

An aerial photograph of downtown Jacksonville, Florida, taken during the golden hour of sunset. The sun is low on the horizon to the left, casting a warm, orange glow over the city. The St. Johns River flows through the foreground, with a blue steel truss bridge crossing it. In the background, several skyscrapers are visible, including the Wells Fargo tower. The city is densely packed with buildings, and the overall atmosphere is serene and urban.

DOWNTOWN PARKING

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Downtown Parking Lunch and Learn

9/05/2023

AGENDA

- **What Does the Office of Public Parking Do?**
- **Understanding City Parking assets- which are City controlled and by whom?**
- **What policy goals and strategies guide parking decisions?**
- **How does the Downtown master plan integrate with and support parking goals and objectives?**

An aerial photograph of Jacksonville, Florida, at sunset. The city skyline is visible, with several prominent skyscrapers. The Sun Life Building, a tall, dark skyscraper with a distinctive top, is the most prominent building. Other buildings with logos like 'WELLS FARGO' and 'TIAA' are visible. In the foreground, a large, multi-story building with a grid of windows is situated near the water. A bridge with a blue steel truss structure spans across the water in the lower left. The sky is a mix of orange, yellow, and blue, indicating the time is either sunrise or sunset.

OFFICE OF PUBLIC PARKING

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Office of Public Parking

Moved from OED to DIA as part of 2012 reorg (consistent with creation of DIA as Downtown focused agency and a Civic Council study-since Downtown garages , on street regulations, and meters impact Downtown redevelopment)

- **Operates City-owned garages**, all of which are located within Downtown (staff, collect and deposit revenue, manage vendor contracts, contracts for recurring maintenance of gates, etc.)
- **Manages select City surface lots** in Downtown and elsewhere in the City (Not stadium or convention center lots managed by ASM Global)
- **Manages meters/kiosks in Downtown and on-street parking throughout the City** (collect and deposit revenue, maintain)
- **Handles Parking Enforcement throughout the City** (meters Downtown and loading zones, handicap, illegal parking, etc. throughout the City)
 - 30% of fine revenue transferred to Police and Fire Pension Fund (121.113)
 - Portion of Enforcement Revenue shared with Disability Trust Fund (they also assist in handicap parking enforcement)
- **Enterprise Fund**- business unit that funds its expenses through its revenue



Office of Public Parking

- Capital Maintenance is handled by Public Buildings , not OPP, and project costs generally included in CIP
- Does Not have administrative authority to set rates, approve leases, etc. (DIA and City Council)
- Does not control granting of free parking, vouchers etc. – City Council and Legislature
- Does not control meters taken out of service for traffic management, events or construction- JSO, Special Events, Traffic Engineering

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GOVERNMENT PARKING ASSETS

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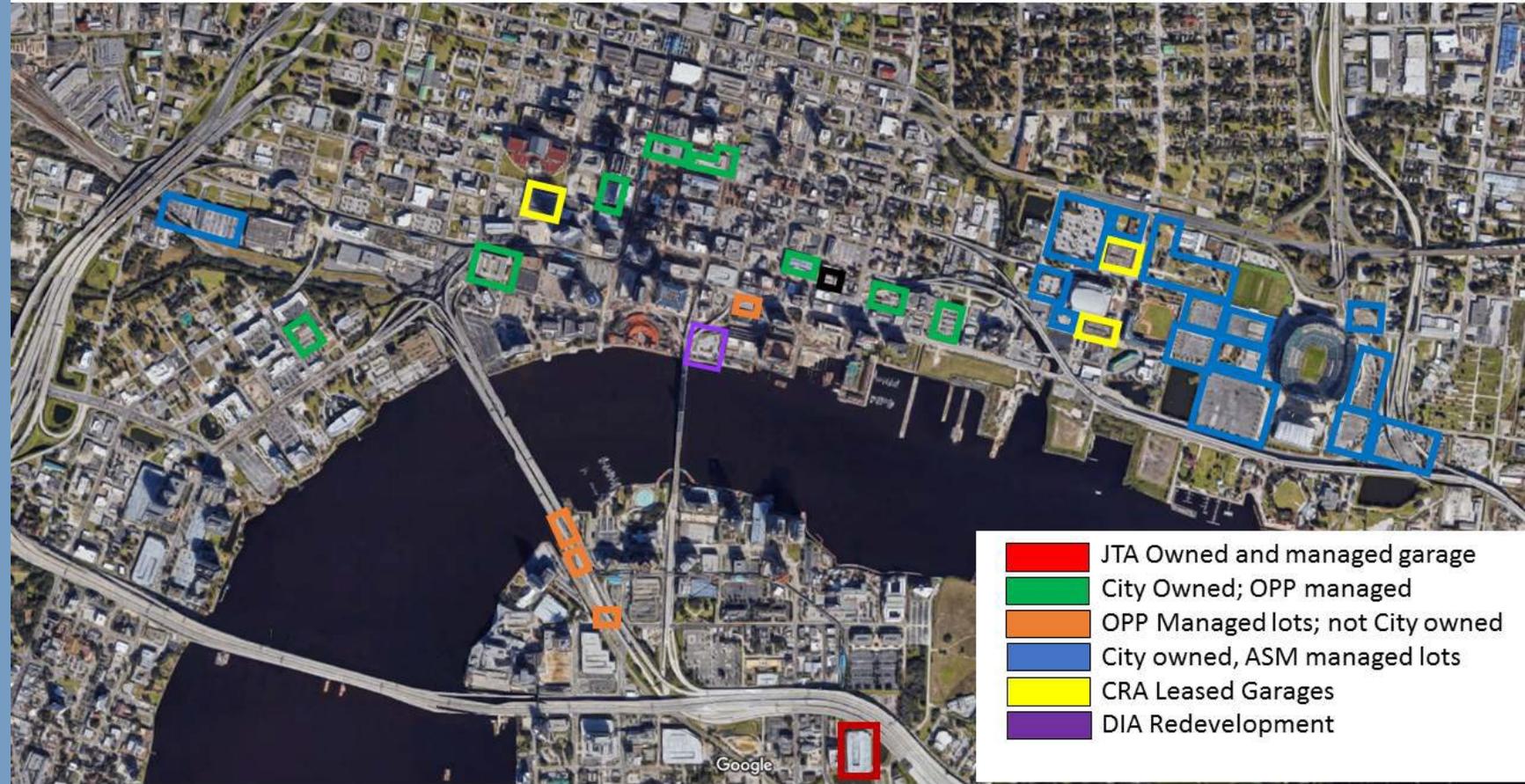
On-Street Parking

Goal: To ensure turnover and make spaces available for customers and transient parkers

- 1,424 metered on-street parking spaces in Downtown-513 mechanical and 911 digital
 - Current Hourly rate is \$2.00 an hour
 - Time limits range from 30 minutes to 4 hours.
 - Rates set in relation to garage pricing – must be more expensive than garage for 8 hours but as low as possible for short-term use; goal to encourage turnover and always have some on-street open
- Park Mobile app is available for all on-street parking spaces.
- Meters will be removed and replaced with payment kiosks on Forsyth and Adams Streets when they are converted back to two-way streets.
- By Ordinance, on-street parking is free on weekends.
- On-street parking on the Southbank is currently un-metered.

Government controlled Off-Street Parking Map

Garages and surface
lots



City-owned off-street parking assets

- Five garages - Duval Street (Library), Ed Ball, Yates, St. James Building, and Water St.
- One lot in Brooklyn; two lots by jail, old Jacksonville Landing lot (CRA redevelopment parcel)
- Surface lots at the stadium managed by ASM Global and subject to Jaguar Lease
- Surface lot at the convention center managed by ASM Global

OPP – managed, Off-Street Parking

GOALS:

- To provide safe and convenient parking for City employees.
- To use rates to balance supply and demand- waitlists for some garages and vacancy in others- allow employees to choose savings
 - Monthly rates are highest in garages with highest demand
- To provide convenient short-term parking for permit applicants and customers of City offices, City Hall visitors, and users of the Library

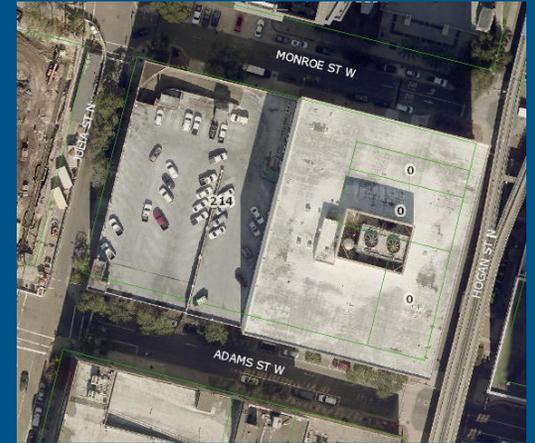
Secondary goals:

- To provide evening parking for restaurants and entertainment venues
- To provide parking for businesses relocating to Downtown
- To generate revenue to support Enterprise Fund

OPP- managed, City-owned garages

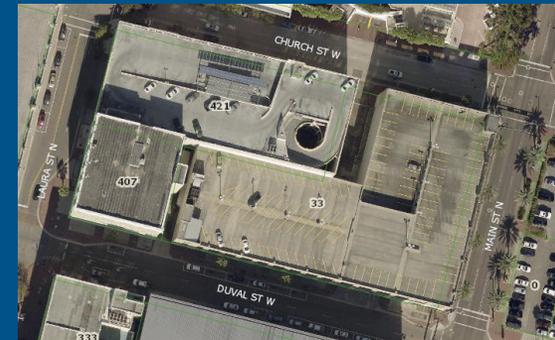
Ed Ball Garage

- 340 spaces
- 210 average monthly City employees
- 51 other building employees
- 56 City vehicles
- 30 held out for hourly customers of permit counters
- 165 Monthly Average Employees on wait list
- Not intended for hourly use of Downtown visitors
- Bonds require public purpose use



Duval Street Garage

- 586 Spaces
- 407 leased monthly to City employees and Public Defender's Office
- 27 City Vehicles
- 78 other employees
- 20 free
- 100 held out for Library use (free vouchers), City Hall visitors (free vouchers), and public parking
- 177 Monthly Average Employees on wait list
- Bonds require public purpose use



OPP- managed, City-owned garages

Yates Garage

- 626 spaces
- 252 leased monthly to employees
- 245 Private customer leased
- 25 City vehicles
- 16 free
- Hourly public parking available
- Agreement with Florida Theater- (free use for ushers)
- No employees on wait list



St James Garage

- 83 spaces
- Use managed by City Council and Mayor's Office
- Fully leased monthly to employees
- Not intended for hourly use of Downtown visitors



OPP managed, City owned garage and lot

Water Street Garage

- 1497 spaces
- 55 leased monthly to City employees
- 134 tenant leased
- 104 spaces owned by GSA
- Available for hourly use of Downtown visitors and Special Event parking
- Lost major corporate tenants post COVID - CSX, etc.



Brooklyn Lot

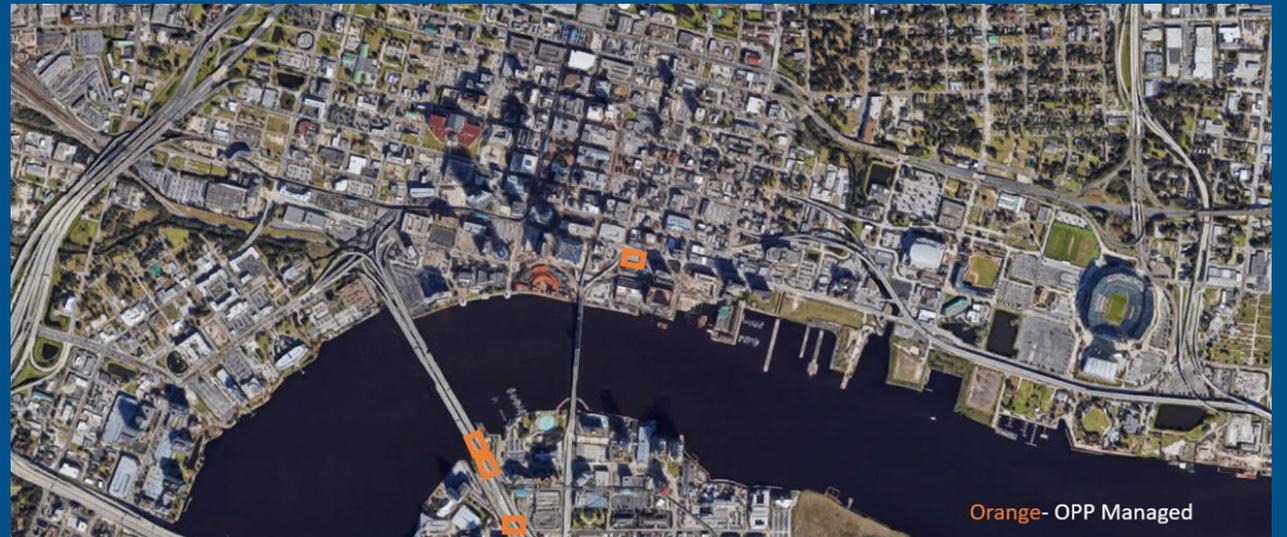
- 40 spaces off Magnolia
- Developed and given to City as part of redevelopment deal
- Intended as overflow retail parking





OPP Operated, but not City- owned, Parking facilities

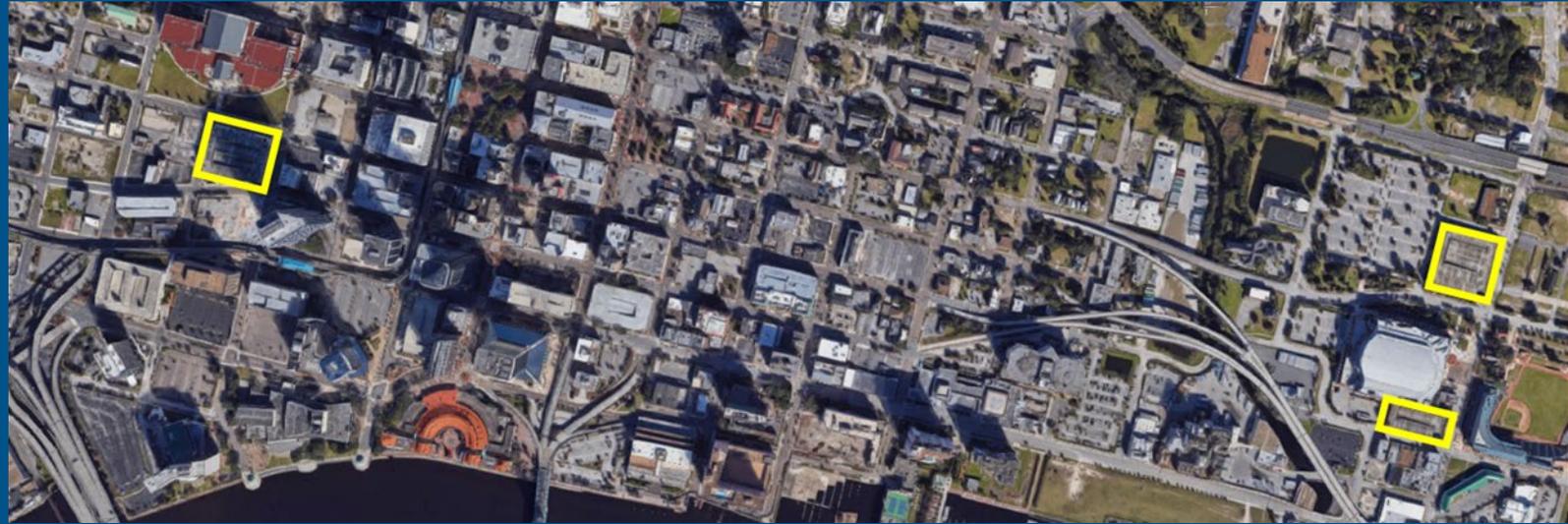
- Southbank under-bridge lots owned by FDOT Leased to DIA – intended for public parking for Riverwalk and park access; Under Acosta will include trailer parking for boat ramp
- One Northbank Surface Lot owned by JEA Leased to the City- available for monthly parking, and Cowford valet agreement



**NB CRA Managed,
but not owned,
Parking facilities**

**NB CRA
Redevelopment
property leased for
Parking**

3 MPS-owned garages leased to CRA
pursuant to Settlement Agreement-
Arena, Sports Complex and Courthouse



Churchwell Lofts Lot



CRA Garage Background

- These garages are owned by Metropolitan Parking Services, LLC (MPS), and were built by MPS as part of the Better Jacksonville Plan with bond funding.
- MPS owes the CRA more than \$90,000,000 for funds loaned to MPS by the CRA for operating losses incurred during MPS operation
- The CRA took over management of the garages pursuant to a lease as a result of a mediated settlement on April 21st, 2022, and refinanced the underlying bond debt.
- The CRA is responsible for bond debt service on these garages, which leads to a net loss on these garages despite them generating significantly greater net operating revenue.



CRA Garage Operations

At City Council request, the DIA is developing an RFP to bid the management services for the three garages

- Through the mediated settlement, DIA inherited a contract with Reef Platform Operations, LLC (Reef) that manages day-to-day operations of the garages.
- The Arena and Sports Complex garages have been operated as event garages to support City venues. The CRA is pursuing hourly/daily use for nearby businesses
- The Courthouse garage serves monthly users, daily courthouse visitors and provides free juror parking
- In the first 12-months after the mediated settlement, the garages generated \$1,140,948.00 prior to debt payments. For the seven years preceding the settlement, the garage averaged a loss of \$170,579.71 prior to debt payments.
- Debt payment on the garages is approximately \$2 million a year and continues through 2041.



POLICIES AND GOALS THAT SHAPE DOWNTOWN PARKING STRATEGIES

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Tim Haahs Parking Study

- In 2019, consultant Tim Haahs (Now THA Consultants) was engaged to study and evaluate all Downtown parking and produced a final Downtown Public Parking Strategy report.
- Since that time, DIA through OPP has progressively implemented the recommendations of that report.
- THA has been retained continuously as a professional parking consultant to advise on all matters of strategy that arise



Overarching Goals

- Make Downtown more pedestrian and bicycle friendly and less focused on motor vehicle throughput (Adds economic value and increases residential and retail appeal)
- Use City garages to provide employee parking for all employees who desire parking
- Make available parking easier to find for customers and visitors
- Ensure all parking is safe, attractive and easy to use
- Use parking facilities to support Downtown redevelopment and Downtown activation
- Reduce the need for vehicles in Downtown
- Offset cost of Downtown parking for customers with other benefits



Strategies

- Eliminated parking requirements in zoning code to reduce the overall number of spaces built
- Encourage the shared use of garage and surface parking through incentives
- Reduce speeds
- Restore two-way traffic
- Narrow lanes where feasible
- Widen sidewalks and add bike facilities
- Increase shade
- Grow transit options
- Implement new technologies and accommodate new users such as ride share drop off locations
- Maximize use of on and off-street facilities by time of day to support redevelopment of Downtown
- Maintain all facilities to a high standard
- Price to support turnover of on-street spaces
- Manage supply and demand intentionally

Mobility Apps currently available covering Downtown Jacksonville

- Park Mobile
 - Can determine how long you want to stay and pay directly from the app.
 - Has a network that shows available space across the country and can be easily used by people who visit from out of town.
- My JTA
 - Can purchase public transit tickets directly from the app.
 - Provides route information to determine which one will take you to your destination.
 - Alerts you to what vehicle to take and when it will arrive.
 - Can order an Uber or Lyft directly from the app.



PARKING AND THE DOWNTOWN PLAN

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Community Redevelopment Plan

The CRA Plan lists eight goals. “All strategies and action items are aimed at achieving the following eight goals... In addition, each goal has strategic objectives and benchmarks.”

Parking is listed as a strategic objective for Goals 1, 2, 3 and 6.

- The CRA Redevelopment Plan lists Parking as one of broad redevelopment activities that the DIA may undertake and on which the CRA may expend Redevelopment Trust Fund allocations.
- The CRA Plan states, “Centralization of parking management of Downtown’s off-street and on-street public parking under DIA, together with DIA’s management of the three CRA leased garages, is vital to the establishment and implementation of priorities that further redevelopment of downtown.”
- It also states, “DIA has incorporated parking goals into several incentives contained in the BID Strategy and is addressing some aspects of parking for specifically listed redevelopment projects related to streetscapes, road diets, and street redesign.”



How Parking Aligns with CRA Goals

- The CRA Plan lists eight goals and provides “All strategies and action items are aimed at achieving the following eight goals... In addition, each goal has strategic objectives and benchmarks.”
- Strategic objectives for four of these goals directly address parking:
 - Goal 1
 - Goal 2
 - Goal 3
 - Goal 6



CRA Redevelopment Goals 1 and 2

- Goal No. 1: Increase commercial office utilization, occupancy, and job growth to reinforce Downtown as the region's epicenter for business
- Goal No. 2: Increase rental and owner-occupied housing Downtown targeting diverse populations identified as seeking a more urban lifestyle
- Parking as a Strategic Objective: Encourage more efficient utilization of existing parking structures and discourage the construction of new parking structures exclusively for single building tenants by employing tools such as shared-use parking, employer provided shuttles and trolleys, transit vouchers, and similar programs.



CRA

Redevelopment

Goal No. 3

- Goal No. 3: Increase and diversify the number and types of retail, food and beverage, and entertainment establishments within Downtown.
- Parking as a Strategic Objective: Maximize use of on-street parking and public garages for patrons of local dining establishments, and dedicate areas for valet, and vehicular drop-off and pick-up locations.



CRA

Redevelopment

Goal No. 6

- Goal No. 6: Improve the walkability/bike-ability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River
- Parking as a Strategic Objective:
 - Optimize the design of downtown streets for pedestrians; require sidewalks of sufficient width to ensure adequate pedestrian clear zone.
 - Support the creation of wide, visible dedicated bike lanes or cycle tracks on designated streets.
 - Create a compact and walkable Downtown Jacksonville through requiring a mixture of uses in each district...minimize blank walls and surface parking.

Examples of Projects using On-street Parking Areas

- The DIA Downtown Mobility Plan shows the plan for improvement to streets and bike/ped facilities in Downtown.
- The Liberty Street and Beaver Street Bike Lanes are highlighted. Liberty Street bike/ped design is now funded by recent action of DIA Board on Resolution 2023-08-11.



Examples of Projects using On-street Parking Areas

CITYCENTER

HOGAN STREET: South view between Monroe and Adams streets

1. Hogan Street is a dining district full of activated ground-floor restaurants, bringing energy to the area both during and outside of 9-5 hours.
2. Shade trees and vegetation enliven the landscape.
3. Urban art heightens the vibrancy of the streetscape, enhancing the Downtown experience for residents, workers and visitors.
4. The Emerald Trail cycle track provides a dedicated trail for bicyclists Downtown and connects the Hogan Creek Greenway to the Northbank Riverwalk.
5. Signature branding and wayfinding, customized for the district, reinforce neighborhood identity.
6. E-scooters provide a fun and eco-friendly way to explore Downtown and act as a "last mile" solution to quickly navigate the area.





How Parking Aligns with BID Strategy

- The BID Strategy was last updated in June 2022. It details the grant and loan programs that the DIA can use to help support projects in the CRA areas.
- There are two funded programs that directly relate to parking in Downtown Jacksonville:
 - Commercial Revitalization Program
 - Parking Screening Grant Program
- In addition, a Developer's use of shared parking rather than development of their own garage will earn them REV grant increases as will the provision of public parking in any new parking structure
 - FL Blue provided 700 spaces nights and weekends for public use
 - FIS provided 130 ground floor spaces nights, weekends and holidays for public use

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MOVING FORWARD

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Ordinance Code Changes to consider

Chapter 802

- Update references to meters to address changing technologies.
- Permit night and weekend charges when appropriate; allow dynamic pricing
- Revise to work with reverse angle parking.
- Allow discount programs for garages.
- Address multiple legacy agreements and free and discount parking arrangements
- Provide OPP or DIA a voice in the CIP process or allow use of fund balance and shift maintenance responsibility
- Address use of facilities by other Departments for events, etc.
- Provide greater autonomy to implement best practices, upgrades, etc.



THANK YOU!

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