

Parking

Downtown Newark has a dense mix of on and off-street parking. Off-street facilities include public (City-operated) and private customer parking facilities. On-street parking facilities largely include meters in the Downtown for short-term use. According to the *Downtown Parking Garage Study*, June 2007, there are 1,651 off-street parking spaces in the Downtown and 198 metered parking spaces. The overall peak hour occupancy rate for the Downtown was 72 percent. This rate falls within an acceptable rate for an urban downtown area. Typically, occupancy rates of 85 to 90 percent are considered to be the upper threshold for serviceable occupancy rates. Based on these results it does appear that there is a currently adequate parking supply in the Downtown.

However, despite an acceptable overall occupancy rate, this report recognizes that added growth is expected in the future. As such, the City of Newark should be prepared to increase their supply in certain areas to ensure future needs are met. In the short-term, plans to implement the **“Morepark”** parking system on existing surface lots will likely provide for healthy occupancy rates in the interim.



Longer term, the Plan recommends implementation of the proposed **structured parking garage on Lot #1** behind the Galleria.



Lot #1

The advantage of a garage here, is it would be a more effective use of land and would allow added economic development activity. Currently the City is working with a developer to assess the financial feasibility. A garage would include ground level commercial or a liner building fronting Delaware Avenue, to create a more attractive appearance from this view and maximize income potential.

Other initiatives to improve parking should include:

- **Consolidate parking lots and entrances.** For instance, a new Center Street entrance and/or exit to Lot # 3 (behind businesses on the north side of Main Street behind Wilmington Trust/IHOP) would provide better access and would allow for fewer access points on Main Street, reducing possible pedestrian conflicts. Also, look for opportunities to merge private lots into larger municipal lots. Pay municipal lots allow for greater management of demand for parking.
- **Maximize space in existing lots.** An option for this includes consolidating dumpsters with trash compactors. This improves lot aesthetics while reducing space taken up by dumpsters.
- **Improve wayfinding to parking entrances.** Use of banners and more visible signs at and in advance of parking lots is recommended. The perceived lack of parking exist largely

Source: www.morepark.com

Morepark is a modular parking system that can be constructed at a fraction of the cost and time of a traditional garage. Features include:

- Foundationless – built over existing surface and can accommodate elevation changes across the lot.
- Modular – made of precast sections, it can be installed in 4-8 weeks.

because many visitors are unable to easily find municipal lots.

Measures to reduce the demand for parking are another important strategy. These include:

- **Expand car-sharing** beyond the University to other parts of Newark. The University recently implemented a car sharing program (Zipcar). This newly implemented program should be monitored for its effectiveness. If successful, the program should be expanded to reduce the need for car ownership by downtown residents and students, as well as at workplaces.
- **Add bicycle parking downtown.** Currently, the City is working to install 16 bike racks supplied by DelDOT along Main Street. Additional racks should be installed in the future in locations with a demonstrated need.

Transit

The City, DART and the University should partner to provide a coordinated transit system befitting a world-class University town. Currently the public transportation system in the City of Newark consists of both bus and rail service. As shown in Table X, bus service is offered through three separate agencies: UniCity, Delaware Transit Corporation's DART First State service (DART), and the University of Delaware. The UniCity system offers relatively limited service in terms of frequency (Table XI) and span (Table XII). Service is oriented to trips within Newark and the routes are relatively circuitous. The UniCity is a City of Newark service that is operated by the University of Delaware with the cost underwritten by DART. With the exception of Route 31, the Newark Trolley, DART links Newark to Wilmington and other portions of New Castle County as well as Elkton, MD. The focal point for DART bus routes is the Newark Transit Hub which is situated between Main and Delaware. It provides bus loading areas, shelters and transit information. The University of Delaware operates several routes oriented to the

campus. Figure 17 indicates the alignment of UniCity and DART routes while Figure 18 depicts the University of Delaware bus system. Commuter rail service is operated by SEPTA under an arrangement with DART. Amtrak trains and Greyhound buses also stop in Newark, with service that is too limited to serve commuters.

Based on a review of these services, as well as, field views and observations, a number of proposals have been formulated. They have been divided into several areas:

- **Transit Hub** – Currently, this transit facility is oriented primarily to DART routes while the potential connections with other bus routes are not well established. To address this, the adjacent bus stops on Main and Delaware would have special treatments that indicate the proximity of the Transit Hub. This would include features such as bus stops signs, passenger waiting shelters, real-time schedule information (e.g., Next Bus) and concrete pavers or other descriptive materials to denote the extension of the Transit Hub to the nearby cross streets.
- **Amenities** – The current system is substantially lacking in terms of amenities and features that identify the transit system. This would include bus stop signs at all UniCity and University stops, and for all stops, information about services, schedules, and phone and web page to obtain transit information. With the exception of the Municipal Building, there are almost no bus stop signs along the UniCity routes. Other elements of this recommendation would be passenger waiting shelters or benches at the more heavily used bus stops. A priority scheme could be devised based on ridership levels at each stop and the extent of transferring between buses. In addition, bicycle racks on buses, currently installed on all DART buses and some University shuttles, should be added to all buses.

Another feature that can increase transit visibility and ridership is to install ride guides which list schedule times for that bus stop. Even more appealing is the provision of real-time information on bus arrivals and departures. The University of Delaware offers this service and it should be extended to other routes equipped with Automatic Vehicle Locator technology.

- **Marketing** – There needs to be a single source of information on the transit services provided by each agency. A single transit map should be prepared for Newark which would show all routes, schedule times, fare information and contact phone numbers and web addresses for each agency. Newark might prepare a schedule book which lists information (maps and schedules) for all routes in a single document. Information might also market options for other “Car-free in Newark” services including bike and walking routes, shuttles, etc.

While there may be some issues related to liability, the University of Delaware system should be promoted as a transit service available to the general public. Many other campus bus systems permit and encourage riders not affiliated with the school. Likewise, many universities offer a U-Pass bus pass that allows students and employees free or reduced fares on public buses.

- **Service Modifications** – Two basic modifications are suggested for the existing bus lines. First, the University of Delaware system should provide at least a minimum service level when school is not in session. Also, better connections with the DART routes at the Transit Hub would benefit students and employees.

The second proposal involves merging the three UniCity routes and the Trolley into one

or two new routes that would provide improved circulation, transit access and frequencies in Newark. Currently, UniCity routes are too circuitous and infrequent to attain reasonable ridership levels. The Trolley does not attract sufficient ridership due to limited hours and frequencies and this bus line is being considered for elimination. Accordingly, a new shuttle route is suggested that would follow the alignment shown in Figure 19. The route would have a 12.1 Miles round trip distance and should permit frequent service with one or two buses. A merged route would no longer serve some areas that UniCity serves, but these areas do currently have DART service. If a free or reduced fare is desired, the route would need to be operated by the City and University or with a subsidy to DART. A variation would be two local routes. This could be considered later if additional resources were available.

Concerns exist that a merged circulator route would still be unproductive. If a merged route does not meet DART service standards, resources from the circulator route should go to expanding other routes that serve Newark and surrounding areas, which are more successful. For instance, Route 6 is one of DART’s most successful routes, but does not circulate beyond the Transit Hub. Ridership on Routes 55 and 34 have both grown at rapid rates but have limited service hours.

- **Newark Regional Transit Center** – Separate from this plan, a variety of rail improvements are being planned. An engineering plan is now underway for an improved train station at the Chrysler site. Transit oriented development and realigned local bus routes should be part of this analysis and implementation. This, along with current track work will allow for increased SEPTA service and future Maryland (MARC) commuter rail to Newark.

Table X - Route Description

Route Designation	Between	And
UniCity Bus System		
N-1	Kimberton Pool/Senior Center	Chestnut Hill Plaza
N-2	Kimberton Pool/Senior Center	36 E. Main Street
N-3	Kimberton Pool/Senior Center	Main Street/S. College Avenue
DART		
6	Newark Transit Hub	Wilmington Rail Station
16	Fairfield Shopping Center	Rodney Square
31	College Square Shopping Center	Newark Municipal Building
33	Newark Transit Hub	Rodney Square
34	Newark Transit Hub	Rodney Square
39	Newark Transit Hub	Rodney Square
55	People's Plaza	Rodney Square
59	Newark Rail Station	Wilmington Rail Station
65	Newark Transit Hub	Elkton Manor Apartments
Southeastern Pennsylvania Transportation Authority (SEPTA) Regional Rail		
Wilmington/Newark Line	Newark Rail Station	Suburban Station
University of Delaware		
3 Laird Campus	Ray Street	Old College
7 Elkton Road	W. Park Place & Willa Road	Winslow Road
11 Evening Route 1	Perkins Student Center	DART Bus Shelter
13 Field House	Old Paper Mill Road	Old College
16 Red/Yellow Express	Townsend Hall	Smith Overpass
22 Evening Route 2	Perkins Student Center	Pearson Hall
24 South Campus	Newark Train Station	Perkins Student Center
27 Morris Library	Morris Library	Lovett Ave. & S. Chapel St.
30 Shopping Center Express	David Hollowell Drive	Ray Street
35 Chapel/Wyoming	Univ. Courtyard (S. Chapel St.)	Student Services Bldg
44 Hen After 10	Smith Overpass	Main St. & Academy St.

DART Routes Historical Ridership for Routes Serving Newark

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
6	623,139	613,619	627,111	623,334	657,338	653,188	715,204	758,309	718,466	758,138
33	408,901	352,074	300,560	319,874	334,177	370,571	355,618	398,347	394,965	417,125
55	43,785	64,712	71,217	74,525	85,546	90,748	88,693	118,401	128,361	140,193
34	17,262	18,788	31,237	31,120	37,470	29,576	45,182	107,185	73,868	66,714
39	1,888	36,934	35,862	37,230	45,718	40,973	37,818	43,888	50,532	43,766
16	58,618	47,159	43,786	45,177	45,206	43,762	41,574	53,372	47,306	37,720
65	9,366	13,765	13,317	21,509	20,885	19,385	18,561	17,662	11,353	9,374
31	N/A	N/A	N/A	N/A	N/A	N/A	N/A	9,172	12,601	6,275
59	3,484	3,271	3,194	2,943	3,270	3,904	2,832	2,902	2,895	2,212
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Total	1,166,442	1,150,324	1,126,284	1,155,712	1,229,610	1,252,107	1,305,482	1,509,238	1,440,347	1,481,517

Source: Delaware Transit Corporation

Table XI - Frequency of Service

Route Designation	Weekday				Weekend at Noon	
	AM Peak	Midday	PM Peak	Evening	Saturday	Sunday
UniCity Bus System						
N-1	--	105	--	--	--	--
N-2	1 trip	--	1 trip	--	--	--
N-3	1 trip	--	1 trip	--	--	--
DART						
6	22	30	30	30/60	30	60
16	30	--	30	--	--	--
31	--	30	--	--	--	--
33	30	60	30	30/60	60	--
34	60	--	60	--	--	--
39	30	--	30	--	--	--
55	60	60	60	60	60	--
59	--	2 trips	--	--	--	--
65	80	--	85	--	--	--
Southeastern Pennsylvania Transportation Authority (SEPTA) Regional Rail						
Wilmington/Newark Line	39	2 trips	48	--	--	--
University of Delaware						
3 Laird Campus	13	13	13	26	--	--
7 Elkton Road	20	20	20	--	--	--
11 Evening Route 1	--	--	--	40	--	--
13 Field House	45	45	45	--	--	--
16 Red/Yellow Express	8/20	8/20	15/20	--	--	--
22 Evening Route 2	--	--	--	40	--	--
24 South Campus	20	20	20	--	--	--
27 Morris Library	--	1 trip	--	--	--	--
30 Shopping Center Express	--	--	--	--	40	--
35 Chapel/Wyoming	20	20	20	--	--	--
44 Hen After 10	--	--	--	10	--	--

Table XII - Span of Service

Route Designation	Direction	Weekday		Saturday		Sunday	
		Start	End	Start	End	Start	End
UniCity Bus System							
N-1	--	8:51 AM	4:15 PM	--	--	--	--
N-2	--	7:20 AM 5:12 PM	7:59PM 5:54 PM	--	--	--	--
N-3	--	7:20 AM 4:17 PM	8:51 AM 5:40 PM	--	--	--	--
DART							
6	From Newark	5:31 AM	11:23 PM	7:05 AM	8:29 PM	9:52 AM	5:43 PM
	To Newark	4:39 AM	11:21 PM	5:54 AM	8:14 PM	8:54 AM	5:42 PM
16	From Newark	6:24 AM 5:06 PM	8:43 AM 6:55 PM	--	--	--	--
	To Newark	5:39 AM 4:15 PM	7:44 AM 6:33 PM	--	--	--	--
31	--	8:48 AM	4:21 PM	--	--	--	--
33	From Newark	5:34 AM	11:41 PM	7:15 AM	8:50 PM	--	--
	To Newark	5:21 AM	11:41 PM	6:00 AM	8:29 PM	--	--
34	From Newark	6:04 AM 2:31 PM	9:53 AM 7:24 PM	--	--	--	--
	To Newark	6:00 AM 1:30 PM	8:51 AM 7:34 PM	--	--	--	--
39	From Newark	6:10 AM 4:35 PM	8:15 AM 5:38 PM	--	--	--	--
	To Newark	6:30 AM 4:15 PM	7:23 AM 6:54 PM	--	--	--	--
55	Eastbound	5:45 AM	10:25 PM	7:20 AM	8:29 PM	--	--
	Westbound	4:42 AM	9:06 PM	6:00 AM	8:41 PM	--	--
59	From Newark	11:55 AM	12:45 PM	--	--	--	--
	To Newark	12:17 PM	1:05 PM	--	--	--	--
65	From Newark	5:14 AM 3:05 AM	8:16 AM 6:43 PM	--	--	--	--
	To Newark	5:42 AM 3:48 PM	8:50 AM 7:14 PM	--	--	--	--
Southeastern Pennsylvania Transportation Authority (SEPTA) Regional Rail							
Wilmington/Newark Line	From Newark	6:22 AM	8:28 PM	--	--	--	--
	To Newark	5:26 AM	5:27 PM	--	--	--	--
University of Delaware							
3 Laird Campus	--	7:20 AM	10:38 PM	--	--	--	--
7 Elkton Road	--	7:11 AM	6:05 PM	--	--	--	--
11 Evening Route 1	--	6:15 PM	10:59 PM	--	--	--	--
13 Field House	--	7:20 AM	6:14 PM	--	--	--	--
16 Red/Yellow Express	--	7:30 AM	7:00 PM	--	--	--	--
22 Evening Route 2	--	6:15 PM	11:45 PM	--	--	--	--
24 South Campus	--	7:19 AM	5:59 PM	--	--	--	--
27 Morris Library	--	2:17 AM	3:01 AM	--	--	--	--
30 Shopping Center Express	--	--	--	12:00 PM	3:20 PM	--	--
35 Chapel/Wyoming	--	7:20 AM	6:08 PM	--	--	--	--
44 Hen After 10	--	10:25 PM	3:59 AM	10:25 PM	3:59 AM	10:25 PM	3:59 AM

Figure 17

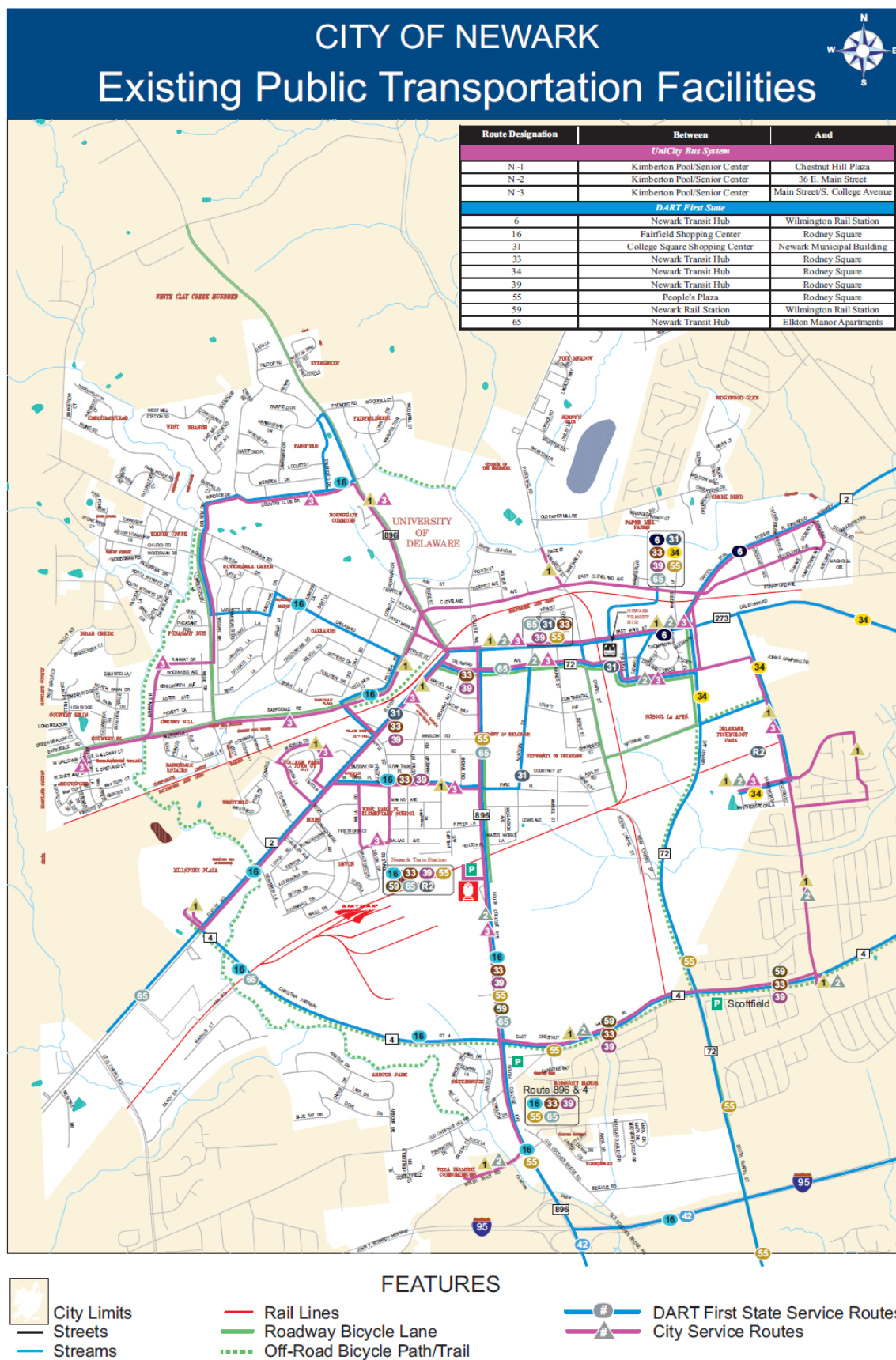


Figure 18

CITY OF NEWARK

Existing University of Delaware Shuttle Routes

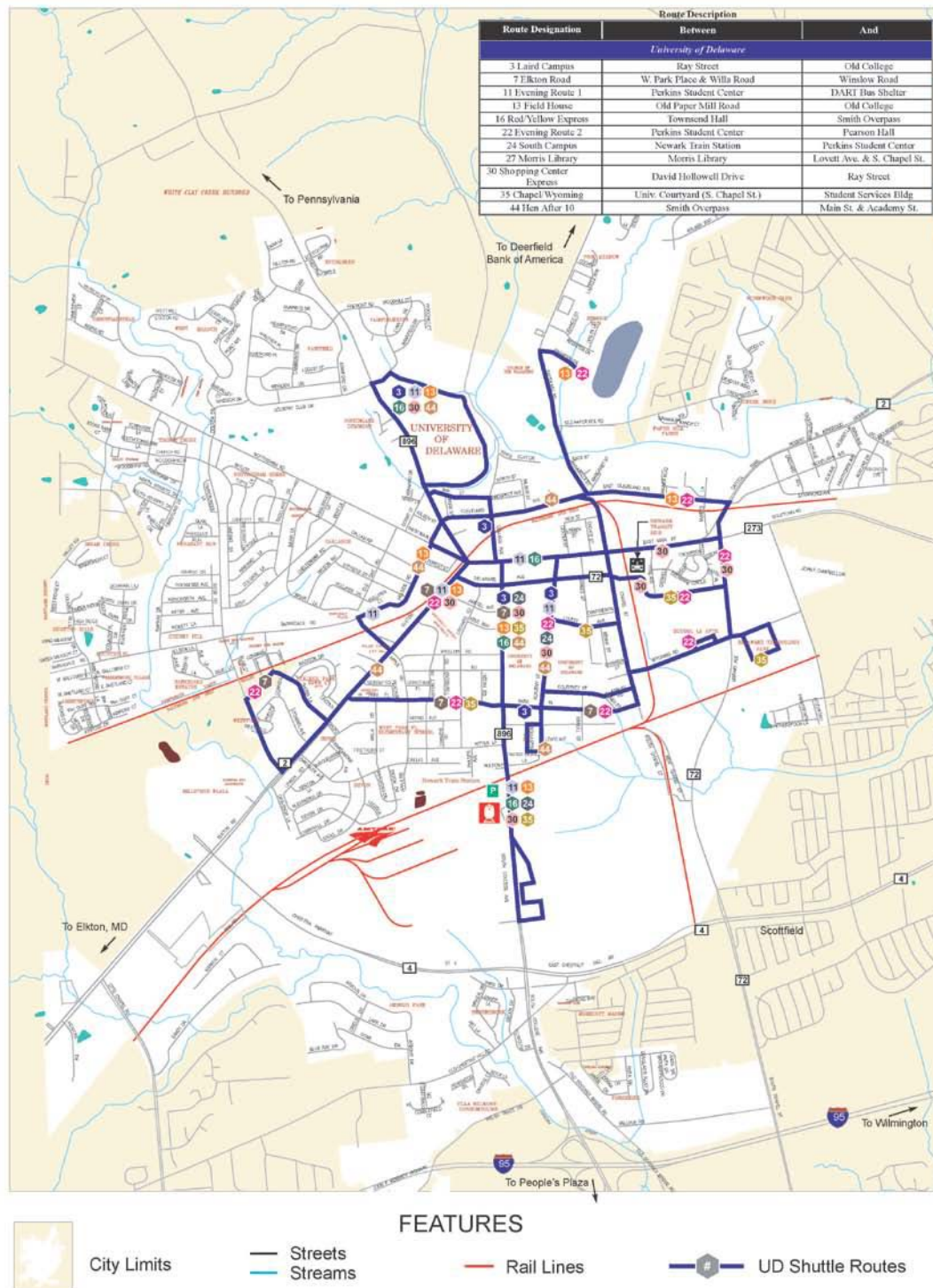


Figure 19 – Proposed Shuttle Route

