



Parking Study

City of Indian Rocks Beach
November 2010

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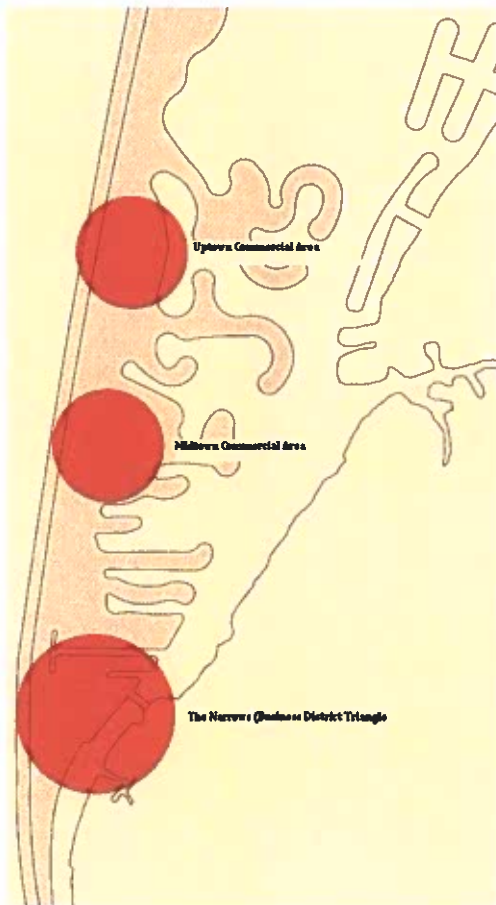


Parking Study

City of Indian Rocks Beach
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Issues and Problem Statement

Local businesses in the City of Indian Rocks Beach (the City) have expressed concern that the parking conditions and regulations currently impact their business and tourism. The City's Planning and Zoning (P&Z) Board requested the City's General Planning Consultant, Renaissance Planning Group (Renaissance) to prepare a parking study to assess the current parking situation, and recommend solutions to alleviate the problem. The study consisted of: (1) a questionnaire completed by local business in the City and (2) a parking inventory for the Narrows Business District.



Parking Questionnaire

Local businesses and property owners located in the City's business districts were requested to complete a parking questionnaire to better understand their concerns on the existing parking conditions and how it affects their businesses. The parking assessment questionnaire including 32 questions designed to provide qualitative and quantitative input from businesses related to their properties' operations and the area as a whole. City staff administered the questionnaires to local businesses in the three primary business districts: The Narrows, Midtown and Uptown (depicted to the left). Renaissance recorded and organized the results and performed basic analysis of quantitative data. Qualitative data (i.e., comments, open-ended questions) were recorded, reviewed and analyzed along with the quantitative data.




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A complete summary of the responses from the questionnaire survey was presented to the P&Z Board for review at their September 2010 meeting. A copy of the parking questionnaire including the full question-by-question summary of the results can be found in the appendix to this report.

Summary of Responses

Twenty-two questionnaires were returned out of the 63 total distributed. This represents a 35% response rate, which is acceptable for a voluntary survey of this type. Of those who responded, the vast majority were the actual owners of the business surveyed and over a quarter stated Indian Rocks Beach residency. The responses provided valuable insight into the current parking conditions, the types of customers that patronize various local businesses, usage and capacity issues, and potential parking strategies to improve the current situation. The top four key issues derived from the survey results area as follows.

 City of Indian Rocks Beach
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QUESTIONNAIRE
July 2010

Objective: The City of Indian Rocks Beach is responding to concerns about parking in our business areas. We are seeking more specific information about the existing parking situation. The questions below have been prepared to help document your experiences and issues, and allow us to analyze the situation that meets our collective needs. Your detailed responses to this questionnaire and participation in this survey will help the City develop strategies to improve access to and the availability of vehicular parking. Thank you for taking the time to fill this out.

Your Information

1. Name: _____

2. Business: _____

3. Address/Phone: _____

4. I am a: (Check *✓* all that apply)

Business Owner
 Business Manager
 City Resident

5. Type of business: (Check *✓* primary one)

Retail -How much square footage? _____
 Restaurant/Food -How many seats? _____
 Bar -How many seats? _____
 Other -What? _____ Size? _____

Your Situation

6. Who are your customers? (Indicate % of your total business)

____% Local Residents (Indian Rocks Beach)
____% Nearby Residents (Largo, Clearwater, etc.)
____% Florida Tourists
____% Out-of-State Tourists
____% Other: _____
Total = 100 %

7. What is your busiest day of the week? (Circle one)

Su Mo Tu We Th Fr Sa

8. What is your second busiest day of the week? (Circle one)

Su Mo Tu We Th Fr Sa

There are numerous single-use destinations with exclusive parking

The three business districts individually are generally compact destinations and include multiple attractions within comfortable walking distances from one another. The Narrows Business District functions as the City's unofficial downtown. The survey results indicate that the vast majority of customers (83%) arrive by automobile. Nearly all of those customers (96%) park within the business respondent's parking lot. Very few respondents identified customers using public parking (2%) or another business' lot (2%).

While the compact physical character and mix of uses within each district encourages walking, solely having exclusive private parking lots that serve a single business restricts navigating the districts on foot. With the majority of visitors arriving by automobile, moving from business to business will require them to drive in search of another available parking space within the same district.



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Customers do not have a clear sense of available parking areas

Many respondents noted that other nearby parking options exist if their own business parking lot is full. They indicated that options included on-street and/or public parking (39%) or their neighbor's parking lot (31%). However, they also noted that very few customers actually use these alternative parking options. The vast majority of customers (an average of 96%) use the business' parking lot. Also, a smaller majority of respondents noted that public parking areas were either 'difficult' or 'very difficult' to find and access. This may indicate that customers are not familiar with nor adequately directed to available alternative parking options.

Therefore, a significant issue regarding parking availability is one of knowledge and perception. Customers – especially out-of-town tourists unfamiliar with the area – may not be aware that a neighboring business allows noncustomers to park in their lot. They also may not be aware that on-street parking or a public lot conveniently exists within a comfortable walking distance to their desired destination. This may likely be the case, given that respondents noted only 4% of customers using a nearby parking lot or on-street parking when patronizing their business. These two matters alone can lead potential customers to perceive (and complain to merchants) that parking is unavailable. Such customers may even decide to look for a similar business in another area somewhere else.

Some public parking exists, but there is not enough

The compact area scale, general pedestrian accessibility, multiple destinations and diverse clientele (i.e., local residents and tourists) of the three primary business districts favors a mix of public and business parking options rather than individual private parking lots. Many visitors to these destinations will want to park once and then visit multiple attractions without needing to move their cars from individual business parking lots. Survey results indicate that signage and supply are the key issues to direct motorists to public parking.

People are parking illegally in private business parking lots

A substantial number of respondents claimed to have issues of non-customers parking illegally in their business parking lots. Beach-goers and adjacent businesses were among the most common offenders cited (39% respectively).



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A Quick Note Regarding the City's Parking Regulations

Survey results indicate that the majority of businesses may not be familiar with the City's parking regulations. Only from 37% to 50% of survey respondents provided responses to questions pertaining to the City's parking requirements. The majority that did respond were fairly divided on issues of parking regulatory fairness, appropriateness and level of impact on business. There was no clear or substantial majority that suggested that the City's parking provision requirements were either manageable or too burdensome. Also, 81% of respondents were not sure if they met the City's minimum parking space count requirement.



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Objective: *The City of Indian Rocks Beach is responding to concerns about parking in our business areas. We are seeking more specific information about the existing parking situation. The questions below have been prepared to help document your experiences and issues, and allow us to analyze the situation that meets our collective needs. Your detailed responses to this questionnaire and participation in this survey will help the City develop strategies to improve access to and the availability of vehicular parking. Thank you for taking the time to fill this out.*

Your Information

1. Name: _____

2. Business: _____

3. Address/Phone: _____

4. I am a: (Check \checkmark all that apply)

- Business Owner
- Business Manager
- City Resident

5. Type of business: (Check \checkmark primary use)

- Retail \rightarrow How much Square Footage? _____
- Restaurant/Food \rightarrow How many seats? _____
- Bar \rightarrow How many seats? _____
- Other \rightarrow What? _____ Size? _____

Your Situation

6. Who are your customers? (Indicate % of your total business)

- ____ % Local Residents (Indian Rocks Beach)
- ____ % Nearby Residents (Largo, Clearwater, etc.)
- ____ % Florida Tourists
- ____ % Out-of-State Tourists
- ____ % Other: _____

Total = 100 %

7. What is your busiest day of the week? (Circle one)

Su Mo Tu We Th Fr Sa

8. What is your second busiest day of the week? (Circle one)

Su Mo Tu We Th Fr Sa



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9. What is your busiest time of day during a typical week? (Check \checkmark up to 2)

- | | |
|--|--|
| <input type="checkbox"/> Before 9:00am | <input type="checkbox"/> 4:00pm – 5:00pm |
| <input type="checkbox"/> 9:00am – 10:00am | <input type="checkbox"/> 5:00pm – 6:00pm |
| <input type="checkbox"/> 10:00am – 11:30am | <input type="checkbox"/> 6:00pm – 7:00pm |
| <input type="checkbox"/> 11:30am – 1:30pm | <input type="checkbox"/> 7:00pm – 9:00pm |
| <input type="checkbox"/> 1:30pm – 3:00pm | <input type="checkbox"/> After 9:00pm |
| <input type="checkbox"/> 3:00pm – 4:00pm | |

11. What are the specific months of greatest issue? (Circle one or more)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

12. How do your customers arrive? (Indicate % mode of arrival)

____ % Car
____ % Foot
____ % Bicycle
____ % Bus/Transit
Total = 100 %

13. If they arrive by car, where do they park? (Indicate % of parking choice)

____ % Valet
____ % My parking lot
____ % On-street parking
____ % Nearby parking lot
Total = 100 %

14. If my parking lot is full, where can my customers park? (Check \checkmark all that apply)

- My neighbor allows my customers to park in their lot
- There is on-street parking or a public parking lot with a 5-minute walk
- There are no other parking options
- There is not a problem, my parking lot is never full
- Other: _____

15. Where do your employees park? (Check \checkmark one)

- My parking lot (along with customers)
- Designated employee parking areas (away from customers)
- Employees are not permitted to park in the business parking lot. They must find parking on their own.
- Other: _____



**City of Indian Rocks Beach
Parking Assessment**

QUESTIONNAIRE

July 2010

16. Are public parking areas easy to find and access? *(Check \checkmark all that apply)*

- Easy: Public parking areas are well signed and easy to access.
- Somewhat Easy: They are well signed and accessible once you are close to them.
- Difficult: They are hard to find, particularly, if you are not local.
- Very Difficult: It's very difficult. Why? _____

17. In your opinion, what are the key public parking issues to address? *(Check \checkmark all that apply)*

- Public parking signage (better signs to indicate location, etc.)
- Need more parking. Where specifically? _____
- More on-street parking turnover
- Other: _____

18. Is there anything else that you would like to mention about the existing parking situation?

Parking Requirements and Enforcement

19. What do you think about the City's minimum parking provision requirements? *(Check \checkmark one)*

- I don't need the amount of parking required by the City
- I don't have the space to provide the amount of parking required by the City
- Other? _____

20. How have you addressed the City's minimum parking provision requirements? *(Check \checkmark one)*

- I provide a valet service
- I have an agreement, rent or provide space at another location
- Other? _____

21. How does the City's parking regulations affect your business? *(Check \checkmark all that apply)*

- Parking requirements currently impacts my business operations
How? _____
- I would like to expand but am discouraged because of the parking requirements
Why? _____
- Other? _____

22. Are you considering future business expansion? *(Circle one) YES NO*



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QUESTIONNAIRE

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23. Cities define specific parking space sizes to accommodate common vehicles. What do you feel is the appropriate size for a standard parking space in Indian Rocks Beach? (Check \checkmark one)

- 10' wide X 20' deep
- 10' wide X 18' deep
- 9' wide X 18' deep
- 9' wide X 20' deep
- Other: _____

24. Do you know the number of parking spaces the City of Indian Rocks Beach requires for a business similar to yours? (Check \checkmark one)

- Yes, a business similar to mine to have _____ parking spaces per _____.
- No, I don't know how many parking spaces the City requires.

25. How many parking spaces does your business have?

_____ On-site parking spaces
_____ Off-site parking spaces

26. Are the number of parking spaces required for our business enough? (Check \checkmark one)

- No, it is not enough. Our business would benefit from more parking spaces.
- Yes, it is more than enough for our business.

If yes,

Does it allow you to share space with others? (Circle one) YES NO

Do you currently share space with others? (Circle one) YES NO

27. Do you have issues of non-customers parking illegally? (Check \checkmark one)

- No
- Yes

If yes, who? (Circle) a) Beach-goers b) adjacent businesses c) residents
d) Other _____

28. When there is a problem with illegal parking, does the City provide adequate enforcement?

(Check \checkmark one)

- Yes
- No

If no, how can it be improved?



**City of Indian Rocks Beach
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Parking Strategies

29. What kinds of services and solutions do you think would help to improve the parking situation? (Check \checkmark all that apply)

- Valet parking service
- Shared parking between multiple businesses
- More public parking lots and/or a parking structure
- More on-street public parking
- Parking meters and time limits (for on-street public parking)
- Parking permits with time restrictions for on-street parking (for example, permit parking on weekdays from 5pm to 8am)
- Local transit (shuttle) service between destinations and from public parking lots
- Other: _____

30. If more public parking lots or a parking structure are required, would your business agree to payment of a fee as part of meeting your parking requirement, instead of providing it onsite?

(Circle one) YES NO

31. If more public parking lots or a parking structure are required, how should it be funded?

(Check \checkmark all that apply)

- Parking fees
- City funded
- Other: _____

32. Are there other strategies that should be considered to improve the existing parking situation?

33. As the business district grows, what are strategies that should be considered to improve the future parking situation?

For more information, please contact Danny Taylor, Planning and Zoning Director at (727) 517-0404



QUESTIONNAIRE SURVEY RESULTS

Questions Number 1-3 of 33

Questions 1-3 asked survey respondents to provide name and contact information. Responses to these questions are not presented here, but a detailed appendix containing the information of all participating businesses is included.

Question Number 4 of 33

I am a: (Check all that apply)

- Business Owner
- Business Manager
- City Resident

The vast majority (84%) of respondents were the actual owners of the businesses surveyed. Just over a quarter (26%) of respondents claimed Indian Rocks Beach residence.

Question Number 5 of 33

Type of business: (Check primary use)

- Retail →How much Square Footage? _____
- Restaurant/Food →How many seats? _____
- Bar →How many seats? _____
- Other →What? _____ Size? _____

Nearly two-thirds of respondents included retail and restaurant establishments while just under one-third represented office establishments (including real estate businesses). Peak parking demand times and days tend to differ between these two types of establishments with retail and restaurants most often peaking in the evening hours and weekends, and office uses peaking during daytime hours and weekdays. A breakdown of respondent business types is included, below. Note, all respondents that checked "bar" also checked "restaurant", therefore, the two categories were combined in this analysis.

21%	Retail (not including food service)
42%	Restaurants/Bars
32%	Office (including real estate businesses)
5%	Other uses (including animal hospital)



Question Number 6 of 33

Who are your customers? (Indicate % of your total business)

____ % Local Residents (Indian Rocks Beach)

____ % Nearby Residents (Largo, Clearwater, etc.)

____ % Florida Tourists

____ % Out-of-State Tourists

____ % Other: _____

Total = 100 %

The majority of customers were selected as either local residents or out-of-state tourists; however, there was a fairly strong split between all four of the customer type categories and no one category held a substantial majority. This may indicate a diverse customer base among businesses in the City, which is good for the overall stability and longevity of the area regardless of fluctuating market conditions. On the other hand, with approximately half of business customers comprised of local and nearby residents, this coastal Florida community may not be realizing its full tourist market potential.

30%	Local Residents
20%	Nearby Residents
15%	Florida Tourists
28%	Out-of-State Tourists
7%	Other

Question Number 7 of 33

What is your busiest day of the week? (Circle one)

Su Mo Tu We Th Fr Sa

Approximately 75% of respondents identified either Friday or Saturday as the busiest day of the week, with Saturday alone at nearly 44%. Weekdays, individually, as well as Sunday were chosen the least.

6.25%	Sunday
6.25%	Monday
6.25%	Tuesday
0%	Wednesday
6.25%	Thursday
31.25%	Friday
43.75%	Saturday



Question Number 8 of 33

What is your second busiest day of the week? (Circle one)

Su Mo Tu We Th Fr Sa

The majority of respondents that chose either Friday or Saturday as their busiest day chose the other as their second busiest day. Questionnaire responses clearly indicate that Friday and Saturday are the overall busiest consecutive days in the area. Monday was a notable exception with 19% of respondents choosing it as their second busiest day.

6.25%	Sunday
18.75%	Monday
6.25%	Tuesday
6.25%	Wednesday
0%	Thursday
43.75%	Friday
18.75%	Saturday

Question Number 9 of 33

What is your busiest time of day during a typical week? (Check up to 2)

- Before 9:00am
- 9:00am – 10:00am
- 10:00am – 11:30am
- 11:30am – 1:30pm
- 1:30pm – 3:00pm
- 3:00pm – 4:00pm
- 4:00pm – 5:00pm
- 5:00pm – 6:00pm
- 6:00pm – 7:00pm
- 7:00pm – 9:00pm
- After 9:00pm

Sixty percent of respondents noted their busiest times of day during a typical week around the lunch and dinner hours; however, there was a fairly strong distribution throughout the entire day, with no single time period showing a substantial majority. This may help to increase the availability of parking, as the total number of customers requiring space on a typical day is more evenly distributed throughout the day. Thus, a typical parking space can support more customers because it consistently turns over multiple times throughout the day.



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3%	Before 9:00 a.m.
0%	9:00 a.m. - 10:00 a.m.
7%	10:00 a.m. - 11:30 a.m.
17%	11:30 a.m. - 1:30 p.m.
17%	1:30 p.m. - 3:00 p.m.
10%	3:00 p.m. - 4:00 p.m.
10%	4:00 p.m. - 5:00 p.m.
3%	5:00 p.m. - 6:00 p.m.
17%	6:00 p.m. - 7:00 p.m.
10%	7:00 p.m. - 9:00 p.m.
7%	After 9:00 p.m.

Question Number 10 of 33

This question was not included on the questionnaire.

Question Number 11 of 33

What are the specific months of greatest issue? (Circle one or more)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

The responses indicate that parking issues are greatest from February through May, and again in July. March and April were the absolute busiest months, comprising approximately one-third of the responses. This is likely due to the influx of students and families enjoying the area's amenities taking during their respective Spring Breaks. December and January were the months indicated the least. Usually, time periods when parking issues are higher correspond to time periods when business activity is stronger.

2.1%	January
12.8%	February
19.1%	March
14.9%	April
10.6%	May
4.3%	June
12.8%	July
6.4%	August
6.4%	September
4.3%	October
6.4%	November
0%	December



Question Number 12 of 33

How do your customers arrive? *(Indicate % mode of arrival)*

- _____ % Car
 - _____ % Foot
 - _____ % Bicycle
 - _____ % Bus/Transit
- Total = 100 %

Respondents reported a disproportionate number of customers arriving to their businesses by car (83%). However, a notable 16% of customers were reported as arriving by either foot (13%) or bicycle (3%). This may be reflective of the areas multimodal qualities and pedestrian friendly environment. Less than 1% of customers were reported as arriving by public transportation.

83%	Car
13%	Foot
3%	Bicycle
1%	Bus/Transit

Question Number 13 of 33

If they arrive by car, where do they park? *(Indicate % of parking choice)*

- _____ % Valet
 - _____ % My parking lot
 - _____ % On-street parking
 - _____ % Nearby parking lot
- Total = 100 %

Nearly all respondents (96%) reported that customers arriving by car park in their business' parking lot. This is somewhat surprising since there exists some public and on-street parking, especially in the Narrows area as well as tourist lodging and residential homes within comfortable walking distance to businesses. None of the respondents noted the use of a valet service and only 2% percent noted parking from a remote (off-site) parking lot.

0%	Valet
96%	My parking lot
2%	On-street parking
2%	Nearby parking lot



Question Number 14 of 33

If my parking lot is full, where can my customers park? (Check all that apply)

- My neighbor allows my customers to park in their lot*
- There is on-street parking or a public parking lot with a 5-minute walk*
- There are no other parking options*
- There is not a problem, my parking lot is never full*
- Other: _____*

While only 2% of respondents indicated that their customers utilized a nearby parking lot (per Question 13), a sizeable 31% of respondents noted some sort of shared parking arrangement between neighboring businesses. Similarly, only 2% of respondents indicated that their customers utilized on-street parking (per Question 13); however, 39% of respondents noted that on-street parking or public parking exists within a 5-minute walk of their business. Also to note, 15% of respondents claim that their parking lots are never full and, thus, their business does not have a parking capacity problem.

The answers to this question may lead to a real understanding of the parking situation within the business areas. The responses to Questions 13 and 14 point to a strong likelihood that the greatest issue with parking is one of knowledge and perception. Customers – especially out-of-town tourists unfamiliar with the area – may not be aware that a neighboring business allows noncustomers to park in their lot. They also may not be aware that on-street parking or a public lot conveniently exists within a comfortable walking distance to their desired destination. This may likely be the case, given that only 4% of customers were noted by respondents as using a nearby parking lot or on-street parking when patronizing their business. These two matters alone can lead potential customers to perceive that parking is unavailable and so they should look for a similar business in another area somewhere else.

31%	Neighbor’s parking lot
39%	Nearby on-street or public parking lot
15%	No other parking options exist
15%	No problem, my lot is never full
0%	Other



Question Number 15 of 33

Where do your employees park? (Check ✓ one)

- My parking lot (along with customers)
- Designated employee parking areas (away from customers)
- Employees are not permitted to park in the business parking lot. They must find parking on their own.
- Other: _____

Of the respondents that had employees, half reported that their employees parked in the business parking lot along with customers. Just less than one-quarter of respondents with employees reported having designated employee parking areas away from customers; while a similar number reported that employees were not permitted to park in the business parking lot. Approximately 6% indicated that employees parked in a neighbor's lot.

50%	My parking lot (along with customers)
22%	Designated employee areas
22%	Somewhere else
6%	Other

Responses from business respondents with employees.

Question Number 16 of 33

Are public parking areas easy to find and access? (Check ✓ all that apply)

- Easy: Public parking areas are well signed and easy to access.
- Somewhat Easy: They are well signed and accessible once you are close to them.
- Difficult: They are hard to find, particularly, if you are not local.
- Very Difficult: It's very difficult. Why? _____

Based on the mixed responses to this question, there appears to be varied opinions as to the accessibility of public parking areas. The majority of respondents (39%), however, replied that public parking areas were difficult to find, particularly if you are not local.

31%	Easy
26%	Somewhat Easy
39%	Difficult
4%	Very Difficult



Question Number 17 of 33

In your opinion, what are the key public parking issues to address? (Check \checkmark all that apply)

- Public parking signage (better signs to indicate location, etc.)*
- Need more parking. Where specifically? _____*
- More on-street parking turnover*
- Other: _____*

Approximately 47% of respondents believe that better public parking signage is the key parking-related issue to address. Over one-third believes that more public parking is needed. Only 6% felt that on-street parking needed to turnover more often. This is somewhat surprising since there aren't fees or time duration restrictions on on-street parking, thus, there is little incentive to vacate an on-street parking space for a new arrival. 'Other' comments included that landscaping decreased the gross number of parking and that parking didn't seem to be a problem.

47%	Public parking signage
35%	Need more parking
6%	More on-street parking turnover
12%	Other

Question Number 18 of 33

Is there anything else that you would like to mention about the existing parking situation?

Comments received were varied and ranged from suggestions for a parking garage to statements claiming that there really isn't a parking problem, maybe during busy evenings only. One respondent voiced a complaint about illegal parking in private lots and another made some suggestions for relocating a public works facility to gain additional parking.

Question Number 19 of 33

What do you think about the City's minimum parking provision requirements? (Check \checkmark one)

- I don't need the amount of parking required by the City*
- I don't have the space to provide the amount of parking required by the City*
- Other? _____*

Approximately 37% of respondents to the questionnaire did not respond to this question, indicating that perhaps there are many businesses that do not know the City's parking requirements with respect to their establishment. Of the 63% that did, an equal number of respondents (31% each) noted that they don't need the amount of parking required or they don't have the space to provide the amount of required parking. 'Other' comments reflected this general split between *more than enough* or *not*



enough space for parking required by the City, with comments such as, “not a problem at this time,” or “our space is too limited.” The divergent responses to this question make it difficult to assess the impact of the City’s parking requirements on area businesses.

31%	More than enough space
31%	Not enough space
38%	Other

Question Number 20 of 33

How have you addressed the City’s minimum parking provision requirements? (Check one)

- I provide a valet service
- I have an agreement, rent or provide space at another location
- Other? _____

Half of the respondents to the questionnaire did not respond to this question, indicating that perhaps there are many businesses that do not know the City’s parking requirements with respect to their establishment. None of the respondents currently provide a valet service and only one respondent has an agreement in place to rent or provide space at another location. Of the remaining responses in the ‘Other’ category, half indicated that they have enough parking or don’t have a problem with the requirements. Other solutions include informing customers where to find public parking or scheduling appointments away from the office.

0%	Valet service
11%	Parking at another location
89%	Other

Question Number 21 of 33

How does the City’s parking regulations affect your business? (Check all that apply)

- Parking requirements currently impact my business operations
How? _____
- I would like to expand but am discouraged because of the parking requirements
Why? _____
- Other? _____

Half of the respondents to the questionnaire did not respond to this question, indicating that perhaps there are many businesses that do not know the City’s parking requirements with respect to their establishment. Approximately 30% of those responding felt that parking requirements currently impact business operations. Another 30% felt that the current parking requirements were discouraging to



future business expansion. The remaining (“Other”) responses generally indicated that the regulations had little to no effect.

30%	Requirements impact my business
30%	Requirements discourage expansion
40%	Other

Question Number 22 of 33

Are you considering future business expansion? (Circle one) YES NO

A sizeable 43% of respondents claim to be considering expansion of their business. This is a considerably high percentage.

43%	Yes, considering expansion
57%	No, not considering expansion

Question Number 23 of 33

Cities define specific parking space sizes to accommodate common vehicles. What do you feel is the appropriate size for a standard parking space in Indian Rocks Beach? (Check one)

- 10' wide X 20' deep
- 10' wide X 18' deep
- 9' wide X 18' deep
- 9' wide X 20' deep
- Other: _____

The vast majority of respondents (92%) were preferable to a parking space depth of 18' over 20'. However, a smaller majority preferred a 9' width (54%) over a 10' width (38%).

0%	10' x 20'
38%	10' x 18'
54%	9' x 18'
0%	9' x 20'
8%	Other



Question Number 24 of 33

Do you know the number of parking spaces the City of Indian Rocks Beach requires for a business similar to yours? (Check one)

- Yes, a business similar to mine to have _____ parking spaces per _____.
- No, I don't know how many parking spaces the City requires.

The vast majority of respondents (81%) were not aware of the required number of parking spaces for their type of business.

19%	Yes
81%	No

Question Number 25 of 33

How many parking spaces does your business have?

- _____ On-site parking spaces
- _____ Off-site parking spaces

The total number of on-site parking spaces for a given business ranged from as few as 2 parking spaces to as many as 80 parking spaces. Three respondents stated having off-site parking spaces in addition to their on-site spaces; however, no respondents indicated having only off-site parking.

Question Number 26 of 33

Are the number of parking spaces required for our business enough? (Check one)

- No, it is not enough. Our business would benefit from more parking spaces.
- Yes, it is more than enough for our business.

If yes,

Does it allow you to share space with others? (Circle one) YES NO

Do you currently share space with others? (Circle one) YES NO

Two-thirds of respondents felt that the number of parking spaces required for their business was sufficient. Of those that answered yes, 55% claimed that while they had enough, it wasn't enough to allow them to share spaces with others; though 58% noted that they do currently share their spaces with others. Though certainly not conclusive, the results may indicate a generally collective understanding among fellow businesses that, while they may not believe there exists an overabundance of parking for everyone, it is helpful to the community as a whole if businesses work together.



33%	--	No, not enough for our business
--	67%	Yes, we have enough for our business, and:
--	55%	We have enough to share with others
--	58%	We share with others

Question Number 27 of 33

Do you have issues of non-customers parking illegally? (Check one)

- No
- Yes
- If yes, who? (Circle) a) Beach-goers b) adjacent businesses c) residents
d) Other _____

Nearly 71% of respondents claimed to have issues of non-customers parking illegally in their lots. Beach-goers and adjacent businesses were among the most common offenders cited (38% respectively), compared to 14% cited as residents. One respondent noted that boat trailers from hotel guests were a problem. This may indicate a lack of parking enforcement or no enforcement at all.

29%	--	No, not a problem
--	71%	Yes, we have a problem. They are:
--	38%	Beach-goers
--	38%	Adjacent businesses
--	14%	Residents
--	10%	Other

Question Number 28 of 33

When there is a problem with illegal parking, does the City provide adequate enforcement? (Check one)

- Yes
 - No
- If no, how can it be improved? _____

Approximately 69% of respondents felt that the City does NOT provide adequate enforcement of illegal parking, which isn't all that surprising given the number of respondents that claimed illegal parking was a problem (per Question 27). The majority of comments indicate that a number of businesses are not clear on how to best respond to illegal parking (i.e. how to report, who to call). A few suggestions for



improvement include ticking by police, access to an 'after hours' phone number to report illegal parking, or signage.

69%	Yes
31%	No

Question Number 29 of 33

What kinds of services and solutions do you think would help to improve the parking situation?

(Check all that apply)

- Valet parking service
- Shared parking between multiple businesses
- More public parking lots and/or a parking structure
- More on-street public parking
- Parking meters and time limits (for on-street public parking)
- Parking permits with time restrictions for on-street parking (for example, permit parking on weekdays from 5pm to 8am)
- Local transit (shuttle) service between destinations and from public parking lots
- Other: _____

The solution with the greatest amount of support was more public parking lots and/or a parking structure (31%). Shared parking between multiple businesses (23%) and more on-street public parking (20%) were also popular options. Valet service, parking permits with time restrictions and local transit service received less support and were evenly split at nearly 6% for all. Parking meters with time limits was least supported (3%). One suggestion included changing the direction of parking and taking out landscaping for additional parking.

6%	Valet parking service
23%	Shared parking
31%	More public parking lots/structure
20%	More on-street public parking
3%	Parking meters and time limits
6%	Parking permits with time restrictions
6%	Local transit (shuttle) service
6%	Other



Question Number 30 of 33

If more public parking lots or a parking structure are required, would your business agree to payment of a fee as part of meeting your parking requirement, instead of providing it onsite? (Circle one)

YES NO

While many respondents were supportive of more parking lots/parking structure, only 24% were supportive of a business fee as part of meeting their requirement. One respondent noted 'yes' however, "within reason."

24%	Yes
76%	No

Question Number 31 of 33

If more public parking lots or a parking structure are required, how should it be funded?

(Check ✓ all that apply)

- Parking fees
- City funded
- Other: _____

Approximately 59% of respondents felt that funding for more public parking lots/structures should be done through parking fees. Only 32% felt that additional parking should be funded through the City. Suggestions included funding from Pinellas County and taxing businesses that are busy enough to need more parking.

59%	Parking fees
32%	City funded
9%	Other

Question Number 32 of 33

Are there other strategies that should be considered to improve the existing parking situation?

Only 37% of respondents addressed this question. There were varying suggestions included allowing businesses to use public parking spaces toward meeting their requirements; more ticketing of illegal parkers; building a parking garage on the Bell South property; and suggestions for a master plan in the business triangle that includes addressing the supply and need for parking.



Question Number 33 of 33

As the business district grows, what are strategies that should be considered to improve the future parking situation?

Only 41% of respondents addressed this question. There were varying suggestions included reducing parking requirement standards, including setbacks; increased public transportation; acquiring vacant land for parking and building more public parking; and business permit parking requirements.



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Conditions

Area businesses have expressed concern that there is a limited supply of parking to accommodate customers in The Narrows, especially during peak business hours. As a key component of this parking study, a parking inventory of the current supply and demand for spaces was conducted in order to gain a real understanding of parking conditions. The inventory was intended to supplement the findings from the questionnaire survey results. It focused on the physical conditions of The Narrows Business District (The Narrows), the largest and most complex area of the three primary business districts, since it represents and functions as the City's unofficial downtown.

Parking Inventory

The supply of parking was inventoried on three separate days of the week, over three different timeframes in The Narrows. **(Map A)** The three field data collection timeframes included:

- 3:30pm – 6:30pm, Thursday, August 19th, 2010
- 11:30am – 2:30pm, Saturday, August 21st, 2010
- 7:00pm – 8:00pm, Friday, August 28th, 2010

All three days consisted of sunny to partly cloudy and relatively humid weather conditions with temperatures ranging from the mid to upper 80 degrees Fahrenheit.

For field data collection purposes, the study area was divided into Subareas A through F, and further divided into 62 individual parking areas. **Map B** shows the subareas and parking areas that comprise The Narrows. The inventory data collected was organized and input into a Geographic Information System (GIS) database. Maps were created using the data to reveal the area's true parking utilization and capacity during these three field data collection intervals. They

The image displays three screenshots of spreadsheets titled "Study Area A Parking Inventory". Each spreadsheet has columns for "Area", "Supply", "Demand", "Capacity", "Utilization", "Availability", and "Percentage". The data is organized by subarea (A-1 through A-62) and timeframes: Thursday, August 19th, 2010; Saturday, August 21st, 2010; and Friday, August 28th, 2010. The spreadsheets show varying levels of parking utilization across the different areas and timeframes.



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are included in the *Conditions* section of this report. In addition to inventory data, issues related to access, circulation, function and layout were examined and noted.

Inventory Results

The Narrows comprises approximately 62 individual parking areas that were generally divided among six sub areas (Sub Areas A through F) and represents a total of approximately 990 parking spaces. Approximately 30 of those spaces (3%) are designated 'handicap' spaces, which is slightly below the standard average requirement of 4%.

Overall, the parking inventory results indicate there is not a substantial area-wide parking supply shortage. In fact, for the three timeframes measured the overall parking space occupancy for The Narrows ranged between 30% and 54%, leaving a substantial percentage of vacant parking spaces. The table below reveals parking utilization for each of the three timeframes. These measurements represent the area-wide count and not for each of the 62 parking areas individually. A master database organized by individual parking area can be found in the appendix to this report.

Inventory Timeframe	Percent of Parking Used	Total Number of Spaces	Number of Spaces Used
3:30pm – 6:30pm Thursday, August 19th, 2010	30%	990	293
11:30am – 2:30pm Saturday, August 21st, 2010	31%	990	309
7:00pm – 8:00pm Friday, August 28th, 2010	54%	990	539

A series of maps were generated for each of the three timeframes to depict the levels of parking use and to better pinpoint specific parking issues. Parking areas with a darker color on the maps indicate a higher degree of parking space occupancy. Conversely, parking areas shown on the map that are lighter in color indicate a lower degree of parking space occupancy, or otherwise are available for new arrivals.

While the area-wide analysis indicates that no overall parking shortage exists for The Narrows as a whole, a closer look at the data reveals that certain areas have capacity issues during specific



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timeframes. There are both patterns of high and low utilization in The Narrows and an overview is described, below along with corresponding maps. A set of individual sub area maps depicting the detailed data collection results is included in the appendix to this report.

Overall, regardless of the day of week or time of day, the heaviest concentrations of parking were primarily focused in the northwest quadrant of the district (Sub Area A) followed by the southern end of the district (Sub Area F). Both hotel parking garages (Sub Area C) were heavily utilized. The two hotel surface parking lots (Sub Areas B and C), especially the westernmost surface lot (Sub Area B), never exceeded 50% occupancy during the three field inventory timeframes. The rest of the district remained fairly open with less than 50% utilization at any given timeframe.

Thursday Timeframe

Overall, only 30% of area parking was utilized during the timeframe analyzed. **Map C** depicts the utilization of parking by parking area for the Thursday timeframe. As indicated by the map, higher parking utilization spots were focused almost entirely in the northwest quadrant of the district (Sub Area A), with a couple smaller on-street areas heavily occupied at the south end of the district (Sub Area F). Much of the rest of the parking areas in the district were less than half utilized.

Saturday Timeframe

Overall, only 31% of area parking was utilized during the timeframe analyzed. **Map D** depicts the utilization of parking by parking area for the Saturday timeframe. As indicated by the map, higher parking utilization spots were focused in the northwest quadrant of the district (Sub Area A) and the two hotel garages in the northeast quadrant (Sub Area C). A couple small parking areas located at the southeast corner of Gulf Boulevard and 3rd Avenue (Sub Area D), and along the south side of 2nd Avenue (Sub Area F), respectively, were also heavily occupied. Much of the rest of the parking areas in the district were less than half utilized.

Friday Timeframe

Overall, only 54% of area parking was utilized during the timeframe analyzed. **Map E** depicts the utilization of parking by parking area for the Friday timeframe. As indicated by the map, higher parking utilization spots were focused in the northwest quadrant of the district (Sub Area A), the two hotel garages in the northeast quadrant (Sub Area C), and the southern end of the district (Sub Area F). Much of these three areas were practically at capacity. Other areas of high occupancy included on-street public parking along both 2nd Street (Sub Area B) and 4th Avenue (Sub Area A), and adjacent to Gulf Boulevard, north of 3rd Avenue (Sub Area D). The remaining parking areas in the district were less than half utilized.



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Other Observations

Other relevant observations during the parking inventory are as follows:

Limited options for parking expansion

There are limited opportunities to increase the supply of parking in The Narrows. Most business parcels are small in size with limited frontage and depth from adjacent roadways. Many of the roadways in these areas are constrained with limited right-of-way for the potential to add on-street parking. Expanding existing parking areas or adding new areas may be difficult.

Inefficient layout and/or design

Some parking areas appeared to have inefficient circulation and parking space configurations. In some cases, layout and design improvements could potentially result in better access, additional parking spaces and an overall improved operation.

Can I park here?

For some parking areas, it was not entirely clear whether the spaces were for public or private use. If they were for private use, it was unclear which business(s) the parking spaces served. This situation could result in unintended illegal parking or a missed opportunity to offer visitors an available parking space.

Varying hours and days of operation

Not all establishments in The Narrows have similar hours of operation and some establishments are closed on certain days of the week. This results in a substantial amount of empty parking spaces during generally busy times of day and days of the week. For example, the U.S. Post Office property has 22 parking spaces onsite and designated for their operation. The U.S. Post Office is typically closed from the late afternoon through the following morning on most days, and closed completely on Sunday. Other nearby establishments, primarily restaurants and bars, are most active and have the greatest parking demand during evening hours when the U.S. Post Office is closed. As a result, 22 parking spaces sit empty while nearby business scramble to find parking spaces for potential customers. Similar circumstances are typical with office establishments, public/government establishments and quasi-public establishments such as churches, schools, parks and libraries.

Lack of valet service

While it does not appear that businesses in The Narrows use a valet service, a free or low cost valet service can relieve visitors of the burden, stress and/or uncertainty of finding parking. They also can potentially accommodate more vehicles in a given area because they can tandem park, or stack vehicles.

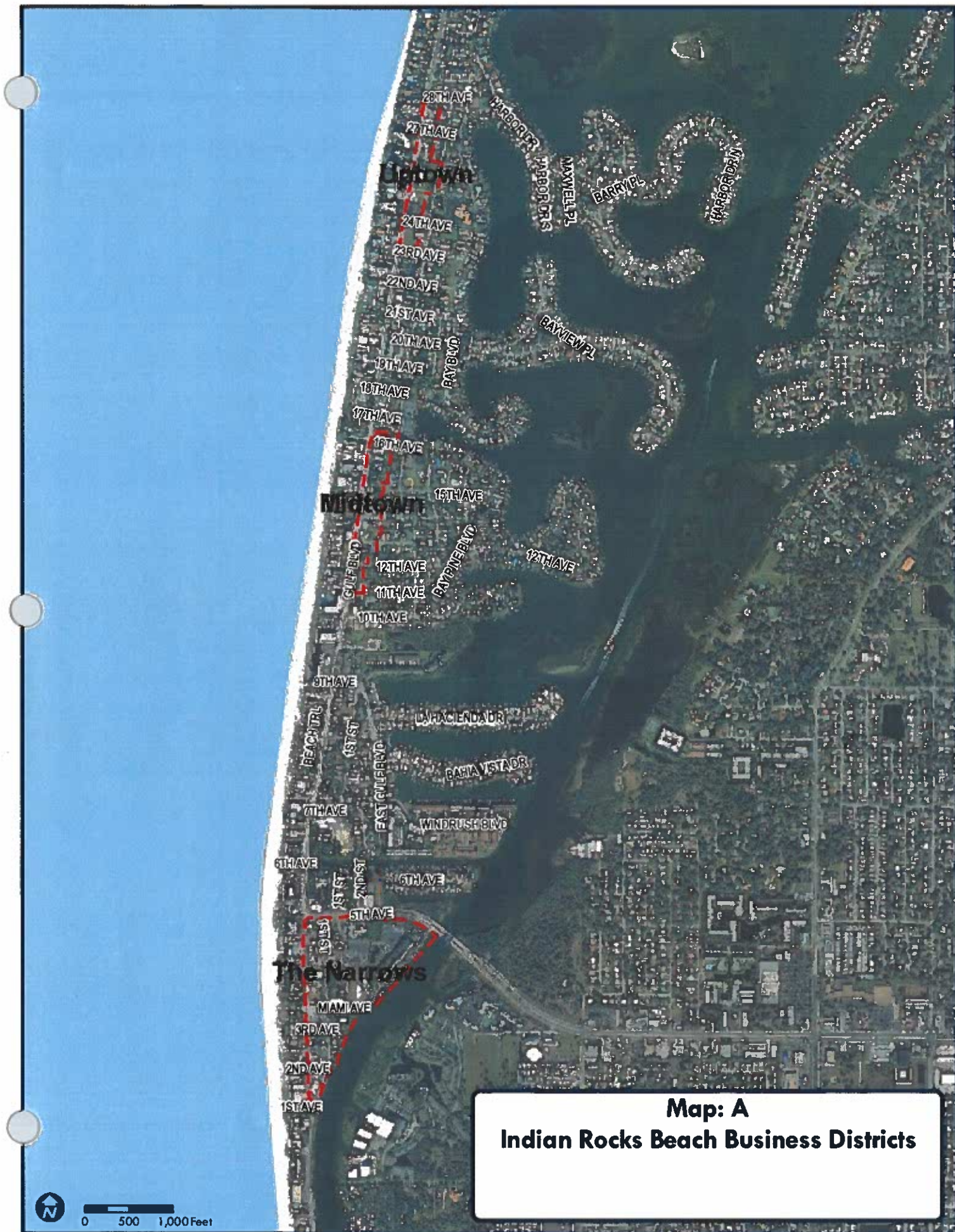


Parking Study

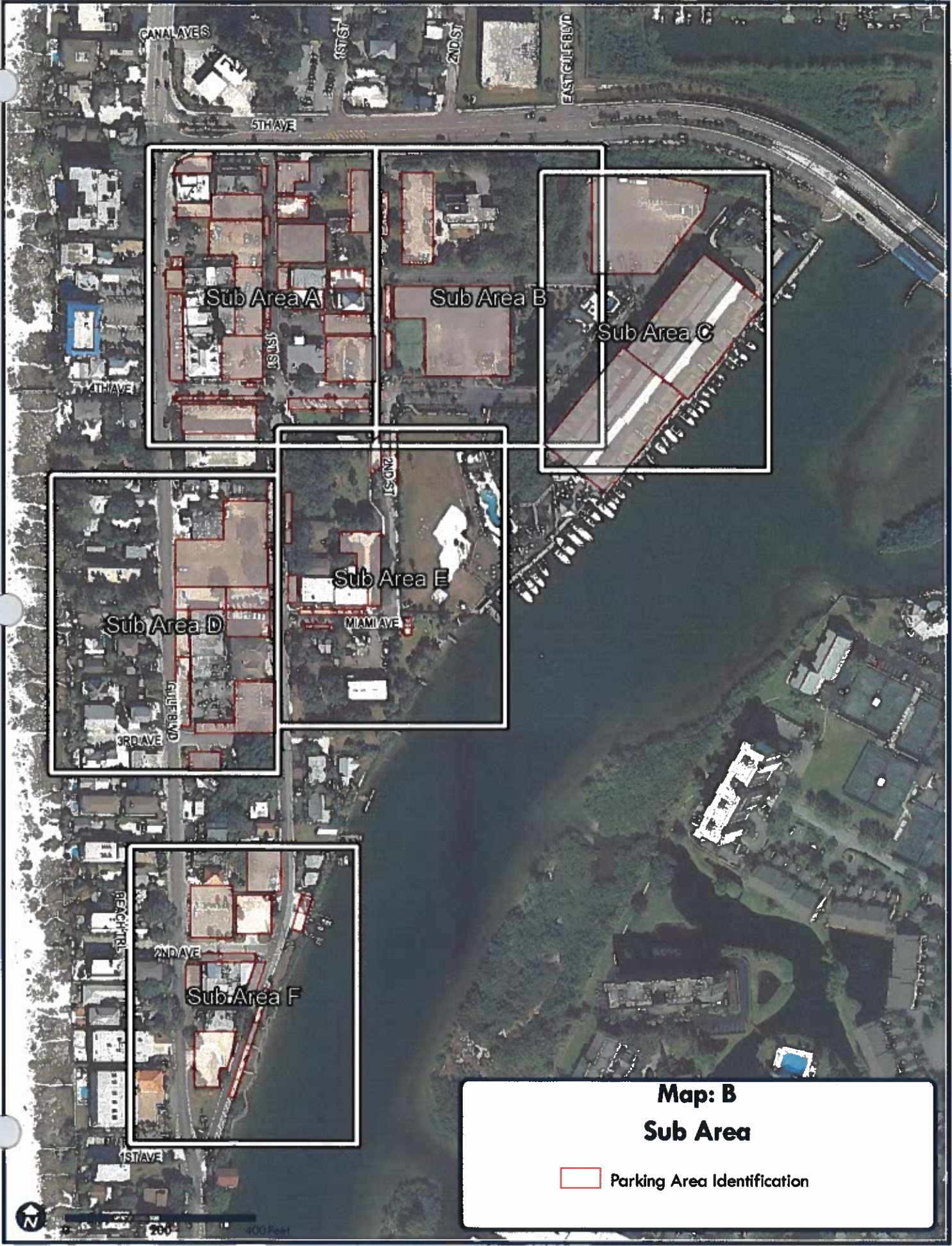
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There are few opportunities to increase the supply of parking in The Narrows Business District

There are benefits to having a compact, mixed-use business district with a well connected street grid. The disadvantage, however, is that there are limited areas and opportunities to increase the supply of parking. Roadway rights-of-ways in The Narrows are mostly narrow and constrained, leaving little room to add on-street parking. Many properties are small in size and not conducive to building surface parking lots or structured parking.



Map: A
Indian Rocks Beach Business Districts



Study Area A Parking Inventory

Parking Lot	Total Spaces	Handicap Spaces	Thursday		Friday		Saturday	
			Occupied Spaces	Utilization	Occupied Spaces	Utilization	Occupied Spaces	Utilization
A - 1	6	0	0	0%	0	0%	0	0%
A - 2	6	1	2	33%	6	100%	0	0%
A - 3	2	0	2	100%	2	100%	2	100%
A - 4	5	0	0	0%	1	20%	1	20%
A - 5	18	1	13	72%	17	94%	16	89%
A - 6	16	2	7	44%	16	100%	12	75%
A - 7	23	0	14	61%	20	87%	15	65%
A - 8	19	0	16	84%	24	126%	12	63%
A - 9	18	1	2	11%	15	83%	1	6%
A - 10	2	0	0	0%	2	100%	0	0%
A - 11	10	0	3	30%	1	10%	3	30%
A - 12	15	0	8	53%	15	100%	7	47%
A - 13	4	0	8	200%	7	175%	3	75%
A - 14	6	0	1	17%	2	33%	1	17%
A - 15	7	0	1	14%	1	14%	2	29%
A - 16	12	0	5	42%	0	0%	7	58%
A - 17	22	2	4	18%	1	5%	3	14%
A - 18	8	0	3	38%	6	75%	0	0%
A - 19	11	1	7	64%	4	36%	4	36%
A - 20	8	1	3	38%	1	13%	1	13%
A - 21	22	1	5	23%	5	23%	13	59%
A - 22	6	0	6	100%	4	67%	4	67%
A - 23	1	0	1	100%	1	100%	1	100%
A - 24	1	0	1	100%	1	100%	1	100%
A - 25	3	0	1	33%	3	100%	2	67%
A - 26	2	0	0	0%	1	50%	1	50%

Study Area B Parking Inventory

Parking Lot	Total Spaces	Handicap Spaces	Thursday		Friday		Saturday	
			Occupied Spaces	Utilization	Occupied Spaces	Utilization	Occupied Spaces	Utilization
B - 1	29	0	20	69%	9	31%	2	7%
B - 2	4	0	3	75%	4	100%	2	50%
B - 3	3	0	0	0%	2	67%	1	33%
B - 4	3	0	1	33%	2	67%	0	0%
B - 5	120	0	25	21%	54	45%	42	35%

Study Area C Parking Inventory

Parking Lot	Total Spaces	Handicap Spaces	Thursday		Friday		Saturday	
			Occupied Spaces	Utilization	Occupied Spaces	Utilization	Occupied Spaces	Utilization
C - 1	123	5	18	15%	67	54%	16	13%
C - 2	61	2	27	44%	47	77%	32	52%
C - 3	61	2	24	39%	59	97%	41	67%

Study Area D Parking Inventory

Parking Lot	Total Spaces	Handicap Spaces	Thursday		Friday		Saturday	
			Occupied Spaces	Utilization	Occupied Spaces	Utilization	Occupied Spaces	Utilization
D - 1	37	1	5	14%	10	27%	1	3%
D - 2	5	0	0	0%	0	0%	0	0%
D - 3	13	0	0	0%	1	8%	0	0%
D - 4	7	0	5	71%	0	0%	0	0%
D - 5	13	1	5	38%	6	46%	4	31%
D - 6	16	0	2	13%	1	6%	2	13%
D - 7	9	0	4	44%	7	78%	3	33%
D - 8	38	2	5	13%	18	47%	8	21%
D - 9	7	1	0	0%	0	0%	4	57%
D - 10	3	0	0	0%	0	0%	0	0%

Study Area E Parking Inventory

Parking Lot	Total Spaces	Handicap Spaces	Thursday		Friday		Saturday	
			Occupied Spaces	Utilization	Occupied Spaces	Utilization	Occupied Spaces	Utilization
E - 1	5	0	1	20%	0	0%	0	0%
E - 2	5	0	1	20%	1	20%	2	40%
E - 3	6	0	1	17%	0	0%	1	17%
E - 4	2	0	2	100%	0	0%	1	50%
E - 5	3	0	0	0%	0	0%	2	67%
E - 6	14	0	2	14%	0	0%	1	7%
E - 7	6	0	0	0%	1	17%	0	0%
E - 8	5	0	0	0%	0	0%	1	20%

Study Area F Parking Inventory

Parking Lot	Total Spaces	Handicap Spaces	Thursday		Friday		Saturday	
			Occupied Spaces	Utilization	Occupied Spaces	Utilization	Occupied Spaces	Utilization
F - 1	18	0	1	6%	18	100%	6	33%
F - 2	7	0	6	86%	7	100%	2	29%
F - 3	18	0	2	11%	0	0%	3	17%
F - 4	28	2	1	4%	2	7%	1	4%
F - 5	13	2	9	69%	13	100%	9	69%
F - 6	8	1	2	25%	8	100%	3	38%
F - 7	6	0	0	0%	6	100%	0	0%
F - 8	7	0	2	29%	7	100%	3	43%
F - 9	23	1	4	17%	23	100%	0	0%
F - 10	11	0	2	18%	10	91%	4	36%



A-1

A-11

A-19

A-2

A-9

A-12

A-26

A-8

A-13

A-3

A-4

A-14

A-20

A-15

A-16

A-7

A-25

A-6

A-24

A-17

1ST ST

COLLE BLVD

4TH AVE

A-22

A-23

A-18

A-21

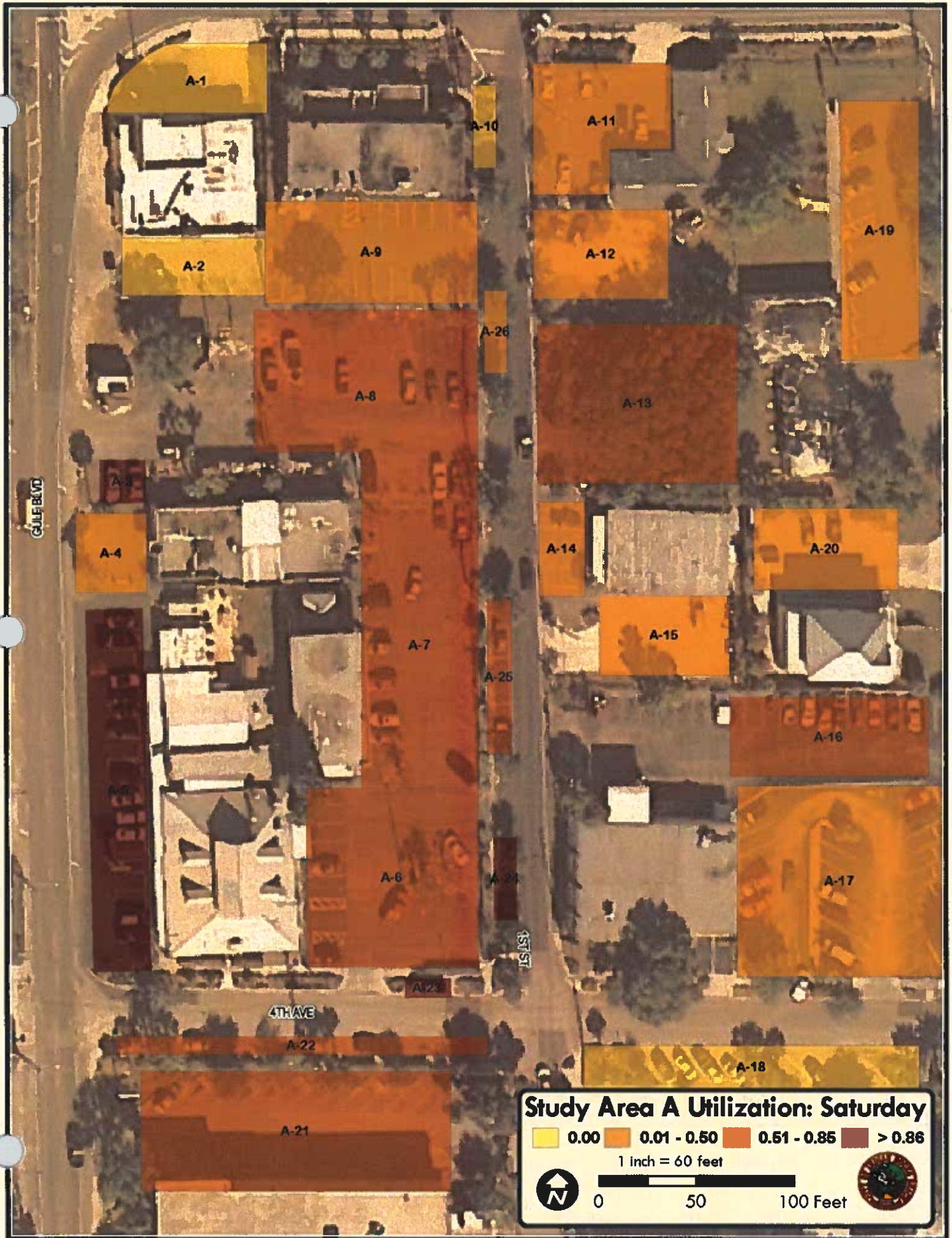
Study Area A Utilization: Friday

0.00 0.01 - 0.50 0.51 - 0.85 > 0.86

1 inch = 60 feet



0 50 100 Feet



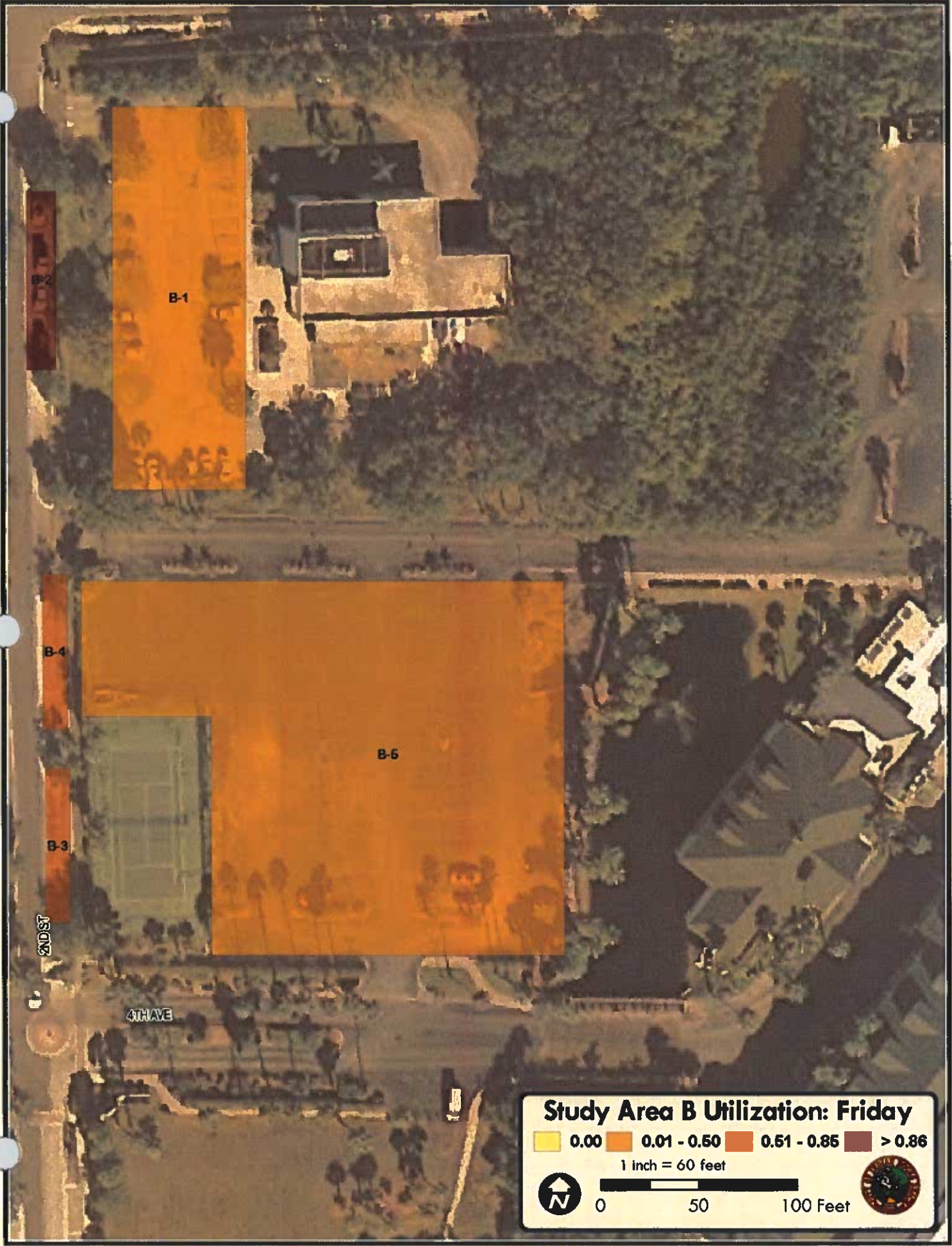


Study Area A Utilization: Thursday

0.00
 0.01 - 0.50
 0.51 - 0.85
 > 0.86

1 inch = 60 feet

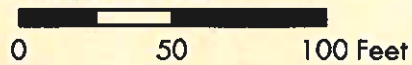


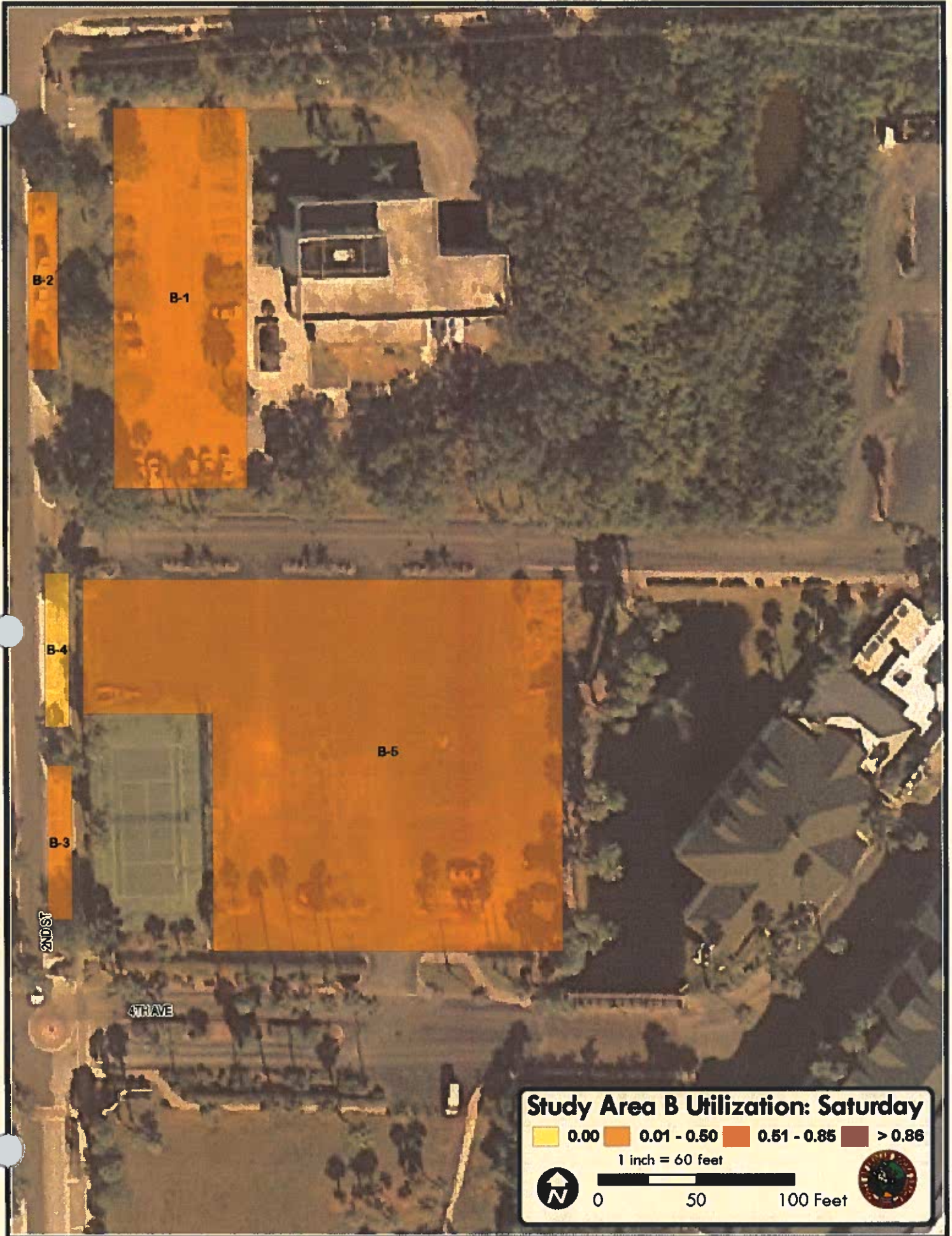


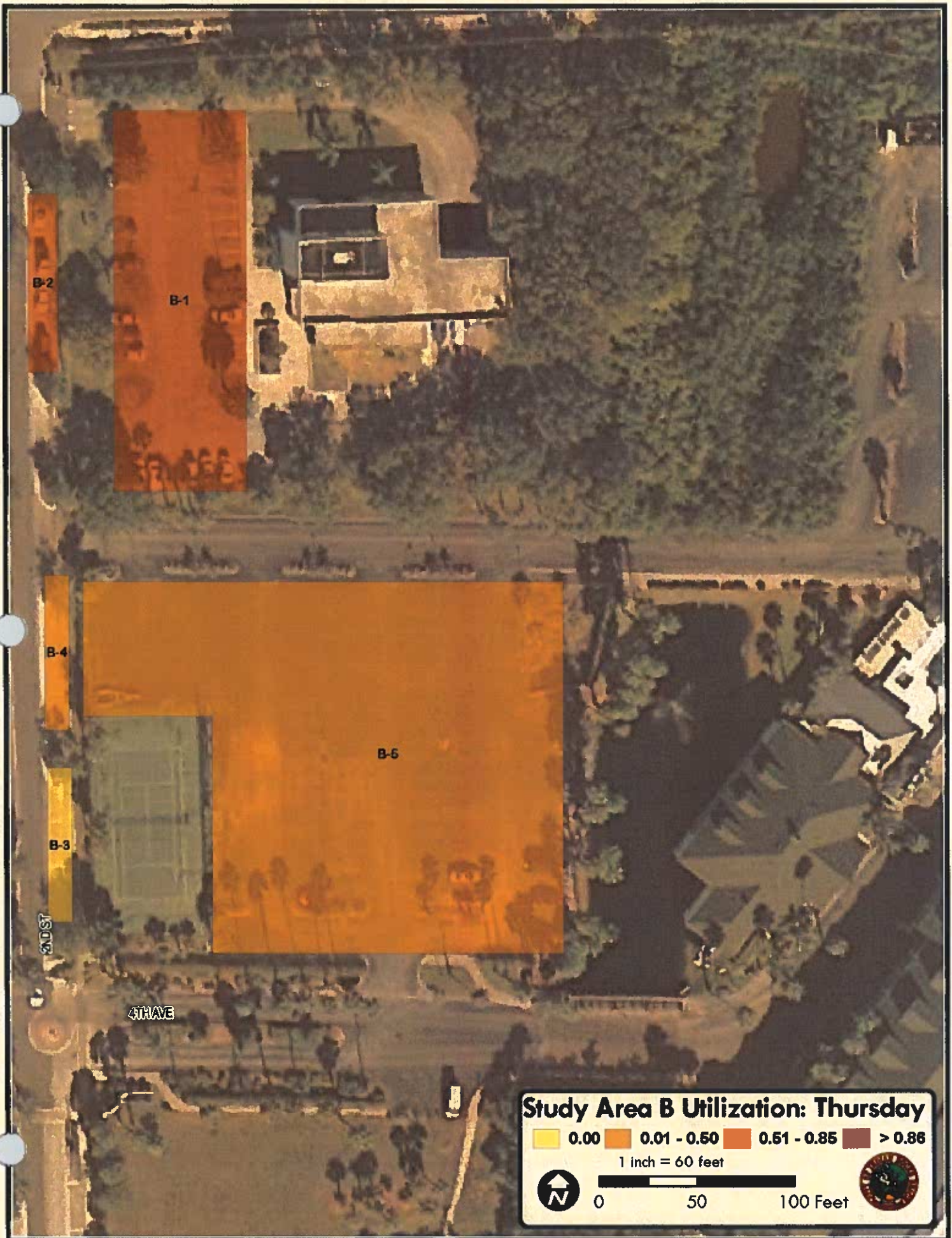
Study Area B Utilization: Friday

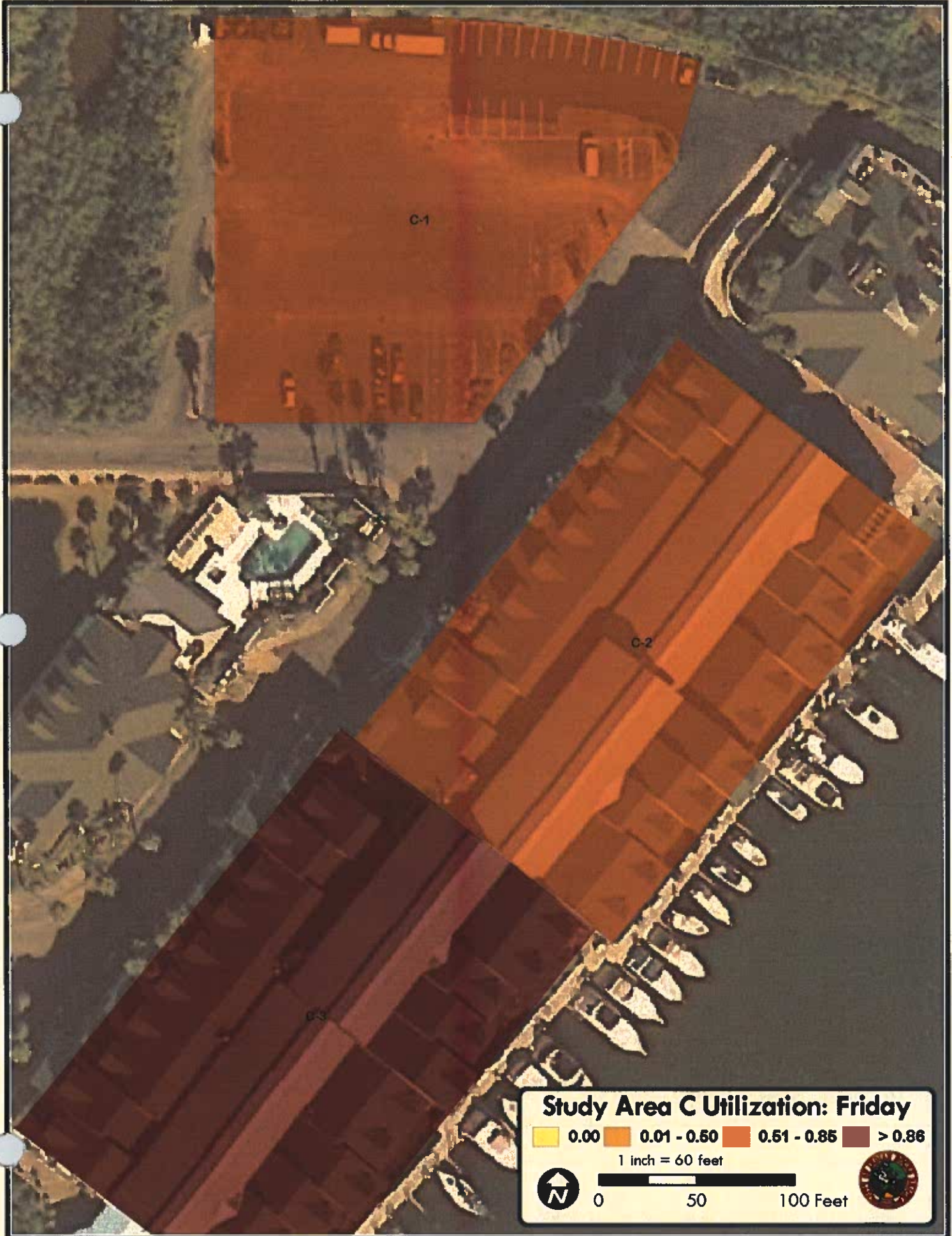
0.00 0.01 - 0.50 0.51 - 0.85 > 0.85

1 inch = 60 feet













Study Area D Utilization: Friday

0.00 0.01 - 0.50 0.51 - 0.85 > 0.86

1 inch = 66 feet



0 50 100 Feet



Study Area D Utilization: Saturday

0.00 0.01 - 0.50 0.51 - 0.85 > 0.88

1 inch = 66 feet



0 50 100 Feet



D-2

D-1

1ST ST

D-10

D-3

D-4

D-5

D-6

GOLF BLVD

D-7

BEVERLY

D-8

3RD AVE

D-9

Study Area D Utilization: Thursday

0.00 0.01 - 0.50 0.51 - 0.85 > 0.88

1 inch = 66 feet



0 50 100 Feet







Study Area E Utilization: Saturday

0.00 0.01 - 0.50 0.51 - 0.85 > 0.86

1 inch = 60 feet



0 50 100 Feet





Study Area E Utilization: Thursday

0.00 0.01 - 0.50 0.51 - 0.85 > 0.86

1 inch = 60 feet



0 50 100 Feet





Study Area F Utilization: Friday

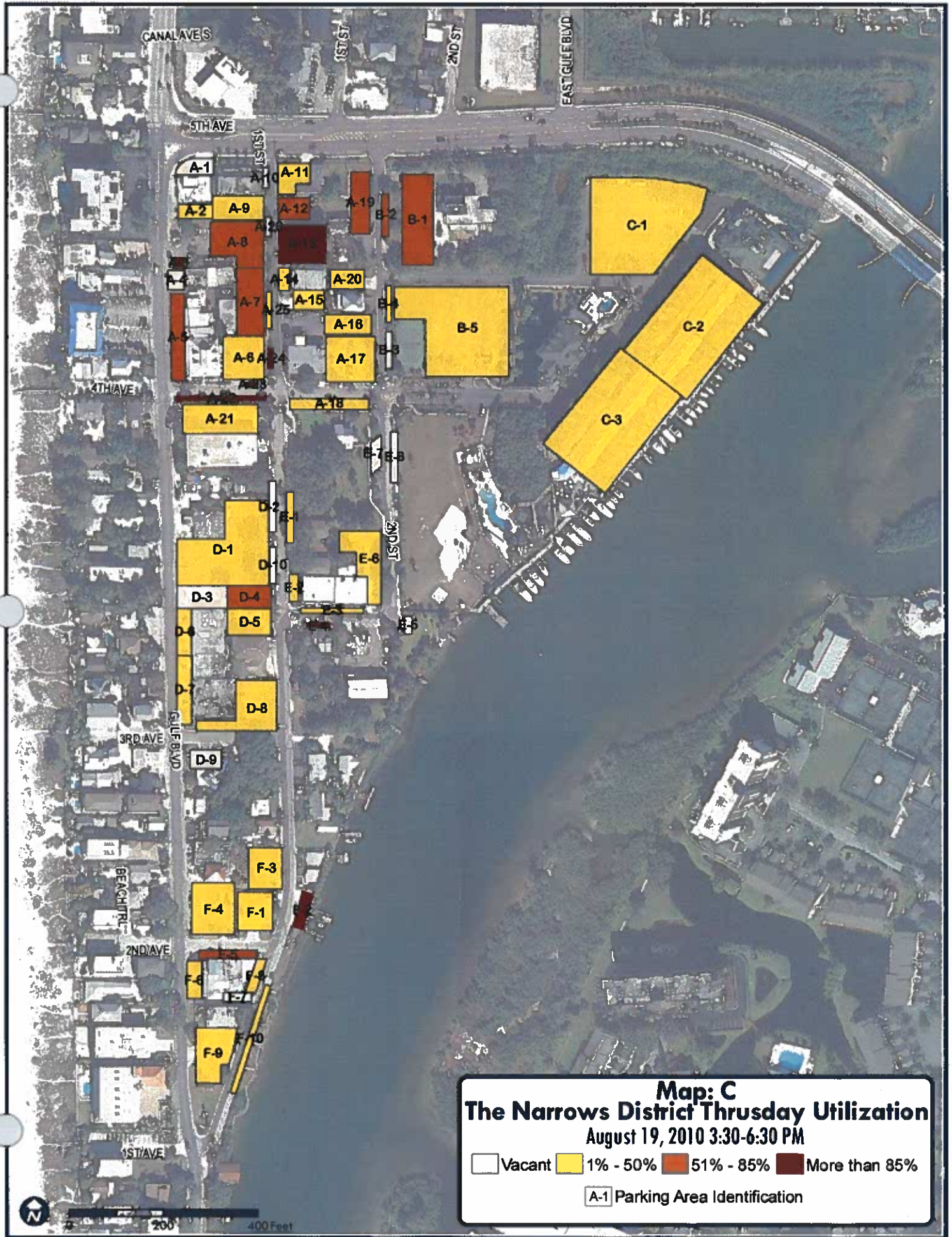
0.00 0.01 - 0.50 0.51 - 0.85 > 0.86

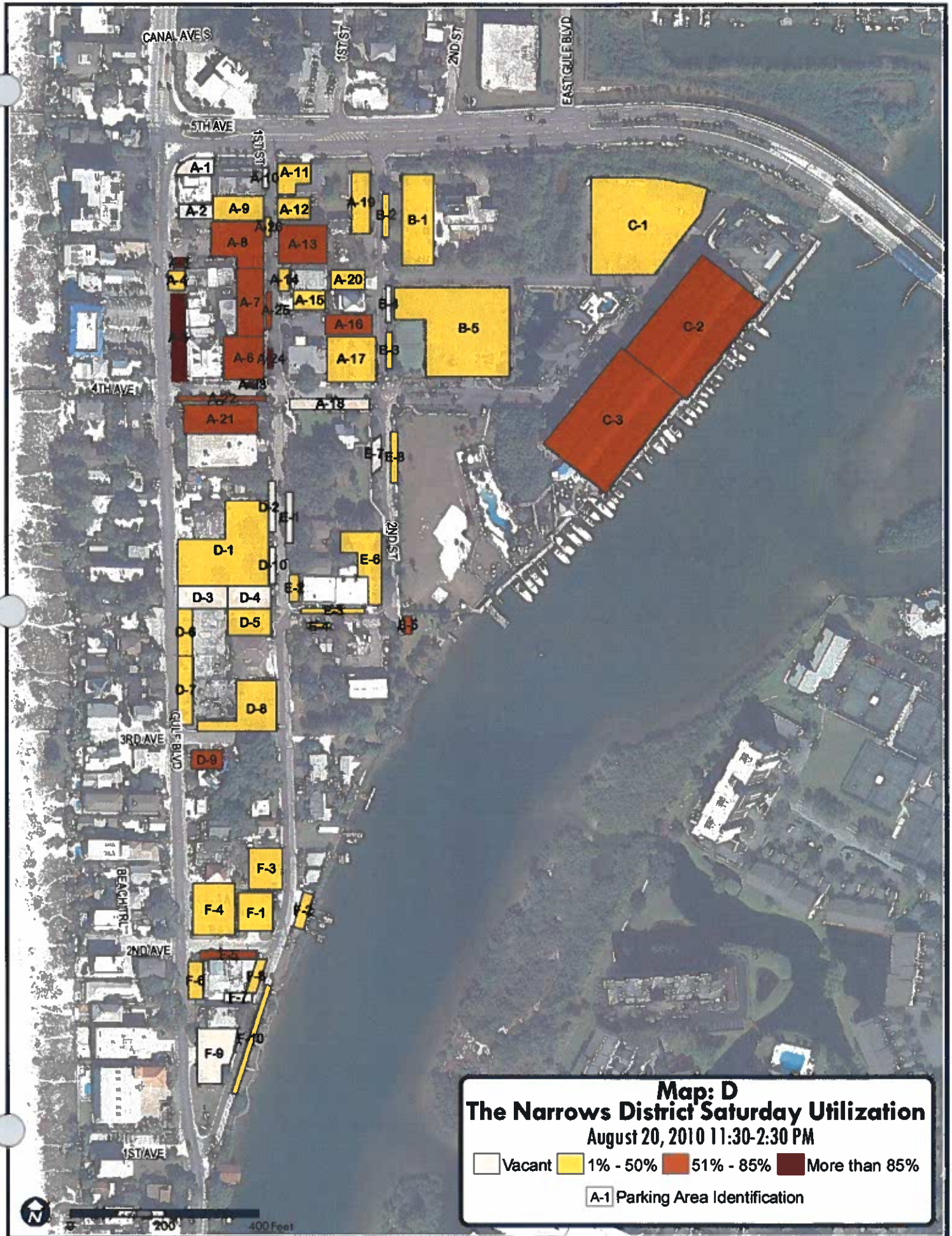
1 inch = 60 feet





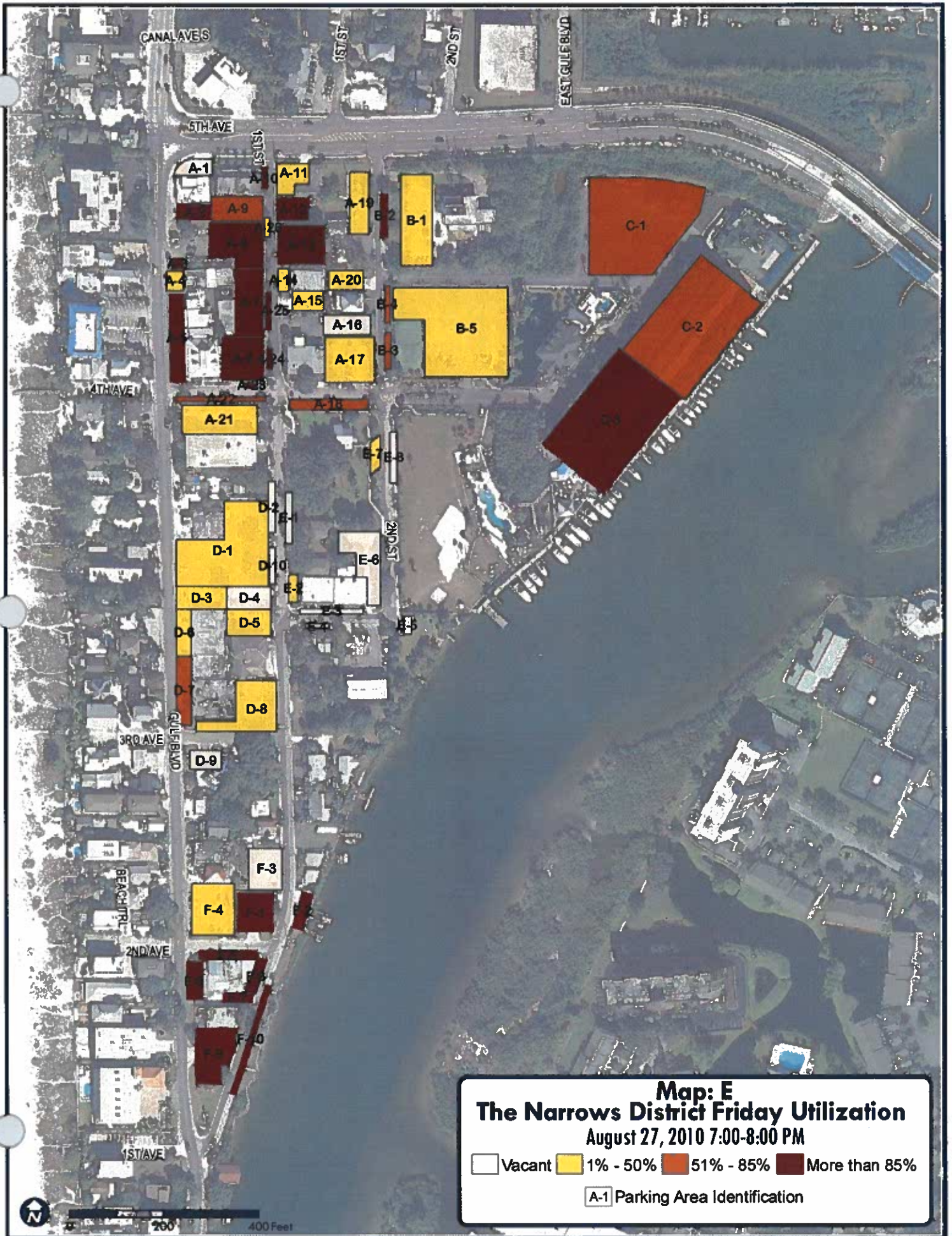






Map: D
The Narrows District Saturday Utilization
 August 20, 2010 11:30-2:30 PM

 Vacant	 1% - 50%	 51% - 85%	 More than 85%
A-1 Parking Area Identification			



Map: E
The Narrows District Friday Utilization
 August 27, 2010 7:00-8:00 PM

Vacant
 1% - 50%
 51% - 85%
 More than 85%

A-1 Parking Area Identification



Findings

The results of the parking questionnaire survey and field inventory provide more clarity to the parking situation in the City and The Narrows. The key parking issues identified and actual conditions observed and analyzed combine to bring out the findings of the study.

Summary of Key Findings: City-Wide

The following includes a summary of key parking study findings. These findings were the basis for the improvement and enhancement recommendations provided in the following section of this report.

The compact, mixed-use, multimodal-friendly layout of the three primary business districts is an asset that could be better realized

The three primary business districts, especially The Narrows, have the advantage of being compact, mixed-use and pedestrian friendly in scale and design. However, the network of pedestrian infrastructure can be improved to capture more visitors without having to rely as heavily on increasing the supply of parking. All three areas are small enough to facilitate walking within the districts and to nearby residences and lodging facilities. **Map F** highlights the three primary business districts and includes a typical five-minute walking radius over each area. All three areas are accessible to nearby residences and lodging adjacent to the districts. Subtle enhancements to these areas such as directional wayfinding signage and improved pedestrian facilities and access would decrease reliance on parking and increase foot and bicycle traffic, which is much easier to accommodate. Also, planning for additional public or shared parking facilities would allow those that do arrive by automobile to parking only once while patronizing multiple businesses and attractions, thus reducing the demand on parking further.

Locating and accessing parking can be overly difficult for visitors

Both the survey results from the questionnaires and the inventory observations indicate that one major parking problem falls into the realm of knowledge and perception. By providing signage and/or wayfinding visitors can be directed to alternative options beyond the business parking spaces that are currently generally in front of an establishment. The current lack of signage fuels a perception that there isn't any parking available during busier timeframes. In addition, some



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parking areas are not apparently clear as to whether they are public or private, or which business is being serviced.

Parking capacity issues are generally limited in time and duration

On most days, parking availability is not a substantial issue. It is generally during the 'extreme' peak periods when the demand for parking pushes against the capacity of parking. Those extreme periods appear to be on Friday and Saturday evenings and during the typical Spring Break timeframe of late February through early April.

Summary of Key Findings: The Narrows Business District

There does not appear to be an area-wide parking capacity problem in The Narrows Business District

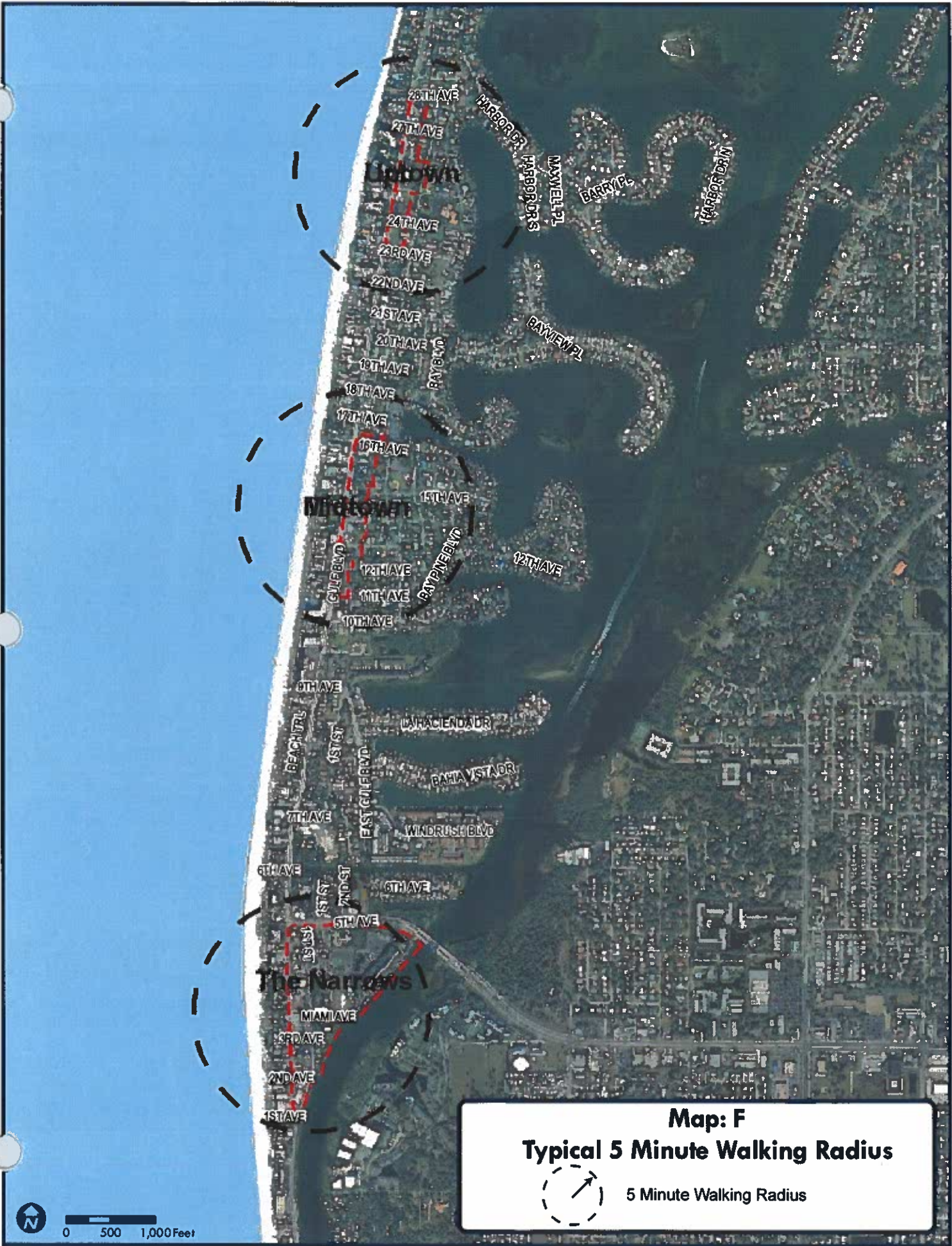
Field inventory observations and data collected indicate that parking capacity exists area-wide. However, due to the heavy dependency on private individual business parking areas, there are high parking utilization spots within the district that experience isolated capacity problems. This is especially true in the northwest quadrant and at times at the very south end and north east ends of the district.

The Narrows Business District suffers from a lack of public parking facilities

There is a heavy dependency on private individual business parking to accommodate visitors to The Narrows. The problem is that many businesses approach parking capacity during peak timeframes and many visitors to the area may likely want to visit multiple attractions during a single trip. A useful means to accommodate such a demand is to implement a public parking strategy in order to reduce the trip generation and parking demand within the district.

The Narrows Business District suffers from a lack of shared parking facilities

The Narrows includes a number of businesses with varying hours of operation. This results in some private business parking areas being heavily utilized during one particular time of day while others are underutilized, and vice versa. This may be an opportunity to execute (or in some instances require) shared parking agreements between businesses with varying peak hours in order improve parking.



Map: F
Typical 5 Minute Walking Radius

5 Minute Walking Radius





Recommendations

The following recommendations are intended to give the City a palette of options for improving the parking situation in all of the three business districts. Also, the recommendations for The Narrows Business District represent the focal point of Indian Rocks Beach commerce and the City's downtown. Some of the recommendations are specific to parking. Others, however, are alternative strategies to managing non-vehicular modes of traffic in order to lower the dependency on parking and, thus, give visitors greater options to access attractions. The latter options are quite palatable given the business districts' compact, mixed-use, walkable configurations and close proximity to many residences and lodging.

The City's existing parking requirements for businesses in these areas do not appear to be overly burdensome. Also, additional roadway right-of-way for on-street parking or potential parcels available and suitable for public parking is limited. As for private business parking, most establishments have already maximized their space potential, and at times to the detriment of the areas' visual appeal and pedestrian-friendly environment. Therefore, many of the following recommendations focus on ways to improve the existing conditions and function of the districts in order to make parking easier for visitors as well as reduce the overall demand for parking. A detailed evaluation of the City's parking standards should come only after some of these initial measures are taken. Once implemented, the City will have a better sense of the tolerance for adjusting the current parking requirements.

Prioritize pedestrian mobility and multimodal transportation improvements

Focusing on multimodal infrastructure improvements such as comfortable sidewalks, well-designated crosswalks, including safe pedestrian crossings on Gulf Boulevard, street improvements that accommodate bicycles, bicycle racks/parking, benches and shade at transit stops, shade trees, pedestrian lighting, pedestrian benches, etc., can decrease the demand on parking, as non-vehicular alternative transportation options will become more viable and desirable. The City should focus on making strong, efficient pedestrian connections between residences and lodging, and the three primary business districts. These connections should be obvious to potential users as safe, convenient pedestrian pathways to destinations.



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Implement a wayfinding signage program

The City should seek to design and implement a wayfinding signage program. Wayfinding signage is a highly useful tool for helping visitors navigate and find desired destinations as well as parking in a convenient, logical, safe and secure manner. Wayfinding can provide the freedom for visitors to spend more time enjoying attractions and less time trying to familiarizing themselves with an unfamiliar area. Persons needing parking can be efficiently directed to better find available spaces.

Persons are also more likely to walk to destinations if they can feel comfortable navigating the route. Wayfinding signage can assist in that sense and the actual signage itself can include approximate walk-time distances so that users can decide if a desired destination is indeed walkable for them. As a result, more people are likely to recognize the convenience of walking to and from the business districts and, thus, the demand on parking areas could be reduced.

The City can brand a consistent positive image of itself in the actual design and artwork of the actual wayfinding signs. A good wayfinding signage program can leave a positive image upon visitors who may undoubtedly gauge their vacation experience as one of the reasons for returning another day.

Pursue shared parking agreements

Work with businesses to pursue shared parking agreements with other property owners – especially those with differing peak hours of operation. This could be accomplished through requirements, incentives, direct business outreach, and/or business assistance. In addition, shared parking agreements between businesses and public or quasi-public entities may also benefit the business districts. Public and quasi public entities may include but are not limited to municipal facilities, schools, churches and parks. Most of these entities operate during limited timeframes and outside of the busier Friday and Saturday evening hours. A small fee could be charged to users and/or businesses along with an agreement to clean and maintain parking facilities during use.

Map G depicts parking areas within The Narrows that may have the potential for shared agreements during evening hours and/or weekend days.

Employ strategies to deal with 'extreme' parking timeframes

During most days and times, parking supply is not a major issue. It is generally during the 'extreme' peak periods when the demand for parking pushes against the capacity of parking. Those extreme periods appear to be on Friday and Saturday evenings and during the typical Spring Break timeframe of late February through early April. Suggested strategies for managing extreme parking demand timeframes include:

- Implement a shuttle (circulator) service with a fixed route to service the three business districts and lodging facilities along the way.



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- For The Narrows, coordinate with area businesses to contract a valet parking service with attendants stationed at busy establishments. For valet parking locations, temporary agreements could be pursued with off-peak hour businesses or businesses with low demand parking lots. **Map G** depicts parking areas within the Narrows that may have the potential for 'extreme' peak demand valet service parking. These same parking areas are also shown as potential shared parking facilities.

City parking management strategy

The City should consider drafting a municipal parking management strategy as the basis for making parking improvement decisions within the three business districts. The strategy should include a set of goals and objectives that guide parking-related decision making as well as policies that support the strategy and that can be revisited and modified from time to time as conditions change. The strategy should also include City-agreed upon approaches to increasing the supply of public and shared parking to support business retention and development, a facility management plan and potential revenue collection methods to help support additional parking improvements.

Treat each business district as a destination that includes a collection of attractions

Businesses within a business district will succeed primarily on the success of the district as a whole. Visitors often patronize and take advantage of these areas because of the multiple facilities offered. A customer to one business is a potential customer to a nearby business within the same district. Because of the compact, mixed-use nature of these areas, the success of the individual businesses is strongly tied to the success of the entire district. Therefore, public policy decisions effecting one or more businesses, should be made in consideration of the district as a whole. Also, zoning districts should promote a mix of both tourist and neighborhood-serving commercial uses that can complement one another. Such comprehensive decision making should be applied as well during the review of future development proposals.

Direct Improvement Recommendations For The Narrows

Potential new on-street parking areas

Two areas were located and determined as candidates for potential new on-street parking areas. These areas are depicted on **Map G**. They are as follows:

- North side of 2nd Avenue between Gulf Boulevard and 1st Street North
- East side of 1st Street north of Gulf Boulevard



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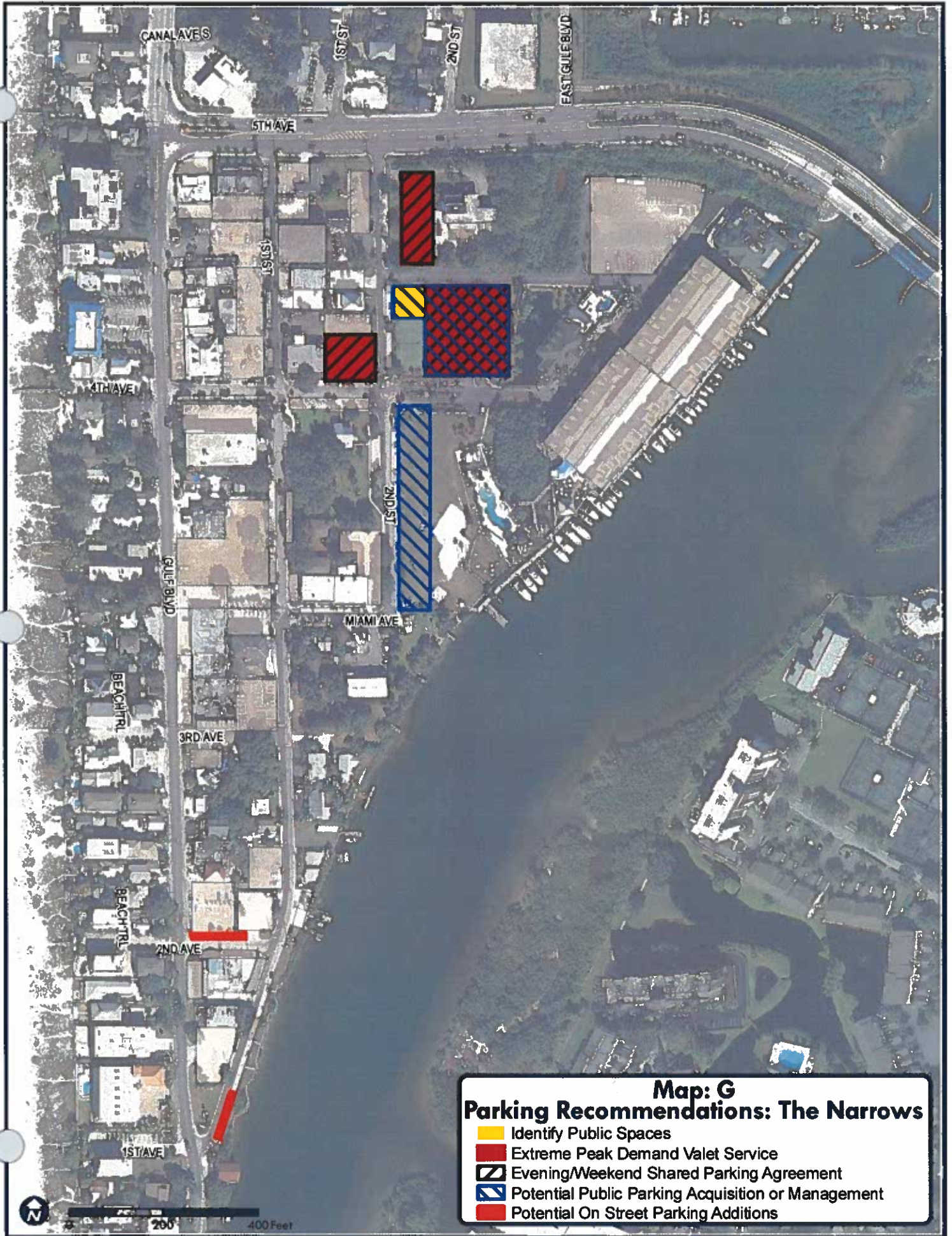
Identify unsigned public parking spaces

The existing surface parking lot located at the northeast corner of 2nd Street and 4th Avenue is mostly private parking for the Holiday Inn. However, there are 18 public parking spaces located in the northwest quadrant of the lot, directly north of the tennis courts. Parking area signage should identify these spaces as public and directional signage along adjacent roadways should be strategically located to assist visitors in finding these spaces.

Potential new public parking structure and surface parking area

There is limited space in The Narrows to sufficiently accommodate future public parking. The existing Holiday Inn surface parking lot located at the northeast corner of 2nd Street and 4th Avenue may be able to accommodate a future public parking structure. Eighteen of the 120 total parking spaces within this area are officially designated as public parking spaces. The City should first explore opportunities to either acquire and manage or reach an agreement with the property owner to convert the remaining spaces into public parking spaces. Parking space fees could potentially be collected by the City and used as a means of compensating the property owner and/or contributed to a fund to support future area-wide parking improvements. A parking structure can eventually replace the surface lot at the appropriate time, and when needed.

Property located along the east side of 2nd Street between 4th Avenue and Miami Avenue may be able to accommodate a future public parking lot. The City should explore opportunities to acquire the property, develop and manage as a surface parking lot. The property is fairly centrally located to the district and is currently vacant open space.



Map: G
Parking Recommendations: The Narrows

- Identify Public Spaces
- Extreme Peak Demand Valet Service
- Evening/Weekend Shared Parking Agreement
- Potential Public Parking Acquisition or Management
- Potential On Street Parking Additions



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Appendix

Parking Questionnaire Form

Parking Questionnaire Survey Results

Parking Area Inventory Table

Parking Inventory Maps, Sub Area Series