



# AGENDA ITEM REQUEST FORM

**Town Manager's Office**

**Bud Bentley**

Department Submitting Request

Assistant Town Manager *B.B.*

**REGULAR**  
**COMMISSION MTG**  
**Meeting Dates - 7:00 PM**

**DEADLINE TO**  
**Town Clerk**

**ROUNDTABLE**  
**MEETING**  
**Meeting Dates - 7:00 PM**

**DEADLINE TO**  
**Town Clerk**

**April 27, 2011**

April 15 (5:00 pm)

**April 12, 2011**

April 1 (5:00 pm)

**SUBJECT TITLE: Resolutions Setting Parking Meter Rates (Exhibit 1) and Authorizing an Application to Florida Department of Transportation (FDOT) to Install Parking Meters on Commercial Boulevard (Exhibit 2).**

**EXPLANATION:** The Commission reviewed the proposed parking rate changes at the April 12, 2011 Roundtable meeting. Staff has addressed the Mayor's point that the proposed rate for parking on the western part of Commercial Boulevard should not be more than the rate to park in front of the shops there by suggesting that the Commercial Boulevard rate be \$0.50. Staff also responded to Vice Mayor Dodd's suggestion that we establish a flat rate (sometimes called a day rate or entry fee) for El Prado (and A1A when it gets pay stations) by suggesting that a flat rate be set at \$10 for 12 hours of parking. We also added the rate for the meters already approved by the Commission to be installed at the Municipal Park.

### Parking Rate Recommendations

Area	No. of Spaces	Current Rate	Recommended	
			Now	October 1, 2011
Beach meters <sup>(1)</sup>	144	\$1.25		\$1.50
A1A Parking Lot & Wings Lot	71 12	\$1.00 \$1.25	\$1.00	\$1.25 (both lots) \$10.00 flat rate <sup>(4)</sup>
Bougainvillea Drive & Poinciana Street	45	\$1.00	\$1.25	\$1.50
El Prado	90	\$1.00	\$1.25 daytime \$1.00 after 6 pm	\$1.50 daytime \$1.00 after 6 pm \$10.00 flat rate <sup>(5)</sup>
El Mar	25	\$1.00	\$1.25	\$1.50
Town Hall	24	\$1.00 weekend	\$1.25 weekend	\$1.50 weekend
Municipal Park		Resident Permit	\$1.00 or Resident Permit	
Commercial Business District <sup>(2)</sup>	146	\$0.25	\$0.50 in front of shops	
	40	Free or metered	\$0.50 on-street meters Requires FDOT approval to install meters	
Total Spaces <sup>(3)</sup>	587			

**Footnotes:**

1. Beach meters are those in the Oceanfront Center, the Portals and the first block west of El Mar.
2. Commercial Blvd west of Seagrave Drive including metered parking on E Tradewinds and Seagrave.
3. Includes 21 handicapped spaces in the off-street lots.



4. After pay stations are installed, the flat rate for 12 hours of parking shall be implemented
5. Flat rate for 12 hours of parking.

The reasons to adjust the rates are multi-fold. One reason is to create enough of a differential between street meter rates and parking lot rates so people are encouraged to use the parking lots. Another is to encourage turnover parking and discourage beach goers from parking near the stores and restaurants. A third is to start metering the spaces along Commercial that are free or by permit. And finally, as the Commission knows, we need to improve the health of the Parking Fund so that we can continue to improve the parking facilities.

We have suggested a phased approach to the meter rate proposed for October 1, 2011 for the following reasons:

1. A phased approach may be more palatable to the paying public. (Note: our residents can avoid the increases by purchasing resident parking permits.)
2. It is relatively inexpensive to reprogram the single space meters, too. (We have a quote of \$9.00 per meter to reprogram single space meters so we are looking at about \$1,800 to reprogram 200 meters in October.)

As far as competitiveness in the market, the Town's current beach meter rate of \$1.25 is lower than Deerfield Beach (\$1.50), Fort Lauderdale (\$1.75), Hollywood (\$1.50), the same as Dania Beach (\$1.25), and less than Pompano Beach (\$1.00). If we increase the rates to \$1.50 as proposed in October, we will be the same as Hollywood and Deerfield, less than Fort Lauderdale and more than Pompano.

As the Commission is aware, the FY11 Parking Fund budget assumes \$67,000 from increases in parking rates this year. The increase in meter revenue proposed in the resolution is estimated to be approximately \$5,000 per month once implemented. (It will take several weeks to implement and the meters reprogrammed.) The difference between what was budgeted and what we will realize from implementing \$1.25 rate at the Oceanfront Center pay stations and the increase in revenues we expected to gain from accepting credit cards and the operations of the parking pay stations.

**Recommendation:**

1. Adopt the proposed resolution implementing the recommended meter rates.
2. Adopt the proposed resolution authorizing staff to apply for an FDOT permit to install single space meters on Commercial Boulevard west of Seagrape.

**FISCAL IMPACT AND APPROPRIATION OF FUNDS:** The estimated increase in meter revenue from the recommended changes in rates for the balance of this fiscal year is about \$22,000. Please note that the estimates do not include revenue from adding street meters on Commercial Boulevard.

**Exhibit:**

1. Resolution for Meter and Permit Rates
2. Resolution for FDOT application to install meters on Commercial Boulevard

Reviewed by Town Attorney

Yes  No

Town Manager Initials

File: 4-27 AC Parking Meter Rates

# Exhibit 1

## RESOLUTION 2011-12

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3       **A RESOLUTION OF THE TOWN COMMISSION OF**  
4       **THE TOWN OF LAUDERDALE-BY-THE-SEA,**  
5       **FLORIDA, ESTABLISHING PARKING FEES**  
6       **EFFECTIVE MAY 2011 AND OCTOBER 2011;**  
7       **PROVIDING FOR CONFLICTS; PROVIDING FOR**  
8       **SEVERABILITY; PROVIDING AN EFFECTIVE**  
9       **DATE.**

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13       **WHEREAS,** Sections 19-26 and 19-28 of the Lauderdale-By-The-Sea Code of  
14       Ordinances provides that the fees for parking in the Town will be set by resolution; and

15       **WHEREAS,** the Town Commission has considered the proposed schedule of  
16       parking fees, attached hereto as Exhibit "A" and incorporated herein; and

17       **NOW, THEREFORE, BE IT RESOLVED BY THE TOWN**  
18       **COMMISSION OF THE TOWN OF LAUDERDALE-BY-THE-SEA,**  
19       **FLORIDA:**

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21       **SECTION 1. Fees.** Pursuant to Sections 19-26 and 19-28, Lauderdale-By-The-  
22       Sea Code of Ordinances, the schedule of parking fees and automatic annual increases in  
23       the fees effective May 1, 2011 and October 1, 2011, as shown on the schedule attached  
24       hereto as Exhibit "A," is hereby adopted.

25       **SECTION 2. Conflict.** All resolutions or parts of resolutions in conflict  
26       herewith, be and the same are hereby repealed to the extent of such conflict.

27       **SECTION 3. Severability.** The provisions of this Resolution are declared to be  
28       severable and if any section, sentence, clause or phrase of this Resolution shall for any  
29       reason be held to be invalid or unconstitutional, such decision shall not affect the validity  
30       of the remaining sections, sentences, clauses, and phrases of this Resolution, but they  
31       shall remain in effect, it being the legislative intent that this Resolution shall stand  
32       notwithstanding the invalidity of any part.

**Exhibit 1**

33            **SECTION 4.** This resolution shall become effective upon passage and adoption.

34    **PASSED AND ADOPTED** this \_\_\_\_ day of April, 2011.

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**MAYOR ROSEANN MINNET**

**ATTEST:**

\_\_\_\_\_  
June White, Town Clerk, CMC

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43    **Approved as to form:**

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46    Susan L. Trevarthen, Town Attorney  
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# Exhibit A to Resolution 2011-12

## Town of Lauderdale-By-The-Sea Parking Rates Effective May 1, 2011 and October 1, 2011

Line No.	<b>Permit (1)</b>	9/30/10	10/1/10	5/1/11	10/1/11
	Cost Per Year				
1	Resident Permit <sup>(2)</sup>	\$21.00	\$50.00		\$50.00 (4)
2	Hardship Permit	\$100.00	\$125.00		\$125.00 (4)
3	Hardship Visitor Permit (per 24-hr day)			\$15.00	\$15.00
4	Employee Permit	\$120.00	\$150.00		\$150.00 (4)
5	Employee monthly permits (3)	\$10.00	\$12.50		\$13.00
6	A1A Parking Lot Permit	\$300.00	\$300.00		\$375.00
7	A1A monthly permit (3)				\$31.25
8	<b>Meter Rates (1)</b>	9/30/10	10/1/10	5/1/11	10/1/11
9		Hourly Rate			
10	Beach District	\$1.25	\$1.25		\$1.50
11	Bougainville Drive & Poinciana Street	\$0.50	\$1.00	\$1.25	\$1.50
12	Commercial Blvd Business District	\$0.25	\$0.25	\$0.50	\$0.50
13	Municipal Park			\$1.00	\$1.00
14	A1A Lot	\$1.00	\$1.00	\$1.00	\$1.25 (5)
15	Wings Lot		\$1.25	Combined with A1A Lot	
16	El Mar Lot	\$1.00	\$1.00	\$1.25	\$1.50
17	El Prado Lot: 5 am to 6 pm	\$1.00	\$1.00	\$1.25	\$1.50 (6)
18	El Prado Lot: 6 pm to 5 am			\$1.00	\$1.00 (6)
19	Town Hall Lot (weekend)	\$1.00	\$1.00	\$1.25	\$1.50

### Policy & Procedures

- (1) Sales Tax on permits shall be in addition to the Town fee. Sales Tax on pay stations in off street parking areas shall be in addition to the hourly meter rate. Sales Tax on single space meters shall be included in the hourly fee charged.
- (2) Resident Permits shall be discounted 40% July 1 through September 30 of each year. For example, a Resident Permit that sells for \$55 in FY11, shall be sold between July 1st and September 30th for \$33.
- (3) Permits may be purchased monthly at the rate of 1/12 the annual permit fee
- (4) Set by Resolution 2010-32 & rounded to the next whole dollar.
- (5) Flat Rate of \$10 for 12 hours of parking when pay stations are installed
- (6) Flat Rate of \$10 for 12 hours of parking

**Exhibit 2**

**See 13d**

**Resolution 2011-11**

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