

COMPANY PROFILE



Level G Associates is an independent company specializing in parking consulting services. Many public and private entities turn to Level G for sensible solutions to a wide variety of parking and transportation issues.

Our firm is organized to assist clients in the delivery of cost efficient parking projects and services and our parking expertise is applied to a diverse range of services, including:

- Parking Studies of all types;
- Parking Management and Operating Guidance;
- Parking Garage Feasibility Studies;
- Redevelopment Studies;
- Shared Parking Studies;
- Parking System Master Plans;
- Parking Revenue Systems / Procurement & Implementation Assistance;
- Parking Garage & Lot Functional Planning;
- Maximum Parking Layouts;
- Special Event Parking;
- Valuation, Outsourcing, Sale / Lease Transactions;
- On-Call Services;
- Special Reports; and many other parking-related services.

These services have been performed to enhance the parking experience in Central Business Districts, Government / Courthouse Complexes, Airports, Hospitals, Rail Stations, Shopping Centers, and Universities.

Either independently or in cooperation with your staff, Level G will help you develop successful, well received, and cost effective parking solutions.

What you should know about Level G Parking Services:

- Principals at Level G have been instrumental in the planning and / or design of over 20 parking facilities over the past five years;
- Principals at Level G have prepared parking garage feasibility studies that launched Parking Revenue Bond Issues totaling more than \$500 million;
- Level G projects and principals have received numerous awards, on both national and regional levels, in recognition of innovative and quality work.

Parking Master Planning / Operating Guidance

Years of working with and helping to develop some of the most profitable parking systems in the United States enables Level G to offer superior operating guidance and master planning services. We are familiar with simple changes, use of new technology, outsourcing, internal controls, public / private revenue sharing, or other opportunities that can improve operating performance and boost the bottom line of your parking facilities.

For a reasonable fee, Level G Associates can conduct an evaluation of your parking system and offer a number of recommendations that will lead to improved net income, performance, and customer service.

On-Call Services

As your “on call” parking consultant Level G will get to know your parking system intimately and become an integral part of your parking team while bringing experiences gained and lessons learned from other “on call” customers as well. Level G is the “on call” parking consultant to a growing number of municipalities and agencies including:

- The Village of Scarsdale, NY
- The Village of Patchogue, NY
- The Town of Islip, NY
- The Bloomfield (NJ) Parking Authority
- The New Brunswick (NJ) Parking Authority
- The City of Long Branch, NJ
- The Morristown (NJ) Parking Authority
- The Township of Montclair, NJ

These agencies rely on Level G for general advice and guidance with respect to the development of new or revised parking programs, parking policy, parking facilities, access and revenue control equipment, parking management strategies, parking impacts of redevelopment, and any other subject matter related to the development, operation, expansion, or improvement of the municipal parking system.

The resultant products of these assignments can include the preparation of evaluations, analyses, spreadsheets, memoranda, special reports, parking layouts, or other such plans and documents that enable the agency to institute programs or make specific and informed decisions regarding a broad range of parking issues.

Parking Facility Functional Planning

Principals at Level G have designed, or participated in the design of numerous successful parking facilities, many of them parking structures. We believe that the key to successful parking design is to understand that the facilities are not for cars -- they are for people.

We have prepared functional plans for parking garages on all types of sites -- L-shaped, triangular, narrow, and sloped as well as sites with rock, water, wetlands, historical and cultural resources, environmental issues and other challenges. We have designed plans for garages that span over streets, railroad tracks, buildings, steam tunnels, culverts, and major utility corridors. These designs include single helix plans, double helixes, flat floor, circular ramps, speed ramps, d'Hume layouts, and many other variations. Our thorough understanding of parking garage planning principles enables us to generate great and innovative functional plans on any site.

Level G's president conceived a parking garage design in Des Moines, Iowa that included a unique split-bay ramp system that simplified circulation while doubling the exiting capacity in this active downtown garage -- it was the first design of its kind in the country and the garage was awarded First Place in the *International Parking Institute's* category of "Best Design of a Parking Garage Over 800 Spaces".

"(The designers) turned challenges into opportunities to improve the art of garage design. The new garage is a pleasure to use and an asset to downtown Des Moines".

- The Des Moines Register

Parking Garage Feasibility Studies

When assurance is needed that a parking garage project is properly sized and positioned to be successful, a feasibility study is warranted. Parking projects often require a significant outlay of precious capital resources. Therefore, a feasibility study needs to be accurately conducted, without bias, by individuals with a proven track record of successful parking garage programs. Level G has such a track record.

The president of Level G is Mr. Gerard Giosa, a nationally recognized parking professional with over 30 years of experience in the parking and transportation industry. A copy of his resume is enclosed.

Mr. Giosa has conducted numerous parking program and parking garage feasibility studies. The following is a partial listing of parking garages constructed based on functional plans or feasibility reports prepared by Mr. Giosa:

Transit Village "Gateway" Garage	New Brunswick, NJ
Lackawanna Plaza Garage	Bloomfield, NJ
St. Barnabas Hospital Garage	Bronx, NY
St. Joseph's Medical Center Garage	Paterson, NJ
De Hart Street Parking Garage	Morristown, NJ
Plum Street Parking Garage	New Brunswick, NJ
U.S. Army Medical Center Garages	Fort Belvoir, VA
Morris Avenue Parking Deck	New Brunswick, NJ
Rahway Transportation Center Garage	Rahway, NJ
John L. Dalton Parking Garage	Morristown, NJ
City Center Parking Garage	Pittsburgh, PA

New Street Parking Deck
 Bradley International Airport Garage
 Des Moines Int'l Airport Garage
 Morgan Street Parking Garage
 Route 17 / NJT Rail Station Garage
 Mid Core Parking Garage
 Center Street Garage
 Westchester County Med. Ctr. Garage
 Court Avenue Garage
 Collins Avenue Garage
 Kravis Center Parking Garage
 Vail Mansion Parking Deck
 Palm Beach Judicial Center Garage
 Elm Street Parking Garage
 Broadway Mall Parking Garage
 Health Science Center III Garage
 Paterson Street Parking Deck
 Train Station Parking Garage
 Englewood Hospital Parking Deck

New Brunswick, NJ
 Windsor Locks, CT
 Des Moines, IA
 Hartford, CT
 Ramsey, NJ
 St. Petersburg, FL
 Des Moines, IA
 Valhalla, NY
 Des Moines, IA
 Miami Beach, FL
 West Palm Beach, FL
 Morristown, NJ
 West Palm Beach, FL
 New Haven, CT
 Hicksville, NY
 Stony Brook University, NY
 New Brunswick, NJ
 Norwalk, CT
 Englewood, NJ

Old South Street Garage -----
 Northampton, MA



County Center Garage
 Loews South Beach Garage

Hackensack, NJ
 Miami Beach, FL

Redevelopment Studies

Level G Associates (LGA) and its principals have conducted detailed parking evaluations for large and small redevelopment projects. Many of these employed shared parking models that were custom designed by LGA. The goal of these evaluations is to not overdevelop the parking supply, a mistake that has placed undue burden on other projects and central business districts where straight parking formulas and inappropriate minimum parking standards have been applied.

We believe that minimum parking standards, especially in a downtown environment, are often overstated and that the overabundant parking supplies being created by these standards are extremely wasteful and inefficient from a number of perspectives including: land use; aesthetics; economics; and the environment. A Level G parking program seeks efficiency by recognizing existing parking resources, parking management strategies and shared parking.

The following are a few examples of redevelopment projects where Level G Associates played a key role in parking program analysis and development;

HELDRICH CENTER / ROCKOFF HALL (NEW BRUNSWICK)



- 100 Market Rate Apartments
- 186 Student Apartments
- 250 Room Hotel & Conference Center
- 14,000 SF Grade Level Retail
- 800 space parking garage

PIER VILLAGE (LONG BRANCH)



- 417 Residential Units
- 23,000 SF Restaurants
- 77,000 SF Retail
- 1000 Parking Spaces

CATTANO AVENUE (MORRISTOWN)



- 277 Apartments
- 100,000 SF Department Store
- 30,000 SF Offices
- 15,000 SF Retail
- 950 Parking Spaces

BLOOMFIELD (NJ) REDEVELOPMENT



- 224 Residential Units
- 58,330 SF Retail
- 11,670 SF Restaurant
- Train Station
- 468 Space Garage



- 310 Residential units
- 85,000 SF retail
- 27,000 SF Office Building – LEED Certified
- 950 Parking Spaces

EPSTEINS EDEVELOPMENT (MORRISTOWN)

HOSPITAL AREA REDEVELOPMENT NEW BRUNSWICK, NJ

60-bed Hospital expansion
100,000 SF Research Facility
60,000 SF Medical Office Building
102 residential units
16,000 SF grade level Retail
850 Space Parking Garage



Representative List of Clients

The following is a partial list of government or other agencies that have engaged Level G or its principals to conduct parking studies:

United States

New Brunswick (NJ) Parking Authority
Morristown (NJ) Parking Authority
Bloomfield (NJ) Parking Authority
Jersey City (NJ) Parking Authority
Bergen County (NJ) – DPW
Passaic County (NJ) Improvement Authority
City of Long Branch, NJ
Town of Dover, NJ
Town of Newton, NJ
Borough of Somerville, NJ
Pompton Lakes (NJ) – Business Improvement District
New Jersey Transit
City of Hartford, CT
Town of Windham, CT
City of St. Petersburg, FL
City of Worcester, MA
Port Authority of New York and New Jersey
Lower East Side (NY) – Business Improvement District
Village of Garden City, NY
Village of Patchogue, NY
Town of Islip, NY
Town of Oyster Bay, NY
Town of Brookhaven, NY
Village of Freeport, NY
City of Long Beach, NY

Canada

City of Brandon, Manitoba

SAMPLE PARKING PROJECTS

St. Barnabas Hospital Parking Deck

Bronx, NY



Owner

St. Barnabas Hospital / Arthur Management Co.

Role on Project

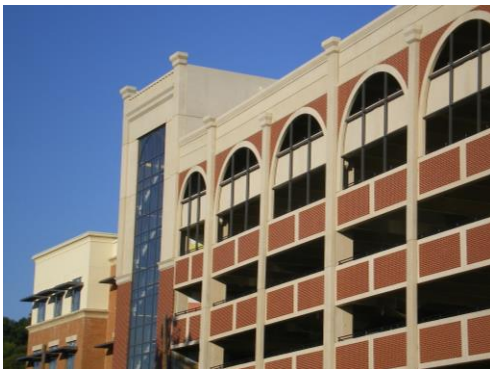
Feasibility Study; Owner's Agent

Project Description

This 605 space parking deck was financed with Recovery Zone Facility Revenue Bonds issued by the New York City Capital Resource Corporation in December 2010. The garage opened in August 2012 and was delivered under budget in a design – build format. Level G conducted the parking garage feasibility study as part of the due diligence process and was retained by the owner to serve as owner's agent to set up the garage operating program and to provide input during construction.

De Hart Street Parking Garage / Epstein's Redevelopment

Morristown, New Jersey



Owner

Morristown Parking Authority

Role on Project

Feasibility Study; Parking Deck Functional Design Review; Pro Forma; Signage Layout; Bond Issue Consulting

Project Description

This 791 space parking deck was completed in 2008 and is part of the award-winning Epstein's Redevelopment project. The garage is equipped with an array of photo-electric cells on the roof that generates much of the power to illuminate the garage at night. It also contains an advanced access and revenue control system that includes pay on foot stations and in lane, cashier-less, credit card payment technologies.

Downtown Parking Study & Parking Management System

Patchogue, NY



Owner

Village of Patchogue, NY

Role on Project

Parking Study; Functional Design of Parking Wayfinding Sign System; Design & Procurement of Downtown Parking Meter Program

Project Description

The recent revitalization of downtown Patchogue, NY is a local success story and is becoming a model for downtown redevelopment on Long Island. This revitalization, however, has attracted additional cars into the downtown area that have put pressure on the public parking supply. Level G conducted parking studies that measured and classified the downtown parking issues then crafted a parking management plan designed to alleviate these problems. The parking management plan includes changing parking time limits, creating employee parking zones, and the installation of parking meters along Main Street and other areas where parking space turnover needed to be improved. Level G also worked with the Village to implement the program including meter procurement, public outreach, signage, and coordination.

Third & Valley Redevelopment

South Orange, New Jersey



Owner

Village of South Orange, NJ

Role on Project

Redevelopment Parking Program Review & Negotiations; Develop Shared Parking Models

Project Description

During negotiations with the selected redeveloper of this major downtown redevelopment project, the Village asked Level G to test the feasibility of the redeveloper's parking proposals including their proposed sizing and operation of an accompanying 500+ space parking deck. Equipped with Level G's input and custom designed shared parking models the Village and Redeveloper were able to reach agreement on a redevelopment parking program that was fair and equitable to both parties.

Fort Belvoir Medical Center Parking Garage

Fort Belvoir, Virginia



Owner

United States Army

Role on Project

Parking Consultant; Functional Design; Sub-consultant to PSA Dewberry

Project Description

Fort Belvoir Medical Center opened in 2011 to become the primary replacement facility for the aging Walter Reed Army Medical Center. It will be a completely new facility to be built using the latest construction technologies and housing some of the world's most advanced medical equipment. The facility will be flanked by two 1,000 car parking garages. Level G worked closely with the design team's architects and structural engineers to formulate the parking structure functional plans – developing efficient pedestrian & vehicular circulation patterns, column grids, ramping systems, and parking space layouts.

Jelin Street “Wellness” Parking Deck / Redevelopment

New Brunswick, New Jersey



Owner

New Brunswick Parking Authority

Role on Project

Parking Garage Feasibility Study

Project Description

This mixed use redevelopment project includes a 1,275 space parking garage, a 62,000 square foot Robert Wood Johnson (RWJ) Wellness and Fitness center (including an aquatic center), and a 49,000 square foot Fresh Grocer Urban Supermarket. This project is strategically located to serve RWJ hospital, the downtown rail station, and is part of a program to eventually replace older parking authority facilities. The project will eventually be connected to the rail station via overhead walkways. Level G conducted the feasibility study that included detailed shared parking models and financial projections. The project is under construction and scheduled for completion in 2013.

Route 17 Rail Station Parking Garage

Ramsey, New Jersey



Owner

New Jersey Transit Corporation

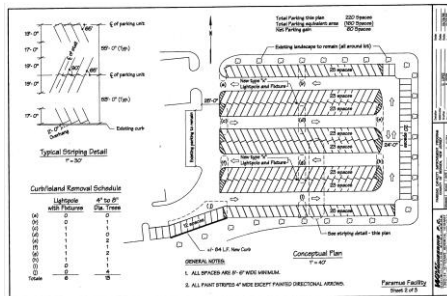
Role on Project

Parking Consultant; Parking Garage Functional Design

Project Description - This 1,290 space parking garage was completed in 2004 and is conveniently situated adjacent to a Route 17 interchange providing direct vehicular ingress and egress routes. The garage serves a new rail station that was simultaneously constructed. The project provides both local and regional transportation benefits: it alleviates chronic parking and traffic problems in neighboring downtown business districts that have become overburdened by commuter parking, and; by providing express rail service to Penn Station – New York, this “smart growth” project shifts commuters from road to rail thereby reducing overall regional vehicle miles driven.

Parking Increases via Re-Striping

Bergen County Community Services Facility
Paramus, New Jersey



Owner

County of Bergen, NJ

Role on Project

Parking Consultant; Functional Design

Project Description

At least 50 additional on site parking spaces were needed in order to accommodate the relocation of a large County department to the Community Services facility in Paramus. We developed the above re-striping plan which increased the capacity of the main lot from 160 to 220 parking spaces within the same perimeter footprint – an increase of 60 spaces or 37.5%.

St. Joseph's Regional Medical Center Parking Deck

Paterson, NJ



Owner

St. Joseph's Regional Medical Center

Role on Project

Parking Garage Feasibility Study

Project Description

This 1,120 space parking garage was constructed in 2011 to replace an aging and undersized parking deck. The new parking garage is a key component of a \$174 million hospital improvement program that is scheduled for completion in 2012. The garage will increase parking capacity at the hospital, free up land on the tightly constrained campus, and allow the completion of a new lobby and main entrance to the hospital.

Transit Village "Gateway" Parking Deck / Redevelopment

New Brunswick, New Jersey



Owner

New Brunswick Parking Authority

Role on Project

Parking Garage Feasibility Study

Project Description

This mixed use project includes a 657 space parking garage, 55,000 square feet of office space, an 8,000 square foot restaurant, 4,200 square feet of grade level retail space, a 14 story residential tower, a 45,000 square foot Barnes & Noble bookstore, and a pedestrian promenade providing a direct link between the project and the New Brunswick train station. Level G's feasibility study included detailed shared parking models that were used to predict the ebb and flow of parking demand and the resulting revenue from the diverse users of the deck.

The garage opened in 2011 and is situated north adjacent to the New Brunswick train station servicing both NJ Transit and Amtrak trains along the northeast corridor and is proximate to Robert Wood Johnson University Hospital, Rutgers University, and Johnson & Johnson's world headquarters.

Downtown Parking Study / Elizabethtown Plaza Parking Deck

Elizabeth, New Jersey



Owners

NJDOT / Union County / City of Elizabeth

Role on Project

Parking Consultant; Functional Design

Project Description

This project included a comprehensive examination of parking and traffic in downtown Elizabeth. The project focused on the development of parking to serve a diverse group of users including Union County College, Union County Courts and Administrative functions, rail commuters, downtown employees and visitors, and parking demand from nearby redevelopment initiatives. Recommendations included the phased development of structured parking and traffic improvements to accompany the anticipated increase in traffic volumes. Level G provided functional plans for the parking garage elements plus financing models as sub-consultant to Urban Engineers.

Family Courts / New Street Parking Deck

New Brunswick, New Jersey



Owner

New Brunswick Parking Authority

Role on Project

Feasibility Study; Parking Deck Functional Design Review

Project Description

This 550 space parking deck was constructed together with a new Family Court House in downtown New Brunswick. The project was part of a major re-organization of county and municipal service facilities. The process required a detailed evaluation of the parking needs of numerous governmental units. In addition to serving the Court House, a portion of this “mixed-use” deck includes satellite classrooms for Middlesex County College.

John L. Dalton / Courthouse Parking Garage

Morristown, New Jersey



Owner

The Morristown (NJ) Parking Authority

Role on Project

Downtown Parking Study; Parking Garage Functional Planning; Parking Garage Feasibility Study; Pro Forma; Bond Issue Consulting

Project Description

This 700 space parking garage, located adjacent to the Morris County Courts in the central business district, was constructed in 1999. The subsequent new development projects that have occurred within the service area of the new garage are a testament to the role of parking in downtown revitalization. The study process included extensive economic evaluations, presentations to key stakeholders, and evaluations of “shared parking” dynamics among the project user groups.

Morris Street Parking Deck

New Brunswick, New Jersey



Owner

New Brunswick Parking Authority

Role on Project

Feasibility Study; Parking Deck Functional Design Review

Project Description

This 900 space parking deck was completed in 2005 and serves a number of mixed use projects in downtown New Brunswick. The project was part of a redevelopment initiative that included Rockoff Hall (a Rutgers graduate student residential facility with ground level retail) and the Heldrich Center, a major hotel / restaurant / conference hall / residential facility.

Public Private Partnership (P3) Feasibility Study

State University System



Owner

State of Virginia / Virginia DOT

Role on Project

Inventory; Revenue and Expense Projections; Operational Analyses

Project Description

The State of Virginia was interested in determining the feasibility and financial impact of leasing all or part of the parking facilities on its major university campuses on a long term basis. Level G was part of a team that researched and quantified the Virginia State University parking system, evaluated the prevailing P3 market for such transactions, and prepared estimates for a variety of Parking P3 transactions.

Manayunk Business District Parking Study

Philadelphia, PA



Owner

Manayunk Development Corporation

Role on Project

Parking Evaluation & Recommended Parking Program Plan

Manayunk is a vibrant nightclub and restaurant district in northern Philadelphia that is sandwiched between a busy commuter rail station, a popular residential neighborhood and the Schuylkill River. Level G was part of a team that studied the existing parking conditions in the district and prepared a series of parking recommendations, coordinated with other district amenities such as bicycle and pedestrian facilities that are designed to improve motorist and pedestrian experiences. Sub to RBA Group.

Gerard P. Giosa

Education:

Bachelor of Science - Economics

Employment History:

2005 to Present - Principal / Owner; Level G Associates, LLC
1996 to 2005 - Director of Parking Services; Wiley Engineering, P.C.
1982 to 1996 - Vice President; Ramp Associates, a division of Urbitran Associates
1980 to 1982 - Traffic Engineer; Storch Associates

Qualifications:

Mr. Giosa is a nationally recognized parking consultant with over 30 years of experience in the planning, design, and implementation of parking programs throughout the United States and Canada. His reputation as one of the industry's top parking consultants is evidenced by the following:

- principal co-author of "Parking Matters: Designing, Operating, and Financing Structured Parking in Smart Growth Communities", a publication supported by New Jersey EDA and the Urban Land Institute;
- served as an instructor for Monmouth University's Kislak Real Estate Institute, the International Parking Institute's CAPP program and the Lorman Educational Institute's CEU series;
- selected by Eisenhower Fellowships to host candidate Liliana Hermont, a Brazilian architect and urban planner, to relay past experience and discuss innovative approaches to improving the urban parking experience;
- served as a resource team member for the Long Island Index's ParkingPLUS Design Competition and the New Jersey Mayor's Institute on Community Design at Princeton University;
- contributor to "Transit Friendly Parking Structure Guidelines – Planning and Design" a guidebook prepared by NJIT School of Architecture and sponsored by NJ Transit;
- selected to address a number of national and regional audiences lecturing on a variety of topics of interest to the transportation and parking communities.

Mr. Giosa has conducted numerous evaluations and studies designed to improve the function and delivery of parking services for municipalities and parking authorities across the country. He is also called upon to assist clients in the development of strategic parking programs and specializes in the preparation of parking garage feasibility studies.

Selected Project Experience:

Parking System Management Plans / Master Plans: Village of Patchogue (NY), Town of Islip (NY), Town of Brookhaven (NY), City of Long Beach (NY); Morristown (NJ) Parking Authority; Bloomfield (NJ) Parking Authority; Village of Garden City (NY); City of Long Branch (NJ), The Bronx Zoo, Bronx (NY).

Parking Garage Feasibility Studies: Nautical Mile Deck, Freeport (NY); New Street Deck, Paterson Street Garage, Morris Street Garage, and Plum Street Garage in New Brunswick (NJ); Jack Dalton Garage and De Hart Street Garage in Morristown (NJ); Elm Street Parking Garage in New Haven (CT); Morgan Street Parking Garage in Hartford (CT); Mid Core Parking Garage in St. Petersburg (FL); Center Street Park & Ride Garage in Des Moines (IA), and many others.

Comprehensive CBD Parking Studies: Elizabeth (NJ); Windham (CT); Northampton (MA); Englewood (NJ); Huntington (WV); Fort Lauderdale (FL); West Palm Beach (FL); Rockville Centre (NY); Cranford (NJ); Newton (NJ); Des Moines (IA); Bloomfield (NJ); Brandon (Manitoba).

Shared Parking Evaluations / Redevelopment Plans: South Orange (NJ) Third & Valley Redevelopment Plan; Broadway Arts Center in Long Branch (NJ); Epstein's Redevelopment in Morristown (NJ); Belmar (NJ) Redevelopment Plan; Bloomfield Center (NJ) Redevelopment Plan; Neptune Township (NJ) Redevelopment Plan; West Orange (NJ) Redevelopment; Somerville (NJ) Town Center; many others.

Airport Parking Studies / Programs: Des Moines (IA) International; Bradley International in Windsor Locks (CT); Spokane (WA) International; LaGuardia International (NY); JFK International (NY), Palm Beach (FL) International.

Rail Station Parking Planning / Design: Mount Vernon East (NY); South Norwalk (CT); Ramsey (NJ); Hackensack (NJ); River Edge (NJ); Hicksville (NY); South Orange (NJ); Bloomfield (NJ); Maplewood (NJ); Patchogue (NY); Penn Station (NYC) / Farley Expansion.

Hospital and University Parking Programs: St. Barnabas Hospital (NY); St. Josephs Regional Medical Center (NJ); Massachusetts Eye & Ear Institute (MA); University of Medicine & Dentistry of New Jersey; North Shore University Hospital (NY), Good Samaritan Hospital (NY), Bridgeport Hospital (CT), Westchester County Medical Center (NY); Englewood Hospital (NJ); Stony Brook (NY) University; Hudson Hospital (NY); Marshall University (WV).

Parking Garage Functional Planning: Route 17 Parking Garage in Ramsey (NJ); Fort Belvoir Twin Parking Garages (VA); Court Avenue and Ninth & Grand Garages in Des Moines (IA); Westchester County Medical Center Garage (NY); Northampton Municipal Garage (MA); Englewood Hospital Garage (NJ); Palm Beach County Judicial Center Garage (FL).

Valuations, Outsourcing, Sale / Lease Transactions: City of Harrisburg (PA) Parking System; City of Worcester (MA) Parking System; City of Springfield (MA) Parking System; City of St. Petersburg (FL) Parking System; Civic Square Parking Deck in New Brunswick (NJ); Ann-Bank Parking Garage in Morristown (NJ); Enforcement Function - Bloomfield (NJ) Parking Authority.

Awards:

NJ Futures - Smart Growth Awards (6 Total): Gateway Transit Village & Heldrich Center Redevelopment, New Brunswick; Bloomfield Center Redevelopment; 14 Maple Avenue & Epstein's Redevelopment, Morristown; Broadway Arts Center, Long Branch.

USDOT Award of Honor: Center Street Park & Ride Garage; Des Moines, Iowa

International Parking Institute – Best Design of a Garage over 800 spaces: Ninth & Grand Garage in Des Moines, Iowa