



WALKER
PARKING CONSULTANTS

PARKING MASTER PLAN – PHASE ONE

CITY OF
FERNANDINA BEACH

FERNANDINA BEACH, FLORIDA

Final Report
July 2002
Project No. 15-1484.00



CITY OF FERNANDINA BEACH

PARKING MASTER PLAN – PHASE ONE



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JULY 2002

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EXECUTIVE SUMMARY

The City of Fernandina Beach (City) has retained Walker Parking Consultants (Walker) to perform phase one of a parking master plan. The objective of the master plan is to evaluate the parking conditions for effectiveness and efficiency as well as make suggestions for improvement.

The boundaries for the study are Dade Street to the north, Ash Street to the south, 8th Street to the east, and the Amelia River to the west. The study area consists of 35 blocks in historic downtown Fernandina Beach and is separated into three sub-areas: the Marina, the Central Business District (CBD or Downtown), and the Church/Residential district.

Walker Parking Consultants, along with the City of Fernandina Beach held a community workshop on April 27, 2002 at City hall. The workshop allowed both Walker and the City to listen to community concerns regarding parking. Walker has incorporated the community concerns and ideas into the study.

After considering various options, Walker has created action plans for each of the sub-areas. The action plans have been prioritized according to effectiveness, critical versus non-critical, financial obligation, timing, and ease of implementation.

Walker has categorized the action plans into high, medium, and low priority items. High priority items should be implemented immediately or in the near future. Those items identified as high priority are either critical to the success of the parking system or will significantly improve the system.

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Walker recommends the following high priority items to be addressed by the City in the next twelve (12) to eighteen (18) months.

Downtown Sub-Area

- Enforce parking regulations on a consistent and regular basis
- Improve lighting conditions, especially in remote parking areas
- Implement two (2) to three (3) hour time-limits along Centre Street OR implement a fee-based system along Centre Street
- Implement six (6) to seven (7) hour time-limits along the roadways perpendicular to Centre Street OR implement a fee-based system along these roadways
- Retain at least some of the city owned property, especially in high demand areas, for future parking needs
- Add a parking requirement or an in-lieu fee to the zoning ordinances
- Increase patrol officer visibility during business closing hours

Marina Sub-Area

- Implement an overnight parking permit for Lots C and D (add restrictions to Lots A and B which prohibit overnight parking)
- Implement a time-limit in Lots A and B OR implement a fee-based system in Lots A and B

Residential/Church Sub-Area

- Implement a residential parking permit program in problematic areas where businesses and residential units are merged within close proximity to each other

System Wide

- Coordinate the actions of all sub-areas. Any actions taken in one sub-area should be closely examined for their effect on adjacent areas.

Please note, as each action is implemented, the requirements of an effective parking system may change. Therefore, Walker suggests continual evaluation of the parking system.

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INTRODUCTION

BACKGROUND

The City of Fernandina Beach (City) has retained Walker Parking Consultants (Walker) to perform phase one of a parking master plan. The objective of the master plan is to evaluate the parking conditions for effectiveness and efficiency as well as make suggestions for improvement.

Known as the Isle of 8 Flags, Fernandina Beach is filled with charm, history, and culture. The island is the birthplace to the modern shrimping industry, home of the oldest Saloon in Florida, and filled with Victorian architecture. As the city continues to grow and attract visitors, the parking demand will increase and in turn, changes in the parking system will be needed. Phase one of the master plan will address these issues and suggest some ways to improve the parking conditions.

Figure 1: Welcome Sign



Source: Walker Parking Consultants, 2002

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SCOPE OF SERVICES

1. Meet with designated City of Fernandina Beach representatives to confirm the study goals, objectives, procedures and schedule.
2. Conduct a city "Work-Shop" with local citizens to address any concerns, suggestions, and solutions regarding the current and future parking system. Results and feedback from the workshop will be considered and appropriately included in our analysis.
3. Review the Supply/Demand Study (June 1999) and Supply/Demand Update and Alternatives Analysis (June 2000) along with all new and proposed developments in the study area that could alter the study numbers. If no substantial changes have occurred, occupancy counts from the Supply/Demand Study (June 1999) will be used in the development of the Parking Master Plan.

If substantial changes have occurred in the study area, new occupancy counts may be collected. If this task is deemed necessary by the city, it will be performed on an hourly basis per the attached Rate Schedule.

4. Review the current parking management strategies and methods of operation including:
 - Methods of designating parking areas
 - Enforcement and policing of parking areas
 - Strategies for controlling the use of parking areas
 - Wayfinding and signage
5. Recommend changes to parking management strategies and methods of operation to improve the efficiency and effectiveness of the parking system, while maintaining a high level of customer satisfaction.
6. Evaluate possible parking management systems such as a fee-based system, time restriction based system, etc. The evaluation will include:
 - Capital costs
 - Operational costs
 - Required revenues needed to support such system
 - Comparison analysis of similar cities' parking revenues
 - Possible ways to utilize excess revenues above costs

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7. Summarize the findings, including concerns from workshop, in a draft report and present to designated representatives of the City of Fernandina Beach. The client will have 45 days from the issuance date of the draft report to provide feedback concerning the draft report. This feedback will be considered by Walker and appropriately incorporated into the final report. Walker will consider the report to be a final report if no comments are provided during the 45-day period.
8. Conduct a public meeting for city residents and representatives to present recommendations and receive feedback.
9. After obtaining feedback from City residents and representatives, finalize parking master plan and issue six (6) bound and one (1) unbound copies of the report.

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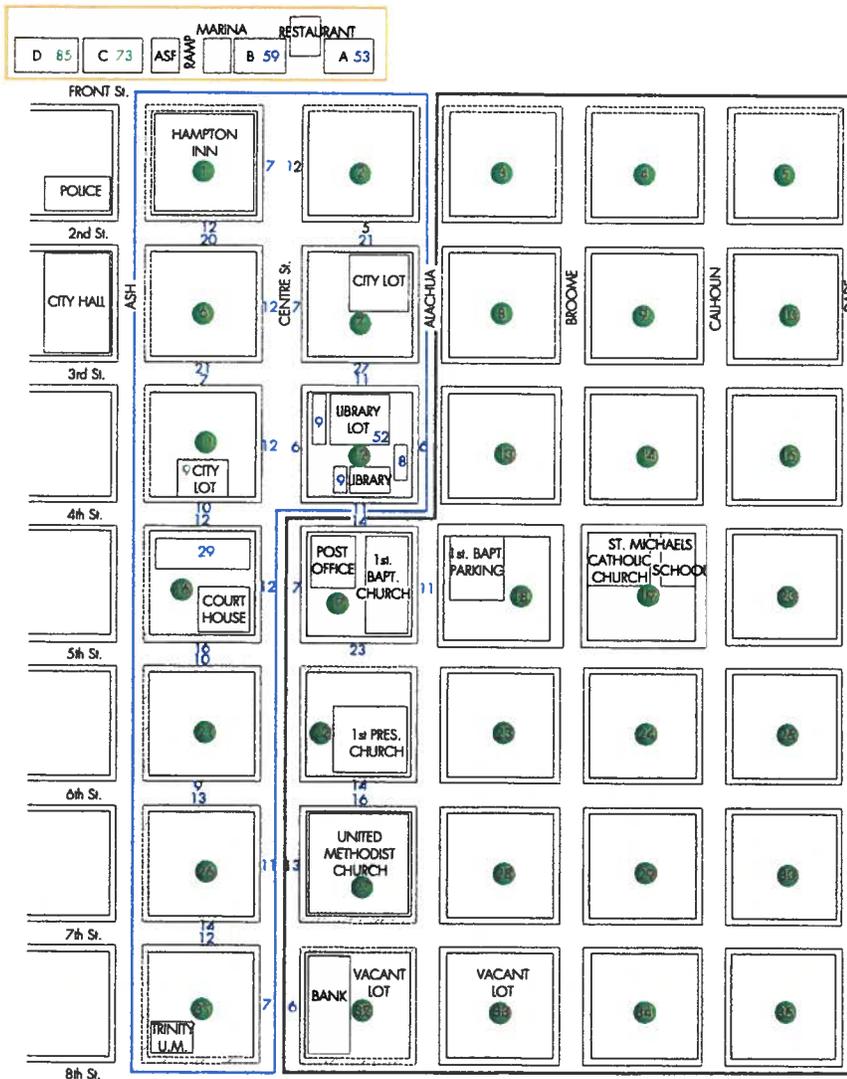
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STUDY AREA

The boundaries for the study are Dade Street to the north, Ash Street to the south, 8th Street to the east, and the Amelia River to the west. The study area consists of 35 blocks in historic downtown Fernandina Beach and is separated into three sub-areas: the Marina, the Central Business District (CBD or Downtown), and the Church/Residential district. Figure 2 illustrates the study area and the three sub-areas.

Figure 2: City of Fernandina Beach Study Area



LEGEND:

- Block Numbers
- Lined Spaces
- Estimated Spaces
- Church/Residential District
- Central Business District
- Marina District
- No Parking
- NORTH

Source: Walker Parking Consultants, 2002

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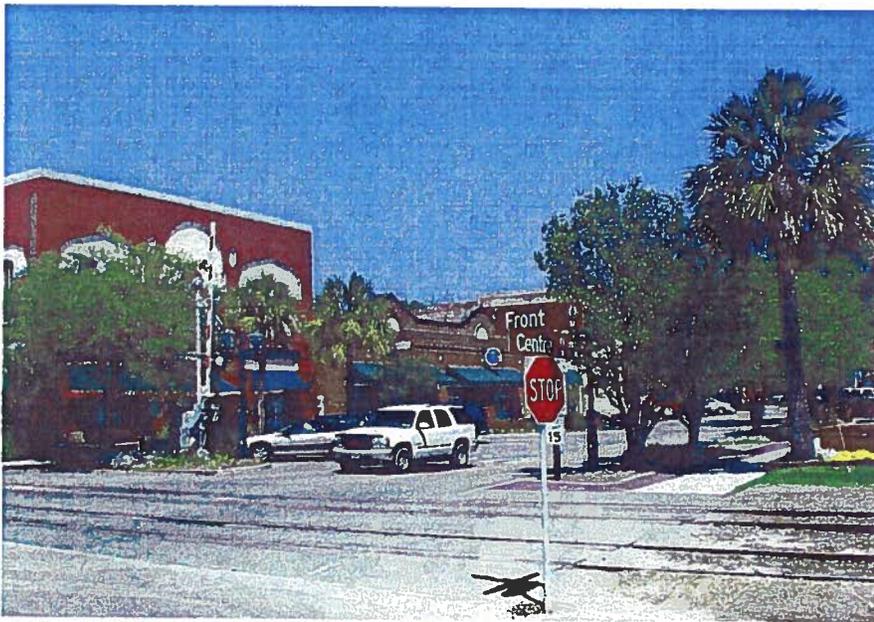
REPORT ORGANIZATION

In order to address the characteristics of the three sub-areas, this report is divided into three sections. The issues and possible solutions are addressed for each sub-area. In doing so, the three sub-areas each have a list of options tailored to their own needs.

Each sub-area section contains study area boundaries, current and future conditions, a description of the users, and management options. Certain topics relevant to all study sub-areas are listed after the sub-area sections.

The last two sections of this report outline the parking operations and suggested action plans for each sub-area. Appendices are included for backup information relevant to this study.

Figure 3: Downtown Fernandina Beach



Source: Walker Parking Consultants, 2002

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WORKSHOP

INTRODUCTION

Walker Parking Consultants, along with the City of Fernandina Beach held a community workshop on April 27, 2002 at City hall. The workshop allowed both Walker and the City to listen to community concerns regarding parking. In addition, the community members were afforded the opportunity to contribute possible solutions.

The purpose of the workshop was to allow community members a chance to let the city staff and the parking consultants know what they feel the issues are and how they feel the issues could be solved. Then as a group (community members, city staff, and consultants), determine what the benefits and drawbacks are for each possible solution. In addition, the workshop intended to encourage community involvement, input, and support.

Attendance at the workshop consisted of sixteen (16) community members, three (3) city employees, and two (2) consultants from Walker. Community members included business owners, employees, church members, and residents. A list of those in attendance is included in Appendix A.

Community members agreed that there is a parking problem in Fernandina Beach and that they are willing to help improve the situation. During the workshop, community members assisted Walker by prioritizing the users of each sub-area. In addition, they participated by listing relevant issues such as enforcement, safety, lighting, and signage. Although they would like to see some additional parking areas and/or a parking garage, there is an understanding of the financial restraints and implications of an endeavor. The agenda and minutes from the workshop are included in Appendix B and C.

OBJECTIVE AND PURPOSE

ATTENDANCE

SUMMARY

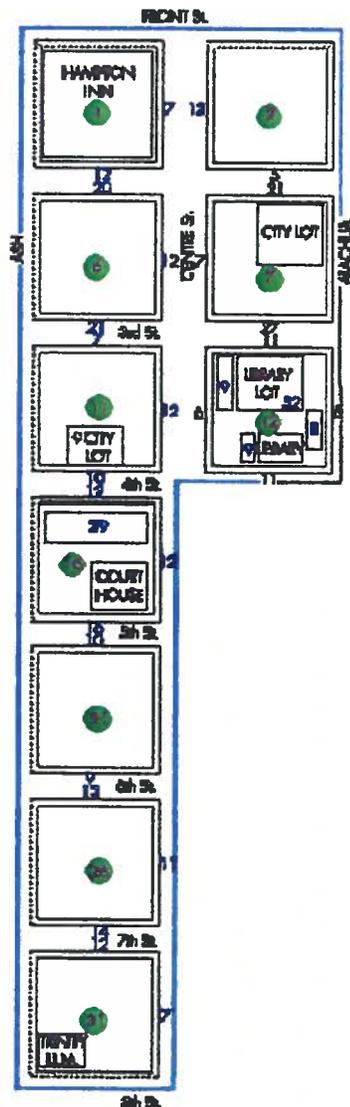


DOWNTOWN

STUDY SUB-AREA

The downtown sub-area is a 10-block area. Boundaries for the downtown sub-area are Centre Street to the north, 8th Street to the east, Ash Street to the south, and Front Street to the west. In addition, the three blocks between Alachua Street and Centre Street, and between Front Street and 4th Street, are included.

Figure 4: Downtown Sub-Area



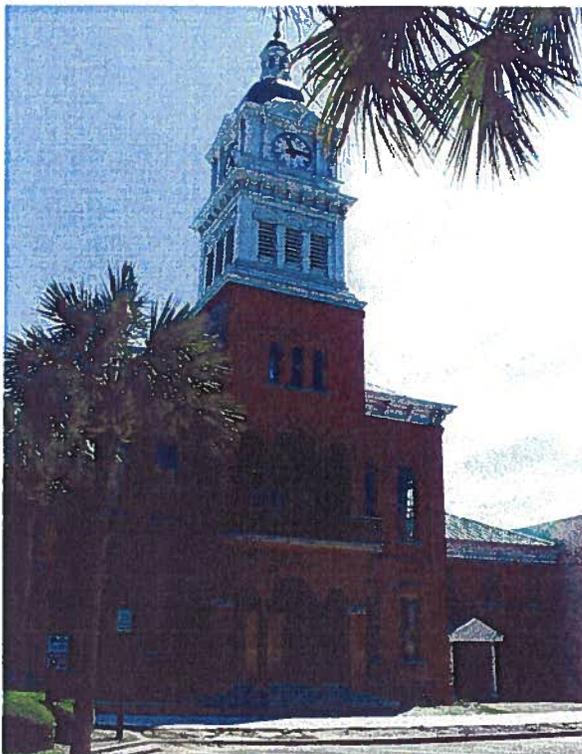
Source: Walker Parking Consultants, 2002

CURRENT AND FUTURE
CONDITIONS

The core thoroughfare in the downtown sub-area is Center Street. Retail stores, restaurants, offices, and the county courthouse are some of the tenants found on Centre Street. Parking is permitted both along Centre Street and the adjacent roadways. In addition, there are three public parking lots located at: Alachua Street and 2nd Street, Alachua Street and 3rd Street, and Ash Street and 4th Street.

Currently, the county courthouse is in the process of reopening. Once reopened, downtown parking areas will also need to accommodate the additional parking needs for jurors and other court related personnel. Likewise, there are some vacant office and retail units in this area. If these units are rented or purchased, the number of motorists will increase along with the number of parking spaces needed.

Figure 5: County Courthouse



Source: Walker Parking Consultants, 2002



USERS AND NEEDS

The users and needs of the downtown sub-area were identified during the community workshop. The primary motorists who should have first priority with relation to parking include customers, tourists, visitors, residents, and churchgoers. The secondary motorists who require parking but may not have the same level of priority as the primary users include business owners and employees, office workers and professionals, and those persons making deliveries.

Typically, short-term users are provided access to parking areas most convenient to their destination. On the other hand, the long-term users, such as employees, are provided access to parking areas more remote to their destination but within an acceptable distance.

Users such as customers, visitors, and tourists are usually not as familiar with the surroundings compared to employees who come to the destination regularly. Also, those users are also only at a destination for a short amount of time, much less than an employee who parks their vehicle and does not return until the end of the day. For both of those reasons, parking areas closest to the destination are best suited for the short-term customers, visitors, and tourists.

Residents are typically provided access to parking areas adjacent to their dwelling. Those users may be loading and/or unloading items from their vehicle. Residents with small children will also have to transport the children to and from the vehicle. Therefore, if private off-street parking is not available, accommodations should be made to provide residents a parking area near their unit.

Business owners, employees, and other office workers require parking within a reasonable walking distance. However, these users should park in areas more remote to their destination, leaving the nearby spaces for the customers and visitors.



MANAGEMENT OPTIONS

TIME LIMITS

The City of Fernandina Beach currently has on-street parking areas with posted time limits. Time limits can be used to reduce the number of long-term parkers in the close-up and convenient spaces. The most convenient spaces are best utilized for short-term parkers because it provides parking for a large number of motorists due to the high turnover. In other words, one space may provide parking for up to four (4) vehicles per hour or more.

There are some disadvantages when limiting the amount of time a vehicle can occupy a parking space. Visitors may view the time limits as a nuisance or poor customer service. In addition, consistent enforcement, which is labor intensive, is needed to effectively implement the time limits. Finally, some visitors may receive a parking ticket.

Measures can be taken in order to compensate for some of the disadvantages. A time limit of two (2) to three (3) hours would provide enough time for a visitor to shop and dine in one of the many eating establishments. Similarly, warnings can be issued for first-time offenders. This will allow visitors who go over time limits to not be penalized while repeat offenders will be ticketed for their violations.

If implementing a timed system in all areas, the on-street parking spaces along Centre Street should have a posted time limit of two (2) to three (3) hours. Implementing the time limits throughout Centre Street will free up some visitor spaces and give visitors the perception of ample and therefore, user-friendly parking conditions in the downtown area.

If Centre Street was signed with time limits, the side streets should also have a time limit posted. This area would be used for those visitors who are going to spend more than two (2) to three (3) hours in the downtown area. Time limits in this area should be of greater length, up to six (6) hours. Please note, in order to deter long-term employee parking, the time limit should not extend beyond seven (7) hours.

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Time limits should only be effective during the daytime hours since there is not a parking shortage in the evening hours. If the need arises in the future for managed evening parking, time limits could be extended into the evening hours or all day. Please note, hours for enforcement are identified in the zoning ordinances and may require modification in the future for extended hours.



FEE-BASED SYSTEM

The City of Fernandina Beach provides public parking free of charge to all users. Without any parking fees, it can prove difficult to manage and allocate specific parking areas for specific users. Installing a fee-based system in the downtown area may improve the parking conditions for valued customers, visitors, and tourists. There are several advantages and disadvantages of implementing a fee-based system.

One major disadvantage of a fee-based system is cost, both to the motorist and city. Multi-space meters require payment from the visitors who park in those spaces, and they may be viewed in a negative manner. Likewise, the cost to implement a fee-based system can be substantial depending on the type of equipment used.

In order to operate an effective fee-based system, consistent enforcement is required. Visitors who receive a violation for accidentally not paying for parking may view the system as unfriendly. While these drawbacks may be substantial, there are some methods to overcome or dissolve the issues.

A fee-based system has the potential to generate enough revenue to pay for itself. In some cases, the system can generate excess funds which may be used for additional improvements to the parking system, the purchase of new parking areas, or even the construction of a parking garage.

In the downtown sub-area, visitor parking spaces are regularly occupied with long-term parkers such as employees. A fee-based system would deter employees from parking in visitor spaces, therefore allowing visitor spaces to be more readily available. Those visitors may feel the convenience of available front-door parking outweighs the parking fee.

Another benefit from meters is the simplification of the enforcement of time limits. While visitors may violate the regulations, the system could be arranged to issue warnings to first-time offenders. Finally, it is typically easier to enforce and monitor vehicles within a fee-based system. Technology allows one officer to quickly determine which vehicles are in violation without having to chalk tires, mark tire stem locations, or record license plate numbers.

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The decision to install a fee-based system in the downtown area should be coordinated with the parking regulations in adjacent areas, particularly the marina and residential/church sub-areas. Please note, implementing a fee-based system in the downtown area may transfer motorists from the downtown area to the adjacent sub-areas. In turn, the parking conditions in those areas could worsen without rules and regulations of their own.

If a fee-based system is implemented, provisions should be made for free or reasonably priced long-term parking areas in order to maintain affordable parking for downtown merchants and employees. The free or low cost long-term parking areas should be located farther from the downtown area but within a reasonable walking distance. A detailed explanation of acceptable walking distances is included later in this report.

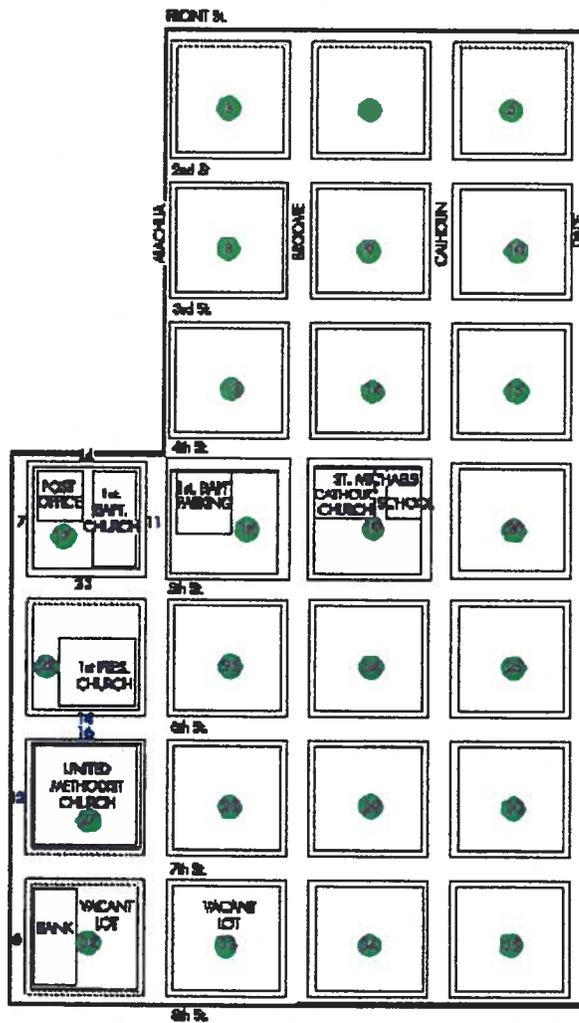


RESIDENTIAL

STUDY SUB-AREA

The Residential/Church sub-area is a 25-block area. The boundaries of the sub-area are Dade Street to the north, 8th Street to the east, Alachua Street to the south, Front Street to the west. In addition, the four blocks between 4th Street and 8th Street, and between Alachua Street and Centre Street are included.

Figure 6: Residential and Church Sub-Area



Source: Walker Parking Consultants, 2002



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CURRENT AND FUTURE CONDITIONS

The residential/church sub-area contains mostly homes, churches, and some bed and breakfast lodging. Parking in the residential/church sub-area is mostly unrestricted. Although some of the churches do have their own off-street parking, many of them utilize the public on-street parking for some or all of their needs. On the other hand, most of the residential units have their own private off-street parking areas to accommodate their vehicles and any guests.

The First Baptist Church is expected to move from the study sub-area. Once First Baptist moves, the parking conditions during peak church service hours (Sunday and Wednesday) may improve due to the reduction in the number of churchgoers in the area. No other significant changes to the sub-area are expected.

USERS AND NEEDS

The users and needs of the residential/church sub-area were identified during the community workshop. The primary motorists who should have first priority with relation to parking include residents and churchgoers. The secondary motorists who require parking but may not have the same level of priority as the primary users include tourists, visitors, business owners and employees, office workers and professionals, and those persons making deliveries.

As mentioned previously, residents are typically provided access to parking areas adjacent to their dwelling. Therefore, if private off-street parking is not available, the parking spaces in front of the residential units are the best alternative for residents.

Churchgoers have the highest demand on Sunday mornings. When possible, those users should be placed in private parking areas owned by the church. If the church does not have the resources to provide parking, off-street spaces adjacent to the church may be used on a first-come, first-serve basis. Many of these users will leave the area by the afternoon and will not greatly interfere with normal downtown business.

Visitors and tourists are usually not as familiar with the surroundings compared to employees who come to the destination regularly. Most visitors and tourists who are going downtown will not enter the residential/church sub-area and therefore, do not require any special parking areas.

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On the other hand, some business owners, employees, and persons making deliveries may be somewhat familiar with the residential/church sub-area. Although these users are not a priority, some may utilize parking in this area. Unless these users are infringing upon the parking areas needed for residential use, there should not be any major problems with them utilizing the vacant spaces, especially on the fringe of the sub-area.

MANAGEMENT OPTIONS

RESIDENTIAL PERMIT

Residential permits may be issued to allow residents who live in the sub-area, to park in public on-street spaces. Signage could designate certain areas as "Permit Required." Permits could be required during all hours or only during designated times. Similarly, time limits could be posted for all vehicles not properly displaying a residential permit.

The City may want to consider a residential permit system in areas where residential units and business infringe upon each other. Those residents who live in the immediate vicinity of high demand businesses could be provided a permit after providing proof of residency. In order to efficiently manage the on-street parking in the fringe areas, only those residents who do not have private off-street parking areas should be granted an on-street permit.

Cost for implementation would include the cost of installing signage, issuing permits, and enforcement. In this case, regular enforcement may not be required in all areas. Only those fringe areas with less than adequate parking conditions may require regular enforcement. Other areas could be enforced on an as-needed basis. Typically residents will make phone calls to the police department when a problem occurs.

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A fee-based system could be installed in the residential/church area if the need for restricting long-term parking arises. However, at the present, there is not a need for a fee-based system in this sub-area. In the future, if the need arises for restricting long-term use of public parking spaces, a fee-based system could be installed. Such systems require provisions allowing residents to park without charge. Please note, a residential permit may be more suitable for this sub-area.

FEE BASED

Time limits could be posted in the residential/church sub-area. Although this may be effective in reducing the number of long-term motorists, it will most likely not be effective in this type of area. In order to reduce the number of long-term parkers and provide spaces for residential use, a permit system may be more appropriate.

TIME LIMITS

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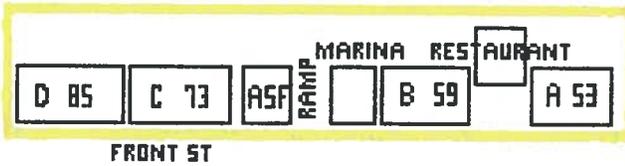
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MARINA

STUDY SUB-AREA

The Marina sub-area consists of the four parking areas located adjacent to the marina. Lots A, B, C, and D are included in this study area. Figure 7 outlines the locations of the four parking lots in relation to the marina, boat ramp, and restaurant.

Figure 7: Marina Sub-Area



Source: Walker Parking Consultants, 2002

Figure 8: Marina Lot A



Source: Walker Parking Consultants, 2002

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CURRENT AND FUTURE CONDITIONS

The marina sub-area is located on the west side of downtown. Centre Street ends at the sub-area between the marina parking areas A and B. There are four surface parking areas located in the sub-area. Lots A and B are the two paved lots adjacent to the restaurant and on the north side of the sub-area. Lots C and D are unpaved parking areas on the south side of the sub-area and adjacent to the Marina, boat slips, and boat ramp.

A mixed-use development is being discussed for the area north of this sub-area. The mixed-use development may impact the parking conditions in the four surface lots noted above. Once the development program is decided, the City should evaluate the impact on parking conditions to determine what course of action should be taken.

USERS AND NEEDS

The users and needs of the marina sub-area were identified during the community workshop. The primary motorists who should have first priority with relation to parking include boaters, charter fishing customers, tourists, visitors, and other revenue generating motorists. The secondary motorists who require parking but may not have the same level of priority as the primary users include charter fishermen, business owners and employees, live aboard boaters, hotel overflow parking, Cumberland Island visitors, and those persons making deliveries. Please note Cumberland Island visitors park at the marina and take a ferry over to Cumberland Island. These users may or may not spend time in Fernandina Beach.

Typically, short-term users are provided access to parking areas most convenient to their destination. On the other hand, long-term users, those parked for longer than eight (8) hours, including overnight users, are usually provided access to parking areas more remote to their destination but within an acceptable distance.

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Users such as boaters, charter boat customers, visitors, and tourists are usually not as familiar with the surroundings compared to motorists who come to the destination regularly. Those users are also only at their destination for a short amount of time, much less than an employee or overnight user who parks their vehicle and does not return until several hours later. For both of those reasons, parking areas closest to the destination are best suited for the short-term customers, visitors, and tourists.

Charter fishermen, business owners, employees, deliveries and live aboard boaters require parking within a reasonable walking distance. However, these users should park in those areas more remote to their destination, leaving the nearby spaces for the customers and visitors.

Hotel visitors should utilize the private off-street surface parking area or the hotel's overflow parking area. Cumberland Island visitors who are parking for extended periods of time should also utilize those parking areas more remote so that short-term users can utilize the most convenient spaces.

The marina currently provides parking free parking for overnight vehicles which may include passenger cars, trucks, and vehicles with boat trailers. In addition, some local residents may be utilizing the surface parking areas as storage for old or oversized vehicles. These vehicles are utilizing the parking resources for a large amount of time in a prime location, and the City is funding the maintenance, repair, and security of the lots.

There are several options to issuing permits for overnight parking. First, permits could be issued for a fee or complimentary. Should the City charge for the permits, funds collected could be used to offset the cost of maintenance for these parking areas, cover the cost of security, or used to enhance other parking areas. Fees should be appropriately set according to the amount of space required (i.e. a vehicle would require one permit, while a vehicle with a trailer would require two – one for each parking space used). Finally, fees should be initially set at a price low enough to not displace these users to other no-cost adjacent areas, especially the downtown and residential/church sub-areas.

MANAGEMENT OPTIONS

OVERNIGHT PERMIT ONLY

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When a permit is issued, information about the vehicle and owner can be collected in case of emergency. Collection of this information will allow the City to monitor authorized vehicles and detect any potential security concerns. Permits could be issued by the marina, other downtown businesses, the police station, or from an automated permit dispenser.

There are some disadvantages to implementing an overnight permit parking system. First, users may feel there is an inconvenience with having to acquire a permit and/or pay for the permit. There may also be some implications when dealing with violators. For example, it may be difficult to collect fines from a ticket issued, and towing a vehicle can create an image of poor customer service.

The City will have to fund the initial cost for the signage, permits, and costs for implementation (brochures, procedures, etc). Regular enforcement will also be needed to maintain an effective parking system. However, the implementation will provide revenue for the City, and possibly more spaces for visitors and marina users.

Please note, in order to prevent marina users from transferring to the downtown area, the downtown sub-area should be changed to a fee-based system.

Implementing a posted time limit on all parking areas at the marina has some advantages. First, the parking spaces will accommodate a larger number of short-term users such as visitors and charter fishing customers. A timed-system will also create additional revenue from violations.

On the other hand, a timed-system will require the installation of signage and consistent enforcement. Enforcing a timed system is labor intensive since it is typically performed manually through chalk marks or another similar means. In addition, enforcement of a signed time-limit is susceptible to human error and more difficult to manage than a fee-based system. Should the City wish to manage parking in this sub-area during the daytime hours, it may be more advantageous to implement a fee-based system.

TIME LIMITS

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FEE BASED

Installing a fee-based system in the marina sub-area may improve the parking conditions for valued customers, visitors, tourists, and charter fishing customers. There are several advantages and disadvantages of implementing a fee-based system.

One disadvantage of a fee-based system is cost, both to the motorist and city. Multi-space meters require payment from the visitors who park in those spaces, and they may be viewed in a negative manner. Likewise, the cost to implement a fee-based system can be significant depending on the type of equipment used (\$20,000 to \$30,000 per meter).

In order to operate an effective fee-based system, consistent enforcement is required. Visitors who receive a violation for accidentally not paying for parking may view the system as unfriendly. While these drawbacks may be substantial, there are some methods to overcome the issues.

A fee-based system has the potential to generate enough revenue to pay for itself. In some cases, the system can generate excess funds which may be used for additional improvements to the parking system, the purchase of new parking areas, or even the construction of a parking garage.

In the marina sub-area, parking spaces are regularly occupied with overnight and long-term parkers such as live aboards, Cumberland Island guests, other overnight boaters, and employees. A fee-based system would deter these users from parking in visitor spaces, therefore allowing visitor spaces to be more readily available during the daytime hours. Those visitors may feel the convenience of available front-door parking outweighs the parking fee.

Finally, another benefit from meters is the simplification of the enforcement of time limits. While visitors may violate the regulations, the system could be arranged to issue warnings to first-time offenders.

The decision to install a fee-based system in the marina area should be coordinated with the parking regulations in adjacent areas, in particular the downtown sub-area. Please note, implementing a fee-based system in the marina area may transfer motorists from the marina area to the adjacent sub-areas. In turn, the parking conditions in those areas could worsen without rules and regulations of their own.

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The City should consider implementing a fee-based system on the two surface lots along with the overnight permits on the unpaved lots. Such a system will accommodate all types of users while effectively managing all parking areas.

If a fee-based system is implemented, provisions should be made for free or reasonably priced long-term parking areas to maintain affordable parking for marina employees. The free or low cost long-term parking areas should be located farther from the marina area but within a reasonable walking distance.

Figure 9: Marina Lots C and D



Source: Walker Parking Consultants, 2002



NEW PARKING AREAS

GRAVEL SURFACE LOTS

One method of increasing the parking supply is through the construction of gravel surface lots. Table 1 details the advantages and disadvantages of implementing a gravel surface lot.

Table 1: Advantages vs. Disadvantages – Gravel Surface Lots

Advantages	Disadvantages
<ul style="list-style-type: none">• Increase the number of parking spaces• Relatively inexpensive cost for construction (~\$500-\$800 per space PLUS soft costs and land acquisition)• Ability to utilize multiple sites which are close to localized parking space deficits• Ability to conform to any lot size or shape• Improves parking space visibility and awareness• Ease of navigation in the parking area for the motorist	<ul style="list-style-type: none">• Cost of construction• Cost and implications of land acquisition may be cumbersome• Not usually the highest and best use of prime real estate• Inefficient use of space• Low level of service to the parking patron• May not be aesthetically appealing

Source: Walker Parking Consultants, 2002

The costs for construction are less than that of paved surface lots or a parking structure. However, depending on demand and location, the cost to acquire land may be high.



PAVED SURFACE LOTS

Another method of increasing the parking supply is through the construction of paved surface lots. Table 2 details the advantages and disadvantages of implementing a paved surface lot.

Table 2: Advantages vs. Disadvantages – Paved Surface Lots

Advantages	Disadvantages
<ul style="list-style-type: none"> • Increase the number of parking spaces • Moderate cost to construct (~\$1,800 - \$2,000 per space plus soft costs and land acquisition) • Ability to utilize multiple sites which are close to localized parking space deficits • Improves parking space visibility and awareness • Ease of navigation in the parking area for the motorist 	<ul style="list-style-type: none"> • Cost of construction • Costs and land acquisition may be cumbersome • Efficient use of space may be compromised if the sites are not of certain size and shape • Not usually the highest and best use of prime real estate • Surface lot may not blend in with the adjacent surroundings

Source: Walker Parking Consultants, 2002

PARKING STRUCTURES

The construction of a parking structure is another method of increasing the parking supply. Table 3 details the advantages and disadvantages of implementing a parking structure.

Table 3: Advantages vs. Disadvantages – Parking Structures

Advantages	Disadvantages
<ul style="list-style-type: none"> • Increase the number of parking spaces (larger capacity than with just surface parking lots) • Shelters vehicles and patrons during inclement weather • Utilizing land to fullest potential • Highly visible to the motorist • Ability to incorporate retail/business space at street level 	<ul style="list-style-type: none"> • Expensive construction costs (\$8,000 - \$12,000 per space plus soft costs and land acquisition) • Parking structure may not be aesthetically appealing • Costs and land acquisition may be cumbersome • Not usually the highest and best use of prime real estate • May provide parking for only a small area of the study zone

Source: Walker Parking Consultants, 2002

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LOCATIONS

Several possible future locations for parking areas were identified during the community workshop. Walker requested additional information from the City regarding these properties. Table 4 outlines each location, assessed value, lot dimensions, and whether or not it is already owned by the City. Please note, the assessed value could vary significantly from the market value.

Table 4: Possible Future Parking Areas (Identified at workshop)

Property	Assessed Value	Lot Size	City Owned
Cook Property	\$155,000	252x500	No
Broome Street Property	\$100,000	175x100	Yes
Library Location	\$1,057,290	425x200	Yes
Old Police Station	\$459,116	175x150	Yes
First Baptist Church Parking Lot	\$165,000	165x100	No
10 th Street (Across from old schoolhouse)	\$91,534	150x100	No
Parking Area Behind Post Office	\$340,200	50x100	No
2 nd Street (Across from Hampton Inn)	\$126,159	69x100	No
Bank of America Lot	\$215,000	100x100	No
Bank Area 8 th and Atlantic	\$750,000	200x400	No

Source: City of Fernandina Beach and Walker Parking Consultants, 2002

Using the information provided above, Walker estimated the approximate number of paved parking spaces each location would accommodate. The estimated number of spaces (efficiency) was conservatively based on 330 square feet per stall. The efficiency may be higher or lower depending on the type of parking and the dimensions of the lot.

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In order to compare the areas on an equal basis, calculations were made to determine the assessed value per space. As mentioned before, the assessed value may be significantly lower than the actual market value. Table 5 outlines the value (assessed) of each paved parking space for each location.

Table 5: Possible Future Parking Areas - # of Spaces and Value

Property	Assessed Value	Est # of Spaces	Value per Space
Cook Property	\$155,000	382	\$406
Broome Street Property	\$100,000	53	\$1,886
Library location	\$1,057,290	258	\$4,105
Old Police Station	\$459,116	80	\$5,772
First Baptist= Church Parking Lot	\$165,000	50	\$3,300
10 th St (across from old schoolhouse)	\$91,534	45	\$2,014
Parking area behind post office	\$340,200	15	\$22,453
2 nd Street (Across from Hampton Inn)	\$126,159	21	\$6,034
Bank of America Lot	\$215,000	30	\$7,095
Bank Area 8 th and Atlantic	\$750,000	242	\$3,094

Source: Walker Parking Consultants, 2002

As detailed in Table 5, the estimated assessed value per space ranges from a low \$406 per space to \$22,453 per space. The range of price may change substantially when comparing the market value of the various locations. Please note, the above listed costs ONLY include the assessed land value. There will be additional costs for site preparation and the construction of a parking area.

In the future, if the parking demand exceeds the parking supply, and funding is available, one of the above locations could be used for public parking. Funding may be obtained from the general fund, parking fees charged in the new location (only if a fee-based system is installed in other areas), or by increasing the tax base.



OTHER ISSUES

SHUTTLE

While a shuttle system may not be appropriate at this time in the downtown area, it may provide an alternative means in the future. Shuttle systems allow a large number of vehicles to utilize remote parking areas, which in turn preserves prime real estate for other types of land use. In addition, remote parking areas are usually less expensive to purchase which may offset some of the costs to operate a shuttle.

The disadvantages should be considered before implementing a shuttle system. It can be difficult to encourage users to utilize a shuttle system. Some may view a shuttle as less user friendly and a hassle to change modes of transportation. In addition, if the time it takes to use a shuttle is longer than the time to self-park at the destination, additional methods of encouraging ridership will be needed.

Should the desire or demand for additional parking arise in the areas surrounding the churches, the City may want to suggest a church-operated shuttle which can be funded and organized by each church. The shuttle can either utilize a remote parking area or provide pick up service from the member's home.

Carpooling has the potential to be a successful method of reducing the number of vehicles in a downtown or high-density area. However, it may not be a reasonable solution for the City of Fernandina Beach at this time. Many users find carpooling to be inconvenient and bothersome. Similarly, the use of carpools may require financial incentives for the participants.

The City may want to further examine this option in the future after other parking management controls have been implemented. In particular, should the City charge for parking, a carpooling system may be a more attractive option for employees and merchants.

CARPOOLING



PUBLIC TRANSPORTATION

Public transportation is not widely used in Fernandina Beach, as in most other Florida cities. The main form of public transportation is a bus system which does not offer a convenient schedule in most locations. At this time, public transportation should not be viewed as a viable solution to improving the parking conditions.

ENFORCEMENT AND VIOLATIONS

In order to effectively manage a parking system, consistent enforcement is needed. In the City of Fernandina Beach, all parking related activities, such as the enforcement of parking rules and regulations, are currently being conducted by the police department. According to police officials, enforcement is conducted regularly during peak season and less often during the slower months. Enforcement is not conducted on weekends.

Although the police department handles parking enforcement, there are not dedicated parking enforcement personnel. Instead, a cops officer working Monday through Friday conducts parking enforcement (along with other duties) by chalking tires and returning two hours later to issue violations. The police chief reviews all parking appeals and all fines are deposited in the general fund. Table 6 outlines some of the current parking-related violations and fines.

Table 6: Parking Violations and Fines

Violation	Fine
Overtime Parking	\$15.00
Parked in Handicap Space without Permit	\$100.00
Parked in Fire Lane	\$50.00

Source: City of Fernandina Beach Police Department

The police department has enough personnel to consistently monitor and enforce parking rules and regulations. Walker recommends a more consistent enforcement program, in particular during the slow season. The year round enforcement will reduce the number of repeat offenders and effectively move long-term users from the prime locations. Should the City implement a fee-based system in the downtown area in lieu of a posted time limit, enforcement may be less labor intensive and time consuming, thereby making it easier to implement consistent enforcement.



LIGHTING AND SAFETY

The two primary issues of lighting are intensity (footcandles - fc), and uniformity. In the past, minimum light levels were used in every parking facility without much question, yet today many owners are asking for higher lighting levels than "minimum." These owners include not only those with a higher emphasis on user-friendliness, but also those who have a concern for security problems. The level-of-service (LOS) approach is thus a useful concept for selection of lighting levels.

Increased lighting may discourage criminal acts, such as theft. Walker recommends a formalized study of the lighting conditions in order to determine the necessary increase in lighting levels. The importance of good lighting increases as additional remote parking areas are implemented. Criminal acts are more likely to occur around these remote areas, and increased lighting may help to deter such behavior.

In many ways, good lighting is more critical in parking facilities than in other building types. Vehicles and pedestrians frequently use the same circulation aisles, and drivers must be able to see pedestrians walking between parked cars into driving aisles. Drivers must be more alert to potential hazards, with less time to react to objects entering the field of vision.

Slip and fall accidents represent over 50% of personal-injury liability claims in parking facilities. Therefore, adequate visibility or lighting of pavement surface and curbs is very important.

Parking facilities are at somewhat higher risk of violent crime than all other land uses except residential. Lighting is not only the most critical element in reducing crime; it is also a major contributor to the user's perception of security and safety.

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The Illuminating Engineering Society of North America (IESNA) is the recognized technical authority for the illumination of indoor and outdoor environments. The IESNA minimum illuminance criteria for surface parking lots are shown in Table 7. Level of Service Illuminance Ratings are listed in Table 8.

Table 7: Minimum Illuminance Criteria – Surface Parking Lots

Requirement	Basic	Enhanced Security
Minimum Horizontal Illuminance	.2 fc	.5 fc
Uniformity Ratio, Maximum to Minimum	20:1	15:1
Minimum Vertical Illuminance	.1 fc	.25 fc

Source: *Parking Structures, Third Edition*

Table 8: Level of Service Illuminance Ratings

LOS	Minimum Illuminance	Average Illuminance
A	4 fc	10 fc
B	3 fc	8 fc
C	2 fc	6 fc
D	1 fc	4 fc

Source: *Parking Structures, Third Edition*

Using the above guidelines, the City may want to upgrade the existing lighting equipment in some locations. Walker highly recommends the evaluation of those remote parking areas utilized by downtown employees to reduce the safety concerns voiced at the workshop.

According to city officials, there is an officer presence in the downtown area during evening hours. Officers patrol the area both by vehicle and bicycle. During the community workshop, several store owners and employees voiced their concern for safety and a lack of officer presence. The city should also review the current staffing levels for officers during the evening hours. In particular, officer presence should be increased during the times employees and merchants are exiting the stores.



WAYFINDING AND
SIGNAGE

Wayfinding is the ability to understand where you are, where you want to go, and then recollect the path of travel when departing. It is generally not necessary to place a high priority on wayfinding in areas where a majority of the users are employees or other regular users. However, in the downtown and marina sub-areas of Fernandina Beach, parking areas are utilized by both frequent and infrequent users.

According to the authors of *Parking Structures*:

Signage is a means of communication with the driver and/or pedestrian, especially a first time visitor. To be effective, the signage must be clear, concise, and simple. While the creative designer may desire an architectural statement, "plain" is far better than "fancy," particularly for traffic direction.

Visitors drive along Centre Street, which has signs for both traffic and pedestrian wayfinding. Motorists must search for signs related to parking on the same signs with information about retail shops, restaurants, and other attractions. It may be difficult for some motorists to comprehend all of the information on the signage in enough time to make a decision.

Simplifying the signage for visitor parking would be beneficial. In addition, any signage indicating time limits, parking fees, and restricted areas should be easily visible to all motorists.

Of course, any changes in the signage may impact the users. New signage may cause some initial confusion with repeat users since they will have to re-acquaint themselves with the new signs. In addition, there is an associated cost to the City for installing or altering the existing signage.

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Should the City decide to update the signage, the following are some general rules for sign design and location:

- All signage should have a general organizing principle that is consistently evident in the system.
- Directional signage for both pedestrians and vehicles must be continuous (i.e. repeated at each point of choice) until the destination is reached.
- Signs should be placed in consistent and therefore predictable locations.
- A sign should be placed at every point where a driver or pedestrian must make a decision.

An important aspect of signage is the graphics. Effective signage programs combine aesthetics with information. Choice of color, typeface, character size, weight, and spacing; and the use of uppercase and lowercase text all influence readability. The arrangement of text and symbols must be visually distinct. They must not contradict their basic meaning or intent, so not to confuse the user. The background is equally important: backgrounds that are too small or too large for the type size can greatly detract from the effectiveness of the sign.

Walker recommends a complete review of all signage to ensure the above stated guidelines are met. In doing so, the City of Fernandina will increase the ease of navigation and user friendliness.



WALKING DISTANCES

Walker examined the walking distances in all three sub-areas. Although each sub-area has a different set of users, walking distances are important to each. Table 9 outlines the maximum walking distances from parking to destination.

Table 9: Maximum Walking Distance (Parking to Destination)

	LOS D	LOS C	LOS B	LOS A
Outdoors, uncovered	1600'	1200'	800'	400'

Source: *Parking Structures, Third Edition*

The following excerpt is from the authors of *Parking Structures*:

There are indications that the tolerable limit of human walking distance is more situation-related than energy related. The tolerable walking distance for a given situation is related to such factors as the trip purpose of the individual, the available time and the walking environment.

Variables affecting acceptable walking distance include: type of users, frequency of occurrence or use, familiarity of the user, expectations/concerns of the user including security, line of sight to destination, and degree of weather protection along the path of travel.

In the downtown sub-area, visitors may not prefer parking areas which do not offer a line of sight to Centre Street. For these users, signage plays an important role in directing them to and from the parking areas. Similarly, those frequent and regular users, such as employees and office workers, are more comfortable with the surroundings and would be more comfortable in those parking areas outside the line of sight. Please note, many of the parking locations on the side streets do not exceed a level of service B.



ZONING REQUIREMENTS

Zoning ordinances in the downtown area of Fernandina Beach do not require the construction of parking with new developments. In other words, a new retail establishment could be constructed in the downtown area and it would not have to provide any parking areas for its customers or employees. Therefore, the responsibility of providing parking is left up to the City, which can be both costly and difficult.

In an area where parking conditions are perceived as poor, any increase in parking demand will only worsen the perception. Although the absence of a parking requirement is beneficial for attracting development and growth in an area, it can also be detrimental to a parking system.

One alternative to implementing a parking requirement is a "pay-in-lieu" parking fee. A development would pay a specified amount of money (for each required space) into a city fund in lieu of building their own parking to meet the zoning requirements. The city would still have the responsibility of providing parking, however, the city's financial obligation is reduced by the fees paid by the developers.

Walker recommends the review and consideration of updating the ordinances to include a parking requirement or another alternative such as pay-in-lieu parking fees.



OPERATIONS

The police department currently handles all of the responsibilities associated with parking. The City may want to consider organizing a parking department or division under the existing police department. An independent parking department may not be cost effective due to the small size of the city and the amount of parking related activities.

At this time, all revenues and expenses for parking related items are distributed to and from the general fund. The City could implement a parking fund, with its own budget, for all parking related revenues and expenses. The implementation of a parking fund should be strongly considered if the city implements any fee-based systems. Having a separate parking fund will allow for easier record keeping, budgeting, and long-term goals.

BENCHMARK CITIES

The parking operation in three cities similar to Fernandina Beach was researched in a benchmark analysis. Information gathered from each city includes population, number of meters, hourly parking rates, and if there is a residential permit program in effect. The cities were selected based on recommendations from City staff since all of them have a downtown area or 'old town' similar to that of Fernandina Beach. Table 10 lists some characteristics of the benchmark cities.

Table 10: Benchmark Cities

City	Fernandina Beach	St. Augustine Florida	Alexandria Virginia	Savannah Georgia
Population	10,549	11,592	128,283	131,510
No. of Meters	0	450	1,000	3,000
Hourly Rates	N/A	\$.25	\$.50 - \$.75	\$.30 - \$1.00
Monthly Rates	N/A	\$25	²	\$70 - \$150
Residential Permits	No	No ¹	Yes	Yes

Source: Walker Parking Consultants, 2002

¹ Working towards the implementation of a residential permit program

² Information not available

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St. Augustine is located on the east coast of Florida and has a similar population as Fernandina Beach. The City's 450 meters are widely used throughout downtown St. Augustine and the City is currently examining the option of a residential parking permit program. Hourly rates in St. Augustine are \$.25 for one hour.

Alexandria is located within close proximity to Washington, DC and it also has an old town district. There are approximately 1,000 meters located in the old town district with prices ranging from \$.50 per hour up to \$.75 per hour depending on location. The City has implemented a residential parking permit program and has recently considered an increase in the parking rates.

Savannah is located along the eastern coast of Georgia and is the largest of the three benchmark cities. There are approximately 3,000 meters located throughout the city with prices ranging from \$.30 per hour to \$1.00 per hour in prime locations. The city operates three public garages in the downtown area. Savannah also has a residential parking permit program.

All three of the benchmark cities have implemented parking meters and/or a residential parking permit program. Although there are numerous cities which do not have parking meters or a residential permit, Walker believes the benchmark cities exhibit the potential for such programs in Fernandina Beach.

The implementation of a fee-based parking system can be difficult. First, many users may perceive a fee-based system as not user-friendly or that the required parking fees are taking advantage of the users. Second, the surrounding areas may view the aesthetics of a fee-based system as awkward or unattractive.

A fee-based system does offer some significant advantages. First, it generates revenue that would not normally exist. Second, a fee-based system is easier and less labor intensive to monitor and less errors occur with monitoring a fee based system. Finally, since enforcement is improved, fewer appealed tickets are overturned and more revenue from fines is generated.

FEE-BASED SYSTEMS

CITY OF FERNANDINA BEACH

PARKING MASTER PLAN – PHASE ONE



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If a fee-based system is implemented, a multi-space meter would accommodate the parking system without significantly altering the aesthetics. Multi-space meters can be encased in various materials which allow them to blend in with the surrounding area. In addition, the placement of the meters should be convenient yet unobtrusive.

A multi-space meter can service over 20 parking stalls and will operate for approximately 7 to 10 years with regular maintenance. Table 11 outlines the required revenue per stall to offset the costs of purchasing and operating one multi-space meter.

Table 11: Required Revenue per Space

Purchase Price	\$25,000
Interest Rate	5%
Term	7
Annual Debt Service	\$4,320
Annual Maintenance	\$2,500
Total Annual Costs	\$6,820
Number of Stalls Serviced	36
Annual B-E Revenue per Space	\$189
Days of Operation per Year	260
Daily (260) Break-Even Revenue per Space	\$0.73

Source: Walker Parking Consultants, 2002

Figure 10: Centre Street



Source: Walker Parking Consultants, 2002



**SUMMARY AND
ACTION PLANS**

Action plans have been created for each of the sub-areas. Please note, the action plans may require additional evaluation throughout the process in order to achieve the best possible results.

Action plans have been prioritized according to effectiveness, critical versus non-critical, financial obligation, timing, and ease of implementation. High priority items should be implemented immediately or in the near future. Those items identified as high priority are either critical to the success of the parking system or will significantly improve the system. Medium priority items are those actions which should be implemented after the high priority items are completed. The urgency of medium priority items is less than that of high priority items. Finally, low priority items are either less critical actions or are not as time-sensitive as the medium and high priorities. Low priority items should be implemented when the City has the necessary resources.

The option of leaving the system as-is was evaluated. Some benefits of not changing or improving the system include stable costs for enforcement and/or meters, open parking for all motorists, and few parking restrictions, time limits, or fees to park. The option of leaving the system as-is for the residential/church sub-area is highly ranked. However for the downtown and marina sub-areas, the disadvantages of leaving the system as-is appear to outweigh the advantages. Leaving the system as-is will not improve the ability to effectively control parking, improve parking conditions for visitors, generate revenue, or efficiently use the public parking resources.

The tables on the following pages outline the suggested plan of action for each of the sub-areas. Please note, as each action is implemented, the requirements of an effective parking system may change. Therefore, Walker suggests continual evaluation of the parking system.



Table 12: Downtown Sub-Area Action Plans

High

- Enforce parking regulations on a consistent and regular basis
- Improve lighting conditions, especially in remote parking areas
- Implement two (2) to three (3) hour time-limits along Centre Street OR implement a fee-based system along Centre Street
- Implement six (6) to seven (7) hour time-limits along the roadways perpendicular to Centre Street OR implement a fee-based system along these roadways
- Retain at least some of the city owned property, especially in high demand areas, for future parking needs
- Add a parking requirement or an in-lieu fee to the zoning ordinances
- Increase patrol officer visibility during business closing hours

Medium

- Improve signage to/from public parking areas
- If a time-based system is in effect, consider a fee-based system

Low

- If the need arises, and there is potential for ridership, implement a shuttle system for visitors
- If there is a fee-based system, implement an incentive program for carpooling
- Add paved surface lots as needed
- If the parking demand highly exceeds the supply, and funding is available, add a parking garage

Source: Walker Parking Consultants, 2002

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PARKING MASTER PLAN – PHASE ONE



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Table 13: Marina Sub-Area Action Plans

High

- Implement an overnight parking permit for Lots C and D (add restrictions to Lots A and B which prohibit overnight parking)
- Implement a time-limit in Lots A and B OR implement a fee-based system in Lots A and B

Medium

- If time-limits are in effect on Lots A and B, implement a fee-based system

Low

- Implement a daytime time restrictions in Lots C and D OR a fee-based system in Lots C and D
-

Source: Walker Parking Consultants, 2002

Figure 11: Marina Lot C



Source: Walker Parking Consultants, 2002



Table 14: Residential/Church Sub-Area Action Plans

High

- Implement a residential parking permit program in problematic areas where businesses and residential units are merged within close proximity to each other

Medium

- Improve lighting conditions to encourage residents to walk to and from surrounding areas

Low

- Provide assistance to any church wishing to implement a privately operated shuttle
-

Source: Walker Parking Consultants, 2002

Table 15: System Wide Action Plans

High

- Coordinate the actions of all sub-areas. Any actions taken in one sub-area should be closely examined for their effect on adjacent areas.

Medium

- Create a parking division under the police department
- Create a parking fund for all parking related revenues and expenses

Low

- Create a parking department independent of the police department
-

Source: Walker Parking Consultants, 2002



APPENDIX A

CITY OF FERNANDINA BEACH

PARKING MASTER PLAN – PHASE ONE



WALKER
PARKING CONSULTANTS

PROJECT NO. 15-1484.00

JULY 2002

Workshop Attendance
Wednesday, April 27, 2002

<u>NAME</u>	<u>ADDRESS</u>	<u>REPRESENTING</u>
Allen Elefterion	210 Centre Street	Ship's Lantern/HFBA
Jack Ruppel	13 North Fourth Street	Let's Paint
Don Shaw	107 Centre Street	Books Plus
Sid Sax	11 North Third Street	Designs On...
Stephen Colwell	218 Centre Street	Fantastic Fudge
Brian McCarthy	212 North Fourteenth Street	Golden Grouper
Bev Lawrence	2825 South Fletcher Avenue	
Conrad Sharps	9 North Sixth Street	First Presbyterian Church
Melba Whitaker	217 Centre Street	Robison Jewelry
Allison Schaefer	403 Centre Street	Times Union
Linda Hansworth	205 Centre Street	Turtle Bay
Mark Brackbill	207 Centre Street	Coffee Shop
Susie Sax	11 North Third Street	Designs On...
William Kavanaugh	12 North Front Street	Old Town Dinghy Club
Scott M. Moye	204 Ash Street	City
Robin Campbell	511 Ash Street	News Leader
Greg Prey	15 North Fourth Street	Sydneys
Robert E. Jarzen	204 Ash Street	City
E. Danielle Glouner	204 Ash Street	City
John Kowalchik	Tampa, FL	Walker Parking Consultants
Vicky Gagliano	Tampa, FL	Walker Parking Consultants



APPENDIX B



Workshop Agenda
Wednesday, April 27, 2002

The agenda for the meeting included the following items:

1. Introduction
2. Goals of the Workshop
3. Define the Study Area
4. Identify the hierarchy of users and goals of the system
5. Identify the current issues of the parking program
6. Breakout Groups
 - o Adding new parking areas
 - o Management of existing resource
 - o Marina & Residential Parking Areas, Misc. Topics
7. Identify possible solutions
8. Evaluate solutions (pro/con)
9. Identify possible future issues
10. Group Presentations



APPENDIX C

CITY OF FERNANDINA BEACH

PARKING MASTER PLAN – PHASE ONE



WALKER
PARKING CONSULTANTS

PROJECT NO. 15-1484.00

JULY 2002

Workshop Minutes and Notes Wednesday, April 27, 2002

User Priority by Location

Location	Business District	Marina	Church & Residential
High/Primary	Customers Tourists/Visitors Residents Churchgoers	Boaters Charter Fishing Customers Customers Tourists/Visitors Other revenue generators	Residents Churchgoers
Low/Secondary	Business Owners Business Employees Office Workers Professionals Deliveries	Charter Fisherman Business Owners Business Employees Live Aboard Boaters Hotel Overflow Deliveries Cumberland Island Visitors	Tourists/Visitors Business Owners Business Employees Deliveries

Overall Parking Issues

- No off-street parking
- Signage
- Enforcement
- Customer Concern (2 hour limit)
- Business owners and employees parking on Centre Street
- Lighting
- Safety
- Handicap Parking



PROJECT NO. 15-1484.00

JULY 2002

Breakout Group Notes:

Management

- Possible Solutions:
 - Utilize Cook property
 - Utilize Broom Street
 - On-Street Restrictions using signage
 - Pro: Control who parks where
 - Con: Enforcement cost
 - Ordinance for enforcement
 - Pro: A way of enforcing the restricted parking
 - Con: Enforcement cost
 - Consistent enforcement
 - Pro: Catch the habitual abusers
 - Con: Issue unwarranted tickets
 - Downtown designated parking for business owners and employees
 - Pro: Makes more prime parking spaces available to the visitor
 - Con: Businesses may object and/or move business out of downtown
 - Parking garage at the library
 - Pro: More available parking
 - Con: Cost, Aesthetics (ugly)
 - Signage
 - Pro: Identify parking for transient vehicles
 - Con: May not be aesthetically pleasing
 - Loading Zones
 - Pro: Business will have a loading area
 - Con: Reduces the number of available spaces for transient vehicles
 - Customer Zone
 - Pro: Customer Parking
 - Con: Customer parking driving others out
 - Improve the off-street parking safety
 - Inventory of potential surface lots
 - Pro: Add parking, better utilization
 - Con: Loss of potential resources for development
 - Utilize library, old police station
 - Pro: Add parking, better utilization
 - Con: Loss of potential resource for development



PROJECT NO. 15-1484.00

JULY 2002

Adding New Parking Areas

- Issues
 - Walking distance
- Possible Solutions
 - City buy land for parking (employee)
 - First Baptist Church parking – unpaved
 - West side of police building
 - 10th street – Across from old school house
 - Parking area behind post office (identify ownership)
 - 2nd street (across from Hampton)
 - Centre Street one-way
 - Extend Alachua past railroad tracks
 - Build a parking garage
 - Implement a shuttle system
 - Reduce the size of the parking spaces (dimensions)
 - Golf cart shuttle
 - Trolley (transportation)
 - Paid parking spaces
 - 1001 Atlantic Avenue
 - Library Parking Lot (Parking Structure)
 - Pro: Good location, available
 - Con: Costs, time
 - Long-term parking relocated
 - Parking Meters (faster turnover)
 - Acquire Bank of America lot
 - Parking impact fee deterrent
 - Fees to support a parking structure
 - Privately owned and operated parking deck
 - Bank area at 8th and Atlantic
 - Con: Costs
- Lighting and Safety Issues and Possible Solutions
 - Lighting is a secondary priority behind parking
 - Increased police patrol
 - Special patrols at closing time

CITY OF FERNANDINA BEACH

PARKING MASTER PLAN – PHASE ONE



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Marina, Residential/Church, and Other Issues

- Issues - Marina
 - Live Aboards – would like to see removed completely
 - Cumberland Island usage
 - Restaurant Employees
- Possible Solutions
 - No Overnight Parking
 - Pro: More convenient for marina and other users
 - Con: Additional enforcement, More signage
 - Lease lot near Emerald Princess for employees (City Lease)
 - Lease lot near Emerald Princess for Cumberland Island visitors (Cumberland Lease)
 - Hang Tag/Permit Parking
 - Pro: Reduce C.I. users, Add'l revenue, Better ability to control and manage
 - Con: Additional manning, constant enforcement, P.R. problems
 - Move lots A, B, and C to paid parking with 2 hours free
 - Purchase/Lease lot at Gum/3rd Street for Cumberland Island visitors (Cumberland Lease)
- Issues – Residential/Church
 - First Baptist Church Relocation
 - Sunday and Wednesday Problem
- Possible Solutions
 - Parking Garage
 - Pro: Extra parking spaces
 - Con: Cost

CITY OF FERNANDINA BEACH

PARKING MASTER PLAN – PHASE ONE



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