

Proposed Ordinance:
SOHO OVERLAY ALTERNATIVE PARKING PROGRAM (“SOAPP”)
Mark Bentley, Esquire, B.C.S., AICP

I. Overview

In recognizing the unique character of the South Howard District, its constraints limiting outward expansion, its contribution to the City of Tampa in terms of entertainment, tax revenue and employment of its citizens, the scarcity of land available for parking on or off site, and to encourage new business, expansion of existing businesses, and to protect surrounding residential areas and its citizens, the City of Tampa hereby develops the SoHo Overlay Alternative Parking Program (hereinafter referred to as “SOAPP”).

The SOAPP District includes all properties located between Bayshore Boulevard to the south, and Kennedy Boulevard to the north, located on either side of Howard Avenue and at streets intersecting with Howard Avenue that are either zoned for, have a special use permit for, or otherwise legally utilized for nonresidential development.

The SOAPP provides the opportunity for any business to provide parking for its customers and clients through any combination of the following:

- a. Onsite parking;
- b. Parking procured through the City of Tampa’s Alternative Design review process, including shared parking with existing development whose hours of operation do not coincide; and/or
- c. Valet parking through a licensed valet company.

II. Permit Requirements

The SOAPP parking requirements shall be applied whenever a property located within the SOAPP District:

- a. Triggers a “change of use” as defined by the City of Tampa Code, including for example, a change from professional office to personal service, retail, restaurant and/or bar/lounge use;
- b. Is an expansion or alteration of a use that requires additional parking;
- c. Is a modification to a use, such as a change of tenant in a strip center wherein the new tenant would have a greater parking demand than the prior tenant; and/or
- d. Any new or existing businesses subject to Section VII herein.

III. SOAPP District Parking Standards

- a. Parking ratios shall be as follows:
(to be discussed; i.e., the City’s ratios should be significantly reduced from existing ratios to encourage new development and redevelopment, similar to what has been done in Ybor City, Channelside and the Central Business District)
- b. All development shall demonstrate to the City of Tampa that it will fulfill its requirements as a condition of site development approval, or obtain administrative waivers or variances when circumstances provide justification.
- c. Any development which is required to obtain a site development permit, or Special Use permit (Class 1 or 2) from the City shall have as a condition of approval, that it have at all times a valid SOAPP Permit issued by the City of Tampa Transportation Division (“Division”).

IV. Enforcement

- a. The Division shall prepare policies and procedures for review and approval of a SOAPP Permit, and at such time as a SOAPP Permit is issued, the Division shall maintain a ledger to ensure that all permittees remain in compliance.

- b. The ledger shall be maintained on the City's website.
- c. The City shall develop an annual SOAPP Permit fee to offset administrative and enforcement costs (*i.e.*, \$1,000).
- d. A SOAPP permittee shall file an affidavit with the Division on a semi-annual basis confirming that it has maintained adequate parking as described in the SOAPP Permit.
- e. In the event it should be reasonably ascertained that a permittee is not in compliance, the City shall deliver a notice to the permittee and property owner, via regular U.S. Mail and e-mail, identifying the alleged violation, and allowing thirty (30) days to bring the property into compliance.
- f. In the event compliance is not achieved within thirty (30) days, the SOAPP Permit shall be revoked, and shall cause a violation of this ordinance. If it is determined that there are two (2) violations within any calendar year, the property shall be ineligible for a SOAPP Permit for a period of six (6) months, and the only parking option for the property shall be onsite parking that meets Code, and/or obtaining a variance from the Architectural Review Commission.
- g. Any business whose SOAPP Permit has been revoked may reapply after a six (6) month period, but shall pay a double permit fee for that year.

V. SOAPP Alternative Parking Location(s)

Alternative off-site parking is allowed for any permit, subject to the following:

- a. Properties shall be located within 3,000 feet of the business to be served, unless otherwise approved by the Division.
- b. The offsite property must have a zoning that allows commercial, office and/or mixed-use, including Planned Development zoning, and may not have zoning wherein residential is the exclusive use.
- c. Parking spaces are not required to meet City of Tampa dimensional, drive aisle and landscaping standards, and vehicles may be multiply stacked.

- d. Parking areas must be served by licensed valet companies.
- e. No vehicles, through the process of being parked, shall intrude into surrounding residential areas.

VI. SOAPP Valet Parking

- a. Required parking for any business may be satisfied by providing one hundred (100) percent valet parking spaces.

1. Permit Application.

The permit applicant shall provide the name, address and phone number of the owner of the establishment proposing to provide valet parking and the proposed operator of the valet parking service if other than applicant. The applicant shall submit with its application a plan containing the information described below. Once a permit has been issued, the plan approved as part of the application may not be materially altered without the approval of the Division, as determined by the Division. Any material alteration of the plan shall be grounds for revoking a SOAPP Permit.

2. Drop-off Areas.

The applicant shall submit a traffic circulation plan for the valet drop-off area and the plan shall show the location of the drop-off area, valet podium and signage. The valet parking service shall be entitled to two (2) sandwich signs.

- i. The loading and unloading of vehicles shall only occur in designed drop-off areas.
- ii. Vehicles shall not stop, stand or park in the drop-off area for more than five (5) minutes.
- iii. Vehicles in the drop-off area may not impede the travel of any emergency vehicles at any time.
- iv. Vehicles in drop-off areas may not block pedestrian crosswalks or accessibility ramps at any time.

3. If valet service is to occur in the public right of way, the applicant shall obtain a right of way use permit from the Division.
- b. Once an applicant receives a SOAPP Permit from the City for providing valet service, it shall file an affidavit with the City along with a copy of the valet contract on a bi-annual basis attesting that the required parking is being fulfilled in whole or in part by valet service, depending upon the terms of the SOAPP Permit.

VII. Grace Period

Any existing business shall have up to one (1) year to obtain a SOAPP Permit.