

**Downtown Investment Authority  
 Parking Workshop AGENDA  
 City Hall at St. James, 117 W. Duval Street  
 Don Davis Room, 1st Floor  
 Wednesday, April 27, 2016 – 10:30 A.M.**

**MEMBERS:**

Oliver Barakat, Committee Chair  
 James Bailey, Committee Member  
 Marc Padgett, Committee Member

<b>I.</b>	<b>OVERVIEW OF PUBLIC PARKING (Inventory, Revenue and Expense)</b>
	A. On-Street Parking
	B. Off-Street Parking (Facilities and Surface Lots)
	C. Enforcement
<b>II.</b>	<b>GROWTH AREAS FOR PUBLIC PARKING ENFORCEMENT</b>
	A. Southbank
	B. Brooklyn
<b>III.</b>	<b>PARK ONCE STRATEGY</b>
	A. Public/Private Collaborative Approach
	B. Parking Study
<b>IV.</b>	<b>NEXT STEPS</b>
	A. Parking Policy Overview and Next Meeting
<b>V.</b>	<b>PUBLIC COMMENT</b>
	A. Questions and Answers
<b>VI.</b>	<b>ADJOURNMENT</b>
	<i>Next Scheduled Meeting: May 24, 2016</i>



**Downtown Investment Authority**  
**Parking Committee Workshop**

**City Hall at St. James**  
**117 West Duval St., Don Davis Room , 1<sup>st</sup> Floor**  
**Wednesday, April 27, 2016 -10:30 a.m.**

**DIA**  
***Parking Committee Meeting Minutes***

**Board Members Present:** Oliver Barakat Committee Chairman; and DIA Chairman Jim Bailey

**Council Member:** Council Vice President Lori Boyer

**Mayor's Staff:** Jordan Elsbury, Mayor's Office

**OED Staff:** Paul Crawford

**DIA Staff:** Aundra Wallace, Chief Executive Officer; Guy Parola, Redevelopment Manager; Tom Daly, Real Estate Analyst; Jim Klement, Redevelopment Coordinator; and Karen Underwood-Eiland, Executive Assistant.

Committee Chairman Barakat convened the meeting at 10:39 a.m.

The purpose of this committee is to understand and review the new department and to make any operational and policy recommendations to the DIA Board of Directors.

CEO Wallace stated that there has been a holistic conversation regarding public parking since 2006, 2007 when Mr. Barton was the Director of JEDC. A conversation is necessary regarding the partnership and relationship between private parking as well as public parking and how it would work well together to solve the perception challenges. The revenue expense portion will be handled at 2:00 p.m. during the Budget workshop.

**I. OVERVIEW OF PUBLIC PARKING (Inventory, Revenue and Expense)**

Robert Carle, Office of Public Parking provided a presentation. Presentation on file

- A. On-Street Parking relates to maintenance, parking meter section
- B. Off-Street Parking (Surface Lots and garage facilities)
- C. Enforcement

Board Member Bailey referenced page 4 of the Power point and inquired if the 17,000 square feet of Retail Space on the ground floor of the Library garage was being used for parking at this time and would it take away from parking. Robert Carle responded that the retail space would not unless the parking is part of component of the people that want to move into the retail space. CEO Wallace referencing the 17,000 sq. ft. available space inquired about what are the improvements needed and asked was that including everything. Robert Carle replied it includes everything and it is located on the ground floor. There is no concrete with an elevation change from the West to the East of about 6 feet.

VCP Boyer inquired about long-term parking, whether agreements were month-to-month, yearly, or multi-year contracts.

Robert Carle commented below pertaining to all of the parking facilities

- Long-term parking is done month-to-month.
- There are 251 regular customers paying the full rate of \$68.48; 212 COJ employees paying the 50% discounted rate of \$34.24; and 8 COJ vehicles paying the full rate.
- When the discount rate to City employees was implemented, Office of Public Parking gained no less than 150 long-term parkers that came back from First Baptist and flooded the Duval Street Garage. Electric Vehicle charging stations were added.
- Forty percent (40%) of the overall revenue comes from the transient parking at the Duval St. garage. The Parking Division is experiencing such a demand for the Ed Ball Garage from COJ employees that people are willing to go in, pull a ticket in the am and pay the full fare. That takes away from the transient spaces and Mr. Carle hopes to come back to the Board and make some suggestions relative to adjusting the rate structure to more effectively use the hourly parking.

Paul Crawford stated that transient parking is a large generator of revenue for garages in general to any garage including the Library Garage. He commented that was something to be factored into how many spaces are made to a monthly basis versus how many to allocate for transient when utilizing assets. Robert Carle concurred.

Robert Carle stated that the COJ Employees that park at the Ed Ball Building pay a monthly discounted rate of \$42.80. Board Member Barakat asked if there were any parkers outside of the building and when does the parking concession arrangement expire. Robert Carle responded that it will sunset two years from October 2016. VCP Boyer commented that it was just renewed.

Robert Carle stated Department of Health lease agreement was negotiated with the Office of General Counsel. The Parking Division has honored two (2) of the department health vehicles in the Ed Ball. There is 14 other department of Health vehicles located at the Library Garage. The Department of Health lease was allotted for 16 parking spaces.

There are 3 different rates for the Water Street garage: the monthly rate at \$96.30, which is reduced to \$42.80 for City employees; \$53.50; and Citizens, was negotiated at a \$45.00 rate.

VCP Bower inquired with respect to Water Street garage, about some concerns about the percentage of the spaces that are available to the public, because it was paid for it with a public bond issue. Robert Carle stated that it could be challenging if they decide to issue more bonds against the Water Street Garage. Mr. Carle stated that currently, there were no bonds on that garage.

Board Member Barakat asked if someone would look into how the revenue impacts the DIA.

Paul Crawford commented that the parking division is restricted to a month-to-month negotiated rate.

CEO Wallace asked Paul Crawford about the prior bond that has been paid off. He inquired when and what was the purpose of the debt being issued. Paul Crawford replied that he did know what those bonds were for. The second of the last year during Mayor Peyton's Administration, the final two (2) annual balloon payments were \$11M and \$6M, respectively.

Robert Carle stated that the monthly parking rate on the Forsyth Street surface parking lot is \$85.60. The Bay and Ocean Street surface parking lot monthly rate is \$53.50.

The Committee expressed concerns over illegal parking on public property.

CEO Wallace inquired about the 30% of revenue derived from parking fines going to the Police Fire and Pension Fund. Robert Carle responded that it was by Ordinance Code that the remaining balance funds the Enterprise Fund and anything that goes beyond goes the General Fund.

CVP Boyer recommended that DIA research legal opinions were received with respect to other fee associated with Enterprise Fund.

The committee briefly discussed the replacement of vehicle fleets.

Robert Carle discussed the continued sensors in the street by providing a parking app to determine available parking. He pointed out that he was not sure if that was the safest way to determine available parking spaces.

Board Member Barakat inquired about the average collection of parking tickets received. Robert Carle pointed out that a new collection agency was recently hired.

Committee Chairman Barakat stated that the DIA will be wearing dual hats when reviewing operational and managerial types of duties.

The Inspector General's findings on the Office of Public Parking were discussed. Paul Crawford briefly discussed the description of some of the content in the Inspector General's Office Report regarding the Parking Department.

## II. GROWTH AREAS FOR PUBLIC PARKING ENFORCEMENT

### A. Southbank: Discussion of the JTA – FDOT Lease for lands on the Southbank within FDOT ownership (e.g., under overpasses).

CEO Wallace opened the discussion regarding the conversations with CM Boyer, Administration, JTA and FDOT regarding potential parking opportunities and how to look at parking about utilization of the available parking spaces to meet public (i.e. short-term) and private (i.e. long-term) parking demands on the Southbank.

Guy Parola provided a presentation on Southbank Parking, which included ten (10) parking areas labeled “A” thru “J” on maps presented during the presentation. An 11<sup>th</sup> one, “K” was discussed by CM Boyer located on Montana Avenue. Each location “A” thru “J” and “K” were discussed. A copy of the presentation is on file with the Downtown Investment Authority.

There has been an ongoing discussion regarding long-term lease arrangements and who manages the lots. CVP Boyer pointed out that JTA does not have a currently effective lease for parking with FDOT. The discussion with JTA has been that eventually would be appropriate for inclusion in a parking management agreement. FDOT has been very clear that JTA would be taken into consideration in as much as if they are public, they would still need to be managed.

**River City Brewing Company Restaurant** - When a lease was renewed and modified with River City Brewing, the 205 spaces in front of the restaurant were leased to River City Brewing. Of those, River City would have exclusive use of 175, and 30 would be made available during the day time for M.O.S.H.

Bryan Van Antwerp asked if the City required putting up signage for the parking areas. VCP Boyer shared that the concept that was previously considered about a month ago, when DIA received public parking was that all of the properties would be leased by FDOT to JTA with the exception of the park.

CVP Boyer commented that Southbank TIF may be a funding source for parking within the Southbank. CEO Wallace responded that there is TBD line item of capitol that could be used for this purpose or for a parking purpose.

**M.O.S.H.** - CVP Boyer referenced slide one of the presentation. She pointed out that there was a long narrow lot next to Main Street Bridge, on the east side of M.O.S.H. The southern portion of the lot is parking for M.O.S.H., while the more narrow, northerth portion is public parking.

**The District** - Interest has been expressed by The District development team in using potential parking area “K”, not shown in the presentation but located on Montana Avenue.

## **B. Brooklyn**

Parking has become a challenge in the Brooklyn area. CEO Wallace commented that he has been in consistent conversations with Eric Mann regarding Hallmark Developers in terms of parking challenges.

Robert Carle and Guy Parola will know more after a discussion for a road diet. One of the things that would be reviewed is a potential location for public, structured parking. Additionally, opportunities for on-street parking in the Brooklyn neighborhood would be reviewed.

CVP Boyer commented that part of the conversations ULI and Healthy Place initiatives meetings was some of the businesses larger corporate entities in Brooklyn were their need for parking across the street. She advised them to think about the viability and advantage of having parking that is five blocks away.

## **III. PARK ONCE STRATEGYS**

CEO Wallace opened the discussion regarding parking availability Downtown. There are two parking garages at the Sports complex and how to maximize the parking during the day.

Future discussions will be upcoming regarding park once strategies.

Board Member Bailey commented that park once is an important topic.

Committee Chairman Barakat stated that the park once strategy is the most exciting aspect of what is now under the DIA's domain. This will give the business and real estate community a one-stop shop for parking. This allows DIA to look at Downtown holistically, understand how many vacancies there are, where the vacancies are and update the information on a yearly basis.

Another conversation is needed with the private partner interests in how to make their lots more marketable and how to entice them to do so.

CEO Wallace suggested engaging private parking facility owners to discuss a park once strategy from an economic development aspect for Downtown along with Robert Carle and including Dave Harrell from Sports and Entertainment regarding events as well. The DIA needs to come back with a parking study with a vision of where we are trying to go, that has some of the operational mechanics, but really the vision in stating where to incorporate the park once strategy in how it will work for us, and how we will vet the growth of the Downtown parking uses.

Janice Lowe, Jacksonville Landing commented that visitors coming Downtown are not really sure of where to park. She stated that Pittsburg area has huge signs all over the place.

CEO Wallace stated that the public parking legislation will be readily available before the next meeting for review and understand the rate structure and how to compare to other cities. He suggested the Office of General Counsel to assist the committee with an overview.

Dick Jackson commented that parking is highly important for Downtown residents and not needing a parking space. He also mentioned that the skyway encourages Brooklyn growth challenges. He also brought up technology for special recognition cameras for Jaywalkers.

Committee Chairman Barakat stated that Dick Jackson made a good point that the committee needed to think of ways to solve the parking problems by implementing other goals of transportation.

Bryan Van Antwerp encouraged the committee to review Ordinance 2010-901-E. The legislation is concerning Downtown surface parking and vacant parcel uses. Have a discussion on how to consolidate some of resources while allowing some private business to thrive in theirs.

Committee Chairman requested the committee to review the Office of Inspector General's report.

#### **ADJOURNMENT**

There being no further business, Chair Bailey adjourned the meeting at approximately 12:30 p.m.

The next DIA meeting will be determined.

*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Karen Underwood, at (904) 630-3492, or by email at [karenu@coj.net](mailto:karenu@coj.net).*

DRAFT FOR CIRCULATION: NOT APPROVED BY COMMITTEE