

## Focus

# Transforming the Traditional Campus



At TimHaahs our commitment to creating "people places" is expanding. Building on the theme that parking is the heart of development, many clients seek to revitalize their environments by creating places that successfully

integrate mixed-uses in and around their new parking facilities. Often, this occurs in downtown urban regions, especially those easily accessible by public transit.

However, the idea of creating vibrant spaces to revitalize or improve an area does not necessarily need to be limited to urban or transit-oriented developments. This concept can also be implemented at university and hospital campuses, helping to connect them with the surrounding areas.

University and hospital campuses may be disconnected from their communities. Often universities keep development within the boundaries of the campus, creating an isolated environment in which students and the local community fail to interact. Similarly, hospitals may separate themselves, failing to take advantage of opportunities to implement public areas which will create a lasting impression.

Florida International University in Miami and the University of Georgia at Athens are both leading by creating people places on campus. Using structured parking as the foundation, both institutions are working to incorporate the elements of successful development including residences, retail, restaurants, and open gathering places together in one space. This idea has been well received at both schools, and when implemented, these places will become destinations which will draw both students and other patrons as well.

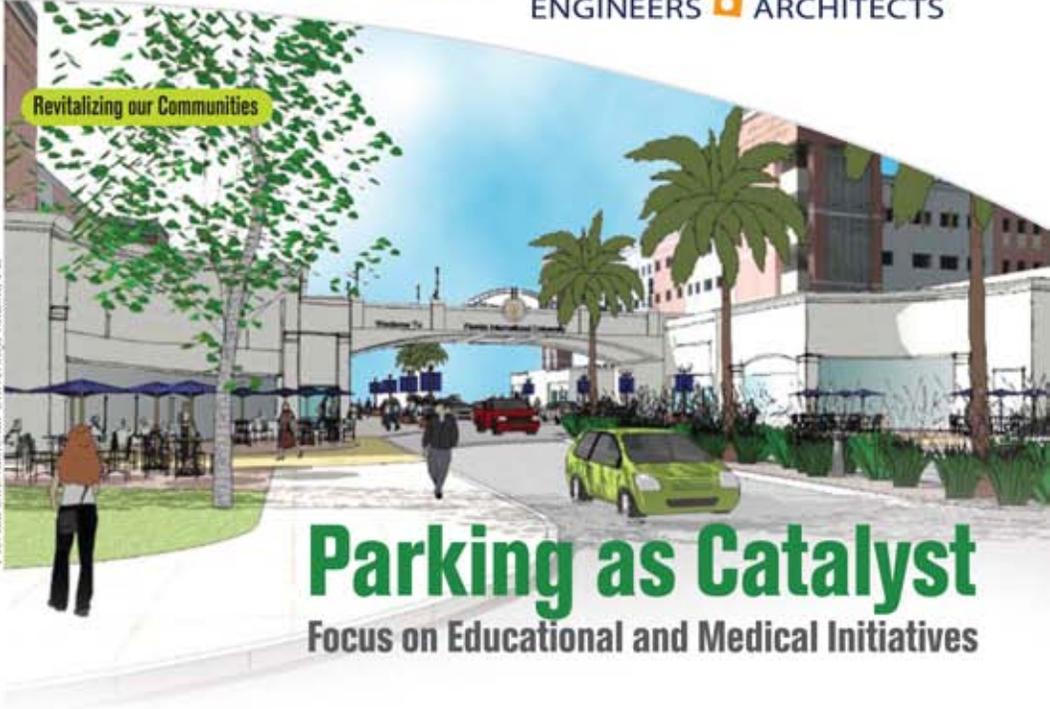
Now is a great time for universities and hospitals alike to take advantage of the concept of creating special places where people want to live, work, and play. As these institutions focus on master planning and development, it is important to consider the worthwhile advantages to moving outside the campus boundaries, and building a connection with the communities in which they exist.

TimHaahs will continue to encourage the cultivation of people places, while helping our clients develop exciting mixed-use and parking projects. This community and people-centered approach will not only help our clients succeed, but will help our campuses, neighborhoods, and downtowns thrive.

Mike Martindill, Vice President

Revitalizing our Communities

Florida International University, Miami, FL



# Parking as Catalyst

## Focus on Educational and Medical Initiatives

The institutions of the medical and educational world are changing dramatically. "Eds and Meds" have begun to take a more active role in the revitalization and development of their neighborhoods and communities. They are becoming **more integral, more connected, and more vested** in the success of the areas around them – because they recognize that their success rests on the vibrancy of the shared community in which they operate.

In some cases, universities once considered themselves as separate from their communities; some schools built walls around the campus, encouraging a distinct, and even monastic, lifestyle. Many universities would characterize their relationship with the surrounding neighborhood as disconnected, or even contentious. Hospitals and other medical entities did recognize their connection with the locality – their staff often lived nearby, and their patients as well. Yet their efforts to develop and maintain a thriving enterprise typically remained within the boundaries of the campus.

Educational and medical institutions have come to realize that their future success is **inextricably tied with that of its community**. These organizations realize that a safe, dynamic, and flourishing neighborhood (and local economy) forms the basis of their continued growth and development.

Leaders in these industries have recognized and utilized the development of **parking as an economic driver** and a tool for the revitalization of our towns and cities. Parking is not merely required infrastructure to serve students, patients, or employees. Parking can be used to **create or intensify density** in an area through

shared parking and other strategies, freeing up valuable land for development. Often teaming with government and private stakeholders for financing and local approval, hospitals and universities are developing structured parking that serves neighboring areas and destinations.

These structures often incorporate **mixed-use elements** such as retail, restaurants, or office space to **generate economic activity** and create pedestrian scale. In this issue of the newsletter, we highlight the efforts of industry leaders in developing parking and contributing to the success of the community. In these cases, parking is being used as a catalyst for revitalization, and the structure has created a **significant positive impact** on the surrounding environment.

These initiatives and institutions share multiple critical factors:

- an understanding of the value of parking as an economic driver;
- a valued and developing connection to the community;
- a focus on the aesthetics and design of structured parking; and
- a commitment to revitalization in the master planning, design, and construction process.

"Eds and Meds" have extended beyond their traditional roles, demonstrating the true value that they are to bring to their local environment. As active participants and drivers in the development process, they are transforming communities, in many ways, for the better. The development of parking, under the right circumstances, can contribute to revitalization by creating "people places" and improving the neighborhood, town, or city.



# Universities & Hospitals

*How do they revitalize communities?*

## Feasibility and Due Diligence

- Site identification for potential development-potential land banking
- Development of alternatives to focus on economic and technical needs
- Finalization of advantages and disadvantages from all view points

## Community Connectivity

- Facilitate stakeholder and community participation
- Create a sense of public awareness and Ownership
- Vision casting based on collaborative effort

## Creation of People Places

- Incorporate public gathering areas, parks, or water features
- Demographically sensitive design
- Foster a secure environment through activity generation

## Revitalization Through Development

- Create space for brand and local retail
- Evaluate potential job creation
- Foster synergy with the community and economy of the area

## Revitalize and Energize Community

- Publicize efforts through a variety of media
- Continue to involve community through the design and construction process
- Celebrate accomplishments with the community

## Create Pedestrian Scale

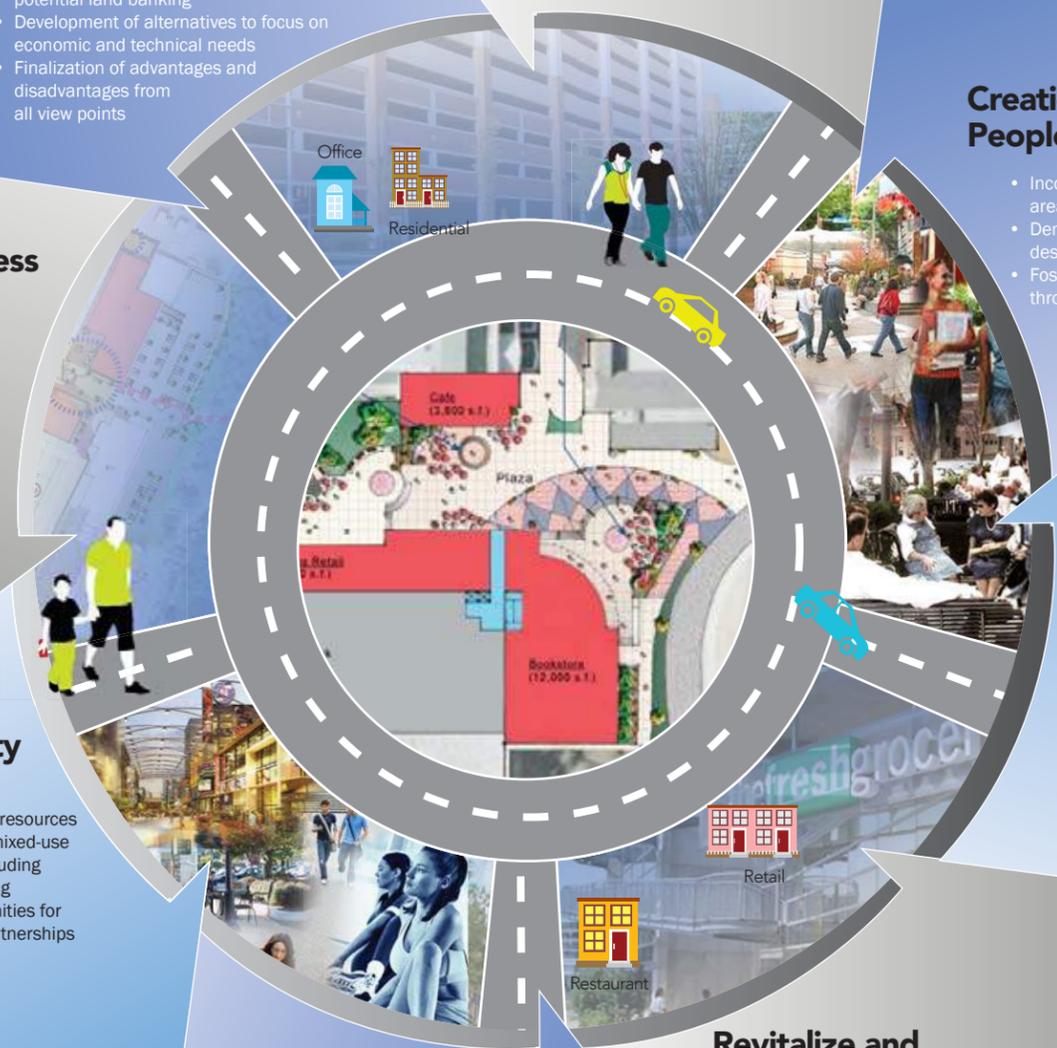
- Activate the streetscape areas
- Evaluate architectural façade concepts/scale and the impact on the community
- Consider walking distances and pedestrian circulation

## Planning Process Initiatives

- Establish short and long term strategic goals
- Keep your eye on stakeholder Vision
- Inventory and analyze potential resources
- Identify stakeholders and key community representatives

## Intensify Density

- Build on existing development and resources
- Create areas for mixed-use development, including transit and housing
- Evaluate opportunities for Public- Private Partnerships



## Cooper University Hospital, Camden County Improvement Authority Garage

Camden, New Jersey

*This 1,064 space mixed-use facility features approximately 9,500 square feet of retail space, and serves the adjacent Cooper University Hospital.*

As the largest private employer in Camden and an anchor institution, the hospital has a vested interest in the redevelopment of its immediate neighborhood and the City. The garage development further stretches the Cooper campus into surrounding neighborhood, providing essential infrastructure and new retail opportunities. The garage is an integral element of the larger revitalization effort and commitment to the neighborhood by Cooper University Hospital.

*TimHaahs served as prime designer for this garage, coordinating with CCIA and the design/build team, led by Shoemaker Construction.*



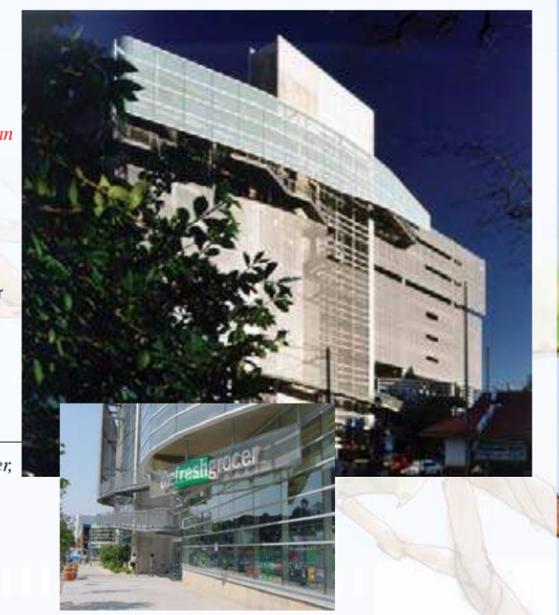
## Hamilton Square at the University of Pennsylvania

Philadelphia, Pennsylvania

*The University of Pennsylvania has been a leader in urban revitalization in Philadelphia as well as a model for redevelopment for other institutions. The university continues to develop projects on and around its campus to create vibrant urban spaces to serve the student, faculty, and resident community.*

The development of Hamilton Square was one of several successful projects to further this goal. This mixed-use parking garage revitalized an entire downtown corridor, creating a "people place" for the campus. Prior to the parking garage construction, safety and blight in the area was a key concern for the university and its students. The development of Hamilton Square, which includes a cinema/theater, retail stores, cafe/restaurant, and a mixed-use parking garage/supermarket, transformed this urban corridor into a hub of economic and social activity.

*TimHaahs served as structural engineer and functional designer, working with Wood & Zapata Architects of Boston, MA.*



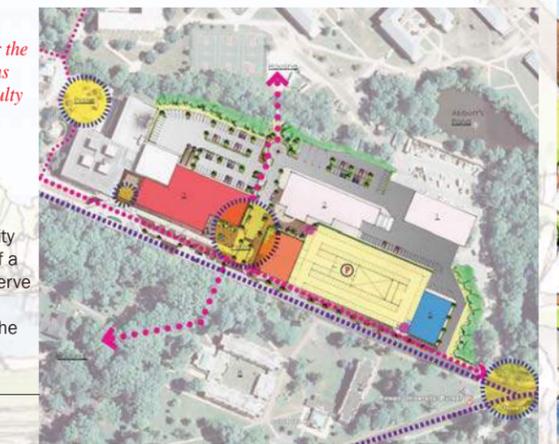
## Rowan University Parking Garage

Glassboro, New Jersey

*As the fastest growing higher educational institution in the region, Rowan University has embarked on an ambitious expansion plan for the university. The university has sought to develop positive connections with the community and surrounding neighborhoods, encourage faculty and staff to live in Glassboro, and foster the notion of Glassboro as "home" to students, faculty, and staff.*

The university is currently exploring the implementation of a "campus village" concept, which provides not only campus development, but also economic opportunities for the community and its residents. Development plans include the completion of a comprehensive study and construction of a parking garage to serve the university and other stakeholders. Providing this essential infrastructure further reinforces the concept that the future of the school is inextricably tied to that of the town and community.

*TimHaahs is currently serving Rowan as the prime firm performing parking analysis and conceptual design.*



Norristown Cultural Village Perspective, Norristown, Pennsylvania

## Focus on New Brunswick

### Jim Zullo, CAPP Joins TimHaahs to Lead New Jersey Office



Jim Zullo joins TimHaahs as Vice President, managing our New Brunswick, New Jersey office. Prior to joining TimHaahs, Jim was Senior Director of Real Estate and Economic Development for NJ TRANSIT, the nation's third largest transit agency. In this capacity he oversaw the management of the

agency's real estate assets, including the management of commuter parking, station and retail leasing, property acquisition and sales, and the development of transit properties for mixed-use, transit oriented development.

Prior to NJ TRANSIT, Jim served as Vice President of the New Brunswick Development Corporation, a non-profit real estate corporation responsible for the City's economic resurgence. There, he managed several redevelopment projects, as well as served as Executive Director of the City's Business Improvement District.

Jim has also served as Executive Director of the New Brunswick Parking Authority, a quasi-public agency responsible for the operation, management and development of the city's parking system and facilities.

With Jim's background and experience, we look forward to continuing to serve our growing client base in the planning and design of parking and mixed-use structures.

## Focus on the South

### Marilyn Etheridge, FSMPS Joins TimHaahs to Lead Business Development in the South



Marilyn Etheridge joins TimHaahs to lead business development efforts in the southern region, serving our Atlanta and Miami offices. Marilyn comes to us with over 10 years experience in the parking industry. She has extensive business development/marketing

knowledge and a solid history of client development success.

Prior to TimHaahs, Marilyn's experience ranges from business development and marketing to management and strategic planning, including private business ownership. Marilyn actively participates in community and industry related professional associations, having served on various board positions.

TimHaahs is excited to welcome Marilyn to our team and looks forward to the opportunities and relationships she will bring to our firm.

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## Awards and Press

Alfred I. duPont Hospital for Children Parking Structure, Wilmington, DE  
International Parking Award of Merit 2008, Category II, International Parking Institute

Union Station Expansion/Restoration, Washington, DC  
Outstanding Project Award, Delaware Valley Association of Structural Engineers, 2008

Rahway Town Center, Rahway, New Jersey  
NJ Future Smart Growth Awards, 2008 Town Center Revitalization Plan



▲ Miami Courthouse Groundbreaking, April 29, 2008  
The Miami Parking Authority celebrated the groundbreaking for the new mixed-use Courthouse Garage.

Chris Walls, CPP  
Chris obtained his Certified Parking Professional license in June 2008.

Nicholas Frezza, LEED AP  
Nick became a LEED certified designer with an interest to guide our projects toward sustainable design for our clients.

Rachel Yoka, CPSM  
Parking Magazine  
"Operational Marketing"

Vicky Gagliano  
Planning Magazine  
"The Price is Right"

Timothy H. Haahs, P.E.  
- The Parking Professional  
"Thinking Beyond Parking"  
- Parking Today  
"Parking in the USA - Current Trends and Results"

Todd J. Helmer, P.E. / Megan Leinart  
Parking Magazine  
"Parking for the Real World"

## Speaking Out

James Zullo, CAPP  
NJ Future Conference, February 29  
"Transit Oriented Development - Best Practices and Project Cases"

Nicholas Frezza, LEED AP  
Georgia Parking Association, April 9-11  
LEED Panel Discussion

Todd J. Helmer, P.E.  
International Parking Institute Conference, June 1-4  
"The Redevelopment and Revitalization of Rahway, NJ"  
PA Downtown Conference, June 8-11  
"Parking Integration for Downtown Districts and Main Streets"

Roamy R. Valera, CAPP  
- Meeting of the Minds, NY, July 17-19  
The Parking Challenge: Effective Parking Planning  
- FPA Summer Retreat, August 1  
Parking Enforcement Programs

Todd J. Helmer, P.E. / James Zullo, CAPP  
NJ Downtown Revitalization & Management Institute, July 30  
"Downtown Parking Management Technology & Practices"

## Selected Current Projects

### Connecticut

Union Station Garage Design, New Haven  
Brick Walk Parking Deck Conceptual Design, Fairfield

### Florida

221 Riverside Avenue Consulting, Jacksonville  
Grand Avenue Bahama Masterplan, Demand and Financial Analysis, Coconut Grove  
Miami Beach Freshmarket Parking Design Services, Coral Gables  
Pensacola Beach Resort Conceptual Design and Consulting, Pensacola  
Parking Management Software and Multi Space Pay Station Analysis, Tampa  
Times Building Site Parking Study and Financial Analysis, Tampa

### Georgia

Dalton State College Garage Design, Dalton  
Gainesville State College Garage Design, Gainesville  
DeKalb Tech Garage Design, Atlanta  
Southern Polytechnic State University Garage Design, Marietta  
Medical College of Georgia Cancer Center Garage Design, Augusta  
Emory University Parking Expansion Design, Atlanta  
PVAC Parking Deck Design at University of Georgia, Athens  
Embassy Suites Garage Design, Savannah

### Maine

Gateway Garage Condition Appraisal, Portland

### Maryland

Defense Information Systems Agency Parking Structure Design, Fort Meade  
FDA Southeast Parking Garage Consulting, White Oak

### Massachusetts

IKEA Parking Consulting, Boston

### Pennsylvania

Pittsburgh International Airport Condition Appraisal and Consulting, Pittsburgh  
Jenkintown Master Plan, Jenkintown  
Roosevelt Mall Master Plan, Philadelphia  
University of Pennsylvania Traffic Circulation Study, Philadelphia  
SEPTA Wawa Station Garage Design, Wawa  
Upper Darby Township Garage Design, Upper Darby

### New Jersey

New Brunswick Parking Authority Restoration Services, New Brunswick  
Rowan University Parking Structure Study and Conceptual Design, Glassboro  
Rahway Parking Authority Downtown Study, Rahway  
Casino Reinvestment Development Authority Mixed-Use Parking Structure Design, Atlantic City  
St. Peter's College Montgomery Garage Restoration, Jersey City  
Vista Center Parking Garage Design, Trenton  
Ellipse Tower Parking Design Study, Jersey City

### New York

39 Columbia Street Concept/Feasibility Study, Albany  
Woodbury Commons Master Plan, Central Valley

### North Carolina

Parkside Town Commons Mixed-Use Structure Design, Cary

### Virginia

Virginia Tech Performing Arts Garage Consulting, Blacksburg  
Commonwealth Parking Garage Design, Chantilly  
City of Richmond Comprehensive Study, Richmond

### International

South Park - Tarouba Consulting, Trinidad  
Abu Dhabi Hotel, Dubai  
Guyana Master Plan, South Africa

## Our Mission

**TimHaahs**  
ENGINEERS ARCHITECTS

We exist to help those in need.

We emphasize assisting those medical, religious, and charitable organizations (as well as individuals) directly involved with helping those in need.

We believe that the best way to accomplish this mission is to become a recognized leader in our chosen field and profession, and provide engineering and architectural services that are not merely adequate, but distinguished.

We will use, to the best of our abilities, our God-given talents in Architectural Design, Structural Engineering, Parking Consultation, and Project Management.

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