

1 PARKING SYSTEMS TASK FORCE
2 MINUTES
3 FEBRUARY 21, 2013
4

5 The Parking Systems Task Force held a regular meeting on Thursday, February 21, 2013 at the Brannon Center,
6 105 South Riverside Drive, New Smyrna Beach, Florida. Chairman Vazquez called the meeting to order at
7 5:30p.m.
8

9 The following members answered to roll call:

10
11 John Vazquez
12 Adele Aletti
13 Wade Mahood
14 Ernest Yarborough
15 Nejma Peter
16 Paul Mayer
17

18 Travous Dever arrived at 7:00pm. Also present were City Manager Pam Brangaccio; Assistant City Manager
19 Khalid Resheidat; CRA & Economic Development Director Tony Otte; Planning Manager Gail Henrikson;
20 Sergeant Shane Riggle and Recording Secretary Tammy Mena and members of the public.
21

22 APPROVAL OF MINUTES
23

24 **Adele Aletti made a motion to approve the minutes of the regular meeting held January 17, 2013,**
25 **seconded by Ernest Yarborough. Motion passed unanimously, 5-0.**
26

27 DISCUSSION OF CRA LEASED PARKING SPACES BY TONY OTTE/ CRA DIRECTOR
28

29 Mr. Otte stated that the areas that we have leased by the city for public parking are the Coronado Community
30 United Methodist Church that is a 5 year lease that commenced on December 1, 2011 and the lease is
31 contingent on the City Commission appropriating the funds for the lease every year. He stated that if the City
32 Commission didn't appropriate the funds every year the lease would be null and void. He stated that the cost is
33 \$500.00 per space and there is a cost of living increase after the first year. He stated that Flagler Dunes lot is a
34 little different because it is paved where the church parking is not. He stated that the Flagler Dunes owner
35 received a grant from the CRA to construct a parking lot. He stated that the Community Redevelopment
36 Agency (CRA) did an agreement for the value of that improvement and we are leasing back the spaces. We
37 received 20 for five years, 7 for the next five years, 1 for one remaining year and the balance of the spaces are
38 on a non exclusive basis for the public. He stated that the 20 spaces in Flagler Dunes are allocated as follows:
39 13 for Barracudas, 4 for Chuckapaya's and 3 for the Colony. He stated that in the Jessamine lot there are 25
40 spaces and allocated as follows: 8 for That's Amore, 7 for the Colony and 10 for Clancy's Cantina. He stated
41 that in the Coronado Methodist church lot there are 65 spaces and 16 spaces are allocated as follows 2 for
42 Clancy's Cantina, 4 for The Cloister's, 7 for Salty Dunes Restaurant and 3 for Nejma's Boutique. He stated that
43 at this time the lease payments are waived by the CRA and the City Commission at the January 12, 2010
44 meeting for a period of 2 years. He stated that at their January 24, 2013 meeting at the recommendation of the
45 Parking Task Force that was extended until April 2013.
46

47 Ms. Aletti asked if these businesses are aware of where there leased spaces are located. She stated that they
48 should be making their employees park on these lots.
49

50 Mr. Otte stated that these businesses asked for these parking spaces.
51

PARKING SYSTEMS TASK FORCE
FEBRUARY 21, 2013
MINUTES

1 Ms. Aletti stated that the builder asked for these spaces so are the business even aware of the spaces.

2
3 Mr. Resheidat stated that we can make the business aware of the spaces.

4
5 Ms. Aletti stated that this is another way to get the business on Flagler to not have their employees park in front
6 of their business on Flagler Avenue.

7
8 Mr. Resheidat asked if this was mentioned in the Merchant Association meetings.

9
10 Ms. Aletti stated that it has been in newsletters, she mentions it at every meeting and has asked the CRA to send
11 out a letter requesting that merchants not park in front of their own businesses.

12
13 Mr. Resheidat stated that the request can be made but they can't be forced to do this.

14
15 Ms. Aletti stated that maybe if meters are put in they will think about it.

16
17 Mr. Otte stated that he would send a letter out requesting the lease owners parking in their specific lots spaces.

18
19 Mr. Mahood stated that maybe they could be reminded when they renew their occupational license.

20
21 Ms. Aletti asked why the payment on the leases was suspended.

22
23 Mr. Otte stated that his thought would be because business was down.

24
25 Mr. Resheidat stated that it was because of the economy and he thought the suggestion came from the Merchant
26 Association.

27
28 Ms. Peter asked what if the businesses that have leased spaces decide they don't want to pay anymore.

29
30 Mr. Otte stated that they have to have these spaces so it would become a code enforcement issue if they didn't
31 pay for them.

32
33 Chairman Vazquez stated that voluntarily these businesses are not going to do this. He stated that the price
34 could be \$125 per lease spot and if they don't use them the price could go up and this could be monitored.

35
36 Mr. Resheidat stated that the parking fees could be tied in to their occupational license.

37
38 Chairman Vazquez stated that he was sure how it would be policed except the neighbors that are affected make
39 the phone calls to report them.

40
41 Ms. Aletti stated that if there were metered spaces and residential parking passes this another way to control it.

42
43 Mr. Otte stated that if the Board would like him to notify the businesses he would need a recommendation from
44 the Board.

45
46 Ms. Aletti stated that it could be put off until the leases are reinstated and that letter is sent out.

PARKING SYSTEMS TASK FORCE
FEBRUARY 21, 2013
MINUTES

1 Ms. Brangaccio stated that Mr. Otte can send out the letter reminding the businesses of their leased parking
2 spaces - the recommendation the Board would need to make would be whether we start charging for the spaces
3 again.

4
5 Mr. Yarborough asked if this Board could make the recommendation that the city start charging for the lease
6 spots.

7
8 Ms. Brangaccio stated that was correct.

9
10 Chairman Vazquez stated that maybe we could include in the letter that this is voluntary at this time but there
11 might be other measures taken if you don't have your employee's park in these lots.

12
13 Ms. Brangaccio stated that the city can't tell a business that their employees can't park on Flagler because it's
14 public parking. She stated that the letter could state that we strongly encourage you to have your employees
15 park in these spaces.

16
17 Ms. Peter stated that the meters won't solve the problem because she knows that there will be some business
18 that would pay to park in front of their business.

19
20 RE-GROUP AND REVIEW OF INFORMATION, PRESENTATIONS, AND FACTS PRESENTED
21 PREVIOUSLY

- 22
23
 - Residential Parking Only
 - Parking Garages
 - One Way Streets
 - Trolley Services
 - Parking Meters and Kiosks28

29 Ms. Aletti asked about the driveway cuts on Flagler that were done away with during paving.

30
31 Mr. Resheidat stated that all driveway cuts that were able to be done away with during the paving are now
32 parking spaces.

33
34 Ms. Aletti asked about the bridge opening requests being changed to every half hour discussed at the last
35 meeting.

36
37 Ms. Brangaccio stated that has to be done by resolution by the City Commission to the Coast Guard.

38
39 Chairman Vazquez asked when the painting and striping would be done on Flagler Avenue.

40
41 Mr. Resheidat stated that they normally do the thermoplastic 3 to 4 weeks after the paving. He stated probably
42 sometime next week.

43
44 Ms. Brangaccio stated that maybe we should wait until after the Board makes their recommendations on if they
45 are going to take out any of the curb cuts or the palm tree islands.

PARKING SYSTEMS TASK FORCE
FEBRUARY 21, 2013
MINUTES

1 Mr. Resheidat stated that he would have to check in to it because there might be an additional charge if we
2 delay it. He stated that if we remove some of the palm tree islands and leave some it will create blocking some
3 driveways so that all needs to be considered before making the recommendation.

4
5 Mr. Mahood stated that if we remove some of them that go in the front door of businesses or are blocking
6 driveways there are probably three of them that can be removed to create more room for people to get in and out
7 quicker and maybe even create a parking space and the palm trees could be relocated to an area where the palm
8 tree has died.

9
10 Mr. Resheidat stated that you have this meeting and the scheduled meeting in March to come up with the
11 recommendation to the City Commission.

12
13 Mr. Mahood stated his ideas as follows:

14 #1 Enforcement:

15 The UCF study listed enforcement as the key item in the success of any plan. His recommendation would be an
16 outside company like LAZ parking rather than New Smyrna Beach (NSB) Police Department (PD). The reason
17 would be that this would be their primary job function and not a secondary function. Any negative reactions to
18 fines would be directed at them and not the NSB PD. Enforcement should also include streets both north and
19 south for parking violations (parked facing wrong way, on sidewalks, to close to fire hydrants, blocking
20 driveways and halfway in street.)

21 #2 Fines Collected:

22 Set up a separate account for any monies collected specifying clearly only the items that this money could be
23 used for.

24
25 Mr. Yarborough asked how the Board makes the decision for short term to long term on the recommendations.

26
27 Ms. Brangaccio stated that we could put something like a ballot together from the minutes from this meeting
28 and the Board takes a vote at the next meeting.

29
30 Mr. Mahood stated that once 1 and 2 have been completed then install two hour parking signs along Flagler
31 Avenue from Peninsula to Atlantic Avenues. Recommendation would be two hour parking 7:00am to 5:00pm
32 only. This would have unlimited parking for the restaurants and bars for their major business times. Also post
33 no overnite parking from 2:00am to 4:00am on street sweeping nights. Two hour parking is allowed in SEC.
34 78-52 of the code of ordinances. Consider 2 hour parking signs on the areas on Pine and Cooper Streets from
35 Flagler to Florida Avenues and Jessamine Avenue where parking is now allowed. Enforced 2 hour parking
36 would free up 6-8 spaces daily currently being used by business owners and employees forcing them in to city
37 owned lots (include parking lot maps with their annual occupational license renewal notice). Implement paid
38 parking at Flagler Park, Esther Street Park, Sapphire Road and 27th Avenue Park. Kiosks preferably and
39 consider parking only the months Volusia County charges for beach parking. He considered only charging
40 same months as beaches but maintenance goes on year round.

41
42 Mr. Mayer stated that would be all the oceanfront parks including the one at Marilyn and Maple.

43
44 Mr. Mahood stated that is all the parks that we have to maintain year round. He stated that we would continue
45 the use of Park and Ride Shuttles and possibly expand to a 3rd Avenue location for all events regardless of

PARKING SYSTEMS TASK FORCE
FEBRUARY 21, 2013
MINUTES

1 sponsor. Approach the City Commission, Planning and Zoning Board and the CRA about a review of the
2 current rules and regulations governing the parking space regulations:

- 3 1. Reinstitute the fees charged to businesses that needed additional spaces to meet code.
- 4 2. Stop parking space variances for new business.
- 5 3. Follow up and verify that all business that agreed to rent independently located spaces are doing so.

6
7 Ms. Brangaccio stated that we can't mandate how the Planning and Zoning Board handles zoning variances.

8
9 Mr. Mahood stated that the City Commission should appoint another Parking Task Force again this fall to
10 review and make changes if needed based on the reactions of any challenges created by those changes
11 implemented by this Task Force.

12
13 Mr. Yarborough stated that there have already been discussions about charging for the leased lots.

14
15 Ms. Brangaccio stated that the Board could recommend that money goes in to the parking fund.

16
17 Mr. Mahood stated that could help by starting to fund the independent enforcement officers.

18
19 Ms. Aletti stated that selling the Columbus Avenue lot could start the process of the parking funds.

20
21 Ms. Brangaccio stated that we are working on a survey, an appraisal and anything historical on the property and
22 then it will have a minimum bid and possible subdivide the property also.

23
24 Ms. Aletti asked if the money from that sale be put in to the parking fund.

25
26 Ms. Brangaccio stated that it could be a recommendation but we will check to make sure there are no
27 restrictions on the funds gained from the property.

28
29 Mr. Mayer stated that in discussion of oceanfront kiosks the Economic Development Advisory Board
30 previously had a discussion on how do you fund the added parking spaces including those that might come in
31 the future or in the downtown area. He stated that the discussion was to meter kiosks the truck / trailer parking
32 areas on the North Causeway for the purpose of funding parking current and future maintenance and up keep.

33
34 Ms. Brangaccio stated that the City Commission voted a few years ago 4-1 to not charge at the boat ramps but
35 the Board could make that recommendation.

36
37 Mr. Mayer stated that the reason he brings this up is because this could be a potential parking area for Flagler
38 Avenue events. He stated that the Marine Discovery Center will eventually have additional parking and will
39 probably be part of the trolley system during special events. He stated that we could also do the kiosks parking
40 at the Swoope Site Boat ramp.

41
42 Ms. Brangaccio stated that she had thought maybe the city should approach the Little Theatre about parking at
43 their lot at the corner of 3rd and Horton Street, and have a second shuttle from 3rd Avenue.

44
45 Ms. Peter asked where the new businesses will get parking spaces from as the area grows.

PARKING SYSTEMS TASK FORCE
FEBRUARY 21, 2013
MINUTES

1 Ms. Brangaccio stated that the parking regulations were changed back in 2010 when the economy was not at
2 good and now the City Commission might need to look at changing those regulations again. She stated that
3 there are only three vacant parcels on Flagler but there will be possible additions or redevelopment of
4 properties.

5
6 Ms. Aletti stated that this is where the shuttle system would help by taking people from the Marine Discovery,
7 the AOB site and 3rd Avenue. She stated that it would have to be a public / private buy in and she didn't think it
8 should be a free shuttle.

9
10 Ms. Brangaccio stated that the city could approach the SE Volusia Ad Agency because they are starting to
11 develop and grow. She stated that the Halifax Ad Agency funds the shuttle that runs on the beach and Ormond,
12 Daytona, Daytona Beach Shores and possibly Ponce Inlet are all paying in to it. She stated that there is no
13 reason we can't ask for it to be funded.

14
15 Ms. Aletti stated that some of the bigger hotels are part of that also.

16
17 Ms. Brangaccio stated that is correct.

18
19 Mr. Yarborough asked if we plan to discuss parking meters on Flagler Avenue.

20
21 Ms. Aletti stated that there should be a discussion.

22
23 Mr. Mahood asked didn't the expensive parking meters eliminate them.

24
25 Ms. Brangaccio stated that the real issue is does the city charge for parking, and the mechanics of it, is what is
26 worked out after a parking system is put together as if the city charges at the beach lots impacts Flagler Avenue
27 and the side streets.

28
29 Mr. Mahood stated that after we put this in to effect then the City Commission has the Parking Task Force meet
30 again to see how this is working.

31
32 Ms. Aletti stated that the one way streets that were recommended were Esther Street, Bueno Aires and
33 Jessamine Avenue.

34
35 Mr. Mahood asked if the Interim Police Chief was against Jessamine Avenue as a one way street.

36
37 Sergeant Shane Riggle stated that he was not against one way on Jessamine Avenue. He stated that we are
38 currently studying the direction and speed of traffic on the roads now. He stated that we have broke it down by
39 blocks trying to figure out which direction everyone is travelling in and how fast they are going. He stated that
40 they have Esther Street done and the traffic is pretty even going in either direction.

41
42 Mr. Resheidat stated that the suggestion for Jessamine was to make it one way with additional parking and the
43 additional parking was shot down so therefore no reason to make it one way. He stated that Esther Street needs
44 to be one way because of the width of the street. He stated that some of the businesses raised some concern
45 about making Bueno Aires Street one way.

PARKING SYSTEMS TASK FORCE
FEBRUARY 21, 2013
MINUTES

1 The Board agreed that Bueno Aires Street was dangerous and needed to be on the list for one way.

2
3 Ms. Aletti stated that if we had a parking garage in another area where it is needed with a shuttle to help with all
4 the events. She stated that she would hate to see it on the AOB or high school property but that would help with
5 all the events in the nearby areas.

6
7 Mr. Resheidat stated that if we are looking at a parking garage on an offsite area in his opinion the best place
8 would be the hospital lot. He stated that they need the parking and they have the area for it.

9
10 Ms. Aletti stated that she was thinking about having it in an area where events usually happen. She asked what
11 the constraints are on the old high school property.

12
13 Mr. Mayer stated that strictly belongs to the Florida Wildlife Commission.

14
15 Chairman Vazquez stated that in discussion of the parking garage he would hate for the Board to lose sight of
16 looking for smaller parking areas.

17
18 Ms. Brangaccio stated that what we heard from the parking consultant that we have enough surface parking its
19 how you manage it and that's the parking system. She stated that probably need to negotiate a long term lease
20 with the church with what we have now.

21
22 Mr. Yarborough asked if the parking garage will be on the next agenda.

23
24 Ms. Brangaccio stated that we will put it on the list and the Board could decide between short term and long
25 term list.

26
27 Ms. Aletti asked if staff could prepare a short term and long term list from what the Board has discussed today.

28
29 Mr. Yarborough stated that is what the Board needs to do.

30
31 Mr. Resheidat stated that we will prepare a list for the Board to decide what will be short and long term.

32
33 Ms. Brangaccio stated that there could be an immediate, short term or long term list. She stated that the Board
34 could have their own meeting on March 14th following the joint meeting with the Planning and Zoning and then
35 the Board would be better prepared for the regular meeting on March 21st.

36
37 Ms. Aletti asked about the discussion regarding the builders paying a fee if they didn't have enough parking.

38
39 Ms. Brangaccio stated that there was a discussion that if the builders didn't have enough parking on site that
40 they could pay in to a parking fund every year if there were no spaces available to be leased.

41
42 Ms. Aletti stated that would help with payment for the shuttle, maintenance of the parking, etc. She asked if
43 that would be something we would like to look at and what would it be called.

44
45 Ms. Henrikson stated that it would be called a parking impact fee.

PARKING SYSTEMS TASK FORCE
FEBRUARY 21, 2013
MINUTES

1 Ms. Brangaccio stated that staff will check with the county before the joint meeting to see where they are on
2 their beach parking management contract. She stated that staff had asked Joe Nolin to include some language
3 where municipalities could piggy back off of their contract because that would shorten the process about 6
4 months if we don't have to go out for request for proposal. She stated that it made sense to her that whoever is
5 managing the tolls booths should also be managing the city's beach lots.

6
7 NO NEW BUSINESS

8
9 PUBLIC PARTICIPATION

10
11 George Dexter, 208 Golf Club Drive, stated his name then addressed the Board. He stated that the shuffle board
12 court and the Coronado Civic Center on Flagler Avenue needs to be moved to City Hall, the old fire station or
13 on the church property. He stated that lot would be great for parking. He stated that the property north of the
14 Breakers Restaurant could be made in to a parking lot and Ocean Avenue should be used as one way on to the
15 beach and Flagler Avenue one way off the beach or another street off the beach.

16
17 Debra Dugas, 200 North Pine Street, stated her name then addressed the Board. She asked if there was a
18 document showing the number of spaces for each business on Flagler Avenue.

19
20 Ms. Henrikson stated that it would be on the site plan for all the new businesses that have recently built on
21 Flagler Avenue. She stated that there has never been a list made for all the businesses on Flagler Avenue. She
22 stated that we have a parking standard for the businesses on Flagler Avenue.

23
24 Ms. Dugas stated that she knows that one way will probably occur on Esther Street and she sees that bringing a
25 lot of traffic in to the residential area because that will be forcing them off of Flagler Avenue. She stated that if
26 a business can't support the parking on their site then they should go somewhere else.

27
28 Ed McDowell, 405 Jessamine Avenue, stated his name then addressed the Board. He stated that he sees this
29 only being a problem seasonal and during events. He stated that he didn't see making these streets one way
30 solving that problem.

31
32 Ms. Brangaccio stated that is why the Police Department is doing the traffic study. She stated that they will
33 come back with recommendations based on the current traffic use.

34
35 Ms. Aletti stated that she is noticing the busy season is starting earlier than it use to.

36
37 ADJOURNMENT

38
39 With there being no further business, the meeting was adjourned at 7:25p.m.

PARKING SYSTEMS TASK FORCE
FEBRUARY 21, 2013
MINUTES

Notes from 2/21/13 Parking Advisory Committee “Re-Group” Meeting for 3/14/13 Agenda:

1. Establish a Parking Fund that would include funds derived from various sources (sale of Columbus Street lot, leased space fees, kiosk parking at ocean front lots, metered parking, overtime fines and enhanced enforcement of established parking regulations). Parking funds to be used for enforcement; equipment and maintenance. **I**
2. Put up signage on Flagler Ave. and intersecting cross streets (i.e., between Flagler and Florida and Flagler and Jessamine) that would limit parking to 2 hours between 7AM-5PM and no parking overnight when street sweepers are in use; establish “kiosk” parking at selected beach front parks. **I**
3. Have metered/kiosk/paid parking along Flagler Ave and at the Flagler Boardwalk, Esther Street, Sapphire, 27th Avenue, Swoope Site, North Causeway Boat Ramp and South Atlantic Beach Park parking lots. **L**
4. Secure a public/private partnership for a parking garage (location to be determined including consideration of Bert Fish Hospital lot). **L**
5. Determine any locations along Flagler Ave. where tree islands can be removed. **S**
6. Review all existing parking regulations that pertain to new businesses on Flagler Ave. **I**
7. Appoint another parking task force in September to review implemented plans and discuss new initiatives which would include Residential Parking permits. **S**
8. City to begin collecting fees for all leased spaces. Consider long term leases for current parking leased by the CRA/City and consider parking impact fees, or in-lieu of parking fees, for businesses on Flagler Ave. **I (as regards fee collection)**
9. **Ensure that all parking fees are being paid.**
10. City to sell the Columbus Street lot. **L**
11. Establish shuttle/trolley fee paid service throughout Loop area with stops at North Causeway (city owned lot and Marine Discovery Center), 3rd Ave. (Little Theater lot and others TBD) and Flagler Ave. (TBD). Approach SVAA regarding funding. **S**
12. Establish one way streets along Esther, Jessamine and Buena Aries (including consideration of one way only “in season”). **S**
13. **Hire an outside firm to enforce existing or new parking regulations**
14. Be prepared for report to City Council at 4/9/13 meeting. **I**
15. Continue to look for options for smaller surface parking lots throughout the area.

Code:

I: can be established immediately

S; can be established in a reasonable amount of time

L: can be considered for long term implementation.