

## MEMORANDUM

**TO:** City Commission

**FROM:** Robert DiSpirito, City Manager 

**DATE:** December 21, 2015

**SUBJECT:** Downtown Parking Authorizations

**PRESENTERS:** Robert C. Ironsmith, CRA Director  
Jeff Streder, Interim Director of Finance  
Greg Rice, Planning & Development Director  
Marcello Tavernari, P.E. Section Engineer

**RECOMMENDATION:** (1) Approval of map showing hybrid paid and free parking areas.  
(2) Authorization to allocate all available BP funds toward elements of the Parking Management System to keep future CRA lease payments lower.  
(3) Authorization, per previous Commission direction, to prepare a draft Request for Proposal (RFP) for a Pay Station vendor that would go out to bid in early spring, 2016.

**ATTACHMENTS:** (1) PowerPoint presentation  
(2) Parking Management System umbrella  
(3) Critical Path Schedule  
(4) Existing Downtown parking areas  
(5) Proposed hybrid free and paid parking map  
(6) Refined financial models for Parking Management System  
(7) Summary of changes impacting original September 17, 2015 estimate for BP funding, and need presently to allocate all BP funding for recommended Parking Management System initiatives.  
(8) Employee Parking Flyer as distributed.

**PAST ACTION:**

1. June 23, 2015: City Commission Parking Workshop.
2. July 9, 2015: City Commission discussion of calendar dates for Commission's discussion on Downtown Parking.
3. September 17, 2015: City Commission directed the following:
  - Implement a paid parking component for downtown.
  - Allocate up to approximately \$1.9 million in BP funds toward a Parking Management System.
  - Move forward with negotiations for parking garage at 940 & 966 Douglas Avenue.
  - Bring back a timeline for an October 1, 2016 implementation of paid parking.

**BACKGROUND:** All across the United States, thriving downtowns like Dunedin are trying to balance the push for higher densities, the right mix of permitted uses, and the best way to manage the supply and demand for parking. The need for parking management, often described as “a good problem to have”, can be drilled down to two common problems – not enough parking space turn-over and not enough parking supply. In Dunedin, unique land characteristics are driving the need to require parking management in the near future:

1. The City *owns* only approximately one third of the existing parking supply – *not enough*.
2. The City *leases* a variety of scattered at-risk surface parking lots to increase the supply of free parking – *a short-term solution*.
3. The larger vacant downtown land parcels, capable of sustaining a vertical parking garage are *being lost* to private development at an alarming rate – *time is running out*.

Anticipating the coming parking crunch, a dedicated group of stakeholders (elected officials, merchants, business and land owners, citizens and City staff) are working together for a common parking solution. Over the last eighteen months, the group’s accomplishments are highlighted below:

1. Witnessed the creation of an ad hoc group, the Dunedin Parking Advisory Committee (DPAC), who worked to clarify the scope of the issue, outreach to and educate other Dunedin citizens, and recommended solutions to the City Commission.
2. Encouraged City staff to examine and present a variety of potential parking solutions for the downtown.
3. Observed the evolution of Dunedin’s 2-part Parking Management Plan to its current 8-element Parking Management System.

At this point in the process and with several vacant parcel development projects now in the pipeline, it is time to make some well-informed decisions for the future of downtown Dunedin.

At the September 17, 2015 City Commission meeting, staff was directed to move forward with a Parking Management System that encompassed BP funding, a paid parking element, and a parking garage at 940/966 Douglas Avenue.

In keeping with this Commission directive, below please find the comprehensive *progress to date* on the various components of the Parking Management System, reflected in the attached “Critical Path Schedule.” (Attachment #3)

### **STATUS UPDATE ON ELEMENTS OF PARKING MANAGEMENT SYSTEM**

**Parking Inventory** – Downtown parking lots were reviewed to see where potential opportunities to increase parking may exist. Several locations were noted during the field trip and staff is currently working on enhancements to create additional downtown parking spaces. The Marina was recently modified to produce 26 more parking spaces in that high-demand location.

**Land Development Code & Parking Bank:** The Land Development Code pertaining to Downtown parking and the Parking Bank received First Hearing approval on December 3<sup>rd</sup> and Second Hearing approval on December 17<sup>th</sup>. The new Code calls for increased parking requirements for restaurants (from the previous code) of one space per 400 sq. ft., to now one space per 200 sq. ft. The Parking Bank provisions have also been revised to increase the price to purchase a parking space from \$2,500 to \$8,000.

**Increasing Parking through Lease Agreements:** The proposed leases for two additional surface parking lots resulting in about 126 new spaces total, have been negotiated and draft leases are scheduled to go before the City Commission on January 7<sup>th</sup> and January 21<sup>st</sup> for approval. Mease Dunedin Hospital has also agreed to make their approximate 200-space parking lot on Virginia Street available for downtown special events, at no charge to the City. The use of a trolley shuttle for larger special events from the Virginia Street parking lot to Downtown is expected.

**Development Agreement with Parking Structure:** Negotiations for a public parking garage at 940 & 966 Douglas Avenue have been completed and will be presented to the Local Planning Agency (LPA) on January 13, 2016, and to the City Commission in February 2016 for consideration. The Agreement calls for a 195-space parking garage and 20 surface parking spaces for a total of 215 parking spaces, resulting in an additional 100 new spaces, as current parking on the site will be replaced with the new garage and a mixed-use project, featuring apartments and retail stores.

**Communication:** A Parking Flyer (attachment #8) was created and distributed at the November Downtown Dunedin Merchant's Association (DDMA) meeting. It helps direct the employees of merchants to utilize the City's free parking lots, leaving the prime spots for customers and visitors. Ongoing communication and education will take place as the Parking Management System is implemented, including an expanded web presence, brochure, smart phone applications and social media. The involvement of the Public Relations Advisory Action Committee (PRAAC) and City Communications Department, along with consultant assistance, will also be needed to ensure that an educational campaign for residents and visitors is fully realized.

**Wayfinding:** An internal City staff team has held regular meetings to determine the issues with existing downtown parking signage, and to implement a plan designed to make it easier for drivers to find parking areas. The need for eye-catching uniform and user-friendly parking signage was determined. An inventory of current signage along Main Street was taken, which shows deficiencies in the Downtown's wayfinding system. A three-pronged signage plan is currently being formed that would involve designing (1) decorative street signage, (2) directional signage and (3) pavement signage to include artistic design elements. Also, optimal locations will be identified. The next steps are to retain a consultant to develop the wayfinding signage system, and to prepare construction drawings.

**Pay Stations:** Research was conducted by staff that examined and compared the various types, functionalities, accepted payment methods, costs and designs of various pay station products. Authorization for staff to prepare a draft Request for Proposal (RFP) for a Pay Station vendor will be proposed to the Commission on January 7, 2016 as a measure for implementing the Parking Management System that includes a hybrid plan of paid and free parking areas.

**Enforcement:** Enforcement provided by the Pinellas County Sheriff's Department to enforce downtown parking is estimated to be \$35,000 in Year One for equipment, and approximately \$82,000 annually for 2 full-time employees.

The above status report shows significant progress to date on the various elements of the Parking Management System. However, key authorizations need to be made on the following to continue carrying out the Commission's direction for implementing a pilot program that has hybrid paid and free parking components. These points are based on a staff-recommended Parking Management Strategy that now includes a 215 parking space development (195 spaces in garage/20 spaces on street), versus the earlier 176 public parking space development (156 spaces in garage/20 spaces on street) plan.

### **AUTHORIZATION POINT #1**

**Approve map showing paid and free parking areas**, which will become an exhibit to the Request for Proposal for a pay station vendor and the future Paid Parking Ordinance. (The proposed map showing the hybrid plan of paid and free parking areas is attached to this staffing as Attachment #5).

### **AUTHORIZATION POINT #2**

**Determine the amount of BP funds to be allocated to the Parking Management System.**

Over the last several months, staff has been refining numbers to account for actual costs related to the number of public parking spaces being expanded as the Douglas Avenue project plans evolved (215 versus 176 spaces), and for actual figures related to parking leases, demolition, site prep, wayfinding and communication. Below are 3 scenarios that rely on different amounts of BP funding (City received \$2,929,946) for the recommended Parking Strategy that now encompasses a 215 space public parking garage, as well as surface parking leases totaling approximately 120 new parking spaces. Please note that only *Scenario "C"* best enables the CRA to preserve any funds for future capital needs downtown.

**(A) Scenario "A" Summary (BP) = \$2,226,677**

City leases 195 public parking spaces and maintains 215 spaces; the City is paid a lesser amount (\$200,000 or appraised value) for the Monroe lot property, which then gets applied toward the buy down amount; City buys down lower \$233,483 annual lease stream payments @5.2% for 20 years, to a fixed cost of \$150,000 annually for 17 years.

**(B) Scenario "B" Summary (BP) = \$2,638,748**

City leases and maintains 215 public parking spaces; amount paid to City for Monroe lot property is an agreed-upon \$400,000 amortized over 20 years @5.2% (\$32,211 / yr.); City buys down \$257,430 annual lease stream payments @5.2% for 20 years, to a fixed cost of \$150,000 annually for 17 years.

**(C) Scenario "C" Summary (BP) = \$2,927,717**

City leases and maintains 215 public parking spaces; amount paid to City for Monroe lot property is an agreed-upon \$400,000 amortized over 20 years @5.2% (\$32,211 / yr.); City buys down \$257,430 annual lease stream payments @5.2% for 20 years, to a fixed cost of \$115,000 annually for 17 years.

**Staff is recommending Scenario "C" (full amount of BP funding).** As previously mentioned, it is the only plan resulting in a manageable level of ongoing annual expenses, thus allowing the Community Redevelopment Agency to preserve the most robust level of Tax Increment Funds (TIF) possible for other future capital needs downtown.

A summary of changes that compares the general business terms contained in the financial model that aligns with staff's recommendation, Scenario "C", versus the terms from the previous model presented on September 17, 2015, was created due to the number of spaces in the parking garage being expanded (195 versus 156), and now having more refined numbers for the surface parking leases and other costs, such as maintenance and wayfinding. (Attachment 7)

### **AUTHORIZATION POINT #3**

Authorize staff to prepare a draft for Commission review of a Request for Proposal (RFP) for pay stations in the Downtown, per previous Commission direction. The RFP would be published in early spring, and contain specific requirements including:

- (1) Proposals received will need to be based on renting the multi-space-meters for a prescribed period of time, with an option to purchase them at any point during and at the end of the lease term.
- (2) Proposals received will need to have an allowance (for all or a portion) of the rental payments that are made to be credited toward the purchase price of the multi-space-meters.
- (3) Payments on the contract will need to be structured with the first payment having credit terms of net 60 days (minimum), which can then be made monthly thereafter.

### **CONCLUSION**

Staff is recommending approval of all three (3) Authorization Points noted above with the goal of having the pay stations in place by August 1, 2016 for a 2-month educational period during which there will be no-charge for parking, and an operational date for paid parking beginning October 1, 2016.

This will result in a hybrid plan of both paid and free parking. We recommend, in this pilot program, that the pay stations be leased for one year, and then the Parking Management System will be evaluated. During that time, visitors to Downtown can choose to either park closer to Main Street in a time-limited paid area, or for longer periods of time, in free parking lots that are a short distance away. Patrons of our Downtown can make a choice that best suits their parking need on any given day. In addition, paid parking for closer-in parking spaces will also act as a tool to ensure parking turnover, a goal of any Parking Management Strategy.

There will also be implementation of easily-understood signs directing motorists to the type of parking they are seeking. Long-term lots will be marketed to employees of businesses, those planning to "park and ride" the Jolley Trolley, and use the Pinellas Trail.

The revenue derived from downtown paid parking will be spent on sustaining parking lot leases downtown, helping to pay for a parking garage, and supporting the overall parking system (wayfinding, enforcement, etc.) This parking revenue will also enable the City to meet future parking needs such as a second parking garage and/or additional surface lots.

Once the plan becomes operational, the result will be more parking availability for visitors to downtown and the strengthening of the business environment.

# **DOWNTOWN PARKING AUTHORIZATION**

for  
Parking Management System

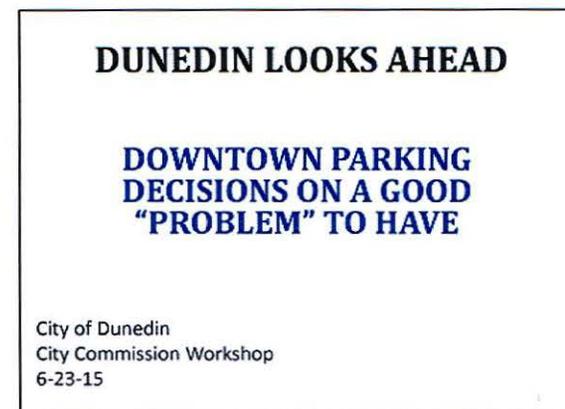
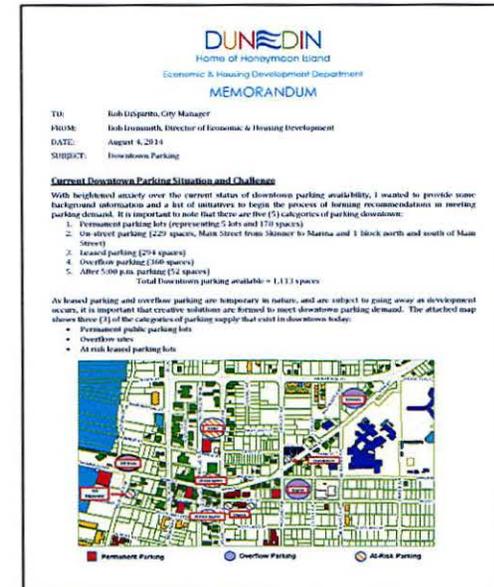
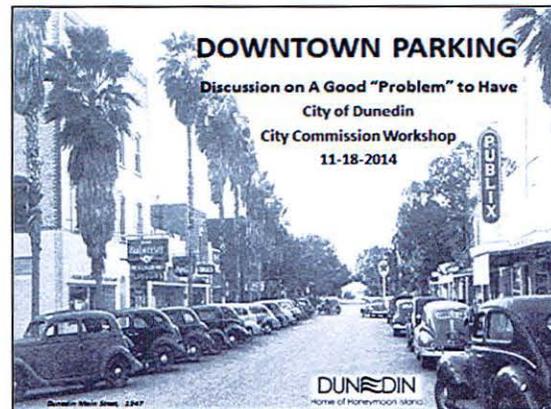
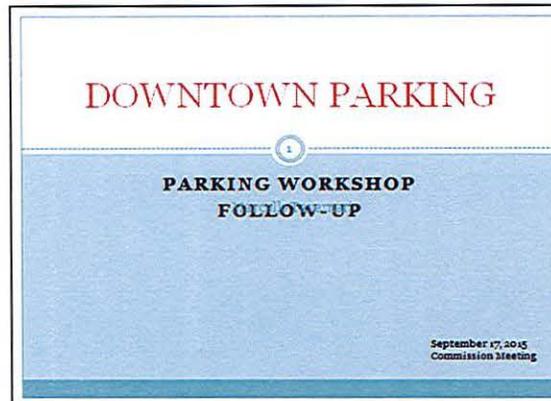
January 7, 2016

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# Downtown Parking

## Parking Presentations:

- ❑ 8/4/2014
- ❑ 11/18/2014
- ❑ 6/23/2015
- ❑ 9/17/2015
- ❑ Today



# Four Pillars of Parking



Wayfinding



Parking Turnover



Parking Stock

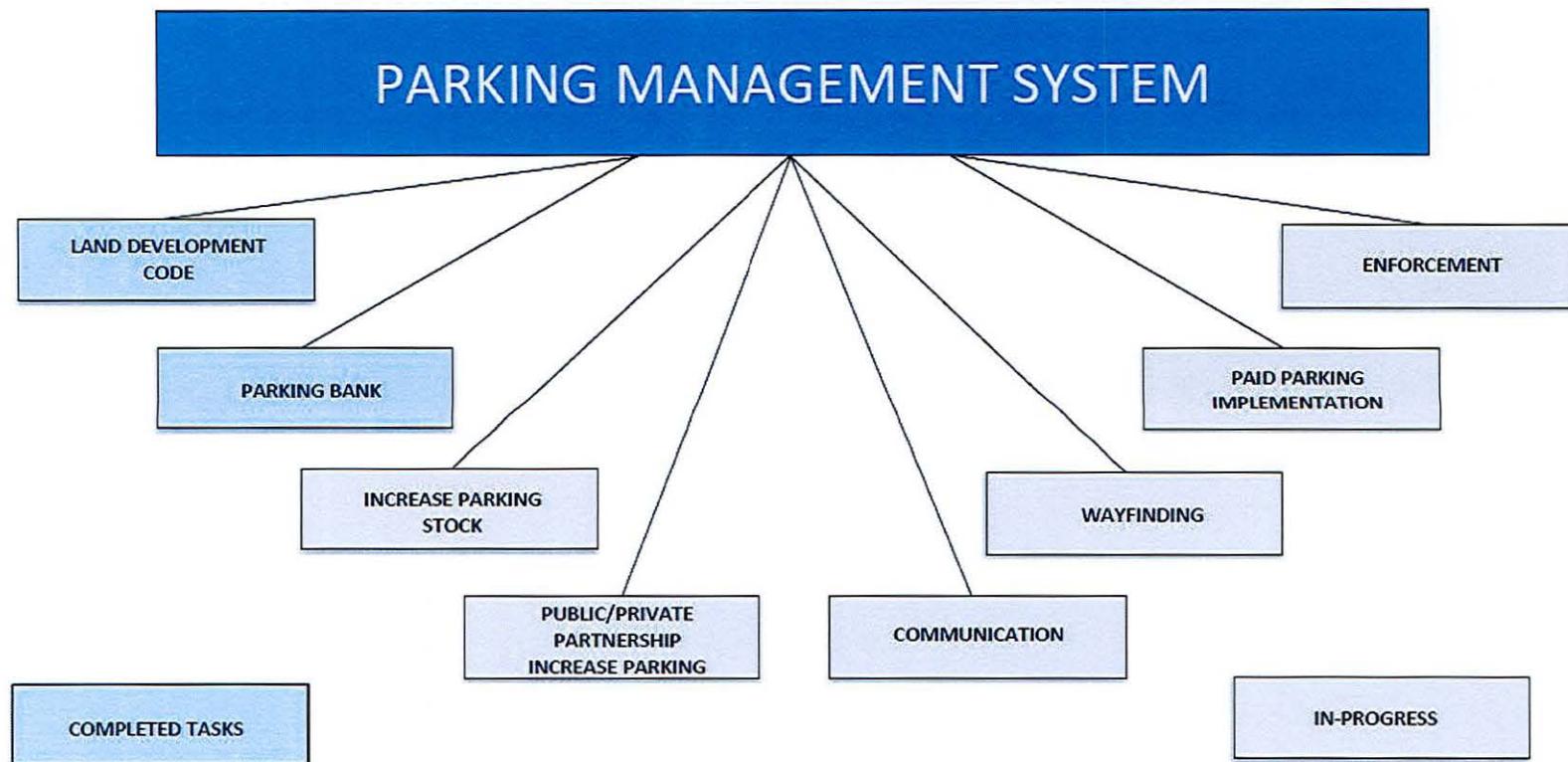


Parking Bank



# DOWNTOWN PARKING PLAN MOVING AHEAD

*8 Spokes of the Parking Management System*



# PARKING MANAGEMENT SYSTEM

Critical Path Schedule  
Progress to date

# Parking Management System

## ▣ Land Development Code

		Monthly Increments															
		Completed	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16
<b>Land Development Code:</b>								5 months total time									
	Draft revised parking requirements	√															
	Changes to Local Planning Agency	√															
	Ordinance for paid parking																



# Parking Management System

- ▣ Increase parking through lease agreements

	Completed	Monthly Increments												
		Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16
<b>Increase Parking Stock:</b>		<p>9 months total time</p>												
<b>(New Lease Opportunities)</b>														
Conduct inventory assessment	✓													
Marina parking (26 new spaces)	✓													
Prepare draft/228 Main Lot Lease	✓													
228 Main Lot to Commission														
Prepare draft/Mease Materials Lot Lease	✓													
Mease Materials Lot cost for site	✓													
Virginia Street Lot special event parking	✓													
Mease Materials Lot construction (June 1)														



# Parking Management System

## ▣ Communication

	Completed	Monthly Increments												13 months total time	
		Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16		Oct-16
<b>Communication:</b>															
Flyers (Employee Parking Lots)	✓														
Community Redevelopment Agency Advisory Committee - Nov 4	✓														
Downtown Dunedin Merchants Association - Nov 4	✓														
City Web site															
Parking Brochure (Free/Paid)															



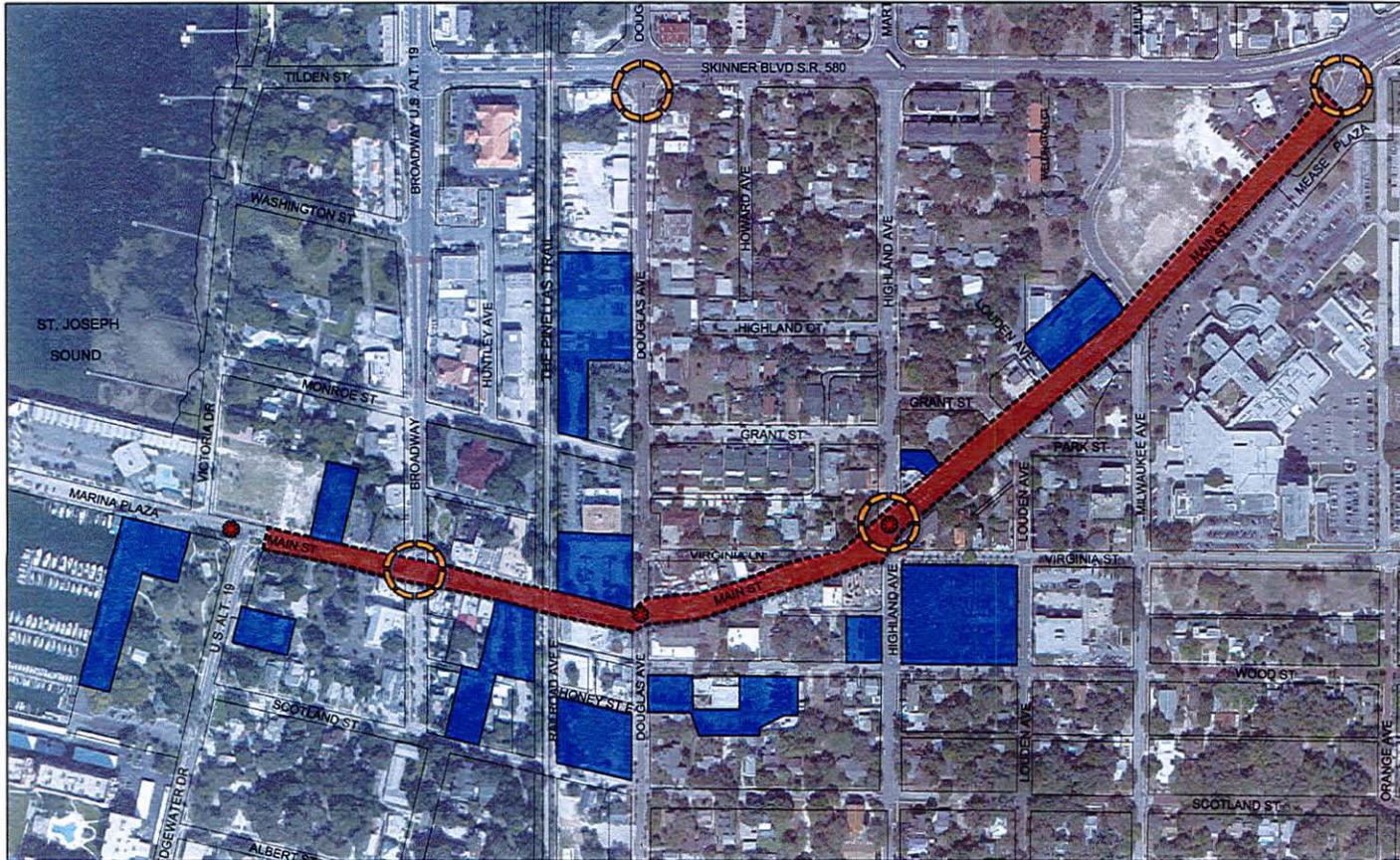
# Parking Management System

## ▣ Paid Parking Implementation

	Completed	Monthly Increments												
		Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16
<b>Paid Parking Revenue Component</b>		12 months total time												
Research types, costs and designs of pay stations available	√													
RFP authorization for pay station supplier														
Survey public re: pay station look/user friendly preferences														
Select pay station vendor														
Prep pads for pay station installation														
Pay stations positioned and operational														
Allow for 2-month education period														
Paid system operational (October 1, 2016)														



# Wayfinding



# Downtown Parking

***THE BIG QUESTION:  
WHERE'S THE PARKING?***

## **Team Members:**

Bob Ironsmith

Joan Rice

Trevor Davis

Courtney King

Jeff Streder

Jennifer Jewel

Marcello Tavernari

Greg Rice



# Wayfinding Signage

## Phase 1

Questions Regarding Existing Conditions:

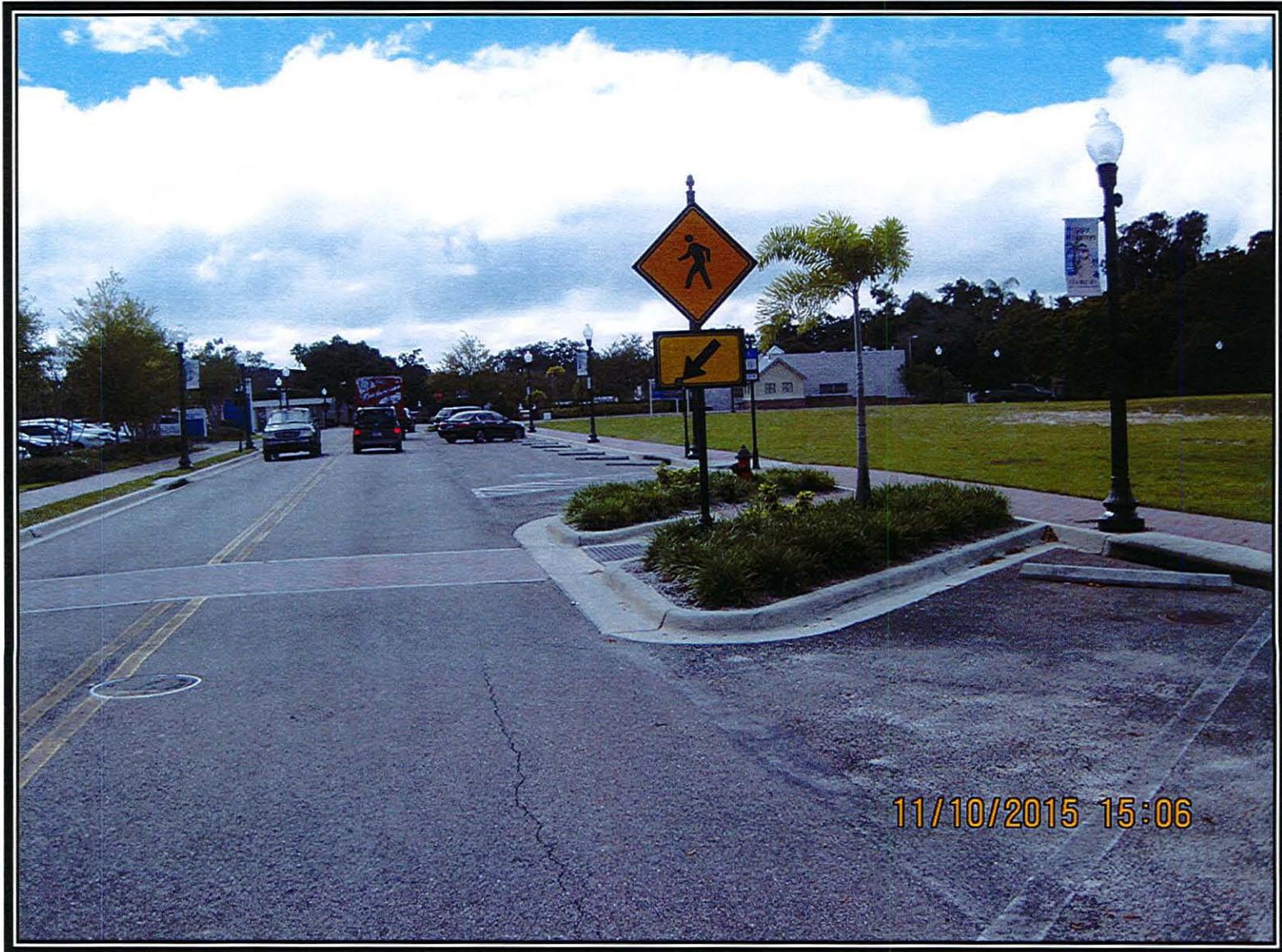
- Are the parking signs located in key locations?
- Do the parking signs attract attention?
- Should we add more parking signs?



**Can you read the sign?**



**Can you read the sign?**



**Simple Sign: No words, just symbols**



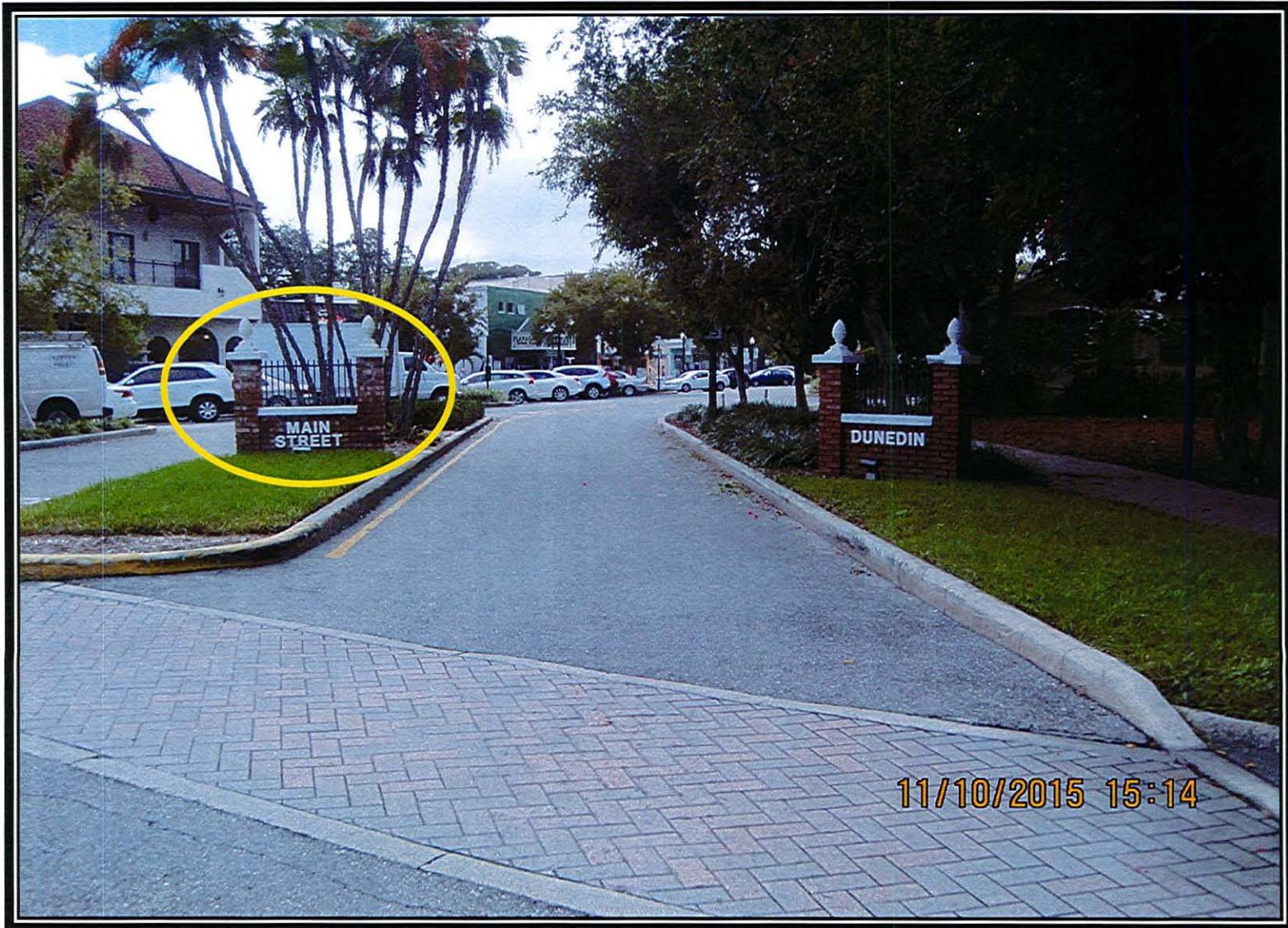
**Find the: Library and Blue Jays Signs**



**Find the: Parking and Informational Signs**



**Where is the parking sign? What if you're lost ?**



**Is this information useful? The downtown area has grown.**



**Notice how the pedestrian sign pops?**



**Is this a City-owned parking lot or private? Signage?**



**Can you see the parking sign?**



**Which sign catches the eye?**



**Mixed message?**



**PSTA Sign – Could this be enhanced?**



Pop?

# Wayfinding Signage

**Phase 1: Initial analysis complete**

**CONCLUSION:**

Public Parking is:

- Hard to find
- Confusing

**Too much information can be confusing**

**Therefore, we need to:**

- Remove some signs
- Make signs uniform
- Install new signs (for Parking)

# Wayfinding Signage

The Plan would:

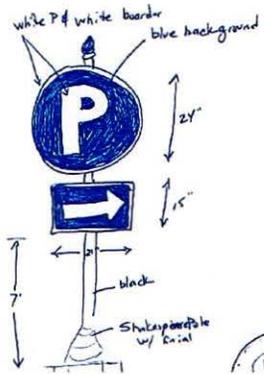
- Remove some signs
- Make signs uniform



# Wayfinding Signage

## The Plan would:

- Create new signs
- Provide uniform specifications for future signs



# Wayfinding Signage

## The Plan would:

- Organize Parking: Free / Paid / Temporary
- Create Branding / Artistic signage
- Create signage priority/hierarchy of information
- Create gateway entrance points
- Create uniform standards for all business signage

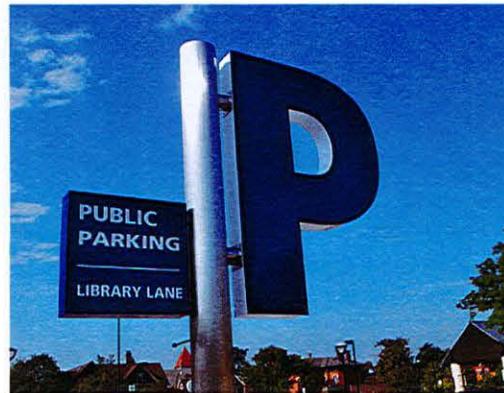
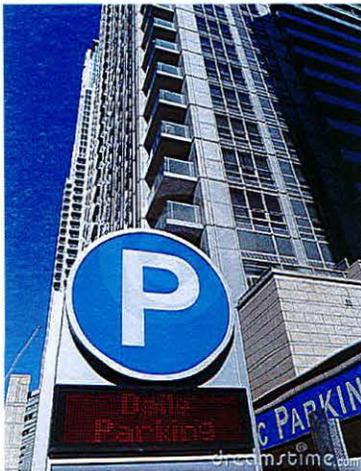


# Wayfinding Signage

The Plan would:

Give guidance on future parking garage

- Electronic
- Lighted sign options



# Wayfinding Signage

The Plan would:

Look at options on Pavement Markings



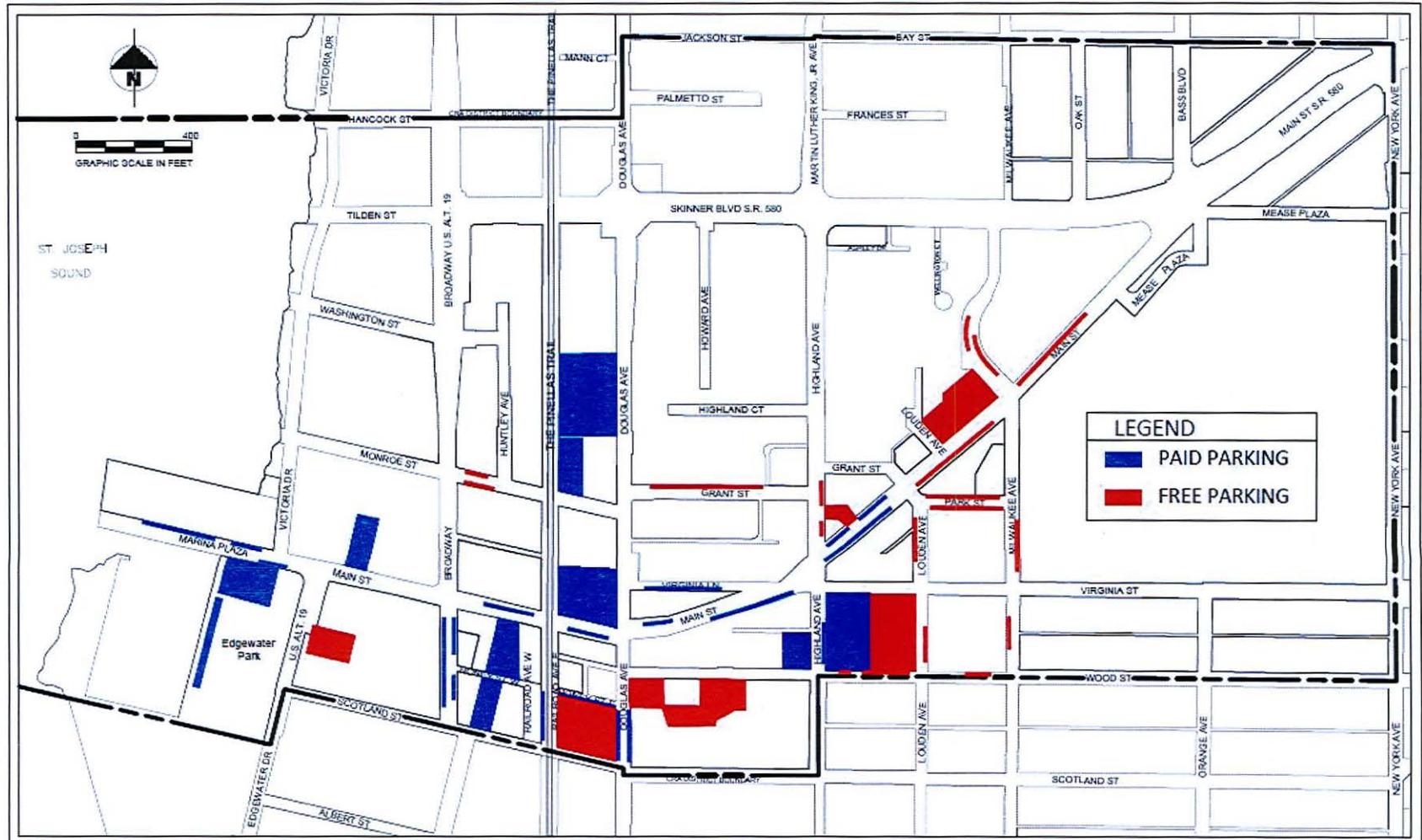
# Wayfinding Signage

## Next Steps:

1. Community Redevelopment Agency Advisory Committee Presentation (January 2016)
2. Downtown Parking Advisory Committee Presentation (January 2016)
3. Community Redevelopment Agency Presentation (January 2016)
4. Explore artistic elements with Arts/Culture
5. Move forward with Consultant

**\*Master Downtown Signage / Parking Plan\***

# PROPOSED HYBRID PROGRAM FREE/PAID PARKING



# Proposed Parking Management System

- 215 parking spaces at 940/966 Douglas Avenue site
- 120 new leased surface lot parking spaces
- Wayfinding
- Communication
- Paid/Free areas
- Enforcement

# Staff Recommends Scenario “C”

## **General Business Terms Negotiated for Garage Development Agreement:**

- City Leases ALL 215 Public Spaces (195 in garage; 20 on street).
- City buys down \$257,430 annual lease stream @5.2% for 20 years, to a fixed \$115,000 annual payment for 17 years.
- 2.5% Escalator per year applied to starting maintenance cost of \$500 per garage space (195) and \$250 per on-street space (20).
- City is paid \$400,000 over time for Monroe lot property in the form of an annual land credit.

# Staff Recommends Scenario “C”

## General Business Terms for New Lease Opportunities:

- \$45,000 Years 1 & 2; Year 3 \$62,424 increasing @2% per year for Mease Materials property. (85 new parking spaces)
- \$24,000 annual rent for a 5 year term; renegotiated thereafter (est. \$30,000). (41 new parking spaces)
- \$105,000 estimated for site preparation on both properties. (includes demolition of an existing structure on the Mease Materials property).

# Staff Recommends Scenario "C"

		INITIAL FUNDING NEEDED UNTIL BP COSTS CAN BE SHIFTED TO TIF (3 YRS)					
<i>Plan Element</i>		<i>Funding Source</i>			<i>Parking Spaces</i>		<i>Lease Terms</i>
		CRA	BP	General Fund	Created	Retained	Years
1	New Lease Opportunities (est. Rent & Capital)		\$329,424		120		5 years
2	Keller DA Upfront Lease Buy Down		\$1,974,674				
4	Keller DA Lease (\$115K/yr)		\$345,000		100	115	20 years (paid for 17)
5	Wayfinding (Concept Plan / Const. Plan & Signs)	\$20,000	\$40,000			-	
6	Communication (get the word out)	\$15,000					
7	Consultant		\$20,000				
8	Enforcement Startup			\$35,000			
9	Enforcement			\$245,000			
10	Maintenance (Avg \$105,084/yr)		\$315,252				
11	DA Land Credit (\$32,211/yr)		(\$96,633)				
	<b>TOTALS</b>	<b>\$35,000</b>	<b>\$2,927,717</b>	<b>\$280,000</b>	<b>220</b>	<b>115</b>	

Shaded items are one-time non-recurring costs in order to get Parking Mgmt Plan off the ground.

# Staff Recommends Scenario "C"

		ANNUAL ONGOING FUNDING REQUIRED AFTER 3 YRS (SHIFTING TO TIF REVENUE)					
<i>Plan Element</i>		<i>Funding Source</i>			<i>Parking Spaces</i>		<i>Lease Terms</i>
		CRA	BP	General Fund	Created	Retained	Years
1	New Lease Opportunities (est. Rent Pmts)	\$95,000			120		5 years
2	Keller DA Upfront Lease Buy Down		\$0				
4	Keller DA Lease (\$115K/yr)	\$115,000			100	115	20 years (paid for 17)
5	Wayfinding (Concept Plan / Const. Plan & Signs)	\$0	\$0			-	
6	Consultant		\$0				
7	Enforcement Startup			\$0			
8	Enforcement			\$90,000			
9	Maintenance (Median Yrs 4-20 - \$134,957/yr)	\$134,957					
10	DA Land Credit (\$32,211/yr)	(\$32,211)					
<b>TOTALS</b>		<b>\$312,746</b>	<b>\$0</b>	<b>\$90,000</b>	<b>220</b>	<b>115</b>	

Shaded items are one-time non-recurring costs in order to get Parking Mgmt Plan off the ground.

Parking Enforcement not an allowable CRA expense; therefore cannot be shifted to TIF Revenue after 3 yrs.

# Staff Recommends Scenario "C"

		PROJECTION OF NEW TIF REVENUE TO COME FROM COMPLETED CRA PROJECTS PROPOSED OR UNDERWAY					
Project Name		Projected TIF Revenue During Incentive Period				Projected TIF Revenue Post Incentive Period	
		Estimated Taxable Value	Annual TIF	TIF Rebate / LDO	Net TIF	Estimated Taxable Value	Annual TIF
1	Gateway	\$13,297,872	\$125,000	\$31,250	\$93,750	\$14,095,744	\$99,375
	25% TIF Rebate in place for 12 yrs						
2	Victoria Place	\$13,297,872	\$125,000	\$43,750	\$81,250	\$14,095,744	\$132,500
	35% Transfer to LDO						
3	Casco Veijo	\$1,595,744	\$15,000	\$0	\$15,000	\$1,691,489	\$15,900
	No TIF Rebate / Transfer to LDO						
4	Highland	\$9,042,553	\$85,000	\$8,500	\$76,500	\$9,585,106	\$90,100
	10% Transfer to LDO						
5	Keller	\$10,000,000	\$94,000	\$32,900	61,100	\$10,600,000	\$99,640
	35% Transfer to LDO						
<b>TOTALS</b>		<b>\$47,234,041</b>	<b>\$444,000</b>	<b>\$116,400</b>	<b>\$327,600</b>	<b>\$50,068,083</b>	<b>\$437,515</b>
<b>ANNUAL FUNDING NEEDED</b>					<b>\$312,746</b>		<b>\$312,746</b>
<b>VARIANCE OVER / (UNDER)</b>					<b>\$14,854</b>		<b>\$124,769</b>

LDO Credits (does not include Gateway) 15% Public Spaces; 10% Architecture and 10% Mixed Use made part of TIF Rebate.



# Authorization Point #2

Amount of BP funds to allocate NOW to these Parking Management System initiatives?

Staff recommends ALL available BP funding - \$2.929 Million

## Reasons:

Minimize ongoing annual expenses.

Preserve as much future CRA revenue for other Downtown capital needs as possible.

# Authorization Point #3

Authorization by Commission for Staff to prepare draft RFP for pay station vendors.

Leasing multi-space meters with a portion or all of payments applied to purchase.

Payments on contract to occur after 60 days.

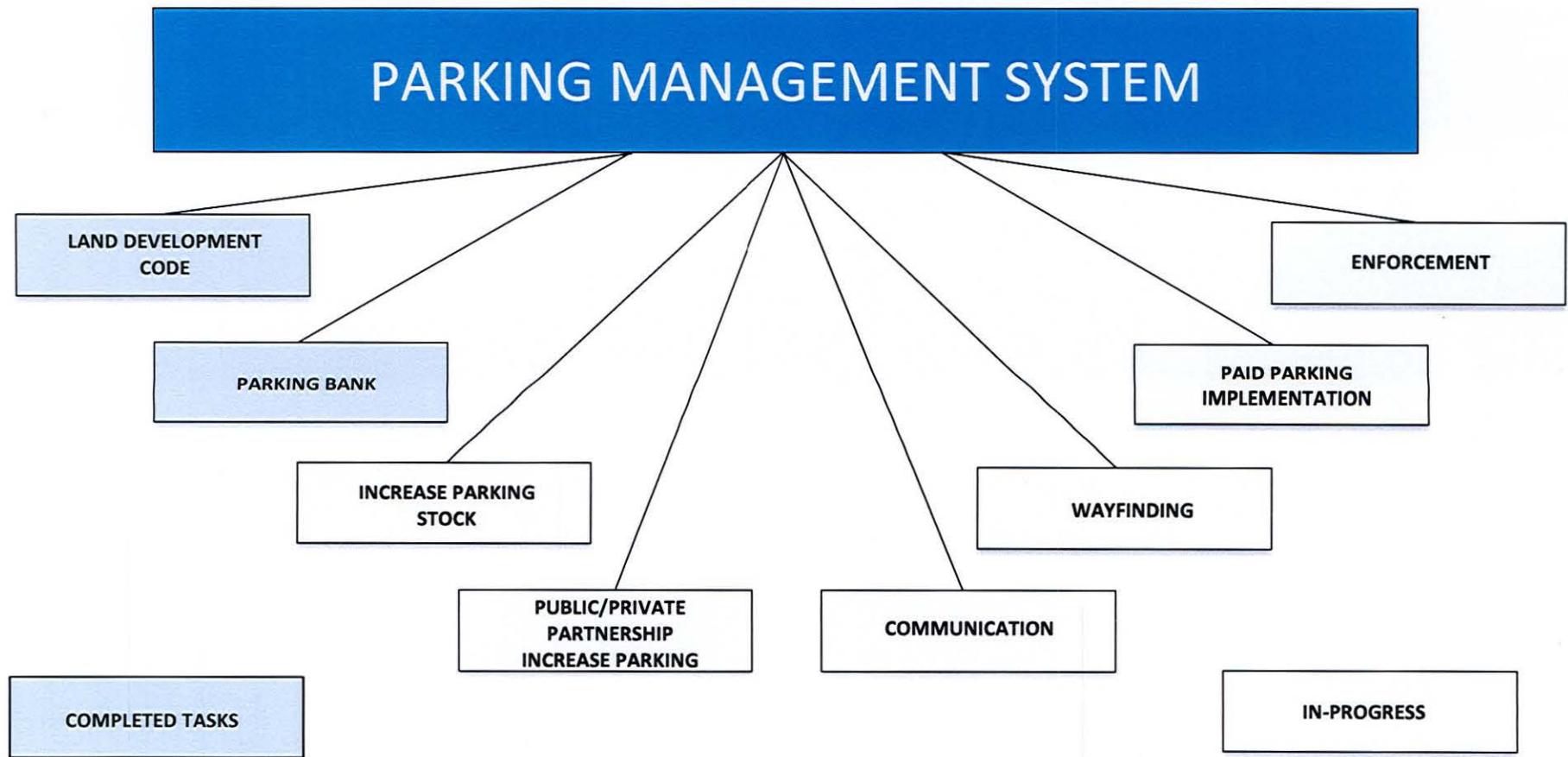
# Summary

Series of Key Authorizations  
leads to October 1, 2016 Operational Date

- 220 net new parking spaces
- Comprehensive Wayfinding
- Preserve Future CRA Revenue

# DOWNTOWN PARKING PLAN MOVING AHEAD

## *8 Spokes of the Parking Management System*



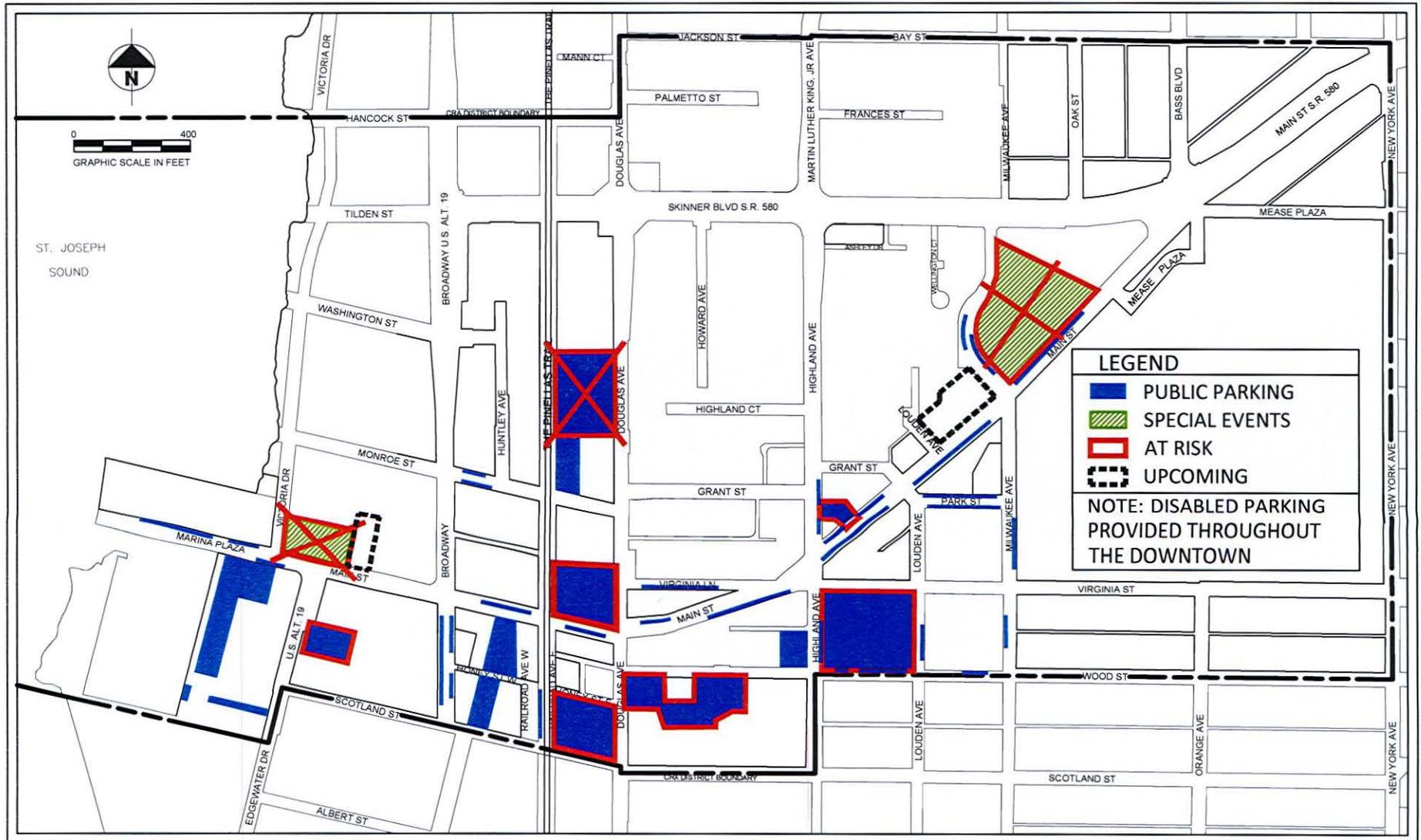
# Parking Management System

## Critical Path Schedule

		Monthly Increments															
	Completed	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	
<b>Land Development Code:</b>		5 months total time															
Draft revised parking requirements	v																
Changes to LPA	v																
Ordinance for paid parking																	
<b>Parking Bank:</b>		2 months total time															
Draft revisions to LDC	v																
LPA approval	v																
Revisions to CC (1st & 2nd Reading)																	
<b>Increase Parking Stock: (New Lease Opportunities)</b>		9 months total time															
Conduct inventory assessment	v																
Marina parking (26 new spaces)	v																
Prepare draft/826 Broadway Lot Lease	v																
228 Broadway Lot to Commission																	
Prepare draft/Mease Materials Lot Lease	v																
Mease Materials Lot cost for site	v																
Marina - 25 spaces																	
Virginia Street special event parking	v																
Mease Materials construction (June 1)																	
<b>Development Agreement w/Parking Structure:</b>		7 months total time															
Enter into negotiations	v																
Term sheet																	
Draft Agreement																	
DRC - Oct 28	v																
LPA - Jan 2016																	
CC - Feb 4																	
CC - Feb 18																	
Infrastructure plan submitted to City for approval																	
City notification of decision on infrastructure review																	
Construction of development w/public garage begins																	
<b>Communication:</b>		13 months total time															
Flyers (Employee Parking Lots)	v																
CRAAC - Nov 4	v																
DDMA - Nov 4	v																
Web site																	
Parking Brochure (Free/Paid)																	
<b>Wayfinding:</b>		8 months total time															
Form internal wayfinding task force (Oct 26)	v																
Physical survey of current signage deficiencies	v																
Conceptual plan for sign type and placement																	
Wayfinding plan																	
Construction package																	
RFP to select sign provider																	
Research parking app for cell phones																	
Artistic component																	
<b>Paid Parking Revenue Component</b>		12 months total time															
Research types, costs and designs of pay stations available	v																
RFP authorization for pay station supplier																	
Survey public re: pay station look/user friendly preferences																	
Select pay station vendor																	
Prep pads for pay station installation																	
Pay stations positioned and operational																	
Allow for 2-month education period																	
Paid system operational (October 1)																	
<b>Enforcement:</b>		4 months total time															
Sheriff's Proposal	v																
Obtain start up equipment for enforcement																	
Sheriff hiring and training of enforcement staff																	
Parking Ambassadors options																	

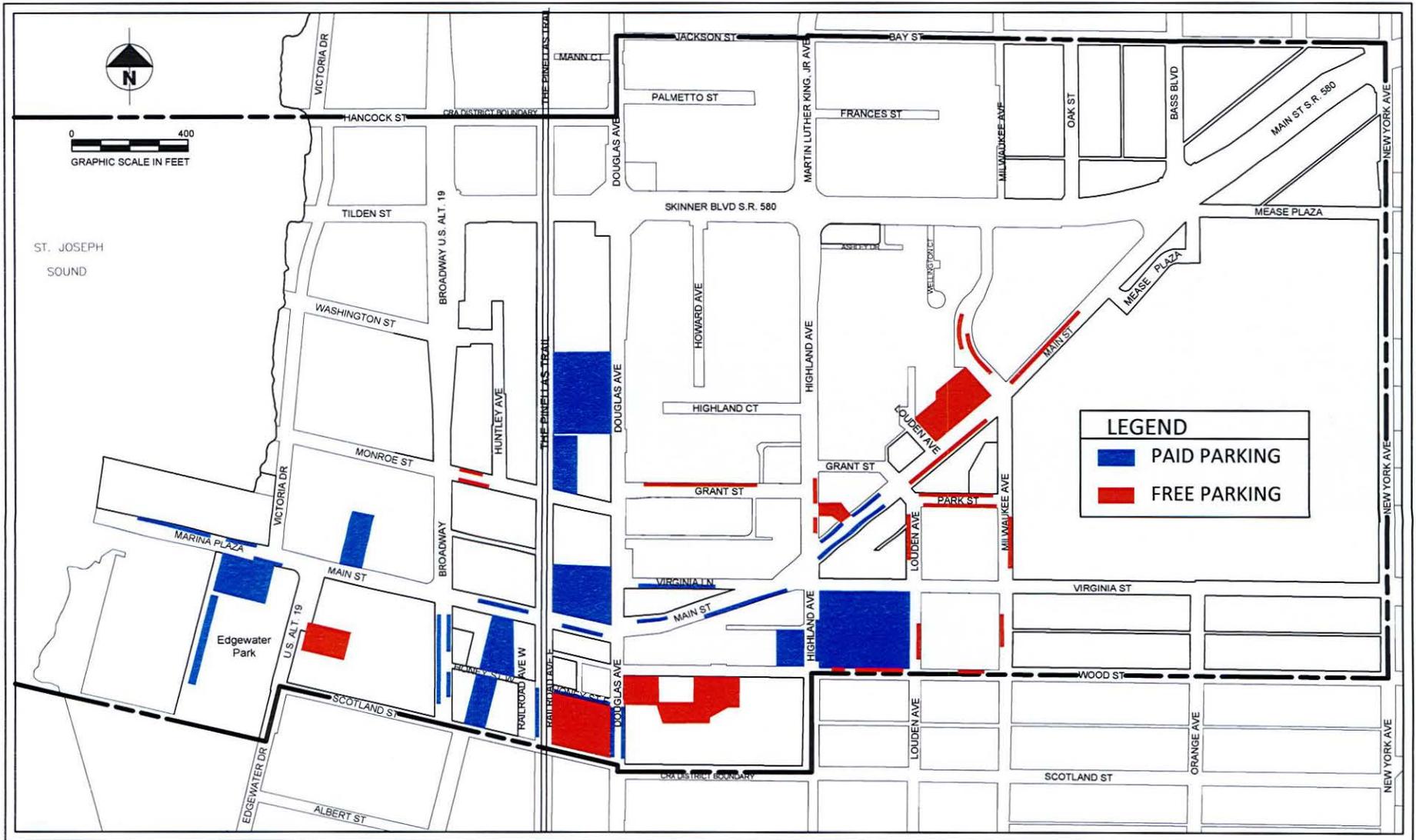
Color Coding Key  
 Darker Shaded - Work Completed  
 Lighter Shaded - Work Remaining  
 v - Completed

# CITY OF DUNEDIN DOWNTOWN PUBLIC PARKING (AT RISK)



4

# PROPOSED HYBRID PROGRAM FREE / PAID PARKING



**FINANCIAL MODEL FOR PARKING MANAGEMENT SYSTEM - SCENARIO A**  
**UTILIZES LESS BP FUNDS RESULTING IN HIGHER ANNUAL ONGOING COSTS TO CRA**  
**(A NEW REVENUE SOURCE BECOMES NEEDED TO SUPPLEMENT CRA)**

12-11-15

**General Business Terms Negotiated for Garage Development Agreement:**

- \* City Leases **ONLY** the 195 Public Spaces in garage
- \* City buys down a **REDUCED** \$233,483 annual lease stream @5.2% for 20 years to a fixed \$150,000 annual payment for 17 years
- \* 2.5% Escalator per year applied to starting maintenance cost of \$500 per garage space (195) and \$250 per on street space (20)
- \* City is paid a **REDUCED** \$200,000 for Monroe property in the form of a **LUMP SUM** which is applied against the upfront buydown

**General Business Terms for New Lease Opportunities**

- \* \$45,000 Yrs 1 & 2; Yr 3 \$62,424 increasing @2% per year for Mease Materials property
- \* \$24,000 annual rent for a 5 year term; renegotiated thereafter (est. \$30,000)
- \* \$105,000 estimated for site preparation on both properties (includes demolition of an existing structure on the Mease Materials property)

	Plan Element	INITIAL FUNDING NEEDED UNTIL BP COSTS CAN BE SHIFTED TO TIF (3 YRS)					Lease Terms Years	
		Funding Source			Parking Spaces			
		CRA	BP	General Fund	Created	Retained		
1	New Lease Opportunities (est. Rent & Capital)		\$329,424			120		5 years
2	Keller DA Upfront Lease Buy Down		\$1,057,001					
4	Keller DA Lease (\$150K/yr)		\$450,000			100	115	20 years (paid for 17)
5	Wayfinding (Concept Plan / Const. Plan & Signs)	\$20,000	\$40,000					
6	Communication (get the word out)		\$15,000					
7	Consultant		\$20,000					
8	Enforcement Startup			\$35,000				
9	Enforcement			\$245,000				
10	Maintenance (Avg \$105,084/yr)		\$315,252					
11	DA Land Credit is foregone							
	<b>TOTALS</b>	<b>\$20,000</b>	<b>\$2,226,677</b>	<b>\$280,000</b>		<b>220</b>	<b>115</b>	

Shaded items are one-time non-recurring costs in order to get Parking Mgmt Plan off the ground

		ANNUAL ONGOING FUNDING REQUIRED AFTER 3 YRS UPON SHIFTING TO TIF REVENUE					
Plan Element		Funding Source			Parking Spaces		Lease Terms
		CRA	BP	General Fund	Created	Retained	Years
1	New Lease Opportunities (est. Rent Pmts)	\$95,000			120		5 years
2	Keller DA Upfront Lease Buy Down						
4	Keller DA Lease (\$150K/yr)	\$150,000			100	115	20 years (paid for 17)
5	Wayfinding (Concept Plan / Const. Plan & Signs)						
6	Consultant						
7	Enforcement Startup						
8	Enforcement			\$90,000			
9	Maintenance (Median Yrs 4-20 - \$134,957/yr)	\$134,957					
10	DA Land Credit is foregone						
<b>TOTALS</b>		<b>\$379,957</b>	<b>\$0</b>	<b>\$90,000</b>	<b>220</b>	<b>115</b>	

Shaded items are one-time non-recurring costs in order to get Parking Mgmt Plan off the ground  
 Parking Enforcement not an allowable CRA expense; therefore can not be shifted to TIF Revenue after 3 yrs

		PROJECTION OF NEW TIF REVENUE TO COME FROM COMPLETED CRA PROJECTS PROPOSED OR UNDERWAY					
Project Name		Projected TIF Revenue During Incentive Period			Projected TIF Revenue Post Incentive Period		
		Estimated Taxable Value	Annual TIF	TIF Rebate / LDO	Net TIF	Estimated Taxable Value	Annual TIF
1	Gateway 25% TIF Rebate in place for 12 yrs	\$13,297,872	\$125,000	\$31,250	\$93,750	\$14,095,744	\$99,375
2	Victoria Place 35% Transfer to LDO	\$13,297,872	\$125,000	\$43,750	\$81,250	\$14,095,744	\$132,500
3	Casco Veijo No TIF Rebate / Transfer to LDO	\$1,595,744	\$15,000	\$0	\$15,000	\$1,691,489	\$15,900
4	Highland 10% Transfer to LDO	\$9,042,553	\$85,000	\$8,500	\$76,500	\$9,585,106	\$90,100
5	Keller 35% Transfer to LDO	\$10,000,000	\$94,000	\$32,900	61,100	\$10,600,000	\$99,640
<b>TOTALS</b>		<b>\$47,234,041</b>	<b>\$444,000</b>	<b>\$116,400</b>	<b>\$327,600</b>	<b>\$50,068,083</b>	<b>\$437,515</b>
<b>ANNUAL FUNDING NEEDED</b>					<b>\$379,957</b>		<b>\$379,957</b>
<b>VARIANCE OVER / (UNDER)</b>					<b>-\$52,357</b>		<b>\$57,558</b>

LDO Credits (does not include Gateway) 15% Public Spaces; 10% Architecture and 10% Mixed Use made part of TIF Rebate

**FINANCIAL MODEL FOR PARKING MANAGEMENT SYSTEM - SCENARIO B  
UTILIZES MORE BP FUNDS RESULTING IN LOWER ANNUAL ONGOING COSTS TO CRA  
(A NEW REVENUE SOURCE BECOMES NEEDED TO SUPPLEMENT CRA)**

12-11-15

**General Business Terms Negotiated for Garage Development Agreement:**

- \* City Leases ALL 215 Public Spaces (195 in garage; 20 on street)
- \* City buys down \$257,430 annual lease stream @5.2% for 20 years to a fixed \$150,000 annual payment for 17 years
- \* 2.5% Escalator per year applied to starting maintenance cost of \$500 per garage space (195) and \$250 per on street space (20)
- \* City is paid \$400,000 OVER TIME for Monroe property in the form of an annual land credit

**General Business Terms for New Lease Opportunities**

- \* \$45,000 Yrs 1 & 2; Yr 3 \$62,424 increasing @2% per year for Mease Materials property
- \* \$24,000 annual rent for a 5 year term; renegotiated thereafter (est. \$30,000)
- \* \$105,000 estimated for site preparation on both properties (includes demolition of an existing structure on the Mease Materials property)

		INITIAL FUNDING NEEDED UNTIL BP COSTS CAN BE SHIFTED TO TIF (3 YRS)						
Plan Element		Funding Source			Parking Spaces		Lease Terms	
		CRA	BP	General Fund	Created	Retained	Years	
1	New Lease Opportunities (est. Rent & Capital)		\$329,424			120		5 years
2	Keller DA Upfront Lease Buy Down		\$1,565,705					
4	Keller DA Lease (\$150K/yr)		\$450,000			100	115	20 years (paid for 17)
5	Wayfinding (Concept Plan / Const. Plan & Signs)	\$20,000	\$40,000					
6	Communication (get the word out)		\$15,000					
7	Consultant		\$20,000					
8	Enforcement Startup			\$35,000				
9	Enforcement			\$245,000				
10	Maintenance (Avg \$105,084/yr)		\$315,252					
11	DA Land Credit (\$32,211/yr)		(\$96,633)					
	<b>TOTALS</b>	\$20,000	\$2,638,748	\$280,000		220	115	

Shaded items are one-time non-recurring costs in order to get Parking Mgmt Plan off the ground

		ANNUAL ONGOING FUNDING REQUIRED AFTER 3 YRS UPON SHIFTING TO TIF REVENUE					
Plan Element		Funding Source			Parking Spaces		Lease Terms
		CRA	BP	General Fund	Created	Retained	Years
1	New Lease Opportunities (est. Rent Pmts)	\$95,000			120		5 years
2	Keller DA Upfront Lease Buy Down						
4	Keller DA Lease (\$150K/yr)	\$150,000			100	115	20 years (paid for 17)
5	Wayfinding (Concept Plan / Const. Plan & Signs)						
6	Consultant						
7	Enforcement Startup						
8	Enforcement			\$90,000			
9	Maintenance (Median Yrs 4-20 - \$134,957/yr)	\$134,957					
10	DA Land Credit (\$32,211/yr)	(\$32,211)					
<b>TOTALS</b>		<b>\$347,746</b>	<b>\$0</b>	<b>\$90,000</b>	<b>220</b>	<b>115</b>	

Shaded items are one-time non-recurring costs in order to get Parking Mgmt Plan off the ground  
 Parking Enforcement not an allowable CRA expense; therefore can not be shifted to TIF Revenue after 3 yrs

		PROJECTION OF NEW TIF REVENUE TO COME FROM COMPLETED CRA PROJECTS PROPOSED OR UNDERWAY					
Project Name		Projected TIF Revenue During Incentive Period			Projected TIF Revenue Post Incentive Period		
		Estimated Taxable Value	Annual TIF	TIF Rebate / LDO	Net TIF	Estimated Taxable Value	Annual TIF
1	Gateway	\$13,297,872	\$125,000	\$31,250	\$93,750	\$14,095,744	\$99,375
	25% TIF Rebate in place for 12 yrs						
2	Victoria Place	\$13,297,872	\$125,000	\$43,750	\$81,250	\$14,095,744	\$132,500
	35% Transfer to LDO						
3	Casco Veijo	\$1,595,744	\$15,000	\$0	\$15,000	\$1,691,489	\$15,900
	No TIF Rebate / Transfer to LDO						
4	Highland	\$9,042,553	\$85,000	\$8,500	\$76,500	\$9,585,106	\$90,100
	10% Transfer to LDO						
5	Keller	\$10,000,000	\$94,000	\$32,900	61,100	\$10,600,000	\$99,640
	35% Transfer to LDO						
<b>TOTALS</b>		<b>\$47,234,041</b>	<b>\$444,000</b>	<b>\$116,400</b>	<b>\$327,600</b>	<b>\$50,068,083</b>	<b>\$437,515</b>
<b>ANNUAL FUNDING NEEDED</b>					<b>\$347,746</b>		<b>\$347,746</b>
<b>VARIANCE OVER / (UNDER)</b>					<b>-\$20,146</b>		<b>\$89,769</b>

LDO Credits (does not include Gateway) 15% Public Spaces; 10% Architecture and 10% Mixed Use made part of TIF Rebate

**FINANCIAL MODEL FOR PARKING MANAGEMENT SYSTEM - SCENARIO C**  
**UTILIZES ALL OF THE BP FUNDS RESULTING IN ABSOLUTE LOWEST ANNUAL ONGOING COSTS TO CRA**  
**(INCREMENTAL NEW CRA REVENUE ALONE CAN STILL SUPPORT ANNUAL ONGOING COSTS)**

12-11-15

**General Business Terms Negotiated for Garage Development Agreement:**

- \* City Leases ALL 215 Public Spaces (195 in garage; 20 on street)
- \* City buys down \$257,430 annual lease stream @5.2% for 20 years to a fixed \$115,000 annual payment for 17 years
- \* 2.5% Escalator per year applied to starting maintenance cost of \$500 per garage space (195) and \$250 per on street space (20)
- \* City is paid \$400,000 OVER TIME for Monroe property in the form of an annual land credit

**General Business Terms for New Lease Opportunities**

- \* \$45,000 Yrs 1 & 2; Yr 3 \$62,424 increasing @2% per year for Mease Materials property
- \* \$24,000 annual rent for a 5 year term; renegotiated thereafter (est. \$30,000)
- \* \$105,000 estimated for site preparation on both properties (includes demolition of an existing structure on the Mease Materials property)

		INITIAL FUNDING NEEDED UNTIL BP COSTS CAN BE SHIFTED TO TIF (3 YRS)					
	Plan Element	Funding Source			Parking Spaces		Lease Terms Years
		CRA	BP	General Fund	Created	Retained	
1	New Lease Opportunities (est. Rent & Capital)		\$329,424			120	5 years
2	Keller DA Upfront Lease Buy Down		\$1,974,674				
4	Keller DA Lease (\$115K/yr)		\$345,000			100	115
5	Wayfinding (Concept Plan / Const. Plan & Signs)	\$20,000	\$40,000				
6	Communication (get the word out)	\$15,000					
7	Consultant		\$20,000				
8	Enforcement Startup			\$35,000			
9	Enforcement			\$245,000			
10	Maintenance (Avg \$105,084/yr)		\$315,252				
11	DA Land Credit (\$32,211/yr)		(\$96,633)				
	<b>TOTALS</b>	\$35,000	\$2,927,717	\$280,000	220	115	

Shaded items are one-time non-recurring costs in order to get Parking Mgmt Plan off the ground

		ANNUAL ONGOING FUNDING REQUIRED AFTER 3 YRS UPON SHIFTING TO TIF REVENUE					
Plan Element		Funding Source			Parking Spaces		Lease Terms
		CRA	BP	General Fund	Created	Retained	Years
1	New Lease Opportunities (est. Rent Pmts)	\$95,000			120		5 years
2	Keller DA Upfront Lease Buy Down						
4	Keller DA Lease (\$115K/yr)	\$115,000			100	115	20 years (paid for 17)
5	Wayfinding (Concept Plan / Const. Plan & Signs)					-	
6	Consultant						
7	Enforcement Startup						
8	Enforcement			\$90,000			
9	Maintenance (Median Yrs 4-20 - \$134,957/yr)	\$134,957					
10	DA Land Credit (\$32,211/yr)	(\$32,211)					
<b>TOTALS</b>		<b>\$312,746</b>	<b>\$0</b>	<b>\$90,000</b>	<b>220</b>	<b>115</b>	

Shaded items are one-time non-recurring costs in order to get Parking Mgmt Plan off the ground  
 Parking Enforcement not an allowable CRA expense; therefore can not be shifted to TIF Revenue after 3 yrs

		PROJECTION OF NEW TIF REVENUE TO COME FROM COMPLETED CRA PROJECTS PROPOSED OR UNDERWAY					
Project Name		Projected TIF Revenue During Incentive Period			Projected TIF Revenue Post Incentive Period		
		Estimated Taxable Value	Annual TIF	TIF Rebate / LDO	Net TIF	Estimated Taxable Value	Annual TIF
1	Gateway 25% TIF Rebate in place for 12 yrs	\$13,297,872	\$125,000	\$31,250	\$93,750	\$14,095,744	\$99,375
2	Victoria Place 35% Transfer to LDO	\$13,297,872	\$125,000	\$43,750	\$81,250	\$14,095,744	\$132,500
3	Casco Veijo No TIF Rebate / Transfer to LDO	\$1,595,744	\$15,000	\$0	\$15,000	\$1,691,489	\$15,900
4	Highland 10% Transfer to LDO	\$9,042,553	\$85,000	\$8,500	\$76,500	\$9,585,106	\$90,100
5	Keller 35% Transfer to LDO	\$10,000,000	\$94,000	\$32,900	61,100	\$10,600,000	\$99,640
<b>TOTALS</b>		<b>\$47,234,041</b>	<b>\$444,000</b>	<b>\$116,400</b>	<b>\$327,600</b>	<b>\$50,068,083</b>	<b>\$437,515</b>
<b>ANNUAL FUNDING NEEDED</b>					<b>\$312,746</b>		<b>\$312,746</b>
<b>VARIANCE OVER / (UNDER)</b>					<b>\$14,854</b>		<b>\$124,769</b>

LDO Credits (does not include Gateway) 15% Public Spaces; 10% Architecture and 10% Mixed Use made part of TIF Rebate

**SUMMARY OF CHANGES IMPACTING SEPTEMBER 17, 2015  
ESTIMATE OF BP FUNDING (YEARS 1 -3)  
NEEDED FOR PARKING MANAGEMENT SYSTEM INITIATIVES**

GENERAL BUSINESS TERM	INFORMATION USED IN ARRIVING AT 9/17/15 ESTIMATE	CURRENT INFORMATION BASED ON STAFF'S RECOMMENDATION (SCENARIO C)
<b>Development Agreement w/Public Garage:</b>		
Total Public Parking Spaces	176	215
Number of Spaces Leased by City	176	215
Construction Costs Amortized through Lease Agreement (Net Present Value)	\$2,582,230	\$3,154,433
Lease Amortization Interest Rate	5.2%	5.2%
Annual Lease Payment for 20 years (before Buy Down with BP funds)	\$210,733	\$257,430
Upfront Buy Down Amount Required (added to Year 1 Lease Payment)	\$963,737	\$1,974,674
Annual Lease Payment for 17 years (after Buy Down with BP funds)	\$150,000	\$115,000
Number of Spaces to be Maintained (Costs paid by City)	176	215
Starting Annual Maintenance Costs	\$88,000 – (176 spaces @\$500)	\$102,500 – 195 spaces @\$500 20 spaces @\$250
Annual Escalator Applied to Maintenance Costs	2.5%	2.5%
Acquisition Price paid to City for Monroe Property	Agreed upon \$400,000 amortized over 20 yrs @5.2%	Agreed upon \$400,000 amortized over 20 yrs @5.2%
Amount Credited Back to City Annually for Land Purchase	\$32,211	\$32,211
<b>New Lease Opportunities:</b>		
228 Main St. Annual Lease Payment - Near Term (Years 1-3)	\$25,000	\$24,000
228 Main St. Annual Lease Payment Estimate - Longer Term (Years 4-20)	\$25,000	\$30,000
Mease Materials Annual Lease Payment - Near Term (Years 1-3)	\$25,000	\$45,000 Years 1 & 2 \$62,424 Year 3
Mease Materials Annual Lease Payment Estimate - Longer Term (Years 4-20)	\$25,000	\$65,000
Site Preparation Costs both Properties (includes demolition of existing structure on Mease Materials property)	\$105,000	\$105,000
<b>Other Parking Mgmt System Initiatives:</b>		
Wayfinding (additional \$20,000 coming from CRA)	\$0	\$40,000
<b>Resulting Ongoing Annual Expenses</b>	<b>\$283,253</b>	<b>\$312,746</b>
<b>ESTIMATED TOTAL BP FUNDING (City received \$2,929,946)</b>	<b>\$1,857,704</b>	<b>\$2,927,717</b>

***How can we put our customers first?***

***...one answer is***

# **Designated Employee Parking Lots**

## **Attention Downtown Business Owners!**

Please do your part to ensure that employees park in the designated FREE parking areas shown in GREEN! They are being provided compliments of the City of Dunedin.



**\*BLUE SHEET\***

**Agenda Item:** OB-1  
**Meeting Date:** 01/07/16

**MEMORANDUM**

**TO:** City Commission  
**THROUGH:** Robert DiSpirito, City Manager *(RGS)*  
**DATE:** January 7, 2016  
**FROM:** Bob Ironsmith, Director of Economic Development and Housing  
**SUBJECT:** Downtown Parking Authorization  
**PRESENTER:** Bob Ironsmith

**ATTACHMENTS:**

1. Email from Vice Mayor Livingston dated 1/1/16
2. Email from Dianne Schuldt dated 1/2/16
3. Email from Susan Foote dated 1/2/16
4. Email from Herb Lamberton dated
5. Email from Bob Ironsmith dated 1/3/16
6. Email from Dianne Schuldt dated 1/3/16
7. Email from Kenneth Holdender dated 1/4/16
8. Email from John Pauwels dated 1/4/16
9. Email from Steve Deeb dated 1/4/16
10. Email from City Attorney Trask dated 1/4/16
11. Email from Mary Lyon dated 1/5/16
12. Email from Wendy Reinhardt dated 1/5/16
13. Email from Dawn Evans dated 1/5/16
14. Email from Sarah Jaehn dated 1/5/16
15. Email from Kristine & Larry Scola dated 1/5/16
16. Email from Jeff Depew dated 1/6/16
17. Email from Dawn Evans dated 1/6/16
18. Email from Sandra Schwartz dated 1/6/16
19. Email from Joshua Stump dated 1/6/16
20. Emailed letter from Sandra Schwartz dated 1/6/16
21. Email from Bob Ironsmith dated 1/6/16

**BACKGROUND:** Attached please find correspondence Commission and/or staff has received regarding this topic.

## Smith, Donna

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**From:** Livingston, Bruce  
**Sent:** Friday, January 01, 2016 6:14 PM  
**To:** City Commission; DiSpirito, Robert; Ironsmith, Robert; Rice, Greg  
**Subject:** Parking Update-City of Carmel

Dear Colleagues and Staff,

Earlier this week, we received an email from Ms. Cathy Greenwood referencing the failed implementation of a paid parking plan by the City of Carmel, California.

In an effort keep the entire commission informed of this reference, I took the liberty to put a call into Chief Mike Calhoun (Interim City Administrator and author of the parking plan for the City of Carmel). The focus of my conversation with Chief Calhoun was to determine their goals of a parking plan implementation, their success/failure of achieving these goals, things they did right, things they did wrong, and why did the plan fail to be fully implemented.

Before getting into the discussion of their parking plan, let me give everyone a comparison of the key demographics to help frame the similarity or differences between our two cities:

Population: Carmel:	4,000	Dunedin:	35,000
Area of Downtown:	1 Sq Mile		10 sq. miles
Average Home Price:	\$849k		\$137,500
Median age:	56		50

The City of Carmel has been working on their parking problem for 30 years. The main objectives of implementing a parking plan were: (1) Increase turnover to enable a occupancy rate of 85% vs. 100%. (2) Create 3+ turns/space/day (3) Get employees/business owners out of parking spaces in front of their businesses (4) Create revenue to enable infrastructure improvements to the downtown area (better lighting, better sidewalks, aesthetics)

In speaking to Chief Calhoun, the parking plan achieved every one of the goals established for implementing a parking plan. They achieved 85 % occupancy, their turns/space were 3.5/day, employees and business owners parked away from their businesses (freeing up spots), they created \$235,000 net in 6 months toward downtown improvements (10 kiosks).

This all sounds great, right? then why did the plan get pulled back?????

1. The kiosks were incorrectly installed (they were installed on cinder blocks, that looked aesthetically horrible and non-permanent not to mention ADA non-compliant).
2. They implemented a pilot program for only 6 months, which did not give enough time for everyone to get comfortable with the plan. They felt a one year pilot would be much more effective and enforcement is a key to success of the plan.
3. The main reason the plan failed in Chief Calhoun's opinion was they listened to a vocal minority of the business owners in their downtown that had self-serving reasons to defeat the parking plan....namely they

wanted to park in front of their stores for free! In fact, after the kiosks came out...many business owners came forward and said "we should have been more vocal about the success of the plan".

4. There was a perception because there were empty spaces in town, that the businesses were losing \$\$\$ . In fact, the business revenue downtown was increasing...this was quantified by tracking sales tax revenue within the downtown.

I am really grateful to Ms. Greenwood for bringing up this example, because we have uncovered a very valuable resource in Chief Calhoun. We discussed many different strategies and approaches they used to address many of the concerns expressed by some of our residents. He said he is more than willing to answer any questions our staff might have going forward.

In closing, Chief Calhoun told me they will eventually have a paid parking plan, because it is the right thing for Carmel. Also, he mentioned that the recognized expert in parking, Mr. Donald Shoup, visited Carmel and told Chief Calhoun....paid parking is the correct solution for their city.

Change is always difficult....but sometimes you have to stay the course. I hope everyone finds this information helpful.

Best regards,

Bruce

Sent from my iPad

The City of Dunedin is a public entity subject to Chapter 119, Florida Statutes concerning public records. Emails are covered under such laws, subject to disclosure and are maintained as a public record and to the public and media upon request.

In compliance with FS 668.6076: Under Florida law, email addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead, contact them by phone or in writing.

**Smith, Donna**

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**From:** Bujalski,Julie  
**Sent:** Saturday, January 02, 2016 7:37 PM  
**To:** Dianne Schuldt  
**Cc:** DiSpirito, Robert; Gracy,Heather; Kynes, Deborah; Livingston, Bruce; Tornga, John  
**Subject:** Re: Paid parking

Thanks for your email Dianne. Via this email, I'm cc'ing the entire Commission so that we all read the same information.

Happy New Year!

Julie Ward Bujalski  
Mayor, City of Dunedin

- > On Jan 2, 2016, at 2:43 PM, Dianne Schuldt <[schuldt.dianne@yahoo.com](mailto:schuldt.dianne@yahoo.com)> wrote:  
>  
> We went to the market with our picket signs and spoke to lots of  
> residents. We did not meet any one who is in favor of paid parking.  
> Many people have not even heard about it. One man said he contacted  
> City Hall and was told it is already a done deal. One merchant said  
> Greg Brady has the commission in his pocket. What does that mean?  
>  
> People who live on the side streets said they are already asking them  
> to register their cars so they are not towed. Sounds like a done deal .  
>  
> If this goes thru with a large majority of residents against it, we  
> promise to advertise all the commissioners who voted for it, against  
> our wishes. We will advertise against anyone who is running for  
> reelection. We are already looking for people to run for the  
> commission who want to follow the residents wishes, not the special  
> few who want to control delightful Dunedin.  
>  
> Everyone, except a small, vocal minority are against this. I hope  
> they show up on Thursday!!  
>  
> Thanks, Dianne

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**Smith, Donna**

---

**From:** Nazzaro, Andrea  
**Sent:** Monday, January 04, 2016 9:20 AM  
**To:** DiSpirito, Robert  
**Subject:** FW: Stop paid parking

The below email was sent to the Commission.

---

**From:** Bujalski, Julie [<mailto:JBujalski@DunedinFL.Net>]  
**Sent:** Saturday, January 02, 2016 1:24 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Stop paid parking

---

From: Susan Foote[SMTP:[SUSANLEEFOOTE@YAHOO.COM](mailto:SUSANLEEFOOTE@YAHOO.COM)]  
Sent: Saturday, January 02, 2016 1:23:53 PM  
To: City Commission  
Subject: Stop paid parking  
Auto forwarded by a Rule  
Vote NO on paid parking.

My husband and I eat lunch at Cafe Alfresco's twice a week. We live in Fairway Estates so we usually drive to the restaurant. We don't want paid parking even though we know that paid parking would probably result in a parking spot closer to the restaurant.

I realize that you already voted to approve paid parking. Vote again and vote no.

Susan Foote  
2100 Mangrum Drive  
Dunedin, FL 34698

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**Smith, Donna**

---

**From:** Ironsmith, Robert  
**Sent:** Sunday, January 03, 2016 2:59 PM  
**To:** Tornga, John; Rice, Greg  
**Cc:** DiSpirito, Robert; Ironsmith, Robert  
**Subject:** RE: parking

John not totally accurate and not from staff.

True a mixed use parking management system encompassing free (complimentary) and paid areas will be presented at the January 7th City Commission meeting. In the proposed parking system the prime areas on Main Street and some of the prime leased areas (Douglas and Main, Highland/Virginia and Loudon) would be paid, other areas that are leased would remain free for long term users (Jolley Trolley and Pinellas Trail) and employees and residents. The revenue from the pay stations would be used to fund the operations of the parking management system and also be available for the City to consider additional surface or vertical parking structures as well as CRA capital improvements. The site at Highland, Wood and Loudon certainly could be a front runner for a future parking structure but nothing has been decided at this point. The parking garage at Douglas Avenue across from the Brewery which will be discussed at an upcoming LPA meeting as well as City Commission meetings in February will actually create a net new 100 parking spaces.

I will call Kathy Carlson to clear up any misunderstandings,

Bob

-----Original Message-----

**From:** Tornga, John  
**Sent:** Sunday, January 03, 2016 2:41 PM  
**To:** Rice, Greg; Ironsmith, Robert  
**Cc:** DiSpirito, Robert  
**Subject:** parking

The following is on facebook, from Kathy Carlson.

I have already been ask several questions....., do not know if what she says is from staff, or what? Has this been projected, presented, are her comments about "funding" near the end correct?? Any input?

Thanks, John

Please read the attached from Kathryn Dickson Carlson. Kathryn is a resident of Dunedin and works in in the downtown core. She has been intimately involved from the beginning in the process of providing parking solutions for Dunedin. If you have questions she has provided her contact information.

The Parking Management Plan will be presented to the Dunedin City Commissioners this Thursday, January 7. The meetings start at 6:30pm. This is a public meeting and all are encouraged to attend.

Kathryn Dickinson Carlson  
Sponsored

Please give me a minute of your time if you live, work, or play in downtown Dunedin. The current plan proposed by the city to solve our critical parking problem makes a lot of sense to me, and I hope to you. They are proposing a mixed plan with paid and free parking. The prime spots, on Main Street and the lots owned, not leased, by the city will have pay stations like so many other cities that you and I visit. The leased lots and spaces off of Main Street will remain free so that employees and residents will have places to park. The money from the meters will go to fund a parking garage on the city owned lot at Highland and Wood that is currently a surface lot, behind The Living Room and Pensare. There is another parking structure in the works on Douglas across from the Brewery, but that one will barely cover the spots already lost. I will happily answer any questions that you may have but there is no doubt that we need more parking and soon. Thanks for your time.  
Kathy Carlson, 727-420-2232

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**Smith, Donna**

---

**From:** Nazzaro, Andrea  
**Sent:** Monday, January 04, 2016 9:07 AM  
**To:** DiSpirito, Robert  
**Subject:** FW: parking

Good morning:

The below was sent to the Mayor.

-----Original Message-----

**From:** Bujalski,Julie [<mailto:JBujalski@DunedinFL.Net>]  
**Sent:** Sunday, January 03, 2016 12:42 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: parking

-----  
**From:** Dianne Schuldt[SMTP:[SCHULDT.DIANNE@YAHOO.COM](mailto:SCHULDT.DIANNE@YAHOO.COM)]  
**Sent:** Sunday, January 03, 2016 12:41:30 PM  
**To:** Bujalski,Julie  
**Subject:** parking  
Auto forwarded by a Rule

Several people said the City of Dunedin made a promise a few years ago, never to charge for parking. Do you know anything about that?

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**Smith, Donna**

---

**From:** Nazzaro, Andrea  
**Sent:** Monday, January 04, 2016 10:28 AM  
**To:** DiSpirito, Robert  
**Subject:** FW: metered parking

The below was sent to the Commission.

-----Original Message-----

**From:** Bujalski,Julie [<mailto:JBujalski@DunedinFL.Net>]  
**Sent:** Monday, January 04, 2016 10:18 AM  
**To:** Nazzaro, Andrea  
**Subject:** FW: metered parking

-----  
**From:** [fishingsunbird@tampabay.rr.com](mailto:fishingsunbird@tampabay.rr.com)[SMTP:FISHINGSUNBIRD@TAMPABAY.RR.COM]  
**Sent:** Monday, January 04, 2016 10:17:32 AM  
**To:** City Commission  
**Subject:** metered parking  
Auto forwarded by a Rule

Hello I would like for you to say NO to metered parking, why not use enforcer signage, with the same person you need to hire do the meters, this is a way to try and open up the parking problem the most economic way to start. Thank you Kenneth Holender city resident.

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## Smith, Donna

---

**From:** Nazzaro, Andrea  
**Sent:** Monday, January 04, 2016 1:28 PM  
**To:** DiSpirito, Robert  
**Subject:** FW: Paid Parking In Downtown Dunedin

The below was sent to the Commission.

---

**From:** Bujalski, Julie [<mailto:JBujalski@DunedinFL.Net>]  
**Sent:** Monday, January 04, 2016 1:24 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Paid Parking In Downtown Dunedin

---

From: [shaggydog3@tampabay.rr.com](mailto:shaggydog3@tampabay.rr.com)[SMTP:SHAGGYDOG3@TAMPABAY.RR.COM]  
Sent: Monday, January 04, 2016 1:23:59 PM  
To: City Commission  
Subject: Paid Parking In Downtown Dunedin  
Auto forwarded by a Rule

I have been a resident of Dunedin since 1979. I am opposed to paid parking . We need not accept big city norms, have a great little city now, lets keep it that way. We attract thousands of visitors and winter residents because of what this city is. For some unknown reason we seem to get rid of most downtown parking to construct apartments, condos, etc. lets not make this city a downtown concrete jungle. We seem to be overly concerned to do this for tax purposes. I realize we have a parking problem sometimes, but parking meters are not the final answer. I hate to see this city destroy itself, lets take pride in our city. As far as the property available that is private, we could restrict what its use is for. Dunedin is receiving over three million dollars due to the oil spill. The reason we are receiving this is because of the loss of tourism, not for damage to our city proper. John Pauwels (A concerned citizen of Dunedin)



This email has been checked for viruses by Avast antivirus software.

[www.avast.com](http://www.avast.com)

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**Smith, Donna**

---

**From:** Nazzaro, Andrea  
**Sent:** Monday, January 04, 2016 4:33 PM  
**To:** DiSpirito, Robert  
**Subject:** FW: Downtown Paid Parking - Steve Deeb

The below was sent to the Commission.

---

**From:** Bujalski, Julie [<mailto:JBujalski@DunedinFL.Net>]  
**Sent:** Monday, January 04, 2016 4:03 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Downtown Paid Parking

---

From: Steve Deeb[[SMTP:SDEEB@VERIZON.NET](mailto:SMTP:SDEEB@VERIZON.NET)]  
Sent: Monday, January 04, 2016 4:02:32 PM  
To: City Commission  
Subject: Downtown Paid Parking  
Auto forwarded by a Rule

**Ladies & Gentlemen,**

As a resident of Dunedin for almost 30 years, I am asking you to vote NO on paid parking in downtown Dunedin. It's taken a lot of hard work to build up downtown to the successful point it has achieved. It's not time to go backwards. Again, vote NO.

Sincerely,  
Steve Deeb  
976 Amston Court  
Dunedin, FL 34698  
[sdeeb@verizon.net](mailto:sdeeb@verizon.net)

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## Smith, Donna

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**From:** Thomas Trask <tom@cityattorneys.legal>  
**Sent:** Monday, January 04, 2016 4:55 PM  
**To:** Julie Bujalski; Livingston, Bruce; Gracy, Heather; Kynes, Deborah; Tornga, John  
**Cc:** DiSpirito, Robert; Smith, Donna; Ironsmith, Robert; Kirkpatrick, Denise  
**Subject:** Paid Parking in Downtown Dunedin

Mayor, Vice-Mayor and Commissioners:

Over the past few weeks I have been copied on emails relating to paid parking in downtown Dunedin. I have also heard from some of the Commission members. There seems to be some confusion as to what direction the Commission gave to the City Manager and City staff. The City Clerk has provided me with the minutes of the September 17, 2015 meeting and I have reviewed the portion relating to this issue. Page 15-413 provides that the motion was:

**Motion was made by Commissioner Kynes and seconded by Vice-Mayor**

**Gracy to approve the alternative Parking**

**Management System proposal including the use of a portion of the BP**

**settlement money and give consensus to staff**

**to move forward with the P3.**

The motion was amended as follows:

**Motion was made by Commissioner Kynes and seconded by Vice-Mayor**

**Gracy to amend the original motion to**

**Include a paid parking component.**

The Amended Motion carried 3-2 with Commissioners Livingston, Gracy and Kynes voting aye. Voting nay: Mayor Bujalski and Commissioner Tornga.

The Commission has given staff clear direction to move forward with a Parking Management System that includes a paid parking component. The topic of paid parking versus unpaid parking has already been determined by the Commission. It is my opinion that a discussion on paid vs. unpaid parking should be avoided and that the Commission should focus on the implementation of the Parking Management System.

Thomas J. Trask, Esquire  
Board Certified in City, County and Local Government Law  
AV Preeminent® Rated Attorney  
[Tom@cityattorneys.legal](mailto:Tom@cityattorneys.legal)  
TRASK DAIGNEAULT, LLP  
Harbor Oaks Professional Center  
1001 South Fort Harrison Avenue, Suite 201  
Clearwater, FL 33756  
(727) 733-0494 (Ext. 103) Phone  
(727) 733-2991 Fax

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**Smith, Donna**

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**From:** Nazzaro, Andrea  
**Sent:** Tuesday, January 05, 2016 9:56 AM  
**To:** DiSpirito, Robert  
**Subject:** FW: Paid Parking - Mary S. Lyon

The below was sent to the Commission.

**From:** Bujalski,Julie [<mailto:JBujalski@DunedinFL.Net>]  
**Sent:** Tuesday, January 05, 2016 9:24 AM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Paid Parking

-----  
**From:** Mary Lyon[SMTP:[MARY.LYON26@YAHOO.COM](mailto:MARY.LYON26@YAHOO.COM)]  
**Sent:** Tuesday, January 05, 2016 9:23:15 AM  
**To:** City Commission  
**Subject:** Paid Parking  
Auto forwarded by a Rule

Hello Commissioners,

I wanted to let you know that as a resident of Dunedin since I was 11 years old and I am 60 I am against Paid Parking in Dunedin. I actually go to the restaurants and shops quite often and this will make me think twice before going downtown in the future if we do go to Paid Parking. Thank you very much.

Mary S. Lyon  
1190 Ford Lane  
Dunedin, FL 34698  
727-733-4018

---

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## Smith, Donna

---

**From:** Nazzaro, Andrea  
**Sent:** Tuesday, January 05, 2016 1:56 PM  
**To:** DiSpirito, Robert  
**Subject:** FW: Paid Parking - Wendy Reinhardt

The below was sent to the Commission.

---

**From:** Bujalski, Julie [mailto:JBujalski@DunedinFL.Net]  
**Sent:** Tuesday, January 05, 2016 12:11 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Paid Parking

---

**From:** Wendy[SMTP:WENDY@COLEMANAGENCYFL.COM]  
**Sent:** Tuesday, January 05, 2016 12:08:06 PM  
**To:** City Commission  
**Subject:** Paid Parking  
Auto forwarded by a Rule

Even though I do not live in Dunedin, I have worked in Dunedin for over 12 years and love Dunedin. I do NOT feel paid parking would benefit Dunedin ..... I think it would HURT Dunedin. I do go downtown a lot to the merchants and shop, eat and enjoy downtown. I think that if we had to pay for parking I would go another direction for lunch, after work dinner, shopping etc. If I feel this way I am sure many others would as well.

*Look forward to working with you for all of your insurance needs...auto, home, boat, motorcycle, umbrella, commercial*

Wendy Reinhardt



Lead Sales Agent  
1255 Belcher Rd  
Dunedin FL 34698  
Direct Line 727-239-4955  
Fax 727-441-9566

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## Smith, Donna

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**From:** Nazzaro, Andrea  
**Sent:** Tuesday, January 05, 2016 1:59 PM  
**To:** DiSpirito, Robert  
**Subject:** FW: Dunedin paid Parking

The below was sent to the Mayor.

---

**From:** Bujalski,Julie [mailto:JBujalski@DunedinFL.Net]  
**Sent:** Tuesday, January 05, 2016 12:34 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Dunedin paid Parking

---

**From:** Dawn Evans[SMTP:DAWN@COLEMANAGENCYFL.COM]  
**Sent:** Tuesday, January 05, 2016 12:31:15 PM  
**To:** Bujalski,Julie  
**Subject:** RE: Dunedin paid Parking  
**Auto forwarded by a Rule**

Parking garage by the police station would be better and leaving all others open for people to find.

I have another meeting that night as I will not be able to attend. I would like to be available if anyone has questions for me.

Please use my personal email for all further communication: [dolphins.0517@gmail.com](mailto:dolphins.0517@gmail.com) ( I will pm-FB- you my personal cell if you need me)

Thank you for your response. (Hope to see you soon)

Dawn

---

**From:** Bujalski,Julie [mailto:JBujalski@DunedinFL.Net]  
**Sent:** Tuesday, January 05, 2016 12:28 PM  
**To:** Dawn Evans  
**Subject:** Re: Dunedin paid Parking

Thanks for your feedback Dawn!!! There is discussion about a garage but they are recommending that it be a paid place to park. Please feel free to come to our meeting on Thursday evening at City Hall.

Julie Ward Bujalski  
Mayor, City of Dunedin

On Jan 5, 2016, at 12:10 PM, Dawn Evans <[Dawn@colemanagencyfl.com](mailto:Dawn@colemanagencyfl.com)> wrote:

I do not approve this as it takes away from visiting the town I grew up in and have family in.

If anything a parking garage would be better and it will give people the option to find parking or pay for parking.

I am part of the New World Celts and we have a lot of events in your town and it would hurt us to have to tell people

They have to pay for parking. If we told them they had options then it would not be so bad.

If you need to reach me please call 727-359-6711 or email [dolphins.0517@gmail.com](mailto:dolphins.0517@gmail.com)

Have a great day.

<image001.jpg>

Thank you for your confidence,

Dawn Evans

Personal Lines Agent

Coleman Insurance Agency

1255 Belcher Rd.

Dunedin, FL 34698

Direct Line: 727-239-4969

Facsimile: 727-441-9566

Hours of operations: 8:30am to 5pm

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**Smith, Donna**

---

**From:** Nazzaro, Andrea  
**Sent:** Tuesday, January 05, 2016 3:04 PM  
**To:** DiSpirito, Robert  
**Subject:** FW: Feedback for City of Dunedin, FL

The below email was sent to the Commission.

-----Original Message-----

**From:** Bujalski, Julie  
**Sent:** Tuesday, January 05, 2016 3:01 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Feedback for City of Dunedin, FL

-----  
**From:** King, Courtney  
**Sent:** Tuesday, January 05, 2016 3:00:49 PM  
**To:** City Commission  
**Subject:** FW: Feedback for City of Dunedin, FL Auto forwarded by a Rule

Good afternoon,

The email below was received via the City's website and directed to the City Commission.

Courtney King  
Communications Director  
City of Dunedin, Florida  
727-298-3015  
727-735-3592 cell

[www.dunedingov.com](http://www.dunedingov.com)

City of Excellence Award - Florida League of Cities Home of the First Purple Heart City in Florida Home of the Number One Beach Caladesi Island Top Small Walkable City by [www.runtheplanet.com](http://www.runtheplanet.com) Best Places to Retire - Top Six in CNN Money Magazine STAY CONNECTED with EVERYTHING DUNEDIN!

-----Original Message-----

**From:** webmaster [mailto:webmaster@DunedinFL.Net]  
**Sent:** Tuesday, January 05, 2016 2:55 PM  
**To:** Preston, Christiana; King, Courtney  
**Subject:** FW: Feedback for City of Dunedin, FL

-----  
From: Sarah Jaehn[SMTP:SLAURELOAK@AOL.COM]  
Sent: Tuesday, January 05, 2016 2:54:27 PM  
To: webmaster  
Subject: Feedback for City of Dunedin, FL Auto forwarded by a Rule

You have received this feedback from Sarah Jaehn <[SLaureloak@aol.com](mailto:SLaureloak@aol.com)> for the following page

<http://dunedin-fl.vts.hosting/index.aspx?page=738>

I have a solution that could work for public parking: Use the money from the oil drilling fund, buy a lot or three. Build a parking garage or three that uses correct and historic architecture, have boutiques and a grocery store on the first floor to pay through rent for the cost of the garage.

Keep the charm of Dunedin sacred.

If the city commissioners for Dunedin, Florida, read their statement "Dedicated to Quality Service to Effectively, Efficiently and Equitably enhance the Quality of Life in Dunedin" they will realize that they are NOT following that statement if the commission votes to put paid parking in downtown Dunedin.

Whoa! The commission is going too fast making a big decision like this. This is a subject that needs a lot more discussion and a lot more research.

There is NO ONE in my neighborhood and NO ONE I know that lives in Dunedin that wants to see paid parking in downtown Dunedin.

Please listen to your fellow citizens! You ARE NOT equitably enhancing our quality of life in Dunedin.

I VOTE every time. I will vote according to what you do on this subject.

Sarah Jaehn

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**Smith, Donna**

---

**From:** Nazzaro, Andrea  
**Sent:** Tuesday, January 05, 2016 3:49 PM  
**To:** DiSpirito, Robert  
**Subject:** FW: Parking - Kristine Scola

The below was sent to the Mayor.

-----Original Message-----

**From:** Bujalski,Julie [mailto:JBujalski@DunedinFL.Net]  
**Sent:** Tuesday, January 05, 2016 3:23 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Parking

-----  
**From:** Kristine Scola[SMTP:HISTORYSCOLA@YAHOO.COM]  
**Sent:** Tuesday, January 05, 2016 3:22:40 PM  
**To:** Bujalski,Julie  
**Subject:** Re: Parking  
Auto forwarded by a Rule

Yes we will be there and thank you for your quick response.

Sent from my iPhone

> On Jan 5, 2016, at 3:19 PM, Bujalski,Julie <JBujalski@DunedinFL.Net> wrote:  
>  
> Thanks for your feedback Kristine! Please feel free to attend our meeting this Thursday evening at City Hall.  
>  
> Julie Ward Bujalski  
> Mayor, City of Dunedin  
>  
>> On Jan 5, 2016, at 2:46 PM, Kristine Scola <historyscola@yahoo.com> wrote:  
>>  
>> Dunedin City Commission, my husband and I have been residents of Dunedin for over 30 years and in that time we have continued to support the local businesses in the downtown area. We are very concerned about the introduction of parking meters and oppose such a measure. We park at downtown restaurants at least once or twice a week and parking meters will most definitely lessen our trips to these establishments. Please vote NO on parking meters!!  
>> Kristine and Larry Scola  
>> 1635 Brandywine Way  
>>  
>> Sent from my iPhone  
>

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>

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## Smith, Donna

---

**From:** Nazzaro, Andrea  
**Sent:** Wednesday, January 06, 2016 8:23 AM  
**To:** DiSpirito, Robert  
**Subject:** FW: Paid Parking in Downtown Dunedin

The below was sent to Comm. Kynes.

---

**From:** Kynes, Deborah [mailto:DKynes@DunedinFL.Net]  
**Sent:** Wednesday, January 06, 2016 7:50 AM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Paid Parking in Downtown Dunedin

---

**From:** Jeff Depew[SMTP:JEFFDEPEW1@ME.COM]  
**Sent:** Wednesday, January 06, 2016 7:49:51 AM  
**To:** Kynes, Deborah  
**Subject:** Re: Paid Parking in Downtown Dunedin  
**Auto forwarded by a Rule**

Thank you Deborah. This clarifies the status of the project.

Go to bed early tonight. It's going to be a long day tomorrow!!

[JeffDepew1@me.com](mailto:JeffDepew1@me.com)  
(727) 501-4415

"Don't go where the path may lead, go instead where there is no path and leave a trail." - Ralph Waldo Emerson

On Jan 5, 2016, at 4:16 PM, Kynes, Deborah <DKynes@DunedinFL.Net> wrote:

Please see below. I believe that this was one of the questions as discussed per our meeting.

Sent from my iPhone

Begin forwarded message:

**From:** Tom Trask <tom@cityattorneys.legal>  
**Date:** January 4, 2016 at 4:55:23 PM EST  
**To:** Julie Bujalski <jbujalski@verizon.net>, "Livingston, Bruce" <BLivingston@DunedinFL.Net>, "Gracy, Heather" <HGracy@DunedinFL.Net>, "Kynes, Deborah" <DKynes@DunedinFL.Net>, "Tornaga, John" <JTornaga@DunedinFL.Net>  
**Cc:** "DiSpirito, Robert" <RDiSpirito@DunedinFL.Net>, "Smith, Donna" <DSmith@DunedinFL.Net>, "Ironsmith, Robert" <RIronsmith@DunedinFL.Net>, "Kirkpatrick, Denise" <DKirkpatrick@DunedinFL.Net>  
**Subject:** Paid Parking in Downtown Dunedin

Mayor, Vice-Mayor and Commissioners:

Over the past few weeks I have been copied on emails relating to paid parking in downtown Dunedin. I have also heard from some of the Commission members. There seems to be some confusion as to what direction the Commission gave to the City Manager and City staff. The City Clerk has provided me with the minutes of the September 17, 2015 meeting and I have reviewed the portion relating to this issue. Page 15-413 provides that the motion was:

**Motion was made by Commissioner Kynes and seconded by Vice-Mayor Gracy to approve the alternative Parking Management System proposal including the use of a portion of the BP settlement money and give consensus to staff to move forward with the P3.**

The motion was amended as follows:

**Motion was made by Commissioner Kynes and seconded by Vice-Mayor Gracy to amend the original motion to Include a paid parking component.**

The Amended Motion carried 3-2 with Commissioners Livingston, Gracy and Kynes voting aye. Voting nay: Mayor Bujalski and Commissioner Tornga.

The Commission has given staff clear direction to move forward with a Parking Management System that includes a paid parking component. The topic of paid parking versus unpaid parking has already been determined by the Commission. It is my opinion that a discussion on paid vs. unpaid parking should be avoided and that the Commission should focus on the implementation of the Parking Management System.

Thomas J. Trask, Esquire  
Board Certified in City, County and Local Government Law  
AV Preeminent® Rated Attorney  
[Tom@cityattorneys.legal](mailto:Tom@cityattorneys.legal)  
TRASK DAIGNEAULT, LLP  
Harbor Oaks Professional Center  
1001 South Fort Harrison Avenue, Suite 201  
Clearwater, FL 33756  
(727) 733-0494 (Ext. 103) Phone  
(727) 733-2991 Fax

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## Smith, Donna

---

**From:** Nazzaro, Andrea  
**Sent:** Wednesday, January 06, 2016 9:34 AM  
**To:** DiSpirito, Robert  
**Subject:** FW: Dunedin paid Parking

FYI.....

---

**From:** Gracy, Heather [mailto:HGracy@DunedinFL.Net]  
**Sent:** Wednesday, January 06, 2016 9:24 AM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Dunedin paid Parking

---

**From:** Dawn Evans[SMTP:DAWN@COLEMANAGENCYFL.COM]  
**Sent:** Wednesday, January 06, 2016 9:20:59 AM  
**To:** Gracy, Heather  
**Subject:** RE: Dunedin paid Parking  
**Auto forwarded by a Rule**

Thank you for your response. It was good to see you last night @ the Highland games committee meeting (even though we didn't get a chance to chat)

Have a great week.

Dawn

---

**From:** Gracy, Heather [mailto:HGracy@DunedinFL.Net]  
**Sent:** Wednesday, January 06, 2016 8:58 AM  
**To:** Dawn Evans  
**Subject:** Re: Dunedin paid Parking

It appears the file sizes for the documentation are too big to send via email. Please go to [Dunedingov.com](http://Dunedingov.com) and select the parking icon for access to the agenda. Look for the parking items under Old Business 1; downtown parking authorizations. There are several exhibits, but the first "Agenda Memorandum" is a good place to start.

Search...

# DUNEDIN Home of Honeymoon Island

ABOUT DUNEDIN LIVING VISITING DOING BUSINESS GOVERNMENT HOW DO I



AGENDAS & MINUTES

featured NEWS

UPCOMING events

CONTACT THE CITY



PARKING MANAGEMENT PLAN - JANUARY 7, 2016 Our Downtown Parking Management Plan will be presented on January 7.



TUESDAYS AT TWO FILM PROGRAM 2:00 PM

Heather Gracy  
Commissioner  
City of Dunedin  
[727-647-1614](tel:727-647-1614)  
Twitter: @Heather\_Gracy

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On Jan 6, 2016, at 8:17 AM, Dawn Evans <[Dawn@colemanagencyfl.com](mailto:Dawn@colemanagencyfl.com)> wrote:

No attached documentation.. Please forward when you can.

Thank you for explaining to me..

Dawn

---

**From:** Gracy, Heather [<mailto:HGracy@DunedinFL.Net>]  
**Sent:** Wednesday, January 06, 2016 8:10 AM  
**To:** Dawn Evans  
**Cc:** [dolphins.0517@gmail.com](mailto:dolphins.0517@gmail.com)  
**Subject:** Re: Dunedin paid Parking

Hi Dawn,  
I think I referred to you as Kim, in my vmail. -Regrets!

Here's the documentation that we'll be using to make decisions on who, what where, and how the newly established Parking Management System in Dunedin. The why has been determined already...in order to get the right people (visitors, day trippers, merchant and city employees) into the right places, using a mix or hybrid of tax dollars for the free parking and much needed revenue from parking kiosks in order to fund and maintain one and hopefully, two parking garages so that we can stop leasing lots and paving paradise.

Note, the locations on the attached maps are conceptual only and not yet approved by the Commission.

I'll be more than happy to chat about this with you anytime in more detail and apologies for the length of this documentation. In everything I've learned with this topic and using the best information available to me via studies, planning officials, parking experts and our stakeholder group, there's no such thing as free parking.

Heather Gracy  
Commissioner  
City of Dunedin  
727-647-1614  
Twitter: @Heather\_Gracy

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On Jan 5, 2016, at 12:10 PM, Dawn Evans <[Dawn@colemanagencyfl.com](mailto:Dawn@colemanagencyfl.com)> wrote:

I do not approve this as it takes away from visiting the town I grew up in and have family in.

If anything a parking garage would be better and it will give people the option to find parking or pay for parking.

I am part of the New World Celts and we have a lot of events in your town and it would hurt us to have to tell people

They have to pay for parking. If we told them they had options then it would not be so bad.

If you need to reach me please call 727-359-6711 or email [dolphins.0517@gmail.com](mailto:dolphins.0517@gmail.com)

Have a great day.

<image001.jpg>

Thank you for your confidence,  
Dawn Evans  
Personal Lines Agent  
Coleman Insurance Agency  
1255 Belcher Rd.  
Dunedin, FL 34698  
Direct Line: 727-239-4969  
Facsimile: 727-441-9566  
Hours of operations: 8:30am to 5pm

**Lines of insurance we write in our office:** Auto / Jewelry / Home & Rental Property/ Flood  
/Commercial- Auto-Liability-Property /Life / Investments /Bonds / HOA.

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## Smith, Donna

---

**From:** Bujalski,Julie  
**Sent:** Wednesday, January 06, 2016 2:35 PM  
**To:** DiSpirito, Robert; Rice, Greg; Ironsmith, Robert  
**Cc:** Gracy,Heather; Livingston, Bruce; Tornga, John; Kynes, Deborah  
**Subject:** Fwd: Parking  
**Attachments:** Parking.docx; ATT00001.htm

It appeared I may have been the only one to receive this so I'm passing it along.

Kind Regards,

Julie

Begin forwarded message:

**From:** Sandra Schwartz <[singsong1@verizon.net](mailto:singsong1@verizon.net)>  
**Date:** January 6, 2016 at 2:07:07 PM EST  
**To:** "Bujalski,Julie" <[JBujalski@DunedinFL.Net](mailto:JBujalski@DunedinFL.Net)>  
**Subject:** Parking

Dear Mayor Bujalski:

I am a bit late with my comments on paid parking (see attachment). However, there may be some mitigation in the future.

Sincerely,

Sandra Schwartz  
2009 Princeton Ave.  
Dunedin, FL 34698

"I don't believe people are looking for the meaning of life as much as they are looking for the experience of being alive."  
Joseph Campbell

---

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January 6, 2016

Dear Mayor Bujalski and City Commissioners:

I have been a resident of Dunedin for the past 5 years and I am writing to let you know how displeased I am with proposal to establish paid parking in downtown Dunedin.

I am against metered parking. While I understand the problem of the current leased parking lots, I feel that our city would be better served by creating 2-3 story parking garages at sites that are a few blocks from downtown. Another alternative would be to provide trolley service to events from Dunedin High School as other venues currently do.

This is a friendly, walking town. Why make it time limited? Metered parking requires someone or something to monitor it thus giving the impression of "big brother watching you," which in my opinion takes away from the ambiance of Dunedin. Additionally if the goal is to provide higher turnover of visitors, it may not work. Unless there is strict vigilance, most folks just go out and put more money in the meter if they need more time. I do it and so do the majority of people who have to pay at a meter.

Great Falls, MT is the city I came from. It is a town of 58,000. When they installed paid parking, it effectively killed the downtown area. It happens in every city and every town, you will lose the locals, the bread and butter of the community. Additionally, businesses, instead of benefiting from paid parking may just rue the day they supported meters as happened in Carmel, CA and Great Falls, MT.

Thank you for your consideration in this matter.

Sincerely,

Sandra Schwartz  
2009 Princeton Ave.  
Dunedin, FL 34698  
singsong1@verizon.net

**Smith, Donna**

---

**From:** Nazzaro, Andrea  
**Sent:** Wednesday, January 06, 2016 3:22 PM  
**To:** DiSpirito, Robert  
**Subject:** FW: NO PAID PARKING - Joshua Stump

The below was sent to the Commission.

---

**From:** Bujalski,Julie [mailto:JBujalski@DunedinFL.Net]  
**Sent:** Wednesday, January 06, 2016 3:00 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: NO PAID PARKING

-----  
From: Joshua Stump[SMTP:JOSHUASTUMP10@GMAIL.COM]  
Sent: Wednesday, January 06, 2016 2:59:57 PM  
To: City Commission  
Subject: NO PAID PARKING  
Auto forwarded by a Rule

Hello, I just moved to Dunedin a month ago. I love it here. I am from another small town the size of Dunedin which used to be a cool tourist town until they put in paid parking spaces downtown. It was never the same town again. It is now a police town full of crime and no one goes downtown anymore. **DO NOT PUT IN PAID PARKING AND RUIN DUNEDIN.** If the town needs more money have more awesome events!! Charge a lil more at each and it will make a killing!

---

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## Smith, Donna

---

**From:** Nazzaro, Andrea  
**Sent:** Wednesday, January 06, 2016 3:56 PM  
**To:** DiSpirito, Robert  
**Subject:** FW: Parking - Sandra Schwartz  
**Attachments:** Parking.docx

Rob:

The below was sent to Vice Mayor. Please be advised the rest of the Commission DID NOT receive the attachment.

**From:** Livingston, Bruce [mailto:BLivingston@DunedinFL.Net]  
**Sent:** Wednesday, January 06, 2016 3:45 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Parking

---

**From:** Sandra Schwartz[SMTP:SINGSONG1@VERIZON.NET]  
**Sent:** Wednesday, January 06, 2016 3:44:47 PM  
**To:** Livingston, Bruce  
**Subject:** Parking  
Auto forwarded by a Rule  
Dear Mr. Livingston:

Please see my attachment for my opinion on paid parking in Dunedin.

Sandra Schwartz

"I don't believe people are looking for the meaning of life as much as they are looking for the experience of being alive."

Joseph Campbell

---

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January 6, 2016

Dear Mayor Bujalski and City Commissioners:

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I am against metered parking. While I understand the problem of the current leased parking lots, I feel that our city would be better served by creating 2-3 story parking garages at sites that are a few blocks from downtown. Another alternative would be to provide trolley service to events from Dunedin High School as other venues currently do.

This is a friendly, walking town. Why make it time limited? Metered parking requires someone or something to monitor it thus giving the impression of "big brother watching you," which in my opinion takes away from the ambiance of Dunedin. Additionally if the goal is to provide higher turnover of visitors, it may not work. Unless there is strict vigilance, most folks just go out and put more money in the meter if they need more time. I do it and so do the majority of people who have to pay at a meter.

Great Falls, MT is the city I came from. It is a town of 58,000. When they installed paid parking, it effectively killed the downtown area. It happens in every city and every town, you will lose the locals, the bread and butter of the community. Additionally, businesses, instead of benefiting from paid parking may just rue the day they supported meters as happened in Carmel, CA and Great Falls, MT.

Thank you for your consideration in this matter.

Sincerely,

Sandra Schwartz  
2009 Princeton Ave.  
Dunedin, FL 34698  
singsong1@verizon.net

From: Ironsmith, Robert  
Sent: Wednesday, January 06, 2016 6:27 PM  
To: Livingston, Bruce  
Cc: DiSpirito, Robert  
Subject: RE: Parking Leases

715 Edgewater <i>(does not include landscaping maintenance cost)</i>	32 spaces	\$ 5,600 approximate	\$175 per space
Dunedin Station Square	67 spaces	\$24,000	\$358 per space
Victoria Station, Douglas/Main	41 spaces	\$30,400 approximate	\$766 per space
510 Main Street	10 spaces	\$ 4,000	\$400 per space
Keller lot	89 spaces	\$17,000	\$191 per space
First United Methodist Church	73 spaces	\$ 0	
	312 spaces	\$81,000	\$260

Bruce if you have questions please do not hesitate to call. Please note some of the lots required significant upfront capital and thus a reduced lease rate was negotiated.

Bob

Robert C. Ironsmith, AICP  
Director of Economic and Housing Development City of Dunedin  
(727) 298-3204  
rironsmith@dunedinfl.net

-----Original Message-----

From: Livingston, Bruce  
Sent: Wednesday, January 06, 2016 9:26 AM  
To: Ironsmith, Robert  
Subject: Parking Leases

Bob,

Would it be too much trouble to provide me with a list of all leased lots, with number of spaces, yearly rent, and cost per space on each.

Thanks for your help.

Bruce

Sent from my iPhone

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**\*BLUE SHEET\***

Agenda Item: OB-1 (#2)

Meeting Date: 01/07/16

**MEMORANDUM**

**TO:** City Commission

**THROUGH:** Robert DiSpirito, City Manager *RGD*

**DATE:** January 6, 2016

**FROM:** Robert C. Ironsmith AICP, CRA Director

**SUBJECT:** Downtown Parking Authorizations

**PRESENTER:** Robert C. Ironsmith, CRA Director  
Jeff Streder, Interim Finance Director  
Greg Rice, Planning & Development Director  
Marcello Tavernari, P.E. Section Engineer

**ATTACHMENTS:**

- (1) Proposed Hybrid Program Free/Paid Parking Map
- (2) Letter of support from President of Downtown Dunedin Merchants Association
- (3) Response to questions generated from a member of the Commission in regard to downtown parking staffing

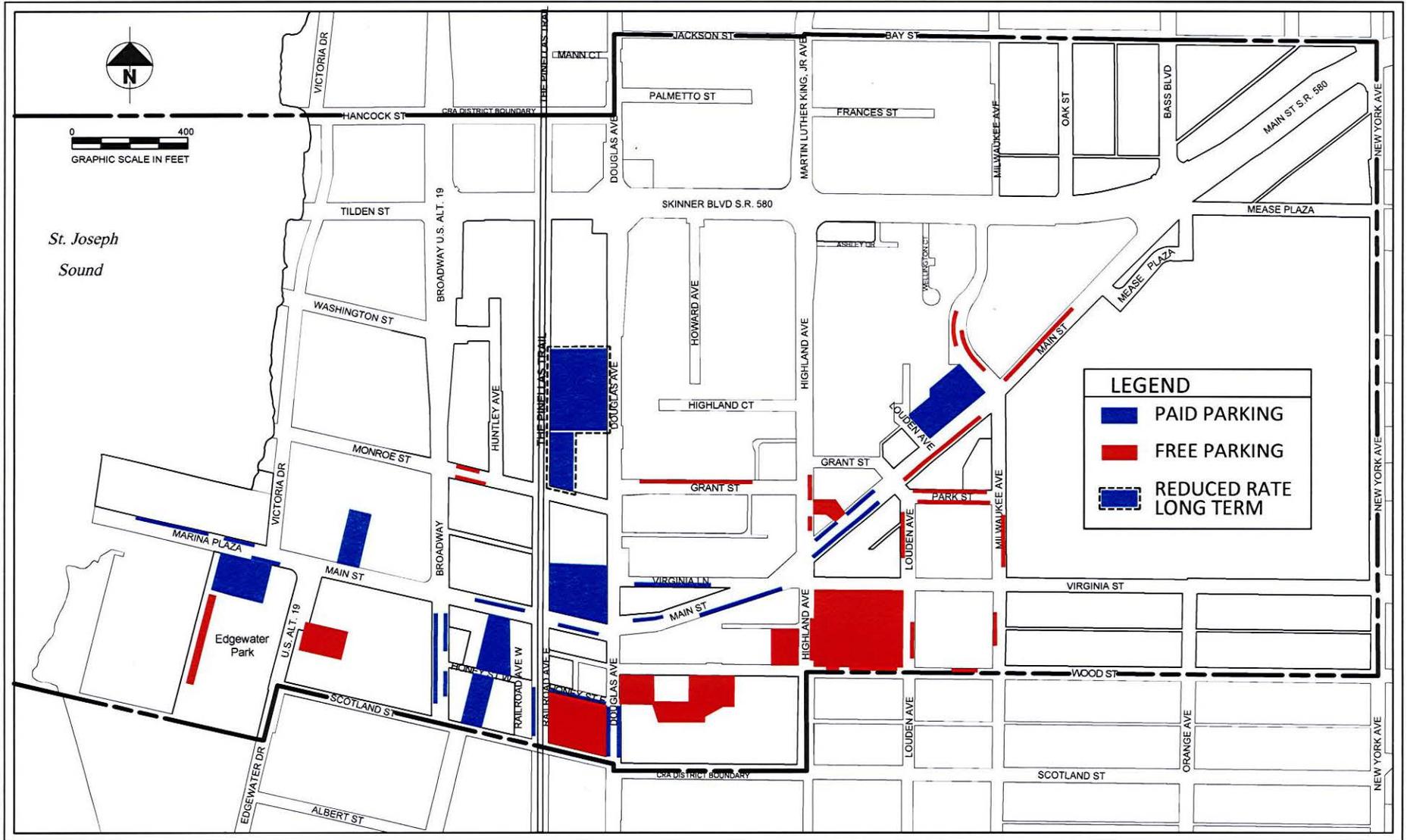
**BACKGROUND:**

In the staffing for the January 7, 2016 Commission meeting, the map showing Free and Paid parking areas has been revised to show consistency with a previously-produced Downtown Merchant Employee flyer and to reflect additional thought to where free and paid parking areas should be located downtown.

Also attached is a letter of support for implementation of a Parking Management System that includes a paid parking element from the President of the Downtown Dunedin Merchants Association.

The third attachment is a response to questions, generated from a member of the Commission, in regard to the Downtown Parking staffing.

# PROPOSED HYBRID PROGRAM FREE / PAID PARKING





December 31, 2015

To: City of Dunedin

Attn: Robert Ironsmith

From: Downtown Dunedin Merchants Association

Gregory Brady, President

Dear Bob,

The DDMA has been an integral part of the years of studies, planning and recommendations on parking in the downtown core.

We have remained involved through the DPAC and I have chaired this committee since the departure of Andy Chiodo.

We have consistently been in support of a parking management system and further the role that a paid component would provide for future growth and sustainability in the long term, as well as the turnover on Main Street hot spots.

We have presented this to our membership at over 4 monthly meetings with no opposition. We have further taken two votes on the staff recommendations and again for our renewed support of the latest position taken by the city of Dunedin commission. We unanimously voted to support this decision to:

- Move forward with the partnership, on Douglas Avenue (former Keller site), for a shared parking garage, with Joe Kokolakis
- Use funds awarded by BP to lower the lease impact to CRA
- Add a paid parking component to create a revenue stream for current and future endeavors

Warmest regards,

Gregory Brady, President

Downtown Dunedin Merchants Association

**From:** Streder, Jeff  
**Sent:** Wednesday, January 06, 2016 1:35 PM  
**To:** Ironsmith, Robert; Rice, Greg; Hutchens, Doug; DiSpirito, Robert  
**Subject:** Questions regarding item #OB-1 Downtown Parking Authorizations

Below are the questions that were sent to Rob regarding item #OB-1 Downtown Parking Authorizations together with our collective responses (responses are shown in italics)

What's the anticipated annual revenue from paid parking?

*Based on the designated free vs paid areas in the map of the hybrid program as it is currently being proposed, estimated annual gross revenues before deducting for any paid parking related expenses would range between \$400,000 - \$500,000. Actual expenses will vary greatly and be dependent on the vendor ultimately selected through the RFP process, therefore it is not possible to arrive at a net income estimate with any degree of accuracy at this time. With the proposed new garage and 2 new lease opportunities being paid for by a combination of BP funds and future incremental CRA revenues, the revenue to come from paid parking would predominantly be used for a pathway to a second parking structure and / or to address future parking stock losses or shortages that arise, as well as a means to supplement various operational expenses of the parking management system, if a source becomes needed.*

What's the annual payment for the garage both with & without subsidy?

*The required annual rent payment to fully amortize the construction costs of the garage without buying it down upfront with BP funds would be \$257,430.*

*The resulting annual rent payment after applying the proposed buy down shown in the staff recommendation (Scenario C) using the BP funds is \$115,000*

*(NOTE: the above figures are for rent only and do not include annual maintenance costs that will average \$102,500 in years 1-3 and \$134,957 over the period covering years 4-20)*

What's the annual payment amount for all the leases we have (both existing & newly planned)?

*Total annual rental payments including those being proposed in this action will amount to \$274,000 (based on outer years 4-20 for newly-planned payments). This total is made up of \$64,000 for existing leases paid by the CRA and \$210,000 for newly-planned leases.*

*(NOTE: the above figures are for rent only and do not include annual maintenance costs that will average \$102,500 in years 1-3 and \$134,957 over the period covering years 4-20)*

If this could be listed by location with a total – and include what department/fund the payments are coming from – it would be most helpful.

*All of the annual lease payments, existing and newly planned (except those initially covered by BP funds in the first three years) will be paid by the CRA fund. Annual rent payments, locations and total spaces are listed below:*

<u>Location</u>	<u>Annual Rent</u>	<u>Number of Parking Spaces</u>
<i>Proposed Garage at Keller site and Monroe on street spaces</i>	<i>\$115,000</i>	<i>215</i>
<i>228 Main and Mease Materials Lots</i>	<i>\$ 95,000 (based on outer years)</i>	<i>120</i>
<i>Bushnell lot</i>	<i>\$ 5,600</i>	<i>32</i>
<i>Station Square Lot</i>	<i>\$ 24,000</i>	<i>64</i>
<i>Ocean Optics Lot</i>	<i>\$ 30,400</i>	<i>41</i>
<i>Lot adjacent to City Hall</i>	<i>\$ 4,000</i>	<i>10</i>
<b>TOTALS</b>	<b>\$274,000</b>	<b>482</b>

How many spaces did Walker recommend that we needed to add to accommodate for at-risk parking?

*Walker recommended the City create 350-400 new PERMANENT spaces.*

How many net spaces are we adding with the recently signed leases along with the new recommended leases – since the time Walker made their recommendation?

*The newly planned leases will result in a combined 120 spaces from the 228 Main and Mease Materials lots together with 100 net new spaces at the Keller site from the proposed garage. Since the time Walker gave the City its recommendation to add 350- 400 PERMANENT spaces, the City has entered into 2 parking leases, one being the Bushnell lot with 32 spaces and the other the lot adjacent to City Hall with 10 spaces. All combined, the grand total of new spaces added including the new leases that are the subject of this action amounts to 262 spaces. It should be noted that the 120 spaces from the 2 newly planned leases and the 42 spaces currently at the Bushnell lot and lot adjacent to City Hall should not be considered as permanent and remain at-risk spaces.*

And finally, can you confirm that Walker will be at our meeting in case there are questions of our expert consultant.

*Staff has confirmed that a representative from Walker will be in attendance to provide industry insight and respond to questions the Commission may have this Thursday.*

---

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**\*BLUE SHEET\***

Agenda Item: OB-1 (#3)

Meeting Date: 01/07/16

**MEMORANDUM**

**TO:** City Commission

**THROUGH:** Robert DiSpirito, City Manager *RGD*

**DATE:** January 6, 2016

**FROM:** Robert C. Ironsmith AICP, CRA Director

**SUBJECT:** Downtown Parking Authorizations

**PRESENTER:** Robert C. Ironsmith, CRA Director  
Jeff Streder, Interim Finance Director  
Greg Rice, Planning & Development Director  
Marcello Tavernari, P.E. Section Engineer

**ATTACHMENTS:**

1. Email from Maria Gerakios dated January 6, 2016
2. Email from Sarak Gerakios dated January 6, 2016
3. Email from Doug Hutchens dated January 6, 2016
4. Email from Dawn Sheehy dated January 6, 2016
5. Email from [strudel@yahoo.com](mailto:strudel@yahoo.com) dated January 6, 2016
6. Email from Joan Stump dated January 6, 2016
7. Letter from Jane Sweeney, Chairman of the Board of the Dunedin Chamber of Commerce

**BACKGROUND:** Attached please find correspondence received by members of the Commission and/or staff regarding the above topic.

## Smith, Donna

---

**From:** Nazzaro, Andrea  
**Sent:** Thursday, January 07, 2016 8:54 AM  
**To:** DiSpirito, Robert  
**Subject:** FW: Feedback for City of Dunedin, FL - Maria Gerakios

The below was sent to the Commission.

-----Original Message-----

From: Bujalski,Julie  
Sent: Thursday, January 07, 2016 7:06 AM  
To: Nazzaro, Andrea  
Subject: FW: Feedback for City of Dunedin, FL

-----  
From: Preston, Christiana  
Sent: Thursday, January 07, 2016 7:05:50 AM  
To: City Commission  
Cc: King, Courtney  
Subject: FW: Feedback for City of Dunedin, FL Auto forwarded by a Rule

Here's another one that come in to "webmaster"..

-----Original Message-----

From: webmaster [<mailto:webmaster@DunedinFL.Net>]  
Sent: Wednesday, January 06, 2016 6:40 PM  
To: Preston, Christiana; King, Courtney  
Subject: FW: Feedback for City of Dunedin, FL

-----  
From: Maria Gerakios[<SMTP:GERAKIOSM5@GMAIL.COM>]  
Sent: Wednesday, January 06, 2016 6:39:33 PM  
To: webmaster  
Subject: Feedback for City of Dunedin, FL Auto forwarded by a Rule

You have received this feedback from Maria Gerakios <[gerakiosm5@gmail.com](mailto:gerakiosm5@gmail.com)> for the following page

<http://dunedin-fl.vts.hosting/index.aspx?page=614>

To the mayor and the city commissioners-- I implore you to leave our quaint and beautiful Downtown Dunedin alone. No paid parking meters, please. I am always so proud of this little downtown area that I brag about how those in charge have been so wise and respectful in their administrative duties--unlike Clearwater's commissioners who have absolutely ruined and sold to the highest bidders this once charming town. I know

because I grew up there, right across the street from Clearwater Beach. I don't even recognize it anymore. It has no draw for me. I always retreat to lovely Dunedin where I now live and am ever grateful that it is so close. Whenever I am with friends, we usually opt for a downtown Dunedin restaurant. There is just no other place that even compares. As a native Floridian of this area, I know that I am not alone when I beg you to continue to protect our little Dunedin, our lovely downtown. It is so hard to find paradise these days. How lucky are we that it is right in our backyard.

I plan to attend the meeting tomorrow.

Thank you.

Maria Gerakios

Maria Gerakios

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## Smith, Donna

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**From:** Nazzaro, Andrea  
**Sent:** Thursday, January 07, 2016 8:57 AM  
**To:** DiSpirito, Robert  
**Subject:** FW: Feedback for City of Dunedin, FL - Sarah Gerakios

The below was sent to the Commission.

-----Original Message-----

**From:** Bujalski, Julie  
**Sent:** Thursday, January 07, 2016 7:05 AM  
**To:** Nazzaro, Andrea  
**Subject:** FW: Feedback for City of Dunedin, FL

-----  
**From:** Preston, Christiana  
**Sent:** Thursday, January 07, 2016 7:04:45 AM  
**To:** City Commission  
**Cc:** King, Courtney  
**Subject:** FW: Feedback for City of Dunedin, FL Auto forwarded by a Rule

I don't know if these were forwarded already or not, they are coming in to each of you via "webmaster".  
Thanks!

-----Original Message-----

**From:** webmaster [<mailto:webmaster@DunedinFL.Net>]  
**Sent:** Wednesday, January 06, 2016 9:27 PM  
**To:** Preston, Christiana; King, Courtney  
**Subject:** FW: Feedback for City of Dunedin, FL

-----  
**From:** Sarah Gerakios [<SMTP:NINEDAGGERS@GMAIL.COM>]  
**Sent:** Wednesday, January 06, 2016 9:26:25 PM  
**To:** webmaster  
**Subject:** Feedback for City of Dunedin, FL Auto forwarded by a Rule

You have received this feedback from Sarah Gerakios <[ninedaggers@gmail.com](mailto:ninedaggers@gmail.com)> for the following page

<http://dunedin-fl.vts.hosting/index.aspx?page=614>

As a citizen of Dunedin, I am against paid parking. Paid parking will ruin the ambiance of our charming town and turn it into "any town, Florida". Please reconsider voting on this important topic and let the citizens have a chance to come up with some alternatives along with the city commission. This is too important to ignore the citizens and vote in paid parking.

Sarah Gerakios

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## Smith, Donna

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**From:** Hutchens, Doug  
**Sent:** Wednesday, January 06, 2016 8:38 PM  
**To:** DiSpirito, Robert; Ironsmith, Robert  
**Cc:** Streder, Jeff; Rice, Greg  
**Subject:** Re: Parking Leases

FYI -The Mease Matl site will be around \$600 per space for each of the first two years, then jump to \$800+ in the outer years.

> On Jan 6, 2016, at 7:01 PM, DiSpirito, Robert <[RDiSpirito@DunedinFL.Net](mailto:RDiSpirito@DunedinFL.Net)> wrote:

>  
>  
>

> -----Original Message-----

> From: Ironsmith, Robert  
> Sent: Wednesday, January 06, 2016 6:27 PM  
> To: Livingston, Bruce  
> Cc: DiSpirito, Robert  
> Subject: RE: Parking Leases

>

> 715 Edgewater 32 spaces, \$5600, approximate = \$175 per space (does not include landscaping maintenance cost) Dunedin Station Square 67 spaces, \$24,000 = \$358 Victoria Station, Douglas/Main, 41 spaces, \$30,400 approximate = \$766

> 510 Main Street, 10 spaces, \$4,000 = \$400 Keller lot, 89 spaces, \$17,000 = \$191 First United Methodist Church, 73 spaces, \$0

> \_\_\_\_\_  
> 312 spaces, \$81,000 = \$260

>  
>

> Bruce if you have questions please do not hesitate to call. Please note some of the lots required significant upfront capital and thus a reduced lease rate was negotiated.

>

> Bob

>  
>

> Robert C. Ironsmith, AICP  
> Director of Economic and Housing Development City of Dunedin  
> (727) 298-3204  
> [ronsmith@dunedinfl.net](mailto:ronsmith@dunedinfl.net)

>  
>  
>  
>

> -----Original Message-----

> From: Livingston, Bruce  
> Sent: Wednesday, January 06, 2016 9:26 AM  
> To: Ironsmith, Robert  
> Subject: Parking Leases

- >
- > Bob,
- > Would it be too much trouble to provide me with s list of all leased lots, with number of spaces, yearly rent, and cost per space on each.
- >
- > Thanks for your help.
- >
- > Bruce
- >
- > Sent from my iPhone
- >
- > The City of Dunedin is a public entity subject to Chapter 119, Florida Statutes concerning public records. Emails are covered under such laws, subject to disclosure and are maintained as a public record and to the public and media upon request.
- >
- > In compliance with FS 668.6076: Under Florida law, email addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead, contact them by phone or in writing.
- >

## Smith, Donna

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**From:** Dawn Sheehy <ryrytoast@tampabay.rr.com>  
**Sent:** Wednesday, January 06, 2016 9:08 PM  
**To:** DiSpirito, Robert; Bujalski,Julie; Gracy,Heather  
**Subject:** Parking fees

Dear City of Dunedin,

Unfortunately, I will not be able to attend the meeting regarding "paid parking" due to prior commitments, however, I do want to express my opinion on the subject. As a 25 year resident of Dunedin, I feel like the city truly is going to the dogs! I moved here when Dunedin was a quaint alternative to the insane craziness of Clearwater Beach. What once was a family oriented cohesive community has in the last 2 years seen an incredible decline and an insane influx of traffic. It is bad enough that every miniscule of green space is now being covered with eyesore cement buildings such as those going up in downtown Dunedin, the A/c Nielsen lot and the Honeymoon Island area without thought to road infrastructure. I live near Honeymoon island and the week of Christmas we had the bayflight helicopter land 3 times in the McDonald's parking lot due to accidents, seems logical to add 100 more cars? Now to add insult to injury you want to make Dunedin residents pay for parking ? Remember that the number one employer in Pinellas county is Pinellas County schools with an average income of about \$35,000. The money that would otherwise be spent in the shops, bars and restaurants will now be placed in the meter. Sure, the tourists will fork out the money during the winter but remember it is the residents that sustain those businesses from May to August. Please preserve some of Dunedin's original dignity and stop this motion. Thanks in advance.

Sincerely,  
Dawn Sheehy

**Smith, Donna**

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**From:** Sherri <strudell58@yahoo.com>  
**Sent:** Wednesday, January 06, 2016 10:34 PM  
**To:** DiSpirito, Robert  
**Subject:** Payed parking no!!!!

Sent from my iPhone

## Smith, Donna

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**From:** Nazzaro, Andrea  
**Sent:** Thursday, January 07, 2016 9:22 AM  
**To:** DiSpirito, Robert  
**Subject:** FW: paid parking - Joan Stump

The below was sent to the Commission.

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**From:** Bujalski, Julie [<mailto:JBujalski@DunedinFL.Net>]  
**Sent:** Wednesday, January 06, 2016 6:44 PM  
**To:** Nazzaro, Andrea  
**Subject:** FW: paid parking

-----  
**From:** Joan Stump [<SMTP:JOANSTUMP@GMAIL.COM>]  
**Sent:** Wednesday, January 06, 2016 6:43:49 PM  
**To:** City Commission  
**Subject:** paid parking  
Auto forwarded by a Rule

I just wanted to give my suggestion regarding the idea of paid parking. I just moved to Dunedin a few months ago and love the town. I spend a lot of time and money enjoying all the restaurants and shops downtown. It would kill the downtown business if you ask people to pay for parking. It is hard to get a parking space now but its worth it. I come from another small down that had all types of restaurants and shops downtown. The town ended up remodeling the roads and added meter parking and now it is a ghost town people don't go there and it killed the tourist crowd as well. If you really have to do it then I suggest you have a place where you could rent a monthly space but again that would turn the town into a police town which would really be sad please don't kill this awesome town.

thank you

--

Joan Stump  
[joanstump@gmail.com](mailto:joanstump@gmail.com)

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January 7, 2016

Mayor Julie Ward Bujalski  
City Commissioners  
City of Dunedin  
PO Box 1348  
Dunedin, FL 34697

Dear Mayor Bujalski & Commissioners:

The Board of Directors of the Dunedin Chamber of Commerce reaffirms their support of the process of reviewing the public parking availability, now and planning for the future.

Recognizing the vulnerability of much of our public parking is a concern to all downtown businesses, as well as businesses and residents throughout our community. We must ensure that there is adequate parking for visitors and customers, as well as business owners, employees and volunteers.

With the construction of Victoria Place, the plans for the Keller property, and the ground breaking celebration on the apartments at the Gateway site, we are entering the place we all knew we'd be, facing the loss of that important parking. We know we need to replace those parking options to keep Dunedin accessible to all who want to enjoy our businesses and amenities, and to keep our economy thriving.

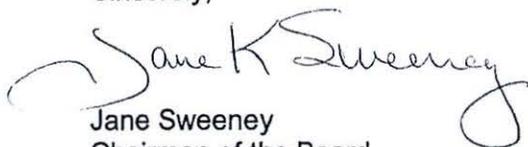
The increase of the 100 spaces from the Kokolakis project is a step in the right direction, but we still see the loss of parking from the other two large project sites. City staff has been creative in leasing lots, but those lots are extremely vulnerable too.

What we like about the proposed parking management system is it encourages turnover in the most desirable spaces in our downtown. It also still provides free parking for our residents and frequent downtown users. And it allows longer term parking for heavier users who now can take the most desirable spots for many hours while working, using the Trail, or riding the Jolley Trolley.

It also allows for those who use it most, who derive the most benefit from downtown parking, to have the opportunity to support it. This includes the many visitors who come here and enjoy our downtown amenities.

We continue to offer our support and involvement in this process and we thank you, City Staff, the Parking Committee, and everyone who has participated in this process for their hard work on behalf of our community.

Sincerely,

  
Jane Sweeney  
Chairman of the Board