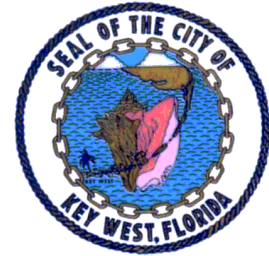


EXECUTIVE SUMMARY



TO: Jim Scholl, City Manager

FROM: John Wilkins, Parking Director

DATE: August 15, 2019

SUBJECT: Expansion of Metered Parking area to include 1500 block of Reynolds Street, 700 and 800 block of Seminole Street per Sec. 70-31(b) of the Code of Ordinances of the City of Key West.

Action Statement:

Pass a resolution to expand metered parking area to include 1500 block of Reynolds street 700 and 800 block of Seminole Street as per Sec. 70-31(b) of the Code of Ordinances of the City of Key West. These areas are adjacent to the Casa Marina Resort.

Background:

The City of Key West Ordinances Sec. 70-31(b) under City Manager's Authority states the City Manager shall designate and indicate, upon the approval of the City Commission, by appropriate signs and markings, metered parking spaces and zones.

Parking staff performed a recent sampling of parking in the blocks adjacent to the Casa Marina Resort. Results showed that the approximate 14 spaces in the 1500 block of Reynolds Street were utilized 100 percent of the time by non-residents. In the 700 and 800 blocks of Seminole Street, accounting for loading and taxi zones, the approximate 35 parking spaces were utilized by non-residents 60 percent of the time.

We choose two day-time samples and two night-time samples; One each on weekday and one weekend during first week of August 2019. It is a small sample, but I think gives a good general picture of who uses these parking spaces and when.

1500 Reynolds (14 spaces)

700/800 Seminole (35 spaces)

Weekday Day:

9 Non-Resident / 0 Resident

22 Non-Resident / 10 Resident

Weekday Night:

13 Non-Resident / 0 Resident

24 Non-Resident / 10 Resident

Weekend Day:

14 Non-Resident / 0 Resident

21 Non-Resident / 9 Resident

Weekend Night:

14 Non-Resident / 0 Resident

21 Non-Resident / 6 Resident

The 10 residents parking in the 700 and 800 blocks of Seminole consistently appear to be utilized by people working at the Casa Marina Resort. They are local to the area but not to the adjacent vicinity.

Recommendation:

Pass a resolution to expand metered parking area to include the 1500 block of Reynolds Street, 700 and 800 Block of Seminole Street. Improve street markings to further define parking areas. Install signage and 3 parking pay stations – one on Reynolds Street and two on Seminole Street to meter the area adjacent to the Casa Marina Resort. Request the Casa Marina Management expand their employee parking to accommodate the 10 resident people utilizing these parking spaces while working at the Casa Marina Resort. Additionally, the Parking Division recommends offering a daily rate at \$40.00 per 24 hours as we assume the non-residential parking are guests of the Casa Marina. Any other changes to the vicinity parking would be considered as needed.

Financial Impact:

The financial expenditure is estimated to be approximately \$22,000 for 3 pay stations delivered and installed. \$8,000 for street striping and signage. The budget currently under review would be sufficient to absorb these costs without modification. A conservative estimate of annual revenue collected from these areas would be \$60,000 from the 1500 block of Reynolds and \$80,000 from the 700 and 800 blocks of Seminole Street.