



Ahead of the Curve  
in creative parking solutions

PARKING CONSULTING SERVICES

**CITY OF FORT PIERCE**  
FORT PIERCE, FLORIDA

Prepared for:  
CITY OF FORT PIERCE

JUNE 13, 2016

FINAL REPORT



**WALKER**  
PARKING CONSULTANTS



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# PARKING CONSULTING SERVICES

CITY OF FORT PIERCE, FLORIDA



JUNE 13, 2016

PROJECT # 15-2127.00

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## EXECUTIVE SUMMARY

Parking plays a key role in encouraging continued redevelopment in Downtown Fort Pierce. It is difficult to measure the amount of lost business opportunities when the most convenient parking is routinely full and off-street parking isn't easy to locate. The purpose of this evaluation is to discuss the reasons the City would implement a paid parking system and define the goals of such a system to guide its development.

The overriding objectives for the development of a downtown paid parking program as outlined include:

- Ensure the most convenient spaces are available to more users by creating turnover
- Improving the public perception of parking
- Providing options to local residents, visitors, and employees for parking

The reasons that a city would implement a paid parking system are simple. The goal should be to promote parking turnover through value-pricing options while generating funds to develop and sustain a municipal parking system. Without convenient and accessible public parking inventory, downtown development will continue to face many challenges.

As you will see from the list of considerations and recommendation provided in the body of this report, there are many factors to consider when researching the best options for Downtown Fort Pierce. When evolving from a free parking system to a paid parking system, Walker recommends keeping an element of the system free. Typically, the free parking elements should exist throughout lesser-utilized public parking areas, and in most cases, the perimeter of downtown. Initially, visitors and residents may not be excited about the fact that they now have to pay a fee to park in the core areas of downtown. The tradeoff will come in the form of available and convenient public parking during peak times in the core area. These same users will have the option of parking for free and walking (or riding on a local transit option) or paying a fee to park in a convenient location, relative to their downtown destination.

Under the Alternatives Analysis for Beach Parking section, Walker has provided several items for review and consideration as it relates to the three sites we were asked to evaluate and provide comment. At the conclusion of our analysis, we've provided a summary table which lists criteria for each site and compares the criteria between each location. Each criteria item is given a "weight" to reflect the fact that some items may be more important than others. We then totaled the values for each site and provided a ranking from best to least favorable.

We encourage the City to review the detail in this report and consider the impact of the actions for implementing a paid parking system. Sometimes, too much technology can overcomplicate the process of change. We recognize the need for parking convenience and most importantly a user-friendly system for locals and visitors.

# INTRODUCTION



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## INTRODUCTION

The City of Fort Pierce ("City") is considering alternatives to improve the availability of downtown parking by implementing a paid parking system in highly desirable on-street areas and encourage parking in designated, free off-street parking locations. Recently, the City has installed two-hour parking signs on several streets within the downtown core with the intent to improve business accessibility by addressing prolonged on-street parking. As of April 1<sup>st</sup>, code enforcement officials have begun enforcing these spaces by chalking vehicle tires and monitoring the vehicle length of stay. Subsequently, owners of vehicles found parked beyond the posted two-hour limits are issued a parking violation in the form of a civil citation.

The City is also considering alternatives to improve the availability of beach parking by implementing a paid parking system that could produce revenue to offset the cost of constructing surface or structured parking in close proximity to the beach. At the present time, public beach parking is limited to available public parking at Jetty Park near the intersection of Seaway and Ocean Drive. During peak periods of activity, beach patrons park wherever they are able to find open space, including unauthorized areas in the rights of way.

A "parking committee" representing the City Commission, City Manager's Office, Main Street Fort Pierce, the business community, as well as the Police, Planning, Engineering and Public Works Departments was assembled to analyze the existing parking supply and demand as well as provide parking recommendations to improve the parking situation.

Prior to the Walker Parking Consultant ("Walker") engagement, the parking committee had developed a list of recommendations for consideration by city officials and Fort Pierce constituents. Among the list of recommendations, Walker has been asked to offer guidance on the following topics:

- Discuss the reasons that the City would implement a paid parking system and define the goals of such system to guide its development
- Using a comparison of parking rates for up to five similar-sized cities, discuss potential parking rates for visitors, residents and employees
- Opinion for payment in lieu of parking fee
- Discuss recommendations to handle employee parking in the downtown area
- Provide recommendations for possible increased use of localized transportation as a downtown people mover
- Provide a list of considerations and essentials for implementing paid parking stations, including costs, technology, options and enforcement/management methods
- Provide recommendations establishing paid pilot areas, testing and evaluation options
- Provide examples of the various actions required to successfully implement paid parking, including communications, signage, and public relations, prior to implementing
- Review available surveys and site information for potential beach parking project sites identified by city staff
- Identify new parking facility (surface and/or structured) alternatives and illustrate approximate out-to-out dimensions on a site plan
- Opine on conceptual construction costs and evaluate the pros and cons of each site

EVALUATION OF PAID PARKING IN DOWNTOWN



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## EVALUATION OF PAID PARKING IN DOWNTOWN

On-street parking has become the preferred choice in Downtown Fort Pierce, as it is the most conveniently located and free. The result is increased traffic as users circulate searching for an open spot, increased carbon emissions and ultimately patron frustration.

The primary purpose for charging a fee for parking convenience is not the collection of revenue, although this is important, but rather to allocate a scarce resource efficiently. Most highly valued commodities in limited supply are often most fairly rationed by price. Charging appropriate parking fees allows the market participants to value each parking asset properly.

Free parking increases the tax burden on all city property owners, not just visitors and employees. Providing free parking puts the City of Fort Pierce and its taxpayers in the position of being the ultimate, sole provider of downtown parking for the foreseeable future because parking revenue at today's parking rates is not sufficient to amortize the costs of constructing new parking. Within the downtown core, the City controls a finite number of parking spaces and needs to manage the allocation of that scarce resource carefully.

For the purpose of evaluating paid parking in Downtown Fort Pierce, the City has provided the map shown in Figure 1 listing the downtown parking locations. The area under consideration is bound by Highway US 1 on the west, Seaway Drive on the north, Indian River to the east and Citrus Avenue to the south.

Specific to the map of downtown parking locations, the City has identified two parking decks totaling 652± spaces and ten paved surface lots totaling 682± spaces. Five additional parcels provide open overflow parking inventory in the format of unpaved surface parking. The City controls all of the parking inventory shown in the map with the exception of the 187-space parking deck (location #2) located at 271 South 2<sup>nd</sup> Street. This parking deck is owned and operated by St. Lucie County and available for permit and visitor parking on Monday through Friday from 7:00 AM to 7:00 PM. The parking deck is closed and secured after 7:00 PM and on weekends.

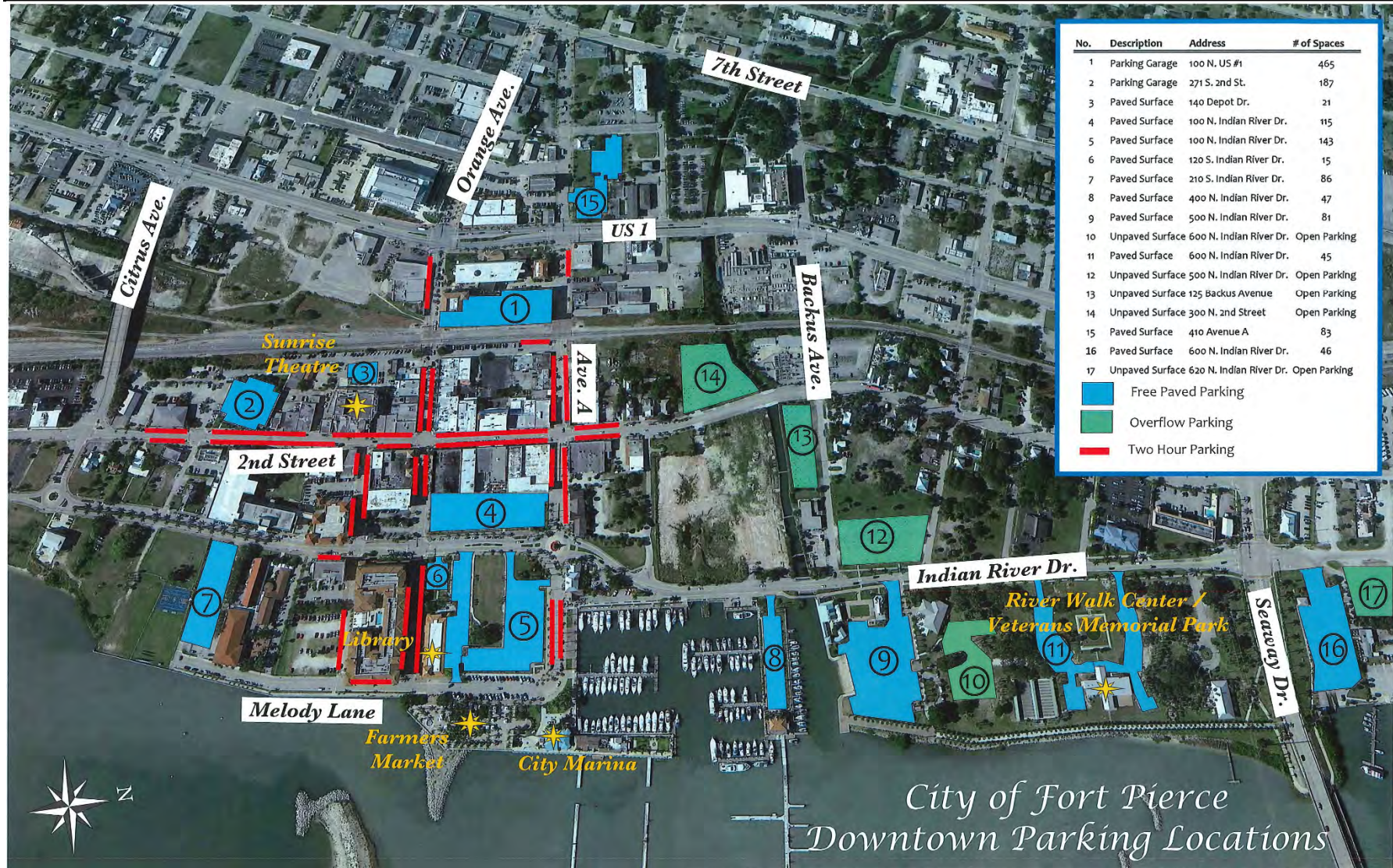
Two-hour on-street parking has been identified in red on the map. Consisting of approximately 17± city blocks, this on-street parking inventory is primarily focused in the downtown commercial core between Avenue A to the north and Boston Avenue to the south. Posted hours of operation reflect enforcement hours of 8:30 AM to 5:30 PM, Monday through Friday. Walker's initial count estimates an approximate total of 223± spaces with two designated disabled spaces located on 2<sup>nd</sup> Avenue between Avenue A and Orange Avenue.



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Figure 1: City of Fort Pierce Downtown Parking Locations



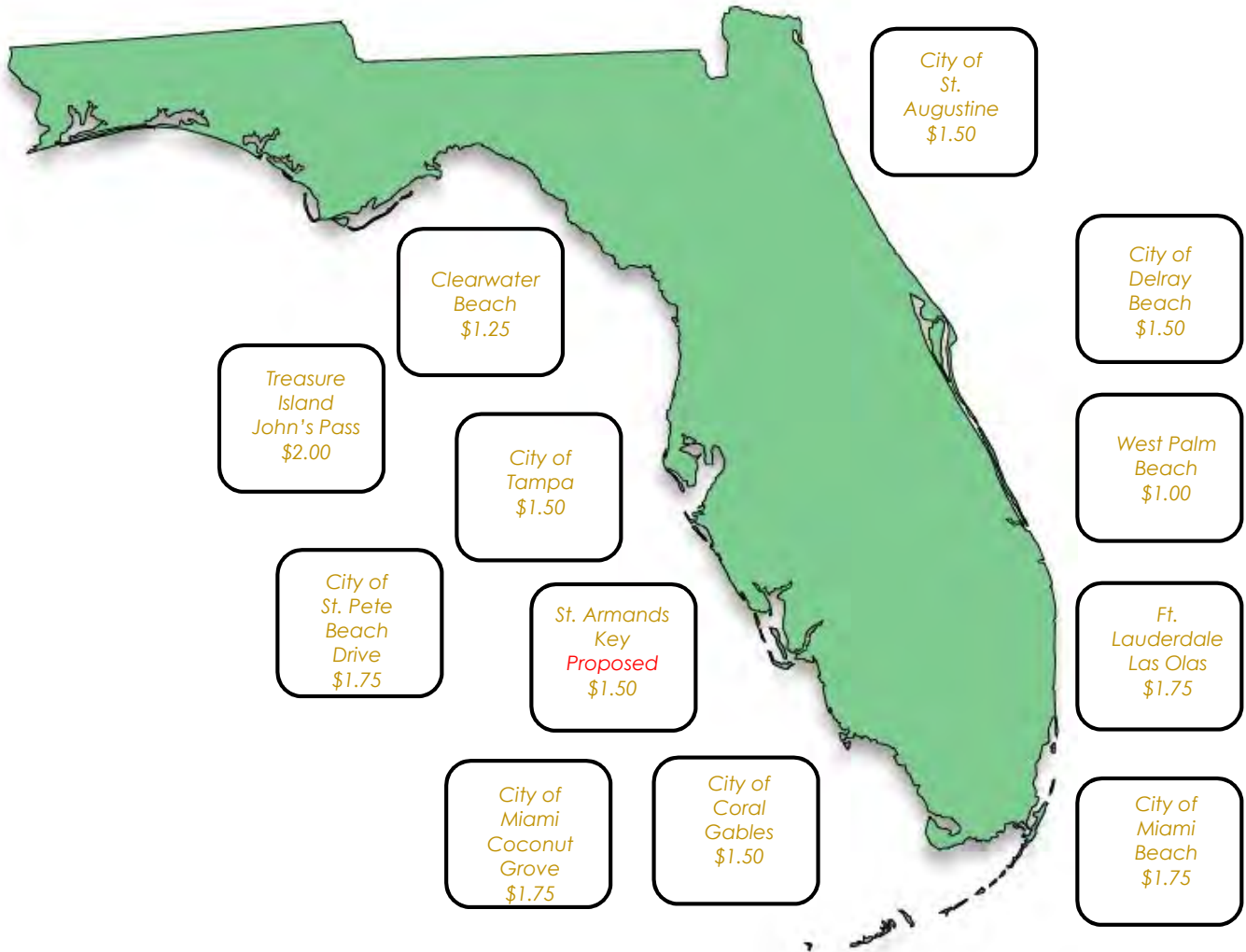
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**COMPARISON PARKING RATES**

A quick search of Walker's project data base in the Florida market reveals the following municipal comp rates relative to communities that have developed on-street paid parking systems.

Figure 2: Municipal Comp Rates for Florida Municipalities



Source: Walker Parking Consultants and Google Images 2016

As shown by the data in Figure 2, comparable on-street rates typically range from \$1.00 per hour to \$2.00 per hour in core downtown areas. Walker encourages the City of Fort Pierce to consider establishing a downtown paid parking system with a value pricing approach in mind. In core areas where demand typically exceeds 85 percent of the available inventory, we recommend establishing a rate to promote availability of premium curbside parking. When core rates are paired with short-term duration limits, parking inventory will almost always be available to the first-time visitor and local repeat patron. Walker suggests the City consider a parking utilization study to help determine parking demand by time of day and day of week. The raw data collected from a utilization study can be used to establish the criteria for a value-priced system.

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## EMPLOYEE PARKING

The need to maintain reasonably-priced and accessible employee parking is critical to any downtown area. Without employees, businesses could not operate and employers would seek alternate sites for operating their businesses. Fortunately, for most downtown areas, business owners rely upon the urban density as much as the urban population depends upon the business. To encourage the use of off-street parking locations, we do not propose charging a fee for employees to park and walk or park and ride a shuttle. As identified in figure 1 of this report, Walker recommends the use of the City Hall garage and the overflow parking lots for employee parking. More information will be available on this topic in the Recommended Transit Opportunities section of this report.

## RECOMMENDATION FOR PAYMENT IN LIEU OF PROVIDING NEW PARKING

The amount of the in lieu fee must typically reflect a reasonable relationship to the cost of providing new parking. Often, the requirements for the use of the in lieu fee are typically less rigid than the requirements for a parking impact fee, which typically must be paid by a developer regardless of whether the project provides parking onsite or not. Policy goals can and often do play a significant role in the final determination of the in lieu fee amount. Walker understands the City ordinance currently requires an in lieu fee of \$2,000 per space.

## POLICIES AND GOALS REGARDING PARKING AND ACCESS

A structured parking space is the most expensive way by which a city can provide parking and access to its downtown. A policy of building structured parking to address parking demand may also conflict with the City's broader transportation, land use, and environmental goals. Further, construction of a parking structure of a desired number of spaces may require the accumulation of in lieu fees over an undetermined length of time. Improving access using methods other than new structured parking, including surface parking, sharing existing private parking spaces, shuttles to peripheral locations, bicycle and pedestrian improvements or other measures related to transportation demand management strategies may allow the City to respond more quickly and nimbly to parking access challenges in its downtown than would the long-term planning and costs associated with structured parking.

## METHODOLOGIES FOR SETTING A PARKING IN LIEU FEE

Determining the cost per space of building additional structured parking is one approach cities have taken to set in lieu parking fees. However, to establish a more precise nexus, cities often project the amount of required parking spaces generated by anticipated development over a specified time frame. The cost of providing a mix of parking and other transportation and access alternatives is then divided over the number of required spaces that have been forecast. This method requires agreed-upon projections for future development, and the desired policies for parking and parking alternatives, in Downtown Fort Pierce.

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We note that building structured parking on existing surface parking lots results in a significantly higher cost per net new parking space than does the construction of parking on a parcel that does not currently provide parking. Such a consideration typically justifies an increase in the cost of providing public parking, and by extension, a parking in lieu fee.

The cost to provide parking represents a significant portion of total development costs and can either “make or break” or reduce the size of a project. A parking in lieu fee is often a policy tool used to stimulate development by reducing project costs. To the extent that the City does not wish to place the fully loaded cost to provide public parking on a developer or property owner (construction, soft costs, operations, short-term, and long-term maintenance costs), the City may choose to subsidize the cost of providing parking.

## *UP FRONT CONSTRUCTION AND SOFT COSTS*

Hard costs for constructing a parking structure in the Florida market typically range from \$18,000 to \$24,000 (or more) per space depending on the project particulars. Structures on the low end of the range will likely include above grade parking, large number of spaces (>1,000), precast concrete construction with a simple non-painted façade treatment, and an efficient site. Characteristics of a facility at the high end would likely include extensive architectural treatments and involve construction on a difficult site.

Assumed construction cost per space: \$18,000.

We then assumed soft costs of 15% of construction costs for a total one-time.

Total projected cost of building a new structured parking space: \$21,000±.

The projected cost should be adjusted annually based on the rate of inflation for construction. The calculation does not assume that spaces would be constructed on existing parking spaces, which would increase the construction cost per net new space significantly.

## *ON-GOING OPERATING AND MAINTENANCE COSTS*

On-going operating and maintenance costs will vary over the life of the parking structure. Using our data base of operating and maintenance costs for parking structures, we assume an average, annual, blended cost per space of \$586± per space per year over time.

Long-term capital maintenance funds in the range of \$75 to \$100± per space, should be set aside in a sinking fund to maintain the parking structure. Because these costs are ongoing, we suggest that their incorporation into any fees applied by the City should be on an annual, rather than on an up-front, lump-sum basis.

## *LAND COSTS*

Land costs are not typically included in in-lieu-fee calculations. Including land costs would increase the fees applied to development dramatically.

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**RECOMMENDED TRANSIT OPPORTUNITIES**

One of the more commonly accepted local transit opportunities involve partnerships between county transit systems and private not-for-profit organizations underwriting the cost to operate shuttles or trolleys throughout core commercial districts. Often times, trolleys are leased from local transit authorities and administered by downtown partnerships with annual financial support from municipal and county budgets and downtown stakeholders.

St. Lucie County already supports the Treasure Coast Connector administered by Community Transit, a division on Aging of St. Lucie, Inc. (COASL). At the present time, seven (7) fixed routes serve the larger St. Lucie County regional area with no immediate routes serving downtown areas east of US 1. We suggest the City work with the County and Community Transit to explore the opportunities for the development of a "Looper" or "In-Towner" trolley system to serve the pedestrian circulation needs for work and play in Downtown Fort Pierce.

Should funding be available through a possible agreement, we recommend a weekday service for downtown employees and a weekend service for downtown special events and visitor activity. Employing this transit amenity will afford a connection between often underutilized off-street parking locations and core commercial activity. If possible, we recommend a connection with the Fort Pierce Intermodal Transfer Station. Allowing this connection could support a larger community goal centered on alternative transportation means.

During the weekday, service could be provided from 6:00 AM to 8:30 AM and then again from 3:30 PM to 6:00 PM. The suggestion of these hours could serve the downtown employee parking needs through the use of the underutilized overflow parking lots and the City Hall parking garage.

On weekends, a similar service could be available to promote a "park once" program and allow visitors and employees to ride the trolley to the Farmer's Market, the City Marina or the Riverwalk Center and Veteran's Memorial Park.



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## ESSENTIALS FOR IMPLEMENTING PAID PARKING

Developing and implementing a paid parking system can be a long and tiresome road for local officials and business owners if both parties do not share a common set of goals. Walker recommends the need to elicit input from local business owners and community leaders to gain the collective community support that is often vital to the successful implementation of a well-developed plan. Ideally, the plan should improve overall downtown conditions while taking advantage of existing resources and considering future planned opportunities.

Walker suggests an approach to identify alternatives for addressing parking challenges, including the use of technologies that enhance the user-friendliness of parking while evaluating opportunities to increase parking capacity and reduce parking demand.

## ESTABLISH ORDINANCES FOR PAID PARKING

Of initial concern, should be the requirement to amend the city charter and establish a code or ordinances for paid parking. A typical amendment may define general provisions throughout the corporate limits of the city and establish an administrative authority over the code of ordinances. Specific to the development of the code, language should be created to address regulations, permits and penalties.

## ENFORCEMENT APPROACH AND OPTIONS

Enforcement of parking regulations is required to ensure the success of any parking management plan. The ultimate goal is not to write citations; but rather, to ensure users follow the established policies so the system is fair to all users. Enforcement can be viewed as only punitive, but it can also be used as a tool to educate and provide service to patrons of the downtown area. To accomplish this, Walker recommends that Fort Pierce adopt the "Ambassador Approach" model for the enforcement of the parking regulations. This approach is considered a best practice in the industry and many of its principles have been adopted by large and small cities successfully.

The mission of the Ambassador Program is to provide hospitality, tourism and public safety services to local citizens, businesses and visitors, in addition to enforcing parking regulations. Ambassadors would be required to complete a multi-faceted training in hospitality and customer service, emergency response and first aid, public transportation and City services. They should work directly with transportation and parking departments of the City, local businesses, and professional agencies.

The primary goals of an Ambassador program are to promote the area, resolve concerns, deter criminal activity, and help make the downtown area a better, safer and friendlier place to live, visit, shop and conduct business. Ambassadors should initiate personal contacts with the parking public, have the ability to issue warnings and slightly fewer citations, and interact with visitors and citizens in a positive manner.

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The vision of the program is to help promote a progressive, dynamic downtown experience. The Ambassadors may accomplish these goals while providing parking management by monitoring public safety, extending a helping hand in emergency situations, and calling on area merchants on a regular basis.

Beyond enforcing parking regulations, the following are examples of appropriate behaviors and duties of Ambassadors:

- To greet visitors and offer customer service;
- To be a friendly face in response to many people's initial interaction with the City;
- To give accurate directions to visitors and direct visitors to destinations;
- To provide information and explain local traffic and parking regulations to seek voluntary compliance;
- To distribute City brochures and maps;
- Identify and relay pertinent information on public area conditions needing action; and
- To deter criminal activity by their presence.

Ambassadors may utilize a less formal uniform than that of the police, with some cities using a branded polo shirt, unique hat, or shorts.

In a pay-by-plate system, using the license plate number to track parking meter transactions can be done by using License Plate Recognition (LPR) systems. LPR can be done through vehicle mounted or hand-held unit. LPR software recognizes the plate numbers and letters and compares this information to a database. The database typically includes paid vehicles, scofflaws, vehicles on the immobilization or tow list, stolen vehicles, or suspicious vehicles. If a vehicle matches the criteria in the database, the ambassador is alerted with the information for action.



Vehicle mounted LPR systems range from \$30,000 - \$40,000 each (not including the vehicle). These systems allow plate data to be collected while driving by a vehicle. These systems are in use by a variety of parking operations for identifying specific vehicles and length of stay. This type of system offers an effective method for searching large numbers of vehicles automatically and efficiently.

A handheld electronic device can be used to manually scan each plate, provide the plate data using optical recognition software, record the location coordinates using GPS, and provide an option to verify the plate number. Until recently, this type of hardware and software could only be provided as a unique solution designed specifically for parking enforcement.

Advances in technology now provide a solution for small scale use as an app for Android cell phones. This further lowers the initial investment for time-limit enforcement. Using a handheld device for tracking has the added benefit of having a live person in public view to address other issues and provide assistance.

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## STAFFING OPTIONS

Besides adding city staff to manage and provide enforcement of the final established parking regulations, the City may consider using an outside source for the staff. While this shifts the day to day responsibility of staffing to an outside vendor, it does not relieve the City of its ultimate responsibility to ensure the system is managed as planned and the service to its citizens is fair and well provided.

Several parking management companies offer both on-street and off-street parking management services, including monitoring length of stay, writing citations, collecting meter revenue, and staffing for event parking. Another approach is to outsource staffing to an existing local entity with direct interest in the downtown, such as a downtown association.

Services are typically provided for a management fee plus expenses or flat hourly rate based on position, often with incentives for specified performance criteria. To obtain competitive and comparable proposals, we recommend issuing a request for proposals that includes the goals and vision of the program, a detailed description of the duties, hour of operations and expectations, along with specific pricing details.

## ON-STREET PAID PARKING CONSIDERATIONS

Paid parking is an effective means of managing parking behavior to encourage turnover and maximize the parking supply. Long-term parkers, mainly employees, benefit by parking in less visible off-street parking lots, thereby leaving visitors access to the most convenient on-street spaces. In addition to the benefits of managing parking behavior, revenue from on-street meters and citations can be used to fund additional parking assets.

### RECOMMENDED SOLUTION: MULTI-SPACE METERS

Often time today, we hear communities express that aesthetic issues and convenience are of some of the more important considerations when deciding upon the type of parking meter to pursue. For this reason, our focus is on the use of multi-space meters (MSMs) as the preferred solution to consider.

MSMs have been implemented by cities specifically to reduce or eliminate the sidewalk clutter of a single space meter at every parking space. In such instances, a city typically installs one or two MSMs per block (depending on the length and layout). Typical on-street payment methods include coin, credit card, and pay-by-cell phone or app (PbC). The meters may be upgraded to accept payment by paper currency as well; however, we typically do not recommend that option for on-street spaces due to the relative low fees for parking, higher cost of implementation, maintenance, and revenue collection.



Sample Multi-space Meter

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## TYPES OF MULTI-SPACE METERS

### **PAY AND DISPLAY (not recommended)**

In pay and display mode, patrons park the vehicle, walk to the parking meter, pay for the desired amount of time and receive a receipt. Upon receiving the receipt, the patron must return to the vehicle and display it on the dashboard. The receipt indicates the duration, location, machine number and end time for which the vehicle has paid for parking. Enforcement is somewhat encumbered, as each vehicle must be visually inspected to determine if the ticket is valid. Special methods of displaying are required for open air vehicles or motorcycles. The City of Clearwater uses this type of system for their beach parking lots.



Walker does not recommend pay and display for the City of Fort Pierce, due to the inconvenience to the patron, difficulty in enforcement, higher cost for supplies, and issues with open air vehicles.

### **PAY-BY-SPACE (not recommended)**

In pay-by-space mode, each parking space is numbered with either a surface or curb number or a small pole adjacent to each space. The patron enters the space number and pays for the parking period. In this mode, payments can be made at any meter in the system and time can be added before time expires. Tampa Florida uses this type of on-street meter system.



No receipt is needed for enforcement, but there is an option to print a receipt for proof of transaction. Enforcement is done by viewing a web-based report of paid and/or unpaid spaces on a hand-held enforcement device, smart phone, or from any web-enabled computer.

Walker does not recommend pay-by-space for the City of Fort Pierce due to the need to identify each parking space with a number – either striped on the ground and/or posted on a sign.

### **PAY BY PLATE (recommended)**

In pay-by-plate mode, the patron is not required to remember their parking space or return to their vehicle with a receipt. Instead, they enter their vehicle's license plate information, and select the amount of parking time. No receipt is required for enforcement, but there can be a receipt for proof of transaction. This system allows a patron to move their vehicle to another spot

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within the same meter zone without having to pay for parking again, provided there was time remaining on the original purchase, and they were not in violation of the posted time restrictions.

Many applications also allow patrons to add parking time to the meter from another meter or by their cell phone for added convenience. Enforcement is done with either a vehicle mounted (mobile) LPR system or handheld LPR reader. The City of Miami Beach has migrated the South Beach meters to pay-by-plate and uses hand-held LPR units to monitor for payment at the meters.



Walker recommends pay-by-plate mode for the City of Fort Pierce, as it would require the fewest on-street multi-space meters and also offers the most efficient enforcement system

## *PAY-BY-PHONE*

Additional services and technology can be added to the system to enhance both productivity and the overall customer experience. Some examples of add-on technology include the implementation of a pay-by-phone program. The proliferation of cell phones has brought the ability to pay for parking by using a cell phone and credit card.

Pay-by-Phone methodology:

1. The pay-by-phone vendor sets up an account with the City, identifying all parking spaces and/or zones. Each parking space or zone is established with a unique number.
2. Motorists register their cell phone number, vehicle license plate and credit card payment information for the pay-by-phone vendor via a downloadable app, registering online, or by dialing the pay-by-phone number to register.
3. Upon parking, the motorist interacts with the vendor's smartphone app or calls the pay-by-phone vendor's automated payment line.
4. The motorist enters the appropriate location codes for the city, zone, meter number, space number, etc. and the desired parking time.
5. The pay-by-phone vendor charges a convenience fee, typically \$0.35 to \$0.50 per transaction to either the user or City.
6. Enforcement is conducted by viewing a web-enabled device showing a listing of paid transactions provided by the pay-by-phone vendor, typically integrated with the multi-space meter vendor software.
7. The pay-by-phone vendor deposits the parking fees into the City's established bank account, and invoices the City for the convenience fees.

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Most vendors allow adding time before the parking session expires and will send a text message to the user's phone with time expiration notification. The time limits are similar to the meter (parkers are unable to extend time beyond any established legal time limits).

Benefits of the phone option to customers:

- Eliminates concern about coin availability.
- Provides a text message alert when parking time is about to expire.
- Enables remote extension of parking (within the allowable maximum time limit).
- Is simple and user friendly.
- Allows for viewing/maintaining parking transactions online.

Benefits of the phone option to the City:

- Allows for quick implementation for minimal cost and with minimal infrastructure.
- Increases revenue due to more people paying and buying larger blocks of time.
- Reduces operating costs due to reduced cash handling.
- Provides real time statistics.
- Provides greater convenience, which leads to greater customer satisfaction.
- Manages event parking, entertainment venues and sports facility parking.
- Supports green initiatives and flexible rate models.
- Promotes image of modern and innovative City organization.

Many cities are extensively and successfully using payment by phone. This system is judged to work best with pay-by-space or pay-by-license-plate systems, but also will work with pay and display.

## *CREDIT CARD ACCEPTANCE*

Unfortunately, there is an added cost to accept payment by credit card. Typically, there is a small per transaction fee, plus a percentage of the sale. This means the lower the purchase price, the higher the percentage of the fee. For this reason, Walker generally does not recommend accepting credit cards for transactions less than \$1.00 per hour. Typically, we find motorists will pay by coin when purchasing parking in increments less than an hour.

Walker recommends the City examine its credit card costs on a regular basis as typically credit card fees are the product of the aggregate charges from all City department transactions.

## *ON-STREET METER SIGN PACKAGE*

The sign package is a key component of multi-space meter installations. Walker recommends following the Manual on Uniform Traffic Control Devices for Streets and Highways ("MUTCD") 2009 Edition for any added signage.



R7-21



R7-21a

Section 2B.46 Parking, Standing and Stopping Signs of the MUTCD cover signs governing vehicle parking, stopping and standing. MUTCD specifically states:

“If a fee is charged for parking and a midblock pay station is used instead of individual parking meters for each parking space, “Pay Parking” signs should be used. Pay Parking signs should be used to define the area where the pay station parking applies. Pay station signs should be used at the pay station or to direct road users to the pay station.”

Examples of recommended signage are provided to the left and below with their MUTCD figure number. The examples to the left feature the time limit and would be placed to direct patrons to the meter. The example below left would be placed to direct parkers to the actual meter. The example below right would be placed above the meter.



R7-22



R7-20

### CONCEPTUAL METER COST

The first step in the cost analysis is to estimate the quantities and types of meters required. While multi-space meters cost more to purchase and install than single space meters with credit card acceptance, multi-space meters tend to be more economical throughout the life of the system. Single space meter manufacturers charge additional credit card transaction fees (in addition to the merchant fees charged by credit card providers). Over the useful life of the meters, these fees typically exceed the initial purchase and implementation costs of multi-space meters. Multi-space meters also are less expensive to maintain, based on the reduced number of meters (fewer meters to collect and maintain). Walker generally recommends multi-space meters in layouts that will enable the multi-space meter to service eight or more spaces.

### BASE METER COST

Based on a review of similar projects in the Florida market, the cost for multi-space meters ranges from \$8,500 to \$10,000 per solar powered, pay by plate, multi-space meter accepting coins and credit cards for the quantities expected. Actual prices will be higher or lower, depending on the manufacturer and features selected.

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## *TYPICAL STANDARD WARRANTY AND SERVICE*

The typical standard warranty included with the multi-space meter is one year, parts and labor. A local vendor may provide support for the manufacturer or act as the manufacturer's area representative and offer additional periods of maintenance and service, but this is not always available. Some manufacturers offer call center support for trouble shooting problems and all provide initial training for basic maintenance and servicing. For the most part the meters are component based and repair is done by swapping defective parts. Service is typically provided by each city's own staff or parking contractor.

## *CONSUMABLES AND INSTALLATION COSTS*

Ongoing operating costs and installation must be considered in the analysis. Depending on the system, there are monthly fees per meter for connectivity, credit card processing fees, paper receipts and replacement batteries. These fees do not include ongoing maintenance fees to replace parts after the warranty or to service the equipment. Servicing the equipment typically includes wiping down the unit, cleaning the solar panel, and checking the battery, locks and inside the unit for moisture. Multi-space meter installation includes mounting each meter to a concrete base (or existing sidewalk), installing signage and testing connectivity.

## *RECOMMENDATIONS FOR PAID PILOT AREAS*

We recommend meters be installed within a smaller pilot area to give the City an opportunity to receive feedback from users, work through any connectivity issues, review messaging displays, and to make any final tweaks to the system. The pilot program should be described and included in the RFP process when securing the meters. The length of the program is flexible, but we typically recommend nothing less than a year.

In addition to the on-street parking area along 2<sup>nd</sup> Street, we recommend including on-street areas where heavy use can be used in the pilot program to ensure the directions are clear and signage is appropriate. Given the utilization, it may be appropriate to include all two-hour parking spaces.

During the pilot program parking ambassadors will have an opportunity to assist patrons with the process and gain firsthand experience with potential issues. This period also allows the training and testing of the enforcement system, reports, and processes before the entire system is implemented.

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## COMMUNICATIONS PLAN

Upgrading or replacing the parking meters is a major investment. A clear and effective communications plan is imperative to the successful implementation of new meters. It would be beneficial to the City to discuss strategies of successful implementation with vendors during the interview portion of a request for proposal process.

## COMMUNICATIONS ACTIVITIES

Based on other Florida cities' experiences and successful installations of new meter systems, the following list provides examples of communications activities prior to, during and after installation:

- Six to three months prior to installing the new equipment, issue a press release announcing plans for new system, with a focus on the added customer convenience.
- Conduct community outreach meetings with stakeholders in advance of the meter change.
- Deploy a website with project updates and meter directions.
- Display sample meters in a public area for people to see, touch and feel prior to beginning the installation.
- Develop and provide informational and instructional handouts (card and/or fliers) throughout the downtown and on the website, illustrating how to use the new meters.
- Develop a directional video for municipal television and/or YouTube.
- Issue a progress press release a few weeks prior to the initial installation.
- Install meters and signage with covers featuring the words "Coming Soon" so that patrons can see where the new equipment is installed.
- Position trained parking ambassadors around the new meters to assist patrons with their use.
- Issue a press release regarding the deployment of the new meters and areas scheduled for deployment.
- Provide citation warnings, rather than fines, for a short period of time following meter deployment.

An effective and comprehensive public awareness campaign will play a key role in a successful implementation program. The focus should be on the added convenience of the credit card payment feature, and enforcement officers should go through training to assist patrons as the new meters are deployed. The communications plan would provide information on key events impacting Fort Pierce parking access issues and should be responsible for increasing public awareness of downtown parking through events, activities, publications, press releases, maps and other literature.

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## ACTIONS REQUIRED FOR PAID PARKING IMPLEMENTATION

### *IMMEDIATE ACTION (3-6 MONTHS)*

- Establish ordinances to allow paid parking within specific parking areas in downtown Fort Pierce.
- Continue process of public meetings to address concerns and explain the program.
- Develop an RFP to purchase an integrated Pay by Plate meter and License Plate enforcement system, with the specific options either included or available at a later date, including implementing a pilot program.
- Review options for staffing and management of the paid parking system – either internally or subcontracted. If subcontracted, recommend retaining assistance in developing RFP documents and obtaining proposals.
- Begin process of establishing a standard parking signage for directional and locational parking wayfinding.

### *SHORT-TERM (6 – 12 MONTHS)*

- Identify locations for the meters and signage with specific focus on the pilot program area.
- Establish an informational site on parking within the city website.
- Obtain and conduct a review of meter proposals and enforcement equipment.
- Display a sample meter for the public to see and try out inside City Hall or other public space.
- If applicable, obtain and review management proposals for system.
- Begin training of ambassadors and deploy with the pilot program.
- Conduct public and media outreach to communicate the parking plan and pending changes.
- Implement pilot program area to test meters and gauge performance, including an online survey to understand any specific issues that can be resolved.
- Review and test License Plate Reader enforcement technologies.
- Develop printed parking brochure with map of public parking facilities and city parking app.
- Implement an ambassador approach to parking enforcement.
- Finalize standard parking signage and begin installation.

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## *MID-TERM (1 – 1.5 YEARS)*

- Consider expanding the paid parking program to on-street and off-street areas where new development has occurred.
- Re-evaluate parking occupancy with paid parking in place. Occupancy should be more evenly spread out and one or two spaces should be available on each block face.
- Implement paid event parking for larger events.
- Begin adding additional parking within the downtown area as either surface parking or parking structured spaces.

## *LONG-TERM (OVER 3 YEARS)*

- Review parking demand and overall parking management plan.
- Continue to seek private development that includes adding public parking within the core area if that has not yet occurred.

## CONCLUSION

The reasons that a city would implement a paid parking system are simple. The goal should be to promote parking turnover through value-pricing options while generating funds to develop and sustain a municipal parking system. Without convenient and accessible public parking inventory, downtown development will continue to face many challenges.

As you can see from the list of considerations and recommendation provided in the body of this report, there are many factors to consider when researching the best options for Downtown Fort Pierce. When evolving from a free parking system to a paid parking system, Walker recommends keeping an element of the system free. Typically, these free parking elements should remain throughout lesser-utilized public parking areas, and in most cases, the perimeter areas of downtown. Initially, visitors and residents may not be excited about the fact that they now have to pay a fee to park in the core areas of downtown. The tradeoff will come in the form of available public parking during peak times in the core area. These same users will have the option of parking for free and walking (or riding on a local transit option) or pay a fee to park in a convenient location, relative to their downtown destination.

We recommend your continued planning efforts between your parking committee and key community stakeholders. Whenever possible, sharing potential new initiatives and progress with the public is always a well-received idea. When the public is involved in the process, the outcomes are generally far more favorable than the surprise factor.

We encourage the City to review the detail in this report and consider the impact of the actions for implementing a paid parking system. Sometimes, too much technology can overcomplicate the process of change. We recognize the need for parking convenience and most importantly a user-friendly system for locals and visitors.

# ALTERNATIVES ANALYSIS FOR BEACH PARKING



**WALKER**  
PARKING CONSULTANTS

JUNE 13, 2016

PROJECT # 15-2127.00

## ALTERNATIVES ANALYSIS FOR BEACH PARKING

In accordance with our scope of services we are providing the alternatives analysis for the three sites identified by the City as potential options to construct new parking facilities, surface or structured. In our discussion we are touching on both options for each site:

- Building a parking lot
- Building a parking structure

Our analysis is based on the site plot maps provided by the City. At this stage we have not reviewed storm water management, traffic or soils information.

The three sites considered are as follows:

- Site #1: SW Corner of S. Ocean Dr. and Seaway Dr. (Boch A Galup, Inc.)
- Site #2: SW Corner of S. Ocean Dr. and Binney Dr. (Ocean Binney LLC)
- Site #3: SW Corner of S. Ocean Dr. and St. Lucie Ct. (Gallery 34949, Inc.)

## ZONING CONSIDERATIONS AND SETBACK LINE

The City of Fort Pierce zoning map shows the sites zoned as C-5, Tourist Commercial Zone, with the exception of Site #3, shown as PUR, Planned Urban Redevelopment. In each case, the reductions allowed by the City of Fort Pierce Code of Ordinances Section 22-187, General Landscaping Requirements for Industrial sites do not apply. The maximum building height allowed is 45 ft.

A parking structure built on Sites #1 and #2 will be subject to the 25 foot setback required for zone C-5, while a parking structure built on Site #3 will be subject to negotiating a reasonable setback as required by the PUR zoning requirements. We will need to confirm with the City the setback required for a parking lot which could be smaller than for a parking structure. Our drawings for each site show the 11 foot "leftover" site (the difference between the 120 foot width of the site and the 109 foot needed for the parking layout in accordance with the City's parking ordinance. This 11 foot "leftover" site is not usable for parking and the City may deem it as adequate setback for a parking lot. For parking structures the 25 foot setback will have a very significant impact, since it will reduce the footprint available for structured parking.

## VEHICULAR TRAFFIC

The existing vehicular traffic is mainly eastbound on AIA (Seaway Dr.) from US 1 toward the roundabout located at S, Ocean Dr. Therefore since the three sites are located south of the roundabout, it is anticipated that most users of the parking facilities will be driving south on S. Ocean Dr. upon arrival. The entry/exit points for the new facilities are located on S. Ocean Dr. to facilitate quick entry after making a right turn.

When departing from each site, they will drive north on S. Ocean Drive or Hernando Street. Users can make a left on S. Ocean Dr. if traffic permits or make two right turns to the next intersection and approach Hernando St. and drive north.

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## PEDESTRIAN DESTINATIONS

Three main pedestrian destinations were identified to analyze the alternatives:

1. Jetty Park and the Jetty businesses
2. The various beach pedestrian access on S. Ocean Drive
3. Archie's Seabreeze Restaurant and Bar

The sites are shown on the attached drawing labeled "Site".

## CONCEPTUAL CONSTRUCTION COSTS

For a surface parking lot a budget of \$3,000 to \$5,000 for the "hard" construction cost may be used. The "soft" cost would be approximately 20% and would include items such as survey, geotechnical studies, A/E design fees and testing/inspection during construction. At this early stage the storm water management requirements from the SFWMD and other reviewing agencies are not defined. They will have an impact on the construction cost. Those requirements are typically better defined once a site is selected and a Civil Engineer/Surveyor performs a survey of the property.

For a parking structure a budget of \$18,000 to \$24,000 per space for "hard" construction cost may be used and soft costs should also be around 15%. These costs account for the fact that the sites will have approximately between 35 and 50 spaces per level (sites # 1 and 3). Respecting the maximum allowable building height of 45 ft. the parking structure on any of these sites would have a total of 4 levels (Ground plus 3 elevated levels).

*The location of the building setback line will reduce the space count per level. For our parking structure costs, we have reduced the count shown for the parking lots in Table 1. All counts will need to be verified once a site is selected.*

The unit costs mentioned will be significantly impacted by the parking efficiency, which is defined as the square feet per space. The efficiency reflects how well the parking spaces, drive aisles and turning bays are distributed on the footprint. The lower SF/space the better the efficiency. Efficiency is higher (less SF/space) for rectangular sites with aisles shared by two rows of spaces (double loaded bays). Single loaded bays reduce the efficiency since a drive aisle only serves one row of spaces. The three sites being analyzed with parking spaces laid out in compliance with the City's code of ordinances have one single loaded bay and one double loaded bay.

## EVALUATION OF ALTERNATIVES

We have found the best way to evaluate the pros and cons of each alternative is to rank them based on a mutually agreeable criterion. Items such as capacity (space count), unit cost, total cost and other relevant items such as walking distances can be used to compare and rank each option. Each item is given a "weight" to reflect the fact that some items may be more important than the others. Table 1 below shows our analysis for building a parking lot on each of the sites. Because the impact of the setback is unknown, we have not gone beyond the unit cost given above for parking structures.

# PARKING CONSULTING SERVICES

CITY OF FORT PIERCE, FLORIDA



JUNE 13, 2016

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Table 1: Summary of Parking Options

Criteria	Weight	Site #1		Site #2		Site #3	
		SW Corner of S. Ocean Dr. and Seaway Dr. 120' by 180'		SW Corner of S. Ocean Dr. and Binney Dr. 120' by 125'		SW Corner of S. Ocean Dr. and St. Lucie Ct. 120' by 245' 115' wide on West End	
		(43 SPACES IN NEW PARKING LOT)*		(21 SPACES IN NEW PARKING LOT)*		(59 SPACES IN NEW PARKING LOT)*	
		Rating	Weighted Score	Rating	Weighted Score	Rating	Weighted Score
1. Capacity	5	2	10	1	5	3	15
2. Projected Efficiency / Cost per Space	4	2	8	1	4	3	12
3. Projected total cost	4	2	8	3	12	1	4
4. Trees / SFWMD	4	3	12	2	8	1	4
5. Walking Distance to Jetty Park and Jetty businesses	5	3	15	2	10	1	5
6. Walking Distance to Beach Access	5	1	5	2	10	3	15
7. Walking Distance to Archie's Restaurant	5	1	5	2	10	3	15
<b>Totals</b>		14	63	13	59	15	70
Un-weighted Ranking		2		1		3	
Weighted Ranking			2		1		3
NOTES							

**\*Space count per level in parking structures may be reduced due to possible setback**

**RATING**  
**3=Best**  
**1=Worst**

**WEIGHT**  
**5 = MOST IMPORTANT, BEST, LOWEST COST**  
**1 = LEAST IMPORTANT, WORST, MOST EXPENSIVE**

## CONCLUSIONS

1. Site #2, the smallest, may be too small for anything but a small parking lot.
2. Site #3, the largest, has the best rankings for capacity and unit costs. It is the site closest to the beach access and Archie's restaurant and bar. It is rated highest overall.
3. Site #1 was rated 2<sup>nd</sup> overall, only for a few ranking points behind Site #3, mainly due to its overall cost being less and because it is the closest to Jetty Park and the Jetty businesses.

Upon a completed review of the draft report with City officials and the Parking Committee on April 27th, Walker has learned the City would like to further explore Site #3 for the possible design and construction of a parking structure. To assist with this request, a property survey has been provided. The following section shall provide a detailed analysis of Site #3.

### **SITE #3 - DETAILED ANALYSIS**

According to the City of Fort Pierce zoning map, three of the four parcels identified collectively as Site #3 have been zoned in accordance with Section 22-42, Planned Unit Redevelopment Zone (PUR). The purpose of the PUR zone is intended to encourage comprehensive redevelopment within existing residential and commercial areas of the City. Specifically, PUR zoning is designed to achieve a desirable environment through application of flexible and diversified land development standards in an overall site plan. When compared to the commercial zoning requirements detailed in the C-5 zoning criteria, PUR zoning requirements may be substantially less restrictive.

In our effort to provide a detailed analysis of Site #3, we recognize the need to have all four parcels approved for PUR zoning requirements. At the present, only lots 12-14 are approved for PUR zoning while lot 15 remains approved for C-5 zoning. Prior to proceeding with a parking structure design for Site #3, we recommend city officials approve lot 15 parcel for PUR zoning requirements. Collectively, Site #3 is approximately 250' by 120'. To view the property survey provided by the City for Site #3 please refer to SK-3A.

As previously shown in the Alternatives Analysis section (see SK-3) of this report, using the parking dimensions required by the City's off-street design standards would result in a parking layout for each of the three sites consisting of:

- A 64' bay with parking spaces on both sides of the drive aisle (known as a "double loaded" bay) and
- A 45' bay with parking spaces on only one side of the drive aisle ( a single loaded bay)

The City requested our professional opinion on how to make the maximum use of the available footprint within Site #3. We've based our analysis on industry standards and our professional opinion of the optimum for the design of a parking structure on this site that would not exceed the 45' maximum height limit.

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The City defined the setbacks which they would consider appropriate:

- 10' for the east (A1A), south (adjacent property) and west (Hernando) sides of the parcel
- For the north side, the City mentioned a 5' setback may be acceptable and that additional footprint width could be gained if the City decided to abandon St. Lucie Court.

Below is the explanation for the four sketches provided for Site #3.

**SK-3**

1. Original sketch produced from aerial photos.
2. Layout based in City Parking Ordinance:
  - o 64' double loaded parking bay on the south edge plus
  - o 45' single loaded parking bay on the north edge
3. No setbacks accounted for at this stage
4. Approximately 59 (9'6" by 19' )spaces for a parking lot

**SK-3A:** Shows the survey of site #3 including lot #15.

**SK-3B**

1. Produced over SK-3A
2. Layout based on an industry standard of
  - o 60' double loaded parking bay on the south edge plus
  - o 60' double loaded parking bay on the north edge
  - o Overall width increased by 2' to account for structural columns.
3. Setbacks accounted for.
4. Widest "out to out" parking structure footprint: 122'.
5. On the north edge, the layout extends beyond the property line. St. Lucie Court would need to be abandoned, as the City is open to considering.
6. Yields the most spaces (78) 9' by 18' spaces per level, roughly 20 spaces more than the original sketch SK-3.
7. A parking facility (ground-level plus three supported levels) would have approximately 300 spaces.

**SK-3C**

1. Produced over SK-3A
2. Layout based on an industry standard of
  - o 60' double loaded parking bay on the south edge plus
  - o 43' single loaded parking bay on the north edge
  - o Overall width increased by 2' to account for structural columns.
3. Narrower footprint than SK-3B: 105' out to out
4. Fits within the property line.
5. Would not require closing abandoning St. Lucie Court.
6. Yields the least spaces (57) 9' by 18' spaces per level, roughly the same as the original SK-3 sketch.
7. A parking facility (ground plus three supported levels) would have approximately 200 spaces.



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	CITY OF FORT PIERCE, FL Job: ST. LUCIE COURT BEACH PARKING Job No: 15-2127.00 Date: 06.08.16	



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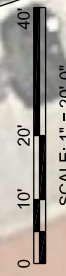
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 Job: ANALYSIS for BEACH PARKING  
 Job No: 15-127.00  
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No.  
**SK-1**



2 SITE 2

20 SPACES @ 9'-6" X 19'-0"  
 1 HC SPACE  
**21 TOTAL**



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No.  
**SK-2**



**3** **SITE 3**

56 SPACES @ 9'-6"X19'-0"  
 3 HC SPACES  
**59 TOTAL**



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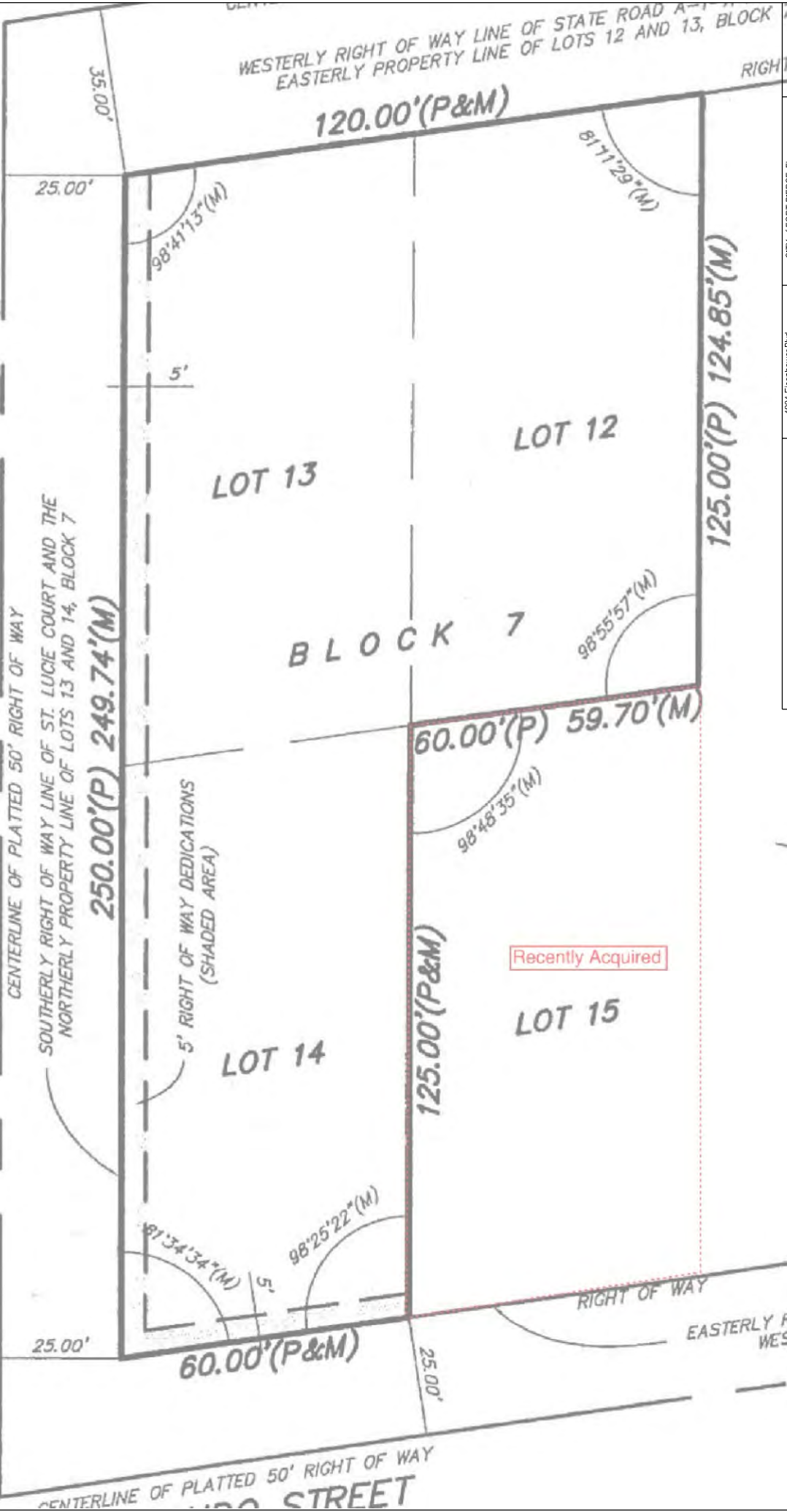
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Date: 04.22.16

No.

**SK-3**

# ST. LUCIE COURT

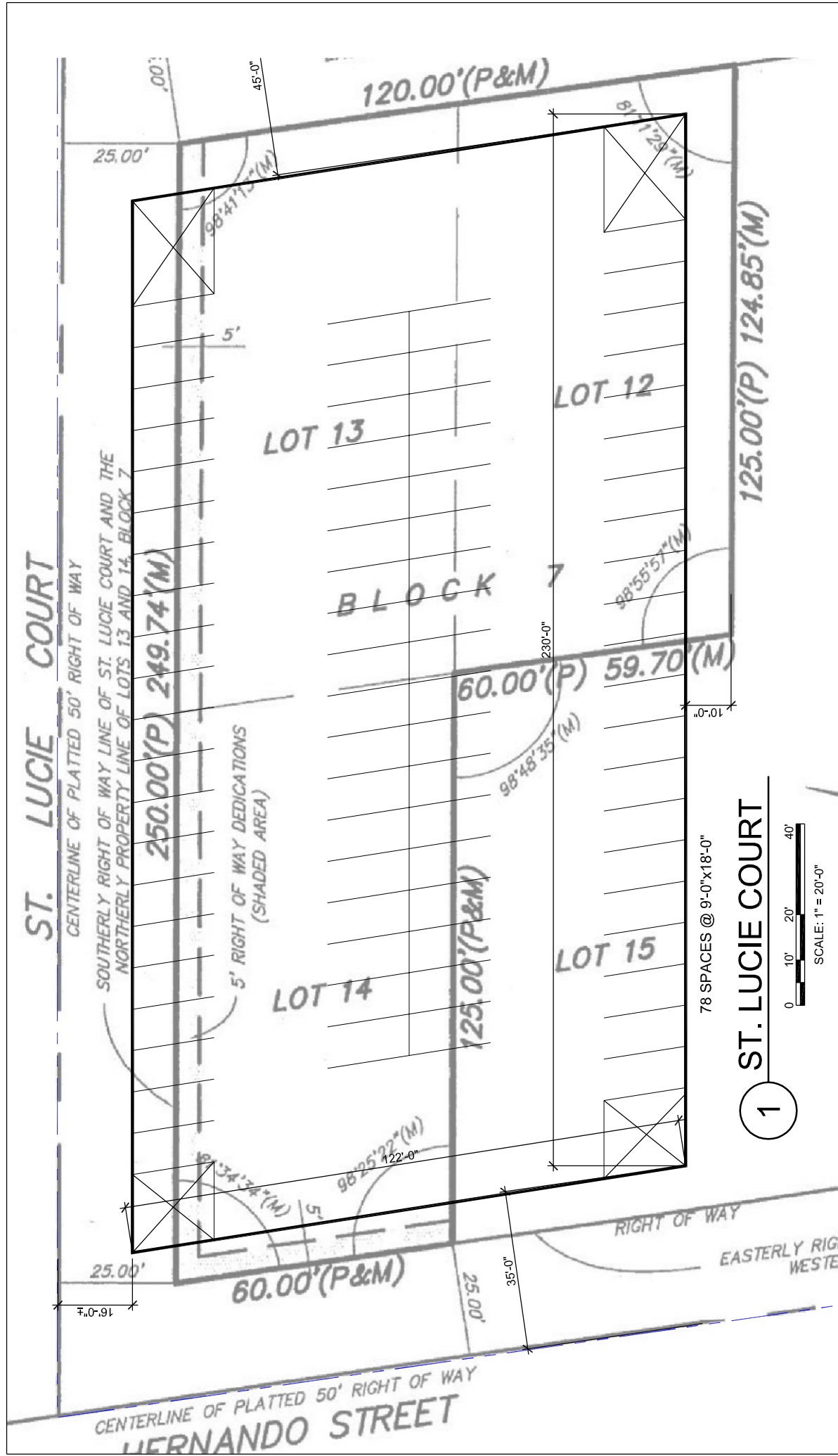


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 Date: 06/08/16

SK-3A



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Date: 06.08.16

No. **SK-3B**

# ST. LUCIE COURT

CENTERLINE OF PLATTED 50' RIGHT OF WAY

SOUTHERLY RIGHT OF WAY LINE OF ST. LUCIE COURT AND THE  
NORTHERLY PROPERTY LINE OF LOTS 13 AND 14, BLOCK 7

250.00'(P) 249.74'(M)

5' RIGHT OF WAY DEDICATIONS  
(SHADED AREA)

LOT 14

LOT 13

BLOCK 7

LOT 15

LOT 12

120.00'(P&M)

125.00'(P&M)

125.00'(P) 124.85'(M)

57 SPACES @ 9'-0"X18'-0"

ST. LUCIE COURT

1A



SCALE: 1" = 20'-0"

WESTERLY RIGHT OF WAY LINE OF STATE ROAD A-1  
EASTERLY PROPERTY LINE OF LOTS 12 AND 13, BLOCK 7

No.

SK-3C

CITY OF FORT PIERCE, FL  
Job: ST. LUCIE COURT BEACH PARKING

Job No: 15-2127.00

Date: 06/08/16

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CENTERLINE OF PLATTED 50' RIGHT OF WAY  
STREET

RIGHT OF WAY

EASTERLY RIG  
WESTE

25.00'

7.0'-23

60.00'(P&M)

25.00'

35'-0"

105'-0"

98°25'22"(M)

91°34'34"(M)

98°46'35"(M)

60.00'(P) 59.70'(M)

98°55'57"(M)

230'-0"

10'-0"

91°125'(M)

98°41'15"(M)

25.00'

35.00'

45'-0"

