

5. EXPLORE THE POSSIBILITY OF A UNIFIED VALET SYSTEM FROM 5TH TO 15TH STREET ON OCEAN DRIVE, COLLINS AVENUE AND WASHINGTON AVENUE.
Applicable Area:

MIAMI BEACH

COMMITTEE MEMORANDUM

TO: Public Safety and Neighborhood Quality of Life Committee Members

FROM: Eric Carpenter, City Manager

DATE: June 11, 2025

TITLE: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO EXPLORE THE POSSIBILITY OF A UNIFIED VALET SYSTEM FROM 5TH TO 15TH STREET ON OCEAN DRIVE, COLLINS AVENUE AND WASHINGTON AVENUE.

RECOMMENDATION

The City Administration ("Administration") recommends continued exploration of a unified valet system and supports efforts to evaluate its feasibility and long-term benefits. The Administration encourages expanding the use of unified valet operations along Ocean Drive, Collins Avenue, and Washington Avenue, between 5th and 15th Street, to improve efficiency, reduce congestion, and enhance the customer experience.

To move this initiative forward, the Parking Department requests a 90-day period to engage with local Business Improvement Districts (BIDs), developers, and corridor stakeholders to assess interest, identify suitable implementation areas, and develop a framework for operational logistics, pricing structures, and service standards that would support a coordinated and streamlined valet system.

BACKGROUND/HISTORY

At the April 23, 2025 City Commission meeting, at the request of Commissioner Laura Dominguez and Commissioner Tanya K. Bhatt, the City Commission referred an agenda item (C4 P) to the PSNQLC to explore the possibility of a unified valet system from 5th to 15th street on Ocean Drive, Collins Avenue and Washington Avenue.

The area spanning 5th to 15th Street on Ocean Drive, Collins Avenue, and Washington Avenue is one of the City's most active pedestrian and vehicular corridors, experiencing high volumes of visitors and traffic congestion. Currently, valet operations within this zone are operated independently, which may contribute to traffic delays, inefficient curbside use, and inconsistent customer service.

ANALYSIS

Within the 5th to 15th Street corridor, nine different valet operators currently serve 32 businesses. Each operator is required to secure off-street, privately-owned vehicle storage locations, as the use of public property for this purpose is not permitted. This decentralized model leads to operational inefficiencies, including competition for limited curb space, redundant staffing, inconsistent signage, and a disjointed customer experience.

The Parking Department has reviewed the model used in the Miami Design District, where valet operations are unified and supported through targeted contributions from the Miami Design District Associates (MDDA) via a Parking Improvement Trust. This approach enables valet

operators to offer reduced rates without relying on public funding. Additionally, the Miami Parking Authority (MPA) applies a static ramp fee that supports affordability and consistency.

The City will evaluate the potential to work with local Business Improvement Districts (BIDs) and developers to establish a similar structure along the Ocean Drive, Collins Avenue, and Washington Avenue corridors. A coordinated approach, led by BIDs or private stakeholders, could enhance the customer experience, reduce congestion, and improve curbside efficiency—without the City operating or contracting valet services directly.

As part of this evaluation, the City will also explore the feasibility of implementing a flexible ramp fee structure to reflect demand variations across different zones. Lower ramp fees in areas with less traffic may incentivize service expansion and support local business activity, helping to create a more balanced and accessible valet system citywide.

Stakeholder engagement will be a critical component. Some existing valet providers may raise concerns about changes to current operations or potential service consolidation. The City will work to ensure that all perspectives are considered and that any recommended approach strengthens the corridor's mobility, business support, and visitor experience.

FISCAL IMPACT STATEMENT

TBD

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

The City Administration ("Administration") recommends continued exploration of a unified valet system and supports efforts to evaluate its feasibility and long-term benefits. The Administration encourages expanding the use of unified valet operations along Ocean Drive, Collins Avenue, and Washington Avenue, between 5th and 15th Street, to improve efficiency, reduce congestion, and enhance the customer experience.

To move this initiative forward, the Parking Department requests a 90-day period to engage with local Business Improvement Districts (BIDs), developers, and corridor stakeholders to assess interest, identify suitable implementation areas, and develop a framework for operational logistics, pricing structures, and service standards that would support a coordinated and streamlined valet system.

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 Laura Dominguez

Co-sponsor(s)

Commissioner Tanya K. Bhatt

Condensed Title

Unified Valet System 5th to 15th Street Ocean Dr/Collins Ave/Washington Ave.
(Dominguez/Bhatt) PK



COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission
FROM: Commissioner Laura Dominguez
DATE: April 23, 2025
TITLE: REFERRAL TO THE PUBLIC SAFETY AND NEIGHBORHOOD QUALITY OF LIFE COMMITTEE TO EXPLORE THE POSSIBILITY OF A UNIFIED VALET SYSTEM FROM 5TH TO 15TH STREET ON OCEAN DRIVE, COLLINS AVENUE AND WASHINGTON AVENUE.

RECOMMENDATION

BACKGROUND/HISTORY

ANALYSIS

Please place on the April 23, 2025 agenda a referral to the Public Safety and Neighborhood Quality of Life Committee (the "Committee") to discuss the possibility of a unified valet system from 5th to 15th Street on Ocean Drive, Collins Avenue and Washington Avenue and to evaluate the potential for improving traffic flow, enhancing customer service, and increasing pedestrian and vehicular safety through a more coordinated valet operation in a high-traffic, high-visitor zone.

FISCAL IMPACT STATEMENT

N/A

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

South Beach

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

No

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

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includes a principal engaged in lobbying?** No

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

Department

Office of Commissioner Laura Dominguez

Sponsor(s)

Commissioner Laura Dominguez

Co-sponsor(s)

Commissioner Tanya K. Bhatt

Condensed Title

Ref: PSNQLC - Unified Valet System from 5th to 15th St on Ocean Dr/Collins/Washington.
(Dominguez/Bhatt)

Previous Action (For City Clerk Use Only)