

WATERTOWN SQUARE & COOLIDGE SQUARE PRELIMINARY STRATEGIES



AGENDA

- Introductions
- Study Goals and Process
- Existing Conditions & Findings
- Draft Public Outreach Findings
- Preliminary Strategies
- Q&A

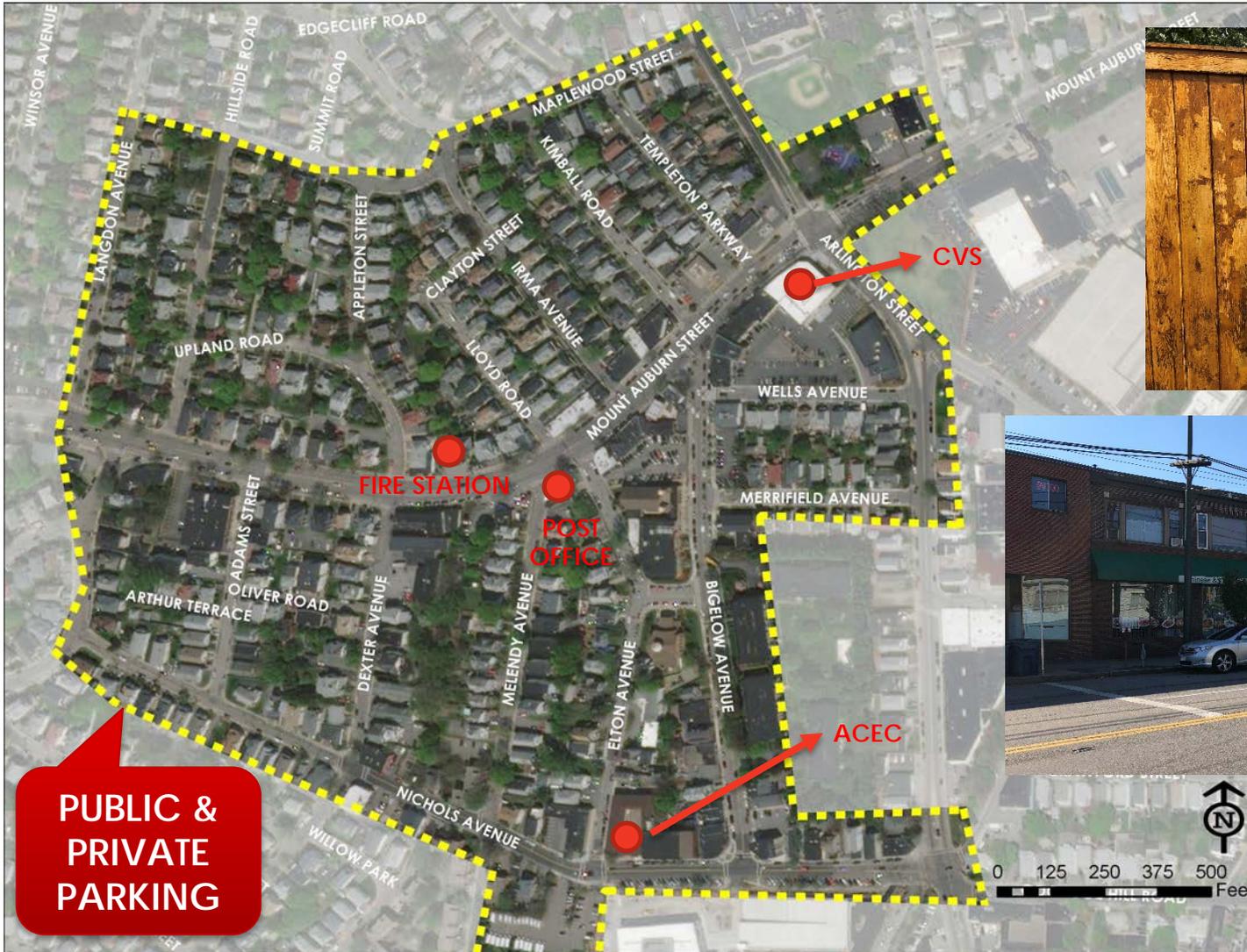


STUDY GOALS AND PROCESS

PARKING MANAGEMENT PLAN GOALS

- Create a **baseline understanding** of parking demand
- **Manage existing parking** better for various users
- 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**

STUDY AREAS: COOLIDGE SQUARE



PARKING MANAGEMENT PLAN PROCESS & SCHEDULE



Parking
Inventory



Parking
Utilization



Public
Outreach



Draft
Strategies



Final Report
&
Presentation

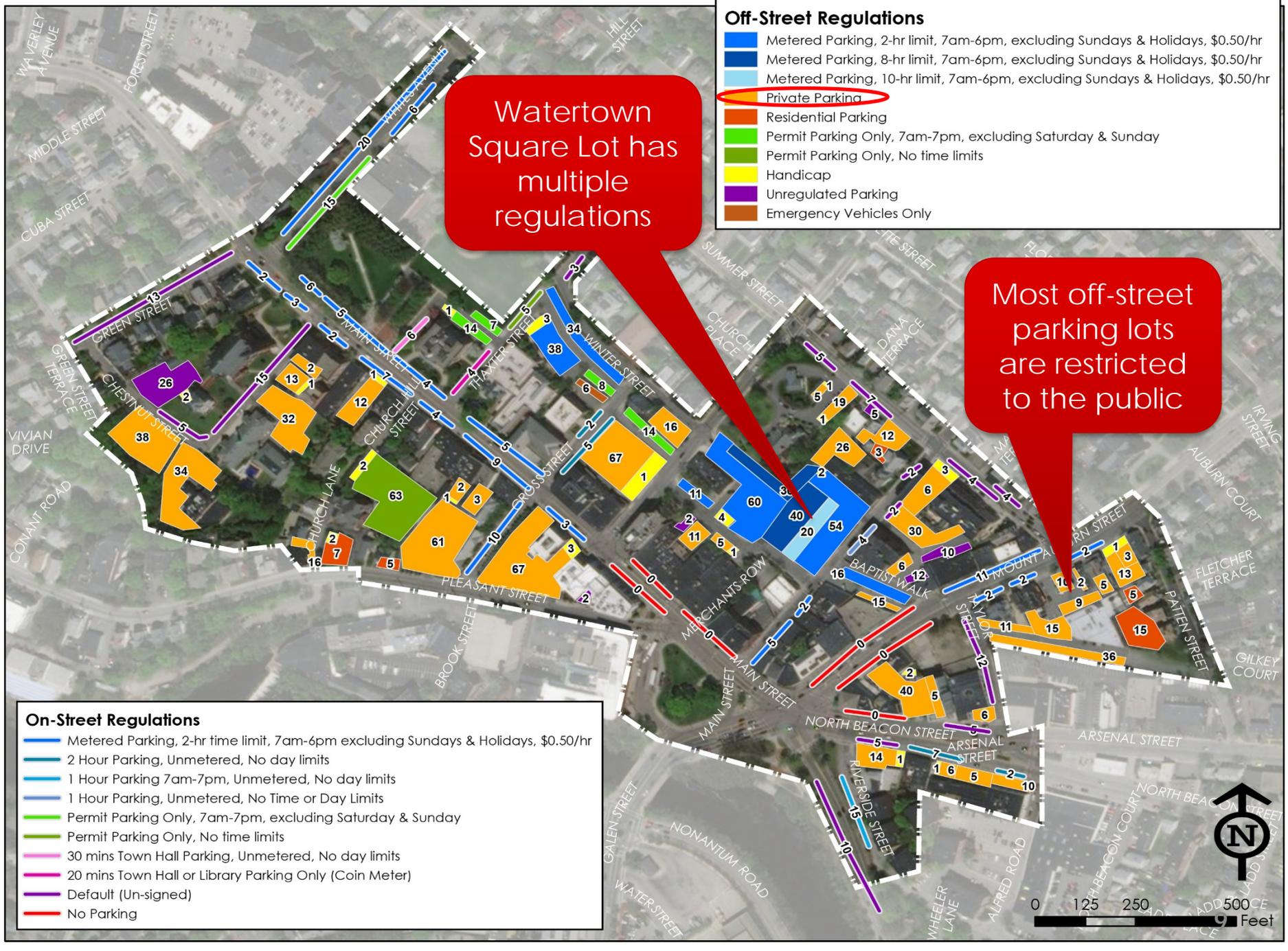
Fall 2018

Winter 2018/2019

Spring 2019



EXISTING CONDITIONS: WATERTOWN SQUARE



Off-Street Regulations

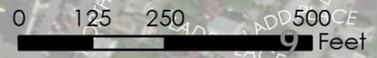
- █ Metered Parking, 2-hr limit, 7am-6pm, excluding Sundays & Holidays, \$0.50/hr
- █ Metered Parking, 8-hr limit, 7am-6pm, excluding Sundays & Holidays, \$0.50/hr
- █ Metered Parking, 10-hr limit, 7am-6pm, excluding Sundays & Holidays, \$0.50/hr
- █ Private Parking
- █ Residential Parking
- █ Permit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

Watertown Square Lot has multiple regulations

Most off-street parking lots are restricted to the public

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



Parking Inventory: Watertown Square

Total Parking Spaces

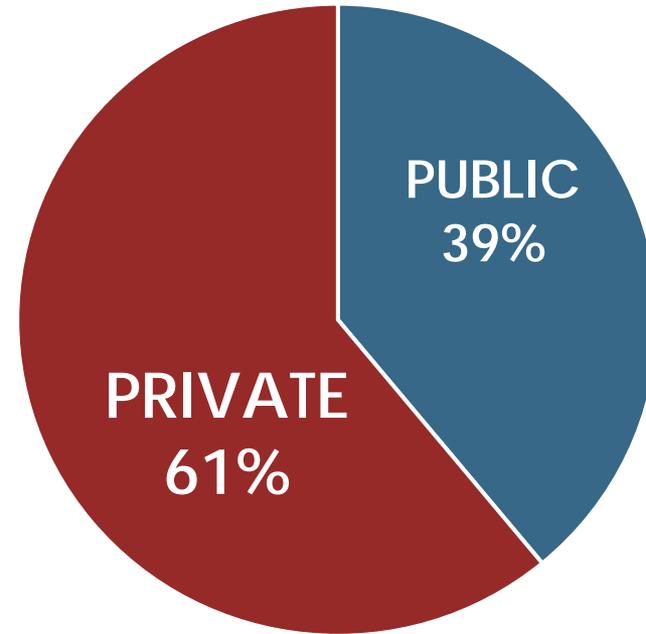
- 1,507

On-Street Parking Spaces

- 277 total
- 9 regulations

Off-Street Parking Spaces

- 1,230 total
- 10 regulations

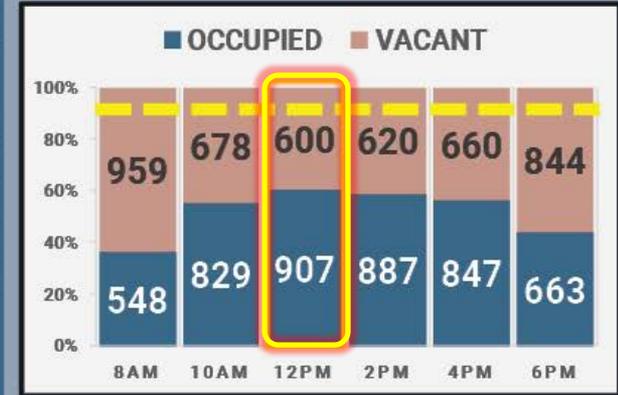


Parking Type	Public	Private	Overall
On-Street	255	22	277
Off-Street	337	893	1,230
Total	592	915	1,507

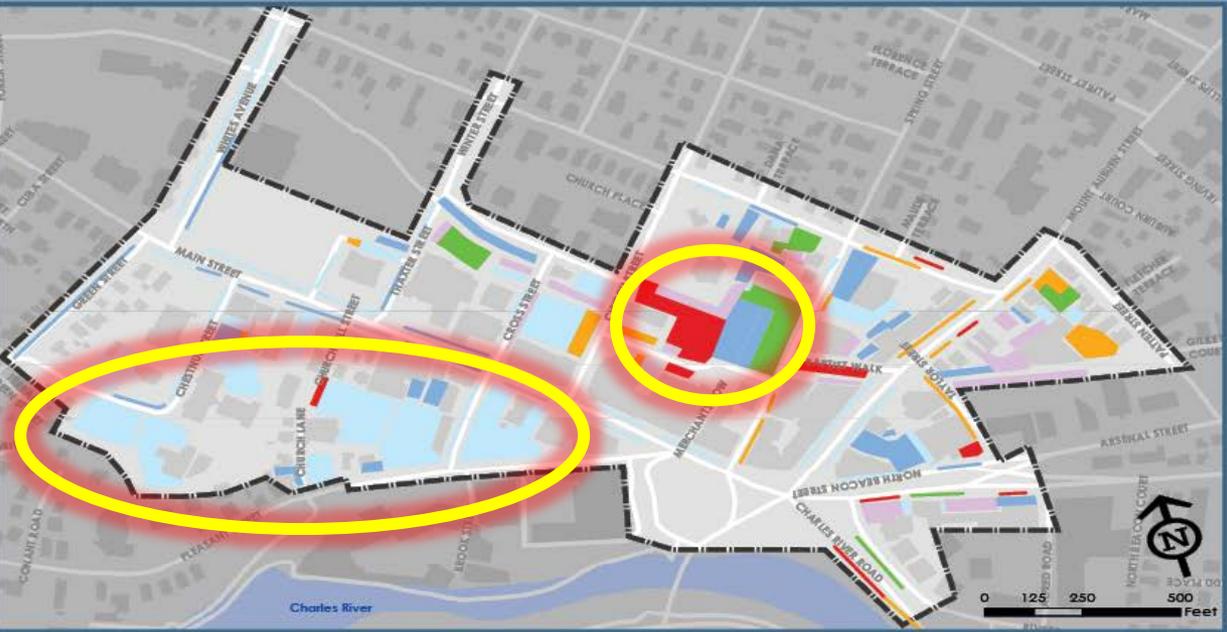
Overall Peak Weekday Parking Utilization (12PM) : Watertown Square **DRAFT**



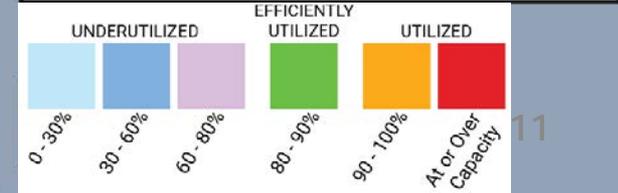
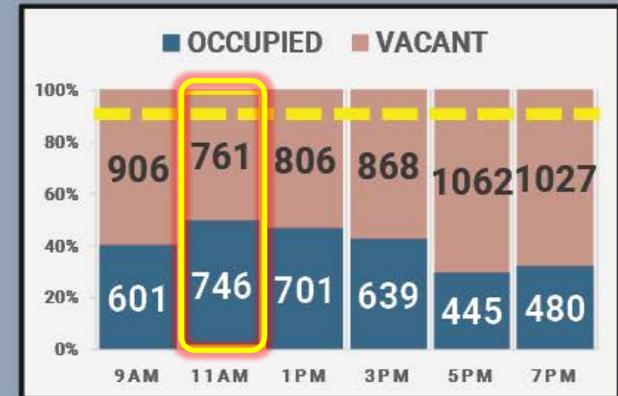
ALL PARKING



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



ALL PARKING



Parking Utilization Findings: Watertown Square

- **Public parking** spaces are **busy** all week
 - On-street spaces utilized at 60% occupancy
 - Off-street spaces utilized < 50% occupancy
- **Private, off-street parking** is **underutilized** all week
 - Around 40% utilized all week
- **Public off-street parking** is 90% **full midday** on the weekends, whereas private lots are only at 30% full
- **Mt Auburn Street** on-street spaces are **popular**
 - Over 80% full during the week





EXISTING CONDITIONS: COOLIDGE SQUARE

On-street spaces in residential areas included to assess parking overflow

Most off-street parking lots are restricted to the public

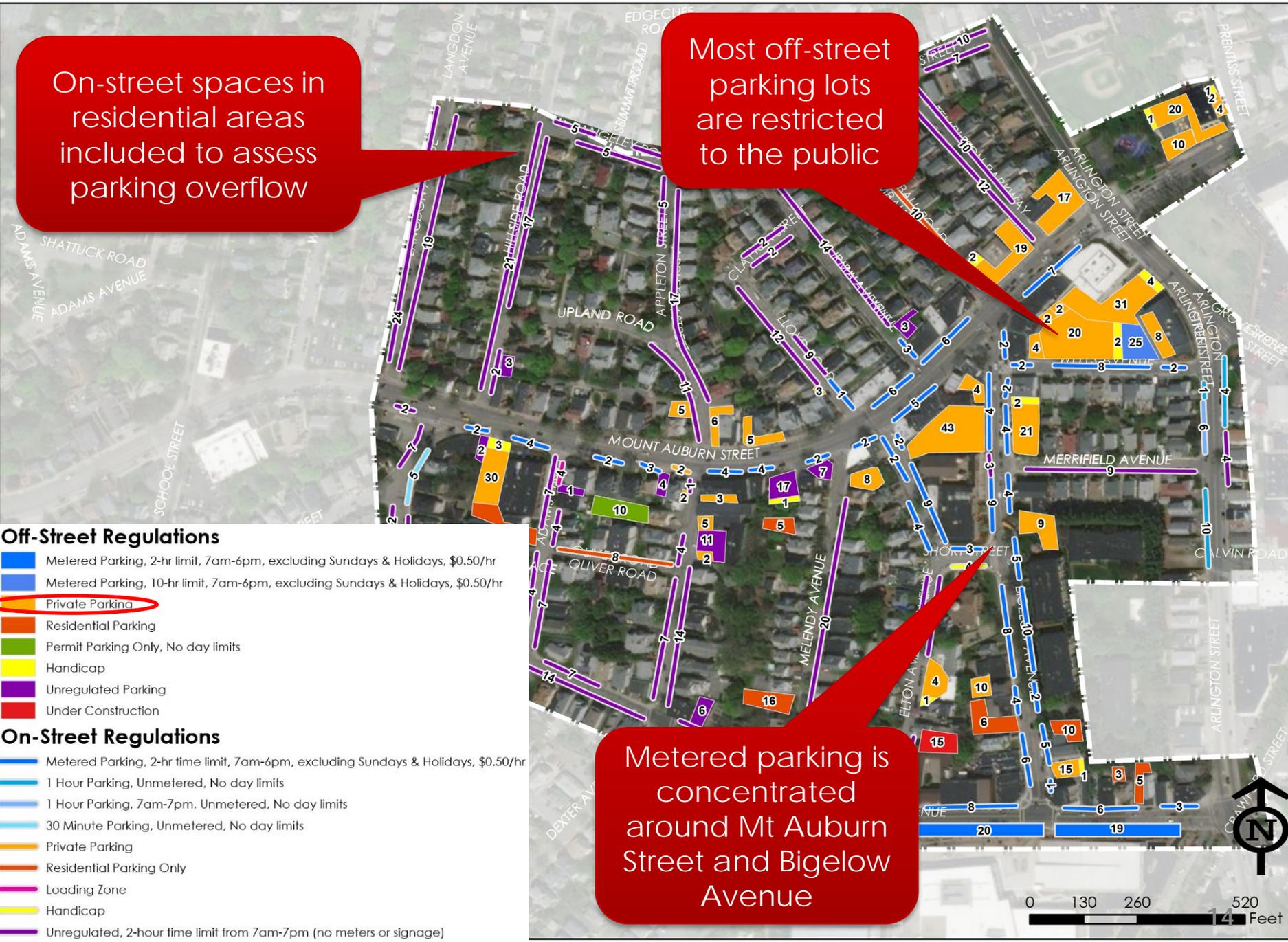
Metered parking is concentrated around Mt Auburn Street and Bigelow Avenue

Off-Street Regulations

-  Metered Parking, 2-hr limit, 7am-6pm, excluding Sundays & Holidays, \$.50/hr
-  Metered Parking, 10-hr limit, 7am-6pm, excluding Sundays & Holidays, \$.50/hr
-  Private Parking
-  Residential Parking
-  Permit Parking Only, No day limits
-  Handicap
-  Unregulated Parking
-  Under Construction

On-Street Regulations

-  Metered Parking, 2-hr time limit, 7am-6pm, excluding Sundays & Holidays, \$.50/hr
-  1 Hour Parking, Unmetered, No day limits
-  1 Hour Parking, 7am-7pm, Unmetered, No day limits
-  30 Minute Parking, Unmetered, No day limits
-  Private Parking
-  Residential Parking Only
-  Loading Zone
-  Handicap
-  Unregulated, 2-hour time limit from 7am-7pm (no meters or signage)



Parking Inventory: Coolidge Square

Total Parking Spaces

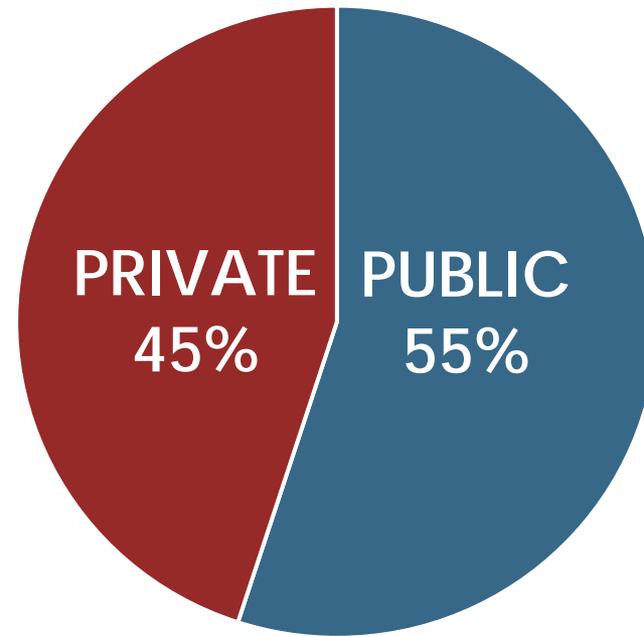
- 1,282

On-Street Parking Spaces

- 641 total
- 9 regulations

Off-Street Parking Spaces

- 641 total
- 8 regulations



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

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

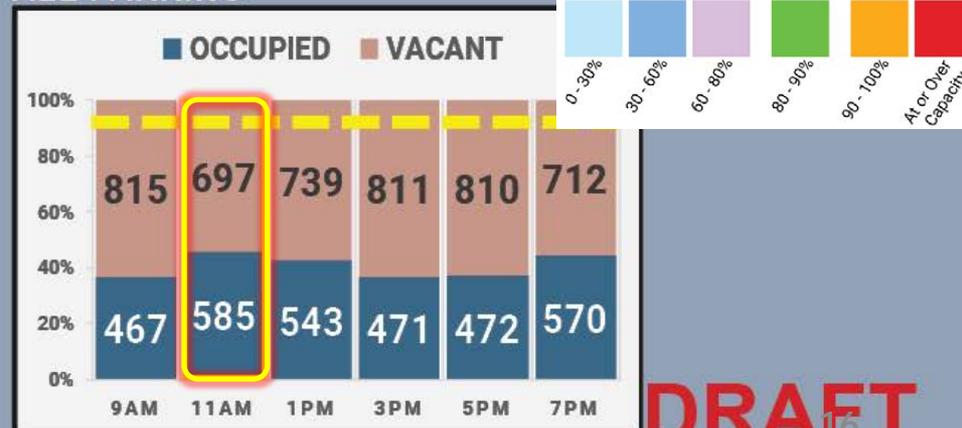
Overall Peak Weekend Parking Utilization (11AM): Coolidge Square



ALL PARKING



ALL PARKING



Parking Utilization Findings: Coolidge Square

- Mt Auburn **public on-street parking** spaces are always **busy**
 - Over 60-80% full
- **Private, off-street parking** has **availability** all week
 - Never above 40% full
- **Residential on-street parking** close to Coolidge Square is **underutilized**
- The **Nichols Avenue Municipal Lot** is **vacant** during the week
 - 10-50% full from 8am-4pm
- The **Wells Avenue Municipal Lot** is **full** on the weekends
 - Over 60% full





PUBLIC OUTREACH FINDINGS

Public Outreach Process

Public Engagement Survey, November 6th, 2018

- Give feedback on existing parking conditions

Public Outreach Meeting, January 23rd & 24th, 2019

- Map comments on parking issues and opportunities
- Review parking inventory and utilization data
- Give feedback on parking technology options

Draft Strategies Presentation, May 7th, 2019

- Present draft parking management improvement strategies

Public Outreach Key Findings

- Survey solicited ~1,000 responses
- Most survey respondents **drive alone**
- Watertown Square survey respondents **prefer to park in off-street spaces**
- People want to improve the **parking payment technology**
- Participants want to improve the **walking environment**
- Employees want **designated parking**
- It is sometimes difficult to find parking
- Respondents are willing to park and walk between destinations

Watertown Parking Management Plan Survey

Welcome to the Watertown Parking Management Plan Survey!

The Town of Watertown would like to hear from you! Residents, visitors, workers, everyone! Please fill out the Watertown Square and/or Coolidge Square survey below to give us your feedback on parking in Watertown Square and Coolidge Square. The survey should only take 5-10 minutes to complete and the answers you provide will be kept confidential.

You will have the opportunity to take both surveys. Upon completion of your survey, you will have the option to choose to take the other survey or leave the survey.

Do you want to take the parking survey for Watertown Square?



Existing Conditions Key Findings

- Everyone wants to park in the same parking space
- There are too many different and confusing regulations
- Parking technology is outdated, creating frustration for users
- Parking is vacant during peak times
 - Overall parking system only 50% full all week
- Current pricing concentrates demand in key locations
- More than half the parking spaces are privately owned and not available to the public for parking, despite vacancy at peak times
- Municipal lots are not well connected to storefronts
- Watertown Square permit program provides cheap access to prime parking and sells out every quarter
- Coolidge Square permit program is not well promoted



DRAFT STRATEGIES

DRAFT STRATEGIES

1. Upgrade Parking Payment Technology
2. Price & Regulate to Manage Parking Demand and Create Availability
3. Consider Re-introducing Parking in Key Areas (off-peak)
4. Strongly Identify Municipal Parking Lots by Developing a Legible, Visible System
5. Invest in Infrastructure Upgrades to Municipal Parking Lots
6. Improve Wayfinding and Signage
7. Identify Privately Owned Off-street Lots for Potential Shared Parking Opportunities
8. Re-Direct Employee Parking Demand
9. Reduce Overall Parking Demand by Enhancing Access for Non-Vehicle Modes
10. Adjust Parking & Zoning Standards to Encourage Investment in the Squares

1. Upgrade Parking Payment Technology

- Existing technology is not user-friendly
- Current meters only take coins
- Permit program is not linked with parking technology

1. Upgrade Parking Payment Technology

- Increase payment options to make parking easier
- Replace old meters
 - Potentially increase meter payment compliance, as 46% of all 2017 parking ticket violations were meter violations
- Install new smart meters
 - 61% of Coolidge Square residents highly prefer to pay with individual meters that take credit cards and coins
 - Still accept coins
 - Take credit/debit cards
 - More user-friendly

EXISTING METERS



NEW METERS



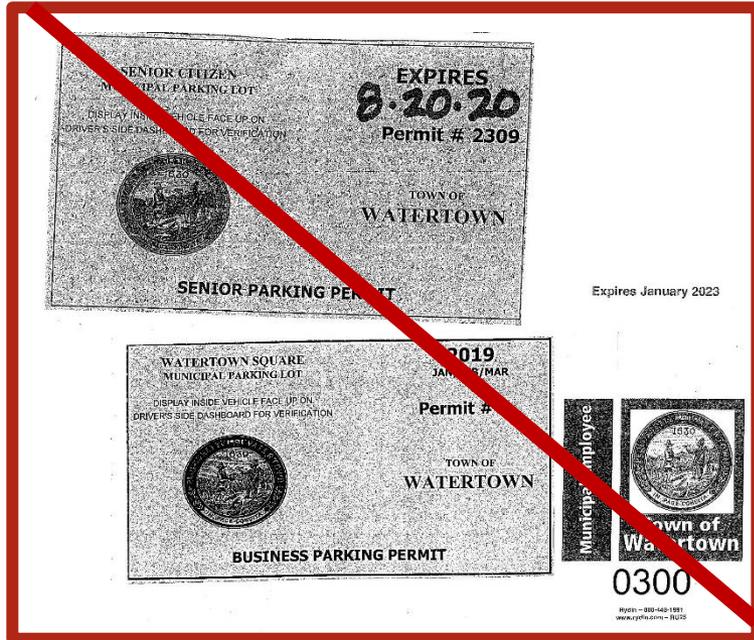
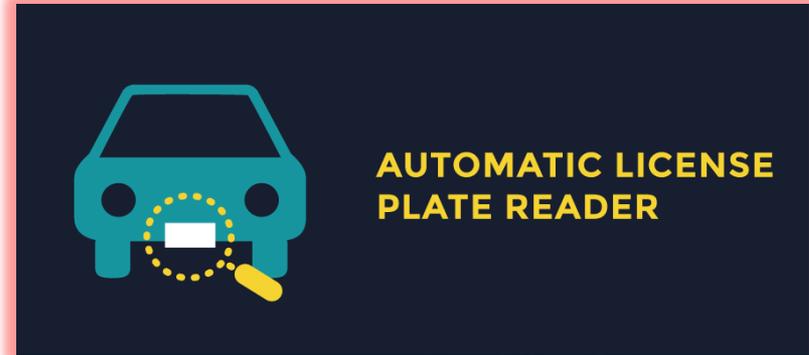
1. Upgrade Parking Payment Technology

- Implement Pay-by-Phone technology
 - Make it easier to pay to park
 - Allow people to extend parking time from their phones



1. Upgrade Parking Payment Technology

- Link with License Plate Recognition (LPR) technology
 - Replace permit decals
 - Allow permit holders to use license plates as a payment method



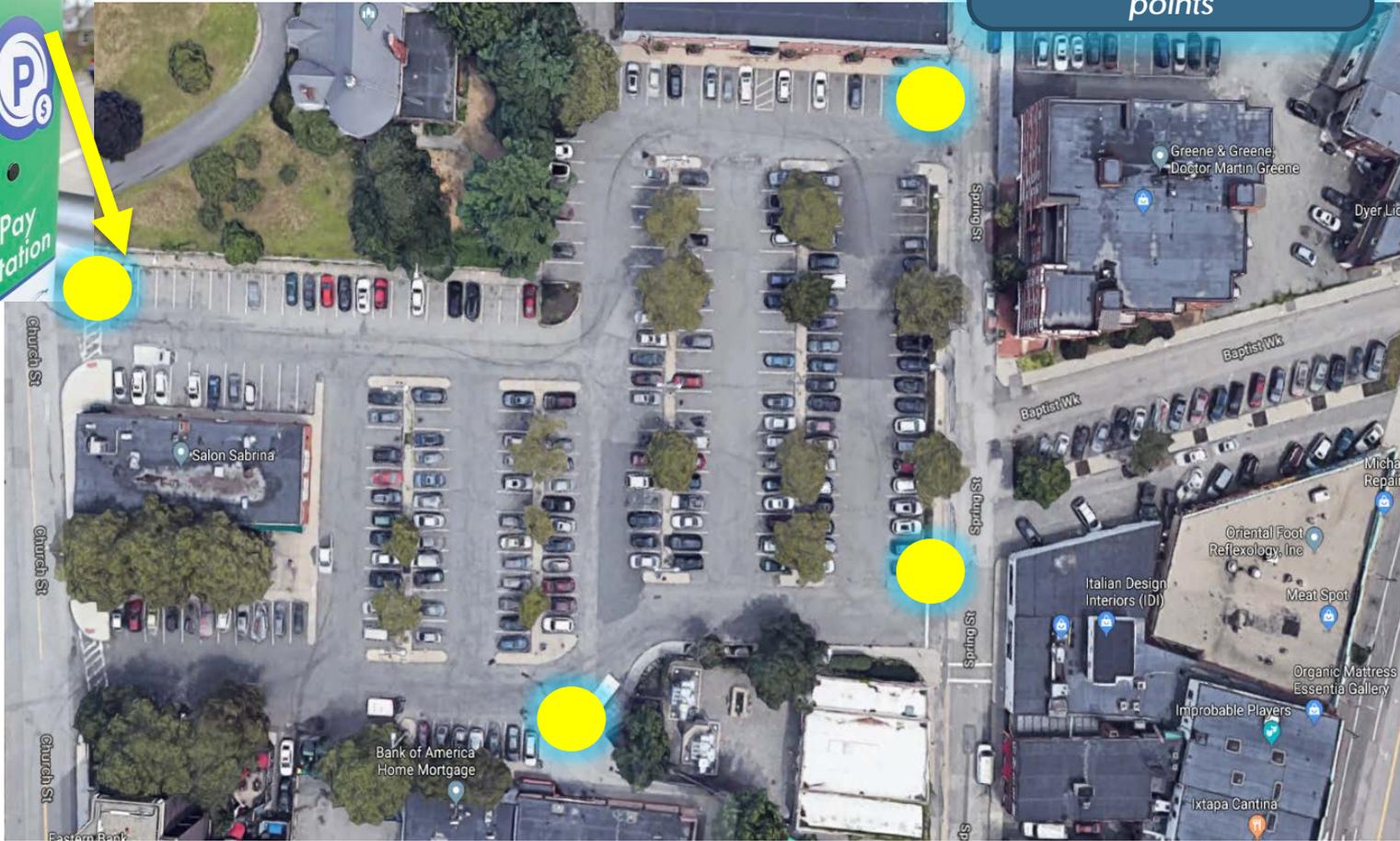
WHY DO THIS?

WHAT SHOULD WE DO?

1. Upgrade Parking Payment Technology

- Consider kiosk overlay in Municipal Lots

Potential public lot locations = Close to popular entry and exit points



WHY DO THIS?

WHAT SHOULD WE DO?

1. Upgrade Parking Payment Technology

- Consider kiosk overlay in Municipal Lots

Potential public lot locations = Close to popular entry and exit points



Technology	Quantity	Price
Individual smart meter	215	~\$162,000
Multi-space pay-by-space kiosk	4	~\$27,000



WHY DO THIS?

WHAT SHOULD WE DO?

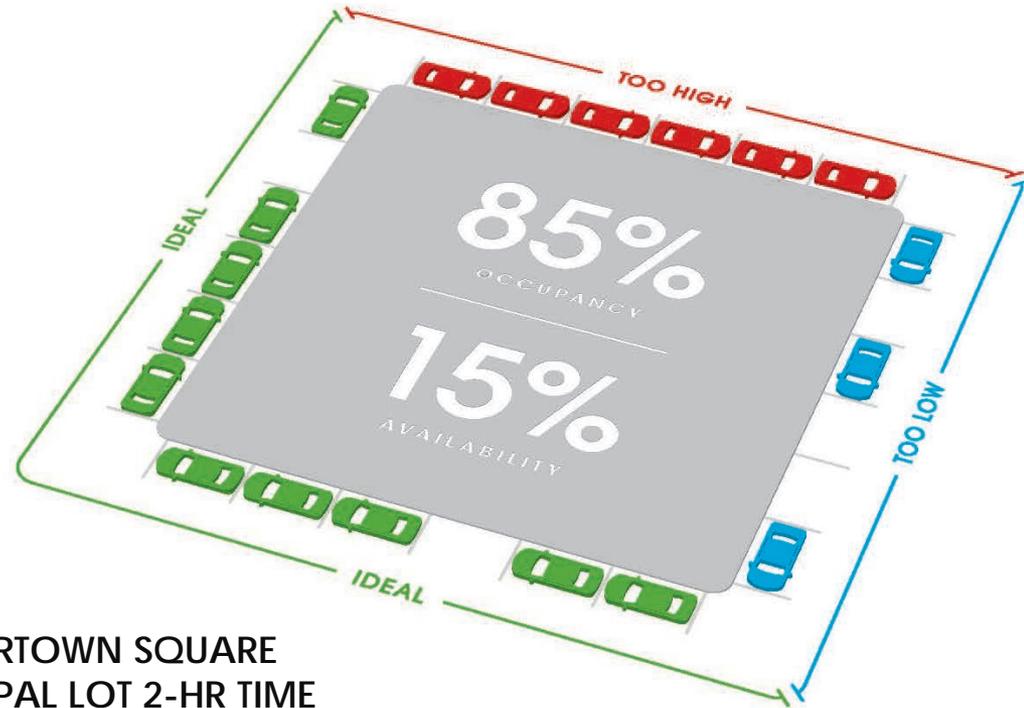
2. Price & Regulate to Manage Parking Demand and Create Availability

- Existing parking regulations are confusing
- Current pricing does not spread parking demand
 - Watertown Square Municipal Lot and Mt Auburn Street on-street spaces are full during peak weekend and weekday hours
- Municipal lots are priced the same as on-street facilities, but are less convenient
 - People can park on-street for the same amount of time
 - There is no incentive to park farther away
 - 63% of Watertown Square survey respondents would prefer to park once and walk or bike between destinations
- Time limits are not business or customer friendly
- There is a parking crunch in valuable on-street spaces

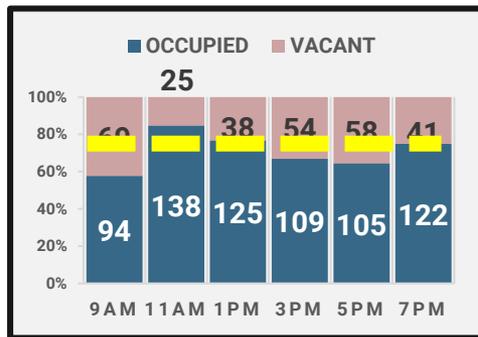
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WHY DO THIS?

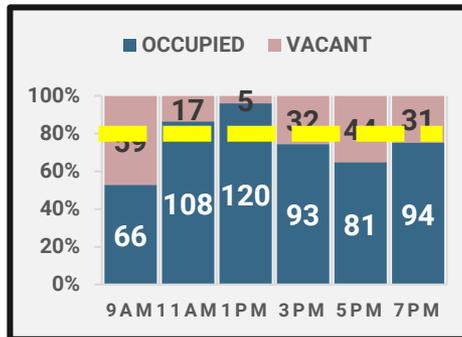
- Monitor parking demand over time
 - Assess the impacts of parking pricing and technology changes
 - Use utilization data and parking technology data to establish baseline parking availability targets for the tiered parking zones



COOLIDGE SQUARE ON-STREET PRICED PARKING (WEEKEND)



WATERTOWN SQUARE MUNICIPAL LOT 2-HR TIME LIMIT (WEEKEND)



Most popular places to park

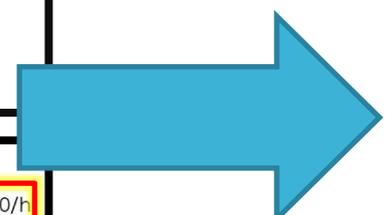
WHAT SHOULD WE DO?

2. Price & Regulate to Manage Parking Demand and Create Availability

- Remove time limits from priced parking
 - Use price to manage demand

On-Street Regulations	
	Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, \$0.50/hr
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	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

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



Current Time Limits:

- 2-hr
- 8-hr
- 10-hr

WHY DO THIS?

WHAT SHOULD WE DO?

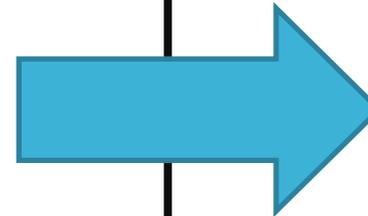
2. Price & Regulate to Manage Parking Demand and Create Availability

- Re-categorize unregulated on-street parking as “4-hour” time limit
 - Allow for longer visits to the Squares

WHY DO THIS?

WHAT SHOULD WE DO?

On-Street Regulations	
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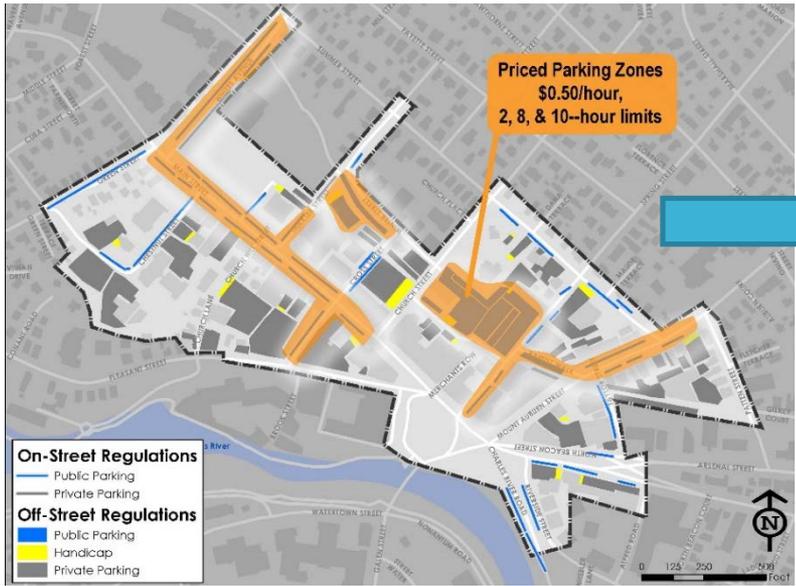
4-hour
time limit

2. Price & Regulate to Manage Parking Demand and Create Availability

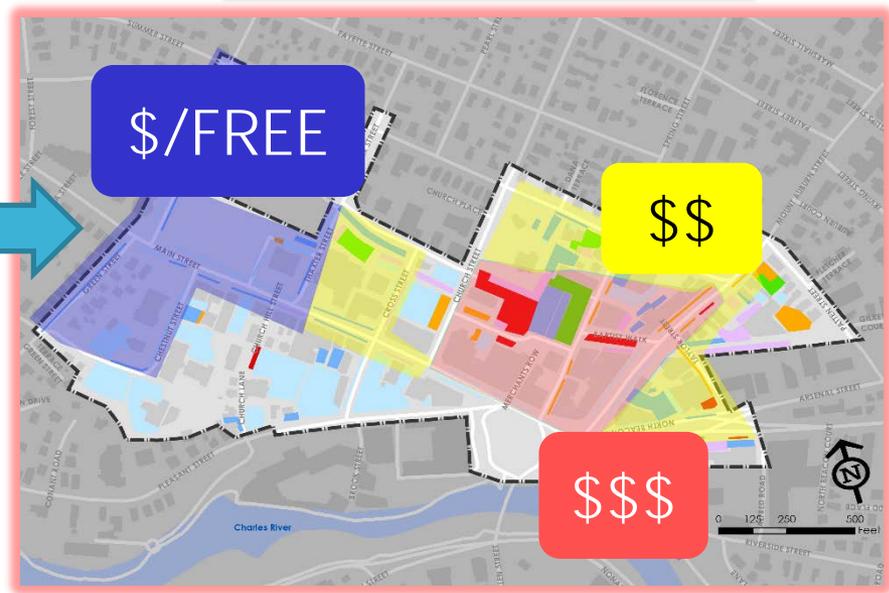
WHY DO THIS?

- Create tiered parking zones in Watertown Square
 - Match demand and increase availability in key areas

Zone
Existing Priced Parking
Zone 1
Zone 2
Zone 3



EXISTING PRICED ZONES



FUTURE PRICED ZONES

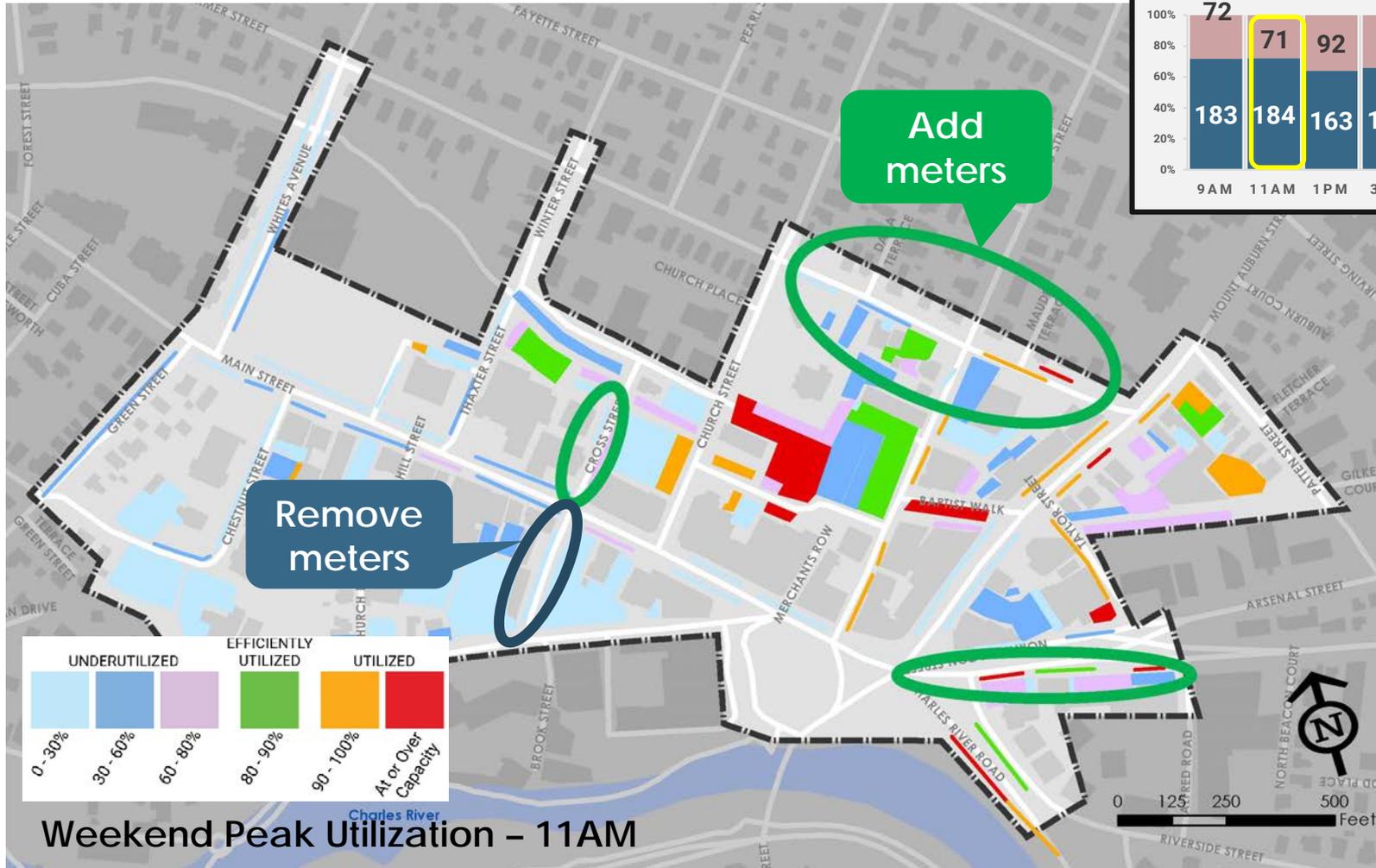
WHAT SHOULD WE DO?

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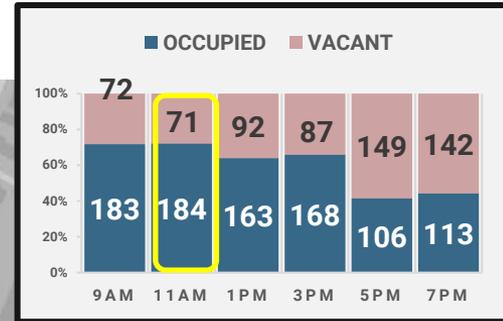
- Changes to priced parking

WHY DO THIS?

WHAT SHOULD WE DO?



PUBLIC ON-STREET



2. Price & Regulate to Manage Parking Demand and Create Availability

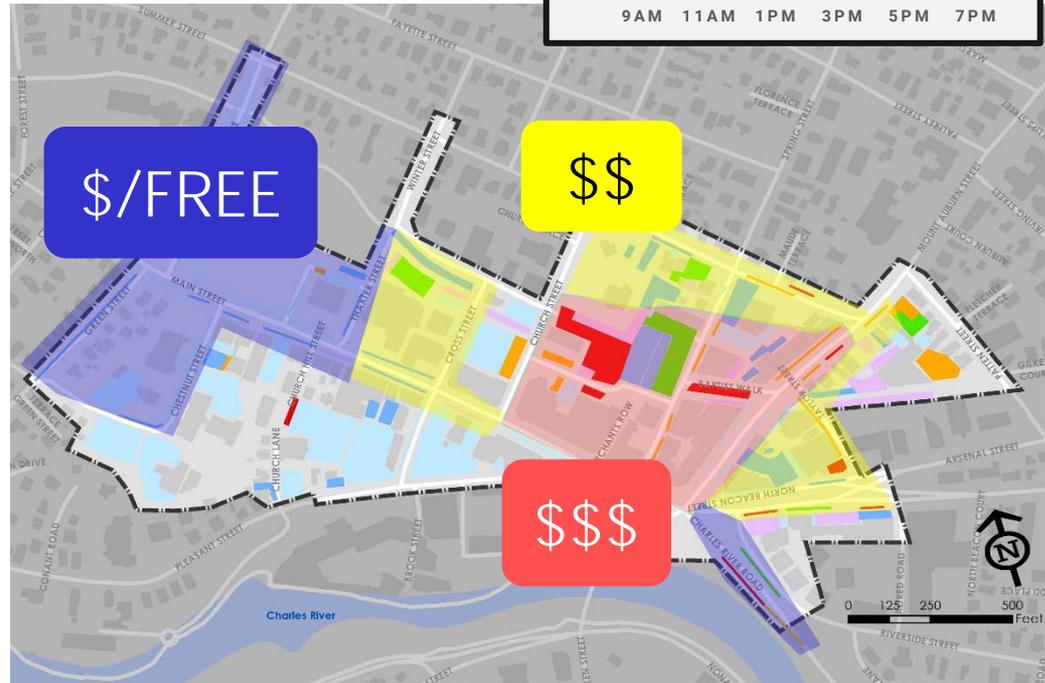
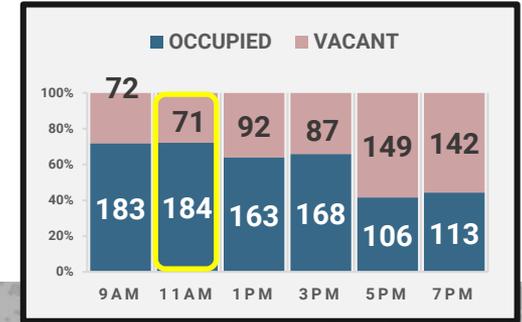
WHY DO THIS?

- Increase prices in “core” parking zones
 - Reduce parking pressure in prime locations
- Enhance enforcement in new zones

WHAT SHOULD WE DO?

Zone	Price
All Metered Parking (Current Price)	\$0.50/hr
Zone 1 (Proposed Price)	\$1.00/hr
Zone 2 (Proposed Price)	\$0.50/hr
Zone 3 (Proposed Price)	Free

PUBLIC ON-STREET

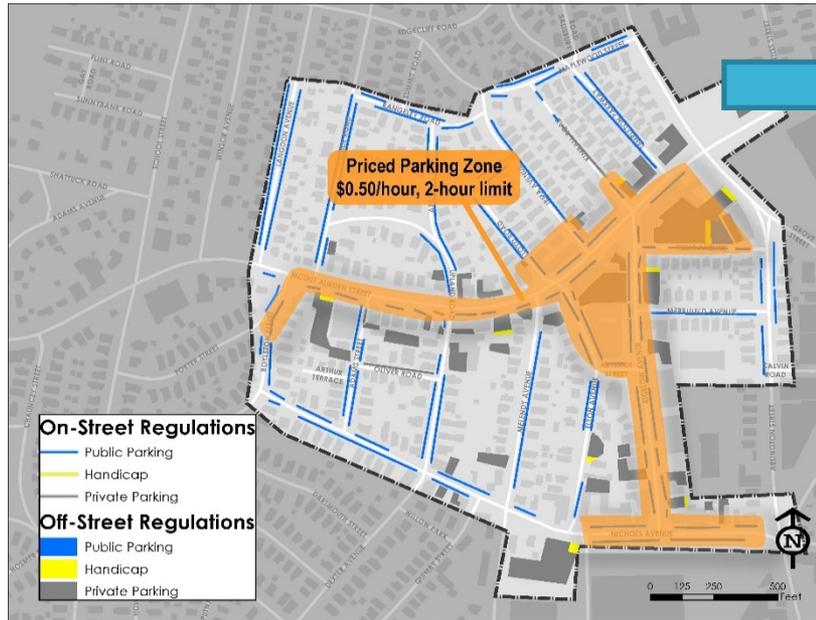


Weekend Peak Utilization – 11AM

2. Price & Regulate to Manage Parking Demand and Create Availability

- Create tiered parking zones in Coolidge Square
 - Match demand and increase availability in key areas

Zone
Existing Priced Parking
Zone 1
Zone 2
Zone 3



EXISTING PRICED ZONES



FUTURE PRICED ZONES

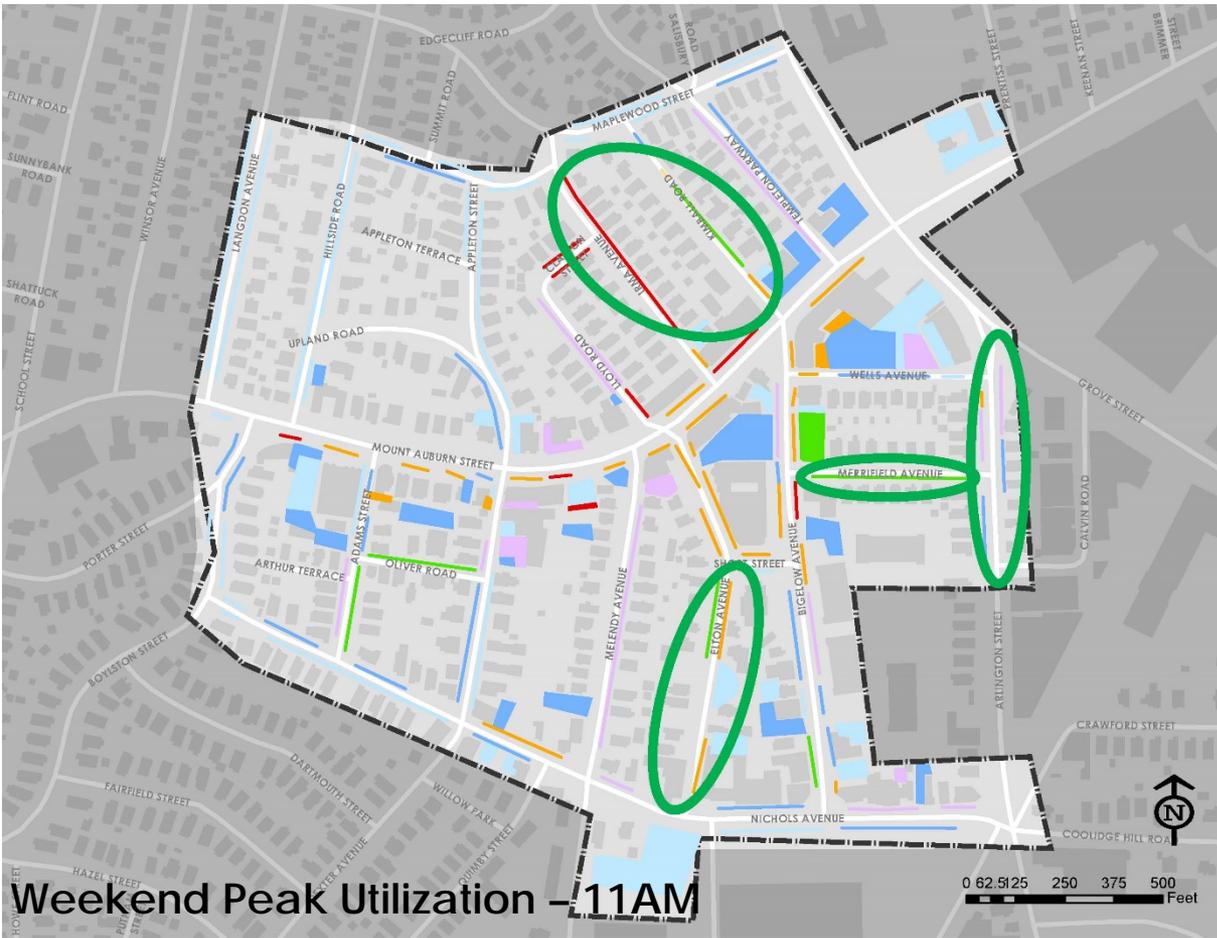
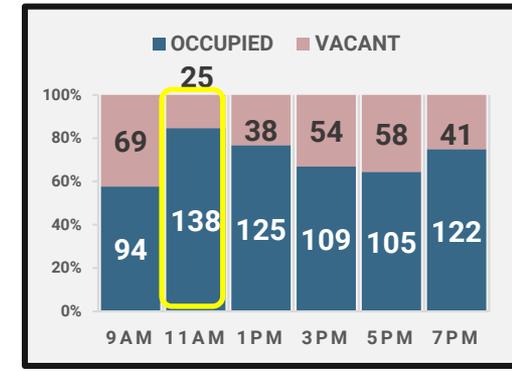
WHY DO THIS?

WHAT SHOULD WE DO?

2. Price & Regulate to Manage Parking Demand and Create Availability

- Changes to priced parking

ON-STREET PRICED PARKING



WHY DO THIS?

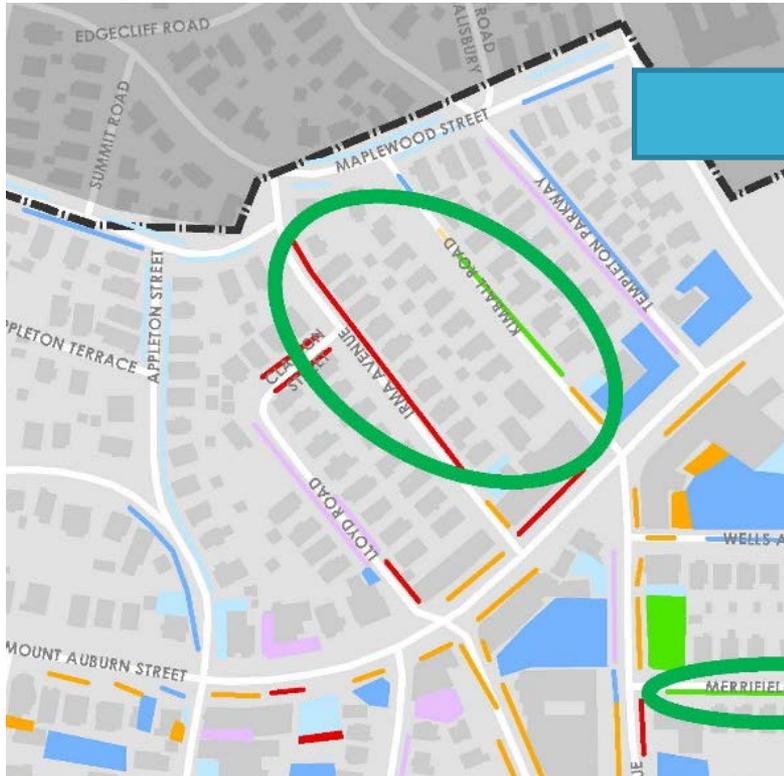
WHAT SHOULD WE DO?

2. Price & Regulate to Manage Parking Demand and Create Availability

- Consider exempting residents from paying to park on their street
 - Consider re-investing revenue on local streets

WHY DO THIS?

WHAT SHOULD WE DO?



2. Price & Regulate to Manage Parking Demand and Create Availability

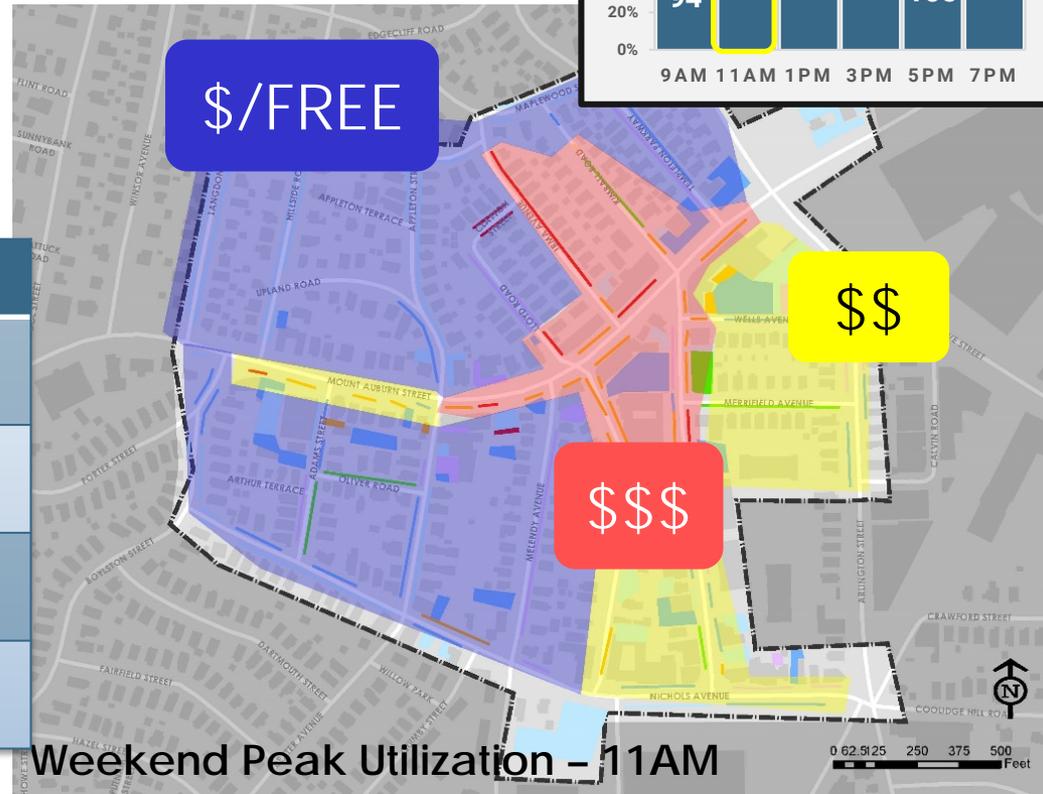
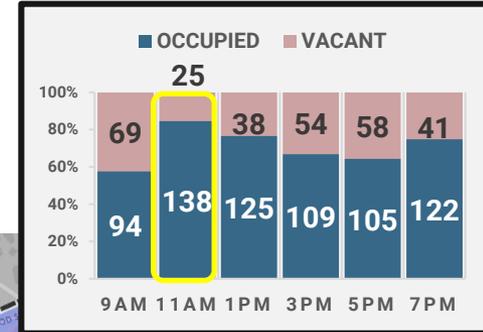
WHY DO THIS?

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 - Reduce parking pressure in prime locations
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WHAT SHOULD WE DO?

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Zone 3 (Proposed Price)	Free

ON-STREET PRICED PARKING



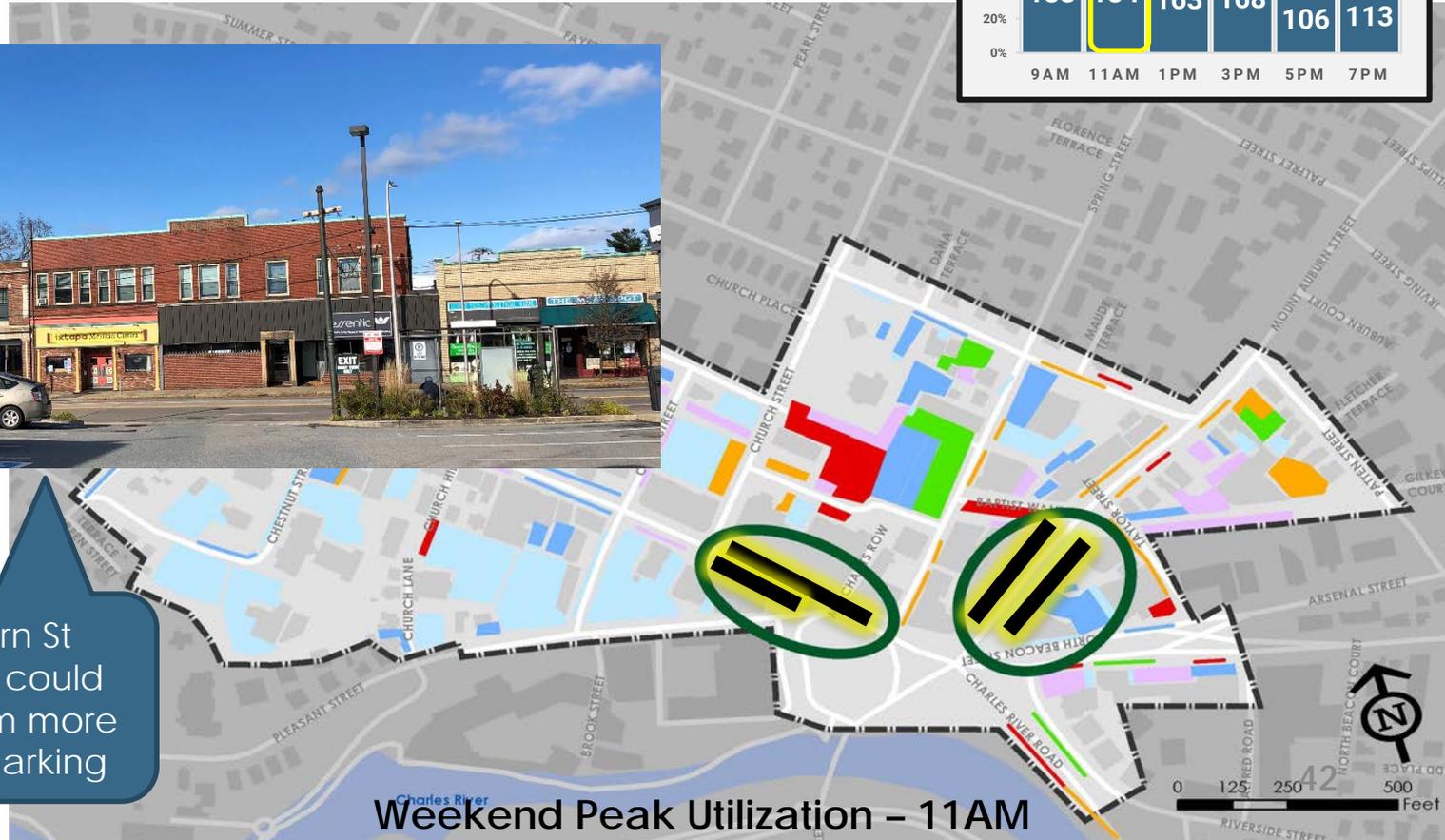
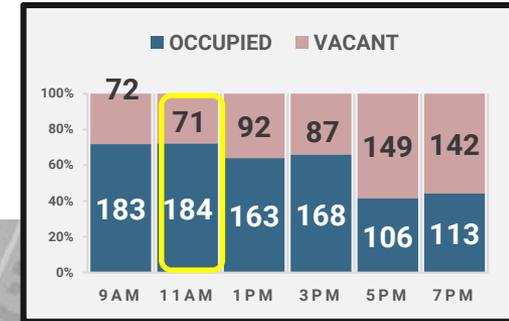
3. Consider Re-introducing Parking in Key Areas (off-peak)

- **Customers are highly influenced by proximity to destination**
 - 44% of those who shop in Watertown Square are highly influenced by proximity to destination
- **Current on-street parking is full in prime location**
 - Mt Auburn Street is 70% full almost all weekend
- **Mt Auburn Street and Main Street lack on-street parking**

3. Consider Re-introducing Parking in Key Areas (off-peak)

- Add parking to Mt Auburn Street and Main Street
 - Potential to add approximately 65 spaces

PUBLIC ON-STREET



Mt Auburn St businesses could benefit from more on-street parking

Weekend Peak Utilization - 11AM

WHY DO THIS?

WHAT SHOULD WE DO?

4. Strongly Identify Municipal Parking Lots by Developing a Legible, Visible System

- **Municipal lots are not easily visible**
 - Almost 30% of respondents are not aware that Coolidge Square has public parking
- **Directional signage is inconsistent**



Watertown Square Municipal Lot



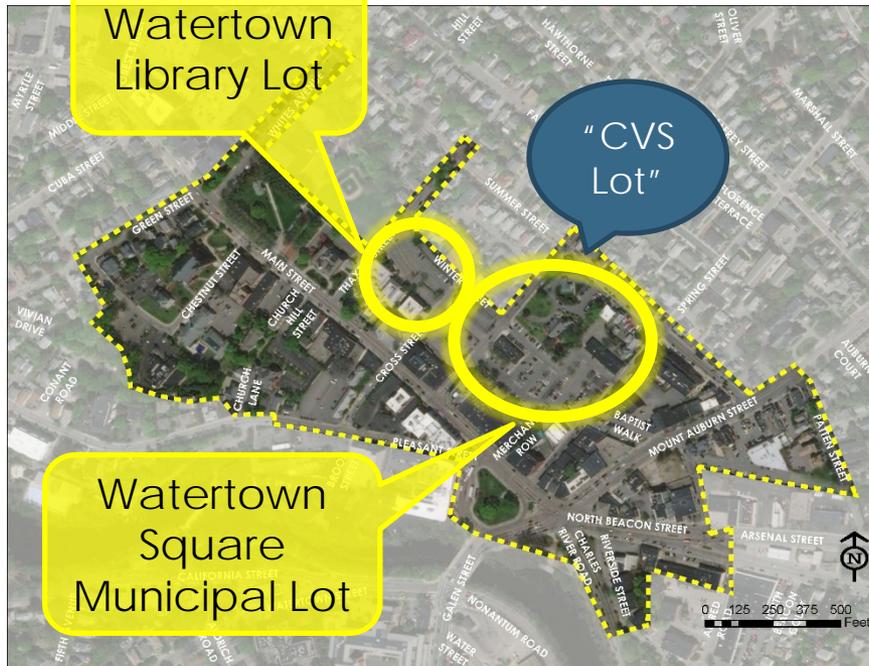
Wells Avenue Municipal Lot

4. Strongly Identify Municipal Parking Lots by Developing a Legible, Visible System

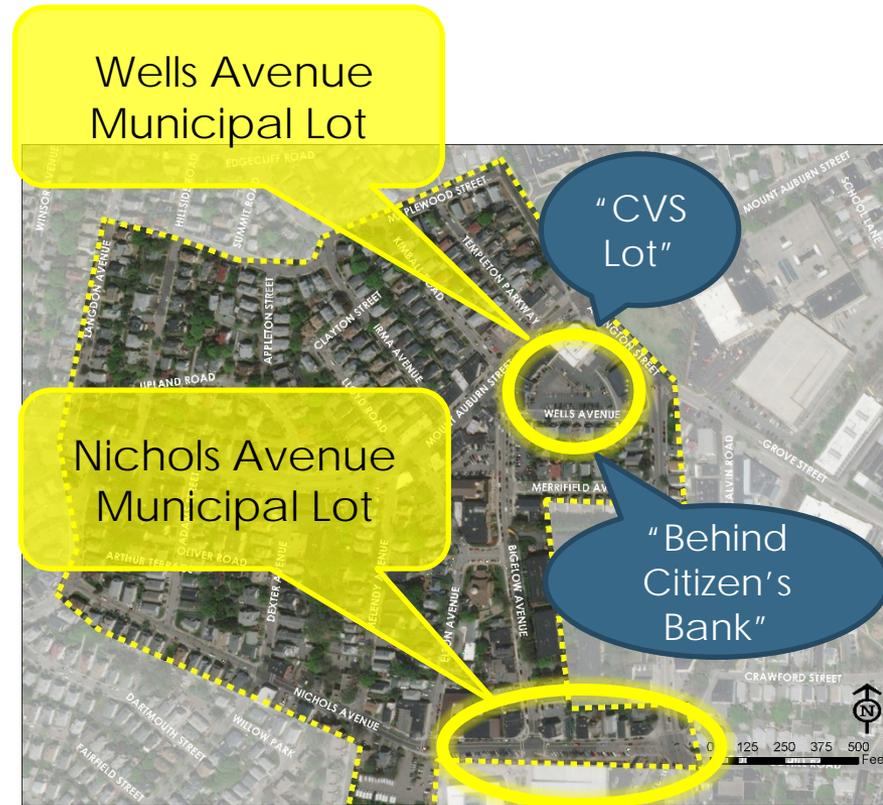
- Establish official names for municipal parking lots

WHY DO THIS?

WHAT SHOULD WE DO?



WATERTOWN SQUARE



COOLIDGE SQUARE

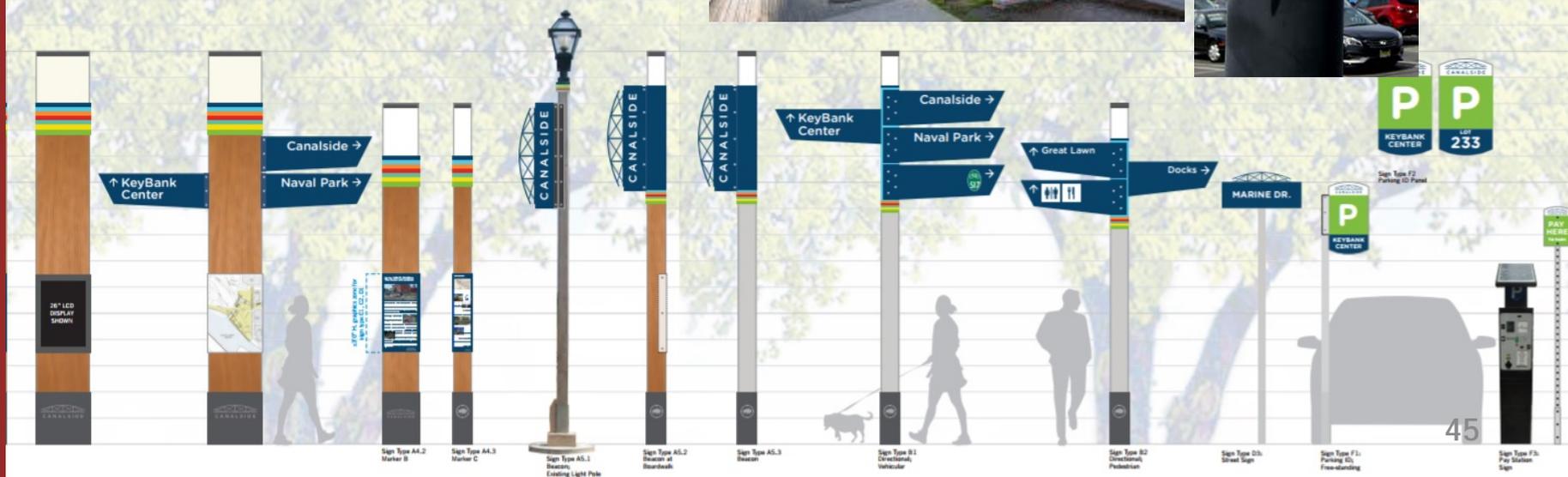
4. Strongly Identify Municipal Parking Lots by Developing a Legible, Visible System

- Invest in standardized public parking signage
 - Lot names
 - Directions and walking distances

WHY DO THIS?



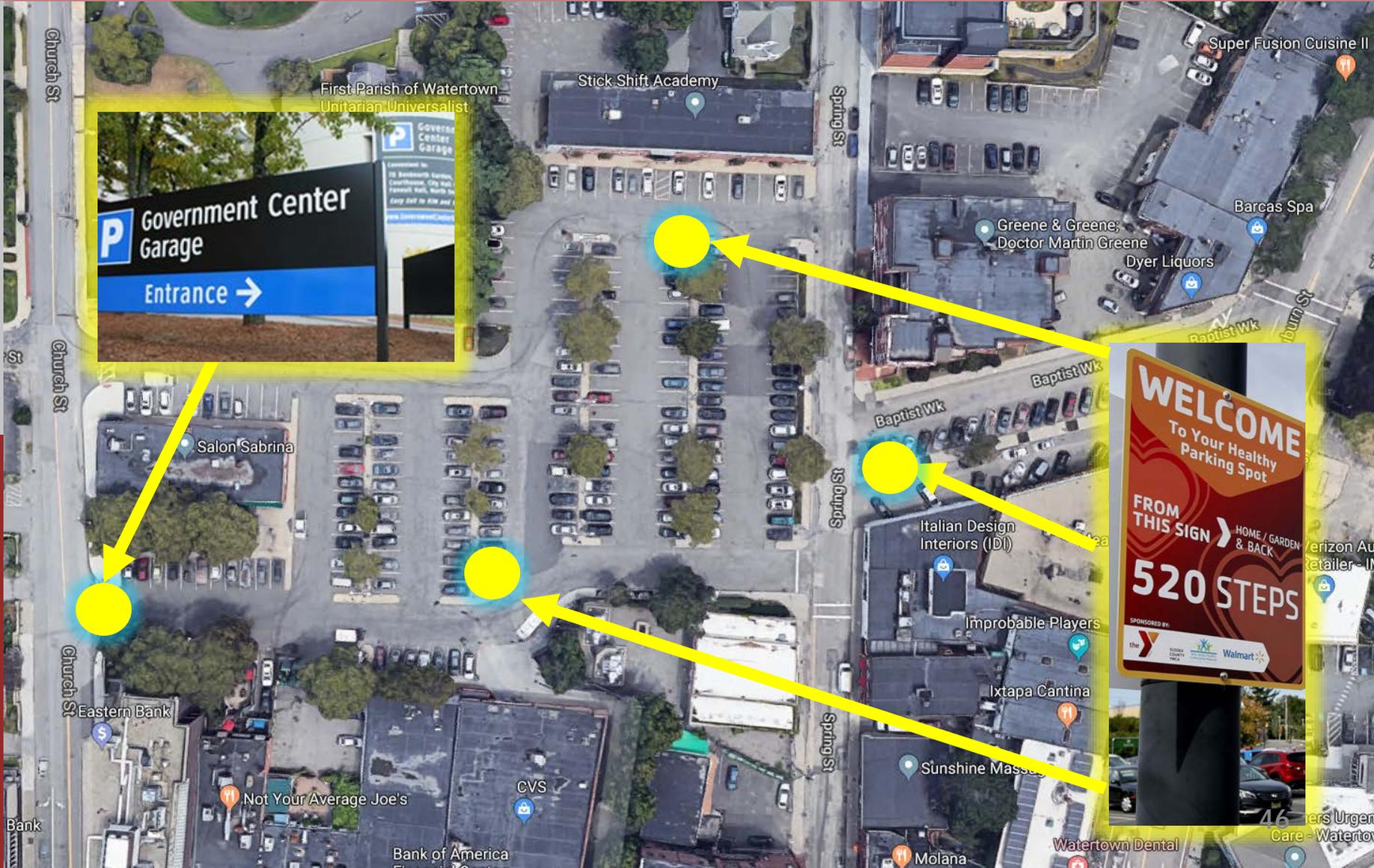
WHAT SHOULD WE DO?



4. Strongly Identify Municipal Parking Lots by Developing a Legible, Visible System

WHY DO THIS?

WHAT SHOULD WE DO?



4. Strongly Identify Municipal Parking Lots by Developing a Legible, Visible System

WHY DO THIS?

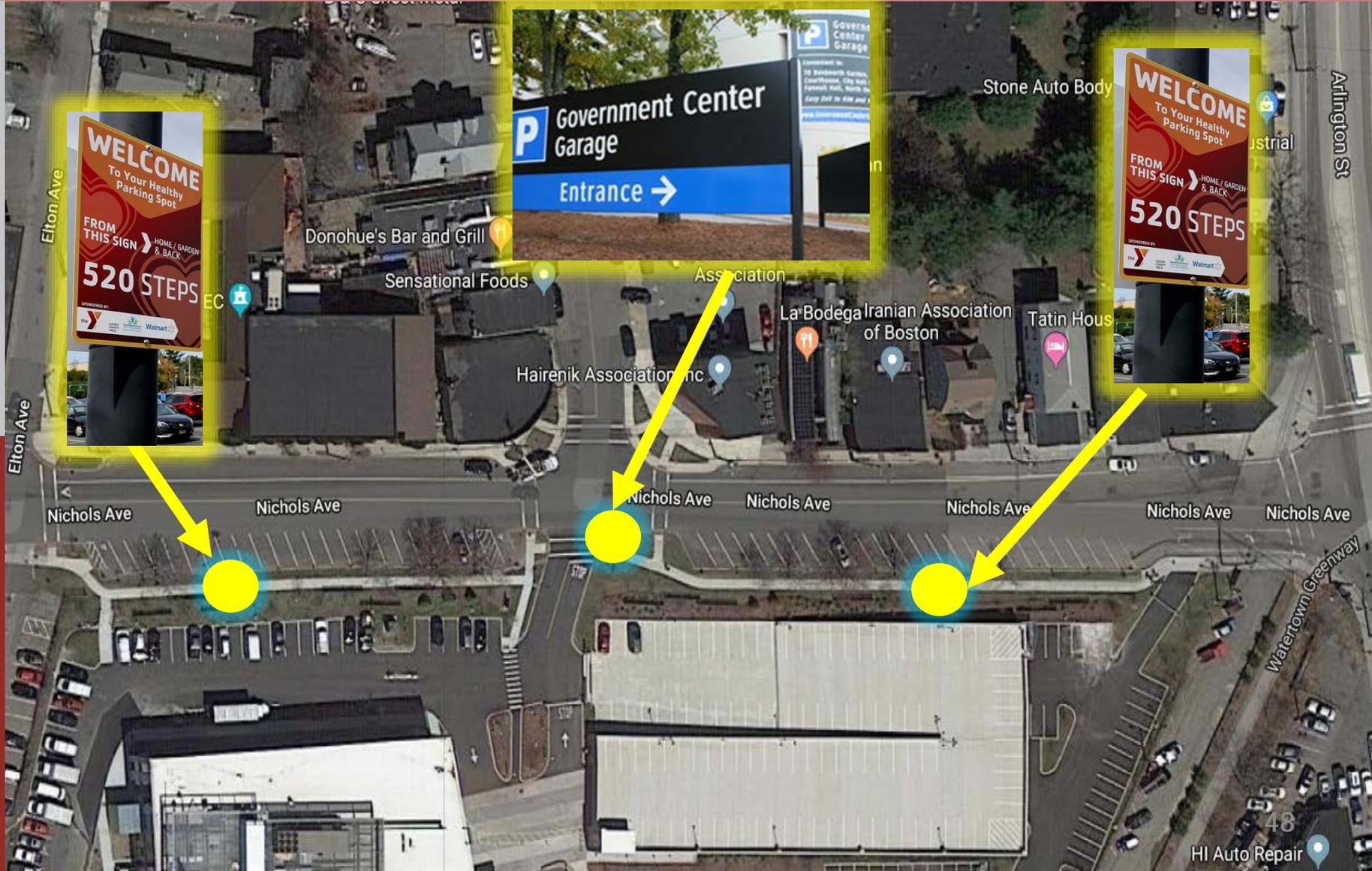
WHAT SHOULD WE DO?



4. Strongly Identify Municipal Parking Lots by Developing a Legible, Visible System

WHY DO THIS?

WHAT SHOULD WE DO?



5. Invest in Infrastructure Upgrades to Municipal Parking Lots

- Municipal lots lack sidewalks and pedestrian paths
- Municipal lots do not have bicycle parking or accommodations



Watertown Square Municipal Lot

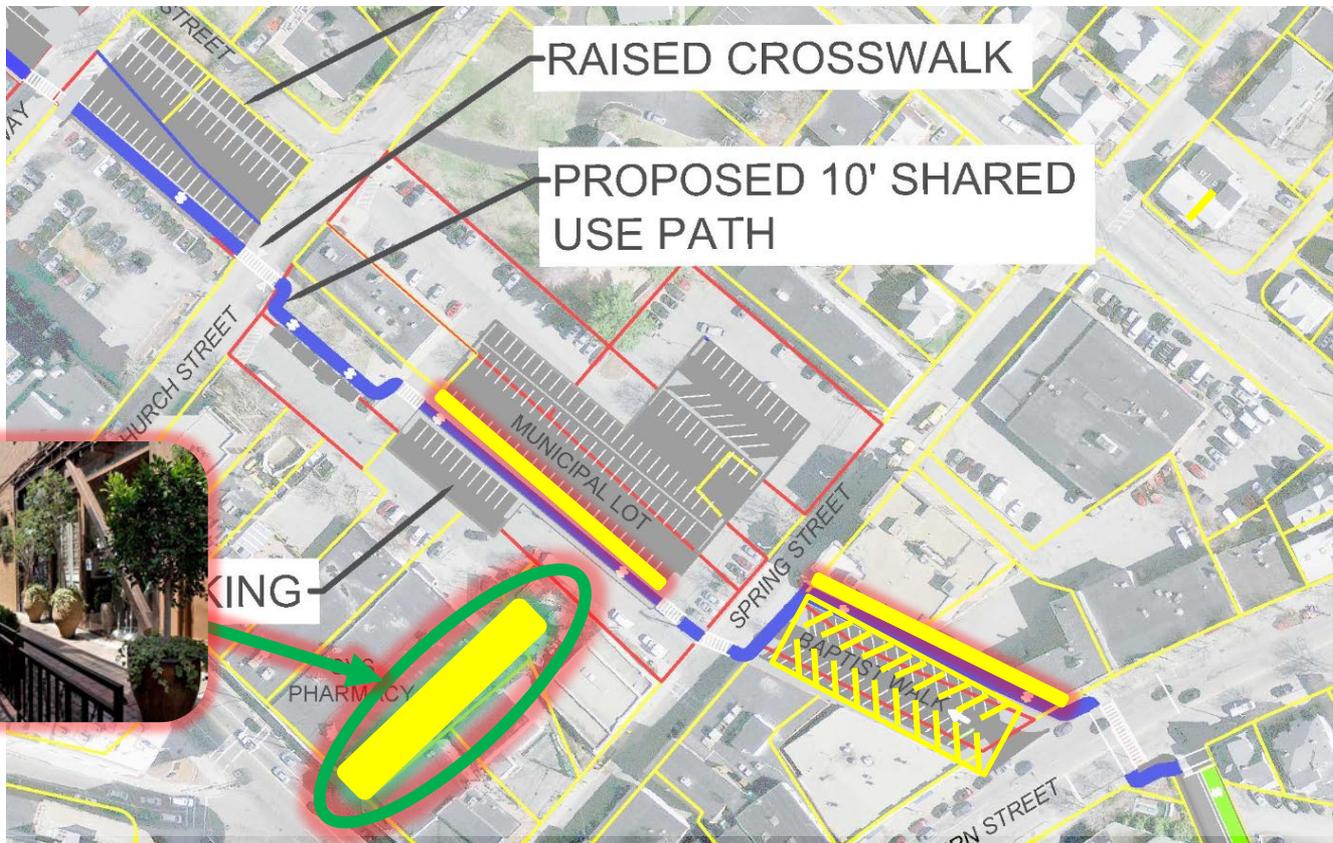


Wells Avenue Municipal Lot

5. Invest in Infrastructure Upgrades to Municipal Parking Lots

- Improve the look, safety conditions, lighting and pathways in Municipal Lots
- Integrate the Community Path with the Watertown Square Municipal Lot upgrades

= New sidewalk
 = Pedestrian path



WHY DO THIS?

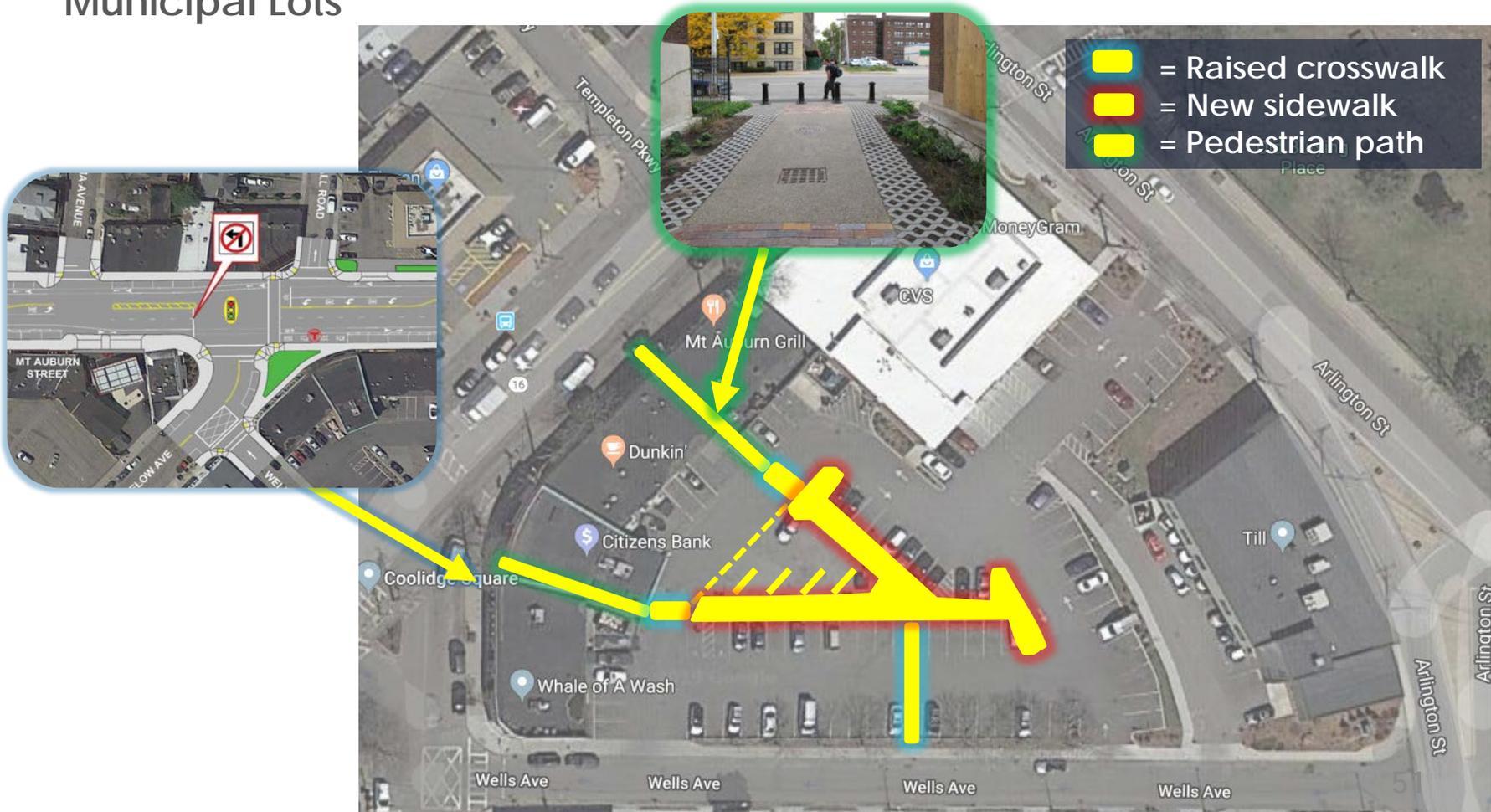
WHAT SHOULD WE DO?

5. Invest in Infrastructure Upgrades to Municipal Parking Lots

- Improve the look, safety conditions, lighting and pathways in Municipal Lots

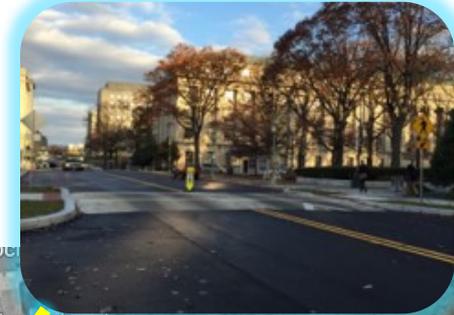
WHY DO THIS?

WHAT SHOULD WE DO?



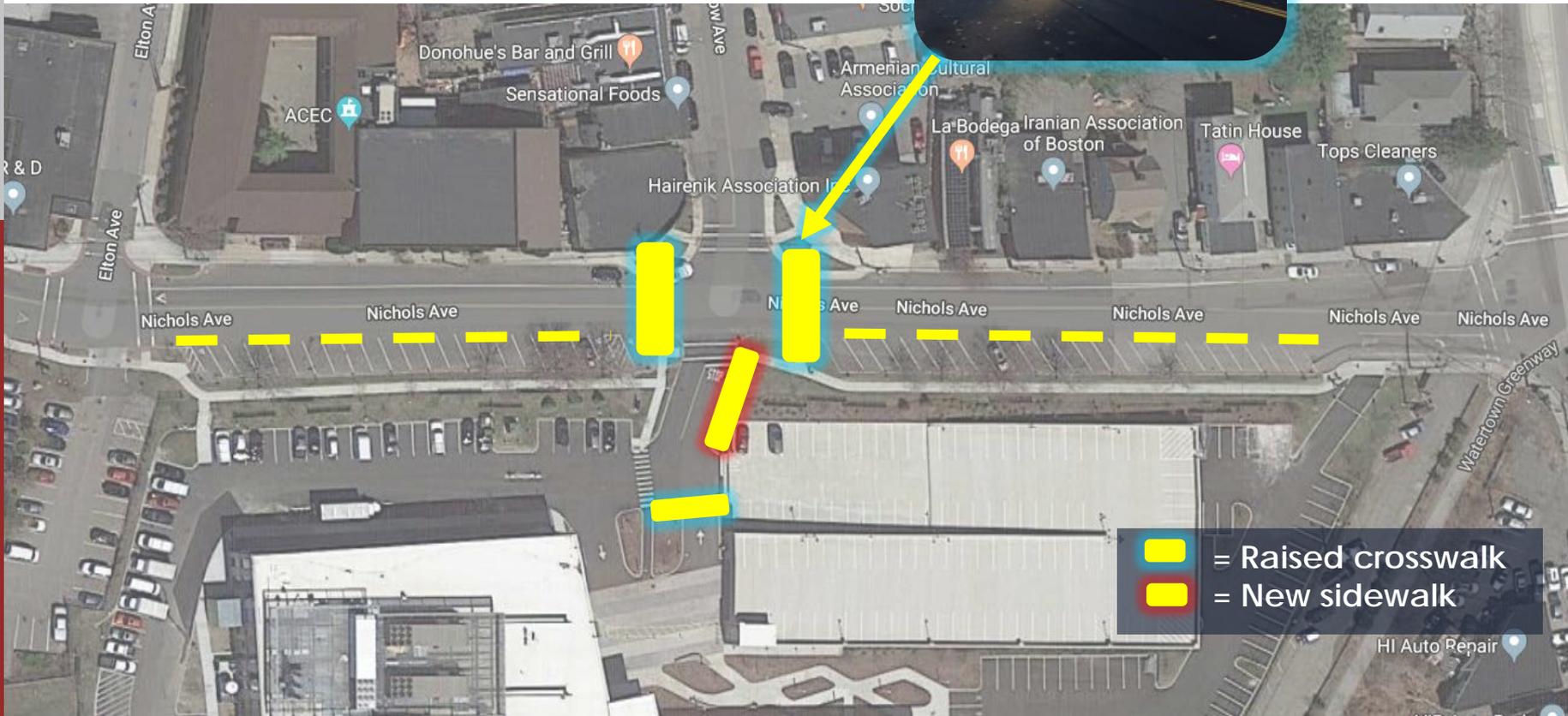
5. Invest in Infrastructure Upgrades to Municipal Parking Lots

- Improve the look, safety conditions, lighting and pathways in Municipal Lots



WHY DO THIS?

WHAT SHOULD WE DO?



 = Raised crosswalk
 = New sidewalk

6. Improve Wayfinding and Signage

WHY DO THIS?

- Drivers unaware of less-used parking locations
- Parking rules are not clear
- There is no easy way to walk between lots and destinations
- Prime parking areas are overwhelming for drivers
 - 55% of Coolidge Square drivers say they have left because they were unable to find parking

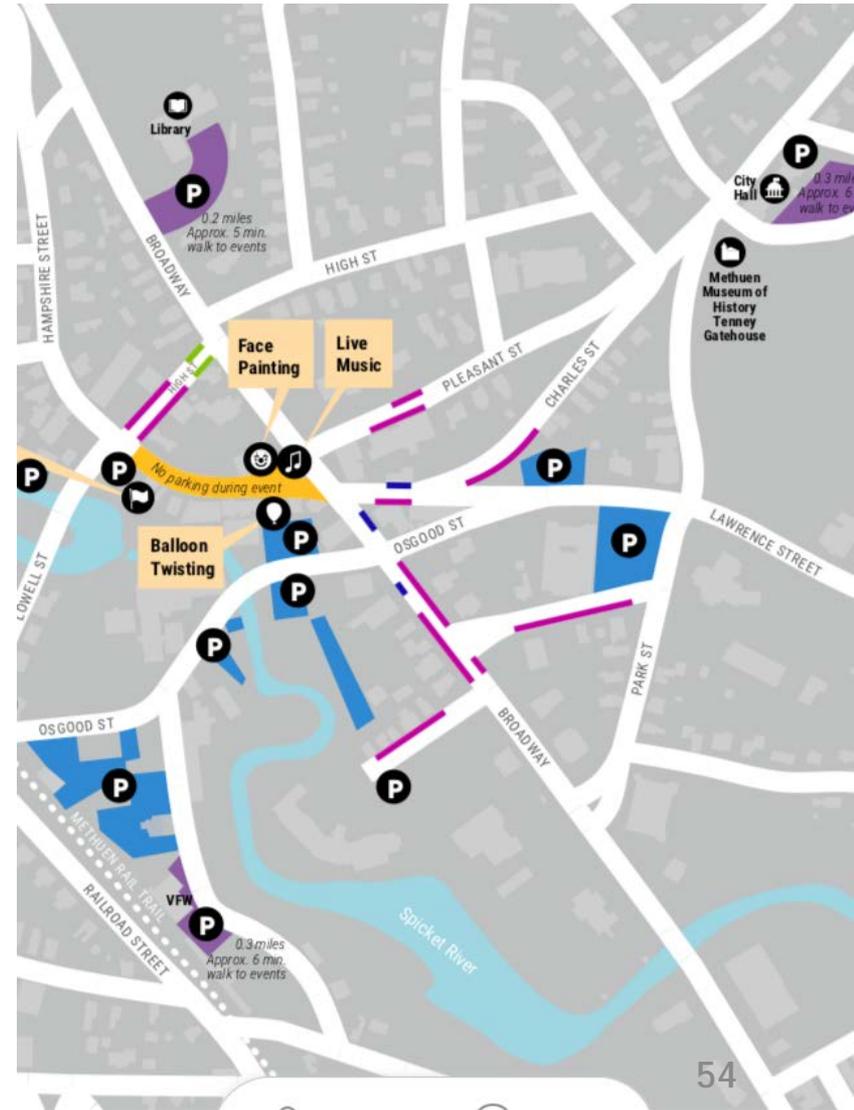
WHAT SHOULD WE DO?

6. Improve Wayfinding and Signage

- Publish a user-friendly parking map on the Town website

WHY DO THIS?

WHAT SHOULD WE DO?

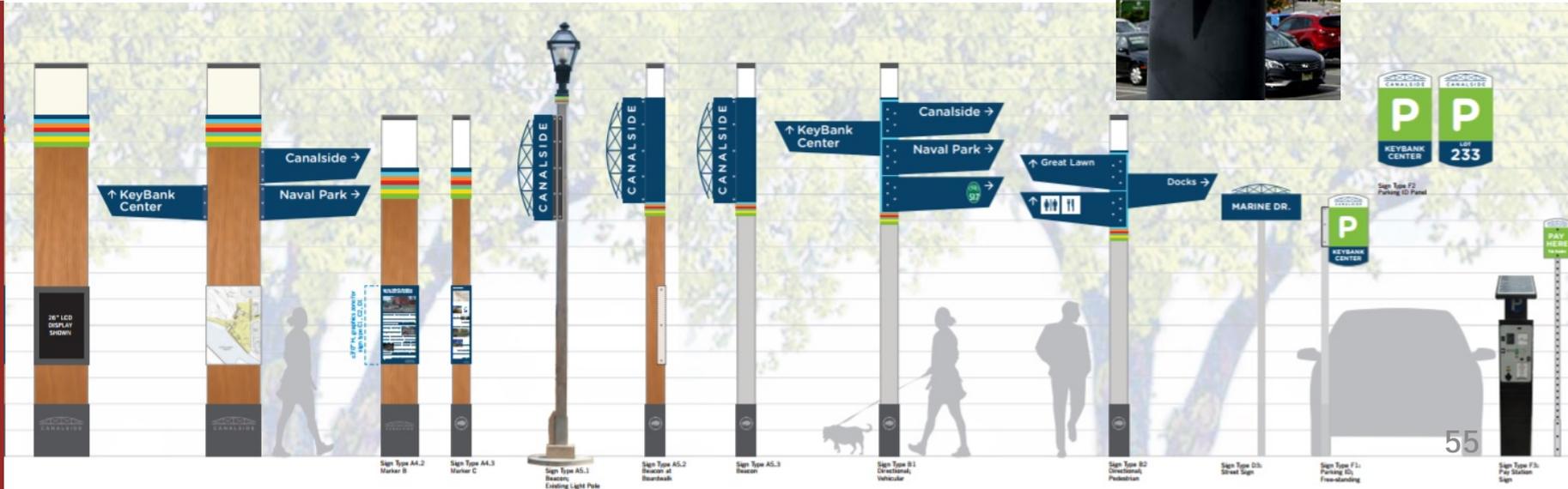


6. Improve Wayfinding and Signage

- Invest in standardized public parking signage
 - Lot names
 - Directions and walking distances

WHY DO THIS?

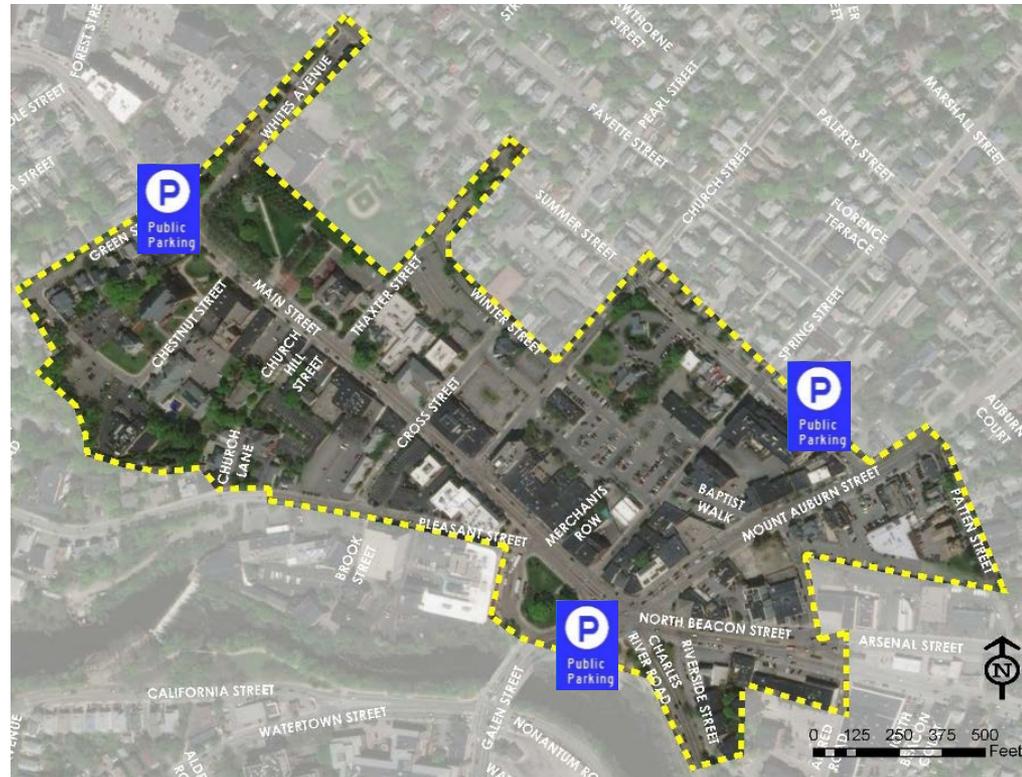
WHAT SHOULD WE DO?



55

6. Improve Wayfinding and Signage

- Add signage to direct drivers to underutilized lots and on-street spaces
- “Intercept” signage will direct people to parking resources and cut down on traffic in the Square



WHY DO THIS?

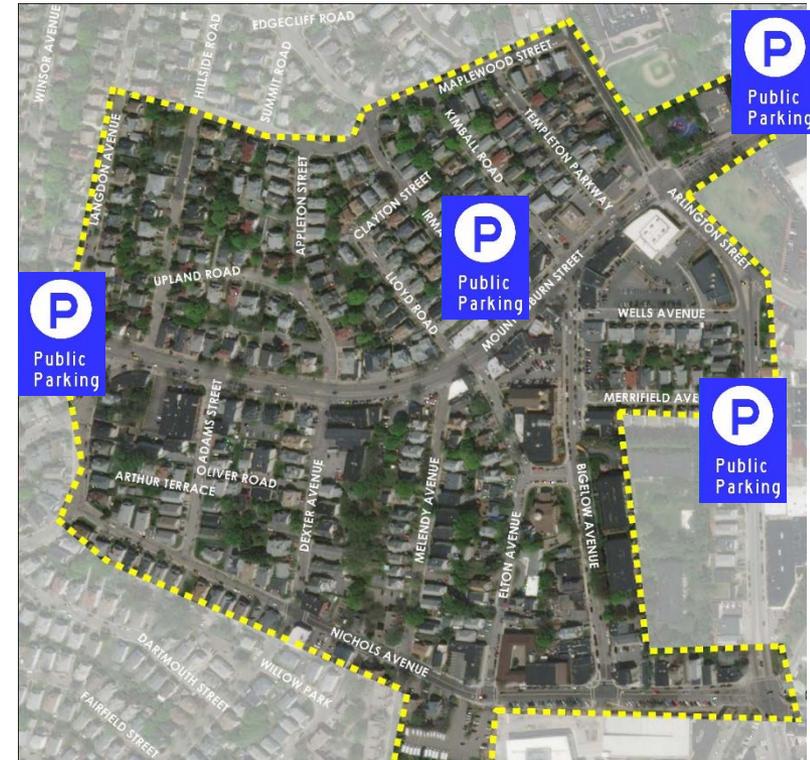
WHAT SHOULD WE DO?

6. Improve Wayfinding and Signage

- Add signage to direct drivers to underutilized lots and on-street spaces
 - Wells Avenue Municipal Lot
 - Nichols Avenue Municipal
- “Intercept” signage will direct people to parking resources and cut down on traffic in the Square

WHY DO THIS?

WHAT SHOULD WE DO?



7. Identify Privately Owned Off-street Lots for Potential Shared Parking Opportunities

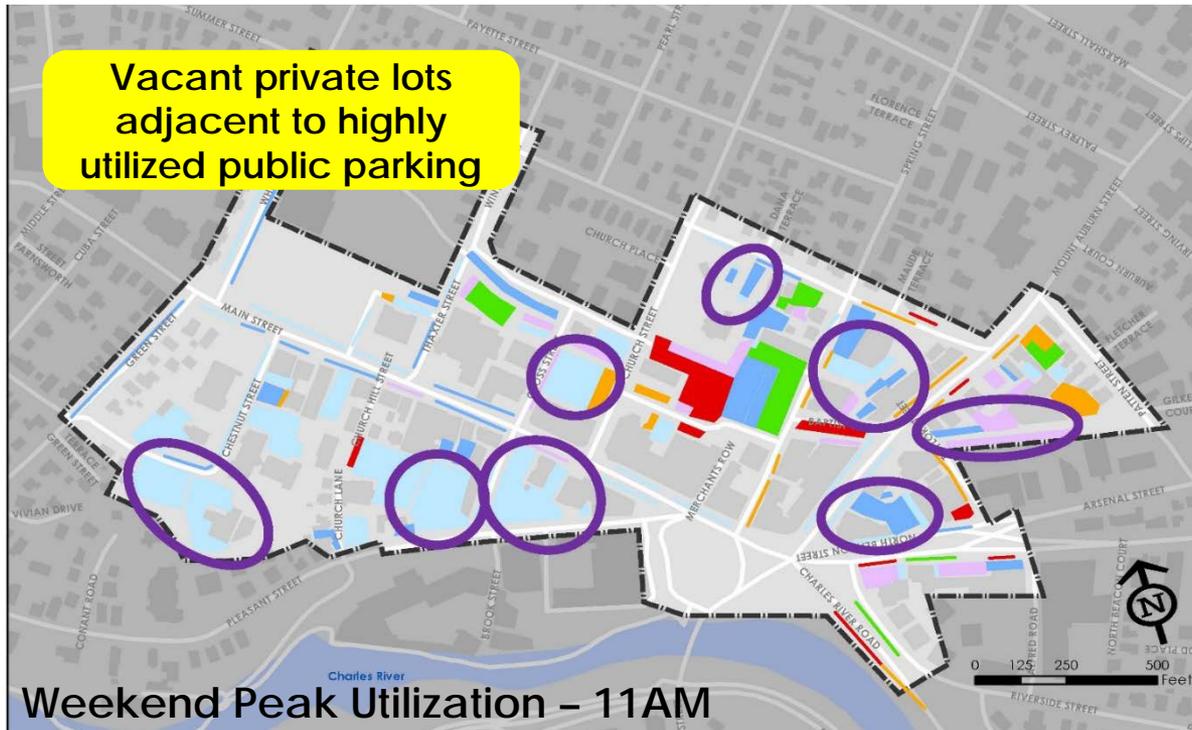
- Private parking is underutilized during peak hours
- There are few incentives to share parking
- There is no seamless shared parking program

7. Identify Privately Owned Off-street Lots for Potential Shared Parking Opportunities

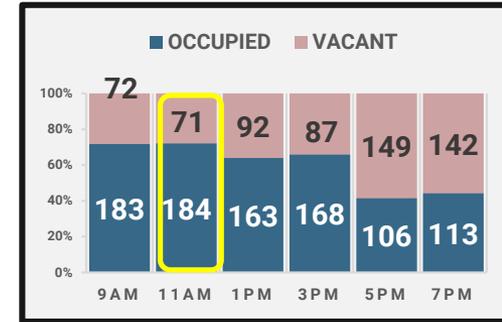
WHY DO THIS?

- Pursue shared parking agreements
 - Consider a pilot project to open private parking for public use
 - Develop a sample shared parking agreement and have it available at Town Hall

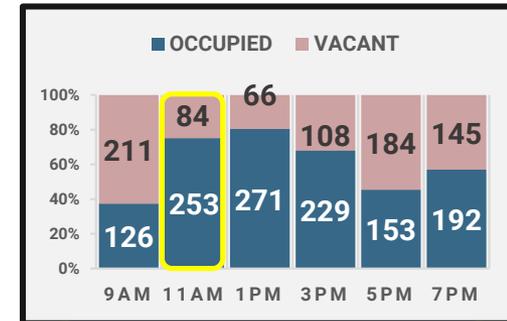
WHAT SHOULD WE DO?



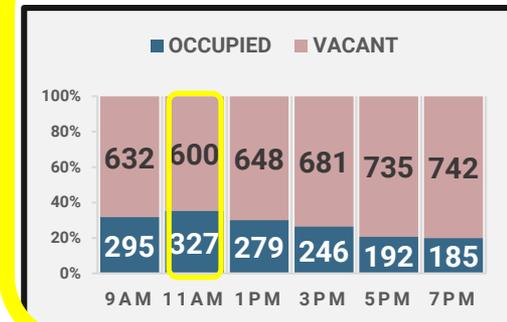
PUBLIC ON-STREET



PUBLIC OFF-STREET



PRIVATE OFF-STREET

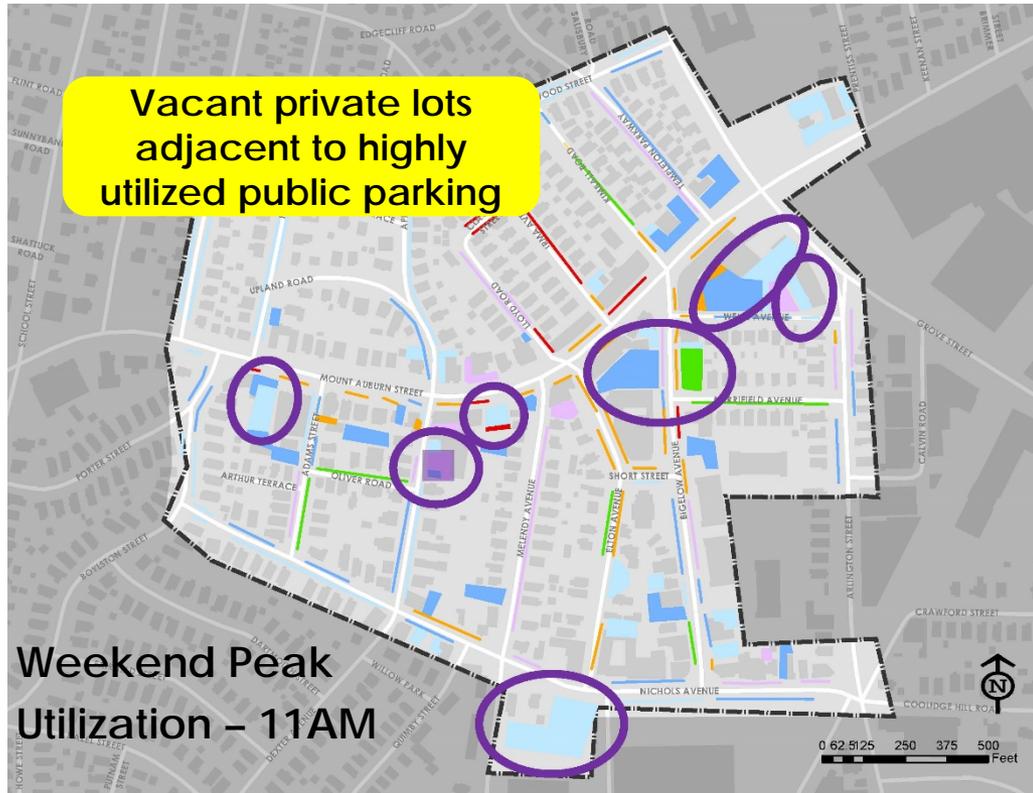


7. Identify Privately Owned Off-street Lots for Potential Shared Parking Opportunities

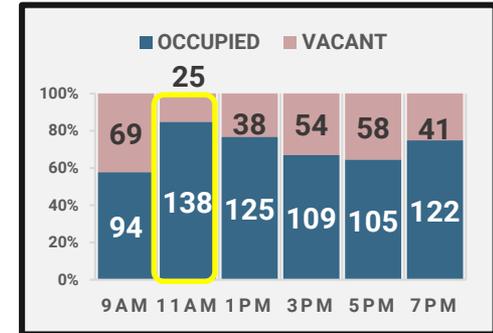
WHY DO THIS?

WHAT SHOULD WE DO?

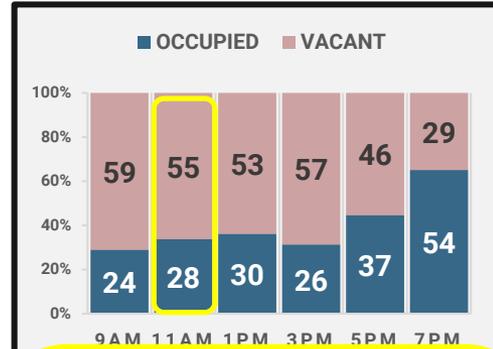
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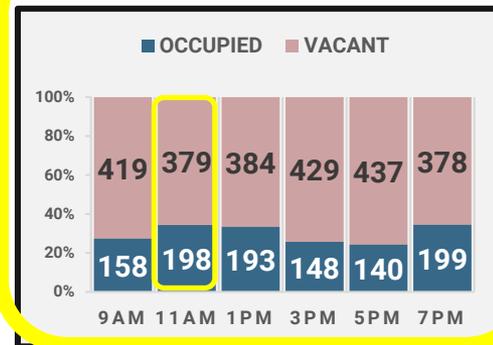
ON-STREET PRICED PARKING



PUBLIC OFF-STREET

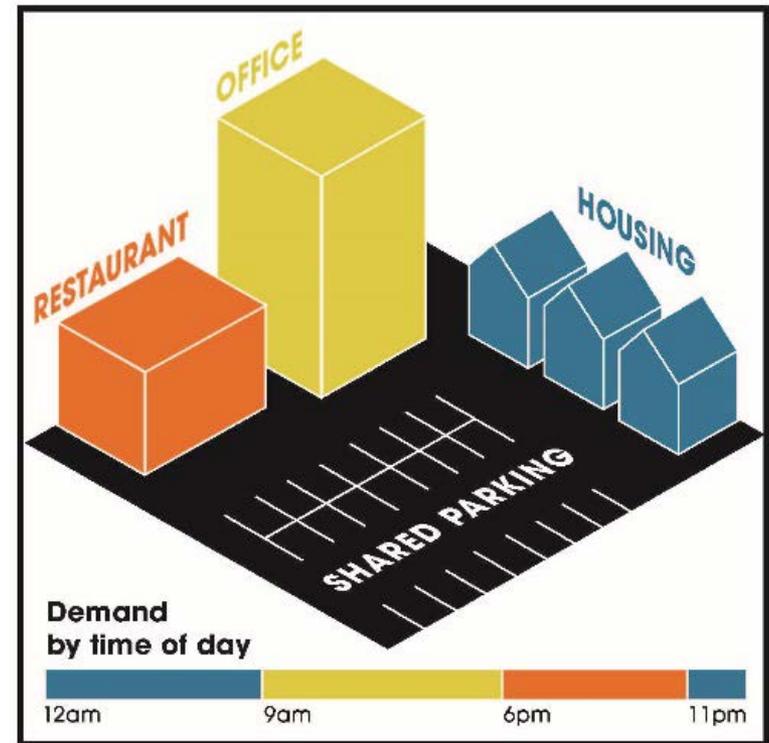
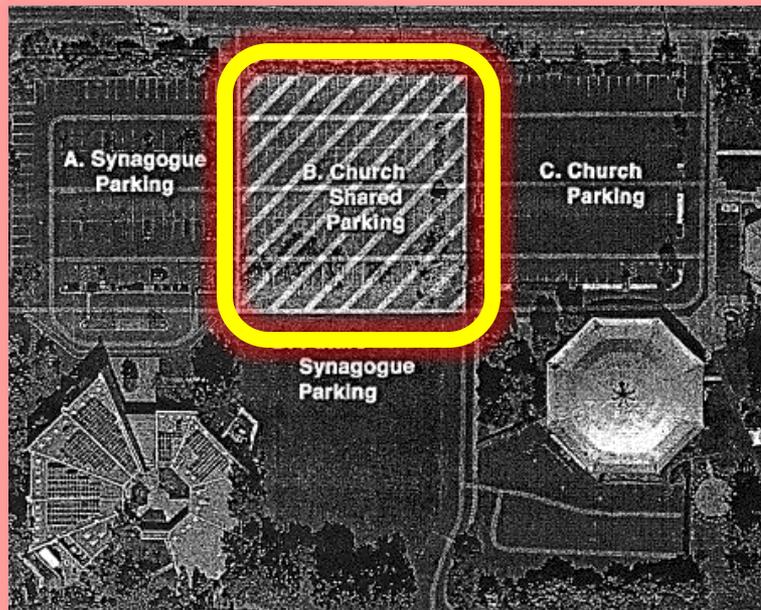


PRIVATE OFF-STREET



7. Identify Privately Owned Off-street Lots for Potential Shared Parking Opportunities

- Promote shared parking agreements
 - Keep sample agreements on file
 - Could start with employee parking



8. Re-Direct Employee Parking Demand

WHY DO THIS?

- Watertown Square Local Business Permit program does not meet demand, while Coolidge Square permits are underutilized
 - Watertown Square Municipal permits sell out every quarter
- Permit programs are not well publicized
- Permit programs are not linked with parking payment system and regulations
- Employees park all day in prime locations, closest to storefronts
- Vacant private parking is not open to employees of other businesses

WHAT SHOULD WE DO?

8. Re-Direct Employee Parking Demand

- Promote Local Business Permits in Coolidge Square**
 - Direct Coolidge Square employee parking to the Nichols Avenue parking
 - Provide a discounted rate
 - Link permits to License Plate Recognition (LPR) system

Only 20% of the Coolidge Square Local Business Permits have been purchased over the last three years

68% of Coolidge Square employees said they do not have designated parking



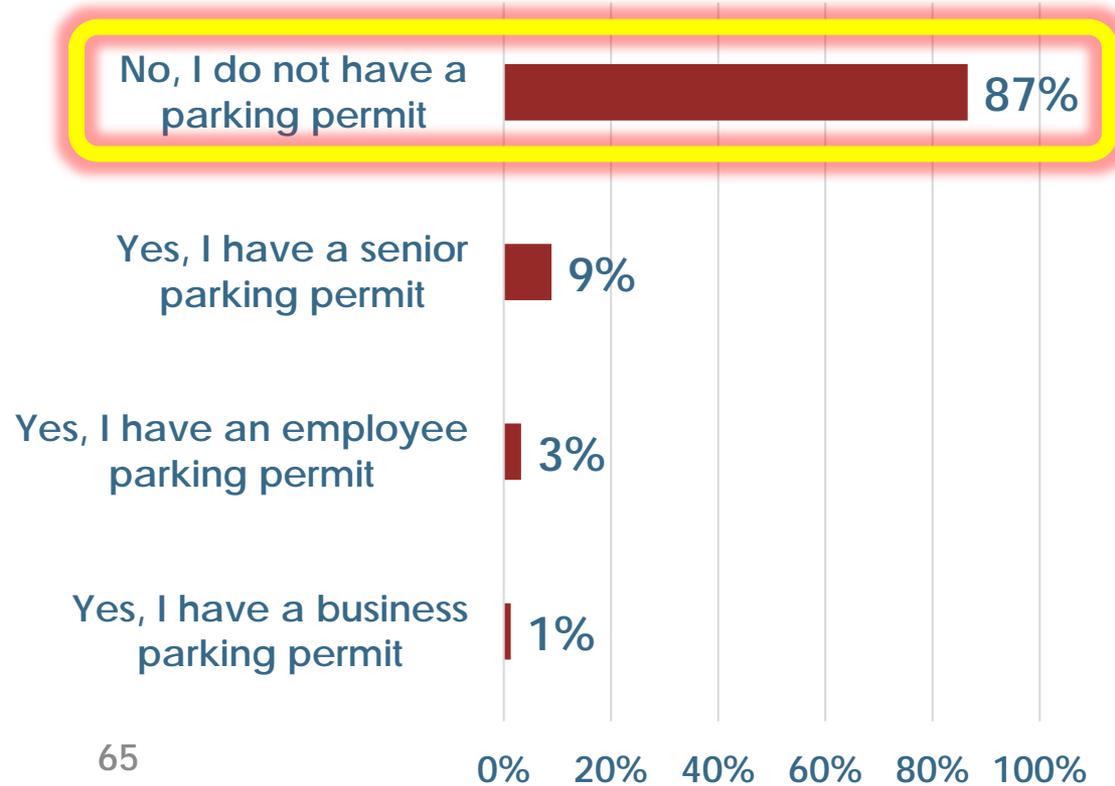
8. Re-Direct Employee Parking Demand

- **Restructure the Watertown Square Municipal Lot Local Business Permit**
 - Increase the number of Local Business permits in Watertown Square
 - Link permits to License Plate Recognition (LPR) system

WHY DO THIS?

WHAT SHOULD WE DO?

The Town issues 40 Local Business Permits, most of which sell out every quarter

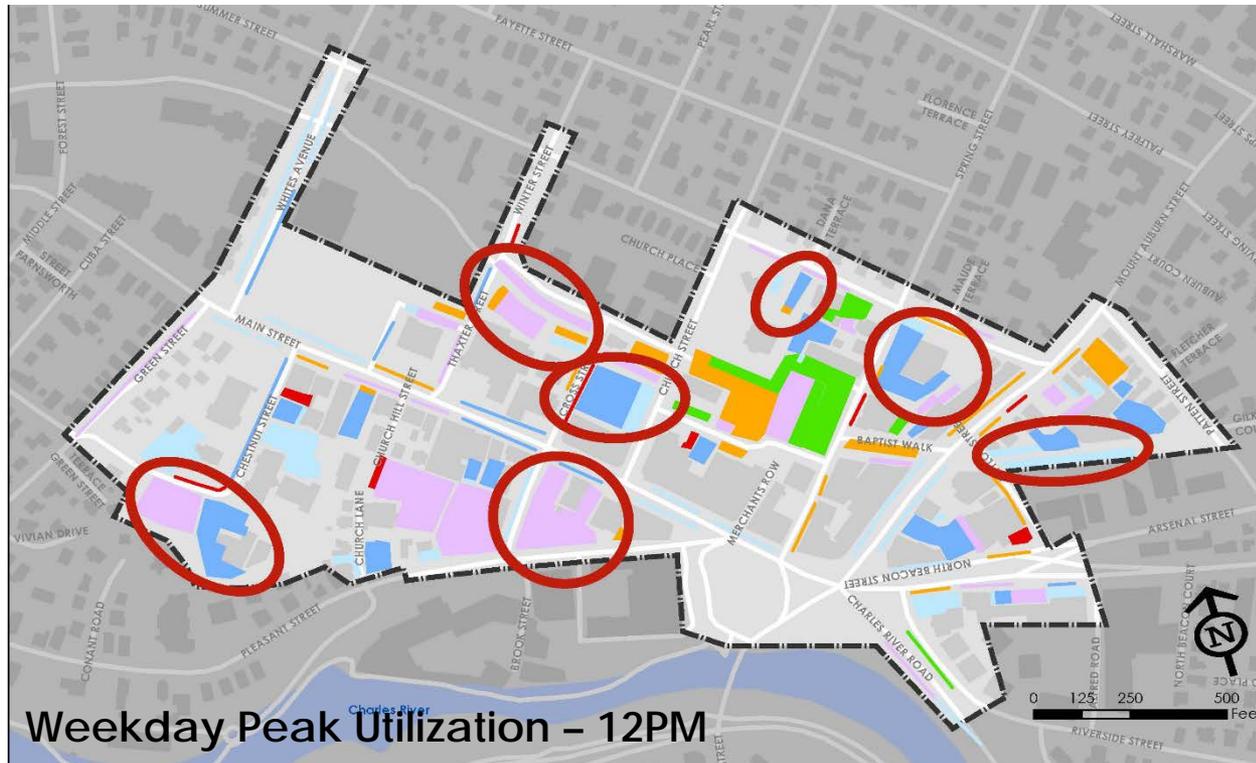


8. Re-Direct Employee Parking Demand

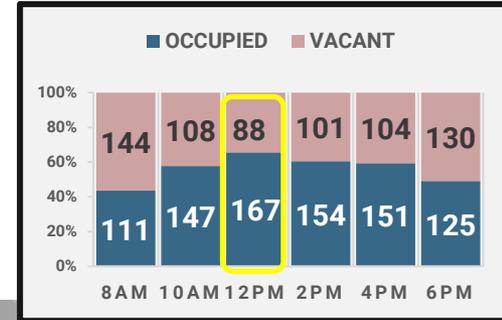
- Re-direct employee parking into the peripheral zones

WHY DO THIS?

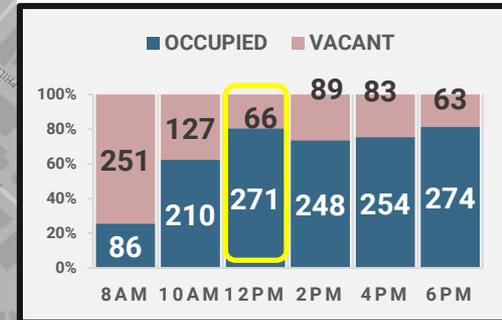
WHAT SHOULD WE DO?



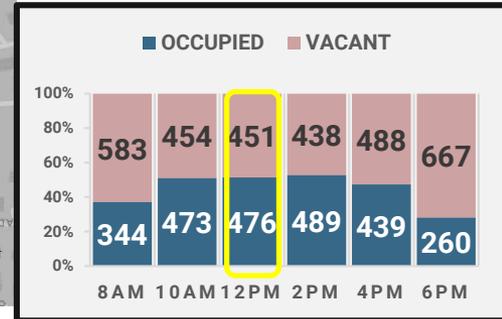
PUBLIC ON-STREET



PUBLIC OFF-STREET

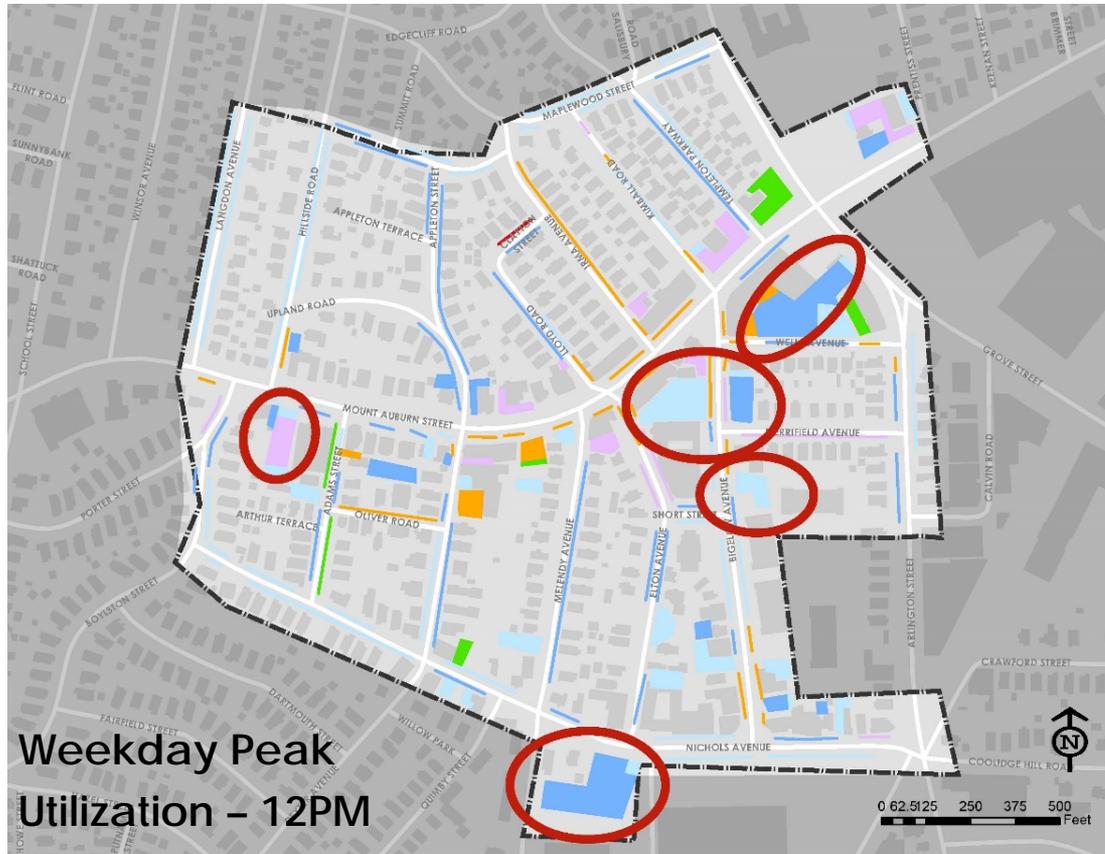


PRIVATE OFF-STREET

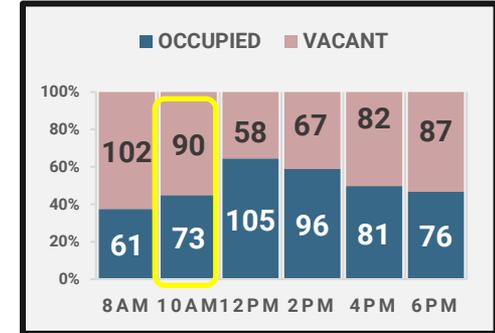


8. Re-Direct Employee Parking Demand

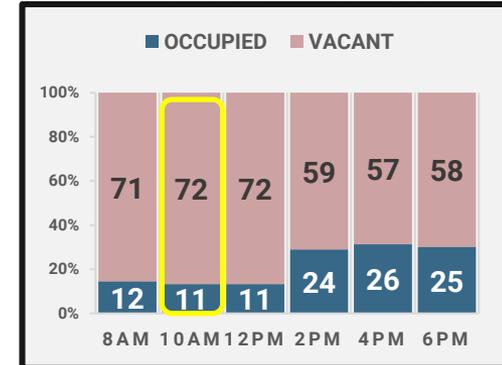
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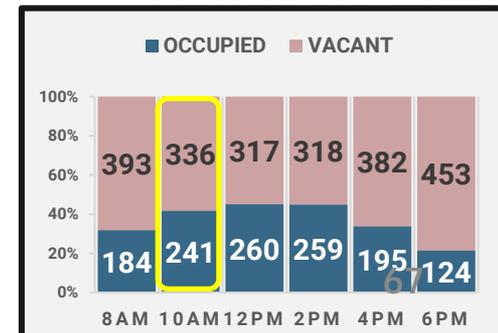
ON-STREET PRICED PARKING



PUBLIC OFF-STREET



PRIVATE OFF-STREET



WHY DO THIS?

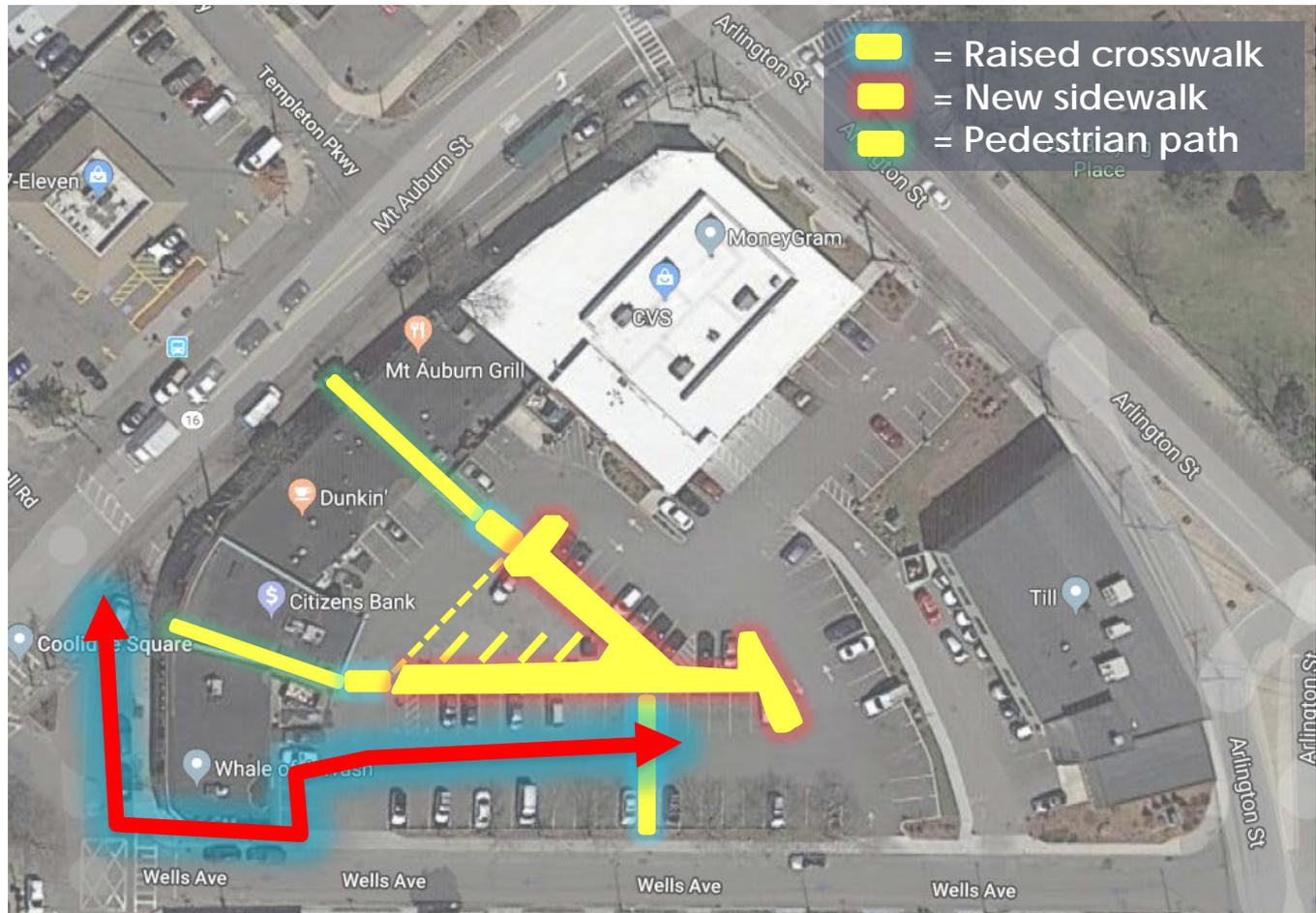
WHAT SHOULD WE DO?

9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

- Pedestrian paths in Municipal Lots do not connect to commercial hubs
- People on bikes do not have adequate infrastructure to park their bikes

9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

- Connect the Wells Avenue Municipal Lot to Coolidge Square with sidewalks and signage



WHY DO THIS?

WHAT SHOULD WE DO?

9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

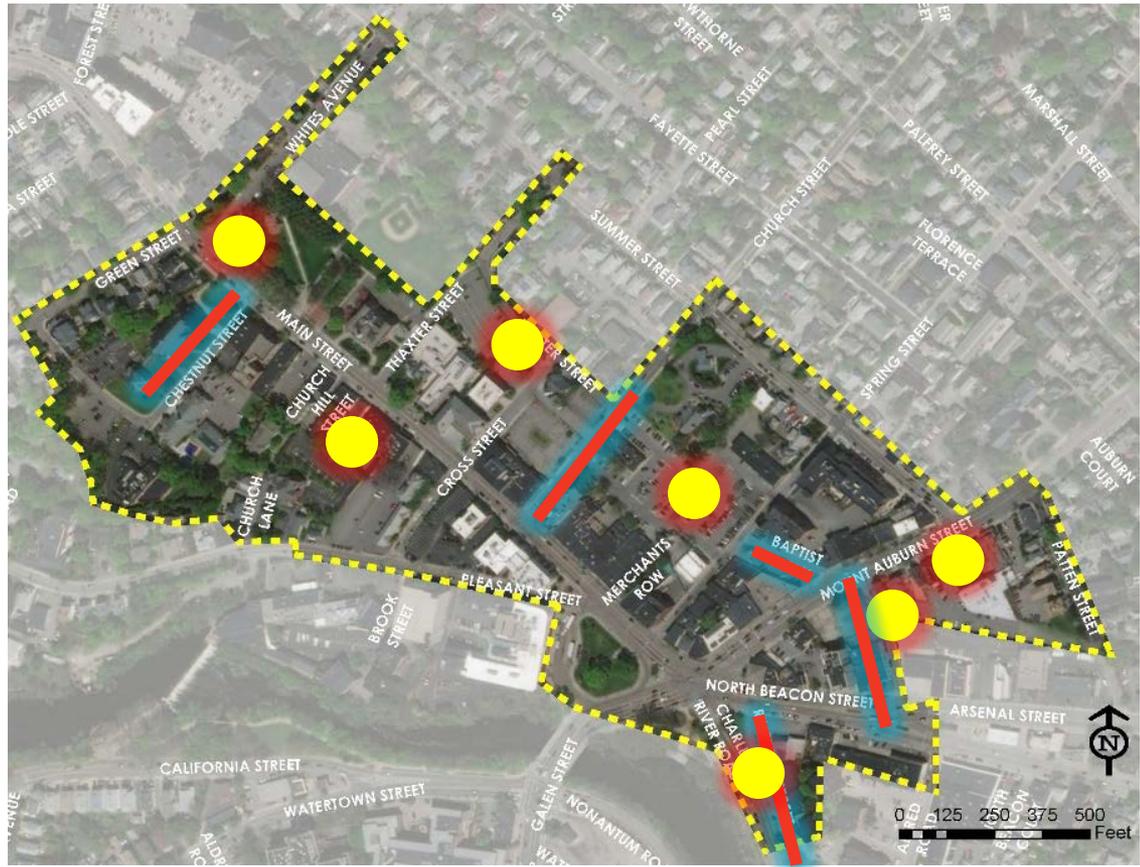
- Prioritize pedestrian improvements

WHY DO THIS?

WHAT SHOULD WE DO?

 = Lighting

 = Sidewalk improvement



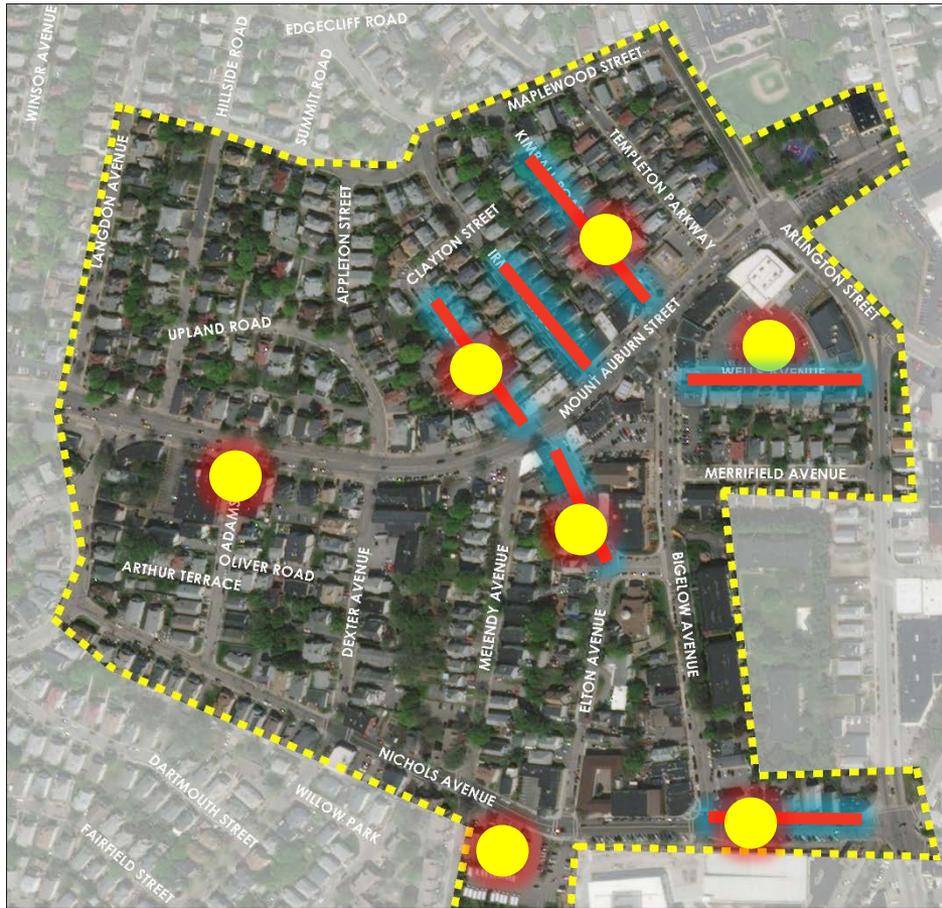
9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

- Prioritize pedestrian improvements
- Coolidge Square needs better lighting and sidewalks on peripheral streets

WHY DO THIS?

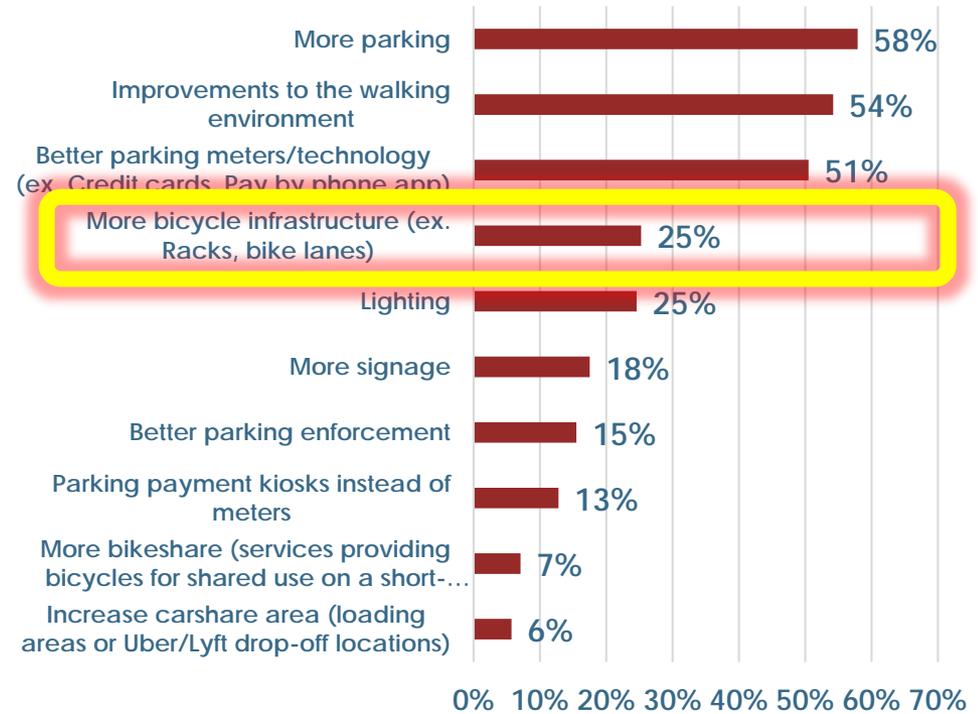
WHAT SHOULD WE DO?

 = Lighting
 = Sidewalk improvement



9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

- Plan for more bicycle infrastructure



WHY DO THIS?

WHAT SHOULD WE DO?

9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

- Add bicycle parking near businesses and commercial hubs

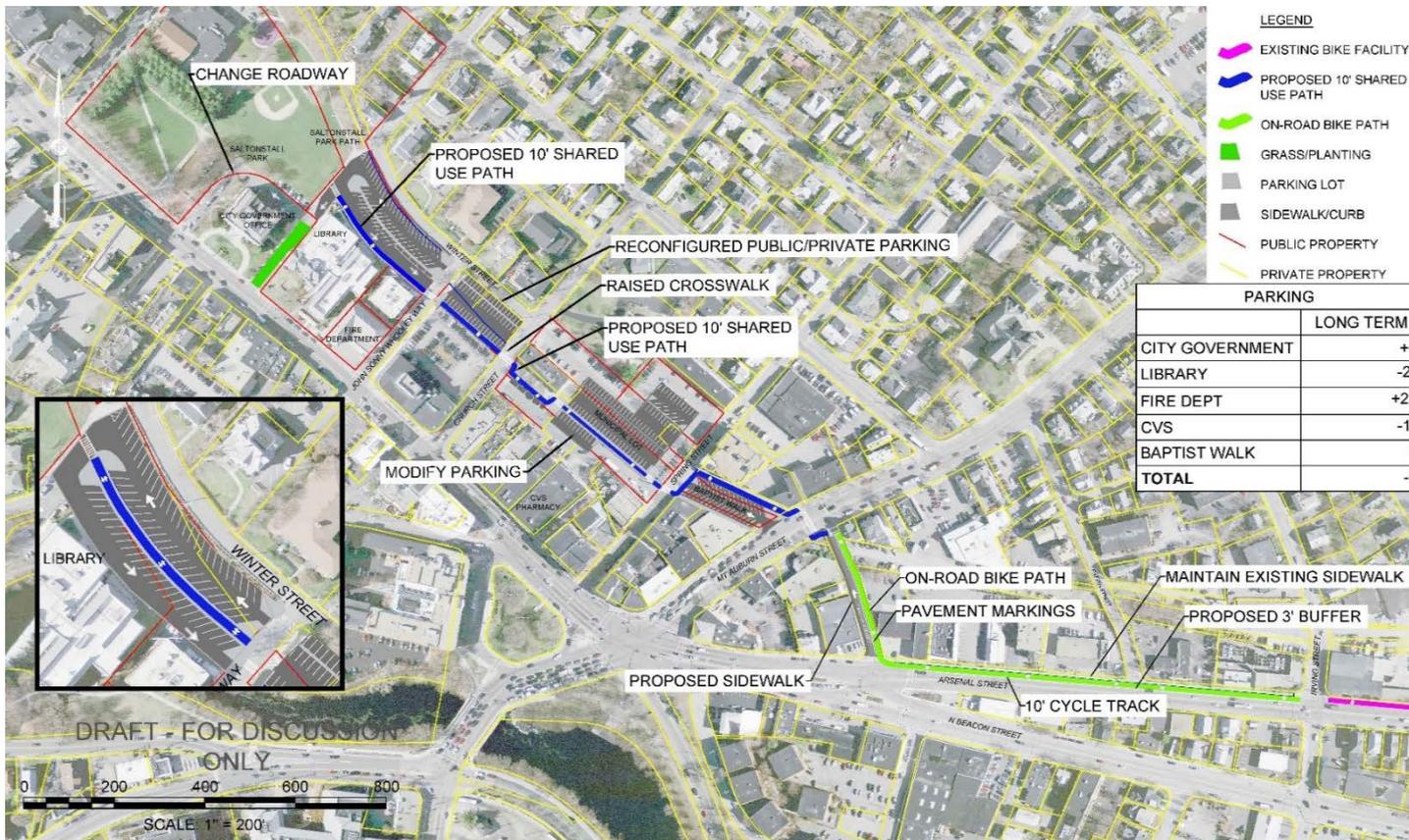


WHY DO THIS?

WHAT SHOULD WE DO?

9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

- Promote Watertown Community Path with wayfinding signage



Preferred Long Term Alternative

WHY DO THIS?

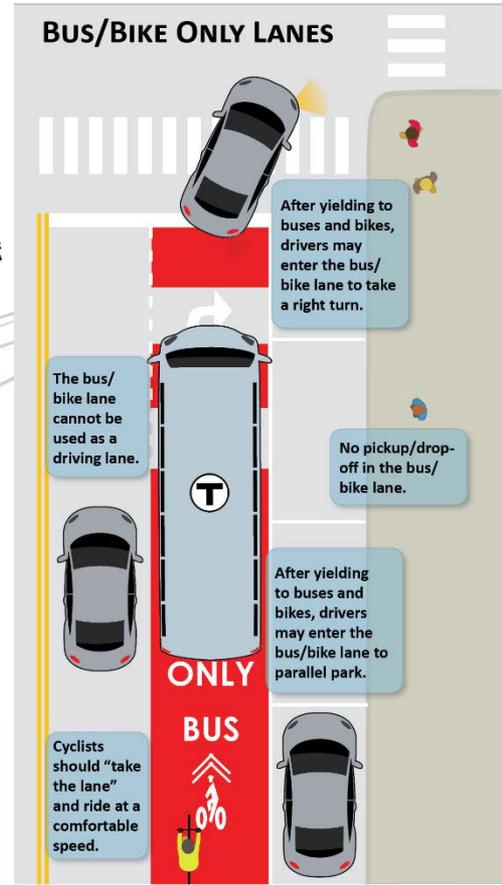
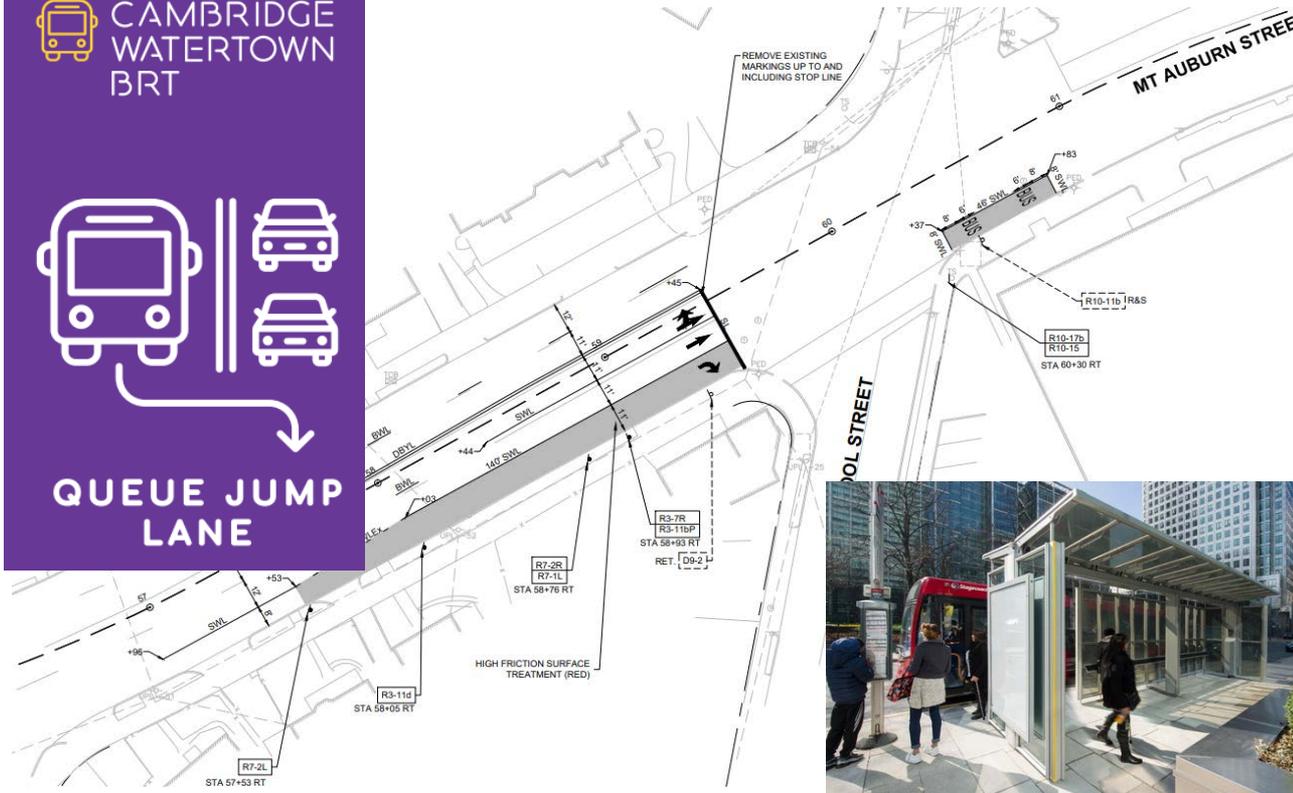
WHAT SHOULD WE DO?

9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

- Continue to improve transit access and operations
 - Continue looking for opportunities to improve bus operations to decrease demand for parking

WHY DO THIS?

WHAT SHOULD WE DO?



9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

- Identify drop-off areas for carsharing (i.e. Uber/Lyft)



WATERTOWN SQUARE



COOLIDGE SQUARE

WHY DO THIS?

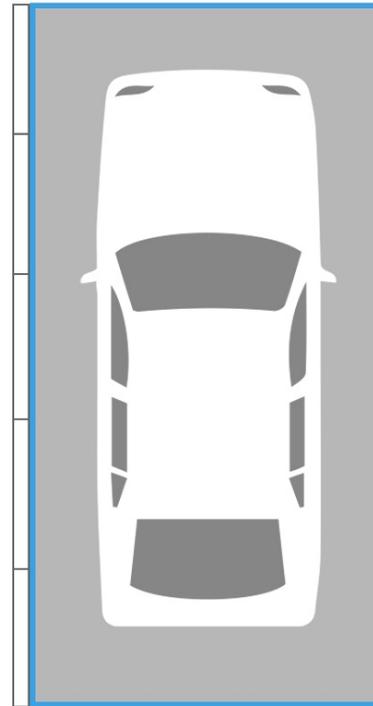
WHAT SHOULD WE DO?

10. Adjust Parking & Zoning Standards to Encourage Investment in the Squares

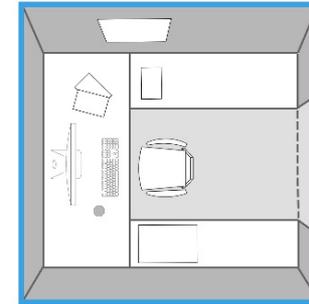
- **Parking requirements are a barrier to new businesses located in the commercial areas**
 - There are around **560 vacant parking spaces in Coolidge Square** and **815 in Watertown Square** at peak times, yet zoning requires that more valuable downtown land be devoted to increasing parking supply
- **Parking availability should NOT be a barrier to growth**

10. Adjust Parking & Zoning Standards to Encourage Investment in the Squares

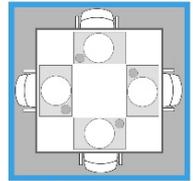
- Consider changes to zoning to encourage new businesses
 - Parking reductions
 - Payments in lieu of parking
 - Shared parking



200
square feet



72
square feet



25
square feet

10. Adjust Parking & Zoning Standards to Encourage Investment in the Squares

- **Look into establishing a Parking Benefit District (PBD)**
 - Increasing parking prices will increase revenue
- **Additional funds can support:**
 - Improved crosswalks, sidewalks, etc.
 - Wayfinding and signage
 - Additional multimodal improvements (bicycle amenities)
- **Establish a parking committee**
 - Prioritize and fund improvements
 - Increasing parking prices will increase revenue

ARLINGTON CENTER BUSINESS OWNERS

Join Us For a Meeting about
NEIGHBORHOOD IMPROVEMENTS
from parking meter income
Wednesday March 1st at 8:30 am
Regent Underground, 7 Medford Street

RSVP to acarter@town.arlington.ma.us

TAKE THE ONLINE SURVEY:
[SURVEYMONKEY.COM/R/GVP2XFS](https://www.surveymonkey.com/r/GVP2XFS)

Save the date for the community
 meeting March 30th at 6pm

Strategy	Why Should We Do This?	What Should We Do?
Upgrade Parking Payment Technology	<ul style="list-style-type: none"> Existing technology is not user-friendly Current meters only take coins Permit program is not linked with parking technology 	<ul style="list-style-type: none"> Replace old meters Install new smart meters that accept coins and credit/debit cards Implement a Pay-by-Phone technology Consider kiosks in Municipal Lots
Price & Regulate to Manage Parking Demand and Create Availability	<ul style="list-style-type: none"> Existing parking regulations are confusing Current pricing does not spread parking demand <ul style="list-style-type: none"> Watertown Square Municipal Lot and Mt Auburn Street on-street spaces are full during peak weekend and weekday hours Municipal lots are priced the same as on-street facilities There is no incentive to park farther away 63% of Watertown Square survey respondents would prefer to park once and walk or bike between destinations Time limits are not business friendly There is a parking crunch in valuable on-street spaces 	<ul style="list-style-type: none"> Remove time limits from priced parking Re-categorize unregulated on-street parking as "4-hour" time limit Create tiered parking zones in both Squares Expand metered parking Increase prices in "core" parking zones Monitor parking demand over time
Consider Re-introducing Parking in Key Areas (Off-Peak)	<ul style="list-style-type: none"> Customers are highly influenced by proximity to destination Current on-street parking is full <ul style="list-style-type: none"> Mt Auburn Street is 70% full almost all weekend 	<ul style="list-style-type: none"> Create more parking availability in prime on-street spaces Consider adding parking spaces along Main Street and Mt Auburn Street in Watertown Square
Strongly Identify Municipal Parking Lots by Developing a Legible, Visible System	<ul style="list-style-type: none"> Municipal Lots are not easily visible <ul style="list-style-type: none"> Almost 30% of respondents are not aware that Coolidge Square has public parking Directional signage is inconsistent 	<ul style="list-style-type: none"> Establish official names for public parking lots Invest in standardized public parking signage <ul style="list-style-type: none"> Lot names Directions and walking distances
Invest in Infrastructure Upgrades to Municipal Parking Lots	<ul style="list-style-type: none"> Municipal Lots lack sidewalks and pedestrian paths to connect to businesses Municipal Lots lack adequate bicycle parking or accommodations 	<ul style="list-style-type: none"> Improve the look, safety conditions, lighting, and pathways in Municipal Lots Integrate the Watertown Community Path with the Watertown Square Municipal Lot upgrades Consider making Wells Avenue a two-way street to improve access to Wells Avenue Municipal lot from Mt Auburn Street
Improve Wayfinding and Signage	<ul style="list-style-type: none"> Parking rules are not clear There is no easy way to walk between lots and destinations Drivers are unaware of less-used parking locations Prime parking areas are overwhelming for drivers <ul style="list-style-type: none"> 55% of Coolidge Square drivers say they have left because they were unable to find parking 	<ul style="list-style-type: none"> Publish a user-friendly parking map on the Town website Add signage to direct drivers to underutilized lots and on-street spaces
Identify Privately Owned Off-street Lots for Potential Shared Parking Opportunities	<ul style="list-style-type: none"> Private parking is underutilized during peak hours There are few incentives to share parking There is no seamless shared parking program 	<ul style="list-style-type: none"> Pursue shared parking agreements <ul style="list-style-type: none"> Consider a pilot project to open private parking for public use Develop a sample shared parking agreement Provide services to incent private owners to share parking <ul style="list-style-type: none"> Provide plowing, maintenance, new signage, and/or a share of meter revenue
Re-Direct Employee Parking Demand	<ul style="list-style-type: none"> Watertown Square Local Business Permit program does not meet demand, while Coolidge Square permits are underutilized <ul style="list-style-type: none"> Watertown Square Municipal permit sell out every quarter Permit programs are not well publicized Permit programs are not linked with parking payment system and regulations Employees park all day in prime locations, closest to storefronts Vacant private parking is not open to employees of other businesses 	<ul style="list-style-type: none"> Promote Local Business Permits in Coolidge Square Direct Coolidge Square employee parking to the Nichols Avenue parking Increase the number of Local Business permits in Watertown Square Link permits to License Plate Recognition (LPR) system Re-direct employee parking to peripheral zones As needed, use signage to designate employee spaces
Reduce Overall Parking Demand by Enhancing Access for Non-Vehicle Modes	<ul style="list-style-type: none"> Pedestrian paths in Municipal Lots do not connect to commercial hubs People who bike do not have adequate infrastructure to park their bikes 	<ul style="list-style-type: none"> Connect the Wells Avenue Municipal Lot to Coolidge Square with sidewalks and signage Prioritize pedestrian improvements Plan for more bicycle infrastructure Promote the Watertown Community Path and Charles River Greenway with wayfinding signage Continue to improve transit access and operations Identify drop-off areas for carsharing (i.e. Uber/Lyft)
Adjust Parking & Zoning Standards to Encourage Investment in the Squares	<ul style="list-style-type: none"> Parking requirements are a barrier to businesses located in the commercial areas <ul style="list-style-type: none"> There are around 560 vacant parking spaces in Coolidge Square and 815 in Watertown Square at peak times, yet zoning requires that more valuable downtown land be devoted to increasing parking supply Parking availability should NOT be a barrier to growth 	<ul style="list-style-type: none"> Consider changes to zoning to encourage new businesses <ul style="list-style-type: none"> Parking reductions Payments in lieu of parking Shared parking Look into establishing a Parking Benefit District (PBD) <ul style="list-style-type: none"> PBD funds can support improved crosswalks, sidewalks, wayfinding, signage, infrastructure, and other improvements



QUESTIONS?

THANK YOU!