



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	Item Type:		1 st Reading	2 nd Reading
8/18/2021	<input type="checkbox"/> Resolution <input checked="" type="checkbox"/> Ordinance <input type="checkbox"/> Other	Ordinance Reading	8/4/2021	8/18/2021
		Public Hearing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
		Advertising Required	<input type="checkbox"/>	<input checked="" type="checkbox"/>
		Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
File No.:				
21-190				
Fiscal Impact (\$):	Account Balance (\$):	Funding Source:	Project Number:	
N/A	N/A	N/A	N/A	
Contract/P.O. Required	RFP/RFQ/Bid Number:	Sponsor Name:	Department:	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	N/A	Chief of Police Sonia Quinones	Police	
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: 6/16/2021 Estimated End Date: 9/30/2022				

SHORT TITLE:

AN ORDINANCE OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AMENDING CHAPTER 28 "TRAFFIC, MOTOR VEHICLES AND BOATS", SECTIONS 28-11 THROUGH 28-15, AND 28-131 TO 28-242 TO EXPAND THE CITY'S PAID PARKING PROGRAM, CREATE PARKING ZONES, PROVIDE FOR ELECTRONIC PAYMENT OF FEES, PROVIDE FOR ELECTRIC VEHICLE CHARGING, AND CREATE A RESIDENTIAL PARKING PASS PROGRAM; PROVIDING FOR CONFLICT; PROVIDING FOR CODIFICATION; PROVIDING FOR SEVERABILITY; AND PROVIDING AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

Staff seeks to amend Article IV Sec. 28-131, Parking Meters, of the City of Hallandale Beach Code of Ordinances, to institute a Citywide Parking Management Program which includes 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 #2).

Current Situation:

On May 5, 2021, City Commission approved a citywide parking management program (Exhibit# 3) to include:

The expansion of 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.

PARKING PAYMENT EXPANSION	Total Spots	ADA Spots
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
Total	1,006	29

NO PARKING PAYMENT EXPANSION	Total Spots	ADA Spots
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
Total	884	48

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.

PREMIUM PARKING AREAS	Total Spots
North Beach Garage (City Portion)	47
South Beach Lot	119
Diana Drive	60
Total	226

STANDARD PARKING AREAS	Total Spots
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
NE 3 St	80
Art Square (NE 4 CT, NE 4 St, NE 3 Ave)	24
NE 1 Ave (Fashion Row)	27
Total	780

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 Dr, Diana Dr)

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

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

ZONE 4: Northwest (NW 7th Terr)

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, with a limit of three (3) passes per household.

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:

The Ordinance amendment is necessary to implement the Citywide Parking Management Program.

Cost Benefit:

The expansion of parking enforcement, increase in the visitor parking rates, and the implementation of the resident parking program is estimated to generate \$1.4 million in parking revenues for FY22.

PROPOSED ACTION:

Staff seeks to amend Article IV Sec. 28-131, Parking Meters, of the City of Hallandale Beach Code of Ordinances, to implement the Citywide Parking Management Program and provide the City Manager authorization to move forward with full implementation.

ATTACHMENT(S):

Exhibit 1 – Ordinance

Exhibit 2 – Ordinance 2021-001

Exhibit 3 – May 5, 2021 - Parking Management Program Presentation

Prepared By: Terence Thouez

Terence Thouez
Deputy Chief

Reviewed By: Michel Michel

Michel Michel
Assistant Chief of Police

Approved By: Jeremy Earle

Jeremy Earle
City Manager