

Lexington Center Parking Management Plan



PUBLIC MEETING

January 15, 2014

N NELSON
NYGAARD

Agenda

- Introduction/ Background 5 Minutes
- Process to Date 10 Minutes
- Strategy Prioritization and Evaluation 30 Minutes
- Next Steps/Schedule 5 Minutes
- Discussion 30 Minutes

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Introduction



Parking Management Group (PMG)



What is the parking problem?

- Difficulty finding parking in core area
- Customer/visitor confusion and frustration
- Lack of visible signage
- Time limits impede customer activity
- Employees compete with customers for parking
- Payment technology is inconvenient
- Pedestrian safety challenges on Mass Ave through some lots
- Customers avoid the Center due to parking issues

Previous Efforts

Parking in Lexington



The Problems & Desired Outcomes

When people don't come to Lexington Center because they perceive they may not find parking - [we have a problem](#).

The Town's Parking Management Group is working to develop new programs, policies, and infrastructure to increase the parking supply & make it easier to park in Lexington Center. We want to promote longer stays, boost merchant and restaurant business, and make it a lively place!

Ongoing Efforts

Town Center Streetscape & Battle Green Plans

The road traveled by history and the project that will guide the future



Please visit our [Project Meeting Materials & Minutes](#) to view a copy of the PowerPoint presentation given on Thursday, December 5th at St. Brigid Parish (6-9PM)



Town of Lexington Parking Technical Assistance Summary of Findings

August 17th, 2010 Briefing



Town of Lexington, Massachusetts
PARKING TECHNICAL ASSISTANCE



Nelson\Nygaard Consulting Associates, Inc.

Parking in Lexington

- Parking is closely linked to:
 - Economic vitality
 - Local business health
 - Tourism
 - Pedestrian environment
 - Traffic patterns
 - Development potential
 - Bicycling accommodations
 - Signage and wayfinding



Lexington Parking Goals and Expectations

- A. Manage Parking More Effectively
- B. Increase Parking Availability
- C. Accommodate Short and Long Term Parking
- D. Simplify Parking System
- E. Support Economic Development Goals
- F. Integrate Solutions with Town Center Environment



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Study Process

Analysis

Parking Supply and Demand Analysis

- Identify Existing Conditions
- Parking Utilization Data Collection
- Utilization Database and Mapping

Fall /Winter 2013



Public Process

Parking User Profiles

- Online Survey (500+ respondents)
- Dozen+ stakeholder interviews
- Public Open House at Depot Square

Winter/Spring 2014

Strategy Development, Policy Analysis, Best Practices, and Recommendations

Draft Parking Management/ Implementation Plan

Final Parking Management/ Implementation Plan

Public Meeting (Initial Strategies)

Public Meeting (Revised/Refined Strategies)

Board of Selectman Meeting



Work to Date

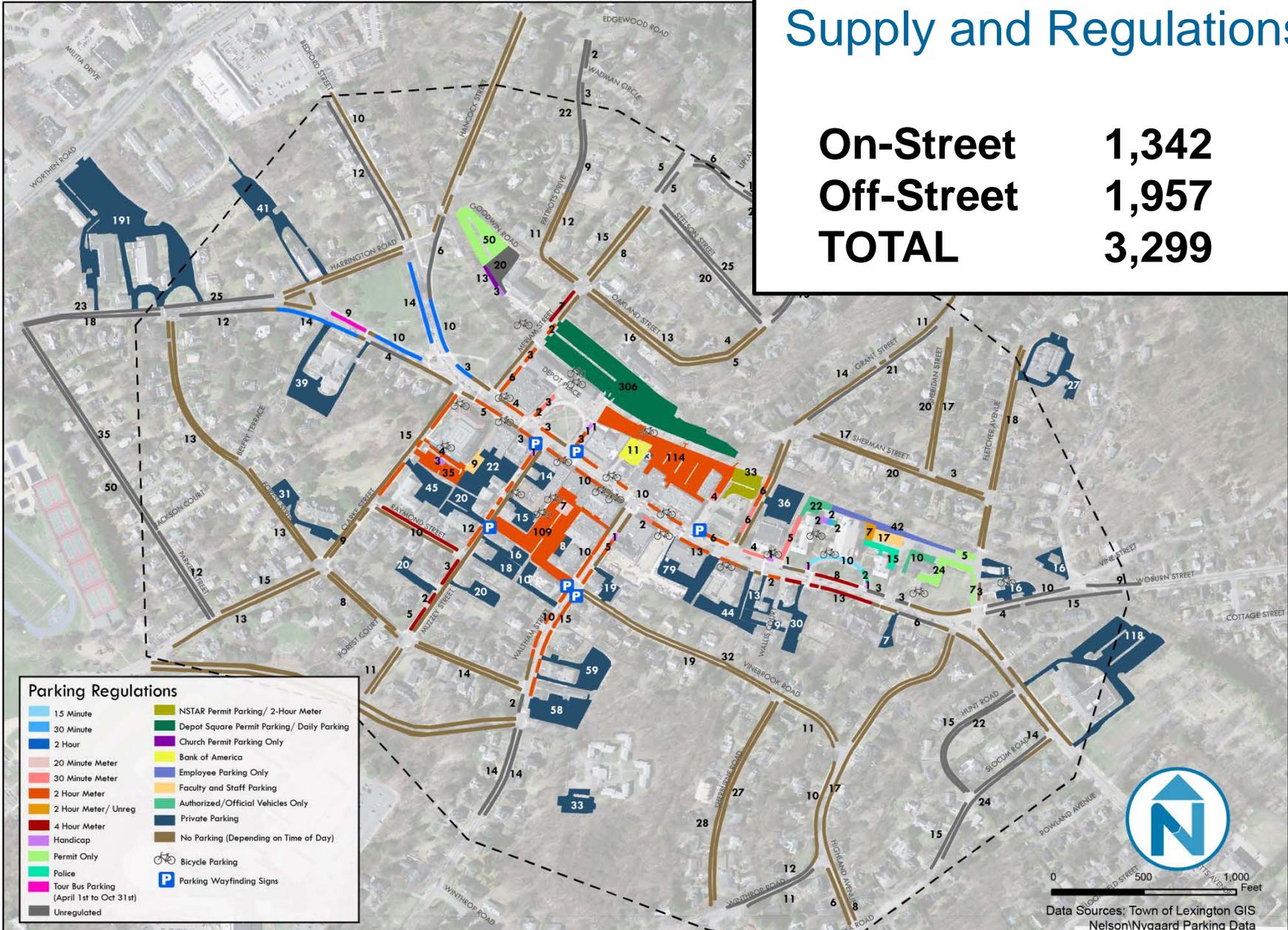
- Data Collection
- Parking Inventory and Utilization Analysis
- Stakeholder Interviews
- Online Surveys
- Public Input (**ongoing**)
- Land Use Analysis (**ongoing**)
- Zoning Analysis (**ongoing**)
- Financial Analysis (**ongoing**)



Data Collection and Analysis

Center Parking Supply and Regulations

On-Street 1,342
Off-Street 1,957
TOTAL 3,299



Parking Regulations

15 Minute	NISTAR Permit Parking/ 2-Hour Meter
30 Minute	Depot Square Permit Parking/ Daily Parking
2 Hour	Church Permit Parking Only
20 Minute Meter	Bank of America
30 Minute Meter	Employee Parking Only
2 Hour Meter	Faculty and Staff Parking
2 Hour Meter/ Unreg	Authorized/Official Vehicles Only
4 Hour Meter	Private Parking
Handicap	No Parking (Depending on Time of Day)
Permit Only	Bicycle Parking
Police	Parking Wayfinding Signs
Tour Bus Parking (April 1st to Oct 31st)	
Unregulated	

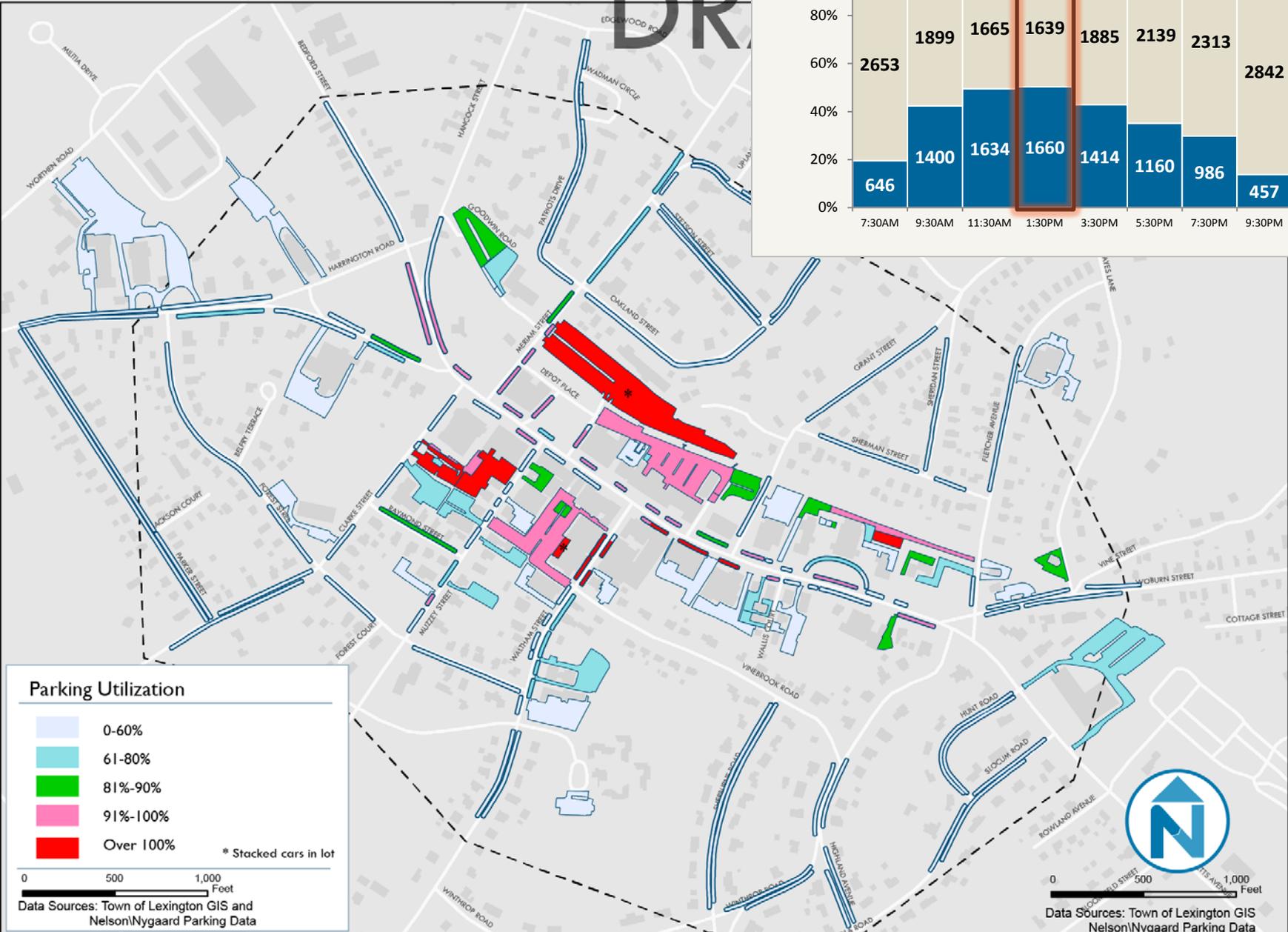
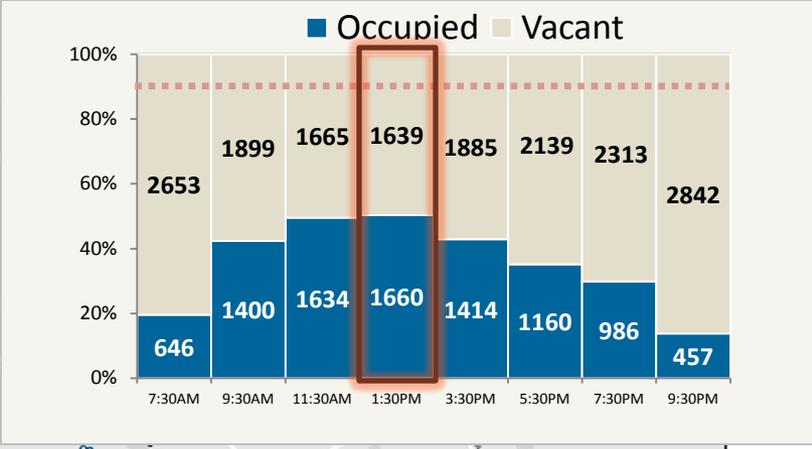


0 500 1,000 Feet

Data Sources: Town of Lexington GIS
Nelson\Nygaard Parking Data

LEXINGTON CENTER PARKING UTILIZATION THURSDAY 1:30PM

DR

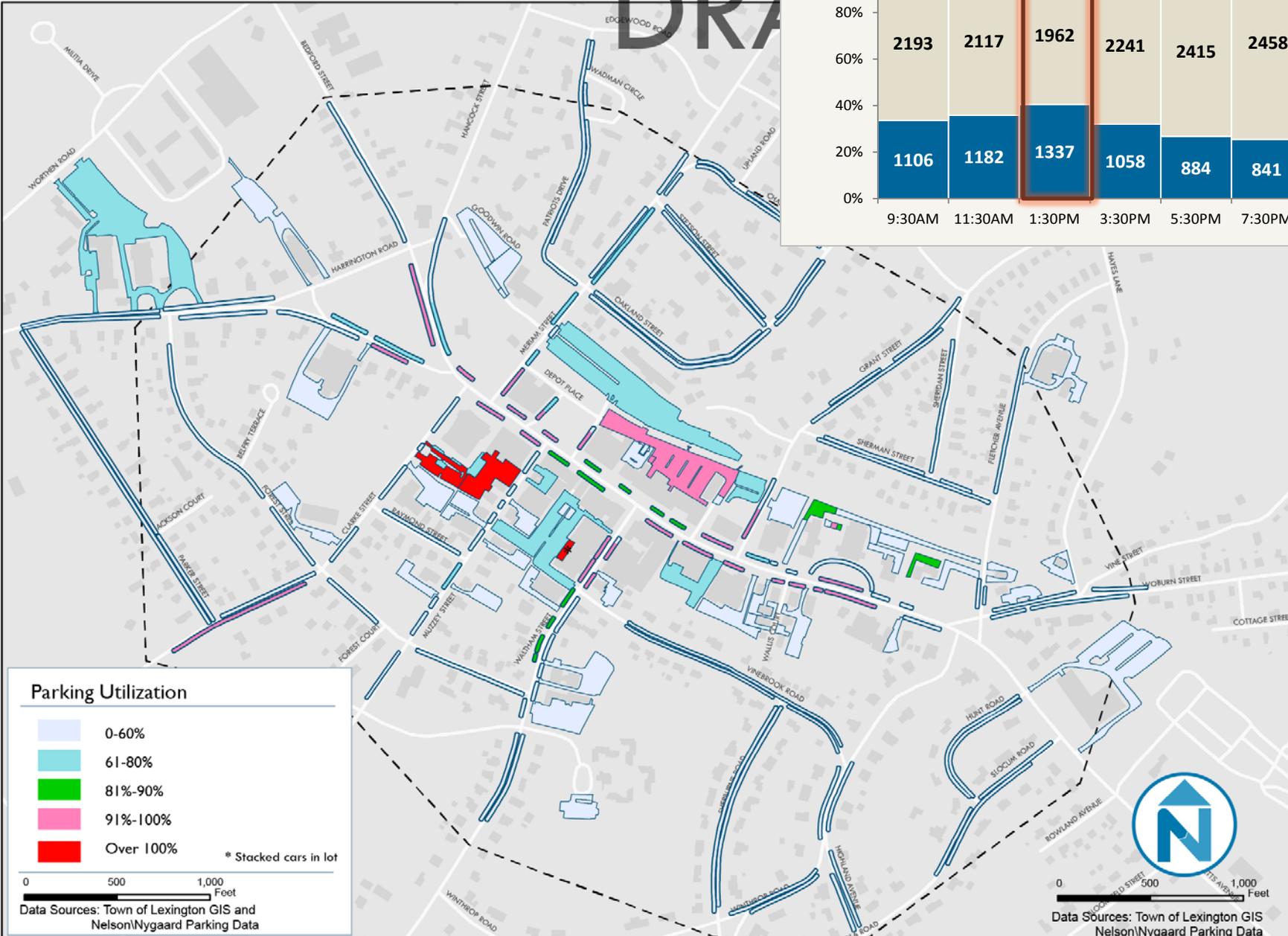
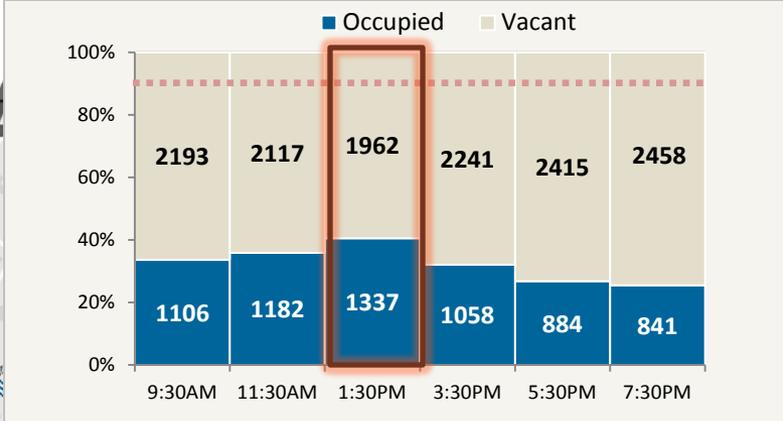


Data Sources: Town of Lexington GIS and Nelson\Nygaard Parking Data

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LEXINGTON CENTER PARKING UTILIZATION SATURDAY 1:30PM

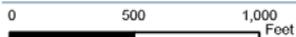
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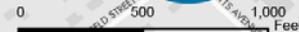
Parking Utilization

- 0-60%
- 61-80%
- 81%-90%
- 91%-100%
- Over 100%

* Stacked cars in lot



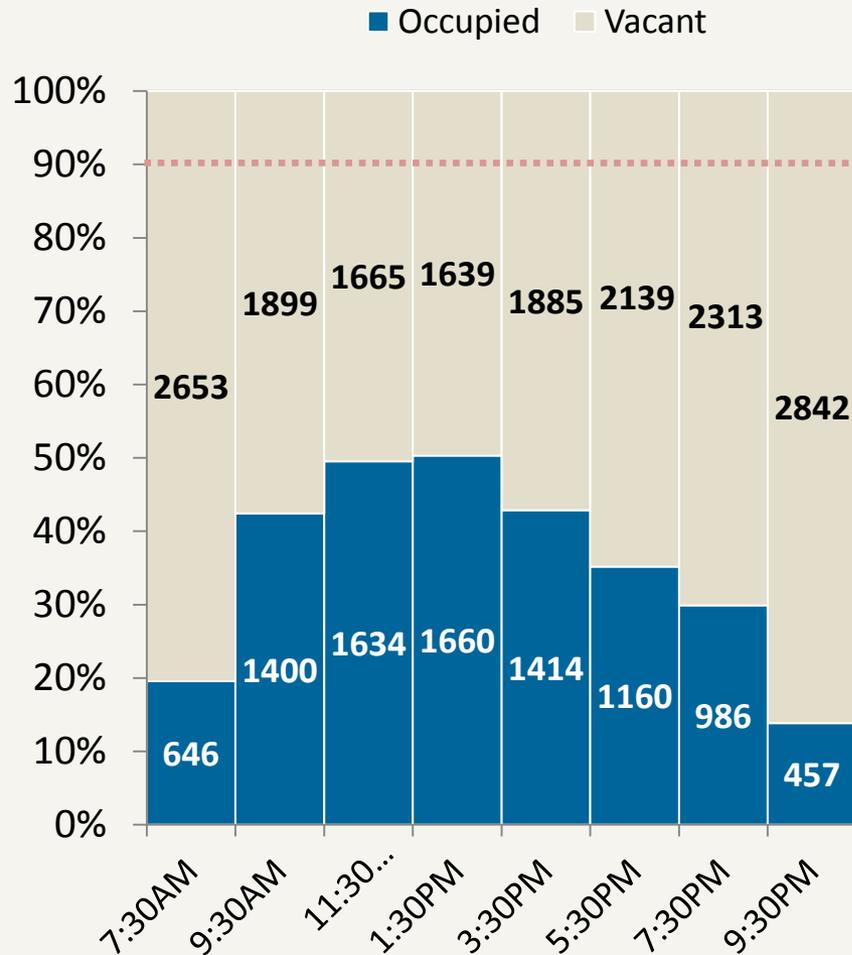
Data Sources: Town of Lexington GIS and Nelson\Nygaard Parking Data



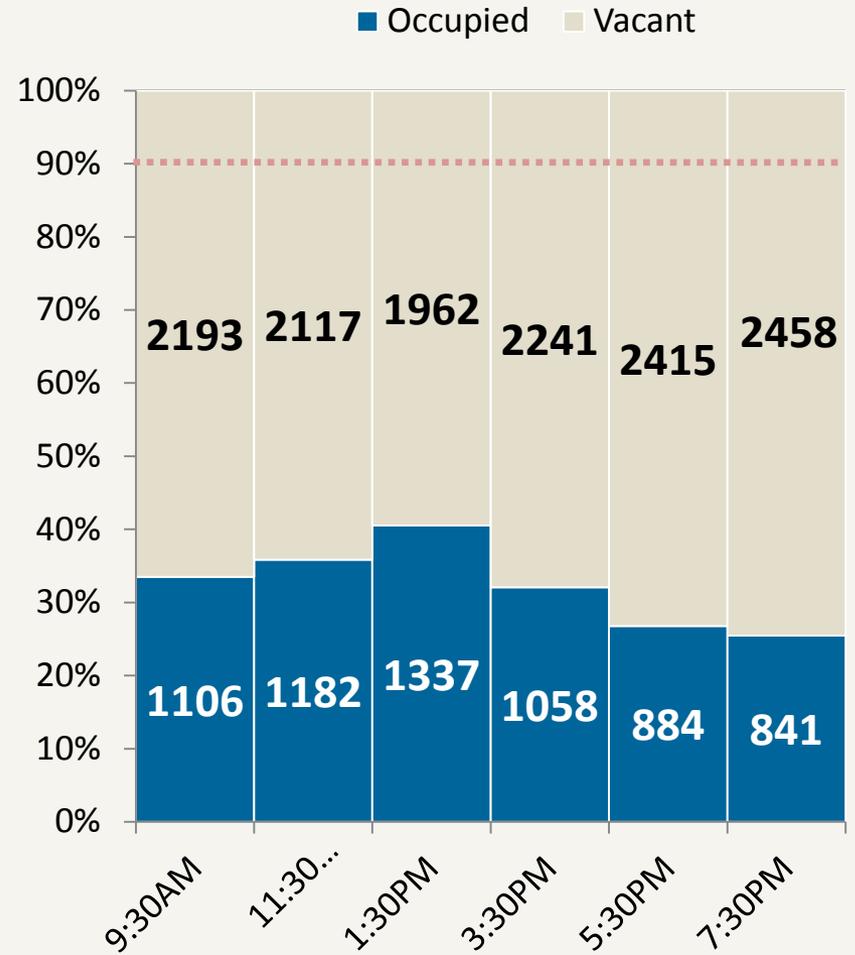
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Lexington Center Utilization

Thursday



Saturday



LEXINGTON CENTER PARKING - PUBLICLY ACCESSIBLE VS RESTRICTED ACCESS SPACES 1/3/14

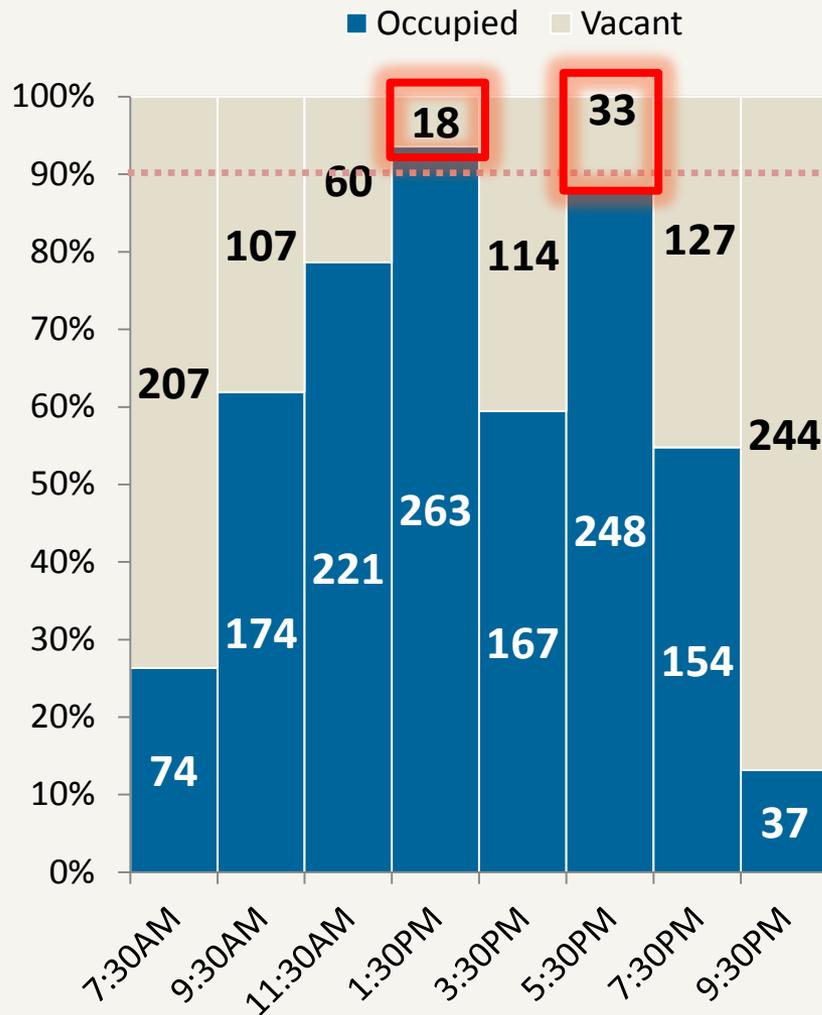
Publicly Accessible: Open to All
Restricted Access: Limited to particular users



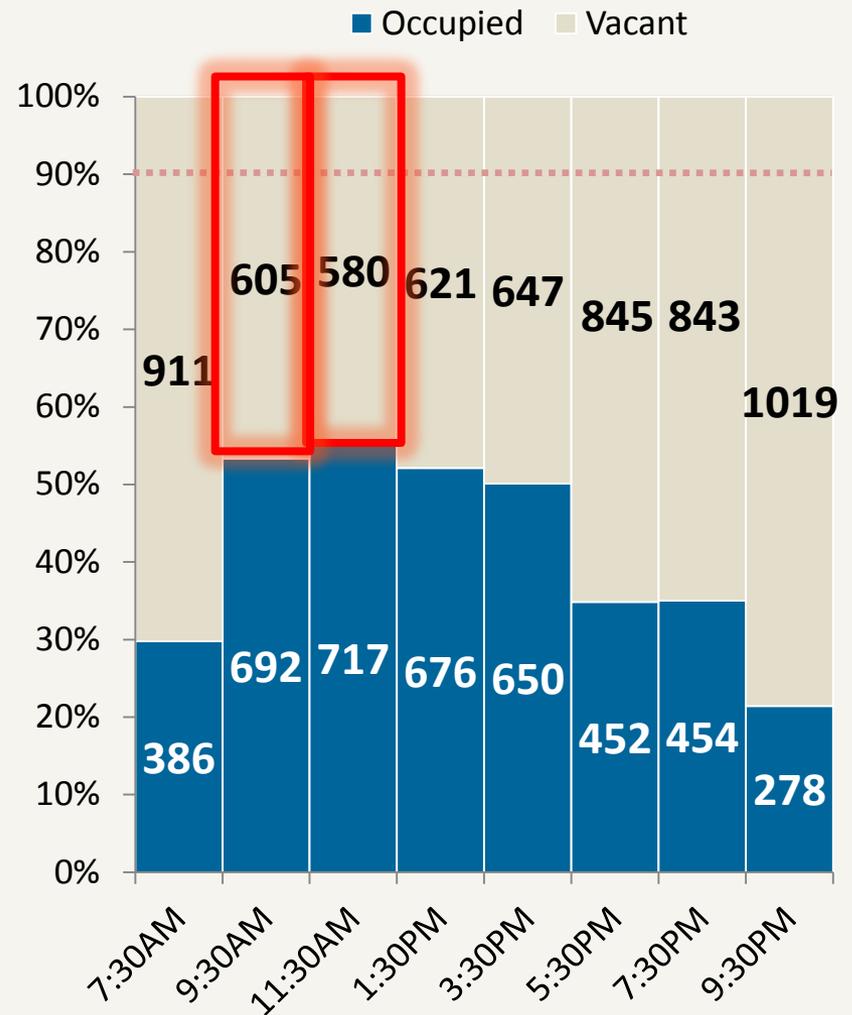
THURSDAY

Off-Street: Publicly Accessible vs. Restricted Access

Public Access



Restricted Access



Public Process

Stakeholder Interviews

Interviewed:

- Susan Bennett
- Mary Jo Bohart
- Richard Canale
- Jimmy Cataldo
- Michelle Cicollo
- Mark Corr
- Peter Enrich
- Manny Ferro
- Michael Greiner
- Annmarie Kelleher
- Trisha Kennealy
- Peter Kelly
- Pam Lyons
- Deb Mauger
- Kevin Maguire
- Dawn McKenna
- Masha Traber
- Others interviewed as needed

Stakeholder Interviews

“Two hour parking is **not enough time** for customers/tourists”

“For years, I **didn't know** the Depot Lot existed”

“I **avoid crossing** Mass Ave, particularly at night”

“**Too many close calls** in the lot behind the CVS”

“Too many **15 minute** meters”

“**Tour buses** need more room/different area for parking”

“Work with landowners to **connect several private lots** to improve circulation and increase parking supply”

“Parking requirements are **hard to understand**”

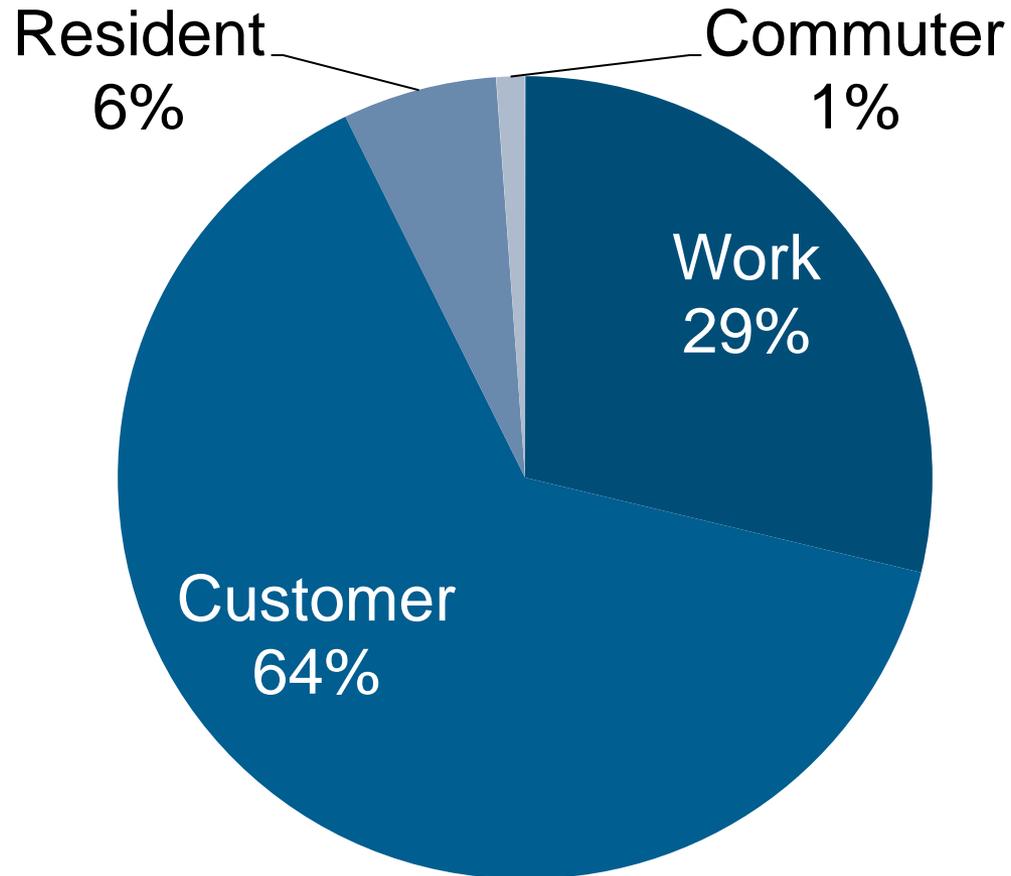
“Need more **tourist parking**”

“Unsure of what happens to **parking revenue**”

“Need **better bike parking** in front of merchants”

“Allow parking on **residential side streets**”

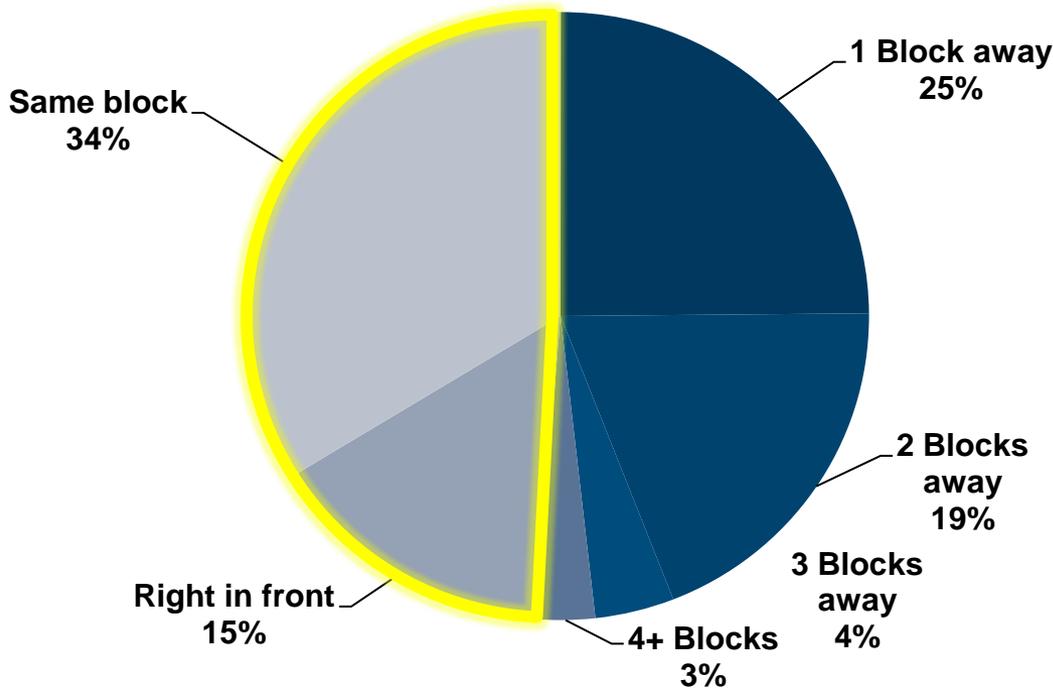
Online Survey: 500+ responses



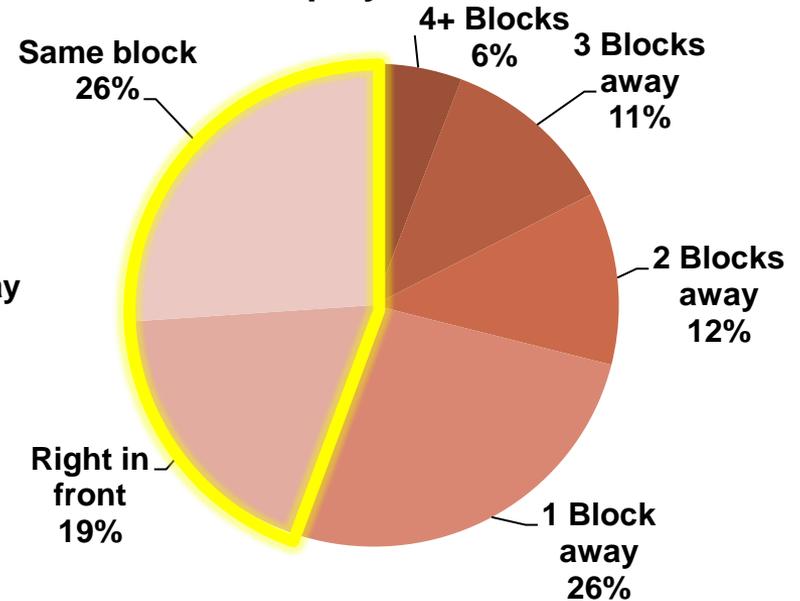
Roughly 1/2 of everybody parks over one block away

Today, or the most recent day you drove to Lexington, where did you park?

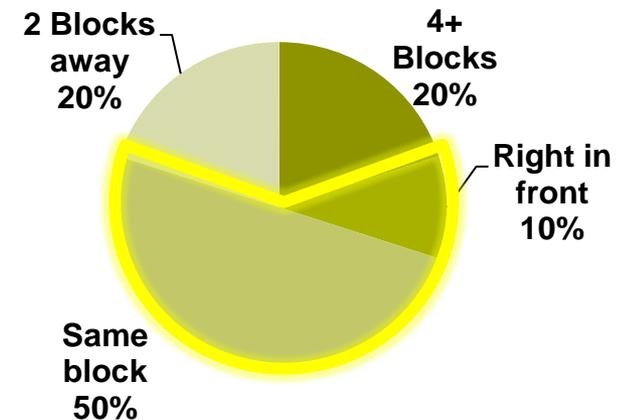
Visitors/Customers



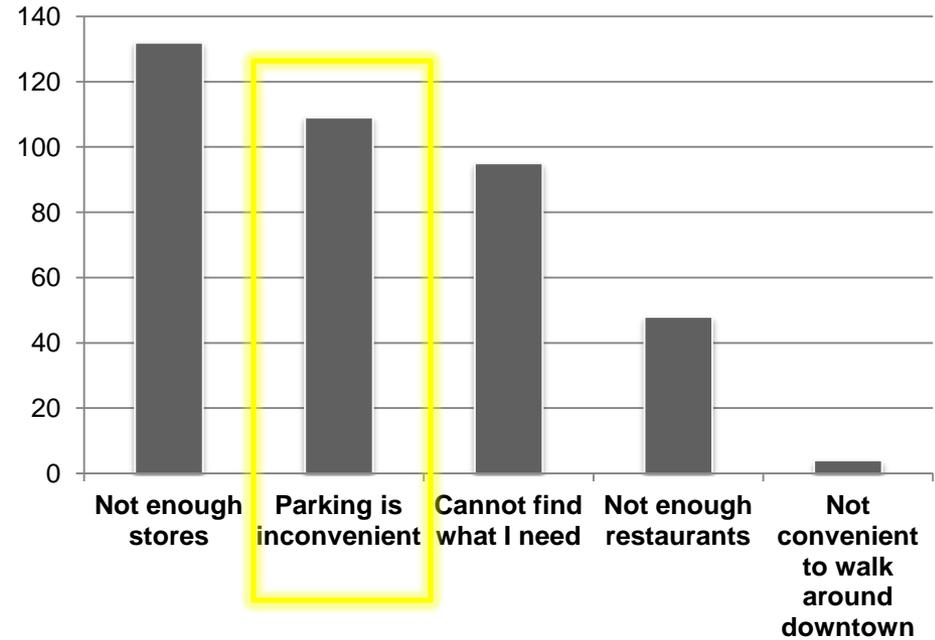
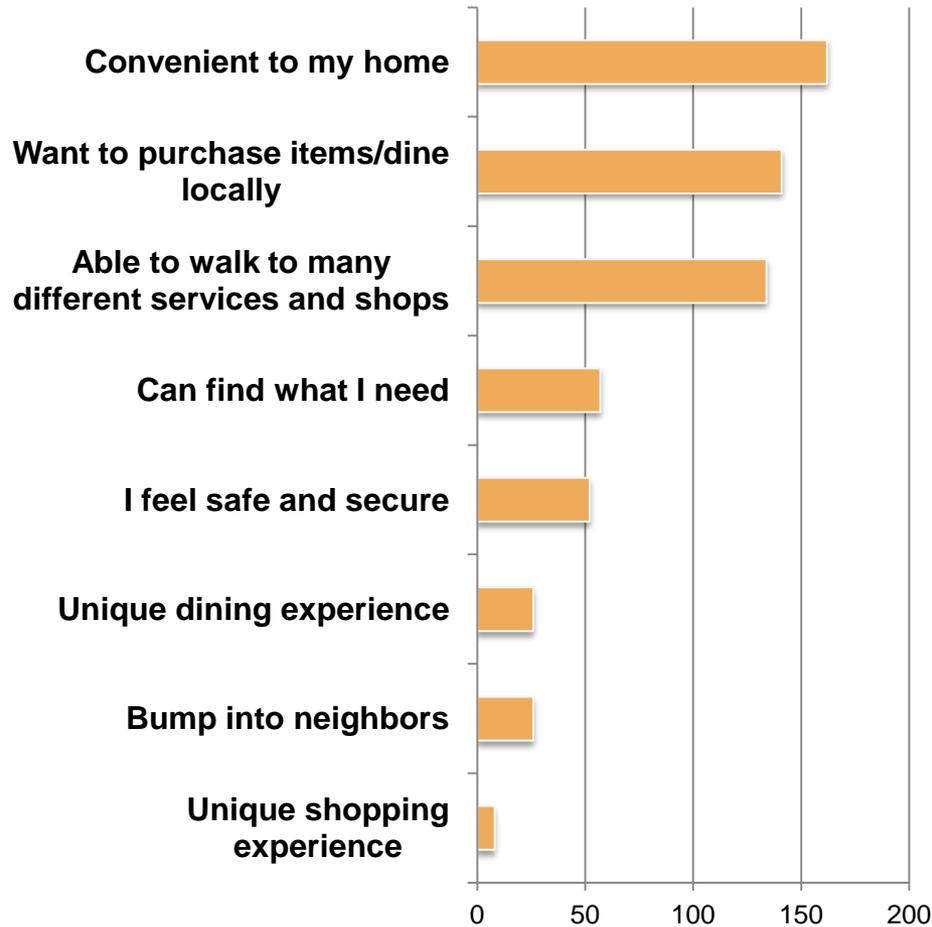
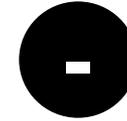
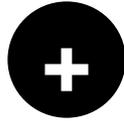
Employees



Residents



Why do you (and don't you) come to the Center?



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Strategy Discussion – Strategy Toolkit

A. Manage Parking More Effectively

- Identify a Parking Champion
- Adopt a Parking Availability Goal

B. Increase Parking Availability

- Introduce Performance Based Pricing
- Add Parking Supply
- Reduce Parking Demand

C. Accommodate Short and Long Term Parking

- Update Employee Parking Permit Program

D. Simplify Parking System

- Coordinate Parking Management
- Improve Parking Information
- Update Technology
- Adjust Enforcement

E. Support Economic Development Goals

- Explore Shared Parking Program
- Evaluate Zoning Code

F. Integrate Solutions with Town Center Environment

- Improve Access, Security, and Safety
- Create Parking Fund/ Parking Benefit District

Problems Addressed

- Difficulty finding parking
- Confusion and frustration
- Lack of visible signage
- Time limits impede activity
- Employees compete with customers for parking
- Old meters are inconvenient
- Pedestrian safety issues
- Customers avoid the Center due to parking issues

A. Manage Parking More Effectively

A. Manage Parking More Effectively

Strategy: Identify a Parking Champion

The screenshot shows a web interface for a community idea. At the top, there is a navigation bar with a home icon, 'Topics', 'Ideas', and 'About' links, a search bar for 'Search Ideas', a megaphone icon, a shopping cart icon, a 'Sign Up Now' button, and a 'Log In' button with a dropdown arrow. Below the navigation bar, the page title is 'Parking Management'. The main content area features a blue lightbulb icon next to the question: 'What are the key parking issues you feel need to be addressed in Lexington Center?'. To the right of the question, there are statistics: 'Views 1207', 'Interactions 84', and 'Days Remaining 44'. Below the question, there is a blue button that says 'Add an Idea in this Topic'. To the left of the main content, there is a sidebar with social sharing options: a thumbs up icon with '13', a 'Like' button, a 'Share' button, a '0' counter, a 'Tweet' button, an 'in' icon, an 'in Share' button, another '0' counter, a '+1' button, another '0' counter, and an 'Email' button. Below the social sharing options, there is a 'TOPICS' section with a list of topics: 'Parking Management' (highlighted), 'Medical Marijuana Center', 'South Lexington Transportation Study', 'Suggest a Topic', and 'Center Streetscape & Battle Green Plans'. Each topic has a right-pointing arrow. Below the topics, there is a 'Select Language' dropdown menu and a note that says 'Powered by Google Translate'. The main content area contains a paragraph of text: 'Committee, has begun working with Nelson\Nygaard to explore and develop new programs, policies, and infrastructure to increase the parking supply and make it easier to park in Lexington Center. A major component involves collecting current data on Center parking demand, including conducting a robust survey of users – from shoppers and lunch-goers to employees, tourists, and commuters. Please click on the parking survey link below. It takes less than 5 minutes!'. Below this paragraph, there is another paragraph: 'To learn more please visit the project's website below where you can view various parking maps, access previous studies, read the Parking White Paper, pay parking tickets and learn about other pertinent information.'. Below the second paragraph, there is a yellow highlighted box containing contact information: 'For additional information and to get involved Contact: Melisa Tintocalis, "Parking Champion" & Economic Development Director Phone: 781-862-0500 ext. 257 Email: mtintocalis@lexingtonma.gov'. Below the yellow box, there is a 'More Info' section with three links: 'Parking Management 12-10-13 Public Meeting Presentation', 'Online Parking Survey', and 'Parking Management Website'. At the bottom of the page, there is a page number '11' and a 'Sort By' section with options: 'NEWEST', 'OLDEST', and 'POPULAR'.

Home Topics Ideas About Search Ideas Sign Up Now Log In

Parking Management

What are the key parking issues you feel need to be addressed in Lexington Center?

Views 1207
Interactions 84
Days Remaining 44

Add an Idea in this Topic

TOPICS

- Parking Management
- Medical Marijuana Center
- South Lexington Transportation Study
- Suggest a Topic
- Center Streetscape & Battle Green Plans

Select Language
Powered by Google Translate

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More Info: [Parking Management 12-10-13 Public Meeting Presentation](#)
[Online Parking Survey](#)
[Parking Management Website](#)

11 Sort By: NEWEST OLDEST POPULAR

A. Manage Parking More Effectively

Strategy: Adopt a Parking Availability Goal

- One empty space per block face
- ~ 15% availability on-street
- ~ 10% availability off-street

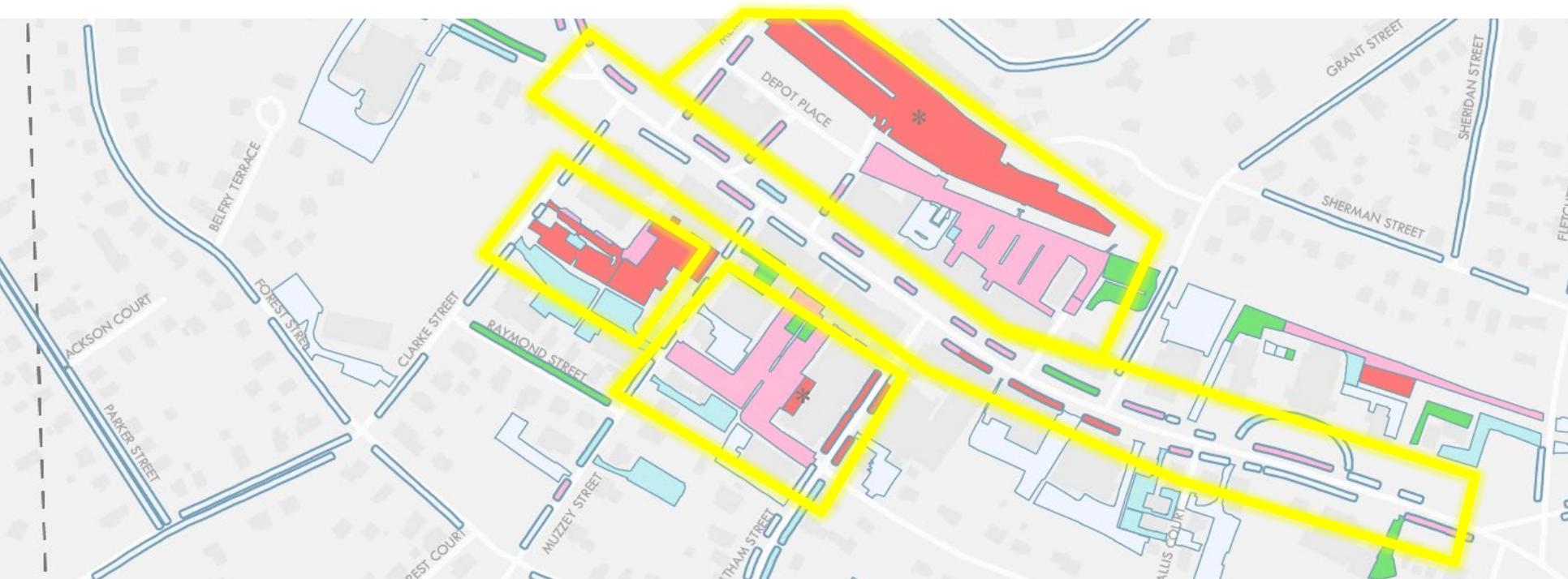


B. Increase Parking Availability

B. Increase Parking Availability

Strategy: Introduce Performance Based Pricing

- Pricing to create 15% availability on-street and 10% off-street
 - Governance
 - Management
 - Monitoring
 - Evaluation Periods



B. Increase Parking Availability

- Restructure pricing scheme – **ON-STREET**

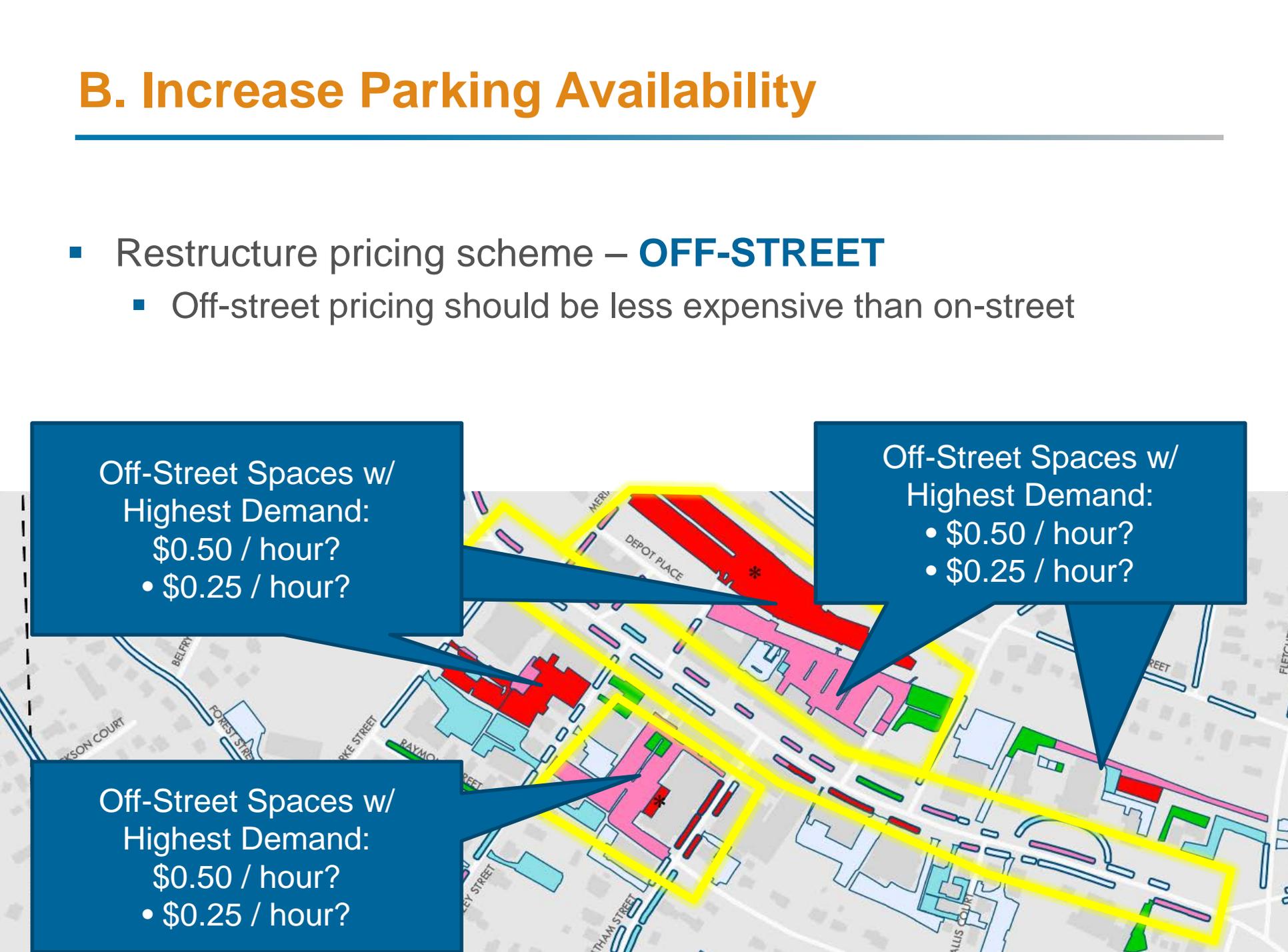
A map of a city block with various streets and buildings. A yellow callout box highlights a specific area in the center of the block, near Depot Place and Raymond Street. The callout box contains text about on-street parking pricing.

On-Street Spaces w/
Highest Demand:

- \$2 / hour?
- \$1 / hour?
- \$0.50 / hour?

B. Increase Parking Availability

- Restructure pricing scheme – **OFF-STREET**
 - Off-street pricing should be less expensive than on-street



The map shows a city block with several buildings and streets. A yellow outline highlights a specific area. Three blue callout boxes point to different parts of the map, each containing text about off-street parking spaces and pricing. The streets shown include Belfry, Forest Street, Raymo, Thiam Street, and Allis Court. A red building is marked with an asterisk.

Off-Street Spaces w/
Highest Demand:
\$0.50 / hour?
• \$0.25 / hour?

Off-Street Spaces w/
Highest Demand:
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B. Increase Parking Availability

■ Restructure pricing scheme

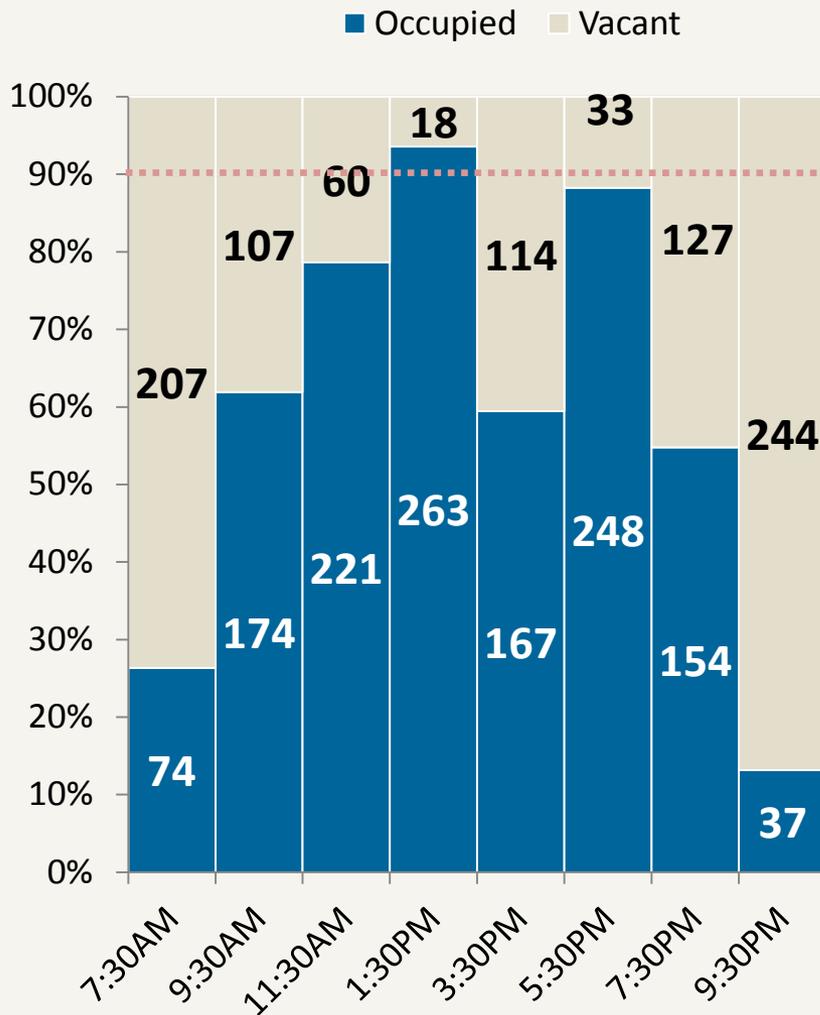
- Include publicly-owned parking that is currently restricted
- Include private parking areas through agreements
- At peak, restricted off-street parking is 50% utilized



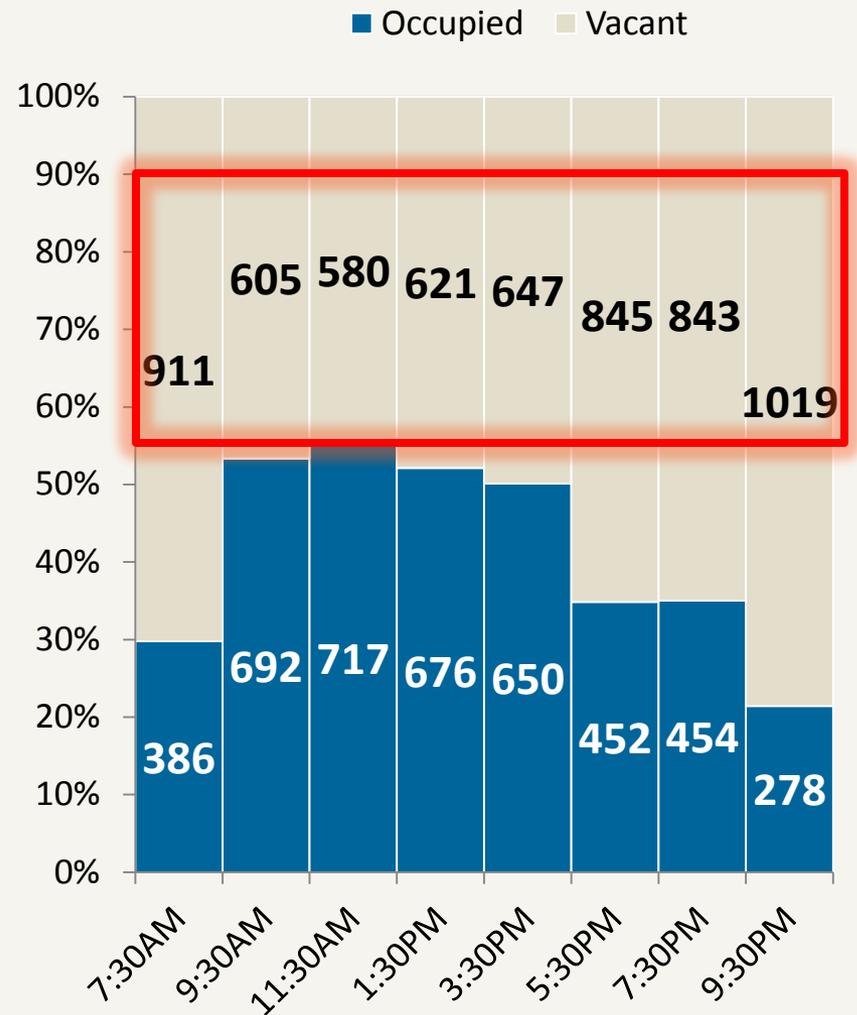
THURSDAY

Off-Street: Publicly Accessible vs. Restricted Access

Public Access



Restricted Access



B. Increase Parking Availability

- Consider **free periods**
 - On-street?
 - 0 minutes?
 - 15 minutes?
 - 30 minutes?
 - Off-street?
 - 0 minutes?
 - 30 minutes?
 - 1 hour?
- Consider elasticity
 - What is the impact of raising rates? To what extent?
- Consider revenue impacts
 - Meter/permit revenue vs. citation
 - Parking demand vs. new rates
- Calculate “free” parking vs. “paid” parking areas

B. Increase Parking Availability

- Eliminate, simplify, or extend time limits
 - Two hour?
 - Four hour?
 - No time limit
 - Combination of time limits...

TODAY

Parking Regulations

 15 Minute	 NSTAR Permit Parking/ 2-Hour Meter
 30 Minute	 Depot Square Permit Parking/ Daily Parking
 2 Hour	 Church Permit Parking Only
 20 Minute Meter	 Bank of America
 30 Minute Meter	 Employee Parking Only
 2 Hour Meter	 Faculty and Staff Parking
 2 Hour Meter/ Unreg	 Authorized/Official Vehicles Only
 4 Hour Meter	 Private Parking
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 Police	 Parking Wayfinding Signs
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 Unregulated	

POTENTIAL

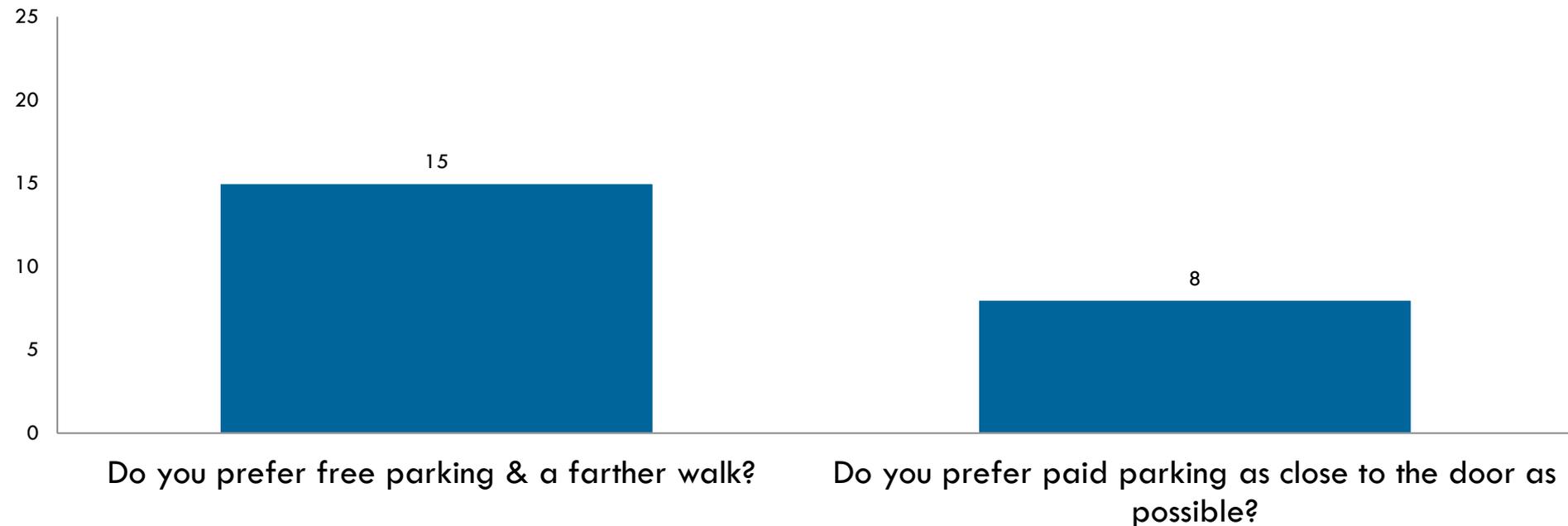
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 Unregulated	

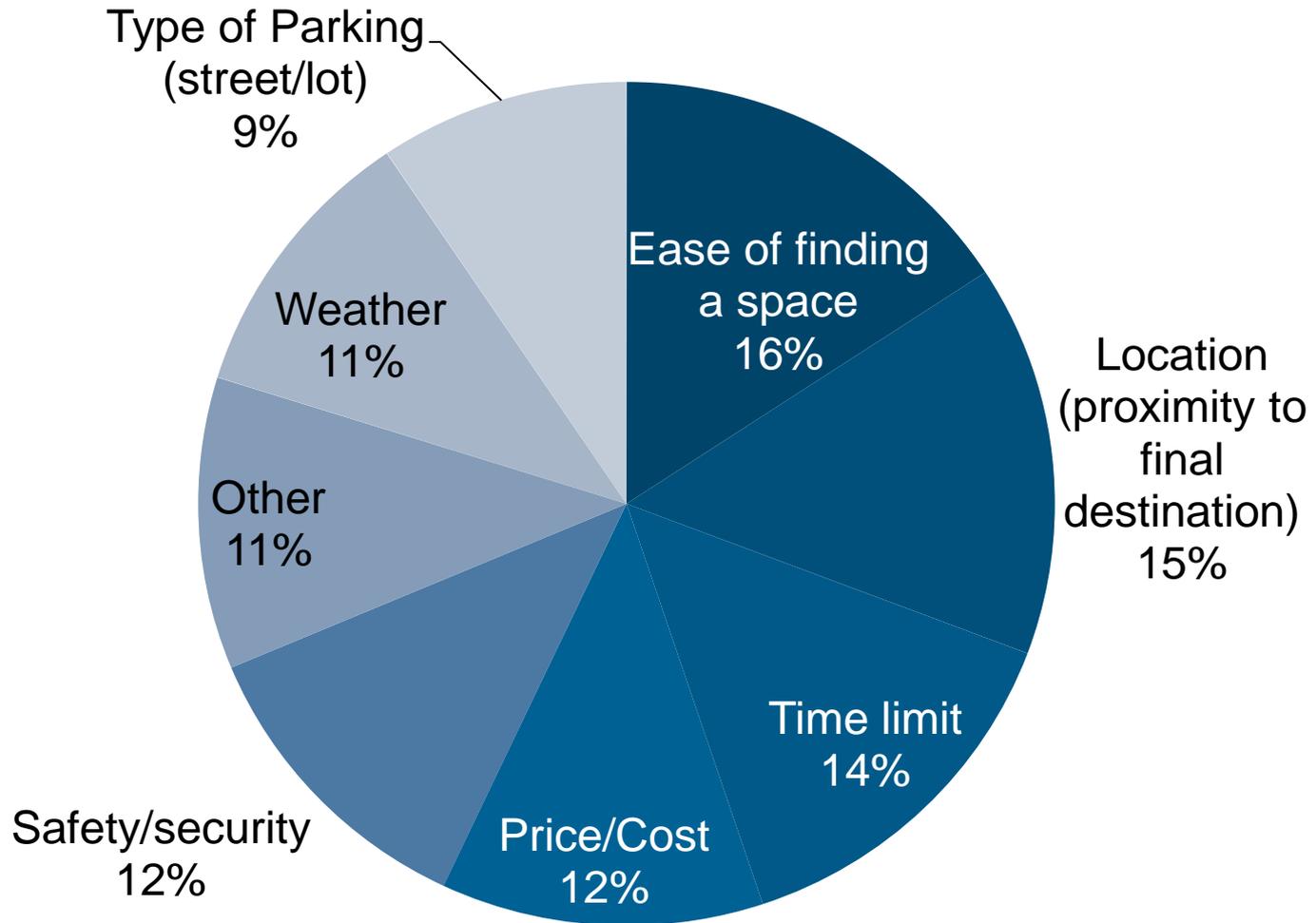
B. Increase Parking Availability

- **Span of pricing/regulations:** coordinate with demand throughout the day
 - Days of week?
 - M-F?
 - M-Sat?
 - Time of day?
 - Start: 9am, 10am
 - End: 7pm, 8pm, 9pm
- Consider evening (restaurant) employees
- Consider evening safety and lighting concerns

Visual Preference/Dot Exercise Results



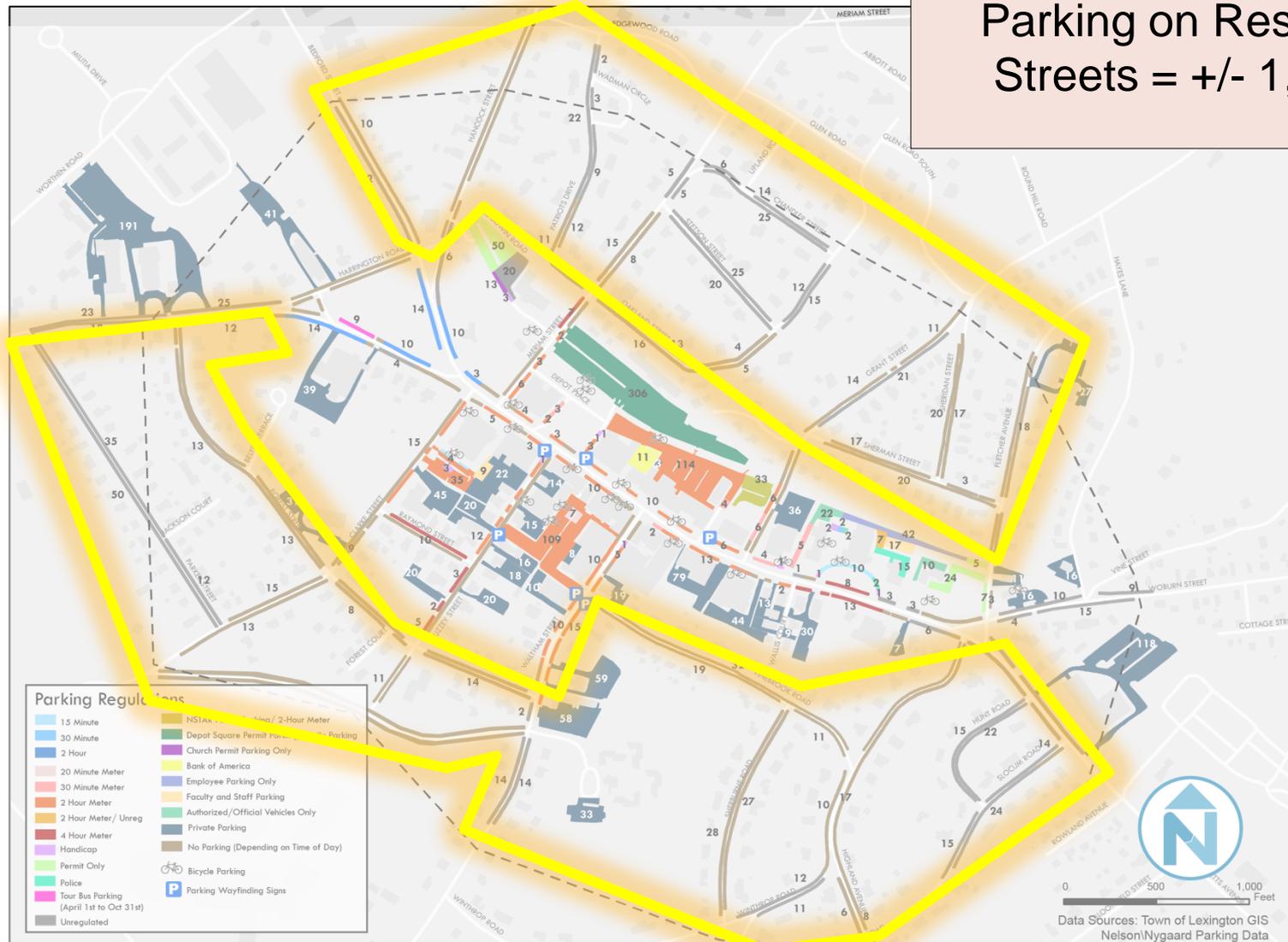
What's most important when choosing where to park?



B. Increase Parking Availability

Strategy: Supply Enhancement

LEXINGTON CENTER PARKING - PARKING SUPPLY AND REGULATIONS 1/4/13



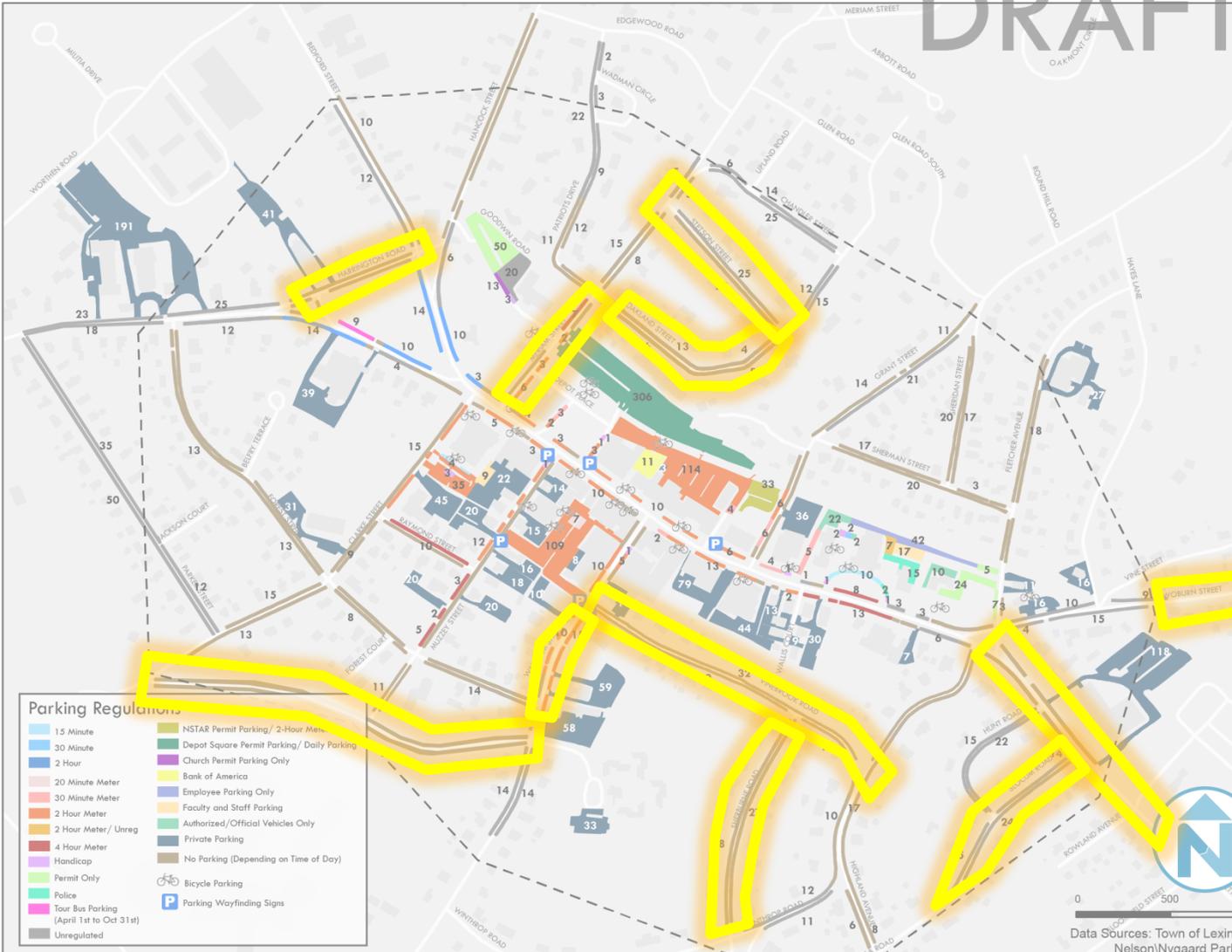
Parking on Residential Side Streets = +/- 1,000 spaces

B. Increase Parking Availability

Strategy: Supply Enhancement

LEXINGTON CENTER PARKING - PARKING SUPPLY AND REGULATIONS 1/4/13

DRAFT



Factors to Consider

- Safe pedestrian access?
- Reverse angle vs. parallel?
- Curb-to-curb width of streets?
- Traffic impact?
- Surrounding land use?
- Signage?
- Striping?

Data Sources: Town of Lexington
NelsonNygaard Parking

B. Increase Parking Availability

Strategy: Supply Enhancement

Parking Structure?



Depot Lot

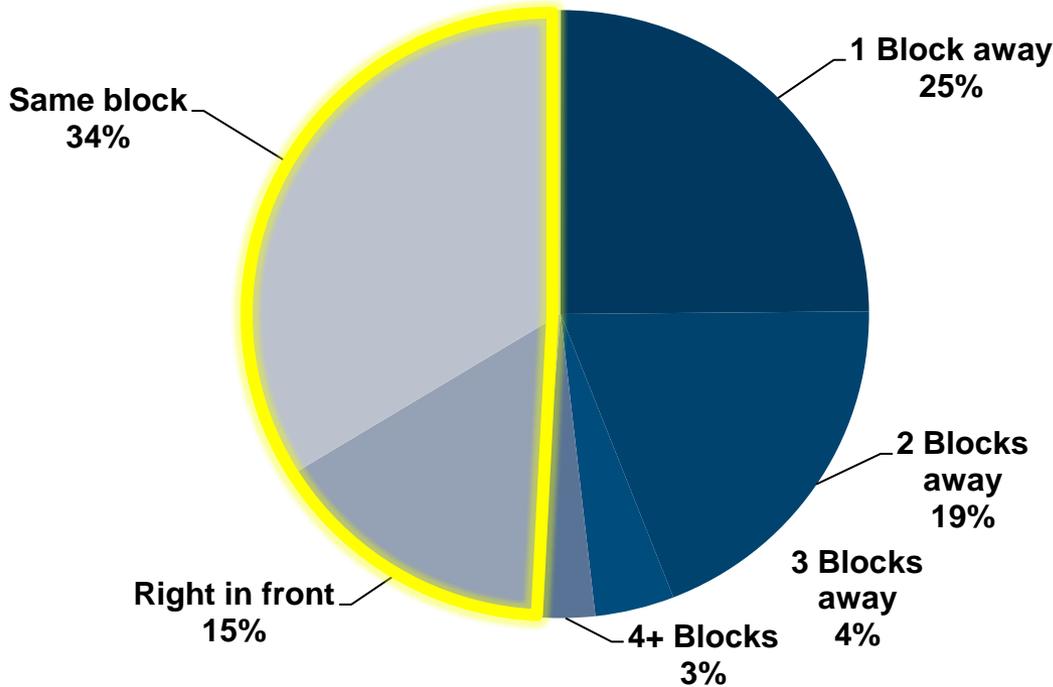


Edison Lot

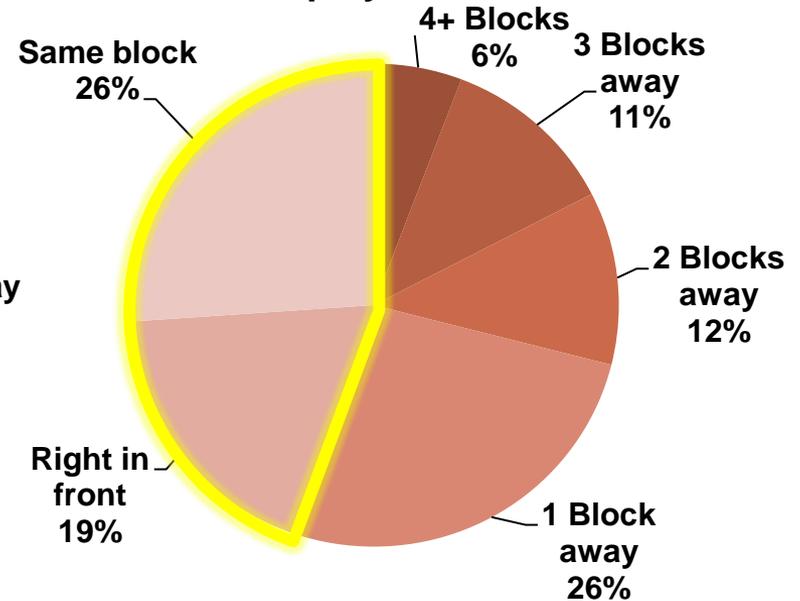
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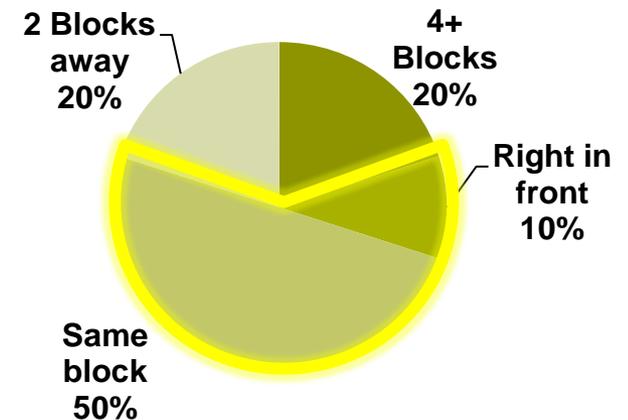
Visitors/Customers



Employees



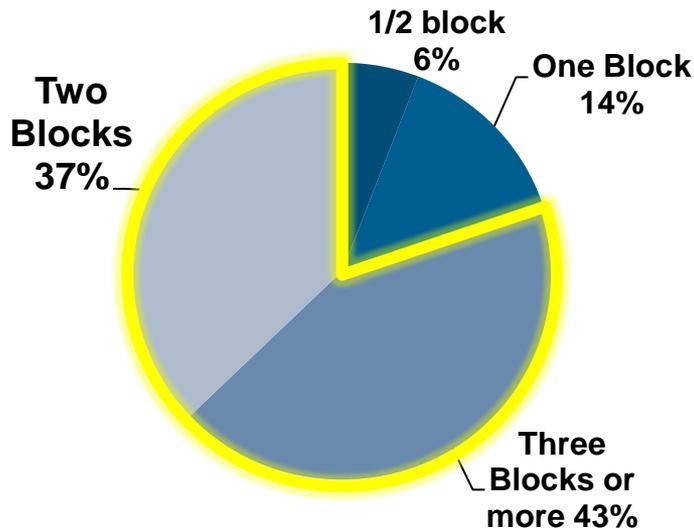
Residents



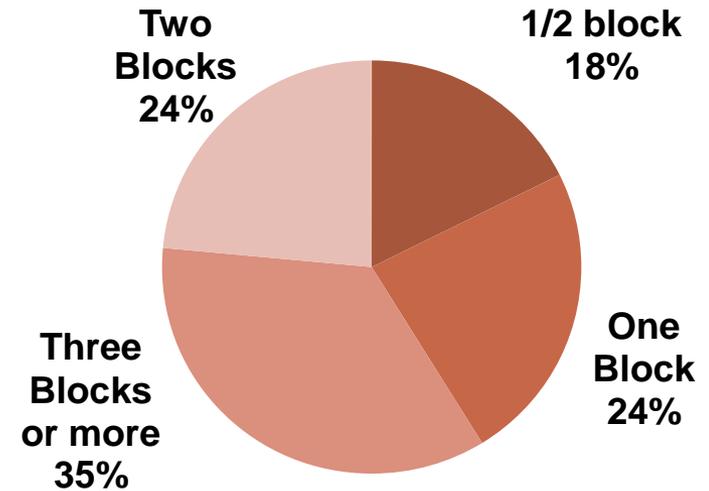
Visitors/Customers most willing to park 2+ blocks away

How far would you be willing to park from your destination, if parking was free?

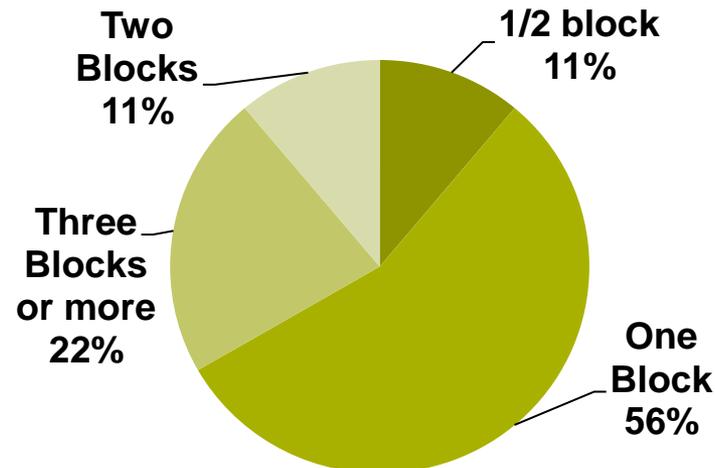
Visitors/Customers



Employees



Residents



B. Increase Parking Availability

Strategy: More Efficiently Use the Curb

- Taxi stands
- Loading zones
- LexPress
- MBTA
- Parklet
- Bicycle parking
- Crosswalks/visibility
- Consider streetscape design proposed changes
- Compare on-street signs to on-the-books code

B. Increase Parking Availability

Strategy: Reduce Parking Demand

- Improved Pedestrian Facilities
- Improved Bicycle Facilities/Parking
- TDM programs
 - Employee Cash Out
 - Unbundle parking costs
 - Transit passes – MBTA and LexPress
 - Transit improvements
 - Ride matching
 - Car sharing
 - Preferential parking
 - Sheltered/secure bike parking and supportive facilities
- Identify what incentives will have an impact



C. Accommodate Short and Long Term Parking

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Strategy: Revise Employee Parking Permit Program

- Employees are the most likely to park in off-street, private/restricted lots



C. Accommodate Short and Long Term Parking

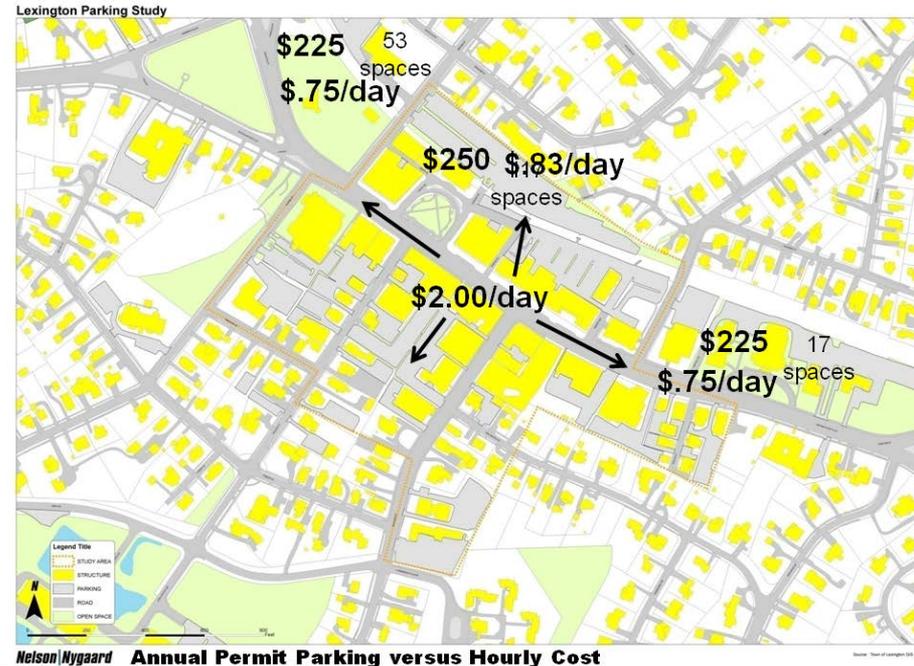
Strategy: Revise Employee Parking Permit Program

- How to increase supply without a large additional administrative burden?
 - On-street opportunities
 - Off-street opportunities

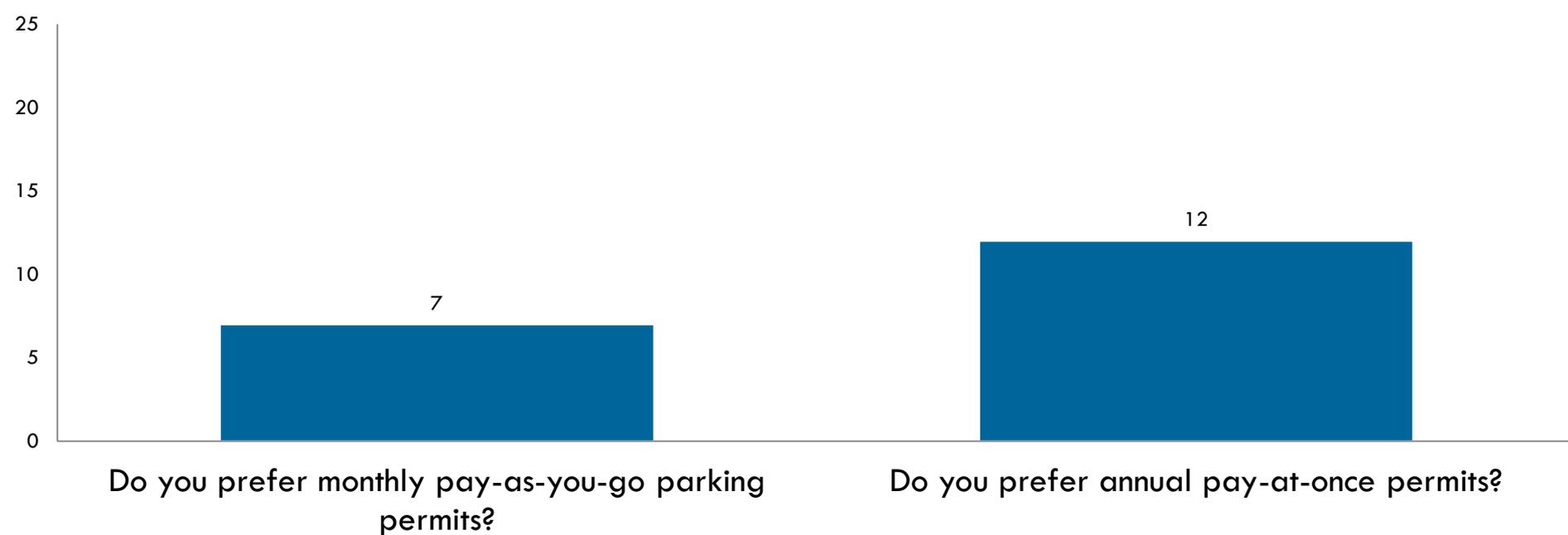
C. Accommodate Short and Long Term Parking

Strategy: Revise Employee Parking Permit Program

- Pricing Incentives
 - Lots with highest value are priced the highest
 - Some could be free
- Technology
 - License plate recognition
 - Online system



Visual Preference/Dot Exercise Results

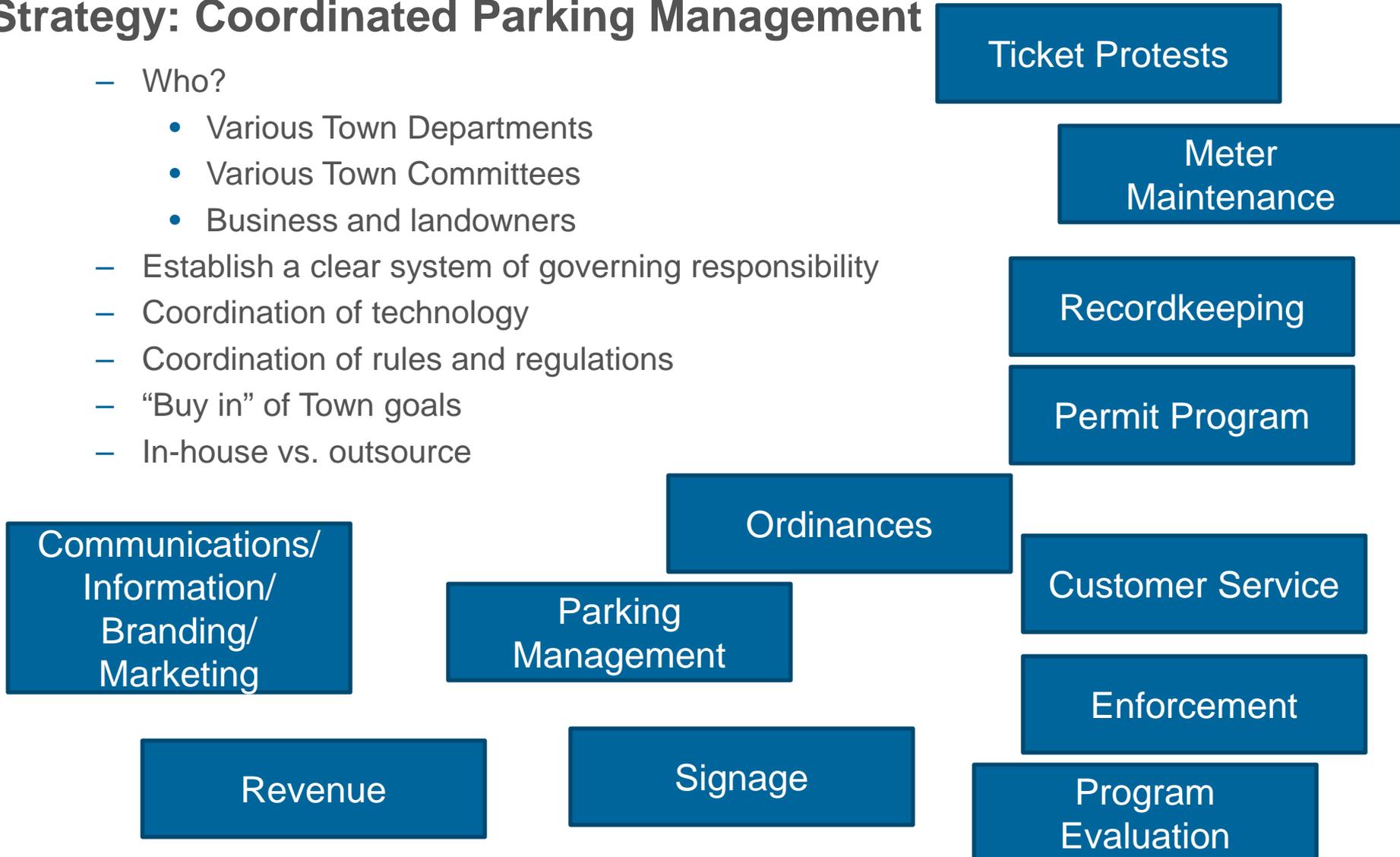


D. Simplify Parking System

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Strategy: Coordinated Parking Management

- Who?
 - Various Town Departments
 - Various Town Committees
 - Business and landowners
- Establish a clear system of governing responsibility
- Coordination of technology
- Coordination of rules and regulations
- “Buy in” of Town goals
- In-house vs. outsource



D. Simplify Parking System

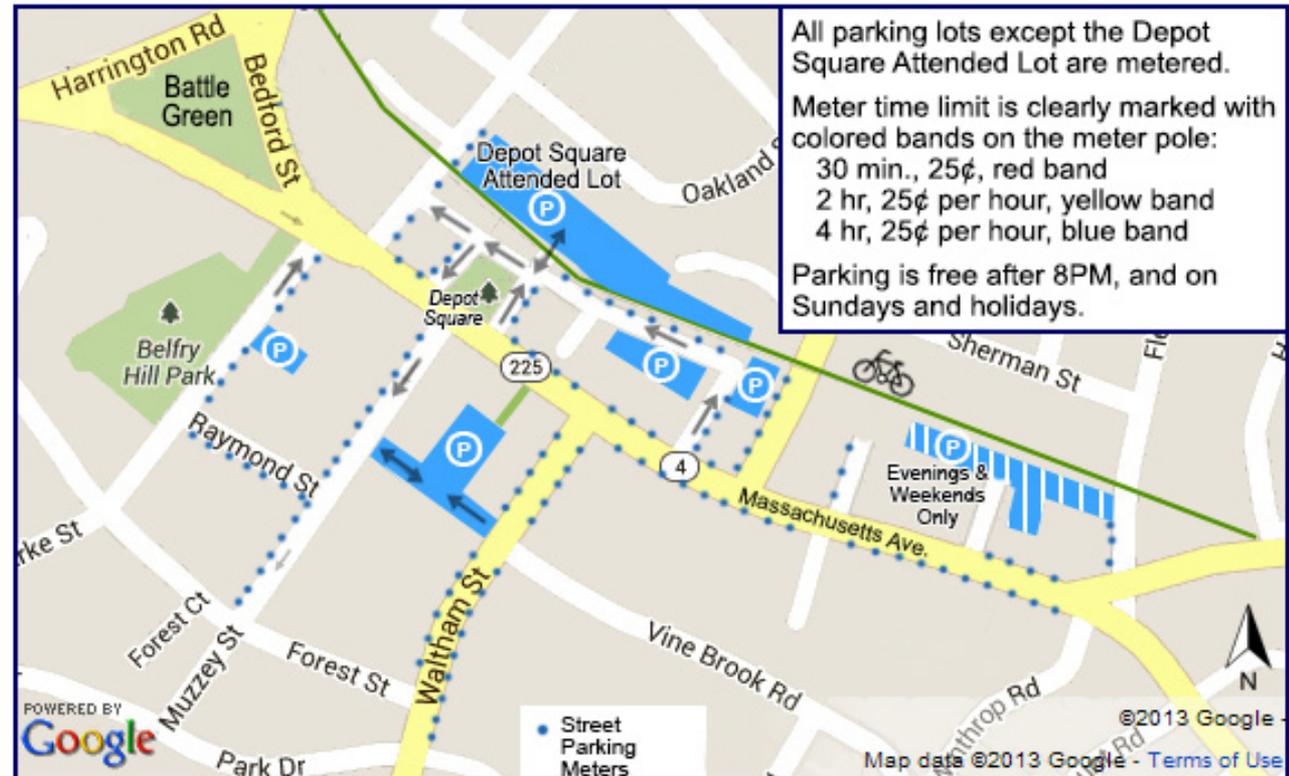
Strategy: Improve Parking Information

- Location, type, size, look/feel of signs
- Dynamic information vs. static information

Parking Signing



Parking Map



D. Simplify Parking System

Goal: Technology Improvements

■ Technology Evaluation

- Smart meters
- Pay and display
- Pay by space
- Pay by license plate
- Pay by cell
- Real-time availability information
- Integration with enforcement equipment
- Integration with Town's wired or wireless network
- Integration with Streetscape Plan



D. Simplify Parking System

Strategy: Revise Enforcement Procedures

- **Parking fines and fee structure**
 - Maintain?
 - Restructure fines and fees?
 - Rate structure changes?
- **“Carrot” and “stick” balance**
- **Geographic focus**
- **Enforcement as ambassadors**
- **Coverage – areas to enforce vs. boots on the street**
- **Span of coverage (days per week and hours per day)**
- **Enforcement technology**
 - LPR
 - Backend systems
- **Feedback loop/ on the ground information**

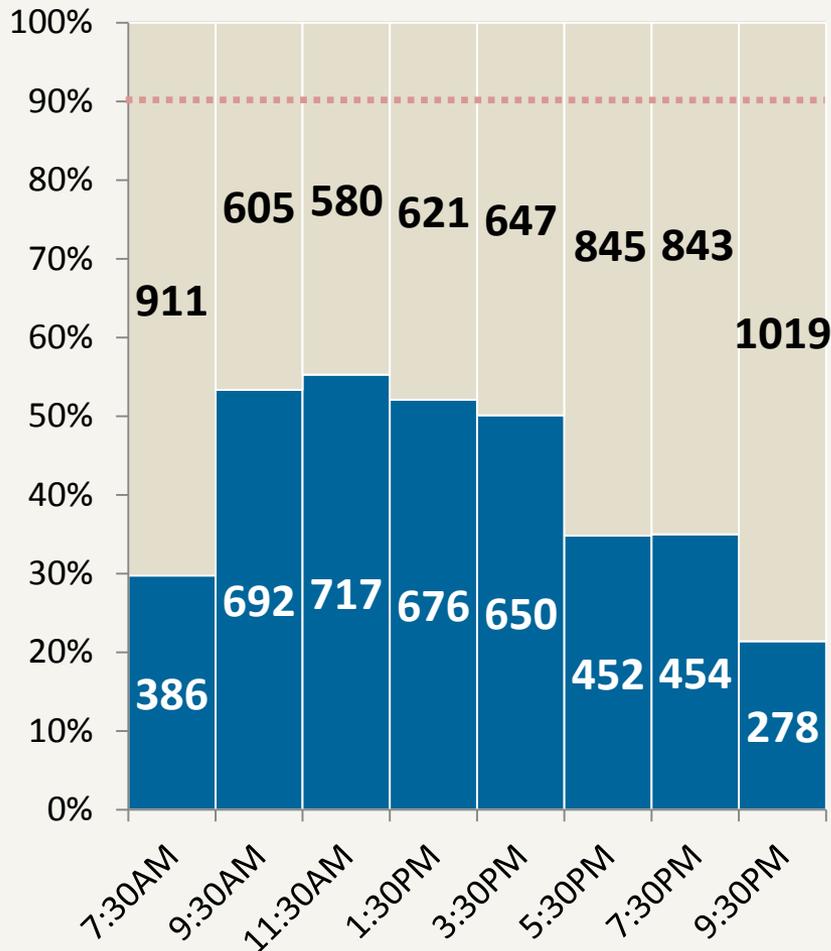
E. Support Economic Development Goals

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Strategy: Shared Parking Program

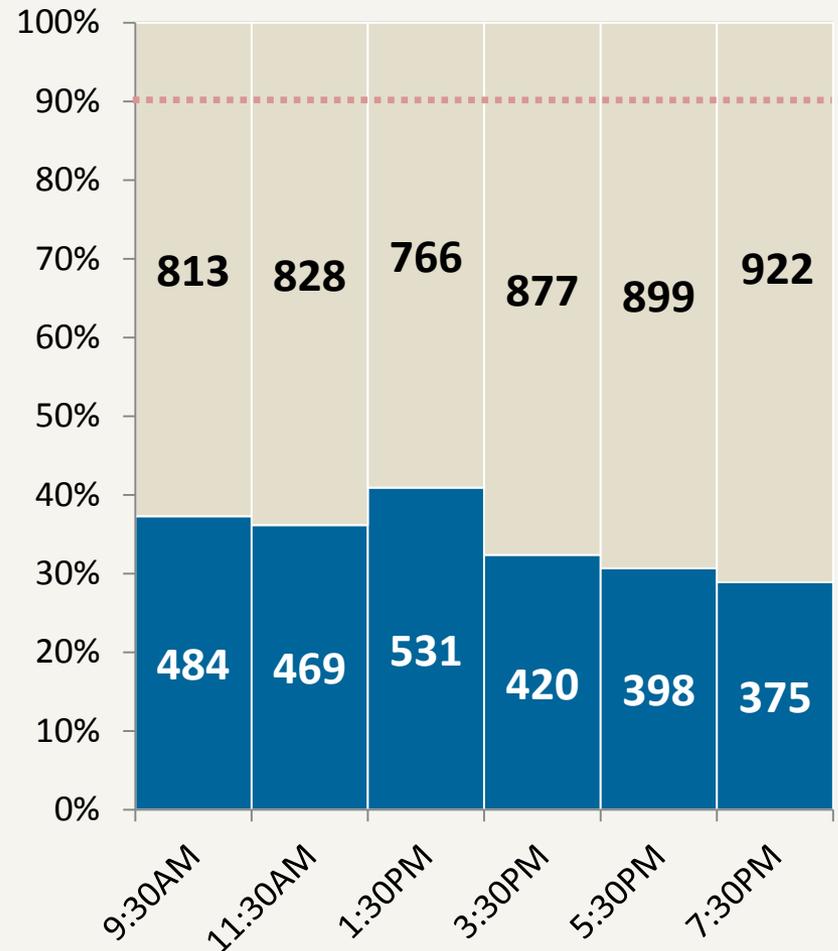
Thursday Restricted Spaces

■ Occupied ■ Vacant



Saturday Restricted Spaces

■ Occupied ■ Vacant



E. Support Economic Development Goals

Goal: Shared Parking Program

- Leased Parking Program
 - Benefit/Cost Analysis
- Lexington Center Parking Fund



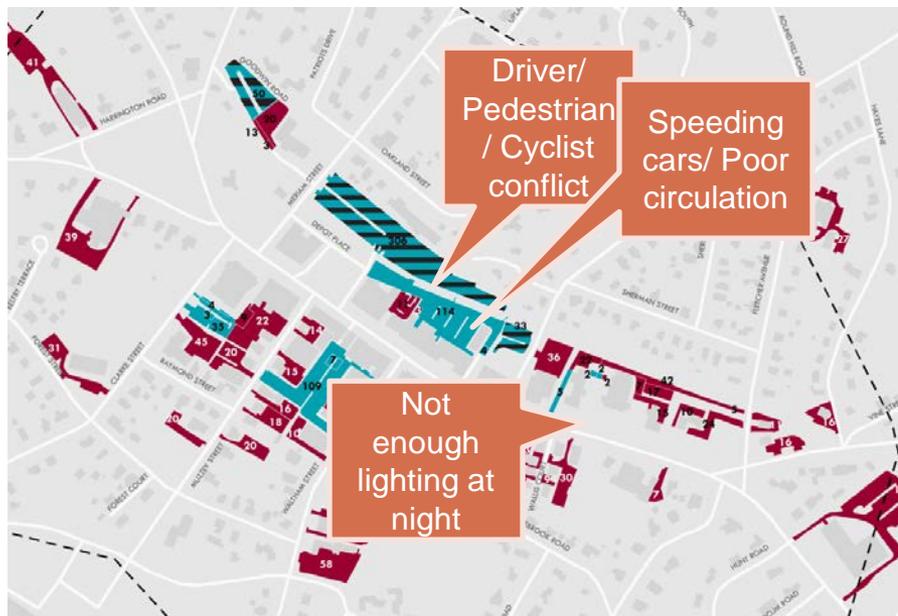
E. Support Economic Development Goals

- Ensure parking is available for customers and visitors
- Evaluate development parking requirements – reduce?
- Understand parking impacts of mix of uses
- Support tourist economy
- Other standards

F. Integrate Solutions with Town Center Environment

F. Integrate Solutions with Town Center Environment

Goal: Parking and Pedestrian Access Improvements Lighting and Security Improvements



- Battle Green
- Depot Square
- Waltham Street
- Town Hall Lot
- Edison Lot
- “Remote Parking”
- Other opportunities



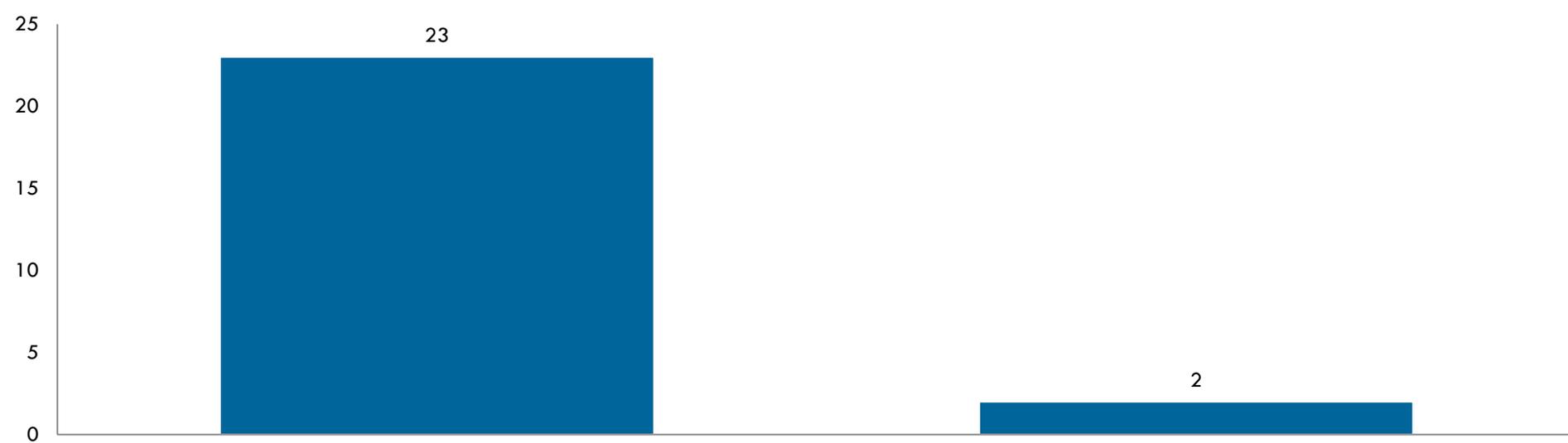
F. Integrate Solutions with Town Center Environment

Goal: Parking Fund/ Parking Benefit District

- Revenues vs. Expenses
- Accountability
- Responsiveness to the public
- Resident Parking Benefit District(s)
- Traceable
- Maintain separate accounts
- Goal-oriented and compatible with Town goals
- Financing capacity (long-term)
- Management



Visual Preference/Dot Exercise Results



Would you be willing to pay more for parking if the funds were dedicated to a center parking district?

Do you prefer to pay the same for parking in the center?

Strategy Discussion – Strategy Toolkit

A. Manage Parking More Effectively

- Identify a Parking Champion
- Adopt a Parking Availability Goal

B. Increase Parking Availability

- Introduce Performance Based Pricing
- Add Parking Supply
- Reduce Parking Demand

C. Accommodate Short and Long Term Parking

- Update Employee Parking Permit Program

D. Simplify Parking System

- Coordinate Parking Management
- Improve Parking Information
- Update Technology
- Adjust Enforcement

E. Support Economic Development Goals

- Explore Shared Parking Program
- Evaluate Zoning Code

F. Integrate Solutions with Town Center Environment

- Improve Access, Security, and Safety
- Create Parking Fund/ Parking Benefit District

Problems Addressed

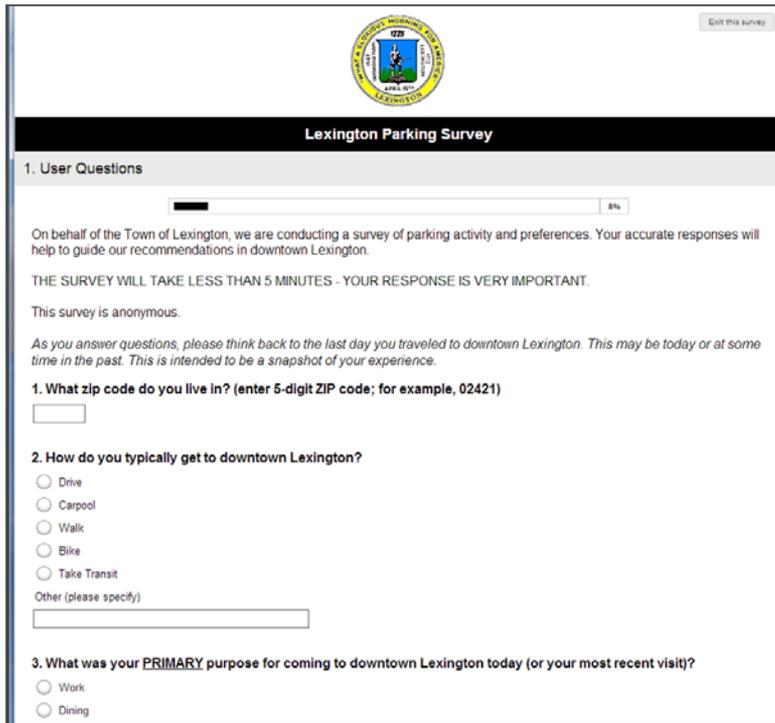
- Difficulty finding parking
- Confusion and frustration
- Lack of visible signage
- Time limits impede activity
- Employees compete with customers for parking
- Old meters are inconvenient
- Pedestrian safety issues
- Customers avoid the Center due to parking issues

Agenda

- Introduction/ Background 5 Minutes
- Process to Date 10 Minutes
- Strategy Prioritization and Evaluation 30 Minutes
- Next Steps/Schedule 5 Minutes
- Discussion 30 Minutes

Input/Comments

- Online survey
 - Open until January 22
 - Lexengage.com



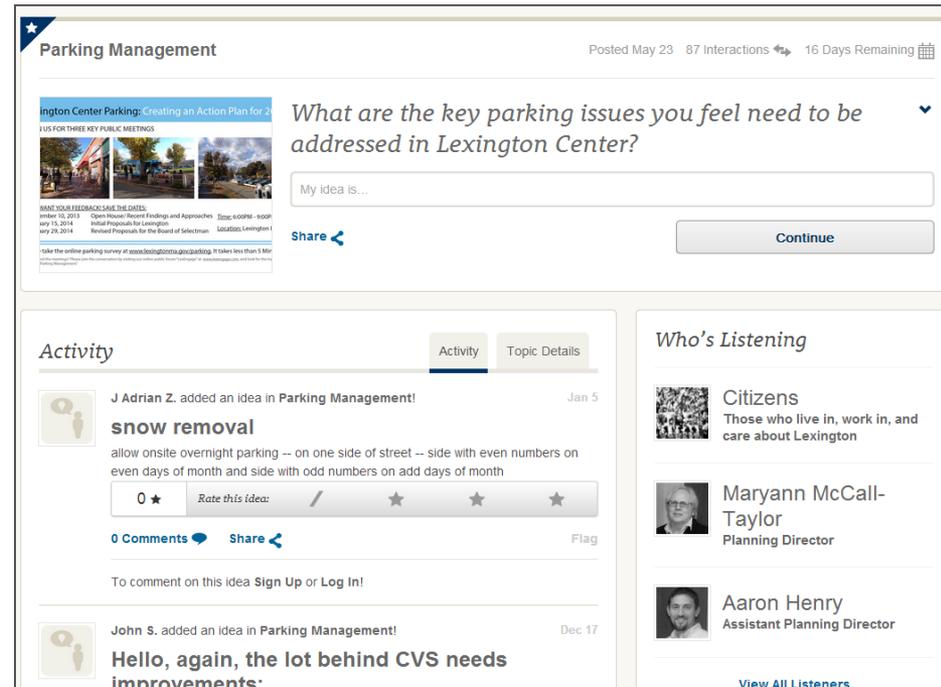
The screenshot shows the 'Lexington Parking Survey' interface. At the top is the Lexington, VA logo and a 'Lexington Parking Survey' title. Below is a progress bar for '1. User Questions' which is 8% complete. The main text reads: 'On behalf of the Town of Lexington, we are conducting a survey of parking activity and preferences. Your accurate responses will help to guide our recommendations in downtown Lexington. THE SURVEY WILL TAKE LESS THAN 5 MINUTES - YOUR RESPONSE IS VERY IMPORTANT. This survey is anonymous. As you answer questions, please think back to the last day you traveled to downtown Lexington. This may be today or at some time in the past. This is intended to be a snapshot of your experience.'

1. What zip code do you live in? (enter 5-digit ZIP code; for example, 02421)

2. How do you typically get to downtown Lexington?
 Drive
 Carpool
 Walk
 Bike
 Take Transit
Other (please specify)

3. What was your PRIMARY purpose for coming to downtown Lexington today (or your most recent visit)?
 Work
 Dining

- Prioritization Exercise
 - Lexengage.com



The screenshot shows the Lexengage.com interface for a 'Parking Management' topic. The topic is posted on May 23, has 87 interactions, and 16 days remaining. The main question is 'What are the key parking issues you feel need to be addressed in Lexington Center?'. Below the question is a text input field with the placeholder 'My idea is...' and a 'Continue' button. A 'Share' button is also present.

Activity

J Adrian Z. added an idea in Parking Management! Jan 5

snow removal

allow onsite overnight parking -- on one side of street -- side with even numbers on even days of month and side with odd numbers on odd days of month

0 ★ Rate this idea: / ★ ★ ★

0 Comments Share

To comment on this idea Sign Up or Log In!

John S. added an idea in Parking Management! Dec 17

Hello, again, the lot behind CVS needs improvements!

Who's Listening

- Citizens: Those who live in, work in, and care about Lexington
- Maryann McCall-Taylor: Planning Director
- Aaron Henry: Assistant Planning Director

[View All Listeners](#)

Lexington Center Parking: Creating an Action Plan for 2014

JOIN US FOR THREE KEY PUBLIC MEETINGS



WE WANT YOUR FEEDBACK! SAVE THE DATES:

December 10, 2013 Open House/ Recent Findings and Approaches Time: 6:00PM - 9:00PM

January 15, 2014 Initial Proposals for Lexington

January 29, 2014 Revised Proposals for the Board of Selectman

Location: Lexington Depot

Please take the online parking survey at www.lexingtonma.gov/parking. It takes less than 5 Minutes!

Can't attend the meetings? Please join the conversation by visiting our online public forum "LexEngage" at www.lexengage.com, and look for the topic entitled, "Parking Management."

Agenda

- Introduction/ Background 5 Minutes
- Process to Date 10 Minutes
- Strategy Prioritization and Evaluation 30 Minutes
- Next Steps/Schedule 5 Minutes
- Discussion 30 Minutes

Lexington Center Parking Management Plan



Public Meeting

January 15, 2014

N NELSON
NYGAARD