JACKSONVILLE BEACH

OFFICE OF THE MAYOR

City of
Jacksonville Beach
City Hall
11 North Third Street
Jacksonville Beach
FL 32250
Phone: 904.247.6268
Fax: 904.247.6276

www.jacksonvillebeach.org

October 15, 2013

CITY COUNCIL WORKSHOP

Monday, October 21, 2013

Following Adjournment of City Council Meeting

CITY COUNCIL CHAMBERS

Mayor Charlie Latham has called a CITY COUNCIL WORKSHOP to be held on **Monday, October 21, 2013, following adjournment of the City Council meeting**, in the Council Chambers.

The City Council meeting starts at 7:00 p.m., and immediately after adjournment, the City Council will begin a workshop to discuss the Preliminary Parking Master Plan for the City of Jacksonville Beach.

If a person decides to appeal any decision made by the City Council with respect to any matter considered at any meeting, such person may need a record of the proceedings and, for such purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (904) 247-6299, ext. 10, no later than 12:00 PM, Friday, October 18, 2013.

Can a Parking Program be designed as a tool for economic development?

Paid Parking

Jacksonville Beach is not alone. Many communities grapple with questions like whether or not to charge for parking, what is the optimum level of parking, and how it impacts the economic development of businesses.

Parking management and pricing can be used as an asset to help improve business downtown as follows:

1. The main objective of the Jacksonville Beach paid parking program has been to improve the security and safety of persons visiting the downtown. The paid parking program has been used to pay for security in the parking lots and it has been effective in achieving that mission.

2. One of the major complaints of business about the current paid parking program is the $5.00 fee. Some businesses believe they lose customers because they must pay a $5.00 fee which discourages them from making a quick trip to a business or eat at a restaurant. Phase one of the proposed master plan uses multi space meters with an hourly fee that could greatly alleviate this concern.

3. The concern with Phase 1 is that it drives visitors to park in the on–street parking in front of the stores when they are going to the beach. This may hurt businesses. Phase 2 of the paid parking program could assist in the economic development of the downtown by providing short term parking on the street to obtain more turnover and convenient parking for persons going to restaurants and businesses. This will allow inexpensive short term parking on the street and drive the long term parking for visitors going to the beach into the long term parking lots.

Phase 1 by March 2014

- **Latham Parking Lot:** Install an automated control system with barrier gates.
- **Pier Parking Lot:** Install an automated control system with barrier gates.
- **2nd Avenue North and North 2nd Street Lot:** Install a multi-space metering system.
- **3rd Avenue North and North 1st Street ("Ritz") Lot:** Install a multi-space metering system.
- **Oceanfront Park Lot:** Install a multi-space metering system.

Phase 1 Continued

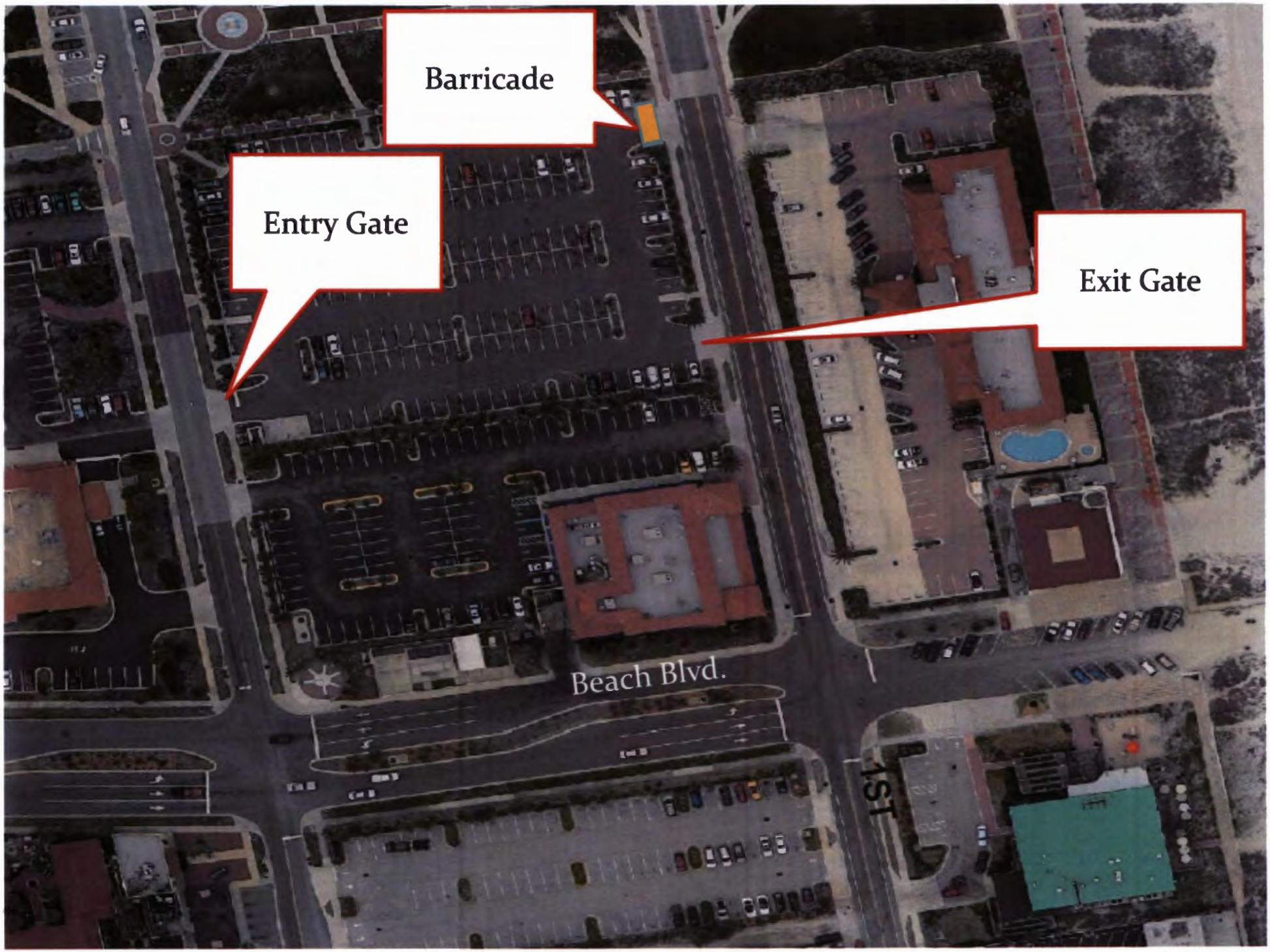
- Prohibit public on-street parking on North 1st Street between 1st Avenue North and 6th Avenue North, and mark selected spaces for taxicab passenger pick-up/drop-off only.
- Notify owners of vacant properties east of 3rd Street that operating a temporary "Ad Hoc" or "Pop-Up" parking lot is not permitted in the City.
- Develop and implement a paid parking lot discount pass program for residents.

Phase 1 Cost Estimates

• PHASE ONE: PRELIMINARY PLANNING COST ESTIMATE	• $450,000
• 10 % CONTINGENCY	• + $45,000
• ESTIMATED TOTAL	• $495,000

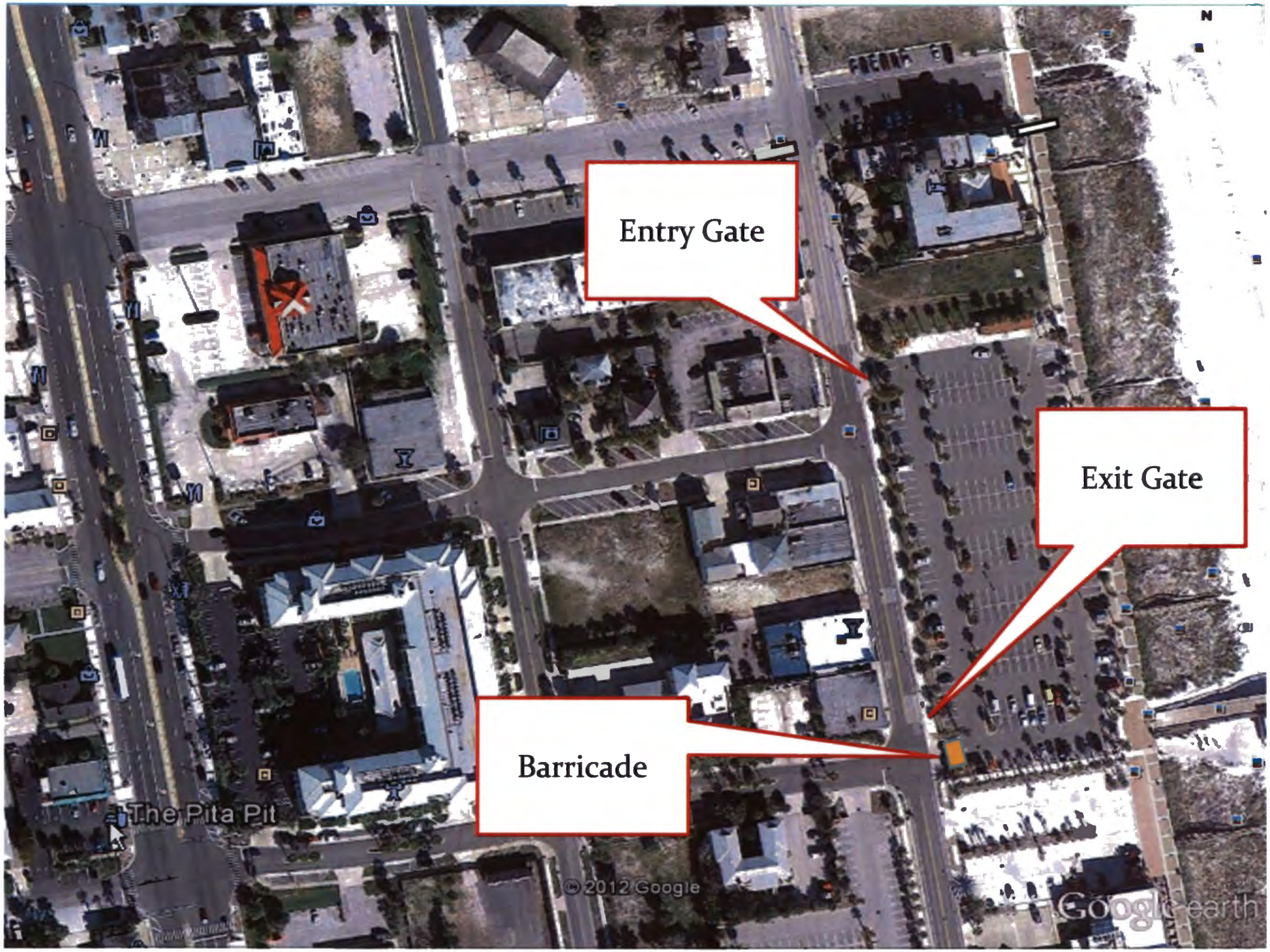
Latham Parking Lot

- Install an automated control system with barrier gates.
- Alternate option install a multi-space meter system.


Barricade
Entry Gate
Exit Gate
Beach Blvd.
1ST

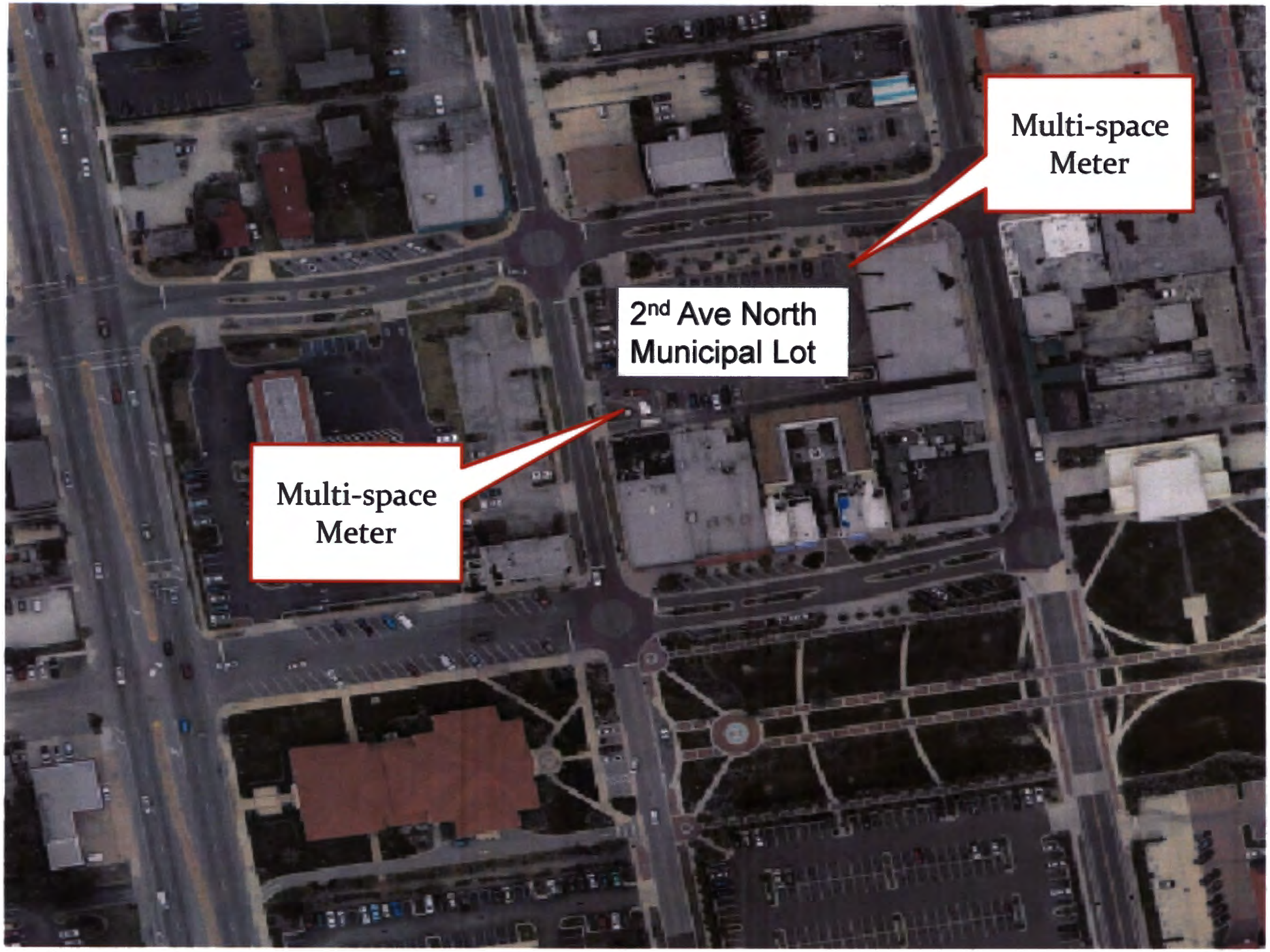
Pier Parking Lot

- Install an automated control system with barrier gates.
- Alternate option install a multi-space meter system.


Entry Gate
Exit Gate
Barricade
The Pita Pit
© 2012 Google
Google earth

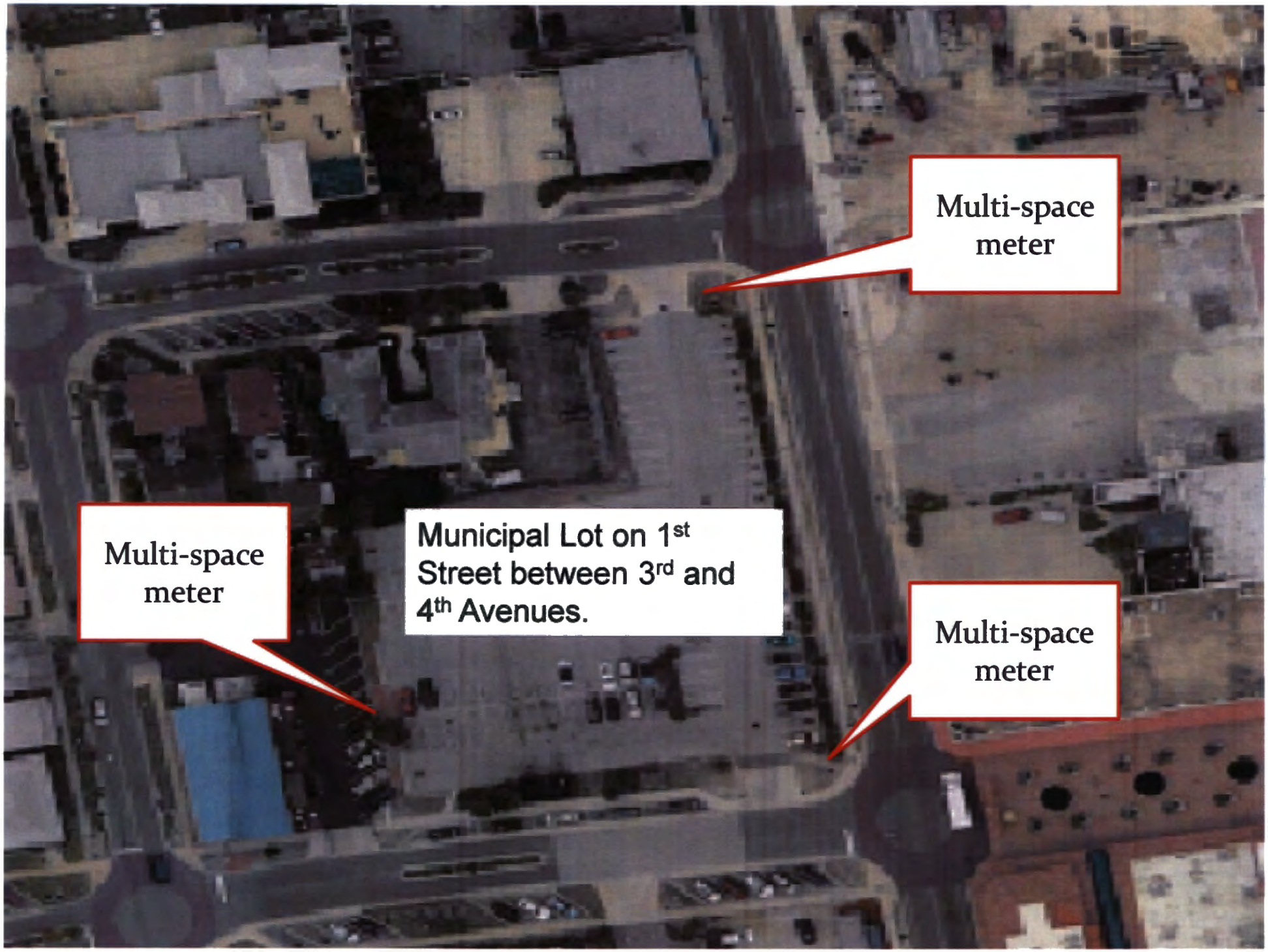
2nd Avenue North and 2nd Street North Parking Lot

- Install a multi-space meter system.


Multi-space Meter
2nd Ave North Municipal Lot
Multi-space Meter

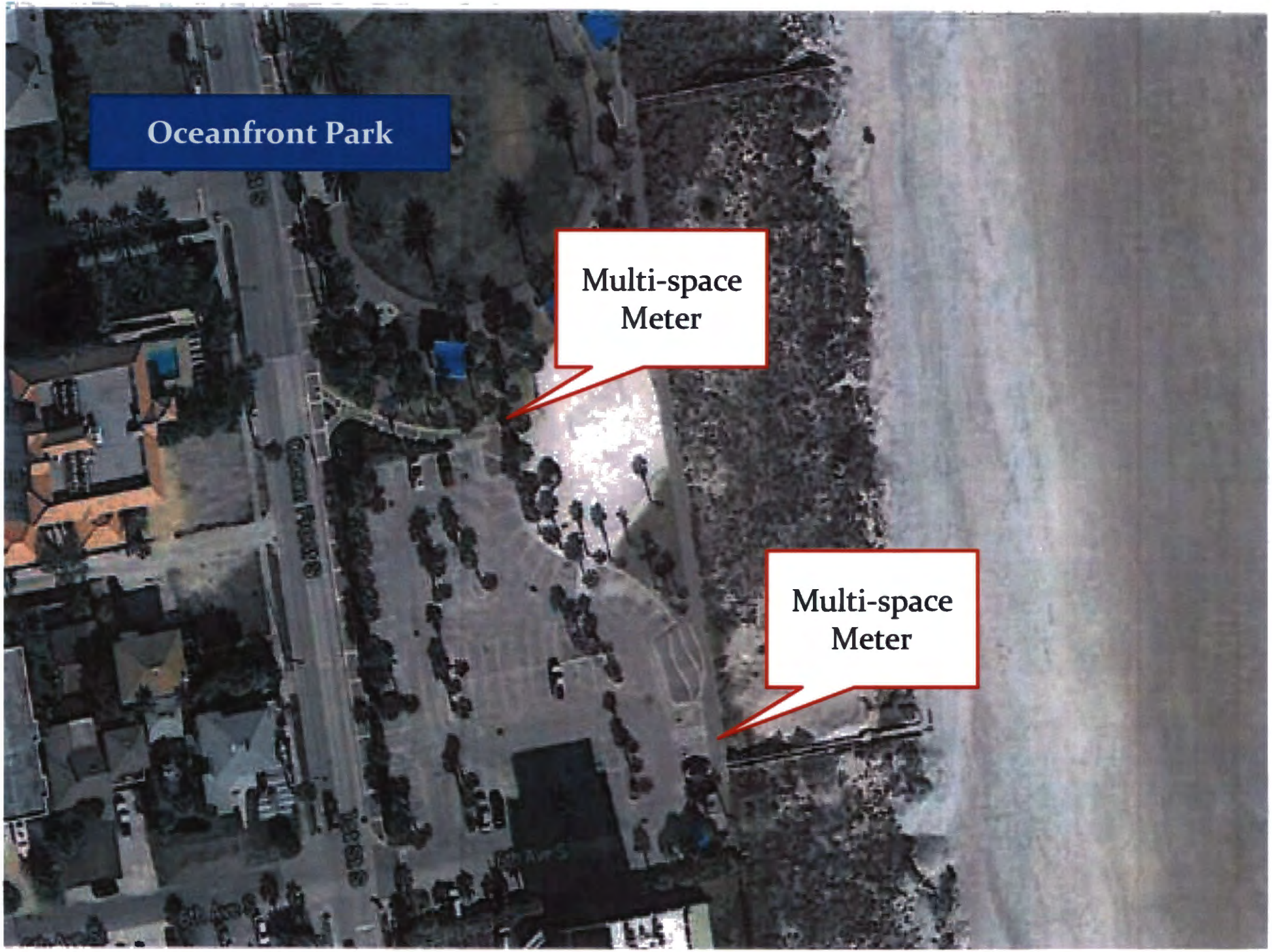
3rd Avenue North and 1st Street North Parking Lot

- Install a multi-space meter system.


Multi-space meter
Multi-space meter
Municipal Lot on 1st Street between 3rd and 4th Avenues.
Multi-space meter

Oceanfront Park Parking Lot

- Install a multi-space meter system.


Oceanfront Park
Multi-space Meter
Multi-space Meter

Answers we need to proceed for Phase 1

- How many days a week will the "Paid Parking Program" be in operation?
- Will the hours of operation be limited each day in operation?

Fee Schedule Suggestions

- Hourly rate suggestions $1.00 - $1.50 per hour.
- Rates can be changed for holiday and special event rates.
- Resident pass fee per license plate registration for annual parking in designated lots in the CBD.
- Lot rentals for special events should be changed to reflect current market value. –Depending on time of year.

Considerations

- If cash, coin, and credit must be accepted in the gated lots, then a flat rate will have to be set for parking in these areas.
- Security / enforcement officers, how many will have to be utilized per day for enforcement.
- How will cash and coin boxes be collected.
- Designate employees to maintain machines as well. (i.e. broken gates etc.)

Phase 2 by March 2015

- Install multi-space meters for all on-street parking spaces between Beach Boulevard and 6th Avenue North.
- Install multi-space meters for all street end zone parking spaces between 2nd Avenue South and 6th Avenue North.
- Develop and implement a plan for issuing Resident Parking Only passes for the use of on-street spaces on selected Avenues east of 3rd Street (SR A1A). NOTE: Resident Only parking restrictions cannot be applied to any street end parking spaces used in the calculation for beach re-nourishment funding.
- Begin development of the CRA-owned land on the west side of North 2nd Street between 3rd And 4th Avenue North for a new off-street surface parking lot or garage.

Phase 2 continued

- The residential parking program may be set for on-street parking east of SR A1A to 1st Street South, from Beach Blvd. south to 2nd Avenue South.

- A parking pass will be eligible for purchase for residents who live within the designated area.

35 Total Multi-space Meters
5TH STREET SOUTH
4TH STREET
BEACH BOULEVARD
PABLO
4TH STREET NORTH
3RD STREET NORTH
3RD STREET SOUTH
1ST AVENUE
2ND AVENUE
3RD AVENUE
4TH AVENUE
5TH AVENUE
6TH AVENUE
2ND STREET
1ST STREET
NORTH
SOUTH
Casa Hotel
Public Parking Lot
BEACH
ATLANTIC OCEAN

Phase 2 continued

• **PHASE TWO: PRELIMINARY PLANNING COST ESTIMATE (excluding the cost to develop a new facility)**	• $550,000
• **10 % CONTINGENCY**	• + $55,000
• **ESTIMATED TOTAL**	• $605,000

Total for Phase 1 and Phase 2

• **PRELIMINARY PLANNING COST ESTIMATE (excluding the cost to develop a new facility)**	• **$1,000,000**
• **10 % CONTINGENCY**	• **<u>+ $100,000</u>**
• **ESTIMATED TOTAL**	• **$1,100,000**