



Camden Parking Needs Assessment Kickoff Meeting

*Technical Advisory Committee
August 25, 2010*

Study Background



Scope of Work

- Determine current parking demand
- Project future parking demand
- Evaluate existing parking requirements and practices
- Identify opportunities for consolidation and/or reallocation of the existing parking supply
- Identify potential locations for new parking facilities
- Recommend best management practices

Study Areas: Phase 1



Study Areas: Phase 2



Completed Tasks

- Recorded field observations
- Mapped and defined off-street parking areas
- Met with:
 - Camden County Improvement Authority
 - Cooper's Ferry Development Association

Tasks in Progress

- Review of current zoning requirements
- Compilation and documentation of planned development

Upcoming Tasks

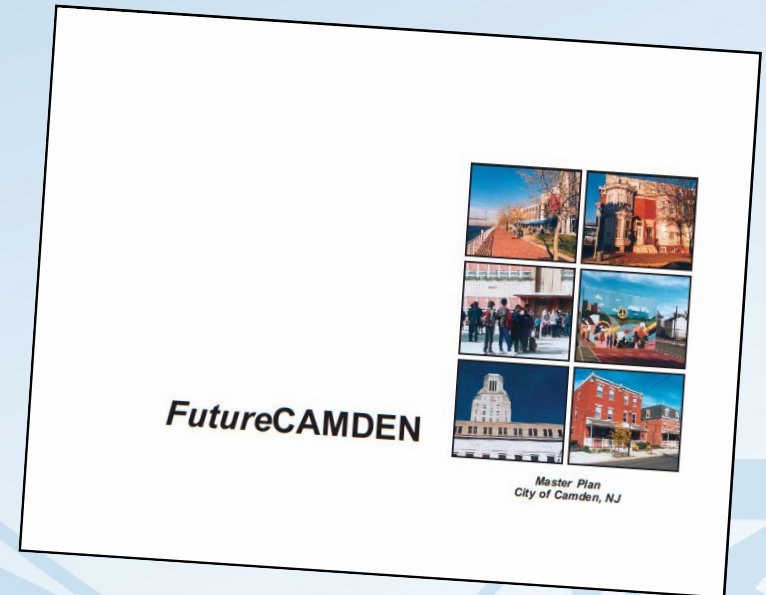
- Interview local stakeholders
- Gather on-street and off-street occupancy counts
- Identify areas of chronic violations
- Identify areas of parking shortages or surplus
- Determine potential to consolidate and/or share inefficient lots
- Analyze parking management strategies currently used by parking operators
- Review environmental and stormwater design standards
- Compare parking market conditions to the region
- Complete Technical Memo
- Draft Phase 1 Report

Methodology



Review Existing Plans

- 2002 Camden Master Plan
- 2003 Parking Authority Study
- 2004 Camden Downtown Redevelopment Plan
- 2005 Cooper Plaza Redevelopment Plan
- 2005 Gateway Redevelopment Plan
- 2005 Downtown/Riverfront Traffic Circulation and Management Study
- 2008 North Camden Neighborhood and Waterfront Park Plan
- 2009 North Camden Infrastructure Assessment Study



Collect Data

- Inventory off-street and on-street parking capacity through field visits.
- Obtain off-street usage counts, pricing and regulations from parking operators.
- Conduct on-street usage, turnover and origin counts in September.
- Count traffic at major roadway entry points into Camden.

Interpret Parking Data

- “Effective Capacity” – When parking usage reaches approximately 85%, it becomes difficult to find the remaining spaces.
- Parking facilities over this level indicate a need for expansion.
- Parking facilities with significant excess capacity may be redeveloped, repriced, shared, etc.

Evaluate Circulation

- Review current circulation patterns.
- Identify improvements that would provide better highway access to parking within the study areas.
- Examine the feasibility of modifying the street network to improve traffic flow to existing and proposed parking locations.

Evaluate Regional Market



- Compare parking rates and policies within Camden with those of other similar cities in the region such as Trenton.
- Compare user costs between transportation modes.

Preliminary Recommendations



Overall Goals

- Align local parking supply with demand.
- Efficiently utilize existing parking to promote a more positive user experience.
- Price on-street parking to promote short-term use.
- Price daily off-street parking to encourage long term use.
- Price monthly off-street parking at a competitive rate.
- Update the city parking ordinance (from 1978) to ensure that new parking is developed using green design strategies and innovative parking management techniques.

Manage Parking Demand

- Identify existing underutilized parking garages that could be redeveloped or reorganized through new parking management practices, shared parking agreements, etc.
- Identify locations for new structured parking that will also support ground floor retail.
- Encourage employee use of public transit through a multi-pronged strategy. This could include expansion of the transit check program, a cash-out in lieu of parking program, guaranteed ride home program, etc.
- Develop amenities for cyclists and pedestrians.
- Identify locations outside of the downtown and waterfront for event parking and bus parking.
- Allow landscaped reserves to substitute for a portion of required parking to assist with stormwater management.
- Expand the on-street parking supply to accommodate short-term users.

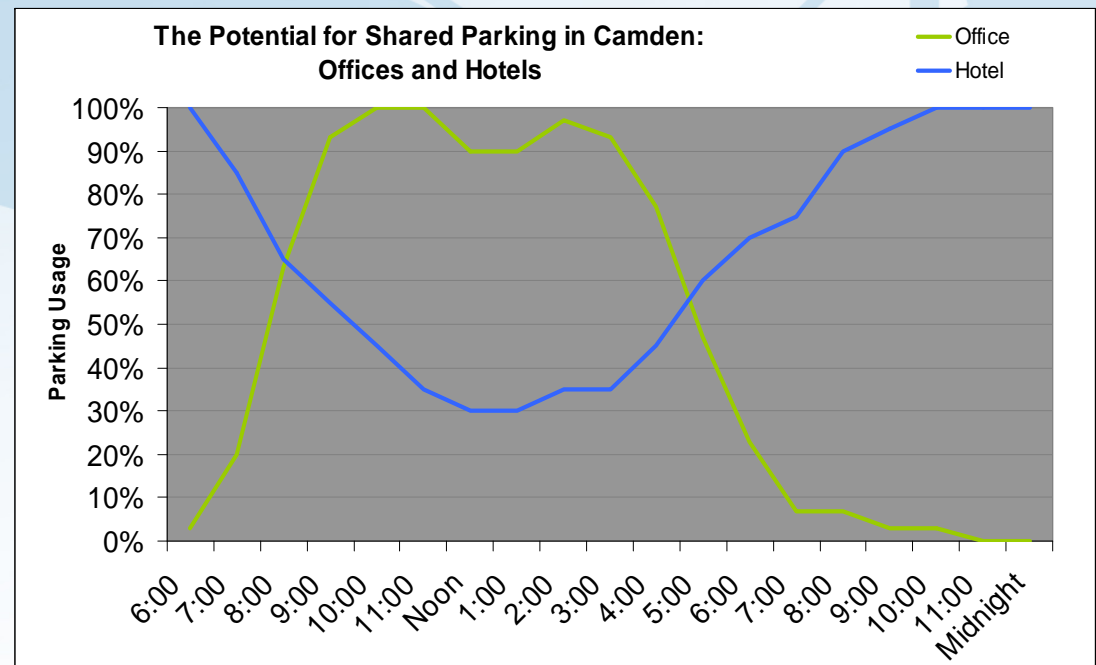
Evaluate Parking Prices and Payment Options

- “Performance Parking” is the practice of adjusting prices and regulations to achieve maximum short-term usage (85%).
- For on-street parking, “smart” electronic parking meters can be beneficial for customers and more cost effective.
- Increase revenue through pricing strategies.



Use Existing Parking Efficiently

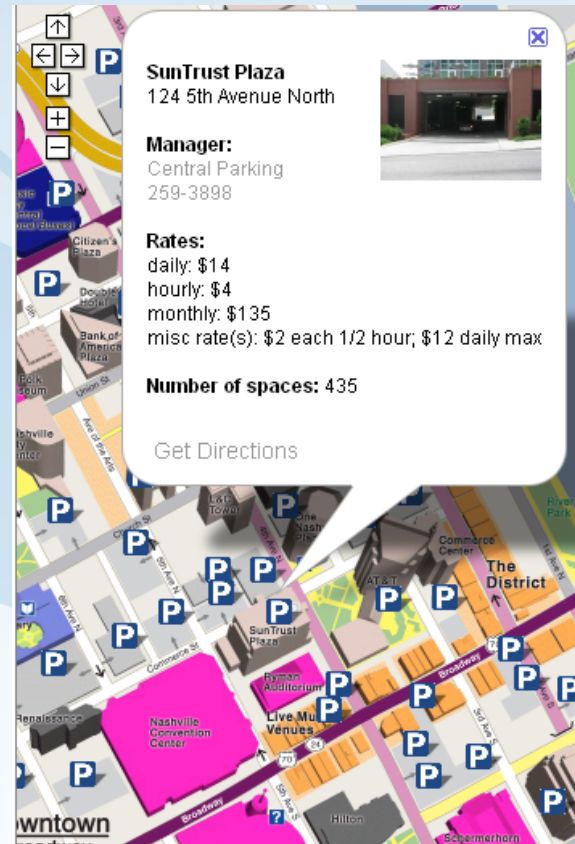
- Designate prime spaces for high occupancy vehicles and/or car-share vehicles
- Author shared parking agreements where appropriate.
- Offer free parking only where necessary (jurors).



Source: Desman Associates. *The City of Camden Parking Authority Waterfront Parking Study*. November 18, 2003.

Communicate with Users

- Continue to use wayfinding signs to identify parking options.
- Offer real-time information at parking locations.
- Update the Parking Authority's website to include an interactive map of the city's parking.



Source:
<http://www.flickr.com/photos/hakuryuu/2536407590/>

Address Environmental Issues

- Incorporate design features into all new structured garages and surface lots that reduce stormwater runoff (rain gardens, filter strips, drainage swales, infiltration trenches, porous pavers, etc).
- Redesign existing detention basins to allow for greater absorption of rainwater on site.
- Recommend green street elements to enhance the overall sustainability of the area.

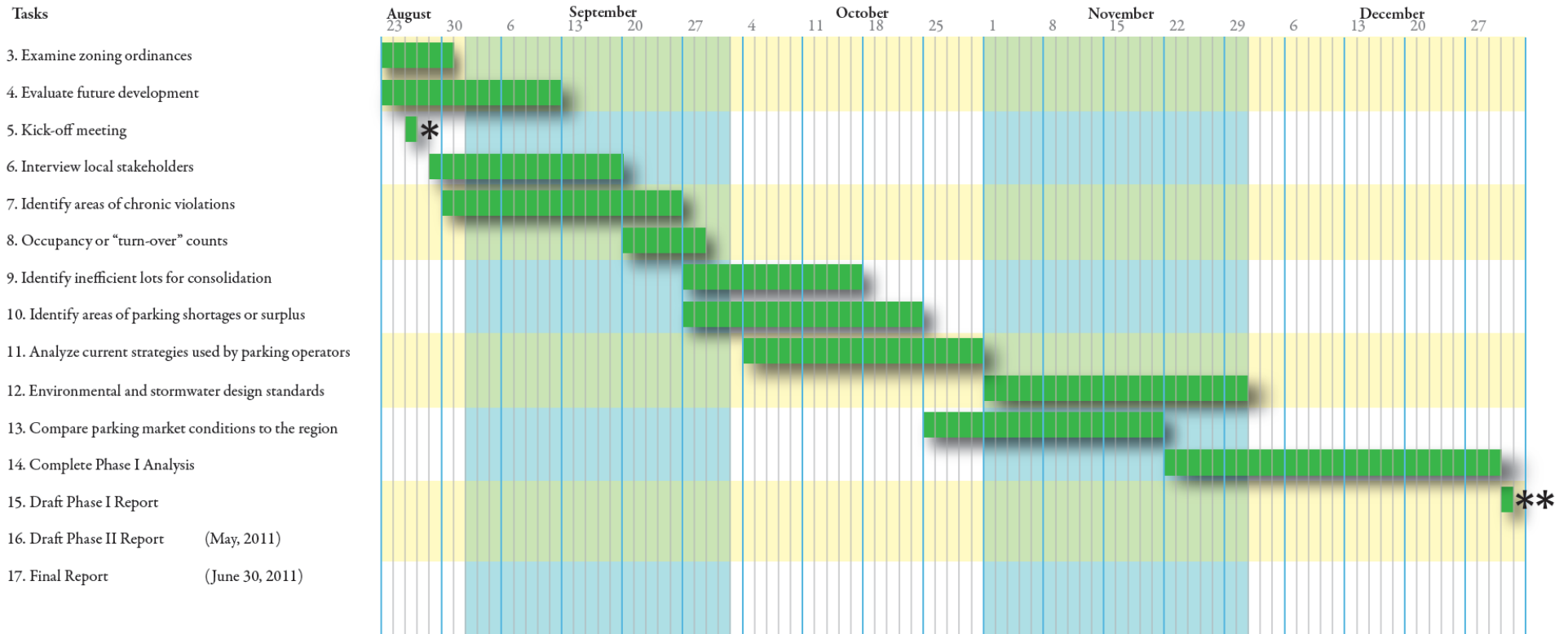


Source: Courier Post

Moving Forward



Project Schedule



* Meeting

** Deliverable

We Need Your Help!

- Provide off-street capacities and hourly utilization, pricing policies, etc.
- Identify areas with chronic violations.
- Describe anticipated (re)development projects, relevant zoning/planning regulations, etc.

Thank You!

Please come forward for discussion.

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