

December 7, 2017

Mr. Kevin J. Kinney, Esq.
Parking Director
City of Coral Gables Parking Dept.
2801 Salzedo Street, 2nd Floor
Coral Gables, Florida 33134
305-460-5541
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Re: Coral Gables Centralized Valet Parking Evaluation - #17167

Dear Kevin:

David Plummer & Associates (DPA) was retained by the City of Coral Gables (City) to inventory and evaluate non-centralized valet areas for restaurants in downtown Coral Gables. The study area study is from Giralda Avenue on the north, Valencia Avenue on the south, LeJeune Road on the west, and Douglas Road on the east in Coral Gables, FL.

Background

The City Code of Ordinances, Sections 74-164 through 74-168, allows valet parking permits for hotels, motels, and restaurants. In order to obtain a valet parking permit, a business owner submits an application to the parking director that requires specific information, including name of the valet operator, insurance requirements, city occupation license, and the like. The parking director reviews each application and has the authority to approve, approve with conditions, or deny the application.

This valet parking can only be provided Monday through Saturday after 5pm, and any time on Sunday. Valet parking is also allowed the during lunch time period provided a sufficient number of parking stalls are available to meet their vehicle storage requirements. There are other standards for service including signage, pick-up/deliver zones, and parking storage spaces.

On August 2014, the City conducted a study to evaluate the non-centralized valet areas for restaurants in the CBD. That study concluded that there are many restaurants in the study area with surplus valet parking spaces. Therefore, a centralized valet parking system should be considered.

The City currently provides centralized valet parking at five locations on Miracle Mile. This service currently serves approximately 60,000 customers per year or 6% of vehicles arriving on the Mile. As the City looks at the changes related to the Miracle Mile and the Giralda Avenue streetscape projects, improvements in the centralized valet system are a key component to the future success of the CBD.

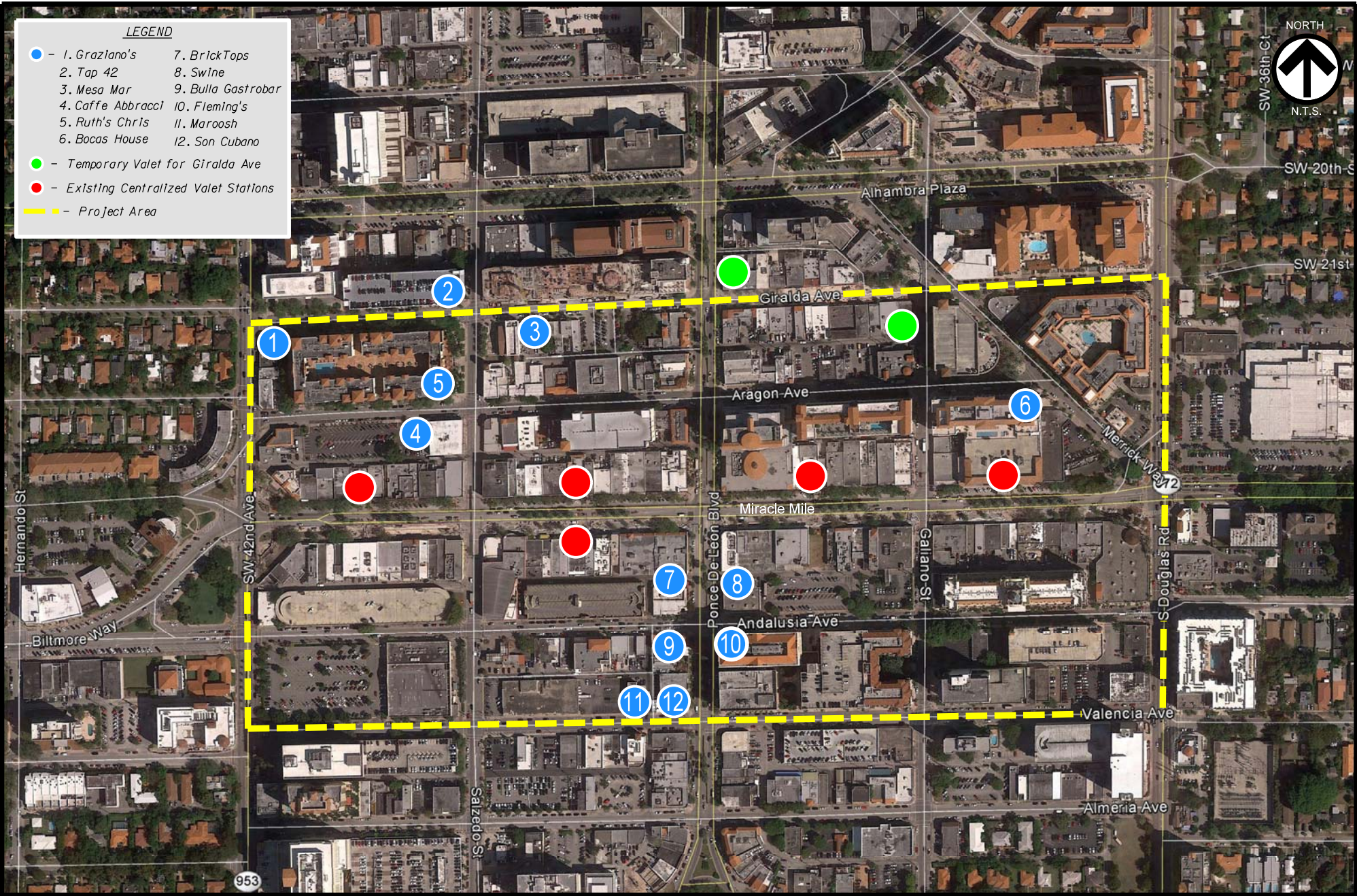
The purpose of this study is to update the valet study completed for this area in 2014, including the Miracle Mile centralized valet information. The study also provides recommendations on where the valet stands should be located and provides standards for future valet stand locations.

Data Collection

Valet parking data was collected at 12 restaurants within the study area and at two valet stations serving the Giralda Avenue restaurants. These two valet stations are located on Ponce de Leon Boulevard and on Galiano Street. Exhibit 1 shows the study area and location of the restaurants. The data was collected on Saturday, October 21, 2017 between 7:00pm and 9:00pm. Data collected included number of valet spaces, number of valet attendants, and number of vehicles using the valet service (drop-off and pick-up). During the data collection effort, field review and observations were done to evaluate the valet parking operations. Exhibit 2 shows a summary of the data collection effort. A detailed summary for each restaurant is provided in Attachment A.

LEGEND

- - 1. Graziano's 7. BrickTops
- - 2. Tap 42 8. Swine
- - 3. Mesa Mar 9. Bulla Gastrobar
- - 4. Caffè Abbracci 10. Fleming's
- - 5. Ruth's Chris 11. Maroosh
- - 6. Bocas House 12. Son Cubano
- - Temporary Valet for Giralda Ave
- - Existing Centralized Valet Stations
- ▬ - Project Area



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**Coral Gables
Centralized Valet Parking Evaluation**

Location Map

Exhibit

1

Exhibit 2 Restaurants Valet Parking Summary

#	Restaurant Name	# Spaces	# Valet Attendants	Vehicle Drop-off	Vehicle Pick-up	Total
1	Graziano's in the Gables	2	2	30	16	46
2	Tap 42	4	1	10	6	16
3	Mesa Mar	3	3	48	5	53
4	Caffe Abbracci	4	4	36	10	46
5	Ruth's Chris Steak House	4	6	46	20	66
6	Bocas House	3	3	9	14	23
7	Bricktop's	2	2	6	4	10
8	Swine Southern Table & Bar	2	1	11	4	15
9	Bulla Gastrobar	4	3	20	5	25
10	Fleming's Steakhouse	2	3	41	8	49
11	Maroosh	3	1	12	2	14
12	Son Cubano	2	1	27	1	28
CVP-P	CVP Ponce	5	1	19	6	25
CVP-G ¹	CVP Galiano	4	0	0	0	0
Total		44	31	315	101	416

¹ No valet attendant was on-duty during data collection. However, valet parking spaces were reserved.

As mentioned before, there are currently five centralized valet stations operating on Miracle Mile. Data on the number of customers using each station on a daily basis from January 2008 through June 2015 was provided by the City. The data is divided in “lunch-time” and “dinner-time”. A summary of the data for the Year 2014 and part of 2015 is provided in Exhibit 3. The detailed information is provided in Appendix B.

Exhibit 3 Miracle Mile Centralized Valet Station

2014	Lunch						Dinner						Grand Total	Daily Average Lunch	Daily Average Dinner
	200 North	200 South	000 North	100 North	300 North	Total	200 North	200 South	000 North	100 North	300 North	Total			
January	1,073	442	300	207	463	2,485	995	509	336	234	803	2,877	5,362	80	93
February	1,000	374	288	213	420	2,295	909	469	330	200	724	2,632	4,927	82	94
March	1,073	346	311	202	488	2,420	966	450	333	213	805	2,767	5,187	78	89
April	1,137	349	304	211	487	2,488	1,035	485	369	229	737	2,855	5,343	83	95
May	1,192	385	317	233	477	2,604	994	512	404	265	705	1,886	4,490	84	61
June	1,157	303	277	207	385	2,329	905	426	334	243	563	1,566	3,895	78	52
July	1,134	317	286	217	342	2,296	911	401	339	258	438	1,436	3,732	74	46
August	1,335	380	294	213	451	2,673	1,010	475	385	257	730	2,857	5,530	86	92
September	1,314	353	278	203	444	2,592	961	412	349	244	605	2,571	5,163	86	86
October	1,349	384	321	235	491	2,780	1,012	394	356	260	570	2,592	5,372	90	84
November	1,203	352	280	171	377	2,383	852	432	285	220	542	2,331	4,714	79	78
December	1,260	357	283	200	409	2,509	842	456	285	240	542	2,365	4,874	81	76
TOTAL						29,854						28,735	58,589		

2015	Lunch						Dinner						Grand Total	Daily Average Lunch	Daily Average Dinner
	200 North	200 South	000 North	100 North	300 North	Total	200 North	200 South	000 North	100 North	300 North	Total			
January	1,357	362	332	220	502	2,773	944	473	354	295	597	2,663	5,436	89	86
February	1,301	385	279	191	391	2,547	1,007	706	298	235	500	2,746	5,293	91	98
March	1,214	237	267	196	341	2,255	903	421	286	243	446	2,299	4,554	73	74
April	1,110	227	308	206	254	2,105	770	361	297	249	363	2,040	4,145	70	68
May	1,130	248	298	196	293	2,165	826	415	298	275	396	2,210	4,375	70	71
June	982	196	265	197	198	1,838	763	328	268	260	317	1,936	3,774	61	65
TOTAL						13,683						13,894	27,577		

Valet Area Observations

The following are DPA observations based on the data collected and field review of the restaurants valet areas:

- Many valet stands had only one attendant even though they had two to five reserved valet parking spaces.
- Many times valet spaces were used for food pick-up instead of valet services.
- Valet station on Galiano Street had 4 spaces reserved for valet but there was no valet attendant.
- Many times high-end cars stayed parked in the valet drop-off area. This disrupted valet operations and caused valet pick-up/drop-off to occur on-street.
- One restaurant was doing the valet drop-off on Ponce de Leon Boulevard instead of the alley, as required. This negatively affected traffic operations on Ponce de Leon Boulevard.
- Some valet stations were too close to an intersection disrupting traffic operations.
- Some customers were observed using a valet station in front of a restaurant and were patrons at a different restaurant.

Centralized Valet Stations

Based on the results of the data collection and field observations, it is recommended that centralized valet stations be provided within the study area. The additional centralized valet should work in conjunction with the five existing stations along Miracle Mile. In essence, valet customers should be



able to valet their car at any station within the 20-block study area and pick up their car at any other valet station. At this time, it is recommended that nine additional centralized valet stations be added to area. Exhibit 4 graphically shows the general location of the proposed centralized valet stations.

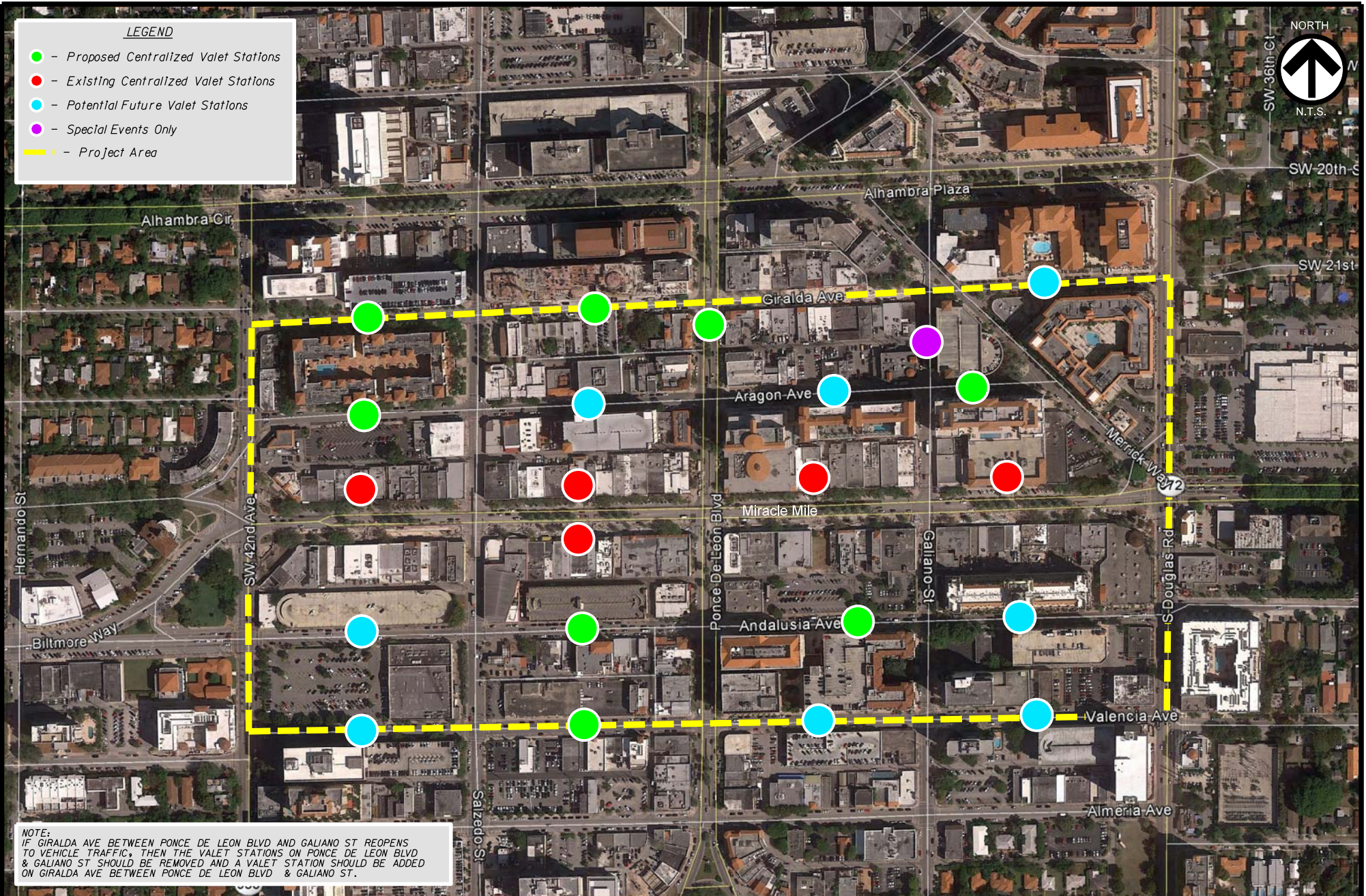
Centralized Valet Stations Guidelines

When the City implements a Centralized Valet System, many of the negative issues documented in the field observations can be more easily managed. Because there are many valet operators today, it can be very challenging for the City to control/improve valet operations. With one vendor providing valet services for the City, as opposed to individual restaurants, valet operations should improve. The following is a list of guidelines to help the City establish the location and operations of the proposed and future centralized valet stands.

- Once the centralized valet service is implemented, individual valet parking stations at restaurants should not be allowed.
- Only one centralized valet station per block should be provided, with Miracle Mile being the exception.
- Centralized valet stations should not be allowed on Ponce de Leon Boulevard, unless there is a side street closed to vehicular traffic. Traffic operations on Ponce de Leon Boulevard are challenging today given the high traffic volumes, short blocks, and Coral Gables Trolley stops along the corridor. Adding valet stations to this critical north-south roadway in downtown Coral Gables would exacerbate this situation.
- Valet stands should be located mid-block whenever possible.
- If there are physical impediments that do not allow a mid-block location or restaurants are clustered closer to an intersection, the valet stand should be located at least 150-feet from any intersection.
- If a valet stand is located close to an intersection, it should be located on the near side of the intersection (not the far side) to prevent potential queue spillback into the intersection.
- As blocks redevelop, valet stands located near intersections should be reevaluated to be relocated mid-block.
- Valet stands should not be located in an area where the potential queue spillback might block a driveway.
- Valet stands should be located on the near side of any existing or proposed mid-block pedestrian crossing to avoid queue spillback onto the pedestrian crossing.
- Whenever possible, alternate valet stand locations from north side to south for east-west blocks.

LEGEND

- - Proposed Centralized Valet Stations
- - Existing Centralized Valet Stations
- - Potential Future Valet Stations
- - Special Events Only
- Project Area



NOTE:
 IF GIRALDA AVE BETWEEN PONCE DE LEON BLVD AND GALIANO ST REOPENS
 TO VEHICLE TRAFFIC, THEN THE VALET STATIONS ON PONCE DE LEON BLVD
 & GALIANO ST SHOULD BE REMOVED AND A VALET STATION SHOULD BE ADDED
 ON GIRALDA AVE BETWEEN PONCE DE LEON BLVD & GALIANO ST.

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Coral Gables Centralized Valet Parking Evaluation

Centralized Valet Stations

Exhibit

4

- Centralized valet stations should be properly staffed to avoid any queue spillback onto the street.
- Centralized valet stations should be properly staffed to ensure that vehicles will be returned within an average of 10 minutes from when requested.
- Number of reserved valet parking spaces should correspond to the anticipated demand to avoid overutilization of on-street parking spaces.
- No car should be stored within the valet station drop-off /pick-up area.
- Valet stations should only be used for picking or dropping valet customers (i.e., not food pick-up, or ridesharing).

Recommended Location of Centralized Valet Stations

The specific location of the valet stations were determined based on filed review of the area, the recommended guidelines and coordination with the City’s Parking Director. The specific locations are described below and shown graphically on Exhibits 5A through 5D:

1. Giralda Avenue between LeJeune Road and Salzedo Street – this station will consist of three parking spaces located midblock on the south side of the roadway. The station will serve primarily Graziano’s and Tap 42.
2. Aragon Avenue between LeJeune Road and Salzedo Street - this station will consist of three parking spaces located midblock on the south side of the roadway. The station will serve primarily Ruth’s Chris and Caffè Abbracci.
3. Giralda Avenue between Salzedo Street and Ponce de Leon Boulevard – this station will consist of three parking spaces located midblock on the south side of the roadway. The station will serve primarily Mesa Mar and La Taberna Giralda.
4. Ponce de Leon Boulevard between Giralda Avenue and Aragon Avenue - this station will consist of three parking spaces located on the east side of Ponce de Leon Boulevard just south of Giralda Avenue. The station will serve primarily restaurant on Giralda Avenue east of Ponce de Leon Boulevard.
5. Galiano Street between Aragon Avenue and Giralda Avenue – this station will consist of three parking spaces located on the east side of Galiano Street just south of Giralda Avenue. This station will only be available during special events.
6. Aragon Avenue between Galiano Street and Merrick Way - this station will consist of one parking space and the existing loading zone area located on the south side of Aragon Avenue west of Merrick Way. The loading zone will be converted to a valet station after 1130am. The station will serve primarily Boca’s House and Fritz and Franz.
7. Andalusia Avenue between Salzedo Street and Ponce de Leon Boulevard - this station will consist of three parking spaces located on the north side of the roadway at approximately 150

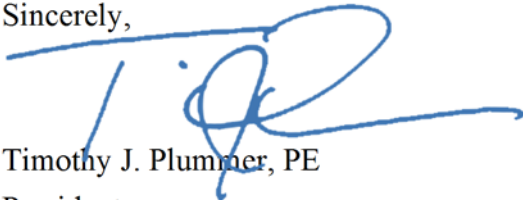
feet west of Ponce de Leon Boulevard. The station will serve primarily Bulla Gastrobar, Swine and BrickTop's.

8. Andalusia Avenue between Ponce de Leon Boulevard and Galiano Street - this station will consist of two parking spaces and a truck service area located on the south side of the roadway at approximately 200 feet east of Ponce de Leon Boulevard. The truck service area will be used only for evening valet service. The station will serve primarily Fleming's, OBBA Sushi and Swine.
9. Valencia Avenue between Salzedo Street and Ponce de Leon Boulevard - this station will consist of three parking spaces located on the north side of the roadway at approximately 175 feet west of Ponce de Leon Boulevard. The station will serve primarily Son Cubano and Marrosh.

It should be noted that the location of the stations are based on the existing data. As this area re-develops, the City should evaluate adding additional stations or relocating existing ones to areas with more demand.

As the City embarks on expanding its Centralized Valet System, establishing guidelines for valet stand locations and operations is crucial. DPA has provided information that should be used as a starting point. These guidelines should be evaluated periodically and adjustments should be made as needed. We stand ready to provide any support needed for this project. If you have any questions or required additional information, please do not hesitate to contact me at (305) 447-0900.

Sincerely,



Timothy J. Plummer, PE
President

cc: Peter Iglesias (City), Ed Santamaria (City), Ernesto Pino (City), file

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Tap 42

Giralda Ave



Graziano's

Ruth's Chris

Ponce De Leon Blvd

Aragon Ave



Caffe Abbracci



Coral Gables
Centralized Valet Parking Evaluation

Recomended Locations


Exhibit
5A

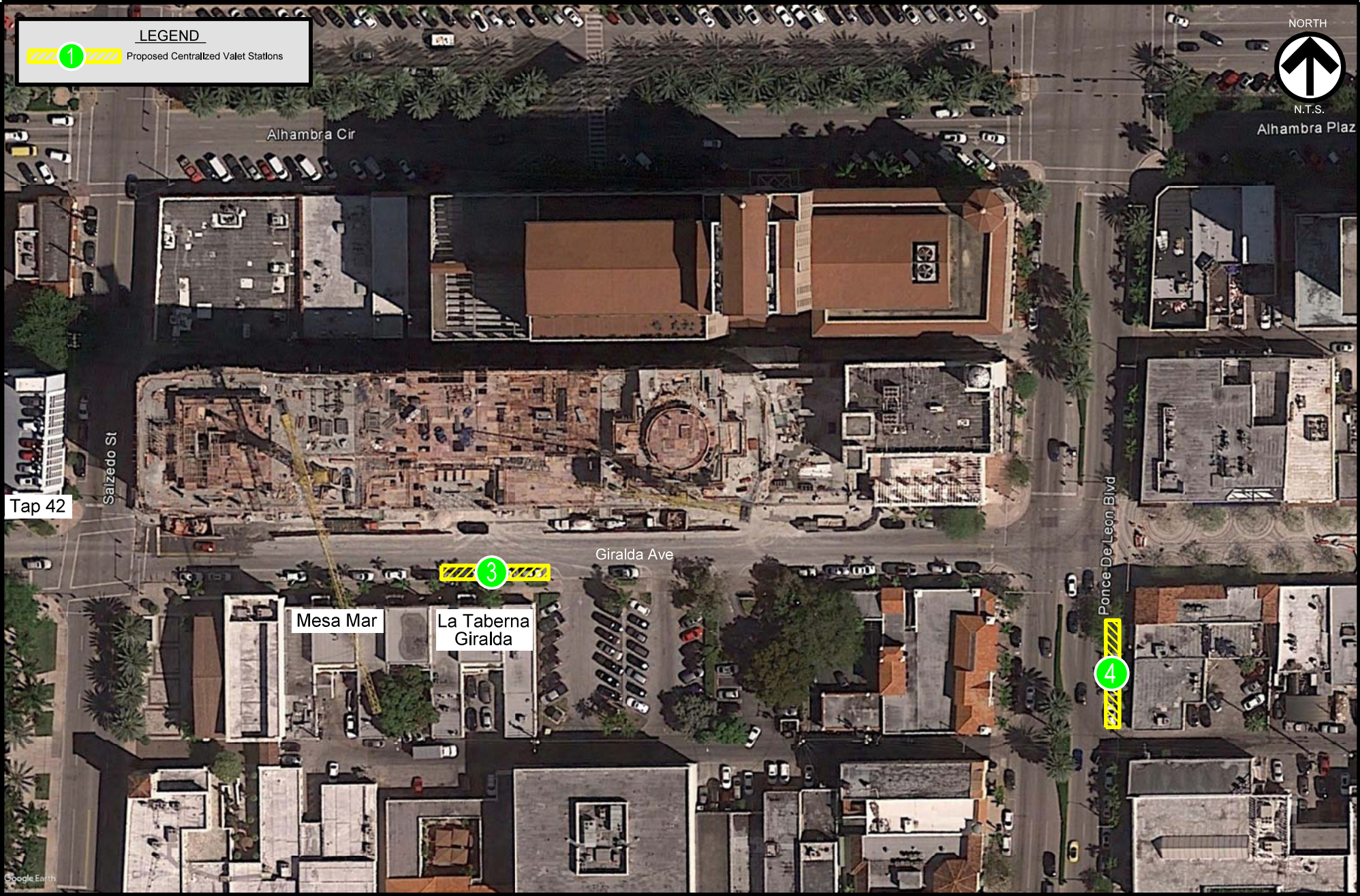
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Alhambra Plaz

LEGEND

 Proposed Centralized Valet Stations



Tap 42

Mesa Mar

La Taberna Giralda

Google Earth



Coral Gables
Centralized Valet Parking Evaluation

Recomended Locations

Exhibit
5B

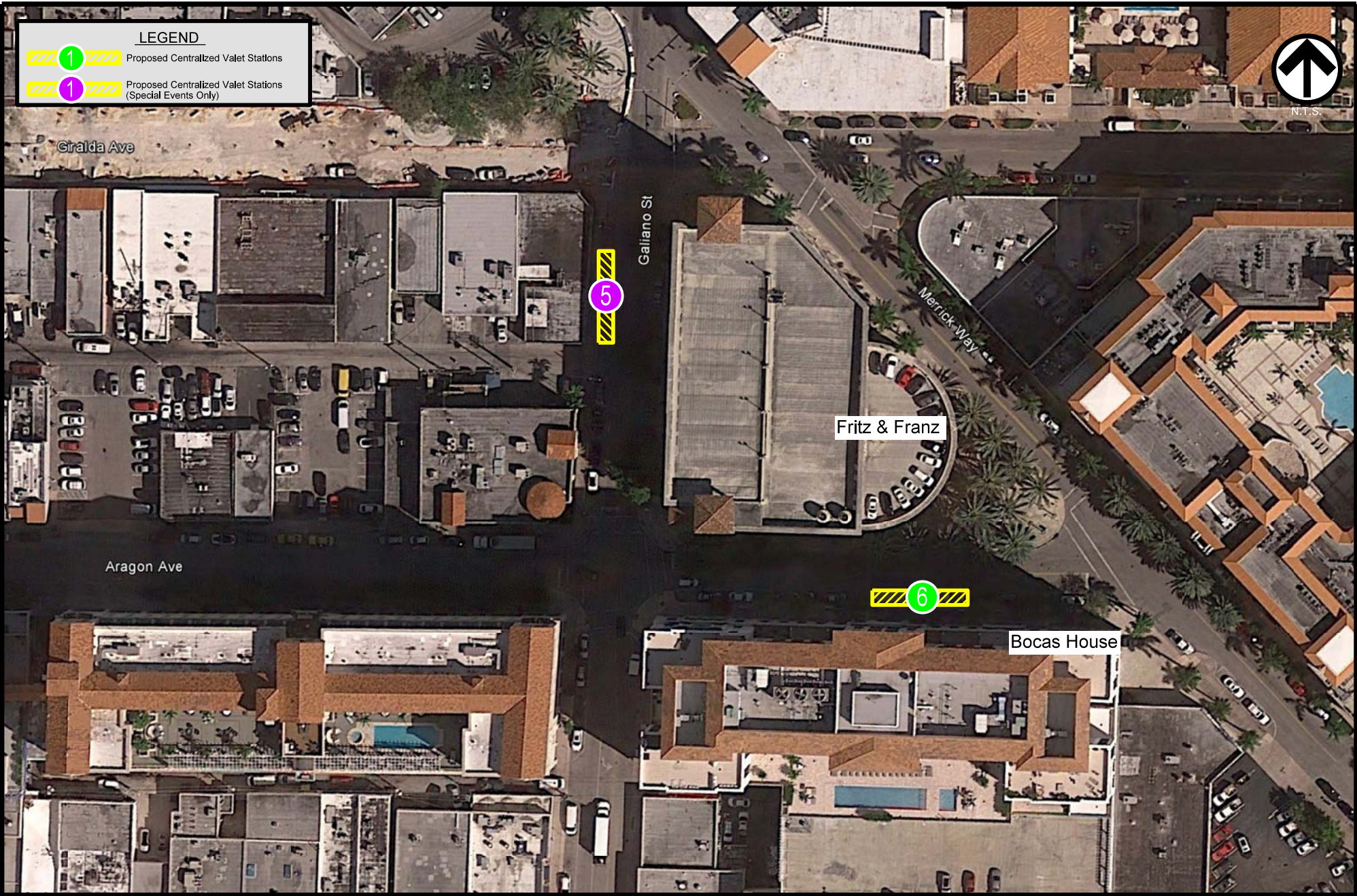
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N.T.S.

LEGEND

- Proposed Centralized Valet Stations
- Proposed Centralized Valet Stations (Special Events Only)



Coral Gables
Centralized Valet Parking Evaluation


Recomended Locations

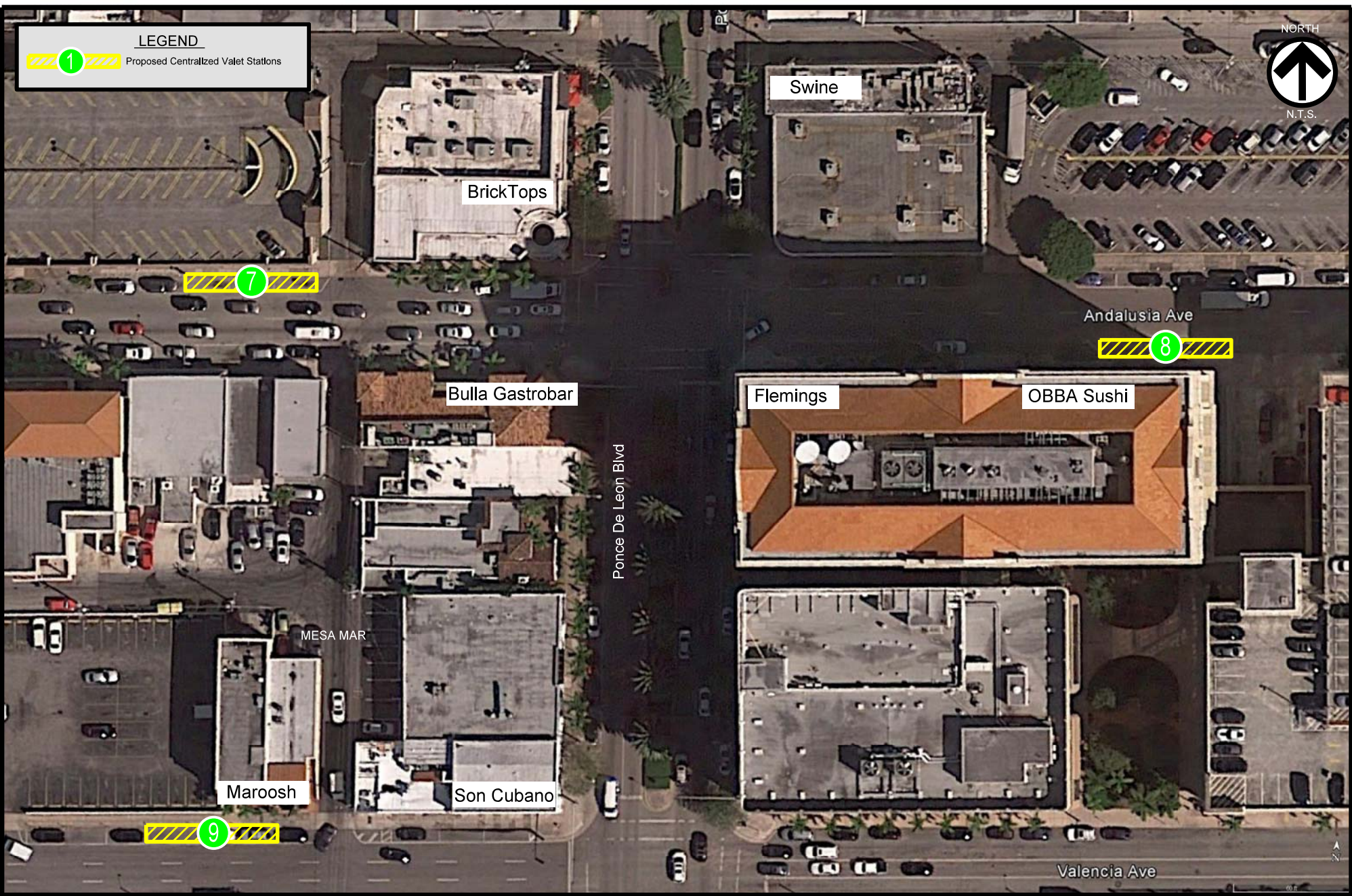
Exhibit

5C



LEGEND

 Proposed Centralized Valet Stations



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**Coral Gables
Centralized Valet Parking Evaluation**

Recommended Locations

Exhibit
5D