

# **DOWNTOWN DEVELOPMENT AUTHORITY PROPOSED PARKING METER IMPLEMENTATION PLAN**

Downtown Delray Beach, Florida

Provided by L. Simon, Exec Director  
and the DDA Board

Aug 2, 2017

# DDA PLAN

This plan includes information and feedback from meetings with the DDA constituents and stakeholders, PMAB, City Staff research of other downtowns and years of historical first hand data and taking into consideration the following:

- Downtown is the Economic engine of the city
- 1400 property owners
- 1000 business owners
- Over 300 residents
- Stakeholders – the employees who fuel the central business district
- Protecting the interest of the visitors who patronize the downtown, employees and our residents populations and the Delray Beach brand
- Feedback and direction from Robert Gibbs, Gibbs Planning Group working on #ProjectDowntownDelray Retail Market Study and Shop-Ability Study for Downtown Delray Beach which is in progress

# DDA PROGRAM GOAL

- Implement a Parking Management plan that provides the best utilization of the limited parking within the Downtown district and the proper enforcement of the final plan that provides turnover of the primary street parking in the highly desired areas – start slow and grow
- Provide a parking program that is consistent with and enhances the Delray Beach brand, a plan that provides a welcoming environment and supports the Downtown Small Businesses

# DDA RECOMMENDATION

## Recommendations:

- ***Gibbs Retail Market and Downtown Delray Beach Study to be completed prior to any parking plan is put in place***
- Be Strategic - Begin slow and low approach; expand as required (as per Dr. Shoup)
- Only meter the Highly Desired Area Locations – **245 paid spots vs 2,600**
- Expand the Durations and change the times – Long Term vs Short Term
- Provide Customer Parking and Employee Parking
- Clear and effective communication plan for deploying the plan
- Consistent and effective parking enforcement (365 days per year)
- Create a **Parking Benefit Fund** that ensures monies – outline the plan for the revenue
- Ensure there is proper process to change the meter rates
- Downtown Safety Ambassador program to assist with SAFE WALKS for residents, visitors and employees
- **Add MORE parking spots!!**

# DOWNTOWN METER RATES RECOMMENDATIONS

## ONSTREET PARKING: **245 spaces vs 2,600 spaces**

- E. Atlantic Avenue (W. 5<sup>th</sup> to the Bridge) and the First Block parking from Swinton to E. 7<sup>th</sup> Ave
  - \$1.00 per hour (2 hour maximum) from **12pm – 5pm vs 9am**
  - \$1.75 per hour (3-4 hour maximum) from **5pm – 12am (equal to the Valet rates)**
- NE 2<sup>nd</sup> Ave from Atlantic Ave to NE 3<sup>rd</sup> Street (3 hour max)
  - \$1.00 per hour (2 hour max) 12pm – 12am vs 9am – 2am
- E. Atlantic Avenue (E. of the Bridge)
  - \$1.50 per hour (2 hour maximum) from 9am – 9pm
- A1A and Beach Lot Parking
  - \$1.75 per hour (4 hour maximum on A1A and longer in the lots)
- **Revenue Projections before expenses:**
  - **Not including A1A and Beach lots or Garage - \$1,714,587**

# METERED RATE RECOMMENDATIONS MAP

**\$1.00 per hour 2 & 3 hour  
or more at night max – On  
street Meters**

**\$1.50 per  
hour 2  
hours max**

**\$1.75 per  
hour 4 hour  
max on A1A**

## Metered Parking Locations:

- E. Atlantic Avenue (W. 5<sup>th</sup> Ave to A1A)
- Side Streets One Block only except on NE 2<sup>nd</sup> Ave
- A1A Parking and Beach Park Lots
- **245 SPACES VS 2,600 SPACES OF NEW PAID PARKING**

# SURFACE LOTS & MORE

- **SURFACE LOT RECOMMENDATION:** No Fees/Meters
  - Create Short term and long term parking areas
  - Village lot (Ace Hardware area) increase to 4 hour parking
  - Gladiola lot (Mellow Mushroom) – make 20% 2 hour limit and the rest 8 hours or more
  - Railroad Lot (300 Block) – 2 hour and 8 hour or more
  - Veteran's Park – increase to 4 hour
  - Old City Lot (IPIC LOT) create 60% of spots to be 2 hour and 40% to be 4 hour
  - All other lots and on street parking should be unlimited or mix between 2 hour and unlimited
- **GARAGES:**
  - \$5 Flat rate from 4pm – 12am
  - Monday – Saturday
- **OFF – SEASON & OFF PEAK DAYS:**
  - Plan for Off – Season rates
  - Daytime morning free
  - Off peak days to be Free during the day (ie: Monday or Tuesday)

**Surface Lot Parking to be Free for  
Customer Short term and Long  
Term - Permit for Employees  
(All other surface lots for long term  
parking)**

**\$5.00 in the  
Garages  
4pm – 12am  
(Mon. –  
Sat.)**

**8 hour or  
more**

**2 hour**

Sign in

**4 hour**

Atlantic Plaza

Bru's Room

The Office

Caffe Martier

E Atlantic Ave

Starbucks

Mellow Mushroom

Deck 84

**2 hour**

**4 hour**

**4 hour**

**2 hour**

**8 hour  
or  
more**

Palm Square

Palm Square

Marine Way

Google

Map data ©2017 Google United States Terms Send feedback 200 ft

# Downtown Business/Employee Permit

- **DDA Business/Employee Permit Parking:**
  - \$150 per year annually or \$20 per month (Sarasota example) per employee
  - Purchased by business or employee of DDA district businesses (address to be verified)
  - Designated area parking properly communicated to the Downtown employees and businesses
  - Long term area of Surface lots (8 hour or more)
  - Downtown Safety Ambassador program to provide Safe Walk program for employees (early morning and night)
  - County Courthouse Garage to be reviewed as additional parking
  - Business and Employee incentives for biking, uber/lift, live downtown, or carpooling to work
  - Enhance all the lighting and safety features of the surface lots and garages

# Resident Permit & Valet

- **Resident Permit:**
  - \$95/Year (current amount)
  - Park in all spaces within Downtown
- **Valet Que Parking Permit:**
  - Recommend to keep costs the same as current structure or increase 3% - 5%
  - Fee per car to the public to be maximum of \$10

# PARKING ENFORCEMENT

- Consistent and effective enforcement is critical for the success of this plan
  - Enforcement of current PARKING ORDINANCE now
  - Lanier Parking team to enforce all parking areas metered and unmetered (365 days per year)
  - License plate recognition
  - Daily enforcement by vehicle with special device
  - Parking Team to assist people in parking downtown – customer friendly approach

# MAKE PARKING FUN!

- Make the meters to be art features – colorful or similar in look to the gateway features
- Make enforcement pleasant – unique uniforms
- Provide incentives to pay the fines
- Market and advertise the parking plan – ensure the public is aware
- Do it the “Delray Beach Way”

# DDA RECOMMENDATION

## REMINDER:

- *Do not proceed with final implementation of parking plan until the Gibbs Retail Market and Downtown Delray Beach Study is completed #Projectdowntowndelray*
- Be Strategic - Begin slow and low approach; expand as required (as per Dr. Shoup)
- Only meter the Highly Desired Area Locations – **245 paid spots vs 2,600**
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