

Lexington Center Parking Management Plan

TRANSPORTATION FORUM

February 28, 2014

N NELSON
NYGAARD

Agenda

- Introduction/ Background 5 minutes
- Process to Date 5 minutes
- Recommendations 15 minutes
- Next Steps/Schedule 5 minutes

Agenda

- **Introduction/ Background**
- Process to Date
- Recommendations
- Next Steps/Schedule

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, longer merchants 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



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 (550+ 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

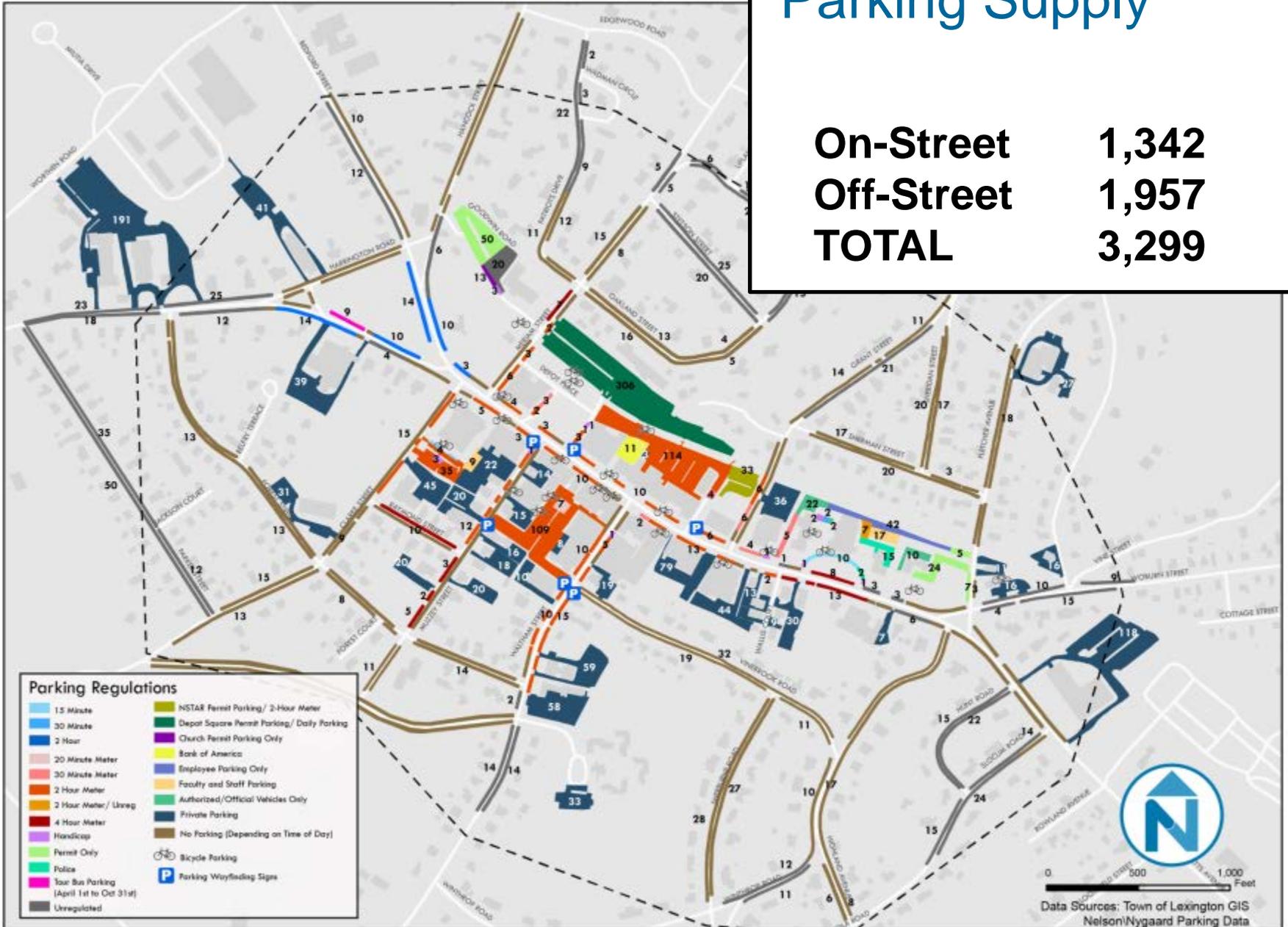
Public Meeting (Initial Strategies)

Public Meeting (Revised/Refined Strategies)

Board of Selectman Meeting

Parking Supply

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



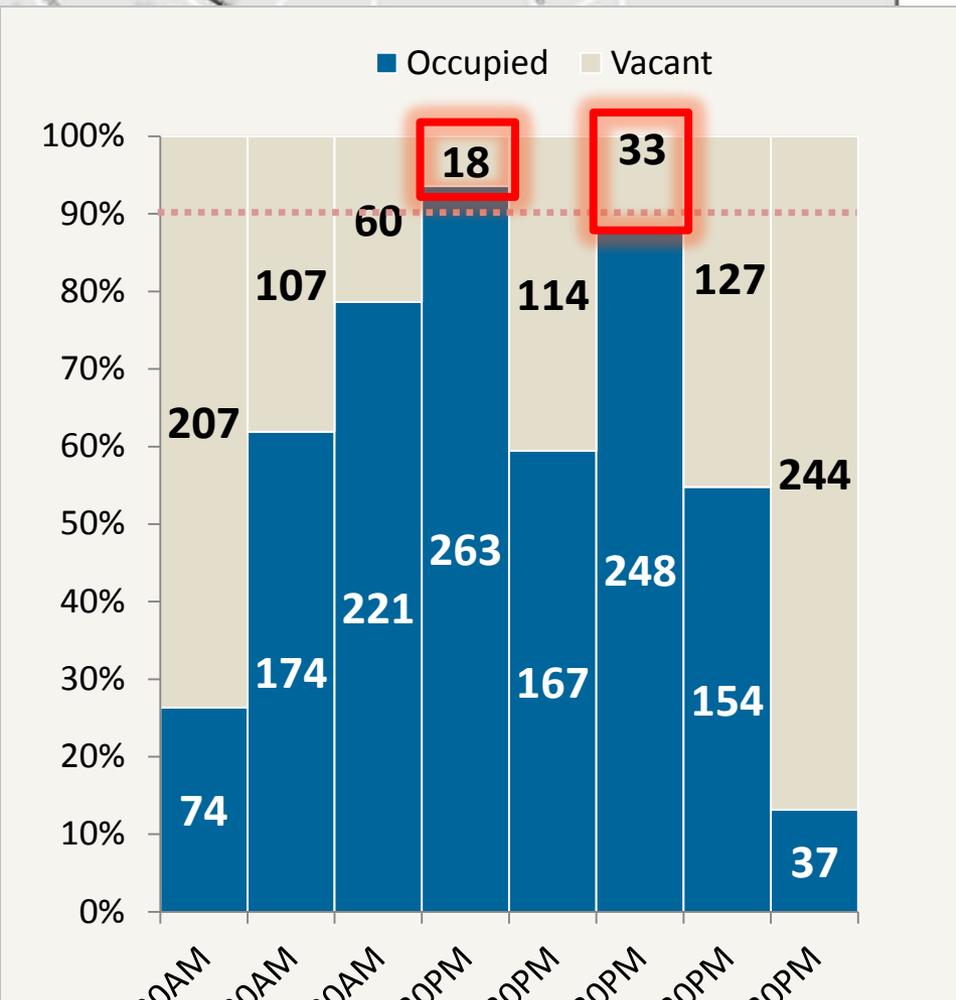
LEXINGTON CENTER PARKING - PUBLICLY ACCESSIBLE VS RESTRICTED ACCESS SPACES 1/3/14

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

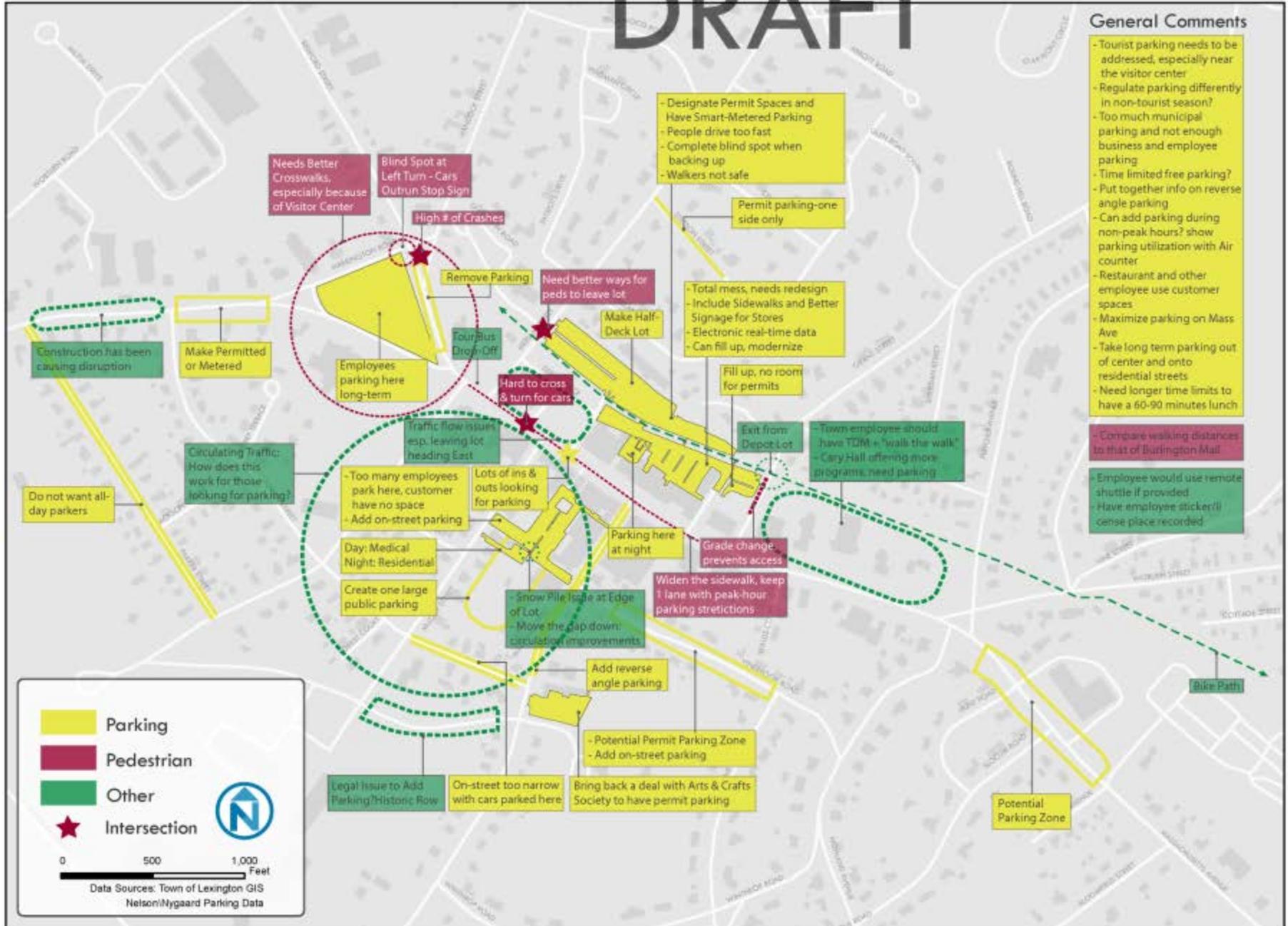


LEXINGTON CENTER PARKING - PUBLICLY ACCESSIBLE VS RESTRICTED ACCESS SPACES 1/3/14

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



DRAFT



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**”

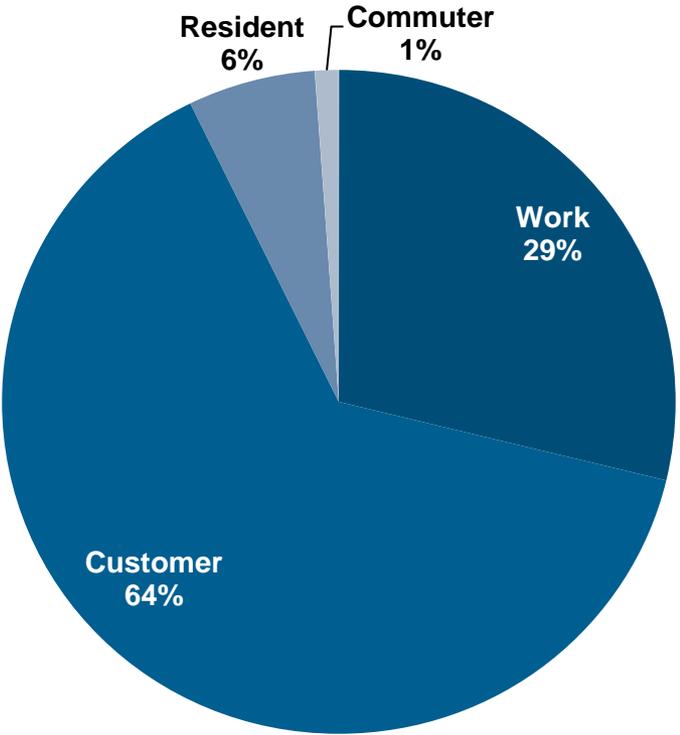
“Need **better bike parking** in front of merchants”

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

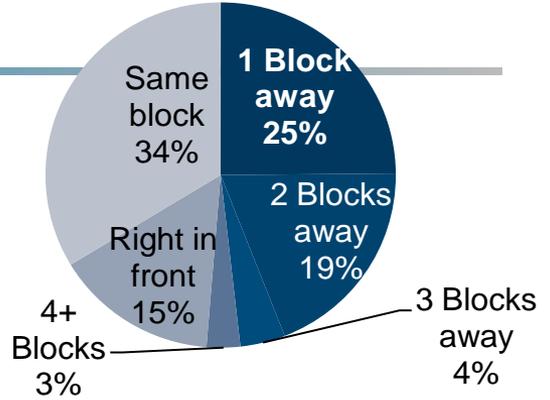
**ROUGHLY 1/2 OF PEOPLE
PARK OVER A BLOCK AWAY**

Online Survey: 500+ Responses!

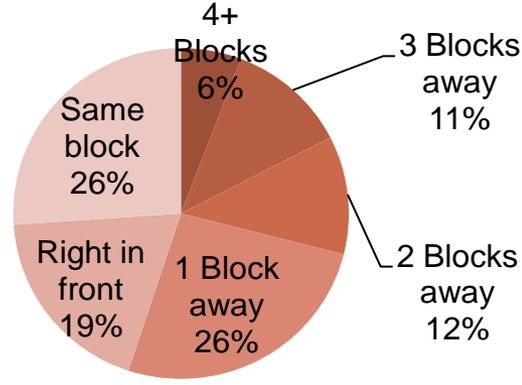
WHO PARTICIPATED?



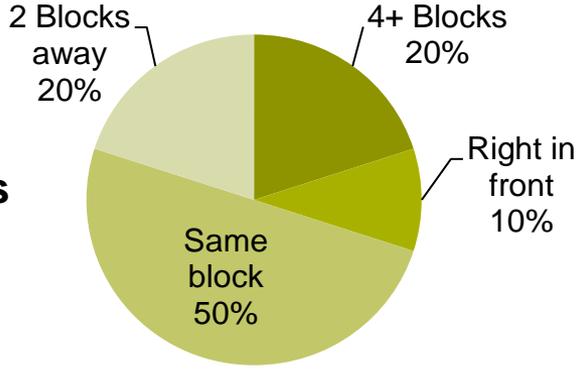
Visitors & Customers



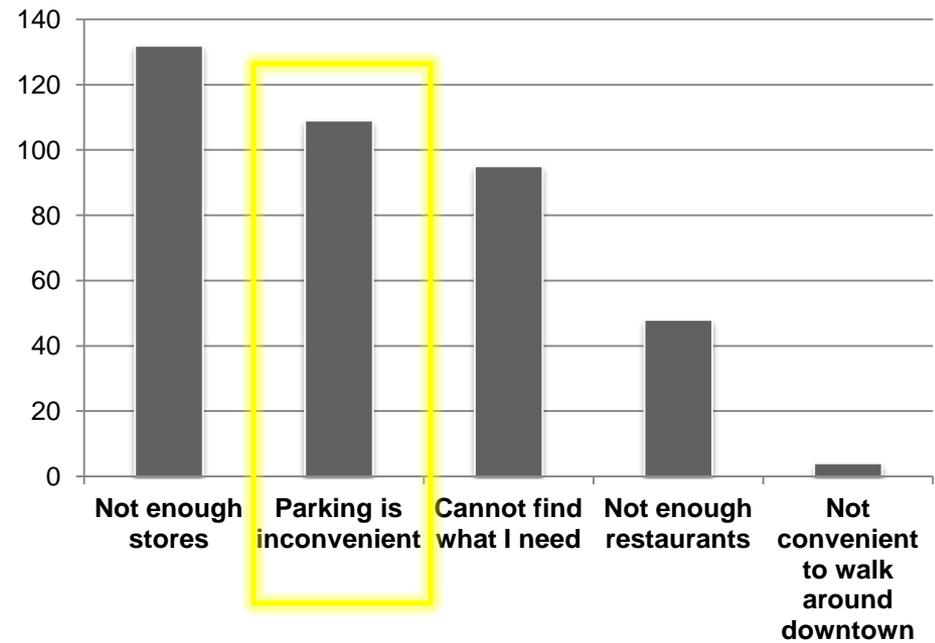
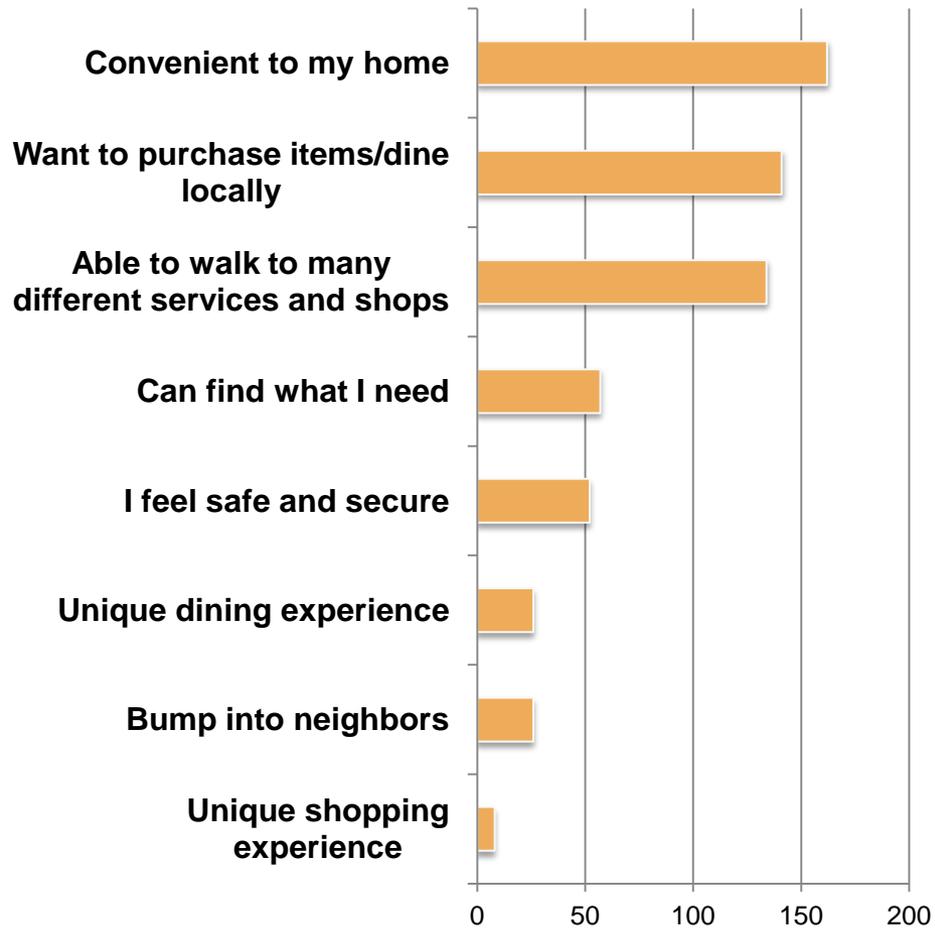
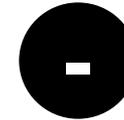
Employees



Residents



Survey: Why you do (or don't) come to the Center



January 15, 2014 Public Meeting

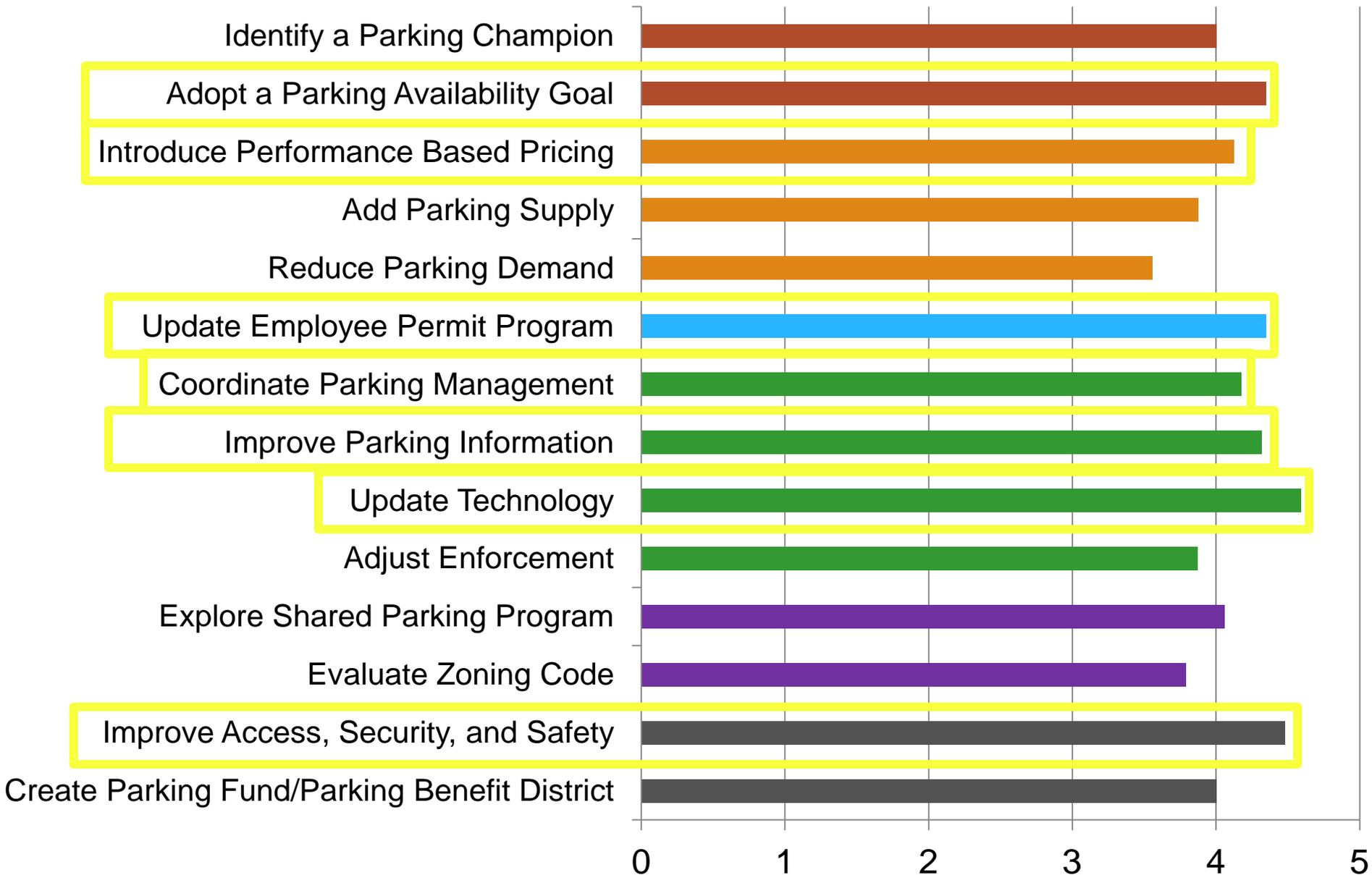


January 15, 2014 Public Meeting

Lexington Center Parking Management Plan & Implementation - Prioritization Exercise

	Proposed Strategy	Prioritization					Comments
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
A Manage Parking More Effectively							
A1	Identify a Parking Champion						
A2	Adopt a Parking Availability Goal						
B Increase Parking Availability							
B1	Introduce Performance Based Pricing						
B2	Add Parking Supply						
B3	Reduce Parking Demand						
C Accommodate Short and Long Term Parking							
C1	Update Employee Permit Program						
D Simplify Parking System							
D1	Coordinate Parking Management						
D2	Improve Parking Information						
D3	Update Technology						
D4	Adjust Enforcement						
E Support Economic Development Goals							
E1	Explore Shared Parking Program						
E2	Evaluate Zoning Code						
F Integrate Solutions with Town Center Environment							
F1	Improve Access, Security, and Safety						
F2	Create Parking Fund/Parking Benefit District						

Prioritization (0=strongly disagree; 5=strongly agree)



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Lexington Parking Goals and Expectations

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



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

Parking Management Approach

Create Available Parking

- Demand-Based Pricing
- Employee Permit Program
- Technology
- Enforcement

Improve Administration

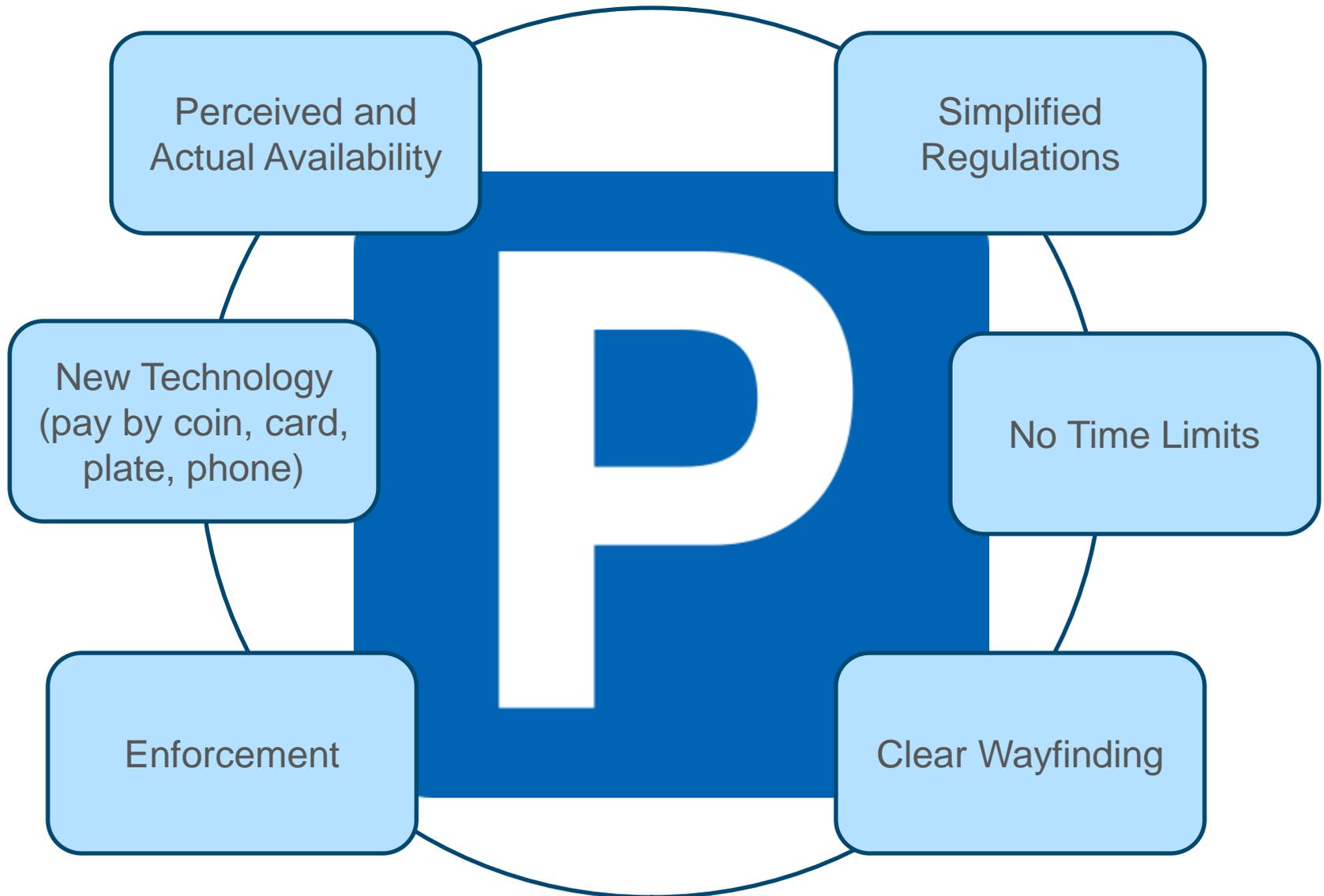
- Information
- Shared Parking Program
- Zoning/Regulatory Updates
- Ongoing Management

Invest in the Center

- Parking District
- Access Improvements
- TDM
- Other Center Improvements

Create Available Parking

Measures to Enhance Parking Availability and Convenience



Parking Availability Goal

- One empty space per block face
 - ~ 15% availability on-street
 - ~ 10% availability off-street
- Monitoring and evaluation needed



DRAFT



Parking Utilization

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

* Stacked cars in lot

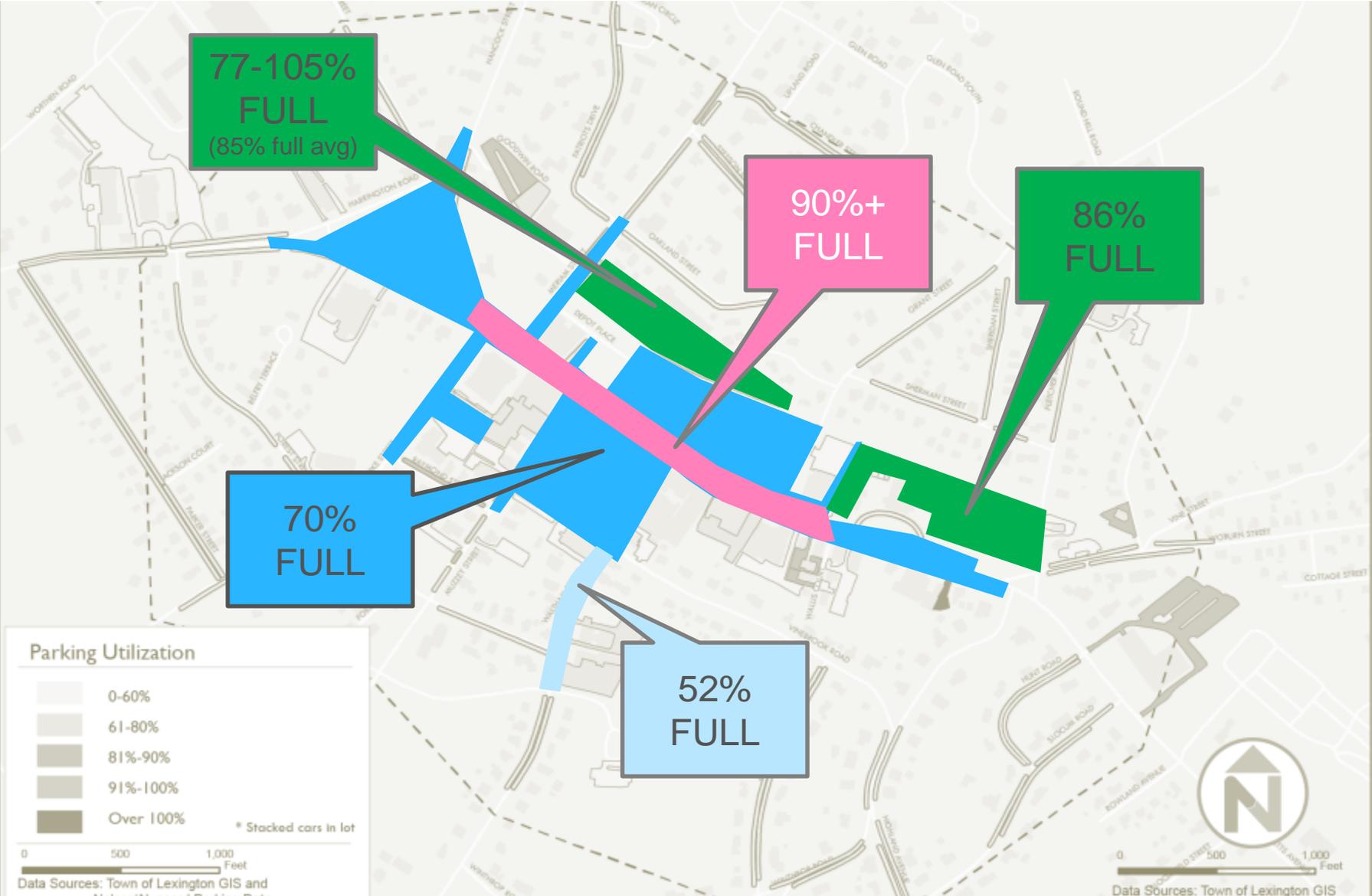
0 500 1,000 Feet

Data Sources: Town of Lexington GIS and Nelson\Nygaard Consulting Associates, Inc.

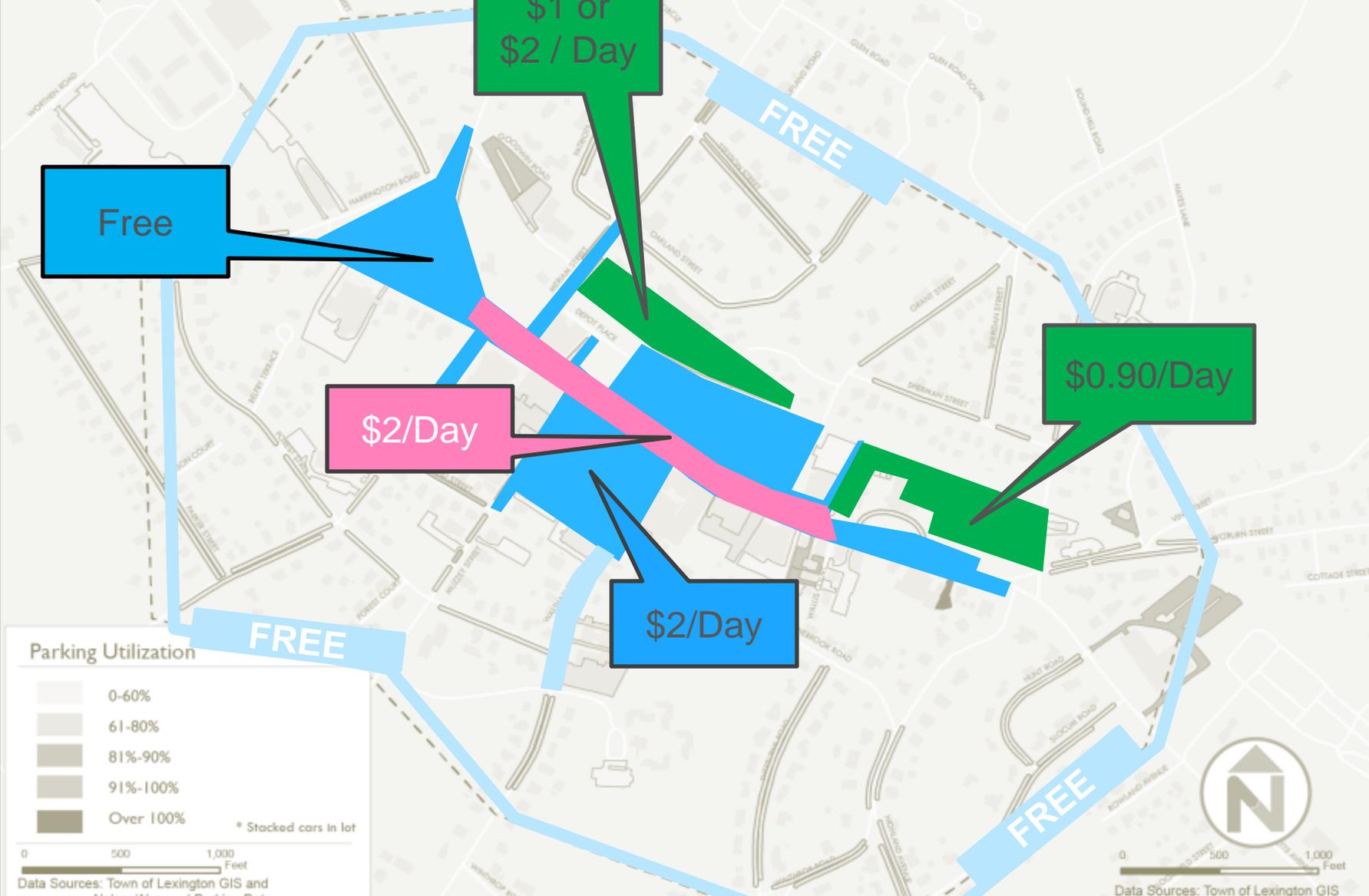
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Data Sources: Town of Lexington GIS

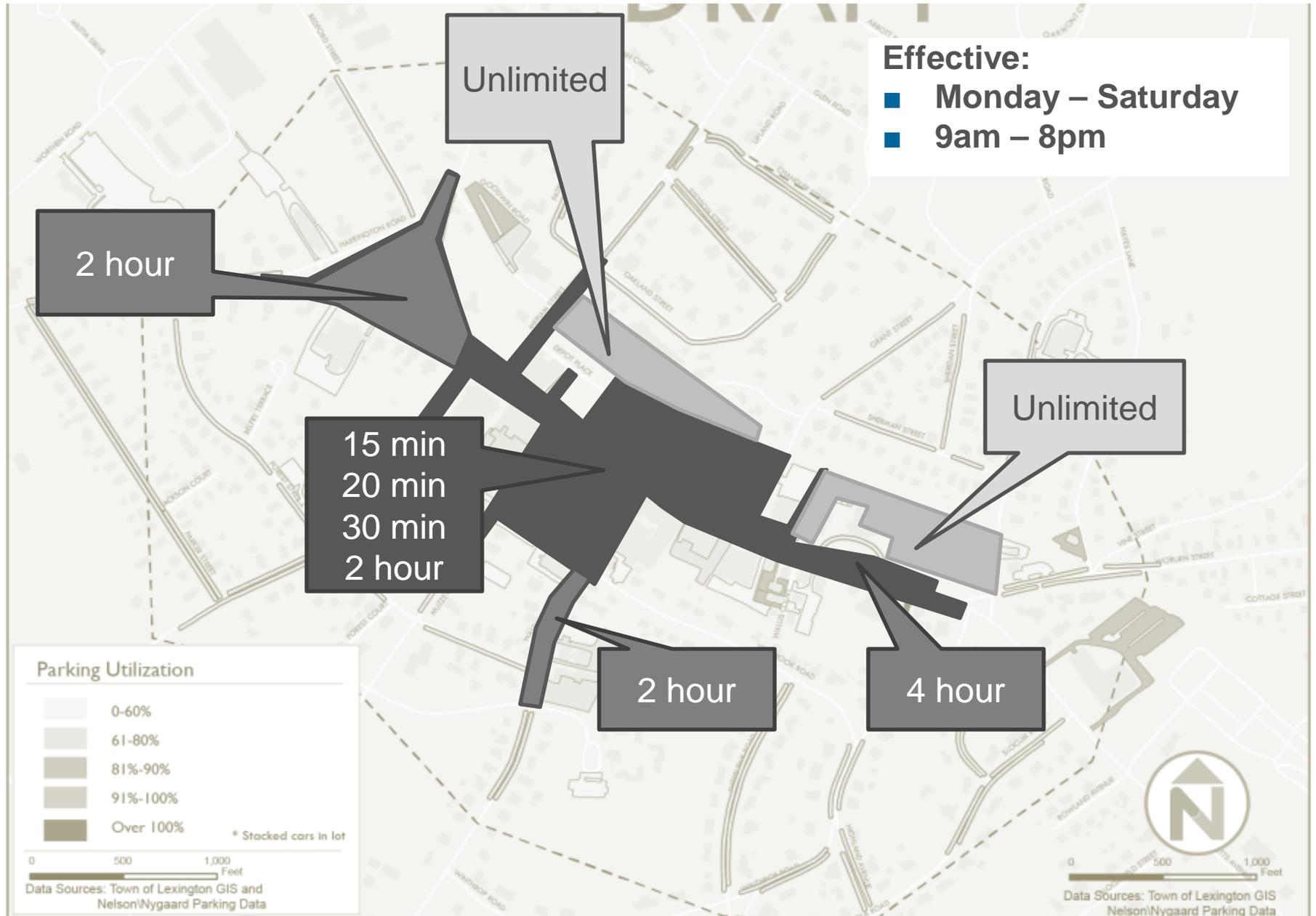
Public Parking Facility Availability



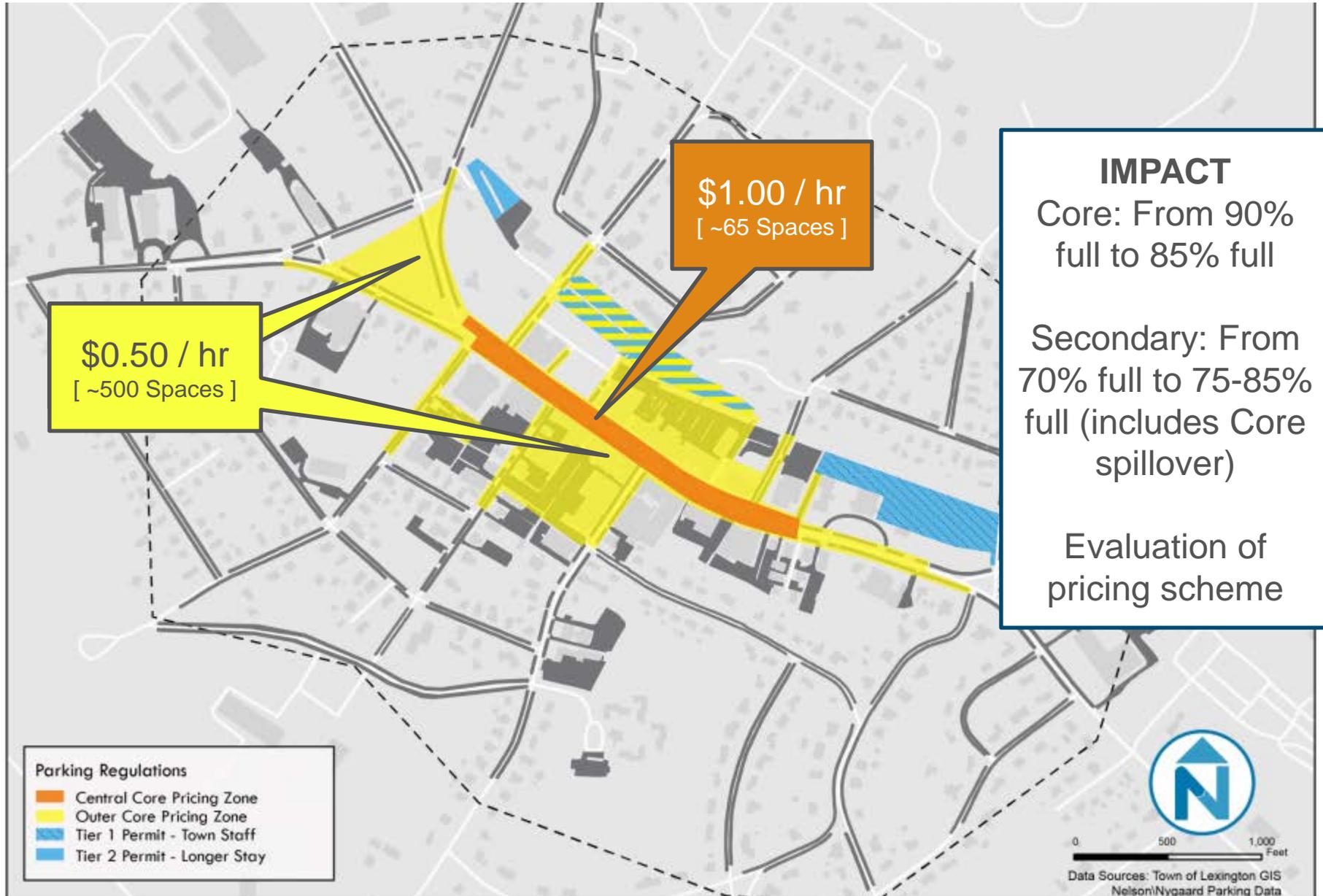
Public Parking Utilization: Existing User Fee per Day



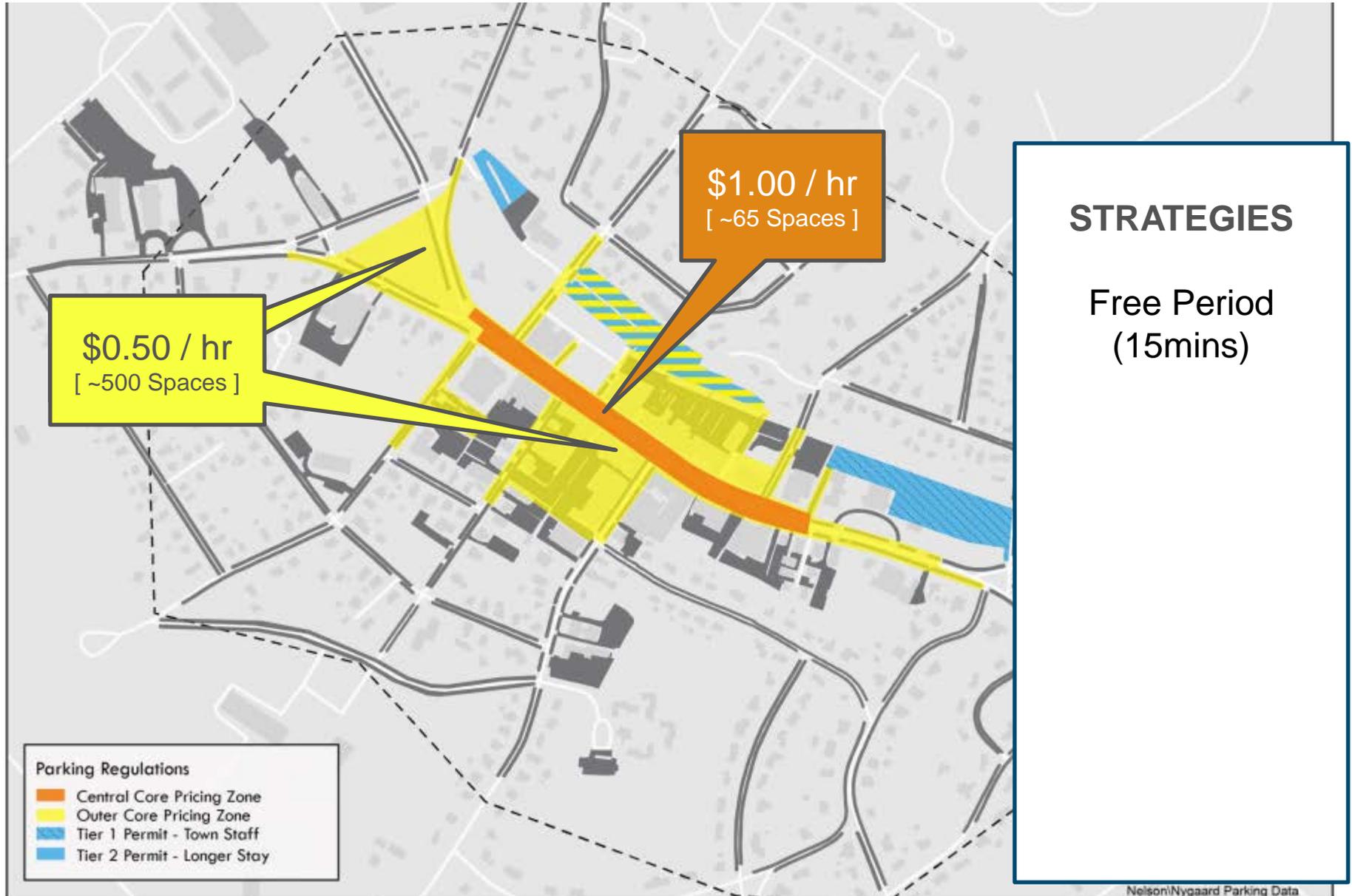
Public Parking Utilization: Existing Time Limits



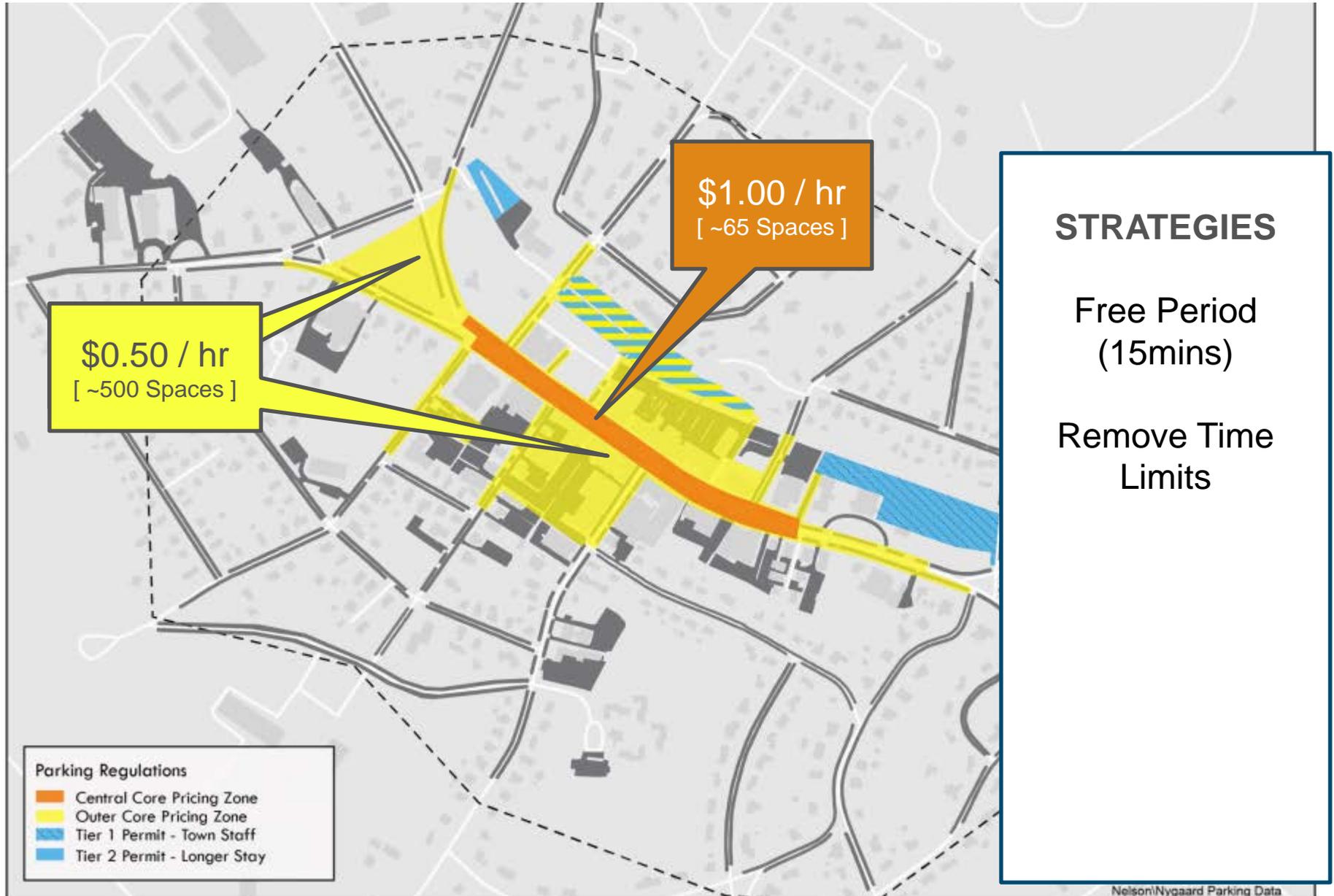
Create Availability through Pricing On-Street



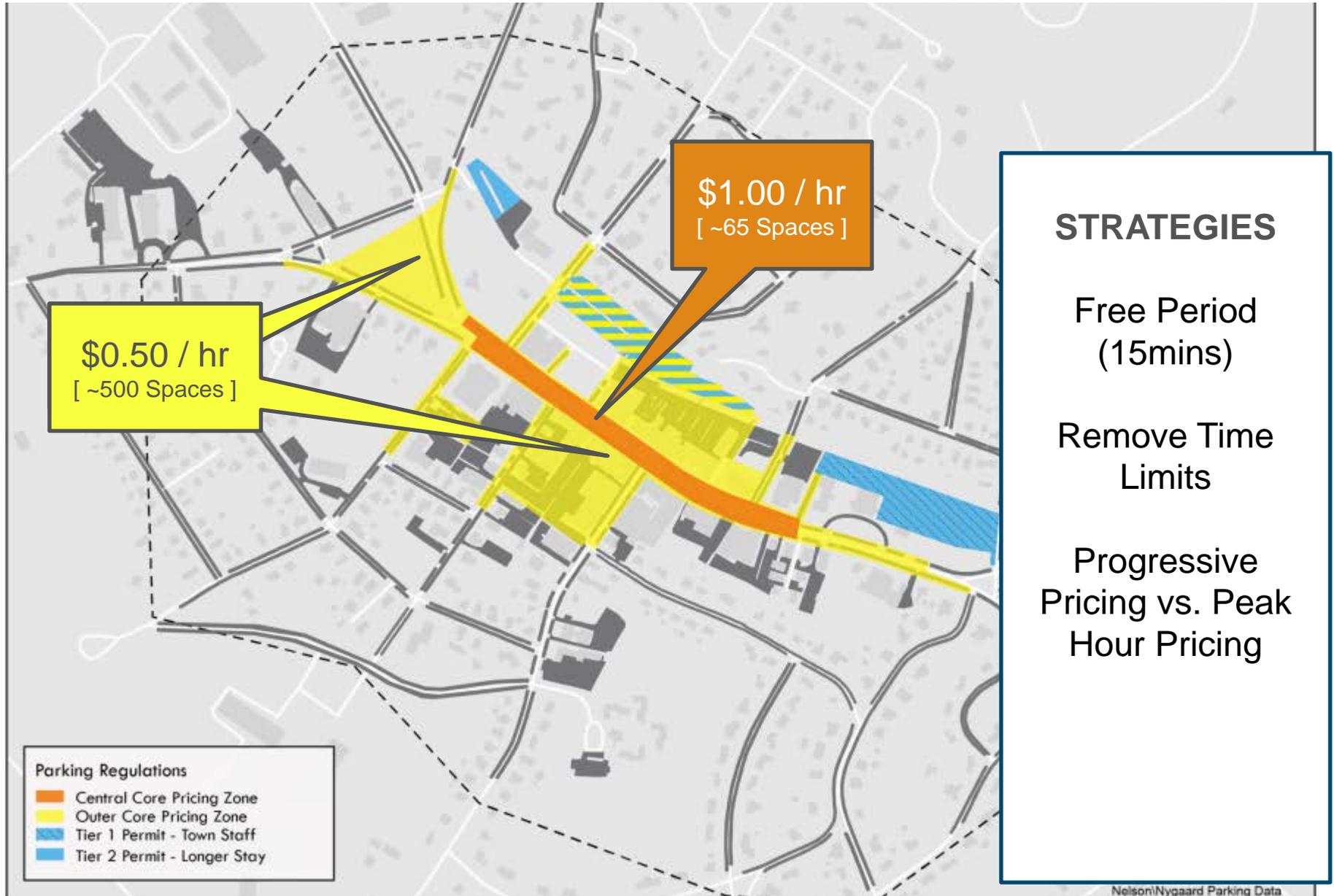
Create Availability through Pricing On-Street



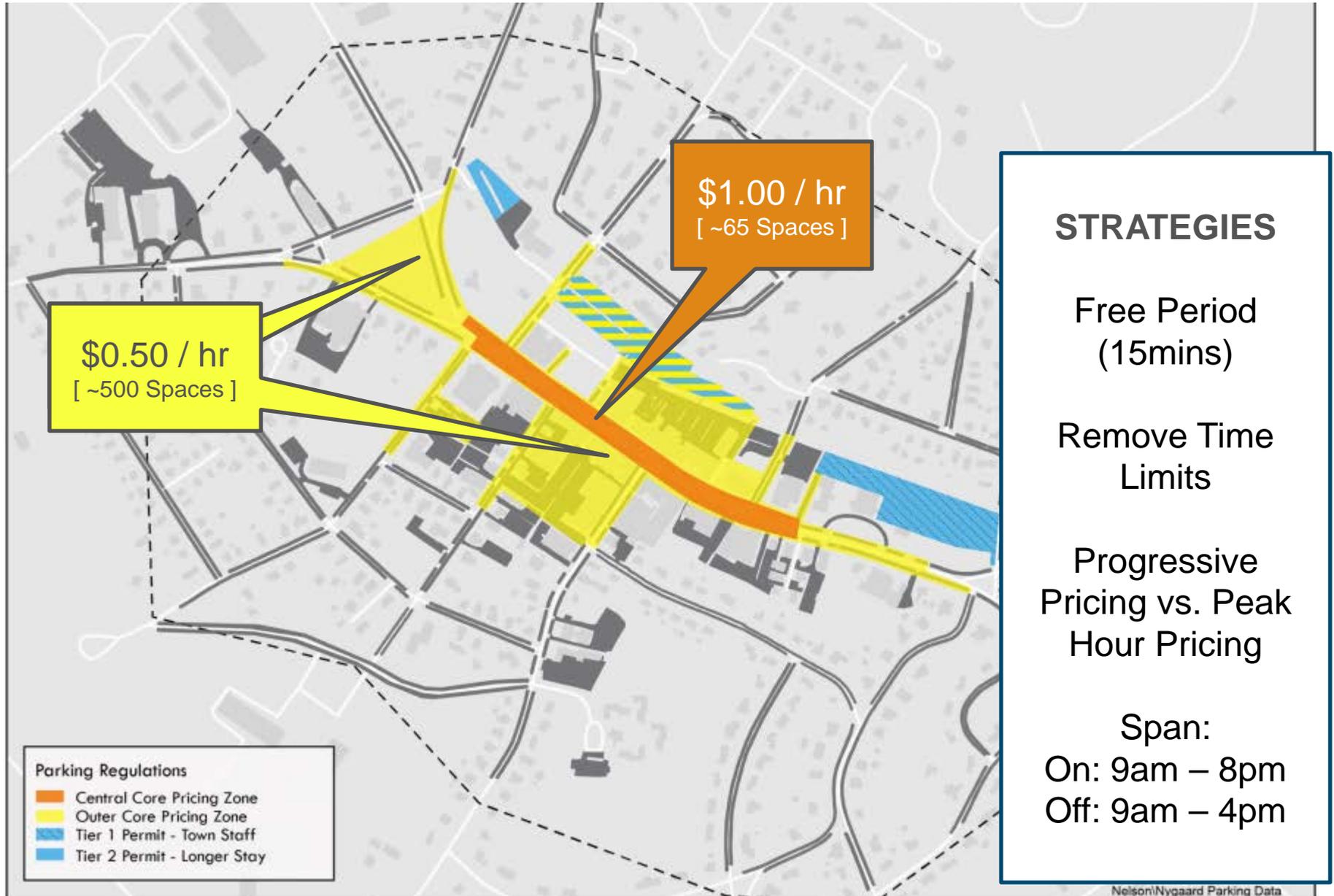
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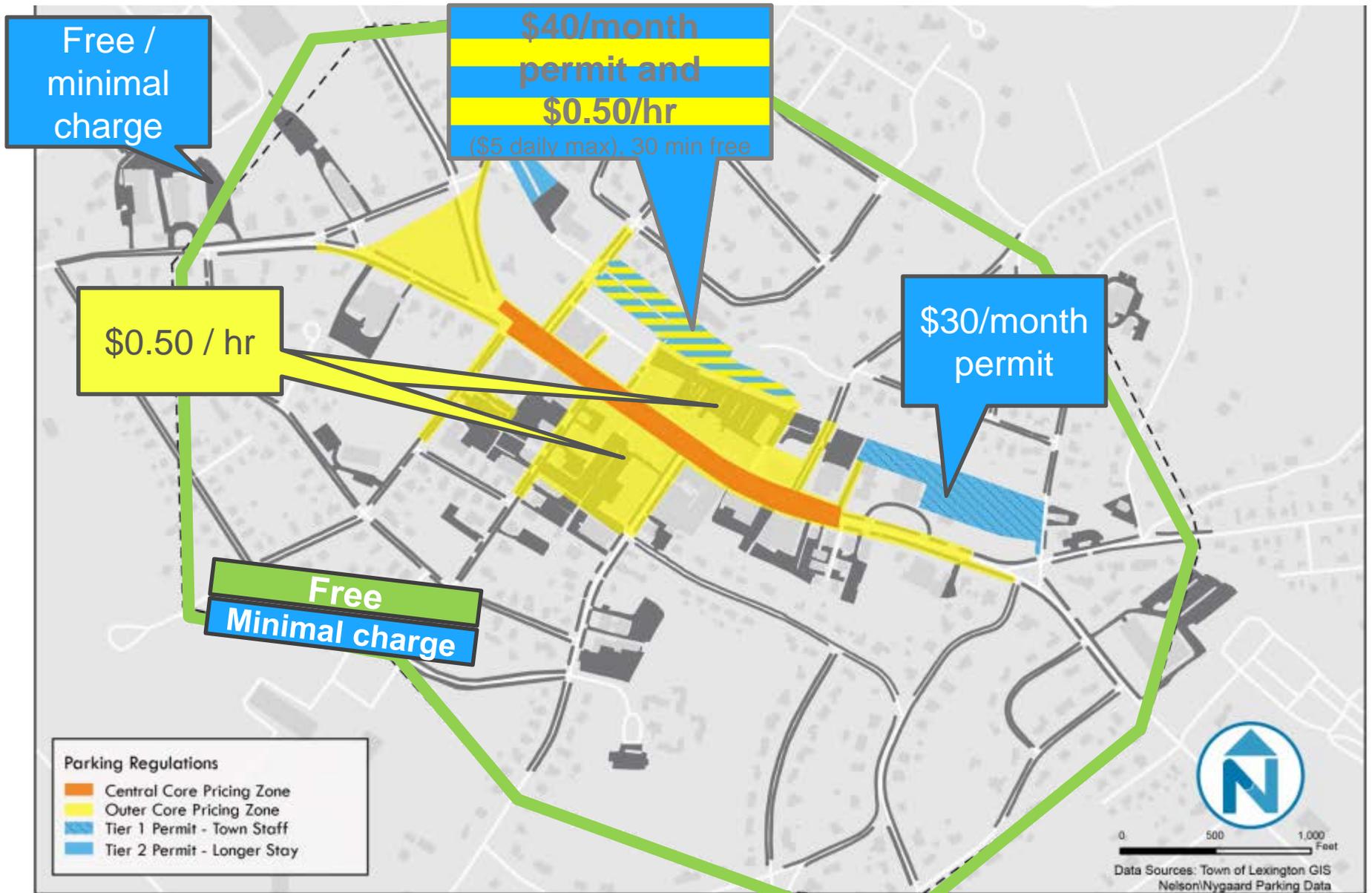
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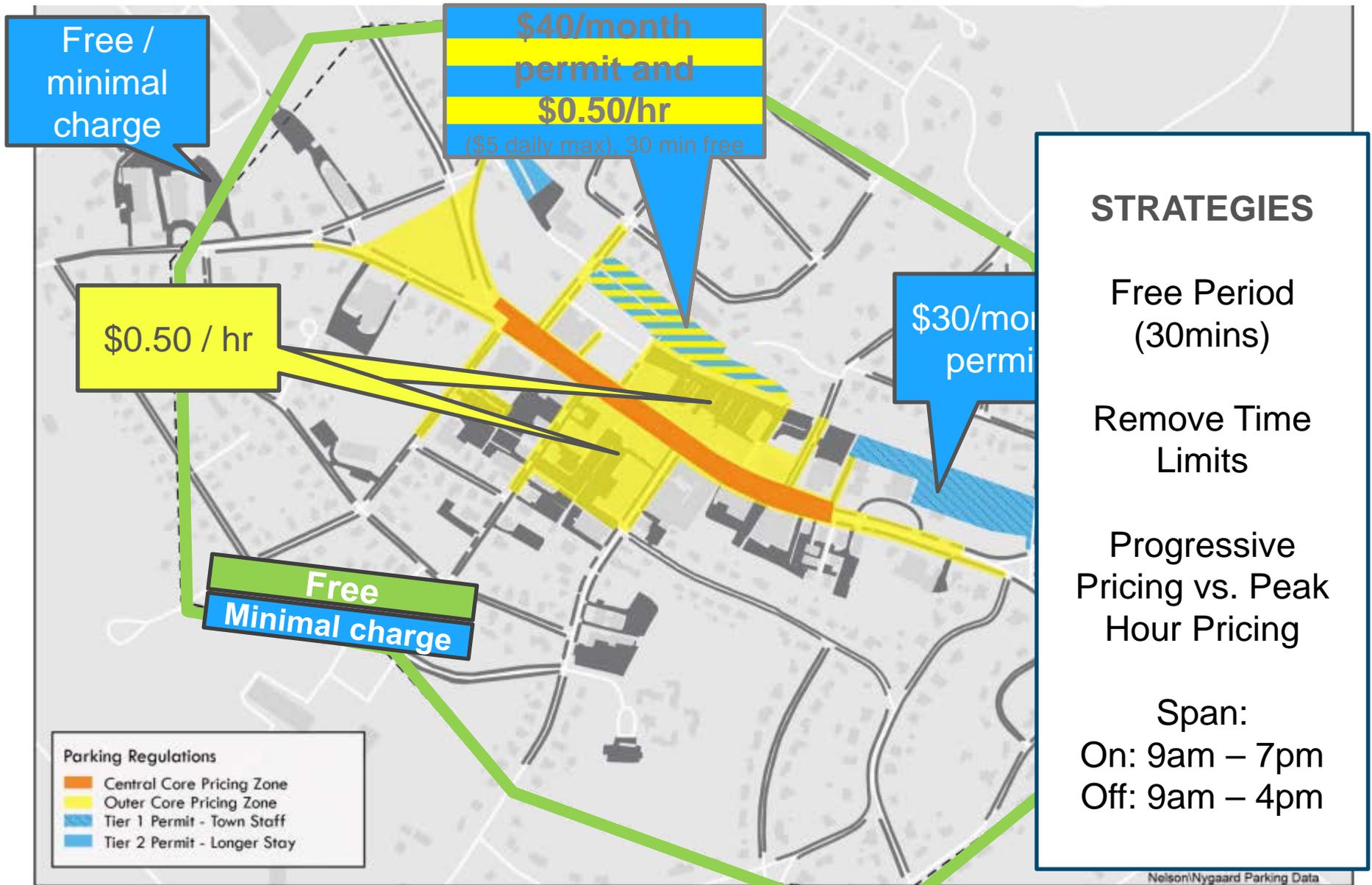
Create Availability through Pricing On-Street



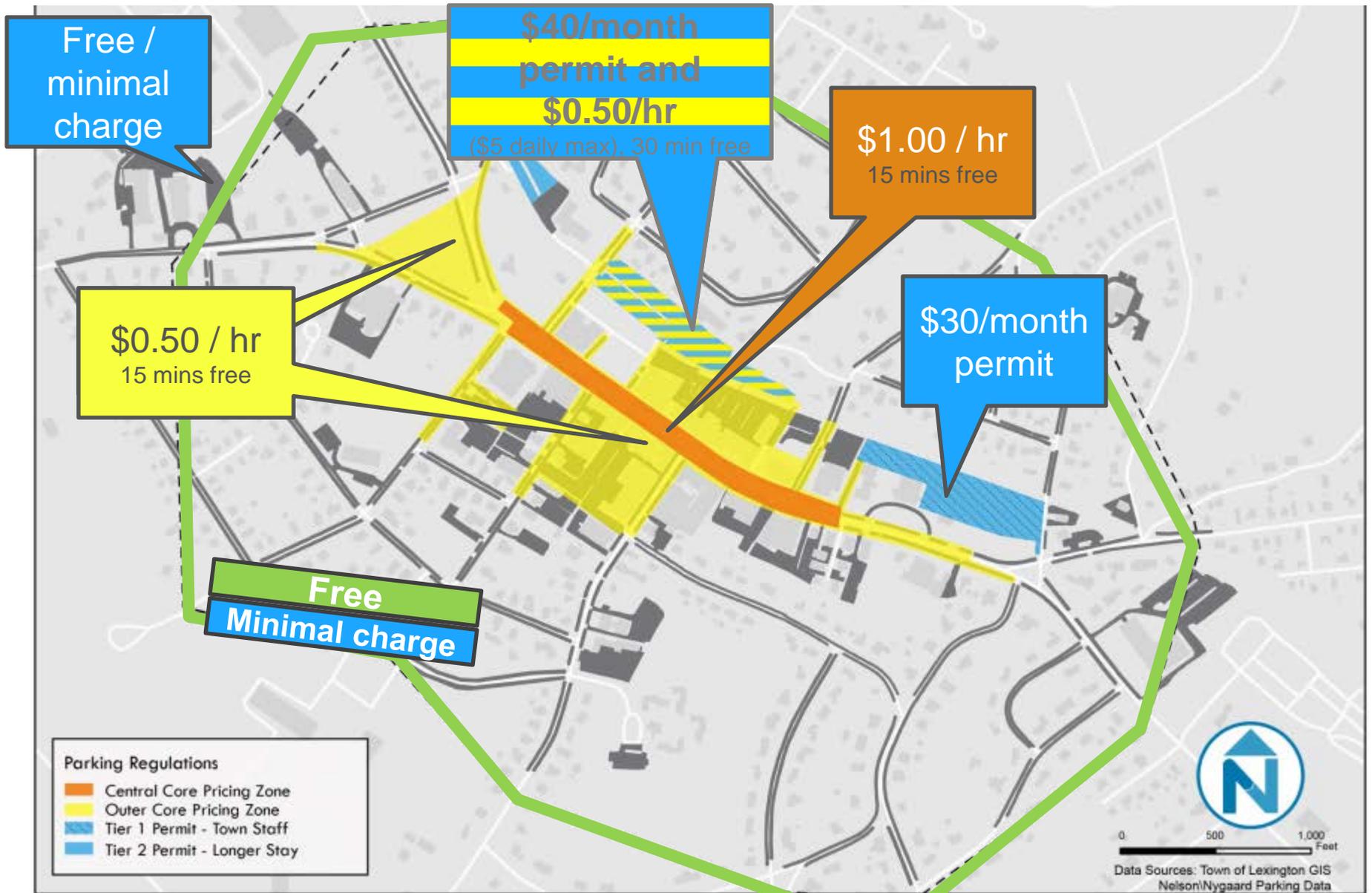
Create Availability through Pricing Off-Street



Create Availability through Pricing Off-Street



Create Availability through Pricing On-Street + Off-Street



Long-Term Parking Permits

- Monthly pricing (but can buy 12 passes)
- Web-based system for purchasing/renewals
- Permits by license plate
- Two Tier System
 - Tier 1: Town Hall Lot and Depot Lot
 - Tier 2: Church Lots, street parking
 - Other shared parking agreements: TBD

Type	Today's Locations	Proposed Locations	Today's Price Per Day	Proposed Price Per Day
Tier 1	Depot	Depot, Town Hall	\$1.00	\$2
Tier 2	Church, Town Hall	Church Lots, Street Parking, other	\$0.90	\$1 and free

Criteria for More Potential Parking on Side Streets

Criteria:

- Street Width
 - # Driving Lanes
 - One-Way vs Two-Way
 - # Desired Parking Lanes
- Traffic Volume
- # Curb Cuts for Sidewalks and Driveways
- Presence of Sidewalks / ADA Accessibility
- Historic Character of Street
- Proximity to Attractions/Paths
- Sightlines and Topography
- Intersection Impact

	ONE-WAY STREETS	TWO-WAY STREETS
PARKING 1 SIDE	12' TRAVEL LANE 7' PARKING LANE = 19' WIDTH	16' TRAVEL ROW 7' PARKING LANE = 23' WIDTH *
PARKING 2 SIDES	12' TRAVEL LANE 2 X 7' PARKING LANES = 26' WIDTH	16' TRAVEL ROW 2 X 7' PARKING LANES = 30' WIDTH *



Process for Considering Parking on Side Streets

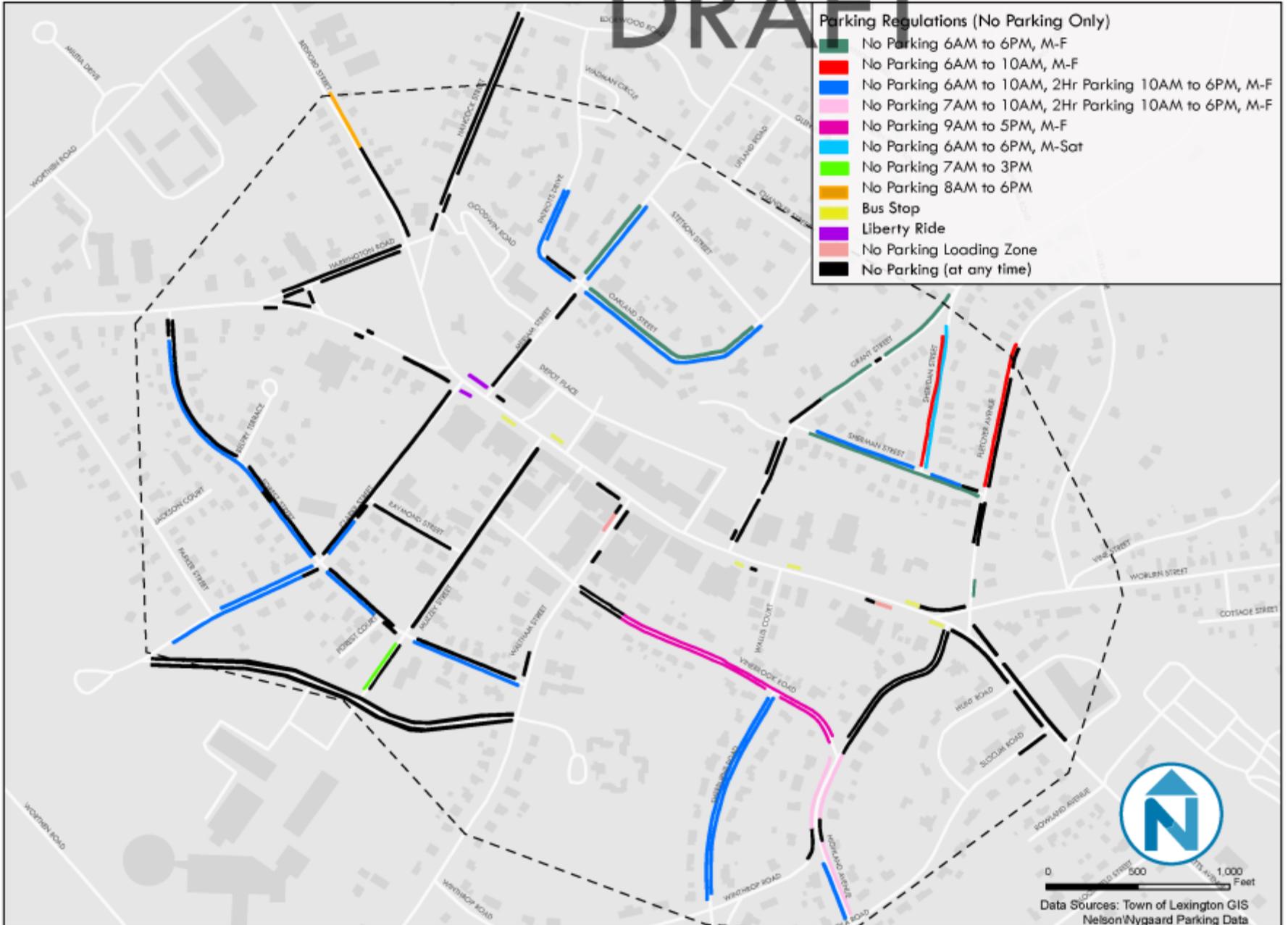
1. Subcommittee + residents evaluate individual blocks
2. Evaluation uses common set of criteria
3. If meets criteria:
 1. Four hour parking or all day with **long-term permit**
 2. Identify restrictions (number of spaces, sides of street, etc)
 3. Update signage and ordinance
 4. Issue Specified # of Permits per Street (Aiming for Availability)
4. If does not meet criteria:
 1. Simplify regulation
 2. Update signage and ordinance
5. Evaluation
 1. 6 months
 2. 1 year

LEXINGTON CENTER PARKING- NO PARKING ONLY

DRAFT

Parking Regulations (No Parking Only)

- No Parking 6AM to 6PM, M-F
- No Parking 6AM to 10AM, M-F
- No Parking 6AM to 10AM, 2Hr Parking 10AM to 6PM, M-F
- No Parking 7AM to 10AM, 2Hr Parking 10AM to 6PM, M-F
- No Parking 9AM to 5PM, M-F
- No Parking 6AM to 6PM, M-Sat
- No Parking 7AM to 3PM
- No Parking 8AM to 6PM
- Bus Stop
- Liberty Ride
- No Parking Loading Zone
- No Parking (at any time)



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

Technology and Enforcement

Recommendation

- Pay by license plate
- Combine meters & kiosks
- Pay by cell
- Real-time availability information @ Depot
- Integration with enforcement equipment
- Integration with Streetscape Plan



Technology and Enforcement

Strategy: Revise Enforcement Procedures

- Technology makes enforcement more efficient/effective
 - License Plate Recognition
 - Coordination with expiring plates
- Able to cover more area
- Vary span of coverage
- Customer-first policy
 - First ticket free
 - Enforcement as Center ambassadors



Parking Management Approach

Create Available Parking

- Demand Based Pricing
- Employee Permit Program
- Technology
- Enforcement

Improve Administration

- Information
- Shared Parking Program
- Zoning
- Ongoing Management

Invest in the Center

- Parking District
- Access Improvements
- TDM
- Other Center Improvements

Improve Administration

Identify a Parking Champion



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

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!

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.

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

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

11

Sort By: NEWEST OLDEST POPULAR

13

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Tweet



Share

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+1

0

Email

Integrated Parking Policies

Coordinate Town's Parking Operation and Management

- **Manage system to the Parking Availability Goal**
- **Continue to work with Center Committee**
- **Oversight of parking funds and revenue**
- **Coordinate enforcement policy**
- **Parking provision/zoning**
- **Approve requests for curbside changes**
- **Manage (but not administer) permit program**
- **Broker shared use arrangements (lots, side streets)**

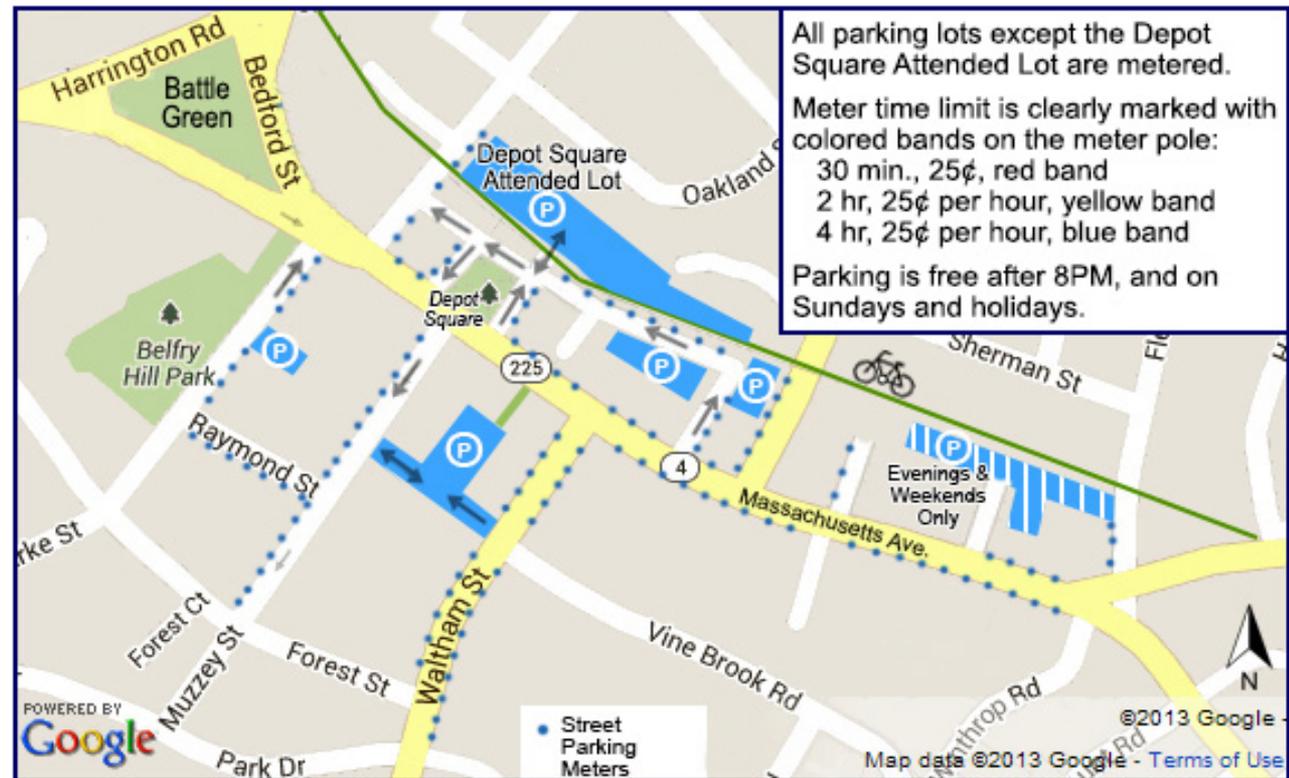
Strategy: Improve Parking Information

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

Parking Signing



Parking Map



Strategy: Improve Parking Information

CELEBRATE



the Center

Arlington, MA

SHOP, EAT and BE ENTERTAINED

A vibrant local shopping, dining, and entertainment district in Arlington, **THE CENTER** stretches from Academy Street to Franklin Street along Massachusetts Avenue, including Medford Street, and the businesses in Broadway Plaza.

 Find us on Facebook

Join us for ongoing and special events

First Fridays
Start your weekend here!

Holiday Stroll
First weekend in December

Music and Art Festival
Mid September

Town Day
Mid September

Farmer's market
June thru October
Wednesdays 2 - 6:30pm
in the parking lot behind the Chamber of Commerce

*** CULTURAL SITES**

- A. Jefferson Cutter House
- Arlington Chamber of Commerce
- Cyrus E. Dallin Art Museum
- Whittemore Park
- B. Uncle Sam Plaza
- C. First Parish UU Church
- D. Old Burying Ground
- E. Whittemore Robbins House
- F. Menotomy Indian Hunter Statue & Robbins Memorial Garden
- G. Arlington Friends of Drama
- H. Senior Center
- L. Fire Station

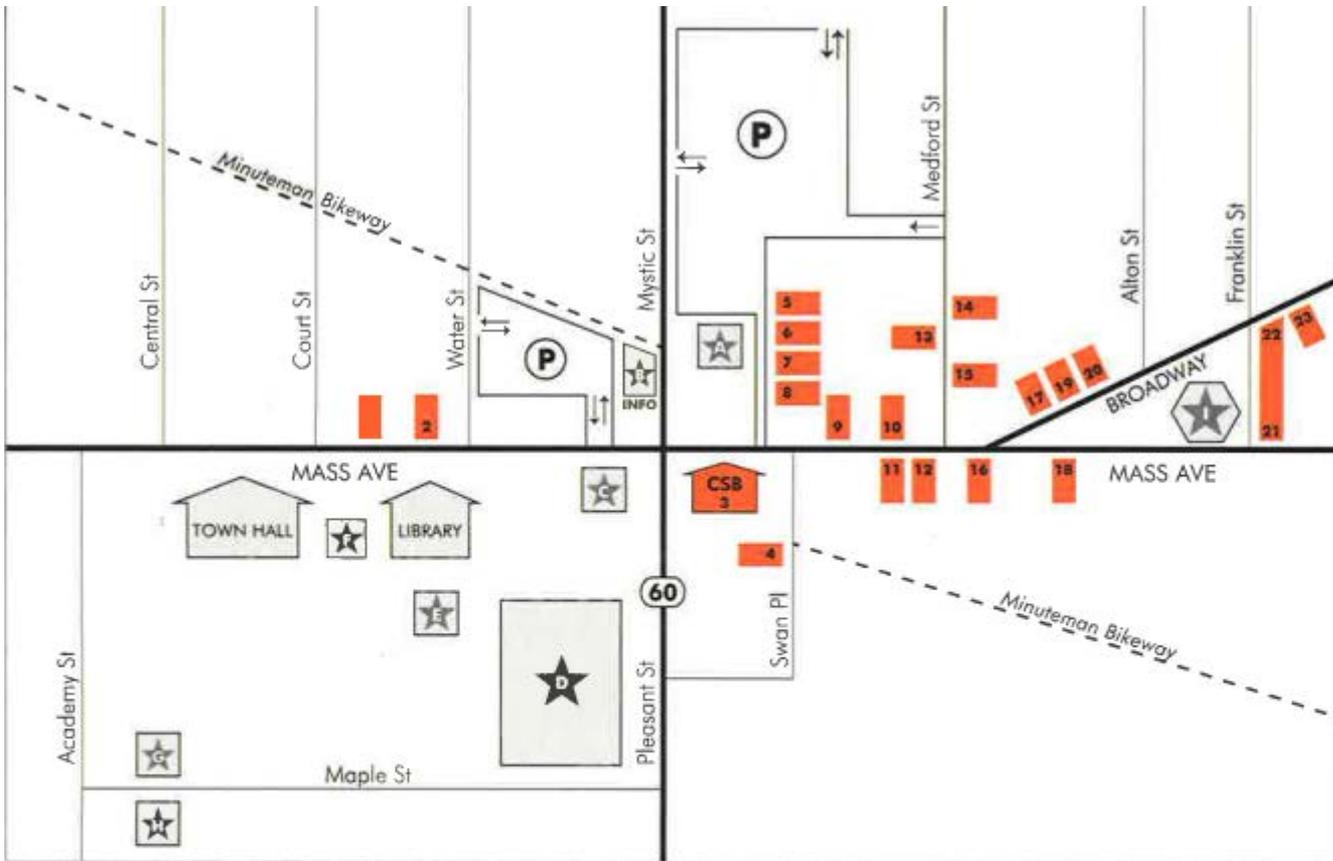
P meters in effect from 6pm to 6pm except Sundays and Legal Holidays

www.facebook.com/CelebrateTheCenter

- 1. Henry Beer's Park
 - 2. The Orange Hanger
 - 3. Cambridge Savings Bank
 - 4. Kickland Cafe
 - 5. Silver and Salt Photography
 - 6. Frames With a History
 - 7. Easy Does It Movements
 - 8. Restoration Services
- 9. Arlington Centered
 - 10. Chilly Cow
 - 11. Himalayan Crafts
 - 12. Derby Farm Flowers & Gardens
 - 13. Tradebuzz.com
 - 14. The Book Rack
 - 15. The Regent Theatre
 - 16. Ronald A. Niess Dispensing Optician

- 17. Common Ground
- 18. The Computer Cafe
- 19. Madrona Tree
- 20. Artful Heart Gallery
- 21. Helena's
- 22. Iola Parenting
- 23. Joseph's Design Group

Strategy: Improve Parking Information



- | | | |
|--------------------------------|---|---------------------------|
| 1. Henry Bear's Park | 9. Arlington Centered | 17. Common Ground |
| 2. The Orange Hanger | 10. Chilly Cow | 18. The Computer Cafe |
| 3. Cambridge Savings Bank | 11. Himalayan Crafts | 19. Madrona Tree |
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| 7. Easy Does It Movements | 15. The Regent Theatre | 23. Jacqui's Design Group |
| 8. Restoration Services | 16. Ronald A. Riesz Dispensing Optician | |

Join us for ongoing and special events

- First Fridays**
Start your weekend here!
- Holiday Stroll**
First weekend in December
- Music and Art Festivals**
- Town Day**
Mid September
- Farmer's market**
June thru October
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 - H. Senior Center
 - I. Fire Station

P meters in effect 8am to 6pm except Sundays and Legal Holidays

www.facebook.com/CelebrateTheCenter

ARLINGTON CENTER

Strategy: Improve Parking Information



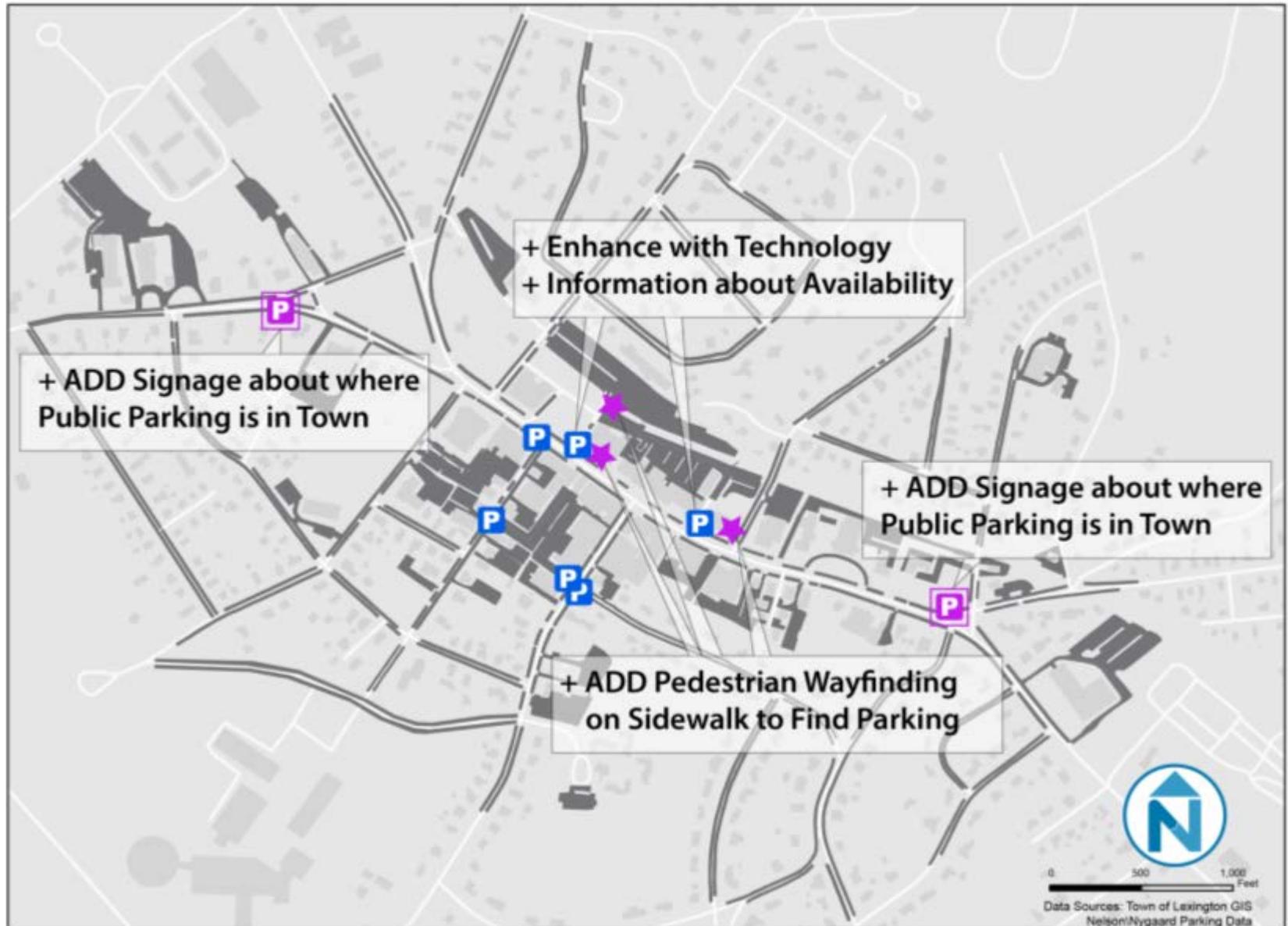
Strategy: Improve Parking Information (in Short-Term)



Strategy: Improve Parking Information



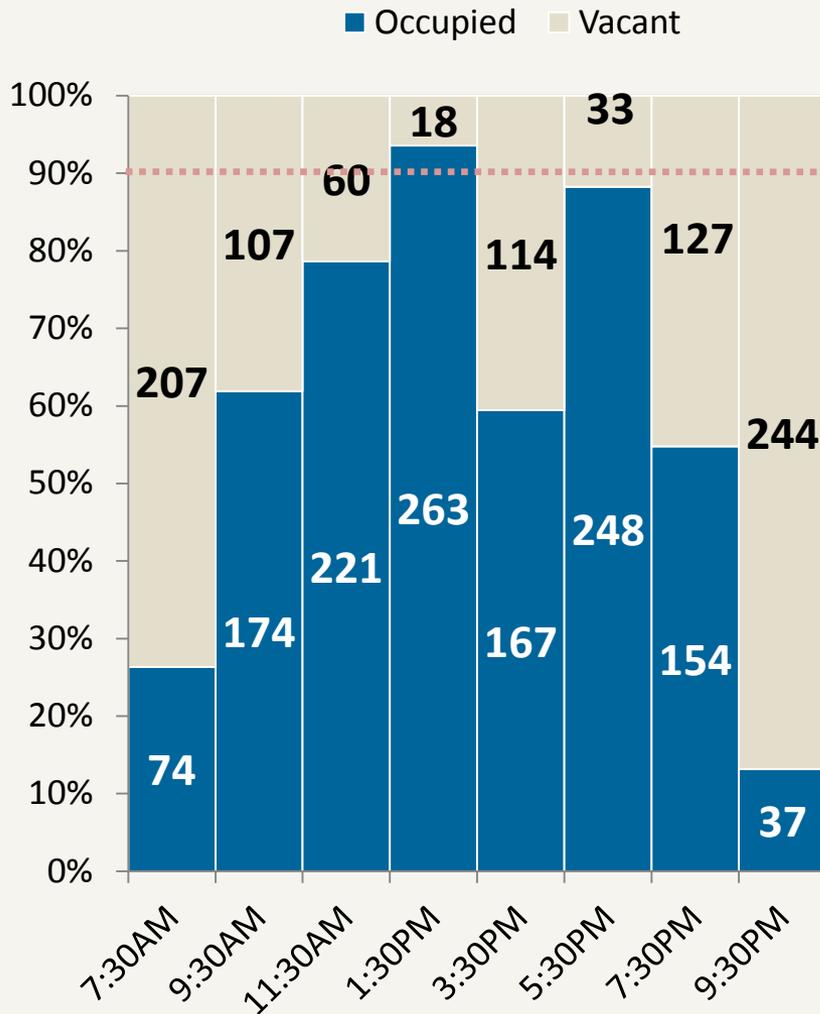
Strategy: Improve Parking Information with Signage



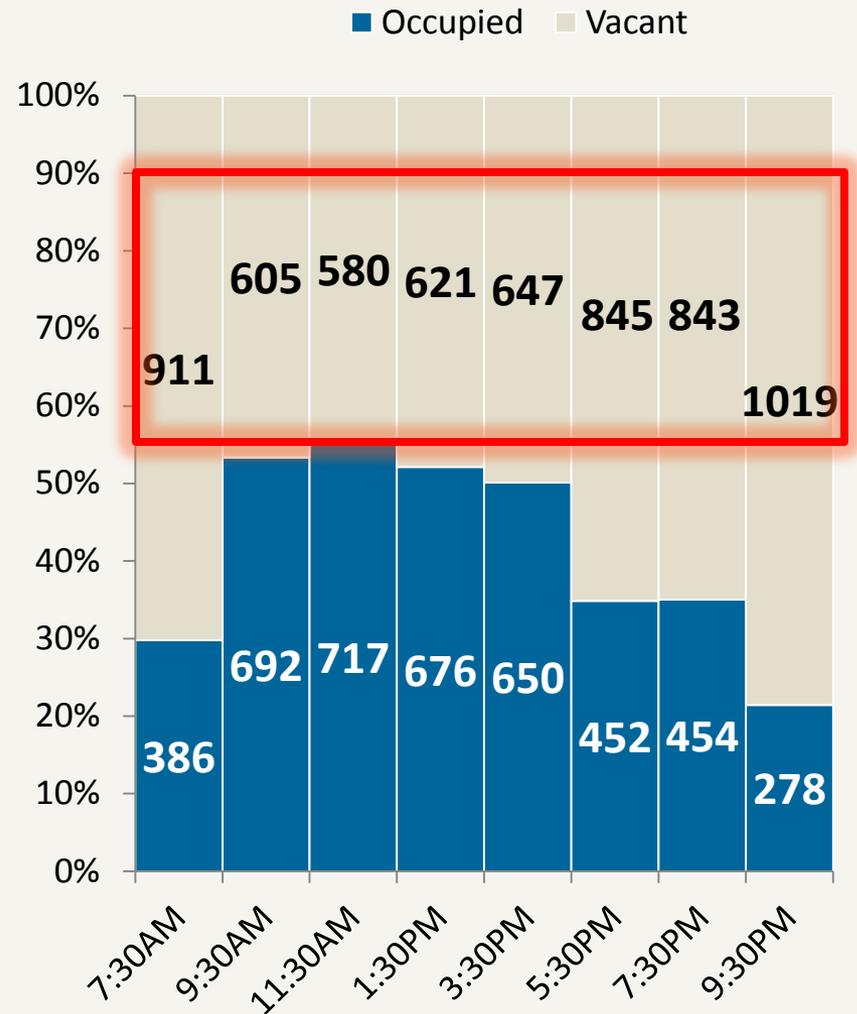
THURSDAY

Off-Street: Publicly Accessible vs. Restricted Access

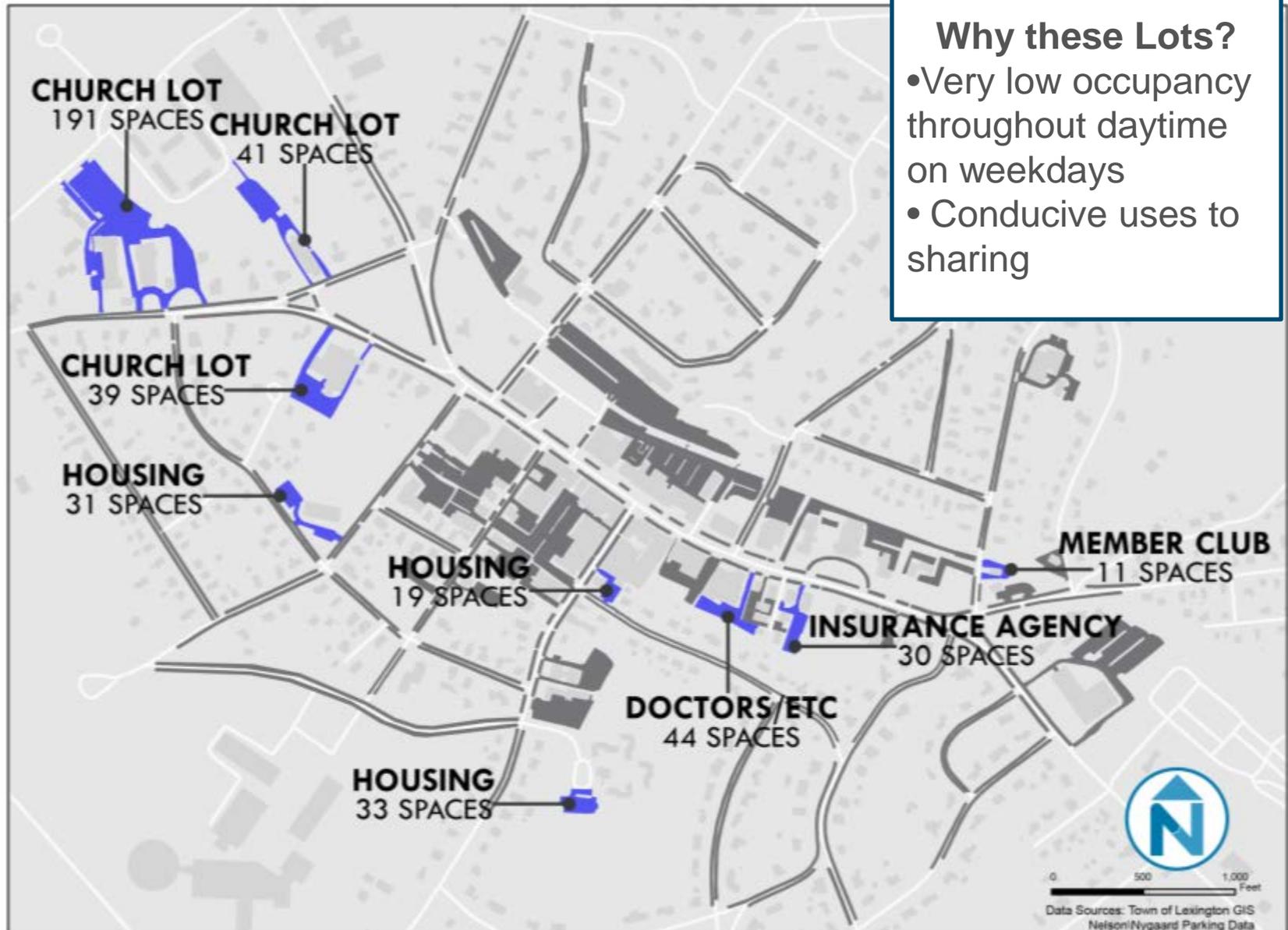
Public Access



Restricted Access



Private Parking Lots – 440 available spaces in these 9 lots (plus small lots)



Leveraging Spare Private Capacity

- Town leases private parking; offers up to two tiers
 - Higher payment for hourly parking;
 - ~50% Town margin affords landscape and signing improvements
 - Lower payment for permit parking;
 - ~25% Town margin affords striping and basic maintenance
 - Reconfigured/consolidated lots increase supply (and margin)
- Town provides maintenance & liability
- Town guarantees retained development rights

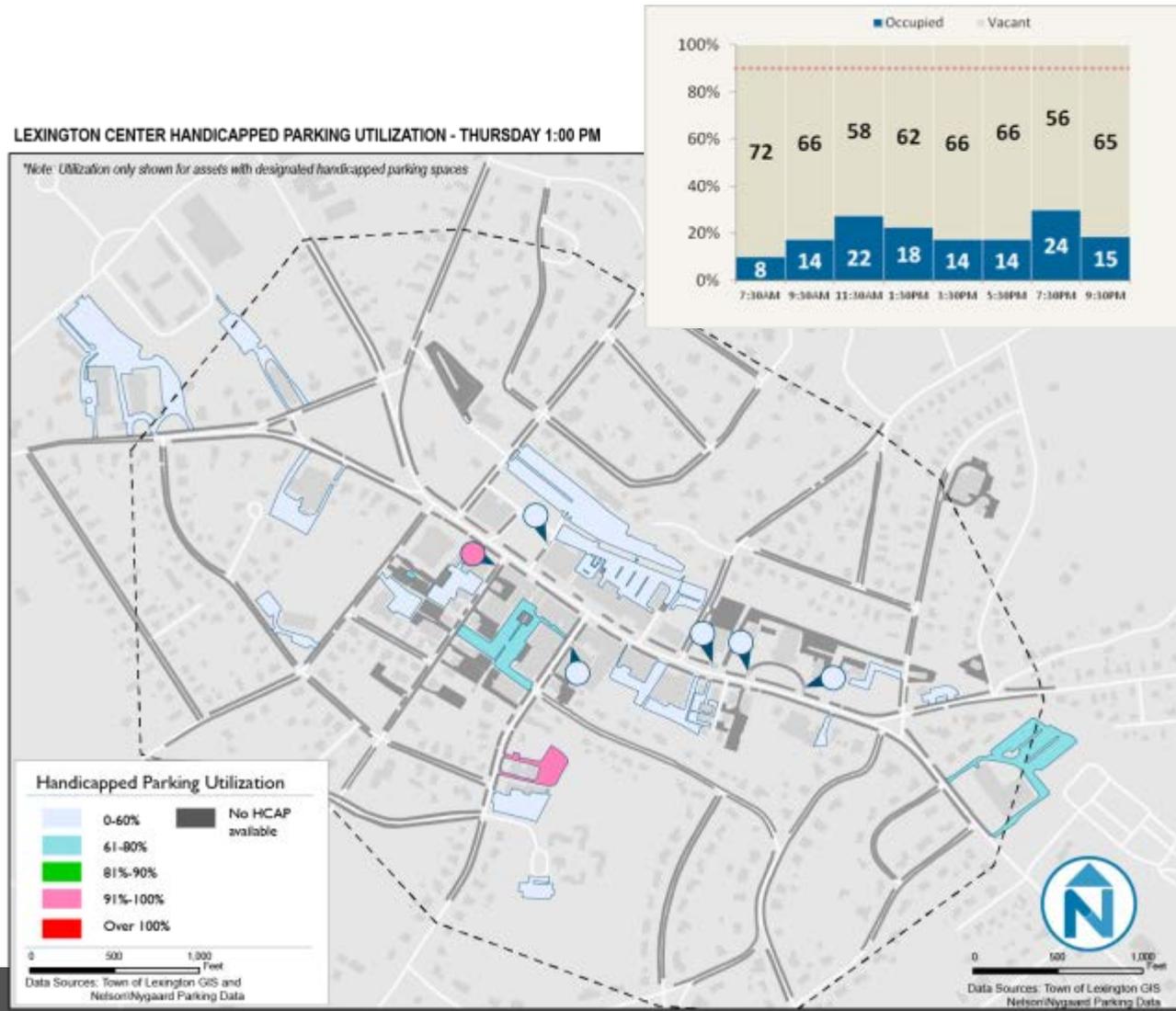
Update Curbside Regulations

Strategy: More Efficiently Use the Curb Integrate with DRAFT Streetscape Plan

- Taxi stands
- Loading zones
- LexPress
- MBTA stops (north side vs. south side)
- Parklet/On-Street Bike Parking
- Bicycle parking
- Crosswalks/visibility
- Handicapped Parking

Handicapped Parking

- Focus on creating general availability (not specifically designated) in Core
- Establish a policy on designated HP parking
 - Program
 - Process
 - Design Parameters (Streetscape Plan)
- Accessibility rules/guidelines
 - Rules are minimal
 - Accessibility guidance suggests more is needed



Zoning Updates

- Ensure parking is available for customers and visitors
- Evaluate development parking requirements
- Understand parking impacts of mix of uses
- Support tourist economy
- Other standards (shared parking, change of use, design standards)

Parking Management Approach

Create Available Parking

- Demand Based Pricing
- Employee Permit Program
- Technology
- Enforcement
- Information

Improve Administration

- Shared Parking Program
- Curbside Changes
- Zoning
- Ongoing Management

Invest in the Center

- Parking District
- Access Improvements
- TDM
- Other Center Improvements

Invest Parking Revenues into the Center

Invest in Town Center Environment

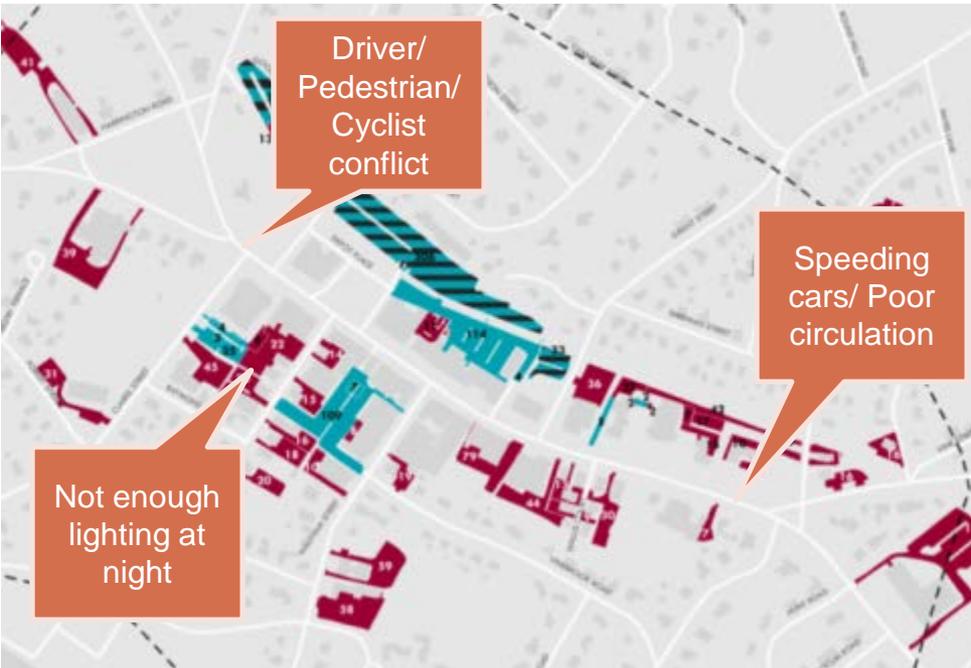
Goal: Parking Fund/ Parking Benefit District

- 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



Invest in Town Center Environment

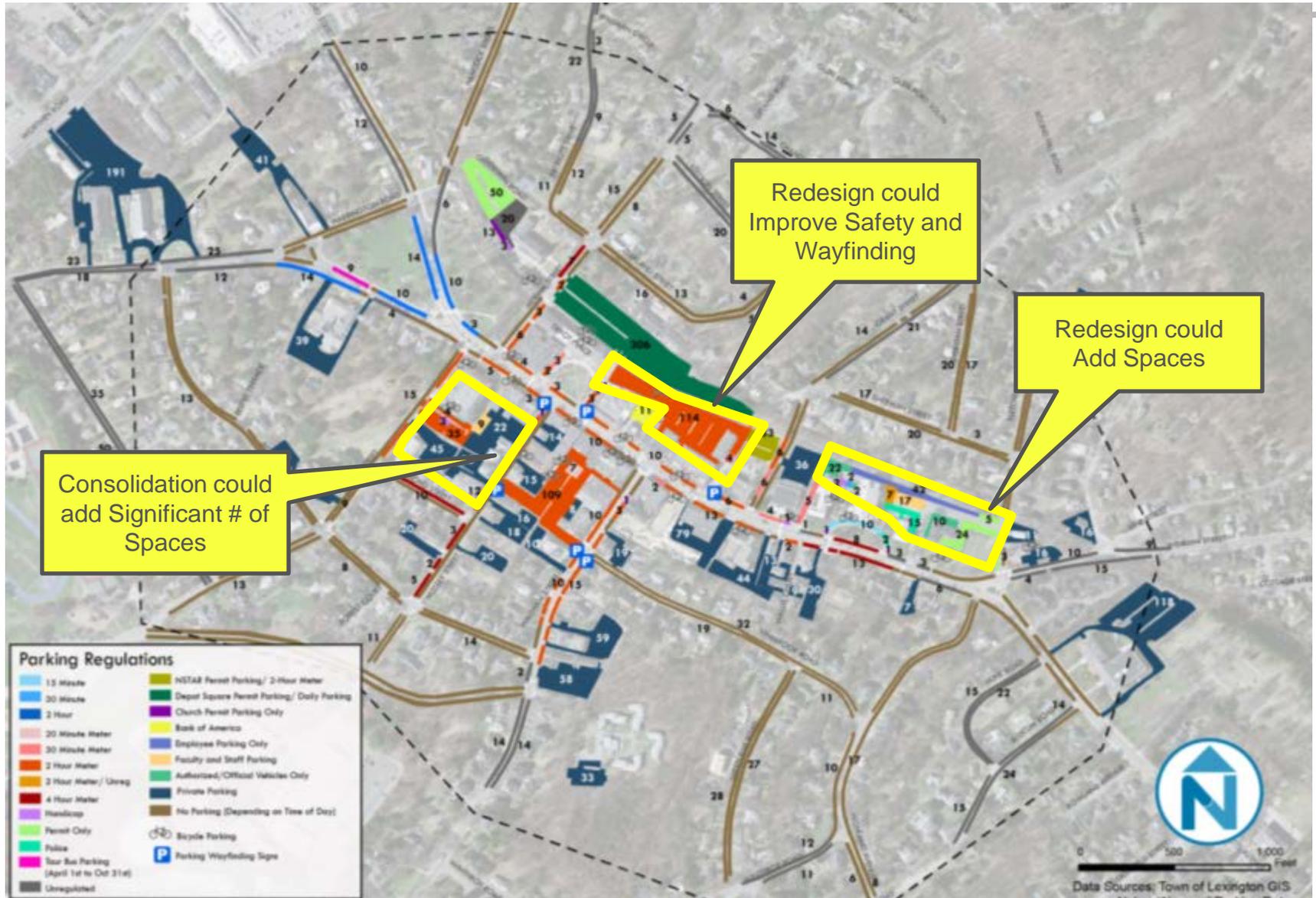
Goal: Parking and Pedestrian Access Improvements Lighting and Security Improvements



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



Strategy: Supply Enhancement – Lot Redesigns



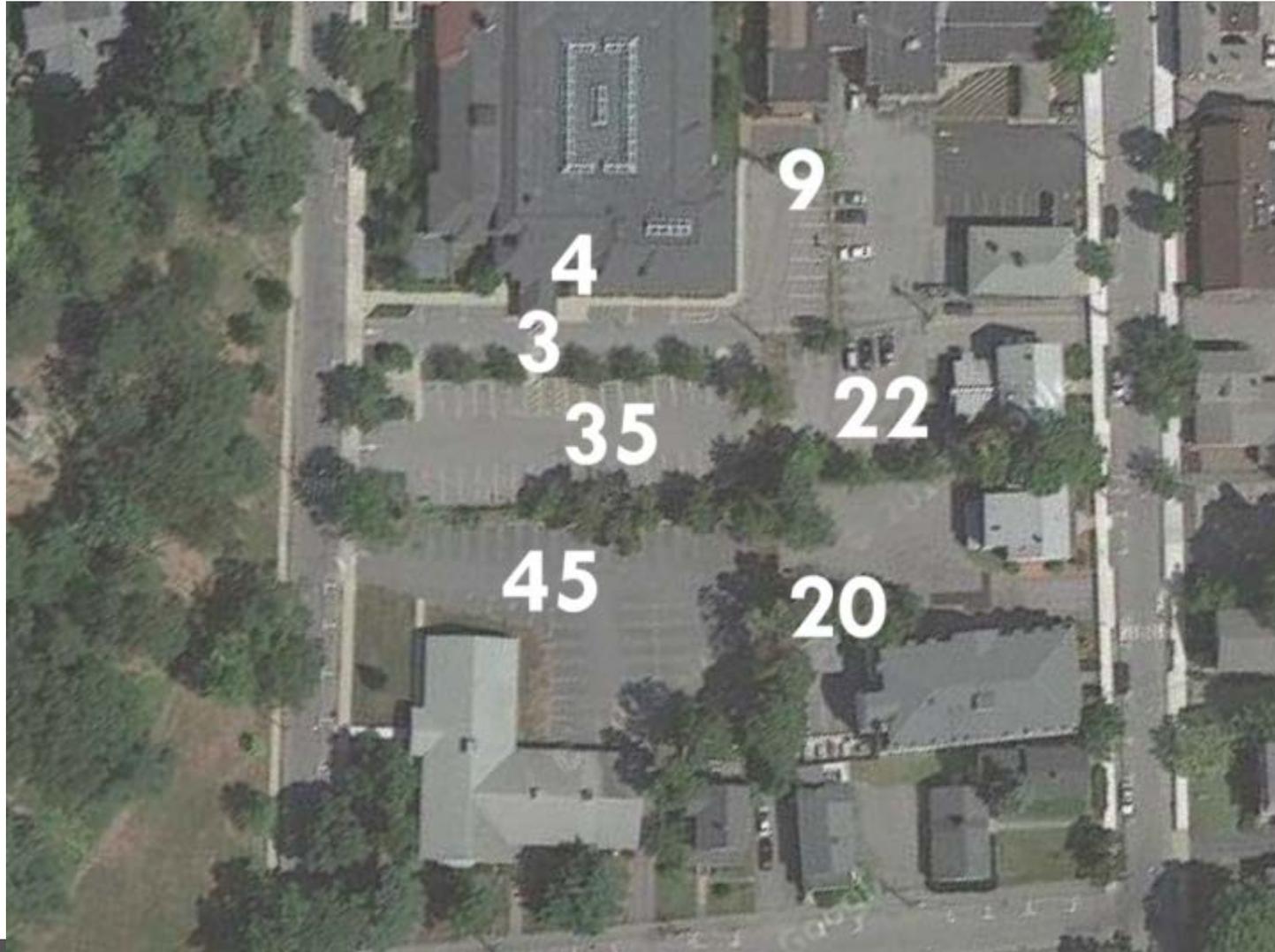
Strategy: Cary Memorial Library Lot Redesigns

Existing Parking : SEVEN LOTS and 3 REGULATIONS



Strategy: Supply Enhancement – Lot Redesigns

Existing Parking Lots behind Cary Memorial Library – 140 Spaces



Strategy: Supply Enhancement – Lot Redesigns

Redesign can add **55** Spaces!



Strategy: Improve Transportation Choices

- **Improve Pedestrian Facilities**
- **Improve Bicycle Facilities/Parking**
- **Transportation Demand Management 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



Strategy: Add Bicycle Parking



Branded Bike Racks



Covered Bike Racks for Longer-Term Stays



Parking Management Approach

Create Available Parking

- Demand Based Pricing
- Employee Permit Program
- Technology
- Enforcement

Improve Administration

- Information
- Shared Parking Program
- Zoning
- Ongoing Management

Invest in the Center

- Parking District
- Access Improvements
- TDM
- Other Center Improvements

Agenda

- Introduction/ Background
- Process to Date
- Recommendations
- **Next Steps/Schedule**

Next Steps

- Refine /add to strategy detail
- Financial modeling – revenues and expenses
- Additional stakeholder interviews + Town staff
- Implementation + action plan
- Board of Selectmen meeting