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WATERTOWN Parking Management Plan

June 2019



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INTRODUCTION

1.1 INTRODUCTION

Plan Process and Goals

Parking is a critical element of a commercial center's health and growth. The expectation that parking is available and accessible is important for all users, as they shop, dine, work, visit, or conduct their daily business. All customers should be able to easily comprehend their parking and transportation options and the costs and rules associated with them.

The common perception in Watertown is that a parking shortage exists in Watertown Square and Coolidge Square. To address this, the Town commissioned the Parking Management Plan to analyze parking supply, demand, location, pricing, and management in Watertown Square and Coolidge Square. Based on this analysis, the Plan has developed strategies to alleviate real and perceived parking problems in the Watertown Square and Coolidge Square commercial districts.

Watertown Square and Coolidge Square are the two main commercial centers in the Town of Watertown, located about 1.5 miles apart. Most of the existing metered parking in Watertown exists in these two squares. Each Square has numerous commercial, civic and transportation uses, all with competing and overlapping parking demands. While recommendations are specific to each locale, they also inform a larger Town-wide approach to parking management.

The Plan helps support Watertown's commercial centers and makes them more user friendly and welcoming. It describes current parking needs, supply, and use. Recommendations focused on supporting new and existing businesses and customers, while using existing parking resources more efficiently.

The two main inputs into the Plan included an extensive data collection effort and a robust public engagement strategy. The mechanisms for each were described in this report, but combined they helped Watertown understand both the parking use on the ground and the lived experience and perception of the parking system, through the input of Watertown residents, shoppers, employees and visitors.

Early in the parking management plan process, the Town and working group identified several key goals for the plan. During the public engagement process, the public gave input on the established goals. These goals are critical in guiding the plan process and development of strategies. Project goals for the Watertown Parking Management Plan include:

- Create a baseline understanding of parking demand and its role in Watertown Square and Coolidge Square
- Manage existing parking better for various users, including customers, employees, and Square visitors
- Support businesses and institutions
- Reduce parking demand where possible
- Encourage facilities that support all transportation modes
- Creatively develop solutions that can be implemented and managed cost effectively

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EXISTING CONDITIONS

Watertown Square

2.0A EXISTING CONDITIONS

Study Area: Watertown Square

This section documents the existing parking and associated transportation conditions within Watertown Square, with a focus on:

- **Parking Inventory**
 - Overview of parking spaces
 - Supply
 - Regulation
 - Price
 - Public vs Private
 - On-street vs Off-street
- **Parking Utilization**
 - Observed use of parking spaces
 - Typical weekday
 - Typical weekend
 - Multiple time periods
 - By category and/or geography
- **Additional Parking & Transportation Considerations**
 - Permit program
 - Multimodal conditions



2.1A EXISTING CONDITIONS

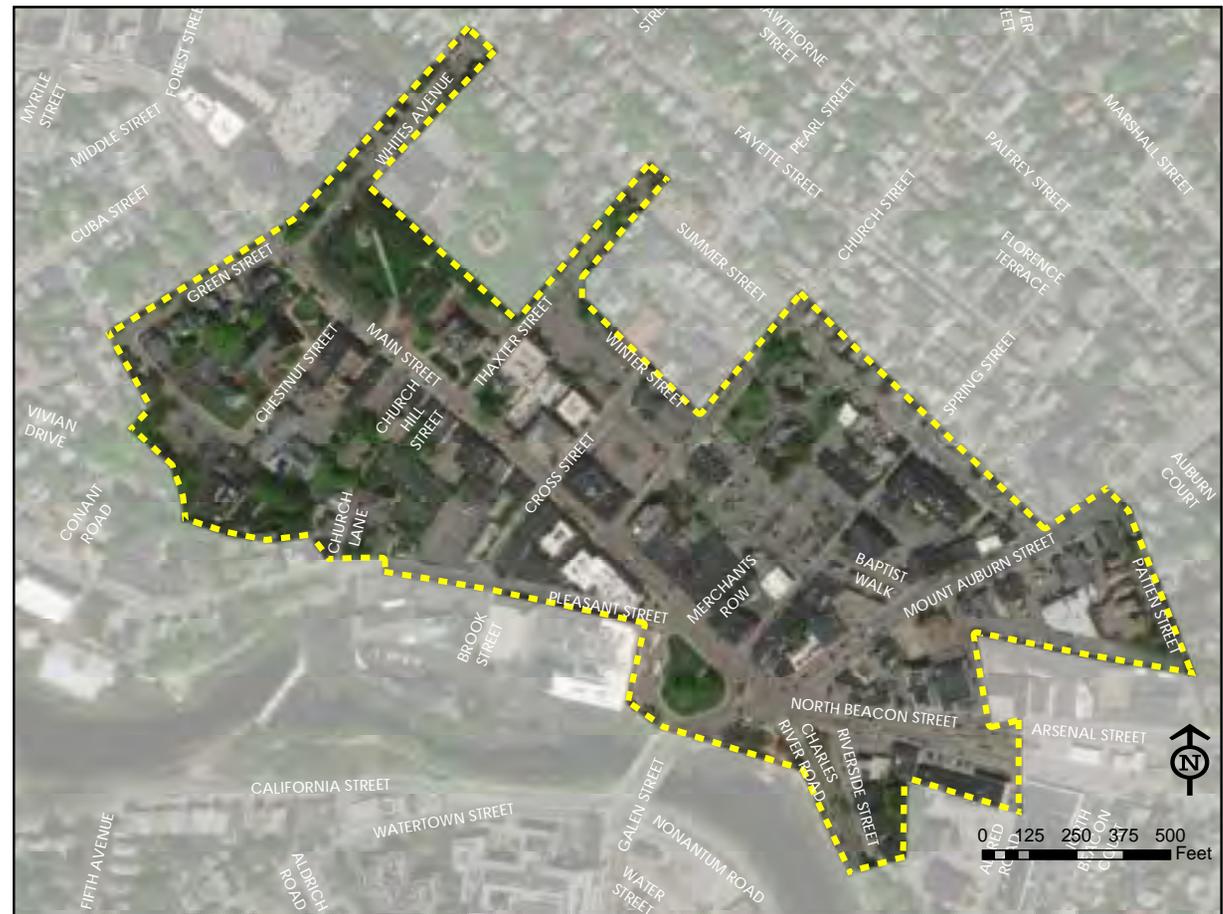
Study Area: Watertown Square

The study area for Watertown Square was established with a focus on the business district and its immediate environs. The Town’s Working Group defined the general boundaries based on areas that had metered parking, proximity to businesses, and generally perceived high usage. These are also based around the main commercial corridors of Main Street, Mt Auburn Street, and North Beacon Street.

As shown on the map to the right, the Watertown Square study area further extended to adjacent streets ending at Pleasant Street, Green Street, Patten Street, and Summer Street. This expanded area allowed the Study to capture all nearby on-street and off-street parking facilities. Whites Avenue, Main Street, Thaxter Street, Spring Street and Mt Auburn Street are also included as they all have metered or permit only parking.

Within the boundaries shown, the Parking Plan captured all parking spaces, including on-street curbside spaces and parking lots and garages, whether public or privately owned. As shown throughout this report, a full inventory of spaces by regulation and type was completed along with observations of how these spaces were used at various times.

The study area also incorporates the roadway network, pedestrian and bicycle access, and other features that may impact parking and transportation choices by Watertown Square users.



2.2A EXISTING CONDITIONS

Parking Inventory: Watertown Square

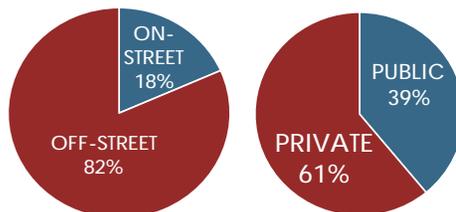
The Project team completed a comprehensive parking inventory for Watertown Square. The inventory documented the overall number of public and private parking spaces by type and regulation. All information was mapped and verified with Town staff, and shown to the public for further review and comment. Parking supply by type is summarized in the tables on this page and displayed geographically on the following pages.

- Watertown Square has **1,507 parking spaces**
- Only 18% of spaces are on-street, and there are **10 separate regulations covering these spaces**
- There are **337 public off-street spaces** in Watertown Square, more than the total number of on-street spaces
- More than **50% of all parking spaces in Watertown Square are private**, off-street spaces

On-Street Regulation	Percentage
Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr	40%
Unregulated, 2-hour time limit from 7am-7pm (no meters or signage)	36%
2 Hour Parking, Unmetered, No day limits	6%
1 Hour Parking, Unmetered, 7am-7pm, Unmetered, No day limits	5%
1 Hour Parking, Unmetered, No day limits	1%
30 mins Town Hall Parking, No day limits	2%
20 mins Town Hall or Library parking Only (Coin Meter)	1%
Permit Parking Only, 7am-7pm, excluding Saturday & Sunday	5%
Permit Parking Only, No time limits	2%
No Parking	1%

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

Watertown Square Parking

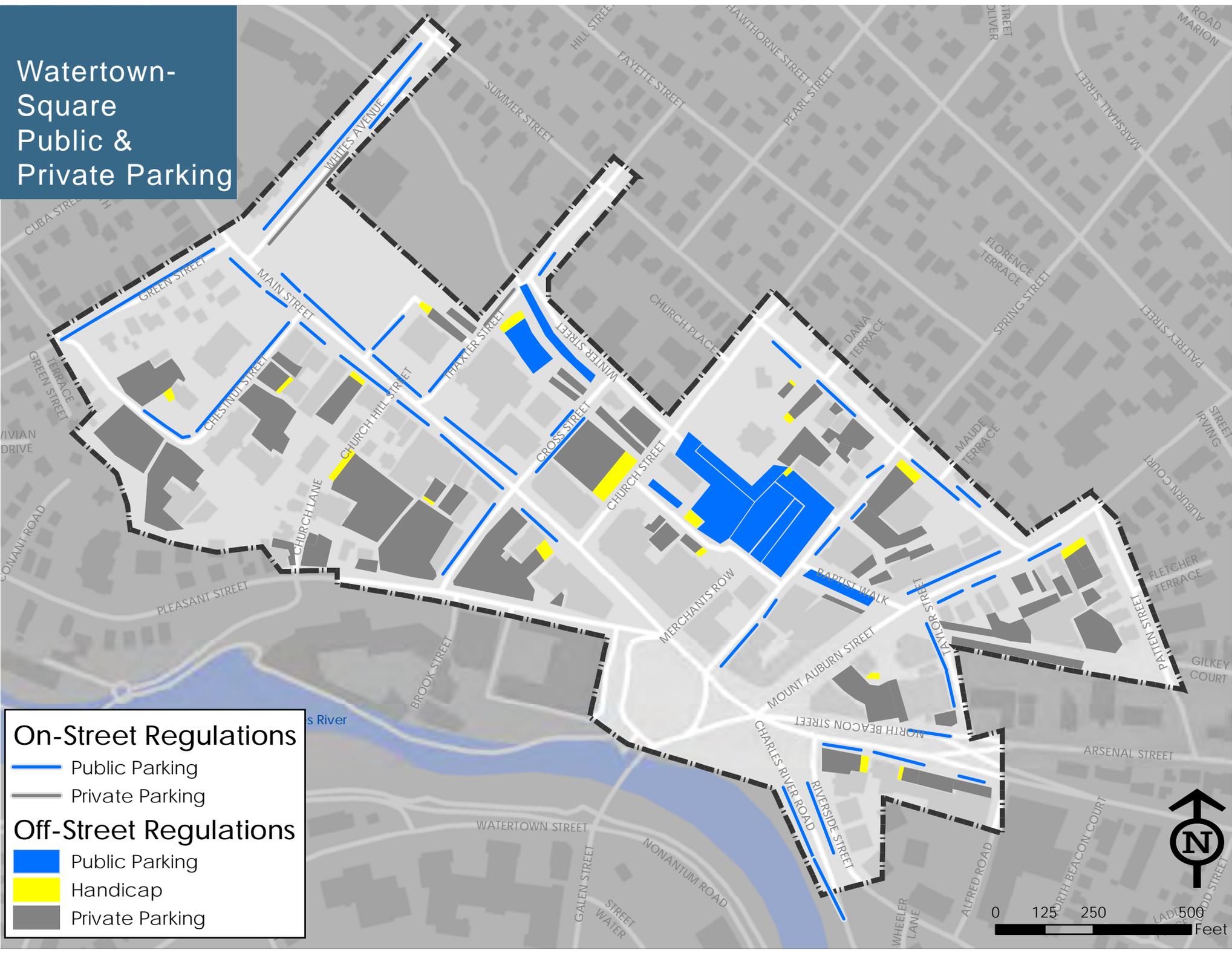


Parking Type	Public	Private	Overall
On-Street	255	22	277
Off-Street	337	893	1,230
Total	592	915	1,507

Legend: PUBLIC PRIVATE

Private, on-street parking consists of no parking zones, and permit parking only spaces

Watertown-Square Public & Private Parking

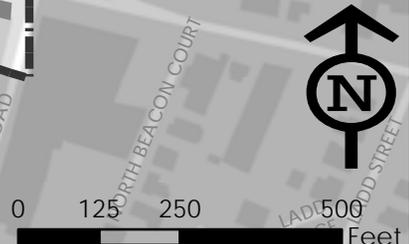


On-Street Regulations

- Public Parking
- Private Parking

Off-Street Regulations

- Public Parking
- Handicap
- Private Parking



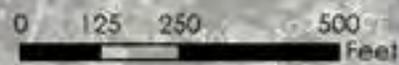
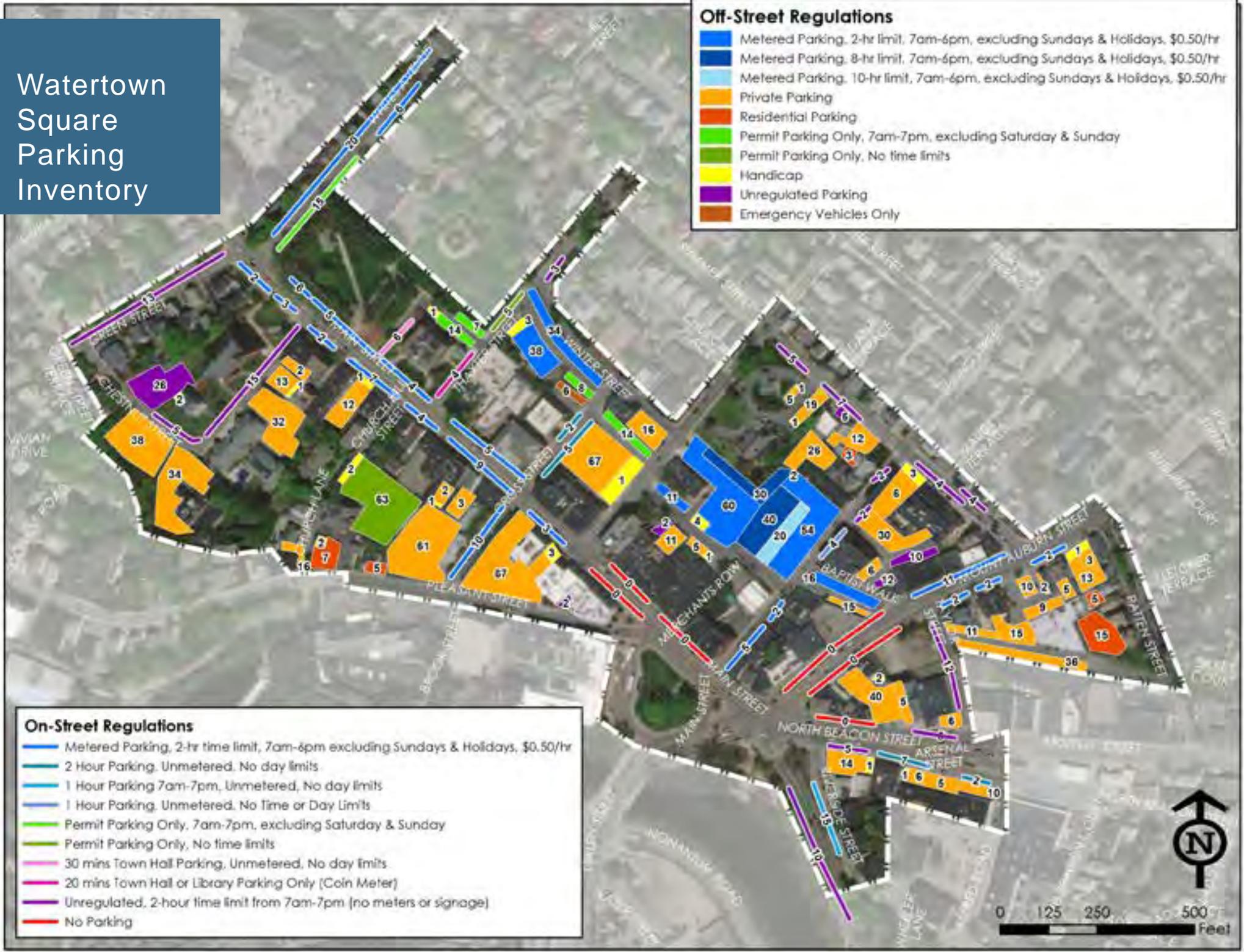
Watertown Square Parking Inventory

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

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)
- Unregulated, 2-hour time limit from 7am-7pm (no meters or signage)
- No Parking



2.3A EXISTING CONDITIONS

Parking Utilization & Demand Evaluation: Watertown Square

PARKING UTILIZATION PROCESS

The diverse commercial and business activities in Watertown Square play a vital role in the way parking is used. People who work, shop, go to restaurants, or run errands in Watertown Square place different demands on parking by time of day and location.

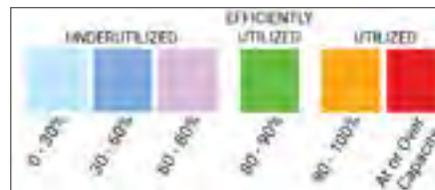
In order to understand the full picture of how parking is currently used in Watertown Square, the Team completed observations of parking use for a typical weekday and weekend day. The team worked with the Town to identify a typical active weekday and weekend, and completed counts in November 2018, on a Wednesday in two-hour intervals between 8am & 8pm and a Saturday from 9am to 9pm.

Data was gathered using field staff, who counted the number of parked vehicles on each on-street segment and in every off-street public and private facility in the study area. Using the color scale shown to the right, the mapped results can be quickly scanned to identify patterns of high and low demand and how they change by time of day.

In addition, the utilization data allows the Team to examine how parking demand may be impacted by time, price, regulation, or adjacent land use. Parking utilization data can be evaluated in comparison to public feedback, and or observations of multimodal conditions, which often reveal otherwise hidden factors impacting parking behavior in Watertown Square.

The following pages include maps and tables showing a representative sample of the most critical time periods, with further breakdowns by public vs. private or on-street vs off-street utilization.

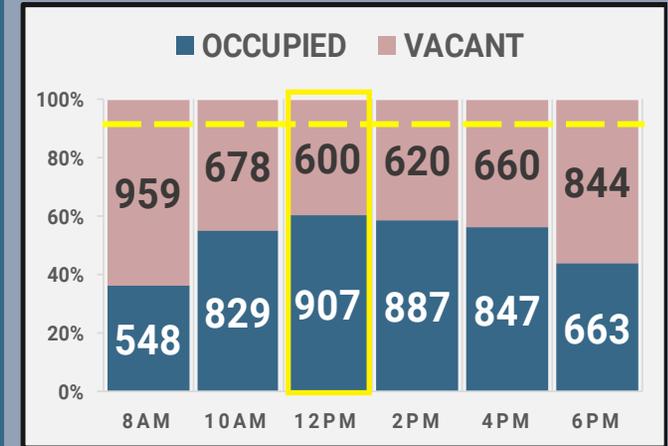
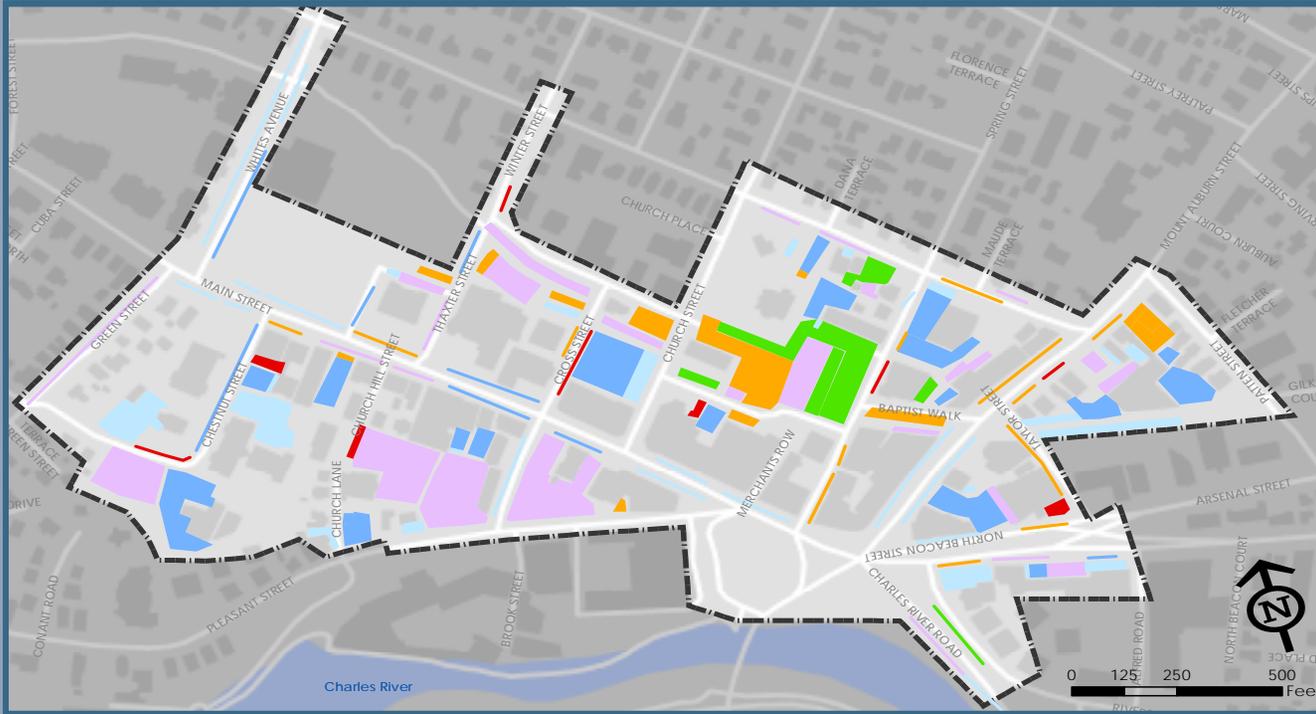
Parking Utilization Rates



- ▲ Parking utilization rates are categorized in three groups, where 0-60% occupancy reflects low utilization, 60-80% is slightly busier, 80-90% is optimal, and 90%+ is at or over capacity

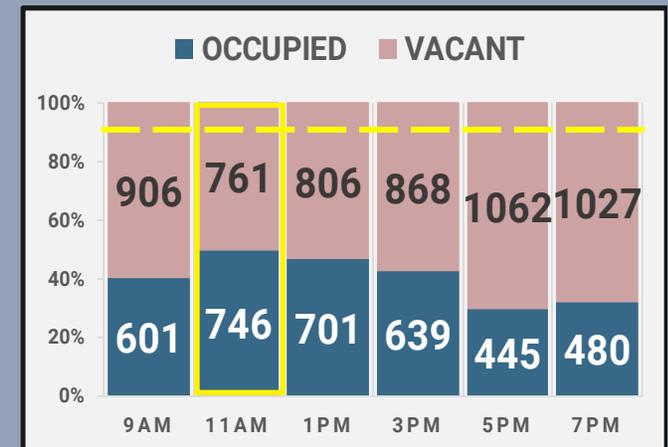
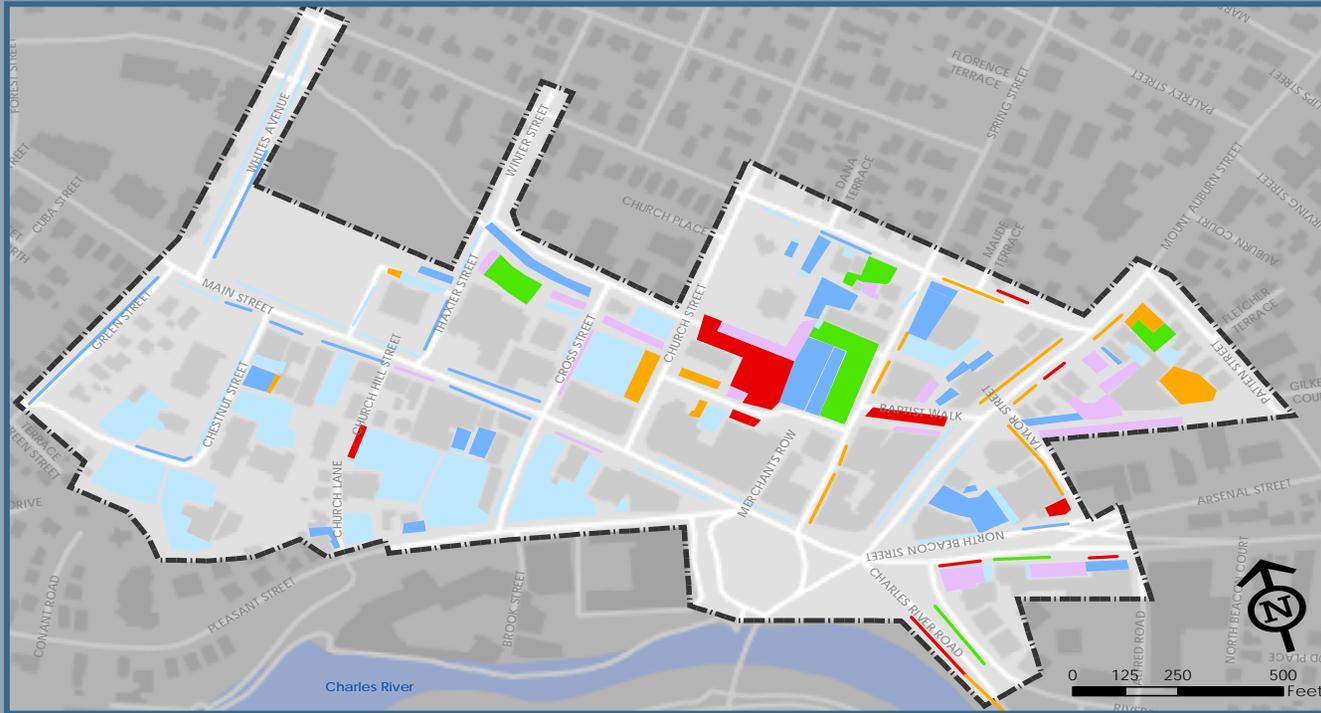
Overall Peak Weekday Parking Utilization (12PM) : Watertown Square **DRAFT**

ALL PARKING (WEEKDAY)



Overall Peak Weekend Parking Utilization (11AM): Watertown Square

ALL PARKING (WEEKEND)

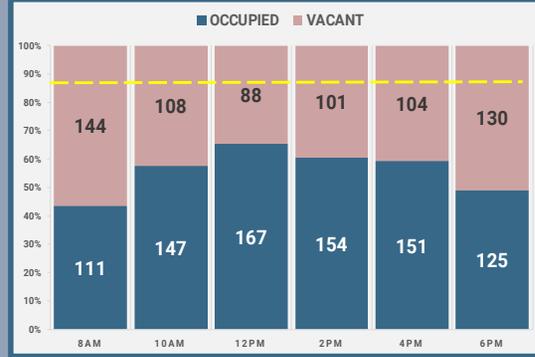
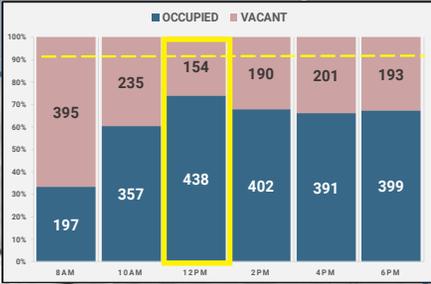


Weekday Parking Utilization: Watertown Square

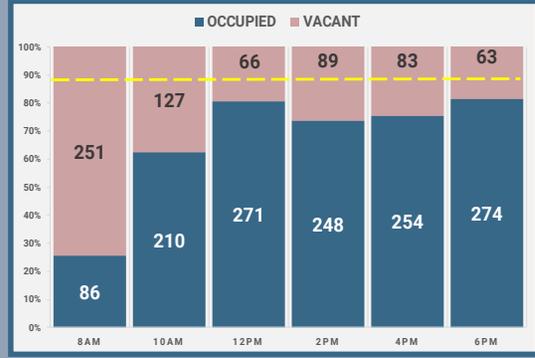
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PUBLIC 12PM

ALL PUBLIC



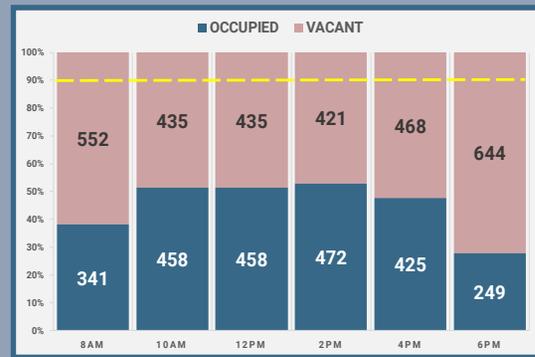
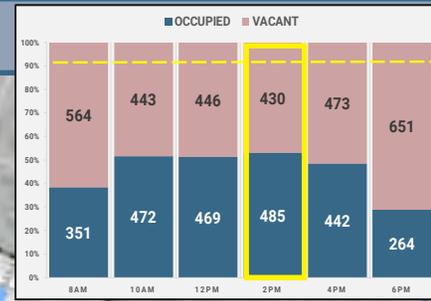
ON-STREET
(WEEKDAY
PUBLIC)



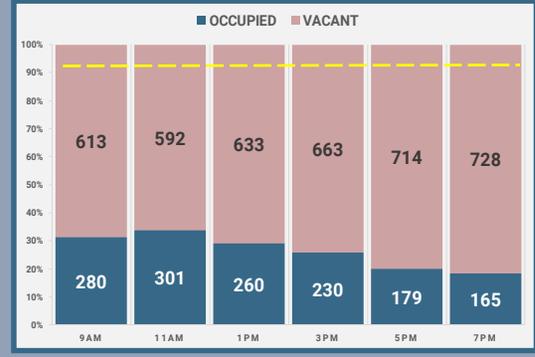
OFF-STREET
(WEEKDAY
PUBLIC)

PRIVATE 2PM

ALL PRIVATE



OFF-STREET
(WEEKDAY
PRIVATE)



OFF-STREET
(WEEKEND
PRIVATE)

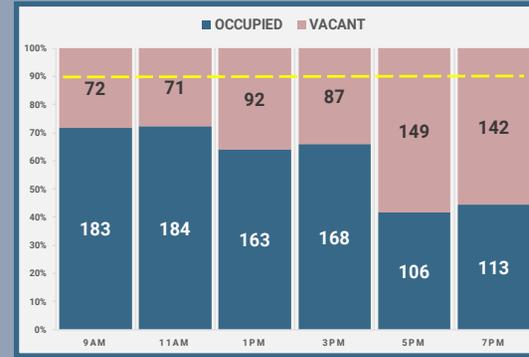
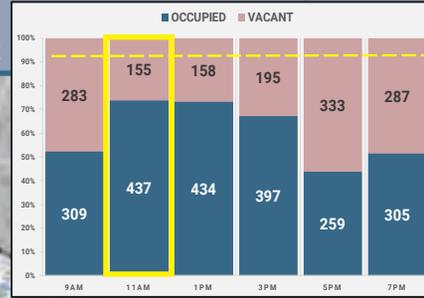


Weekend Parking Utilization: Watertown Square

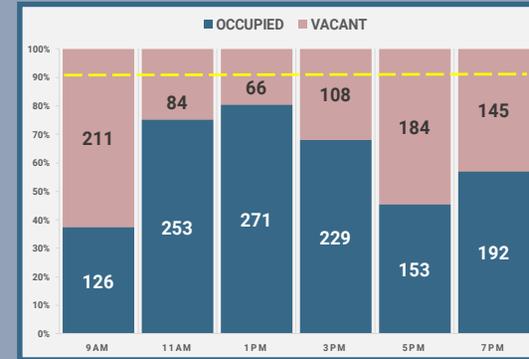
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PUBLIC 1PM

ALL PUBLIC



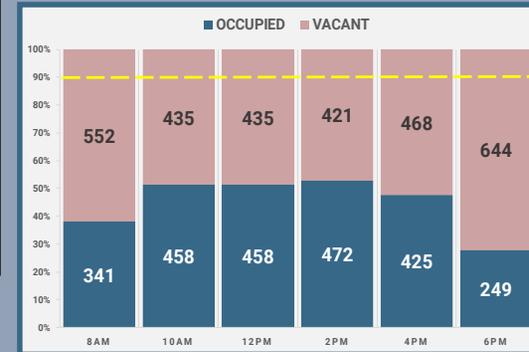
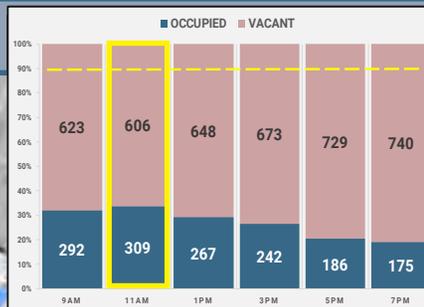
ON-STREET
(WEEKEND
PUBLIC)



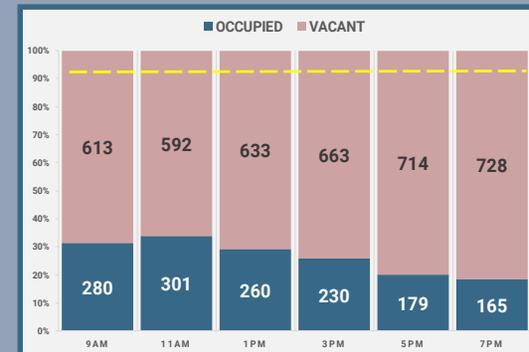
OFF-STREET
(WEEKEND
PUBLIC)

PRIVATE 11AM

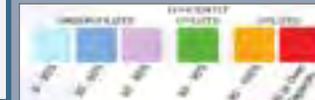
ALL PRIVATE



OFF-STREET
(WEEKDAY
PRIVATE)



OFF-STREET
(WEEKEND
PRIVATE)



2.3A EXISTING CONDITIONS

Key Utilization Findings: Watertown Square Parking

ALL PARKING

- Overall **weekday** parking demand in **Watertown Square peaks at 12 pm** and is consistent between 12 pm and 4 pm with an average of 880 vehicles parked (~50% of all private and public parking)
- On the **weekend**, Watertown Square's **peak is at lunchtime (11 am)** with 746 parked vehicles (~58% of all private and public parking)

ALL PUBLIC PARKING

- Peak utilization of public parking** occurs at **12 pm on weekdays (75% occupancy)** and **1 pm on weekends (75% occupancy)**
- Public parking spaces** are consistently utilized throughout the day during the **weekend**, with:
 - On-street spaces** utilized at **60% occupancy**
 - Off-street spaces** utilized < **50% occupancy**

ALL PRIVATE PARKING

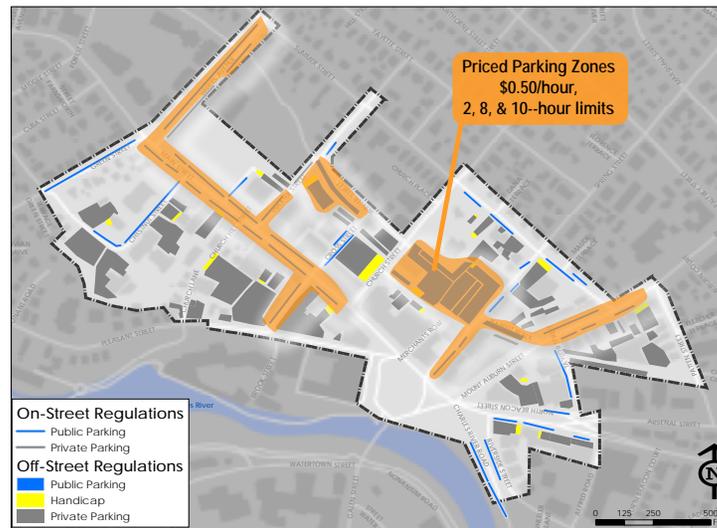
- Peak utilization of private parking** occurs at **2 pm on weekdays (50% occupancy)** and **11 am on weekends (35% occupancy)**

ON-STREET PUBLIC PARKING

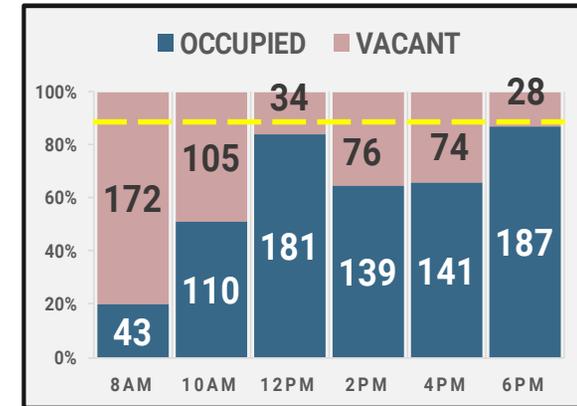
- On-street spaces on Mt Auburn Street** are the most used, with **utilization rates above 80% midday during the week**
- On-street spaces on North Beacon Street** experience **higher demand on a typical weekend morning**

OFF-STREET PRIVATE PARKING

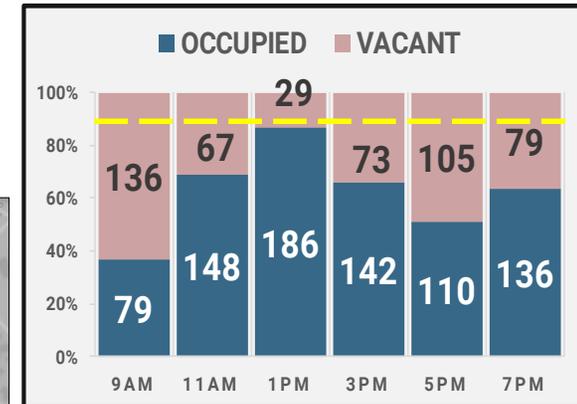
- The **private parking lot at the Academy of Martial Arts off of North Beacon Street** is in demand on a typical weekend evening
- Private off-street lots are less than 40% utilized throughout the day** and during the weekend



Municipal Lot: Weekday



Municipal Lot: Weekend



▲ On- and off-street priced parking zones within Watertown Square. As seen in the charts above, the municipal lot consistently experiences occupancy levels of over 60% almost all day during the week and weekend

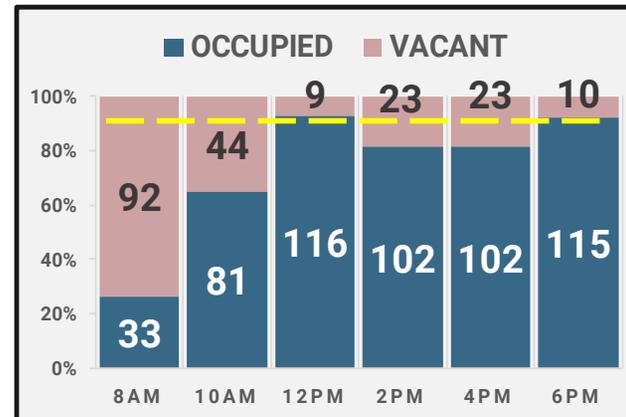
2.3A EXISTING CONDITIONS

Key Utilization Findings: Watertown Square Parking

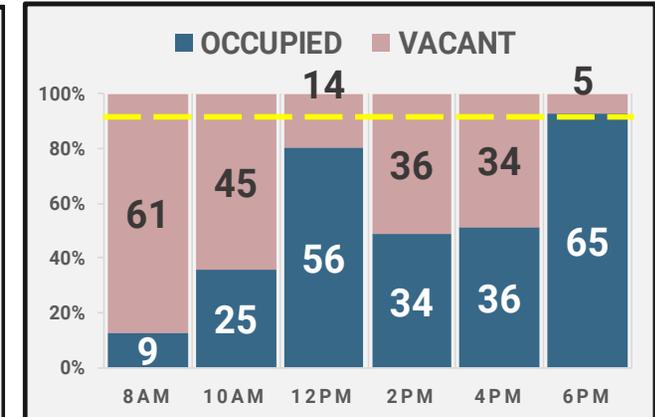
OFF-STREET PUBLIC PARKING

- The Watertown Municipal Lot experiences high demand midday on the weekend, with utilization rates of over 60%
- The Watertown Square Lot is 90% full during the week at dinnertime (6PM)
- The time limits of meters in the municipal lot (2-hour, 8-hour, and 10-hour) have minimal impact on parking behavior
- The Baptist Walk lot is consistently at 90% occupancy during the week
- During the weekend, on-street and off-street parking west of Church Street is at 30-60% occupancy, while the Baptist Walk lot, Spring Street through North Beacon street, as well as the municipal lot are over 80% occupied
- Public off-street parking reaches 90% occupancy midday on the weekends, where private lots are only at 30% occupancy
- The 2-hour time limit metered area in the municipal lot experiences high utilization (+80%) all week
- The 8-hour time limit metered area in the municipal lot experiences high utilization (+80%) during lunch and dinner times, and is less occupied in the afternoon (≤ 60%)

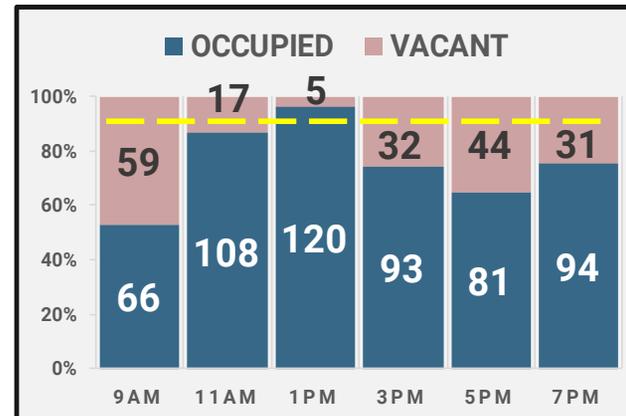
Municipal Lot (2-Hour Time Limit): Weekday



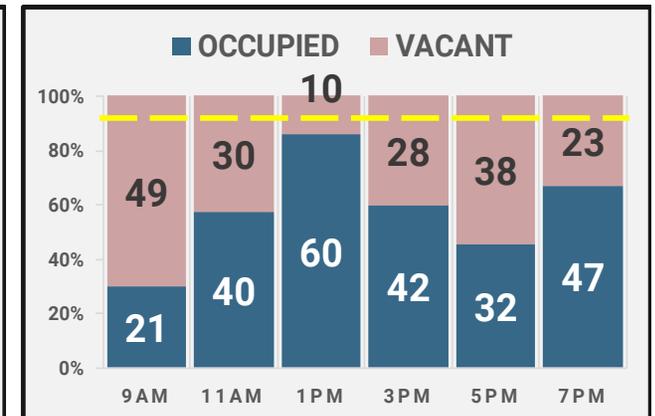
Municipal Lot (8-Hour Time Limit): Weekday



Municipal Lot (2-Hour Time Limit): Weekend



Municipal Lot (8-Hour Time Limit): Weekend



2.4A EXISTING CONDITIONS

Multimodal Conditions: Watertown Square

MULTIMODAL CONDITIONS

Everyone who parks in Watertown Square is a pedestrian at some point, and most who drive to Watertown Square may have other options on how best to travel here.

Either way, the walking, bicycling and transit environment in Watertown Square has deep impacts on overall parking demand and even where drivers prefer to park.

The Plan has provided a high-level overview of the multimodal infrastructure and conditions in Watertown Square. The graphic on the following page (pg. 19) displays a range of multimodal information in and around the Study Area. In addition, the Team has made the following observations, about the overall conditions, and their potential impacts on parking demand and utilization:

- Watertown Square is served by MBTA routes 59, 70, 70A, and 71, with 11 bus stops in the Study Area.
- Bus ridership is highest at the stops directly adjacent to Watertown Square
- Most streets in the Study Area have adequate sidewalks
- Public Parking Lots in Watertown Square are the most used spaces
- Pedestrian connections within and between the lots and Watertown Square destinations are minimal
- Several streets and intersections, though signalized, can be difficult to cross and effectively serve as barriers, limiting parking demand to only parts of the Square depending on final destinations. These include:
 - Intersections at the center of Watertown Square
 - Mt Auburn Street
 - North Beacon Street
- Many of the connecting streets have poor pedestrian conditions, including:
 - Taylor Street
 - Baptist Walk
 - Riverside Street
 - Winter Street
- Lighting can be inconsistent or insufficient, especially off the main streets, which often leads to perceived safety issues
- The Square has multi-use paths and lanes along Charles River Road, Highway 20/North Beacon Street, and through Saltonstall Park
- The Town has a dockless bikeshare program for flexible bikeshare options. Bikes tend to be parked around the Square
- In the Square, bicycle racks exist in the following locations:
 - Watertown Square Bus Delta
 - Merchants Row
 - Public Library
 - Along Main Street
- The Town is currently planning an expansion of the community path connection to enhance the bicycle network in Watertown Square

Multimodal Connections: Watertown Square

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EXISTING CONDITIONS

Coolidge Square

2.1A EXISTING CONDITIONS

Study Area: Coolidge Square

The Coolidge Square study area is centered around Mt. Auburn Street, west of Arlington Street. Metered parking in this area extends down Bigelow Avenue to the municipal lot on Nichols Avenue.

For the overall study, the Coolidge Square area was drawn in order to show where parking demand was concentrated and the level to which it extended to adjacent streets, many of which are primarily residential. As shown on the map to the right, this expanded area goes to Maplewood Street in the North, and Nichols Avenue to the South, while including all of the streets connecting them to Mt. Auburn Street.

Within the boundaries shown, the Parking Plan captured all parking spaces, including on-street curbside spaces and parking lots and garages, whether public or privately owned. As shown throughout this report, a full inventory of spaces by regulation and type was completed along with observations of how these spaces were used at various times.

The study area also incorporates the roadway network, pedestrian and bicycle access, and other features that may impact parking and transportation choices by Coolidge Square users.



2.2A EXISTING CONDITIONS

Parking Inventory: Coolidge Square

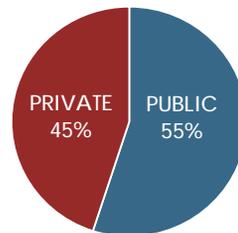
The Project team completed a comprehensive parking inventory for Coolidge Square. The inventory documented the overall number of public and private parking spaces by type and regulation. All information was mapped and verified with Town staff, and shown to the public for further review and comment. Parking supply by type is summarized in the tables on this page and displayed geographically on the following pages.

- Coolidge Square has **1,282 parking spaces**
- **50% of spaces are on-street**, and there are 9 separate regulations covering these spaces
- There are only **83 public off-street spaces** in Coolidge Square
- More than **85% of all off-street parking spaces** in Coolidge Square are private
- More than **60% of on-street spaces have no meters or signage**

On-Street Regulation	Percentage
Unregulated, 2-hour time limit from 7am-7pm (no meters or signage)	62%
Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr	25%
1 Hour Parking, Unmetered, No day limits	3%
1 Hour Parking, Unmetered, 7am-7pm, Unmetered, No day limits	1%
30 Minute Parking, Unmetered, No day limits	1%
Handicap	1%
Residential Parking "Private Road Resident Parking Only" signage	3%
Loading Zone	1%
Private Parking	0.3%

Off Street Regulation	Percentage
Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr	6%
Metered Parking, 10-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr	4%
Handicap	3%
Private Parking	65%
Private Residential Parking	9%
Private Unregulated Parking	8%
Under Construction (Temporary)	2%
Permit Parking Only, No day limits	2%

Coolidge Square Parking



Legend: PUBLIC PRIVATE

Parking Type	Public	Private	Overall
On-Street	617	24	641
Off-Street	83	558	641
Total	700	582	1,282

Public, on-street parking includes all residential streets. Private, on-street parking consists of designated residential parking, loading zones, and customer only on-street spaces such as "Funeral Home Parking Only"

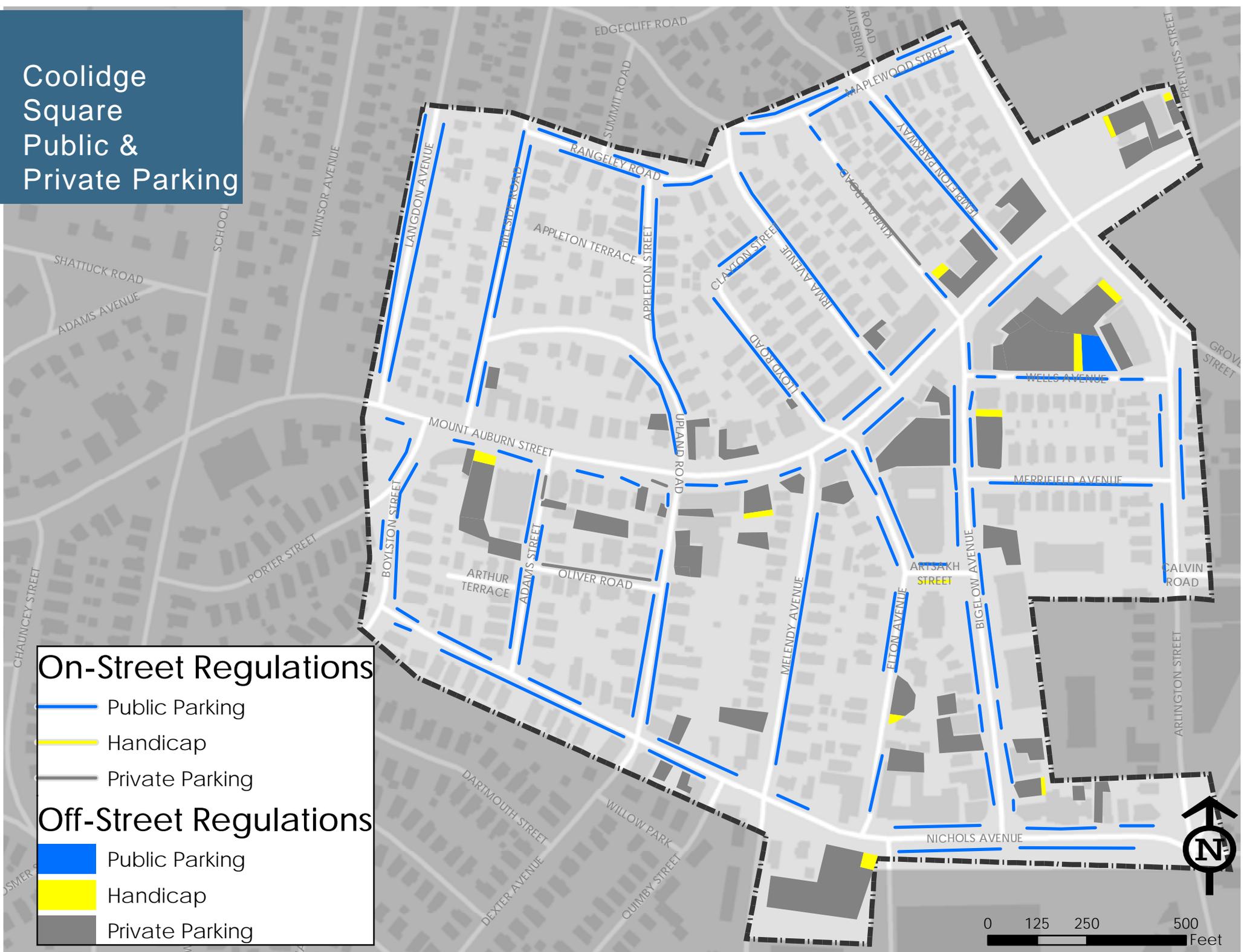
Coolidge Square Public & Private Parking

On-Street Regulations

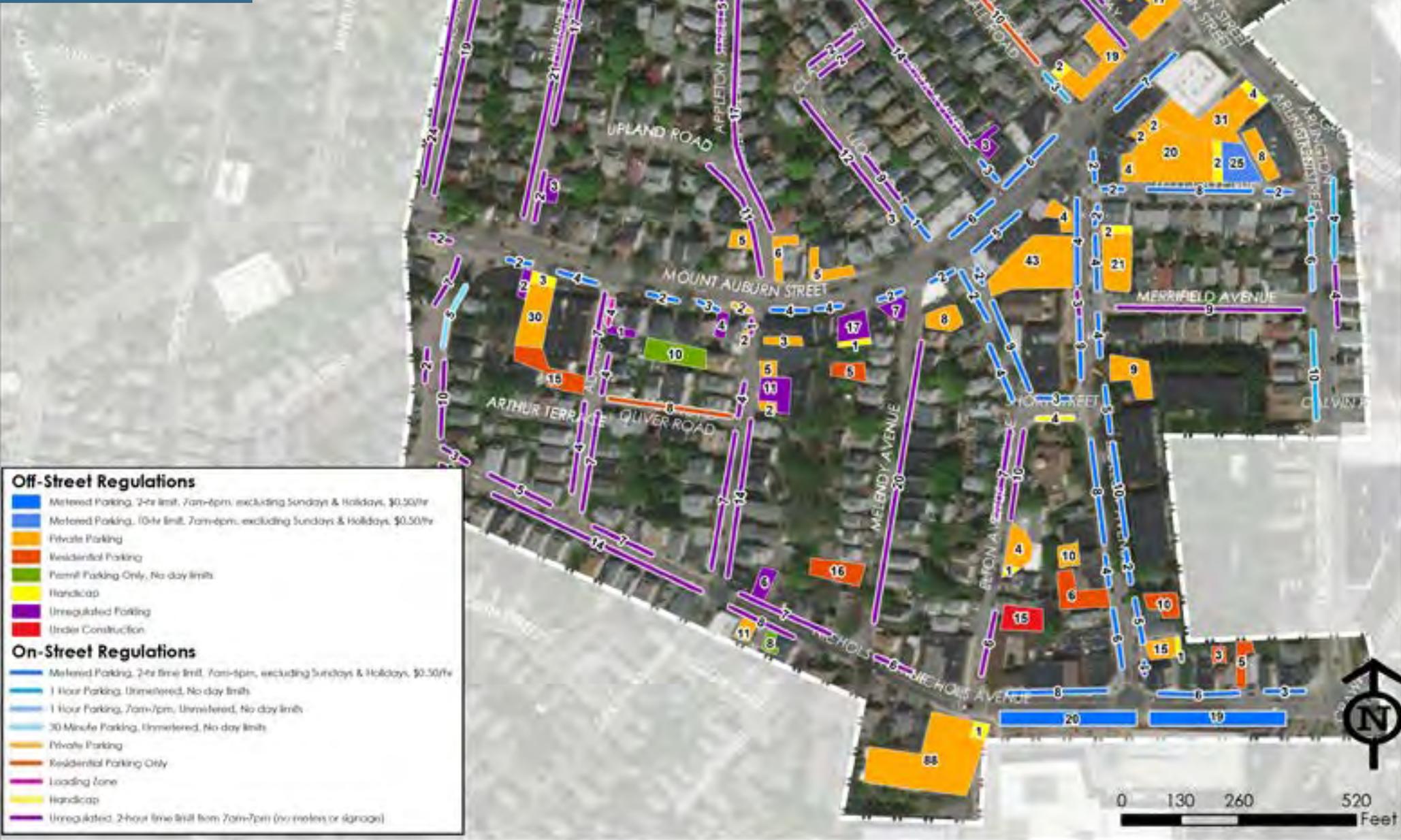
- Public Parking
- Handicap
- Private Parking

Off-Street Regulations

- Public Parking
- Handicap
- Private Parking



Coolidge Square Parking Inventory



0 130 260 520 Feet

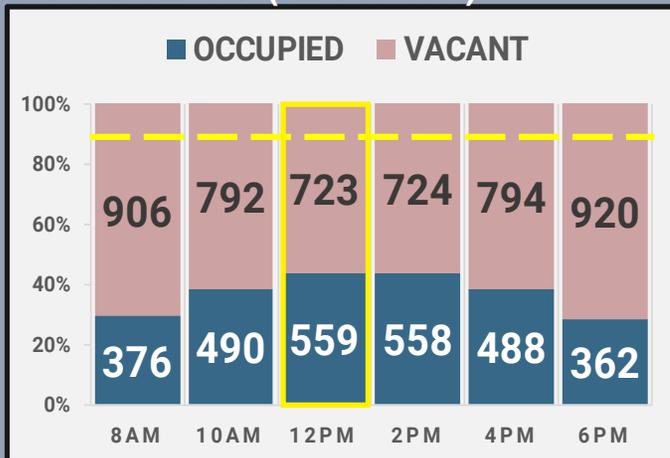


Overall Peak Weekday Parking Utilization (12PM): Coolidge Square

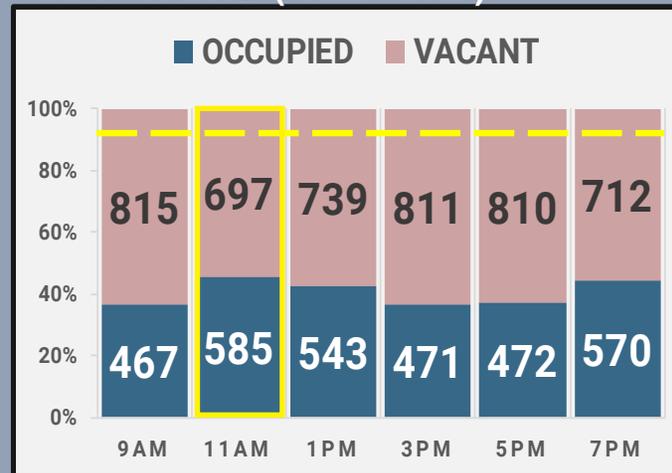
Overall Peak Weekend Parking Utilization (11AM): Coolidge Square



ALL PARKING (WEEKDAY)



ALL PARKING (WEEKEND)



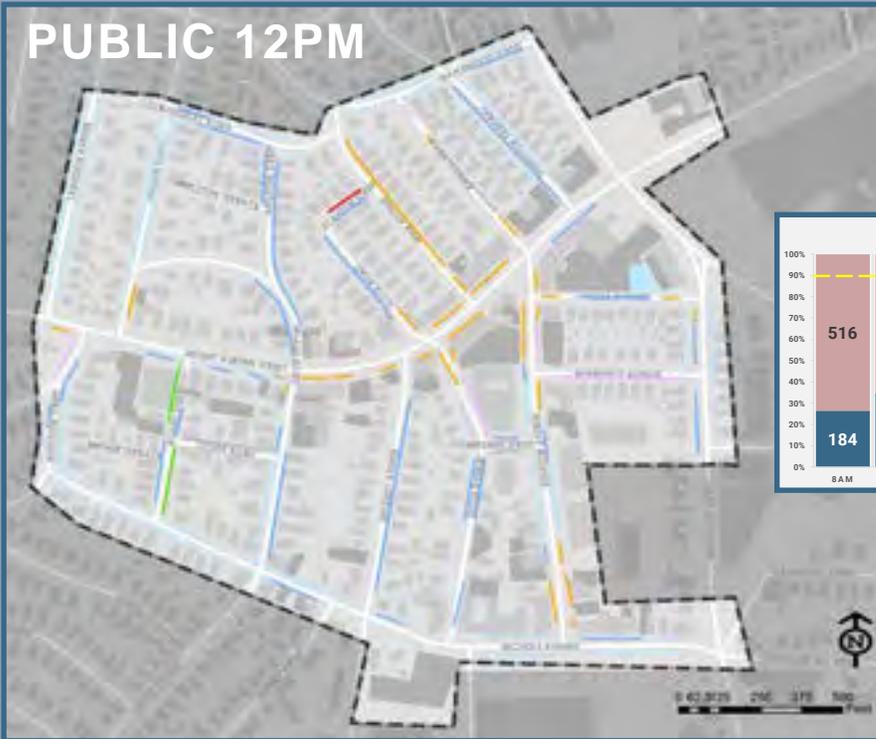
▲ The project team conducted Coolidge Square utilization using the same methodology as Watertown Square. To review this methodology, see page 12 or Appendix X

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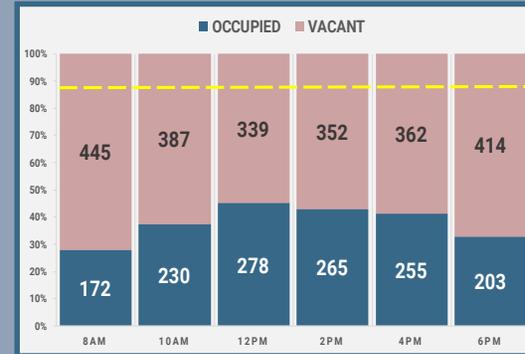
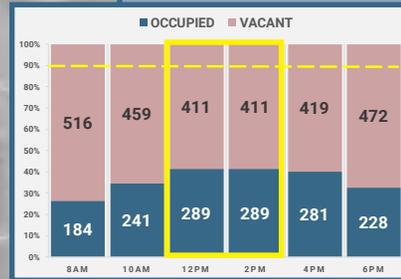
Weekday Parking Utilization: Coolidge Square

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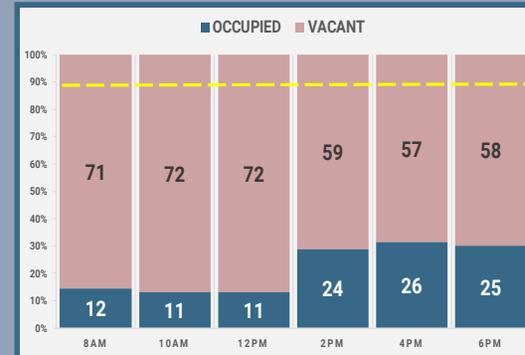
PUBLIC 12PM



ALL PUBLIC



ON-STREET
(WEEKDAY
PUBLIC)

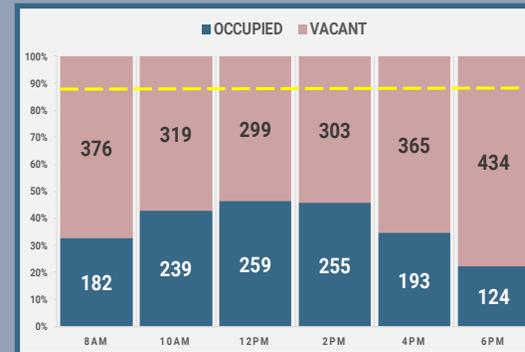
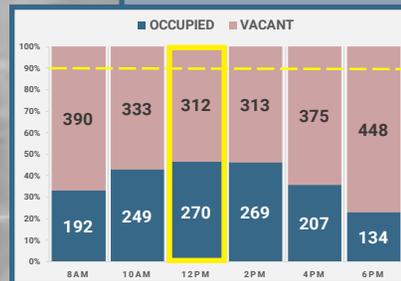


OFF-STREET
(WEEKDAY
PUBLIC)

PRIVATE 1PM



ALL PRIVATE



OFF-STREET
(WEEKDAY
PRIVATE)



OFF-STREET
(WEEKEND
PRIVATE)



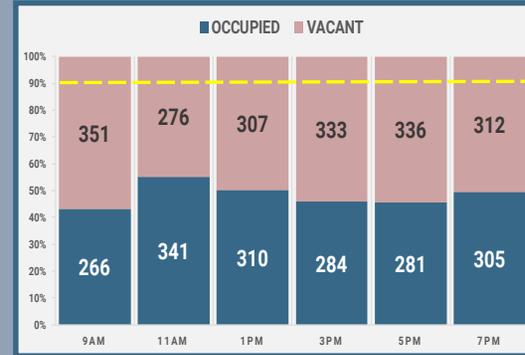
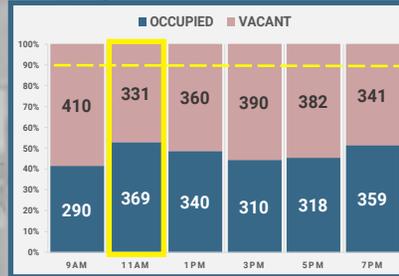
Weekend Parking Utilization: Coolidge Square

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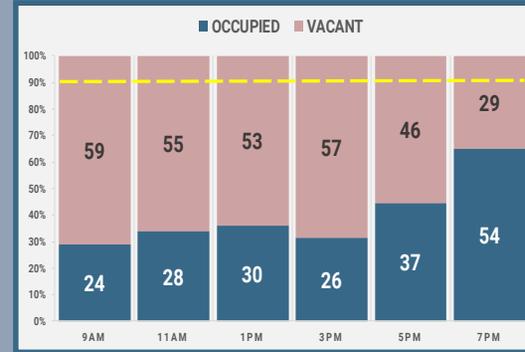
PUBLIC 11AM



ALL PUBLIC



ON-STREET
(WEEKEND
PUBLIC)

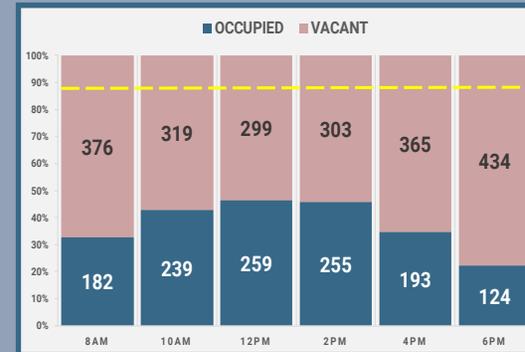
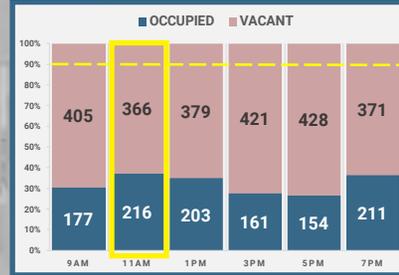


OFF-STREET
(WEEKEND
PUBLIC)

PRIVATE 11AM



ALL PRIVATE



OFF-STREET
(WEEKDAY
PRIVATE)



OFF-STREET
(WEEKEND
PRIVATE)



2.3A EXISTING CONDITIONS

Key Utilization Findings: Coolidge Square

ALL PARKING

- Overall **weekday** parking demand in **Coolidge Square peaks mid-day and is consistent between 12 pm and 4 pm** with approximately 560 vehicles parked. This represents approximately 40% of all public and private spaces in Coolidge Square.
- On the **weekend**, Coolidge Square's **peak is at lunchtime (11 am – 1 pm)** with 585 parked vehicles, only a slight increase over the weekday peak. This represents approximately 45% of all public and private spaces in Coolidge Square.

ALL PUBLIC PARKING

- Peak utilization of public parking** occurs between **12 pm-2 pm on weekdays** (40% occupancy) and **11 am on weekends** (50% occupancy)
- Publicly available parking is typically slightly busier than private parking** at most time periods except for public off-street parking midday during the week

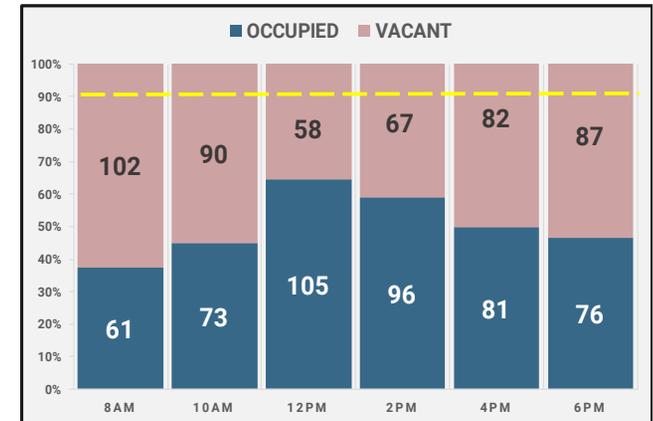
ALL PRIVATE PARKING

- Peak utilization of private parking** occurs at **1 pm on weekdays** (40% occupancy) and **11 am on weekends** (35% occupancy)

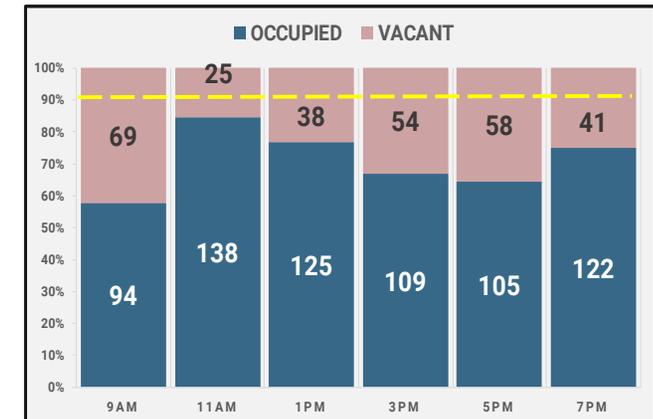
ON-STREET PUBLIC PARKING

- On-street public spaces along Mt Auburn Street are the most used, with utilization rates above 60- 80% during most time periods.** On weekends, Mt. Auburn Street parking is more heavily used than on weekday during all time periods.
- On weekdays, the **central part of Coolidge Square**, around the Post Office, appears to be the **busiest section** of Mt Auburn Street. **On weekends, demand appears to shift slightly east on Mt Auburn Street.**
- On-street unregulated parking** in the outer residential zone such as Langdon Avenue, Hillside Road, and Nichols Avenue, are **typically lightly used**, especially the farther you get from Mt Auburn Street, though with some exceptions.
- Metered public parking along Nichols Avenue** is lightly used, with over **70% availability midday during the week and weekend**
- During weekend peak (mid-day)** Elton Avenue, Irma Avenue and Lloyd Road have little to no vacancy
- Nichols Avenue metered parking** across from the Nichols Avenue Parking Lot shows availability all day until 4 pm during the week (~80-90% utilized). During the weekend, it shows availability until 3 pm (~80-90% utilized)

On-street Priced Parking Zone (weekday)



On-street Priced Parking Zone (weekend)



▲ On-street priced parking zones within Coolidge Square. These spaces are fairly occupied all day on a typical weekend (consistently above 60% occupied)

2.3A EXISTING CONDITIONS

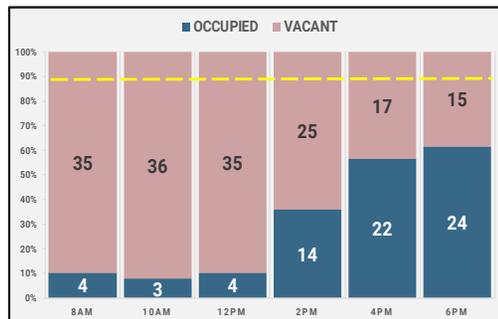
Key Utilization Findings: Coolidge Square

OFF-STREET PRIVATE PARKING

- Off-street spaces in private lots are never above 40% utilized on the weekend
- During weekend peak (mid-day), private lots such as the **CVS, Citizen's Bank, and Hellenic Cultural Center** lots are less than 50% occupied
- Private and residential lots off of lower Bigelow Avenue and Nichols Avenue (near Donohue's Bar & Grill and Abaka Dance Company) have **parking availability midday** during the week and weekend

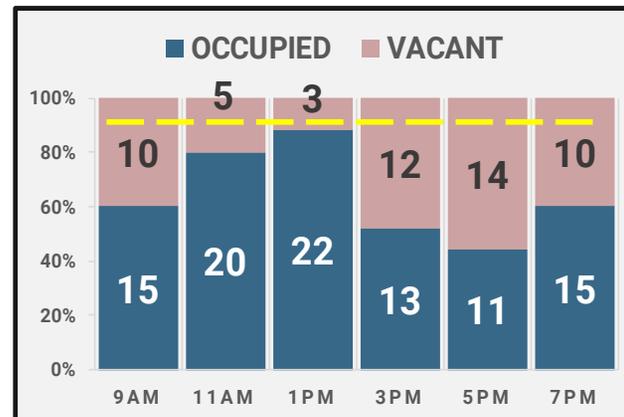
OFF-STREET PUBLIC PARKING

- The **Wells Avenue Lot** is lightly occupied during weekdays (<30% full), but is consistently occupied on weekends (+60% full).
- The **Nichols Avenue Lot** is mostly vacant almost all day during a typical weekday (~10-50% utilized from 8 am - 4 pm)

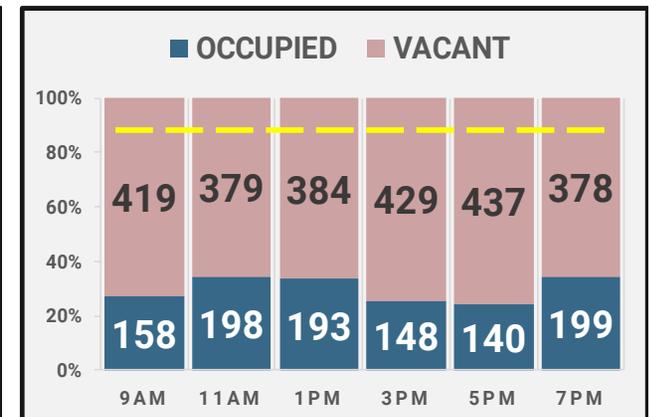


On- and off-street priced parking zones within Coolidge Square. The charts on pages 30 and 31 reflect the utilization levels of the on-street priced parking spaces (excluding the Nichols Avenue lot spaces), which include all spaces in the orange priced parking zone. Clearly, these spaces are heavily utilized, where off-street spaces are very underutilized and empty (consistently around 30% full)

Public off-street: Wells Avenue Lot (weekend)



Private off-street (weekend)



Public off-street: Nichols Avenue Lot (weekday)

2.4A EXISTING CONDITIONS

Multimodal Conditions: Coolidge Square

MULTIMODAL CONDITIONS

As with Watertown Square, everyone who parks in Coolidge Square is a pedestrian at some point. Coolidge Square generally serves a more local clientele than Watertown Square, as there are fewer businesses and civic institutions in the area. Because customers are coming from shorter distances, the walking, bicycling and transit environment could be a significant factor in changing overall behavior to minimize driving and thus overall parking demand.

The planned re-construction of Mt. Auburn Street will further change overall transportation conditions and character as it makes the street more friendly for all users. These changes will have an impact on how people travel to Coolidge Square, and how they get around within it.

Overall, this Study provides a high-level overview of the multimodal infrastructure and conditions in Coolidge Square as they affect parking. The graphic on the following page (pg. 31) displays a range of multimodal information in and around the Study Area. In addition, the Team has made the following initial observations, about the overall conditions, and their potential impacts on parking demand and utilization:

- Coolidge Square is served by MBTA Route 71, which connects Coolidge Square to Harvard Square.
- There are five (5) bus stops in the Study Area, most with significant ridership
- Pedestrian crossings of Mt Auburn Street can be long, but will be improved, with pedestrian bumpouts, as part of the reconstruction process
- Sidewalks on Mt Auburn Street are generally in good condition, whereas sidewalk conditions on side streets are inconsistent and with lighting that is not always conducive to pedestrian comfort
- The layout of Coolidge Square, while compact, requires circuitous walking paths due to the lack of pedestrian connections
- Public parking in the Wells Ave lot is not well connected to many Coolidge Square destinations
- Storefronts in Coolidge Square are disconnected from most of the off-street parking available
- Coolidge Square currently lacks any dedicated bicycle facilities, but the Mt Auburn Street reconstruction plan, includes bicycle lanes on the South side (eastbound) and sharrows on the North (westbound) side
- Bicycle racks exist along Mt Auburn Street at:
 - Arlington Street
 - Melendy Avenue
 - Bigelow Avenue
- Wayfinding signage for public lots and businesses along Nichols and lower Bigelow Avenue are limited, likely affecting parking utilization in this area



▲ Currently, there is limited public parking signage at the Wells Avenue Lot

Multimodal Connections: Coolidge Square



Although there are crosswalks and sidewalks along Mt Auburn Street and Nichols Avenue, there is a gap in pedestrian accommodations in neighboring residential streets that connect to the heart of Coolidge Square

DRAFT



PARKING
MANAGEMENT AND
ZONING REVIEW

3.1 PARKING MANAGEMENT AND ZONING REVIEW

Parking Permits

WATERTOWN SQUARE PARKING PERMITS

Three types of permits are available for use in Watertown Square. Combined, these provide access to approximately 440 parking spaces. The chart to the right provides a summary description of each type, with permits available for:

- Senior Citizens
- Local Business Owners and Employees
- Municipal Employees

The Treasurer’s office has responsibility over the business and municipal employee parking permits. Municipal employee permits provide access only to certain designated spaces as shown on the map to the right. These are the only designated permit spaces in Watertown Square.

Businesses located within 1/4 mile of the Watertown Square Municipal Lot can apply for local business permits. Permit parking holders can only park at the two-hour metered spaces, but are exempt from paying, and from the time limit. A maximum of 40 permit spaces are issued, and there are usually 2-3 people turned away.

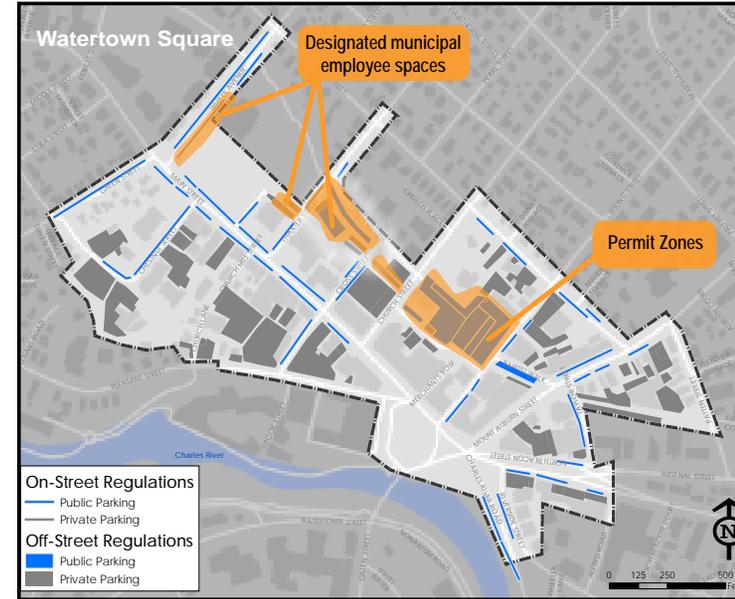
The Watertown Council on Aging administers the Town-wide senior citizen permits. Senior citizen permit parking holders are limited to parking within the

2-hour limit zones in the lot, and the permit does not apply to on-street meters. Over 1,000 senior parking permits have been issued in Watertown.

All permit parking holders must follow the rules of the parking lots, including adhering to the overnight parking ban.

Resources for permit information, such as sale dates, can be found online, however most permit parking purchasers learn about the program through word of mouth. With a general lack of signage around permit spaces or rules, the permit program can often be invisible to many potential users.

More details on permits and a map of permit spaces can be found below and to the right.



Watertown Square Permits	Price	Parking Locations	Who is eligible?	Is the permit holder exempt from paying on-street meters?	Is there a designated space?	Issued Permits/ Number Sold (2018 final quarter)
Local Business Permits <i>Dashboard Paper</i>	\$120/quarter	Watertown Square Municipal Lot	Businesses within 1/4 mile from the Watertown Square Municipal Lot (maximum of 2 permits per business)	No, park in the 2-hour time limit metered spaces only	No	40/40
Town-wide Senior Citizen Permits <i>Dashboard Paper</i>	\$2/yr \$3/2yrs	Watertown Square and Wells Avenue Municipal Parking Lots, and Public Library Lot	Individuals aged 65 or older	No, park in the 2-hour time limit metered spaces (must feed the meter after 2 hours)	No	1,082/800
Town-wide Municipal Employee Parking Permits <i>Hanging Placard</i>	Free, expire every 4 years	Lots behind the Library, Town Hall, On-street spaces on Whites Avenue, and off Church Street/Whooley Way Extension	Municipal employees with Department Head approval	No	Yes, behind the Town Hall and Library	300/275

3.1 PARKING MANAGEMENT AND ZONING REVIEW

Parking Permits

COOLIDGE SQUARE PARKING PERMITS

Two types of permits are available for use in Coolidge Square. Combined, these provide access to approximately 75 parking spaces. The chart to the right provides a summary description of each type, with permits available for:

- Senior Citizens
- Local Business Owners and Employees

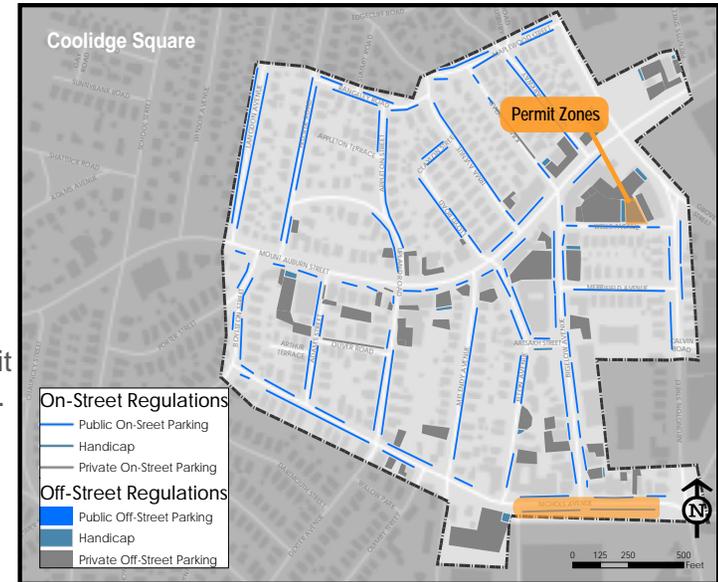
The Treasurer’s office is responsible for the local business owner and employee parking permits. There are no specific designated permit spaces in Coolidge Square. Senior citizen permit holders can park in the Wells Avenue Lot. Local business permit holders can park in the Nichols Avenue Municipal Lot.

Businesses located within 1/4 mile of the Nichols Avenue Municipal Lot can apply for local business permits. Permit parking holders can only park at the two-hour metered spaces, but are exempt from paying, and from the time limit. A maximum of 20 permit spaces are issued, and only 4 were sold in the final quarter of 2018.

The Watertown Council on Aging administers the Town-wide senior citizen permits. Senior citizen permit parking holders must park within the 2-hour limit zones in the Wells Avenue Municipal Lot, and the permit does not apply to on-street meters.

All permit parking holders must follow the rules of the parking lots, including adhering to the overnight parking ban.

More details on permits and a map of permit spaces can be found below and to the right.



Coolidge Square Permits	Price	Parking Locations	Who is eligible?	Is this permit holder exempt from paying on-street meters?	Is there a designated space?	Issued Permits/ Number Sold (2018 final quarter)
Local Business Permits <i>Dashboard Paper</i>	\$120/quarter	Nichols Avenue Municipal Lot	Businesses within 1/4 mile from the Nichols Avenue Municipal Lot	No, I can only park in the 2-hour time limit metered spaces	No	20/4
Town-wide Senior Citizen Permits <i>Dashboard Paper</i>	\$2/yr \$3/2yrs	Watertown Square and Wells Avenue Municipal Parking Lots, and Public Library Lot	Individuals aged 65 or older	No, I can only park in the 2-hour time limit metered spaces (must feed the meter after 2 hours)	No	1,082/800

3.2 PARKING MANAGEMENT AND ZONING REVIEW

Payment Technology

All metered parking in Watertown is controlled by individual meters. These meters are used for all on-street and off-street applications where paid parking is in effect. As they exist, parking meters are limited in their operations, and are outdated compared to many comparable communities. **Parking meters can be paid using nickels, dimes, quarters, and dollar coins**, but do not accept credit cards or any form of electronic payment. A breakdown of metered times and payment is in the table below:

Time	Price
6 mins	\$0.05
12 mins	\$0.10
30 mins	\$0.25
2 hours	\$1.00

In the Watertown Square Municipal Lot, many of the meter poles are color coded to denote the governing time limits. As defined, **maroon poles are 2-hour spaces, light blue are 8-hour spaces, and yellow poles are 10-hour spaces**. However, in practice many of these are indistinguishable as limited signage exists, and the painting on most meters is extremely faded.

As seen in the next section, public feedback leaned heavily towards the development of a more user-friendly and modern payment system that incorporates other forms of payment, easier to read displays, and overall improved operability.



A: Watertown Square municipal lot, 8-hour limit meters;

B: Watertown Square individual coin meter;

C: Coin meter on Main Street in Watertown Square

D: Coolidge Square on-street coin meters



3.3 PARKING MANAGEMENT AND ZONING REVIEW

Parking Administration and Enforcement

The Watertown Town Council is responsible for establishing parking regulations throughout the Town. The Police Department is in charge of enforcing compliance with public parking regulations. The Traffic Commission is authorized to establish and/or modify parking meter spaces within the metered zones. The Town Treasurer is responsible for collecting parking meter revenue. All meter revenue is deposited into the “Watertown Parking Meter Account”. All other parking related revenue is directed into the Town’s General Funds. In 2018, the Town received **\$367,384 in revenue from parking meters**, which is approximately a 5% increase from 2017.

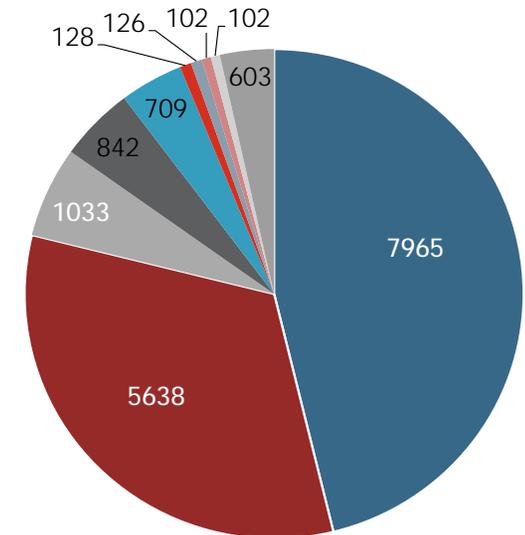
Parking Violations

Watertown’s fine structure can impact parking behavior as can the level of enforcement. The table to the right provides a breakdown of the fine structure for parking related violations in Watertown.

From January to September of 2018, the Town received **\$285,371** in revenue from 17,242 Town-wide parking ticket violations; with the majority of that coming from **meter violations (46%)** and all night parking (33%).

Fee	Fine
\$15	<ul style="list-style-type: none"> Meter Violation Meter Overtime/Feeding Overtime Parking Wheels Over 12 Inches from Curb All Night Parking Not Within Designated Parking Space Wrong Direction Parking On Bridge and the Approach Restricted Area Within 20’ of Intersection Parking on Sidewalk or Crosswalk Obstructing Private Way Within an Intersection Double Parking
\$20	<ul style="list-style-type: none"> Improper Plate Display
\$25	<ul style="list-style-type: none"> Parking/obstructing a Hydrant (within 10’) Obstructing Driveway 10’ Lane for Traffic Snow Emergency Obstructing Traffic
\$50	<ul style="list-style-type: none"> Parking in Fire Lanes, Tow Zone No Valid Inspection Grass/Planting Strip Unregistered Motor-vehicle
\$100	<ul style="list-style-type: none"> Parking in a Bus Stop 72 Hour Abandonment
\$150	<ul style="list-style-type: none"> Parking in a Handicapped Space without a permit

01/2018 - 09/2018 Town of Watertown Parking Violation Tickets



- Meter Violation
- All Night Parking
- Overtime Parking
- No Valid Inspection
- Restricted Area
- Parking on Sidewalk
- Handicapped
- Not Within Designated Parking
- Within 20FT of Intersection
- Other

3.4 PARKING MANAGEMENT AND ZONING REVIEW

Zoning Review

Zoning regulation is a critical component in ensuring that parking systems serve local land use goals and support the businesses and residents of Watertown. Excessive parking requirements can inflate the cost of development and inhibit redevelopment, and can be detrimental to a commercial environment. More flexible parking requirements can encourage redevelopment and multimobility for all users. Zoning requirements and Institute of Transportation Engineers (ITE) standards recommend a specified number of parking spaces either per residential unit, per seat in a restaurant, or per 1,000 square feet. The section below provides a high-level review of key elements of Watertown’s transportation and parking standards. Key highlights include:

- Watertown’s parking requirements are similar to ITE standards for peak parking demand rates (see table to right). Certain current requirements for uses such as apartments or office spaces may require developers to provide more parking than is necessary. However, the Town allows existing developments to increase use intensity without providing more parking
- Article VI of Watertown’s zoning ordinance supports shared parking through the reduction of parking spaces if a building demonstrates that the combined peak parking needs of all uses sharing a lot are less than Watertown’s standard requirements

- The Town uses mode shift as a tool to reduce parking requirements, as developments that promote “alternate modes of transportation” can receive a special permit to decrease parking spaces by up to 25%
- Article VI, Section 6.07 states that there must be one bicycle parking space for every 15 vehicle spaces in a commercial/office mixed use development, and one for every 5 parking spaces in a residential/mixed use development
- Shared parking by Special Permit is allowed, however there are no clear guidelines and acquiring a Special Permit requires Board Review
- Loading requirements are rounded up when the required number of spaces is equal to or greater than one-half
- Loading spaces can share a common lot if the spaces serve all uses

Use	Watertown Requirement (per 1,000 sf unless otherwise noted)	National Stds (per 1,000 sf unless otherwise noted)	Above/ Below
Commercial Business District Residential	1 (unit) ¹	1.2 (unit)	16% Below
Multi-family Residential	1.35 (unit)(avg) ²	1.2	12.5% Above
Retail Sales	2.9 (ground floor) 2.5 (floors above)	2.55	16% Above 1.9% Below
Restaurant	0.25 (seat)	0.35 (seat)	29% Below
Service and Office	2.9 (ground floor) 2.5 (floors above)	2.47	17% Above 1.2% Above
Museum/Other Institution	1.7	3	43% Below
Off-Street Loading (Retail) ³	1 (2,000-15,000 sq ft)	1 (10,000 sq ft) ⁴	+8,000 sq ft difference
Off-Street Loading (Office) ³	1 (2,000-15,000 sq ft)	1 (10,000 sq ft) ⁴	+8,000 sq ft difference

¹Apartment in mixed use buildings in the Central Business District are required to provide only 1 parking space

²Multi-family has a range of 0.75 - 2.25 spaces depending on number of bedrooms/unit

³Number of loading bays required by gross floor area of structures (2,000-15,000 sq ft)

⁴No national standards exist for loading bay requirements. A comparison was created using loading bay requirements from the City of Cambridge, MA. These numbers reflect the number of loading bays required by gross floor area of structures (10,000 sq ft) in Cambridge

PUBLIC PROCESS



 Please use a marker to note issues and opportunities connected with the parking system and areas for improvement.

Examples include issues with time limits, difficulty finding a space, walking, lighting challenges, poor signage.

4.1 PUBLIC PROCESS

Public & Stakeholder Engagement Process & Key Findings

PUBLIC ENGAGEMENT OVERVIEW

The public outreach process provided the project team with insights into how and why certain parking is utilized in both Watertown and Coolidge Squares. A project webpage (<https://www.watertown-ma.gov/950/Parking>) was setup and project materials posted to it. Primary engagement included an online parking survey, which was available for several months, and two public open house meetings, one focused on each Square.

PUBLIC OPEN HOUSE RESULTS

On January 23rd and 24th, 2019, the project team hosted public open houses focused on Watertown Square and Coolidge Square. Attendees had the opportunity to view parking supply and utilization data while also taking part in the public engagement survey. A variety of parking related exercises challenged meeting attendees to think about their parking preferences, provide feedback on potential improvements, and interact with project and Town staff. All activities from the open houses are included in the table to the right.

Open House Activities	
Comment Exercises	<ul style="list-style-type: none"> •Parking Management Plan goals •Study area map •Parking inventory map •Parking utilization boards (weekday and weekend data for on-and off-street, public and private parking) •Public engagement survey preliminary results
Interactive Activities	<ul style="list-style-type: none"> •Participate in the public engagement survey •Public vs private lot nomenclature •Draw your walking route (from parking space to destination)
Voting Exercises	<ul style="list-style-type: none"> •Parking technologies (existing and potential future technologies) •Parking system and management priorities

OPEN HOUSE ACTIVITIES, CHARTS, AND TAKEAWAYS

Attendees gave preferences on existing and future parking technologies, commented on project goals, drew their typical walking routes in each Square, and ranked their “top parking priorities”. The following provides a summarized list of key findings:

Project Goals Feedback

- Attendees favored supporting businesses and institutions, as well as facilities that support all transportation modes.
- Watertown Square should have easy access and support bicycles and pedestrian use
- In Coolidge Square, support for businesses by maximizing on-street parking is very important
- Attendees want to improve pedestrian, bicyclist, and transit accommodations throughout the Town so that it is easier to park and get around without a vehicle
- Participants liked learning about parking demand, and generally support developing cost effective solutions, investing in innovative and efficient technology, and increasing communication
- Participants think that private lots should be available to the public after work-hours
- A common point made is that to reduce parking demand, there needs to be improved connections to public transportation or shuttles

4.1 PUBLIC PROCESS

Public Engagement Key Findings

Walking Routes

Attendees had the opportunity to draw “walking routes” from their usual preferred parking space to their destinations. Based on this exercise, **Watertown Square participants walked 460 feet, where Coolidge Square participants walked 960 feet.** Most participants parked in a public lot in Watertown Square and walked to stores or errand locations like the doctor’s office or bank and municipal buildings such as the Library or Town Hall. Results are shown in the charts and figures to the right and on the next page.

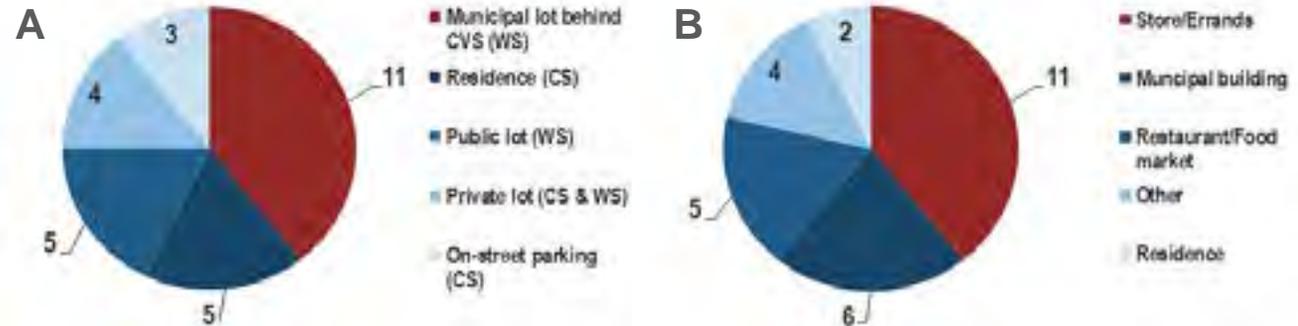
Parking Technology Preferences

- Most attendees preferred **individual meters that can support coins, credit cards, and license plate payment methods**
- An **on-street pay and display kiosk was the least preferred technology for attendees.** Those who voted on this technology stated that they dislike its inability to accept cash, having to search for the kiosk, remember their license plate, and walk to their vehicle to display their ticket
- Participants want to see a technology system that allows them to **view real time parking availability and pay**

remotely

- Although participants heavily favored individual meters, others voiced their preferences for implementing technology that **uses less equipment to make room for beautification improvements** such as green infrastructure

Watertown Square (WS) and Coolidge Square (CS) Walking Route Activity Parking Locations (A) and Destinations (B)



Walking Route Activity Results: Watertown and Coolidge Squares



Most **Watertown Square** participants park in the Watertown Square Municipal Lot



Most **Coolidge Square** participants walk along Mt Auburn Street

4.1 PUBLIC PROCESS

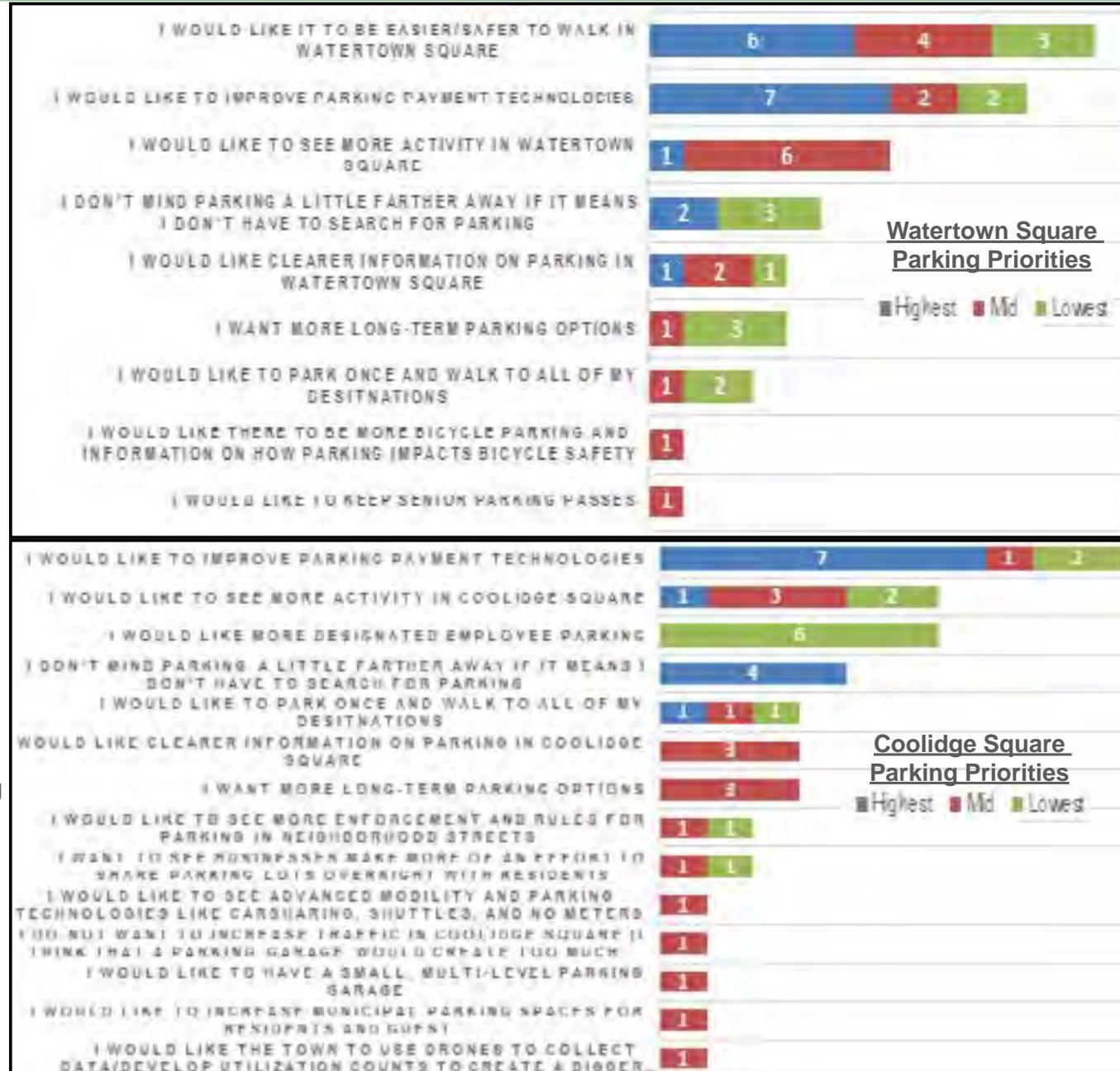
Public Engagement Key Findings

Watertown Square Parking Priorities

- Improving walking and safety accommodations within Watertown Square is of top priority for open house attendees, along with upgrading parking technology. This illustrates that attendees value walkability and safety when visiting their Town Square
- Although almost 60% of Watertown Square survey respondents would prefer to park once and walk to their destinations, only three open house attendees marked this as a parking priority

Coolidge Square Parking Priorities

- Participants value upgrading parking technology, increasing Coolidge Square's activity, and prioritizing employee parking
- The public's interest in prioritization of employee parking reflects the 68% of employees who do not have designated parking
- Other improvements attendees want to see in Coolidge Square include tapping into shared parking of private lots, increasing different modes to access Coolidge Square, and enhancing enforcement



4.1 PUBLIC PROCESS

Public Engagement Key Findings

Parking Lot Nomenclature

As seen in maps in Appendix X, attendees used different names for specific public and private parking lots in both Watertown and Coolidge Squares. Through this activity, the study team observed public awareness about public and private lots as well as any potential inconsistencies. Creating official parking lot nomenclature would create better visibility and consistency in each Square's parking system. The results of this activity are listed in the table to the right. The activity and maps can be found in Appendix X.

OPEN HOUSE FEEDBACK: KEY ISSUES

For each open house, attendees voiced their parking concerns and gave feedback on parking inventories and study areas. The tables below are a consolidation of the comments and observations from attendees for each Square.

Watertown Square Issues and Observations	
Study Area Boundary	<ul style="list-style-type: none"> MBTA Station/Streets across Charles River & Watertown Square need to be analyzed (as commuters and Watertown Square visitors park in this area)
Parking Requirements	<ul style="list-style-type: none"> Low utilization levels for private off-street weekday charts
Parking Supply	<ul style="list-style-type: none"> Continued growth in parking spaces/garages availability on Arsenal Street with new development Need to increase metered on-street parking along major streets Businesses are concerned about the lack of parking for customers Perception that there is a lot of parking People want to park in the Starbucks parking lot, however its infrastructure needs to be updated Difficult for customers to park during events (customers usually get ticketed)
Shared Parking Agreements	<ul style="list-style-type: none"> Private off-street lots at churches are empty in after-hours People park in Watertown Savings Bank private parking lot after-hours
Employee Parking	<ul style="list-style-type: none"> There is a public perception that Town employees occupy many of the public off-street spaces Main Street employees park in the CVS lot
Transit	<ul style="list-style-type: none"> There is a public perception that a transit gap exists between Main Street at Church Street to Arsenal Street at North Beacon Court
Parking Perception	<ul style="list-style-type: none"> Library lot seems full all day Parking at Town Hall full during Town meetings
Pedestrian & Multimodal Accommodations	<ul style="list-style-type: none"> Sidewalks are dangerous during winter On Baptist Walk, there are sidewalks only on the northern side Unsafe pedestrian crossing at Galen Street and Main Street (from western side of Watertown Veteran's Memorial to middle of Watertown Square Park) Need better pedestrian lighting at Saltonstall Park

Watertown Square Issues and Observations	
Pedestrian & Multimodal Accommodations	<ul style="list-style-type: none"> Poor pedestrian connectivity and lighting on Baptist Walk Need a community path through the CVS lot (currently in planning phase) Need pedestrian crossing on Church Street & Winter Street
Public Parking Prices	<ul style="list-style-type: none"> \$0.50/hr price seems inexpensive Others believe the price to park should stay the same
Pricing Technologies	<ul style="list-style-type: none"> There is a public perception that the current parking technology is outdated Senior parking permit is user-friendly Need a resident permit system The meter colors are unnoticeable
Enforcement	<ul style="list-style-type: none"> Town Hall permitted parking only lots not always enforced Lot fills up for Town meetings and sports games

Lot Nomenclature Results

Lot Location	Colloquial Name
Watertown Square	
Lot behind Public Library	Library Lot
Lot behind Watertown Savings Bank	Watertown Savings Bank Lot
Public lot behind CVS/Bank of America/	CVS Lot
Lot near Supercuts and Verizon	No common name (participants aware that it is under private ownership)
Lot near commercial complex with Dunkin Donuts, Subway, and Belmont Savings Bank	No common name (participants used storefronts for names, such as "Dunkin Donuts" or "Across from Starbucks" Lot)
Coolidge Square	
Wells Avenue Municipal Lot	No common name (participants used "Behind Citizen's Bank", "Public", and "Wells Avenue" Lot)
Lot near the Hellenic Cultural Center	Hellenic Center Lot
Lot near Uncommon Grounds restaurant	Uncommon Grounds Lot
Lot near Medical Complex	No common name
Lot near Armenian Cultural Center	Armenian Cultural Lot

4.1 PUBLIC PROCESS

Public Engagement Key Findings

Coolidge Square Issues and Observations
<p>Transit</p> <ul style="list-style-type: none"> Concerns of moving bus stops with dedicated bus lane Possible loss of parking on Mt Auburn Street with new transit improvements
<p>Shared Parking</p> <ul style="list-style-type: none"> Public & private lots at CVS owned by the same developer Public lot originated from an informal shared parking agreement (pre-current developer) CVS lot never seems full Private lots available during peak hours <ul style="list-style-type: none"> 11AM –Uncommon Ground lot 5PM –Residential lot west of Melendy Avenue Lack of parking spaces for Dunkin Donuts in private parking lot Watertown Savings Bank allows parking in lot after business hours Private parking lot at Hellenic Cultural Center is underutilized
<p>Wayfinding & Signage</p> <ul style="list-style-type: none"> People are not aware that the lot behind CVS has public parking Signage is confusing for private spaces in CVS/Citizen's Bank lot
<p>Illegal & Event Parking Habits</p> <ul style="list-style-type: none"> Double parking occurs at the following locations: <ul style="list-style-type: none"> Armenian markets Dunkin Donuts on Mt. Auburn Street Clustered illegal and double parking at on-street spaces near funeral homes Funeral Home parking occurs along Mt Auburn Street from Adams Street to Melendy Avenue, north up Upland Road and south down Dexter Avenue Parkers in the public/private parking lots behind CVS use the back door in Dunkin Donuts to access Mt. Auburn Street Church parking along Mt Auburn Street past Boylston Street occurs on Sundays Overflow parking on Windsor Avenue

Coolidge Square Issues and Observations
<p>Enforcement</p> <ul style="list-style-type: none"> Stronger enforcement should occur for those who park in the crosswalk on Mt Auburn Street and Kimball Road Cars parked on Hillside Road at Mt Auburn Street have to move in the morning (parkers will be ticketed at night) Parkers in CVS public lot need to leave by 8AM Uncommon Grounds tows their private lot during after-hours (even when empty) Parking meters seem to never be enforced Winter parking ban does not consider parking supply crunch
<p>Parking Perceptions</p> <ul style="list-style-type: none"> Eating establishments around Nichols Avenue take up on-street parking in the evening On-street parking completely full during funeral events Kimball Road on-street parking is usually full Respondents had mixed experiences in the Uncommon Grounds Lot, with some saying they tow after-hours and other stating they were allowed to use it after-hours, unless plowing was needed
<p>Pedestrian & Multimodal Accommodations</p> <ul style="list-style-type: none"> Little to no bicycle infrastructure On-street parking becomes severely compromised with snow Poor pedestrian lighting at the Mt Auburn Street, Elton Avenue, and Lloyd Road intersection Poor lighting at crosswalks near the Post Office Pedestrian safety issues around 520 Mt. Auburn Street lot/bus stop
<p>Pricing Technologies</p> <ul style="list-style-type: none"> Need to establish more permits Local business permits can be used on angled on-street parking on Nichols Avenue Not enough turnover at Post Office

4.2 PUBLIC PROCESS

Public Engagement Survey Key Findings

PUBLIC SURVEY KEY FINDINGS

From December 3rd to February 18th, the public had the opportunity to participate in an online survey to voice parking comments, concerns, and improvement preferences. Survey questions were designed to elicit feedback on user experience and ideas for new parking management solutions. The survey had around 1,100 responses.

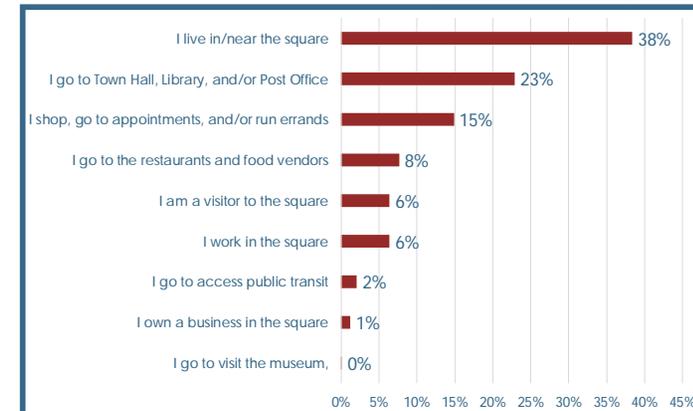
Key survey findings include:

Watertown Square

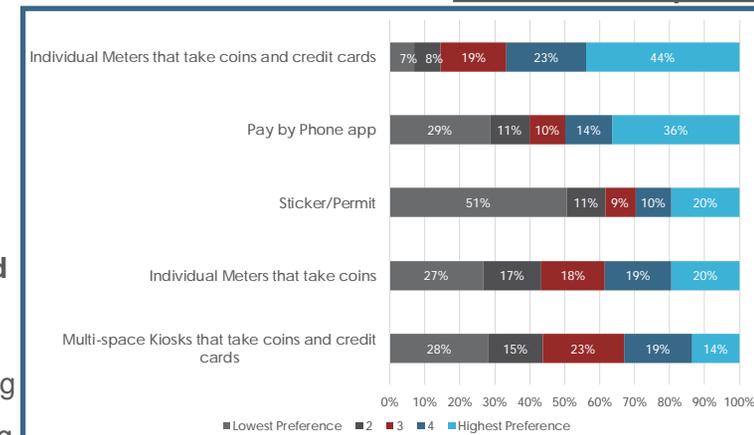
- 38% of respondents live in or near the Square
- **78% of respondents drive alone**
- 59% of employees would rather park once and walk or bike between destinations than drive and park at each destination
- **+70% of residents, employees, and Square visitors prefer to park in public, off-street spaces**
- Almost 50% of respondents who eat in the Square know where they're going to park

- 42% of those who shop and run errands usually hunt for a parking space
- 44% of those who shop and run errands are highly influenced by proximity to destination
- 18% of those who shop and run errands in the Square are least influenced by the type of parking (on-street vs off-street spaces in a public or private lot)
- **Over 60% of respondents who shop, run errands, and go to restaurants in the Square will park farther away from their destination for less expensive or free parking**
- 92% of respondents who eat in the Square park in the municipal lot behind CVS
- Only 25% of respondents have an employee parking permit, and **63% of those employees usually park in an off-street municipal lot**
- **45% of residents who live in or near the Square highly prefer to use individual meters that take coins and credit cards**
- The top three improvements requested for commercial areas are: Better parking meters/ technology (ex. Credit cards, Pay by phone app) (60%); More parking (54%); Improvements to the walking environment (52%)

What is your primary connection to Watertown Square?



What parking technology would you prefer to see in Watertown Square?



4.2 PUBLIC PROCESS

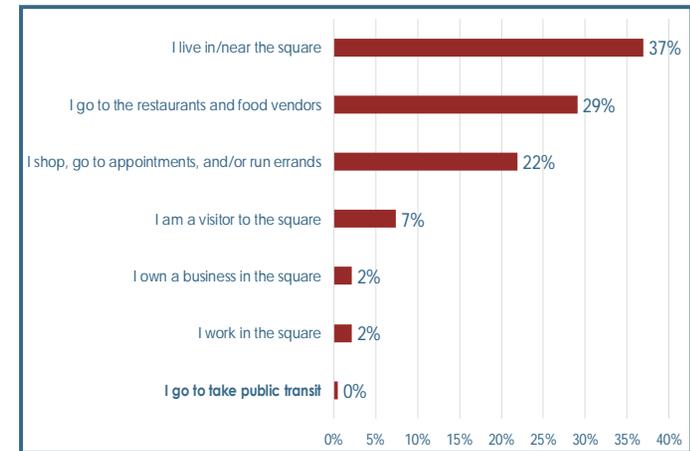
Public Engagement Survey Key Findings

Coolidge Square

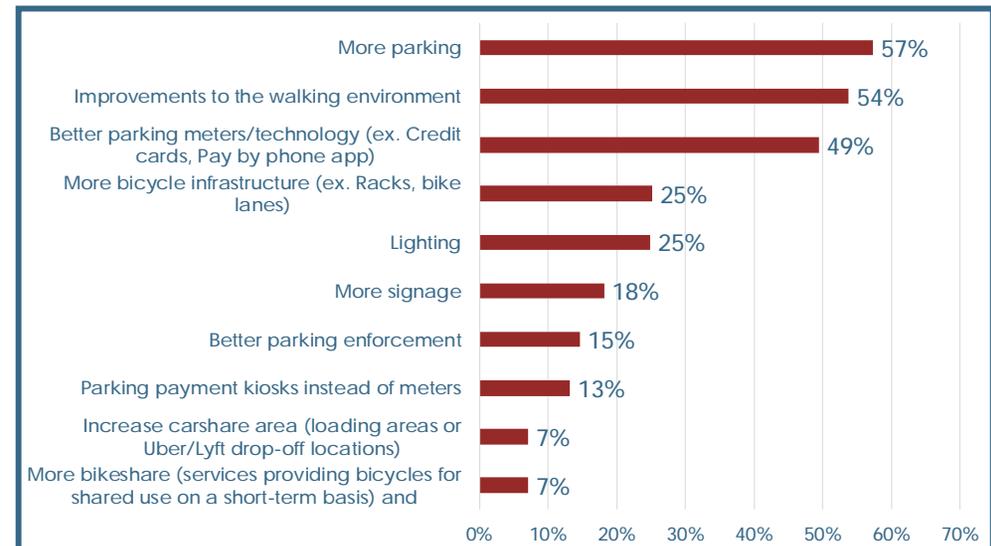
- 37% of respondents live in or near Coolidge
- **73% of respondents drive alone**
- 68% of those who live in or near Coolidge would rather park once and walk or bike between destinations than drive and park at each destination
- Almost 60% of those who eat, shop, and run errands in Coolidge are willing to park farther away from their destination for less expensive or free parking
- **Midday on a typical weekend is the most difficult time to find parking for around 55% of those who shop and run errands in Coolidge Square**
- Almost 30% of respondents are not aware that Coolidge Square has public parking
- 51% of respondents who eat in Coolidge have left because they were unable to find a parking space
- 11% of respondents have a senior parking permit

- 54% of respondents park in an on-street parking space in front of or near their place of work
- 57% of employee respondents stated a preference for parking on-street
- The top three improvements requested for commercial areas are: More parking (57%); Improvements to the walking environment (54%); Better parking meters/technology (ex. Credit cards, Pay by phone app) (50%)
- 61% of residents who live in or near the Square prefer to use individual meters that take coins and credit cards

What is your primary connection to Coolidge Square?



If the Town were to invest in improvements in the commercial areas, which of the following would be your top three choices?



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