

**CITY COMMISSION WORKSHOP**  
**November 18, 2024**  
[Video and Agenda Packet.](#)

**Present:** Commissioners Perrine, McGuirk, Ashley, Vice Mayor Martin, and Mayor Cleveland.

**PUBLIC PARTICIPATION**

Six residents spoke regarding the parking issues in NSB:

- Three residents commended the Commission for moving forward in solving parking issues. One added that a national parking consultant used by the county has offered to connect the city with an established Florida Parking Director who would share his experience and facilitate meetings, if desired. He also said that city technology needs to be current, to use in data analysis and organization, displaying the number of spaces available in real time. He added that free parking areas should be tracked, too, since they will be affected by the paid lots.
- Three residents expressed their frustration at the low attendance at the meeting and that neither the agenda nor notifications were posted until the day of the meeting.
- One resident stated that Bethune will begin soon to charge for parking.
- One resident made the Commission aware of possible illegal parking on Downing St. off Riverside which is creating one-lane and a danger to oncoming traffic.
- One resident hoped “quick wins” would be discussed as well as parking issues outside Flagler and Canal that could be easily fixed, like those around The Garlic.
- One resident hoped the Commission addresses parking issues in Venetian Bay. They weren’t included in the study, but there is still a lack of parking in the Town Center and GeoSam is now proposing paid parking.

**WORKSHOP**

Assistant City Manager Ron Neibert began by stating tonight’s goals were to go over the 20 near term Action Items that were recommended by the Parking Task Force (PTF) and the study by LTG Engineering and Planning to help solve four problems regarding parking and have the Commission give their input and direction for Staff to implement them. He added that they would not be discussing all of LTG’s recommendations. The Action Items considered can be found in the PowerPoint found in the meeting agenda packet and below:

**Implement Best Practices That Enhance Parking Overall:**

1. **Right-Price Parking Meters** - Paid parking for non-residents will be in all parking districts. Residents will be required to register their vehicles and estimate the time they will stay in order to track the availability of spots. County residents won’t have to pay either, but we will need to coordinate with the county and hire the same Payment Card Industry (PCI) to be consistent. (work on immediately)
2. Pursue **Shared Parking Agreements with Businesses** – This could be a solution for special event parking. (will work on but not immediately)
3. **Remote Parking for Special Events** – (work on immediately)
4. **Multi-Modal Master Plan** – This will include bike paths and racks; connected sidewalks; look closer at golf carts, ebikes, and scooters (to implement following immediate actions)

### **Address Localized Parking and Mobility Problems Specific to City:**

5. **Volusia County Coordination** - Work with VC Coastal Division to ensure beach and off-beach parking technologies are optimal for the city. (underway now)
6. **Develop Parking Webpage** – City website will include parking instructions and links. (underway now)
7. **Special Event Parking Messaging** – Staff will work with event groups and FDOT to obtain maps and details. (implement now)
8. **Local Business Websites** - Staff will facilitate local business websites to link to the city and county to let people know what parking is available. (implement now)
9. **Potential New Loading Zone Signage** - (implement now)
10. **Anticipate New Loading Zones** – (underway now)
11. **PO Box Parking and Sensors** – Staff has concerns due to short parking time causing congestion. (not recommended)
12. **White Striping along Peninsula** – (implement now)
13. **Curb Planting Conversion** – Removing will gain two parking spots. Staff and Commissioners are conflicted on this issue. More research and input from businesses on Canal and Orange Ave. is needed. (will implement after more data)
14. **Apple, Waze, and Google Maps** – City needs to ensure data is accurate on apps. (implement immediately)
15. **Dynamic Messaging on SR44** – Staff will need to coordinate with FDOT. (implement immediately)
16. **North Causeway Drawbridge Timing** – Since the State is responsible, there is nothing we can do at the moment. Adding bridge notifications on apps may help.
17. **Existing Signage on SR44** – Staff will work with county and FDOT to improve.
18. **Trash Pickup Schedule** – Staff will work with WastePro on holiday/peak hour pickups. Need data to modify schedule. (implement when data is completed)
19. **Miscellaneous Parking Spaces** – A new evaluation of the Sapphire lot.
20. **New “Pay Meters” Signage** – Signs need to be informational and accurate, so people understand cost, regulations, available parking, and location of kiosks. (implement immediately to be ready)

### **Beginning Planning for Future Parking Demand Through Innovative Planning**

Creation of a Mobility Department and Director – Mr. Neibert introduced the creation of a Mobility department and the hiring of a director to focus on achieving the objectives listed. The job description is in the agenda packet. The Director will report to the City Manager. Enforcement of regulations would remain in the hands of law enforcement. The Director will work with law enforcement on planning and coordination. The total salary package would be \$150,000 and would come from parking fees.

A discussion followed with highlights below:

- Commissioner Perrine felt that if this department was an “enterprise” one, then it would be helpful to first study the revenue and expenses from parking fees. Mr. Neibert clarified that parking revenues would pay for it totally, so it’s not quite an “enterprise”. He will produce a proforma based on anticipated data to the CC.
- VM Martin wants to see more cost/benefit data.
- Commissioner McGuirk feels the department may be important in the future but is not needed at this moment as we don’t have enough work for a director but he will defer

to the City Manager and Asst CM. Mr. Neibert pointed out that a month will be needed to finalize the job description, salary structure, etc.

- Mayor Cleveland stated that traffic mobility and parking are #2 on the NSB residents' problem list (following flooding and stormwater management) and he is not convinced that more study is needed. He will therefore take the gamble in hiring a Director now as existing staff is overworked attempting to solve both issues.

Mr. Neibert shared a staff recommendation for a parking garage as neither PTF nor LTG recommended one, and staff felt it needs to be addressed, especially for the Flagler Ave. area. When the beach is full, people find other areas to park. A discussion followed with these highlights:

- Mayor Cleveland feels this is an entrepreneurial opportunity, and not for the city to do.
- VM Martin opined that beach parking isn't a 24/7/365 day problem.
- Commissioner Perrine feels we cannot afford to spend two years collecting more data to solve it, adding a garage needs to be strategically placed. She also agreed with the mayor's assessment.
- Commissioner McGuirk added that garages are needed on both Canal and Flagler. Employee parking is a major issue in both areas. He also feels that putting \$350k into the Coronado Beach Civic Center is a mistake and could be replaced with a parking garage, leaving the shuffleboard courts in place.
- Commissioner Ashley added that parking in Venetian Bay is part of a bigger problem, and they need to figure out how to help them by possibly letting residents take over the HOA and determine their own fate.

Parking Garage Comment:

- Cocoa's and St. Augustine's parking garages are successful and used extensively, and we should do more research on them.

CM Cowper thanked the Commission for their feedback and will work with staff to move this forward.