



**Finding Space: Balancing Parking Needs and Urban Vitality in
the City of Camden
PHASE ONE DRAFT REPORT**

**Presentation to:
Study Advisory Committee
10AM, Wednesday, February 9, 2010**

Study Purpose

Provide Camden with a comprehensive parking strategy that:

- brings together previous studies and plans
- simplifies a confusing array of parking options
- meets the needs of existing businesses and institutions
- is balanced with future development goals

Timeline

Duration of Study: July 2010 – June 2011

Technical Memo: October 2010

Draft Phase One Report: January 2011

Final Report: June 2011

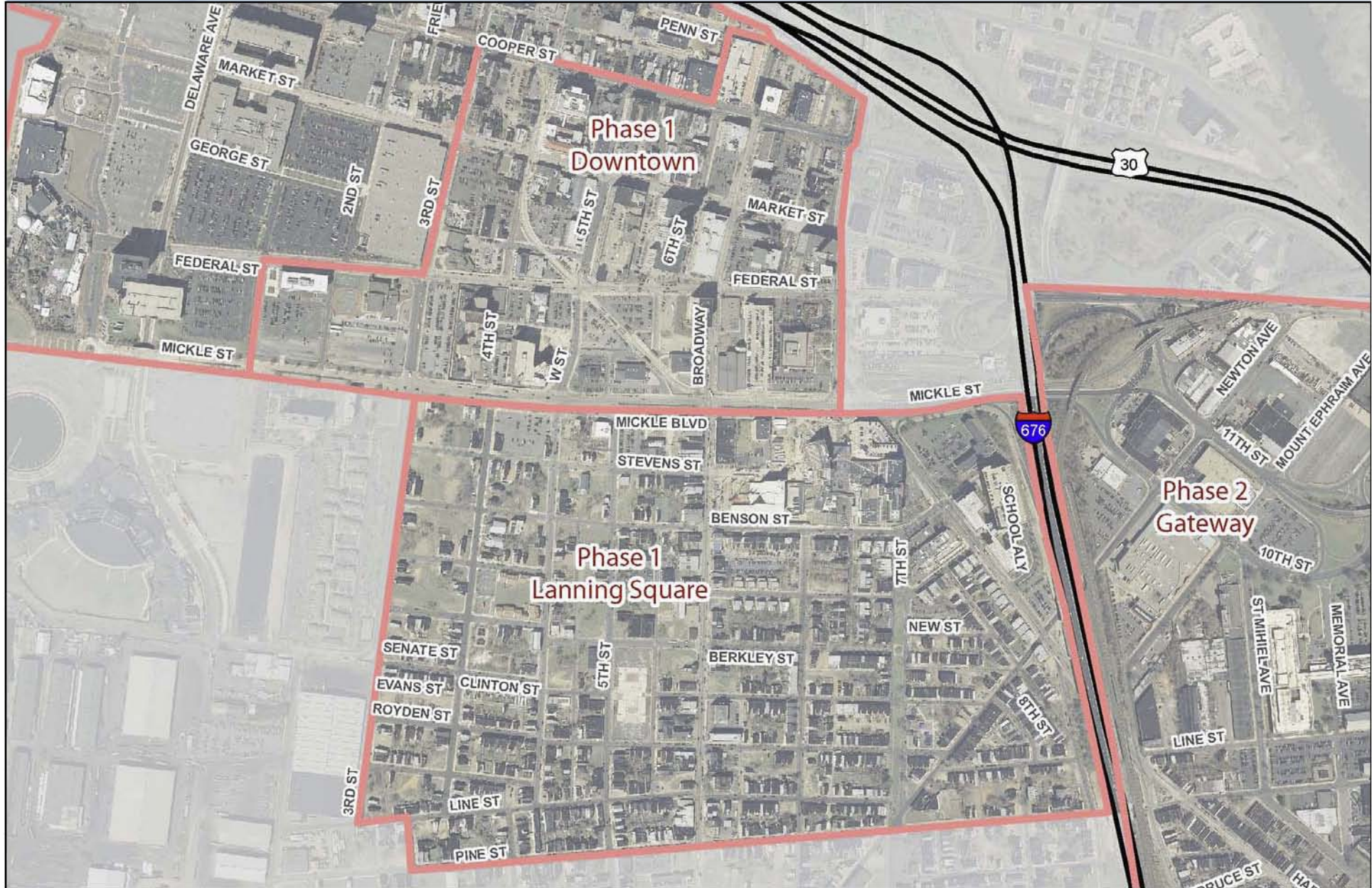
Stakeholder Meetings

- 7/14/2010 at 9:00 AM – Camden County
- 8/10/2010 at 3:00 PM – Cooper's Ferry Development Association
- 9/28/2010 at 10:00 AM – Rutgers University
- 9/28/2010 at 1:30 PM – Camden Police Department, Rutgers Police Department, Camden Parking Authority, Cooper's Ferry Development Association
- 9/28/2010 at 2:00 PM – Camden Redevelopment Agency
- 9/29/2010 at 2:30 PM – Cooper Hospital
- 10/7/2010 at 2:00 PM – Delaware River Port Authority
- 10/8/2010 at 10:00 AM – Cooper's Ferry Development Association
- 10/14/2010 at 2:30 PM – Camden County
- 10/21/2010 at 9:00 AM – Camden Parking Authority

Study Area



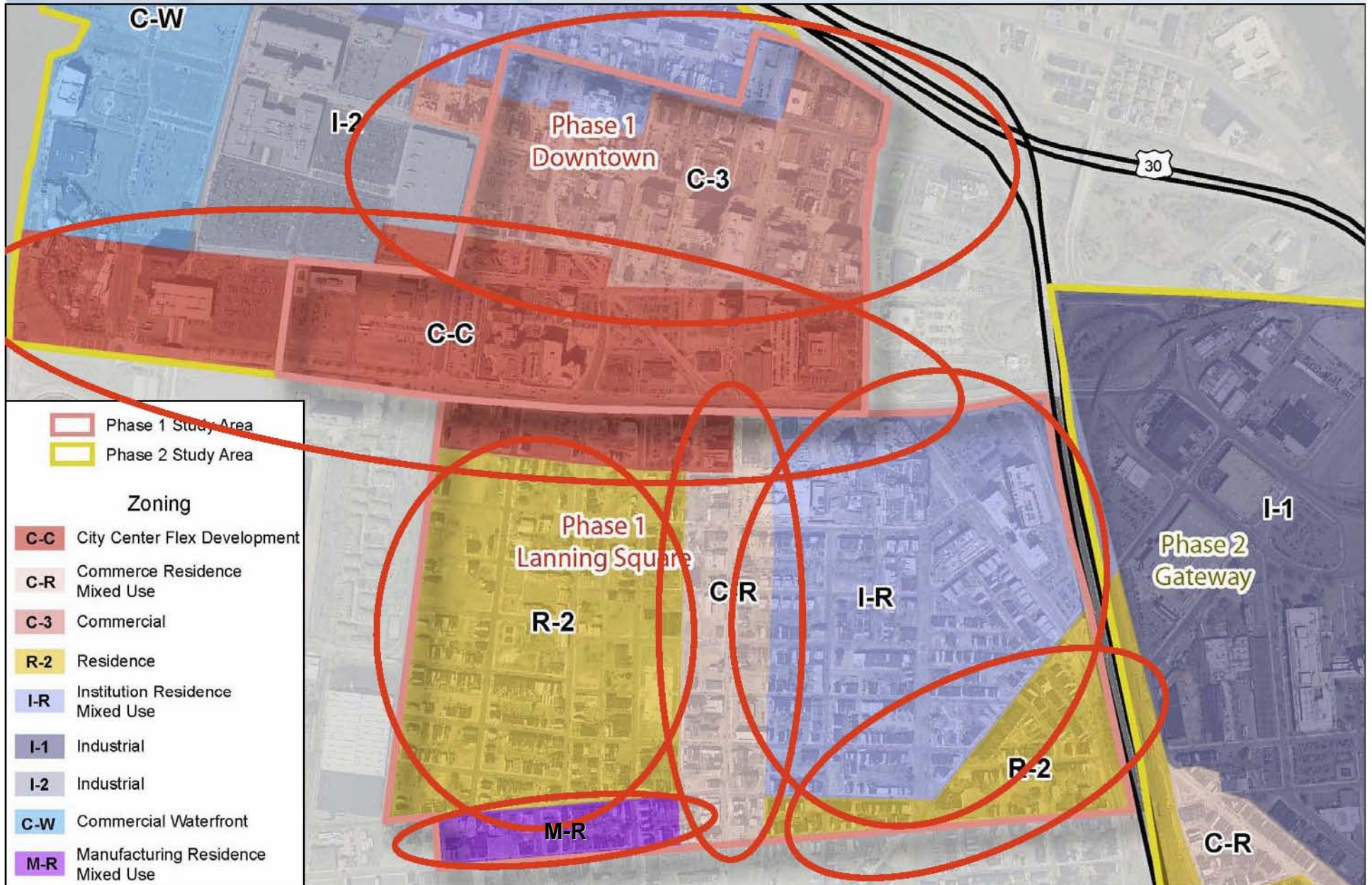
Phase One Study Area



Studies and Plans Reviewed

- City of Camden Parking Study, 1988
- FutureCamden Master Plan, 2002
- The City of Camden Parking Authority Waterfront Parking Study, 2003
- Rutgers Camden Campus Plan, 2003
- Camden Downtown Redevelopment Plan, 2004
- Cooper Plaza Redevelopment Plan, 2005
- Gateway Redevelopment Plan, 2005
- City of Camden Downtown/Riverfront Traffic Circulation and Management Study, 2005
- Steiner & Dranoff Master Plan for the Downtown Waterfront, 2008
- Lanning Square Redevelopment Plan, 2008
- North Camden Neighborhood Plan, 2008
- North Camden Infrastructure Assessment Study, 2009
- Cooper University Hospital Parking Structure Feasibility Study, 2009
- A Vision for Cooper's Poynt, 2010
- Downtown & Beyond: Annual Report on the State of Economic Development in the Camden Special Services District, 2010
- Welcome to Camden Wayfinding and Directional Signage Program, Cooper's Ferry Development Corporation, 2010
- Camden – Glassboro Light Rail Transit Analysis of Camden Stops and Opportunities, Heart of Camden, 2010
- Student Housing Market Study & Demand Analysis, Rutgers University – Camden, 2010

Zoning Districts

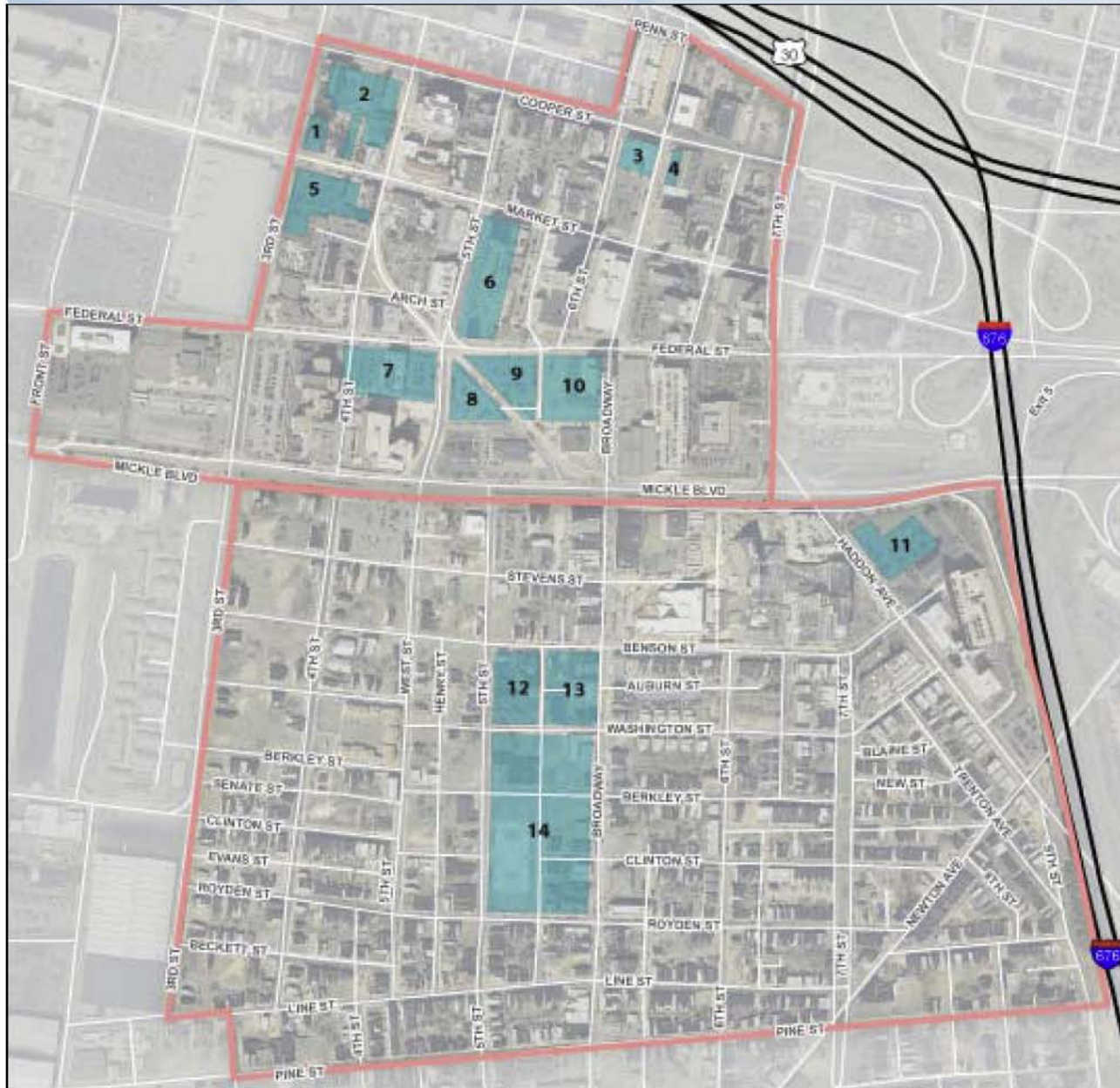


Parking Required by Zoning Ordinance

- Overall, parking requirements match current smart growth recommendations.
- The parking requirement for General Retail could be reduced to 3-4 spaces per 1,000 square feet of gross floor area.

Land Use	Parking Requirement
One and Two Family Dwellings	1 space per unit
Multiple Family Dwellings	1.5 spaces per unit
Multiple Family Dwellings, over 50% Senior Citizens	1 space per 4 units
Hotels	1 parking space per 3 rooms, plus 1 space per every 5 employees, plus additional spaces as required due to supplementary parking-generating activities.
Hospitals	1 space per every 4 beds, plus 1 space per doctor, plus 1 space per every 2 employees
Institutional Homes	1 space per every 10 beds
Places of Public Assembly	1 space per every 5 seats
Offices	1 space per 500 square feet of floor area
General Retail	5.5 spaces per 1,000 square feet of gross floor area
Restaurants and Clubs	1 space per every 4 seats, plus 1 space per every 2 employees
Theaters	1 space per every 4 seats
Wholesale Retail	1 space per 1,000 square feet of gross floor area, plus 1 space per every 2 employees on the greatest shift
Industrial	1 space per every 2 employees on the greatest shift
Mixed-Use	Total parking spaces shall be equal to the sum of the requirements for the individual uses computed separately
Athletic Fields	5 spaces per field
Pools	25 spaces per Olympic-sized pool
Tennis Courts	2 spaces per court
Small Craft Boat Ramps	25 oversized spaces per ramp
Amphitheaters	1 space per every 5 people
Marinas	2 spaces per boat slip
Commercial Recreation Facilities	1 space per every 1,000 square feet of commercial space
Ice Rink	25 spaces
Linear Park Public Access Points	50 spaces per mile

Development Projects



- 1** Senior Housing
- 2** Student Housing
- 3** Rowan Expansion
- 4** Wilson Building
- 5** Mixed-Use Housing
- 6** Parkade Building
Redevelopment
- 7** County Courthouse
Expansion
- 8** Block N Phase 2
- 9** Parking Garage
- 10** Block N Phase 1
- 11** Cancer Center
- 12** Cooper Biomedical
Research Facility
- 13** Medical School
- 14** Lanning Square
Elementary School

On-Street Parking

Three types:

- Residential permit parking
- Metered parking
- Unrestricted



12-hour license plate survey:

- Volume
- Occupancy rate
- Turnover
- Origin of parkers

Surveyed subareas

- City Hall
- Cooper Hospital
- Camden County Justice Center
- LEAP Academy / Camden County College / Rowan
- South Broadway commercial corridor (between MLK and Pine)

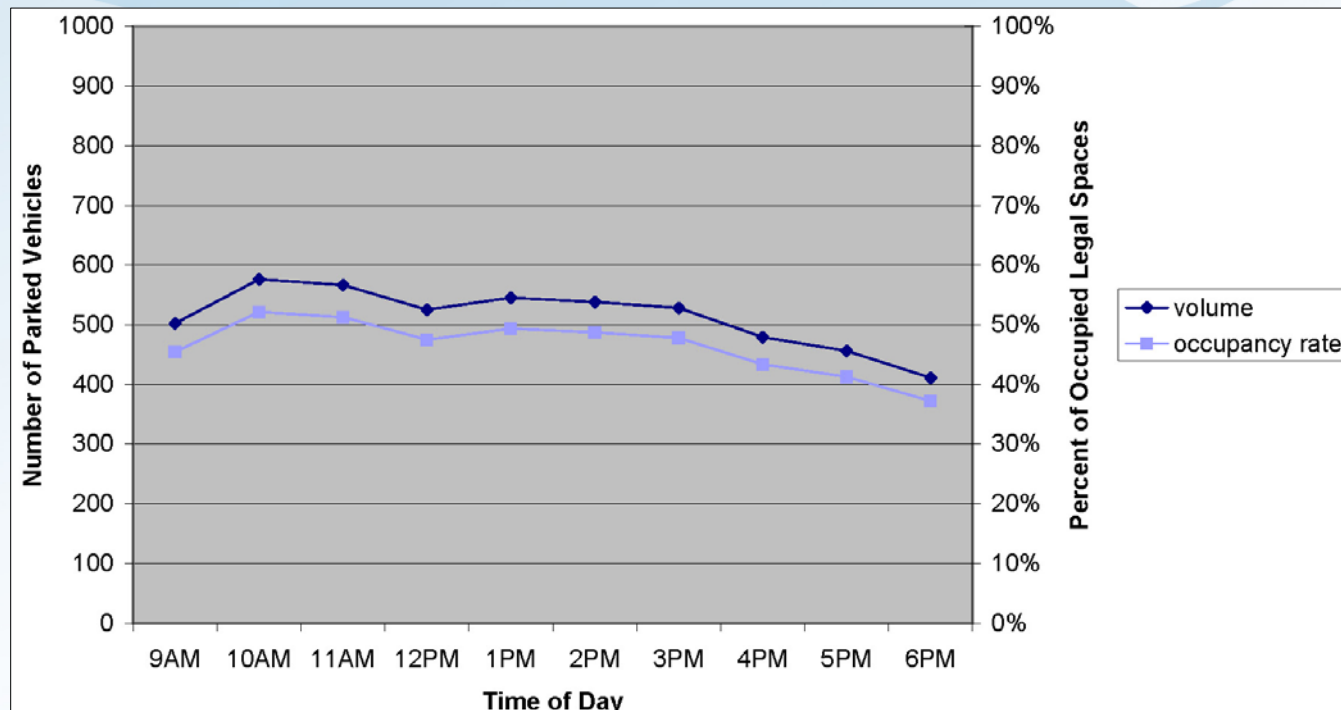
On-Street Parking

- Circled numbers indicate the number of parking meters for the corresponding orange segment.
- Green segments represent residential permit on-street parking.
- The remaining orange segments represent unrestricted on-street parking.



On-Street Parking Volume and Occupancy Rates

- Overall, no shortage of parking - at the peak parking hour of 10AM the occupancy rate was 52%.
- Specific areas within the Central Business District and along Broadway are at or beyond capacity at peak times.



On-Street Parking Turnover

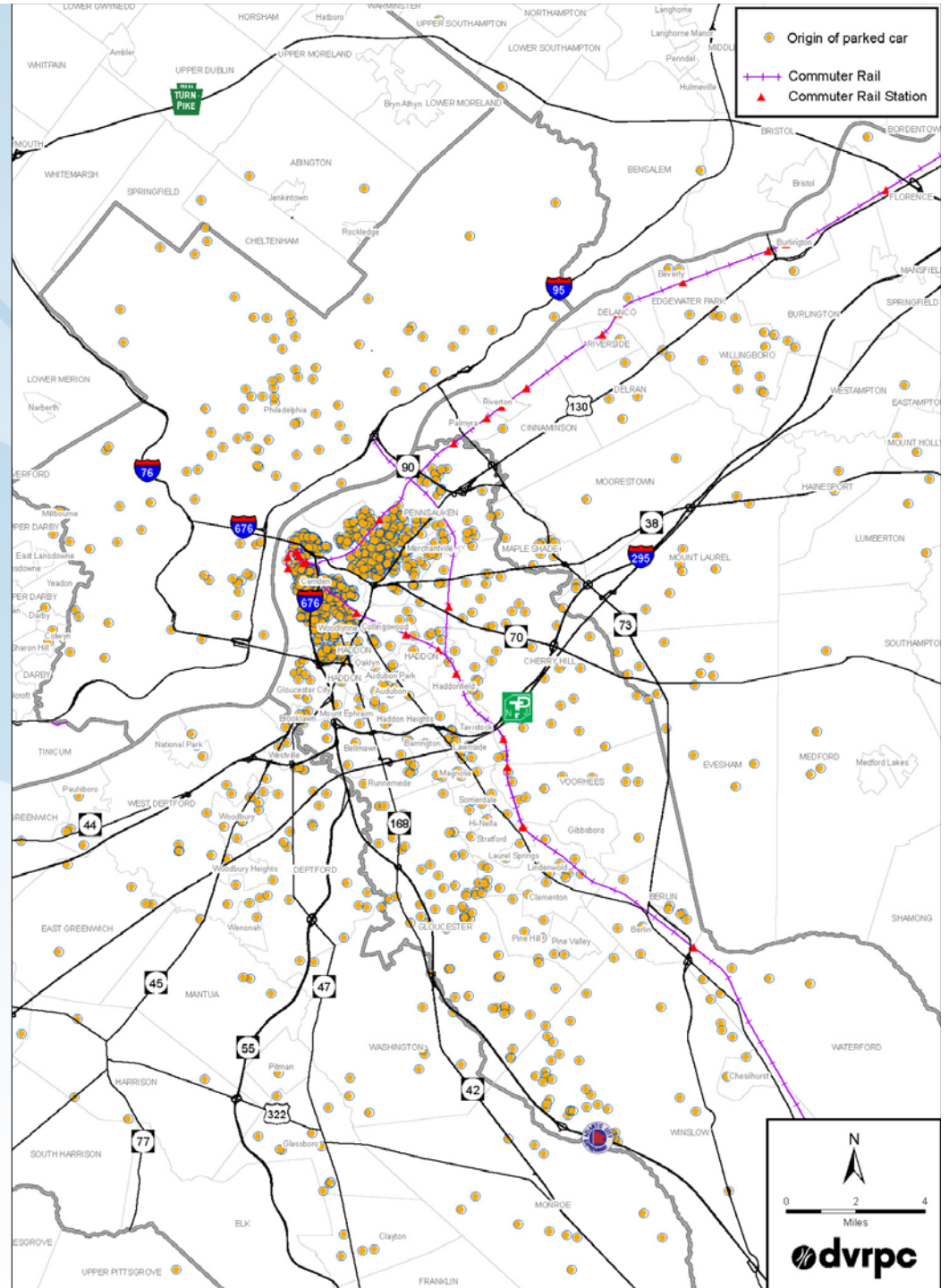
On-street parking was used mainly for short-term parking.

- 64% of vehicles were parked for one hour or less
- 85% of vehicles were parked for three hours or less

On-Street Parking Turnover		
Duration of Consecutive Parking in Hours	Number of Vehicles	Percent
1	1,504	64.0%
2	345	14.7%
3	157	6.7%
4	95	4.0%
5	62	2.6%
6	52	2.2%
7	32	1.4%
8	36	1.5%
9	15	0.6%
10	35	1.5%
11	4	0.2%
12	13	0.6%

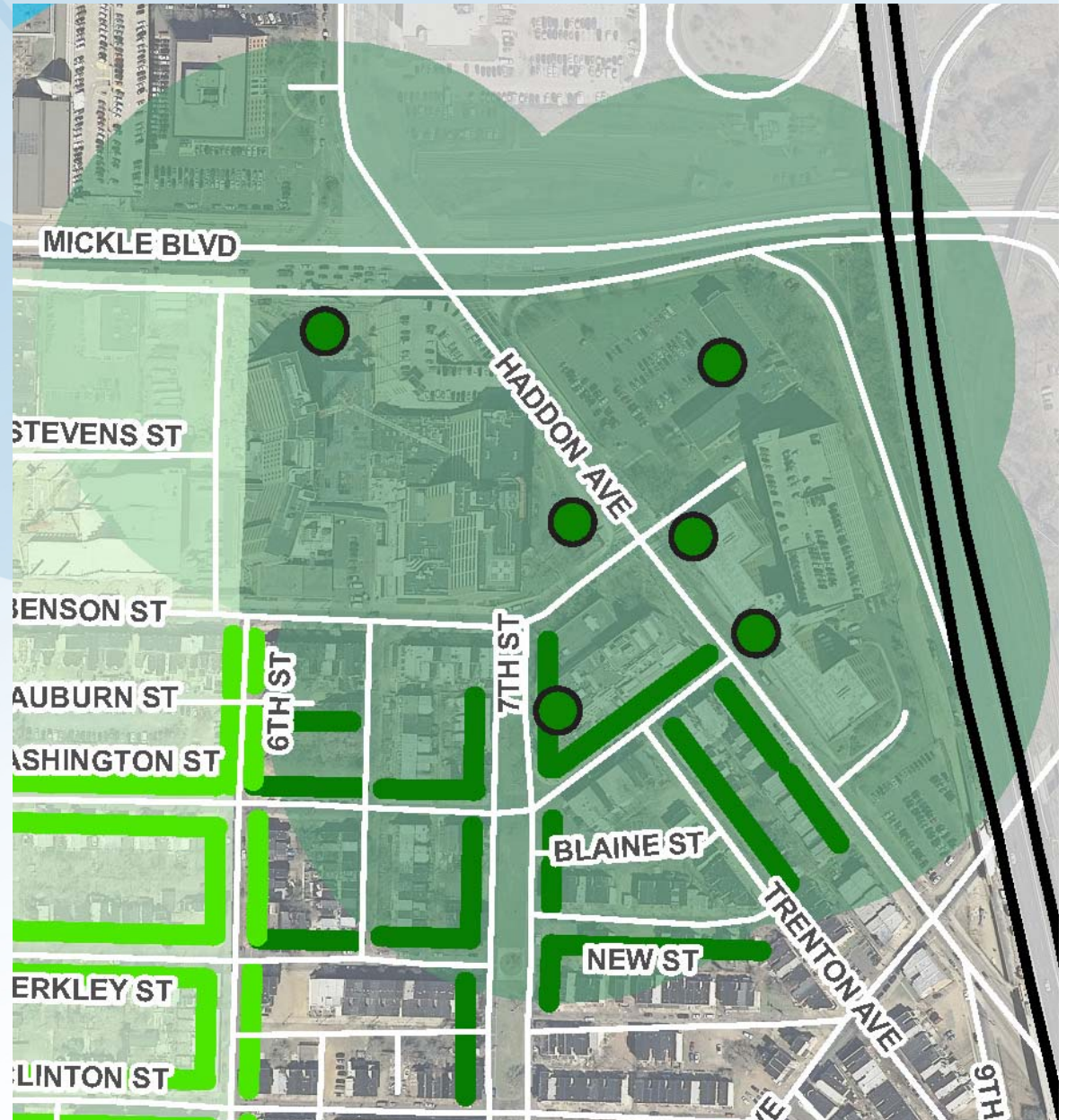
Origin of On-Street Parked Vehicles

- 739 vehicles surveyed were registered in Camden City (35% of total)
- Of those, 240 were registered to addresses within the Downtown or Cooper/Lanning area.
- Cars coming from outside the city traveled an average of 17 miles.
- Limited potential to complete trips via rail transit – only 10 vehicles registered within ¼ mile of a PATCO or RiverLINE station.



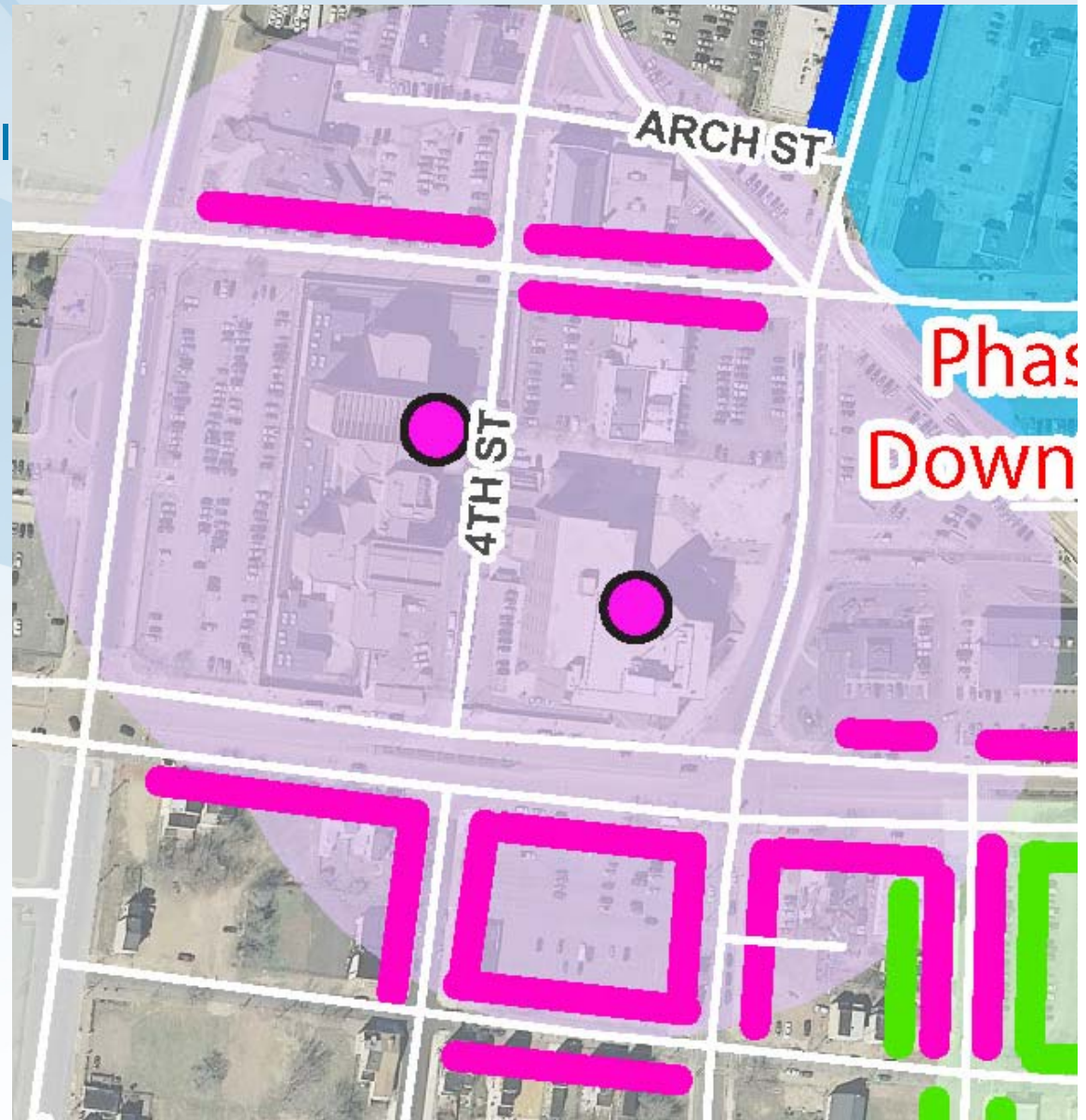
On-Street Parking: Cooper Hospital Subarea

- Includes all available on-street parking within a typical block's distance of an entrance.
- Steady demand throughout the day, approximately 60% occupancy rate.
- Peak demand occurred at 3:00PM with 64% occupancy.
- Existing on-street supply is adequate



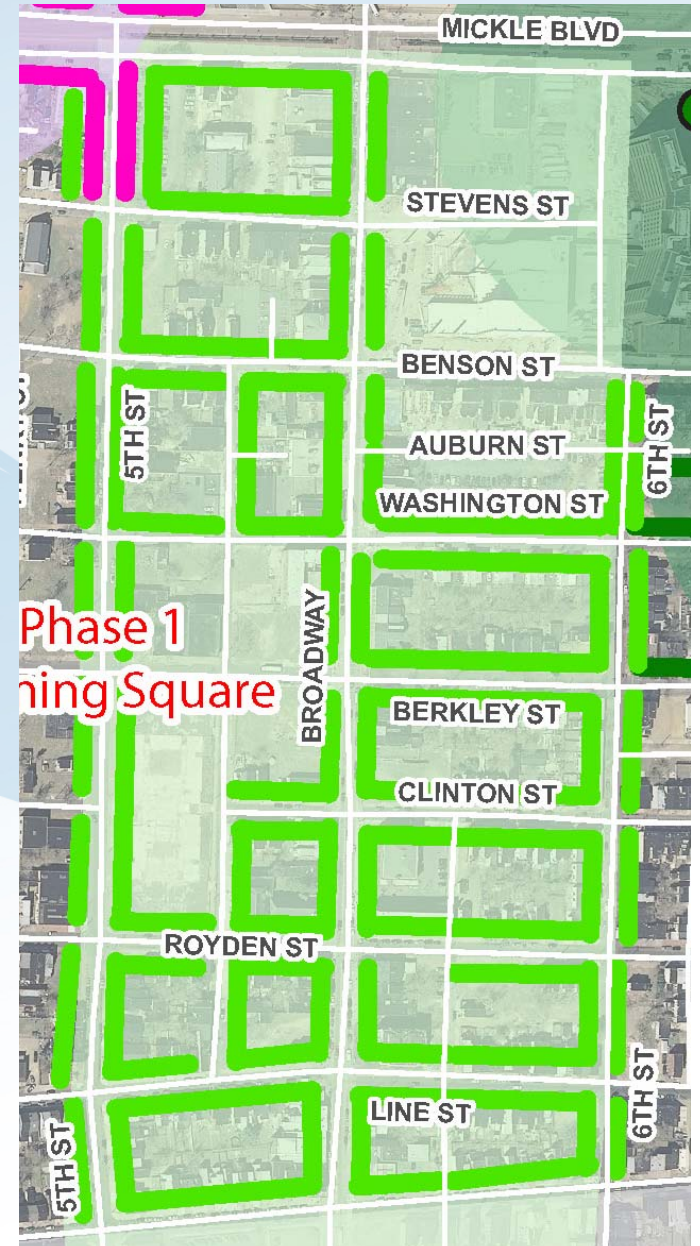
On-Street Parking: Justice Center Subarea

- Includes all available on-street parking within a typical block's distance from an entrance to Courthouse or Jail.
- Steady demand from 9:00AM to noon, approximately 60% occupancy rate.
- Peak demand occurred at 10:00AM with 62% occupancy.
- After 1:00PM occupancy dropped to about 40%.
- Existing on-street supply is adequate



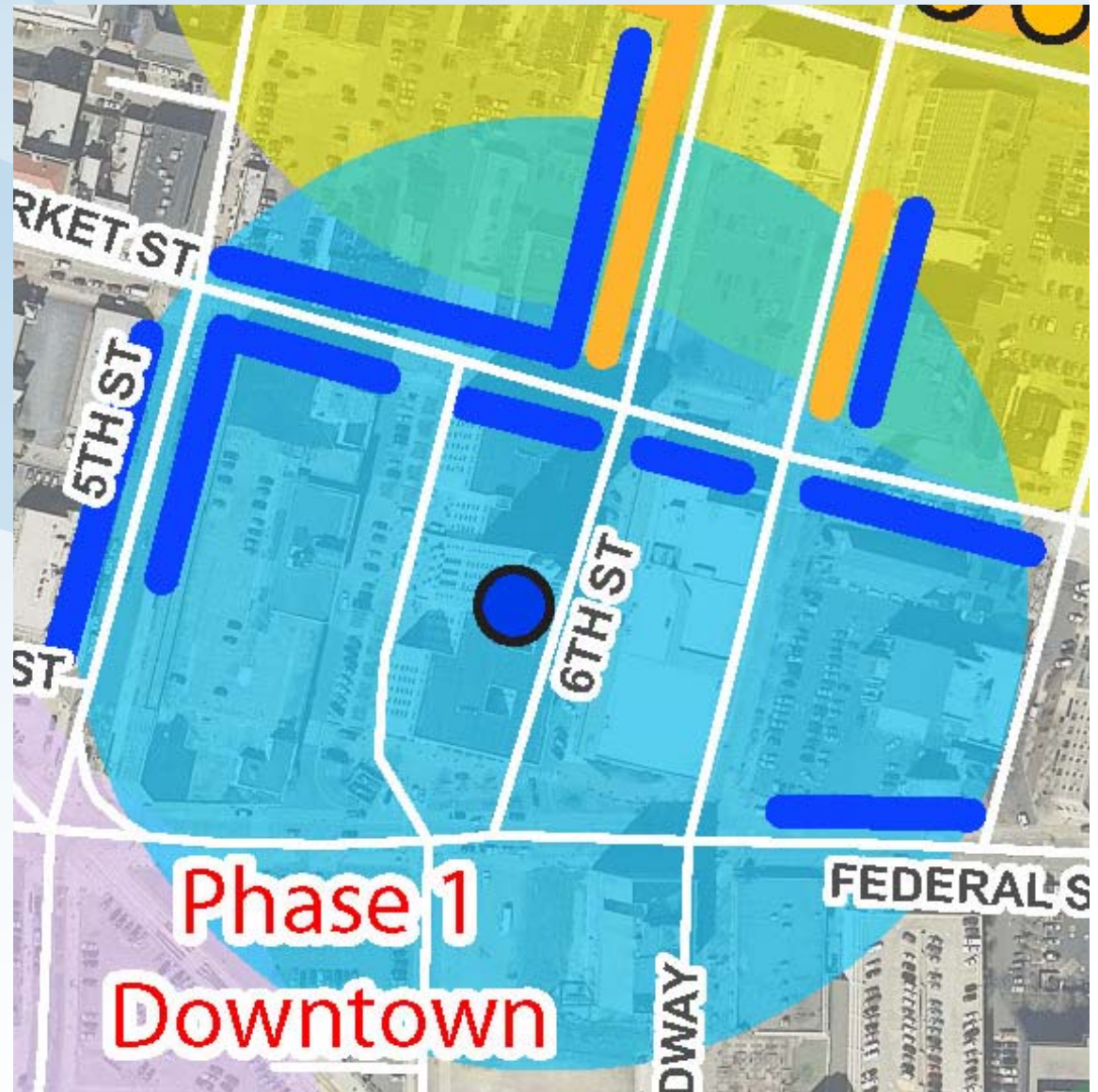
On-Street Parking: South Broadway Subarea

- Includes all on-street parking within a one block radius from Broadway, between MLK Blvd and Pine St.
- Steady demand from 9:00AM to 6:00PM, approximately 40% occupancy rate.
- Peak demand occurred at 3:00PM with 42% occupancy.
- Overall, existing supply is sufficient. Though certain blocks experienced consistently high demand.



On-Street Parking: City Hall Subarea

- Includes all available on-street parking within a one block radius of the entrance.
- High demand from 9:00AM to 3:00PM, over 95% occupancy rate.
- High turnover, 90% of vehicles parked for two hours or less.
- Insufficient on-street capacity indicated.



On-Street Parking: LEAP/CCC/Rowan Subarea

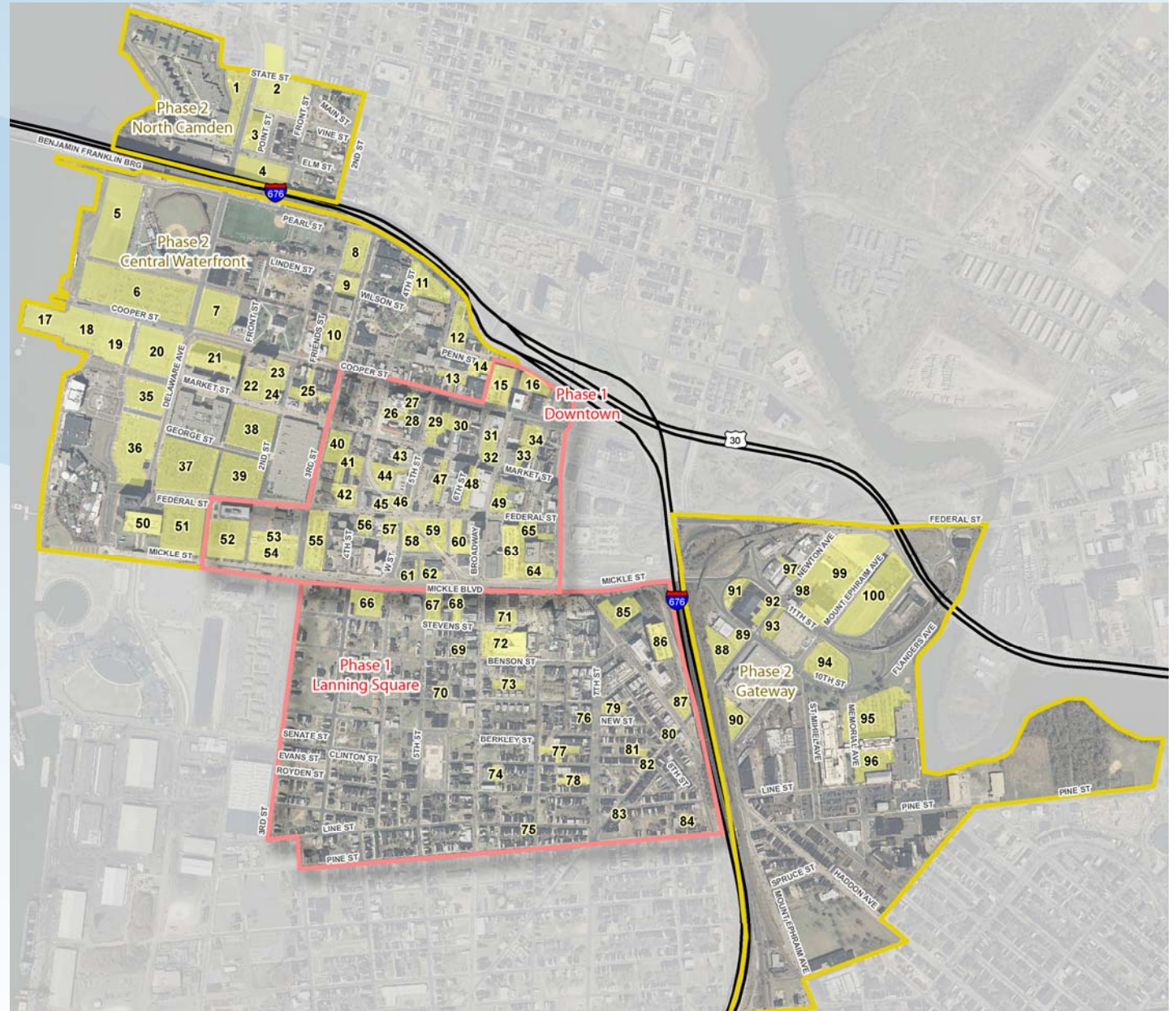
- Includes all available on-street parking within a one block radius of LEAP, CCC, and Rowan .
- Very high demand from 9:00AM to 5:00PM, at least 95% occupancy rate, often over 100%.
- High turnover, 90% of vehicles parked for two hours or less.
- Significant on-street capacity problems indicated.



Off-Street Parking Lots and Garages

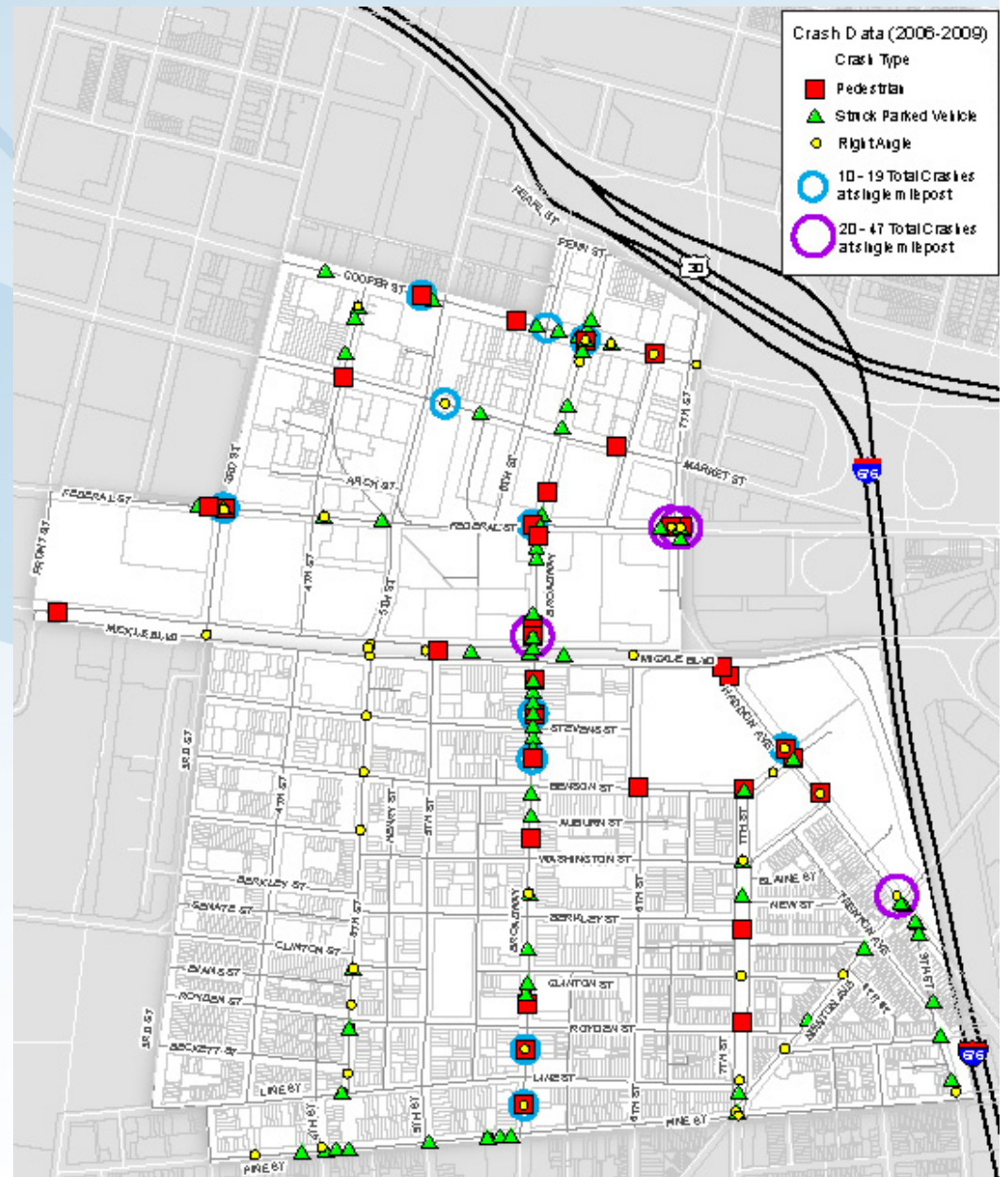
Parking Options

- City of Camden Parking Authority Lots and Garages
- Camden County Improvement Authority Garages
- Rutgers University Lots
- Camden County College Garage
- Reserved Private Parking Lots
- Public Parking Lots - Privately Owned
- Restricted Retail Commercial Parking Lots



Crash Analysis

- Vehicular and pedestrian crashes correspond with activity levels.
- High crash rates of specific crash types indicate where and what type of safety improvements are most needed.
- Pedestrian amenities can help reduce their crash rates.



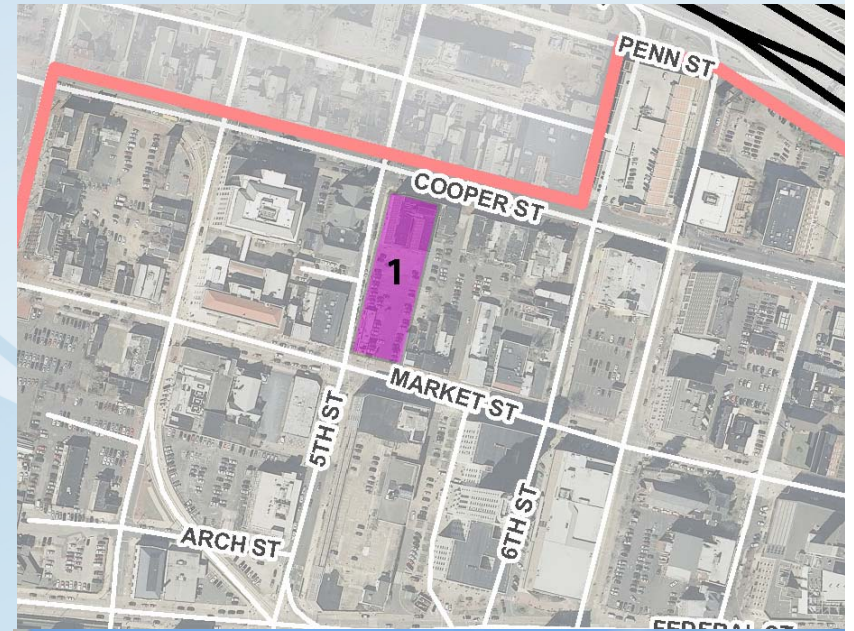
Vehicular Volume and Parking Demand

- Time-of-day directionality (larger volumes inbound during the AM; larger volumes outbound in the PM)
- Imbalance indicates available capacity in the highway network.
- The inefficiencies and imbalances of the existing road network should be taken into consideration when selecting the site of any future developments, particularly parking facilities, as a site's proximity to established and well-utilized travel routes will affect the viability of that facility.

Possible Sites for New Structured Parking

Site 1 (Plaza Hotel)

- Historic façade could be preserved
- Existing tunnel from PATCO to Plaza Hotel
- Opportunity for shared use
- Compatible with adjacent uses
- Opportunity for mixed-use garage
- Proximity to many users
- Pedestrian friendly
- Easy vehicular access
- Would require some demo
- Location is within LEAP / CCC / Rowan and City Hall subareas which have insufficient capacity



Possible Sites for New Structured Parking

Site 2 (surface lot)

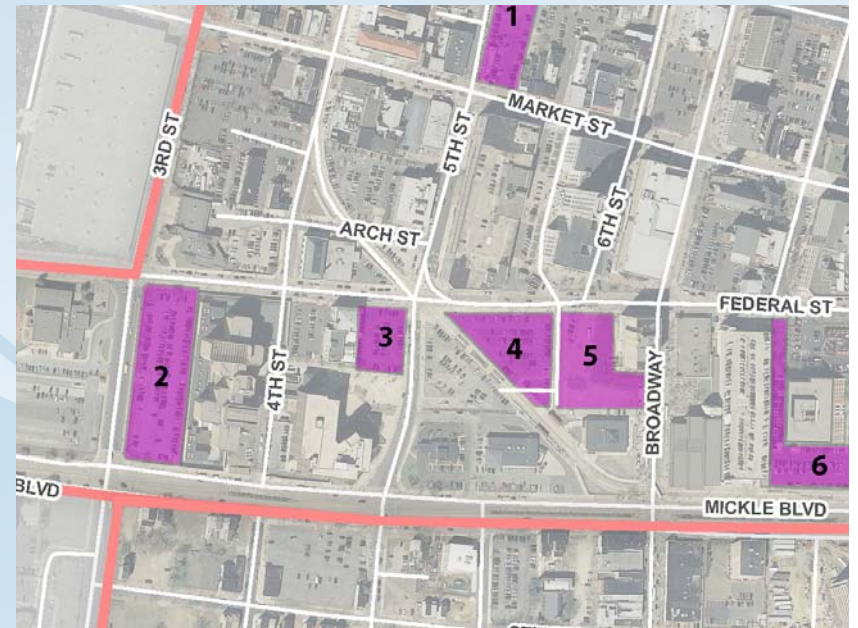
- Adjacent to County Jail
- Opportunity for shared use
- No building demo required
- Compatible with adjacent uses
- Opportunity for mixed-use garage
- Proximity to many users
- Pedestrian friendly
- Easy vehicular access
- Redundancy in market served
- No capacity problems indicated in area



Possible Sites for New Structured Parking

Site 3 (surface lot)

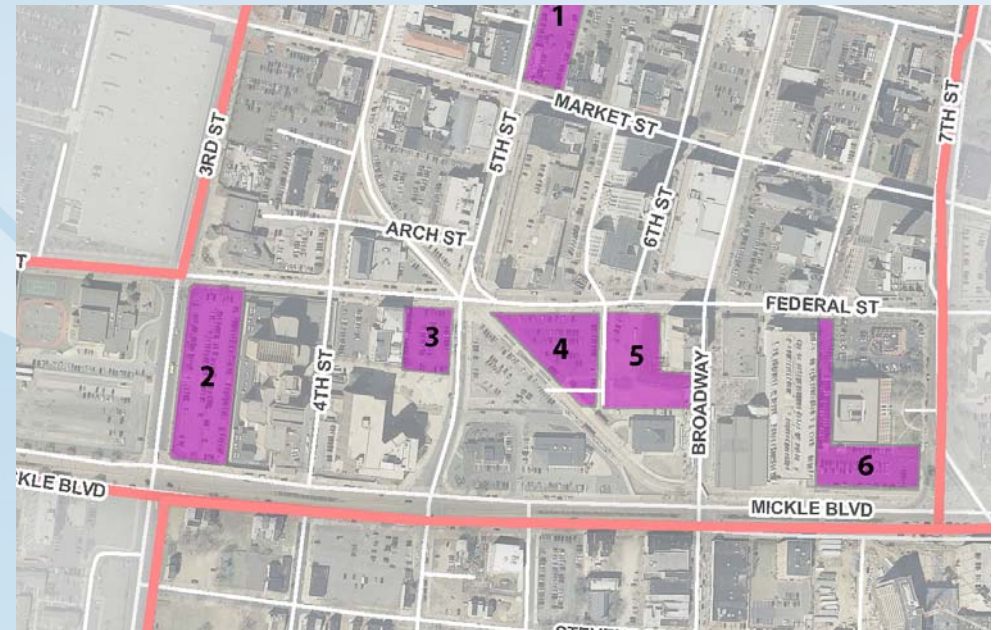
- Adjacent to the proposed Justice Center expansion
- May require relocation of library, but the Justice Center expansion may necessitate that anyway
- Opportunity for shared use
- Compatible with adjacent uses
- Proximity to many users
- Pedestrian friendly
- Easy vehicular access
- Possible redundancy in market served due to nearby surface lots
- Located just outside the City Hall subarea which has insufficient capacity



Possible Sites for New Structured Parking

Site 4 (surface lot, northeast half of Block N)

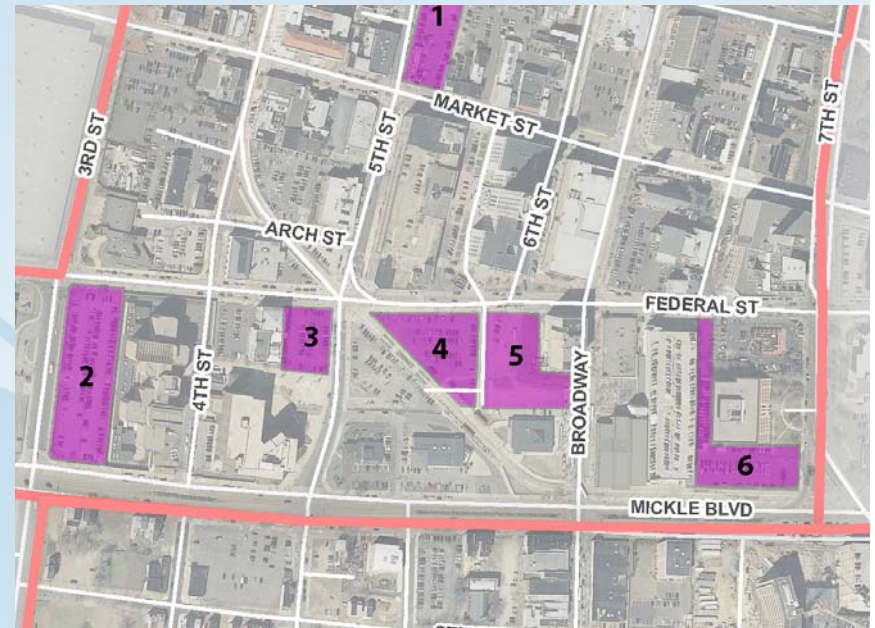
- Opportunity for shared use
- No building demo required
- Compatible with adjacent uses
- Opportunity for mixed-use garage
- Proximity to many users
- Pedestrian friendly
- Easy vehicular access
- Irregularly shaped lot, but potential to consolidate with adjacent Site 5 for a larger building footprint
- Located within the City Hall subarea which has insufficient capacity



Possible Sites for New Structured Parking

Site 5 (L-shaped lot adjacent to Penn Pizza Palace)

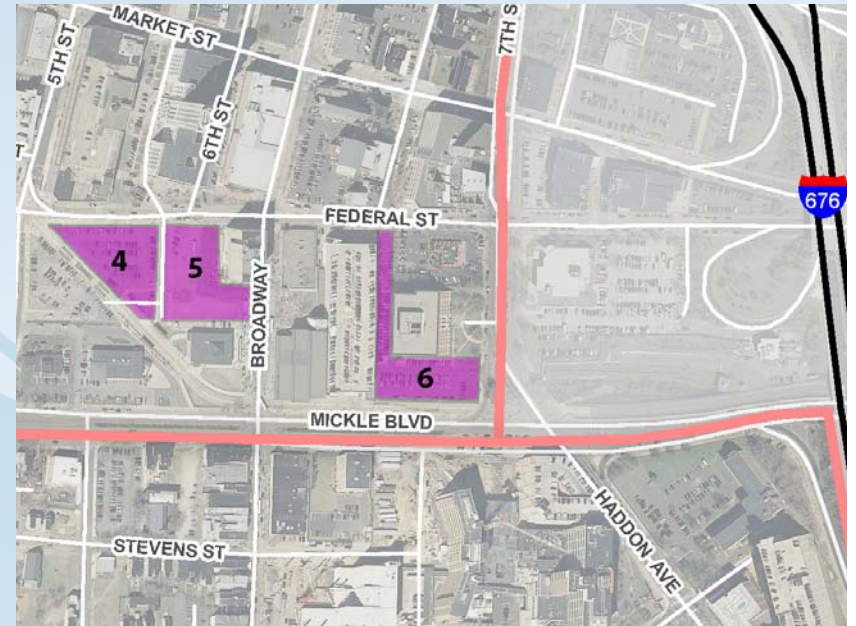
- Opportunity for shared use
- Compatible with adjacent uses
- Opportunity for mixed-use garage
- Proximity to many users
- Pedestrian friendly
- Easy vehicular access
- Potential to consolidate with adjacent Site 4 for more frontage on Federal Street
- May require stabilization or demo of partially vacant building housing Penn Pizza Palace
- Located within the City Hall subarea which has insufficient capacity, and near the at-capacity WRTC garage



Possible Sites for New Structured Parking

Site 6 (State Office Building surface lot adjacent to Walter Rand TC)

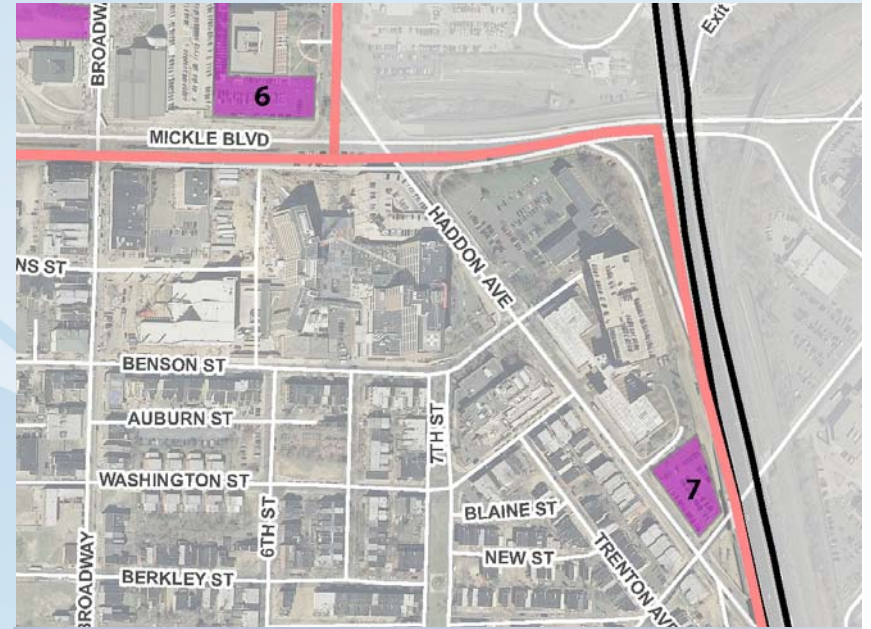
- Opportunity for shared use
- No building demo required
- Opportunity for mixed-use garage
- Proximity to many users
- Pedestrian friendly
- Easy vehicular access
- Opportunity to strengthen Walter Rand as Camden's transportation hub
- New structure may obstruct views from State Office Building
- Located just outside the City Hall subarea which has insufficient capacity



Possible Sites for New Structured Parking

Site 7 (vacant land)

- Would serve only Cooper Hospital
- Could accommodate garage with up to 850 spaces
- No building demo required
- Easy vehicular access
- Redundancy in market served since unrestricted street parking is available nearby



Parking Management: Shared Parking

- Because of Camden's limited public resources any new parking facilities should be shared to achieve maximum value for dollars.
- Two existing garages have capacity for sharing: Camden County College garage and the Waterfront garage.



Parking Management: Smart Growth Policy

- Smart growth environments feature dense, walkable street grids and a pattern of mixed-use development.
- Vibrant street-level uses increase public safety.
- Camden has a walkable grid, but not a sustainable mix of uses.
- Any new parking structures in Camden should not preclude the development of more intense uses and should be wrapped with an appropriate mix of ground floor retail/commercial uses compatible with the eventual revitalization of the downtown.
- Camden could immediately pass an ordinance requiring new parking facilities located in or near the CBD to be mixed use.

Parking Management: Walking and Cycling Improvements

- The major barrier to walkability in downtown Camden is the perception that it is unsafe.
- The lack of bike facilities makes cycling an unattractive alternative mode of transportation.
- Some projects are currently underway:
 - NJ Transit upgrades to the public realm around Walter Rand TC
 - Cooper's Ferry Signage Program
 - Cooper Hospital area streetscape improvements
- **Additional upgrades needed:**
 - Pedestrian enhancements at the Broadway intersections at MLK and Cooper St
 - Bicycle lanes and streetscape improvements along MLK between Riverside Drive and Haddon Ave

Parking Management: Increasing Capacity of Existing Facilities

Existing Parking Structures

- Should be analyzed to determine if there is opportunity to park more cars in currently underutilized curb frontage (edges, corners) or opportunity for conversion of some regular-sized spaces to compact car spaces
- Should permit motorcycles to share car spaces or park in their own designated spaces located in areas unsuitable for larger vehicle parking.
- Should explore the use of valet parking (can increase capacity by up to 40%)

On-Street Parking Areas

- Should be evaluated to determine if there is appropriate width to convert parallel parking spaces to angled spaces
- Analysis should focus on Market Street from North 7th Street to Broadway and on 5th Street between Cooper and Markets streets, because both segments experience high occupancy rates during parking peak periods and may have the necessary additional street width.

Parking Management: Mobility Management

- “Mobility management” means increasing transportation system efficiency through changing people’s travel behavior.
- Some techniques include:
 - Encouraging local employers to offer TransitChek to employees
 - Calculating and unbundling the cost of individual parking spaces when leasing commercial and office space
 - Shuttling employees to the CBD from a remote parking location
- The parking problems in front of the LEAP Academy could be addressed through mobility management.
 - Use of the Safe Routes to School program to encourage more parents to walk their children to school or take public transit
 - Establishment of parent car pools
 - Relocation of parent drop-off/pick-up parking to the ground level of the Camden County College garage

Parking Management: Performance-Based Pricing

- Technique that sets parking prices to optimize parking facility use (85% occupancy rate)
- Appropriate for both on- and off-street parking
- Ensures that parking is utilized at a high rate, but that spaces are always available to those willing to pay
- Meter prices in the CBD should be increased to encourage high turnover:
 - Market Street and Cooper Street between Haddon Ave and 4th Street
 - 5th St, 6th St, North 7th St, and Broadway between Cooper Street and Federal Street
- Conversion of meters to kiosks increases both compliance and on-street supply

Parking Management: Enforcement of Existing Policy

- Provides important revenue stream
- Encourages drivers to pay for parking
- More enforcement needed:
 - Cooper Street between 7th Street and Broadway
 - Market Street from 4th Street to North 7th Street
 - 6th Street between Market and Cooper streets
- Inaccurate or confusing signage discourages compliance, so all signs should be up-to-date

Parking Management: Parking Benefit Districts

- Allows revenue gained from charging for parking to be returned to the community itself, usually in the form of streetscape or public realm enhancements.
- Residents are either exempt or buy permits at a reduced rate.
- In Camden, parking benefit districts could be established that divert only “new” money back to the immediate community since the City cannot afford to lose any existing revenue.
- Parking benefit districts in the Cooper Lanning and Downtown areas could be funded through:
 - Revenue from the addition of new parking meters.
 - Revenue generated through raising rates at existing parking meters.

Parking Management: Improving Existing Parking Operations

- Consolidation of existing lots and garages
- Maintenance of physical facilities
- Modernization of structured parking entry and exit
- Implementation of wayfinding signage program throughout entire study area
- Ongoing, regular audits of facilities

Summary

- **Background and Perspective:**
 - Plans & Studies, Stakeholder Input
 - Zoning and Development
- **Transportation Analysis:**
 - Volumes and Crashes
 - On/Off-Street Parking
- **Results:**
 - Potential Future Sites
 - Operations/Management Strategies

Next Steps

- **Shift geographic focus:**
 - Waterfront, Rutgers Univ., Gateway, and North Camden
- **Employ earlier analyses:**
 - Inventories of redevelopment projects and on-street parking
- **With some new applications:**
 - Stormwater mitigation, Parking Needs Case Study