

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

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

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Thursday, August 22, 2019

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 08:07 A.M.

**ROLL CALL**

**Present:** 4 - Thomson, Betancourt, Rua and Perez

**Excused:** 1 - Rohaidy

**1 DIRECTOR'S REPORT**

•Possible Hotel development at 220 Miracle Mile:

i. The Terranova Corporation is considering development of 220 Miracle Mile as a Hotel with ground floor retail.

ii. The Parking Department will be reviewing the remote parking plan once it is submitted.

•Possible Coral Gables Trolley expansion of services:

i. The County's Transit Alliance through the Better Bus Project is requesting that the City of Coral Gables consider expansion of Trolley services on weekends.

ii. On a motion by PAB member Rua with a second from PAB member Perez the PAB reaffirmed that they are in support of expansion of services for weekends. PAB member Betancourt abstained from the vote due to his role as the Director of the CITT.

**2 FREEBEE REPORT**

•The PAB reviewed the Freebee July 2019 monthly report showing over 9,000 passenger ridership in over 5,000 completed trips.

•The Director stated that there will be no future expansion of the Freebee services without an increase in the level of service. The length of "waiting" times increased to nine (9) minutes with the expansion of services in February.

•The PAB requested that any advertising sold on the Freebee units should be allotted to the transportation services account to support expansion of services.

**3 RATE PRESENTATION**

- The Director made a power point presentation to the PAB of the proposed Parking Rates used to create the FY2020 City Budget.
- The presentation included comparisons with neighboring Municipalities and private facilities in Coral Gables. The proposed parking rate structure for FY2020 in the City of Coral Gables:
  - Max on-street parking rate of \$2.50 per hour
  - With an on-street surcharge for the CBD (for streetscape maintenance) of \$0.50 per hour
  - Hourly off-street increase to \$1.00 per 30 minutes; and \$1.50 per 30 minutes after 4 hours.
  - Daily off-street max rate of \$18.00 per day
  - Parking Lot max hourly rate would increase to \$4.00 per hour
  - Month access parking would increase to \$110, \$100, and \$80 (without tax) depending on location and availability
  - Daily on-street parking space rentals would increase to \$24.00 per day in the CBD and \$18.00 per day in all other areas
- On a motion by PAB member Betancourt and seconded by PAB member Rua the PAB approved the rate plan with the caveat that the director reach out to our community partners (BID, Chamber, etc.) with the projected rate information, and also explore a possible resident program for parking.

#### **4 PARKING LOT 3 CONTRACT**

- The PAB reviewed the terms of the lease extension and recommended approval of the tentative lease for a portion of Lot 3 by consensus.

#### **5 NORTH PONCE GARAGE UPDATE**

- The PAB discussed the final design for Garage 7 to include artistic treatments to the façade to diffuse the massing. By consensus they suggested Art in Public Places funds be used to incorporate art into the building façade.

#### **6 CENTRALIZED VALET DISCUSSION**

- Currently ParkOne is operating a total of six (6) valet stations: five (5) on Miracle Mile and one (1) on Giralda Ave.
- The City has requested a nine (9) month third party audit from ParkOne valet operations for review due to the operators claim of continued losses and request to increase the parking valet rate.
- The draft audit is to be complete before September.

#### **7 OPEN DISCUSSION**

- The PAB briefly discussed a Pay-by-Phone fee change and the elimination of the reverse-lookup model which would replace all PBP location numbers, signs, and decals within the City.

**ADJOURNMENT**

The PAB adjourned at 09:23 A.M.

**NOTE**