

****STARRED ITEM****

Agenda Item: NB-6
Meeting Date: 12/01/16

MEMORANDUM

TO: City Commission

THROUGH: Douglas Hutchens, Interim City Manager *ROH for DH*

DATE: November 17, 2016

FROM: Greg Rice, Planning & Development Director *GR*

SUBJECT: **Resolution 16-33**, amending Resolution 16-22, Section 1, Item 6 titled "Complimentary (Free) Parking Areas (2 Hours Maximum)" to include "c. Main Street east of Highland Avenue (M-F only until 6:00 p.m.)"

PRESENTER: Greg Rice, Planning & Development Director

RECOMMENDATION: Adopt Resolution 16-33.

BUDGET IMPACT: None

PAST ACTION: None

NEXT ACTION: None

ATTACHMENTS:

1. Resolution 16-33
2. Resolution 16-22

BACKGROUND:

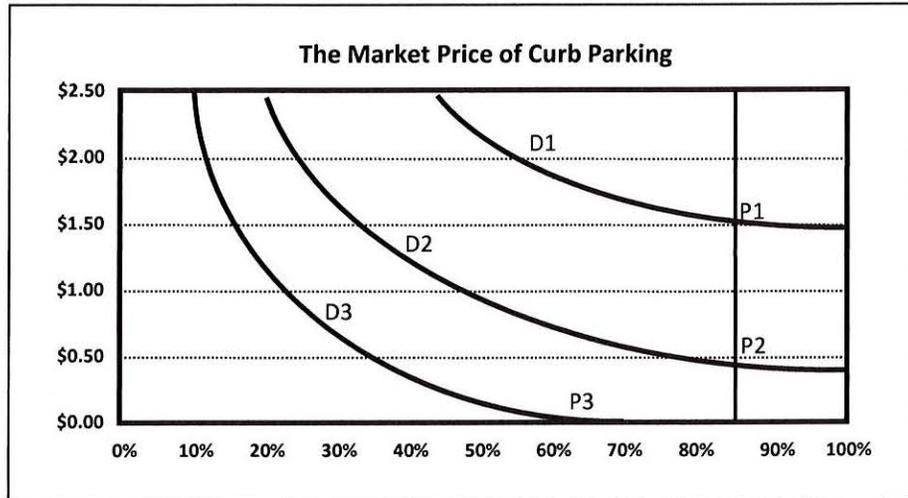
The City's new Parking Management System is designed to increase turnover and provide new parking inventory over the long-term. Through the first six weeks of implementation, paid parking has affected downtown merchants east and west of Highland Avenue differently as employees, trail riders and trolley riders have been moved off Main Street.

West of Highland Avenue, the availability of parking spaces combined with three hour limits has helped merchants, especially restaurateurs; attract new customers and more business. Most businesses west of Highland are designed for multi-hour shopping or dining.

East of Highland Avenue, it's a very different story. All of us notice the Main Street blocks east of Highland Avenue appear to be abandoned. This unintentional consequence is hitting three businesses especially hard. The affected businesses are daytime oriented with customers needing only minutes of parking time to receive the products

or services. According to the business owners, these in-and-out customers are choosing shop elsewhere.

Before making a recommendation I consulted Donald Shoup's book, The High Cost of Free Parking, for guidance and a solution. According to Shoup, if occupancy is below 85%, the price for paid parking is too high (see graph below).



NOTE: On many nights and every weekend, the City's Parking Management System is performing at the high demand (D1) with a correct price of \$1.50 (P1). Ideally our pay stations should offer variable pricing throughout the day or night to achieve an 85% occupancy rate throughout the downtown, but this isn't feasible during the twelve month pilot program.

East of Highland Avenue there appears to very little demand (D3) for parking due to the limited retail business and lack of restaurants. With demand low and time limits keeping employees, trail riders, and trolley riders off Main, the daytime "Shoup" pricing would be \$0.00 (P3). The book goes on to show that City-owned street parking (a public good) should be used instead of abandoned. Current conditions are producing no daytime revenue for the City and wasting a public good.

At some point, daytime demand should reach 85% occupancy with the addition of a Gateway development and two craft breweries. Until that time, staff recommends two hour free parking east of Highland Avenue until 6:00 PM Monday to Friday. The "two hour free" matches the lot just west of City Hall, while the "until 6:00 PM" matches the 600 Wood Street (1st Baptist) lot.

RESOLUTION 16-33

A RESOLUTION OF THE CITY OF DUNEDIN, FLORIDA, AMENDING RESOLUTION 16-22, SECTION 1, ITEM 6 "COMPLIMENTARY (FREE) PARKING AREAS (2 HOURS MAXIMUM)" BY ADDING MAIN STREET EAST OF HIGHLAND AVENUE (M-F ONLY UNTIL 6:00 P.M.) TO THE LIST; AND PROVIDING FOR AN EFFECTIVE DATE HEREOF.

BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF DUNEDIN, FLORIDA IN SESSION AND DULY AND REGULARLY ASSEMBLED:

Section 1. That Resolution 16-22, Section 1, Item 6 "Complimentary (Free) Parking Areas (2 Hours Maximum)" be amended by adding "c. Main Street east of Highland Avenue (M-F only until 6:00 p.m.)" to the list as displayed below.

6. Complimentary (Free) Parking Areas (2 hours maximum) are:

- a. 510 Main Street (adjacent to City Hall)
- b. Edgewater Park (angled spaces)
- c. Main Street east of Highland Avenue (M-F only until 6:00 p.m.)

Section 2. That all other provisions in Resolution 16-22 shall remain in full force and effect.

Section 3. That this Resolution shall become effective immediately upon its passage and adoption.

PASSED AND ADOPTED BY THE CITY COMMISSION OF THE CITY OF DUNEDIN, FLORIDA, THIS 1st day of December, 2016.

Julie Ward Bujalski
Mayor

ATTEST:

Denise M. Kirkpatrick
City Clerk

1.

RESOLUTION 16-22

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF DUNEDIN PURSUANT TO THE ADOPTION OF ORDINANCE 16-25 WHICH ESTABLISHED A DOWNTOWN PARKING PLAN WITHIN THE COMMUNITY REDEVELOPMENT AREA, ESTABLISHED PARKING LOCATIONS, PAYMENT TYPE IN PAID PARKING AREAS AND COMPLIMENTARY (FREE) PARKING AREAS, ESTABLISHED A SCHEDULE OF FINES FOR PARKING VIOLATIONS WITHIN THE CITY, ESTABLISHED LOCATIONS OF THE RESIDENTIAL PARKING PERMIT PROGRAM AREAS, ESTABLISHED PAID PARKING ENFORCEMENT HOURS, ESTABLISHED A PAID PARKING DISCOUNT FOR RESIDENTS OF THE CITY AND A PROCESS FOR RESIDENTS OF THE CITY TO OBTAIN THE DISCOUNT, AND ESTABLISHED THE COST OF PARKING PASSES FOR EMPLOYEES OF BUSINESSES LOCATED IN THE CRA FOR USE IN CERTAIN LOTS AND GARAGES; AND PROVIDING FOR AN EFFECTIVE DATE HEREOF.

WHEREAS, the City Commission of the City of Dunedin has adopted a Parking Management System through the adoption of Ordinance 16-25; and

WHEREAS, Ordinance 16-25 provides that parking locations, payment type in paid parking areas and free parking areas shall be established by resolution of the City Commission; and

WHEREAS, Ordinance 16-25 provides that the schedule of fines for parking violations within the City shall be established by resolution of the City Commission; and

WHEREAS, Ordinance 16-25 provides that the locations of the residential parking permit program areas shall be established by resolution of the City Commission; and

WHEREAS, the purpose of this resolution is to fulfill the requirements of Ordinance 16-25 by establishing these requirements.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF DUNEDIN, FLORIDA, IN SESSION DULY ASSEMBLED:

Section 1. The City Commission of the City of Dunedin hereby establishes the following parking locations and sets the payment type in paid parking areas as well as establishes complimentary (free) parking areas as follows:

2.

1. The hourly rate for paid parking shall be as follows:
 - a. Tier 1 - \$1.00 per hour of parking time.
 - b. Tier 2 - \$1.50 per hour of parking time.
2. Paid parking areas requiring a Tier 2 rate (3 hours maximum) are:
 - a. 228 Main Street (Peebles and Gracy) lot.
 - b. Victoria Drive (Victoria Place)
 - c. 349 Main Street (Dunedin Historical Society) lot.
 - d. Broadway (from Scotland to Main)
 - e. Main Street (from Broadway to Skinner Blvd)
 - f. Virginia Lane (from Douglas to Main)
 - g. Honey Lane
 - h. Douglas Avenue (from Scotland to Skinner)
 - i. Highland Avenue (from Wood to Grant)
 - j. Loudon Avenue (from Virginia to Main)
 - k. Park Street (from Loudon to Milwaukee)
 - l. Milwaukee Avenue (from Main to Skinner)
3. Paid parking areas requiring a Tier 2 rate (4 hours maximum – can extend for 2 hours using phone app) are:
 - a. Dunedin Marina
4. Paid parking areas requiring a Tier 1 rate (4 hours maximum – can extend for 2 hours using phone app) are:
 - a. Monroe Street lot
 - b. 940 Douglas Avenue (future parking garage)
 - c. 500 Wood Street (1st Baptist Church) after 6:00pm and on weekends.
 - d. West Railroad Avenue (adjacent to Pinellas Trail)
 - e. Highland Avenue/Wood Street parking lot
5. Complimentary (Free) Parking Areas (8 hours maximum) are:
 - a. 715 Edgewater Drive (Bushnell Lot)

- b. 362 Scotland Street (Station Square)
 - c. 411 Wood Street (First United Methodist Church)
 - d. 500 Wood Street (1st Baptist Church) before 6:00pm on weekdays.
6. Complimentary (Free) Parking Areas (2 hours maximum) are:
- a. 510 Main Street (adjacent to City Hall)
 - b. Edgewater Park (angled spaces)

Section 2. The City Commission of the City of Dunedin hereby establishes and sets a schedule of fines for parking violations within the City of Dunedin as follows:

1. Parking overtime (sign)	\$30.00
2. Parking overtime (pay stationed)	\$30.00
3. Parking in permit area without valid permit displayed	\$30.00
4. Parking in area posted no parking during specified hours	\$30.00
5. Parking in area posted authorized vehicle only	\$30.00
6. Within fifteen (15) feet of fire hydrant	\$30.00
7. Within thirty (30) feet of traffic-control device	\$30.00
8. Parking on private property	\$30.00
9. Parking on crosswalk	\$30.00
10. Loading zone	\$30.00
11. Parking in prohibited neighborhood zones	\$30.00
12. Parking on sidewalk	\$30.00
13. Blocking driveway	\$30.00
14. Blocking alley or overtime parking in alley	\$30.00
15. Double parking	\$30.00
16. Obstructing traffic	\$30.00
17. Parking facing oncoming traffic (1- or 2-way road)	\$30.00
18. Parking in safety zone	\$30.00
19. Parking in posted no parking area	\$30.00
20. Parking in parking spaces provided for disabled persons in violation of section 26-144 of this Code	\$250.00

21. Parking in or blocking any area designated as an access aisle for persons with disabilities per F.S. § 316.1955(2)	\$250.00
22. Parking in fire lanes	\$30.00
23. Parking in courier zones	\$30.00
24. Head-in parking	\$30.00
25. Other parking violations not listed above	\$30.00

Section 3. The City Commission of the City of Dunedin hereby establishes the following locations for the Residential Parking Permit Program Areas:

1. Victoria Drive from Main St. to Washington St.
2. Monroe St. from Victoria Dr. to Broadway.
3. Washington St. from Victoria Dr. to Broadway.
4. Howard Ave.
5. Highland Ct.
6. Highland Ave. from Grant St. to Skinner Blvd.
7. Grant St. from Douglas Ave. to Highland Ave.
8. Wood St. from Douglas Ave. to Orange Ave.
9. Scotland St. from Edgewater Dr. to Orange Ave.
10. Wilkie St. from Highland Ave. to Orange Ave.
11. James St. from Douglas Ave. to Orange Ave.
12. Highland Ave. from Wood St. to James St.
13. Loudon Ave. from Wood St. to James St.
14. Albert St. from Edgewater Dr. to Douglas Ave.
15. President St. from Edgewater Dr. to Douglas Ave.
16. Broadway from Scotland St. to President St.
17. Chicago Ave. from James St. to Lyndhurst St.

Section 4. The City Commission of the City of Dunedin hereby establishes that the paid parking locations shall be enforced between the hours of 10:00 a.m. and 10:00 p.m.

Section 5. The City Commission of the City of Dunedin hereby establishes for residents of the City a discount and a process by which the residents of the City can obtain the discount as follows:

1. Residents of the City can receive a 20% discount on their parking fees by doing the following:
 - a. Open a Parkmobile phone app account.
 - b. Register their license plate with proof of residency at the Planning & Development Department. Proof of residency requires a valid driver's license, a current City of Dunedin utility bill or proof acceptable to the Director of Planning & Development.
 - c. The Parkmobile transaction fee will also be waived for registered residents.

Section 6. The City Commission of the City of Dunedin hereby establishes a \$30.00 per month parking pass for employees of businesses located in the CRA for the Tier 1 lots and garages with proof of employment in the CRA.

Section 7. That this Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED BY THE CITY COMMISSION OF THE CITY OF DUNEDIN, FLORIDA, THIS 22nd day of September, 2016.



Julie Ward Bujalski
Mayor

ATTEST:



Denise M. Kirkpatrick
City Clerk