



04 Beach District

## Beach District

As a result of the Parking Consulting Services Study conducted by Walker Consultants in 2016, alternative analysis for three sites identified by the City as potential options to construct new parking facilities, surface or structured. **Exhibit 12** identifies the sites that were evaluated.

The three sites considered are as follows:

Site #1: SW Corner of S. Ocean Dr. and Seaway Dr.

Site #2: SW Corner of S. Ocean Dr. and Binney Dr.

Site #3: SW Corner of S. Ocean Dr. and St. Lucie Ct.

*Exhibit 12: Proposed Beach Parking Sites*



*Source: City of Fort Pierce, Walker Consultants -2016*

Of the three sites, site #3 was evaluated to be the most attractive option as an alternative site given its capacity of 59± potential surface lot spaces and location to the beach and local attractions.

Since 2016:

- Site #3 has been reconfigured by the City and is now utilized as an unimproved parking lot to expand the public parking inventory at this site. This site is an asset that could be considered for additional improvement and the 2016 evaluation by Walker Consultants remains valid. This site, if improved to contain a parking structure, could improve inventory by up to 200± parking spaces.
- Site #2 remains unchanged since 2016.
- Site #1 has been developed into a paved parking lot, which is managed by a local parking operator with a paid parking component. This lot adds 43± spaces to the local parking inventory in a prime location while introducing the paid parking concept to the market.

Conceptual construction costs remain consistent with the recommendation provided by Walker in 2016. 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. 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). 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.

Interviews with stakeholders suggest that the demand for additional parking inventory is not critical in that the current inventory is only stressed a few times each year. It is noted, however, that when stress on the inventory does occur, it is caused by non-resident visitors. As the City looks to strategically modernize its parking program, and develop funding sources for potential future improvements, a paid parking program could be implemented with current technologies that will also allow Fort Pierce residents to access beach parking at no charge.



### Walker Recommends

Similar to the Downtown District, the areas in most demand should require a premium parking charge. In the Beach District, Jetty Park and the nearby businesses serve as one focal point for demand. Other areas include public parking at South Causeway Park located on Seaway Drive (adjacent to the St. Lucie County Aquarium), and South Beach Park located on SR A1A. As private parking operators have improved nearby Site #1 as a paid parking operation, the City should consider implementing non-resident paid parking at the Jetty Park parking lot, South Causeway Park and South Beach Park. This rate can be a flat/event-type rate that will allow the patron to park all day and should be considered in the range of \$5 - \$10.

With the proximity to the beach and the water, Walker recommends the utilization of mobile payment technologies to eliminate the need of payment kiosk hardware and the associated maintenance needs. As documented earlier in this report, payment and enforcement will be based on utilizing the vehicle license plate as a credential which will also allow for the implementation of a Resident Beach Parking Program for the Beach District.

## Resident Beach Parking Program

With the advent of the parking industry using the vehicle license plate as a credential, along with supporting technologies, it is possible to create a parking program that reduces the administrative burden of organizing and enforcing a designated permit class while allowing for relatively easy access for constituents. By implementing the enforcement technologies and mobile payment technologies detailed earlier in this report, the City can create a permit class for a Resident Beach Parking Program.

The resident would simply register through the provided website (the City's permit & enforcement technology) and provide proof of residency (Business rule to be determined by the City) by electronically attaching/uploading required documents. The City designee would review the electronic documentation and approve/deny the account request.

Once approved, the resident would have an account for which then can actively manage by providing their vehicle license plate(s) (can be changed at any time). The vehicle license plates would then be seen as a Resident Beach Parking Permit type and parking enforcement ambassadors will see the vehicle as valid in the Beach District. Often limits to the number of active vehicles at any given time are identified as a business rule to limit abuse and this can be decided by the City as the program is implemented.

This type of program, whether it is free parking for residents or a discounted rate, will help garner support from the residents to use the paid parking program to help manage demand while raising funding for future improvements.



### Walker Recommends

- As paid parking is introduced to the Beach District, the opportunity suggests a need to create a Resident Beach Parking Program that will allow Fort Pierce residents the opportunity to access the public parking inventory within the Beach District without having to pay the daily or hourly non-resident fee to park.



**Beach District**

## Targeted Areas for Paid Parking

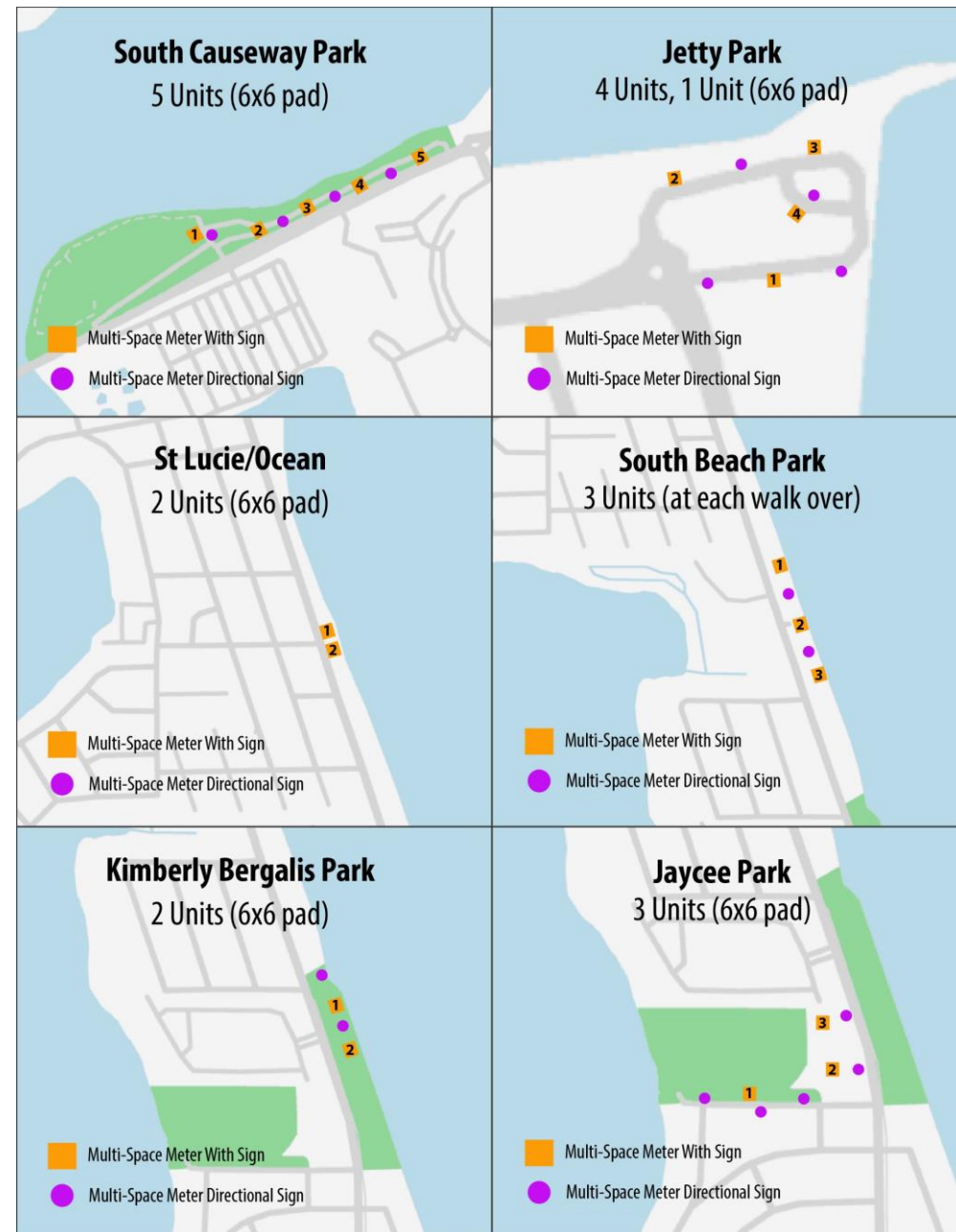
BEACH ACCESS  
PAID PARKING

RESIDENT BEACH  
PARKING  
PROGRAM

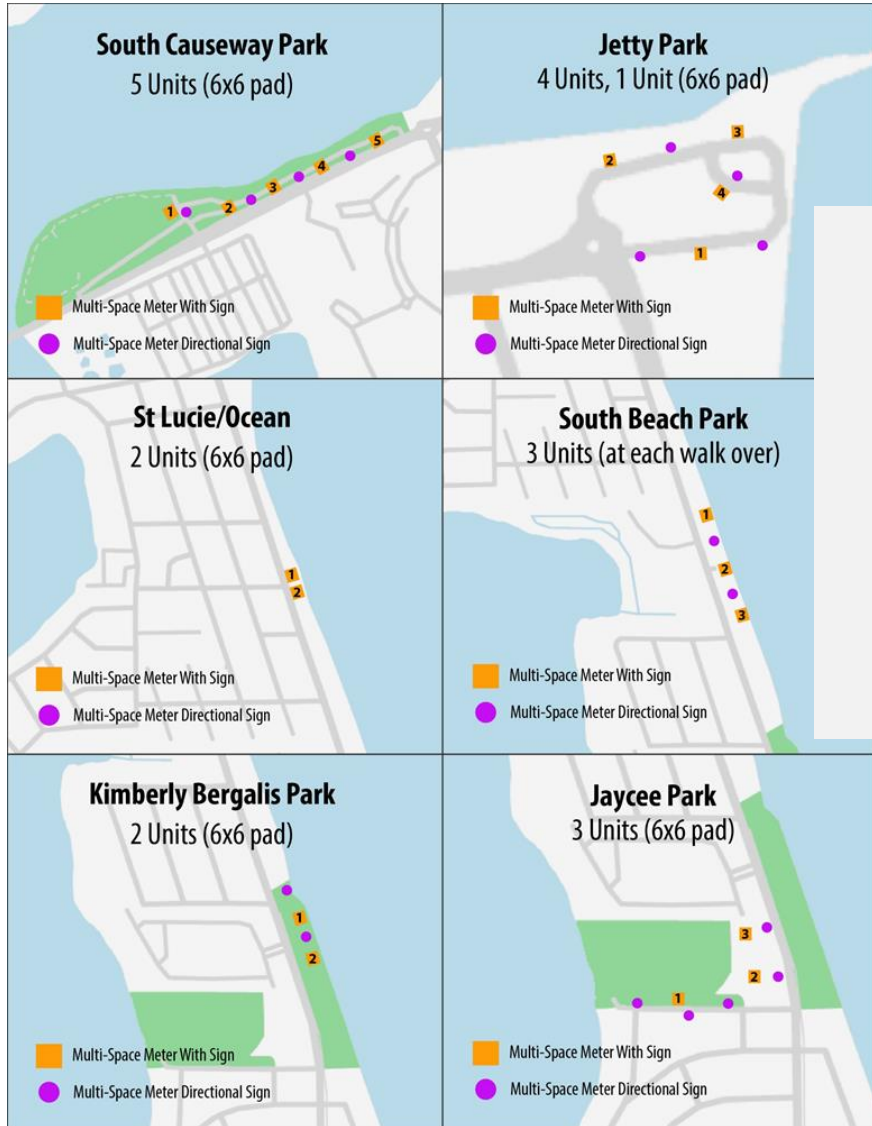


# BEACH SIGN LOCATIONS

- Total of **19** Multi-Space Meters for beach parking
- Total of **17** Directional Signs for beach parking



# TECHNOLOGY – REVENUE COLLECTION



## Multi-Space Meters

Downtown	43
Beach	19
<b>Total</b>	<b>62</b>

