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TRANSMITTAL

To: Planning Board
Borough of Madison

From: Susan S. Gruel, P.P.

Re: Parking Study

Date: September 5, 1997

Message:

✓ Enclosed please find copy of final Parking Study

cc: Ruth Tisi, Secretary
Doug Henshaw, Esq.

PARKING STUDY
CENTRAL BUSINESS DISTRICT

Borough of Madison
Morris County, New Jersey

Prepared by

Moskowitz, Heyer & Gruel, PA
Community Planning Consultants

September 1997

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63 Church Street, 2nd Floor
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The original of this report was signed and
sealed in accordance with N.J.S.A. 45:14A-12.


Susan S. Gruel, P.P. #1955


Cheryl Bergailo, P.P. #5427

INTRODUCTION

The viability of any central business district (CBD) of a community is affected by numerous considerations. One key factor is the amount and location of parking which is available to all entities that utilize the CBD, namely merchants, customers, residents, and commuters.

The Borough of Madison, and the merchants in the central business district, have expressed concern that the parking in the CBD may not be adequate. As a result, the Borough of Madison adopted a resolution on June 4, 1996 to conduct a parking study.

The parking study consists of the following elements:

1. An existing land use inventory, including square footage of uses.
2. An inventory of existing on-street and off-street public and private parking.
3. An analysis of parking need based on a comparison of existing parking and Borough parking standards by use.
4. A utilization study of all parking spaces to determine actual use of parking.
5. An evaluation of parking space usage to determine consumption patterns and to identify possible opportunities for parking in the CBD.
6. An evaluation of opportunities and a recommended course of action for Madison Borough.

SUMMARY OF FINDINGS

1. The residential, office, retail and restaurant uses in the CBD are fairly well distributed within the CBD. Retail uses comprise roughly 29 percent of land uses, apartments account for 27 percent of uses, professional services/offices account for 11 percent of uses and restaurants/bars represent 10 percent of all CBD uses.

2. Parking spaces are provided by three sources: on-street parking, municipal parking lots and private parking spaces. There are 316 on-street parking spaces, 743 municipal parking lot spaces, and 931 private parking spaces, for a total of 1,990 parking spaces in the CBD.
3. A total of 754 merchant, tenant, resident and non-resident commuter permits and 145 Borough employee/committee member permits were issued in 1996.
4. Compared to Borough parking standards for CBD uses, the CBD is technically deficient by 1,523 private parking spaces. This shortage, however, does not account for the supplemental on-street and municipal parking lots. The actual technical deficiency, when the supplemental spaces are considered, is 987 spaces.
5. Existing public and private parking spaces in the CBD are fully utilized throughout the day, all week long. However, the commuter lots, which are fully utilized on weekdays, are underutilized on weekends and weekday evenings, most likely due to misconceptions that these lots are not available to merchants and customers during off-hours. Commuter and merchant/customer parking space needs differ in location and hours of utilization.
6. Solutions to parking deficiencies in the CBD must be coordinated and must be creative. Properties that are currently owned by the Borough could be developed as merchant and/or customer parking lots to address the needs of these two groups. A lunch-time shuttle to major lunch-time users of the CBD such as Giralda Farms and the office complexes along Park Avenue and in Florham Park could be initiated utilizing ISTEPA funding.
7. Expansion of the commuter parking area could occur via surface expansion and/or via parking deck construction. Expansion should also target CBD users of underserved areas such as Lincoln Place by marketing or signage efforts.

PARKING STUDY AREA

Madison Borough's CBD, for the purposes of this study, is defined as shown on the following Key Map. It is roughly comprised of the area bound to the east by Cook Avenue/Elmer Street, to the south by Prospect Street/Greenwood Avenue, to the west by the New Jersey Transit commuter lots and the Municipal Complex and to the north by the Concurso Way/Kings Road/Madison Avenue interconnection.

The CBD study area has been divided into six sub-areas, Areas A through F, based on cohesive blocks for the purposes of analysis and presentation. The boundaries of the sub-areas are depicted on the Key Map, as well as on individual Area Maps.

LAND USE INVENTORY

An existing land use inventory was compiled by sub-area that divides existing CBD uses into 11 categories. Only those uses that generate parking demand were analyzed, i.e. municipal open space and existing parking lots were inventoried but were not included in gross floor area calculations. Gross floor area per use was approximated by combining information from municipal tax records with field verification. Land uses of sub-area are depicted on the Existing Land Use Map. Table A-1 in the Appendix of this report details land uses and gross floor area (in square feet) by Block and Lot. Tables 1 and 2 provide a breakdown of uses and associated gross floor area by sub-area and cumulatively.

Table 1

LAND USE BREAKDOWN/TOTAL STUDY AREA

<u>Total Study Area</u>	<u>Gross Floor Area (in Square Feet)</u>	<u>Percent of Total</u>
Retail Sales and Service	173,850	29
Restaurant/Bar	55,400	10
Medical Office	3,900	1
Professional Service/Office	63,500	11
Bank	26,500	5
Auto Service	22,900	4
Single-Family Residential	2,100	0
	(3 units)	
Multi-Family Residential/Apartment	153,400	27
	(133 units)	
Public	64,000	11
Quasi-Public	3,100	1
Vacant	3,400	1
TOTAL	572,050	100

Table 2
LAND USE BREAKDOWN BY SUB-AREA

<u>Area "A" Use</u>	<u>Gross Floor Area (in Square Feet)</u>	<u>Percent of Total</u>
Retail Sales and Service	19,900	40
Restaurant/Bar	0	0
Medical Office	0	0
Professional Service/Office	8,200	17
Bank	0	0
Auto Service	8,400	17
Single-Family Residential	0	0
Multi-Family Residential/Apartment	12,900 (14 units)	26
Public	0	0
Quasi-Public	0	0
Vacant	0	0
TOTAL	49,400	100

<u>Area "B" Use</u>	<u>Gross Floor Area (in Square Feet)</u>	<u>Percent of Total</u>
Retail Sales and Service	37,800	37
Restaurant/Bar	11,100	11
Medical Office	0	0
Professional Service/Office	11,500	11
Bank	0	0
Auto Service	0	0
Single-Family Residential	0	0
Multi-Family Residential/Apartment	38,200 (38 units)	38
Public	0	0
Quasi-Public	3,100	3
Vacant	0	0
TOTAL	101,700	100

Table 2
LAND USE BREAKDOWN BY SUB-AREA

<u>Area "C" Use</u>	<u>Gross Floor Area (in Square Feet)</u>	<u>Percent of Total</u>
Retail Sales and Service	61,700	32
Restaurant/Bar	19,000	10
Medical Office	3,900	2
Professional Service/Office	18,600	10
Bank	13,000	7
Auto Service	8,500	4
Single-Family Residential	2,100 (2 units)	1
Multi-Family Residential/Apartment	57,100 (39 units)	30
Public	5,300	3
Quasi-Public	0	0
Vacant	2,400	1
TOTAL	191,600	100

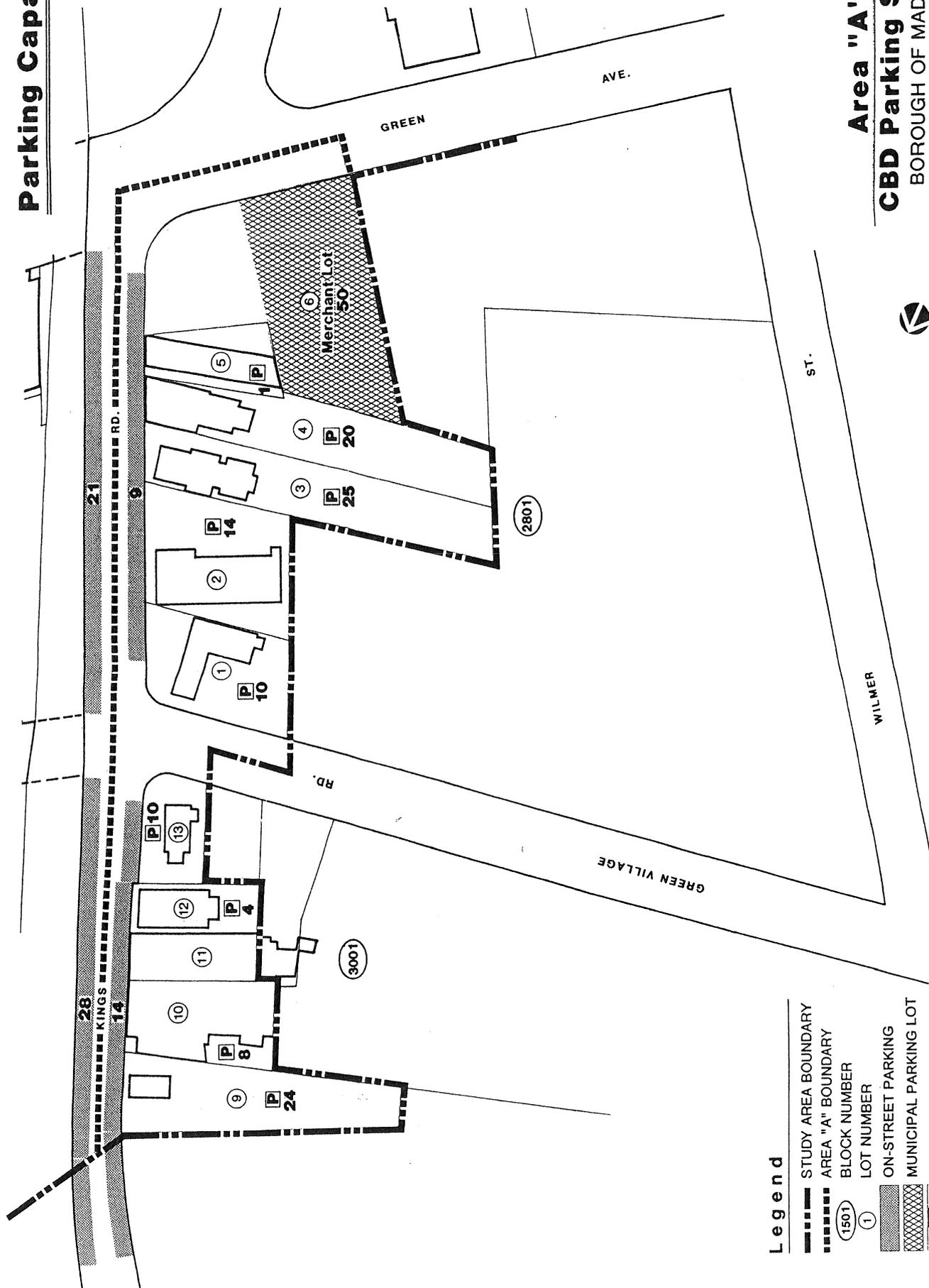
<u>Area "D" Use</u>	<u>Gross Floor Area (in Square Feet)</u>	<u>Percent of Total</u>
Retail Sales and Service	18,150	29
Restaurant/Bar	8,100	13
Medical Office	0	0
Professional Service/Office	9,200	15
Bank	3,000	5
Auto Service	3,700	6
Single-Family Residential	0	0
Multi-Family Residential/Apartment	20,300 (16 units)	32
Public	0	0
Quasi-Public	0	0
Vacant	0	0
TOTAL	62,450	100

Table 2
LAND USE BREAKDOWN BY SUB-AREA

<u>Area "E" Use</u>	<u>Gross Floor Area (in Square Feet)</u>	<u>Percent of Total</u>
Retail Sales and Service	36,300	32
Restaurant/Bar	17,200	15
Medical Office	0	0
Professional Service/Office	16,000	14
Bank	10,500	9
Auto Service	2,300	2
Single-Family Residential	0	0
Multi-Family Residential/Apartment	24,900 (27 units)	22
Public	4,700	5
Quasi-Public	0	0
Vacant	1,000	1
TOTAL	112,900	100

<u>Area "F" Use</u>	<u>Gross Floor Area (in Square Feet)</u>	<u>Percent of Total</u>
Retail Sales and Service	0	0
Restaurant/Bar	0	0
Medical Office	0	0
Professional Service/Office	0	0
Bank	0	0
Auto Service	0	0
Single-Family Residential	0	0
Multi-Family Residential/Apartment	0	0
Public	54,000	100
Quasi-Public	0	0
Vacant	0	0
TOTAL	54,000	100

Parking Capacity



Legend

- STUDY AREA BOUNDARY
- AREA "A" BOUNDARY
- BLOCK NUMBER (1501)
- LOT NUMBER (1)
- ON-STREET PARKING
- MUNICIPAL PARKING LOT
- PRIVATE PARKING
- NUMBER OF SPACES 12

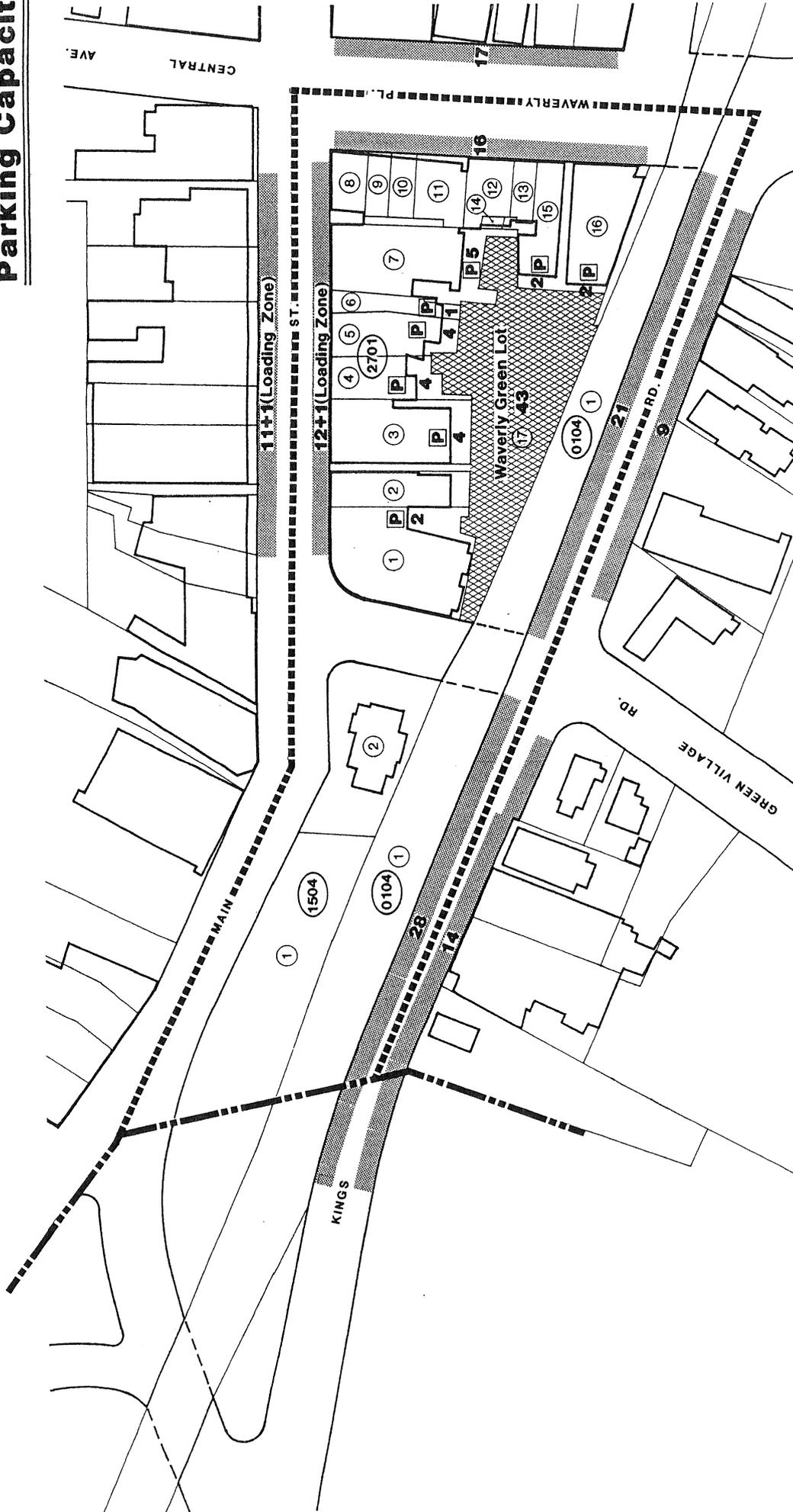
Area "A"

CBD Parking Study
 BOROUGH OF MADISON
 MORRIS COUNTY, NEW JERSEY
 Prepared by: Moskowitz, Heyer & Gruel, PA - 1996



SCALE IN FEET
 0 50 100

Parking Capacity

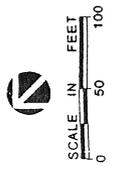


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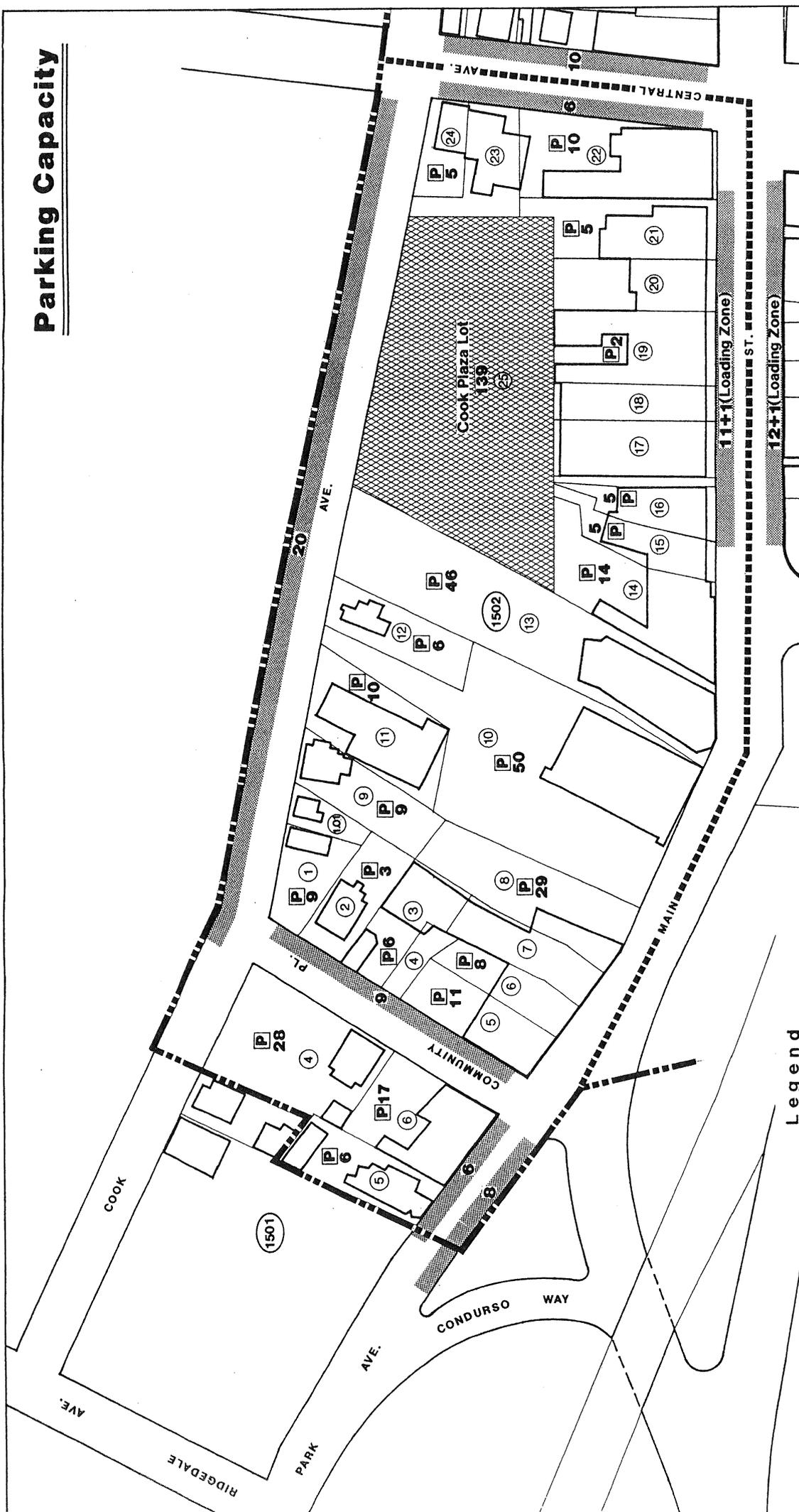
- STUDY AREA BOUNDARY
- AREA "B" BOUNDARY
- (1501) BLOCK NUMBER
- (1) LOT NUMBER
- [Diagonal Lines] ON-STREET PARKING
- [Dotted Pattern] MUNICIPAL PARKING LOT
- [Box with P] PRIVATE PARKING
- 12 NUMBER OF SPACES

Area "B"

CBD Parking Study
 BOROUGH OF MADISON
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Parking Capacity

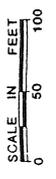


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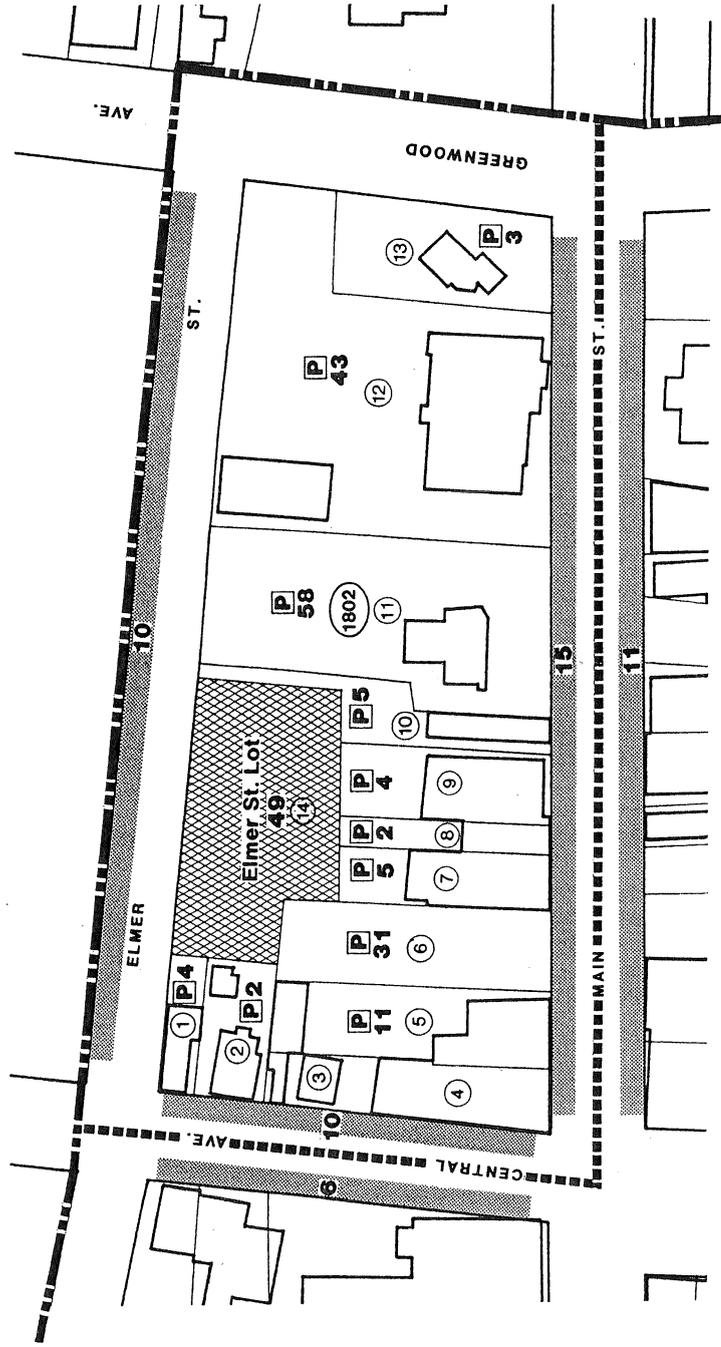
- STUDY AREA BOUNDARY
- AREA "C" BOUNDARY
- (1501) BLOCK NUMBER
- (1) LOT NUMBER
- [Hatched Box] ON-STREET PARKING
- [Cross-hatched Box] MUNICIPAL PARKING LOT
- [Box with 'P'] PRIVATE PARKING
- 12 NUMBER OF SPACES

Area "C"

CBD Parking Study
 BOROUGH OF MADISON
 MORRIS COUNTY, NEW JERSEY
 Prepared by: Moskowitz, Heyer & Gruel, PA - 1996



Parking Capacity



Legend

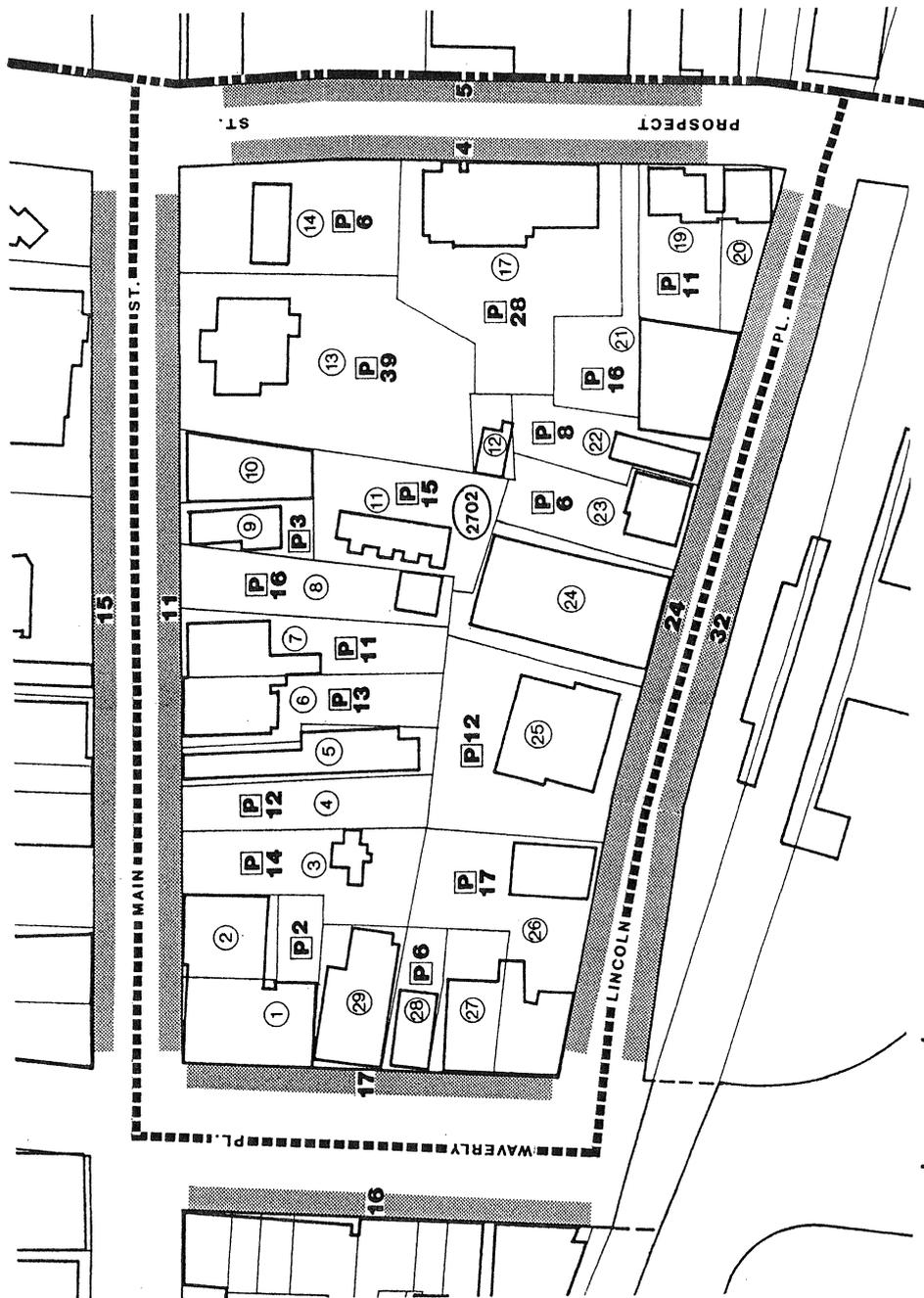
- STUDY AREA BOUNDARY
- AREA "D" BOUNDARY
- (1501) BLOCK NUMBER
- (1) LOT NUMBER
- [Hatched] ON-STREET PARKING
- [Cross-hatched] MUNICIPAL PARKING LOT
- [P] PRIVATE PARKING
- 12 NUMBER OF SPACES



SCALE IN FEET
0 50 100

Area "D"
CBD Parking Study
 BOROUGH OF MADISON
 MORRIS COUNTY, NEW JERSEY
 Prepared by: Moskowitz, Heyer & Gruel, PA - 1996

Parking Capacity

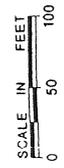


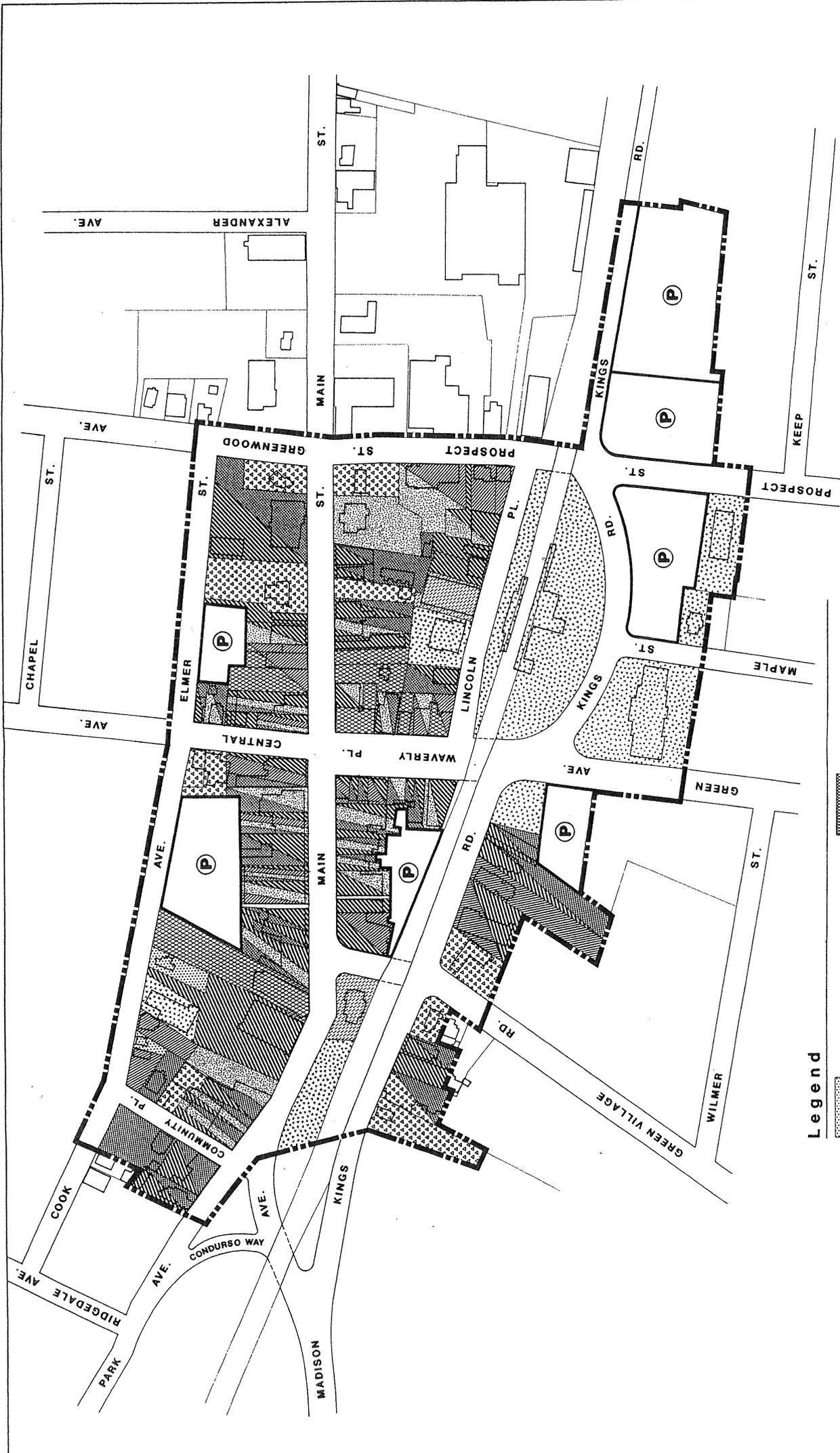
Legend

- STUDY AREA BOUNDARY
- AREA "E" BOUNDARY
- (1501) BLOCK NUMBER
- (1) LOT NUMBER
- [Hatched Box] ON-STREET PARKING
- [Cross-hatched Box] MUNICIPAL PARKING LOT
- [Box with 'P'] PRIVATE PARKING
- 12 NUMBER OF SPACES

Area "E"

CBD Parking Study
 BOROUGH OF MADISON
 MORRIS COUNTY, NEW JERSEY
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Existing Land Use

CBD Parking Study

BOROUGH OF MADISON
MORRIS COUNTY, NEW JERSEY

Prepared by: Moskowitz, Heyer & Gruel, PA - 1996



SCALE IN FEET
0 100 200

- Legend**
- SINGLE-FAMILY RESIDENTIAL
 - MULTI-FAMILY/APARTMENTS
 - RETAIL SALES AND SERVICE
 - PROFESSIONAL SERVICE/OFFICE
 - RESTAURANT/BAR
 - AUTO SERVICE/GAS STATION
 - BANK
 - PUBLIC
 - QUASI-PUBLIC
 - MUNICIPAL PARKING LOT
 - STUDY AREA BOUNDARY

BASE MAP SOURCES: - BORO TAX MAPS - 1/90, 4/93, 3/95, 3/96.
- BORO TOPOGRAPHIC MAPS - 4/93.

As can be gleaned from the foregoing tables, the Madison Borough CBD is a highly utilized mixed-use area with very few vacancies, either residential or commercial. The large amount of gross floor area in the CBD, 572,050 square feet, is made possible by the 2- and 3-story height of a majority of the building stock. The Madison Borough CBD owes its economic and social vitality from early morning through the evening to its mix of residential, office, retail and restaurant uses.

The various uses are fairly evenly distributed throughout the CBD. Municipal uses, however, are concentrated in Area "F", near the train station. Overall, retail uses comprise roughly 29 percent of the CBD land uses, multi-family residential (apartments) account for 27 percent of uses, professional services/offices account for 11 percent of uses and restaurants/bars account for 10 percent of uses. The remaining uses are represented in smaller amounts. Area "C" contains the largest amount of gross floor area in the CBD at 191,600 square feet, followed by Area "E" at 112,900 square feet, Area "B" at 101,700 square feet, Area "D" at 62,450 square feet, Area "F" at 54,000 square feet and Area "A" at 49,400 square feet.

PARKING SPACE INVENTORY

A parking space inventory was performed as part of this study to determine existing parking availabilities in the CBD. On-street parking, off-street municipal parking and private parking availabilities were quantified and mapped by block and lot for each sub-area (see Area Maps "A" through "F"). Table 3 below, summarizes the findings of the parking space inventory.

Table 3
PARKING SPACE INVENTORY SUMMARY

<u>Sub-Area</u>	<u>On-Street Parking</u>	<u>Municipal Parking Lot</u>	<u>Private Parking</u>	<u>Total</u>
A	23	50 (permit only)	116	189
B	77	43 (2 handicapped)	24	144
C	60	138 (35 permit, 1 handicapped)	284	482
D	35	49 (19 permit, 2 handicapped)	168	252
E	61	0	235	296
F	60	463 (458 permit, employee and daily commuter, 5 handicapped)	104	627
TOTAL	316 (16 percent)	743 (37 percent)	931 (47 percent)	1,990

As seen on Area Maps "A" through "F" by Table 3, there are a total of 1,990 parking spaces in the CBD study area; 316 spaces (16 percent) are on-street, 743 (37 percent) are in municipal parking lots and 931 (47 percent) are privately-owned and utilized for CBD businesses and residences.

On-Street Parking

On-street parking is provided wherever possible on all streets in the CBD. There are approximately 316 on-street parking spaces in the CBD study area. (See Table A-2a in the Appendix for a detailed breakdown of on-street parking.) On-street parking is unmetered, but is regulated by hour-restricting signage. The majority of on-street parking in the CBD is one- or two-hour parking. At the CBD periphery, regulated on-street parking is 4-hour parking,

primarily in the area of the municipal complex. On-street parking regulations in the CBD are strictly enforced. Vehicles with municipal parking permits are ticketed for violations on the street.

Municipal Parking Lots

There are seven municipally owned/operated parking lots within the CBD study area. (See Table A-2b in the Appendix for a detailed breakdown of the municipal parking lots.) The lots are fairly well-distributed throughout the CBD - only Area "E", located directly east of the train station, lacks a municipal parking lot.

The lots vary in composition of customer (time-restricted), merchant, tenant, commuter and Borough employee spaces. All of the foregoing classes, except customer spaces, require the purchase of a parking permit and a display sticker through the Madison Police Department. Parking stickers are re-issued every spring, and up until May 1997, were all the same color (blue) except for Borough employee stickers (gold). Parking stickers were issued in 1996 as follows:

- Merchant permits - 293 @ \$75. each
- Tenant permits - 87 @ \$65. each
- Madison resident commuter - 288 @ \$100. each
- Non-resident commuter - 86 @ \$225. each
- Borough employee/committee member - 145 @ no cost

A total of 754 blue parking stickers were issued in 1996.

Beginning in May 1997, the stickers were color-differentiated into the following categories:

- Non-resident commuter (blue)
- Resident commuter (red)
- Merchant/Tenant (yellow)

- Borough employee (gold)
- Borough Council/Commission member (gold)
- Resident senior citizen (gold)

Merchant permits are issued to CBD merchants. The number of permits issued is demand-based; permits are issued year-round. Tenants who live in the CBD are issued parking permits if their building has no on-site parking. Tenants are allowed to park in overnight parking spots as designated in the municipal lots generally between 7:00 pm and 8:00 am. Resident commuter permits are issued to an unlimited number of Madison residents. Up until May 1997, the non-resident commuter permits were also unlimited, but have been limited to 50 (from 86) for 1997. Eight tenant stickers were issued to Drew University students in 1997, but will not be re-issued in future years. Other than the foregoing differences, the Borough anticipates a similar permit distribution by the end of 1997 as in 1996.

Merchants Lot

Merchants Lot, located in Area "A", is dedicated to municipally-permitted vehicles, primarily merchants and tenants within the CBD. This lot was created to help satisfy merchant and, to a lesser extent, tenant demand for parking in the CBD. This lot has a capacity of 50 spaces.

Waverly Green Lot

Waverly Green Lot, located in Area "B", offers 43 2-hour unmetered parking spaces, including 2 unrestricted handicapped spaces, to CBD customers. The 2-hour parking regulation is enforced for permitted as well as unpermitted vehicles between the hours of 8:00 am and 7:00 pm.

Cook Avenue Lot

The Cook Avenue Lot, located in Area "C", offers 138 parking spaces - 1 unrestricted handicapped, 35 permit-only and 102 2-hour unmetered customer spaces. This lot provides parking for merchants and customers of establishments in this area. Permitted vehicles that spill over into the 102 customer spaces are not ticketed for violations of the 2-hour time limit.

Elmer Street Lot

Elmer Street Lot, located in Area "D", offers 49 parking spaces - 2 unrestricted handicapped, 19 permit-only and 28 2-hour unmetered customer spaces. Enforcement within this lot is similar to that in the Cook Avenue Lot.

Lot 1

Lot 1 is located just south of the municipal building in Area "F". This lot provides 142 spaces - 31 Madison Borough employee spaces and 111 Madison Borough resident spaces. Employees of the Borough who work in the municipal building and the rescue squad building utilize the 31 spaces. The remaining 111 parking spaces require resident parking permits/stickers. These spaces are primarily utilized by resident transit commuters, overflow Borough employees and resident senior citizens.

Lot 2

Lot 2 is located immediately south of Lot 1, also in Area "F". Lot 2 provides 1 unrestricted handicapped space and 128 permit-only spaces. Municipal permits are required to park in this lot. This lot was created primarily for resident and nonresident transit commuters utilizing the Madison Train Station.

Lot 3

Lot 3 is the third and last of the three large commuter lots in the Borough. This lot is located immediately south of Lot 2, also in Area "F". This lot contains 4 unrestricted handicapped spaces and 188 permit-only and daily commuter spaces. The daily commuter spaces do not require municipal permits, but do charge a \$2 daily fee for their use. Permitted cars that overflow into the daily commuter spaces are not required to pay the \$2 fee.

Madison Borough has discussed the potential expansion of Lot 3 with representatives of New Jersey Transit. The Madison Borough Engineer has determined that approximately 90 spaces can be added to Lot 3 through a combination of re-striping and headwalling the embankment on

the western side of the lot. New Jersey Transit has agreed to finance these improvements if the Borough manages the project. See Appendix B for the New Jersey Transit correspondence.

Private Parking

Private parking availabilities within the CBD are extremely limited. (See Table A-1 and Table A-2c in the Appendix for detailed enumeration of private parking.) Much of the parking is haphazard. That is, it is unstriped and in close proximity to adjacent buildings and other cars. For example, vehicles line the walls of the buildings of Waverly Green, often times making parking in the municipal lot, in some locations, impossible. A number of parcels within the CBD have no on-site parking.

COMPARISON OF EXISTING PARKING AND BOROUGH PARKING STANDARDS

When existing on-site private parking is compared to Borough parking standards for new uses, a significant technical deficiency in parking in the CBD can be seen. (See Table A-3 in the Appendix for Madison Borough parking standards.) Table 4 summarizes the difference between existing on-site private parking and Borough parking standards. (See Table A-1 in the Appendix for a lot-by-lot analysis of parking deficiency and Table A-3b for a detailed list of restaurant seating capacities.)

Table 4
 EXISTING CBD PARKING SPACES VS. BOROUGH PARKING
 STANDARDS BY AREA AND TOTAL

	# Existing On-Site Private Parking <u>Spaces</u>	# Required Spaces Based on Existing <u>Uses*</u>	Parking Space Deficiency Based on <u>Parking Standards*</u>
Area "A"	116	189	73
Area "B"	24	417	393
Area "C"	283	801	522
Area "D"	168	431	263
Area "E"	<u>232</u>	<u>504</u>	<u>272</u>
TOTAL	823	2,342	1,523

**Source:* Borough of Madison Land Use Regulations §195-25.

Table 3 shows that the largest parking deficiencies lie in Areas "B" and "C" at 393 spaces and 522 spaces, respectively. Area "A" has the smallest deficiency at 73 spaces. The total deficiency, 1,523 spaces, is almost twice the existing spaces. If parking standards for restaurants offering take-out service were created by the Borough, the 1,523 space deficiency would increase even further.

Area "F" deficiencies were purposely omitted from Table 4. This is due to the fact that the largest generator of parking demand, the Madison Train Station, does not have an associated parking standard, and the fact that the supply of spaces for municipal employees is not limited to a finite number of spaces. It can be said that there is no deficiency of parking spaces for municipal employees, including the Rescue Squad and the Senior Citizen Center due to the availability of parking in the commuter lots. Parking deficiency in this area can, therefore, only be determined by a supply versus demand analysis.

The 1,523 space technical deficiency calculated in Table 4 is misleading, however, due to the fact that private parking in the CBD is significantly supplemented by on-street parking and municipal parking lots. When the 1,523 space deficiency is compared to this supplemental parking (Table 5), the deficiency is reduced to 987 spaces.

Table 5

PRIVATE PARKING DEFICIENCY AS SUPPLEMENTED BY MUNICIPAL PARKING

	<u>Private Parking Deficiency</u>	<u>On-Street Parking</u>	<u>Municipal Parking Lots</u>	<u>Actual Deficiency</u>
Area "A"	73	23	50	0
Area "B"	393	77	43	273
Area "C"	522	60	138	324
Area "D"	263	35	49	179
Area "E"	<u>272</u>	<u>61</u>	<u>0</u>	<u>211</u>
TOTAL	1,523	256	280	987

Although the CBD is deficient in parking according to ordinance standards, true deficiency can only be determined by utilization studies.

PARKING UTILIZATION

Expert interviews were employed to determine the utilization of on-street, municipal lot and, to a lesser extent, private parking within the CBD. Ms. Cindy Chapleski, Community Health Officer and Sergeant John Sabanosh, Madison Police Department-Parking Enforcement, were interviewed on Thursday, February 13, 1997 with regard to parking space utilization within the Madison Borough CBD (see Memorandum of Meeting - Appendix B). Their daily interaction with certain vehicles has provided insight into parking space utilization patterns in the CBD.

What most clearly emerges from the parking utilization analysis is the distinction between the use patterns and needs of commuters versus merchants and CBD customers. Although both groups need to park in the CBD, they generally do not compete for spaces. Commuters arrive in

Madison during early morning hours, and usually find spaces in the commuter parking lots at the periphery of the CBD. They cannot park in customer parking lots due to the 2-hour time restrictions. Similarly, merchants and customers do not park in the commuter lots because these lots are not as close to the CBD shops and restaurants as the municipal lots and on-street parking spaces.

Hours of usage also vary between the two groups. The commuter lots, again, are filled by early morning, remain full all day, and empty out by the end of the work day on weekdays. The lots are underutilized on weekends. The customer-oriented lots and on-street parking in the CBD generally fill-up by late morning, are full for the lunch-time hours, and remain at capacity until late evening on weekdays and weekends. The usage of the various parking resources in the CBD is examined in detail as follows.

On-Street Parking

Ms. Chapleski, who is the daily enforcer of parking regulations, reported that the on-street parking and municipal lots are at capacity during weekdays. Specifically, Main Street, Waverly Place, Central Avenue and Kings Road are at capacity from early morning until late evening. Reportedly, CBD merchants park on the street in front of their establishments in these areas. The merchants either move their vehicles throughout the day to avoid summonses for over-time parking or they leave the vehicles and are ticketed. Lincoln Place and Central Avenue reach capacity by 11:00 am and remain full until late evening. Weekend peaks generally occur in the early afternoon and in the evening dinner-time hours. Commuters generally do not park in the street due to the 2- and 4-hour time restrictions.

Municipal Parking Lots

Commuter Lots

Lots 1 and 2 reach capacity in the early morning and remain full throughout the weekday. Lot 1 is utilized by Borough employees who work in the Hartley Dodge Memorial as well as in the Rescue Squad building. Senior citizens utilizing the Senior Center, as well as resident

commuters, also use Lot 1. Borough employees consume roughly 35 percent (50 spaces) in Lot 1 on a typical weekday.

Lot 2 reaches capacity by early morning. Capacity at Lot 3 is achieved by late morning. Since the opening of the New Jersey Transit Midtown Direct rail line to Manhattan in June 1996, the commuter lots have been at capacity. The 74 daily commuter spots (owned by NJ Transit) at the train station are filled by 8:30 am. Also since the opening of Midtown Direct, streets that were once available for parking throughout the day near the periphery of the train station, namely Maple Avenue near the Hartley Dodge Memorial, are now almost fully utilized by late morning on weekdays.

In 1996, 288 resident commuter and 86 non-resident commuter permits were issued. The number of permits issued was not limited and was demand-driven. Due to a large number of complaints from resident commuters regarding lack of parking, the number of non-resident commuter permits issued was reduced to 50 in May 1997. Those commuters who do not purchase year-round permits utilize the daily-fee spaces in Lot 3, in addition to the 74 daily-fee spaces in front of the train station.

When ridership information for Madison Train Station is compared to commuter parking availabilities, it can be seen that there is a deficit of commuter parking for the rail commuters (see Appendix B for the Memorandum of Conversation with a New Jersey Transit representative). Typically, on a daily weekday basis, 868 people board the eastbound train at Madison Train Station. These people represent the bulk of commuters utilizing this station (as opposed to westbound travelers); 278, or 32 percent of the 868 commuters utilized the Midtown Direct Line into Manhattan.

In Madison, approximately 473 spaces (including the NJ Transit 74-space daily-fee lot), are provided for commuters. This means that only fifty-four (54) percent of commuters are served by parking spaces; there are .5 spaces per commuter. Nearly 400 commuters, on average, are not

served by municipal parking. They either park elsewhere, on unrestricted local streets, rideshare, or walk or bicycle to the station.

In comparison to adjacent train stations, commuters at Convent Station, up the line from Madison, and Chatham Station, down the line from Madison, are similarly served. There are 795 eastbound commuters using Convent Station on an average weekday. The Convent Station commuter lots were recently upgraded by New Jersey Transit from 282 to 411 spaces. At the Chatham Train Station, a recently upgraded parking lot supplies 400 spaces for 681 weekday, eastbound commuters. There is clearly a need for additional commuter parking at many of the train stations along the Midtown Direct Line, as indicated by high ridership levels and recent parking lot expansions along the line.

It is important to note that although the commuter lots are fully utilized on weekdays, they are underutilized on weekday evenings and on weekends. This may be due partly to the fact that there is no signage at the lots indicating that parking during these off hours is free and unrestricted at these times. Therefore, few people are aware of off-peak opportunities at these lots.

Merchant/Customer Lots

Merchants Lot, the municipal lot dedicated to merchant parking and some tenant parking, reaches capacity by late morning on weekdays. When this lot is full, merchants must seek parking in either the Cook Street or Elmer Street Lots, or must utilize on-street or private parking.

The Waverly Green Lot, (43 spaces of non-permit, 2-hour parking), is at capacity by late morning on weekdays and is largely utilized by stickered merchants and tenants. The merchants and tenants move their cars every two hours to avoid parking violation summonses. A percentage of the spaces are available for CBD customers. The over-utilization of this lot is further exacerbated by vehicles that privately park at the periphery of the municipal lot boundary,

behind the various buildings. People who legitimately want to use this lot are dissuaded from using several spots for fear of blocking in a privately parked vehicle. These privately parked vehicles are, in certain cases, ticketed.

At the Cook Avenue and Elmer Street Lots, which contain mixes of permit-only parking for merchants and 2-hour parking for customers, the permit-only spaces are filled early in the day on weekdays. Permitted cars are allowed to park in customer spots without penalty, which is a frequent occurrence.

Parking peaks on weekends generally occur during late morning and the evening dinner-time hours. CBD utilization is similar during weekdays and on weekends.

When the number of merchant stickers issued is compared to the amount of merchant parking provided by the Borough (Table 6), it can be seen that demand outweighs supply.

Table 6

NUMBER OF MERCHANT STICKERS VS. NUMBER OF AVAILABLE SPACES

<u>Permit-Only Spaces Provided</u>	<u># of Merchant Permits Issued</u>	<u>Space Deficit</u>
104	293	189

It is important to note that not all merchants work simultaneously, however, the majority are anticipated to be in the CBD during the weekday peak hours when activity in the CBD is at its greatest. If three-quarters of the permitted merchants are in the CBD at one time, parking demand will be approximately 220 spaces, leaving a permit-only space deficit of 116 spaces.

This deficit of spaces within the CBD is a likely contributor to the over-utilization of customer spaces in municipal lots and on-street parking that has been observed.

Private Parking

Private parking, for the most part, is fully utilized and jealously guarded. No private lots in the CBD were identified that were less than 60± percent utilized.

SUMMARY OF EXISTING CBD PARKING

Parking spaces are very limited in the CBD by late morning on weekdays and are similarly limited on weekends. This is due to the intensity of use in the CBD which demands parking for CBD customers, office workers, retailers, restaurateurs and others that peaks at late morning and continues until evening. The core CBD in Areas "B", "C" and "E" is most intensely used and the most deficient in parking spaces.

Parking spaces for merchants in the CBD is in high demand, but merchants outnumber merchant, permit-only spaces by an estimated 116 spaces. Merchants heavily utilize on-street parking in front of their establishments and over-utilize the municipal lot spaces for customers as well, leaving few spaces for customers in the CBD.

Commuter parking within the CBD is also utilized at capacity. Without parking lot expansion, the number of commuter parking spaces must be limited to a number less than actual demand. Utilization of mass transit should not be further encouraged without providing more commuter parking opportunities. On the other hand, the commuter lots are underutilized during weekday evenings and on weekends. There is no signage that indicates off-peak opportunities in these lots.

Parking improvements in the CBD should strive to create more parking for merchants in order to free up more spaces in the municipal lots and on the street which can be utilized by customers.

Once more merchant parking is created, then merchant overflow in municipal lots and abuse of on-street parking should be penalized.

At the same time, parking opportunities for commuters should be expanded to accommodate use of the Madison Train Station.

RECOMMENDATIONS/OPPORTUNITIES

Parking expansion opportunities for CBD merchants and customers should occur in the central CBD area in close proximity to CBD shops and restaurants to be truly useful. Expansion of commuter parking, on the other hand, can occur at the periphery of the CBD.

Expand Opportunities For Merchants And Customers

Opportunities to expand parking for merchants and customers in the CBD on Borough-owned property were examined. The following options were considered:

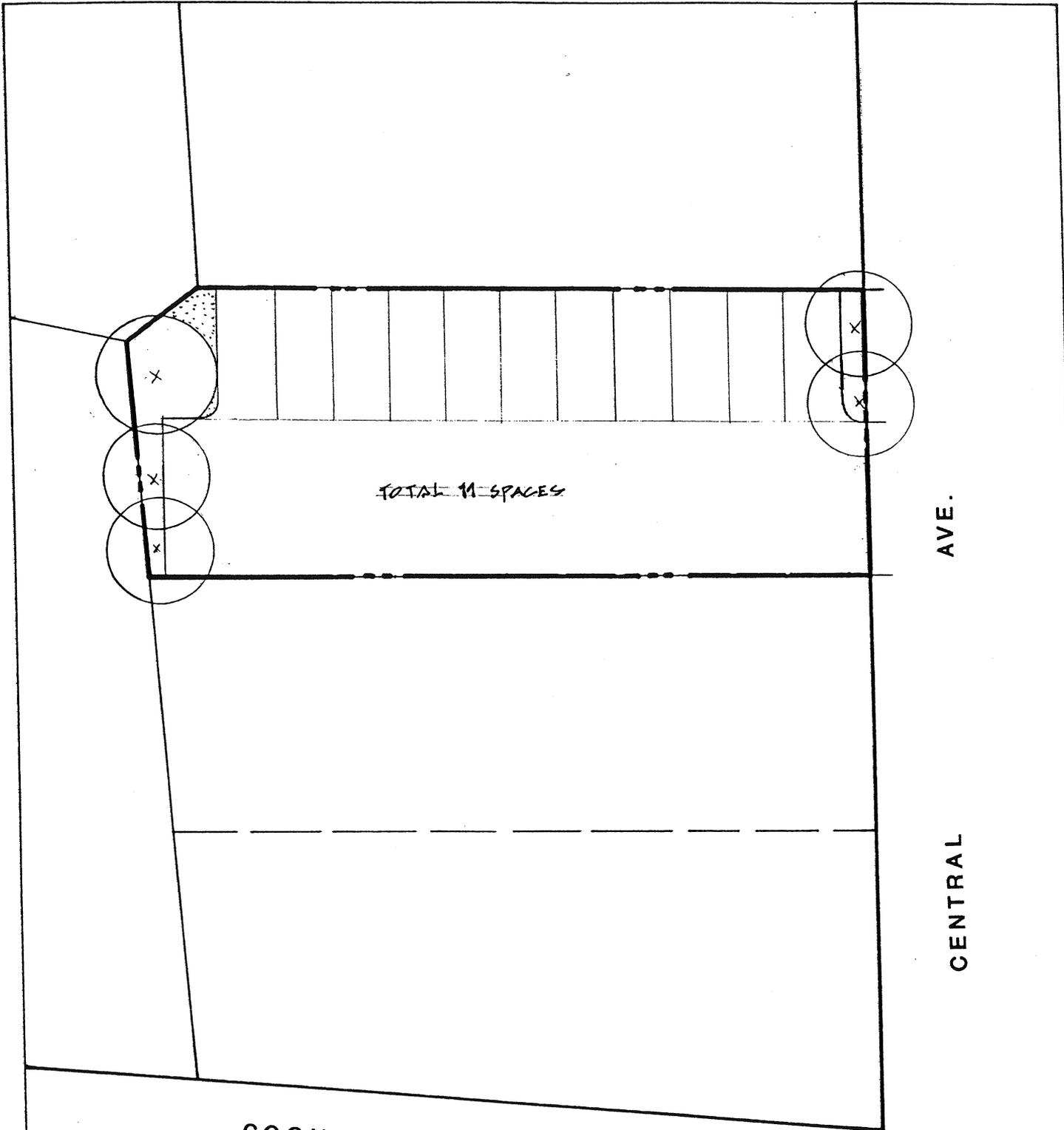
Block 1601, Lot 8 on Central Avenue

This parcel, which was recently purchased by the Borough, is formerly known as the DeBenedetto property. Two parking schemes, Alternative A and Alternative B, were generated for this property. Alternative A considers only Lot 8, while Alternative B utilizes the adjacent, Borough-owned, Lot 9 as well.

Alternative A yields 11 spaces. Utilization of both lots, Alternative B, yields 18 spaces. Graphic depictions of the two alternatives follow.

Central Avenue School

Three parking schemes were generated by the Borough to utilize a portion of the Central Avenue School property to expand CBD parking. The property in question lies behind the houses fronting on Cook Avenue and Central Avenue.



COOK

AVE.

AVE.

CENTRAL



Feet

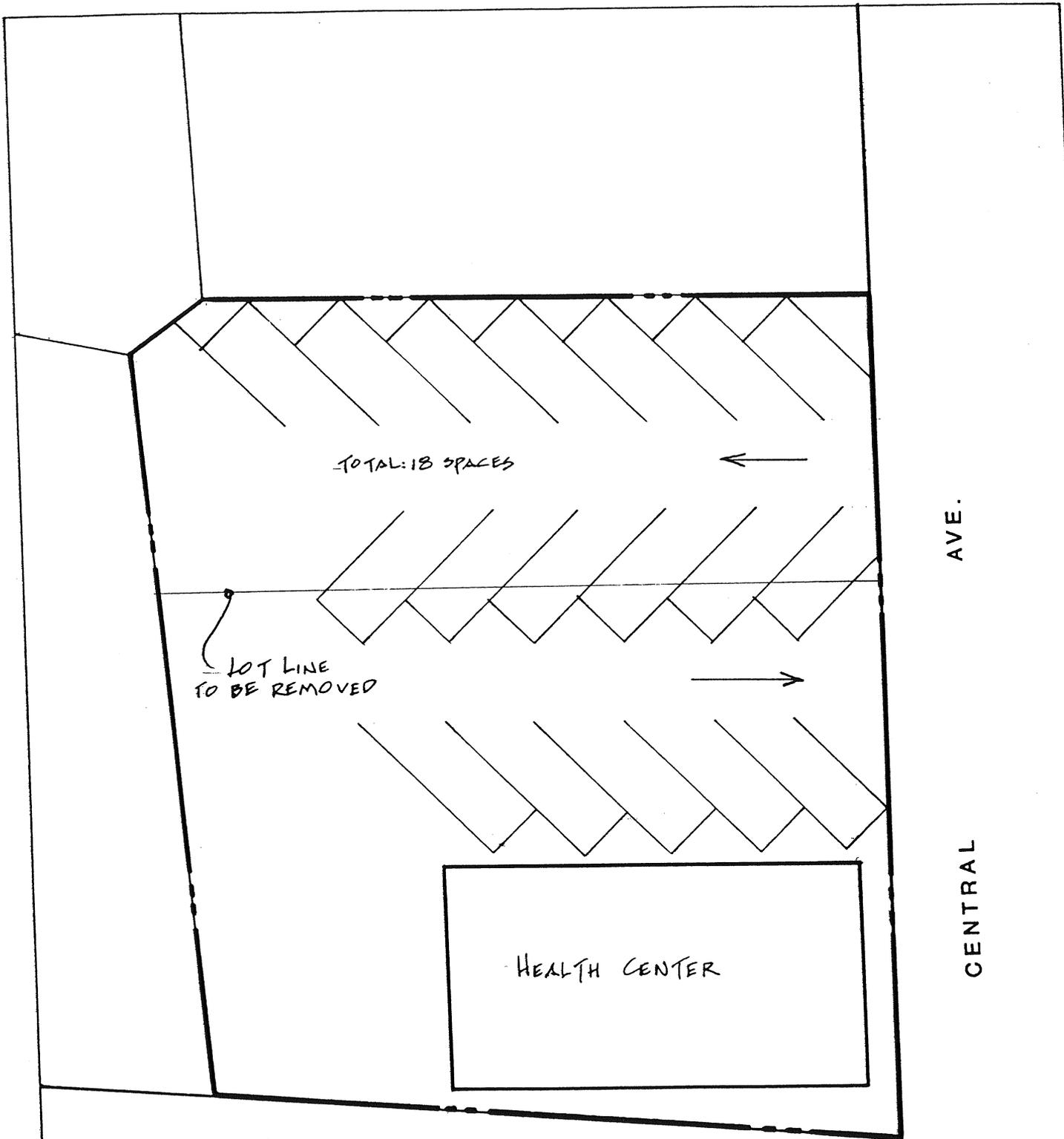


Alternative "A"
Parking Layout
Block 1601, Lot 8

CBD Parking Study

BOROUGH OF MADISON
MORRIS COUNTY, NEW JERSEY

Prepared by: Moskowitz, Heyer & Gruel, PA - 1997



COOK

AVE.

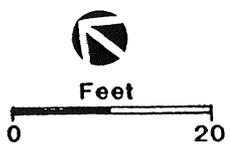
AVE.

CENTRAL

Alternative "B"
Parking Layout
Block 1601, Lots 8 & 9
CBD Parking Study

BOROUGH OF MADISON
MORRIS COUNTY, NEW JERSEY

Prepared by: Moskowitz, Heyer & Gruel, PA - 1997



Each scheme involves accessing the parking areas via both Cook Avenue and Central Avenue. Two schemes generate approximately 168 spaces; the third scheme generates approximately 169 spaces. This lot would primarily serve those establishments along Main Street between Cook Avenue and Elmer Street, and could be utilized as a second "Merchant Lot" for this area.

Lunch Shuttle

The option of creating a lunch-time shuttle between the CBD and Giralda Farms and possibly office complexes along Park Avenue and within Florham Park to serve corporate users of the CBD restaurants between roughly 11:30 am and 2:00 pm should be explored. ISTEAs Transportation Enhancement funds can be utilized to finance this operation.

Enforcement

Once parking spaces are added to the CBD, either by the development of the DeBenedetto property or Central Avenue School properties, or another area, merchants should not be allowed to park in customer spaces in the municipal lots. Additionally, merchant abuse of on-street parking should be penalized. These enforcement measures will free up more spaces for CBD customers.

Expand Opportunities For Commuters

Opportunities to expand parking for resident and non-resident commuters were also considered. Capacity for future ridership levels given the current parking layout is not adequate, and could be expanded to capitalize on the presence of the Train Station.

Expand Lot 3

The expansion of Lot 3, at the time of this writing, is still being considered. Expansion of Lot 3 as planned, regardless of the funding source, would yield 90 additional spaces that would most likely be utilized by rail commuters, but could be marketed to CBD customers and/or merchants as well. This expansion would occur within an existing parking lot and would not require further acquisitions.

Construction of a Parking Deck

The construction of a parking deck in the area of Lots 2 and 3 should be explored further due to the demand for spaces discussed in the Parking Utilization section of this report. The Borough has many options to consider including the number of levels in the parking deck, the number of spaces, funding sources, and operation/ownership. Due to its proximity to the CBD, the parking deck should be marketed to serve CBD customers and merchants as well as commuters.

Preliminary analysis of parking deck feasibility in the area of Lots 2 and 3 determined that a deck would yield at least twice the number of existing spaces on two levels. This 600-space deck would cost approximately \$5.4 million, or \$9,000 per space, to construct. Again, a parking deck in this area could have virtually as many or as few spaces as desired.

Monitoring

Ridership levels on the Morris-Essex Line should continue to be tracked. Ridership data and merchant and customer parking space need will play a vital role in the determination of the size of any parking deck constructed. Additionally, increases in usage of unrestricted local streets near the train station as commuter parking areas should also be tracked to further gauge parking deck need.

SUMMARY/CONCLUSION

The deficiency of parking in the CBD is an issue which affects the viability of the CBD. The solution to the problem, however, is complex due to the differing needs of CBD merchants, customers and rail commuters and the lack of area in the CBD that is suitable or appropriate for parking lot development or expansion. Parking solutions must stem from coordinated efforts toward parking expansion such as use of the previously referenced municipally-owned property, the possible construction of a parking deck, the development of privately-owned parcels for municipal parking and exploration of shared parking options, particularly in the evenings, with privately-owned and commuter parking areas in the CBD.

APPENDIX A

Tables

Table A-1

LAND USE, # PARKING SPACES AND PARKING SPACE DEFICIENCY BY SUB-AREA AND BLOCK AND LOT

Block/Lot	Street Address	Existing Uses	No. of Stories	Gross Floor Area (Sq. Ft.)	Existing On-Site Parking Spaces	Required Spaces Based on Existing Uses*	Parking Space Deficiency Based on Standards*
Area "A"							
2801/1	Kings Road	Gas station	1	1,700	10	4	(6)
2801/2	33 Kings Road	2 retail stores and 1 office	1	6,500 (4,000 retail, 2,500 office)	14	17 retail 10 office	13
2801/3	37 Kings Road	1 office (potential for 8 offices)	2	5,700	25	23	(2)
2801/4	39 Kings Road	1st floor - 2 retail stores 2nd floor - 4 apartments	1 in front 2 story in rear	1st floor - 4,000 2nd floor - 1,200	20	17 retail 8 apartment	5
2801/5	41 Kings Road	1st floor - 1 retail store 2nd floor - 3 apartments	2	1st floor - 3,400 2nd floor - 3,000	1	14 retail 6 apartment	19
2801/6		Borough park/ Municipal parking lot	-----	NA	50	--	-----
3001/9	Kings Road	Gas station	1	1,600	24	13	(11)
3001/10	14 Kings Road	1st floor - car repair 2nd floor - 2 apartments	2½	1st floor - 3,600 2nd floor - 3,700	8	11 car repair 4 apartments	7
3001/11	14 Kings Road	1 retail store	1	6,000	0 in study area	26	26
3001/12	21 Kings Road	1st floor - 2 retail stores 2nd & 3rd floors - 6 apartments	3	1st floor-2,500 2nd & 3rd floors - 5,000	4	11 retail 12 apartments	19
3001/13	Kings Road	Auto repair	1	1,500	10	13	3
		TOTAL - Area "A"		49,400 (15 residential units)	116 (50 municipal)	189	92 (19 surplus)

Block/Lot	Street Address	Existing Uses	No. of Stories	Gross Floor Area (Sq. Ft.)	Existing On-Site Parking Spaces	Required Spaces Based on Existing Uses*	Parking Space Deficiency Based on Standards*
Area "B":							
1504/1		Borough open space		NA	0	--	----
1504/2	Park Avenue	Museum of Early Trades & Arts	2½	3,100	0	30	30
2701/1	2 Green Village Road	1st floor - 6 retail stores 2nd & 3rd floors - 18 offices	3	1st floor - 3,200 2nd & 3rd floors - 6,400	2	14 retail 26 office	38
2701/2	29 Main Street	1st floor - 2 retail stores 2nd floor - gym	2	1st floor - 3,400 2nd floor - 2,400	0	25	25
2701/3	33-35 Main Street	1st floor - 2 retail stores & bagel (40 seats)	1	5,800 (2,500 restaurant, 3,300 retail)	4	14 retail 16 bagel	26
2701/4	43 Main Street	1st floor - restaurant (60 seats) & 1 retail store 2nd & 3rd floors - 5 apartments	3	1st floor - 2,800 (2,000 restaurant, 800 retail) 2nd & 3rd floors - 4,400	4	24 restaurant 3 retail 10 apartments	33
2701/5	45 Main Street	1st floor - bagel shop (30 seats) & 1 retail store 2nd & 3rd floors - 4 apartments	3	1st floor - 3,700 (2,500 restaurant, 1,200 retail) 2nd & 3rd floors - 4,500	4	12 restaurant 5 retail 8 apartments	21
2701/6	49 Main Street	1 retail store	1	1,500	1	6	5
2701/7	55 Main Street	1st floor - 1 retail store, 1 ice cream shop (10 seats) 2nd & 3rd floors - 8 apartments	3	1st floor - 7,000 (6,000 retail, 1,000 restaurant) 2nd & 3rd floors - 9,800	5	26 retail 4 ice cream 16 apartments	41
2701/8	Waverly Place and Main Street	1st floor - 2 retail stores 2nd floor - office 3rd floor - 1 apartment	3	1st floor - 2,000 2nd floor - 1,300 3rd floor - 1,300	0	16	16

Block/Lot	Street Address	Existing Uses	No. of Stories	Gross Floor Area (Sq. Ft.)	Existing On-Site Parking Spaces	Required Spaces Based on Existing Uses*	Parking Space Deficiency Based on Standards*
2701/9	3 Waverly Place	1st floor - hair salon 2nd & 3rd floors - 2 apartments	3	1st floor - 1,200 2nd & 3rd floors - 2,400	0	9	9
2701/10	5 Waverly Place	1st floor - 1 retail store 2nd & 3rd floors - 2 apartments	3	1st floor - 1,300 2nd & 3rd floors - 2,200	0	10	10
2701/11	7 Waverly Place	1st floor - 2 retail stores 2nd & 3rd floors - 4 offices	3	1st floor - 2,400 2nd & 3rd floors - 3,800	0	26	26
2701/12	11-13 Waverly Place	1st floor - restaurant (90 seats) 2nd & 3rd floors - 4 apartments	3	1st floor - 2,100 2nd & 3rd floors - 2,600	0	36 restaurant 8 apartments	44
2701/13	15 Waverly Place	1st floor - 1 retail store 2nd, 3rd & 4th floors - 3 apartments	4	1st floor - 1,200 2nd, 3rd & 4th floors 3,400	0	11	11
2701/15	17 Waverly Place	1st floor - 3 retail stores 2nd, 3rd & 4th floors - 9 apartments	4	1st floor - 3,000 2nd, 3rd & 4th floors 7,600	2	31	29
2701/16	19-23 Waverly Place	4 retail stores, 1 cafe (25 seats)	1	5,900 (4,900 retail, 1,000 restaurant)	2	21 retail 10 restaurant	29
2701/17		Borough parking lot TOTAL - Area "B"	----	N/A 101,700 (38 residential units)	43 24; 43 municipal	---- 417	---- 393
Area "C"							
1501/4	4 Community Place	2-family house and parking lot	2½	2,400	28	4	(24)
1501/5	17 Park Avenue	1st floor - retail 2nd floor- 4 apartments	2½	1st floor - 2,500 2nd floor - 1,500	6	19	13
1501/6	13-15 Park Avenue	1st floor - 5 retail stores 2nd & 3rd floors - 16 apartments	3	1st floor - 5,400 2nd & 3rd floors - 10,800	17	55	38
1502/1	17 Cook Avenue	Offices	2½	1st floor - 700 2nd floor - 700	9	6	(3)

Block/Lot	Street Address	Existing Uses	No. of Stories	Gross Floor Area (Sq. Ft.)	Existing On-Site Parking Spaces	Required Spaces Based on Existing Uses*	Parking Space Deficiency Based on Standards*
1502/1.01	19 Cook Avenue	Single-family house	2	700	2+	2	0
1502/2	7 Community Place	5-family house	3	4,200	1	10	9
1502/3	5 Community Place	Auto repair	2	5,100	6	9	3
1502/5	10 Park Avenue	1st floor - 2 retail stores, 1 deli (10 seats) 2nd & 3rd floors - 8 apartments	3	1st floor - 3,100 (2,100 retail, 1,000 deli) 2nd & 3rd floors - 6,200	11	9 retail 4 deli 16 apartments	18
1502/6,4	8 Park Avenue	1st floor - 1 retail, 1 pizzeria (0 seats) 2nd floor - 3 apartments Lot 4 - storage	2	1st floor - 2,800 (1,400 retail, 1,400 pizzeria) 2nd floor - 2,700	8	6 retail 4 pizzeria 6 apartments	8
1502/7	6 Park Avenue	1st floor - 3 retail 2nd floor - 3 apartments	2	1st floor - 6,000 2nd floor - 2,500	0	26 retail 6 apartments	32
1502/8	4 Park Avenue	1st floor - vacant (bistro under construction) 2nd floor - vacant /storage	2	1st floor - 2,400 2nd floor - 2,400	29	24 ± restaurant	(5)
1502/9	21 Cook Avenue	Offices (medical)	2	2,400	9	18	9
1502/10	6 Main Street	1st floor - 4 retail uses	1	10,700	50	46	(4)
1502/11	25 Cook Avenue	Community House	2½	5,300	10	70	60
1502/12	27 Cook Avenue	Single-family house	2½	1,400	5	2	(3)
1502/13	14 Main Street	Bank	3	13,000	46	44	(2)

Block/Lot	Street Address	Existing Uses	No. of Stories	Gross Floor Area (Sq. Ft.)	Existing On-Site Parking Spaces	Required Spaces Based on Existing Uses*	Parking Space Deficiency Based on Standards*
1502/14	18 Main Street	1st floor - 2 retail stores & restaurant (120 seats) 2nd floor - 3 apartments	2	1st floor - 6,500 (4,000 retail, 2,500 restaurant) 2nd floor - 3,500	14	17 retail 48 restaurant 6 apartments	57
1502/15	Main Street and Cook Avenue	1st floor - 2 retail stores 2nd & 3rd floors - 6 apartments	3	1st floor - 3,000 2nd & 3rd floors - 5,000	5	13 retail 12 apartments	20
1502/16	30 Main Street	1st floor - 1 retail store 2nd floor - 1 apartment	2	1st floor - 3,800 2nd floor - 3,800	5	16 retail 2 apartments	13
1502/17	36 Main Street	1st floor - 2 retail stores 2nd floor - 4 office 1st floor - restaurant (20 seats)	2 1	1st floor - 3,600 2nd floor - 3,600 3,700	0	15 retail 14 office 8 restaurant	37
1502/18	40 Main Street	1st floor - 1 retail store, 1 deli (20 seats) 2nd floor - 2 offices & 2 apartments	2	1st floor - 3,200 (1,600 retail, 1,600 deli) 2nd floor - 6,200 (3,200 office, 3,000 apartments)	0	7 retail 8 restaurant 4 apartments 13 office	32
1502/19	46 Main Street	1st floor - 7 retail stores 2nd floor - retail & 4 apartments	2	1st floor - 7,500 2nd floor - 7,000 (1,700 retail, 5,300 apartments)	2	39 retail 8 apartments	45
1502/20	52 Main Street	1st floor - 2 retail stores & deli (40 seats) 2nd floor - MD office, apartment & office	2	1st floor - 3,600 (2,400 retail, 1,200 deli) 2nd floor - 3,500 (1,500 MD office, 2,000 office)	0	10 retail 16 deli 14 MD 8 office 2 apartments	50

Block/Lot	Street Address	Existing Uses	No. of Stories	Gross Floor Area (Sq. Ft.)	Existing On-Site Parking Spaces	Required Spaces Based on Existing Uses*	Parking Space Deficiency Based on Standards*
1502/21	54 Main Street	1st floor - restaurant (180 seats) 2nd floor - 1 apartment	2	1st floor - 5,200 2nd floor - 2,600	5	72 restaurant 2 apartments	69
1502/22	60 Main Street	1st floor - 3 retail stores 2nd floor - 4 offices 3rd floor - 2 apartments	3	1st floor - 6,000 2nd floor - 6,000 3rd floor - 6,000	10	26 retail 24 office 4 apartments	44
1502/23,24	10-12 Central Avenue	Auto related	2	3,400	5	11	6
1502/25	Cook Avenue	Cook Plaza - Borough parking	--	NA	139	--	--
		TOTAL - Area "C"		191,600 (41 residential units)	283; 139 municipal	801	522
Area "D"							
1802/1	19 Central Avenue	1st floor - 1 retail store 2nd floor - 1 apartment	2	1st floor - 1,250 2nd floor - 600	4	8	4
1802/2	15 Central Avenue	1st floor - Pizzeria (40 seats) 2nd floor - 2 apartments	2	1st floor - 1,300 2nd floor - 1,100	2	16 pizzeria 4 apartments	18
1802/3	5 Central Avenue	1 building - 1 retail store 1 building - luncheonette (10 seats) 1 building - residence	1 1 2	1 building - 400 1 building - 600 1 building - 1,500	0	2 retail 4 restaurant 2 apartments	8

Block/Lot	Street Address	Existing Uses	No. of Stories	Gross Floor Area (Sq. Ft.)	Existing On-Site Parking Spaces	Required Spaces Based on Existing Uses*	Parking Space Deficiency Based on Standards*
1802/4	66-68 Main Street	Existing Uses 1st floor - 1 retail store & restaurant (60 seats) 2nd & 3rd floors - 2 offices and 4 apartments rear building - 1 apartment & 1 retail store	3	1st floor - 2,300 (700 retail, 1,600 restaurant) 2nd & 3rd floors - 4,600 (2,300 office, 2,300 apartments) 2,200 (1,200 apartment, 1,000 retail)	0	7 retail 24 restaurant 9 office 10 apartments	50
1802/5	72 Main Street	1st building 1st floor restaurant (100 seats) 2nd & 3rd floors - 6 apartments 2nd building 1st floor - 1 retail store 2nd floor - 1 apartment	3 2	1st floor - 3,000 2nd & 3rd flrs - 6,000 1,200 600	11	40 restaurant 14 apartments 5 retail	48
1802/6,7,8	78-80 Main Street	1st & 2nd floors - bank and 7 offices	2	1st floor - 5,100 (3,000 bank, 2,100 offices) 2nd floor - 4,800	38	10 bank 28 office	0
1802/9	82-84 Main Street	1 retail store, 1 restaurant (50 seats)	1	3,200 (1,600 retail, 1,600 restaurant)	4	7 retail 20 restaurant	23
1802/10	88 Main Street	1 retail store	1	1,500	5	7	2
1802/11	98 Main Street	Auto repair	1	2,500	58	15	(43)
1802/12	108 Main Street	1st floor - funeral home 2nd floor - apartment	2½	17,500 (10,500 funeral, 7,000 apartment)	43	190 funeral home 2 apartment	149

Block/Lot	Street Address	Existing Uses	No. of Stories	Gross Floor Area (Sq. Ft.)	Existing On-Site Parking Spaces	Required Spaces Based on Existing Uses*	Parking Space Deficiency Based on Standards*
1802/13	112 Main Street	Gas station	1	1,200	3	7	4
1802/14	Elmer Street	Municipal parking lot	--	--	49		
		TOTAL - Area "D"		62,450 (16 residential units)	8; 49 municipal	431	263
Area "E"							
2702/1	2 Waverly Place	Bank	2	7,500	0	24	24
2702/2	65 Main Street	2 retail stores, 1 bakery (10 seats)	1½	3,600 (1,300 retail, 2,300 restaurant)	2	6 retail 4 bakery	8
2702/3	69 Main Street	Bank and bank parking	1	300	26	1	(25)
2702/5	73 Main Street	1 retail store	1 (except in front)	4,700	0	20	20
2702/6	75 Main Street	1 restaurant (70 seats), 1 sub shop (10 seats) and 1 retail store 2nd floor - 2 apartments	1/2	1st floor - 1,800 (1,200 restaurant, 600 retail) 2nd floor - 1,300	13	32 restaurant 3 retail 4 apartments	26
2702/7	81 Main Street	1st floor - 2 retail stores 2nd & 3rd floors - 4 apartments	3	1st floor - 2,000 2nd & 3rd floors - 4,000	11	9 retail 8 apartments	6
2702/8	85 Main Street	Auto repair	1	1,000	16	7	(9)
2702/9	89 Main Street	1st floor - 1 retail store 2nd floor - 2 apartments	2	1st floor - 3,000 2nd floor - 3,000	3	13 retail 4 apartments	14
2702/10	93 Main Street	1st floor - 4 retail stores 2nd & 3rd floors - 4 apartments	3	1st floor - 4,000 2nd & 3rd floors - 5,000	0	17 retail 8 apartments	25

Block/Lot	Street Address	Existing Uses	No. of Stories	Gross Floor Area (Sq. Ft.)	Existing On-Site Parking Spaces	Required Spaces Based on Existing Uses*	Parking Space Deficiency Based on Standards*
2702/11	91 Main Street	8 apartments	2	4,000	15	16	1
2702/12	93 Main Street (rear)	2 apartments	2	1,600	1	4	3
2702/13	95-97 Main Street	Restaurant (120 seats)	1	3,500	39	48	9
2702/14	103 Main Street	Gas station	1	1,300	6	4	(2)
2702/17	Prospect Street	1st floor - restaurant (140 seats) 2nd floor - Offices	2	1st floor - 1,800 2nd floor - 4,400	28	56 restaurant 18 office	46
2702/19,20	13-15 Prospect Street	Office	2½	4,100	11	16	5
2702/21	42 Lincoln Place	3 restaurants (130 seats total) and fitness center	1 in front 2 in rear	5,400 (4,400 restaurant, 1,000 gym)	16	52 restaurant 4 gym	40
2702/22	36 Lincoln Place	3 retail stores	1 in front 2 in rear	1,000	8	4	(4)
2702/23	30 Lincoln Place	4 retail stores	1 in front 2 in rear	1,800	6	8	2
2702/24	Lincoln Place	Movie theater (700 seats)	1	11,000	0	233	233
2702/25	Lincoln Place	Post office	1	4,700	8	4	(4)
2702/26	24-26-28 Waverly Place	1st building 1st floor - bank and vacant retail store 2nd floor - 3 offices 3rd floor - 2 apartments 2nd building 1st floor - 5 retail stores 2nd floor - 1 apartment	3	1st building 1st floor - 2,000 2nd floor - 2,000 3rd floor - 2,000 2nd building 1st floor - 3,400 2nd floor - 1,000	17	7 bank 14 retail 8 office 6 apartments	18

Block/Lot	Street Address	Existing Uses	No. of Stories	Gross Floor Area (Sq. Ft.)	Existing On-Site Parking Spaces	Required Spaces Based on Existing Uses*	Parking Space Deficiency Based on Standards*
2702/27	20 Waverly Place	1st and 2nd floors - Cafe (50 seats) and 4 offices	2	1st floor - 4,500 (2,000 cafe, 2,500 office) 2nd floor - 3,000	0	20 restaurant 10 office	30
2702/28	16 Waverly Place	Bank	1	1,700	6	6	0
2702/29	14 Waverly Place	1st floor - 1 restaurant (40 seats) & 2 retail stores 2nd floor - 6 apartments	2	1st floor - 4,500 (2,000 restaurant, 2,500 retail) 2nd floor - 3,000	0	16 restaurant 11 retail 12 apartments	39
		TOTAL - Area "E"		112,900 (27 residential units)	232 (0 municipal)	504	549
Area "F"							
0104/1	Kings Road	Train station			74	N/A	N/A
2703/1,2	Kings Road	Railroad tracks	--	--	--	--	--
2802/1	Kings Road	Borough Hall	3	44,500	11	178	--
2803/1 & 3802/1,2	Kings Road	Commuter parking (Lots 1-3)	--	NA	432	--	
2803/2	10 Maple Avenue	Senior Center	2	2,500	0	28	28
2803/3	Prospect Street	Borough Rescue Squad	2	7,000	19	20	1
		TOTAL - Area "F"		9,500			

*Source: Borough of Madison Land Use Regulations §195-25.

PRELIMINARY TOTAL - 572,050 SQUARE FEET (136 RESIDENTIAL UNITS)

Table A-2a
MADISON CBD ON-STREET PARKING

	Number of Spaces		<u>Total</u>
<u>Cook Avenue</u>			
Northside	20 - 1 hour	8 AM - 7 PM	20
South side	0		
<u>Elmer Street</u>			
North side	10 - 1 hour	8 AM - 7 PM	10
South side	0		
<u>Park Avenue</u>			
North side	6 - 1 hour	8 AM - 7:30 PM	14
South side	8 - 1 hour	8 AM - 7 PM	
<u>Main Street</u>			
North side (West of Waverly)	11 - 1 hour	8 AM - 7 PM	23
South side (West of Waverly)	12 - 1 hour	8 AM - 7 PM	
North side (East of Waverly)	15 - 1 hour	8 AM - 7 PM	26
South side (East of Waverly)	11 - 1 hour	8 AM - 7 PM	
<u>Kings Road</u>			
North side (West of Green Village Road)	28 - 2 hour	8 AM - 7 PM	42
South side (West of Green Village Road)	14 - 1 hour	8 AM - 7 PM	
North side (East of Green Village Road)	21 - 2 hour	7 AM - 6 PM	30
South side (East of Green Village Road)	9 - 2 hour	8 AM - 7 PM	
<u>Kings Road</u>			
North side (between Green Avenue & Prospect Street)	12 - 2 hour	8 AM - 7 PM	28
South side (between Green Avenue & Prospect Street)	16 - 1 hour	8 AM - 7 PM	

	<u>Number of Spaces</u>		<u>Total</u>
<u>Lincoln Avenue</u>			
North side	21 - 1 hour	8 AM - 7 PM plus 3 - 10 minutes in front of P.O.	56
South side	32 - 1 hour	8 AM - 7 PM	
<u>Community Place</u>			
East side	9 - no limit		
West side	0		9
<u>Waverly Place</u>			
East side	17 - 1 hour	8 AM - 7 PM	
West side	16 - 1 hour	8 AM - 7 PM	33
<u>Central Avenue</u>			
East side (between Main St. & Elmer St.)	10 - 1 hour	8 AM - 7 PM	
West side (between Main St. & Elmer St.)	6 - 1 hour	8 AM - 7 PM	16
<u>Prospect Street</u>			
East side (between Lincoln Place & Greenwood Avenue)	5 - 1 hour	8 AM - 7 PM	9
West side (between Lincoln Place & Greenwood Avenue)	4 - 1 hour	8 AM - 7 PM	
		TOTAL	316

Table A -2b
MADISON CBD MUNICIPAL PARKING LOTS

	<u>Number of Spaces</u>	<u>Total</u>
<u>Cook Plaza Lot</u>	102 2-hour spaces 35 Permit 1 Handicapped	138
<u>Elmer Street Lot</u>	19 Permit 28 2-hour spaces 2 Handicapped	49
<u>Waverly Green Lot</u>	43 free parking (2-hour) from 7:00 AM - 6:00 PM *No Parking from 2:00 AM - 6:00 AM	43
<u>Merchant Lot</u>	50 Permit spaces	50
<u>Lot 1</u>	111 Permit 31 Employee & Borough Vehicles	142
<u>Lot 2</u>	128 Permit 1 Handicapped	129
<u>Lot 3</u>	188 Daily Commuter & Permit 4 Handicapped	192
	TOTAL:	931

Table A - 2c
MADISON CBD PRIVATE PARKING

	<u>Number of spaces</u>	<u>Total</u>
Area "A"	Block 3001: 46 Block 2801: 70	116
Area "B"	Block: 2701	24
Area "C"	Block 1501: 51 Block 1502: 233	284
Area "D"	Block 1802: 168	168
Area "E"	Block 2702: 235	235
Area "F"	Block 2703: 74 Block 2802: 11 Block 2803: 19	104
	TOTAL:	931

Table A-3a
MADISON BOROUGH PARKING STANDARDS
 (§ FROM 195 - 25 H (3)(a))

Financial Institution	1 for each 250 s.f. net floor area
Funeral Home	10 + 1 for each 50 s.f. net floor area
Gasoline Service station or repair garage	3 for each bay plus not less than 1 for each service vehicle
Office, dental or medical	4 for each doctor or dentist plus 1 for each 250 s.f. gross floor area
Office, other	1 for each 250 s.f. of gross floor area
Community facilities	1 for each 3 seats or 1 for each 75 s.f. of assemblage area
Residential dwellings: Other than single-family attached	2 per dwelling unit
Attached single-family	1 garage plus 1.5 off street
Restaurant, eating & drinking establishments	1 for each 2.5 seats
Retail uses	1 for each 200 s.f. net floor area
Theater	1 for each 3 seats

Table A -3b
 CBD RESTAURANT SEATING CAPACITIES

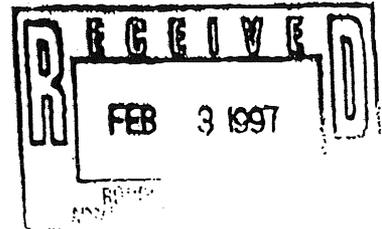
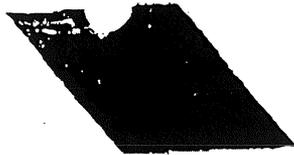
<u>Restaurant</u>	<u>No. of Seats</u>	<u>Take-out Available</u>
<i>Area "A"</i>		
No restaurants		
<i>Area "B"</i>		
Block 2701		
Bruegger's Bagels	40	Yes
Garlic Rose Bistro	60	Yes
Bagel Chateau	30	Yes
Baskin Robbins	10	Yes
Poor Herbie's	90	Yes
Coffee in the Alley	<u>25</u>	Yes
<i>Subtotal</i>	255	
<i>Area "C"</i>		
Block 1502		
C & J's Deli	10	Yes
Domino's	0	Yes
Shanghai Jazz	120	Yes
Richard's Cafe	20	Yes
42 Main Deli	20	Yes
On a Roll Deli	40	Yes
The Meeting Place	<u>180</u>	Yes
<i>Subtotal</i>	390	
<i>Area "D"</i>		
Block 1802		
3 Central	60	Yes
Nickey's Firehouse Restaurant	40	Yes
Central Lunch	10	Yes
Sonia Rose	100	No
Ristorante Italian	<u>50</u>	No
<i>Subtotal</i>	260	

<u>Restaurant</u>	<u>No. of Seats</u>	<u>Take-out Available</u>
<i>Area "E"</i>		
Block 2702		
Amalfi Cafe	50	Yes
The Waverly	40	Yes
Rose City Bakery	10	Yes
The Captain's Galley	70	Yes
Fat Boy's Deli	10	Yes
Nautilus Diner	120	Yes
L'Allegria	140	No
Romanelli's	40	Yes
Tiffany's BBQ	40	Yes
Sweet Dreams Coffee	<u>50</u>	Yes
<i>Subtotal</i>	<i>570</i>	
 <i>Area "F"</i>		
	No Restaurants	
 TOTAL	 1,475	

APPENDIX B

Correspondence and Meeting Minutes

NJ TRANSIT
The Way To Go.



January 31, 1997

Stanley Shreck, P.E.
Borough of Madison Engineer
Hartley Dodge Memorial Building
Madison, NJ 07940

Dear Mr. Shreck;

Thank you for your letter of January 6, 1997 expressing the Borough's interest in expanding commuter parking opportunities at the Madison Rail Station.

NJ TRANSIT is interested in pursuing both the restriping of Lots 1, 2, and 3 to a maximum width of 8.5 feet, which you estimate would yield about 28 new spaces, as well as constructing the retaining wall at the rear of lot #3 to produce an estimated additional 62 spaces. Combined, you estimate a net increase of 90 spaces for a cost of \$238,000.

We would like to enter into a Construction Agreement with the Borough to implement this project. Under this Agreement, the Borough would manage the design, construction, and necessary community outreach, and NJ TRANSIT would reimburse the Borough for construction costs, as long as the new spaces are open to all commuters.

Please call Roz Diamond of my staff at 201-491-7795 to let us know if the Borough wishes to implement this project as described above.

Thank you for your interest in accommodating our rail passengers. We look forward to a successful project.

Sincerely,

Paul R. Sullivan, Director
Passenger Facilities Planning

To → cc: Honorable Gary E. Ruckelshaus, Mayor
J. Kanarek
R. Diamond
J. McKenna

One Penn Plaza East, Newark NJ 07105-2246 (201) 491-7000

MOSKOWITZ, HEYER & GRUEL, PA

Community Planning Consultants

63 Church Street, 2nd Floor

New Brunswick, New Jersey 08901

908-828-2200/ fax: 908-828-9480 / mhg3@ix.netcom.com

TO: File

FROM: Cheryl Bergailo

RE: Madison Borough CBD Parking Study

DATE: February 13, 1997

Meeting held February 13, 1997 at Hartley Dodge Memorial

Attendees: Sgt. John Sabanosh, Madison PD
Cindy Chapleski, Madison Community Health Officer (Parking Enforcement)
Stan Schrek, Madison Borough Engineer
Susan Gruel, Moskowitz, Heyer & Gruel, PA
Cheryl Bergailo, Moskowitz, Heyer & Gruel, PA

The following issues were discussed at the February 13, 1997 meeting:

1. Sgt. Sabanosh (and the Madison PD?) are formulating a signage plan that will regulate parking in the area on Main Street between Prospect Street and Cross Street (out of our study area). The parking here will become 2-hour parking, where it is now unregulated. The Sgt. has a to-scale graphic of this in his office, if we want it.
2. Jo Blair of the Madison PD (201/593-3000) administers the Boro parking permits. Sgt. Sabanosh believes that an unlimited number of permits are issued to merchants and commuters for use in the Merchant's Lot and the three commuter lots next to the municipal building. Permits are issued annually. Merchants with stickers are allowed to park in permit-only spaces in all lots. They are allowed to overflow into non-permit (customer) spaces. Cindy relayed that all permit spots in the Boro are at capacity. Cars with merchant

To: File
Re: Madison Borough CBD Parking Study

February 13, 1997
Page 2

stickers do overflow into the customer spaces. Both Cindy and Sgt. Sabanosh reported that merchant-stickered cars are frequently, and daily, parked on the street, in front of the merchant's stores. Sgt. Sabanosh has information on the varieties of parking violations that occur in the CBD, that is, how many merchant-stickered cars have received summonses for parking overtime in the street. (These records are not computerized).

3. Parking permits are re-issued/re-authorized annually on April 30.
4. There appears to be an over-abundance of merchant-stickered cars in customer spaces in the CBD. The merchants are, however, utilizing all the spaces provided to them at the Merchant's Lot and the permitted spaces. This can mean one of two things: there is not enough merchant parking provided, or the merchants are abusing the parking privilege, that is, they are overbuying permits for their employees. Jo Blair will know the percentage of parking stickers that are issued to merchants as compared to commuters and tenants.
5. Cindy Chapleski added that the permits of the merchants and the commuters are the same color (blue); only the Boro employee permits (for Lot 1) are colored differently (gold), so that it's difficult to track the different parking behaviors of the commuters and merchants/tenants.
6. The Boro, through Stan Schrek, has negotiated with NJ Transit (NJT) to improve the commuter Lots 1-3 so that approximately 90 spaces can be added (for \$238,000). This can be a short term improvement to the parking problem for commuters.
7. Cindy Chapleski and Sgt. Sabanosh reported that Main Street, Waverly Place, Central Avenue, and Kings Road are at capacity all day long. The two auto repair shops on Kings Road park their customers' autos on the street, all day long, because they lack on-site parking. Prospect Street and Lincoln Place reach capacity at 11:00 am and remain full until the evening. Main Street and Central Avenue are full all day long, because the merchants in the area park on the street.

To: File
Re: Madison Borough CBD Parking Study

February 13, 1997
Page 3

Merchants Lot

Merchants Lot is at capacity and is filled with permitted cars of merchants and tenants. Because commuters have the same stickers as the merchants and the tenants, commuters may be filling this lot before merchants have the chance to. This can only be discerned by differentiating between the merchants, tenants, and commuters by color. Tenants can park here overnight in designated spaces.

Lot 1

Lot 1 is a Madison resident commuter and Boro employee parking lot. The employees have a reserved 31 spaces, leaving approximately 100 spaces for resident commuters and overflow Borough employees. Lots 1, 2, and 3 have been filled to capacity since the opening of the Midtown Direct rail line in June 1996.

Lots 2 and 3

Lot 2 is filled with annual permitted commuters by approximately 9:00 am. The permitted cars overflow the annual spaces into the daily (\$2) spaces, and are not ticketed. The daily spaces generally fill up quickly, as well. Cindy Chapleski, under the direction of Sgt. Sabanosh, is going to track license plate numbers to determine the percentage of Madison residents using the lot and the number of non-residents.

MOSKOWITZ, HEYER & GRUEL, PA

Community Planning Consultants

MOSKOWITZ, HEYER & GRUEL, PA

Community Planning Consultants

63 Church Street, 2nd Floor

TO: File

FROM: Cheryl Bergailo

RE: Madison Borough CBD Parking Study

DATE: February 20 and 21, 1997

Memorandum Of Conversation with Alan Tillotsen, Director Trends and Forecasting, NJ Transit
- 201/491-7748

Mr. Tillotsen supplied actual (or as close to actual as possible) ridership numbers compiled in September 1996 for the Convent Station train station (west of Madison), Madison Station, and Chatham Station (east of Madison) for riders going eastbound (toward New York).

- On a daily, WEEKDAY, basis, an average of 868 people board the train at Madison, eastbound. 278 (32 percent) of the 868 used the new Midtown Direct, straight into Penn Station, Manhattan. Ridership at this station was 764 per weekday in 1995.
- On a daily, WEEKDAY, basis, an average of 795 people board the train at Convent Station, eastbound. 30 percent of the 795 use Midtown Direct into Penn Station, Manhattan. Ridership at this station was 684 per weekday in 1995.
- On a daily, WEEKDAY, basis, an average of 681 people board the train at Chatham Station, eastbound. 35 percent of the 681 use Midtown Direct into Penn Station, Manhattan. Ridership at this station was 596 in 1995.

Alan Tillotsen was contacted for ridership projection information. Mr. Tillotsen informed me that NJ Transit does not supply ridership projections out-of-office for multiple, political reasons. Ridership projections that are done in-house are for entire lines only, and are not station-specific. Projections for specific stations are performed by NJT only when major capital improvements

To: File
Re: Madison Borough CBD Parking Study

February 20, 21, 1997
Page 2

are proposed for the specific station. He did report that during NJT's fiscal year July 1996 through January 1997, ridership on the Morris & Essex Line did increase by approximately 16 percent. This large increase (annual increases average at 3 percent or lower) was mainly due to the initial opening and promotion (free tickets) of the Midtown Direct Line. Ridership rate of increase is expected to level-off.