



AGENDA ITEM MEMORADUM

Town Manager

Connie Hoffmann

Department

Department Director

COMMISSION MEETING DATE (*) - 7:00 PM	Deadline to Town Clerk
<input checked="" type="checkbox"/> June 19, 2012	April 27

*Subject to Change

- | | | | |
|---------------------------------------|---|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Presentation | <input checked="" type="checkbox"/> Reports | <input type="checkbox"/> Consent | <input type="checkbox"/> Ordinance |
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Quasi-Judicial | <input type="checkbox"/> Old Business | <input type="checkbox"/> New Business |

FY2012 DESIGNATED HIGH PRIORITY ITEM - PRIORITY TOPIC

SUBJECT TITLE: PARKING ISSUES IN THE DOWNTOWN CORE

EXPLANATION: There will undoubtedly be much discussion of parking at Tuesday night's meeting in connection with the East Commercial streetscape project. This agenda report contains data and information regarding the use of that parking that I thought would be useful for the Commission to have.

Where Do the People who Park in the Easternmost Blocks of Commercial Go?

Attached you will find the results of parking origination and destination surveys done on 6 different days in March, April and May. As you can see, 42% of the people surveyed parking at Town-metered spaces **on Commercial Boulevard in the two blocks east of A1A** or using the parking pay stations in that location indicated they were going to the beach. Another 34% said they were going to restaurants and 16% said they were shopping or just walking around.

Fewer people were heading to the beach when Hughes Hughes Inc. conducted vehicle occupant destination studies on mornings, afternoons, and evenings in December of the 13 parking spaces in the **easternmost block only** (the block between El Mar and the Pavilion). Fewer people going to the beach was likely the result of the fact that two of the days when surveys were done were within one week of Christmas, and because the weather is more suitable for the beach in the spring and summer months. Their findings were as follows:

1. During weekday mornings, 52% of the people parking in that block went to a restaurant or the Pier, but that dropped to 34% in the afternoon. 11% headed to the beach in the morning, but that percentage jumped to 28% in the afternoon. About 7% of the weekday morning parkers went to the Beach Pavilion, none in the afternoon went there, and 13% went to the Pavilion in the evening. 8-9% of the parkers went to a retail store, with little change between mornings and afternoons. On weekday evenings, 69% were headed to restaurants.
2. On weekends, 53% went to restaurants during the day, 36% in the afternoon, and 48% at night. On weekend mornings the beach was a stronger destination than during the week, with 27% heading to the beach in the morning. The numbers dropped to 20% in the afternoon, but



surprisingly, 10% were headed to the beach in the evening. The Pavilion was a destination in about the same percentages on the weekend as during the weekdays.

3. During daylight hours, Hughes also reported that 7% used the parking spaces briefly to drop people off or pick them up, and that even more people just sat in their cars for awhile, did not feed the meters, and then drove off.

Impact of the East Commercial Streetscape Project on Parking

There is a state statute that says you cannot have a parking space within 20 feet of a crosswalk at an intersection, a condition we currently have with the four spaces on El Mar closest to the Commercial/El Mar intersection (2 on the north, 2 on the south). I presume they have been there for a long time but, because of the substantial amount of work being done (installation of drainage and valley gutters, undergrounding of the existing electric, reconfiguration of the intersection corners) this intersection at El Mar effectively will be mostly reconstructed . When reconstruction of this magnitude occurs, current code/statutes and design standard requirements are considered.

The schematic design shows elimination of the 4 full parking spaces, and replaces each with one 90 degree angle NEV space. There is currently enough space to accommodate one NEV parking space (anticipated to be 6 ft max in width – design width to be confirmed) and still maintain the required 20’ minimum No Parking Zone. Some things to be considered which the designers will be looking into further are the safety and visibility of the use of the space for the NEV perpendicular parking.

The schematic drawings for the proposed streetscape plan for East Commercial remove 31 parking spaces from the project area. The parking illustrated in the schematic design compared to current conditions is as follows:

<u>Location</u>	<u>Current # Spaces</u>	<u># in Plan</u>	<u>Difference</u>
Block 1 Commercial	12	0	-12
Block 2 Commercial	24	14	-10
El Mar Drive btwn Alleys	35, +4 NEVS	32 + 4 NEVs	- 3
A1A btwn the Alleys	<u>15</u>	<u>9</u>	- <u>6</u>
	87 + 4 NEVS	55 + 4 NEVS	- 31

As we have mentioned numerous times, we believe that most of those parking spaces can be relocated within reasonable walking distance of those two blocks as follows:

- We expect to get 15-20 new spaces when the A1A parking lot and the Wings Parking Lot are combined and reconfigured. The Commission directed us to maximize parking spaces in that lot when the design contract for that project was approved on June 12th.



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- An additional 12 spaces in the A1A lot are currently used by Municipal Services employees during daytime hours. Those spaces will be freed up when the Town builds the proposed parking lot between Jarvis Hall and the Public Safety Building. (The design contract for that project was approved by the Commission on June 12th.) These spaces only change the parking equation during the day, but we have already seen that there are a good number of beach goers who could use those spaces on weekdays.
 - We are working with an engineer on a design proposal to create new parallel spaces in the middle of South Bougainville Drive in those areas where 90 degree back out parking does not occur on both sides of the roadway. We hope to bring that design proposal to the Commission for approval on June 26th. A preliminary review indicates we can get 10-12 new spaces on Bougainville, between Commercial Boulevard and Datura. And more spaces than that can be added south of Datura.

As the Commission discussed at the last meeting, it is critical that the parking areas be well-designed and directional signage to them be improved. We have retained the services of a firm very experienced in designing municipal way-finding signage and locating it at the proper places to assist us in getting the signage right.

EXHIBITS: Memo from Town Planner re: Parker Destination Surveys

Reviewed by Town Attorney
 Yes No

Town Manager Initials _____



Town of Lauderdale-by-the-Sea
Development Services Department

To: Connie Hoffmann, Town Manager
Thru: Bud Bentley, Assistant Town Manager *LB*
From: Linda Connors, Town Planner *LC*
Date: June 13, 2012
RE: East Commercial Parking Origination and Destination Survey

Planning interns conducted a survey of people utilizing Town parking spaces on Commercial Boulevard east of A1A over a two month period from March 30, 2012 to May 28, 2012. The survey was conducted at various times of the day as identified in Table 1. The purpose of this survey was to determine from where the people were visiting, where they were staying and what they were visiting while in our downtown area.

TABLE 1

<u>Survey Date</u>	<u>Time</u>	<u># Surveyed</u>
March 30, Friday	2:30 p.m. – 4:30 p.m.	35
April 3, Tuesday	9:00 a.m. – 12:30 p.m.	35
April 10, Tuesday	10:00 a.m. – 2:00 p.m.	48
April 13, Friday	10:00 a.m. – 1:00 p.m.	21
May 19, Saturday	1:30 p.m.– 5:30 p.m.	19
May 28, Monday*	11:00 a.m.– 2:00 p.m.	24

*Memorial Day holiday

We surveyed 182 people who were either parking their car or were utilizing parking pay stations located on Commercial Boulevard east of A1A. The majority of the people (43%) were visiting from the United States (other than Florida). 37% of the people surveyed were from Florida with 28% being from the Broward County area. 11% were from Canada and 9% from Europe.

The majority of those surveyed planned to go to the beach (42%), to restaurants (34%) or they were shopping and walking around (16%).

Questions were also asked about how long the downtown's visitors were staying in LBTS, where they were staying and if they planned to visit the Town again. Half of the people interviewed (50%) were visiting for a less than one-day; another 36% were on vacation for 2 to 14 days. Interestingly, almost half of the people surveyed stayed in LBTS condos, hotels or were owners of a property in town. 94% of those surveyed said they planned to visit LBTS again.

Another aim of the survey was to determine why visitors selected LBTS and what additional amenities people would like to see in LBTS. Most of the people mentioned that they visited LBTS because of the great location

with restaurants and the beach (31%), the quaintness of the town (31%) and the central location of LBTS (8%).

In response to the question regarding additional amenities needed in the town, more than 60% answered with "nothing additional was needed". Amenities suggested from those who had comments included a request for additional parking (42%), bars (16%), public restrooms (11%), a kids play area (11%) and additional signage (11%).

In response to the question whether people knew about the "Pelican Hopper" free shuttle service, 65% stated that they did not know of it. Some people mentioned that they wished the stops would have better signage and also have a route map clearly posted in a central location with a schedule of the times the shuttle runs. (Pat Himmelberger is currently working with a sign designer to develop a pelican-themed sign for the Pelican Hopper stops and the schedule will be posted in a tourist kiosk that is planned in the East Commercial Project.)

Exhibits: Exhibit 1 – East Commercial Survey Data Summary

Exhibit 1

EAST COMMERCIAL MARKETING (PARKING) SURVEY
 Summary of Survey Results
 March 30, 2012 - May 28, 2012

Questions:													
Where are you from?	Other USA*	Broward	Canada	Other FL cities	Europe	Total							
	79	51	20	16	16	182							
	43%	28%	11%	9%	9%	100%							
Are you going anywhere specific?	beach	restaurants, café	shopping/ stores	browsing	pier	Total							
	76	62	16	12	6	182							
	42%	34%	9%	7%	3%	100%							
Are you staying in town?	yes	no	Total										
	75	107	182										
	41%	59%	100%										
If not, where else?	Ft. Lauderdale	Pompano	Miami Beach	Tamarac	Margate	Boynton B.	Stuart	Lauderhill	Plantation	Boca R.	Weston	Orlando	Total
	53	13	3	11	3	2	3	2	4	8	2	3	107
	50%	12%	3%	10%	3%	2%	3%	2%	4%	7%	2%	2%	100%
How long is your stay?	< one day	one day	2 - 14 days	< 1 month	> 1 month	Total							
	43	48	66	9	16	182							
	24%	26%	36%	5%	9%	100%							
Why do you come to LBTS as opposed to another nearby Town?	great location (beach town, restaurants)	quaint (no high rise buildings), not crowded, small, atmosphere	family and friends	central area, walking distance	home owners	shopping	fishing	Total					
	56	56	23	13	11	8	15	182					
	31%	31%	13%	7%	6%	4%	8%	100%					
Are we missing anything in LBTS?	no	yes	Total										
	109	73	182										
	60%	40%	100%										
If yes what?	parking	younger crowd	public restrooms	BBCQ food	kids play area	signage	bars	Total					
	31	3	8	3	8	8	12	73					
	42%	4%	11%	4%	11%	11%	16%	100%					
How often do you come to LBTS?	first time	once a week	once a month	once a year	twice a year	3-6 times a year	Total						
	52	34	21	49	12	14	182						
	29%	19%	12%	27%	7%	8%	100%						
Will you come again?	yes	no	Total										
	171	11	182										
	94%	6%	100%										
why not?	expensive	limited parking	Total										
	4	7	11										
	36%	64%	100%										
Are you aware of our free shuttle, the Pelican Hopper?	yes	no	Total										
	63	119	182										
	35%	65%	100%										

* USA: New York (17x), Ohio (12x), Indiana (7x), Minnesota (6x), California (5x), Massachusetts (5x), Michigan(5x), New Jersey (3x), North Carolina (3x),Georgia (3x), Pennsylvania (2x), Idaho (2x), Delaware (2x), Colorado (2x), Connecticut (2x), New Hampshire (1x), Vermont (1x), Tennessee (1x)