

# Lexington Center Parking Management Plan



**OPEN HOUSE**

December 10, 2013

**N** NELSON  
NYGAARD

# Agenda

---

**TO HEAR FROM YOU!**

# TONIGHT: TO HEAR FROM YOU

---

## Sticky Dots



## Map Exercise



**ONLINE SURVEY:**  
**[www.lexengage.com](http://www.lexengage.com)**

# Agenda

---

1. Parking Study Process
2. Parking Inventory
3. Parking Utilization
4. Public Input
5. Next Steps





# Project Overview

---

## 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 350+ 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 Proposal for Lexington)

Public Meeting (Revised Proposals for the Board of Selectman)

Board of Selectman Meeting

# 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	<u>Time:</u> 6:00PM - 9:00PM
January 15, 2014	Initial Proposals for Lexington	<u>Location:</u> Lexington Depot
January 29, 2014	Revised Proposals for the Board of Selectman	

Please take the online parking survey at [www.lexingtonma.gov/parking](http://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](http://www.lexengage.com), and look for the topic entitled, "Parking Management."

# Goals & Expectations

---

- Inventory and evaluate parking supply and demand
- Identify user preferences and challenges
  - Customers
  - Residents
  - Employees
  - Tourists
  - Business owners
  - Landowners
- Develop a “menu” of parking management alternatives
- Vet ideas through a public process (January)
- Recommend a financially sustainable parking plan to the Board of Selectmen
- Implementation/Pilot Projects

# Parking in Lexington



## Town of Lexington Parking Technical Assistance Summary of Findings

August 17<sup>th</sup>, 2010 Briefing



Town of Lexington, Massachusetts  
**PARKING TECHNICAL ASSISTANCE**

**Nelson | Nygaard**  
consulting associates



## 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!

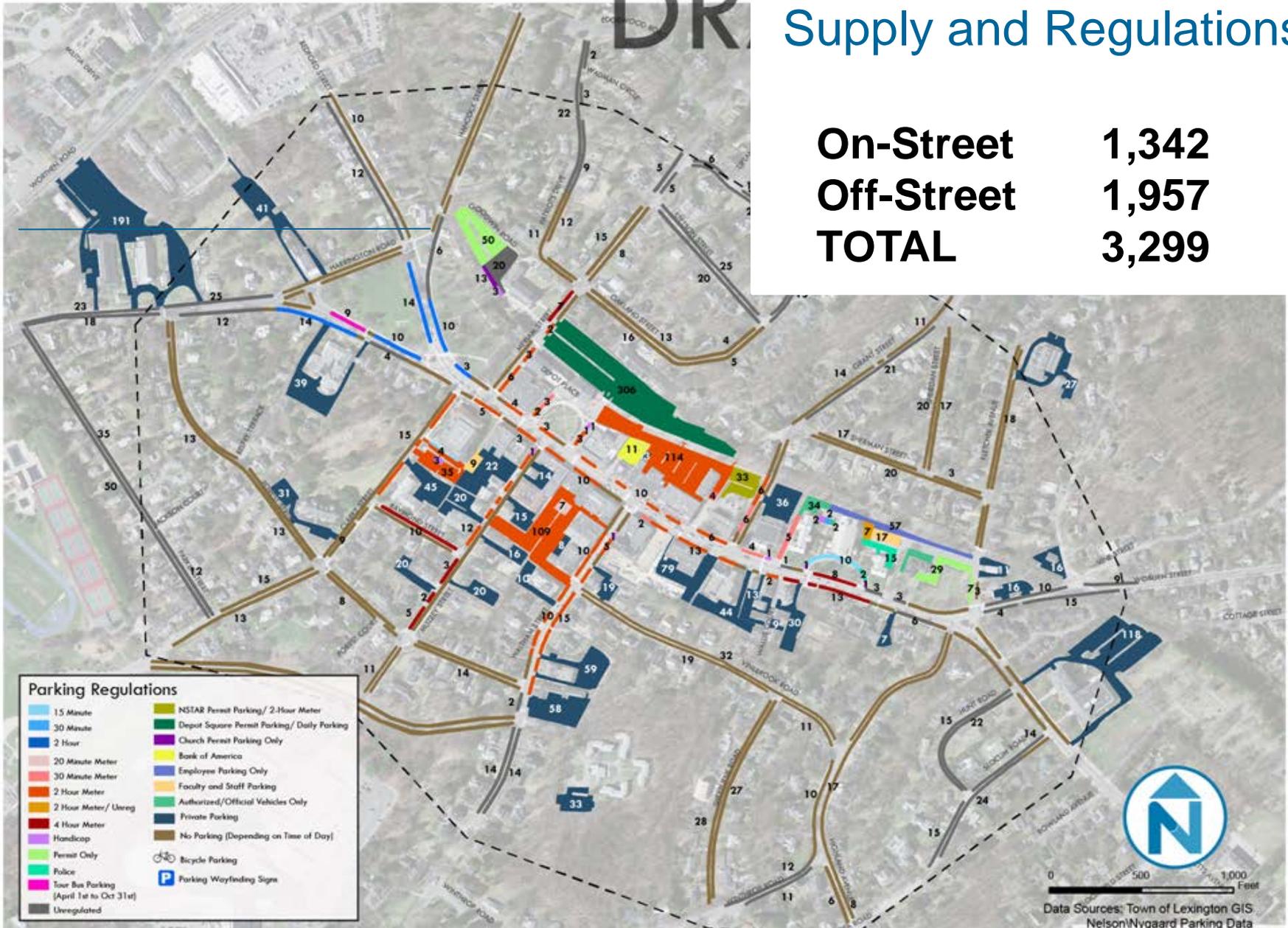


# Parking Inventory

DR

# Downtown Parking Supply and Regulations

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

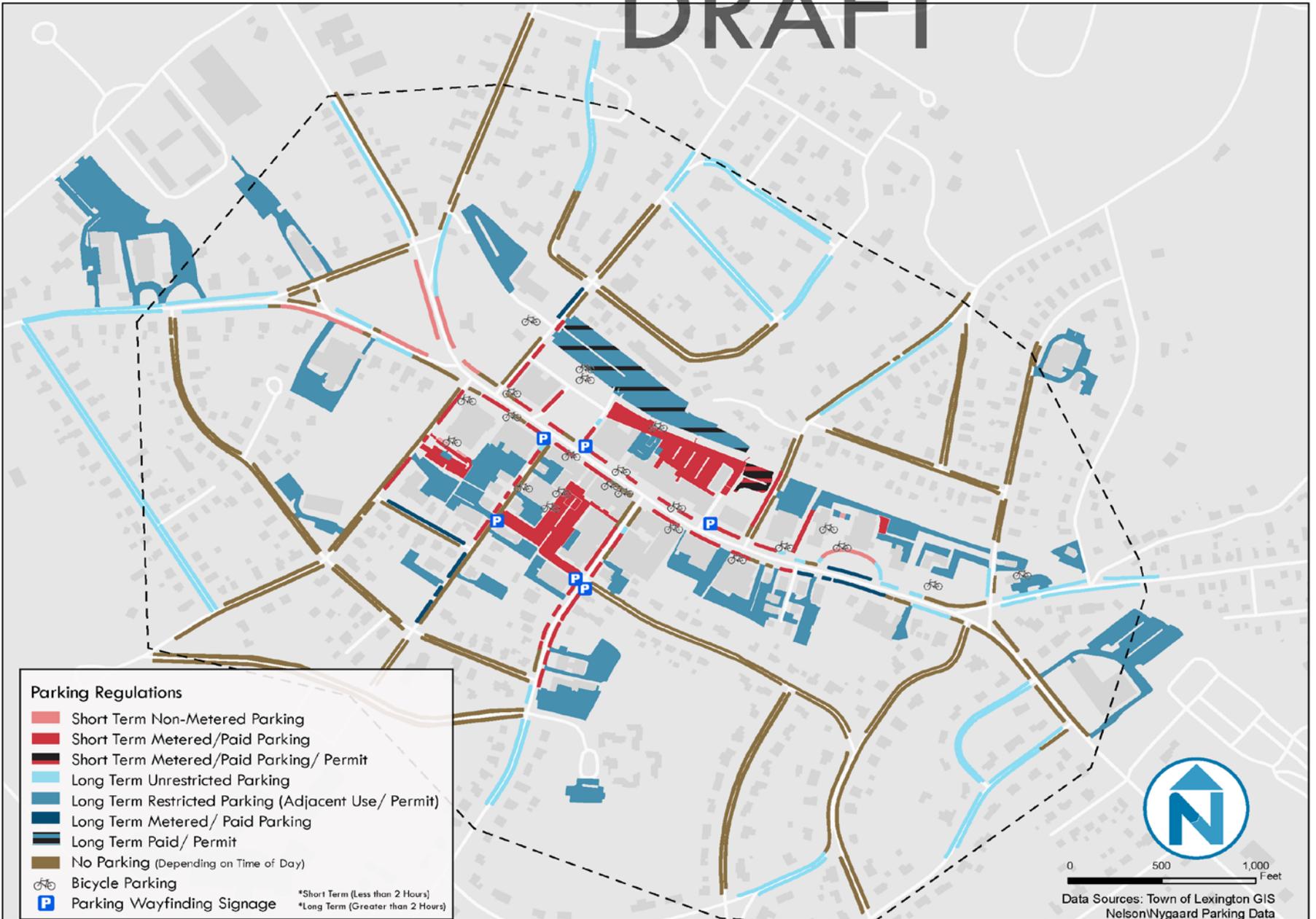


- Parking Regulations**
- 15 Minute
  - 30 Minute
  - 2 Hour
  - 20 Minute Meter
  - 30 Minute Meter
  - 2 Hour Meter
  - 2 Hour Meter/ Unreg
  - 4 Hour Meter
  - Handicap
  - Permit Only
  - Police
  - Tour Bus Parking (April 1st to Oct 31st)
  - Unregulated
  - NSTAR Permit Parking/ 2-Hour Meter
 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

0 500 1,000 Feet

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

# DRAFT



# Parking Regulations

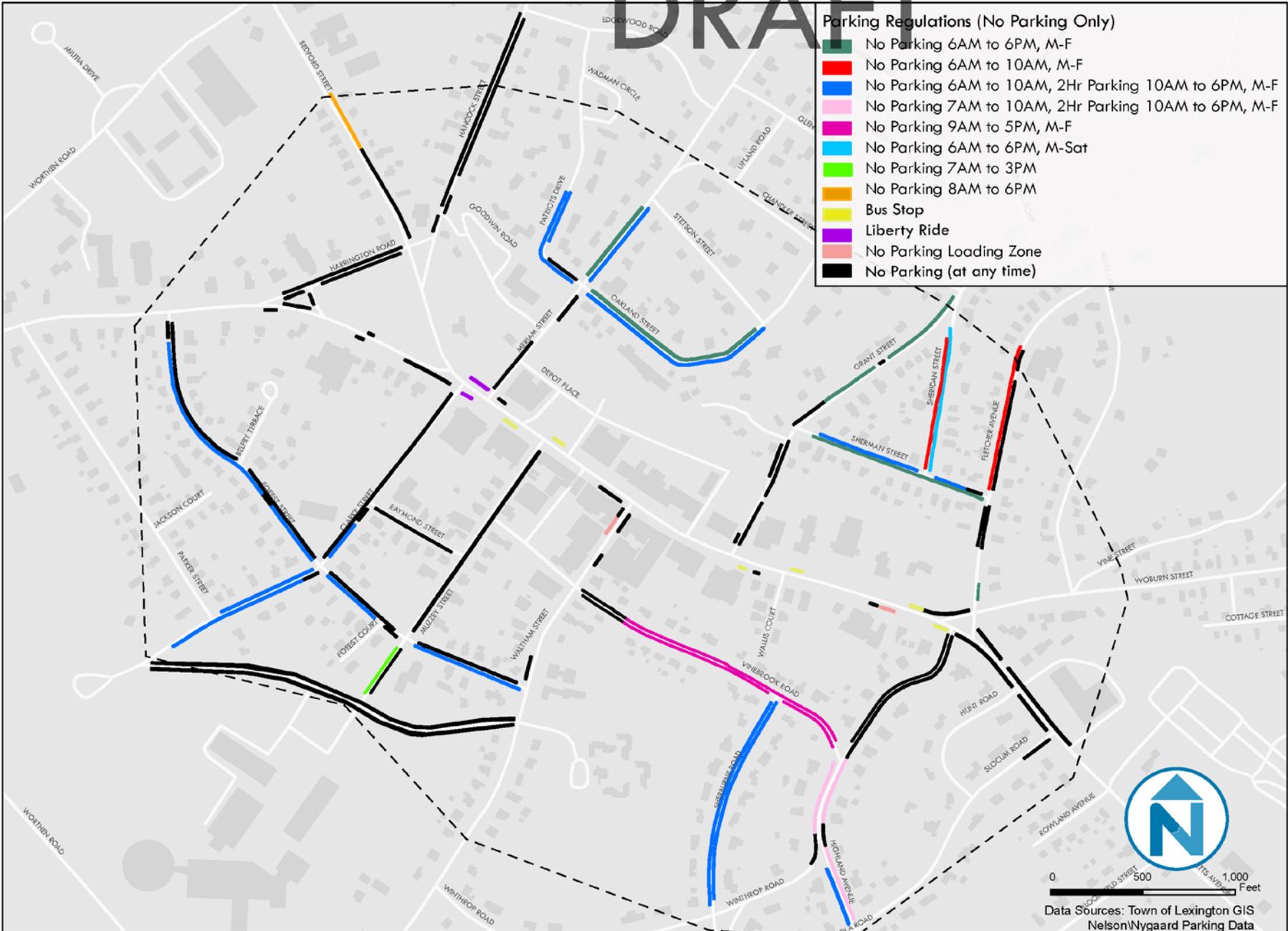
---

REGULATION	SUPPLY	PERCENT OF TOTAL
Restricted Long Term	1,331	40%
Free Long Term	601	18%
No Parking/Restricted	481	15%
Paid/Metered Short-Term	465	14%
Paid/Permit Long Term	306	9%
Free Short Term (<2 hours)	67	2%
Paid/Metered Long Term	48	1%

# 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)



0 500 1,000 Feet

Data Sources: Town of Lexington GIS  
NelsonNygaard Parking Data

# Parking Utilization

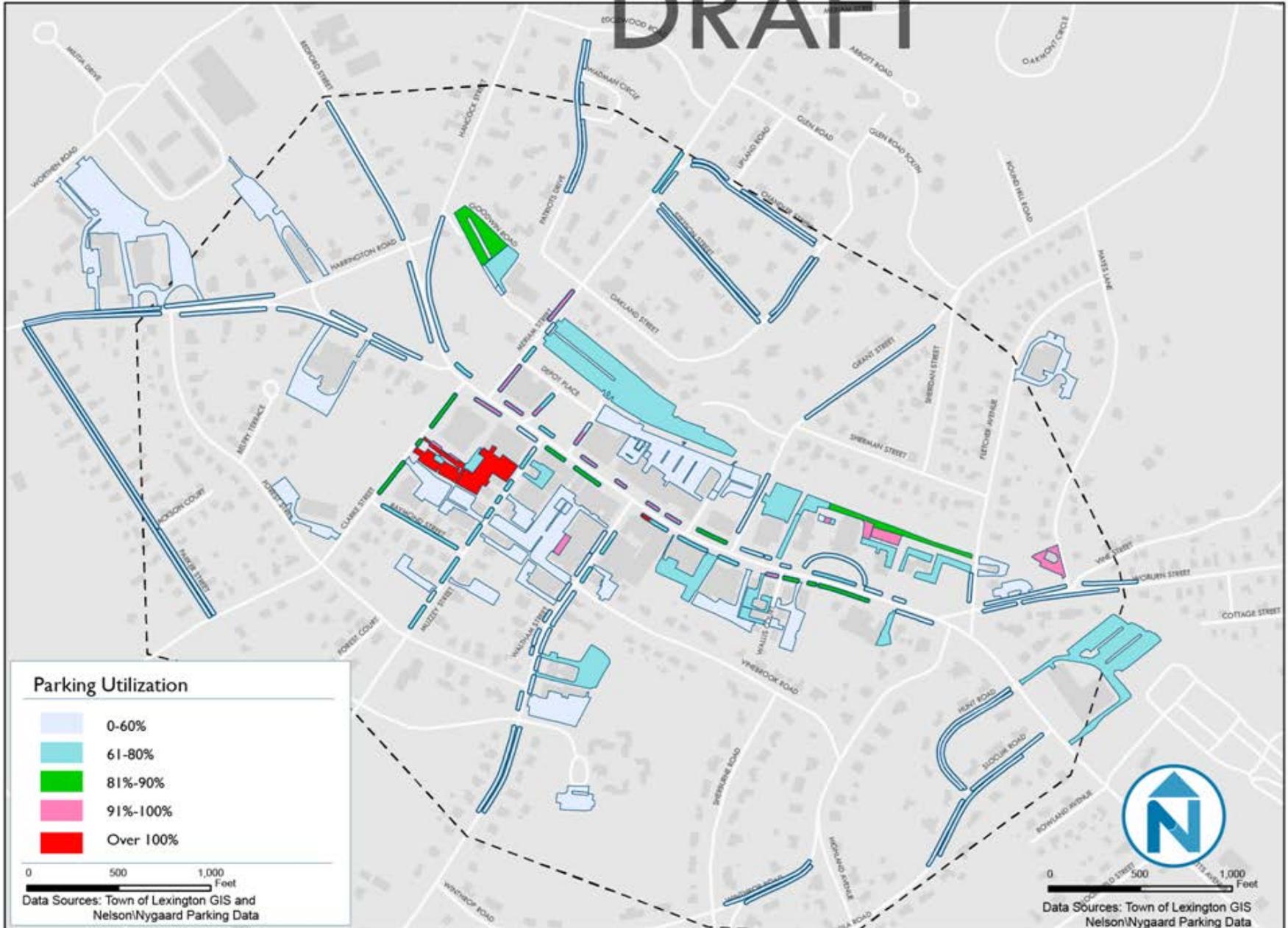


## Lexington Center Utilization (Thursday)

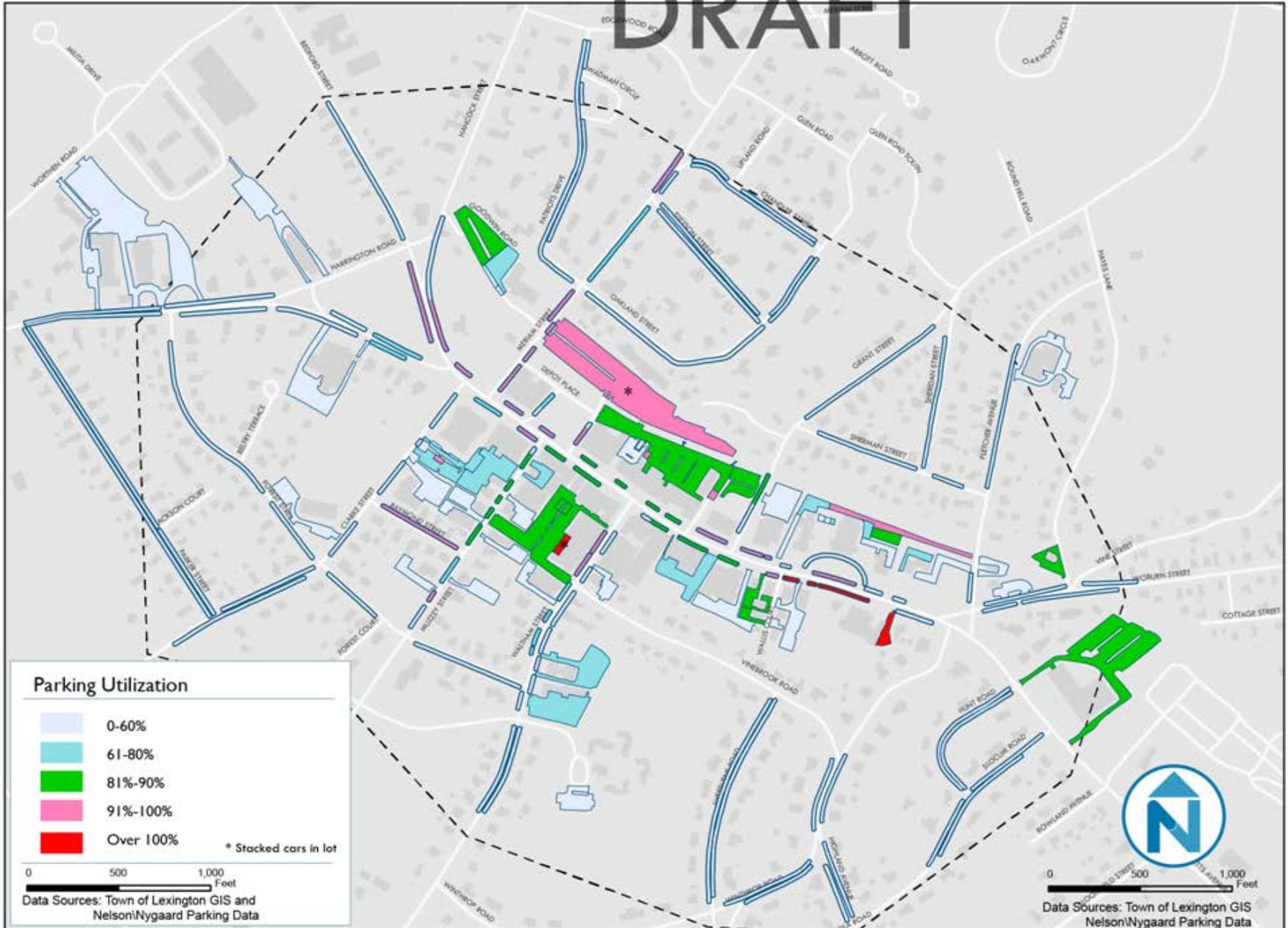
# DRAFT



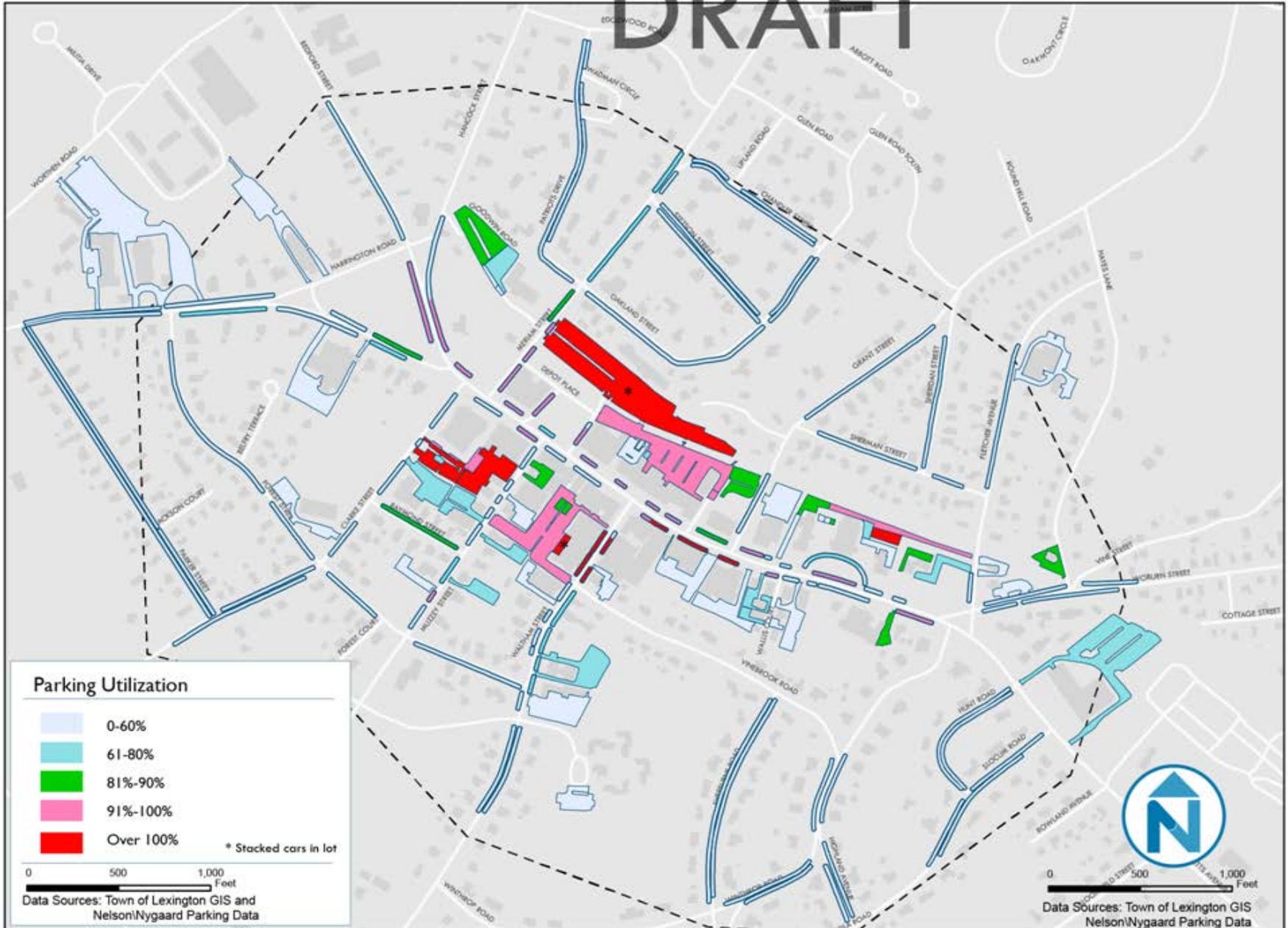
# DRAFT



# DRAFT



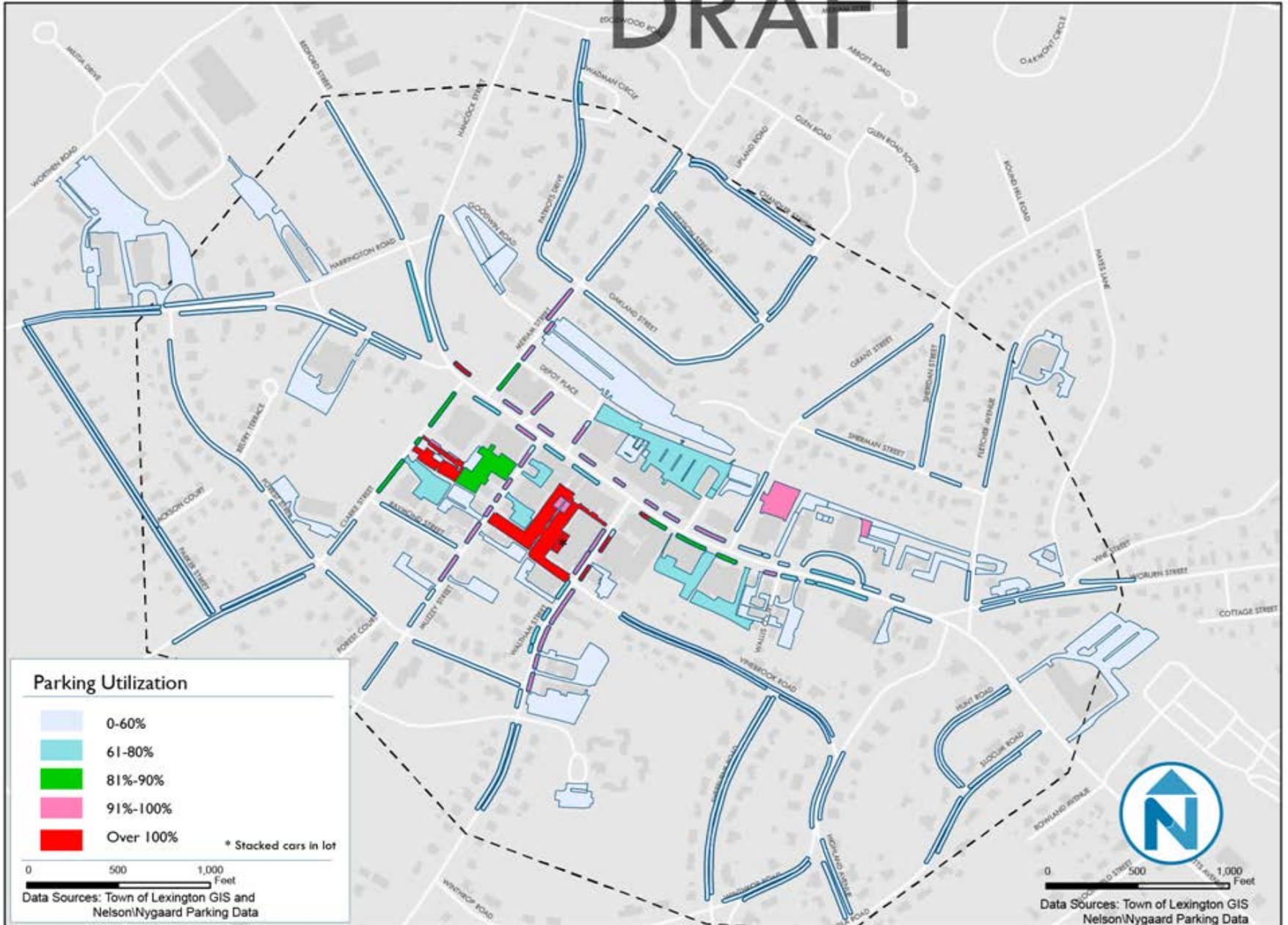
# DRAFT



# DRAFT



# DRAFT

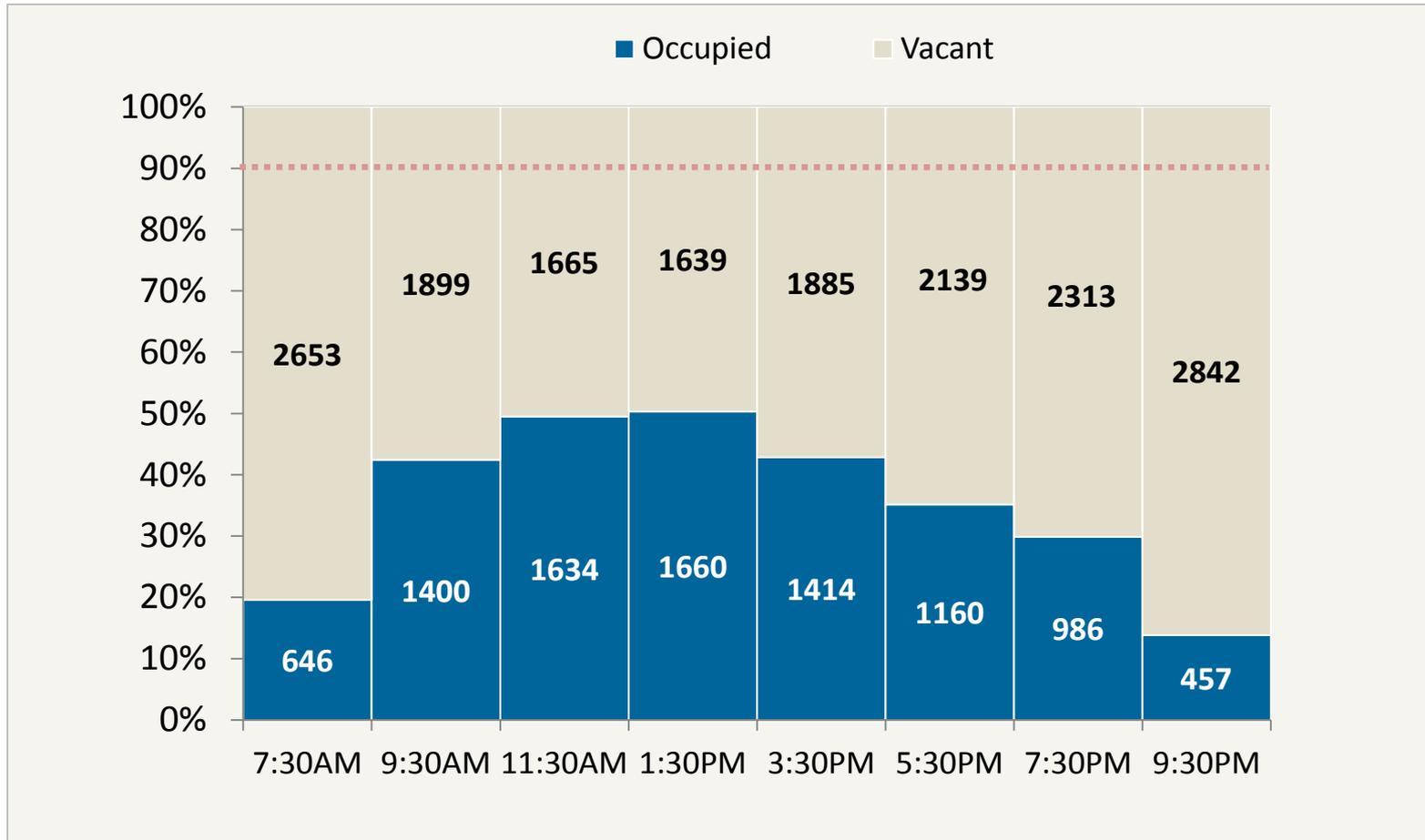






# Lexington Center- Study Area Boundary

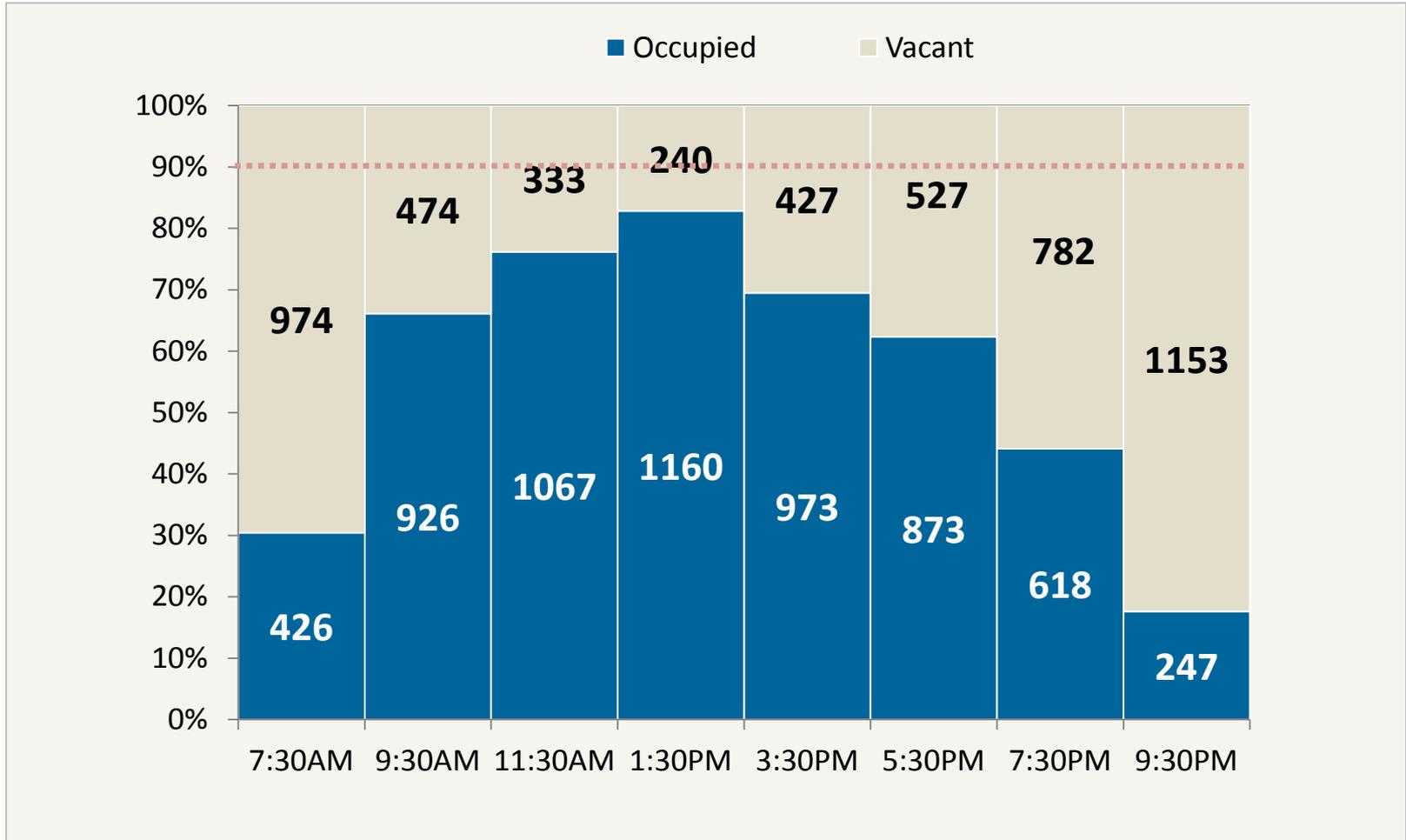
Thursday





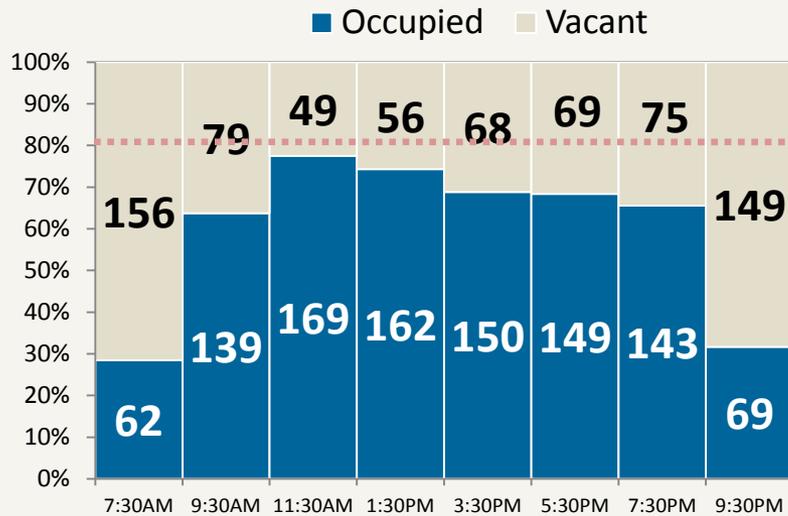
# Lexington Center- Overall Core

Thursday

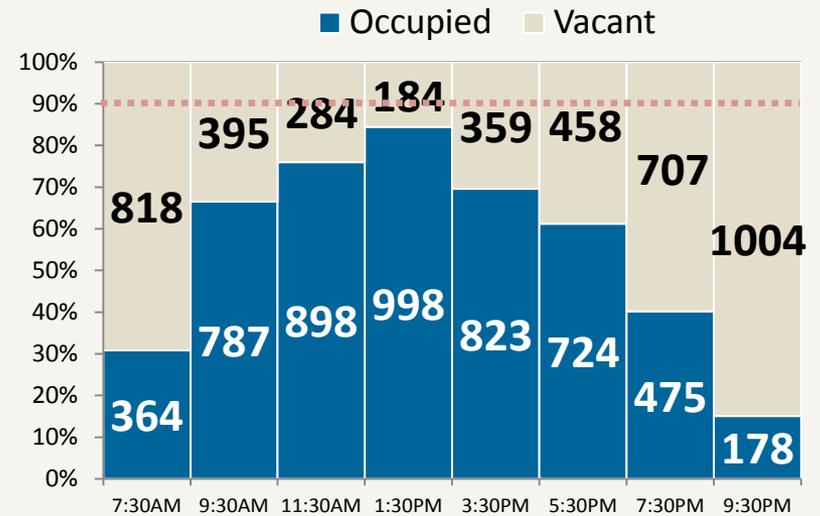


# Lexington Center- Core Boundary

## On-Street



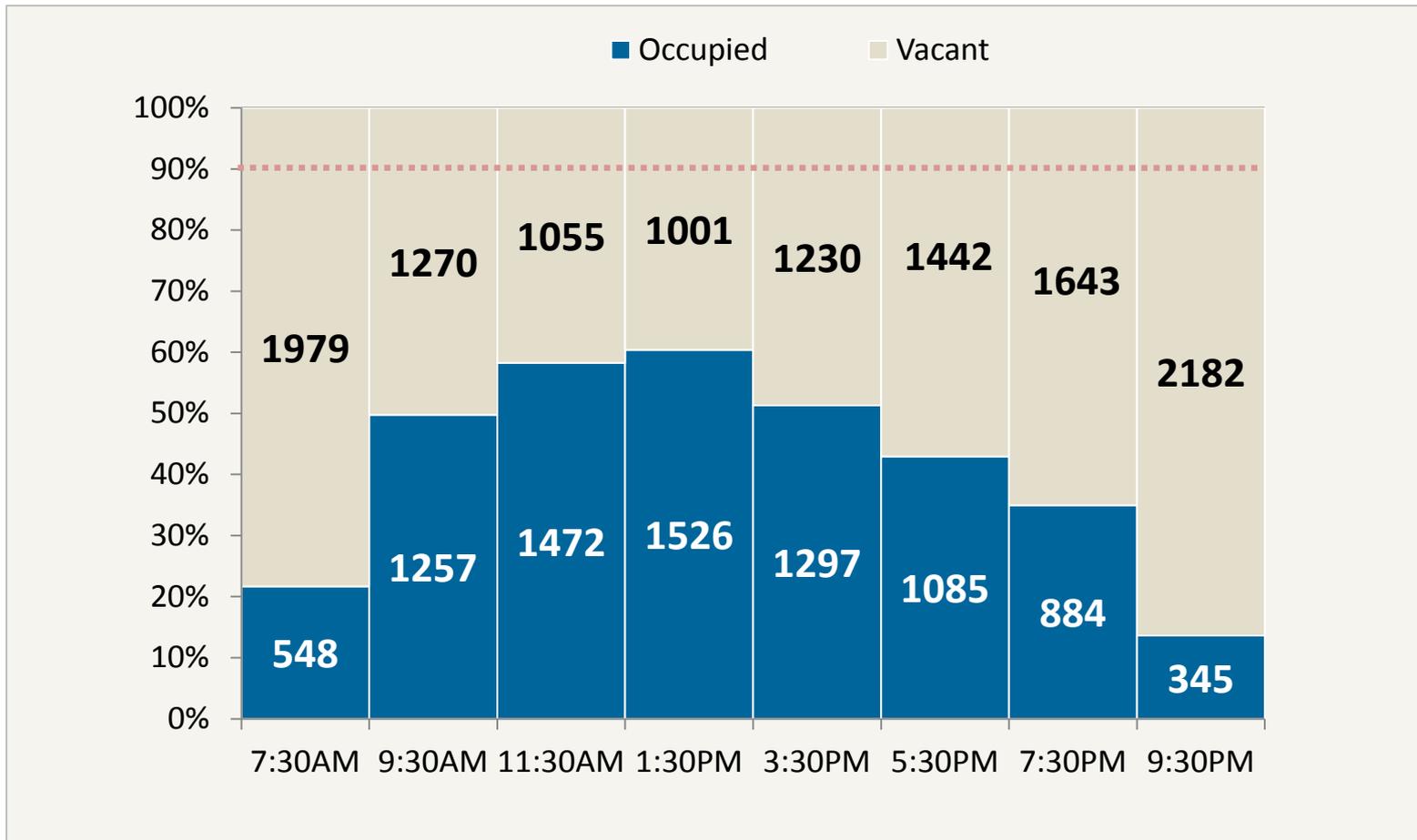
## Off-Street



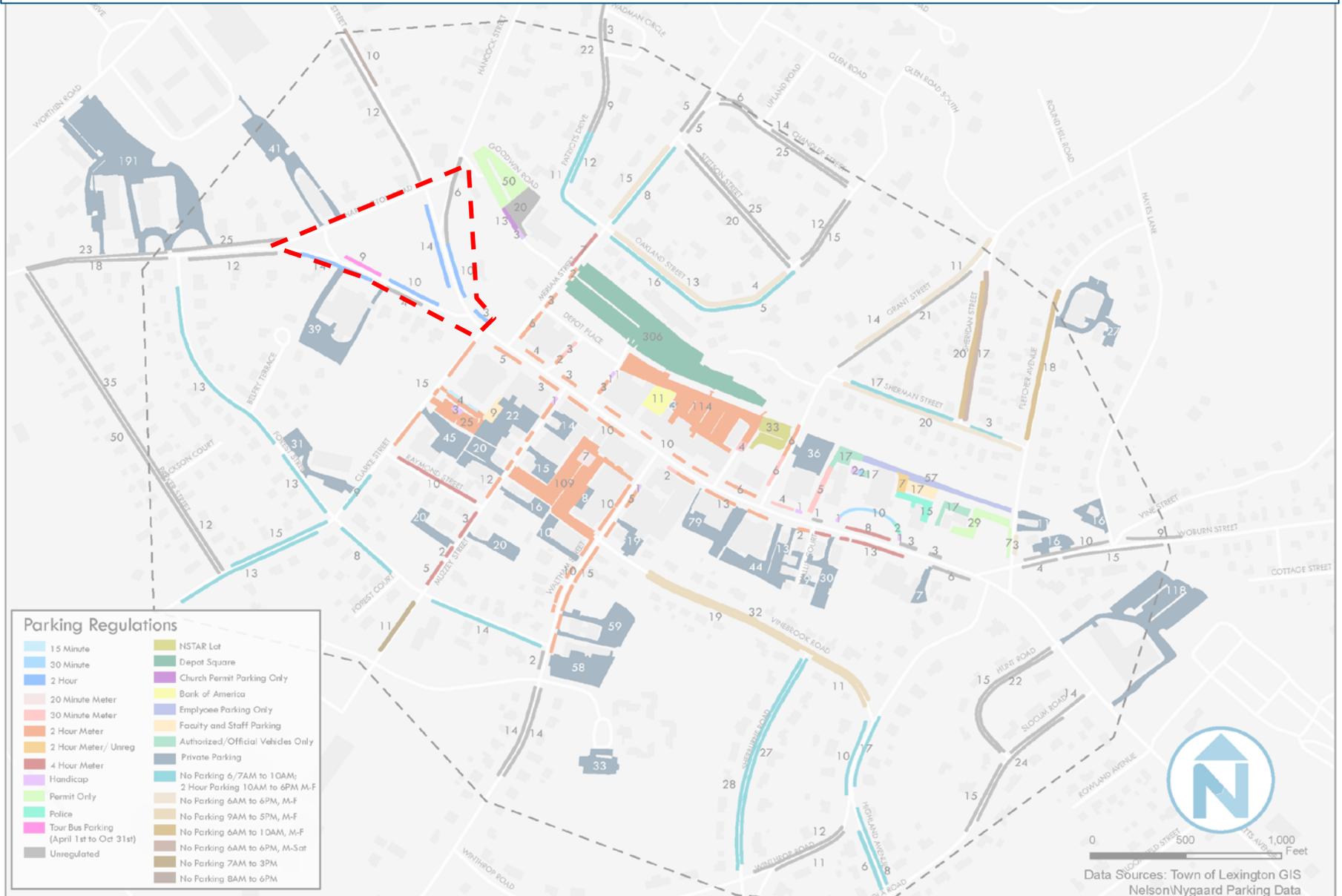


# Lexington Center- Business District

Thursday

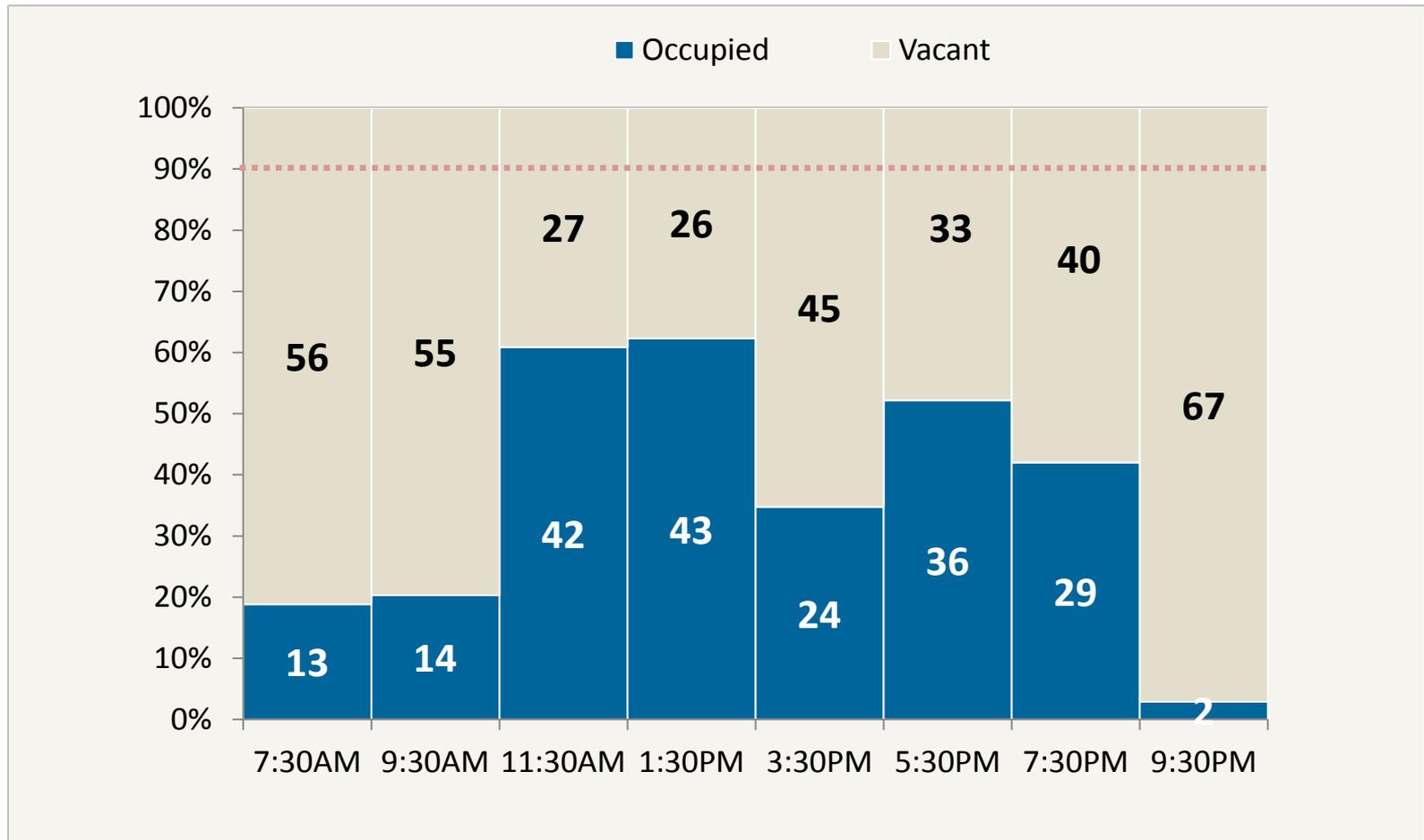


# Lexington Center- Battle Green Boundary



# Lexington Center- Battle Green Boundary

Thursday

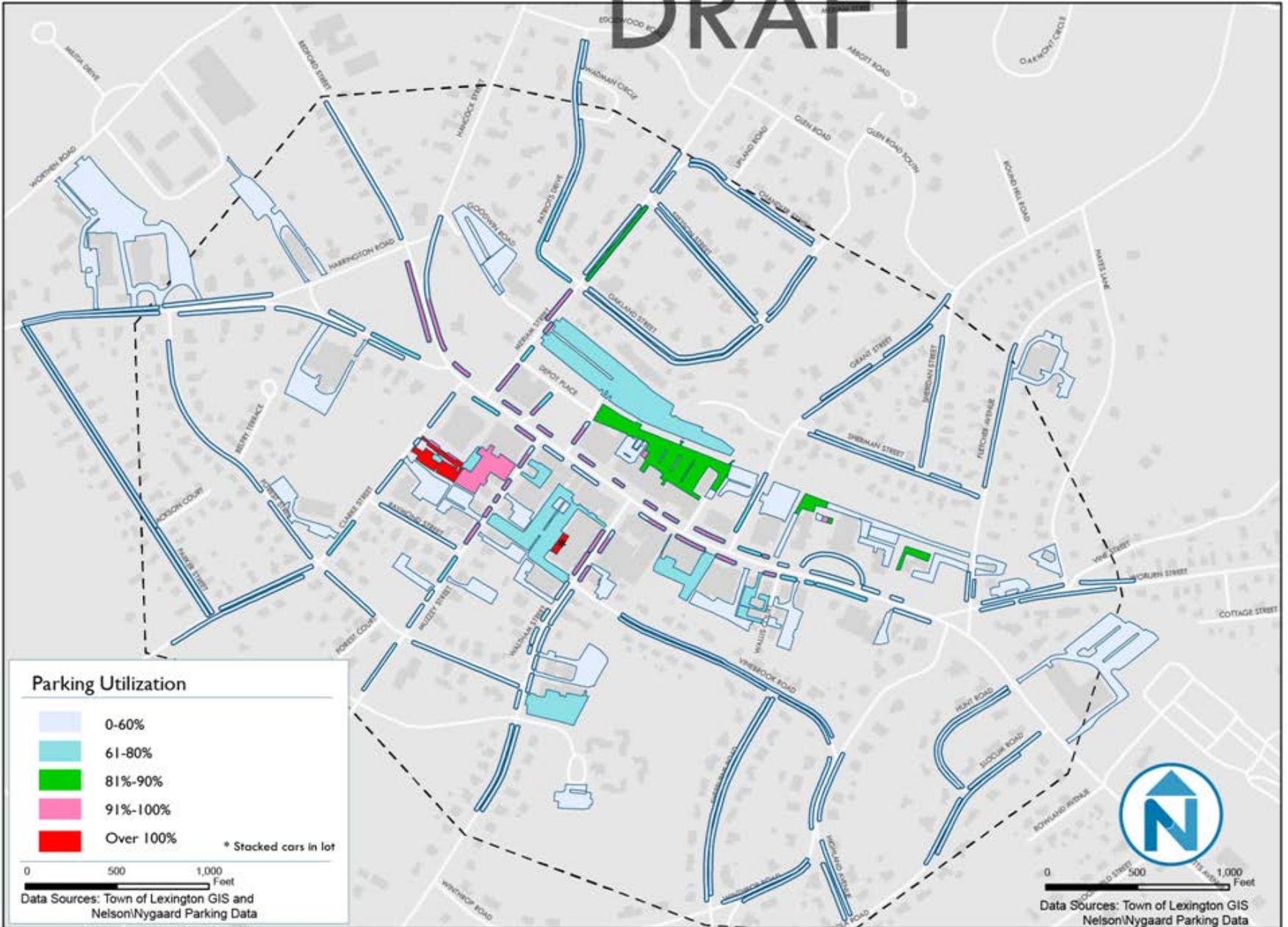




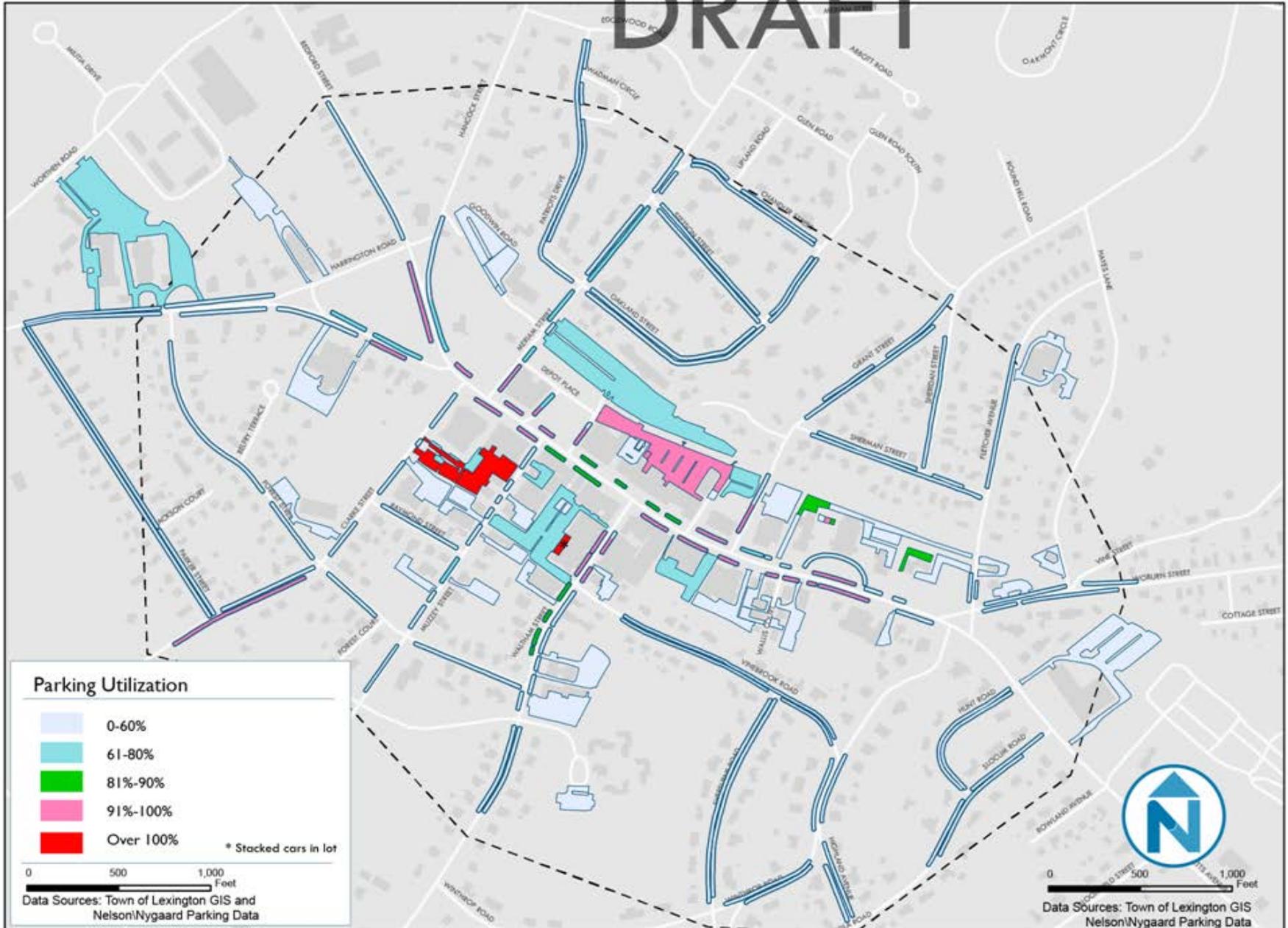
## Lexington Center Utilization (Saturday)



# DRAFT



# DRAFT



# DRAFT



# DRAFT

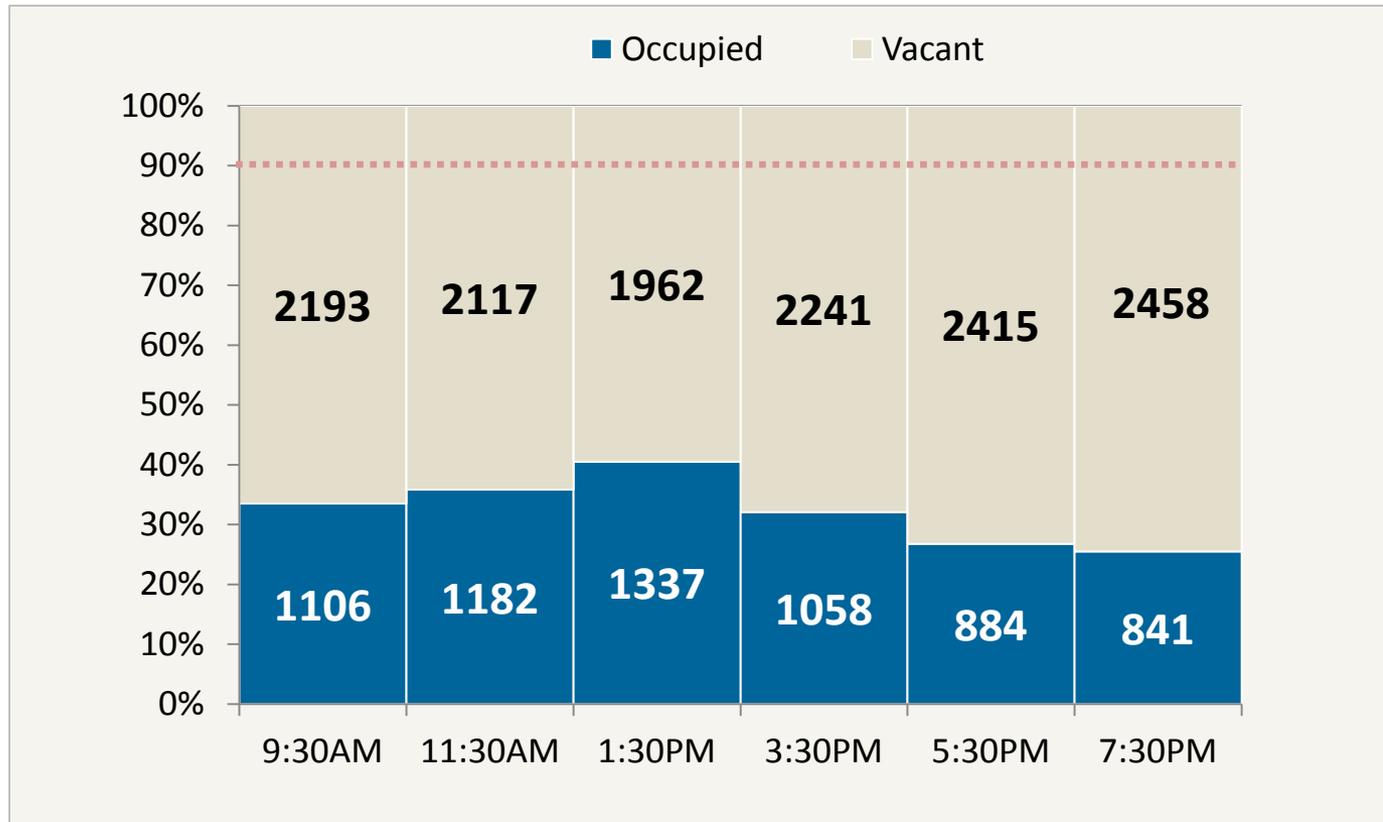


# DRAFT



# Lexington Center- Study Area Boundary

Saturday

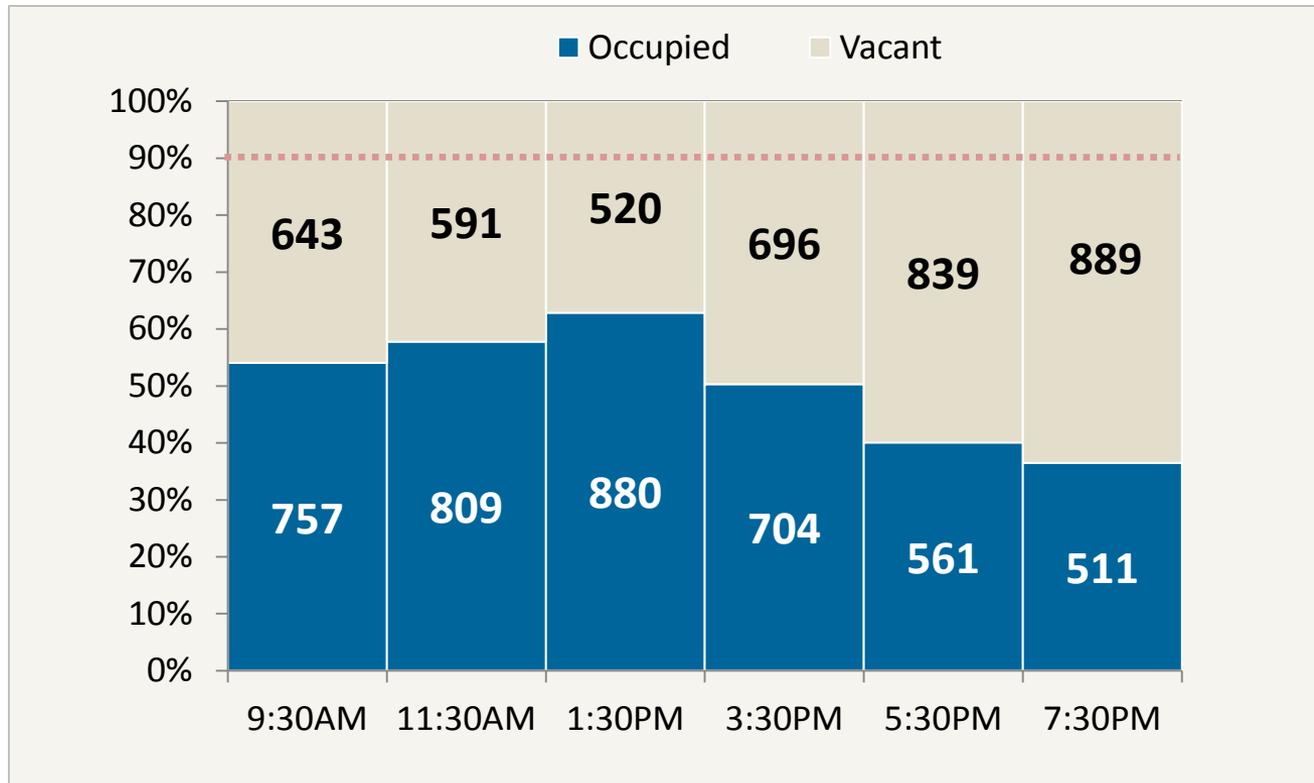


# Lexington Center- Core Boundary



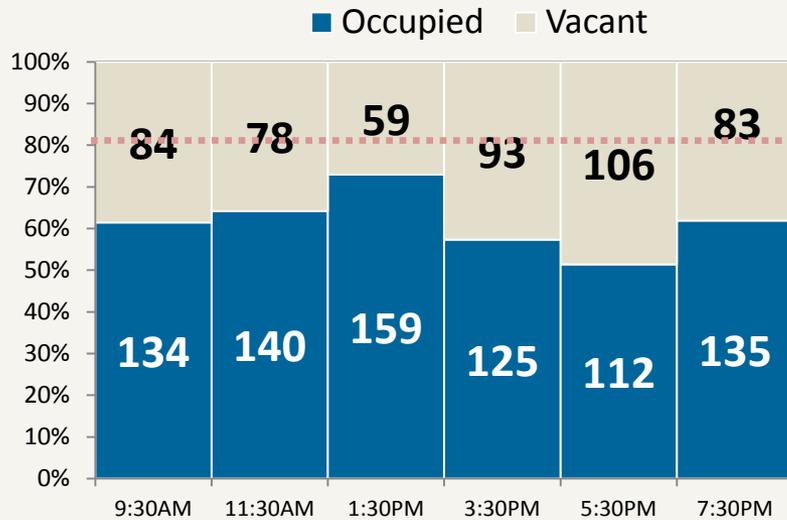
# Lexington Center- Overall Core

Saturday

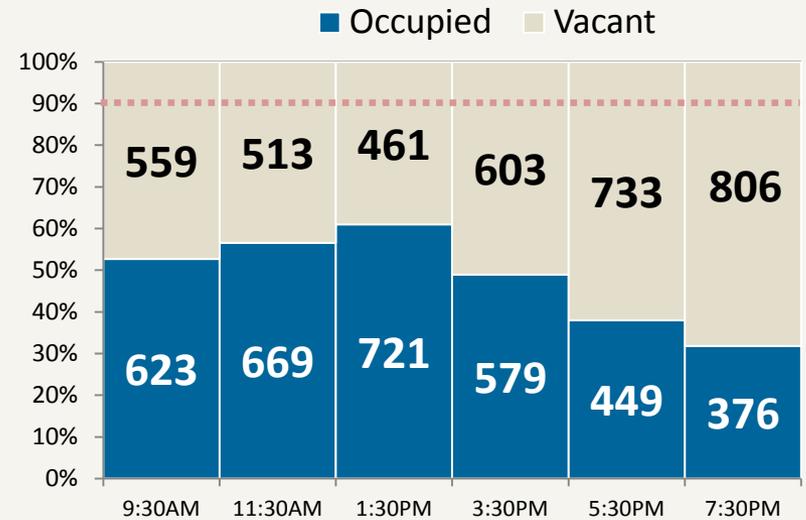


# Lexington Center- Core Boundary

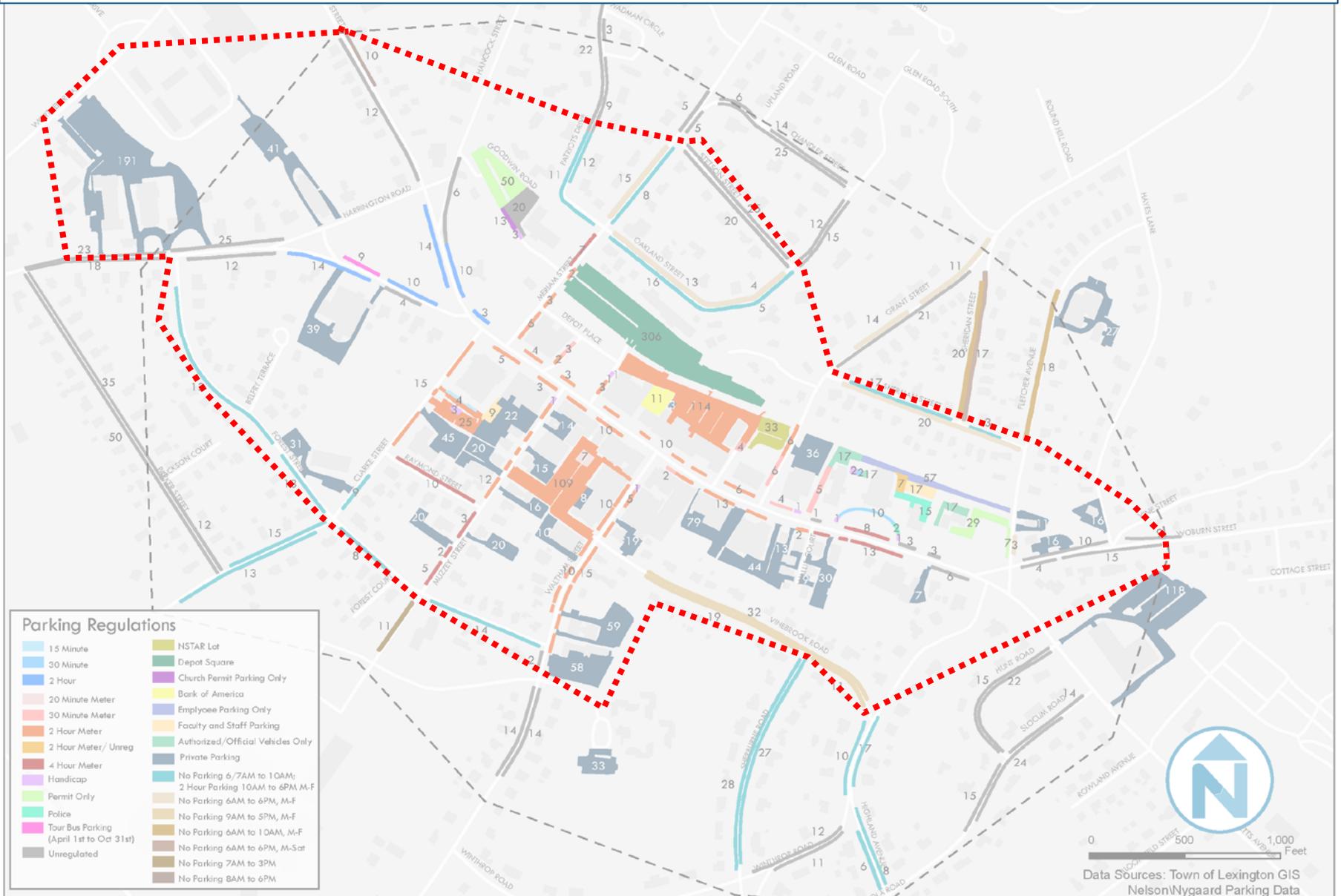
## On-Street



## Off-Street



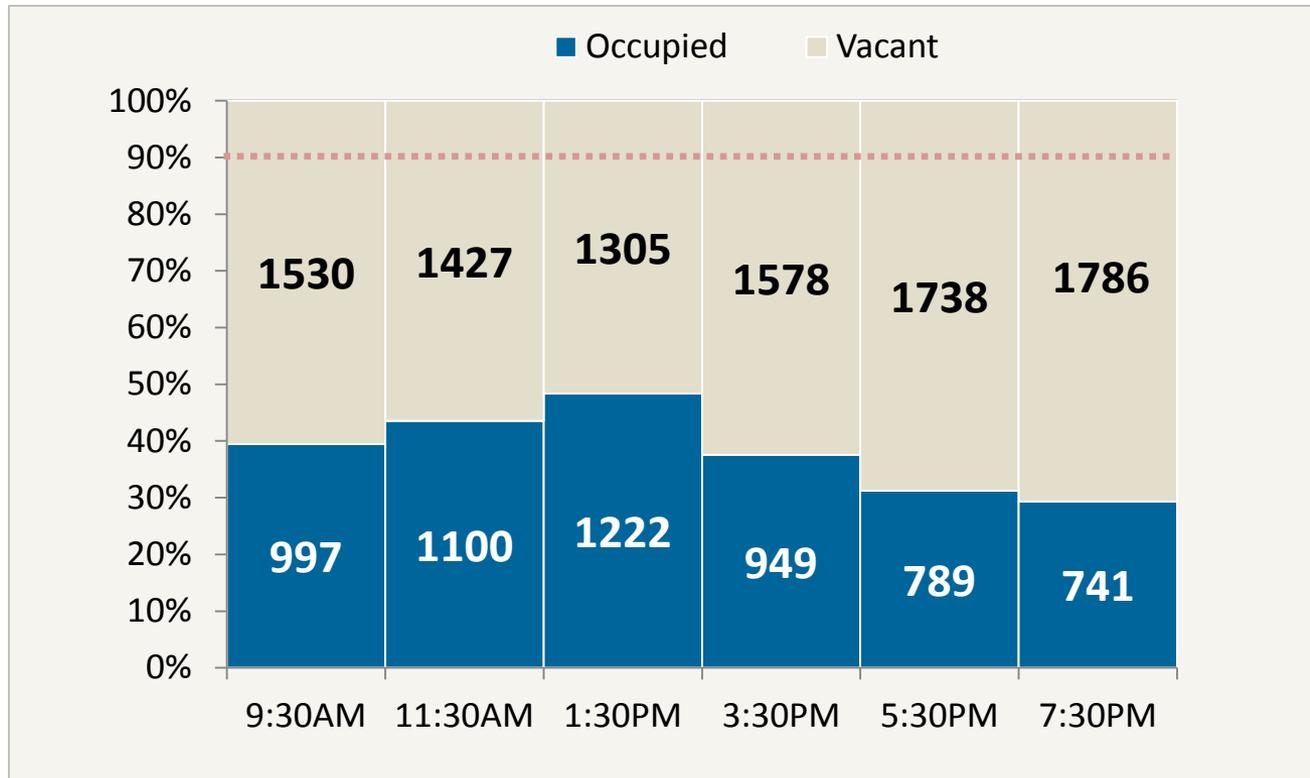
# Lexington Center- Business District Boundary



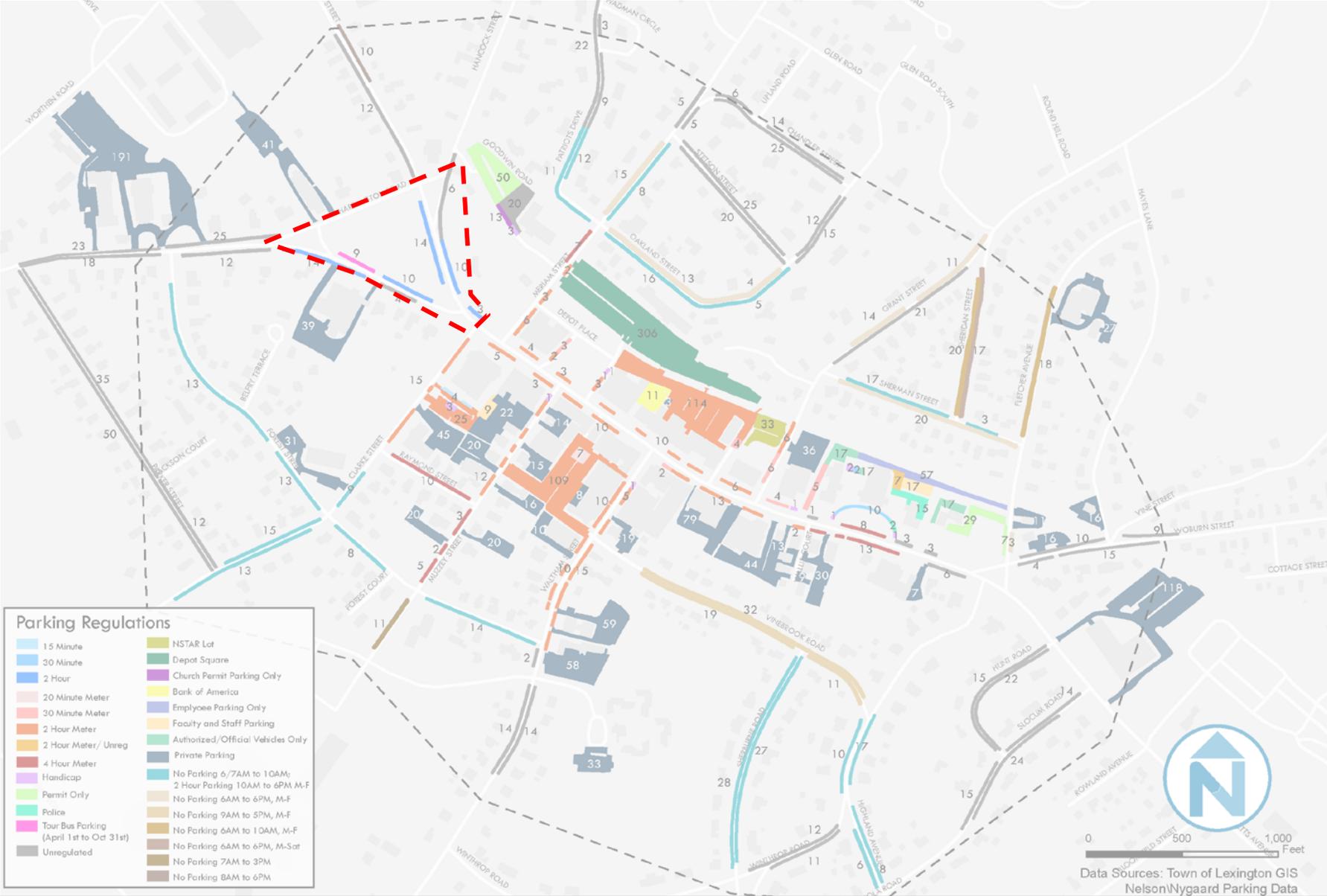
# Lexington Center- Business District

---

Saturday

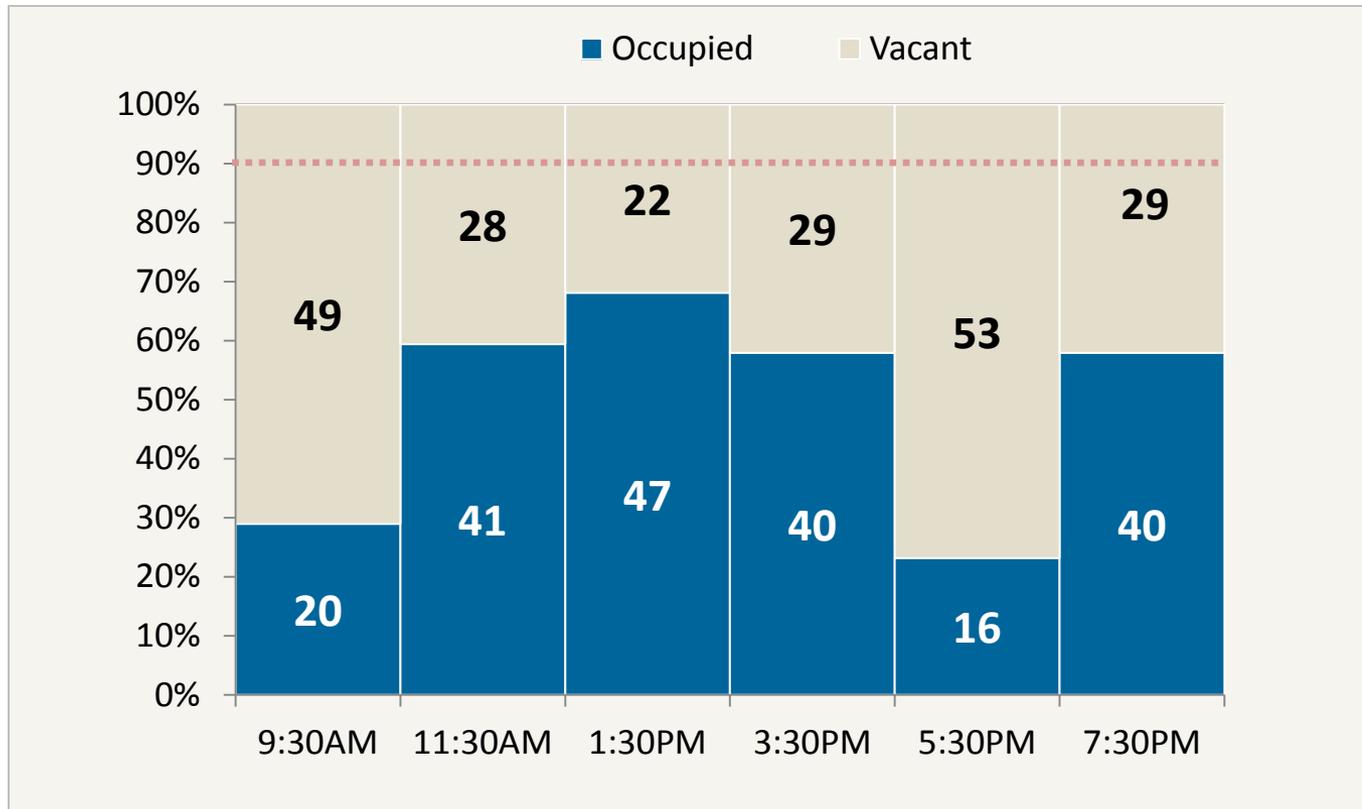


# Lexington Center- Battle Green Boundary



# Lexington Center- Battle Green Boundary

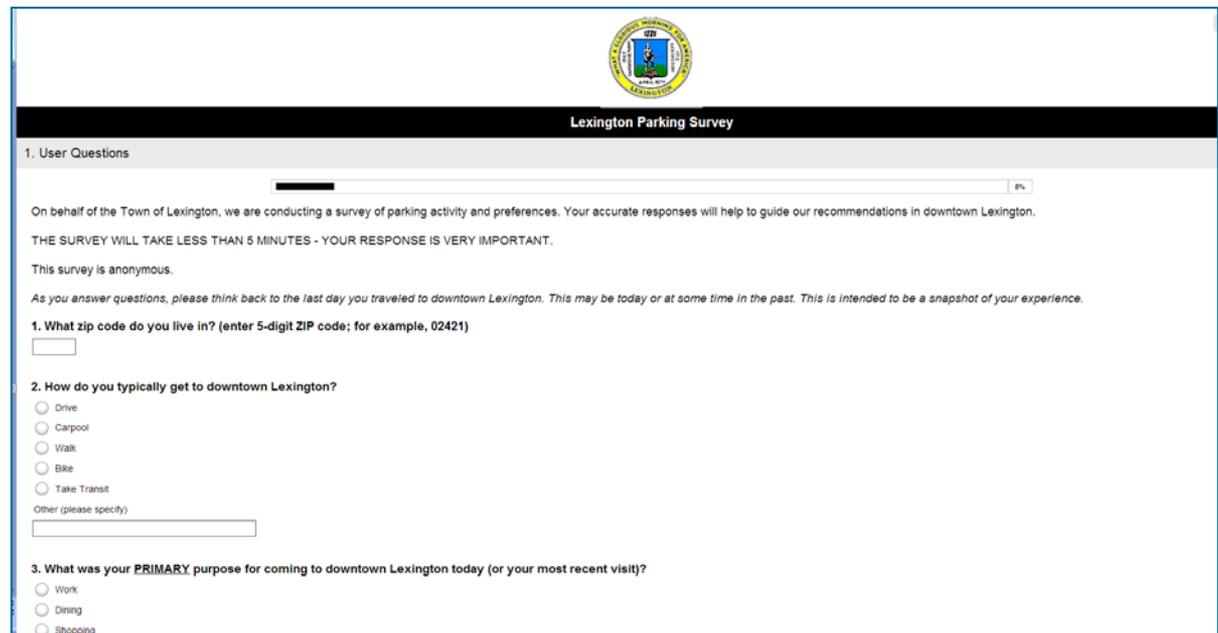
Saturday



# Online Survey Initial Results

# Initial Survey Results

- 350+ respondents since 11/18
- 70% customers
- 27% downtown employees
- 3% residents



The screenshot shows the 'Lexington Parking Survey' form. At the top center is the Town of Lexington seal. Below it, the title 'Lexington Parking Survey' is displayed. The form is titled '1. User Questions' and includes a progress bar at 0%. The introductory text states: '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

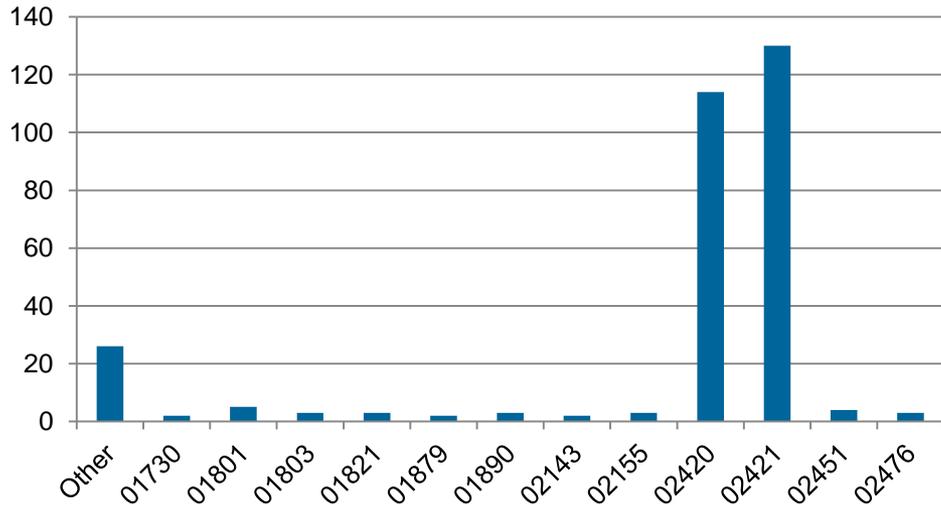
Other (please specify)

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

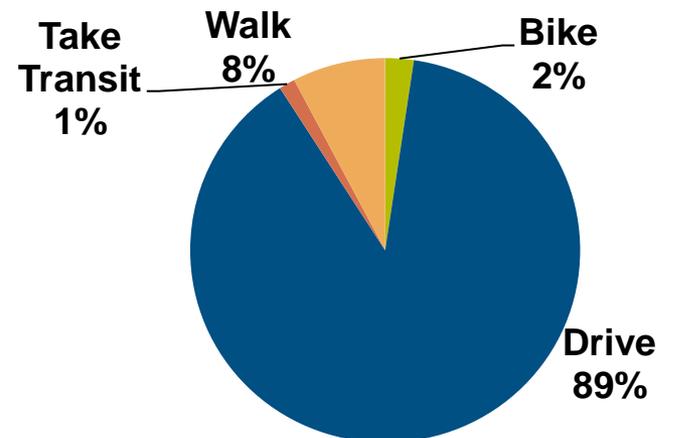
- Work
- Dining
- Shopping

# Respondent Profile

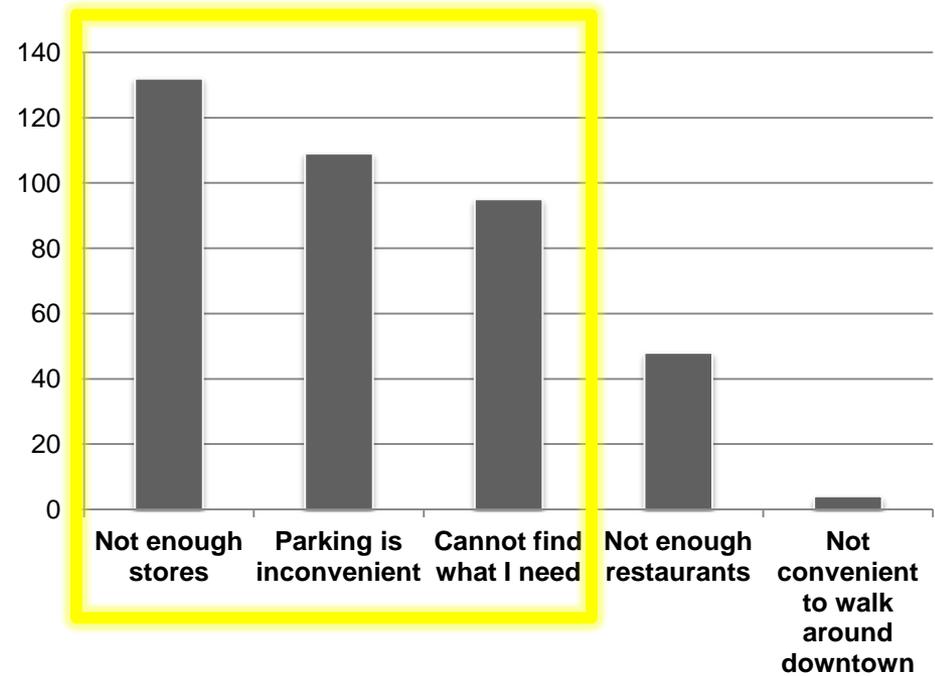
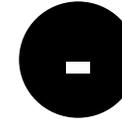
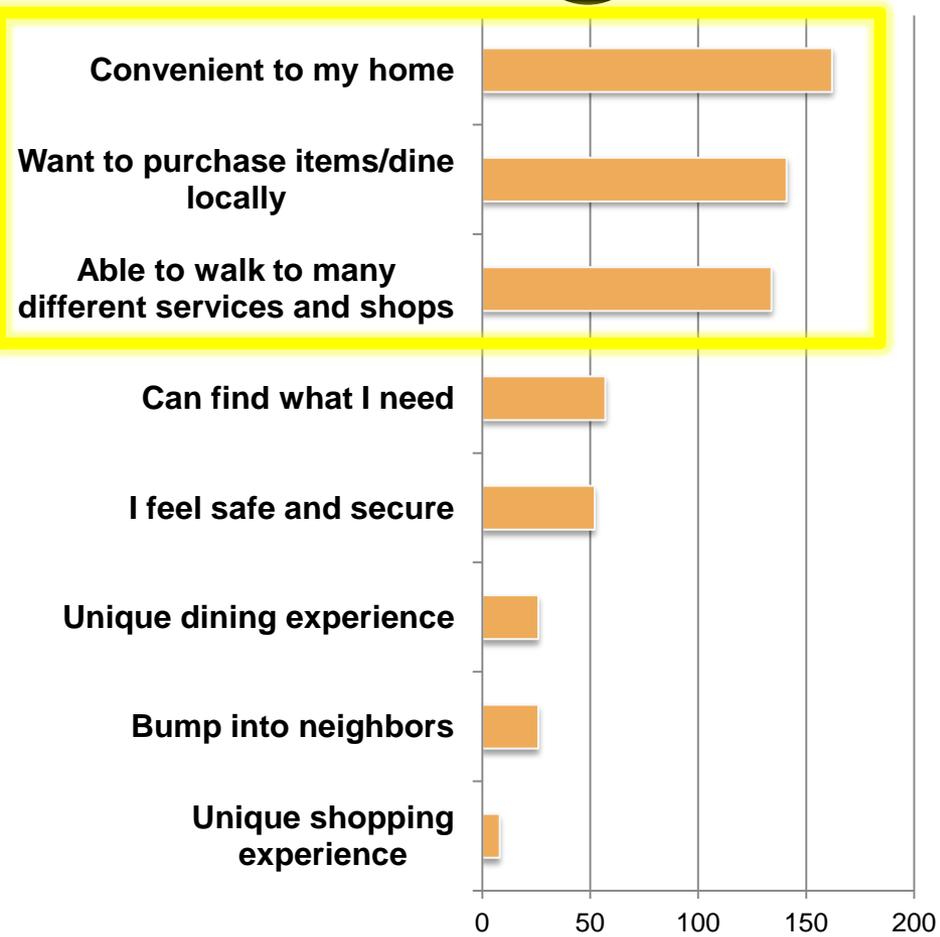
## Where do you live?



## How did you get to Downtown Lexington?



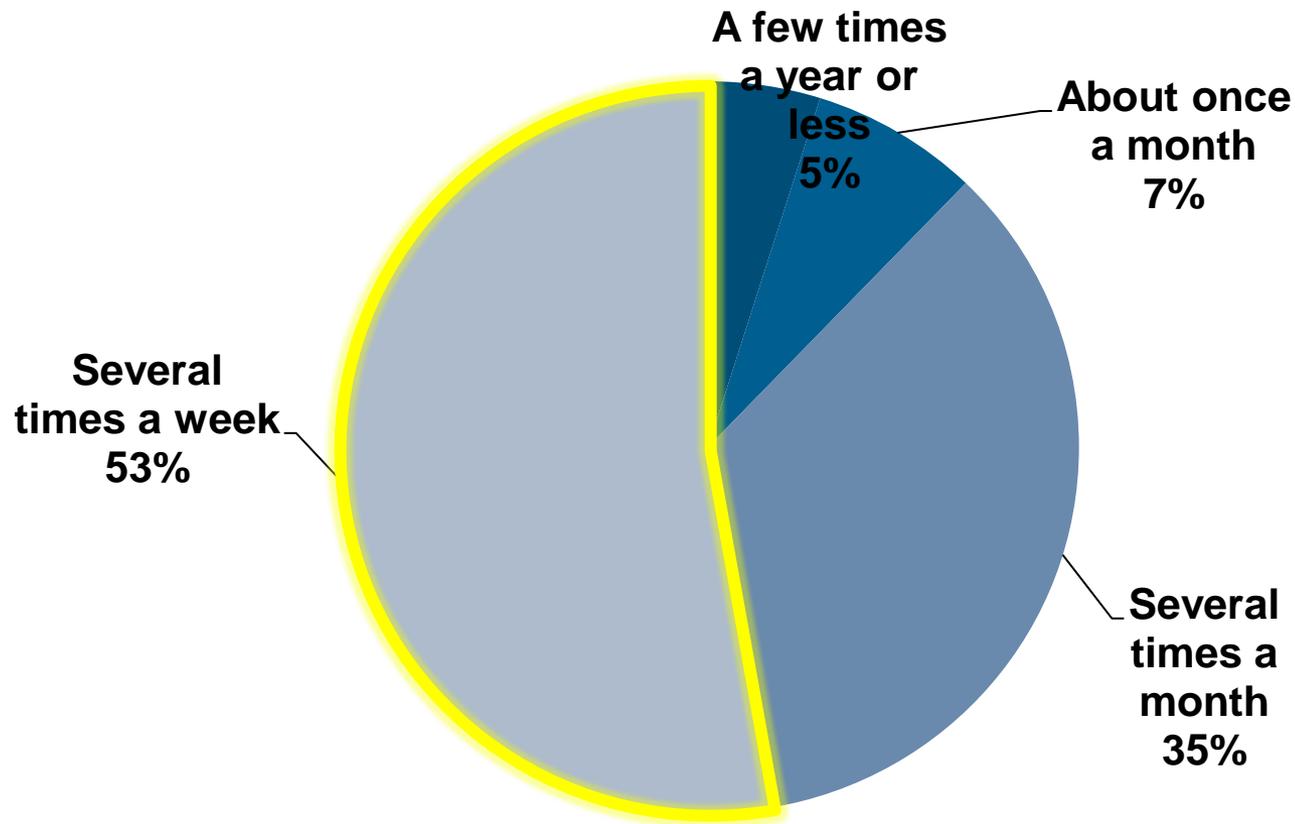
# What's the draw?



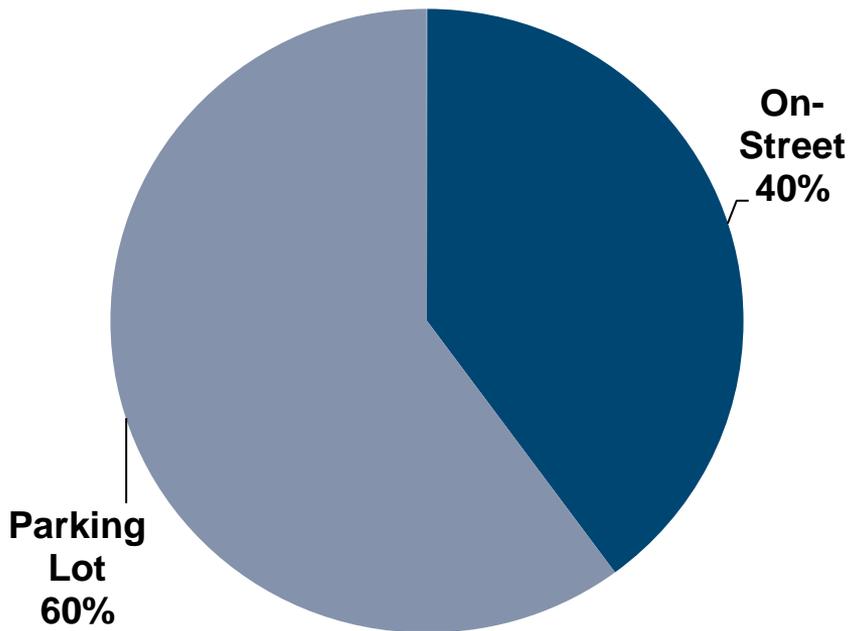
# Most customers are frequent visitors...

---

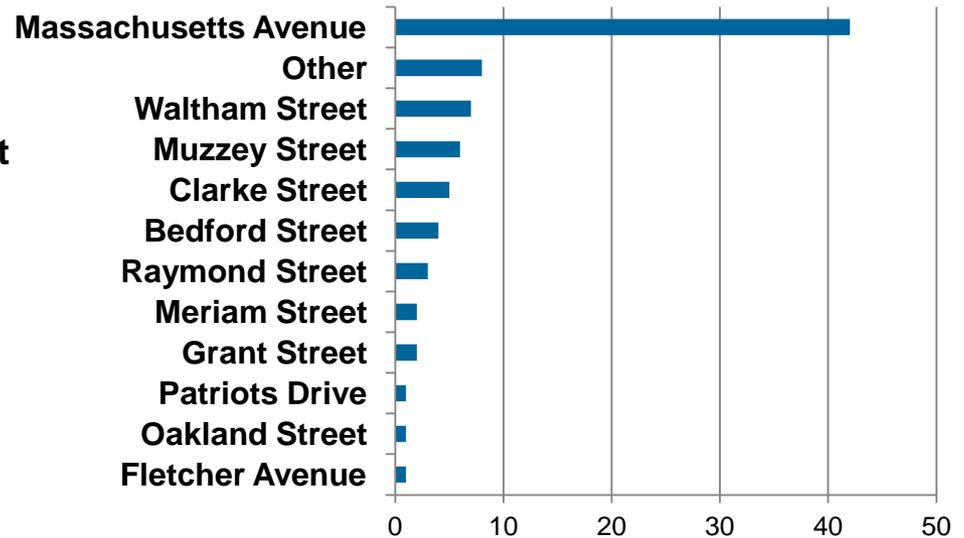
How often do you visit Lexington Center?



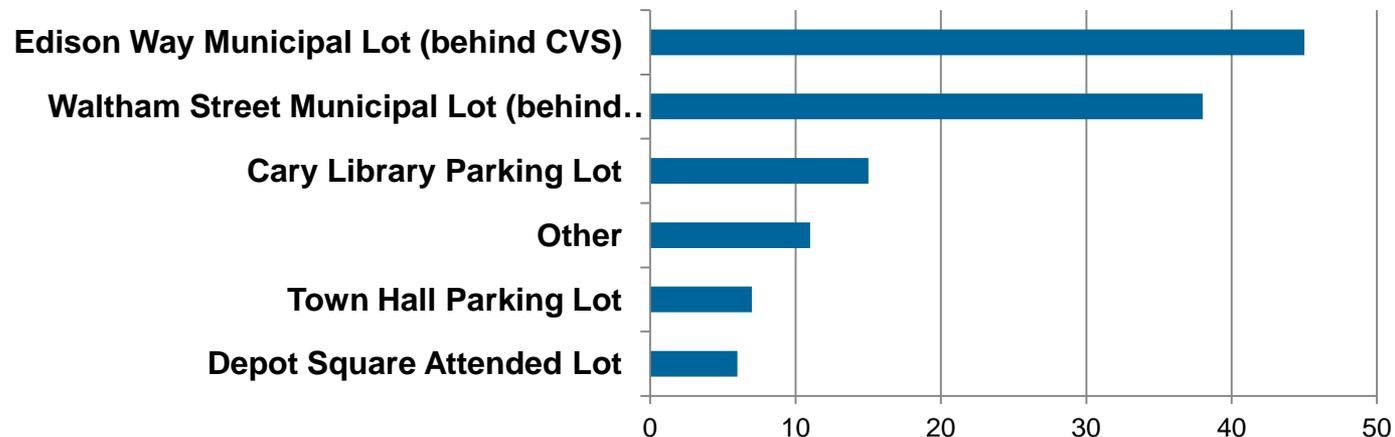
# ...and there is great variety in where they park.



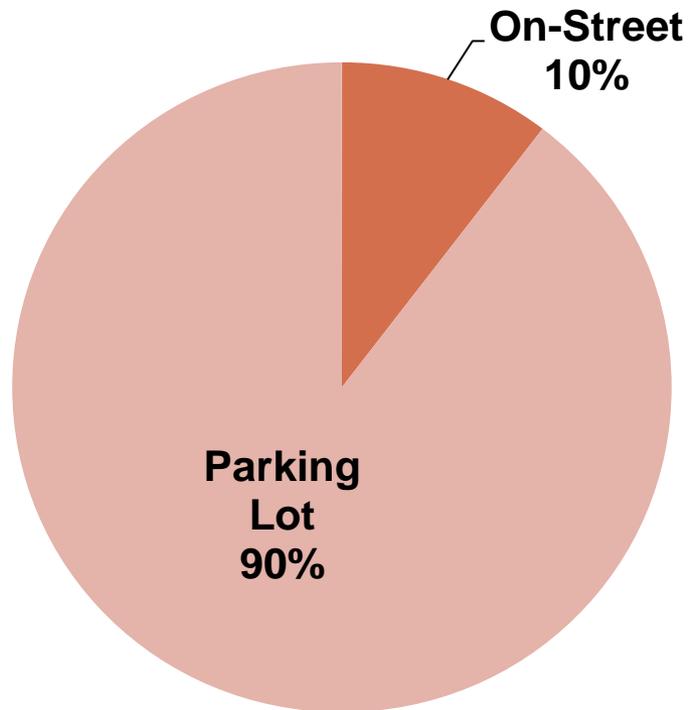
### Which street did you park on?



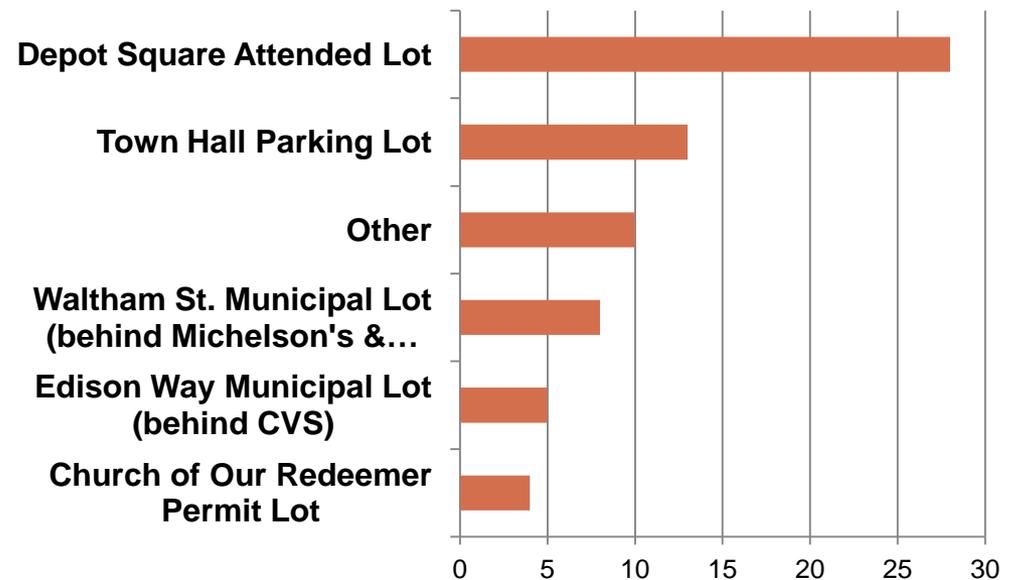
### Which lot did you park in?



# Employees report parking off-street

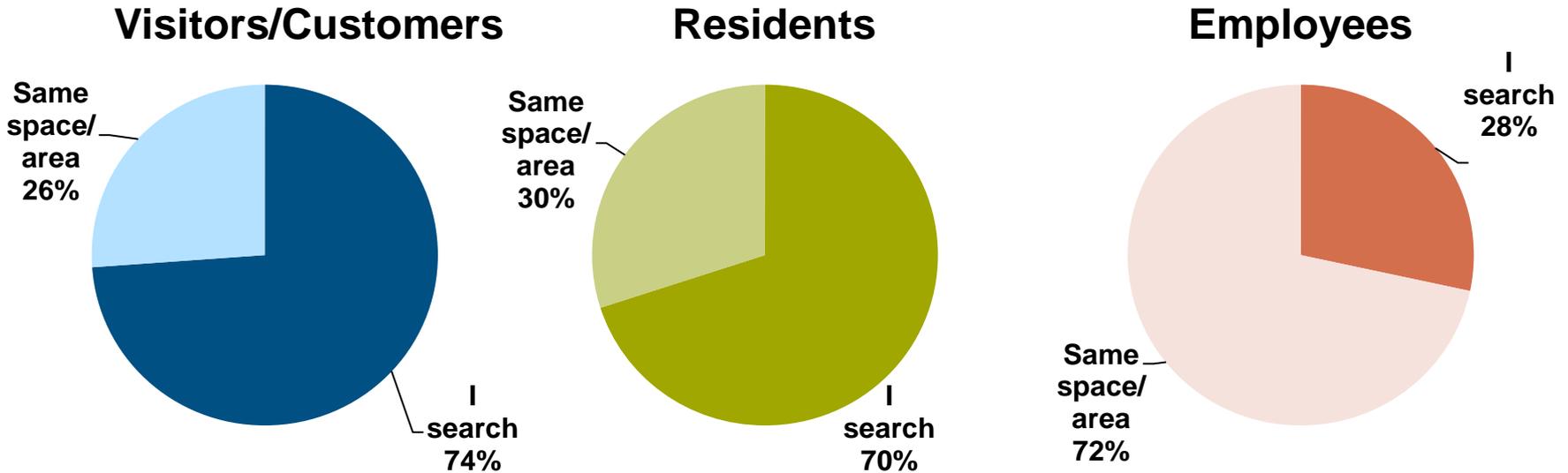


## Which lot did you park in?

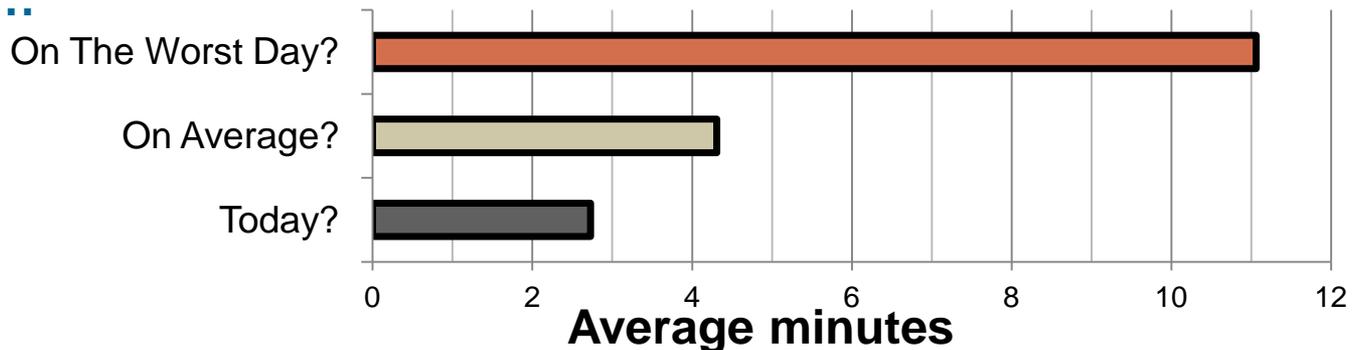


# Irregularity in parking location, except for employees

Do you always park in the same place or do you search?



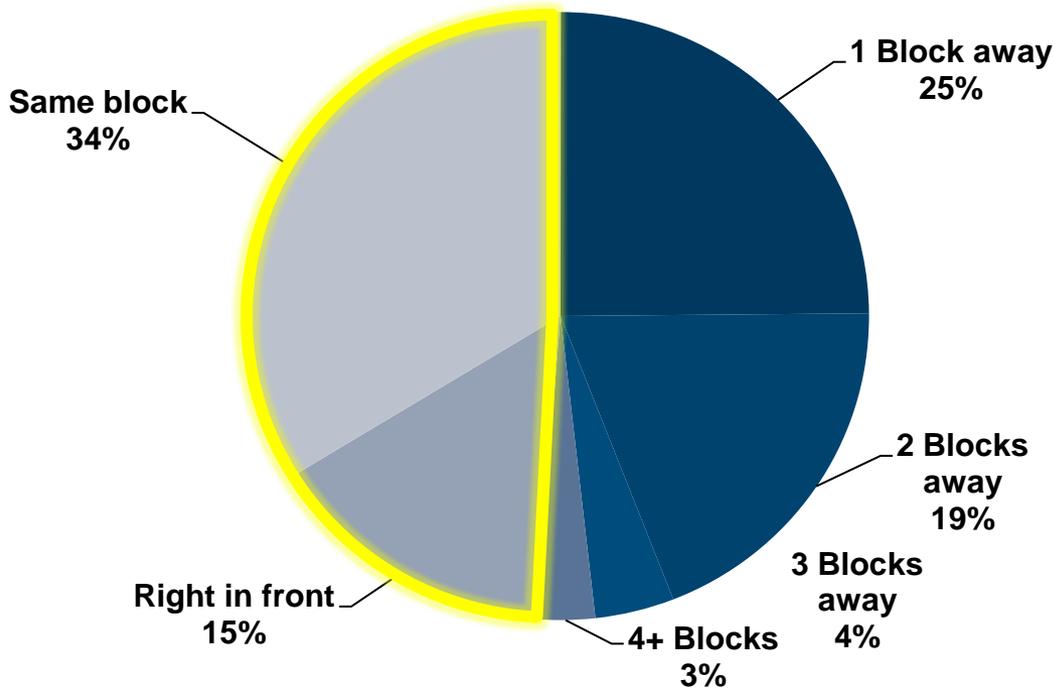
For Visitors/Customers and Residents, how long does it take to find a space...



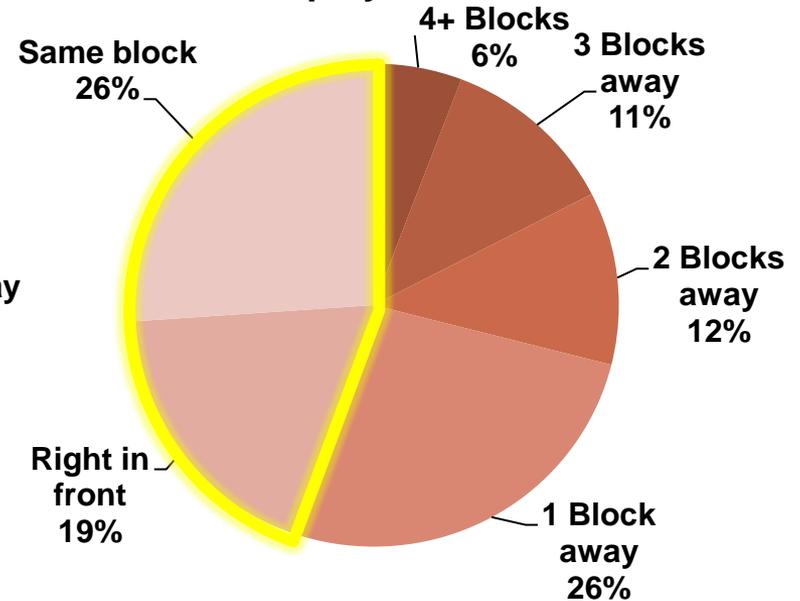
# Roughly 1/2 of everybody parks over one block away

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

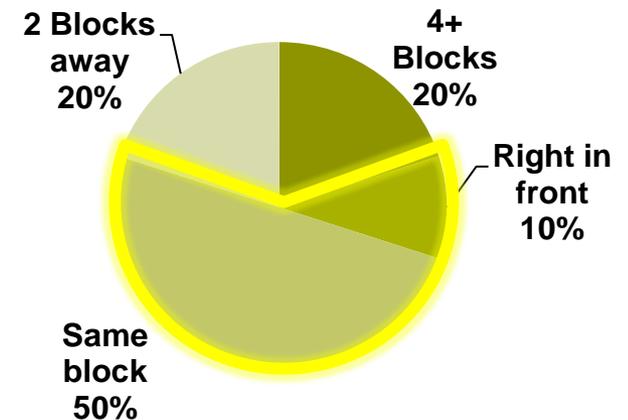
Visitors/Customers



Employees



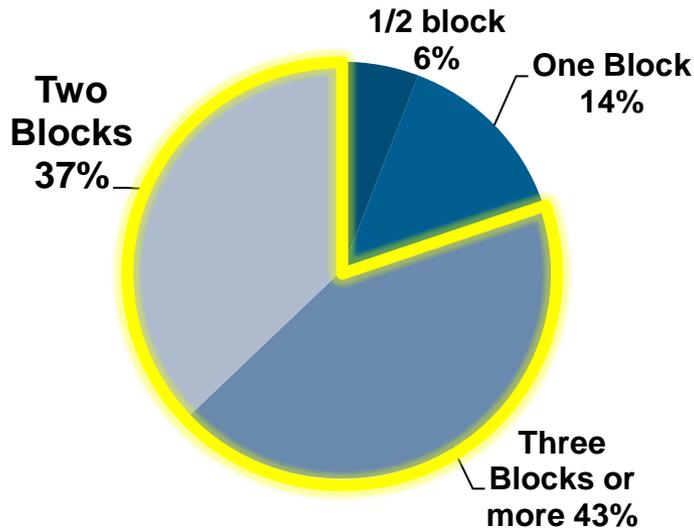
Residents



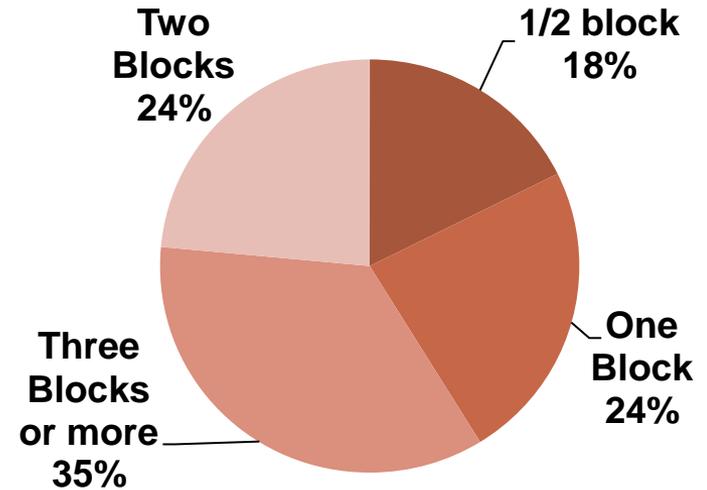
# Visitors/Customers most willing to park 2+ blocks away

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

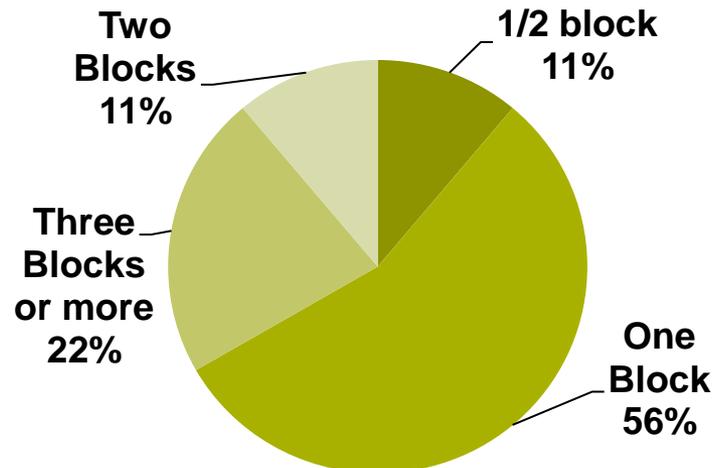
Visitors/Customers



Employees



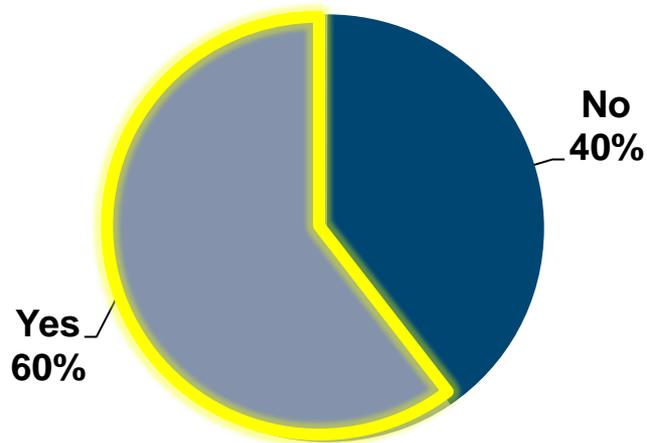
Residents



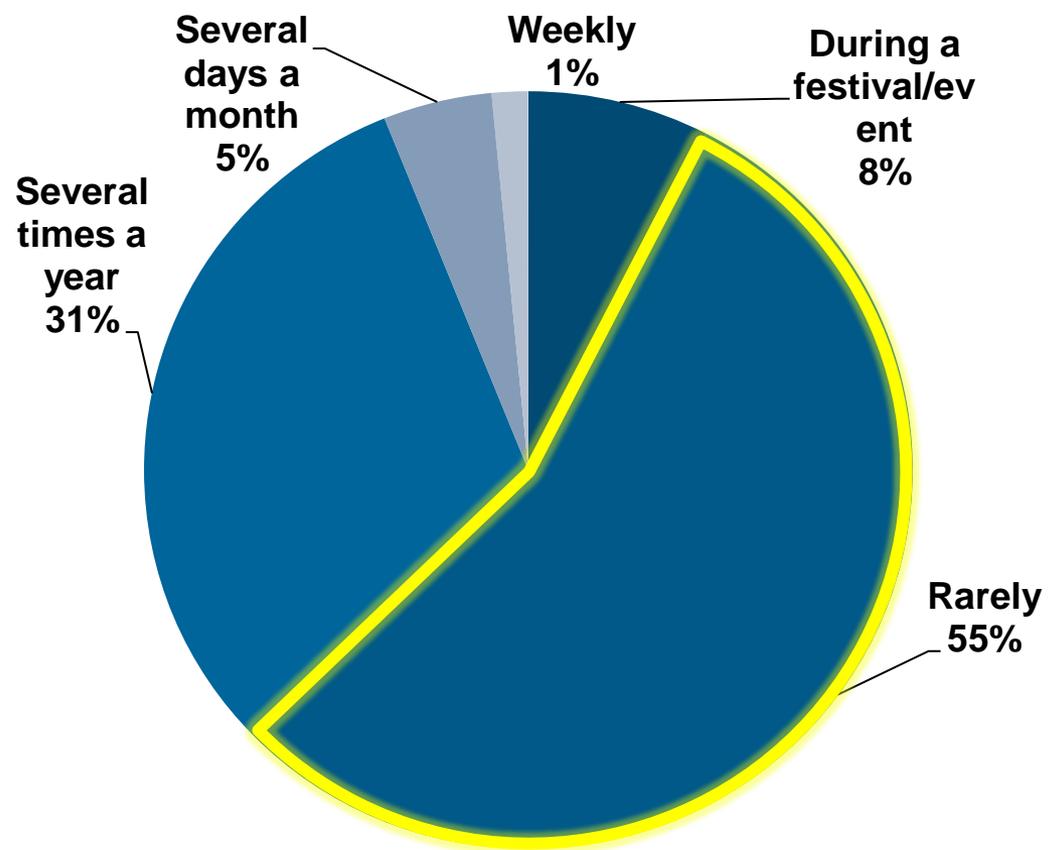
# Some customers give up on finding a space, but it doesn't happen often.

---

**Have you ever failed to find parking and just left?**

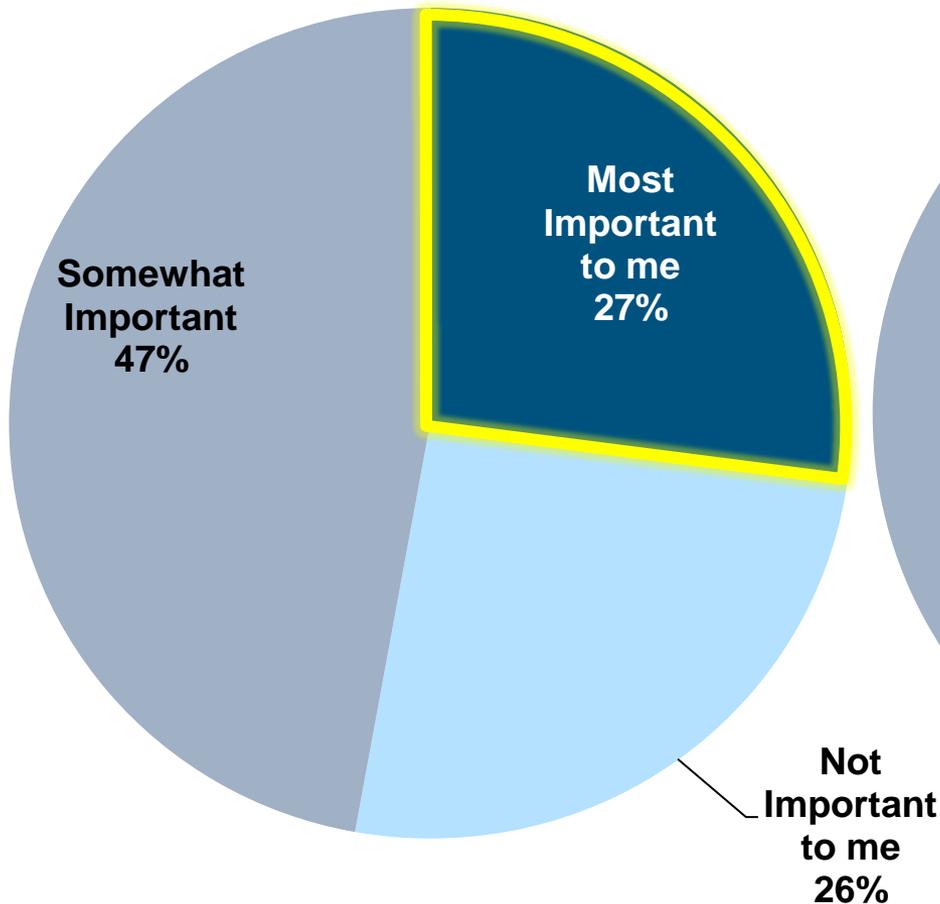


**If you couldn't find a space and left, how often has/does this happen?**

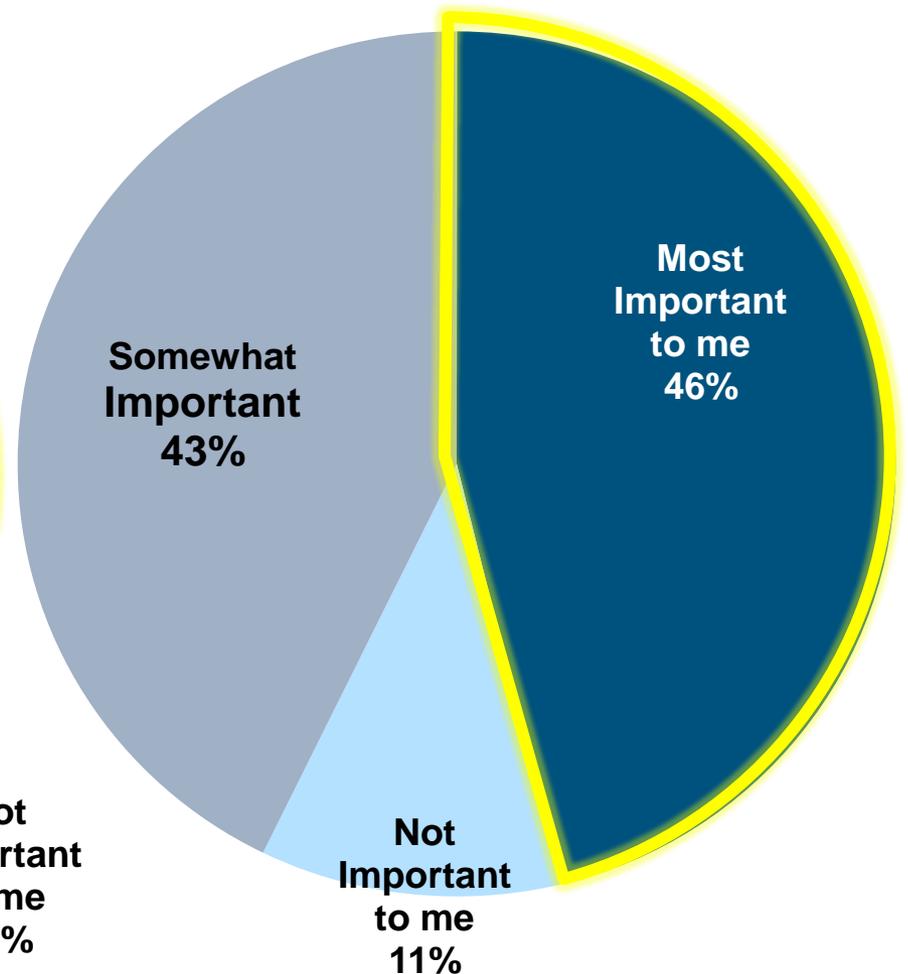


# Time Limits Matter to Customers

How important is price?



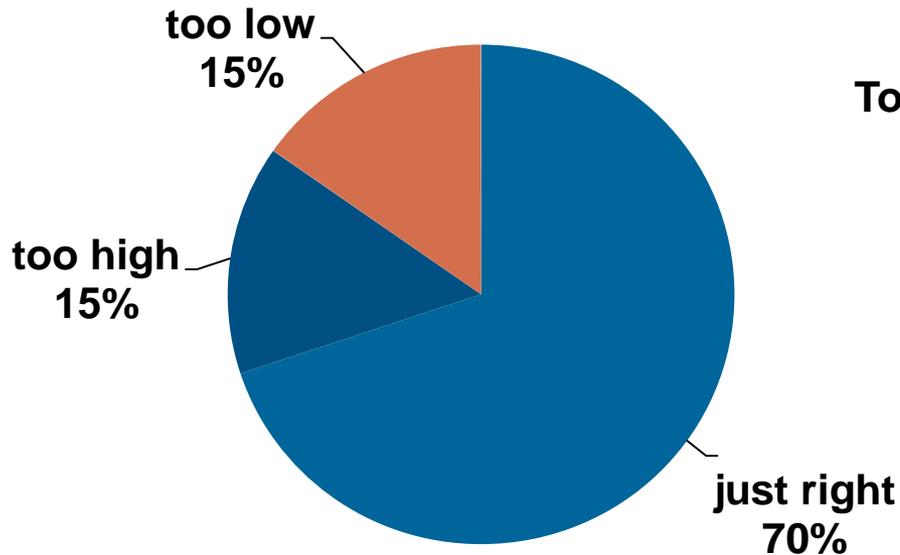
How important are time limits?



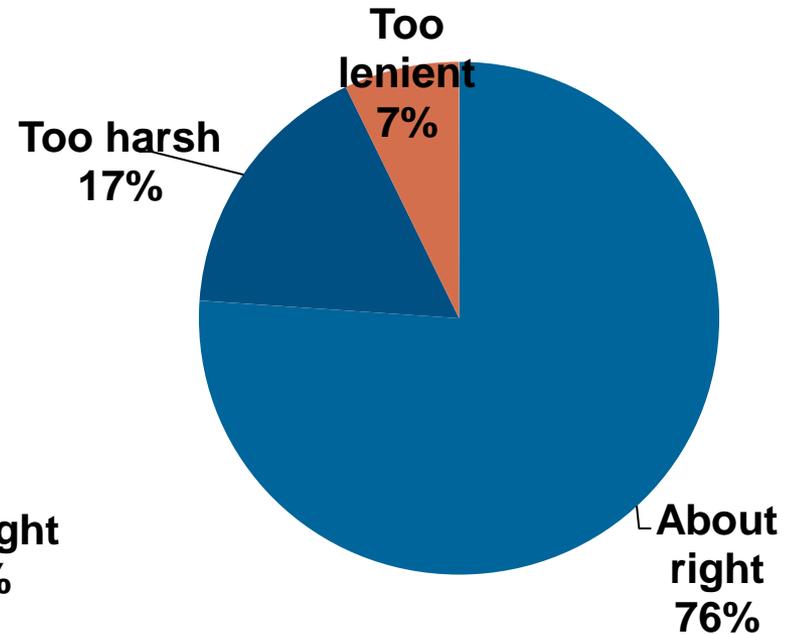
# Everybody is content, if not split on price and enforcement.

---

**Do you think the current price of parking is:**



**Is parking enforcement:**



## Next Steps

# Project Overview

---

## 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 350+ 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 Proposal for Lexington)

Public Meeting (Revised Proposals for the Board of Selectman)

Board of Selectman Meeting



# 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	<u>Time:</u> 6:00PM - 9:00PM
January 15, 2014	Initial Proposals for Lexington	<u>Location:</u> Lexington Depot
January 29, 2014	Revised Proposals for the Board of Selectman	

Please take the online parking survey at [www.lexingtonma.gov/parking](http://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](http://www.lexengage.com), and look for the topic entitled, "Parking Management."

# TONIGHT: TO HEAR FROM YOU

---

## Sticky Dots



## Map Exercise



**ONLINE SURVEY:**  
**[www.lexengage.com](http://www.lexengage.com)**