



CITY OF
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Parking Discussion

March 7, 2022



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Current Inventory

Parking Spaces	Core Area	Fringe Area	Total
On-Street	137	260	397
Parking Lot	62	305	367
Handicap	11	22	33
Other*	1	4	5
Total	211	591	802

*Other spaces include electric vehicle (2), combat veteran (1), and trolley parking (2).

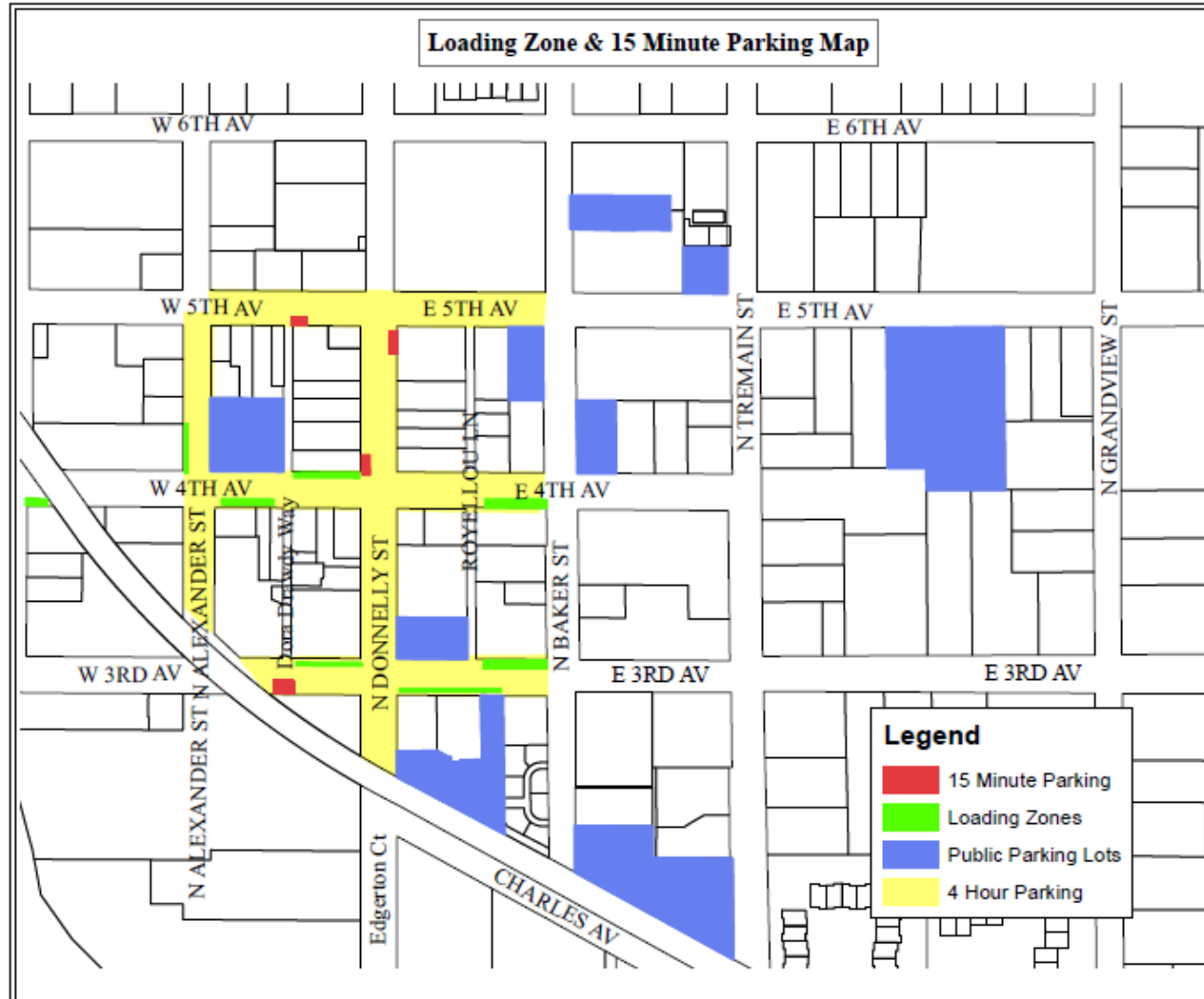
While there were some counting errors in the BESH map that were updated, the additional parking spaces come primarily from a difference in count in the Methodist Church lot (116 vs. 95) and the new parking lot at the southeast corner of 3rd Avenue and N. Baker Street (49 spaces).

The Americans with Disabilities Act requires that 2% of the total spaces be designated as handicap parking; this equates to 17 spaces for the 802 parking spaces counted. The City has provided 33 handicap spaces, which meets the applicable ADA requirements.



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Maps



Map Date: 3/28/2019
1 inch = 241 feet



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Parking History

The Downtown Parking Study was accepted by the CRA Board on October 4, 2016. The parking implementation plan was approved under Resolution No. 2017-32 by the CRA Board on March 21, 2017. The parking strategies outlined in this plan focused on parking solutions to assist visitors, employees, residents, and business owners.

Timeline of Parking Studies and Plans:

- Downtown Parking Study (September 2016)
- Downtown Parking Study Implementation (December 2016)
- Parking Time Limit Fees Memorandum (November 2017)
- Downtown Freight Logistics (September 2018)



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Parking History

Since December of 2016 staff has accomplished or attempted every parking solution in the Parking Implementation Plan, except for 2 Hour Parking and Paid Parking.

- Staff with Council's approval has issued two RFPs for shuttle service, both were unsuccessful due to cost
- Staff and volunteers have operated multiple golf cart shuttle pilot programs for special events and normal daily operations with mixed results.
- Staff with Council's approval issued a RFP for valet service, was not awarded due to cost and requested dedicated parking spots for the operator.
- Removed over 100 signs that were left over from streetscape construction that confused visitors.
- Implemented 4 Hour Parking



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Parking History

Since December of 2016 staff has accomplished or attempted every parking solution in the Parking Implementation Plan, except for 2 Hour Parking and Paid Parking.

- Updated directional signs and all parking signs converted to the international blue and white parking signs.
- Purchased 3rd 7 Baker site and built the grass parking lot which added 49 new parking spaces and a public restroom facility.
- Installed 7am-11am loading zones. Encouraged delivery companies to adjust routes to allow for morning deliveries to minimize impact on traffic and parking.
- Staff has explored every potential parcel in and around Downtown to purchase to add additional surface parking or potentially a parking deck/garage.





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Solutions



Create 17 Parking Spaces on W. 3rd Avenue between McDonald and Alexander

- Relocate utility boxes, shrubs, etc.
- Consider adding sidewalk both sides of W. 3rd Street.
- Slope spaces down toward curb to drain to existing inlets.

Additional Spots: 17

Ownership: City ROW



Existing on street parking blocks one lane.



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Solutions

Additional Spots: 3

Ownership: City ROW



Reverse Angle Parking Scheme on South Side Only of W. 7th Avenue between N. Alexander St. and N. Donnelly St.
Six 9-foot wide by 16-foot long compact parking spaces (25-foot long stripe)



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Solutions

Parking – Data Collection

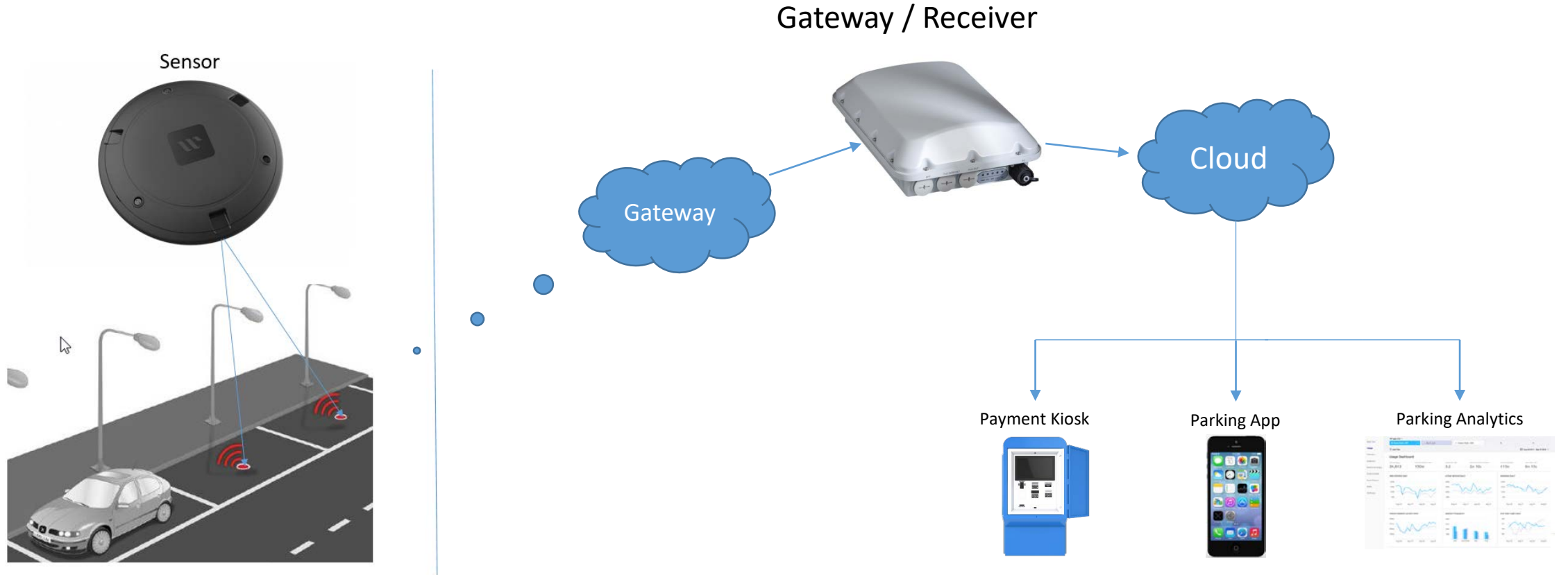
- Short Term - Place Traffic Counters at Identified Parking Lots / Areas
 - Track Vehicle Count
 - Track Peak Usage Times
 - Identify Underutilized Parking Lots / Areas

- Long Term – Smart Parking Solution
 - Low Cost
 - Identify Open Spaces in Real-time
 - Use Technology to Push Available Parking to Smart Phones / Devices
 - Reduce Emissions (No More Driving in Circles to Locate Parking)



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Smart City Parking Solution





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Needed Inventory

The Urban Land Institute Shared Parking Calculator gave an estimated parking need of 2,001 spaces based on the square footages of buildings, the uses within those buildings, the required parking spaces for those uses per the Land Development Code. The Urban Land Institute Shared Parking Calculator also takes into account peak hours of operations for those uses, i.e. lunch and dinner times for restaurants, versus residential. The Calculator complies a worst case number that every person visiting or working the study area only goes to one business. We have a lot of shared parking and private parking that converts to public after 5:00 p.m. This reduces the needed number of spots from 2,001 to 1,501. Additionally, the current vacant store fronts and the number of patrons that walk from their homes to Downtown further reduces the projected need today.

The Projected Need is 1,201 Parking Spaces
Minus the Existing 802 Spaces
We Need to Add 399 Spaces to Meet the Need

MEMO

TO: Vince Sandersfeld, City of Mount Dora, Planning Director
CC: Adam Sumner, City of Mount Dora, CRA Administrator; file
FROM: David S. Nelson, Renaissance Planning
DATE: February 25, 2022 – **UPDATED DRAFT**
RE: Downtown Parking Studies Update

I. Introduction

This work task and memorandum provide a cursory review and update of the parking studies Renaissance Planning previously completed for the City, consisting of the following documents:

- Downtown Parking Study (September 2016)
- Downtown Parking Study Implementation (December 2016)
- Parking Time Limit Fees Memorandum (November 2017)
- Downtown Freight Logistics (September 2018)

We believe these documents continue to provide valid and appropriate direction, options, and strategic recommendations for the City; however, we recognize that due to the passage of time and change in existing conditions, an updated look at parking in downtown Mount Dora is warranted.

II. Study Area

The prior parking studies focused on the downtown core – defined as the area bounded by 5th Avenue on the north, 3rd Avenue on the south, Baker Street on the east, and Alexander Street on the west – as well as immediate fringe areas outside this core.

III. Supply

The previous studies used parking numbers provided to the City by BESH Engineering, who mapped 230 spaces in the core area and 490 spaces in fringe areas for a total parking count of 720 spaces.

Using the BESH map as a base, Renaissance walked the downtown to verify and update parking counts, a summary of which is provided below:



Parking Spaces	Core Area	Fringe Area	Total
On-Street	137	260	397
Parking Lot	62	305	367
Handicap	11	22	33
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While there were some counting errors in the BESH map that were updated, the additional parking spaces come primarily from a difference in count in the Methodist Church lot (116 vs. 95) and the new parking lot at the southeast corner of 3rd Avenue and N. Baker Street (49 spaces).

The Americans with Disabilities Act requires that 2% of the total spaces be designated as handicap parking; this equates to 17 spaces for the 802 parking spaces counted. The City has provided 33 handicap spaces, which meets the applicable ADA requirements.

IV. Field Observations

The Downtown Parking Study contains the following text regarding demand:

“According to previous analysis completed by the City, in the peak season (from October – March), on peak days (Thursday – Sunday), during peak hours (11a – 5p), most of the downtown spaces are used. During this period, there are usually parking spaces available in the fringe areas, the most central including the Baker/Tremain parking lot along the railroad tracks, the First Methodist Church parking lot, and Edgerton court south of Charles Avenue.”

Renaissance Planning performed site reconnaissance on two dates within these peak windows – late morning and early afternoon on December 9, 2021 and February 16, 2022 - to count spaces and note parking activity. We observed conditions like those described above on both occasions – parking in the core area was generally full, but there was ample parking available in fringe areas within one block of the core, including along 5th Avenue. There was a lot of vehicle circulation around the core blocks and backups at the 5th Avenue/N. Donnelly Street intersection in multiple directions.

As was stated in the Downtown Parking Study “However, high occupancy in one area combined with lower occupancy nearby indicates parking management problems. This is where Mount Dora is today.” We believe that five years later, this is still an accurate assessment.

VI. Strategies

The strategies below respond to the need to enhance the City’s parking management program, with a goal of creating a “park once” environment where possible, so people can get out of their vehicles, walk, and experience all the unique assets that Mount Dora’s downtown and lakefront offer.

One of the questions posed by the City for this exercise was whether there is a need to consider a new parking deck. We believe that at a cost of approximately \$25,000/space (or \$8,000/space for surface parking), plus land value and the lost opportunity to provide new uses for the parcel(s), there are other options that should be considered and explored first, and that make better use of Mount Dora's existing parking supply:

- **Ensure convenient short-term parking.** On-street spaces are the most valuable asset in Mount Dora's parking system and critical for the success of downtown businesses. They should be reserved for shorter-term visitors and business customers. The goal in managing on-street spaces in downtown is to provide convenient parking for the greatest number of people. The City has created a parking hierarchy by time limiting on-street spaces in the downtown core to 4-hours, with off-street spaces in the core, as well as all fringe parking spaces, having no time limits.

There are several considerations here. First, does a 4-hour time limit provide the turnover of parking spaces needed to support downtown businesses? Second, is there turnover or are vehicles parking for longer than the allotted time periods? Third, what level of parking enforcement does the City provide or want to provide related to the 4-hour time limit? These questions may be most relevant regarding business owners and/or employees using these spaces.

While creating 4-hour parking has been an incremental step for the City, we don't believe it has fundamentally changed parking patterns in downtown. Part of that may be due to lack of enforcement. If so, stepped up enforcement, to some degree, may be a first step to test. Beyond that, we recommend the following changes:

- **2-hour time limit for on-street parking in the downtown core:** 3rd Avenue, 4th Avenue, and 5th Avenue between Baker Street and Alexander Street; Donnelly Street between 3rd Avenue and 5th Avenue.
- **4-hour time limit for off-street parking in the downtown core:** Donnelly Street & 3rd Avenue lot; Alexander Street & 4th Avenue lot; Baker Street & 5th Avenue lot.

All other parking (on-street and lots) will remain untimed.

For this transition of policy and priority to work, clear parking enforcement efforts and education will be needed. While we understand the City's hesitance for a strict parking enforcement/fines policy, from both staffing and public relations perspectives, some enforcement will be needed to legitimize the efforts and transition, especially among local residents, business owners, and employees. The Downtown Parking Study outlines several methods for helping implement parking enforcement and the Parking Time Limit Fees Memorandum offers enforcement steps and a potential fee structure for violations – both give the City options to consider.

- **Offer enhancements for long-term parking.** Short-term parking restrictions should be complemented with enhancements to long-term parking areas. These lots need to not only be convenient, secure, landscaped, and well-maintained, but visitors need to be confident that they are in proximity of the downtown core. Lots also need to feel and be safe to encourage use by employees, especially those working evening shifts.

We recommend adding pedestrian-scale lighting – this not only increases visibility for people in the lots but helps people on the street see into lots, creating a safer environment. A call box should be added for emergencies and general security and information kiosks/maps should be provided to orient visitors to downtown and its destinations. The City is installing Wi-Fi and cameras in parking areas; this monitoring will increase the sense of security, especially if there are signs announcing use of the cameras.

- **Provide good wayfinding signage.** To better direct visitors to available parking resources, reduce recirculation of vehicles around core blocks, ease backups at traffic signals, and get people out of their cars as soon as possible, clear directional signage needs to be provided for visitors.

As new tiers of parking time limits are implemented, we recommend adding those appropriate designations to existing and/or new wayfinding signage. The distinction of parking designations within the signs will alert visitors to the different parking choices available around Mount Dora's downtown and direct them according to their needs, hopefully reducing driver indecision and recirculation through the core area.

Wayfinding needs to start as visitors are entering Mount Dora. Gateway and directional signage need to clearly guide vehicles from US 441 and SR 46 towards Donnelly Street, 1st Avenue, and Old 441/Highland Street and to parking facilities.

We believe that these strategies help balance the needs of different users, helping create a more effective transportation network within the downtown that accommodates greater multimodal accessibility.



If you have any questions on this memorandum, please feel free to contact us for discussion and/or clarification. We are available at your convenience for additional work on this topic as needed. As always, we appreciate the opportunity to be of service to the City. Thank you.

Sincerely,

David S. Nelson, ASLA, LEED AP | Project Manager
RENAISSANCE PLANNING

dnelson@ciesthatwork.com
407-487-0061 x135



**City Council
Downtown Parking Study Implementation Plan
July 2020**

The Downtown Parking Study was accepted by the CRA Board on October 4, 2016. The parking implementation plan was approved under Resolution No. 2017-32 by the CRA Board on March 21, 2017. The parking strategies outlined in this plan focused on parking solutions to assist visitors, employees, residents, and business owners. The project prioritization outlined a tiered approach to addressing strategies, which included: Immediate, Short-term, Mid-term, and Long-term phases. The CRA Board summarized a priorities and the following is a summary with narratives of the status:

Parking Project Status by Ranking		
Immediate Needs	Action Item	Status/Narrative
-	Enforcement of parking restrictions	Completed by April 2019
-	Pilot Program Community Officer	Completed by April 2019
-	Explore one-way streets	Requires engineering study with budget discussions in FY20-21
Short Term		
1	Create Valet Parking	Not approved due to budget and cost feasibility
2	Establish Time Limits	Signage installed March 2018
3	Enforce Parking	Community Officer Enforcement Parking Time-Limits. Completed April 2019
4	Improve loading/Unloading	<ul style="list-style-type: none"> ▪ Additional loading zones & signage installed July 2018. ▪ Several spaces re-designed (on-going) added additional spaces on 7th Ave.
Mid-Term		
5	Enhance fringe area parking areas	<ul style="list-style-type: none"> ▪ Evaluation of Post Office Site. No longer available (2019). ▪ Conducted a study for on-street parking on Charles Avenue, which was not pursued.

		<ul style="list-style-type: none"> ▪ Purchased 3rd/Baker Site. Completed. 49 Grass Spaces added October 2019
6	Improve safety	<ul style="list-style-type: none"> ▪ Downtown pedestrian cross-walks added (5th Ave). ▪ Installed Pedestrian Crosswalk Warning Signs on 5th Ave, Increased Traffic Enforcement on 5th Ave. ▪ Traffic Calming Study Completed August 2020
7	Promote shared parking	On-Going. Provided parking maps and educational information to downtown
8	Provide clear messaging and communication	<ul style="list-style-type: none"> ▪ Wayfinding Design Guidelines 12/5/2017 ▪ New Signs Ordered October 2019. ▪ New signs installed November/December 2019.
9	Encourage other transportation options	On-Going (trails, sidewalk improvements, new bike rack to be installed 3rd/Baker within the 1st Quarter 2020)
Long-Term		
10	Explore feasibility additional parking garage	<ul style="list-style-type: none"> ▪ On-Going. Numerous sites reviewed. ▪ Ongoing discussions with land owners. ▪ Potential Re-Configuration of Existing Garage at Donnelly Street. ▪ Baker Street/Tremain Street Parking City Hall/Community Building ▪ Met with St. Augustine staff to review best practices and lessons

		learned, toured their parking facilities.
11	Explore feasibility shuttle service	Several Pilot Programs Established. Program on-hold (March 2019)

Note: March 2020 Public Service Dept is evaluating parking inventory by adding new spaces within existing rights-of-way.



CITY OF MOUNT DORA

510 N. Baker St.
Mount Dora, FL 32757
352-735-7126

DATE: December 3, 2019

TO: Honorable Mayor and City Council Members

FROM: Robin R. Hayes, City Manager

SUBJECT: Downtown Parking Implementation Plan Update

Introduction:

This is an opportunity for City Council to receive an update on the Downtown Parking Implementation Plan.

Discussion:

The Downtown Parking Study was accepted by the CRA Board on October 4, 2016. The parking implementation plan was approved under Resolution No. 2017-32 by the CRA Board on March 21, 2017. The parking strategies outlined in this plan focused on parking solutions to assist visitors, employees, residents, and business owners.

Budget Impact:

There are no budget impacts with this discussion items, however, the City Council has programmed future Capital Improvement Projects for various parking solutions.

Strategic Impact:

To provide Economic Development activities, Redevelopment, Infrastructure needs and activities to support the Mount Dora Community Redevelopment Plan.

Recommendation City Council discussion item.

Attachment(s):

1. Parking Implementaion Plan Status Report

Prepared by: Vince Sandersfeld, Planning and Development Director

Reviewed by: Adam Sumner, CRA Administrator
Misty Sommer, Deputy City Clerk
Gwen Johns, City Clerk
Robin R. Hayes, City Manager

Approved - 11/18/2019
Approved - 11/19/2019
Approved - 11/25/2019
Approved - 11/25/2019



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**City Council
Downtown Parking Study Implementation Plan
December 3, 2019**

The Downtown Parking Study was accepted by the CRA Board on October 4, 2016. The parking implementation plan was approved under Resolution No. 2017-32 by the CRA Board on March 21, 2017. The parking strategies outlined in this plan focused on parking solutions to assist visitors, employees, residents, and business owners. The project prioritization outlined a tiered approach to addressing strategies, which included: Immediate, Short-term, Mid-term, and Long-term phases. The CRA Board summarized a priorities and the following is a summary with narratives of the status:

Parking Project Status by Ranking		
IMMEDIATE NEEDS	ACTION ITEM	STATUS/NARRATIVE
-	Enforcement of parking restrictions.	Completed April 2019
-	Pilot Program Community Officer	Completed April 2019
-	Explore one-way streets	Requires engineering study with budget discussions in FY20-21
SHORT-TERM		
1	Create Valet Parking	Not approved due to budget and cost feasibility
2	Establish Time Limits	Signage installed March 2018
3	Enforce Parking	Community Officer Enforcement Parking Time-Limits. Completed April 2019
4	Improve loading/Unloading	Several spaces re-designated (on-going)
MID-TERM		
5	Enhance fringe area parking areas	-Evaluation of Post Office Site. No longer available (2019). -Conducted a study for on-street parking on Charles Avenue, which was not pursued. - Purchased 3rd/Baker Site. Completed. 49 Grass Spaces added October 2019
6	Improve safety	Downtown pedestrian cross-walks added (5th Ave). Installed Pedestrian Crosswalk Warning Signs on 5 th Ave, Increased Traffic Enforcement on 5 th Ave. Traffic Calming Study Underway November 2019.
7	Promote shared parking	On-Going. Provided parking maps and educational information to downtown Businesses and residents. Explored shared parking agreement with private land owners.

8	Provide clear messaging and communication	Wayfinding Design Guidelines 12/5/2017 New Signs Ordered October 2019.
9	Encourage other transportation options	On-Going (trails, sidewalk improvements, New bike rack to be installed 3 rd /Baker within the 1 st Quarter 2020)
LONG-TERM ACTION ITEM		STATUS/NARRATIVE
10	Explore feasibility additional parking garage	On-Going. Numerous sites reviewed. Ongoing discussions with land owners. Potential Re-Configuration of Existing Garage at Donnelly Street. Baker Street/Tremain Street Parking City Hall/Community Building
11	Explore feasibility shuttle service	Several Pilot Programs Established. Program on-hold (March 2019)



**City Council Work Session April 2, 2019
Downtown Parking Study Implementation Plan**

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Parking Project Status by Ranking		
IMMEDIATE NEEDS	ACTION ITEM	STATUS/NARRATIVE
-	Enforcement of parking restrictions.	Completed
-	Pilot Program Community Officer	Completed
-	Explore one-way streets	CRA staff is evaluating several options
SHORT-TERM		
1	Implement Short-Term Recommendations	
2	Create Valet Parking	On-Hold due to budget and cost feasibility
3	Establish Time Limits	Signage installed March 1, 2018
4	Enforce Parking	Community Officer Enforcement Parking Time-Limits
5	Improve loading/Unloading	Several spaces re-designated (on-going)
MID-TERM		
6	Enhance fringe area parking areas	Evaluation of Post Office Site; Purchase of 3rd/Baker Site
7	Improve safety	Downtown pedestrian cross-walks added (5th Ave)
8	Promote shared parking	On-Going. No formal action taken
9	Provide clear messaging and communication	Wayfinding Design Guidelines 12/5/2017
10	Encourage other transportation options	On-Going. No formal action taken
LONG-TERM		
11	Explore feasibility additional parking garage	On-Going. No formal action taken
12	Explore feasibility shuttle service	Several Pilot Programs Established. Program on-hold