

**NEW BUSINESS 5**

# MIAMI BEACH

**COMMITTEE MEMORANDUM**

TO: Finance and Economic Resiliency Committee Members  
FROM: Eric Carpenter, City Manager  
DATE: February 21, 2025  
TITLE: DISCUSS A POTENTIAL PARKING PILOT PROGRAM FOR SOUTH OF FIFTH RESTAURANT EMPLOYEES.

**RECOMMENDATION**

The City Administration ("Administration") recommends that the Finance and Economic Resiliency Committee ("FERC" or "Committee") discuss and consider the options provided herein as alternatives for providing parking for South of Fifth restaurant employees as a pilot program.

**BACKGROUND/HISTORY**

On October 30, 2024, at the request of Commissioner Joseph Magazine, the Mayor and City Commission ("City Commission") referred Item C4 Y to the FERC, to discuss the possibility of the City establishing a pilot program to meet the needs of South of Fifth restaurant employees.

Under the leadership of Commissioner Joseph Magazine, Parking Department staff convened two (2) meetings in late 2024 with representatives of various restaurants in the South of Fifth area to understand their employees' parking needs and challenges and explore potential solutions to mitigate their concerns. During these meetings, the restaurant managers articulated the various challenges associated with employee parking in the area, in particular, the cost to employees to park in on-street metered spaces (\$4/hour) coupled with competing residential parking during the evenings and weekends. This issue has had a detrimental impact on employee recruitment and retention, resulting in high employee turnover rates, as well as impacts to the overall economic and operational stability of the restaurant sector in the area.

At the January 24, 2025 FERC meeting, this item was not reached.

**ANALYSIS**

The Administration recognizes the significant challenges faced by the employees of restaurants in the South of Fifth neighborhood, which are partly due to limited parking availability, cost of metered parking, competing uses, and the lack of a citywide parking discount program for workforce employees.

To help address these concerns, the Parking Department is actively engaged with restaurant managers in the area to identify ways to address their employees' parking needs and alleviate these challenges. The Parking Department has identified two (2) potential parking options for South of Fifth restaurant employees to serve as a potential pilot program. These options aim to create a more supportive environment for the restaurant industry, ultimately strengthening workforce stability and contributing to the economic resilience of the neighborhood.

**Option 1: South Pointe Elementary School Parking Lot**

This initiative stems from a related Commission item sponsored by Commissioner David Suarez. On July 24, 2024, the City Commission adopted Resolution No. 2024-33213, authorizing the Administration to negotiate and execute a Facility Use Lease Agreement ("Agreement") with the School Board of Miami-Dade County ("the Board") for the use of the parking lot at South Pointe Elementary School, located at 1050 4<sup>th</sup> Street. **The Agreement allows employees of businesses in the South of Fifth area to utilize the parking lot during after-school hours, holidays, and weekends, specifically during the following days/times: Monday through Thursday from 6:00 p.m. to 3:00 a.m., and from Friday 6:00 p.m. to Monday 3:00 a.m. Any vehicle parked in the lot before or after the allowable timeframes will be towed.**

Currently, the City and the Board have reached a consensus on the terms and conditions of the joint use of the school parking lot and the Agreement is in the final stages of execution. The lease amount to be paid by the City to the Board for the use of the school parking lot will not exceed \$15,000 annually, and funding for the lease payments has been allocated in the Parking Department's budget. The City would charge South of Fifth employees a permit fee to cover the costs of operating the parking lot during the allowable hours. Following a thorough cost analysis, the Parking Department has determined that parking permits should be priced at \$90 per month, plus applicable taxes.

The Administration believes this option would provide a viable parking alternative for South of Fifth restaurant employees, particularly those who work during the evening and night shifts, given the reasonable cost of the monthly permit and the proximity between the parking lot and area restaurants (i.e. walking distance).

#### **Option 2: Fifth and Alton Parking Garage**

This option stems from recent productive discussions with EDENS - the City's private partner and operator of the Fifth and Alton parking garage. Currently, the cost to purchase monthly parking permits at this garage is \$138 plus tax. However, following several discussions between Parking Department staff and EDENS, as well as a review of available spaces in the garage, EDENS has agreed to allocate 100 parking spaces specifically for South of Fifth employees at a reduced monthly rate of \$100 plus tax.

While the parking garage is located just north of 5 Street (i.e. longer distance from the South of Fifth neighborhood than Option 1), a key advantage of this option is flexibility. Unlike Option 1 with time restrictions on the use of the school parking lot, the spaces in the Fifth and Alton parking garage would be available for use by restaurant employees at any time, making it highly convenient for employees who may need to park during varying hours throughout the day. This arrangement ensures that South of Fifth employees have reliable access to parking without time limitations, which is particularly beneficial given the demands and varying nature of the restaurant employees' work schedules.

The Administration believes this parking option would provide an opportunity for South of Fifth restaurant employees to secure a parking space at an affordable rate while also offering greater flexibility and ease of use with unrestricted access to the garage. It is also worth noting that the South Beach Trolley Loops A and B serve the parking garage and provide direct connectivity to/from the South of Fifth neighborhood. In addition, several Citibike stations are located in close proximity to the parking garage and area restaurants.

The Parking Department will continue to engage the South of Fifth restaurant community to discuss and obtain feedback on the feasibility of the above potential options for employee parking as a pilot program.

## **FISCAL IMPACT STATEMENT**

N/A

## **Does this Ordinance require a Business Impact Estimate?**

(FOR ORDINANCES ONLY)

The Business Impact Estimate (BIE) was published on .

See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notice/>

## **FINANCIAL INFORMATION**

N/A

## **CONCLUSION**

In collaboration with representatives from various restaurants in the South of Fifth neighborhood, the Parking Department is actively exploring options to address the parking challenges faced by employees of restaurants in the area due to limited parking availability, the cost of metered parking, and the lack of a citywide parking discount program for workforce employees - factors which contribute to high rates of employee turnover and adversely affect the economic and operational stability of restaurants in the area.

To help address the parking needs of restaurant employees in the area, the Parking Department is proposing two (2) options intended to improve parking accessibility as a potential pilot program. Both options aim to support workforce stability and the economic resilience of the South of Fifth restaurant sector.

The Parking Department will continue to engage the South of Fifth restaurant community to discuss and obtain feedback on the feasibility of the potential options as a pilot program to improve employees' accessibility to convenient parking in the area.

This item is being presented to the FERC for discussion and input.

## **Applicable Area**

South Beach

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-17?**

Yes

**Is this item related to a G.O. Bond Project?**

No

**Was this Agenda Item initially requested by a lobbyist which, as defined in Code Sec. 2-481, includes a principal engaged in lobbying?** No

If so, specify the name of lobbyist(s) and principal(s):

## **Department**

Parking

**Sponsor(s)**

Commissioner Joseph Magazine

**Co-sponsor(s)**

**Condensed Title**

DISCUSS A POTENTIAL PARKING PILOT PROGRAM FOR SOUTH OF FIFTH  
RESTAURANT EMPLOYEES (Magazine) PK



**COMMISSION MEMORANDUM**

TO: Honorable Mayor and Members of the City Commission  
FROM: Commissioner Joseph Magazine  
DATE: October 30, 2024  
TITLE: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS A POTENTIAL PARKING PILOT PROGRAM FOR SOUTH OF FIFTH RESTAURANT EMPLOYEES.

**RECOMMENDATION**

The Administration has prepared this referral at the request of Commissioner Joseph Magazine and recommends that the Mayor and City Commission ("City Commission") refer this item to the Finance and Economic Resiliency Committee ("FERC") for discussion and input.

**BACKGROUND/HISTORY**

In acknowledgement of the challenges faced by restaurants in the South of Fifth neighborhood in relation to high employee turnover rates attributed, in part, to a lack of accessible parking facilities in the area and recognizing that this issue adversely affects the operational stability and employee retention of these restaurants, Commissioner Joseph Magazine is sponsoring a referral to FERC for a discussion on potential options to improve parking availability and accessibility for employees of restaurants in the South of Fifth neighborhood.

**ANALYSIS**

Parking Department staff has engaged and will continue to engage in constructive dialogue with South of Fifth restaurant owners to find ways of ameliorating their employees' parking needs and challenges. To inform the discussion at the FERC meeting, the Parking Department will be prepared to present a range of potential parking options and costs, including a potential employee parking pilot program, specifically designed to accommodate area restaurant employees and intended to address their current parking challenges. The parking options are intended to foster a more supportive environment for the hospitality sector, ultimately enhancing workforce stability and promoting economic resilience in the area.

**FISCAL IMPACT STATEMENT**

TBD

**Does this Ordinance require a Business Impact Estimate?**  
(FOR ORDINANCES ONLY)

If applicable, the Business Impact Estimate (BIE) was published on:  
See BIE at: <https://www.miamibeachfl.gov/city-hall/city-clerk/meeting-notices/>

## **FINANCIAL INFORMATION**

## **CONCLUSION**

### **Applicable Area**

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pursuant to City Code Section 2-17?**

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### **Department**

Office of Commissioner Joseph Magazine

### **Sponsor(s)**

Commissioner Joseph Magazine

### **Co-sponsor(s)**

### **Condensed Title**

Ref: FERC - Potential Parking Pilot Program for S. of Fifth Restaurant Employees. (Magazine)