Belmont Center Parking Study

Belmont Center Business Association
Tuesday, November 8, 2011

- Parking study progress to date

- Draft Final Report – looking for feedback and comments

- Parking Management Plan

Developing a Parking Management Plan

- Parking Supply and Demand Analysis
  - ➢ Identify Existing Conditions
  - ➢ Parking Utilization Data Collection
  - ➢ Utilization Database and Mapping
- Parking User Profile
  - ➢ Online Survey ~ 250 respondents
  - ➢ Business Association Meeting
  - ➢ Public Open House
  - ➢ Man-on-the-street interviews ~ 100 respondents
- Strategy Development, Best Practices, and Recommendations
- Feedback from Business Community
- Parking Management Plan

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Draft Final Recommendations

A Parking Management Plan for All

		Customers	Employees	Commuters	Residents
Short-Term	On-Street Meters	Dining, shopping, or running errands	Quick in-and-out, short stays (i.e. realtors)	n/a	Convenient access to local businesses
	Off-Street Multi-Space Meters	Easy access to dining and shopping	Shorter shifts, quick in-and-out stays	n/a	Convenient access to local businesses
Long-Term	On-Street Remote	n/a	Daylong permit parking (assigned block)	Daylong permit parking (assigned block)	n/a
	Off-Street Remote	n/a	Daylong permit parking	Daylong permit parking	n/a

Draft Final Recommendations

A Parking Management Plan for All

		Customers	Employees	Commuters	Residents
Short-Term	On-Street Meters 🟥3 Cost 🟩1 Convenience	Availability Convenience	Availability Convenience	n/a	Availability Convenience
	Off-Street Kiosks 🟧2 Cost 🟧2 Convenience	Cheap	Convenient Short-Term	Pricey, but Available	Cheap
Long-Term	On-Street Remote 🟩1 Cost 🟥3 Convenience	Free!	Cheap Long-Term	Cheapest	Free
	Off-Street Remote 🟩1 Cost 🟧2 Convenience	n/a	Cheapest Deal	Moderate Price	Free

Draft Final Recommendations

Program Summary

Guiding Principles

- Provide convenient parking for **customers / clients**

- Establish clear Town and private **employee parking** areas

- Accommodate **commuter parking** appropriately

- Protect residential neighborhoods from spillover

Recommendations

- Revise employee parking permits

- Establish more convenient customer parking

- Introduce commuter parking

- Improve pedestrian connections and create a signing program

- Use modern payment technology

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Issue #1: Employee Parking

Issue #1: Employee Parking

- Heavy daytime utilization of core streets is inconsistent with the lower amount of daytime retail activity

- Employees often occupy spaces on prime streets

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Issue #1: Employee Parking

- Signing and encouragement will not change behavior

Issue #1: Employee Parking

- More aggressive enforcement could change behavior but does not send the right message (it is already aggressive)

Issue #1: Employee Parking

- Cost of Claflin Lot is a disincentive: $3/day (exact change) or $60/month – everywhere else is free

- Pay station in Claflin Lot is old and less reliable, i.e. lost revenue

Issue #1: Employee Parking

- Back of the Claflin Lot often underutilized

Recommendation #1: Revise Employee Permits

- Reduce monthly permit price to incentivize remote parking
  - Incentivizes use of the back of the Claflin Lot for long-term parking and permit holders
  - Improves availability of closer customer spaces
- Improve convenience for employees to utilize remote parking
  - Introduce in-car meters for permit-holders – maybe add pay-by-cell phone
  - Introduce multi-space meters for daily parkers that accept debit/credit cards and coins

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Issue #2: Customer Parking

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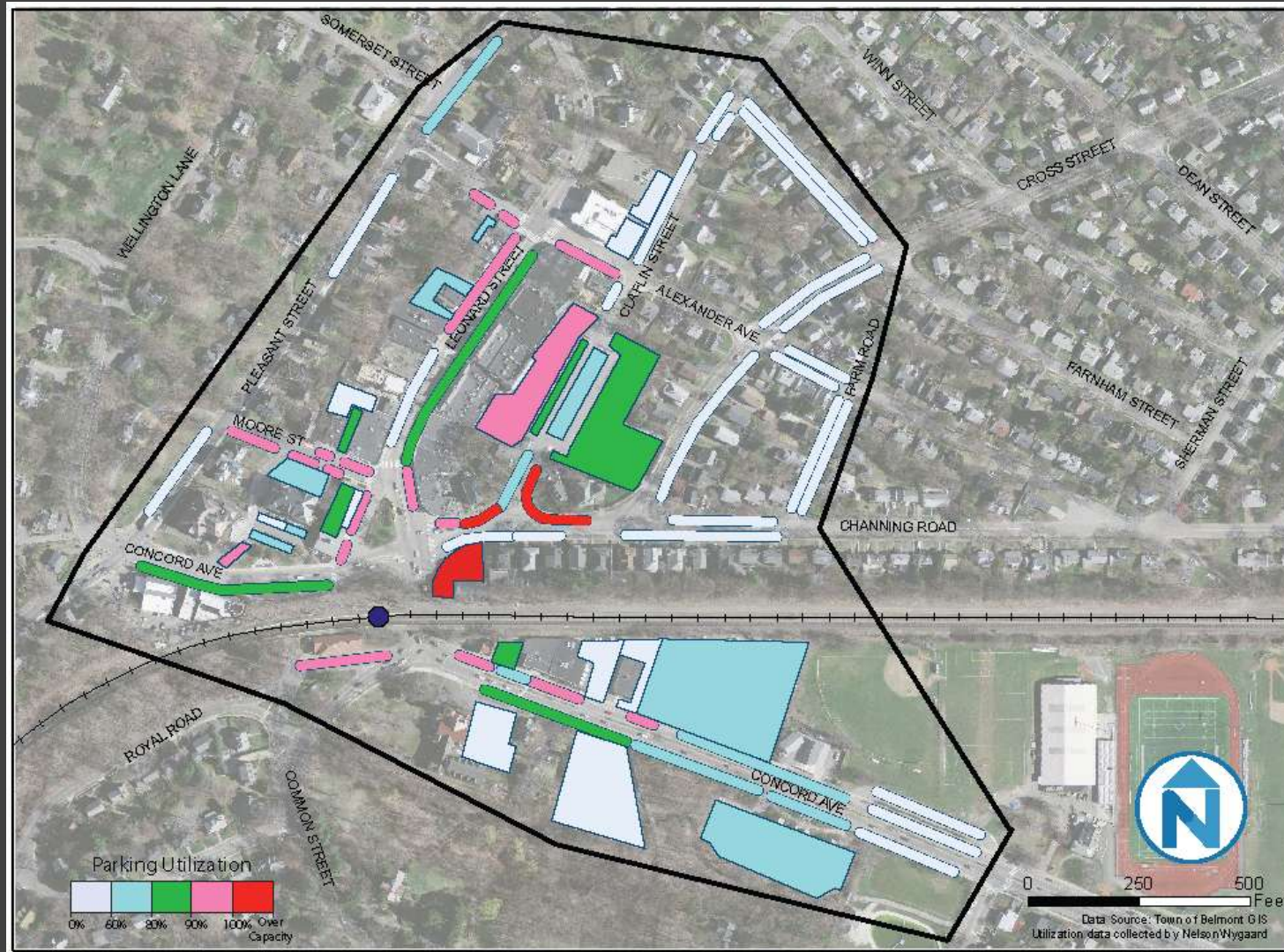
- Prime customer spaces are difficult to find at prime times

- Lack of available front-door spaces for customers hurts business

Thurs, noon-2pm

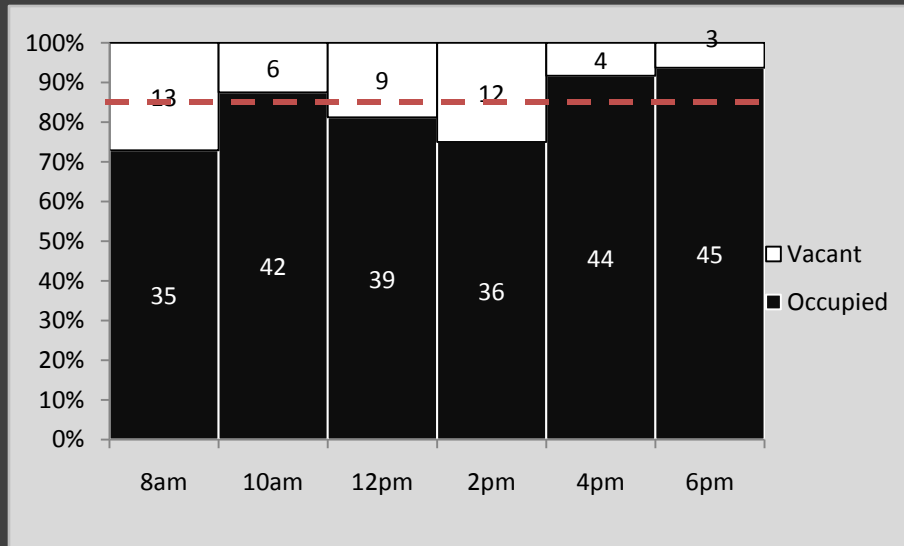# Issue #2: Customer Parking

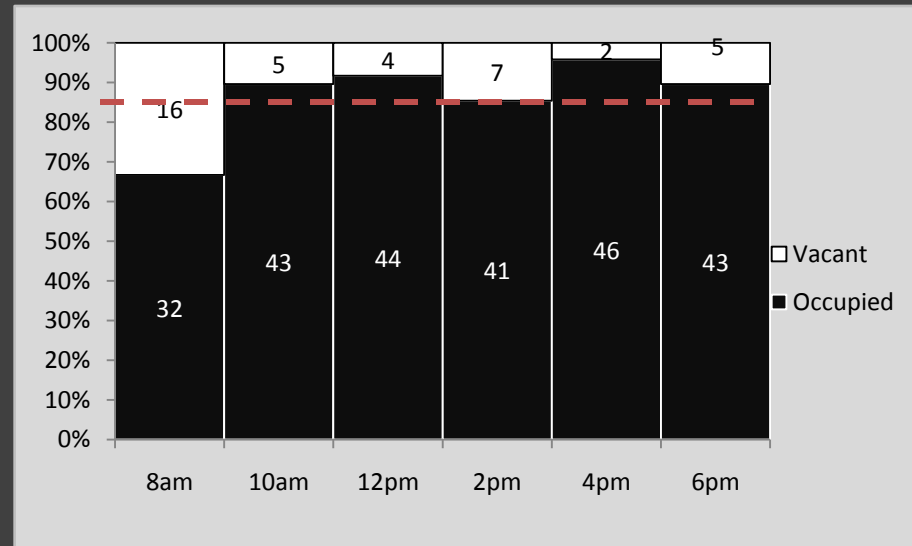- Little desire to use parking lots
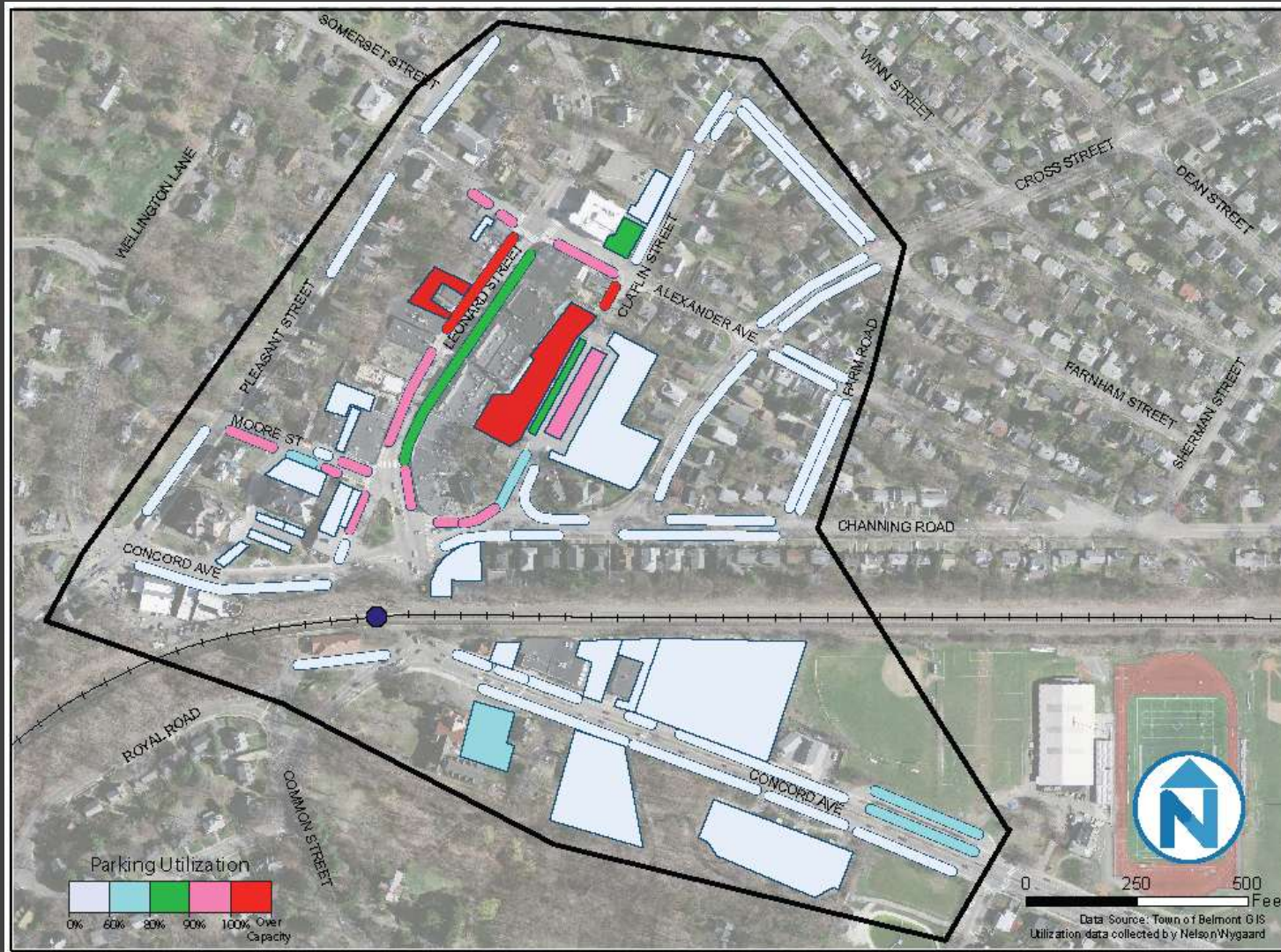
Sat, 6pm-8pm

Issue #2: Customer Parking
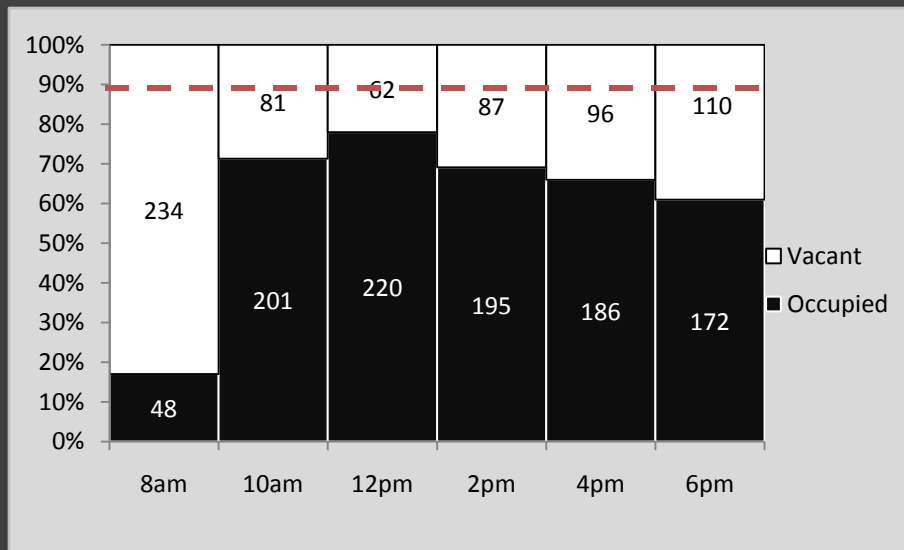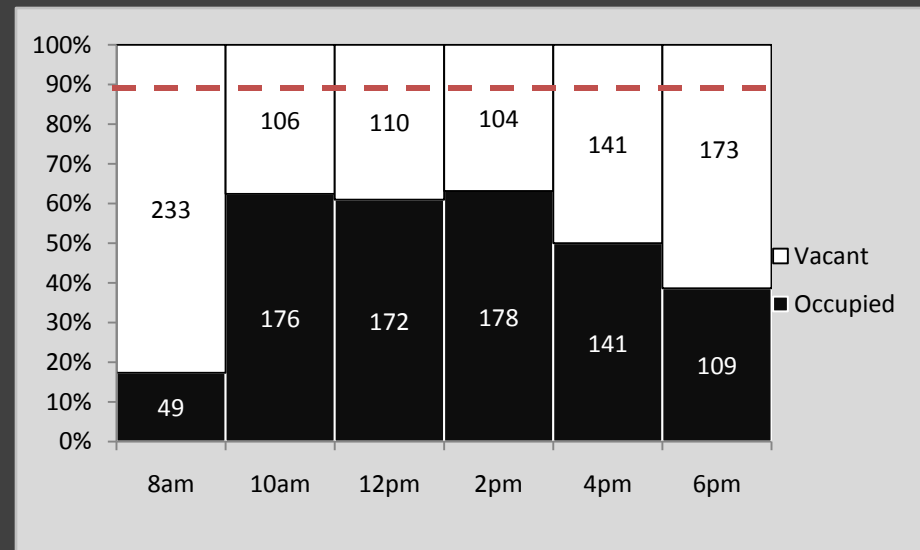
Leonard Street Availability

Thursday

Saturday

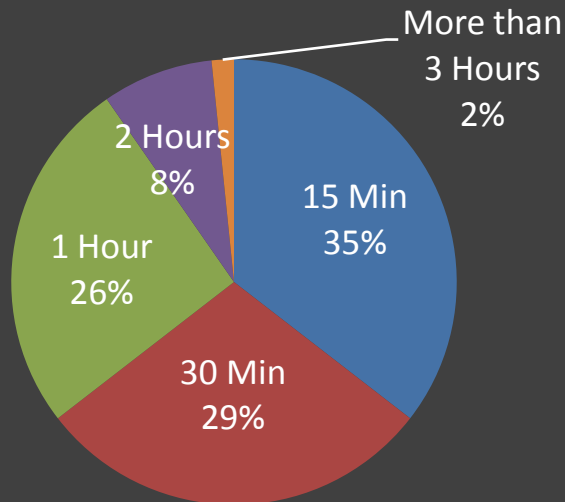# Issue #2: Customer Parking

Claflin Lot Availability
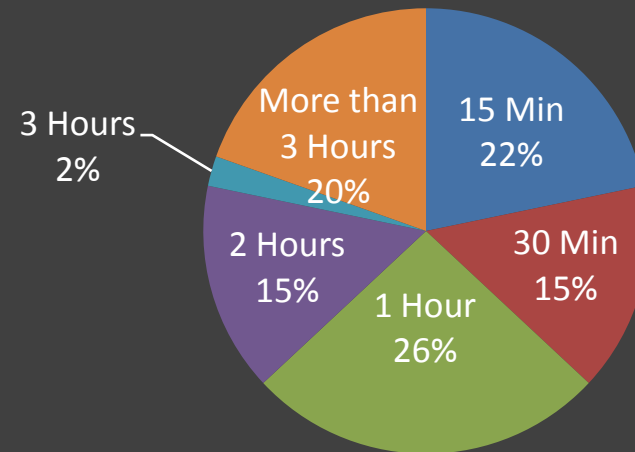

Thursday

Saturday

Issue #2: Customer Parking

Man-on-the-Street Interviews:

On-Street

- More than 3 Hours 2%
- 2 Hours 8%
- 1 Hour 26%
- 15 Min 35%
- 30 Min 29%

Off-Street

- 3 Hours 2%
- More than 3 Hours 20%
- 15 Min 22%
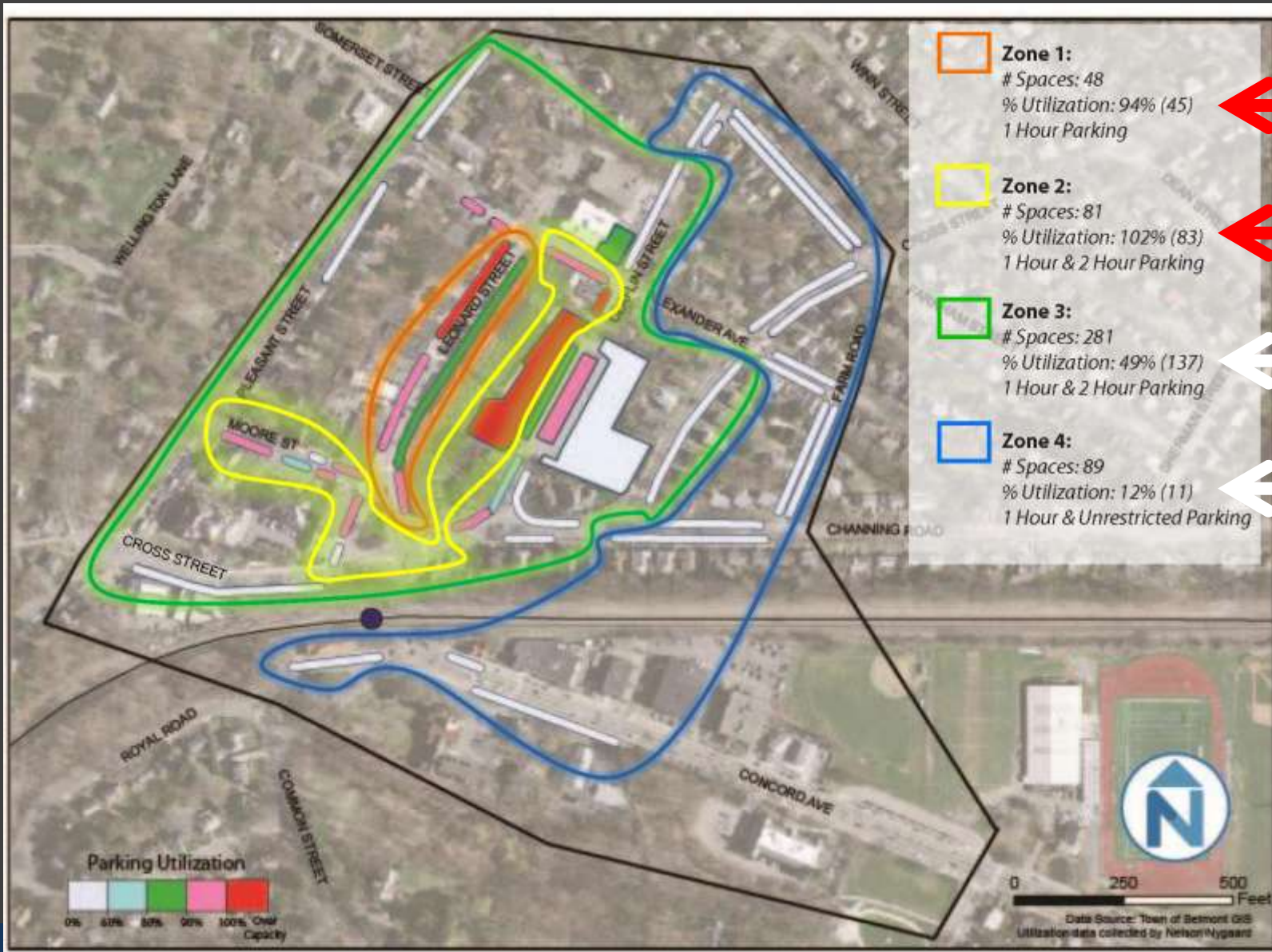- 30 Min 15%
- 1 Hour 26%
- 2 Hours 15%

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Recommendation #2: Establish More Convenient Customer Parking

- Flip pricing to charge for most desirable spaces, making remote spaces cheapest
  - Drop price to park in Claflin Lot; Introduce pricing on Leonard Street (after 15 minute free period)
    - Encourages availability for customers
  - Parking rates may vary over time
    - Should be set to create 15% vacancy on each block face
    - Rates during low periods of demand should be free
- Lengthen/eliminate time limits in remote areas
  - Reduces pressure on prime short-term customer spaces
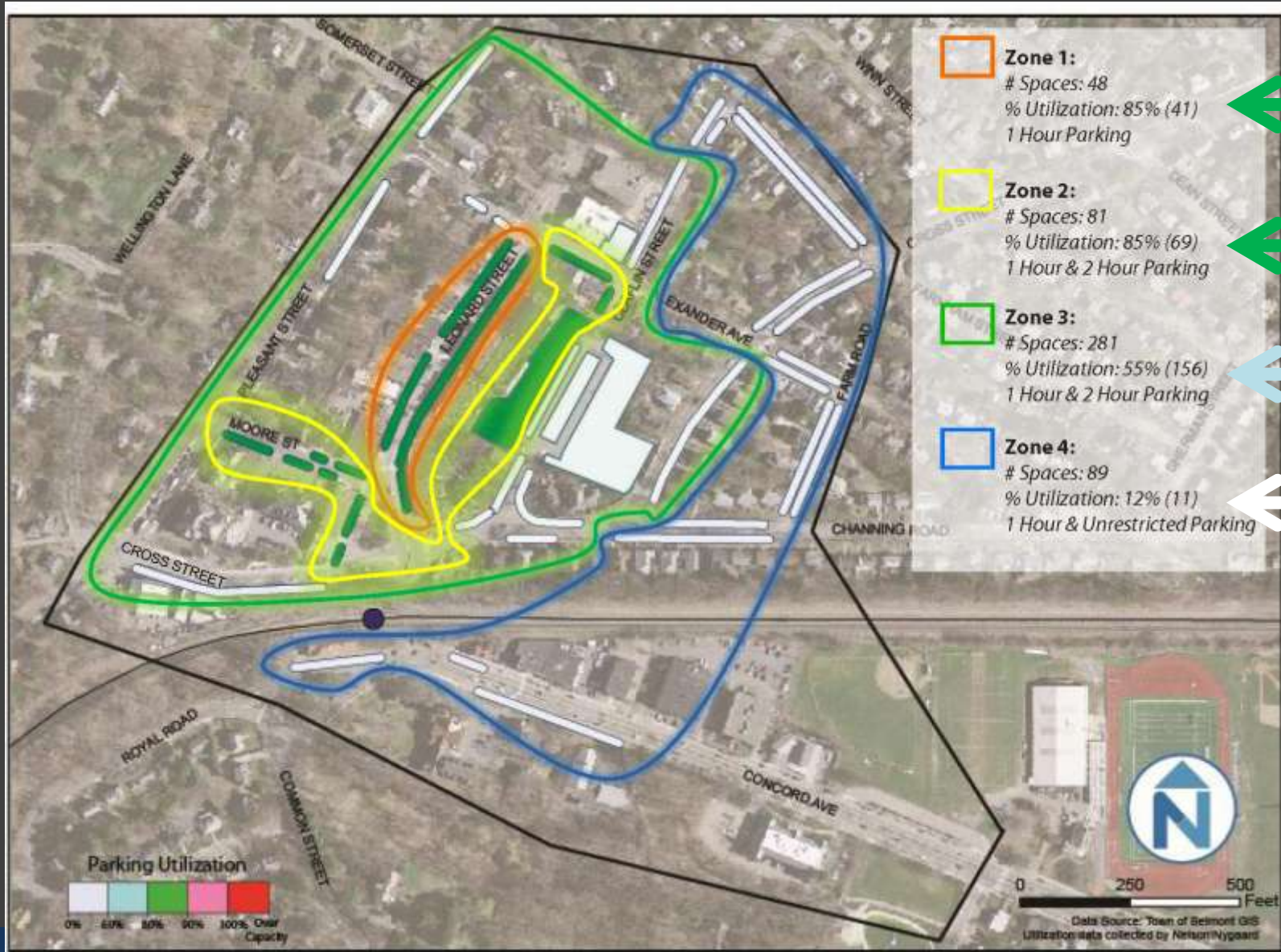 - Demand-responsive pricing eliminates need for time limits

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Zone 1:
Spaces: 48
% Utilization: 94% (45)
1 Hour Parking

Zone 2:
Spaces: 81
% Utilization: 102% (83)
1 Hour & 2 Hour Parking

Zone 3:
Spaces: 281
% Utilization: 49% (137)
1 Hour & 2 Hour Parking

Zone 4:
Spaces: 89
% Utilization: 12% (11)
1 Hour & Unrestricted Parking

Parking Utilization
0%   60%   80%   90%   100%   Over Capacity

Data Source: Town of Belmont GIS
Utilization data collected by Nelson\Nygaard

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Utilization and Spillover

Zone 1:
Spaces: 48
% Utilization: 85% (41)
1 Hour Parking

Zone 2:
Spaces: 81
% Utilization: 85% (69)
1 Hour & 2 Hour Parking

Zone 3:
Spaces: 281
% Utilization: 55% (156)
1 Hour & 2 Hour Parking

Zone 4:
Spaces: 89
% Utilization: 12% (11)
1 Hour & Unrestricted Parking

Parking Utilization

0%   60%   80%   90%   100%   Over Capacity

0   250   500 Feet

Data Source: Town of Belmont GIS
Utilization data collected by Nelson\Nygaard

Issue #3: Commuter Parking

Commuter Parking

- There is no designated commuter parking to accommodate demand, threatening closure of Belmont Center Station

Commuter Parking – Royal Road

- Unregulated prime spaces at station filled all day, discouraging kiss & ride or short-term transit use

Commuter Parking – Royal Road

- Many underutilized on-street spaces that could be used for commuter parking

Recommendation #3: Introduce Commuter Parking

- Introduce <u>town commuter parking</u> with in-car meters
  - Takes advantage of underutilized capacity on Royal Road and Concord Avenue (new commuter capacity: 10 cars on Royal Road; 12-50 cars on Concord Avenue)
  - Relieves pressure on Claflin Lot to be more employee-oriented

Recommendation #3: Introduce Commuter Parking

- Offer new <u>commuter parking on residential streets</u> with proceeds dedicated to local neighborhood fund
  - Residential streets are empty during the day – they do not get commuter spillover (with one exception)
  - Any residential street permits would be opt-in only: must be approved by majority on a block, block-by-block
  - All net revenue from permits would go to neighborhood fund (neighbors decide how to spend money)
- Residents also receive in-car meters
- Can be implemented on Claflin and other 2-hr. streets right away

Issue #4: Pedestrian Connections and Signage

Poor Sidewalk Conditions and Lighting

- Unclear on how to access Leonard Street from Claflin Lot
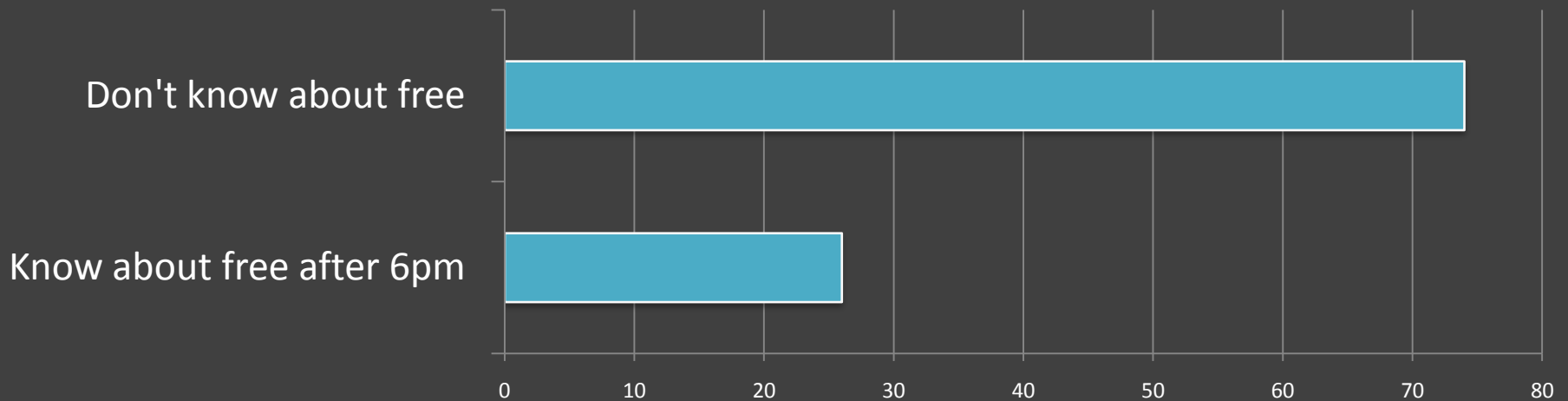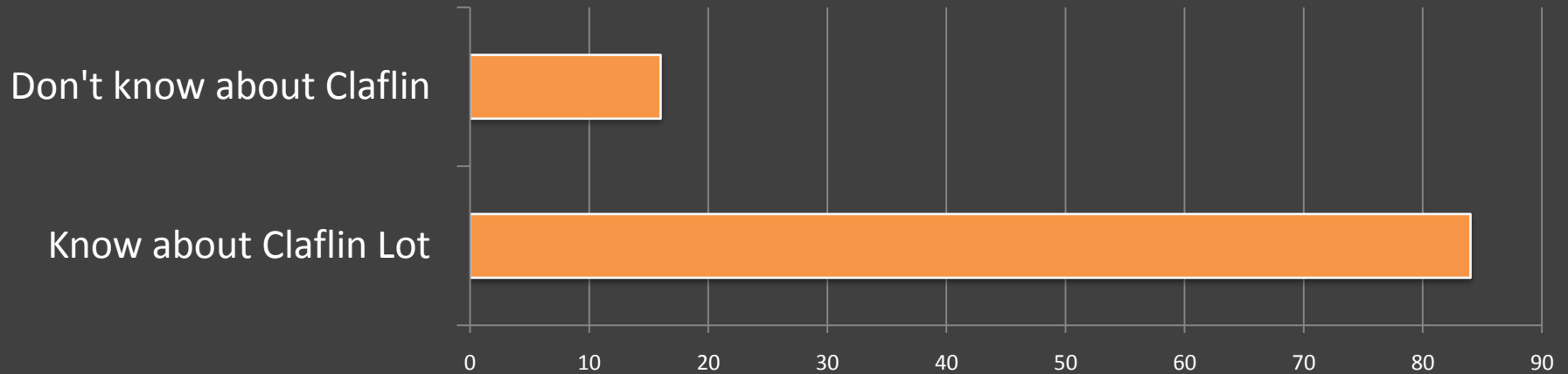
Access to Leonard Street

- Lack of signage connecting Leonard Street to Claflin Lot
- Which stores can be cut through
- Unsure of which stores are open

Claflin Lot

Man-on-the-Street Interviews (of people that parked on-street)

Recommendation #4: Improve Pedestrian Connections and Signage

- <u>Identify, sign, and improve connections</u> through one or more buildings between Leonard Street and the Claflin Lot
  - Work with willing land-owners to add new signs and a map
  - Consider a dedicated 24/7 connection to be maintained by a parking fund
- <u>Improve lighting and sidewalks</u> to and within the Claflin Lot
  - Wayfinding signs on Leonard
  - Complete sidewalks / crosswalks into Lot
  - New pedestrian-scale additions to light towers
  - Relocated payment island
- <u>Install improved crosswalks</u>
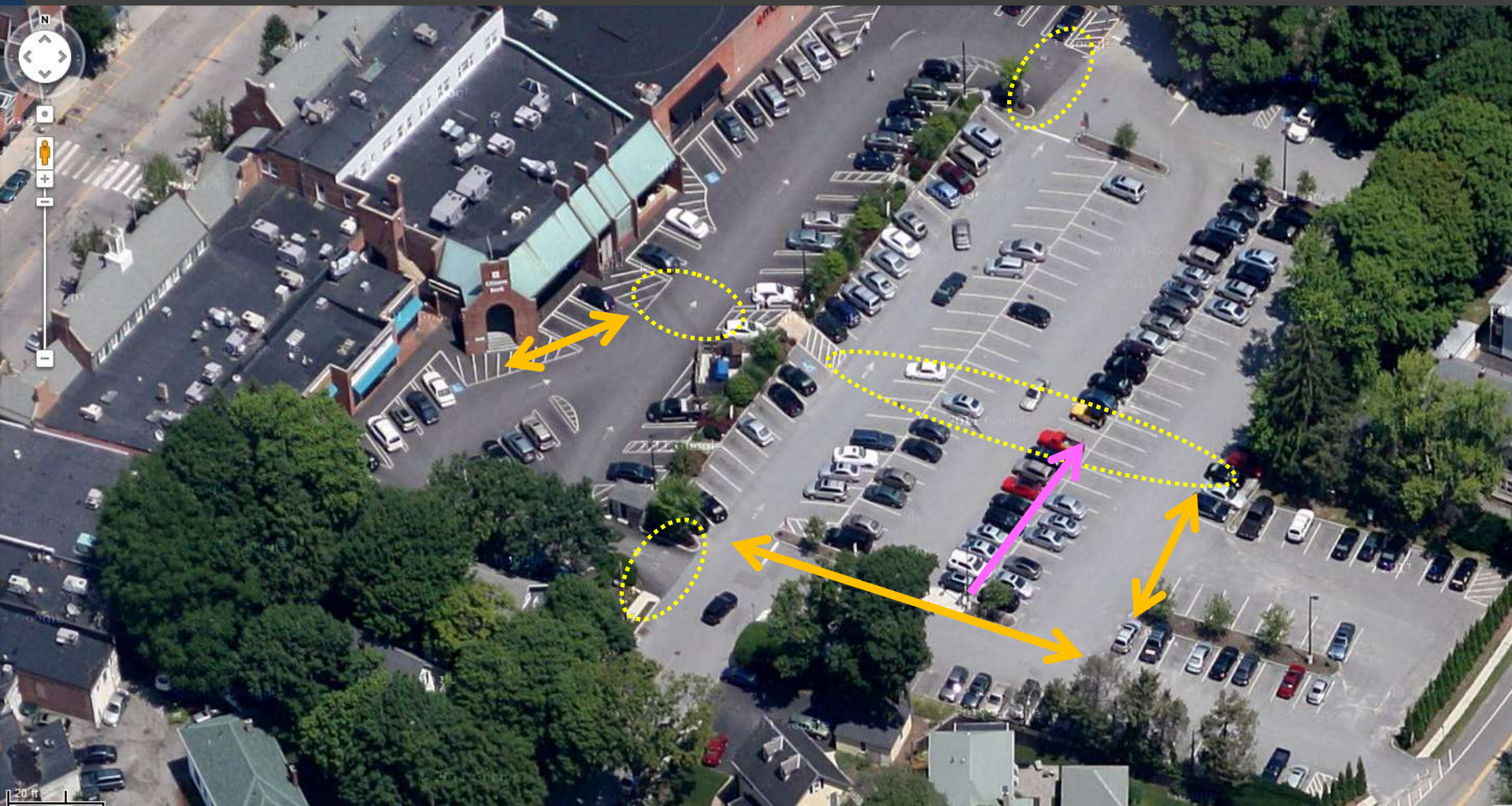- <u>Integrate signage around Belmont Center for drivers</u>

Potential Access Point

Lot Entrance Signage

Welcome! We want you to park once (here) (and then shop and dine).
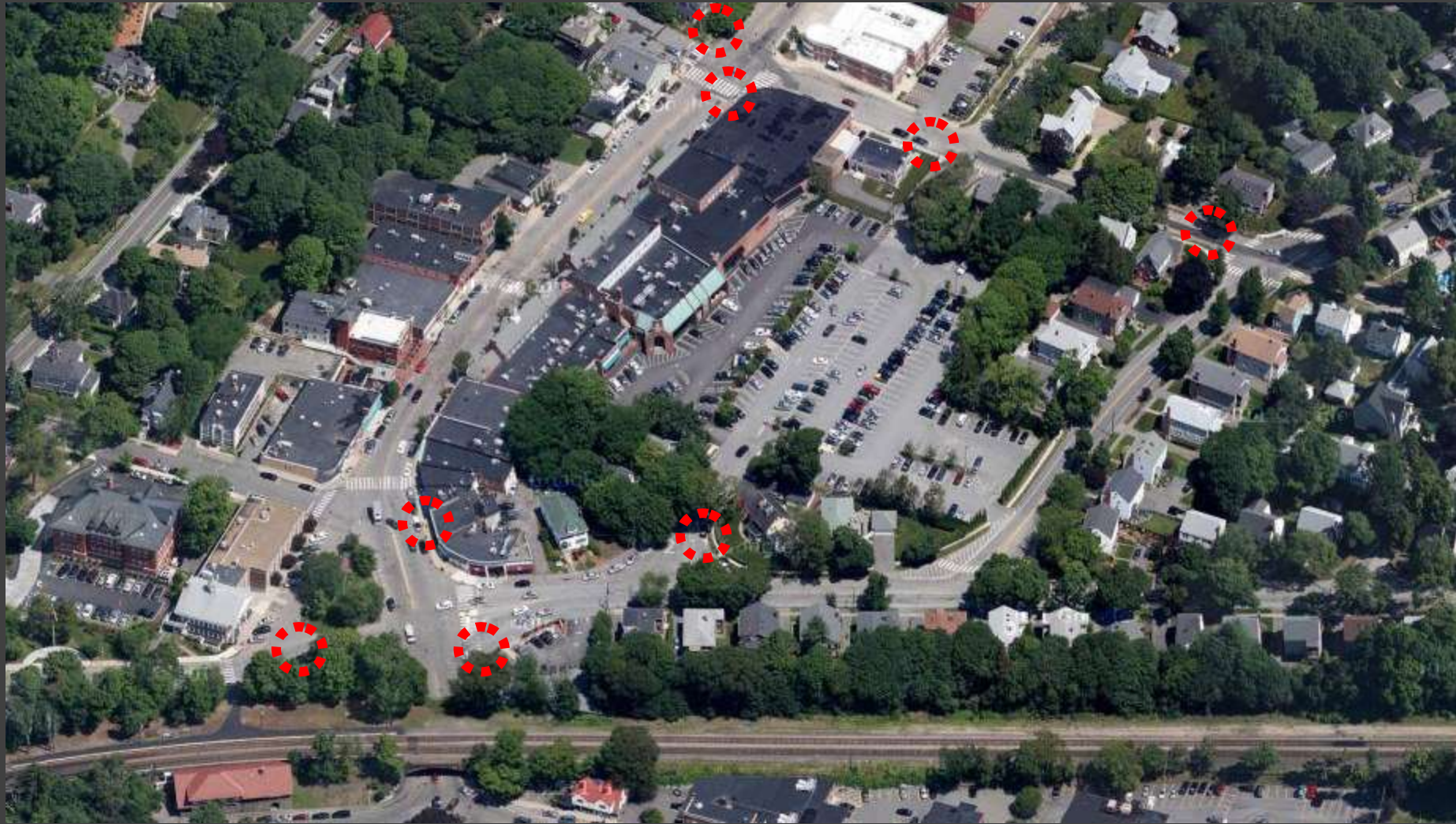
- Invisible signage to distinguish pay spaces and two-hour free spaces

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Issue #5: Payment Technology

Issue #5: Payment Technology

- Claflin Lot pay station – bills and coins only

- No change given

- Permit purchase in-person only

Recommendation #5: Use Modern Payment Technology

- Pay and display machine
  - One meter serves multiple spaces, user displays receipt on dashboard
- Benefits:
  - Increases revenue
  - Reduces operations and enforcement cost
  - More payment options

Recommendation #5: Use Modern Payment Technology

- Pay by Space
    - One meter serves multiple spaces
    - Benefits:
        - Same as Pay and Display
        - No need to return to car
        - Easy incorporation of Cell Phone payment options

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Recommendation #5: Use Modern Payment Technology

- In-car meters to:
  - Permit holders
    - Commuters
    - Employees
    - Center residents

Recommendation #6: Use Modern Payment Technology

- In-car meters
  - Users only pay for actual time parked
  - No walking to pay station
  - No coins or exact change needed
  - Similar to EZPass, can log-in to account online
  - In-car meters are at no cost to the Town; users lease or buy units
  - Town can give discounts to residents, monthly permit holders, senior citizens, etc.

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- Increase parking supply

- Bring Zipcar to Belmont

- Change parking regulations in selected areas

- Install bike racks

Other Strategies

- Increase parking supply
  - On-street: Alexander

Other Strategies

- Increase parking supply
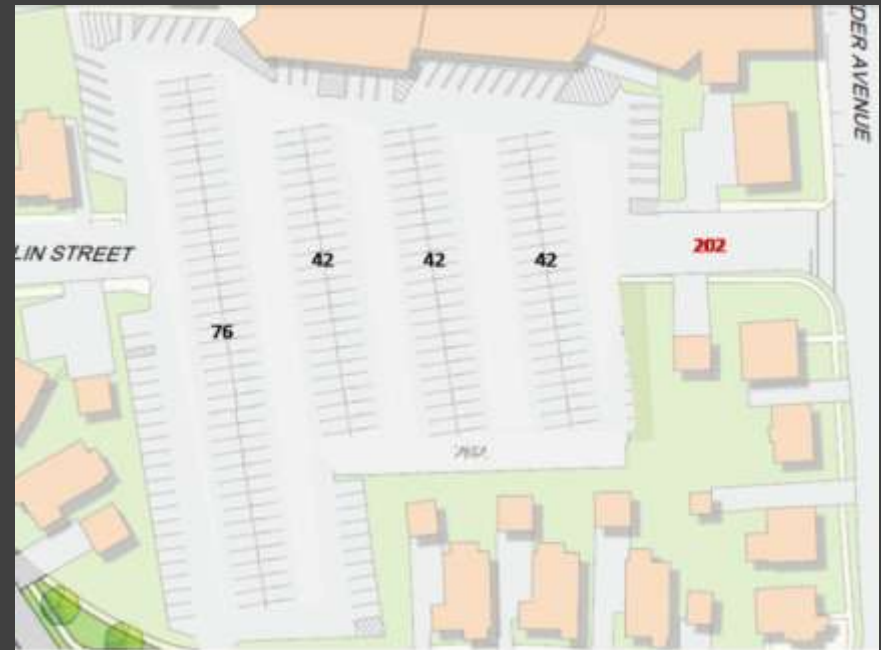 - On-street: Royal and Dunbarton
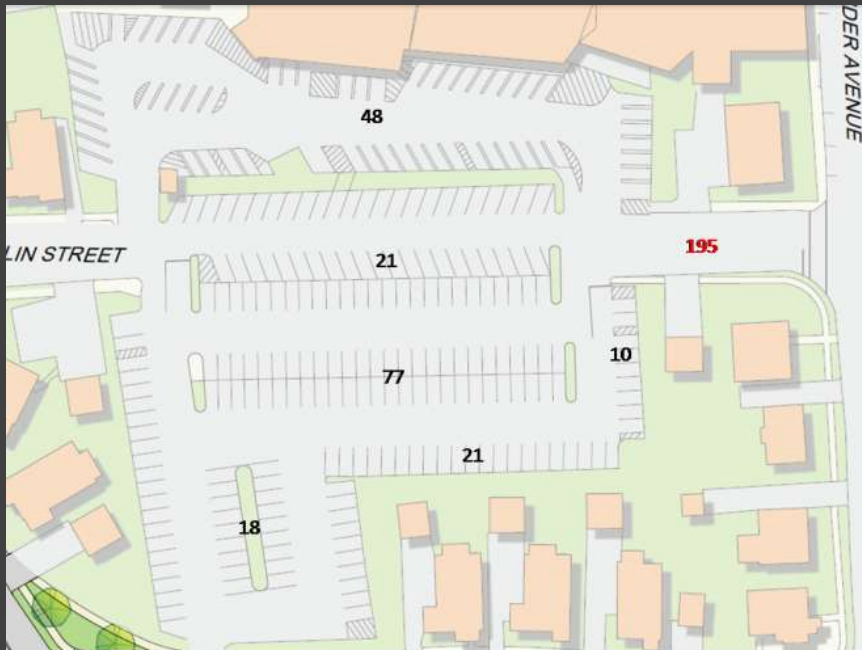
Other Strategies

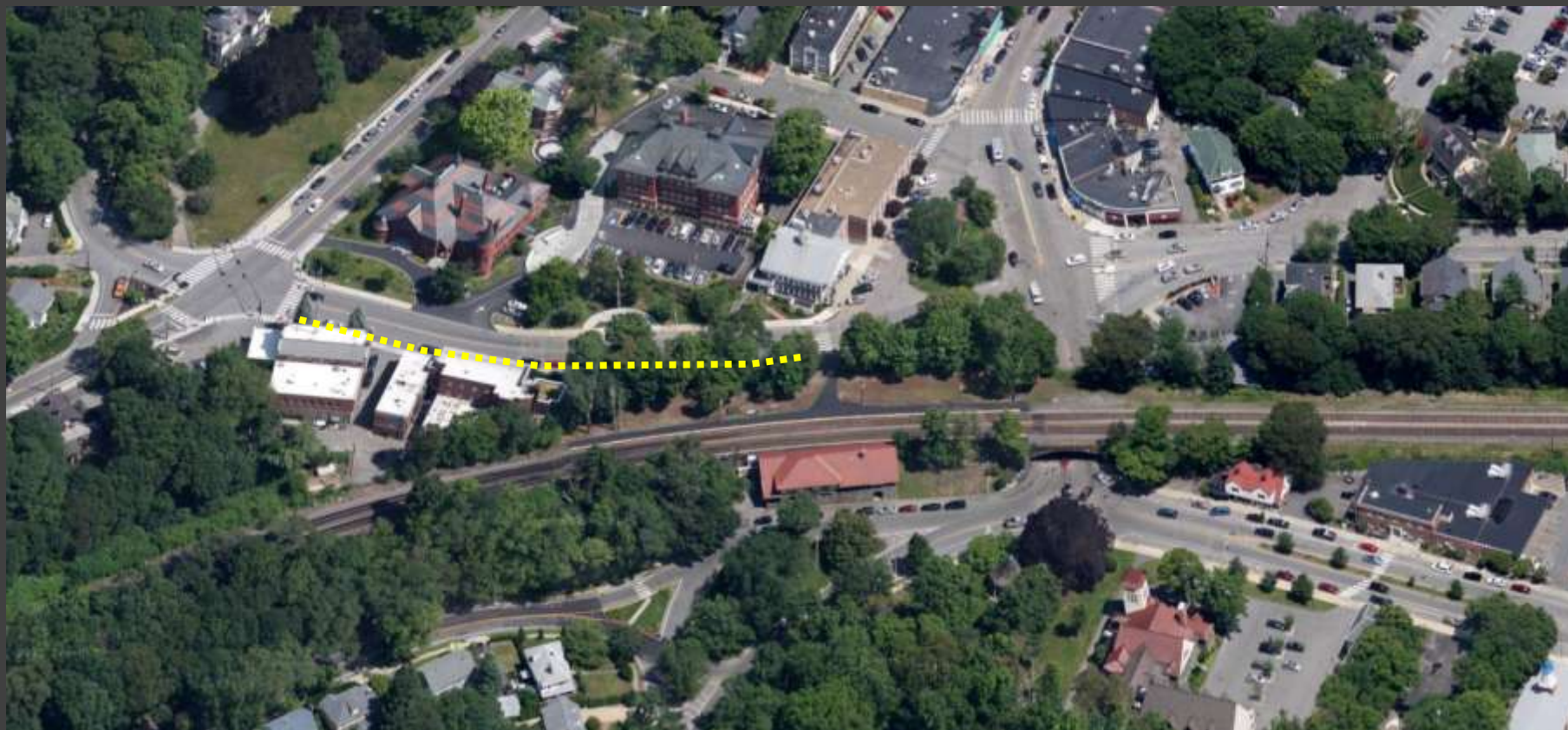- Increase parking supply
  - On-street: Leonard

- Increase parking supply
  - Claflin Lot

- Bring Zipcar to Belmont

Other Strategies

- Change parking regulations in selected areas
  - Evaluate loading zone on Leonard Street
  - Evaluate restricting trucks to load/unload during designated time periods (i.e. 6am – 9am)

- Install bike racks
  - ABPB-compliant bike racks
  - Incorporate bicycle parking facilities for new developments
  - Encourage existing developments to make such improvements

"I would ride to work if there was a safe place to lock my bike."

Discussion and Next Steps