

CITY OF ST. AUGUSTINE, FLORIDA
Parking and Traffic Committee Regular Meeting
August 25, 2011

The Parking and Traffic Committee met in formal session at 8:30 a.m., Thursday, August 25, 2011 in the Alcazar Conference Room, City Hall. The meeting was called to order by Len Weeks, Chairperson and the following were present:

1. Roll Call Len Weeks, Chairperson
Clyde Taylor
Verna Brown
Richard Pinto
Jerry Dixon
Ken Russom

Absent: Phil Moan (Excused)

City Staff Mark Litzinger, City Comptroller
Ron Brown, City Attorney
Carly Mason, Recording Secretary

2. Approval of Minutes

Delete *Phil Moan* from roll call and replace with *Ken Russom*.

The minutes from the June 23, 2011 Regular Meeting was approved as amended.

3. Discussion regarding structure at Visitor Information Center (VIC) parking facility

John Regan, City Manager, explained that the parking garage was designed to be a pay on exit structure, provide parking for Flagler College, and provide long term parking for downtown employees. He said the monthly proximity card was created to assist Flagler students and local employees at a rate of \$32.00 a month. He indicated that the parking garage data collected from August 1, 2010 until July 31, 2011 produced the following:

- 353,000 cars
- \$1.4 million revenue
- 62,000 out of 353,000 were mostly Flagler College students and local employees

- \$5,300 out of the \$1.4 million in revenues were received from the Park-Now card
- 20 Day survey revealed that 91% of license plates were residents living outside of St. Johns County
- Parking garage handled peak load
- Opened on street parking

Mr. Regan proposed to increase the parking garage fee from \$7.00 to \$10.00. He said \$1 million 47 thousand in additional revenue would be received as a result of the fee increase. He said the Community Redevelopment Area (CRA) produced \$600,000 per year; however, the parking garage had a bond debt of \$1.2 million. He said the top three priorities would be as follows:

- Set up a system that would allow the user to pay for a portion of the structure debt
- Seawall Project – Recommendation to loan \$2.5 million from the Utility Fund to the General Fund with a repayment from revenues paid throughout the next ten years

- Issues related to the 450th celebration and the desire to convert the Visitor Information Center (VIC) into a 5,000 to 7,000 square foot exhibition space and placing the structure into the rental market

Mr. Regan asked that the Parking and Traffic Committee provide feedback regarding the rate structure for pay on entry and increasing the fee to \$10.00. He suggested developing an aggressive marketing plan to promote the Park-Now card.

Mr. Weeks clarified that a recommendation from the committee would endorse the rate change in the parking garage, which would lead to funding the seawall project. He questioned the timeframe of the funding transfer.

Mr. Regan replied that \$207,000 would be annually transferred over a ten year period.

Mr. Weeks said on-street parking availability had increased, due to the parking garage and a decrease in downtown visitors.

Mr. Russom questioned the impact for long term users in the parking garage, and the response was none.

Mr. Pinto stated that locals should be allowed to pay with the Park Now card or if the Park Now card had a zero balance, show the card and pay cash.

Mr. Litzinger explained that cash in place of the Park Now card would not be appropriate from an accountability standpoint.

Mr. Weeks clarified that the proposal would include a \$10.00 daily rate charge, \$1.00 daily rate for the Park-Now card, and a marketing program and promotion for the Park-Now card.

Ms. Brown questioned whether the increased rate would deter visitors, and the response was no.

MOTION

Mr. Pinto MOVED to FORWARD the committee's recommendations to increase the Parking Garage daily rate fee to \$10.00, daily rate of \$1.00 for Park-Now card users, and a marketing program and promotion put in place for the Park-Now card. Motion SECONDED by Mr. Taylor.

VOTE ON MOTION: MOTION CARRIED UNANIMOUSLY

Mr. Pinto expressed concern for the Park-Now card users when parking in the garage.

Mr. Litzinger indicated that installing a Park-Now card recharging station at the garage was a possibility.

4. Update regarding Horse and Carriage route

Kelly McDaniel said she was awaiting approval from the City to move forward with the proposed route change. She explained that she had half her carriages located on the bayfront and the other half were located at the Visitor Information Center (VIC). She indicated that Labor Day weekend would be a good opportunity to provide feedback from utilizing the proposed routes. She said every horse and carriage would need to follow the same route in order to provide positive feedback and suggested adding the Ponce circle as a second location for the horses.

Mr. Regan asked for feedback regarding the bird bath water trough located at the VIC.

Ms. McDaniel replied that she had mixed reviews, some horses liked the trough and others were afraid of it. She explained that the trough had to be cleaned on a daily basis, due to debris being placed in the trough.

Mr. Brown said a conflict of use had arisen at the VIC and questioned whether Flagler College had any concerns.

Mr. Russom said he would inquire about the situation and provide feedback.

Mr. Pinto questioned whether vendors were allowed to leave personal property overnight, and the response was no.

5. Discussion regarding parking and traffic on Saragossa Street

Mr. Weeks said the item would be discussed at the September meeting and urged the committee members to drive by the location.

6. Discussion regarding possible traffic calming ideas on Treasury Street/Heritage Walk Exit

Mr. Weeks asked that the committee members visit the location and suggested a traffic calming bump be installed. He suggested that the item be discussed at the subsequent meeting.

7. Other Business

Mr. Weeks indicated that an enforcement plan should be put in place for large commercial trucks, which had damaged signs and structures throughout the city.

Mr. Litzinger explained that the parking department issued tickets for vehicles that parked on sidewalks. He encouraged people to contact the Police Department when witnessing violations. He said lights and meters had been installed at the Fort parking lot and indicated that the gates would remain open, which would provide additional parking.

8. Consideration of Next Scheduled Meeting – September 22, 2011

9. Adjourn

There being no further business, the meeting was adjourned at 9:44 A.M.¹

¹ Transcribed by Carly Mason