

"Beachwalk"

2600 East Hallandale Beach Boulevard, Hallandale Beach, Florida

Alternative Hotel Parking Standard Study

I. INTRODUCTION

Beachwalk is a proposed mixed use development with 84 residential units, a 216 all-suite hotel and accessory 1,225 square foot restaurant. As reflected in Table 1 below, parking for the Beachwalk residential and restaurant use will be provided using the standard Hallandale Beach parking ratio for such use.

Use	Intensity of Proposed Use	Hallandale Beach Applicable/Requested Parking Standard	Provided Parking Spaces
Hotel Suite (2 Keys)	432 Keys (216 Hotel Suites)	1 parking space per room/key applicable .6 parking space per room/key requested	260 Space
3 Bedroom Condo	60 Units	2.0 Spaces	120 Spaces
2 Bedroom Condo	24 Units	1.75 Spaces	42 Spaces
Guest Parking		10% of 162 Parking Spaces	17 Spaces
Restaurant Parking	1225 SF	200 SF	7 Spaces
			446 Total Required Spaces ¹ 451 Spaces Provided

The purpose of this study is to provide an analysis in support of an alternative parking standard for the Beachwalk all-suite hotel. The City permits the use of an alternative parking standard through the transmittal of a parking study evidencing that "the parking

¹ Based upon the Applicable/Requested Parking Standard

requirement for the particular project is less than the requirement per this Code". The proposed alternative parking standard requested is .6 parking spaces per hotel room (key.) In support of this alternative parking standard the Applicant offers the following information.

The Beachwalk Hotel will be a contemporary hotel that features 216 suites, each of which has 2 bedrooms, one of which is a "lockout" unit (i.e., the master bedroom and bath of the suite may be used by separate hotel guests, leaving a 1-bedroom suite hotel room for use by a separate guest.) The City calculates the locked-out bedroom as an additional hotel "key"; thus this 216 suite hotel is treated for parking purposes as a 432 room hotel. The Applicant intends to market these suites to buyers who are less inclined to place their master bedroom in the hotel pool of available rooms. The Applicant is, therefore, confident that the 1 parking space per hotel room standard typically applied in Hallandale Beach is excessive at this site. This position is supported by current regulatory standards and industry trends regarding how parking demand is being calculated for beach-oriented hotels located in an urban setting, such as the City of Hallandale Beach.

II. CONSISTENCY WITH THE HALLANDALE BEACH COMPREHENSIVE PLAN

The proposed alternative hotel parking standard is consistent with the policy direction of the City Future Land Use Element and Transportation Element, which incorporates smart growth policies and recognizes the need to reduce minimum parking requirements in order to avoid excessive parking. Those policies include:

Future Land Use

Policy 1.12.4: The City shall maintain innovative land development regulations that encourage mixed use developments and incorporate site design and planning techniques that will enhance the quality of large scale developments or redevelopment areas.

Transportation

Policy 1.3.12: The City shall coordinate with Broward County to develop Transportation Demand Management (TDM) and Transportation System Management (TSM) programs to modify peak hour travel demand and reduce the number of vehicle miles traveled within the City and region. Consistent with the Broward County Transportation Element, TDM strategies may include:

- a. Ridesharing programs – Ridesharing is a form of transportation, other than public transit, in which more than one person shares the use of the vehicle, such as a car or van, to make a trip.
- b. Flexible Work Hours – Allows employees to schedule their work hours so as to avoid driving during peak hours.
- c. Telecommuting – Home-based employees primarily in information-oriented jobs.
- d. Shuttle Service – Buses, vans or cars used to provide transportation from remote parking locations to the workplace.
- e. Parking Management – Includes preferred parking, price parking, parking limitations and shared parking.
- f. Corridor Studies – Coordinated efforts between the County, MPO, FDOT and local governments which consider a wide variety of initiatives to encourage higher public transit use and transit-oriented design development.
- g. Congestion Management Plan (CMP) – Priority strategies serving the County's Urban Infill Area, which includes the entire City area, intended to mitigate congestion and improve operational LOS.

Policy 1.3.13: The City, in conjunction with MPO, FDOT and the DCA will analyze the feasibility of establishing a demonstration overlay transit-oriented corridor (TOC) zoning district on a selected corridor in the City by December 2013. To promote a multimodal transportation system that places emphasis on public transportation systems, the following studies and strategies are recommended.

1. Determine the amount of undeveloped land and the potential for redevelopment of existing land along the corridor.
2. Determine the roadway level of service and public transit ridership along the corridor.
3. Study the type of development incentives needed to encourage transit oriented development (TOD) within a TOC zoning district. These incentives could include any combination of the following:
 - reduced parking requirements;
 - waiver or partial waiver of impact fees and other development related costs;
 - public costs;
 - public funding of transit-oriented development improvements
4. Develop a roadway and public transit monitoring system. The monitoring system should provide for measuring, on at least an annual basis, the roadway and transit impacts along the corridor, the roadway and transit impacts of transit oriented developments versus auto-oriented developments along the corridor.

5. Study the potential for securing grant funding for the demonstration project, including the hiring of a full-time transit corridor coordinator.
6. By 2001, coordinate with the BCPC to modify and restructure the transportation planning process to enhance the relationship between land use and transportation planning.

Policy 1.3.14: The City shall continue its current practice of recognizing the interaction within mixed-use developments and the resulting internal trip reductions. Mixed-use developments are characterized by three (3) or more mutually supporting land uses with physical site integration in a coherent plan.

III. CITY ZONING PROVISIONS SUPPORTIVE OF PROPOSED ALTERNATIVE PARKING STANDARD FOR BEACHWALK HOTEL

Beachwalk is to be located at 2600 East Hallandale Beach Boulevard which property is zoned "City Central Business District" (CCB). The intent of the CCB district, as defined by Section 32-175, is to:

- Encourage commercial and office uses which enhance and support financial and upscale office professional based industries;
- Promote the development of mixed use projects with an emphasis placed on upscale office and commercial projects combined with upper floor residential;
- Promote the creation of a pedestrian-friendly environment; and
- Encourage more compact vertical development instead of sprawling horizontal development within the district.

The Code further clarifies this intent by stating:

[T]he fostering of public/private partnerships is essential, it is intended that the city commission will exercise the ability to maximize redevelopment potential and provide for high-quality development by **setting standards that are site-specific when appropriate**. Through this site-specific approach to site redevelopment, **the city can work with developers to consider specific constraints and opportunities relative to their parcels**. Ultimately **opportunities can be created for the further enhancement and fulfillment of the district goals and objectives**. (emphasis added)

In addition to the flexibility offered in the CCB zoning district, Beachwalk is also located within the established "Planned Redevelopment Overlay Zoning District" (PRD). Further, the Applicant has requested that the site be designated as a "Planned

Development Overlay District” (PDD). As set forth in Section 32-174, the purpose and intent of the PDD is:

[T]o provide an optional zoning procedure to permit site design flexibility and greater land use intensity and density in order to encourage high-quality, innovative development that is consistent with comprehensive plan policies, applicable city development and redevelopment plans, and desired development patterns and land uses in an overlay zone that:

- Encourages flexibility in the design and negotiation of land development in order to promote its most appropriate use
- Facilitates the adequate and economical provision of streets and utilities
- Ensures that development is planned, designed, and developed to function as integral units independently or in concert with the existing land use pattern and adjacent building sites.

As a testament to this flexibility, the City of Hallandale Beach has never formally adopted parking standards for hotels in the City's Zoning Code, but rather defers to the use of an Administrative Parking Rules document.

Section 32-455(c)(1) of the City's Zoning Code requires that non-residential development provide:

“Parking in accordance with the standards set forth in the administrative parking standards document maintained in the growth management department. The city manager may approve reduction from these standards up to ten percent of the required number of spaces.”

The Administrative Parking Rules document currently on file in the City's Development Services Department establishes the following:

USE	STANDARD
Hotels, motels and other tourist	1:guest room accommodations plus 1: 200 GFA for other areas, such as office space, lobby areas, restaurants, meeting rooms, gift shops and other accessory uses.

By using this as a guide, together with the provisions of the CCB, PRD and PDD, the City Commission is encouraged to apply an alternative parking standard where appropriate.

IV. TOURIST INDUSTRY TRENDS SUPPORT THE ALTERNATIVE PARKING STANDARD FOR THE BEACHWALK HOTEL

Many factors influence whether a tourist uses a car or rents a car, including the reason for the stay (business or pleasure), initial costs from airport to hotel, anticipated daily transportation costs, economic status of the tourist and type of vacation (active recreation, shopping, resort oriented). These factors may be generalized as a tradeoff between costs and convenience, which depends on the intended activities and lifestyle of the tourist. Larger hotels within walking distance to the beach are typically family oriented hotels, which do not generally cater to business travelers. Individuals, couples and families that would typically prefer a car would include those planning to take longer trips from the hotel as a home-base, those planning to take daily trips to many different destinations in the general area and those with the highest economic means that are willing to pay the higher costs for the convenience of a car. Conversely, taxis and shuttles are popular for individuals, couples and families who are planning to stay at the hotel for most of the day and take limited trips for an occasional meal, shopping or recreational trip.

The Beachwalk Hotel will be a unique "urban beach-oriented" hotel which will be designed and operated to allow guests the ability to avoid the expense of a car. These elements of Beachwalk include that:

- The 216 suite units will be marketed and sold as 2 bedroom hotel condominiums with full kitchens, providing a family oriented product;
- While the 2-bedroom suites will provide "lock-outs", given the anticipated ownership pattern, the single hotel room lock-out will tend to serve as a private storage room for the unit owner, and since there will be no requirement that the lock-out unit be placed in the hotel rental pool, treating this lock-out unit as a separate hotel room for parking purposes would require almost double the amount of parking anticipated to be needed at the Beachwalk Hotel;
- With full kitchens in each suite, as well as an on-site restaurant, hotel guests will not have to leave the hotel for their daily meals;
- Hotel shuttle service to the beach and airport will further reduce the need for hotel guests to have a car;
- The beach, entertainment and considerable shopping opportunities are located within a 5 minute/ ¼ mile walk from Beachwalk; and
- Beachwalk will be an all valet parking facility.

The foregoing characteristics of the proposed Beachwalk Hotel, within the context of tourist travel patterns, further supports the use of the alternative parking standard proposed for this site.

To summarize, the location, character and operations of an urban, beach oriented hotel in Hallandale Beach warrant substantial reductions in minimum parking, well below one parking space/room.

V. EXISTING HOTEL STANDARDS AND EMPIRICAL EVIDENCE SUPPORT REDUCED PARKING REQUIREMENTS FOR TOURIST ORIENTED HOTELS

Perhaps nowhere in Florida is tourism promoted more or provided more than in Orlando. As a mecca for tourists, Orlando has established the following parking standards for full service hotels:

Jurisdiction	Hotel	Restaurant
Orlando	.5 spaces/room	5 spaces/1,000 s.f.

If the Orlando parking standard for hotel were applied to the proposed Beachwalk Hotel at 432 "keys", the required parking would be 216 spaces. The proposed parking standard of .6 parking spaces per hotel room (key) for the proposed hotel would require 260 parking spaces, substantially more than Orlando would require for a similar hotel!

Reduced parking standards for hotels have a long history of successful operation in another tourist mecca-- Fort Lauderdale Beach. The Sheraton Fort Lauderdale Beach (formerly known as the "Sheraton Yankee Clipper") and the Westin Fort Lauderdale Beach (formerly known as the "Sheraton Yankee Trader") underwent major renovations in 2009/2010, including necessary requests for Parking Reductions. Attachment 1 contains the staff report, final order and actual parking study for the Sheraton Yankee Clipper; Attachment 2 contains the staff report and Valet Parking Agreement for the Sheraton Yankee Trader (pursuant to the Fort Lauderdale ULDR, these "Parking Reductions" were granted as part of site plan approval.)

The Sheraton Yankee Clipper information regarding existing use of the site reflect an effective parking standard of .59 spaces per room and includes an analysis of existing conditions which reflect an excess of between 77 and 82 parking spaces at peak periods. The Sheraton Yankee Trader report documents a peak parking rate per occupied room of 71 percent. The Sheraton Yankee Trader Hotel achieved a peak demand of 274 parking spaces for 459 rooms, and the report indicates that this translated to the .71 per occupied room, which indicates the room occupancy rate would have been 84%. The report also documents that when room occupancy reached 100% on a different date, the parking rate per occupied room was only .60.

As Hallandale Beach continues to establish itself as a “tourist mecca”, reduced parking standards for hotels can put the City on par with successful tourist areas around the State and improve the City’s competitive position in the marketplace as well as further the goals, objectives and polices of the City’s Comprehensive Plan.

VI. INSTITUTE OF TRAFFIC ENGINEERS (ITE) STANDARD

The Institute of Transportation Engineers is an international educational and scientific association of transportation professionals who are responsible for meeting mobility and safety needs. ITE facilitates the application of technology and scientific principles to research, planning, functional design, implementation, operation, policy development and management for any mode of ground transportation. ITE regularly publishes parking standards for various types of uses, including hotel uses.

The proposed Beachwalk Hotel would fall within Land Use Code 310 Hotel (Urban) of the “ITE Parking Generation, 4th Edition”. The Land Use Code 310 Hotel (Urban) is defined as “places of lodging that provide sleeping accommodations and supporting facilities such as restaurants, cocktail lounges, meeting and banquet rooms or convention facilities, limited recreational facilities (pool, fitness room) and/or other retail and service shops”. ITE sets a parking generation rate at .64 for Land Use Code 310 Hotel (Urban), a standard which is essentially the same as that provided for the Beachwalk Hotel.

VII. CONCLUSION

The proposed Beachwalk Hotel is an urban beach-oriented project that is unlike the traditional “suburban style” development which has characterized hotel development in Hallandale Beach for decades. The Beachwalk Hotel will be the first new hotel built east of US 1 in over twenty years. The traditional approach to parking creates a “sea” of parking or an increase in building height that is often the result of applying “published” generic parking standards or borrowing parking standards from suburban environments. These parking requirements tend to be excessive and inflexible, leading to more parking than is necessary in an urbanized area along transit corridors and within walking distance to the beach, as well as shopping and entertainment.

As provided in the accompanying Major Development Site Plan application, the Applicant proposes to incorporate transit amenities into this mixed use development, such as a hotel shuttle free for guests/residents, additional parking for the neighboring condominium and increased on-street parking along Diana Drive, as well as pedestrian walkways to improve pedestrian circulation in the neighborhood.

Based upon the foregoing, the Applicant proposes that a parking ratio of .6 parking spaces per hotel room (key) be utilized at the Beachwalk Hotel.

Memorandum

TO: Thomas J. Vageline, Director
Development Services Department

FROM: Kenneth B. Metcalf, AICP
Debbie M. Orshefsky, Esq.

CC: Joe Corradino, The Corradino Group

DATE: November 7, 2011

RE: Proposed Parking Standard for Beachwalk All-Suite Hotel

You have requested additional documentation supportive of the proposed parking standard of .6 parking spaces/room (keys) for the Beachwalk All-Suite Hotel ("Beachwalk"). Attached hereto as Attachment A is a study conducted in the Florida Keys in 2004 which studied exactly this question in an effort to evaluate hurricane evacuation times. Although the purpose of this study was not to determine parking standards, the results are instructive as to the parking needs of suite hotels versus standard hotel rooms. As shown by the attached table excerpted from the study (Attachment B), the survey confirmed that the average parking demand was .996 for single rooms and 1.078 for suites¹.

The following analysis documents the basis for the findings set forth above. Section 1.0 reviews the documentation from the extensive parking surveys conducted in the Florida Keys. Section 2.0 reviews the documentation and basis for the number of guests arriving by flight and how this impacts parking demands. Section 3.0 compares the proposed parking standard to other communities to demonstrate that the standard is reasonable, given the location and character of Beachwalk.

1.0 Parking Demand by Unit Type

The following summary presents the findings of a 2004 study² (Attachment A) conducted in the Florida Keys by Transport Analysis Professionals, Inc. (TAP), a well-respected traffic engineering firm. The purpose of the study was to document the extent to which occupancy and parking demand vary by unit type. The TAP study documented that parking demand per *occupied* unit is approximately 8% higher for hotel suites than for traditional, single room hotel units; that is, suites marginally affect parking demand..

¹ Suites included both 2 bedroom and 3 bedroom units. Therefore, this ratio would be considered conservative when applied to 2 bedroom suites.

² The TAP study is presented in the form of two letters (dated November 8, 2004 and May 28, 2004) and accompanying documentation, which is collectively set forth in Attachment A to this report.

The 2004 study inventoried overnight and daily parking demand during three study periods: April 17-28, May 6-16 and August 27-September 13. The survey periods included weekdays and weekends. The surveys inventoried 14 different hotels within the Marathon and Key Largo area, which included over 3,000 occupied rooms and suites over the study period. The survey methodology ensured that parked vehicles were provided with physical tags for display to provide an accurate count of parking per occupied unit by type of unit. As shown by the attached table excerpted from the study (Attachment B), the survey confirmed that the average parking demand was .996 for single rooms and 1.078 for suites³.

It should be noted that the Florida Department of Community Affairs (DCA)⁴ requested the TAP study in order to estimate potential hurricane evacuation demands from motel and hotel facilities. As a former administrator at DCA, I (Ken Metcalf) worked with TAP in developing the methodology for the study and evaluated the results of the initial parking surveys conducted in April and May. I specifically requested the additional survey conducted in August-September to obtain similar data from another time period during the year to confirm that the results were consistent across study periods. DCA staff were particularly concerned that the study provide sufficient sample sites to yield robust results because the database would be utilized to establish regulatory thresholds related to hurricane evacuation. DCA ultimately relied on the results of the study in making an important regulatory determination involving public safety objectives.⁵ As noted in the study, the parking demands from the three study periods were remarkably consistent.

2.0 Beachwalk Analysis

Applying the parking generation rate documented by the TAP study, Beachwalk would require 233 parking spaces. The proposed parking ratio results in 1.2 parking spaces per suite or 260 parking spaces, providing a significant margin for any unusual peaks that may occasionally occur. Significantly, the TAP study confirmed that guest parking demands in excess of 1.1 parking spaces per occupied suite occurred on less than 10% of the days within the survey and involved only 3% of the suites (36 out of 1,150 occupied suites). The analysis also confirms that those peaks occurred when occupancy rates were lowest during the fall. Even after accounting for guests and visitors, average parking demands were less than 1.1 per suite. The Florida Keys would be considered a worst-case parking scenario due to the distance to the nearest commercial flights in Key West, which is over one hour from the hotels in Marathon. As such, essentially all guests arrived by automobile as documented by the parking rates for regular rooms which consistently averaged one parking space per unit. This would not be the case for Hallandale due to its location. The TAP study is transferable to the Hallandale market in terms of understanding the relative difference in parking demands between suites and standard rooms. In addition, the

³ Suites included both 2 bedroom and 3 bedroom units. Therefore, this ratio would be considered conservative when applied to 2 bedroom suites.

⁴ DCA requested the parking survey to parking demand by unit type to determine the conversion ratios that should apply for determining equivalent impacts. Parking was utilized as a surrogate for potential evacuating vehicles.

⁵ The City of Marathon amended the Permit Allocation Ordinance to define the conversion ratios (1.1 for 2-bedroom suites and 1.0 for standard rooms) based on the study, and DCA issued a final order confirming that the Ordinance was based on appropriate data and analysis.

overall parking demand estimated for Beachwalk suites must be considered in terms of local transportation options available at Beachwalk.

2.1 Beachwalk Demand by Mode

According to travel survey data⁶, 54% of tourists travel to Broward County by non-automobile modes, including, airplane, train, boat and bus. Ground transportation options for these tourists include rental cars, friends/relatives, buses, shuttles, taxis and limousine service. Of all of these options, only guests using rental cars would require parking at the hotel. Many factors influence the preferred option, including the reason for the stay (business or pleasure), initial costs from airport to hotel, anticipated daily transportation costs, economic status of the tourist and the type of vacation. These factors may be generalized as a trade off between costs and convenience, which depends on the intended activities and lifestyle of the tourist. Rental cars would typically be utilized by business travelers and by individuals or families that are planning to take long day trips from the hotel or that intend to make multiple vehicular trips per day. In those cases, taxis or shuttles may not be cost effective. These types of vacationers typically do not seek out destination resorts, but rather opt for lower range hotels or business hotels because they do not intend to spend time at the hotel.

Taxis and shuttles are popular for individuals, couples and families which are planning to stay at the resort for most of the day and take limited trips for an occasional meal, shopping or recreational trip. This would be the typical guest anticipated at Beachwalk, considering its location and amenities. The suites are designed with full kitchens and separate bedrooms and baths, which cater to guests intending to spend their time enjoying the hotel amenities and nearby attractions. The beach, entertainment and shopping are conveniently located within easy walking distance from the hotel. Beachwalk will also provide free shuttle service to the airport which is located only eight miles (driving distance) from the hotel, as well as a free shuttle to the nearby City beaches. Given these features it is reasonable to assume that a significant number of guests arriving by flight will utilize a taxi or the free shuttle rather than the more costly and unnecessary rental car option. Table 1 generally compares the costs by type of vacationer and transportation option:

Table 1. Typical Weekly Transportation Costs

Ground Transportation Option	Cost from Airport to Hotel (same cost for return)	Typical Daily Costs	Transportation Cost for One Week	Type of Vacationer
Shuttle/Taxi	Free service from hotel	One taxi trip (\$30-\$40) every other day.	\$100-\$150	Resort Oriented/beach/shopping
Rental Car	N/A	\$50-\$60 per day, gas and parking costs at hotel and other locations.	\$350-\$400	Longer trip/destinations, multiple trips/day and business travelers

⁶ Greater Fort Lauderdale Convention and Visitor Bureau website (D.K. Shiftlet & Associates. LTD and Visit Florida, 2006)

Based on analysis of tourist surveys and data maintained by the Broward County Aviation Department, it is reasonable to estimate that at least 60% of those guests arriving by flight and other non-auto modes would utilize the free shuttle, friends or taxis to reach their final destination. Attachment C provides the detailed calculations for the 60% estimate.⁷ Thus, the number of guests requiring parking can be easily calculated by:

- 1) Multiplying the 54% arriving by flight and other modes by 40%, utilizing rental cars. Based on this calculation 22% of the guests are forecast to utilize a rental car.
- 2) Add the 22% to the 46% that utilize an automobile to reach Broward County. Based on this calculation, 68% of the guests would require parking.

Table 2 calculates overall parking demand at the hotel by utilizing the parking generation rates documented by the 2004 TAP study, applying the transportation mode choice (68% using rental cars or personal cars) and calculating by unit type (suites/standard rooms). While the percentage rented as standard rooms is expected to be within a range of 20-30% at any given point, a conservative analysis of parking demands is presented in Table 2, based on 50% of the suites rented as two standard rooms at a given point in time. It should be noted that this assumption calculates to two-thirds of the total rooms assumed to be standard. (216 standard rooms and 108 suites), given that two standard rooms are equal to one suite unit. As indicated in Table 2, this worst case parking demand would require 226 parking spaces.

Table 2. Worst Case Parking Demand by Mode by Unit Type

	Florida Keys Parking Generation Rate	% Utilizing Personal/ Rental Car	Number of Units Based on 50% Rented as Standard Rooms.	Worst Case Parking Demand by Unit Type
Standard Room	1.0	68%	216	147
Suite	1.08	68%	108	79
Total			324	226

3.0 Comparison to Other Jurisdictions

Most jurisdictions continue to rely on suburban standards and have not implemented smart growth strategies to avoid excessive parking standards and unnecessary impervious

⁷ Attachment C provides a summary of the methodology utilized to estimate the percentage of hotel guests anticipated to utilize car rentals (require parking) after arriving to Broward County by flight, train or boat. The findings from the analysis presented in Attachment C are generally supported by survey results obtained from the Southeast Florida Regional Travel Characteristics Study, dated October 2000, which included a limited survey conducted for the southeast region (i.e., includes hotels from Palm Beach, Broward and Miami Dade counties). Table 4-8 from the survey documented 76% of guests arrived by automobile. It is emphasized that this survey does not distinguish between guests arriving in their own personal vehicle/rental car and those arriving in a friend or relative's car. Therefore, the 76% over-estimates the percentage of guests that arrived using their own personal or rental car and, therefore, requiring a parking space. In addition, the 76% figure is for all of the surveyed hotels, which would have included many hotels that are not within reasonable taxi distance, that did not offer free shuttles and/or that are at more suburban locations where an automobile would be necessary. For all of these reasons, 76% is considered substantially higher than would be the percentage of guests using their own vehicle/rental car at Beachwalk.

coverage. However, some communities have recognized that local conditions warrant adjusted parking standards to account for urban conditions, location factors, transportation options and the type of proposed hotel or resort. As indicated in Table 3, these communities require substantially fewer parking spaces than required by the proposed parking standard of .6 parking spaces/unit, which yields 260 required parking spaces.

Table 3. Parking Standards for other Florida Jurisdictions

Jurisdiction	Hotel Standard	Applied to 324 Rooms (based on Table 2)
Orlando	.5 spaces/room	162
Davie	.5 spaces/room	162
Pembroke Park	1 space/room up to 40 and .67 space/room above 40	231
Miami Gardens	1 space/room up to 40 and 1 space/two rooms above 40	182
Miami Springs	1 space/room up to 20 and 1 space/2 rooms above 20	172
Delray	.7 spaces/room	227
		189 or .58 parking spaces/room

The proposed parking standard is also strongly supported by the Barrier Island Parking Study⁸, prepared for the City of Fort Lauderdale this year. This study analyzed parking demand by land use, including parking demands for hotels located near Fort Lauderdale beach. The study determined the demand to be .57 parking spaces per room, which included a 15% excess allocation of vacant spaces. The 15% vacant allocation is based on parking studies which indicate that users perceive the parking lot as full when it reaches 85% occupancy. The unadjusted demand was actually .49 parking spaces per room. The excess allocation is not necessary for Beachwalk because it will utilize valet service whereby the parking lot will be efficiently utilized. Even so, 15% excess supply is provided over the projected parking demand. The proposed parking standard of .6 parking spaces/room exceeds the documented demand on Fort Lauderdale beach and is consistent with many other jurisdictions.

The analysis confirms that the proposed parking standard is appropriate for Beachwalk and will provide sufficient parking supply for anticipated peak demand conditions. Tables 2 and 3 are based on a conservative analysis which assumes that the hotel is at 100% occupancy. Given the rental pool operation, 100% occupancy is not anticipated. Some unit owners will choose to not rent their units or to rent only on a limited basis, which would result in some vacant units throughout the year. Hotel occupancy averaged 74% for Broward County this year though July and peaked at 83% during season⁹, which is generally consistent with pre-recession levels. These figures reflect a more realistic occupancy rate for Beachwalk. The proposed parking allocation results in excess parking, particularly when factoring in typical occupancy rates.

⁸ Report may be accessed on line at: http://www.fortlauderdale.gov/parking/barrier_island_study_report.pdf

⁹ Greater Fort Lauderdale Convention and Visitor Bureau website under Statistics,

Conclusion

As noted in the application, the proposed parking standard is consistent with the comprehensive plan which specifically supports reduced parking to facilitate redevelopment. The developer commitment to provide a free shuttle to reduce parking demand is not only innovative, but is consistent with the strategies set forth in the comprehensive plan to encourage multimodal options, reduce impervious area and support infill/redevelopment. Conversely, providing excess parking to encourage automobile reliance runs contrary to good planning concepts and is inconsistent with the policy direction of the comprehensive plan. The proposed parking allocation is also consistent with the objectives of the City Central Business District, which recognizes the need for site specific analysis. The proposed standard should be evaluated based on the comprehensive plan policy direction and site specific analysis rather than strictly relying on an administrative parking guideline that is more appropriate for a suburban setting.