Vero Beach Parking Study
Parking Analysis

### Vero Beach, FL

September 24, 2019

Parking Supply and Demand Analysis

- **Analyzed all Public and Private On and Off-Street Parking in Study Area**

  - **Comprehensive survey of more than 3,000 spaces, including more than 750 public spaces**

- **Analysis of Peak Parking Occupancy and Surplus/Deficit**

- **Parking Inventory by Facility and Space Type**

- **Conducted Parking Occupancy Counts Over a 5-Day Period (Peak Season)**

 - **Wednesday, March 13th to Sunday, March 17th between 10am and 6pm**

Study Area - Vero Beach Parking Study
Public & Private Parking, On and Off-Street

Legend

- Private, Off-Street
- Public, Off-Street
- Public, On-Street

Off-Street ID — A
On-Street ID — #

On-Street

ID	Inventory	ID	Inventory
1	20	40	6
2	4	41	2
3	3	42	7
4	2	43	3
5	5	44	8
6	1	45	2
7	3	46	6
8	6	47	17
9	1	48	9
10	6	49	8
11	20	50	8
12	2	51	7
13	7	52	1
14	10	53	8
15	5	54	5
16	3	55	4
17	18	56	14
18	3	57	16
19	1	58	19
20	17	59	4
21	4	60	5
22	1	61	2
23	1	62	1
24	1	63	12
25	9	64	5
26	1	65	3
27	1	66	3
28	1	67	2
29	1	68	9
30	17	69	6
31	18	70	3
32	6	71	7
33	2	72	1
34	14	73	13
35	12	74	9
36	5	75	4
37	12	76	11
38	4	77	6
39	2	78	4

Off-Street

ID	Inventory	ID	Inventory
A	104	AJ	5
B	129	AK	15
C	87	AL	6
D	111	AM	11
E	90	AN	14
F	89	AO	226
G	9	AP	10
H	88	AQ	43
I	111	AR	33
J	71	AS	35
K	9	AT	13
L	15	AU	24
M	45	AV	30
N	58	AW	21
O	49	AX	32
P	54	AY	13
Q	32	AZ	35
R	19	BA	25
S	17	BB	37
T	41	BC	13
U	51	BD	13
V	26	BE	16
W	152	BF	12
X	11	BG	20
Y	18	BH	5
Z	16	BI	12
AA	8	BJ	16
AB	21	BK	19
AC	25	BL	65
AD	12	BM	37
AE	12	BN	29
AF	6	BO	5
AG	6	BP	35
AH	25	BQ	49
AI	6	BR	0

PARKING INVENTORY

■ On Street   ■ Off Street - Public   ■ Off Street - Private

511, 16%

245, 8%

2352, 76%
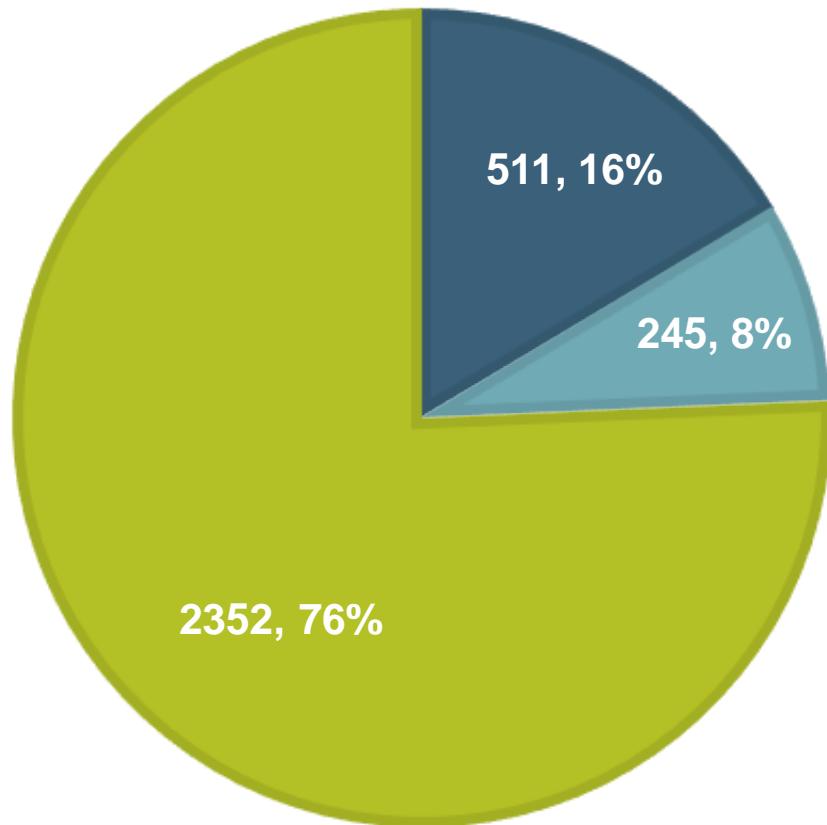
Total of 3,108 spaces surveyed

Majority of the parking (76%) is privately owned

Parking Occupancy During Study Period


PARKING OCCUPANCY
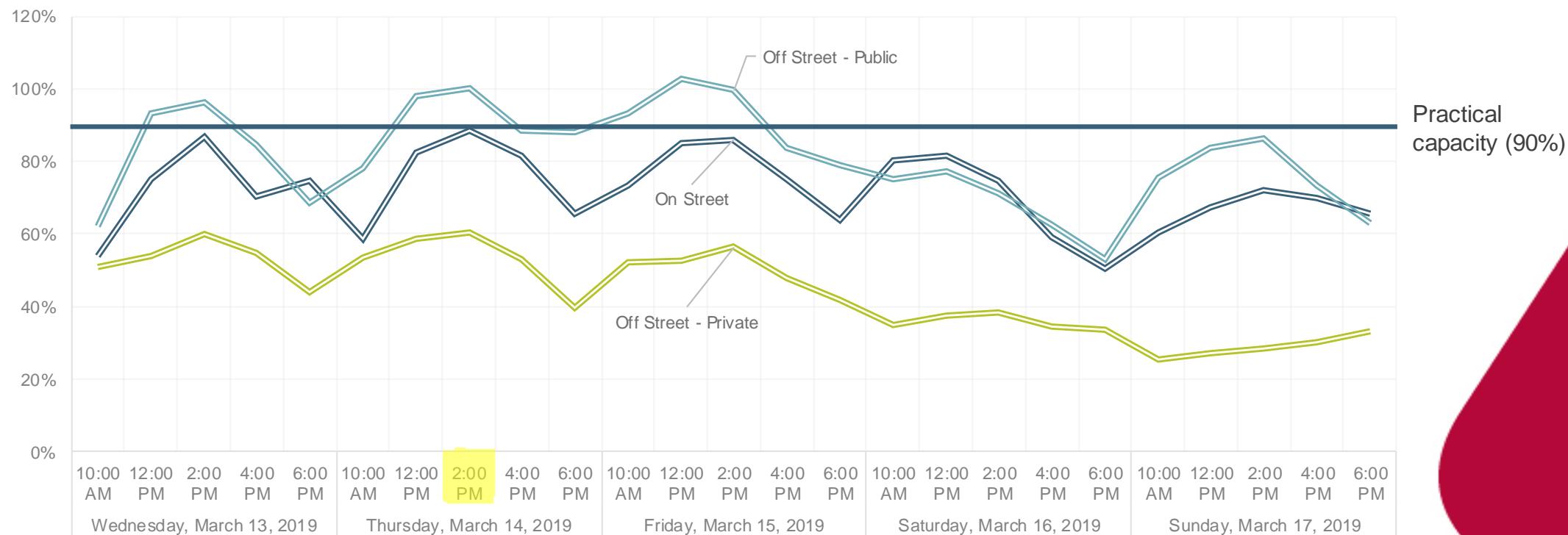
System-Wide **Peak** occurred on Thursday, March 14, 2019 at 2 P.M.

Existing Parking Demand Analysis
Thursday, 2 P.M. (Peak Period)

Parking Occupancy - Vero Beach
Peak Period - Thursday, March 14 - 2:00 PM
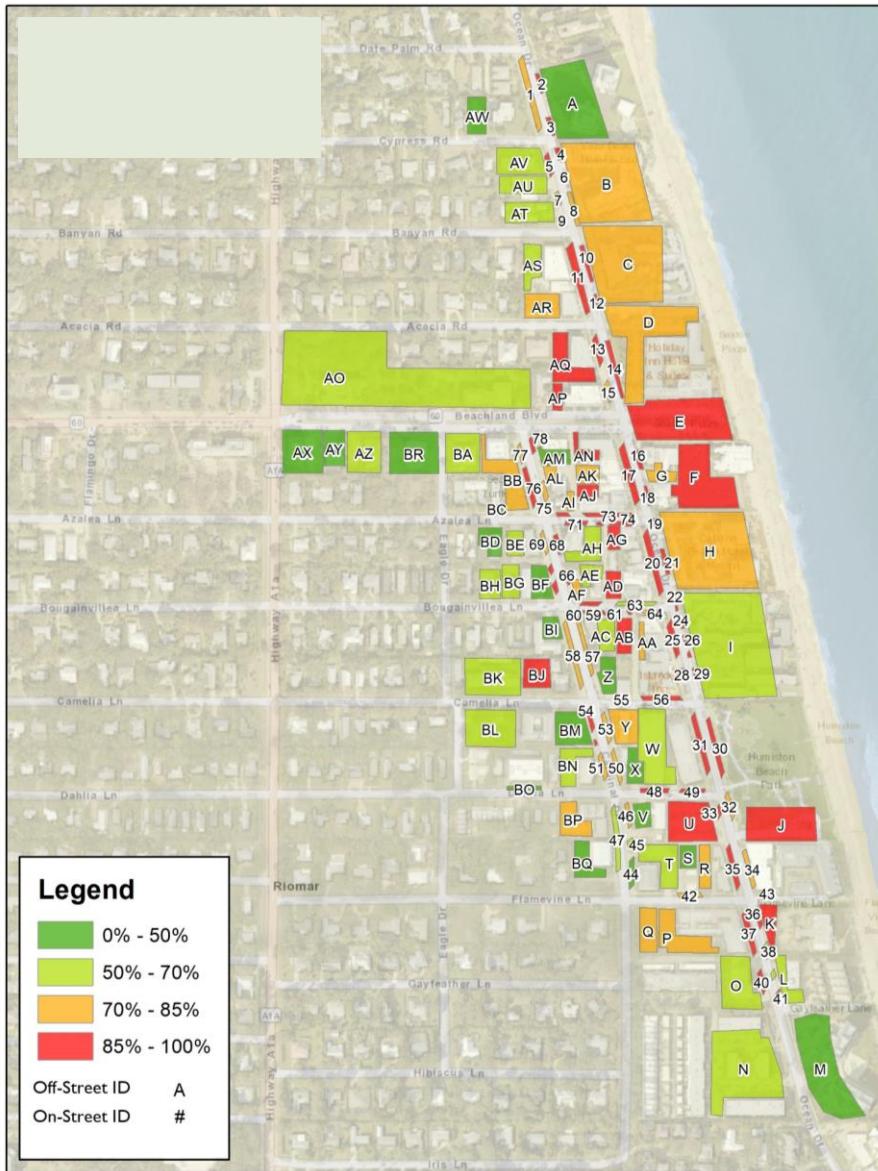
On-Street Public Occupancy: 89%
Off-Street Public Occupancy: 100%
Off-Street Private Occupancy: 61%
Total Occupancy: 69%

- Assumed a **90% capacity factor** for peak parking surplus/deficit analysis

- **Surplus of 655 private parking spaces** during peak period

- **Deficit of 31 public parking spaces** during peak period

Parking Occupancy - Vero Beach
5 Year Growth
Peak Period

Area	Peak Occupancy
On-Street	96%
Off-Street, Public	108%
Off-Street, Private	66%
Total	74%
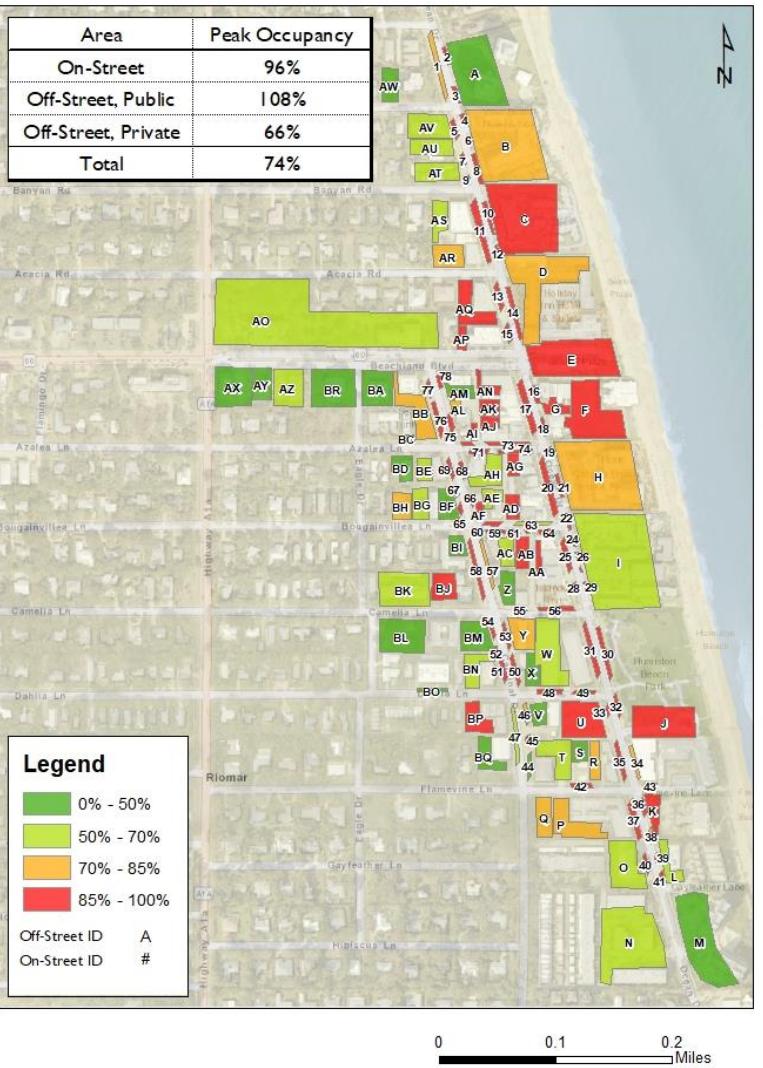
Parking Occupancy - Vero Beach
10 Year Growth
Peak Period

Area	Peak Occupancy
On-Street	104%
Off-Street, Public	117%
Off-Street, Private	71%
Total	80%

Legend

- 0% - 50%
- 50% - 70%
- 70% - 85%
- 85% - 100%

Off-Street ID   A
On-Street ID   #
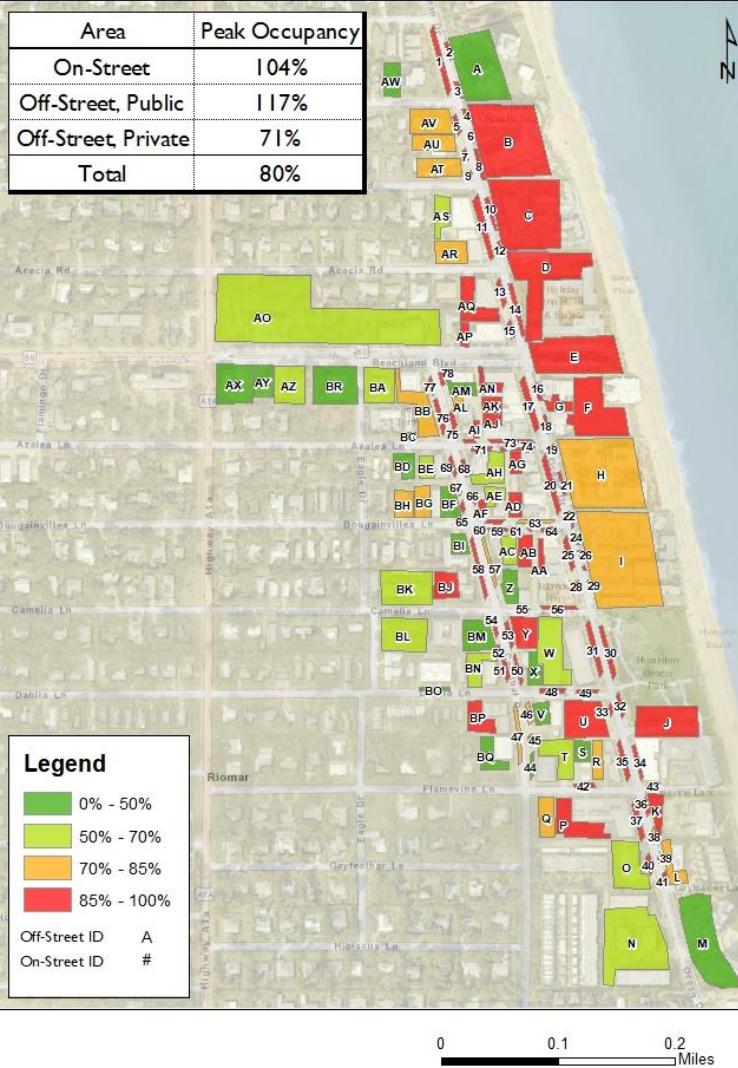
Future Parking Demand Analysis

Public Parking Deficit
5-Years: 101 spaces
10-Years: 158 spaces

Private Parking Surplus
5-Years: 498 spaces
10-Years: 379 spaces

Historical population growth in Indian River County 2000 to 2015
1.67% annual growth
5-Years: 8.35%
10-Years: 16.7%

Parking Supply/Demand Conclusions

- **Peak times are during a weekday afternoon (approx. 11am – 3pm)**

- **Public parking is well utilized with minimal capacity during peak period**

- **Potential available capacity in private parking facilities**

- **Projected deficit of public parking and surplus of private parking**

- **Shared parking opportunities to maximize parking inventory**

Existing Parking Policies

- **Free** Public Parking

- **2-Hour** Time Restrictions On-Street and Off-Street (Humiston Beach Park lot and Beachland Blvd. Lot), except along Cardinal Drive (**3-Hour**) between 8 am – 6 pm

- No time restrictions in three public parking lots

- No on-street parking along residential streets

- Previously offered remote employee lots with shuttle service at Riverside Theatre for Vero Beach Hotel and Spa

- Valet parking provided at various hotels

- Private parking restricted to visitors/employees of associated business

Existing Parking Zoning Policies

- **Overlay District** (Cardinal Drive/Ocean Drive) with reduced requirements for residential and retail

- **Off-street parking minimums** for new construction, expansions, new use, or change in occupancy

- **Reduction** of off-street parking for abutting **on-street spaces**, but only for privately-built on-street spaces in Overlay District

- **Shared parking** reduction using either calculation matrix in Zoning, ULI Shared Parking model, or shared parking agreement with off-site parking (public or private)

- **Parking agreements** required for any off-site parking involving two different property owners

- **Valet and tandem** parking policies

Benchmark Analysis of Parking Requirements

Land Use	Vero Beach	Winter Park	Delray Beach	St. Armands, Sarasota
Residential	1.5 to 2 per unit Overlay: 1 per unit	2 to 2.5 per unit	1 to 2 per unit	1 to 2 per unit
Retail	4 per ksf Overlay: 3.33 per ksf	4 per ksf	4.5 per ksf CBD: 2 per ksf	4 per ksf
Restaurant*	5 to 13.33 per ksf	20 per ksf	12 to 15 per ksf CBD: 6 per ksf	6.6 per ksf
Office	3.33 per ksf	4 per ksf	3.5 to 4 per ksf CBD: 2 to 3.3 per ksf	2.85 per ksf
Hotel	1.25 per room + ½ to ¾ accessory use minimums	1 per room + accessory use minimums	0.7 per room + 1 per 800 sq. ft. of mtg. rooms and shops	1.1 per room + accessory use minimums CBD: 0.5 per room

* Take out only 5 per ksf, Bar 13.33 per ksf, Restaurant 10 per ksf

Impact of Existing Parking Policies

- **Opportunity to abuse public parking by employees**

- **No incentive for short-term visitors to use off-street private parking**

- **Minimal long-term (i.e. 4+ hrs) public parking options available**

- **Difficult to incentivize off-site parking with current policies**

- **Opportunities to implement shared parking agreements between private businesses**

- **New uses or developments are required to provide parking**

Potential Solutions

- Paid Parking

- Shared Parking

- Supply Additions

- Off-Site Employee Parking

- Parking Management Improvements

- Modernized Parking Policy

Paid Parking

Inventory
- On-Street: 511 spaces
- Off-Street: 245 spaces

Benefits of Paid Parking

Balance parking demand

Incentivize people to use private parking areas

Provide funds to effectively manage parking system

Prevent long-term parkers from using on-street parking

Increase turnover of spaces

Convenience through multiple payment options

Incentivizes alternative modes of transportation

Shared Parking

- **Offer Private Parking Assets to Public through a Shared Parking Agreement**

  - Between City and Private Entity, or

  - Between Private Entity and Private Entity

- **Currently shared parking agreements are allowed between private businesses/landowners per City Zoning Code**

- **Case Studies:**

  Fort Worth, Texas
  - Downtown TIF leases private parking for evenings and weekends
  - Pays on average $130 per space per year
  - Offers parking for free to public

  Sacramento, California
  - Agreements with at least 21 privately-owned parking facilities
  - City assumes all the enforcement, management, and liability
  - Agreements may involve revenue sharing once the City has broken even on lot improvements and operations

  Oak Park, Illinois
  - City leases parking from private landowners in Village center
  - Village maintains lots, signage, installs payment equipment, collects revenue, and provides enforcement through Police Department
  - Remaining funds after operation and maintenance costs split 50/50 with landowner
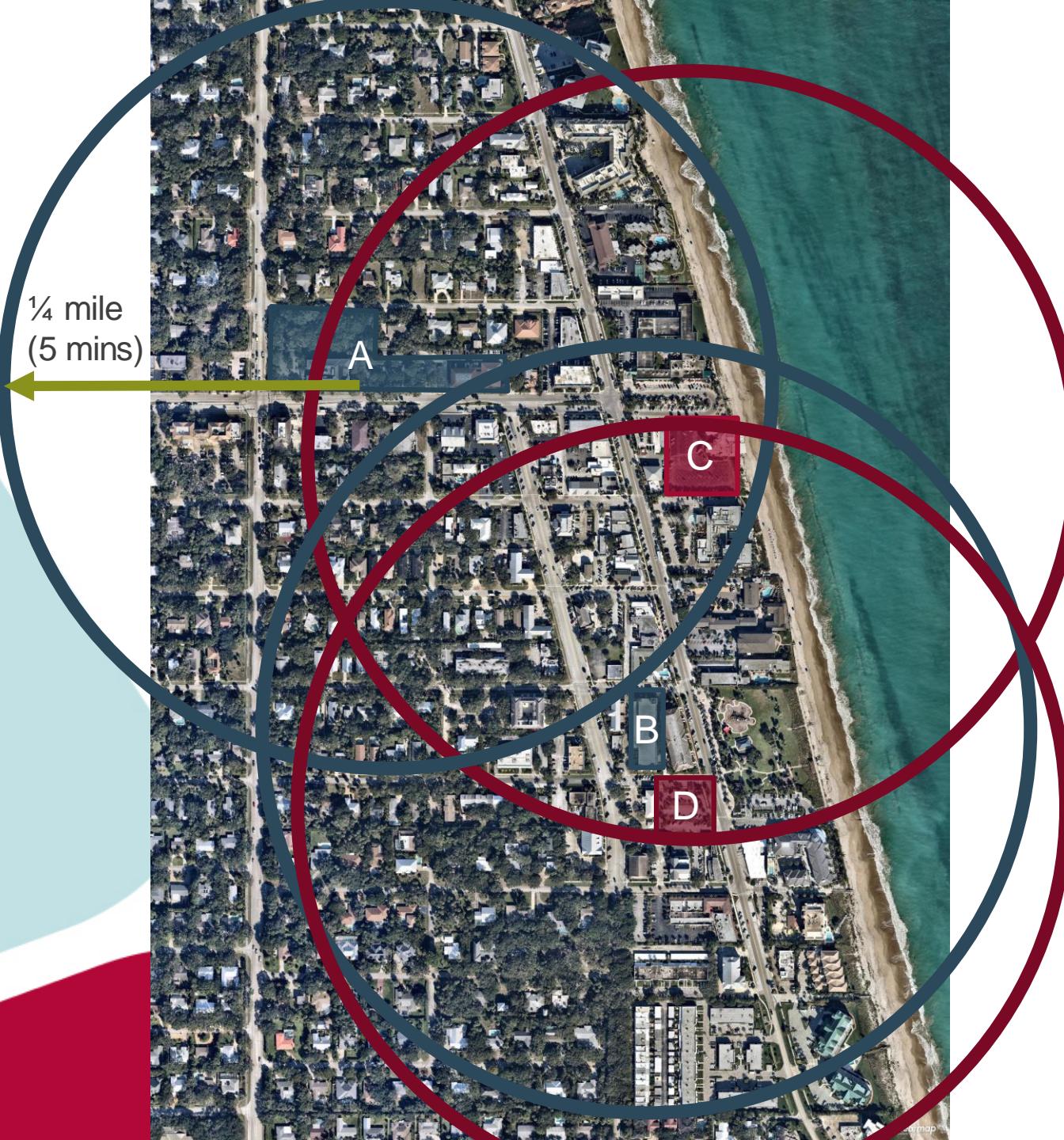
Supply Additions

Quarter Mile Walking Radius

Shared Parking Options

A) Wilmington/Northern Trust Lot

B) Park Place Garage

Structured Parking Options

C) Ocean Grill Private Lot
  - ~150 space net gain
  - ~$4.8 million to construct

D) Humiston Plaza Public Lot
  - ~100 spaces net gain
  - ~$3 million to construct

¼ mile (5 mins)

Challenges of Constructing Garage

Not the highest and best use of sites

Poor geometrics for both sites

Expensive to construct and maintain

Not the preferred parking option

Can place a financial strain on communities

Displaces parking during construction

Supply Additions On-Street Parking

Street	On-Street Parking
Cypress Rd	11
Banyan Rd	11
Acacia Rd	7
Camelia Ln	31
Dahlia Ln	8
Flamevine Ln	11
TOTALS	79

79 on-street spaces in front of commercial and multi-family residential buildings

Off-Site Employee Parking

History
- Previously offered off-site parking with shuttle service at Riverside Theater for Vero Beach Hotel and Spa employees (1 mile, 5 minutes drive)
- Not well utilized because of the inconvenience and lack of incentive

Policy Considerations
- Paid parking in study area
- Free parking from off-site parking location
- Designated employee off-site parking areas

Transportation Options
- Circulator shuttle/trolley in study area (along Ocean Drive and Cardinal Drive) with connection to Riverside Theater with at least 10 minute frequency of service (5 minutes preferred)
- On-demand, ride-hailing electric shuttle service
- Shuttle between main employment centers and off-site parking
- Subsidizing rideshare service to and from study area for residents

Parking Management Improvements

Enforcement
- Upgrade enforcement technology
- Graduated fine structure
- Parking ambassadors
- No parking for 1-hour period or on adjacent streets after time restriction
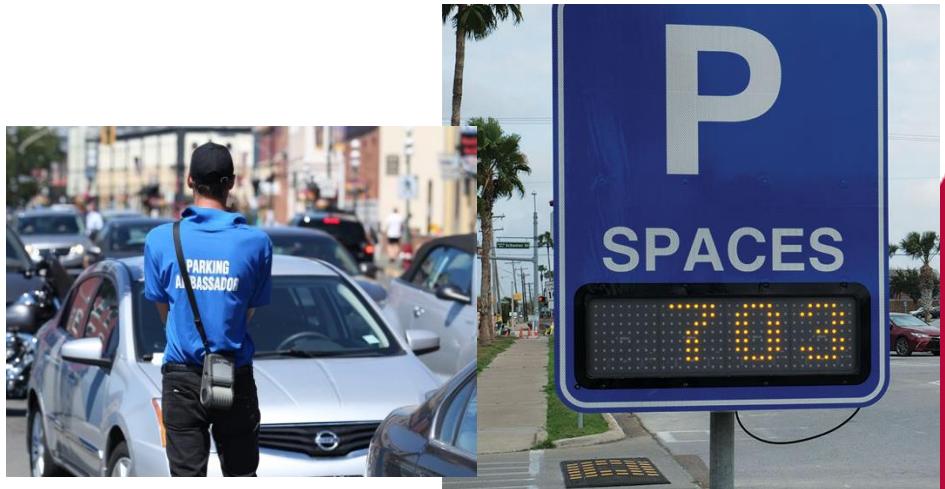
Signage
- Provide parking availability for public lots on Ocean Drive
- Consistently themed parking signage

Multiple Parking Options
- Monthly parking options for employees
- Long and short-term parking options

Centralized Valet
- Valet at specific locations along Ocean Drive and Cardinal Drive
- Can drop-off and pick-up at different locations
- Enhances Vero Beach brand
- Increased capacity with stacked parking

Modernized Parking Policy

- **Update parking minimum requirements to reflect economy and vision for the community**

Parking Variance Strategies

- **Fee-in-Lieu of Parking for variance**

- **Eliminate additional parking requirement for land use changes or renovations**

- **Transportation Demand Management (TDM) program reductions**
    - **Bike parking**
    - **Car share service**
    - **Employer offers incentives for not driving**

- **Transit-Oriented Development reductions**

Lets Develop Solutions!!!

Short (1-2 years),

Mid (5 years), and

Long-Term (10 years)