Parking Development
Hackensack, NJ

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Bo Kyung Choi, Timothy Haahs & Associates

September 2nd, 2014
## On-Street Meter Rates

<table>
<thead>
<tr>
<th>Street</th>
<th>Existing Rates</th>
<th>Proposed Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main St.</td>
<td>$0.25</td>
<td>$0.75</td>
</tr>
<tr>
<td>Bergen St.</td>
<td>$0.25</td>
<td>$0.75</td>
</tr>
<tr>
<td>Washington Pl.</td>
<td>$0.50</td>
<td>$0.75 - $1.00</td>
</tr>
<tr>
<td>Moore St.</td>
<td>$0.50</td>
<td>$0.50 - $1.00</td>
</tr>
<tr>
<td>Bridge St.</td>
<td>$0.50</td>
<td>$0.75 - $1.00</td>
</tr>
<tr>
<td>Old River St.</td>
<td>$0.50</td>
<td>$1.00</td>
</tr>
<tr>
<td>Warren St.</td>
<td>$0.50</td>
<td>$0.75</td>
</tr>
<tr>
<td>Banta Pl.</td>
<td>$0.50</td>
<td>$0.75</td>
</tr>
<tr>
<td>Camden St.</td>
<td>$0.50</td>
<td>$0.50 - $0.75</td>
</tr>
<tr>
<td>State St.</td>
<td>$0.50</td>
<td>No Change</td>
</tr>
<tr>
<td>Berry St.</td>
<td>$0.50</td>
<td>No Change</td>
</tr>
<tr>
<td>Ward St.</td>
<td>$0.50</td>
<td>No Change</td>
</tr>
<tr>
<td>Maple Ave.</td>
<td>$0.50</td>
<td>No Change</td>
</tr>
</tbody>
</table>
Comparison to Other Municipals (NJ)

Parking Meter Rates

- Hackensack
- Rahway
- Bloomfield
- Passaic
- Camden
- Elizabeth
- Paterson
- New Brunswick
- Newark

Rate Levels: $0.00, $0.25, $0.50, $0.75, $1.00, $1.25, $1.50
## Comparison to Other Municipals

<table>
<thead>
<tr>
<th>City</th>
<th>Comparability</th>
<th>Meter Rates / HR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Lee</td>
<td>Geographic Proximity</td>
<td>$0.50 / $1.00</td>
</tr>
<tr>
<td>Rahway</td>
<td>Small Town Development</td>
<td>$0.50 / $0.75</td>
</tr>
<tr>
<td>Bloomfield</td>
<td>Small Town Development</td>
<td>$0.75</td>
</tr>
<tr>
<td>Passaic</td>
<td>County Seat / Geographic Proximity / Economically Comparable</td>
<td>$0.75</td>
</tr>
<tr>
<td>Camden</td>
<td>County Seat</td>
<td>$1.00</td>
</tr>
<tr>
<td>Elizabeth</td>
<td>County Seat / Economically Comparable</td>
<td>$1.00</td>
</tr>
<tr>
<td>Paterson</td>
<td>County Seat / Geographic Proximity/ Economically Comparable</td>
<td>$1.00</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>County Seat</td>
<td>$1.25</td>
</tr>
<tr>
<td>Newark</td>
<td>County Seat</td>
<td>$1.25</td>
</tr>
</tbody>
</table>

**Proposed Meter Rates for Hackensack**: $0.50 - $1.00 / HR
### Off-Street Parking Rates

<table>
<thead>
<tr>
<th>Category</th>
<th>Existing Rates</th>
<th>Proposed Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Year 2014</strong></td>
<td><strong>Year 2015</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Daily Parking</strong></td>
<td><strong>Permit Parking</strong></td>
</tr>
<tr>
<td></td>
<td>$0.50 / HR</td>
<td>Base Rate</td>
</tr>
<tr>
<td></td>
<td>$8.00 - $10.00 / Day</td>
<td>Bulk: 101-199</td>
</tr>
<tr>
<td></td>
<td>(HUMC)</td>
<td>Bulk: 200+</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Residential Development*</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>ATLANTIC GARAGE:</strong></td>
</tr>
<tr>
<td></td>
<td>Base Rate (Covered)</td>
<td>$75.00</td>
</tr>
<tr>
<td></td>
<td>$50.00</td>
<td>Bulk: 101-199</td>
</tr>
<tr>
<td></td>
<td>$45.00</td>
<td>Bulk: 200+</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Residential Development*</td>
</tr>
</tbody>
</table>

City Ordinance 170-49  (Last Amendment in 1990)

*Residential Development Discounted Parking for 5 Year Term as Incentive for Development from date of Project Permanent Certificate of Occupancy*
Comparison to Other Municipals (NJ)

*The average parking permit rates of each municipal are applied.
*Discount rates are not reflected.
## Comparison to Other Municipals

<table>
<thead>
<tr>
<th>City</th>
<th>Comparability</th>
<th>Facility Type</th>
<th>Permit Rate (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Lee, NJ</td>
<td>Geographic Proximity</td>
<td>Surface Lot</td>
<td>$75 / $100*</td>
</tr>
<tr>
<td>West New York, NJ</td>
<td>Similar Socio-Economic Status</td>
<td>Surface Lot</td>
<td>$75</td>
</tr>
<tr>
<td>Rahway, NJ</td>
<td>Small Town Development</td>
<td>Garage</td>
<td>$85-150**</td>
</tr>
<tr>
<td>Union City, NJ</td>
<td>Similar Socio-Economic Status</td>
<td>Garage</td>
<td>$80-85</td>
</tr>
<tr>
<td>Elizabeth, NJ</td>
<td>County Seat</td>
<td>Surface Lot</td>
<td>$120</td>
</tr>
<tr>
<td>Paterson, NJ</td>
<td>County Seat / Geographic Proximity</td>
<td>Surface Lot</td>
<td>$50-140**</td>
</tr>
<tr>
<td>Passaic, NJ</td>
<td>County Seat / Geographic Proximity</td>
<td>Surface Lot</td>
<td>$100-150***</td>
</tr>
</tbody>
</table>

*The permit rate will increase to $100 per month beginning Aug 1, 2014.
** The permit rate may vary depending on the location of facility.
***The permit rate may vary depending on the duration of permit.

**Proposed Permit Rates for Hackensack:** $75 - $95 (Year 2017)
Why Change Parking Rates?

- **Reason for recommendations**
  - Promotes turn-over on Main Street
  - Higher rates with lower time limits, encourage turn-over in front of retail, service businesses and restaurants
  - Higher rates with lower time limits encourages employees to park on side streets and public parking lots where rates have not changed, increasing available parking spaces on Main Street

- **Revenue Benefits**
  - Reserve funds for parking system capital Improvements
  - Funds for Public Private Partnership (3P)
  - Annual revenue available for bonding of projects
  - Opportunity for annual payment in lieu of taxes by Authority to the municipality at the end of each year
## Parking Revenue

Parking Revenue for Hackensack may increase by approximately **39%** in Year 2015 and approximately **54%** in Year 2017 respectively, compared to Year 2013.

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
<th>2015</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permit</td>
<td>$700,292</td>
<td>$780,619</td>
<td>$1,131,898</td>
<td>$1,313,001</td>
</tr>
<tr>
<td>Meter</td>
<td>$411,464</td>
<td>$441,347</td>
<td>$569,338</td>
<td>$569,338</td>
</tr>
<tr>
<td>Total</td>
<td>$1,111,756</td>
<td>$1,221,966</td>
<td>$1,701,236</td>
<td>$1,882,339</td>
</tr>
</tbody>
</table>
Parking Ordinance Revisions

- **Meter Feeding Ordinance**
  - Prevents employees from continuous occupancy at short-term on-street parking meter after time expires by repurchasing time
  - Purpose is to create parking meter availability by promoting turn over

- **Car Shuffling Ordinance**
  - Prevents employees from moving a vehicle up or down the block 1 parking space to circumvent meter feeding ordinance
  - Purpose is to create parking meter availability by promoting turn over
Parking Authority

Why a Parking Authority?
- Centralizes control of all municipal parking functions and resources within a single government entity, to create a unified and efficient parking system
- Primary focus of Authority is creating public parking and supporting CBD redevelopment
- Acts as a single point of contact for municipal public parking solutions
- Authority director and staff’s main purpose is to facilitate public parking and related redevelopment
- Assist municipal government by making recommendations for parking policy to the City Commissioners
Parking Authority

- **Development Benefits**
  - Authority “projects” may include parking facility, retail, office, commercial and residential components
  - Authority projects are exempt from municipal zoning, which allows for greater flexibility in land use options for Authority and Public Private Partnership (3P) projects
  - Public Private Partnership (3P) opportunities
  - Ability to select 3P Partners by direct negotiation or by RFQ process
  - Taxable and Non-taxable bonding and other public finance options for Authority & 3P projects
  - Ability to purchase, lease and sell real estate not subject to State NJ municipal building and grounds regulations
  - Leverage to create development opportunities
Parking Authority

- **Fiscal Benefits**
  - Authority acts as a self-financing government entity and relies mainly on parking fees for its annual operating and capital budgets.
  - Revenues are dedicated to providing public parking services, property acquisition and related redevelopment projects.
  - Off-street parking rates are set by Authority’s commissioners and are adjusted based on current market conditions.
  - Staff is tasked primarily to provide public parking services which reduces the cost of providing municipal parking services.
  - Net municipal parking revenue increases when operated by an Authority.
  - Funds may be utilized to facilitate a 3P project or a parking related municipal infrastructure project.
Parking Authority

- **Mayor/Council**
  - Appoints Commissioners; Sets on-street parking meter rates and fines.
  - Set off-street parking rates

- **HPA Board of Commissioners – 5 members**

- **Parking Director**

- **Professionals:**
  - Attorney
  - Accountant
  - Auditor

- **Maintenance**
  - Maintenance Worker 1

- **Enforcement**
  - Supervisor
    - PEO 1
    - PEO 2
    - PEO 3
    - PEO 4

- **Meter Collection**
  - Collector 1

- **Administration**
  - Secretary/Permit Clerk
    - P/T Bookkeeper
Parking and Its Role in Economic Development

- Rahway
- Princeton
- Camden
- New Brunswick
City of Rahway, New Jersey
The Inspiration for Rahway

- New Brunswick, NJ (NBPA)
  - Workshop and walking tour
  - Private tutorial of the city
  - Land banking of parking lots
  - Parking Authority and Political Leaders
  - Property acquisition
  - Buy/Sell with intention to create critical mass
- CBD vs. Linear District
Commitment to Redevelopment

• Vision for the future
  – Rahway Transportation Center Garage
  – Rahway Town Center
  – Additional projects planned

• Rahway Parking Authority
  – Strategic reprogramming of parking lots as development sites
  – Residential projects planned

• Model of successful revitalization of communities
Rahway Transportation Center Garage

- First step in the revitalization of Rahway’s downtown district
- Located in heart of Rahway’s Central Business District
- 520 space multi-use garage
- Office space for Rahway Parking Authority
- Office spaces for Rahway SID
Rahway Transportation Center Garage

- Garage’s 520 parking spaces are equal to all existing municipal parking lot spaces in CBD at time of construction
- Garage parking space inventory included excess parking for future parking demand and planned development
- Strategy of building a centralized municipal parking garage unlocked the development potential of municipal lots and other CBD private properties
- Four redevelopment projects within a 3 block radius of the RTCG have been completed
- One redevelopment project is under construction
- Two redevelopment projects are approved and in preconstruction development phase
CBD Redevelopment Projects

Completed Projects:

I. River Place at Rahway by Heartstone Development
   • Property: RPA Lots C & D – 157 public spaces
   • Project: 136 market rate Apt. rental units
   • Project Parking: 126 spaces = 0.9 per D.U.
   • Public Parking: 114 spaces
   • Shared Parking: 60 public parking spaces
   • Municipal Ground Lease: $340,000+ per year

II. Skyview Residences & Hotel by Silcon
   • Property: RDA Properties – Lot K – 48 public spaces
   • Project: 214 condo/rental/Apt. units
   • Project: 110 hotel rooms with meeting spaces
   • Project Parking: 0 per dwelling unit
   • Public Parking: RTCG
   • Shared Parking: 200+- public parking spaces
   • Payment In Lieu of Parking: $2,500 per Apt. unit
CBD Redevelopment Projects

III. Park Square by Landmark Development
- Property: RPA Lot E – 76 public spaces
- Property: Developer purchased remaining private properties with condemnation
- Project: 159 market rate Apt. rental units
- Project: 1st floor retail on Irving Street
- Project Parking: 182+/− spaces = 1.15 per D.U.
- Public Parking: 8 dedicated spaces to project

IV. Meridia Water’s Edge by Capodagli Property
- Property: City Hall parking lot
- Project: 109 market rate Apt. rental units
- Project Parking: 110 spaces = 1 per D.U.
- Shared Parking: 20 public spaces - library
CBD Redevelopment Projects

In Development Projects:

I. Metro Rahway by AST development
   • Property: Developer land assemblage. No condemnation
   • Project: 116 market rate Apt. units
   • Project Parking: 100 spaces = 0.86 per D.U.
   • Public Parking: 16 dedicated public spaces
   • Status: under construction

II. Main Street by Slokker Group
   • Property: RPA Lot B – 78 public spaces
   • Property: Developer land assemblage. No condemnation
   • Project: 200 market rate Apt. units
   • Project Parking: 200 spaces = 1.0 per D.U.
   • Public Parking: 40+1 spaces
   • Shared Parking: To Be Determined
   • Status: All planning approvals. Pending environmental remediation and historic fill
CBD Redevelopment Projects

III. Meridia Lafayette Village by Capodagli Property
- Property: RPA/RDA parking lots – 20 spaces
- Property: Developer land assemblage. No condemnation
- Project: 115 market rate Apt. units
- Project Parking: 115 parking spaces
- Shared Parking: To Be Determined
- Status: All planning approvals & finance. Ready for construction

IV. Meridia Brownstones by Capodagli Property
- Property: Vacant industrial site purchased by developer
- Project: 489 market rate Apt. rental units
- Project Parking: 500 spaces = 1.02 per dwelling unit
- Status: Redevelopment plan adopted. PILOT payment approved by City Council. October 2014 final planning approvals
Rahway Town Center Master Plan

- Mixed Use
- Public features
- Critical Mass/Density
- People Places
- Community involvement
- Master plan development

**Development Program**
- 1321 parking spaces
- 125 condo/townhomes
- 250 Apt. rental units
- 175,000 retail
- Public park & plaza
Existing Condition Plan
Hackensack Lot C – Future Development Site
The Connection To Existing CBD
The Public Square
Shopping District Pedestrian Way
Conceptual Design – Retail & Garage
Princeton Development

- Mixed Use
- Public features
- People Places
- Community involvement

Development Program
- 500 public parking spaces
- 77 rental Apt. units
- 14,000 SF retail
- Public park & plaza
Public Library & Plaza
Plaza & Apartment
Plaza & Retail
Plaza Entrance to Spring St. Garage
Conceptual Rendering

Development Program
- 670 parking spaces
- 11,300 SF retail
- 33,000 SF office
Conceptual Rendering
New Brunswick Development

The Heldrich Hotel & Conference Center

Development Program

• 248 hotel rooms
• 50,000 SF conference facility
• 48 condo units
• Office rental space
• Two restaurants & lounge
Rockoff Hall Student Apartment Building

Development Program
- 750 parking spaces
- 12,000 SF retail / food
- 186 student apartment 2 bedrooms
Gateway Transit Village

Development Program
- 657 parking spaces
- 192 condo/rental units
- 45,000 SF university bookstore
- 60,000 SF office
- 14,000 SF Restaurants & retails
Wellness Plaza

Development Program
- 1,275 parking spaces
- 2,000 SF cafe
- 49,000 SF supermarket/pharmacy
- 62,000 SF fitness & wellness center
Proposed On-Street Parking Strategy

(PROPOSED)
CITY OF HACKENSACK, NJ
DOWNTOWN ON-STREET PARKING MAP
Existing Off-Street Parking Condition

CITY OF HACKENSACK, NJ
DOWNTOWN OFF-STREET PARKING MAP
Question and Answer