

**City of Madeira Beach
Parking Garage Siting Study
Scope of Services**



February 15, 2026

PURPOSE

The City of Madeira Beach (“City”) has requested assistance from Kimley-Horn and Associates (“Consultant”) with a siting study for a new parking garage within the John’s Pass Activity Center. The study will examine up to three (3) potential sites for the construction of a new parking garage. The final deliverable will identify pros and cons to each site, potential number of parking spaces for each site, and next steps.

ASSUMPTIONS

- The City has identified three (3) properties for a potential parking garage
- An anticipated 4-month process is assumed after Notice to Proceed, based on a mutually agreed upon schedule, including optional tasks.

SCOPE OF SERVICES

TASK 1: PROJECT COORDINATION

- **Coordination Meetings:** The City and Consultant will schedule up to three (3) virtual coordination meetings to discuss project kick-off, project process, findings, and engagement schedules. Up to three (3) Consultant staff members will attend each meeting.

Task 1 Deliverables:

- Up to three (3) coordination meetings

TASK 2: SITING STUDY

- **Site Evaluations:** The Consultant will evaluate up to three (3) sites to determine the feasibility of constructing a public parking garage. For each site evaluation, the Consultant will perform the following:
 - Identify the pros and cons of the site location
 - Determine the approximate number of parking spaces for a parking deck on each site and determine the number of potential spaces that could be added to John’s Pass Village parking system.
 - Coordinate with City Staff to determine critical siting factors such as the number of parking spaces needed, and the number of parking levels desired.
 - Potential parking facilities and pros and cons will be documented using aerial imagery.

- Ingress and egress concerns will also be noted on the parking facility siting maps.
- Discuss pros and cons of different types of construction, including precast and cast-in-place concrete
- Discuss various parking technology solutions that may be implemented as part of the parking deck or broader parking system, which can result in more efficient use of available parking.
- Determine potential entry/exit locations for the parking deck footprints and their proximity to intersections.
- Identify constraints regarding land development code regulations and future land use.

This evaluation will be for planning purposes only. Kimley-Horn is not giving advice or making recommendations with regard to municipal securities or financial products. If such advice or recommendations are needed, the Client should retain a Municipal Advisor registered with the Securities and Exchange Commission. The financial results presented in the technical memorandum will be based upon management assumptions, which the Kimley-Horn team will determine with the Client and provide a reasonable basis for the projections. The projected revenues and expenses in the technical memorandum will vary from actual results, and those variations may be material. These variations occur because events and circumstances frequently do not occur as expected, and those differences may materially impact projected results. Use of any projected financial scenarios is at the Client's sole risk, and no 3rd party beneficiary is implied. A market-based risk assessment will not be completed as part of this analysis.

Task 2 Deliverables:

- One (1) summary of findings from the site evaluations

OPTIONAL TASK 3: STAKEHOLDER AND COMMUNITY ENGAGEMENT

- **Stakeholder Engagement:** The Consultant will prepare for and attend up to four (4) stakeholder meetings in-person. The meetings may include City departments, Florida Department of Transportation (FDOT), Forward Pinellas, property owners, or businesses.
- **Community Workshop:** The Consultant will prepare for and attend one (1) in-person community work session which will include the public, City Commissioners, and City staff. The purpose of the workshop will be to present the findings of the Feasibility Study (Task 2). City staff will be responsible for reserving the meeting space as well as public notification of the event.

Optional Task 3 Deliverables:

- Up to four (4) stakeholder meetings
- One (1) community workshop

OPTIONAL TASK 4: PRESENTATIONS

- **Planning Commission:** The Consultant will attend one (1) Planning Commission meeting to present the study findings.
- **City Commission Workshop:** The Consultant will attend one (1) City Commission Workshop to present the study findings.
- **City Commission Regular Meeting:** The Consultant will attend one (1) City Commission Regular Meeting to present the study findings.

Optional Task 4 Deliverables:

- One (1) presentation to the Planning Commission
- One (1) presentation to the City Commission Workshop
- One (1) presentation to the City Commission Regular Meeting

OPTIONAL TASK 5: INVENTORY AND OCCUPANCY COUNTS

- **Existing Parking Supply Inventory:** The Consultant will obtain available parking space inventory data from the City and other available sources. The existing parking supply inventory will contain the following information:
 - Space Type (identified principal user, on-street/off-street, public/private)
 - Location and general configuration
 - Capacity (number of spaces)
 - Designated on- and off-street handicapped spaces
 - EV charging spaces
 - Designated loading (or other no parking) spaces/zones
 - Signed parking restrictions (private and public)

The Consultant will verify existing parking inventory information with the City through the creation of a supply map prior to occupancy data collection.

- **Occupancy Counts:** The Consultant will gather vehicle counts and general parking utilization counts within the study area for each of the proposed timeframes noted below.

Off-street and on-street occupancy counts are proposed for the following times:

- Weekday lunch peak, 11 am to 2 pm, three (3) survey hours
- Weekday evening peak, 6 pm to 9 pm, three (3) survey hours
- Weekend lunch peak (Saturday), 11 am to 2 pm, three (3) survey hours
- Weekend evening peak (Saturday), 7 am to 10 pm, three (3) survey hours
- Special Event peak (TBD), four (4) survey hours

The Consultant will collect occupancy data for parking spaces within public and privately owned parking lots within the study area identified and confirmed by City staff at the project kickoff meeting. The data will be categorized by use and any private restrictions (e.g., handicap, loading, reserved). The Consultant will record this information and summarize it accordingly.

Optional Task 5 Deliverables

- Draft parking supply inventory summary for study area
- Verified parking inventory summary in GIS format
- Draft maps summarizing occupancy data collection
- Occupancy inventory data in Excel format

OPTIONAL TASK 6: WAYFINDING

- **Wayfinding Map:** The Consultant will prepare a higher-level wayfinding map to identify wayfinding locations of significance (to display key destinations in the area) and public parking within the John's Pass Village Character District boundaries for vehicles, pedestrians, and bicyclists. The Consultant will make one (1) round of changes based on comments received from City staff.

Optional Task 6 Deliverables:

- One (1) wayfinding map

ADDITIONAL TASKS

Any services not specified in the above scope are considered additional services not included under this project. As an amendment to this scope of work or under an additional Task Order agreement, The Consultant can provide services including, but not limited to, the following:

- Grant application services
- Rendering videos or graphics
- Site visits
- Additional online surveys
- Additional presentations
- Additional attendance of City Commission Workshops or Meetings
- Coordination with additional City departments
- Collection of new traffic counts
- Entitlement/permitting studies such as traffic signal warrant analysis or Development of Regional Impact
- Traffic signal design/modification/permitting
- Development of a traffic model via Synchro or other simulation platforms
- Parking deck design and feasibility
- Costing or revenue generation studies
- Roadway design

The above tasks may be initiated upon the request of the City as an additional Task Order. Scope and fee for each additional Task Order will be agreed upon between the City Project Manager and The Consultant Project Manager.

SCHEDULE

The total months for services is anticipated to be 4 months from the Notice to Proceed (NTP). Below is the anticipated schedule as agreed upon by the Consultant and City staff.

Task 1: Project Coordination – 0-4 Months from NTP

Task 2: Siting Study – 3-4 Months from NTP

Optional Task 3: Stakeholder and Community Engagement– 3-4 Months from NTP

Optional Task 4: Presentations – 4 Months from NTP

Optional Task 5: Inventory and Occupancy Counts – 1-3 Months from NTP

Optional Task 6: Wayfinding – 2-3 Months from NTP

COMPENSATION

The Consultant will provide the services outlined in Tasks 1-2 for a lump sum of \$27,000. Consultant will provide the optional services outlined in Tasks 3-6, upon receipt of an authorization to proceed from the City, for the lump sum fees as outlined below. Invoices will be submitted monthly, prepared based on a percentage completion of the project. The following task items represent a breakdown of the lump sum amount for reference:

Task 1 Project Coordination: \$3,000 total

Task 2 Siting Study: \$24,000 total

Siting Studies (3 sites max.): \$8,000 per site

Optional Task 3 Stakeholder and Community Engagement: \$20,000 total

Stakeholder Engagement (4 meetings max.): \$2,500 per meeting

Community Workshop: \$10,000

Optional Task 4 Presentations: \$12,000 total

Planning Commission: \$4,000

City Commission Workshop: \$4,000

City Commission Regular Meeting: \$4,000

Optional Task 5 Inventory and Occupancy Counts: \$16,000

Optional Task 6 Wayfinding: \$5,000

Parking Planning and Design

At Kimley-Horn, our parking practice is a cornerstone of our comprehensive planning and engineering services. Over the past five years, we have successfully delivered top-tier parking solutions for more than 250 parking decks, totaling over 150,000 parking stalls, for both private and public sector clients across the nation.

Our firm is powered by a robust team of over 8,500 employees in 140+ offices nationwide, including 135+ dedicated parking professionals. These experts excel in four key areas: **strategic planning and management, facility feasibility and design, technology and operations, and maintenance and restoration.**

With our extensive experience and deep bench of talent, we understand that parking decks must be customized to meet the unique needs of each client and their users. Our parking professionals collaborate closely with Kimley-Horn's planners and engineers, providing you with an unmatched depth of resources in the parking industry.

Experience the Kimley-Horn difference. Let us show you the exceptional value our parking team can bring to your project!



Strategic Planning and Management

- Building-Specific/Mixed-Use Demand Analyses
- Facility Management
- Parking Revenue/Expenses Financial Projections
- Shared Parking Analyses
- Site Circulation Review

Facility Feasibility and Design

- Adaptive Reuse Feasibility Assessments
- Conceptual Layouts
- Construction and Bid Phase Services
- Fully Engineered Structural Design
- Functional Parking Design
- Peer/Redline Reviews

Technology and Operations

- Parking Access and Revenue Control Systems
- Security Systems Implementation
- Static/Dynamic Wayfinding Guidance Systems
- Valet Parking Systems
- Website Development and Integration

Maintenance and Restoration

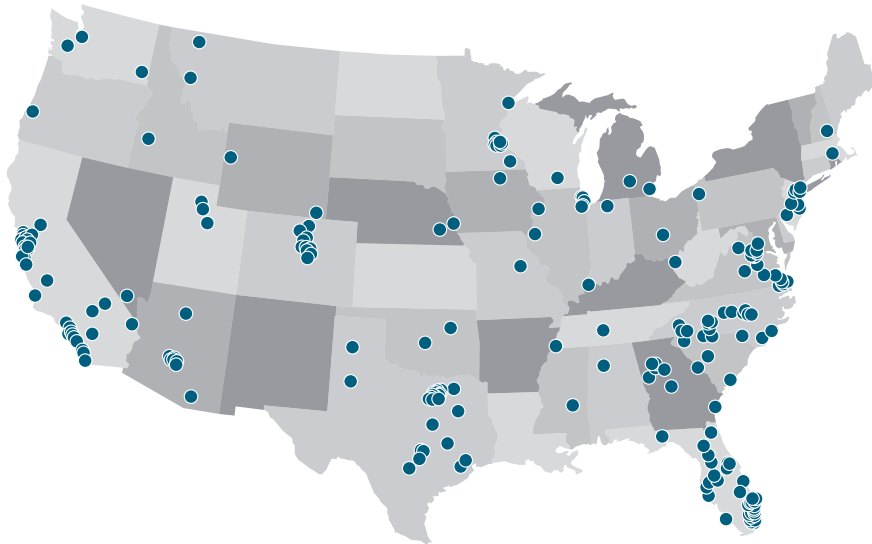
- Condition Assessments
- Construction and Bid Phase Services
- Forensic Investigations
- Maintenance Program Development
- Restoration Design

A Trusted Partner

Blending our multidisciplinary expertise with deep-rooted local relationships, Kimley-Horn's talented parking professionals are nationally renowned for their ability to provide our clients with customized parking solutions. Whatever your goals, milestones, and challenges, Kimley-Horn can partner with you to provide a thorough and efficient parking experience.

Our team members regularly present at educational parking sessions across the country, including the International Parking and Mobility Institute Conference, the National Parking Association, and the World Parking Symposium.

The map below illustrates the locations of our national parking experience.



● Kimley-Horn Parking Consulting Experience

"I want to thank you all for the thorough and rapid response for providing key information for assessing the feasibility of a parking deck near Hughs Spalding. It was a very tight turnaround to complete the model but the expertise you each provided helped create a solid deliverable that allowed the E-Team to make an informed decision"

Brandon Duany
Manager, Financial Planning and Business Development
Children's Hospital of Atlanta



Who is Kimley-Horn?



FOUNDED IN **1967**



A **LOCAL** PRESENCE WITH
NATIONAL RESOURCES



8,500+ EMPLOYEES



140+ OFFICES



860+ PARKING
ENGINEERING AND
TRANSPORTATION PROFESSIONALS



EXPERIENCED AND LICENSED
IN ALL **50 STATES**



18 YEARS ON *FORTUNE'S*
100 BEST COMPANIES
TO WORK FOR

2024 *ENGINEERING NEWS-RECORD* NATIONAL RANKINGS

#1

ENGINEERING FIRM IN THE
SOUTHEAST REGION

#5

PURE DESIGN
FIRMS

#4

GENERAL
BUILDING

#2

MIXED-USE

#1

RETAIL

#1

MULTI-UNIT
RESIDENTIAL

#6

AIRPORTS

#7

TRANSPORTATION

Project Experience



Fourth Ward | Atlanta, GA



811 Peachtree | Atlanta, GA



1072 West Peachtree | Atlanta, GA



Colony Square | Atlanta, GA



North Hills | Raleigh, NC



Neuhoff | Nashville, TN



East 54 | Chapel Hill, NC



Charter Square | Raleigh, NC



Davie Street Parking Deck | Raleigh, NC



Downtown Underground Parking Facility | Raleigh, NC



Hay Street Mixed-Use | Fayetteville, NC



Ponce City Market Plaza | Atlanta, GA

Project Experience (continued)



Morgan Rigsbee | *Durham, NC*



West Washington Mixed-Use |
Athens, GA



**Ballston Public Parking Garage
Improvements |** *Arlington County, VA*



51 Biltmore Parking Deck |
Asheville, NC



UVA Arts Ground Parking Garage |
Charlottesville, VA



Saint Armands Parking Garage |
Sarasota, FL



**UNC-Chapel Hill Bell Tower Parking Deck
and Pedestrian Bridge |** *Chapel Hill, NC*



**Richmond Transit Village Parking
Garage |** *Richmond, VA*



North Central Business District |
Anoka, MN



Performing Arts Center Deck |
Raleigh, NC



**Wake Tech Health Sciences Building
Parking Deck |** *Raleigh, NC*



West Pettigrew Street Parking Deck |
Durham, NC

Project Experience (continued)



Franklin Street Parking Deck and Pedestrian Bridge I Fayetteville, NC



Peter John Cannon Garage I Columbia, SC



Saint John Street Parking Garage I Spartanburg, SC



Wake Tech Northern Campus Deck 2 I Raleigh, NC



NC State University West Lot Parking Deck I Raleigh, NC



Shenandoah University Parking Garage I Winchester, VA



One Porsche Drive Parking Deck I Atlanta, GA



Vanderbilt University Transportation Demand Management Strategy I Nashville, TN



Green Square Complex Parking Deck I Raleigh, NC



Houston Airport System PARCS I Houston, TX



UAB Parking and Transportation Plan I Birmingham, AL



Nashville International Airport PARCS Replacement I Nashville, TN