

City Commission Special Meeting: Parking Task Force Final Report
Tuesday, October 24, 2023
[Video](#) and [Agenda Packet](#)

Mayor Fred Cleveland called the meeting to order at 5:20 PM. Also in attendance were Vice Mayor Randy Hartman, Commissioners Valli Perrine, Lisa Martin, and Jason McGuirk. Staff present were City Manager Khalid Resheidat, Assistant City Manager Ron Neibert, City Clerk Kelly McQuillen, and City Attorney Carrie Avallone.

PUBLIC PARTICIPATION

- Five citizens addressed the Commission and applauded the work and outcomes of the task force.

PRESENTATION

Jay Pendergast, Chair of the Parking Task Force, presented the task force's final recommendations, including background and an assessment of the problem. A copy of the 19-page report is available [HERE](#).

In addition to Pendergast, the task force comprised **Liz Jones, Zoe Neuner, Tony Otte, O.E. Burke, Wayne Lundberg, and Serge Sorese** and met twice monthly from April through September 2023. The PTF members prepared a preamble of foundational thoughts that guided their recommendations. The PTF approved by consensus the following recommendations for the Commission:

Phase I

- Hire a temporary advisor/consultant for the following purposes: evaluate and provide recommendations for the Parking and Mobility Advisory Authority and Parking and Mobility Department.
- Create a centralized Parking and Mobility Department.
- Create a Parking and Mobility Advisory Authority.
- Encourage and seek partnerships with privately owned businesses (Chamber of Commerce, local merchants, etc.) and public agencies such as, FDOT, Volusia County, the New Smyrna Beach Visitors Bureau, as well as existing organizations that have existing parking lots within the parking districts.
- Establish communication with Volusia County regarding beach access / parking.
- Reduce the time limit for on-street parking on Flagler Ave to 2 hours until paid parking is established.

Phase II

- Expansion of paid parking to all City-controlled parking areas (lots, right-of-way), within the confines of Canal Street and Flagler Avenue Parking Districts, with special provisions for employees and City residents.
- Expansion of payment technology, that would include data collection capabilities. Recommend implementation scaled payment schedule dependent on zone and specific location of lots.
- Create a leasing structure for the purpose of leasing properties for shared parking.
- Establish a free shuttle service to be operated by direct ownership of the City or through contractual agreement.
- Evaluate all parking signage, including those at loading zones on Flagler Avenue. The preferred method of providing new spaces is through expansion of parking.

capacity through surface and shared lots Location to be provided by advisor/consultant for properties located on maps o Construction type for new construction of parking lots, beachside: unpaved

- The Towne Center in Venetian Bay has recently lost a 36-parking space lot and several acres of vacant land parking serving business customers; and discussions have been held regarding the potential elimination of business customer parking in the lot adjacent to the community pool. City staff needs to address the business owners' concerns for parking by working with the business owners and the developer to prepare a study of parking options to serve the business customers in the Towne Center. Options to be studied include the elimination of the green space and the shrinking of the sidewalk on the East side of the Towne Center along Luna Bella Street and the provision of angle parking from the clock tower roundabout to the north to the southern edge of the parking lot adjacent to the community pool.

Phase III

- Defer parking garages on Flagler Avenue and Canal Street to such time in future as needed.

COMMISSIONERS' COMMENTS

- Perrine: Beach towns and full-time parking professional; role of staff vs. consultant.
- Martin: Feasibility of shuttle service, free parking on Canal and Flagler, signage on Flagler.
- McGuirk: Importance of presenting to and involving the public, idea of continuing board is good, employee parking, what can be done immediately, dealing with controversial topics, free parking time limit.
- Hartman: inclusion of Venetian Bay, what are the two top recommendations (Pendergast: hiring parking professional, and implementing pay parking), technology and data gathering.
- Cleveland: needs to drive out fear of failure, respect role of resident and businesses, appreciates phased approach, parking is one aspect of transportation and mobility.
- City Manager: hire consultant to develop action plan based on recommendations

Motion to ask staff to hire a consultant to review comprehensive parking and mobility and to develop a plan to create an advisory board or continuing committee. **Approved unanimously.**