



Cover Memorandum/Staff Report

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Agenda Date: 9/6/2022

Item #: 4.A.

TO: Mayor and Commissioners
FROM: Anthea Gianniotis, Development Services Director
THROUGH: Terrence R. Moore, ICMA-CM
DATE: September 6, 2022

PARKING AND CURBSIDE MANAGEMENT PLAN

Recommended Action:

Discussion regarding the Parking and Curbside Management Plan preliminary recommendations.

Background:

The Comprehensive Plan calls for the completion of both a Parking Management Plan Update and a Curbside Management Plan (MBL Policy 3.4.3 and MBL Policy 3.3.2). The City Commission approved the Parking and Curbside Management Plan scope of work on January 21, 2020 and the project began in February of 2020, though the timeline has had setbacks due to the closures and impacts from the Covid-19 pandemic.

The recommendations include the following:

1. Aligning parking operations with prior plan recommendations regarding the pricing of on-street parking spaces, time limits and pricing of lots, and increasing the number of people parking in garages (Gibbs Shopability Analysis (2018), 2016 Parking Plan and Data Update, and the 2002 Master Downtown Master Plan).
2. Recommendations regarding valet stands within the Central Business District (CBD), to better manage traffic flow, improve service to customers, and implement new valet technologies.
3. Identifying the existing conditions on Atlantic Avenue where congestion relief, sidewalk dining, and pedestrian movement should take priority over the locations of existing valet stands and/or on-street parking,
4. Launching an employee parking permit program.
5. Utilization of market-based indicators and thresholds to consider triggering next steps of the plan. For example, utilization of 85% parking occupancy prior to consideration of the construction of new parking facilities.

The plan has a significant public outreach component that to date has included both virtual and in-person opportunities for input. Two public workshops were held on July 20, 2021. An online survey was posted and received 688 responses. The plan was discussed at advisory board meetings, including the Downtown Development Authority (DDA) (10/21 and 7/22 meetings), Parking

Management Advisory Board (PMAB) (August 24, 2021 and June 28, 2021), and Planning and Zoning Board (PZB) (November 15, 2021, and July 18, 2022). Letters from the DDA and PMAB are attached to this agenda, as well as the PZB Staff Report. The PZB considered the findings and recommendations of the plan at their November 15, 2021, and expressed an interest in automated parking, additional way finding signs provided by private developers to off-street parking, managing employee parking when new sites receive certificate of occupancy. The PZB also expressed concerns regarding lack of parking management near the perimeter areas of the CBD, commercial loading and unloading on Federal Highway, underpricing of parking in the CBD, closures of traffic on Atlantic Avenue.

On March 1, 2022, an update and overview of the plan was presented to the City Commission for comment.

On June 28, 2022, PMAB voted 5 to 0 to recommend approval.

On July 11, 2022, DDA voted to recommend approval with recommendations (letter attached)

On July 19, 2022, PZB reviewed and was supportive of the plan. The board provided the following comments:

- the private owners of large parking areas should use a coordinated system with the public system,
- wayfinding is underway and needed
- supportive of performance-based parking (lower rates during off-season),
- the employee parking program/fee is critical
- the resident parking permit needs more public exposure and seems priced too low,
- parking fees should be reinvested back into the area collected,
- bike-ped improvements that link to parking areas or support alternative mobility are important to execute,
- supportive of new technology surrounding parking
- shuttles for employees parking in peripheral parking areas;
- extend the freebie/shuttle hours longer to serve staff at late night businesses;

The consultant has diligently recorded the comments received from the advisory boards and has updated the plan accordingly. Staff is seeking direction that the strategies and techniques in the plan provide guidance for the implementation of multiple, related actions and improvements within the study area.

City Attorney Review:

N/A

Funding Source/Financial Impact:

N/A

Timing of Request:

N/A