M E M O R A N D U M

To: Montclair Township Planning Board
From: Gerard Giosa, Level G Associates
Re: Update of 2023 Parking Data
Date: July 15, 2026

In 2023, Level G Associates was engaged by the Montclair Planning Board to undertake a parking analysis that examined the impact of Covid-19 on parking patterns and parking ratios in downtown Montclair. That analysis was prepared, in part, to inform the parking elements of the Planning Board's 2023 Master Plan Reexamination Report.

The purpose of this assignment is to update the 2023 evaluation using newly obtained data that can be used to assist in informing the Planning Board's 2026 Master Plan Reexamination Report.

2023 Findings

Using Public Use Microdata Sample (PUMS) data[1] from the U.S. Census Bureau and obtained by the Montclair Department of Planning and Community Development plus hourly parking occupancy reports from a major downtown residential development, the 2023 findings are summarized as follows:

- PUMS data revealed that the vehicle ownership ratio in the Block Group that includes the Lackawanna Plaza Redevelopment District was 1.05 vehicles per household. As a result, it was determined that the parking requirement of 1.10 parking spaces per multi-family residential dwelling unit in the Township's Lackawanna Redevelopment Plan was still appropriate;

- Parking occupancy reports indicated that Covid increased the prevalence of hybrid work schedules and "work from home" patterns were clearly evident on Mondays and Fridays when 48% to 52% of resident vehicles were remaining on site (the mid-week range was 42% to 44%). However, the Shared Parking table included in the Township's Lackawanna Plaza Redevelopment Plan is conservative and assumes that 60% of resident vehicles will remain on site on weekdays between 8am and 6pm. It was therefore determined that the Shared Parking table in the Redevelopment Plan was still appropriate.

In addition, the 2023 parking analysis included a review of 2021 municipal parking occupancy data obtained by Tim Haahs Associates. After an evaluation of that data, it was recommended

[1] Table B25044: Tenure by Vehicles Available 2021, 2017 and 2013: ACS 5-Year Estimates

that the Township consider implementing demand pricing strategies that would increase the cost of on-street parking, in turn, incentivizing parkers to use available parking in downtown parking garages rather than circle the streets for less expensive spaces. This recommendation is also consistent with recommendations in the Township's Master Plan.

<u>Review of 2023 Master Plan Reexamination Report</u>

The following are seven (7) parking-related strategies identified in the 2023 Reexamination Report, followed by Level G's comments or reactions to same.

1. Montclair's zoning code includes parking ratios that are more commonly employed in suburban settings that are underserved by transit services. In addition, the zoning code does not include provisions to account for shared parking.

Montclair's formal redevelopment plans include parking ratios and shared parking tables that consider the context of each redevelopment district and are tailored accordingly.

With six (6) NJ Transit rail stations and numerous bus stops in the Township, reduced ratios can make sense. For example:

Use	Conventional Suburban Ratio	Near Train Station
Multifamily	1.75–2.0 spaces per unit	0.75–1.25 spaces per unit
Office	4 spaces per 1,000 SF	2–3 spaces per 1,000 SF
Retail	4–5 spaces per 1,000 SF	2–3.5 spaces per 1,000 SF

In addition, it is recommended that shared parking adjustments be permitted for any mixed-use project or development in the Township. Language and tables currently found in existing Township redevelopment plans can be employed where appropriate.

2. Consider density bonuses for programs or amenities that reduce automobile dependence such as bike parking, bike share, car share or provision of loaner vehicles in lieu of parking.

Level G is not qualified to opine on the practicality or quantitative impact that these Travel Demand Management (TDM) strategies will have in Montclair. However, we do know that car sharing services such as Zipcar have become marginalized with the popularity of ridesharing services such as Uber and Lyft. As a result, the inclusion of car share or loaner vehicles programs should be reconsidered.

Discussion - Curb Management

The rise of ridesharing services, food delivery services (i.e. DoorDash, Uber Eats) and package delivery services (Amazon, UPS, etc.) on top of normal loading zone activities is putting significant strain on curbside parking and loading. It is recommended that the Township explore curb management strategies designed to limit double parking and curbside congestion that have resulted from these activities, especially for Montclair Center and other business districts. Appendix A describes a curb management program that has been operational in Fort Lee for almost three (3) years now.

3. Township-wide comprehensive parking study to revise minimum parking requirements. Especially in C-1 and TOD areas.

Montclair's current zoning regulations have been in place for many years. However, since the turn of the 21st century twelve (12) redevelopment districts have been formally established, each with their own unique and specific parking requirements. This combination of general Township-wide zoning regulations and special redevelopment districts have served the Township quite well as Montclair has evolved into one of the most vibrant and desirable municipalities in the Northeast.

However, to ensure that local zoning continues to reflect the prevailing vision for Montclair on the whole, it is always a good idea periodically revisit parking minimums so they can be tailored specifically for each area of the Township. Specifically, making allowances for shared parking and proximity to mass transit, as discussed earlier deserve consideration. Where and to what extent these allowances should be implemented can be the subject of the comprehensive parking study, in addition to the revisitation of parking minimums.

4. Eliminate individually striped curbside parking stalls to increase on-street parking inventory up to 10 or 20%.

This strategy would also involve the removal of individual parking meters in favor of multi-space meters and/or pay-by-app or pay-by-text parking payment options. In addition, the payment methodology would have to be changed to a pay-by-plate system.

There are several things to consider here: a) the impacts of parking stall removal, b) the decommissioning of existing meter stock, c) the practicality of new pay stations, and d) technology requirements associated with switching to a license plate-based payment system.

a) the impacts of parking stall removal

While modest on-street parking capacity gains are possible, there are trade-offs to consider. The loss of individual parallel parking stalls reduces orderliness, increases inefficient gaps if drivers park poorly, and create plate enforcement issues when gaps between cars become too narrow. In addition, increased parallel parking maneuvering may fuel road congestion as drivers struggle to fit into tighter parking spaces.

Because Bloomfield Avenue is an Essex County road, and parking stall stripes within roadway rights-of-way are considered traffic control devices, the Township will likely require County authorization to proceed with this initiative. As an initial step, it is recommended that the Township contact Essex County to discuss project feasibility and logistics.

b) the decommissioning of existing meter stock

Montclair replaced 748 electronic parking meters with IPS credit card parking meters about 10 years ago. These meters can be expected to last 15 years or longer with proper maintenance. However, upgrades related to meter communications (i.e. 3G versus 4G), credit card compliance, software and hosting protocols can add considerable maintenance and upkeeping costs. If the Township is facing one or more costly upgrades in the near future, it may be a good time to consider this program.

c) the practicality of new pay stations

Today in Montclair, parkers can forego parking meters altogether by using pay-by-app or pay-by-text applications available through the ParkMobile app. While we do not have access to this data, it is likely that at least 1/3 of all meter transactions are via ParkMobile.

While not widespread, pay-by-app or pay-by-text only have replaced meters in significant portions of the Hoboken, Asbury Park and Newark on-street parking systems. In addition, the Morristown Parking Authority operates one (1) parking lot that accepts pay-by-app and pay-by-text only without issues. Pay-by-app/text only is also deployed in seasonal/beach towns on Long Island including Sag Harbor and East Hampton.

It is widely believed that, eventually, parking meters and pay stations will become obsolete in favor of pay-by-app/text payment systems. However, in 2026 we are still in a transition period and while pay-by-app/text is widely deployed, most municipal entities prefer to keep a few pay stations around for those who cannot or do not conduct mobile payments.

d) technology requirements associated with switching to a license plate-based payment system

Montclair Township's ParkMobile app is a license-plate based system and the Township's Parking Utility is already using plate readers to assist in parking enforcement. However, because some meter payments are displayed on the meter itself, the current system is not 100% license plate-based. However, because plate-readers are already in use, transitioning to a fully plate-based system should be relatively easy.

It should be noted, however, that removal of on-street parallel parking lines may require updated plate readers and software that are capable of reading plates through reduced viewing angles that will result from tighter vehicle placement.

5. Establish "in-lieu-of" parking fees to create a shared parking structure or other parking spaces.

The Township has been considering a payment "in-lieu-of" parking policy for quite some time. However, unlike some transportation policies that are widely positively regarded, in-lieu-of parking fees have pros and cons that must be carefully considered. The following are a few factors to consider before establishing an "in-lieu-of" parking policy:

- "In-lieu-of" parking fees will reduce the number of parking spaces in the short, near, and mid-term planning horizons;
- There are no parking garages in U.S. that have been constructed strictly using "in-lieu-of" parking funding. Gap financing will be required from the public realm;
- "In-lieu-of" parking fees accumulate slowly and often do not result in the construction of new parking spaces at all, but rather downtown "mobility" improvements;
- The manner in which "in-lieu of" funds are collected and deposited requires proper accounting, management and a clear set of guidelines on how they are used;
- The fees need to be carefully calibrated and adjusted annually to reflect inflationary pressures. Fees that are too high will discourage use of the program while fees that are too low will diminish available funding and result in sustained parking shortages;
- "In-lieu-of" policies tend to favor big developers over smaller local investors or retailers.

It is recommended that the Township evaluate the impact and/or relative benefit of "in-lieu-of" parking policies before adoption.

6. Investigate the feasibility of a shared valet parking system to address areas with high visitor parking demand.

There are several scenarios where this strategy could be feasible;

a) Outsource 100% to a private sector entity(s) via solicitation of proposals
b) Partially outsource the program but manage in-house
c) Codify to allow private development of the system

We do not recommend a scenario where the operation is 100% staffed and managed by the Township. Valet operations are highly specialized, subject to public scrutiny and expensive to insure.

If the Township feels the Parking Utility has the talent and resources to properly manage a shared valet parking system we would recommend option (b) as the preferred option. It offers the Township greater control of the operating model without the risk and headache of actually parking, stacking and retrieving customer vehicles. In addition, it probably offers the best opportunities from a net revenue perspective.

There are many factors to consider when putting such a program together including but not limited to:

- Location of valet stands;

- Location of designated parking areas;
- Fees charged;
- Revenue sharing arrangements;
- Monitoring and internal controls;
- Performance standards.

This strategy can dovetail very nicely with the “curb management program” recommendation discussed in Item 2 (page 2).

7. Significantly increase the cost of on-street metered parking to incentivize parkers to seek lower cost parking in downtown lots and garages.

We understand this strategy is in the process of being implemented.

<u>Updated PUMS Data</u>

Pending.

<u>Updated Residential Parking Patterns</u>

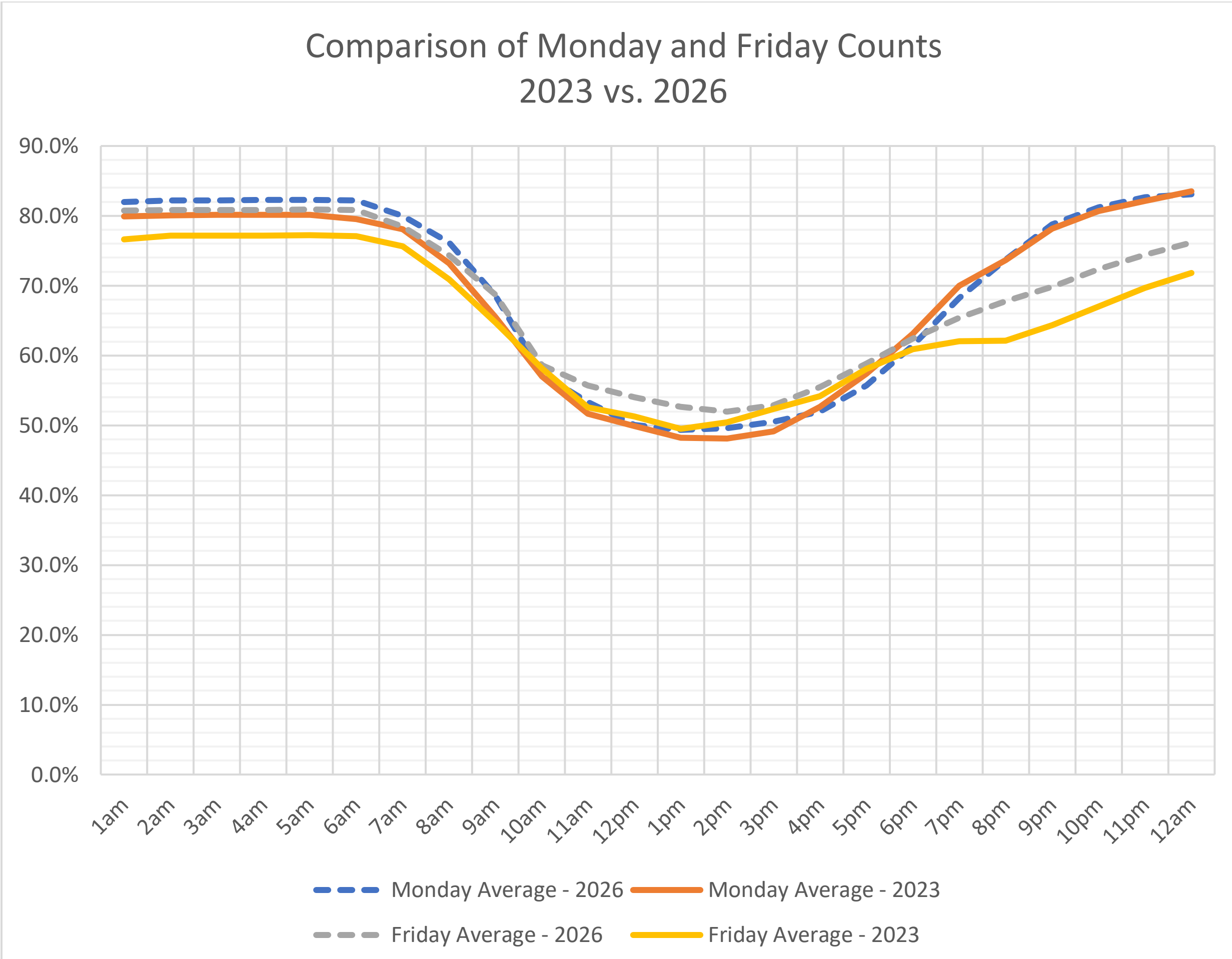
In 2023, we learned that Covid had a measurable impact on local residential parking patterns as parking occupancy counts revealed an increase in hybrid “work from home” work schedules. The counts indicated that during mid-day weekday periods, on-site “at home” parking occupancy levels were in the 42 to 44% range on Tuesdays, Wednesdays and Thursdays but measurably higher on Mondays and Fridays (48 to 52% range). However, because shared parking tables in the Township’s Lackawanna Plaza Redevelopment Plan assume a conservative 60% of residents remaining on-site “at home” during mid-day weekday periods, no actions were recommended.

The following graph compares average Monday and Friday parking occupancy counts in 2026 with average Monday and Friday occupancy counts obtained in 2023[2]. Looking specifically at the 2PM readings, the peak for off-site residential parking activity, the count results have shifted modestly between 2023 and 2026:

	2023	2026
2PM Average Occupancy - Monday	48.1%	49.6%
2PM Average Occupancy - Friday	50.4%	52.0%

Overall, the percentage of cars remaining on-site has increased on Mondays from 48.1% in 2023 to 49.6% in 2026, an increase of 1.5%. On Fridays, the percent of vehicles remaining on-site increased from 50.4% in 2023 to 52.0% in 2026, an increase of 1.6%.

[2] Both data sets obtained from Valley & Bloom residential development in downtown Montclair.



While a 1.5 or 1.6% increase may seem insignificant, for a residential development with 300 dwelling units and 300 resident cars, the increase represents 4 or 5 additional cars remaining on-site.

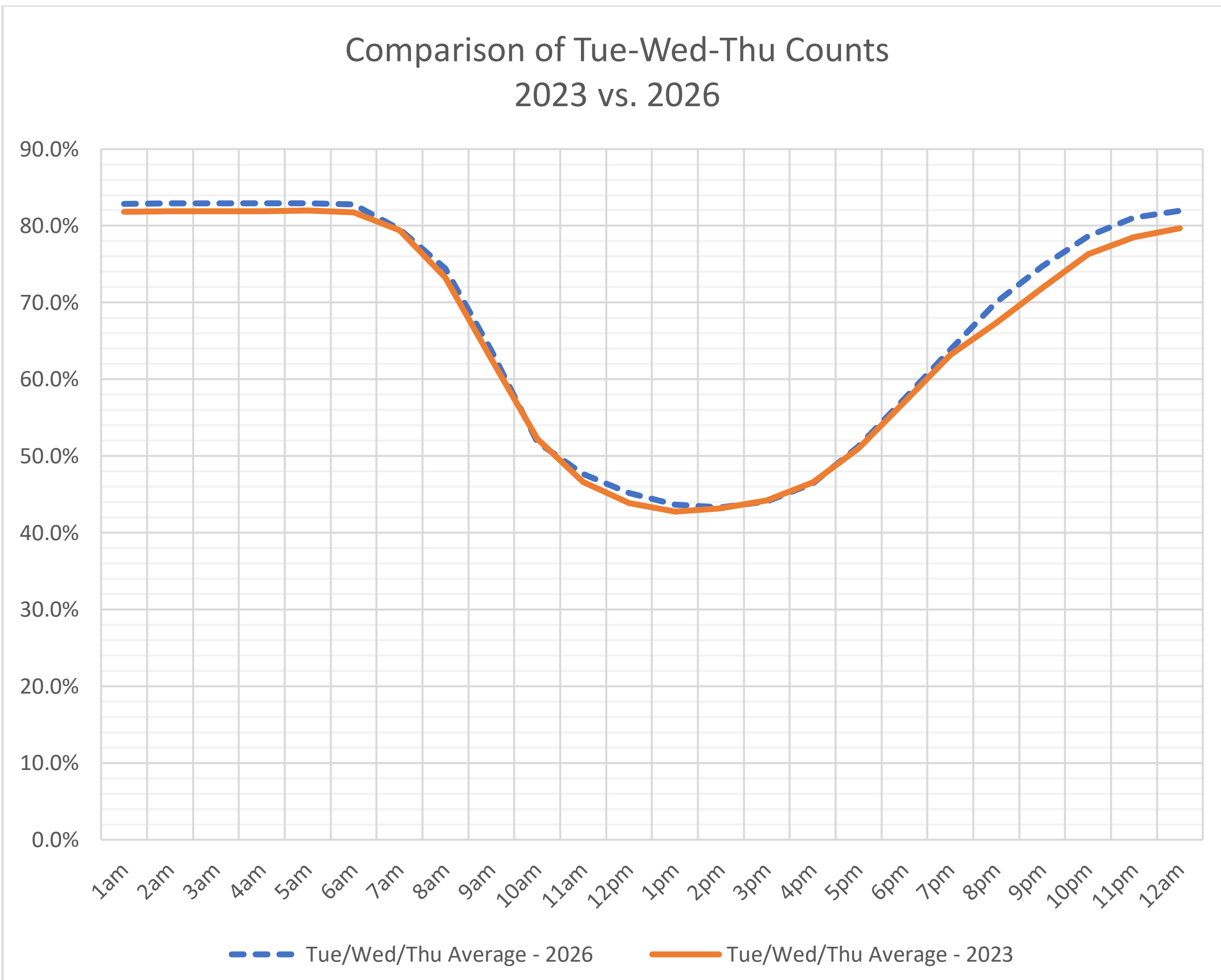
The shared parking table employed by the Township in the Lackawanna Plaza and Seymour Street Redevelopment Plans was developed by the Victoria Transport Policy Institute and endorsed by the Urban Land Institute of Northern New Jersey. Based on our review of this table, our own experience, and comparison with other shared parking data sources, such as those published by the Institute of Transportation Engineers (ITE), we still find Montclair's shared parking table to be conservative enough to absorb any additional resident cars that may remain on-site during mid-day Mondays and Fridays.

It should be noted that these findings are most directly applicable to downtown, transit-proximate, mixed-use and redevelopment contexts. Additional studies may be needed before applying similar reductions or shared parking assumptions in lower density residential areas or business districts with different parking behavior.

The graph at the top of page 8 compares average Tuesday-Wednesday-Thursday parking occupancy counts in 2026 with average Tuesday-Wednesday-Thursday occupancy counts obtained in 2023[3]. As indicated, the results are almost identical.

Appendix B provides additional count results and comparisons including:

- Comparison of Saturday & Sunday Counts - 2023 vs. 2026 / Appendix B.1
- Percent of Vehicles Parked On-Site - All Days (2023) / Appendix B.2
- Percent of Vehicles Parked On-Site - All Days (2026) / Appendix B.3



As mentioned earlier, we still find Montclair's redevelopment plan shared parking tables to be conservative enough to accommodate resident cars that may remain on-site during mid-day weekday periods, including Mondays and Fridays. However, because of the measured uptick in Monday and Friday hybrid or "work from home" work schedules we recommend revisiting this

[3] Both data sets obtained from Valley & Bloom residential development in downtown Montclair.

data every 3 to 5 years. If we see a continuation of the hybrid work schedule trend, it may be time to consider updating the shared parking table columns from Mon-Fri / Sat-Sun to Tues-Thurs / Mon & Fri / Sat-Sun.

Impacts on Accessibility and Senior Mobility

It is recommended that all parking evaluations and/or policies that may result from the 2026 Reexamination Report consider the impacts on disabled individuals, seniors and people with limited mobility to ensure that any parking-related reforms don't impose any unintended negative consequences on these user groups.

Consideration of Changing Housing Mixes

With the Montclair Housing Commission asking for more "Affordable" and "Senior" housing stock, it is recommended that future parking policies recognize the unique parking needs and requirements these land uses present. While the New Jersey Residential Site Improvement Standards (RSIS) make no specific distinction between parking requirements for these special housing types, it does stipulate that "Planning Boards and other local reviewers… may allow fewer (parking) spaces [than RSIS requires based on] household characteristics".

It is generally accepted that that both "Affordable" and "Senior" housing developments generate lower parking demand ratios than market rate units. Publications such as ITE's *Parking Generation – 6th Edition* can be helpful in understanding the probability and magnitude of such reduced parking ratios as estimated parking ratios for multiple housing types are included.

Summary / Conclusions

The Township of Montclair has been very successful in obtaining development and redevelopment outcomes that are consistent with Master Plan and other important objectives. One reason has been the Township's ability to adapt, engage special committees, invite public comment, and reexamine these objectives. This reexamination includes the following recommendations:

1. Allow shared parking adjustments for any mixed-use development in the Township, not just those in designated redevelopment areas;
2. Explore curb management strategies in response to the rise of ridesharing, food delivery and package delivery services. Include a review of a potential "shared valet parking" system and how it may be coordinated and/or integrated within a formal curb management program;
3. Revisit parking minimums so they may be tailored specifically for each unique area of the Township;
4. Evaluate the elimination of striped on-street parking stalls and the method of revenue collection for these spaces;

5. Evaluate the impact and/or relative benefit of a payment “in-lieu-of” parking policy for new development or redevelopment projects.

The Township may wish to engage a professional firm(s) to embark on a targeted study to further develop and explore these concepts or perhaps form an in-house committee to carry out the study with the assistance and guidance of a professional or professionals.

APPENDIX A

FORT LEE CURB MANAGEMENT PROGRAM

INITIAL FINDINGS

Fort Lee, New Jersey

The Fort Lee Parking Authority deployed Smart Loading Zones to improve turnover, reduce safety hazards, and drive economic activity in their busiest commercial areas. Fort Lee deployed CurbPass at its highest-demand curbs to automate payments and mail invoices for unregistered access.

PROJECT OVERVIEW

CHALLENGES

- Increased commercial activity has led to rising traffic, double-parking, and safety hazards
- Loading zones are often abused

OBJECTIVES

- Safer streets - reduced double-parking
- Support local businesses with better turnover and delivery access
- Reduce congestion, improve compliance, and cut emissions

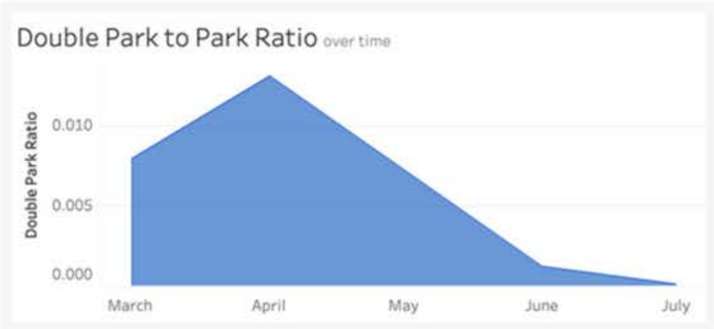
INITIAL RESULTS

22% reduction in dwell times

44% increase in commercial vehicle use

53% increase in turnover

43% reduction in double-parking



Automotus

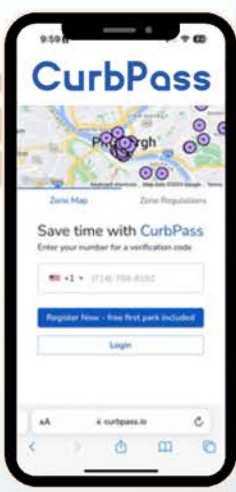
Automated Smart Loading Zone Workflow

One-time registration	Fully automated billing	Automated enforcement
		
• License plate number • Digital wallet w/auto-reload	• No driver action needed, like a toll road • Billed for exact time used	• Unregistered drivers **invoiced** by mail plus an admin fee

KEY TO DRIVING RESULTS: ADOPTION & COMPLIANCE

$16,000 in annualized revenue per zone

71% payment rate



Fort Lee Parking Authority
231 Main Street, 2nd Floor
Fort Lee, NJ 07024

[redacted]

June 11, 2025

NOTICE OF PARKING USAGE FEE - PAY NOW TO AVOID ADDITIONAL FEES

Invoice Number	License Place/State
004823	[redacted]

Administrative Fee	$10
Total Due as of 6/9/2025	$13.64
Total Due if paid after 7/9/2025	$18.64
Total Due if paid after 8/8/2025	$53.64

PAYMENT INSTRUCTIONS
To pay your balance, scan the provided QR code or visit the following website:
https://www.curbpass.io/paybill
Bill can be paid online. For questions, please call: 267-551-6756 or (201) 592-3500 ext. 1518

Register with CurbPass to get $10 off the administrative fee.

If you have additional questions or wish to contest this bill, please visit https://www.curbpass.io/paybill

According to our records, the activity described below is in violation of local parking regulations due to unregistered and/or improper use of a Smart Loading Zone(s). As the registered owner or lessee of this vehicle at the time of the parking event, you are responsible for paying the TOTAL AMOUNT DUE (see payment instructions above).

Date/Time	Location	Amount
6/6/2025 04:37 PM	2027 Hudson St	$3.64

TESTIMONIALS

"***Converting parking spaces to the loading and valet zone has been a significant advantage for my business…*** *Without it, parking frustrations can overshadow even the best dining experience, impacting guest satisfaction and return visits. The loading zone also ensures that small deliveries reach the right place quickly, avoiding interruptions; before, they often ended up in the back and got lost in the kitchen.*" **NOEL MELKONYAN, OWNER**

LANOMA
ITALIAN STEAKHOUSE

FORT LEE • NEW JERSEY
PARKING
AUTHORITY
EST. 1954
P

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THE PROCESS

Signage & Demarcation

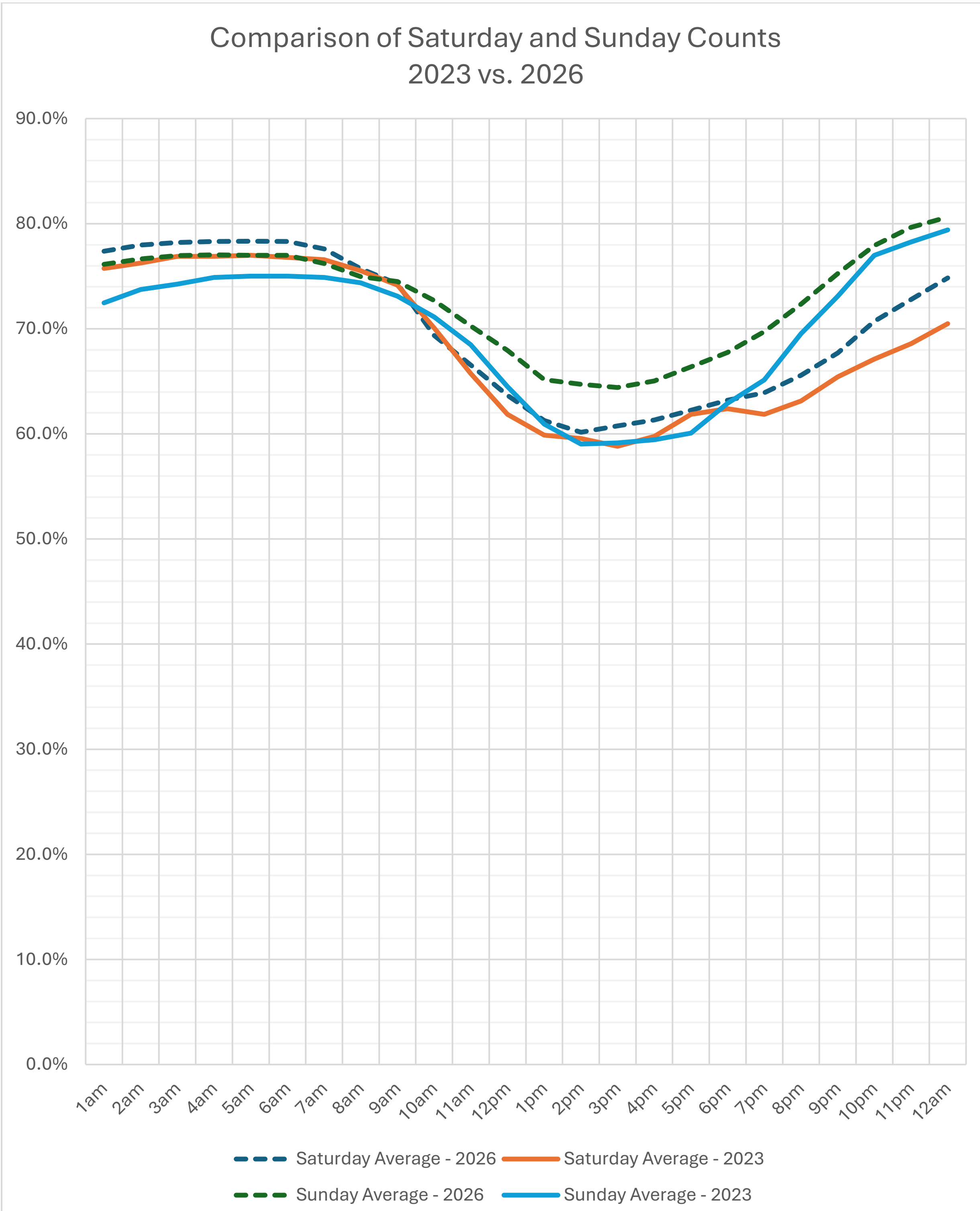
Manage Loading Demand With Progressive Rates

Pay for the exact amount of time at the curb		
Minutes	Rate Per Minute	Total Maximum Cost
0-5	$0.07	$0.35
5-15	$0.14	$1.75
15-30	$0.21	$4.90
30-60	$0.28	$13.30

- **Max Duration:** 60 min
- **Permissions:** Available to any vehicle

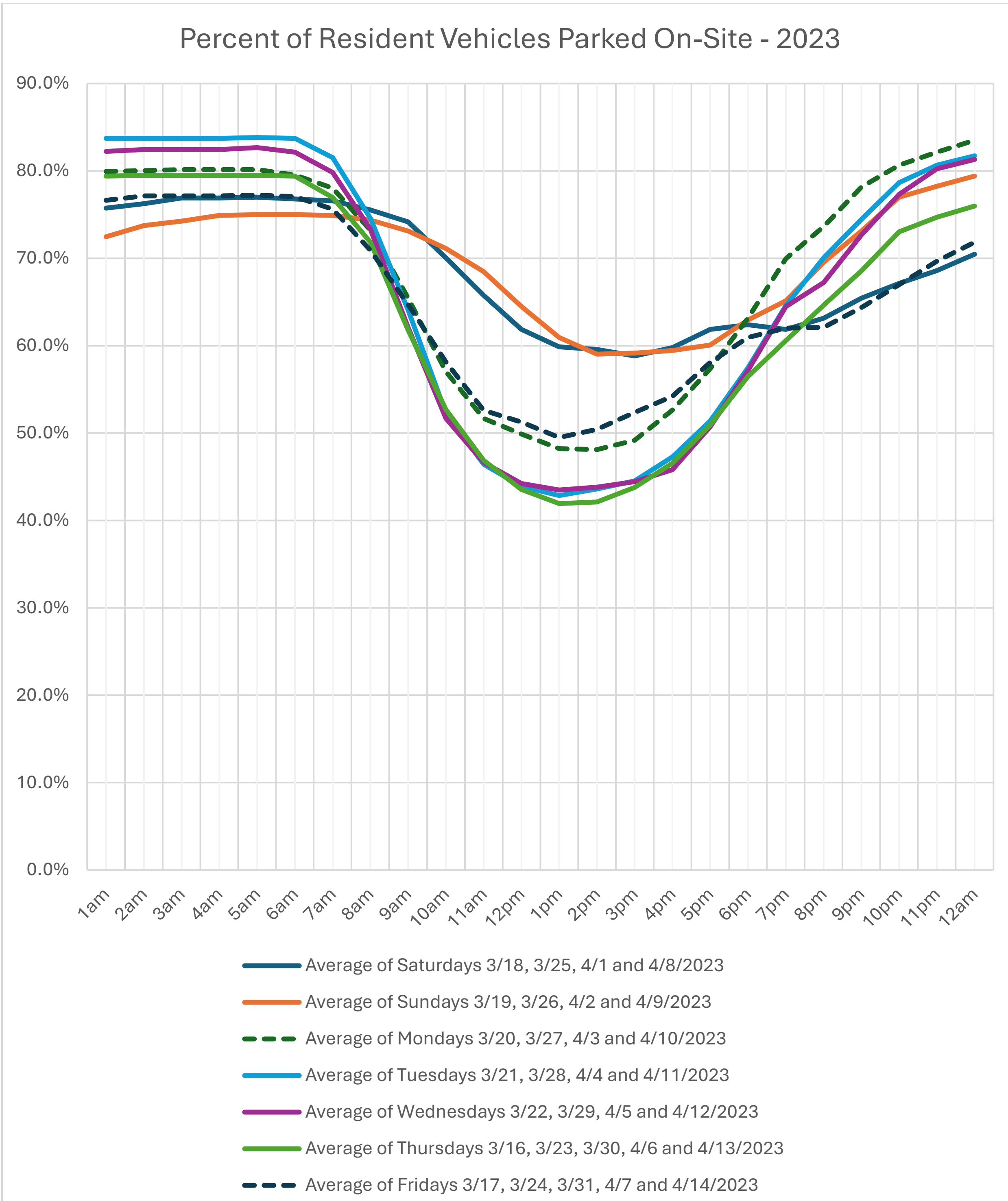
APPENDIX B.1

Comparison of Saturday & Sunday Counts - 2023 vs. 2026



APPENDIX B.2

Percent of Vehicles Parked On-Site - All Days (2023)



APPENDIX B.3

Percent of Vehicles Parked On-Site - All Days (2026)