

REPORT OF
SPECIAL ADVISORY COMMITTEE
ON
PARKING

Appointed By:
Mayor Robert Schell -
Village of Ridgewood
October, 1967
Report Submitted April, 1968

INTRODUCTION

The Committee is solely responsible for all decisions and recommendations in this report, but it wants to express its appreciation to the following individuals and organizations who helped in gathering facts, preparing data and offering suggestions:

Ridgewood Police Department

Ridgewood Chamber of Commerce

Wayne P. Mitchell, Director of Operations

Staff of the Department of Engineering

Clarence Delgado, Village Tax Assessor

Edward Andercheck, Village Accountant

and many interested Village residents

Mr. Samuel Sealfon, Chairman

Mr. Keith Willoughby, Co-Chairman

Mr. Richard Beekman

Mr. R. J. Eichhorn

Mr. Richard Gilsenan

Fire Chief William Haldane

Mr. Robert Monteith

Police Chief John Orr

Mrs. Richard Roukema

Dr. Robert P. Sinclair

REPORT OF MAYOR'S PARKING ADVISORY COMMITTEE, RIDGEWOOD, NEW JERSEY

The Committee was charged first with determining whether or not there is a parking problem in Ridgewood's Central Business District (CBD). If a problem were found to exist, the Committee was to determine its extent, where it existed, and what its causes were.

We began by establishing a definition of the nature of a parking problem, in a general sense. Most recognized authorities appear to feel that a parking problem begins to exist when 80% or more of the available parking spaces are in use. At that point, shoppers have to begin cruising in search of a parking space. This adds to the general traffic flow, as a shopper is inclined to re-circle a block until a spot can be found near his destination. Alternatively, a driver seeking space may stop until one opens up, which blocks the entire lane of traffic behind him. Furthermore, this saturation level takes into account the fact that a space on the other side of the street is of little value to a parker heading in the wrong direction, and that the same is the case for a space opening up behind a shopper after he had already passed it.

To establish whether a problem existed according to this definition, the Committee asked the Police Department to conduct a survey of the usage of Parking Utility facilities, both on streets and municipal lots. The results of this survey are contained in Appendix I. A summary is presented below.

There are 961 parking meters in the CBD, 321 in lots and 640 on streets. West of the railroad tracks there are 139 spaces, all on the street, while on the East side there are 501 street meters and 321 meters in municipal parking lots for a total of 822. According to the definition used by the Committee, fewer than 165 empty spaces on the East side, or 28 on the West side, would represent the beginning of a parking problem in either area.

The Police Department survey was made on four days during early November, 1967, before the Christmas rush, when it was assumed that the problem, if any, would be minimal. Two of the days were Saturdays and two were Wednesdays, and the check was made at 10 A.M. and 3 P.M. on each day. On none of these occasions was there a problem on the West side, according to the definition, the number of vacant spaces there having ranged from a minimum of 46 to a maximum of 84. The days chosen for the tests did not fully reflect the problem, however, because many of the professional men who practice in this area do not have office hours on Wednesday or Saturday. These days were selected for the survey because they were considered to represent the best standard for the CBD as a whole. On the East side there were fewer than 165 empty meters on only two occasions, and the number available the other six times ranged from 166 to 238.

This does not give a complete picture of the situation, however.

The vacancies were concentrated in the area nearest Maple Avenue, while along North Broad Street, Chestnut Street, Oak Street and

in the Chestnut Street lot there was almost constant shortage. Parking saturation rates of 80%, 90%, and an incredible 100% of existing space are the rule here on the average business day. Five of the eight times none of the 69 spaces in the Chestnut Street lot was available; six times all of the 39 meters on Chestnut Street were filled; and only once were more than 10 of 53 meters on North Broad Street open. In the next block, between Chestnut and Oak Streets, the situation was a little better. This is the area of the CBD that calls for immediate attention.

The vacancies on the East side are concentrated on the south side of Van Neste Square, along Dayton Street and, on Saturdays, in the Cottage Place lot. Also, it should be noted that the peak period of the business day, from 10:30 to 2 o'clock, was avoided, and the survey was conducted during one of the least active sales periods of the year.

The Committee believes that the evidence is conclusive. Taking the most careful and unbiased survey possible, at a time of the year when parking should be most adequate, there was a parking problem in Ridgewood's CBD according to the most objective and widely recognized standard we could find. The Committee is unanimously agreed on this, as well as on the fact that in the area directly East of the Erie Railroad tracks it has reached crisis proportions.

Nature of the Problem: The existence and location of a problem having been established, a sub-committee then conducted a survey to determine

its nature. The survey, which was conducted during the early part of January 1968, was made by telephone, using an experienced telephone interviewer. The procedures used, as well as a detailed presentation of the results obtained, are set forth in Appendix II. As is made clear there, every business in the CBD, both retail stores and offices, was contacted, and asked the number of people employed, both full and part-time, the number of automobiles they brought into the CBD every day, and where the vehicles were parked. The results of the survey of each four block area were subsequently verified by the Police Department, in a careful check of individual vehicles throughout the CBD.

This survey, conducted during the early part of January 1968, was made on a square block basis to determine the load factor existing within each area.

The results of the survey were as follows:

Number of employees, both full and part-time, entering CBD daily	3,138
---	-------

Number of employees travelling by private vehicle:	
East side	1,917
West side	389
Total	2,306

Number of employee vehicles parked at street meters and in municipal lots:	
East side	728
West side	133
Total	861

Number of employees in private lots:	
East side	1,189
West side	256
Total	1,445

The survey indicates that 861 of the 961 public spaces in the CBD are occupied daily by employees. It is clear from the Police Department survey cited earlier that this is not always the case, since the number of vacant meters exceeded 100 at all of the times shown. The discrepancy is accounted for by absences, part-time employees, and the fact that few employees work six days a week on a regular basis. It is also interesting to note that in the critical area nearest the Erie Railroad tracks, already referred to above, the number of employee vehicles greatly exceeds the available space, resulting in a spill-over into areas of the CBD to the east. This fact has been unequivocally confirmed by the Police Department survey, which identified vehicles, not only by owner, but by employer.

The conclusion is inescapable. The shortage of parking space for shoppers in Ridgewood is caused by the need of those who work in the CBD to find parking space for their cars. In view of the lack of public transportation and the universal desire of Americans to drive their own automobiles, this cannot be considered to indicate that no problem exists or that it could be solved simply by banning employee parking. Some alternative space must be found, as an initial and immediate step, and for the continued economic health of Ridgewood as a whole, further steps will have to be taken in the very near future.

IMPORTANCE OF THE CENTRAL BUSINESS DISTRICT

Page 6

TO THE PEOPLE OF RIDGEWOOD

Business property in the CBD represents approximately 8½% of the total assessed valuation of Ridgewood, or, \$750,000.00 in property tax revenues. The Village also will receive more than \$20,000.00 from the bank stock tax and nearly \$150,000.00, replacing the former business property tax, from the State this year. This total of over \$900,000.00 does not represent a complete net gain for the Village. Some incremental expenses must be directly attributed to the CBD, such as expanded police protection and street lighting costs. The 1968 budget shows, however, that schools take 67% of every tax dollar, the County 9%, and all other municipal services only 22%. It is obvious from these figures that business property in the CBD is a net contributor of many hundreds of thousands of dollars every year to the school budget.

The CBD also contributes greatly as an employer. A complete survey of businesses in the area showed that 700 of the 3,138 people employed in the CBD are residents of Ridgewood. The annual payrolls to these residents alone exceeded \$2,700,000.00 in 1967.

The Committee believes these figures show that the stake Ridgewood has in the continued prosperity of the CBD is a great one, and that the taxpayers of the Village benefit directly, and meaningfully, from any improvements within the CBD. Such improvements can only

be feasible if the CBD continues to compete effectively. Adequate parking is essential if it is to compete, since the Village lacks other competitive advantages, such as free and ample parking, rightly or wrongly attributed to shopping centers by the public.

RECOMMENDATIONS

The Committee has established that the lack of adequate parking for those working in the CBD is directly responsible for Ridgewood's current parking problem. It is necessary to find alternative space for these automobiles if sufficient parking is to be created for shoppers.

Throughout its deliberations the Committee felt it was essential to avoid, wherever possible, the use of prime land for parking purposes. This is particularly true in the case of employee parking, where convenience is not as urgent a factor as with shopper parking. Consequently, the Committee favors creation of parking on the periphery of the CBD for employee parking. This can be done either through the acquisition of additional lands or by using presently available space more effectively.

Acquisition of additional lands: There is very little undeveloped land adjacent to the CBD, and the cost of acquiring sufficient properly zoned space to provide the needed parking would be high. Not only would acquisition costs be high, but the loss of ratables would be a substantial hidden cost. If only four acres of additional land were purchased, at a minimum \$100,000.00 an acre, this would reduce tax collections by over \$16,000.00 annually, at present rates. The Committee believes, however, that ultimately additional land on the periphery of the CBD will have to be acquired for employee parking.

We strongly recommend that the Commissioners and/or the Planning Board of the Village re-assess our present Zoning Ordinance with a view toward changing it so as to correct the obvious deficiencies

cited above.

Using present space more effectively: After a thorough investigation of peripheral streets, the Committee recognized that a very limited amount of parking space is available for employee parking along them. However, as a temporary measure, the Committee recommends the use of the following Streets until a more permanent facility can be completed.

Dayton Street between Van Neste Square and South Walnut Street, and the southern half of Van Neste Square.

Southerly half of South Walnut Street. East Ridgewood Avenue east of Maple Avenue to North Irving Street.

West Ridgewood Avenue from Corsa Terrace on the north side to Heights Road and West Ridgewood Avenue from the south side of Washington Place to Heights Road.

The Committee feels that these areas should be provided with parking meters providing up to 10 hours at 5¢ an hour with no parking before 8 A.M. Such meters would not offer enough time for the space to be preempted by commuters, but the time would be adequate to fill the needs of those working in the CBD. The slightly lesser convenience relative to that offered by the spaces now being used would be offset by the lower cost, the knowledge that the parking was legal and the fact that it would be available for the entire working day.

The section of Ridge Road leading to Village-owned property adjacent to the Erie Railroad tracks could also be used for parking, as could the section of land itself. Limited improvements should be made on

the latter for the present, such as moderate grading and putting macadam on the prepared space. These spaces should be free, since they are somewhat less convenient than those mentioned above. The inconvenience would be moderate, however, since this section is only 300 paces from the corner of Franklin and Broad Streets.

Certain presently available privately-owned spaces could be utilized more effectively, at least on a temporary basis. Among these are parts of the Grand Union parking lot and the Co-Op. Negotiations for these areas should be entered into without delay. The Village could issue permits to parkers designating spaces in these areas, and the funds that would be made available could be used to cover any compensation necessary to the Grand Union and the Co-Op.

Finally, some spaces remain available in the Zabriskie and Ridgewood News parking lots. These are not presently being used to capacity, probably because they are slightly more expensive and slightly less convenient than Village-owned property. If the latter became unavailable for employee parking, these drawbacks would be minimized. The Committee does not feel it would be necessary for the Village to subsidize such parking, because it would be generally competitive.

These measures would be only a temporary expedient, inadequate to solve the problem fully and not suitable as a long-term solution.

The Committee unanimously felt that construction of a parking facility was essential.

Parking Facility: A survey, already cited, established conclusively

that the major need is in the area of the CBD just east of the Erie Railroad tracks. No peripheral space remains undeveloped here, and there is no Village-owned parking other than that along the streets. One possibility seems ideally suited to meet the need on a long-term basis. That is the use of air rights over the Ford Motor Complex. The company has committed the air rights over these buildings to the Village for parking purposes, but these rights must be exercised before January 12, 1969. The Committee feels it is essential that this be done.

The Committee has received drawings for a facility, prepared by T.Y. Lin & Company of New York City. The facility would provide space for 520 cars on 4 levels, including the roof. This number of spaces is entirely justified by the potential employee demand and the shopper needs, in all probability. If, however, space remains available after they have been provided for, it could be opened up to commuters. (If this were done intentionally, perhaps State or Federal aid could be realized to offset partially the construction cost.)

The cost of the facility has been estimated at \$5.00 a sq.ft., or \$1,500.00 a parking space. This is less than the per space cost of present parking lots in most instances, and in addition, no ratables would be lost to the Village. For all of these reasons, cost of construction, no loss of tax revenues, location and number of spaces provided, the Committee feels this solution is the most practical one available. The appearance of such a facility need not be unattractive

There will be only 3 floors, partly obscured by the railroad track and existing construction, and a decorative facade could be added at a moderate cost. Further discussion of the finances will be covered in a later section. Upon completion of the facility, the areas temporarily converted for employee parking would revert to their original status.

West Side Parking: Steps should be taken immediately to acquire, through condemnation if necessary, land behind the stores along the north side of Godwin Avenue, in accord with the Master Plan. Better utilization of the area along Wilsey Square and Station Plaza would greatly improve traffic flow, which is now a major problem, and add a number of spaces. The Committee feels these projects should be given top priority.

Shopper Parking: Having opened up additional parking for employees, the Committee feels it is essential to insure that these peripheral spaces are used, and that prime space, nearest to the stores and places of business, is left free for shoppers. Presently, as has been shown by the sub-committee survey discussed earlier, the parking lots are most heavily used by employees, because they allow 3 hour parking which make violations simpler. The following measures are recommended:

1. Close all parking lots from 2 A.M. to 9:30 A.M., either by signs forbidding parking, together with effective enforcement, or by a gate that would be raised and lowered at the appropriate times. The lots should continue to be available for 3 hour parking; consequently, the Committee favors a fee

of 5¢ an hour, with a maximum of 3 hours, for all meters in all lots. The prevention of parking until after almost all employees have started work would limit the abuse of this 3 hour limit. An exception to this should be the Cottage Place lot, a section of which should remain available for all day employee parking.

2. All street parking in the CBD should be at the rate of 5¢ an hour, with a maximum of 2 hours except for 1 hour along East Ridgewood Avenue. This latter measure would encourage those who intend to shop for longer periods to use the parking lots and side streets first, reserving the high priority space along East Ridgewood Avenue for those who plan short stops. Retention of the 1¢ for 12 minute parking is also recommended.

Enforcement: The key to making these proposals workable is effective enforcement. A provision restricting repeat parking is necessary, and this would require a complete revision of ordinances affecting the parking lots, making them similar to the regulations now applying on the streets. This would then eliminate all day parking in the lots. The Committee urges that this be done as quickly as possible. A majority of the Committee suggests that consideration be given to the use of meter maids, to provide more extensive coverage of the CBD at a lower cost. A system of progressive fines for repeat violators is favored, to make ignoring the regulations prohibitively expensive.

Parking Signs in the CBD: Interior lots are presently difficult to find for those not familiar with downtown Ridgewood. The Committee recommends use of larger signs, more prominently placed and more clearly pointing out the location of these lots. There should also be more signs governing street parking.

Changeover to New Parking Procedures: In order to minimize the confusion that could result from the movement of employees' cars from the prime areas to peripheral parking, the Committee feels this changeover should be made in stages. Initially, the crisis area closest to the Erie Railroad tracks should be covered. The Chestnut Street lot should be closed for employee parking, and street parking should be strictly enforced. This should be done as soon as alternate parking has been developed on Ridge Road, Village-owned property near the railroad tracks.

This might tend to increase pressure on parking in the CBD to the east of this section, encouraging those in that area, as well, to seek peripheral parking. Not until the procedures in the first sector have begun to operate smoothly, however, should the new policies be extended. Some time might be required to carry out the new regulations throughout the CBD, but the delay would be minor and the benefits great. Not only would there be fewer misunderstandings, but enforcement would be far easier. Furthermore, the public would be given time to become aware of the greater availability of parking, and it is expected that this would result in greater usage of the facilities by shoppers. Consequently, there would be a lesser impact upon the revenues of the parking utility, as meters presently monopolized by employees would be utilized by shoppers. Finally, if those working in the CBD became adjusted to not having the most convenient parking available for themselves, they would more

readily welcome the availability of a permanent facility once it was constructed and would be more willing to use it.

Interior Parking for Shoppers: The Committee believes that Ridgewood must offer something more than the shopping centers in order to compete effectively with them. The public's concept of a shopping center as a more convenient place to go, because of the free parking and the ready availability of many different kinds of stores, must be countered. In addition, there is easier access to shopping centers, because they are located along main traffic arteries.

It has been said that walking is good for the health but bad for business. For example, a mother with small children does not find a parking place 3 or 4 blocks away from a store satisfactory, although many people might consider the walk a moderate one. This is particularly true where extensive shopping is contemplated, because it is difficult to manage both children and packages. In addition, because people usually come to Ridgewood to go to a specific shop, they tend to view the shopping area as being that particular shop for each excursion. Consequently, there is a tendency to keep searching, hoping to find a spot close to the destination. This, in turn, further complicates the parking problem, because of the heavier flow of traffic.

The Committee believes that better development of interior parking areas is desirable. This would involve creation of parking lots on the inside of every block, similar to what has been done with

the Chestnut Street, Prospect Street and Cottage Place lots, resulting in the following advantages:

1. These interior parking lots would improve traffic flow.
2. Shopper convenience.
3. Improved appearance by removing some unused old buildings and redecorating the rear entrance of the stores would maintain and enhance the distinct Ridgewood personalized shopping concept.
4. Combining small plots of land into one coordinated lot would result in more efficient use of the land.
5. Also, it would provide extensive shopper parking without taking prime land (since such interior areas are not usually suitable for shops) and might ultimately permit the reduction of parking along curbs.

The Committee realizes this cannot be completely effected immediately, although some steps could be taken immediately. Some excess funds are available in the parking utility now, and they should be used for this purpose. Landlords could be encouraged to cede land and where necessary, condemnation could be used. Without a long range plan, the utility may fail to acquire land essential to development of interior parking as it becomes available, or future construction may conflict with the goal. The Committee hopes that the Board of Commissioners will be sensitive and responsive to the recommendations of the parking utility to acquire lands as may be considered necessary for the future de-

for future development for parking as the School Board and the Park Department now have.

Traffic Flow: As a further recommendation of this sub-committee, there is an attached traffic flow and street direction map which we urge be adopted in order to reduce traffic jams which are the result of our present traffic uses. If adopted, traffic crossing East Ridgewood Avenue in the CBD would be completely eliminated. All traffic would flow either east or west along the streets noted and all streets running north and south would be used for either right or left hand turns only. In order to permit the Fire Department to answer an alarm on the west side of town, it is recommended that a traffic control light be placed at East Ridgewood Avenue and Prospect Street and Chestnut Street which light would be controlled either by remote control from the apparatus, or from fire headquarters. The traffic light at the intersection of Franklin Avenue and Broad Street would remain but would be used strictly for direction flow signals and would no longer be used for stop and go signals. This plan will greatly improve traffic flow throughout the CBD.

Changing Present Ordinance Governing Provision of Private Parking:

At present a Village ordinance requires that when any structural changes are made in business property, or new buildings are erected, three square feet of parking space must be provided for every square foot of floor space created. The Committee believes this ordinance limits improvements in the CBD, and consequently actually conflicts

of interior areas, rather than the most practical use of the areas as a whole. In the final analysis, it is actually illogical: It has been pointed out that if all of the buildings along East Ridgewood Avenue were to burn down, only one-third of the area could be rebuilt under this ordinance. The Committee recommends that this ordinance be reviewed by the Planning Board with the object of encouraging improvements in the CBD as well as a more efficient utilization of interior areas. The members of this committee will be willing to appear before the Planning Board to discuss this matter with them. A new approach could make unnecessary the present ordinance governing provisions relating to private parking space of properties contiguous to Public Parking lots.

Permanent Parking Commission: The parking situation in Ridgewood over the years has been characterized by hastily-conceived solutions to crisis situations. Overall, the steps taken have been good ones, and have contributed greatly to easing the immediate problems. There has been inadequate attention paid, however, to long range interests and needs, and there has been too little follow-up on the proposals made by numerous study committees over the years. In addition, the Village has failed to take advantage of opportunities to alleviate the problem when they have become available.

The Committee believes this is entirely due to the lack of any permanent agency to supervise parking. The present parking utility

is a shadow agency, existing for financial and budgetary purposes only, without any staff or organizational structure.

A permanent Parking Commission, consisting of three to five citizens, should be appointed to supervise the parking utility. The Commission would be under the jurisdiction of the Commissioner of Revenue and Finance. It would be responsible for implementing long range plans, modifying them when necessary, and recommending action by the Board of Commissioners whenever it appears desirable. In order to do this, this Commission must supervise the Parking Utility's operations, including its finances. Adequate liaison between the Commission and the Planning Board should also be provided.

The Commission could also work with the Ridgewood Chamber of Commerce and other interested parties to publicize the availability of parking in the CBD.

of the additional available space and making use of it as employee cars were transferred.

It is not this Committee's province to assail the present distribution of parking committee revenues. The Committee does, however, feel that if the people of Ridgewood were aware of how these funds are being expended, there would be widespread support for stopping the practice and devoting parking revenues entirely to parking purposes. The benefits to the taxpayer of doing this would soon far exceed the comparatively nominal amounts now being received from the Utility by the General Fund.

Over a relatively brief period, parking lots enhance the value of adjacent properties. This then shows up in rentals, which result in higher assessed valuations. Reassessment would be required for these higher valuations, but this would not create a problem since according to the Village tax assessor, there is no legal impediment to reassessing the CBD alone. More important, in terms of potential benefits to the people of Ridgewood, is the additional investment that would be encouraged. An indication of this is the fact that major improvements in the CBD have been toward Maple Avenue, where parking is more ample, while near the Railroad, where the problem is presently most acute, the improvements have been relatively few.

The following projections of revenues and expense of the Parking Utility for 1968 were given to this Committee by the Village

FINANCIAL FACTORS

All of the present facilities of the parking utility have been paid for entirely from the revenues of the Utility. No tax funds have been used for the purchase of meters, parking lots, or maintenance purposes. In fact, as will be explained later, the parking utility has made, and continues to make, very substantial contributions to the General Fund of the Village.

The Committee feels that it is desirable for the parking utility to continue to be self-supporting. This is true despite the great benefits to the taxpayers that could be expected to result from an immediate expansion of parking facilities in the CBD, due to the improvement in assessed valuations that this would stimulate. While it may occasionally become desirable for the Village to advance sums to the Utility, it is not expected that this will be necessary, and if it is, the funds should definitely be required only on a temporary basis.

Use of Parking Utility Revenues: The parking utility now generates approximately \$74,000.00 annually in meter revenues. It is expected that revenues from present meters would show some immediate decline in income if employee parking were relegated to peripheral areas. We feel confident, however, that this decline in fees within the CBD would be temporary, and it would in any case be partially offset by fees at the new meters. That is, total revenues of the Utility would not decline significantly or for long. The supply of new spaces would create its own demand, with the public becoming aware

office. The 1968 revenues and expenditures projected from 1967 experiences of the parking utility are listed as follows, were taken from the books of the Village:

Income from Meters \$74,046.00

Expenditures:

Salaries

- Parking meter repairman and collector	\$ 6,978.00
Counting and sorting money	724.00
Police salary	8,850.00
Vacation substitute	300.00
Social Security	400.00
Sign and street markings	<u>1,910.00</u>
Total	\$19,162.00

Operating Expenses

North Walnut Street Lot	
Lease	2,700.00
Taxes	<u>1,800.00</u>
Repair Parts and maintenance	4,500.00
Miscellaneous	4,600.00
Current Fund Charges	1,500.00
Insurance	3,000.00
Streets-seal coating	7,000.00
Street cleaning and equipment rental	<u>6,200.00</u>
Total	<u>16,200.00</u>
	26,800.00

Debt

Bond retirement	15,882.40
Interest on bonds	<u>3,032.11</u>

Total \$64,876.51

SURPLUS \$ 9,169.49

The Committee does not question the use of utility revenues for utility expenses, but a number of the items listed appear to be general Village expenses, which could more properly be paid from tax revenues. Included in this are the police salary, street cleaning and equipment rental, seal coating and probably some of

the repair parts and maintenance costs. Together, these expenditures aggregate more than \$20,000.00.

In addition to these regular annual expenses, there are some extraordinary expenses that have been paid for out of utility revenues. Notable among these is the Bus Station on the corner of Prospect and Dayton Streets. The cost of this, including furnishing, was approximately \$20,000.00, and all of it was paid for from parking utility revenues, although the relationship between it and parking in the CBD is not clear to any member of the Committee. The Bus Station is not a revenue-producing facility, while parking areas are, and consequently, while spending utility revenues for this purpose may have saved the Village a small expenditure, the saving is illusory if the cost in future income lost is taken into account. If these funds were used for development of parking facilities, the present day facilities would be more adequate.

The Committee also questions the equity of paying a police salary from parking utility revenues. While we do not in any sense favor relating police compensation to fines collected, it is nevertheless interesting to note that overtime parking fines in Ridgewood during 1967 totaled over \$9,000.00. Furthermore, those who are performing these duties in the CBD are also handling other functions, including traffic direction. The Committee believes that these are normal police functions, to which the CBD is entitled, as are other taxpayers, by virtue of the revenues it pours into the General Fund.

We recognize that general tax revenues would have to be used to pay these expenses if all parking revenues were used for parking purposes, but the increase would be an insignificant part of the over-all Village budget. On the other hand, if the funds from the parking utility monies now going to the general fund could be used to support a bond issue, more than \$300,000.00 of improvements could be made immediately. As was pointed out earlier, this could be expected to result over a very short period of time in increased tax revenues, either through higher assessed valuations on existing properties or through the attraction of more investment into the Village. At present tax rates, only \$500,000.00 of additional ratables would be needed to break even, and this does not take into account the higher revenues that would come from whatever additional facilities were created.

Financing of Proposed Multi-Level Parking Facility: A multi-level parking facility over the Ford Motor Complex would cost approximately \$5.00 a square foot, or \$1,500.00 per parking space. Allowing a margin for rising costs, the Committee believes that the aggregate cost of a 520 space facility would be no more than \$800,000.00. The following table shows the cost of servicing a bond issue of \$100,000.00, assuming level debt service (like that on a mortgage, where equal payments are made throughout the life of the debt, with principal accounting for an increasing portion), for varying periods of time and at three rates of interest.

BORROWING COSTS PER \$100,000 - LEVEL DEBT SERVICE

<u>Term</u>	<u>4% $\downarrow$</u>	<u>4$\frac{1}{2}$% $\downarrow$</u>	<u>5% $\downarrow$</u>
20 years	\$7,358.18	\$7,687.61	\$8,024.26
25 years	6,401.20	6,743.90	7,095.25
30 years	5,783.01	6,139.15	6,505.14

The Committee believes that under prospective market conditions the cost of such borrowing would be around 4 $\frac{1}{2}$ %, but only if the term is limited to 25 years. Therefore, a figure of \$6,743.90 per \$100,000. seems most reasonable. This means that the annual cost of servicing a debt of \$800,000. would be \$53,950.00

In such a facility, a cost of 50¢ a day would be acceptable, particularly since employees parking for 9 hours in the presently available spaces spend 45¢ daily. This daily rate of 50¢ would amount to about \$12. a month, or \$144. a year. At that rate, an average occupancy of only 375 spaces would be required to provide the \$54,000. necessary to cover the assumed debt service. Any balance would be available for maintenance costs and to build up a reserve which could then be used to retire bonds prior to their maturity, if they were made callable. This occupancy rate is only 72%, and in view of the need for parking spaces in the area under consideration, particularly after present spaces become unavailable for employees, this would be an extremely conservative rate. There seems to be no question, therefore, that such a parking facility would not only answer the immediate problem in the crisis area, but would be fully self-supporting, and in fact,

would probably run a substantial surplus.

Alternative Financing Methods: The Committee considered other means of financing major improvements, in addition to those already discussed. One of these was the "benefit assessment", under which property adjacent to or near an improvement is assumed to have acquired an incremental value as a result of the improvement. This increased value becomes the basis for a higher assessment, which in turn pays the cost of the improvement. Whether or not this means of financing is legal in New Jersey, we would not favor its use. More important than the legality is the equity and we believe this would be questionable in view of the very substantial benefits already being derived from the CBD by the Village. Furthermore, the plan seems unnecessary if, as appears likely, further parking facilities will be self-liquidating.

A plan for assessing businessmen in the CBD on a flat basis of \$20, \$25, or more per month was also suggested. On such a basis, the assessment would not reflect the size of a business or its volume, but would be a completely regressive tax. A tax based upon volume, on the other hand, would not reflect the profits of a business, but would fall heavily on those businesses having large sales but low profit margins. Furthermore, it would burden retail merchants greatly, and would hardly touch some professional men, who are also important factors in the parking problem. This last objection touches on the drawbacks to an assessment based on profits, since this would not

reflect the actual burden a given business imposes on the parking facilities.

To sum up, the Committee believes the Parking Utility can and should continue to be self-supporting, but that for many reasons it should no longer be required to contribute to the General Fund. The benefits the General Fund derives from the CBD should continue to come from tax revenues, and these will grow as the CBD continues to prosper.

CONCLUSIONS

Ridgewood has a parking problem of substantial dimensions. This is apparent to any observer at peak periods, but it is perhaps less evident that the lack of ample parking is a limitation on the growth of Ridgewood's Central Business District. This growth is essential, because if our business district begins to decline on a relative basis, inevitably it will soon begin to decline on an absolute basis.

The CBD contributes approximately One Million Dollars annually in income to the Village. This sum accounts for 42 points of our present tax rate structure.

The direct cause of the problem is employee parking. This defines the problem, but does not define it out of existence. Employee parking is essential because those who work in the CBD have no alternative transportation other than their own automobiles. There is no adequate public transportation, and most of those working in the District do not live within walking distance.

In the opinion of the Committee, one significant possibility for increasing non-residential ratables in the Village lies within the CBD. In view of the mounting costs of government and the increasing burden they impose on residential property, we must take advantage of this opportunity. We do not believe that the people of Ridgewood have been fully aware of the importance of the CBD to the entire Village, and the benefits that can be derived from its greater health and prosperity. Adequate parking is essential to this, and may well be the key. Funds devoted to this purpose would soon pay dividends far beyond the initial cost of the facilities, and an investment of this nature is one we can ill afford to neglect.

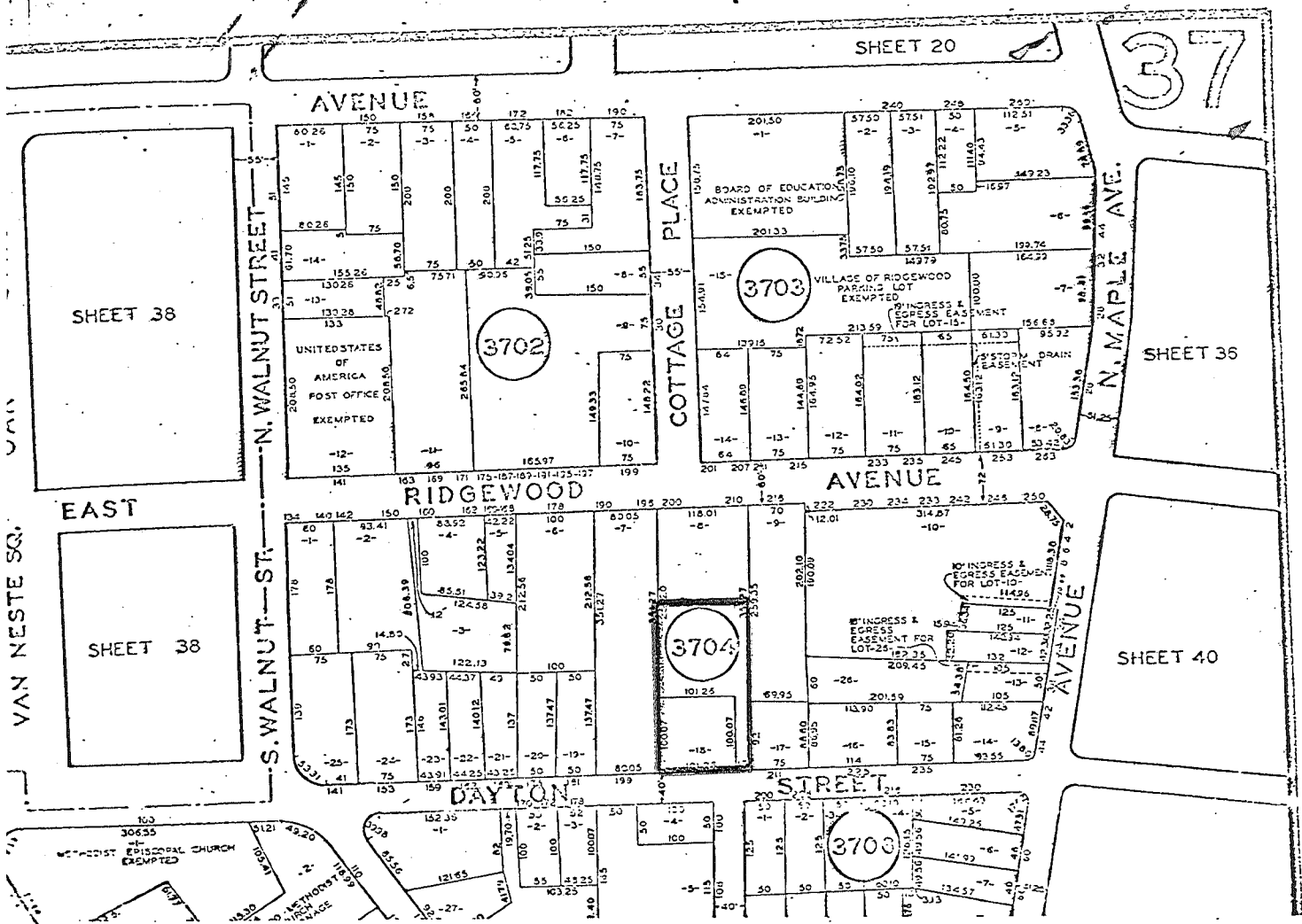
The Committee does not advocate major extensions of the CBD, or changes that would alter the essentially residential nature of Ridgewood. It does not feel that the Village should become a regional shopping center, but Ridgewood should continue to be the shopping and commercial center for the surrounding area. If the Village is to maintain its position as a prime residential community, it must continue to offer at least the same services that other communities with more non-residential ratables offer. This will require either higher taxes or more ratables, with the only alternative being Ridgewood's decline, either in absolute or relative terms. Taxpayers' antagonism to rising rates is already evident. The Central Business District of Ridgewood is one of the major areas available for any substantial increase in non-residential ratables. The other alternative is unacceptable.

APPENDIX I

SURVEY TO DETERMINE THE NUMBER OF EMPLOYEES AND EMPLOYEE VEHICLES COMING IN TO THE VILLAGE OF RIDGEWOOD'S CENTRAL BUSINESS DISTRICT ON A DAILY BASIS.

This survey, conducted for the Mayor's Parking Committee, was completed in the early part of January, 1968. The cost of this survey was defrayed by the Ridgewood Chamber of Commerce. The Method of obtaining this information is as follows:

1. A qualified former New York Bell Telephone service representative was hired inasmuch as she was completely equipped to obtain the vital information that is contained herein.
2. A reverse telephone directory listing every occupant of the CBD, which listing designated the address and telephone number, was used as a source of reference.
3. A personal telephone call was then placed by our representative to either the owner or manager of the specific firm, store, or office, and the information obtained was identified as having been given by that individual of that firm. Five questions were asked of the person contacted. These questions are listed 1, 2, 3, 4, and 5, on the attached survey map.
4. After all of the information was compiled on survey data sheets, Patrolman McAuliffe was given the sheets so that the information could be verified by him since he is completely familiar with who occupies parking spaces in the CBD.
5. The survey was conducted on a 4 square block area so that the specific demand of all occupants within that area could be noted so that relief may be provided wherever critical areas exist.
6. The east side was separated from the west side so that independent solutions could be applied wherever the need existed.



NUMBER OF PARKING SPACES 72

Number of Proposed Parking Spaces 72

Total Cost 118,254

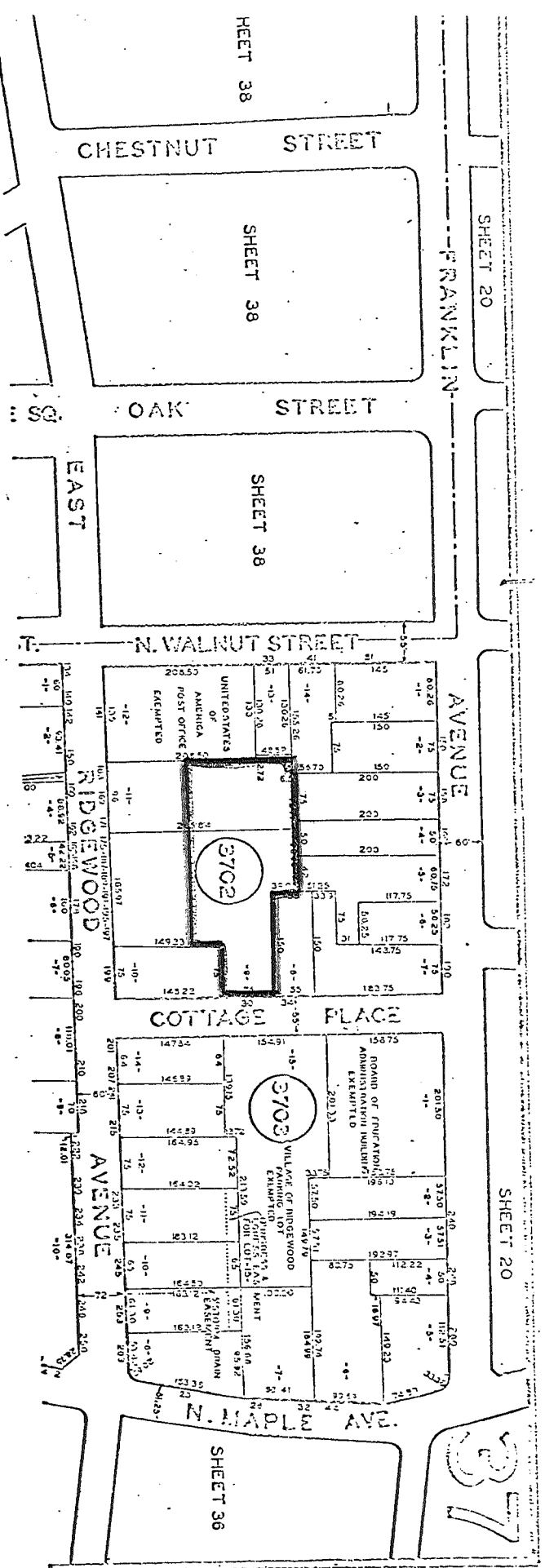
Total cost per space 1,642

NUMBER OF PARKING SPACES 85

Existing Non-metered Parking 98

Total Cost 221,400

Total Cost per Space 2,604



33

SHEET 20

FRANKLIN

SHEET 20

AVENUE

STREET

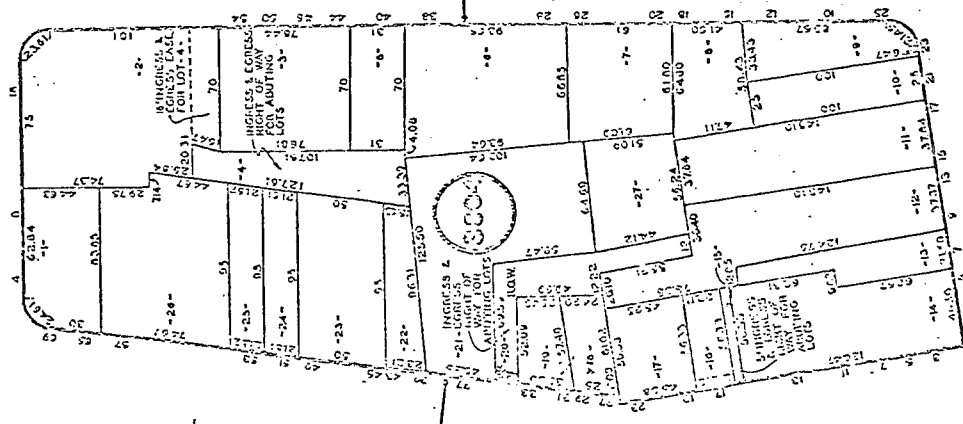
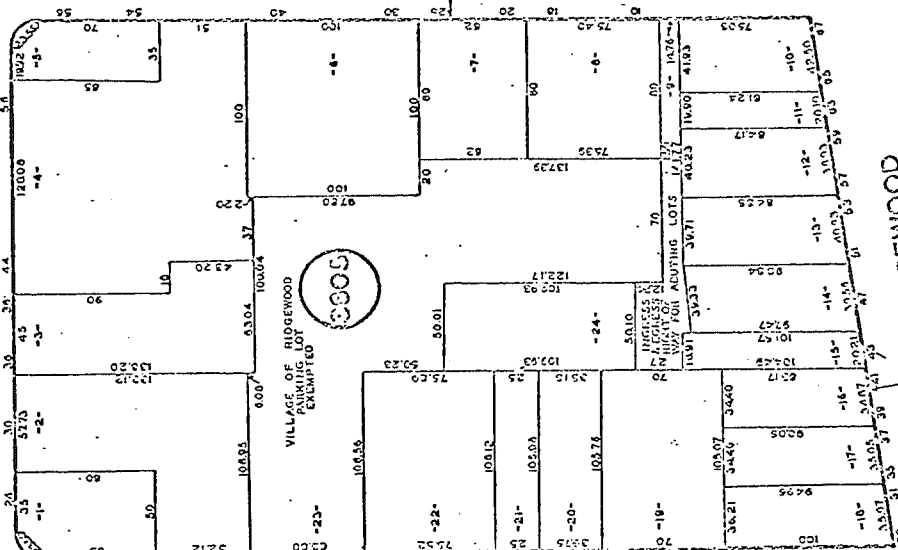
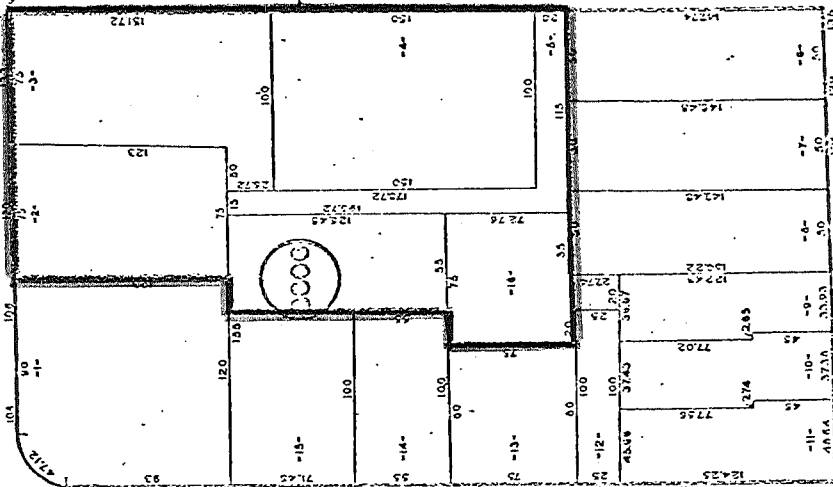
OAK

STREET

N. WALNUT

AVENUE

RIDGEWOOD



NUMBER OF PARKING SPACES 130

Existing Parking: 40 Metered, 50 non-metered

Total cost 385,300

Total cost per space 2,964

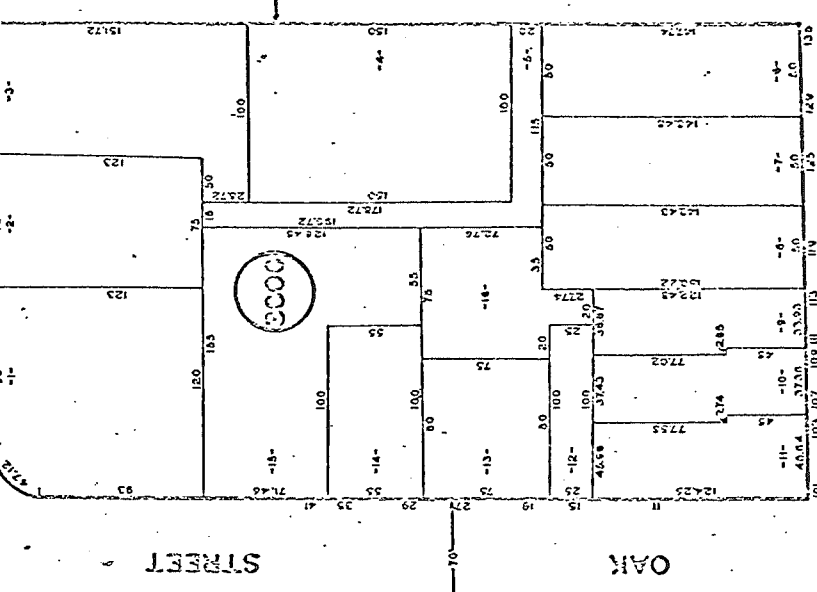
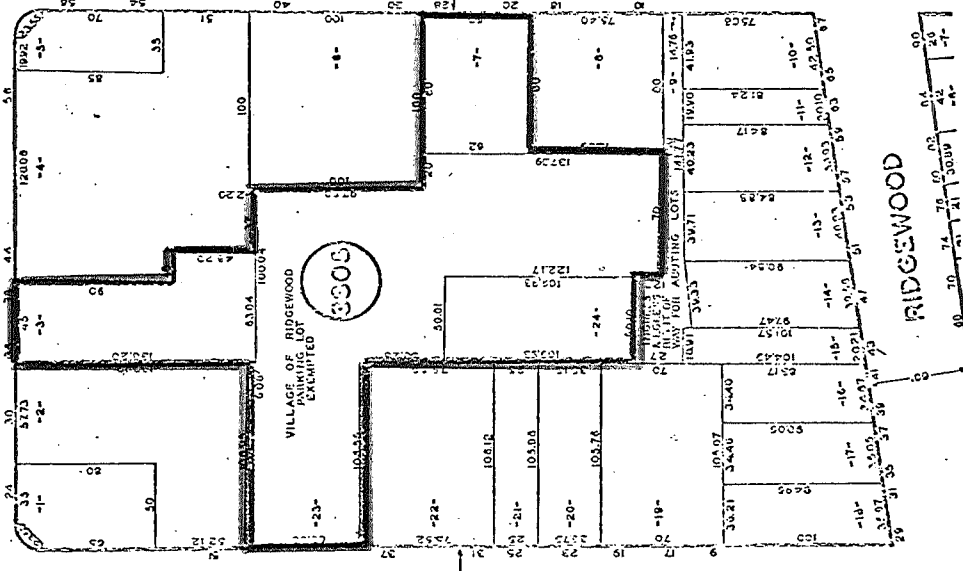
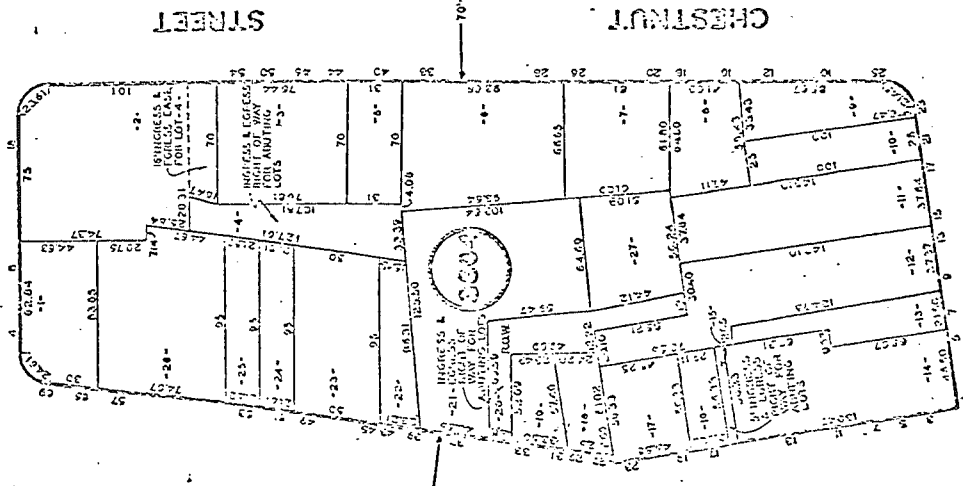
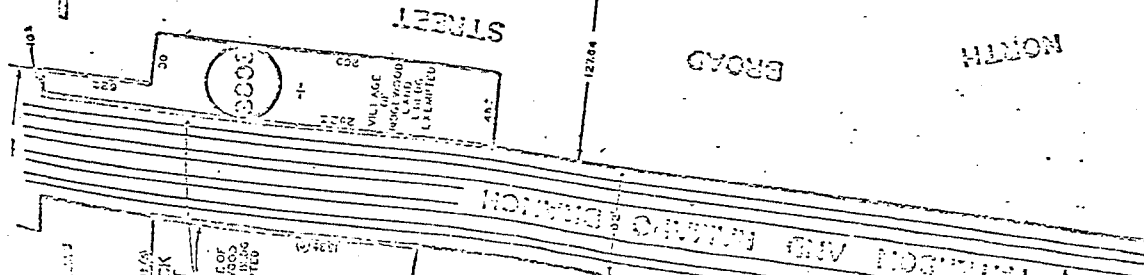
SHEET 20

FRANKLIN

SHEET 20

AVENUE

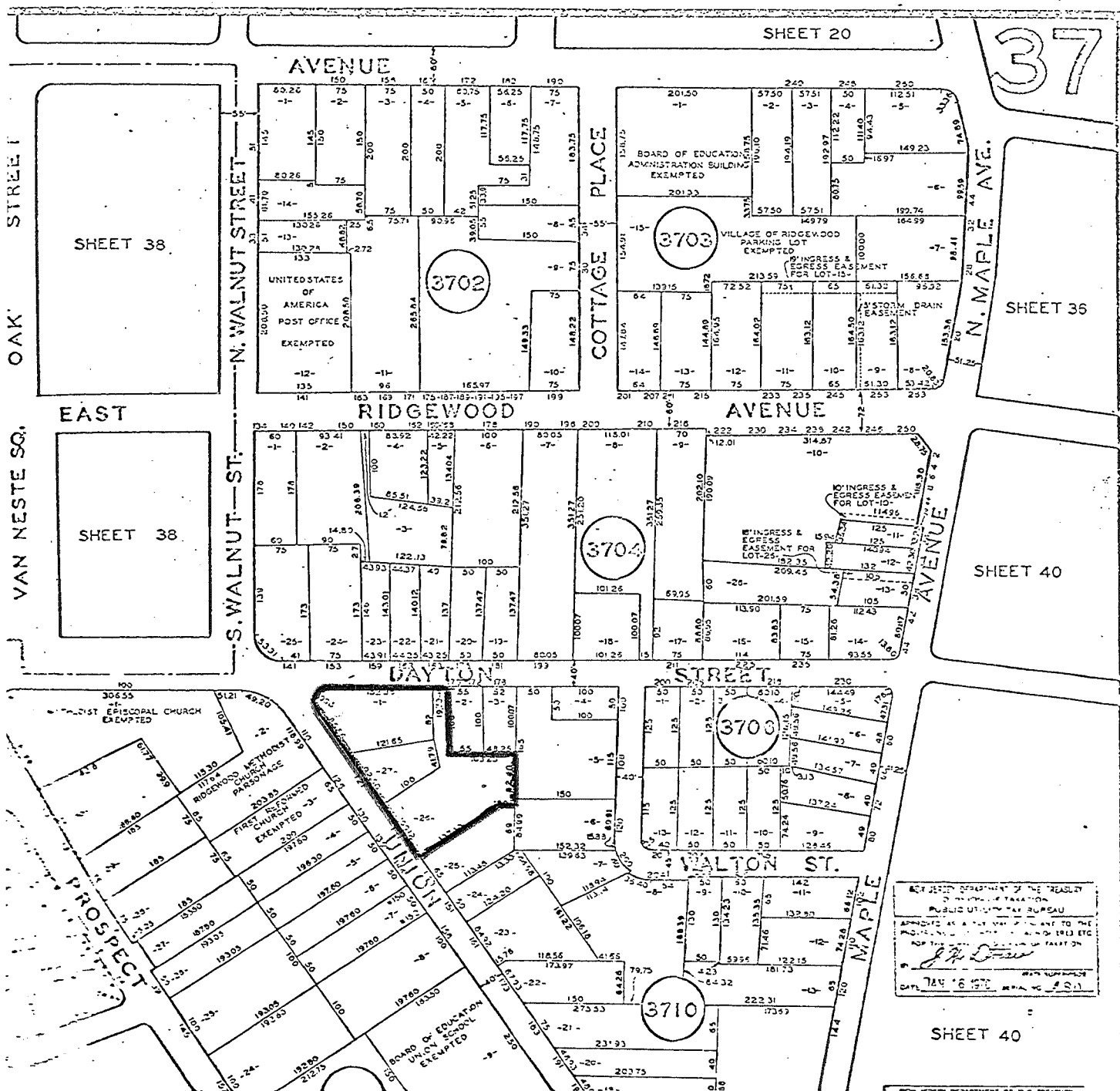
3000



NUMBER OF PARKING SPACES 106

Total cost \$259,500

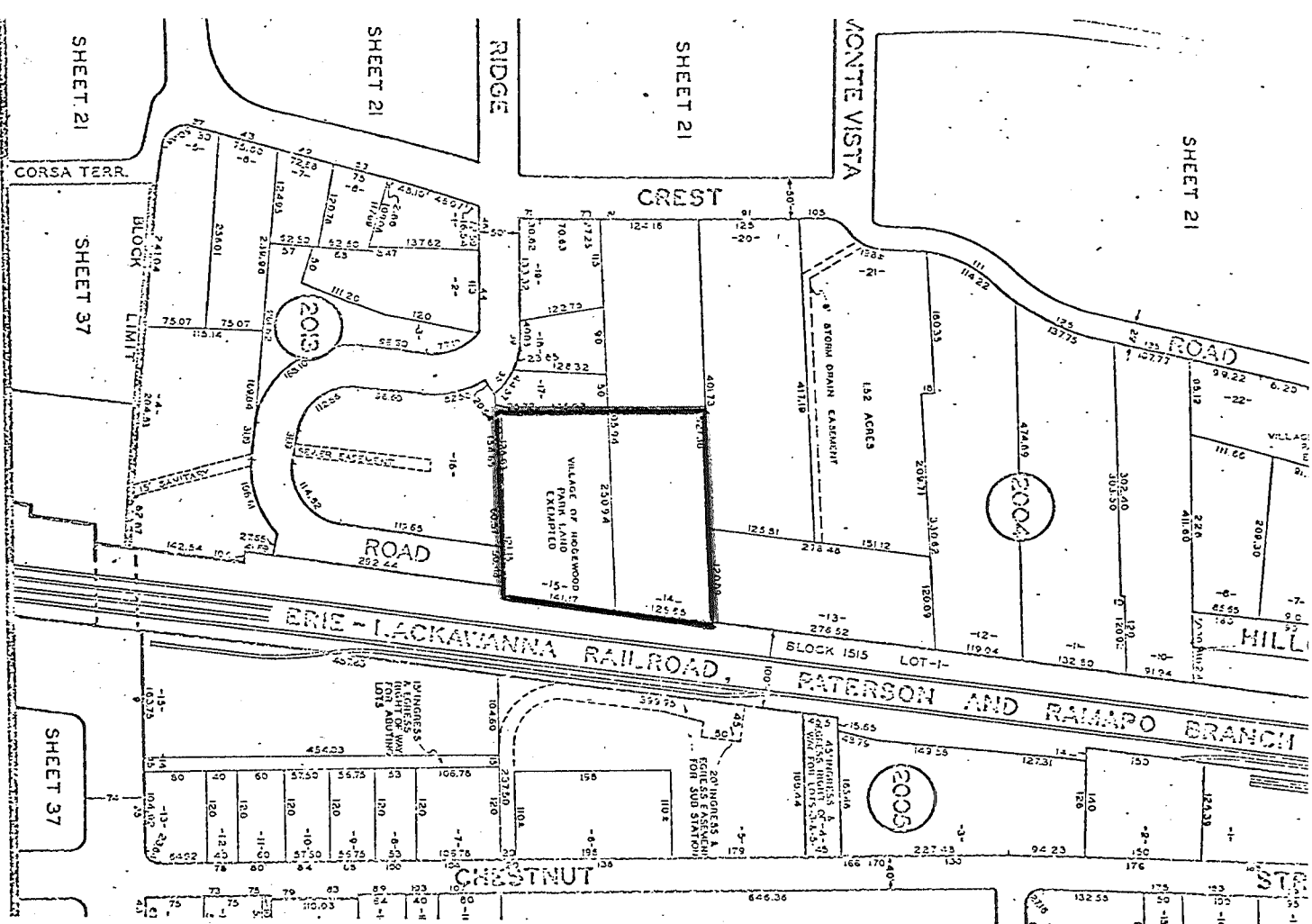
Total cost per space \$2,448



NUMBER OF PARKING SPACES 105

Total cost \$241,120

Total cost per space \$2,297



NUMBER OF PARKING SPACES

Total cost

Total cost per space

Lot 15

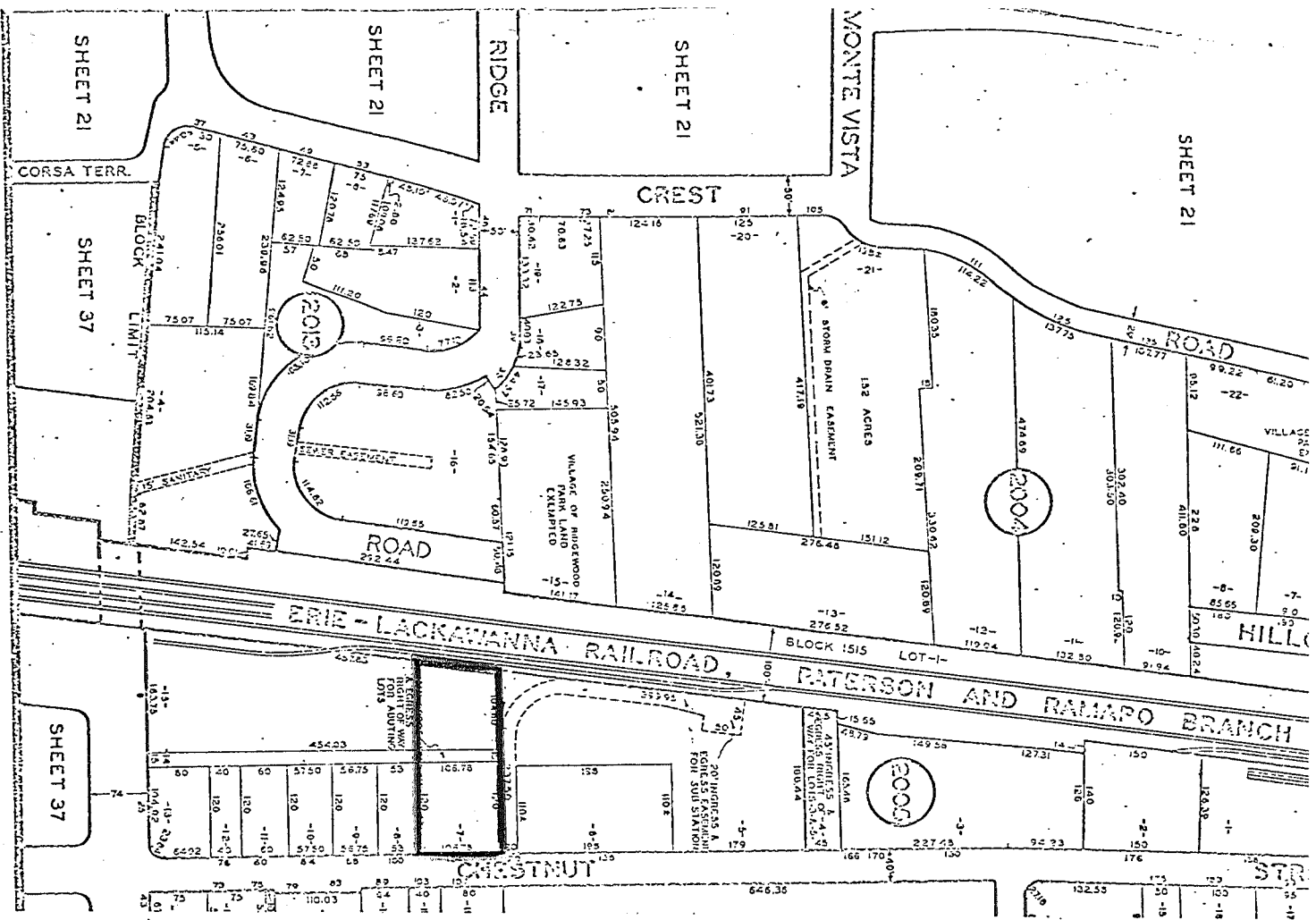
93

\$ 229,045

Lot 15 & Pt. 14

152

\$ 1507



NUMBER OF PARKING SPACES (GRADE LEVEL)

76

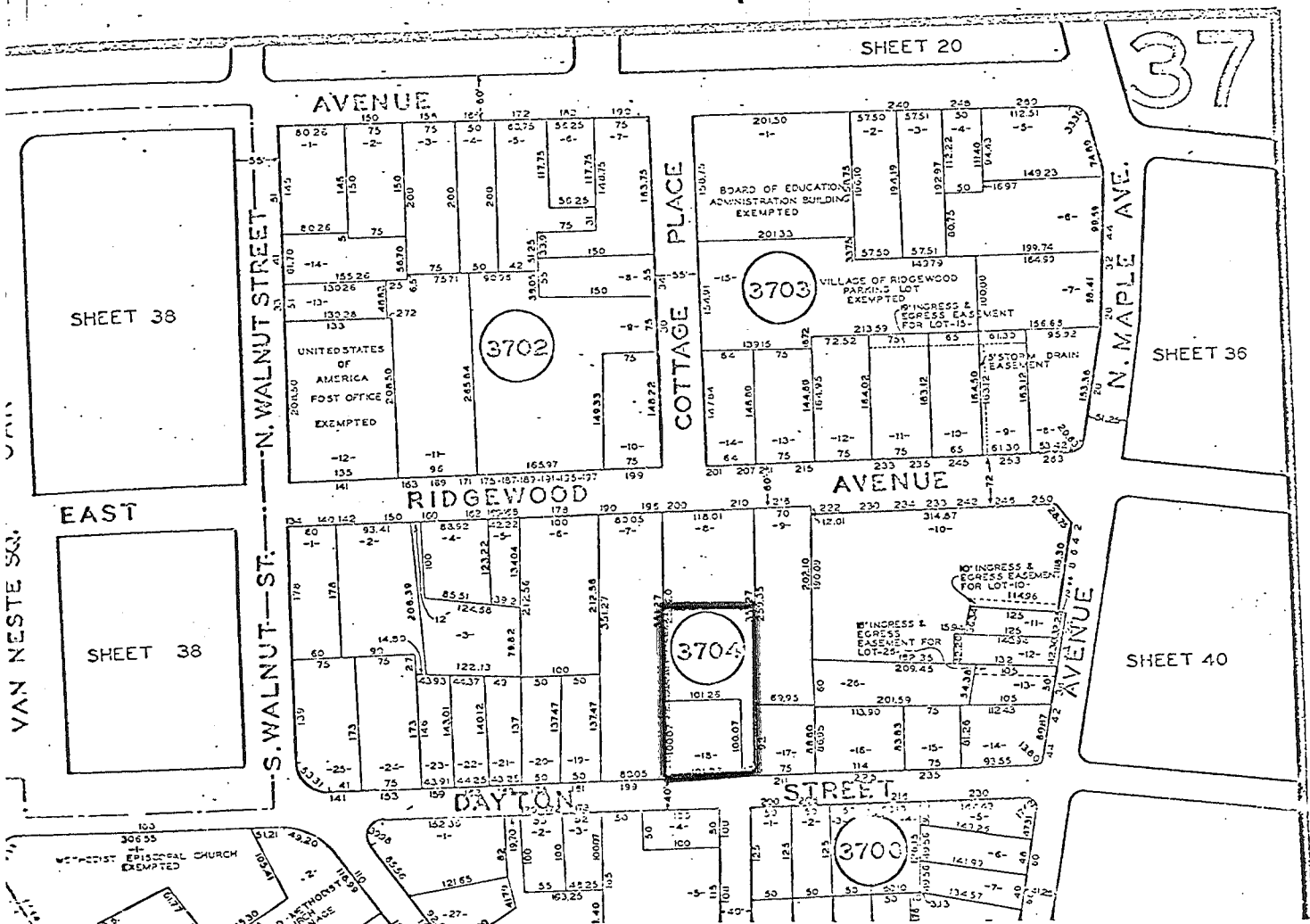
ESTIMATED CONSTRUCTION COST

\$ 56,400

COST PER SPACE

\$ 742

EXISTING PARKING 70 CARS



NUMBER OF PARKING SPACES 72

Number of Proposed Parking Spaces 72

Total cost 118,254

Total cost per space 1,642