

Laura Simon

From: Laura Simon
Sent: Wednesday, August 2, 2017 1:15 PM
To: Laura Simon (lsimon@downtowndelraybeach.com)
Cc: Lauren Lyall; Alex Farnsworth
Subject: DDA Proposed Parking Meter Plan
Attachments: DDA PARKING METER IMPLEMENTATION PLAN.pdf; parking town hall_.pdf

Dear Mayor and City Commission,

The Downtown Development Authority would like to present to you a parking meter plan for the Downtown Development Authority district that is a recommended alternative to the presentation that you will be receiving from City staff.

This plan does provide recommendations for paid parking areas, durations, times, employee and resident permits, enforcement and making it fun. There are several key points which the DDA would like to share that are also included in the attached, but need to be highlighted.

- 1.) Gibbs Planning Group is conducting a Downtown Delray Beach Retail Market and Shop-ability study that is underway and should be completed prior to making any direction on paid parking changes. Gibbs plan/study is reviewing and preparing recommendations that will be essential for the success of the Downtown – he will be reviewing all ordinances, codes, and parking for Downtown.
- 2.) Enforce the current parking ordinance that has been in place for over 30 years in the Downtown. This has never been completed consistently (365 days per year) as many of the ordinances are done within our city.
- 3.) Be strategic – take a slow and steady approach as recommended by Dr. Shoup
- 4.) Ensure there is a plan for the revenue

The DDA held a Town Hall meeting to hear from the merchants, employees, business owners and residents. We presented both options to them and many had concerns and recommendations. Over 100 people were in attendance and the unedited document has been added separately.

This is a very big decision for the Downtown, one we have been working on for over 8 years. It needs to be done right – Downtown is the heart of the city and has kept our city alive in times that other areas struggled. Please review these recommendations and suggestions, Delray is a very unique, we are not Boca, Miami, Ft. Lauderdale – we are different and that makes us special. Let's keep it that way.

Thank you for your time and attention to this proposal. I will be dropping off hard copies for each of you with Delores at City Hall by 1:30pm.

Kindest Regards,

Laura Simon
Exec. Director
Downtown Development Authority
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Delray Beach, FL 33483