



# FINDING SPACE

**BALANCING PARKING NEEDS  
and URBAN VITALITY**

**in the CITY of CAMDEN**

Final Presentation to Steering Committee

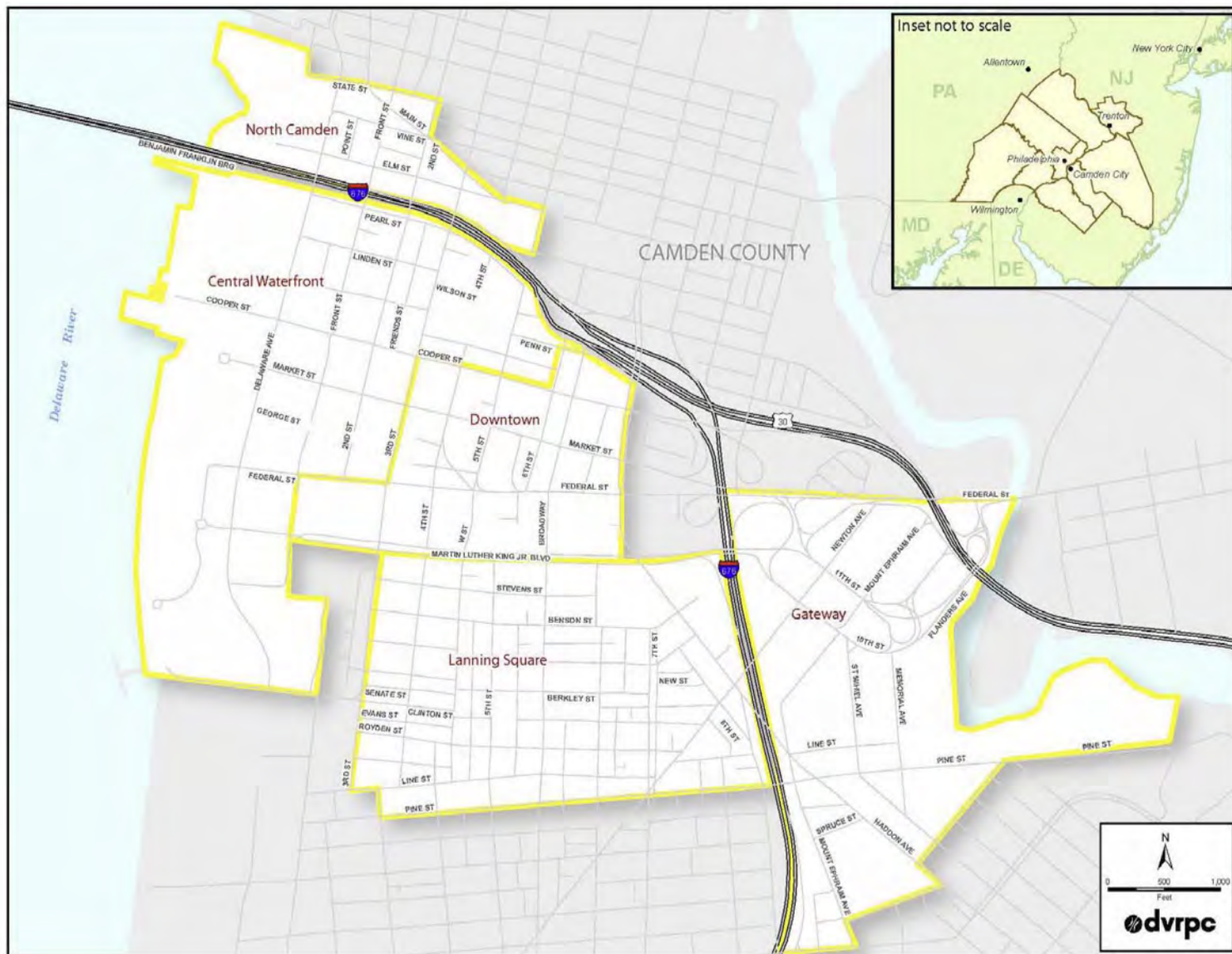
June 30, 2011

An aerial, black and white photograph of a densely packed parking lot. The cars are arranged in rows, and the perspective is from a high angle, looking down on the vehicles. The text is overlaid on the top left of the image.

# Study Purpose and Goals

- To assess the parking needs of critical areas
- To create a parking strategy that:
  - Increases and upgrades supply to meet demand sustainably
  - Increases revenue
  - Increases compliance
  - Increases safety and reduces crashes
  - Supports smart growth policy

# Study Area





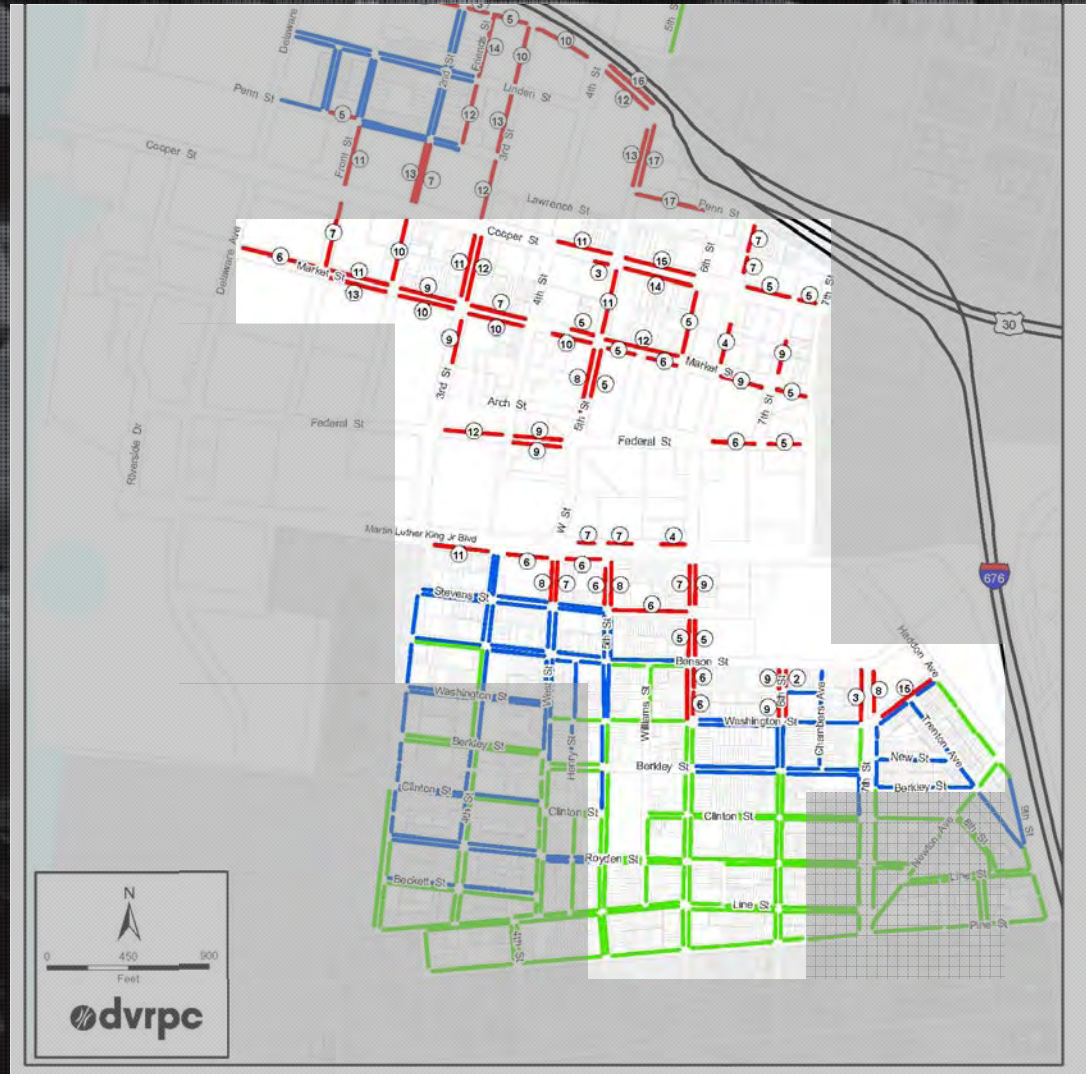
# Process

- Stakeholder Meetings
- Literature Review
- Data Collection
- Recommendations

# Data Collection: License Plate Survey

Downtown &  
Cooper Lanning

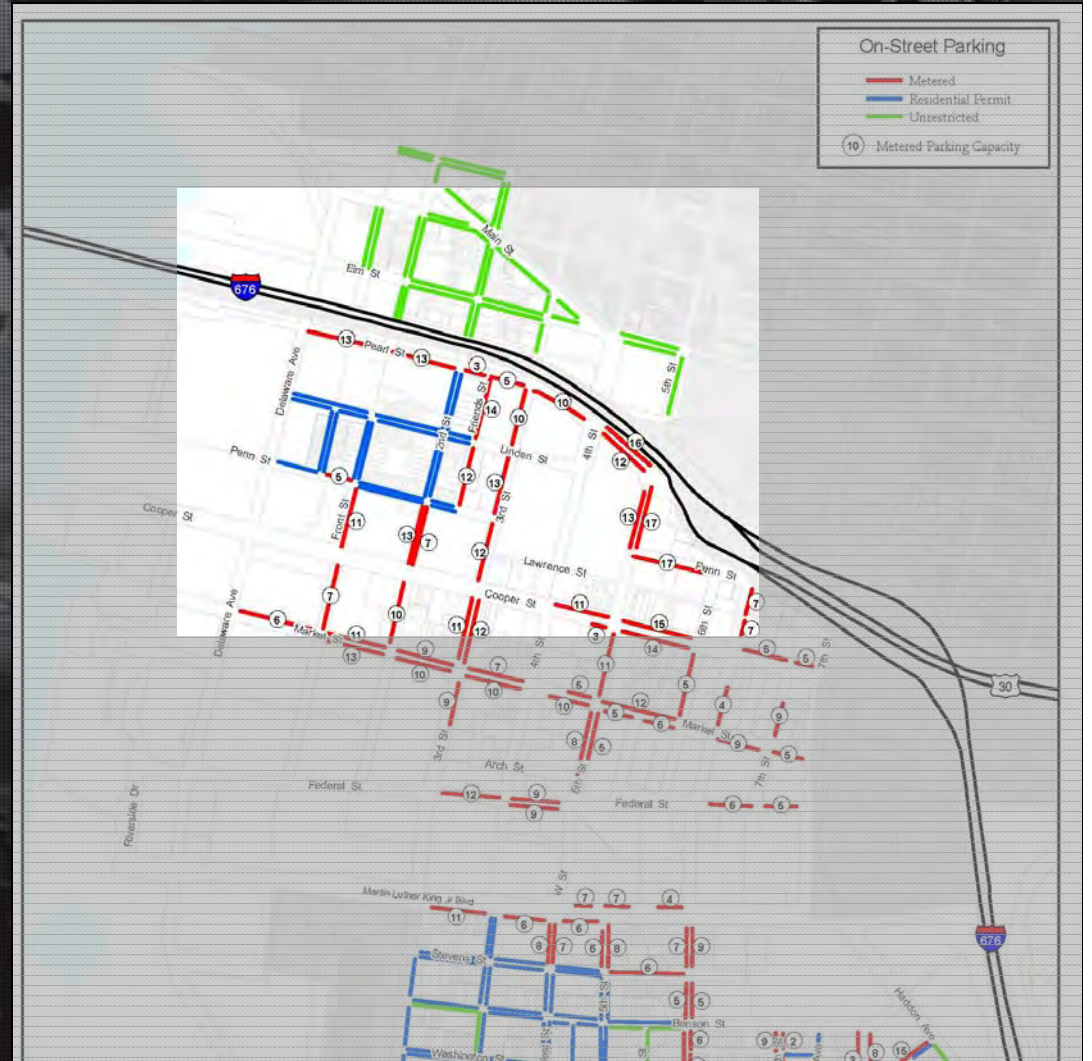
Tuesday, October  
5, 2010



# Data Collection: License Plate Survey

Rutgers,  
Waterfront,  
North Camden

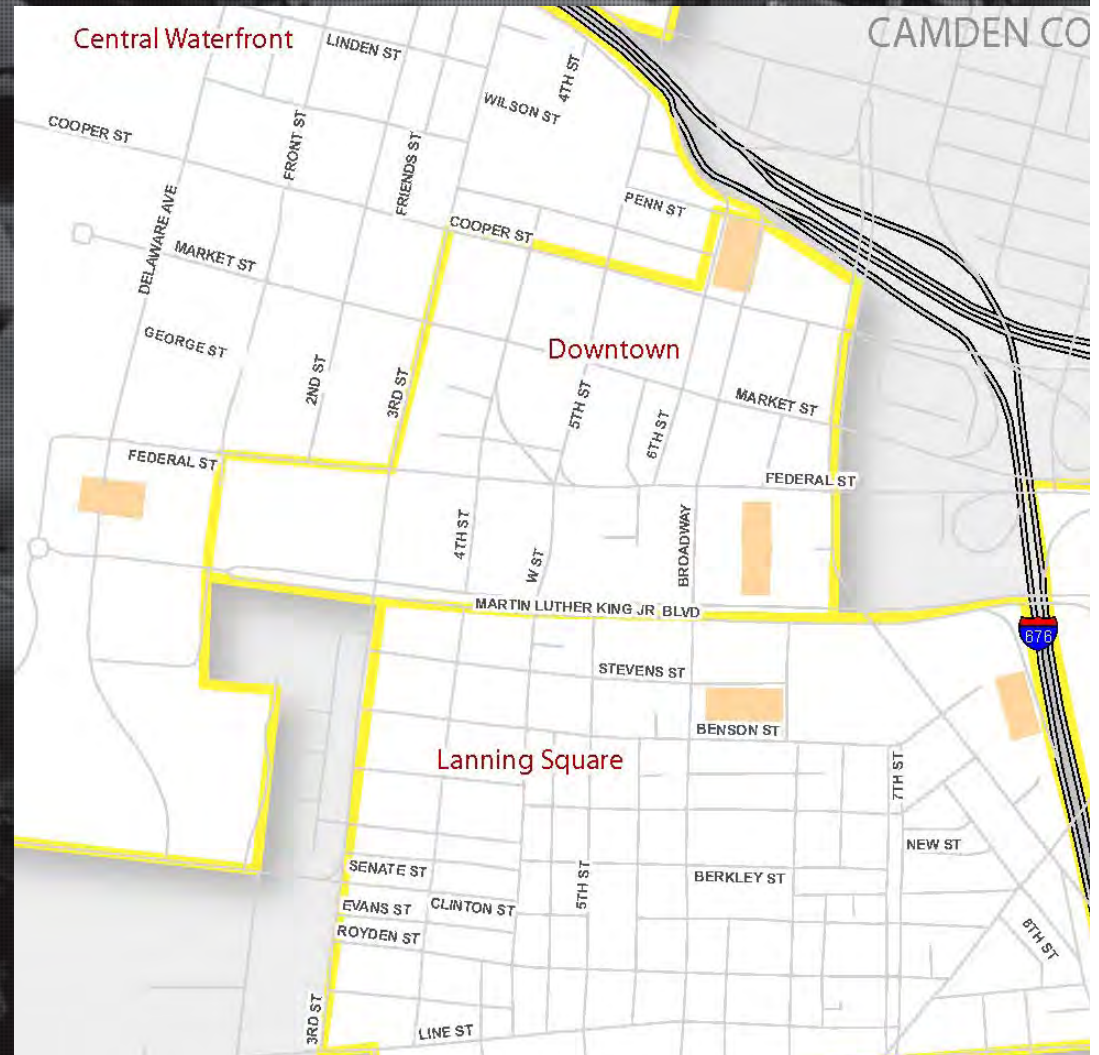
Tuesday, March  
29, 2011



# Data Collection: License Plate Survey

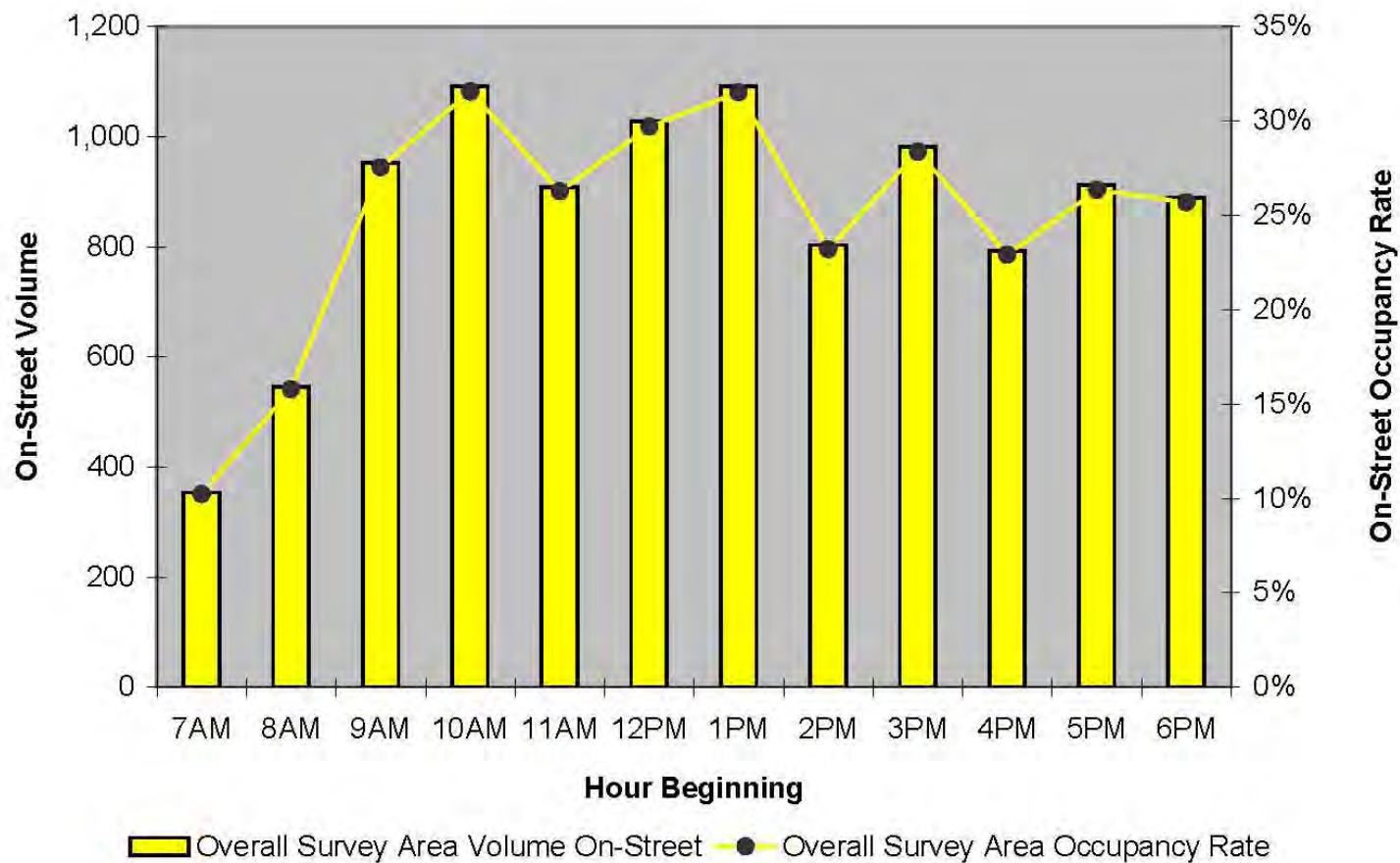
Five Study Area  
Garages

Thursday, March  
31, 2011



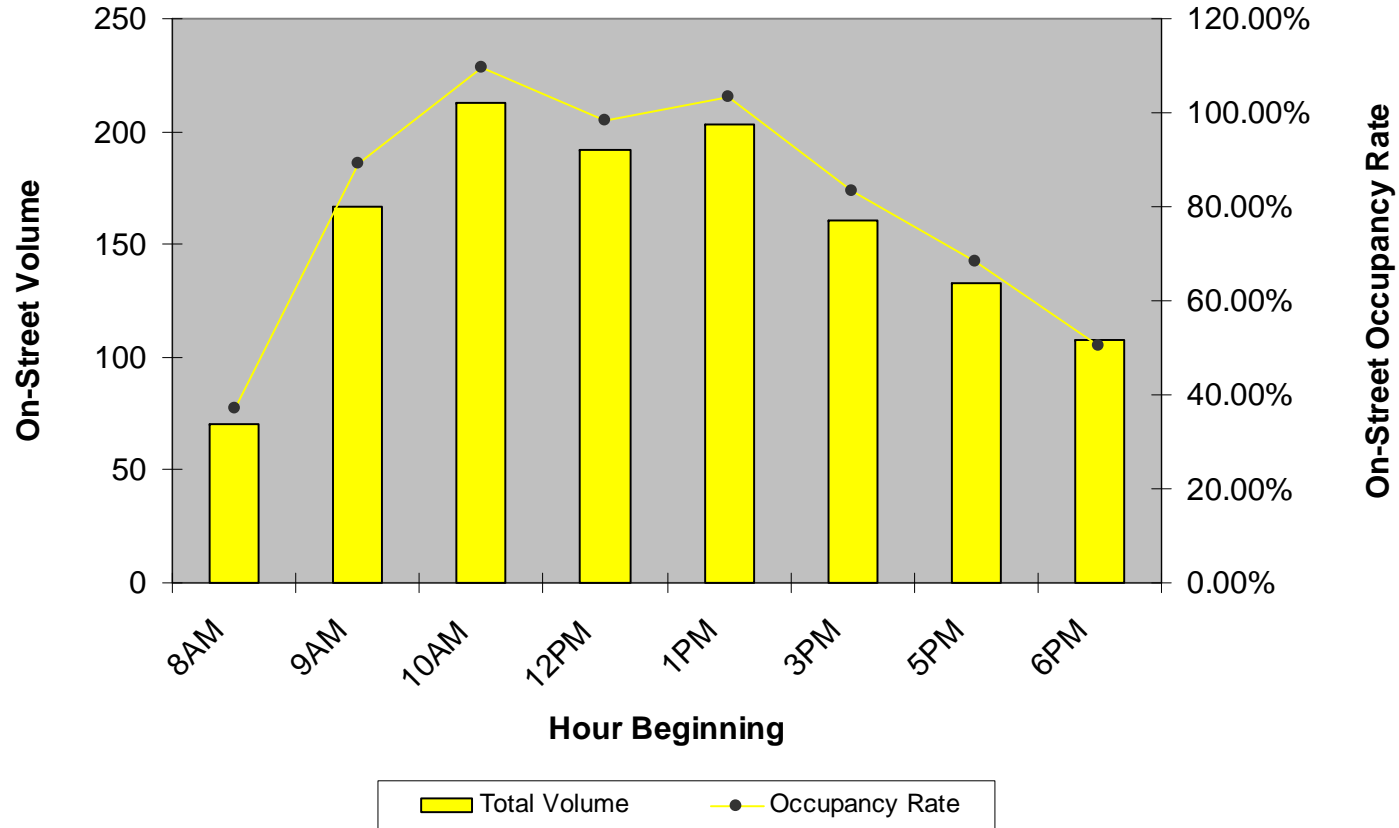
# Findings: On-Street Volume

## Overall Survey Area



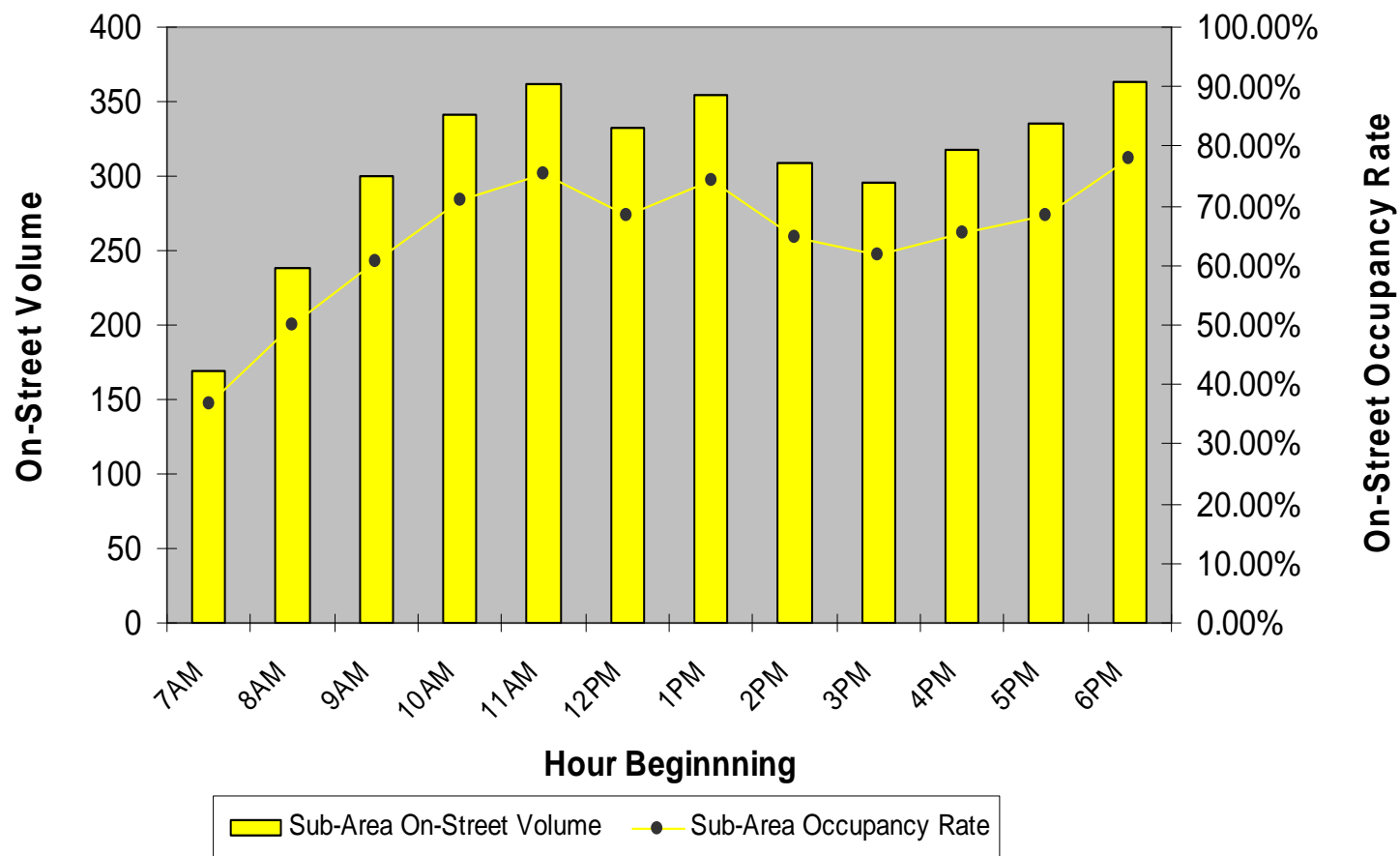
# Findings: On-Street Volume

## Downtown

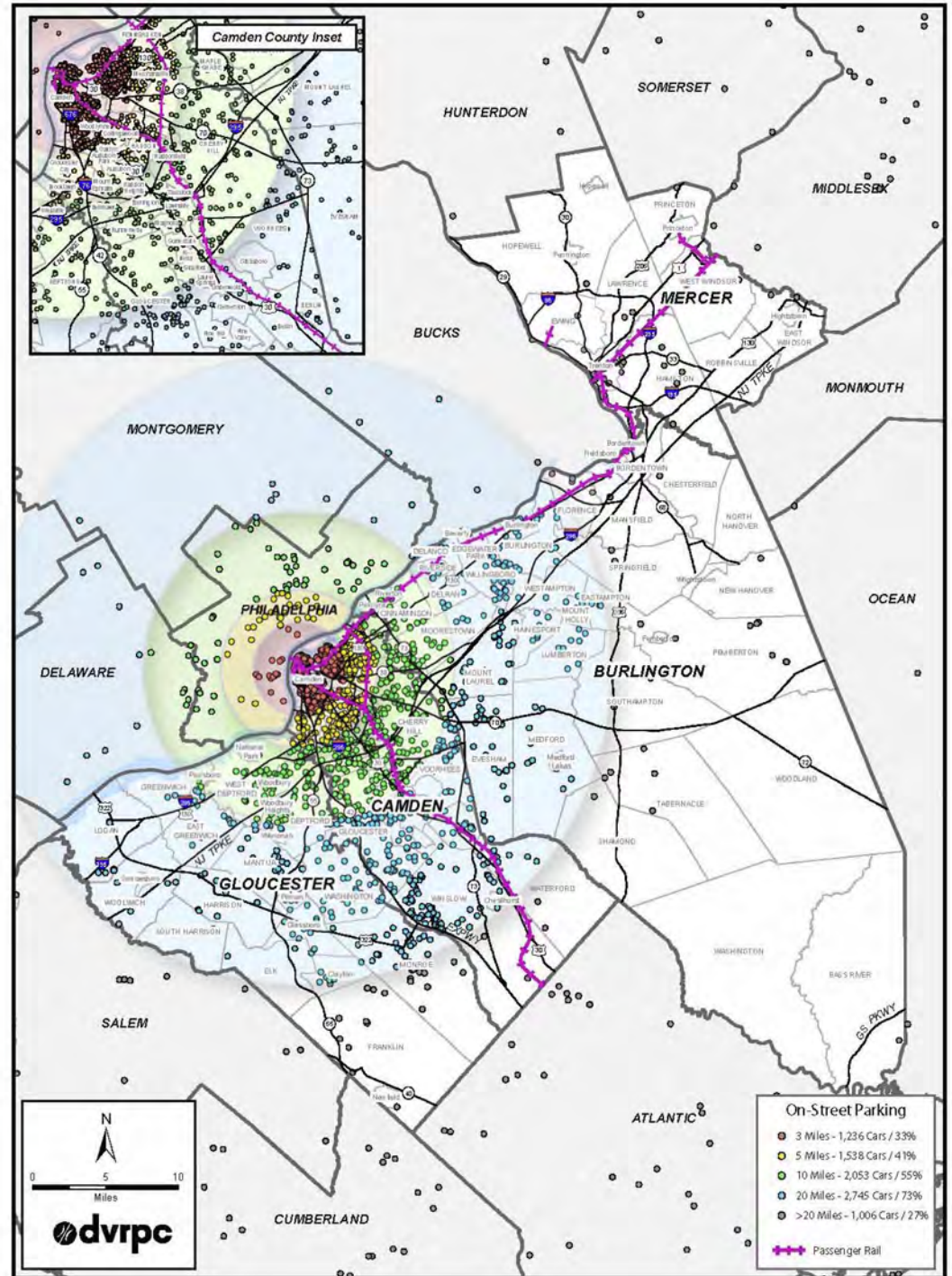


# Findings: On-Street Volume

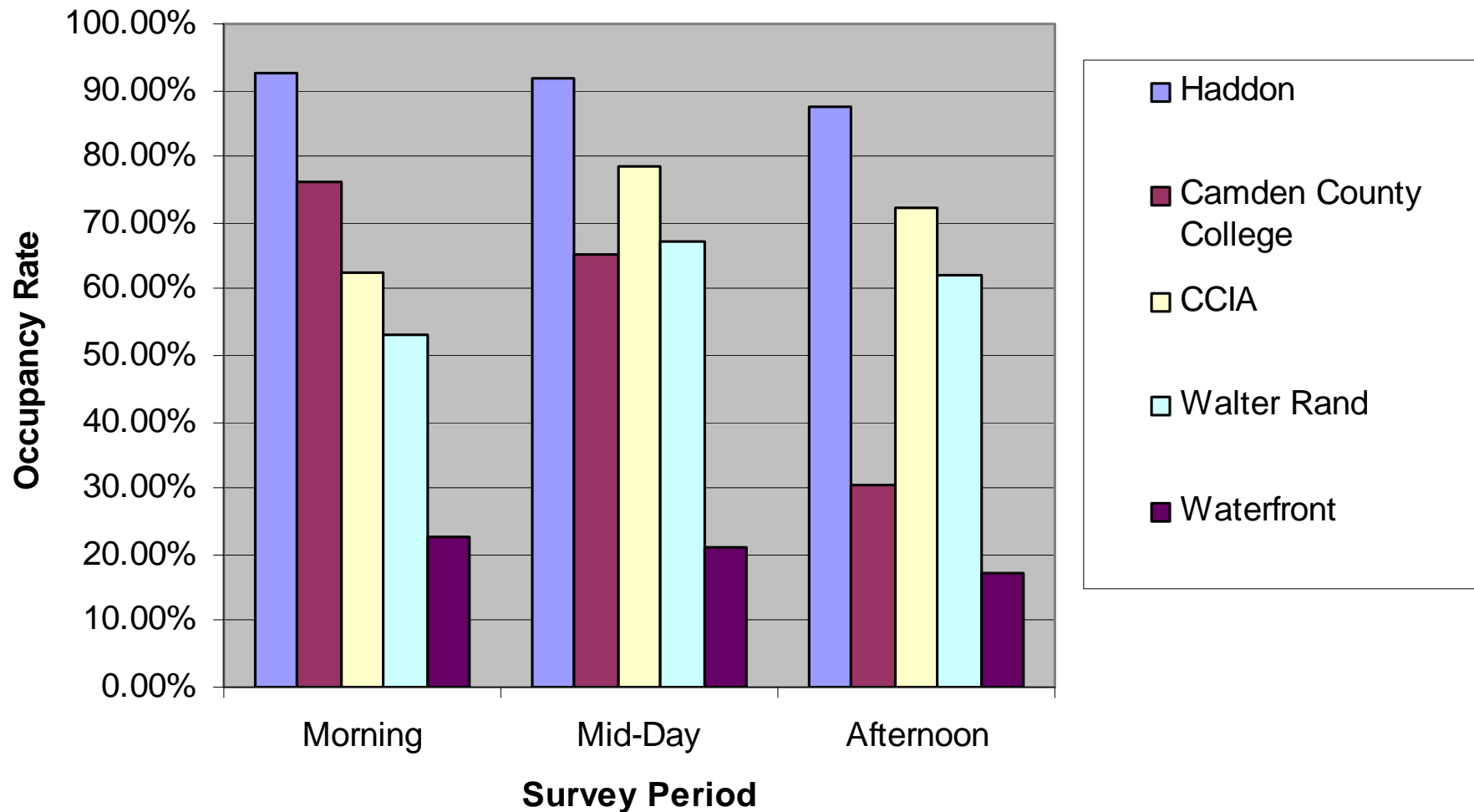
## Rutgers University



# Findings: On-Street Origins



# Findings: Garage Occupancy Rate

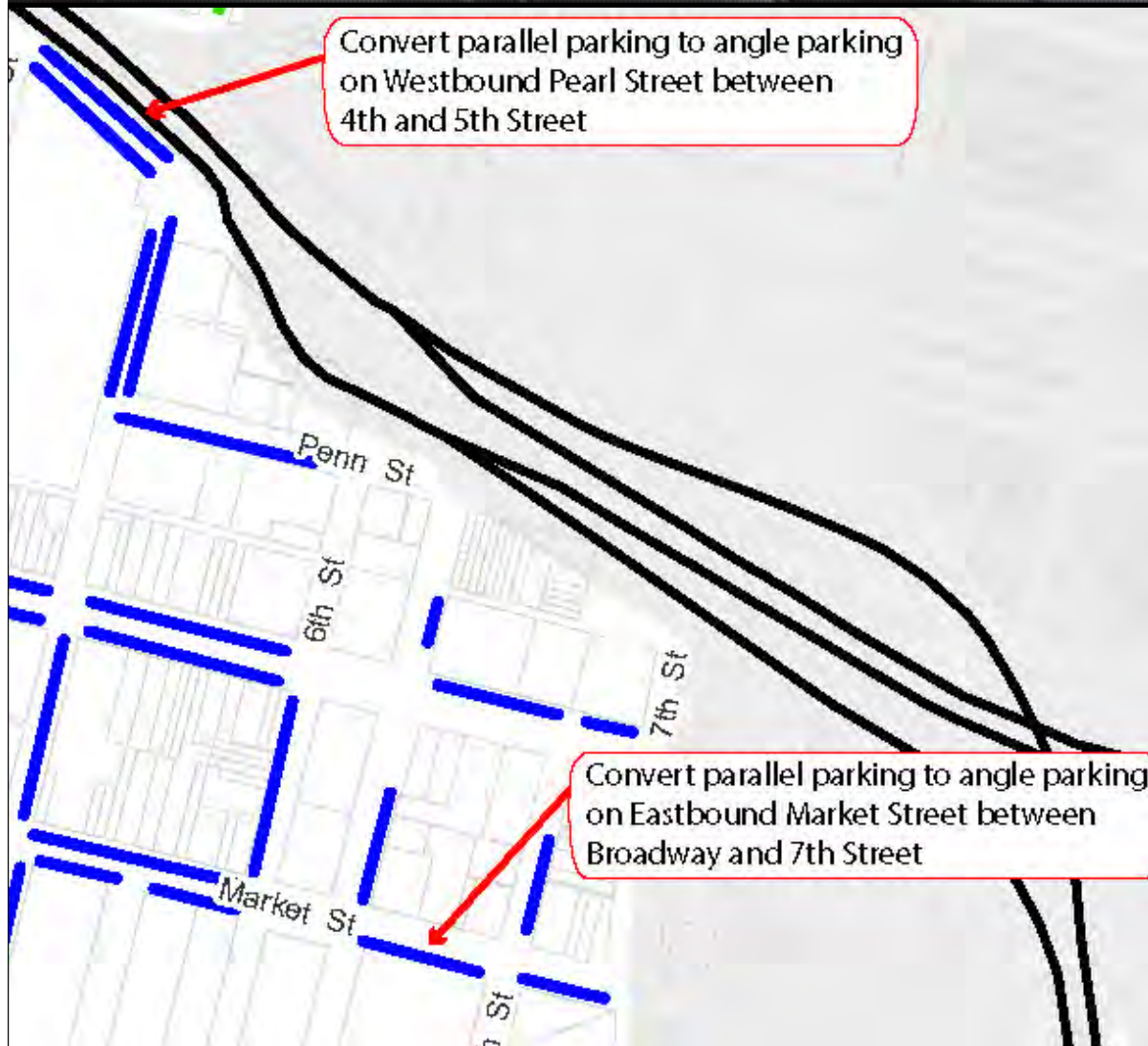




# Recommendations

- Implementation section of report
- Grouped by short-term, medium-term, and long-term actions
- Recommended actions correspond with the five identified goals (increase supply, increase revenue, increase compliance, increase safety, promote smart growth)
- Ballpark cost estimates given (\$ = \$250K or less, \$\$ = \$250K-\$5M \$\$\$ = more than \$5M)

# Short-Term Recommendations: Supply



# Short-Term Recommendations: Supply

2. Share new parking facilities among multiple users and pursue existing opportunities for sharing. (\$)

## Camden County College Garage

Daytime Peak: 150 available spaces

Evening: over 400 available spaces

## Waterfront Garage

Daytime Peak: over 500 available spaces

# Short-Term Recommendations: Supply

3. Analyze existing parking structures to determine if there is extra space that can be converted to motorcycle parking (\$)
4. Expand valet parking in Cooper Hospital's garages to maximize number of spaces (\$)

BEFORE

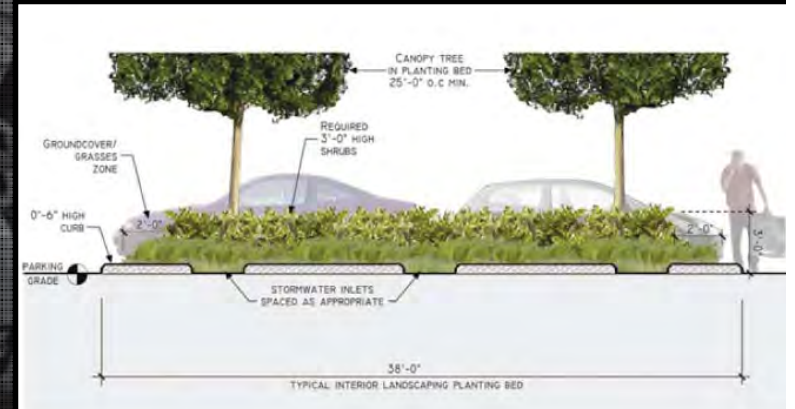
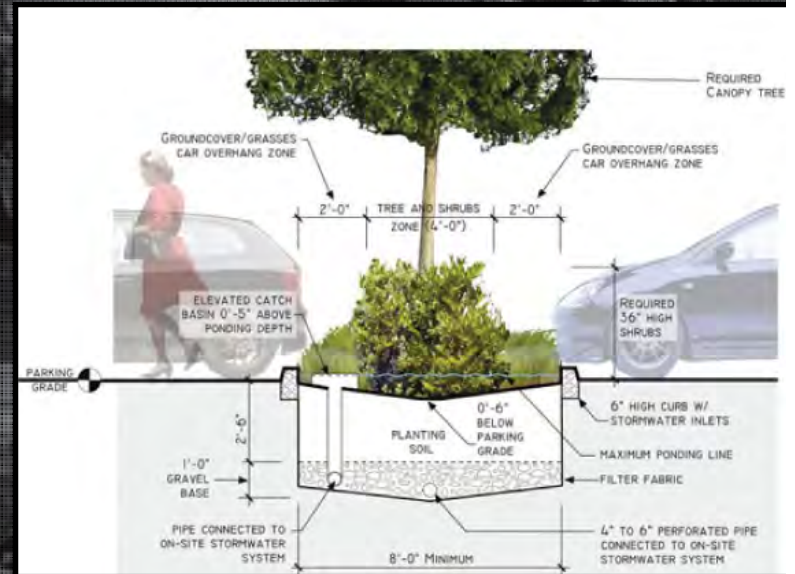


AFTER



# Short-Term Recommendations: Supply

5. Adopt sustainable design standards for stormwater management on surface lots and require new structured parking to incorporate sustainable design features (\$)



# Short-Term Recommendations: Revenue




1. Upgrade the existing parking payment system from meters to kiosks (\$\$)
2. Expand the parking payment system to residential permit streets (\$)
3. Expand the parking payment system to unrestricted streets (\$)



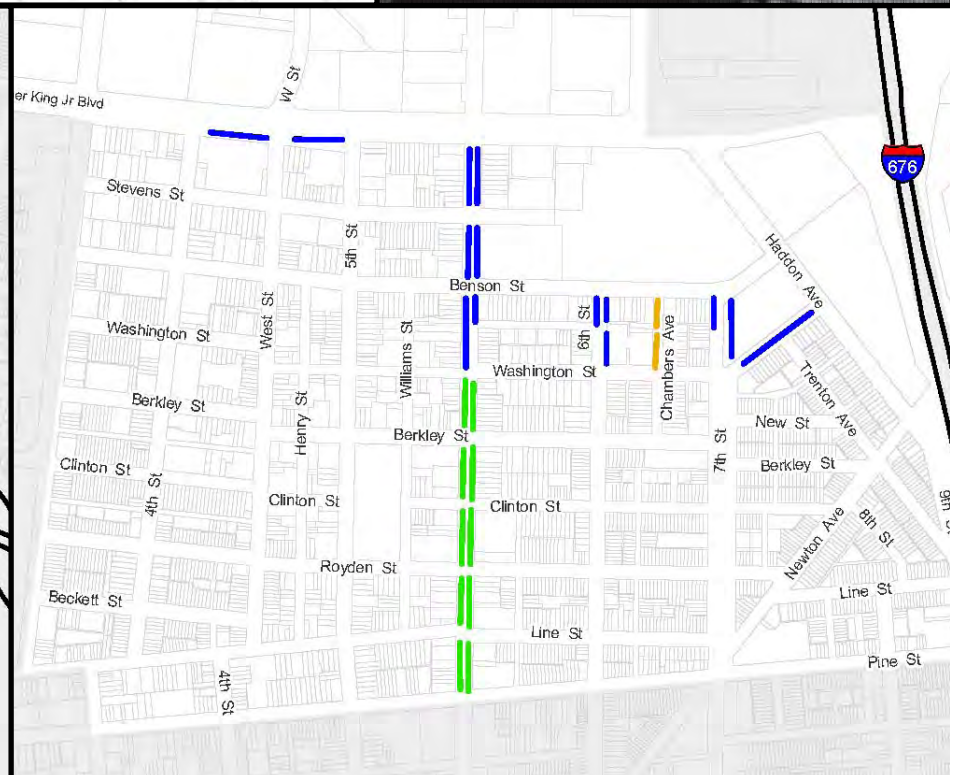
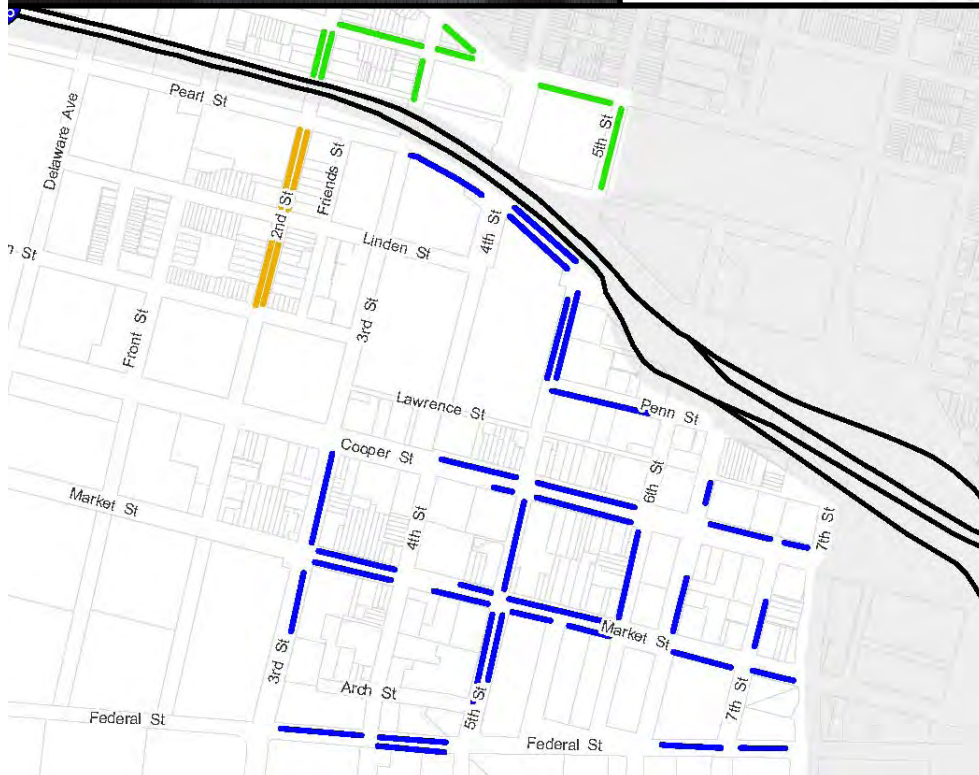
# Short-Term Recommendations: Revenue

**North Camden,  
Waterfront,  
Downtown**

## On-Street Parking Recommendations

-  Currently metered and recommended for kiosk, 1st Phase
-  Currently residential permitted and recommended for payment system, 1st Phase
-  Currently unrestricted and recommended for payment system, Single Phase

**Cooper Lanning**



# Short-Term Recommendations: Revenue

4. Eliminate free/reduced parking for public employees (\$)
5. Implement performance-based pricing (\$)
  - On Market and Cooper Streets between Haddon Avenue and 4<sup>th</sup> Street
  - On 5<sup>th</sup>, 6<sup>th</sup>, North 7<sup>th</sup>, and Broadway between Cooper and Federal Streets
6. Properly maintain parking facilities (\$)
7. Lease ad space on parking structures via wallscapes (\$)

# Short-Term Recommendations: Revenue (wallscape exterior view)



# Short-Term Recommendations: Revenue (wallscape interior view)



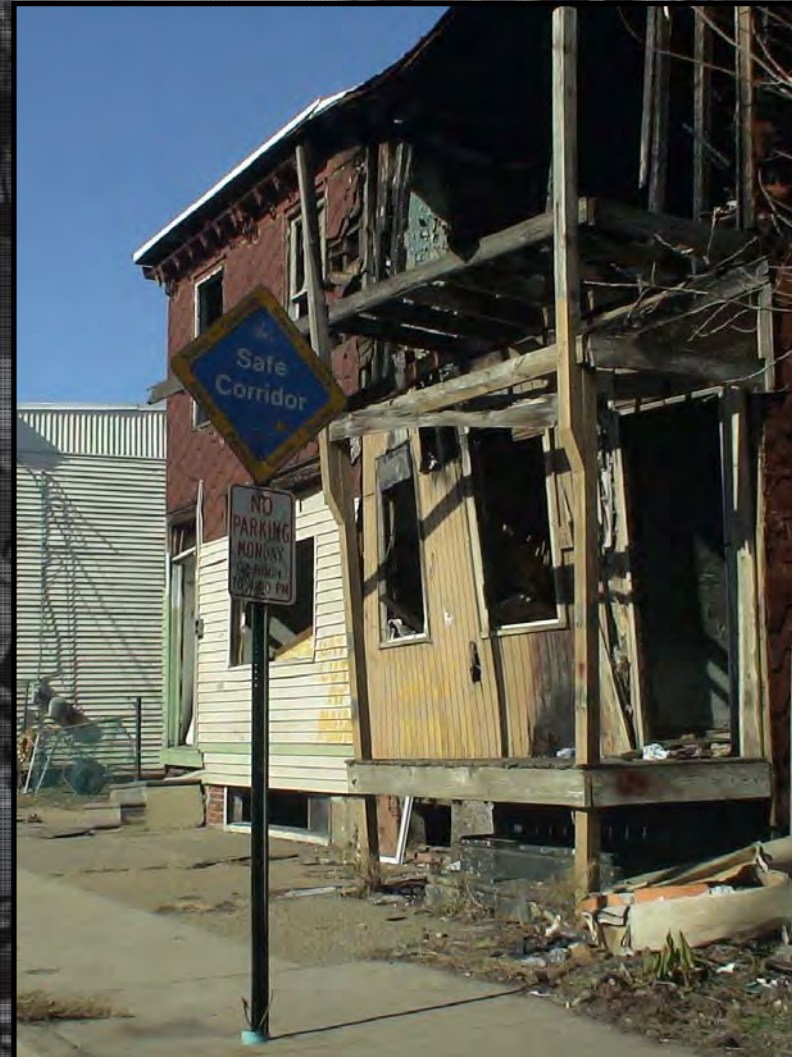
# Short-Term Recommendations: Compliance

1. Enforce existing parking policies (\$)
2. Increase fines for parking violations (\$)
3. Replace confusing and outdated signage (\$)



# Short-Term Recommendations: Safety

1. Fix unsafe conditions in the Gateway area (\$)
2. Require bicycle parking and pedestrian amenities with all new development and at existing Downtown and Waterfront destinations (\$)



# Short-Term Recommendations: Smart Growth

1. Eliminate the parking minimum requirements from the new Land Development Ordinance (\$)
2. Allow and encourage food trucks to operate in the Cooper Hospital, Rutgers, and City Hall areas and at the Waterfront during special events (\$)
3. Increase the use of TransitChek by employees (\$)





## Short-Term Recommendations: Smart Growth

4. Unbundle the cost of parking from the cost of leasing commercial and office space (\$)
5. Disallow new surface parking lots as permitted primary uses in the Downtown and Waterfront areas (\$)
6. Disallow any new surface parking lots associated with buildings to front on public streets (\$)
7. Require all new development to be efficient and compact (\$)

# Short-Term Recommendations: Smart Growth

8. Pass an ordinance requiring new parking facilities located in the CBD to be mixed-use (\$)
9. Update the Zoning Map in the Land Development Ordinance to reflect the redevelopment plans that have precedence (\$)





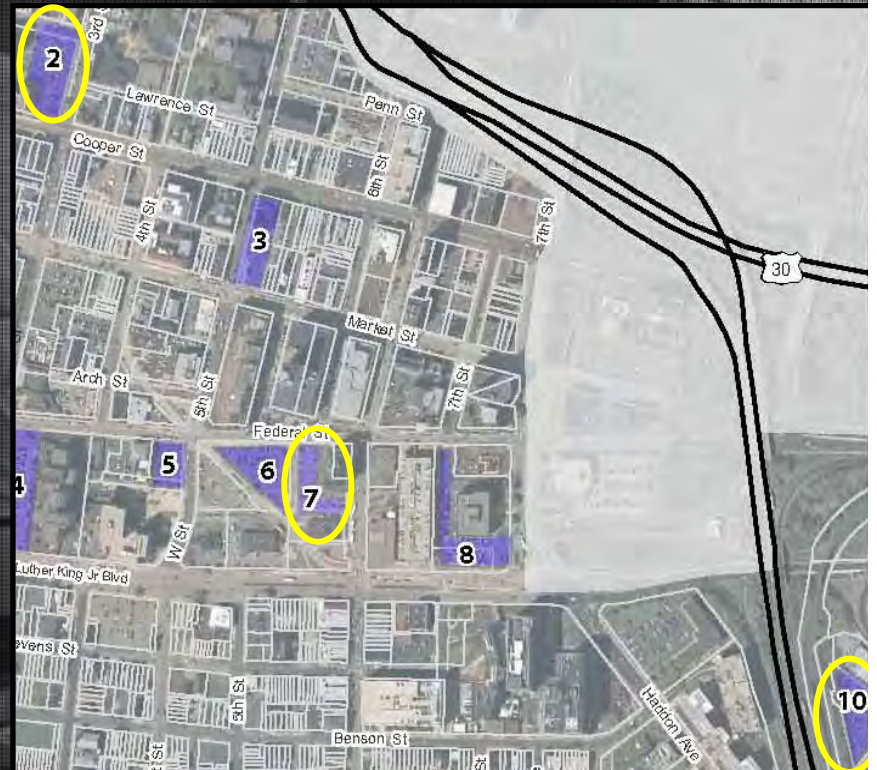
# Medium-Term Recommendations: Supply

2. Prioritize several markets – Cooper Hospital, Rutgers University, and public parking – and build structured parking facilities (\$\$\$)

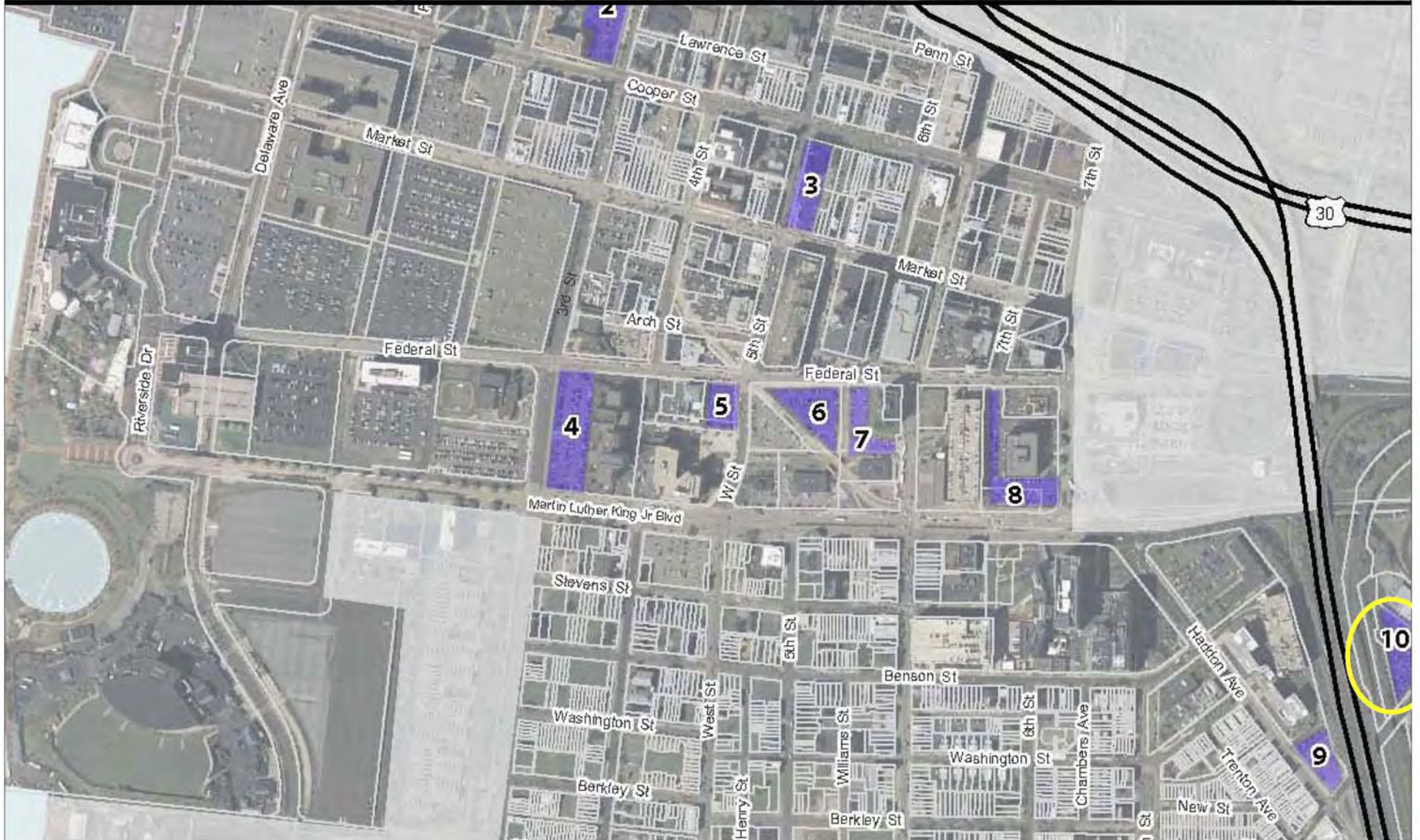
Cooper Hospital: Site 10

Rutgers University: Site 2

Public Parking: Site 7



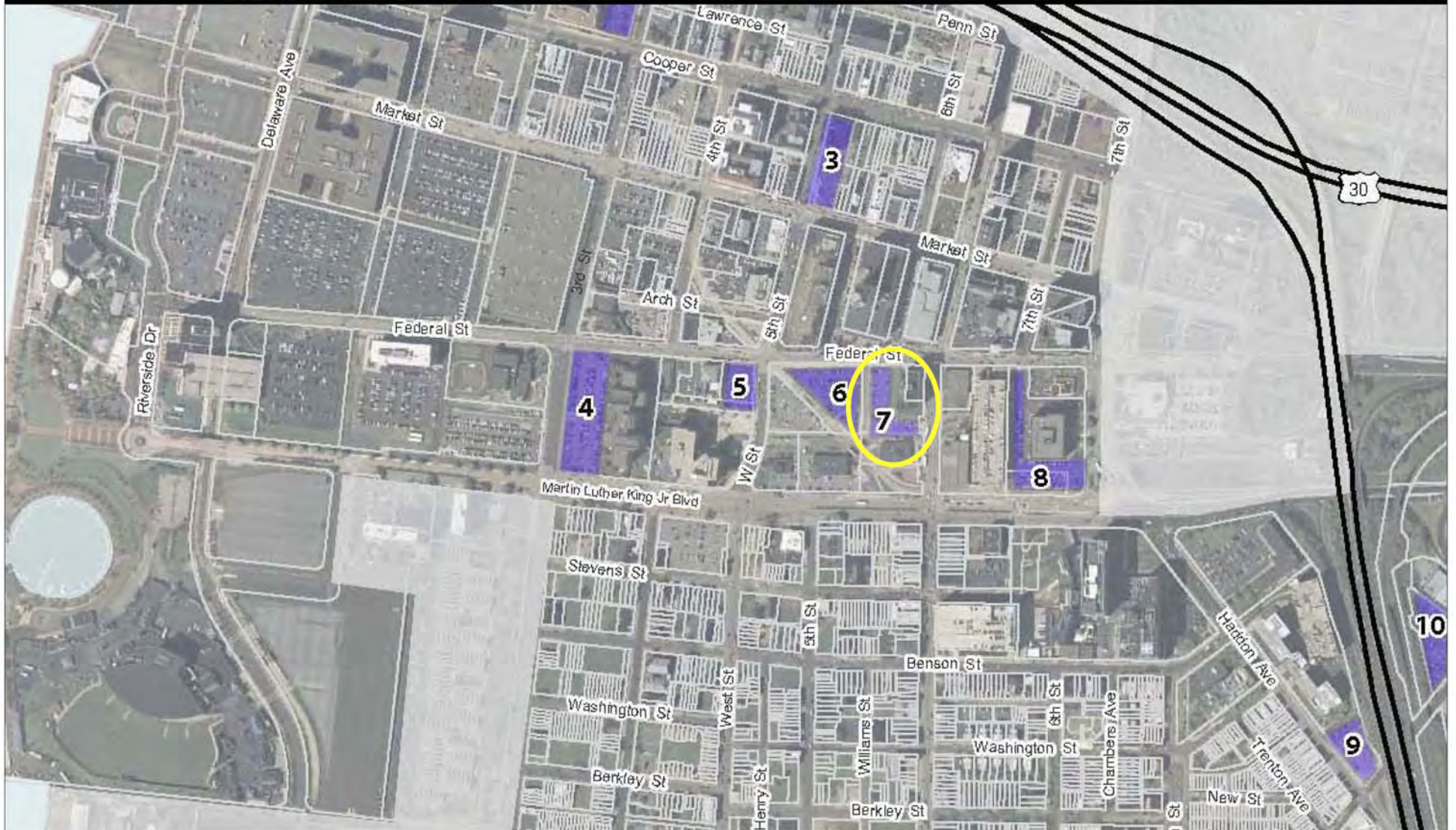
# Site #10 (Cooper Hospital market)



# Site #2 (Rutgers market)



# Site #7 (public market)



# Medium-Term Recommendations: Revenue

1. Continue to upgrade the existing parking payment system from meters to kiosks (\$\$)
2. Continue to expand the parking payment system to residential permit streets (\$)
3. Explore the consolidating the operations of public parking lots and garages (\$)
4. Modernize the fare collection system at the Waterfront Garage (\$)





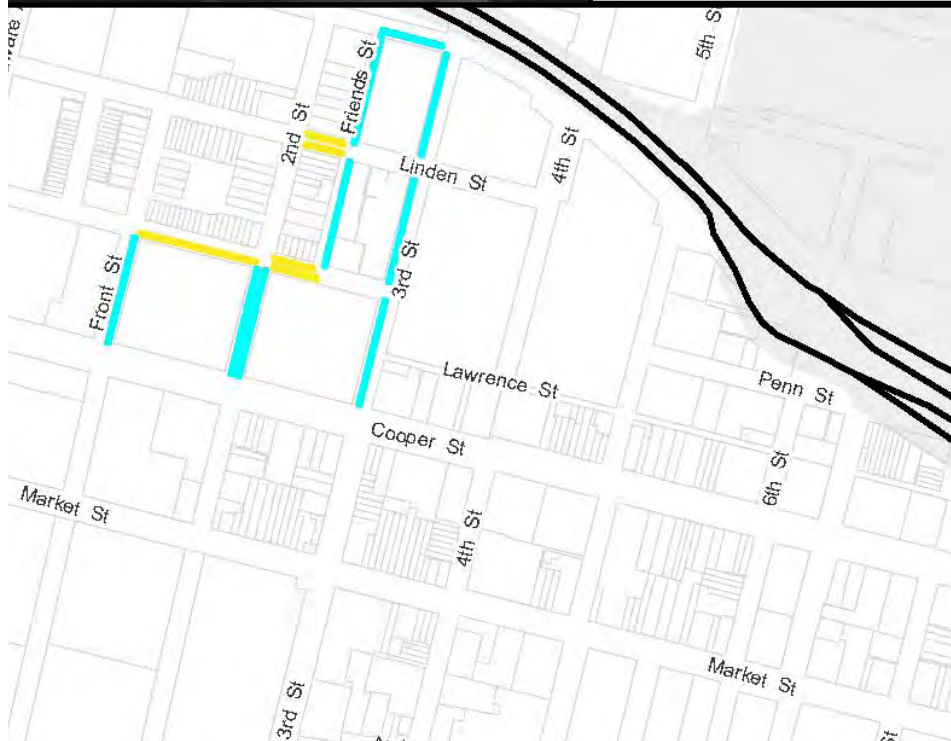
# Medium-Term Recommendations: Revenue

**Waterfront**

**Cooper Lanning**

## On-Street Parking Recommendations

-  Currently metered and recommended for kiosk, 2nd Phase
-  Currently residential permitted and recommended for payment system, 2nd Phase



# Medium-Term Recommendations: Safety

1. Install continental-style crosswalks, countdown timers, raised median refuges, and leading pedestrian intervals at the intersections of Broadway at MLK Blvd and Federal Street and Federal Street and Haddon Ave (\$\$)
2. Install mid-block crosswalks, pedestrian crossing signage, and Rectangular Rapid Flash Beacons on Cooper Street at North 6<sup>th</sup> Street and North 7<sup>th</sup> Street (\$\$)



# Medium-Term Recommendations: Safety

3. Implement the bicycle lanes, upgraded sidewalks, and streetscape improvements previously recommended for MLK Blvd between Riverside Drive and Haddon Avenue (\$\$)
4. Rehabilitate the Newton Avenue underpass separating the Gateway area from the Cooper Hospital campus (\$)



# Medium-Term Recommendations: Smart Growth

1. Implement a Walking School Bus program for LEAP (\$)
2. Implement a parking benefit district throughout Downtown, Cooper Lanning, North Camden, and Central Waterfront (\$)



# Long-Term Recommendations: Revenue

1. Periodically perform internal audits of public parking facilities (\$)
2. Implement real-time information on parking availability (\$\$)



# Next Steps

- [Online parking map](#) application goes public
- Incorporate stakeholder comments
- Final report in July 2011



# Contacts

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## Smart Growth

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