

**WATERTOWN PARKING MANAGEMENT PLAN: DRAFT STRATEGIES**

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