considered as an off Atlantic Avenue issue. What is vitally important, and most certainly the most pressing issue, is the demand for more parking,

The Downtown Development Authority was started to help cure those problems. Not to make it difficult to park, rather it was formed to make it easy and convenient to park. The incoming traffic is the basis of the Delray economy. Our Downtown population is small, but we draw people from all over South Florida eager to visit our quaint Village by the Sea.

The recommended priorities from the Downtown Development Authority continue to be the same and now are more crucial than ever.

- 1) **Wayfinding signage:** Implement the finalized Wayfinding plan provided by the Wayfinding committee completed in Sept. 2020. Traffic and over capacity parking areas are subject to lack of signage and poor navigation to the parking structures and bypass areas. This is a critical component to the Parking Management study completed in 2010, the Shopability report completed in 2018, and has been recommended annually by the DDA to the CRA and City. The signage needs to be implemented and completed to truly help manage the parking.



- 2) **Employee Parking Program:** We have over 6000 employees within the downtown who are essential to the economic vitality of our community. They need opportunities to park in safe, easy to find parking areas at low to no cost. The DDA strongly recommends this lack of sufficient employee parking be considered a priority and solutions be implemented as soon as possible. Solving the employee parking problem in our Downtown will then allow the prime parking areas and parking in long term lots to become more available.

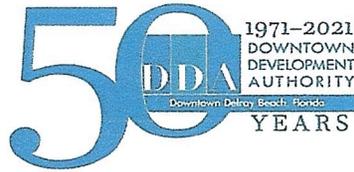
As we bring in projects like the Ray, the Food Market, and Atlantic Crossing, the more we need to make parking convenient for the large number of people being drawn here for these great projects, as well as parking for the many employees necessary to operate and support this development, every day. Solutions should include intelligent, rational, ease-of-use ideas and not just financial money makers. Getting the people here and keeping them here, while allowing for the substantial parking changeover needed for successful commerce, are all necessary parts of those solutions. At the same time, these solutions should all lead to a happy, convenient and comfortable experience, all with the goal of driving the economy forward.

- 3) **Rates and Times:** Currently, West of the Bridge, there is only one zone throughout the entire paid parking on-street program. It is imperative that we add zones to allow for the rates to be better managed. In under-utilized areas the rates could be lowered to increase volume, and in higher volume or prime spots the rates could be increased.
 - a. Time limits: it is recommended to have long term options in the surface lots for customers seeking a longer stay option. These are the Railroad and Gladiola lots
 - b. It is also recommended that the times of enforcement be extended to match the on street parking times

- 4) **New Parking Structures:**
 - a. New parking structures are way overdue and should be part of immediate discussions.
 - b. The renovation of the Federspiel Garage should be a top priority. There also needs to be a discussion on its repurpose to be used for valet service. If valets could operate during the day and night to use this garage... even with the elevator broken... it would be able to provide parking for 111 cars or more at full capacity. Currently, it is only averaging 40 cars.

Garages need to be clean, well lit, safe and secure, inviting both day and night for a commercial shopping and entertainment district. Parking is the first and last impression of the destination.

- 5) **Periphery lots and Garages:** Utilization of the County Courthouse 260 space garage is critical during the weekends and in season. This should be allowed as soon as possible, well signed and well lit. This would allow visitors to park first and walk, eliminating the traffic entering onto East Atlantic Ave.
- 6) **Valets:** The valet program is essential to the downtown and has the potential to be improved and even more beneficial to the visitor. There is great opportunity to improve the standards of service and provide ease of use to the customer.
- 7) **Atlantic Ave closure to vehicles:** The DDA is opposed to closing Atlantic Avenue, the five blocks of our main street, to vehicles. This not recommended at all unless it is permitted by a special event.



CONCLUSION:

The minutes of the DDA meeting held on September 23rd are attached which detail the many points reviewed, with the board’s feedback. The seven items listed above are the main areas the DDA feels are critical. The City should focus on these items first to improve and enhance the Parking solutions so desperately needed in Downtown Delray Beach residents and business owners.

As government agencies, we have a responsibility to our constituents to ensure that Downtown Delray Beach continues to thrive. A business community which would suffer greatly should we remove the cars that come here, day and night. These cars are searching for parking in order to spend money, enrich and support the very City that we live in. After all, everyone knows that Downtown Delray Beach is the “economic backbone” of our great City.

The Downtown Development Authority has presented options for the obvious solutions such as increasing parking in the Downtown for residents, incoming visitors, and increasing parking for the employees who exist to run our businesses. The more convenient we make parking for all concerned, the more money and growth will take place in our great City.

Attached: DDA Board Meeting Minutes of Sept. 23, 2021



MINUTES
DOWNTOWN DEVELOPMENT AUTHORITY SPECIAL BOARD MEETING
Monday – September 23, 2021 – 12:00 PM
Downtown Development Authority
350 1st Street, Delray Beach, FL

1. Call to Order/Roll Call

Members Present: Peter Arts, Alan Costilo, Mavis Benson, Mark Denkler, Dr. John Conde, Frank Frione.
Members Absent: Rocco Mangel.
Staff: Laura Simon, Marusca Gatto, Liliana Fino.
Guests (Through Zoom): Duncan Tavares, Sara Maxfield, Brian Ruscher, Roy Simon, Nicolas Kurban, Kellie Ames.

ACTION – Motion to approve the agenda as presented.

Motion: M. Benson 2nd: A. Costilo

Motion carried 5-0. Rocco Mangel not present. J. Conde not present.

2. Public Comments (Comments limited to 2 minutes)

There were no public comments.

3. Curbside and Parking Study Recommendations

The DDA Board to review the study recommendations provided by the city of Delray Beach and provide consensus and direction on Parking for Downtown.

A. Costilo makes an introduction speech (document provided).

M. Denkler - The reason we have parking is to take care of customers, so that is why it is so important to make the parking matters a top priority.

F. Frione - The businesses are in Delray Beach to produce income and Delray Beach receives tax income from those businesses, and parking brings income also, but, as A. Costilo stated, parking is also, of extreme convenience for the customers, that is why it is so important to improve it.

M. Benson – From a business owner point of view, parking is a crucial service. The lack of parking in downtown Delray Beach is a long overdue issue to be resolved.

P. Arts – Paid parking is not only, financially, a money maker, but is also, a benefit for the businesses.

12:17pm - J. Conde arrives.

➤ **WGI RECOMMENDED SOLUTIONS - PARKING RATE**

1 Increase Rates along and adjacent to Atlantic Ave and A1A

M. Denkler – There should be more parking zones/rates. To park on Atlantic Avenue or on some other side streets as the same costs and it should not be like that. More zones will be a benefit for the consumers.

A. Costilo – It makes total sense. Someone has to decide the values according to the areas (high volume areas vs less used areas) and times

P. Arts – And the Park Mobile App. Should tell the customer the rates for the different zones, so they can choose.

J. Conde - We need to keep in mind that seniors will not use the app as much.

M. Benson – Can the Park Mobile App inform about the available zones?

L. Simon - It is part of the application technology already.

M. Denkler - On a previous parking study (when was on the parking board) 4h Ave was presenting only a 14% occupancy rate during the month of August. On places with low occupancy rates, the price rates should be lowered, to bring more visitors.

A. Costilo - It is important to decide if it is more beneficial to lower those rates or erase them, so we attract more visitors. The meters on Atlantic Avenue are beneficial since that they reduce the amount of time one vehicle is stopped at the same prime parking location, bringing more turnover.

2 Terminate 20-minute free period to "Increase Turnover"

J. Conde – I am against that.

M. Denkler – That 20 min free parking period is important for curbside pickup, and it increases turnover.

M. Benson – The one in front of Avalon gallery is very used. We should keep the 20 min free parking period.

A. Costilo – I agree. It is beneficial for businesses.

3 Reduce time limits in GLADIOLA And RAILROAD LOT to increase turnover

L. Simon – These lots were bought by the DDA and donated to the City to be used for customer and employee parking, free of charge. The question lies in if we want those to be more convenient for the customer reducing it to 2 or 3-hour time parking periods.

M. Denkler - These parking lots have been used as employee parking for long time. That is why the 9-hour parking limit was established for those. Reducing it to 2 or 3 hours will make this parking lot more customer oriented.

A. Costilo – If an employee parking program is created and employee parking lots are moved to the West Atlantic area (Library lot or others), then those times can be reduced.

L. Simon - According to the occupancy rates of those lots, they are busier during the evening times. We should have long term parking available, also, for the visitors, and not only short-term periods of 2 or 3 hours only.

M. Denkler - If we are to create an employee parking area on the Library parking lot, we will have to add extra costs (security, transportation) due to the far distance from the downtown area. Also, the downtown area should provide a mix of free and paid parking lots, otherwise we will lose visitors.

A. Costilo - If we do not create any employee parking lots, then the 9-hour limit at some lots makes total sense.

M. Benson - The employee parking subject should have been addressed first and then the curbside management plan.

J. Conde - If we change the parking time limit to 2-3 hours on those parking lots and employees can't find parking, then we would create chaos. We need an employee parking program before we can reduce the time limit for parking on those lots.

4 Garage parking Lower Level - Price at a premium level for short term parkers &

5 Garage Parking Upper Level - lower pricing for upper deck parking

M. Denkler – I don't think it makes a difference to the customer. There are elevators so it does not matter.

J. Conde – Agreed. We don't recommend those price changes.

F. Frione – Exactly.

6 Employee Parking - discounted pricing permit for garages and periphery lots

M. Denkler - There is a need of a global solution. If we maintain free parking in some lots the employees will still prefer to park on the free lots.

A. Costilo - Parking for employees needs to be reasonably priced and conveniently located, otherwise they won't be using it.

L. Simon - An employee parking program would be the best solution.

J. Conde - Definitely.

F. Frione - I agree. An employee parking program would be beneficial.

M. Denkler - Furthermore, if a discount is provided but they find it hard to find available parking spots then that solution does not work.

L. Simon reading Sara Maxfield's (City of Delray Beach, Economic Development Department, Director) comment on zoom chat: West Palm Beach City does not offer an employee parking program.

L. Simon reading Roy Simon (A.I.A architect and former DDA Board member) comment on zoom chat: the current employee parking locations are being used not only by employees but also by visitors/residents who do not wish to pay for parking.

7 Resident Parking Permit - no changes (no fee for parking from 12pm - 6pm in garages, side street parking spaces)

M. Denkler - I agree.

➤ WGI/CITY PARKING TECH OPTION SOLUTIONS

1 Add Electric Vehicle charging stations in surface lots and off-street locations

P. Arts - I am against that. First because, they are not paying for their "fuel" (electricity on this case) and secondly because they don't pay road tax.

M. Denkler - Having Electric Vehicle charging stations on parking spots, just worsens the lack of parking situation, because they take away even more parking spaces.

P. Arts - The customers should pay for that parking spot.

F. Frione - This type of transportation will be the future. We need to prepare a long-term plan accordingly.

2 Add Parking Availability to Parking garages and off-street facilities

3 Parking Availability Wayfinding for navigation to garages

4 App to show off-street parking

5 Partner with Google Maps to show parking facilities

6 Valet App that is interchangeable

7 Dynamic Wayfinding Signage

8 Long term solutions (Expand parking availability sensors and create dynamic curbside signage to support Programable Streets)

M. Denkler - I am all forward to use technology as much as possible.

J. Conde - Agreed.

The DDA board is in accordance with items N.2 to 8 mentioned above.

➤ **WGI/CITY PARKING SUPPLY SOLUTIONS**

1 Maximize periphery lot usage

P. Arts - I agree. Board consensus.

2 Offer Transportation to periphery lots

M. Mavis - I agree.

J. Conde - But we would have to increase the transportation services.

P. Arts - Meantime, it would be important to bring back the point-to-point (from Downtown Delray Beach to the Tri-Rail Train Station) transportation service.

L. Simon - Right now, the Freebee transportation services run, only, until 11 pm. Would be beneficial to extend them to 1am.

3 Improve amenities in lots - Lighting, Shade, crosswalks

P. Arts - Totally agreed. Board consensus.

4 Construct parking with Private partnerships

A. Costilo - It is a project long overdue. The City should work with a private contractor but leave the private ownership to run it. If something has to be repaired the owner should be responsible to maintain it.

F. Frione - I agree on this point too.

M. Denkler - Any private parking project should be in accordance with the City parking program rules and regulations.

5 Construct new parking in CBD (no specific location identified)

P. Arts - Agreed.

J. Conde - Agreed.

Board consensus.

➤ **WGI/CITY MOBILITY OPTION SOLUTIONS**

1 Continue Freebee

It's the DDA Board agreement that continuing the Freebee Transportation service is a benefit to Delray Beach and also that Freebee area of operation should be enlarged.

2 Reimplement Trolley

P. Arts – The trolley apart from seating has to provide enough space for luggage, also.

3 Apply parking revenue towards mobility solutions

M. Benson – It could be used for beautification projects also.

J. Conde - Or to improve pedestrian traffic, also.

➤ **WGI/CITY CURBSIDE MANAGEMENT SOLUTIONS**

1 Consolidate valet stands

L. Simon - The valet services add 500 or 600 parking spaces. It is a valid service. Furthermore, more businesses around town would love to have that service available too.

J. Conde – Consolidation, meaning reducing the number of stands?

L. Simon - Yes.



J. Conde - Does it bring profit to the businesses?

L. Simon - It is a great benefit for the businesses.

A. Costilo - It is of great value for the City. It multiplies the parking spaces. Definitely, they need to be organized somehow. Maybe a common software can be used for all the valet services.

J. Conde - I agree.

2 Improve the Valet technology

The DDA Board agrees that improving the Valet technology is of great value.

3 Restrict Commercial Loading and unloading during peak business hours

A. Costilo - We should encourage commercial loadings to be made on specific areas. Also, deliveries after 5pm, should be restricted.

4 "Ban" larger delivery vehicles into downtown area

The DDA Board recommends not to ban but encourage those larger deliveries should be avoided into the downtown area.

5 Dedicate Pay Short term loading areas for small trucks (NOT CLEAR)

The DDA Board does not recommend on dedicating Pay Short term loading areas for small trucks.

6 Reservation System for loading areas

The DDA Board agrees that it is not necessary, yet, to have a Reservation System for loading areas.

7 Continue to use alley ways for food delivery services

The DDA Board agrees on continuing to use alley ways for food delivery services.

8 Provide Pick up and Drop Off areas for RIDE Share vehicles ON Atlantic Ave

The DDA Board does not recommend providing pick up and drop off areas for RIDE Share vehicles on Atlantic Ave.

➤ WGI/CITY PROGRAMMABLE STREET SOLUTIONS

1 Eliminate parking on both sides of Atlantic Ave (the entire street)

L. Simon - The idea was to use them to extend dining areas or other uses. Generally, the downtown businesses don't agree with that.

F. Frione - It works well in Europe.

M. Benson - It works in certain cities, but it will not work in Delray Beach.

A. Costilo - I don't agree either.

Board consensus not to close Atlantic Ave parking

2 Only permit valet and drop off and pick up on Atlantic

The DDA Board does not advocate on only permitting valet and drop off and pick up on Atlantic.

3 Extend sidewalks

A. Costilo - I like Atlantic Avenue the way it is. It is a showplace, and a lot of our restaurants have outdoor dining areas already.

L. Simon - It is doable, but it will be difficult on the entire street/avenue

A. Costilo – I have concern putting seating in parking spaces for safety reasons.

P. Arts - I don't agree either.

M. Denkler - Is a case-to-case subject?

Consensus to review on case-by-case item not all or nothing

- 4 Locate outdoor DINING Areas
- 5 Block Eastbound traffic during PEAK hours
- 6 Block traffic from Swinton to 5th Ave
- 7 Relocate SOME Valets
- 8 Eliminate Traffic between Swinton and 5th on Atlantic Ave

The DDA Board does not advocate on the points 4 to 8 mentioned above.

4. Board Comments

2:02pm - Mark Denkler leaves.

2:05pm - John Conde leaves.

2:07pm - Frank Frione leaves.

L. Simon reads comment from Roy Simon left on Zoom Chat - Regarding the item "extend sidewalks" for many years there was a change on the setback for the CBD area, the City reviewed that to zero feet and later to 5 feet.

A. Costilo - This program, presented by the City, does not address the lack of parking issue.

M. Benson - We need to keep advocating on this issue among the City Commissioners and all other partners until this issue is sorted out.

Brian Ruscher (City of Delray Beach, Development Services Department, Transportation Planner) - The parking requirements are calculated based on the parking minimum requirements from the Institute of Transportation Engineers and it includes employee parking.

A. Costilo - All the parking studies, made so far, just emphasize the same issue: the lack of parking in downtown Delray Beach.

Brian Rusher - I will present all the DDA's opinions expressed today, before the City team.

5. Adjournment

Motion: M. Benson 2nd: A. Costilo

Motion carried unanimously.

Meeting adjourned at 2:20 pm

Respectfully submitted,
Liliana Fino

John Conde, DDA Secretary

DATE

