DELRAY BEACH

# PARKING
# & CURBSIDE
# MANAGEMENT

## MASTER PLAN
### DOWNTOWN DEVELOPMENT AUTHORITY
### SEPTEMBER 6, 2022

# ABOUT THE STUDY

## Purpose: Optimize use of existing parking assets

| | Downtown Master Plan (2002) | Parking Mgmt. Plan (2010) | Gibbs Report (2017) | Always Delray (2021) | Parking & Curbside Mgmt. (2022) | Implementation Status |
|---|---|---|---|---|---|---|
| Right-pricing for premium on-street parking | | X | X | | X | Partial |
| First 20 minutes free | | X | X | | | Yes |
| Parking Benefit District (or similar concept) | | X | X | | X | No |
| Shared Parking | X | X | X | X | X | Yes |
| Retain functionality of alleys | X | | | X | X | Yes |
| Citywide Valet System | X | X | X | | X | No |
| Adjust extended time limits (> 2 hours) | | | X | | X | Partial |
| Improve bicycle/pedestrian infrastructure | X (ped) | X | X | X | X | Partial |
| Use Library & Courthouse lots | | | X | | X | No |
| Transportation Demand Management | | X | | X | X | Partial |
| Unified branding & wayfinding for parking | | | X | X | X | Planned |
| Reduce sidewalk clutter/maintain standards | | | X | X | X | Partial |
| Hire ambassadors | | X | | | X | No |
| Employee permit parking | | | X | | X | No (in codes, but no permit) |
| Downtown shuttle | | X | | X | X (expanded microtransit) | No |
| Fee In-lieu of improvements | X | X | X | | X | Yes |
| Active management or similar concept | | | X* | X* | X* | No |
| Factor in emerging technologies | | | | X | X | Partial |
| Commercial loading zone regulations | | | | | X | Partial |
| Digital infrastructure plan | | | | | X | No |
| Performance-based decision framework | | | | | X | No |

# ABOUT THE STUDY
## What's changed since 2010?

**2010**
- WALKING
- OWNED BIKE
- OWNED MOPED
- GOLF CART
- PALMTRAN
- DELIVERY TRUCK
- TRIRAIL
- TAXI
- OWNED CAR

**2022**
- WALKING
- OWNED BIKE
- OWNED E-BIKE
- OWNED E-SCOOTER
- OWNED MOPED
- GOLF CART
- MICRO TRANSIT
- PALMTRAN
- DELIVERY TRUCK
- TRIRAIL
- TAXI
- OWNED CAR
- RIDEHAIL APPS
- E-COMMERCE DELIVERIES
- PARKLET DINING

**This Plan**
- RIGHT-SIZE PRICING
- PARKING BENEFIT DISTRICT
- TECHNOLOGY ROADMAP
- MOBILITY
- PERIPHERY PARKING
- CONNECTED GARAGES & BYPASS SIGN
- WAYFINDING
- COORDINATED VALET
- COMMERCIAL LOADING ZONE
- CURBSIDE MANAGEMENT
- TRAFFIC MANAGEMENT

# GOAL: TRAVELER INFORMATION IS SEAMLESS

Travelers can determine downtown conditions before leaving home
- Employees
- Employers
- Visitors
  - Local
  - Seasonal

Drivers can see location/availability of spaces before reaching downtown via bypass signage
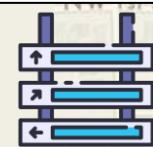
Drivers can use shuttles to travel to/from periphery parking

Garages show availability by floor

Valet services are coordinated within a single app

Information systems include up-to-date information on parking rates

Predictive software provides estimates for parking lot availability
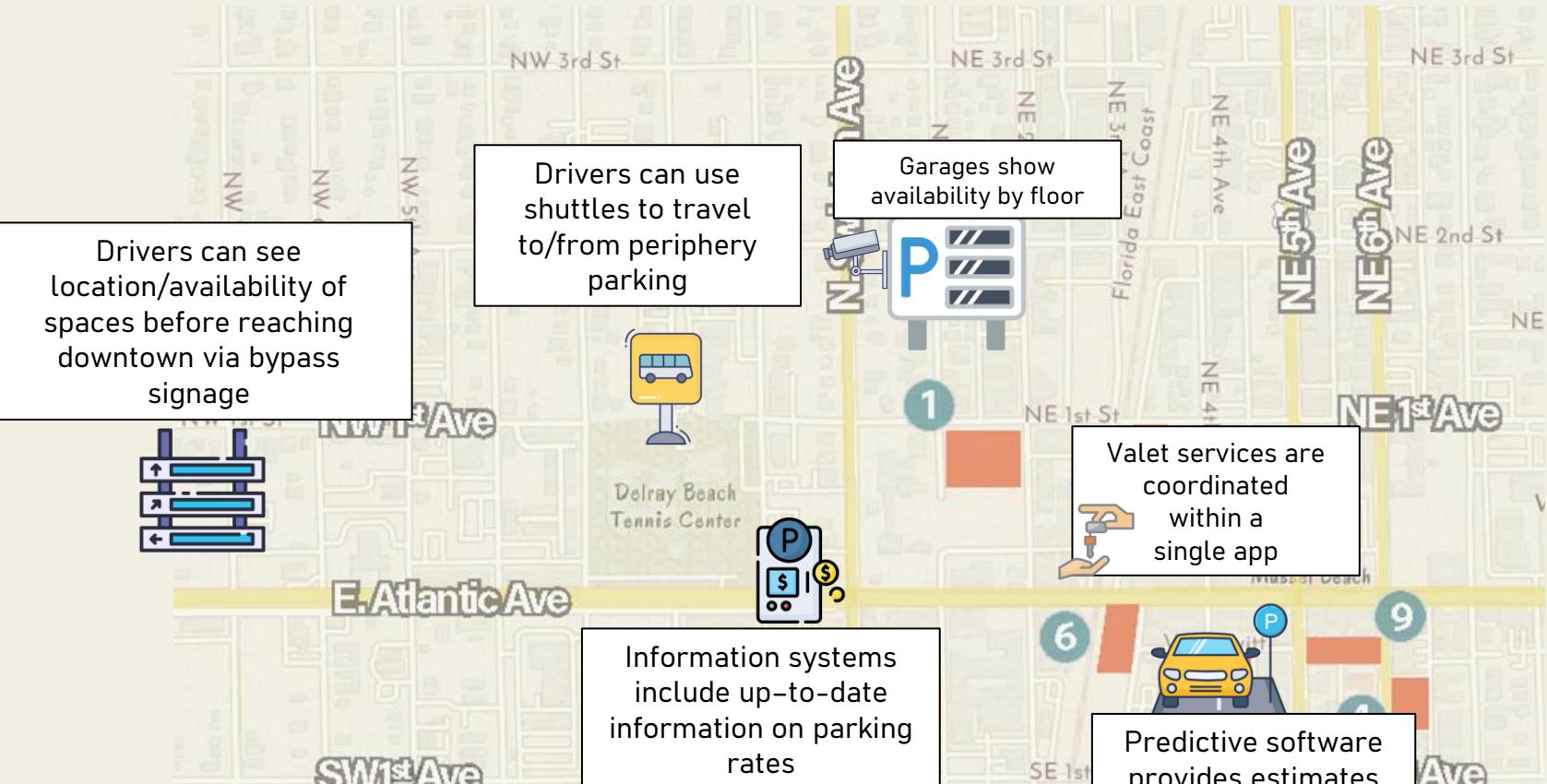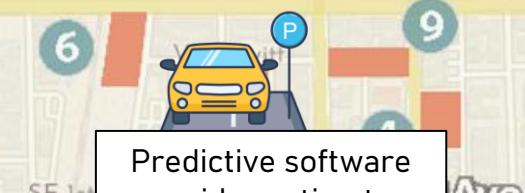
# MAIN PARKING CHALLENGES

**Real & perceived parking shortages during peak hours**

**Congested curbsides**

**Low turnover in prime spaces**

**Excess traffic from drivers circling for open spaces**

**Cost of building new garage**

**Poor pedestrian linkages & wayfinding to periphery parking**

**Inefficiencies**
- **Pricing**
- **Valet system**
- **Permits**
- **Use of technology to optimize parking assets**

# KEY OBSERVATIONS – EXISTING CONDITIONS

**CAPACITY**
Capacity exists in garages & periphery parking. A new garage would not yield substantial new supply

**LATE NIGHT EMPLOYEES**
Employees need safe, long term parking spots, now supplied in the North Railroad lot.

**PRICING**
Based on pricing in private lots, public parking is underpriced

**PERMITS**
Permits are lightly used, but could be better leveraged for public & private employee parking

**TECHNOLOGY**
Delray Beach has invested in key technologies: LPR, garage guidance, occupancy signage, ParkMobile

**COMPETITION FOR SPACE**
A growing number of uses are all vying for the same space in roadways, on sidewalks, & in alleys

**ENFORCEMENT**
Enforcement does not match periods of high demand (a.m.).

Performance–based planning for managing multi–use infrastructure

**OLD WAY - STATIC**

**NEW WAY – PERFORMANCE BASED**

**PHASE 01**

STRATEGY OR
MEASURE ····➤ MONITOR ····➤ ACTION
METRIC
OR EVENT

**PHASE 02**

····➤ STRATEGY OR
MEASURE ····➤ CONTINUOUS
MONITORING &
ADJUSTMENT

**For parking – common action metric is > 85–90% occupancy**

**OPTIMIZE EXISTING PARKING**
- **Right-price parking**
  - **Spread demand**
  - **Reduce parking demand**
- **Fine-tune turnover**
- **Improve circulation**
- **Look for "highest & best use"**
  - **Programmable space**

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## PARKING SYSTEM SOLUTIONS

- **Employee parking**
- **Coordinate valet services**
- **Curbside management**
  - **Deliveries**
  - **Parking**
  - **Activation**
- **Technology**

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## PARKING SYSTEM SOLUTIONS

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  - Deliveries
  - Parking
  - Activation
- Technology

## ACTIVE MANAGEMENT

- **Parking staff evolves to parking performance team**
- **Scheduled data analysis**
- **Establish action metrics**
- **Fine tune policy/pricing/time limits as needed**

# STUDY TOPICS & RECOMMENDATIONS

Study structure
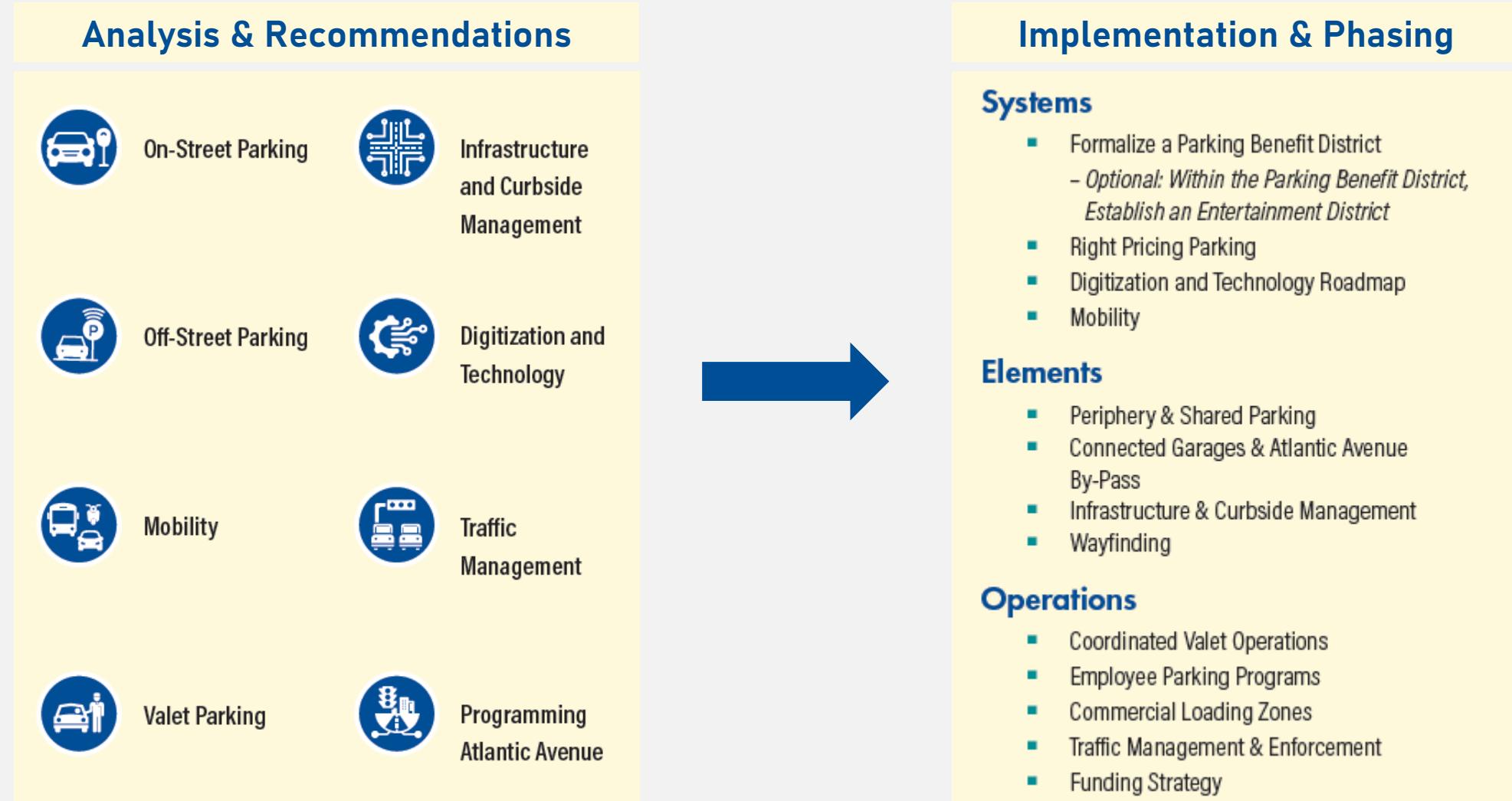
## Analysis & Recommendations

- On-Street Parking
- Infrastructure and Curbside Management
- Off-Street Parking
- Digitization and Technology
- Mobility
- Traffic Management
- Valet Parking
- Programming Atlantic Avenue

## Implementation & Phasing

### Systems
- Formalize a Parking Benefit District
  - *Optional: Within the Parking Benefit District, Establish an Entertainment District*
- Right Pricing Parking
- Digitization and Technology Roadmap
- Mobility

### Elements
- Periphery & Shared Parking
- Connected Garages & Atlantic Avenue By-Pass
- Infrastructure & Curbside Management
- Wayfinding

### Operations
- Coordinated Valet Operations
- Employee Parking Programs
- Commercial Loading Zones
- Traffic Management & Enforcement
- Funding Strategy
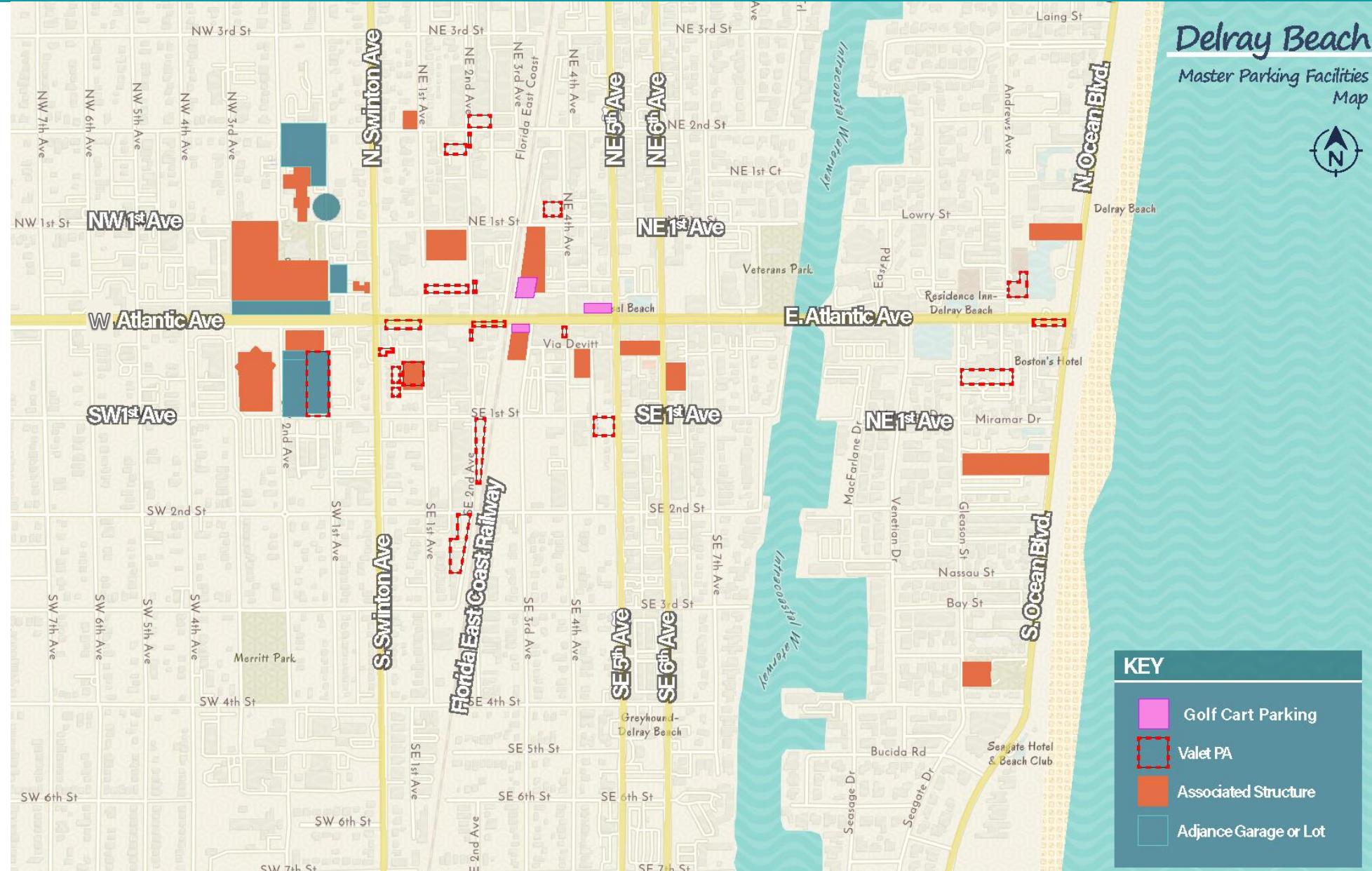
# STUDY AREA – On & Off-Street Parking

Approach: Link periphery parking while phasing in demand-responsive price/time limits based on 85-90% occupancy

**1. Free Periphery Parking:**
*Secure agreements

**2. On-Street Parking:** Raise prime parking rates to $3/hr

**3. Garages:** Institute $1.50/hr (Phase 2) Eliminate or modify free 20-minute parking

**4. Lots:** Institute modest rates and recalibrate time limits

**5. Lots:** Adjust rates seasonally to match demand
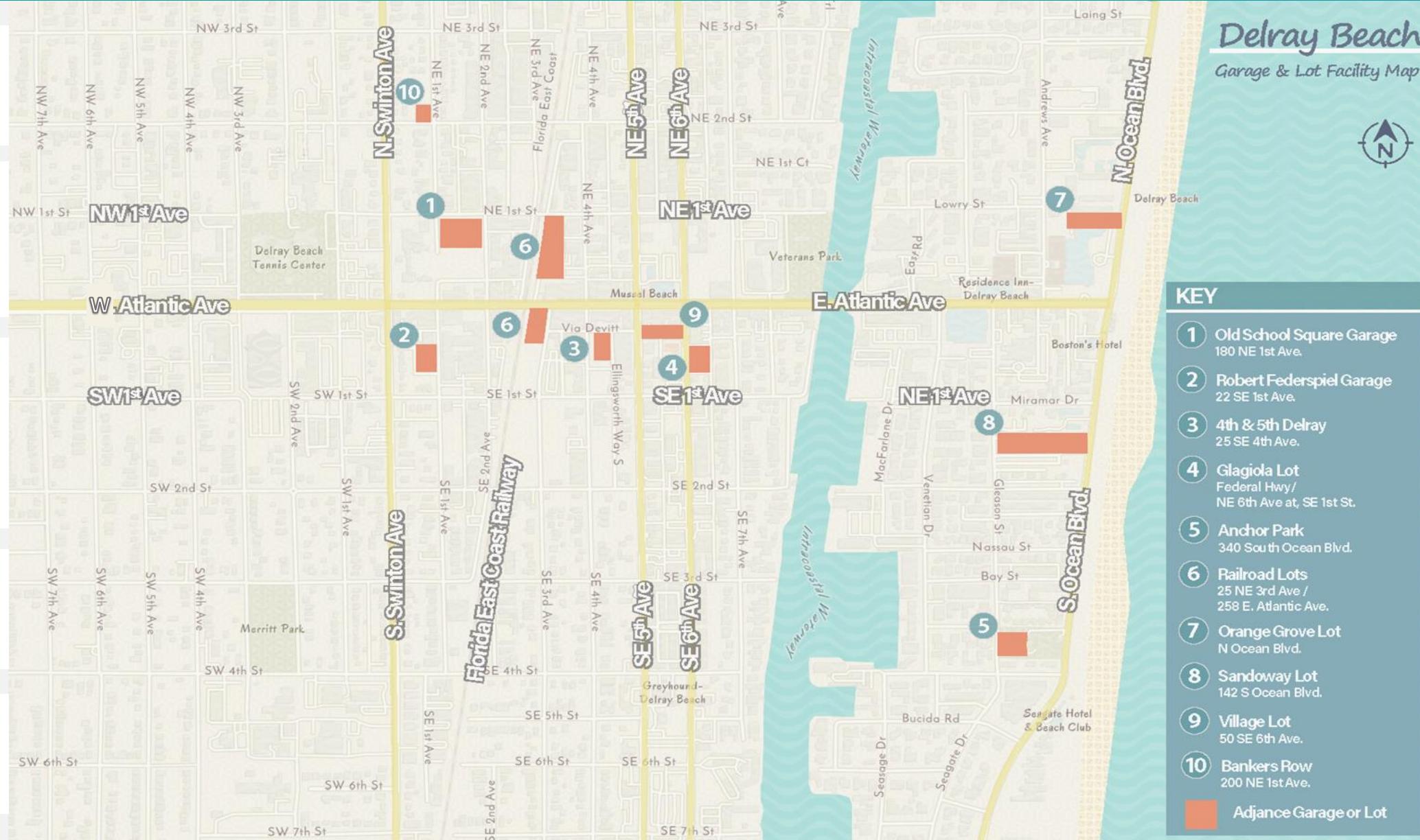
## Delray Beach
Garage & Lot Facility Map

### KEY

1. **Old School Square Garage** 180 NE 1st Ave.
2. **Robert Federspiel Garage** 22 SE 1st Ave.
3. **4th & 5th Delray** 25 SE 4th Ave.
4. **Glagiola Lot** Federal Hwy/ NE 6th Ave at, SE 1st St.
5. **Anchor Park** 340 South Ocean Blvd.
6. **Railroad Lots** 25 NE 3rd Ave / 258 E. Atlantic Ave.
7. **Orange Grove Lot** N Ocean Blvd.
8. **Sandoway Lot** 142 S Ocean Blvd.
9. **Village Lot** 50 SE 6th Ave.
10. **Bankers Row** 200 NE 1st Ave.

Adjance Garage or Lot

1. TOP ISSUE
Convene parking stakeholders to discuss development of an employee parking permit & program

2. Improve access to periphery lots (Library lot lighting, infrastructure, shuttles)

3. Develop a downtown Transportation Demand Management (TDM) for employee

4. Establish a pilot employee parking permit
- free garage parking through a permit system
- "employee permit only" spaces
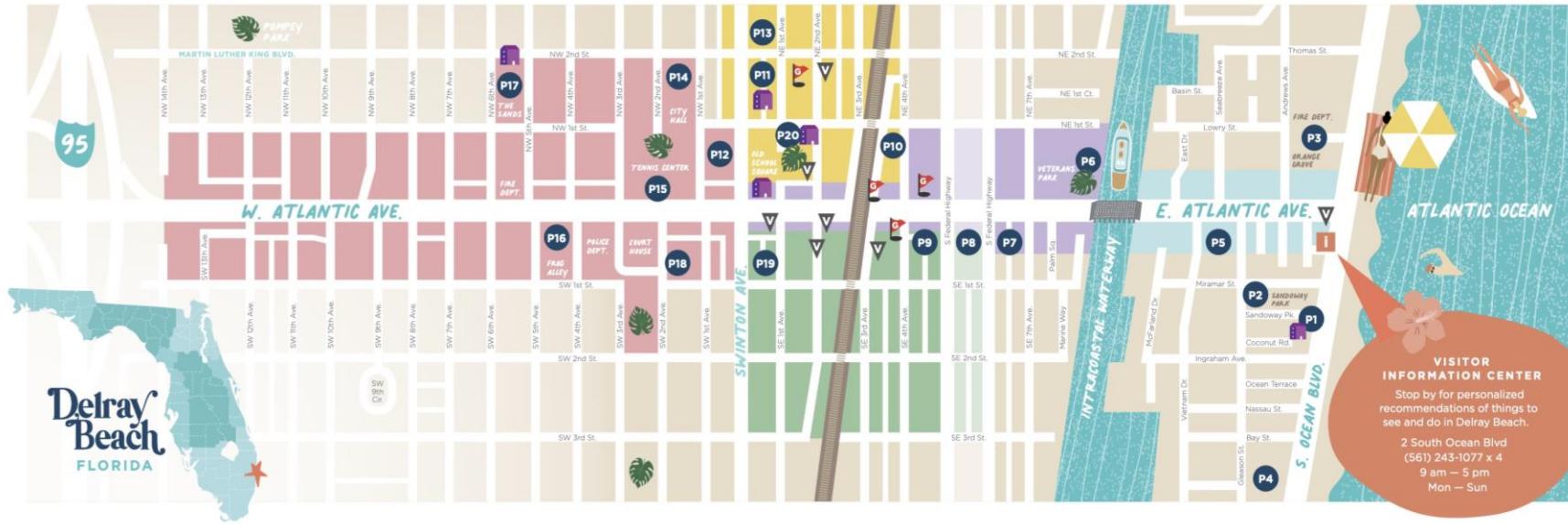
# STUDY AREA – Valet Operations

## Approach: Pilot valet software to coordinate & improve valet services; revise policies

1. Convene valets to discuss challenges & opportunities

2. Assess congestion & queuing space

3. Revise valet policies & pricing

Future: Pilot a valet interchange software



*Delray Beach Valet Parking Map*

**KEY**

- 32 East Queue / Library Lot
- Camera Shop / Esplanade Lot / Max's Harvest Queue
- Cut 432 Queue / A&H Automotive
- Taverna Opa Queue / KWD/ Remus Lot
- Tramanti / Tramanti Queue / Downtowner Lot
- Cafe Luna Rosa Queue / 1st Presbyterian Church Lot
- Roccos Tacos Queue / Federspiel Garage
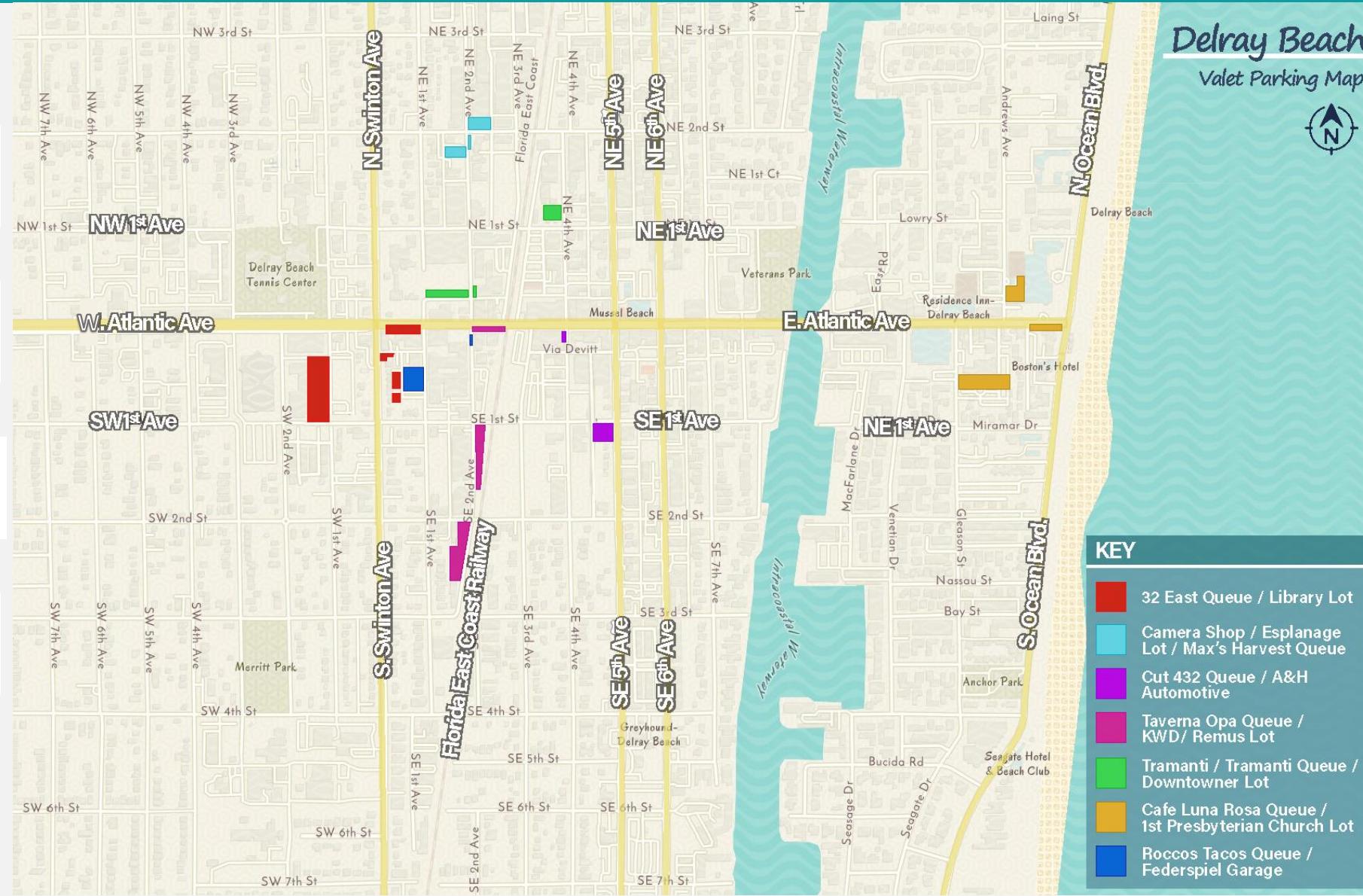
# STUDY AREAS – Mobility System

## Approach: Expand microtransit + active transportation for downtown circulation

**1. Microtransit:** Implement and track the new contract for microtransit services

**2. Microtransit:** Create a pilot for extending FreeBee service until 3 am
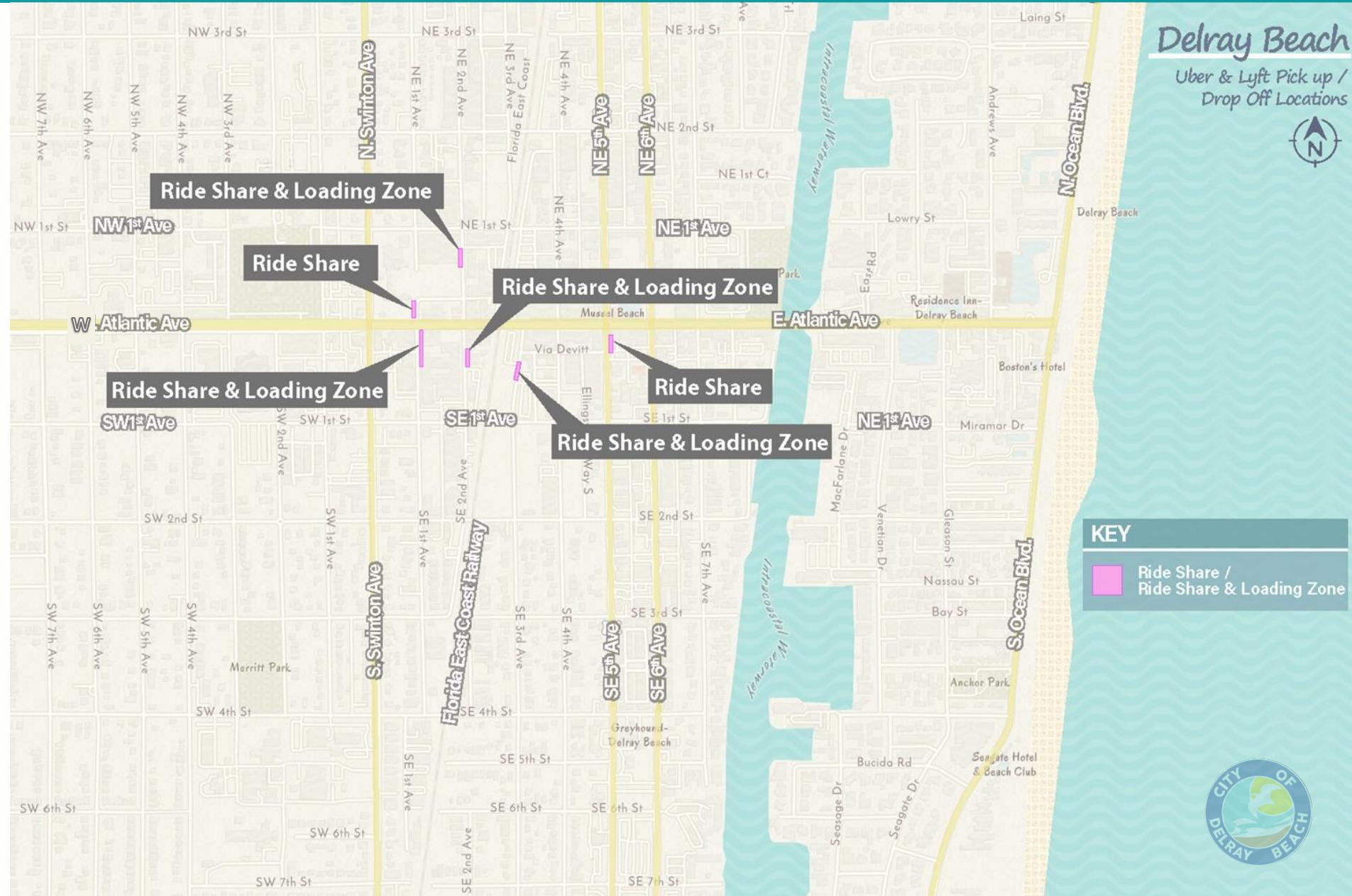
# STUDY AREAS – Mobility Infrastructure

Approach: Enhance the comfort & safety of non-auto travel to reduce parking demand

1. Conduct a walk & sign audit with focus on this Parking/Curbside Management Plan

2. Coordinate parking study recommendations with the Delray Beach Bicycle & Pedestrian Master Plan recommendations and CIP.

3. **Multi-Use Space**: Convert additional on-street parking to multi-use space

4. Install a pedlet between 2nd SE Ave (north side) & the Railroad tracks
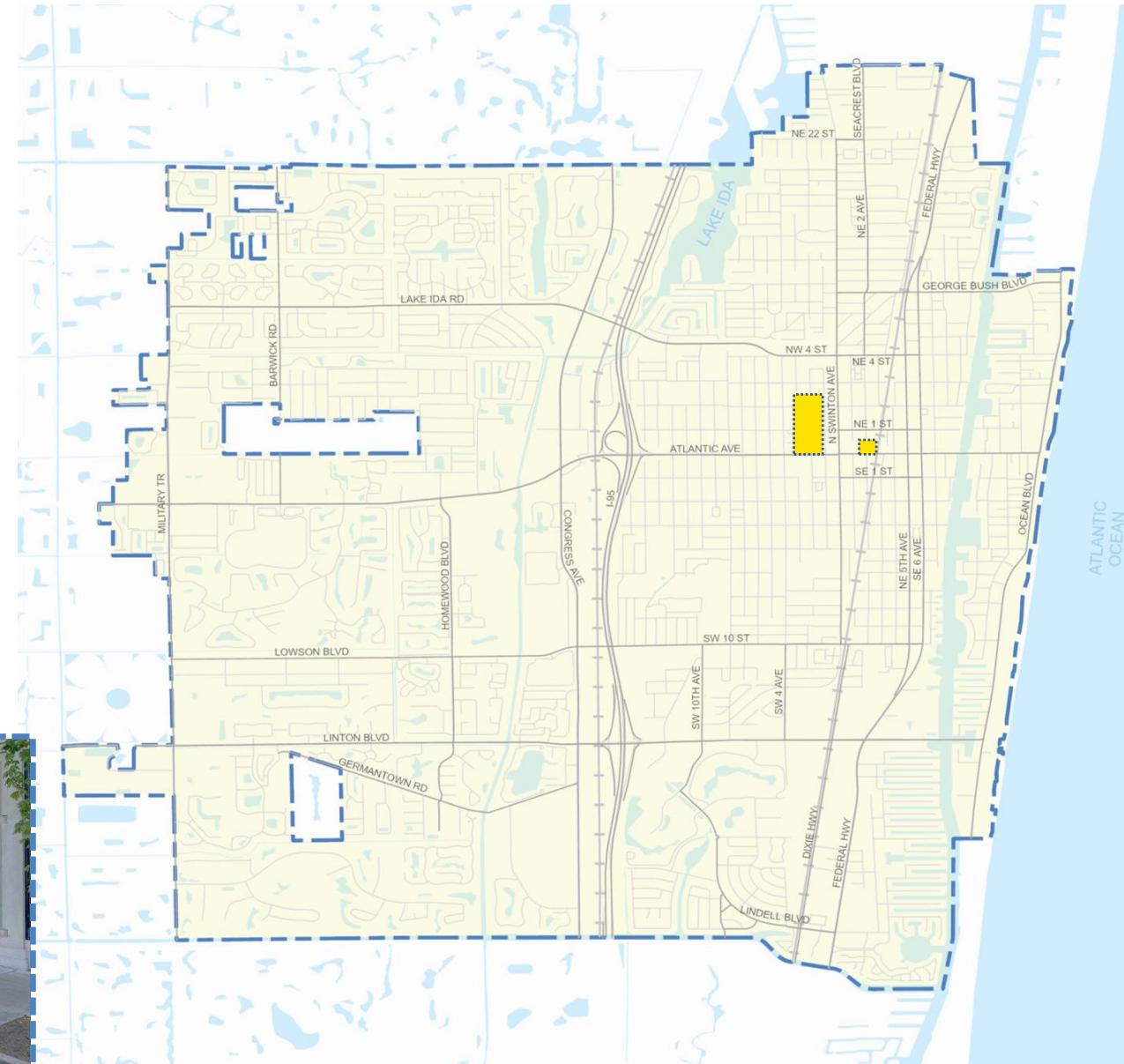
**TOP ISSUE**
Integrate parking recommendations into wayfinding

**Web:** Consolidate City & DDA parking information onto one website

**Wayfinding:** Rebrand the City's parking assets to add clarity & visibility

**Digital:** Lay the groundwork for digital signage (new ordinance)
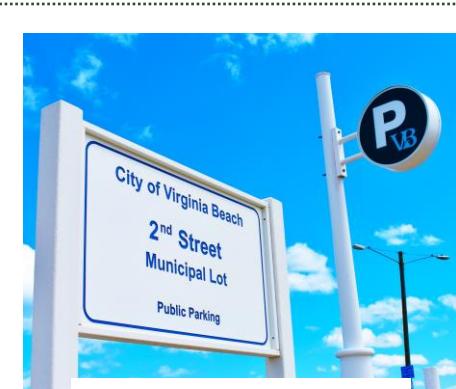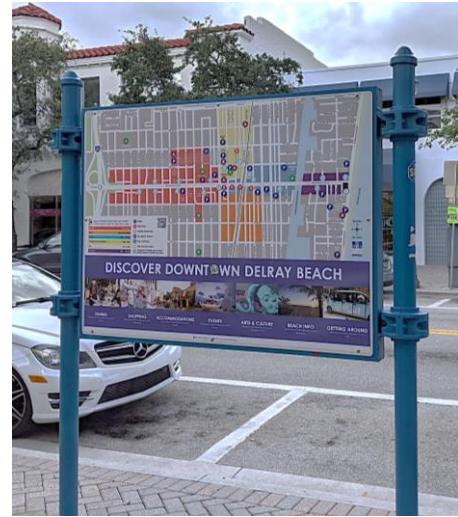




*Differentiating public parking*





*Dynamic signs & augmented reality*

# STUDY AREA – Curbside Management & Loading

Approach: Manage the growing competition for curb & sidewalk space

1. Continue to use alleys and on-street short term parking spaces to facilitate food deliveries

2. Expand existing commercial vehicle restrictions. 8:00 AM to 4:00 PM.

3. Launch a Pilot to digitally map and document current conditions in the study area

4. If delivery-related congestion continues, adopt additional polices

Future: Investigate a truck delivery reservation system (ParkMobile developing)

Future: Install variable message signs for curbside use assignment

Approach: Bring technology & communications together to direct visitors to transit and periphery parking



Coordinate with the Urban Core Mobility Concept Design (UCMCD) study

**Traffic:** Conduct a traffic/feasibility study for new signage or signal for no left turns at W. Atlantic Ave & 2nd NE Ave

**Lots:** Install vehicle mounted LPR to formulate occupancy database for predictive counts

**By-Pass** – Connect garage occupancy feeds to digital signs showing drivers availability before they enter the downtown core. In the future, add counts for surface lots and integrate with parking/navigation apps

Approach: A digitized system where collected data feeds into digital signs, pricing, policies, & navigation apps

TOP ISSUE: Create a Digital Roadmap

Convene tech & parking stakeholders

Investigate additional capabilities of LPR system (estimate $15K for software)

Initiate a valet interchange software pilot to align all vendors into one system (estimate $300–$400/month)

Add LPR to all garages. Install monument signs outside each garage & variable message signs where needed (estimated $100K –$125K per sign)

Add LPR to enforcement vehicles ($25–$50K/vehicle)

**Costs of expanded enforcement/data collection**

**Occupancy for all spaces**

Garages (expand LPR and/or Park Assist)
Lots – LPR via enforcement
Curbs – LPR via enforcement

**Pricing**

- Periodic occupancy counts (85%)
- Seasonal pricing

**Signage**

Aggregate and feed occupancy information to digital signs and apps

By-pass sign – direction/counts
Garages – space counts
Lots – predictive
Shuttles – real time

**Valet**

- Valet Interchange app

# CRITICAL PATH

**Valet:** Review & update valet policies & pricing

## Initial Action

**Overall:** Use strategies in this Parking and Curbside Master Plan to maximize existing parking assets & initiate public outreach early.

**Program**: Establish a Parking Benefit District

**Coordination:** Coordinate with the Urban Core Mobility Concept Design (UCMCD), wayfinding efforts, & Bicycle & Pedestrian Master Plan

**Technology:** Convene technology stakeholders and create a Digital Roadmap (include LPR)

**Negotiations:** Secure all necessary agreements for use of periphery lots & garages.

**Employee Permits**: Convene parking stakeholders to discuss development of an employee parking permit & program.

**Wayfinding:** Rebrand the City's parking assets to add clarity & visibility

**Infrastructure:** Conduct walk & wayfinding audits. Install improvements downtown & to periphery lots. Continue to use alleys and on-street short term parking spaces to facilitate deliveries.

***Valet:** Convene valets to discuss challenges & opportunities related to operations, technology, & coordination. Pilot a valet interchange software system. Assess congestion & queuing space

**Microtransit:** Implement and track new contract for fixed & flexible microtransit services; Create a pilot for extending FreeBee service until 2 am

**Deliveries:** Expand existing commercial vehicle restrictions. 8:00 AM to 4:00 PM

**Employee Permits:** Establish a pilot employee parking permit program and If needed, institute "employee permit only" spaces

**Periphery Lots:** Free or discounted parking
**On-Street:** Raise premium spaces to $3/hr
***Lots:** Institute modest rates & replace 9 hr limit w/ 4 hr
***Garages**: Eliminate $5 flat rate & free before 4:00 PM. Institute $1.50/hr

**Technology**: Initiate pilots or services to:
- Digitally map Atlantic Ave., side streets & alleys.
- Extend microtransit to 2 A.M.
- Expand LPR to all garages
- Install variable message signs for curbside use assignment
- Investigate a truck delivery reservation system similar to Washington D.C.
- Variable message signage

**Traffic:** Conduct a traffic/feasibility study for new signage or signal for no left turns at Atlantic Ave & 2nd NE Ave

***Program**: Develop a downtown Transportation Demand Management (TDM)

**Multi-Use Space**: Convert additional on-street parking to multi-use space. Install a pedlet between 2nd SE Ave (north side) & the Railroad tracks

**Wayfinding:** Rebrand the City's parking assets to add clarity & visibility. Consolidate City & DDA parking information onto one website. Lay the groundwork for digital signage.

**Loading:** If delivery-related congestion continues, adopt additional polices

The PMAB 6 items to fast track are (* also important for DDA):
- Employee program*
- Wayfinding 2.0*
- Rates & time limits for lots/garages*
- Periphery parking*
- Better programming (TDM)
- Staff requesting time to do public outreach and education*

The DDA items to fast track are:
- Parking District to reinvest funds to parking program
- Seasonal pricing reflecting lower demand
- Library lighting
- Digital roadmap to inform technology purchases

Planning & Zoning Commission
- Microtransit – extend to 3 am for workers
- Employee parking and wayfinding most important – start before rate adjustments
  - Employee parking permits
  - Work towards seasonal rates
- Align with CIP
- Enact ordinance on digital signs

# INPUT

| | Parking Management Advisory Board | DDA | Planning & Zoning Commission |
|---|---|---|---|
| Employee parking program | Top priority | Top priority | Top priority |
| Wayfinding | Top priority | Top priority | Top priority |
| Periphery parking | Priority | Top Priority | Priority |
| Rates & time limits for lots/garages | * | * | Enact after employee program launched |
| Parking District to reinvest funds to parking program | Neutral (note: staff has concerns) | Priority | Top priority |
| Public outreach and education | Top priority | Top priority | Top priority |
| Pricing to reflect lower demand (seasonal/location) | | Priority | * |
| Digital roadmap | | * | |
| Better programming (TDM) | | * note this is priority with staff | |
| Library lighting | | Priority | |
| Microtransit – extend to 3 am for workers | | | * |
| Align with CIP/Bike & Ped plan | * | * | Priority |
| Enact ordinance on digital signs | | | * |