



AGENDA ITEM REQUEST FORM

Town Manager's Office

Bud Bentley

Department Submitting Request

Assistant Town Manager *[Signature]*

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 ⁽¹⁾	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 ⁽⁴⁾
Bougainvilla 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 ⁽⁵⁾
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 ⁽²⁾	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 ⁽³⁾	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 Seagrape Drive including metered parking on E Tradewinds and Seagrape.
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 CA

File: 4-27 AC Parking Meter Rates

Exhibit 1

See 13c

Resolution 2011-12

RESOLUTION 2011- 11

A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF LAUDERDALE-BY-THE-SEA, FLORIDA, AUTHORIZING THE TOWN MANAGER OR HER DESIGNEE TO AUTHORIZE AND APPLY FOR STATE PERMITS FOR THE IMPLEMENTATION OF PAID PARKING ON COMMERCIAL BOULEVARD; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Town of Lauderdale-By-The-Sea has a Paid Parking System, which requires the installation of Parking Meters, Signs, and Pavement Markings along State, County, and Town roads, streets, and right of ways; and

WHEREAS, the Town of Lauderdale-By-The-Sea desires to expedite the issuance of state permits pursuant to the applicable procedures and regulations of Florida Statute and the Florida Administrative Code, to facilitate the implementation of a Paid Parking System; and

WHEREAS, the Town Commission of the Lauderdale-By-The-Sea desires to authorize the Town Manager or her designee to apply for state permits as necessary from the Florida Department of Transportation, for said Paid Parking System implementation.

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

SECTION 1. That the Town Manager or her designee is hereby authorized to apply for all permits and approvals from the Florida Department of Transportation necessary to implement the Town's Paid Parking System.

SECTION 2. This resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED this 27th day of April, 2011.

Mayor Roseann Minnet