



CITY OF
MOUNT
DORA

DOWNTOWN PARKING STUDY



IMPLEMENTATION



RENAISSANCE PLANNING

DRAFT: DECEMBER 2016

Mount Dora Downtown Parking Study Implementation

I. Introduction

Project

Mount Dora recently completed a parking study that identified a variety of short-, mid- and long-term strategies to help deal with parking issues in the downtown core and surrounding areas. This memorandum takes those strategies and outlines the “next steps to explore” to move them toward implementation - a roadmap for staff to help in their analysis of which strategies fit City resources (present and future), not only in terms of cost, but in terms of promoting the desired perception and character of the downtown area for both residents and visitors. This checklist may not be inclusive, but should help staff frame important issues moving forward.

Study Area

The downtown core is generally defined as the area bounded by 5th Avenue on the north, 3rd Avenue on the south, Baker Street on the east, and Alexander Street on the west. Areas outside of this core are considered as fringe areas in terms of parking location.

II. Short-term Recommendations

Clarify wayfinding for parking

Strategy:

Upgrade wayfinding signage to provide a unified and clear look that helps identify public parking facilities and guides visitors to them.

Regulatory Considerations:

- None

Logistics:

- Select a planning firm to complete a wayfinding study and create “design intent” signage concepts that cover all types of parking signage needed as part of the downtown parking strategy. The design should complement the look and feel of the larger citywide wayfinding system.
- Assess proposed signage locations in the field and adjust to avoid existing infrastructure elements (both above and below ground) and provide maximum visibility.
- Coordinate with FDOT to meet design requirements within their roadways.
- Select a contractor to complete construction drawings, handle permitting and fabricate the new parking signage.
- Install new parking signage; remove redundant signage and revise existing signage as appropriate.

Estimated timeframe:

- 3 months to complete parking wayfinding study; 6-9 months to design, permit, fabricate and install new signs.

Establish time limits on parking**Strategy:**

Establish time limits in select parking areas to help increase turnover and keep prime on-street parking for business use in the core downtown area.

Regulatory Considerations:

- Revise Code of Ordinances to include specifics of new parking regulations – time limits and hours of enforcement.

Logistics:

- Determine parking time limits and locations, as well as hours and days of enforcement.
- Design a color-coded system to mark on-street parking spaces and highlight signs that correspond to different time limit designations – this work should be coordinated with the wayfinding efforts (described above).
- Create an awareness program to educate people about new parking regulations, including methods such as:
 - On City web site and other web sites promoting Mount Dora
 - With print copies to be distributed to both residents and businesses
 - At parking lots and Chamber of Commerce
 - On portable electronic signage

Estimated timeframe:

- 1-2 months to establish and approve parking parameters; 1-2 months for installation of color-coded markings; 1-3 month education program/phase-in of new regulations (can run concurrent with installation).

Promote shared parking**Strategy:**

Shared parking should be utilized in areas where land uses have different parking demand patterns and times and can use the same parking spaces.

Regulatory Considerations:

- Revise Land Development Code to permit shared parking and specify any restrictions or enforcement issues.
- Consult with legal department on potential liability issues for City.
- Determine if funding is available in pursuing agreements.
- Research title and real estate documents to determine if public parking is allowed on the candidate property or if there are any recorded legal documents that would restrict use of the property for shared parking.

Logistics:

- Identify candidate lots.
- Approach candidate lot owners and pursue shared parking agreements.
- Determine if any lot infrastructure or design upgrades are needed to meet City Code requirements.
- Analyze and resolve any safety issues such as CEPTD and lighting.
- Design and install clear, easily identified and understood parking signs at the shared parking lots with the name/location of the lot, detailed parking information and a public parking icon/symbol.

Estimated timeframe:

- 2 weeks to identify candidate lots; 1-2 months to analyze design, infrastructure and safety issues; 1-2 months to design and install signage; undetermined timeframe to negotiate shared parking agreements and make improvements (case-by-case basis).

Create valet parking**Strategy:**

Provide a centrally located public valet stand to expand curbside access in high demand areas or during high demand times/events to make parking in the downtown more convenient.

Regulatory Considerations:

- Revise Land Development Code to permit valet parking and specify any restrictions.
- Determine structure for valet parking - a private enterprise, a public enterprise or a public/private partnership.
- Determine fees and/or permits for operations.
- Determine any conditions of operation.
- Consult with legal department on potential liability issues for City.
- Research title and real estate documents to determine if public parking is allowed on the candidate receiving lots or if there are any recorded legal documents that would restrict use of the property for public parking.

Logistics:

- Research other cities that have implemented valet service
 - Ft. Lauderdale
 - Lakeland
 - Miami
 - Sarasota
 - Stuart
- Identify potential layout for valet station, considering such design elements as:
 - Drop-off and pick-up staging locations
 - Queuing room for vehicles
 - Valet stand
 - Shelter for patrons/valet personnel
 - Signage (both on- and off-street)

- Location of existing streetscape elements
- Pedestrian circulation patterns in immediate area
- Identify receiving lot(s) to park vehicles; determine if parking agreements will be required.
- Reach out to business owners in the downtown area facing the biggest parking problems and identify their level of support for the project – financial, promotional, and functional
- Identify potential valet companies and explore setup options, pricing, insurance, etc...
- Establish a trial period with a valet company to test the service and the level of interest, such as:
 - Weekends (Thursday-Saturday evenings)
 - Festivals/events
- Integrate use of valet apps, such as BluCar (www.blucar.com), to promote the service.
- Consider additional valet locations if service is successful.

Estimated timeframe:

- 1 month to identify potential locations and work out logistical details; 1-3 months to interview valet companies; 1 month to set up and test valet station; 1 month (minimum) trial service.

Encourage other transportation options**Strategy:**

Encourage other transportation options to help alleviate the demand for parking in downtown areas, including, but not limited to, pedestrian, bicycle and motorcycle/scooter use.

Regulatory Considerations:

- Revise Land Development Code to require bicycle parking areas and encourage motorcycle/scooter parking spaces with development or redevelopment.

Logistics:

- Assess the downtown area from a “Complete Streets” perspective, paying close attention to whether routes are accessible, connected, attractive, inviting, safe, shaded, have places to gather, and have amenities.
- Assess crosswalks to make sure they are in good condition, accessible and are unified in appearance.
- Assess bicycle routes (for connectivity) and facilities (such as bike racks).
- Make repairs to existing facilities as needed.
- Consider locations for dedicated motorcycle/scooter parking, such as irregular areas too small for automobiles or converting one existing parking space to parking for multiple motorcycles.
- Add streetscape elements as appropriate, such as:
 - Benches
 - Trash receptacles
 - Lighting
 - Signage

- Street trees
- Crosswalks

Estimated timeframe:

- 1-2 months to assess downtown area from “Complete Streets” perspective and to identify areas in need of repair or new amenities; 3-6 months to make repairs; 12-18 months to upgrade street corridors.

Enhance fringe area parking**Strategy:**

Improve parking lots in the fringe areas to encourage more people to park there.

Regulatory Considerations:

- None.

Logistics

- Assess condition of fringe area parking lots.
- Add needed streetscape elements to create a safe environment and tie parking area into downtown core, both physically and visually, including:
 - Lighting
 - Walkways
 - Shelters
 - Signage and maps
 - Call boxes

Estimated timeframe:

- 1-2 months to assess fringe parking areas; 3-6 months to install streetscape elements.

Enforce parking regulations**Strategy:**

With new regulations that the City will implement to improve parking for those visiting downtown Mount Dora, the City will also need to determine the best way to enforce those regulations. It is important not to underestimate the importance of enforcement efforts in keeping the parking system in balance when time limits are implemented.

Regulatory Considerations:

- Revise Code of Ordinances to include new parking regulations – enforcement and fines.
- Create structure of parking enforcement organization (either new or restructure within existing City departments).
- Determine funding mechanisms for personnel and equipment/technology.

Logistics:

- Research parking fine structures of similar sized cities or downtown areas.
- Evaluate various methods the City can utilize to enforce new parking regulations, including:

- Manual tire chalking
- Handheld parking enforcement computers with ticketing capabilities to track license plates
- Wireless parking sensors/receivers
- Evaluate the various makers of parking enforcement devices and software to see which may be the best option for the City, including:
 - Handheld parking enforcement computers, such as:
 - AutoCITE X3 Citation Issuance Device
 - Complus Data Innovations, Inc.
 - Cardinal Tracking, Inc.
 - Wireless Parking Sensors, such as:
 - Bosch Sensor
 - Nedap Sensit Products
 - Rosim Wireless Detection Products
- Create an awareness program to educate people about new parking regulations, fine structure and ways to pay fines.
- Post parking rules, regulations, and fines clearly throughout the downtown and on the City's web site, visitor web sites, and event web sites.
- Hire and train enforcement personnel to patrol downtown areas with parking restrictions; determine if personnel will be for enforcement only or be downtown ambassadors as well – this can be an important perception issue for downtown.

Estimated timeframe:

- 1 month to create fee structure for parking violations; 3-6 months to select and install technology; 2-4 months to hire and train personnel.

Improve loading and delivery logistics**Strategy:**

Work with downtown businesses to improve loading and delivery procedures, in terms of both time and location.

Regulatory Considerations:

- Revise Code of Ordinances and Land Development Code to specify new loading and delivery regulations.

Logistics:

- Assess existing loading/unloading and delivery patterns, circulation routes, times and needs of businesses.
- Meet with business owners to discuss their delivery schedules, logistical needs, both on an individual level and as part of the overall downtown business community.
- Identify staging areas where trucks can stop during the day.
- Create a schedule outlining preferred off-peak delivery times when trucks can stop anywhere to load/unload and times where trucks should utilize staging areas.

- Send notices to all businesses outlining new delivery procedures and fines, and ask for their input prior to implementation.
- Install new loading and delivery signage – coordinate as part of the larger wayfinding system, including any time and location restrictions.
- Create maps (both paper and online at the City web site) outlining routes and staging area procedures for deliveries – this should be for the benefit of both businesses and vendors.

Estimated timeframe:

- 1-3 months to work with businesses to establish working agreement of procedures; 1-2 months to create and install new signage and wayfinding.

Provide clear messaging and communication**Strategy:**

The City should update all the messaging formats they utilize to provide clear, easy to understand information regarding the new parking regulations.

Regulatory Considerations:

- None.

Logistics:

- Update the City-issued parking pamphlet with a new color-coded map of parking areas and update City web site to reflect new information, including:
 - Parking locations with time limits and hours of enforcement
 - Valet parking location(s) and hours of operation
 - Fine structure – consider complimentary notices for first-time offenders and increasing fine amounts for repeat offenders within a calendar year
 - Options for paying fines
 - In person
 - By mail
 - Online
- Locate parking pamphlets at the Chamber of Commerce, throughout the downtown and at businesses and tourist destinations.
- Create pedestrian kiosks at parking areas – they should combine parking information with a downtown map and list of businesses. The kiosk can also provide wayfinding information for pedestrians, such as distances and direction to popular tourist destinations. Depending on the size of the kiosk, there may be space for the City to promote upcoming events.
- Update information on other web sites that focus on the City of Mount Dora.

Estimated timeframe:

- 1-2 months to update/print maps and update parking info on various web sites for public use; 3-6 months to design, locate and install new kiosks in parking areas.

Improve safety

Strategy:

Provide a safe environment in and around parking facilities, especially in fringe areas. The actual and perceived security within parking areas impacts the success not only of the parking operation, but also the businesses supported by those facilities.

Regulatory Considerations:

- None.

Logistics:

- Review CPTED principles and design guidelines and make needed improvements.
- Assess lighting conditions to determine which lights are working properly, which lights are dim or are at different illumination levels, and which are not working at all. The assessment should include lighting in parking lots and garages, street lights and lights along pedestrian routes.
- Replace burned-out or dim bulbs.
- Repair or replace lights, as appropriate, to provide uniform illumination.
- Add pedestrian-scale lighting (matching that existing downtown) in areas with insufficient or no lighting to improve safety, uniformity and provide direction.

Estimated timeframe:

- 1 month to assess lighting conditions; 1 month to replace existing fixture bulbs; 1-3 months to repair and/or replace lights; 3-6 months to add pedestrian scale lighting.

III. Mid-term Recommendations

Add shuttle service

Strategy:

Implement a downtown shuttle or tram service between fringe areas and downtown to bring these perimeter lots into play and add spaces conveniently located along major entryways into the downtown.

Regulatory Considerations:

- Determine funding mechanisms for personnel and equipment/technology.
- Determine structure for shuttle service - a private enterprise, a public enterprise or a public/private partnership.
- Create structure of shuttle organization (either new or restructure within existing City department).
- Consult with legal department on potential liability issues for city.

Logistics:

- Research existing shuttle service programs in other cities, such as:

- Boca Raton
- Delray Beach
- Stuart
- Tampa
- Research grant opportunities to help with facility costs, vehicle and maintenance costs, road and facility upgrades, etc., such as:
 - Surface Transportation Program (STP) grant from the U.S. Department of Transportation
 - Federal Transit Administration
 - FDOT
- Research the various ADA accessible vehicle options and the companies who sell them, such as:
 - Star Bus Sales
 - Creative Bus Sales
- Research potential partners to provide shuttle services to the City
 - SP + Municipal Service
- Select location for a storage and maintenance yard for the shuttle vehicles.
- Determine the best route for the shuttle to run, route stops and the times of service.
- Create a fee schedule for service.
- Consult with downtown businesses to better understand employee parking needs and concerns as they relate to shuttle service use, including unique situations such as employees needing to park closer for loading or money handling.
- Create a map of the shuttle route as well as the times of service – it should be available at the Chamber of Commerce, throughout the downtown and displayed at fringe parking areas and pedestrian kiosks, along with the downtown map and list of businesses.
- Update the City web page with a new map of the shuttle route that includes shuttle route, stops, schedule and costs (as applicable).
- Share information with the various web sites focusing on the City of Mount Dora.
- Share information with downtown businesses to promote use by employees.
- Add shuttle information to existing wayfinding signage system throughout the downtown area and create new signage where appropriate.

Estimated timeframe:

- 3-6 months to research cost feasibility and partnership options; 6-12 months to apply for grants and funding; 3-6 months to establish routes and service yard; 1-2 months to update/print maps and update parking info on various web sites for public use; 1-3 months to construct and install shuttle signage; 1-3 months to train personnel and implement service.

Pursue private partnerships near the downtown core

Strategy:

Explore the feasibility of parking agreements with private lots near the downtown core to help add additional public parking.

Regulatory Considerations:

- Determine if funding is available to pursue parking partnerships.
- Determine structure for parking – a private enterprise, a public enterprise or a public/private partnership.
- Consult with legal department on potential liability issues for City.
- Research title and real estate documents to determine if public parking is allowed on the candidate property or if there are any recorded legal documents that would restrict use of the property for public parking.

Logistics:

- Assess privately-owned or underutilized parking lots to determine which could be efficiently used for public parking. Items to consider include location, access, number of spaces, and layout.
- Approach lot owners and pursue parking agreements.
- Determine if infrastructure and design upgrades are needed to meet Code requirements.
- Analyze and resolve safety issues such as CEPTD, lighting and walkways.

Estimated timeframe:

- Timeframe varies (case by case basis).

Incorporate parking technologies**Strategy:**

Incorporate parking technologies to improve the downtown parking experience for visitors, as well as improve City operations and management.

Regulatory Considerations:

- Consult with legal department on potential liability issues for City.

Logistics:

- Research the various apps on the market to determine how each works, what additional technology is needed, if any, and determine which is the right choice for the City to use, such as:
 - iSpotSwap
 - Parker
 - ParkMe
 - Parkopedia
 - ParkingMate
- Work with app designer to customize technology specific for Mount Dora.
- Create an awareness program to educate people on integrating and using parking technology.

Estimated timeframe:

- Timeframe varies with type of service that is chosen.

Revisit pay parking in the downtown core

Strategy:

Institute pay parking within the core to help make people who plan to spend a longer time in the downtown choose parking locations suitable for their needs.

Regulatory Considerations:

- Revise Code of Ordinances to include new parking regulations – time limits, hours, fees, and fines.

Logistics:

- Research parking time limits, hours, fees and fine structure used in similar-sized cities.
- Create a parking plan.
- Install central pay stations in parking lots.
- Install parking meters in the areas with the highest demand for parking – equip them to accept debt/credit cards as well as coins.
- Link meters to Smartphones so users can pay for parking or add time remotely using apps such as:
 - EasyPark
 - ParkMobile
 - PayByPhone
 - Passport
- Modify parking enforcement procedures to utilize new technologies.
- Update the information on the parking pamphlets and online parking maps to reflect the new locations of paid vs. timed vs. free parking.
- Create an awareness program to educate people about new parking regulations and apps.

Estimated timeframe:

- 1-3 months to research and organize parking structure; 3-6 months to install parking meters and pay stations; 1 month to update maps and procedures; 1 month to train personnel with new technologies.

IV. Long-term Recommendations

Expand City parking garage and Baker/Tremain parking lot

Strategy:

Expand the City parking garage and Baker/Tremain parking lot to provide needed parking for the downtown area.

Regulatory Considerations:

- Determine funding sources for the project.
- Explore the issues involved with land acquisition.

Logistics:

- Evaluate which existing Concept Plan, or new alternative, to pursue as the preferred option.
- Determine if garage should be a stand-alone project or if it could be incorporated into a mixed-use concept.
- Update cost and funding data.
- Explore any land acquisition required for project.
- Hire consulting firms to complete site and structural plans, environmental mitigation and permitting.
- Hire contractors for completion of structural and site construction.
- Add new wayfinding and directional signage as required to facilitate orderly access and circulation of vehicles.

Estimated timeframe:

3-6 months to re-assess conceptual plans and cost/funding; 12-24 months for land acquisition, construction plans, permitting and construction.

Pursue private partnerships outside the downtown core**Strategy:**

Explore the feasibility of parking agreements with private lots outside the downtown core to help add additional public parking accessible by shuttle service.

Regulatory Considerations:

- Determine if funding is available to pursue parking partnerships.
- Determine structure for parking – a private enterprise, a public enterprise or a public/private partnership.
- Consult with legal department on potential liability issues for City.
- Research title and real estate documents to determine if public parking is allowed on the candidate property or if there are any recorded legal documents that would restrict use of the property for public parking.

Logistics:

- Assess privately-owned or underutilized parking lots to determine which could be efficiently converted to public parking.
- Approach lot owners and pursue parking agreements.
- Determine if infrastructure and design upgrades are needed to meet Code requirements.
- Analyze and resolve safety issues such as CEPTD, lighting and walkways.

Estimated timeframe:

- Timeframe varies (case by case basis).