

# TOWN OF PALM BEACH

Information for Town Council Meeting on: December 12, 2018

---

To: Mayor and Town Council

From: Josh Martin, Director of Planning, Zoning & Building

Re: Worth Avenue Valet Parking Pilot Program

Date: December 5, 2018

---

## **STAFF RECOMMENDATION**

Staff recommends that the Town Council approve the implementation of the proposed Worth Avenue Valet Parking Pilot Program for the duration of the 2018-2019 season. Staff recommends that the valet operator return on a monthly basis to report performance data and other information discovered during implementation of the program to the Town Council at the regularly scheduled meetings. At the completion of the pilot program, staff recommends considering the merits of implementing this program on a seasonal basis and reviewing the performance data and other information collected throughout the pilot program in the context of parking management strategies for Worth Avenue in general.

## **GENERAL INFORMATION**

The Valet Parking Program seeks to address the traffic congestion on Worth Avenue and the lack of available parking spaces. The proposed plan is to set up one or two valet stations along the south side of the 200 block of Worth Avenue from approximately 10 A.M. to 6 P.M., Monday through Saturday, beginning Monday November 19, 2018, through and including Saturday, April 27, 2019. The cars will be parked in the Apollo parking lot and the valet station(s) is an extension of the Apollo lot operation. The proposed location of the valet station(s) and the circulation plan for the cars is provided as Exhibit A. The valet stations would utilize an existing commercial loading and unloading zone in order to ensure safe exit/entry. The valet operator will use 2-way radios to expedite service and anticipates an orbit of vehicles in fewer than 2 minutes. The service can handle well over 100 cars per day. The Apollo lot operator will provide 2-3 staffers to the valet station(s). There is also flexibility in personnel due to the proximate location of the Peruvian lot. Insurance for the program will be an addendum to the current Apollo policy. The Apollo lot operator has knowledge of the circulation plan area, the parking lot site, and experience with the running of a valet operation on Worth Avenue, including events. The current commercial loading and unloading zone on Worth Avenue will remain in use from 8 A.M. to 10 A.M.. There is a commercial loading and unloading zone on the south-west portion of the 200 block of Peruvian Avenue that can absorb the displaced commercial loading and unloading operations.

## **FUNDING/FISCAL IMPACT**

The proposed Worth Avenue Valet Parking Pilot Program would have no fiscal impact on the Town.

**COMPREHENSIVE PLAN**

The proposed Worth Avenue Valet Parking Pilot Program would not be in violation of the Town's Comprehensive Plan.

cc: Kirk Blouin, Town Manager  
Paul Brazil, Director of Public Works