

**Minutes of City Council Workshop  
Downtown Parking  
Monday, October 21, 2013 – 8:55 P.M.  
City Council Chambers**

---

Mayor Charlie Latham called the workshop to order at 8:55 PM.

The following City Council members attended the meeting:

Mayor Latham

Keith Doherty  
Steve Hartkemeyer  
Chris Hoffman  
Tom Taylor  
Phil Vogelsang  
Jeanell Wilson

Also present were City Manager George Forbes, Police Chief Pat Dooley, and Judy Bullock, City Clerk.

**Purpose of Workshop**

Prior to turning the meeting over to the City Manager, Mayor Latham stated that he had requested City Staff to research the following three options to present to Council for consideration:

- Option No. I  
Long-term Parking Plan that covers comprehensive expansion of our development as a City and goes into the residential areas; which Mr. Forbes and staff would be presenting at this meeting.
- Option No. II  
This would keep last year's program in place until Council reaches a decision on the next step.
- Option No. III  
This option would require the Police Chief to come back to Council with a proposal that would eliminate paid parking and provide a way to finance the measures needed to increase safety to the same level or higher.

Mayor Latham addressed the audience and advised that tonight is for a presentation of Option I and decisions to implement a paid parking program would not be made at this time, or at the next Council meeting.

He added that he would request another workshop to have a presentation on how we can increase security without paid parking. The workshop would also allow public input on the pros and cons of paid parking.

### **Presentation**

Mr. Forbes advised that Council had provided direction at the last workshop to provide a preliminary Master Plan. He then reviewed the presentation on Phase I of a Master Plan on paid parking (attached). The proposed plan included: automated control systems with barrier gates; multi-space metering systems; and prohibit public parking on 1<sup>st</sup> Street between 1<sup>st</sup> Avenue and 6<sup>th</sup> Avenues North, and mark spaces for taxicab pickup/drop-off only. A program would also be developed for discounted resident parking. Mr. Forbes added that the estimated cost for Phase I would be \$450,000 plus a 10% contingency totaling \$495,000.

Mr. Forbes stated that staff would need to know how many days a week, how many months of the year, the hours of operation, and enforcement of the program.

### **Council member Comments**

Mr. Doherty remarked that the City only has a security issue on Saturday and Sunday, during the summer.

Chief Dooley advised that there are also large crowds, intoxicated persons, and fights in the parking lots on Friday nights.

Mr. Doherty stated that the only major problem experienced this year, happened during the day by a crowd of underage persons. He added that it is not the City's place to tax businesses, when it is actually a police issue. If persons are drunk in the parking lots, then arrest them, but people here to have a good time should not be targeted based on the type of business they choose to patronize. Mr. Doherty said, in his opinion, Sunday afternoons are the most dangerous, and the persons creating problems are not Jacksonville Beach residents and they are not spending money in our local businesses. He stated if the City imposes paid parking for more than a few days, then the City is penalizing the businesses.

Mr. Hartkemeyer asked who should pay for the needed security if paid parking is eliminated.

Mr. Vogelsang commented that the paid parking system would not be worth the cost if the City does not charge for parking on Friday nights. He added that most of the problems encountered are from persons living outside of the beaches.

Ms. Wilson advised if the paid parking system were only used on a part-time basis that it would not pay for its self. She said that parameters need to be set if the City is going to purchase a paid parking system. She commented that research would be needed to determine when paid parking would be in effect; would it be on Friday, Saturday, and Sunday, or year round, otherwise the system would not pay for its self. She also noted that our citizens and visitors would not know when paid parking would be in effect.

Mr. Vogelsang asked about revenue from the current paid parking system, and stated to his understanding revenue of \$200,000 to \$250,000 was being received.

Mr. Forbes advised that the figures represented the gross, not the net. He reminded Council that last year the paid parking program hours were substantially cut and the net received was approximately \$69,000. The two years before was about \$100,000 and \$150,000.

Mr. Forbes added, with the system being presented that approximately 10 to 20 percent would be taken from the proceeds to pay for use of credit cards and other costs. Mr. Forbes advised that an additional 25 percent should be set aside for maintenance of the equipment.

Mr. Taylor stated that staff has spent numerous hours on this issue and it goes right back to Friday, Saturday, and Sunday. He said that the parking lots are empty during the week and while the barricades may not be attractive, there is security in the parking lots when needed. Mr. Taylor added that they should perfect the current system and make it look more professional, because it works. He also advised that the police are overloaded and suggested the use of private security.

Ms. Wilson suggested the City go a season without paid parking and hire security for the parking lots.

Mayor Latham stated if Council wishes to implement Option I, they would have to move quickly to have it installed and ready for use. On the other hand, if they spend the funds on this option and it does not work out, the City will be out a great deal of money. Mayor Latham advised that the City is not ready for this type of system.

Ms. Hoffman advised that they need financial statistics to determine if the City will see a return on the system or break even. She stated that she is not interested in making a million dollar investment on a system that will only be operational two and one half days a week.

Mr. Taylor inquired about the difference in security in the parking lots when paid parking is in effect and when it is not.

Chief Dooley responded that when the lots are not in a paid parking mode, they are open to the public and the police have difficulty telling persons that they cannot stand around in the lots. When visitors pay to park, then there is limited access and they have more control over the area.

Mr. Forbes advised that a special program for residents' parking could have a negative impact on Beach Renourishment.

Mayor Latham asked for a show of hands from council members if they wish to pursue Option I.

None of the council members indicated an interest in implementing Option I.

Mayor Latham advised that there are now two options:

- Option II  
Continue the paid parking program used last year
- Option III  
Provide a presentation on ways to increase security, without a paid parking program.

Mr. Vogelsang stated that he would like to have some type of paid parking in place that would be fair to everyone, with set days and times.

Mayor Latham also stated that he would like to schedule an additional workshop, in the near future, to review the remaining two options. He added that he would like the meeting to be noticed well in advance of the workshop, and allow citizen input.

Mr. Doherty remarked that there is an issue and the current solution is not working. The purpose is to increase security. He added that there should not be different rules for visitors and residents.

The workshop was adjourned at 9:46 p.m.

Submitted by: Judy L. Bullock  
City Clerk

Approved:

/s/William C. Latham

William C. Latham, Mayor

Date: November 4, 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.
- **2<sup>nd</sup> Avenue North and North 2<sup>nd</sup> Street Lot:** Install a multi-space metering system.
- **3<sup>rd</sup> Avenue North and North 1<sup>st</sup> 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 1<sup>st</sup> Street between 1<sup>st</sup> Avenue North and 6<sup>th</sup> Avenue North, and mark selected spaces for taxicab passenger pick-up/drop-off only.
- Notify owners of vacant properties east of 3<sup>rd</sup> 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

This satellite map shows a campus layout with several buildings and parking lots. Three red callout boxes with white text and red borders point to specific locations: 'Entry Gate' at the top center, 'Exit Gate' on the right side, and 'Barricade' at the bottom center. A yellow square marker is placed on the road at the 'Barricade' location. The map includes a north arrow in the top right corner and a copyright notice for Google in the bottom center.

Exit Gate

Barricade

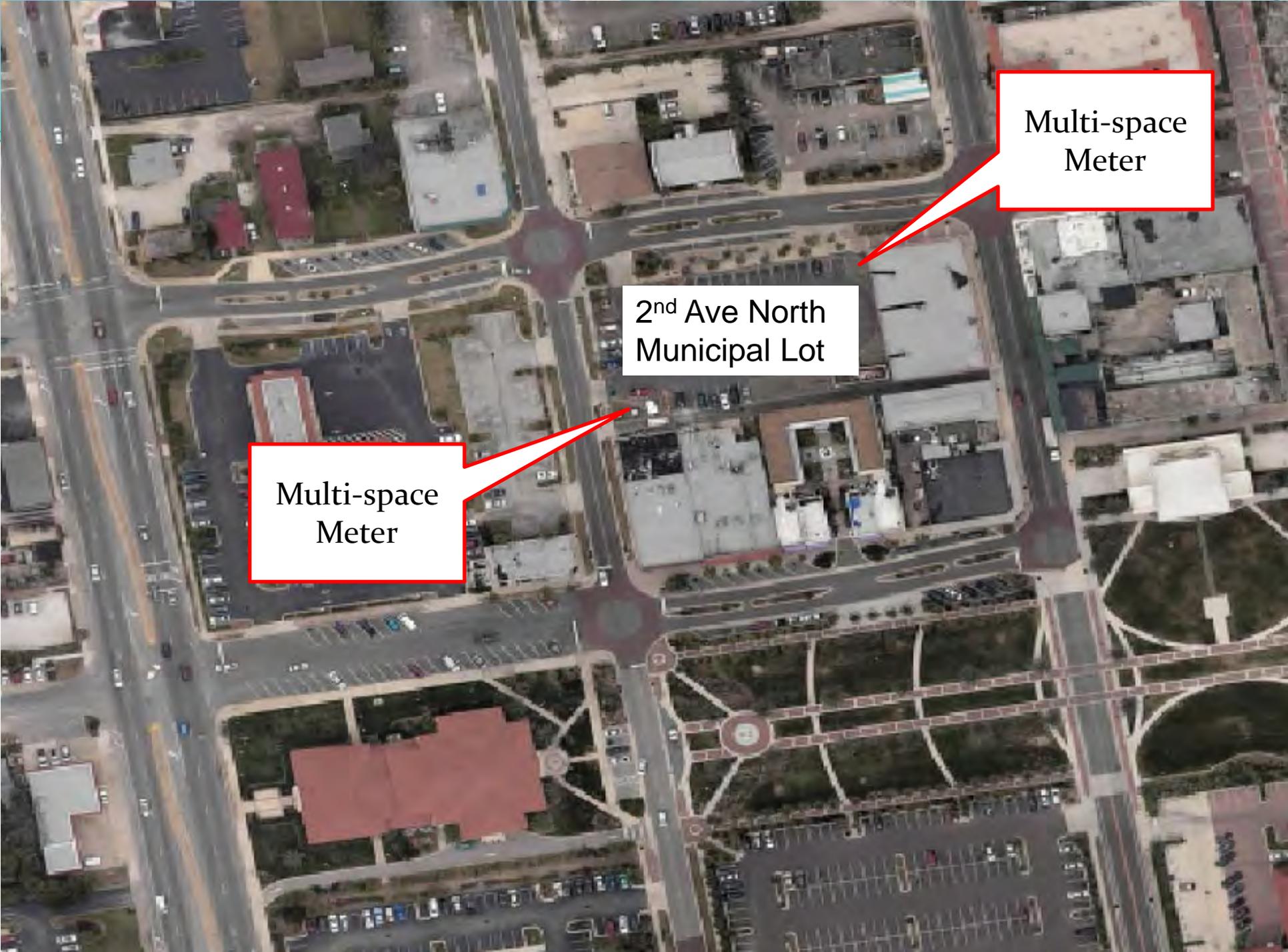
The Pita Pit

© 2012 Google

Google earth

# 2<sup>nd</sup> Avenue North and 2<sup>nd</sup> Street North Parking Lot

- Install a multi-space meter system.



Multi-space  
Meter

2<sup>nd</sup> Ave North  
Municipal Lot

Multi-space  
Meter

# 3<sup>rd</sup> Avenue North and 1<sup>st</sup> Street North Parking Lot

- Install a multi-space meter system.



Multi-space  
meter

Multi-space  
meter

Municipal Lot on 1<sup>st</sup>  
Street between 3<sup>rd</sup> and  
4<sup>th</sup> Avenues.

Multi-space  
meter

# Oceanfront Park Parking Lot

- Install a multi-space meter system.

An aerial photograph of Oceanfront Park, showing a mix of greenery, paved walkways, and buildings. Two red callout boxes with white text and red outlines point to specific locations within the park. The top callout points to a sandy area near a building, and the bottom callout points to a paved area near a large building.

# 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 6<sup>th</sup> 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 3<sup>rd</sup> 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 2<sup>nd</sup> Street between 3<sup>rd</sup> And 4<sup>th</sup> 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 1<sup>st</sup> Street South, from Beach Blvd. south to 2<sup>nd</sup> Avenue South.
- A parking pass will be eligible for purchase for residents who live within the designated area.

35 Total Multi-space Meters



# 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)**
  - **10 % CONTINGENCY**
  - **ESTIMATED TOTAL**
- \$1,000,000
  - + \$100,000
  - \$1,100,000