

**Presentations for the
January 28, 2023
Township Committee
Parking Forum**

Presentation from Parking Subcommittee

Pilot Proposal for Ocean Grove Residential Permit Parking Program (RPPP)

For Neptune Township Committee, Residents and Businesses

January 28, 2023

Parking Subcommittee

1

Background

2

OG has a Parking Problem

- Ocean Grove has always had a parking problem
- In 2000, the parking problem was the result of visitors coming to Ocean Grove
- Today the problem results from Asbury Park visitors & workers using Ocean Grove as a free parking lot

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3

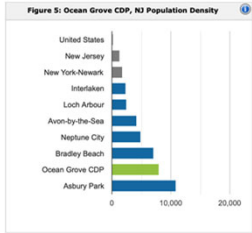
Parking Subcommittee

- Committee Members Keith Cafferty & Tassie York volunteered to address this quality-of-life, parking issue at the June 14, 2021 Township Meeting
- Led by Committeewoman York, the Committee consisted of two representatives from OGHOA, OGCMCA, OG Chamber, BPA and one resident
- Parking Subcommittee met a total of six times to discuss potential solutions

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4

Ocean Grove by the Numbers



- **3,123** housing units
- **3,057** full-time residents with **40%** age 62 or older
- **3,229** available parking spaces
- **Second** highest population density in the region (only behind Asbury Park)

1.03 Parking Spots per Housing Unit

Source: US Census, Town Charts.com; 2015 CME Parking Survey

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5

Efforts to Improve OG's Parking Problem

- OGHOA created a Parking Subcommittee in 2015 and issued recommendations in April 2016
- In response, Neptune Township required the removal of dumpsters and storage pod from streets on summer weekends
- Neptune Township created the Ocean Grove Parking Task Force which led to the addition of 30 parking spaces on Main Avenue and Central Avenue by adding angled parking

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6

More Efforts to Improve OG's Parking Problem

- Parking Permit Business Case presented by Committeewoman Carol Rizzo in December 2017
- Better Parking Alliance Parking Program Recommendations in December 2019
- OGCMA-Kimley Horn presentation "Ocean Grove NJ Improved Parking Opportunities, A Bundled Approach" in May 2021
- Neptune Township Subcommittee on Parking in Ocean Grove created in August 2021

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7

Proposal to Township Committee

8

Three Introductory Points

1. Aim: Increase the likelihood of residents being able to park near their home; discourage Asbury Park visitors & workers using Ocean Grove as a free parking lot
2. Cost: No fees for OG residents; modest cost for Neptune Township
3. It's a Pilot...It's a Pilot...It's a Pilot!

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Pilot Program Overview

- Pilot has two zones; limited to Northwest section of Ocean Grove (estimated 15% of Ocean Grove)
- Large enough area to yield meaningful findings
- Designed to *increase* likelihood of residents being able to park near their home while *minimizing* shift of problem to other areas

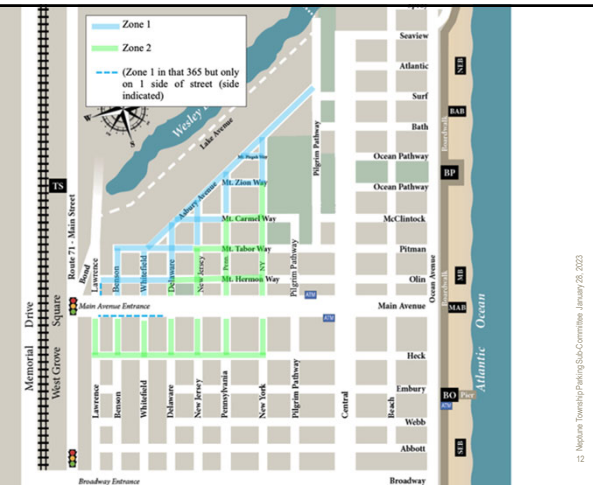
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Vetting with Township Administration

- Proposal initially reviewed by Township Attorney Gene Anthony in August 2022
- Further review on October 12, 2022 in meeting with:
 - Gina M. LaPlaca, Esq., Business Administrator
 - Michael J. Bascom, Chief Financial Officer
 - Gene Anthony, Township Attorney
 - Larry Fisher, Police Chief & Sgt. James MacConchie, Traffic Bureau
- Parking Subcommittee revised the program based on Administration feedback

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Two Zones



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Zone 1: Year-Round Permit Area

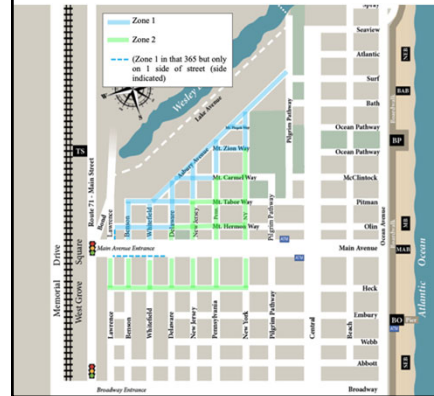


- Blue area recommended by Kimley-Horn Study
- Adjacent to the Asbury Park Business District; Year-round influx of AP visitors & workers
- Parking permits to be enforced 12 month/year on both sides of the street

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13

Zone 2: Seasonal Permit Area



- Green area also negatively impacted by AP visitors & workers
- To be enforced 4 months/year (May 15–Sept 15); one-side of the street parking
- Given proximity to AP, will also decrease chance of “spillover”

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14

Eligibility

- **All Residents:** Homeowners/renters in Zones 1 & 2
- **Valid Drivers:** Must provide valid driver license & vehicle registration
- **Proof Of Residency:** Pilot area residents must also provide:
 - *Homeowners:* Copy of property tax bill
 - *Rental Unit Tenants:* Copy of certificate of occupancy & residential lease (6 months or more)

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15

Permit Details

- **Limit:** Each residential unit in Zones 1 & 2 is eligible for up to two permits
- **Type:** Small, adhesive pass on vehicle windshield (includes plate number & permit expiration date)
- **Non-Transferable:** Each permit is for one specific car

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Enforcement

- **Resident-Identified Illegal Parking:** Use current municipal law method of enforcing parking violations; residents report illegally parked vehicles to Police Dept.

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Cost

- **No Cost to Residents for Permits: FREE!**

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Measuring the Pilot's Success

- **Fix-It Portal:** Town's existing "fix it" portal will allow residents to report positive or negative feedback on the permit program 24/7
- **Post-Pilot Survey of Residents:** Potential survey of permit holders & non-permit holders for their views, suggestions & comments
- **Tickets:** Number of parking tickets issued

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Two Final Questions

1. What About Guest Permits?
2. What About Tenters?

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20

Why this Plan?

21

Support a Solution

- Quality of Life
- Standard Municipal Offering
- Our community deserves solutions, not speculation
- After 10 years, the time to address this known problem is now

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22

Expert Analysis

- The Zones included in this Pilot largely reflect the RPPP Zones suggested in the 2021 Kimley Horn Report

Kimley»Horn
Expect More. Experience Better.



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23

You Spoke, We Listened

- Cost
- Concerns of “shifting the problem”

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Myths & Misconceptions

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25

Summary

26

**Presentation from
Ocean Grove Chamber
of Commerce**

OGACC Parking Forum Presentation

Hello I am Jessie Thompson the Executive Director for the Ocean Grove Area Chamber of Commerce. The Ocean Grove Area Chamber of Commerce was established to improve and promote business opportunities for all retail, professional and hospitality members in Ocean Grove and the surrounding area.

I want to thank the Neptune Township Committee for forming the Ocean Grove Parking subcommittee.

The Chamber would also like thank the committee for workshopping our Main Avenue Seasonal Restricted parking proposal. Which states:


As per the survey that the Ocean Grove Area Chamber of Commerce completed of our downtown businesses, we endorse the three hour parking restriction on Main Avenue in the business district. The majority of our Ocean Grove businesses voted for three hour parking from 9am – 6pm the months of May 15th to September 15th. The restricted parking would encompass Main Avenue between New York Avenue and Central Avenue.

- 25% of spaces dedicated to restricted seasonal parking (4-5 spaces per block, per side, 19 spaces total) out of 84 total spaces in the 2 block radius

We believe this plan will encourage parking turnover in the business district during the high season which will enable visitors and residents to frequent our downtown stores and restaurants.

We appreciated the opportunity to represent the businesses in Ocean Grove on the parking subcommittee. As well as being able to give input on the Resident Permit Parking Program. We will continue to monitor the parking situation and how it relates to our business district. The Ocean Grove Area Chamber of Commerce remains neutral on the Resident Permit Parking Program.

**Presentation from
Camp Meeting
Association**




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

Say "No" to Preferential Parking Privileges


Michael Badger
OGCMA President
Jan 28, 2023

1




Background

- Historically parking has been limited
- Residents purchasing are aware that parking is on the public street
 - First come basis
 - Narrow residential lots
 - Few garages or driveways
 - No special residential privileges
- OG is only a half mile wide and there were many other places to choose from. What tradeoffs did residents make when selecting to buy here?




Vintage Photo of Broadway

2




Who Benefits From the RPPP?

Advantaged



- OG Resident (when lucky)


Disadvantaged



- Neptune Residents (not from OG)
- Tenters
- Guests and Families
- Tourists
- Home Improvement Contractors
- Hotel/B&Bs/Shops Clients & Staff
- Beachgoers
- Police
- Asbury Park Patrons
- Caregivers

Hurts More People Than It Helps

3



Reasons to Oppose The Pilot

- Distracts the NTPD from essential and life-safety priorities
- Uses tax dollars in 2023
- Eventually passes additional expenses to billpayers
- Pushes the parking congestion to neighboring streets
- Fosters inhospitable relations between neighbors who call the police to enforce permits
- Adversely affects the tent and cottage community
- Discourages community & religious events
- Runs contrary to the Public Trust Doctrine in a beachfront community

4



Additional Concerns

- Restricted parking spaces are a less efficient use of land
- More cars will be cruising looking for spaces
- Unattractive additional signs detracting from the National Historic District view perspective
- Pilot poised to expand
 - Add'l zones, both sides of the street, longer than seasonal
- Hundreds of out-of-OG staff work in shops, hotels, and beachfront

5

5



Conclusion

- Ocean Grove was established by the New Jersey Legislature to be seaside resort. Keep Ocean Grove as it has been intended to be.
- The OGCMA requests that Neptune Township ensure access for all people.
- Say, “NO” to the Resident Permit Parking Pilot Proposal

6

6