

[Narrator] You've tuned in to another  
edition of The Breakroom, a

weekly conversation about how  
the City of Saint Augustine

works from those who do the  
work every day. Hosted by the

City of Saint Augustine's  
communications director,

Melissa Wissel. The Breakroom  
offers a closer look at the

different city departments and  
provides updates on current and

upcoming projects and events  
and now your host Melissa

Wissel. [Melissa] Thanks for tuning in  
to The Breakroom. I'm Melissa

Wissel, Communications  
Director for the City of Saint

Augustine. This week, I'm  
sharing the studio with Amy

Skinner, plan and building  
director as well as Jacob

Fredrickson, our planning  
manager. [Jacob] Yes. [Melissa] Excellent. Happy

to have you, Jacob. Welcome for  
your first appearance and Amy,

welcome back. [Amy] Thank you. Glad  
to be here. [Melissa] So, I'm glad you're

here too but I am going to talk  
mostly with Jacob. So, we're

glad to have you. Jacob, you  
did a presentation to the City

Commission talking about a  
parking ordinance update. It's

been in the works for quite a  
long time. I want to get

started with you particularly  
for our listeners. Give us that

historic recap. You really

covered a lot of ground but it

was I thought it was really  
really important. So, take it

away. [Jacob] Yes, so we gave a report  
to the city commission

highlighting the work we've  
done over the past year with

the planning board and updating  
our city's parking code. Um we

saw we saw a bunch of  
development coming into town as

we've seen over the past  
handful of years and

unfortunately the type of  
development we've seen is not

been very pedestrian friendly  
and [Melissa] car parking friendly,

right? I guess. [Jacob] Yeah, not a lot  
of considerations for, I mean,

yeah, walkability or  
environmental concerns, really

just large parking lots for  
single-use commercial uses.

[Melissa] Kind of a one-time, not a very  
thoughtful way of using

parking. [Jacob] Not a thoughtful way,  
not very resilient. [Melissa] Okay. [Jacob] Um

doesn't take a lot of historic  
preservation to account as but

we still do the best we can for  
it. [Melissa] Okay. [Jacob] Um so, we try to see

as to what was causing the  
issue of only getting large

single uses on property as  
opposed to mixed use compact

info development. [Melissa] Okay. And  
there are numerous examples of

Saint Augustine residents that  
want to open up businesses in

town. [Melissa] Right. [Jacob] That are on a small lot and it's just maybe

an office use or just a corner coffee store or a neighborhood

bar kind of thing and the first issue they always run into is

not being able to provide enough parking on site. [Melissa] Cause

there's... is there is there a correlation between the

occupancy of the business and the number of parking spaces.

[Jacob] Yes. [Melissa] There has been. [Jacob] Yes. In our parking code we have 43

different uses. [Melissa] I'm sorry. Forty-three? [Jacob] 43 different uses

yes. [Melissa] Oh wow. [Jacob] So it talks about art galleries, special event

venues, hospitals, commercial

uses, just anything you can

think of. It would either be  
specifically listed or has a

very similar it's very similar  
to it. [Melissa] Okay. [Jacob] So for things like

a commercial use for every 300  
square feet of that building

you have to provide one parking  
spot. For things like an

apartment for based on the  
number of bedrooms in it you

have to provide a certain  
number of parking spots for

those. So if you're trying to  
build a 1000 square foot office

for interior design office  
where you're consulting with

people trying to design things  
and you want to have an

apartment on top that required

I believe five or six parking

spaces [Melissa] so that would be so I

want to have a small business

on the bottom and and something

residential on top where I

could have my business in the

daytime and then go upstairs

and sleep at night. [Jacob] Absolutely.

[Melissa] You have to have five parking

spaces. [Jacob] Yeah, you can either

live there, you could run it

out to someone but again, if

you're just having a office use

that you have one client at a

time that comes in, right? I'll

talk about things. Still five

spaces is what you're required

to have to build on that

property. [Melissa] And it doesn't make

sense on either. It doesn't  
make sense from the standpoint

of me needing five spaces  
because I'm not going to have

five cars coming in but it also  
doesn't make a lot of sense.

[Amy] Right, correct. So, that's  
where when we look back at the

code and the evolution of the  
code, you know, we can look

back all the way to 1975, which  
is where we consider sort of

our modern land development  
code taking effect. Um you

know, it really encourages this  
types this type of suburban

development Which really you  
know we don't have to plan for

Thanksgiving you know the



Friday you know Friday

Thanksgiving. [Melissa] Right right.

[Amy] Shopping [Melissa] Black Friday. [Amy] Black

Friday shopping for everyday

use. [Melissa] Right. [Amy] And so this update

since the code hadn't been

updated since nineteen

eighty-8. You know again we

were thinking it had a

different mindset then. So now

we realize that we're really

kind of a more urban

environment. We have had to

make decisions about our roads

and things that were were not

going to widen the roads to be

super highways through the city

where we you know have to

maintain we prioritize

maintaining our character on  
our cord corridors like San

Marco Avenue King Street  
especially that we needed to

sort of update the code and  
modernize it so we really

looked at the engineering  
manuals now that have been

updated multiple times updated  
the parking requirements which

in a lot of cases reduced the  
requirements were that a lot

more people walk and use other  
forms of mobility, bicycles,

the little motorized bikes and  
things like that. So, we

want to again goes back to our  
mobility plan as well and the

comprehensive plan as well and  
that we're trying to encourage

people to to use alternative  
forms of transportation. We

realized that the parking code  
was kind of contrary to that.

[Melissa] Right. [Amy] So, that's where we rode  
in a lot of options and and

gave people choices. [Melissa] So, if  
You're just now tuning in.

You're listening to the break  
room. I have Amy Skinner with

us, planning and building  
director but also Jacob

Fredrickson who is our planning  
manager recently gave a a

presentation to the commission.  
So, we've talked a little bit

about that antiquated history.  
Fill us in a little bit now

about what is this look like?

What are these new options that

are going to matter to the the  
people who are developing our

building? [Jacob] Yes, so again, we've  
been using a parking care that

was last updated nineteen  
eighty-eight. So, a parking

care that's 36 years old. [Melissa] I was  
a senior in high school. [Jacob] And

it's been used as kind of a one  
size fits all. [Melissa] Right. [Jacob] And if

you've been to Saint Augustine  
know that there's not two

businesses that are the same.

[Melissa] Right. [Jacob] Everyone's different.

[Melissa] Yeah. [Jacob] So what we've done here  
is reduce the again these are

minimum requirements to build  
in Saint Augustine. So if we

reduce those it's now more on  
the developer of they can

decide of how much parking  
they're going to generate. So

if it is a retail use that does  
have a lot of traffic. They

will provide amount of parking  
I think is appropriate. But if

it is a one on one type office  
use they might think they need

a little bit less parking than  
the one per 300 [Melissa] So is there

something in the proposal of  
the business where they can

they can project their their  
use in terms of I don't I won't

need five parking spaces I only  
need two. [Amy] Yeah usually [Melissa] but then I have to provide

it. [Amy] Yes they can come up with  
some they know their business

best. [Melissa] Okay. [Amy] So they can  
describe their business or come

up with a narrative of how they  
want to function and we can we

have more options written to  
this new code like shared

parking option which You know,  
if you have some uses that are

open during the day and some  
uses that are open at night,

then you can actually now kind  
of get a discount and share

share the parking for real  
instead of having to provide

all the parking for all the  
uses. We wrote in a park fee in

lieu of option where if you  
know a lot of our lot our lots

or small little infill lots in

between other things and if you

just can't provide physically  
the parking then there's an

option that you would pay a fee  
per parking space that would go

into the mobility fund and you  
know, help help pay for like

bicycle improvements or  
shuttling services or things

like that. In that way, you  
don't have to provide the

parking on on site. It also  
takes into account where you

can kind of look within a  
quarter mile and see if there's

opportunities to provide  
off-site parking where maybe

people you know, if you have  
employees that just sort of

park for the whole day, they  
can park offsite and walk to

the to your Business and and  
things like that. So it opens

up more options for people and  
trying to provide parking.

[Melissa] Jacob do you see this being an  
impact to even our current I

mean this this how does this  
affect our current owners or

our current property managers  
or the folks that are having or

to provide parking? Can they go  
back now and does this affect

them? [Jacob] Yes so existing  
development does benefit as

well. [Melissa] Okay. [Jacob] So if you do have a  
small neighborhood use

commercial use you do provide  
parking on for that. By



reducing requirements, you now  
have buyer code excess parking.

You can now either expand the  
size of your business if you're

doing well and you want to  
expand or if you want to

diversify what's going on that  
property. Adding a separate

type of commercial use or even  
adding housing. So now we have

a more resilient type of a  
built environment. [Melissa] What else do

you think as an example can you  
give me one or two more

examples of some of those  
changes? Amy mentioned some

what else what else can they  
can folks look for in the

changes in this parking code?

[Jacob] Yes so again these are all

geared at kind of helping the  
small time business getting

established. So, they may not  
be able to provide 10 parking

spaces from day one. They may  
only be able to start with

enough room on their site or  
cost to actually construct a

parking lot because it does  
take. [Melissa] Right. [Jacob] Money to design a

parking lot or even construct  
it. [Melissa] Yeah. [Jacob] So, if they can only

start out with two parking  
spaces, then they are limited

to a certain size of a building  
but over time as they grow and

become more successful, they  
can increase parking or pay

fees into or find shared  
parking elsewhere as they grow

but to even get them started,  
we reduce those barriers.

[Melissa] Gotcha. [Amy] And another big thing  
is we introduced more areas of

the city you know right  
historically I guess I should

say the historic districts.

[Melissa] Right. [Amy] Have not been required

in the core downtown have not  
been required to provide

parking and we did that because  
we didn't want people to tear

buildings down in order to  
provide parking. We're trying

to kind of maintain the  
historic core. We've actually

expanded areas from basically  
the parking garage area where

the parking garage in Castillo  
Drive is up San Marco up to San

Carlos where the commercially  
zoned properties on on San

Marco Avenue will not have to  
provide parking. Uh King

Street, King Street, the east  
side of US1 as well as the

west side and if you're  
commercially zoned, you will

not have to provide parking and  
on Washington Street and as

well as I guess I should say  
Palmer and Pellicer Lane off of

West King Street and then on  
Washington Street which is

downtown and has a commercial  
zoning district. It was

historically commercial but one

of their biggest impediments to

redeveloping is having to  
provide parking. So, we we

exempted the the proposed  
ordinance exempts them from

having to provide parking. [Melissa] So,  
I don't need to be tearing

something down next to my  
business to provide parking.

[Amy] Correct and also, if you have a  
vacant lot in between your

buildings and whatever that  
hopefully it'll encourage

somebody to build build back.

[Melissa] We'd rather we'd rather build

back than fill it in. Every  
time we talk parking I think of

that song You Pay Paradise and  
put in a parking. [Amy] Exactly. [Melissa] And

that's just that it's like I  
just really feel like we are a

paradise and we just fill it  
with parking. [Amy] And if you if you

fill in with with a building  
then you become more walkable

because it's just more you know  
appealing to walk and not have

kind of a sawtooth. [Melissa] Right. [Amy] Kind  
of streetscape and It just

makes it easier. We also wrote  
in options for bicycle

providing bicycle racks and  
mobility hubs so that if you do

take an Uber and that sort of  
thing you can get a credit for

your parking if you provide a  
mobility of a hub. [Melissa] Oh like a

stop. [Amy] Like a right like  
basically like a loading zone

where your your your  
alternative transportation or

whatever can pull in and drop  
you off. [Melissa] That's a [Amy] so we we've

got a lot more options. [Melissa] Well  
and I know that one of the

nightlife issues. I mean, all  
of this just intertwines. You

mentioned mobility, you  
mentioned parking, nightlife

even. I know there's been  
discussion about creating

rideshare hubs. So, that's a  
really great, I've never heard

of, I've never read that  
before. [Amy] So now, if you on any

private property, if you're the  
business and you don't

necessarily have room for all

hundred parking spaces or

whatever you would

theoretically be required to

provide, you could get some

credit and you can provide a

mobility hub and and have a

little flexibility but also

then encourage alternative

forms of transportation that

people are using. [Melissa] And we've got

the Broudy piece coming into

play with all of this parking.

That's that's a benefit. We're

going to have a parking garage

mixed use transportation hub

all of that. [Amy] That's correct.

That's one reason we looked at

these areas because if you if

you know where the parking



garage is and you go south you  
know to the plaza we basically

took that same distance north  
up San Marco. So if you can

walk if you're walking down  
toward the plaza and then you

can walk up San Marco that way  
you know that's and it has the

central parking garage there  
same as Broudy's anticipating

that the Broudy's parking  
garage is coming would be

coming online then you can park  
there and you can walk down

West King Street and you know  
have a space to park but also

patronize those businesses so  
we're trying to encourage

economic development in a  
mixture of uses [Melissa] Anything else?

Cuz we're out of time. Told you  
it would go fast. [Jacob] Yep. That's a

pretty good quick overview of  
it. [Melissa] Any anything else that you

can think of that you want to  
just throw in there or is it a

wrap? It's a wrap. [Jacob] Should be a  
wrap for now. Yeah. [Melissa] Alright.

Thank you both for coming.  
Great update. Uh and Jacob

great job at the commission  
meeting and if our listeners

missed it, you can go to City  
Saint Auck Radio. com to listen

to this episode. You can also  
check out City Saint Auck TV.

com to watch that component of  
the commission meeting. Um

great job on the presentation.

I know that was your first

presentation as well. [Jacob] Yes,  
thank you very much. Thank you

guys for coming. [Amy] Thank you. [Melissa] You  
can now find us on your

favorite podcasting app. Look  
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time. Thanks for tuning in.

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addressing projects and  
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conversations with the people  
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