



City of Mount Dora
510 North Baker Street
Mount Dora, Florida 32757
352-735-7126

Mount Dora City Council
Mount Dora City Hall Board Room
510 North Baker Street, Mount Dora, Florida 32757
January 13, 2025, 6:00 PM

WORK SESSION AGENDA

CALL TO ORDER

ROLL CALL

DISCUSSION ITEMS

1. Introduction-Mayor
2. FreeBee Update
3. Possible Immediate Action Items
 - MSL Gravel Lot permitted for MSL employee parking
 - Paid parking in downtown core
 - Parking App MSL/Former Barnett Bank Parking Lot improved for Golf Cart/Motorcycle Parking
 - Baker Street converted to one-way with diagonal parking
 - Alexander Street converted to one-way with diagonal parking
 - Methodist Church Public Parking Lot dedicated shuttle
 - Expand Freebee Coverage beyond CRA as long as to or from CRA
 - Other Improvements
4. Future Improvements
 - Other Improvements
5. Next Steps

ADJOURNMENT

PURSUANT TO SECTION 286.0105, FLORIDA STATUTES, IF ANY PERSON DECIDES TO APPEAL ANY DECISION MADE AT THIS MEETING WITH RESPECT TO ANY MATTER CONSIDERED AT ANY MEETING OR HEARING, SUCH PERSON MAY NEED A RECORD OF THESE PROCEEDINGS. FOR SUCH PURPOSE, A PERSON MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. VERBATIM RECORD WILL NOT BE PROVIDED BY THE CITY OF MOUNT DORA.

NOTICE: IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, PERSONS NEEDING A SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT THE CITY CLERK AT LEAST 48 HOURS PRIOR TO THE PROCEEDINGS. TELEPHONE (352) 735-7126 FOR ASSISTANCE. IF HEARING IMPAIRED, TELEPHONE THE FLORIDA RELAY SERVICE NUMBERS, (800) 955-8771 (TDD) OR (800) 955-8770 (VOICE) FOR ASSISTANCE.



510 N. Baker St.
Mount Dora, FL 32757
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DATE: January 13, 2025

TO: Honorable Mayor and City Council Members

FROM: Vince Sandersfeld, City Manager

SUBJECT: First Quarter Parking Shuttle/FreeBee Update

Introduction:

This provides an opportunity for City Council to receive a first-quarter update on the performance of the Freebee parking shuttle program.

Discussion:

On October 4, 2024, Freebee introduced two electric vehicle shuttles operating within the Community Redevelopment Agency (CRA) boundary on Fridays, Saturdays, and Sundays from 9:00 AM to 10:00 PM. Jason Spiegel, Managing Partner of Freebee, will present a first-quarter update on the program's performance.

The one (1) year pilot program will conclude September 30, 2025 and at the City Council's and CRA Governing Board's discretion, the contract may be extended for an additional two (2) two-year terms.

Budget Impact:

N/A

Strategic Impact:

GOAL 2: Infrastructure / Public Safety

Objective 2.1. Improve parking capacity/Identify final location

Recommendation:

This presentation is for informational purposes only; no action requested.

Parking Workshop

January 13th, 2025



Agenda

- Intro by Mayor Homich
- Historical Parking Overview by Staff
- Possible Immediate Action Items by Staff
- Future Improvements by Staff
- Next Steps from Council

Historical Parking Overview

- Adding additional parking spaces has been a goal of the CRA Redevelopment Plan since 1987.
- 1989: CRA purchased land at Donnelly and 3rd and constructed a 17 space parking lot.
- 1989: the CRA purchased land between Baker & Tremain to add 46 surface parking spaces.
- 1996: the 2 story parking garage was built on Donnelly adjacent to the railroad tracks, which has 72 parking spaces.
- 2014: Edgerton Ct. redone to increase parking. 58 total spaces today.

Historical Parking Overview

- July 2015 the City started a parking study with research data collections, workshops and input from the CRA Committee. The study looked at ways to improve the availability, use and supply of parking in the downtown area. Guided by staff and a steering committee, and utilizing extensive input from the public, the project looked at short-term parking management, long-term parking improvements and other capital improvements as ways to create a more efficient and sustainable approach to providing more parking.
- 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.
- November 2018 the City purchased 230 N. Baker to add an additional surface parking. This lot includes 49 spaces and a public restroom facility. This site 0.54 acres

Historical Parking Overview

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.
- 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.
- Staff and consultants have evaluated every potential location to add on street or surface parking in the Downtown area.

Current Inventory

Downtown Mount Dora Parking Inventory				1/3/2025
Parking Spaces	Core Area	Fringe Area	Total	
On-Street	137	260	397	
Parking Lots	62	321	383	
Handicap	11	23	34	
Other*	1	4	5	
Total	211	608	819	

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

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 34 handicap spaces, which meets the applicable ADA requirements.

2025 adding 16 regular and 1 handicap at the new Building Department Building at 308 e. 5th Ave.

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 819 Spaces
We Need to Add 382 Spaces to Meet the Need

Parking Study & Parking Implementation Plan

- Approved Parking Study Report & Implementation
- **Short – Term**
 - Clarify wayfinding for parking
 - Establish time limits
 - Promote shared parking
 - Create valet parking
 - Encourage other transportation options
 - Enhance fringe area parking
 - Enforce parking regulations
 - Improve loading and delivery logistics
 - Provide clear messaging and communication
 - Improve safety
- **Mid – Term**
 - Add shuttle service
 - Pursue private partnerships near the downtown core
 - Incorporate parking technologies
 - Revisit pay parking in the downtown core
- **Long – Term**
 - Expand city parking garage and Baker/Tremain parking lot
 - Pursue private partnerships outside the downtown core

Parking Improvements Implemented

- Approved Parking Study Report & Implementation Status:

- **Short – Term**

- Clarify wayfinding for parking – **Done**
 - Establish time limits – **Done**
 - Promote shared parking – **Done**
 - Create valet parking – **Attempted twice, RFPs issued, cost prohibitive to pursue.**
 - Encourage other transportation options – **Done**
 - Enhance fringe area parking – **Done**
 - Enforce parking regulations – **Done**
 - Improve loading and delivery logistics – **Done**
 - Provide clear messaging and communication – **Done**
 - Improve safety – **On going**



- **Mid – Term**

- Add shuttle service – **Attempted multiple pilot programs and issued multiple RFPs from 2017-2024. Launched Freebee partnership fall of 2024.**
 - Pursue private partnerships near the downtown core – **Attempted, evaluated over 20 sites for additional parking, RFP issued which was unsuccessful. Continuing to work with property owners to find solutions.**
 - Incorporate parking technologies – **Cost prohibitive so far. On going.**
 - Implement pay parking in the downtown core – **Evaluated, however not yet attempted**

- **Long – Term**

- Expand city parking garage and Baker/Tremain parking lot – **Evaluated, not feasible**
 - Pursue private partnerships outside the downtown core – **Attempted, evaluated over 20 sites for additional parking, RFP issued, ongoing**

Potential Parking Improvements

- Potential Improvements:
 - Implement paid parking in downtown
 - Reduce time limits from 4 hours to 2 or 3 hours
 - Developers pay a fee in lieu of adding parking for new buildings / eliminate parking exempt district
 - Partner with MSL to turn the old bank parking lot at 5th & Alexander a golf cart / motorcycle parking lot.
 - Allow MSL tenants / employees to park on the private gravel lot on McDonald St.

Potential Parking Improvements

- Potential Improvement:
 - Baker Street converted to one-way with diagonal parking
 - Alexander Street converted to one-way with diagonal parking
 - Expand Freebee Coverage beyond CRA boundary
 - Dedicated shuttle from the FUMC lot
 - Add more surface parking
 - Build another parking garage
 - Other Improvements s?

Next Steps

1. Bring a shared parking agreement with MSL for old bank parking lot on 5th for a golf cart/motorcycle parking lot back to CRA Governing Board/ Council for consideration.
2. Move forward with code changes to allow MSL tenants / employees to park on the private gravel lot on McDonald St.
3. Pursue code changes Developers pay a fee in lieu of adding parking for new buildings, within the Downtown core.
4. Explore engineering feasibility of making Baker and/or Alexander one-way and adding angled parking.
5. Move forward with process to implement paid parking.

Maps



Maps

