



OCEAN GROVE  
CAMP MEETING ASSOCIATION  
GOD'S SQUARE MILE AT THE JERSEY SHORE

# Reaction to the 2021 Kimley-Horn Parking Study

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President, OGCMA  
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01/15/2021



# Background

- Neptune's Request: OGCMA to coordinate with stakeholders to identify parking improvements
- OGCMA's Response:
  - Hired an industry leader, Kimley-Horn (K-H)
  - Conducted several input collection sessions
    - OG Chamber of Commerce
    - OG Homeowners Assn and Better Parking Alliance
    - Neptune Residence
    - Neptune Officials
  - Preparing to released the study
    - OGCMA agree/disagree with points in the Kimley-Horn study

## Initial Improvements Identified





## Points of Agreement

- The OGCMA agrees with:
  - ✓ 3 hour timed parking in the business district
  - ✓ Loading/unloading areas
  - ✓ Neptune's consideration of a parking garage in the hardest affected zone
  - ✓ Independently administered neighborhood survey of residents in Zone 1 in accordance with a defined criteria
    - No less than 60% approval, 70% occupied, 20% out of area
    - One vote per residence; must be a resident; 18 years or older

\* Requires Neptune & OGCMA agreement regarding signage and land use. Some points of agreement are summarized by K-H, having been cited from prior studies



# Impact When Implemented

## Initiative

## Benefit

- 3 hour parking → • Businesses prosper
- Loading areas → • Residents & business helped
- Parking garage → • Expanded parking where it's needed
- RPP survey → • Residents get a choice

**OGCMA Recommends Neptune Township  
Consider Implementation of these Positive Improvements**





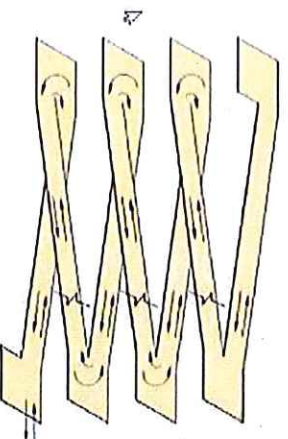
# Parking Garage Study

- The OGCMA is open to discussion a land use to add parking at the point of need
- Neptune can study whether it wishes to pass a bond to create a Township garage.



SCHEME "AB"  
PARKING STRUCTURE

Site Concept "B" Parking Structure



Level	Space Count	Total
Ground	72	342 [Approximately 350]
Second	90	
Third	90	
<b>Total</b>	<b>90</b>	



## Additional Recommendations

The OGCMA recommends additionally:

- Timed parking enforcement without payment
  - Spring Lake’s method of chalk on a tire
- Restrict the practice of saving parking spaces
  - Ban the placing of items in the street to reserve spaces: lawn furniture, traffic cones, bicycles, motorcycles, Vespas
- Create motorcycle/scooter parking along the curb at Main Ave intersections with Ocean Ave, Beach Ave, Central Ave
  - Improves sight lines for motorists
  - Removes nuisance techniques of reserving spaces
- Limit short term rentals (Air BnB) based on parking





## Three Month – 3 day Problem

- Multiple prior studies
  - Prior committees demanded proof of an improvement before spending funds. Didn't approve spending for experimentation.
  - Majority of OG has beach-related congestion for three days a week for three months
    - “OG has a walking problem, not a parking problem. You can always find a spot if you're willing to walk.”
  - The North West edge of OG more impacted by the revitalization of Asbury Park

**Don't Break the Town to Fix a Corner**



## Points of Disagreement

- The OGCMMA disagrees with:
  - Reducing the greenspace on Ocean Pathway
  - Parking meters and pay-by-phone
  - Timed parking on *residential* streets
    - Ocean Pathway, Spray Ave, Central Ave, Pilgrim Pathway, & Broadway
  - Rapid expansion of pilot Resident Permit Parking (RPP) and the segmentation of neighborhoods
  - Closing the walking bridges at 4pm
  - OGCMMA funded shuttles
  - OG workers forced to park outside OG





## RPP Financial Sustainability

- Neptune vulnerable to expense overruns
  - K-H's RPP proposal requires meter revenue to offset RPP expenses
  - K-H unintentionally overestimates revenue
  - RPP proposed at below Asbury Park rates

**Sustainability Must Be Ensured From the Start**





## Overestimated Revenue

- Requires daily 80% occupancy daily at meters (see photo below)
- Historically weekday parking, even when free, isn't full
- Drivers will cruise residential areas first to find free parking
- K-H raised daily meter rates to \$20 in year 3, which is above current Asbury Park rates. Actual rates may stay lower.
- Beachfront parking is especially low in June
- RPP permits honored in metered spots, lowering revenue

**Bottom Line:  
Revenue from meters  
likely 50% overstated**



*Unoccupied Parking Example: 2pm July 23, 2020*





# RPP Criteria

Ocean Grove Compared to Cities

	Spaces Occupied	Out of Area Vehicles	Notes
<b>Kimley-Horn</b>	<b>70%</b>	<b>20%</b>	<b>Very conducive to new zones</b>
Jersey City	90%	20%	
Chicago	80%	45%	51% petition to revoke a zone
Alexandria	75%	25%	
Washington DC	85%	50%	

## K-H Proposes Relatively Easy Criteria to Create a Zone

### Links

- Chicago: [https://codelibrary.amlegal.com/codes/chicago/latest/chicago\\_il/0-0-0-2487402](https://codelibrary.amlegal.com/codes/chicago/latest/chicago_il/0-0-0-2487402)
- Jersey City [https://library.municode.com/ni/jersey\\_city/codes/code\\_of\\_ordinances?nodeId=CH3332VETR\\_ARTVIIIPEPA\\_S332-60PEPAEX](https://library.municode.com/ni/jersey_city/codes/code_of_ordinances?nodeId=CH3332VETR_ARTVIIIPEPA_S332-60PEPAEX)
- Alexandria's study of RPPs: [https://www.alexandriava.gov/uploadedFiles/RPP%20Practices\\_10-16-18-FINAL.pdf](https://www.alexandriava.gov/uploadedFiles/RPP%20Practices_10-16-18-FINAL.pdf)
- Washington D. C. <https://ddot.dc.gov/sites/default/files/dc/sites/ddot/publication/attachments/9-6-2016-%20Notice%20of%20Proposed%20Rulemaking%20FAQ-%20FINAL.PDF>





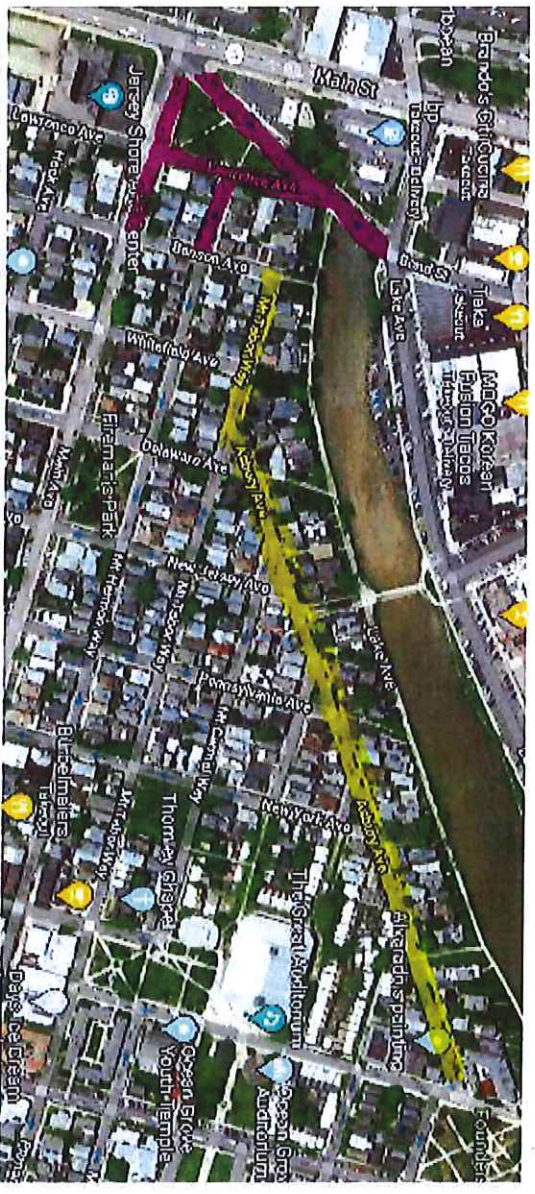
# High Residential Density on the OG North Side

Study's Assumption: Asbury causes OG's north side problem

- Reality: Asbury Park visitors/workers don't dominate OG's Asbury Ave
- OG CMA made multiple field observations and documented
  - Zone 2 spaces are >90% Ocean Grove overnight residents/guests

*[Watch video footage]*

**Summary:**  
**Outside-the-area cars  
RPP criteria of >20%  
not met in Zone 2.**



*Purple has highest # of visitors; yellow is >90% overnight*





## Conclusion

- Neptune Township can take positive steps to make parking in OG better
- K-H provided expert industry advice
- The study should be interpreted with full awareness of Ocean Grove's historic patterns
- The OGCMA encourages Neptune Township to proceed with the points of agreement
  - Act now: Business district timed parking, loading zones, RPP pilot survey & expense evaluation
  - Study more: Parking garage



# Backup





## Ocean Grove Uniqueness

- OG unfairly compared to other communities with RPPs and other shore towns
- OG isn't urban such as Hoboken, Washington D.C. beltway, Philadelphia with their ubiquitous RPPs
- OG is unlike the City of Asbury Park
  - AP has a developed boardwalk with restaurants, shops and entertainment along its length
  - AP has a dense restaurant and bar community
  - OG is more residential and its beachfront is undeveloped so as to have unobstructed natural beauty
- RPP's create segregated zones which deter community

**Urban solutions will spoil OG's historic charm**