

City Council Presentation

Jersey City Parking Plan

May 4, 2020

DRAFT



Agenda

1. Project Overview
2. Public Outreach
3. Recommended Parking Management Strategies



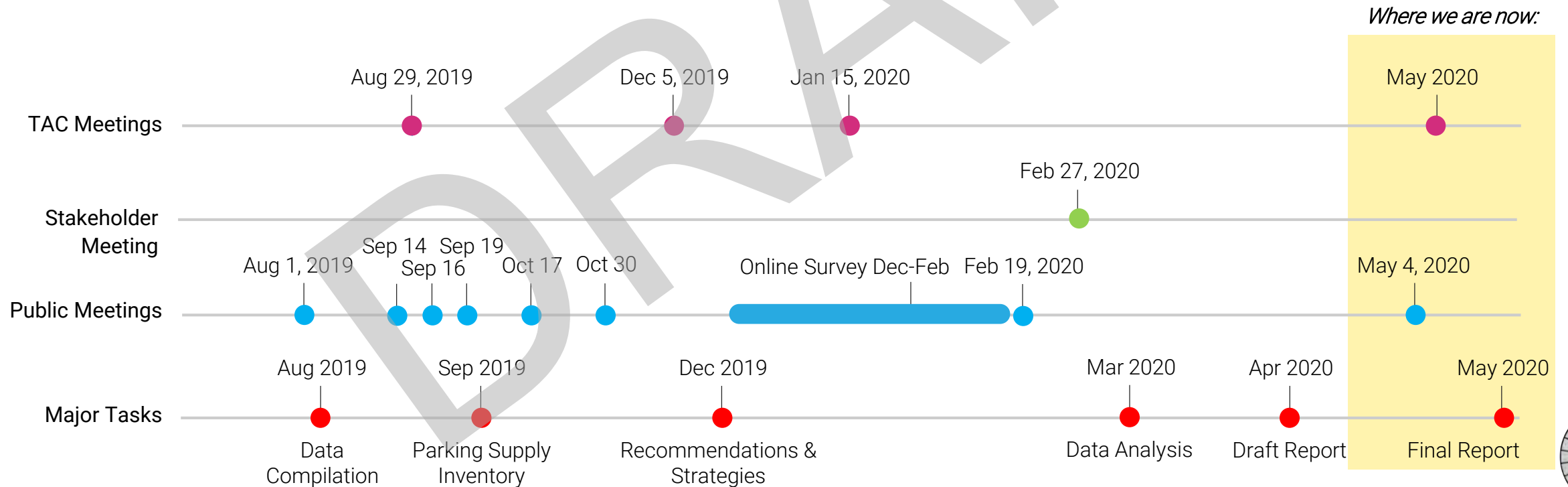
1. Project Overview

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Why a Parking Management Plan?

Starting in spring of 2019, the plan set out to identify needs and recommend parking management strategies that would optimize the use of current parking supply and inform policy and regulations.



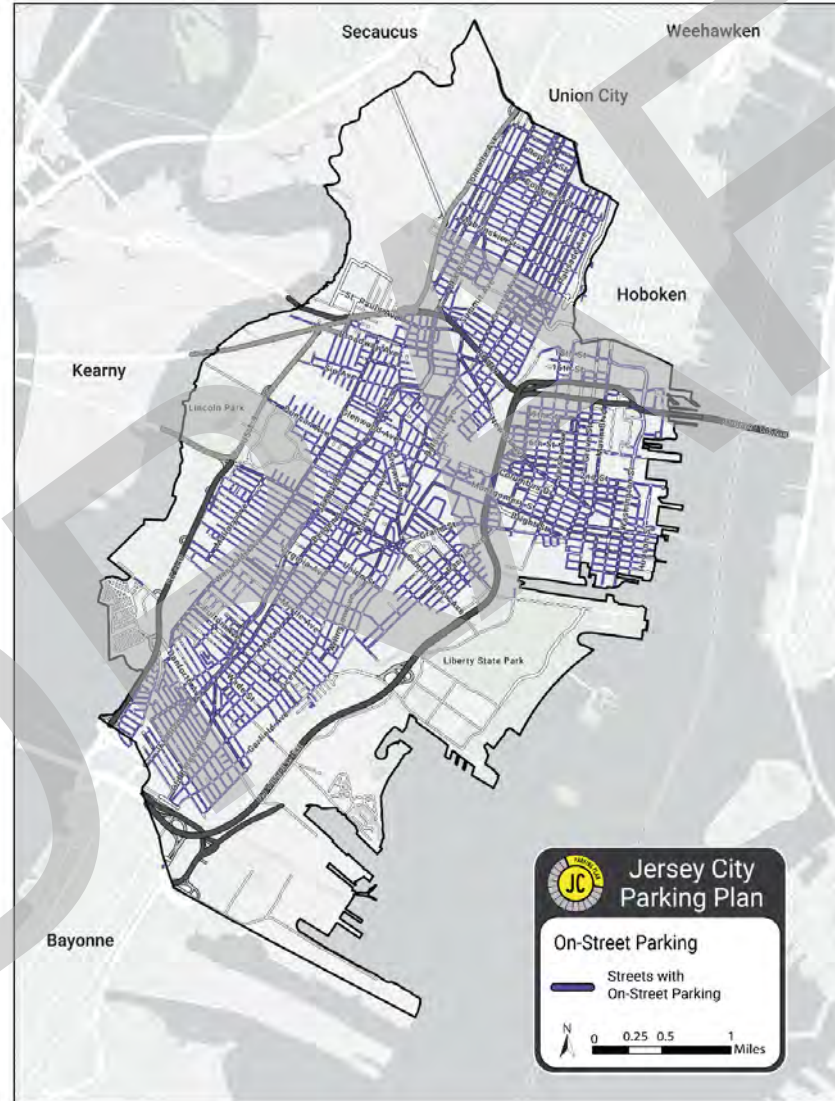
What are the goals of the Parking Plan?

- Create a citywide parking inventory
- Identify major parking issues and data needs
- Recommend strategies to address parking issues and to align parking management policy with overall City development goals

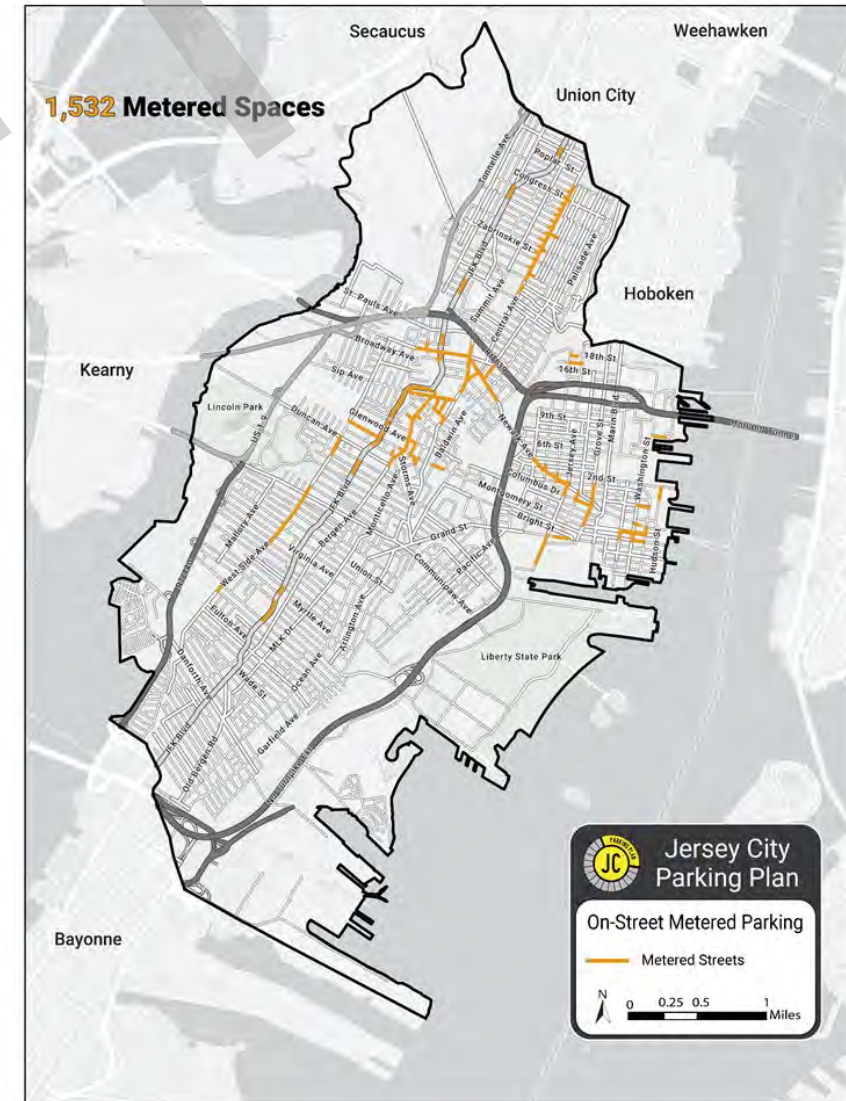
Citywide Parking Inventory

- Approximately **60,000** on-street parking spaces
- Approximately **1,500** metered parking spaces

On-Street Parking



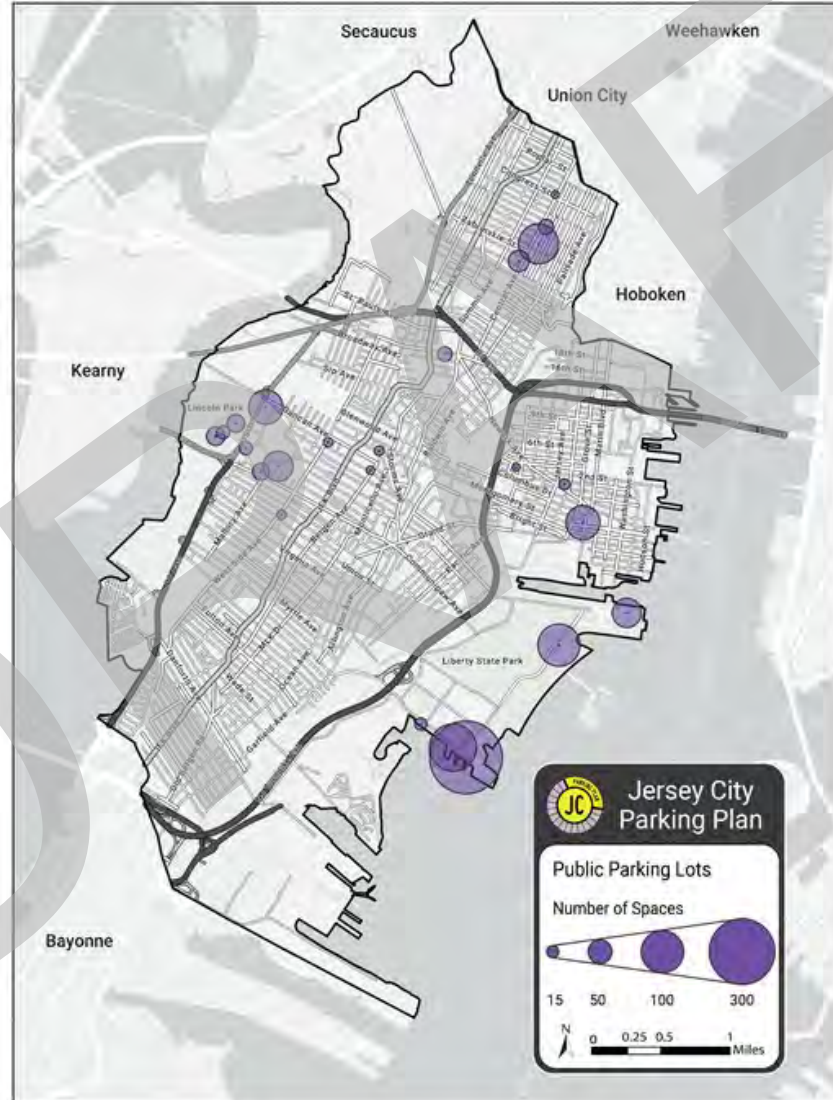
Metered Parking



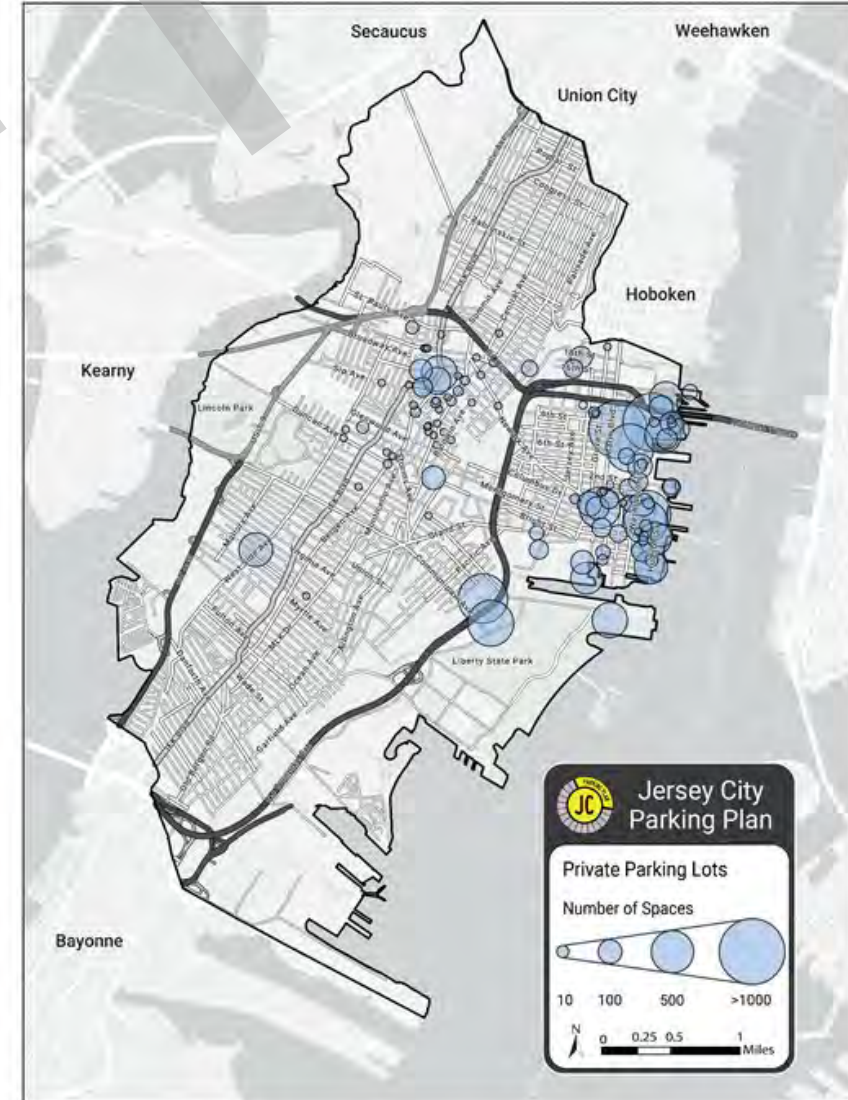
Citywide Parking Inventory

- Approximately **60,000** on-street parking spaces
- Approximately **1,500** metered parking spaces
- Approximately **30,000** off-street parking spaces

Municipal Parking Lots/Garages



Private Parking Lots/Garages



Distribution of On-Street Parking Supply by Ward

Ward	Number of Spaces	Total Curb Length (miles)	Curb Length Permitted for Parking		Total Population	Population Density
			Total Length (miles)	Percent of Total		
A	8,900	56	33	59%	45,200	12,000
B	9,000	51	34	67%	44,200	19,100
C	9,400	54	36	67%	40,100	27,600
D	7,700	48	29	60%	38,800	16,400
E	10,600	53	40	75%	48,300	28,900
F	13,700	71	52	73%	45,000	13,900
Citywide	60,000	333	223	67%	261,600	N/A



Data doesn't tell the whole story

- A comprehensive inventory of current parking supply is just one tool in our toolkit
- Existing conditions data won't inform how future programs perform
- Other cities, like San Francisco and Seattle, have used pilot projects and trial and error methods to achieve their parking goals
- Parking models are limited in what they can produce, and can't account for all possible scenarios



Moving Forward with Our Plan

- Recommendations are provided in the form of overall strategies, each of which contain specific actions
 - Actions include both short- and long-term to expedite implementation
- Our recommendations are oriented towards creating better management and utilization of the existing parking system
- Despite the limits in the data, the City can still advance the recommendations
 - Pilot programs will need to be used to inform longer-term goals
 - Some recommendations not informed by existing data

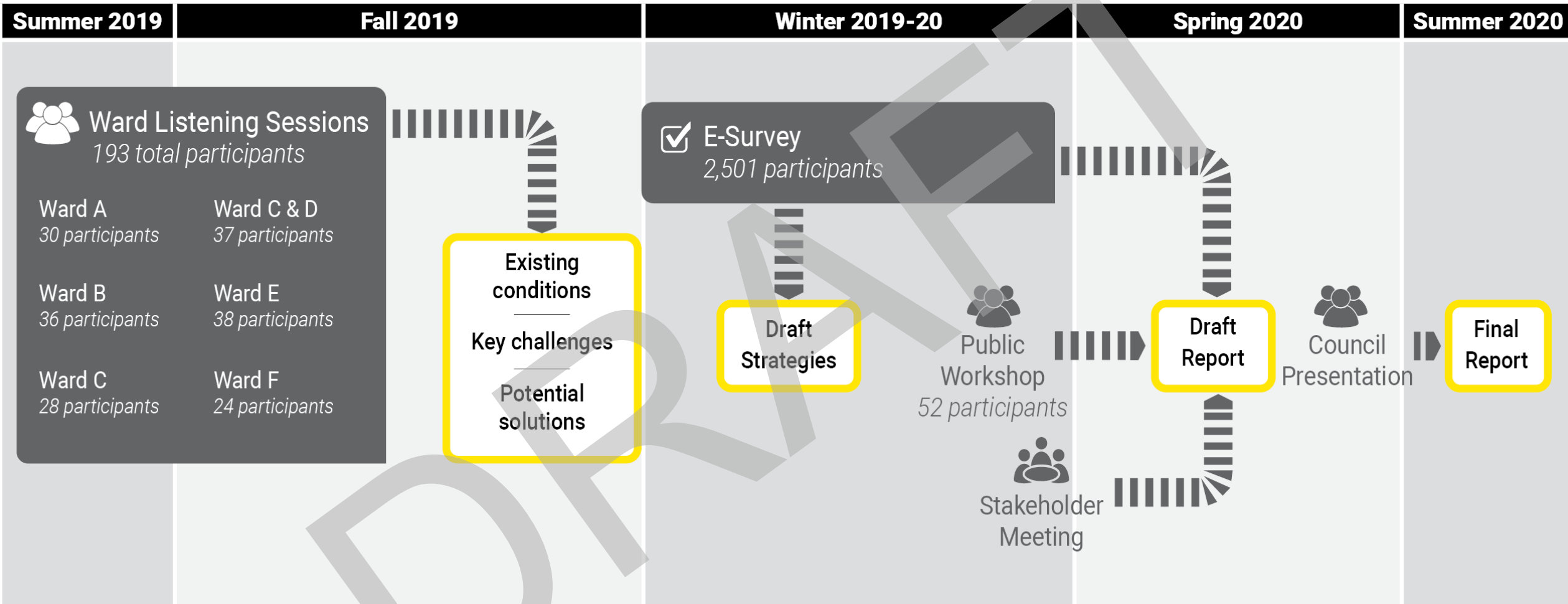


2. Public Outreach

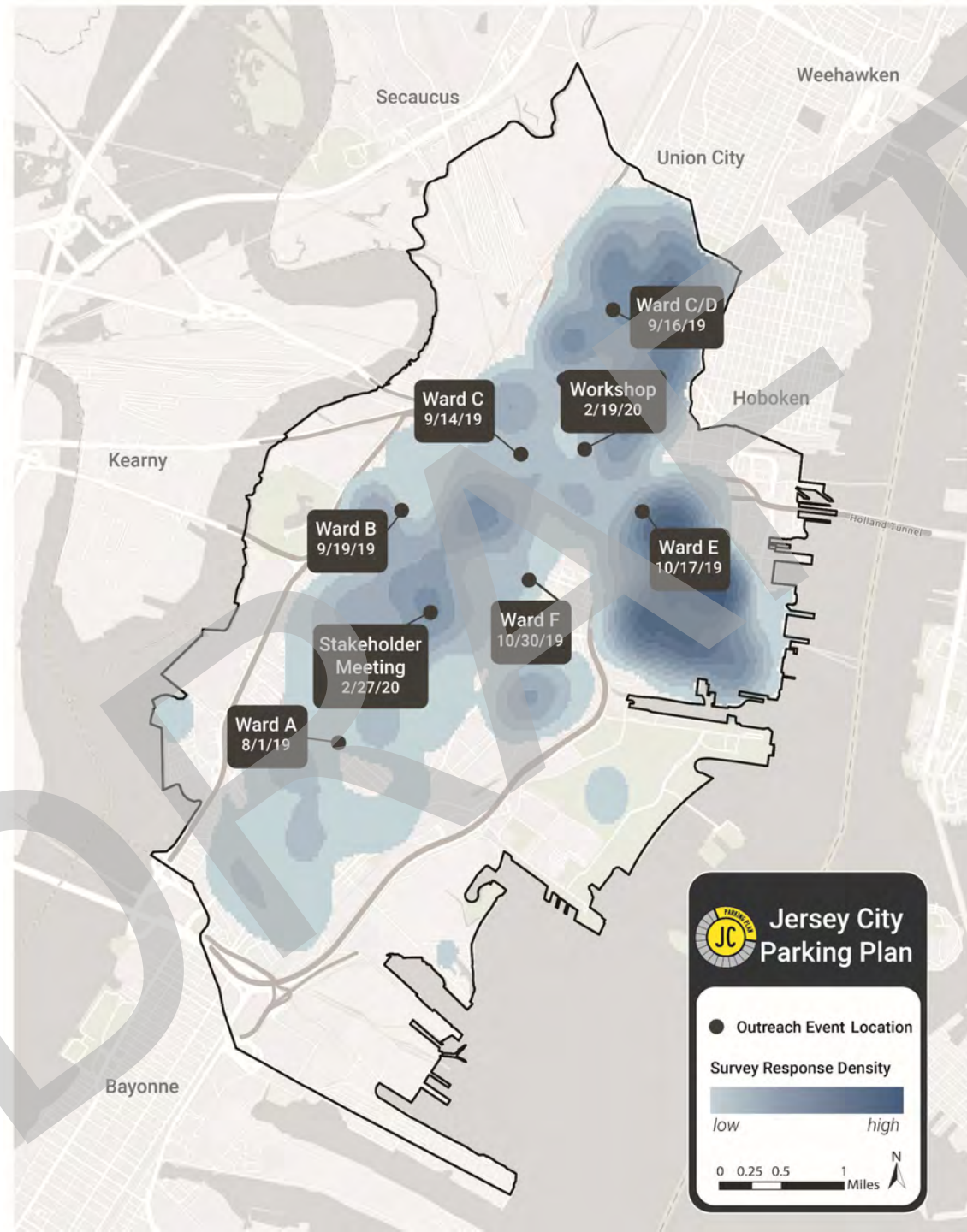
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Ward Meetings, a Public Workshop, and an Online Survey were conducted



Outreach Event Locations & Survey Responses



Citywide & Local Concerns

- Parking availability
- Curb cuts
- Enforcement
- Transit access



Public workshop participants supported the plan's core strategies

Strategy	In Favor	Oppose	Unsure
Graduated pricing for zone parking permits	66%	23%	11%
Tiered pricing at public meters	50%	15%	35%
Curb management plan for curbside cuts	81%	5%	14%
Use parking revenue for alt. transportation	68%	13%	19%

3. Recommended Parking Management Strategies

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Strategy #1: Modify the “Parking Zones” residential permit system

What are modified zones?

- Boundaries should be adjusted to better meet neighborhood needs; permit prices should be set higher to encourage greater use of off-street spaces

What does it accomplish?

- Reduces demand
- Creates availability
- Increases revenue
- More manageable system

Actions

Short Term

- Freeze zones
- Collect data

Medium Term

- Modify zones boundaries

Long Term

- Implement Graduated Pricing



Permit zones can be adjusted to fit neighborhood needs

- Consider freezing residential zones to collect data on car ownership, spaces used for residents vs. spaces used by visitors and commuters, and permits issued
- Compare the supply (permits) vs. demand (space utilization) in order to align supply with demand and explore the feasibility of graduate permit pricing



Strategy #1: Modify the “Parking Zones” residential permit system



Measures of Success

- Reduction in number of permits issued each year
- Complete database of all parking permits issued



Barriers/Challenges

- Potential resistance to increased parking prices
- Requires administrative reorganization of parking permit management system
- Missing data on parking permits



What needs to be done?

- Conduct inventory of current permits and access to off-street parking
- Track permits in a database management system

Strategy #2: Expand shared parking programs

What is Shared Parking?

- An agreement where two or more complementary land uses share the same parking spaces (e.g., a bank and a bar)

What does it accomplish?

- Meets demand with existing supply
- Reduces costs to businesses
- Reduction in parking vacancy

Actions

Short Term

- Incentivize shared parking
- Collect data

Medium Term

- Further develop shared parking program
- Encourage data sharing with City

Long Term

- Implement Centralized Parking Management System



Shared parking programs can be especially useful in mixed-use areas

- Create programs to incentivize shared parking by offering reduction to parking minimum requirements or tax breaks
- Pilot shared parking programs in the Waterfront office district
- Expand pilot program providing overnight parking for residents at public schools



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Strategy #2: Expand shared parking programs



Measures of Success

- Reduction in vacant privately-owned parking space
- City has complete and up-to-date information on utilization of private parking lots
- Businesses routinely make empty space available to the public for a fee



Barriers/Challenges

- Private garage owners unlikely to offer cooperation without a financial incentive
- Creating a Centralized Parking Management System will require time and technical knowledge



What needs to be done?

- Create programs to incentivize shared parking through various levers
- Make reduction in minimum parking requirements or tax breaks contingent on businesses sharing data

Strategy #3: Coordinate on-street and off-street parking rates

What do coordinated rates look like?

- On-street rates are priced to encourage high turnover, while off-street rates are more attractive for long-term parking

What does it accomplish?

- Increases on-street availability
- Discourages long-term parking
- Increases utilization of off-street parking
- Reduces “cruising for parking”

Actions

Short Term

- Pilot tiered pricing
- Collect data

Medium Term

- Coordinate pricing
- Add new meters

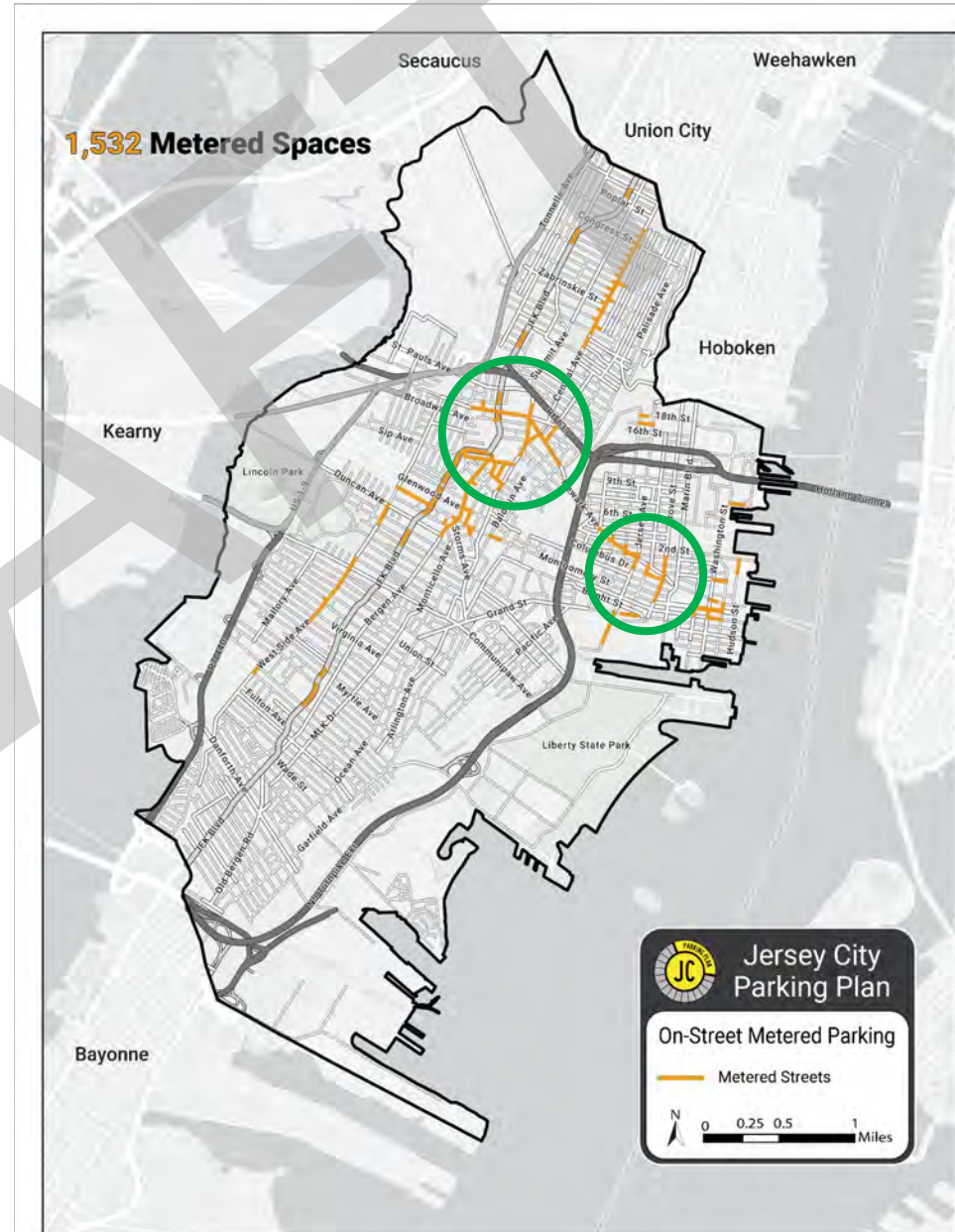
Long Term

- Implement variable metered pricing

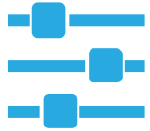


Pilot Tiered Meter Pricing in areas of high demand

- Upgrade meter technology to allow tiered pricing, where rates progressively increase the longer a vehicle takes up a parking space
- Install first pilot near Newark Avenue pedestrian plaza downtown; conduct subsequent pilot in Journal Square area



Strategy #3: Coordinate on-street and off-street parking rates



Measures of Success

- Metered occupancy rate of 85%
- Increased turnover levels on-street and usage of off-street facilities for long-term parking



Barriers/Challenges

- Possible resistance to increased meter rates
- Dynamic meter pricing will require technology upgrades



What needs to be done?

- Communicate clearly to ensure public is not surprised by changes to price of parking
- Install additional meters in commercial districts with high demand for short-term parking

Strategy #4: Improve enforcement of parking regulations

What does balanced enforcement look like?

- Clearly signed and painted curb space can help reduce confusion, while a uniform use of enforcement technology can help remove unintentional bias

What does it accomplish?

- Increases compliance
- Better community relations
- Discourage long-term on-street parking in commercial areas

Actions

Short Term

- Consistent enforcement
- Improve on-street markings and signage

Medium Term

- Allocate more resources
- Collect data

Long Term

- Adopt technology-based enforcement

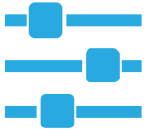


Employ multiple tools to help right-size enforcement

- Adoption of automated license plate readers (ALPR) can make enforcement more efficient and equitable
- ALPR can be deployed in both on- and off-street environments
- Improving signage and striping can help reduce confusion and violations



Strategy #4: Improve enforcement of parking regulations



Measures of Success

- Reduction in illegal parking
- Safer conditions for bicyclists, pedestrians, and vehicles



Barriers/Challenges

- Changes to city code needed
- Public may initially react poorly to changes in enforcement



What needs to be done?

- Hold workshop with parking enforcement staff to identify locations of current enforcement focus
- Meet with City Council to discuss revised ticket penalties

Strategy #5: Comprehensively Manage On-Street Curb Space

What is curb management?

- Operating concepts, techniques, and practices that effectively and efficiently allocate the use of curb space between competing demands

What does it accomplish?

- Reduces obstructions to traffic flow
- Improves safety for residents of all ages and abilities
- Improves accessibility

Actions

Short Term

- Designate pick-up and drop-off areas
- Pilot off-hours delivery

Medium Term

- Clarify loading zones in commercial areas

Long Term

- Develop curb management system

Strategy #6: Consider designated areas for commuter/visitor parking

What is intercept parking?

- Parking lots and garages near transit stations and other high-demand areas can cater to commuters and visitors by utilizing clear directional wayfinding at highway exits to attract customers

What does it accomplish?

- Prioritizes access to transit
- Increases off-street utilization
- Decreases conflicts between residents and commuters

Actions

Short Term

- Collect data

Medium Term

- Re-examine parking near transit stations

Long Term

- Implement parking wayfinding programs

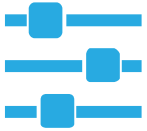


More data is needed to determine the extent of commuter parking

- Collect information on commuter parking location and extent, either by random survey or by canvassing license plates within 1/2 mile of key transit stations
- Key focus areas for initial survey should be at Journal Square and Grove Street PATH stations



Strategy #6: Consider designated areas for commuter/visitor parking



Measures of Success

- Reduced commuter use of on-street parking
- Increased awareness of parking options for visitors



Barriers/Challenges

- Missing data on commuter parking location and extent
- Depending on commuter demand, more off-street parking may be required



What needs to be done?

- Collect information on commuter parking location and extent
- Identify underutilized lots within 1/2 mile of transit stations

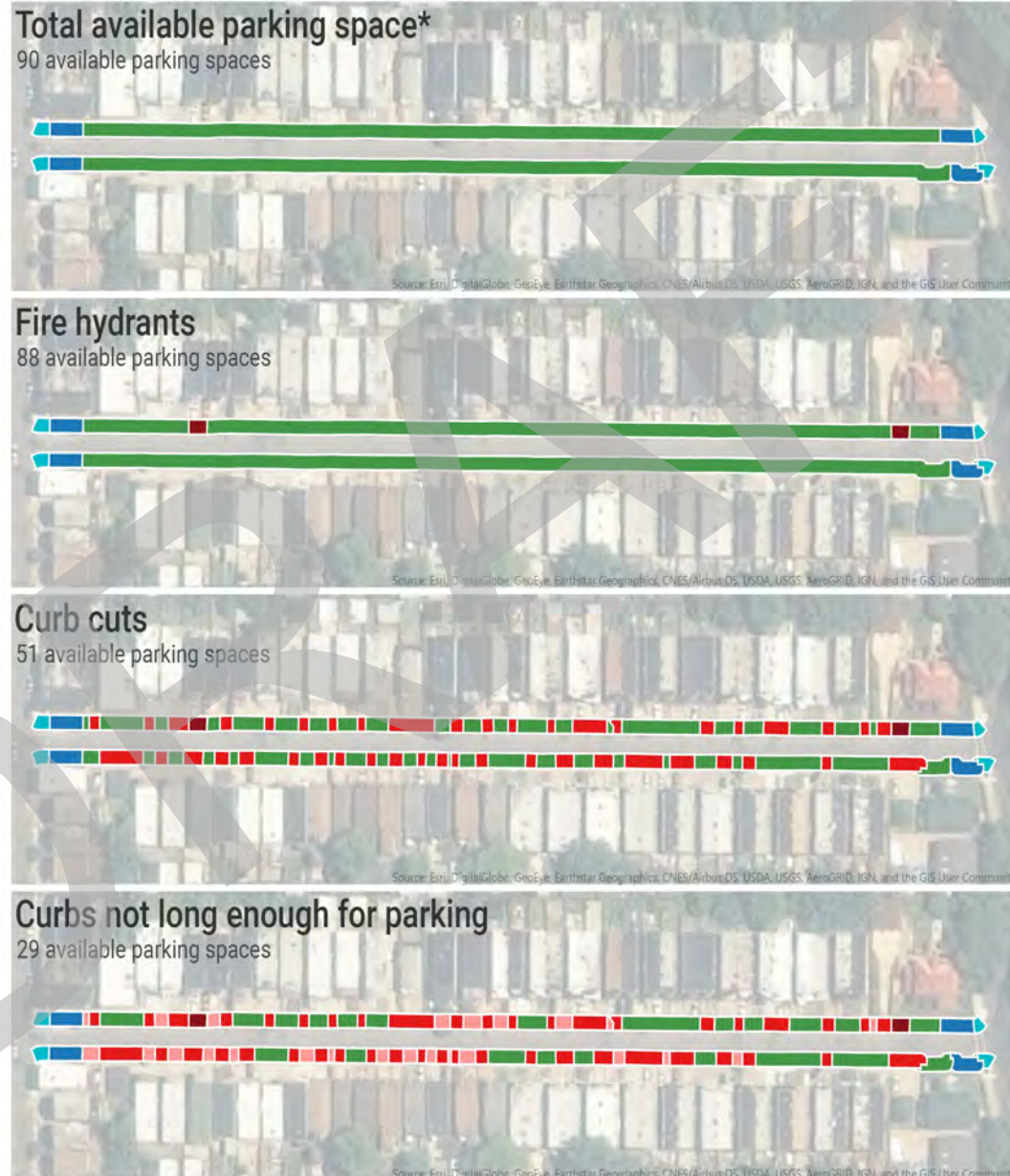
Strategy #7: Improve Communications of City's Policies

- Engage the public more broadly to communicate City's sustainability goals
- Hold public meetings to address parking issues around new developments, and clearly articulate the City's priorities



Strategy #8: Re-examine the City's curb cut policy

- Curb cuts are an acute problem in Jersey City
- The curb is a public asset and curb cuts effectively privatize public space
- Freeze all requests for new curb cuts while evaluating the permitting process



Armstrong Avenue

between Sterling Avenue and John F. Kennedy Boulevard

	Linear feet available for parking	Available parking spaces
Total available parking space *	1,814	90
Fire hydrants	1,776	88
Curb cuts	1,039	51
Curbs not long enough for parking	742	29



Jersey City Parking Plan

- Total potential curb space
- Beyond crosswalk (aka Corner + Crosswalk)
- Daylit space
- Fire hydrants
- Curb cuts
- Curbs not long enough for parking



Strategy #9: Re-examine parking requirements in the City's zoning code

What are maximum parking requirements?

- Each land use has a set maximum number of spaces which can be built and cannot be exceeded

What does it accomplish?

- Zones better reflect neighborhood character and needs
- Available parking used more efficiently
- Maximizes clarity

Actions

Short Term

- Examine current parking requirements
- Identify transit overlay zones

Medium Term

- Standardize parking maximums

Long Term

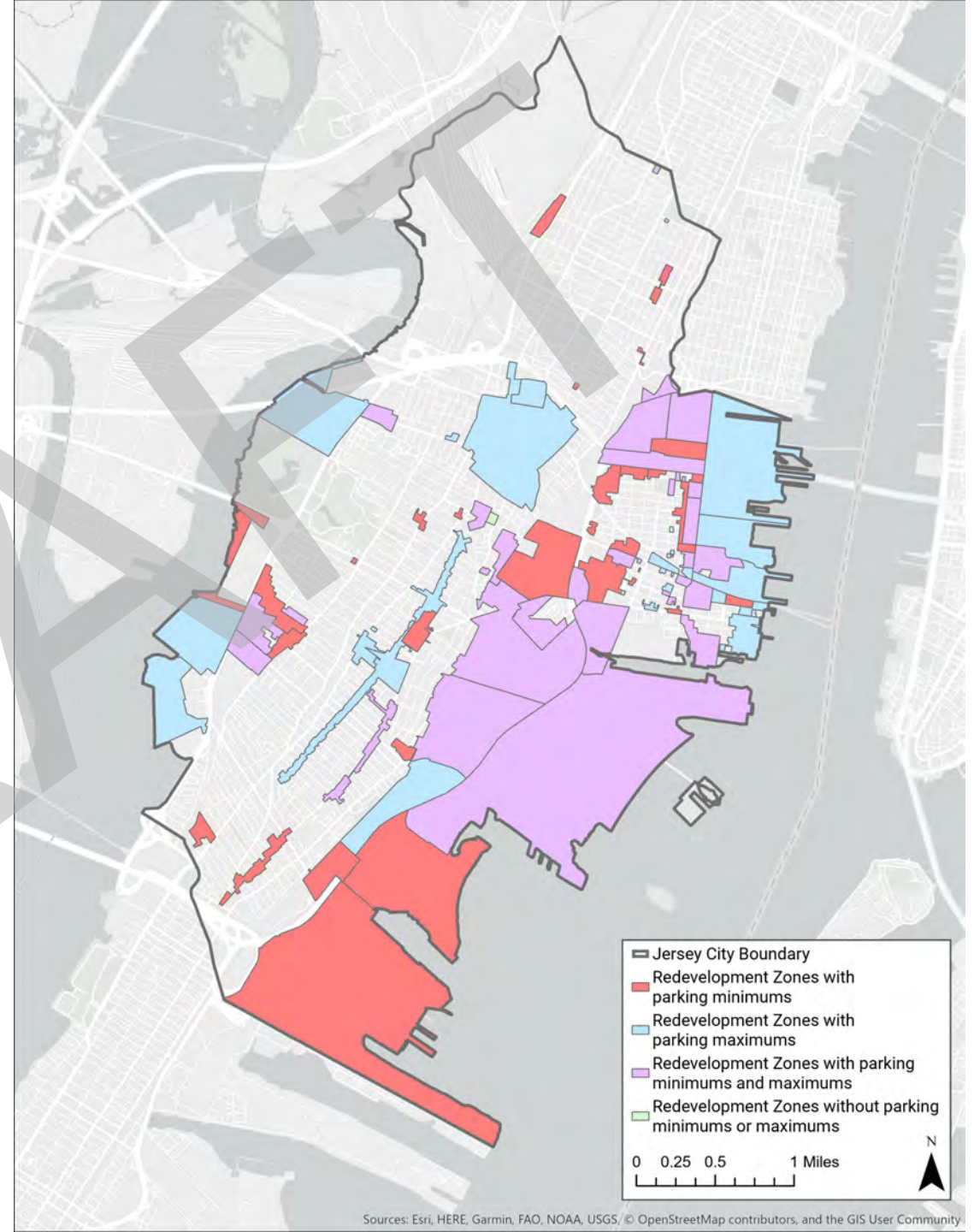
- Regularly re-evaluate parking requirements in zoning code



Current Redevelopment Districts

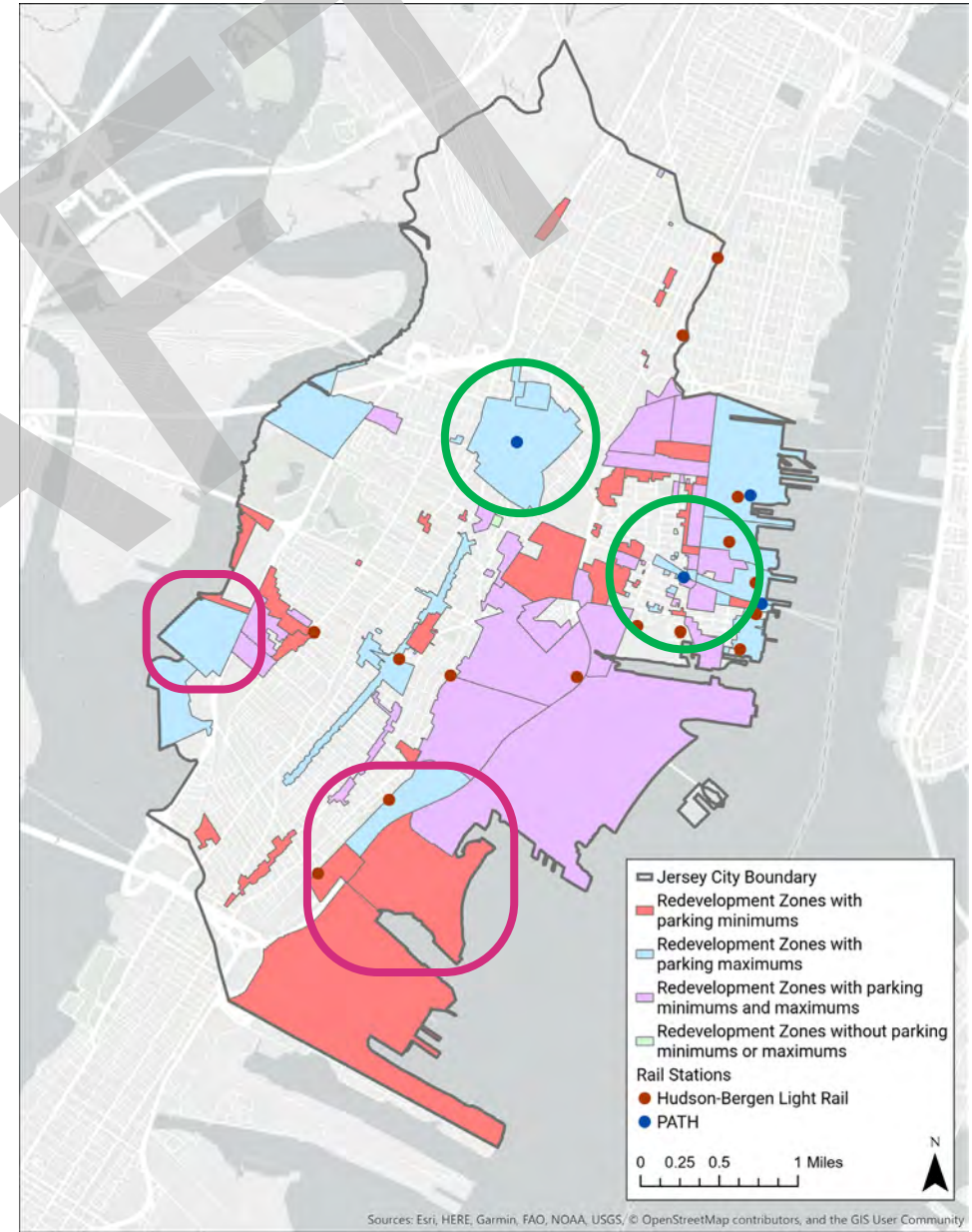
- The City currently has 97 redevelopment districts, which are independent mini-plans
- They range in size from a single lot, to a collection of lots on a block, up to an entire sub-district
- Currently requirements are developed based on what's been done before, copied from other cities, or prescribed by Council members, *without a parking analysis*
- Parking requirements vary, including minimums, maximums, both, or neither

Type of Requirement:	Minimum	Maximum	Both	Neither
Percent of Districts:	35%	26%	35%	3%

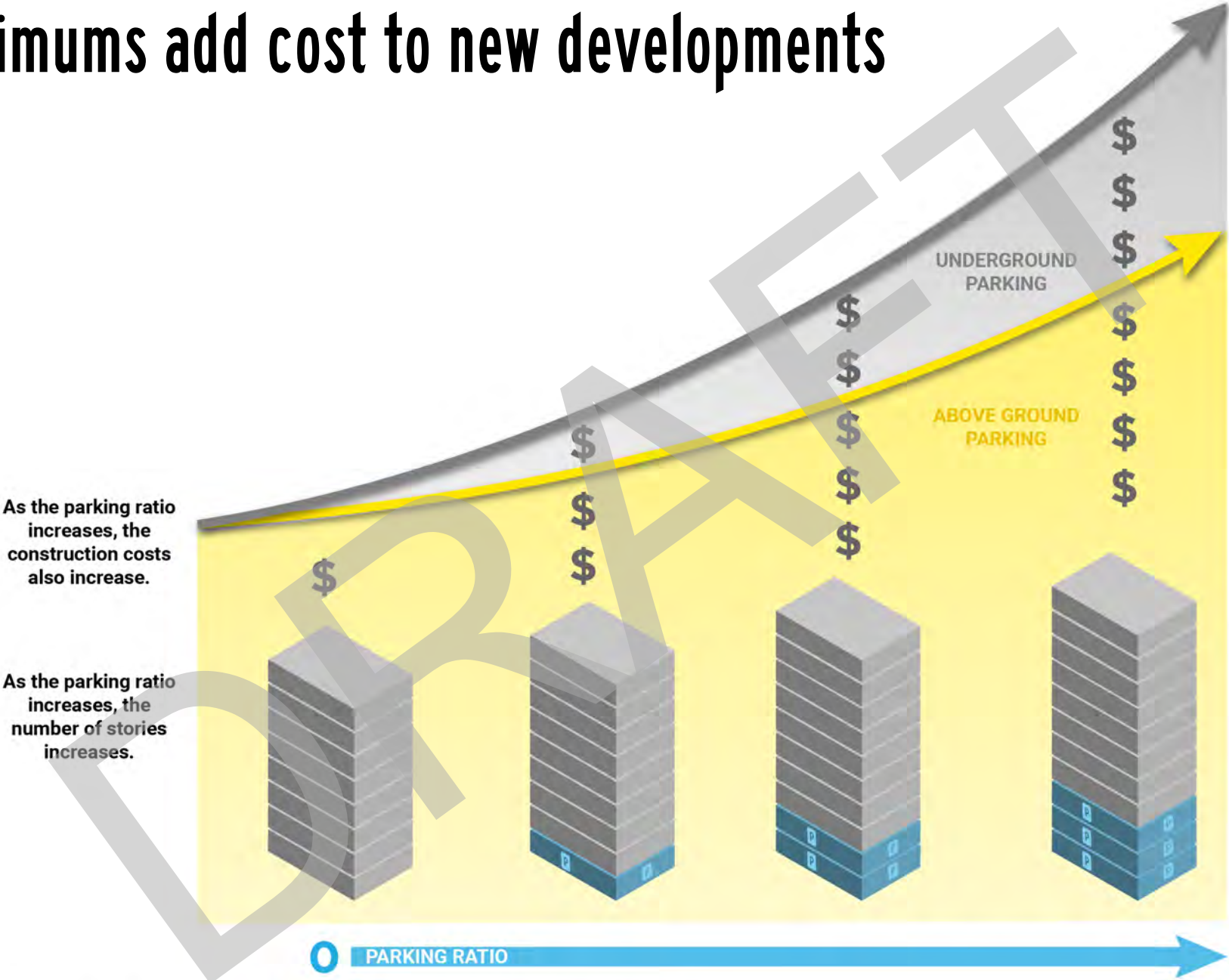


Consolidate and Re-evaluate Redevelopment Districts

- Combine redevelopment districts near **PATH stations** into uniform transit-oriented districts with reduced parking maximums around Grove Street and Journal Square
- Establish “Payment in lieu” in **other redevelopment districts** including those along the Hackensack River waterfront and the industrial lands south of Liberty State Park



Parking minimums add cost to new developments



The graphic above assumes the number of units and unit size remain the same for each scenario.

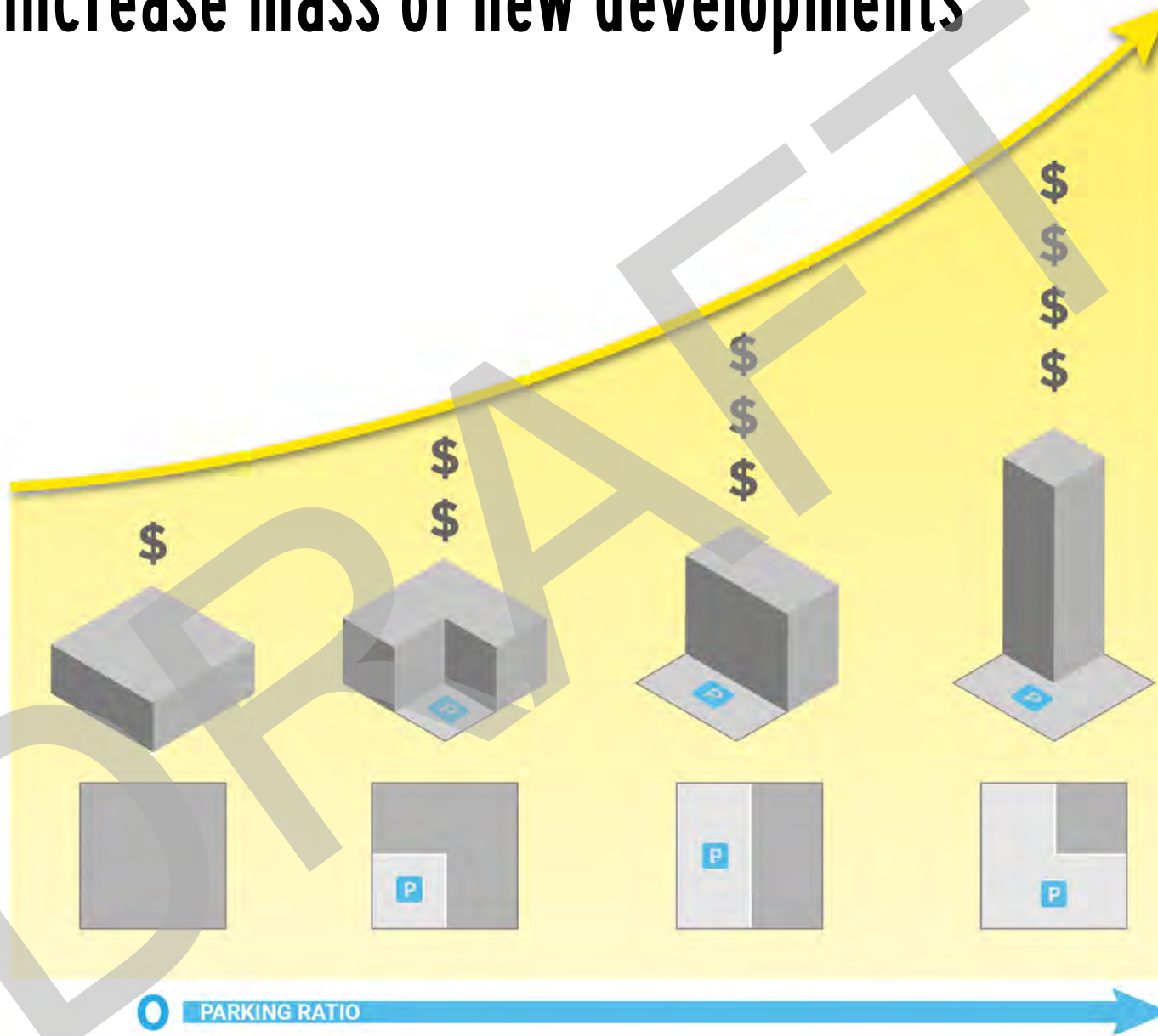


Parking minimums increase mass of new developments

As the parking ratio increases, the construction costs also increase.

As the parking ratio increases, the building gets taller.

DEVELOPABLE PARCEL



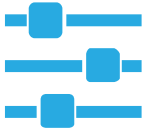
The graphic above assumes the number of units and unit size remain the same for each scenario.

Adopt a modern approach to “right-size” parking requirements

- Standard approach and principles that are:
 - Based on *activity* instead of *square-foot*-based ratios
 - Based on community needs and occupancy
- Number of spaces must reflect the availability of travel options including transit, carpooling, and other modes
- Policies should be uniform within districts for city staff to easily apply and enforce
- Require developers to provide parking demand analysis *in addition to* traffic impact study to incentivize developers to accommodate their tenants travel needs multimodally
- Provide developers credit for agreeing with other property owners to utilize vacant parking space, making more efficient use of citywide parking supply



Strategy #9: Re-examine parking requirements in the City's zoning code



Measures of Success

- Maximum parking requirements applied citywide
- Parking requirements defined by primary district, not by redevelopment district



Barriers/Challenges

- Restructuring of city code necessary to simplify parking regulations
- City Council must approve changes to parking requirements

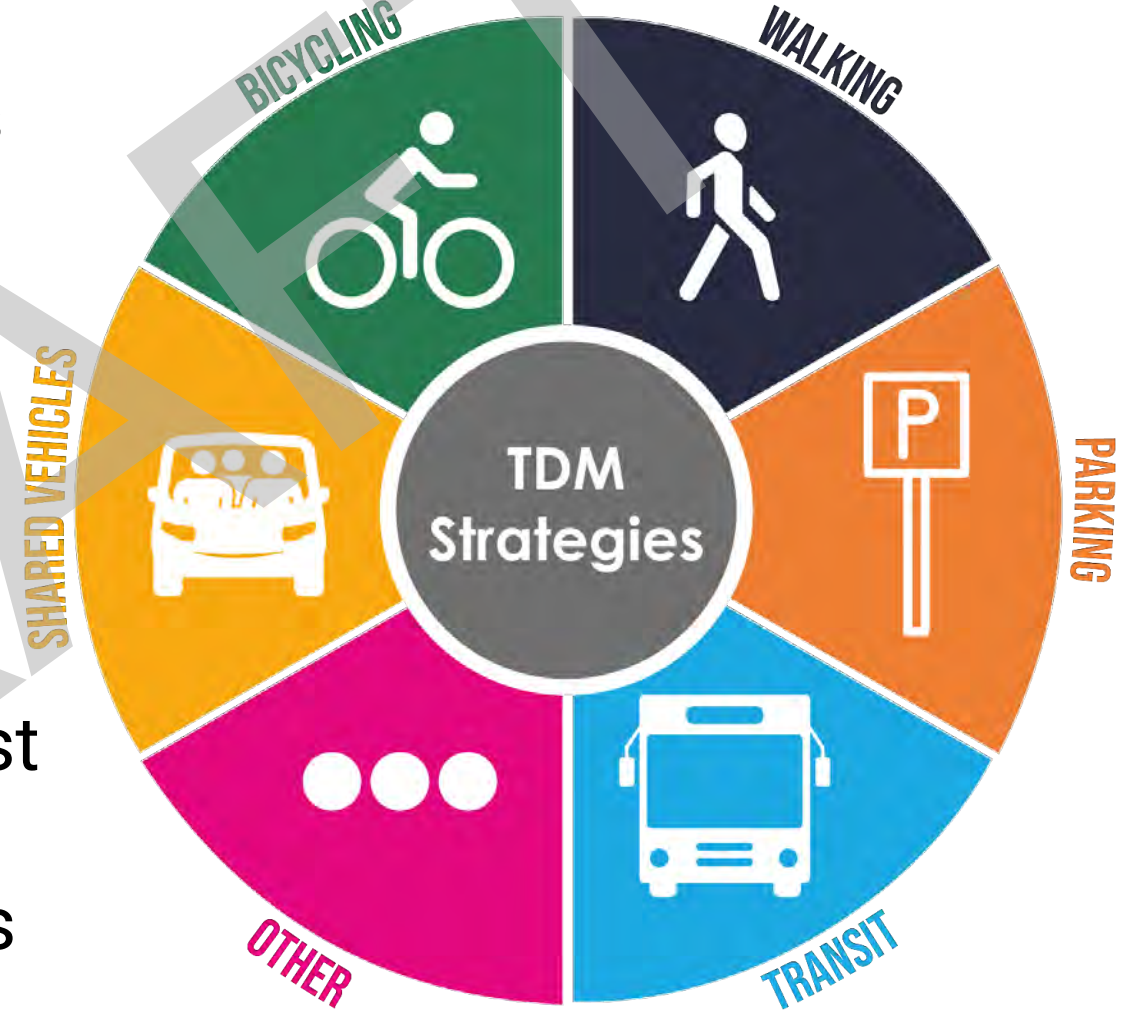


What needs to be done?

- Meet with transit agencies to workshop ideal transit overlay boundaries
- Revise sections of city code to place redevelopment zones within the main zone structure

Strategy #10: Implement Transportation Demand Management Measures

- Survey Jersey City employers to identify employee parking issues
- Work with local businesses and regional partners to craft and implement a TDM ordinance for the City
- The City should continue to invest and expand its existing alternate modes of transportation, such as CitiBike and Via



Why are new parking garages not recommended?



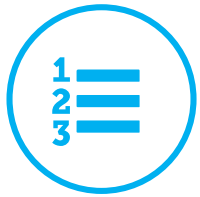
Cost

- Parking garages in the region cost between \$30,000 and \$65,000 per space to construct



Traffic

- Balancing parking with alternative travel modes is one of the most effective ways a city can combat congestion



Priorities

- Garages take up space that could be used for parks, community centers, businesses and housing
- Building garages subsidizes the cost of driving, which conflicts with citywide sustainability goals

Conclusions & Next Steps



Overall Impressions

- Inefficient parking management practices
- Outdated technology for tracking parking data
- City needs to collect additional data



Immediate Improvements (“Low-Hanging Fruit”)

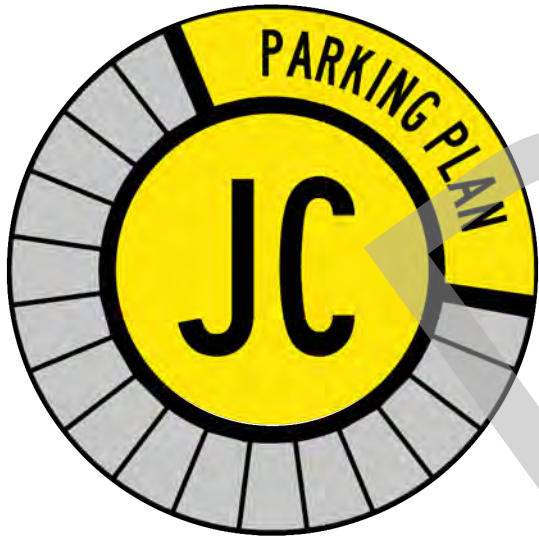
- Compile parking inventory spreadsheets, improve technology
- Collect data needed to implement short-term changes
- Public support for graduated pricing and for using parking revenues to fund transportation and parking improvements



Next Steps

- Incorporate feedback
- Finalize the report
- Close out the study

Thank You!



Want to find out more information or get involved?

Visit www.jerseycitynj.gov/parkingplan or
email us at cityplanning@jcnj.org