May 30, 2018

Mr. Hal King, CAPP
Parking Administrator
City of Hollywood
2600 Hollywood Boulevard, Annex Suite 17
P.O. Box 229045
Hollywood, Florida 33022-9045

Re: Parking Planning Study
   City of Hollywood Barrier Island Parking Study
   RFP-4559-17-JE
   Walker Project No. 15-2238.00

Dear Mr. King,

Walker is pleased to present our strategic recommendations associated with the Barrier Island Parking Study performed for the City of Hollywood. This report presents our analysis and conclusions, and is intended to assist in evaluating various issues associated with parking opportunities in the Barrier Island community.

We appreciate and thank you for the opportunity to be of service to the City of Hollywood. Please do call or email if there are any questions regarding our work.

Sincerely,

WALKER CONSULTANTS

Jim Corbett, CAPP
Consultant

Jaime Snyder, CAPP
Consultant

Andrew Baglini
Analyst
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The Hollywood Beach area offers various recreational, cultural, shopping, and dining venues for residents and visitors alike. Recent development has taken advantage of the location on the barrier island as evidenced by the numerous new residential and hotel projects, as well as the much-needed infrastructure upgrades and streetscape improvements. When considering these ongoing changes, one main ingredient to creating a successful environment is an appropriate supply of public parking to accommodate current and future demand in the area, while maintaining the character of the Hollywood Beach Broadwalk lifestyle.

To assist with the ongoing and future planning impacts, the City of Hollywood has hired Walker Consultants (Walker) to provide a comprehensive parking analysis for the Barrier Island and Lakes Community area, generally bounded by Sheridan Street in the north to the south property line of the Diplomat Resort and Spa, and from Federal Highway in the east to the Atlantic Ocean.

LAND USE QUANTITIES

The famous Hollywood Beach is known for its great Broadwalk which extends about 2.5 miles along the Atlantic Ocean. Countless restaurants and hotels line the Broadwalk along with a theatre, children’s playground, and many other attractions including bicycle rental shops, ice cream parlors, souvenir shops, and a farmer’s market. Many of the Hollywood Beach restaurants offer outdoor seating for patrons to enjoy the sea breeze and scenery. The vibrant Broadwalk is a scenic place for walking and jogging; there is also a bike lane for bicyclists and rollerbladers. In the evenings, many restaurants and the bandshell at Johnson Street showcase musicians prompting spontaneous dancing along the Broadwalk.

Providing the reader with a greater understanding of the Hollywood Beach land use quantities, Walker has researched and compiled the following exhibits showing the comprehensive land use quantities first, followed by a subsequent breakdown of 1) land use north of Garfield Street, 2) land use between Garfield Street and Harrison Street, and 3) land use south of Harrison Street to the southern border of the Diplomat Resort and Spa.

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Hollywood Beach Land Use (Sheridan Street south to Garfield Street)

Source: Broward County Property Appraiser’s Site and Walker Consultants 2018

Hollywood Beach Land Use (Garfield Street to Harrison Street)

Source: Broward County Property Appraiser’s Site and Walker Consultants 2018
Throughout the following pages of the analysis, Walker will refer to each of these smaller subdivided beach areas often, with an understanding that each of these areas offer separate and unique qualities.

CONCLUSIONS AND RECOMMENDATIONS

The results herein have been researched and vetted with City parking staff and community stakeholder groups with the intent to provide a roadmap for future parking needs and implementation of parking policies that utilize the existing parking supply more effectively. These parking strategies are appropriate for the shape and size of the area and reflect future development patterns and public improvements.

The following provides a summary of Walker’s conclusions and strategic recommendations:

TRANSPORTATION MODE SHIFT

Walker’s community survey indicated that nearly 60 percent of respondents arrive to the island in a single occupant vehicle (SOV). Due to the current demands for parking on the Barrier Island, there are strategies the community can take to lower the need for a single occupant vehicle to be driven and parked on the island. This in turn would lower traffic congestion on the island and create more availability in parking facilities.

- AvMed Rides bikeshare program, powered by Broward BCycle
- The Hollywood/Fort Lauderdale Water Taxi
- A micro-transit shuttle program that supports the larger Hollywood trolley system and focuses on shorter direct routes from parking locations to destinations
• The installation of a centrally located ride-share passenger loading zone on Tyler Street south of Arizona Street and the installation of a centrally located passenger loading zone on Johnson Street near the Johnson Street Trolley hub
• The use of the designated street ends where loading and unloading is permitted by decorative brick-paver markings

**BARRIER ISLAND HOTEL/MOTEL PARKING STRATEGIES**

Walker recommends the City revisit the annual cost of the hotel/motel permit. The current price of $150 per year equates to $12.50 per month per permit. During Walker’s overnight visits to the Barrier Island, we were charged $10 and $7 per night (on two separate occasions) to park our rental car on beach property. Had we visited for a week, we would have been expected to pay an overnight parking fee in excess of $50 to $70 per visit. At these overnight parking rates, we suspect the hotel/motel owners could afford a higher permit fee to have a guest occupy a premium on-street parking space at the beach. We understand these spaces may have historically been free of charge to hotel/motel owners and visitors, however the value of the Hollywood Beach experience has increased, as should the value of a premium curbside parking space.

**Key Observation:** Of the 416-authorized hotel/motel permits, only 289 (69%) are currently active as of 2018. Walker recommends capping the active permits at this number for no other reason than this current permit number satisfies the peak seasonal demand. As future development requests are presented to the City, we recommend the City require the developer to provide suitable on-site parking levels to satisfy their development project. Increasing on-street permit activity using premium curbside parking inventory in not a best practice recommendation.

**BARRIER ISLAND EMPLOYEE PARKING**

One of the most frequent topics of discussion was the number of employees parking on the Barrier Island and the parking spaces they are utilizing for hours at a time. It was estimated by one organization that between 300-400 employees are parking on the Barrier Island at one time, including the hotels, retail establishments and restaurants. Walker was further able to verify actual employee permit numbers with the City and it was revealed the City has sold approximately 200 permits to beach employees. Other beach employees may in fact be taking advantage of buying the annual City of Hollywood resident permit.

After review of the current conditions and input from the community stakeholders Walker recommends five solutions to the employee parking challenge. The recommendations are presented in order of ease of implementation and cost of services. Employees should be asked to park only at the following locations:

- Downtown Garages
- Hollywood North Beach Lot (Broward County)
- Local Casino Lots
- New Surface Lot Under the Hollywood Boulevard Bridge
- Broward County/DNR Parcels
- Diplomat Beach Resort Hotel Garage
- Buchanan/A1A Site
BARRIER ISLAND VISITOR PARKING STRATEGY

Based upon data collection, observations and input from stakeholders Walker recommends a holistic solution to improve the visitor parking system on the Barrier Island. The system consists of the following components:

• Utilization of parking garages to park visitors
• Parking guidance and wayfinding to direct visitors to those parking garages
• Introducing parking locator app and website improvements
• Limiting on-street parking to 4-hours in predominantly residential areas
• Enforcing Margaritaville Resort Garage agreement

BARRIER ISLAND DELIVERY ZONE STRATEGY

To provide sufficient loading zone areas for the Barrier Island retail establishments, Walker recommends designated loading zone areas along A1A and the continued use of the street ends for the Broadwalk retailers. Furthermore, Walker recommends on-street spaces reserved for 30-minute freight unloading during the early morning hours and converted back to a metered space after 11:00am, in high-volume retail areas.

BARRIER ISLAND PARKING CODE REVIEW

• To remain compliant with the 2018 City of Hollywood organizational chart, Walker recommends revising the language and definitions in Chapter 72 to realign and replace the responsibilities of the Director of Parking and Intergovernmental Affairs with those of the Director of Development Services, and his or her designee, more commonly referred to as the Parking Administrator.

• Walker recognizes the need to maintain and increase passenger loading zones throughout the Barrier Island streets to include key loading and unloading passenger areas in support of ride-hailing services such as Uber and Lyft. We suggest these areas and spaces be labeled as such with the 5-minute language posted on the sign with the violation code and fine amount. We recognize the existing fine amount of $45 as appropriate.

• Walker recognizes the need to maintain and increase freight loading zones throughout the Barrier Island streets to include key loading and unloading freight areas in support of commercial business areas from Sherman Street to Harrison Street. We suggest these areas and spaces be labeled as such with the 30-minute language posted on the sign with the violation code and fine amount. We recognize the existing fine amount of $205 as appropriate.

• Walker recognizes the need to create a residential parking permit policy in addition to the permit parking program. We recognize the permit parking program is designed to cover the need for any permit parking program area, while a residential parking program identifies the needs of residential neighborhoods abutting certain commercial districts. We recognize the existing No Permit fine amount
of $45 as appropriate for residential parking permit only areas and should be paired with the $40 fine for Posted Time Limit when time-limited spaces compete with residential permit parking areas. As a suggested residential parking program policy, please refer to the language found in the appendices section of this report.

- Walker recognizes the need to identify specific criteria required of a residential parking program. Using this approach, the City will be able to define the number of eligible permits per residence, the terms of the renewal process, as well as the documentation required of full- and part-time residents. We recognize the existing annual permit fee of $25 per permit as appropriate for residential areas where paid on-street parking is not in conflict, however the permit fee for areas where residential parking overrides paid on-street parking areas should be evaluated by City staff and City Commission for budgetary financial impact.

- Walker recommends the need to discontinue the provisional lot ordinance and require existing provisional lots to become compliant with the provisional lot code requirements or be shut down immediately. Existing provisional lots would be permitted to enjoy the benefit of the remaining two-year term and not be eligible for renewal. Moving forward, Walker recommends all approved developments should be required to provide a public parking component.

- Walker recommends discontinuing the sale and distribution of the non-residential and citywide residential parking permit. This reduction should be offset with the promotion of the 50% hourly discount for qualified residents at the City operated on- and off-street metered spaces. We certainly understand the good intentions of offering the citywide permit, however we also understand the ability for employees that are residents of the City of Hollywood to purchase this $150 annual permit and park all day in a City-operated metered space designed for use by visitors and residents.

- When considering programmatic changes to the Barrier Island or the Hollywood Lakes neighborhood, Walker recommends the need to review the potential financial and operating impacts associated with the change. Creating a residential parking program on the Barrier Island streets will impact the ability for the Parking Division to provide hourly parking for use by the public. In locations where a fee is collected for parking, overall revenues will be reduced as the revenue generated by an annual permit will not be enough to offset the loss of hourly income. By nature, a residential parking program suggests the need to reserve premium curbside parking inventory for use by a select user group. In this case, the residents would be the beneficiary of the reserved areas, with other groups being restricted from the use of these areas. Whether a residential parking program offers 24/7 reserved access or limited-use access (6:00pm to 6:00am), will impact the current financial model.
RESIDENTIAL PARKING PROGRAM

- Upon a formal request from the Hollywood Beach Civic Association, Walker recommends the Department of Development Services meet with the members of the Association to understand the specifics surrounding their residential parking program request. To assist with this process, we suggest the Department adopt the Residential Parking Policy language provided in the appendices section of this report. As the Department performs their review of the Association’s request, we recommend the Department consider the financial impacts of the request with an understanding of the effect any programmatic changes may have on the Parking Division Enterprise Fund.

- At the request of the Hollywood Lakes Civic Association, Walker recommends extending the Residential Parking Program operating hours to midnight. Walker also learned from the residents that the enforcement coverage may not be consistent enough to adequately patrol the neighborhood. Residents were heard to say enforcement may only pass through the neighborhood once or twice on a typical peak Saturday or Sunday, leaving the two-hour limits unenforced for many vehicles. Other residents said the citation amount is too low and many employees and visitors consider the citation amount as the cost of parking for work or the cost of parking for a nice day at the beach or evening out.
INTRODUCTION

On Friday, February 16th, 2018, during Walker’s initial three-day site visit to Hollywood, our representatives spent time in the field visually verifying all on- and off-street parking inventory within the project study area. When appropriate, we recorded hours of operation, parking rates, and restrictions associated with each type of inventory. We also performed a general survey of the Hollywood Lakes Community to determine current parking inventory and restrictions. During Walker’s second site visit, on Friday, March 16th and Saturday, March 17th (St. Patrick’s Day), the project team captured parking utilization in the Barrier Island study area during the daytime and evening hours. Upon confirming with City officials, Walker understood these weekday and weekend dates and times were most representative of typical peak utilization periods during the prime beach season (January through March).

STUDY AREA

The City of Hollywood, in conjunction with the Hollywood Community Redevelopment Agency (CRA), determined the Barrier Island study area boundaries to be Sheridan Street in the north to the southern boundary of the Diplomat Beach Resort in the south and from Federal Highway east to the Atlantic Ocean. This follows the boundary of the CRA’s Beach District. Exhibit #1 shows the boundaries of the Barrier Island Study Area.
BARRIER ISLAND REGIONS

To further analyze the field data, Walker divided the Barrier Island study area into three regions: North, Central, and South beach. The North beach region includes areas from Sheridan Street south to Garfield Street, the Central region includes areas from Garfield Street south to Harrison Street, and the South region includes areas from Harrison Street south to the southern property boundary of the Diplomat Beach Resort. The boundaries of each region were selected in-part because of the land uses found in each. Areas north of Garfield Street and the Garfield Garage are largely residential. The Central region is largely commercial, with several large resorts and bars/restaurants, plus some residential land uses. The South region is mainly residential, with several large condominium buildings, plus the large Diplomat Beach Resort. Exhibits 2 through 4 highlight the sub-divided beach regions.

Exhibit 2: Hollywood Barrier Island – North Beach Region

Source: Walker Consultants 2018
Walker was also tasked with reviewing the parking policies for the Hollywood Lakes Community. The Hollywood Lakes Community is a neighborhood on the Hollywood mainland, directly west across the Intracoastal Waterway from the central region of Hollywood Beach. The area of the Hollywood Lakes Community that Walker was tasked with studying includes the areas between Hollywood North Lake to the north and South Lake to the south, and 13th Avenue east to the Intracoastal Waterway. The east-west running Hollywood Boulevard splits the community in half.
BARRIER ISLAND SUPPLY/DEMAND ANALYSIS

The parking data information on the following pages of this report section will be used to provide a quantitative and qualitative assessment of the parking characteristics in publicly available parking facilities found within the Barrier Island study area. We also included parking inventory and occupancy information for the provisional lots found throughout the beach. All provisional lots that were completed at the time of our site visit were included in our survey. The provisional lot found at the intersection of Buchanan Street and A1A, next to Margaritaville, was not included as this lot was still coming online during our visit.

PARKING SUPPLY

During Walker’s first site visit on Friday, February 16th, 2018, the project team verified the existing on- and off-street parking inventory within the Barrier Island study area, as shown in the below Exhibit.

Exhibit 5: On-Street Parking Supply

<table>
<thead>
<tr>
<th>Beach Region</th>
<th>Metered Spaces</th>
<th>ADA Spaces</th>
<th>Total Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Beach</td>
<td>196</td>
<td>11</td>
<td>207</td>
</tr>
<tr>
<td>Central Beach</td>
<td>249</td>
<td>13</td>
<td>262</td>
</tr>
<tr>
<td>South Beach</td>
<td>344</td>
<td>11</td>
<td>355</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>789</strong></td>
<td><strong>35</strong></td>
<td><strong>824</strong></td>
</tr>
</tbody>
</table>

Source: Walker Consultants 2018

Walker counted a total of approximately 824 on-street spaces within the study area. 789 of these spaces are City of Hollywood metered spaces, while 35 are ADA spaces. The South beach region had the most spaces with 355 (largely because this is the largest region by land area), while the Central beach had 262 spaces and the North beach had 207 spaces.

**Key Finding:** Florida State Statutes require one of every 150 metered on-street spaces provided by state agencies and political subdivisions be designated as a disabled parking space\(^1\). Walker verified the total and reports the City of Hollywood meets and exceeds this minimum requirement with 35 ADA spaces, when only 6 ADA spaces are required by law.

---

\(^1\) The 2018 Florida Statutes 553.5041 (4b.) Parking spaces for persons with disabilities
As shown in the exhibit above, Walker counted approximately 4,742 off-street spaces within the study area. Off-street parking facilities range in size from the 9-space lot at the corner of Surf Road and Tyler Street to the 1,432-space Diplomat Resort Garage. City of Hollywood public parking facilities are highlighted in blue and parking garages are italicized. As noted, 274 spaces at the Margaritaville Resort are reserved for valet parking.
Vehicle stackers are in place in these valet-only spaces, however during Walker’s inventory and occupancy surveys, none of the stackers were being used. The inventory counts these stacked spaces as only one space each, due to the inoperable nature of the stackers. As the valet parking area was split into two sections, Walker observed shorter-term restaurant valet parking on the first garage level and longer-term, hotel-related valet parking on the upper levels of the garage. Walker counted approximately 2,643 spaces in the Central beach region, 1,708 spaces in the South beach region, and 391 spaces in the North beach region. Of these spaces, we recorded 684 spaces as public parking inventory controlled by the City of Hollywood, while the remaining 4,058 spaces are privately operated and made available for public parking use.

When combining on- and off-street parking, Walker counted approximately 5,566 spaces within the Barrier Island study area. The City of Hollywood, in conjunction with the CRA, is currently building the 316-space Nebraska Street Garage in the North beach region along A1A between Nevada and Nebraska Streets, scheduled for completion in 2019. Additionally, a new provisional lot along A1A between Buchanan and Michigan Streets is scheduled to come online soon. As of our March survey, it was nearing completion.

**PARKING UTILIZATION**

During Walker’s second site visit, on Friday, March 16th and Saturday, March 17th (St. Patrick’s Day), the project team captured parking utilization (parked vehicles in occupied spaces) in the beach study area during the daytime and evening hours. Upon confirming with City officials, Walker understood these weekday and weekend dates and times were most representative of typical peak utilization periods during the prime beach season (January through March).

Walker has provided an Excel summary spreadsheet showing parking inventory and utilization information by each predetermined beach region for each utilization survey. In addition, the City of Hollywood allows on-street permit parking for the following permit holders:

- Hotel/Motel Guests
- City of Hollywood Residents
- Barrier Island Employees
- ADA (Handicap) Parkers

During the site visit field surveys, Walker noted the number and type of permit parkers found in on-street spaces. Permits were either located attached to the windshield as a sticker or hanging from the rearview mirror as a hangtag. If no permit was present, it was assumed that the customer paid the meter as a paying customer. The permit utilization information can be found in the right portion of each summary table under on-street permits.

Additionally, Walker has provided heat maps and block-by-block inventory, occupancy, and permit information for the peak parking demand observation, which occurred during the midday survey on Saturday March 17th, 2018. Please see Appendix B for block-by-block information for the three remaining surveys (Friday midday, Friday evening, and Saturday evening).
The maps and tables below show parking utilization by heat inference comparison for both on- and off-street parking. Essentially, the greater the utilization, the hotter the colored reference. For the purpose of explanation, a legend has been provided on each map showing the block-face (one side of a block), or off-street surface parking lot or garage with the following color-coded utilization ranges: Yellow = 0 to 64% utilization; Orange = 65% to 74% utilization; Red = 75% to 84% utilization; and Purple = greater than 85% utilization. A brief narrative has been provided for each survey detailing the key findings.

WEEKDAY CONDITIONS

During the Friday, March 16th midday utilization survey from 10:00 am to 3:00 pm, Walker experienced mostly sunny conditions with 80-degree weather. As shown in the table below, the overall study area experienced an on-street parking occupancy rate of 87 percent, with a total of 717 parked vehicles. This was the second highest-utilized survey period, after the Saturday midday survey. The North and Central beach regions saw utilization rates of 99 percent, while the South beach region saw a 71 percent utilization rate. The North and Central beach regions generally saw a greater percentage of hotel/motel guest permit parkers. The Central beach region saw far and away the greatest percentage of employee permit parkers. Parkers with ADA hangtags were generally evenly distributed between the three beach regions. The South beach region had the greatest percentage of City of Hollywood resident permit parkers (38 percent), which may correspond with the significant portion of residential land uses found here. North beach had the greatest percentage of non-permit parkers (42 percent), while the South beach had 32 percent of the parked vehicles parked as non-permit holders.

**Key Finding:** Central beach had the lowest percentage of non-permit holders with 27 percent. This equates to seventy three percent of the vehicles parked in the Central beach region being parked as permit parkers. On-street spaces in core commercial areas are best used for transient, shorter-term parkers, but in the heart of Hollywood Beach most of these spaces are utilized by longer-term permit parkers.

<table>
<thead>
<tr>
<th>Beach Region</th>
<th>Metered Spacing</th>
<th>ADA Spacing</th>
<th>Total Spacing</th>
<th>Occupancy %</th>
<th>Hotel / Hotel Guest</th>
<th>Resident</th>
<th>Employee</th>
<th>ADA</th>
<th>Non-Permit</th>
<th>Total</th>
<th>Permit % of Inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Beach</td>
<td>196</td>
<td>11</td>
<td>207</td>
<td>99%</td>
<td>56</td>
<td>34</td>
<td>7</td>
<td>22</td>
<td>85</td>
<td>204</td>
<td>27%</td>
</tr>
<tr>
<td>Permit %</td>
<td>17%</td>
<td>3%</td>
<td>11%</td>
<td>27%</td>
<td>17%</td>
<td>17%</td>
<td>3%</td>
<td>11%</td>
<td>42%</td>
<td>100%</td>
<td>57%</td>
</tr>
<tr>
<td>Central Beach</td>
<td>249</td>
<td>13</td>
<td>262</td>
<td>99%</td>
<td>72</td>
<td>49</td>
<td>49</td>
<td>20</td>
<td>70</td>
<td>260</td>
<td>28%</td>
</tr>
<tr>
<td>Permit %</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
<td>28%</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
<td>8%</td>
<td>27%</td>
<td>100%</td>
<td>73%</td>
</tr>
<tr>
<td>South Beach</td>
<td>344</td>
<td>11</td>
<td>355</td>
<td>71%</td>
<td>56</td>
<td>96</td>
<td>3</td>
<td>17</td>
<td>81</td>
<td>253</td>
<td>22%</td>
</tr>
<tr>
<td>Permit %</td>
<td>38%</td>
<td>1%</td>
<td>7%</td>
<td>32%</td>
<td>38%</td>
<td>1%</td>
<td>7%</td>
<td>32%</td>
<td>100%</td>
<td>48%</td>
<td>33%</td>
</tr>
<tr>
<td>Total</td>
<td>789</td>
<td>35</td>
<td>824</td>
<td>87%</td>
<td>184</td>
<td>179</td>
<td>59</td>
<td>59</td>
<td>236</td>
<td>717</td>
<td>26%</td>
</tr>
<tr>
<td>Permit %</td>
<td>25%</td>
<td>8%</td>
<td>8%</td>
<td>33%</td>
<td>25%</td>
<td>8%</td>
<td>8%</td>
<td>33%</td>
<td>100%</td>
<td>58%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Walker Consultants 2018
As shown in the Exhibit below, 26 percent of the total 717 observed vehicles were hotel/motel guest permit parkers. 25 percent were City of Hollywood resident parkers, while 8 percent had employee permits and 8 percent had ADA permits. This equals a total of 481 permit vehicles. The remaining 33 percent of the total 717 parked vehicles did not have a permit, or were assumed to be meter-feeding customers. As another metric, 58 percent of the total on-street parking inventory was occupied by permit parkers. The exhibit below breaks down the observed permit parkers found within the study area.

Exhibit 8: Weekday Midday On-Street Permit Breakdown

| Source: Walker Consultants 2018 |

The exhibit below shows the 61 percent off-street parking utilization (2,892 parked vehicles versus an inventory of 4,742 spaces) observed during the Friday midday survey.

Exhibit 9: Weekday Midday Off-Street Utilization

<table>
<thead>
<tr>
<th>Off-Street Parking Inventory</th>
<th>Friday Midday Off-Street Parking Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach Region</td>
<td>Metered Spaces</td>
</tr>
<tr>
<td>North Beach</td>
<td>380</td>
</tr>
<tr>
<td>Central Beach</td>
<td>2,353</td>
</tr>
<tr>
<td>South Beach</td>
<td>1,681</td>
</tr>
<tr>
<td>Total</td>
<td>4,414</td>
</tr>
</tbody>
</table>

Source: Walker Consultants 2018
During the Friday evening utilization survey from 5:00 pm to 9:00 pm, Walker experienced mostly clear conditions with 70-degree weather. As shown in the table below, the overall study area experienced an on-street occupancy rate of 73 percent, with a total of 605 parked vehicles compared to 824 total spaces. This was the least-utilized survey period. The Central beach region saw an 88 percent occupancy rate, while the North and South regions saw lower occupancy rates at 74 and 62 percent, respectively.

### Exhibit 10: Weekday Evening On-Street Utilization

<table>
<thead>
<tr>
<th>Beach Region</th>
<th>Metered Spaces</th>
<th>ADA Spaces</th>
<th>Total Spaces</th>
<th>Metered Spaces</th>
<th>ADA Spaces</th>
<th>Total Spaces</th>
<th>Occupancy %</th>
<th>Hotel / Hotel Guest</th>
<th>Resident</th>
<th>Employee</th>
<th>ADA</th>
<th>Non-Permit</th>
<th>Total</th>
<th>Permit % of Inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Beach</td>
<td>196</td>
<td>11</td>
<td>207</td>
<td>151</td>
<td>3</td>
<td>154</td>
<td>74%</td>
<td>49</td>
<td>22</td>
<td>11</td>
<td>16</td>
<td>56</td>
<td>154</td>
<td>47%</td>
</tr>
<tr>
<td>Permit %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25%</td>
<td>28%</td>
<td>7%</td>
<td>10%</td>
<td>29%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central Beach</td>
<td>249</td>
<td>13</td>
<td>262</td>
<td>229</td>
<td>2</td>
<td>231</td>
<td>88%</td>
<td>66</td>
<td>31</td>
<td>50</td>
<td>12</td>
<td>72</td>
<td>231</td>
<td>61%</td>
</tr>
<tr>
<td>Permit %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13%</td>
<td>23%</td>
<td>22%</td>
<td>5%</td>
<td>38%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Beach</td>
<td>344</td>
<td>11</td>
<td>355</td>
<td>215</td>
<td>5</td>
<td>220</td>
<td>62%</td>
<td>61</td>
<td>75</td>
<td>4</td>
<td>20</td>
<td>60</td>
<td>220</td>
<td>45%</td>
</tr>
<tr>
<td>Permit %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12%</td>
<td>35%</td>
<td>2%</td>
<td>9%</td>
<td>42%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>789</td>
<td>35</td>
<td>824</td>
<td>595</td>
<td>10</td>
<td>605</td>
<td>73%</td>
<td>176</td>
<td>128</td>
<td>65</td>
<td>48</td>
<td>188</td>
<td>605</td>
<td>51%</td>
</tr>
<tr>
<td>Permit %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>16%</td>
<td>28%</td>
<td>11%</td>
<td>8%</td>
<td>37%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Walker Consultants 2018

As shown in the below Exhibit, 28 percent of the total 605 observed vehicles were City of Hollywood resident parkers. Sixteen percent were hotel/motel guest parkers, while 11 percent had employee permits and 8 percent had ADA permits. This equals a total of 417 permit vehicles. The remaining 37 percent of the 605 parked vehicles did not have a permit, or were assumed to be meter-feeding customers. As another metric, 51 percent of the total on-street parking inventory was occupied by permit parkers. The exhibit below breaks down the observed permit parkers found within the study area during the Friday evening survey.

### Exhibit 11: Weekday Evening On-Street Permit Breakdown

![Permit Breakdown Chart]
The exhibit below shows the 39 percent off-street parking utilization observed during the Friday evening survey.

**Exhibit 12: Weekday Evening Off-Street Utilization**

<table>
<thead>
<tr>
<th>Beach Region</th>
<th>Off-Street Parking Inventory</th>
<th></th>
<th>Friday Evening Off-Street Parking Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Metered Spaces</td>
<td>ADA Spaces</td>
<td>Total Spaces</td>
</tr>
<tr>
<td>North Beach</td>
<td>380</td>
<td>11</td>
<td>391</td>
</tr>
<tr>
<td>Central Beach</td>
<td>2,353</td>
<td>290</td>
<td>2,643</td>
</tr>
<tr>
<td>South Beach</td>
<td>1,681</td>
<td>27</td>
<td>1,708</td>
</tr>
<tr>
<td>Total</td>
<td>4,414</td>
<td>328</td>
<td>4,742</td>
</tr>
</tbody>
</table>

*Source: Walker Consultants 2018*

**WEEKEND CONDITIONS**

Similar to the weekday conditions, during the Saturday midday utilization survey, Walker experienced mostly sunny conditions with 80-degree weather. As shown in the table below, the overall study area experienced an on-street occupancy rate of 96 percent, with a total of 795 parked vehicles compared to 824 total spaces. This was the peak demand survey period. North beach saw an occupancy rate of 100 percent, while the Central and South beach saw the still-high occupancy rates of 98 and 93 percent, respectively. Similar to the weekday midday conditions, the greatest percentage of hotel/motel guest permit parkers were found in the North and Central beach regions (26 and 29 percent, respectively). Also, similar to the weekday observation, the South beach had the highest percentage of resident parkers and the Central beach had the highest percentage of employee parkers. Forty percent of the parked vehicles in the South beach region did not have a permit compared to 24 percent in Central beach and 22 percent in North beach. As mentioned earlier, on-street spaces in the North and Central beach regions would be best used for transient, short-term parkers as opposed to the long-term parkers that are utilizing the few valuable on-street spaces available on the beach.

**Exhibit 13: Weekend Midday On-Street Utilization – Peak Demand**

<table>
<thead>
<tr>
<th>Beach Region</th>
<th>On-Street Parking Inventory</th>
<th>Saturday Midday On-Street Parking Occupancy</th>
<th>Saturday Midday On-Street Permits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Metered Spaces</td>
<td>ADA Spaces</td>
<td>Total Spaces</td>
</tr>
<tr>
<td>North Beach</td>
<td>196</td>
<td>11</td>
<td>207</td>
</tr>
<tr>
<td>Central Beach</td>
<td>249</td>
<td>13</td>
<td>262</td>
</tr>
<tr>
<td>South Beach</td>
<td>344</td>
<td>11</td>
<td>355</td>
</tr>
<tr>
<td>Total</td>
<td>789</td>
<td>35</td>
<td>824</td>
</tr>
</tbody>
</table>

*Source: Walker Consultants 2018*
As shown in the below exhibit, 29 percent of the total 795 observed vehicles were City of Hollywood resident parkers. Twenty-four percent were hotel/motel guest parkers, while 10 percent had employee permits and 7 percent had ADA permits. This equals a total of 558 permit vehicles. The remaining 30 percent of the total 795 parked vehicles did not have a permit. As another metric, 68 percent of the total on-street parking inventory was occupied by permit parkers. The below exhibit breaks down the observed permit parkers found within the study area during the Saturday midday survey.

Exhibit 14: Weekend Midday On-Street Permit Breakdown – Peak Demand

Source: Walker Consultants 2018

The exhibit below shows the 59 percent off-street parking utilization observed during the Saturday midday survey.

Exhibit 15: Weekend Midday Off-Street Utilization – Peak Demand

<table>
<thead>
<tr>
<th>Beach Region</th>
<th>Off-Street Parking Inventory</th>
<th>Saturday Midday Off-Street Parking Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Metered Spaces</td>
<td>ADA Spaces</td>
</tr>
<tr>
<td>North Beach</td>
<td>380</td>
<td>11</td>
</tr>
<tr>
<td>Central Beach</td>
<td>2,353</td>
<td>290</td>
</tr>
<tr>
<td>South Beach</td>
<td>1,681</td>
<td>27</td>
</tr>
<tr>
<td>Total</td>
<td>4,414</td>
<td>328</td>
</tr>
</tbody>
</table>

Source: Walker Consultants 2018

The heat maps found on the following pages represent what was observed by Walker representatives during the Saturday mid-day peak demand utilization survey.
**Key Observations**

- On-street parking was over capacity (104% occupied)
- Land uses are primarily residential from Block 1 and Thomas Street south to Block 20 and Garfield Street

---

Source: Walker Consultants 2018
Exhibit 17: Weekend Midday On-Street Utilization – Peak Demand Blocks 7-12

Key Observations
- On-street parking was over capacity (104% occupied)

Source: Walker Consultants 2018
Exhibit 18: Weekend Midday On-Street Utilization – Peak Demand Blocks 13-18

Key Observations

- On-street parking was over capacity (102% occupied)
- Block 14 is the future home of the 316-space Nebraska Street Garage

Source: Walker Consultants 2018
Key Observations

- On-street parking was at capacity
- Blocks 19-24 are the northern end of the core Central beach commercial area
Exhibit 20: Weekend Midday On-Street Utilization – Peak Demand Blocks 25-30

Key Observations

- On-street parking was at capacity
- Blocks 25-30 are in the core area of the Central beach commercial district with the most commercial activity found on the Barrier Island
- Traffic routinely backed up on A1A from the Hollywood Boulevard intersection north to Michigan Street

Source: Walker Consultants 2018
**Key Observations**

- On-street parking was at capacity
- Blocks 31-35 are in the core area of the Central beach commercial district with the most commercial activity found on the Barrier Island
- Traffic routinely backed up on A1A from the Hollywood Boulevard intersection north to Michigan Street and south to Madison Street
- The intersection of A1A and Arizona Street was congested due to the proximity of GG’s, Billy’s Stone Crab, and other popular commercial establishments

Source: Walker Consultants 2018
## Key Observations

- On-street parking was at capacity.
- Commercial activity begins to decrease as one travels south from Harrison Street and residential land uses increase.
- Traffic routinely backed up on A1A from the Hollywood Boulevard intersection south to Madison Street.

### Exhibit 22: Weekend Midday On-Street Utilization – Peak Demand Blocks 36-41

**Source:** Walker Consultants 2018
Key Observations

- On-street parking was near capacity (90% occupied)
- This area of the study area is largely residential, with the large Summit Towers Condominium found on Block 44

Source: Walker Consultants 2018
Exhibit 24: Weekend Midday On-Street Utilization – Peak Demand Blocks 47-53

Key Observations:
- On-street parking was near capacity (86% occupied)
- This area of the study area is largely residential

Source: Walker Consultants 2018
Exhibit 25: Weekend Midday Off-Street Utilization – Peak Demand Blocks 1-6

Key Observations

- Provisional lots operated by ASTA were largely empty (13% occupied) at 10:30 AM

Source: Walker Consultants 2018
Exhibit 26: Weekend Midday Off-Street Utilization – Peak Demand Blocks 7-12

Key Observations
- The Marriott garage was at capacity

Source: Walker Consultants 2018
**Key Observations**

- The Garfield Garage was at capacity.
- 21% of parked cars in the Garfield Garage were employee parkers, while 20% were City of Hollywood resident parkers. 50% were paid parkers (no permit).
- The large ASTA lot on Block 22 was near capacity (84% occupied).
- The ASTA lots west of A1A were largely unoccupied (18% and 19% occupied, respectively). Generally, ASTA lots closer to Surf Road experienced greater utilization.

Source: Walker Consultants 2018
Key Observations

- The Margaritaville Garage was 62% utilized.
- ASTA lots closer to Surf Road experienced greater utilization.
- A new provisional lot was under construction at the intersection of Buchanan and A1A.
- The Costa Hollywood Garage was under construction under the Costa Hollywood development at Pierce and A1A. The garage was offering valet parking only during our site visit.

Source: Walker Consultants 2018
Exhibit 29: Weekend Midday Off-Street Utilization – Peak Demand Blocks 31-35

Key Observations
- The Hollywood Beach Hotel Garage was 59% occupied
- The Hollywood Beach Hotel surface lots were greater than 85% occupied

<table>
<thead>
<tr>
<th>Block 31</th>
<th>ASTA Lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking Inventory</td>
<td>Metered</td>
</tr>
<tr>
<td></td>
<td>ADA</td>
</tr>
<tr>
<td></td>
<td>Total</td>
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<table>
<thead>
<tr>
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<th>OC Liquor Store Lot</th>
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<tbody>
<tr>
<td>Parking Inventory</td>
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<table>
<thead>
<tr>
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<th>Hollywood Beach Hotel Main Lot</th>
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</thead>
<tbody>
<tr>
<td>Parking Inventory</td>
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<th>Hollywood Beach Hotel Back Lot</th>
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<td>Parking Inventory</td>
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<td>ADA</td>
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<table>
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<th>Hollywood Beach Hotel Entrance Lot</th>
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</thead>
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<tr>
<td>Parking Inventory</td>
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<td>ADA</td>
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<table>
<thead>
<tr>
<th>Block 37</th>
<th>Surf Road Lot</th>
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<td>Parking Inventory</td>
<td>Metered</td>
</tr>
<tr>
<td></td>
<td>ADA</td>
</tr>
<tr>
<td></td>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Walker Consultants 2018
Exhibit 30: Weekend Midday Off-Street Utilization – Peak Demand Blocks 42-46

Key Observations
- Off-street lots were less than 85% occupied except for the Community Center Lot, which was 94% occupied

Source: Walker Consultants 2018
Exhibit 31: Weekend Midday Off-Street Utilization – Peak Demand Blocks 47-53

Key Observations
- The Keating Lot was over capacity (106% occupied) with both ADA spaces full. This is the only City of Hollywood-operated public parking facility in this section of the Barrier Island and Walker often witnessed the lot to be at or near capacity.
Exhibit 32: Weekend Midday Off-Street Utilization – Peak Demand Block 60

Key Observations
- The Diplomat Resort Garage was 33% occupied at 3:00 PM during the Saturday peak demand observation period. There was no conference event occurring at the time of the Saturday midday observation. During Friday’s midday observation period the garage was 62% occupied during an afternoon conference event.

Source: Walker Consultants 2018
During the Saturday evening utilization survey from 5:00 pm to 9:00 pm, Walker experienced mostly clear conditions with 70-degree weather. As shown in the table below, the overall study area experienced an on-street occupancy rate of 77 percent, with a total of 633 parked vehicles compared to 824 total spaces. The Central beach region saw a 92 percent occupancy rate, while the North and South regions saw lower occupancy rates at 73 and 68 percent, respectively. Similar to the other observation periods, the South beach region saw the lowest on-street occupancy rates throughout Walker’s site visit.

### Exhibit 33: Weekend Evening On-Street Utilization

<table>
<thead>
<tr>
<th>Beach Region</th>
<th>Metered Spaces</th>
<th>ADA Spaces</th>
<th>Total Spaces</th>
<th>Metered Spaces</th>
<th>ADA Spaces</th>
<th>Total Spaces</th>
<th>Occupancy %</th>
<th>Hotel / Hotel Guest</th>
<th>Resident</th>
<th>Employee</th>
<th>ADA</th>
<th>Non-Permit</th>
<th>Total</th>
<th>Permit % of Inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Beach</td>
<td>196</td>
<td>11</td>
<td>207</td>
<td>150</td>
<td>13</td>
<td>163</td>
<td>73%</td>
<td>43</td>
<td>38</td>
<td>13</td>
<td>21</td>
<td>37</td>
<td>152</td>
<td>20%</td>
</tr>
<tr>
<td>Permit %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20%</td>
<td>34%</td>
<td>9%</td>
<td>14%</td>
<td>24%</td>
<td>100%</td>
<td>56%</td>
</tr>
<tr>
<td>Central Beach</td>
<td>249</td>
<td>13</td>
<td>262</td>
<td>239</td>
<td>2</td>
<td>241</td>
<td>92%</td>
<td>74</td>
<td>33</td>
<td>50</td>
<td>14</td>
<td>70</td>
<td>241</td>
<td>24%</td>
</tr>
<tr>
<td>Permit %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>24%</td>
<td>18%</td>
<td>21%</td>
<td>6%</td>
<td>31%</td>
<td>100%</td>
<td>65%</td>
</tr>
<tr>
<td>South Beach</td>
<td>344</td>
<td>11</td>
<td>355</td>
<td>237</td>
<td>3</td>
<td>240</td>
<td>68%</td>
<td>59</td>
<td>84</td>
<td>6</td>
<td>29</td>
<td>31</td>
<td>240</td>
<td>13%</td>
</tr>
<tr>
<td>Permit %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13%</td>
<td>48%</td>
<td>3%</td>
<td>12%</td>
<td>25%</td>
<td>100%</td>
<td>50%</td>
</tr>
<tr>
<td>Total</td>
<td>789</td>
<td>35</td>
<td>824</td>
<td>626</td>
<td>7</td>
<td>633</td>
<td>77%</td>
<td>176</td>
<td>155</td>
<td>69</td>
<td>64</td>
<td>64</td>
<td>633</td>
<td>19%</td>
</tr>
<tr>
<td>Permit %</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>19%</td>
<td>33%</td>
<td>11%</td>
<td>10%</td>
<td>27%</td>
<td>100%</td>
<td>56%</td>
</tr>
</tbody>
</table>

### Exhibit 34: Weekend Evening On-Street Permit Breakdown

As shown in the below exhibit, 33 percent of the total 633 observed parked vehicles were City of Hollywood resident parkers. Nineteen percent were hotel/motel guest parkers, while 11 percent had employee permits and 10 percent had ADA permits. This equals a total of 464 permit vehicles. The remaining 27 percent did not have a permit, or were assumed to be meter-feeding customers. As shown through another metric, 56 percent of the total on-street parking inventory was occupied by permit parkers. The below exhibit breaks down the observed permit parkers found within the study area during the Saturday evening survey.

### Source:

Walker Consultants 2018
The exhibit below shows the 44 percent off-street parking utilization observed during the Saturday evening survey.

**Exhibit 35: Weekend Evening Off-Street Utilization**

<table>
<thead>
<tr>
<th>Beach Region</th>
<th>Metered Spaces</th>
<th>ADA Spaces</th>
<th>Total Spaces</th>
<th>Metered Spaces</th>
<th>ADA Spaces</th>
<th>Total Spaces</th>
<th>Occupancy %</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Beach</td>
<td>380</td>
<td>11</td>
<td>391</td>
<td>255</td>
<td>0</td>
<td>255</td>
<td>65%</td>
</tr>
<tr>
<td>Central Beach</td>
<td>2,353</td>
<td>290</td>
<td>2,643</td>
<td>1,194</td>
<td>171</td>
<td>1,365</td>
<td>52%</td>
</tr>
<tr>
<td>South Beach</td>
<td>1,681</td>
<td>27</td>
<td>1,708</td>
<td>461</td>
<td>3</td>
<td>464</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,414</strong></td>
<td><strong>328</strong></td>
<td><strong>4,742</strong></td>
<td><strong>1,910</strong></td>
<td><strong>174</strong></td>
<td><strong>2,084</strong></td>
<td><strong>44%</strong></td>
</tr>
</tbody>
</table>

*Source: Walker Consultants 2018*

**BARRIER ISLAND PARKING RATE SURVEY**

While Walker was conducting the parking utilization surveys, representatives also took note of parking rates at the various parking facilities found within the study area. Walker found parking rates to be relatively the same throughout the Barrier Island study area. At City of Hollywood parking facilities, $3.00 per hour is charged Monday through Thursday and $4.00 per hour is charged Friday through Sunday. This equals the $4.00 per hour charged on weekends at the Hollywood Beach Hotel and the $4.00 per hour charged on weekends at the Margaritaville Resort garage. Many of the ASTA lots charge $20.00 for parking up to four hours, or a slightly higher rate than what is charged at the City of Hollywood, Hollywood Beach Hotel, and Margaritaville Resort facilities.

Exhibits 36 through 38 show the various hourly parking rates found in the Barrier Island study area. Please note these rates were recorded during Walker’s second site visit in March of 2018. The facilities highlighted in blue are City of Hollywood parking facilities.
Exhibit 36: North Beach Parking Rates

**Key Observations:** Hollywood North Beach Park ($10 per day) and the Marriott garage ($17 for greater than six hours) remain the most affordable off-street parking options in the North beach area; the generally greater distance from the Central beach activity areas make these parking locations less favorable except for peak season Sunday activity. ASTA lots on Scott Street are highest priced at $40 for eight hours and are generally the last to fill.

Source: Walker Consultants 2018
**Key Observations:** The Margaritaville Resort and Hollywood Beach Hotel garages are the least expensive long-term options on the weekend with a $30 maximum fee for parking durations of 12 hours or greater. If one were to park in City of Hollywood facilities, it would cost $48 to park for 12 hours on the weekend. One would reach $30 after only eight hours of parking in City facilities. ASTA lots west of A1A are generally $20 for 4-8 hours of parking, while the more convenient ASTA lots east of A1A are generally $40 for 6-8 hours of parking. Other private attended lots near Arizona Street have a $20 flat rate (regardless of duration) per day.
**Exhibit 38: South Beach Parking Rates**

Source: Walker Consultants 2018

**Key Observation:** As mentioned earlier, City of Hollywood lots charge $24 for eight hours of parking on a weekday, or $32 for eight hours of parking on a weekend. The Diplomat Resort Garage charges $12 for parking zero to two hours and $30 for parking for eight hours or more. It costs $39.00 to valet park at the Diplomat garage.
Barrier Island Parking and Transit Strategy

Section
Walker’s community survey indicated that nearly 60 percent of respondents arrive to the island in a single occupant vehicle (SOV). Due to the current demands for parking on the Barrier Island, there are strategies the community can take to lower the need for a single occupant vehicle to be driven and parked on the island. This in turn would lower traffic congestion on the island and create more availability in parking facilities.

**TRANSPORTATION MODE SHIFT**

The City of Hollywood already utilizes several strategies to lower single occupant vehicle demand on the island. The Hollywood Trolley is a great example of an alternative transportation mode that reduces the need for personal vehicles and lowers traffic congestion and parking demand on the island. We will discuss the trolley in greater detail later in this section. The utilization of rideshare services like Uber and Lyft is another mode shift that is currently occurring on the island. We will also discuss rideshare services in greater detail later in this section.

**AVMED RIDES BIKESHARE PROGRAM**

AvMed Rides bikeshare program, powered by Broward BCycle, is an alternative transportation mode that is currently offered on the Barrier Island. Two membership levels are offered: a seven-day pass for $25, and an annual pass for $45. Guest passes are also offered with the two membership levels. A guest pass may be purchased at any station with a credit card. Members get the first half hour of every trip free plus other discounted rates. The system allows bikes to be returned to any station with an available dock. While AvMed is a popular and useful bikeshare program, stations are more concentrated in Fort Lauderdale and points north. Walker has learned that there are only two operable stations on the Barrier Island in Hollywood. Increasing the number of stations on the island would help improve service levels for getting around the island. In addition, adding stations on the Hollywood mainland would allow for an alternate transportation mode for travel to and from the island.

**HOLLYWOOD/FORT LAUDERDALE WATER TAXI PROGRAM**

The Hollywood/Fort Lauderdale Water Taxi runs Sundays through Thursdays from 10:00 am to 10:00 pm and on Fridays and Saturdays from 10:00 am to 11:00 pm. The Margaritaville Express route runs from Port Everglades (near the 17th Street Bridge and the Hilton Fort Lauderdale Marina hotel) to 5 o’Clock Somewhere at the intersection of A1A and Johnson Street, across from the Margaritaville Resort. Connections can be made at Port
Everglades for the Fort Lauderdale route to Fort Lauderdale Beach and downtown Fort Lauderdale, with further connections available for the River route on the Tarpon River in downtown Fort Lauderdale. It costs $28 for an all-day water taxi pass. There is an evening special allowing rides after 5:00 pm for $18.00. It costs $99 for a monthly all-access pass. While this is a fairly limited route (Port Everglades to the Margaritaville Resort) that may be best utilized by tourists and visitors to the area, this is another option for transportation to and from the island, particularly for those traveling from Fort Lauderdale.

**MICRO-TRANSIT SYSTEM**

One transportation option that could be considered on the Barrier Island is a micro-transit shuttle system. This shuttle program would be a supplementary system that supports the larger Hollywood trolley system and focuses on shorter direct routes from parking locations to destinations. These electric shuttles are operated through an app-based program allowing for regularly-scheduled pick-ups. Ideally, these shuttles would complement the Hollywood Trolley and provide shorter direct trips. One example would be to provide the connection between a remote parking facility and a centrally located commercial center or attraction. A similar micro-transit system operates in Tampa with open-air, six-passenger electric vehicles. The modern, open-air vehicles offer a high level of service and a positive passenger experience. The system was implemented to aid in the “last mile” challenge of connecting travelers from a transit or parking facility to their final destination.
RIDESHARE SERVICE OVERVIEW

Ridesharing is a service that is already available to residents of and visitors to the Barrier Island. Ridesharing is an app-based transportation system that acts as taxi with the ability to summon a car with the use of a phone app. Demand-based pricing is utilized to fairly distribute passengers looking for a ride and available drivers. Drivers use their own personal vehicles and are paid directly through the app. Rideshare systems do not accept cash as all payment transactions are made through the app.

Rideshare programs are increasing in popularity throughout the United States, particularly for getting to and from downtowns or core commercial areas, similar to the Central beach region of the Barrier Island. With the A1A and Arizona Street intersection being a congested area in the heart of Central beach, many current rideshare trips originate and end in this area. Popular nearby dining establishments like GG’s, Billy’s Stone Crab, and the Taco Beach Shack, plus proximity to the beach, drives a lot of activity in the area, particularly in the afternoon and evening hours. With this in mind, Walker recommends the installation of a centrally located passenger loading zone in this area, on Tyler Street south of Arizona Street. The below exhibit highlights the proposed location of the passenger loading zone on Tyler Street.

Exhibit 39: Tyler Street Passenger Loading Zone

Source: Walker Consultants, Google Earth 2018
Rideshare vehicular traffic approaching from A1A would turn onto Arizona Street and make an immediate right onto Tyler Street. Rideshare vehicles would then be able to pull into one of three designated passenger loading spaces on the righthand side of Tyler Street. These pull-through spaces would allow easy access for rideshare vehicles in this heavily congested area of the Barrier Island. Vehicles could then merge back onto Tyler Street without disrupting traffic and continue south or turn east onto Polk Street to make the return to A1A. The three passenger loading zone spaces would only remove eight spaces from the current inventory, and would offer a central and convenient location to access the beach and activity generators like GG’s, Billy’s Stone Crab, and the Taco Beach Shack. General private vehicle passenger pick-up and drop-off would be permitted here as well. As a note, City Ordinance 72.015 – Passenger Curb Loading Zone states that no loading or unloading procedures shall exceed five minutes.

Another location that could benefit from the installation of a centrally located passenger loading zone is on Johnson Street near the Johnson Street Trolley hub. This location would allow for easy access to the Margaritaville Resort and 5 o’Clock Somewhere, as well as the Hollywood Beach Theatre and several popular bars and restaurants along the Broadwalk. Rideshare vehicles would turn onto Johnson Street from A1A, circle around the traffic circle in front of the Trolley hub, and pull over to the right to allow for pick-up and drop-off, directly in front of the current Wings Beachwear store. Similar to the Tyler Street passenger loading zone, this loading zone would allow for rideshare vehicles to pull into the designated spaces, complete the pick-up/drop-off, and merge back onto Johnson Street before turning north or south on A1A. This location would also allow for convenient transfers to the Hollywood Trolley and/or the Water Taxi. These spaces are currently designated as general loading/un-loading, so there would be no loss to the on-street inventory. Private vehicle passenger pick-up and drop-off would be permitted here as well, in addition to rideshare pick-up and drop-off. As noted earlier, City Ordinance 72.015 – Passenger Curb Loading Zone states that no loading or unloading procedures shall exceed five minutes. During our observations, we noticed a number of vehicles standing in these areas for periods longer than five minutes. Exhibit 40 below highlights the proposed location of the passenger loading zone on Johnson Street.

To accommodate greater access to the Broadwalk and beach areas, Walker also supports the use of the designated street ends where loading and unloading is permitted by decorative brick-paver markings. Walker suggests the appropriate loading and unloading ordinances be posted in these areas and strictly enforced for turnover and availability purpose.
HOLLYWOOD TROLLEY SERVICE OVERVIEW

The Hollywood Trolley is another transportation service that is currently offered on the Barrier Island. It currently costs $1.00 for a single ride on the trolley. Hours of operation are Monday through Thursday 7:00 am to 9:00 pm, Friday 7:00 am to 11:00 pm, Saturday 10:00 am to 11:00 pm, and Sunday 10:00 am to 9:00 pm. Service intervals at stations are currently every 30 to 40 minutes, with congestion on A1A often decreasing service levels. There are currently three routes on the Barrier Island, with the opportunity to transfer between all routes at the Johnson Street Trolley Hub. Exhibit 41 below is the current route map for the Hollywood Trolley.
**Key Finding:** The Hollywood CRA provided Walker with trolley ridership statistics since 2012. While ridership has decreased over the last three years, there has been a 12 percent increase in ridership for 2018 YTD. Additionally, March 2018 was the trolley’s busiest March since 2012.

Exhibit 42 below highlights Hollywood Trolley ridership statistics since 2012.
In order to improve current service levels, Walker recommends a few changes to the current operation of the trolley. We recommend extending hours of operation to accommodate beach employees leaving late evening shifts and late-night entertainment/bar patrons. Additionally, increasing the number of trolleys on the road at one time would increase route frequency and decrease service interval times. Lastly, cosmetic improvements and comfort upgrades to the trolleys themselves would improve the passenger experience.

**PEER COMMUNITY PARKING RATE COMPARISON**

Walker was tasked with researching hourly on- and off-street parking rates in beach communities throughout South Florida. Exhibits 43 and 44 below list the results of that research, using the average rate among publicly-operated facilities found within the respective communities. Please note that these are rates found in the beach areas of each community and that both weekday and weekend rates are factored into the average. Please also note that City of Miami Beach rates are low due to Miami-Dade County regulations.


<table>
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<tr>
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<tbody>
<tr>
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<td>80,589</td>
<td>102,154</td>
<td>99,326</td>
<td>95,441</td>
<td>79,755</td>
</tr>
<tr>
<td>% Change</td>
<td>10.9%</td>
<td>26.8%</td>
<td>-2.8%</td>
<td>-3.9%</td>
<td>-16.4%</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Hollywood CRA 2018*

**Exhibit 43: South Florida Parking Rate Comparison – Hourly On-Street Rates**

*Source: Hollywood Trolley 2018*
Key Finding: As shown above, the City of Hollywood leads the average rate category for on-street beach parking at $3.50 per hour. The next highest is Deerfield Beach at $2.67. Fort Lauderdale has the cheapest beach on-street rates at $1.23 per hour.

Exhibit 44: South Florida Parking Rate Comparison – Hourly Off-Street Rates

Source: Hollywood Trolley 2018

Key Finding: As shown, the Town of Palm Beach has the highest off-street beach rate at $4.00 per hour. The next highest average rate is $3.50 per hour for both Hollywood and Deerfield Beach. Miami Beach has the lowest off-street rate at $1.08 per hour. As noted earlier, Miami Beach rates are low due to Miami-Dade County regulations.
CURRENT PROGRAM AND OBSERVATIONS

The City of Hollywood currently offers parking permits that may be purchased by hotel and motel owners for their guests to use during their stay. These permits are especially helpful for hotel owners with limited or insufficient on-site parking inventory. For Fiscal Year 2018, hotel owners pay $150 for an annual permit or $25 for a monthly permit.

As recent as Fiscal Year 2010, the annual permit rate cost $225. Walker has learned this price was lowered to its current rate in part due to the financial recession with hotel owners communicating to the City that permit prices were too high and created a financial hardship during difficult economic times. Through City Commission Resolution No. R-2010-240, the price was lowered to the current rate of $150.

PERMIT DISTRIBUTION

The City of Hollywood provided Walker with a list of hotel/motel permits that are currently in the City’s database. Currently, there are 416 authorized hotel/motel permits in the City’s system. Of these, 289, or 69 percent, are in active use at this time. Exhibit 45 below provides an image of the geographical distribution of the currently active or valid hotel/motel permits within the three Barrier Island beach regions.

Exhibit 45: Hotel/Motel Active Permits

Source: Walker Consultants 2018
As shown in Exhibit 45, the largest concentrations of active permits are in proximity to the Garfield Garage, in the southern portion of the North beach region and northern portion of the Central beach region. Permits are also fairly evenly distributed throughout the remainder of Central beach. There is another smaller concentration of permits in the northern section of the South beach region, between the Hollywood Beach Hotel and Summit Towers.

**OCCUPANCY**

During Walker’s parking utilization surveys, we observed five block faces (one side of a block) within the study area that had 65 percent or more of the inventory with a vehicle parked with a hotel permit. Three of the streets were located in the North beach region and two streets were in the Central beach region.

**NORTH BEACH**

In the North beach region, during Walker’s Saturday midday peak demand observation, 26 percent of the parked vehicles had a hotel permit. There are currently 77 active permits in north beach distributed among 24 hotels. This equals an average of 3.2 active permits per hotel. Among the hotels with the highest number of active permits were Casa Pellegrino with ten, and Neptune Hollywood Beach with nine. Of the 207 on-street spaces, active permits could potentially occupy 37 percent of the available on-street parking inventory in North beach.

**CENTRAL BEACH**

In the Central beach region, during Walker’s Saturday midday peak demand observation, 29 percent of the parked vehicles had a hangtag-style hotel permit. There are 143 active permits in Central beach distributed among 21 hotels. This equals an average of 6.8 active permits per hotel. Among the hotels with the highest number of active permits were the St. Maurice Inn with 29, and 321 Beach Place/1515 Ocean Drive with 19. Of the 262 on-street spaces, active permits could potentially occupy 55 percent of the available on-street parking inventory in Central beach.

**SOUTH BEACH**

In the South beach region, during Walker’s Saturday midday peak demand observation, 18 percent of the parked vehicles were parked with a hotel permit. There are currently 56 active permits in Central beach distributed among 13 hotels. This equals an average of 4.3 active permits per hotel. Among the hotels with the highest number of active permits were Summit Towers with 15, and the Oasis Beach House with nine. Of the 355 on-street spaces, active permits could potentially occupy 16 percent of the available on-street parking inventory in South beach.
CONCLUSIONS AND RECOMMENDATIONS

Walker understands the importance of maintaining the hotel/motel parking permit program while at the same time, we recognize the impact a long-term, on-street permit has on a premium curbside space. We commend the City’s ongoing effort to meet with the hotel/motel owners to understand site-specific challenges resulting from much-needed upgrades to the Barrier Island streetscape. This continual review process should be maintained as changes continue to occur.

**Key Observation:** Of the 416-authorized hotel/motel permits, only 289 (69%) are currently active as of 2018. Walker recommends capping the active permits at this number for no other reason than this current permit number satisfies the peak seasonal demand. As future development requests are presented to the City, we recommend the City require the developer to provide suitable on-site parking levels to satisfy their development project. Increasing on-street permit activity using premium curbside parking inventory in not a best practice recommendation.

Walker recommends the City revisit the annual cost of the hotel/motel permit. The current price of $150 per year equates to $12.50 per month per permit. During Walker’s overnight visits to the Barrier Island, we were charged $10 and $7 per night (on two separate occasions) to park our rental car on beach property. Had we visited for a week, we would have been expected to pay an overnight parking fee in excess of $50 to $70 per visit. At these overnight parking rates, we suspect the hotel/motel owners could afford a higher permit fee to have a guest occupy a premium on-street parking space at the beach. We understand these spaces may have historically been free of charge to hotel/motel owners and visitors, however the value of the Hollywood Beach experience has increased, as should the value of a premium curbside parking space.
CURRENT CONDITIONS

During Walker’s data collection the number of vehicles with employee permits parked in on-street spaces was recorded within the study area and general observations were made as to number of employee permits in the Garfield Garage. That information was broken out into three different regions, North, Central and South. The Central beach region, located between Garfield St. and Harrison St., contains the most amount of retail establishments, and is analyzed further for this reason. The North and South beach regions contain residential housing and some hotels. In the exhibit below Walker indicates the number of employee permit credentials parked in on-street spaces in the Central beach region for each time period evaluated.

Exhibit 46: Employee Parking Permit Utilization

<table>
<thead>
<tr>
<th>Number of Permits</th>
<th>% of On-Street Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday Day</td>
<td>49</td>
</tr>
<tr>
<td>Friday Evening</td>
<td>50</td>
</tr>
<tr>
<td>Saturday Day</td>
<td>40</td>
</tr>
<tr>
<td>Saturday Evening</td>
<td>51</td>
</tr>
<tr>
<td>Average</td>
<td>47.5</td>
</tr>
</tbody>
</table>

On average 47± employees were utilizing permits to park in on-street spaces within the Central beach region at one time. That equates to approximately 18% of the available 262 on-street parking space inventory. Data collection was completed March 16 – 17, when peak season was winding down, but during many school’s Spring Break holiday as well as St. Patrick’s Day. Walker believes that this gives a good indication of average employee on-street parking usage. During that same data collection period casual observation revealed a similar percentage of employee permits parking in the Garfield Garage, approximately 20%.

Additionally, as part of the information gathering process, Walker met with many community stakeholders and organizations throughout the parking study including the Hollywood Community Redevelopment Agency (CRA), City of Hollywood Commissioners, Hollywood Beach Business Association, Hollywood Beach Civic Association and the Hollywood Lakes Civic Association.

Key Finding: One of the most frequent topics of discussion was the number of employees parking on the Barrier Island and the parking spaces they are utilizing for hours at a time. It was estimated by one organization that between 300-400 employees are parking on the Barrier Island at one time, including the hotels, retail establishments and restaurants. Walker was further able to verify actual employee permit numbers with the City and it was revealed the City has sold approximately 200 permits to beach employees. Other beach employees may in fact be taking advantage of buying the annual City of Hollywood resident permit.
It was mentioned that the employees are parking all over the Barrier Island, wherever they can find a space. Some employees are parking in on-street spaces, some are parking in the Garfield Garage, some are parking along the street in the Hollywood Lakes community, among other places. Walker was asked by most stakeholders to review the employee parking system and to recommend solutions to either have them park off the Barrier Island or in an under-utilized area on the Barrier Island. This policy makes spaces available for visitors and the public and creates a more frequent turnover in the premium spaces.

RECOMMENDATIONS

After review of the current conditions and input from the community stakeholders Walker recommends five solutions to the employee parking challenge. The recommendations are presented in order of ease of implementation and cost of services.

EMPLOYEE PARKING IN DOWNTOWN GARAGES

The City of Hollywood has two public parking garages located in the downtown area, the Van Buren Garage (located on 20th Ave.) and Radius Garage (located on 19th Ave.). These garages are located on the “Downtown/Beach South and North” trolley lines and have trolley stops directly outside of the garage.

Exhibit 47: Current Hollywood, Florida Trolley Map

Source: City of Hollywood 2018
These two garages provide a great opportunity to relieve employee congestion on the Barrier Island. They are located along the trolley line and have plenty of available inventory, especially in the evenings and on weekends. Employees would park in one of the garages and ride the trolley onto the Barrier Island to work, where there are thirteen trolley stops strategically placed along A1A.

To be successful, this solution needs to be supported by the City of Hollywood, Hollywood Community Redevelopment Agency (CRA) and beach business owners. However, no group is more important than the employees themselves. In order to entice employees to park in the garages and ride the trolley onto the Barrier Island a few changes need to be made.

**TRANSIT/COMMUTER EXPERIENCE**

- Increase trolley service hours to 2:00am to service late-night employee schedules
- Adjust trolley schedule and service to provide more frequent stops

**PARKING STRUCTURE ENHANCEMENTS**

- Increase lighting levels
- Provide 24/7 security

Another option to transport the employees from the garages to the Barrier Island is to provide a dedicated-use shuttle that only services employees. This multi-passenger van or coach-style bus would only transport employees and would operate on a set route and schedule.

Advantages and disadvantages to this solution are listed below.

**ADVANTAGES**

- Cost-effective solution as no additional construction is needed.
- Trolleys stops are located directly outside of the garages.
- Traffic congestion is reduced because employees are parking off the Barrier Island.
- Parking congestion is reduced on the Barrier Island because employees are parking downtown.

**DISADVANTAGES**

- Parking off the Barrier Island may not be desirable for the employees.
- Employees must add trolley commute time to their schedule.
- Employee permits would no longer be valid in the Garfield Garage or at on-street meters.
- Additional trolleys will be necessary to improve the commuter experience.
- Garage operational and capital costs will increase to improve security.
EMPLOYEE PARKING IN HOLLYWOOD NORTH BEACH LOT

The parking lot located on Hollywood Beach North, at A1A and Sheridan St., contains a significant number of parking spaces. In Walker’s observations these parking spaces were moderately occupied and spaces were available throughout the observational period. Walker recommends that the City of Hollywood contract with the Broward County Parks Department to reserve the north portion of the parking lot for employee permit holders. An agreement between the two entities would determine the number of parking spaces to set aside and the parking permit fee would be collected and paid to the Broward County Parks Department.

Exhibit 48: Hollywood North Beach Lot

Once parked in the lot, employees would utilize the current trolley system to transfer to their place of employment. The same transit/commuter improvements mentioned in the previous section would need to be made to ensure adoption of the program.
Advantages and disadvantages to employees parking in the Hollywood North Beach lot are listed below.

**ADVANTAGES**

- Employees are closer to their final destination on the Barrier Island.
- Under-utilized parking spaces are being used, freeing up parking spaces in the more congested areas of the Barrier Island.
- Trolley stop currently located at the parking lot.
- Cost-effective solution as no additional construction is needed.
- Parking congestion in the busy, occupied areas of the Barrier Island is reduced.

**DISADVANTAGES**

- Employees may be driving down A1A to get to the parking lot, adding to the traffic congestion.
- Employees must add trolley commute time to their schedule.
- Employee permits would no longer be valid in the Garfield Garage or at on-street meters.
- Additional trolleys will be necessary to improve the commuter experience.
- Reserved parking spaces may be needed for the public during peak season events.

**EMPLOYEE PARKING IN NEARBY CASINOS**

A great number of parking spaces are available at the two Hollywood casinos, Dania Beach Casino and Big Easy Casino (formerly Mardi Gras Casino). It is understood that these two parking lots are rarely fully utilized and parking spaces sit empty most days. Walker recommends that the City of Hollywood explore the option to utilize a certain number of Casino parking lot spaces for Barrier Island employees.

The details of this solution are as follows:

- Employees park in designated area of parking lot, furthest from building;
- Employees utilize a CRA and/or business merchant-funded private shuttle to transport from the Casino to the Barrier Island;
- The shuttle drops off and picks up employees at established stops strategically located along A1A;
- The City pays the Casino a lease amount for guaranteed access to parking spaces;
- Service fee is minimal to Barrier Island employees and subsidized by CRA/Island employer.
Advantages and disadvantages of this solution are detailed below.

**ADVANTAGES**

- Service fee is minimal to the employees.
- Casinos are easily accessible.
- The Dania Beach Casino provides access from the north, so as not to conflict with Hollywood Boulevard traffic congestion during peak hours.
- The Big Easy Casino provides a similar transit route as the downtown parking structures (head north on US1 to east on Hollywood Boulevard to the beach).
- Parking congestion is reduced on the Barrier Island because employees are parking off-Island.
- No new construction is necessary.

**DISADVANTAGES**

- The casino locations are the furthest away from the Barrier Island.
- Employees must add additional commute time to their schedule to ensure they arrive at work on time.
- CRA/business merchants will have to subsidize a private shuttle for transportation.
- The City will have to pay the Casino a monthly lease amount to utilize the parking spaces.
- Employee permits will no longer be valid at the Garfield Garage or the on-street meters.
EMPLOYEE PARKING IN NEW SURFACE LOT UNDER BRIDGE

An option that was often stated by community stakeholders is to build out a parking lot underneath the Hollywood Blvd. bridge on the mainland side of the bridge. Preliminary design work has been completed to determine how many parking spaces are obtainable, considering the land dimensions, and conversations with the Florida Department of Transportation (FDOT) have occurred to determine the feasibility of building under the bridge. The preliminary design work is shown below. The parking lot design projects that 63 parking spaces will fit into the available land area.

Exhibit 50: Design Drawing of Proposed Parking Lot

Source: City of Hollywood 2018

FDOT has projected the annual lease cost to utilize the land under the bridge is between $44k - $58k. A precise lease amount will be agreed upon if it is decided that the land will be used for a parking lot.

FDOT has also provided requirements to the City of Hollywood that they must adhere to if they want to utilize the land for a parking lot. The requirements are:

- Existing ditch bottom inlet shall be retrofitted to vehicular traffic load rating Type F G and J per FDOT standards;
- City to obtain permit to ensure there is no impairment to drainage facility- maintenance of drainage system;
- There will be no storage of flammables of any kind;
- Area is subject to tidal intrusion at king tides & Department shall not be liable for vehicle damage parked at the site;
- Allocate 6 parking spaces for FDOT parking (bridge tender & maintenance vehicles);
- Written concurrence from adjacent landowners (minimum of 10);
- Design and construction of Bridge Column Protection (to be approved by FDOT);
- Approval of parking plans;
- General maintenance of area – periodic sweeping, debris removal, lighting and maintenance, asphalt patching, resurfacing, maintenance and repair of signage and stripping refurbishment;
- Insurance to cover destruction as a result of fire or provide fire suppression system.

Once the six FDOT-reserved parking spaces are removed from the available inventory, 57 spaces are left for public use. Considering the amount of spaces and the projected annual lease amount, parking permits would need to be $65 to $85 per month per space to break even on rental fees. This does not take into consideration the upfront capital costs to improve the land.

**ADVANTAGES**

- Employee parking is provided off the Barrier Island but within walking distance to most retail establishments.
- Traffic congestion is reduced because employees are parking off the Barrier Island.

**DISADVANTAGES**

- This option only provides 57 parking spaces, not enough to meet the current need.
- Employee parking permit cost would be expensive, between $65 - $85.
- Construction costs would be high.
- The majority of the Hollywood Lakes community is not in support of the parking lot construction.

**EMPLOYEE PARKING IN NEW SURFACE LOTS**

In an effort to think outside the box and to provide the City of Hollywood with additional Barrier Island inventory, Walker suggests converting current Broward County/DNR land parcels to surface parking lots, as shown in Exhibit 51.

Use of these surface lots would be reserved for City residents and beach employees. Micro-transit, electric shuttles would run from the surface lots to the North and Central beach regions, dropping off and picking up at designated locations along A1A. Initial costs for improvements to these parcels could be borne by the County or the City. If the City is required to take on the improvement costs, any parking permit fees collected for use of the parking spaces should be applied toward the financial burden required to develop the parking areas. Once the financial burden is reimbursed, future parking fees could be applied to ongoing maintenance costs or a County parks capital improvement fund.
These land parcels are located between A1A and the beach and sit between Perry St and Greene St. A buffer zone is planned on both the north and south side of the row of lots to separate the residential developments on both sides. The development of these parcels will require discussion with the City and County as it will impact current mangroves and sea grapes vegetation areas. Walker estimates the parcels could potentially yield approximately 300± parking spaces, a significant amount that could provide relief to the current challenges.

Advantages and disadvantages to building out the new surface lots are listed below.

**ADVANTAGES**

- Employee parking spaces are located closer to the employee’s place of business than other off-island options.
- Solution yields approximately 300± parking spaces, enough to meet the current need.
- Land is currently not utilized.
- Parking congestion in the busy, occupied areas of the Barrier Island is reduced.
- Provides a beach parking solution for beach employees and City of Hollywood residents.

**DISADVANTAGES**

- Removal of mangrove and sea grape vegetation; may be a point of contention with preservationists.
- Cost for construction of the parking lots and electric vehicles.
- Employee parking permits would no longer be valid at the Garfield Garage and at on-street metered spaces.
- Employees may be driving down A1A to get to the parking lot, adding to the traffic congestion.
- Employees must add additional commute time to their schedule.
EMPLOYEE PARKING AT ALTERNATE BEACH LOCATION SITE

ALTERNATE #1

During our research for alternate employee parking solutions on the Barrier Island, Walker representatives spoke with the General Manager of the Diplomat Beach Resort Hotel. While the conversation remained at a fairly high level, Walker shared the potential need for approximately 200-300 parking spaces during the peak beach season to satisfy the Barrier Island employee parking demand.

The General Manager shared his willingness to exploring this option and shared the need for representatives of Towne Park to be included in the discussion as they currently lease the parking assets from the resort hotel and manage the day to day parking and valet needs. Both Walker and the Diplomat Beach Resort Hotel management team agreed that the current parking facilities are mostly underutilized at this time. Walker’s peak weekday and weekend observations revealed a parking garage utilization at levels less than 45 percent occupied.

ALTERNATE #2

During several follow up conversations with representatives of the Hollywood Beach Civic Association, it was recommended that Walker explore the opportunity to develop additional structured parking inventory on two recent Barrier Island parcels that have been cleared for redevelopment. Located just south of the Margaritaville Resort property, the parcels effectively straddle Buchanan Street, to the east of A1A.

Walker projects a design for the parcel north of Buchanan Street to offer an 18’ ground-level clearance with six supported levels of parking, providing for 320± standard parking stalls. When connected to the parcel to the south of Buchanan Street, Walker projects a similar design of 335± standard parking stalls offering a vehicular bridge on levels two, four and six. When combined, this alternate parking site location could provide 655± structured parking spaces with a ground-level transit and mobility service area, making this location an ideal multi-modal center for employees and residents of Hollywood, Florida.
Exhibit 52: Buchanan Street Provisional Lot – Structured Parking Concept Design

Source: Walker Consultants 2018
05

Barrier Island Visitor Parking Strategy

Section
CURRENT CONDITIONS

Currently, visitors to the Barrier Island can park in on-street spaces, in the city-owned Garfield Garage, and in privately owned surface lots and garages, such as the Margaritaville Garage and Hollywood Beach Garage. During the data collection process peak occupancy was reached on Saturday, during the day. The exhibit below shows the occupancy levels observed during peak occupancy.

Exhibit 53: Visitor Occupancy, Saturday (Day) March 17, 2018

<table>
<thead>
<tr>
<th></th>
<th>Total Occupancy</th>
<th>Visitor Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>North - On-Street</td>
<td>100%</td>
<td>21%</td>
</tr>
<tr>
<td>Central - On-Street</td>
<td>98%</td>
<td>23%</td>
</tr>
<tr>
<td>South - On-Street</td>
<td>93%</td>
<td>37%</td>
</tr>
<tr>
<td>Garfield Garage</td>
<td>100%</td>
<td>50%</td>
</tr>
<tr>
<td>Margaritaville Garage</td>
<td>62%</td>
<td>N/A</td>
</tr>
<tr>
<td>Hollywood Beach Garage</td>
<td>59%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Source: Walker Consultants 2018

Walker was not able to distinguish user-type in the Margaritaville or Hollywood Beach parking garages so only total occupancy is reflected. However, the data suggests that on-street spaces are being used by visitors at an average of 27% and 50% in the Garfield Garage and it is assumed that many visitors are parking in the other two garages, based on the total occupancy information collected.

RECOMMENDATIONS

Based upon data collection, observations and input from stakeholders Walker recommends a holistic solution to improve the visitor parking system on the Barrier Island. The system consists of the following components, further described in the following section:

- Utilization of parking garages to park visitors;
- Parking guidance and wayfinding to those parking garages;
- Introducing parking locator app and website improvements;
- Limiting on-street parking to 4-hours in predominant residential areas;
- Enforcing Margaritaville Resort garage agreement.
PARKING GARAGE UTILIZATION

There are currently three garages located within the Central beach region, the area with the highest density of retail and restaurants, and one more currently being constructed, shown in the following exhibit.

Exhibit 54: Central Zone Public Parking Garages

<table>
<thead>
<tr>
<th>Hollywood Beach Resort Garage</th>
<th>Garfield Garage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margaritaville Resort Garage</td>
<td>Nebraska St. Garage (under construction)</td>
</tr>
</tbody>
</table>

Source: Walker Consultants and internet Stock Photos 2018

Walker recommends directing all visitors to these four parking garages, filling them up and leaving on-street spaces for hotel/motel guests and local residents. Parking garages are ideal for visitors because it is easier to direct visitors to parking garages versus on-street spaces and multiple parking lots.
PARKING GUIDANCE AND WAYFINDING

Visitors need to be guided to the parking garages to know there are available parking spaces, and that they are allowed to park in them. Walker suggests a parking guidance and wayfinding program be installed and utilized on the Barrier Island to direct visitors coming onto the Island to the available parking spaces. These programs take the guess-work out of finding a parking space and relieve traffic and congestion on the roadways because people are not driving around trying to find an available space.

Incorporating the two privately owned garages into this program will require a public/private partnership with the Hollywood Beach Resort parking facility and the Margaritaville Resort parking facility. The following exhibit is an example of wayfinding signage location and design. The map is solely for conceptual purposes, to provide a visual graphic of what a parking wayfinding system could look like.

Exhibit 55: Example Parking Wayfinding Program

![Example Parking Wayfinding Program]

Source: Walker Consultants and Google Earth 2018

Walker suggests utilizing an automatic parking guidance system (APGS) to notify visitors of the available parking spaces at each garage. The APGS consists of vehicle count systems in each garage and signage placed in strategic locations that display the amount of available spaces. In the example above, dynamic signs are placed on Hollywood Blvd. displaying available parking spaces for all four garages. Once the turn has been made onto A1A the signs display relative information in relation to the location of the garages.

The Garfield Garage already has an APGS component and the Nebraska Garage is planned to have it once constructed. Margaritaville and Hollywood Beach Resort Garages do not currently have the vehicle count system and will need to work with the City to participate in the program. It is very important that these two garages are a component of the overall system as the visitors need to have more than two options for parking.
The potential capital costs of this system should include the dynamic signs and infrastructure. The dynamic signs range in price from $20K to $25k per sign.

**PARKING APP AND WEBSITE**

The parking facility count information gathered from the APGS can be transferred to a mobile phone app and website, giving the visitor real-time information to make informed decisions. The website allows the visitor to plan ahead before coming to the Barrier Island and the mobile phone app gives up-to-date information that the visitor can check once they approach the Island. Both website and mobile phone app will provide locations and space count availability. Pictured below are images of a mobile app currently used in Birmingham, MI and a website showing real-time availability in Austin, TX.

*Exhibit 56: Mobile App and Website Images*

*Source: City of Birmingham, Michigan and City of Austin, Texas 2018*
ON-STREET PARKING

Walker recommends that visitors continue to pay the parking meters and utilize the Parkmobile App and that the parking rates remain the same, $3/hour (Mon – Thurs) and $4/hour (Fri – Sun).

However, we recommend changing the meter durations to 4-hour limits in the predominant residential areas, south of Harrison St. and north of Garfield St. and eliminating the current long-term time limits. This change will create turnover in the predominantly residential areas and regulate out of town visitors from occupying these spaces for extended periods of time during the peak season. Pushing long-term patrons out of the on-street spaces will drive utilization in the parking structures and free up convenient inventory for short term needs, creating more accessible parking.

MARGARITAVILLE OPERATIONS

The City of Hollywood has an agreement with the owners of Margaritaville Resort that requires the resort to provide access to 600 public parking spaces within their garage. Preliminary observations made on March 17, 2018 noted that there are only 563 parking spaces available to the public. In conversations with multiple stakeholders it was mentioned that many times visitors are turned away from the garage stating that the facility is full.

The City needs to work with Margaritaville ownership to ensure protected access to the 600 public spaces. Considerations should be made to ensure that these spaces are available for the public to use. The best, most reliable solution is to create a nested area in the garage that contains 600 spaces and is only accessible to the public. This will ensure that the spaces are available and deter valet drivers from utilizing them since they would have to pay to exit the area.
Specifics of this plan include:

1. Signage will be present directing visitors to drive past the first few levels that are designated for valet.
2. Visitors will arrive at a parking gate and ticket dispenser where they will pull a ticket to enter.
3. The visitors will pay the existing pay machines before returning to their vehicle.
4. A paid parking ticket will be inserted into the exit verifier next to the exit gate in the nested area.
5. The visitor will drive back through the levels designated for valet only and exit the garage.

If this solution is not plausible then Walker recommends a thorough study of the current Margaritaville operations to provide further recommendations and solutions to ensure that the public is getting access to the 600 spaces they are allotted in the agreement.

**Key Findings:** Walker recommends the City reach a revised operating agreement with the owners of the Margaritaville Resort that enables a third-party parking operator to oversee the valet and self-parking operations. The operator should be required to provide a detailed monthly operating statement to both ownership groups, demonstrating the proper use of management and operator controls.

Walker also recommends the Margaritaville Resort owners invest in new parking garage revenue controls that allow for proper auditing control and allow for a count monitoring system in support of the recommended APGS solution. The current parking and access revenue controls are no longer supported by the equipment manufacturer.
CURRENT CONDITIONS

In conversations and meetings with Barrier Island stakeholders it was often mentioned that delivery loading has become a challenge for the retail establishments. Throughout our observations Walker noticed the issue as well. Delivery trucks tend to park wherever they want, many times obstructing the right of way, as shown in the picture on the right.

Currently, the only designated loading zone areas are found on the street-ends of six streets in the Central beach region, the area with the most retail establishments. There are no designated spaces on the street or in any other location for delivery vehicles to unload their merchandise.

Walker witnessed the street-end loading zones being misused, where personal vehicles were parking there for over an hour, hindering the intended use of the space.

RECOMMENDATIONS

To provide sufficient loading zone areas for the Barrier Island retail establishments, Walker recommends adding designated loading zone areas along A1A and the continued use of the street ends for the Broadwalk retailers. Furthermore, Walker recommends on-street spaces reserved for 30-minute freight unloading during the early morning hours and converted back to a metered space after 11:00am, in high-volume retail areas. These solutions are discussed in further detail in the following section.

DEDICATED LOADING ZONES AREAS

Walker recommends adding dedicated loading zone areas, three on A1A and the continued use of the street ends for the Broadwalk retailers. A proposed loading zone area map is shown in the following exhibit.
Exhibit 57: Proposed Delivery Zones

Source: Walker Consultants and Google Earth 2018

The loading zone areas on A1A would consist of a delivery zone “well” enabling large delivery trailers to unload out of traffic’s way without pulling onto the pedestrian sidewalks. A concept design of this recommendation is shown in the following exhibit. The exhibit depicts A1A after current construction completion.
CURRENT LOADING ZONE ENFORCEMENT

The current loading zones located on the street ends must be enforced by ordinance limits. There are currently two ordinances that govern the time limit of the loading zones located throughout the City of Hollywood, but most relatively the Barrier Island street-ends:

1. 72.015 Passenger Loading Zone - 5 minutes
2. 72.016 Freight Loading Zone - 30 minutes

These loading zone time restrictions must be enforced to provide adequate loading and unloading spaces for the Barrier Island retailers.
SHARED-USE LOADING ZONE

Another solution to increase the amount of loading zone areas throughout the Barrier Island is to designate on-street spaces in certain areas as shared loading/visitor spaces. In this scenario the on-street space is reserved for 30-minute freight unloading during the early morning hours, Monday – Friday, and converted back to a metered space after 11:00am. The parking space is available to the public after 11:00am and all day on Saturday and Sunday.

This solution makes the best use of the on-street spaces, utilizing them as loading zones when they are not typically occupied and opening them up to the public during the most occupied time frames. A sample parking sign that could be placed in these designated spaces is shown below.
The parking code regulations may be found under Chapter 72 of the City of Hollywood Code of Ordinances. Within this chapter, the following chapter headings provide a general outline of parking regulations for the City of Hollywood:

2. Parking on Private Property
3. Metered Zones
4. Lease of Spaces in Municipal Lots
5. Commercial Vehicles and Passenger Vehicles
6. Recreational and Special Purpose Vehicles
7. Travel Trailers; Mobile Homes
8. Handicapped Parking
9. Administration and Enforcement

Within this chapter, specifically under §72.160 reference is made to the Director of Parking and Intergovernmental Affairs as the City personnel authorized to have general supervision of the Office of Parking and Intergovernmental Affairs. The Director shall perform such duties as are required of the Director by law, resolution and/or by the directive of the City Manager or his/her designee(s) not in conflict with applicable laws or resolutions. Such responsibilities include the following specific sections of Chapter 72:

§72.003 Parking in Restricted Areas During Special Events
§72.024 Diagonal and Parallel Parking
§72.026 Permit Parking Program
§72.027 Parking in Excess of Posted Time Limits Prohibited
§72.075 Authority of Director of the Office of Parking and Intergovernmental Affairs to Establish
§72.076 Parking Meter Regulations
§72.078 Overtime Parking
§72.095 Authority to Issue Parking Permits
§72.096 Fees
§72.097 Application for Permit
§72.098 Authority of City to Enter into Short-Term Leases
§72.151 Authority to Issue Citations
§72.154 Appeal
§72.156 Authority of City to use Motor Vehicle Immobilizing Devices
§72.157 Transmission of Information to the Department of Motor Vehicles

**Recommendation:** To remain compliant with the 2018 City of Hollywood organizational chart, Walker recommends revising the language and definitions in Chapter 72 to realign and replace the responsibilities of the Director of Parking and Intergovernmental Affairs with those of the Director of Development Services, and his or her designee, more commonly referred to as the Parking Administrator.
Within this chapter, modifications have already been made to reference the Director of Development Services and his/her designee for the following provisions:

§72.158 Valet Parking

PASSENGER LOADING ZONES 72.015

The City of Hollywood has created passenger curb loading zone areas for the purpose of loading or unloading passengers in any place marked as a passenger curb loading zone during the hours when the regulations applicable to such passenger curb loading zone are effective, and then only for a period to not exceed five minutes.²

Recommendation: Walker recognizes the need to maintain and increase passenger loading zones throughout the Barrier Island streets to include key loading and unloading passenger areas in support of ride-hailing services such as Uber and Lyft. We suggest these areas and spaces be labeled as such with the 5-minute language posted on the sign with the violation code and fine amount. We recognize the existing fine amount of $45 as appropriate.

FREIGHT LOADING ZONES 72.016

The City of Hollywood has created freight zone areas for unloading and delivery or pick up and loading of materials in any place designated as a freight loading zone during hours when the provisions applicable to such zones are in effect. In no case shall the stop for loading and unloading of materials exceed 30 minutes.³

Recommendation: Walker recognizes the need to maintain and increase freight loading zones throughout the Barrier Island streets to include key loading and unloading freight areas in support of commercial business areas from Sherman Street to Harrison Street. We suggest these areas and spaces be labeled as such with the 30-minute language posted on the sign with the violation code and fine amount. We recognize the existing fine amount of $205 as appropriate.

² §72.015 Parking, Standing in Passenger Curb Loading Zone; City of Hollywood Code of Ordinances
³ §72.016 Parking, Standing in Freight Zone; City of Hollywood Code of Ordinances
PERMIT PARKING PROGRAM 72.026

The current permit parking program allows for the City Manager, or his or her designee, the Director of Parking and Intergovernmental Affairs, to designate permit parking program areas and designate certain parking spaces therein as being subject to the provisions of the program. Under this section of the parking code, reference is made to the hours of operation, associated fees, and permit eligibility.

Recommendation: Walker recognizes the need to create a residential parking permit policy in addition to the permit parking program. We recognize the permit parking program is designed to cover the need for any permit parking program area, while a residential parking program identifies the needs of residential neighborhoods abutting certain commercial districts. We recognize the existing No Permit fine amount of $45 as appropriate for residential parking permit only areas and should be paired with the $40 fine for Posted Time Limit when time-limited spaces compete with residential permit parking areas. As a suggested residential parking program policy, please refer to the language found in the appendices section of this report.

PROPOSED RESIDENTIAL PARKING PROGRAM ORDINANCE

To assist the City of Hollywood with the design of a residential parking ordinance, Walker has put together a draft ordinance located in the appendices section of this report. The language in this draft ordinance is designed to update the current permit parking program (Section 72.026 Permit Parking Program) to include the administration of the program by the Director of Development Services or his/her designee, the Parking Administrator. In addition, specific language has been added to amend the permit parking program criteria to certain criteria required of a residential parking program.

Recommendation: Walker recognizes the need to identify specific criteria required of a residential parking program. Using this approach, the City will be able to define the number of eligible permits per residence, the terms of the renewal process, as well as the documentation required of full- and part-time residents.

We recognize the existing annual permit fee of $25 per permit as appropriate for residential areas where paid on-street parking is not in conflict, however the permit fee for areas where residential parking overrides paid on-street parking areas should be evaluated by City staff and City Commission for budgetary financial impact.

PARKING IN EXCESS OF POSTED TIME LIMITS PROHIBITED 72.027

Establishing a fine for parking in excess of posted time limits helps create the necessary turnover in areas where demand exceeds inventory. Typically, best practice would recommend the implementation of paid parking in these areas, promoting the concept of demand-sensitive pricing to manage consumer behavior. Short-term, curbside spaces should not exceed 85% occupancy at any peak hour, while longer-term off-street inventory should be designed at 90% or 95% occupancy levels.

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4 §72.026 Permit Parking Program; City of Hollywood Code of Ordinances
Under §72.027 (A) a motorist is prohibited from moving their vehicle from any given parking space to another space on that block, within a one block radius in any direction from the original parking space, including both sides of the streets, for the purpose of securing additional parking privileges where the aggregate time that such vehicle is parked will be more than the maximum time indicated on such posted signs on the particular street or off-street parking lot.⁵

**Recommendation:** Walker does not support this subsection of the code as we believe enforcement of this language without the ability to post on regulatory signs often creates a negative impact from locals and visitors unaware of the ordinance. We understand there may be individuals attempting to take advantage of shuffling their vehicles from space to space to extend their on-street parking privilege, as such we recommend a paid parking solution to manage this type of consumer behavior.

**PARKING RATES AND FINES**

As previously shared in the body of this report, the City of Hollywood parking rates for on- and off-street parking are at the high end of the spectrum when compared to other barrier island and beach communities in South Florida. The following exhibit has been designed to provide a visual representation of the rates.

**Exhibit 59: On-Street and Off-Street Rate Comparison Models**

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⁵ §72.027 Parking in excess of Posted Time Limits Prohibited; City of Hollywood Code of Ordinances
The City of Hollywood parking fines are shown on the attached parking citation copy shown in the following exhibit. The fines are listed within and associated with each respective code or statute.

**Exhibit 60: Copy of Hollywood Florida Parking Citation**

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
<th>Fine</th>
</tr>
</thead>
<tbody>
<tr>
<td>72.02</td>
<td>No Parking, Stopping or Standing</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.04</td>
<td>Back In</td>
<td>$25.00 DUE</td>
</tr>
<tr>
<td>72.05</td>
<td>Facing the Wrong Way</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.07</td>
<td>Alley</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.08</td>
<td>Restricted All Night</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.09</td>
<td>Storage/Unk., Displaying Signs</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.10</td>
<td>Washing, Cleaning, Repairing</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.11</td>
<td>In Front of School</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.12</td>
<td>One Way Street/Driveway</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.13</td>
<td>Improper Parking</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.14</td>
<td>Hazards</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.15</td>
<td>Passenger Loading Zone</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.16</td>
<td>Freight Loading Zone</td>
<td>$255.00 DUE</td>
</tr>
<tr>
<td>72.17</td>
<td>Restricted Parking Zone</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.18</td>
<td>Buses &amp; Taxis</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.19</td>
<td>No Parking Near Entrances</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.20</td>
<td>Unauthorized Vehicles</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.21</td>
<td>Obstructing Traffic</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.22</td>
<td>Sidewalk, Restricted Smile</td>
<td>$45.00 DUE</td>
</tr>
<tr>
<td>72.140</td>
<td>Handicapped Zone</td>
<td>$255.00 DUE</td>
</tr>
</tbody>
</table>

Source: City of Hollywood 2018
The current Overtime Parking fine has been established at $20 for parking beyond the expired time limit associated with a metered space. During our observation, we recognized the majority of the on-street parking meters have 24-hour maximum time limits, enabling a motorist to remain parked at a meter space as long as they are willing to pay the prevailing rate. As an example, a motorist could avoid paying the fee for parking and remain parked in a parking space for a period up to 24-hours. The cost of the parking session to the consumer would only be the $20 fine for parking for the 24-hour day. To some consumers, it may be cheaper to avoid paying the meter in exchange for paying the $20 fine to remain parked in the same space for a day.

**Recommendation:** Walker supports the $20 fine amount with the caveat that the City consider creating short-term parking meters that would allow for issuing a subsequent citation for each violation of the time limits provided on the legend of the meter. According to an example provided under §72.078 Overtime Parking, a citation may be issued every two hours at a two-hour time limit parking meter space for a vehicle that remains parked overtime.

**AUTHORITY OF CITY TO USE MOTOR VEHICLE IMMOBILIZING DEVICES 72.156**

Under this section of the parking code, the City of Hollywood has the authority to immobilize a motor vehicle that has, on at least three prior occasions, been found stopped, standing or parked on any street, alley, thoroughfare or public parking space within the city in violation of state law or city ordinance for which parking tickets have been issued or, alternatively, has been previously ticketed for one or more disabled parking violations as provided in §§ 72.140 or 72.141.6

**Recommendation:** Walker supports adherence to this section of the parking code in support of best practice requiring scofflaws to settle their outstanding parking citations in a timely manner. Motorists should not be permitted to have the ability to continue to park on City streets and in City parking facilities without paying the required fees for parking or paying the appropriate fines for violating the parking ordinances.

**TRANSMISSION OF INFORMATION TO THE DEPT. OF HWY SAFETY 72.157**

Part and parcel to the motor vehicle immobilization ordinance is the City’s ability to supply the State of Florida Department of Highway Safety with a listing of persons with one or more outstanding parking violations. Walker understands this relationship allows for the supply of vehicle ownership information from the State to the City, so the City may pursue a notice of civil penalties incurred upon outstanding parking tickets.

**Recommendation:** Additionally, Walker supports the need to create a memorandum of understanding with the State that allows the City to prevent vehicle registration renewal in exchange for collecting outstanding parking fines for three or more outstanding unpaid parking violations. Language supporting this recommendation may be found within FSS 320.03(8) stating a license plate sticker may not be issued by the State until the vehicle owner presents a receipt from the governmental entity or the clerk of court showing the outstanding fines have been paid.

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6 §72.156 Authority of City to use Motor Vehicle Immobilization Devices; City of Hollywood Code of Ordinances
CONCLUSIONS AND RECOMMENDATIONS

In addition to the Barrier Island parking code review we have addressed in this section, we have also identified several programmatic changes in need of review and consideration.

**Exhibit 61: Hotel Parking Permit Rates**

**Recommendation:** Walker recommends the increase of the annual hotel permit to $300 per year to match the monthly hotel permit rate of $25 per month. This recommendation increases the annual cost of a hotel permit from $150 per year. No recommendations are required of the monthly hotel permit rate.

We do not foresee a hardship created by this increase as Walker representatives were subject to paying an overnight parking fee ranging from $7-$10 on two separate overnight stays during the month of May 2018.
Exhibit 62: Future of Provisional Lots

FUTURE OF PROVISIONAL LOTS

- No new provisional lots
- Strict enforcement of current ordinance
  - 2-year operation with no extensions
  - Parking Lot maintenance and physical requirements
- New development conditional upon adding public parking component

Source: Walker Consultants 2018

**Recommendation:** Walker recommends the need to discontinue the provisional lot ordinance and require existing provisional lots to become compliant with the provisional lot code requirements or be shut down immediately. Existing provisional lots would be permitted to enjoy the benefit of the remaining two-year term and not be eligible for renewal. Moving forward, Walker recommends all approved developments should be required to provide a public parking component.


Exhibit 63: Discontinuation of the Citywide Resident Permit

**Recommendation:** Walker recommends discontinuing the sale and distribution of the non-residential and citywide residential parking permit. This reduction should be offset with the promotion of the 50% hourly discount for qualified residents at the City operated on- and off-street metered spaces.

We certainly understand the good intentions of offering the citywide permit, however we also understand the ability for employees that are residents of the City of Hollywood to purchase this $150 annual permit and park all day in a City-operated metered space designed for use by visitors and residents.
Barrier Island Resident Parking Strategy

Section

08
CURRENT PROGRAM AND OBSERVATIONS

A formal residential parking program does not exist on the Barrier Island today. To park on the street a resident must pay the prevailing meter rate or purchase on citywide parking permit. Purchasing a citywide permit does not guarantee or reserve an on-street parking space. The citywide permit merely exempts the resident from paying the meter while parked on street at a metered space.

During Walker’s peak observation period on Saturday, March 17th, we recorded 30% of the vehicles parked on street in the North Beach area with citywide resident permits, 21% of the vehicles parked on street in the Central Beach area with citywide resident permits and 35% of the vehicles parked on street in the South Beach area with citywide resident permits. Of the total vehicles parked on street in the entire study area, approximately 29% were displaying citywide resident parking permits. Truth be told, we have no way of knowing if these citywide resident permit users were actual resident of the beach, employees working their jobs on the beach, or non-beach residents visiting the beach.

During our meetings with the Hollywood Beach Civic Association (HBCA) we learned that some of the residents depend on the use of on-street parking as their place of residence does not supply off-street parking inventory. Some of this may be a condition of development or perhaps a condition of allocation based on residential unit size within a multi-unit residential property. Unfortunately, these residents are subject to the availability of proximate on-street parking during peak activity periods.

Most of the residents have suitable off-street parking inventory, but have expressed concern about the influx of out of town visitors occupying nearby streets during peak activity days. While this normally would not be considered a problem in a beach environment, many of the residents expressed concern over the visitor’s lack of consideration for the residents by playing loud music from in-vehicle sound systems, littering the streets with beach food and beverage waste, and even littering the streets with dirty diapers as the out of town visitors pack up and leave after an extensive days’ worth of beach activity.

PROPOSED RESIDENTIAL PARKING PROGRAM POLICY

In response to the current program and observations, the HBCA have expressed the desire for a residential parking program within their core residential areas. These areas may be defined as east/west streets north of Connecticut Street and south of Harrison Street. Ideally the residents have proposed that one side of the street be reserved for residential parking only and the other side of the street be limited to four-hour parking durations at the metered spaces. The beach residents believe that limiting the metered spaces to four-hour durations would merely help push the longer-term visitors to the beach to utilize the longer-term off-street parking locations, such as the Garfield garage, the Margaritaville garage and the Hollywood Beach Resort garage. Additionally, limiting the on-street inventory to four-hour durations would free up much of the inventory to enable citywide residents to have the opportunity to visit the beach and have access to discounted meter rates and allowing greater access to the beach resulting from parking inventory turnover.
RESIDENTIAL PARKING PROGRAM HOURS OF OPERATION

Walker understands the HBCA residents would prefer a residential parking program that includes a 24-7 hour of operation program, similar to that of the on-street meter program.

RESIDENTIAL PARKING PROGRAM RATES

When discussing the idea of a residential parking program permit rate, the HBCA residents have shared the desire for the same permit rate program as the Hollywood Lakes Residential Parking Program. The Hollywood Lakes permit program offers a permit rate of $25 per year plus tax, and affords on-street parking privileges, regardless of the day of the week and time of day. A penalty may be imposed if a vehicle is parked on-street for any period greater than 24-hours.

FINANCIAL AND OPERATING IMPACT

When considering programmatic changes, Walker recommends the need to review the potential financial and operating impacts associated with the change. Creating a residential parking program on the Barrier Island streets will impact the ability for the Parking Division to provide hourly parking for use by the public. In locations where a fee is collected for parking, overall revenues will be reduced as the revenue generated by an annual permit will not be enough to offset the loss of hourly income. By nature, a residential parking program suggests the need to reserve premium curbside parking inventory for use by a select user group. In this case, the residents would be the beneficiary of the reserved areas, with other groups being restricted from the use of these areas. Whether a residential parking program offers 24/7 reserved access or limited-use access (6:00pm to 6:00am), the current financial model will be impacted.

In addition to the potential loss of hourly public parking inventory, the Parking Division will be required to bear additional operating costs to provide enforcement labor, maintenance labor and administrative labor to manage the program. A common misconception for municipal governments evolves around the thinking that new services can be covered by existing resources. We agree, they may be covered, but at what cost to the existing services. Enforcement personnel can’t cover two areas with the same efficiency that exists today. Administrative labor will also be required to review new and additional applications, as well as manage the inventory and distribution of additional permits.

The following exhibits have been provided to assist the reader with an understanding of the potential financial and operating impacts to the City of Hollywood from the addition of a residential parking program on the Barrier Island.
**Exhibit 64: Fiscal Year 2018 Beach Metered Parking Revenues through 4/30/18 (South Beach Region)**

<table>
<thead>
<tr>
<th>AREA #</th>
<th>STREET</th>
<th>Digital Pay Stations</th>
<th># IPS</th>
<th>Single Space Meters</th>
<th>Digital rev 10/1/17-4/30/18</th>
<th>IPS rev 10/1/17-4/30/18</th>
<th>Parkmobile rev 10/1/17-4/30/18</th>
<th>Total Revenues 10/1/17-4/30/18</th>
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<td>350</td>
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</table>

Subtotal south of core $311,689.12 $8,784.80 $88,970.96 $409,444.88

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**Exhibit 65: Fiscal Year 2018 Beach Metered Parking Revenues through 4/30/18 (North Beach Region)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
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<td>Connecticut ST (1/2 permit only)</td>
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<td>355</td>
<td>Cleveland ST (1/2 permit only)</td>
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Subtotal north of core $198,758.63 $76,212.65 $84,089.76 $359,061.24

Source: City of Hollywood 2018
### Exhibit 66: Sample ProForma for Residential Parking Program Set Up and Annual Operations

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit Cost</th>
<th>Quantity</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permit set-up</td>
<td></td>
<td></td>
<td>$500</td>
<td>One time expense</td>
</tr>
<tr>
<td>Permits</td>
<td>$0.71</td>
<td>500</td>
<td>$355</td>
<td>Annual Expense</td>
</tr>
<tr>
<td>Signs</td>
<td>$30</td>
<td>3 per block (10)</td>
<td>$300</td>
<td>One time expense</td>
</tr>
<tr>
<td>Enforcement</td>
<td>$33.54 (hourly)</td>
<td>2,920 hours</td>
<td>$97,937</td>
<td>Cost to enforce</td>
</tr>
<tr>
<td>Maintenance</td>
<td>$35.44 (hourly)</td>
<td>30 hours</td>
<td>$1,064</td>
<td>One time expense</td>
</tr>
<tr>
<td><strong>Total Start Up</strong></td>
<td></td>
<td></td>
<td>$1,864</td>
<td></td>
</tr>
<tr>
<td><strong>Total Annual</strong></td>
<td></td>
<td></td>
<td>$98,292</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Walker Consultants and City of Hollywood Commissioner Workshop Presentation 2018

The sample ProForma above lists the labor costs of adding one additional enforcement officer and using 30-hours of existing maintenance personnel. Total startup costs show an example impact for ten residential blocks and 500 permits.
CURRENT PROGRAM AND OBSERVATIONS

The current residential parking program for the Lakes Community neighborhood allows the residents of a particular block in the Lakes neighborhood to petition the City of Hollywood to designate their block as a Residential Parking Permit Program (RPP) zone due to an increase in on-street parking by non-residents.

The RPP program limits on-street parking of vehicles to two (2) hours between 8:00 AM to 8:00 PM every day. To park on-street for more than two (2) hours between 8:00 AM to 8:00 PM, the resident must purchase an annual permit for each vehicle registered to their resident address. It must be noted, however, that vehicles with permits are also required to be moved every 24 hours. Proof of residency is required to obtain a permit. The permit fee of $26.50 (including sales tax) is intended to cover a portion of the administrative and enforcement costs of the program. Two (2) annual guest permits (per address) will be issued with the purchase of an annual resident permit. The City of Hollywood recognizes that residents may encounter events that require more than two of their guests to park on the street. For these situations, residents can obtain up to four guest permits, valid up to 14 days, per year. To start or expand the program, sixty-five percent (65%) of residents within the block must agree to the implementation of a RPP by signing and returning a petition. Residents should expect that approval and implementation process by the City will take a minimum of three months to complete. To purchase a permit, a resident must complete a permit application and provide copies of the following:

- A current motor vehicle registration with an address within the program boundaries
- A current driver’s license with an address within the program boundaries; and
- A property tax bill, voter information card, current executed lease or current utility bill for property located within the program boundaries, all of which shall be in the name of the person acquiring the program permits.

As previously mentioned in the parking code review section of this report, Walker recommends the need to change the policies regarding the RPP application. The suggested change requires the civic association to petition the City of Hollywood as a unified group of residents proposing boundaries, hours of operations and permit designations.

PROPOSED HOURS OF OPERATION

During our stakeholder meetings with the Hollywood Lakes residents, Walker learned the hours of operation were not enough to prevent non-residents from parking on the neighborhood streets after 6:00pm. Even though the enforcement limits covered activity through 8:00pm, it has been recognized that a non-resident may park on street after 6:00pm and not receive a citation for parked beyond 2-hours as the program is not enforced after 8:00pm. Because of this potential scenario, the residents want their program hours of operation to extend to midnight. It is believed the extended hours would prevent employees and visitors from parking in the neighborhood during the evening activity.
Key Findings: Walker also learned from the residents that the enforcement coverage may not be consistent enough to adequately patrol the neighborhood. Residents were heard to say enforcement may only pass through the neighborhood once or twice on a typical peak Saturday or Sunday, leaving many vehicles unenforceable by the two-hour limits. Other residents said the citation amount is too low and many employees and visitors consider the citation amount as the cost of parking for work or the cost of parking for a nice day at the beach or evening out. The following exhibit has been provided to assist the reader with an understanding of the proposed enforcement hours and the existing Hollywood Lakes RPP street boundaries.

Exhibit 67: Hollywood Lakes Residential Parking Strategies

Source: Walker Consultants and City of Hollywood Commissioner Workshop Presentation 2018