

PARKING STUDY & RECOMMENDED PARKING PROGRAM PLAN

DRAFT FINDINGS /
BRIEFING PACKET

DECEMBER 13, 2022



Purpose of Report

- Analyze parking conditions in downtown Highland Park
- Establish baseline conditions for use in modeling the impacts of parking system changes including those related to future redevelopment
- Correct existing unhealthy parking conditions to the extent they exist

Study Process

- A review of previously prepared reports and documents;
- Meetings with Borough officials and professionals;
- Parking Inventory;
- Occupancy counts conducted on the following days and time periods:
 - October 15, 2021 (Friday) between 9AM and 2PM;
 - October 20, 2021 (Wednesday) between 11AM and 7PM;
 - October 22, 2021 (Friday) between 2PM and 8PM;
 - October 23, 2021 (Saturday) between 9AM and 9PM;
 - October 24, 2021 (Sunday) between 9AM and 1PM;
- General observations of on-street and off-street parking patterns by senior personnel;
- Conduct a parking survey;
- Preparation of a DRAFT Parking Management Plan;
- Presentation of the DRAFT Parking Management Plan for input and feedback

Previous Studies

- Rutgers' Bloustein School of Planning and Public Policy
- Rucha Phadtare
- Allen Schectel, PP
- The Borough's own Parking Study Group.

Previous Studies

- On-street parking spaces, especially on Raritan Avenue, exhibit significantly higher occupancy rates than off-street parking lots;
- Large private parking lots often have many vacant parking spaces;
- Special purpose private parking lots, such as those serving churches and synagogues, are heavily utilized during services and/or special events, but remain largely vacant at all other times;
- The Borough's study regarding the effectiveness of imposing a two-hour parking time limit along Raritan Avenue was inconclusive.

Bloustein Parking Study (2015):

- Install parking meters along Raritan Ave and form a "Parking Benefit District" where a portion of the meter revenues can be used to fund new parking projects or other improvements within the district;
- Recognize "Shared Parking" dynamics that will, in turn, allow for the relaxation of minimum parking requirements for new redevelopment projects.

Study Area

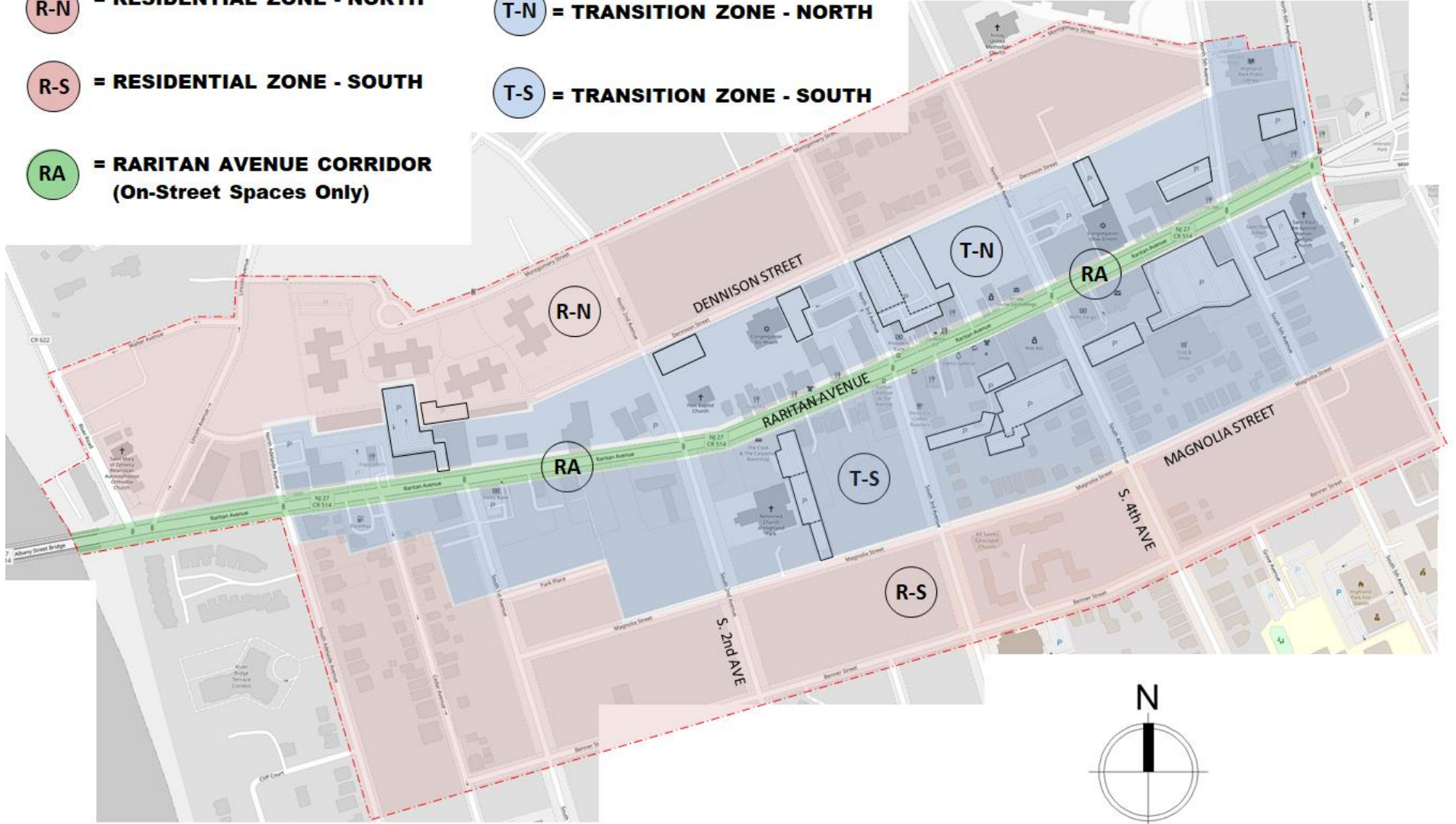
R-N = RESIDENTIAL ZONE - NORTH

R-S = RESIDENTIAL ZONE - SOUTH

**RA = RARITAN AVENUE CORRIDOR
(On-Street Spaces Only)**

T-N = TRANSITION ZONE - NORTH

T-S = TRANSITION ZONE - SOUTH



Existing Parking Conditions

Key Findings

- Peak parking demand was measured on Friday at 1PM. The Friday peak was 111 cars or 14.4% higher than Wednesday's 1PM count;
- Available parking spaces along Raritan Avenue, especially between 2nd Avenue and 6th Avenue can be very difficult to find;
- Approximately 20 to 25 spaces in the Rite Aid Lot and 25 to 30 spaces in the Stop & Shop lot can be safely shared with downtown parkers without compromising parking spaces intended for the stores' employees and customers
- A review of pre-Covid aerial images from Google Earth indicates similar conditions

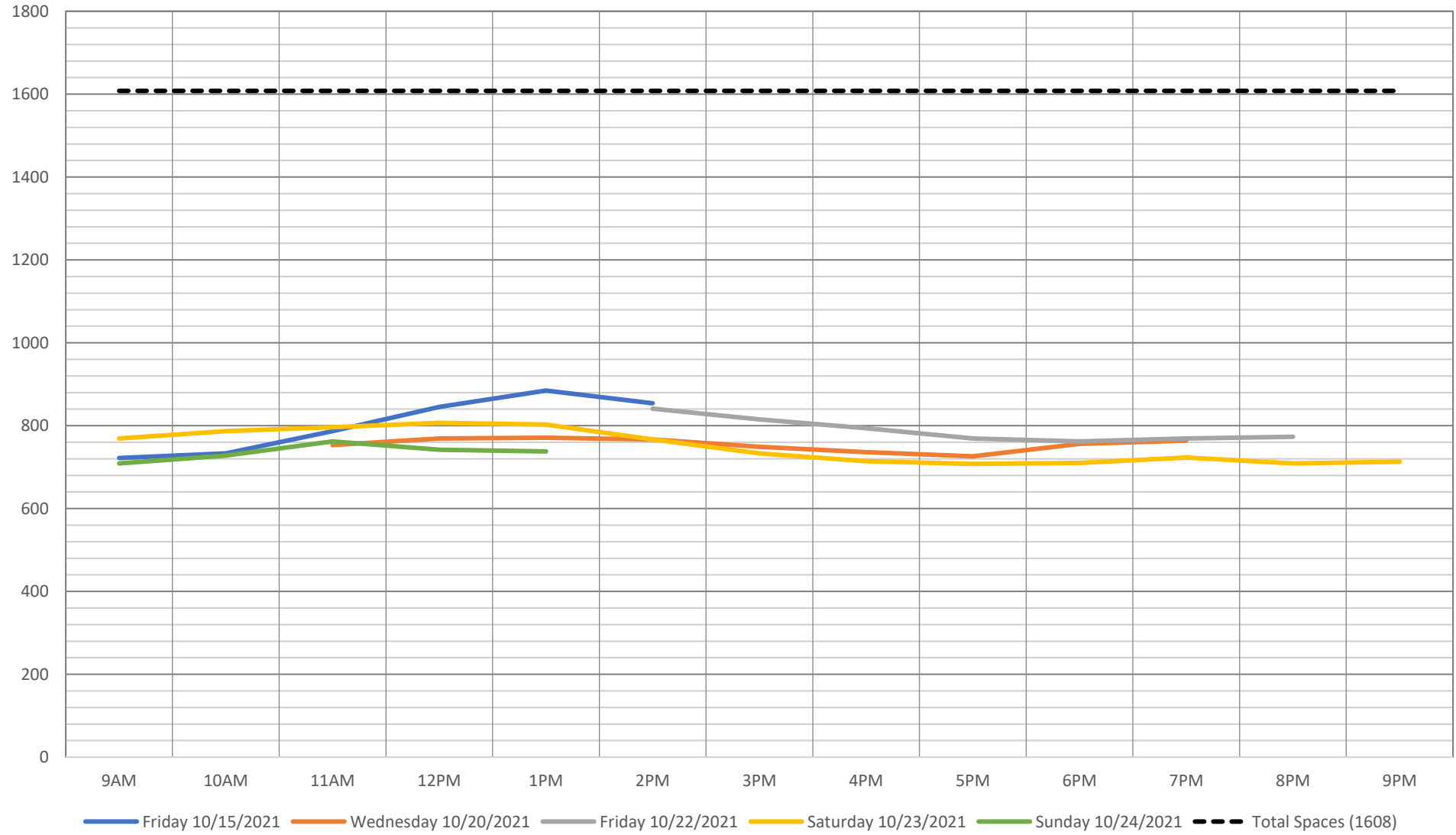
Existing Parking Conditions

Key Findings

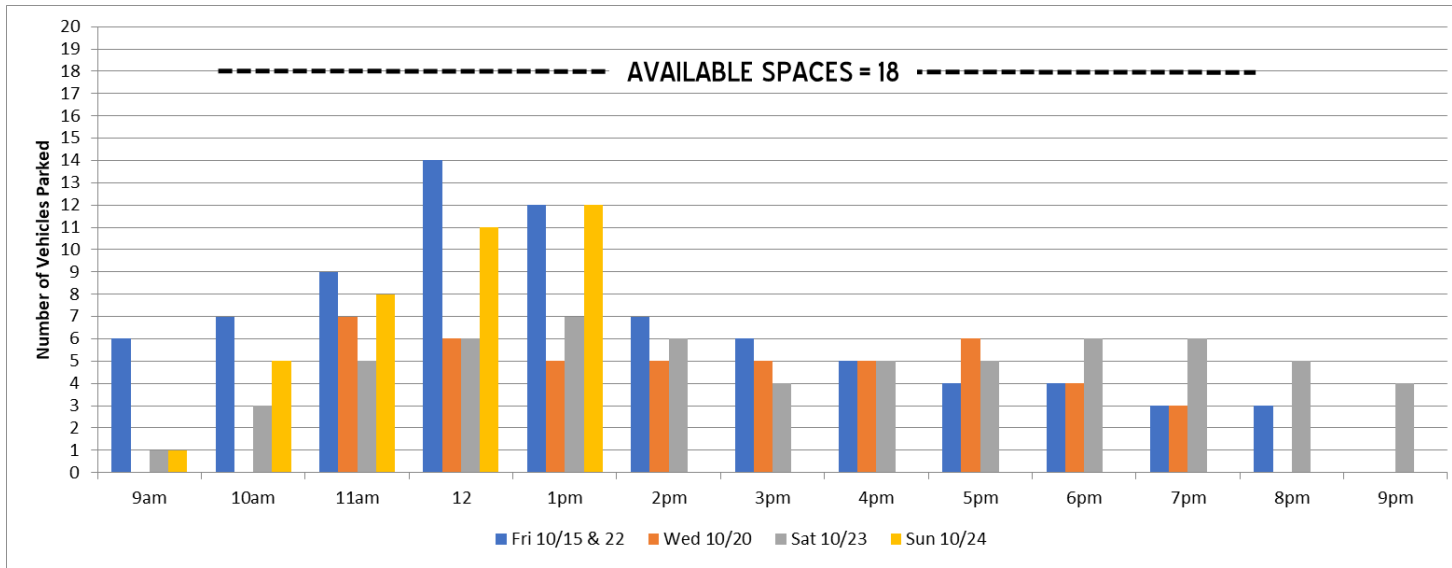
- It may be possible to create additional parking spaces by joining rear portions of the Borough's South 3rd Avenue Lot and the Rite Aid lot;
- Parking stall layouts in the municipal lots are relatively efficient;
- The Raritan Avenue parallel parking supply is somewhat compromised due to oversized no parking zones intended to allow vehicles to pull directly into parallel parking stalls rather than using reverse maneuvers;
- About 84.6% of the cars parking along Raritan Avenue park for less than two hours;
- During peak conditions, an estimated 14 cars along Raritan Avenue will park for durations exceeding 4 hours and these cars most likely belong to downtown apartment dwellers or employees.

Count Results

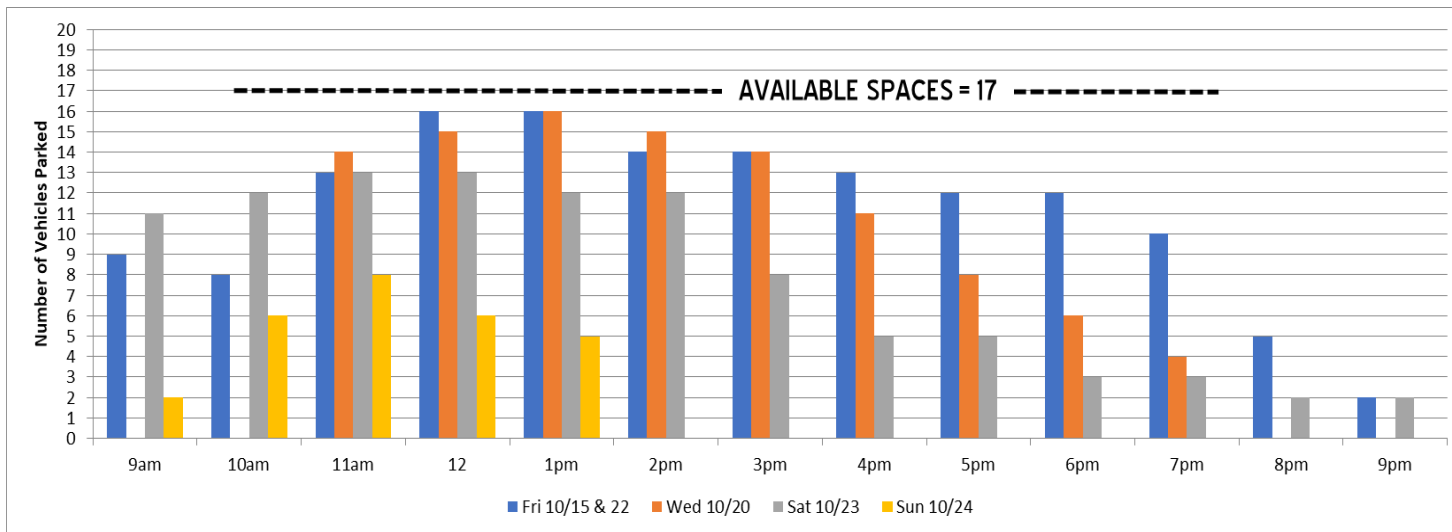
PARKING STUDY AREA



Off-Street

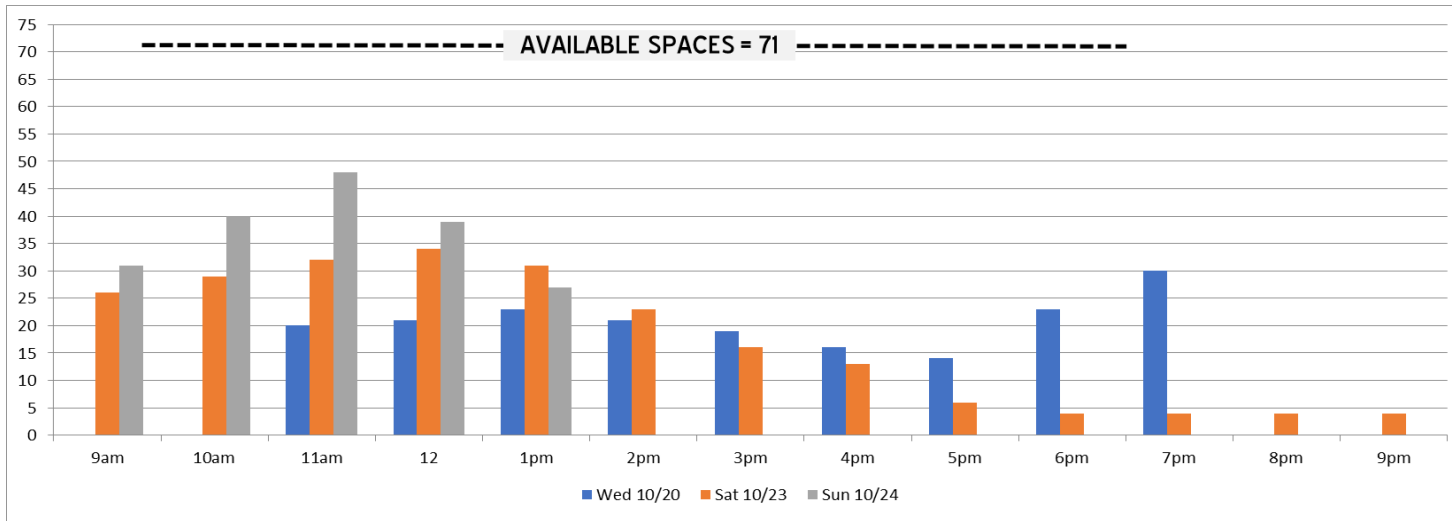


N. 6th Lot



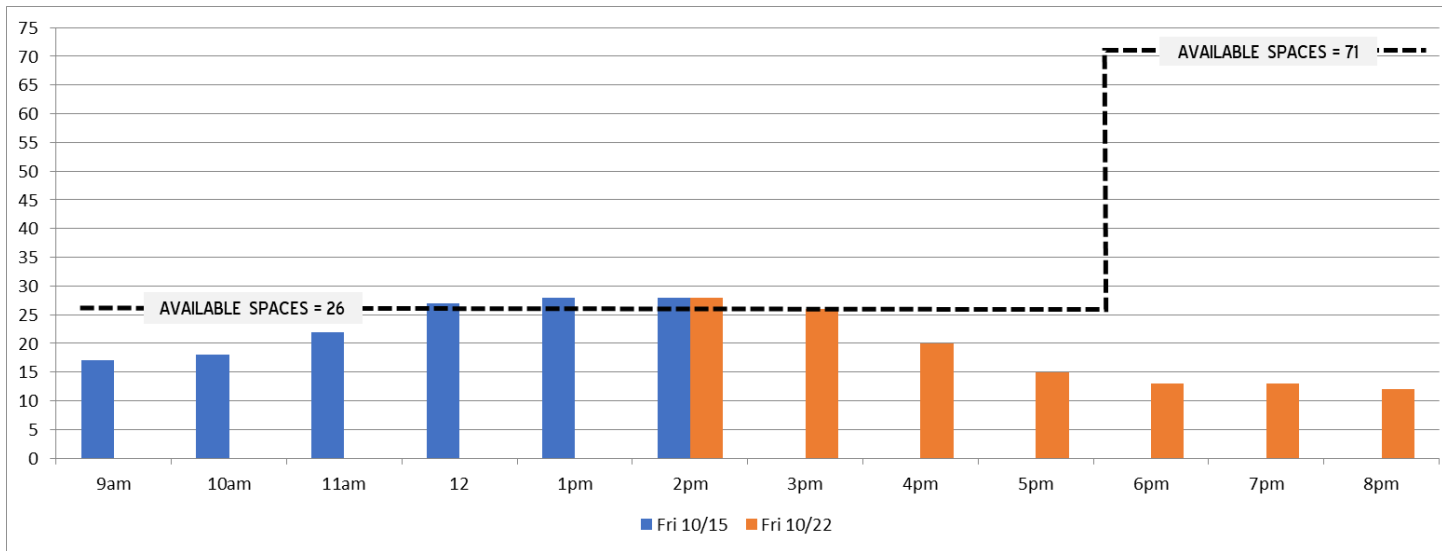
S. 3rd Lot

Off-Street



Farmer's Market Lot

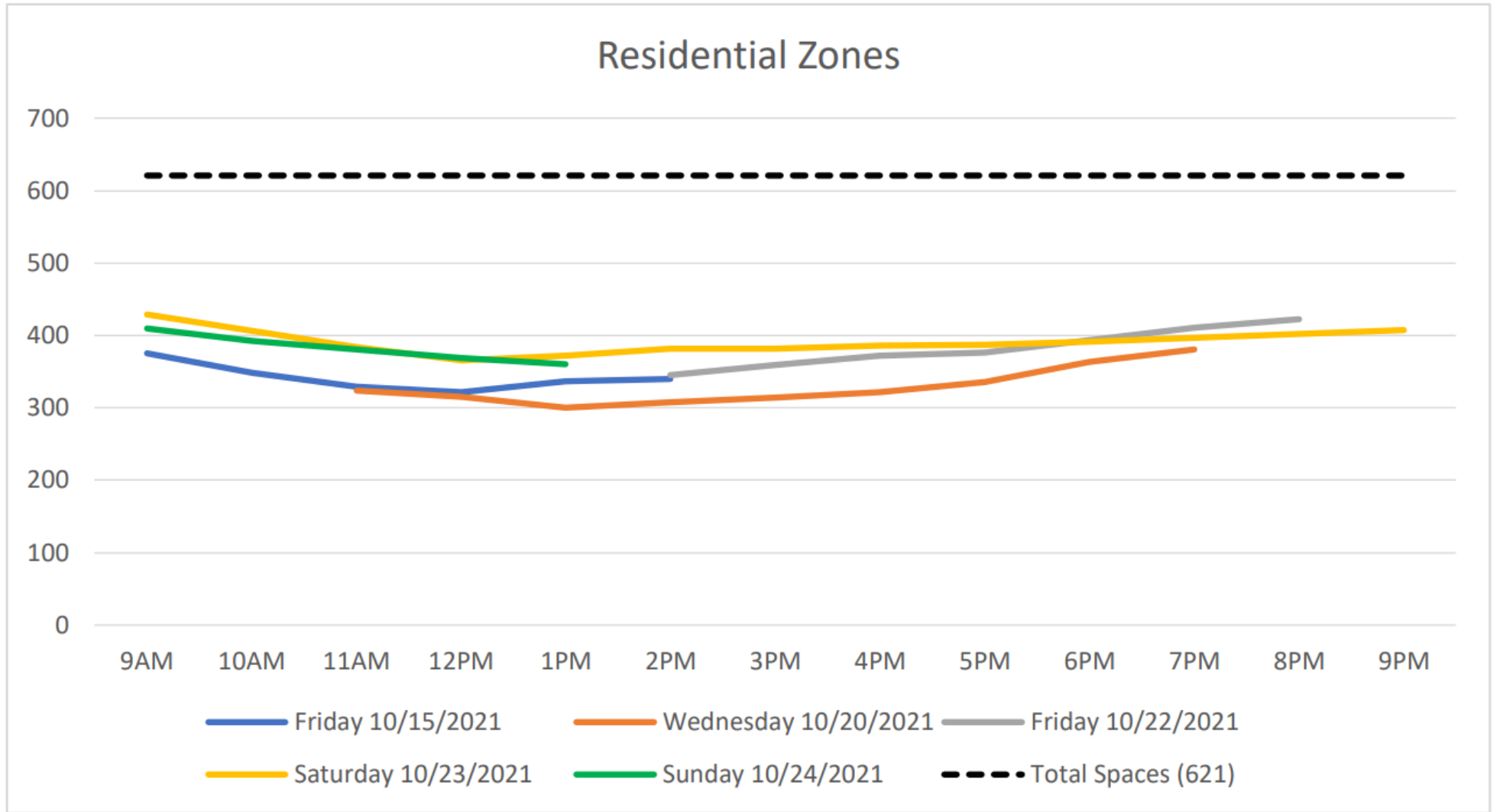
Wed, Sat, Sun



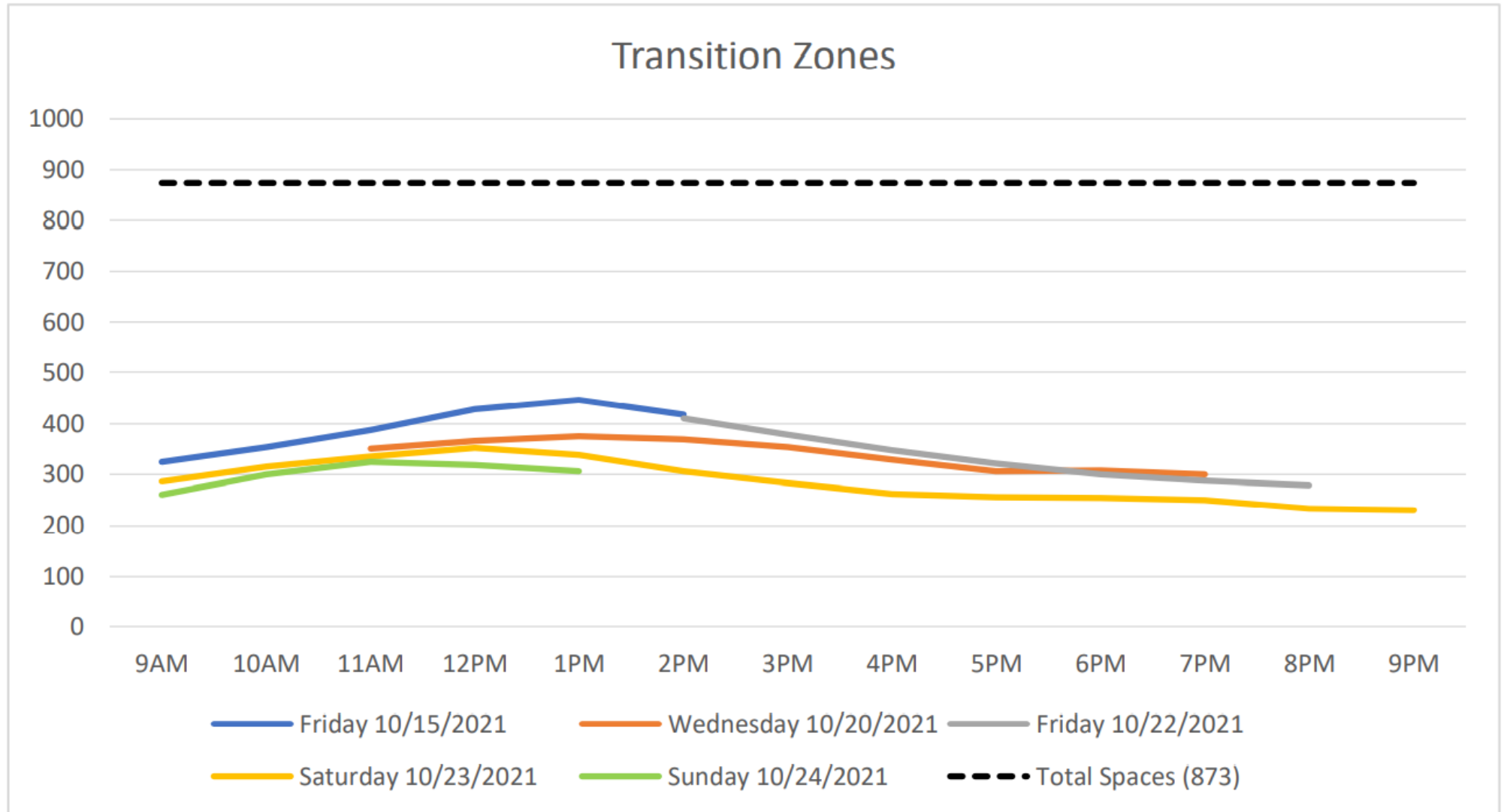
Farmer's Market Lot

Friday

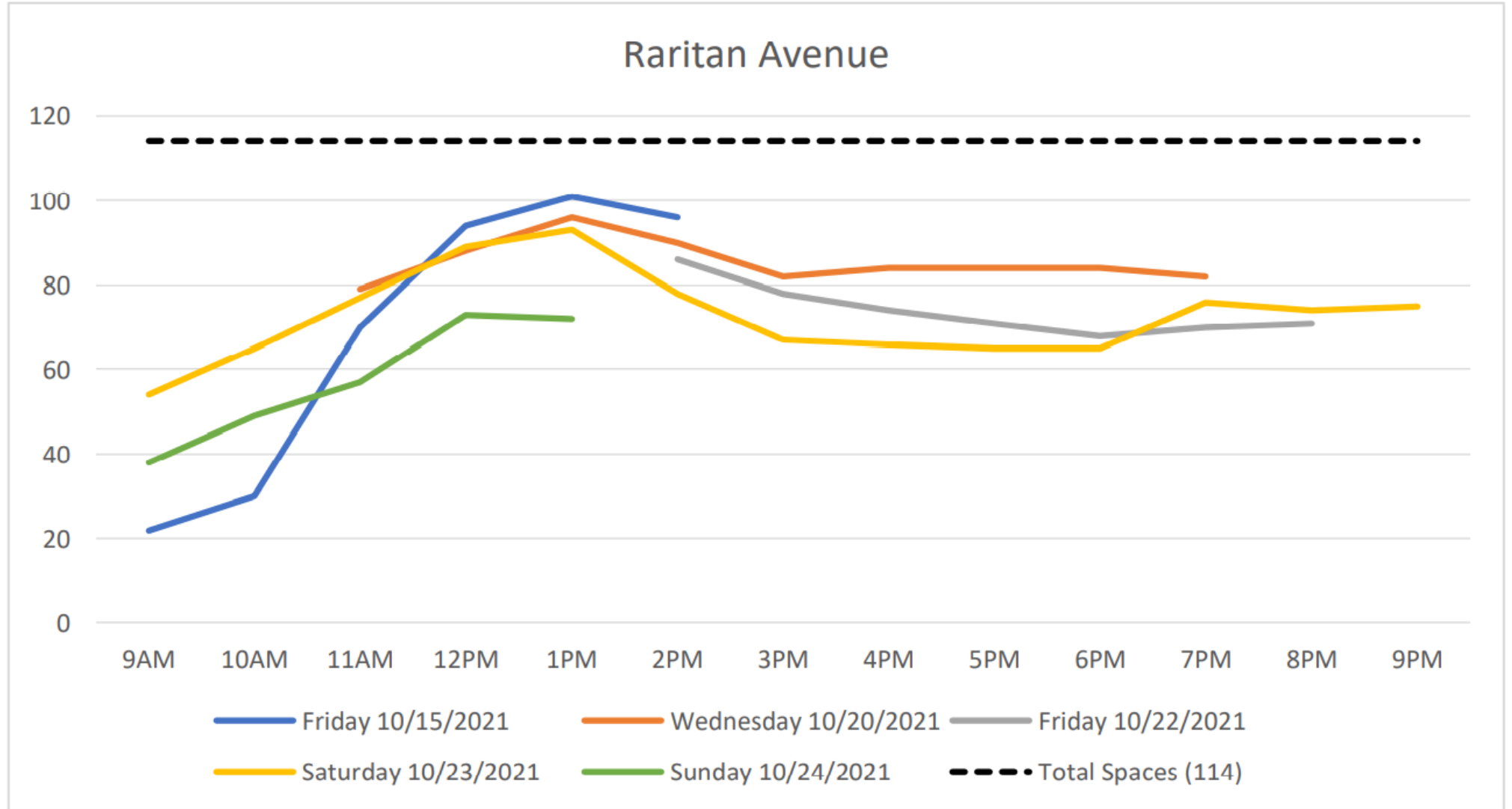
On-Street



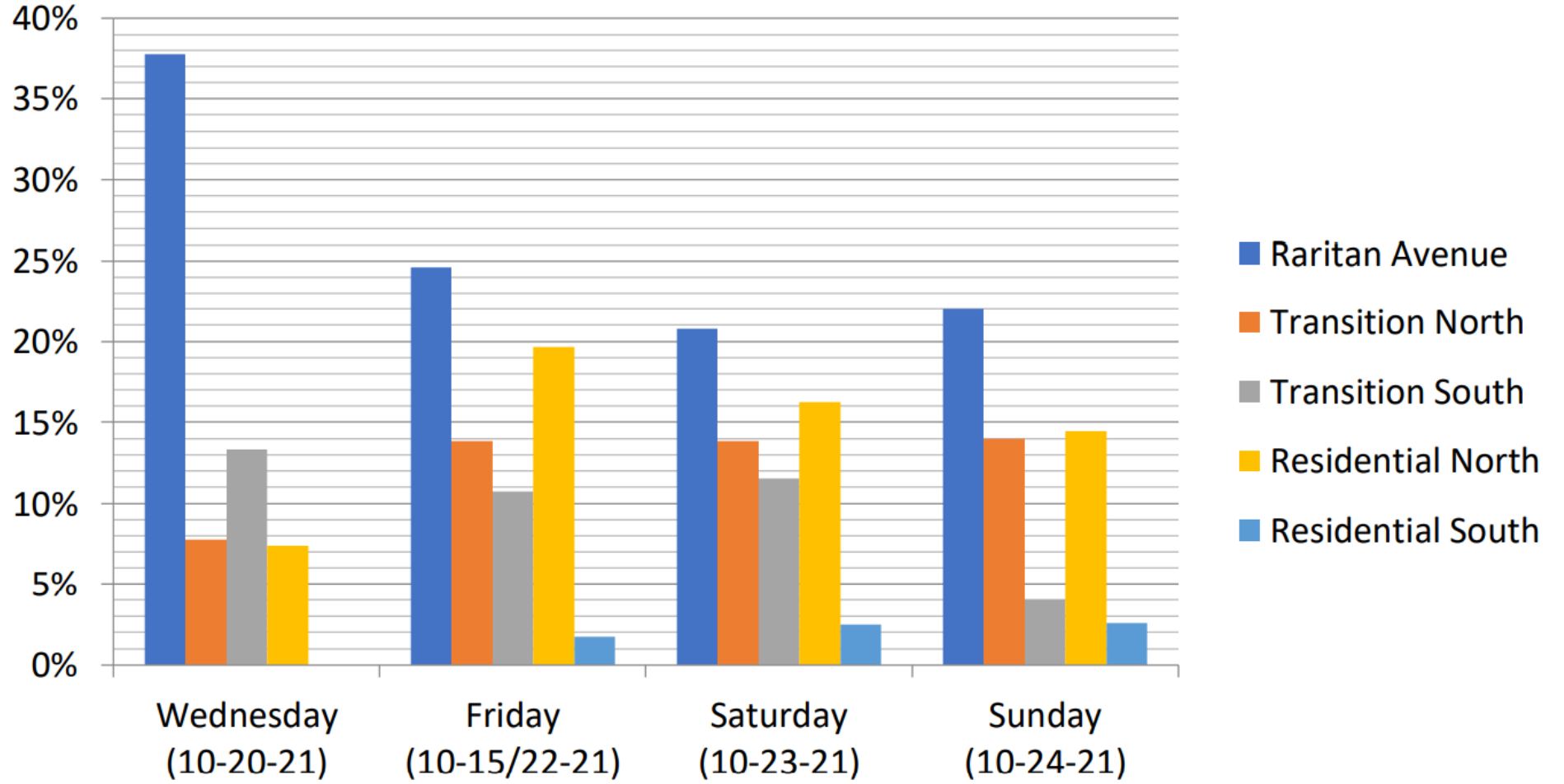
On-Street



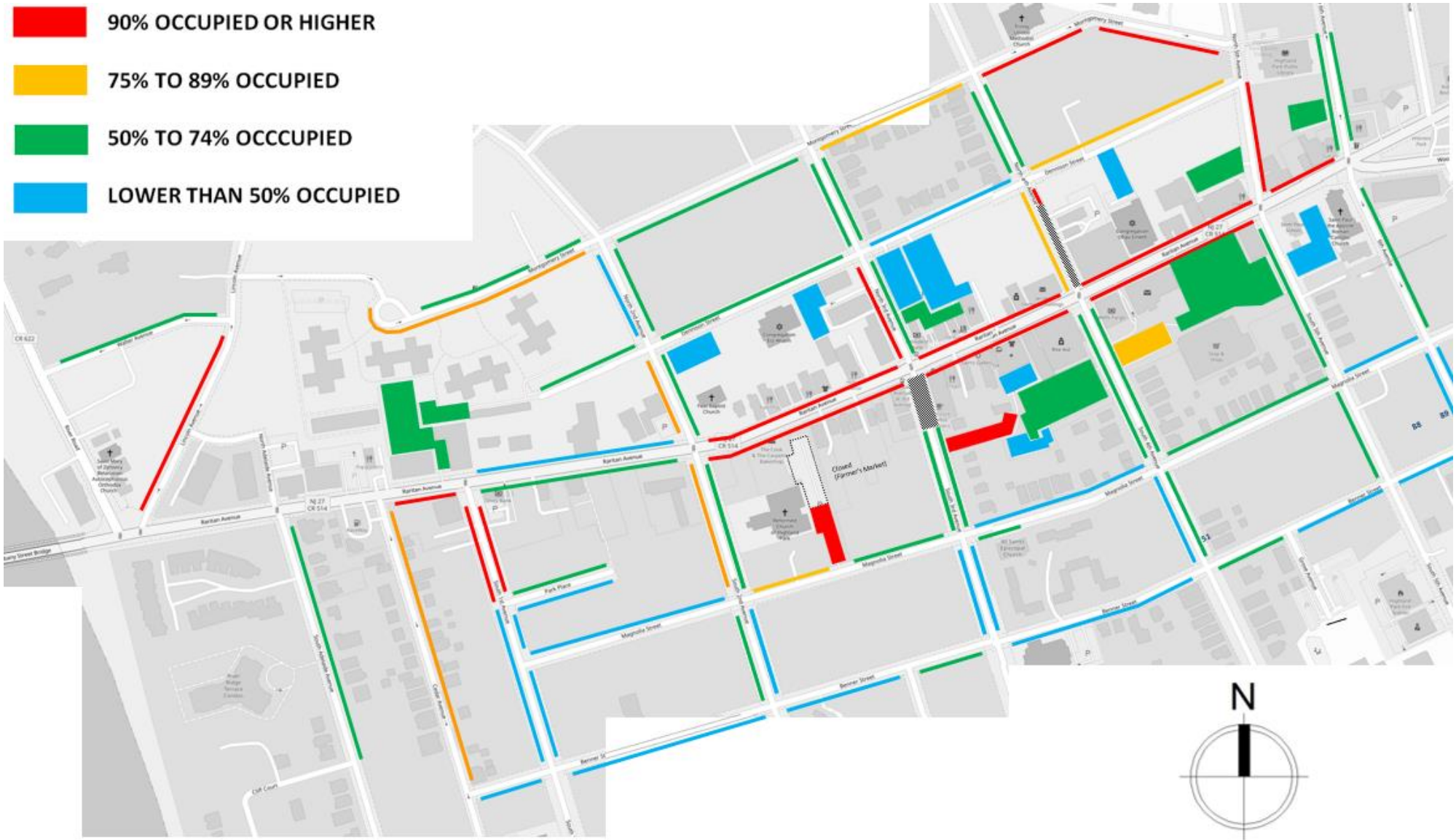
On-Street



On-Street / Congestion Factors



Heat Map / Friday 1PM



Survey

- On-line & paper / 893 responses
- About 77% of the survey responses were from Highland Park residents;
- The majority of respondents (73.5%) believe the current parking supply is adequate or “fine as it is” while 23.5% believe more parking is needed;
- About 10% of survey responses were from downtown business owners or employees. These individuals reported that customers/visitors complain about parking – “rarely or never” (50.6%), “a few times a month” (22.8%), or “almost every day” (26.6%)

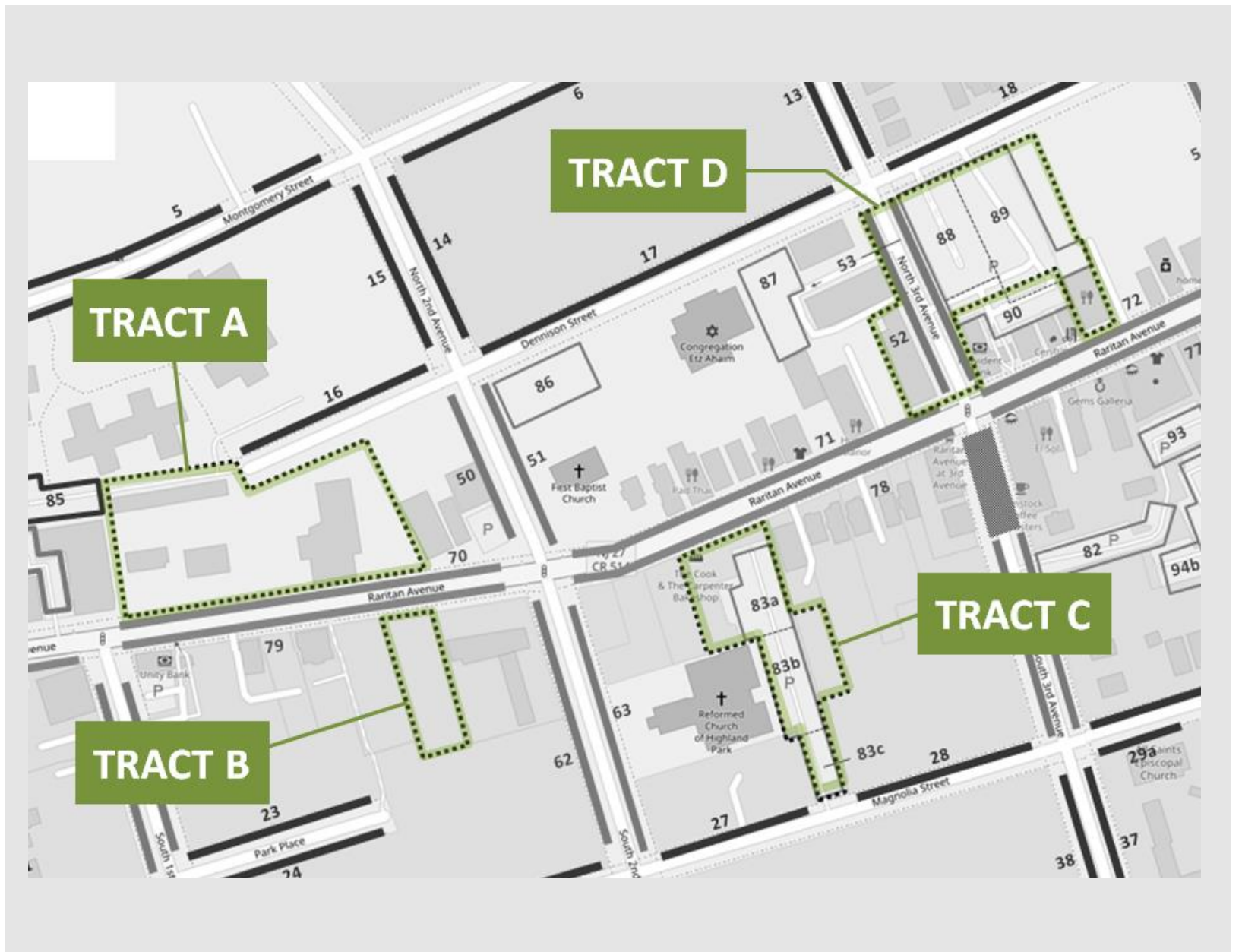
Survey

- Usual mode of transportation when visiting downtown: 64% drive; 33% walk
- Parking availability: I can usually find a spot (37%); It can be hard to find a spot at certain times (31%); I can always find a spot (26%)
- Usual parking location: Raritan Ave (47%); Side Street off Raritan (24%); Private Lot (12%); Borough Lot (8%)
- Need for time limits on Raritan Ave: No (54%); Yes (30%); Not sure (16%)

Survey

- Survey responses and comments received indicate that respondents are divided with respect to the following topics concerning Downtown Highland Park – Downtown Parking Garage, Parking Meters, Redevelopment, Time Limits on Raritan Avenue, Eliminating crossed-out spaces on Raritan Avenue;
- Respondents commented on the need for Pedestrian & Bike Improvements (47 comments), need for More Handicap Spaces (19 comments), and need for Better Signage For Parking (13 comments).

Redevelopment Plan



Redevelopment Plans

- It is expected that redevelopment projects on Tract A, Tract C and Tract D will meet their parking requirements on site;
- Off-site parking for Tract B will likely be provided on Tract D;
- After the redevelopment of Tract C, existing parking demand from the Farmer's Market parking lot will likely be accommodated on site, in an expanded South 3rd Street parking lot, on Tract D or some combination of all these locations.

Parking Program Plan

IMPORTANT DISTINCTIONS

- Recommendations are based on the study results, feedback from Borough officials, parking management best practices, and the parking consultant's past experience;
- Recommendations can be implemented, partially implemented, pilot-programmed, delayed, adjusted or rejected;
- Implementation of certain recommendations can be dependent. For example, if congestion persists along Raritan Avenue after implementation of a Two-Hour time limit, the addition of parking meters should be given serious consideration

Parking Program Plan

ITEM	LOCATION	ISSUE OR GOAL	RECOMMENDATIONS
1	Raritan Avenue Post Office Area	Lack of time limited parking to accommodate quick in-and-out trips	Implement a 15-Minute time limit for three (3) spaces located directly in front of Post Office during Post Office business hours.
2	Raritan Avenue	Lack of parking time limits does not promote turnover of high demand parking spaces, in turn, reducing parking opportunities	Implement a 2-Hour parking time limit between 9AM and 5PM. Parkers requiring longer durations may use free and unregulated side streets and public parking lots
3	Raritan Avenue	Heavy utilization of on-street parking leads to congestion and perceived lack of parking when ample vacant parking spaces are available nearby	Install parking meters along Raritan Avenue to encourage turnover and use of public lots and side streets (which shall remain free)
4	Raritan Avenue	Oversized "No Parking" zones limit parking capacity potential	Reduce some "No Parking" zones and implement skip-jack parking stall layout similar to downtown Morristown, NJ. Please see Appendix K that estimates a potential capacity increase of 18 spaces along Raritan Ave
5	Western Study Area	New Brunswick commuter parking activity creeping into residential neighborhoods	Create commuter friendly parking spaces along Lincoln Avenue and River Road
6	Western Study Area	New Brunswick commuter parking activity creeping into residential neighborhoods	Create alternate side regulations to discourage commuter parking along South Adelaide Avenue. For example: East Side = NP 11AM-1PM Mon-Fri; West Side = NPAT Except 10:30AM-1:30PM Mon-Fri

Parking Program Plan

ITEM	LOCATION	ISSUE OR GOAL	RECOMMENDATIONS
7	River Road	Need for traffic calming & "Gateway" / sense of arrival for southbound motorists	Redesign to create on-street parking on River Road (west side), bump-outs, crosswalk improvements and other attractive gateway design features (See Figure 1, next page)
8	Residential Zones	Commuter and/or Central Business District parking activity creeping into residential neighborhoods	Engage affected communities to discuss optional parking management strategies including Residential Parking Permit Zones.
9	South 3rd Avenue Lot	Tract C Redevelopment will reduce on-site public parking	Pursue expansion of the South 3rd Avenue parking lot to compensate for loss of public parking on the Tract C redevelopment site
10	South 3rd Avenue Lot	Tract C Redevelopment will require relocation of Farmer's Market	Consider relocating Farmer's Market to South 3rd Avenue and perhaps a portion of the expanded South 3rd Avenue parking lot
11	Private Lots	Under-utilized private parking lots can potentially expand downtown parking opportunities for downtown employees or other user groups	Open a dialog with owners of the Stop & Shop property and continue dialog with owners of the Rite Aid property to discuss potential arrangements. Explore, with Rite Aid, potential vehicular routes to connect So. 3rd and So. 4th Avenues
12	Central Business District	Survey indicates a desire for more downtown handicap parking	Explore conversion of some side street parking spaces, convenient to Raritan Ave, to handicap parking
13	Central Business District	New regulations described above will require stepped up enforcement that the Borough is not currently equipped to manage	Pursue a shared services agreement with the New Brunswick Parking Authority. It is estimated that every \$1 spent on enforcement in this fashion will result in about \$7.50 of income for the Borough

Appendix K

BLOCK		Landmark(s)	No. Stalls	Potential Parking Gained		
				Type 1	Type 2	Type 3
70	North Side Betw 1st & 2nd	Ubry's Classic Cleaners	9	4	2	
71	North Side Betw 2nd & 3rd	China Lee Midori	16			
72	North Side Betw 3rd & 4th	Dish Café Provident Bank	13			1
73	North Side Betw 4th & 5th	Local Bike	15			2
74	North Side Betw 5th & 6th	Park Med	5			
75	South Side Betw 5th & 6th	St. Paul's	0			
76	South Side Betw 4th & 5th	Post Office Stop & Shop	11		1	1
77	South Side Betw 3rd & 4th	Rite Aid	12			1
78	South Side Betw 2nd & 3rd	Farmer's Market	16			1
79	South Side Betw 1st & 2nd	Merey Robert's Florist	13	3		
80	South Side Betw Cedar & 1st	Papagallo's	4		1	1
			114	7	4	7

- Type 1** Reduce or Eliminate Existing Curb Cut(s)
- Type 2** Reduce No Parking Zones and/or Intersection Tapers
- Type 3** Use Skip Jack Layout



Skipjack
Parking