



AGENDA ITEM REQUEST FORM

Town Manager's Office

Bud Bentley

Department Submitting Request

Interim Assistant Town Manager

REG COMMISSION
Meeting Dates 7:00PM

DEADLINE TO
Town Clerk's Office

ROUNDTABLE
Meeting Dates 7:00PM

DEADLINE TO
Town Clerk's Office

- September 27, 2010
- Nov 9, 2010*

- Oct 1 (5:00 pm)
- Nov 12 (5:00 pm)

- Oct 26, 2010
- Nov 23, 2010*

- Oct 15 (5:00 pm)
- Nov 12 (5:00 pm)

*Subject to Change

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

SUBJECT TITLE: Resolution (Exhibit 1) establishing Parking Fees for FY 2010-2011

EXPLANATION:

Residential and Beach Parking Permits. At its meeting of September 14, 2010, the Commission directed staff not to sell any FY2011 Residential or Beach Parking Permits until the Commission determined the price for those permits.

The Commission discussed this subject at its September 20, 2010 Roundtable meeting and directed an item be placed on the September 27, 2010 agenda that would; 1) increase the cost of Resident Parking Permit to \$50; 2) combine Residential and Beach Parking Permits; and, 3) and prorate the price of resident permits during the year.

The Commission did not discuss hardship permits or employee parking permits. We would like to address those permits as it is also time for them to renew. In the Exhibit A to the Resolution, we have included a 25% increase for discussion purposes and annual increases of 25%. Both permits are significantly under market rates. For example, the 2005 Parking Study recommended increasing the hardship parking permit fee to \$350. The current rate is \$100, which was decreased from \$200 in November 2009.

The applications for hardship parking permits are included in a separate item on the September 27, 2010 agenda.

- A. **Exhibit 2** is a survey of what other beach cities charge for residential and beach permits.
- B. **Exhibit 3** is a Table showing current parking rates and the effects of Resolution 2009-14, which established an annual five percent (5%) increase in parking fees each October 1st and Resolution 2009-29, which decreased Employee Parking Permits 40% and hardship permits 50%.
- C. **Exhibit 4** is a Table showing the impact of various options to increase permit fees.

RECOMMENDATION: Approval of the Resolution (Exhibit 1) and the following recommendations for implementation.

1. As part of the combining of resident and beach parking permits, we recommend:
 - a. Replace the six beach permit parking spaces in the El Prado lot with meters as resident permits may use any meter location. Marking the beach space to "Resident Permit" may lead to confusion if permit holders think they can only park at designated permit spaces in the El Prado Lot.
 - b. This would be an excellent time to move two handicapped spaces on the northeast end of the El Prado Lot to the east side of El Mar as shown on **Exhibit 5**. The two handicapped spaces require about the same space as three regular spaces. There would be no change in the total number of spaces. The remaining three spaces on El Mar/El Prado would continued to be marked "Permit Only."
 - c. Replace the two beach parking permit spaces in the 4300 Block of S. Bougainvillea with meters.
 - d. The other beach permit parking spaces would get new "resident permit" signs.
2. Proration of the fee for a Resident Permit. We recommend that the annual fee for a resident permit be discounted to \$30 after July 1st of each year.
3. Bougainvillea Drive meters (29 meters in the first block north of Commercial). The street meters on Bougainvillea are \$0.50 per hour with a 2-hour limit. The meters in the A1A lot are \$1.00 per hour with a 4-hour limit. The street meters should be supporting the surrounding businesses but we find that many parkers at this location are making a pricing decision and avoiding the beach parking rates of \$1.25 per hour and the A1A lot's \$1.00 per hour. We recommend the Bougainvillea street meters be increased to \$1.00 per hour so as not to draw parkers that we would prefer park in the A1A lot. We recommend the rates for the remaining meters and lots continue unchanged until we have received the results of the Parking Operational Study.

- EXHIBITS:**
- Exhibit 1: Resolution establishing parking fee for FY 2010-2011**
 - Exhibit 2 - Survey of other beach cities' rates for residential and beach permits.**
 - Exhibit 3 - Table showing current parking rates**
 - Exhibit 4 - Table of various revenue results.**
 - Exhibit 5 - Handicapped Parking at El Prado**

FISCAL IMPACT AND APPROPRIATION OF FUNDS: Approval of the Resolution will increase revenues in the Parking Fund.

Amount \$ _____ Acct # _____
 Transfer of funds required From Acct # _____

Town Attorney review required
 Yes No

Town Manager Initials CB

Exhibit 1

RESOLUTION 2010-32

1
2
3 A RESOLUTION OF THE TOWN COMMISSION OF THE TOWN OF
4 LAUDERDALE-BY-THE-SEA, FLORIDA, ESTABLISHING
5 PARKING FEES EFFECTIVE OCTOBER 1, 2010 AND PROVIDING
6 FOR AUTOMATIC ANNUAL INCREASES FOR CERTAIN PARKING
7 RATES

8
9 **WHEREAS**, Sections 19-26 and 19-28 of the Lauderdale-By-The-Sea Code of
10 Ordinances provides that the fees for parking in the Town will be set by resolution; and

11 **WHEREAS**, the Town Commission has consider the proposed schedule of
12 parking fees, attached hereto as Exhibit "A" and incorporated herein; and

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

15
16 **SECTION 1.** That, pursuant to Sections 19-26 and 19-28, Lauderdale-By-The-
17 Sea Code of Ordinances, the schedule of parking fees and automatic annual increases in
18 the fees each October 1, as shown on the schedule attached hereto as Exhibit "A," is
19 hereby adopted.

20 **SECTION 2.** This resolution shall become effective upon passage and adoption.

21 **PASSED AND ADOPTED** this 27th day of September, 2010.

22
23
24 MAYOR ROSEANN MINNET

25 **ATTEST:**

26
27 _____
28 June White, Town Clerk

29
30 **Approved as to form:**

31
32 _____
33 Susan L. Trevarthen, Town Attorney

34
35 (CORPORATE SEAL)

Exhibit A to Resolution 2010-32

Town of Lauderdale-By-The-Sea Parking Rates Effective October 1, 2010

Line No.	Permit (1)	9/30/10	Effective 10/1/2010	Annual Increase
		Cost Per Year		
1	Resident	\$21.00	\$50.00 (2)	10%
2	Beach	\$21.00 combined with Resident Permit		
3	Hardship	\$100.00	\$125.00	25%
4	Employee (3)	\$120.00	\$150.00	25%
5	Employee - monthly rates	\$10.00	\$12.50	25%
6				
7	El Mar Lot	\$300.00	discontinue	
8	A1A Parking Lot	\$300.00	\$300.00	
9			\$25.00 per month	
10				

Line No.	Meter Rates (1)	9/30/10	Effective 10/1/2010
		Hourly Rate	
13	Beach District	\$1.25	\$1.25
14	Bougainvilla Drive	\$0.50	\$1.00
15	Commercial Blvd Business District	\$0.25	\$0.25
16			
17	A1A Lot	\$1.00	\$1.00
18	Wings Lot		\$1.25
19	El Mar Lot	\$1.00	\$1.00
20	El Prado Lot	\$1.00	\$1.00
21	Town Hall Lot	\$1.00	\$1.00

NOTES

- (1) Sale Tax on permits shall be in addition to the Town fee. Sales Tax on meters shall be included in the hourly fee charged.
- (2) Effective every July 1st, Resident Permits shall be discounted 40%. For example, a Resident Permit that sells for \$50 in FY11, shall be sold between July 1st and September 30th for \$30.00
- (3) Employee Permits may be sold monthly at the rate of 1/12 the annual permit fee

TOWN OF LAUDERDALE-BY-THE-SEA**PARKING PERMIT SURVEY**

MUNICIPALITY	BEACH PERMIT/COST	RESIDENT PERMIT/COST	OTHER	SPECIAL INFORMATION
City of Dania	YES / Resident over 55 - \$26.50; Resident under 55 - \$47.70; Residents w/ out-of-state tag - \$63.60	NO	NO	
City of Deerfield Beach	YES / \$50.00 (Residents Only) It is the intent to raise the cost to \$100.	NO	NO	
City of Fort Lauderdale	Yes / District III Residents* - \$26.50 (monthly); Ft. Laud Beach Park* - \$37.10 (monthly)	Yes / \$6.00 (Only valid at North Beach, Ft. Laud Beach Park, and Intracoastal Lot) It is the intent to raise the cost to \$75-\$100.	Galt Ocean Drive Area - \$37.10 (monthly); North Galt Area - \$37.10 (monthly)	*District III Residents Permit only valid 9:00 p.m. - 7:00 a.m.; Ft. Laud Beach Park Permit does not require residency.
City of Hollywood	NO	Resident Full/Part Time* - \$150.00	Hotel/Motel* - \$150.00 (\$25 monthly); Apt/Condo/Transient Rental* - \$35.00 (monthly)	*Permits only valid in downtown area and Hollywood Beach.
Town of Hillsboro Beach	NO	NO	NO	
City Lighthouse Point	NO	NO	NO	
City of Pompano Beach	NO	NO	NO	
Village of Sea Ranch	NO	NO	NO	

Created By: Town Clerk's Office

9/17/2010

Exhibit 3

B	C	D	E	F	G
		5/26/2009 Resolution 2009-14	Oct-1-2009 (5% Inc)	11/10/09 Resolution 2009-29	Oct-1-2010 (5% Inc)

Annual Permits

1	"A"	Resident	\$20.00	\$21.00		\$22.05
3		Employee - monthly	\$16.67	\$17.50	\$10.00	\$10.50
4		Non-Resident	\$300.00	never implemented		
5		Senior	\$27.50	never implemented		
6		Hardship	\$200.00	\$210.00	\$100.00	\$105.00
9						
10	"B"	Beach	\$20.00	\$21.00		\$22.05
11						
12	"C"	El Mar Drive Lot	\$300.00	never implemented		
13		A1A Lot	\$300.00	never implemented		
14						
15	Meter Rates (per hour)	Meter Rates were increased by Resolution 2009-14 but it is not practical to change the meter rates to odd amounts.				

Exhibit 4

Parking Permits - Projected Increases in Revenues

Permit	No. of Permits	Oct-1-09	Oct-1-10	New Rate?		
		\$21.00	\$22.05	\$50.00	\$60.00	\$75.00
Residential	264	\$5,544	\$5,821	\$13,200	\$15,840	\$19,800
additional revenue			\$277	\$7,656	\$10,296	\$14,256
Beach	104	\$2,184	\$2,293	\$5,200	\$6,240	\$7,800
additional revenue			\$109	\$3,016	\$4,056	\$5,616
TOTAL	368	\$7,728	\$8,114	\$18,400	\$22,080	\$27,600
Combined Residential & Beach	300		\$6,615	\$15,000	\$18,000	\$22,500
Change			-\$1,499	-\$3,400	-\$4,080	-\$5,100
Net Change from Oct 1, 2010			-\$1,499	\$6,886	\$9,886	\$14,386

Employee Parking	Cost Per Month	Hrs Per Day	Days Per Month	Hrs Per Month	Cost Per Hour
Full time employee	\$10.00	9.5	16	154	\$0.06
4 hrs per day employee	\$10.00	5	16	81	\$0.12

Days Per Yr	(5 days * 52 wks)
260	
195	75% usage

Exhibit 5



Move 2 handicapped spaces to the east end

of El Prado. Create 3 parking spaces at the old

