



## City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	Item Type:		1 <sup>st</sup> Reading	2 <sup>nd</sup> Reading
<b>5/5/2021</b>	<input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input checked="" type="checkbox"/> Other	Ordinance Reading	<b>NA</b>	<b>NA</b>
		Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
		Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
		Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
File No.:				
<b>21-120</b>				
Fiscal Impact (\$):	Account Balance (\$):	Funding Source:	Project Number:	
<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	
Contract/P.O. Required	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>N/A</b>	<b>Chief of Police Sonia Quinones</b>	<b>Police</b>	
Strategic Plan Focus Areas:				
<input checked="" type="checkbox"/> Finance & Budget		<input checked="" type="checkbox"/> Organizational Capacity	<input type="checkbox"/> Infrastructure/Projects	
Implementation Timeline:				
Estimated Start Date: 4/21/2021    Estimated End Date: 9/30/2021				

### SHORT TITLE:

**CITYWIDE PARKING MANAGEMENT PROGRAM DISCUSSION.**

### STAFF SUMMARY:

**Summary:**

Staff seeks approval to initiate a Citywide Parking Management Program to include the expansion of parking enforcement, an increase in visitor parking rates across the city with a resident discount, and implementation of a resident parking pass program establishing parking zones.

**Background:**

On January 6, 2021, City Commission approved a budget amendment to support an initiative to develop a citywide parking management program. The amendment included funding to hire four (4) parking specialists, acquire parking consulting services, the purchase of parking equipment,

a parking vehicle outfitted with parking license plate readers, a parking portal and parking signage (Exhibit 1).

Currently, parking enforcement is limited to 196 parking spaces located at South City Beach, North City Beach, and the designated parking spaces in front of Scavo Park. The standard parking rate is one (\$1) dollar an hour in standard parking spaces, and two dollars and fifty cents (\$2.50) in premium parking spaces found at both beach locations. Neighboring communities' parking rates range from one dollar and seventy-five cents (\$1.75) to four (\$4) dollars per hour.

The City currently offers residents a beach parking pass for three hundred (\$300) dollars annually. However, there are only three current beach pass holders.

The City of Hallandale Beach generated \$244,244 in parking meter revenues in fiscal year 2019/2020. Comparatively, Lauderdale By the Sea (766 Spaces) generated \$2.6 million, Pompano Beach (1,300 Spaces) generated \$2 million, Hollywood (4,164 Spaces) generated \$4.6 million, Surfside (640 Spaces) generated \$1 million, and Dania Beach (670 Spaces) generated \$1.6 million in the same timeframe.

### **Current Situation:**

The citywide Parking Management Program will expand parking enforcement from 196 parking spaces to 1,006 parking spaces (see below parking locations). The expansion will not include designated parking lots in the parks or the Municipal complex parking lot. Enforcement will be seven days a week twenty-four hours a day.

<b>PARKING PAYMENT EXPANSION</b>	<b>Total Spots</b>	<b>ADA Spots</b>
North Beach Garage (City Portion)	47	5
South Beach Lot	119	6
Parkview	62	0
Leslie	12	0
3 Islands Blvd East Side in front of Park (currently charge)	33	2
3 Islands Blvd non park areas	31	0
Atlantic Shores (Diplomat Parkway to 3 Islands Blvd)	28	0
Atlantic Shores (NE 8 Ave to NE 10 Ave)	106	2
Atlantic Shores (NE 10 Ave to NE 12 Ave)	99	2
NE 14th Ave	40	0
Golden Isles Drive	76	0
Diana Drive	60	0
NE 3 St	80	4
Art Square (NE 4 CT, NE 4 St, NE 3 Ave)	24	0
NE 1 Ave (Fashion Row)	27	2
BF James Street (NW 1 Ave)	25	0
BF James Street (NW 2 Ave)	27	2
OB Johnson Street (NW 7 Terr)	23	0
Bluesten Street Parking (SE 5th St)	30	2
Bluesten Street Parking (SE 4th Ave)	10	0

Bluesten Street Parking (SE 7th St)	38	2
Ingalls Street Parking (SW 1 St)	5	0
Sunset Park (SW 6 Ave)	4	0
<b>Total</b>	<b>1,006</b>	<b>29</b>

<b>NO PARKING PAYMENT EXPANSION</b>	<b>Total Spots</b>	<b>ADA Spots</b>
City Marina	25	2
Sunrise Park Lot	13	2
Cultural Center and Library	181	6
City Hall	28	4
Broward County Library	73	4
Foster Park Lot	28	2
BF James Lot	21	4
Johnson Park Lot	114	6
Ingalls Park Lot	52	3
Golden Isles Park Lot	25	2
Golden Isles Tennis Lot	43	2
Historic Village Lot	30	2
Historic School House Lot	11	1
Bluesten YMCA Lot	155	4
Bluesten Baseball Field Lot	63	4
City Cemetery	22	0
<b>Total</b>	<b>884</b>	<b>48</b>

The parking management program will increase parking rates throughout the City for visitors, from one (\$1) dollar an hour to two (\$2) dollars an hour, in standard parking areas and two dollars and fifty cents (\$2.50) an hour to four (\$4) dollars an hour in premium parking areas. Residents will have the option to register for the resident discount and maintain the current parking rates in all areas.

<b>PREMIUM PARKING AREAS</b>	<b>Total Spots</b>
North Beach Garage (City Portion)	47
South Beach Lot	119
Diana Drive	60
NE 3 St	80
Art Square (NE 4 CT, NE 4 St, NE 3 Ave)	24
NE 1 Ave (Fashion Row)	27
<b>Total</b>	<b>357</b>

<b>STANDARD PARKING AREAS</b>	<b>Total Spots</b>
Parkview	62
Leslie	12
3 Islands Blvd East Side in front of Park (currently charge)	33

3 Islands Blvd non park areas	31
Atlantic Shores (Diplomat Parkway to 3 Islands Blvd)	28
Atlantic Shores (NE 8 Ave to NE 10 Ave)	106
Atlantic Shores (NE 10 Ave to NE 12 Ave)	99
NE 14th Ave	40
Golden Isles Drive	76
BF James Street (NW 1 Ave)	25
BF James Street (NW 2 Ave)	27
OB Johnson Street (NW 7 Terr)	23
Bluesten Street Parking (SE 5th St)	30
Bluesten Street Parking (SE 4th Ave)	10
Bluesten Street Parking (SE 7th St)	38
Ingalls Street Parking (SW 1 St)	5
Sunset Park (SW 6 Ave)	4
<b>Total</b>	<b>649</b>

The residential parking program will allow residents to purchase a monthly resident zone pass for thirty (\$30) dollars. The passes will be restricted to within the designated zone where the resident can prove residency. The passes will eliminate the need to pay the parking fee hourly in that zone and allow residents to receive the resident discounted hourly rate throughout the City. Acquisition of the residential pass does not guarantee or reserve a space.

The residential zones are as follows:

**ZONE 1:** Golden Isles (Golden Isles Drive, Diana Drive)

**ZONE 2:** Three Islands (Scavo Park (7pm - 7am only), Leslie Drive, Parkview Drive, Three Islands Blvd, Atlantic Shores Drive East)

**ZONE 3:** Northeast (NE 14th Ave, Atlantic Shores Drive West)

**ZONE 4:** Northwest (NW 7th Terrace)

Residents will apply online for the **resident discount rate**. Residents will provide a copy of their current driver's license, current vehicle registration, and current proof of City of Hallandale Beach residency (utility bill and/or lease agreement).

In order to purchase a **residential parking pass** for a residential zone (outlined above), the address on the current proof of residency (utility bill and/or lease agreement) must be within the residential zone. The resident will only be allowed to purchase a **residential parking pass** for the zone where they reside. The residential parking pass can only be purchased for one vehicle.

All residents must reapply and submit proof of residency every year from the date of their initial application in order to continue to receive the **residential parking pass** and/or **resident discount rate**.

Due to low usage and limited parking, the beach parking pass program will be eliminated. The current beach parking passes will be honored until they expire. Residents will enjoy the discounted resident rate through the **resident discount rate** at all locations throughout the City including the beach parking.

**Why Action is Necessary:**

Staff is seeking City Commission approval of the Citywide Parking Management Program and City Manager authorization to move forward with all steps necessary for implementation. Upon City Commission approval of program, staff will bring item back for approval of any code amendments as necessary.

**Cost Benefit:**

This project expands parking enforcement, increases visitor parking rates, and implements a resident parking program. The program is conservatively estimated to generate \$1.4 million in parking revenues starting in fiscal year 2021/2022.

**PROPOSED ACTION:**

The City Commission approves the Citywide Parking Management Program and authorizes the City Manager to execute any and all steps necessary for implementation and management of the Parking Management Program to include raised nonresident parking rates, expanded parking enforcement, and implementation of a residential parking program to include zones.

**ATTACHMENT(S):**

Exhibit 1 – Ordinance No. 2021-001 Budget Amendment  
Exhibit 2 – Presentation

Prepared By: Terence Thouez  
Terence Thouez  
Deputy Chief

Reviewed By: Sonia Quinones  
Sonia Quinones  
Chief of Police

Approved By: Noemy Sandoval  
Noemy Sandoval  
Assistant City Manager