City of Pensacola Downtown Parking

Downtown Parking

Parking History

❖ Late 1800's - Automobile invented

❖ 1896 - First American made gasoline automobile sold

❖ 1895 - 2,500 American manufactured vehicles sold

❖ 1927 - 15 million vehicles sold

❖ July 1935 - First meter installed in Oklahoma City (rate $0.05 per hr.)

❖ 1940 - More than 140,000 parking meters operating in the U.S.

Carl C. Magee invented the Park-o-Meter to solve the issue of a lack of sufficient parking space for the rapidly increasingly number of automobiles crowding into the downtown business district each day. While retailers loved the meters, as they encouraged a quick turnover of cars–and potential customers–and drivers were forced to accept them as a practical necessity for regulating parking. The meters inspired immediate debate over the pros and cons of coin-regulated parking. Indignant opponents of the meters considered paying for parking un-American, as it forced drivers to pay what amounted to a tax on their cars, depriving them of their money without due process of law.
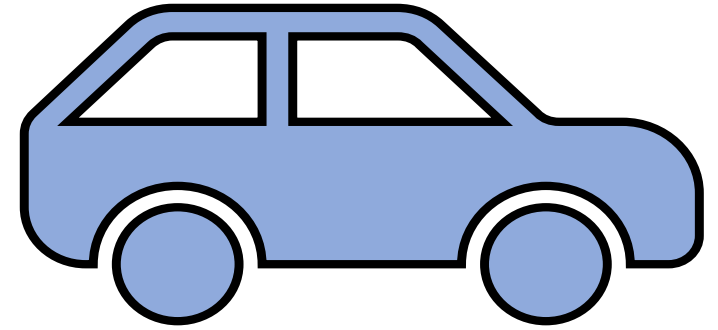
Downtown Parking Inventory

<u>City Parking Inventory</u>

- ➢ On- Street =   +/- 4,500 spaces
- ➢ Off - Street = +/- 3,000
- ➢ Paid Parking = +/- 1,600 spaces
- City Lots = 9
- City Garages = 1

<u>Private Parking Inventory</u>

- Private Spaces = +/- 14,600 spaces
- Private / Public Paid Lots = 16
- Private / Public Paid Garages = 1

Note: spaces and rates exclude boat ramps and city parks

<u>City Parking Rates</u>

- City Parking Rate = $0.50 per hour w/1st 30min free

    (Excludes Special Event Rates)

- 79% of City parking is free all the time

- 95% of City parking is free after 7pm

- 100% of parking is free on Sunday's & National Holiday's

<u>Private Parking Rates</u>

- Rates = $1.50 - $10.00 per hour

    (Excludes Special Event Rates)

<u>National Average Parking Rates</u>

* 2019 Global Parking Index*

   2-hr Off-Street Avg. Rate

- ***United States = $9.68***
- ***Ecuador =$1.69***
- ***South Africa = $1.69***
- ***Lithuania = $1.54***
- ***India = $0.18***

Note: spaces and rates exclude boat ramps and city parks*
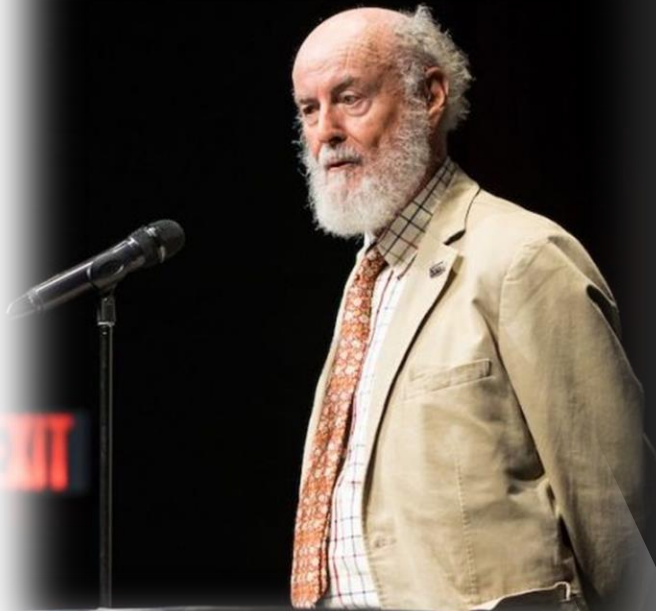
City Hourly Rate Timeline

- 1985 - 2000 = $0.10 per hr.

- 2000 - 2007 = $0.25 per hr.

- 2007 - current = $0.50 per hr.

Note:

Parking under Downtown Improvement Board

11/29/2007 to 11/29/2020

Shoup Offers Remedy for Pensacola's Parking Woes

October 23, 2018, Donald Shoup, distinguished research professor of urban planning at UCLA Luskin, recently spoke at Pensacola, Florida's CivicCon to address the city's chronic issues with parking, including huge swaths of unused parking lots. According to the Pensacola News Journal, Shoup proposed three reforms to improve the city's inefficient parking system:

1) **Remove off-street parking requirements**

2) **Charge the right prices for on-street parking**

3) **Use parking revenue to improve public services on the metered streets**

Shoup gave in-depth breakdowns of how each idea would improve the system as a whole. He also cited real-world examples of cities, such as Pasadena, where identical reform programs were successfully implemented. The overarching message behind Shoup's presentation was that **Pensacola should replace all on-street parking with a meter system; money raised from the meters would go directly back into the community to fund civic improvements to infrastructure, landscaping and general beautification.** If all his recommendations were adopted, Shoup argued, they would work in tandem to increase foot traffic and property values.

https://www.pnj.com/videos/news/2018/10/10/civiccon-donald-shoup-explains-how-we-can-get-parking-right/1594870002/

Dr. Shoup's Top 3

- **#1 Charge the Right Price for Curb Parking** = The lowest price that will leave 1 or 2 vacant spaces on each block

- **#2 Establish Parking Revenue Benefits** = reinvest parking revenues back into the neighborhoods that generate it.

- **#3 Reduce or Remove Off-Street Parking Requirements** = Do not require additional parking when a building's use changes / freedom from parking requirements will allow higher density and new uses for old buildings
  - ➤ If everybody sees their meter money at work, the new public service can make demand-based prices for on-street parking politically popular.
  - ➤ Make Parking Friendly – NOT FREE
  - ➤ Social Justice Parking – gifts to the future
  - ➤ Charge the Right Price All Day – Every Day – must consider time of the year, time of the day, and location.
  - ➤ How the Parking Dollars are used makes ALL the difference
  - ➤ Lower rate for the 1st hour for residents 'locals' show discount on itemized receipt – tourist pay higher rates (they do not know the difference) Promotes community

Its unfair to have cities where parking is free for cars and housing is expensive for people.

Donald Shoup

Improving City Parking: Recommendations

- Adjust Hourly Parking Rates to $0.75 - $1.00 per hour
- Increase Hours for Paid Parking based on usage
- Expand City Areas / Zones of Paid Parking
- Eliminate 2-Hour Parking Zones
- Identify Parking Fund Usage for Civic and Infrastructure Improvements
- Engage and Educate Citizens
- Improve Curb Management
- Create Ordinance for Proper Management of Private Parking Lots/Garages Operating for Paid Public use within the City limits

Rate Comparisons

MOBILE AL
On Street Meters - $1.00 per hour

155 Church Street Lot
0-4 hrs $5.00
4-8 hrs $8.00
8-12 hrs $10.00
24 hrs $20.00
Fort Conde & Water St. Lots
0-4 hrs $4.00
4-8 hrs $7.00
8-12 hrs $10.00

PANAMA CITY BEACH FL
$1 per hour up to 6 hours

$6 for 24 hours.

GALVESTON TX
Parking within Downtown is $1.50/hour with a minimum of 1 hour

GAINESVILLE FL
Daily Rates:
6am-6pm – $1/hr ($6 max)
6pm-6am – $5/night

Rate Comparisons Continued

ORLANDO FL

Parking Garages

$2 per hour ($15 daily maximum)

$1 for the first 30 minutes

Early Bird Rate at Parking Garages

Enter between 5:30 a.m. and 7 a.m. / exit before 5 p.m.

$8 flat rate

On-Street Metered Spaces

$1 per hour

Free from 6 p.m. - 8 a.m.

Free on Sundays and city holidays

Creative Village On-Street Parking

$1 per hour

Free from 9 p.m. to 8 a.m.

Free on Sundays and city holidays

Surface Lots

$2 per hour or Weekend/Event Rate of $10

Rate Comparisons Continued

ASHEVILLE NC

Less than one hour: $0.00 (free)
Second hour: $2.50
Each additional hour: $1.25
Daily maximum: $12.00

SAVANNAH GA

Rates vary from $1-$2 per hour: $2 per hour is more usual for street parking north of Liberty Street, and $1 per hour in city-owned garages.

An exception is the Whitaker Street Garage (closest for Ellis Square, City Market, River Street and Bull Street), which charges $2 per hour, with a daily maximum charge of $16.

BOCA RATON FL

Hourly rate for meters: $2 on weekdays and $3 on weekends. Day parking rates for Red Reef and Spanish River parks: **$17 on weekdays and $19 on weekends**; South Beach Park: $16 on weekdays and $18 on weekends.

Rate Comparisons Continued

DEERFIELD BEACH FL
Pier Parking Lot Monday from 6am to Friday 4pm $3.00/Hour
Pier Parking Lot Friday from 4pm to Midnight on Sunday $4.00/Hour
Kirk Cottrell Pavilion Monday from 6am to Friday 4pm $3.00/Hour
Kirk Cottrell Pavilion Friday from 4pm to Midnight on Sunday $4.00/Hour

PENSACOLA INTERNATIONAL AIRPORT
surface parking lot for 1 hour - $2.00
parking for 24 hours at the surface parking - $9.00/day
economy parking lot - $2.00/hour, and $8.00/day
parking garage - $1.00/30 minutes, and $11.00/day

Thank You!