

**Parking and Traffic Committee**

of the

**Downtown Improvement Board**

**Tuesday, July 12, 2016**

**4:30 p.m.**

**AGENDA**

120 Church St. Bowden Blding room #1

1. Call To Order
2. Recurring Agenda:
  - a. Consideration of the Agenda for the July 12, 2016 meeting
  - b. Consideration of the minutes for the June 14, 2016 meeting
3. Review of Financial Statements
  - a. Review of May statements
4. Public Presentations
5. New Business
  - a. Strategic Plan to help finance future parking needs
    - i. Summary action items
    - ii. Summary revenue potential
  - b. Republic Parking's contract expiration
6. Continuing Business
  - a. Update - County Baylen/Intendencia Garage
    - i. Employee Parking on the roof
  - b. Status of Hixardt
  - c. Issues & Opportunities
    - i. Ongoing discussion regarding approaching private property owners with a plan to park for special events.
  - d. Website status
7. Public Comment
8. Adjournment

NOTE: The DIB Parking & Traffic Committee normally meets the second Tuesday of each month at 4:30 p.m. in the Public Meeting Room #1 on the first floor of the Bowden Building at 120 Church Street, Pensacola, Florida

## Parking Master Plan 2017-2018

### Goals

- 1) Helping businesses grow by helping customer find convenient parking
- 2) Making parking more accessible and easier for the customer
- 3) Curb Side parking is for temporary use
- 4) Maintain parking space turnover so spaces are reasonably available
- 5) Use revenues to accumulate the equity needed in financing a new structure.
- 6) Increase revenues to create a history of proven revenue such that a bond underwriter would accept it.
- 7) Use short term revenue generated to improve the customer experience Downtown

In an effort to continue to make Downtown Pensacola a vibrant and integral part of a thriving city we are recommending these additions and changes to the Downtown parking strategy.

- 1) Work with the County and negotiate inter-local agreements to better use the roof top parking on the Judicial and Intendencia Garages. This will facilitate employee parking in key areas so as to free up curbside parking for customers and visitors downtown.
- 2) Continue to seek locations to provide employee monthly parking
- 3) Expand timed enforcement to include: Taragonna St (Main to Garden Streets), Alcaniz St. (Main to Garden Streets), Government St.( Taragonna to Alcaniz Streets), Zaragossa St. (Taragonna to Alcaniz Streets UWF??) Church St. (Taragonna to Adams Streets), Adams Street (Zaragossa to Government Streets). This will support space turn over to foster further economic development. Some businesses have already seen the advantages of time restricted parking and requested it on Alcaniz where it did not exist before.
- 4) Survey businesses in the SOGO district to see if they will lead by requesting meters so as to create space turn over
- 5) Change all metered parking enforcement to 10:00pm. This will aid in a fair share of revenue collection between daytime retailers and nighttime based businesses.
- 6) Pay to Park on Saturday throughout the district.
- 7) Raise meter rates from \$.50 per hour to \$1.00 per hour starting Jan. 2017.
- 8) Expand the City/CRA Interlocal to provide additional uses of Parking Fund moneys. As Downtown becomes more vibrant and integral to the City as whole additional revenue is needed to create amenities such as planters, trash receptacles, bicycle racks and other esthetics.
- 9) Introduce zones?
- 10) Parking Ordinance changes:

- a. Limit parking in the entire DPMD to 72 hours to prevent vehicles being left unattended for possibly weeks or even months at a time.
  - b. prohibit "plugging" the meters
- 11) Enforce overstay ordinance at parking meters. The current ordinance states that a parking meter cannot be occupied for more than the allotted time on said meter. This again creates turnover. We cannot emphasize turnover enough. People want convenient parking relative to the business they are patronizing, employees and even business owners often do not grasp this concept. They want convenient parking as well, which is counterproductive to their own business and adjoining businesses.
- 12) Replace meters on Ramono, Intendencia and Government with M3 smart meters.
- 13) Add M3 smart meter to:
  - a. Cedar Street
  - b. Main Street
  - c. Zarragossa Street
  - d. Jefferson Street
  - e. Garden Street
- 14) Add Paystations to the South Jefferson Lot
- 15) Negotiate with the City to add Paystations to the far south City lot between Jefferson and Palafox (issues with Marina Management and what they lease). This is crucial before the Ferry begins operating.
- 16) Locate and plan to secure future lots and garages to support the growth of downtown.
- 17) Increase the Jefferson Street Garage to \$5.00 - 6:00pm Friday to 5:00am Saturday and the 6:00pm Saturday to 5:00am Sunday.
- 18) Improve the surface conditions at the surface lot at the Jefferson Garage.

6/19/2016

Proforma Parking Revenue changes outlined in 2017 Strategic Plan

Change all curb side parking to \$1.00/hour	150,000	2016 total meter collections likely \$150-\$160,000 at \$.50/hour
Add pay to park until 10:00pm	22,950	150 active meter 5 extra hours 60% occupied
Add pay to park Saturday's	55,080	150 active meters 60% occupied 12 hours
Expand the time restricted areas severl blocks east		
Additional Ticket Fine revenue	32,000	20% of 2016 parking fine collections
Add meters to Main, Cedar and Zarragossa		
75 meters	13,770	14 hours a day, 6 days a week and 60% occupied
less lease fees	(4,500)	
	<u>269,300</u>	
Meters on Palafox		
Garden to Main	88	
Garden to Wright	165	
Main to Plaza De Luna	80	
Leasing costs	333	
Total Potential	<u>382,200</u>	
	651,500	

	Without Palafox	With Palafox
Rough Bond underwriting		
Income stream	269,300	651,500
Coverage rate	1.30	1.30
	<u>207,154</u>	<u>501,154</u>
Interest rate	4.50%	4.50%
Bondable capital	4,603,419	11,136,752
Parking Structure	300	
Average cost/space	<u>25,000</u>	
Total cost new	\$ 7,500,000	

19-Jun-16  
Parking spaces on Palafox

	Total # of Spaces	Rate per Hour	Hours of Operation 8-10 (6 days)	Occupancy	Hours Occupied	Total # of Spaces	Daily Collections	Weekly Collections	Monthly Collections	Annual Collections
Wright to Gregory	50	\$ 0.75	14	25%	3.50	50	\$ 131.25	\$ 787.50	\$ 3,307.50	\$ 39,690.00
Gregory to Chase	60	\$ 0.75	14	25%	3.50	60	\$ 157.50	\$ 945.00	\$ 3,969.00	\$ 47,628.00
Chase to Garden	55	\$ 0.75	14	30%	4.20	55	\$ 173.25	\$ 1,039.50	\$ 4,365.90	\$ 52,390.80
	165				11.20		462.00	2,772.00	11,642.40	139,708.80
Garden to Romana	25	\$ 1.00	14	50%	7.00	25	\$ 175.00	\$ 1,050.00	\$ 4,410.00	\$ 52,920.00
Romana to Intendencia	16	\$ 1.00	14	50%	7.00	16	\$ 112.00	\$ 672.00	\$ 2,822.40	\$ 33,868.80
Intendencia to Government	9	\$ 1.00	14	50%	7.00	9	\$ 63.00	\$ 378.00	\$ 1,587.60	\$ 19,051.20
Government to Zaragossa	32	\$ 1.00	14	50%	7.00	32	\$ 224.00	\$ 1,344.00	\$ 5,644.80	\$ 67,737.60
Zaragossa to Main	6	\$ 1.00	14	50%	7.00	6	\$ 42.00	\$ 252.00	\$ 1,058.40	\$ 12,700.80
	88				35.00		616.00	3,696.00	15,523.20	186,278.40
Main to Plaza De Luna	80	\$ 0.75	14	30%	4.20	80	\$ 252.00	\$ 1,512.00	\$ 6,350.40	\$ 76,204.80
Grand Total Potential Palafox									33,516.00	402,192.00
Total Potential Palafox									33,516.00	402,192.00
Leasing cost M3 meters									(1,665.00)	(19,980.00)
Net Proceeds									31,851.00	382,212.00