

Town of Watertown: Parking Management Plan

WATERTOWN SQUARE PUBLIC OUTREACH MEETING





STUDY GOALS AND PROCESS

PARKING MANAGEMENT PLAN GOALS

- Create a baseline understanding of parking demand and its role in Watertown Square
- Manage existing parking better for various users, including customers and employees
- Support businesses and institutions
- Reduce parking demand where possible
- Accommodate facilities that support all transportation modes that reflect the perspective of multiple users
- Create a deeper understanding of how parking impacts the larger community
- Creatively develop solutions that can be cost effectively implemented and managed

PARKING MANAGEMENT PLAN PROCESS & SCHEDULE

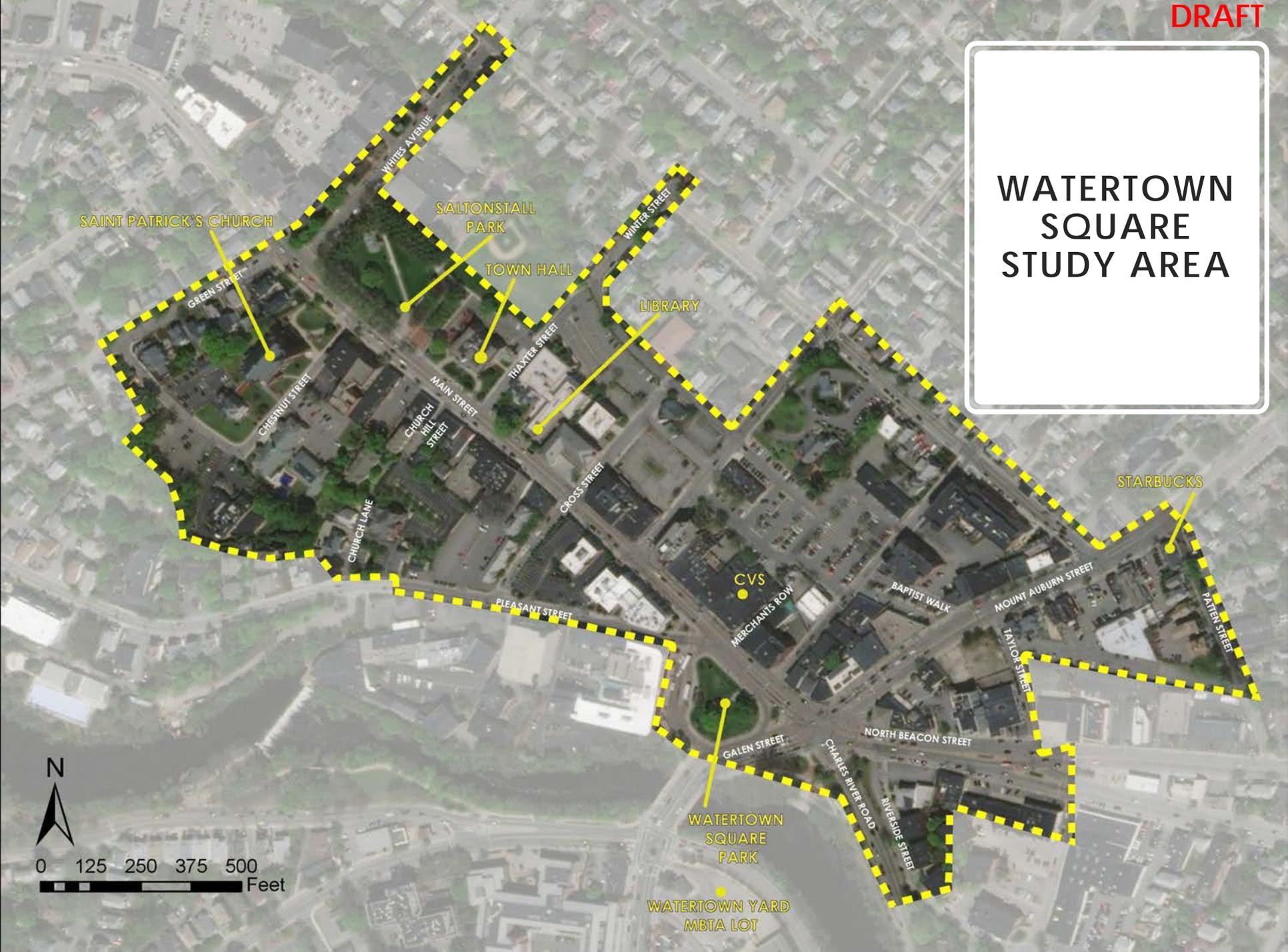


PARKING MANAGEMENT PLAN SCHEDULE	2019															
	JANUARY				FEBRUARY				MARCH				APRIL			
	1	2	3	4	1	2	3	4	1	2	3	4	5	6	7	8
Public Engagement Survey	█															
Existing Conditions	█															
Parking Issues & Opportunities	█															
Parking Management Strategies									█							
Final Report													█			



PARKING INVENTORY
AND UTILIZATION

WATERTOWN SQUARE STUDY AREA



SAINT PATRICK'S CHURCH

SALTONSTALL PARK

TOWN HALL

LIBRARY

CVS

STARBUCKS

WATERTOWN SQUARE PARK

WATERTOWN YARD MBTA LOT



0 125 250 375 500 Feet

Watertown Square - Parking Inventory

DRAFT

Off-Street Regulations

- Metered Parking, 2-hr limit, 7am-6pm, excluding Sundays & Holidays, \$0.50/hr
- Metered Parking, 8-hr limit, 7am-6pm, excluding Sundays & Holidays, \$0.50/hr
- Metered Parking, 10-hr limit, 7am-6pm, excluding Sundays & Holidays, \$0.50/hr
- Private Parking
- Residential Parking
- Permit Parking Only, 7am-7pm, excluding Saturday & Sunday
- Permit Parking Only, No time limits
- Handicap
- Unregulated Parking
- Emergency Vehicles Only

Total Parking Spaces: 1,507
Off-Street Spaces: 1,230
On-Street Spaces: 277

SAINT PATRICK'S CHURCH

SALTONSTALL PARK

TOWN HALL

LIBRARY

STARBUCKS

WATERTOWN SQUARE PARK

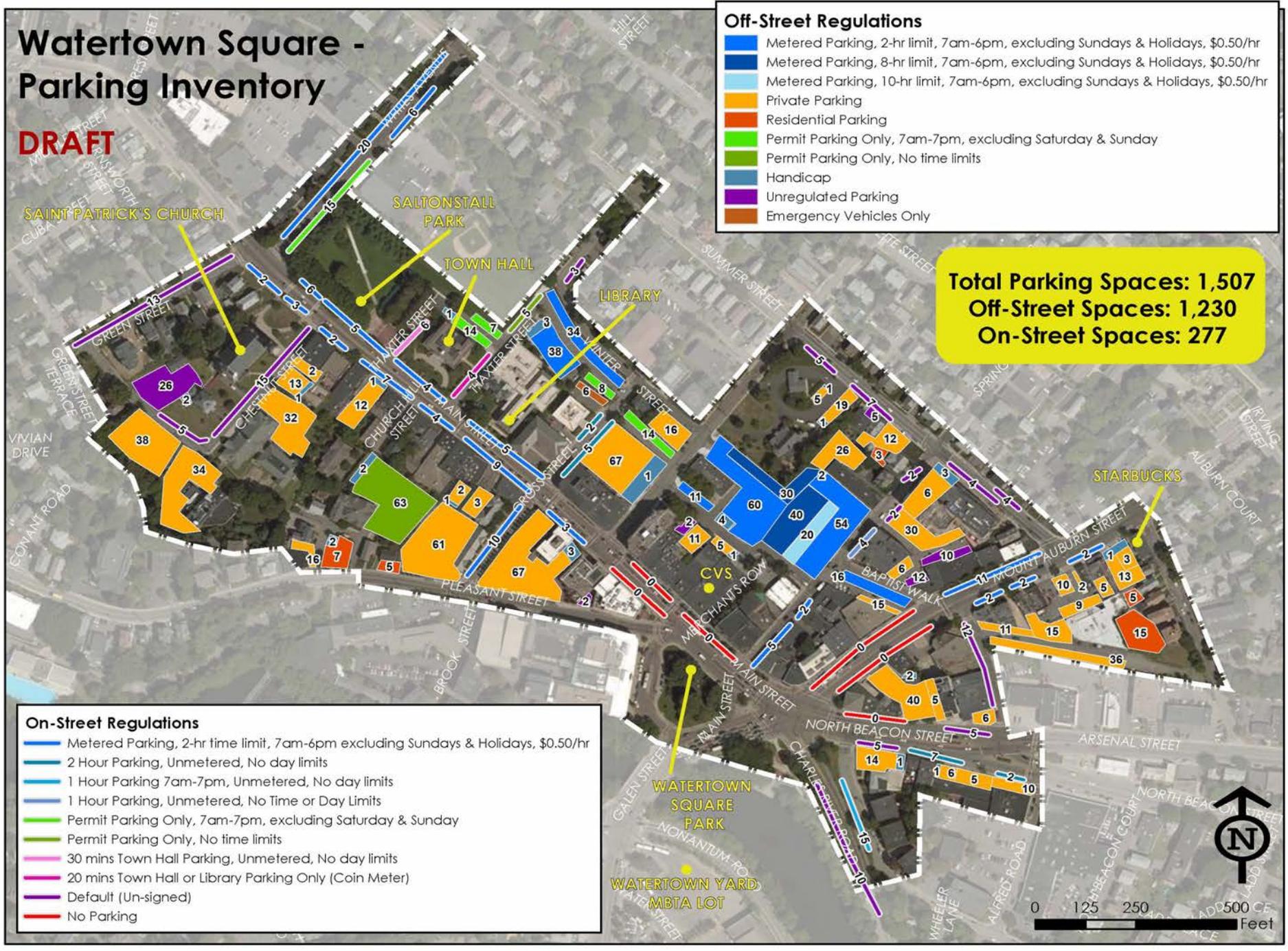
WATERTOWN YARD
MBTA LOT

On-Street Regulations

- Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr
- 2 Hour Parking, Unmetered, No day limits
- 1 Hour Parking 7am-7pm, Unmetered, No day limits
- 1 Hour Parking, Unmetered, No Time or Day Limits
- Permit Parking Only, 7am-7pm, excluding Saturday & Sunday
- Permit Parking Only, No time limits
- 30 mins Town Hall Parking, Unmetered, No day limits
- 20 mins Town Hall or Library Parking Only (Coin Meter)
- Default (Un-signed)
- No Parking



0 125 250 500 Feet



PARKING INVENTORY

Total Parking Spaces

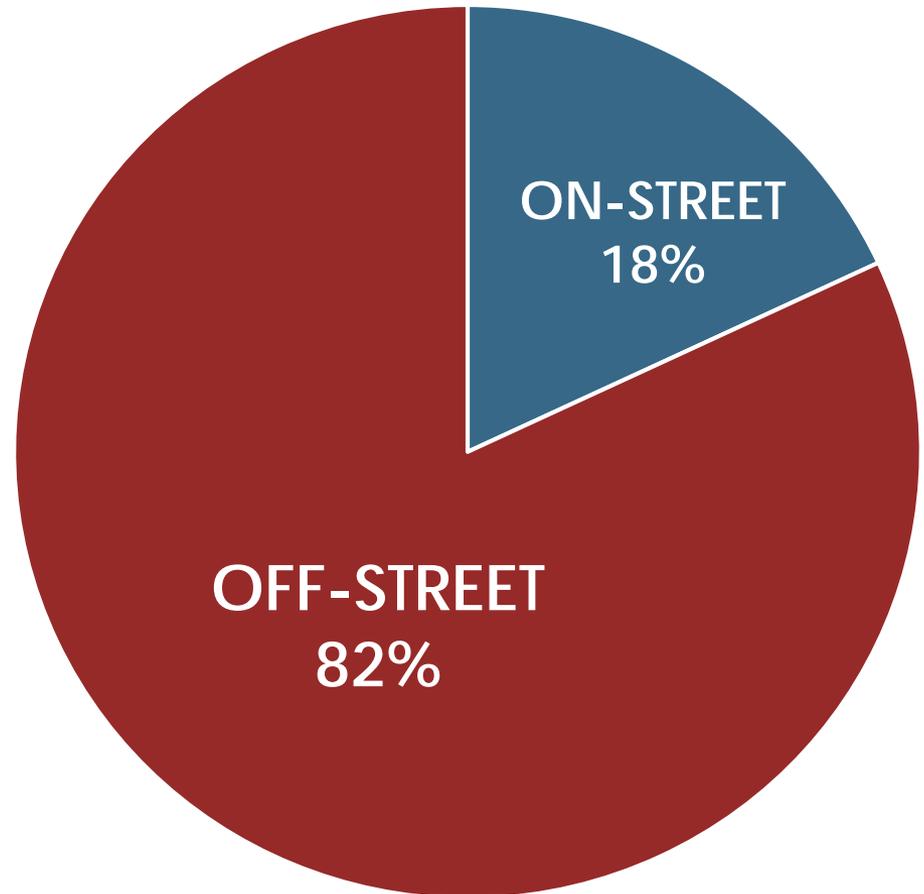
- 1,507

On-Street Parking Spaces

- 277 total
- 9 regulations

Off-Street Parking Spaces

- 1,230 total
- 10 regulations



PARKING REGULATIONS

ON-STREET

OFF-STREET

REGULATION	%
Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr	40%
Default (Un-signed)	36%
2 Hour Parking, Unmetered, No day limits	6%
1 Hour Parking, Unmetered, 7am-7pm, Unmetered, No day limits	5%
Permit Parking Only, 7am-7pm, excluding Saturday & Sunday	5%
30 mins Town Hall Parking, Unmetered, No day limits	2%
Permit Parking Only, No time limits	2%
20 mins Town Hall or Library parking Only (Coin Meter)	1%
1 Hour Parking, Unmetered, No day limits	1%
No Parking	1%

REGULATION	%
Private Parking	56%
Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr	17%
Metered Parking, 8-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr	6%
Permit Parking Only, No time limits	5%
Unregulated Parking	5%
Permit Parking Only, 7am-7pm, excluding Saturday & Sunday	3%
Residential Parking	3%
Handicap	3%
Metered Parking, 10-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr	2%
Emergency Vehicles Only	0%

PARKING UTILIZATION

WHEN?

- Typical Weekday
(Wednesday, November 14, 2018)
- Typical Weekend
(Saturday, November 17, 2018)

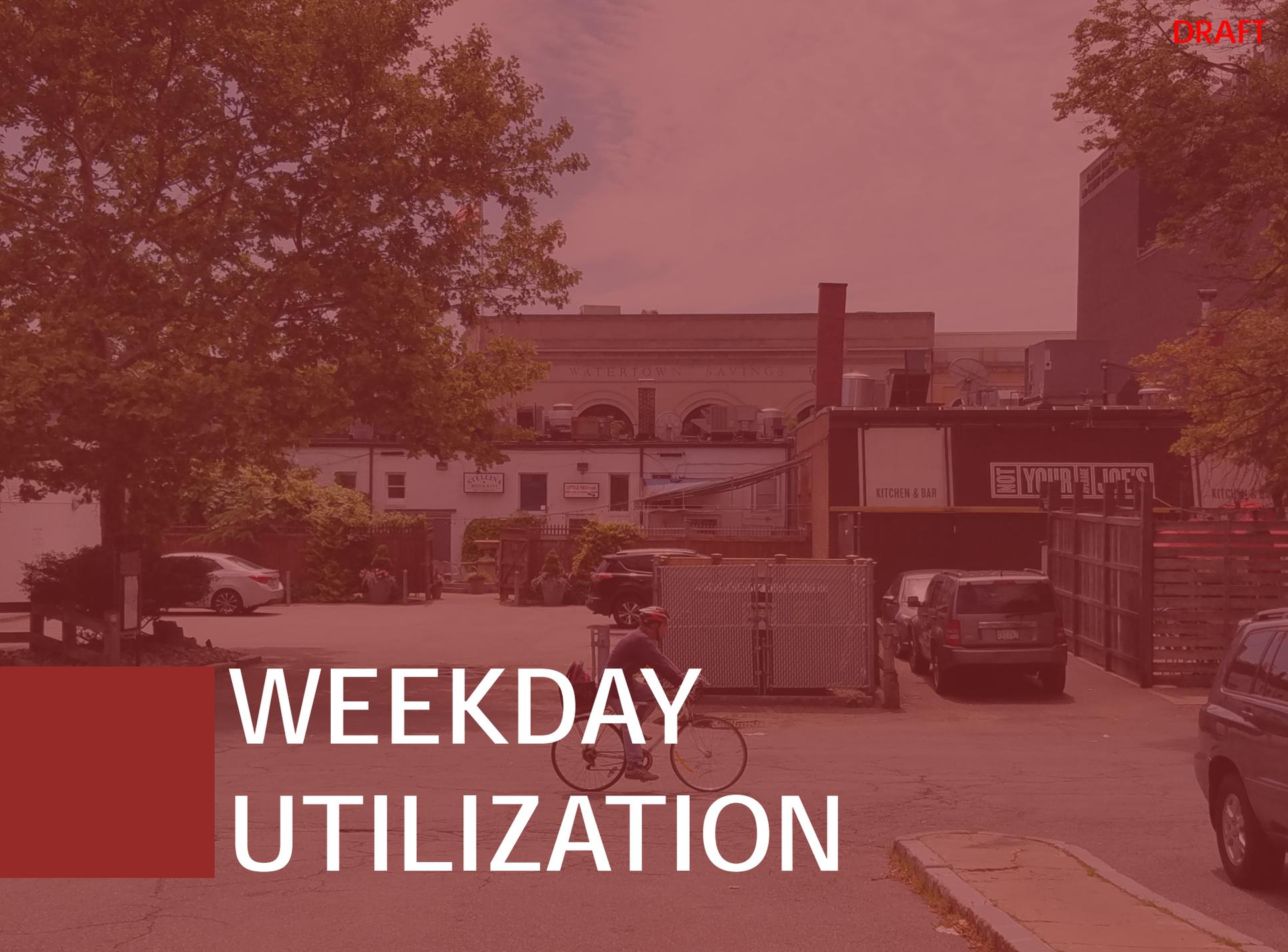
WHERE?

- Watertown Square
- Public, private, on-and off-street parking spaces and lots

WHY?

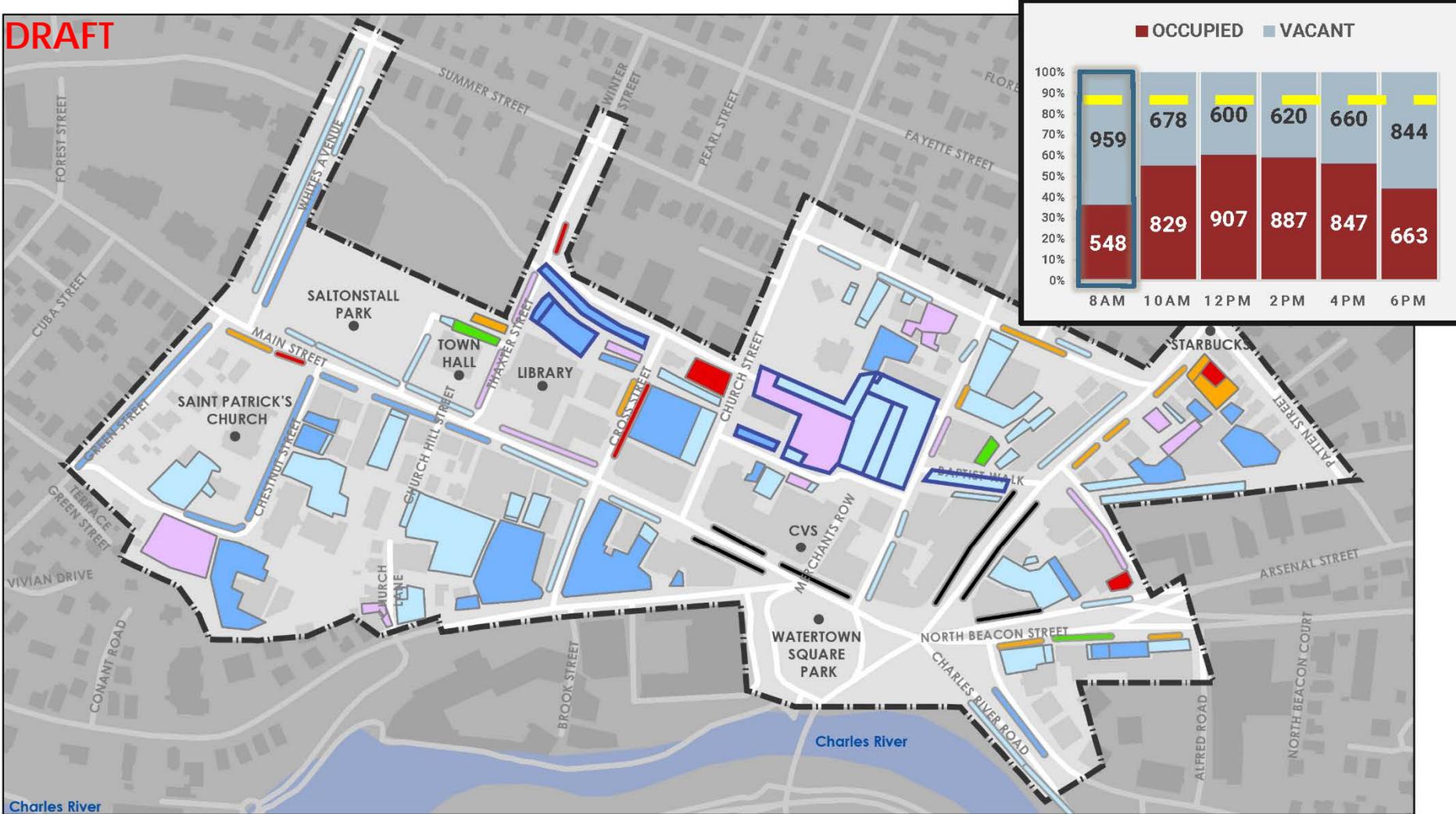
- Understand parking demand levels
- Assess parking occupancy during Canton peak activities





WEEKDAY
UTILIZATION

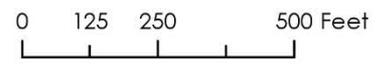
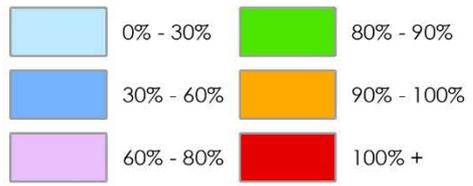
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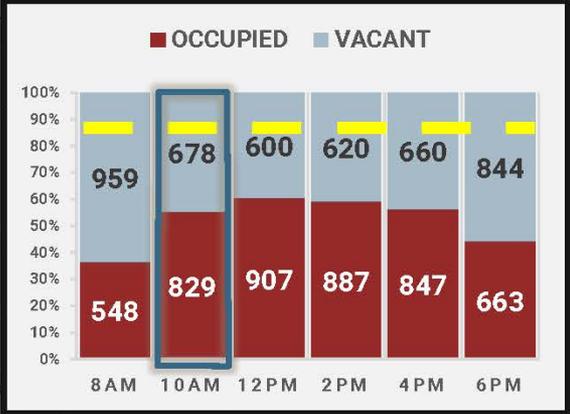
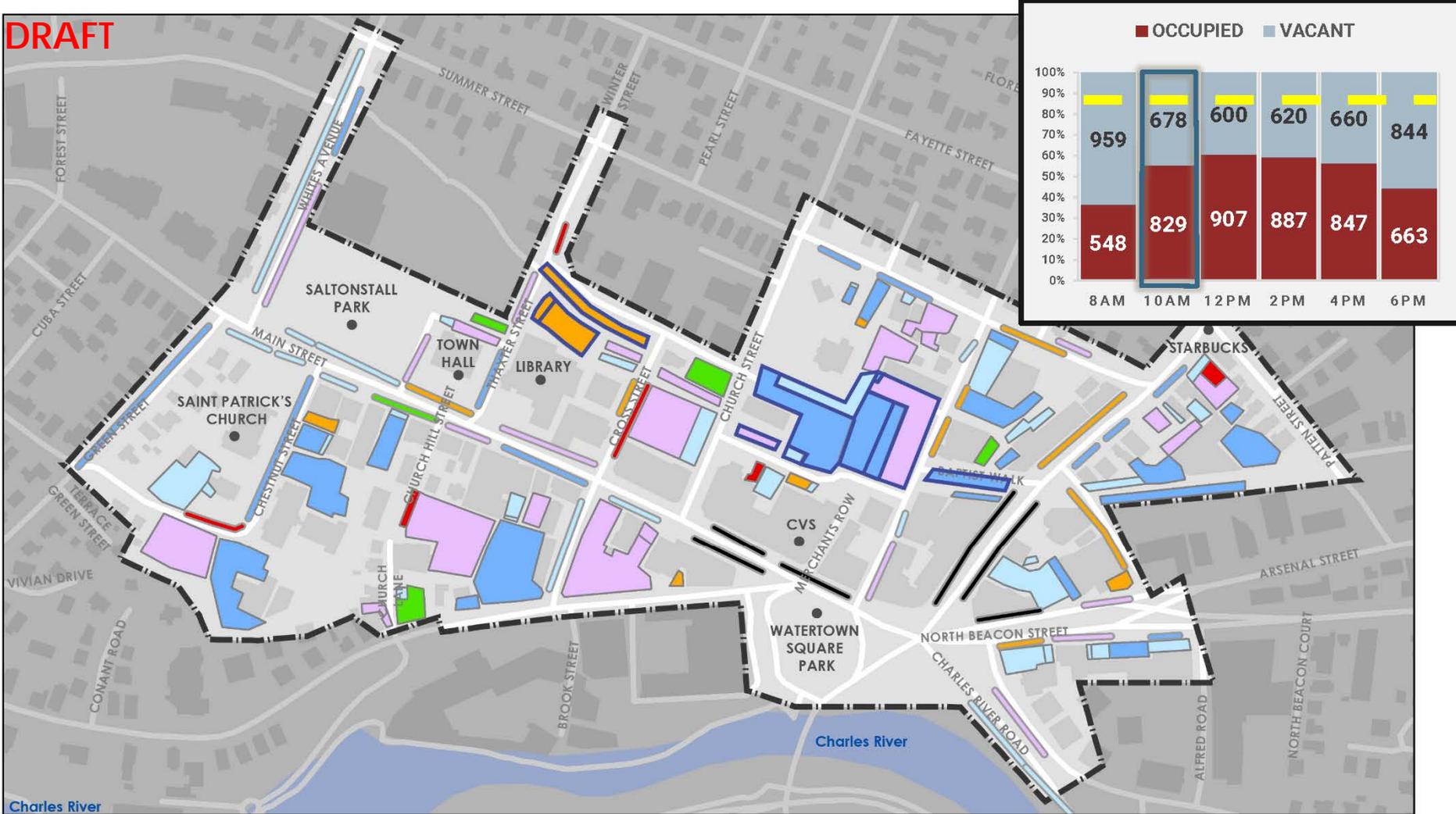
**WATERTOWN SQUARE
WEEKDAY 8AM
30% UTILIZED**

Study Area

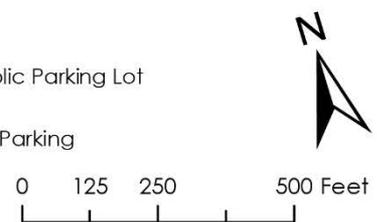
Parking Utilization



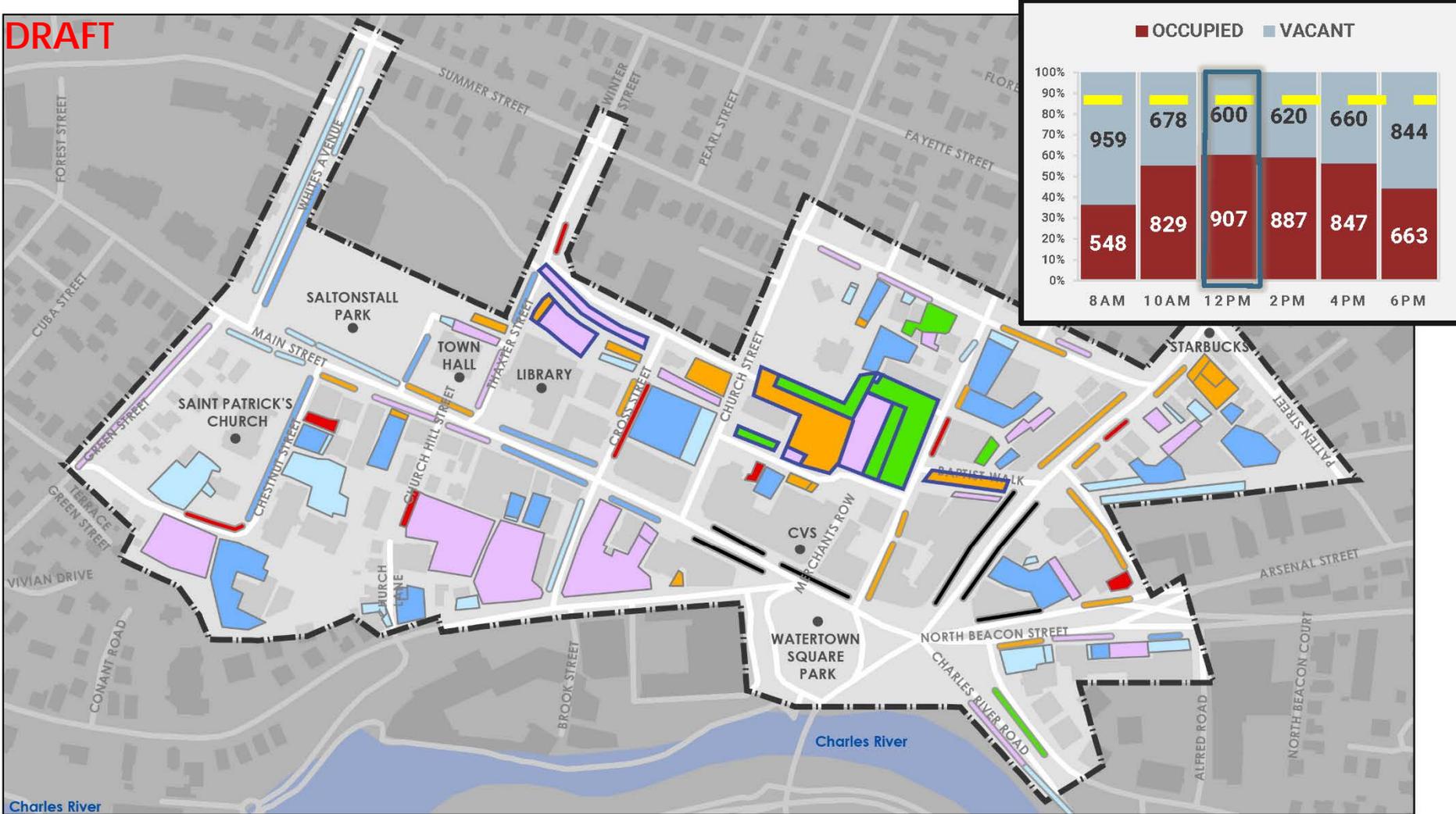
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WATERTOWN SQUARE
WEEKDAY 10AM
55% UTILIZED



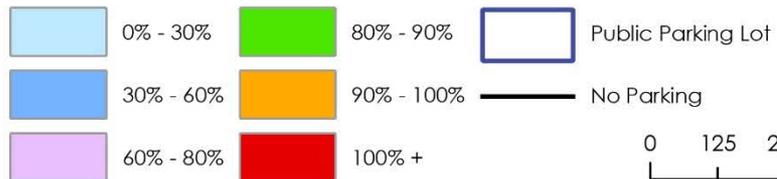
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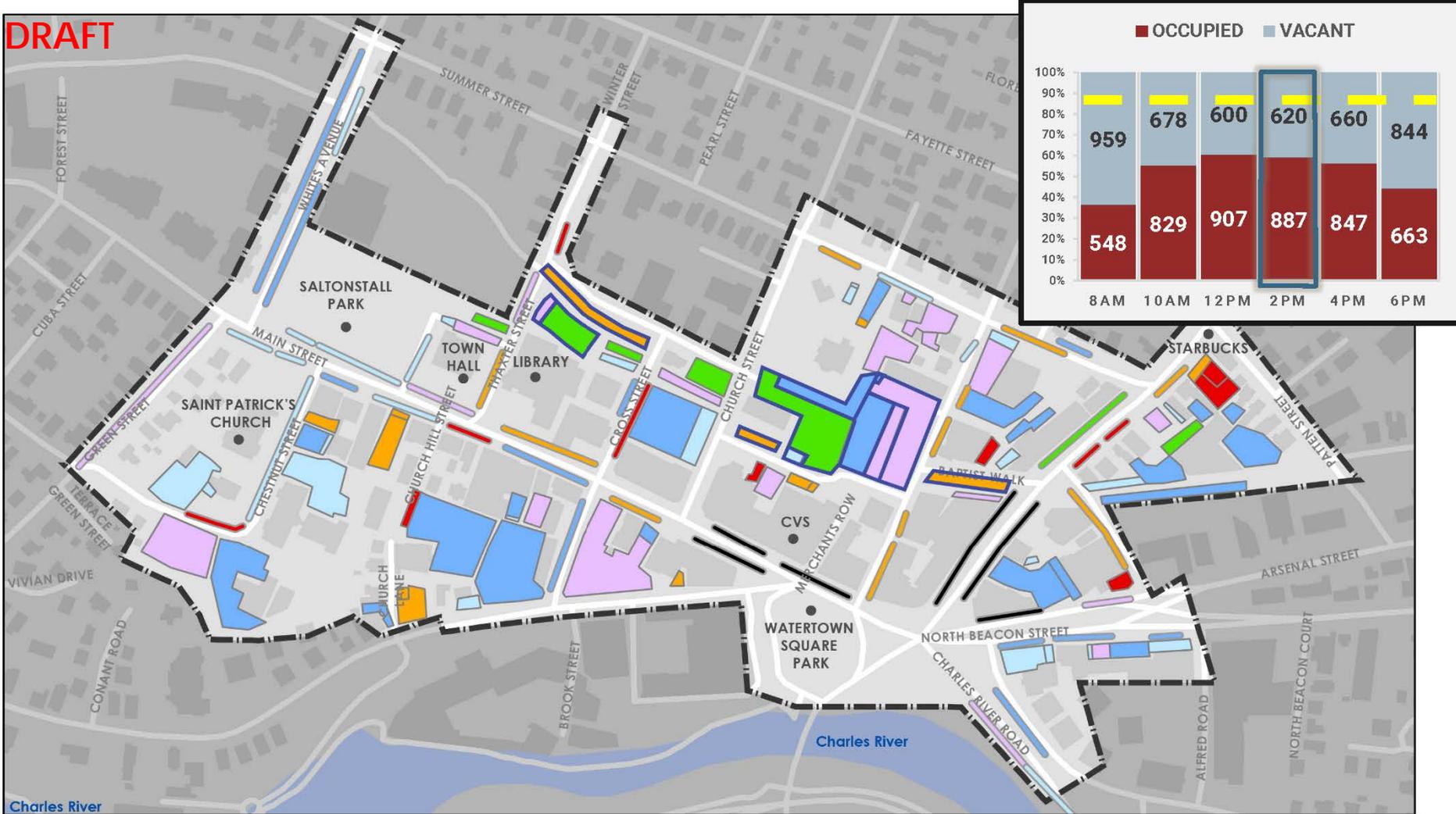
WATERTOWN SQUARE
WEEKDAY 12PM
PEAK HOUR: 60% UTILIZED

Study Area

Parking Utilization



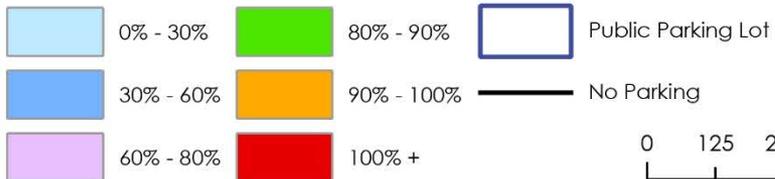
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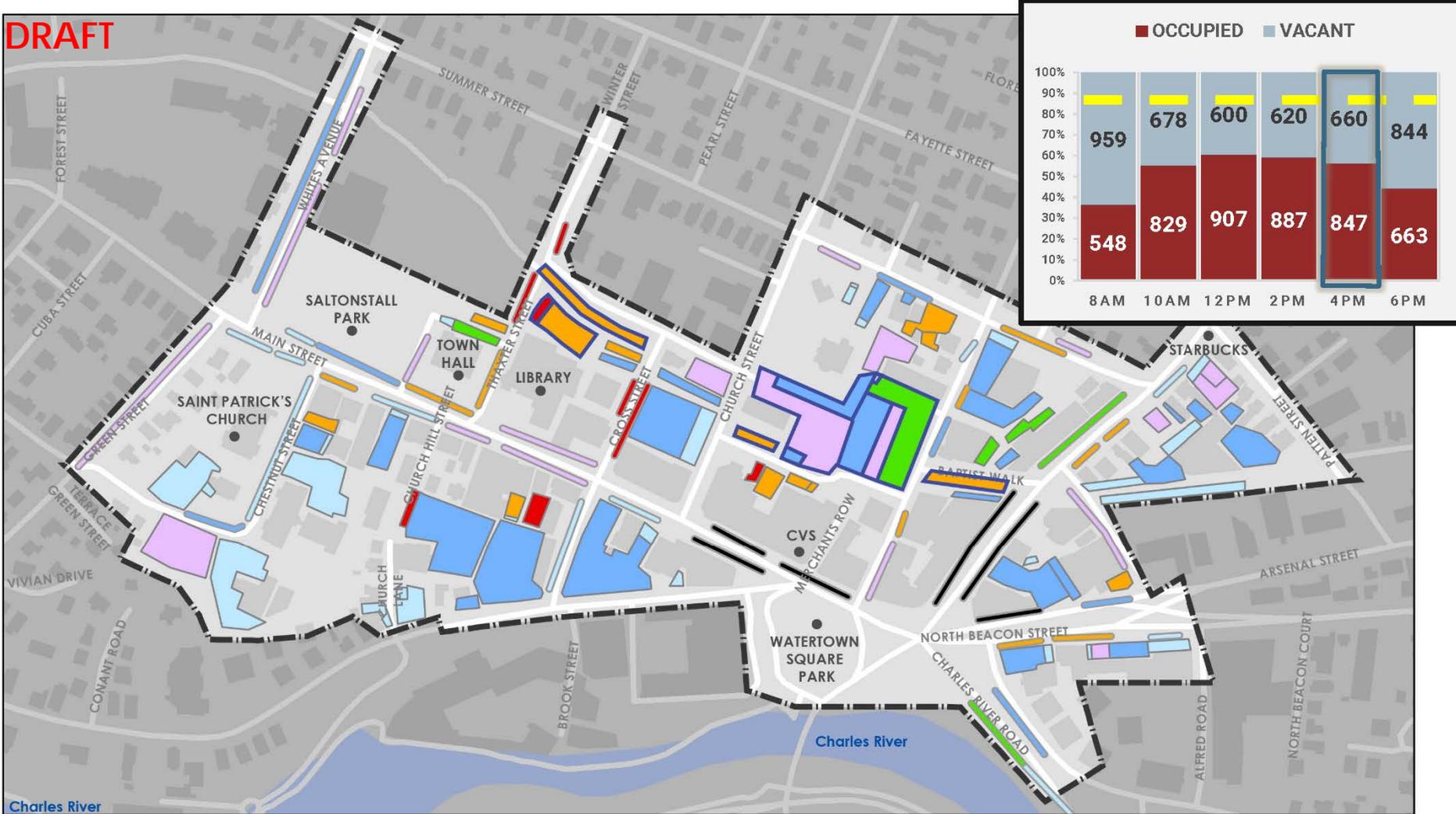
WATERTOWN SQUARE
WEEKDAY 2PM
55% UTILIZED

 Study Area

Parking Utilization



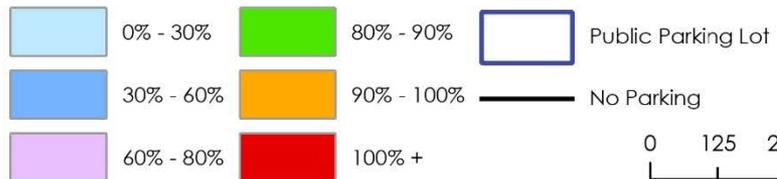
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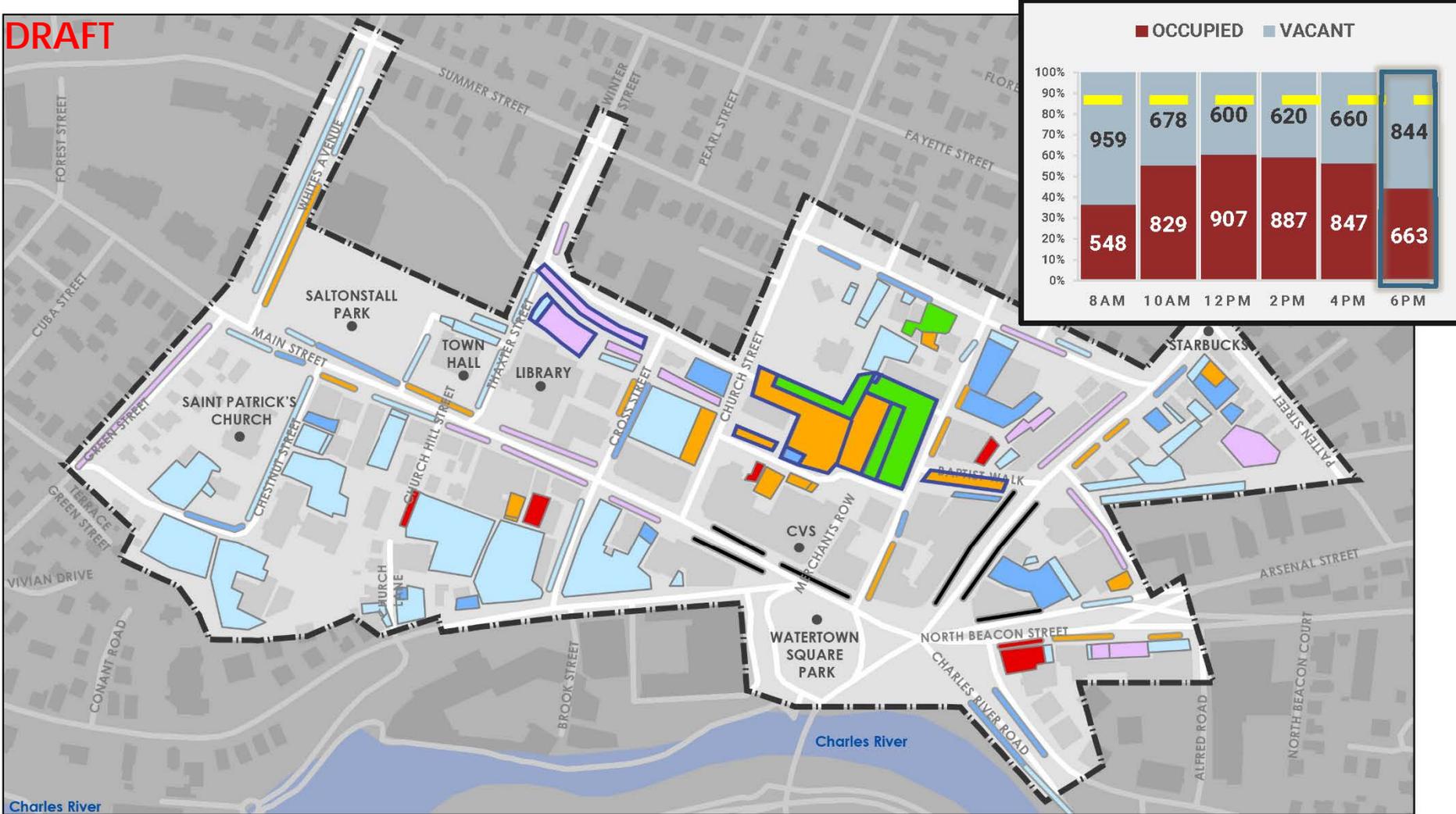
WATERTOWN SQUARE
WEEKDAY 4PM
55% UTILIZED

Study Area

Parking Utilization



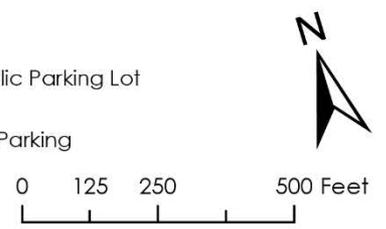
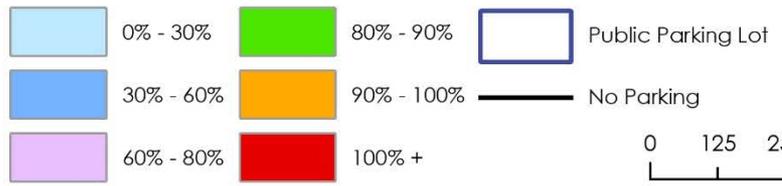
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WATERTOWN SQUARE
WEEKDAY 6PM
45% UTILIZED

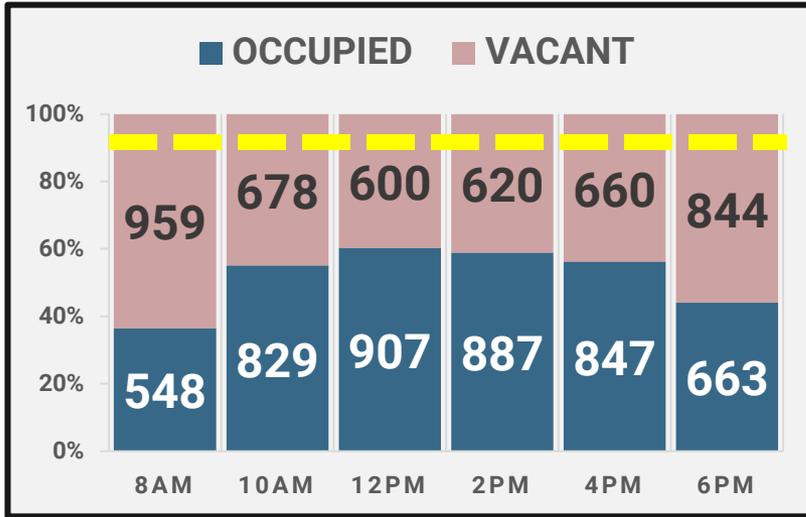
Study Area

Parking Utilization



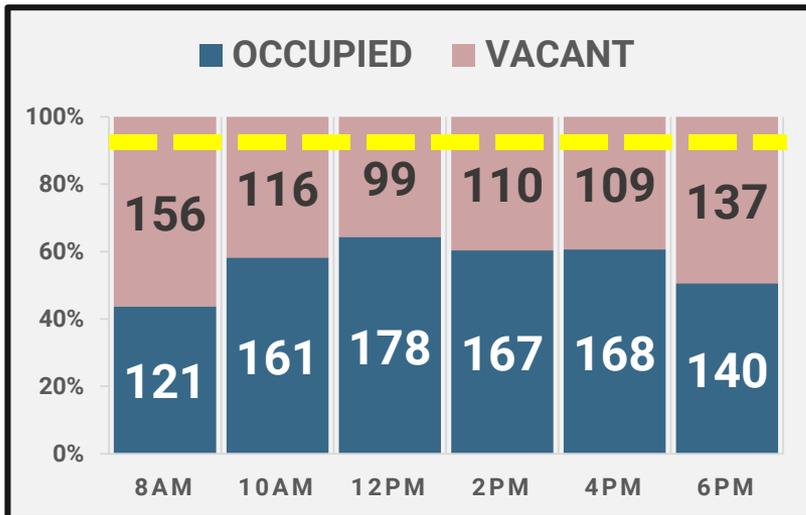
PARKING UTILIZATION FINDINGS: WEEKDAY

ALL

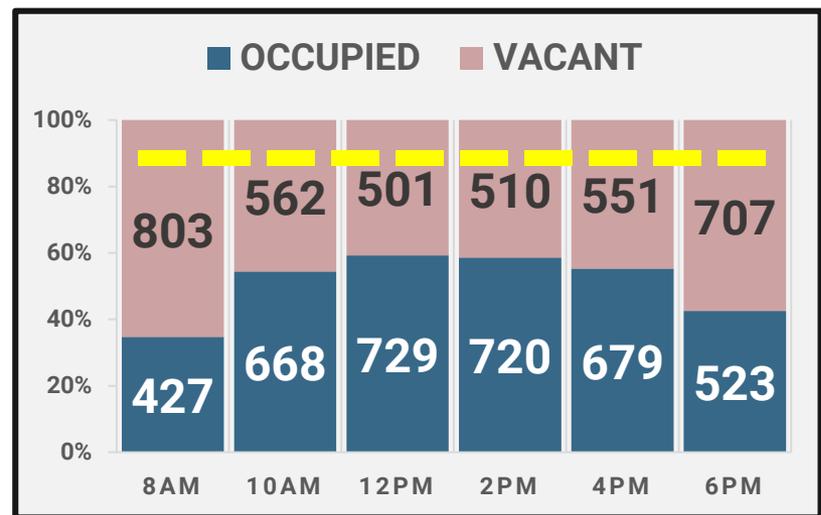


- Peak overall utilization at 12PM (60% utilized)
- High on-street utilization rates at 12PM (around 60% utilized)
- Typical town square/downtown utilization rates (higher during the day and lower after work hours)

ON-STREET



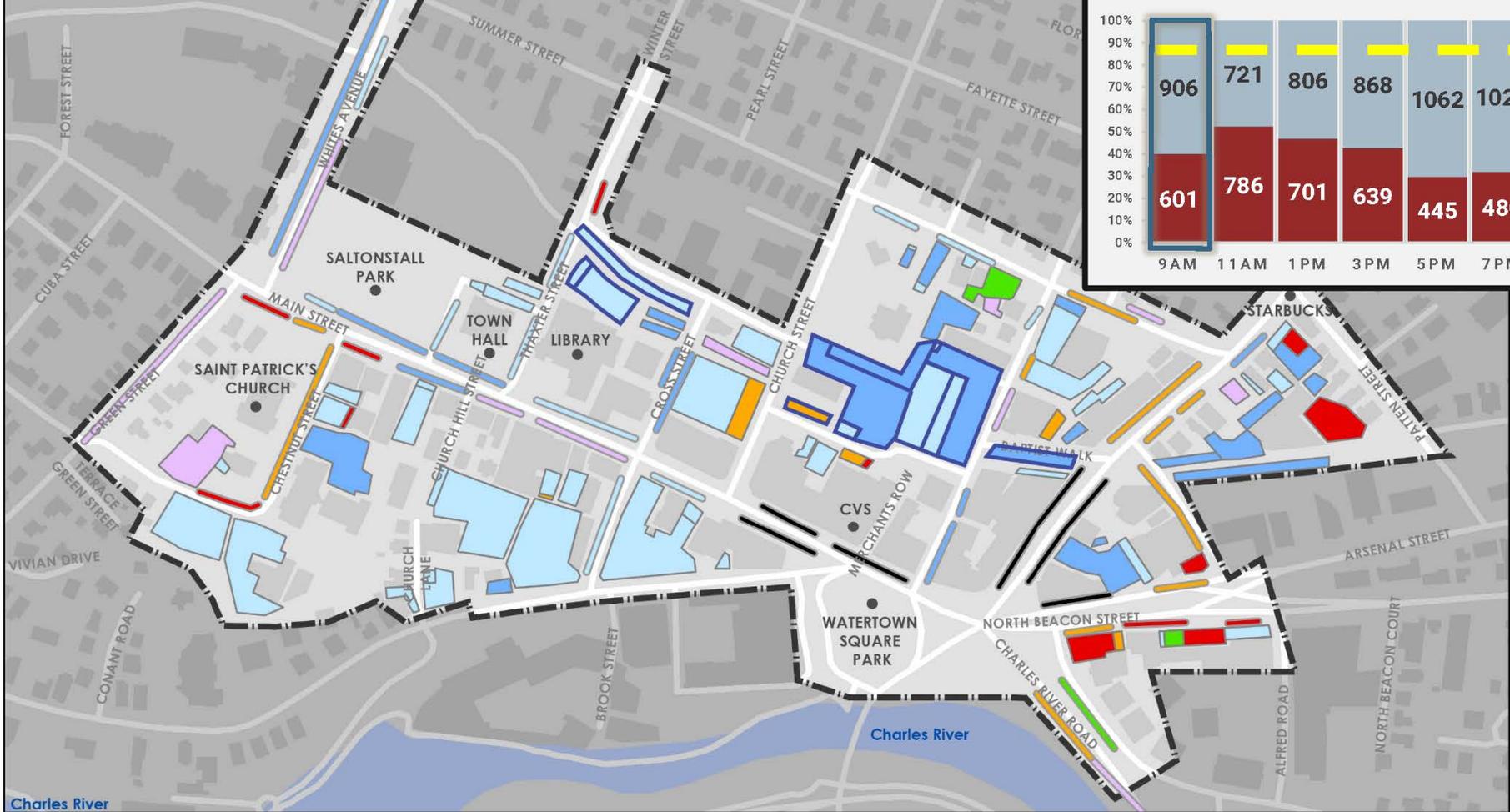
OFF-STREET





WEEKEND
UTILIZATION

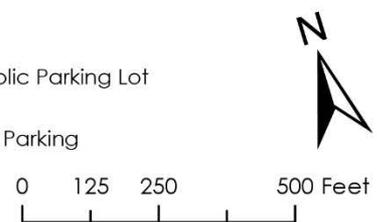
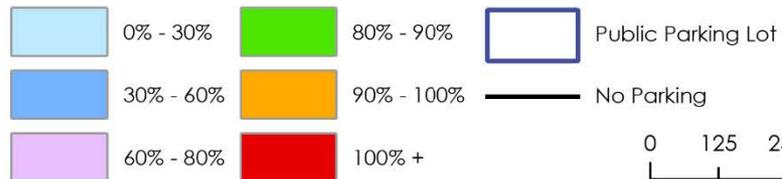
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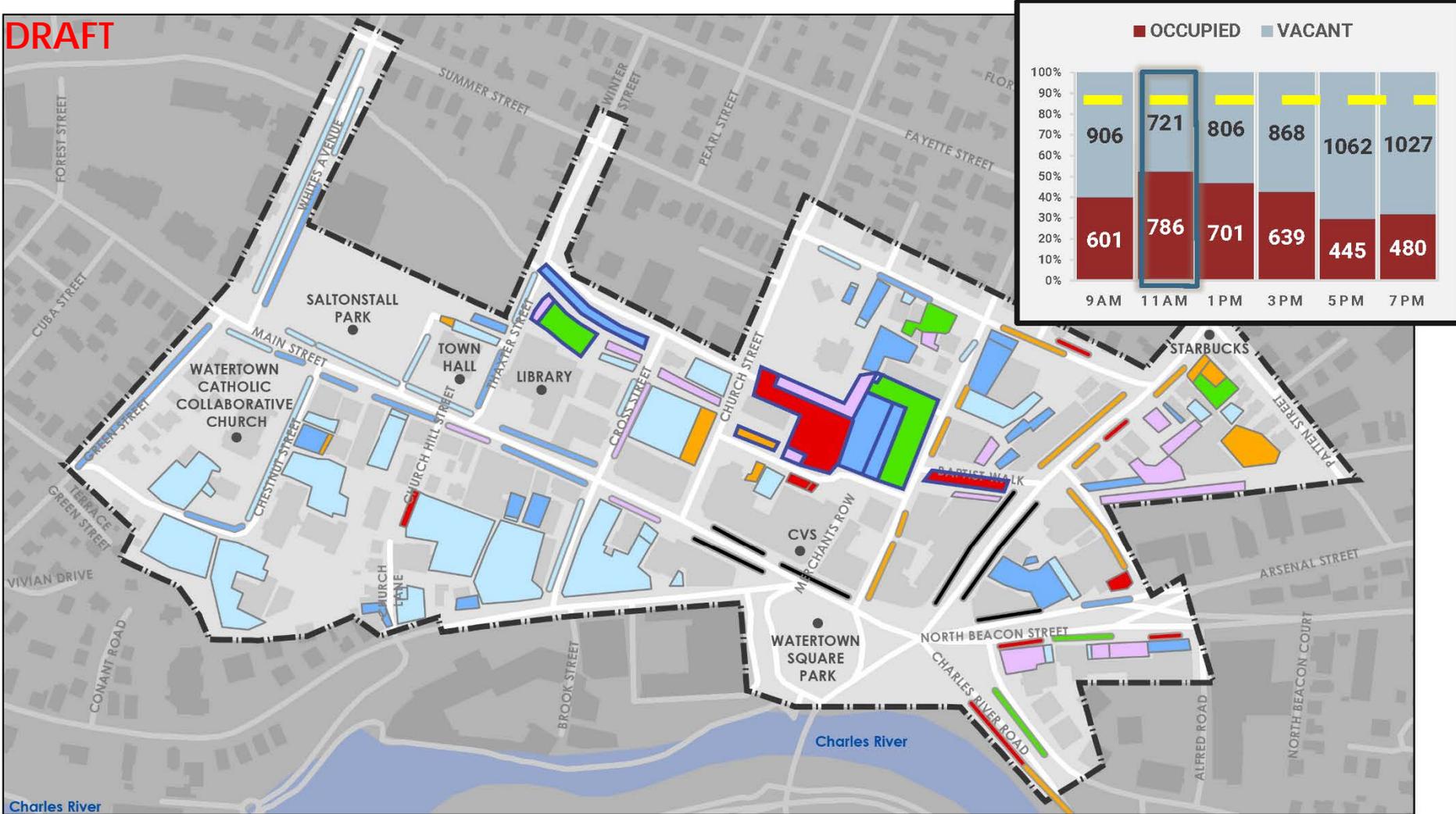
**WATERTOWN SQUARE
WEEKEND 9AM
40% UTILIZED**

Study Area

Parking Utilization



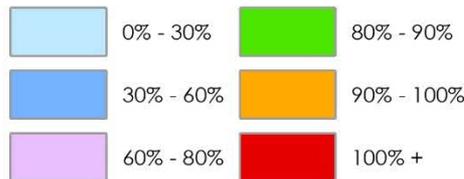
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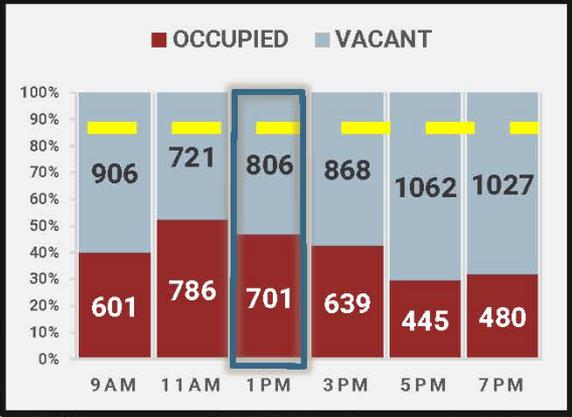
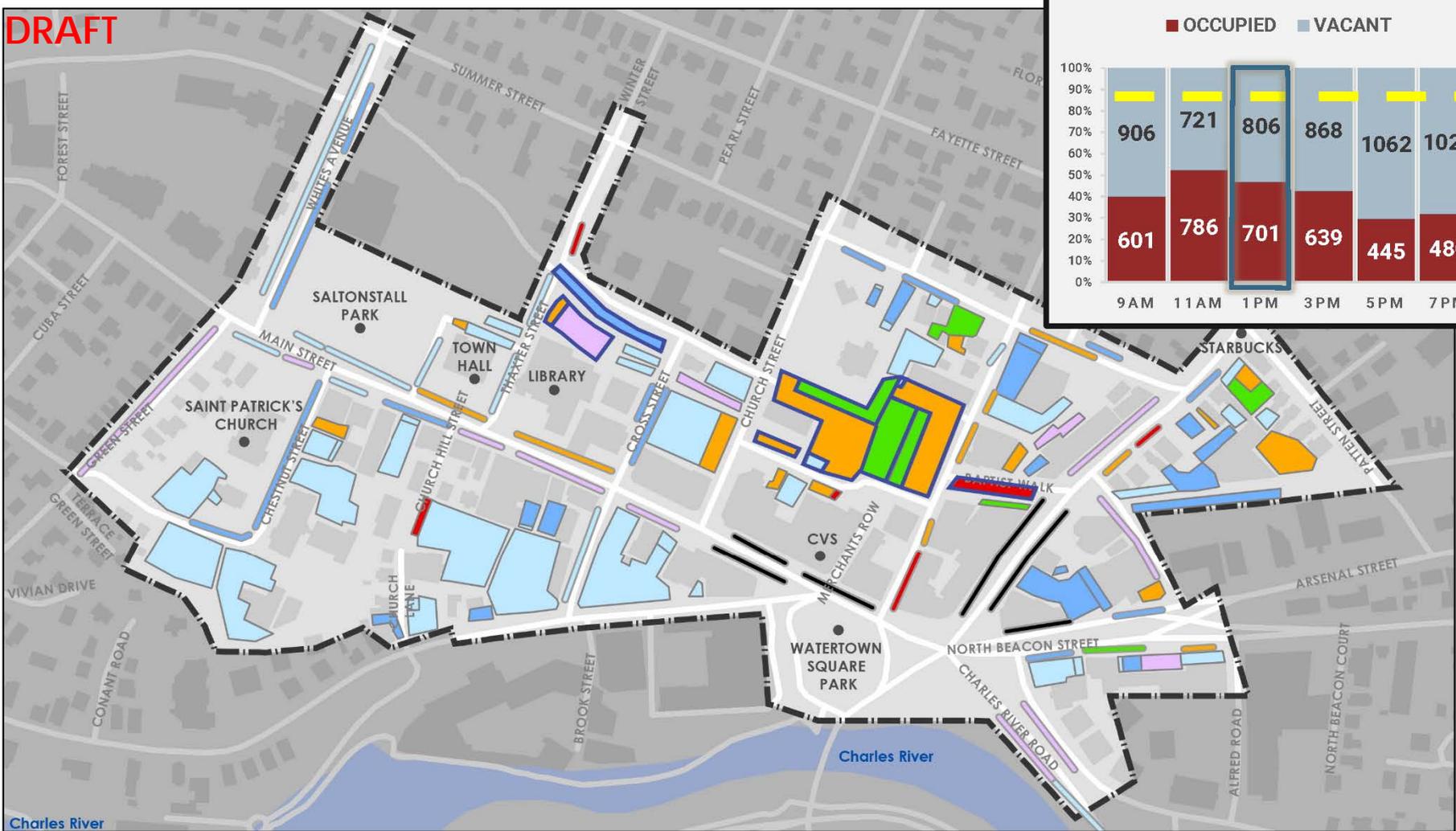
WATERTOWN SQUARE
WEEKEND 11AM
PEAK HOUR: 50%
UTILIZED

Study Area

Parking Utilization



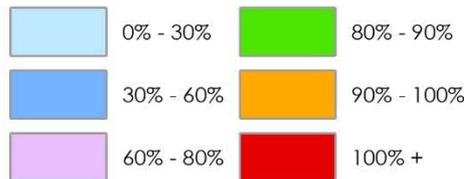
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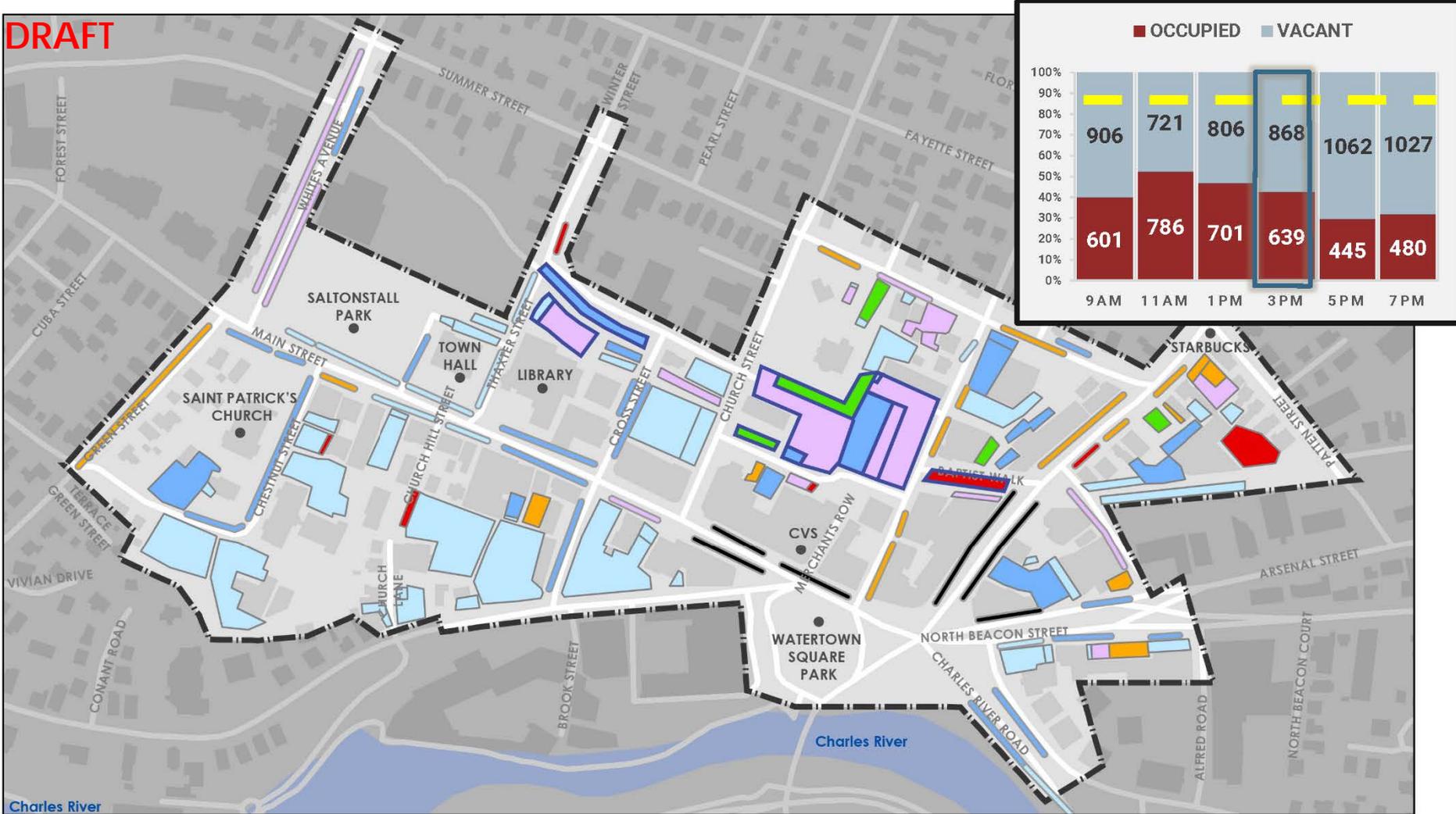
**WATERTOWN SQUARE
WEEKEND 1PM
45% UTILIZED**

Study Area

Parking Utilization



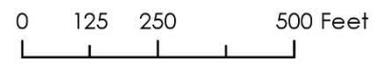
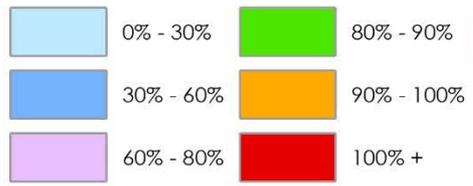
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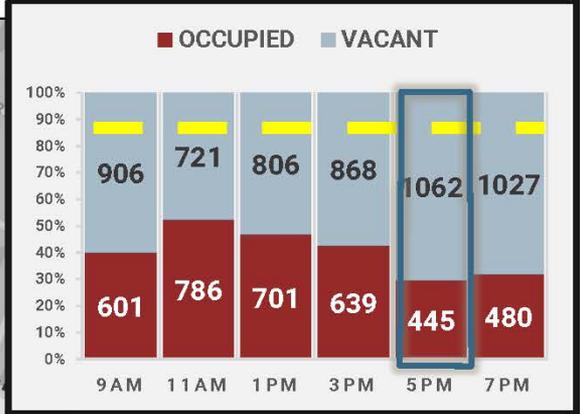
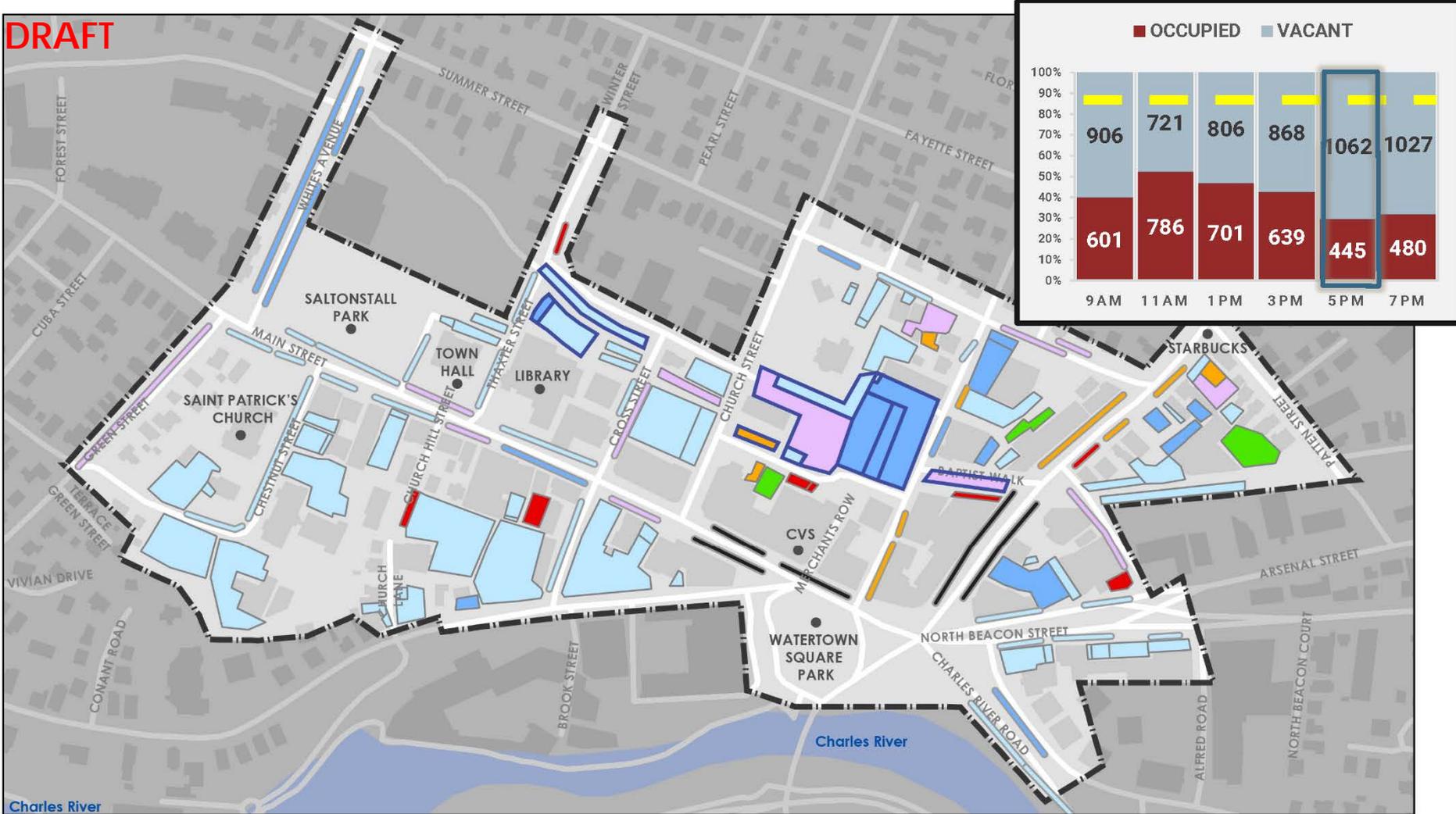
**WATERTOWN SQUARE
WEEKEND 3PM
40% UTILIZED**

Study Area

Parking Utilization



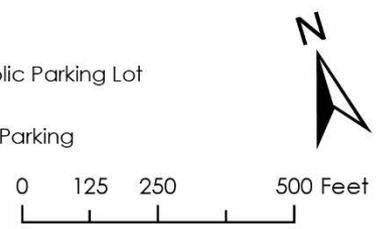
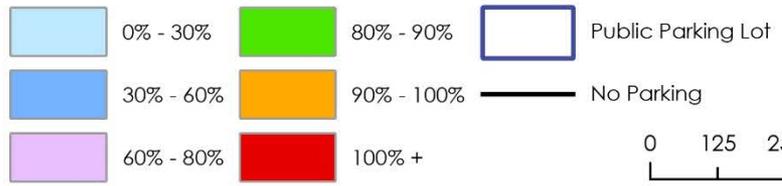
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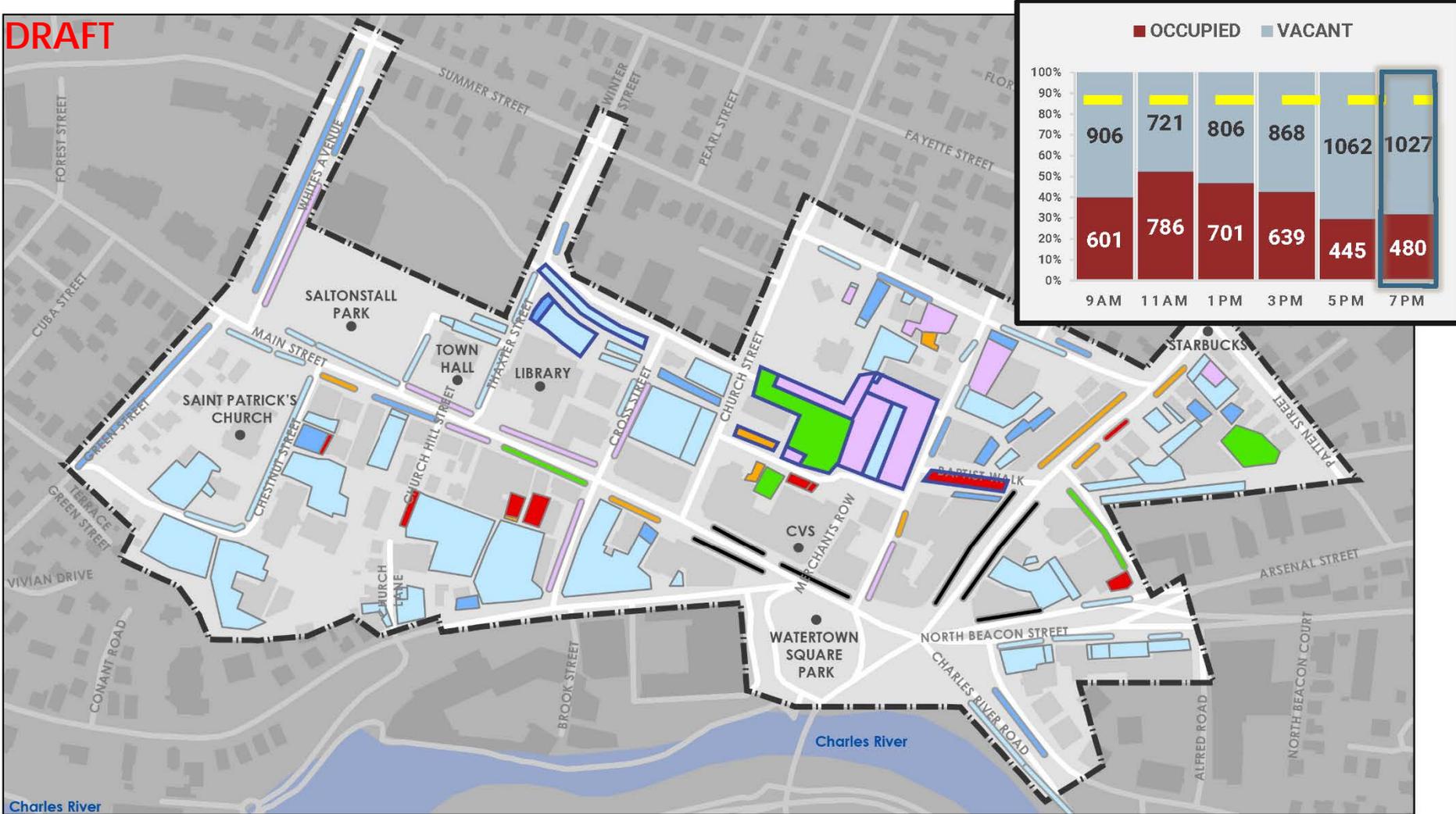
WATERTOWN SQUARE
WEEKEND 5PM
30% UTILIZED

Study Area

Parking Utilization



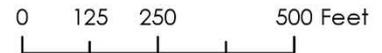
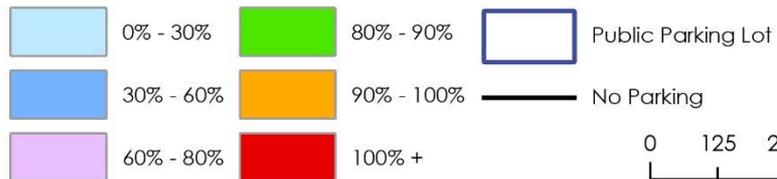
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WATERTOWN SQUARE
WEEKEND 7PM
35% UTILIZED

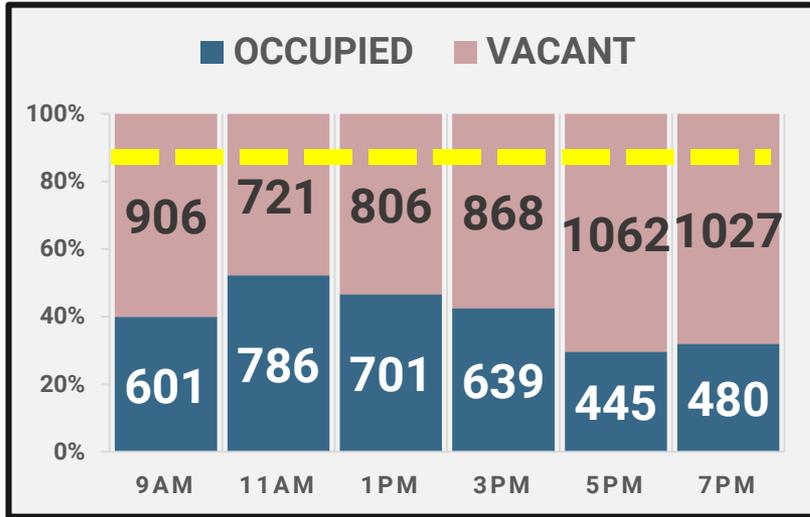
Study Area

Parking Utilization



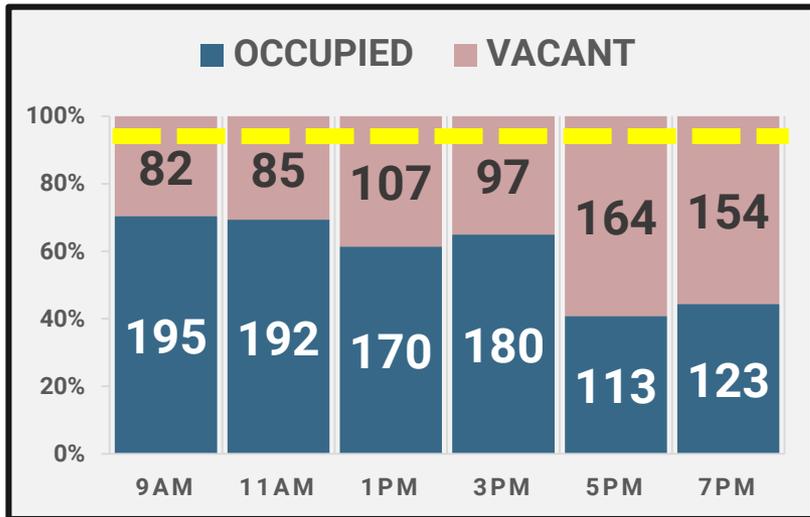
PARKING UTILIZATION FINDINGS: WEEKEND

ALL

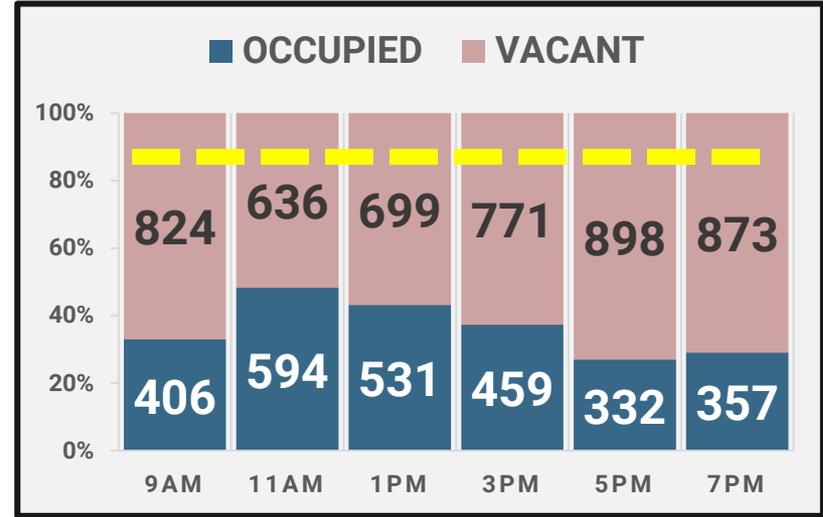


- Peak overall utilization at 11AM (50% utilized)
- High on-street utilization rates at 9AM (around 70%)
- Off-street spaces underutilized (never above 50%)

ON-STREET



OFF-STREET





PUBLIC PROCESS

PUBLIC PROCESS

Public Engagement Survey, November 6th, 2018

- Give feedback on existing parking conditions

Public Outreach Meeting, January 24th, 2019

- Map comments on parking issues and opportunities
- Review parking inventory and utilization data
- Make observations on

Draft Recommendations, Early Spring, 2019

- Present draft parking management improvement strategies

PUBLIC ENGAGEMENT SURVEY RESULTS

62%



would rather park 1x and walk/bike between destinations instead of driving and parking at multiple destinations.

42%

have left Watertown Square because they couldn't find parking



43%

spend time hunting for a space when trying to park. Only 10% of people follow signs to public parking.

MOST FREQUENTLY USED parking locations?

behind CVS	Library lot	On-street
64%	21%	9%

76%



prefer off-street, public lot spaces instead of on-street spaces

PREFERENCE of future parking technology options?



Individual coin/card meters



Pay-by-phone app



Individual coin meters



Multi-space kiosks



Sticker/Permit

TOP 3

things influencing parking choice:

- PROXIMITY
- PRICE
- TIME LIMITS

*Survey results from 1/15/2019

THANK YOU!