

MEMORANDUM

City Manager's Office

Date: December 27, 2019

To: Rex Hardin, Mayor
Andrea McGhee, Commissioner District 1
Rhonda Eaton, Commissioner District 2
Tom McMahon, Jr, Commissioner District 3
Beverly Perkins, Commissioner District 4
Barry Moss, Commissioner District 5

From: Chris Brown, Redevelopment Management Associates
Suzette Sibble, Assistant City Manager

Via: Greg Harrison, City Manager

RE: Proposed Valet Parking Ordinance

Dear Mayor and Commissioners:

Before you for consideration is a new proposed ordinance (Section 77), which will enable both the public sector and private sector to operate valet parking services in the City. For the City, the valet parking operation at the Pier Garage would be regulated within the parameters of this ordinance. For the private sector, the ordinance would regulate and permit businesses, especially restaurants, to provide the convenience of valet parking for their customers, an important service, which is expected of fine dining restaurants.

The following discussion provides background and a summary of the ordinance, but it also makes the case that in the future there will be more and more demand for valet parking as redevelopment progresses in many parts of the City.



Valet Parking Operating at the Beach House Restaurant

Background

The City of Pompano Beach (“City”) will first consider on January 8, 2019 adopting a valet parking ordinance to permit the use of valet services in the entire City but particularly necessary in the urban core, broadly defined as the redevelopment areas. Valet parking demand is generated mostly by fine-dining restaurants and cultural visitors; and, the purpose of permitting valet parking is to encourage residents, tourists, businesses, and visitors to visit the City to dine in the local restaurants and visit cultural facilities. Residents and visitors would be able to very comfortably ask a third-party valet operator to park their vehicle, consequently avoiding the more tedious function of searching for parking and walking to their destination, particularly in wet and hot weather. Pompano Beach has reached a level of sophistication because of the existence of several quality fine-dining restaurants currently operating in the City and also because of numerous cultural facilities serving the City residents and visitors. These new facilities have or will eventually have a need for valet parking, particularly in several areas of the urban core: the beach area, Harbor Village shopping center, East Atlantic Boulevard, Old Pompano, MLK Jr Boulevard and the Northwest CRA. Other areas such as Powerline Road may soon see a need for valet parking as it redevelops.

Pompano Beach, Florida, with a population of 105,000 (2017) residents, is quickly becoming a vibrant, sophisticated, multi-dimensional destination with a three-mile stretch of pristine Atlantic

Ocean shoreline, as well as an important industrial manufacturing and distribution center containing over 20 million square feet of space, serviced by Interstate 95, the Florida Turnpike, and Dixie Highway. The City is committed to redeveloping its downtown into a vibrant, appropriately scaled, mixed-use urban center. In the past nine years there has been a strong commitment of municipal development and improvements, including creating a creative arts district and cultural center located in the downtown and the redevelopment agency's ("CRA") development plans for a 60 acre "Innovation District," which will include Class A offices, retail, hotels and residential apartments. At the City's eastern edge, the barrier island on the Atlantic Ocean, the City is in a P3 partnership with a real estate developer to build a mixed-use, 5-acre development on the ocean, called the Pompano Fishing Village, which will contain when completed retail shops, multiple restaurants, an events venue space and a set of twin Hilton hotels of 150 rooms. The City and its CRA has completed several major public investments on the barrier island, including a \$24 million, state-of-the-art 625 space public parking garage with surrounding improvements (pier street east and on street parking etc.), a \$12 million beach improvement and new street parking, a \$1.5 million branch library, a new \$12 million fishing pier (under construction), and a \$1.5 roadway and promenade linking the Intracoastal Waterway to the Atlantic Ocean (commencing construction in 2019), terminating on west end at the Intracoastal waterway with a water taxi stop and on the eastern end at the new pier (ready for construction). This renaissance is not only positioning historic Pompano Beach as one of the country's top vacation home markets, but also as a desirable location for those who seek to make the "City-of-the-Future" their permanent home. Median ages are dropping in the City as younger residents are moving where once retirees dominated. Additional luxury apartments and condominiums are under construction on the ocean, and the Intracoastal waterway is undergoing new development including three new restaurants and the recent sale of a 4-acre parcel slated to be redeveloped.

Beach Area Demand for Valet Parking

Currently the need for valet parking is confined to one restaurant on the Beach, the Beach House, a 400-seat, two story, \$5 million-dollar, modern facility situated directly on the beach. The City has provided their parking management company, Denison Parking, to valet park its customers and park in the first floor of the Pier Garage, which was designed to have the ground floor for valet parking. Customers on a trial basis are being charged \$5.00 for valet parking. However, the Beach House will be the first of many to need valet parking. A second multi-story restaurant is under construction, called Oceanic, which will contain 600 seats, also sited on the beach. Its demand for valet parking will arrive in late 2019. Others will follow as the Pier Developer stimulates the area with additional restaurants.



Oceanic Restaurant under construction on Pompano Beach Boulevard

Harbor Village Center (East Atlantic Boulevard) Demand for Valet Parking

Valet parking is being conducted in the Harbor Village Center area located on East Atlantic Boulevard between NE 26th Avenue and NE 28th Avenue, currently at the highly successful Foundry Restaurant and at Houston's directly across the street from The Foundry. The Foundry needs to enter into a valet parking agreement with the City, and Houston's may wish to add a few public parking spaces to its storage, which would necessitate an agreement between the City and the restaurant. Houston's currently owns and leases all of its parking themselves. A third restaurant in Harbor Village, Café Maxx, is providing valet parking, utilizing public parking as the location of vehicle storage, and it likewise needs to enter into a valet agreement with the City. Since its inception, a standard bearer of fine-dining, Houston's, is operating its own valet parking, utilizing its own property for ramping and vehicle storage.

In the future it is expected that Harbor Village will attract other fine dining restaurants and will have a need for additional valet parking.



Atlantic Square Development Demand

Within the next five years it is expected that the ten-acre assemblage of property on the south side of East Atlantic Boulevard, directly across the street from Harbor Village, will attract fine dining and will create a demand for valet parking.

US 1 North Development Demand

Currently in the 200 block of North Federal Highway a rental apartment building is under construction. With the additional residents, the area on North Federal Highway may attract fine-dining, thus necessitating the probability of the need for valet parking. A second development of rental apartments is undergoing pre-construction at the corner of NE 6th Street and North Federal Highway. This project will also likely stimulate the area demand for restaurants.

East Atlantic Boulevard Development Demand



Gianni's Fine Dining Restaurant on East Atlantic Boulevard

East Atlantic Boulevard contains several very successful fine dining restaurants including Gianni's, La Veranda, and others. Because several new multi-family projects are under construction or being proposed, the KOI at SE 5th Avenue and East Atlantic Boulevard, and a double tower at the Bank of America bank building and the Chase Bank building, located at NE 24th Avenue and East Atlantic Boulevard, there will be a need for valet parking on East Atlantic Boulevard. Since the Boulevard contains on-street parking, the corridor lends itself to valet parking since the ramping area could be located on the main street.

Old Pompano Development Demand for Valet Parking

The area north of East Atlantic Boulevard is experiencing restaurant demand. Recently the CRA leased two locations it has under lease to a restaurant entrepreneur. The restaurateur has indicated that its two restaurants will provide valet parking. A third lease is currently under negotiation with an established caterer and restaurateur.



Proposed mixed-use apartment building on NE 1st Avenue in Old Pompano by Adache Development

Civic Campus Demand for Valet Parking

The Civic Campus is a six-acre redevelopment site in which resides the City of Pompano Beach's City Hall and Cultural Center as well as Broward County's library. The area is ripe for redevelopment and if a third cultural complex is realized, a performing arts hall, then valet parking will be likely. For events at the new cultural center, there may be a need for occasional valet parking for black tie events.



ALI Cultural Center, MLK Blvd



Pompano Beach Library and Cultural Center

MLK Boulevard and the Innovation District Demand for Valet Parking



Innovation District Drawing of Canals and Office Buildings

Although at least several years away from creation, MLK Boulevard will eventually become a very important residential, employment and retail center for the downtown, and valet parking will eventually be desired in the area. Some of its cultural facilities may also desire on days of special events to provide valet parking.

Valet Parking Ordinance Summary

The valet parking ordinance being considered set the rules by which both the City and the private sector businesses, usually restaurants, may establish valet service. In case of the City, the Pier Garage contains 100 valet parking spaces to serve the nearby beach area restaurants. The ordinance permits the City to engage their parking management company, currently Denison Parking, to operate valet parking for either the City or for a business.

In the case of the private sector wishing to provide a valet service to its customers, the rules are straightforward as described below:

- if a private business wishes to use public street parking as the ramping area for their valet parking and/or use public parking lots for their storage, then the business must complete an application with the City and obtain a permit and pay the permit fee (\$250 initially and

\$150 annually for renewals). A separate parking agreement with the City will also be required for such use;

- if a business wishes not to use City parking spaces for storage nor public street parking for ramping but do utilize a public street to either cross over or travel down in-route from a ramping area to a storage area and back, then an application with the City is required in order to obtain a permit with the same permit fees being due;
- if a business wishes not to use City parking spaces, nor public street for ramping and does not use public right of way for travel, then no permit is required;
- the ordinance provides for valet parking standards including conduct and dress standards for valet employees;
- the ordinance provides for an application form, fee schedules, and a process for approval;
- valet equipment, such as signs and key stands design need to be approved by the City;
- location and design of ramping area must be approved by the City;
- ordinance provides areas where valet ramping is prohibited, such as streets whose speed limits are greater than 30 miles per hour (except for Atlantic Blvd. from Dixie Highway to Pompano Beach Boulevard);
- ordinance provides insurance provisions, particularly the requirement of garage keeper's insurance;
- ordinance provides for operating valet in the Pier Garage and,
- ordinance provides for temporary valet permits such events and grand openings.



Pier Garage completed in 2016

Staff Recommendation

The staff recommends approval of the ordinance based upon the current demand for valet parking and the need to provide standards and fees for valet parking. These set of standards will ensure the safety of the City's residents and the general public.