

winter park



agenda

June 20, 2013 @ 3:00 p.m.

City Commission Chambers

401 S. Park Ave. 2nd Floor

CRA advisory board

1 administrative items

- A. Approval of the Meeting Minutes from 04/25/13
- B. Approval of the Work Session Minutes from 05/21/13

2 action items

- A. Approval of CRA Budget for FY 13-14

3 informational items

- A. CRA Parking Study Report

4 new business items

5 adjournment items

appeals & assistance

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

**CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

Meeting
5:30 pm

April 25, 2013
Commission Chambers

MINUTES

Chairman, Hal George, called the meeting to order at 5:36 pm.

BOARD MEMBERS PRESENT: Hal George, John Dowd, Joe Terranova, Max Remer

BOARD MEMBERS ABSENT: Susan Lawrence, Alan Thompson, Daniel Butts, Paul St. Pierre

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit

APPROVAL OF MINUTES:

Item A: Winter in the Park Ice Rink

David Buchheit, CRA Manager, gave a brief overview of the 2012 Ice Rink results and the City's goals for the 2013 Ice Rink. Slides were presented showing the Ice Rink event made a profit in 2012, the CRA will be displaying two billboards this year to drive more traffic to the event, and that the CRA will be working toward making the Ice Rink event bigger and better each year.

Motion made by John Dowd, seconded by Joe Terranova, to approve the \$190k for the CRA to reserve in order to fund the Ice Rink as well as push forward the contract with Magic Ice for 2013. Motion passed 4-0

Item B: City Owned properties located on Comstock and SunRail Station

Forest Michael, resident at 358 W. Comstock Ave., Winter Park, FL 32879, stated his concerns as well as an option for the City owned properties.

The Comstock area located at the end of Comstock along with the future SunRail station are both areas the CRA would consider to be blighted. Mr. Michael stated there is graffiti and prostitution taking place at this location and suggested the Parks Department develop the Comstock area into a local Park.

Mr. Michael suggested the SunRail location be made into a bike path in conjunction with the station.

The Board did not find it necessary at this time to endorse either of Mr. Michael's suggestions to the City Commission. No motion was made at this time.

Meeting adjourned at 6:30 p.m.

Chairperson

CRA Coordinator/Board Liaison

**CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

**Work Session
12:00 pm**

**May 21, 2013
Chapman Room, City Hall**

MINUTES

Chairman Hal George, called the meeting to order at 11:58 am.

BOARD MEMBERS PRESENT: Hal George, Alan Thomspon, Susan Lawrence, John Dowd, Daniel Butts, Joe Terranova

BOARD MEMBERS ABSENT: Paul St. Pierre, Max Remer,

STAFF MEMBERS PRESENT: Dori Stone, Peter Moore, Laura Neudorffer, Craig O'Neil

ITEM A: Enzian Theatre presentation

Sig Tiedtke and Henry Maldonado, President of Enzian, gave a brief overview of what Enzian is all about and presented a short video outlining what Enzian has to offer.

Sig offered the CRA staff and Board Members the opportunity to join the Popcorn Flicks event and announce the movie to allow more of a presence to the community that the City actually sponsors the event each month.

ITEM B: Strategic Plan

Dori Stone, CRA Director, discussed the process of preparing for and creating the Strategic Plan as well as provided a PowerPoint presentation.

Peter Moore, Budget Analyst, discussed briefly the intent and purpose of the Youth Resource Center.

Long-term financial viability was discussed briefly as well and Joe Terranova suggested looking into the current debt to ensure it is not left to be paid by City funds once the CRA term has expired.

Mrs. Stone requested an additional work session to discuss the strategic plan more in depth. Discussion was held and the additional work session will be scheduled for Thursday, June 20, 2013 from 3:00-8:00 p.m. in the Chapman Room.

Meeting adjourned at 12:52 pm.

Chairperson, Hal George

CRA Coordinator/Board Liaison, Laura Neudorffer



agenda item

meeting date June 20, 2013

item type ☐ Administrative
☒ Action
☐ Information

approved by ☐ City Manager
☐ City Attorney
☒ N/A

CRA advisory board

Subject: Item 2A

CRA Budget Update and Proposed Budget FY 2014

motion | recommendation

Approve the proposed FY 2014 budget as presented.

background

FY 2013 Budget Update:

Over the last several years the CRA has lost almost 40% of its annual TIF revenue due to weakening of the real estate market. As such the CRA has continually slimmed down operations and executed programs and projects as efficiently as possible to continue the work of the CRA. As of June 2013, actual expenditures and revenues of the CRA are expected to be in-line with budgeted estimates by fiscal year-end. Revenues saw a slight increase due to the performance of Winter in the Park and investment returns. Expenditures and Debt Service show no significant change.

Tax Base Declines:

Over the last year the real estate market has started to rebound which is increasing the taxable valuations for CRA property for the first time in several years. The forward estimates from Orange County show that TIF revenue will increase from about \$2 million to \$2.1 million, or about 6.5%. This is an improvement over last year's decline and shows that the market is improving.

FY 2014 Proposed Budget:

Last year the CRA suspended some programs until revenues recovered. As a result of the increase in revenue staff has proposed a budget that maintains all debt service payments, supports operations, fulfills all contracts, and resumes operation of several programs. Staff anticipates future stability to the TIF as the economy and real estate market improves, however it highlights the importance of promoting projects that build the tax base within the CRA that in turn fund additional programs and projects.

Budget Highlights:

- Programs and Events Funding:
 - o Resuming the Summer Youth Employment Program
 - o Resuming the Business Façade Improvements Program
 - o Popcorn Flicks
 - o Heritage Center Operations
 - o Community Center Programs
 - o Welbourne Nursery Program
 - o St. Patrick's Day Parade
- Projects:
 - o Winter in the Park
 - o Parking Garage Maintenance
 - o Strategic Plan

Projects:

With a loss of \$11K on operations the CRA would have to utilize reserves to fund any program or project that staff has recommended suspending or cutting. Currently about \$1.6 million in project balances will roll forward to this upcoming fiscal year to complete projects that are already funded or underway.

Housing Rehab:

Last year staff stopped taking applications and allocated funding to complete the outstanding waiting list. The wait list has been completed substantially below expectation and currently there is \$47K that will roll forward to continue the Housing Rehab program for next year.

Business Façade:

The Business Façade program has been reinstated to assist businesses. The program has assisted approximately 50 businesses in the last 5 years.

Winter in the Park: \$195,000

This ice skating event was approved at the last agency meeting to be forward funded by the CRA. The proposed budget built in a break even on the event.

(For a complete line item budget and summary of the CRA's revenues and expenses since 2010, see the attached line item budget.)

alternatives | other considerations

N/A

fiscal impact

See background commentary above.

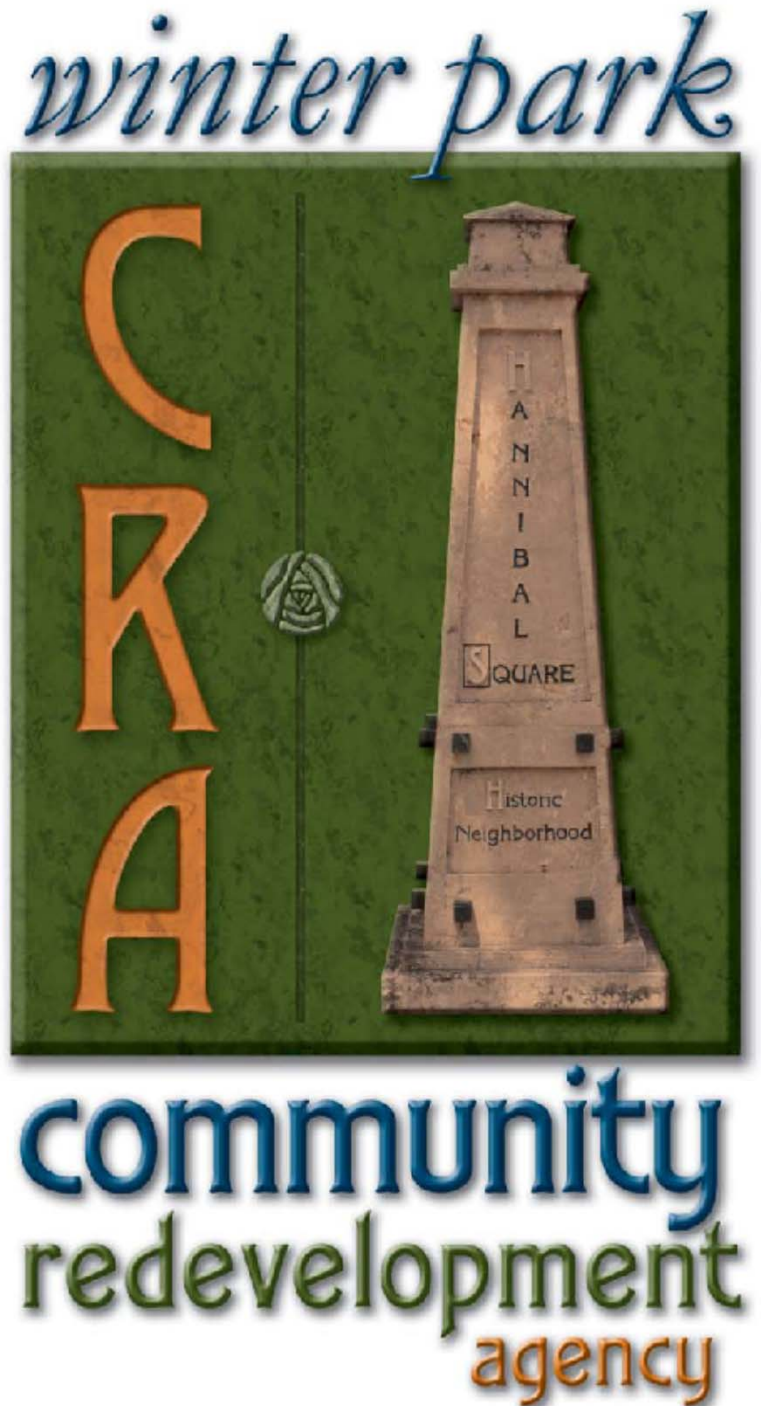
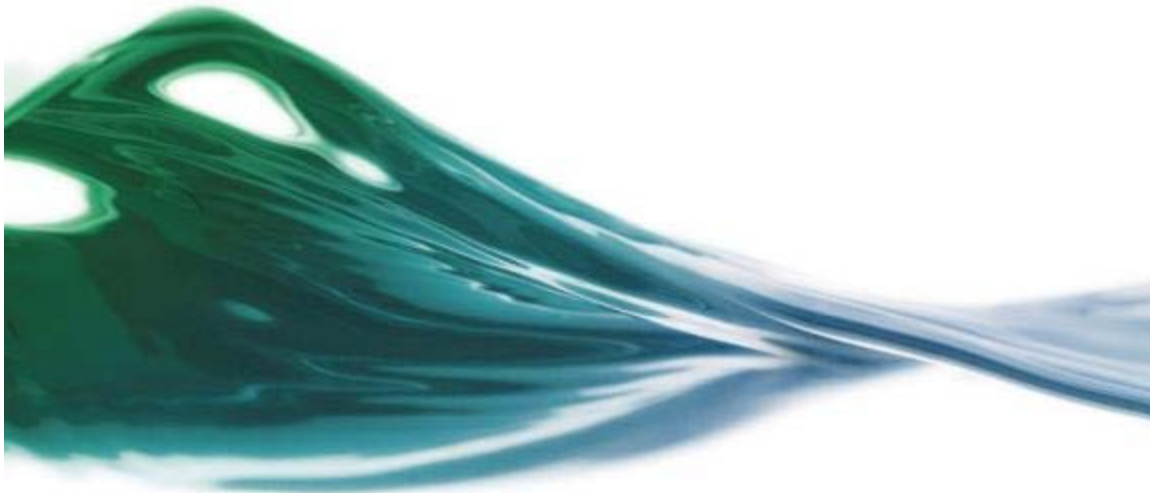
strategic objective

N/A

FY 2014 Proposed Budget

Presented by Economic Development/CRA
Department

June 20, 2013



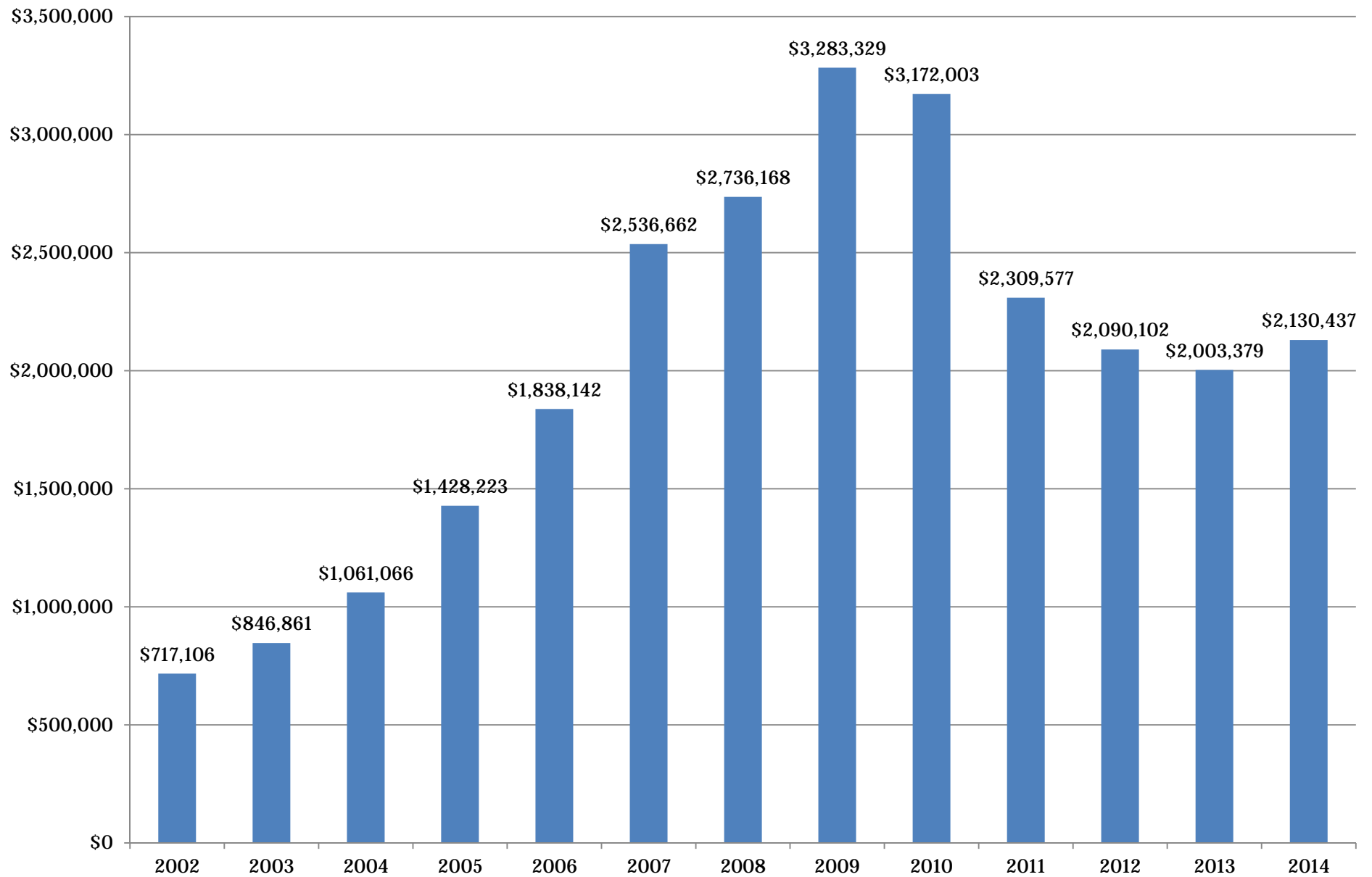


FY 2014 Tax Base

- FY 2013 Taxable Value = \$513 million
- FY 2014 Taxable Value = \$526 million
- Increase of nearly 2.6 %
- Increase to increment value of about \$127,058 or 6.5%



TIF Revenue





FY 2014 Estimated Revenues

Revenues	Rate of Change	2014 Est. Budget	2013 Budget
TIF Revenue	6.3%	2,130,437.00	2,003,379.17
Investment Revenue	0.0%	40,000.00	40,000.00
Misc. Revenue	9.6%	225,000.00	205,358.02
Total Revenues	6.5%	2,395,437.00	2,248,737.19



FY 2014 Estimated Expenditures

Expenditures	Rate of Change	2014 Est. Budget	2013 Budget
Operational Costs (includes staffing)	16.6%	399,612.00	342,710.00
Community Initiative	18.5%	98,000.00	82,683.78
Capital Maintenance	-10.0%	90,000.00	100,000.00
Total Expenditures	11.8%	587,612.00	525,393.78



FY 2014 Estimated Debt Services

Debt Services	Rate of Change	2014 Est. Budget	2013 Budget
Principal	0.0%	906,891.00	906,891.00
Interest	0.0%	640,392.00	640,392.00
Total	0.0%	1,547,283.00	1,547,283.00



FY 2014 Totals

Totals	Rate of Change	2014 Est. Budget	2013 Budget
Revenues	6.5%	2,395,437.00	2,248,737.19
Expenditures	11.8%	587,612.00	525,393.78
Debt Service	0.0%	1,547,283.00	1,547,283.00
Net	48.0%	260,542.00	176,060.41



Looking Ahead

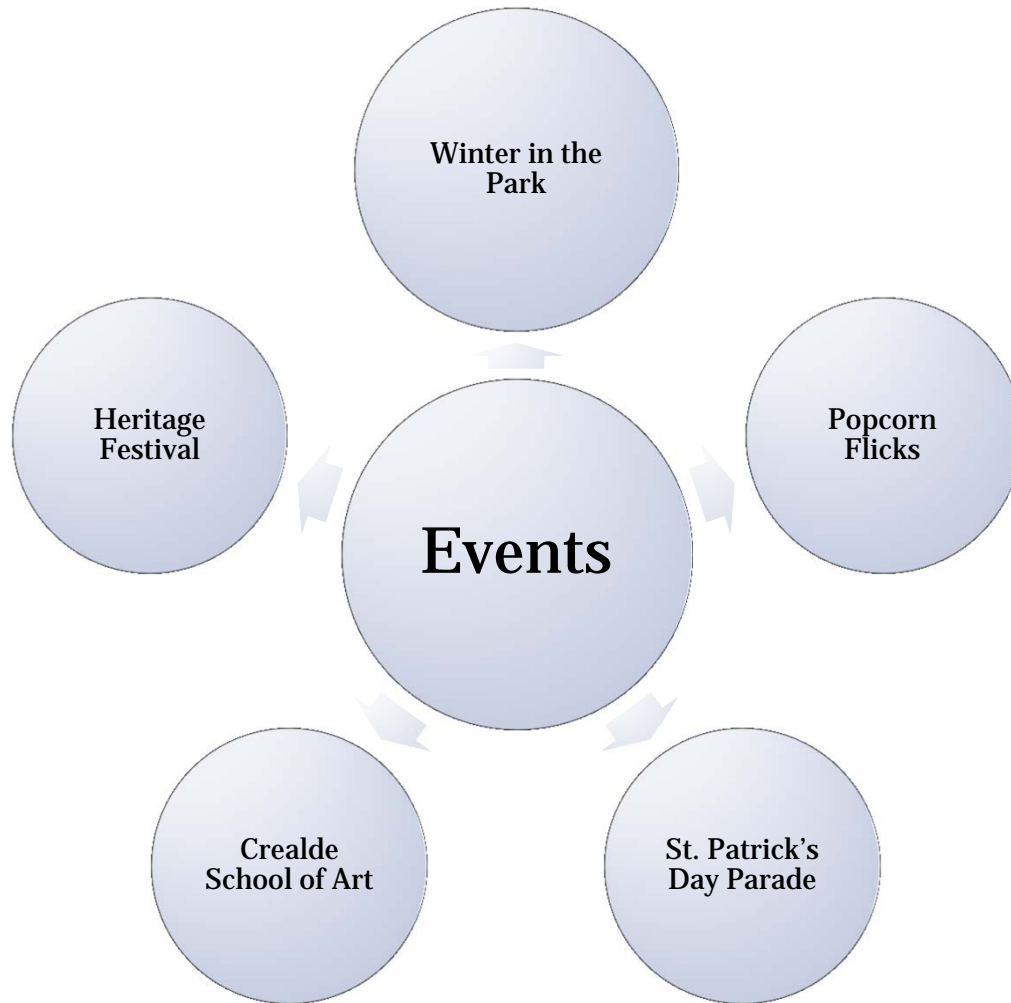
- 2014 Strategic Plan
- Winter in the Park
- Continuing Programs
 - Welbourne Nursery
 - St. Patrick's Day Parade
 - Popcorn Flicks
 - Heritage Center Operations
 - Community Center Programs



Looking Ahead

- Returning Programs
 - Business Façade Matching Program
 - Summer Youth Enrichment Program







Questions?

CRA FY 2013 Budget Update and Estimated Yr End Actual

Staffing Costs (part of operational costs)	2013 Pending Actual*	2013 Budget	2012 Actual	Notes on Pending 2013 figures vs. Budgeted
Salaries and Employee Related Costs	269,400	308,455	287,324	Actual spending is less due to reduced staffing costs.
Contractual Services	10,000	5,000	4,603	
Indirect Costs	-	-	107,108	
Totals	279,400	313,455	399,035	
Rate of Change vs. 2012 Actual	-29.98%	-21.45%		

Revenues

TIF Revenue	2,003,379	2,024,435	2,090,102	Revenue will show some improvement over the budget estimate.
Investment Revenue	40,000	40,000	62,765	
Misc Revenue	205,358	170,000	170,586	
Total Revenues	2,248,737	2,234,435	2,323,453	
Rate of Change vs. 2012 Actual	-3.22%	-3.83%		

Expenditures

Operational Costs (includes staffing costs above)	342,710	377,520	403,413	Expenditures are slightly lower.
Community Initiative	82,684	83,000	118,349	
Capital Maintenance	100,000	77,000	70,141	
Total Expenditures	525,394	537,520	591,902	
Rate of Change vs. 2012 Actual	-11.24%	-9.19%		

Debt Service

Debt Service (Principal)	906,891	906,891	872,234	No change in anticipated debt service totals.
Debt Service (Interest)	640,392	640,392	683,012	
Debt Service Totals	1,547,283	1,547,283	1,555,247	

Total Obligations (Expenditures + Debt Service)	2,072,677	2,084,803	2,147,149	Slightly reduction in total
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Net Operating Gain/Loss (funding available for projects)	176,060	149,632	176,304	Net Operating Gain will show slight improvement.
Rate of Change vs. 2012 Actual	-0.14%	-15.13%		

* Reflects a best estimate final figure for the close of the fiscal year based on current expenditures as of June 2013.

CRA FY 2014 Budget vs. 2013 Budget

Staffing Costs (part of operational costs)	Rate of Change	2014 Est. Budget	2013 Budget	Notes
Salaries and Employee Related Costs	4.1%	280,469.00	269,400.00	Increase to consulting and indirect costs due to active CRA projects.
Contractual Services	100.0%	20,000.00	10,000.00	
Indirect Costs	N/A	25,000.00	-	
Totals	16.5%	325,469.00	279,400.00	

Revenues	Rate of Change	2014 Est. Budget	2013 Budget	
TIF Revenue	6.3%	2,130,437.00	2,003,379.17	Slight increase in TIF revenue due to inclines in residential and commercial properties.
Investment Revenue	0.0%	40,000.00	40,000.00	
Misc Revenue	9.6%	225,000.00	205,358.02	
Total Revenues	6.5%	2,395,437.00	2,248,737.19	

Expenditures	Rate of Change	2014 Est. Budget	2013 Budget	
Operational Costs (includes staffing costs above)	16.6%	399,612.00	342,710.00	Increase to costs due to increase in activity.
Community Initiative	18.5%	98,000.00	82,683.78	
Capital Maintenance	-10.0%	90,000.00	100,000.00	
Total Expenditures	11.8%	587,612.00	525,393.78	

Debt Service	Rate of Change	2014 Est. Budget	2013 Budget	
Debt Service (Principal)	0.0%	906,891.00	906,891.00	Debt payments should remain at this level for the foreseeable future.
Debt Service (Interest)	0.0%	640,392.00	640,392.00	
Debt Service Totals	0.0%	1,547,283.00	1,547,283.00	

	Rate of Change	2013 Est. Budget	2013 Budget	
Total Obligations (Expenditures + Debt Service)	3.0%	2,134,895.00	2,072,676.78	Increase in cost reflects increase in programs and operations.
Net Operating Gain/Loss (funding available for projects)	48.0%	260,542.00	176,060.41	Includes revenue anticipated from Ice Rink.
Net Operating Gain/Loss (excluding Misc Revenues from Ice Rink Event)		35,542.00	(29,297.61)	Shows revenue figures without Ice Rink giving a clearer picture of revenues - expenses for the current budget exclusive of special projects.

Account Name	Est. Budget	Pending Actual	Est. Budget	Actual		
	2014	2013	2013	2012	2011	2010
BANK OF AMERICA / EQUITY IN POOLED CASH				2591115.35	3,670,110.74	3,469,341.80
ACCOUNTS RECEIVABLE / OTHER - MISC REC				20233.75	30,085.00	29,200.00
OTHER - MISC REC / ACCRUED INTEREST				5033.58	7,727.26	10,808.15
OPERATING PORTFOLIO / COMMUNITY CENTER BOND					925.9	8,110,632.48
REVENUE / REVENUE				2323452.96	2,511,762.08	11,628,182.35
LIABILITY / VOUCHERS PAYABLE				9224.39	671,605.76	501,199.23
ACCRUED PAYROLL / PAYROLL LIABILITY				11466.77	11093.14	10,086.85
LIABILITIES / DEFERRED REVENUE				16033.75	23,500.00	
LIABILITY / EXPENDITURES				-2746445.19	(10,617,808.43)	(4,726,304.36)
LIABILITY / RESERVE FOR ENCUMBRANCES				18367		7,286,435.00
RETAINED EARNINGS / FUND BALANCE				2984283	11,108,696.35	(3,079,616.64)
AD VALOREM TAXES / CURRENT AD VALOREM TAXES	1,022,445.00	961,467.17	971,572.00	1,003,087.35	1,111,181.16	1,524,164.30
CURRENT AD VALOREM TAXES / FROM COUNTY FOR CRA	1,107,992.00	1,041,912.00	1,052,863.00	1,087,015.00	1,198,396.00	1,647,839.00
OTHER FEDERAL GRANTS / CDBG HOUSING REHAB						72,638.00
Winter in the Park Total Revenues	195,000.00	205,358.02	170,000.00	170,585.75	175,940.74	122,799.66
WINTER IN PARK - ICE RINK / GENERAL ADMISSION		138,159.34		107,436.16	105,518.35	79,660.28
WINTER IN PARK - ICE RINK / GROUP ADMISSION (10-19)		3,414.30		6,625.61	6,235.49	1,661.10
WINTER IN PARK - ICE RINK / GROUP ADMISSION (20+)		4,411.42		1,299.59	1,478.95	3,967.58
WINTER IN PARK - ICE RINK / CONCESSIONS		1,497.08		18,070.93	15,336.40	4,399.70
WINTER IN PARK - ICE RINK / ICE RINK SPONSORSHIPS		55,073.00		47,582.25	45,598.75	32,961.00
WINTER IN PARK - ICE RINK / VENDOR CONCESSIONS				(13,114.32)	-	150.00
WINTER IN PARK - ICE RINK / PARTIES		2,802.88		2,685.53	1,772.80	
INTEREST / CHECKING AND SAVINGS				(1,155.70)	(1,853.47)	(3,367.36)
INTEREST / INVESTMENT PORTFOLIO	40,000.00	40,000.00	40,000.00	63,605.10	43,193.00	155,094.71
INTEREST / BANKFIRST SRB ACCOUNT				310.79	398.24	2,044.71
INTEREST / CITIZENS BANK CD ACCOUNT					641.69	4,890.23
STATE INVESTMENT BOARD / STATE INVESTMENT BOARD				4.67	2.86	9.10
OTHER / OTHER MISC REVENUE	30,000.00	-		-	(16,138.14)	2,070.00
FUND BALANCE CARRYFORWARD / FUND BALANCE CARRYFORWA					338,821.00	
FUND BALANCE CARRYFORWARD / BOND PROCEEDS		-				8,100,000.00
SALARIES / REGULAR WAGES	186,278.00	200,000.00	239,591.00	233,107.16	225,856.37	215,454.31
SALARIES / PART TIME/TEMPORARY WAGES	29,256.00	15,000.00			194.07	2,758.85
SALARIES / OVERTIME WAGES	-				133.69	
SPECIAL PAY / LONGEVITY	-				-	153.68
TAX BENEFITS / FICA TAXES	15,964.00	15,000.00	17,075.00	16,608.99	16,617.57	16,157.50
RETIREMENT BENEFITS / PENSION	13,499.00	15,000.00	17,222.00	16,756.22	16,056.77	(1,165.39)
RETIREMENT BENEFITS / ICMA CITY CONTRIBUTION	2,300.00	3,000.00	3,991.00	3,883.36	3,756.05	3,395.92
INSURANCE BENEFITS / GROUP HEALTH INSURANCE	31,840.00	20,000.00	28,945.00	24,570.00	23,187.00	24,555.56
INSURANCE BENEFITS / LIFE INSURANCE	405.00	450.00	520.00	505.44	492.82	466.73
INSURANCE BENEFITS / AD&D INSURANCE	45.00	45.00	58.00	55.90	54.61	51.66
INSURANCE BENEFITS / DISABILITY INSURANCE	450.00	500.00	577.00	561.60	547.70	518.58
WORKER'S COMPENSATION / WORKER'S COMPENSATION	402.00	380.00	446.00	426.82	396.08	396.12
UNEMPLOYMENT BENEFIT / UNEMPLOYMENT COMPENSATION	30.00	25.00	30.00	30.42	30.92	33.67
PROFESSIONAL SERVICES / CITY ATTORNEY	20,000.00	22,000.00	20,000.00	29,997.00	35,000.04	32,083.37
CONTRACTUAL SERVICES / CONTRACTUAL SERVICE	20,000.00	10,000.00	5,000.00	8,970.02	4,603.00	29,900.00
CONTRACTUAL SERVICES / SOCIAL PROGRAMMING	-					(5,000.00)
CONTRACTUAL SERVICES / SUMMER YOUTH EMPLOYMENT	15,000.00		-	17,507.12	24,327.75	39,304.61
CONTRACTUAL SERVICES / HERITAGE CENTER OPERATION	30,000.00	30,000.00	30,000.00	35,000.00	40,000.00	40,000.00
CONTRACTUAL SERVICES / COMMUNITY CENTER PROGRAMS	40,000.00	35,000.00	35,000.00	40,413.08	31,224.00	42,141.03
TRAVEL / TRAVEL & TRAINING	6,000.00	3,000.00	3,000.00	3,825.53	2,595.60	3,666.00
TRAVEL / CAR ALLOWANCE	-				2,409.29	2,469.30
COMMUNICATION SERVICES / TELEPHONE - EQUIP CHGS	2,016.00	1,500.00	2,375.00	1,845.76	2,604.24	2,567.74
COMMUNICATIONS SERVICES / AIRCARDS	-					585.07

COMMUNICATION SERVICES / CELL PHONES/BEEPERS	1,800.00	2,500.00	2,880.00	2,430.38	2,791.72	2,462.66
TRANSPORTATION / POSTAGE & FREIGHT	1,000.00	500.00	2,000.00	339.95	(1,850.75)	292.85
INSURANCE / GENERAL LIABILITY	8,639.00	8,751.00	8,751.00	8,291.04	8,726.04	14,849.04
INSURANCE / RISK MGMT OPERATIONS	1,189.00	1,096.00	1,096.00	1,055.04	1,386.96	1,277.04
INSURANCE / OTHER INSURANCE	7,700.00					
REPAIR SERVICES / PARKING GARAGE MAINT.	90,000.00	100,000.00	77,000.00	70,140.62	97,538.97	78,421.33
PRINTING & BINDING / PRINTING & BINDING	4,000.00	2,500.00	6,500.00	2,509.88	2,787.07	9,517.30
PRINTING & BINDING / COPIER	3,599.00	2,463.00	2,463.00	2,650.29	3,642.25	1,807.02
PROMOTIONAL ACTIVITIES / PROMOTIONAL ACTIVITIES	5,000.00	2,000.00	2,000.00	4,615.75	6,772.71	7,327.40
PROMOTIONAL ACTIVITIES / UNITY HERITAGE FESTIVAL	-	4,683.78	5,000.00	7,761.25	11,853.60	12,406.22
OPERATING EXPENSES / GENERAL OPERATING SUPPLY	7,000.00	10,000.00	6,000.00	5,897.34	4,962.37	6,341.73
OPERATING EXPENSES / EQUIPMENT UNDER \$1,000	2,500.00	3,500.00	3,000.00	489.02	-	1,134.73
PUBLICATIONS/MEMBERSHIPS / BOOKS & PERIODICALS	200.00	-	500.00	132.95	-	269.89
PUBLICATIONS/MEMBERSHIPS / MEMBERSHIPS	3,500.00	3,500.00	3,500.00	2,257.00	2,867.00	2,901.85
FIXED ASSET PURCHASES / MACHINERY & EQUIPMENT	-				461.47	
PRINCIPAL / CRA LOAN #67	155,000.00	155,000.00	155,000.00	150,000.00	145,000.00	140,000.00
PRINCIPAL / CRA LOAN #83	145,000.00	145,000.00	145,000.00	140,000.00	135,000.00	130,000.00
PRINCIPAL / 2005-1 LOAN	36,934.00	36,934.00	36,934.00	35,516.11	34,152.00	32,839.80
PRINCIPAL / 2005-2 LOAN	79,957.00	79,957.00	79,957.00	71,718.27	67,716.00	63,937.53
PRINCIPAL / 2006 LOAN	100,000.00	100,000.00	100,000.00	100,000.00	95,000.00	90,000.00
PRINCIPAL / COMMUNITY CENTER LOAN	390,000.00	390,000.00	390,000.00	375,000.00	315,000.00	-
INTEREST / CRA LOAN #67	77,088.00	77,088.00	77,088.00	84,342.40	89,861.86	95,409.07
INTEREST / CRA LOAN #83	71,159.00	71,159.00	71,159.00	77,693.93	82,757.93	87,835.21
INTEREST / 2005-1 LOAN	23,788.00	23,788.00	23,788.00	25,660.02	27,002.60	28,359.13
INTEREST / 2005-2 LOAN	81,912.00	81,912.00	81,912.00	87,845.42	91,787.86	95,731.33
INTEREST / 2006 LOAN	63,213.00	63,213.00	63,213.00	67,102.50	70,895.25	74,493.50
INTEREST / COMMUNITY CENTER LOAN	323,232.00	323,232.00	323,232.00	340,368.00	355,824.00	136,080.00
CRA PROJECTS / HOUSING REHAB. ASSISTANCE		20,000.00	46,998.05	47,724.00	61,794.95	149,203.00
CRA PROJECTS / ORANGE AVENUE IMPROVEMENT			548,115.77	2,840.30	11,225.97	11,370.78
CRA PROJECTS / DENNING DR INT. IMPROVE		35,000.00	113,662.26	3,532.74	-	49,969.87
CRA PROJECTS / FAIRBANKS ENHANCEMENT				1,441.57	18,708.00	14,893.33
CRA PROJECTS / COMMUNITY CENTER		18,811.79	16,911.79	226,326.99	7,600,980.13	1,290,518.02
CRA PROJECTS / CENTRAL PK-EAST SIDE IMPR					22,118.55	340,362.73
CRA PROJECTS / WEBSTER STREETScape IMP.					-	5,256.54
CRA PROJECTS / BUSINESS FACADE MATCH PRG	50,000.00		17,502.00	11,175.00	91,275.25	255,722.62
CRA PROJECTS / COMMUTER RAIL MATCH			199,514.97	4,078.43	19,553.60	-
CRA PROJECTS / CENTRAL PARK LOT B				4,497.10		
CRA PROJECTS / BUS SHELTER IMPROVEMENTS			770.00		-	-
CRA PROJECTS / BUSINESS DISTRICT EVENT					5,000.00	5,000.00
CRA PROJECTS / HOUSING REHAB - CDBG PROJ						32,794.00
CRA PROJECTS / WEST MEADOW ICE RINK	195,000.00	188,995.33	180,000.00	181,333.95	199,273.20	152,426.45
CRA PROJECTS / NEW YORK/NEW ENGLAND UNDG			58,876.20		-	23,815.80
CRA PROJECTS / E. MORSE BLVD STREETScape			-	15,100.80	23,999.14	413,731.84
CRA PROJECTS / W. MORSE BLVD STREETScape		33,000.00	168,219.44	2,402.38	105,609.18	251,056.57
CRA PROJECTS / PARK AVE. STRATEGIC PLAN				31,286.32	107,183.06	21,000.00
CRA PROJECTS / NEW ENG-SHADY PK TO CAPEN		-	46,229.15	14,592.21	134,575.64	-
CRA PROJECTS / QUALIFIED TARGET IND PROG		19,800.00	80,200.00	19,800.00	-	-
CRA PROJECTS / SIGNS AND WAYFINDING PJT			116,581.39	33,164.36	254.25	-
CRA PROJECTS / E WELBOURNE STREETScape		10,000.00	10,000.00			
COMMUNICATIONS SERVICES / CELL PHONES/BEEPERS						158.51
OPERATING EXPENSES / WELBOURNE NURSERY	5,000.00	5,000.00	5,000.00	4,500.00	7,000.00	7,000.00
OPERATING EXPENSES / ENZIAN THEATRE	6,000.00	6,000.00	6,000.00	12,000.00	18,000.00	17,600.00
OPERATING EXPENSES / ST. PATRICK'S DAY PARADE	2,000.00	2,000.00	2,000.00	1,167.50	2,125.00	2,373.40
REIMBURSEMENTS / REIMB ADMIN TO GEN FUND	25,000.00	-	-	31,599.96	107,108.04	117,861.96

				Actual		
Staffing Costs				2012	2011	2010
Salaries and Employee Related Costs	280,469	269,400	308,455	296,506	287,324	262,777
Contractual Services	20,000	10,000	5,000	8,970	4,603	29,900
Indirect Costs	25,000	-	-	31,600	107,108	117,862
Totals	325,469.00	279,400.00	313,455.00	337,075.89	399,034.69	410,539.15
Rate of Change	3.8%	-17.1%	-7.0%	-15.5%	-2.8%	-18.5%

Revenues						
TIF Revenue	2,130,437	2,003,379	2,024,435	2,090,102	2,309,577	3,172,003
Investment Revenue	40,000	40,000	40,000	62,765	42,382	158,671
Misc Revenue	225,000	205,358	170,000	170,586	159,803	197,508
Total Revenues	2,395,437.00	2,248,737.19	2,234,435.00	2,323,452.96	2,511,762.08	3,528,182.35
Rate of Change	7.2%	-3.2%	-3.8%	-7.5%	-28.8%	-5.3%

Expenditures						
Operational Costs	399,612	342,710	377,520	403,413	474,191	500,092
Community Initiative	98,000	82,684	83,000	118,349	134,530	155,825
Capital Maintenance	90,000	100,000	77,000	70,141	97,539	78,421
Total Expenditures	587,612.00	525,393.78	537,520.00	591,902.39	706,260.02	734,338.73
Rate of Change (Actual)	9.3%	-11.2%	-9.2%	-16.2%	-3.8%	-24.3%

Debt Service						
Debt Service (Principal)	906,891.00	906,891.00	906,891.00	872,234.38	791,868.00	456,777.33
Debt Service (Interest)	640,392.00	640,392.00	640,392.00	683,012.27	718,129.50	517,908.24
Debt Service Totals	1,547,283.00	1,547,283.00	1,547,283.00	1,555,246.65	1,509,997.50	974,685.57

Net Operating Gain/Loss (funding available for projects)	260,542.00	176,060.41	149,632.00	176,303.92	295,504.56	1,819,158.05
Rate of Change	74.1%	-0.1%	-15.1%	-40.3%	-83.8%	-5.2%

Capital Outlay						
Projects	245,000.00	325,607.12	1,603,581.02	599,296.15	8,401,550.92	3,017,280.06

Other Financing Sources						
Issuance of Debt	-	-	-	-	-	8,100,000.00

Change in Fund Balance	15,542.00	(149,546.71)	(1,453,949.02)	(422,992.23)	(8,106,046.36)	6,901,877.99
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Beginning Fund Balance	1,125,708.83	2,579,657.85	2,579,657.85	3,002,650.08	11,108,696.44	4,206,818.45
Ending Fund Balance	1,141,250.83	2,430,111.14	1,125,708.83	2,579,657.85	3,002,650.08	11,108,696.44

winter park



agenda item

meeting date June 20, 2013

item type ☐ Administrative
☐ Action
☒ Information

approved by ☐ City Manager
☐ City Attorney
☒ N/A

CRA advisory board

Subject: Item 3A

CRA Parking Study Report

motion | recommendation

background

One of the goals of the Park Avenue Area Strategic Plan called for examining the parking availability of Park Avenue and surrounding areas. While under review by the PAATF, the committee and staff updated the current parking inventory. In December 2012, the City Commission directed staff to take another look at parking in the downtown area and make recommendations for any necessary improvements. The city hired BASE Consultants to conduct the study.

The study took several months and includes both an evaluation of current spaces throughout the CRA as well as data collected through a survey given to employees, visitors, business owners and employers in the study area. Based on this information, the consultants are recommending three immediate actions to help alleviate and manage parking in the downtown area.

These include additional parking enforcement officers, an employee parking program and a parking plan designated for special events. Other recommendations include additional wayfinding, smart phone applications to find parking and, if necessary construction of new parking spaces in the downtown area.

The study is included in its entirety for CRA Advisory Board review.

alternatives | other considerations

N/A

fiscal impact

The CRA could support the hiring of parking enforcement officers to serve only the CRA area. These could be included as part of the budget discussion.

strategic objective

N/A



CITY OF WINTER PARK PARKING STUDY

June 2013



City of Winter Park Parking Study Update

Prepared for:



Prepared by:



4767 New Broad Street, #1018
Orlando, Florida 32814

June 7, 2013

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Executive Summary

The purpose of the City of Winter Park Parking Study is to analyze the current parking supply and demand, review the City's parking policies, and provide parking recommendations. The impetus for the study is an increase in comments related to insufficient parking within the Park Avenue corridor. The study area is delimited to the north by Swoope Avenue and Webster Avenue, to the east by Interlachen Avenue, to the south by Fairbanks Avenue, and to the west by Denning Drive. The study area also includes the commercial strip along Orange Avenue from US 17/92 to the Orange Avenue/Fairbanks Avenue intersection.

Community input from local residents, employees, business owners, and visitors was very important to understand the parking issues and concerns of the City, and to create an effective parking plan. This input revealed that some visitors have difficulty in locating parking facilities and that better signage is necessary for the Park Avenue corridor. The survey responses underscore the conclusions of BASE Consultants. The main issues with parking within the study area are insufficient parking for the Park Avenue corridor and lack of employee-only designated spaces.

BASE Consultants performed a complete inventory of on-street and off-street City parking within the study area. After applying a 95% factor to account for the fact that all parking is not available to patrons looking for a space, the effective parking supply within the study area is 2,574 weekday daytime spaces and 2,710 weekday evening/weekend spaces. This effective supply will be used to compare the parking supply with the parking demand. The effective parking supply available to the Park Avenue corridor is approximately 1,785 weekday daytime spaces and 1,923 weekday evening/weekend spaces.

After adjusting for seasonality, it was determined that the parking adequacy (effective supply minus parking demand) for the entire study area can be a surplus of 193 weekday daytime spaces and a surplus of 182 weekend daytime spaces. **However, the facilities serving the Park Avenue corridor may experience a deficit of 237 weekday daytime spaces and a deficit of 280 weekend daytime parking spaces.**

In addition to the observed parking demand, the principles of shared parking have been used to determine the theoretical peak parking demand that will be experienced by the Park Avenue corridor. Based on the findings of the theoretical shared parking demand, the City's current parking supply within the Park Avenue corridor is not sufficient to handle the theoretical demand of 2,054 spaces.

Based on the findings of the parking study, BASE recommends that the City consider the following steps before increasing the parking supply:

- Increase parking enforcement in order to stimulate turnover of on-street spaces and deter employees from parking in visitor spaces;
- Develop an employee parking program in order to move long-term parkers away from the Park Avenue corridor, thereby increasing the short-term parking supply used by visitors;
- Create a special events parking procedure, in concert with the WPPD, which includes distributing a special events parking map, temporary parking signage, and bike valet program.

Background

The City of Winter Park is located in northeast Orange County. The City has been recognized throughout the years as an arts, culture, and shopping destination. Winter Park is home to several retail areas. Other major destinations in Winter Park include Rollins College, the Charles Hosmer Morse Museum of American Art, and the Fall and Spring Winter Park Sidewalk Art Festival, "...one of the nation's oldest, largest and most prestigious juried outdoor art festivals..." (Winter Park Sidewalk Art Festival). The City of Winter Park had a population of 27,852 at the 2010 census, but as many as 350,000 people visit the City during the Spring Art Festival. In addition to special events, the City hosts a Farmer's Market on Saturdays from 7:00 a.m. to 1:00 p.m. The City has over 600,000 square feet of commercial and office development within its downtown core. Parking is offered on-street, and in off-street lots and garages, and varies between free and paid.



Figure 2: Park Avenue



Figure 2: Hannibal Square

The City Commission has received several comments from residents, visitors, employees, and business owners concerned with the availability of parking in Downtown Winter Park, particularly within the Park Avenue corridor. A comprehensive parking study was conducted in 2003, and updated in 2007, and 2008. The purpose of this study is to analyze the current parking supply and demand, review the City's parking policies, and provide parking recommendations.

The report is divided into the following sections:

- **Parking Needs Assessment**
 - Community involvement – parking survey;
 - Current parking supply and demand analysis;
 - Shared parking demand analysis for Park Avenue corridor.
- **Review of Parking Policies**
 - Short-term and long-term parking;
 - Valet service;
 - SunRail.
- **Parking Recommendations**
 - Parking enforcement;
 - Long-term parking;

- Special events parking;
- Wayfinding and signage;
- Mobile applications.

The City of Winter Park is recognized as a walkable city by the website Walkable Communities, and many other organizations. A walkable community must have intact town centers with a healthy mix of uses, residential densities and mixed incomes, public spaces including parks, amenities to make walking enjoyable by all, low speeds on main streets such as Park Avenue and New England Avenue, good linkage between streets, travel distances are between 1/8 and 1/2 mile, a people-centric design, smaller developments, a large number of pedestrians, visionary master planning, and forward-thinking decision (Burden). In addition, the following characteristics for walkable communities apply directly to the City of Winter Park (Institute of Transportation Engineers and Congress for the New Urbanism, 2010):

1. A mix of land uses and densities in close proximity to one another.
2. Building entries located directly on the sidewalk without parking between the street and the building.
3. Landscape, building, and street designs that are meant to be observed and appreciated by people traveling on foot.
4. Relatively small city blocks.

Definition of Terms

Several terms used in this report have unique meanings when used within this type of analysis. To help clarify these terms and enhance understanding by the reader, definitions for some of these terms are presented below:

- GLA – Gross Leasable Area.
- Institute of Transportation Engineers (ITE) – The international educational and scientific association of transportation professionals who facilitate the application of technology and scientific principles to research, planning, functional design, implementation, operation, policy development and management for any mode of transportation.
- International Council of Shopping Centers (ICSC) – The trade organization of the shopping center industry.
- Mixed-Use Development – A development that contains more than one type of use in a building or set of buildings. Some of the uses include residential, commercial, industrial, office, and institutional.
- Modal Split – The percentage of travelers to the development using a particular mode of transportation. In the case of this study, a 100% modal split indicates only cars being used to access the development, and a 0% modal split indicates only public transportation and/or walking being used to access the development.
- Occupancy – The number of parking spaces occupied by vehicles. This information is gathered by performing parked vehicle counts in each sub-area located within the study area.
- Parking Demand – The number of spaces required by various user groups and visitors to the subject property.
- Peak Hour – The peak hour represents the busiest hour of the day for parking demand.
- s.f. – Square feet.



- Urban Land Institute (ULI) – Non-profit organization whose stated mission is "to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide".

Study Area

The study area is delimited to the north by Swoop Avenue and Webster Avenue, to the east by Interlachen Avenue, to the south by Fairbanks Avenue, and to the west by Denning Drive. The study area also includes the commercial strip along Orange Avenue from US 17/92 to the Orange Avenue/Fairbanks Avenue intersection (Figure 3).

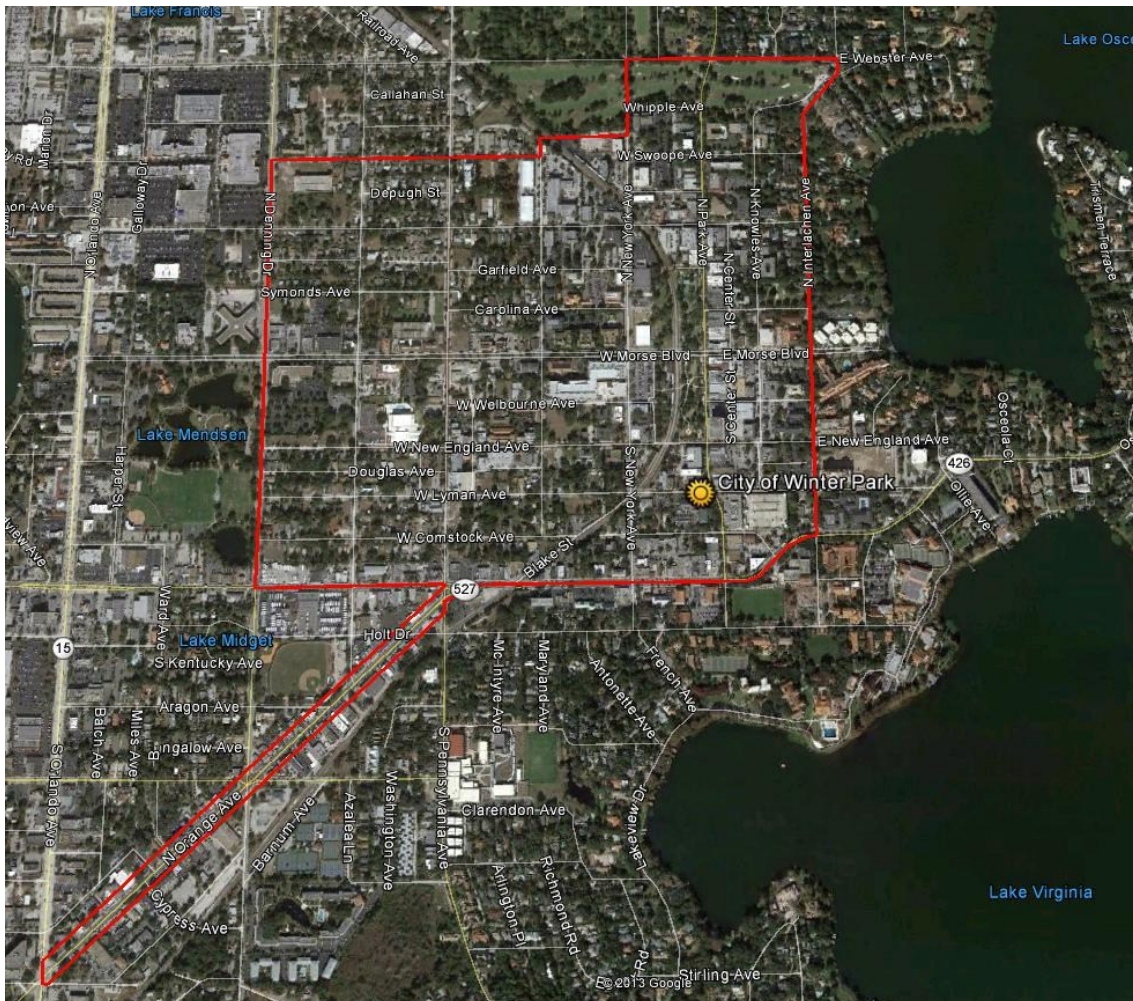


Figure 3: Limits of study area

In order to simplify this report, the study area has been subdivided into ten (10) distinct zones as illustrated on Figure 4 and Figure 5. A few zones are worth highlighting:

- Zones 4 and 6 cover the bulk of the commercial development along Park Avenue and are responsible for a large percentage of the parking demand within the study area.
- Zone 9 consists largely of residential development. However, the Hannibal Square commercial district is located in this zone.
- Zone 10 consists of the commercial development along Orange Avenue.
- Zones 8, 9, and 10 were not part of the original 2003 comprehensive parking study, nor the 2007 and 2008 updates.
- The boundaries of zones 1, 2, 3, 4, 5, and 6 have been modified from the original 2003 comprehensive parking study.

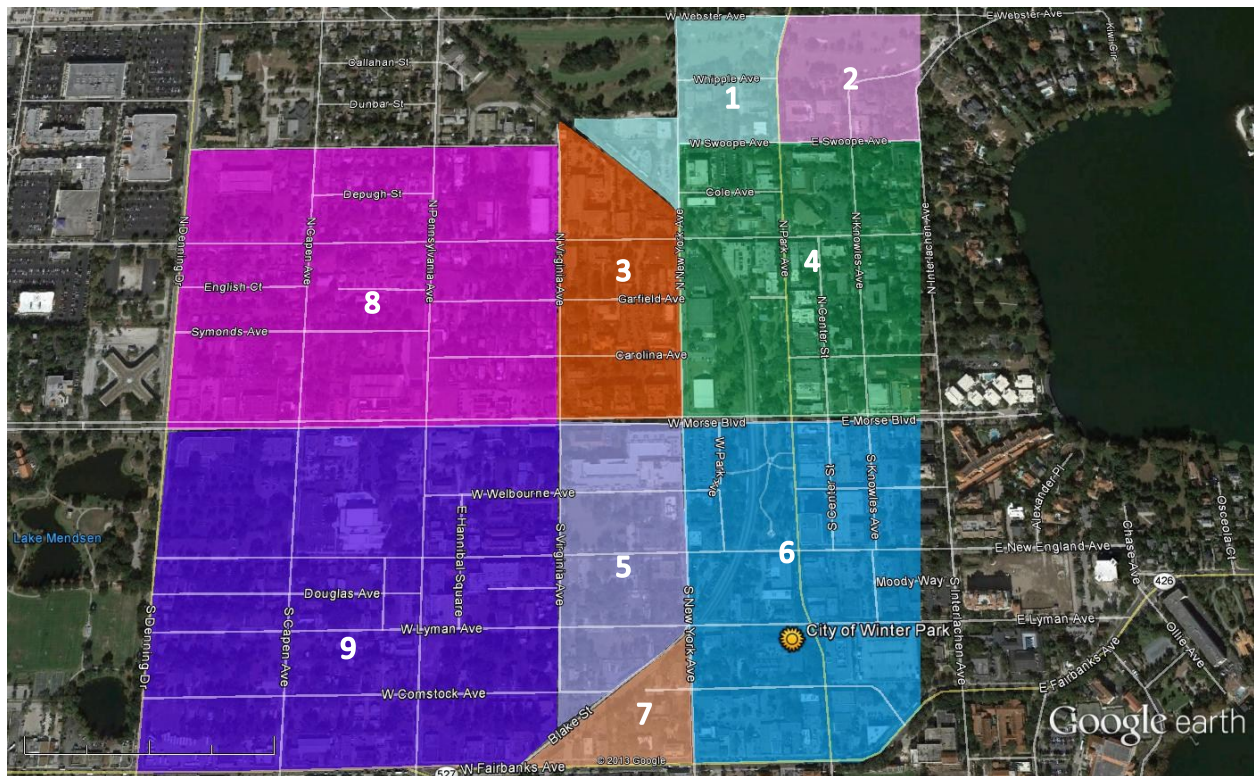


Figure 4: Zones 1-9

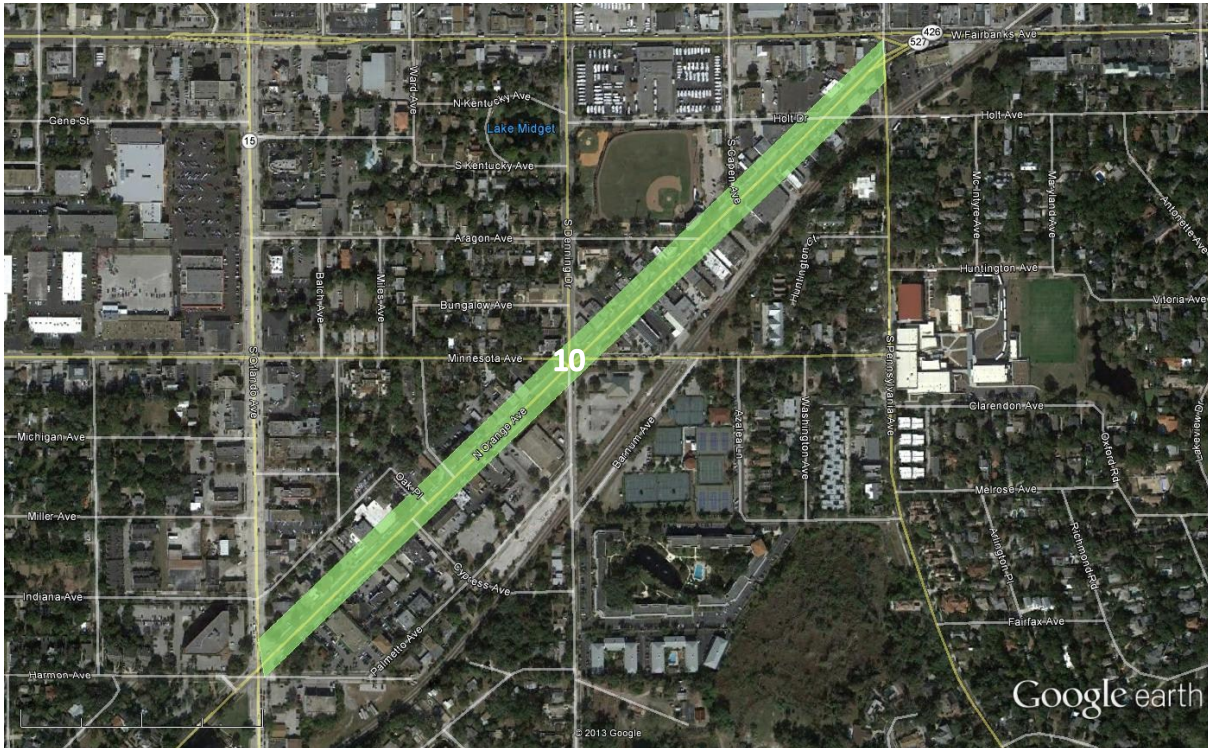


Figure 5: Zone 10

Parking Needs Assessment

Several assessments were conducted to determine the perceived and actual parking concerns.

- Community involvement by listening to the Park Avenue merchant community and soliciting public input through an on-line parking survey.
- Inventory of on-street and off-street City parking to determine available parking supply.
- Parking demand and adequacy analysis during peak demands.
- Theoretical parking demand for the Park Avenue core utilizing the principles of Shared Parking.

Community Involvement

Community input from local residents, business owners and visitors was very important to understanding the parking issues and concerns of the City and to create an effective parking plan. BASE Consultants, in collaboration with the City, developed an online survey designed to solicit feedback from the community on the parking situation within the study area. Four distinct surveys were created to cover the following stakeholder groups: Employee, Business Owner, Resident, and Visitor. The surveys consisted of a majority of closed-ended questions, meaning that respondents have to select one of the presented choices as answers. Some questions allow respondents to submit their comments, and the surveys focused on three main locations: Park Avenue corridor, Hannibal Square/New England area, and Orange Avenue retail corridor. The survey was hosted by Survey Monkey (www.surveymonkey.com) and

respondents were able to access the survey from February 7th through March 7th, 2013. The surveys were accessible through the City's website, and a marketing campaign, including a press release and social media efforts, was undertaken. The complete survey results are included in **Appendix A**. Survey highlights include:

- Number of responses:
 - 198 residents.
 - 37 visitors.
 - 22 business owners.
 - 111 employees.
- Park Avenue corridor insights:
 - Of the respondents, 72% of visitors, 43% of employees, 20% of business owners, and 43% of residents classify the parking as **Inconvenient**.
 - Business owners were **more likely** to express that more parking was **needed**.
 - All groups experienced **insufficient** parking during special events.
 - 41% of visitors expressed **difficulty** with finding available parking because of **poor signage**.
 - A **majority** of visitors (52%) and business owners (60%) expressed a need for **more on-street** parking.
- Hannibal Square/New England Avenue retail area insights:
 - Of the respondents, 53% of visitors, 40% of employees, and 67% of residents classify the parking as **Adequate**.
- Orange Avenue retail corridor insights:
 - Of the respondents, 53% of visitors and 26% of residents classify the parking as **Inconvenient**.
 - 40% of visitors and 60% of residents classify the parking as **Adequate**.
 - 53% of visitors express a **lack** of sufficient **on-street** parking.
- A majority of visitors and residents are willing to walk between 2 and 5 minutes from a parking area to their destination.
- Business owners are almost evenly split on whether or not the City should provide a designated parking lot for employees, and on whether or not the City should increase enforcement of parking zones to allow for more customer parking on-street.
- The majority of visitors (83%) and residents (86%) would be **unwilling to pay** to park closer to their destination.
- Of the respondents that would be willing to pay to park closer to their destination, **\$5/day** is the **maximum** amount they would be willing to pay.

Existing Supply

BASE Consultants performed a complete inventory of on-street and off-street City parking within the Downtown. Private parking lots that were reserved for users of a particular establishment were not counted in the inventory, since, realistically, these spaces are not available to the public. Currently, public parking is provided in 4 garages, 9 lots, and on the street. The complete parking supply is shown on *Table 1*. Existing off-street parking is identified in Figure 6.

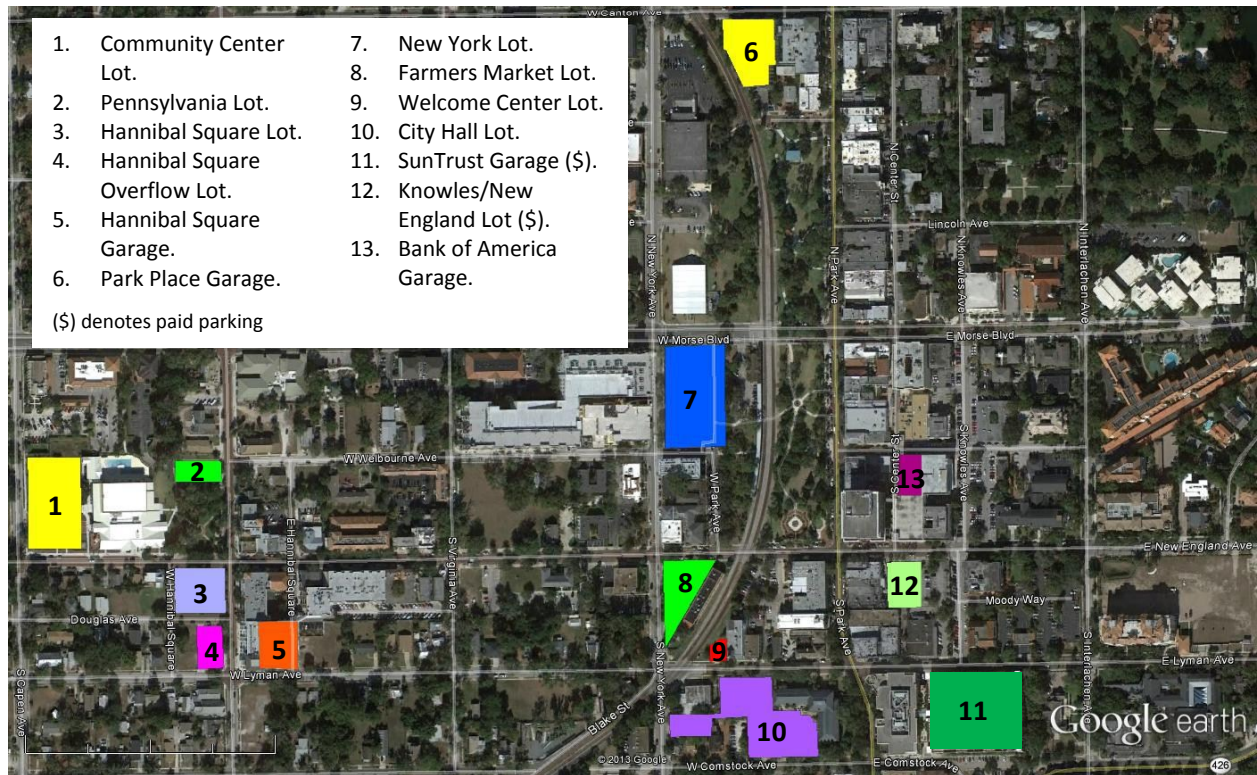


Figure 6: Off-Street Parking Supply

Table 1: Complete Parking Supply

Zone	Facility	Weekday Daytime Supply	Weekday Evening / Weekend Supply
1	On-Street Parking	45	45
2	On-Street Parking	12	25
3	On-Street Parking	62	62
4	Park Place Parking Garage	144	144
	On-Street Parking	366	366
5	On-Street Parking	100	100
6	Sun Trust Parking Garage (\$)	395	395
	Bank of America Garage	28	28
	Knowles/New England Parking Lot (\$)	66	66
	Farmers Market Parking Lot	40	40
	New York Lot	180	180
	City Hall Parking Lot	11	132
	Welcome Center Lot	0	8
	On-Street Parking	466	466
7	On-Street Parking	13	13
8	On-Street Parking	59	59
9	Community Center Parking Lot	89	89
	Pennsylvania Lot	12	12
	Hannibal Square Lot	52	52
	Hannibal Square Overflow Lot	22	22
	Hannibal Square Garage	245	245
	On-Street Parking	169	169
10	On-Street Parking	133	133
Total		2,709	2,851

Note: Highlighted rows indicate Park Avenue Area parking. (\$) denotes paid parking.

As of April 2013, the weekday daytime supply is approximately 2,709 public parking spaces; the weekday evening and weekend supply is approximately 2,851 public parking spaces. Public parking refers to parking spaces that are accessible by the public without any prior provisions, such as lease agreements or monthly rentals. The difference between the weekday daytime and weekday evening/weekend supply is due to the fact that there are certain parking spaces, such as those located in City Hall, that are reserved for employees during the workday, but become available to the public after 5:00 p.m. every weekday, and are available to the public all day during the weekend. In addition, marked and unmarked on-street parking spaces in residential areas are not included in the public parking supply.

Of the total public spaces, 1,284 (1,426 weekday evening/weekend spaces) are located in off-street parking facilities including both parking garages and surface lots. 1,425 are on-street spaces. The City's Public Works department currently controls approximately 1,981 parking spaces located in 2 garages and multiple surface lots as well as on-street parking located throughout the study area. This constitutes 73% of the entire parking inventory in the study area.

The majority of the parking supply (69% - approximately 2,075 spaces) within the study area is considered short-term parking, with parking limits varying from 15 minutes to 4 hours. Approximately 634 parking spaces do not have time limits and can be occupied all day.

The effective parking supply needs to reflect the fact that all parking is not 100% available to patrons looking for a space. It is a generally accepted parking principle that approximately 5% to 15% of the parking supply needs to be taken out of the effective parking supply (Smith, 2005). These excess parking spaces provide a buffer to allow for improperly parked vehicles, minor construction, and the dynamics of cars going in and out of the parking spaces. Converting the total parking supply into an effective parking supply ensures that patrons spend less time searching for the last few available parking spaces. If parking occupancy exceeds the effective parking supply, drivers may become frustrated while looking for a parking space and may have a perception of inadequate supply even though there may be a few empty spaces available.

Because of the proximity of the City's public parking lots to the destinations, and the availability of on-street parking, the total parking supply will be adjusted by 95%. This means that, out of 2,709 weekday daytime parking spaces available (2,851 weekday evening/weekend spaces), 2,574 weekday daytime spaces (2,710 weekday evening/weekend spaces) will be considered the effective parking supply and used to compare the parking supply with the parking demand. The total parking inventory and resulting effective parking supply are shown in *Table 2* and *Table 3*.

Table 2: Weekday Daytime Public Parking Inventory and Effective Supply

Facility	Total Supply	Effective Supply
Sun Trust Parking Garage (\$)	395	375
Park Place Parking Garage	144	137
Bank of America Garage	28	27
Knowles/New England Parking Lot (\$)	66	63
City Hall Parking Lot	11	30
Farmers Market Parking Lot	40	38
New York Lot	180	171
Community Center Parking Lot	89	85
Pennsylvania Parking Lot	12	11
Hannibal Square Lot	52	49
Hannibal Square Overflow Lot	22	21
Hannibal Square Garage	245	233
On-Street Parking	1,425	1,354
Total	2,709	2,574

Note: (\$) denotes paid parking.

Table 3: Weekday Evening/Weekend Public Parking Inventory and Effective Supply

Facility	Total Supply	Effective Supply
Sun Trust Parking Garage (\$)	395	375
Park Place Parking Garage	144	137
Bank of America Garage	28	27
Knowles/New England Parking Lot (\$)	66	63
City Hall Parking Lot	132	30
Welcome Center Parking Lot	8	8
Farmers Market Parking Lot	40	38
New York Lot	180	171
Community Center Parking Lot	89	85
Pennsylvania Parking Lot	12	11
Hannibal Square Lot	52	49
Hannibal Square Overflow Lot	22	21
Hannibal Square Garage	245	233
On-Street Parking	1,438	1,366
Total	2,851	2,710

Note: (\$) denotes paid parking.

Parking Utilization Analysis

Summary of Existing Demand

In order to better analyze the parking situation in Downtown Winter Park, a measure of the utilization of the study area's supply was undertaken. This task included a field count of the occupied or empty parking spaces in each facility during peak hours of the weekday and weekend evenings.

Based on the particular characteristics of the study area, it was determined that the majority of parking facilities would see peak utilization between the hours of 11:00 a.m. to 2:30 p.m. on a weekday and on a weekend. The utilization surveys took place on April 6, April 12, and April 13, 2013. The weekend daytime parking utilization survey took place during the Downtown Farmer's Market, which occurs every Saturday from 7:00 a.m. to 1:00 p.m. Special caution was used to ensure that no special events or extraordinary circumstances artificially inflated the parking counts. *Table 4* and *Table 5* summarize the overall parking demand for the various types of facilities surveyed.

According to the 2003 parking study, the peak utilization of the parking in the study area was 71%. The results of our investigation are consistent with these findings with an overall peak parking demand of 71% on the weekend and 73% during the week. However, when zones 8, 9, and 10 (not included in the original 2003 parking study) are removed from the supply, the peak utilization of the parking in the study area is close to 90%.

Table 4: Weekday Daytime Parking Demand Summary

Zone	Facility	Effective Supply	Peak Demand	Occupancy
1	On-Street Parking	43	28	65%
2	On-Street Parking	11	10	88%
3	On-Street Parking	59	28	48%
4	Park Place Garage	137	141	103%
	On-Street Parking	348	315	91%
5	On-Street Parking	95	42	44%
6	Sun Trust Parking Garage (\$)	375	371	99%
	Bank of America Garage	27	27	102%
	Knowles/New England Parking Lot (\$)	63	32	51%
	Farmers Market Parking Lot	38	18	47%
	New York Lot	171	179	105%
	City Hall Parking Lot	10	10	96%
	On-Street Parking	443	441	100%
7	On-Street Parking	12	8	65%
8	On-Street Parking	56	27	48%
9	Community Center Parking Lot	85	13	15%
	Pennsylvania Lot	11	4	35%
	Hannibal Square Lot	49	50	101%
	Hannibal Square Overflow Lot	21	18	86%
	Hannibal Square Garage	233	59	25%
	On-Street Parking	161	97	60%
10	On-Street Parking	126	49	39%
Total		2,574	1,967	76%

Note: Highlighted rows indicate Park Avenue Area parking. (\$) denotes paid parking.

Table 5: Weekend Daytime Parking Demand Summary

Zone	Facility	Effective Supply	Peak Demand	Occupancy
1	On-Street Parking	43	30	70%
2	On-Street Parking	24	14	59%
3	On-Street Parking	59	19	32%
4	Park Place Garage	137	139	102%
	On-Street Parking	348	332	95%
5	On-Street Parking	95	45	47%
6	Sun Trust Parking Garage (\$)	375	278	74%
	Bank of America Garage	27	28	105%
	Knowles/New England Parking Lot (\$)	63	50	80%
	Farmers Market Parking Lot	40	40	100%



Zone	Facility	Effective Supply	Peak Demand	Occupancy
	New York Lot	171	165	96%
	City Hall Parking Lot	125	113	90%
	Welcome Center Lot	8	6	79%
	On-Street Parking	443	456	103%
7	On-Street Parking	12	10	81%
8	Federal Trust Bank Garage	136	0	21%
	On-Street Parking	56	12	35%
9	Community Center Parking Lot	85	30	26%
	Pennsylvania Lot	11	3	75%
	Hannibal Square Lot	49	37	29%
	Hannibal Square Overflow Lot	21	6	16%
	Hannibal Square Garage	233	38	60%
	On-Street Parking	161	96	47%
10	On-Street Parking	126	60	70%
Total		2,710	2,007	74%

Note: Highlighted rows indicate Park Avenue Area parking. (\$) denotes paid parking.

Utilization of on-street parking varied throughout the study area with some areas having significant demand and others having very little. This variation is attributed to the various types of business activity throughout the study area as well as the availability of off-street public parking. Overall utilization for on-street parking is approximately 77-79% throughout the study area; however, during peak periods certain areas experience occupancies 93-105%.

The parking demand between zones varies among a low of approximately 21% and a high of approximately 97%. The lowest parking demand was observed in Zone 8, and the highest parking demand was observed in Zone 4. Zones 1, 2, 4, and 6 require particular attention, since the Park Avenue retail corridor is located within these zones. Currently, the Park Avenue corridor zones experience weekday daytime and weekend daytime utilization levels of 94% and 92% respectively.

Table 6: Weekday Daytime Parking Utilization by Zone

Zone	Effective Supply	Peak Demand	Occupancy
Zone 1	43	28	65%
Zone 2	11	10	88%
Zone 3	59	28	48%
Zone 4	485	456	94%
Zone 5	95	42	44%
Zone 6	1,127	1,078	96%
Zone 7	12	8	65%
Zone 8	56	27	48%
Zone 9	560	241	43%
Zone 10	126	49	39%

Note: Highlighted rows indicate Park Avenue Area parking.



Table 7: Weekend Daytime Parking Utilization by Zone

Zone	Effective Supply	Peak Demand	Occupancy
Zone 1	43	30	70%
Zone 2	24	14	59%
Zone 3	59	19	32%
Zone 4	485	471	97%
Zone 5	95	45	47%
Zone 6	1,251	1,136	91%
Zone 7	12	10	81%
Zone 8	56	12	21%
Zone 9	560	210	38%
Zone 10	126	60	47%

Note: Highlighted rows indicate Park Avenue Area parking.

The utilization of the City's parking system, meaning the parking spaces under full control of the City, was found to be 79% overall. Tables 8 and 9 show the peak utilization for the City's parking system by type of facility.

Table 8: Weekday Daytime City Parking System Utilization

Facility	Effective Supply	Peak Demand	Occupancy
On-Street Parking	1,354	1,045	77%
Parking Garages	163	168	103%
Parking Lots	365	274	75%
Total	1,882	1,487	79%

Table 9: Weekend Daytime City Parking System Utilization

Facility	Effective Supply	Peak Demand	Occupancy
On-Street Parking	1,366	1,074	79%
Parking Garages	163	167	102%
Parking Lots	482	388	80%
Total	2,011	1,629	81%

Parking Adequacy

The next step is to determine parking adequacy, which is obtained by comparing the parking occupancies to the effective parking supply. After subtracting the peak demand from the effective supply, we are left with either a positive (parking surplus) or negative (parking deficit) result. By comparing the current peak hour parking demand estimate to the existing effective parking supply, the current adequacy/shortage of the existing parking system can be estimated (see Table 10 and Table 11).

Table 10: Weekday Daytime Parking Adequacy/Shortage

Zone	Facility	Effective Supply	Peak Demand	Parking Adequacy
1	On-Street Parking	43	28	15
2	On-Street Parking	11	10	1
3	On-Street Parking	59	28	31
4	Park Place Garage	137	141	(4)
	On-Street Parking	348	315	33
5	On-Street Parking	95	42	53
6	Sun Trust Parking Garage (\$)	375	371	4
	Bank of America Garage	27	27	0
	Knowles/New England Parking Lot (\$)	63	32	31
	Farmers Market Parking Lot	38	18	20
	New York Lot	171	179	(8)
	City Hall Parking Lot	10	10	0
	On-Street Parking	443	441	2
7	On-Street Parking	12	8	4
8	On-Street Parking	85	13	29
9	Community Center Parking Lot	11	4	72
	Pennsylvania Lot	49	50	7
	Hannibal Square Lot	21	18	(1)
	Hannibal Square Overflow Lot	233	59	3
	Hannibal Square Garage	161	97	174
	On-Street Parking	126	49	64
10	On-Street Parking	43	28	77
Total		2,574	1,967	607

Note: Highlighted rows indicate Park Avenue Area parking. (\$) denotes paid parking.

Table 11: Weekend Daytime Parking Adequacy/Shortage

Zone	Facility	Effective Supply	Peak Demand	Parking Adequacy
1	On-Street Parking	43	30	13
2	On-Street Parking	24	14	10
3	On-Street Parking	59	19	40
4	Park Place Garage	137	139	(2)
	On-Street Parking	348	332	16
5	On-Street Parking	95	45	50
6	Sun Trust Parking Garage (\$)	375	278	97
	Bank of America Garage	27	28	(1)
	Knowles/New England Parking Lot (\$)	63	50	13
	Farmers Market Parking Lot	40	40	0



Zone	Facility	Effective Supply	Peak Demand	Parking Adequacy
	New York Lot	171	165	6
	City Hall Parking Lot	125	113	12
	Welcome Center Lot	8	6	2
	On-Street Parking	443	456	(13)
7	On-Street Parking	12	10	2
8	On-Street Parking	56	12	44
9	Community Center Parking Lot	85	30	55
	Pennsylvania Lot	11	3	8
	Hannibal Square Lot	49	37	12
	Hannibal Square Overflow Lot	21	6	15
	Hannibal Square Garage	233	38	195
	On-Street Parking	161	96	65
10	On-Street Parking	126	60	66
Total		2,710	2,007	703

Note: Highlighted rows indicate Park Avenue Area parking. (\$) denotes paid parking.

According to ULI and ICSC, it is necessary to adjust the peak demand for retail to account for the times of year where the City experiences its peak inflow of retail visitors. The peak demand for office and restaurant uses does not need to be adjusted since seasonal variations for these uses are minimal. The seasonal adjustment applied to the retail parking demand for the month of April is 63% (Smith, 2005). This means that the retail demand when the parking occupancies were performed is expected to be 63% of the retail parking demand experienced in December.

Based on data obtained from the Orange County Property Appraiser's website in January of 2013, the City of Winter Park has approximately 1,048,000 s.f. of commercial uses within the study area. Since retail land uses comprise 377,000 s.f. (approximately 36%) of the commercial land uses within the study area, only 36% of the observed weekday daytime parking demand needs to be adjusted upwards to account for seasonality. This translates to an equivalent adjustment factor of 1.21 for the weekday daytime.

Adjusting for seasonality, the City has a parking surplus of 193 spaces for a peak weekday daytime in December. It is worth noting that the facilities serving the Park Avenue corridor will experience a parking shortage of approximately 237 spaces; however, the overall study area has enough parking to accommodate the expected demand. Table 12 shows the weekday daytime parking adequacy adjusted for seasonality.

Table 12: Weekday Daytime Parking Adequacy Adjustment for Seasonality

Zone	Facility	Effective Supply	Adjusted Demand	Parking Adequacy
1	On-Street Parking	43	34	9
2	On-Street Parking	11	12	(1)
3	On-Street Parking	59	34	25
4	Park Place Garage	137	171	(34)

Zone	Facility	Effective Supply	Adjusted Demand	Parking Adequacy
	On-Street Parking	348	381	(33)
5	On-Street Parking	95	51	44
6	Sun Trust Parking Garage (\$)	375	449	(74)
	Bank of America Garage	27	33	(6)
	Knowles/New England Parking Lot (\$)	63	39	24
	Farmers Market Parking Lot	38	22	16
	New York Lot	171	217	(46)
	City Hall Parking Lot	10	12	(2)
	On-Street Parking	443	534	(91)
7	On-Street Parking	12	10	3
8	On-Street Parking	56	33	23
9	Community Center Parking Lot	85	16	69
	Pennsylvania Lot	11	5	7
	Hannibal Square Lot	49	61	(11)
	Hannibal Square Overflow Lot	21	22	(1)
	Hannibal Square Garage	233	71	161
	On-Street Parking	161	117	43
10	On-Street Parking	126	59	67
Total		2,574	2,380	193

Note: Highlighted rows indicate Park Avenue Area parking.

The weekend daytime demand will experience a higher upward adjustment for seasonality, due to the fact that approximately 45% of this demand is generated by retail land uses. This translates to an equivalent adjustment factor of 1.26 for the weekend daytime. Adjusting for seasonality, the City has a parking surplus of 182 spaces for a peak weekend daytime in December. It is worth noting that the facilities serving the Park Avenue corridor will experience a parking shortage of approximately 280 spaces however, the overall study area has enough parking to accommodate the expected demand. Table 13 shows the weekend daytime parking adequacy adjusted for seasonality.

Table 13: Weekend Daytime Parking Adequacy Adjustment for Seasonality

Zone	Facility	Effective Supply	Adjusted Demand	Parking Adequacy
1	On-Street Parking	43	38	5
2	On-Street Parking	24	18	6
3	On-Street Parking	59	24	35
4	Park Place Garage	137	175	(38)
	On-Street Parking	348	418	(71)
5	On-Street Parking	95	57	38
6	Sun Trust Parking Garage (\$)	375	350	25
	Bank of America Garage	27	35	(9)
	Knowles/New England Parking Lot (\$)	63	63	0

Zone	Facility	Effective Supply	Adjusted Demand	Parking Adequacy
	Farmers Market Parking Lot	40	50	(10)
	New York Lot	171	208	(37)
	City Hall Parking Lot	125	142	(17)
	Welcome Center Lot	8	8	0
	On-Street Parking	443	575	(132)
7	On-Street Parking	12	13	(1)
8	On-Street Parking	56	15	41
9	Community Center Parking Lot	85	38	47
	Pennsylvania Lot	11	4	8
	Hannibal Square Lot	49	47	3
	Hannibal Square Overflow Lot	21	8	13
	Hannibal Square Garage	233	48	185
	On-Street Parking	161	121	40
10	On-Street Parking	126	76	51
Total		2,710	2,529	182

Note: Highlighted rows indicate Park Avenue Area parking. (\$) denotes paid parking.

Theoretical Parking Demand for Park Avenue Corridor

In addition to the observed parking demand, the principles of shared parking have been used to determine the theoretical peak parking demand that will be experienced by the Park Avenue corridor, which traverses Zones 1, 2, 4, and 6. Both the stakeholder surveys and our occupancy counts have identified this area as one that experiences parking deficiencies. The first step in developing this theoretical parking demand is determining the baseline estimated parking needs based on land uses for the Park Avenue corridor. The standards for parking demand are obtained from “*Shared Parking*”, 2nd Edition, published in 2005 by ULI and ICSC.

Methodology

The baseline estimated parking needs for the study area and the Park Avenue corridor have been calculated using design standards for parking demand ratios as established by ITE. These organizations set the standards for the residential, retail and commercial industries. The standards for parking demand provided by these professional organizations are summarized in Tables 14 through 17. It is worth noting that these standards are for land uses in a “stand-alone” configuration, not a mixed-use configuration, and are therefore the basis for establishing the maximum parking demand for which discounts for shared parking synergies shall be applied.

Table 14: Weekday Visitor Design Parking Demand Ratios

Land Use	Demand Ratios
Retail	2.9 spaces per 1,000 s.f. of GLA
Restaurant - Fine Dining	14.25 spaces per 1,000 s.f. of GLA
Restaurant - Family	9.0 spaces per 1,000 s.f. of GLA



Land Use	Demand Ratios
Restaurant - Casual	12.75 spaces per 1,000 s.f. of GLA
Residential	0.15 space per 1 unit
Office	0.23 spaces per 1,000 s.f. of GLA
Hotel	1.0 space per 1 room

Table 15: Weekday Employee/Tenant/Owner Design Parking Demand Ratios

Land Use	Demand Ratios
Retail	0.7 spaces per 1,000 s.f. of GLA
Restaurant - Fine Dining	2.75 spaces per 1,000 s.f. of GLA
Restaurant - Family	1.50 spaces per 1,000 s.f. of GLA
Restaurant - Casual	2.25 spaces per 1,000 s.f. of GLA
Office	2.98 spaces per 1,000 s.f. of GLA
Apartments	1.5 space per 1 unit
Condos	1.7 space per 1 unit
Hotel	0.25 space per 1 room

Table 16: Weekend Visitor Design Parking Demand Ratios

Land Use	Demand Ratios
Retail	3.2 spaces per 1,000 s.f. of GLA
Restaurant - Fine Dining	17.0 spaces per 1,000 s.f. of GLA
Restaurant - Family	12.75 spaces per 1,000 s.f. of GLA
Restaurant - Casual	12.0 spaces per 1,000 s.f. of GLA
Office	0.03 spaces per 1,000 s.f. of GLA
Residential	0.15 spaces per 1 unit
Hotel	1.0 space per 1 room

Table 17: Weekend Employee/Tenant/Owner Design Parking Demand Ratio

Land Use	Demand Ratios
Retail	0.8 spaces per 1,000 s.f. of GLA
Restaurant - Fine Dining	3.0 spaces per 1,000 s.f. of GLA
Restaurant - Family	2.25 spaces per 1,000 s.f. of GLA
Restaurant - Casual	2.0 spaces per 1,000 s.f. of GLA
Office	0.3 spaces per 1,000 s.f. of GLA
Apartments	1.5 space per 1 unit



Condos	1.7 space per 1 unit
Hotel	0.18 space per 1 room

The next step in calculating the theoretical parking demand is including any potential reductions that result from multiple destinations for one vehicle trip (mixed-use reduction), different hours of peak activity for each land use, and the propensity for use of mass transit (modal split reduction). The reductions used in this study are detailed in *Table 18*.

Table 18: Reductions

Land Use	Reduction	
	Mixed Use	Modal Split
Shopping	10% - 15%	5% - 15%
Restaurant - Fine Dining	0%	5% - 20%
Restaurant - Family	0%	5% - 20%
Restaurant - Casual	0%	5% - 20%
Office	0%	0% - 10%
Apartment	0%	0%
Condos	0%	0%
Hotel	0%	25% - 50%

Table 19 summarizes the land uses within the Park Avenue corridor, which is shown on Figure 4. The land use information was obtained from the Orange County Property Appraiser's Office website accessed between January 23 and January 26, 2013.

For the purpose of this study, the design hour time periods are defined as Weekday Daytime (6:00 AM to 6:00 PM), Weekday Evening (6:00 PM to 12:00 AM), Weekend Daytime (6:00 AM to 6:00 PM) and Weekend Evening (6:00 PM to 12:00 AM). Since the majority of shared parking demand occurs along the Park Avenue corridor, only land uses in zones 1, 2, 4 and 6 were included in the shared parking demand. The following assumptions were made in calculating the theoretical parking demand:

- Single family residential land uses were not included.
- Businesses that provide on-site surface parking for patrons and employees only, but do not provide public parking, were not included.
- Parking for owners and tenants of multi-family and apartment buildings is provided on-site and the demand derived by owners and tenants was not included in the parking model.

Table 19: Land Uses within Park Avenue

Land Use	Size
Retail	275,569 s.f.
Restaurant - Fine Dining	34,705 s.f.
Restaurant - Family	8,449 s.f.

Land Use	Size
Restaurant - Casual	3,077 s.f.
Office	223,848 s.f.
Condos	89 units
Apartments	109 units
Hotel	28 rooms

Peak Weekday Daytime Demand for Park Avenue Corridor

The results for a weekday daytime peak indicate that the highest parking demand will be achieved in the month of December at 1:00 PM, when 2,054 spaces are required. Peak demand for a weekday daytime by land use is defined in *Table 20*.

Table 20: Peak Weekday Daytime Demand for Park Avenue Corridor

Land Use	Peak Demand (spaces)
Retail	847
Restaurant - Fine Dining	446
Restaurant - Family	75
Restaurant - Casual	46
Office	632
Condos	0
Apartments	0
Residential Visitors	4
Hotel Employee	4
Total	2,054

Peak Weekday Evening Demand for Park Avenue Corridor

The results for a weekday evening peak indicate that the highest parking demand will be achieved in the month of December at 6:00 PM, when 1,723 spaces are required. Peak demand for a weekday evening by land use is defined in *Table 21*.

Table 21: Peak Weekday Evening Demand for Park Avenue Corridor

Land Use	Peak Demand (spaces)
Retail	877
Restaurant - Fine Dining	554
Restaurant - Family	67
Restaurant - Casual	40
Office	171
Condos	0
Apartments	0



Land Use	Peak Demand (spaces)
Residential Visitors	13
Hotel Employee	1
Total	1,723

Peak Weekend Daytime Demand for Park Avenue Corridor

The results for a weekend daytime peak indicate that the highest parking demand will be achieved in the month of December at 1:00 PM, when 1,410 spaces are required. Peak demand for a weekend daytime by land use is defined in *Table 22*.

Table 22: Peak Weekend Daytime Demand for Park Avenue Corridor

Land Use	Peak Demand (spaces)
Retail	828
Restaurant - Fine Dining	371
Restaurant - Family	102
Restaurant - Casual	43
Office	59
Condos	0
Apartments	0
Residential Visitors	4
Hotel Employee	3
Total	1,410

Peak Weekend Evening Demand for Park Avenue Corridor

The results for a weekend evening peak indicate that the highest parking demand will be achieved in the month of December at 6:00 PM, when 1,558 spaces are required. Peak demand for a weekend evening by land use is defined in *Table 23*. *Table 24* summarizes the theoretical demand for the Park Avenue Corridor.

Table 23: Peak Weekend Evening Demand for Park Avenue Corridor

Land Use	Peak Demand (spaces)
Retail	829
Restaurant - Fine Dining	588
Restaurant - Family	86
Restaurant - Casual	37
Office	4
Condos	0
Apartments	0
Residential Visitors	13

Land Use	Peak Demand (spaces)
Hotel Employee	2
Total	1,558

Table 24: Theoretical Demand for Park Avenue Corridor

Design Hour	Peak Demand (spaces)
Weekday Daytime	2,054
Weekday Evening	1,723
Weekend Daytime	1,410
Weekend Evening	1,558

Based on the results of the stakeholder survey, the majority of respondents would prefer to park within a 5 minute walk of their destination. Currently, there are 1,751 parking spaces in zones 1, 2, 4, and 6. In addition, there are 128 additional parking spaces within a 5 minute walk of Park Avenue. This brings the available supply to 1,879, and the effective supply to 1,785 spaces; this means that there will be a **parking deficit of 269 spaces** during the peak weekday daytime period. During the weekend, the available parking supply increases to 2,025 spaces (effective supply of 1,923 spaces). This means that there will be a parking surplus of 365 spaces during the peak weekend evening period.

Long-Term Demand Along Park Avenue Corridor

In mixed-use environments such as the Park Avenue corridor, it is useful to separate parking supply and demand in terms of short and long term. Short-term demand is driven by retail, office, and residential visitors, while long-term demand is driven by retail and office employees. The long-term parking supply includes the free on-street and off-street parking that does not have any hourly limits. Assuming that all tenants and employees working in the SunTrust building will park in the SunTrust garage, there will be a shift of 275 parking spaces from the weekday daytime short-term supply to the long-term supply. Table 25 shows the long-term parking supply (including the effective supply) for Zones 1, 2, 4, and 6, and within a 5 minute walk of Park Avenue.

Table 25: Long-Term Parking Supply for Park Avenue Corridor

Zone	Weekday Daytime		Weekday Evening/Weekend	
	Total Supply	Effective Supply	Total Supply	Effective Supply
1	27	26	27	26
2	0	0	13	12
4	131	124	131	124
6	459	436	305	290
Adjacent	28	27	28	27
Total	645	613	504	479

Note: Highlighted cell indicates insufficient supply.

Based on the shared parking model, the peak long-term demand occurs during the weekday daytime and is approximately 856 spaces. Comparing the projected demand with the effective supply yields a

deficit of 243 long-term parking spaces. This means that up to 28% of the employees working along the Park Avenue corridor may be using short-term parking spaces, which removes these spaces from the visitor parking supply. In addition, because the long-term parking spaces are not specifically designated for employees, some of this supply will be occupied by short-term parkers looking for a space closest to their destination.

Review of Parking Policies

Valet Service

Valet service is offered at three locations within the Park Avenue corridor:

- On New England Avenue, in front of Luma restaurant (after 4:30 p.m.);
- On New England Avenue, in front of the rose garden (after 11:30 a.m.);
- On Park Avenue, in front of Prato restaurant (after 4:30 p.m.).

Even though the three combined valet operations remove 13 spaces from the on-street, short-term parking supply, these spaces represent only 0.7% of the available parking supply that serves the Park Avenue corridor. It is worth noting that offering valet parking does not increase demand for parking spaces. The benefits of having free accessible valet parking in the Park Avenue corridor include preventing cars from “cruising” for long periods of time trying to find a parking space, as well as providing a convenient method for patrons to exit their vehicles fairly close to their destination.



Figure 7: Valet Parking Sign

SunRail

The Winter Park SunRail station is projected to be operational in spring of 2014. This station is designed as a “kiss-and-ride” station, and no long-term parking will be provided to the users of SunRail. According to the Florida Department of Transportation, the number of boardings per day at the Winter Park SunRail station is estimated to be 550 by the year 2021. Based on data provided by ITE, the average peak period parking demand for a Light Rail transit station with parking is 136 vehicles per 1,000 daily boardings. This translates to a parking demand of 75 long-term parking spaces.

It is important to note that SunRail will provide an alternative mode of transportation *into* Winter Park for visitors to the Park Avenue and Hannibal Square retail and entertainment locations, and for employees that work within the Park Avenue corridor. This will result in a reduced demand for parking along the Park Avenue corridor as visitors and employees will *choose SunRail instead of private vehicles* as a mode of transportation into Winter Park and the Park Avenue corridor. Depending on the number of people who choose to use SunRail as a mode of transit into Winter Park, the net effect of the SunRail station may be a decrease in the parking required for the Park Avenue corridor.

In order to prevent users of SunRail from occupying parking spaces close to the Winter Park Station, the City is planning on converting the New York Lot from long-term parking to 4 hour parking or all-day

parking with a decal. If convenient parking is not available close to the SunRail station, people will choose to get dropped off at the station, ride a bicycle to the station, or park somewhere long-term parking is allowed and walk to the station.

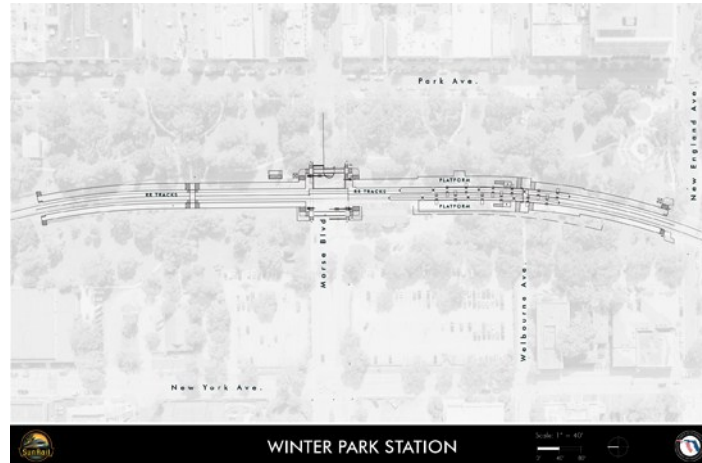


Figure 8: Winter Park SunRail Station Concept.

Recommendations

The following section includes the recommendations of BASE Consultants with respect to the City's current parking situation. These recommendations represent the opinions and professional judgment of BASE Consultants. Every reasonable effort has been made to ensure that the data utilized is reliable and reflects the most accurate information possible. These recommendations are based on data, assumptions, estimates, and other information compiled and evaluated by BASE Consultants and provided by the City of Winter Park, its representatives, and the general public, but no responsibility is assumed for any inaccuracies in reporting. Any changes in economic or other factors could have an impact on the recommendations included herein. These are recommendations that the City should further explore before making any significant decisions with respect to investing in a parking structure in order to increase the available parking supply in the Park Avenue corridor.

Parking Enforcement

Currently, the City employs one parking enforcement agent to enforce hourly parking limits between the hours of 8:00 a.m. – 5:00 p.m. Monday through Friday. It is true that overzealous parking enforcement policies and staff can be a public relations nightmare for any city. However, it is important for visitors and business owners alike to know that the City is monitoring the parking facilities (both on-street and off-street) and enforcing the posted time limits on parking. Turnover in on-street parking is critical for businesses. The on-street spaces closest to shops should be available for patrons and should not be used by business owners and employees who could occupy the parking space for longer than three or four hours. Stringent enforcement is also necessary to prevent SunRail riders from occupying the Park Avenue parking supply.

We recommend that the parking enforcement days be expanded to include Saturday and Sunday, and that the City consider hiring one or two additional enforcement agents. Consistent parking enforcement is a requirement of any successful downtown parking program. The parking enforcement agents should

be trained to serve as ambassadors of the City of Winter Park, able to provide visitors with information on parking locations, as well as directions to the downtown points of interest.

The City may want to explore incorporating electronic chalking as a more effective enforcement to traditional hand chalking. Electronic chalking can be done several ways:

- The enforcement officer uses a handheld computer to manually enter the license plate and make/model of the vehicle, then returns after the allotted parking time has expired and compares the vehicle information stored in the handheld with the vehicle currently parked in the space. If the vehicle has exceeded the time limit, a citation is issued using the same handheld and an attached printer.
- The enforcement officer uses a handheld computer equipped with license plate recognition software to take a picture of the vehicle's license plate. When the enforcement officer returns after the allotted parking time has expired, he/she compares the vehicle information stored in the handheld with the vehicle currently parked in the space. If the vehicle has exceeded the time limit, a citation is issued using the same handheld and an attached printer.
- A vehicle is equipped with cameras mounted on the roof. As the enforcement officer drives by, the camera takes a picture of the cars parked on the street. The camera records the license plate information, and the picture, along with the time the picture was taken, are sent to an on-board computer. Two hours later, the enforcement vehicle is driven by the same street and the camera takes another set of pictures. Any cars that have exceeded the two hour parking limit are quickly identified by the software and the enforcement officer is alerted of the violation. Many of these systems integrate with law enforcement's lists of stolen vehicles and can issue automated alerts once a license plate has been identified as belonging to a stolen car.



Figure 9: Electronic Handheld with License Plate Recognition Technology

Employee Parking Program

In order to alleviate the shortages with long-term and employee parking, we recommend that the City implement an employee parking program that includes designated employee-only parking areas within a 10 minute walk of Park Avenue, as well as parking decals or hangtags to be used by employees while parking in the designated areas. The City may designate the top two levels of the Park Place garage as employee-only parking, designate a row of parking spaces in the New York lot as 4 hour parking and designate the rest of the parking spaces in this lot as Employee-Only/Decal Required, or enter into an agreement with the owners of the Hannibal Square garage to designate certain areas of the garage as Park Avenue employee-only parking from Monday to Friday from 8:00 a.m. to 5:00 p.m. This garage is located within a 10 minute walk of the intersection of Morse and Park Avenue, and could be a useful

parking location for the additional retail employees that are hired during the holiday season. The City should solicit feedback from the Park Avenue business owners and employees before implementing the employee parking program.

There are several keys to implementing a successful employee parking program:

- The employee-only parking areas need to be clearly marked and designated.
- While hangtags are more convenient for parkers, the City should implement the employee parking program using permanent decals. This will prevent a group of employees from “sharing” the hangtag.
- Decals should only be valid for a period of one year, and a new one should be applied for and issued at the beginning of the calendar year.
- The City should require proof of employment (such as a recent pay stub or a letter from the business stating that the employee is currently employed) as part of the decal application.
- The City may want to consider charging a nominal fee for the annual decal.

The success of an employee-only parking program hinges on parking enforcement. With lax or insufficient enforcement, vehicles without the appropriate decal will park in the employee-designated spaces, which will leave less parking available for employees. In addition, the prime parking spaces closest to Park Avenue must be time-limited in order to prevent employees from parking in them.

Special Events Parking

Based on the results of the stakeholders’ survey, as well as the field observations conducted by BASE Consultants’ staff, it has been determined that the majority of issues relating to the City’s parking situation stem from the increased number of visitors during special events. In addition to the higher parking demand, visitors are often unfamiliar with the available parking locations within the study area and clog up the streets looking for parking. In order to effectively manage the parking situation during special events, we recommend that the City take the following steps:

Create and distribute special events parking map. The map should clearly identify the locations of public parking lots available for special events parking, as well as any private lots available for special events parking. The map should also include preferred on-street parking locations away from residential neighborhoods, as well as pricing information for the parking lots. The map should be visible and available on the City’s website, shared on the City’s social media channels on the days leading up to the event, and should be included with all special events literature.

Provide additional temporary signage directing visitors to parking locations during special events. In addition to the wayfinding recommendations provided in this report, the City should provide supplementary signage that will route visitors (and anyone unfamiliar with the Park Avenue core) to the designated special events parking locations quickly and effectively. These signs should be temporary and include the text “Special Events Parking”. The City should also consider working with the Police Department to create a special events arrival and departure plan for visitors that can include street closures, directional changes, and uniformed Winter Park Police Department (WPPD) officers that can direct traffic into and out of the parking facilities.

Make Park Avenue merchants aware of special event parking policies and locations. It is important that the Park Avenue merchants be aware of all parking policies so they can communicate this information to their patrons. The merchants are also a great resource for the City because they can communicate patron’s concerns back to the City.



Continue bicycle valet parking program. The City introduced a bicycle valet parking program at the Autumn Arts Festival in 2012, and has continued to run the bike valet for several large events since. A bike valet functions very similarly to a car valet service. People ride bicycles to a location, drop off the bike and receive a stub. After the event is over, people claim their bikes using the stub. Since the bike valet is being run by the City, people feel more comfortable riding their bikes to the event without worrying about where to lock the bikes and whether or not they will get stolen.

Wayfinding and Signage

As part of this study to analyze current and future parking needs for the City, it is also important to consider a wayfinding signage system to direct visitors to public facilities, tourist oriented businesses, recreational amenities and parking. Currently, the City provides wayfinding signage at key decision points (*Figure 9*). However, parking information is not integrated into these vehicular directional signs, and is instead provided on separate signs located at the parking locations (*Figure 10*).



Figure 9: Current Wayfinding Signage



Figure 10: Current Parking Signage

While performing occupancy counts, we observed that certain locations that allow for public parking, both on-street and off-street, lack clear signage to convey to motorists that parking is allowed. The entrances to the Hannibal Square and Federal Trust Bank garages lack any signage stating that public parking is allowed. In addition, at several locations where on-street parking is allowed, there are no pavement markings to indicate the extents of the on-street parking. Some of these locations also lack signage stating that parking is allowed, and therefore may remain unused due to drivers being unaware that parking is allowed.

We recommend the following:

- Incorporating parking directional information into the existing wayfinding signage, and removing adjacent parking directional signage (*Figure 11*).
- Providing new parking directional signage at key decision points: Morse and New York, N. Park Avenue and W. Canton Avenue in the southbound direction, W. Canton and New York, W. New England and New York, among others. The goal should be to get cars off Park Avenue and onto off-street lots and garages as quickly as possible.
- Reviewing all existing parking directional signage to remain in order to verify that the information is both accurate and that drivers are being properly directed to adjacent parking locations.
- Properly marking the extents of all on-street parking locations within the study area, both with pole mounted signage and pavement markings.
- Providing consistent, city-branded signage (monumental, pole-mounted, or both) at the entrance of all city controlled, off-street parking facilities. Signage should include parking limits where applicable.
- Working with Hannibal Square garage owners to provide signage stating public parking allowance and availability at the entrance to the facility.



Figure 11: Proposed Directional Sign With Parking Information

Having a properly designed wayfinding system not only leads people to their destinations, but it expresses community spirit, bolsters community pride, and makes visitors and residents feel welcome.

Mobile Applications (Apps)

There are several mobile applications (apps) that catalogue and display parking information in real time. The most ambitious use of technology to date has been San Francisco's SFPark program, which provides real-time parking availability based on the installation of parking sensors in each parking space, combined with variable pricing based on demand for a particular parking area. Drivers can download the SFPark app, which is available for both iPhone and Android phones, and use it to find available parking (*Figure 12*).

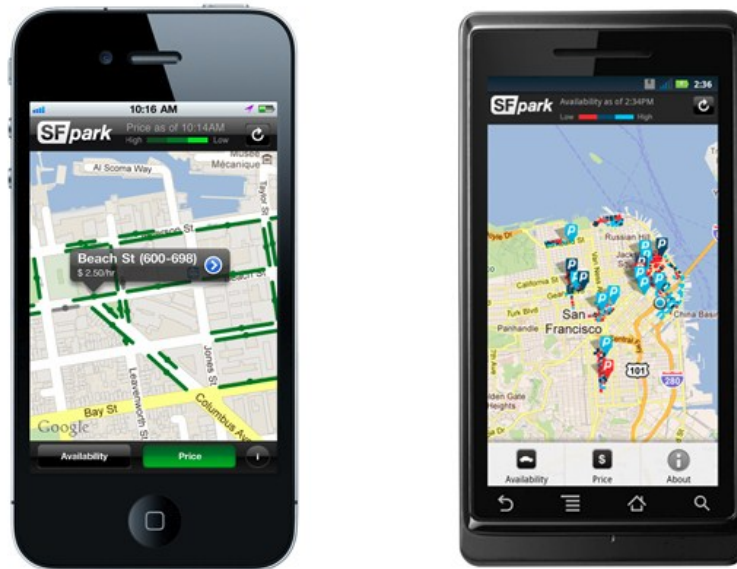


Figure 12: SFPark Mobile Parking Application.

The majority of parking applications include data only for large cities, such as New York, Los Angeles, or San Francisco, making these apps useless for Winter Park. However, as these apps become more popular, it is possible that Winter Park's parking data will be made available by the app developers. An option may be the Parkopedia app. While this app does not currently have parking data for the City of Winter Park, it allows for user-submitted parking information. Another option is to reach out to the developers of these apps to try to submit the City's parking information for inclusion. If the app developers integrate the City's data into their app, the City can then use its website and social media channels to encourage visitors to download the app in order to easily find parking information.

Parking Garage Alternative

If the above recommendations fail to solve the City's parking shortage along the Park Avenue corridor, construction of a parking garage may be an additional opportunity to increase the parking supply within the area. In order for a parking garage to be successful and well utilized, it needs to be designed with the transient patron in mind: parking spaces that are wide and easy to get in and out of, high ceilings which keep patrons from feeling claustrophobic, adequate signage directing walking patrons to stairways and elevators and driving patrons to additional parking spaces and exits, and plenty of ambient and artificial light to ensure that patrons feel safe and comfortable. It is worth noting that the minimum footprint required for a garage is approximately 180' long by 120' wide. This does not include any required setbacks from the road or any landscaping requirements. At a minimum, the City would need a parcel of land that is greater than 22,000 s.f. and rectangular in shape.

There are several costs that should go into determining the total cost for a parking facility. Land acquisition costs are usually significant, particularly for land adjacent or in close proximity to Park Avenue. These costs are quantified separate from parking facility construction costs. Median construction costs for above-ground parking facilities are determined for major metropolitan areas and are updated yearly. According to construction industry sources, as of April 2013, a precast concrete garage costs approximately \$9,000 per parking space, while a cast-in-place concrete garage costs

approximately \$14,000 per parking space. In addition, according to Carl Walker Industry Insights, the median construction cost for a parking structure in Miami for the 1st quarter of 2013 is \$15,657 per parking space. These costs do not include ancillary costs, such as geotechnical studies, land surveys, and design fees. In addition to the costs associated with constructing a parking facility, there are ongoing operating and maintenance costs that the City must take into account before determining the size of the parking structure. These costs include: labor (wages plus benefits), security, insurance, utilities, supplies, routine maintenance, structural maintenance, and parking equipment maintenance.

Conclusions

After analyzing the current parking supply and demand for the study area, BASE has determined that while there is sufficient parking within the study area, the Park Avenue corridor will experience parking shortages during the month of December. In particular, there is a shortage of long-term parking spaces.

In addition to the parking demand, the principles of shared parking were used to determine the theoretical peak parking demand that will be experienced by the Park Avenue corridor. Based on the findings of the theoretical shared parking demand, the maximum demand of 2,054 spaces will occur at 1:00 PM on a weekend in December. The City's current parking supply within the Park Avenue corridor is not sufficient to handle the theoretical demand.

Based on the findings of the parking study, BASE recommends that the City consider the following steps before increasing the parking supply:

- Increase parking enforcement in order to stimulate turnover of on-street spaces and deter employees from parking in visitor spaces;
- Develop an employee parking program in order to move long-term parkers away from the Park Avenue corridor, thereby increasing the short-term parking supply used by visitors;
- Create a special events parking procedure, in concert with the WPPD, which includes distributing a special events parking map, temporary parking signage, and bike valet program;


The parking survey revealed that some visitors have difficulty in locating City parking facilities and recommended that better signage is necessary. The City has some wayfinding signage in place within the study area; however, a more comprehensive wayfinding signage system plan needs to be implemented to ensure visitors and employees are quickly directed to the appropriate parking facilities.

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Appendix A




1. Have you ever visited the Park Avenue area?

		Response Percent	Response Count
Yes		100.0%	198
No		0.0%	0
answered question			198
skipped question			1


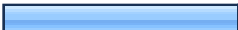


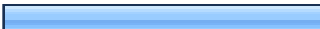

2. How often do you visit the Park Avenue retail area?

		Response Percent	Response Count
More than once a week		69.8%	125
One or two times per month		27.4%	49
A few times a year		2.8%	5
This was/is my first visit		0.0%	0
answered question			179
skipped question			20




3. What is your overall impression of the parking situation on Park Avenue?

		Response Percent	Response Count
Adequate Parking - I can normally find a space		40.8%	73
Inconvenient Parking - I can find a space but it takes time or is far away from my destination		43.0%	77
Need More Parking - I can't find a space		16.2%	29
	Comments		53
answered question			179
skipped question			20







**4. What problems do you currently experience with respect to parking on Park Avenue?
(more than one answer, as applicable)**

		Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.		14.5%	26
Not enough available parking in public parking lots and garages.		35.2%	63
Not enough on-street parking.		36.3%	65
Public parking too far from the businesses.		22.9%	41
Lack of parking during special events (Arts Festival, Parades, etc.)		47.5%	85
I do not experience a parking problem with respect to Park Avenue.		31.3%	56
Other (please specify)			30
		answered question	179
		skipped question	20



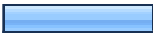

5. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Park Avenue area?

		Response Percent	Response Count
Yes		6.5%	11
No		6.5%	11
Not Applicable		87.1%	148
answered question			170
skipped question			29

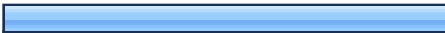

6. Where do you like to park when you visit Park Avenue? (more than one answer, as applicable)

		Response Percent	Response Count
On-street parking		87.2%	156
Public parking lots		60.9%	109
Valet parking		12.3%	22
Free business-owned/private parking lots		30.7%	55
Paid parking lots		3.9%	7
Residential neighborhoods		10.1%	18
Other (please specify)			14
answered question			179
skipped question			20



7. How far are you willing to walk from your parking area to your destination?

		Response Percent	Response Count
Less than 2 minutes.		15.6%	28
Between 2 and 5 minutes.		60.3%	108
Between 5 and 10 minutes.		22.3%	40
More than 10 minutes.		1.7%	3
answered question			179
skipped question			20



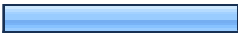

8. Are there sufficient and effective signs directing you to the public parking lots and garages?

		Response Percent	Response Count
Yes		66.5%	119
No		33.5%	60
answered question			179
skipped question			20




9. Have you ever visited the Hannibal Square/New England Avenue area?

		Response Percent	Response Count
Yes		96.0%	166
No		4.0%	7
answered question			173
skipped question			26





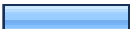

10. How often do you visit the Hannibal Square/New England Avenue retail area?

		Response Percent	Response Count
More than once a week		12.0%	20
One or two times per month		51.2%	85
A few times a year		34.9%	58
This was/is my first visit		1.8%	3
answered question			166
skipped question			33




11. What is your overall impression of the parking situation on Hannibal Square/New England Avenue?

		Response Percent	Response Count
Adequate Parking - I can normally find a space		66.9%	111
Inconvenient Parking - I can find a space but it takes time or is far away from my destination		18.7%	31
Need More Parking - I can't find a space		14.5%	24
Comments			20
answered question			166
skipped question			33


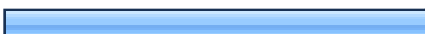



12. What problems do you currently experience with respect to parking on Hannibal Square/New England Avenue? (more than one answer, as applicable)

		Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.		12.0%	20
Not enough available parking in public parking lots and garages.		19.3%	32
Not enough on-street parking.		27.7%	46
Public parking too far from the businesses.		7.8%	13
Lack of parking during special events (Arts Festival, Parades, etc.)		18.7%	31
I do not experience a parking problem with respect to Hannibal Square.		53.6%	89
Other (please specify)			10
		answered question	166
		skipped question	33





13. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Hannibal Square/New England Avenue area?

		Response Percent	Response Count
Yes		5.7%	9
No		4.4%	7
Not Applicable		89.9%	143
answered question			159
skipped question			40



14. Where do you like to park when you visit Hannibal Square/New England Avenue? (more than one answer, as applicable)

		Response Percent	Response Count
On-street parking		80.7%	134
Public parking lots		63.3%	105
Free business-owned/private parking lots		28.3%	47
Paid parking lots		1.2%	2
Residential neighborhoods		11.4%	19
Other (please specify)			11
answered question			166
skipped question			33



15. How far are you willing to walk from your parking area to your destination?

		Response Percent	Response Count
Less than 2 minutes.		33.1%	55
Between 2 and 5 minutes.		48.8%	81
Between 5 and 10 minutes.		17.5%	29
More than 10 minutes.		0.6%	1
answered question			166
skipped question			33



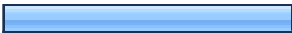
16. Are there sufficient and effective signs directing you to the public parking lots and garages?

		Response Percent	Response Count
Yes		59.6%	99
No		40.4%	67
answered question			166
skipped question			33




17. Have you ever visited the Orange Avenue area?

		Response Percent	Response Count
Yes		90.1%	154
No		9.9%	17
answered question			171
skipped question			28







18. How often do you visit the Orange Avenue retail area?

		Response Percent	Response Count
More than once a week		10.8%	16
One or two times per month		45.9%	68
A few times a year		43.2%	64
This was/is my first visit		0.0%	0
answered question			148
skipped question			51




19. What is your overall impression of the parking situation on Orange Avenue?

		Response Percent	Response Count
Adequate Parking - I can normally find a space		59.5%	88
Inconvenient Parking - I can find a space but it takes time or is far away from my destination		26.4%	39
Need More Parking - I can't find a space		14.2%	21
Comments			14
answered question			148
skipped question			51







**20. What problems do you currently experience with respect to parking on Orange Avenue?
(more than one answer, as applicable)**

		Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.		16.9%	25
Not enough available parking in public parking lots and garages.		23.6%	35
Not enough on-street parking.		31.8%	47
Public parking too far from the businesses.		15.5%	23
Lack of parking during special events (Arts Festival, Parades, etc.)		10.1%	15
I do not experience a parking problem with respect to Orange Avenue.		46.6%	69
Other (please specify)			21
		answered question	148
		skipped question	51



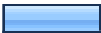

21. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Orange Avenue area?

		Response Percent	Response Count
Yes		4.8%	7
No		4.8%	7
Not Applicable		90.3%	131
answered question			145
skipped question			54



22. Where do you like to park when you visit Orange Avenue? (more than one answer, as applicable)

		Response Percent	Response Count
On-street parking		77.0%	114
Public parking lots		20.3%	30
Valet parking		6.8%	10
Free business-owned/private parking lots		58.1%	86
Paid parking lots		0.7%	1
Residential neighborhoods		7.4%	11
Other (please specify)			4
answered question			148
skipped question			51



23. How far are you willing to walk from your parking area to your destination?

		Response Percent	Response Count
Less than 2 minutes.		37.8%	56
Between 2 and 5 minutes.		46.6%	69
Between 5 and 10 minutes.		14.2%	21
More than 10 minutes.		1.4%	2
answered question			148
skipped question			51



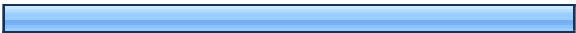
24. Are there sufficient and effective signs directing you to the public parking lots and garages?

		Response Percent	Response Count
Yes		37.2%	55
No		62.8%	93
answered question			148
skipped question			51

25. Do you experience issues with visitors parking close to your residence?

		Response Percent	Response Count
Yes		13.3%	22
No		86.7%	143
Comments			16
answered question			165
skipped question			34

26. Would you pay to park closer to your destination? If yes, how much would you be willing to pay?

		Response Percent	Response Count
\$5/day		13.3%	22
\$10/day		0.6%	1
\$15/day		0.0%	0
No		86.1%	142
answered question			165
skipped question			34

27. Are there any other comments or concerns?

	Response Count
	69
answered question	69
skipped question	130

Page 2, Q3. What is your overall impression of the parking situation on Park Avenue?

1	Not had a problem parking car when needed.	Mar 11, 2013 6:37 AM
2	Thru the years I have always been able to park within close proximity of where I wish to go...honestly have never had a problem...long,-time resident.	Mar 11, 2013 6:22 AM
3	might take a little bit but I can always find a space somewhere	Mar 8, 2013 10:00 AM
4	I will not valet park. I will go to the mall before I use valet.	Mar 7, 2013 7:45 AM
5	Seems more difficult to find a space than ever	Mar 7, 2013 5:51 AM
6	IF you know how to parallel park, you can generally find a space. If there are no spaces on the Avenue, then you can always valet or find a spot in the open parking lot by the train station.	Mar 6, 2013 4:23 PM
7	The Park Place garage and other after-hours businesses spaces are not appropriately utilized.	Mar 6, 2013 2:53 PM
8	It's equally challenging on weekdays and weekends!	Mar 6, 2013 1:34 PM
9	NEVER have a problem parking.	Mar 6, 2013 1:26 PM
10	Too many spots are allocated for valet parking. The area near Prato often takes up 4-5 spots	Mar 6, 2013 11:48 AM
11	If I can't find a space I just leave.....	Mar 6, 2013 11:04 AM
12	On street parking is normally full and restaurant valets have reduced the available spaces. I didn't mind parking on the west side of the rail road tracks with a nice walk though the park to Park Ave.	Mar 5, 2013 11:28 AM
13	I live within walking distance, so parking is not an issue for me, but I do see people having some difficulty parking at times.	Feb 27, 2013 2:29 PM
14	No meters,. please!	Feb 27, 2013 9:54 AM
15	The garage on the north end of Park Ave is not "Visitor" friendly. We must always park towards the top and the garage is closed to visitors during most events	Feb 27, 2013 7:35 AM
16	peak times can be problematic. Or when Park is closed for events.	Feb 27, 2013 7:03 AM
17	This is good and bad news. More people downtown means more business and more parking issues.	Feb 26, 2013 2:07 PM
18	What about using the grass field on New York?	Feb 26, 2013 1:57 PM
19	Downtown WP does NOT need any more asphalt parking areas. Those areas should be located west of New York Ave.	Feb 26, 2013 9:17 AM
20	Not enough parking. You have to make it a point to get to where you're going early to avoid not getting a parking spot	Feb 22, 2013 5:44 AM
21	We always have to valet in the evenings.	Feb 20, 2013 7:14 PM

Page 2, Q3. What is your overall impression of the parking situation on Park Avenue?

22	Takes time to find a space usually, but when I do, it is only couple minute walk to my destination.	Feb 20, 2013 9:10 AM
23	Really frustrated by cars parked along Park Ave. facing wrong direction as well as cars taking up more than one space..both used to be ticketed offenses, now they are ignored.	Feb 20, 2013 7:57 AM
24	I arrive before 10 on a weekday morning. Not so easy later in the day.	Feb 20, 2013 6:07 AM
25	Not the quiet little avenue of the 80's. It has grown, which is good, but I'm afraid nothing has been done to keep up with the business it is driving. I actually try to avoid the area at times due to the lack of parking and frustration in finding a place to park.	Feb 20, 2013 5:35 AM
26	Space is very limited from about 11 - 2 when everyone is having lunch on the Avenue. Sometimes there are plenty of spaces. Many call for parallel parking which is not popular with many people. My concern is for parking when the new train starts running.	Feb 19, 2013 7:57 PM
27	Very upset with the valet parking taking up space on park avenue...Take it off park avenue!!! using up space and causing disturbances in flow of traffic.	Feb 19, 2013 2:33 PM
28	No one knows how to parallel park anymore and people use their car as a battering ram to sandwich themselves into a space.	Feb 19, 2013 2:08 PM
29	Friends often find the parking inconvenient until we give them directions to the parking garage or free public lots, but parking is still difficult during special events.	Feb 19, 2013 1:27 PM
30	You can't expect to park right in front of your destination- no big deal!	Feb 19, 2013 1:23 PM
31	Parking my Vespa is easier.	Feb 19, 2013 1:14 PM
32	It takes a little effort	Feb 15, 2013 8:39 AM
33	challenging, incomprehensibly busy. Almost frightening to encounter. TRAFFIC volume as well as parking.	Feb 14, 2013 1:23 PM
34	In the evenings, the parking garage on Lyman is never full. You could even use that garage for valet parking as well. Just need signs for the uninformed. Also, would be nice if the garage on Canton near the panera allowed the public to park on the 1st few floors after say, 6pm or so. I don't understand why the public has to drive past 3 floors that are 90% empty to park.	Feb 10, 2013 7:09 PM
35	Especially for events. The bike valet is awesome but it needs big signage and promotional support.	Feb 10, 2013 8:21 AM
36	When my husband , Stanley Wilson, was alive I had some difficulty finding handicapped parking. It was difficult for him to walk even a block a few months before he died. So I would have to do the dangerous thing of stopping and allowing him to get out of the car	Feb 9, 2013 12:54 PM
37	During events (ex. Popcorn Flicks) it can be extremely challenging to park. Same thing for busy evenings and weekends. My first choice is to bike or walk, weather	Feb 8, 2013 7:57 PM

Page 2, Q3. What is your overall impression of the parking situation on Park Avenue?

	and time permitting.	
38	It would be wonderful if business, churches, private clubs, etc. could open their spaces on weekends and/or when they are not using their spaces.	Feb 8, 2013 9:15 AM
39	This is the main reason we seldom come downtown. I also think businesses are hampered by the lack of parking. If the parking problem is solved I think both residents and the business community would benefit greatly. It has to be done in a manner that preserves our quaint downtown. We are fortunate to have leaders who have excelled in doing just that and I'm very proud of our city.	Feb 8, 2013 1:41 AM
40	Too much valet for restaurants	Feb 7, 2013 7:58 PM
41	Since last fall, the number of people on Park Avenue has increased tremendously and parking has become scarce. I try to time my trips to early morning or late afternoon. Restaurants are very, very busy and nighttime parking more difficult.	Feb 7, 2013 6:45 PM
42	I find people complain about parking in Park Ave area, and what they are complaining about is that they can't park within 300 feet of their destination. I go to Park Ave daily, have always found parking within two blocks of any destination. If business owners complain about parking, have them MANDATE their employees park in city lot, not on street. About monthly I hear a salesperson say she/he has to go out, move their car because it has been 2 hours outside the store.	Feb 7, 2013 5:48 PM
43	During central park events parking is impossible unless you arrive 45 minutes early. Otherwise it could be 1/2 mile to walk.	Feb 7, 2013 2:47 PM
44	I have a reserved parking spot where I live on N Knowles ave, so it isn't an issue for me in any way... unless some scumbag steals my spot - which hasn't happened recently, thank goodness.	Feb 7, 2013 2:40 PM
45	Like most WP residents, I have my choice spots that are available in all but the busiest condition	Feb 7, 2013 2:11 PM
46	I do find it necessary to walk some distance but, the actual walk always seems like a good thing once I do it. We need to think of the advantages!	Feb 7, 2013 1:48 PM
47	There is adequate parking however some my not find it "convenient" and more importantly there are obstacles to using some of the available parking. For example accommodations should have been made to allow folk that park in the lot south of the post office to cross the tracks in one or two areas vs having to walk south or north to cross.	Feb 7, 2013 1:18 PM
48	make more pedestrian scaled further out. make oraneg ave pedestrian and live work friendly. less cars. more savannah / Charleston like.	Feb 7, 2013 12:15 PM
49	As a 50 yr + resident I know where to find spaces when there aren't any but even those are gone to often	Feb 7, 2013 11:50 AM
50	It just depends on when I go. Saturdays are impossible.	Feb 7, 2013 11:45 AM
51	I work at Fannie Hillman and usually use our parking so I don't have to drive in	Feb 7, 2013 11:32 AM

Page 2, Q3. What is your overall impression of the parking situation on Park Avenue?

circles at dinner time.

52	Sometimes you are lucky to find a spot during certain hours.	Feb 7, 2013 11:16 AM
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53	Finding a parking spot can be a pain with people trying to park on the streets, lots of pedestrians etc.	Feb 7, 2013 11:10 AM
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Page 2, Q4. What problems do you currently experience with respect to parking on Park Avenue? (more than one answer, as applicable)

1	I make a plan during special events...WPSAF for certain and then have no problem. Church Mission Fund raising lots are wonderful and the turnover makes them work beautifully!	Mar 11, 2013 6:37 AM
2	Parking in the south knowles lot is sub standard in size. Many of the spaces (all) of the spaces in the center of the lot are no more than 8 feet wide. Much less than ant new development would be required to provide.	Mar 7, 2013 5:10 PM
3	I don't understand why the city gives so much space to get people to valet park, esp. on the south end.	Mar 7, 2013 7:45 AM
4	Can always find a convenient spot...	Mar 6, 2013 1:26 PM
5	I find most women refuse to park in parking garages.	Mar 6, 2013 11:58 AM
6	Parking garages are generally full of reserved or designated space, with the few spaces for shoppers generally full.	Mar 6, 2013 10:24 AM
7	Nothing replaces the spaces that were removed from the west side of the park. The garage of reserved spaces is useless	Mar 5, 2013 11:28 AM
8	Some yellow marked areas restricting parking are not necessary and very few on street spots for a handicapped driver who finds it difficult to walk any distance.	Mar 3, 2013 9:34 PM
9	I cannot walk long distances, so if I can't find a place to park, I just go home.	Feb 27, 2013 8:16 AM
10	I go to the businesses on the north end of Park Ave. at lot (Shooz, Orchid Thai, Panera, Kathmandu, etc.). Parking on the street is usually full. The public parking garage has public parking on the 4th and 5th level - what's that about? The customers should be parking on the lower levels and employees on the upper levels - that turns me off and I've never gone up to park on the upper levels.	Feb 27, 2013 7:04 AM
11	There may never be enough on-street parking. However, the parking garage located at Canton and Park Ave is not a convenient parking spot when all of the public parking slots are on the top floor. I'd rather walk a couple of blocks than use that parking garage.	Feb 26, 2013 2:07 PM
12	Park Ave. should not be changed for more parking. Adding on-street parking in downtown areas would take away from the 'town atmosphere'. We love WP for the quaintness - don't destroy our look!	Feb 26, 2013 9:17 AM
13	Parking on E. More should be reidents only. The city is too concerned with visittors, and less with residets, and those who pay city taxes..	Feb 23, 2013 8:32 AM
14	Parking spots are rarely in proximity to destination.	Feb 20, 2013 7:14 PM
15	I'm not sure about signage since I am familiar with the area. There are quite a few families and organizations that open areas for parking during special events.	Feb 19, 2013 7:57 PM
16	Annoyed about the spaces taken for Prato valet!!	Feb 19, 2013 1:23 PM
17	Too many employee spaces including city lots! Many employees park on Park	Feb 15, 2013 8:39 AM

Page 2, Q4. What problems do you currently experience with respect to parking on Park Avenue? (more than one answer, as applicable)

	ave and rotate their car during the day!! Why has the chamber blocked off spaces on Lyman when they have a lot? 30 min spaces Really? All day.? Why for the privileged few. Where do their employees park?	
18	Anyone who has not experienced parking problems is denying the number of times they travel here or drive to the Park Ave area seeking parking. And it will only get worse with the Alford Inn and all the construction/new housing on Denning Drive.	Feb 14, 2013 1:23 PM
19	It's irritating to pass many empty spaces in the north end garage that seem to be for 9 - 5 weekday employees on the lower floors. Those should be open to the public on evenings/weekends.	Feb 8, 2013 7:57 PM
20	I think the parking garage by Panera is too heavily used by city employees. By the time a taxpayer can find a place that isn't a reserved spot, we are on the top floors.	Feb 8, 2013 2:34 PM
21	As a long time resident and one comfortable with walking, I can usually find a space within a walkable distance.	Feb 8, 2013 9:15 AM
22	Valet is a problem eating away at on St parking. Now 4 valets	Feb 7, 2013 7:58 PM
23	Too many tourists being bussed in and in the way of people who are actually here to buy things and are part of our real community	Feb 7, 2013 2:40 PM
24	The Morse Av. garage should be available to the public after office hours. Special events planning should include covering some no parking signs	Feb 7, 2013 1:48 PM
25	Seldom if ever have I not been able to find a spot....but I don't mind walking a bit.	Feb 7, 2013 1:18 PM
26	The addition of more restaurants, some even off Park Ave has exacerbated the problem	Feb 7, 2013 11:50 AM
27	I typically walk or bike to Park Ave from my house (on Mayfield) or my job at Bonnier in the Winter Park Village.	Feb 7, 2013 11:41 AM
28	We have given so many spots away to private business interests, such as Luma, Prada that it is hard to find spots. Moreover, tables are so close to curb can't open door. Too, we are trying to cram too many people into a small business district making it unattractive to residents	Feb 7, 2013 11:34 AM
29	Too much valet parking. People want to park themselves	Feb 7, 2013 11:28 AM
30	Parking garage at Canton has many open spaces, but all marked reserved/private.	Feb 7, 2013 10:59 AM

Page 2, Q6. Where do you like to park when you visit Park Avenue? (more than one answer, as applicable)

1	Valet is convenient if in a rush, but never have had to utilize it...even when going to my Dentist downtown.	Mar 11, 2013 6:37 AM
2	i would never use paid parking or public parking lots	Mar 7, 2013 1:57 PM
3	Rollins Bldg.-Rollins card	Mar 7, 2013 7:45 AM
4	Never have had to utilize valet or paid parking and rarely have used the public ones...this is year round too.	Mar 6, 2013 1:26 PM
5	Do not like parking garages; safety concerns for women.	Mar 6, 2013 10:24 AM
6	Please DO NOT use residential neighborhoods.	Feb 26, 2013 9:17 AM
7	free parking garage	Feb 19, 2013 1:27 PM
8	I park under my apartment building	Feb 7, 2013 2:40 PM
9	Public garage	Feb 7, 2013 2:34 PM
10	I do also very much like having valet parking available	Feb 7, 2013 1:48 PM
11	Valet Parking should NOT take up convenient spaces in municipal lots	Feb 7, 2013 1:18 PM
12	city employees lot after hours	Feb 7, 2013 11:45 AM
13	I use bike racks when I can find them. Would like to see more bicycle storage.	Feb 7, 2013 11:41 AM
14	If more than a few minutes to park, I go to the mall	Feb 7, 2013 11:34 AM

Page 4, Q11. What is your overall impression of the parking situation on Hannibal Square/New England Avenue?

1	I spend time at the Community Center and always find a space on the street or in the lot.	Mar 6, 2013 2:55 PM
2	Hannibal is dead compared to Park Ave. So parking has never been a problem for us, though I visit Park Ave ten times more frequently than Hannibal.	Mar 6, 2013 1:36 PM
3	Not enough on-street parking	Mar 6, 2013 11:49 AM
4	I prefer Hannibal Square over Park Ave. ample parking and near by	Mar 5, 2013 11:30 AM
5	Again, limited on street, handicapped parking available.	Mar 3, 2013 9:36 PM
6	This depends on the time of day. Dinner time can be difficult.	Feb 27, 2013 8:18 AM
7	Usually not as bad as Park avenue	Feb 22, 2013 5:45 AM
8	Employees need to park elsewhere!	Feb 15, 2013 8:41 AM
9	Other than the lot across the street from Dexter's and very occasional on-street (New England) parking, I can not find easy parking in that area.	Feb 14, 2013 1:25 PM
10	Something tells me that there is a garage on the block behind Dexter's but I never park their and don't know if its public. I'm conscious of the environment, but did we really need a electric car spot in that lot across from Dexter's? Would be nice if the public could use that lot that the church owns in the area from Thur - Sat evenings.	Feb 10, 2013 7:14 PM
11	Parking availability definitely depends on time of day/day of week.	Feb 8, 2013 8:02 PM
12	I choose to visit that area during low traffic times, so can usually find a space. Certain times of the day/week parking is a big challenge.	Feb 8, 2013 9:17 AM
13	On bicycle when I visit that part of town	Feb 8, 2013 6:24 AM
14	It depends on the day and time. Ou family would be inclined to spend a great deal of time downtown if parking was easily available. We all like to dine and shop. I usually have at least one meal out each day,	Feb 8, 2013 1:51 AM
15	Last Thursday we met friends for dinner at Dexter's at 7 PM. We circled and circled looking for a space and ended up at the parking garage there. We exited the south exit and walked the block to Dexter's. Upon return to the car at about 9 PM, we were unable to get into the garage in any manner except at the ramp and had to walk up the ramps. Why would the doors be locked at 9 PM? Cars were still entering the garage.	Feb 7, 2013 6:48 PM
16	It gets busy at lunch time, but there is adequate street parking within two blocks of stores. Again, people want to park on same block as destination. That's not practical.	Feb 7, 2013 5:50 PM
17	I don't really care for Hannibal Square, so I only wander down there on foot very occasionally. As usual my car stays parked under my apt. building downtown.	Feb 7, 2013 2:48 PM
18	I notice there is a garage, is it for the general public and is it safe?	Feb 7, 2013 1:57 PM

Page 4, Q11. What is your overall impression of the parking situation on Hannibal Square/New England Avenue?

19	The decision, again, to build a community center without adequate parking, Dan Bellows building too much without adequate parking has created a problem. Caution as you okay development at WP Village with the Casto groups apartments and Bellows Rauvadage. I go to other shopping areas now because parking is inadequate because we did not follow prescribed parking spaces.	Feb 7, 2013 11:39 AM
20	The parking lot accross from Dexters is good and usually there is available space	Feb 7, 2013 11:11 AM

Page 4, Q12. What problems do you currently experience with respect to parking on Hannibal Square/New England Avenue? (more than one answer, as applicable)

1	A need for signage that clearly identifies the parking garage as a facility for public use.	Mar 6, 2013 12:01 PM
2	Should be expected.	Mar 5, 2013 11:30 AM
3	If there's a public parking garage for Hannibal Square I don't know where it is, and I live 3 blocks from there. The public parking lots at New England and Pennsylvania are usually full. I normally park down Pennsylvania closer to Morse. The worst problem is Friday and Saturday nights. During the day I walk to Hannibal Square and don't bother with the parking issue.	Feb 27, 2013 7:12 AM
4	We are at Hannibal Square about once a week - on week-ends - and do not have a problem parking.	Feb 26, 2013 9:23 AM
5	I do not know of parking garages anywhere near Hannibal Square.	Feb 14, 2013 1:25 PM
6	See above comments	Feb 8, 2013 9:17 AM
7	There is one good parking lot but it fills up easily. For two years I volunteered to work daily at Hannibal Square doing DNA and research.	Feb 8, 2013 1:51 AM
8	Garage is below code so do not use for fear of safety	Feb 7, 2013 7:59 PM
9	cover no parking signs during an event whenever possible	Feb 7, 2013 1:57 PM
10	Unless I am going to Dexter's, I do not go to Hannibal Sq because parking is awful. due to poor planning and caving to developers desire to build on every available inch	Feb 7, 2013 11:39 AM

Page 4, Q14. Where do you like to park when you visit Hannibal Square/New England Avenue? (more than one answer, as applicable)

1	I would never pay to park or use public parking garages	Mar 7, 2013 1:58 PM
2	Community Center	Mar 6, 2013 2:55 PM
3	The lot across from Dexters and the Community Center always seem to be available.	Mar 6, 2013 1:36 PM
4	Walking from Farmer's Market on Saturday	Mar 6, 2013 1:28 PM
5	Do not want parking garage in this area. Love lot across from Dexter's.	Mar 6, 2013 10:27 AM
6	Near where I am going. We usually visit to eat.	Feb 27, 2013 8:18 AM
7	Will not use a garage!	Feb 15, 2013 8:41 AM
8	parking garage	Feb 15, 2013 7:45 AM
9	There is no place to lock up a bicycle - no bike racks	Feb 8, 2013 6:24 AM
10	I just leave my car parked at home.	Feb 7, 2013 2:48 PM
11	my lot is nearb and i park there sometimes.	Feb 7, 2013 12:16 PM

Page 6, Q19. What is your overall impression of the parking situation on Orange Avenue?

1	Parking is adequate now but what happens after the construction of 800+ apartments between Orange Avenue and Lee Road?	Mar 12, 2013 12:25 PM
2	Adequate for today but what happens when 800+ apartments are completed between there & Lee Rd?	Mar 8, 2013 2:41 PM
3	the planters make parallel parking very difficult	Mar 6, 2013 1:26 PM
4	The only business I consistently go to on Orange Ave. is the Winter Park Playhouse. Parking is hard to find. I drop my 90-year-old Dad at the front door and then search for parking on surrounding streets. I also take dad to Jewett Clinic - thank heavens they have a parking lot!	Feb 27, 2013 7:16 AM
5	More customer friendly. Employees do not take up all the spaces	Feb 15, 2013 8:44 AM
6	The absolute worst! No way can I find a way to park and the traffic is horrendous and trying to make a left or right turn into an establishment is a nightmare. The volume of the traffic is way too much for the road or any traffic design plans. Horrendous.	Feb 14, 2013 1:27 PM
7	Actually, I don't park. I live within walking distance.	Feb 11, 2013 3:15 PM
8	I normally walk to Orange Ave.	Feb 8, 2013 8:09 PM
9	I am riding my bicycle	Feb 8, 2013 6:26 AM
10	I don't seem to go on the busy times? I dunno	Feb 7, 2013 2:53 PM
11	poor sight lines at cross streets some landscape blocks views but parallel parking was allowed too close to the intersections creating blind spots	Feb 7, 2013 2:27 PM
12	How, when & where is access to parking behind busness	Feb 7, 2013 2:02 PM
13	road is too wide and sidewalks are too narrow. perhaps a parking garage in the center or at each end would be good. 2 lanes down the middle and add bike lanes each way. express buses from amtrack area to downtown orlando lynx station woudl be good. They should leave every 15 minutes or so max.	Feb 7, 2013 12:19 PM
14	street parking is limited and difficult to access on a busy road	Feb 7, 2013 11:13 AM

Page 6, Q20. What problems do you currently experience with respect to parking on Orange Avenue? (more than one answer, as applicable)

1	I don't have a problem with the current parking situation on Orange Avenue.	Mar 12, 2013 12:25 PM
2	Confusing: The question asks about Orange Ave but the last option refers to Park Ave	Mar 8, 2013 2:41 PM
3	Lousy pedestrian access to businesses. People do NOT 'stroll' here. It's get-in-get-out. Businesses get very little walk-in patronage.	Mar 7, 2013 9:14 AM
4	This reply was for ORANGE Avenue, not Park.	Mar 6, 2013 1:30 PM
5	the planters make parallel parking very difficult	Mar 6, 2013 1:26 PM
6	I don't experience parking issues because many of the businesses provide parking. The above statements don't appear to be applicable to Orange Avenue.	Mar 6, 2013 12:28 PM
7	If you mean Orange Ave. I generally don't have an issue here.	Mar 6, 2013 11:51 AM
8	Most businesses have their own lots adjacent. I prefer this in this area. #20 question last choice should read Orange, not Park!!! That's why I didn't answer. Proof-read your own survey!	Mar 6, 2013 10:31 AM
9	The last selection refers to Park Ave. I don't have problems parking on Orange Ave.	Mar 5, 2013 11:33 AM
10	Should read "Orange Avenue"	Feb 26, 2013 2:10 PM
11	lack of easy parking deteers me from some businesses	Feb 19, 2013 2:35 PM
12	I do not experience a parking problem with respect to Orange avenue	Feb 19, 2013 1:27 PM
13	No problem	Feb 15, 2013 8:44 AM
14	Do not experience problem on Orange Ave Please note your quest 20 is in error -- see last two response items	Feb 15, 2013 5:37 AM
15	only really go to Jimmy Johns and the Ravenous Pig. Just valet at Ravenous Pig	Feb 10, 2013 7:16 PM
16	Dodging traffic can be a major issue.	Feb 10, 2013 10:52 AM
17	Traffic on Orange Avenue is a parking problem, esp. for on-street parking.	Feb 8, 2013 9:19 AM
18	I ride my bicycle....no bike racks available - lock up to a sign post	Feb 8, 2013 6:26 AM
19	Mostly the problems are other drivers being idiots	Feb 7, 2013 2:53 PM
20	Orange Ave not Park Ave as this answer above states. I guess it is a typo.	Feb 7, 2013 2:37 PM
21	Not enough business owned parking	Feb 7, 2013 12:51 PM

Page 6, Q22. Where do you like to park when you visit Orange Avenue? (more than one answer, as applicable)

1	Question 24 is not applicable to Orange Ave. Should have NA option	Mar 6, 2013 12:28 PM
2	Meat house parking lot	Mar 5, 2013 3:03 PM
3	Public parking lots if available - I don't know of any...	Feb 27, 2013 7:16 AM
4	I only go to Eden's Bar because they have parking. Inadequate parking at the Ravenous Pig so unless I go early I don't go because parking will be hard	Feb 7, 2013 11:41 AM

Page 7, Q25. Do you experience issues with visitors parking close to your residence?

1	Not yet. Just wait til SunRail breezes through!	Mar 6, 2013 2:57 PM
2	Trash sometimes during big events...but the city provided refuse containers are usually full, not emptied until Monday.	Mar 6, 2013 1:34 PM
3	only during events when park ave., is closed	Feb 27, 2013 12:08 PM
4	They forget that they're parking outside a residence and are sometimes real loud late at night!	Feb 27, 2013 9:35 AM
5	Adequate parking lots are provided at St. John's Lutheran Church and people still park on side streets, around corners, etc.	Feb 27, 2013 7:44 AM
6	bus tours and visitors need parking lots away from residential neighborhoods	Feb 26, 2013 9:30 AM
7	YES!!!!!!Tired of hearing horns beep when people lock ththeir cars	Feb 23, 2013 8:39 AM
8	I live on a fairly busy street and all the side streets have no parking on both sides due to proximity to WPHS.	Feb 19, 2013 8:03 PM
9	I live in apartments at E Morse & Knowles Ave intersection our provided parking is inadequate and street parking becomes impossible on weekends especially	Feb 19, 2013 2:12 PM
10	N/A	Feb 15, 2013 8:50 AM
11	Especially for special events.	Feb 14, 2013 1:30 PM
12	Only during 5k races at Meade Gardens. Not a big deal.	Feb 8, 2013 8:10 PM
13	I live near Rollins. A lot, and I mean a lot of Rollins students park on my street, Vitoria Ave. The no parking signs that were knocked down by Hurricane Charlie were never replaced.	Feb 7, 2013 4:23 PM
14	They block up the back streets and cause annoying congestion if I want to go to do errands elsewhere	Feb 7, 2013 2:56 PM
15	streets in College Quarter Neighborhood are very congested with on street parking and 9th grade center school bus traffic	Feb 7, 2013 2:38 PM
16	there is adequate on street parking	Feb 7, 2013 12:21 PM

Page 7, Q27. Are there any other comments or concerns?

1	The lack of readily available parking (without circling for 20 minutes) has considerably reduced the amount of shopping down in the Central Bbusiness District as well as dining. For dining, I shall go to Winter Park Village and shall only go to restaurants in the Central Business District that provide valet parking. Serious shopping (both for availability of parking and for selection) is done at the Mall of Millenia. For decades, all of my shopping was able to be done within Winter Park and most of my dining out was also in Winter Park.	Mar 12, 2013 3:32 PM
2	This survey won't apply as construction is completed on 3 apartment complexes within a mile of Orange Avenue, Hannibal Square, and Park Avenue.	Mar 12, 2013 12:25 PM
3	There is more than enough available parking ... do not experience any inconvenience. I know Winter Park well.	Mar 11, 2013 6:27 AM
4	There are obviously parking challenges when there are special events but many lots are made available for a low fee. If you are resident, you know where to look. Perhaps for visitors, they find it more difficult. Not sure why the lot on New England across from Bank of Amer and Luma is a paid lot now? And on weekends, why couldn't some of the businesses on side streets open their lots?	Mar 8, 2013 10:05 AM
5	Parking for SunRail especially potential for reverse riders. Workers who will drive in on Monday for work and then drive to Sunrail leaving their car at the station overnight fom Monday through Thursday. On Friday the rider picks up their car and after work drives home.	Mar 7, 2013 5:22 PM
6	Could someone please do something about the intersections at Minnesota/Denning/Orange? Also the one at Orange and Pennsylvania? They are terribly confusing and dangerous.	Mar 7, 2013 9:15 AM
7	I used to be able to find parking on park ave...especially in the late afternoon...now it's close to impossible...Park ave is now a tourist destination like Highlands NC and Myrtle Bach...guess that is good for merchants...although shoppers may just be browsers...it's not so good for residents trying to visit the avenue	Mar 7, 2013 5:58 AM
8	The Farmer's Market desperately needs more parking. There are many people that do NOT even go because they simply can not find a parking spot. I go every week and depending on the time time of day, finding a spot is a real challenge, The Blake Avenue lot is a very viable spot for additional parking.	Mar 6, 2013 1:55 PM
9	the area of No Parking on corners seem a greater space than needed and if combined could add additional spaces. Do Not think parking garages are the answer. Shoppers do not like them. They ruined Hyde Park in Tampa. Look at Mt. Dora that has many scattered ground city parking lots.	Mar 6, 2013 1:48 PM
10	There are people who will always complain...never seem to be satisfied or think the world owes them a living. Winter Park is a charming downtown...do not make it what it is not...a shopping mall!!!!	Mar 6, 2013 1:34 PM
11	Valet parking areas need to be farther away - valet companies should NOT be taking up prime on street parking or the closest area in the train lot. The valet group near Bank of America often uses the spots in the alley that the bank keeps for ATM users. This makes it difficult if you need to park for 5 minutes to use the	Mar 6, 2013 11:57 AM

Page 7, Q27. Are there any other comments or concerns?

	ATM.	
12	SunRail in WP is a Kiss & Ride. This was intentional. Do not use SunRail as an excuse for a parking garage in downtown WP.	Mar 6, 2013 11:51 AM
13	I don't believe that is fair for the city to encourage people to park in residential neighborhoods, by not requiring enough parking for businesses when they are planned. Orange Ave, off Fairbanks and 17-92, Hannibal Square, Park Ave....always ignoring the appropriate amount of parking puts undue pressure on residential neighborhoods and devalues both commercial and residential properties.	Mar 6, 2013 10:51 AM
14	I shop WP regularly and preferably. No parking meters is a plus. Don't put them back. They are a nuisance and are ugly. I avoid downtown Orlando.	Mar 6, 2013 10:33 AM
15	The lack of free parking. I am not interested in paying to park for a 15 minute trip to a Park Ave shop. Residents of winter park should have the ability to park for free in garages for the first two hours.	Mar 5, 2013 11:36 AM
16	Please don't destroy the ambiance of Park Avenue, Hannibal Square, or Orange Avenue by turning them into typical suburban sprawl parking lots. Why did you phrase the question, "What problems do you experience...?" Doesn't the question itself suggest the survey taker should be experiencing problems?	Mar 4, 2013 4:17 PM
17	Please do not add paid parking. It will send people to the malls to do their business and local businesses will suffer.	Feb 27, 2013 2:01 PM
18	keep the dogs off park ave and there would be more visitors. not everybody likes walking over dog on the sidewalk-(nothing to do with parking!!)	Feb 27, 2013 1:13 PM
19	Too much valet parking in Winter Park Village. I have seen valet parking attendants park in public spaces rather than designated valet parking places to increase the demand for valet parking.	Feb 27, 2013 10:00 AM
20	NA	Feb 27, 2013 9:35 AM
21	I don't even know where the Orange area is.	Feb 27, 2013 8:19 AM
22	Why is \$5 the lowest cost option? \$1 or \$2 would be fine also	Feb 27, 2013 7:44 AM
23	Normally when I shop it's a quick trip to a store, so I don't want to pay to park for that. If I'm going to spend a day strolling, eating, and shopping I'll walk to Park/New England/Orange Aves. Luckily I live close enough to do that. If I didn't live so close I would be willing to pay for a whole day's parking. How about some kind of special parking passes for Winter Park residents that we can pay for yearly - if you provide well placed parking lots/garages so I can park and run into the stores I would like that. Remember I live close and use local businesses a lot - I run over to Bosphorous or the Tiffany Deli or the Cuban Cafe to grab a takeout lunch. Anyway - I love Park Ave. and New England, but when I have to or want to drive, parking is a pain...	Feb 27, 2013 7:23 AM
24	No giant parking garages please !!! Bike Valet and/or lots. Smaller parking spaces for motorcycles/scooters.	Feb 27, 2013 7:07 AM

Page 7, Q27. Are there any other comments or concerns?

25	Park Avenue store employees still use on-street parking that should be reserved for CUSTOMERS! Will the Park Avenue Merchants ever get this under control?	Feb 26, 2013 2:12 PM
26	I would pay a \$2 dollars to park closer	Feb 26, 2013 2:02 PM
27	This survey should have been done before the Sun-Rail construction started.	Feb 26, 2013 9:30 AM
28	I think more spaces should be opened up to the public "after hours" and on weekends when these "private" spaces are not in use. I have tried to park in a public lot during the week only to have the majority of the lot reserved for employees of Winter Park. Half the lot was empty and I am sure is completely empty on nights and weekends. Let's make sure private companies need the spaces they are earmark and let's make them open to public in non-working hours.	Feb 24, 2013 11:51 AM
29	Need signs reminding people that there are reidintial areas in WP and to respect that.	Feb 23, 2013 8:39 AM
30	I live in the Golfside area and drive through Summerfield rd to get home. Parking is not allowed on Summerfield rd during the day but there are cars ALWAYS parked there which creates a major traffic flow problem. It's a highly traveled road going in and out of the city. I almost witnessed an accident a couple days ago because of this. In addition, when parking is allowed (nighttime hours), there are times where the road is almost completely blocked or multiple cars are in one area which creates a mess. Law enforcement does nothing about this.	Feb 22, 2013 6:02 AM
31	Parking is adequate. Green spaces, Central Park must be preserved!	Feb 21, 2013 10:22 AM
32	Valet service we have found is free- although we tip generously, it's a convenient bargain! So why would we want to pay a fixed amount without the convenience that comes with valet? Why not just offer more valet stations?	Feb 20, 2013 7:19 PM
33	The only issue I see with parking is during special events.	Feb 20, 2013 9:13 AM
34	Enforce parking violations!	Feb 20, 2013 7:59 AM
35	Merchants and employees take up most of the convenient street parking. Some have limos and large trucks with advertising signage on them. Seems like its best to have parking for the customers who are spending money.	Feb 20, 2013 7:29 AM
36	As Park Ave. becomes busier a parking garage will probably need to be added. I hope it can be a block away from the park blending in with other 2 or 3 story buildings.	Feb 19, 2013 8:03 PM
37	I think WP residents should get a free parking pass and other frequent visitors should be able to pay for one. Perhaps a yearly pass...	Feb 19, 2013 4:38 PM
38	Just improving the signage regarding public parking lots would do great things, I believe. I'm fairly new to Winter Park, and I've found it tough to figure out where the public lots are because the signs are inadequate.	Feb 19, 2013 3:46 PM
39	valet parking should not be allowed to take up space on park ave or new england...there are side streets available for this.	Feb 19, 2013 2:36 PM

Page 7, Q27. Are there any other comments or concerns?

40	Restaurants put tables right next to Park Avenue handicapped spaces making unloading difficult and dangerous to the handicapped person (my Mother). She was unable to gain her bearings properly without sufficient room and this caused her additional instability. This must be rectified ASAP.	Feb 19, 2013 1:18 PM
41	Why are there not more spaces around city hall? I am furious that the chamber has been allowed to block off Spaces for their personal use! They do not bring in revenue Let's give the merchants free parking w/signs, as they need Spaces to contribute to their overhead expenses. I will say one ore time. Why is the chamber privileged?	Feb 15, 2013 8:50 AM
42	We need to decrease the total number of cars on Park Avenue by pushing parking and all traffic off of it. The city could then provide small, electric buses/trolleys to ferry people into the center. The quality of the experience on park increases tremendously on those special dates when Park is closed to cars and the restaurants and stores can expand.	Feb 14, 2013 2:52 PM
43	I think the City of Winter Park is going to have an even bigger problem with the advent of SunRail and the opening of the Alford Inn. The traffic volume and parking difficulties are already 'driving' people away and it will only become worse when The Alford Inn opens and HUNDREDS more cars come careening into Winter Park. I cannot believe the City officials actually drive around here or otherwise they would know of this important City problem.	Feb 14, 2013 1:30 PM
44	There are lots of ways to get to these destinations, not just by car. I know you are trying to assess parking needs, but if more people bike or walk, maybe it wouldn't be such a big issue.	Feb 11, 2013 3:16 PM
45	Traffic Light on Lyman. Probably need to get a left turn signal for traffic heading in the directions towards Fairbanks/Rollins. You can never turn left there due to oncoming traffic and if the city encourages the use of that garage, it will only created more issues. Park Ave isn't cheap. Having to pay for parking, might as well just go downtown in the evenings.	Feb 10, 2013 7:18 PM
46	Where are commuters going to park when the high speed rail is done?	Feb 10, 2013 10:53 AM
47	No	Feb 9, 2013 12:58 PM
48	I am hoping that the vacant grass lot where the ice skating rink is situated each year does not become a public parking area for light-rail users. We were told that it would not be necessary when we were "sold" on the rail line.	Feb 8, 2013 2:38 PM
49	Please do not put a parking garage on a vacant lot next to the park! The parking garage would not enhance the beauty of the area and that IS our concern, residents of Winter Park. This should also be your concern.	Feb 8, 2013 12:05 PM
50	I do not understand the condition at the parking garage on Canton Ave between NY and Park Ave. It is comprised almost exclusively of reserved spaces and very few of them are being used. I am at that end of Park Ave. frequently on no particular schedule at all various times of day and the reserved spots are empty. If this is a tax funded garage it should be open to all. It's availability would have a very positive impact on public parking. Presently it appears to be wasted space.	Feb 8, 2013 11:23 AM

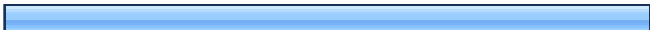

Page 7, Q27. Are there any other comments or concerns?

51	I am VERY willing to pay to park during events - WPSAF, parade days, etc.	Feb 8, 2013 9:20 AM
52	My greatest concern is for the businesses. I don't have a business downtown but know if they can't survive neither will our downtown area and our wonderful community. Therefore proper paid parking with perhaps garages for most and parking lots for handicap would be a fair solution. Parking garages are difficult sometimes for handicapped people and elderly people. There is a need to bring more people downtown to spend and help our local businesses.	Feb 8, 2013 1:58 AM
53	Overall parking is good. People want to park in same block as destination, not reasonable in a downtown area. And employees park daily close to retail, which is ridiculous.	Feb 7, 2013 5:52 PM
54	I have noticed the city is training new and/or additional parking enforcement employees. They are definitely needed and should patrol residential areas more. The city and Rollins College have been coexisting very well for over 120 years. I have lived in Winter Park since 1972, near Rollins since 1983 and have seen a big change over the last 2-4 years in the amount of cars from Rollins students in the residential areas, not always parking legally.	Feb 7, 2013 4:23 PM
55	I already pay to park where I park. Here's the thing, let's NOT turn our nice established Park Ave into another stinking Disney world? The authenticity here is part of why it works - so no more busing in of lame tourists who hardly even buy anything at all from our independent merchants.	Feb 7, 2013 2:56 PM
56	The Sun Rail opening will be a complete disaster for parking. OH MY GOD what a mistake! I do NOT wish to see parking meters on the Ave.	Feb 7, 2013 2:38 PM
57	Make the parking structures blend in with the buildings (great examples in Charleston SC. Develop well lighted garages without tall poles on the upper level (use bollard and lower wall pack lighting) preferably natural lighting as much as possible. Sun Rail parking should be situated to encourage commuters to walk through retail areas on their way to the train (if you are trying to promote spending in the retail areas). Thank you for asking.	Feb 7, 2013 2:38 PM
58	I would not need to park longer than 1-2 hours	Feb 7, 2013 2:03 PM
59	Parking will most likely become an issue with SunRail, folk that take the train....assuming they do ...will need a place to park and that will take away parking spots from folk visiting Park Avenue. The Alfonse Inn with inadequate may/will also add to the availability of parking on the south end of Park Avenue.	Feb 7, 2013 1:36 PM
60	Paid parking for special events is acceptable, but if I had to pay for parking to conduct day-to-day business, I would go elsewhere.	Feb 7, 2013 12:56 PM
61	Why aren't we using the parking garage behind Park Place? Nights and weekends there are many reserved spaces not being used. Why didn't the City plan for additional parking with the advent of SunRail????? If it is a kiss and ride station then that's what it should be.	Feb 7, 2013 12:49 PM
62	parking meters are the best in my opinion and the current rates are ok. meters need to take credit cards though. Change is inconvenient if you are visiting from out of town and don't use change much.	Feb 7, 2013 12:21 PM

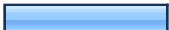



Page 7, Q27. Are there any other comments or concerns?

63	Would be willing to pay by the hour or minutes as in parking meters	Feb 7, 2013 12:06 PM
64	Why don't we have resident permits to allow us to park on the street? Tourists often park in our parking area, esp on Saturdays, even though it has signs saying not too forcing residents to park on the street and move their car every few hours so that we don't get a parking ticket.	Feb 7, 2013 11:53 AM
65	Less car storage, more bicycle storage please. Would like to continue to see less of an emphasis toward cars and drivers in the pedestrian friendly area's of the city.	Feb 7, 2013 11:43 AM
66	I will not pay for parking. I am a resident and pay taxes. If I am charged, I will go to other shopping and dining areas that do not charge.	Feb 7, 2013 11:42 AM
67	I think the Valet parking areas should be as small as possible and not be able to take up additional spots for Valet car parking as they do near the rose garden on both sides of the street on Weekends and evenings sometimes	Feb 7, 2013 11:37 AM
68	i have never had a problem parking downtown. it may seem harder for visitors because they don't know the ins and outs of where to look, when to go, etc. i always think parking seems harder when i'm in in a strange city. another problem for some, i regret to say, is that they never learned how to parallel park.	Feb 7, 2013 11:33 AM
69	Sufficient parking is available, if you look for it. We do not have a parking problem, we have a walking problem :-)	Feb 7, 2013 11:03 AM


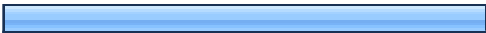
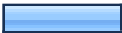
1. Have you ever visited the Park Avenue area?

		Response Percent	Response Count
Yes		97.3%	36
No		2.7%	1
answered question			37
skipped question			1







2. How often do you visit the Park Avenue retail area?

		Response Percent	Response Count
More than once a week		24.1%	7
One or two times per month		44.8%	13
A few times a year		27.6%	8
This was/is my first visit		3.4%	1
answered question			29
skipped question			9



3. What is your overall impression of the parking situation on Park Avenue?

		Response Percent	Response Count
Adequate Parking - I can normally find a space		10.3%	3
Inconvenient Parking - I can find a space but it takes time or is far away from my destination		72.4%	21
Need More Parking - I can't find a space		17.2%	5
	Comments		4
answered question			29
skipped question			9






**4. What problems do you currently experience with respect to parking on Park Avenue?
(more than one answer, as applicable)**

		Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.		41.4%	12
Not enough available parking in public parking lots and garages.		51.7%	15
Not enough on-street parking.		51.7%	15
Public parking too far from the businesses.		34.5%	10
Lack of parking during special events (Arts Festival, Parades, etc.)		58.6%	17
I do not experience a parking problem with respect to Park Avenue.		6.9%	2
Other (please specify)			1
		answered question	29
		skipped question	9




5. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Park Avenue area?

		Response Percent	Response Count
Yes		3.7%	1
No		0.0%	0
Not Applicable		96.3%	26
answered question			27
skipped question			11



6. Where do you like to park when you visit Park Avenue? (more than one answer, as applicable)

		Response Percent	Response Count
On-street parking		75.9%	22
Public parking lots		69.0%	20
Valet parking		0.0%	0
Free business-owned/private parking lots		20.7%	6
Paid parking lots		6.9%	2
Residential neighborhoods		6.9%	2
Other (please specify)			0
answered question			29
skipped question			9



7. How far are you willing to walk from your parking area to your destination?

		Response Percent	Response Count
Less than 2 minutes.		27.6%	8
Between 2 and 5 minutes.		55.2%	16
Between 5 and 10 minutes.		17.2%	5
More than 10 minutes.		0.0%	0
answered question			29
skipped question			9



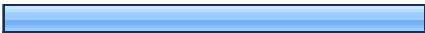

8. Are there sufficient and effective signs directing you to the public parking lots and garages?

		Response Percent	Response Count
Yes		34.5%	10
No		65.5%	19
answered question			29
skipped question			9




9. Have you ever visited the Hannibal Square/New England Avenue area?

		Response Percent	Response Count
Yes		75.0%	21
No		25.0%	7
answered question			28
skipped question			10





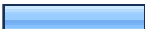

10. How often do you visit the Hannibal Square/New England Avenue retail area?

		Response Percent	Response Count
More than once a week		5.3%	1
One or two times per month		26.3%	5
A few times a year		63.2%	12
This was/is my first visit		5.3%	1
answered question			19
skipped question			19



11. What is your overall impression of the parking situation on Hannibal Square/New England Avenue?

		Response Percent	Response Count
Adequate Parking - I can normally find a space		52.6%	10
Inconvenient Parking - I can find a space but it takes time or is far away from my destination		36.8%	7
Need More Parking - I can't find a space		10.5%	2
Comments			0
answered question			19
skipped question			19





12. What problems do you currently experience with respect to parking on Hannibal Square/New England Avenue? (more than one answer, as applicable)

		Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.		10.5%	2
Not enough available parking in public parking lots and garages.		36.8%	7
Not enough on-street parking.		31.6%	6
Public parking too far from the businesses.		5.3%	1
Lack of parking during special events (Arts Festival, Parades, etc.)		21.1%	4
I do not experience a parking problem with respect to Hannibal Square.		52.6%	10
Other (please specify)			0
answered question			19
skipped question			19




13. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Hannibal Square/New England Avenue area?

		Response Percent	Response Count
Yes		0.0%	0
No		5.9%	1
Not Applicable		94.1%	16
answered question			17
skipped question			21

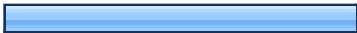

14. Where do you like to park when you visit Hannibal Square/New England Avenue? (more than one answer, as applicable)

		Response Percent	Response Count
On-street parking		63.2%	12
Public parking lots		73.7%	14
Free business-owned/private parking lots		15.8%	3
Paid parking lots		0.0%	0
Residential neighborhoods		15.8%	3
	Other (please specify)		0
	answered question		19
	skipped question		19



15. How far are you willing to walk from your parking area to your destination?

		Response Percent	Response Count
Less than 2 minutes.		31.6%	6
Between 2 and 5 minutes.		57.9%	11
Between 5 and 10 minutes.		10.5%	2
More than 10 minutes.		0.0%	0
	answered question		19
	skipped question		19



16. Are there sufficient and effective signs directing you to the public parking lots and garages?

		Response Percent	Response Count
Yes		52.6%	10
No		47.4%	9
answered question			19
skipped question			19




17. Have you ever visited the Orange Avenue area?

		Response Percent	Response Count
Yes		66.7%	16
No		33.3%	8
answered question			24
skipped question			14







18. How often do you visit the Orange Avenue retail area?

		Response Percent	Response Count
More than once a week		0.0%	0
One or two times per month		33.3%	5
A few times a year		66.7%	10
This was/is my first visit		0.0%	0
answered question			15
skipped question			23



19. What is your overall impression of the parking situation on Orange Avenue?

		Response Percent	Response Count
Adequate Parking - I can normally find a space		40.0%	6
Inconvenient Parking - I can find a space but it takes time or is far away from my destination		53.3%	8
Need More Parking - I can't find a space		6.7%	1
	Comments		0
	answered question		15
	skipped question		23






**20. What problems do you currently experience with respect to parking on Orange Avenue?
(more than one answer, as applicable)**

		Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.		26.7%	4
Not enough available parking in public parking lots and garages.		53.3%	8
Not enough on-street parking.		53.3%	8
Public parking too far from the businesses.		13.3%	2
Lack of parking during special events (Arts Festival, Parades, etc.)		26.7%	4
I do not experience a parking problem with respect to Orange Avenue.		26.7%	4
Other (please specify)			0
answered question			15
skipped question			23



21. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Orange Avenue area?

		Response Percent	Response Count
Yes		7.7%	1
No		0.0%	0
Not Applicable		92.3%	12
answered question			13
skipped question			25

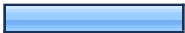

22. Where do you like to park when you visit Orange Avenue? (more than one answer, as applicable)

		Response Percent	Response Count
On-street parking		86.7%	13
Public parking lots		33.3%	5
Valet parking		6.7%	1
Free business-owned/private parking lots		40.0%	6
Paid parking lots		0.0%	0
Residential neighborhoods		6.7%	1
	Other (please specify)		0
answered question			15
skipped question			23



23. How far are you willing to walk from your parking area to your destination?

		Response Percent	Response Count
Less than 2 minutes.		46.7%	7
Between 2 and 5 minutes.		53.3%	8
Between 5 and 10 minutes.		0.0%	0
More than 10 minutes.		0.0%	0
answered question			15
skipped question			23

24. Are there sufficient and effective signs directing you to the public parking lots and garages?

		Response Percent	Response Count
Yes		26.7%	4
No		73.3%	11
answered question			15
skipped question			23

25. Would you pay to park closer to your destination? If yes, how much would you be willing to pay?

		Response Percent	Response Count
\$5/day		16.7%	4
\$10/day		0.0%	0
\$15/day		0.0%	0
No		83.3%	20
answered question			24
skipped question			14

26. Are there any other comments or concerns?

	Response Count
	5
answered question	5
skipped question	33

Page 2, Q3. What is your overall impression of the parking situation on Park Avenue?

1	There was one time in January when I actually could not find a space anywhere (and we were willing to walk quite a distance) and we went to WP Village instead.	Mar 7, 2013 9:58 PM
2	I work near by so I get to park in my office lot but before I found the public lots trying to find space on park ave was hard and worried where the spaces will go once the sun rail is done.	Feb 24, 2013 11:34 AM
3	Parallel parking terrifies me and people trying to parallel park backs up traffic	Feb 19, 2013 1:40 PM
4	It is always difficult to find a place to park no matter what time of day it is.	Feb 12, 2013 2:42 PM

Page 2, Q4. What problems do you currently experience with respect to parking on Park Avenue? (more than one answer, as applicable)

1	It is always difficult to find parking no matter what time of year.	Feb 12, 2013 2:42 PM
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Page 7, Q26. Are there any other comments or concerns?

1	To pay for parking, it would depend how long I was staying in the area. Just for lunch - \$5 seems like a lot. For all day - \$5 seems just right.	Mar 7, 2013 10:01 PM
2	Would be great to have more electric car charging spots. Thanks!	Feb 21, 2013 9:02 AM
3	I think it wold be nice if there was an exclusive garage for store owners and employees, so that all on street parking could be used for patrons. Otherwise I love shopping and eating on Park Avenue.	Feb 19, 2013 12:20 PM
4	I would suggest adding "other amount" to question 25. I am not willing to pay \$5 a day to park in the downtown but I would have wrote in \$1 an hour. The main issue with Park avenue is that employees and business owners park on the street therefore leaving no avail;able spaces to regular customers. They also need better signage for the morse and new york parking lot AND they need a public parking lot on the south end of the avenue (or make it clear that the city hall parking is available on the weekends)	Feb 11, 2013 7:37 AM
5	Free parking in garages	Feb 7, 2013 1:46 PM

Winter Park Business Owner Parking Study Survey





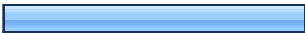
1. Where is your business located?

		Response Percent	Response Count
Park Avenue	<div></div>	100.0%	22
Hannibal Square		0.0%	0
Orange Avenue		0.0%	0
answered question			22
skipped question			0







2. Please provide your business address (optional).

		Response Percent	Response Count
Address:	<div></div>	100.0%	13
Address 2:	<div></div>	7.7%	1
answered question			13
skipped question			9

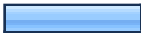


3. What is your overall impression of the parking situation on Park Avenue?

		Response Percent	Response Count
Adequate Parking - My customers can normally find a space		35.0%	7
Inconvenient Parking - My customers can find a space but it takes time or is far away from my business		20.0%	4
Need More Parking - My customers can't find a space		45.0%	9
	Comments		5
answered question			20
skipped question			2



**4. What problems do you currently experience with respect to parking on Park Avenue?
(more than one answer, as applicable)**

		Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.		15.0%	3
Not enough available parking in public parking lots and garages.		30.0%	6
Not enough on-street parking.		60.0%	12
Public parking too far from the businesses.		25.0%	5
Lack of parking during special events (Arts Festival, Parades, etc.)		50.0%	10
I do not experience a parking problem with respect to Park Avenue.		20.0%	4
Other (please specify)			5
		answered question	20
		skipped question	2

5. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Park Avenue area?

		Response Percent	Response Count
Yes		20.0%	4
No		5.0%	1
Not Applicable		75.0%	15
answered question			20
skipped question			2

6. Are there sufficient and effective signs directing your customers to the public parking lots and garages?

		Response Percent	Response Count
Yes		60.0%	12
No		40.0%	8
answered question			20
skipped question			2

7. What is your overall impression of the parking situation on Hannibal Square/New England Avenue?

	Response Percent	Response Count
Adequate Parking - My customers can normally find a space	0.0%	0
Inconvenient Parking - My customers can find a space but it takes time or is far away from my business	0.0%	0
Need More Parking - My customers can't find a space	0.0%	0
	Comments	0
answered question		0
skipped question		22

8. What problems do you currently experience with respect to parking on Hannibal Square/New England Avenue? (more than one answer, as applicable)

	Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.	0.0%	0
Not enough available parking in public parking lots and garages.	0.0%	0
Not enough on-street parking.	0.0%	0
Public parking too far from the businesses.	0.0%	0
Lack of parking during special events (Arts Festival, Parades, etc.)	0.0%	0
I do not experience a parking problem with respect to Hannibal Square.	0.0%	0
Other (please specify)		0
answered question		0
skipped question		22

9. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Hannibal Square/New England Avenue area?

	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
Not Applicable	0.0%	0
answered question		0
skipped question		22

10. Are there sufficient and effective signs directing your customers to the public parking lots and garages?

	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
answered question		0
skipped question		22

11. What is your overall impression of the parking situation on Orange Avenue?

	Response Percent	Response Count
Adequate Parking - My customers can normally find a space	0.0%	0
Inconvenient Parking - My customers can find a space but it takes time or is far away from my business	0.0%	0
Need More Parking - My customers can't find a space	0.0%	0
Comments		0
answered question		0
skipped question		22


**12. What problems do you currently experience with respect to parking on Orange Avenue?
(more than one answer, as applicable)**

	Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.	0.0%	0
Not enough available parking in public parking lots and garages.	0.0%	0
Not enough on-street parking.	0.0%	0
Public parking too far from the businesses.	0.0%	0
Lack of parking during special events (Arts Festival, Parades, etc.)	0.0%	0
I do not experience a parking problem with respect to Orange Avenue.	0.0%	0
Other (please specify)		0
answered question		0
skipped question		22



13. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Orange Avenue area?

	Response Percent	Response Count
Yes	0.0%	0
No	0.0%	0
Not Applicable	0.0%	0
answered question		0
skipped question		22



14. Are there sufficient and effective signs directing your customers to the public parking lots and garages?

		Response Percent	Response Count
Yes		0.0%	0
No		0.0%	0
answered question			0
skipped question			22

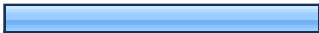

15. Do you think the City should provide designated employee parking lots to allow prime parking spaces for your customers and visitors?

		Response Percent	Response Count
Yes		52.9%	9
No		47.1%	8
answered question			17
skipped question			5

16. Would you like to see more stringent enforcement of the hourly parking limits to increase vehicle turnover and allow more customers to park closer to your business?

		Response Percent	Response Count
Yes		52.9%	9
No		47.1%	8
answered question			17
skipped question			5

17. Would you be willing to pay for your employees to be in an Employee lot?

		Response Percent	Response Count
Yes		47.1%	8
No		52.9%	9

If yes, how much per employee per month would you be willing to pay?

3

answered question	17
skipped question	5

18. Are there any other comments or concerns?

	Response Count
	6
answered question	6
skipped question	16

Page 1, Q2. Please provide your business address (optional).

1		
Address:	202B Park Avenue South	Mar 3, 2013 1:52 PM
2		
Address:	200 N Park Avenue	Feb 28, 2013 3:52 PM
3		
Address:	328 N PARK AV	Feb 28, 2013 1:28 PM
4		
Address:	633 N. Park Ave.	Feb 24, 2013 4:12 AM
Address 2:	651 N. Park Ave.	Feb 24, 2013 4:12 AM
5		
Address:	232 N Park Avenue	Feb 20, 2013 12:51 PM
6		
Address:	232 N Park Avenue	Feb 19, 2013 8:27 PM
7		
Address:	152 S Park Ave	Feb 19, 2013 3:23 PM
8		
Address:	329 Park Avenue North	Feb 13, 2013 9:39 PM
9		
Address:	122 Park Ave s	Feb 7, 2013 1:34 PM
10		
Address:	180 S. Knowles Ave. #8	Feb 7, 2013 1:24 PM
11		
Address:	199 East Welbourne	Feb 7, 2013 11:18 AM
12		
Address:	545 Park Avenue North	Feb 7, 2013 10:05 AM
13		
Address:	401 S. Park Ave	Feb 5, 2013 1:08 PM

Page 2, Q3. What is your overall impression of the parking situation on Park Avenue?

1	Weekday lunch crowd (between 12pm-2pm) tends to be most crowded and very difficult for clients to find parking. Saturdays can also get difficult depending on events being held in Central Park.	Mar 8, 2013 4:06 AM
2	During Christmas, I actually had two local Winter Park customers drive to my store on I-Drive because they drove around and couldn't find parking.	Mar 3, 2013 1:54 PM
3	I come to work at 9 am and the avenue is packed ALL day with employees and business owners parking on the Avenue.	Feb 19, 2013 8:32 PM
4	Need to uniformly enforce the time limits. Inconsistent!	Feb 7, 2013 11:21 AM
5	Parking is adequate, but people always want to park directly in front of each business or restaurant they are headed to.	Feb 7, 2013 10:08 AM

Page 2, Q4. What problems do you currently experience with respect to parking on Park Avenue? (more than one answer, as applicable)

1	I know of and watch many business owners parking on the street. If we could enforce the employees and owners to stay off the street I believe we have adequate parking for customers.	Feb 20, 2013 12:55 PM
2	Every time the avenue is closed parking is bad and reg. customers cant find a place to park and leave the avenue.	Feb 19, 2013 8:32 PM
3	Our business is Be On Park, a jewelry store on Park and Welbourne. During our busiest times (December) when we do 30% of our annual sales, there are many public events which consume a great deal of the parking. We have lost much business after our customers drive in circles unable to find a spot to park near our business. These customers are higher income, often busy men.	Feb 19, 2013 3:24 PM
4	Employees parking where customers should be parking in the most convenient places. Lack of enforcement on weekends in particular. Confusing signage in loading zones and in parking lots that also have valet parking, train parking and/or reserved parking too.	Feb 13, 2013 9:44 PM
5	During the "street scape" several spaces were taken away for no apparent reason.... as witness the corner of Park and Swoope (south west)... there was always no parking at the corners now there is no parking at the corners plus one.	Feb 7, 2013 10:08 AM

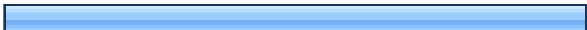


Page 5, Q17. Would you be willing to pay for your employees to be in an Employee lot?

1	\$20-30	Mar 3, 2013 1:56 PM
2	\$10.00 week	Feb 7, 2013 1:29 PM
3	We already do - we rent spaces at the Christ Scientist Church for past 25 years.	Feb 7, 2013 10:09 AM




Page 5, Q18. Are there any other comments or concerns?

1	Satisfied with our charming little town. People head here for just such a small town experience...brick streets, mature tree canopy, shaded areas for walking and browsing...CHARMING AND COZY WITH MUCH LESS STRESS THAN SHOPPING THE MALLS with their toxic environment.	Mar 11, 2013 6:32 AM
2	One thing I am certain about is that drivers WISH they could park right in front of where they are going! MOST COMPLAIN there is NO PARKING!!!!	Mar 11, 2013 6:19 AM
3	My parking needs in the downtown area have always been met...and I do not mind a short walk, as many of those who drive seem to.	Mar 6, 2013 1:23 PM
4	As more restuarants and offices open these problems have become worse. The parking has hurt my business and has made me withdraw my plans for expansion on Park Avenue.	Mar 3, 2013 1:56 PM
5	Time limit on the avenue is too long for the local customer to get in and out. Should have 10 minute quick parking at start of each block. All paid lots should allow first 30 minutes FREE parking.	Feb 13, 2013 9:47 PM
6	Please brick Welbourne Avenue	Feb 7, 2013 11:22 AM







1. Where is your place of employment located?

		Response Percent	Response Count
Park Avenue		87.4%	97
Hannibal Square		5.4%	6
Orange Avenue		7.2%	8
answered question			111
skipped question			0




2. What is your overall impression of the parking situation on Park Avenue?

		Response Percent	Response Count
Adequate Parking - I can normally find a space		37.8%	28
Inconvenient Parking - I can find a space but it takes time or is far away from my work		43.2%	32
Need More Parking - I can't find a space		18.9%	14
Comments			24
answered question			74
skipped question			37



3. What problems do you currently experience with respect to parking on Park Avenue? (more than one answer, as applicable)

		Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.		28.4%	21
Not enough available parking in public parking lots and garages.		41.9%	31
Not enough on-street parking.		35.1%	26
Public parking too far from the businesses.		21.6%	16
Lack of parking during special events (Arts Festival, Parades, etc.)		67.6%	50
I do not experience a parking problem with respect to Park Avenue.		23.0%	17
Other (please specify)			13
answered question			74
skipped question			37




4. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Park Avenue area?

		Response Percent	Response Count
Yes		5.6%	4
No		4.2%	3
Not Applicable		90.3%	65
answered question			72
skipped question			39







5. Are there sufficient and effective signs directing you to the public parking lots and garages?

		Response Percent	Response Count
Yes		55.4%	41
No		44.6%	33
answered question			74
skipped question			37




6. What is your overall impression of the parking situation on Hannibal Square/New England Avenue?

		Response Percent	Response Count
Adequate Parking - I can normally find a space		40.0%	2
Inconvenient Parking - I can find a space but it takes time or is far away from my work		20.0%	1
Need More Parking - I can't find a space		40.0%	2
		Comments	2
		answered question	5
		skipped question	106


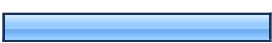
7. What problems do you currently experience with respect to parking on Hannibal Square/New England Avenue? (more than one answer, as applicable)

		Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.		40.0%	2
Not enough available parking in public parking lots and garages.		20.0%	1
Not enough on-street parking.		20.0%	1
Public parking too far from the businesses.		40.0%	2
Lack of parking during special events (Arts Festival, Parades, etc.)		20.0%	1
I do not experience a parking problem with respect to Hannibal Square.		20.0%	1
Other (please specify)			1
answered question			5
skipped question			106

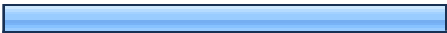
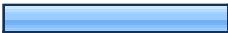
8. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Hannibal Square/New England Avenue area?

		Response Percent	Response Count
Yes		0.0%	0
No		0.0%	0
Not Applicable		100.0%	5
answered question			5
skipped question			106




9. Are there sufficient and effective signs directing you to the public parking lots and garages?

		Response Percent	Response Count
Yes		60.0%	3
No		40.0%	2
answered question			5
skipped question			106




10. What is your overall impression of the parking situation on Orange Avenue?

		Response Percent	Response Count
Adequate Parking - I can normally find a space		0.0%	0
Inconvenient Parking - I can find a space but it takes time or is far away from my work		66.7%	2
Need More Parking - I can't find a space		33.3%	1
	Comments		1
answered question			3
skipped question			108


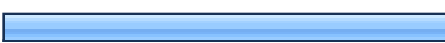
**11. What problems do you currently experience with respect to parking on Orange Avenue?
(more than one answer, as applicable)**

		Response Percent	Response Count
Difficult to find public parking lots and garages/poor signage to parking areas.		33.3%	1
Not enough available parking in public parking lots and garages.		0.0%	0
Not enough on-street parking.		33.3%	1
Public parking too far from the businesses.		0.0%	0
Lack of parking during special events (Arts Festival, Parades, etc.)		33.3%	1
I do not experience a parking problem with respect to Orange Avenue.		0.0%	0
Other (please specify)			1
answered question			3
skipped question			108

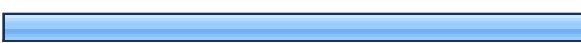

12. If you use handicap spaces, have you had difficulty in finding parking and/or accessing onto the sidewalks in the Orange Avenue area?

		Response Percent	Response Count
Yes		0.0%	0
No		0.0%	0
Not Applicable		100.0%	3
answered question			3
skipped question			108



13. Are there sufficient and effective signs directing you to the public parking lots and garages?

		Response Percent	Response Count
Yes		33.3%	1
No		66.7%	2
answered question			3
skipped question			108

14. If the City provided a designated employee parking lot reserved exclusively for your use, would you use it?

		Response Percent	Response Count
Yes		87.2%	68
No		12.8%	10
answered question			78
skipped question			33

15. Would you like to see more stringent enforcement of the hourly parking limits to increase vehicle turnover and allow more customers to park closer to your place of employment?

		Response Percent	Response Count
Yes		41.0%	32
No		59.0%	46
		answered question	78
		skipped question	33

16. Are there any other comments or concerns?

		Response Count
		28
answered question		28
skipped question		83

Page 2, Q2. What is your overall impression of the parking situation on Park Avenue?

1	please find a way to improve the parking.	Mar 22, 2013 12:29 PM
2	Keep parking garages away from downtown (NY Ave and Park Ave)	Mar 6, 2013 4:53 PM
3	I get a space in the Rollins garage but parking in general is terrible!	Mar 5, 2013 7:12 PM
4	The employees are taking key parking spaces which is unacceptable	Mar 2, 2013 10:28 AM
5	Our staff uses the Municipal lot near the Amtrak station. If any of us needs to arrive at a later than normal time then there are no spots left for parking when we arrive. When this happens, we are forced to use the street parking near Park Avenue which is not easy to find.	Feb 27, 2013 10:55 AM
6	Adequate if I am arriving early in the morning, but inconvenient during the day.	Feb 27, 2013 7:01 AM
7	depending on day of week and time, i may not find parking at all, especially if there is an event	Feb 26, 2013 3:15 PM
8	Eliminating the parking lot at Morse and New York and making it all grass was NOT a good idea...we needed that parking and still do!	Feb 26, 2013 1:46 PM
9	Parking is available on South Knowles if Park Avenue is full.	Feb 25, 2013 9:27 AM
10	I have a parking pass for the SunTrust garage, so my situation is very convenient.	Feb 22, 2013 1:04 PM
11	I don't park on Park Ave. I park in the employee parking lot.	Feb 20, 2013 2:40 PM
12	Needs to be more signs around the avenue showing public parking lots	Feb 20, 2013 8:14 AM
13	I am not exactly on Park Ave. I am on Morse & Knowles, and only have 3 hr parking available, which is very inconvenient as an employee working full time. I cannot afford to move my car because once the day picks up, it takes me 15 minutes to find a spot.	Feb 19, 2013 3:13 PM
14	Parking provided behind City Hall.	Feb 19, 2013 2:27 PM
15	they did take some employee parking away & i think somedays it's harder to get a space	Feb 19, 2013 2:15 PM
16	Initially it was inconvenient - I could usually find a place to park, but it involved a lengthy walk to work. Now it's much more difficult to find a place to park at all. Street and garage parking at the south end of Park is almost always full during weekday business hours.	Feb 19, 2013 2:13 PM
17	There's plenty of parking in the Rollins/SunTrust garage, but that's a bit of a walk from some places on Park Avenue.	Feb 19, 2013 2:07 PM
18	needs more enforcement of time that people park on street!	Feb 12, 2013 9:02 AM
19	There is JUST enough parking right now. If I have to walk anywhere its not a big deal, as Park Ave is beautiful, so who cares?	Feb 7, 2013 10:09 PM
20	I walk to work. I live in the Winter Park Village Apartments on Village Lane and	Feb 7, 2013 1:21 PM

Page 2, Q2. What is your overall impression of the parking situation on Park Avenue?

walk to Rollins (my place of employment) every day.

21	Paying customers & employees need parking	Feb 7, 2013 12:55 PM
22	Too many valet spaces taken ON THE AVENUE	Feb 7, 2013 12:19 PM
23	i am also a resident I walk to work most days	Feb 7, 2013 10:58 AM
24	Fridays are tough parking days	Feb 7, 2013 9:10 AM

Page 2, Q3. What problems do you currently experience with respect to parking on Park Avenue? (more than one answer, as applicable)

1	Signs needs to be visible	Mar 22, 2013 12:29 PM
2	Why are we Valet Parking right on Park Ave and New England?? Valet elsewhere.	Mar 6, 2013 4:53 PM
3	There is only so much on-street parking available and if parking garages were strategically located, and affordable, then there would be adequate parking on the streets for patrons.	Feb 27, 2013 10:55 AM
4	Eliminating the parking lot at New York and Morse and making it all grass was a terrible idea. WE needed that parking and still do!	Feb 26, 2013 1:46 PM
5	I live within walking distance when special events and festivals cause a traffic crush.	Feb 25, 2013 9:27 AM
6	I work in a commercial building on the corner of Morse and Knowles and there is absolutely no parking for our employees in our lot; however, every other business in the building has at LEAST 2 spots. If I have to leave during my lunch break it is very difficult to find parking even in the lots nearby. With the new train station, I expect that the parking situation will be worse.	Feb 20, 2013 7:38 AM
7	It would be very helpful if employees could have a special decal which would allow them to park more than 3 hours without being ticketed.	Feb 19, 2013 3:13 PM
8	I am worrying, in advance, about the impact of the Sunrail.	Feb 10, 2013 10:48 AM
9	If there is an issue, its that I don't feel safe parallel parking on Park Ave. My car has been hit 3x in the past year by people improperly pulling into their space. Lack of parking for special events is something that I've come to expect. I'm excited to hear about the free bike valet coming though.	Feb 7, 2013 10:09 PM
10	Paying customers & employees need parking	Feb 7, 2013 12:55 PM
11	See above	Feb 7, 2013 12:19 PM
12	The lack of parking when we have an event bleeds over to my residence which is at Morse Blvd & Knowles Ave.	Feb 7, 2013 10:58 AM
13	none	Feb 5, 2013 1:07 PM

Page 3, Q6. What is your overall impression of the parking situation on Hannibal Square/New England Avenue?

1	Am forced to park right on New England which is a 3 hr maximum. Have received several tickets because I'm working and not paying attention to what time I need to rush out and move my car.	Feb 20, 2013 7:07 PM
2	Note my building at 270 W New England has a parking lot, but there is commonly parking available on the street.	Feb 19, 2013 1:27 PM

Page 3, Q7. What problems do you currently experience with respect to parking on Hannibal Square/New England Avenue? (more than one answer, as applicable)

1	Too many stories about the parking garage with woman being attacked at night. Too dangerous.	Feb 20, 2013 7:07 PM
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Page 4, Q10. What is your overall impression of the parking situation on Orange Avenue?

1	I work in orlando on orange ave and my property is just off of Orange ave in Winter park and would like Orange ave Winterpark to be more bike friendly to Orlando Orange Ave so i can bike to work.	Feb 7, 2013 12:12 PM
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Page 4, Q11. What problems do you currently experience with respect to parking on Orange Avenue? (more than one answer, as applicable)

1	dangerous because oraneg ave is to wide and fast. make it two lanes and make a bike lane each way and widen the pedestrian walkway on oraneg ave upto 17-92 starting at fairbanks.	Feb 7, 2013 12:12 PM
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Page 5, Q16. Are there any other comments or concerns?

1	The time limits are ridiculous.	Mar 22, 2013 12:30 PM
2	Why cannot Winderweedle etc., firm give parking spaces to the public after hours? If they have a special event they can give a notice and use cones and yellow tape to mark off special events. Many of these spaces are empty!!! Even empty throughout the day.	Mar 6, 2013 4:56 PM
3	My observation is that drivers complain about parking availability when they cannot find a place to park within a few steps of where they wish to go. Over the course of many years, I have never had any trouble locating a place to park when I am in the downtown area	Mar 6, 2013 1:19 PM
4	I hope you don't mean stringent enforcement by even thinking of metered parking then my answer would be No on 7. We all know metered parking kills Park Avenue, it's been tried twice, thwarted by the people the last time it was introduced and would be again.	Mar 6, 2013 5:50 AM
5	As to #6 I would use it if it were convenient to my place of business. Perhaps there should be several employee parking lots but especially at the North end.	Mar 3, 2013 9:02 AM
6	Enforced employee parking is a must! City of WP needs to issue a parking decal that could be posted on the car to allow for special employee parking...	Mar 2, 2013 10:30 AM
7	Valet parking. Too extensive	Mar 2, 2013 6:47 AM
8	Need to enforce employees parking off Park Avenue.	Feb 28, 2013 1:02 PM
9	I'm concerned that if parking enforcement is stepped up, then the patrons that come for dining and shopping might only stay for a short amount of time instead of staying longer to cruising Park Avenue. When groups gather for lunch, we would like them to shop as well. But if they have to move their cars, then they will most likely keep driving.	Feb 27, 2013 11:20 AM
10	It seems that there is a double standard for parking on the street and in the alley Center Street. Some special people are allowed to park there cars long term and are overlooked, while others are ticketed for parking in the same spot.	Feb 27, 2013 7:03 AM
11	an employee parking lot would do a lot to rectify parking for both park ave employees and their customers	Feb 26, 2013 3:16 PM
12	A BIG problem is employees parking on the street! Employers need to instruct their employees not to park on the street...those spaces are a valuable asset we need for customers. Employees just go look to see if their tire is marked and then roll their car to cover it.	Feb 26, 2013 1:51 PM
13	Downtown employees need to leave prime parking spaces available for customers. Downtown employees need to direct employees to appropriate places to park tp reserve customer parking.	Feb 25, 2013 9:29 AM
14	Remove the 3hr max in the parking lot across from Dexter's. Employees could park there and there would be still enough room to allow customers - especially with the add'l space on the streets now that we have a better parking situation. No covered parking - too many places for creaps to hide!	Feb 20, 2013 7:08 PM

Page 5, Q16. Are there any other comments or concerns?

15	Many business owners are parking on the street. Our clients are the most effected and continually complain about lack of parking. All owners and employees should not park on Park Avenue.	Feb 20, 2013 12:51 PM
16	Yes to #6, assuming it was close enough to my work.	Feb 19, 2013 3:14 PM
17	#6 if it is located where it is now.	Feb 19, 2013 2:44 PM
18	since they made the whole row of parking for customers, they seem to always be empty. I think also the parking spots should again say reserved on them so it's easier to see not to park in the employees spots	Feb 19, 2013 2:17 PM
19	I dont think the public parking at City Hall is marked adequately. Public is confused by one sign per row, they dont relate the sign all the way at the end to the space they park in. I think pavement markings "PUBLIC" would be more effective.	Feb 19, 2013 1:50 PM
20	I think employes should have parking perments on their cars and only park in parking lot so shoppers can easily park on street!!!!	Feb 12, 2013 9:02 AM
21	Most city residents and shop owners on Park Avenue are very concerned about the parking for Sunrail. Will they take the spots needed for us?	Feb 10, 2013 10:49 AM
22	Any parking problems are easily solved by forcing employees to park off of Park Avenue.	Feb 8, 2013 8:30 AM
23	Incentives for smaller cars on Park Avenue. You could fit way more cars downtown if you pushed for smaller vehicles. Reward smaller cars and discourage larger ones and you'll have more parking spaces.	Feb 7, 2013 10:11 PM
24	more stringent enforcement of the City Employee parking lot - paint RESERVED for City Employees in each parking spot so that the public will not use	Feb 7, 2013 2:23 PM
25	I walk to work. However, people driving in their cars stop their vehicles and ask me to direct them to parking. So, drivers seem to be confused. As far as being a walker, I wish Winter Park had its own town cab company or bus service. (I was used to that in the North and didn't understand what a benefit those services were to a lower middle-class earner such as me.)	Feb 7, 2013 1:26 PM
26	The Railroad crossings NEED TO BE REPAIRED so they do not tear EVERYONES car up !	Feb 7, 2013 1:00 PM
27	There is plenty of parking in Hannibal Sq. but nobody knows about it. The parking garage is hardly used because some people are afraid of being mugged etc, or they just don't know about it. Camera's should be installed with signage alerting everybody that the garage is under surveillance.	Feb 7, 2013 9:44 AM
28	I would be careful about becoming too stringent on enforcement. The valets help. I would like to see more parking striping on bricks or streeta to maximize the spaces. Maybe not on Park Ave for aesthetics, but on side streets.	Feb 7, 2013 9:13 AM