



Concord Parking Management Plan

West Concord
Thursday, October 25, 2012



Today's Agenda

1. Welcome
2. Study Overview & Process
3. Analysis
 - Inventory
 - Surveys
 - Parking Utilization
4. Draft Strategies
5. Discussion

General Parking Principles

- Provide convenient parking for **customers / clients**
- Establish clear Town and private **employee parking** areas
- Accommodate **commuter parking** appropriately
- Protect **residential neighborhoods** from spillover



Comprehensive Parking Management Planning

Concord Center



West Concord



Developing a Parking Management Plan

Analysis

Parking Supply and Demand

- Identify Existing Conditions
- Parking Utilization Data Collection
- Utilization Database and Mapping

Spring/Summer 2012



Public Process

Parking User Profiles

- Online Survey +400 respondents
- Public Open House
- Tourist Survey ~70 respondents
- Stakeholder Interviews
- Concord Business Partnership meeting

Fall 2012



Strategy Development/ Draft Recommendations

Public Meetings

- Concord Center
- West Concord

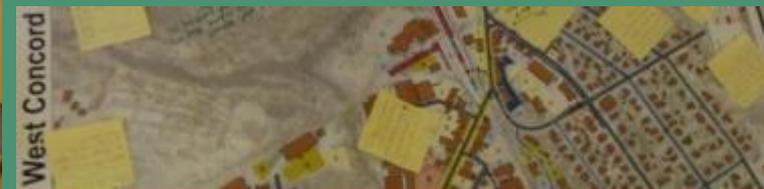
Draft Parking Management Plan

Final Parking Management Plan

Recommendations Update

Board of Selectmen Meeting

Public Process



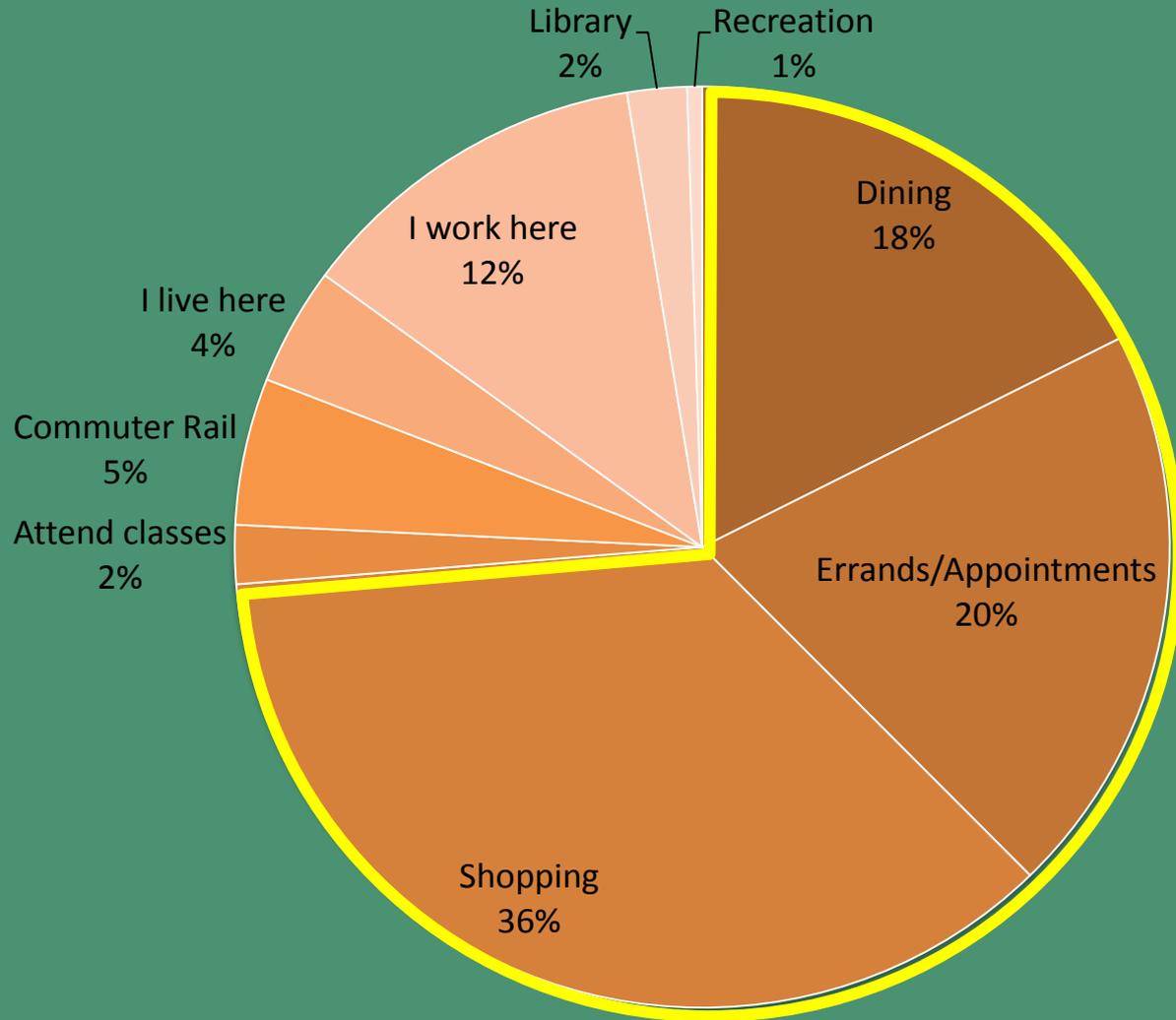
MAY 2012 OPEN HOUSE – PUBLIC COMMENTS



Online/Tourist Surveys

- 400+ online surveys
 - Available for three months
 - 16 questions plus open-ended responses
- Tourist surveys
 - 70 completed surveys
 - Distributed in July to Visitors Center and other locations

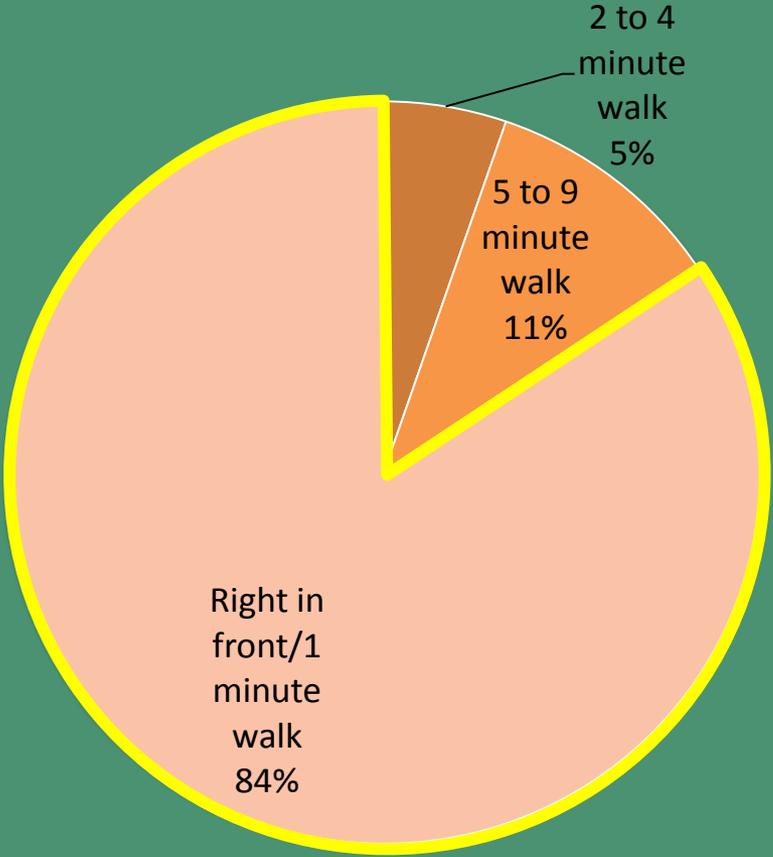
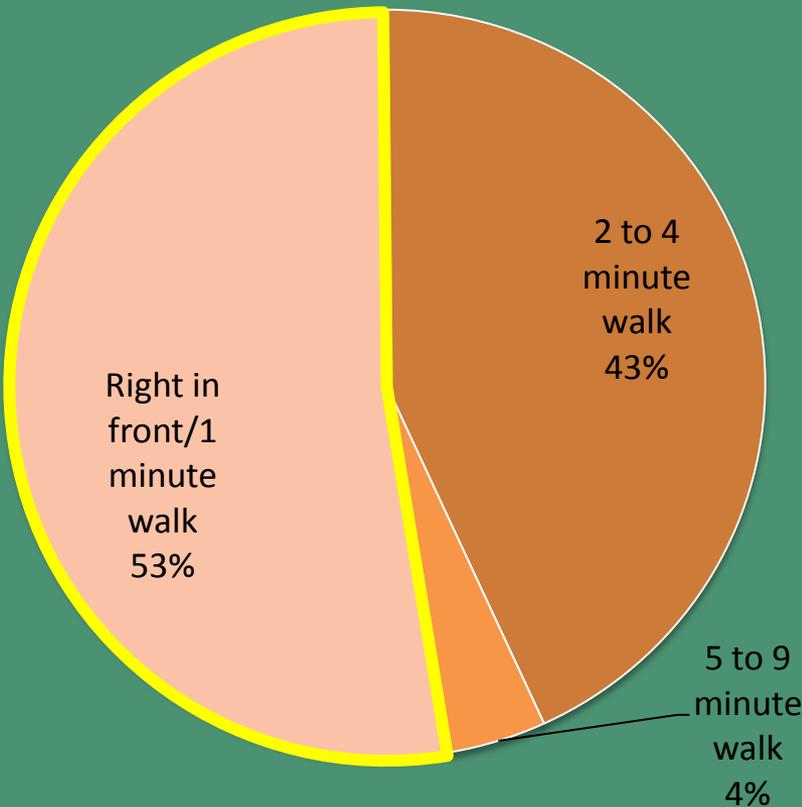
75% Come to West Concord for Shopping/Errands/Appointments/Dining



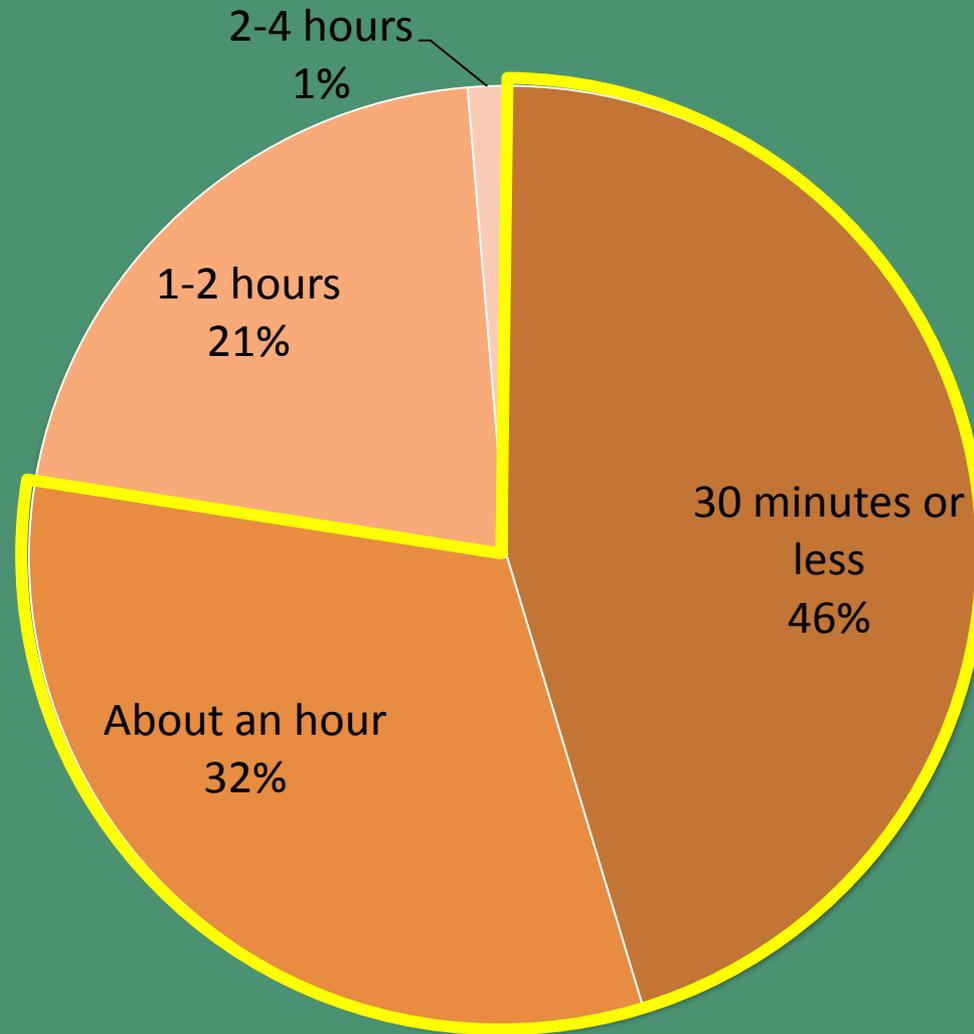
Employees Park Closer to their Destination than Customers

Customers

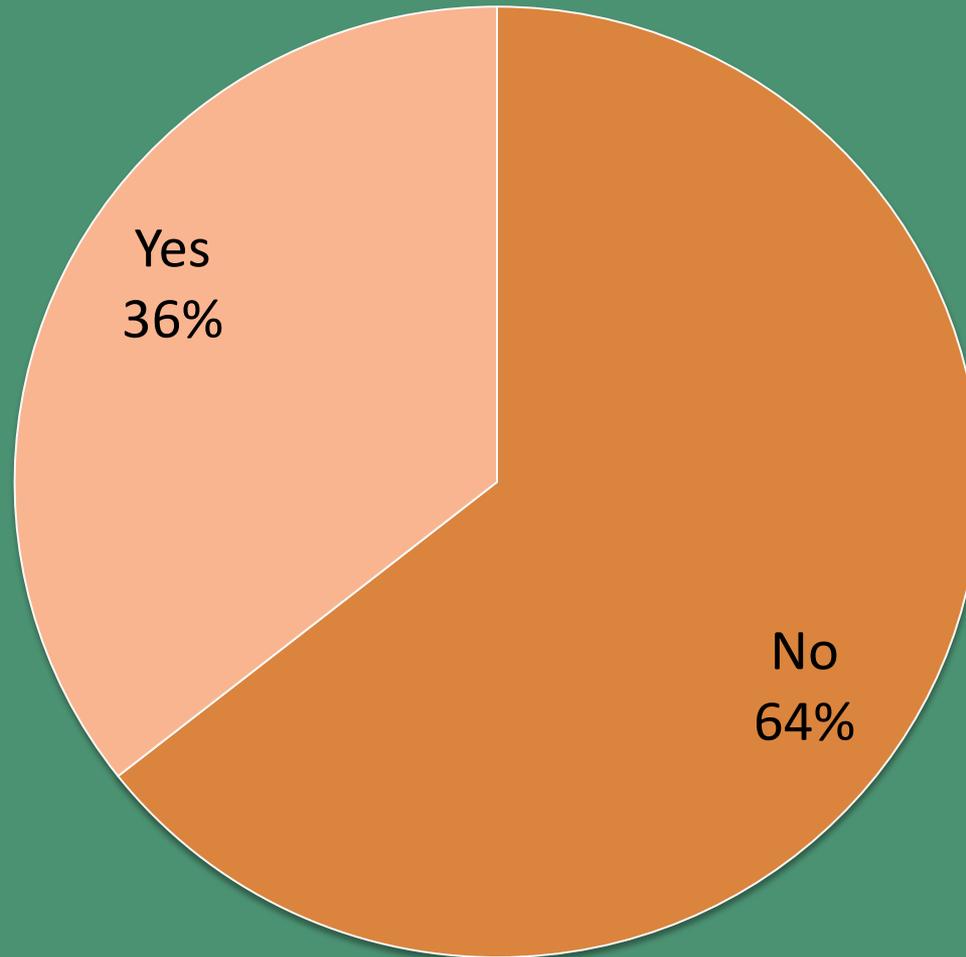
Employees



Most Customers Stay for an Hour or Less



Most Customers Always Find a Parking Space



Parking Supply and Utilization



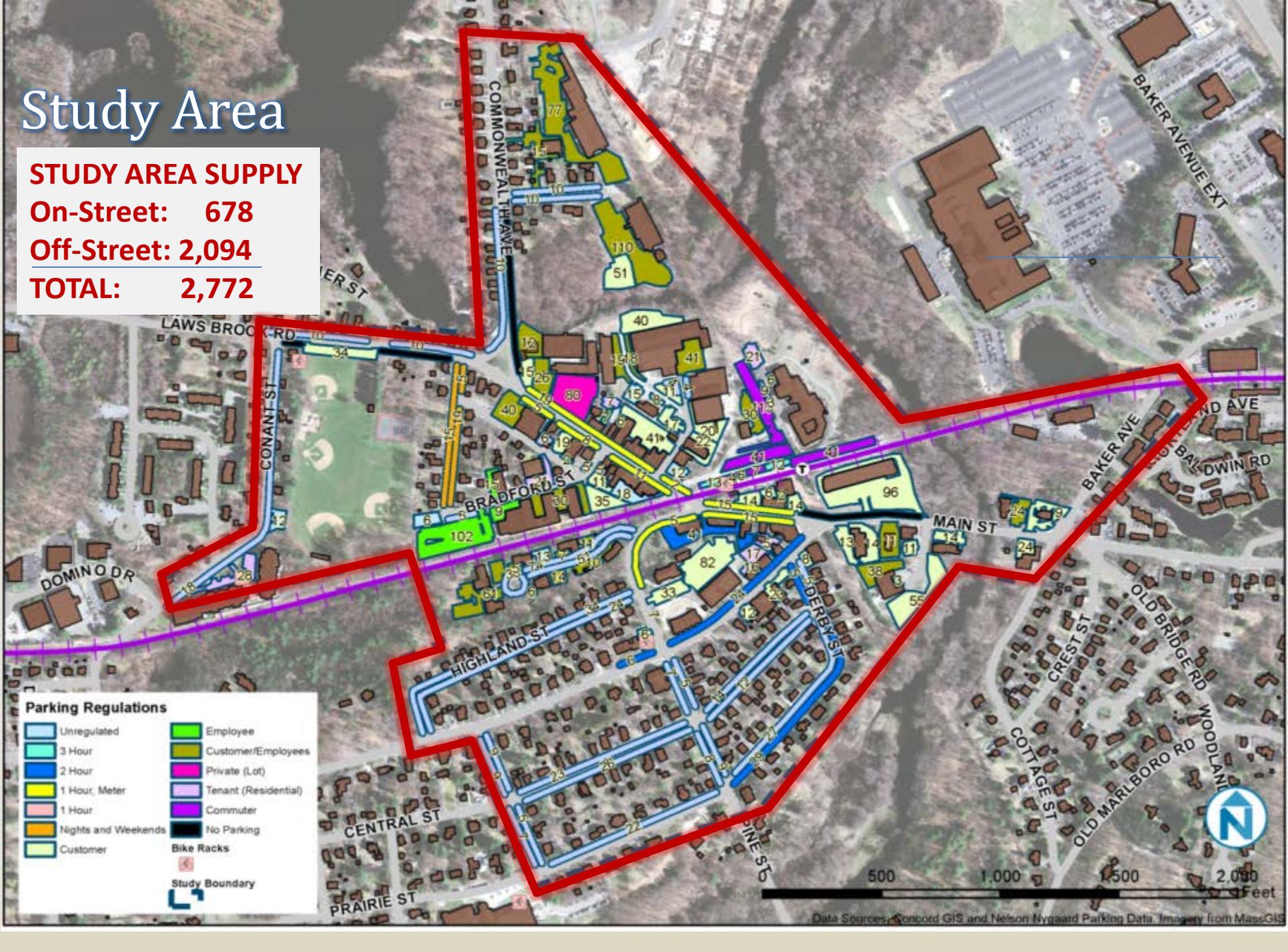
Study Area

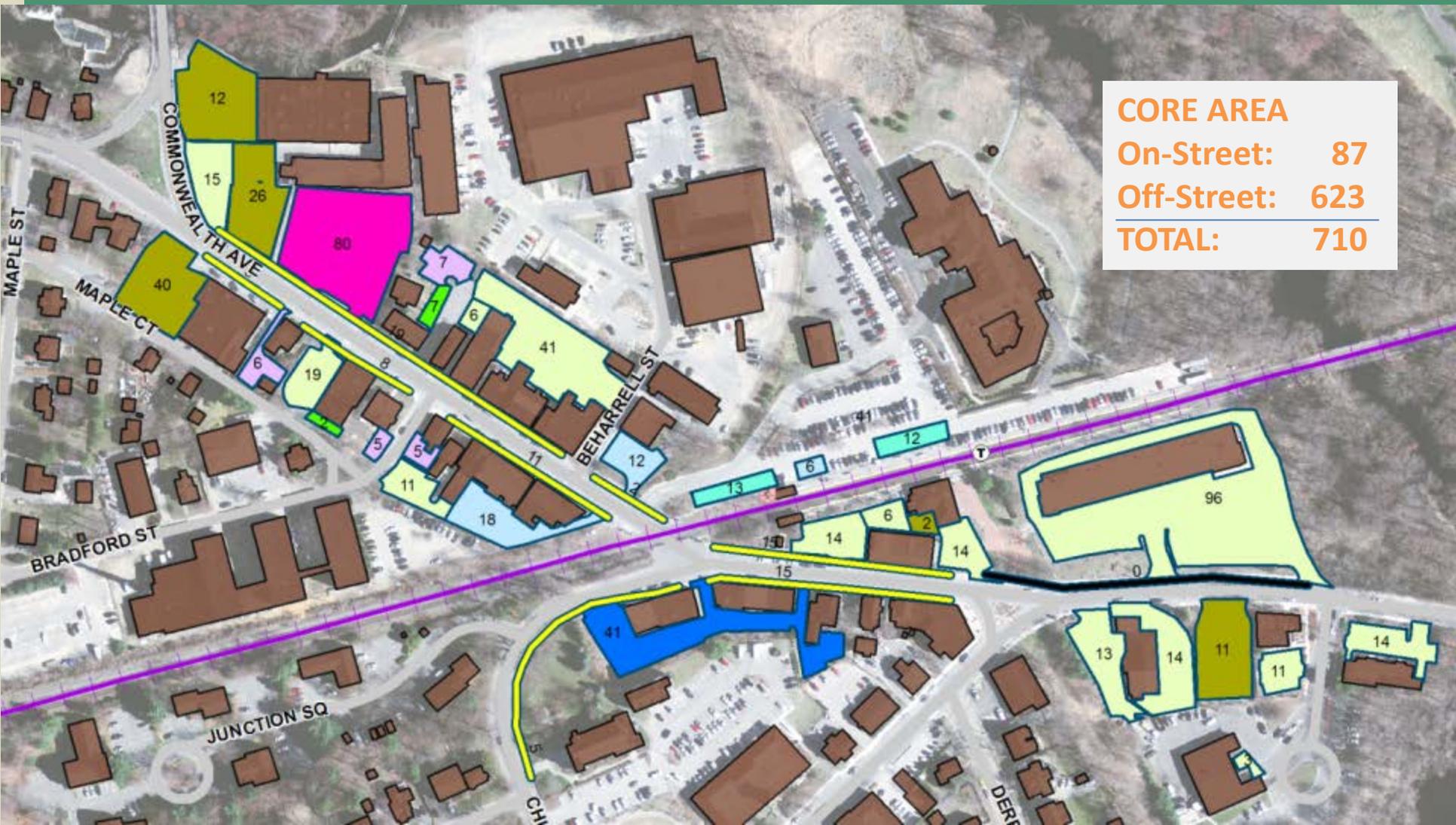
STUDY AREA SUPPLY

On-Street: 678

Off-Street: 2,094

TOTAL: 2,772



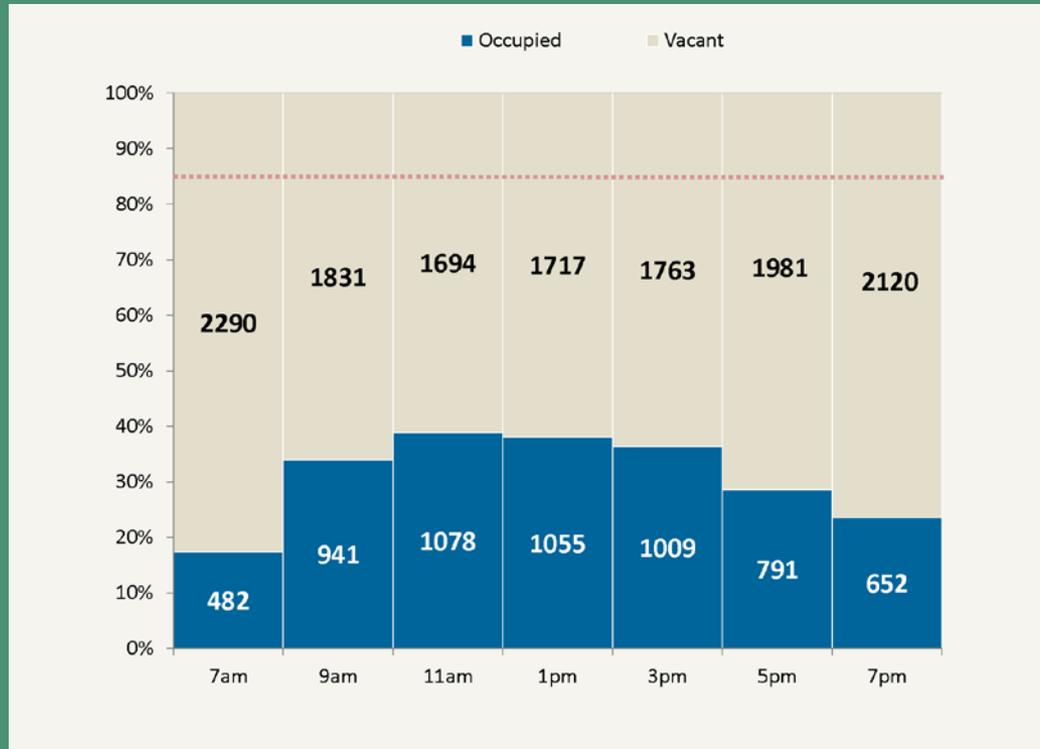


CORE AREA	
On-Street:	87
Off-Street:	623
TOTAL:	710

Parking Utilization: West Concord - Weekday



Parking Utilization – West Concord Weekday



On-street: 678 spaces

Off-street: 2,094 spaces

Total: 2,772 spaces

Parking Utilization – West Concord Weekday

Off-Street



On-Street



Parking Utilization – West Concord Weekday

Available to General Public

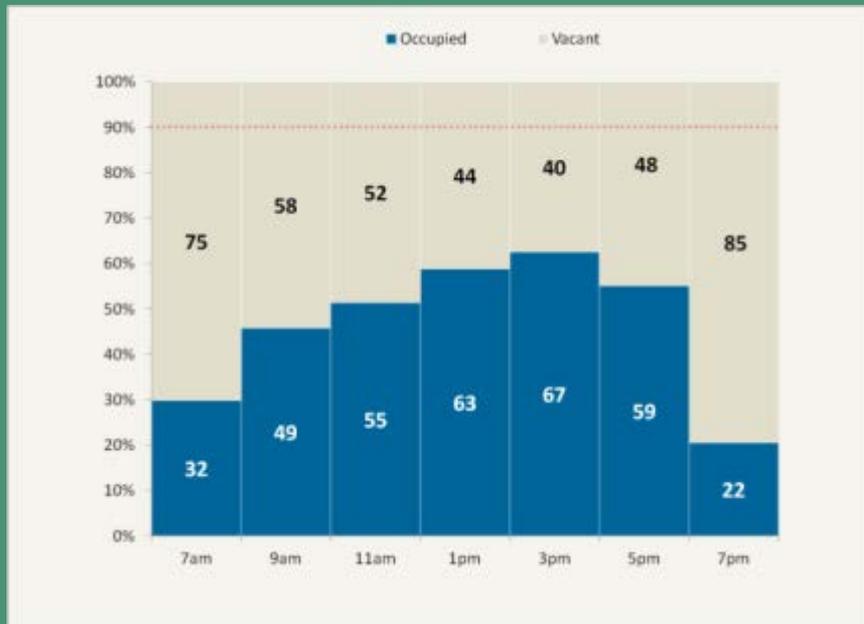


Restricted Access



Parking Utilization – West Concord Weekday

Public Off-Street

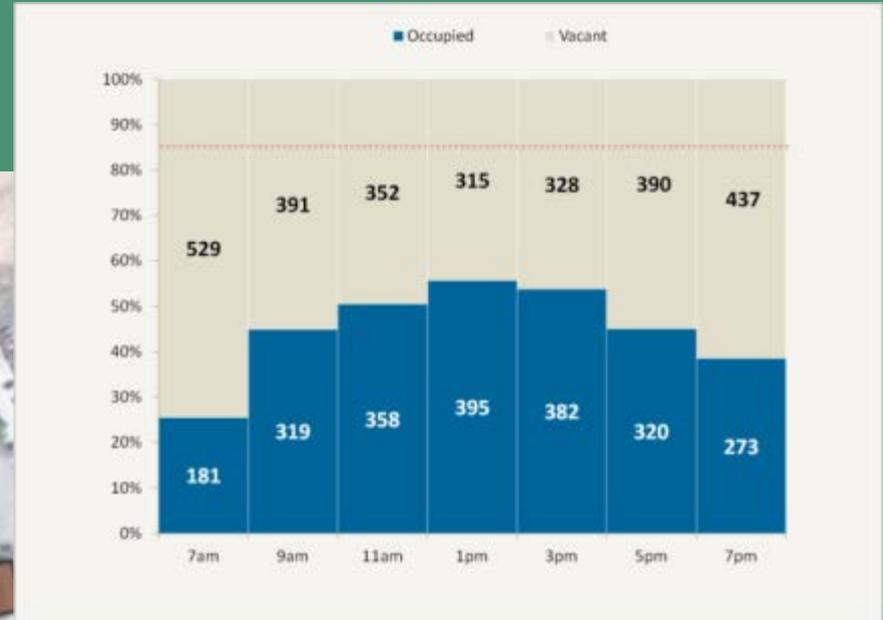


Private Off-Street

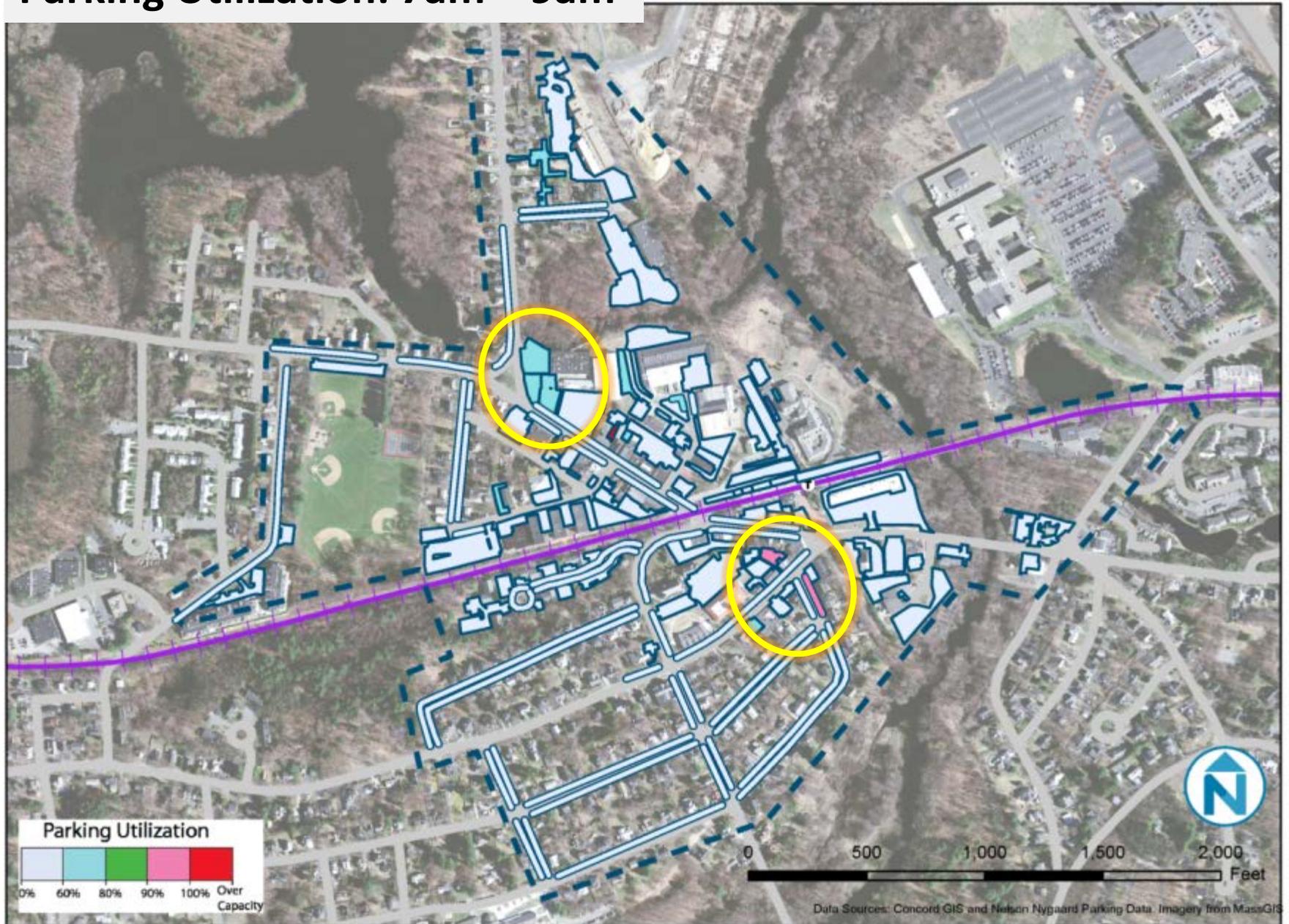


Parking Utilization – West Concord Weekday

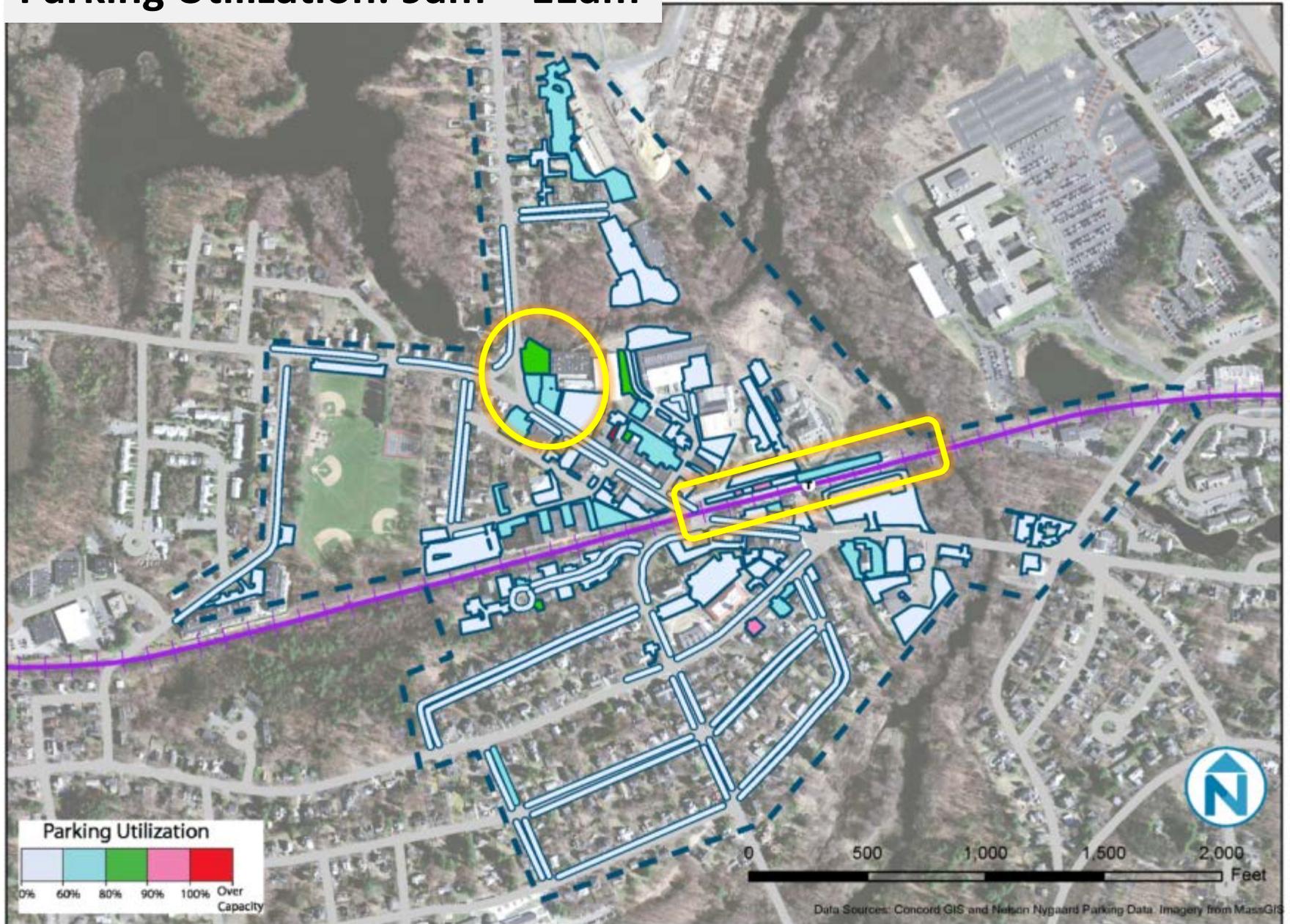
Core Area



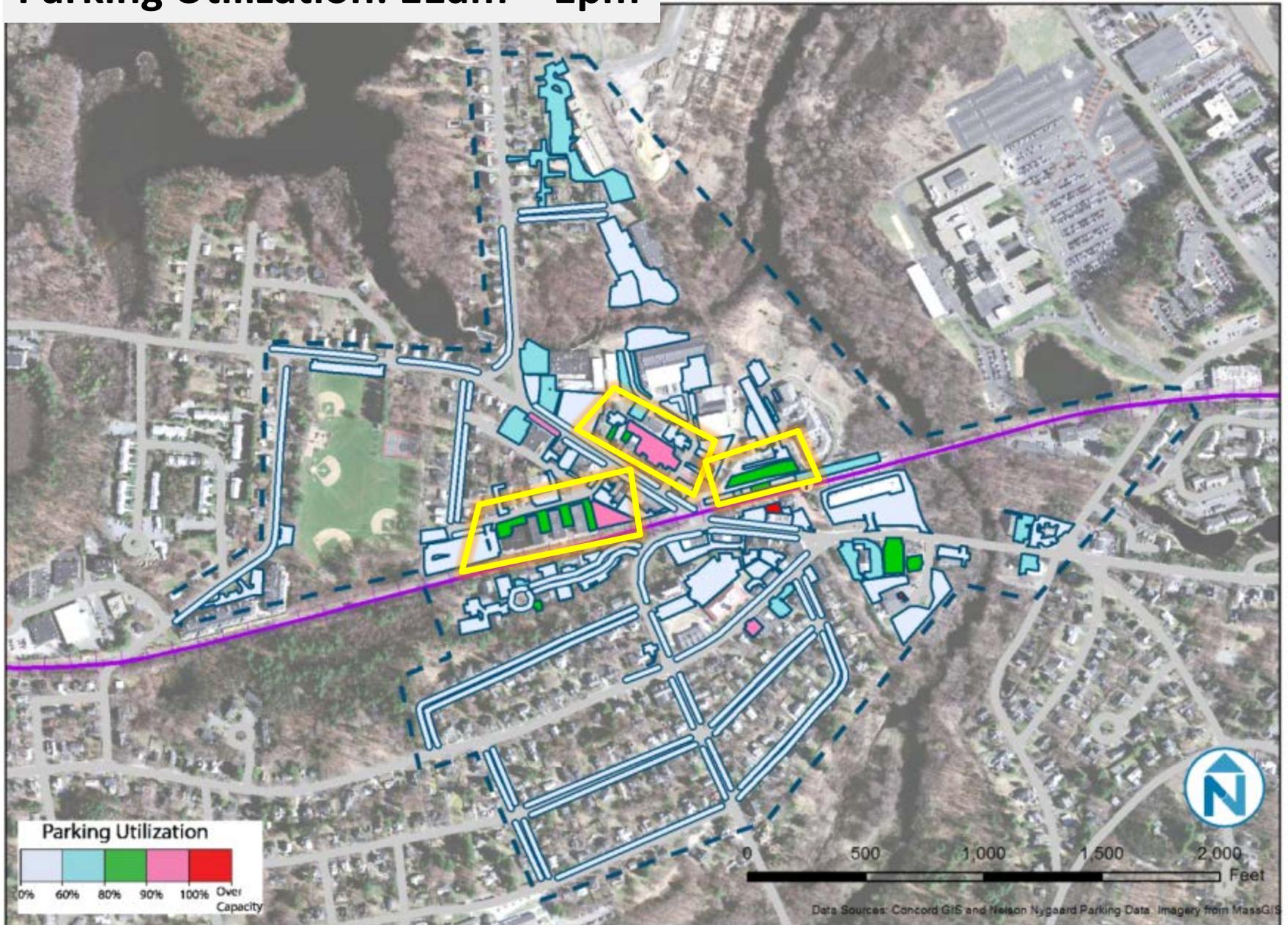
Parking Utilization: 7am – 9am



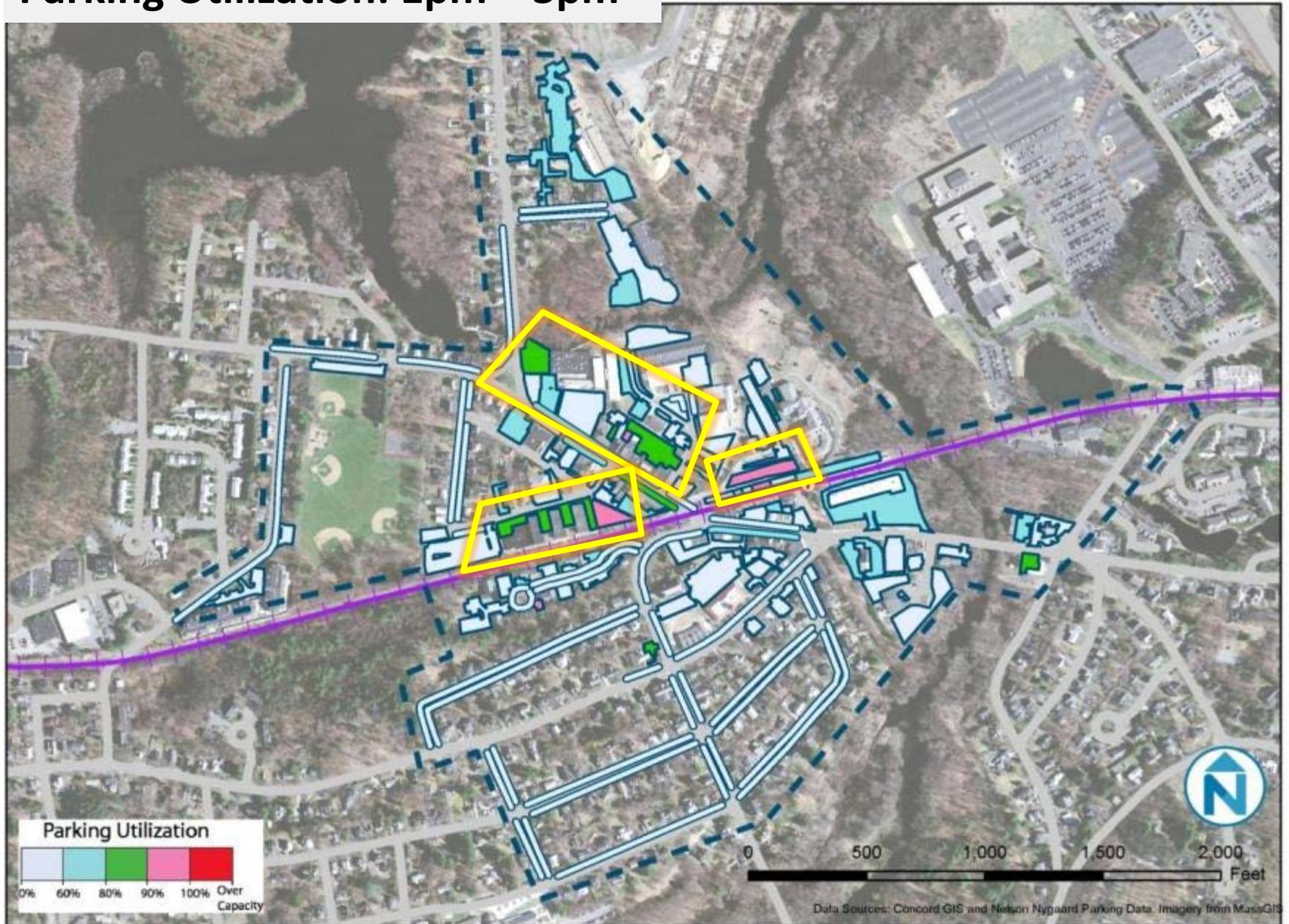
Parking Utilization: 9am – 11am



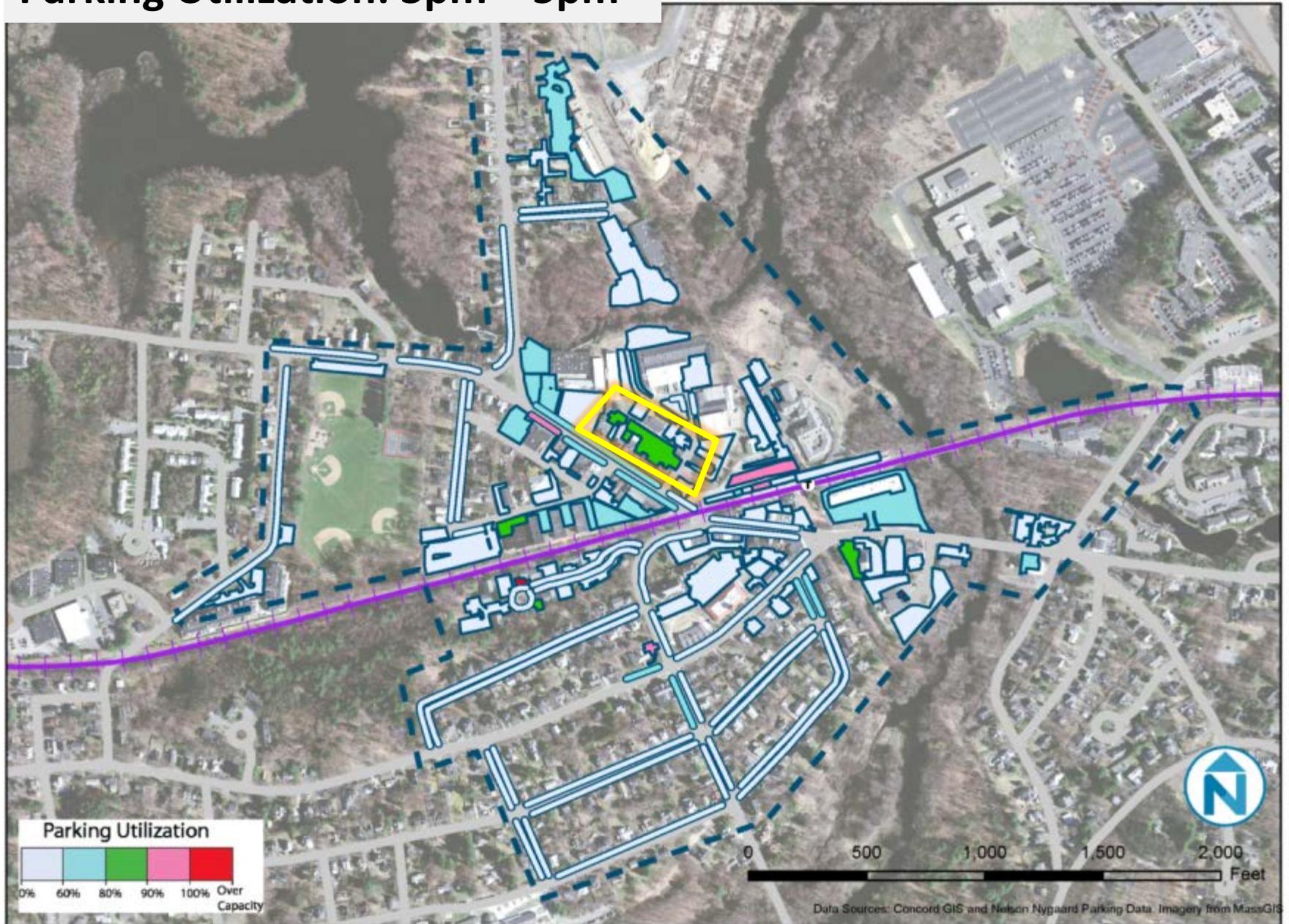
Parking Utilization: 11am – 1pm



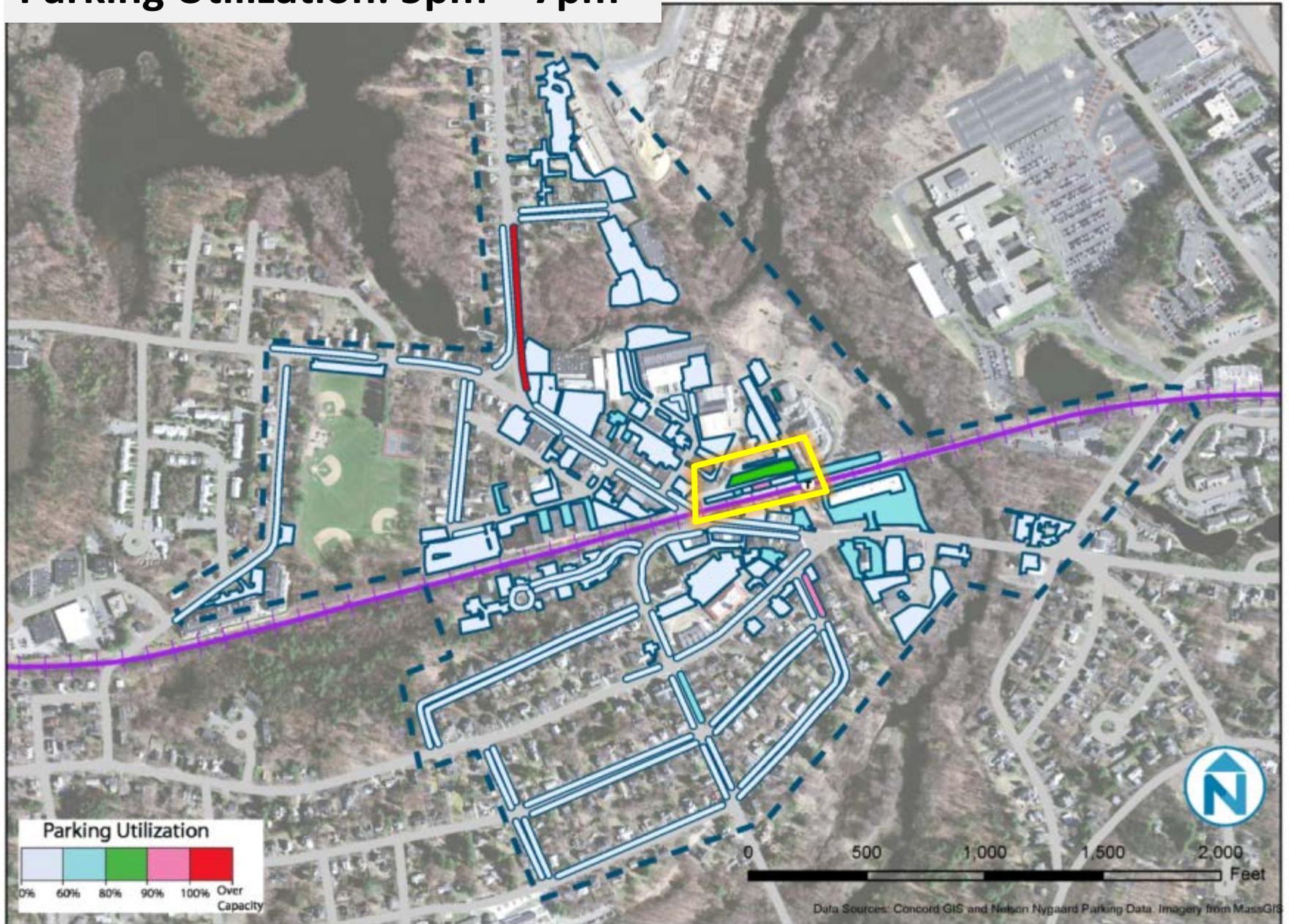
Parking Utilization: 1pm – 3pm



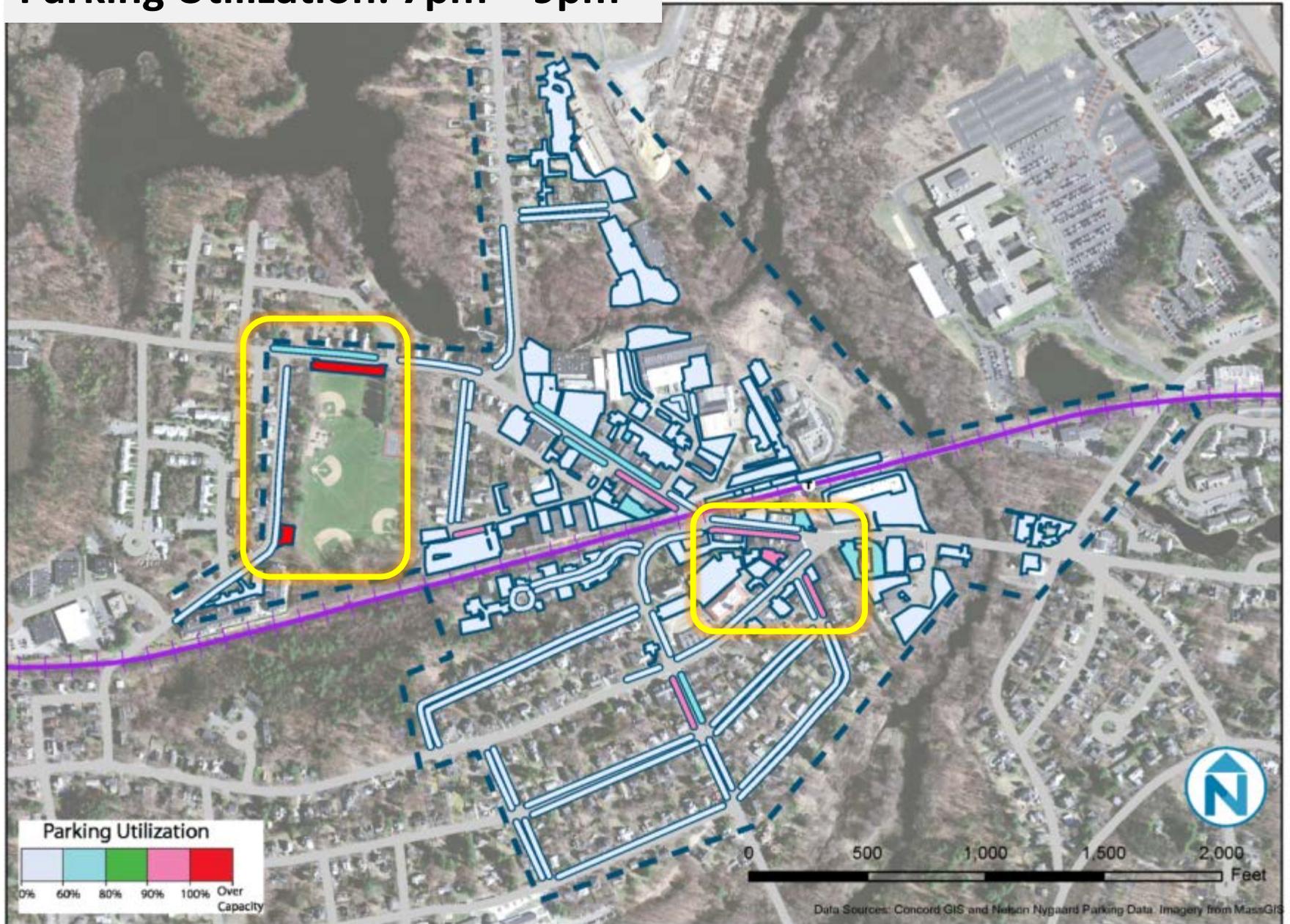
Parking Utilization: 3pm – 5pm



Parking Utilization: 5pm – 7pm



Parking Utilization: 7pm – 9pm



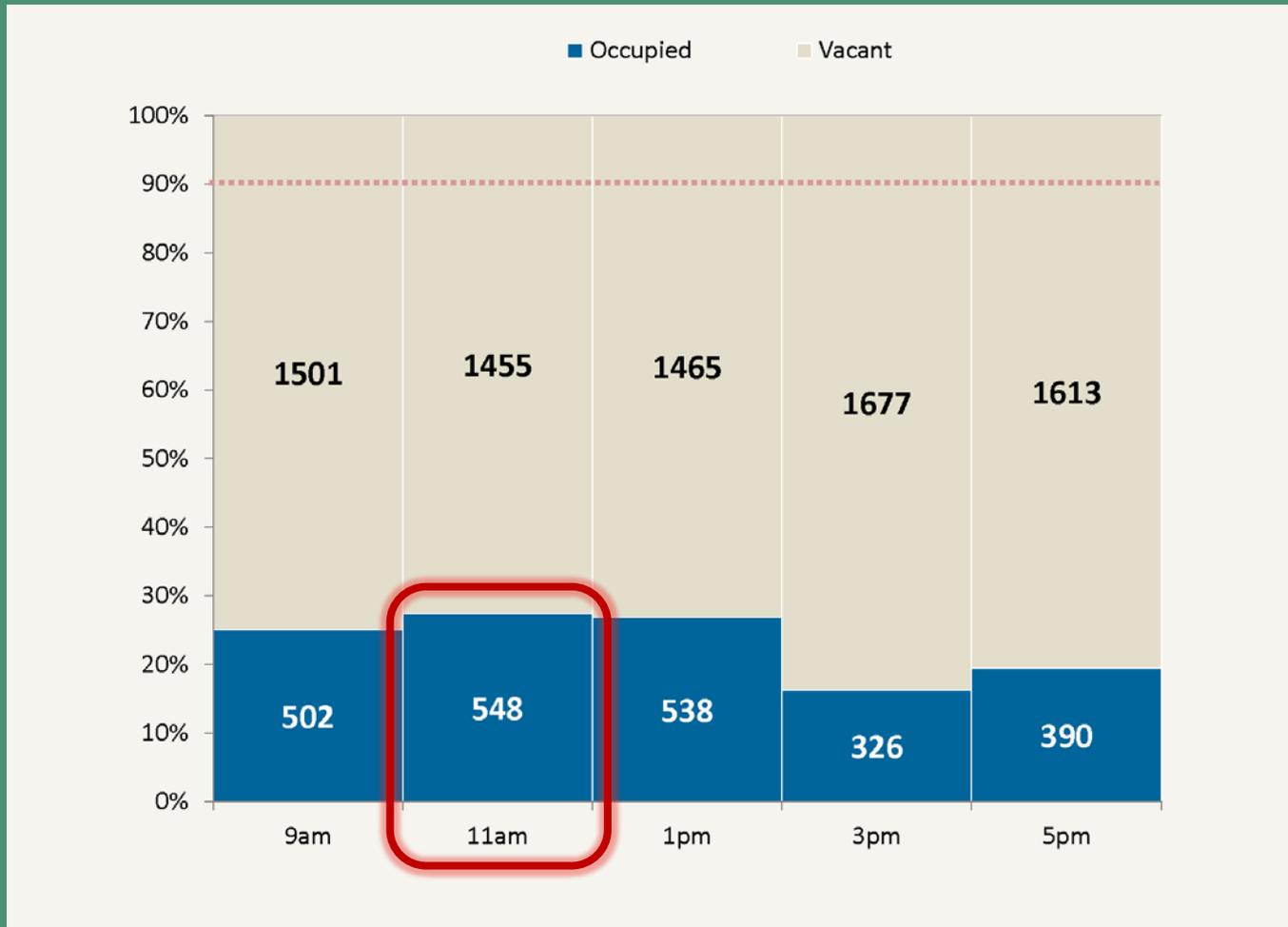
Parking Utilization West Concord - Weekday

- **Less than 40%** of parking is utilized
- Peak utilization occurs **mid-day** around lunch hour
- MBTA commuter parking is underutilized, while **Town resident commuter parking is heavily utilized**
- **Off-street lots behind Commonwealth businesses are utilized heavily**, while free parking spaces within one block away are not utilized

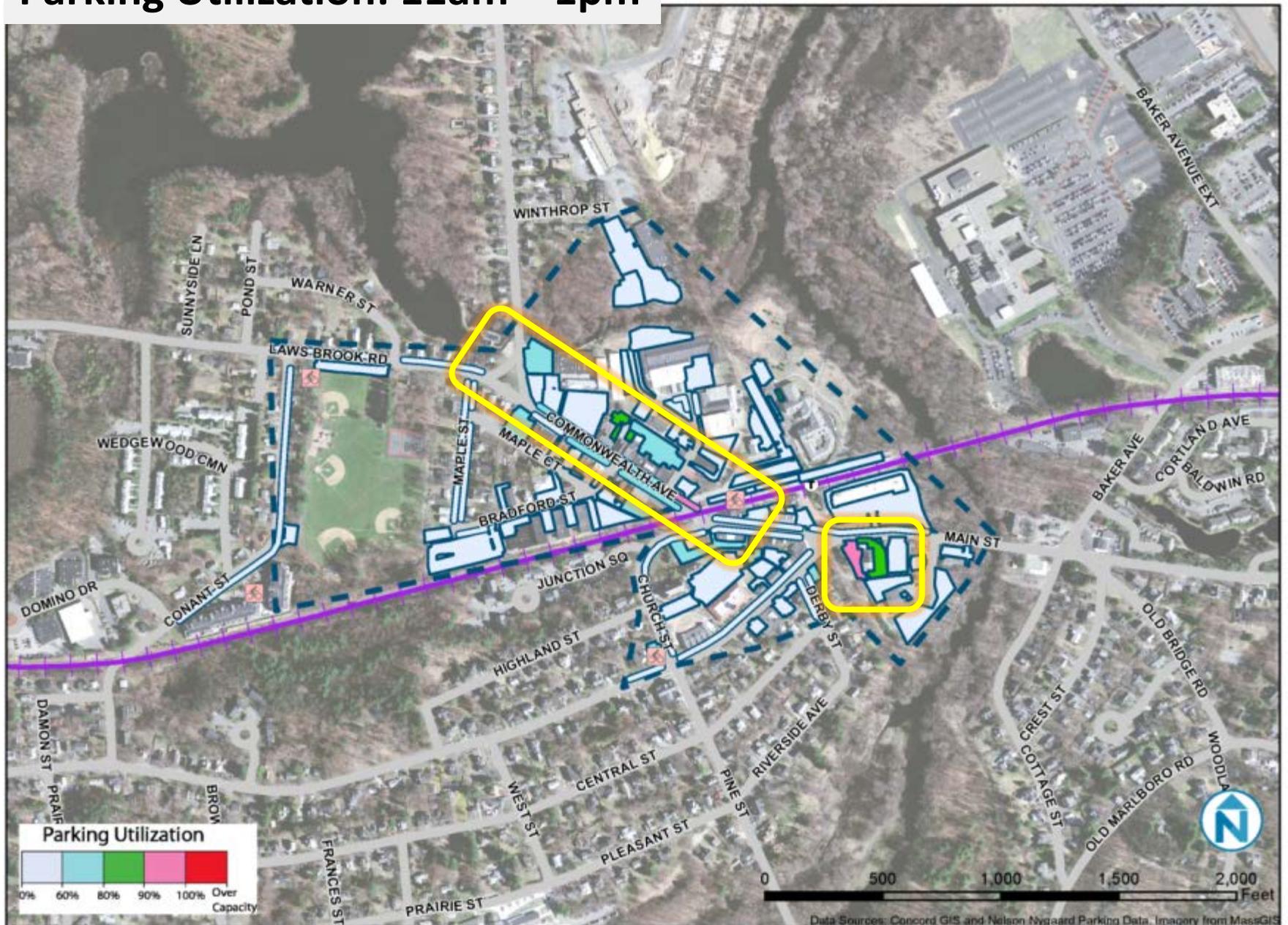
Parking Utilization: West Concord - Weekend



Parking Utilization – West Concord Weekend



Parking Utilization: 11am – 1pm



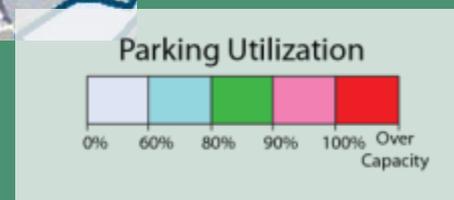
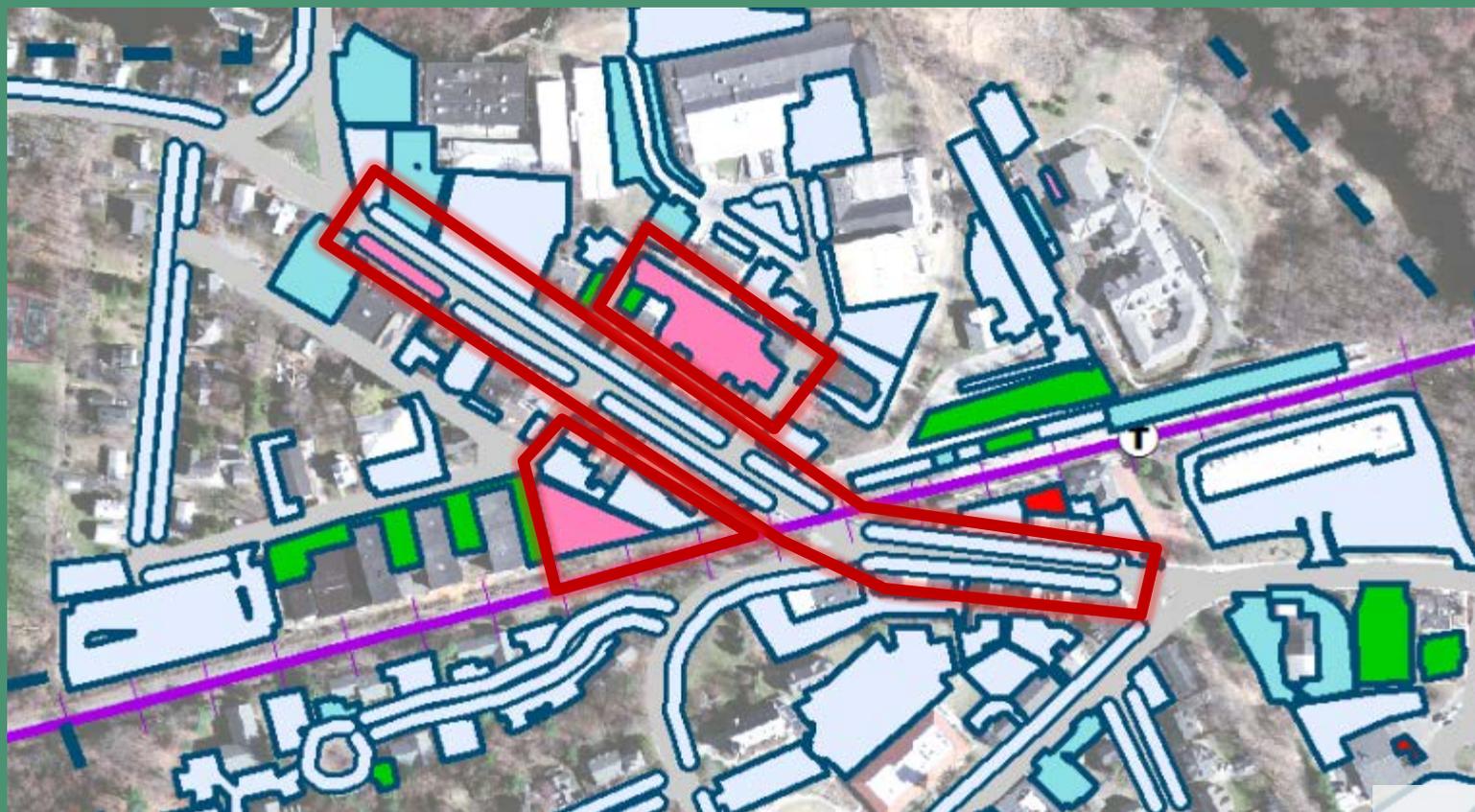
Parking Utilization West Concord - Weekend

- **Less than 30%** of parking capacity is utilized at peak
- Peak utilization occurs in the **late morning**
- **Off-street lots** behind popular businesses are utilized heavily

INITIAL DRAFT Recommendations



Key Finding: Maintain availability & convenience in prime spaces



Management

Commuters

Recreational

Signage

Bicycle Parking

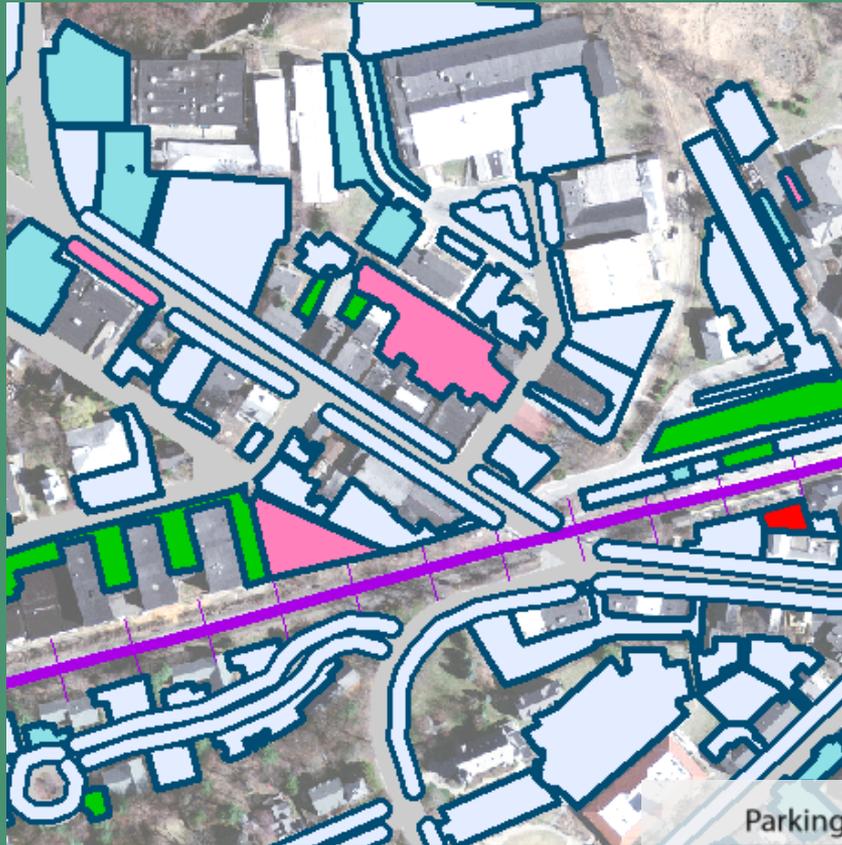
Shared Parking

Technology

Key Finding: Customer parking in prime spaces

- Match demand
- Customer availability
- Economic development
- Keep it simple

Key Finding: Time limits are restrictive



- Eliminates some of the customer-employee conflict



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

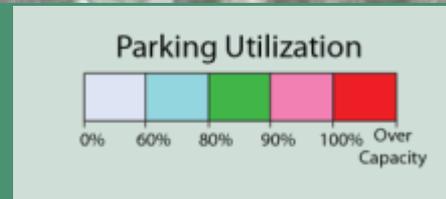
Eliminate Time Limits (or extend)



- 83% of merchants prefer 2 Hr. over 1 Hr. Limits
- Customers not limited to 1 hour
- Reduces customer anxiety
- Encourages more pedestrian activity

Match price to demand

- Existing: \$0.50/hour for 1 hour, M-Sa 9am – 6pm
- Change span – start at 10am
- Eliminate Saturday meter collection



Management

Commuters

Recreational

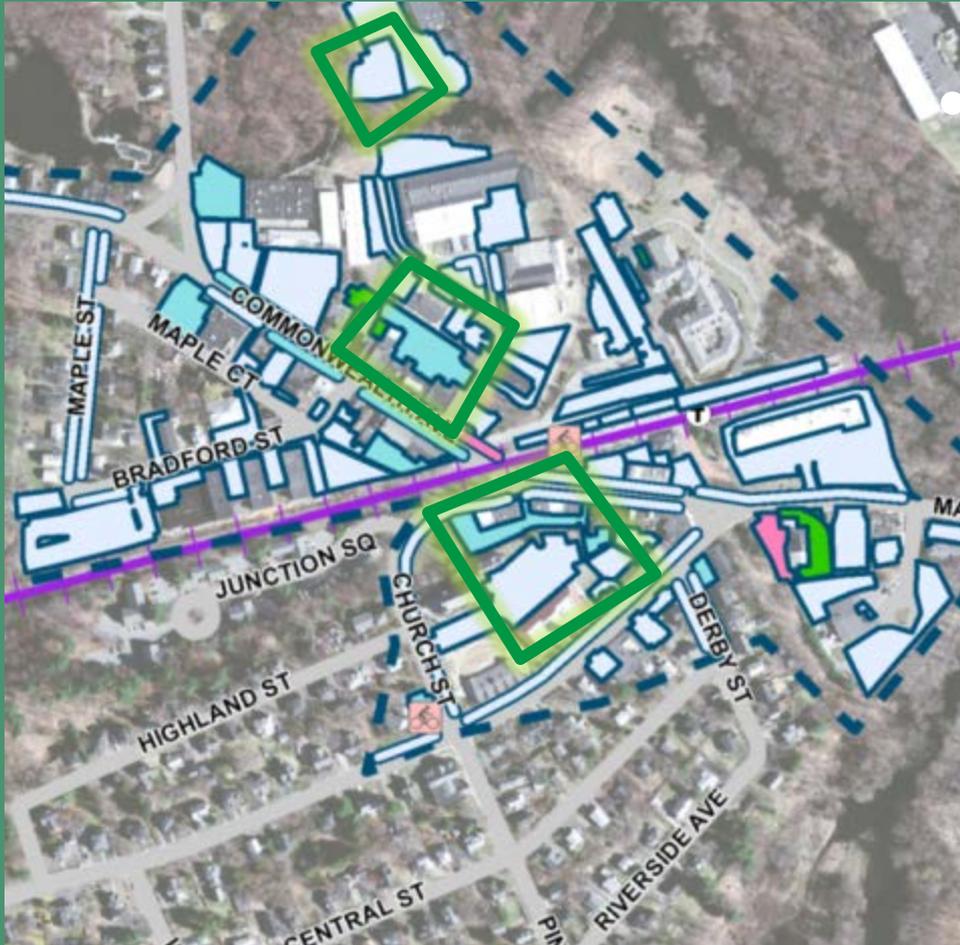
Signage

Bicycle Parking

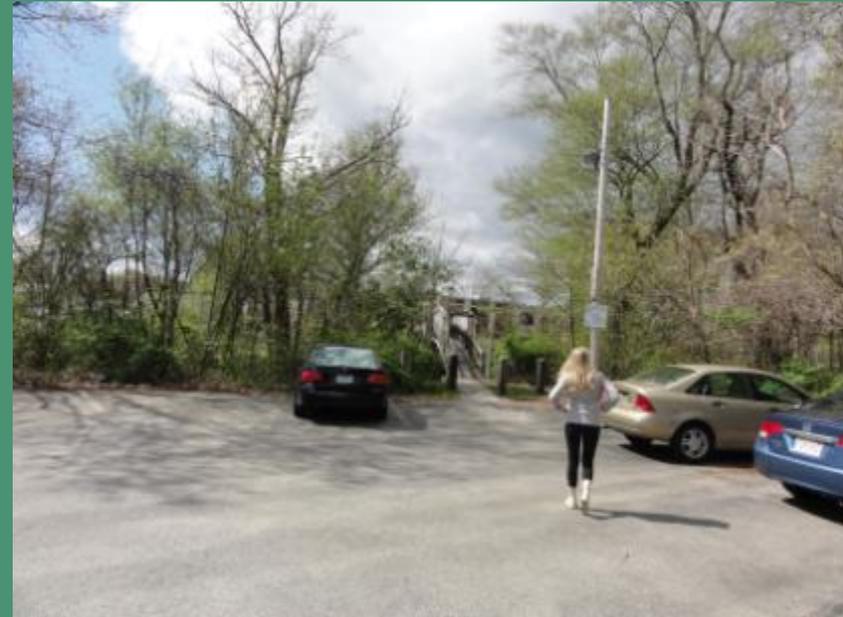
Shared Parking

Technology

Keep off-street parking free



• Better advertisement of free parking areas



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Sidewalk Gaps







TWIN SEAFOOD

Naturally You



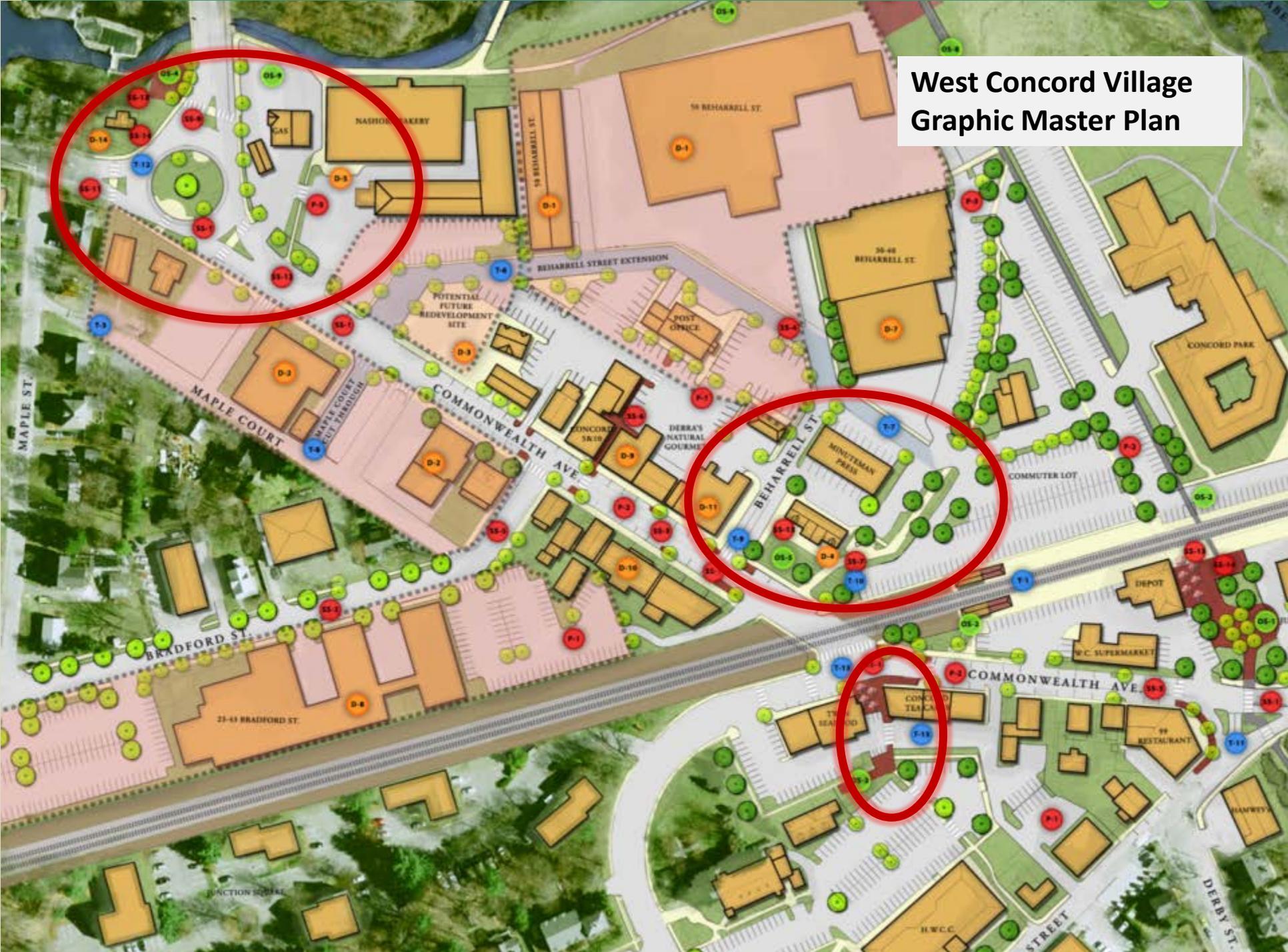




60+ feet



West Concord Village Graphic Master Plan

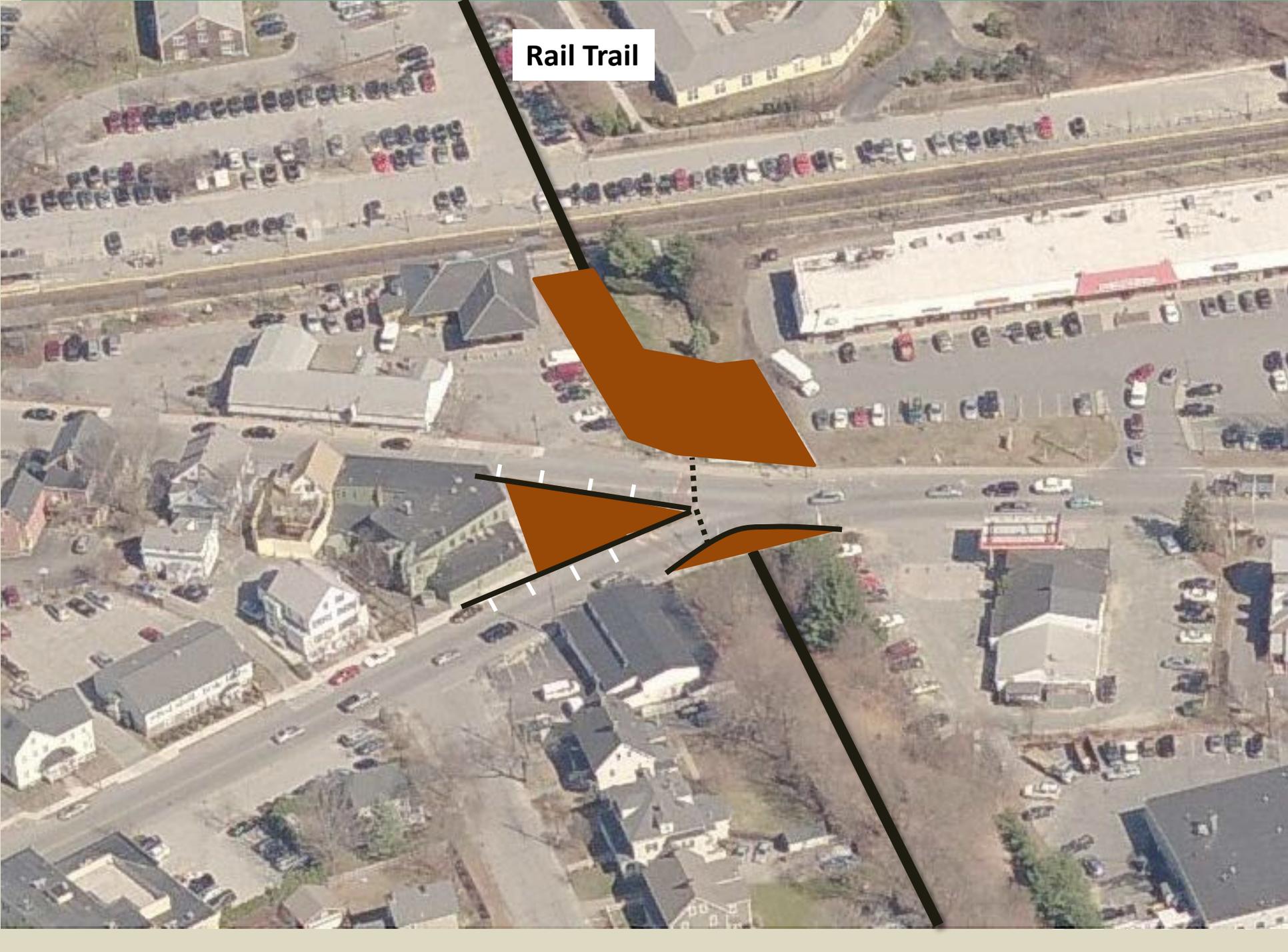


Crossings are difficult

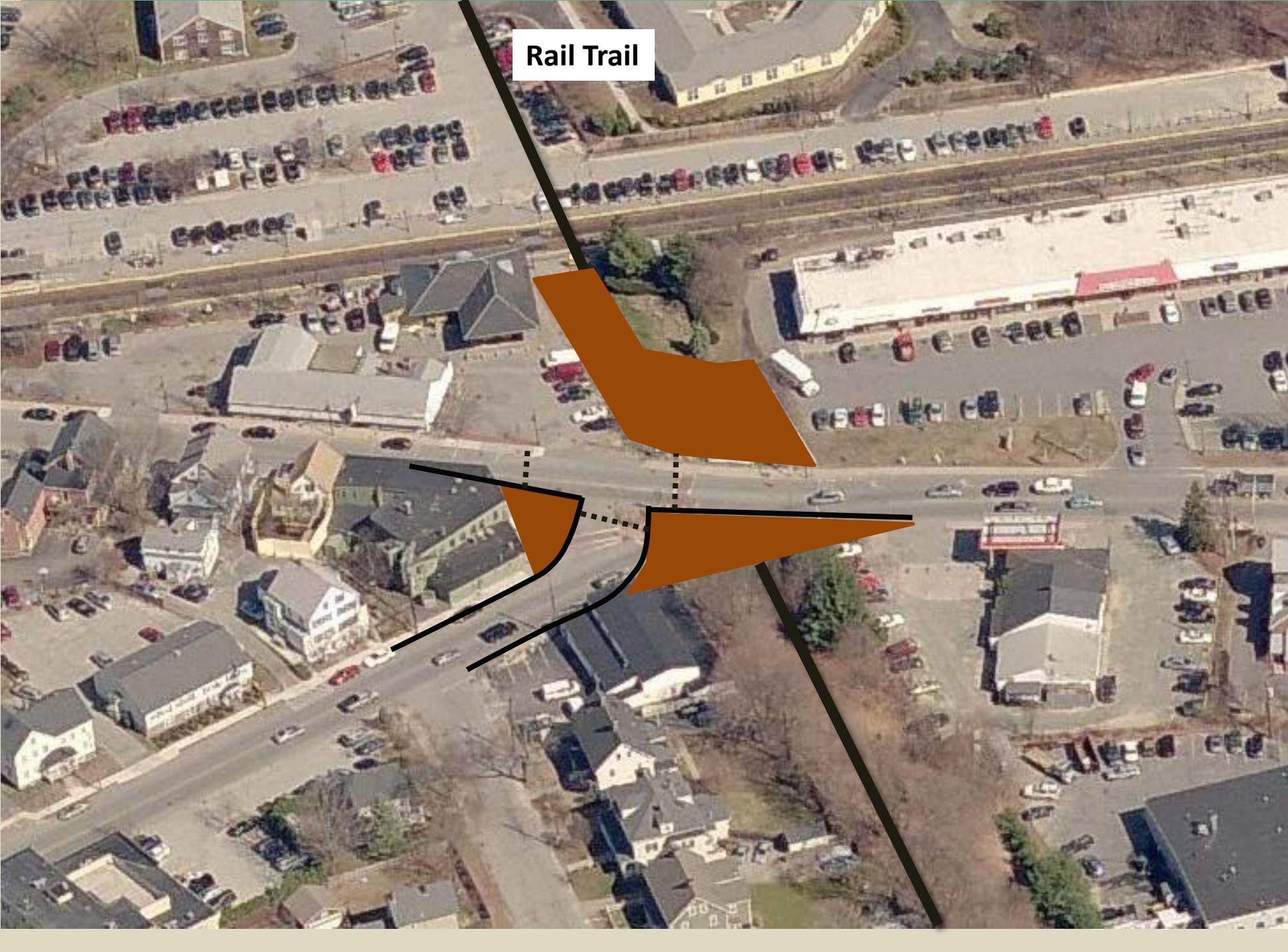




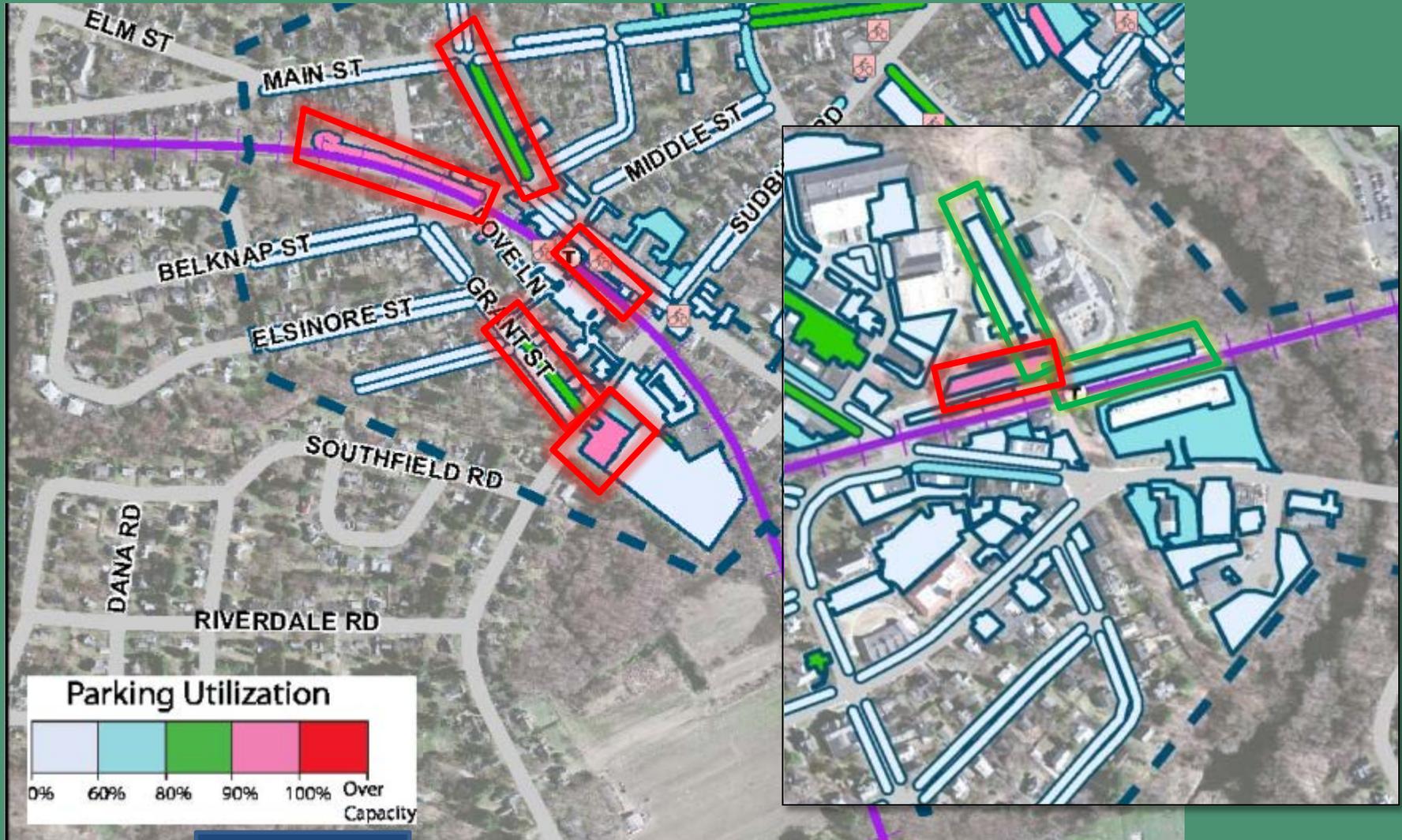
Rail Trail



Rail Trail



Key Finding: High demand for commuter parking



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Key Finding: High demand for commuter parking



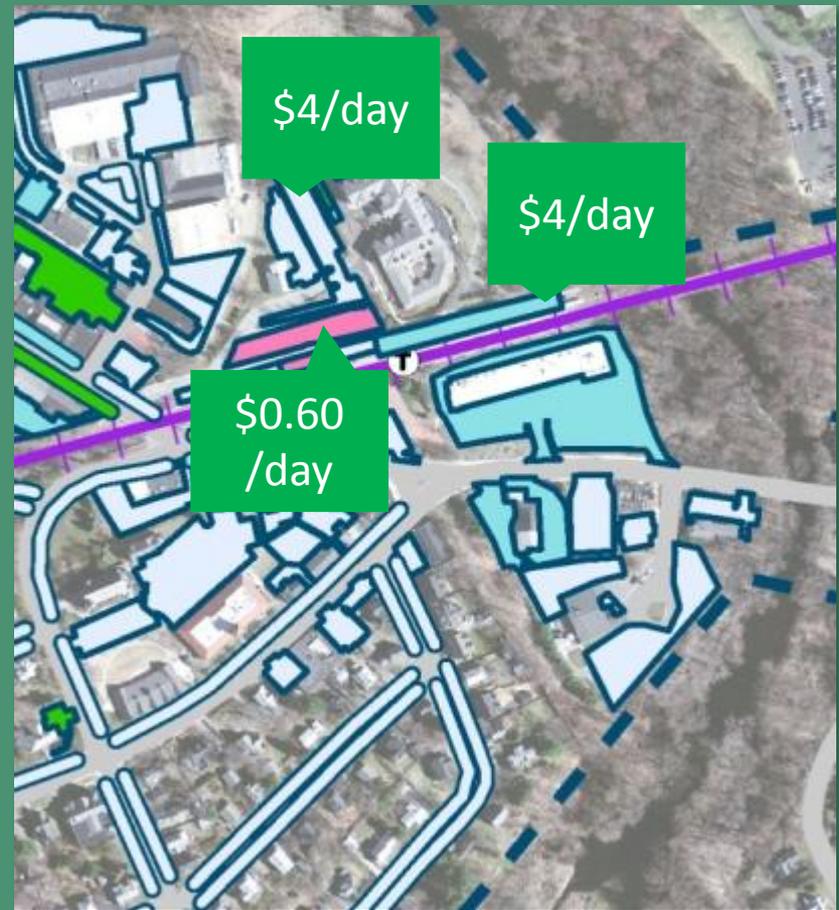
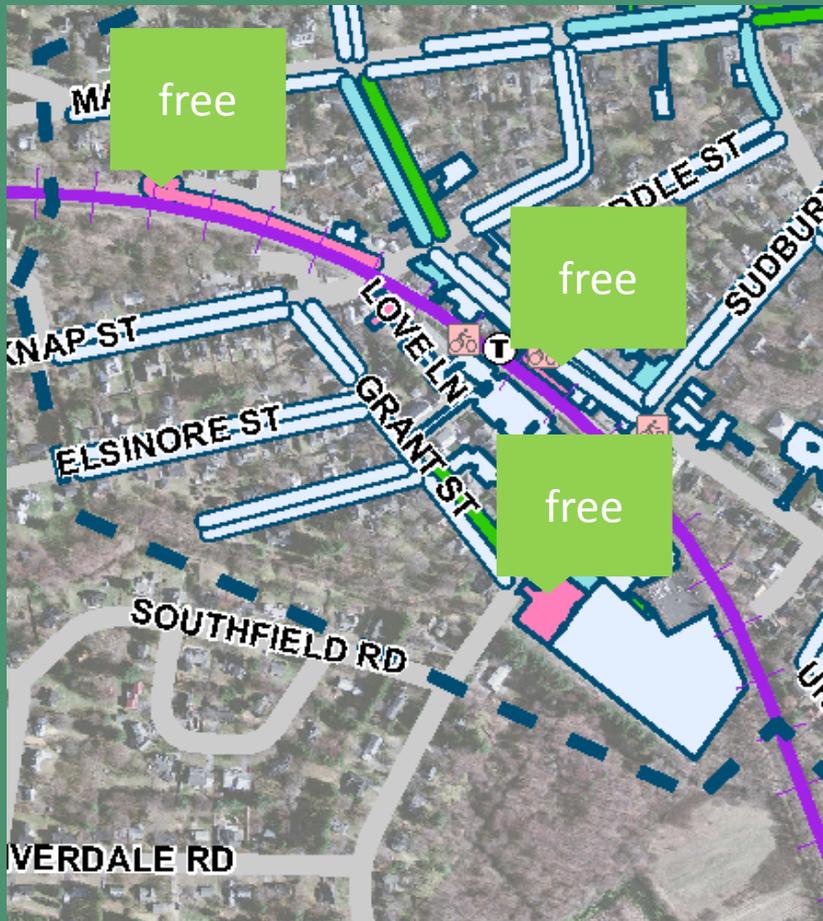
Management

Commuters

Recreational

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Key Finding: High demand for commuter parking



Management

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Recreational

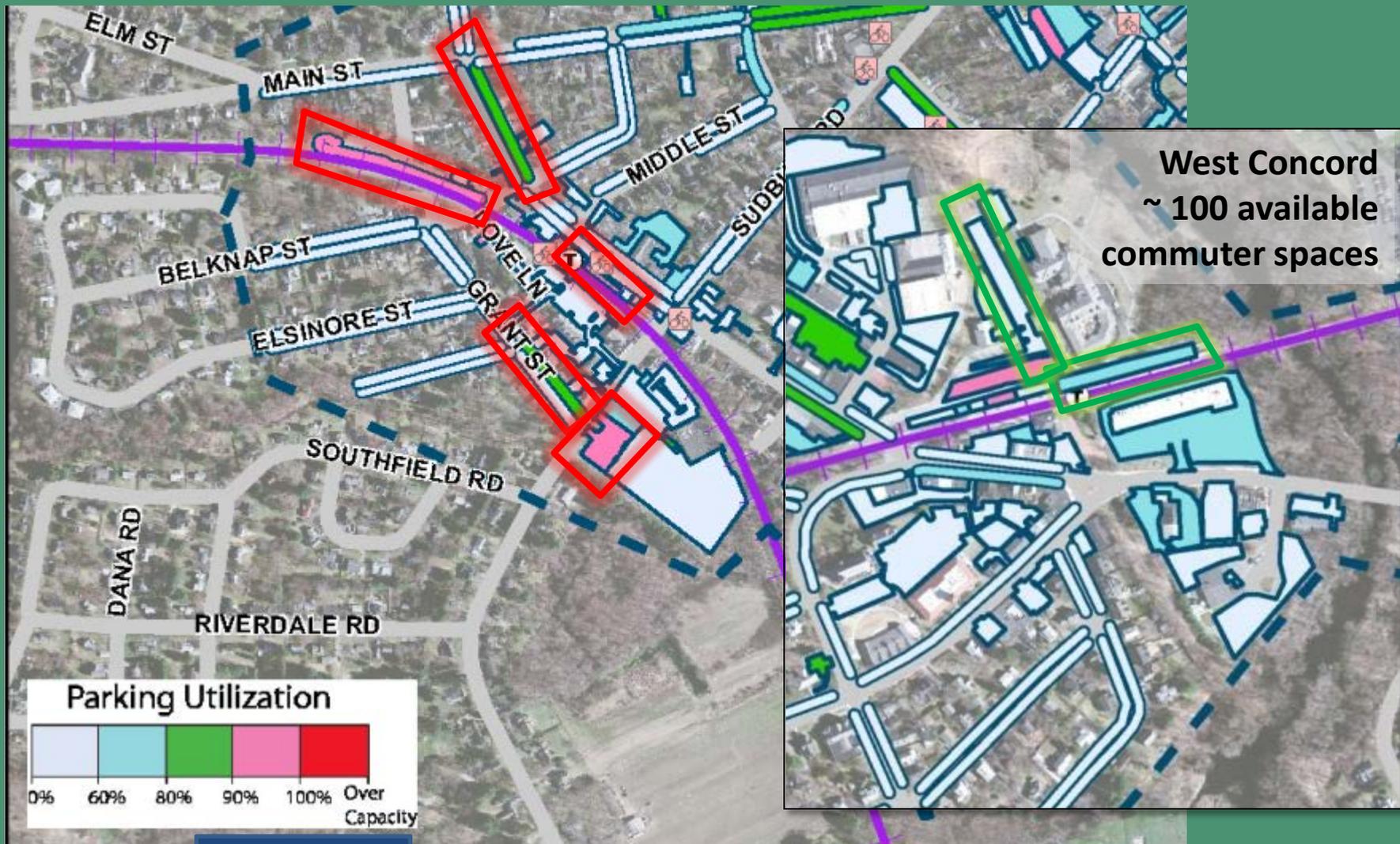
Signage

Bicycle Parking

Shared Parking

Technology

Manage demand with available supply



Management

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Recreational

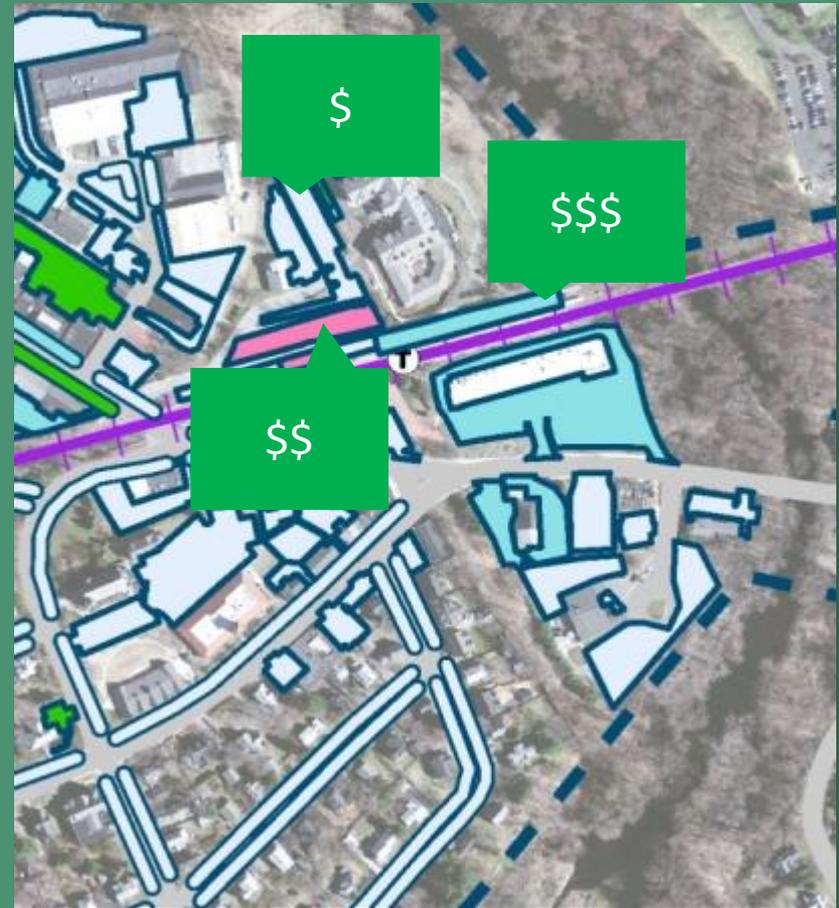
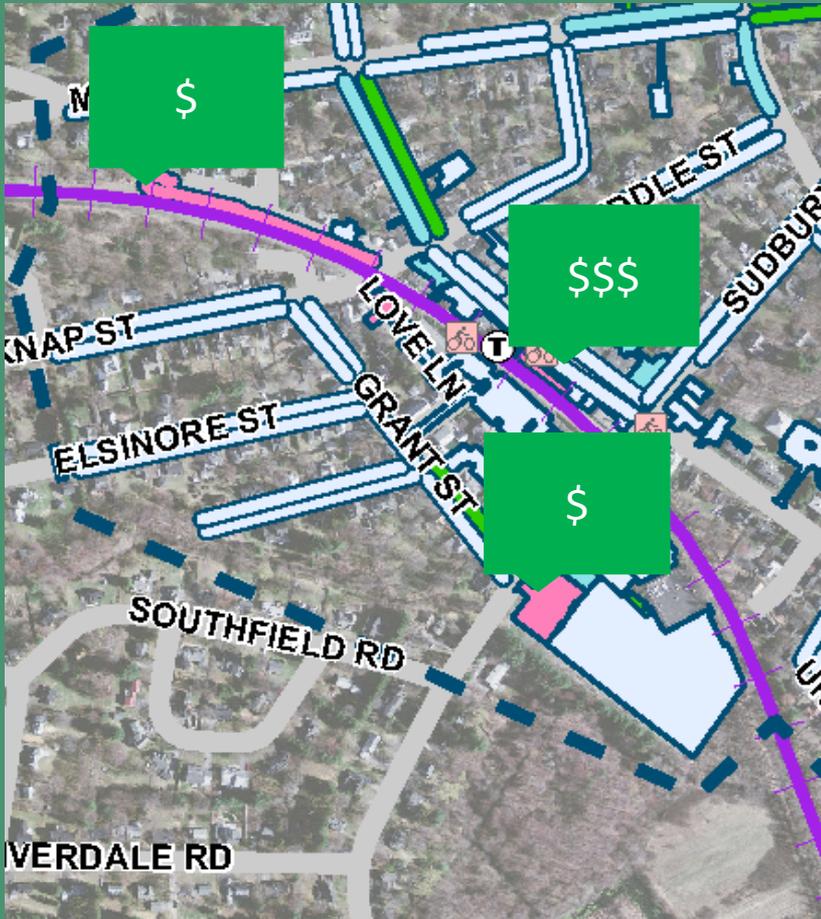
Signage

Bicycle Parking

Shared Parking

Technology

Key Finding: High demand for commuter parking



Management

Commuters

Recreational

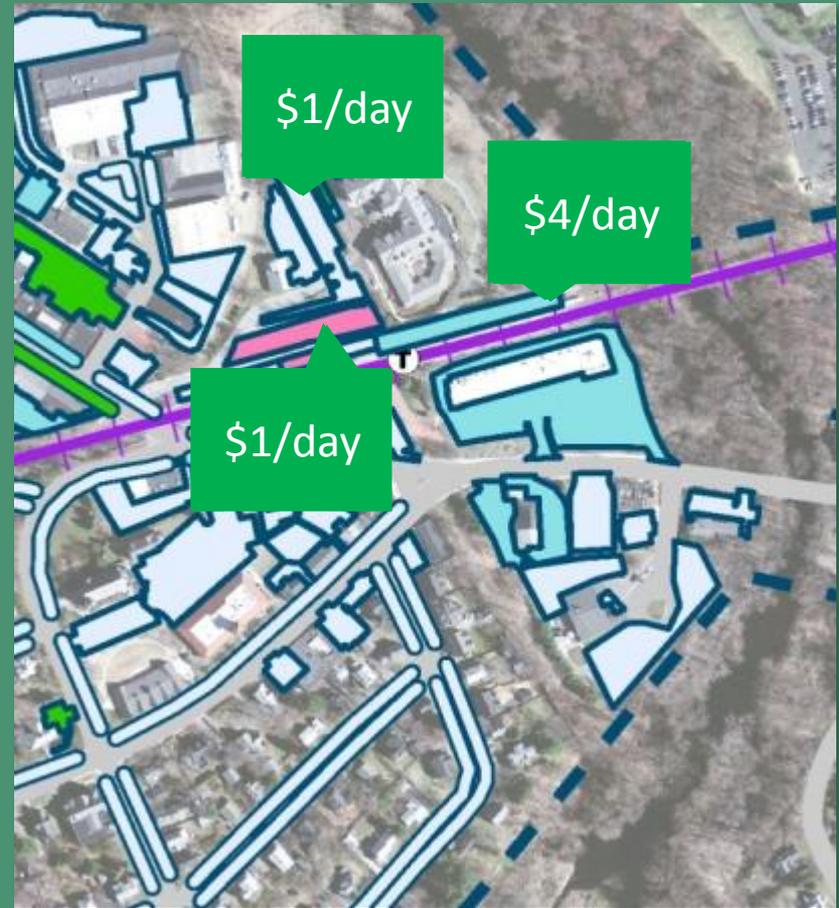
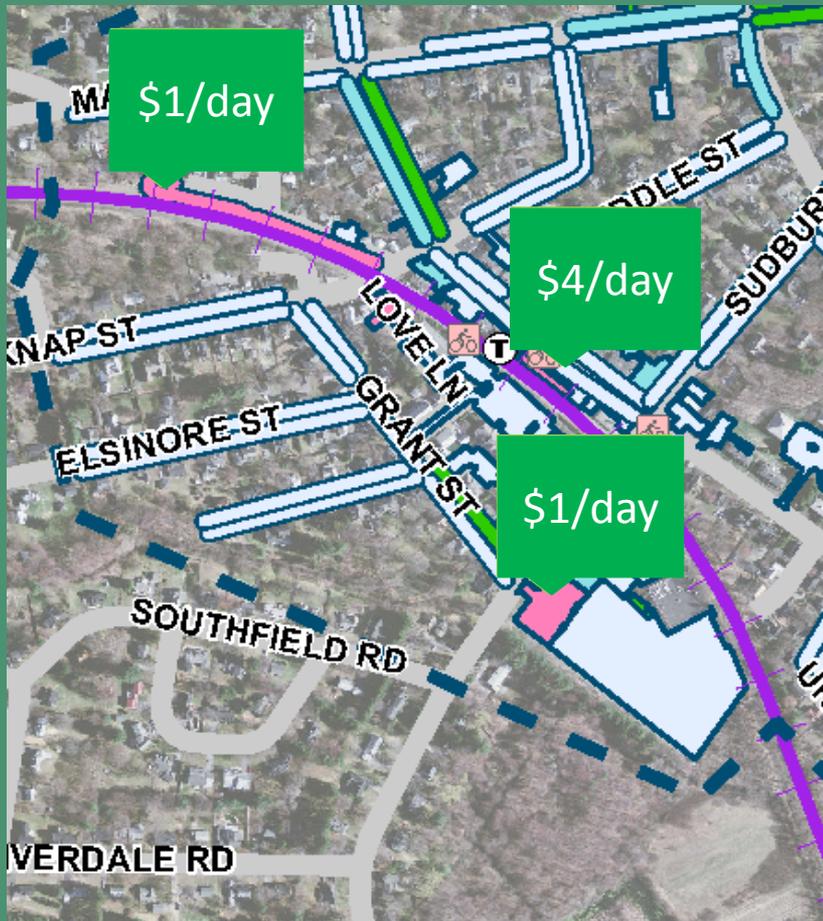
Signage

Bicycle Parking

Shared Parking

Technology

Key Finding: High demand for commuter parking



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology



Armstrong

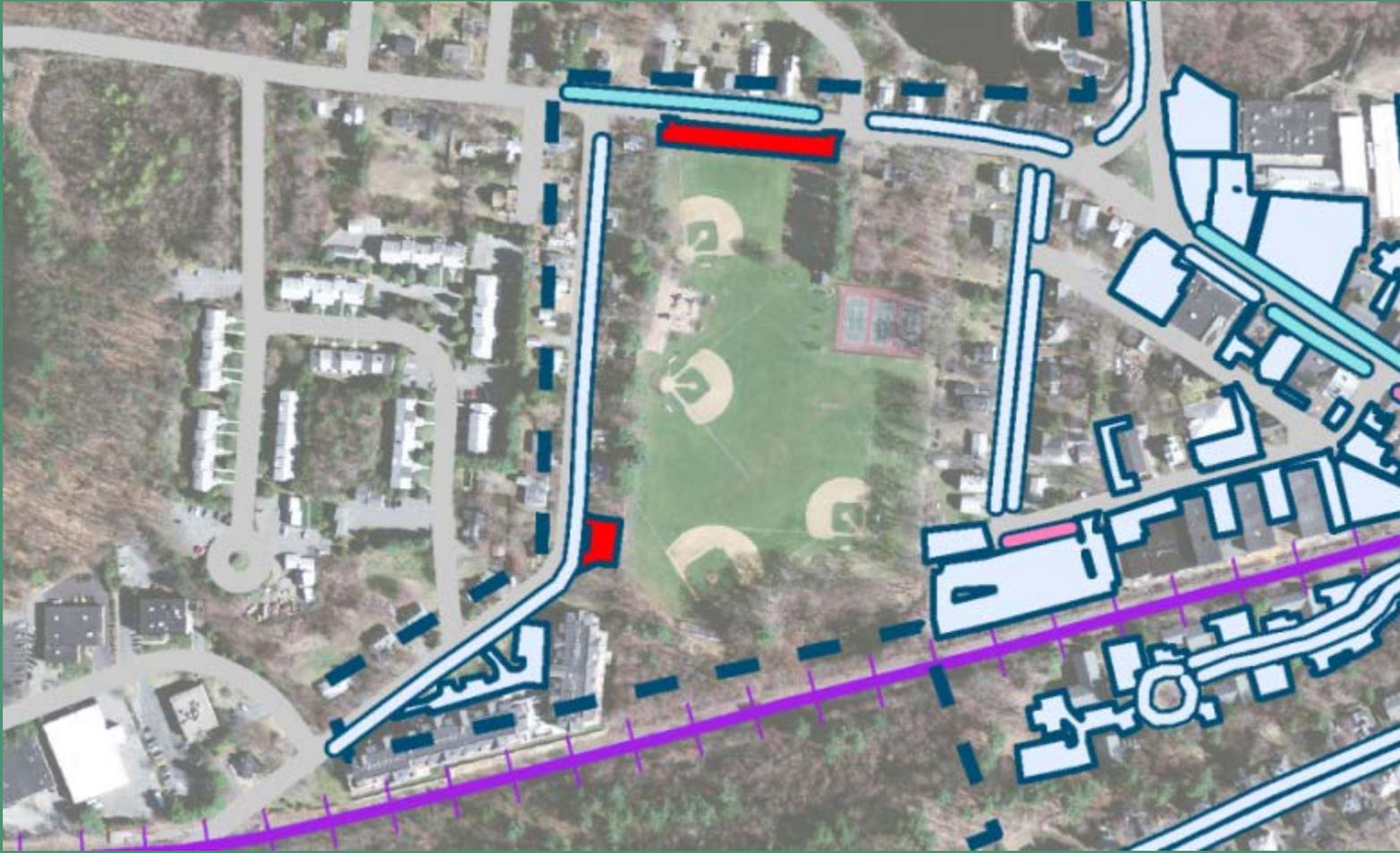
FIRE/EMS

ARMSTRONG
FIRE & RESCUE

ARMSTRONG
FIRE & RESCUE

SAFARI

Key Finding: Recreation field parking is at a premium



Management

Commuters

Recreational

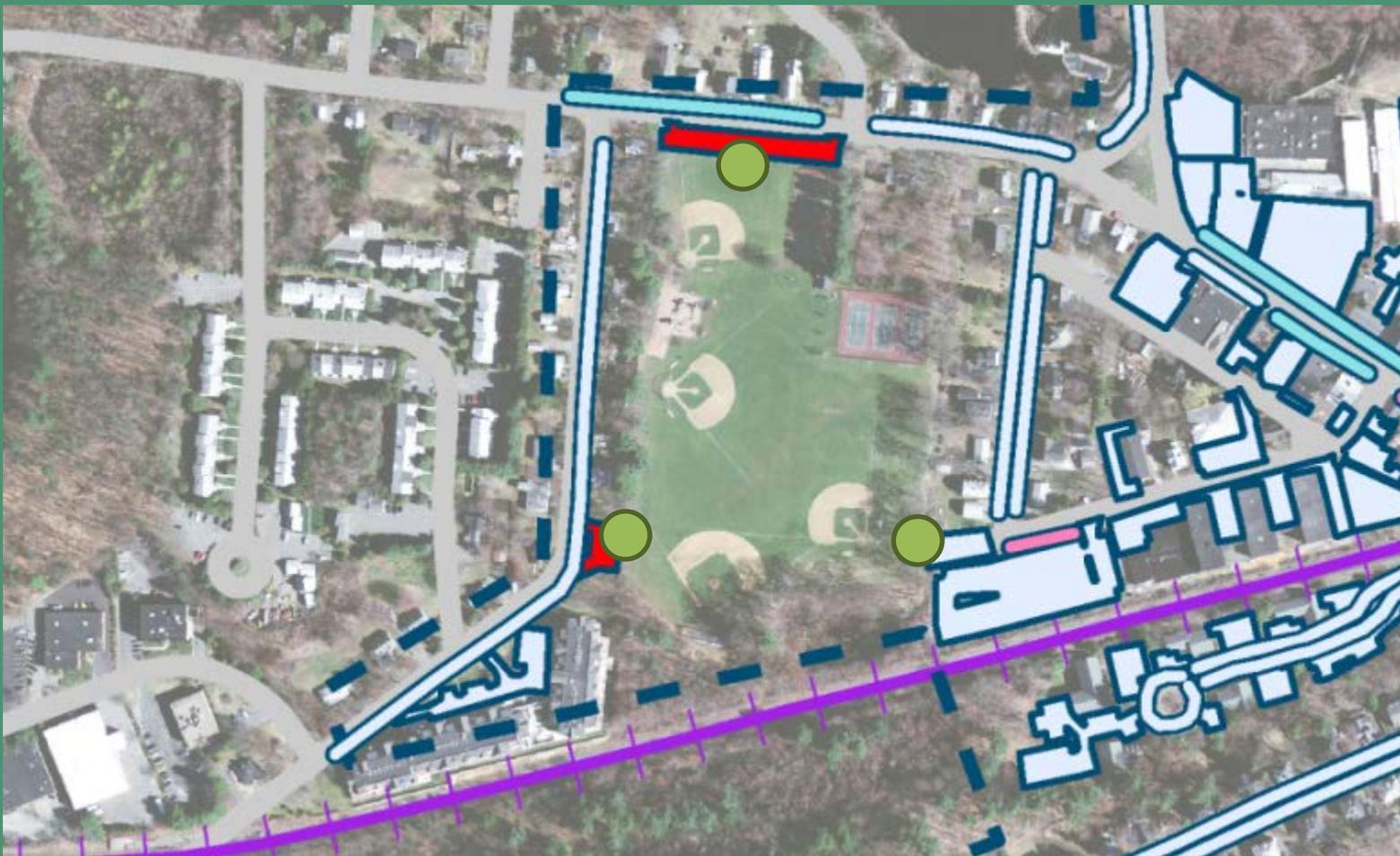
Signage

Bicycle Parking

Shared Parking

Technology

Access Points



Management

Commuters

Recreational

Signage

Bicycle Parking

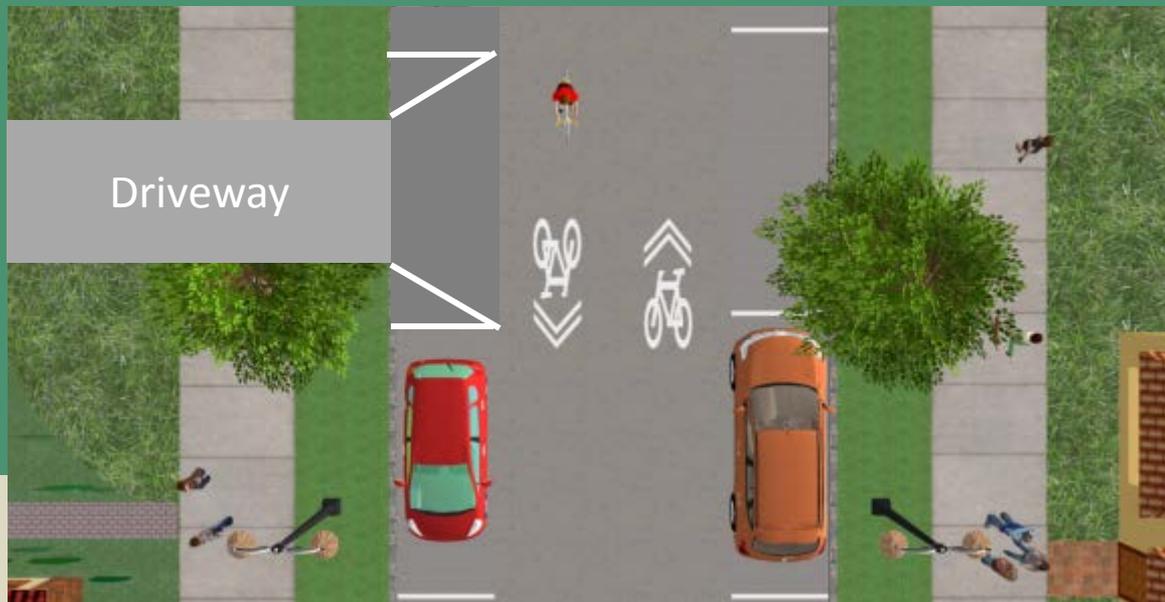
Shared Parking

Technology

Yield Streets – 16 feet for yield



Sidewalk	30' (parking + two-way travel)	Sidewalk
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Key Finding: Signage is confusing (or non-existent)



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Key Finding: Signage is confusing (or non-existent)



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Key Finding: Signage is confusing (or non-existent)



Management

Commuters

Recreational

Public

Bicycle Parking

Shared Parking

Technology

Key Finding: Signage is confusing (or non-existent)



Introduce clear signage

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



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Wayfinding Signage



More bicycle parking is needed



Management

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Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Existing Bike Racks



Introduce appropriate types of bicycle parking



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Additional Bike Parking



Short-term bike racks
to the front of
buildings



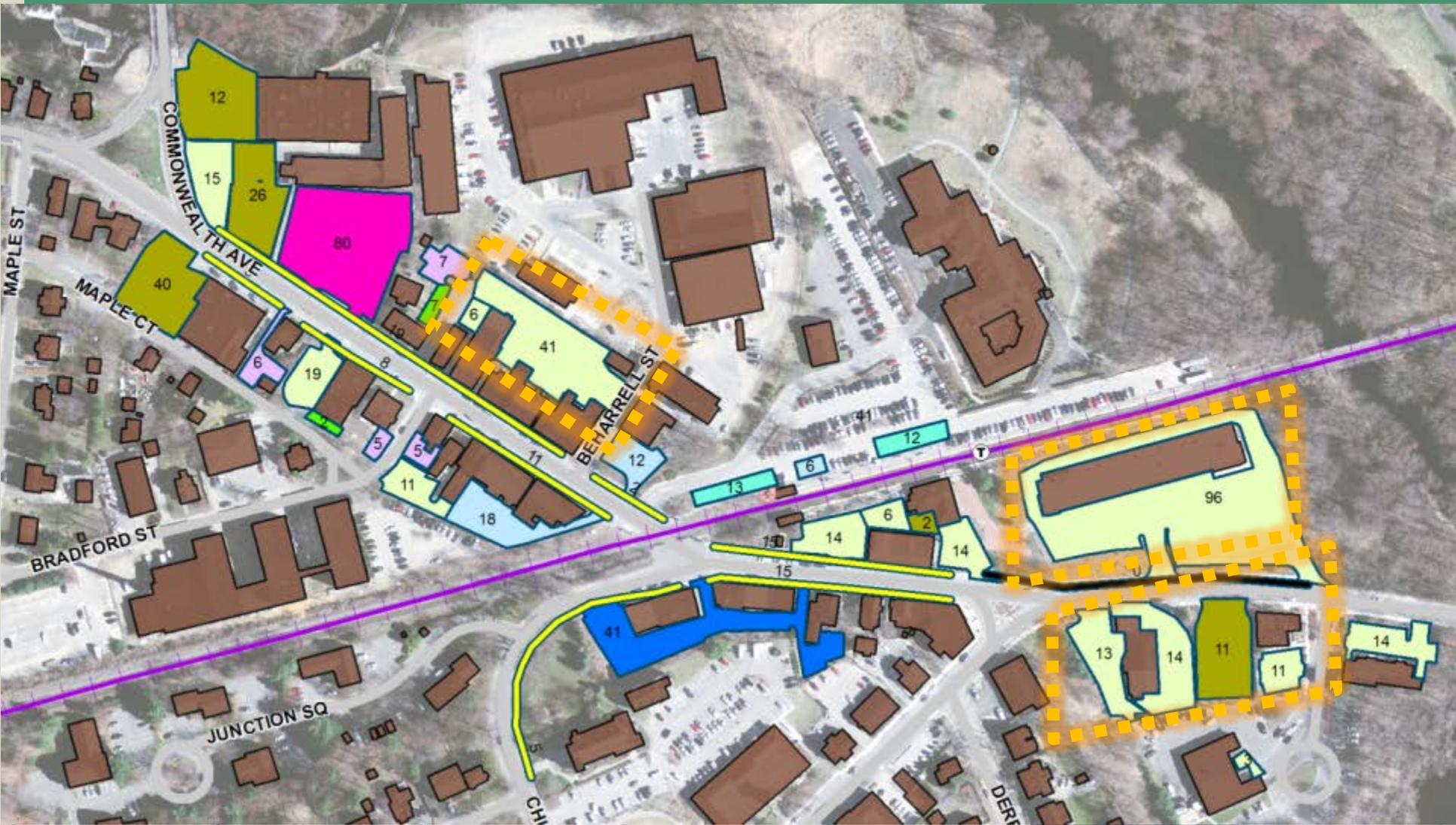
Add long-term bike
racks to behind
buildings and by rail
station



On-street racks



Key Finding: Apply and Expand West Concord's Shared Parking



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

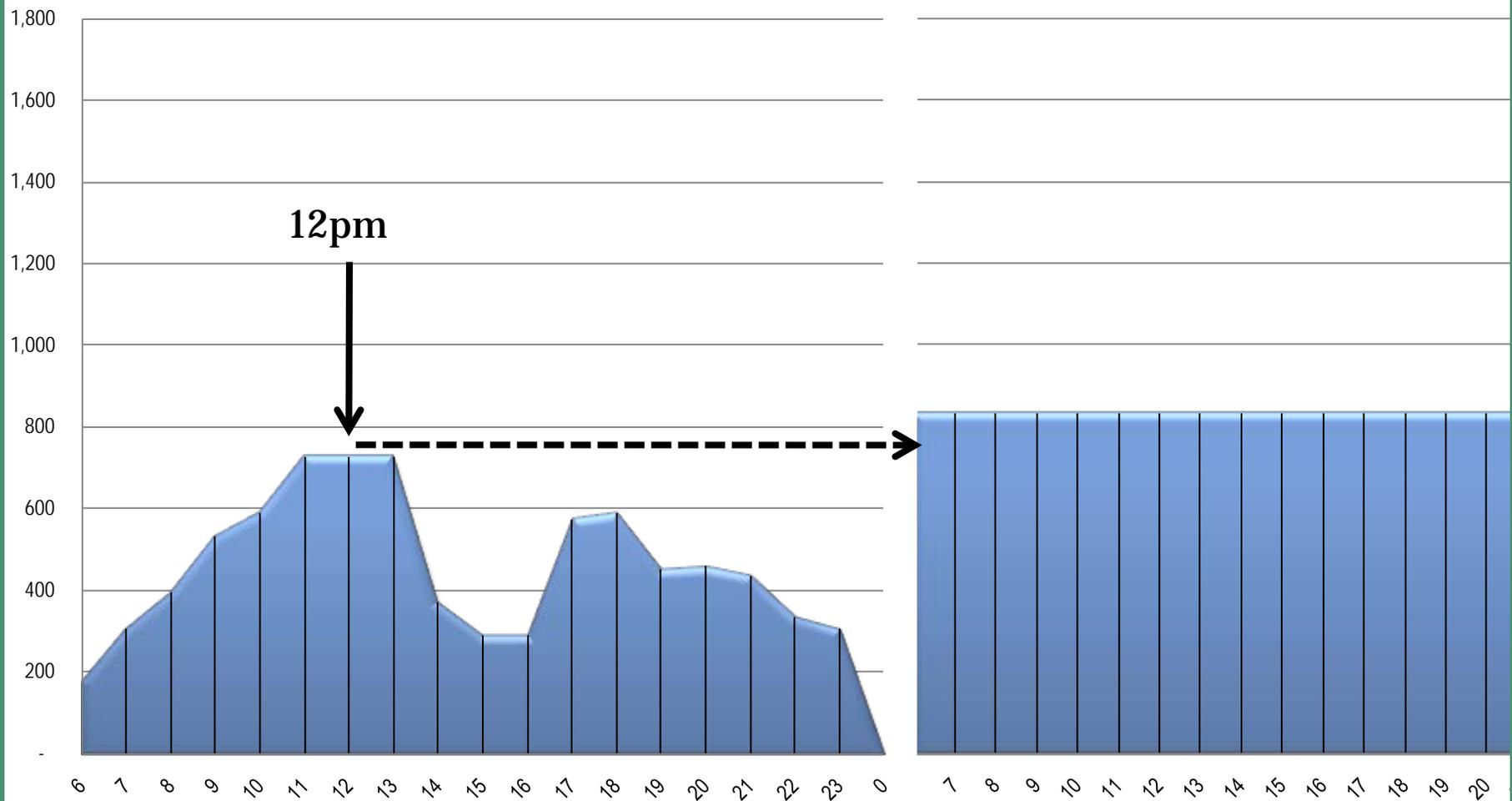
Technology

Shared Parking: Restaurant

(150k SF):

Real Demand

Unshared Supply



Management

Commuters

Recreational

Signage

Bicycle Parking

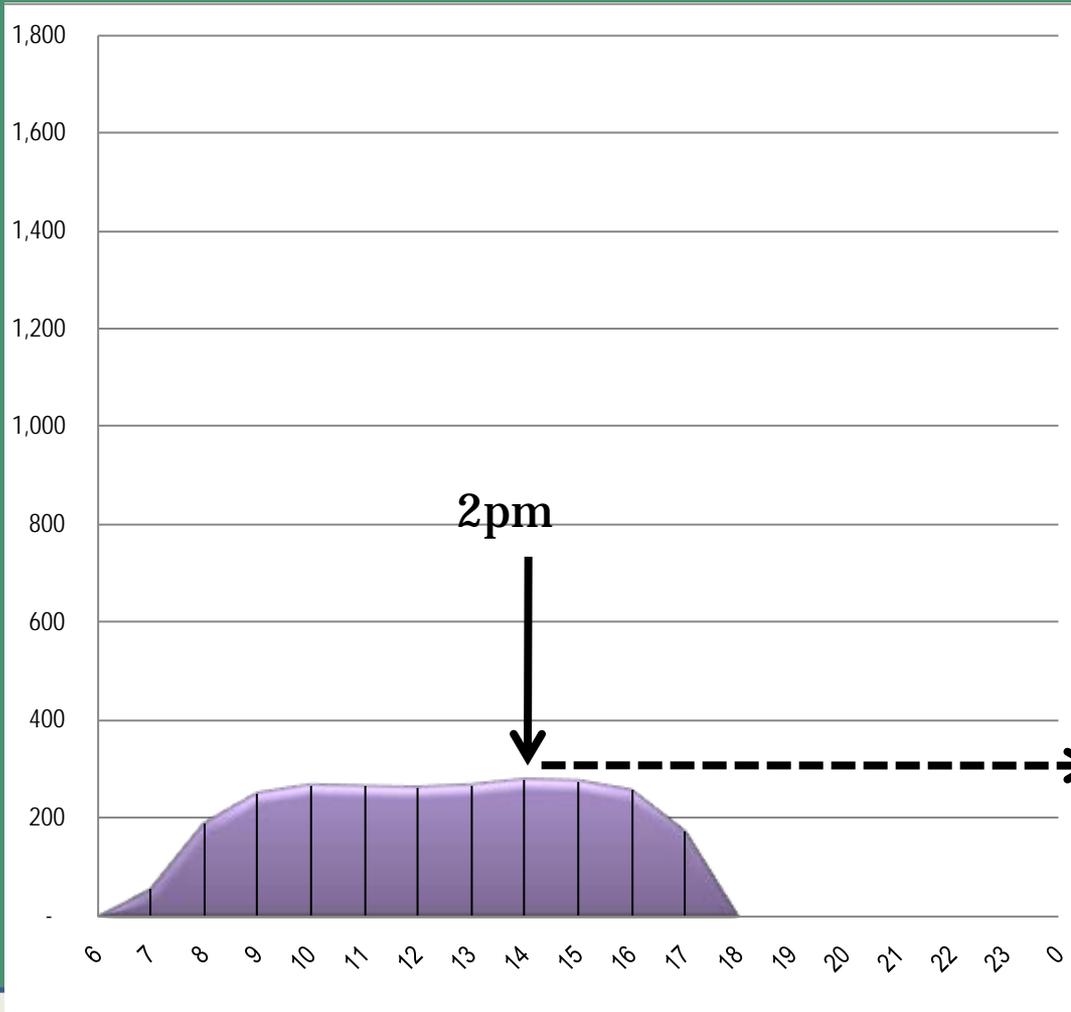
Shared Parking

Technology

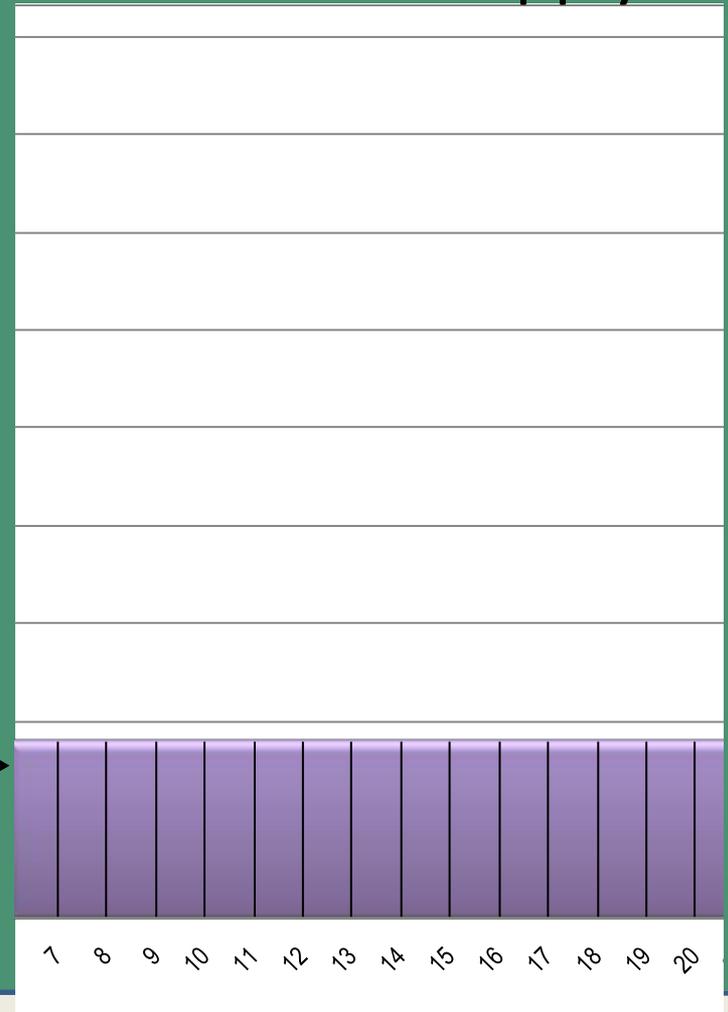
Shared Parking: Office

(150k SF):

Real Demand



Unshared Supply



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

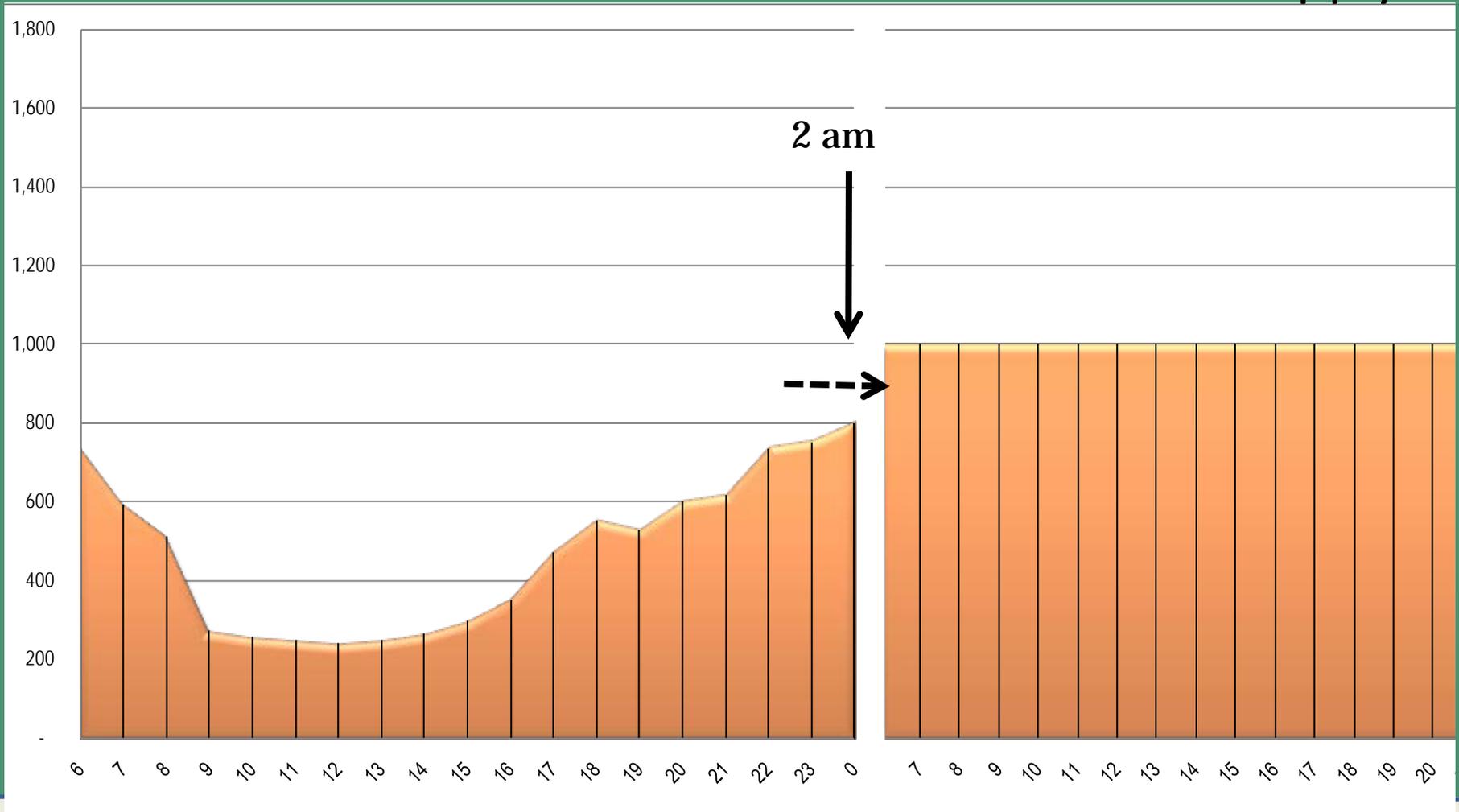
Technology

Shared Parking: Residential

(150k SF/1000 units):

Real Demand

Unshared Supply



Management

Commuters

Recreational

Signage

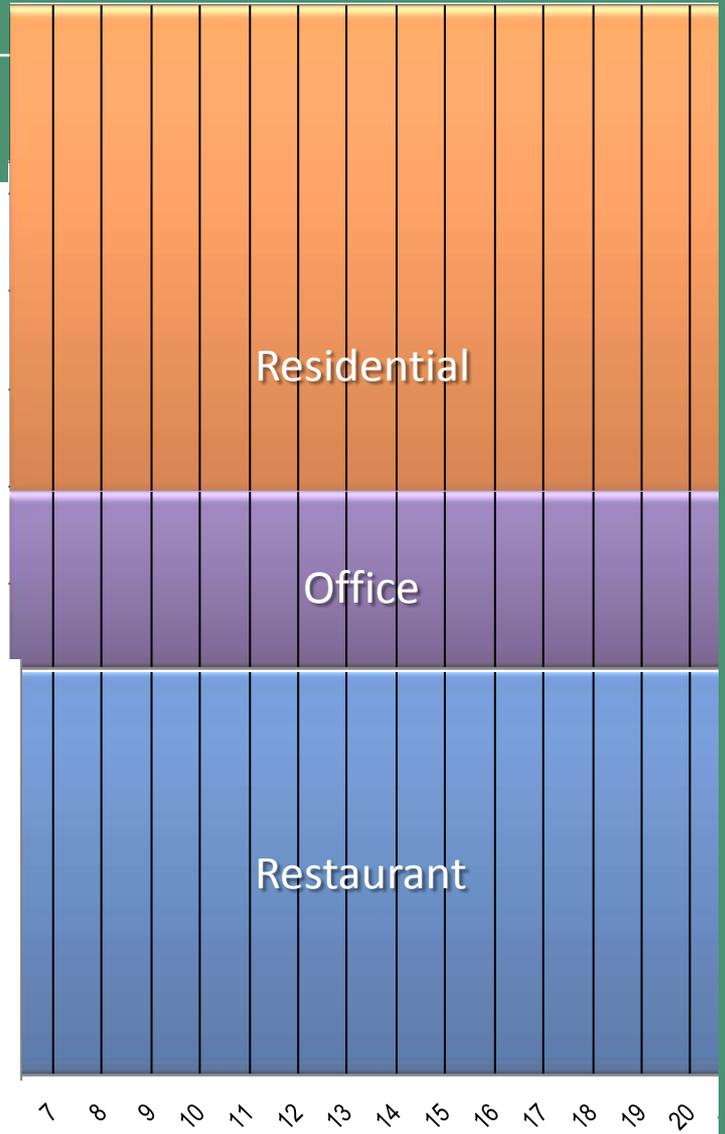
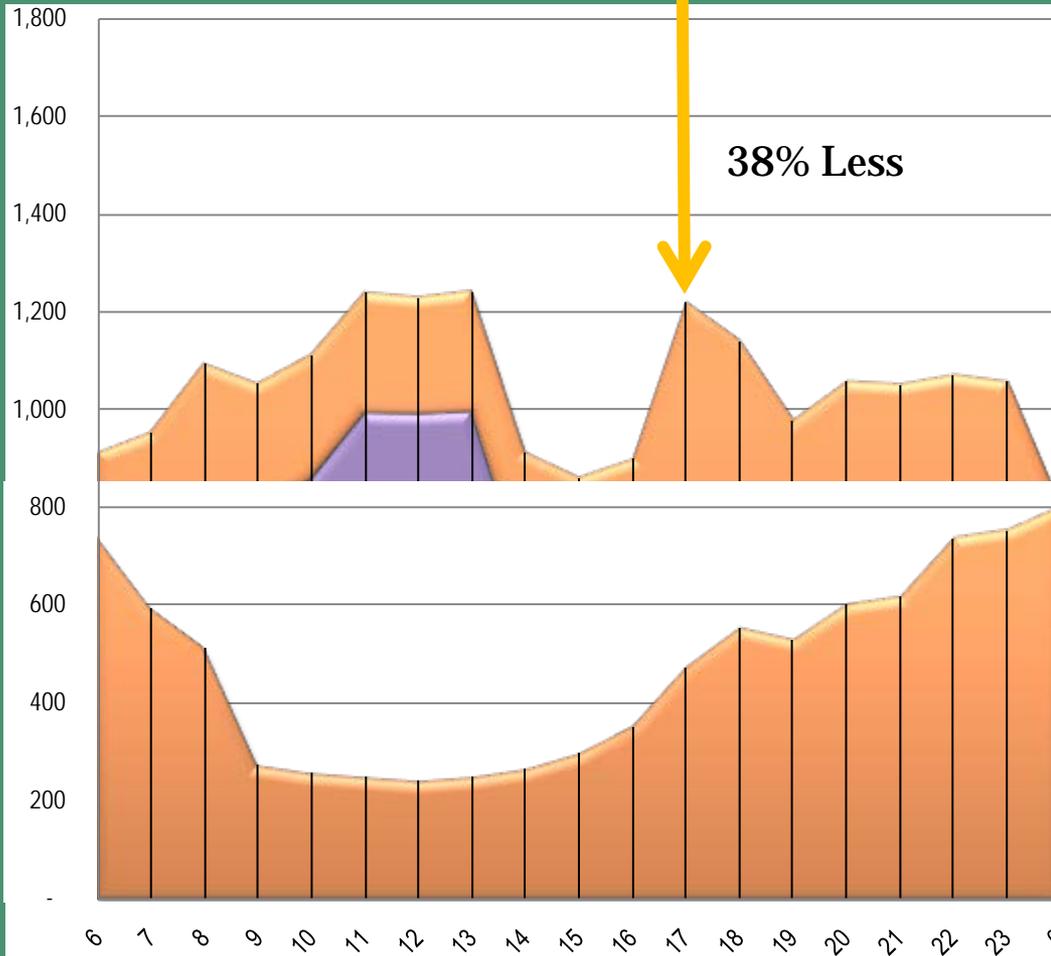
Bicycle Parking

Shared Parking

Technology

Real Demand

Unshared Supply



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Land Uses in West Concord

Land Use	Square Feet	Percentage
Residential • Apartments, townhomes, condos	220,000	21%
Retail/Commercial • Banks, shops, restaurants, performing arts, hotels, museums, etc.	200,000	20%
Industrial	90,000	9%
Office • Office, including municipal offices	190,000	19%
TOTAL	1,000,000	

Management

Commuters

Recreational

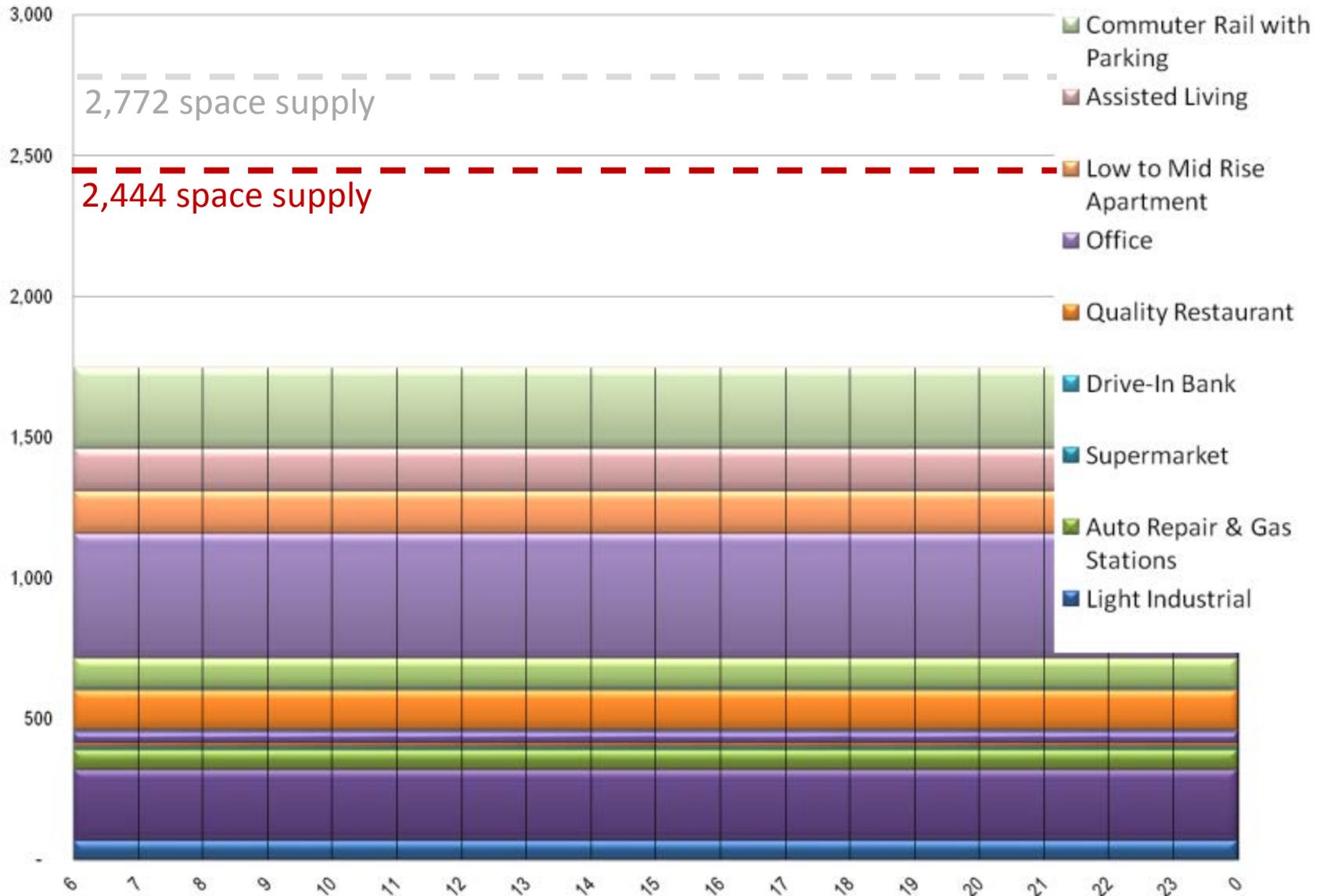
Signage

Bicycle Parking

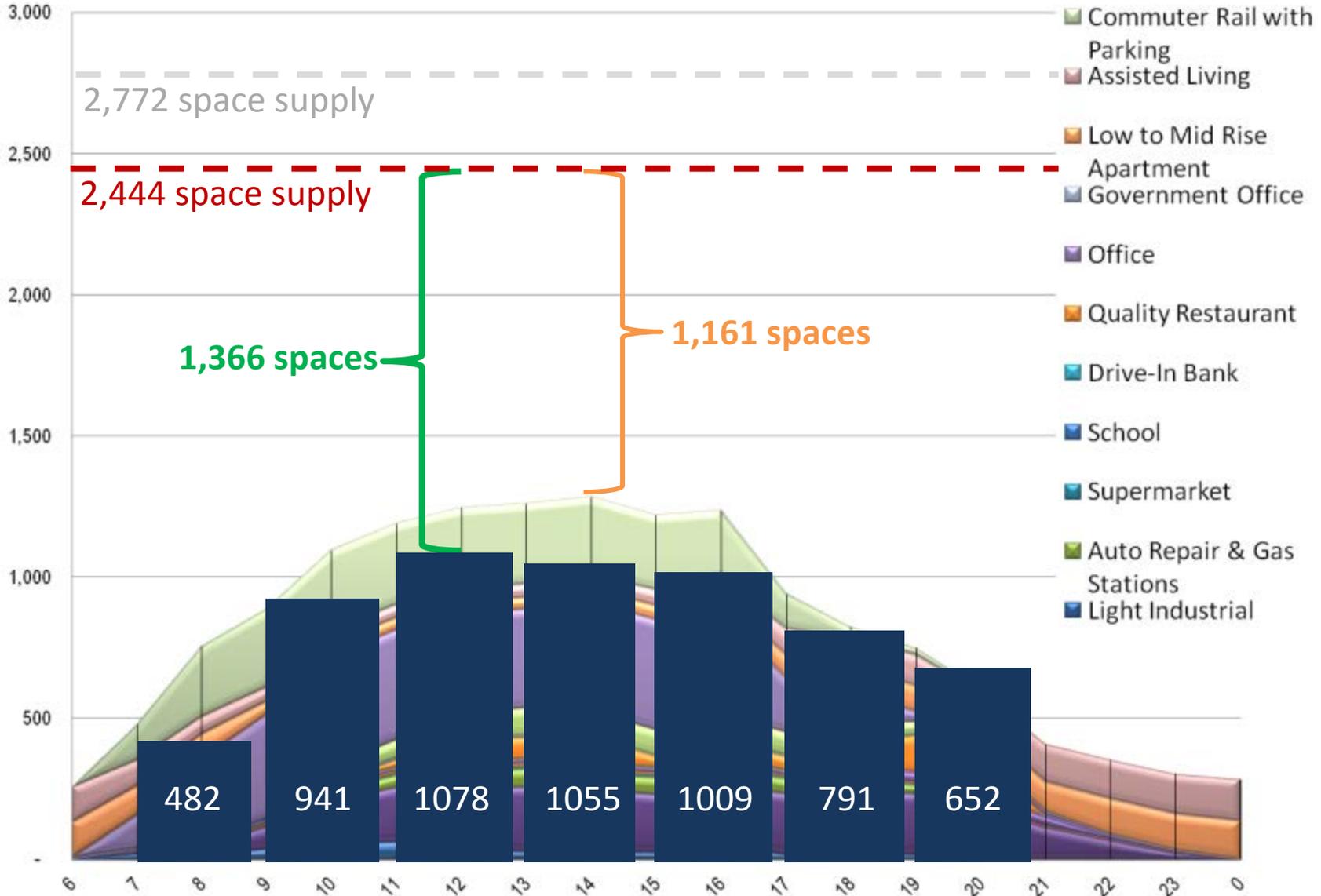
Shared Parking

Technology

ITE Parking by Land Use



Update zoning code and implement shared parking



Existing Walden Lot and Private Lots



Parking, Circulation, Curb Cuts



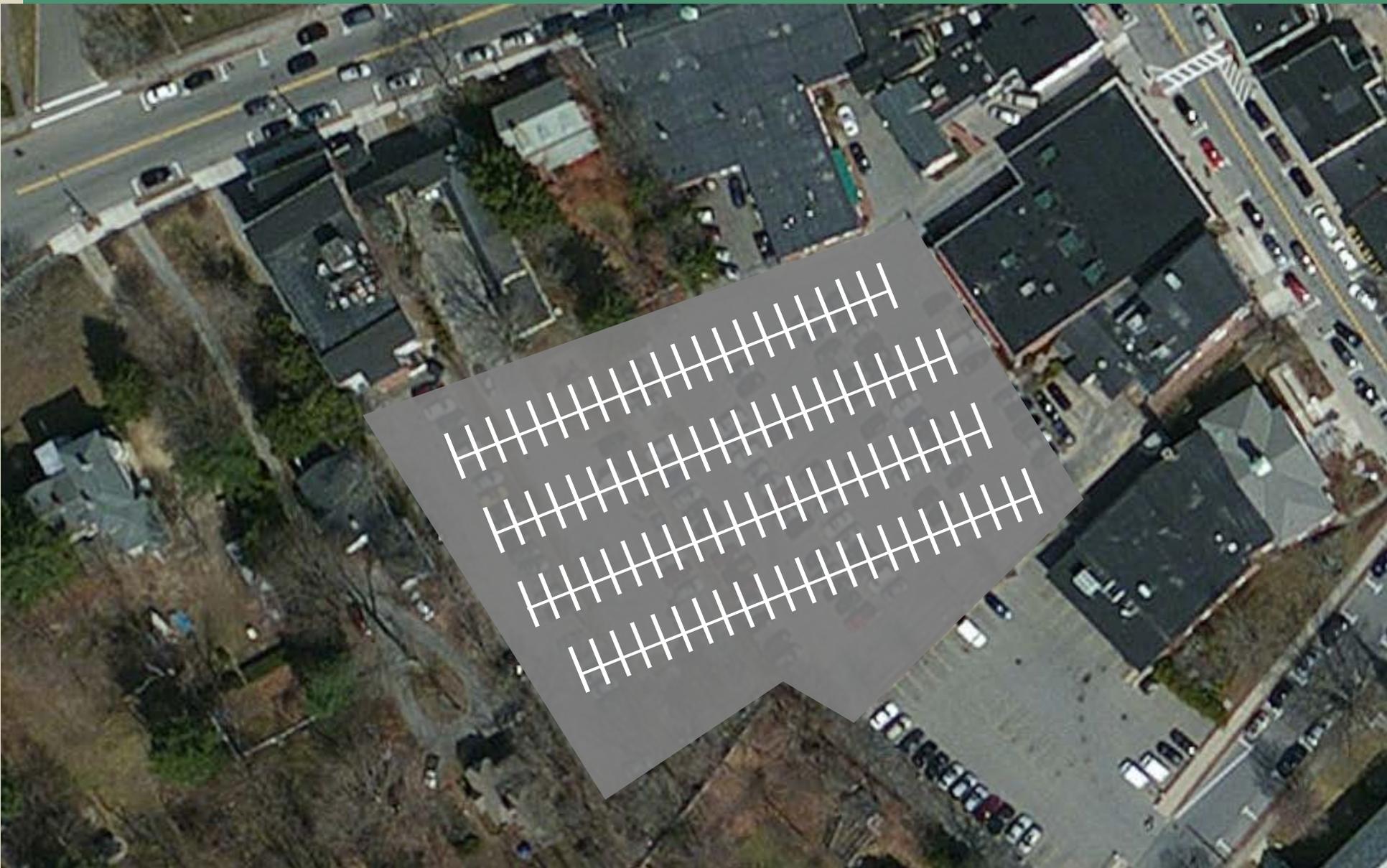
Shared Parking



Including Post Office, Introduce Pedestrian Walkway



Re-striping



Shared Parking



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Shared Parking



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Shared Parking



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Shared Parking



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

On-Street "Shared Parking"

Amherst Center Parking Map

Lots & meters \$.50 per hour. Fees in effect Monday-Saturday during posted times. Click on the map for more info.

Legend

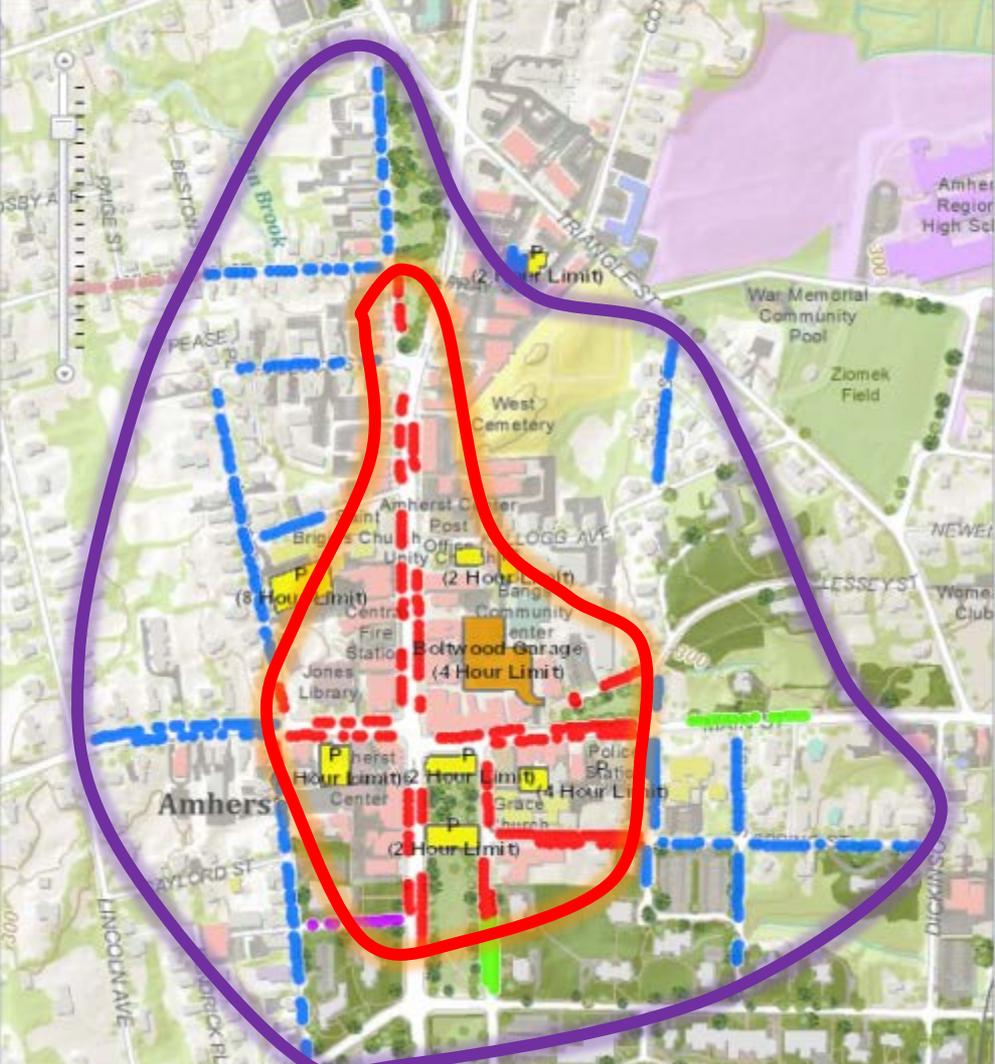
Parking

Public Parking
Lots

-  Parking Lot
-  Boltwood Garage

Parking Spots

-  2 Hour Metered Parking
-  5 Hour Metered Parking
-  9 Hour Metered Parking
-  Town Center Permit Parking
-  Resident Only Permit Parking



ing

Shared Parking

Technology

Benefits of Shared Parking

- Fewer spaces needed
- Better use of existing parking
- Longer stays for customers
- Less circling around for parking
- Streamlined signage
- More walkable

Key Finding: Parking technology upgrade needed (long-term)



Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Technology Options

SMART METERS

- Heads fit on existing meter bases and poles
- Benefits:
 - No need to walk back to your car
 - Easy to identify
 - Debit/credit card capabilities plus coins



Technology Options

MULTI-SPACE PAY AND DISPLAY

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



Technology Options

MULTI-SPACE 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



Management

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Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Technology Options

MULTI-SPACE PAY BY SPACE

Lowell, MA

- 40 percent increase in collections
- 20 – 35 percent decrease in operations and enforcement costs



Pay by space post – Montreal
Image Credit: Flickr User [Solsken](#)

Management

Commuters

Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Technology Options

PAY WITH CELL PHONE

- Motorists use cell phone to pay for space
- Benefits:
 - Cashless, card-less payment
 - Remote payment
 - Pay only for time used
 - Meter-expiration notifications via text message
 - Add time remotely





Management

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Recreational

Signage

Bicycle Parking

Shared Parking

Technology

Technology Options

IN-CAR METERS

- Motorists display paid time on device in car
- Benefits:
 - Users only pay for time used
 - Good for frequent parkers



Discussion
