

City Parking Team: Terence Thouez, Cathie Schanz, Barbara Trinka, Robert Williams, Vanessa Leroy Parking Consultant: Diane Burgess



Standard Parking Rate: \$1/ hour

Premium Parking Rate: \$2.50/ hour

Resident Beach Pass Rate: \$300/ year (3 active)

No Overnight Residential Pass Available

Limited Areas of Enforcement (196 Parking Spaces Enforced)

FY20 Parking Revenues \$240K



# COMPARATIVELY

Lauderdale By the Sea: \$2.25/ hour
Pompano Beach: \$1.75 to \$2.75/ hour incl. seasonal rates/events rates
Hollywood: \$3/ hour weekdays, \$4/ hour holidays & weekends
Surfside: \$2/ hour on street and \$3/ hour holidays & weekends
Dania Beach: \$2/ hour, minimum 2 hours



Lauderdale By the Sea (766 Spaces) \$2.6M FY20
Pompano Beach (1,300 Spaces) \$2M FY20
Hollywood (4,164 Spaces) \$4.6M FY20
Surfside (640 Spaces) \$1M FY20
Dania Beach (670 Spaces) \$1.6M FY20



# SOLUTIONS



EXPANSION OF PARKING ENFORCEMENT AREA



INCREASE IN RATES WITH RESIDENT DISCOUNT



INTRODUCTION
OF RESIDENTIAL
PARKING
PROGRAM AND
ZONES

#### Parking Rates Map-Premium and Standard Meter Rates Three Islands Three Atlantic Shores Islands -(NE 8th Ave to NE 12th Ave) Pembroke Rd oke Rd East BF James Perimeter (Parkview Johnson Perimeter Dr. Limon Ceviche (7th Terr) TILLEE ISLAN Three Islands - West (Three Three Islands Blvd/ Islands – **Apartments** Seville Mobile Atlantic East Home Park Shores to (Leslie Bridge) The Tides North DoubleTree Reso Hilton Hollywood Be Beach Upper Deck Ale Starbucks Garage lanigan's Seafood and Sports Grille Bar and Grill Pollo Tropical The Knife Parrilla Argentina Hallandale Publix Super Ma at Hallandale Ingalls The Water Beach TheiHemisph **Premium Parking Spaces** (\$4/ hr) - 24 hours except as noted Standard Meter Parking Spaces (\$2.50/hr) - 24 hours except as noted



## PROPOSED HOURLY RATES

Non-Resident Parking Rates:

Standard \$2/ hour

Premium/ Holiday \$4/ hour

Resident Parking Rates (no change):

Standard \$1/ hour

Premium/ Holiday \$2.50/ hour

Parking Rates Map- Premium Rates Pembroke Rd Pembroke Rd The Big Easy Casino Atlantic Shores Blvd Dr. Limon Ceviche Bar-Hallandale Beach THREE ISLAND Olympus Condominiums Seville Mobile Home Park Diplomat Beach Resort Hollywood, Curio... The Tildes Fashion Row DoubleTree Resort by Hilton Hollywood Beach Hyde Resort & Restaurant Upper Deck Ale Starbucks lanigan's Seafood and Residences and Sports Grille Bar and Grill **THOP** Diana Dr The Knife Parrilla Argentina Hallandale at Hallandale Pl South Beach Lot **Premium Parking Spaces** Hallandale Beach (\$4/ hr) - 24 hours except as noted Standard Meter Parking Spaces (\$2.50/hr) - 24 hours except as noted

#### Parking Rates Map- Standard Meter Rates Pembroke Rd Three Atlantic Shores Three Islands Islands -Pembroke Rd (NE 8 Ave to NE 10 Ave) Pembroke Rd West (Three ke Rd East Islands Blvd/ BF James Perimeter (Parkview Atlantic Shores to Dr. Limon Ceviche Bar-Hallandale Beach Perimeter Bridge) (7th Terr) Olympus Cond Three Islands Seville Mobile Home Park **Apartments** West at Scavo Park dusk to dawn Islands -East (Leslie Double Tree Resort by Chapultepeo Mexican Hilton Hollywood Beach Bar & Restaurant Upper Deck Ale Starbucks Flanigan's Seafood and Sports Grille Beachwalk Elite Bar and Grill Hotels and Resorts Pollo Tropical The Knife Parrilla Publix Super Market Argentina Hallandale at Hallandale Golden Isles Dr Hallandale Beach GOLDEN ISLES **Gulfstream Park** Racing and Casino **Premium Parking Spaces** (\$4/ hr) - 24 hours except as noted **Standard Meter Parking Spaces** (\$2.50/hr) - 24 hours except as noted



## RESIDENTIAL PARKING PROGRAM

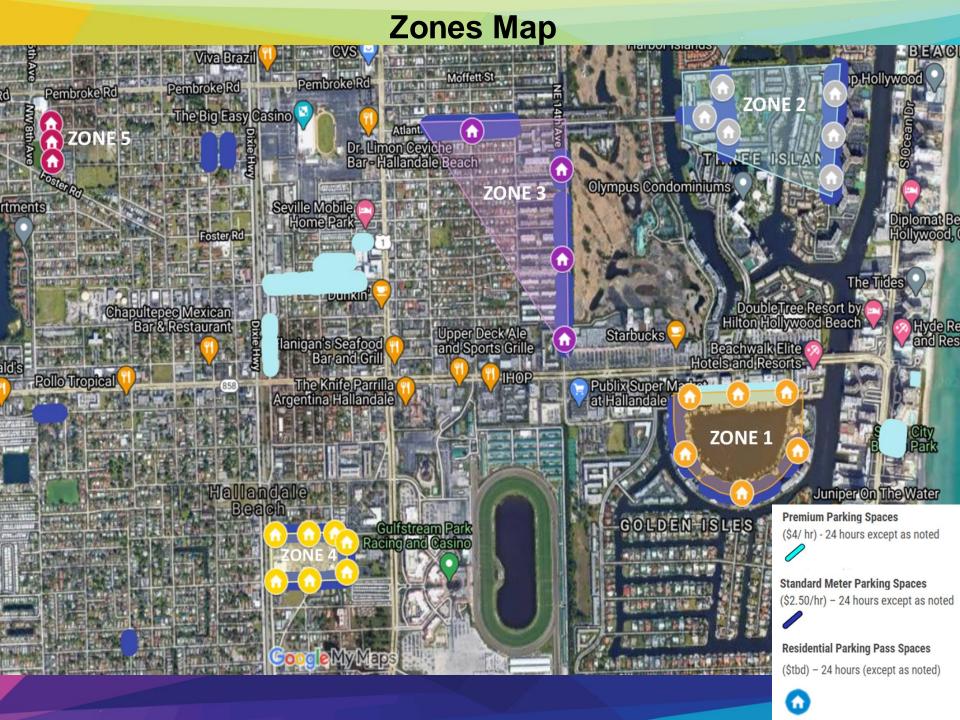
Residential Parking Program:

\$30 monthly pass per zone

\$300 annual pass per zone

Eliminate Beach Pass (replaced with Resident Discount)

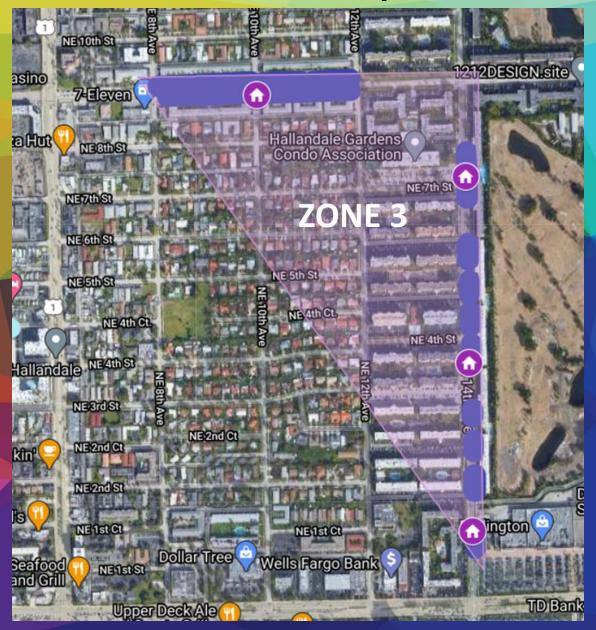




#### **Zone 1 Map** (858) Hallandale Beach Blvd Beachwalk Eli Hotels and Re Hallandale Beach Blvd Apple ER PNC Bank Padrinols Cuban, Hallandale Beach Takeout United States Postal Service Smile Design Dental of Hallandale Beach Bank Latiana Club Memorial Adult & Restaurant Takeout • Delivery Day Care Cen Go 2 Vacations Church Dr **ZONE 1** Golden Isles Lake Golden Isles Yacht Club Lindal Apartments Condominium **Premium Parking Spaces** (\$4/ hr) - 24 hours except as noted Golden Condor **Standard Meter Parking Spaces** (\$2.50/hr) - 24 hours except as noted Buddy's Professional Services Ocean View Tower **Residential Parking Pass Spaces** BHC Yacht Club (\$tbd) - 24 hours (except as noted)

Zone 2 Map Harbor Islands Good Time Boat Rental NE 11th St TheChosenOneCollectables NE 10th St VSN Network De Soto Park North Condominium NE 10th St Miami Polycarbonate Sales Three Islands Park NE 9th St Venetian Park East Homeowners Psychic and Tarot card Readings by joanne NE 7th St De Soto Park South Association Office Lone bench Parkview Dr Parkyiew Dr SPEKTRUM CORP Three Islands Boulevard **Premium Parking Spaces** Software Quality (\$4/ hr) - 24 hours except as noted Automation Consulting Ocean Drive Transportation Standard Meter Parking Spaces VoiceLessons4Singing.com (\$2.50/hr) - 24 hours except as noted acht Cruising Residential Parking Pass Spaces Towers (\$tbd) - 24 hours (except as noted) Oceanview Eas

## **Zone 3 Map**



#### **Premium Parking Spaces**

(\$4/ hr) - 24 hours except as noted



#### Standard Meter Parking Spaces

(\$2.50/hr) - 24 hours except as noted



#### **Residential Parking Pass Spaces**

(\$tbd) - 24 hours (except as noted)



**Zone 4 Map** SE 1st Ave वाडामिल GS EAF W العامد Hallandale Beach YMCA Family Center Dixio Hwy SE 1st Ave **Premium Parking Spaces** Justice & Security Google My Maps Suffeet Head th St OH VILLOU (\$4/ hr) - 24 hours except as noted श्रम् (प्राप्ता Standard Meter Parking Spaces (\$2.50/hr) - 24 hours except as noted Premium Europear Watch Repairs **Residential Parking Pass Spaces** (\$tbd) - 24 hours (except as noted)

## **Zone 5 Map**



#### **Premium Parking Spaces**

(\$4/ hr) - 24 hours except as noted



#### **Standard Meter Parking Spaces**

(\$2.50/hr) - 24 hours except as noted



#### **Residential Parking Pass Spaces**

(\$tbd) - 24 hours (except as noted)



# PROJECTED REVENUES

- Parking Expansion
- Increased Enforcement
- Increased Non-Resident Hourly Rate
- Resident Parking Program

\$1.4M in FY22



# **NEXT STEPS**

City Commission Approval

Public Education Campaign

Parking Program Implementation

**Grace Period** 

Parking Enforcement Expansion