



Regular Meeting Date: December 02, 2020

To: City Council
From: Gary Young, Finance Director
Date: November 20, 2020

SUBJECT:

Finalize changes to the beach parking distribution to increase “sticker only” resident parking, and reduce “metered” visitor parking and discuss a Resolution relating to Beach Parking Hourly Rates, amending Section 36-163, Meter Rates of Chapter 36, Traffic and Vehicles or Appendix “A”, Fees and Charges Schedule.

SUMMARY:

City Council to consider suggested changes to the beach parking space distribution for implementation January 1, 2021. The changes would eliminate visitor parking on various beach avenues within the Olde Naples neighborhoods, designate the Pier, Lowdermilk, Via Miramar, Vedado and Horizon Way parking areas for both visitors and residents (with beach parking passes), and provides for paid parking beach spaces for areas near the business districts.

City Council to consider a Resolution relating to Beach Parking Hourly Rates; amending Section 32-163, Meter Rates of Chapter 36, Traffic and Vehicles or Appendix “A”, Fees and Charges Schedule of the Code of Ordinances in order to maintain an adequate fund balance for the Beach Fund.

BACKGROUND:

On November 2, 2020, during a special meeting of City Council the parking at the City’s various beach ends and parking lot was reviewed. City Council reached consensus to temporarily increase resident parking beginning January 1st and continue through 2021 season. The program modifies the distribution of parking spaces for residents and paid visitor parking. While considering, City Council directed staff to bring back for consideration a rate increase for hourly parking, from \$2.50 per hour to \$3.00 per hour.

Finance staff have prepared the following scorecard, to assure staff have accurately measured and quantified the will of Council on the locations to be modified. At the Council meeting the scorecard will be interactive to quantify the number of spaces and value of revenue once consensus is determined.

The scorecard identifies the location, quantity of spaces at each location, a column for consensus (green-rows), a column for other (yellow-rows) for those locations one or more councilmember yet Finance staff remain unsure on consensus, the final column for consensus to remain metered (white-rows). During the meeting, the scorecard will review the number of spaces and financial impact as the discussion unfolds.

Parking Revenue Highest to Lowest by Location 2019

Beach End/Location	# of Spaces	Consensus	Others	No Action
Seagate	26	0		26
Horizon Way	38	0		38
Vedado	39	0		39
Via Miramar	41	0		41
Lowdermilk	213	0		213
8th Ave N	21	0		21
7th Ave N	13	0	13	
North Lake Dr	39	39		
6th Ave North	10	10		
4th Ave N	15	15		
3rd Ave N	14	14		
2nd Ave N	16	16		
1st Ave N	17	17		
Central Ave	12	12		
1st Ave S	15	15		
2nd Ave S	11	11		
3rd Ave S	14	14		
4th Ave S	15	15		
5th Av S	20	0		20
6th Ave S	12	12		
7th Ave S	16	16		
8th Ave S	12	0	12	
9th Ave S	15	15		
10th Ave S	15	15		
11th Ave S	13	0	13	
Broad Ave S	21	0		21
Broad Ave-100 Block	29	0		29
Broad Ave 200 Block	26	0		26
The Pier	117	0		117
13th Ave S	21	0	21	
13th Ave S-100 Block	9	0	9	
14th Ave S	30	0	30	
15th Ave S	17	0	17	
16th Ave S	30	0	30	
17th Ave S	10	0	10	
18th Ave S	25	0	25	
33rd Ave S	17	0		17
32nd Ave S	15	0		15
	1039	236	180	623
Landings				

1039

*A total of 1300 spaces are available for beach parking per agreement with Collier County. In addition to the revenue locations above there are 261 additional spaces are free parking. Tickets

The removal of visitor parking in the “proposed area beach ends” may deter some visitors from the restricted parking; as such, maintaining enforcement and collections will be increasing important.

A comprehensive review should be planned for June 2021 to assess the impact of these changes.

Ethics above all else... Service to others before self... Quality in all that we do.

MASTER PLAN/CAPITAL IMPROVEMENT PROJECT: N/A

Vision Goal: Maintain an Extraordinary Quality of Life Residents; Economic Health and Vitality; and, Providing High Performing Government.

RECOMMENDED ACTION:

Approve a Resolution relating to Beach Parking Hourly Rates, amending Section 36-163, Meter Rates of Chapter 36, Traffic and Vehicles or Appendix "A", Fees and Charges Schedule.