



# Parking Management Plan

Township of Montclair, New Jersey

Appendix: Supply & Demand Conditions Report



Kimley»Horn

**COMPREHENSIVE PARKING STUDY | SUPPLY & DEMAND CONDITIONS REPORT**  
**Township of Montclair, NJ**

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# OVERVIEW

Figure 1 View from the top of the Bay Street Garage



The following summarizes parking supply and demand conditions, based on data collected via a series of occupancy surveys. These surveys were conducted at several times, on several days in late 2015, as follow.

- Friday, October 16<sup>th</sup>
- Saturday, October 17<sup>th</sup>
- Thursday, October 29<sup>th</sup>
- Sunday, November 1<sup>st</sup>
- Friday, November 6<sup>th</sup>
- Saturday, November 7<sup>th</sup>
- Tuesday, November 17<sup>th</sup>

Survey data was analyzed with a focus on peak-demand periods, which vary across the township, and on three specific parking management environments, as follow.

- **Commercial Centers** – Analysis focuses on those centers that rely primarily upon Township-managed parking resources: Montclair Center/Bay Street, Walnut Street, Watchung Plaza, and Upper Montclair.
- **Station Areas** – Analysis focuses on the six NJ Transit stations located within Montclair: Bay Street, Walnut Street, Watchung Plaza, Upper Montclair, Mountain Avenue, Montclair Heights.
- **Neighborhoods** – Analysis focuses on identifying residential streets where significant levels of occupancy were found, based on weekday, evening, and weekend field surveys.

Conditions within these environments are analyzed individually below.

# COMMERCIAL CENTER PARKING

Figure 2 Bloomfield Avenue in Montclair Center

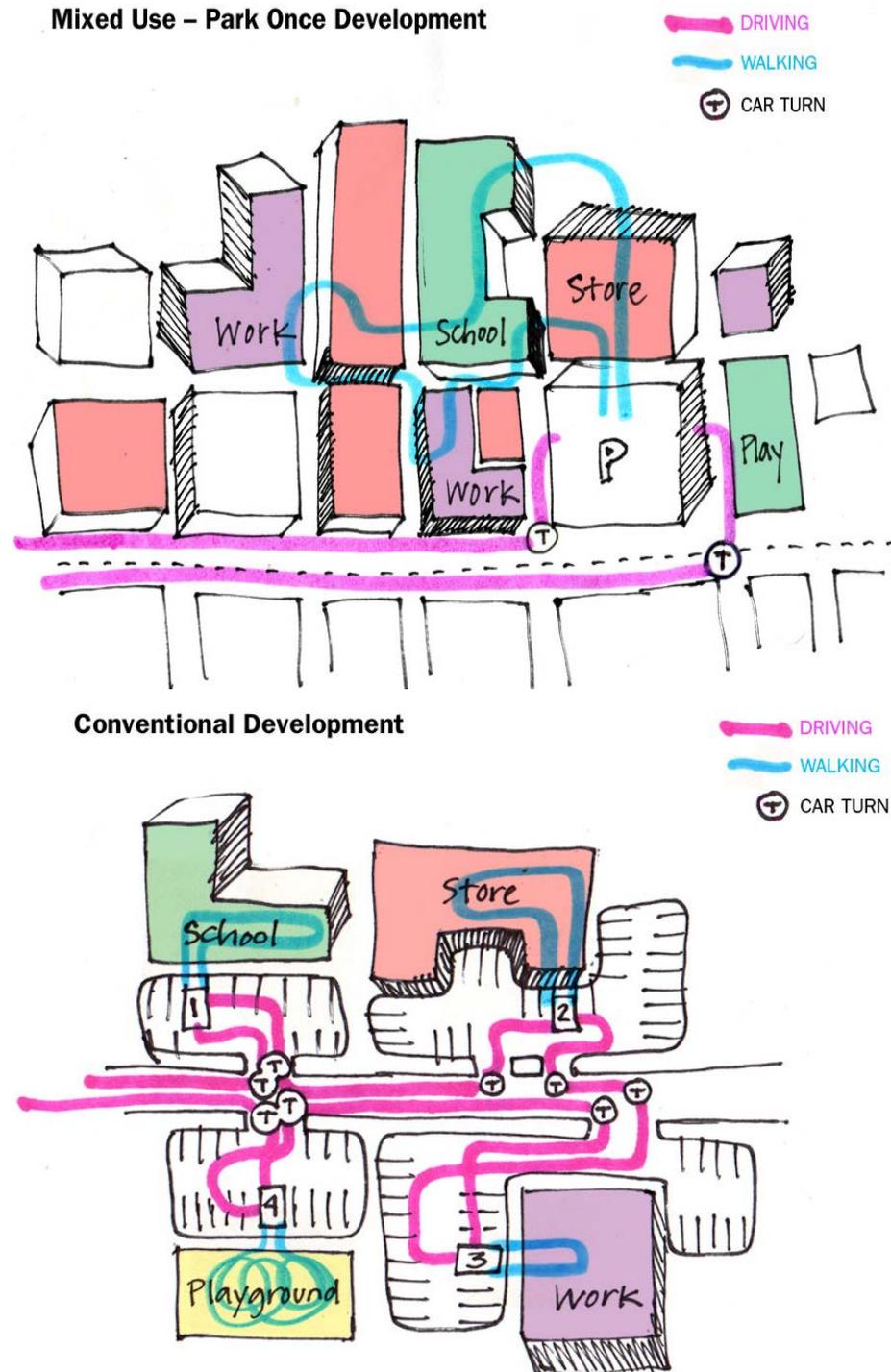


## OVERVIEW

Our analysis begins with parking that is primarily maintained to provide a shared pool of parking in support of commercial activity within Montclair’s several commercial centers. The provision and effective management of such parking is an essential component of most walkable, urban commercial centers. By facilitating a “park-once” environment, this sharing of parking resources helps to reduce the volume of parking necessary to support local destinations, which makes more room for people and places, and facilitates sidewalks that are reasonably free of intersection with turning vehicles.

The images below provide a “bird’s eye” perspective on the difference such an approach can make, compared to parking-focused development forms associated with most contemporary commercial centers.

Figure 3 Park Once and Conventional Commercial Environments



As indicated, the park-once environment, which had been the convention when most of Montclair’s commercial centers were developed, also aids traffic flow by reducing the number of turning movements that would be created if each destination had to provide its own parking.

## Metered On-Street Parking

In any urbanized commercial center, on-street spaces are invariably the most sought-after parking assets. They are the most visually obvious parking options, and the most likely to provide parking closest to anyone’s primary destination. Unfortunately, customers are often competing, not just with each other, but with local business owners and their employees for these high-convenience spaces. This competition is often exacerbated by the common tendency to under-price these spaces, and to over-rely on time limits to generate turnover and maintain availability.

This increases the competitive advantages of local business owners and their employees, who not only tend to arrive before most customers, but can quickly learn ways to evade enforcement efforts while occupying these high-value spaces for much of the day. At the same time, emphasizing time limits can constrain the viability of these spaces for customer parking needs, especially in “destination” districts that offer a variety and volume of destinations that encourage longer stays. If on-street parking resources are to provide their maximum value to the pool of destinations they are meant to serve, it is imperative that they be managed to reduce the impact of long-term, non-visitor parking demand and maintain ready availability for customers.

Assessing current conditions relative to these management goals begins with assessing availability of on-street spaces during peak-demand times.

### Supply & Demand Overview

The table below presents an overview of supply and demand conditions observed among the Township’s metered, on-street parking spaces, from surveys completed during peak-demand time periods.

Figure 4 On-Street Supply and Peak-Period Demand Overview

Space Inventory	Spaces	Average Block-Face Utilization		
		Weekday Midday	Friday Evening	Weekend Peak
All Metered Parking	684	86.4%	95.9%	94.1%
1-Hour Meters	316	82.5%	88.8%	95.2%
2-Hour Meters	307	98.4%	102.1%	91.6%
3-Hour Meters	36	99.1%	105.7%	N/A
Other	25	58.7%	76.4%	N/A

As shown, the Township’s metered on-street parking inventory is primarily composed of, and about evenly split between, 1-hour and 2-hour parking spaces. As all spaces are priced at the same rate, the impact of time limits can be seen on the Weekday Midday utilization measures, which are at fairly optimal levels for 1-hour spaces, but are close to 100% occupied for 2- and 3-hour spaces.

Of the three time periods surveyed, meters and time limits are enforced during the Weekday Midday period alone. At this aggregate level, it is clear that pricing influences demand, creating significantly more availability during the Weekday Midday period, despite this typically being the time period in which commercial centers experience their highest levels of overall parking demand. Similarly, reducing allowed parking durations to 1 hour has an impact on demand, creating the only sub-set of spaces in which availability approaches optimal levels.

## Off-Street Facilities

Metered on-street parking is complemented by significant, publicly-managed, off-street assets in each of the Township’s commercial centers, providing additional short-term parking capacity for customer parking. These lots and ramps are also the primary, intended parking resource for commercial business owners and their employees. Without active management to incentivize these parking options, however, they tend to be far less popular than on-street parking, among customers, business owners, and employees alike. If such facilities have available capacity during times of on-street constraint, there may be opportunities for management strategies to increase their appeal and reduce pressure on on-street spaces.

The following sections present an overview of off-street supply, demand, and availability, during the three peak-demand time periods described in the Metered On-Street Parking Section above.

### Supply & Demand Overview

The table below provides a summary of Township-managed, off-street facilities in Montclair’s commercial centers. These spaces provide long term parking for area employees, and provide an alternative to on-street parking for visitors and customers.

Figure 5 Parking Capacities and Peak-Period Utilization at MPU Facilities

Space Inventory	Spaces	Utilization		
		Weekday	Friday Evening	Weekend Peak
Permit Spaces	1,195	72.9%	44.4%	47.7%
Hourly Spaces	1,052	94.8%	70.0%	69.5%
All Spaces	2,247	70.3%	55.7%	57.8%

As shown, hourly spaces are generally utilized to near capacity across the Township. Most permit spaces identified above are restricted to permit-holders only until 10AM on weekdays. As such, most were available for hourly parking during all surveys. The disparity in utilization between Hourly and Permit spaces is likely a combination of factors, including the following.

- Location – Compared to hourly spaces, permit spaces tend to be less convenient to nearby businesses.
- All-day restrictions – Permit spaces provided to serve area employees, rather than rail commuters, are restricted to permit holders at all times.
- Information – Many drivers likely do not realize that, except for during weekday mornings, most permit spaces are available for hourly parking.

The level of the utilization gap between hourly and permit spaces suggests that the impact of information is significant, indicating an opportunity to improve use of existing permit spaces to better accommodate customer parking needs during commercial demand peaks.

## Refined Analysis

Reviewing supply and demand conditions at this aggregate level does not adequately convey or even suggest the experience of seeking an available parking space in urban centers. Such searches typically begin along blocks closest to drivers’ primary destinations, and often to not expand much beyond those destinations. As such, if the few blocks surrounding an area’s most popular

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destinations lack availability, drivers will typically become frustrated. Whether they leave the area as a result, or persist until they find a space, a strong perception of parking scarcity is the invariable result.

Often, there is abundant availability just a block or two away. And, while this reality does little to reduce the perception of scarcity, it is essential that a parking management plan address the reasons why these spaces are either not found, or not found to be viable, by more drivers. This begins with using maps to assess, not just the aggregate supply/demand balance among all parking options, but the geographic patterns of high/low demand, and high/low availability. The following sections, therefore, focus on specific commercial centers, using maps to show the geographic patterns and diversity of utilization/availability patterns affecting the parking experience in each.

### MONTCLAIR CENTER

Figure 6 New Development at Bloomfield Avenue and Valley Road



This area includes Montclair’s “downtown” — centered on the intersections of Bloomfield Avenue, Church Street, and Park Street — as well as the smaller commercial sub-areas around the Bay Street and Walnut Street train stations. The downtown area experiences high volumes of commercial parking demand (customer parking + local employees, business owners and other commercial stakeholders) during much of the week. This is also the fastest-growing area of Montclair, with increasing residential densities visible in a series of new, mixed-use buildings, including several along Valley Road near Bloomfield Avenue.

The thriving Walnut Street commercial corridor, just a few blocks offset from the heart of Bloomfield Avenue, is, by contrast, much more modest and neighborhood-scaled. Commercial activity around the Bay Street station includes several businesses along Bloomfield Avenue, as well as a stretch of restaurants and food shops along Glenridge Avenue.

# COMPREHENSIVE PARKING STUDY | SUPPLY & DEMAND CONDITIONS REPORT

## Township of Montclair, NJ

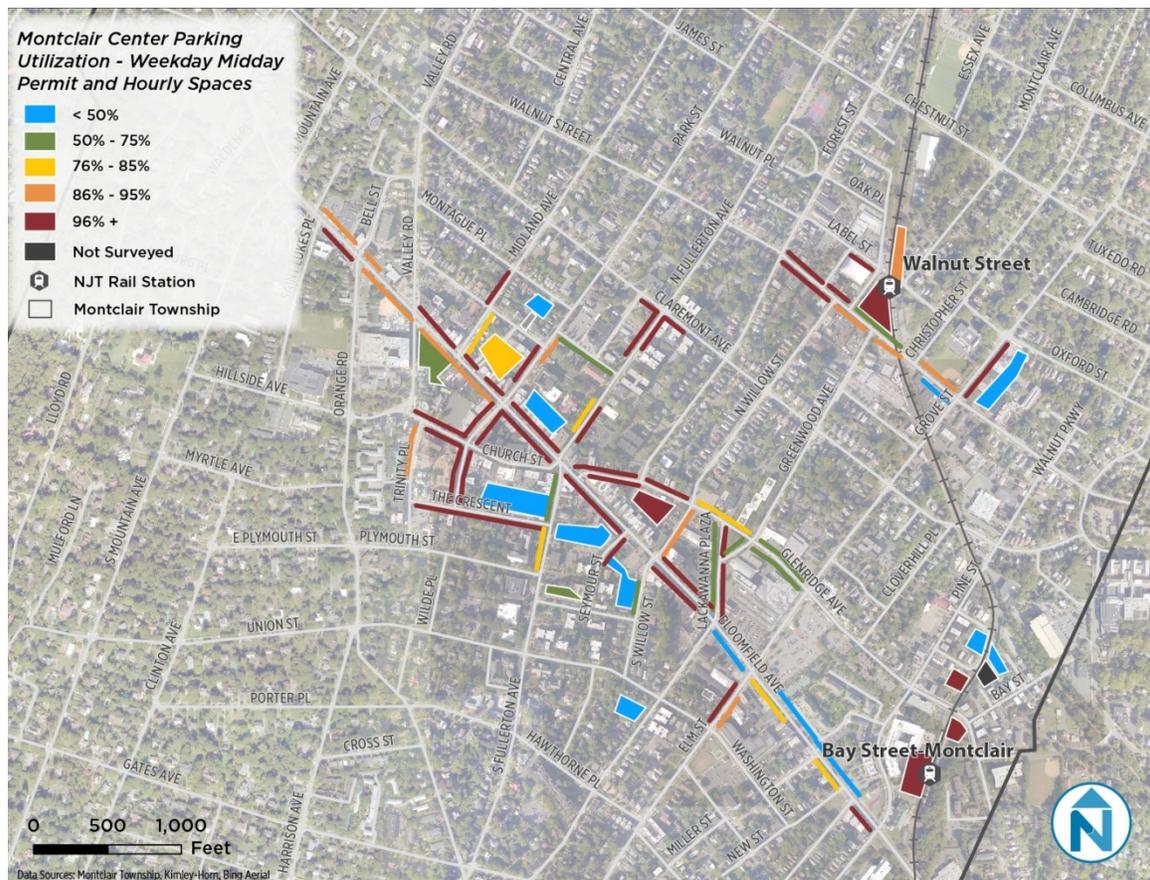
Occupancy surveys were conducted to capture three of the most significant and consistent periods of peak demand in these areas: weekdays at midday, Friday evenings, and weekends.

### Weekday Midday

Weekday parking demand typically peaks in the afternoon, when commuter parking demand remains and the accumulation of visitor parking is well established. Occupancy surveys were completed for all on-street metered spaces at these times. Surveys were also completed at key, off-street facilities that complement on-street parking in providing access to commercial destinations.

The map below presents utilization levels observed among the on- and off-street facilities serving the broader Montclair Center area, including commercial sub-areas around the Bay Street and Walnut Street train stations, during Weekday Midday surveys.

Figure 7 Weekday Midday Utilization



### Constrained On-Street Availability

On-street availability is very constrained in nearly all areas of Montclair Center, as well as the Walnut Street commercial center. Blocks offering more consistent availability are limited to the areas around Lackawanna Plaza, and the blocks of Bloomfield Avenue south of Gates Avenue.

### Defining “Excess Capacity”

Excess Capacity = Effective Capacity – Occupancy

Effective Capacity = Total Spaces – The # of empty spaces needed for optimal performance (ease of finding a space, internal circulation, capacity to accommodate peak-demand fluctuations, etc.).

“Excess Capacity” indicates the capacity of on-street blocks and off-street facilities to consistently, and effectively accommodate higher levels of demand. This is a more conservative measure than a simple tally of empty spaces, and a more practical one for managing long-term demand/supply balances.

For on-street parking Effective Capacity is typically set at 85% of all spaces. For off-street, Effective Capacity is typically set higher than that, and as high as 95% in very high demand locations.

### Limited Off-Street Capacity at Stations

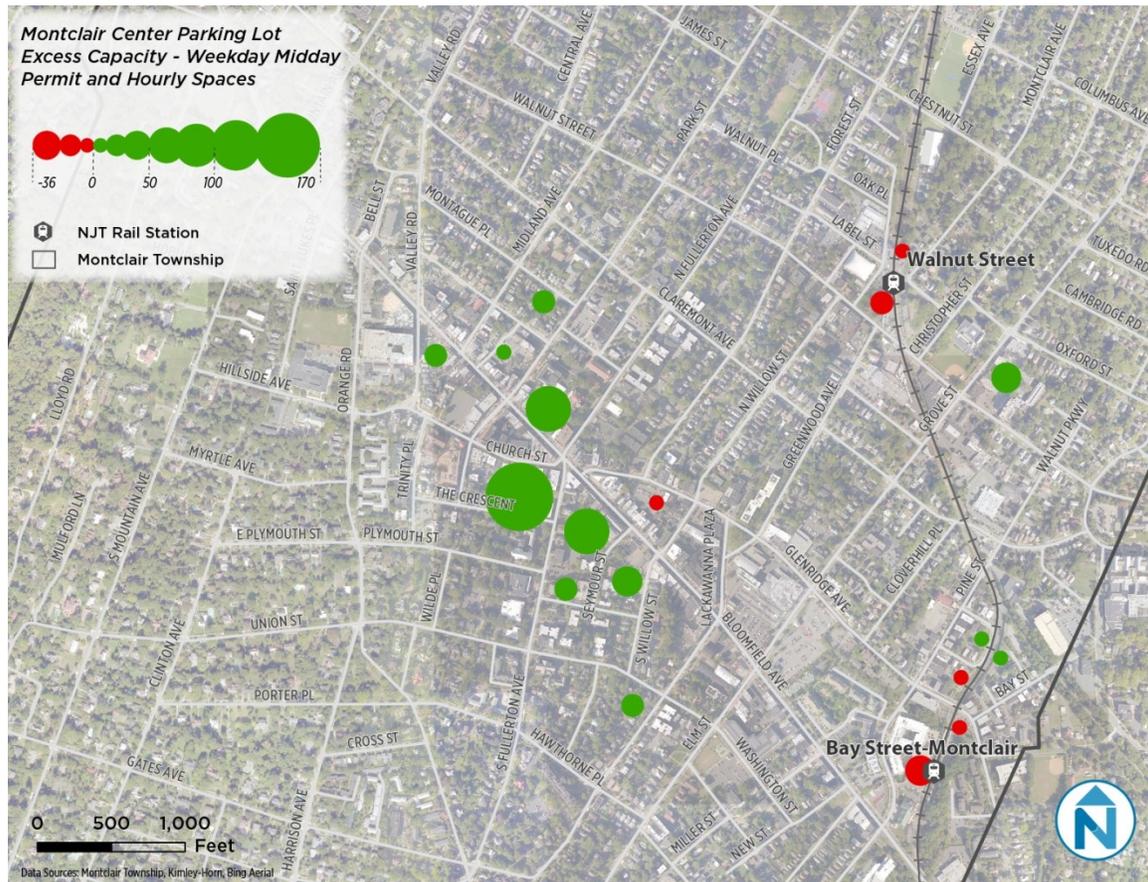
Off-street parking is also constrained among the primary station-serving facilities in the Bay Street and Walnut Street areas. This is a particular concern in the Walnut Street area, given the level of constraint found among on-street spaces in this area. The Grove Street lot is a notable exception in the Walnut Street area, providing significant capacity for increased commercial activity on this end of the Walnut Street corridor.

### Excess Off-Street Capacity in the Center

By contrast, there was significant and consistent excess capacity among the off-street facilities in the heart of Montclair Center. In a context of highly constrained on-street availability, these measures indicate a strong preference for on-street parking, a reluctance to use off-street options, and/or a lack of awareness of available off-street options. The stark contrast in availability conditions between on- and off-street parking options indicates an opportunity to significantly improve customer access in this area through proactive management to increase the appeal and viability of the area’s off-street spaces.

The map on the next page marks measures of “excess capacity” among Montclair Center’s off-street facilities during Weekday Midday surveys.

Figure 8 Weekday Midday Excess Off-Street Capacities



As shown, within the heart of Montclair Center, there is tremendous excess capacity available to provide relief to overburdened on-street spaces. A combination of information to raise awareness and understanding of these options, and pricing incentives to make them more attractive may help reduce parking congestion at the curb, make better use of these substantial parking investments, and make it generally easier to find parking in these areas.

## Friday Evening

As the nature of business activity in commercial centers evolves toward food, drink, and social-gathering establishments, evenings are becoming a common “secondary” peak period in many locations, with Friday night representing the “peak of the peak” each week. Field surveys were completed to document these conditions, on Fridays between 6PM and 7PM, within areas of the Township that most consistently experience high levels of evening-based activity and public parking demand. The timing of these surveys coincided with the waning of meter and time-limit enforcement, greatly reducing or eliminating the impact of these restrictions on parking demand.

The map below presents utilization levels observed among the on- and off-street facilities serving the broader Montclair Center area, including commercial sub-areas around the Bay Street and Walnut Street train stations, during Friday Evening surveys.

**Figure 9** Friday Evening Midday Utilization



**Constrained On-Street Availability**

On-street parking conditions remain little-changed from the Midday surveys, with availability generally constrained in all but a few areas and isolated blocks. In all areas, a strong preference for on-street parking is apparent, indicating significant management opportunity to rebalance demand to make better use of available off-street capacities.

**Excess Off-Street Capacity**

Off-street utilization increased since the Midday within the heart of Montclair Center, though significant availability remains at most facilities. By contrast, utilization has waned compared to Midday at the Bay Street parking facility and, to a lesser degree, at the Walnut Street station lots. The map on the next page marks measures of excess capacity among off-street facilities during Friday Evening surveys.

**Figure 10** Friday Evening Excess Off-Street Capacities



Like the Midday conditions, within the heart of Montclair Center, there is tremendous excess capacity available to provide relief to overburdened on-street spaces. A combination of information to raise awareness and understanding of these options, and pricing incentives to make them more attractive may help reduce parking congestion at the curb, make better use of these substantial parking investments, and make it generally easier to find parking in these areas. The substantial excess capacity available at the Bay Street facility, along with the high level of train service to this station, indicates a significant opportunity to make better use of this facility “after hours”

A “park once” shuttle bus operating up and down Bloomfield Avenue could make Bay Street parking options and train connections more viable for evening trips to Montclair Center, while also helping to expand commercial growth southward along the avenue. A valet at Bay Street could help increase the convenience of this parking option, while also expanding its effective capacity. Pedicabs may also be worth exploring as a means of better connecting Bay Street parking to more Montclair Center destinations.

## Weekend Peak

Figure 11 Walnut Street Shops and Restaurants



The timing of weekend peaks tends to vary widely, depending on the nature of key destinations, events, and activities in any commercial center. In most areas Saturday nights tend to be the busiest, but rarely are they busier than Friday nights. The next most common period is Saturday afternoon. In many areas, however, Sunday middays are the busiest time, due to house-of-worship attendance, brunch destinations, or other distinctive local activity patterns.

To capture peak conditions within the Township's various commercial centers, field surveys were completed at several time periods. For each block and off-street location, the peak observed occupancy measure was used. The map below presents utilization levels observed among the on- and off-street facilities serving the broader Montclair Center area, including commercial sub-areas around the Bay Street and Walnut Street train stations, during Weekend Peak surveys.



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Figure 13 Weekend Peak Excess Off-Street Capacities



Given the conditions shown, common perceptions that Montclair Center lacks available parking during weekend peaks indicate a need for management strategies that:

- Ensure the driving public knows about off-street parking locations, pricing, security, and advantages relative to on-street parking (lack of time limits, shelter from sun and precipitation, etc.);
- Use wayfinding and informational signage to help drivers find these locations when they arrive in Montclair Center; and
- Make these options more appealing by ensuring that on-street parking is priced based on its market value.

## WATCHUNG PLAZA & UPPER MONTCLAIR

Figure 14 Valley Road in Upper Montclair



The Watchung Plaza commercial center is directly adjacent to the Watchung Avenue train station. This modestly-scaled center consists of mostly single-story commercial buildings occupied by independent shops, restaurants and cafes, food and beverage stores, as well as basic-service providers.

By comparison, Upper Montclair is much larger, consisting of several blocks of Valley Road, centered on its intersection with Bellevue Avenue, and including several side-street blocks. This area is adjacent to, but not particularly oriented to, the Upper Montclair train station. It consists mostly of two-story buildings, with some office uses complementing the mix of independent and “chain” restaurants, retail, and service establishments.

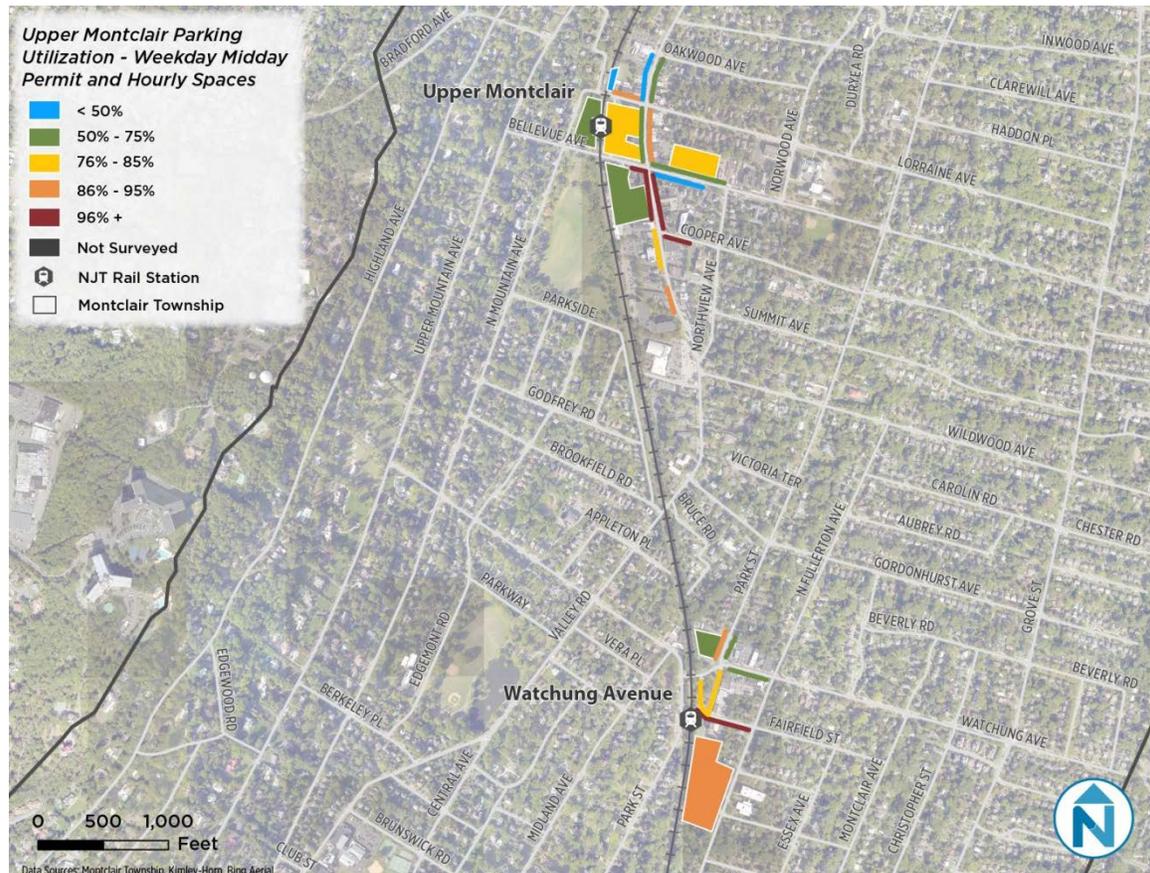
Both areas are highly walkable, emphasizing sidewalk-oriented rows of storefronts along their primary commercial streets. With few exceptions, businesses rely upon on-street parking and shared off-street lots to accommodate their customers’ parking needs. This includes several lots that also provide permit parking for local employees and train station users.

Peak demand periods are more isolated in these areas, compared to those in Montclair Center, attracting a more local/community-based customer population. Occupancy surveys were conducted to capture two of the most significant and consistent periods of peak demand: weekdays at midday, when off-street capacities are affected by rail-commuter demand, and weekends, when family shopping, entertainment, and dining activities tend to peak.

## Weekday MIDDAY

The map below marks utilization levels observed among the on- and off-street facilities serving the Watchung Plaza and Upper Montclair commercial centers, during Weekday MIDDAY surveys.

Figure 15 Weekday MIDDAY Utilization



### On-Street Constraints

In both areas, on-street parking is the primary Weekday MIDDAY public parking resource, as much of the nearby off-street parking is reserved for commuter permit parking. On-street parking is generally well-used in both areas, with availability at or below optimal levels on most blocks in Watchung Plaza. Parking is much more constrained on most blocks in Upper Montclair, but several spaces do remain available on many blocks.

### Road Network Challenges

The road network in Upper Montclair presents some unique challenges for on-street parking customers. A driver that passes up an available space, in hopes of something better, is unlikely to be able to “circle back” to that space very efficiently, given the length of many blocks and limited railroad-track crossings. This also effectively limits parking searches to one-side of the street at a time, as it is difficult to “reverse direction” to access an available, opposite-side space. By comparison, a driver in Watchung plaza can scan most public parking options fairly efficiently by circling the short blocks around Watchung Plaza, Watchung Avenue, North Fullerton Avenue, and Fairfield Street.

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Given these challenges, consistent availability among on-street spaces is even more important for Upper Montclair to “feel” accessible. This may indicate that the optimal occupancy rate Valley Road and Bellevue Avenue spaces is a bit lower than the standard 85%. Likewise, making clear all available off-street options can minimize driver frustrations by providing an easy backup option when on-street conditions are discouraging.

### Excess Off-Street Capacity

The maps below mark measures of “excess capacity” among hourly and permit spaces within the off-street facilities in these commercial areas during Weekday Midday surveys.

Figure 16 Excess Capacity Among Hourly Spaces



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Figure 17 Excess Capacity Among Permit Spaces

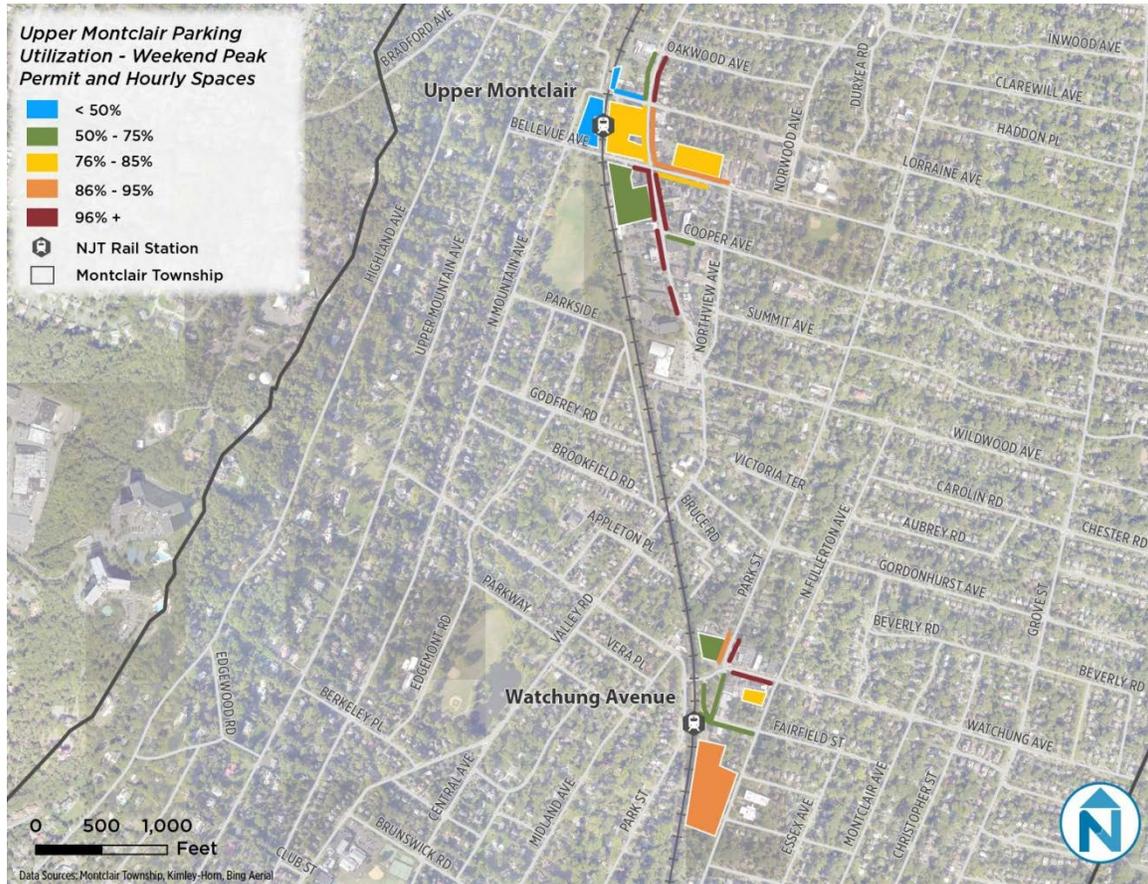


As shown, excess hourly parking capacity is present in both areas, but in modest quantities. All of these lots combine hourly and permit spaces, which may create some uncertainties among visitors about their parking options. Combined, the excess capacities among hourly and permit spaces present significant parking opportunities to support easy customer access to area destinations. Making these options clearer to visitors may be necessary to begin making the most of these standing resources. Without a meaningful cost incentive, however, many drivers will focus exclusively on on-street parking options, even if they know of nearby off-street alternatives.

## Weekend Peak

The map below presents utilization levels observed among on- and off-street spaces serving the Watchung Plaza and Upper Montclair commercial centers, during Weekend Peak surveys.

Figure 18 Weekend Peak Utilization



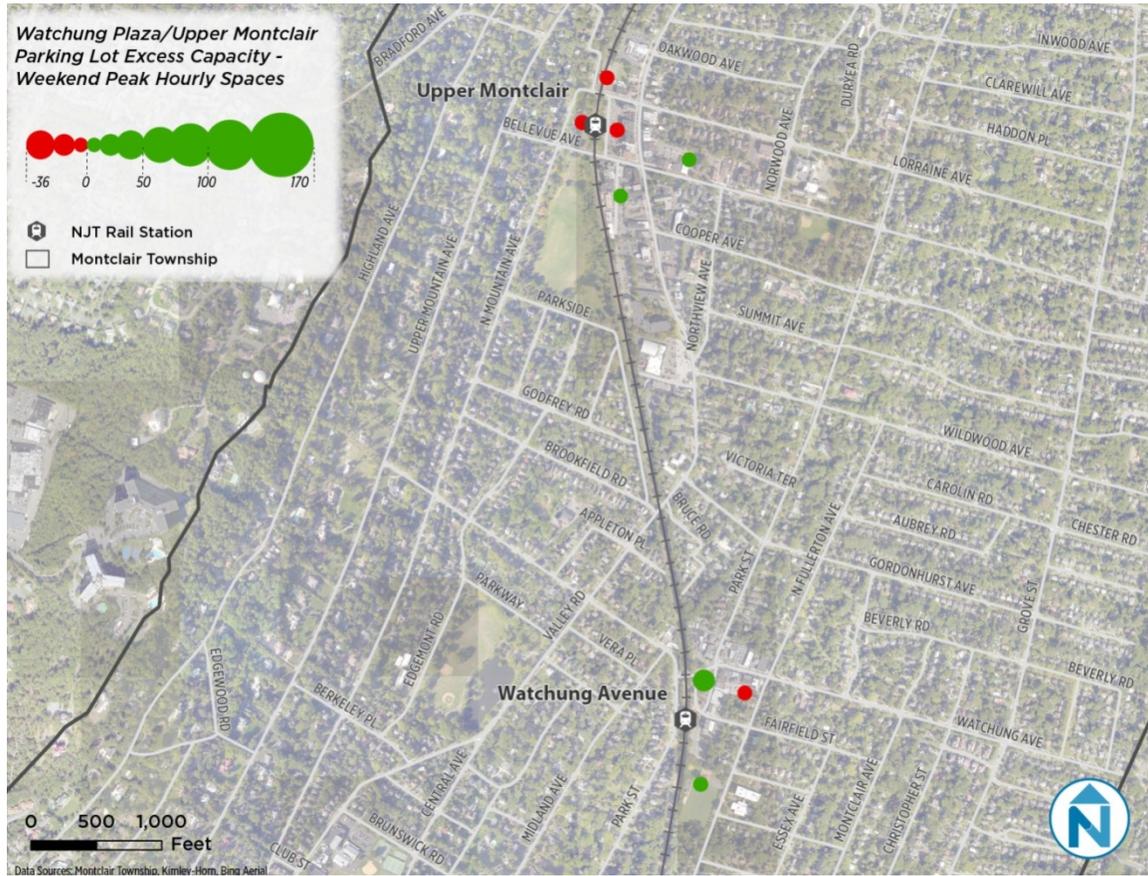
### On-Street Constraints

On-street availability becomes much more constrained over the course of weekend peaks, particularly in Upper Montclair where most blocks were full or nearly full during weekend surveys.

**Off-Street Excess Capacities Remain Significant**

Utilization of off-street parking in both areas leaves optimal levels of availability to support local commercial parking needs. The maps below present measures of “excess capacity” among off-street facilities during Weekend Midday surveys.

Figure 19 Weekend Peak Excess Off-Street Capacities – Hourly Spaces





# STATION AREA PARKING

Figure 21 Bike Parking at Watchung Avenue Station Overpass



The following sections focus on parking managed by the Township as a resource for accessing Montclair’s NJ Transit commuter rail stations. This does not include any on-street parking, as on-street parking is not managed as parking for transit riders in any part of the township.

## OVERVIEW

The summary table below provides an overview of weekday, midday utilization levels among Montclair’s station-focused parking supplies.

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Figure 22 Parking Capacities and Weekday Utilization at Station-focused Lots

Space Inventory	Spaces	Weekday Midday Utilization
Permit Spaces	811	79.6%
Hourly Spaces	116	81.9%
All Spaces	1,022	77.8%

Over 85% of all spaces require a permit before 10AM on weekdays. After 10AM, and on weekends, most permit spaces are available to anyone. About 4/5 of both permit and hourly spaces were full during weekday midday surveys, when station parking demand tends to peak. Overall, for off-street parking, utilization is lower than might be expected in an environment of years-long wait lists for parking permits.

Comparing utilization levels among the six station areas within the township, a clear pattern emerges of intense demand at the southernmost stations, tapering off significantly at the northernmost stations.

Figure 23 Capacities and Weekday Utilization by Station Area

Station Area	Permit Spaces	Utilization	Hourly Spaces	Utilization
Montclair Heights	70	57.1%	0	—
Mountain Avenue	25	26.0%	0	—
Upper Montclair	95	50.5%	96	88.5%
Watchung Plaza	99	89.9%	10	30.0%
Walnut Street	260	77.4%	8	75.0%
Bay Street	287	97.6%	2	50.0%

The following sections provide a more detailed assessment of demand and supply conditions at the station-area level, focusing particularly on the permit spaces serving NJTransit riders at each station.

## BAY STREET & WALNUT AVENUE

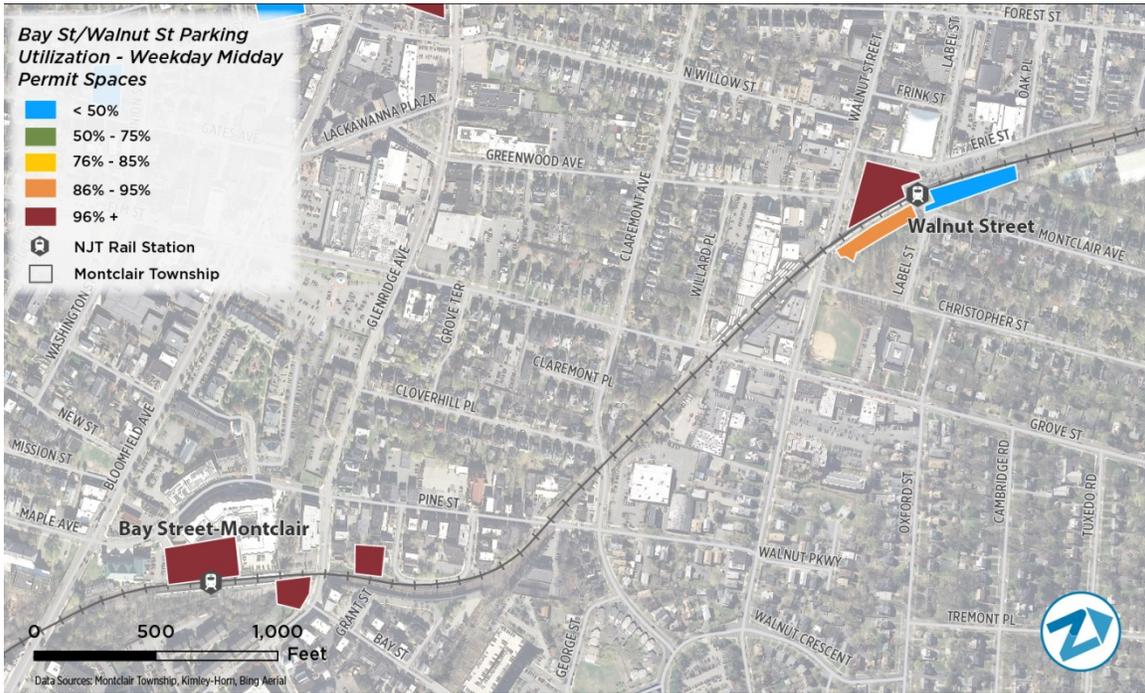
Figure 24 Sign Emphasizing Permit Parking at Walnut Street



The map on the next page marks utilization levels of station-serving spaces at the parking facilities in the Bay Street and Walnut Street station areas. As shown, nearly all lots are full to, or near, capacity. A notable exception is the northern annex lot on the east side of the Walnut Street station. This large, linear lot attracts very minimal utilization on a typical weekday. Despite being directly opposite the station, the walking distance between these spaces and the NYC-bound platform is particularly long.

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**Figure 25** Permit-Space Utilization at Bay Street and Walnut Avenue Stations



**Figure 26** Little-Used Lot at Northeast Corner of Walnut Street Station



## WATCHUNG PLAZA & UPPER MONTCLAIR

Figure 27 Station and Commercial Parking in Upper Montclair



Weekday availability was also modest within the lots serving the Watchung Avenue station. Nonetheless, several spaces were available during weekday surveys, mostly toward the “back” of the Watchung lot, and within the small Watchung Extension lot. By contrast, weekday availability was relatively significant, and consistent, in lots serving the Upper Montclair station, particularly among the permit spaces in these lots.

The following maps mark utilization and excess-capacity measures among the lots in these two station areas.

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**Figure 28**      **Weekday Utilization**



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Figure 30 Excess Capacity

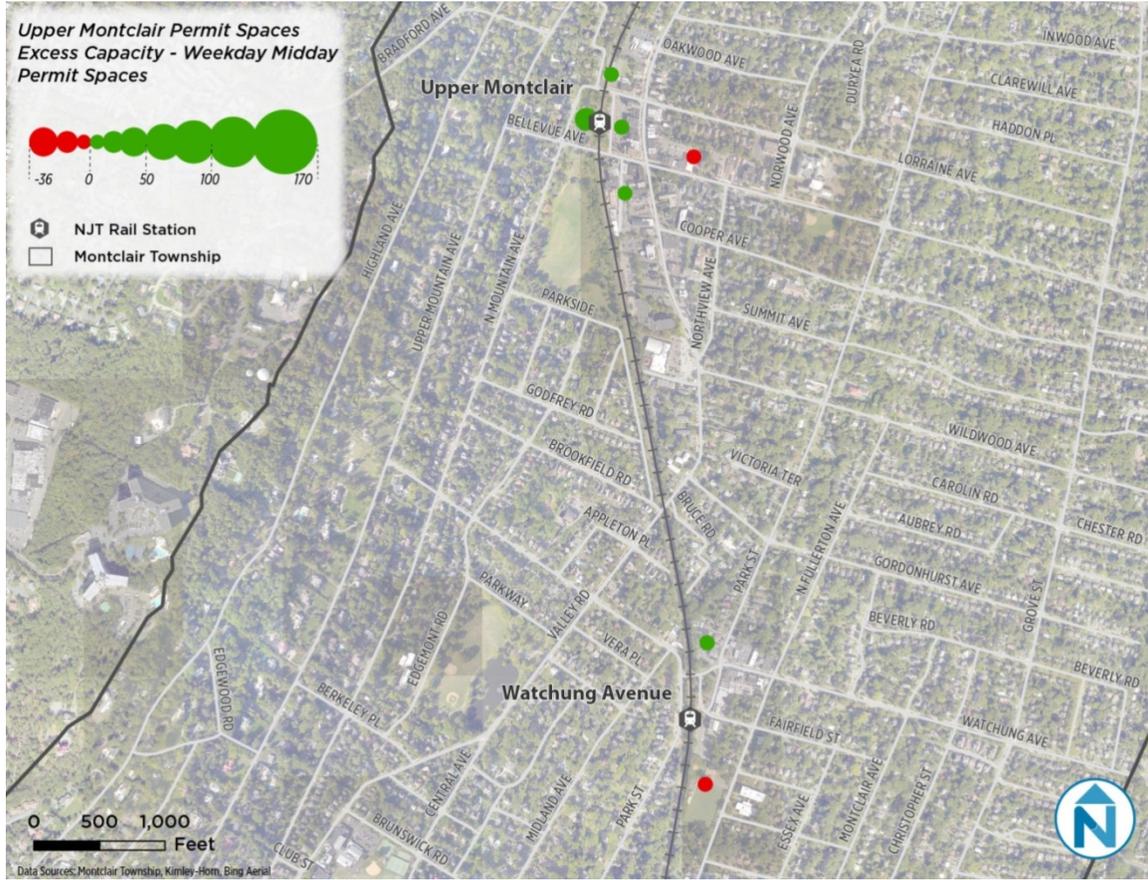


Figure 31 Premium Station Access at Bellevue Erie Lot



## MOUNTAIN AVENUE & MONTCLAIR HEIGHTS

Figure 32 Neighborhood Stations: Mountain Avenue & Montclair Heights



The two northernmost stations are neighborhood-oriented, located within low density residential areas, without any commercial activity nearby. The 75 spaces at these stations were modestly utilized during weekday surveys. Neither of these lots is located near any destinations, indicating that these spaces likely remain mostly idle during most evenings and weekends.

Figure 33 Capacities and Weekday Utilization at Northernmost Stations

Station Area	Spaces	Utilization
Montclair Heights	70	57.1%
Mountain Avenue	25	26.0%

# NEIGHBORHOOD PARKING

Figure 34 Weekday Parking along Tuxedo Road



Image Provided by Montclair Resident

Township residents have expressed a variety of concerns about parking conditions on their neighborhood streets. Two particular areas of concern were the focus of surveys conducted in these areas.

1. Lack of access to these spaces because of parking restrictions
2. Lack of access to these spaces because of occupancy by non-residents

The first category of concern originates from residents whose occasional parking needs are constrained by overly restrictive parking regulations, as well as residents who lack off-street parking options, and seek to use on-street parking as their primary parking location. Occupancy surveys that find ample availability during peak-demand times can point to an opportunity to meet these needs by easing restrictions. By contrast, should surveys find that availability is already constrained, easing restrictions is not likely to bring improvement, and other strategies will need to be considered.

The second category results from high levels of occupancy, primarily from non-residents, because restrictions are either too lax or not sufficiently enforced. Occupancy surveys that indicate availability constraint can be used to support the need for better mitigating non-resident demand, to make neighborhood parking more accessible to residents. Occupancy surveys were therefore

COMPREHENSIVE PARKING STUDY | SUPPLY & DEMAND CONDITIONS REPORT  
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conducted along all residential streets identified by project stakeholders as likely to be heavily used, and at times when these conditions are most likely to occur.

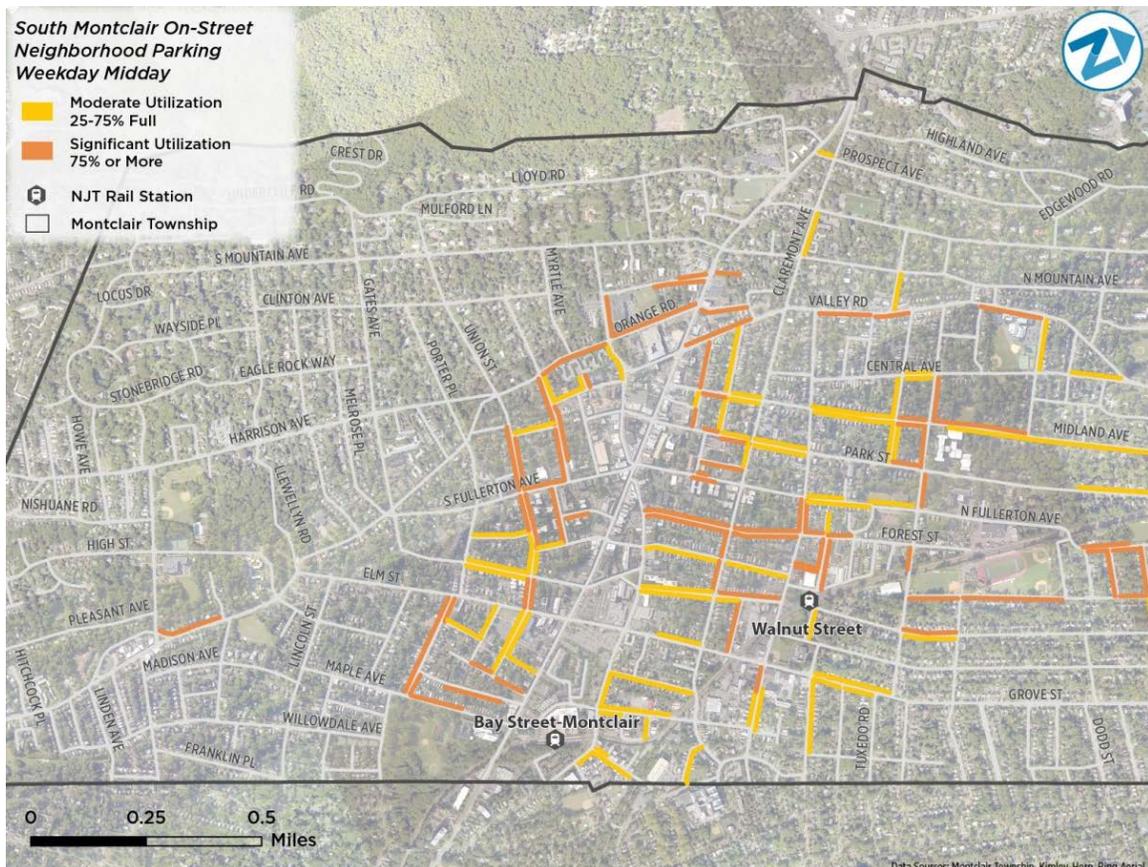
The maps and text below mark blocks where moderate to significant utilization levels were found during occupancy surveys.

## SOUTH

### Weekday Midday

Moderate to significant utilization was found on several blocks in the southern areas of the township, primarily around commercial centers, transit station, schools, and parks.

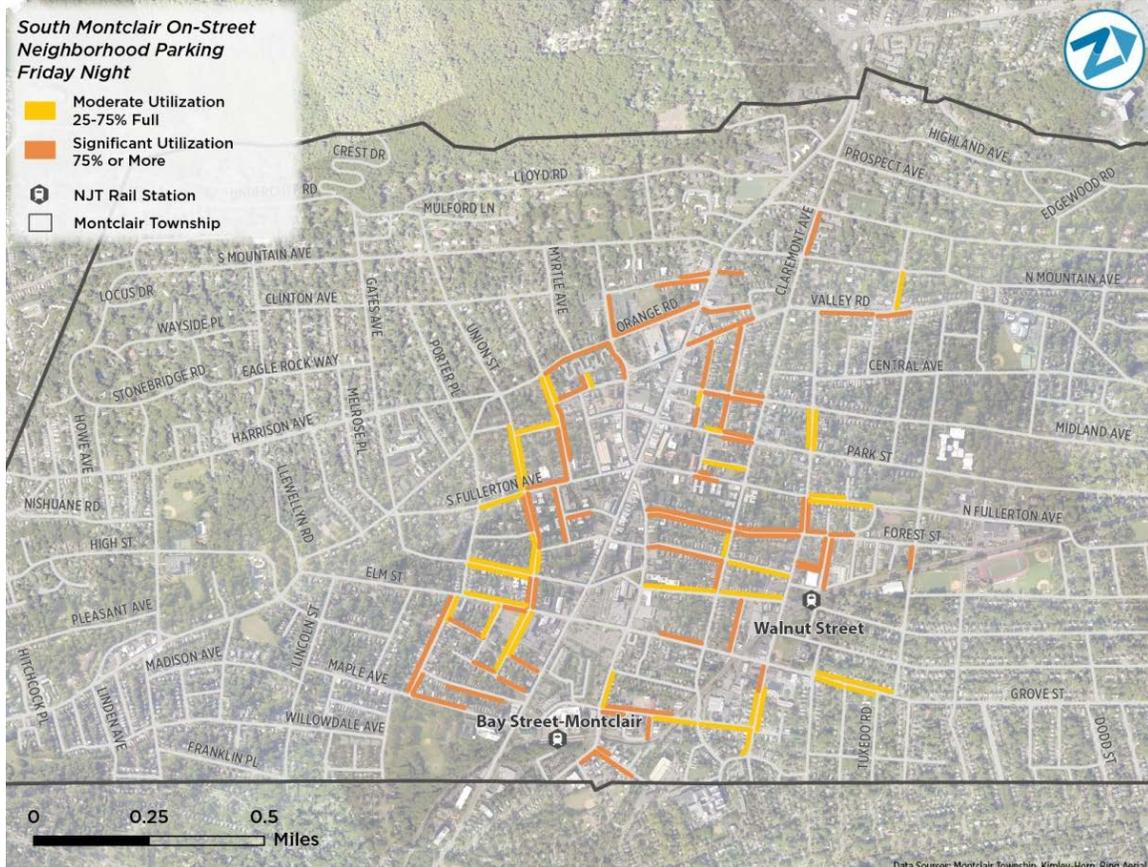
Figure 35 Southern Blocks with Moderate (Yellow) or Significant (Orange) Utilization



## Friday Evening

During this period, utilization patterns were more concentrated around commercial centers and transit stations.

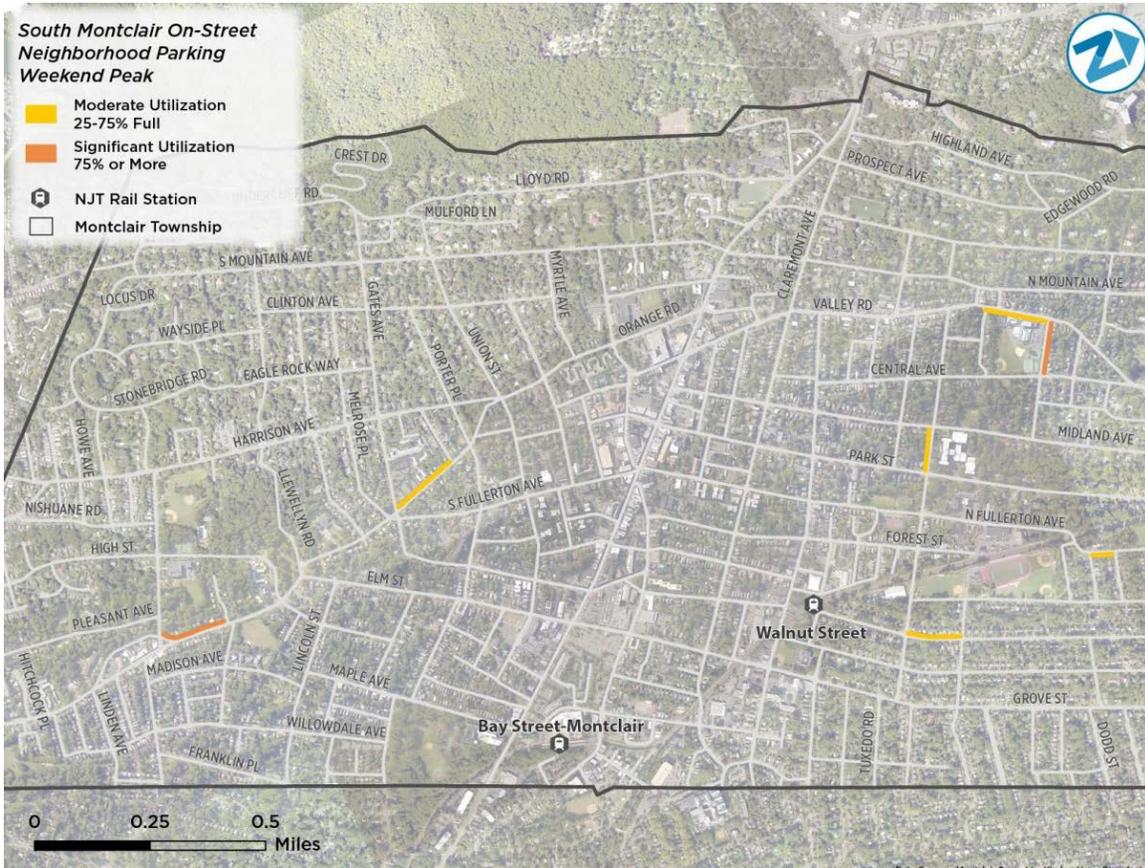
Figure 36 Southern Blocks with Moderate (Yellow) or Significant (Orange) Utilization



## Weekend Peak

Only a few, largely isolated blocks were found to be well utilized during weekend surveys.

Figure 37 Southern Blocks with Moderate (Yellow) or Significant (Orange) Utilization

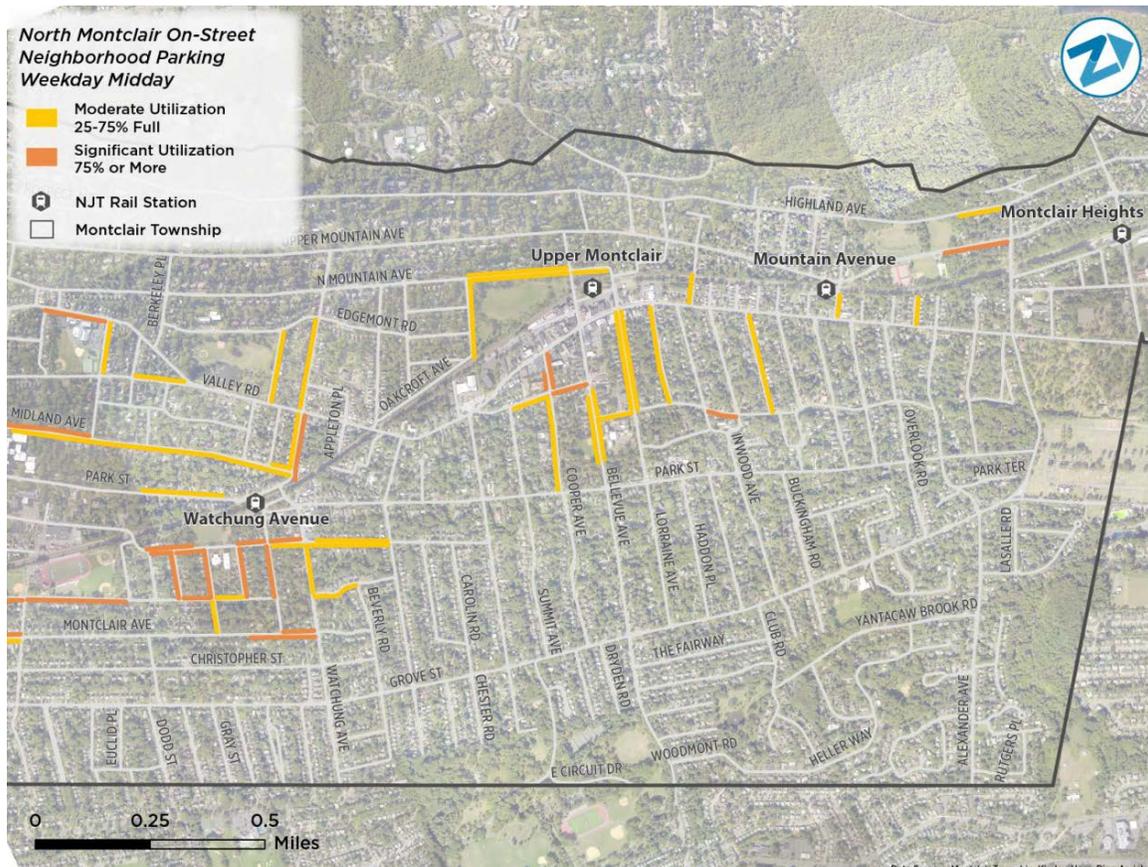


## NORTH

### Weekday Midday

Weekday utilization patterns in these areas of the township were similar to those in the southern areas, but with fewer overall blocks showing notable levels of utilization. The only area with a concentration of significantly-utilized blocks was the area to the east of Watchung Plaza, likely reflecting a combination of school-based, commuter, and commercial parking demand in this area.

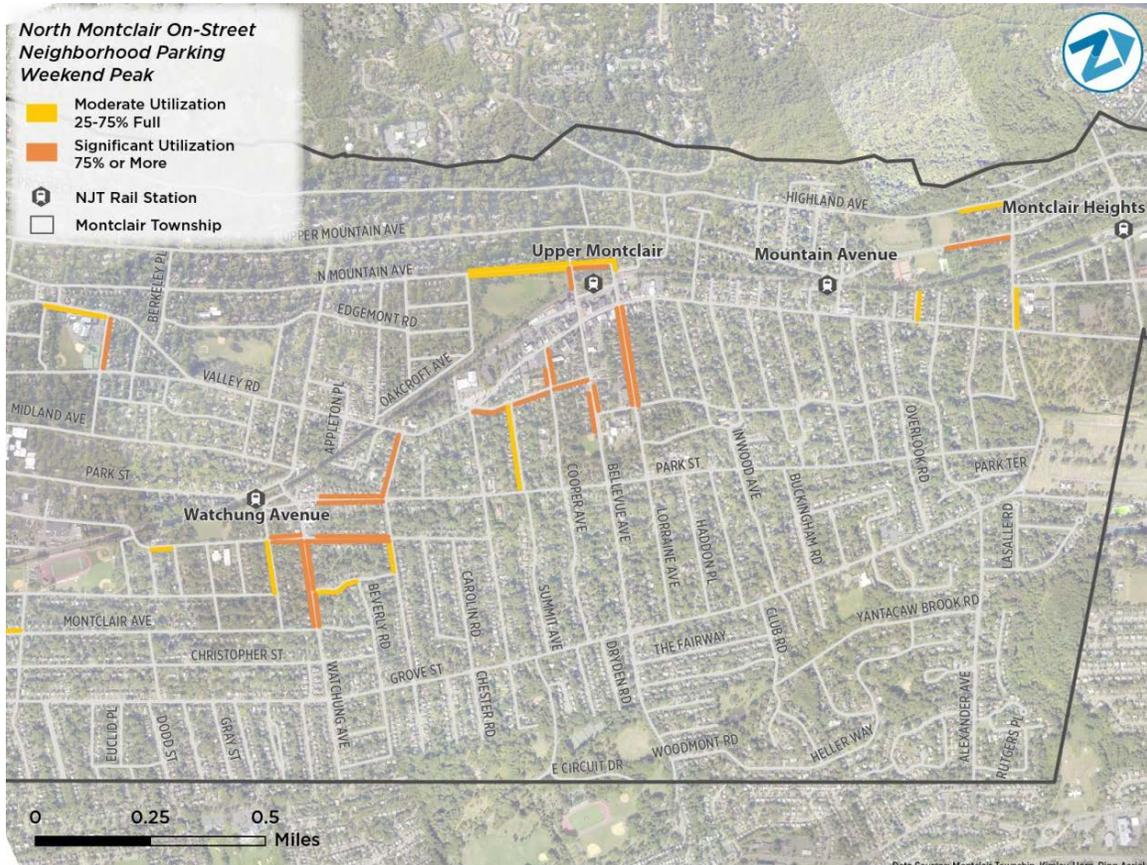
Figure 38 Southern Blocks with Moderate (Yellow) or Significant (Orange) Utilization



## Weekend Peak

Areas of impact were much more concentrated around commercial centers during weekend surveys. While impacts did not expand as deeply into neighborhoods, significant utilization was noted on several blocks in neighborhood areas immediately surrounding Watchung and Upper Montclair commercial centers.

Figure 39 Southern Blocks with Moderate (Yellow) or Significant (Orange) Utilization



# KEY FINDINGS

## COMMERCIAL PARKING

- A combination of high demand for on-street parking and parking rates that give no incentive to seek off-street alternatives generates several periods of highly constrained on-street parking conditions in Montclair's commercial centers.
- In most cases, significant excess capacity remains in many nearby off-street facilities, indicating that management strategies are likely to be more effective than supply expansions in improving parking conditions in these areas.
- Creating more consistent availability among on-street parking should therefore be a top management priority, using pricing cues and off-street alternatives to shift demand just enough to each peak-hour constraints.
- Information and wayfinding also present opportunities to increase use of off-street facilities and relieve pressure on on-street spaces.
  - Visiting drivers tend to be less certain about off-street options: where they are located, how much they cost, their safety and cleanliness, and if they have available spaces.
  - Circulation patterns in most Montclair commercial centers add to the challenge of finding parking on one's own, including "circling back" to a space or facility passed up in hopes of something better.
  - Information and wayfinding can help drivers find all parking options, and make clear which parking options offer more or less time at a higher or lower hourly rate so that more drivers choose their location before arriving.
- Managing and reducing employee parking demand presents another means of making more capacity available to customers.
- Finally, conditions suggest an opportunity to revisit the optimal balance between hourly and permit parking spaces in places like Upper Montclair, where many of the most convenient off-street lots are shared with NJ Train station users.

## STATION AREA PARKING

- The primary lots serving the Mountain Avenue and Montclair Heights stations appear to offer significant excess capacity, indicating an opportunity to increase permit sales at these locations.
- A largely unused lot at the Walnut Street station presents an opportunity to consider offering a discounted permit option and reduced hourly parking rates to improve access to this station.
  - Making these spaces open to hourly parking at all times, while still allowing drivers to park via permits, could also increase use of this lot.
- Similarly, modest midday utilization measures at the Bellevue Erie lot indicate a potential opportunity to offer reduce hourly rates to increase access to this station, and possibly free up more spaces in the lot across the tracks closer to Valley Road shopping.
- Perhaps more than any other off-street facility in Montclair, the Bay Street garage is full to capacity.

- This presents a case for considering higher permit rates for this location, and perhaps for all locations with demonstrably greater demand relative to other stations.
- The fact that this is the only Montclair station with 7-day service further merits consideration of a premium permit rate here.
- The configuration of parking facilities at Walnut Street and Bay Street present opportunities to consider valet parking at these locations.
  - At Bay Street, this would potentially allow “tandem” parking arrangements that could extend the capacity of its high-demand garage.
  - At Walnut Street, this could make use of the lightly-used, remote lot at this station.

## **NEIGHBORHOOD PARKING**

- Conditions among residential streets vary significantly across the township, with many being rarely used for parking while many others are highly affected by nearby destinations and transit connections.
  - Stakeholder input makes clear that parking expectations and needs also vary significantly among neighborhood residents, with many not wanting any parking allowed on their streets, and many others seeking greater parking opportunity on their streets.
- In many areas, it makes little difference if on-street parking is substantially or entirely restricted, there being little to no parking demand from any other type of land use in the area.
- For many other streets, however, competing uses need to be accommodated, using strategic, performance-focused regulation to maintain an optimal supply/demand balance.
  - Management should formally recognize that, while resident needs should be prioritized on neighborhood streets, they must be balanced with the benefits of accommodating others when there is capacity to do so without undue hardship to residents.
  - Such management should aim to maintain an optimal level of availability at peak-demand times, preferably around 20-25%, to ensure that residents retain access to parking near their homes.