



CLEARWATER
BRIGHT AND BEAUTIFUL • BAY TO BEACH

Parking Inequities 2021 (Part 1)

Systemwide & Downtown



100 S. Myrtle Ave. | Clearwater, FL 34616
www.myclearwater.com



1. Fine Increase
2. Downtown Rates
3. Agreement for 600 Cleveland LLC
4. Downtown Boat Slip Parking
5. Resident Permits

Parking Philosophy

- **Unrestricted “Free” parking fails to promote turnover**
- **Metered on-street parking promotes turnover (Pro-Business)**
- **Off-street parking cost should be less than on-street**

Fine Increase

- Unpaid meter = \$15 fine
- 6 hrs of parking @ \$3/hr = \$18 fee
- It is currently cheaper to get a parking ticket than to pay for parking



Offense/ Violation	Clearwater	St. Pete	Tampa	Sarasota	Treasure Isle
Overtime Parking	\$15.00	\$20.00	\$29.00	\$25.00	\$60.00
Expired Meter	\$15.00	\$20.00	\$29.00	\$35.00	\$60.00
Improper Parking (Other)	\$20.00	\$30.00	\$29.00	\$35.00	\$80.00
Double Parking	\$20.00	\$35.00	\$29.00	\$35.00	\$80.00
No Parking Zone	\$20.00	\$30.00	\$29.00	\$35.00	\$60.00
ADA	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00

Offense/ Violation	Existing Fine	Proposed Fine
Overtime Parking	\$15.00	\$25.00
Expired Meter	\$15.00	\$25.00
Improper Parking (Other)	\$20.00	\$30.00
Double Parking	\$20.00	\$30.00
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ADA	\$250.00	\$250.00

Downtown Rates

- **\$0.50hr on-street & off-street**
- **Existing single-space meters E.O.L.**
- **New kiosks \$7K each x 50 = \$350K**
- **@ \$0.50hr = 700,000 hrs of parking**

Option #1: Mobile Payment Only

- Inexpensive
- Requires use of mobile app
- Can happen with no price increase



Option #2: Multi-space Kiosks & Mobile Payments

- More expensive option
- Requires rate adjustment to \$1/hr downtown
- Same format as beach



600 Cleveland/Bank of America Building

- Garden Ave. Garage rate: \$45/Month + tax
- 2013 Agreement: \$32/month (tax incl.) for 78 spaces
- <\$1,259.70>
- Expired in 2018
- Renew?
- What terms?

10/11/17

LICENSE AGREEMENT *copy*

THIS LICENSE AGREEMENT is made and entered into this 11 day of October 2013, by and between the CITY OF CLEARWATER, FLORIDA, a Florida Municipal Corporation, P.O. Box 4748, Clearwater, Florida 33758-4748 (herein, "City" or Licensor), and 600 Cleveland LLC, a Florida Limited Liability Company (herein, "Licensee"), 1465 South Ft Harrison Ave, Suite 202, Clearwater Florida 33756

WHEREAS, the property located at 28 N. Garden Avenue, also known as the Garden Street Parking Garage, is public property under the jurisdiction of the City of Clearwater, Florida; and

WHEREAS, based on having fully-evaluated the parking needs of the public and the City itself, City Management has identified seventy-eight (78) parking spaces (herein, "the Property") at the Garden Street Parking Garage that are depicted in Exhibit "A," which is attached hereto and made a part hereof, which the City is willing to license non-exclusive legal and proper use of the Property to Licensee, pursuant to the terms of this Agreement;

WHEREAS, with the consideration that Licensee is willing to pay for non-exclusive use of the Property, the City will derive greater economic benefit from the Property than it is currently receiving;

spaces GAG

Downtown Boat Slip Parking

- Beach marina tenants pay \$40 monthly for parking
- Downtown marina tenants received free parking





Downtown Boat Slip Parking

- Downtown had ample parking around the marina but will lose much of it to Imagine Clearwater.
- After construction, parking should be in line with beach marina parking: \$40/Month.

Resident Permit Program

Residents of Clearwater can sign up for a new program that will allow them to receive 50% off the normal parking rate when paying with the mobile application



ParkMobile

Resident Permit Program

- Available to all city residents
- Applies to all city-controlled parking spaces, not just certain lots
- Still promotes turnover while giving back to Clearwater residents



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Thank You

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