



MIAMIBEACH

MEMORANDUM

TO: Land Use and Development Committee

FROM: Jorge M. Gonzalez, City Manager 

DATE: March 28, 2012

SUBJECT: **DISCUSSION ON THE PARKING REQUIREMENT AND HOW WE CAN INCENTIVIZE FOR HOTEL DEVELOPMENT**

BACKGROUND

A discussion of parking requirements and how the City can incentivize for good hotel development was referred to the Land Use and Development Committee by the City Commission on February 9, 2011, at the request of Commissioner Wolfson. On September 19, 2011, the Committee discussed the issue and requested that staff continue to research urban hotel parking requirements and work with the hotel industry to develop industry standards.

ANALYSIS

Attached are the current parking requirements for hotels, and for convention hotels. Generally they contain a requirement for parking spaces based upon the number of rooms within the hotel. There are also additional parking requirements for accessory uses within hotels, such as retail, restaurants, auditoriums, ballrooms, convention halls, gyms, and meeting rooms, although they are less than those requirements for stand-alone uses, since the assumption is that many of those patrons using the accessory uses will be hotel guests.

The mix of such uses found in various hotel developments means that there could be a wide differential of the amount of parking actually needed, based upon the different combination of uses. Many restaurants and clubs located within hotels actually draw a large percentage of patrons from outside of the hotel, and would rationally need more parking than those that were primarily used by hotel guests.

According to the Greater Miami Convention and Visitor's Bureau, 98 percent of overnight visitors to Miami Beach arrive by airplane. The visitors' decision about whether to rent a car will be influenced by many factors including walking distance to restaurants, shopping, entertainment, and/or convention/meeting space; therefore, location of the hotel is another important variable in determining hotel parking demand. Other factors that influence the rental car choice are purpose of trip, length of stay, cost of parking and visitor profile. These factors are more difficult to analyze than location, but there are certain hotels that cater to a particular market segment that could arguably predict parking demand based upon its typical guest profile.

The Planning Department contacted the Greater Miami Convention & Visitors Bureau (GMCVB) and the Greater Miami & Beaches Hotel Association (GMBHA) to request their assistance with surveying existing hotels to determine the percentage of hotel guests that drive automobiles. The GMCVB and GMBHA obtained responses to this question from 14 hotels. The responses ranged from 10% to 30% guests with cars in South Beach hotels and 30% to 50% guests with cars in mid-beach hotels (see attachment 2).

Following the deferral from the February 12, 2012 LUDC meeting, the Planning Department

again contacted the Hotel Association (GMBHA) to request assistance with gathering data on parking for hotel employees. A revised survey form was sent to the member hotels in early March. Results from this survey were not available in time for this memo, but will be presented at the March 28 LUDC meeting.

A review of parking requirements for hotels in other Florida cities and in other tourist destination cities throughout the country show that most of them have a lower parking requirement for the dense, walkable, urban districts than our current requirement of one parking space per hotel room (1:1). While the ITE Institute of Transportation Engineering parking manual reflects a similar level of required parking as our existing code, this may reflect a more suburban, auto oriented type of hotel and may be less appropriate for Miami Beach. This theory is consistent with the other cities surveyed, which generally have a 1:1 parking requirement for suburban areas and a lower parking requirement for urban districts. The following table lists the minimum parking requirements for hotel guest rooms in the walkable urban districts of each city surveyed.

Urban center	Minimum parking spaces per guest room	Other requirements
Orlando	1:2	1:1 maximum
Miami	1:2	plus visitor parking 1:15
Ft. Lauderdale	None required	
Tampa	1:3	
St. Petersburg	1:4	
Ft. Myers	1:2	
Delray Beach	0.7:1	
Charleston, SC	1:1.5	
Philadelphia, PA	None required	
New Orleans, LA	1:3	
Savannah, GA	None required	

Based upon the research conducted so far, the Planning Department could be comfortable with reducing the hotel parking requirement to 1 space per 2 rooms as an incentive for good hotel development. Changes proposed for the fee-in-lieu of parking program may also be helpful, if new developments could pay those fees over an extended period of time.

Other research that could be considered to further refine a hotel parking requirement would be to seek a larger sampling of parking data from existing hotels and/or valet companies in various districts of Miami Beach; to study hotel employee parking needs; and/or to determine specific criteria to enable individual hotels to apply for a reduction in the parking requirement on a case-by-case basis.

Staff does not recommend changing the current parking requirements for ancillary facilities within hotels such as retail, restaurants, bars, nightclubs, meeting rooms and ballrooms. Parking requirements for such uses have already been discounted for a certain percentage of users being guests in the same hotel.

RECOMMENDATION

Advise staff as to the desired policy direction.

RL

JMG/JGG/RGL/JAM

M:\\$CMB\CCUPDATES\Land Use and Development Committee\2012\March\hotel parking memo.docx

Attachment 1
MIAMI BEACH EXISTING PARKING REQUIREMENTS

Hotel, suites hotel, motel or motor lodge: 1 space per unit; however, suites hotel units as defined in section 142-1104 that are greater than 550 square feet and that contain full cooking facilities on lots that are greater than 50 feet in width, shall have the same parking requirement as apartment buildings. Required parking for hotel accessory uses shall be as follows:

- a. Retail--Required parking shall be computed at 1 space per 400 square feet, minus 7.5 square feet per unit.
- b. Auditorium, ballroom, convention hall, gymnasium, meeting rooms or other similar places of assembly--Required parking shall be 1 space per 4 seats or 1 space per 60 square feet of floor area where there is no seating, minus 1 seat or 15 square feet per unit.
- c. Restaurant or other establishment for consumption of food or beverages on the premises--Required parking shall be 1 space per 4 seats minus 1 seat for every 2 units.
- d. Required parking for all other uses shall be as set forth in this section.

These parking requirements for hotel accessory uses are only applicable to structures that are being newly constructed or substantially rehabilitated as hotels.

The zoning board of adjustment may grant a variance for the total amount of parking required for a hotel and related accessory uses by up to 20 percent.

Convention Hotel: *(defined as: a newly constructed or substantially rehabilitated hotel located within 2,500 feet of the City Convention Center)*

For structures of less than 250 units, 1 space per unit; for structures with 250--499 units, 0.75 space per unit; for structures with 500 units or more, 0.50 space per unit. Required parking for convention hotel accessory uses shall be as follows:

- a. Retail: Required parking shall be computed at 1 space per 500 square feet, minus 7.5 square feet per unit.
- b. Auditorium, ballroom, convention hall, gymnasium, meeting rooms or other similar places of assembly: Required parking shall be 1 space per 7 seats or 1 space per 105 square feet of floor area where there is no seating, minus 1 seat or 15 square feet per unit.
- c. Restaurant or other establishment for consumption of food or beverages on the premises: Required parking shall be 1 space per 7 seats or 1 space per 105 square feet of floor area where there is no seating, minus 1 seat or 15 square feet per 2 units.
- d. Required parking for all other uses shall be as set forth in this section.

The zoning board of adjustment may grant a variance for the total amount of parking required for a hotel and related accessory uses by up to ten percent.

Attachment 2
Miami Beach Hotel Guests with Cars - Survey by GMCVB and GMBHA

Hotel	Annual Percentage of Guests who Check In with a Car	Address	Hotel Parking Availability
Cambean Hospitality (Carlton, Clifton, Majestic, Lords hotels)	10%	Collins Av/Ocean Dr./ 6 – 14 St.	None Valet
Richmond Hotel	15%	1757 Collins Ave.	Valet Parking (\$35/day) with unlimited access in our own lot
Dream South Beach	20%	1111 Collins Ave.	None Valet \$34/day
Mondrian South Beach	20%	1100 West Av.	103 spaces
South Beach Marriott	25%	161 Ocean Dr.	Valet \$34/day
Shelborne	30%	1801 Collins Ave.	
Miami Beach Resort and Spa	30%	4833 Collins Ave.	
Eden Roc	35%	4525 Collins Av.	Valet
W South Beach	25%-40%	2201 Collins Av.	175 guest + 75 employee
The Palms Hotel and Spa	45%	3025 Collins Av.	120 spaces Valet
Grand Beach Hotel	50%	4835 Collins Ave.	Valet parking on-site (\$29/day); in and out privileges