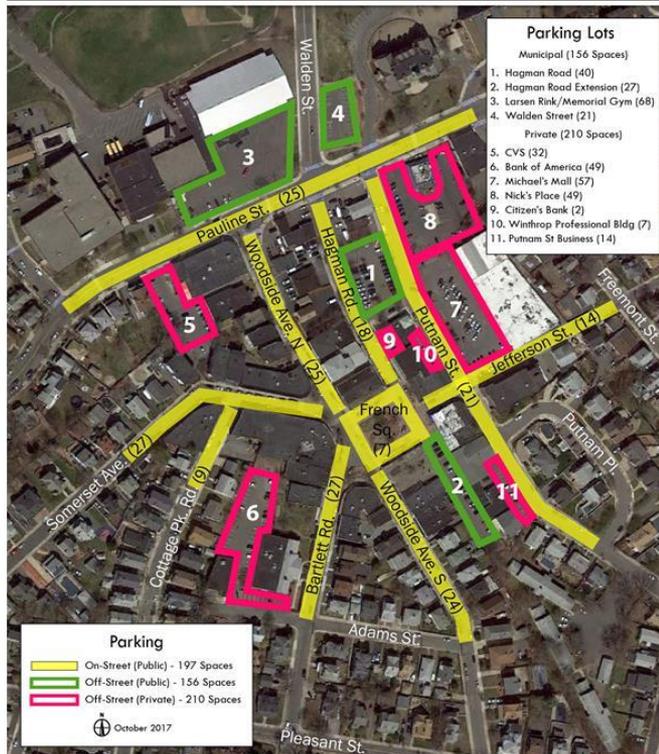


# Parking in the Center Business District: Study Results & Discussion

*Public Meeting Hosted by the Winthrop Town Council Economic Development Committee*

## Study Area



**Tuesday, November 14th, 2017**

**6:30-7:30 pm**

**EB Newton School, Winthrop**

Please join the Town Council Economic Development Committee together with the Transportation Advisory Committee for a brief presentation of the findings from recent parking study focused exclusively on utilization and capacity of parking facilities in the Center Business District.

The presentation will include maps and figures to convey how parking spaces are utilized in both public and private lots and on street throughout the day, evening, and overnight. No recommendations will be put forth at this time, although we will discuss potential solutions and best practices in parking management that will ultimately be presented to the Town Council at their November 21st meeting.

*For more information, contact Heather Engman, Town Councilor, Precinct 4  
([heather.engman@town.winthrop.ma.gov](mailto:heather.engman@town.winthrop.ma.gov)) or Julia Wallerice, Chair, Transportation  
Advisory Committee ([juliawallerice@gmail.com](mailto:juliawallerice@gmail.com))*



# Change in New England !?!?!?!?

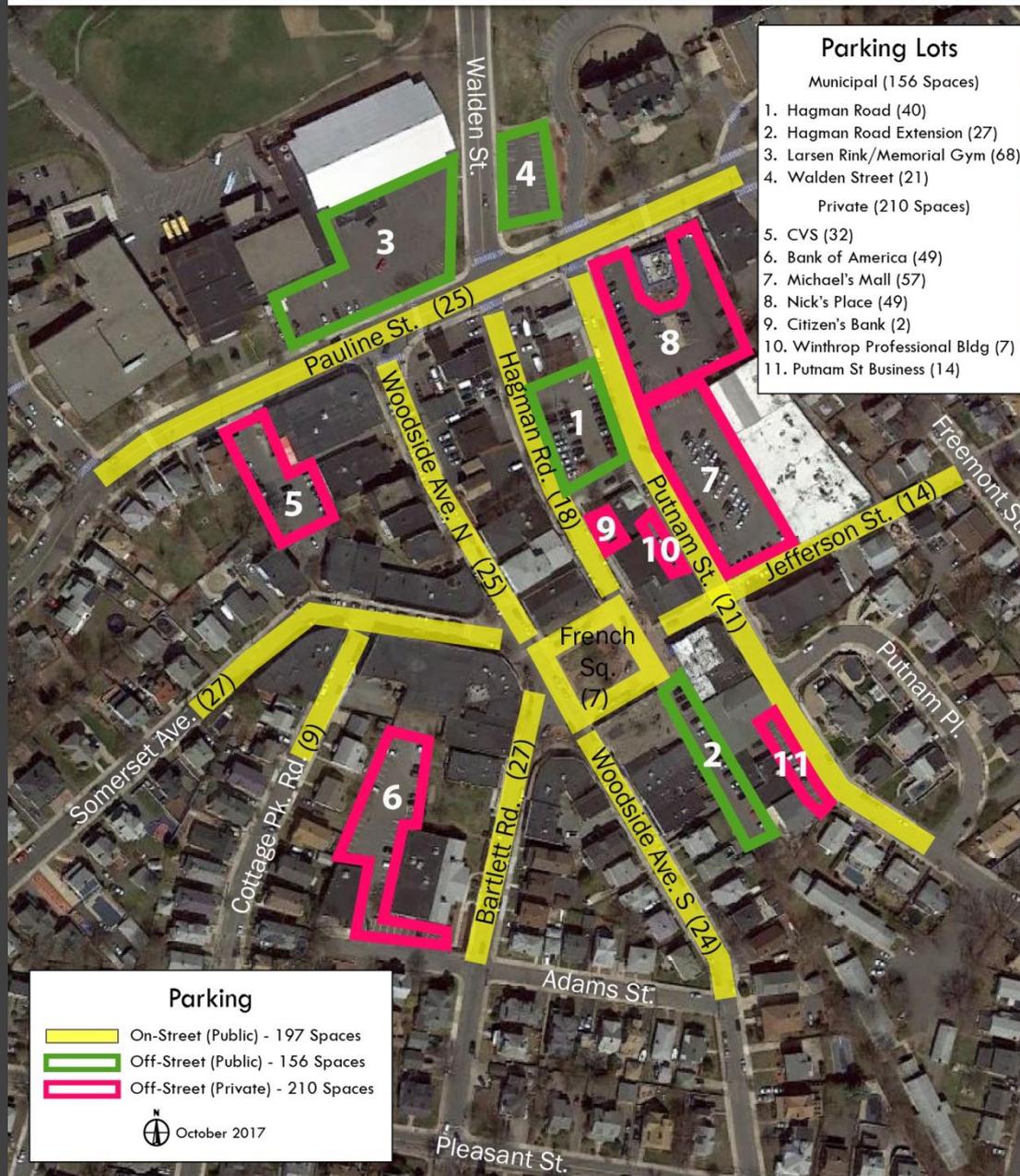


# Overview of CBD Parking Study 2017

- **Team:** Volunteers led by Julia Wallerce, Transportation Committee Chair & Mike DiLisio, Town Parking Clerk
- **Goal:** Find out how parking facilities in the CBD are being utilized in order to identify management solutions that maximize access while also enabling economic development
- **Methodology:** Count all parked cars on streets and in public and private lots in the Center 5 times/day, 3 days/week for 2 weeks (\*both during & after Hagman Road closure):
  - **Tuesday, Thursday, Saturday**
  - **10-11 am, 1-2 pm, 4-5 pm, 7-8 pm, 12-1 am**

# Study Area

Total  
Spaces =  
**563**



## Occupancy levels:

0-39%

40-64%

\*65-84%

\*85-99%

100%

\* Industry target = 85%

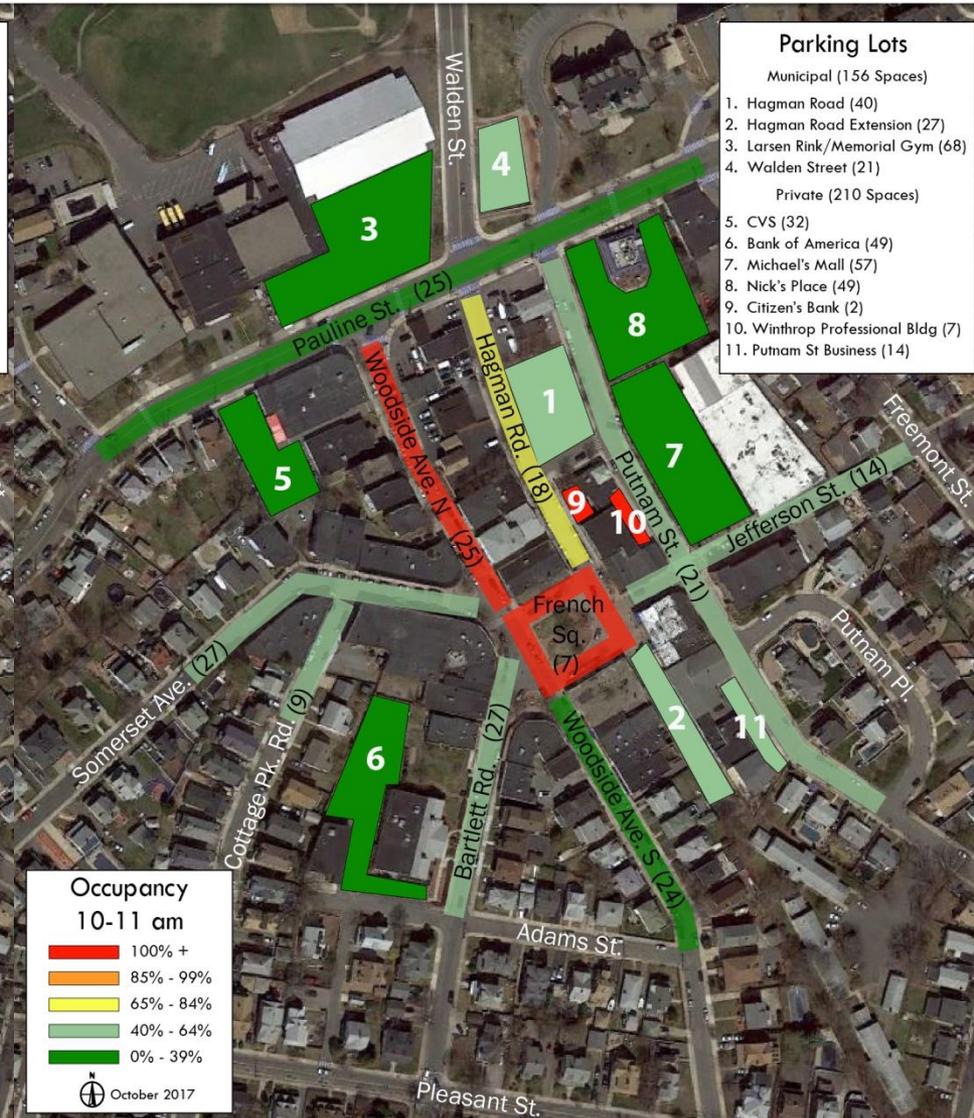
# Weekday Mornings: 10-11:00 am

## Occupancy

Tuesday October 10, 2017

## Occupancy

Thursday October 12, 2017



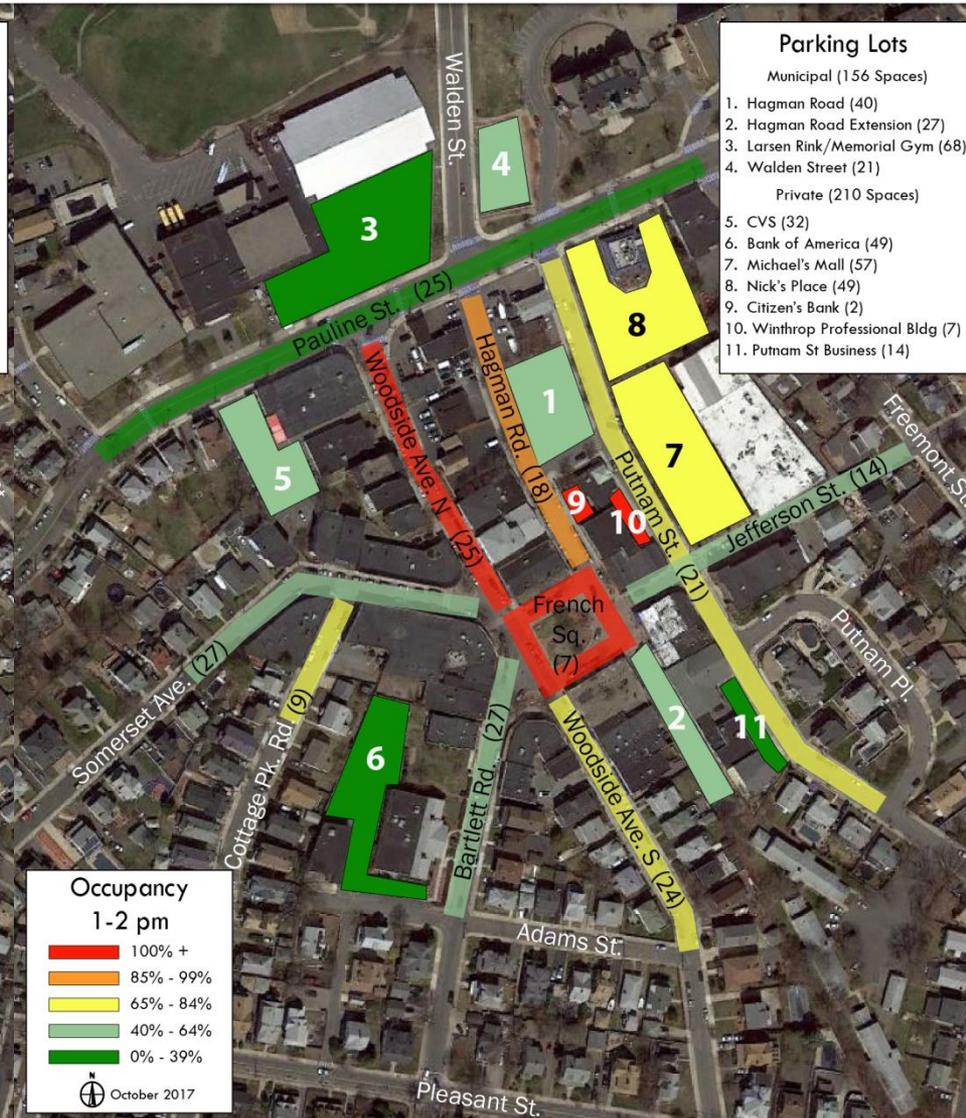
# Weekday Afternoons: 1:00-2:00 pm

## Occupancy

Tuesday October 10, 2017

## Occupancy

Thursday October 12, 2017



# Weekday Late Afternoons: 4:00-5:00 pm

## Occupancy

Tuesday October 10, 2017

## Occupancy

Thursday October 12, 2017



# Weekday Evenings: 7:00-8:00 pm

## Occupancy

Tuesday October 10, 2017



## Occupancy

Thursday October 12, 2017



# Saturday Morning: 10:00 am-11:00 am

## Occupancy

Saturday October 14, 2017



# Saturday Afternoon: 1:00 pm-2:00 pm

## Occupancy

Saturday October 14, 2017



# Saturday Late Afternoon: 4:00 pm-5:00 pm

## Occupancy

Saturday October 14, 2017



# Saturday Evening: 7:00 pm-8:00 pm

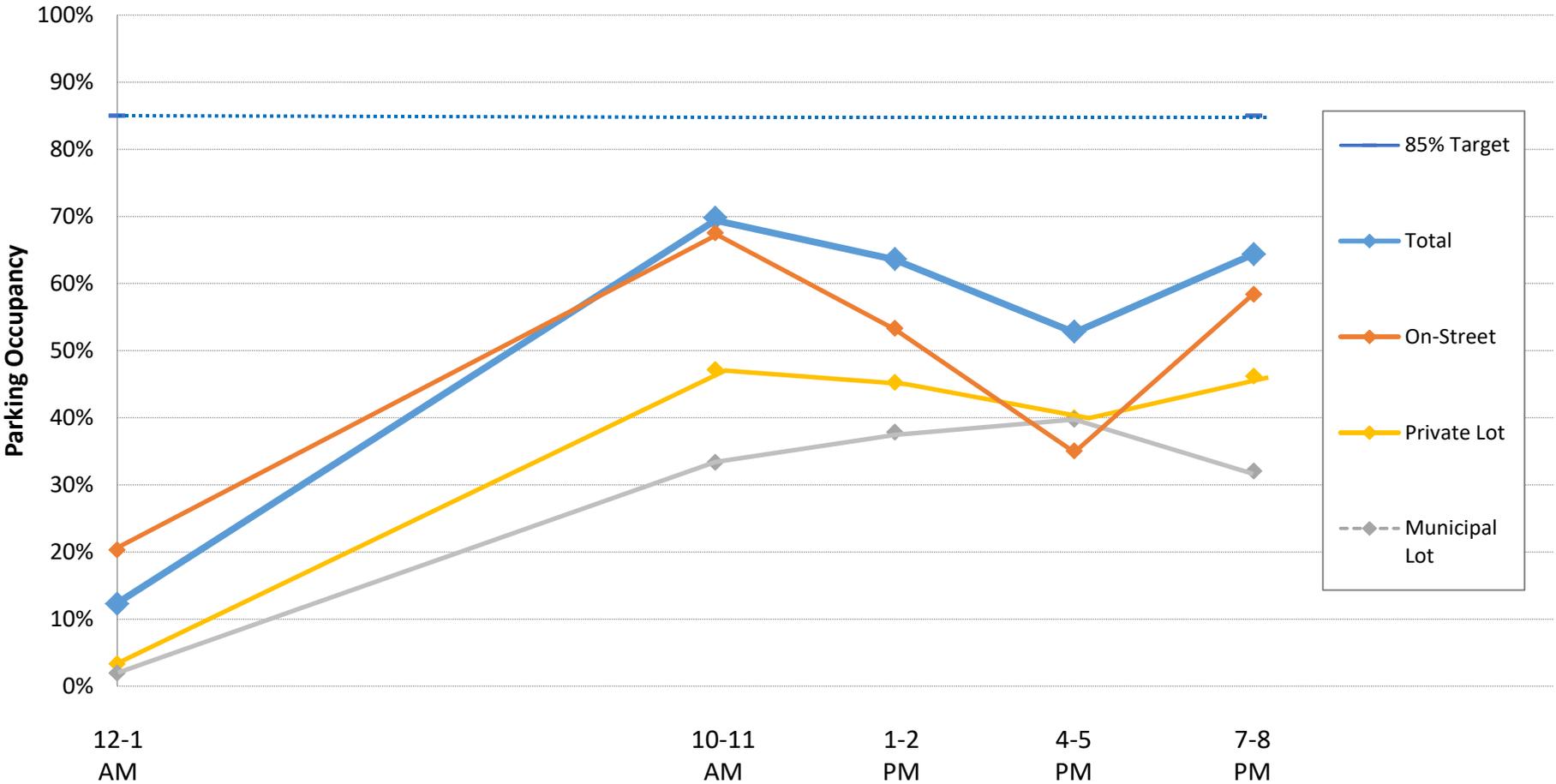
## Occupancy

Saturday October 14, 2017

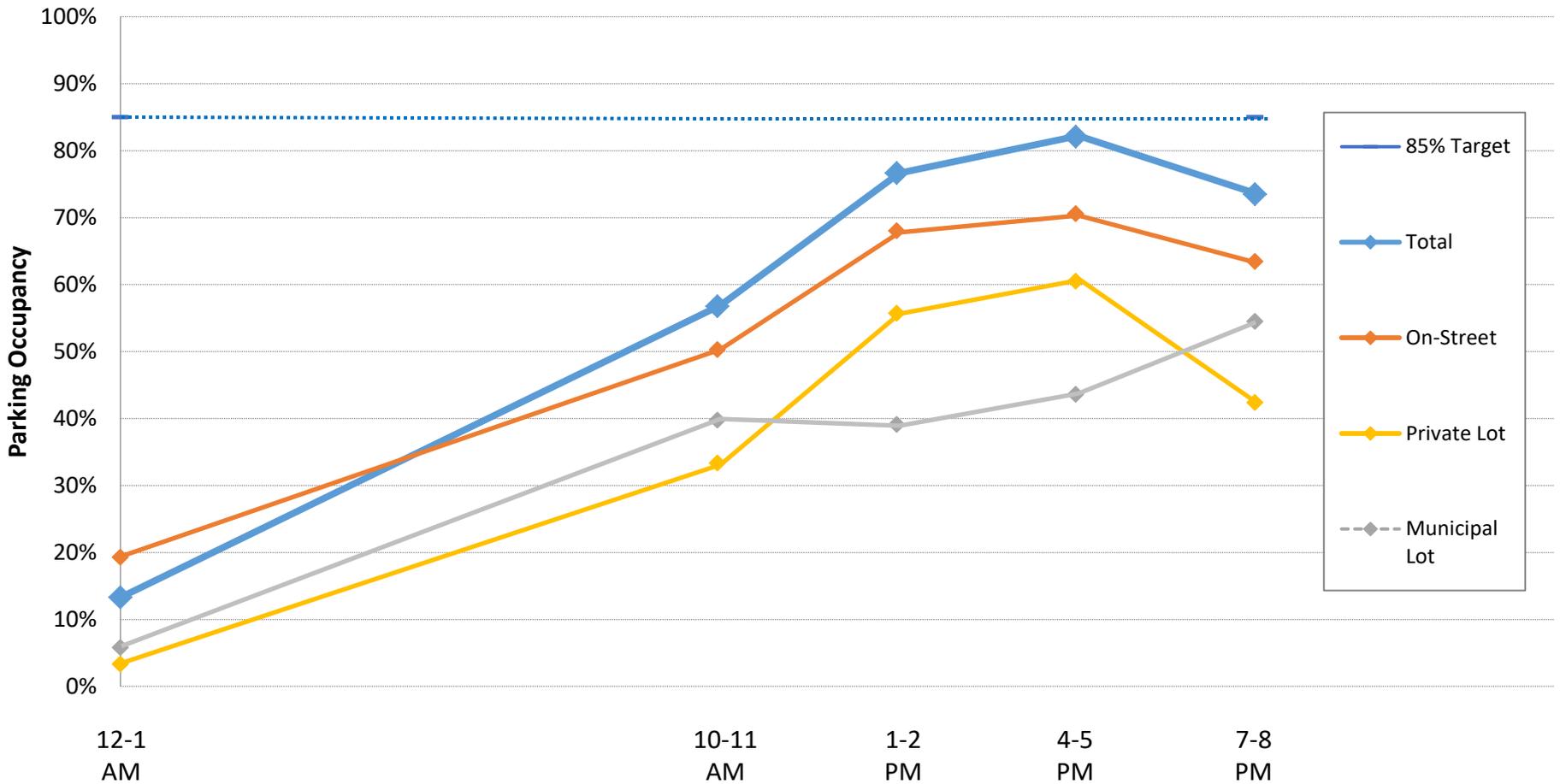
\* Hockey event taking place at Larsen Rink



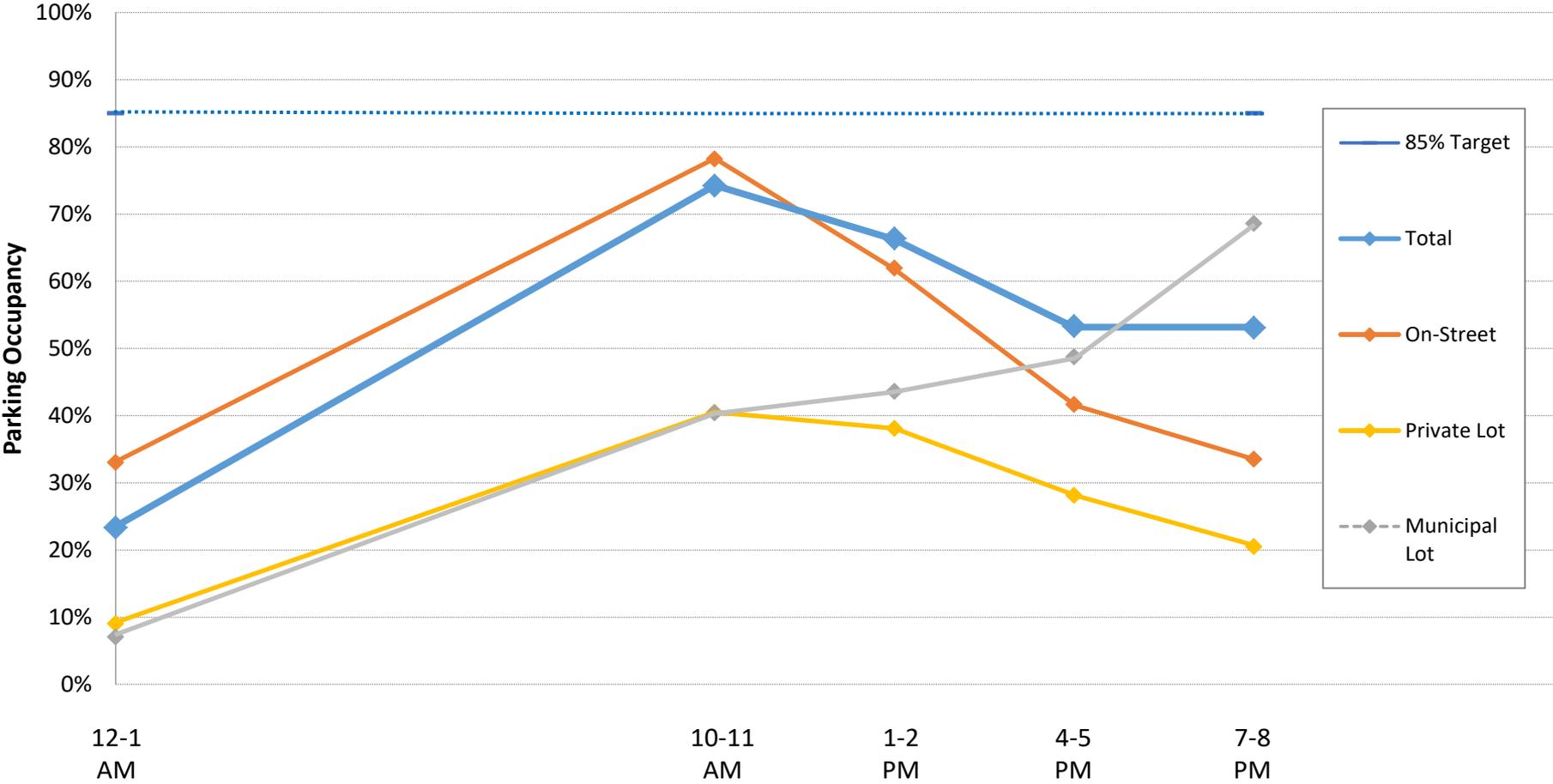
# Downtown Winthrop Occupancy vs. Capacity Tuesday, October 10, 2017



# Downtown Winthrop Occupancy vs. Capacity Thursday, October 12, 2017



# Downtown Winthrop Occupancy vs. Capacity Saturday, October 14, 2017



# Immediate Takeaways

- While it can be difficult to find a parking spot on certain streets at certain times of time, **overall parking facilities are underutilized in the CBD**
- The parking problems we are perceiving have little to do with our parking supply and lots to do with how it is managed and accessed
- **Highest demand and lowest occupancies occur on street** (it's most difficult to find a space on street)
- **Lowest demand and highest occupancies occur in lots** (it's easiest to find a space in a lot- if you can find the lot)
- The bulk of our underutilized parking spaces are in privately owned lots

**In this sense, we may not have a parking problem at all but....**



**We do have an information problem.**

# Permit Parking Only



**Sinners** Will Be Towed  
At Owners Expense  
Pat's Towing 617.354.4000

RED ZONE

# DON'T EVEN THINK



York, NY



Salem, MA



Salem, MA

# Alleyway Entrance + Parking/Wayfinding Signage



# Alleyway Entrance + Parking/Wayfinding Signage



# Parking Signage



# Downtown Wayfinding

- Define clear rules
- Identify free and long-term parking
- Identify major points of interests
- Guide pedestrians back to their car



# A map would do us good



## Maps:

[Printable Parking Map \(pdf\)](#)

[Bicycle Map](#)

[Google Bus Stop Map](#)

[Make Your Own Map](#)

- bike racks
- bus stops
- long & short term parking
- historical sites

## Parking Permits

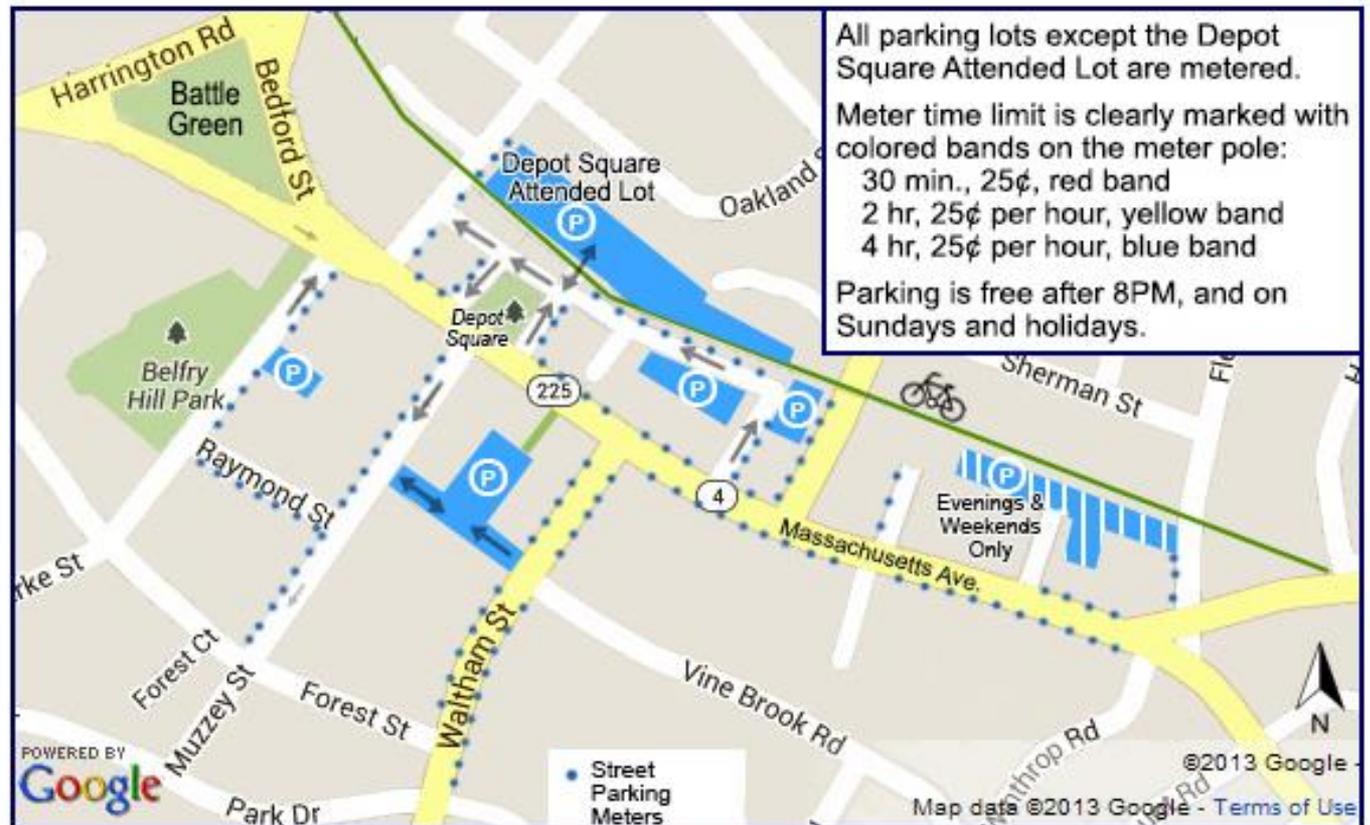
## Overnight Parking Regulations

## Pay a Parking Ticket Online

[Appeal a Parking Ticket](#) - Hearings are held on the first and third Friday of

# Parking in Lexington Center

*There's lots of parking in Lexington!*



Cursor over parking lots for additional information.

View interactive Google map of Lexington Center



Parking meters in parking lots and on

Information before enforcement (ie. Emphasis on help people over ticketing people)



Miami, FL



Vancouver, BC



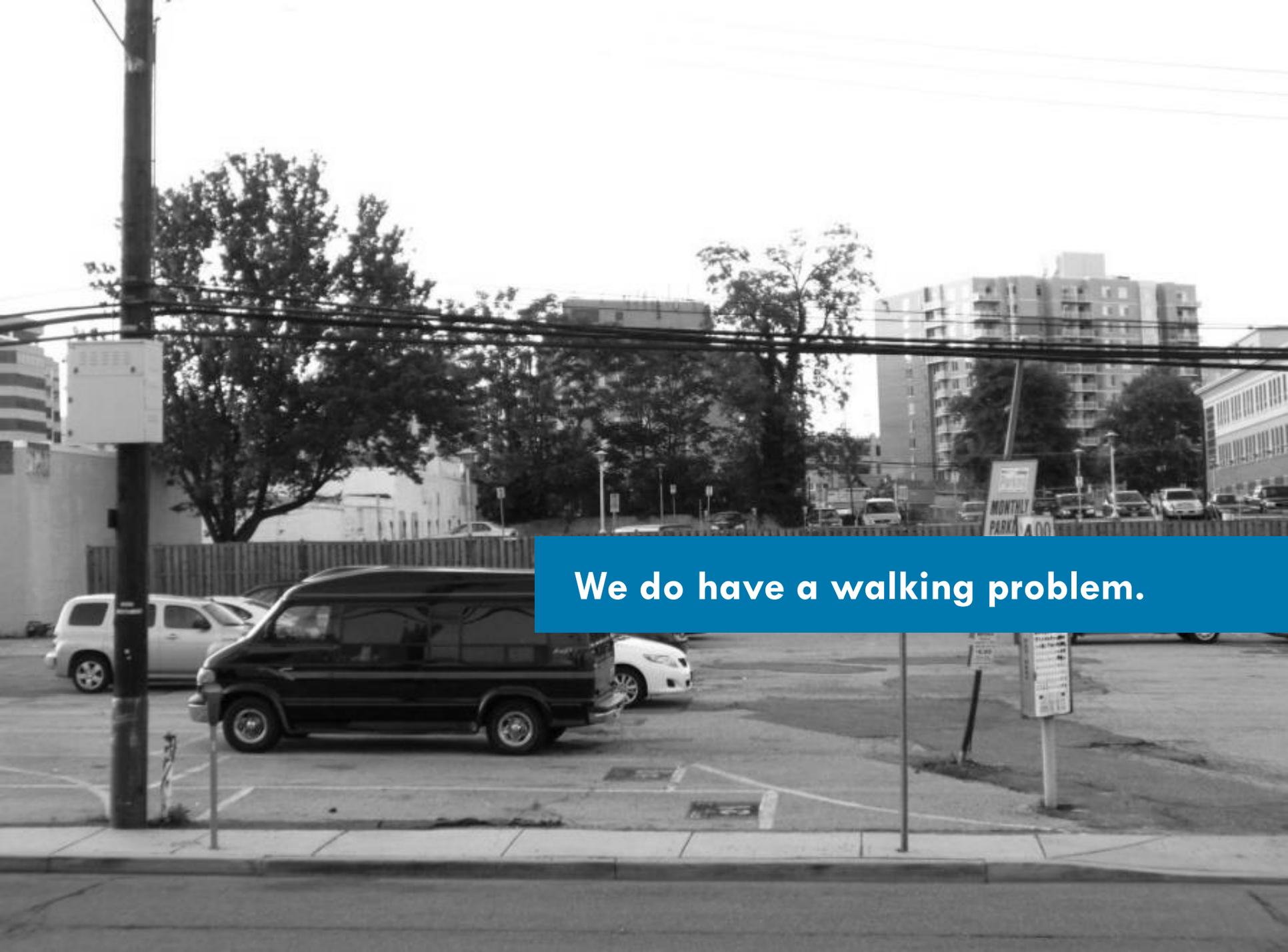
Manchester, UK



Cleveland, OH



Raleigh, NC

A black and white photograph of a city street scene. In the foreground, a dark van is parked in a lot. To its left, a white car is partially visible. In the background, there are trees, utility poles with wires, and several multi-story buildings. A blue rectangular box with white text is overlaid on the right side of the image. A parking sign with the text 'MONTHLY PARKING \$4.00' is visible in the background.

**We do have a walking problem.**



**“Every person who parks  
a car is a pedestrian.”**

SUMMER  
JOBS  
Environment  
Massachusetts  
\$10-\$15/hour







POPOVERS

BAKERY & COFFEE

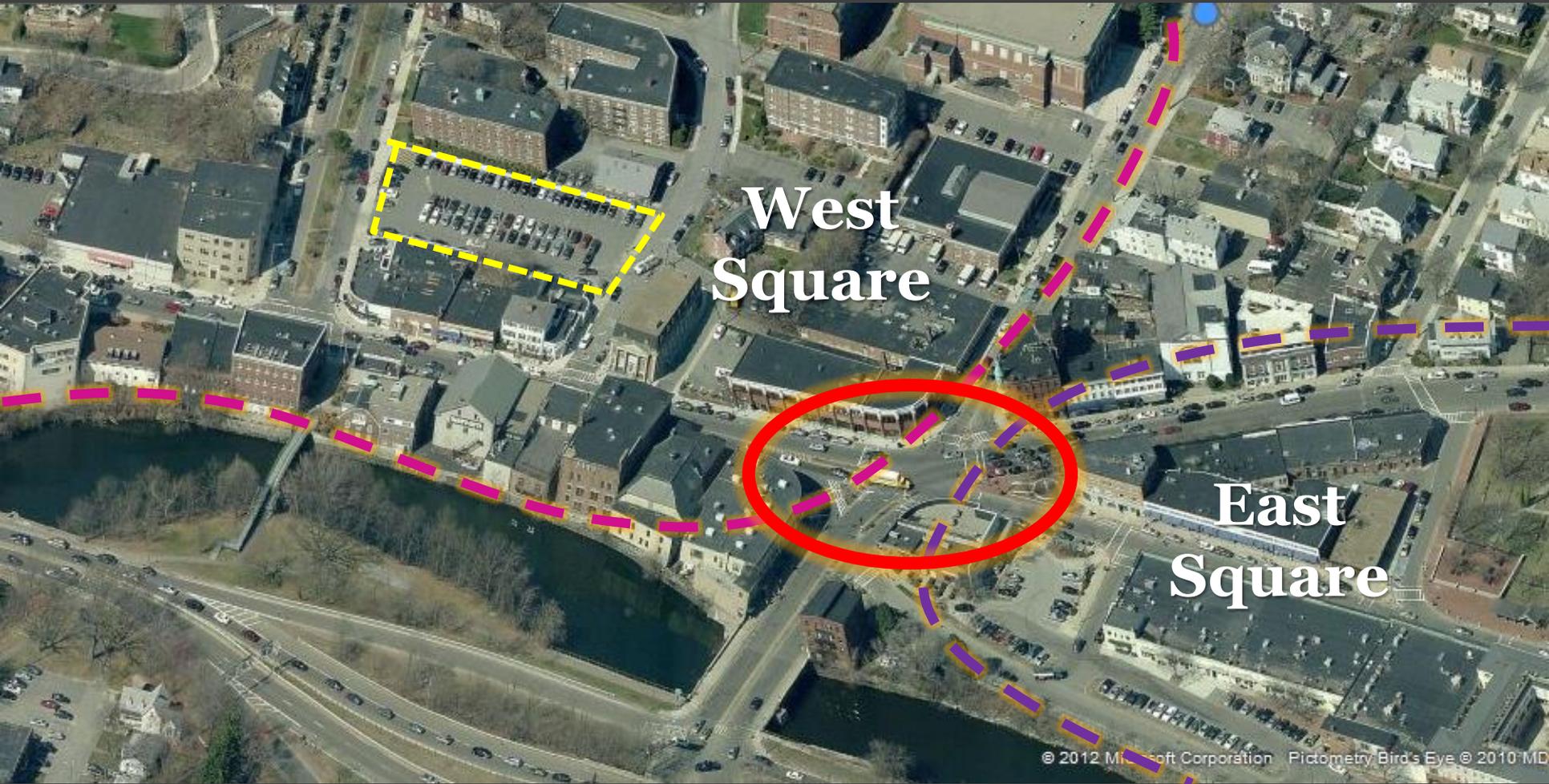
Food Truck



Cambridge, MA



# Medford, MA



© 2012 Microsoft Corporation. Pictometry Bird's Eye © 2010 MD

# Medford MA

## Barrier to Utilization of Eastern Spaces



Medford, MA



Melrose, MA

Medford, MA



Melrose, MA

## Medford, MA

- \$7.5 M for 165 spaces

**or**

- \$1.5 M for 90 spaces and  
improved public space

**Free Parking Spaces Available**  
FOR BUSINESS SPACES OR  
24HR/7DAY SPACES  
Will Accommodate, Call  
**78-562-5268**  
**STRICT TOWING POLICY**

New Home  
of  
*Pantastic Sams*

**PARKING FOR  
UNDERCOVER  
ARMS CO.  
ONLY**  
VIOLATORS WILL BE TOWED AT OWNERS EXPENSE

**NO  
PARKING**

**We do have an efficiency problem.**

# Lexington, MA – Existing 7 Lots

Existing Parking Lots behind Cary Memorial Library - 140 Spaces



# Lexington, MA – Potential 1 Combined Lot

Redesign can add 55 Spaces!



# Lexington, MA – Shared Parking Best Practice

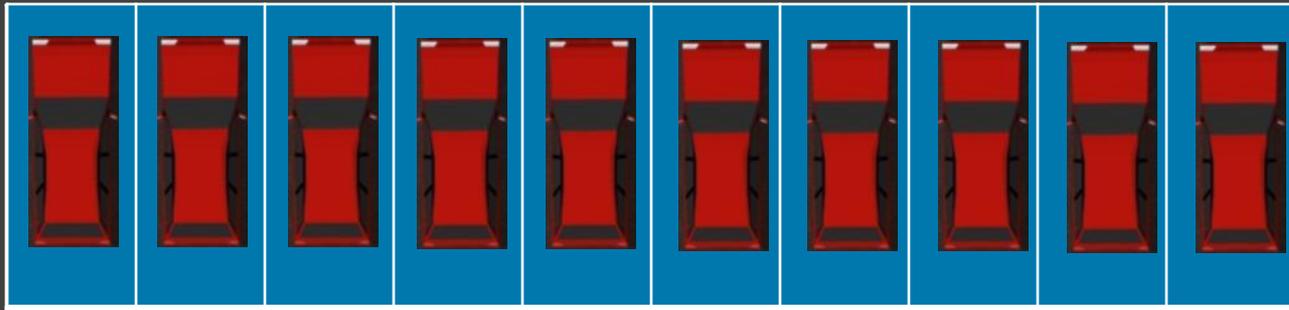


# Focus on Availability

The right approach:

- Not turnover. Turnover  $\neq$  Availability
- Not time limits. Time limits  $\neq$  Availability
- Pricing is the right tool. \$\$\$  $\Rightarrow$  Availability

\$\$\$



- Let customers stay for ice cream
- Match policy to behavior
- Use carrots not sticks (parking tickets!)



\$20,000

\$20,000 \$20,000

\$20,000

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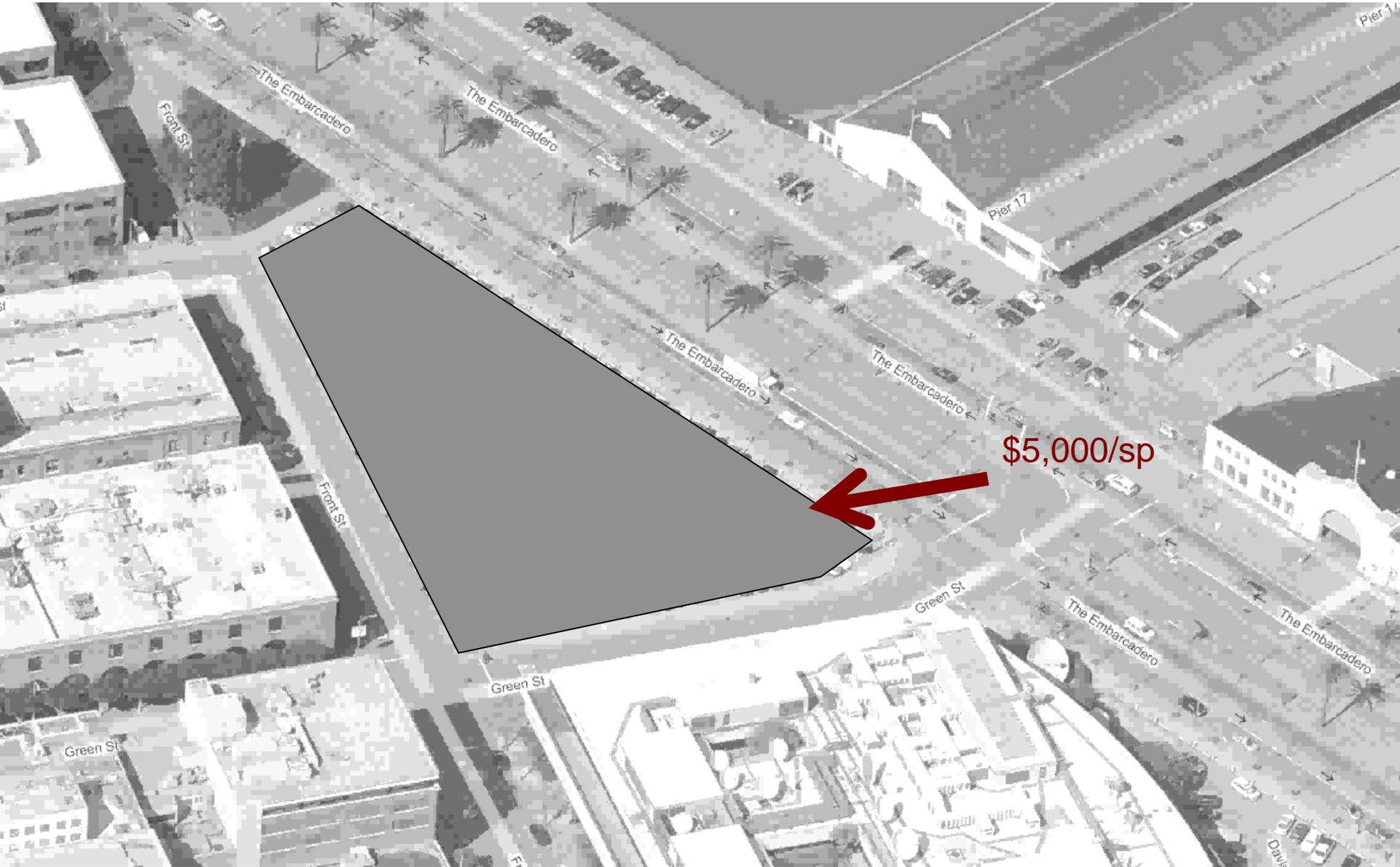
\$20,000

\$20,000

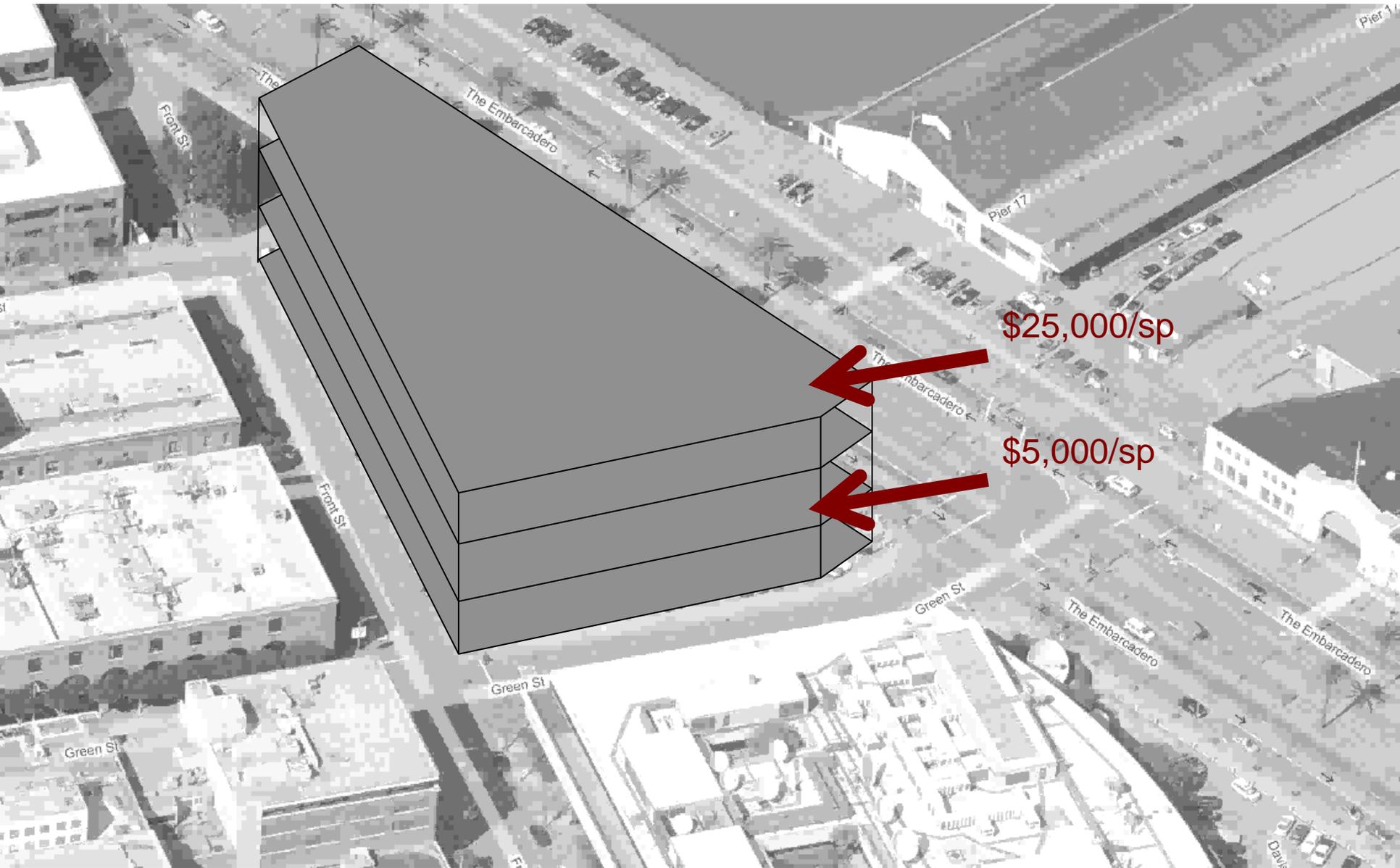
\$20,000

\$20,000

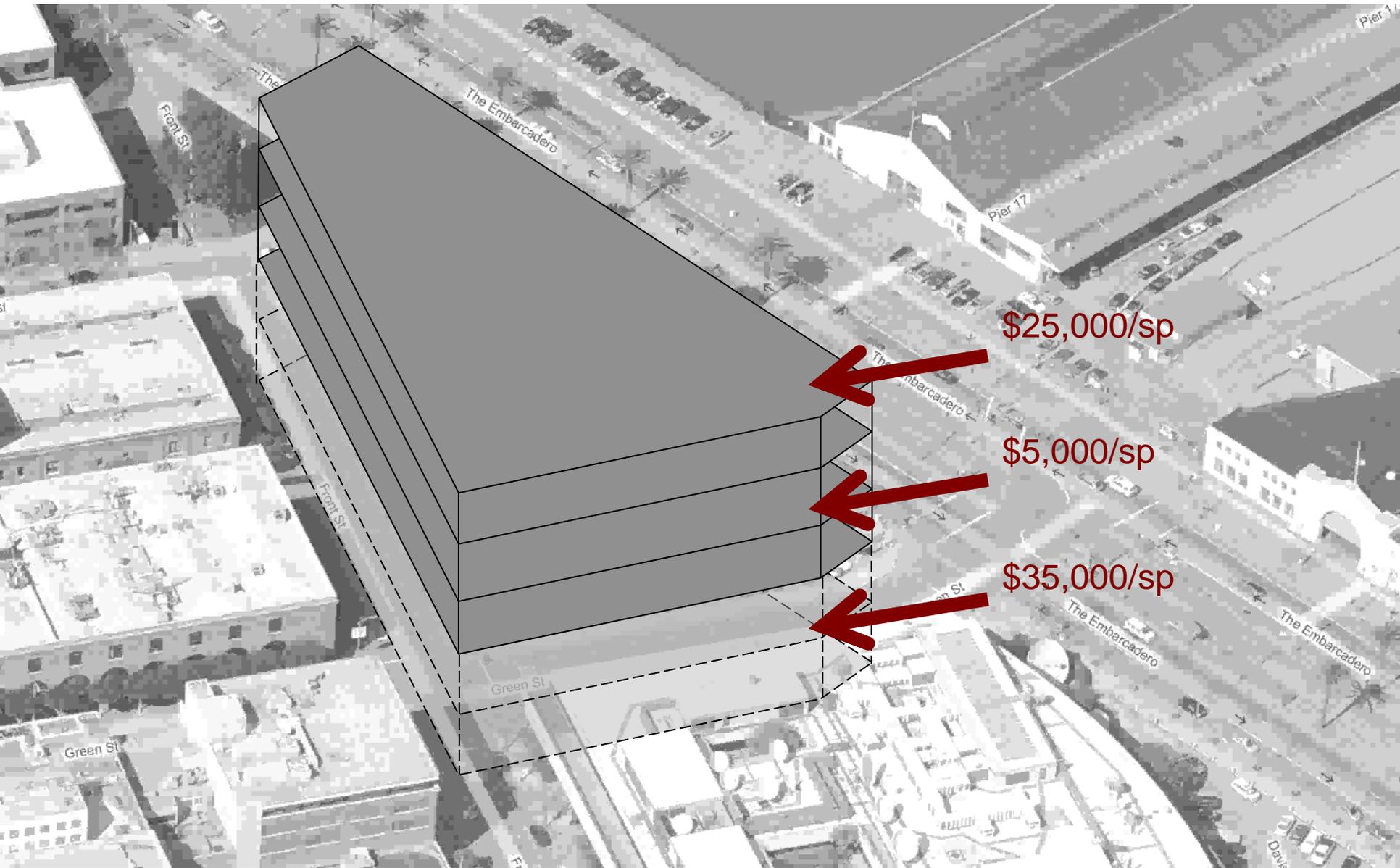
# Cost of 1 Parking Space



# Cost of 1 Parking Space



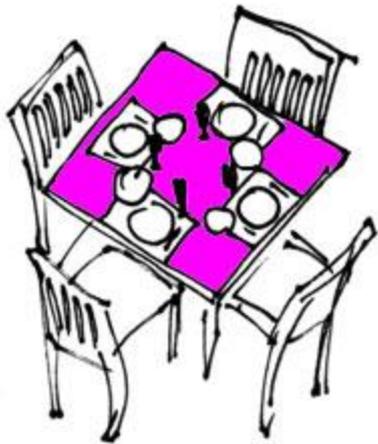
# Cost of 1 Parking Space



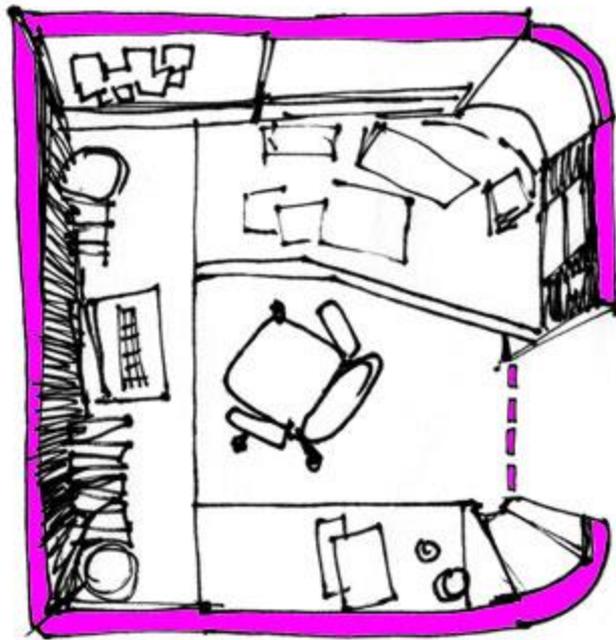
# Is Transit Really More Expensive to Operate?



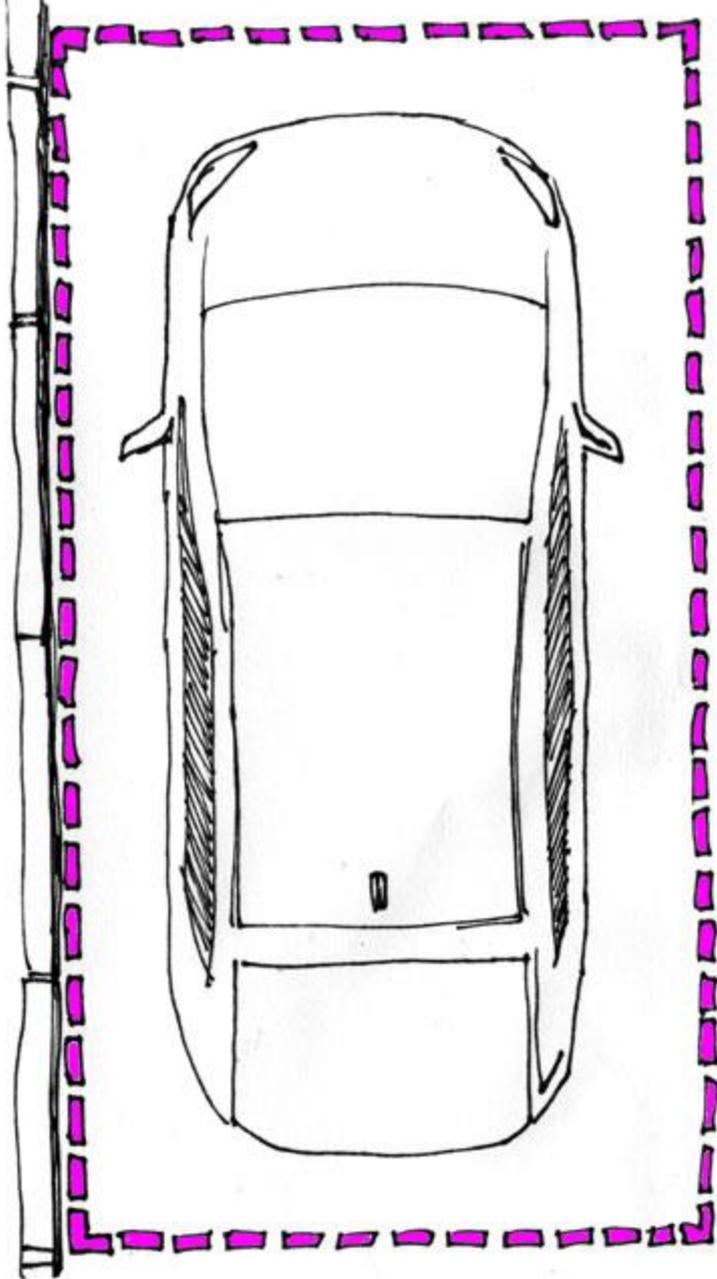
- ~~New Parking Garage~~  
\$5 per commuter per day
- Operating a Free Shuttle  
\$2 per commuter per day  
**It is cheaper to pay commuters not to drive than to provide more parking (ie. Developer provides residents with T passes, Zipcar membership etc)**



**25**  
square feet

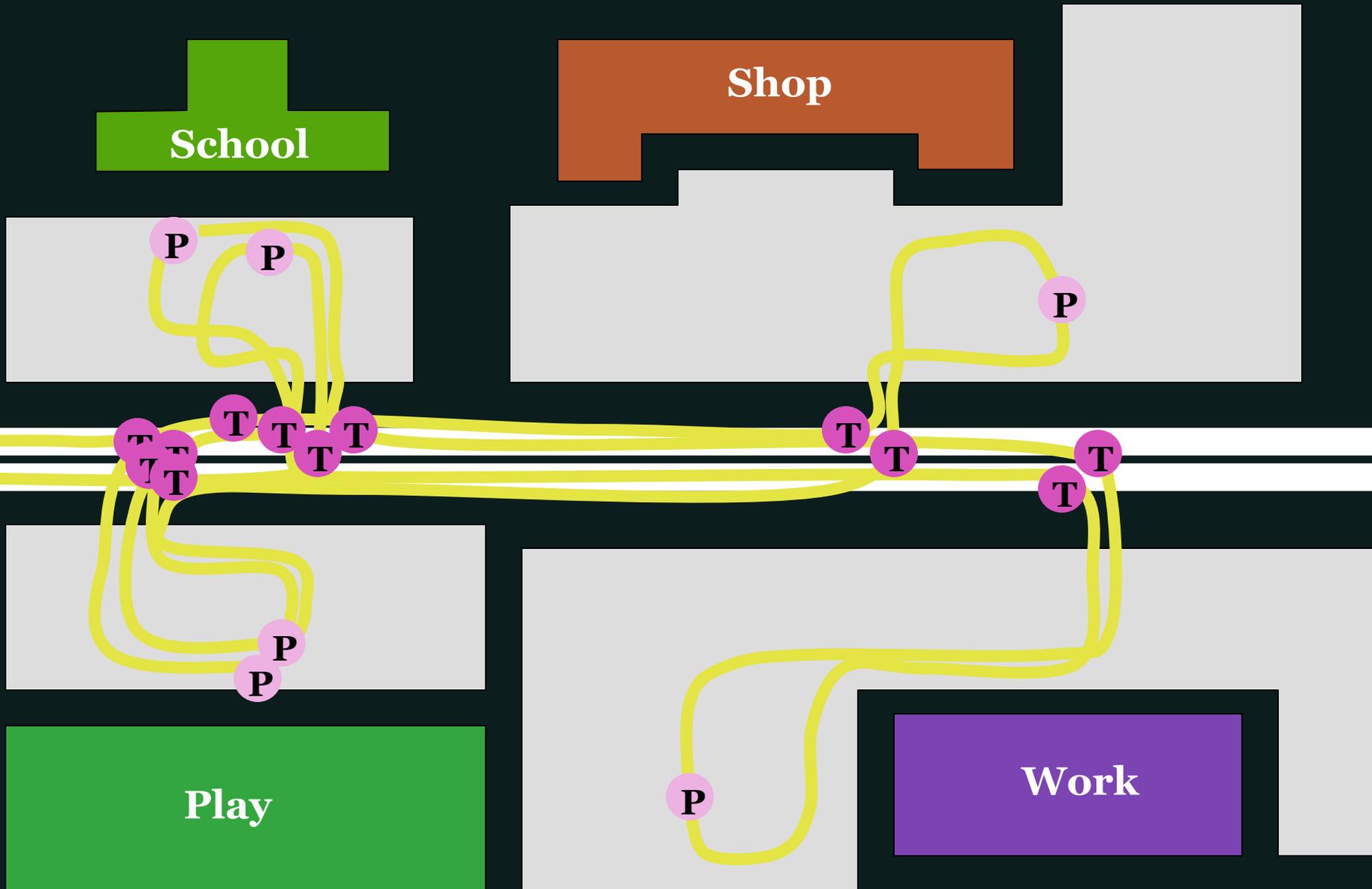


**72**  
square feet

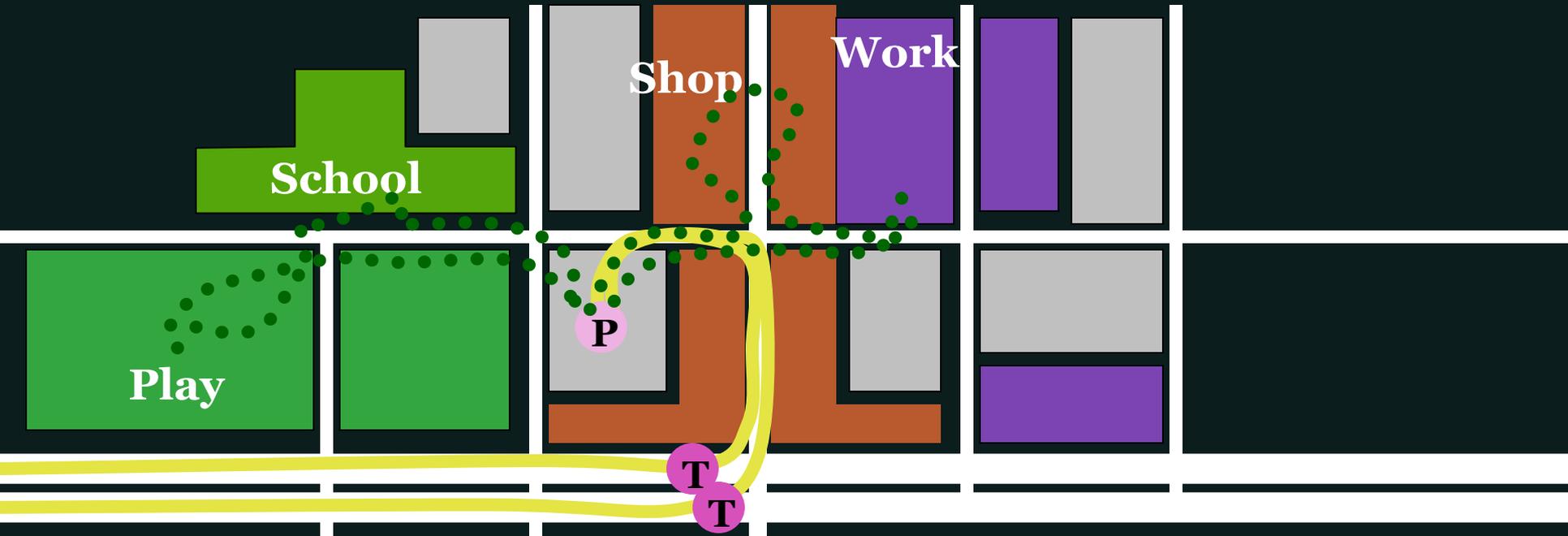


**200**  
square feet

# Conventional Development



# Mixed Use Centers



## Results:

- $<1/2$  the parking
- $<1/2$  the land area
- $1/4$  the arterial trips
- $1/6^{\text{th}}$  the arterial turning movements
- $<1/4$  the vehicle miles traveled

# Making Parking Work for Winthrop Center:

## Potential Solutions (General)

### 1. Basics: Signing & Information

- Mark all lots and include signage, maps
- Update time limits and mark them consistently

### 2. Better Access to Parking Facilities

- Improve walkability & sidewalk connectivity between parking facilities & businesses/homes
- Make the spaces between parking & shops more beautiful

### 3. Save Money: Improve Efficiency

- Explore shared parking agreements that are win/win for property owner & town

### 4. Reward Good Behavior

- Make walking, biking and taking transit to the Center pleasant, safe, inviting and convenient

## Final Take-Aways

- Parking management is not a science...  
it's about recognizing that we're all human
- Parking solutions are simple...  
overcoming our expectations is difficult
- Parking is not the problem...  
unless it delays me
- Parking pricing is not a disaster for business...  
customers not finding an available spot is