



City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

PARKING DEPARTMENT

Tel: 305.673.7505, Fax: 305.673.7853

July 14, 2014

RE: FREIGHT LOADING/ALLEY LOADING PROGRAM

Dear Purveyors and Business Owners:

Traffic congestion is a major challenge in the Miami Beach and it has been identified as quality of life issue by residents and other stakeholders. Therefore, your cooperation is essential!

On May 28, 2014, the Mayor and City Commission approved an ordinance with new freight loading regulations which shall commence on August 1, 2014. The City's goal is to facilitate loading activities for purveyors and businesses alike. We recognize our business community's success is directly impacted by their ability to receive goods and services from a variety of purveyors rendering essential services. Moreover, our successful entertainment districts place great demands on purveyors to replenish their supplies, in some cases, daily.

We have met with numerous purveyors and held very fruitful conversations about their operations and challenges as well as our goal to reduce traffic congestion. Without exception, purveyor simply are looking to deliver their good/services in a safe, legal, and expeditious manner. Clearly, the City shares this common goal and with the cooperation of all, we will achieve it.

New Freight Loading Regulations and Enforcement

The Mayor and Commission, City Manager's Office, City Attorney's Office, Parking Department, Public Works Department, Transportation Department, Code Enforcement Department, Fire Department, and Police Department have endorsed the following program as it will serve as a deterrent to traffic congestion. New regulations will be initiated along the Art Deco/Entertainment District (Washington Avenue between 5th Street and 17th Street and between Ocean Drive and Washington Avenue).

Comparable freight loading regulations have been very successful in numerous metropolitan areas throughout the country that rival Miami Beach's density and level of activity. A key component is the comprehensive approach for both commercial vehicles (large than 10,000 lbs) and non-commercial vehicles (less than 10,000 lbs.) as well as progressive and consistent enforcement. The freight loading regulations will become effective on August 1, 2014, with an educational campaign and progressive enforcement strategy that will commence with extensive outreach, warnings, and gradually progress to strict enforcement. A copy of the ordinance is attached for your convenience.

The following are key points of the program:

- 35 expanded freight loading zones for large trucks (each freight loading zone will be curbside consisting of 100' linear feet equal to five car lengths) for vehicles with a gross weight (GVW) over 10,000 lbs.
- Use is regulated by semi-annual/annual "FLZ" (Freight Loading Zone) electronic permit (license plate), meter payment, or electronic payment via ParkMobile (pay by phone provider).
- Loading days/hours should be consistent with type and demand of deliveries in the area. Typical loading days and hours will consist of Monday to Saturday; 7AM to 3PM or 7AM to 8PM; and 30 minute or 60 minute maximum time limits.
- Loading prohibitions during certain threshold hours are built-in protections from freight loading disturbances and nuisances to residents and hotel guests.
- All other vehicles with a GVW under 10,000 lbs. will be regulated by "AL" (Alley Loading) permit to use other city right-of-ways, including alleys and certain on-street areas.
- Charter buses, may also attain a Freight Loading Zone (FLZ) permit and utilize freight loading zones, for a period not to exceed thirty (30) minutes, at one time.

Expansion of Freight Loading Areas

A survey of the Art Deco/Entertainment District (5th Street to 17th Street and Ocean Drive to Washington Avenue) identified 31 existing loading areas consisting of 1,240 linear feet of curbside space. In order to provide timely and efficient loading capacity, loading areas will be expanded to **35 freight loading zones with a total of 3,500 curbside linear feet, an increase of 182%**. This, coupled, with strategic placement of either freight or alley loading with expanded hours, as needed, will establish significantly enhanced loading opportunities. Most importantly, the management of these systems is essential to provide safe and efficient loading operations and substantially reduce double parking, resulting in reduced congestion.

The following factors are utilized to determine applicable freight loading locations and days/hours by corridor or block:

- Freight loading demand
- Traffic volume, including peak periods
- On-street parking inventory

The following are freight loading days/hours applicable contingent upon the aforementioned factors:

- Monday to Saturday, 7AM to 8PM (100 and 200 blocks)
- Monday to Saturday, 7AM to 3PM (Washington Avenue)
- Loading is prohibited outside of these days/hours unless posted otherwise.

This equates to 9,100+ freight loading 30 and 60 minute intervals in the district (assumes an average of two vehicles per freight loading zone during all permitted freight loading hours, six days a week).

Expansion of Alley Loading Areas

Alleys and strategic on-street parking areas in commercial districts will allow non-commercial vehicles (less than 10,000 lbs.) to conduct loading activities during posted hours. The following regulations are applicable:

- Loading days/hours: Monday to Saturday, 7AM to 7PM or 9AM to 7PM.
- Loading prohibited: 8PM to 7AM or 8PM to 9AM.
- Vehicles must maintain emergency vehicle access when parked in alleys.
- 20 minute maximum time limit.

Enforcement

Enforcement of these regulations shall take place as follows:

- The City's Parking Enforcement Unit will enforce freight loading zone and alley regulations by citing and towing vehicles that do not display the required permit and/or violate the provisions of the program. Proper use of these loading areas is required to ensure efficient space turnover and their availability. Therefore, strict enforcement of this regulation shall be effective after the initial warning period.
- The City's Police Department will patrol and issue moving violations for obstruction of traffic (double parking). Warnings will be issued through the month of August 2014. This will serve as a notice period for purveyors to familiarize themselves with new regulations, freight loading zone locations, and their respective days/hours.
- The City's Code Enforcement Department is empowered to enforce the prohibition of loading during posted hours pursuant to City Code. This is essential in holding both purveyors and businesses accountable.

Service Center/Electronic Permits

Freight loading and alley loading (electronic) permits may be purchased at the City's Service Center, located at 1755 Meridian Avenue, Suite 100, Miami Beach, Florida 33139. Service Center hours are Monday to Friday, from 8:30 AM to 5:00 PM. The following information is included in this package for your convenience:

- Introductory Letter
- Freight Loading Zone and Alley Loading Map
- CMB Ordinance No. 2014-3873
- Frequently Asked Questions (FAQ)
- FLZ and AL Permit Application
- Samples of Posted Signs
- Parking and Police Department Enforcement Procedures

The aforementioned information is also available on the City's website at miamibeachfl.gov and comments, inquiries, and complaints should be sent via email to: flzhotline@miamibeachfl.gov

I look forward to working closely with purveyors and our business community to establish safe, efficient, and convenient loading operations for all.

Sincerely,

Saul Frances, Director
City of Miami Beach Parking Department

C: Jimmy Morales, City Manager
Kathie Brooks, Assistant City Manager
Joe Jimenez, Assistant City Manager
Daniel Oates, Police Chief
Hernan Cardeno, Code Enforcement Director



1755 Meridian Avenue, Ste. 200
Miami Beach, FL 33139

We are committed to providing excellent public service and safety to all who live, work, and play in our vibrant, tropical, historic community.