

Borough of Fort Lee
309 Main Street
Fort Lee, New Jersey 07024
October 21, 2014 @ 10:00 A.M.
Mayor and Council
Parking Authority
Joint Special Meeting

Borough Clerk Evelyn Rosario read the following notice into the record:

All members of this body have been advised both orally and in writing at least 48 hours prior to this meeting of the time, place and proposed agenda hereof.

On October 10, 2014 a written notice of the time, place and proposed agenda of this meeting was posted at the Municipal Building, 309 Main Street, Fort Lee, NJ.

On the same date a copy of said written notice was mailed to The Record, Jersey Journal, and Time Warner Cable filed with the Borough Clerk, and copies were mailed to all persons who have requested same, and have prepaid the fee fixed for the year 2014.

The agenda of this meeting to the extent presently known is as follows:

1. Discussion of Guntzer Street Project/Garage
Timothy Haas Associates, Architect to Attend
2. Public Participation

Roll Call: Mr. Pohan, Mr. Sohmer, Mr. Suh, Mr. Sargenti, Ms. Kasofsky, Mr. Cervieri and Mayor Sokolich. All members present.

Motion to open the meeting by Councilwoman Kasofsky, seconded by Councilman Sohmer.

Also present were the following Parking Authority members; Gloria Gallo, Executive Director, Commissioners: Dr. Richard Clerk, Richard Radoian, Thomas Angelidis, Lane Goldstein and Parking Authority Attorney Neil Marotta, Esq.

Mayor Sokolich, "So look from my perspective, this is your dime, ok, so set the agenda. I presume the Haahs Group is going to make a presentation. At some point we'll open it up to questions 'cause this is a public meeting, but now I'd like you guys to get out all of that information. Gloria, you dictate the way you want them to proceed."

Gloria Gallo, "Thank you very much everyone for coming as you know this is a big adventure for Fort Lee and the Parking Authority. I just have a few requests if everyone can just lower their phones 'cause this is being recorded and if we can all try---to. I don't want to be first grade, but if you kind of raise your hand so that people don't all speak at once 'cause that really makes it very difficult to do the minutes for this, and there are so many of us, so I would appreciate that. I'll just hand it over to Tim Haahs."

Mayor Sokolich, "Just for the record, this is a joint meeting convened by the Parking Authority of the Borough of Fort Lee and the Mayor and Council of the Borough of Fort Lee. (He thanked the Post Office for coming to the meeting.)"

Mr. Todd Helmer, Vice President "TimHaahs" came forward and addressed the Mayor and Council and the members of the Parking Authority.

Mr. Helmer, Stated that the Guntzer Lot Parking Study will be broken up into three (3) different components: Parking Adequacy Study, Preliminary Financial Analysis and Parking Facility Planning Study. Mr. Helmer introduced Ms. Vicky Gagliano, Senior Parking Consultant for TimHaahs.

Ms. Gagliano, Stated that they looked at all of the public parking facilities on and off street.

Ms. Gagliano, Stated that data collection and field observations were taken on Wednesdays, Thursdays and Fridays in January 2014, the Parking Authority assisted with some Saturday evenings. The area they looked at during the study included on and off street parking areas within the boundaries. Ms. Gagliano stated that to simplify the study, they divided the study area into four (4) zones: North, Central, East, and West, and the reason being each zone is a little special. She reviewed the "Focus Area Parking Authority" sections of the presentation and stated that it's about even between the parking lots, on-street and between the zones. The central zone has the majority of the parking spaces within those four (4) zones of the study area.

Ms. Gagliano Reviewed the "Focus Area Parking Demand and Occupancy" of the presentation, and stated that it shows the data collection and occupancy numbers.

She stated that with 762 vehicles occupying just over 1000 spaces, it brings it to 74% occupancy of the total study area.

Ms. Gagliano Reviewed the “Focus Area Parking Adequacy” section of the presentation and spoke of the effective supply factor adjustment. She stated that in order to get an effective parking supply, a cushion is applied for vehicles that are not parked correctly. The effective supply as of January 21, 2014 compared to the demand is a 142 space surplus.

Ms. Gagliano Reviewed the “Parking Meter Revenue by Month” section of the presentation. She stated that January is actually a very slow month compared to the rest of the year. So when they calibrated up to the 85th percentile which is a designed standard, they didn’t want to build for the busiest days but didn’t also want to build for the average as it that would indicate a shortage during a portion of the year. They adjusted up to the 85th percentile and applied a 1.32 factor to the January counts and a 1.2 factor to the March counts.

Ms. Gagliano, Reviewed the “Adjusted 85th Percentile Demand, Occupancy, and Adequacy” of the presentation and stated that when the adjustments were taken, it took the peak demand to 1,006 spaces, bringing it up to 97% occupancy. She stated that there is an overall 102 space parking shortage within the focus area.

Ms. Gagliano, Reviewed the “Adjusted Normal Population Growth” section of the presentation. Year 2019 and year 2024 they applied normal population growth for that area which is 0.6% per year. She stated that it is estimated that in 2019, the peak demand would be 1,036 with a shortage of 132 spaces; in 2024, the estimated peak demand would be 1,067, with a shortage of 163 spaces.

Ms. Gagliano, Reviewed the “Proposed Future Development and Redevelopment Activity” section of the presentation which included the proposed future development map along with the list of the proposed future developments (as attached to the minutes). Showing that the concentration is on the Eastern half of the study, the two largest ones that are going to have the largest impact are the East parcel and Western parcel. She reviewed the East and West parcel of the presentation comparing the weekday and weekend parking adequacy (as attached to the minutes).

Mayor Sokolich, “Before you showed 97% occupancy, yet you showed a 102 parking space shortfall- how that can be?”

Ms. Gagliano, “We use the effective supply and once you get to a certain percentage and you exceed the 85% of your on street supply, we are saying that every other vehicle is a shortage.”

Mayor Sokolich, "So once you hit 85%, that's your effective full occupancy from a practical standpoint."

Councilman Pohan, "These numbers are considerably at variance with what was presented to the Planning Board, as the rationale for the amount of parking that these developments we are putting on the property with the shared parking analysis. Then we had our own traffic consultant sitting there to critique any of this, this study is showing that there is like a 1000 cars that we're off. Have you (Ms. Gagliano) compared this to the study that was presented to the Planning Board?"

Ms. Gagliano responded and stated that they never had that study, they had the program information and did their own modeling.

Councilman Pohan, "I feel like I'm on a different planet."

Ms. Gallo asked Mr. Helmer if he received information from the Building Department regarding the study Mr. Pohan is referring. Mr. Helmer responded and stated that he did receive information from the Building Department but it wasn't specifically that information.

Councilman Pohan, "This is only residential (parking) that we are talking about. You're not talking about the redevelopment of Main Street. You have no way of knowing at this point in time what's going to happen on Main Street."

Ms. Gagliano reviewed the previous slides (power point - as attached)

Ms. Gagliano, Stated that these are the program units they ran their two models for.

Councilman Pohan, "And you have no way of knowing at this point in time what's going to happen to Main Street once we develop Main Street out."

Ms. Gagliano, responded correct.

Mayor Sokolich, "Well, I don't know that we're going to create--- I don't know what we are doing on Main Street that's going to---we are not adding square footage units or density at this point. We're hopeful that it's going to be successful, that more of a parking demand hence the need for the parking deck. But you're right; you'd have to project that out. I'd think the bigger problem is what redevelopment 5 is going to do to this district."

Councilman Pohan, "You know, at the Planning Board level we're sold a study that says "hey this is more than enough parking I mean you know kids are going to be able to play stick ball in these parking lots during the day" and we're looking at a conclusion that says moderate shortage and large shortage which is nothing personal 'cause I have complete trust in you guys. It depends on what expert you hire I guess, and that's of a little concern to as well."

Councilman Pohan, "The large shortage on the west parts of the Lemoine Avenue site somebody said, that's just residential that has to be everything because 477 units of residential would not generate---"

Councilman Cervieri, Asked if the theater was considered.

Mayor Sokolich, "The theatre is part of the count. I always projected that the theater was going to find either spots there in the area; there are I believe 40 or 50 spots within that are going to be reserved within the second tower, and I always viewed that theatre as like a Barclays kind of a scenario where there's going to be a shuttle back and forth to this parking deck and other lots in town."

Councilman Cervieri: "So they are thinking about the IPEC theatre, 7 screens."

Mayor Sokolich, "That I don't know."

Councilman Pohan, "That was in there."

Councilman Sohmer, "That was in the---."

Councilman Suh, "That's in the retail."

Councilman Pohan, "Yup, it was in there."

Mayor Sokolich, "Yeah, that was part of their study because they knew that early on, well, they knew the theatre was going to be there also. Well, these are all good points so."

Ms. Gagliano, "We summarized the two developments into the weekday and the weekend to look at the cumulative effect because we know that especially on the weekends east parcel is going to have some surplus whereas west is very short. We know that there is an opportunity that they are going to share

with each other. That was one of our assumptions here; that the two developments would work together to allow the flow of people back and forth between our parking garages as they have space available.

Mayor Sokolich, "That isn't going to happen, sorry, I don't mean to ----if that's an assumption which serves as the backbone of this study, we need to reconvene because I don't see those guys cooperating with each other."

Gloria Gallo, "But isn't that what they got the requirement parking on? Because they were going to do shared parking?"

Mayor Sokolich, "No, when we use the term of shared parking, they are talking about the mixing of uses within one particular side, as opposed to sharing amongst---. Those two parcels are completely independent of one another, and I have tell you respectively I don't know two developers, that would say look when my lot's a little empty feel free to use it, especially those two guys."

Councilman Cervieri, "I think on the East parcel that's going to be high end residential and they want to make sure that they are going to maintain security. So they are not going to let the general public just drive through their garage, so there would be no shared parking."

Mayor Sokolich, "I don't think that's a big part of this- at least I hope it's not because you're not going to have that benefit."

Ms. Gagliano, Reviewed the "Future Parking Adequacy Peak Demand Population Growth and Development Impact" section of the presentation.

Ms. Gagliano, "This is peak demand; this isn't every single every weekday and weekend, this is busy season. Typically it's going to be in the later year of December when people are all coming out shopping -----and this, our shortages that we are projecting now, all of sudden Thursday at noon isn't as bad. It's really turning into your Friday and Saturday nights where we are anticipating shortages."

Mayor Sokolich, "It's not that Thursday got better; it's just that the other two nights got a lot worse."

Ms. Gagliano, "Right."

Ms. Gagliano, Reviewed the "Financial Impact – Rate Increase (Meter and Monthly)" section of the presentation.

Ms. Gagliano, “On-street meter will increase from \$0.50 an hour to a \$1.00 an hour, on-street \$75.00 monthly to \$100.00 monthly, off-street meter \$0.50 an hour to \$0.75 an hour and off-street \$75.00 monthly to \$100.00 monthly. Which is excellent pricing because you always want your off-street to be less expensive than your on-street. You want to encourage people to go off-street. Leave those spaces right in front of your retail establishments for people that are just running in and out real quick and might not have time to walk from the lot. These are incremental increases from today so in 2020, the impact from the meter rate change will increase your revenues by approximately \$480,000.00.”

Mayor Sokolich, “Is this the whole district or the parking deck?”

Councilman Pohan, “This is the existing inventory only.”

Councilman Pohan, “So this is what we have now if we take no affirmative steps and we don’t add one space to the inventory.”

Ms. Gagliano, “Correct, this is your incremental increase in revenue from this rate change.”

Councilman Cervieri, “So this excludes the parking lot that’s going to be a parking deck, assuming that the main parking lot is not in this ----.”

Ms. Gagliano, “Yes, so that would be your incremental increase in revenue above what you are already generating today.”

Mayor Sokolich, “I don’t mean to sound dense, but I think you just said yes to a question that I don’t think he meant. You’re talking about the spots that we have now at the lot. Is that part of that monetary analysis? The 400 some odd spots.”

Ms. Gagliano, “No.”

Mayor Sokoloich, “That’s as if we don’t have them.”

Ms. Gagliano, Yes. “Because we’re adding them in later.”

Councilman Sohmer and Councilman Cervieri, “Ok, good point.”

Ms. Gagliano, Reviewed the “Financial Impact – Extended Enforcement Hours” of the presentation.”

Ms. Gagliano, “We discussed some extended enforcement hours to really control and manage your on-street parking resources, moving it from 8:00 A.M. – 5:00 P.M. to 6:00 A.M. – 2:00 A.M. We really focused on a majority of these that are going to be in the central and east zones, but you will also get some benefit in the other two zones ‘cause people are parking there after hours ‘cause it’s free, and they will either start parking and paying or they will move to your own street lot, so you will get some revenue generation by adding that enforcement on. We calculated how many times and how many people per year and it’s going to bring an additional \$342,000.00 in revenue.”

Councilman Sargenti, “Is that additional from the \$400,000.00.”

Ms. Gagliano, “Yes, and this is just mere revenue. It doesn’t include citations.”

Councilman Sargenti, “That’s close to \$900,000.00.”

Councilman Cervieri, “Is this is also in the year 2020.”

Ms. Gagliano, “The first year that it’s been acted. (enacted)”

Ms. Gagliano, Reviewed the “Financial Impact – Development Ramp – Up Occupancy and Volume” of the presentation. Stated that they adjusted the East and West parcels for the occupancy because they are not going to open at a 100%.

Ms. Gagliano, “We know that, and it takes time for each of these to get tenants and become fully operational. It’s also in phases, so you may only have a 50% in opening the first year in that ramp. These are the operating assumptions that we did for the occupancy and ramp-ups, which is an assumption.”

Mayor Sokolich, “So hypothetically in 2015, it’s 15% in occupancy and in 2018, it’s 50% occupancy for these parcels.”

Ms. Gagliano, “Correct. As these changes, it also impacts your financials because we said basically 50% of your programming 2018 is active in generating demand in vehicles.”

Ms. Gagliano, “So we looked at the Central/East on-street. The east parcel on the weekends would generate approximately 715 hours of occupied vehicles during a weekday, the west parcel about 588 hours on a typical weekday. In the Central/East on-street, we have 301 spaces and we said after

the development they will be occupied for 6,020 hours on average. Same thing for the Central/East off-street 62 spaces, 1,488 hours and the Guntzer Street Lot/Garage 967 spaces, capturing approximately 23,208 vehicle hours in the garage.”

Mayor Sokolich, “You’re talking deck now.”

Ms. Gagliano, “This is the whole thing, the deck and the service lot, everything that’s on the existing lot.”

Councilman Pohan, “Hours per month?”

Ms. Gagliano, “The chart is outlined in hours occupied Monday – Friday, Hours occupied Saturday – Sunday and Monthly Permits Sold.”

Councilman Cervieri, “So this is a monthly total.”

Mayor Sokolich, “And the off-street numbers that were in that column I presume are the number maximum spaces we offer in our various lots.”

Ms. Gagliano, “Yes there are 62 spaces in the Central East Zone.”

Ms. Gagliano, Reviewed the “Financial Impact – Option 1 (548 – Net Spaces)” of the presentation.

Ms. Gagliano, “This parking garage nets 548 additional spaces, it’s a 907 garage with a 60 surface lot for a total of 967 spaces less 419 existing spaces for a 548 net space gain. The estimated cost for the parking garage and surface lot is \$20.8MM, additional components \$6.5 MM this includes the post office fit out, the parking authority, the façade, the LED, the café fit out for a total project costs of \$27.1MM.

Ms. Gagliano, Reviewed the chart entitled “Revenue Type” – “The Guntzer Street Garage/Lot income projected net income for years 2016 – 2025 we added in these incremental incomes to get that net impact this is all about existing revenue, expenses and profit. So in year 2016 if the parking authority is generating a \$200,000.00 profit that would be reduced by \$200,000.00.”

Mayor Sokolich, “Asked if the top red in parenthesis is parking deck only the rest of the categories are meters overall with increases along with the extended enforcement.”

Mayor Sokolich, "If more is to be built in 2016 we would be looking at a negative impact of \$761,000.00. If the Parking Authority makes \$200,000.00 more, it would be reduced- wouldn't that be incorporated in the categories that follow?"

Ms. Gagliano, Responded and stated that it wasn't included in the categories, it is incremental only, and the incremental financial impact would be the gain minus \$761,000.00.

Councilman Pohan, "If they're making \$200,000.00 they would end up losing \$560,000.00."

Councilman Cervieri, "But the \$200,000.00 is that taking revenue from existing parking lot?"

Mayor Sokolich, "This chart show us that forget about what's going on right now, forget about what you make right now, forget about where your spots are right now, forget about what your enforcement is right now, if we were to build a garage and just implement the 4-5 suggestions as presented in the slides, we are negative \$761,000.00 which gets reduced or minimized by the base that the Parking Authority generates."

Councilman Pohan "I presume that there is a chart here back on that top line as to what's reduced that negative number year by year."

Ms. Gagliano, "Yes. Some of this is rate increase, some of this is developmental occupancy increase."

Ms. Gagliano, Reviewed the "Financial Impact - Option 2 (480 - Net Spaces)" of the presentation. 4 Level Garage, 739 Garage Spaces, 160 Surface Lot Spaces, 899 Total Spaces, Less 419 Existing Spaces for a Total of 480 Net Space Gain.

Mr. Todd Helmer, Reviewed the "Existing Conditions" of the presentation He stated that they evaluated the existing conditions on the site. The evaluation consisted of monitoring where people are coming from, bus stops along with vehicle access points.

Mayor Sokolich, commented that they are proposing that exiting is only going to be to the West and North.

Mr. Todd Helmer, Reviewed the “Concept Plans” of the presentation. “The garage has the main entry exit coming in off of Guntzer Street, this is a one lane in one lane out as well as a reversible lane, and then there is one lane in one lane out to the north of the site, so there are two entry exit locations coming into the garage. The existing conditions will be maintained to enter off of Main Street exiting off to the North and to the West.”

Mayor Sokolich, Asked if this plan situates the front of this facility facing Guntzer.

Mr. Helmer, Responded and stated that the main façade is really on the south facade as well as Main Street.

Mr. Helmer, Stated that some of the keys to this design are circulation around the perimeter for fire truck access, the Parking Authority offices, Special Improvement District (SID) space, maintenance shop for the Parking Authority and Post Office space.

There are additionally reserved spaces within the garage dedicating another close to 60 spaces.

Councilman Cervieri, “Your passage way from Main Street is that supposed to be a two way location?”

Mr. Helmer, Responded and stated that it has the ability to be a two way.

Mayor Sokolich, “If the post office does come aboard and goes into the deck that’s going to be demolished. We’re going to widen that so that you can go both ways.”

Councilman Cervieri, Asked how many parking spaces were sacrificed by having the maintenance shop for the Parking Authority inside the garage.

Mr. Helmer, Responded that not much at all.

Ms. Gallo, Commented that maintenance should be where the Parking Authority is now and work in a closed garage.

Brief discussion amongst unidentified speakers concerning the proposed, Parking Authority offices and Parking Authority maintenance shop.

Mr. Helmer continued with the presentation as attached and spoke of the proposed various architectural features, signage and passive and active security measures.

Brief discussion concerning the architectural designs along with the passive and active security measures.

Mr. Helmer spoke of sustainability opportunities, such as efficient lighting controls, storm water management, electric car charging stations and bike storage.

Councilman Pohan commented that he would like Jacobs Engineering to review the numbers as presented in this presentation.

The Mayor and Council will continue to review and will discuss areas of concern with Ms. Gallo.

Ms. Gallo will provide the Mayor and Council with any updates concerning concept plans as presented this morning.

There being no further discussion, on motion by Councilman Sohmer, seconded by Councilman Pohan. The meeting was adjourned at 10:55 A.M.

Evelyn Rosario, RMC
Municipal Clerk