

**City of Coral Gables**  
**Meeting Minutes**  
**Parking Advisory Board**

405 Biltmore Way  
Coral Gables, FL 33134  
www.coralgables.com

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Thursday, February 25, 2021

8:00 AM

The Board meets the fourth Thursday of  
the month.  
Parking Department, Director's Office,  
2801 Salzedo Street, Coral Gables, FL  
33134

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**CALL TO ORDER**

The PAB began at 08:03 A.M.

**ROLL CALL**

**Present:** 5 - Betancourt,Rua,Perez,Holian and Garay

**1 Public Comments**

- No Public Comments
- Parking Director Kinney provided a brief report on Parking revenue stating:
  - i. Parking grossed \$110K via Pay-by-Phone the week of Feb 15, 2021.
  - ii. On-street parking has increased to nearly 90% of what it was in February 2020.

**2 Julian Perez – Coral Gables Economic Development Director**

- Mr. Perez provided a report to the PAB on the plan implemented by the City to assist and transition the recovery of small businesses from the economic impact of the COVID-19 pandemic.
- Mr. Perez stated the City has strategically focused on the number of businesses lost during the pandemic and to ensure the City is able to help small business that are currently struggling to remain open. The plan was based on the following Metrics:
  - i. Comprehensive Report - Economic Development contacted other cities around the nation to find out how they had been impacted by COVID-19 and how they were accessing their economic loss.
  - ii. Survey - was conducted to learn at what stage small businesses are at. The two most significant indicators were:
    - Most business which closed were financially challenged to begin with.
    - There was a lack of technological resources used by the small businesses which prevented them from reaching their customer base electronically.
    - As a result, the City has conducted webinars with small business owners on technological tools available to help them increase their

customer traffic such as google tools and cybersecurity.

i. Cares Act - Mr. Perez reported \$850K dollars were granted to sixty (60) businesses in the City from the one-hundred and forty-nine (149) who applied.

ii. Vacancy Report - In November 2020 there was a 13.5% retail vacancy rate on Miracle Mile. As of February 2021, there is a total 3.7% vacancy rate Citywide with a 96.3% Occupancy rate.

iii. Health of Coral Gables Business District - Mr. Perez reported that an increasing number of Wealth management Companies are relocating to the City from NY and other states.

- Lastly Mr. Perez commented the City is progressively learning and setting new precedents and example for other cities. Silicon Valley is mirroring our program. He also mentioned there are a few Art related activities in the City including Illuminate (Lantern Display) and Murals which he hopes will aid businesses economic recovery from COVID-19.
- Parking Director Kinney commented several restaurants are opening soon on Miracle Mile and that parking activity is beginning to increase. Another helping factor is the established outdoor dining in parking lanes along with open valet stands (currently underwritten by City).
- PAB Member Rua commented the percentage of vacancy seems higher than 13%. She counted 34 empty store fronts. Mr. Perez responded there are a few businesses opening soon who have leased the store fronts, but not opened the new businesses yet.
- PAB Chair Betancourt commented the City code should be revised to allow coming businesses to advertise their Name/Brand on the store front paper. Ms. Francesca Valdes, Economic Dev. Business Development Coordinator, stated the City is allowing businesses to advertise their name on the store fronts before they open.
- PAB Member Holian questioned the future of outdoor dining. Mr. Perez responded it will continue thru June 15, 2021 as per the State of Florida Emergency Order and hopes the order will be extended to the end of the year. Parking Director Kinney mentioned there is some push back on outdoor dining from some business owners and residents for the relaxed enforcement of encroachments into walking lanes. The PAB is supportive of outdoor dining on Giralda Plaza and Miracle Mile provided pedestrian corridors are maintained.

### **3 Approval of January 28, 2021 Minutes**

- Minutes approved by unanimous consent.

### **4 Quarterly Review of Parking Services**

- Parking Director introduced Mr. Stefan Batic, Night-Time Off-Street Operations Supervisor. Mr. Batic introduced himself and provided PAB a brief report of parking activity in the four Municipal Garages. He stated Parking in the garages is grossing \$14K average per week and grossed

close to \$20K last weekend (Kick-off of Illuminate [Lantern Display]).

- Mr. Batic reported the following Revenue Comparison:
  - i. Pre-Pandemic: AVG. / 46,316 Tickets / \$223,469.00 per month
  - ii. Last Summer: AVG. / 10,754 Tickets / \$53,964.00 per month
  - iii. Current AVG. / 23,193 Tickets / \$113,983.00 per month

## **5 Recognition - Staff Ambassador of the Month (Diane Fuentes)**

- Mr. Stefan Batic introduced Mr. David Zell, Director of Business Development Florida LAZ Parking.
- Mr. Zell briefly described LAZ Parking's capacity with City of Coral Gables including staffing the four municipal garages and properly training employees (Ambassadors) to assist transient parkers with any issue they may experience in the Garages.
- Mr. Zell introduced Parking Ambassador of the Month of February Ms. Diane Fuentes. Ms. Fuentes has been working with LAZ for five years and is happy to be working for LAZ representing City of Coral Gables. The PAB congratulated her.

## **6 Ponce Park Residences**

- Parking Director Kinney discussed the construction project at Catalonia Ave. and 2900 Block Ponce de Leon Blvd. - section related to Parking (reference PDF provided Pg.29). There are two issues of concern
  - i. The project proposes to vacate part of the ROW eliminating 21 parking spaces.
  - ii. Developer would pay the City \$42K according to Payment in Lieu Ordinance for eleven (11) parking spaces and will provide ten (10) public spaces (permit spaces) in their garage allowing City to manage them per code. All other spaces in the garage will be at the rate of the private garage.
- Developer is contributing \$2M dollars to build the park. The project is currently under review by development services and the Planning and Zoning Board.
- PAB Chair Betancourt asked where the money will be allocated? Parking Director Kinney answered the money will go into the Parking Fund to develop parking. Currently another development in the area called The Plaza offers 2000 public parking spaces. If needed, he mentioned there may be future planning of building a garage in that area.
- PAB Member Holian asked how the City will run the ten parking spaces and how will they be marked? Parking Director Kinney answered they will be the first ten spaces, available to the public at city rates, controlled by the City thru parking permits.
- PAB Member Rua expressed concern over City lack of developing additional parking throughout the City. PAB Chair Betancourt said PAB supports the development of more parking Citywide.
- Parking Director Kinney commented \$48M dollars are currently being

spent to build two City garages (Mobility Hub and Minorca Garages) and that he is in support of a study to be conducted in the future to determine the need parking citywide.

## **7 Proposed County Surtax Ordinance**

- PAB Chair Betancourt explained two years ago Miami Dade County amended the ½ Penny Ordinance to include other transportation services such as Freebee. The previous ordinance mandated funds be used for services within City boundaries only. Small Cities united to petition an amendment to change the ordinance. In lieu of restricting to city boundaries, the proposed amendment will allow for services to be performed within five (5) miles of the City. Item will go before County Commission for approval Tuesday, March 2, 2021.

## **8 Annual System Safety Plan Review**

- Postponed until next PAB Meeting.

## **9 Parking Construction Updates**

- Parking Director Kinney reviewed ongoing construction projects including: Villabela Row, Lot 7, Lot 20, Lot 30, Minorca Garage, and Mobility Hub.
- The PAB discussed these projects and their impacts on the Parking System.

## **10 Open Discussion**

- The PAB discussed the need for a parking and mobility master planning process as construction happens in Coral Gables.
- The Parking Director stated that a planning process was part of the City's current strategic master plan, and that funding had been postponed in the past two years but would be sought in FY22.

## **ADJOURNMENT**

The PAB adjourned at 09:55 A.M.

## **NOTE**