



FLAGLER AVENUE PARKING STRATEGIES

February 2020



City of New Smyrna Beach

Planning & Engineering Department

Flagler Avenue Parking Review:

- I. Summary and Implementation Options
- II. Surface Parking Lot Options
- III. Parking Garage Options
- IV. Payment/Meters for On-Street Parking
- V. Shuttle Service – “Blue Smyrna Smart Ride”
- VI. Financial Analysis
- VII. Flagler Avenue Parking Study – Phase 1
- VIII. Flagler Avenue Parking Study – Phase 2 Parking Counts
- IX. Potential Loading and Unloading Zone Locations



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I. Summary and Implementation Options



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Based on the information gathered and analyzed to date, Staff suggests the following options as a potential three-phase implementation plan:

Phase 1 – Immediate Action Items:

- Implement a payment system for all on-street and public parking lot spaces on Flagler Avenue, Canal Street, and other on-street parking spaces in the immediate vicinity of these areas. Payment systems that require minimal to no hardware, such as payment using a phone app, are recommended for better flexibility, reliability, and aesthetics. In addition, Staff would work with the surrounding business and residential communities to develop an initial on-street parking policy that is favorable to businesses and local residents by providing more available short-term on-street parking directly in front of businesses.
- Install four (4) to eight (8) loading and unloading zones on Flagler Avenue, to be striped and signed for loading/unloading use only during a morning period, and then available for on-street public parking for other times of day.
- Work with the Marine Discovery Center (MDC) on an agreement to utilize their parking lot for special events and overflow parking. Initial discussions with the MDC about this arrangement have been favorable.
- Improve signage in the Flagler Avenue area to better direct traffic to available public parking lots.
- Encourage private commercial property owners in the Flagler Avenue Area to offer their onsite parking spaces, which many are restricted for private use only at that property, for public paid parking during peak demand periods and special events.
- Implement a new shuttle service, the “Blue Smyrna Smart Ride” to transport visitors along Flagler Avenue and to and from remote parking lots. Apply for any available and appropriate grants to minimize the initial expense.

Office Location: 2650 North Dixie Freeway, New Smyrna Beach, Florida 32168

Mail: 210 Sams Avenue, New Smyrna Beach, Florida 32168

386-410-2800

www.cityofnsb.com



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Phase 2 – Additional Action Items to Consider:

- Purchase available vacant lands and construct surface parking lots in the Flagler Avenue vicinity (see enclosed for more information). Start with the top four ranked vacant lots on the enclosed list.
- Implement a signage program and mobile app to communicate where public parking spaces are available; also provide a digital parking map.
- Work with private transportation providers, such as Uber and Lyft, to encourage visitors to park remotely and use the private services to reach the Flagler Avenue area.
- Implement improvements to on-street parking spaces in the Flagler Avenue area to create additional parking spaces (signage, striping, curbing, wheel stops, etc.).
- Install additional public bicycle racks to encourage bicycle transportation to and from the Flagler Avenue area.

Phase 3 – Long Term / Last Resort Items to Consider:

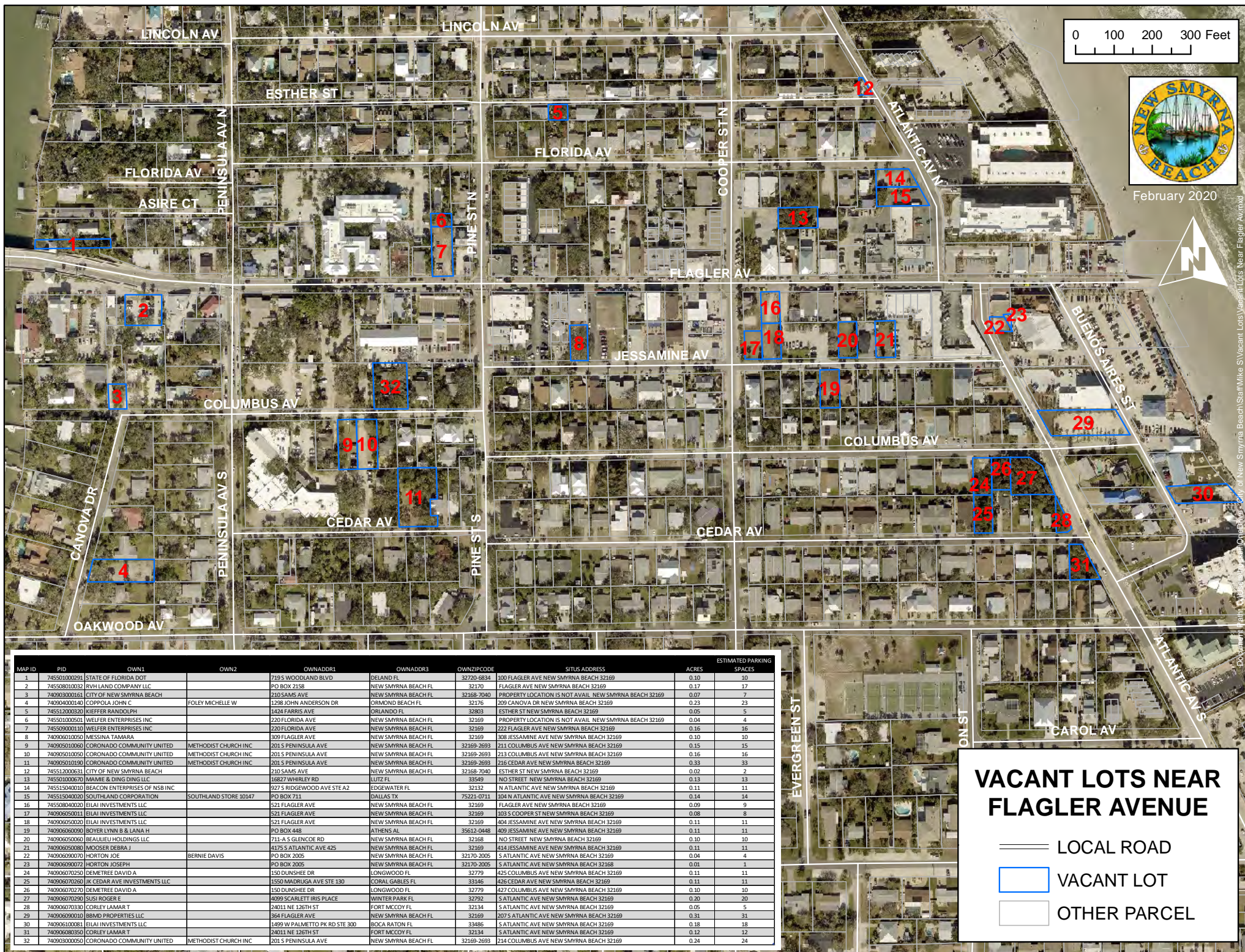
- Construct one or more parking garages, designed as appropriate based on the location (height, architecture, etc.). See enclosed for more information, including location and costs.



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II. Surface Parking Lot Options



SURFACE PARKING LOT OPTIONS FLAGLER AVENUE AREA ANNUAL REVENUE AND PAYBACK PROJECTIONS													
MAP ID	Owner Name	Site Address	Property Size - Acres	Property Size - Square Feet	Estimated Land Cost per SF	Estimated Total Land Cost	Estimated Parking Spaces	Construction Cost Per Parking Space	Total Project Cost (Land + Construction)	Total Cost Per Parking Space	Estimated Annual Parking Revenue Spots x Rate x 95% Occupancy x Days	Years to Pay Back Construction Cost	Estimated Annual Loss of Tax Revenue
10	CORONADO COMMUNITY UNITED	213 COLUMBUS AVE NEW SMYRNA BEACH 32169	0.16	6,764	\$35.50	\$240,128	16	\$2,500	\$280,128	\$17,508	\$33,744	8.3	\$1,007
4	COPPOLA JOHN C	209 CANOVA DR NEW SMYRNA BEACH 32169	0.23	9,822	\$35.50	\$348,668	23	\$2,500	\$406,168	\$17,659	\$48,507	8.4	\$1,462
9	CORONADO COMMUNITY UNITED	211 COLUMBUS AVE NEW SMYRNA BEACH 32169	0.15	6,418	\$35.50	\$227,822	15	\$2,500	\$265,322	\$17,688	\$31,635	8.4	\$956
11	CORONADO COMMUNITY UNITED	216 CEDAR AVE NEW SMYRNA BEACH 32169	0.33	14,577	\$35.50	\$517,476	33	\$2,500	\$599,976	\$18,181	\$69,597	8.6	\$2,170
28	CORLEY LAMAR T	S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.05	2,080	\$55.00	\$114,402	5	\$2,500	\$126,902	\$25,380	\$10,545	12.0	\$480
26	DEMETREE DAVID A	427 COLUMBUS AVE NEW SMYRNA BEACH 32169	0.10	4,184	\$55.00	\$230,097	10	\$2,500	\$255,097	\$25,510	\$21,090	12.1	\$965
24	DEMETREE DAVID A	425 COLUMBUS AVE NEW SMYRNA BEACH 32169	0.11	4,677	\$55.00	\$257,249	11	\$2,500	\$284,749	\$25,886	\$23,199	12.3	\$1,079
25	JK CEDAR AVE INVESTMENTS LLC	426 CEDAR AVE NEW SMYRNA BEACH 32169	0.11	4,796	\$55.00	\$263,770	11	\$2,500	\$291,270	\$26,479	\$23,199	12.6	\$1,106
32	CORONADO COMMUNITY UNITED	214 COLUMBUS AVE NEW SMYRNA BEACH 32169	0.24	10,499	\$55.00	\$577,445	24	\$2,500	\$637,445	\$26,560	\$50,616	12.6	\$2,422
31	CORLEY LAMAR T	S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.12	5,263	\$55.00	\$289,465	12	\$2,500	\$319,465	\$26,622	\$25,308	12.6	\$1,214
27	SUSI ROGER E	S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.20	8,847	\$55.00	\$486,575	20	\$2,500	\$536,575	\$26,829	\$42,180	12.7	\$2,041
19	BOYER LYNN B & LANA H	409 JESSAMINE AVE NEW SMYRNA BEACH 32169	0.11	5,005	\$55.00	\$275,261	11	\$2,500	\$302,761	\$27,524	\$23,199	13.1	\$1,154
5	KIEFFER RANDOLPH	ESTHER ST NEW SMYRNA BEACH 32169	0.05	2,043	\$96.50	\$197,180	5	\$2,500	\$209,680	\$41,936	\$10,545	19.9	\$827
23	HORTON JOSEPH	S ATLANTIC AVE NEW SMYRNA BEACH 32168	0.01	405	\$100.50	\$40,696	1	\$2,500	\$43,196	\$43,196	\$2,109	20.5	\$171
22	HORTON JOE	S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.04	1,656	\$100.50	\$166,382	4	\$2,500	\$176,382	\$44,095	\$8,436	20.9	\$698
17	EILAI INVESTMENTS LLC	103 S COOPER ST NEW SMYRNA BEACH 32169	0.08	3,315	\$100.50	\$333,118	8	\$2,500	\$353,118	\$44,140	\$16,872	20.9	\$1,397
18	EILAI INVESTMENTS LLC	404 JESSAMINE AVE NEW SMYRNA BEACH 32169	0.11	4,595	\$100.50	\$461,847	11	\$2,500	\$489,347	\$44,486	\$23,199	21.1	\$1,937
13	MAMIE & DING DING LLC	NO STREET NEW SMYRNA BEACH 32169	0.13	5,487	\$100.50	\$551,456	13	\$2,500	\$583,956	\$44,920	\$27,417	21.3	\$2,313
8	MESSINA TAMARA	308 JESSAMINE AVE NEW SMYRNA BEACH 32169	0.10	4,229	\$100.50	\$425,039	10	\$2,500	\$450,039	\$45,004	\$21,090	21.3	\$1,783
14	BEACON ENTERPRISES OF NSB INC	N ATLANTIC AVE NEW SMYRNA BEACH 32169	0.11	4,656	\$100.50	\$467,902	11	\$2,500	\$495,402	\$45,037	\$23,199	21.4	\$1,962
7	WELFER ENTERPRISES INC	222 FLAGLER AVE NEW SMYRNA BEACH 32169	0.16	6,957	\$100.50	\$699,166	16	\$2,500	\$739,166	\$46,198	\$33,744	21.9	\$2,932
3	CITY OF NEW SMYRNA BEACH	PROPERTY LOCATION IS NOT AVAIL NEW SMYRNA BEACH 32169	0.07	3,048	\$100.50	\$306,296	7	\$2,500	\$323,796	\$46,257	\$14,763	21.9	\$1,285
1	STATE OF FLORIDA DOT	100 FLAGLER AVE NEW SMYRNA BEACH 32169	0.10	4,356	\$100.50	\$437,778	10	\$2,500	\$462,778	\$46,278	\$21,090	21.9	\$1,836
21	MOOSER DEBRA J	414 JESSAMINE AVE NEW SMYRNA BEACH 32169	0.11	4,811	\$100.50	\$483,517	11	\$2,500	\$511,017	\$46,456	\$23,199	22.0	\$2,028
15	SOUTHLAND CORPORATION	104 N ATLANTIC AVE NEW SMYRNA BEACH 32169	0.14	6,124	\$100.50	\$615,468	14	\$2,500	\$650,468	\$46,462	\$29,526	22.0	\$2,581
29	BBMD PROPERTIES LLC	207 S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.31	13,699	\$100.50	\$1,376,772	31	\$2,500	\$1,454,272	\$46,912	\$65,379	22.2	\$5,774
2	RVH LAND COMPANY LLC	FLAGLER AVE NEW SMYRNA BEACH 32169	0.17	7,575	\$100.50	\$761,309	17	\$2,500	\$803,809	\$47,283	\$35,853	22.4	\$3,193
16	EILAI INVESTMENTS LLC	FLAGLER AVE NEW SMYRNA BEACH 32169	0.09	4,059	\$100.50	\$407,900	9	\$2,500	\$430,400	\$47,822	\$18,981	22.7	\$1,711
20	BEAULIEU HOLDINGS LLC	NO STREET NEW SMYRNA BEACH 32169	0.10	4,530	\$100.50	\$455,307	10	\$2,500	\$480,307	\$48,031	\$21,090	22.8	\$1,910
6	WELFER ENTERPRISES INC	PROPERTY LOCATION IS NOT AVAIL NEW SMYRNA BEACH 32169	0.04	1,847	\$100.50	\$185,644	4	\$2,500	\$195,644	\$48,911	\$8,436	23.2	\$779
12	CITY OF NEW SMYRNA BEACH	ESTHER ST NEW SMYRNA BEACH 32169	0.02	1,017	\$96.50	\$98,157	2	\$2,500	\$103,157	\$51,578	\$4,218	24.5	\$412
30	EILAI INVESTMENTS LLC	S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.18	7,799	\$128.50	\$1,002,152	18	\$2,500	\$1,047,152	\$58,175	\$37,962	27.6	\$4,203



City of New Smyrna Beach

Planning & Engineering Department

III. Parking Garage Options

PARKING GARAGE
OPTIONS AND FINANCIAL ANALYSIS

Location	Owner Name	Location	Site Address	Property Size - Acres	Property Size - Square Feet	Estimated Land Cost per SF	Estimated Total Land Cost	Estimated Parking Spaces Surface Level 1	Level 2 Spaces	Level 3 Spaces	Total Parking Spaces	Construction Cost Per Parking Space	Total Project Cost (Land + Construction)	Total Cost Per Parking Space	Annual O&M Cost	First Floor Retail Storefront (LF)	First Floor Retail Space (SF)	Estimated Annual Parking Revenue Spots x Rate x 95% Occupancy x Days	Annual Revenue Less O&M Cost	Years to Pay Back Construction Cost
Coronado Civic Center / Shuffleboard Courts	City of New Smyrna Beach	1	223 Flagler Avenue	1.00	43,560	\$0.00	\$0	61	100	100	261	\$ 22,500	\$ 5,872,500	\$ 22,500	\$ 156,600	156	9,360	\$ 550,449	\$ 393,849	10.7
3 Parcels West of Shuffleboard Courts	Multiple Owners	1	213, 217, 221 Flagler Avenue	0.28	12,197	\$100.00	\$1,219,700	22	28	28	78	\$ 22,500	\$ 2,974,700	\$ 38,137	\$ 46,800	44	2,640	\$ 164,502	\$ 117,702	18.1
			TOTAL	1.28	55,757		\$1,219,700				339		\$ 8,847,200	\$ 26,098	\$ 203,400			\$ 714,951	\$ 511,551	12.4
SE corner of Flagler Ave and Cooper Street	Eilai Investments LLC (Rami)	2	103 S. Cooper, 404 Jessamine, Flagler Ave	0.28	12,197	\$100.00	\$1,219,680	28	28	28	84	\$ 22,500	\$ 3,109,680	\$ 37,020	\$ 50,400	N/A - Too Small	N/A - Too Small	\$ 177,156	\$ 126,756	17.6
3rd Avenue at South Atlantic Avenue	NSB Properties LLC	3	1208 S. Atlantic Ave.	0.90	39,204	\$75.00	\$2,940,300	35	90	90	215	\$ 22,500	\$ 7,777,800	\$ 36,176	\$ 129,000	400	24,000	\$ 453,435	\$ 324,435	17.2
104 Weekend days + 7 Holidays @ \$20/day with 95% occupancy									Combined for Locations 1 and 3:				\$ 16,625,000		\$ 332,400			\$ 1,168,386	\$ 835,986	14.2









FLAGLER AVE

PINE ST.

SPEED
LIMIT
20
4



FLAGLER AVE

PINE ST.

SPEED
LIMIT
20
4



FLAGLER AVE

PINE ST.

SPEED
LIMIT
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4



City of New Smyrna Beach

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IV. Payment/Meters for On-Street Parking

Office Location: 2650 North Dixie Freeway, New Smyrna Beach, Florida 32168
Mail: 210 Sams Avenue, New Smyrna Beach, Florida 32168
386-410-2800
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FLAGLER AVENUE AND CANAL STREET
ANNUAL REVENUE PROJECTIONS

	Metered Parking	Owner Name	Site Address	Total Parking Spaces	Total Cost Per Parking Space	Annual O&M Cost	Estimated Annual Parking Revenue Spots x Rate x 50% Occupancy x Hours x Days
6	Flagler Avenue	City of New Smyrna Beach	All of Flagler Avenue	94	\$ 1,151	\$ 108,194	\$ 171,550
7	Canal Street	City of New Smyrna Beach	All of Canal Street	64	\$ 1,151	\$ 73,664	\$ 116,800
	\$ 1 per hour		TOTAL	158		\$ 94,800	\$ 333,222
	Free from 6 p.m. - 8 a.m.						\$ 1,889,664
	50% occupancy						

Parking Kiosk Technologies

Touch Screen Kiosks



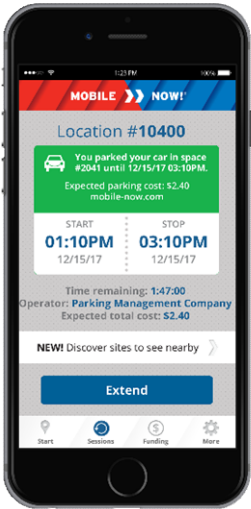
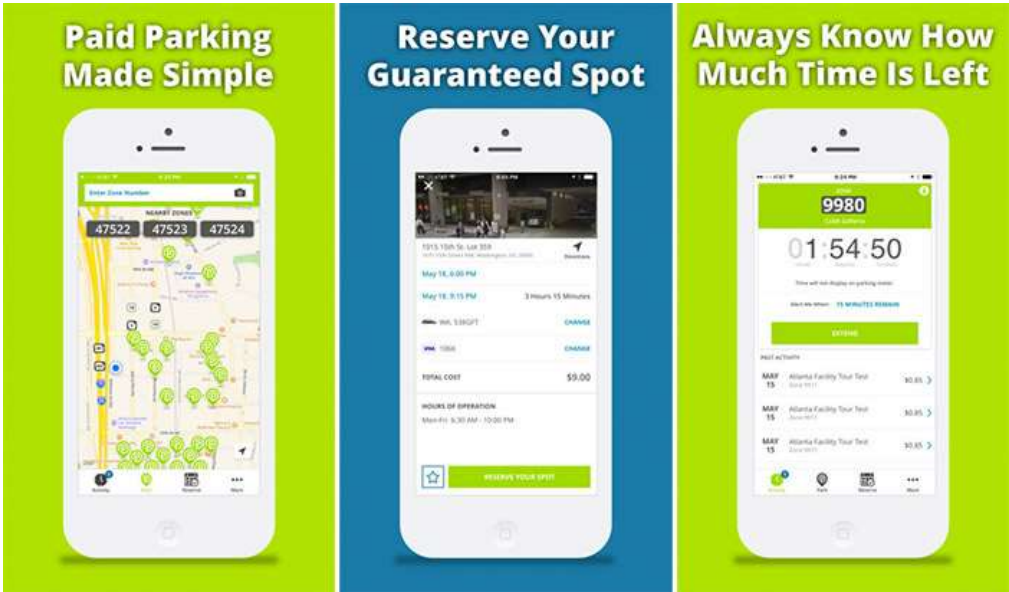
Pay and Display Kiosks



Pay by Plate Kiosks



Parking Meter Technology and Mobile Apps



Pay Parking

City of St. Augustine:

Contact: Tara Bennie P: 904-825-1090 tbennie@citystaug.com

Method:

- Payment Kiosk every 8-10 spaces
- Pay by Plate- Parking lots
- Completely phasing out single use meters
- Lease lots and split revenue with property owner (city install kiosk or pay by plate sign)

Vendor: Flowbird (previously Parkeon)

- Vendor provided and installed equipment
- City has full time maintenance tech for machines and maintenance agreement with Flowbird for parts replacement (highly recommended, parts need replacement frequently, \$45 per station per month)
- Solar Powered (recommend backup battery purchase)
- Change out kiosk box every 5 years (rust and abuse)
- City has full time parking employees (Parking Coordinator, 3 parking enforcement, 1 maintenance tech) to run program in house
- Flowbird Contact: Scott Fox-cell: 443-991-0229; email scott.fox@flowbird.group

Mobile App: Passport- user pay system and enforcement system (android compatible, they love the program)

- Contact: Kelsey Owens-cell: 407-493-9749; office: 704-879-2760 and email Kelsey.owens@passportinc.com

Fort Lauderdale:

Contact: Bryan Greene P: 954-828-4531 BGreene@fortlauderdale.gov

Method:

- Single Space Meter- in areas with < 10 spaces or low revenue generating (cheaper than kiosk)
- Pay by Plate- in larger lots or high occupancy areas

Vendors:

- Global Parking Solutions- multi space parking pay stations
- POM parking meters- single space meter
- Vendors install equipment to ensure warranty but have trained city staff for future maintenance

Mobile App:

- T2 Flex
- Passport

Gainesville:

Contact: Debbie Lysner /Heather Smith P: 352-393-8139 smithhd@cityofgainesville.org

Method:

- Single space meters (no longer take money) transitioned to Passport mobile app.
- Pay by Plate – Passport
- Kiosk in parking garage,
 - only because elderly complained about not wanting to use technology

Mobile App:

- Passport- used for code enforcement and patron app.
 - Retailers can use for validation, self-managed, can set time limits example 2hr.

Savannah

Contact: Sean Brandon SBrandon@Savannahga.gov

Method:

- multi-space kiosk, 310 kiosk covering 2,400 spaces
- Pay by Plate -Passport mobile app, comprises about 25% of our transactions

Vendors:

- Flowbird (Strata meters)
- T2, ticketing and back office provider for citations and permits
- Passport (mobile app)
- Vendor provides the equipment, 3rd party vendor for major maintenance

Mobile App:

- Passport

New Smyrna Beach

Method:

- Pay by Plate- Passport – Beach parking lots
- Ops man- computer system through passport



City of New Smyrna Beach

Planning & Engineering Department

V. Shuttle Service – Blue Smyrna Smart Ride

Office Location: 2650 North Dixie Freeway, New Smyrna Beach, Florida 32168
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PAY TO RIDE - Estimated Revenues Generated from Single Trips per rider

		One Way	Roundtrip	Load/ Unload	Bridge Opening	Round Trip (mins)						
Distance from MDC to Coronado Civic Center (miles)		1.3	2.6									
Estimated Drive Time (mins)		5	10	5	5	20						
# of Bridge Openings per hour		2 FEDERAL INFO - BRIDGE OPENING										
# of event attendees	Potential riders (10%)	TIME			OCCUPANCY			RATE		Year 1	Year 2	
		Runtime (hrs/day)	# of trips during runtime	# of days (per yr.)	# of seats	Occ. (Per trip)	Occ. (per hr)	Occ. (Per trip)	Rate per Ride			
Special Events (M-Thurs)												
Seaside Fiesta 4pm-10pm	200	20	6	18	1	28	2	6	7%	\$ 5.00	\$ 180	\$ 180
Flamingo Follies 8am-6pm	150	15	10	30	1	28	2	6	7%	\$ 5.00	\$ 300	\$ 300
New Years Eve 5pm-1pm	150	15	7	21	1	28	2	6	7%	\$ 5.00	\$ 210	\$ 210
Mardi Gras Parade 6pm-9pm	150	15	3	9	1	28	2	6	7%	\$ 5.00	\$ 90	\$ 90
Cinco De Mayo 4pm-10pm	150	15	6	18	1	28	2	6	7%	\$ 5.00	\$ 180	\$ 180
Shrimp & Seafood Festival 4pm-10pm			6	18	1	28	2	6	7%	\$ 5.00	\$ 180	\$ 180
Jazz Festival 5pm -10pm	150	15	5	15	1	28	2	6	7%	\$ 5.00	\$ 150	\$ 150
Add More Events....												
Daily Rate (Friday- Sunday) - 12 months per year												
Friday 4pm - 10pm	312		6	18	52	28	2	6	7%	\$ 5.00	\$ 9,360	\$ 9,360
Saturday 10am - 10pm	624		12	36	52	28	2	6	7%	\$ 5.00	\$ 18,720	\$ 18,720
Sunday 10am - 6pm	416		8	24	52	28	2	6	7%	\$ 5.00	\$ 12,480	\$ 12,480
Total Estimated Charges for Service Revenues										\$ 41,850	\$ 41,850	
Totals		1395	69	207	163							
		total hrs (yr)	total hrs (day)	total trips (yr)	total days (yr)							

PAY TO PARK - Estimated Revenues Generated from Satellite Parking Lot for Smart Riders

			# of Spaces	Usage	Rate
			60	100%	\$ 10.00
			30	50%	
			15	25%	

Breakdown of Projected Revenue Per Day											
# of Days				100% 7		100% 52		100% 52		100% 52	
Scenario	Parking Lot Capacity	Parking Rate - per day	Projected Revenue (daily)	M-THURS		FRI		SAT		SUN	
Parking lot full - no vehicle turn over	100%	\$ 10	\$ 600	10%	\$ 420.00	10%	\$ 3,120.00	10%	\$ 3,120.00	10%	\$ 3,120.00
Parking lot 50% full - no vehicle turnover	50%	\$ 10	\$ 300	20%	\$ 420.00	20%	\$ 3,120.00	15%	\$ 2,340.00	15%	\$ 2,340.00
Parking lot 25% full - no vehicle turnover	25%	\$ 10	\$ 150	10%	\$ 105.00	10%	\$ 780.00	7%	\$ 546.00	7%	\$ 546.00
Parking lot 10% full - no vehicle turnover	10%	\$ 10	\$ 60	20%	\$ 84.00	20%	\$ 624.00	8%	\$ 249.60	8%	\$ 249.60
Parking lot 100% full - 2x turnover	200%	\$ 10	\$ 1,200	10%	\$ 840.00	10%	\$ 6,240.00	20%	\$ 12,480.00	20%	\$ 12,480.00
Parking lot 50% full - 2x turnover	100%	\$ 10	\$ 600	10%	\$ 420.00	10%	\$ 3,120.00	20%	\$ 6,240.00	20%	\$ 6,240.00
Parking lot 100% full - 3x turnover	300%	\$ 10	\$ 1,800	10%	\$ 1,260.00	10%	\$ 9,360.00	10%	\$ 9,360.00	10%	\$ 9,360.00
Parking lot 50% full - 3x turnover	150%	\$ 10	\$ 900	10%	\$ 630.00	10%	\$ 4,680.00	10%	\$ 4,680.00	10%	\$ 4,680.00
Average Daily Revenue			\$ 701	\$ 4,179.00		\$ 31,044.00		\$ 39,015.60		\$ 39,015.60	
Estimated # of Days in Operation Per Year			163								
Total Estimated Revenue from Parking @ Satellite Lot				\$ 114,303.75	\$ 114,303.75	Estimated Revenue if Calculated by projected capacity per day				\$ 113,254.20	
				Year 1	Year 2						

				PRIVATE COMPANY OPERATES		TRANSIT AUTHORITY OPERATES						CITY OPERATES					
				Private Company Owns (See note #1)		New - City or TA Owned (See note #2 & 3)		Used - City or TA Owned (See note #2 & 4)		Lease - City or TA Owned (See note #2 & 5)		New - City Purchases (See note #2)		Used - City Purchases (See note #4)		Lease - City Purchases (See note #5)	
Smart Ride Expenses				A		B		C		D		E		F		G	
				YEAR 1	YEAR 2	YEAR 1	YEAR 2	YEAR 1	YEAR 2	YEAR 1	YEAR 2	YEAR 1	YEAR 2	YEAR 1	YEAR 2	YEAR 1	YEAR 2
SMART RIDE	Smart Ride Acquisition (Purchase New, Used or Leased) - Main					\$ 170,000	\$ -	\$ 100,000	\$ -	\$ 42,000	\$ 43,260	\$ 170,000	\$ -	\$ 100,000	\$ -	\$ 42,000	\$ 43,260
	Smart Ride Acquisition (Purchase New, Used or Leased) - Back-Up *** not req. for Option A					\$ 170,000	\$ -	\$ 100,000	\$ -	\$ 42,000	\$ 43,260	\$ 170,000	\$ -	\$ 100,000	\$ -	\$ 42,000	\$ 43,260
	Smart Ride Storage (Garaging?)											\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Smart Ride Maintenance (cleaning/painting)											\$ 1,200	\$ 1,236	\$ 1,200	\$ 1,236	\$ 1,200	\$ 1,236
	Smart Ride Fuel (10 miles/gL - \$2.50 per gL)			miles/yr 87726.6	mpg 10							\$ 21,932	\$ 22,590	\$ 21,932	\$ 22,590	\$ 21,932	\$ 22,590
	Smart Ride Oil/Fluids/Battery			\$ 99,505.35	\$ 102,491							\$ 2,600	\$ 2,678	\$ 2,600	\$ 2,678	\$ 2,600	\$ 2,678
	Smart Ride Breaks/Alignment Check					\$ 111,600	\$ 114,948	\$ 111,600	\$ 114,948	\$ 111,600	\$ 114,948	\$ 1,100	\$ 1,133	\$ 1,100	\$ 1,133	\$ 1,100	\$ 1,133
Smart Ride Tires (assume 6 tires replaced yearly)											\$ 4,000	\$ 4,120	\$ 4,000	\$ 4,120	\$ 4,000	\$ 4,120	
OPERATION & MAINTENANCE	Operator Certifications (USDOT Number & Driver Training - CDL if over 14 passenger)											\$ 2,000	\$ 2,060	\$ 2,000	\$ 2,060	\$ 2,000	\$ 2,060
	Certified Drivers (Assume 2 FTE) * per Finance											\$ 94,460	\$ 97,294	\$ 94,460	\$ 97,294	\$ 94,460	\$ 97,294
	Part Time Mechanic for Smart Ride Service needs (M-W) * per Finance											\$ 34,463	\$ 35,497	\$ 34,463	\$ 35,497	\$ 34,463	\$ 35,497
	Insurance (Vehicle & Liability Insurance) * per Finance			\$ 2,500.00		\$ 2,500.00		\$ 2,500.00		\$ 2,500.00		\$ 2,500	TBD	\$ 2,500	TBD	\$ 2,500	TBD
INFRASTRUCT	Building the Satellite Parking Lot (60 spaces @2,500 ea)			\$ 150,000	\$ -	\$ 150,000	\$ -	\$ 150,000	\$ -	\$ 150,000	\$ -	\$ 150,000	\$ -	\$ 150,000	\$ -	\$ 150,000	\$ -
	Maintenance of Satellite Parking Lot (cleaning/mowing/landscaping)			\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150
	Construction of ADA Pick-up Locations (assumes 2 stops initially) - \$8k ea.			\$ 16,000	\$ 16,480	\$ 16,000	\$ 16,480	\$ 16,000	\$ 16,480	\$ 16,000	\$ 16,480	\$ 16,000	\$ 16,480	\$ 16,000	\$ 16,480	\$ 16,000	\$ 16,480
	Digital Rider Board - Route Timing App - per FDOT Grant App			\$ 14,000	\$ 14,420	\$ 14,000	\$ 14,420	\$ 14,000	\$ 14,420	\$ 14,000	\$ 14,420	\$ 14,000	\$ 14,420	\$ 14,000	\$ 14,420	\$ 14,000	\$ 14,420
MARKET.	Promotional material			\$ 2,000	\$ 2,060	\$ 2,000	\$ 2,060	\$ 2,000	\$ 2,060	\$ 2,000	\$ 2,060	\$ 2,000	\$ 2,060	\$ 2,000	\$ 2,060	\$ 2,000	\$ 2,060
	Misc Expenses			\$ 3,000	\$ 3,090	\$ 3,000	\$ 3,090	\$ 3,000	\$ 3,090	\$ 3,000	\$ 3,090	\$ 3,000	\$ 3,090	\$ 3,000	\$ 3,090	\$ 3,000	\$ 3,090
	Indirect Cost Allocation			\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150
Subtotal Estimated Annual Expenses (Excluding Administration)				\$ 297,005	\$ 148,841	\$ 649,100	\$ 161,298	\$ 509,100	\$ 161,298	\$ 393,100	\$ 247,818	\$ 699,255	\$ 212,957	\$ 559,255	\$ 212,957	\$ 443,255	\$ 299,477
ADMINISTRATION	PAY TO RIDE	Administration Cost (by Maintenance Operations staff)		\$ 20,000	\$ 20,600	\$ 20,000	\$ 20,600	\$ 20,000	\$ 20,600	\$ 20,000	\$ 20,600	\$ 20,000	\$ 20,600	\$ 20,000	\$ 20,600	\$ 20,000	\$ 20,600
		Administration Cost (Supplies - receipts, computer, phone, revenue tracking)		\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150	\$ 5,000	\$ 5,150
		Credit Card Charges (60% of transactions at 4%)		\$ 1,004	\$ 1,035	\$ 1,004	\$ 1,035	\$ 1,004	\$ 1,035	\$ 1,004	\$ 1,035	\$ 1,004	\$ 1,035	\$ 1,004	\$ 1,035	\$ 1,004	\$ 1,035
		Admin Expense - PAY TO RIDE		\$ 26,004	\$ 26,785	\$ 26,004	\$ 26,785	\$ 26,004	\$ 26,785	\$ 26,004	\$ 26,785	\$ 26,004	\$ 26,785	\$ 26,004	\$ 26,785	\$ 26,004	\$ 26,785
	PAY TO PARK	Pay Parking Kiosk - hardware, software and warranty		\$ 13,480	\$ 13,884	\$ 13,480	\$ 13,884	\$ 13,480	\$ 13,884	\$ 13,480	\$ 13,884	\$ 13,480	\$ 13,884	\$ 13,480	\$ 13,884	\$ 13,480	\$ 13,884
		Parking Enforcement (Staffing Increase to 1 Part time employee+vehciel as result of Smart Ride lot)		\$ 42,000	\$ 43,260	\$ 42,000	\$ 43,260	\$ 42,000	\$ 43,260	\$ 42,000	\$ 43,260	\$ 42,000	\$ 43,260	\$ 42,000	\$ 43,260	\$ 42,000	\$ 43,260
		Credit Card Charges (60% of transactions at 4%)		\$ 2,743	\$ 2,826	\$ 2,743	\$ 2,826	\$ 2,743	\$ 2,826	\$ 2,743	\$ 2,826	\$ 2,743	\$ 2,826	\$ 2,743	\$ 2,826	\$ 2,743	\$ 2,826
		Admin Expense - PAY TO PARK		\$ 58,223	\$ 59,970	\$ 58,223	\$ 59,970	\$ 58,223	\$ 59,970	\$ 58,223	\$ 59,970	\$ 58,223	\$ 59,970	\$ 58,223	\$ 59,970	\$ 58,223	\$ 59,970
	Total Estimated Annual Expense - PAY TO RIDE		\$ 323,010	\$ 175,625	\$ 675,104	\$ 188,083	\$ 535,104	\$ 188,083	\$ 419,104	\$ 274,603	\$ 725,259	\$ 239,742	\$ 585,259	\$ 239,742	\$ 469,259	\$ 326,262	
	Total Estimated Annual Expense - PAY TO PARK		\$ 355,229	\$ 208,810	\$ 707,323	\$ 221,268	\$ 567,323	\$ 221,268	\$ 451,323	\$ 307,788	\$ 757,478	\$ 272,927	\$ 617,478	\$ 272,927	\$ 501,478	\$ 359,447	
	Each Year Income (Loss) - PAY TO RIDE		\$ (281,160)	\$ (133,775)	\$ (633,254)	\$ (146,233)	\$ (493,254)	\$ (146,233)	\$ (377,254)	\$ (232,753)	\$ (683,409)	\$ (197,892)	\$ (543,409)	\$ (197,892)	\$ (427,409)	\$ (284,412)	
	2 Year Income (Loss) - PAY TO RIDE		\$ (414,935)	\$ (133,775)	\$ (779,487)	\$ (146,233)	\$ (639,487)	\$ (146,233)	\$ (610,007)	\$ (232,753)	\$ (881,301)	\$ (197,892)	\$ (741,301)	\$ (197,892)	\$ (632,318)	\$ (284,412)	
	Each Year Income (Loss) - PAY TO PARK		\$ (240,925)	\$ (94,507)	\$ (593,020)	\$ (106,964)	\$ (453,020)	\$ (106,964)	\$ (337,020)	\$ (193,484)	\$ (643,174)	\$ (158,624)	\$ (503,174)	\$ (158,624)	\$ (387,174)	\$ (245,144)	
	2 Year Income (Loss) - PAY TO PARK		\$ (335,432)	\$ (94,507)	\$ (699,984)	\$ (106,964)	\$ (559,984)	\$ (106,964)	\$ (530,504)	\$ (193,484)	\$ (801,798)	\$ (158,624)	\$ (661,798)	\$ (158,624)	\$ (632,318)	\$ (245,144)	
				YEAR 1	YEAR 2	YEAR 1	YEAR 2	YEAR 1	YEAR 2	YEAR 1	YEAR 2	YEAR 1	YEAR 2	YEAR 1	YEAR 2	YEAR 1	YEAR 2

Funding Opportunities

50% FDOT START UP GRANT

CITY PARKING FUND - Revenue from New Metered Spaces along Flagler Avenue to fund Smart Ride Program

PRIVATE-PUBLIC PARTNERSHIP

Notes:

1. Hourly rate for Private Company contract assumptions taken from Jolley Trolley Safety Harbor Proposal (2012) with 3% increase per year to current year which calculates to \$71.33/hr (Clearwater utilizes Jolley Trolley

2. Votran hourly rate per 2017 FDOT grant application with 6.5% increase to \$80 per hou

3. Pricing for new vehicle build per SpecialtyVehicles.com (pricing assumes 28 passenger as maximum capacity - if smaller vehicle is pursued and seats 14 or less, price is reduced and CDL driver is not required

4. TrolleyBrokers.com referenced for pricing on Used vehicles

5. Boyertown Trolley Corporation utilized for lease option:

6. Expenses have a 3% per year increase

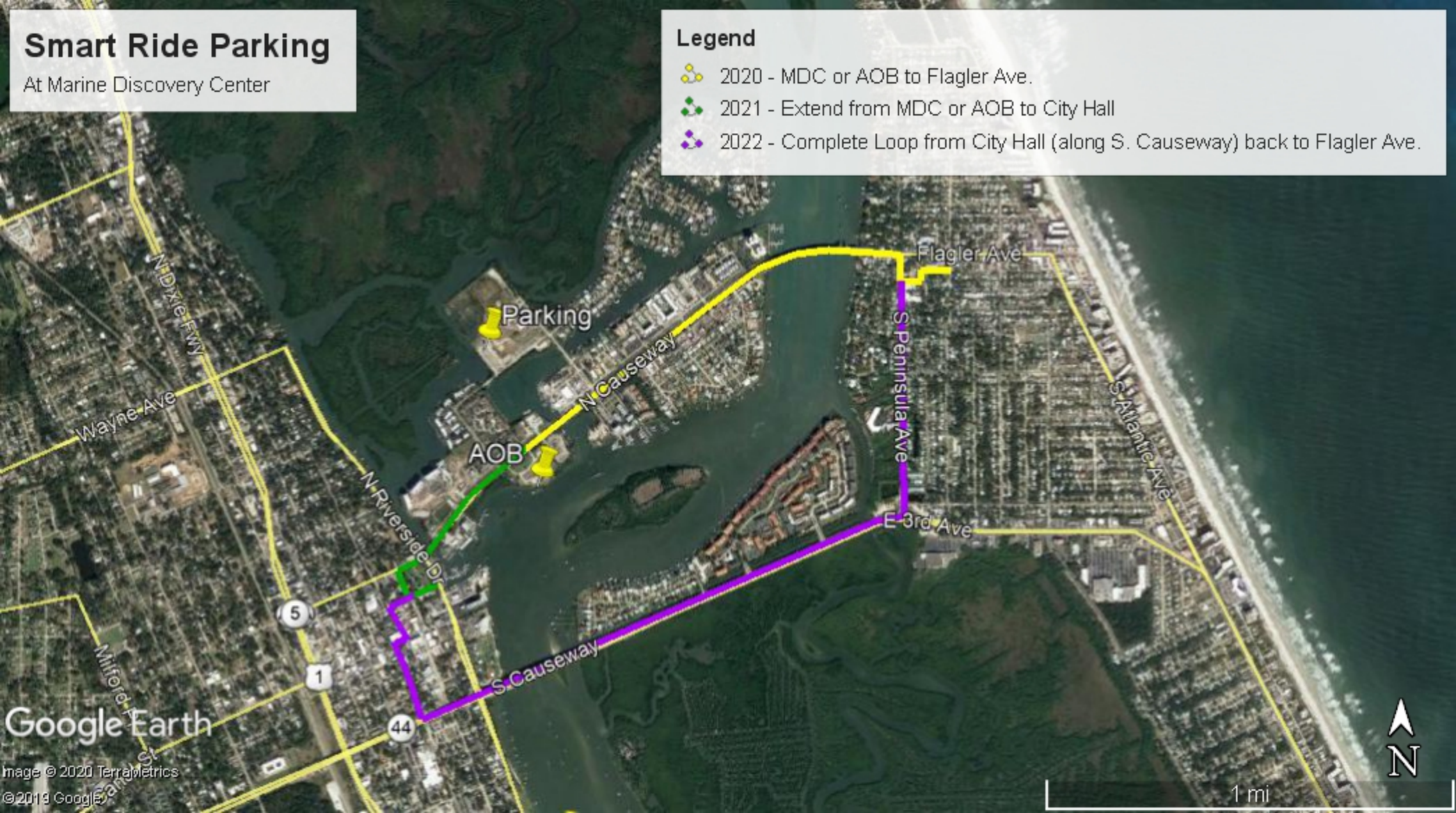
*** A second Smart Ride vehicle will likely be required as a back-up if the main unit goes down in order to still provide service as scheduled and ensure confidence/strong ridership

Smart Ride Parking

At Marine Discovery Center

Legend

- 2020 - MDC or AOB to Flagler Ave.
- 2021 - Extend from MDC or AOB to City Hall
- 2022 - Complete Loop from City Hall (along S. Causeway) back to Flagler Ave.



Google Earth

Image © 2020 TerraMetrics

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ROUTE AVOIDING NORTH CAUSEWAY



Legend

- 1) Eastbound Route along Boat Yard St
- 2) Westbound Route along E. Circle Drive
- 3) On Causeway - 0.44 miles

Smart Ride Parking

At Marine Discovery Center

Parking

Quay Assisi

Barracuda Blvd

Google Earth

© 2019 Google

400 ft



City of New Smyrna Beach
Concept for Passenger Vehicle



SPECIALTY VEHICLES

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If you are looking for something faster, we keep many trolleys built and in-stock. Please click on the image of a specific trolley to get more details. We are always happy to answer questions and provide more information and photos, so please let us know if you have any inquiries regarding a custom built trolley or one of our trolleys in our current inventory. View our current used trolley inventory here.

American Heritage Trolley



[View the gallery](#)

Wedding Trolley



[View the gallery](#)



Carriage Low Floor, Front-Engine Chassis



Built by a third-generation, family-owned manufacturer, Hometown Trolley's new Carriage design features warm 19th-century nostalgic style and distinctly modern 21st-century capabilities. It is the pinnacle of technical achievement and beautiful craftsmanship – an attractive, ridership-boosting trolley ideal for tour operators and transit systems alike.

HOMETOWN TROLLEY Double K Incorporated

701 North Railroad Ave.
Crandon, Wisconsin 54520

715-478-5090
fax 715-478-5095

e-mail: kristina@hometowntrolley.com
hometowntrolley.com

Carriage

LOW FLOOR, FRONT ENGINE • ALTOONA TESTED: 7 YEAR / 200,000 MILES

STANDARD CHASSIS & BODY FEATURES

- GM 4500
- 159" wheel base
- GM 6.0L vortec V8 flex fuel
- MYD 6-speed automatic transmission
- 12 volt/220 amp alternator
- Front suspension #4600
- Front suspension independent
- Tires LT225/75R16 16 x 6.5
- GM ABS system disc front/drum rear 9600# rear
- Overall length 21'
- Overall width 96"
- 14,200# GVW

STANDARD DRIVER AREA FEATURES

- Driver's fan
- Lexan tinted sun visor
- Driver defrost with heat
- AM/FM/CD player and 4 speakers
- Adjustable driver seat with seatbelt
- 6" x 24" rectangular rear view mirror
- Driver-friendly lighted control panels/switches
- Driver storage box
- Oak pull handle for gong bell
- Rear back-up camera

STANDARD INTERIOR FEATURES

- Yellow step nosing
- Transit flooring
- Painted aluminum 12" up wall from floor line
- 5/8" marine plywood floor
- Stanchion, entry door
- Interior dome lights
- Vintage seating with oak slats
- Brass or stainless steel hand railings
- 52 BTU front defroster/AC for driver's area
- Walls and roof finished in red oak panels
- Solid red oak trim interior
- Roof and side wall 1-1/2" Dow insulation
- All LED lighting interior and exterior

STANDARD EXTERIOR FEATURES

- Totally enclosed or half-open with vinyl roll up curtains
- Black steel nonstep rear bumper
- Black steel front bumper
- Steel welded and primed framing
- 34" electric pushout entrance door
- 14-gauge stainless steel wheel wells/step well

- Perimeter rain gutter
- 1800's one-piece, lantern-style aluminum roof
- Bonded alucabond body panels exterior panels primed/painted
- Rub rails entire lower skirt line
- Aluminum wheel covers
- Front and rear mud flaps
- Vinyl sash vintage arch top windows
- 3 windshield angles front and back
- 3 windshield wiper system
- Tow hooks front and rear
- 2-tone ppg paint scheme (metallic colors optional)
- Standard pin stripe package
- Rustproof undercoating liner
- California-style mirrors
- Exterior stainless steel sealed fuse panel
- Stainless steel batter tray
- Dual stepwell light
- 3 access doors in front engine area
- Functioning gong bell with oak handle

SAFETY STANDARDS

- FMVSS egress windows per passenger capacity
- Transit style battery disconnect
- Rear center "stop" brake light
- 250 ANI fuse


- 5 lb. fire extinguisher
- Triangle flare kit
- Body fluid kit and first aid kit
- Back-up alarm
- All appropriate warning labels

OPTIONAL ADA PACKAGE

- Braun or Ricon fold-out ADA ramp
- Q Straint or Sur-Loc restraint system
- 2- or 3-person flip seat
- Appropriate signage

OPTIONAL EQUIPMENT

- 178" wheel base for 22 passengers
- Exterior wood trim package
- DVD player and monitor mounted on driver guard
- Functional rear porch
- Rear egress door
- Air driver seat
- Perimeter seating
- GPS voice announcement
- LED destination signs
- Seat cushions
- Removable storm window inserts for half-open models
- Spiral brass
- Cow catcher front bumper
- Interior/exterior PA system
- Security or safety camera systems

FUEL OPTIONS – GASOLINE, DIESEL,  CNG, FULL ELECTRIC

7 Year Altoona Tested; Meets or Exceeds FMVSS, DOT, and SAE Standards, DBE/WBE Certified.
©2012 Double K, Inc.

Irma Terry

From: Erin Leonhardt <eleonhardt@mears.com>
Sent: Friday, October 25, 2019 4:28 PM
To: Irma Terry
Subject: Mears Quote - City of New Smyrna Beach

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and are confident the content is safe.

Hello Irma,

Thank you for contacting Mears Transportation for your upcoming transportation needs.

2019 Rate

- 25passenger minibus \$102.00 per hour (5 hour minimum) – charter time begins and ends in Orlando
- 54passenger motor coach \$113.00 per hour (5 hour minimum) – charter time begins and ends in Orlando

2020 Rate

- 25passenger minibus \$104.00 per hour (5 hour minimum) – charter time begins and ends in Orlando
- 54passenger motor coach \$116.00 per hour (5 hour minimum) – charter time begins and ends in Orlando

This is a price quote only and is not to be confused as confirmed services, nor does it guarantee vehicle availability at time of request. If you wish to hold vehicles, please forward details via email and after confirming vehicle availability, we will respond with a confirmation contract for your review and signature.

Once you have event details, we will be happy to review and advise pricing and availability.

Please contact me with any questions or concerns.

Erin Leonhardt

Sales Coordinator

P: 407-254-0440 | F: 407-841-6851 | E: eleonhardt@mears.com

Mears Transportation Group | 3840 Vineland Rd, Suite 200, Orlando, FL 32811



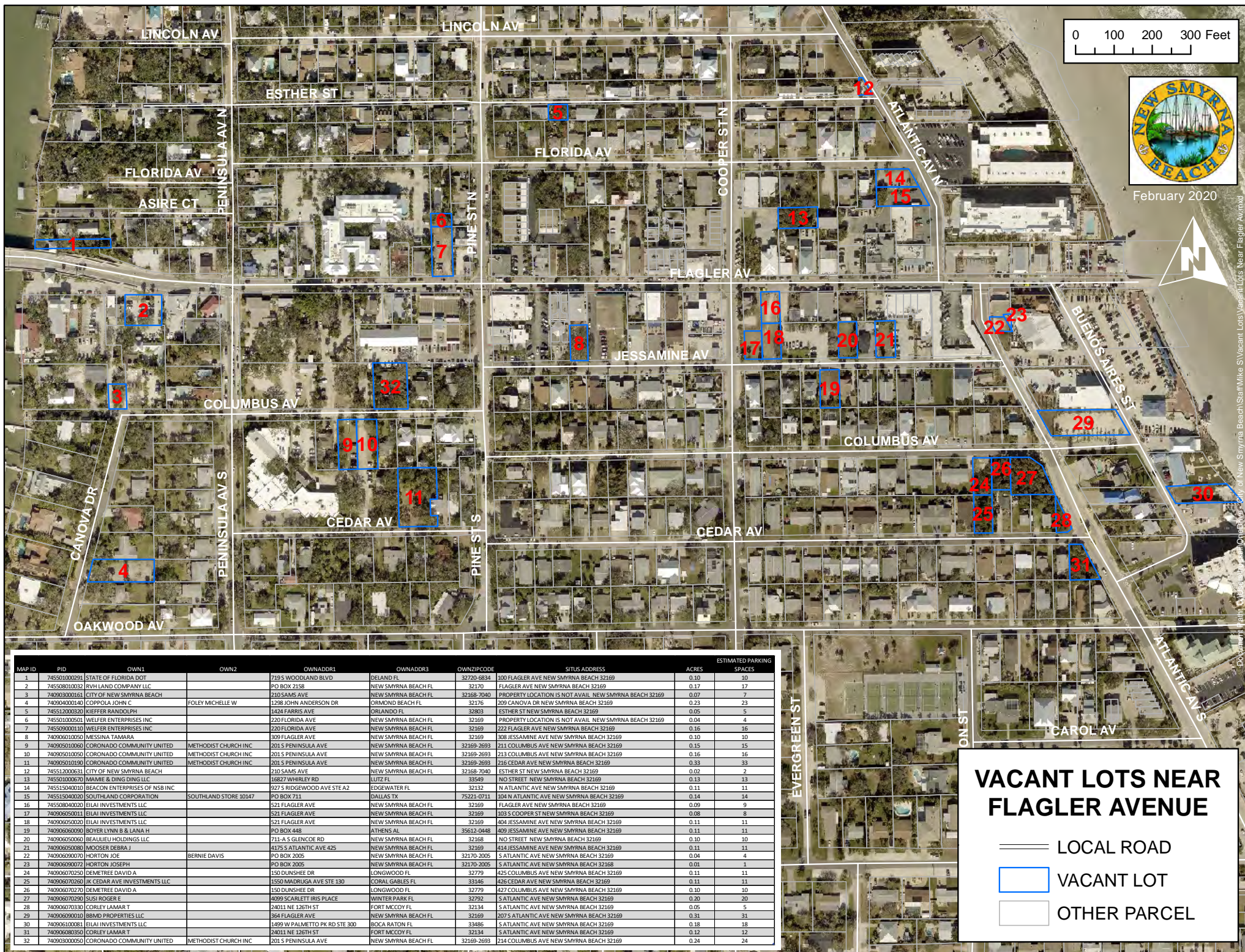
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Equipment is not guaranteed until a written request is received, availability confirmed, request processed, and contract returned with signature and payment.



City of New Smyrna Beach
Planning & Engineering Department

VI. Financial Analysis



SURFACE PARKING LOT OPTIONS FLAGLER AVENUE AREA ANNUAL REVENUE AND PAYBACK PROJECTIONS													
MAP ID	Owner Name	Site Address	Property Size - Acres	Property Size - Square Feet	Estimated Land Cost per SF	Estimated Total Land Cost	Estimated Parking Spaces	Construction Cost Per Parking Space	Total Project Cost (Land + Construction)	Total Cost Per Parking Space	Estimated Annual Parking Revenue Spots x Rate x 95% Occupancy x Days	Years to Pay Back Construction Cost	Estimated Annual Loss of Tax Revenue
10	CORONADO COMMUNITY UNITED	213 COLUMBUS AVE NEW SMYRNA BEACH 32169	0.16	6,764	\$35.50	\$240,128	16	\$2,500	\$280,128	\$17,508	\$33,744	8.3	\$1,007
4	COPPOLA JOHN C	209 CANOVA DR NEW SMYRNA BEACH 32169	0.23	9,822	\$35.50	\$348,668	23	\$2,500	\$406,168	\$17,659	\$48,507	8.4	\$1,462
9	CORONADO COMMUNITY UNITED	211 COLUMBUS AVE NEW SMYRNA BEACH 32169	0.15	6,418	\$35.50	\$227,822	15	\$2,500	\$265,322	\$17,688	\$31,635	8.4	\$956
11	CORONADO COMMUNITY UNITED	216 CEDAR AVE NEW SMYRNA BEACH 32169	0.33	14,577	\$35.50	\$517,476	33	\$2,500	\$599,976	\$18,181	\$69,597	8.6	\$2,170
28	CORLEY LAMAR T	S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.05	2,080	\$55.00	\$114,402	5	\$2,500	\$126,902	\$25,380	\$10,545	12.0	\$480
26	DEMETREE DAVID A	427 COLUMBUS AVE NEW SMYRNA BEACH 32169	0.10	4,184	\$55.00	\$230,097	10	\$2,500	\$255,097	\$25,510	\$21,090	12.1	\$965
24	DEMETREE DAVID A	425 COLUMBUS AVE NEW SMYRNA BEACH 32169	0.11	4,677	\$55.00	\$257,249	11	\$2,500	\$284,749	\$25,886	\$23,199	12.3	\$1,079
25	JK CEDAR AVE INVESTMENTS LLC	426 CEDAR AVE NEW SMYRNA BEACH 32169	0.11	4,796	\$55.00	\$263,770	11	\$2,500	\$291,270	\$26,479	\$23,199	12.6	\$1,106
32	CORONADO COMMUNITY UNITED	214 COLUMBUS AVE NEW SMYRNA BEACH 32169	0.24	10,499	\$55.00	\$577,445	24	\$2,500	\$637,445	\$26,560	\$50,616	12.6	\$2,422
31	CORLEY LAMAR T	S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.12	5,263	\$55.00	\$289,465	12	\$2,500	\$319,465	\$26,622	\$25,308	12.6	\$1,214
27	SUSI ROGER E	S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.20	8,847	\$55.00	\$486,575	20	\$2,500	\$536,575	\$26,829	\$42,180	12.7	\$2,041
19	BOYER LYNN B & LANA H	409 JESSAMINE AVE NEW SMYRNA BEACH 32169	0.11	5,005	\$55.00	\$275,261	11	\$2,500	\$302,761	\$27,524	\$23,199	13.1	\$1,154
5	KIEFFER RANDOLPH	ESTHER ST NEW SMYRNA BEACH 32169	0.05	2,043	\$96.50	\$197,180	5	\$2,500	\$209,680	\$41,936	\$10,545	19.9	\$827
23	HORTON JOSEPH	S ATLANTIC AVE NEW SMYRNA BEACH 32168	0.01	405	\$100.50	\$40,696	1	\$2,500	\$43,196	\$43,196	\$2,109	20.5	\$171
22	HORTON JOE	S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.04	1,656	\$100.50	\$166,382	4	\$2,500	\$176,382	\$44,095	\$8,436	20.9	\$698
17	EILAI INVESTMENTS LLC	103 S COOPER ST NEW SMYRNA BEACH 32169	0.08	3,315	\$100.50	\$333,118	8	\$2,500	\$353,118	\$44,140	\$16,872	20.9	\$1,397
18	EILAI INVESTMENTS LLC	404 JESSAMINE AVE NEW SMYRNA BEACH 32169	0.11	4,595	\$100.50	\$461,847	11	\$2,500	\$489,347	\$44,486	\$23,199	21.1	\$1,937
13	MAMIE & DING DING LLC	NO STREET NEW SMYRNA BEACH 32169	0.13	5,487	\$100.50	\$551,456	13	\$2,500	\$583,956	\$44,920	\$27,417	21.3	\$2,313
8	MESSINA TAMARA	308 JESSAMINE AVE NEW SMYRNA BEACH 32169	0.10	4,229	\$100.50	\$425,039	10	\$2,500	\$450,039	\$45,004	\$21,090	21.3	\$1,783
14	BEACON ENTERPRISES OF NSB INC	N ATLANTIC AVE NEW SMYRNA BEACH 32169	0.11	4,656	\$100.50	\$467,902	11	\$2,500	\$495,402	\$45,037	\$23,199	21.4	\$1,962
7	WELFER ENTERPRISES INC	222 FLAGLER AVE NEW SMYRNA BEACH 32169	0.16	6,957	\$100.50	\$699,166	16	\$2,500	\$739,166	\$46,198	\$33,744	21.9	\$2,932
3	CITY OF NEW SMYRNA BEACH	PROPERTY LOCATION IS NOT AVAIL NEW SMYRNA BEACH 32169	0.07	3,048	\$100.50	\$306,296	7	\$2,500	\$323,796	\$46,257	\$14,763	21.9	\$1,285
1	STATE OF FLORIDA DOT	100 FLAGLER AVE NEW SMYRNA BEACH 32169	0.10	4,356	\$100.50	\$437,778	10	\$2,500	\$462,778	\$46,278	\$21,090	21.9	\$1,836
21	MOOSER DEBRA J	414 JESSAMINE AVE NEW SMYRNA BEACH 32169	0.11	4,811	\$100.50	\$483,517	11	\$2,500	\$511,017	\$46,456	\$23,199	22.0	\$2,028
15	SOUTHLAND CORPORATION	104 N ATLANTIC AVE NEW SMYRNA BEACH 32169	0.14	6,124	\$100.50	\$615,468	14	\$2,500	\$650,468	\$46,462	\$29,526	22.0	\$2,581
29	BBMD PROPERTIES LLC	207 S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.31	13,699	\$100.50	\$1,376,772	31	\$2,500	\$1,454,272	\$46,912	\$65,379	22.2	\$5,774
2	RVH LAND COMPANY LLC	FLAGLER AVE NEW SMYRNA BEACH 32169	0.17	7,575	\$100.50	\$761,309	17	\$2,500	\$803,809	\$47,283	\$35,853	22.4	\$3,193
16	EILAI INVESTMENTS LLC	FLAGLER AVE NEW SMYRNA BEACH 32169	0.09	4,059	\$100.50	\$407,900	9	\$2,500	\$430,400	\$47,822	\$18,981	22.7	\$1,711
20	BEAULIEU HOLDINGS LLC	NO STREET NEW SMYRNA BEACH 32169	0.10	4,530	\$100.50	\$455,307	10	\$2,500	\$480,307	\$48,031	\$21,090	22.8	\$1,910
6	WELFER ENTERPRISES INC	PROPERTY LOCATION IS NOT AVAIL NEW SMYRNA BEACH 32169	0.04	1,847	\$100.50	\$185,644	4	\$2,500	\$195,644	\$48,911	\$8,436	23.2	\$779
12	CITY OF NEW SMYRNA BEACH	ESTHER ST NEW SMYRNA BEACH 32169	0.02	1,017	\$96.50	\$98,157	2	\$2,500	\$103,157	\$51,578	\$4,218	24.5	\$412
30	EILAI INVESTMENTS LLC	S ATLANTIC AVE NEW SMYRNA BEACH 32169	0.18	7,799	\$128.50	\$1,002,152	18	\$2,500	\$1,047,152	\$58,175	\$37,962	27.6	\$4,203

PARKING GARAGE
OPTIONS AND FINANCIAL ANALYSIS

Location	Owner Name	Location	Site Address	Property Size - Acres	Property Size - Square Feet	Estimated Land Cost per SF	Estimated Total Land Cost	Estimated Parking Spaces Surface Level 1	Level 2 Spaces	Level 3 Spaces	Total Parking Spaces	Construction Cost Per Parking Space	Total Project Cost (Land + Construction)	Total Cost Per Parking Space	Annual O&M Cost	First Floor Retail Storefront (LF)	First Floor Retail Space (SF)	Estimated Annual Parking Revenue Spots x Rate x 95% Occupancy x Days	Annual Revenue Less O&M Cost	Years to Pay Back Construction Cost
Coronado Civic Center / Shuffleboard Courts	City of New Smyrna Beach	1	223 Flagler Avenue	1.00	43,560	\$0.00	\$0	61	100	100	261	\$ 22,500	\$ 5,872,500	\$ 22,500	\$ 156,600	156	9,360	\$ 550,449	\$ 393,849	10.7
3 Parcels West of Shuffleboard Courts	Multiple Owners	1	213, 217, 221 Flagler Avenue	0.28	12,197	\$100.00	\$1,219,700	22	28	28	78	\$ 22,500	\$ 2,974,700	\$ 38,137	\$ 46,800	44	2,640	\$ 164,502	\$ 117,702	18.1
			TOTAL	1.28	55,757		\$1,219,700				339		\$ 8,847,200	\$ 26,098	\$ 203,400			\$ 714,951	\$ 511,551	12.4
SE corner of Flagler Ave and Cooper Street	Eilai Investments LLC (Rami)	2	103 S. Cooper, 404 Jessamine, Flagler Ave	0.28	12,197	\$100.00	\$1,219,680	28	28	28	84	\$ 22,500	\$ 3,109,680	\$ 37,020	\$ 50,400	N/A - Too Small	N/A - Too Small	\$ 177,156	\$ 126,756	17.6
3rd Avenue at South Atlantic Avenue	NSB Properties LLC	3	1208 S. Atlantic Ave.	0.90	39,204	\$75.00	\$2,940,300	35	90	90	215	\$ 22,500	\$ 7,777,800	\$ 36,176	\$ 129,000	400	24,000	\$ 453,435	\$ 324,435	17.2
104 Weekend days + 7 Holidays @ \$20/day with 95% occupancy									Combined for Locations 1 and 3:				\$ 16,625,000		\$ 332,400			\$ 1,168,386	\$ 835,986	14.2

ON-STREET PARKING FINANCIAL ANALYSIS FLAGLER AVENUE AND CANAL STREET

[illegible]



City of New Smyrna Beach

Planning & Engineering Department

VII. Flagler Avenue Parking Study – Phase 1

Flagler Avenue Parking Study: Phase I

City of New Smyrna Beach, FL
Planning and Engineering Department

July 22, 2019

Keywords: New Smyrna Beach, Florida, Parking, Flagler Avenue, Coastal Community,
Mobility, Livability, Tourism



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1—Introduction

The purpose of this study is to evaluate the existing parking needs along Flagler Avenue, per New Smyrna Beach City Commission request on March 19, 2019, ultimately building on concepts outlined in the *New Smyrna Beach Community Redevelopment Agency Parking Plan* (2009), *Flagler Avenue/Beachside Parking Inventory & Initiatives* (2011), and *Parking Task Force Efforts & Recommendations* (2013). Key research questions, therefore, are as follows: is there a parking capacity issue in the Flagler Avenue area? Are there mitigation efforts that can be implemented to foster the enhancement of parking in the area? This study focuses exclusively on the Flagler Avenue corridor, located in east central New Smyrna Beach (Figures 1 & 2).

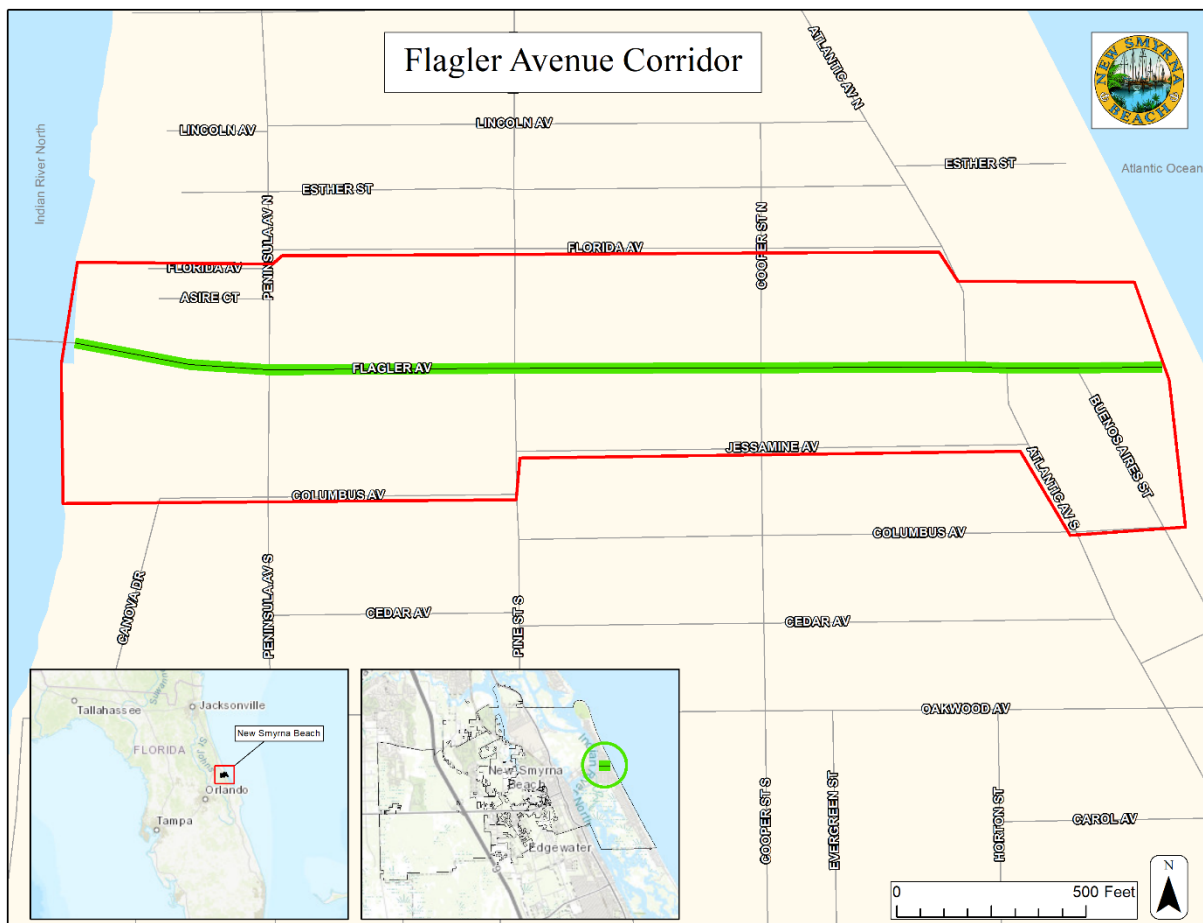


Figure 1: Location of Flagler Avenue and respective study corridor.



Figure 2: Looking west down Flagler Avenue from Buenos Aires Street area.

2—Background

Three seminal studies related to parking capacity in the Flagler Avenue corridor occurred before this study: (1) *New Smyrna Beach Community Redevelopment Agency Parking Plan* (2009), (2) *Flagler Avenue/Beachside Parking Inventory & Initiatives* (2011), *Parking Task Force Efforts & Recommendations* (2013) (Table 1).

Previous Studies		
Title	Year	Notes
New Smyrna Beach Community Redevelopment Agency Parking Plan	2009	Highlighted a “small deficit” regarding Flagler Ave parking; suggested the use of a parking model to complete a comprehensive study; vague recommendations, overall, but data supports proposed thesis.
Flagler Avenue/Beachside Parking Inventory & Initiatives	2011	Short and long-term recommendations, many of which are either currently irrelevant or have been addressed.
Parking Task Force Efforts & Recommendations	2013	Short and long-term recommendations, addressed in the discussion section of this (2019) study.

Table 1: Previous Flagler Avenue parking studies.

3—Methods

Three primary stages occurred during this investigation: (1) quantify parking capacity within the Flagler Avenue corridor, (2) perform field count and analysis based on parking capacity, and (3) calculate if there is a parking deficit, and other related metrics, to address our primary research question. The general approach used in this study is based on methods outlined in the *New Smyrna Beach Community Redevelopment Agency Parking Plan* (2009) and *Flagler Avenue/Beachside Parking Inventory & Initiatives* (2011). Parking capacity was measured using satellite imagery and field verification, utilizing industry standards (Chen Ryan, 2017). Total count includes all parking on public and commercial properties, including parallel parking spots along Flagler Ave; right of way (ROW) is not included in this study unless clearly designated and noted otherwise. Restricted count includes tow away areas, locations with gates, restaurants, etc. Unrestricted count includes on-street parking, public lots, etc.

Four technicians and one field manager performed field count and analysis on Friday, May 17, 2019 and Saturday, May 18, 2019 from 12-9pm. Each technician walked through their assigned zones once per hour (Table 2) and tallied each open parking space, separating restricted & unrestricted. These dates were absent of special events. Once the field count and analysis stage was completed, calculations were performed by city staff based on standard methods outlined in the *New Smyrna Beach Community Redevelopment Agency Parking Plan* (2009) and *Flagler Avenue/Beachside Parking Inventory & Initiatives* (2011).

	Assigned Zone(s)		
Tech 1	F-1	F-2	F-3
Tech 2	F-4	F-5	-
Tech 3	F-6	F-7	F-8
Tech 4	F-9	F-10	-

Table 2: Technician Assigned Zones.

4—Results

Primary findings reveal a total parking capacity count of 1,168 spaces, consisting of a restricted parking capacity of 715 spaces, and an unrestricted parking capacity of 453 spaces (Figure 3). During both study days, peak total percentage (occupancy per parking zone) ranged from 9% to 100%; peak restricted percentage ranged from 33% to 100%; and peak unrestricted percentage ranged from 0% to 100%. Overall peak percentage for total count was 46% on Friday and 31% on Saturday; overall peak percentage for restricted was 62% on Friday and 46% on Saturday; overall percentage for unrestricted was 27% on Friday and 9% on Saturday (Figures 6, 7, 8, & 9, respectively). It is worth noting that the only zone that reached 100% capacity during this study is F-1, and this is potentially an outlier because of the small capacity of the zone. All parking count data is located in Appendix A. During this stage of research, relevant parking citation information was also collected (Table 3).

Citation Information 11/1/18 to 5/1/19	
Citations issued on streets adjacent to Flagler Avenue	169
Citations in kiosk lots (beachside)	2,812
Citations average per month (off-season)	594
Based on business complaints	12 (warnings)
Based on the 4 hour rule on Flagler Avenue	0

Table 3: Parking citation information for the Flagler Avenue area.
Data source: New Smyrna Beach Police Department

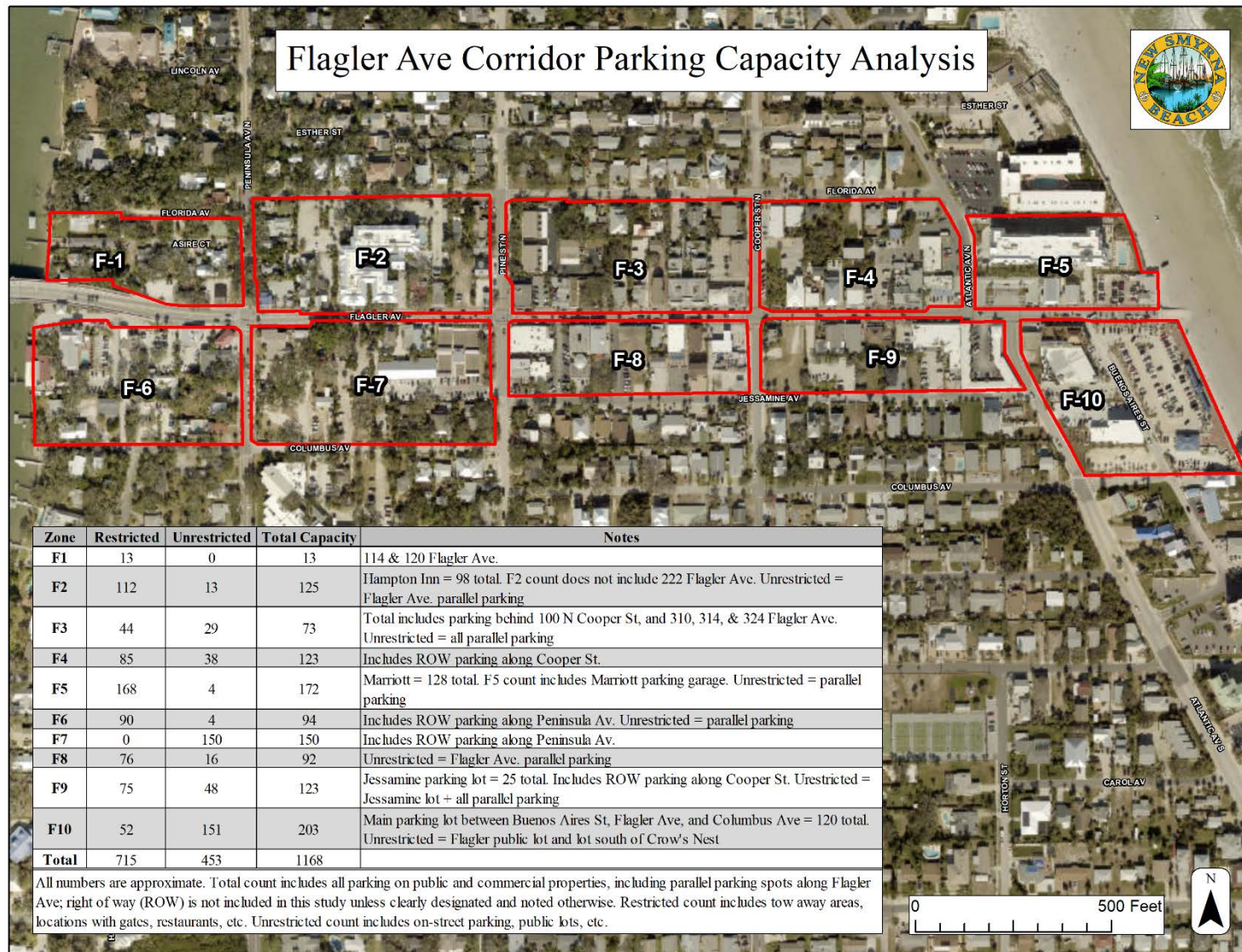


Figure 3: Flagler Avenue study zones and parking capacity breakdown used for this study.

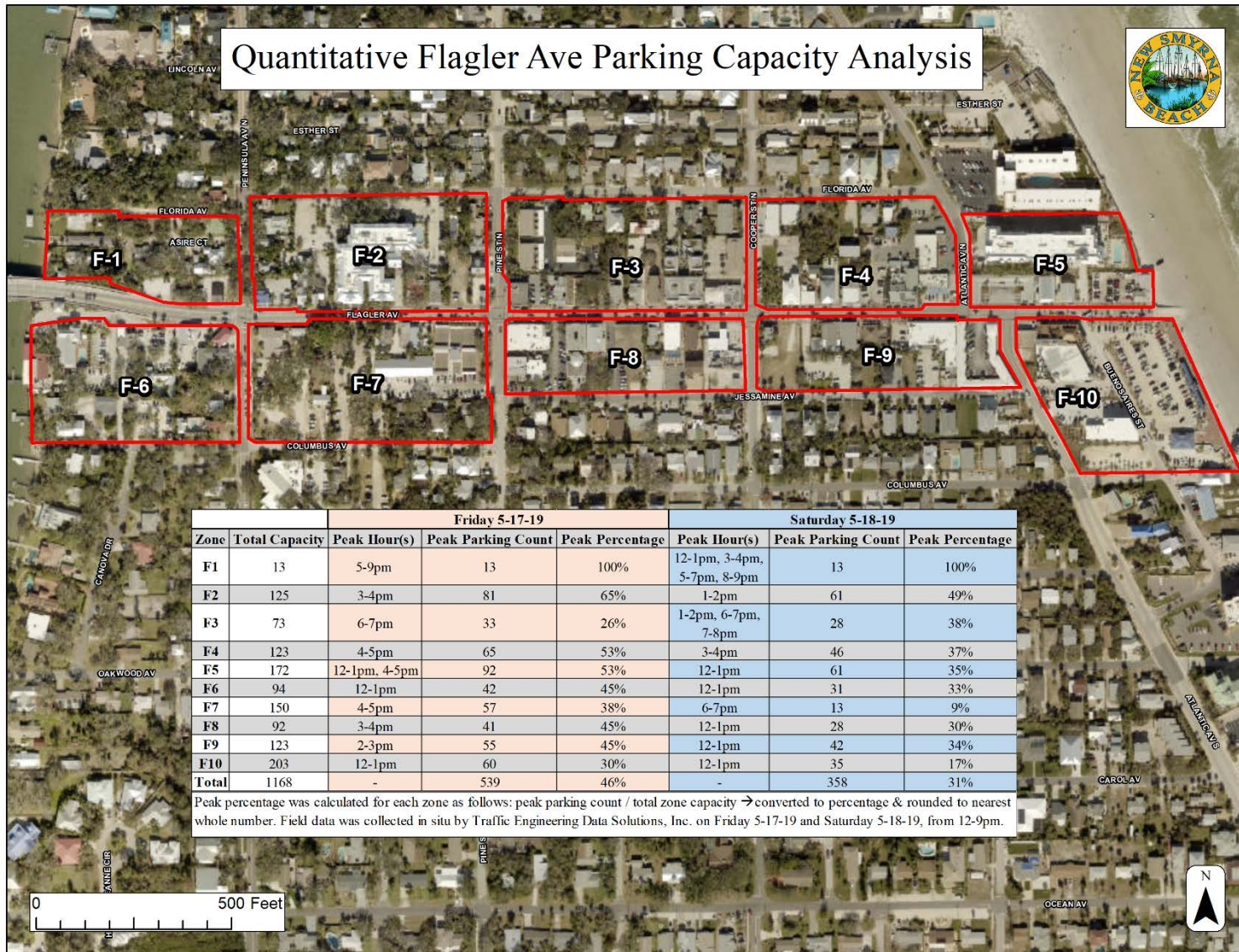


Figure 4: Flagler Avenue total parking capacity results.

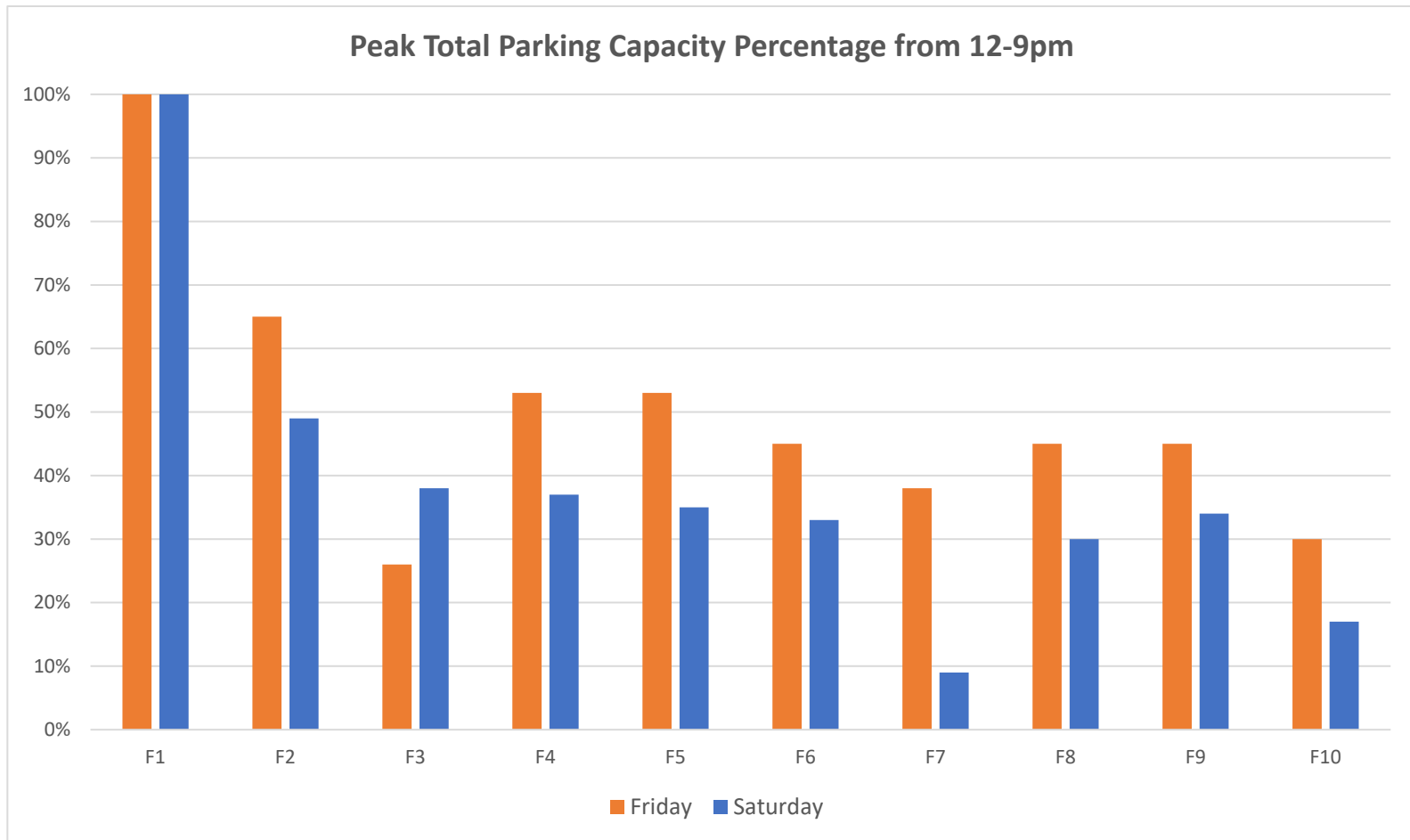


Figure 5: Flagler Avenue total parking capacity highest percentage by zone.

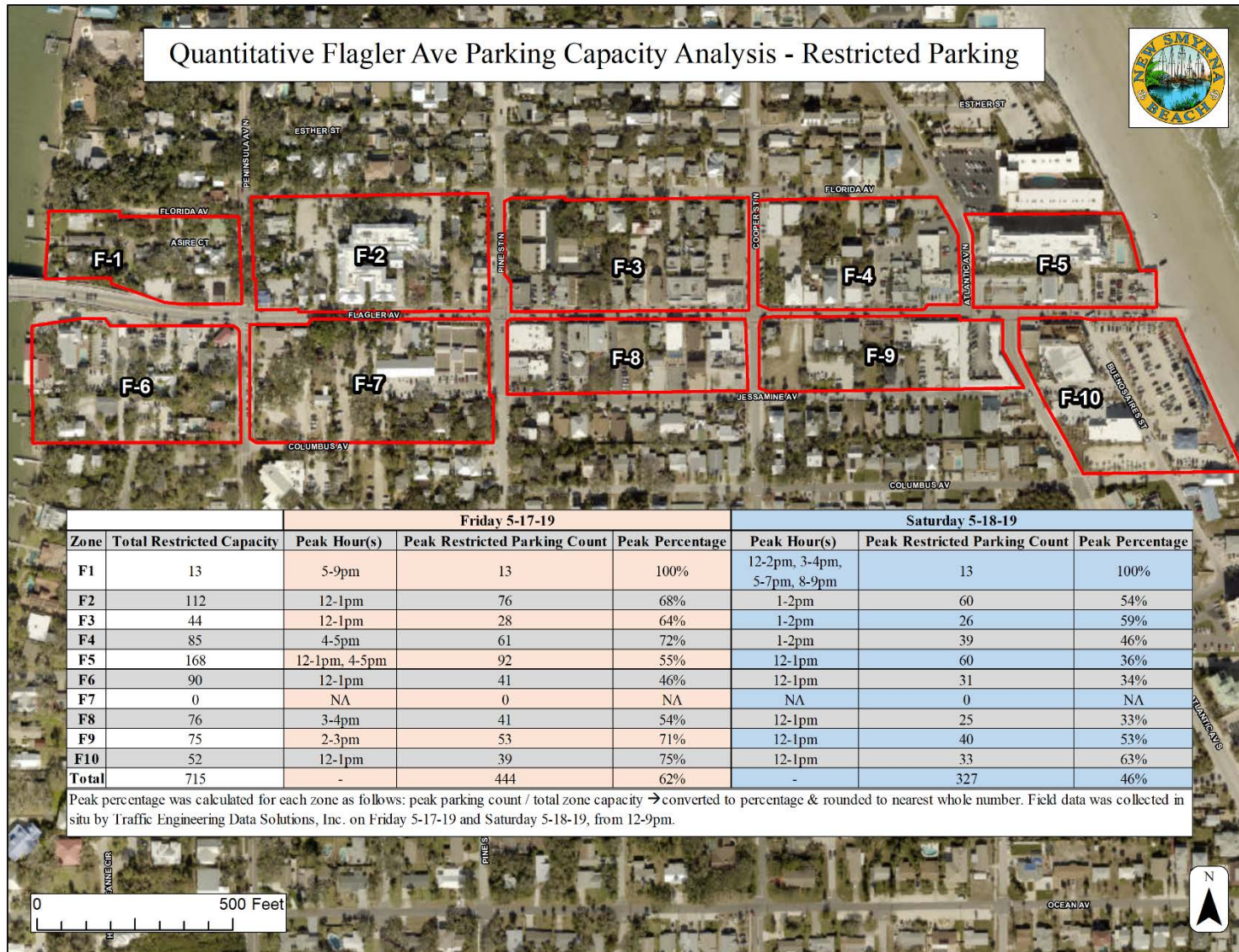


Figure 6: Flagler Avenue restricted parking capacity results.

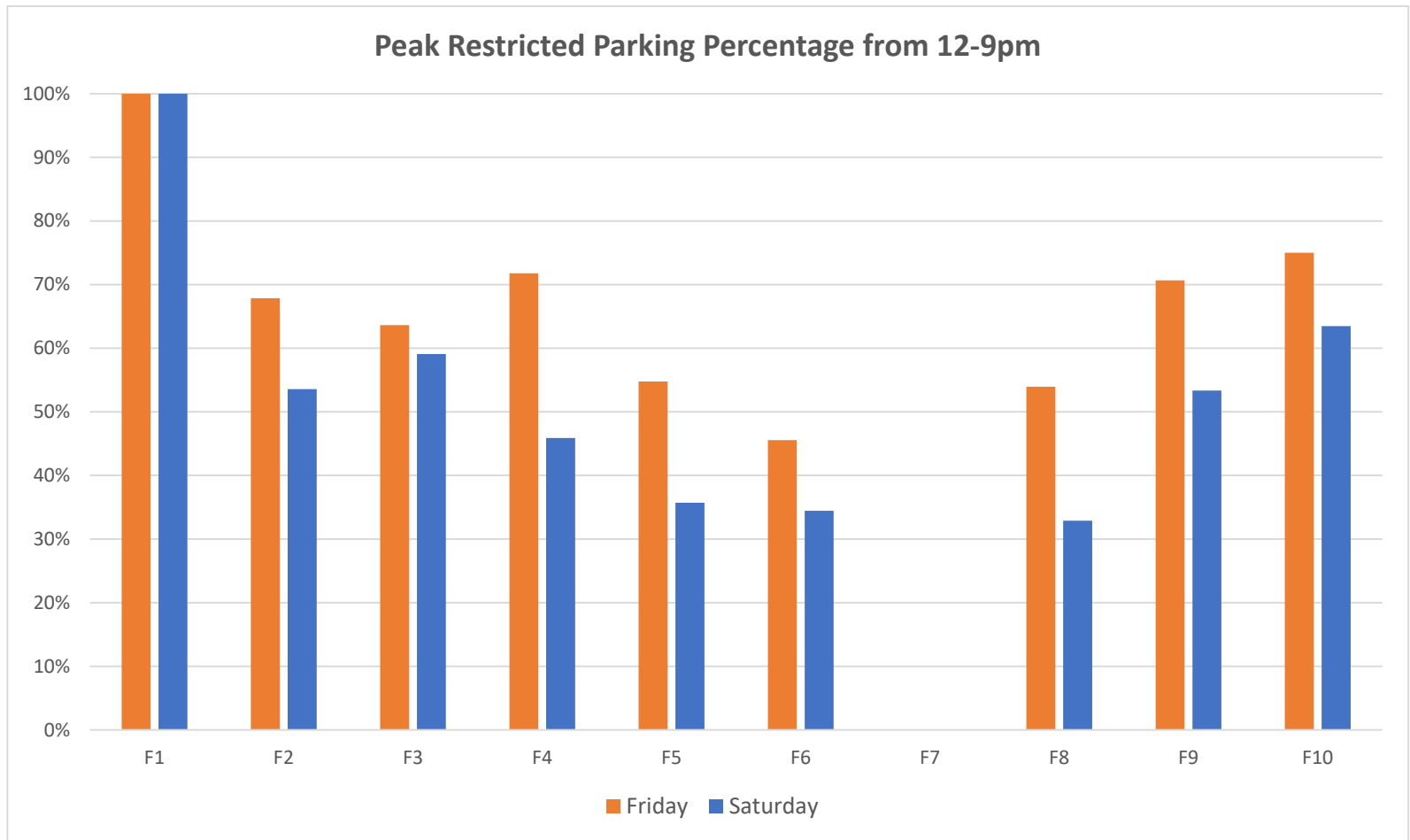


Figure 7: Flagler Avenue restricted parking capacity highest percentage by zone.

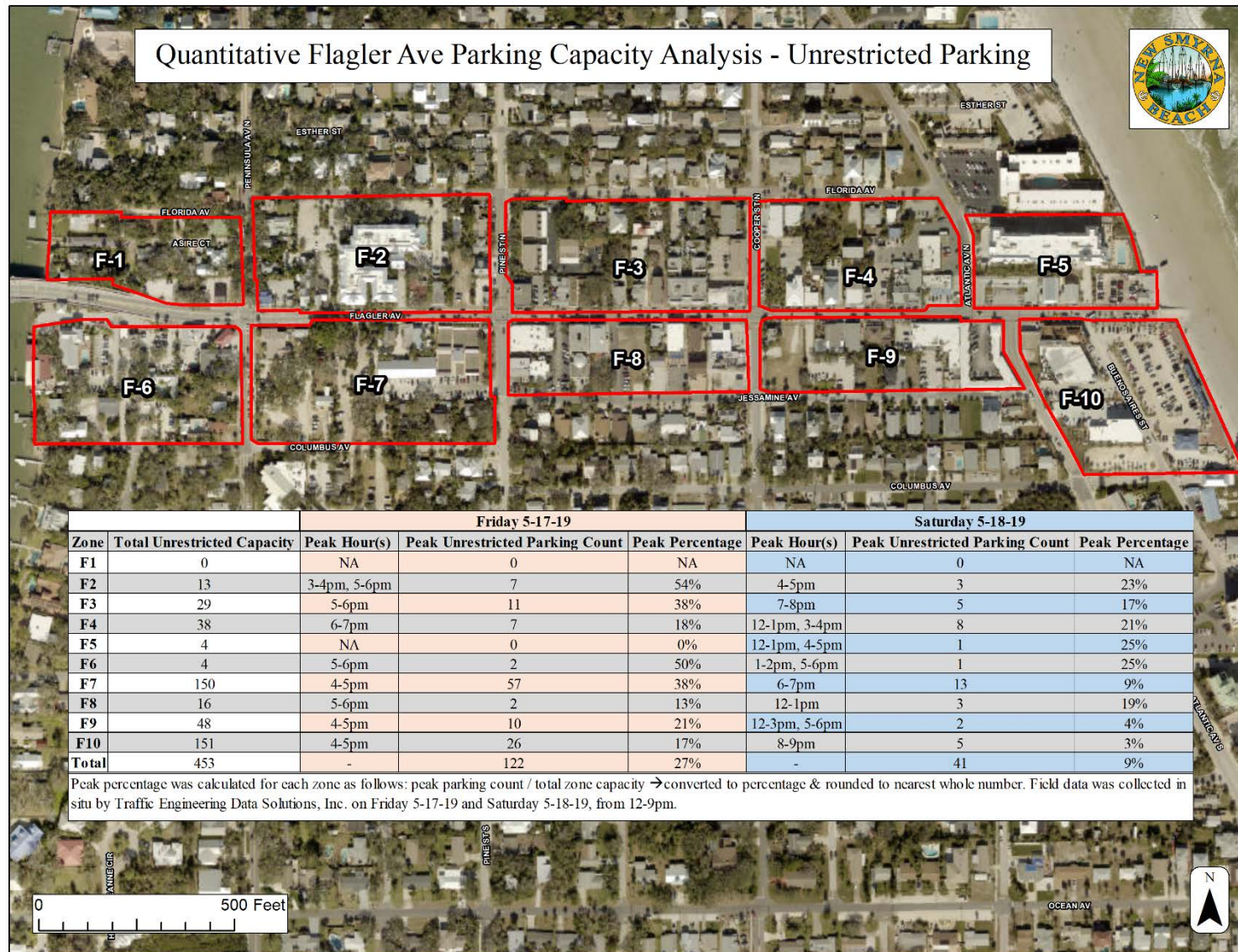


Figure 8: Flagler Avenue unrestricted parking capacity results.

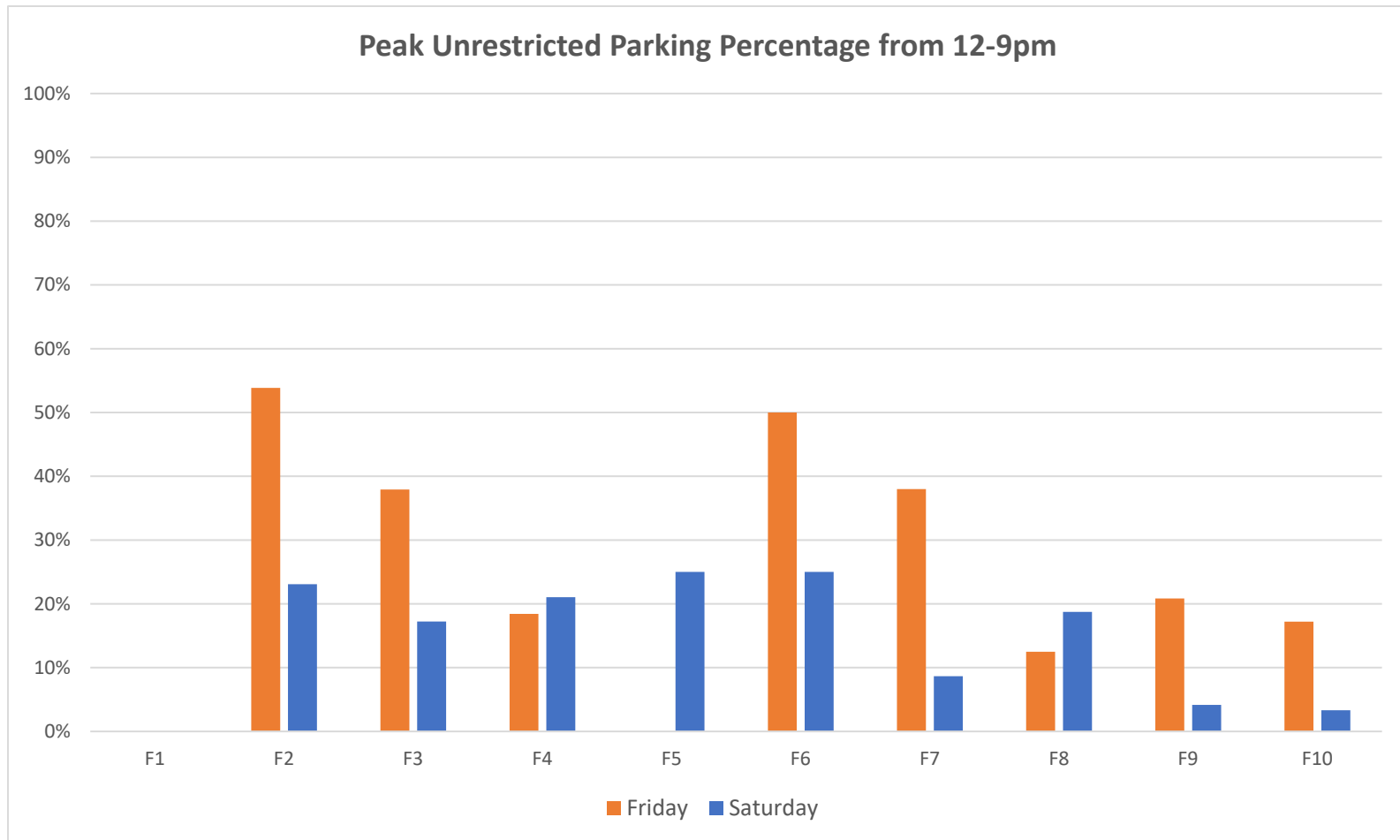


Figure 9: Flagler Avenue unrestricted parking capacity highest percentage by zone.

5—Discussion

Perception and Reality

Perception is subjective and can influence how one views and defines issues such as a parking deficit (Locke, 2016; Puczko & Ratz, 2000). For example, peak hours for restricted parking on both days fall into, and reflect, what can be classified as typical lunch or dinner times; during these hours, there can be a perception of overcrowding in the area (Locke, 2016; Puczko & Ratz, 2000). However, one's perception based on subjective experience does not reflect the objective parking capacity of the area, as it is not easily apparent because of its spatial and temporal nature. Staff posits that during an average weekend throughout the year, parking capacity is sufficient, but during holidays and special events, there is a parking deficit.

Potential Strategies (New)

Table 4 displays the direction outlined in the *Parking Task Force Efforts & Recommendations* (2013). Staff has color-coded the information displayed in this table; blue represents a recommendation that has been addressed, and orange indicates a recommendation that has not been addressed. Building on these previous recommendations, staff has provided current, potential strategies in an effort to mitigate the aforementioned deficit (Table 5).

	Previous Recommendations – Complete	Notes
1	Establish a Parking Fund that would include funds derived from various sources (sale of Columbus Street lot, leased space fees, kiosk parking at ocean front lots, metered parking, overtime fines and enhanced enforcement of established parking regulations). Parking funds to be used for enforcement; equipment and maintenance. Purchase or lease additional parking areas.	Parking fund has been established.
2	Put up signage on Flagler Ave. and intersecting cross streets (i.e., between Flagler and Florida and Flagler and Jessamine) that would limit parking to 4 hours between 7AM-5PM and no parking between the hours of 5AM-7AM; establish “kiosk” parking at selected beach front parks.	Signage and kiosks are in place.
3	Have metered/kiosk/paid parking along Flagler Ave and at the Flagler Boardwalk (to be reviewed prior to implementation), Esther Street, Sapphire, 27 th Avenue, and South Atlantic Beach Park parking lots.	Partially addressed; have metered parking at Flagler Boardwalk (and other parking lots mentioned) but not along streets.
4	Review all existing parking regulations that pertain to new businesses on Flagler Avenue.	Parking requirements in the Land Development Regulations have been periodically reviewed and updated.
5	City to sell the Columbus Street lot.	Developed & never sold.
6	Be prepared for report to City Council at 4/23/13 meeting.	Complete
7	Continue to look for options for smaller surface parking lots throughout the area.	Ongoing
8	Look for opportunities for placement of bike racks for use by the public whether it is private or public.	Land Development Regulations now require bike parking at commercial locations during plan review process.
	Previous Recommendations – Not Addressed	
9	Secure a public/private partnership for a parking garage (location to be determined including consideration of Bert Fish Hospital lot).	There have been several pre-application meetings for parking garages from the private sector in the last three years along Flagler and in the general area. However, they have not come to fruition due to various constraints either fiscally, identifying proper location, or due to Land Development Regulation impacts such as height limits or setback requirements.
10	Determine any locations along Flagler Avenue where tree islands can be removed.	This consideration was dismissed for two reasons, the tree islands are kept for (1) traffic calming and (2) aesthetic purposes.
11	Appoint another parking task force in September to review implemented plans and discuss new initiatives which would include Residential Parking permits.	This recommendation is considered redundant considering that this update is taking place now. As a result of this traffic study, if the Commission decides a parking task force is necessary, staff is ready to implement task force.
12	City to begin collecting fees for all leased spaces at current rate. Consider long-term leases for current parking leased by the CRA/City and consider parking impact fees, or in-lieu of parking fees, for businesses on Flagler Avenue.	The CRA for Flagler no longer exists. There is a parking fee that is being collected Citywide and a Parking Fund that has been established.
13	Remove shuffleboard courts off of Flagler Avenue.	The Shuffleboard Courts of Flagler Avenue have been deemed a designated Local Landmark since the date of the previous study.
14	Establish shuttle/trolley fee paid service throughout Loop area with stops at North Causeway (city owned lot and Marine Discovery Center), 3rd Ave. (Little Theater lot and others TBD) and Flagler Ave. (TBD). Approach SVAA, County or any other viable source regarding funding.	The City Commission has declined to pursue a trolley fee paid service as a potential transportation modes for the City.
15	Establish one-way streets along Esther and Bueno Aires.	The majority of residents along Esther Street during the numerous public participation activities have stated that they prefer that their neighborhood street remain two-way.
16	Compare costs from outside firm to in house to enforce existing or new parking regulations.	This comparison was performed by the New Smyrna Beach Police Department and adjustments are currently being studied and worked on by the New Smyrna Beach Police Department.

Table 4: Previous recommendations outlined in the Parking Task Force Efforts & Recommendations (2013); blue represents a recommendation that is complete, and orange indicates a recommendation that has not been addressed.

	Current, Potential Strategies
1	Surface lots: acquire vacant land near Flagler Avenue for surface parking.
2	Explore feasibility of a parking garage and potential locations.
3	Shuttle service: explore options, costs, and feasibility.
4	Metered parking: implement metered parking for on-street spaces.
5	Reduce maximum parking time to 2 hours to reduce on-street parking for beach users.
6	Investigate potential improvements throughout the study corridor for parallel parking.
7	Implement loading and unloading parking for businesses in the study corridor.
8	Work with private property owners to reduce the number of restricted parking spaces.
9	Signage program/app: communicate where parking is available via mobile application or digital parking map.
10	Encourage drivers to park in public lots outside of the study corridor and take a private app service to their final destination.
11	Work with the Marine Discovery Center to utilize their lot for Special Event parking.
12	City to meet with property owners in the commercial area of Flagler Ave and encourage them to offer paid parking spaces.
13	Improve signage throughout the study corridor to clarify where parking is allowed.
14	Install parking maps throughout the study corridor.
15	Investigate how tides and beach parking influences parking within the study corridor.

Table 5: Potential strategies proposed during this study.

Continued from pg. 12

In brief, an increase in available parking spaces will decrease the likelihood of a parking deficit within the study area; this is the primary objective of the current, potential strategies discussed herein. The strategy to obtain vacant land near Flagler Avenue for parking was also mentioned in previous studies (*New Smyrna Beach Community Redevelopment Agency Parking Plan*, 2009, *Flagler Avenue/Beachside Parking Inventory & Initiatives*, 2011, and *Parking Task Force Efforts & Recommendations*, 2013). It is of note that obtaining vacant land near or directly within the study area is a goal that is subject to the dynamic changes of the real estate market. Staff discussed the feasibility of constructing a parking garage (potentially built inside or outside the study area), and noted the property at the center of Lytle Avenue, Live Oak Street, Andrews Street, and Magnolia Street, as a potential location of interest (Figure 10). A shuttle service could be implemented to carry passengers from lots inside and/or outside of the Flagler Avenue corridor. The Marine Discovery Center (MDC) lot (Figure 11) is another location outside of the study area that could possibly be used as a location for parking; staff specifically discussed special event parking at this location, ultimately working with the MDC. Beyond a shuttle service, if parking lots/garages are utilized outside of the Flagler Avenue corridor, the city could encourage the use of private, mobile application services to transport individuals to their final destinations. Similarly, a separate mobile application created by the city could communicate where parking is available within the study corridor; this app could be real-time, or simply a digital parking map.

Together, establishing metered parking, reducing the current on-street parking time from four hour parking (Figure 12) to two hours, improving signage to clarify where parking is allowed, and installing parking maps could improve the parking conditions, and related flow, directly along Flagler Avenue, and also in local, public parking lots. Moreover, seeking potential improvements

throughout the entire study corridor for parallel parking (Figure 13) will increase the overall parking capacity, and help to clarify where parking is allowed.

The northern and southern borders of the Flagler Avenue corridor abut residential zoning, which creates a unique situation when trying to create more unrestricted parking. Based on this situation, staff encourages the city to work with private property owners to reduce the number of restricted parking spaces in the area. Finally, staff hypothesizes that tides influence beach parking, and therefore, parking within the study area. It is asserted that higher tides that prevent or limit beach parking increase the need for parking within the Flagler Avenue corridor.

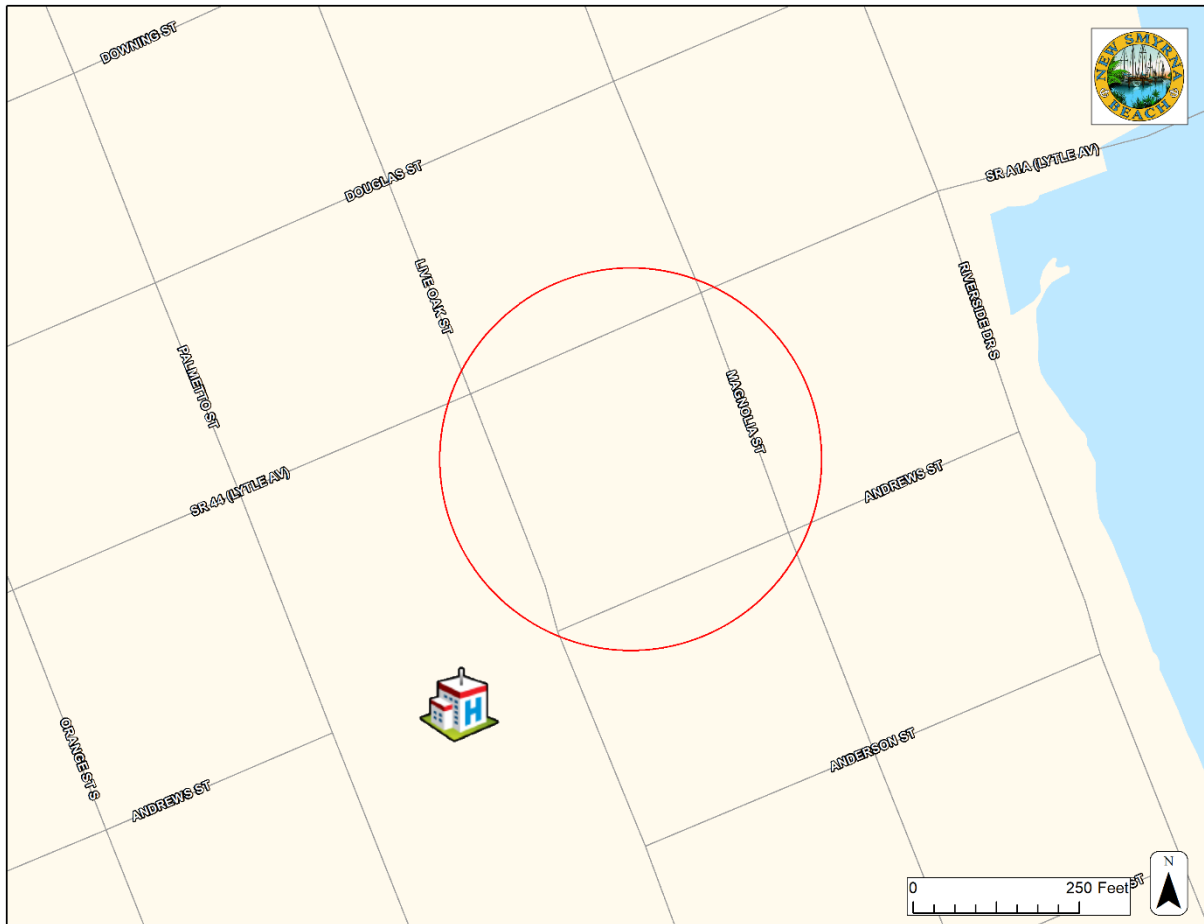


Figure 10: Potential location for parking garage outside of the study corridor.



Figure 11: Marine Discovery parking lot.



Figure 12: Current signage along Flagler Avenue.



Figure 13: Examples of undesignated areas that are currently used for parallel parking: A) South Peninsula Avenue looking south away from Flagler Avenue; B) South Cooper Street looking north towards Flagler Avenue.

Conclusions

Parking in coastal downtown areas creates many unique situations for municipalities; to be effectively addressed, these situations require goal oriented and efficient policies and efforts (Buffat, 2010). Staff recommends continuing this study into Phase II and implementing three critical efforts moving forward: (1) perform a parking capacity count during a special event and/or holiday, (2) expand the study corridor to include Esther Street Beachfront Park (excluded from this study because exact replication of previous studies was one of the directives given to staff) and (3) delve into the feasibility of the potential strategies outlined in this study.



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- Buffat, M. (2010, September 2). *The perception of the urban parking problem. Economics*. Retrieved from <http://hdl.handle.net/2105/7949>
- Chen Ryan. (2017, August 28). *City of Encinitas Coastal Mobility & Livability Study Parking Study. San Diego, California*.
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- New Smyrna Beach Community Redevelopment Agency Parking Plan*. (2009). New Smyrna Beach, Florida.
- Puczko, L., & Ratz, T. (2000). Tourist and resident perceptions of the physical impacts of tourism at Lake Balaton, Hungary: Issues for sustainable tourism management. *Journal of Sustainable Tourism*, 8(6), 458-478.

Appendices

Friday 5-17-19

<u>Zone F1</u>	<u>Restricted Total (Cap 13)</u>	<u>Unrestricted Total (Cap 0)</u>	<u>Hourly Total (Cap 13)</u>
12:00-1:00pm	12	0	<u>12</u>
1:00-2:00pm	12	0	<u>12</u>
2:00-3:00pm	12	0	<u>12</u>
3:00-4:00pm	11	0	<u>11</u>
4:00-5:00pm	10	0	<u>10</u>
5:00-6:00pm	13	0	<u>13</u>
6:00-7:00pm	13	0	<u>13</u>
7:00-8:00pm	13	0	<u>13</u>
8:00-9:00pm	13	0	<u>13</u>
<u>Zone F2</u>	<u>Restricted Total (Cap 112)</u>	<u>Unrestricted Total (Cap 13)</u>	<u>Hourly Total (Cap 125)</u>
12:00-1:00pm	76	3	<u>79</u>

1:00-2:00pm	75	1	<u>76</u>
2:00-3:00pm	75	1	<u>76</u>
3:00-4:00pm	74	7	<u>81</u>
4:00-5:00pm	61	4	<u>65</u>
5:00-6:00pm	53	7	<u>60</u>
6:00-7:00pm	50	1	<u>51</u>
7:00-8:00pm	36	2	<u>38</u>
8:00-9:00pm	28	3	<u>31</u>
<u>Zone F3</u>	<u>Restricted Total (Cap 44)</u>	<u>Unrestricted Total (Cap 29)</u>	<u>Hourly Total (Cap 125)</u>
12:00-1:00pm	28	3	<u>31</u>
1:00-2:00pm	22	2	<u>24</u>
2:00-3:00pm	25	2	<u>27</u>
3:00-4:00pm	25	3	<u>28</u>
4:00-5:00pm	22	8	<u>30</u>

5:00-6:00pm	18	11	<u>29</u>
6:00-7:00pm	23	10	<u>33</u>
7:00-8:00pm	23	2	<u>25</u>
8:00-9:00pm	24	0	<u>24</u>
<u>Zone F4</u>	<u>Restricted Total (Cap 85)</u>	<u>Unrestricted Total (Cap 38)</u>	<u>Hourly Total (Cap 123)</u>
12:00-1:00pm	52	3	<u>55</u>
1:00-2:00pm	33	2	<u>35</u>
2:00-3:00pm	41	3	<u>44</u>
3:00-4:00pm	56	3	<u>59</u>
4:00-5:00pm	61	4	<u>65</u>
5:00-6:00pm	54	3	<u>57</u>
6:00-7:00pm	43	7	<u>50</u>
7:00-8:00pm	39	1	<u>40</u>
8:00-9:00pm	43	3	<u>46</u>

<u>Zone F5</u>	<u>Restricted Total (Cap 168)</u>	<u>Unrestricted Total (Cap 4)</u>	<u>Hourly Total (Cap 172)</u>
12:00-1:00pm	92	0	<u>92</u>
1:00-2:00pm	90	0	<u>90</u>
2:00-3:00pm	83	0	<u>83</u>
3:00-4:00pm	91	0	<u>91</u>
4:00-5:00pm	92	0	<u>92</u>
5:00-6:00pm	86	0	<u>86</u>
6:00-7:00pm	68	0	<u>68</u>
7:00-8:00pm	72	0	<u>72</u>
8:00-9:00pm	60	0	<u>60</u>
<u>Zone F6</u>	<u>Restricted Total (Cap 90)</u>	<u>Unrestricted Total (Cap 4)</u>	<u>Hourly Total (Cap 94)</u>
12:00-1:00pm	41	1	<u>42</u>
1:00-2:00pm	36	0	<u>36</u>
2:00-3:00pm	40	1	<u>41</u>

3:00-4:00pm	36	0	<u>36</u>
4:00-5:00pm	27	0	<u>27</u>
5:00-6:00pm	30	2	<u>32</u>
6:00-7:00pm	20	0	<u>20</u>
7:00-8:00pm	8	0	<u>8</u>
8:00-9:00pm	13	0	<u>13</u>
<u>Zone F7</u>	<u>Restricted Total (Cap 0)</u>	<u>Unrestricted Total (Cap 150)</u>	<u>Hourly Total (Cap 150)</u>
12:00-1:00pm	0	35	<u>35</u>
1:00-2:00pm	0	18	<u>18</u>
2:00-3:00pm	0	13	<u>13</u>
3:00-4:00pm	0	44	<u>44</u>
4:00-5:00pm	0	57	<u>57</u>
5:00-6:00pm	0	47	<u>47</u>
6:00-7:00pm	0	48	<u>48</u>

7:00-8:00pm	0	22	<u>22</u>
8:00-9:00pm	0	7	<u>7</u>
<u>Zone F8</u>	<u>Restricted Total (Cap 76)</u>	<u>Unrestricted Total (Cap 16)</u>	<u>Hourly Total (Cap 92)</u>
12:00-1:00pm	26	1	<u>27</u>
1:00-2:00pm	33	0	<u>33</u>
2:00-3:00pm	36	1	<u>37</u>
3:00-4:00pm	41	0	<u>41</u>
4:00-5:00pm	34	1	<u>35</u>
5:00-6:00pm	29	2	<u>31</u>
6:00-7:00pm	21	0	<u>21</u>
7:00-8:00pm	19	0	<u>19</u>
8:00-9:00pm	17	0	<u>17</u>
<u>Zone F9</u>	<u>Restricted Total (Cap 75)</u>	<u>Unrestricted Total (Cap 48)</u>	<u>Hourly Total (Cap 123)</u>
12:00-1:00pm	51	3	<u>54</u>

1:00-2:00pm	44	1	<u>45</u>
2:00-3:00pm	53	2	<u>55</u>
3:00-4:00pm	42	6	<u>48</u>
4:00-5:00pm	35	10	<u>45</u>
5:00-6:00pm	39	9	<u>48</u>
6:00-7:00pm	45	7	<u>52</u>
7:00-8:00pm	39	2	<u>41</u>
8:00-9:00pm	51	0	<u>51</u>
<u>Zone F10</u>	<u>Restricted Total (Cap 52)</u>	<u>Unrestricted Total (Cap 151)</u>	<u>Hourly Total (Cap 203)</u>
12:00-1:00pm	39	21	<u>60</u>
1:00-2:00pm	22	8	<u>30</u>
2:00-3:00pm	18	12	<u>30</u>
3:00-4:00pm	33	4	<u>37</u>
4:00-5:00pm	31	26	<u>57</u>

5:00-6:00pm	34	20	<u>54</u>
6:00-7:00pm	31	25	<u>56</u>
7:00-8:00pm	23	5	<u>28</u>
8:00-9:00pm	15	9	<u>24</u>

Saturday 5-18-19

<u>Zone F1</u>	<u>Restricted Total (Cap 13)</u>	<u>Unrestricted Total (Cap 0)</u>	<u>Hourly Total (Cap 13)</u>
12:00-1:00pm	13	0	<u>13</u>
1:00-2:00pm	13	0	<u>13</u>
2:00-3:00pm	11	0	<u>11</u>
3:00-4:00pm	13	0	<u>13</u>
4:00-5:00pm	12	0	<u>12</u>
5:00-6:00pm	13	0	<u>13</u>
6:00-7:00pm	13	0	<u>13</u>
7:00-8:00pm	12	0	<u>12</u>
8:00-9:00pm	13	0	<u>13</u>
<u>Zone F2</u>	<u>Restricted Total (Cap 112)</u>	<u>Unrestricted Total (Cap 13)</u>	<u>Hourly Total (Cap 125)</u>
12:00-1:00pm	59	1	<u>60</u>
1:00-2:00pm	60	1	<u>61</u>

2:00-3:00pm	57	1	<u>58</u>
3:00-4:00pm	56	1	<u>57</u>
4:00-5:00pm	53	3	<u>56</u>
5:00-6:00pm	51	1	<u>52</u>
6:00-7:00pm	41	2	<u>43</u>
7:00-8:00pm	26	2	<u>28</u>
8:00-9:00pm	27	0	<u>27</u>
<u>Zone F3</u>	<u>Restricted Total (Cap 44)</u>	<u>Unrestricted Total (Cap 29)</u>	<u>Hourly Total (Cap 73)</u>
12:00-1:00pm	24	2	<u>26</u>
1:00-2:00pm	26	2	<u>28</u>
2:00-3:00pm	22	3	<u>25</u>
3:00-4:00pm	16	1	<u>17</u>
4:00-5:00pm	18	1	<u>19</u>
5:00-6:00pm	17	4	<u>21</u>

6:00-7:00pm	24	4	<u>28</u>
7:00-8:00pm	23	5	<u>28</u>
8:00-9:00pm	20	1	<u>21</u>
<u>Zone F4</u>	<u>Restricted Total (Cap 85)</u>	<u>Unrestricted Total (Cap 38)</u>	<u>Hourly Total (Cap 123)</u>
12:00-1:00pm	35	8	<u>43</u>
1:00-2:00pm	39	3	<u>42</u>
2:00-3:00pm	38	2	<u>40</u>
3:00-4:00pm	38	8	<u>46</u>
4:00-5:00pm	37	5	<u>42</u>
5:00-6:00pm	28	3	<u>31</u>
6:00-7:00pm	30	5	<u>35</u>
7:00-8:00pm	31	4	<u>35</u>
8:00-9:00pm	31	3	<u>34</u>
<u>Zone F5</u>	<u>Restricted Total (Cap 168)</u>	<u>Unrestricted Total (Cap 4)</u>	<u>Hourly Total (Cap 172)</u>

12:00-1:00pm	60	1	<u>61</u>
1:00-2:00pm	48	0	<u>48</u>
2:00-3:00pm	33	0	<u>33</u>
3:00-4:00pm	38	0	<u>38</u>
4:00-5:00pm	26	1	<u>27</u>
5:00-6:00pm	25	0	<u>25</u>
6:00-7:00pm	27	0	<u>27</u>
7:00-8:00pm	24	0	<u>24</u>
8:00-9:00pm	15	0	<u>15</u>
<u>Zone F6</u>	<u>Restricted Total (Cap 90)</u>	<u>Unrestricted Total (Cap 4)</u>	<u>Hourly Total (Cap 94)</u>
12:00-1:00pm	31	0	<u>31</u>
1:00-2:00pm	17	1	<u>18</u>
2:00-3:00pm	9	0	<u>9</u>
3:00-4:00pm	24	0	<u>24</u>

4:00-5:00pm	24	0	<u>24</u>
5:00-6:00pm	29	1	<u>30</u>
6:00-7:00pm	17	0	<u>17</u>
7:00-8:00pm	7	0	<u>7</u>
8:00-9:00pm	10	0	<u>10</u>
<u>Zone F7</u>	<u>Restricted Total (Cap 0)</u>	<u>Unrestricted Total (Cap 150)</u>	<u>Hourly Total (Cap 150)</u>
12:00-1:00pm	0	10	<u>10</u>
1:00-2:00pm	0	9	<u>9</u>
2:00-3:00pm	0	8	<u>8</u>
3:00-4:00pm	0	9	<u>9</u>
4:00-5:00pm	0	9	<u>9</u>
5:00-6:00pm	0	12	<u>12</u>
6:00-7:00pm	0	13	<u>13</u>
7:00-8:00pm	0	4	<u>4</u>

8:00-9:00pm	0	5	<u>5</u>
<u>Zone F8</u>	<u>Restricted Total (Cap 76)</u>	<u>Unrestricted Total (Cap 16)</u>	<u>Hourly Total (Cap 92)</u>
12:00-1:00pm	25	3	<u>28</u>
1:00-2:00pm	18	0	<u>18</u>
2:00-3:00pm	22	1	<u>23</u>
3:00-4:00pm	18	0	<u>18</u>
4:00-5:00pm	17	1	<u>18</u>
5:00-6:00pm	7	1	<u>8</u>
6:00-7:00pm	13	0	<u>13</u>
7:00-8:00pm	18	0	<u>18</u>
8:00-9:00pm	6	2	<u>8</u>
<u>Zone F9</u>	<u>Restricted Total (Cap 75)</u>	<u>Unrestricted Total (Cap 48)</u>	<u>Hourly Total (Cap 123)</u>
12:00-1:00pm	40	2	<u>42</u>
1:00-2:00pm	39	2	<u>41</u>

2:00-3:00pm	35	2	<u>37</u>
3:00-4:00pm	26	1	<u>27</u>
4:00-5:00pm	21	0	<u>21</u>
5:00-6:00pm	14	2	<u>16</u>
6:00-7:00pm	13	1	<u>14</u>
7:00-8:00pm	8	0	<u>8</u>
8:00-9:00pm	6	1	<u>7</u>
<u>Zone F10</u>	<u>Restricted Total (Cap 52)</u>	<u>Unrestricted Total (Cap 151)</u>	<u>Hourly Total (Cap 203)</u>
12:00-1:00pm	33	2	<u>35</u>
1:00-2:00pm	20	1	<u>21</u>
2:00-3:00pm	12	1	<u>13</u>
3:00-4:00pm	8	1	<u>9</u>
4:00-5:00pm	13	2	<u>15</u>
5:00-6:00pm	8	2	<u>10</u>

6:00-7:00pm	5	0	<u>5</u>
7:00-8:00pm	4	0	<u>4</u>
8:00-9:00pm	10	5	<u>15</u>



City of New Smyrna Beach

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VIII. Flagler Avenue Parking Study – Phase 2 Parking Counts

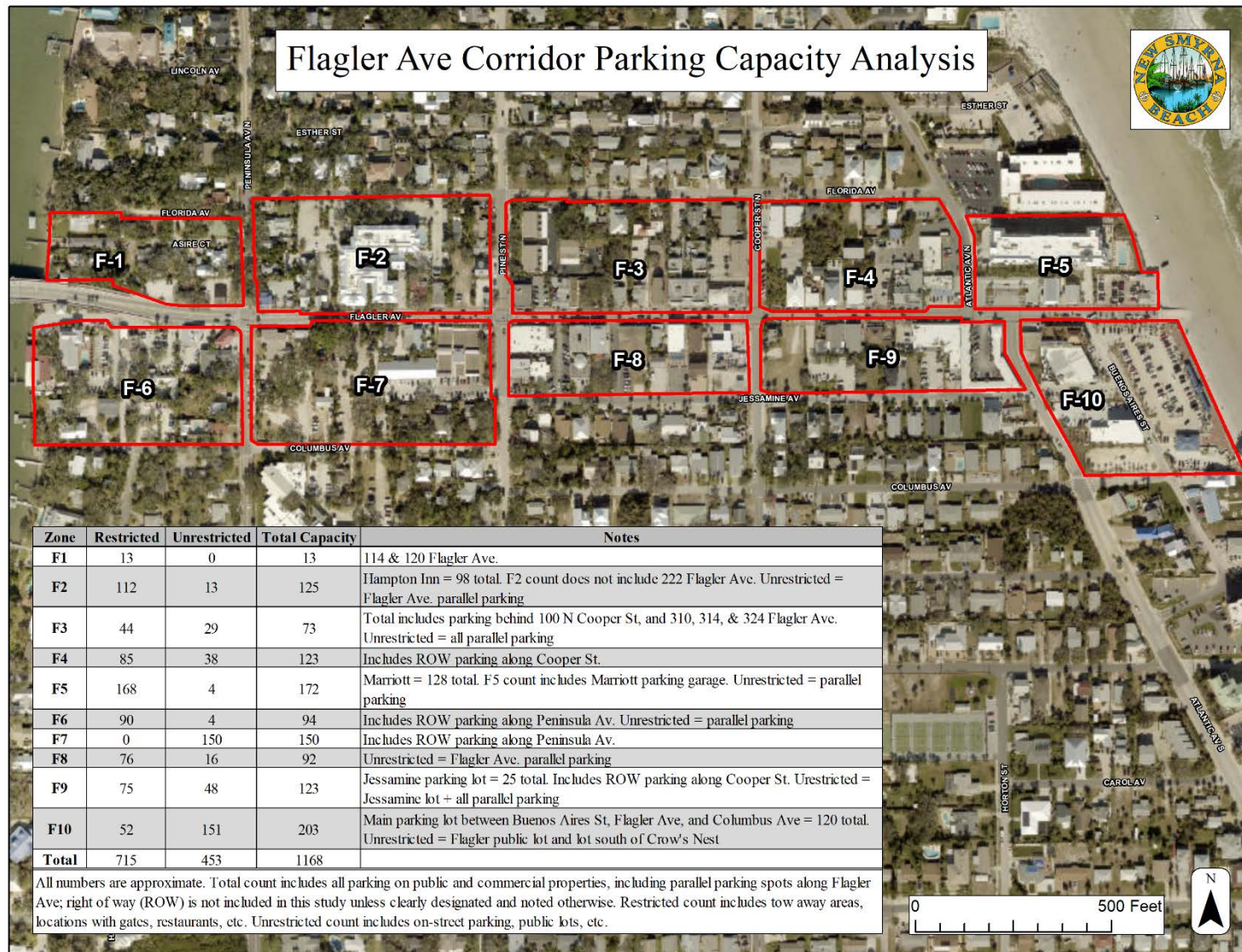


Figure 3: Flagler Avenue study zones and parking capacity breakdown used for this study.

Saturday 10-26-19

<u>Zone F1</u>	<u>Restricted Total (Cap 13)</u>	<u>Unrestricted Total (Cap 0)</u>	<u>Hourly Total (Cap 13)</u>
12:00-1:00pm	10	0	<u>10</u>
1:00-2:00pm	8	0	<u>8</u>
2:00-3:00pm	8	0	<u>8</u>
3:00-4:00pm	8	0	<u>8</u>
4:00-5:00pm	8	0	<u>8</u>
5:00-6:00pm	11	0	<u>11</u>
6:00-7:00pm	13	0	<u>13</u>
7:00-8:00pm	13	0	<u>13</u>
8:00-9:00pm	13	0	<u>13</u>

Saturday 10-26-19

<u>Zone F2</u>	<u>Restricted Total (Cap 112)</u>	<u>Unrestricted Total (Cap 13)</u>	<u>Hourly Total (Cap 125)</u>
12:00-1:00pm	55	0	<u>55</u>
1:00-2:00pm	58	1	<u>59</u>
2:00-3:00pm	44	1	<u>45</u>
3:00-4:00pm	35	2	<u>37</u>
4:00-5:00pm	31	2	<u>33</u>
5:00-6:00pm	28	1	<u>29</u>
6:00-7:00pm	26	1	<u>27</u>
7:00-8:00pm	24	2	<u>26</u>
8:00-9:00pm	26	0	<u>26</u>

Saturday 10-26-19

<u>Zone F3</u>	<u>Restricted Total (Cap 44)</u>	<u>Unrestricted Total (Cap 29)</u>	<u>Hourly Total (Cap 73)</u>
12:00-1:00pm	27	4	<u>31</u>
1:00-2:00pm	28	1	<u>29</u>
2:00-3:00pm	25	2	<u>27</u>
3:00-4:00pm	29	1	<u>30</u>
4:00-5:00pm	21	2	<u>23</u>
5:00-6:00pm	26	2	<u>28</u>
6:00-7:00pm	20	3	<u>23</u>
7:00-8:00pm	20	1	<u>21</u>
8:00-9:00pm	24	3	<u>27</u>

Saturday 10-26-19

<u>Zone F4</u>	<u>Restricted Total (Cap 85)</u>	<u>Unrestricted Total (Cap 38)</u>	<u>Hourly Total (Cap 123)</u>
12:00-1:00pm	47	0	<u>47</u>
1:00-2:00pm	34	0	<u>34</u>
2:00-3:00pm	40	0	<u>40</u>
3:00-4:00pm	46	3	<u>49</u>
4:00-5:00pm	39	0	<u>39</u>
5:00-6:00pm	32	1	<u>33</u>
6:00-7:00pm	26	1	<u>27</u>
7:00-8:00pm	31	0	<u>31</u>
8:00-9:00pm	26	0	<u>26</u>

Saturday 10-26-19

<u>Zone F5</u>	<u>Restricted Total (Cap 168)</u>	<u>Unrestricted Total (Cap 4)</u>	<u>Hourly Total (Cap 172)</u>
12:00-1:00pm	78	1	<u>79</u>
1:00-2:00pm	69	0	<u>69</u>
2:00-3:00pm	73	0	<u>73</u>
3:00-4:00pm	67	1	<u>68</u>
4:00-5:00pm	56	0	<u>56</u>
5:00-6:00pm	58	1	<u>59</u>
6:00-7:00pm	64	0	<u>64</u>
7:00-8:00pm	65	1	<u>66</u>
8:00-9:00pm	64	1	<u>65</u>

Saturday 10-26-19

<u>Zone F6</u>	<u>Restricted Total (Cap 90)</u>	<u>Unrestricted Total (Cap 4)</u>	<u>Hourly Total (Cap 94)</u>
12:00-1:00pm	37	0	<u>37</u>
1:00-2:00pm	23	0	<u>23</u>
2:00-3:00pm	20	0	<u>20</u>
3:00-4:00pm	18	0	<u>18</u>
4:00-5:00pm	17	0	<u>17</u>
5:00-6:00pm	16	0	<u>16</u>
6:00-7:00pm	11	0	<u>11</u>
7:00-8:00pm	15	0	<u>15</u>
8:00-9:00pm	18	0	<u>18</u>

Saturday 10-26-19

<u>Zone F7</u>	<u>Restricted Total (Cap 0)</u>	<u>Unrestricted Total (Cap 150)</u>	<u>Hourly Total (Cap 150)</u>
12:00-1:00pm	0	21	<u>21</u>
1:00-2:00pm	0	8	<u>8</u>
2:00-3:00pm	0	2	<u>2</u>
3:00-4:00pm	0	6	<u>6</u>
4:00-5:00pm	0	11	<u>11</u>
5:00-6:00pm	0	6	<u>6</u>
6:00-7:00pm	0	7	<u>7</u>
7:00-8:00pm	0	13	<u>13</u>
8:00-9:00pm	0	14	<u>14</u>

Saturday 10-26-19

<u>Zone F8</u>	<u>Restricted Total (Cap 76)</u>	<u>Unrestricted Total (Cap 16)</u>	<u>Hourly Total (Cap 92)</u>
12:00-1:00pm	20	0	<u>20</u>
1:00-2:00pm	16	0	<u>16</u>
2:00-3:00pm	21	0	<u>21</u>
3:00-4:00pm	15	1	<u>16</u>
4:00-5:00pm	9	0	<u>9</u>
5:00-6:00pm	9	0	<u>9</u>
6:00-7:00pm	9	0	<u>9</u>
7:00-8:00pm	11	0	<u>11</u>
8:00-9:00pm	14	0	<u>14</u>

Saturday 10-26-19

<u>Zone F9</u>	<u>Restricted Total (Cap 75)</u>	<u>Unrestricted Total (Cap 48)</u>	<u>Hourly Total (Cap 123)</u>
12:00-1:00pm	49	5	<u>54</u>
1:00-2:00pm	48	1	<u>49</u>
2:00-3:00pm	49	1	<u>50</u>
3:00-4:00pm	39	3	<u>42</u>
4:00-5:00pm	36	4	<u>40</u>
5:00-6:00pm	36	4	<u>40</u>
6:00-7:00pm	32	2	<u>34</u>
7:00-8:00pm	32	6	<u>38</u>
8:00-9:00pm	32	4	<u>36</u>

Saturday 10-26-19

<u>Zone F10</u>	<u>Restricted Total (Cap 52)</u>	<u>Unrestricted Total (Cap 151)</u>	<u>Hourly Total (Cap 203)</u>
12:00-1:00pm	16	18	<u>34</u>
1:00-2:00pm	13	36	<u>49</u>
2:00-3:00pm	10	34	<u>44</u>
3:00-4:00pm	12	66	<u>78</u>
4:00-5:00pm	16	68	<u>84</u>
5:00-6:00pm	28	59	<u>87</u>
6:00-7:00pm	20	40	<u>60</u>
7:00-8:00pm	20	52	<u>72</u>
8:00-9:00pm	18	64	<u>82</u>



City of New Smyrna Beach

Planning & Engineering Department

IX. Potential Loading and Unloading Zone Locations

FLAGLER AVENUE - POTENTIAL LOADING AND UNLOADING ZONES



 POTENTIAL LOADING / UNLOADING ZONE

0 100 200 300 Feet

