



# City of Hollywood

## PARKING RATE STUDY

FINAL REPORT

May 15, 2025

*Hollywood, FL*

THA Consulting, Inc.  
144 Livingston Avenue  
New Brunswick, NJ 08901



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## INTRODUCTION

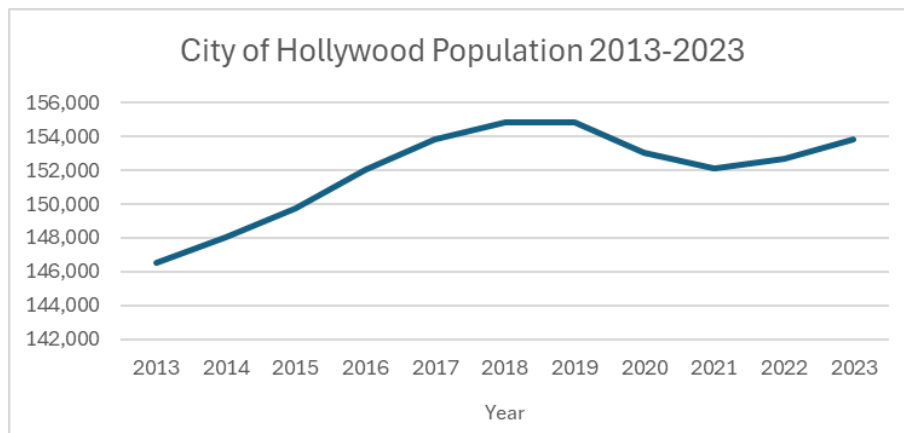
THA Consulting, Inc. (THA) has been retained by the City of Hollywood (the City) to perform a parking rate study focusing on the downtown and beach areas. The study focus is to conduct a thorough and multifaceted analysis of parking rates in the City of Hollywood. This effort includes a detailed examination of the current rate structure, encompassing hourly, daily, and extended-period pricing models. Parking pricing adjustments were evaluated based on the total number of transactions in the study areas to indicate the level of utilization/demand in on- and off-street locations, the increase of population and development activity in the City and the associated parking demand impacts, and the time periods since the City's last parking rate increases. In addition, the study includes a comparative analysis, benchmarking Hollywood's parking rates against those of comparable cities to help evaluate Hollywood's parking rates in relation to peer cities. Lastly, THA staff conducted site visits and field observations of the study areas on November 18-19, 2024 and May 6, 2025 to understand the parking utilization in the study areas.



## CITY POPULATION AND DEVELOPMENT GROWTH

The City of Hollywood is located along Florida's Atlantic Coast just south of Fort Lauderdale, (5 miles from the Ft. Lauderdale-Hollywood International Airport), and north of Miami (20 miles from Miami International Airport). Surrounding Hollywood are several growing suburbs including Hallandale Beach, Dania Beach, Pembroke Park, West Park, Pembroke Pines, and Miami Gardens which have contributed to the success and growth in Hollywood.

According to the U.S. Census Bureau's 2023 ACS 1-Year Estimates, Hollywood's population was approximately 153,864. From 2013 to 2023 there was a total increase of 5.01% in the City's population. There was a notable decrease in population between 2020 and 2021 due to the COVID-19 pandemic, with the City losing approximately 2,663 residents or 1.72% of its population during this period. However, the City has experienced growth in the subsequent years, with an estimated 0.34% population increase in 2022 and 0.79% in 2023. Much of this growth is driven by multi-story mixed-use development, with several new projects in the Downtown and some along the Beach.



Source: U.S. Census Bureau ACS 1-Year Estimate Data Profiles

Downtown Hollywood is undergoing a major transformation, propelled by ambitious rezoning initiatives and robust public-private partnerships that have sparked over \$1.48 billion in new development. This surge is bringing thousands of new residential units, hotels, offices, cultural venues, and retail spaces to the area, each contributing to a significant increase in daily vehicle trips and, consequently, a heightened demand for parking. As the city enhances walkability through streetscape improvements, the supply of on-street parking is likely to decrease, further intensifying peak-period parking pressures from residents, office workers, hotel guests, shoppers, and cultural patrons.

The referenced development and projects will include parking infrastructure, as outlined in **Table 1** below. However, despite this expanded capacity, many new residents will likely seek ways to avoid recurring on-site parking fees, which can range from \$150 to \$250 or more per month. Drawing from trends seen in other mixed-use districts, a significant portion of households may opt for on-street parking. This behavior risks increased illegal parking, spillover into adjacent neighborhoods, and underutilization of structured facilities, potentially undermining the financial and operational sustainability of these investments.

**Table 1: New Projects Completed, Under Construction and Planned in the City of Hollywood**

Completed Projects	Address	Description
1818 Park	Hollywood Boulevard and Young Circle	Mixed use, 269 apartments, 30,000 SF of retail, 15,000 SF food hall.
Icon Office Building	1895 Tyler Street	50,000 SF Class A office building, ground floor retail bays and financial institution.
University Station	301-421 N 21st Ave	216 apartments, 14,000+ SF of educational/retail space, and 635 public and reserved parking spaces.
Nine Hollywood	320 South Federal Highway	13 story mixed use development, 204 residential units, 7,000 SF of retail.
Pinnacle 441 – Phase I	890 N. State Road 7	Phase I - 113 residential rental units, ground floor retail.
Town Hollywood	SE Corner of Stirling Road & Compass Way	Garden style complex, 420 apartments & 714 parking spaces.
Soleste Hollywood	2001 Hollywood Boulevard	Eight story, 324 units, 30,000 SF commercial space, & 475 parking spaces.
Seagis at Port Everglades	1700 Eller Drive	200,000 SF warehouse for trade shows.
Aesthetic Apartments	1936–1938 Jackson Street	Five story, 22 units & on site parking garage.
Monroe Residences	1840–1850 Monroe Street	Five story condos, 44 space parking garage.
Projects Under Construction	Address	Description
Pinnacle 441 – Phase II	890 N. State Road 7	Phase II, 100 residential units.
Stirling Logistics Center	2910 Stirling Road	100,000 SF warehouse & office space.
The Bread Building	1740 S. Young Circle	362 multi-family units, 17,000 SF retail.
Revv Hollywood	2215–2239 Hollywood Boulevard	180 residential units & 10,000 SF retail.
Hollywood Police Department HQ	3250 Hollywood Boulevard	100,000 SF facility, secure parking structure for staff.
The Wesley at Fillmore	2233 Fillmore Street	Four story multi family development.
Soleste Hollywood Village North	2000 Van Buren Street	12 story tower, 300 apartments & 384 parking spaces.
Publix on the Intracoastal	3100 South Ocean Drive	30,000 SF supermarket & waterway access.
Residences at Beverly Park	6015 Washington Street	115 affordable units, at grade retail, existing surface parking lot.
Planned Projects	Address	Description
Harbor Landings	4500 South State Road 7	202 room hotel, 11,000 SF retail, restaurants & covered parking.
Tyler Street Hotel	1926–1934 Tyler Street	13 story, 115 room hotel, bistro, Starbucks, meeting rooms & gym.
B57 North and South	East side of ArtsPark at Young Circle	Twin towers, 856 residential units, 142,000 SF retail, & 40,000 SF of office.
2543 Polk Street Apartments	2543 Polk Street	Four story, 33 unit building, 45 parking spaces & rooftop common area.
Fletcher Twenty	2022–2026 Fletcher Street	Seven story residential, 42 units.
The George	950 S. Federal Highway	14 story, 113 units, 141 parking spaces, coworking space, & amenity deck, pool.
2327 Jackson Apartments	2328 Jackson Street	Four story building, 33 units & 43 parking spaces.
2231 Jackson Street	2217–2239 Jackson Street	Four story, 100 unit building, indoor courtyard & amenities.
Jackson Street Apartments	1830–1844 Jackson Street	200 units & structured parking screened underneath.
Viva Hollywood	1935–1951 Lincoln Street	Five story building, 48 units, rooftop amenities, & on grade parking.
Dixiana Apartments	182 Dixiana Street	Ten story, 71 unit development, outdoor lounges & pool deck.
21 Hollywood	2100 N Federal Highway	13 story building, 200 units & 10,000 SF commercial space.
Parkview Apartments	2302–2306 Pierce Street	Five story, 28 unit building, fourth floor courtyard.
One Hollywood	410 N Federal Highway	22 story, 248 unit tower, 8,000 SF commercial space.
Soleste La Piazza	1845 Hollywood Boulevard	13 story, 378 unit tower, 7,000 SF retail, 1,700 SF office, & parking.
Midtown 1 + 2	2718 and 2742 Polk Street	Two four story buildings, 44 apartments each, parking, & rooftop pool/gym.

As paid residential parking becomes more prevalent, price-sensitive drivers are likely to return to curbside spaces, placing additional strain on existing street parking. Without the implementation of appropriate pricing mechanisms, areas within the Downtown Study Area could experience rapidly rising occupancy rates, leading to enforcement challenges and resident,



employee and patron dissatisfaction. Appropriately adjusting parking fees is a best practice to limit spillover from new development, promote parking turnover and availability, and maintain neighborhood livability.

As Downtown Hollywood enters this new era of growth and vibrancy, the challenge will be to accommodate rising parking demand while dissuading new residents' tendencies to avoid fees. Given all of the above, critical to municipal parking planning and management is the proper regulation and pricing of on and off-street parking (see Planning Article – **Appendix A**). On and off-street parking are valuable municipal assets that must be effectively managed, priced, and regulated particularly within areas with high demand. On-street parking provides quick and convenient access to businesses located in downtown Hollywood and is often preferred by users or patrons in comparison to off-street parking lots or garages. Accordingly, a goal of on-street parking management is to promote a high turnover of the on-street parking spaces to accommodate multiple users throughout the day. To accomplish increased turnover, a basic parking management premise prescribes that on-street parking should be priced at a higher rate per hour than off-street parking lots or garages to dissuade longer term parkers from monopolizing the on-street spaces. As such, charging appropriate and coordinated rates for both on and off-street spaces, coupled with consistent parking enforcement, are essential parking management practices to promote turnover of the most convenient on-street parking areas, and to encourage longer-term parkers to off-street lots or garages, thereby increasing overall downtown accessibility and mobility.



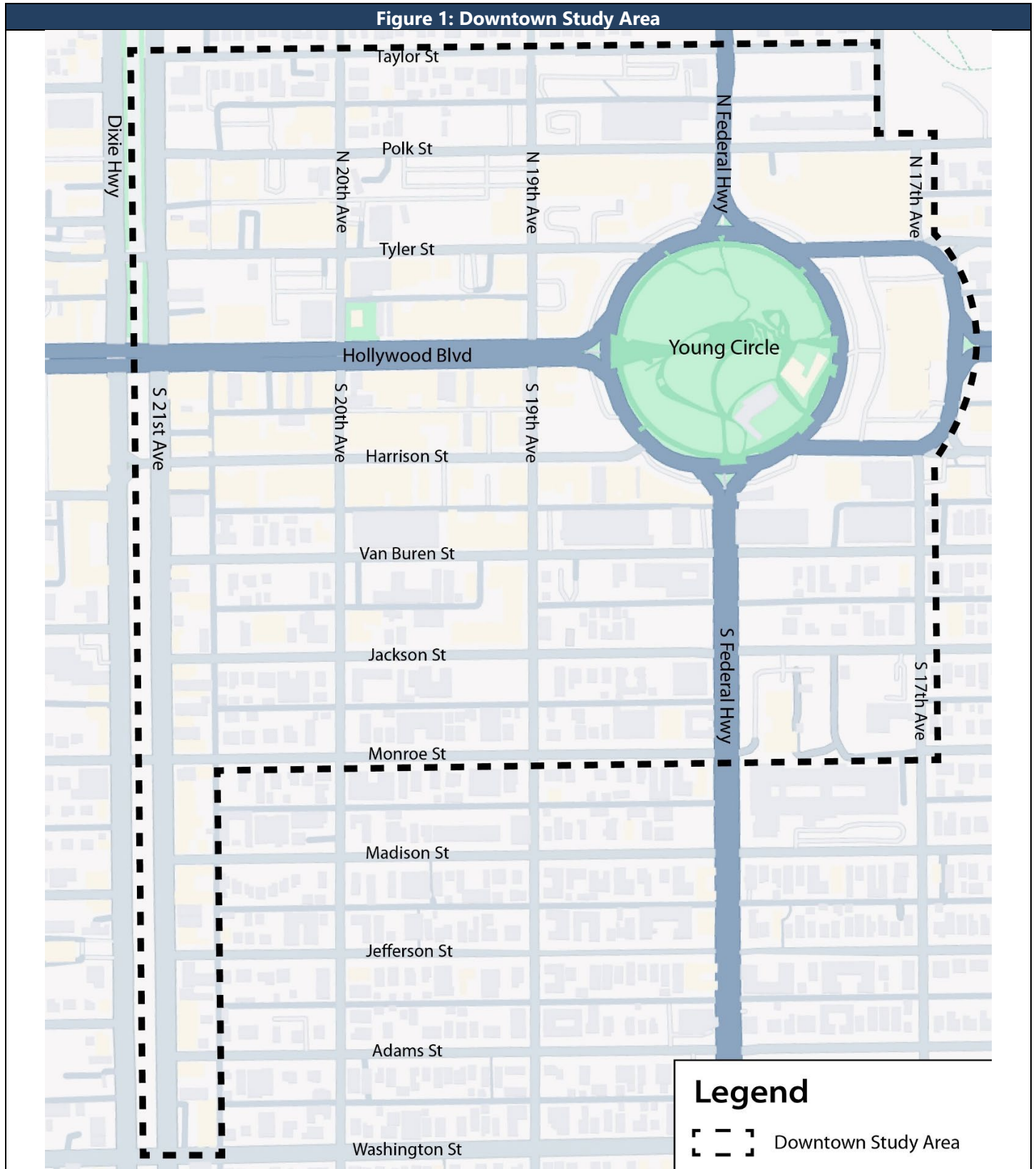
Charging appropriate parking rates has the following benefits:

- Regulates on-street parking availability and increases accessibility for the intended users of on-street parking spaces: commercial district patrons.
- Allows visitors and patrons to find convenient parking more quickly.
- Reduces parking violations, which results in fewer negative experiences for patrons, visitors, and employees.
- Encourages employees to use off-street parking facilities and/or designated employee parking areas and discourages meter feeding.
- Supports the maintenance of the parking system including equipment purchases and repairs, enforcement, and the associated parking system administration and management.
- Supports the capital maintenance of existing parking facilities to ensure safety, physical integrity, and extend their useful life.
- Supports the development of new parking facilities, parking improvements, community improvements, and other mobility options to support economic activity and development in Hollywood.

This report focuses on two distinct areas/districts (Downtown and the Beach) and has been divided into two separate sections that address the specific characteristics and recommendations for each [see **Figure 1** and **Figure 8**].

## HOLLYWOOD DOWNTOWN STUDY AREA

This section of the report focuses on parking within the Downtown including our recommendations and the specific challenges discussed during our meetings with stakeholders, council members, and City representatives.



Source: THA Consulting, Inc. 2024.

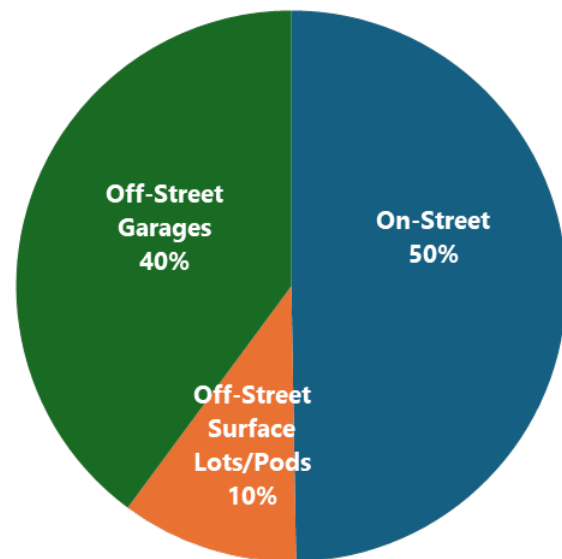
The Downtown Study Area which is generally bordered by Taylor Street to the North, 17<sup>th</sup> Avenue to the East, Monroe Street to the South, and Dixie Highway to the West. Hollywood Boulevard is the primary east-west artery that runs through the Downtown district and circulates around the very active Arts Park located at Young Circle. Additionally, a 5-block section of South 21<sup>st</sup> Avenue from Monroe Street to Washington Street with on-street fee parking is included in the study area.

## DOWNTOWN PUBLIC PARKING SUPPLY

**Figure 2** depicts the public on- and off-street parking facilities in the Downtown Study Area. In addition to numerous on-street parking spaces, there are also currently two (2) downtown parking garages and three (3) surface parking lots in the Downtown Study Area. We understand the City recently built a third garage in the Downtown which increased the parking supply by approximately 365 spaces. **Table 2** below summarizes the breakdown of the current parking supply.

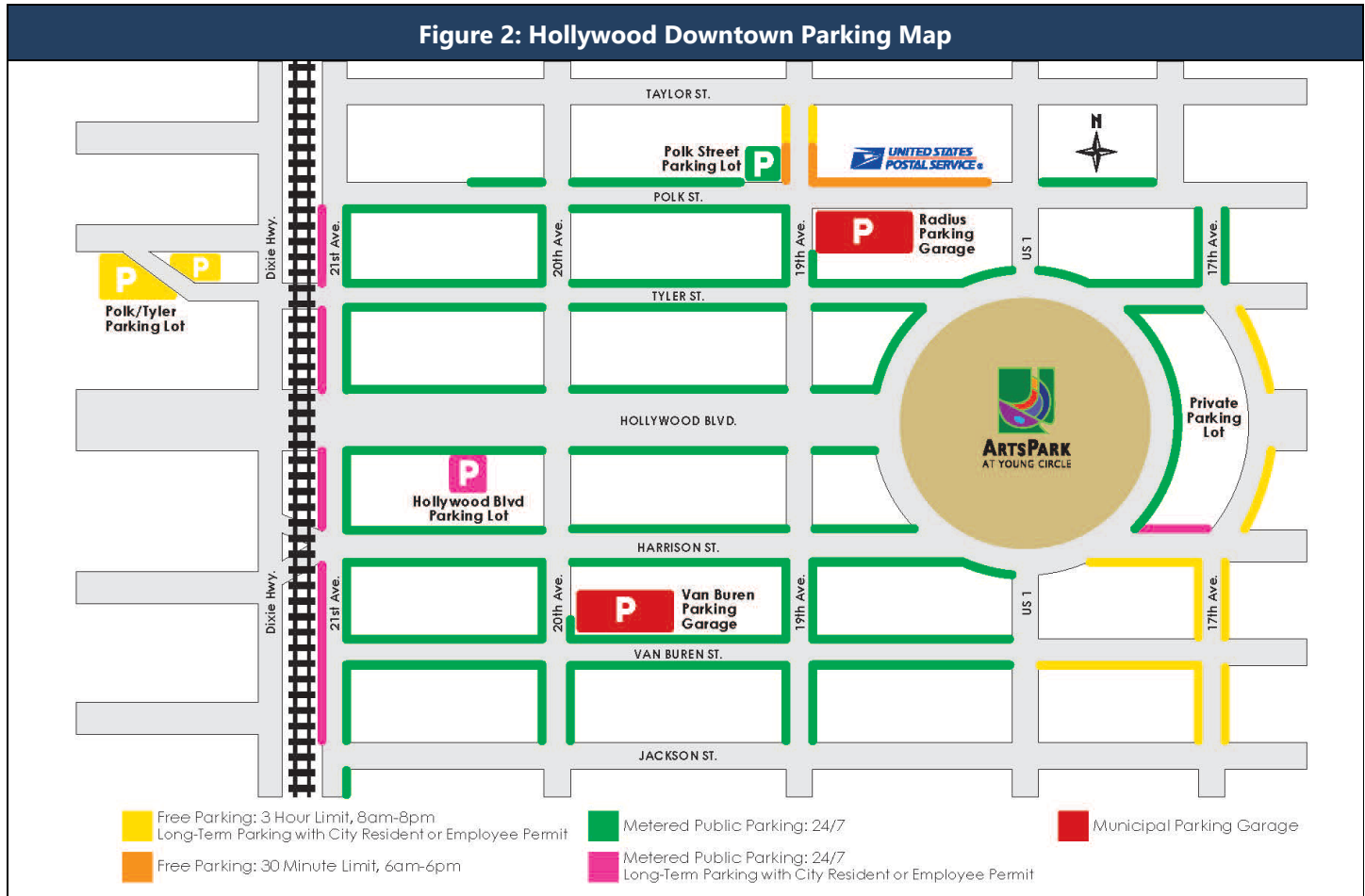
**Table 2: Downtown Study Area Parking Inventory**

Facility	Spaces
On-Street	1,185
Off-Street Surface Lots/Pods	248
Off-Street Garages	950
<b>Total Downtown Parking</b>	<b>2,383</b>



The City currently operates 2,383 public parking spaces in the Downtown Study Area with half (50%) of those spaces located on-street, 40% of spaces located between the three garages, and the surface parking lots (including the parking areas located directly adjacent to Young Circle) make up the remaining 10%. This supply includes non-fee spaces, we understand all parking areas listed above and shown on the map below are managed by the City and enforced 24/7. Please note, the map below was produced by the City before the completion of the University Station Garage.





Source: City of Hollywood, 2024.

## DOWNTOWN PARKING RATES

Outlined below in **Table 3** is a summary of the current transient, access card and permit parking rates in the Downtown Study Area:

Table 3: Downtown Study Area Parking Rates								
Locations	Transient		Permit			Monthly Access Card		
	Hourly Rate	Time Limit	City-Wide Resident (Annual)	Employee (Monthly)	Visitor (Monthly)	Resident	Employee 12 hr	Visitor
On-Street								
Pink, Blue, and Green Zones	\$1.50	24 hours	\$175	\$35	\$110	N/A		
Yellow Zones	Free	3 hours	\$175	\$35	\$110			
Orange Zone	Free	30 min	N/A	N/A	N/A			
Off-Street Lots								
Hollywood Blvd Lot	\$1.50	24 hours	\$175	\$35	\$110	N/A		
Polk Street Lot	\$1.50	24 hours	N/A	N/A	N/A			
Polk/Tyler Lot	Free	3 hours	\$175	\$35	\$110			
Off-Street Garages								
Radius Garage	\$1.00, max	24 hours	N/A	N/A	N/A	\$55.00	\$25.00	\$80.00
Van Buren Garage	\$15 daily							

Source: City of Hollywood, 2024.



## DOWNTOWN PARKING UTILIZATION

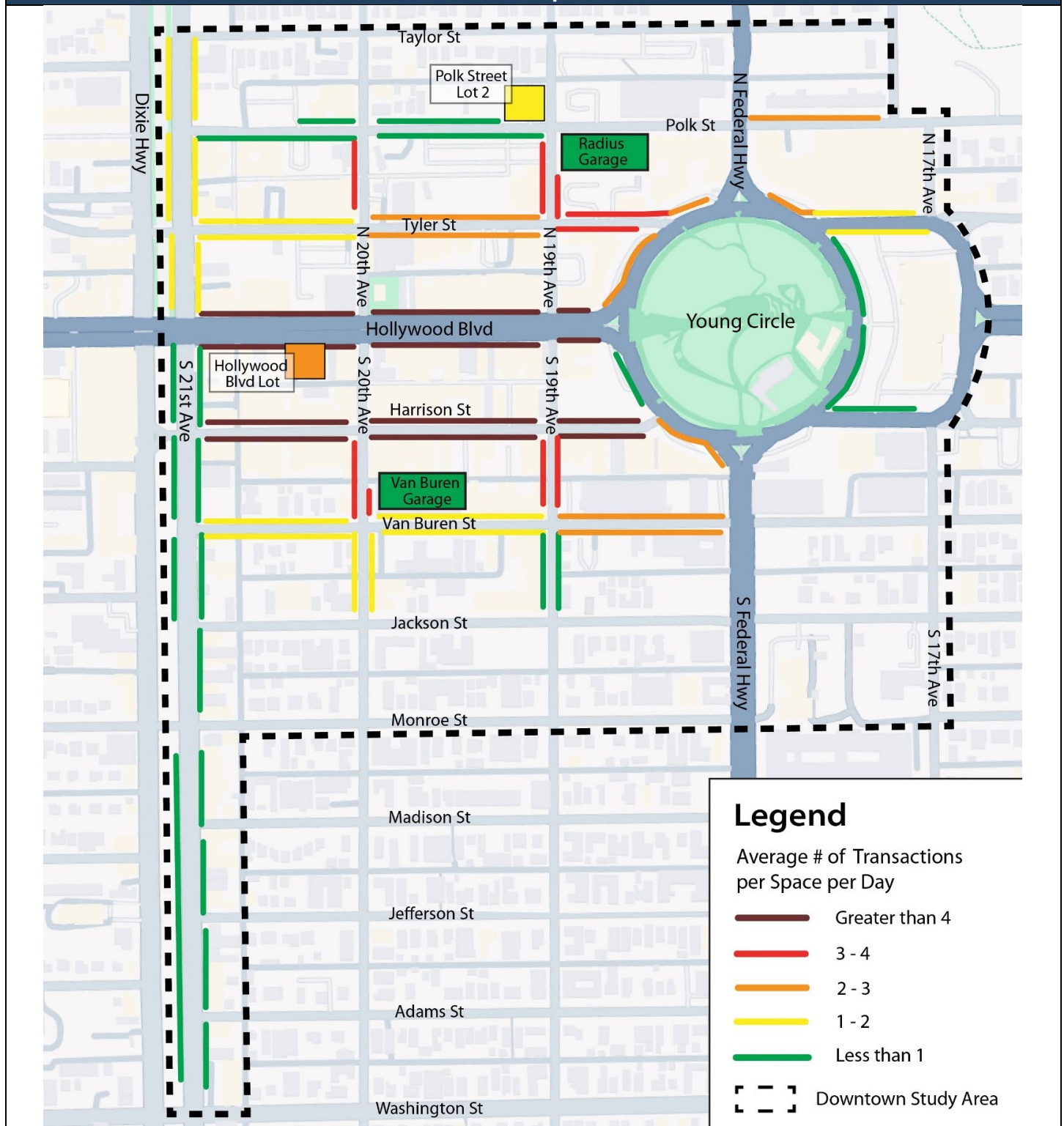
To undertake the fee adjustment analysis, THA obtained detailed information on ParkMobile and pay station transactions over the 35 downtown zones from October 2023 through September 2024. Using that information and the number of parking spaces for each zone, we have estimated the number of transactions per space for the year as well as the average number of transactions per space per day.

Table 4: Total Transactions per Space per Day by Location - Downtown October 2023 – September 2024					
Zone		Spaces	Total Transactions		
			# of Trans.	Annual Trans. / Space (T/S)	T/S per Day
31113	1800 Harrison St	10	20,371	2,037.07	5.58
31112	2000 Hollywood Blvd	39	77,507	1,987.36	5.44
31114	1900 Harrison St	24	40,424	1,684.32	4.61
31111	1900 Hollywood Blvd	50	81,795	1,635.90	4.48
31115	2000 Harrison St	24	38,848	1,618.65	4.43
31110	1800 Hollywood Blvd	6	9,606	1,600.94	4.39
31104	20th Ave	14	18,826	1,344.75	3.68
31103	19th Ave	21	27,627	1,315.59	3.60
31107	1800 Tyler St	9	10,477	1,164.08	3.19
31116	1800 Van Buren St	26	28,090	1,080.37	2.96
31187	1700 N Young Circle	14	14,798	1,057.02	2.90
31181	1800 S Young Circle	19	18,056	950.32	2.60
31205	1700 Polk St	10	9,474	947.35	2.60
31108	1900 Tyler St	31	28,701	925.85	2.54
31188	1800 N Young Circle	22	18,570	844.09	2.31
31202	<b>Hollywood Blvd Lot</b>	35	27,100	774.29	2.12
31189	1850 N Young Circle	34	26,211	770.91	2.11
31117	1900 Van Buren St	28	19,678	702.80	1.93
31186	1700 Tyler St	22	12,308	559.43	1.53
31106	100-300 N 21st Ave	76	37,522	493.71	1.35
31109	2000 Tyler St	28	13,743	490.83	1.34
31206	200/1600 N 17th Ave	13	6,374	490.31	1.34
31119	<b>Polk Street Lot 2</b>	25	10,143	405.72	1.11
31121	300 20th St	16	5,863	366.44	1.00
31120	300 19th St	14	4,976	355.43	0.97
31105	100-400 S 21st Ave	64	15,977	249.64	0.68
31204	1900 Polk St	30	6,838	227.92	0.62
31183	1700 Harrison St	12	2,664	222.00	0.61
31184	East Young Circle	27	5,345	197.96	0.54
31185	East Young Circle	35	5,176	147.89	0.41
31207	500-800 21st Ave	124	6,011	48.47	0.13
31180	SW Young Circle	20	286	14.30	0.04
31200	<b>Van Buren Garage</b>	364	1,182	3.25	0.01
31201	<b>Radius Garage</b>	221	678	3.07	0.01
<b>Total</b>		<b>1,507</b>	<b>651,243</b>	<b>432.15</b>	<b>1.18</b>

Source: THA Consulting, Inc. 2024.

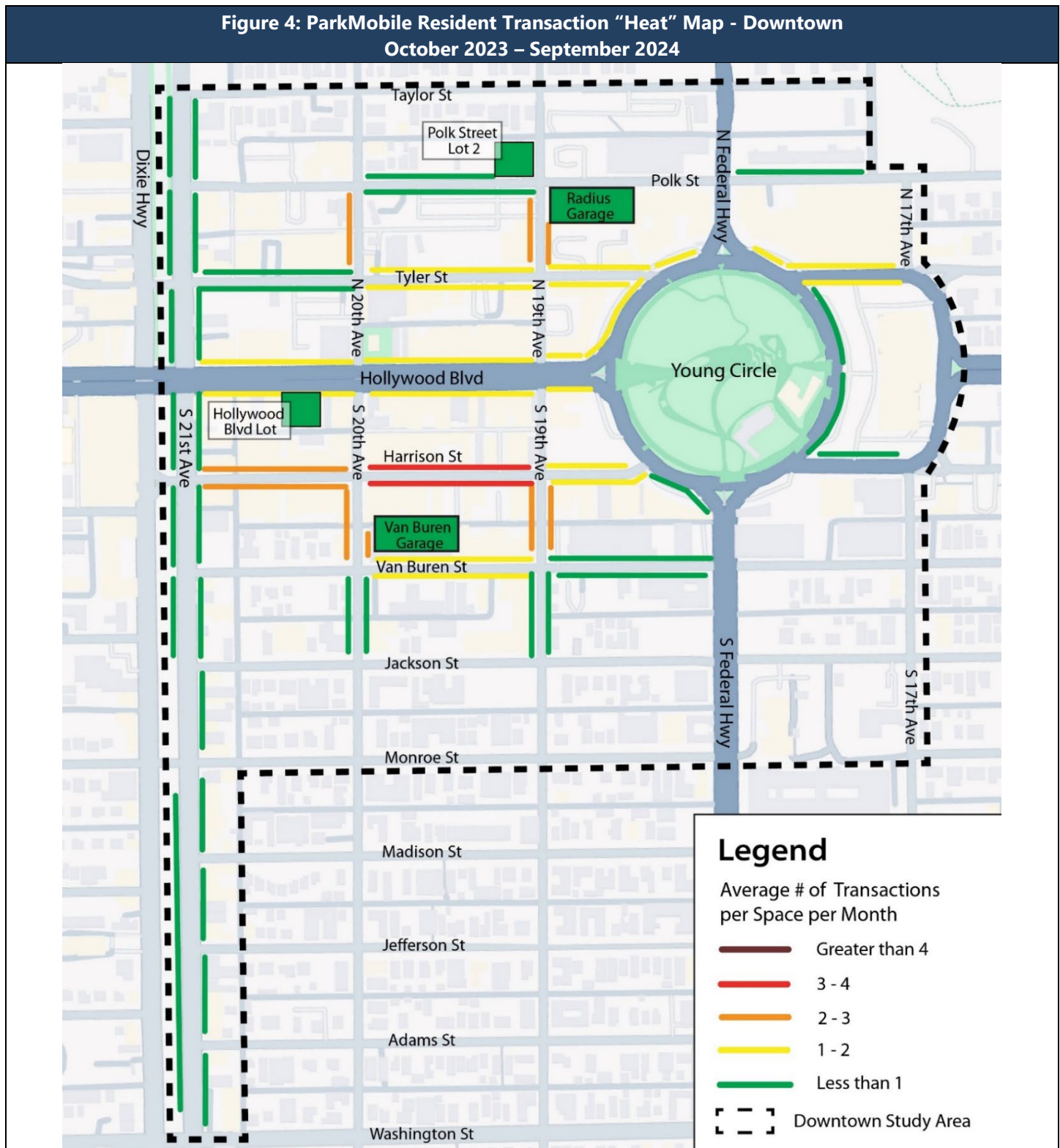
**Figure 3** is a “heat map” of the study area, illustrating the average number of daily transactions per space among Downtown zones.

**Figure 3: Total Transaction "Heat" Map - Downtown  
October 2023 – September 2024**



Source: THA Consulting, Inc. 2024.

While residents do not currently receive a parking rate discount for hourly parking in the Downtown as they receive in the Beach parking areas, all ParkMobile registered residents are waived from paying the \$0.35 transaction fee. **Figure 4** illustrates daily transactions per space broken down by ParkMobile resident transactions.



Source: THA Consulting, Inc. 2024.



## Downtown Utilization Summary

Based on the transaction data evaluated in Table 3 and Figures 3 and 4 on the previous pages, outlined below is a summary of Downtown transient parking utilization:

### On-Street

- Hollywood Boulevard and Harrison Street had the most transactions per space using mobile payments, with each parking space accommodating between 4.39 and 5.58 average transactions daily.
- 19<sup>th</sup> Avenue, 20<sup>th</sup> Avenue, and the blocks of Tyler Steet and Van Buren Street adjacent to Young Circle were also highly utilized, with between 2.96 and 3.68 transactions per space per day.
- 21<sup>st</sup> Avenue south of Hollywood Boulevard and Polk Street West of Route 1 were not highly utilized, with less than one (1) transaction occurring per space daily.



### Off-Street Lots

- The Hollywood Boulevard Lot received 2.12 transactions per space daily. This lot is also utilized by permit parkers, however still has high transient utilization due to its close proximity to downtown businesses.
- Polk Street Lot 2 received 1.11 transactions per space daily.

### Off-Street Garages

- The two public garages had transient transactions lower than other zones in the Downtown, confirming that on-street parking is preferred for transient parkers compared to parking in the existing parking garages.
- Access card parking significantly reduced the amount of parking spaces available for transient parkers on a daily basis. Employee, visitor and resident access cards are used in both garages.
- During discussions with the City, it was noted that:
  - There is a 141% oversell of parking access cards in the Van Buren Garage, with 512 cards for 364 public spaces.
  - 209 parking access cards have been sold in the Radius Garage.
  - Of the 364 publicly available spaces in the Van Buren Garage, up to 40 24/7 reserved spaces and 120 additional spaces reserved Monday-Friday from 8am-6pm, can be leased to developers monthly.
  - Of the 221 publicly available spaces in Radius Garage, up to 200 spaces reserved Monday-Friday from 7am-7pm can be leased to developers monthly.
  - The amount of access card parkers in the Downtown Garages reduces the available spaces for transient parkers, especially during high demand periods when all user groups are present and available spaces on-street and in lots are limited, potentially driving transient parkers away from these vital parking assets.

### Registered Resident Transactions

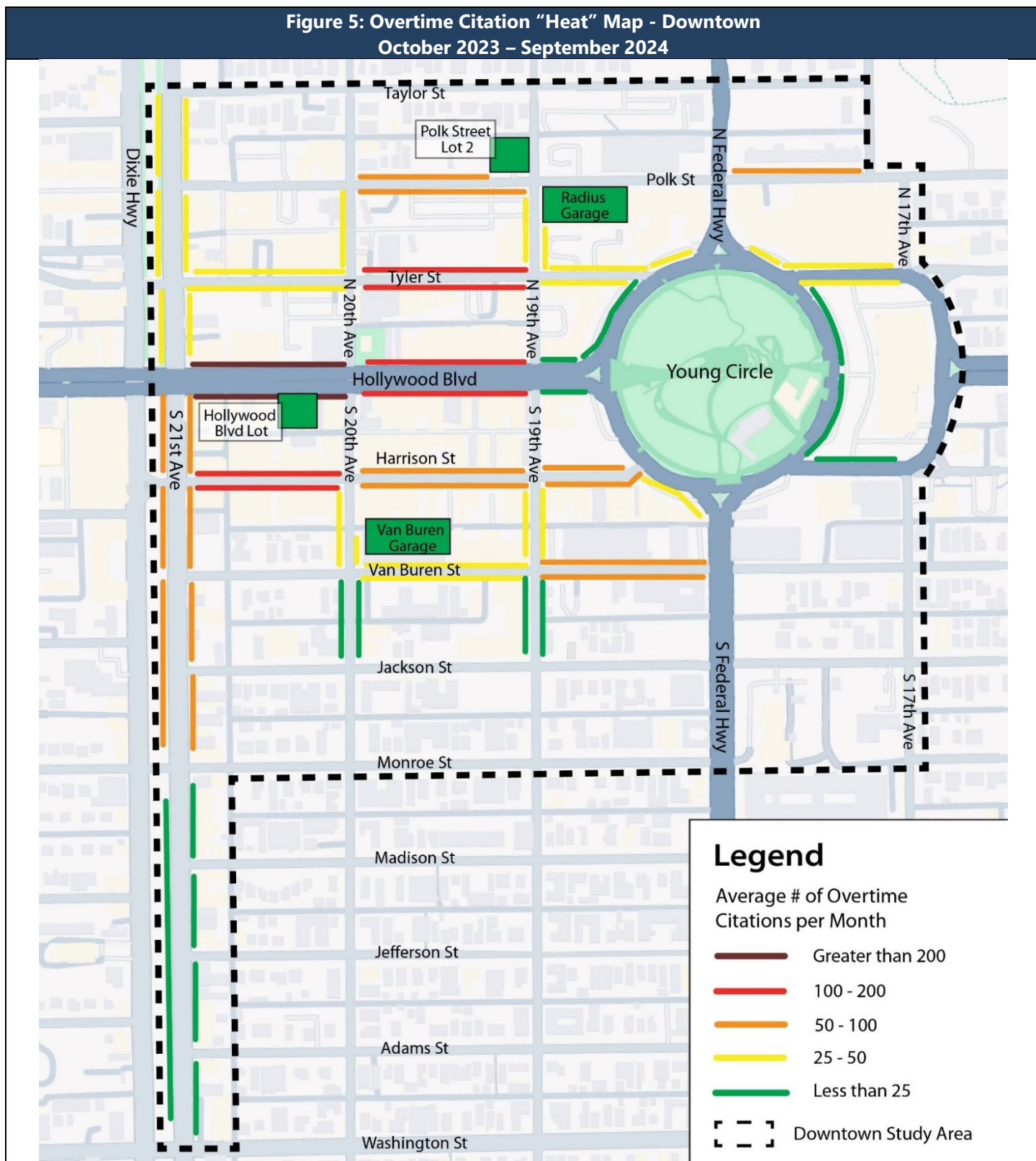
- ParkMobile registered resident transactions make up a fraction (8%) of the overall transactions in the Downtown, with two (2) registered resident transactions or less occurring per space each month on most streets.
- Harrison Street, 19<sup>th</sup> Street and 20<sup>th</sup> Street each received between 2 and 4 registered resident transactions per space monthly.

## DOWNTOWN OVERTIME VIOLATION ANALYSIS

Another method THA utilized to analyze parking demand in the study areas was to compile the issuance of overtime violation citation issuance. A high amount of overtime parking citations in a location indicates: (1) a high level of parking utilization;



(2) that the citation fine is not high enough to dissuade overtime parking. **Figure 5** below illustrates the number of overtime citations administered per zone per month.

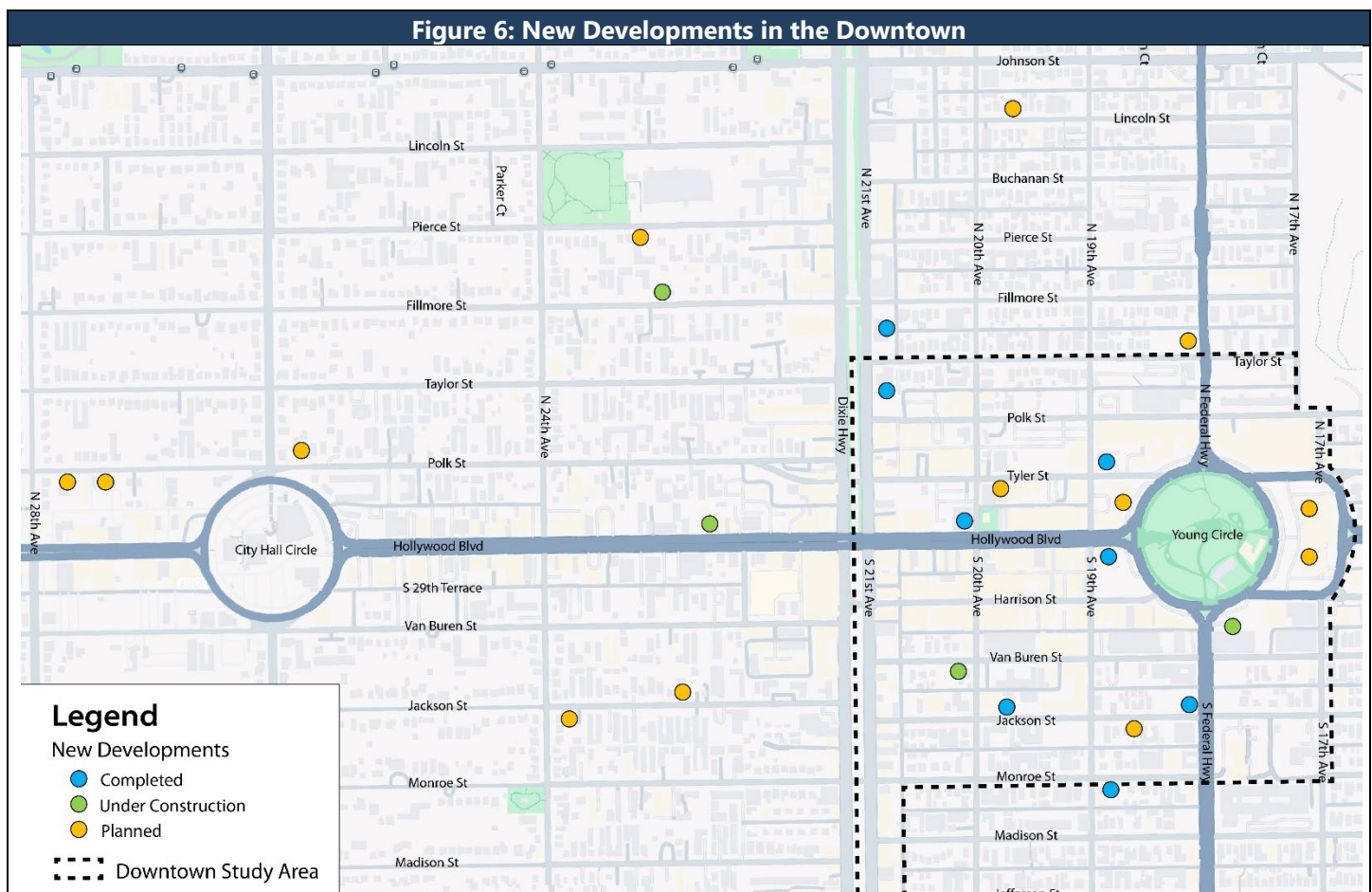


Source: THA Consulting, Inc. 2024

As shown above, overtime parking citations are the most frequent on Tyler Street, Harrison Street, and Hollywood Boulevard. While Polk Street and the portion of 21<sup>st</sup> Avenue between Hollywood Boulevard and Monroe Street experienced lower demand per space than more centrally located zones, between 50 and 100 overtime parking citations were administered in these zones monthly. We recommend regularly monitoring this data and adjusting the enforcement routes and schedule to increase enforcement visibility and further promote compliance.

## DOWNTOWN ADDITIONAL FEE PARKING LOCATIONS

As previously discussed, Downtown streets such as Hollywood Boulevard and Harrison Street have high parking demand, and it is expected that this demand will increase with the referenced development activity and increased population growth. Several new mixed-use developments are recently completed, under construction, or planned in the Downtown, which will also have a significant impact to on-street parking demand due to residents avoiding paying for on-site parking and patrons of ground floor commercial spaces. **Figure 6** illustrates the locations of new developments in the Downtown Study Area and the neighborhood to the west surrounding City Hall Circle.

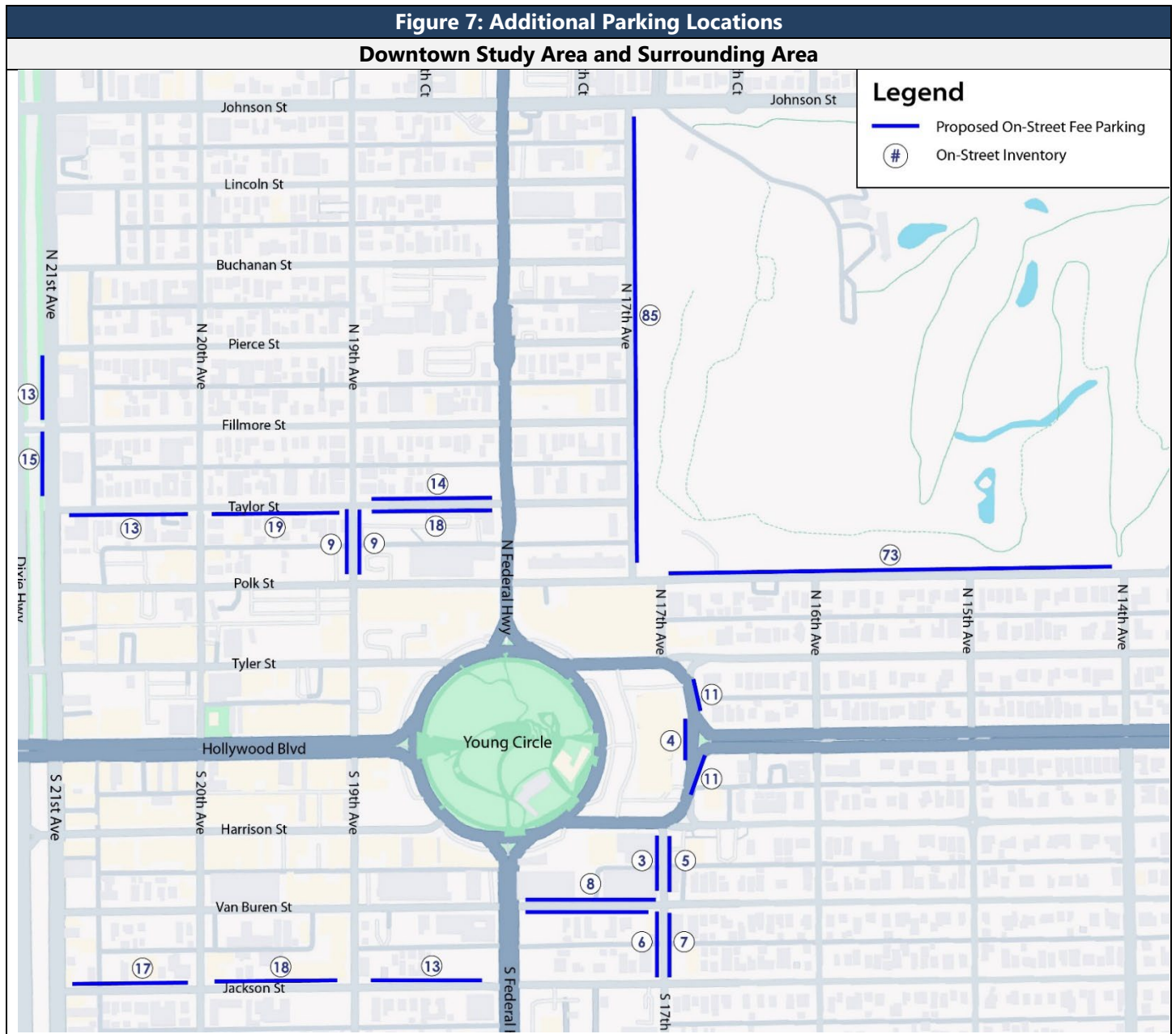


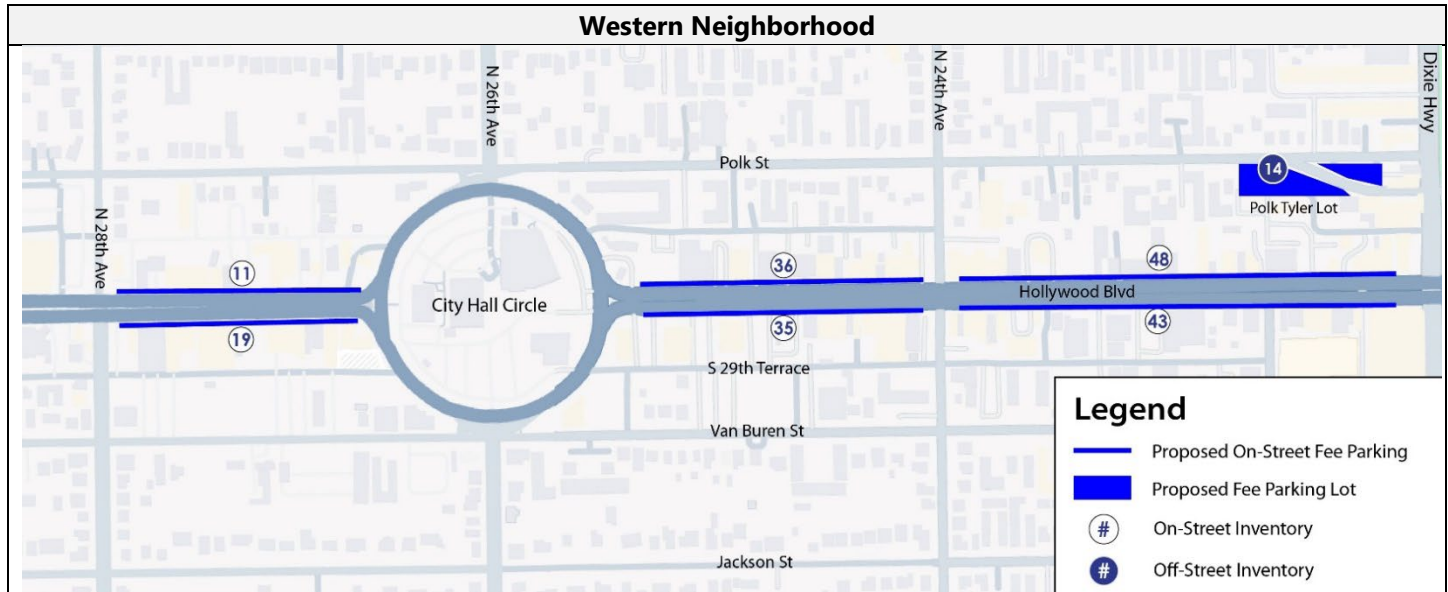
Source: THA Consulting, Inc. 2025.

On-street fee parking provides highly convenient parking for retail patrons, distributing longer-term parkers out of the highest demand on-street areas of the Downtown and into outlying, lower demand streets and off-street facilities. During THA's field visits on November 18<sup>th</sup> and November 19<sup>th</sup>, 2024, several on-street locations that were either unregulated or marked as 3-hour free parking were observed to be highly utilized. As previously referenced, with the significant amount of mixed-use development that has and will continue to occur in the Downtown Study Area, the need to regulate and turnover the on-street parking in these areas is increasingly important to dissuade new development parking spillover and to provide



available parking for the commercial/retail uses within these projects. Accordingly, the City should incorporate these areas into its transient fee parking supply. **Figure 7** below illustrates the proposed new fee parking locations.





Source: THA Consulting, Inc. 2024.

**Table 5** provides a summary of the locations shown above and their recommended use:

Table 5: Additional Parking Locations and Proposed Uses					
Location			# of Spaces	Current Use	Proposed Use
On-Street	From	To			
Taylor St	N 21st Ave	N Federal Highway	64	Unregulated	24/7 Hourly Fee Parking
Polk St	N 14th Ave	N 17th Ave	73	Unregulated	24/7 Hourly Fee Parking Long-Term Permit Parking
Van Buren St	S 17th Ave	S Federal Highway	8	3-Hour Free Parking	24/7 Hourly Fee Parking
Jackson St	S Federal Highway	S 21st Ave	48	Unregulated	24/7 Hourly Fee Parking
Hollywood Blvd	28th Ave	City Hall Circle	30	3-Hour Free Parking	24/7 Hourly Fee Parking
Hollywood Blvd	City Hall Circle	Dixie Highway	162	3-Hour Free Parking	24/7 Hourly Fee Parking
17th Ave	Polk St	Johnson St	85	Unregulated	24/7 Hourly Fee Parking Long-Term Permit Parking
17th Ave	Tyler St	Jackson St	47	3-Hour Free Parking	24/7 Hourly Fee Parking
19th Ave	Taylor St	Polk St	18	30-min Free, 3-Hour Free Long-Term Permit Parking	24/7 Hourly Fee Parking Long-Term Permit Parking
21st Ave	Pierce St	Taylor St	28	3-Hour Free Parking	24/7 Hourly Fee Parking
<b>Total On-Street</b>			<b>563</b>		
<b>Off-Street</b>					
Polk Tyler Lot			<b>14</b>	3-Hour Free Parking Long-Term Permit Parking	24/7 Hourly Fee Parking Long-Term Permit Parking
<b>Grand Total</b>			<b>577</b>		

Source: THA Consulting, Inc. 2024.

## Residential Parking on Proposed Fee Parking Streets

Some of the recommended locations for additional fee parking are on residential streets. To accommodate residents, the City should implement its residential permit parking program on these streets to allow residents on-street, as reflected in the residential permit parking ordinance.



## ADDITIONAL PERMIT PARKING LOCATIONS – DOWNTOWN

Considering that the number of employees parking in the Downtown will also increase due to development and new economic activity, it will become necessary to provide affordable parking options for area employees. City Hall Circle, a complex west of the Downtown that includes City Hall, a library, and various public offices, provides 330 free parking spaces for its employees and visitors. This location should allow employee permit parkers after City Hall business hours (7am-6pm Monday-Thursday) to supplement the additional employee demand in the Downtown and potential employee growth along Hollywood Boulevard west of the Downtown.



City Hall Circle is a considerable distance from the Downtown (3,000 ft). To provide more convenient access for employees parking in the City Hall Circle lots to the Downtown, the City should evaluate its current public shuttle programs. Currently, the City offers two shuttle services: the Sun Shuttle, an on-demand shuttle service that costs \$2 per ride and operates in two zones east and west of City Hall, and the Holly-Go Community Shuttle, a free, fixed-route service that operates four routes daily between 8am and 5pm, two of which run between City Hall and destinations in and around Downtown. We recommend that the City consider running the Blue and Orange Holly-Go routes until 9pm or 10pm Friday-Sunday.

## DOWNTOWN STAKEHOLDER MEETING

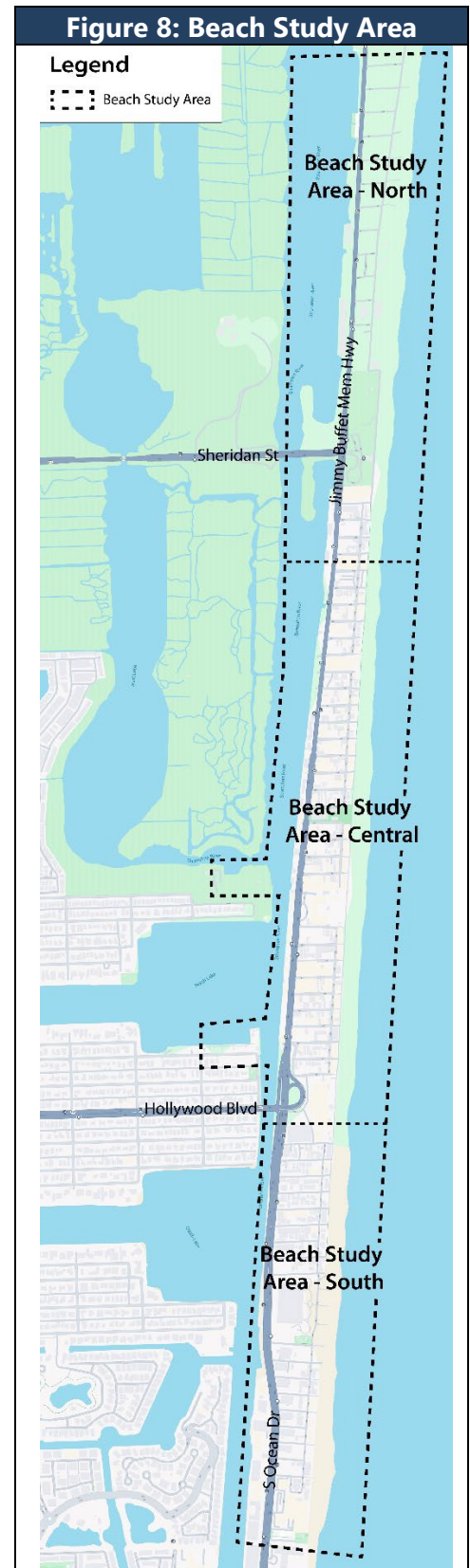
THA in conjunction with the City of Hollywood Parking Department held a stakeholder meeting on November 18<sup>th</sup>, 2024, to discuss parking concerns with various downtown stakeholders and obtain feedback and comments. Approximately 10 residents and business owners attended the meeting. The following summarizes the input and feedback from the interaction at that meeting:

- Visitors to Downtown residents often have a difficult time finding affordable parking.
- Perceived lack of resident permit parking Downtown. Contractor parking is a major source of conflict on residential streets adjacent to the Downtown, since residents, patrons and contractors are competing for the same spaces.
- Special event parking on weekends in parking garages causes conflicts with resident parking, increasing the time taken to park and causing traffic congestion.
- The City should improve access/options for other modes of transit.

## HOLLYWOOD BEACH STUDY AREA

This section of the report focuses on parking within the Beach study area including our recommendations and the specific challenges discussed during our meetings with stakeholders, council members, and City representatives.

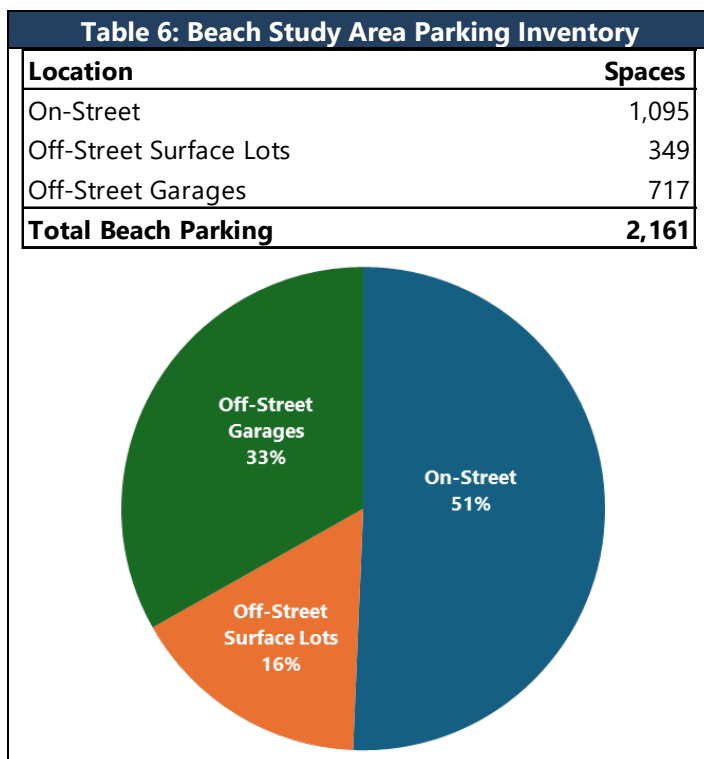
The Hollywood Beach Study Area includes the entire barrier island (Intracoastal waterway to the Atlantic Ocean), from Sheridan Street/Hollywood North Beach Park to the North down to Hallandale Beach Boulevard to the South. A1A (Jimmy Buffett Memorial Highway) is the main north-south artery that runs along the area. Additionally, we included the two (2) marina parking lots, Yacht Basin and Holland Park in the study area. A map of the beach area is included in **Figure 8**. To illustrate transaction and citation data across the approximate 3.5 mile north-south length of the study area, the Beach Study Area was separated into North, Central and South areas as represented in Figures 10-12.





## BEACH PUBLIC PARKING SUPPLY

**Figure 9** depicts the on- and off-street parking facilities in the Beach Study Area. Hollywood Beach contains 2,161 public parking spaces with the majority (51%) of those spaces located on-street, two garages making up 33% of the supply, and six surface parking lots making up the remaining 16%, as shown in **Table 6** below. The private parking facilities in Figure 9, as well as the North Beach Park Lot, are not operated by the City, and thus were not included in the data in this section.



Source: City of Hollywood, 2024.



Source: City of Hollywood, 2024.

## BEACH PARKING RATES

Outlined below in **Table 7** is a summary of the current transient and permit parking rates in the Beach Study Area:

Table 7: Beach Study Area Parking Rates							
Location / Period	Transient			Permit			Daily
	Hourly Rate (Non-Resident)	Hourly Rate (Resident)	Time Limit	City-Wide Resident (Annual)	Employee (Monthly)	Visitor (Monthly)	Hotel / Motel Guest
On-Street							
Weekday (Mon-Thurs)	\$3.00	\$1.50	24 hours	\$175	N/A	\$110	\$20
Weekend (Fri-Sun)	\$4.00	\$2.00					
Off-Street Lots							
Weekday (Mon-Thurs)	\$3.00	\$1.50	12-24 hours	\$175	\$35	N/A	\$20
Weekend (Fri-Sun)	\$4.00	\$2.00					
Off-Street Garages							
Weekday (Mon-Thurs)	\$3.00	\$1.50	24 hours	\$175	\$35	\$110	\$20
Weekend (Fri-Sun)	\$4.00	\$2.00					

Source: City of Hollywood, 2024.

As outlined in the table above, Hollywood resident parkers in the Beach Study Area can receive a 50% discount on both the ParkMobile app and at pay stations.

## BEACH PARKING UTILIZATION

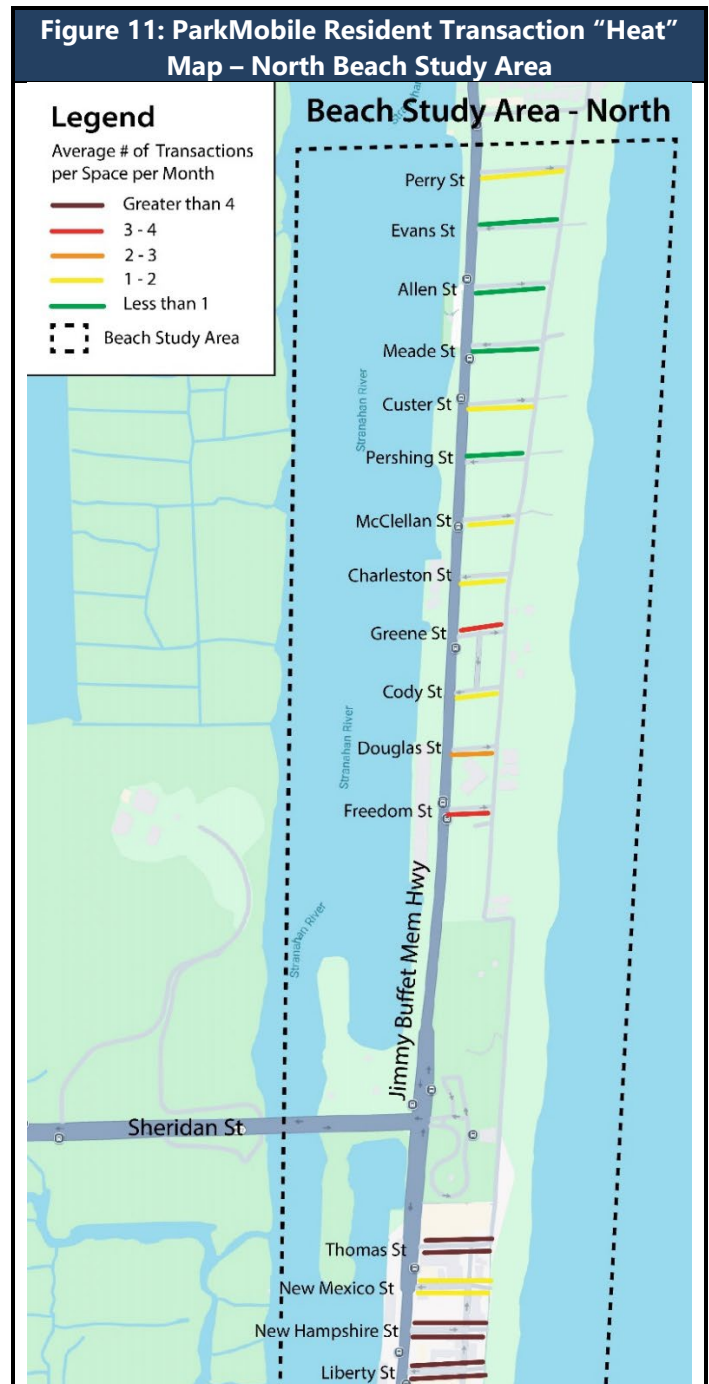
As part of the utilization analysis, we obtained transaction data for the 74 ParkMobile zones located in the Beach study area from October 2023 through September 2024. Using that information and the number of parking spaces for each zone, THA calculated the number of transactions per space annually as well as the average number of transactions per space, per day.

Table 8: Total Transactions per Space per Day by Location – Beach October 2023 – September 2024					
Zone		Spaces	Total Transactions		
			# of Trans.	Annual Trans. / Space (T/S)	T/S per Day
31339	Georgia St	35	117,554	3,358.69	9.20
31309	Meade St	27	49,420	1,830.37	5.01
31327	Wilson St	12	17,680	1,473.33	4.04
31365	Nebraska St	3	3,886	1,295.33	3.55
31317	Greene St	14	18,031	1,287.93	3.53
31316	Custer St	23	27,096	1,178.09	3.23
31315	Douglas St	13	14,893	1,145.62	3.14
31314	McClellan St	19	21,039	1,107.32	3.03
31362	Coolidge St	13	14,053	1,081.00	2.96
31331	Polk St	15	15,615	1,041.00	2.85
31344	Indiana St	19	19,678	1,035.68	2.84
31306	Forrest St	16	16,360	1,022.50	2.80
31337	Monroe St	39	38,585	989.36	2.71
31325	Thomas St	13	12,813	985.62	2.70
31340	Taylor St	20	18,995	949.75	2.60
31341	New York St	19	17,508	921.47	2.52
31366	Mc Kinley St	12	10,750	895.83	2.45
31360	Oklahoma St	19	16,229	854.16	2.34
31332	Harrison St	22	18,721	850.95	2.33



Zone		Spaces	Total Transactions		
			# of Trans.	Trans. / Space (T/S)	T/S per Day
31342	Fillmore St	20	16,753	837.65	2.29
31307	Charleston St	16	12,748	796.75	2.18
31411	<b>Dunewalk Summit Lot</b>	121	94,264	779.04	2.13
31329	Buchanan St	25	18,689	747.56	2.05
31304	Cody St	14	10,440	745.71	2.04
31323	Ocean Dr Access (Tyler Ave)	22	15,515	705.23	1.93
31346	Minnesota St	25	17,486	699.44	1.92
31330	Arizona St	11	7,555	686.82	1.88
31312	Allen St	27	18,538	686.59	1.88
31347	Grant St	12	7,975	664.58	1.82
31368	Greenbrier Terrace	5	3,308	661.60	1.81
31343	Pierce St	7	4,526	646.57	1.77
31358	New Hampshire St	14	8,851	632.21	1.73
31303	Connecticut St	20	12,467	623.35	1.71
31313	Perry St	31	18,657	601.84	1.65
31308	Pershing St	22	12,555	570.68	1.56
31357	Missouri St	12	6,721	560.08	1.53
31364	Nevada St	15	8,361	557.40	1.53
31361	Scott St	10	5,557	555.70	1.52
31348	Hayes St	18	9,460	525.56	1.44
31335	Jackson St	40	20,641	516.03	1.41
31305	Evans St	30	13,174	439.13	1.20
31324	Tyler St	11	4,689	426.27	1.17
31333	Van Buren St	30	12,550	418.33	1.15
31302	Garfield St	15	5,910	394.00	1.08
31320	Azalea Terr	22	8,596	390.73	1.07
31363	Harding St	12	4,565	380.42	1.04
31367	Roosevelt St	6	2,273	378.83	1.04
31336	Oregon St	33	12,437	376.88	1.03
31359	New Mexico St	15	5,641	376.07	1.03
31318	Jefferson St	46	15,483	336.59	0.92
31404	<b>Garfield Garage</b>	408	133,802	327.95	0.90
31328	Liberty St	17	5,171	304.18	0.83
31407	<b>Keating Park Lot</b>	52	15,664	301.23	0.83
31409	<b>Community Center Lots</b>	97	28,401	292.79	0.80
31349	Arthur St	12	3,384	282.00	0.77
31334	Virginia St	32	8,831	275.97	0.76
31352	Hyacinth Terr	17	4,645	273.24	0.75
31355	Cleveland St	11	2,942	267.45	0.73
31338	Madison St	25	6,525	261.00	0.72
31353	Foxglove Terr	6	1,560	260.00	0.71
31212	<b>Yacht Basin Lot</b>	36	8,116	225.44	0.62
31351	Iris Terr	7	1,400	200.00	0.55
31417	<b>Nebraska St. Garage</b>	309	49,649	160.68	0.44
31354	Crocus Terr	10	1,224	122.40	0.34
31213	<b>Holland Park Lot</b>	43	4,914	114.28	0.31
31321	Bougainvillea Terr	10	1,133	113.30	0.31
31350	Jasmine Terr	9	802	89.11	0.24
<b>Total</b>		<b>2,161</b>	<b>1,163,454</b>	<b>538.39</b>	<b>1.48</b>

**Figure 10** includes “heat” maps of the North, Central, and South portions of the study area, illustrating the average number of daily transactions per space among Beach zones. **Figure 11** includes heat maps of the same areas, illustrating daily transactions per space broken down by ParkMobile resident transactions. Please note that while the resident discount can be applied for both ParkMobile and pay station transactions, registered resident transactions could not be separated out from other transactions in the pay station data and thus were not included in Figure 11.



Source: THA Consulting, Inc. 2024.

**Figure 10: Total Transaction "Heat" Map – Central Beach Study Area**

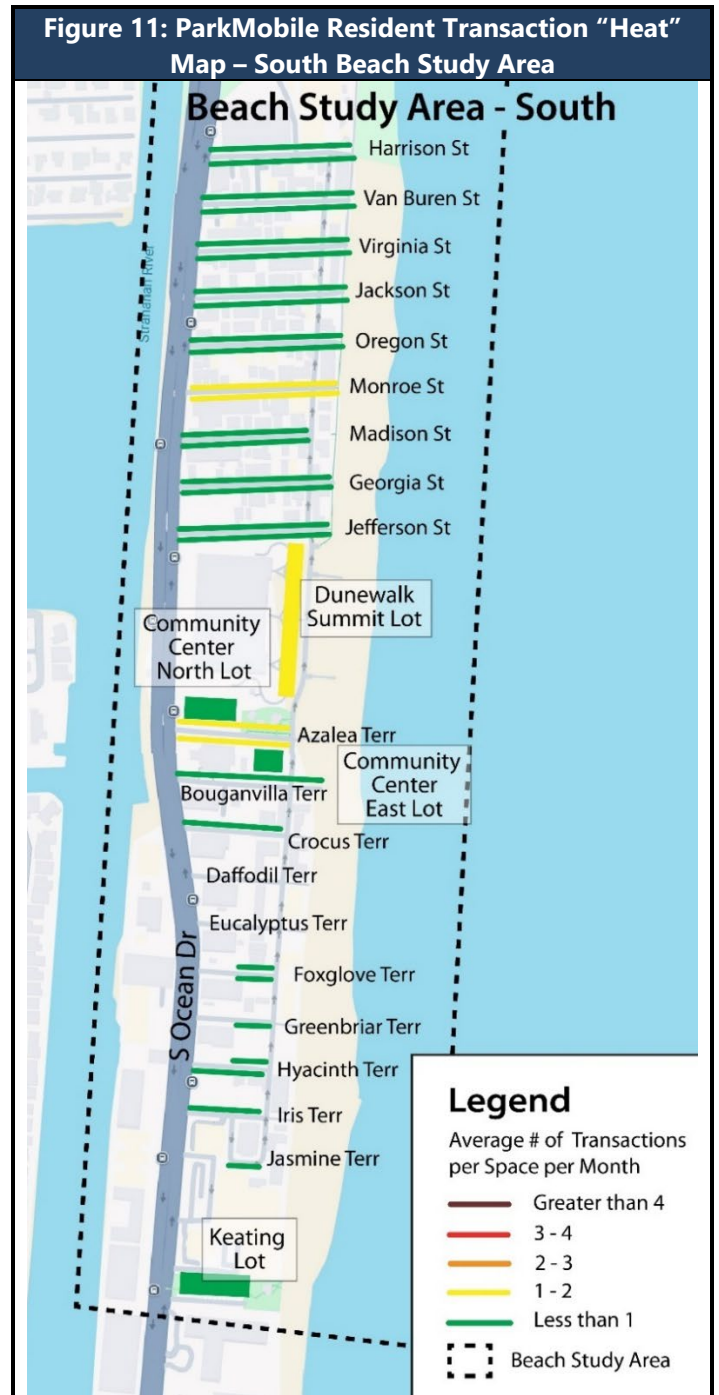
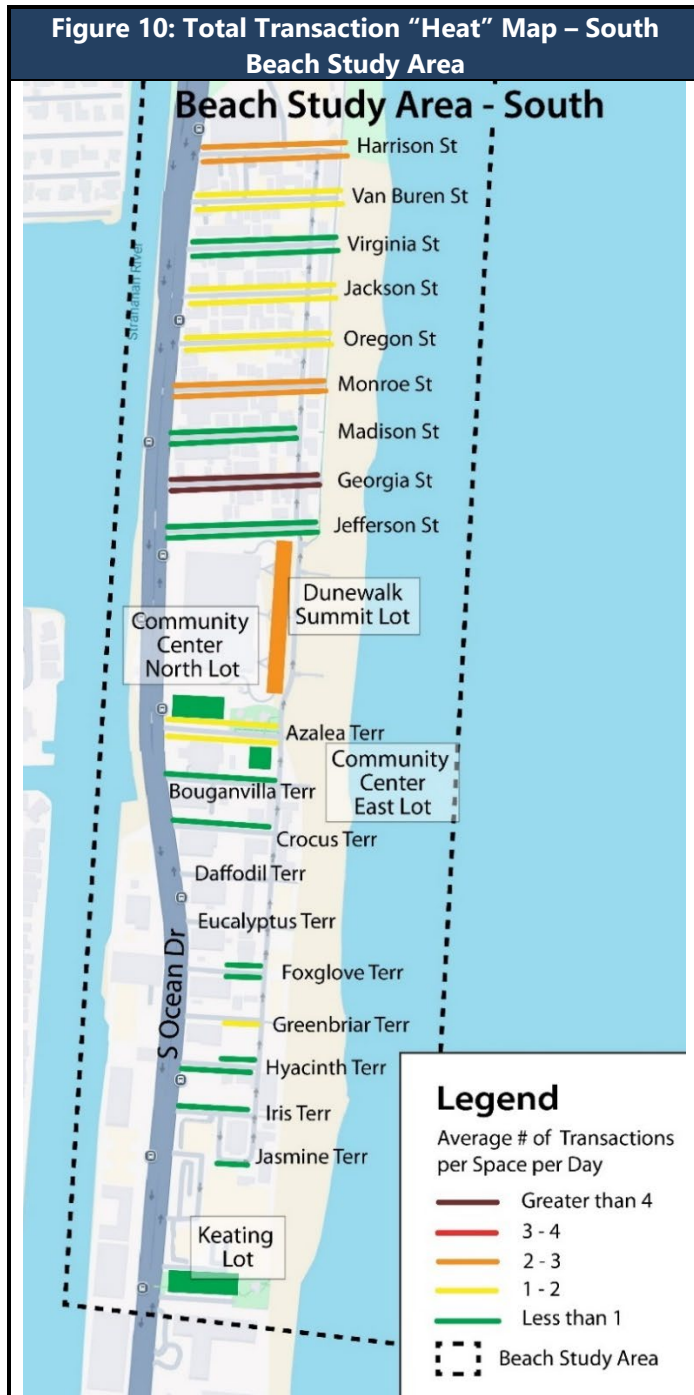


**Figure 11: ParkMobile Resident Transaction "Heat" Map – Central Beach Study Area**



Source: THA Consulting, Inc. 2024.





Source: THA Consulting, Inc. 2024.

## Beach Utilization Summary

Based on the transaction data evaluated in Table 8 and Figures 11-12 on the previous pages, outlined below is a summary of Beach transient parking utilization:

### On-Street

- Georgia Street, located one block north of the Dunewalk Summit lot, received the most transactions per space, with each space receiving between 9.20 average transactions daily.

- Eight (8) streets, mostly located north of the North Beach Lot, received at least three (3) transactions per space per day.
- Streets located between Hollywood Boulevard and the Margaritaville Hollywood Beach Resort on Michigan Avenue had moderate parking utilization, mostly receiving 2-3 transactions daily.
- Most streets located north of Hollywood Boulevard received at least one (1) transaction per space daily.
- Streets south of the Community Center Lots were relatively underutilized, mostly receiving less than one transaction daily.



#### Off-Street Lots

- The Dunewalk Summit Lot received 2.13 transactions per space daily.
- Other public off-street facilities received less than one (1) transaction per space daily, suggesting that there are available spaces in these facilities.
- The marina parking lots (Holland Park and Yacht Basin) were of the 10 least utilized locations.

#### Off-Street Garages

- The Garfield Garage received 0.9 transient transactions per space per day, while the Nebraska Garage only received 0.44 transient transactions per space per day.
- Both Garages allow all types of permit parkers (Citywide resident, employee, and visitor) to park there, so the transient utilization does not reflect the total amount of vehicles present.
- The Nebraska Garage received 49,649 transactions in FY2024 compared to 133,802 total transactions in the Garfield Garage, despite being similar in size (309 spaces in the Nebraska Garage vs 408 spaces in the Garfield Garage), close in proximity to one another, and providing the same resident discount rate.

#### Registered Resident Transactions

- Zones with more than 3 resident transactions per space monthly were notably more prevalent in the Beach Study Area than the Downtown due to the resident discount program.
- Liberty Street, New Hampshire Street, and Thomas Street, all located in close proximity to North Beach Park, had the highest resident transaction rates, receiving between 4.34 and 4.76 resident transactions per space monthly.
- On streets closer to Hollywood Boulevard, resident transactions were lower.
- The Dunewalk Summit Lot was the only off-street location to receive greater than one (1) resident transaction per space monthly on average.

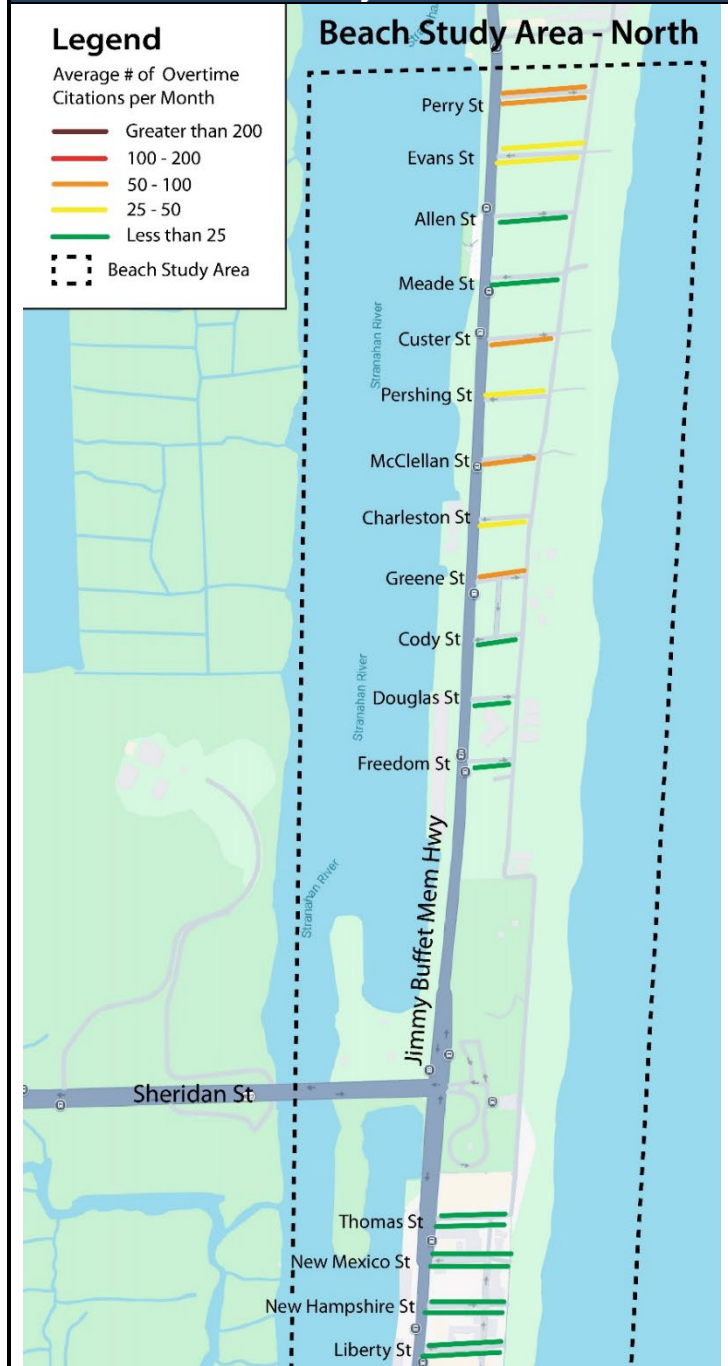


#### BEACH OVERTIME CITATION ANALYSIS

As previously discussed, high amounts of overtime citations in a location can indicate high parking demand or that the fine rate is not high enough to dissuade overtime parking. **Figure 12** below illustrates the number of overtime citations administered per zone per month in the Beach Study Area.



**Figure 12: Overtime Citation “Heat” Map – North Beach Study Area**



**Figure 12: Overtime Citation “Heat” Map – Central Beach Study Area**



Source: THA Consulting, Inc. 2024.

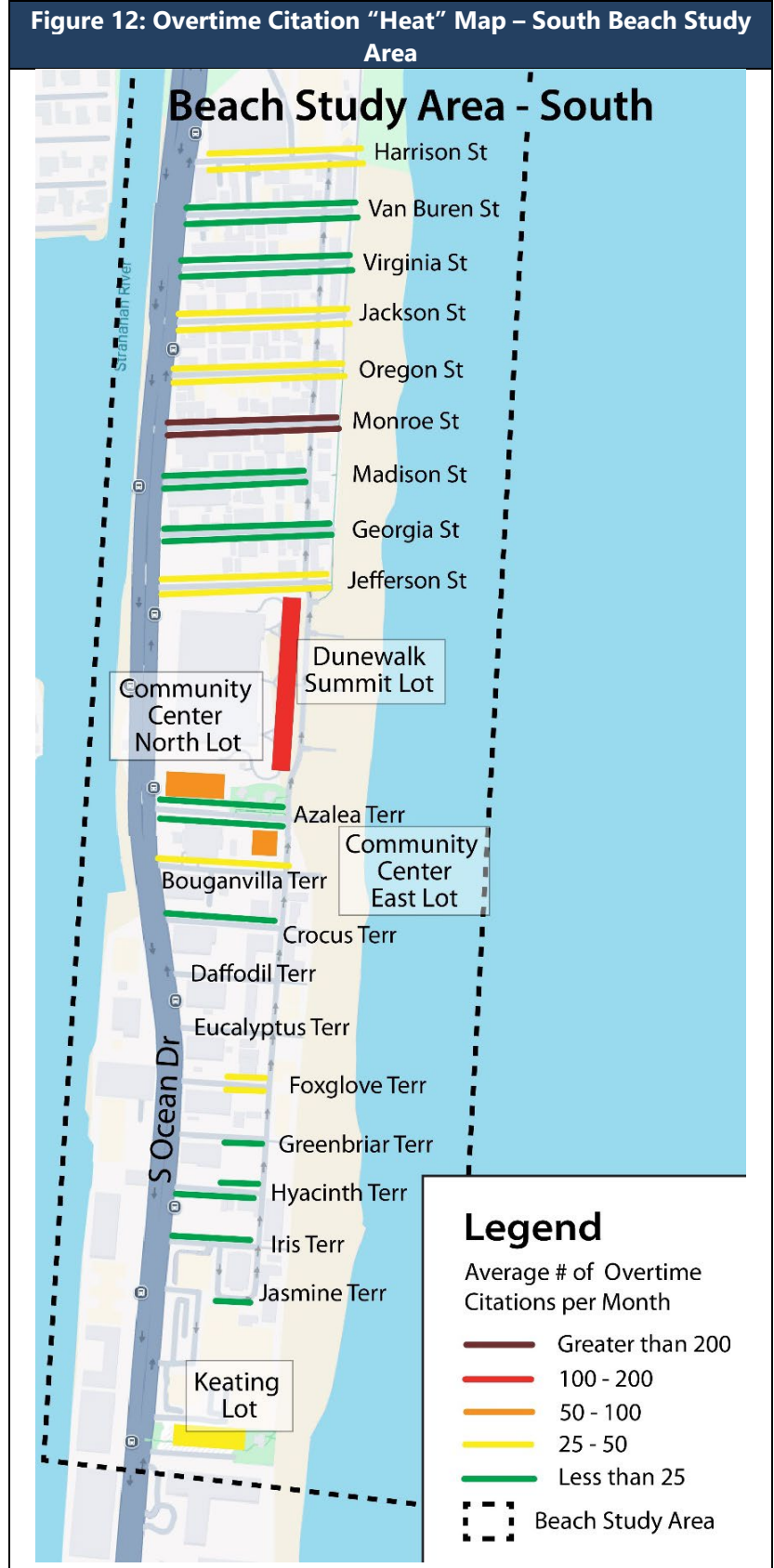


As shown in **Figure 12**, overtime parking citations were the most prevalent in the Garfield Garage and Monroe Street, each area receiving over 200 citations monthly. The off-street facilities closest to the two Community Center Lots and the Dunewalk Summit Lot received the next highest rates of overtime citations in off-street facilities, receiving approximately 64 and 105 citations per month respectively.

### BEACH STAKEHOLDER MEETING

Our team held a stakeholder meeting on November 19, 2024 to discuss parking concerns with various beach area stakeholders. The following bullets summarize the input discussed at that meeting:

- Resident permits do not guarantee spaces in Beach Study Areas for residents.
  - a. Many beach residents live in condos, and some condos do not provide off-street parking.
  - b. Residents lose spaces to guest parkers on weekends and during peak season.
  - c. Resident parking in garages has been beneficial/positive.
- There are no permits/passes for resident visitors.
- There is a lack of clear, consistent signage for RPP.
  - a. Should be color coded / correspond with map.
- Residential enforcement on weekends is essential.
- Illegal parking is observed in emergency no-parking zones. Enforcement of parking safety violations, including parking too close to intersections and in prohibited zones, should be stressed.
- Residents are charged to use EV chargers in Beach garages and commented that it should be free or discounted.
- Valet parking needs to be enforced so restaurants do not park their valet on-street.
- Short-term parking spaces for delivery along Ocean Drive are needed.



Source: THA Consulting, Inc. 2024.

- Off-beach Park & Ride solution may be beneficial.
- Opportunities to expand parking inventory in Beach Study Areas should be investigated.
  - a. Can an additional public garage be constructed?
  - b. Visitors to the Beach are often ticketed thinking private lots are public.
  - c. 'Beach garage' connected to closed Hollywood Beach Resort is a major asset / highly utilized.
- City owned beach garages should have lower rates than on-street, possibly providing free overnight pass for residents.
- Marketing and communications for parking users need to be improved.
  - a. Parking website is not user-friendly.
  - b. Parking changes need to be communicated better. Email alerts?
  - c. Bikes and shuttles are utilized but could be more utilized and better marketed.
- Not everyone is comfortable with meter removal and app payment on the beach.
- Parking inventory is affected by flooding.
- More ADA parking is needed.
- Parking garage lines and cars looking for parking leads to traffic backup on beach side streets.
- Improve pedestrian experience in Beach Study Areas by adding crosswalks.

Several of the comments received at this stakeholder meeting regarded communications strategy, parking inventory, and whether there was an ability to prioritize Beach resident parking in some Beach locations. Due to the small amount of City-controlled parking in the study area, and the high demand for Beach Study Area parking, THA recommends not limiting up to half of the Beach's on-street public parking supply to Beach residents only. Hollywood Beach is home to approximately 13,000 residents according to the 2023 estimate by Florida Demographics, which is approximately 8.6% of the City's total population. The Beach study area's public parking supply controlled by the City is limited to only 2,161 parking spaces and there are over 153,000 residents citywide and an estimated 7 million annual beach visitors vying for parking resources in this area. Accordingly, providing exclusive spaces for Hollywood Beach residents would further restrict parking availability at the Beach for other City residents. In addition, recognizing that there is limited on-street parking in the Beach Study Area, Beach residents can take advantage of the Citywide Resident Permit (\$175 annually) that allows them to park at all public Beach locations (on-street, lots and City-owned garages) with no time limit at a significantly discounted rate.



## BENCHMARK RATE COMPARISON

To evaluate the Beach area parking rates, THA obtained parking rate information from 11 other comparable coastal / beach municipalities in Florida. The tables below depict the benchmark rate analysis including the rates for streets and facilities in Downtown and Beach areas, compared to the Downtown and Beach rates in Hollywood.

**Table 9: Hourly Fee Parking Rates**

Location	Total Population	On-Street		Lots		Garages		Time Limits
		Nonresident	Resident	Nonresident	Resident	Nonresident	Resident	
Downtown								
Fort Lauderdale	183,146	\$3.00	\$1.50	\$3.00	\$1.50	\$3.00	\$1.50	4-6 hours
Miami	455,924	\$2.50-\$3.25	\$1.25-\$1.63	\$1.00-\$5.00	\$1.00-\$5.00	\$1.00-\$10.00	\$1.00-\$10.00	24 hours
Boca Raton	99,009	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	24 hours
West Palm Beach	120,932	\$1.00-\$2.50	\$1.00-\$2.50	N/A	N/A	\$1.00	\$1.00	2-6 hours
South Miami	12,026	\$3.00	\$1.50	\$3.00	\$1.50	\$3.00	\$1.50	4 hours
Dania Beach	31,723	N/A	N/A	N/A	N/A	\$5.00	\$5.00	24 hours
Average	N/A	\$2.53	\$1.64	\$2.75	\$2.00	\$3.25	\$2.75	N/A
Hollywood - Downtown	153,864	\$1.50	\$1.50	\$1.50	\$1.50	\$1.00	\$1.00	30 min-24 hrs
Beach								
Fort Lauderdale	183,146	\$4.00	\$1.50	\$4.00	\$1.50	\$4.00	\$1.50	3-10 hours
Lauderdale-by-the-Sea	6,200	\$1.75 / \$4.00	N/A	\$1.75 / \$4.00	N/A	N/A	N/A	24 hours
Miami Beach	80,017	\$2.00-\$6.00	\$2.00	\$2.00-\$3.00	\$2.00	\$2.00	\$2.00	3-24 hours
Pompano Beach	112,302	\$1.50-\$3.25	\$1.20-\$2.60	\$1.80-\$3.25	\$1.44-\$2.60	\$1.80-\$2.50	\$1.44-\$2.00	24 hours
Deerfield Beach	86,772	\$2.00-\$3.00	\$2.00-\$3.00	\$2.00-\$4.00	\$2.00-\$4.00	\$2.00-\$3.00	\$2.00-\$3.00	N/A
Delray Beach	66,846	\$1.50-\$2.00	\$1.00-\$1.50	\$1.50	\$1.50	\$5.00	\$5.00	3 hours downtown, 4 hours on-street beach
Palm Beach	9,235	\$3.00-\$7.00	\$3.00-\$7.00	N/A	N/A	N/A	N/A	30 min free; 1-4 hrs.
Fort Myers Beach	5,580	\$5.00	\$5.00	\$5.00	\$5.00	N/A	N/A	N/A
Dania Beach	31,723	N/A	N/A	\$5.00	\$5.00	N/A	N/A	24 hours
Average	N/A	\$3.44	\$2.58	\$3.30	\$2.86	\$3.13	\$2.54	N/A
Hollywood - Beach	153,864	\$3.00-\$4.00	\$1.50-\$2.00	\$3.00-\$4.00	\$1.50-\$2.00	\$3.00-\$4.00	\$1.50-\$2.00	24 hours

Source: THA Consulting, Inc. 2024.

### Hourly Fee Parking Summary – Downtown

- Hollywood Downtown's hourly on-street parking rate is \$1.03 lower than the average non-resident on-street rate of \$2.53.
- Hollywood Downtown's hourly parking lot rate is \$1.25 lower than the average non-resident parking lot rate of \$2.75.
- Hollywood Downtown's hourly parking garage rate is \$2.25 lower than the average non-resident parking garage rate of \$3.25.

### Hourly Fee Parking Summary – Beach

- Hollywood Beach's hourly on-street parking rate is \$0.44 lower during the week and \$0.66 higher during the weekend for non-residents than the average non-resident on-street rate of \$3.44.
- Hollywood Beach's hourly parking lot rate is \$0.30 lower during the week and \$0.70 higher during the weekend for non-residents than the average non-resident parking lot rate of \$3.30.
- Hollywood Beach's hourly parking garage rate is \$0.13 lower during the week and \$0.87 higher during the weekend for non-residents than the average non-resident parking garage rate of \$3.13.
- Overall, the average non-resident rates for hourly parking fall between Hollywood Beach's weekday and weekend rates, and Hollywood Beach's weekday and weekend resident rates are \$0.50-\$1.50 lower than average resident rates.



**Table 10: Monthly Permit Parking Rates**

Municipality	Total Population	Resident Permit		Non-Resident Permit (Monthly)
		Lot Rate (Monthly)	Garage Rate (Monthly)	
Downtown				
Fort Lauderdale	183,146	\$45.00	\$75.00	\$45.00-\$75.00
Miami	455,924	\$40.00-\$100.00	\$100.00-\$155.00	\$40.00-\$155.00*
West Palm Beach	120,932	\$50.00-\$80.00	\$80.00-\$100.00	\$100
South Miami	12,026	\$65.00	\$65.00	\$65.00
Average	N/A	\$61.25	\$89.38	\$80.63
Hollywood - Downtown**	153,864	\$14.58	\$55.00	\$25.00-\$110.00
Beach				
Fort Lauderdale	183,146	\$40.00	\$50.00	\$45.00-\$50.00
Lauderdale-by-the-Sea	6,200	N/A	N/A	\$27.00-\$105.00
Miami Beach	80,017	\$70.00	\$70.00	\$91.00-\$130.00*
Pompano Beach	112,302	N/A	\$100.00-150.00	\$75.00-\$150.00
Palm Beach	9,235	N/A	N/A	\$165.00
Average	N/A	\$55.00	\$81.67	\$100.30
Hollywood - Beach**	153,864	\$14.58	\$14.58	\$35.00-\$110.00

\*Indicates garage permit rate.

\*\*Hollywood City-Wide Resident Permits (\$175 annually) are eligible in Downtown and Beach areas.

Source: THA Consulting, Inc. 2024.

#### Permit Fee Parking Summary – Downtown

- Hollywood's citywide resident permit rate of \$175 per year (\$14.58 per month) is \$46.67 less per month than the average monthly resident parking lot permit rate of \$61.25.
- Hollywood Downtown's resident access card rate of \$55 per month is \$34.38 less per month than the average monthly resident parking garage permit rate of \$89.38.
- Hollywood's employee permit/access card rates are up to \$55.63 less per month than the average non-resident permit rate of \$80.63 and, while their visitor permit/access card rates are up to \$29.37 more per month.

#### Permit Fee Parking Summary – Beach

- Hollywood's citywide resident permit rate of \$175 per year (\$14.58 per month) is \$40.42 less per month than the average monthly resident parking lot permit rate of \$55.00, and \$67.09 less per month than the average monthly resident parking garage permit rate of \$81.67.

## PARKING PRICING STRATEGIES

Underpricing parking can result in inefficient use of parking facilities and excessive parking demand. Often the most convenient parking spaces, typically on-street spaces, are often filled while less convenient spaces in fringe areas or in off-street facilities have less demand. The City recognizes the importance of pricing the highly utilized / demand on-street parking at higher rates than of the off-street facilities and should also consider other pricing strategies as outlined below.

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## DEMAND BASED PRICING

With demand-based pricing, rates are adjusted based on historic occupancy data and are periodically re-evaluated to respond to changes in occupancy over time. Rates are based on “high occupancy zones”, which can be a single zone, or tiers of zones with different parking occupancy rates. Typically, the busiest zones (85% of greater occupancy) are adjusted to a higher price, while less utilized zones are lower priced to encourage parkers to switch from more congested areas. If demand-based pricing is pursued, the occupancy data for both the Downtown and Beach areas will guide the City with regards to the number of zones to create, and the rate adjustments for each zone. Demand based pricing works best in communities that have a significant public parking concentration in the core downtown areas or around a popular attraction or generator, with less utilized parking outside of the core area. The pros and cons of Demand Based Pricing are outlined below:

### Pros:

- Parking across the entire system is potentially more evenly distributed, thereby reducing parking congestion in the downtown core, and increasing the amount of available parking.
- Easy for parkers to understand, particularly where technology availability is limited.
- Provides enhanced support for pedestrian activity and micro-mobility improvements since drivers who park farther away will walk to their final destinations.
- Improves inventory management and enhances revenue generation.

### Cons:

- Occupancy can vary within the same zone, so the busiest streets may remain busy even if other streets in the high occupancy zones have more availability.
- The rate differential between high demand and lesser demand zones may have a limited impact on modifying parking behavior.
- Different rates throughout the City can confuse first-time visitors and communicating demand-based pricing policies to the public can be a challenge.

## PROGRESSIVE PRICING

Progressive parking pricing is a pricing strategy to increase on-street parking turnover in high-demand areas. With Progressive Pricing, hourly limits indicate when the rate will begin to increase, meaning drivers don’t need to move, but they will start to pay substantially more per hour to remain parked on the street. Drivers who want to stay in an area longer, whether they’re employees, residents or visitors, are encouraged through this strategy to utilize parking in off-street garages and lots. With progressive pricing, hourly rates start at a moderate price to accommodate the intended short-term users and increase per hour past a certain time limit to disincentivize long-term parking. Progressive parking pricing is used in areas where parking demand is high, and space is limited.

### Pros:

- Eliminates the “arbitrary” time limits often found on-street while still encouraging the space to frequently turnover.
- Parking revenues can increase without changing rates for short-term parkers.
- Encourages parkers to utilize off-street parking lots and garages for longer term parking.
- Encourages use of mobile parking apps since parkers can add additional time remotely without needing to return to their parking space.

### Cons:

- If there is not a significant difference between the desired length of stay (2 hour) rate and the higher progressive rate, then parkers who are less price sensitive may stay longer in the same space, reducing an area's parking availability.

## PREVIOUS PARKING RATE INCREASES

According to the City, the transient / hourly parking rates for both study areas increased in 2017. It was also noted that the Citywide Resident Permit rate was adjusted in 2022. It is typically recommended that parking rates are adjusted every 4-5 years to keep pace with inflation, area growth and economic activity, and increased operating expenses. The most recent rate adjustments for parking rates are outlined in **Table 11** below:

Table 11: 2017 Parking Rate Increases in the City of Hollywood			
Location	Previous Rate	Adjusted Rate (2017)	Rate Difference
<b>Downtown</b>			
On-Street and Lots (Transient)	\$1.00/hr	\$1.50/hr	\$0.50/hr
Garages (Transient)	\$1.00/hr	\$1.00/hr	\$0.00/hr
<b>Beach</b>			
Weekday (Transient)	\$1.50/hr	\$3.00/hr	\$1.50/hr
Weekend (Transient)	\$2.00/hr	\$4.00/hr	\$2.00/hr
<b>Permit</b>			
Citywide Resident Permit	\$160.00/year	\$175.00/year	\$15.00/year

Source: City of Hollywood, 2025.

## DOWNTOWN PARKING RATE RECOMMENDATIONS

Based on THA's review of parking transaction data from October 2023-September 2024 as presented herein reflects that on-street transient/short-term utilization is high on many streets in the Downtown. Additionally, given the significant level of existing and future development, parking demand will continue to increase, especially on-street. Accordingly, the City should adjust parking rates to promote greater availability of on-street parking for short-term users and encourage longer-term parkers to utilize off-street parking facilities where transient spaces are available and lower-demand on-street locations, such as 21<sup>st</sup> Street. In summary, both on and off-street parking fees should be strategically adjusted based on the following considerations:

- The high demand for on-street, short-term patron parking in Hollywood's downtown.
- The anticipated increase in demand for on-street parking associated with new downtown developments.
- The need to promote higher turnover of the convenient on-street parking to accommodate multiple downtown patrons.
- The need to encourage downtown employees to use off-street facilities and discourage meter feeding.
- The comparative parking rates of other similar municipalities in Florida.
- The need to support parking management improvements, parking facility capital maintenance, and the development of new parking facilities or other mobility options to support Hollywood's economic development.
- The fact that transient parking rates have not been increased since 2017.

## TRANSIENT ON-STREET PARKING FEE

The current on-street parking rates should be raised in all Downtown locations. We recommend that the City consider two rate modification options:



- Implement a weekday (Mon-Thurs) rate of \$2.00 per hour and a weekend (Friday-Sunday) rate of \$3.00 per hour. Additionally, recommended parking areas west of 21<sup>st</sup> Street should be set at \$2.00 per hour Monday-Sunday.
- Implement a rate of \$2.50 per hour on all streets.

Additionally, a 50% resident discount rate should be applied on-street for residents registered through the Resident Discount Program. **Table 12** below depicts the on-street rate modifications with the discounted resident rates:

Table 12: Transient On-Street Fee Recommendation – Downtown				
Current Rate	Option 1		Option 2	
	Non-Resident	Resident	Non-Resident	Resident
\$1.50/hr	Mon-Thurs: \$2.00/hr	Mon-Thurs: \$1.00/hr	\$2.50/hr	\$1.25/hr
	Fri-Sun: \$3.00/hr	Fri-Sun: \$1.50/hr		
	On-Street West of 21 <sup>st</sup> St Mon-Sun: \$2.00/hr	On-Street West of 21 <sup>st</sup> St Mon-Sun: \$1.00/hr	On-Street West of 21 <sup>st</sup> St \$2.00/hr	On-Street West of 21 <sup>st</sup> St \$1.00/hr

Source: THA Consulting, Inc. 2024.

## TRANSIENT OFF-STREET PARKING FEE

The current off-street parking rates should be adjusted in conjunction with the on-street rates; however, a resident discount cannot be applied to the Radius and Van Buren Garages due to their gated systems, as outlined in **Table 13** below:

Table 13: Transient Off-Street Fee Recommendation – Downtown					
Facility Type	Current Rate	Option 1		Option 2	
		Non-Resident	Resident	Non-Resident	Resident
Lots	\$1.50/hr	Mon-Thurs: \$1.50/hr	Mon-Thurs: \$0.75/hr	\$2.00/hr	\$1.00/hr
		Fri-Sun: \$2.00/hr	Fri-Sun: \$1.00/hr		
Radius and Van Buren Garages	\$1.00/hr	Mon-Thurs: \$1.00/hr	Mon-Thurs: \$1.00/hr	\$2.00/hr	\$2.00/hr
		Fri-Sun: \$2.00/hr	Fri-Sun: \$2.00/hr		
University Station Garage	\$1.50/hr	Mon-Thurs: \$2.00/hr	Mon-Thurs: \$1.00/hr	\$2.50/hr	\$1.25/hr
		Fri-Sun: \$3.00/hr	Fri-Sun: \$1.50/hr		

Source: THA Consulting, Inc. 2024.

## DOWNTOWN MERCHANT VALIDATION PROGRAM

The City can also evaluate the benefits of a merchant validation system (through ParkMobile) where a merchant can pay for their customer's parking fees if desired. Business owners participating in customer validations can register customers through ParkMobile with their license plate number and validate them for any date/location/length of time desired. Pensacola, Florida has implemented a Merchant Validation system through ParkMobile, as outlined on their website: <https://parkpensacola.com/parking-permits/>

## PERMIT PARKING FEE

Historically, the City has set low employee permit parking rates to provide an affordable parking option for Downtown employees and incentivize the use of off street / permit parking areas over high demand on-street spaces. That said, the current monthly 24-hour employee permit rates should be increased from \$35.00 to \$40.00 per month in the existing 24-hour employee permit areas, including the Polk/Tyler Lot, the Hollywood Boulevard Lot, and the west side of 21<sup>st</sup> Avenue. The current 12-hour employee access card rate for Downtown garages should be increased from \$25.00 to \$40.00 per month. These rate modifications still provide employees with a significant parking fee discount as compared to the on-street rates and the visitor permit/access card rates. In

addition, to provide an even more affordable alternative for employees, we recommend establishing a new employee permit at a \$25.00 monthly rate that can be used at the City Hall Circle after business hours and on weekends, and at some of the newly recommended fee/permit parking locations (Polk Street, 17<sup>th</sup> Avenue, 19<sup>th</sup> Avenue, Polk/Tyler Lot). As previously mentioned, the Citywide Resident Permit rate is significantly lower than monthly off-street resident permit rates in similar communities, so the City should evaluate increasing it to \$300 annually (\$25 per month) if adjusted in the future.

**Table 14: Permit and Access Card Fee Recommendation - Downtown**

Permit Type	Current Rate	Recommendation
<b>On-Street and Lot Permits</b>		
Citywide Resident Permit	\$175.00/year	\$300.00/year
Employee Permit	\$35.00/month	\$40.00/month in existing locations \$25.00/month in additional permit locations
Nonresident Visitor Permit	\$110.00/month	\$110.00/month
<b>Garage Access Cards</b>		
12-Hour Employee Access Card	\$25.00/month	\$40.00/month
Nonresident Access Card	\$80.00/month	\$80.00/month

Source: THA Consulting, Inc. 2024.

## BEACH PARKING RATE RECOMMENDATIONS

### TRANSIENT PARKING FEE

For the Beach area, parking rates were most recently increased in 2017 for nonresidents, and the \$1.50 weekday and \$2.00 weekend rate for residents has been in place since several years prior. It was noted in our peer benchmark analysis that the current nonresident rates of \$3.00 on weekdays and \$4.00 on weekends are relatively on-par with similar beach communities. Additionally, the transient parking rate at the City-owned public parking facilities in the Beach area is generally on par with rates at private facilities in the area, as shown in **Table 15** below:



**Table 15: Transient Parking Rates at Non-City Owned Beach Parking Facilities**

Off-Street Facility	Address	Hourly Rate
Hollywood Beach Garage	359 Harrison St, Hollywood Beach, FL 33019	Covered Garage: \$4/hr Mon–Thurs; \$5/hr Fri–Sun Surface Lots: \$5/hr Mon–Thurs; \$6/hr Fri–Sun
Hollywood Beach Marriott Garage	2501 N Ocean Dr, Hollywood Beach, FL 33019	\$9.00/hr
North Beach Park Lots	3601 N Ocean Dr, Hollywood, FL 33019	\$2.00/hr Mon–Thurs, \$3.00/hr Fri–Sun
Ocean Blu Parking Garage	502 N Ocean Dr, Hollywood Beach, FL 33019	\$1.50/hr

To promote the utilization of the Nebraska Street Garage and alleviate parking demand from area on-street parking and other off-street municipal facilities that are highly utilized, THA recommends lowering the transient parking fee at the Nebraska Street Garage to \$2.00/hr Monday–Thursday and \$3.00/hr Friday–Sunday.

## PERMIT PARKING FEE

THA recommends modifications to permit fees in the Beach Study Area as outlined in **Table 16** below:

Table 16: Permit Fee Recommendation – Beach		
Permit Type	Current Rate	Recommendation
<b>On-Street, Lot and Garage Permits</b>		
Citywide Resident Permit	\$175.00/year	\$300.00/year
Employee Permit	\$35.00/month	\$40.00/month
Nonresident Visitor Permit	\$110.00/month	\$110.00/month

## RESIDENT DISCOUNT PROGRAM UTILIZATION

While parking rate modifications are recommended due to increased parking demand resulting from new development and economic activity, especially in the Downtown study area, parking rate increases should still be sensitive to local residents. The City recognizes the benefit of providing more affordable parking options for residents and instituted a Resident Discount Program. The program offers a resident meter rate. Residents must register their vehicle(s) annually with the Parking Division to obtain a 50% discount on the non-resident fee. In addition, the program provides that registered residents have their ParkMobile transaction fee waived when using the app to pay for parking.

Outlined in **Table 17 and 18** are the ParkMobile transactions in the Beach and Downtown and Beach areas from October 2023-September 2024 sorted by the most common Hollywood zip codes for transactions in each area.

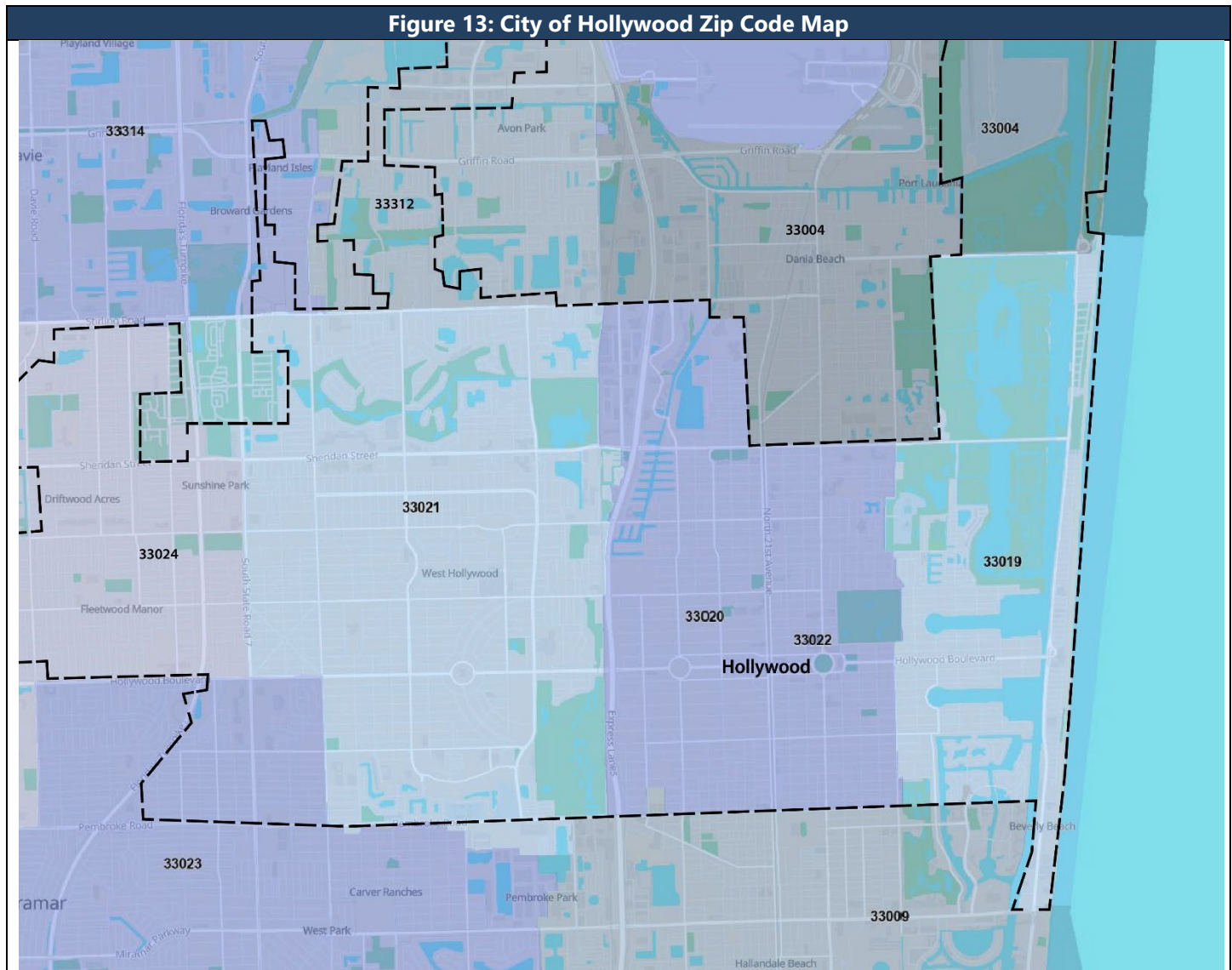
Table 17: Hollywood Zip Codes for ParkMobile Transactions in the Downtown			
Zip Code	City	# of Transactions	%
33020	Hollywood	61,393	40%
33021	Hollywood	31,807	21%
33019	Hollywood	25,373	16%
33024	Hollywood	14,505	9%
33023	Hollywood	13,364	9%
33312	Hollywood	8,528	6%
<b>PM Transactions from Hollywood Zip Codes</b>		<b>154,970</b>	
<b>Registered Resident Discount Transactions</b>		<b>8,509</b>	<b>5%</b>

Table 18: Hollywood Zip Codes for ParkMobile Transactions in the Beach Study Area			
Zip Code	City	# of Transactions	%
33020	Hollywood	45,742	31%
33021	Hollywood	34,919	24%
33024	Hollywood	23,716	16%
33019	Hollywood	17,013	12%
33023	Hollywood	13,843	9%
33312	Hollywood	11,683	8%
<b>PM Transactions from Hollywood Zip Codes</b>		<b>146,916</b>	
<b>Total Resident Registered Transactions</b>		<b>23,471</b>	<b>16%</b>

Source: City of Hollywood, 2025.



**Figure 13** below illustrates the locations of zip codes in the City.



Source: Unitedstateszipcodes.org; THA Consulting, Inc. 2025

Of the 154,970 ParkMobile Transactions from residents in the Downtown area, only 8,509 transactions or 5% were made by residents registered with Hollywood's resident discount program. Of the 146,916 ParkMobile Transactions from in the Beach area, 23,471 transactions or 16% were made by registered residents. In total, approximately only 10% of ParkMobile transactions from residents were made by residents registered for the program. Accordingly, given the proposed rate modifications, THA recommends that as part of the communication related to the proposed rate adjustments, the City continue to promote the Resident Discount Program. Clearwater and South Miami are two examples of Florida communities with detailed instructions on their parking websites regarding their Resident Discount Programs:

- Clearwater, FL: <https://www.myclearwater.com/Parking-Transportation/ParkMobile-App-and-Resident-Discount>
- South Miami, FL: <https://www.southmiamifl.gov/816/Residential-Parking-Discount-Program>

As previously mentioned, the City should also consider expanding the Resident Discount Program to the Downtown on-street locations in conjunction with the transient parking rate adjustment.

## SPECIAL EVENTS AND ON-STREET PARKING RENTAL

Currently, special events in Downtown Hollywood often require on-street spaces along Hollywood Boulevard to be blocked off. While these events bring an influx of visitors and patrons to the Downtown, the loss of valuable on-street parking should be limited to the greatest extent possible, in conjunction with event and public safety logistics.

A strategy to both support Downtown events and limit or dissuade the unnecessary elimination of on-street parking during the events is to adopt and implement an on-street space rental ordinance, similar to the City of Miami. The following fees are set forth in the **City of Miami ordinance §35-194**:

- (1) *Administrative processing fees.* The administrative fee of \$50.00 shall be assessed for any parking space rental for the processing of all metered parking space rental permits are set forth herein and may be amended from time to time, by the city commission. The administrative fee is in addition to any fee paid for parking stalls, meter bags, or linear curb space.
- (2) *Parking space rental fee.* The rate is \$30.00 per parking space, or for every 20 linear feet per day. The fees are set forth herein and may be amended from time to time by the city commission.
- (3) *Parking space rental for production and film use.* The Department of Off-Street Parking of the City of Miami (DOSP), also known as the Miami Parking Authority, may provide parking space rental on an as-needed basis within the sole discretion of DOSP, taking into account the parking needs of the city, and parking space rental to accommodate production, staff, and film needs. A copy of a valid, city issued production/film permit must accompany each application for parking space rental. Only essential vehicles shall be allowed to park in parking spaces. Crew parking can be arranged with DOSP. Parking space rental for production and film use shall be red in color and shall state, "No Parking/Tow Away", and shall be strictly enforced. The fee per parking space, or for every 20 linear feet, is \$30.00 per day, payable 24 hours in advance. The fees are set forth herein and may be amended from time to time by the city commission.
- (4) *Parking space rentals for special events/construction.* DOSP may provide on an as-needed basis, at the sole discretion of DOSP, taking into account the parking needs of the city, and parking space rental to accommodate special events, construction, and staff. A copy of a valid, city issued special event permit and/or building permit, as applicable, must accompany each application for a parking space rental. Only essential vehicles used for the special event and/or construction shall be allowed to park at the parking space. Parking spaces for special events or construction staff, can be arranged with DOSP. Parking space rental for special events and construction shall be red in color and shall state, "No Parking/Tow Away". Parking space rental may only be issued by DOSP and shall be strictly enforced. The rate is \$30.00 per parking space, or for every 20 linear feet per day, payable 24 hours in advance. The fees are set forth herein and may be amended from time to time, by the city commission.

The City should adopt a similar ordinance, charging appropriate rates and fees to support the event needs and other beneficial activities and to compensate the City for lost meter revenue, and to dissuade the elimination of on-street unless vital to the event logistics and public safety.

## PARKING CITATION FINE RECOMMENDATIONS

Parking enforcement and the associated citations are a vital component of on-street parking management they serve to regulate parking, deter illegal parking, and encourage user compliance and public safety. The enforcement of parking regulations contributes to a more organized and efficient urban environment. When evaluating fines, it is important to compare the cost of citations against hourly parking rates. Overtime violations are especially important in maintaining turnover of high-demand parking spaces. To assess the adequacy City's citation rates, THA obtained parking citation rate information from 11 other comparable municipalities in coastal areas of Florida, as illustrated **Table 19** below:

**Table 19: Peer Citation Fees**

Municipality	Overtime Violation	Bus Stop	Sidewalk	Hydrant	Trailer / Abandoned	Loading Zone	Crosswalk / Intersection	Driveway	Parking Prohibited	Over Line Parking	Handicap Space	No Permit
Fort Lauderdale	\$40.00	\$57.00	\$40.00	\$40.00	\$40.00	\$37.00	\$40.00	\$40.00	\$40.00	\$40.00	\$250.00	\$32.00
Lauderdale-by-the-Sea	\$30.00	\$57.00	\$37.00	\$42.00	\$57.00	\$37.00	\$37.00	\$37.00	\$37.00	\$37.00	\$250.00	\$32.00
Miami	\$36.00	\$34.00	\$34.00	\$34.00	\$34.00	\$79.00	\$34.00	\$34.00	\$46.00	\$29.00	\$257.00	N/A
Miami Beach	\$36.00	\$34.00	\$34.00	\$34.00	\$34.00	\$79.00	\$34.00	\$34.00	\$46.00	\$29.00	\$257.00	N/A
Pompano Beach	\$45.00	\$45.00	\$45.00	\$45.00	\$150.00	\$200.00	\$45.00	\$150.00	\$45.00	\$45.00	\$250.00	\$45.00
Deerfield Beach	\$30.00	\$30.00	\$30.00	\$30.00	\$250.00	\$30.00	\$30.00	\$30.00	\$100.00	\$30.00	\$250.00	\$30.00
Delray Beach	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	N/A	\$35.00
Boca Raton	\$35.00	\$35.00	N/A	N/A	\$75.00	N/A	N/A	N/A	N/A	N/A	N/A	\$50.00
West Palm Beach	\$35.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00	\$75.00	N/A	\$250.00	N/A
Palm Beach	\$60.00-\$75.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Fort Myers Beach	\$50.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$77.00	\$77.00	\$250.00	\$77.00
<b>Average</b>	<b>\$39.95</b>	<b>\$43.00</b>	<b>\$39.38</b>	<b>\$40.00</b>	<b>\$81.67</b>	<b>\$69.63</b>	<b>\$39.38</b>	<b>\$52.50</b>	<b>\$55.67</b>	<b>\$40.25</b>	<b>\$251.75</b>	<b>\$43.00</b>
<b>Hollywood</b>	<b>\$25.00-\$40.00</b>	<b>\$45.00</b>	<b>\$45.00</b>	<b>\$130.00</b>	<b>\$45.00</b>	<b>\$45-\$205</b>	<b>\$45.00</b>	<b>\$45.00</b>	<b>\$45.00</b>	<b>\$25.00</b>	<b>\$255.00</b>	<b>\$45.00</b>

Source: THA Consulting, Inc. 2024.

The City's overtime parking violation, abandoned vehicle violation, over line parking violation rates are notably lower than the average. Based on this analysis, THA recommends increasing the fine for no permit from \$45.00 to \$55.00 and the overtime parking fine in the Downtown from \$25.00 to \$40.00 to match the current Beach overtime parking fine, and to dissuade illegal parking and promote payment compliance high demand on-street parking zones. The purpose of citations and the setting of the fines is to encourage compliance with payments and discourage users from "taking a chance" because the cost is minimally more if caught and issued a citation.

Given the increased congestion and parking demand in both the Downtown and Beach Study Areas, the City should consider increasing the fine for parking within a crosswalk or too close to an intersection, as that comment was made on more than one occasion during the public stakeholder meetings as a public safety issue. To further stress the importance of compliance, THA recommends a public outreach effort around any citation fine adjustments and the rationale behind them.



## RECOMMENDATIONS SUMMARY

#	Parking Recommendations Summary
<b>Paid Parking Strategies</b>	
1	Implement 24/7 fee parking and permit parking at the proposed fee parking locations as outlined in <b>Table 5 on pages 14-15</b> .
2	Ensure that residential areas abutting fee parking locations are monitored to reduce potential parking encroachment in the neighborhoods.
3	Allow for Employee Permit Parking in the City Hall Circle lots from 6pm-7am Monday-Thursday, and from Friday-Sunday.
4	Consider running the Blue and Orange Holly-Go shuttle routes until 9pm or 10pm Friday-Sunday to provide more convenient access to City Hall Circle.
5	Long term monthly/contract parking should have a termination clause that allows the City to maintain control of the inventory in order to address the ebbs and flows of the City's parking demands.
<b>Downtown Parking Rate Recommendations</b>	
1	Increase transient on-street parking rates to either a \$2.00 per hour weekday (Monday-Thursday) rate and a \$3.00 per hour weekend (Friday-Sunday) rate, or a \$2.50 per hour rate. Recommended fee parking locations west of 21 <sup>st</sup> St should have a \$2.00 per hour rate if implemented.
2	Adjust transient off-street parking rates to weekday/weekend rates of \$1.00/\$2.00 per hour for the Radius and Van Buren Garages and \$1.50/\$2.00 per hour for lots, or a \$2.00 per hour rate for all. The University Station Garage should be priced the same as on-street parking.
3	Evaluate the interest in a merchant validation system (through ParkMobile) where a merchant can pay for their customer's parking fees if desired.
4	Increase the employee permit and access card rates as outlined in <b>Table 14 on page 32</b> . Additionally, allow employees to pay a \$25 monthly rate to park at City Hall Circle after business hours, weekends or at the proposed additional fee/permit locations. The Citywide Resident Permit rate should be evaluated in the future.
<b>Beach Parking Rate Recommendations</b>	
1	Lower the transient parking fee at the Nebraska Street Garage to \$2.00/hr Monday-Thursday and \$3.00/hr Friday-Sunday.
2	Increase the employee permit rate and evaluate the Citywide Resident Permit rate as recommended for the Downtown.
<b>Resident Discount Program Utilization and Communications</b>	
1	Maintain and continue to promote the current 50% resident discount for transient parking at the Beach.
2	Expand the Resident Discount Program to the Downtown on-street and lot locations, as well as the University Station Garage.
3	Produce a bilingual parking brochure or e-brochure that provides valuable parking information for residents, employees and visitors.

4	Work with ParkMobile to develop an effective marketing and communications program to promote and increase mobile payment adoption in the City. Additionally, consider adding a second mobile provider to allow visitors a great option for payment.
<b>Special Events and On-Street Parking Rental</b>	
1	Establish a Parking Space Rental Ordinance that grants rental of parking spaces for events. Parking space rental should be limited to 3-day continuous rental unless authorized by the City.
<b>Parking Citation Fine Recommendations</b>	
1	Increase the no permit violation fee to \$55 and the overtime violation fee in the Downtown to \$40. Conduct a public outreach effort in conjunction with any citation fine adjustments and the rationale behind them.
<b>Parking Facility Enhancements</b>	
1	Consider the use of a PGS (Parking Guidance System) for the off-street parking facilities coupled with VMS (variable message signage) to direct motorists to available parking locations.
2	Implement License Plate Recognition (LPR) parking access technology at the Nebraska Garage.

# **Appendix A**

## **Parking Pricing Strategy Article**



# The Price Is Right

By Vicky Gagliano

Driving through downtown Gainesville, Florida, recently, I was struck by several signs of a common problem affecting on-street parking: poor pricing practices. Every on-street parking space in the downtown was filled, block after block. There seemed to be no signs directing drivers to parking lots or garages. The one sign I passed was easy to miss. Later, city parking officials informed me that the facility was often half-empty, although just a

block away all the on-street spaces were taken. Why, I wondered, would drivers chase a block appearing to be empty and then find a block of on-street parking instead of pulling into a convenient garage? The answer is simple: pricing. Parking along most of the streets in downtown Gainesville is free, while daytime parking in the garage costs \$1 an hour, with a flat fee of \$5 after 6 p.m. So it costs nothing to park in front of

your destination, provided you can find a space. No wonder few drivers use the garage. The current pricing structure actually encourages motorists to drive around, sometimes circling blocks looking for an on-street space. In contrast, it penalizes those drivers who are doing what is best for the downtown area by quickly getting out of traffic, parking in a garage, and walking to their destination—thereby making the streets more pedestrian-friendly.

What many cities and municipalities do not understand is that the price of parking plays a role in the management of a parking system. In the case of Gainesville, the pricing structure encourages congestion. It also makes it seem as if there is not enough parking to support downtown parking needs, when in reality there are plenty of spaces for everyone. It's easy to see the flaw in this situation. It's not so easy to change it. Most people under-

stand why a storefront, located on a busy corner would command higher rent than a retail space located on a side street, but they have trouble understanding why free parking is not a right that everyone is entitled to. Ideally, they would recognize the need to make a trade-off between convenience and price. Another stumbling block is the common belief that downtown merchants can not compete with outlying retail centers and strip malls unless they offer free parking. Here the solution lies in offering a balance between customer relations and proper pricing.

**Limit free parking** One approach is to make parking in garages and parking lots free for a reasonable time period, and to charge visitors for stays beyond the limit. At the same time, a charge could be added to street parking, making it more expensive than

The new face of parking (opposite): A rendering of the garage adjacent to the federal courthouse under construction in downtown Miami. Below: a new multipurpose center.

## A wrap-up of parking trends, from pricing to sharing.



various forms of payment, including bills and credit cards. The higher individual cost of the multi-space meters may be justified by the lower cost of managing each parking space. A system in which meters are met with each new vehicle will generate more revenue for a parking system than one that allows a person to take advantage of remaining time. Depending on the parking rates and turnover of the spaces, this revenue could be substantial—as I pointed out above. In Miami, to cite one example, the cost of installing upgraded, more efficient parking meters has paid for itself in a substantial increase in parking revenues. To determine the long-term benefit of upgrading meters and equipment, the total cost of the improvements is generally allocated according to the projected life span of the equipment (typically five to seven years) and then spread over the total number of parking spaces served. The resulting figure can be used to calculate the breakeven point for additional revenues needed per parking space over the life of the new equipment. My studies have found that many systems would benefit from an upgrade, although some systems may only need to use their existing equipment to its fullest capacity.

In addition to increased revenue, technology improvements can also provide other benefits. Multipurpose parking meters move fewer machines to be maintained. They simplify the revenue collection process, with a single location rather than many individual meters. They make it easier for enforcement officers to determine where meter use is heaviest and at what hours, and thus simplify reporting. Fewer meters mean fewer obstacles for pedestrians on busy sidewalks.

In addition, installing more multipurpose meters may prompt an aggressive local marketing and branding campaign—in connection with an effort to attract patrons to a downtown entertainment district, for instance. Finally, multi-space meters may lead to a reduction in complaints about parking—or the lack of parking—and improve the sometimes negative perceptions of parking enforcement personnel. The meters may also allow reductions in the number of enforcement officers. Some parking meter systems can detect the presence of a vehicle in the corresponding space. This capability can be used to simplify enforcement by wisely notifying enforcement officers if a driver has not paid the meter. Rather than having to physically check every parking meter on every block, enforcement officers can head directly for violators. This system can also raise the meter when a vehicle enters a space to prevent drivers from getting "free" time left over from the previous driver.

It should be noted that older reporting methods, if available at all, make it difficult to audit one parking area and make theft more difficult to trace. The newer systems change that scenario.

### Counting spaces

The new parking systems allow space counters to be integrated with sign posts to show drivers how many empty spaces are left in a lot or garage. At the Tampa International Airport, signs at the entrance to the economy parking garage show how many spaces are empty on each level. When patrons see that there are only 14 spaces remaining on Level 3 but 176 spaces available on Level 4, they are willing to go immediately to Level 4. The signage at the Tampa airport shows the time travelers must wait for parking; it cuts down on garage-related traffic, and it generally creates a more user-friendly environment. Just as an inefficient parking system can create a negative image, an efficient parking experience can create a positive and welcoming impression. This perception may in turn encourage drivers to return more often to a particular facility (or a downtown), thereby increasing parking revenues.

### Other trends

In addition to pricing, several other parking trends are attracting attention: shared parking, public-private partnerships, and the emerging use of parking within new developments.

**Shared parking.** Although not a new idea, shared parking is becoming more common in locations with multiple land uses, where different groups of users have different parking demands. Office buildings usually experience peak parking demand weekdays between 8 a.m. and 5 p.m. In contrast, movie theaters typically encounter peak demand during evening hours and on weekends.

The difference in parking demand curves provides a chance to reduce parking requirements. Other likely pairs include office buildings and apartments or hotels, medical offices and restaurants, and golf clubs and evening entertainment venues.

The benefits of shared parking go beyond cost savings. An efficient parking system puts valuable land to the highest and best use rather than overbuilding the number of parking spaces. Depending on the land-use mix, a reduction of five percent to 15 percent is possible. Note, though, that shared-parking reductions are most effective if all users have assigned or reserved parking spaces.

The Savannah River Landing, a development

Shared parking in Princeton, New Jersey. The 500-space Spring Street Garage serves nearby residents, shops and restaurants, and a public library—all part of a new downtown redevelopment project.



currently under construction in Savannah, is an example. Shared parking has allowed it to reduce the total number of on-site parking spaces by almost 30 percent.

**Public-private partnerships.** Another popular trend is the use of public-private partnerships to maximize parking resources, regardless of ownership. Some cities may have a shortage of public parking spaces, while a nearby private garage has excess capacity. Similarly, a city may have surplus parking capacity, while new development does not have enough land to fulfill the zoning code's parking requirement. The solution: a partnership that allows both public and private entities to benefit.

In some cases where public parking is in short supply, a local government may work with private garage owners to direct visitors to their facilities with appropriate signage. Both sides benefit: Private owners experience increased revenue, and the city may be able to defer a large capital expense for new parking. A recent study completed for Coral Gables, Florida, recommended such an approach.

If, on the other hand, the city has a parking space surplus, it may be able to work out an arrangement with private developers to meet some of their parking needs in public lots or garages. The Miami Parking Authority entered into such an agreement with developers of a proposed residential development that happened

to be adjacent to a public garage. In this case, the parking authority benefited from the added cash flow, and the developers found a way to meet zoning code requirements.

**Integration.** Increasingly, parking is being transformed from a last-minute agenda item to a key element of almost every development project. Municipal officials and private developers are finally realizing that the overall success of a downtown, shopping center, or mixed-use development depends in large part on how well the parking is integrated into the overall design. Visitors expect a seamless flow from the roadway to a parking space, out of their vehicle, and to their destination.

Parking that is central to a downtown or to a development will result in the desired pedestrian flow and activity that enlivens an area and creates a sense of place. To achieve this aim, planning for parking must take place in the earliest stages of every project—and every master planning process.

Vicky Gagliano is a parking specialist with Timothy Hassle & Associates in Tampa, Florida.

### Resources

**Earlier in Planning:** See "Pay As You Park," a profile of pricing advocate Donald Shop, May 2006.



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