

City of Beverly Downtown Parking Strategy

February 2017

Presented by:
Jason Schrieber

N NELSON
NYGAARD

Agenda

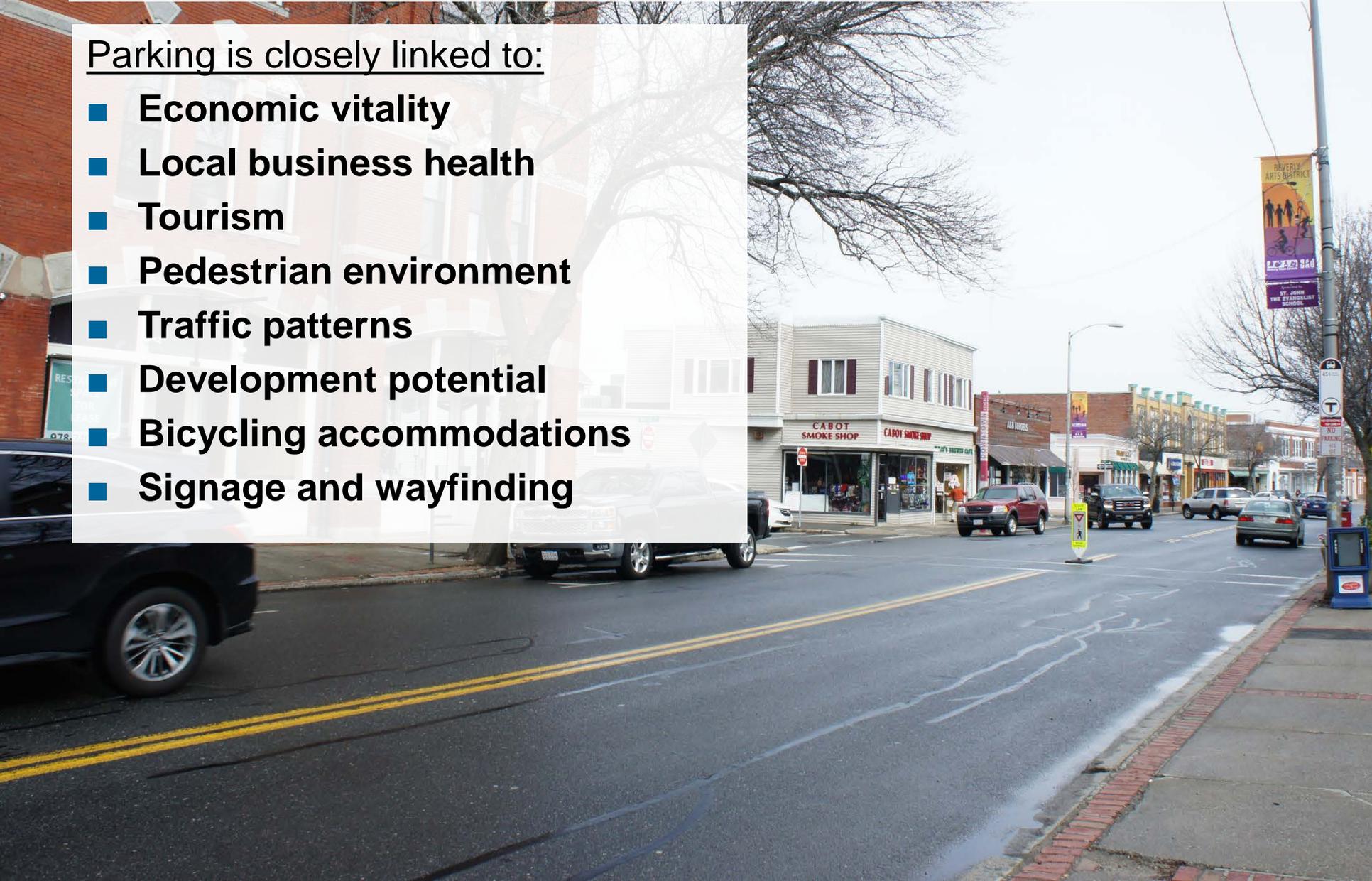
- Why are we here?
- Where people Park
- Downtown Parking Analysis
- Parking Demand Modeling
- Input from Open House
- Recommendations
- Questions



Why are we here?

Parking is closely linked to:

- **Economic vitality**
- **Local business health**
- **Tourism**
- **Pedestrian environment**
- **Traffic patterns**
- **Development potential**
- **Bicycling accommodations**
- **Signage and wayfinding**





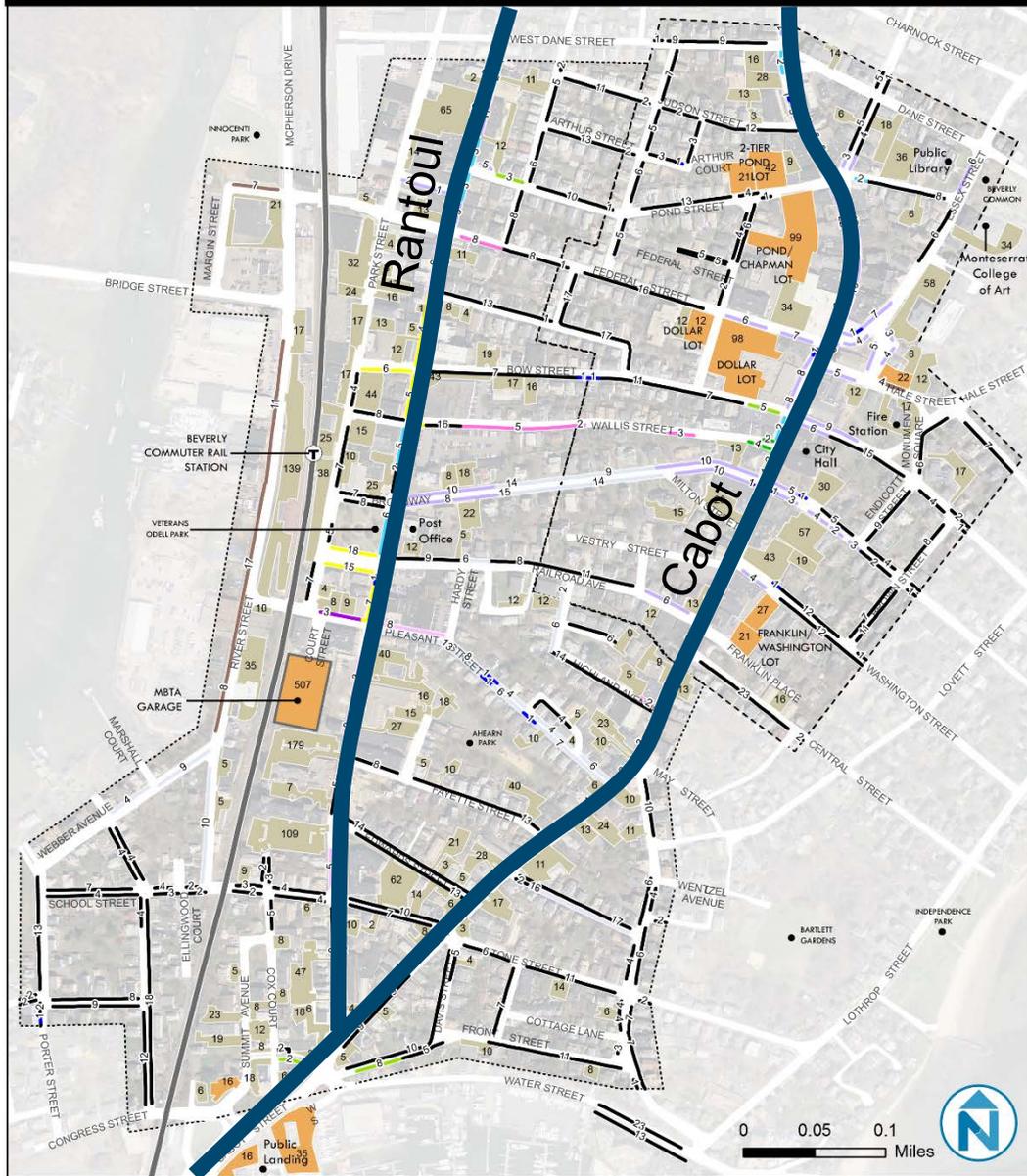
Where People Park in Beverly

Study Area

On-Street Parking Regulation	# of Spaces	% of On-Street	% of Total
15 Min Free Parking	47	3%	1%
30 Min Free Parking	18	1%	0%
30 Min Metered Parking	8	0%	0%
1 Hour Free Parking	76	5%	1%
2 Hour Free Parking	32	2%	1%
2 Hour Free Parking (Mon-Fri 7 AM-12 PM)	18	1%	0%
2 Hour Metered Parking	255	15%	5%
All Day Metered Parking	70	4%	1%
Handicap Parking	22	1%	0%
No Parking 6AM-10AM	23	1%	0%
No Parking 6PM-6AM	140	8%	3%
Restricted Parking	3	0%	0%
Unregulated	954	57%	18%
SUBTOTAL	1,666	100%	32%
Off-Street Parking Regulation	# of Spaces	% of Off-Street	% of Total
Public	409	12%	8%
MBTA Garage	507	15%	10%
Private/Restricted	2,578	74%	50%
SUBTOTAL	3,494	100%	68%

Total Inventory: 5,160 spaces

Downtown Beverly Parking Strategy Study: Inventory



Legend

OnStreet Parking

- 1 Hour Sign Parking
- 2 Hour Meter Parking
- 2 Hour Parking (Mon-Fri 7AM-12PM)
- 2 Hour Sign Parking
- 15 Minute Sign Parking
- 30 Minute Meter Parking
- 30 Minute Sign Parking
- All Day Meter Parking

- Restricted Parking
- No Parking during Certain Times
- No Parking
- No Regulation
- Handicapped Parking

Off-Street Parking

- Private Lot
- Public Lot
- MBTA Garage

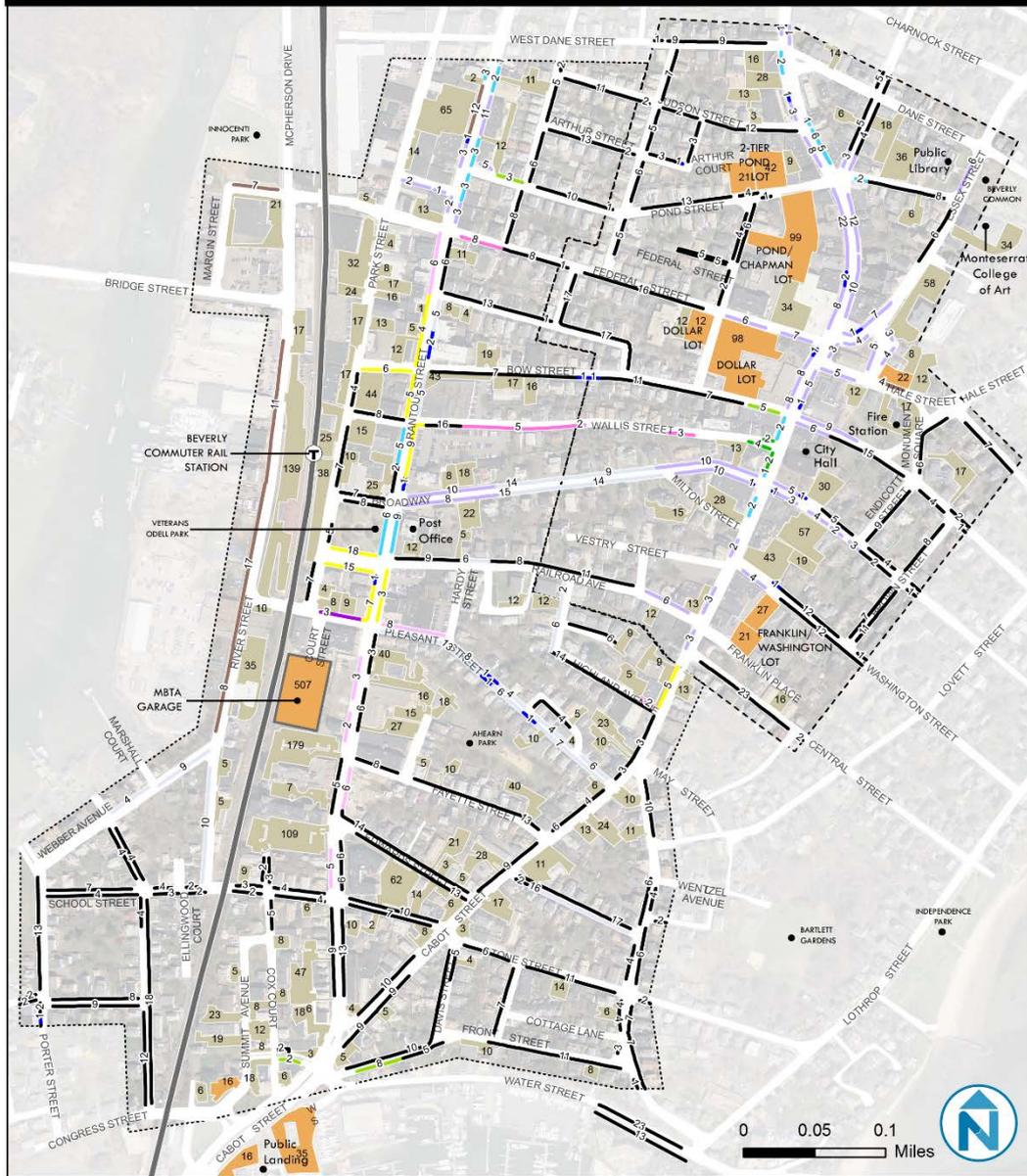
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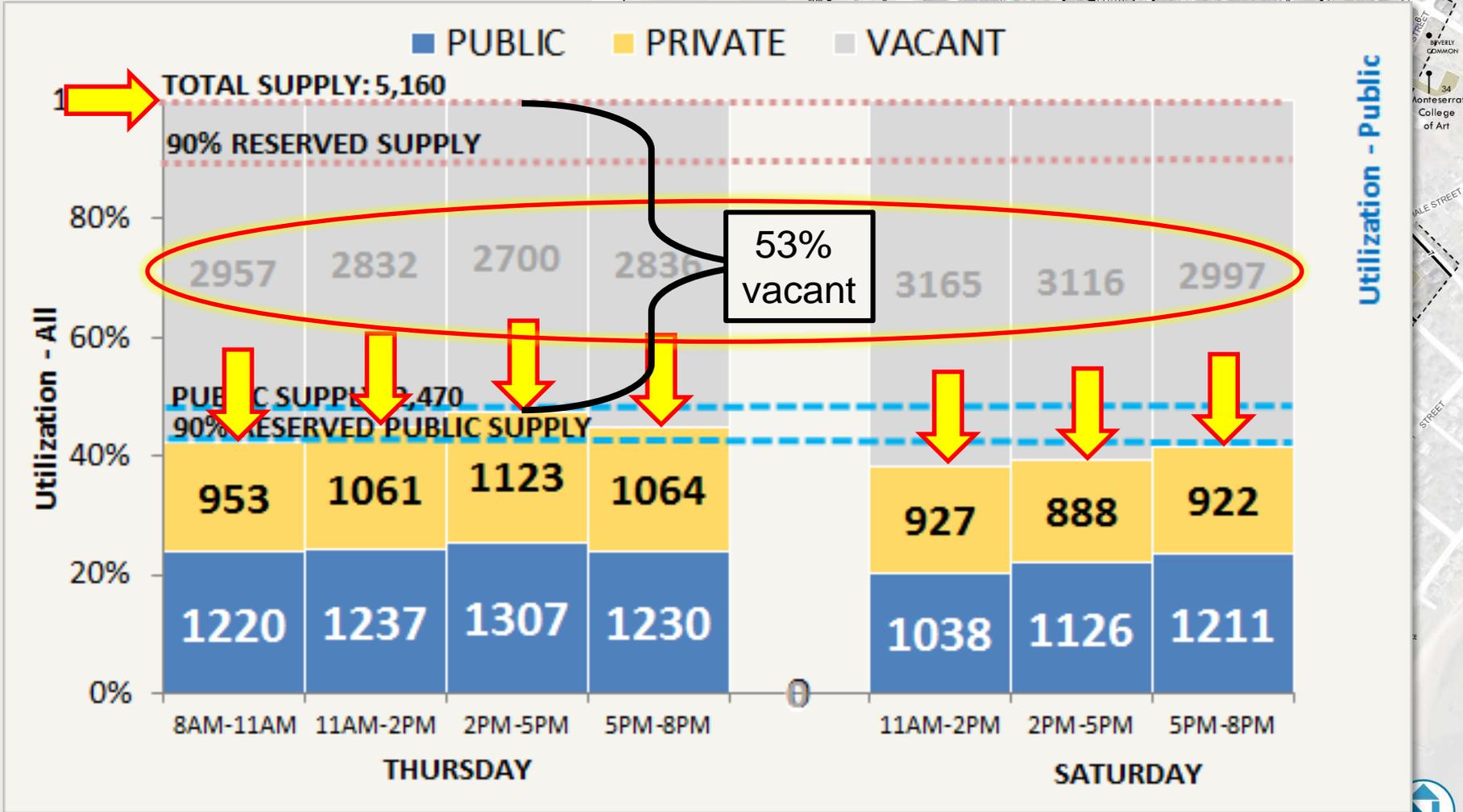
Downtown Beverly Parking Strategy Study: Inventory



Legend

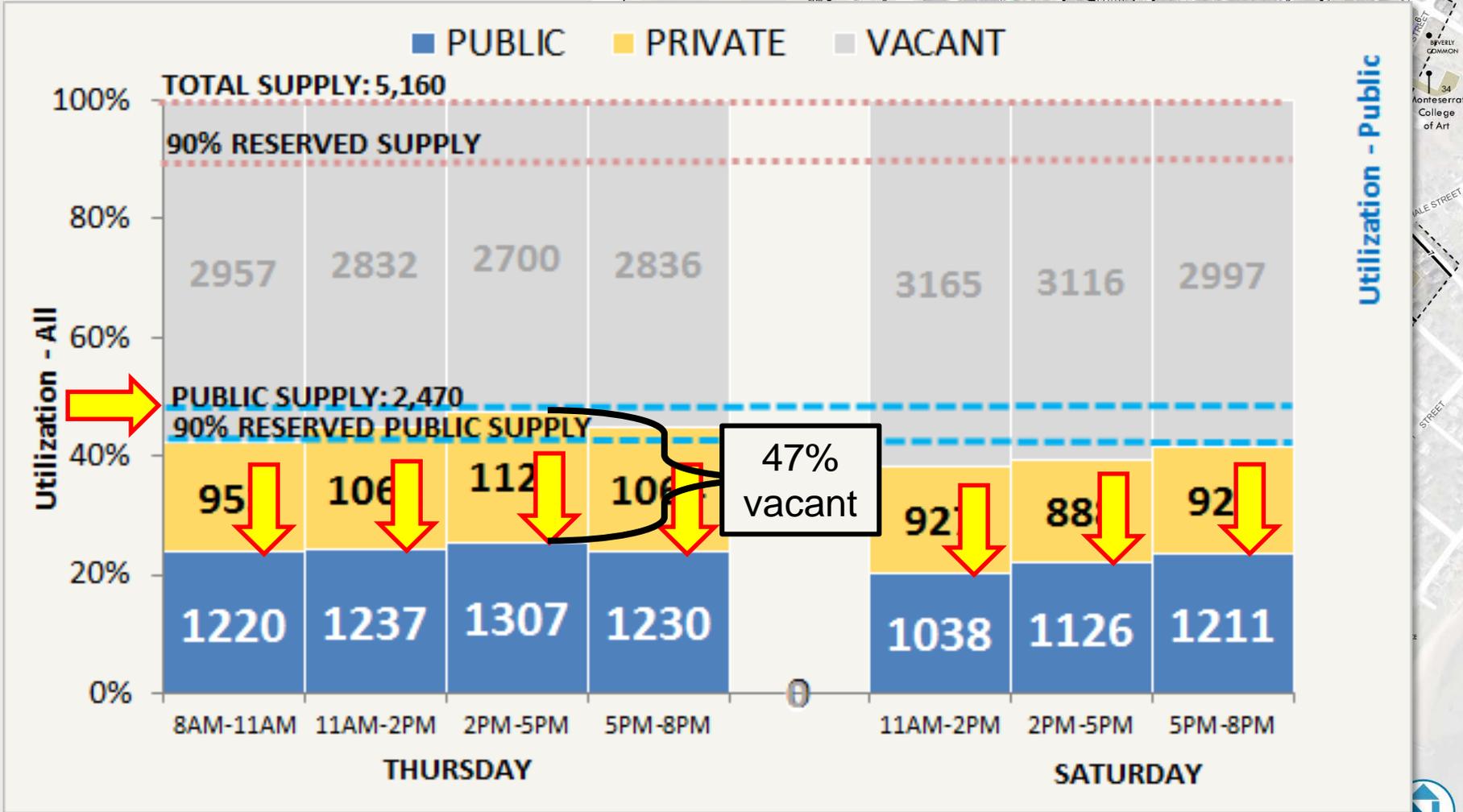
- | | |
|--|---|
| OnStreet Parking | Off-Street Parking |
| <ul style="list-style-type: none"> — 1 Hour Sign Parking — 2 Hour Meter Parking — 2 Hour Parking (Mon-Fri 7AM-12PM) — 2 Hour Sign Parking | <ul style="list-style-type: none"> — 15 Minute Sign Parking — 30 Minute Meter Parking — 30 Minute Sign Parking — All Day Meter Parking |
| <ul style="list-style-type: none"> — Restricted Parking — No Parking during Certain Times — No Parking — No Regulation — Handicapped Parking | <ul style="list-style-type: none"> ■ Private Lot ■ Public Lot ■ MBTA Garage |

Parking Utilization



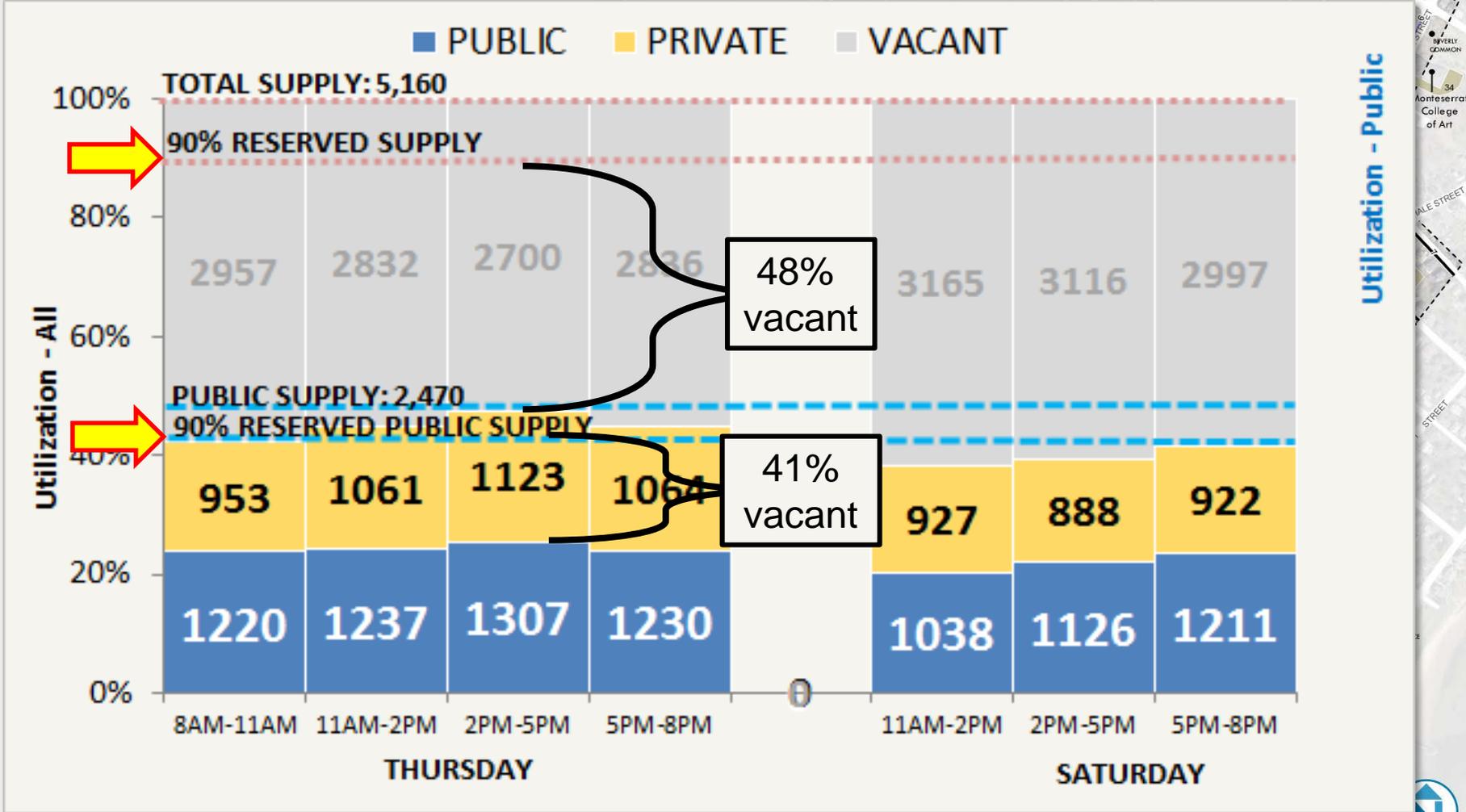
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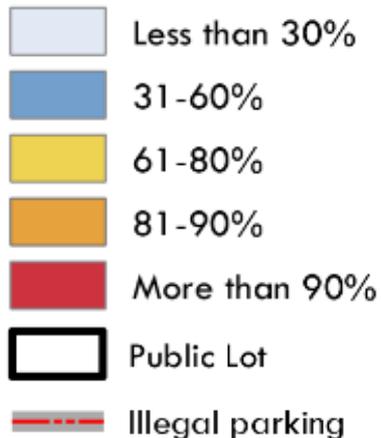
Parking Utilization

➤ Thursday

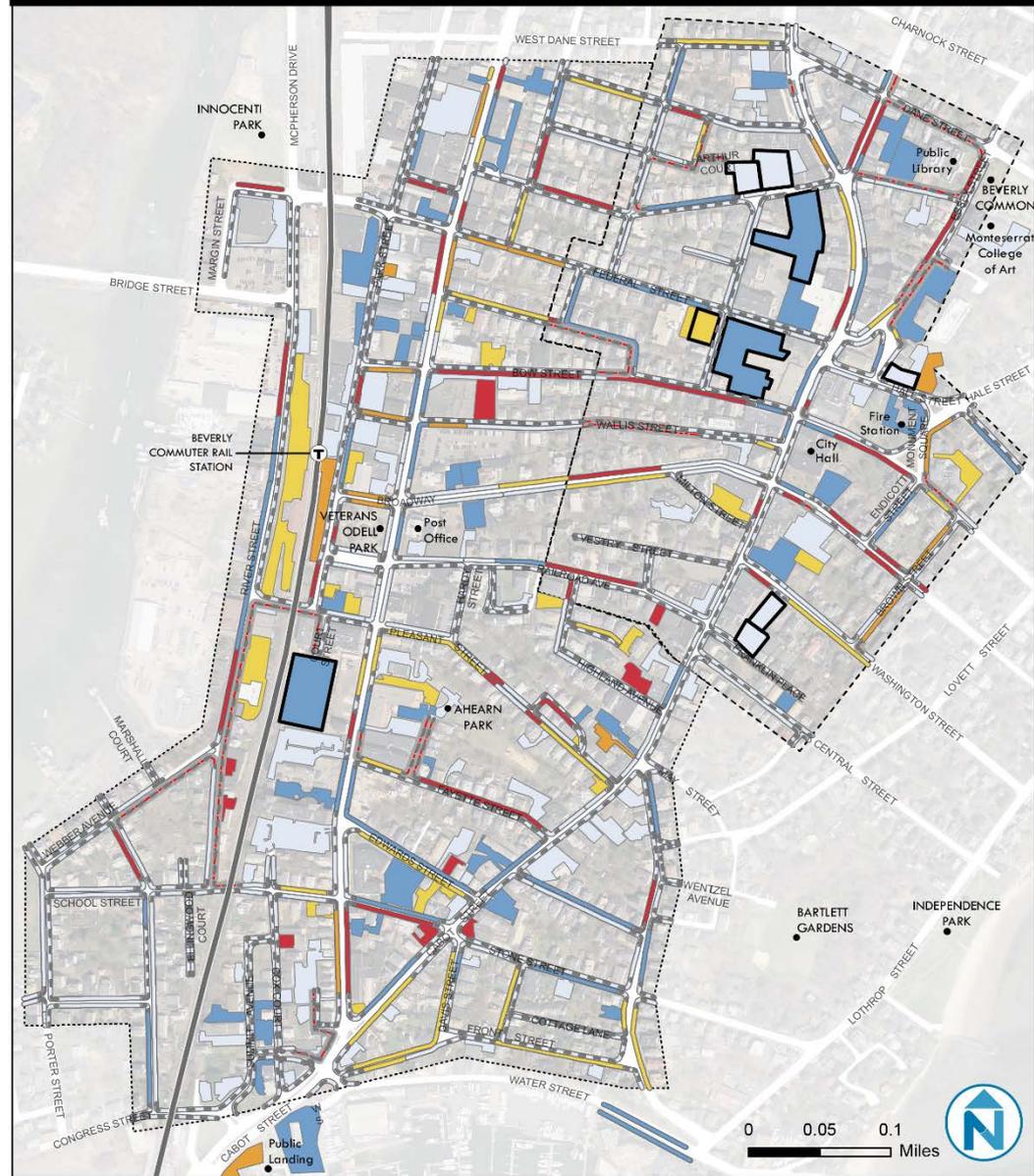
- 8am – 11am
- 11am – 2pm
- 2pm – 5pm
- 5pm – 8pm

➤ Saturday

- 11am – 2pm
- 2pm – 5pm
- 5pm – 8pm



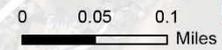
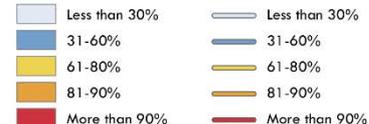
Downtown Beverly Parking Strategy Study: Utilization - Thursday 8-11AM



Legend

Parking Utilization

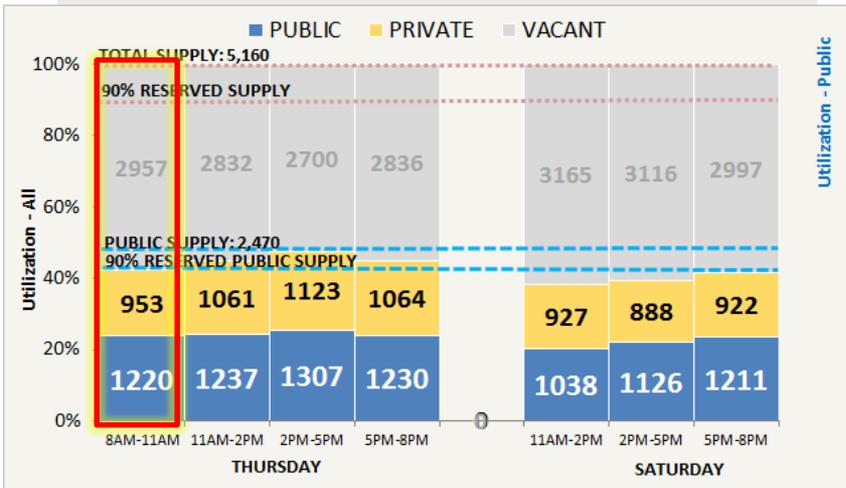
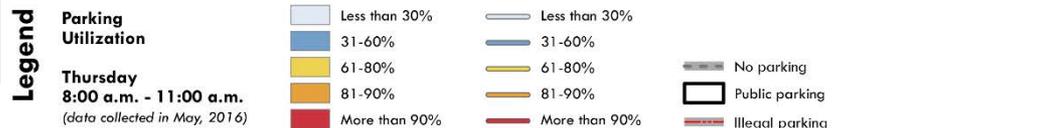
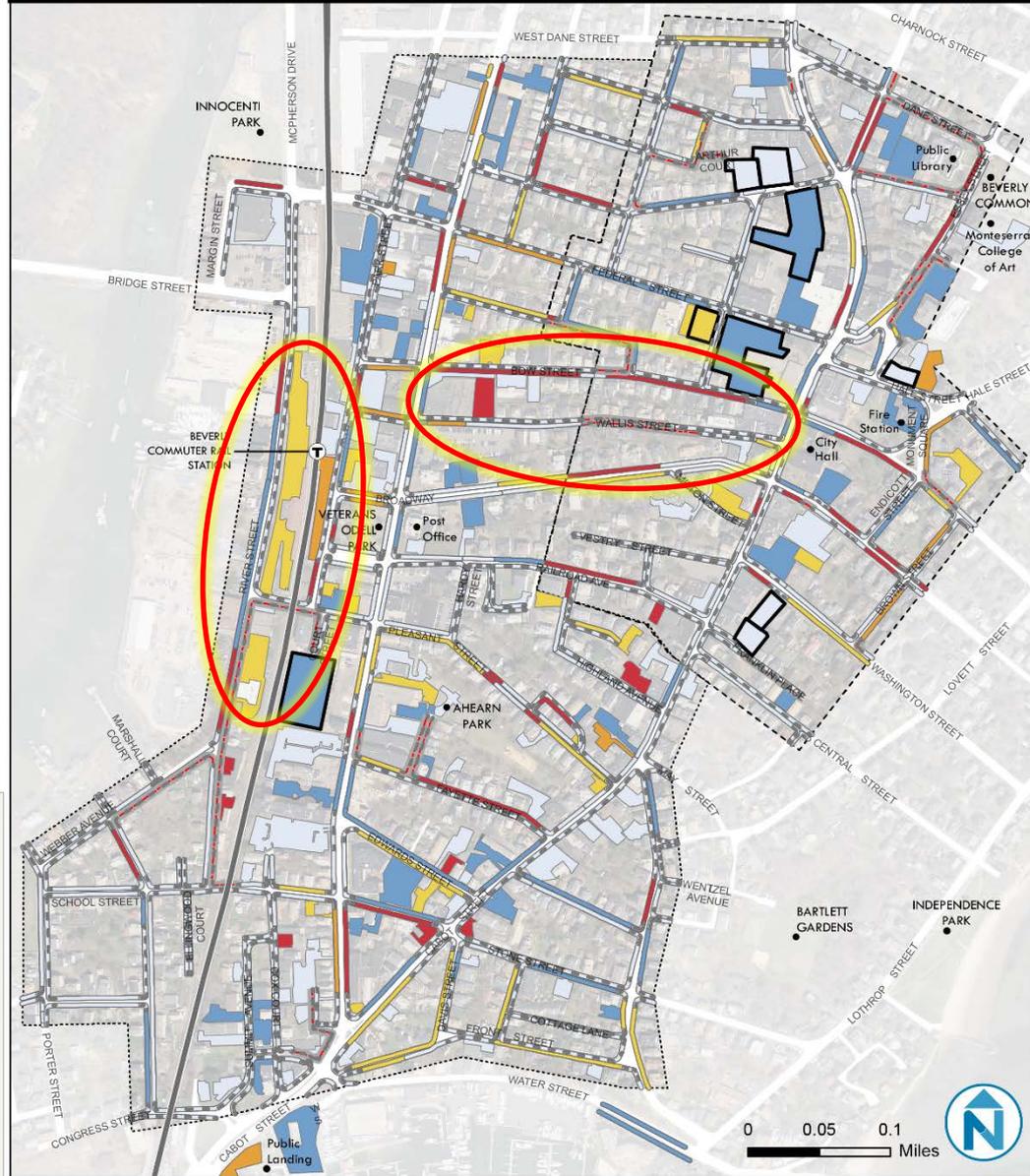
Thursday
8:00 a.m. - 11:00 a.m.
(data collected in May, 2016)



Parking Utilization Thursday 8am-11am

- Commuter parking near the station starts to fill up
- Some residential streets very full

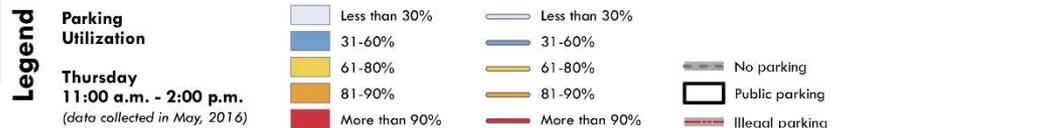
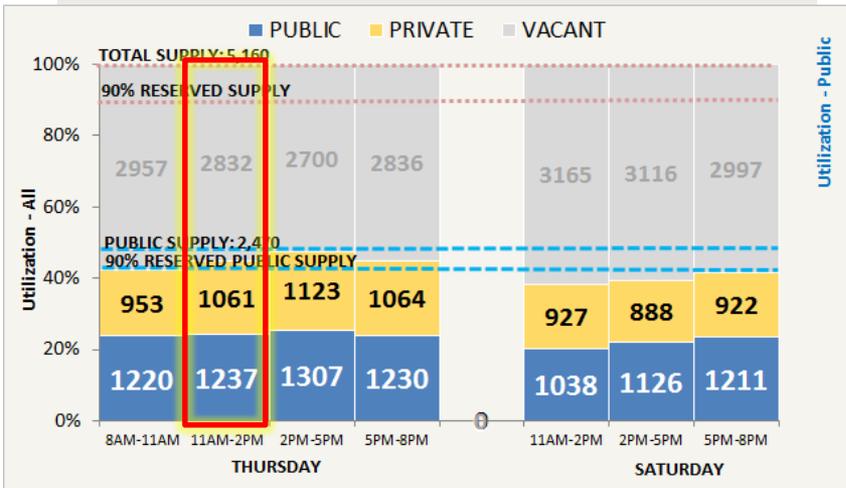
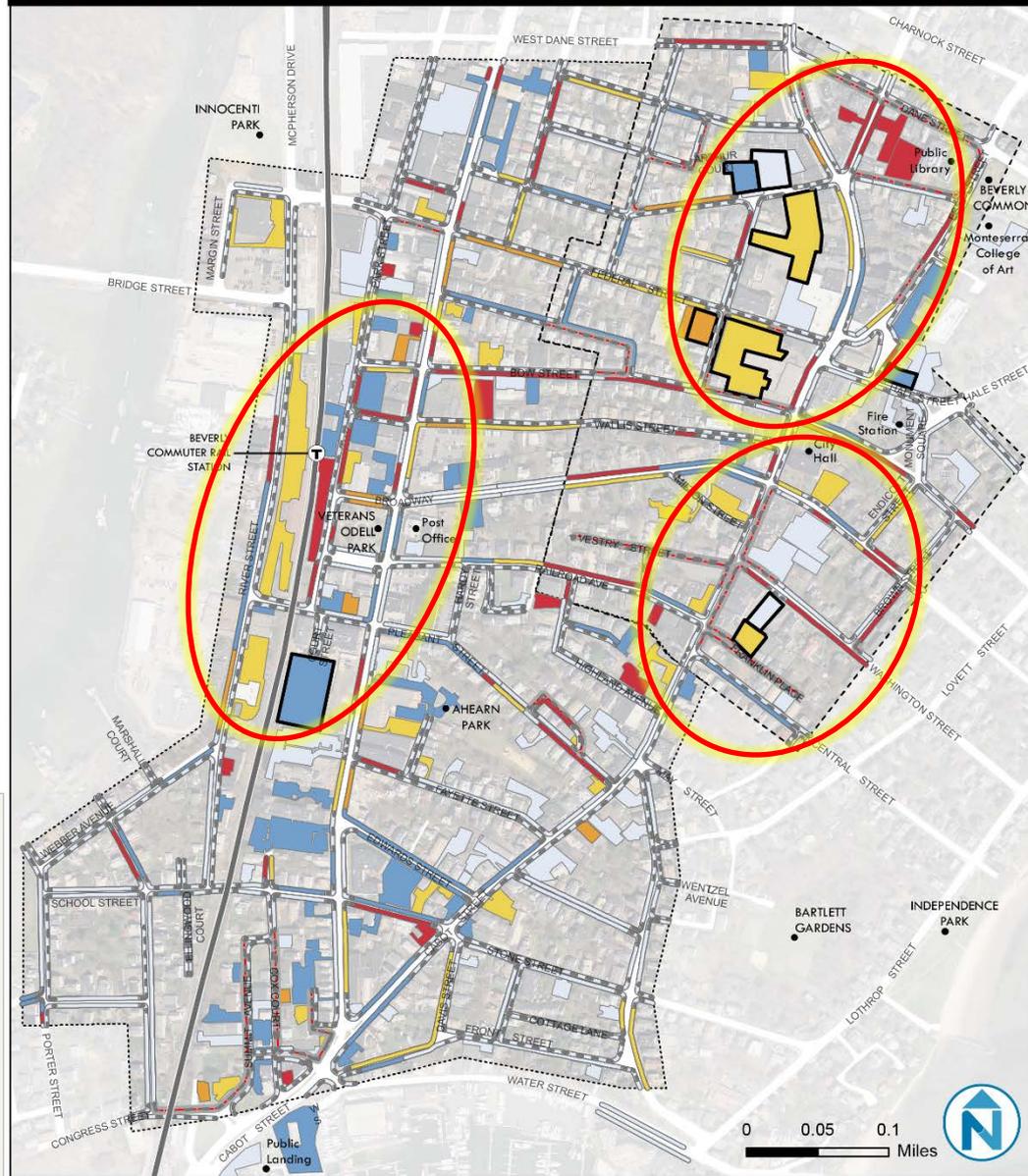
Downtown Beverly Parking Strategy Study: Utilization - Thursday 8-11AM



Parking Utilization Thursday 11am-2pm

- Spillover from commuter parking
- Downtown public lots and library lot getting busy
- Busier street activity near City Hall

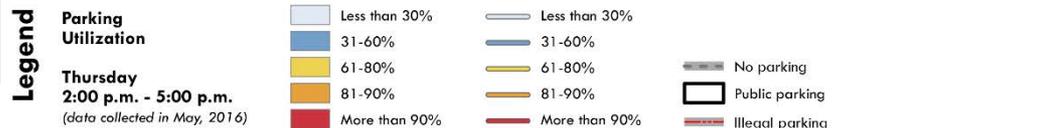
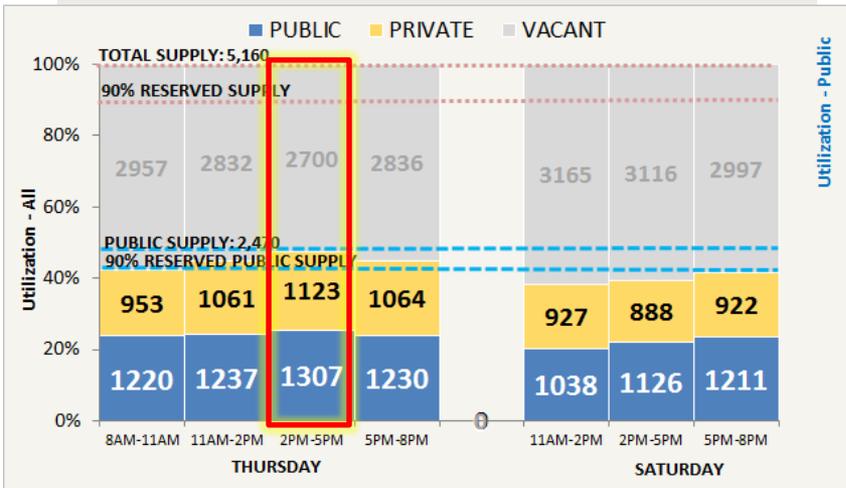
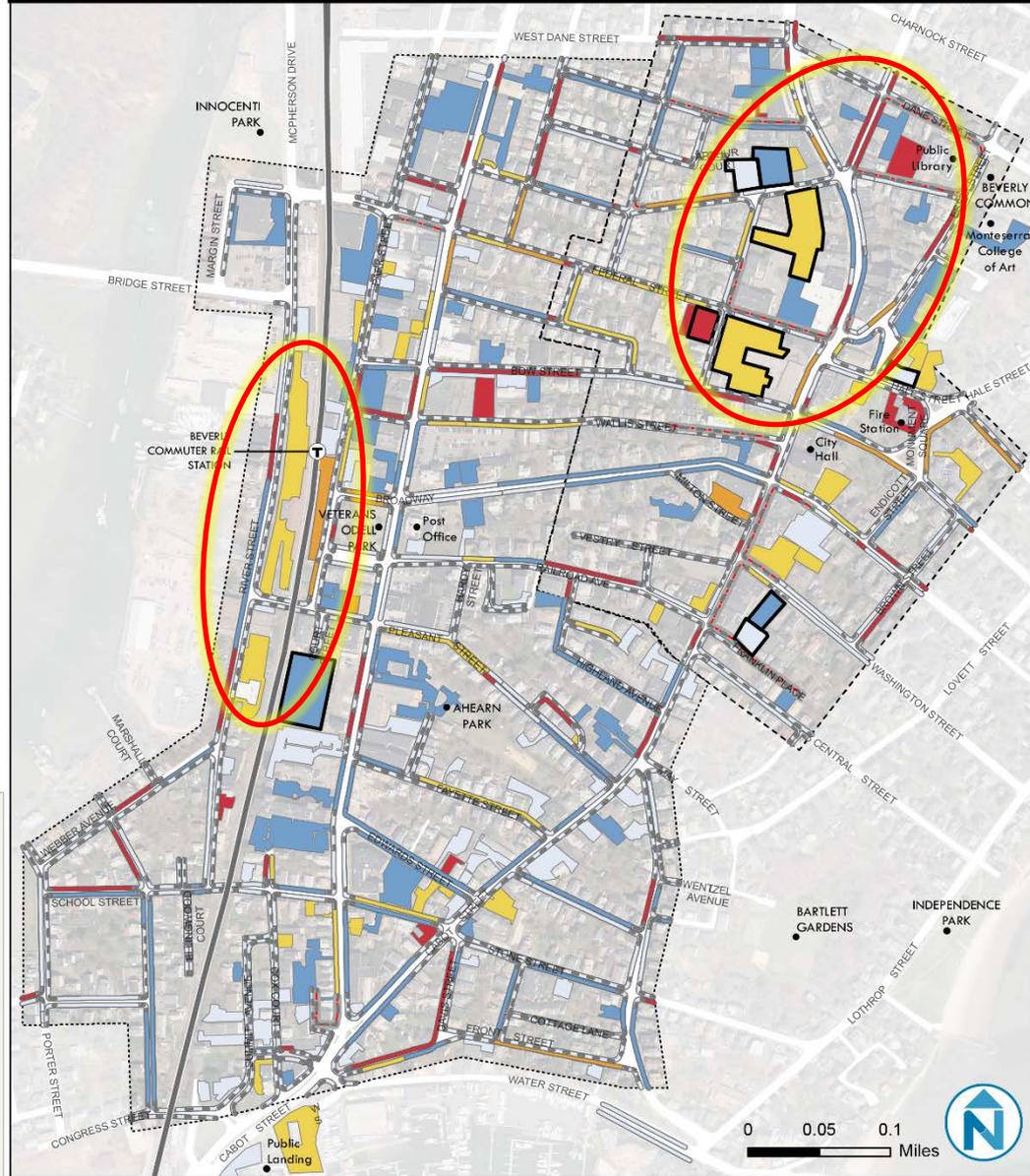
Downtown Beverly Parking Strategy Study: Utilization - Thursday 11AM-2PM



Parking Utilization Thursday 2pm-5pm

- Overall peak period
- Reduced parking near train station
- Less parking near City Hall
- Increased activity near Cabot Theater

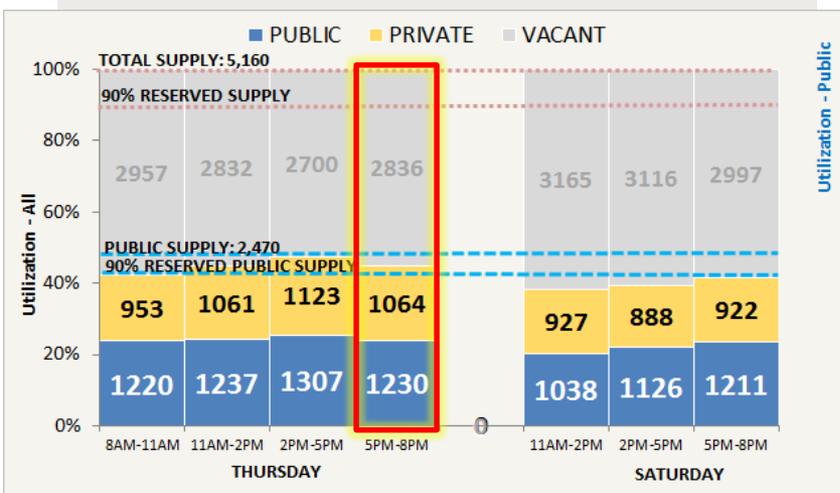
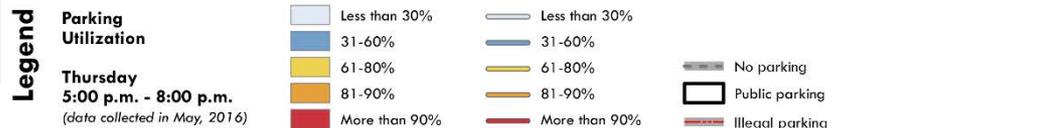
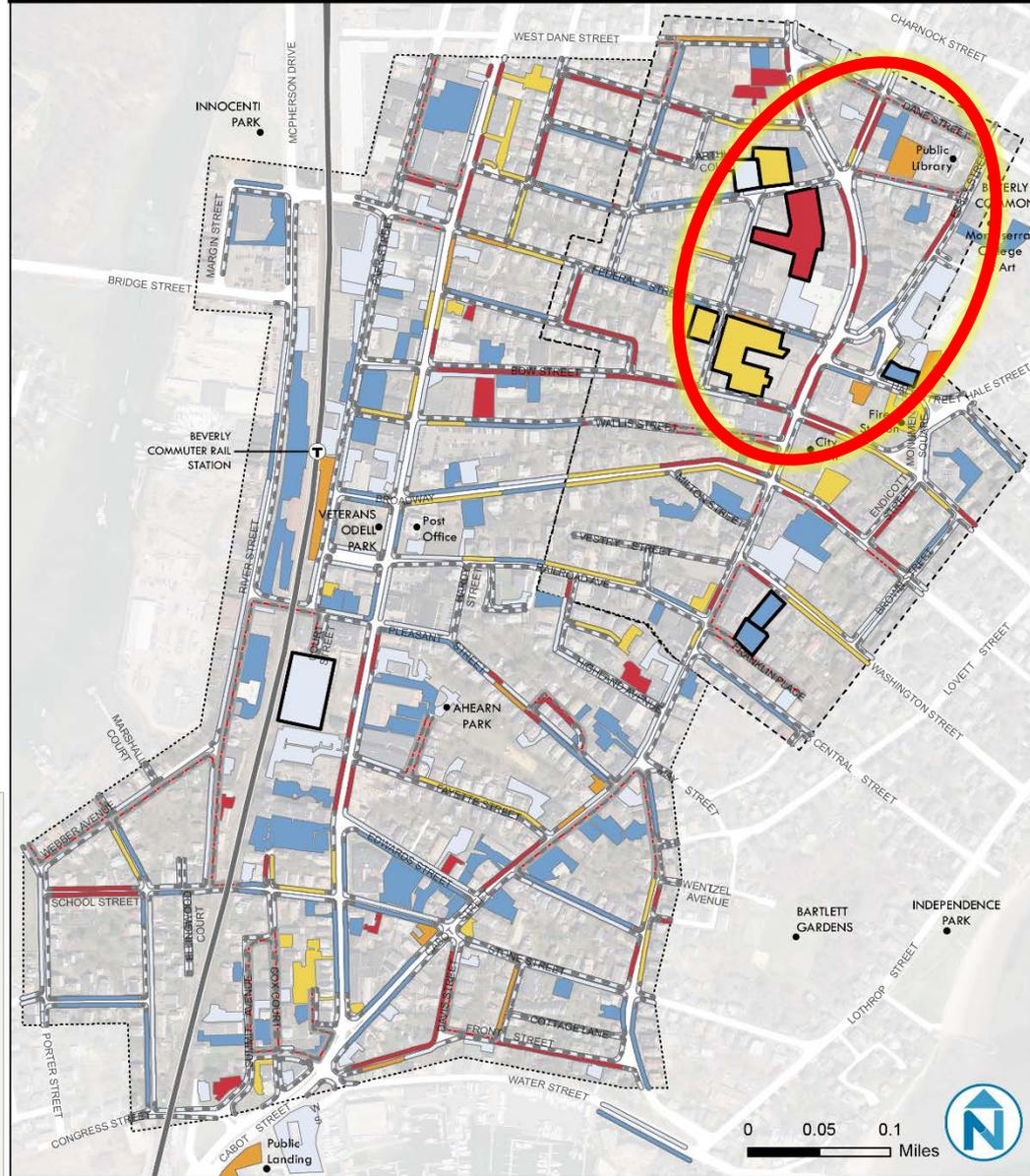
Downtown Beverly Parking Strategy Study: Utilization - Thursday 2-5 PM



Parking Utilization Thursday 5pm-8pm

- Within 2-3 minute walk of Cabot Theater, about 2/3 full
- On-street parking near theaters nearly full; public lots getting full

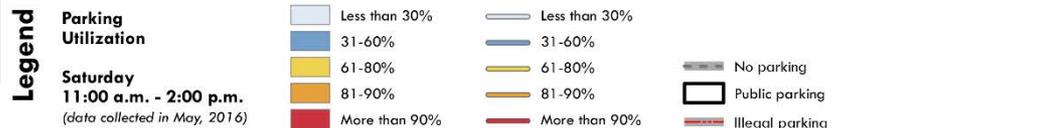
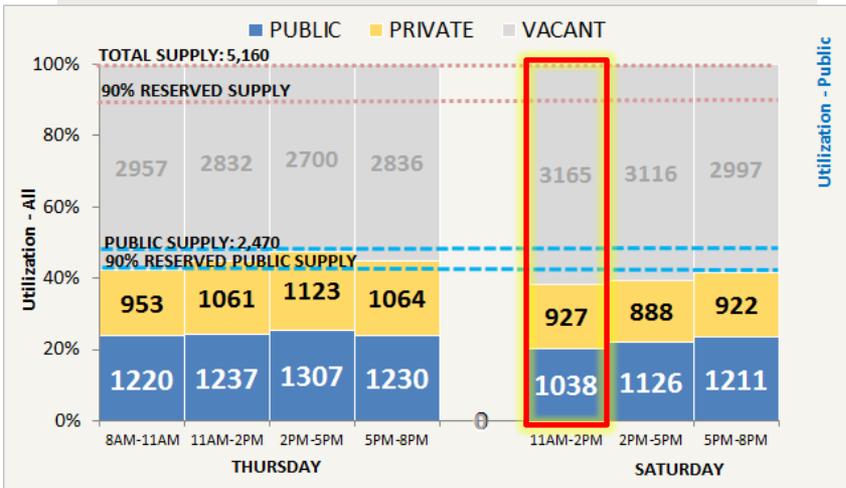
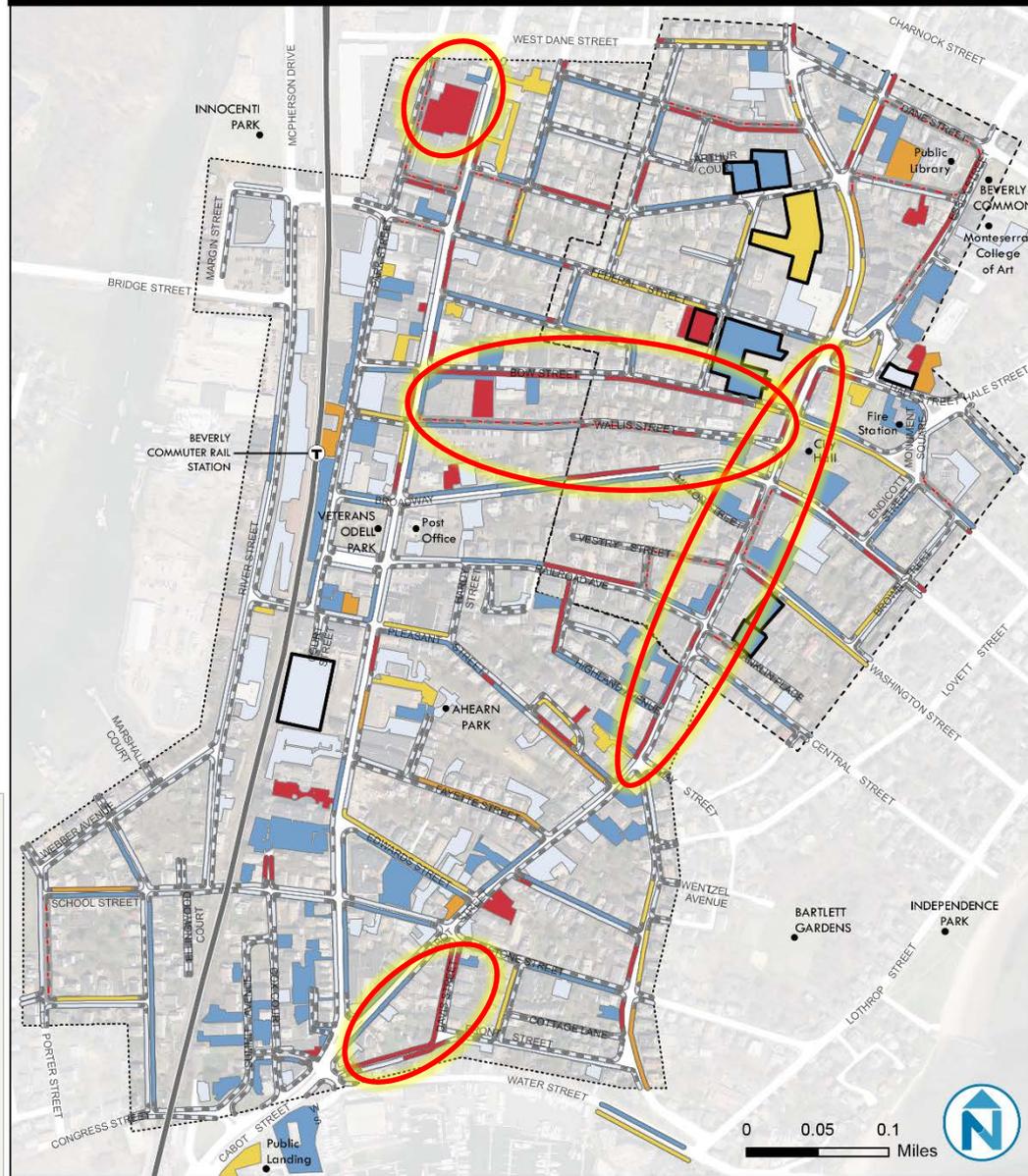
Downtown Beverly Parking Strategy Study: Utilization - Thursday 5-8 PM



Parking Utilization Saturday 11am-2pm

- Lowest overall demand period
- On-street parking still busy on weekend

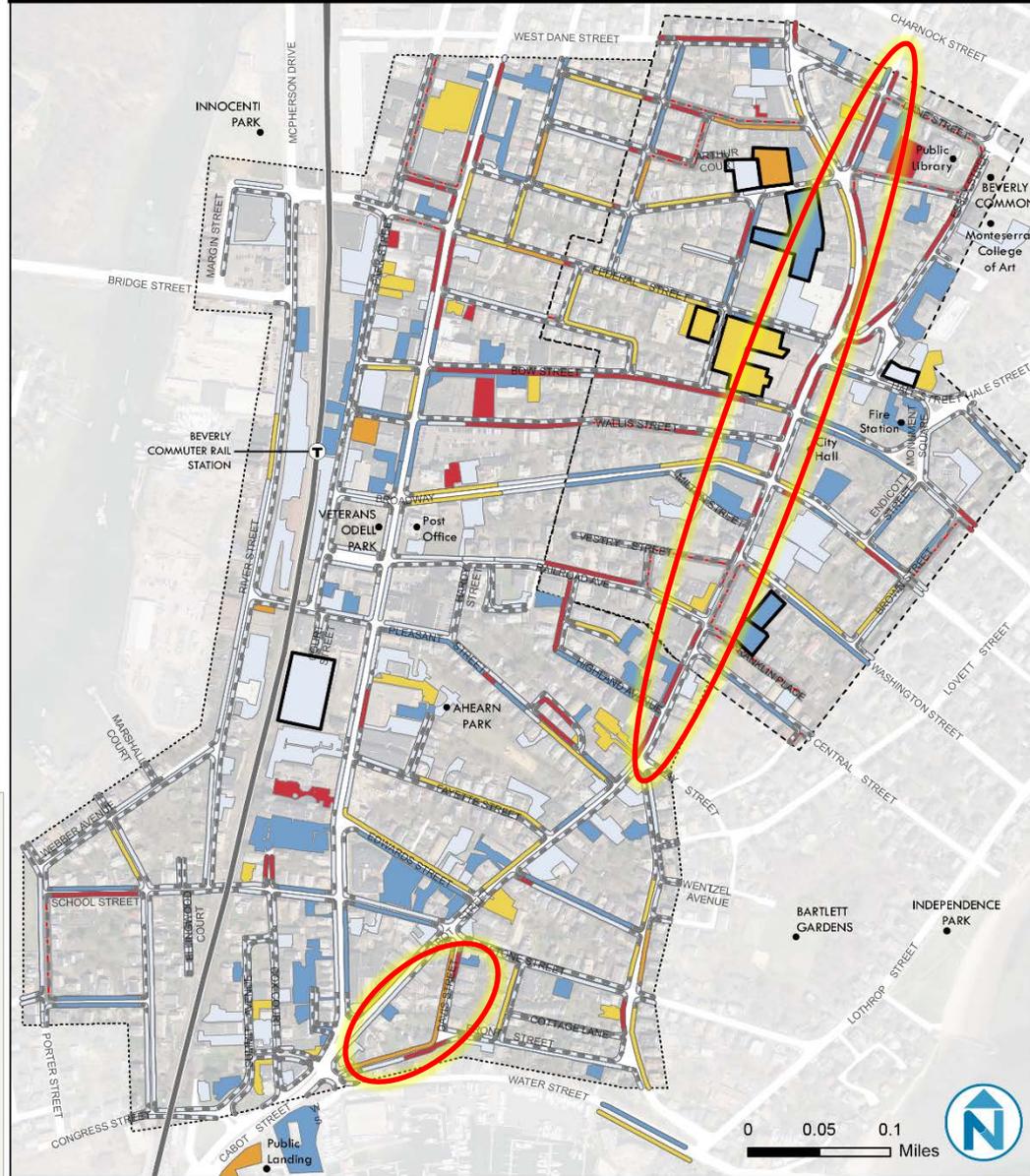
Downtown Beverly Parking Strategy Study: Utilization - Saturday 11AM-2PM



Parking Utilization Saturday 2pm-5pm

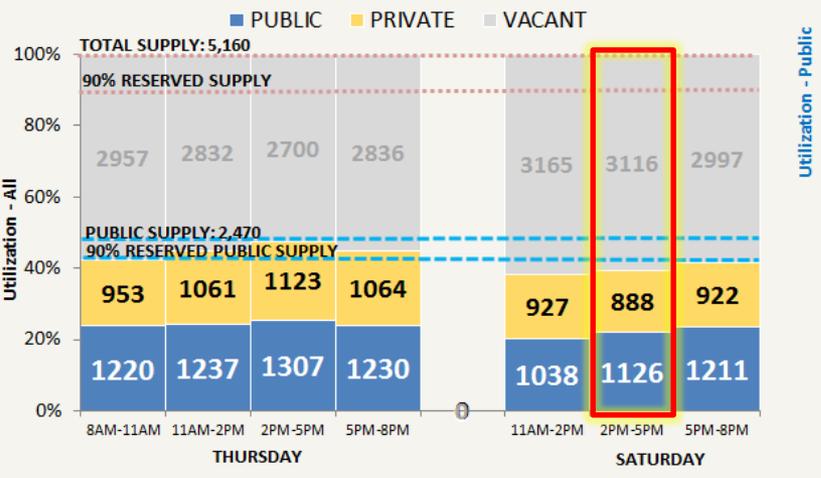
➤ On-street parking still busy on weekend

Downtown Beverly Parking Strategy Study: Utilization - Saturday 2-5 PM



Legend

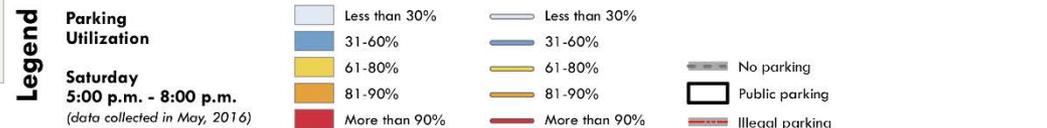
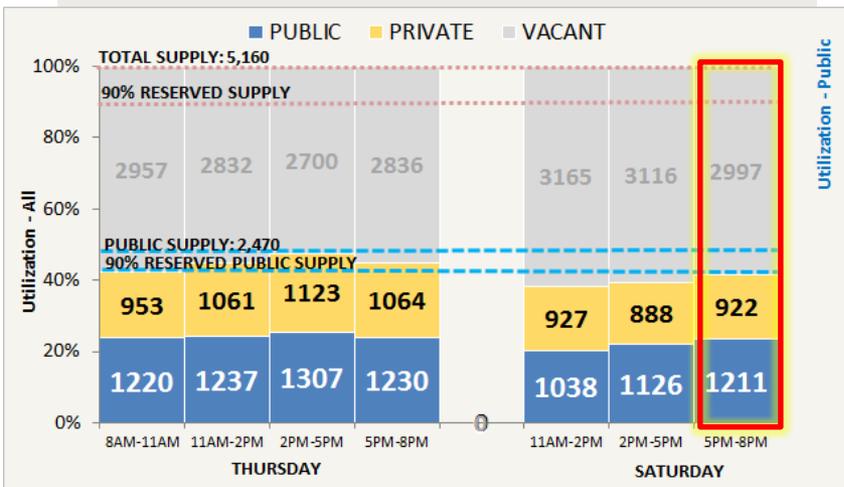
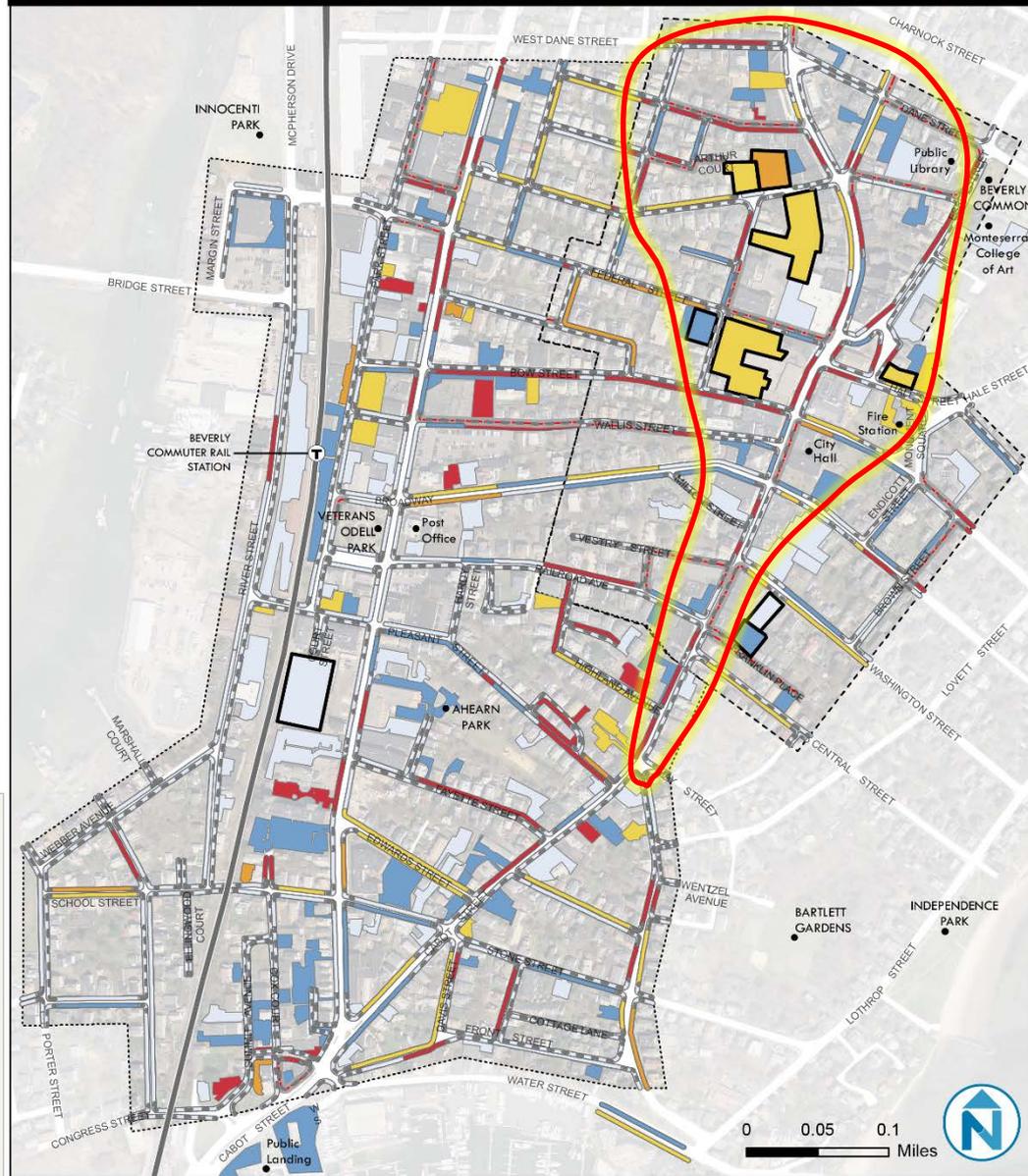
- Parking Utilization**
- Less than 30%
 - 31-60%
 - 61-80%
 - 81-90%
 - More than 90%
- Saturday 2:00 p.m. - 5:00 p.m.**
(data collected in May, 2016)
- Less than 30%
 - 31-60%
 - 61-80%
 - 81-90%
 - More than 90%
 - No parking
 - Public parking
 - Illegal parking



Parking Utilization Saturday 5pm-8pm

- Overall peak period on weekend
- Evening demand concentrates near theaters

Downtown Beverly Parking Strategy Study: Utilization - Saturday 5-8 PM





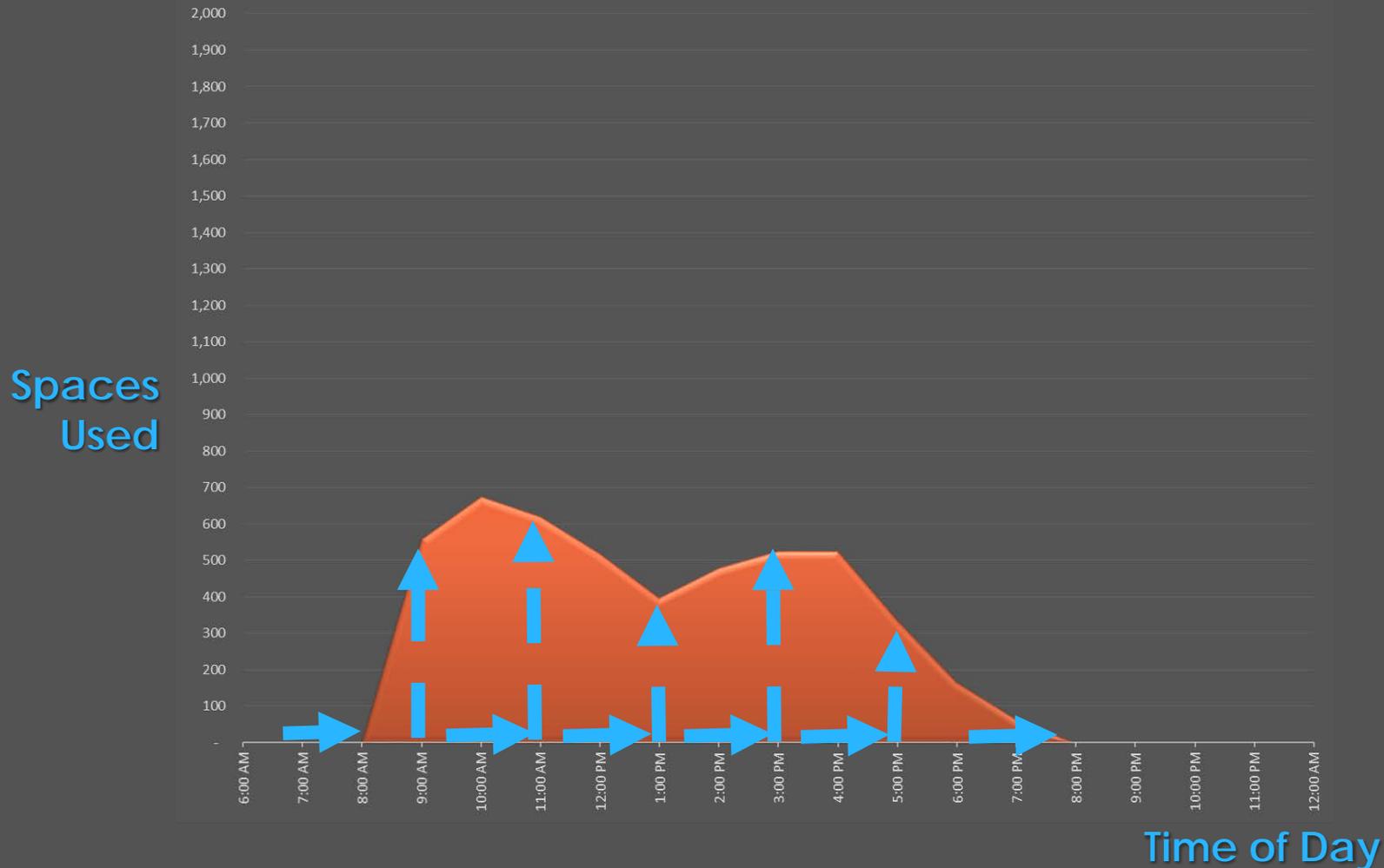
Parking Demand Modeling

Goal: Understand the relationship between parking and the built environment in downtown Beverly.

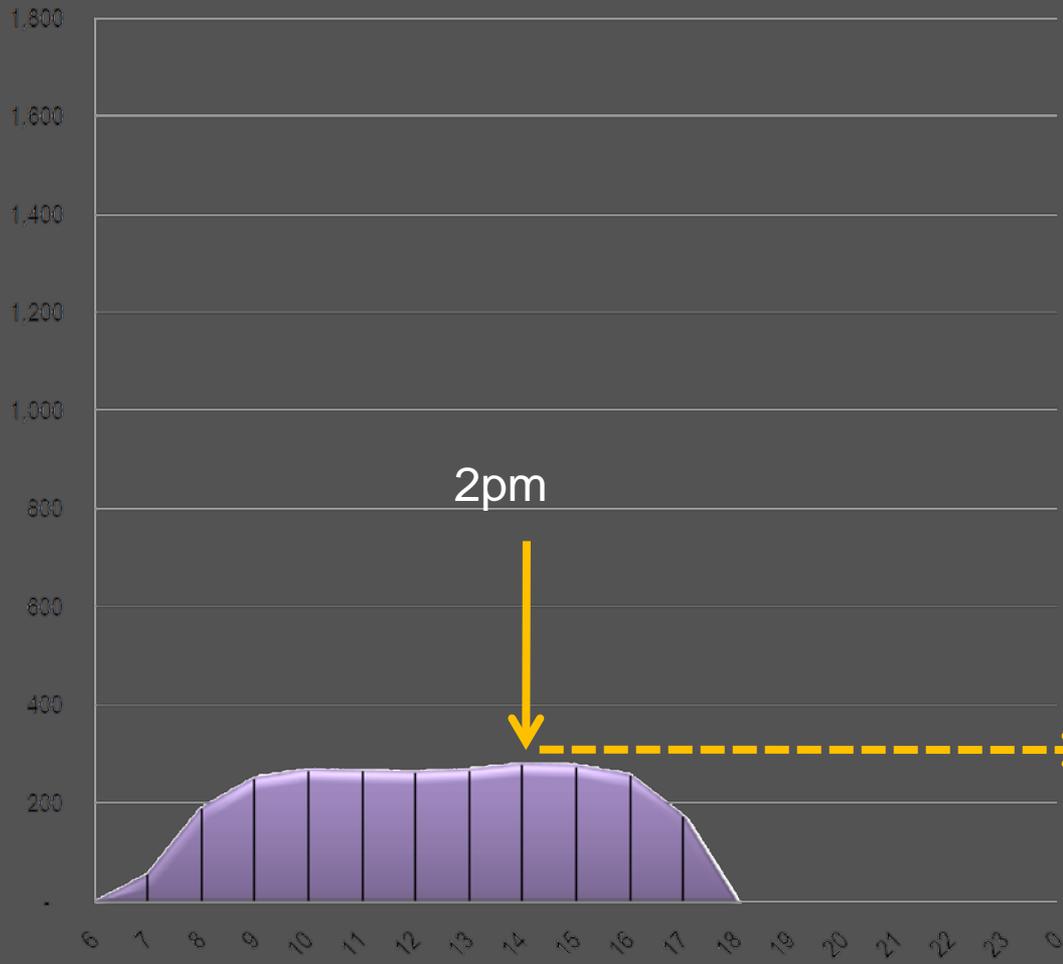
Common Downtown Realities: Parking is Shared



Example Parking Demand Profile – Single Use



Office (150k SF): Real Demand

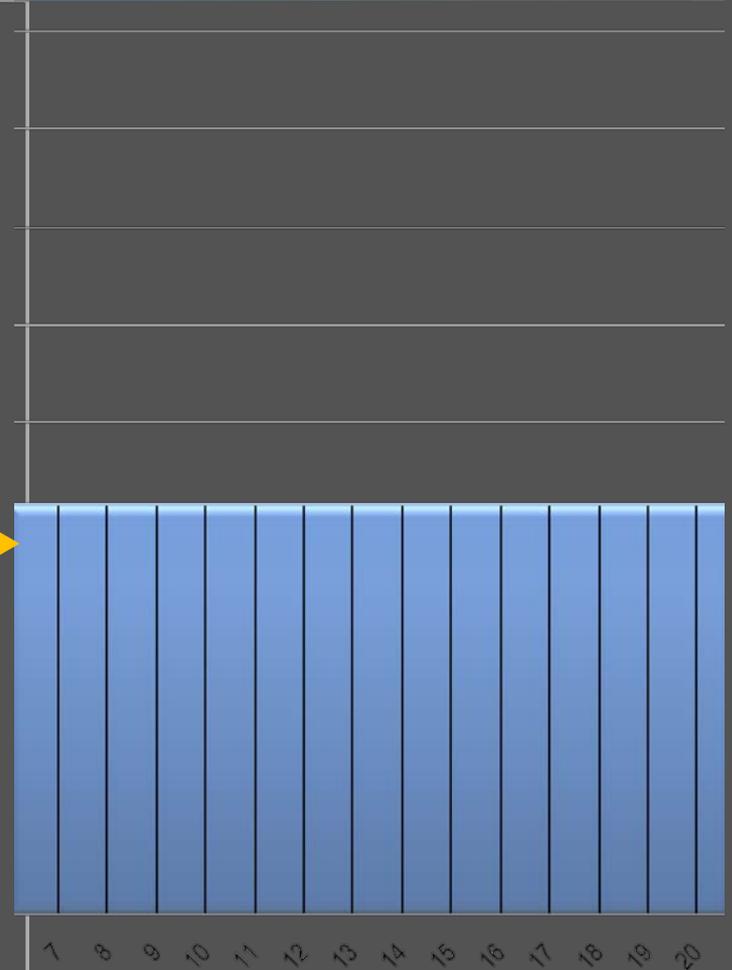
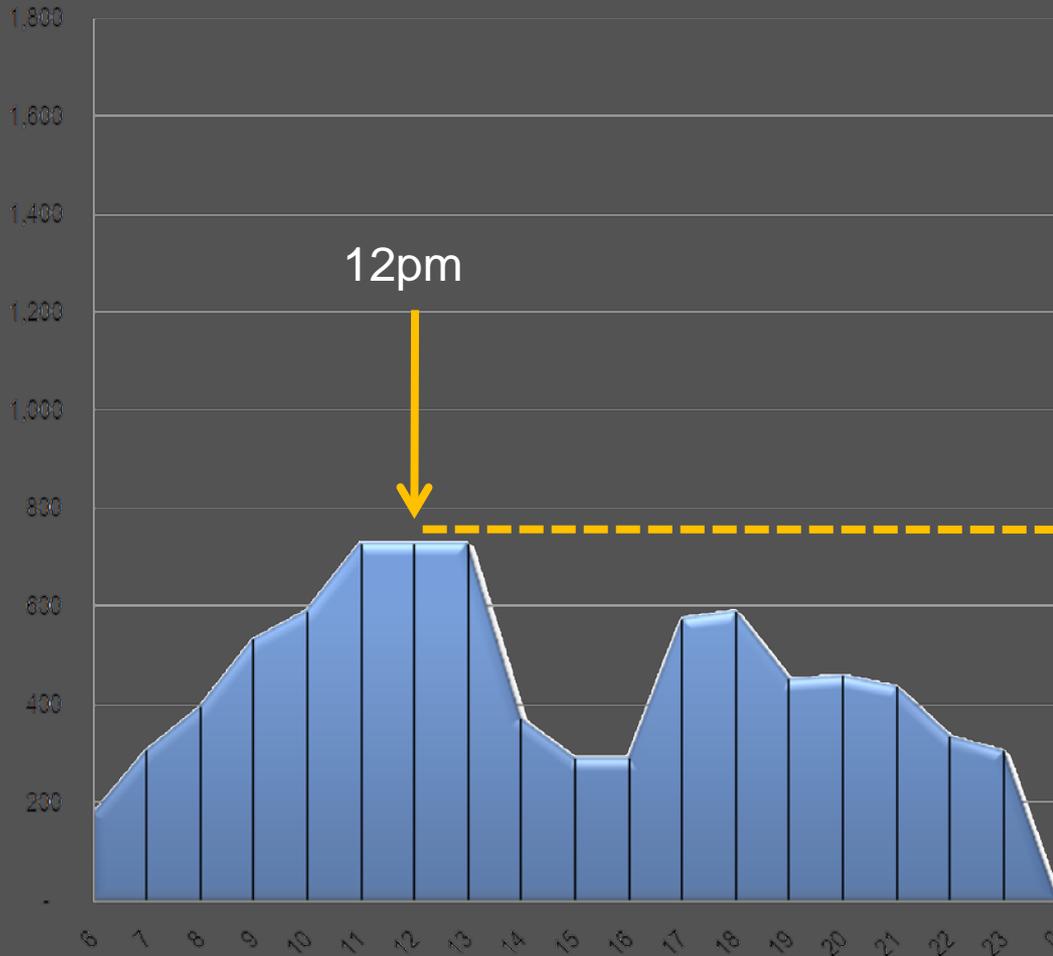


Unshared Supply



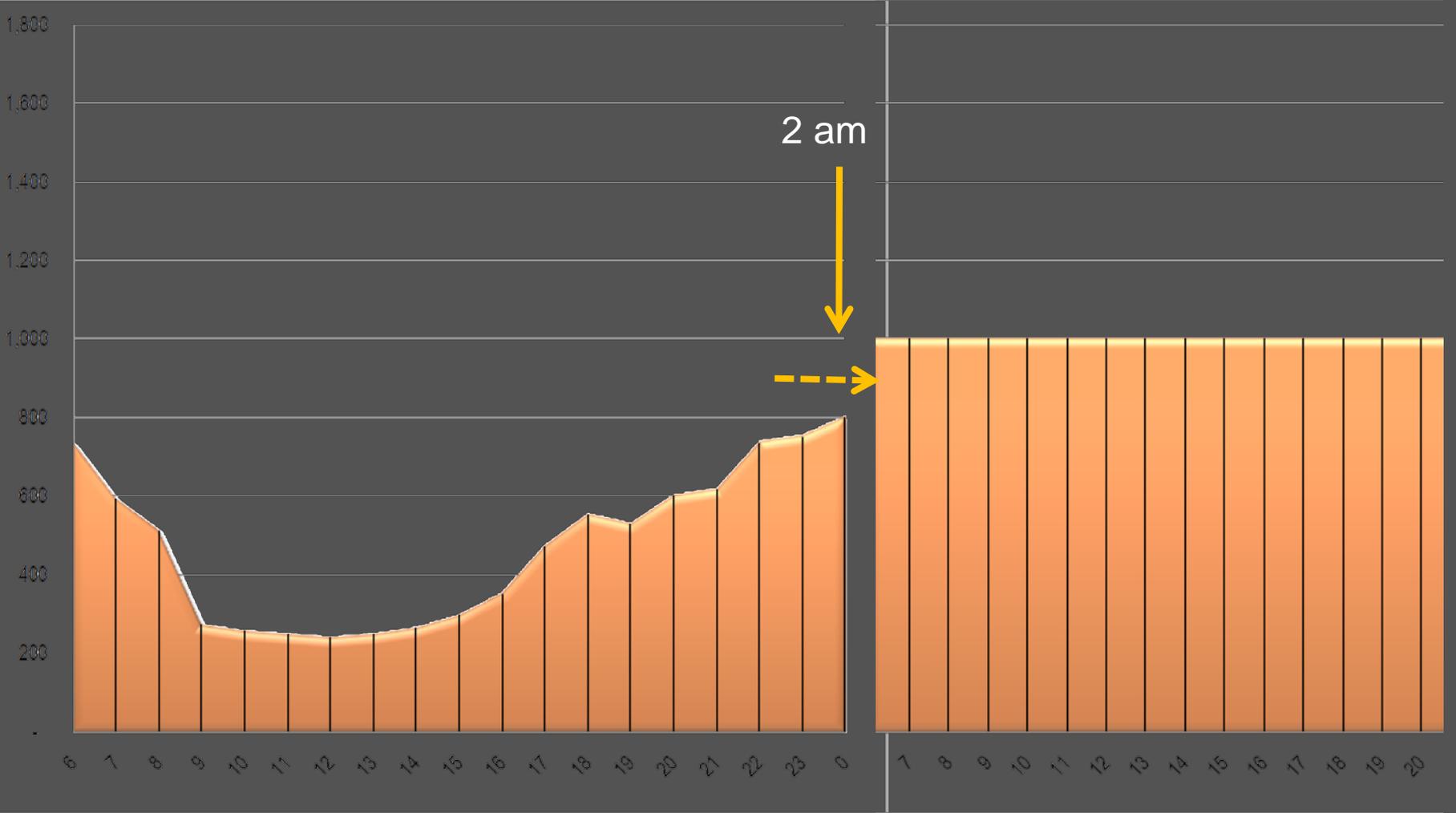
Restaurant (150k SF): Real Demand

Unshared Supply

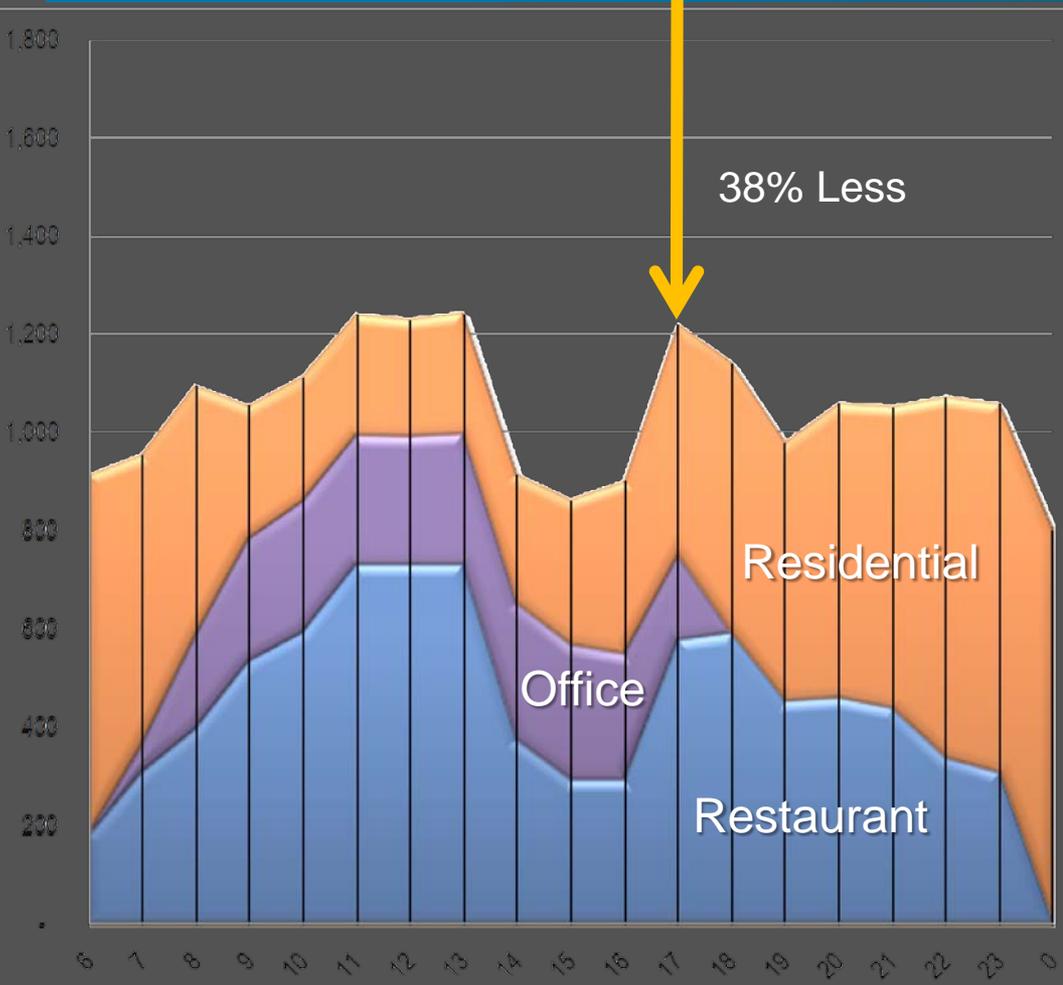


Residential (1000 units): Real Demand

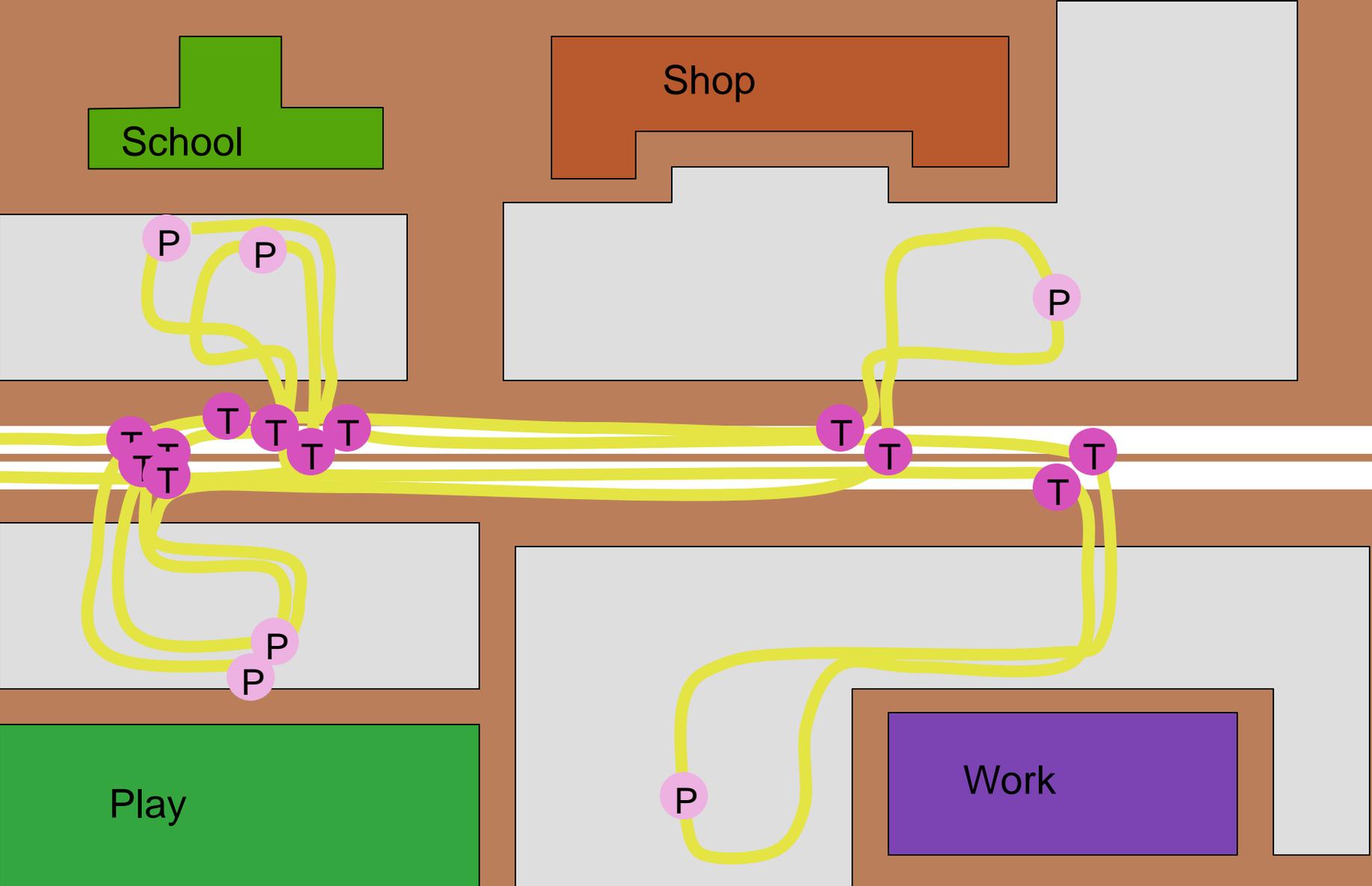
Unshared Supply



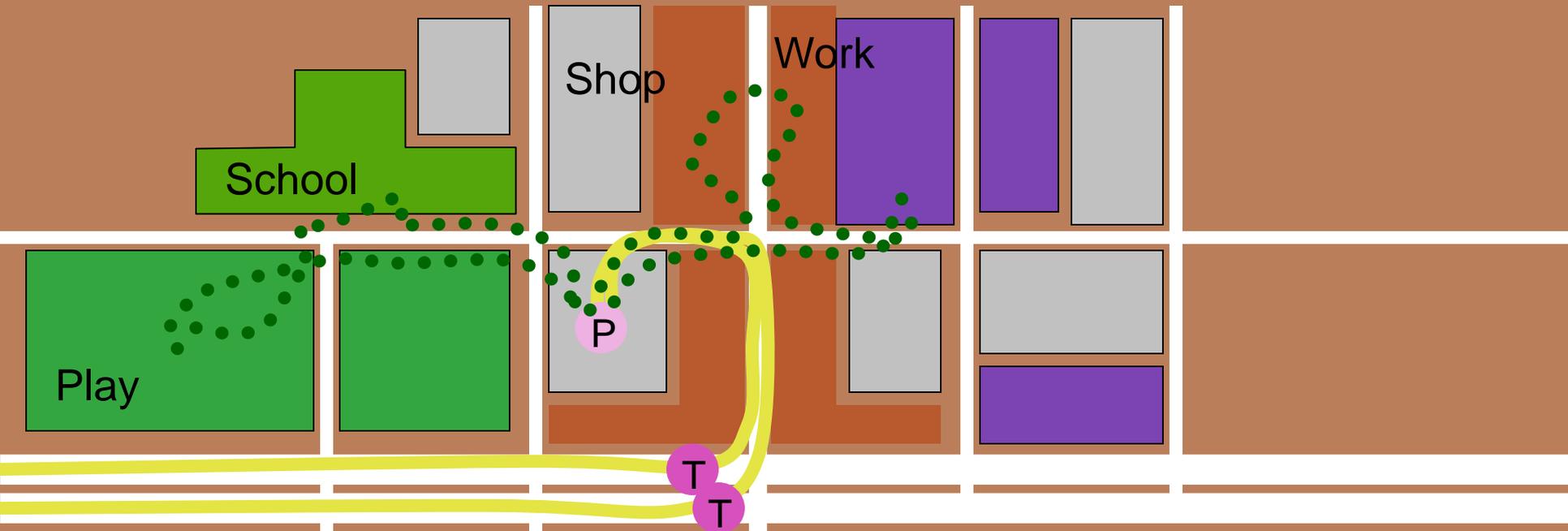
Shared Uses: Real Demand



On the Strip



In a Normal Downtown



Results:

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

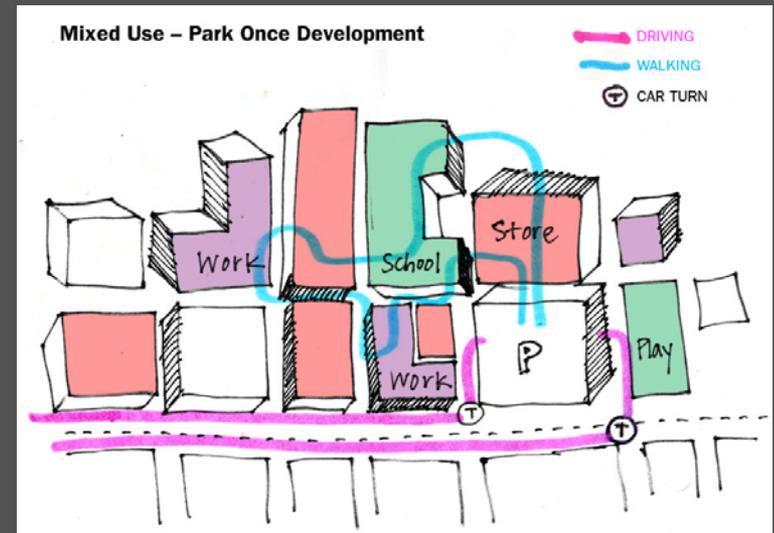
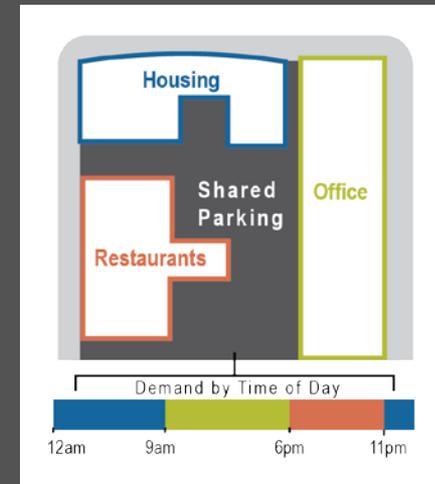
Shared Parking Concepts

- Accommodates a variety of uses with fewer parking spaces due to varying land use parking demand peaks (“staggered peaks”)

- Recognizes ease of parking once and walking between uses (“internal capture”)

- Results:**

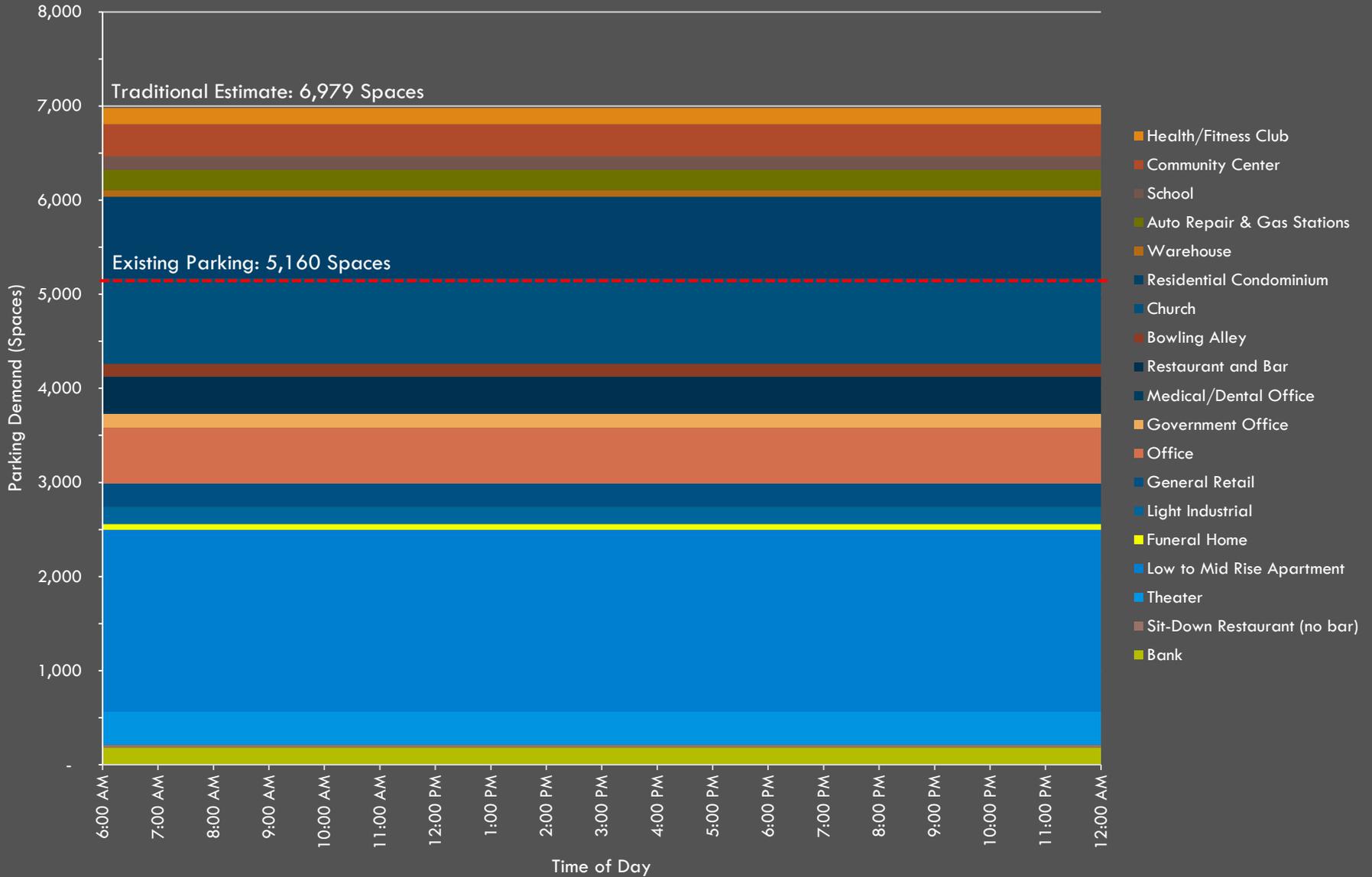
- Efficiently utilizes existing parking resources
- Costs savings due to the construction of less parking
- Creates a more walkable environment for site users
- Dedicate more land to productive land uses



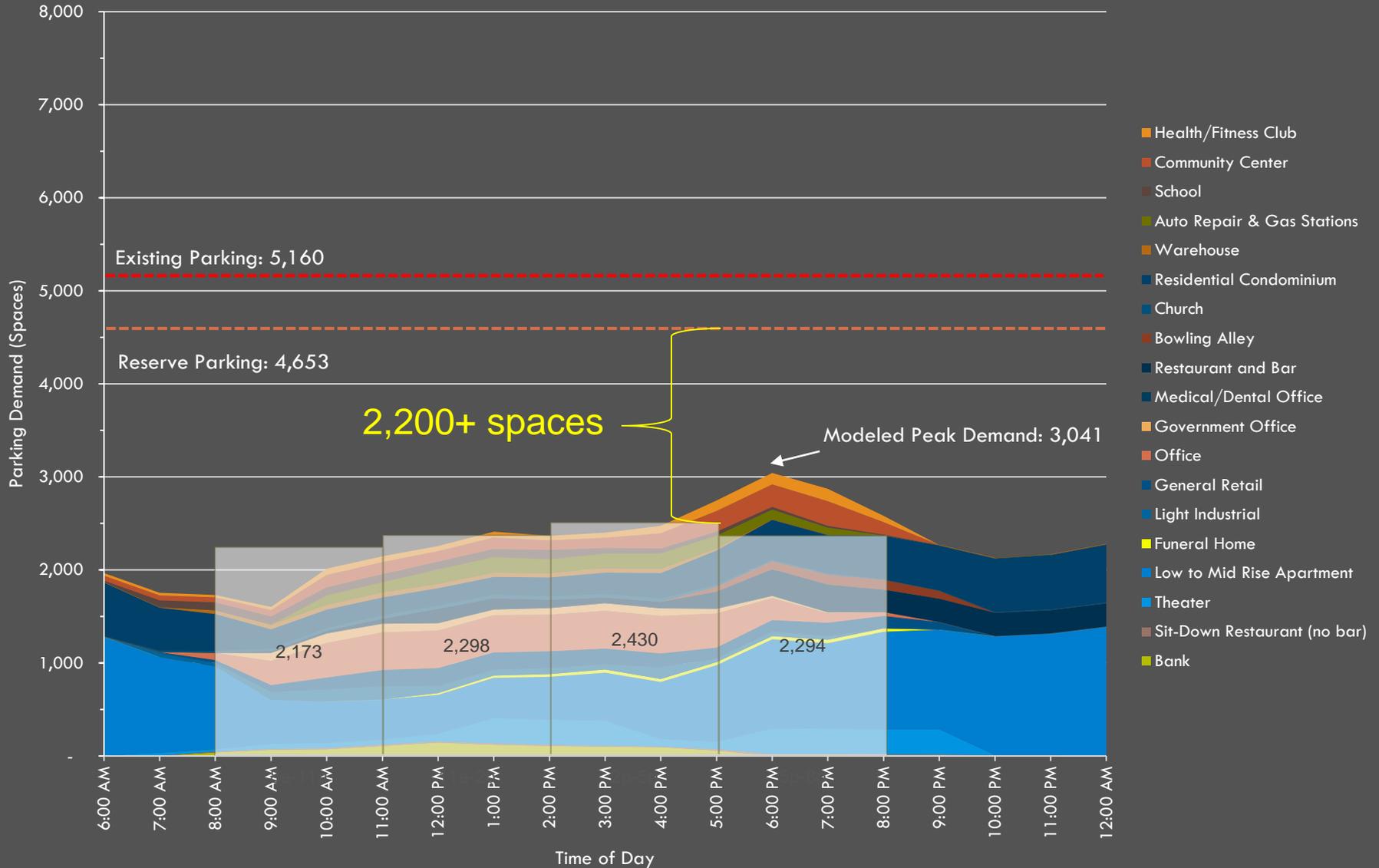


Downtown Beverly Parking Analysis

Traditional Parking Estimates



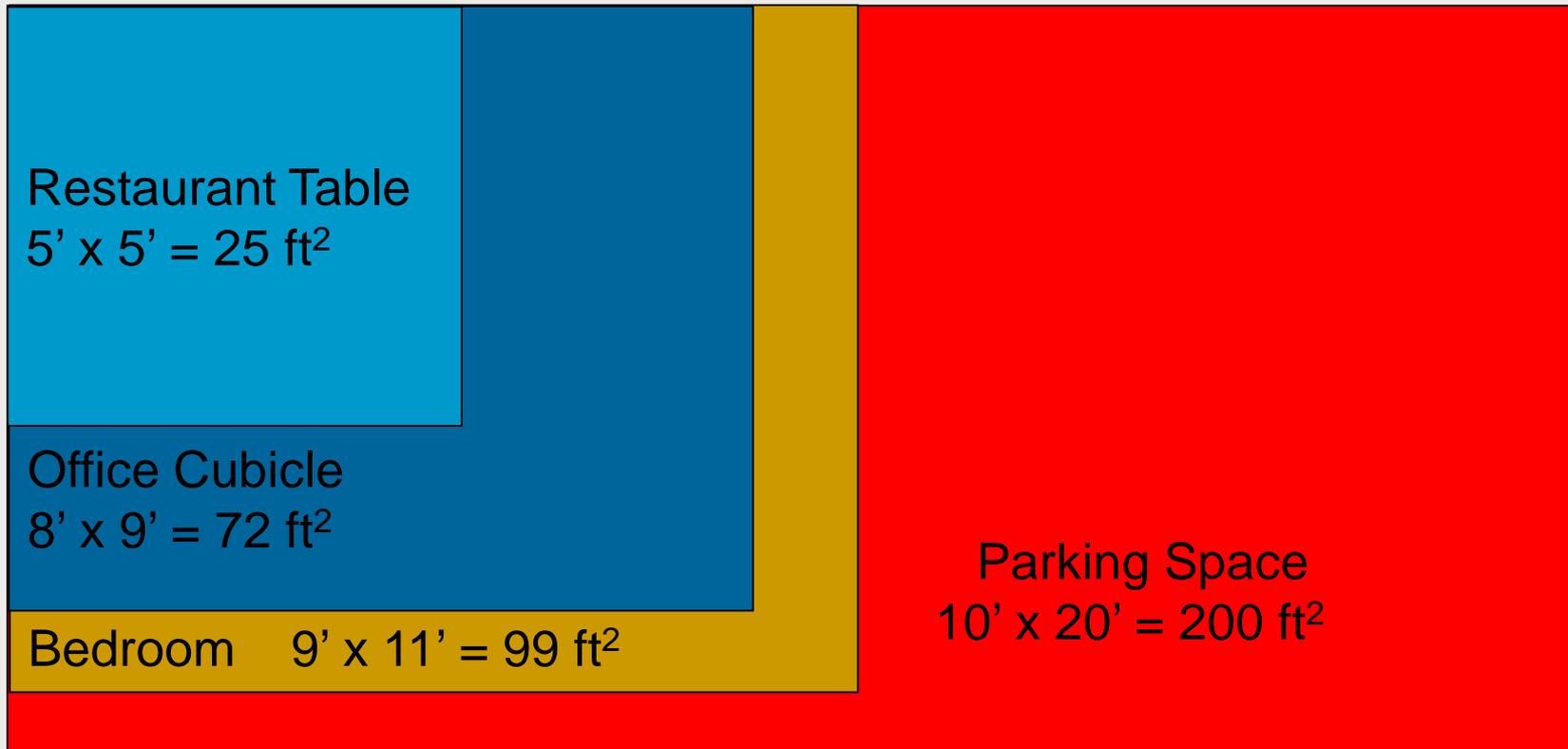
Shared Parking Estimates



Beverly Zoning Comparison

Use	Beverly Regulation		ITE Peak Parking Demand Rates	Beverly vs. ITE
Residential in Central Business District	1 bedroom or smaller	1 per unit	1.2 per unit	Below
	2 bedrooms in Depot Overlay District	1 per unit	1.2 per unit	Below
	2 bedrooms or more	2 per unit	1.2 per unit	Above
Residential in all other districts	2 per unit		1.83 per unit	Above
Rooming house, hotel, motel	1 per rental unit		0.89 per room	Above
Bed-and-breakfast	1 per rental unit, plus 2		0.89 per room	Above
Hospital	0.5 for every bed		4.49 per bed	Below
Clubs, lodges, etc.	1 per 400 SF		3.2 per 1,000 SF	Below
Auditorium, theater, etc.	0.25 for each seat		0.25 per seat	Same
Office	4 per 1,000 SF		5 per 1,000 SF	Below
Retail Business	10,000 SF or fewer	3.63 per 1,000 SF	Varies by specific use	-
	Over 10,000 SF	5 per 1,000 SF	Varies by specific use	-
Clinic or Medical Office	6.67 per 1,000 SF		3.2 per 1,000 SF	Above
Restaurant	0.25 for each seat		0.47 per seat	Below
Schools	2 per 1,000 SF		0.17-0.33 per student	-
Wholesale/Storage	1 per 1,000 SF for first 20,000 SF		0.14 per 1,000 SF	Above
	0.5 per 1,000 SF for second 20,000 SF		0.14 per 1,000 SF	Above
	0.25 per 1,000 SF after first 40,000 SF		0.14 per 1,000 SF	Above
Open Storage	1 per 1,000 SF		0.14 per 1,000 SF	Above
Manufacturing or printing	2.5 per 1,000 SF		0.1 per 1,000 SF	Above
Nursing Home	0.75 per unit		0.41 per unit	Above
Marina	0.5 per boat		0.27 per berth	Above
Brewery	2 per 1,000 SF		N/A	-
Tasting Room	3.63 per 1,000 SF		N/A	-
Maker Space	2 spaces per 1,000 SF		N/A	-

Downtown Trade-Offs





Public Outreach

Open House

➤ June 23, 2016

COME JOIN US!
DOWNTOWN BEVERLY
PARKING
OPEN HOUSE



June 23, 2016 5:00 – 7:00 PM
Sohier Room, Beverly Public Library
32 Essex St, Beverly, MA 01915

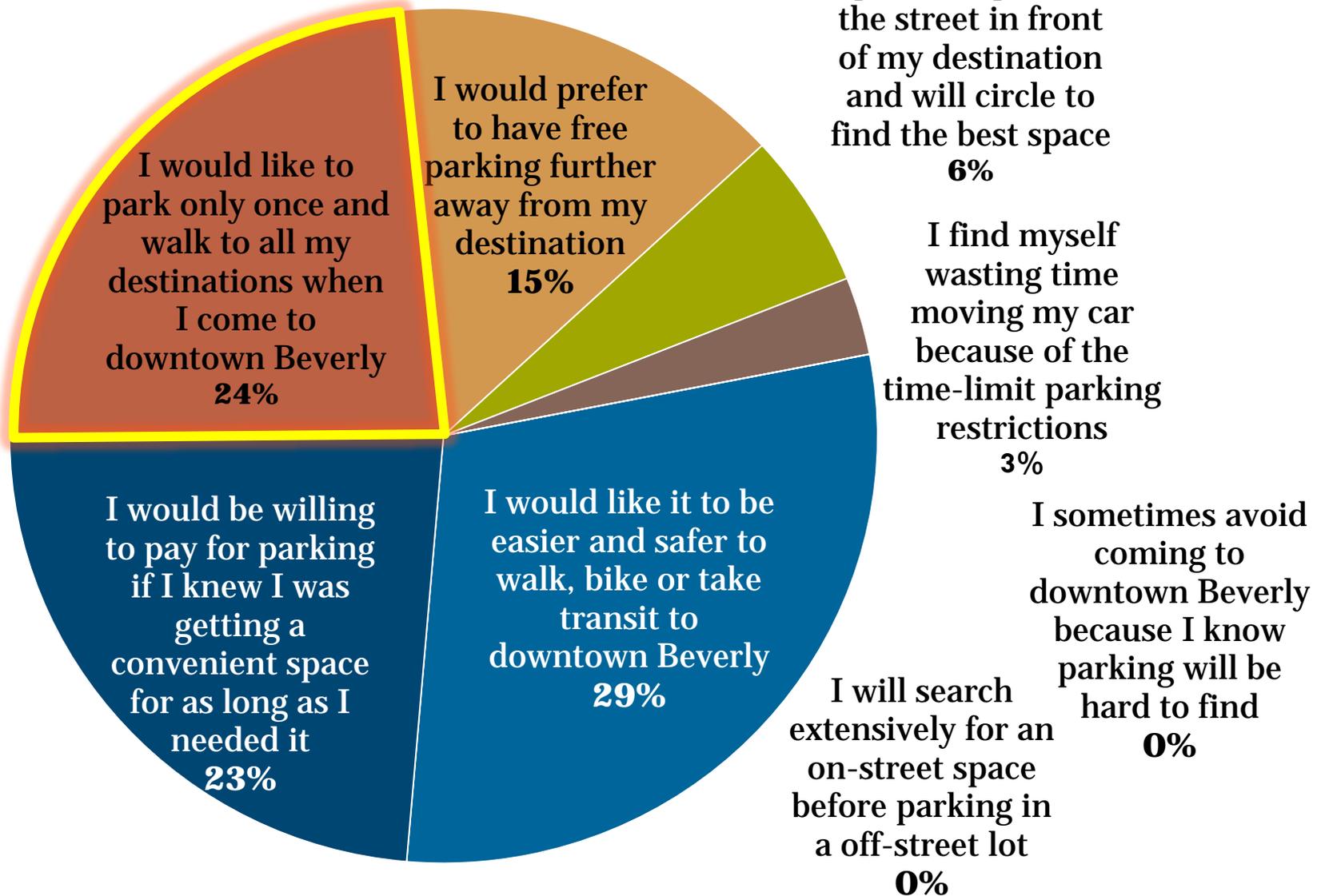
Is there enough parking in downtown Beverly?
Any ideas on how to improve parking management?

Share your concerns and ideas!
Drop in for as little or as long as you'd like!

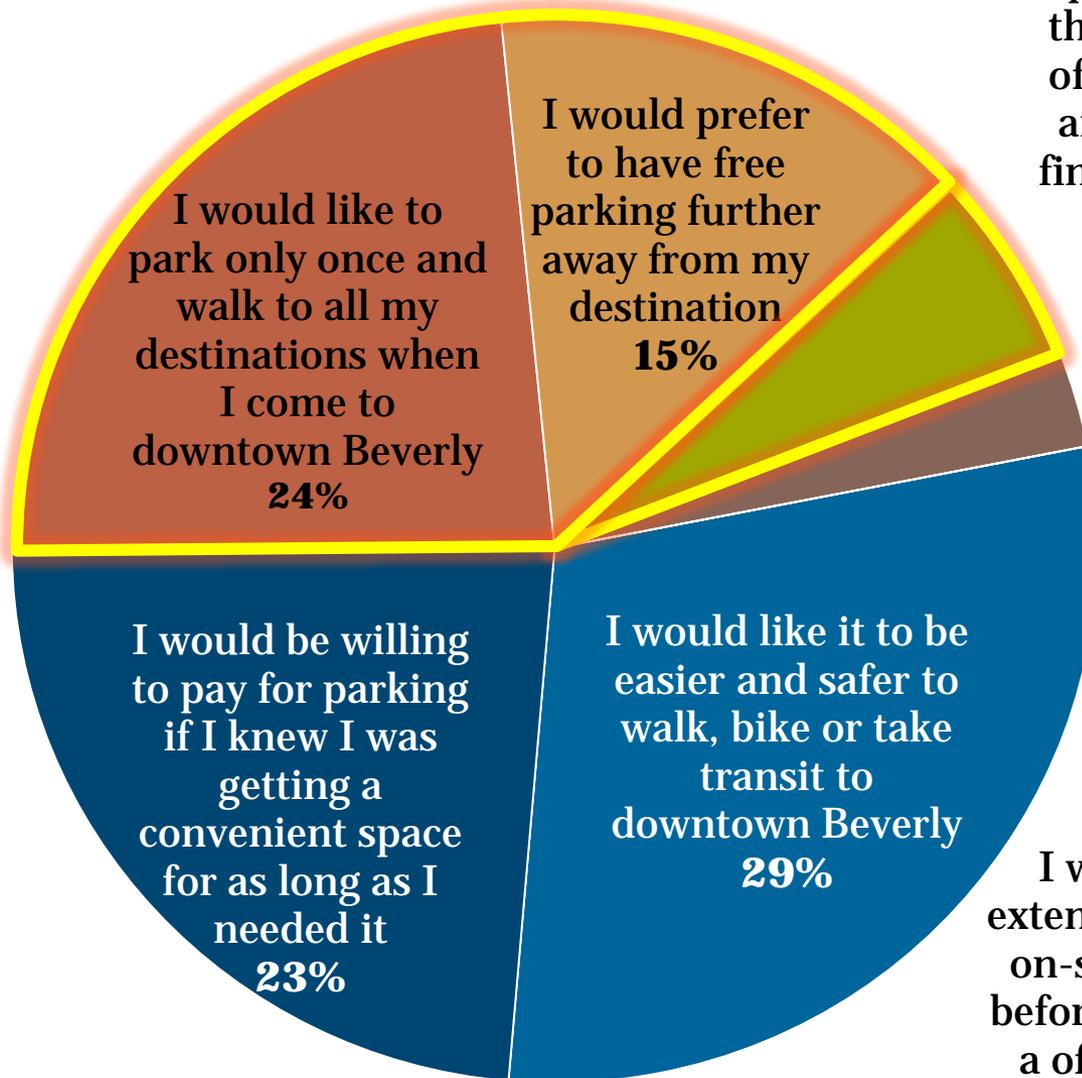
Questions? Contact Aaron Clausen, 978-605-2341, aclausen@beverlyma.gov



Open House Voting



Open House Voting



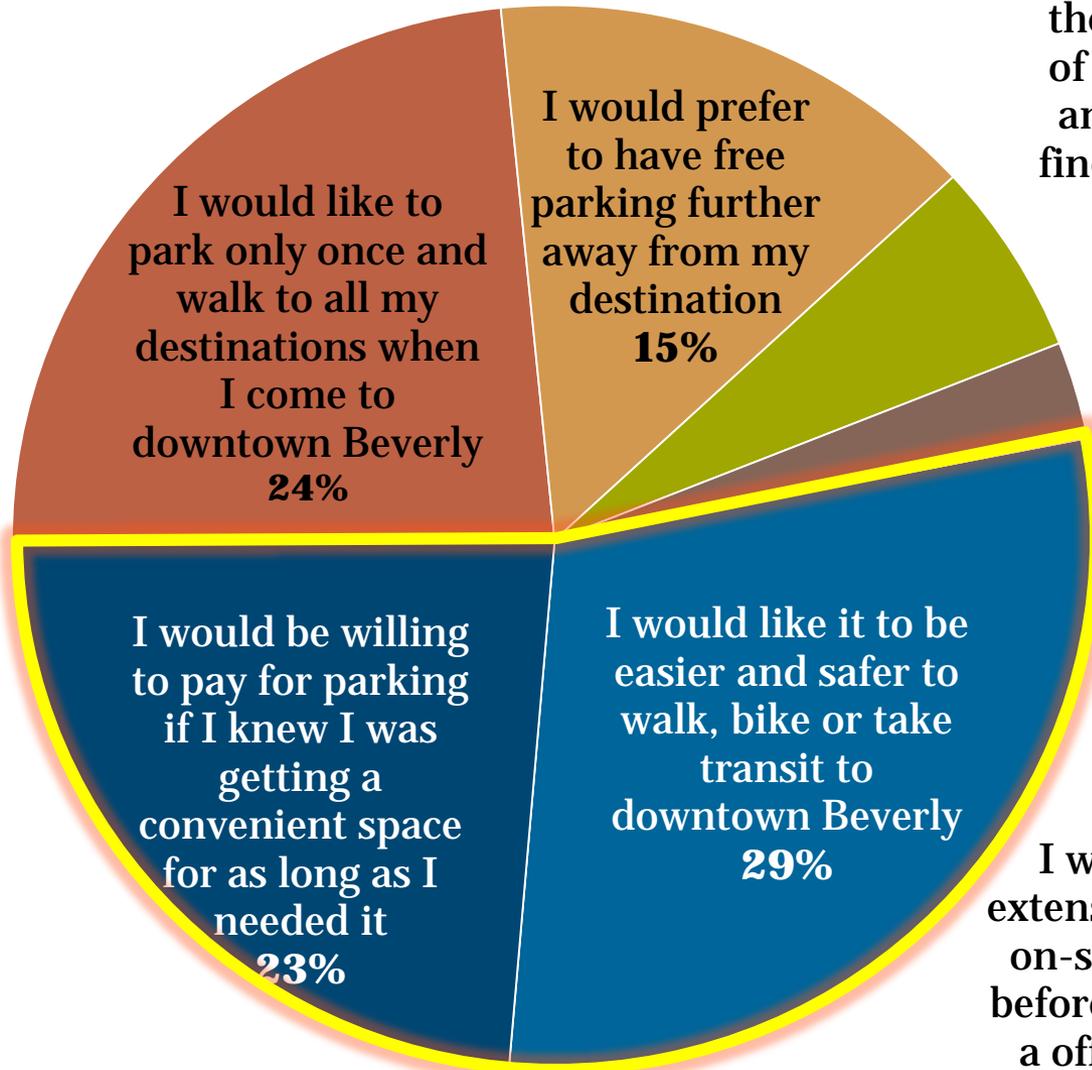
I prefer to park on the street in front of my destination and will circle to find the best space
6%

I find myself wasting time moving my car because of the time-limit parking restrictions
3%

I sometimes avoid coming to downtown Beverly because I know parking will be hard to find
0%

I will search extensively for an on-street space before parking in a off-street lot
0%

Open House Voting



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I will search extensively for an on-street space before parking in a off-street lot
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Recommendations

Recommendations

1. Create Availability Through Pricing

- Eliminate time limits for metered parking
- Implement demand-based pricing
- Incentivize off-street employee parking
- Protect residential streets

2. Explore Smarter Parking Management

- Upgrade parking payment technology
- Encourage shared parking between businesses
- Improve event parking management

3. Enhance Downtown Multimodal Experience

- Provide better parking information and signage
- Create a Parking Benefit District
- Improve walking and bicycling environment



1. Create Availability through Pricing

➤ 1A. Eliminate Time-Limits for Metered Parking

- Let patrons park for as long as they like
- Manage parking by using pricing instead
- Set an availability goal
 - One space available per block face



1. Create Availability through Pricing

➤ 1B. Implement Demand Based Pricing

- Change regulations and pricing to reflect local demand
 - Cabot Street would have higher rates, while Broadway would have lower rate
 - Many streets should be free
- Change rates to achieve the availability goal



Pricing Example

On-Street Parking Location	Today	Future	Enforcement Span
Core Zone	\$0.25/hr	\$1.00/hr	Mon – Sat 10am-8pm
Secondary Zone	\$0.25/hr	\$0.75/hr	Mon – Fri 10am-6pm

1. Create Availability through Pricing

➤ 1C. Incentivize Off-Street Employee Parking

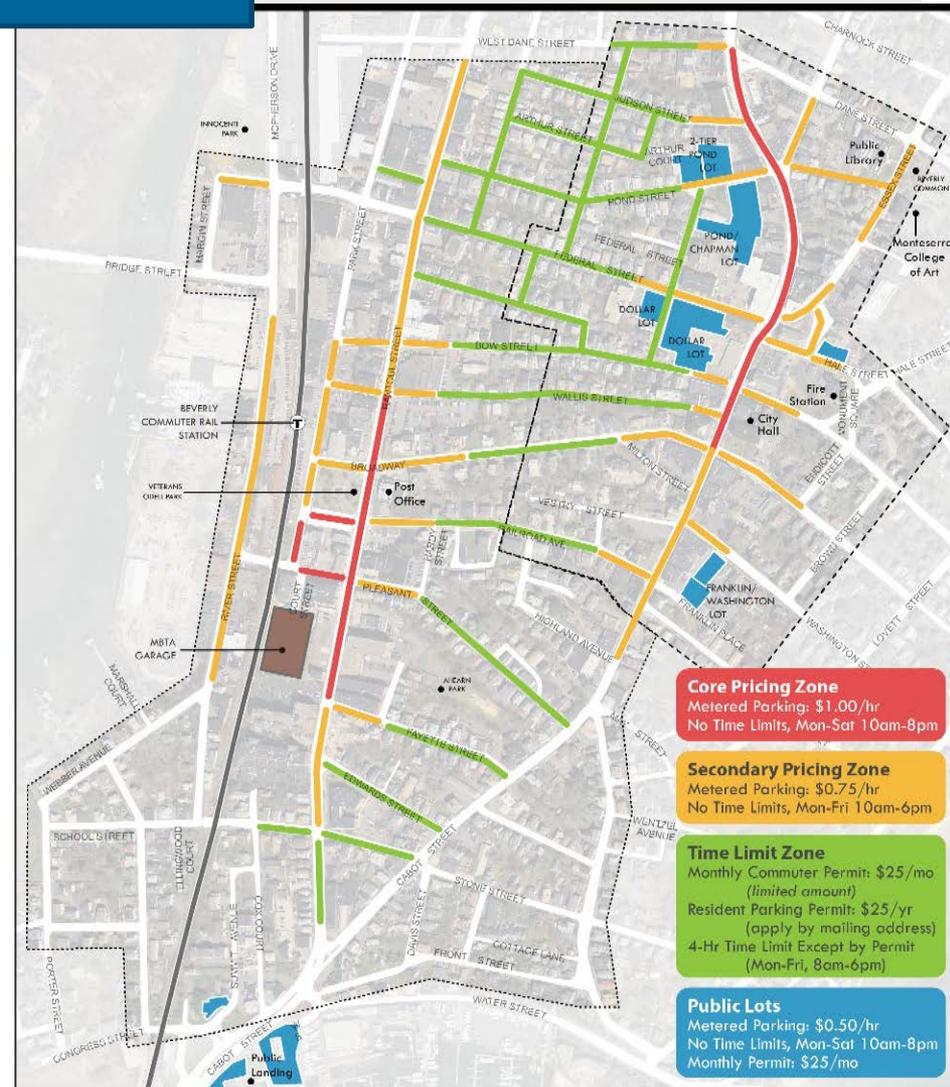
- Commuters are most sensitive to the cost of parking
- Keep public lots priced lower than on street
- Offer monthly parking permits for commuters, price at \$25 per month, and limit supply

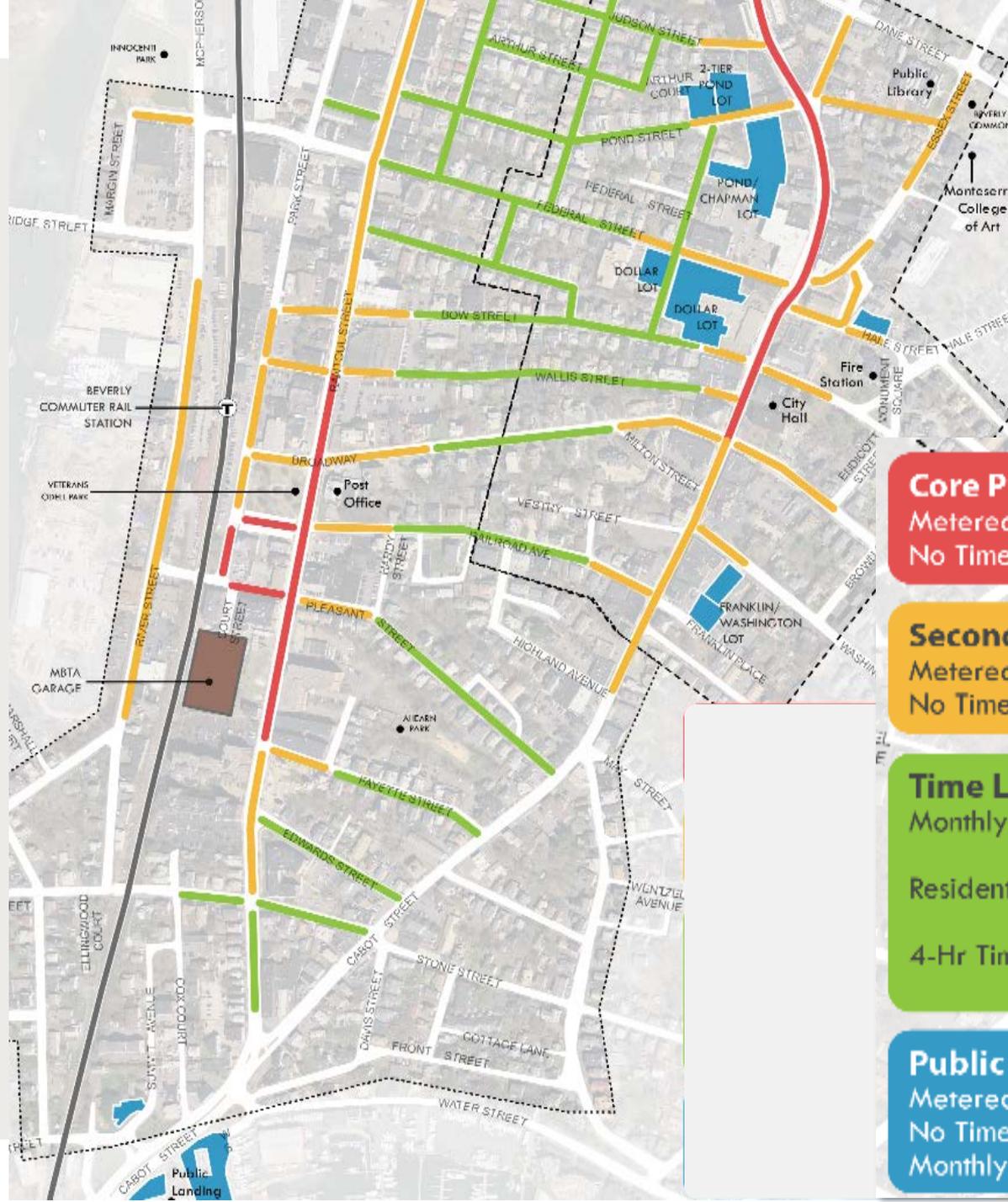


1. Create Availability through Pricing

➤ 1D. Protect Residential Streets

- For Areas between the commuter rail and Cabot Street
 - Residential parking permit at \$25 per year
 - Monthly commuter parking permit at \$25 per month, with a limited quantity
 - Four-hour time limit except by permit, Monday-Saturday, 8:00 am-6:00 pm.





Core Pricing Zone
Metered Parking: \$1.00/hr
No Time Limits, Mon-Sat 10am-8pm

Secondary Pricing Zone
Metered Parking: \$0.75/hr
No Time Limits, Mon-Fri 10am-6pm

Time Limit Zone
Monthly Commuter Permit: \$25/mo
(limited amount)
Resident Parking Permit: \$25/yr
(apply by mailing address)
4-Hr Time Limit Except by Permit
(Mon-Fri, 8am-6pm)

Public Lots
Metered Parking: \$0.50/hr
No Time Limits, Mon-Sat 10am-8pm
Monthly Permit: \$25/mo

2. Explore Smarter Parking Management

➤ 2A. Upgrade Parking Permit Technology

- Make payment more user friendly
 - Allow people to use credit cards and mobile phones to pay
- Technology can include smart meters, kiosks, and pay-by-phone,
- Beverly's GoParkit is a great example



2. Explore Smarter Parking Management

➤ 2B. Encourage Shared Parking Between Businesses

- Create a shared parking district (e.g. Beverly Arts District)
- Support shared parking with zoning changes
- The City can facilitate shared parking agreements



Private shares with Private: West Concord, MA



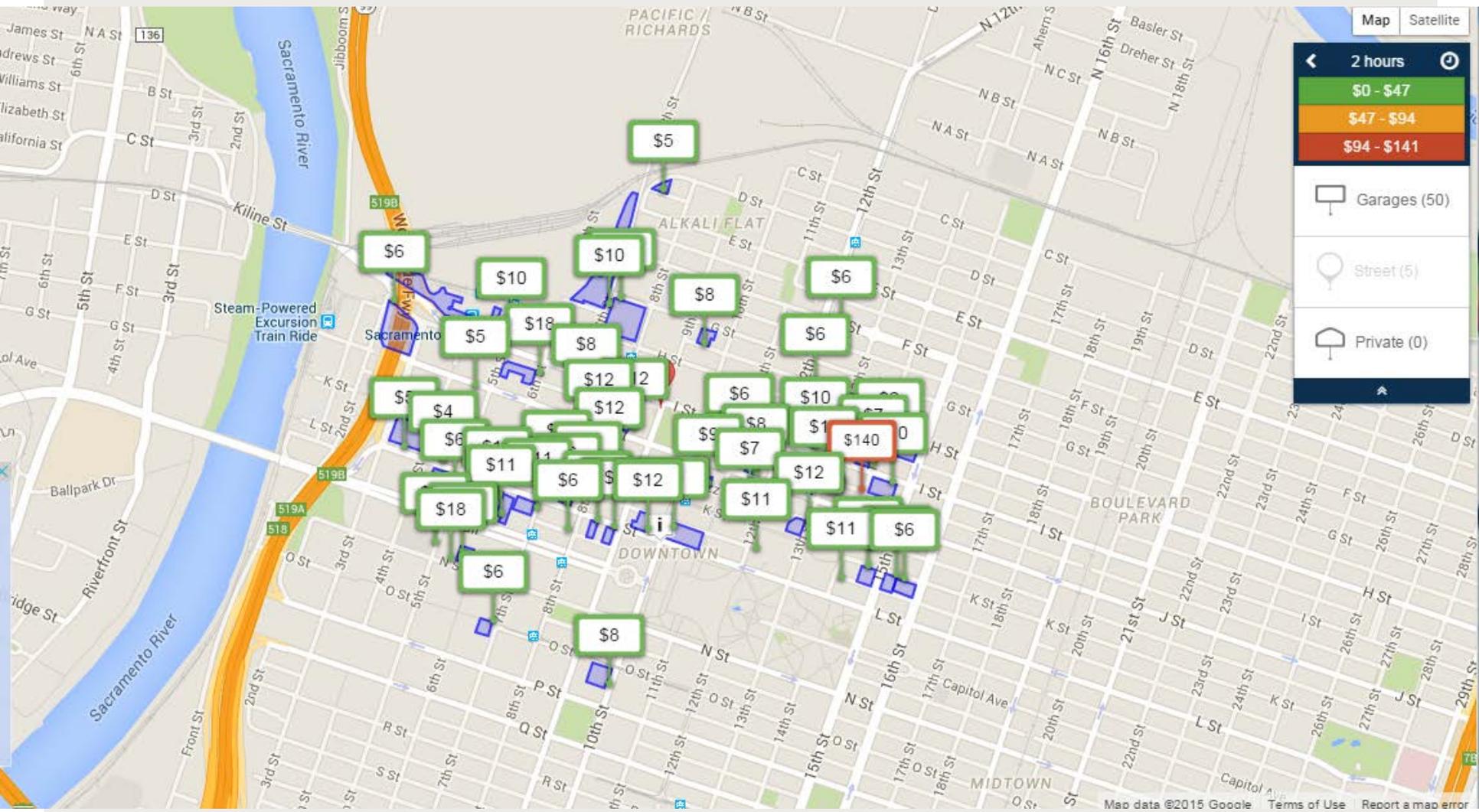
- Began in 1999
- Special permit
- 4 landowners
- 45/45/5/5 split
- Paved, signs, drainage added
- Split snowplow
- Added brick alleyway access

Public shares with Private: West Hartford, CT



- Since 1960
- Town led consolidation
- Town maintains, stripes, etc.
- All day public parking
- Priced

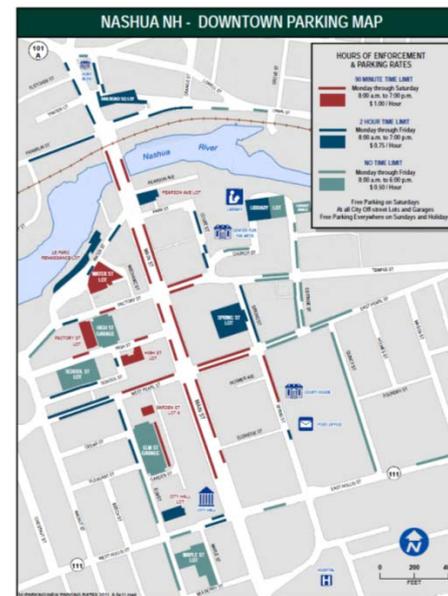
City leases from Private: Sacramento, CA



2. Explore Smarter Parking Management

➤ 2C. Improve Event Parking Management

- Provide parking information online in advance of the event
- Temporary on-street directional signs
- Designate event parking facilities for use during event times
- Provide parking off-site and providing a shuttle, or consider the use of valet parking
- Access for disabled/special permit parking



3. Enhance Downtown Multimodal Experience

➤ 3A. Provide Better Parking Information and Signage

- Provide signage to help
 - Before you arrive
 - Online maps, and printed copies at activity centers
 - At your arrival
 - Visible and consistently designed signage
 - For key destinations
 - During your stay
 - Clear pedestrian signage



Signage is for walking and driving

3. Enhance Downtown Multimodal Experience

➤ 3B. Create a Parking Benefit District

- Make a fund to pay for downtown improvements
- Use meter revenues to pay for improvements
- Re-invest proceeds into the downtown with
 - Better lighting
 - Landscaping
 - Crosswalks
 - Much much more is possible



- Acquisition, installation, maintenance of parking meters
- Improvements to the public realm – benches, lighting
- Transportation improvements, such as mass transit and walking/biking facilities
- Salaries of parking management personnel

3. Enhance Downtown Multimodal Experience

➤ 3C. Improve Walking and Bicycling Environment

- Make it easier to get downtown, and to stay there
- Encourage a ‘park once’ environment with
 - Better sidewalks
 - Better crosswalks
 - Bicycle racks and lanes



Complete Street Design Example - Neighborhood Main Street

Recommendations

1. Create Availability Through Pricing

- Eliminate time limits for metered parking
- Implement demand-based pricing
- Incentivize off-street employee parking
- Protect residential streets

2. Explore Smarter Parking Management

- Upgrade parking payment technology
- Encourage shared parking between businesses
- Improve event parking management

3. Enhance Downtown Multimodal Experience

- Provide better parking information and signage
- Create a Parking Benefit District
- Improve walking and bicycling environment





Questions?

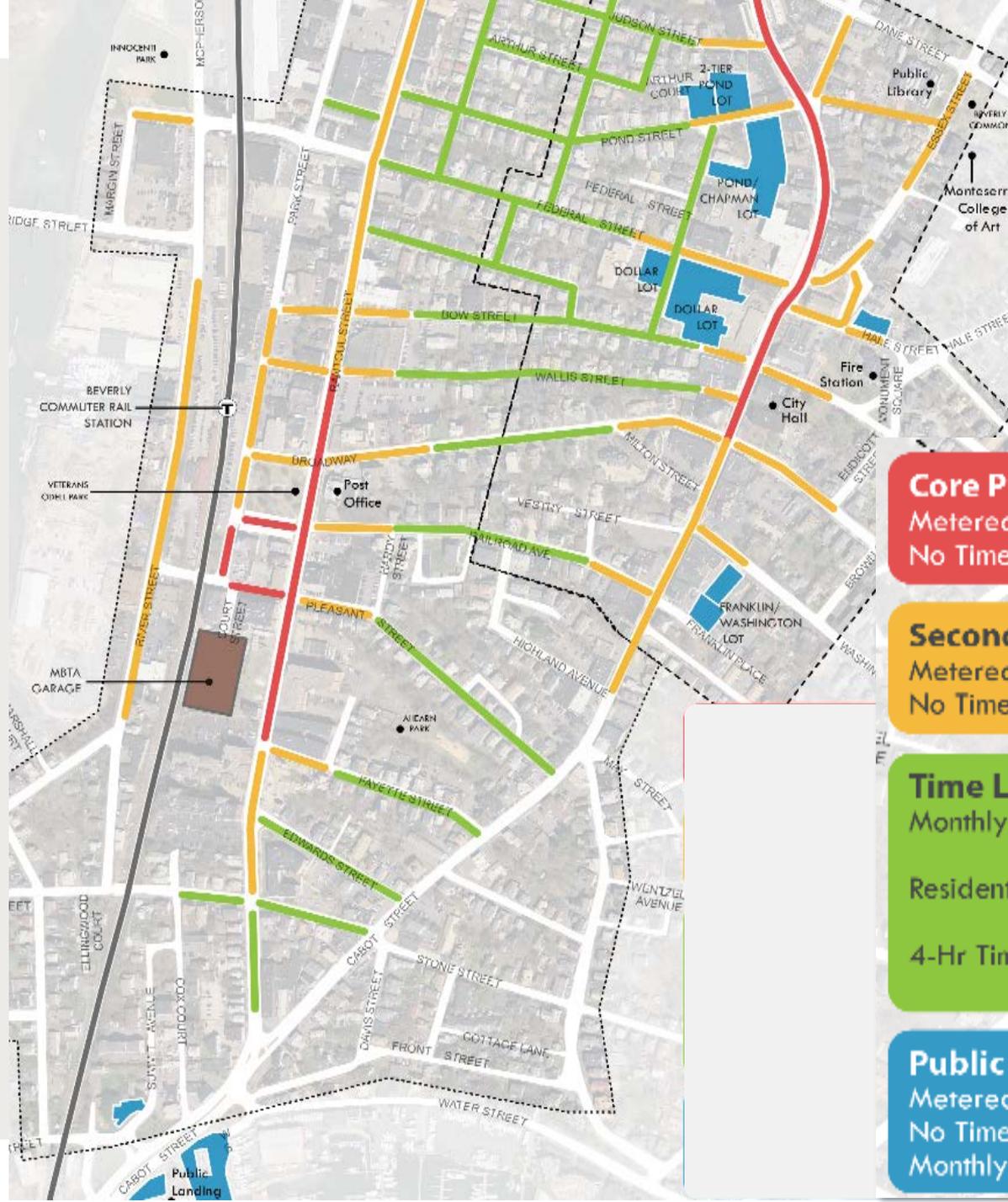


Thank You!



Jason Schrieber

jschrieber@nelsonnygaard.com



Core Pricing Zone
Metered Parking: \$1.00/hr
No Time Limits, Mon-Sat 10am-8pm

Secondary Pricing Zone
Metered Parking: \$0.75/hr
No Time Limits, Mon-Fri 10am-6pm

Time Limit Zone
Monthly Commuter Permit: \$25/mo
(limited amount)
Resident Parking Permit: \$25/yr
(apply by mailing address)
4-Hr Time Limit Except by Permit
(Mon-Fri, 8am-6pm)

Public Lots
Metered Parking: \$0.50/hr
No Time Limits, Mon-Sat 10am-8pm
Monthly Permit: \$25/mo