

Madison Parking/Redevelopment Study Phase I Analysis: Existing Conditions and Opportunities



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November 16, 2006

Introduction: Purpose & Goals

Downtown Works. Why Strategize about change?

- Being Proactive Is Appropriate (and Should Be Applauded)
- Challenge Is Finding Balance Between:
 - (1) Accommodating Demand for Growth
 - (2) Retaining and Adding Value to Special Character

Introduction: Purpose & Goals

Scope and Final Report: Major Phases

- Phase I: Existing Conditions and Opportunities
- Phase II: Development Potential Analysis
- Phase III: Recommendations/Scenarios
- Phase IV: Implementation
- Phase V: Report

An Action Plan of Achievable Options (based on Market Realities)

Introduction: Purpose & Goals

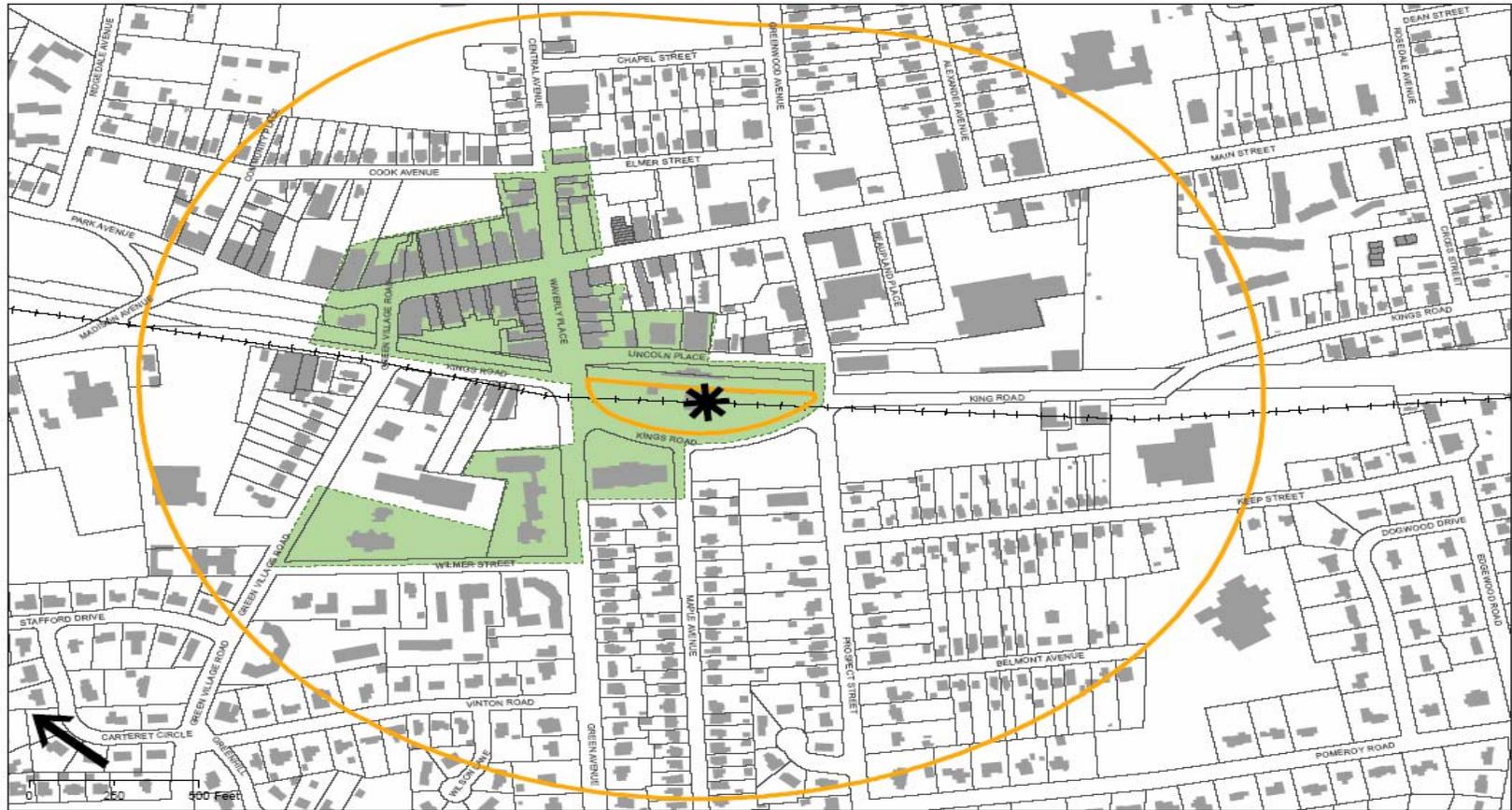
Phase I: Existing Conditions and Opportunities

- 1) Update/New Look at Past Studies
- 2) Review of Existing Conditions Downtown
- 3) Recommendations for Accommodating Growth and Maintaining Character:
 - Tweaking Current Land Use Policies
 - Proposing New Standards
 - Identifying Preliminary Redevelopment Areas

Introduction: Purpose & Goals

Study Area

Figure 2: Study Area Map



Legend

Study Area

 1/4 mile radius

 Railroad

 Building footprints

 Historic District

 Train station

Sources: Madison Township GIS Data
NJDOT GIS Data

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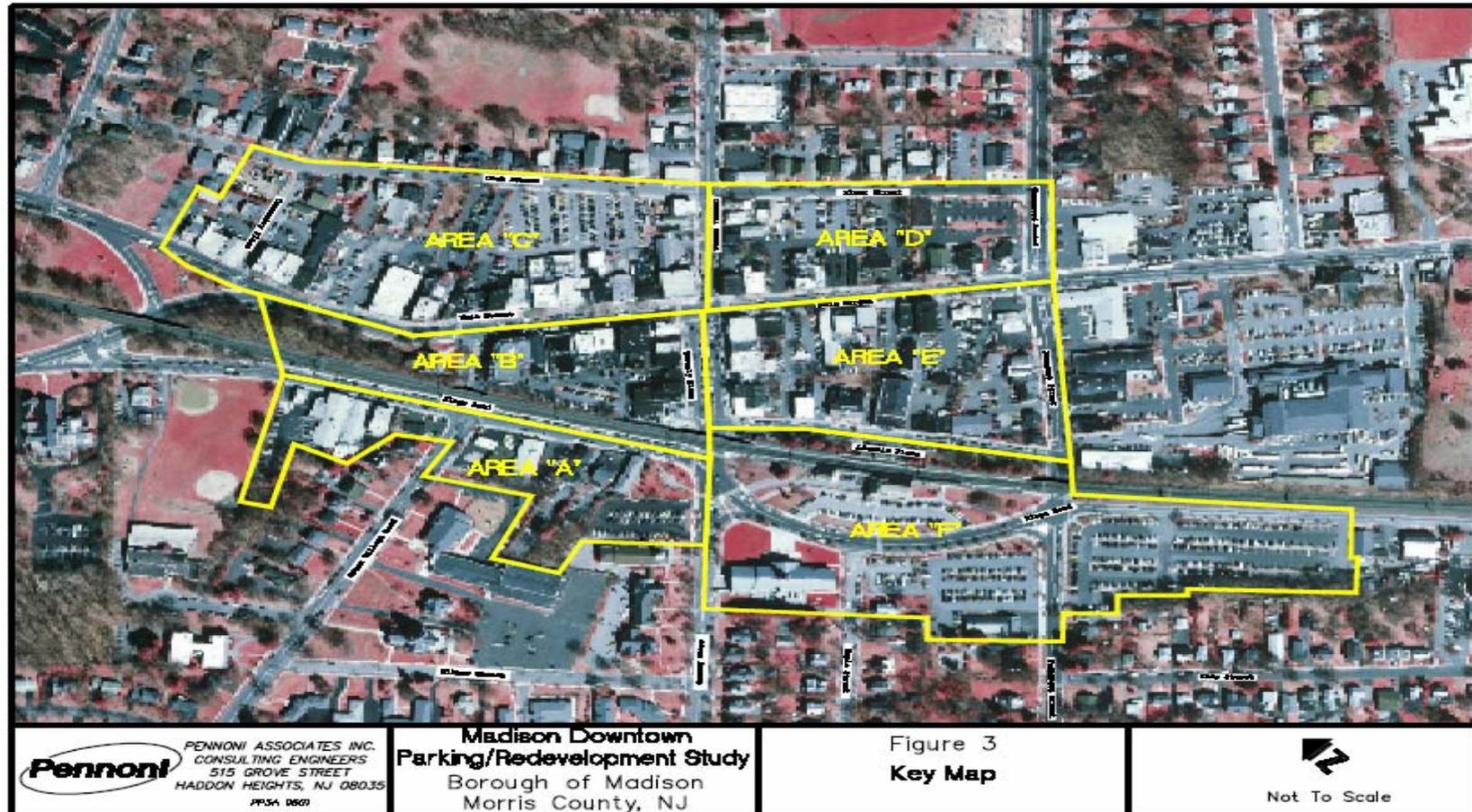
Review of Past Studies

- 1) 1997 Parking Study – Borough of Madison, prepared by Moscowitz, Heyer & Gruel (“1997 Parking Study”);
- 2) Borough of Madison: A Center for Transit, the Arts, Lifelong Learning and Health & Recreation, prepared by the Edward J. Bloustein School at Rutgers University and the New York University Real Estate Institute (“Rutgers/NYU Study”);
- 3) Reexamination of the Master Plan and Development Regulations, adopted by the Madison Borough Planning Board on December 7, 2004 (“MP Reexam”)
- 4) DDC Business Info, a survey of commercial uses in Madison, dated August 25, 2005.

Discussion of Each Study Included in Existing Conditions Analysis

Existing Conditions Parking Analysis

Basis: 1997 Parking Study (Supplemented with Site Visit and Interviews)



Existing Conditions

Parking Analysis

Summary of 1997 Parking Study Findings

Availability and Location			
Area	Private Spaces	Public Lot Spaces	Street Parking
A	116	50 Green Avenue (permit)	23
B	24	43 Waverly Green	77
C	284	139 Cook Plaza (35 permit)	60
D	168	49 Elmer (19 permit)	35
E	235	0	61
F	104	463 Kings Road Lots 1, 2, and 3 (458 permit)	60
Total	931	744	316

With 562 or 75% of Public Spaces reserved for all day permit holders

Existing Conditions

Parking Analysis

Summary of 1997 Parking Study Findings

Estimation of Parking Shortage			
	Off Street Private Parking Available	Required Number of Spaces per Ordinance	Parking Deficiency per Ordinance
Total Parking Areas A-E	827	2,342	1,523

- With Public Lots and Street Parking, Overall Deficiency = **987**
- Public/Private Spaces Occupied Throughout Day, All Week
- Commuter Lots Available Evenings and Weekends
- Actual Peak Hour of Occupancy Not Provided

Existing Conditions

Parking Analysis

Summary of 1997 Parking Study Findings

1997 Recommendations

- 1) Acquire and Utilize Block 1601, Lot 8 on Central Avenue, East of Cook Avenue, for Off-Street Parking
- 2) Acquire Portion of Central Avenue School Property
(MOST ATTRACTIVE FROM SUPPLY/COST PERSPECTIVE)
- 3) Create Lunchtime Shuttle from CBD to Employment Centers
(NOT EXPLORED THOROUGHLY; FUNDING SUGGESTED)
- 4) Stricter Enforcement of Off-Street Parking and Lot Parking
- 5) Construct Parking Deck in Area of Kings Road Lots 2 and 3
(NOT STUDIED IN DETAIL; NEED NOT ESTABLISHED; NO FUNDING SOURCE IDENTIFIED)

Existing Conditions

Parking Analysis

Review/Update of 1997 Parking Study Findings

- 1) 1997 Parking Deficiency May Be Overstated
 - Borough Standards Reflect Older Thinking Re: Parking Ratios
 - Mixed-Use, Downtown Context Requires Less Parking
- 2) Permits Issued 1996 vs. 2006: Resident Permits Increased (55%) while Merchant Dropped (11%) and Non-Resident Eliminated
- 3) Changes to Base Parking:
 - Number of On-Street Spaces Generally Consistent with 1997 Study
 - 73 Additional Spaces (+5 Public Spaces in Area A and +68 Permit Spaces in Area F) Almost Off-Set 80 Total Spaces Lost at Kings Road Lot 2

Existing Conditions

Parking Analysis

Update of 1997 Parking Study Findings

Current Observations

- 1) No Observable Difficulty of Finding Spaces (Perception of Problem May Be Worse Than Reality):
 - Often, People Compare to 5-10 Years Ago
 - Convenience Shopping Trips May Contribute
 - **Perception Should Not Be Dismissed: Can Have Real Impact on Business**
- 2) Handling Short-Term Shoppers Seems Key
- 3) Current 1- and 2-Hour Regulations Ensure Constant Turnover
- 4) More Remote Locations for Merchants and Employees

Existing Conditions

Parking Analysis

Preliminary Recommendations: Administrative/Physical

- 1) Re-Evaluate Parking Deficit
- 2) Short-Term Options:
 - a) Analyze Existing, Off-Street Parking Lots to Determine Yield
 - b) Analyze Combining Lots and Access Driveways on Adjacent Lots
 - c) Reduce Number of Permits To Free Space for Patrons
 - d) Consider Remote Parking Outside of CBD for Merchants & Municipal Staff
- 3) Interim Options:
 - a) Provide Shuttle Service for Remote Parking
 - b) Re-Open Discussion with Board of Ed Re: Central Avenue School Property
 - c) Purchase Available Land Outside CBD for Surface Parking
- 4) Long Term: Parking Decks or Garages Downtown
 - a) Only After a Parking Study Confirms Specific Deficit
 - b) Decks = Commuters, Long-Term Merchant and/or Employee Parking

Existing Conditions

Parking Analysis

Preliminary Recommendations: Parking Standards

- 1) Reduce Non-Residential and Residential Parking Standards:
 - a) Code Reflects Older, Single-Use Suburban Retail Parking Ratios
(1 Space for 200 Square Feet)
 - a) Particularly as Borough Looks to Encourage Residential Downtown
- 2) Develop Parking Structure Design Standards
- 3) Provide Additional Flexibility in How Parking Is Provided:
 - a) Allow Adjacent, On-Street to Count Toward Requirement
 - b) Expand Existing Shared Parking Standards
 - c) Allow Parking To Be Provided Off-Site
 - d) Payment-In-Lieu-Of-Parking (PILOP) Programs

Existing Conditions

Land Use Analysis: Existing Land Uses

Figure 4: Downtown Sub-Districts



Legend

Subareas

- Downtown Core
- Public and Institutional

- Downtown Commercial
- Residential Mixed Use
- General Commercial

Study Area

- 1/4 mile radius
- Railroad

Building footprints

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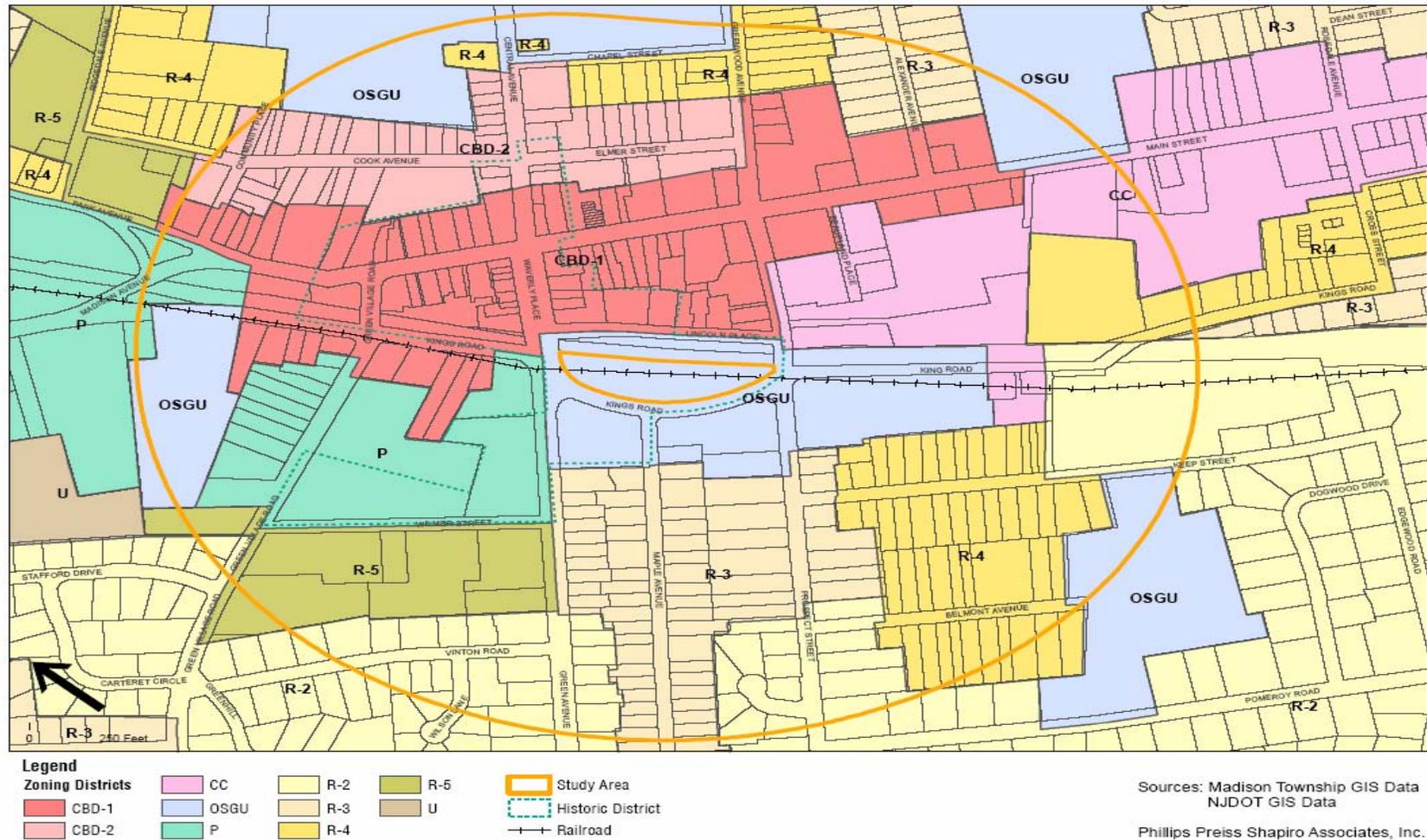
Sources: Madison Township GIS Data
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Existing Conditions

Zoning Analysis: Existing Zoning

Figure 5: Existing Zoning



Existing Conditions

Zoning Analysis: Use Standards

Key Distinctions/Observations:

- 1) CBD-1 and CBD-2: Identical, Except Single-Family and Two-Family Detached Permitted in CBD-2 (Prohibited in CBD-1)
- 2) CC vs. CBD:
 - 1) Similar to CBD-2, Except Restaurants and Financial institutions with Drive-Thru's Are Conditional (Prohibited in CBD-2)
 - 2) Off-Street Public Parking Facilities Prohibited (Permitted in Both CBDs)
- 3) P district: Permitted Uses Very Limited (Including Prohibition on Retail Sales and Service Uses)
- 4) Single-Family Dwellings: Permitted in All Districts Except the CBD-1 and OS/GU.
- 5) Multi-family dwellings: Not Permitted in Any of the Districts in or surrounding Subject Area

Existing Conditions

Zoning Analysis: Recommendations

Use Standards (Retain and Improve Mixed-Use Character):

- 1) In CBD Districts, Limit Permitted Uses on Ground Floor
- 2) Encourage Additional Housing Opportunities and Housing Types in and around Downtown Core (Consistent with 2004 Reexam):
 - a) Permit Multi-Family Residential in Areas Surrounding Downtown
 - b) Incentives for Residential (Additional Floor Area or Density Provisions)
 - c) Incentives for Mixed-Use Development
 - a) Increase Density/Intensity
 - b) Expedited Review/Procedure
 - c) Or, Require Residential Components in New Development
- 3) Explore Options for Institutional Uses in Downtown Area (and Borough-Wide) Consistent with 1992 Master Plan and 2004 Reexam

Existing Conditions

Zoning Analysis: Dimensional Standards

Issues Potentially Impacting Development and Character:

- 1) Front Yard Setbacks in CBD Districts: Help Sustain Character
- 2) Ability To Add More Housing May Be Limited:
e.g., New Housing in CBD-2 Has To Meet Same Standards as R-4 District
- 3) Maximum Principal Building Coverage in CC District:
Limited To 5,000 SF, Presumably To Limit Intensive Uses
- 4) Treatment of Non-Conforming Buildings:
Increased Clarity Could Help Ensure Flexibility with Existing Historic Buildings

Existing Conditions

Zoning Analysis: Recommendations

Dimensional Standards (Retain and Improve Mixed-Use Character):

- 1) Explicit Requirement To Develop Near or at Front Property Line
- 2) More Explicit Building Form Standards
- 3) Review Current Building Height Requirements
- 4) Consider Transfer of Development Rights (TDR) Program
- 5) Change Dimensional Standards for Residential Uses in CBD-2 and CC Districts, Allowing for Additional Opportunities

Preliminary Redevelopment Sites

- 1) Initiate Discussion about Where and How Development Might Occur
- 2) Analysis Focused by DDC Feedback
- 3) In General, Opportunities Limited in Study Area:
 - 1) Sites Often Too Small
 - 2) Located Within Historic District
- 4) Site Selection: Vacant or Underutilized (Re: Building Use/Scale)
- 5) Sites Outside Study Area: Often Near Established Residential Area or Used for Public/Quasi-Public Uses

Data Improvement/Future Studies

- 1) Detailed Land Use Survey for Downtown. Suggested Improvements to 2005 Business Information Study:
 - o Include Residential, Public, Parking, and other Uses
 - o Review SIC Codes for Accuracy
(or Use Different Classification System, like LBCS)
 - o Refine Building Sq. Ft. Figures for Spaces with Multiple Users
 - o Update Data To Reflect Changes Since 2005

- 2) Realistic Build-Out Projections. Include:
 - o Total Demand for Sq. Ft. for Certain Uses Downtown
(Being Determined in Phase II)
 - o Impacts of Parking and Circulation Systems
 - o Proposed Regulations

Next Steps

Scope and Final Report: Major Phases

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