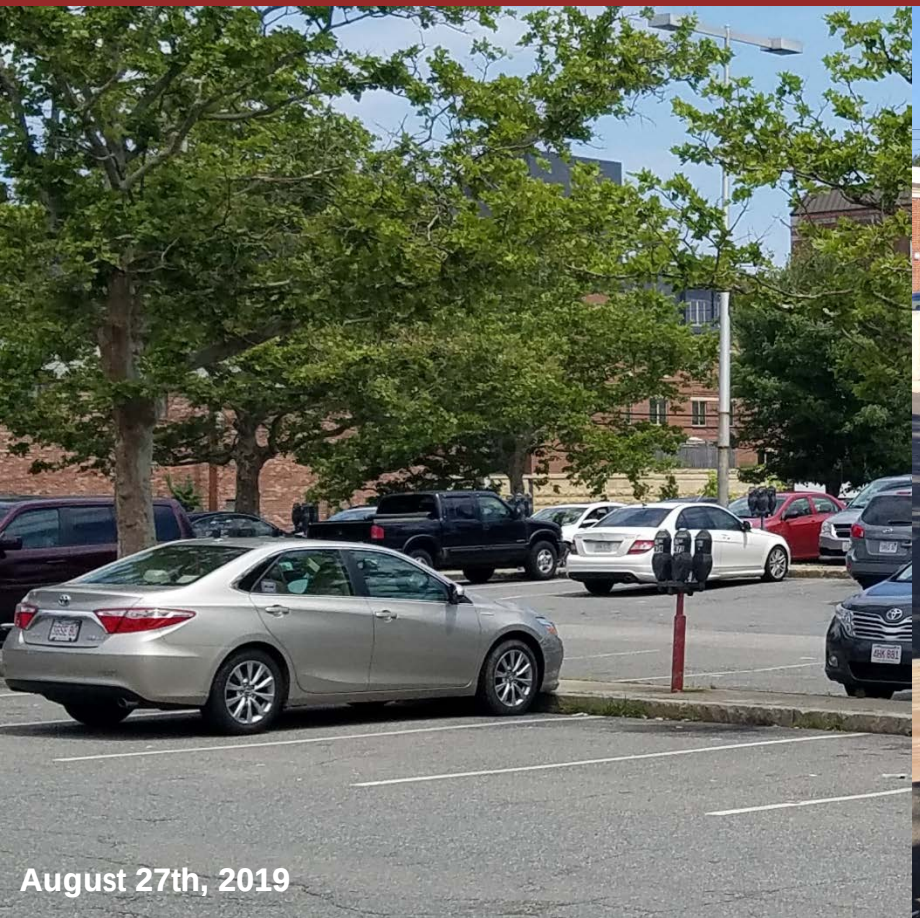
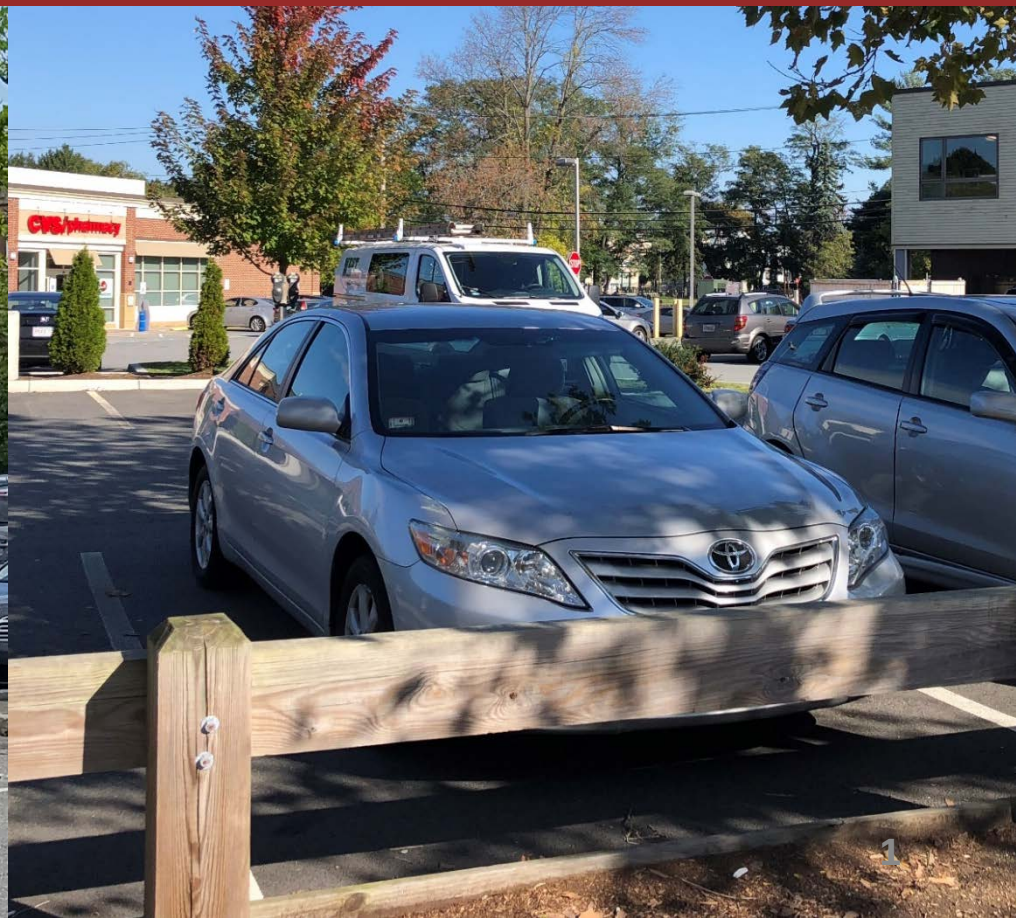
WATERTOWN PARKING MANAGEMENT PLAN: FINAL RECOMMENDATIONS





August 27th, 2019

AGENDA

- Study Goals and Process
- Existing Conditions & Findings
- Public Outreach Findings
- Final Recommendations
- Q&A

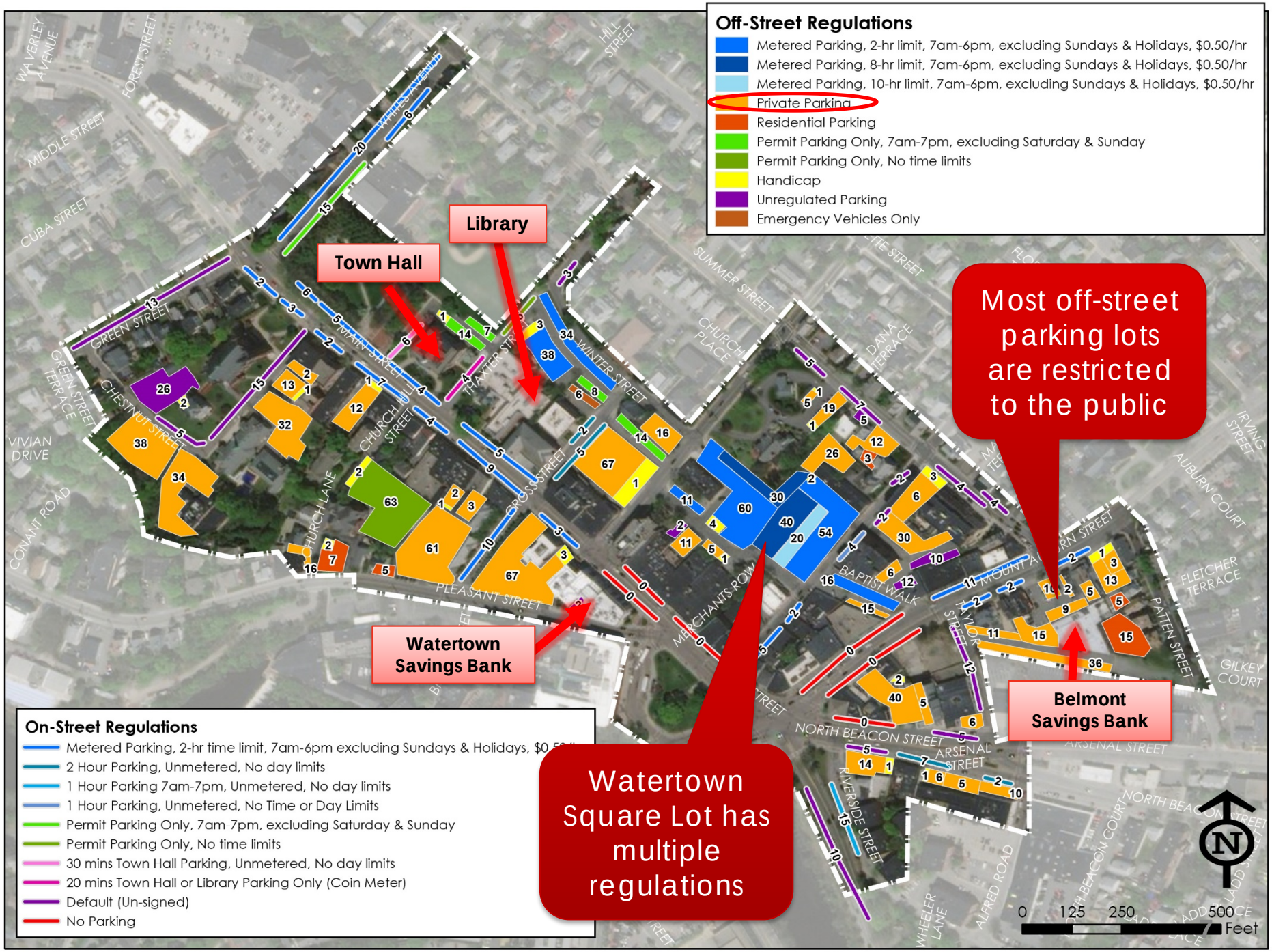
STUDY GOALS AND PROCESS

PARKING MANAGEMENT PLAN GOALS

- Create a **baseline understanding** of parking demand
- **Manage existing parking** better for various users, including customers, employees, and Square visitors
- Support **businesses and institutions**
- Reduce **parking demand** where possible
- Encourage facilities that **support all transportation modes**
- Creatively **develop solutions** that can be implemented and managed **cost effectively**

PARKING MANAGEMENT PLAN PROCESS & SCHEDULE

EXISTING CONDITIONS: WATERTOWN SQUARE


Off-Street Regulations
Metered Parking, 2-hr limit, 7am-6pm, excluding Sundays & Holidays, $0.50/hr
Metered Parking, 8-hr limit, 7am-6pm, excluding Sundays & Holidays, $0.50/hr
Metered Parking, 10-hr limit, 7am-6pm, excluding Sundays & Holidays, $0.50/hr
Private Parking
Residential Parking
Permit Parking Only, 7am-7pm, excluding Saturday & Sunday
Permit Parking Only, No time limits
Handicap
Unregulated Parking
Emergency Vehicles Only
Library
Town Hall
Watertown Savings Bank
Belmont Savings Bank
Most off-street parking lots are restricted to the public
Watertown Square Lot has multiple regulations
On-Street Regulations
Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, $0.50/h
2 Hour Parking, Unmetered, No day limits
1 Hour Parking 7am-7pm, Unmetered, No day limits
1 Hour Parking, Unmetered, No Time or Day Limits
Permit Parking Only, 7am-7pm, excluding Saturday & Sunday
Permit Parking Only, No time limits
30 mins Town Hall Parking, Unmetered, No day limits
20 mins Town Hall or Library Parking Only (Coin Meter)
Default (Un-signed)
No Parking
0 125 250 500 Feet
N
WAVERLEY AVENUE
FOREST STREET
MIDDLE STREET
CUBA STREET
GREEN STREET
GREEN STREET TERRACE
CHESTNUT STREET
VIVIAN DRIVE
CONANT ROAD
MAIN STREET
CHURCH HILL STREET
CHURCH LANE
THAYER STREET
WINTER STREET
CROSS STREET
PLEASANT STREET
MERCHANTS ROW
BAPTIST WALK
TAYLOR STREET
MOUNT AUBURN STREET
NORTH BEACON STREET
ARSENAL STREET
RIVERSIDE STREET
WHEELER LANE
ALFRED ROAD
NORTH BEACON COURT
SUMMER STREET
CHURCH PLACE
DANA TERRACE
HILL STREET
IRVING STREET
AUBURN COURT
FLETCHER TERRACE
PATTEN STREET
GILKEY COURT

Parking Inventory: Watertown Square

Public parking *consists of all metered, time limited, unregulated, handicap, and municipal parking*

Total Parking Spaces

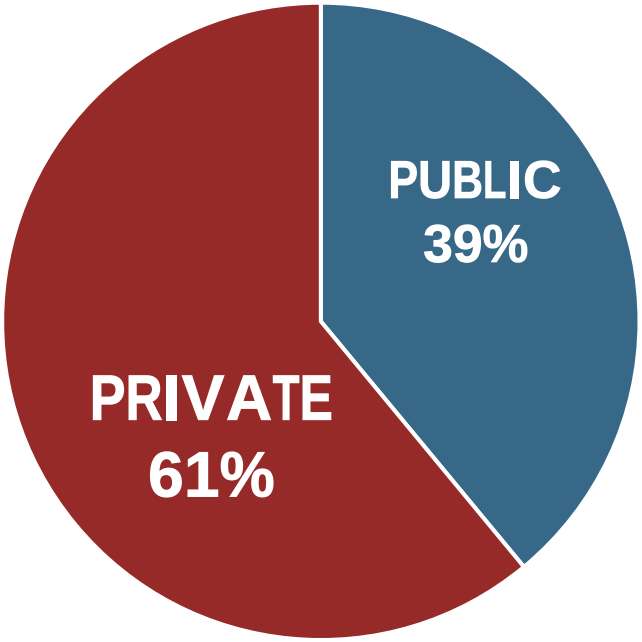
- 1,507

On-Street Parking Spaces

- 277 total

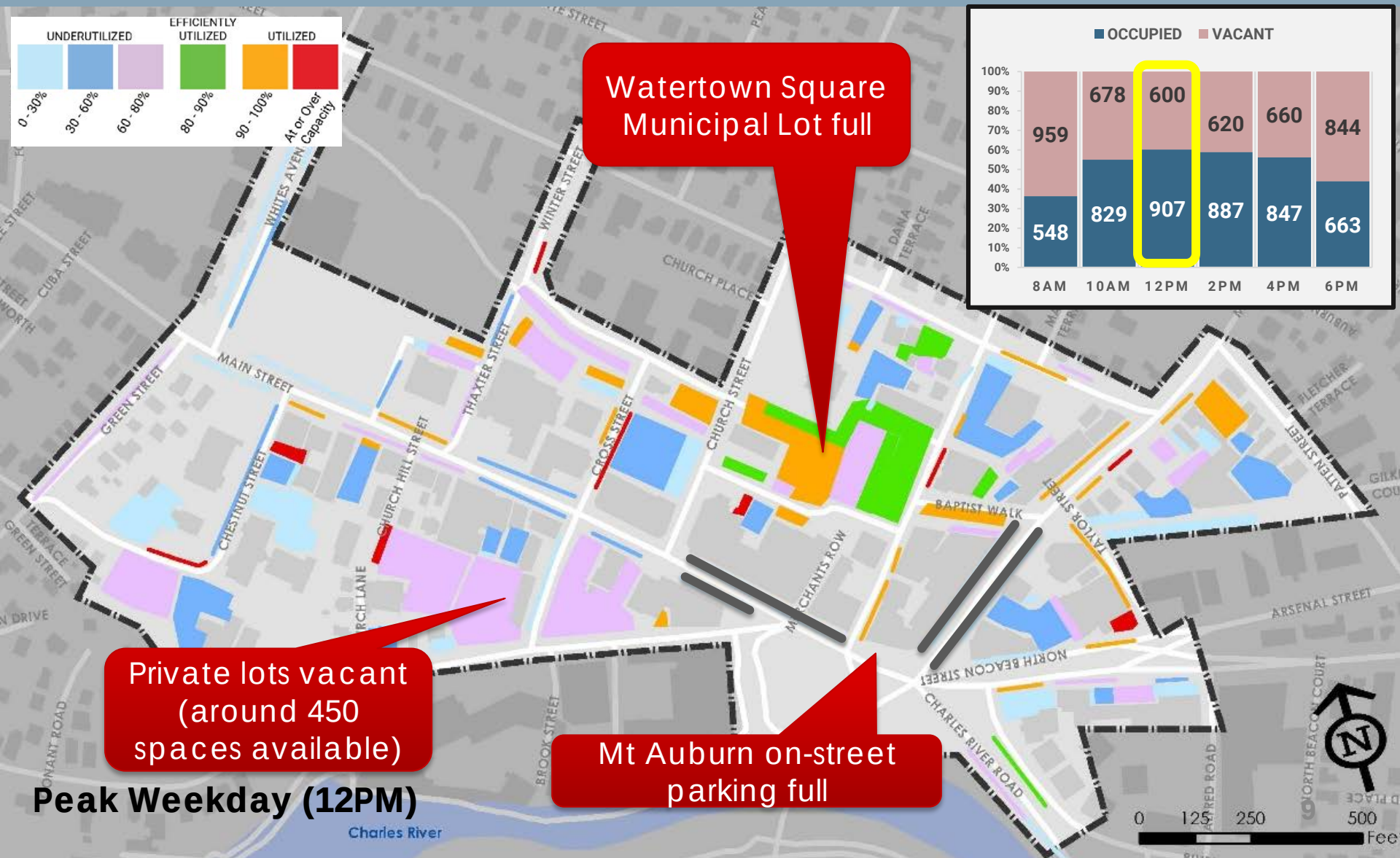
Off-Street Parking Spaces

- 1,230 total



Private parking *consists of all permit parking, and parking reserved for employees, residents, and patrons only*

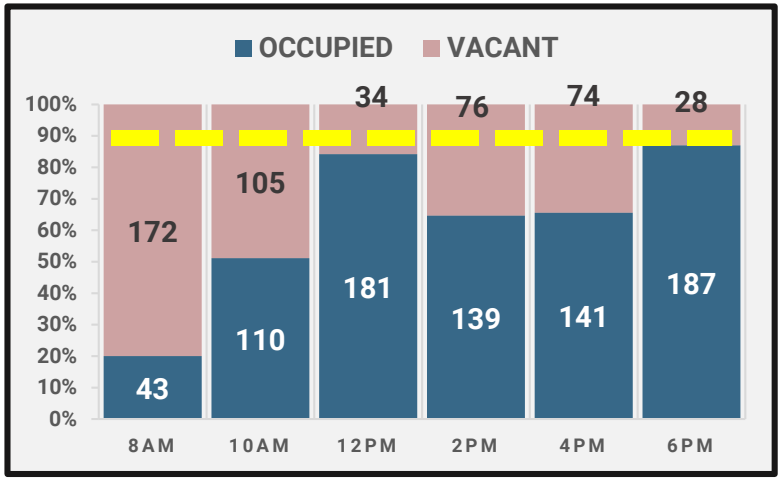
Parking Utilization Findings: Watertown Square



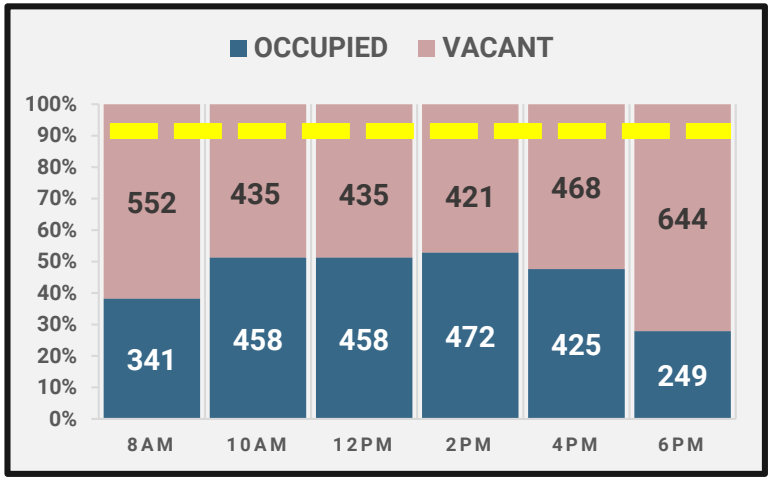
Parking Utilization Findings: Watertown Square

- **Public parking** spaces are **busy** all week
  - On-street spaces utilized at 60% occupancy
  - Off-street spaces utilized < 50% occupancy
- **Private, off-street parking** is **underutilized** all week
  - Around 40% utilized all week

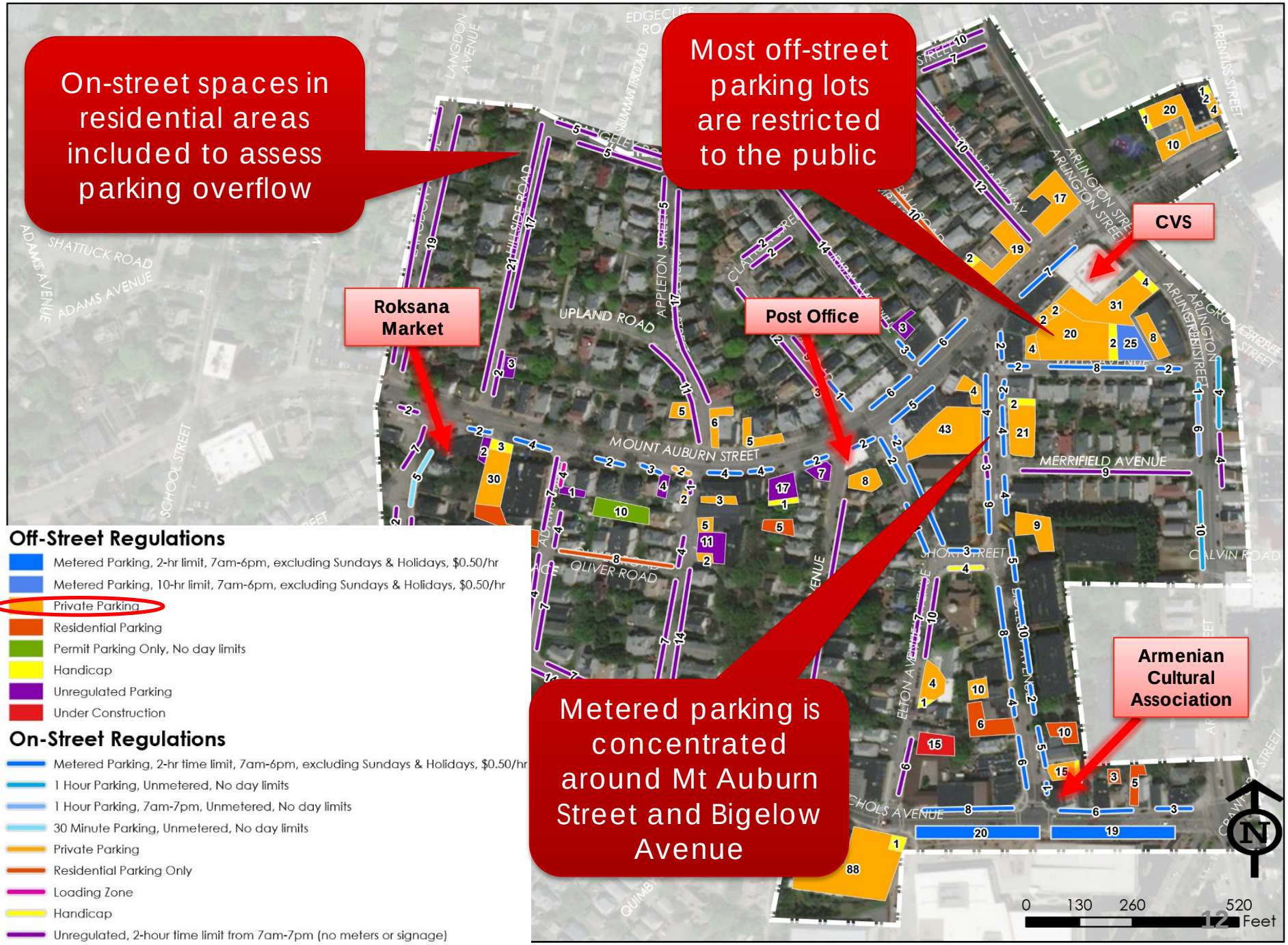
Public off-street parking:
Watertown Square Municipal Lot (Weekday)



Private off-street parking: (Weekday)



EXISTING CONDITIONS: COOLIDGE SQUARE


On-street spaces in residential areas included to assess parking overflow
Most off-street parking lots are restricted to the public
Roksana Market
Post Office
CVS
Armenian Cultural Association
Metered parking is concentrated around Mt Auburn Street and Bigelow Avenue
UPLAND ROAD
MOUNT AUBURN STREET
MERRIFIELD AVENUE
ARLINGTON STREET
APPLETON STREET
OLIVER ROAD
SHATTUCK ROAD
ADAMS AVENUE
SCHOOL STREET
LANGDON AVENUE
HILLSIDE ROAD
SUMMIT ROAD
CLAYPOOL PLACE
ELTON AVENUE
SHORT STREET
CALVIN ROAD
PRENTISS STREET
Off-Street Regulations
Metered Parking, 2-hr limit, 7am-6pm, excluding Sundays & Holidays, $0.50/hr
Metered Parking, 10-hr limit, 7am-6pm, excluding Sundays & Holidays, $0.50/hr
Private Parking
Residential Parking
Permit Parking Only, No day limits
Handicap
Unregulated Parking
Under Construction
On-Street Regulations
Metered Parking, 2-hr time limit, 7am-6pm, excluding Sundays & Holidays, $0.50/hr
1 Hour Parking, Unmetered, No day limits
1 Hour Parking, 7am-7pm, Unmetered, No day limits
30 Minute Parking, Unmetered, No day limits
Private Parking
Residential Parking Only
Loading Zone
Handicap
Unregulated, 2-hour time limit from 7am-7pm (no meters or signage)
0 130 260 520 Feet
N

Parking Inventory: Coolidge Square

Public parking *consists of all metered, time limited, unregulated, handicap, and municipal parking*

Total Parking Spaces

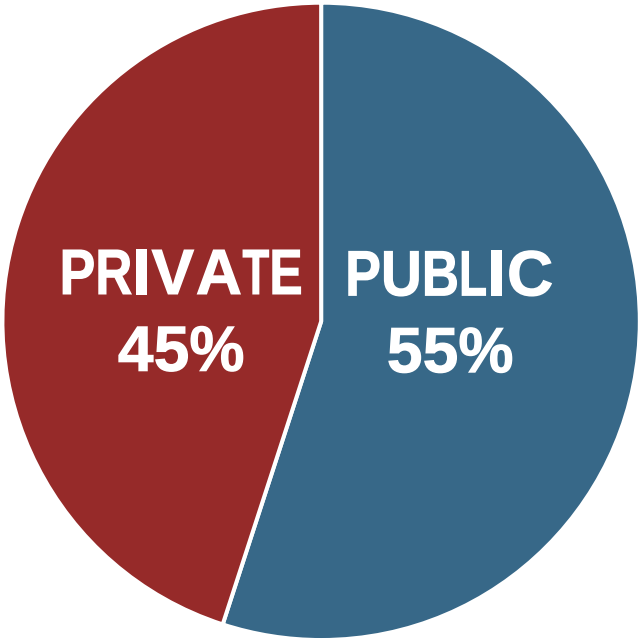
- **1,282**

On-Street Parking Spaces

- **641 total**

Off-Street Parking Spaces

- **641 total**



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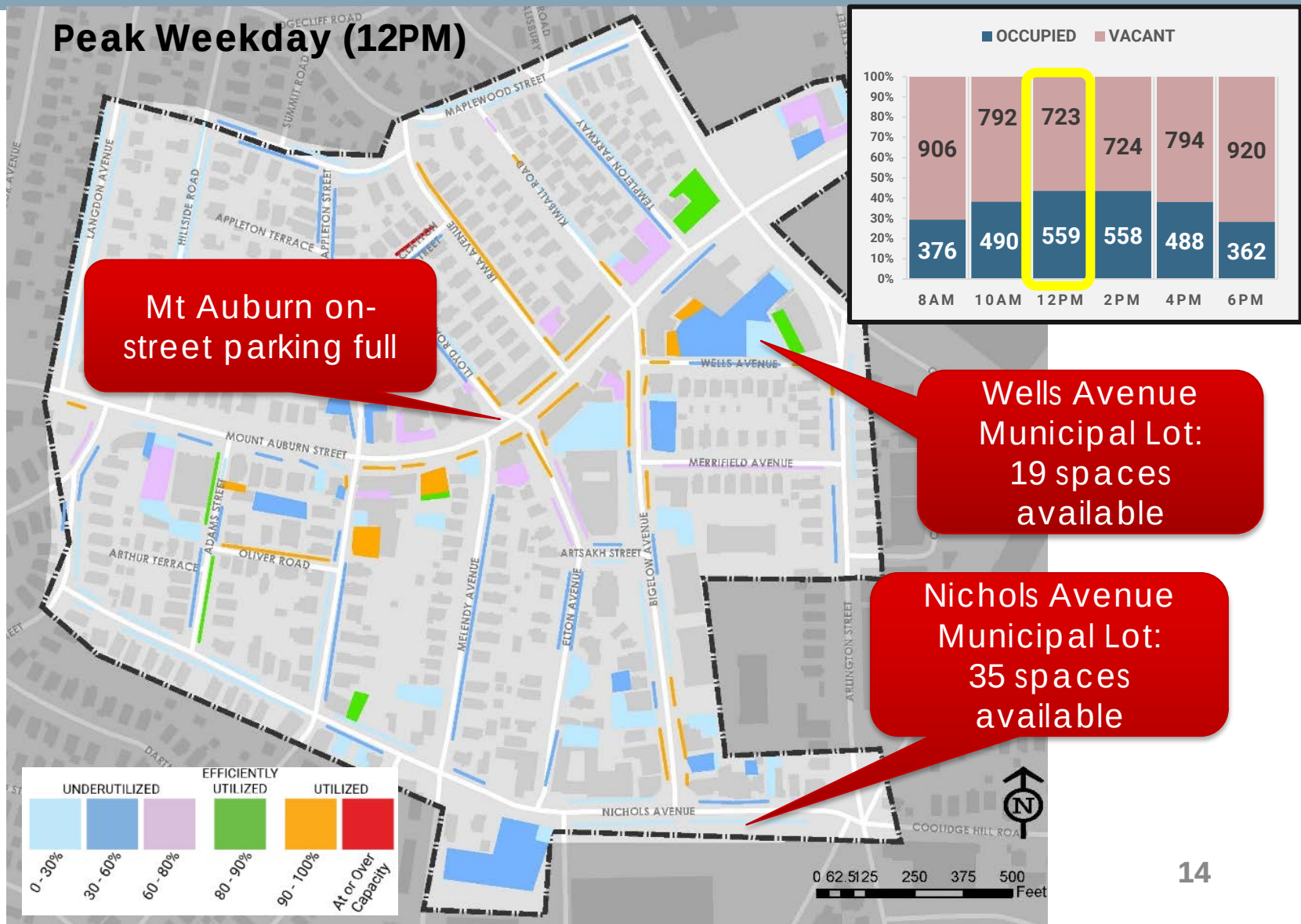
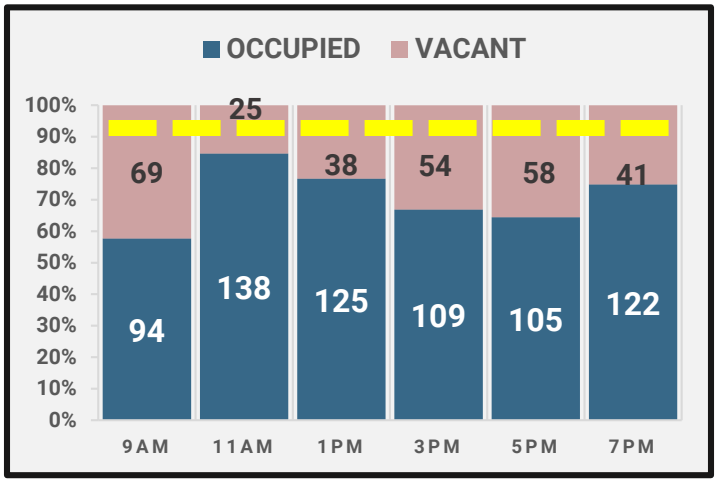
Parking Utilization Findings: Coolidge Square



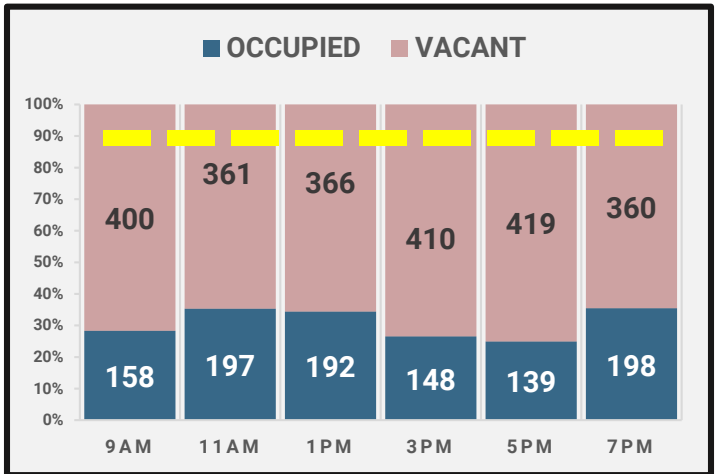
Parking Utilization Findings: Coolidge Square

- Mt Auburn **public on-street parking** spaces are **busy**
  - Over 60-80% full
- **Private, off-street parking** has **availability** all week and never exceeds 40% full

On-street priced parking zone (Weekend)



Private off-street parking: (Weekend)



PUBLIC OUTREACH FINDINGS

Public Outreach Process

Public Engagement Survey, November 6th, 2018

- Give feedback on existing parking conditions

Public Outreach Meeting, January 23rd & 24th, 2019

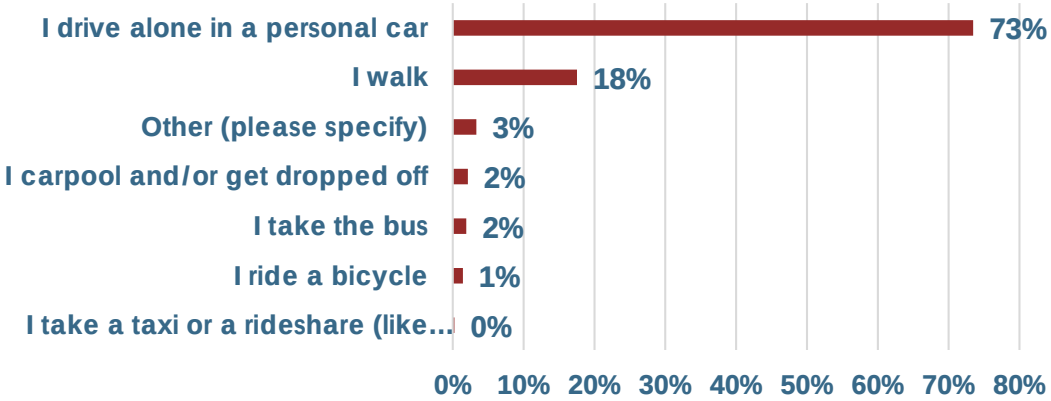
- Map comments on parking issues and opportunities
- Review parking inventory and utilization data
- Give feedback on parking technology options

Draft Strategies Presentation, May 7th, 2019

- Present draft parking management improvement strategies

Public Outreach Key Findings

How do you frequently travel to Coolidge Square?



Watertown Parking Management Plan Survey

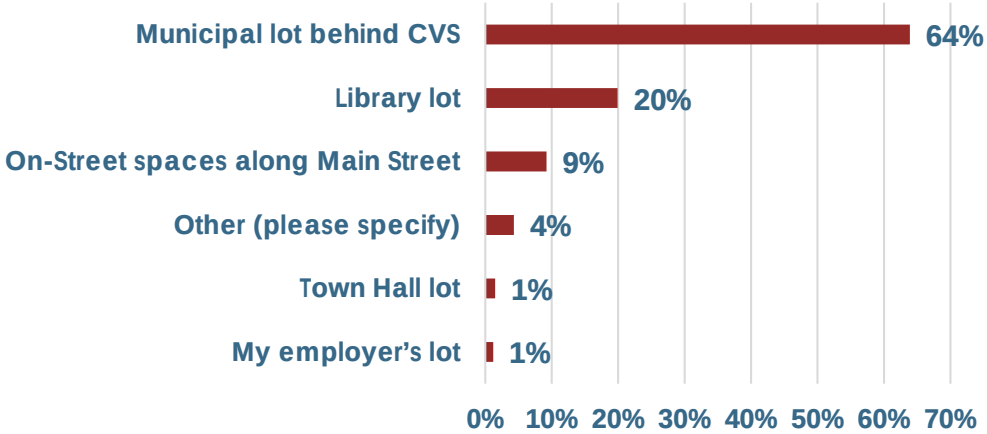
Welcome to the Watertown Parking Management Plan Survey!

The Town of Watertown would like to hear from you! Residents, visitors, wor guests, everyone! Please fill out the Watertown Square and/or Coolidge Squa below to give us your feedback on parking in Watertown Square and Coolidg The survey should only take 5-10 minutes to complete and the answers you p be kept confidential.

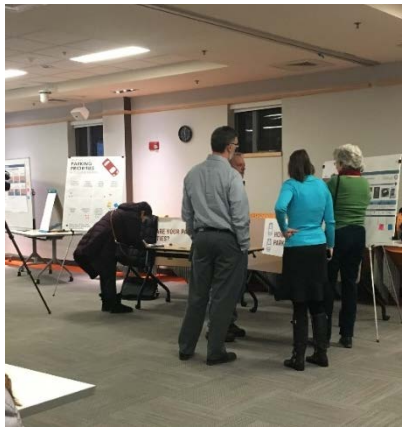
You will have the opportunity to take both surveys. Upon completion of your survey, you will have the option to choose to take the other survey or leave t

Do you want to take the parking survey for Watertown Square

Where do you park most frequently in Watertown Square?



Survey solicited ~1,000 responses



Existing Conditions Key Findings

- Everyone wants to park in the same parking areas closest to stores
- Too many different/confusing regulations
- Parking technology is outdated, creating frustration for users
- Parking is underutilized during peak times
  - Overall parking system is only 50% full
- Current pricing concentrates demand in key locations
- More than half of parking spaces are privately owned and unavailable to the public, despite vacancy at peak times
- Municipal lots are not well connected to storefronts
- Watertown Square local business permit program provides cheap access to prime parking and sells out every quarter
- Coolidge Square local business permit program is not well utilized

DRAFT STRATEGIES

DRAFT STRATEGIES

1. Upgrade Parking Payment Technology
2. Price & Regulate to Manage Parking Demand and Create Availability
3. Consider Re-introducing Parking in Key Areas (off-peak)
4. Strongly Identify Municipal Parking Lots by Branding & Wayfinding
5. Invest in Infrastructure Upgrades to Municipal Parking Lots
6. Improve Wayfinding and Signage
7. Work with Owners of Privately Owned Off-street Lots for Potential Shared Parking Opportunities
8. Re-Direct Employee Parking Demand
9. Reduce Overall Parking Demand by Enhancing Access for Non-Vehicle Modes
10. Adjust Parking & Zoning Standards to Encourage Investment in the Squares

1. Upgrade Parking Payment Technology

WHY DO THIS?

WHAT SHOULD WE DO?

- Existing technology is not user-friendly
- Current meters only take coins
- Permit program is not linked with parking technology

EXISTING METERS

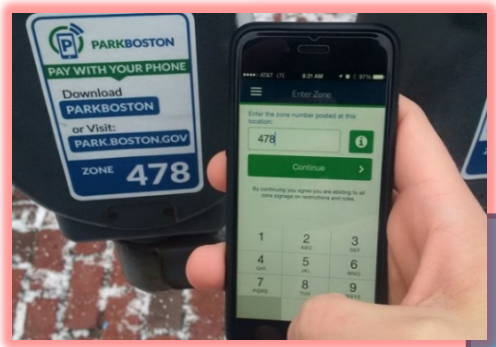
Most of the public stated in the open house that this system is outdated

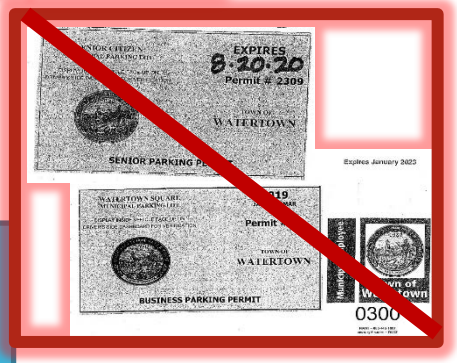
1. Upgrade Parking Payment Technology

WHY DO THIS?

WHAT SHOULD WE DO?

- **Install smart meters**
  - Still accept coins
  - Take credit/debit cards
- **Implement pay-by-phone**
- **Use License Plate Recognition (LPR) for enforcement**





NEW METERS

1. Upgrade Parking Payment Technology

WHAT ARE THE BENEFITS?

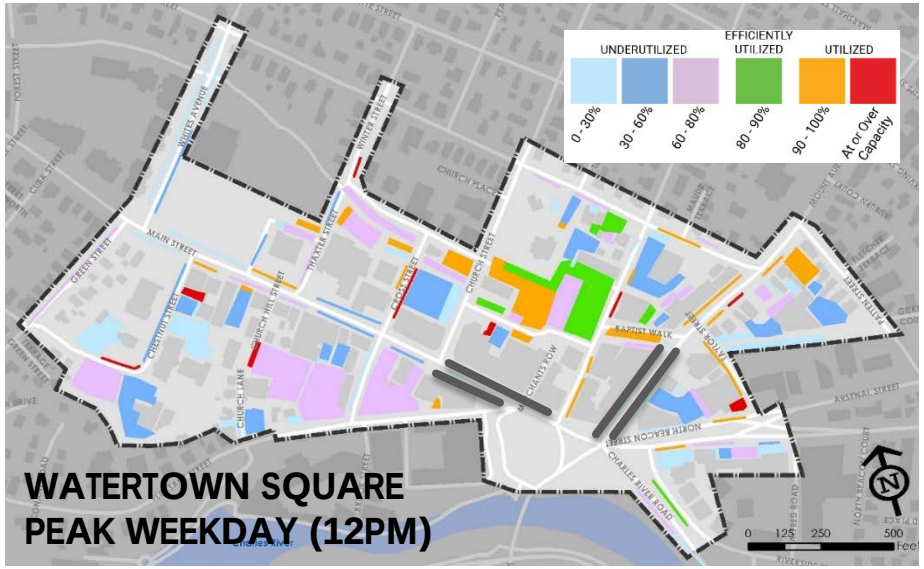
- **Increases payment options** to make parking easier
- Potentially **increases meter payment compliance**
  - 46% of all 2017 parking ticket violations were meter violations
- Integration of smart meters and pay-by-phone data has the ability to **give the Town real-time and historical utilization data**
- Using a Pay-by-Phone application will **increase flexibility and efficiency**
- **License Plate Recognition (LPR) technology allows permit holders to use license plates** instead of dashboard placards

2. Price & Regulate to Manage Parking Demand and Create Availability

WHY DO THIS?

WHAT SHOULD WE DO?

- Existing parking regulations are confusing
- Current pricing does not spread parking demand
- Time limits are not business or customer friendly
- 63% of Watertown Square survey respondents would prefer to park once and walk or bike between destinations
- There is a parking crunch in valuable convenient spaces



Parking in Watertown Square congested on Mt Auburn Street and Watertown Square Municipal Lot

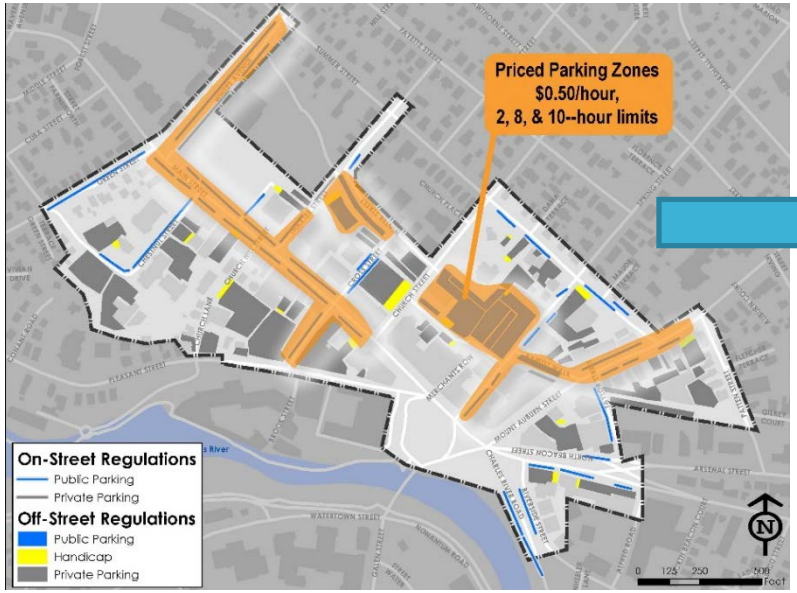
2. Price & Regulate to Manage Parking Demand and Create Availability

WHY DO THIS?

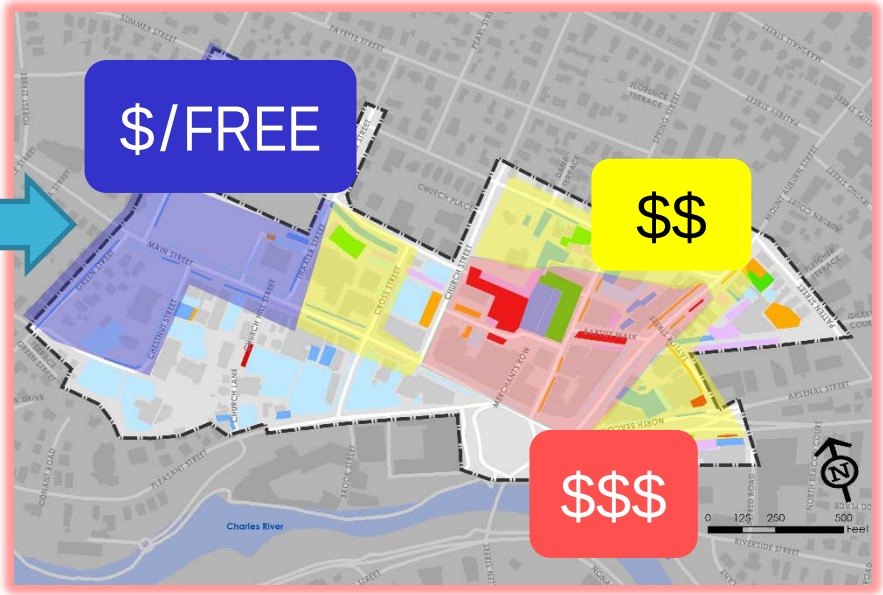
WHAT SHOULD WE DO?

- **Create tiered parking zones in Watertown Square**
  - Match demand and increase availability in key areas

Zone
Existing Priced Parking
Zone 1
Zone 2
Zone 3



EXISTING PRICED ZONES

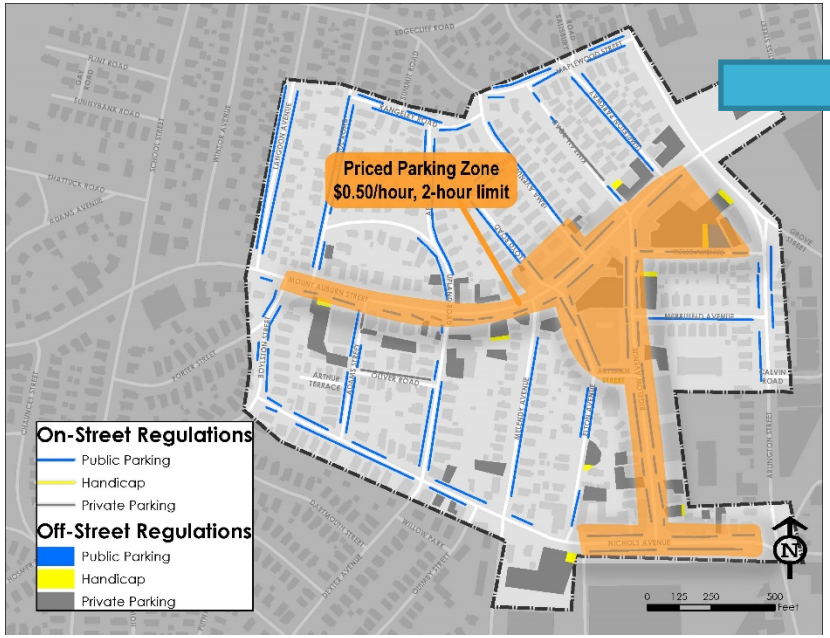


PROPOSED PRICED ZONES

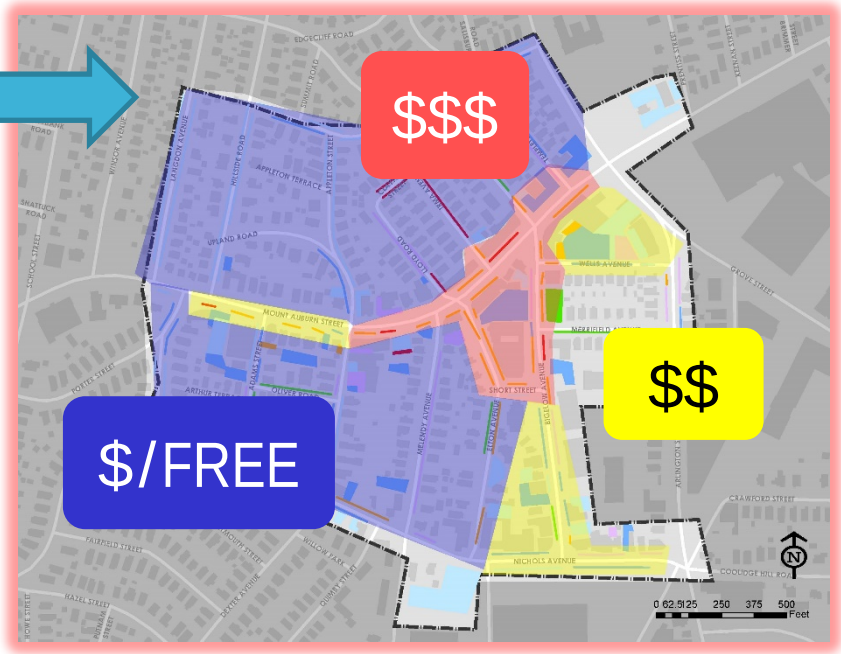
2. Price & Regulate to Manage Parking Demand and Create Availability

- **Create tiered parking zones in Coolidge Square**
  - +60% of survey respondents are willing to park further away to save money
  - Both Squares should provide the opportunity to park for less

Zone
Existing Priced Parking
Zone 1
Zone 2
Zone 3



EXISTING PRICED ZONES



PROPOSED PRICED ZONES

2. Price & Regulate to Manage Parking Demand and Create Availability

WHY DO THIS?

WHAT SHOULD WE DO?

- **Remove time limits from priced parking**
  - Use price to manage demand
- **Re-categorize unregulated on-street parking as "4-hour" time limit**
  - Allow for longer visits to the Squares

On-Street Regulations

- Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, $0.50/hr
- 2 Hour Parking, Unmetered, No day limits
- 1 Hour Parking 7am-7pm, Unmetered, No day limits
- 1 Hour Parking, Unmetered, No Time or Day Limits
- Permit Parking Only, 7am-7pm, excluding Saturday & Sunday
- Permit Parking Only, No time limits
- 30 mins Town Hall Parking, Unmetered, No day limits
- 20 mins Town Hall or Library Parking Only (Coin Meter)
- Unregulated, 2-hour time limit from 7am-7pm (no meters or signage)
- No Parking

4-hour time limit

On-Street Regulations

- Metered Parking, 2-hr time limit, 7am-6pm excluding Sundays & Holidays, $0.50/hr
- 2 Hour Parking, Unmetered, No day limits

Off-Street Regulations

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- Private Parking
- Residential Parking
- Permit Parking Only, 7am-7pm, excluding Saturday & Sunday
- Permit Parking Only, No time limits
- Handicap
- Unregulated Parking
- Emergency Vehicles Only

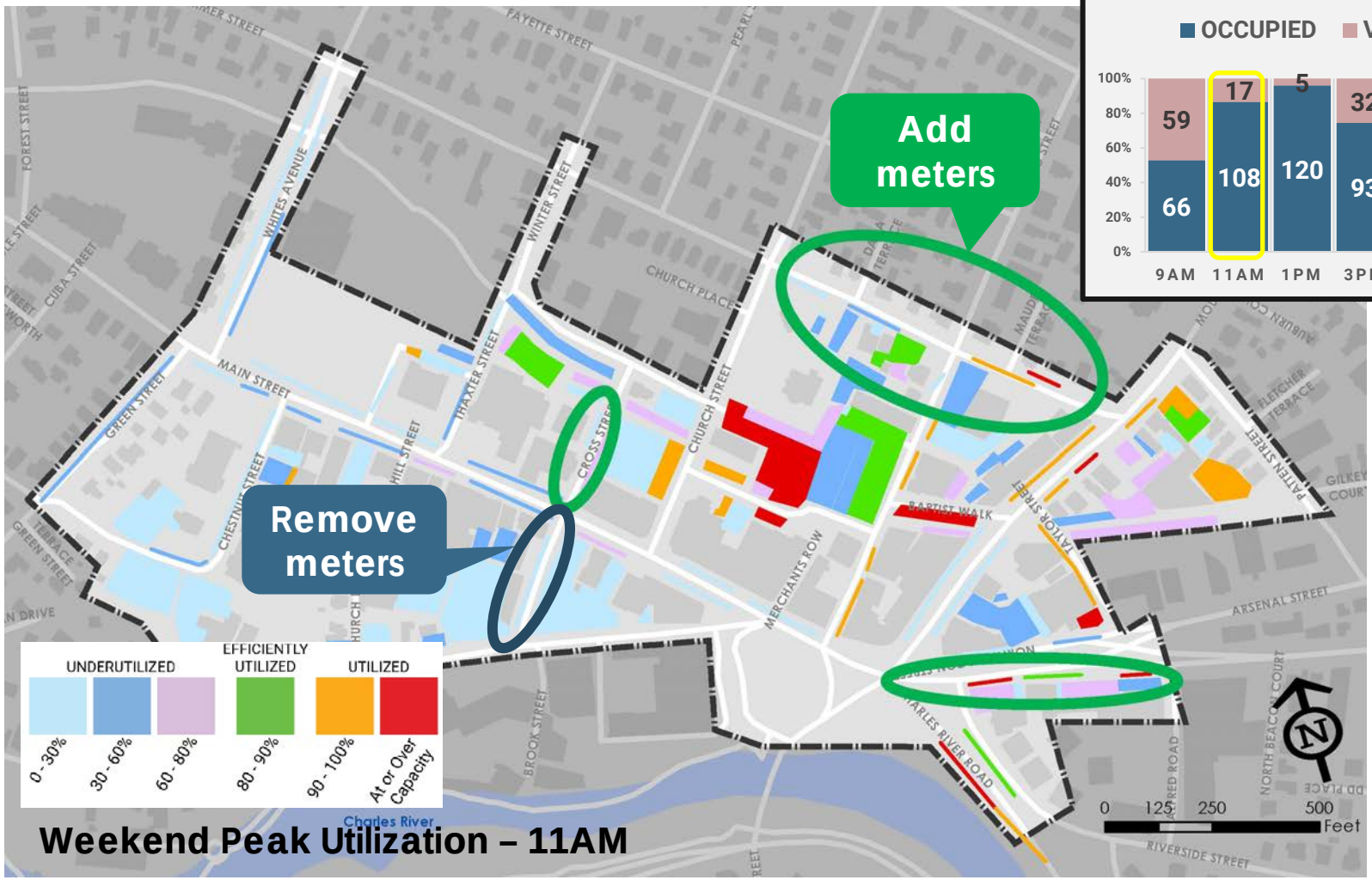
No time limits

2. Price & Regulate to Manage Parking Demand and Create Availability

WHY DO THIS?

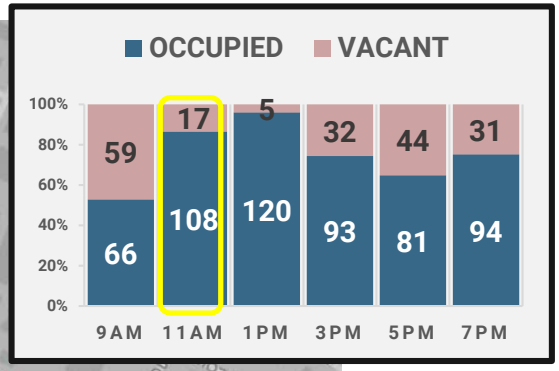
WHAT SHOULD WE DO?

- Proposed changes to priced streets



Weekend Peak Utilization – 11AM

WATERTOWN SQUARE MUNICIPAL LOT 2-HR TIME LIMIT (WEEKEND)



2. Price & Regulate to Manage Parking Demand and Create Availability

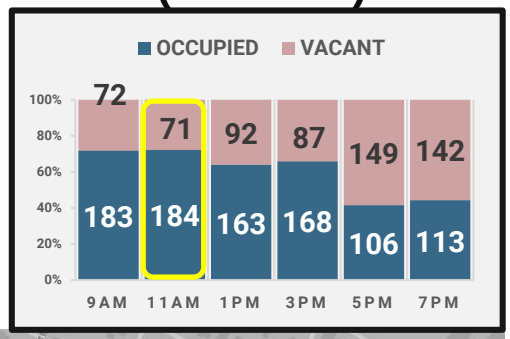
WHY DO THIS?

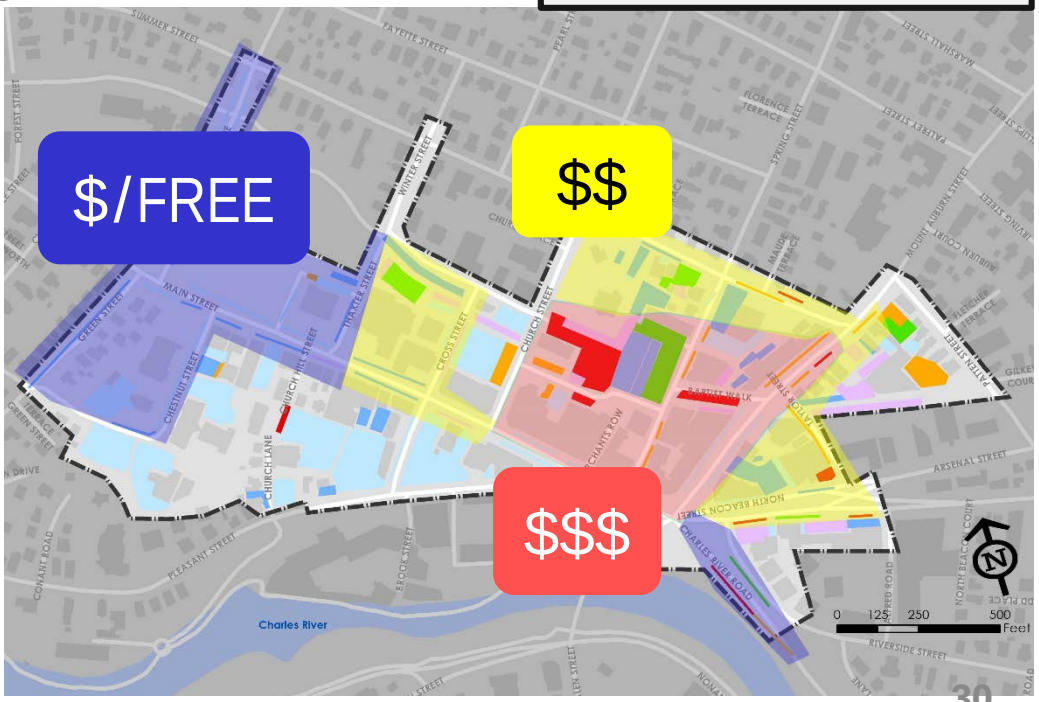
WHAT SHOULD WE DO?

- **Increase prices/begin pricing in "core" parking zones that are consistently fairly full**
  - Reduce parking pressure in prime locations
- **Enhance enforcement in new zones**

Zone	Price
All Metered Parking (Current Price)	$0.50/hr
Zone 1 (Proposed Price)	$1.00/hr
Zone 2 (Proposed Price)	$0.50/hr
Zone 3 (Proposed Price)	Free

PUBLIC ON-STREET (WEEKEND)





Weekend Peak Utilization – 11AM

2. Price & Regulate to Manage Parking Demand and Create Availability

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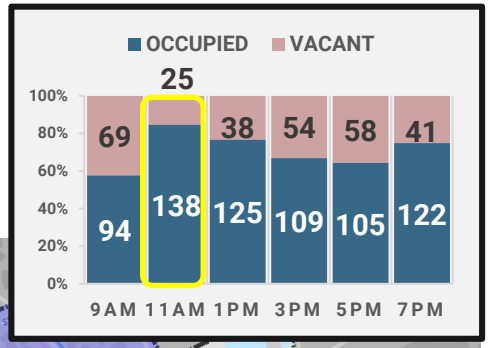
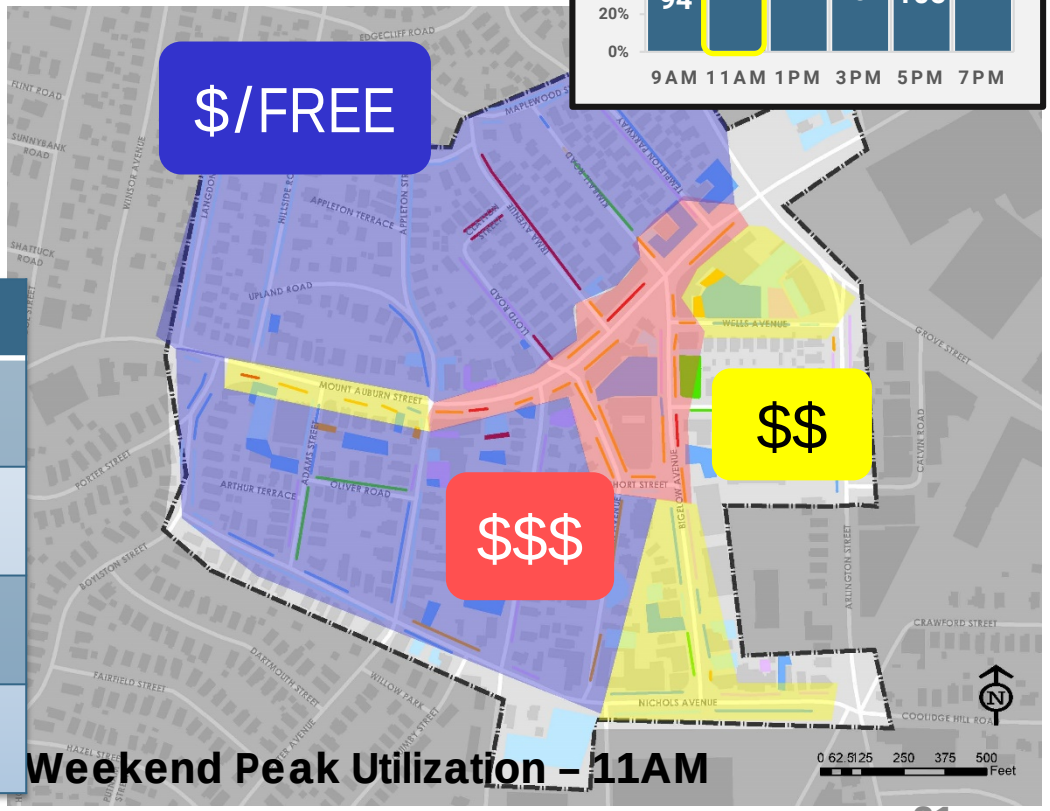
Zone 2 (Proposed Price)	$0.50/hr
Zone 3 (Proposed Price)	Free

ON-STREET PRICED PARKING





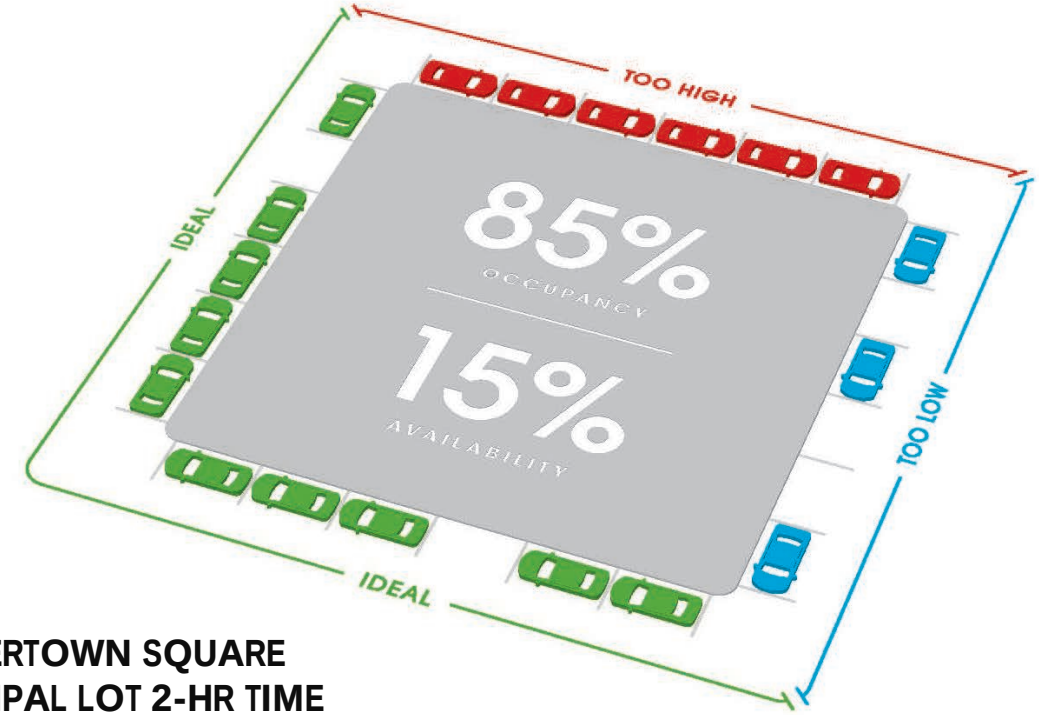
Weekend Peak Utilization – 11AM

2. Price & Regulate to Manage Parking Demand and Create Availability

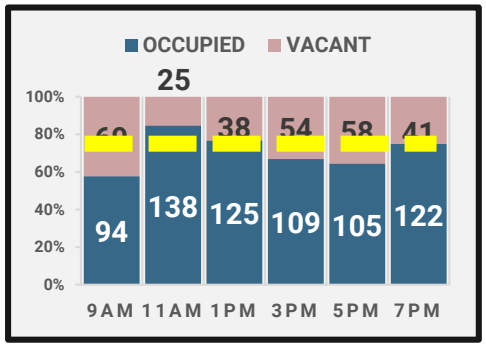
WHY DO THIS?

WHAT SHOULD WE DO?

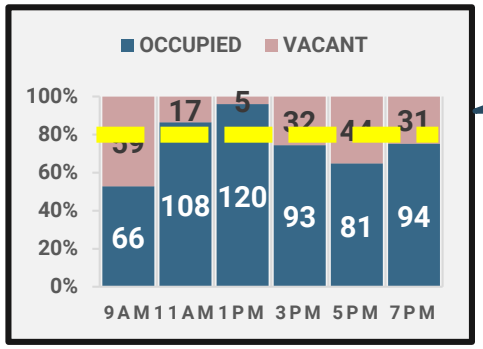
- Establish a baseline parking availability target through tiered parking zones
- Monitor parking demand over time



COOLIDGE SQUARE ON-STREET PRICED PARKING (WEEKEND)



WATERTOWN SQUARE MUNICIPAL LOT 2-HR TIME LIMIT (WEEKEND)



Most popular places to park

2. Price & Regulate to Manage Parking Demand and Create Availability

WHAT ARE THE BENEFITS?

- **Matching price to demand will create availability** in key locations while incentivizing the use of underutilized, less convenient parking
- **Using price, not time limits, allows visitors to the Squares to stay as long as they want** and are willing to pay
- **Increased meter revenue can be used for improvements** such as new sidewalks and pedestrian lighting, ultimately making more remote parking feel closer
- **Improves ADA accessibility** by maintaining availability in key locations
- Setting a target and monitoring utilization allows the **price to be adjusted as demand fluctuates with new development**, travel patterns, pricing, etc.

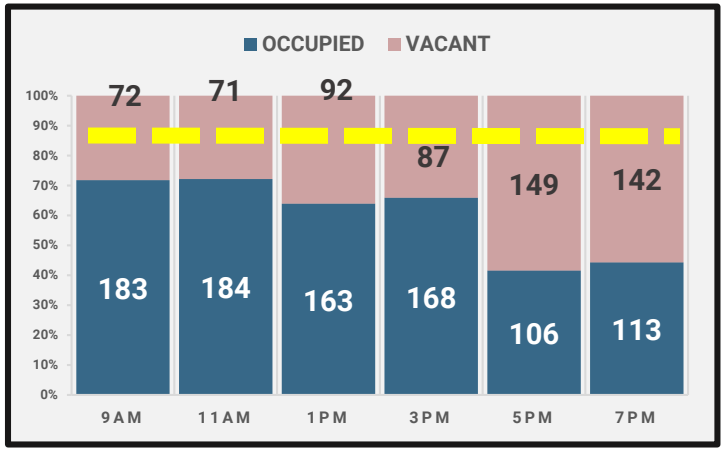
3. Consider Re-introducing Parking in Key Areas (off-peak)

WHY DO THIS?

WHAT SHOULD WE DO?

- Customers are highly influenced by proximity to destination
- Mt Auburn Street and Main Street lack on-street parking
- Current on-street parking is busy in prime locations

PUBLIC ON-STREET (WEEKEND)



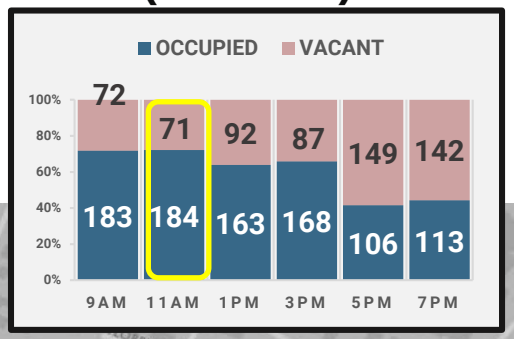
3. Consider Re-introducing Parking in Key Areas (off-peak)

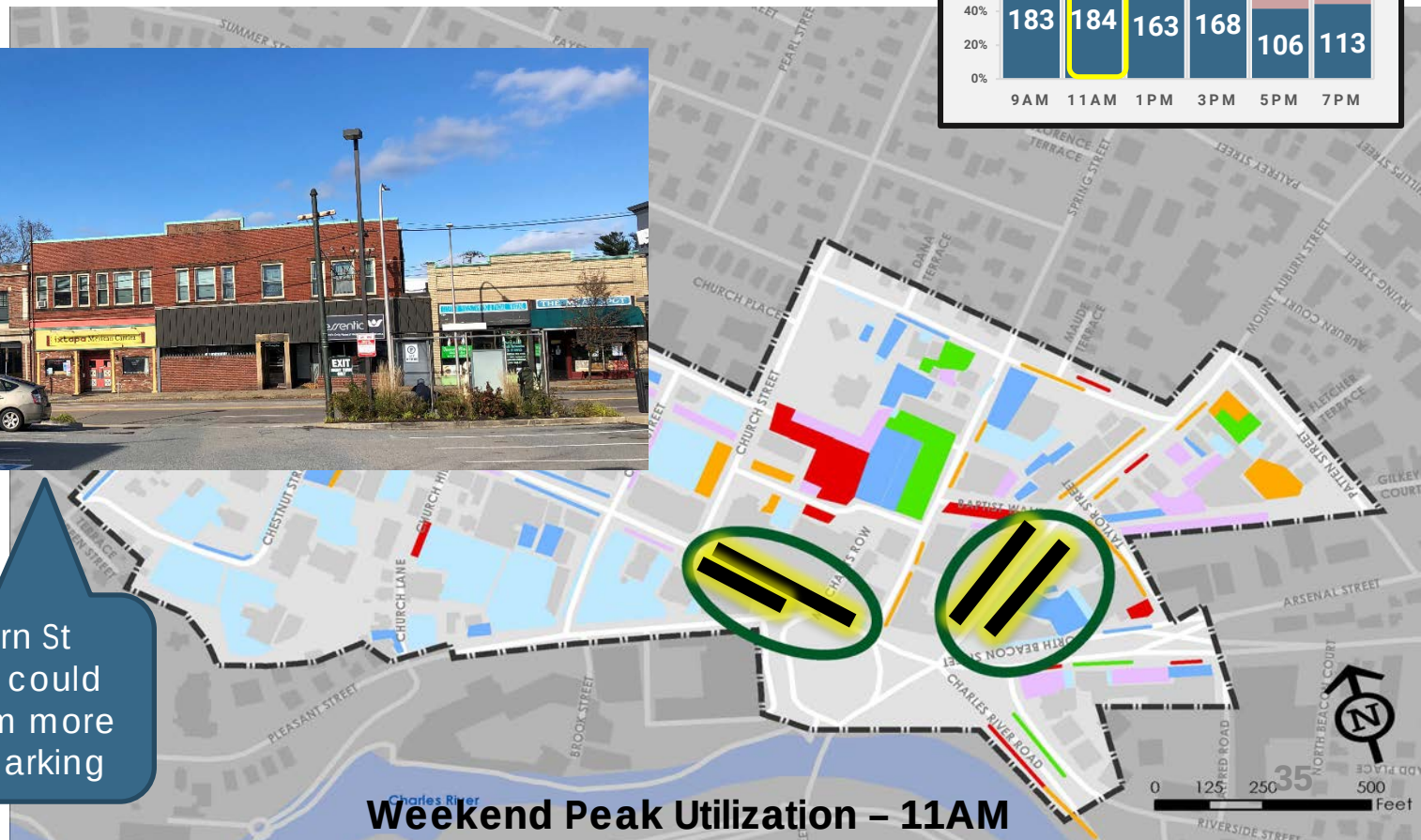
WHY DO THIS?

WHAT SHOULD WE DO?

- **Add parking to Mt Auburn Street and Main Street**
  - Potential to add approximately 65 spaces

PUBLIC ON-STREET (WEEKEND)





Mt Auburn St businesses could benefit from more on-street parking

Weekend Peak Utilization – 11AM

3. Consider Re-introducing Parking in Key Areas (off-peak)

WHAT ARE THE BENEFITS?

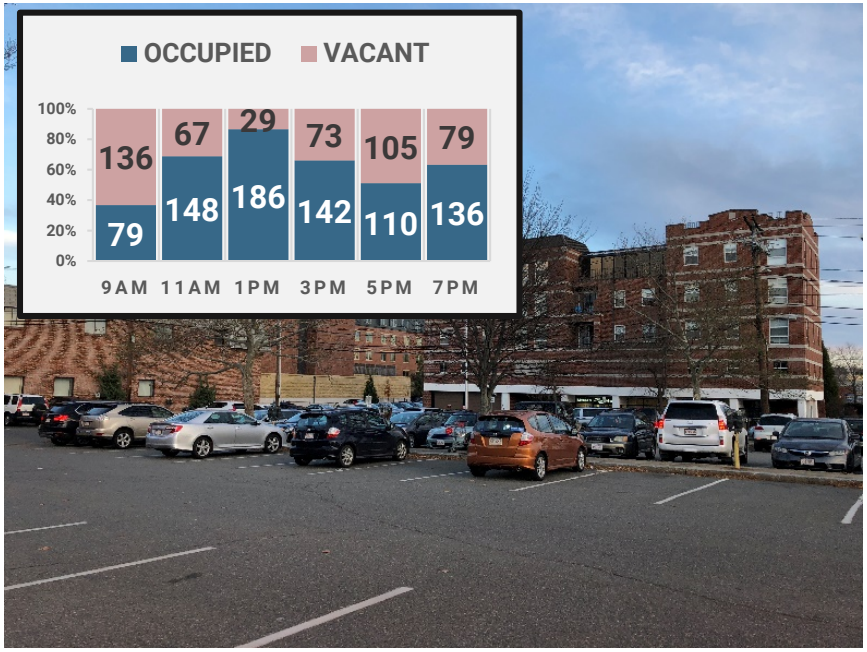
- **Increases convenient parking supply**
- **Reduces parking crunch** in existing popular parking spaces
- **Creates parking directly in front of existing stores**
- Parking **adds protection for pedestrians** and adds to the retail character of these streets
- Offsets the demand for parking in these spaces and **puts customers directly in front of stores**

4. Strongly Identify Municipal Parking Lots by Branding & Wayfinding

WHY DO THIS?

WHAT SHOULD WE DO?

- **Municipal lots are not easily visible**
  - Almost 30% of respondents are not aware that Coolidge Square has public parking
- **Directional signage is inconsistent**
- **There are no official, standardized signs or other identifiers for each public lot**



Watertown Square Municipal Lot (weekend utilization data)

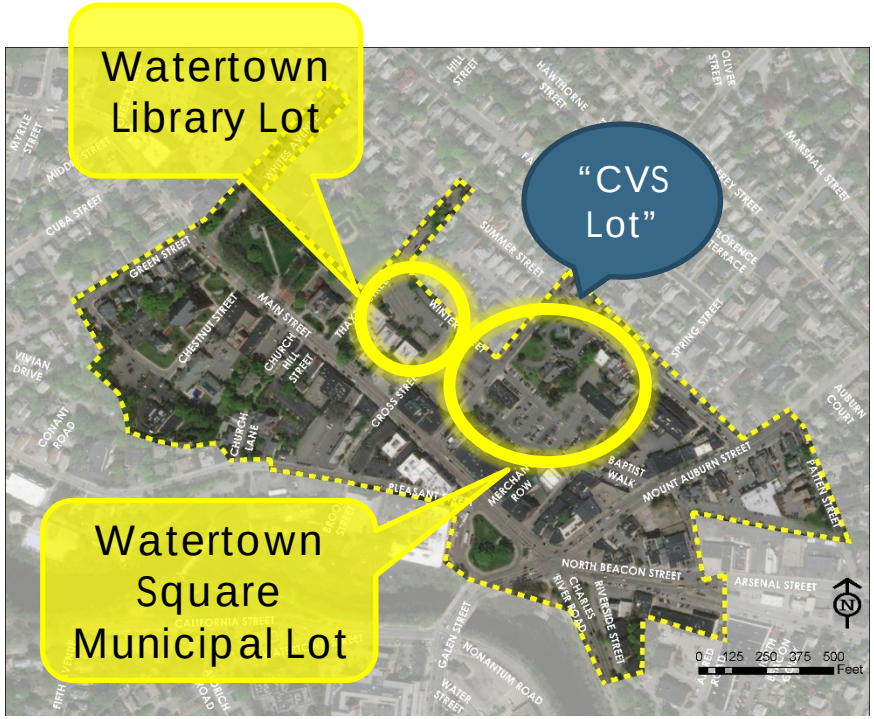
Wells Avenue Municipal Lot (weekend utilization data)

4. Strongly Identify Municipal Parking Lots by Branding & Wayfinding

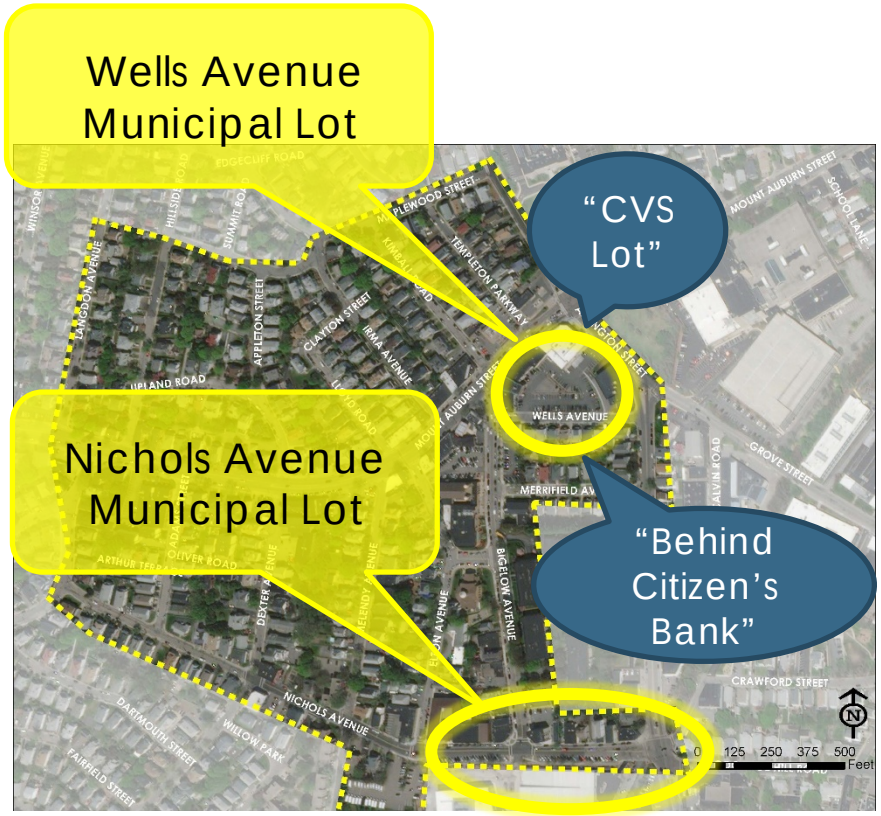
WHY DO THIS?

WHAT SHOULD WE DO?

- **Establish official names for municipal parking lots**



WATERTOWN SQUARE



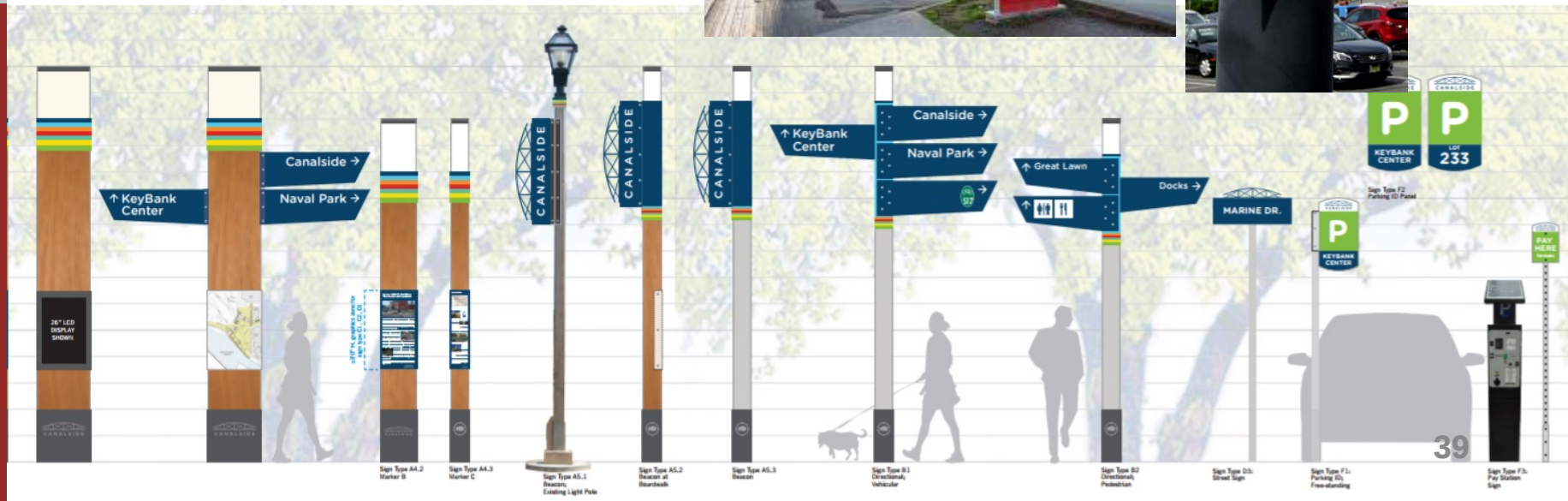
COOLIDGE SQUARE

4. Strongly Identify Municipal Parking Lots by Branding & Wayfinding

WHY DO THIS?

- **Invest in standardized public parking signage**
  - Lot names
  - Directions and walking distances

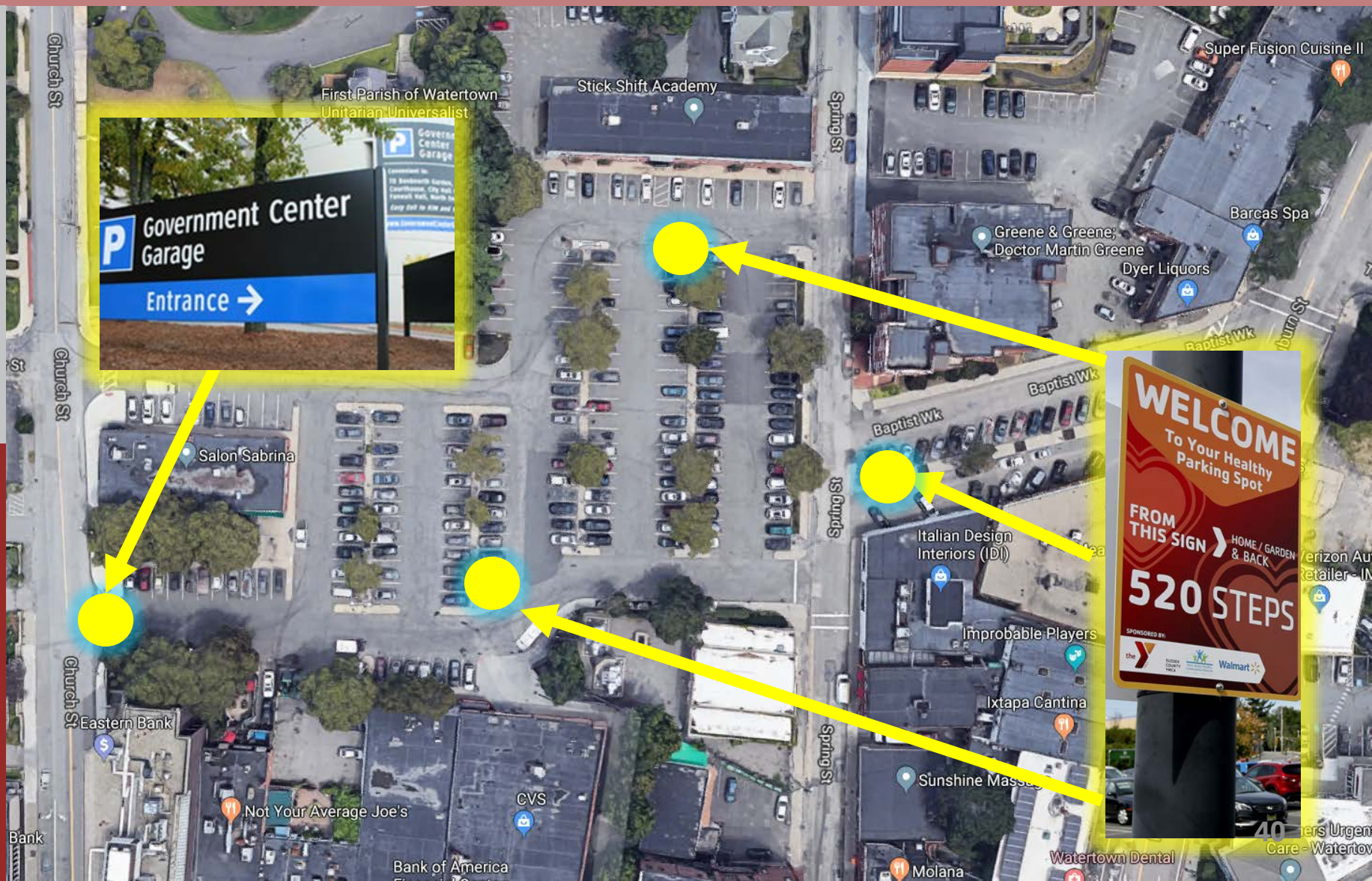
WHAT SHOULD WE DO?



4. Strongly Identify Municipal Parking Lots by Branding & Wayfinding

WHY DO THIS?

WHAT SHOULD WE DO?



4. Strongly Identify Municipal Parking Lots by Branding & Wayfinding

WHY DO THIS?

WHAT SHOULD WE DO?

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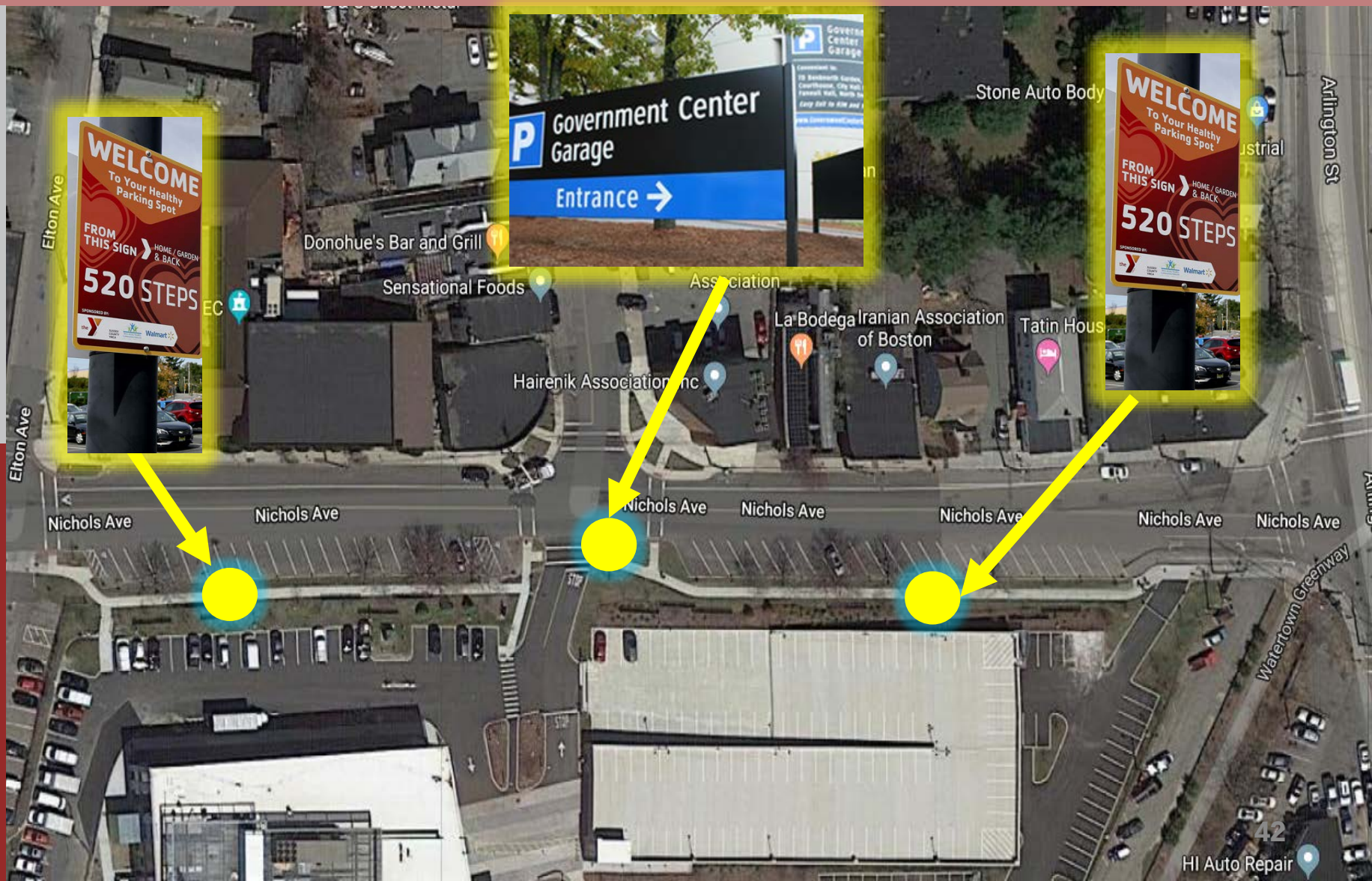
WHY DO THIS?

WHAT SHOULD WE DO?



4. Strongly Identify Municipal Parking Lots by Branding & Wayfinding

WHAT ARE THE BENEFITS?

- Establishing formal names acts as a wayfinding tool for parkers to **find information on municipal parking**
- Enhancing the visibility of these lots will **encourage long-term parkers to use them, leaving on-street parking for short-term visitors** such as customers
- Formal names allow for **common identification and can be plugged into online wayfinding tools**

5. Invest in Infrastructure Upgrades to Municipal Parking Lots

WHY DO THIS?

WHAT SHOULD WE DO?

- Municipal lots lack sidewalks and pedestrian paths
- Municipal lots do not have bicycle parking or accommodations
- Municipal lots are not well lit
- Pedestrian paths in Municipal Lots do not connect to commercial hubs
- Wells Avenue Lot is difficult to access due to one-way streets

Watertown Square Municipal Lot

Wells Avenue Municipal Lot

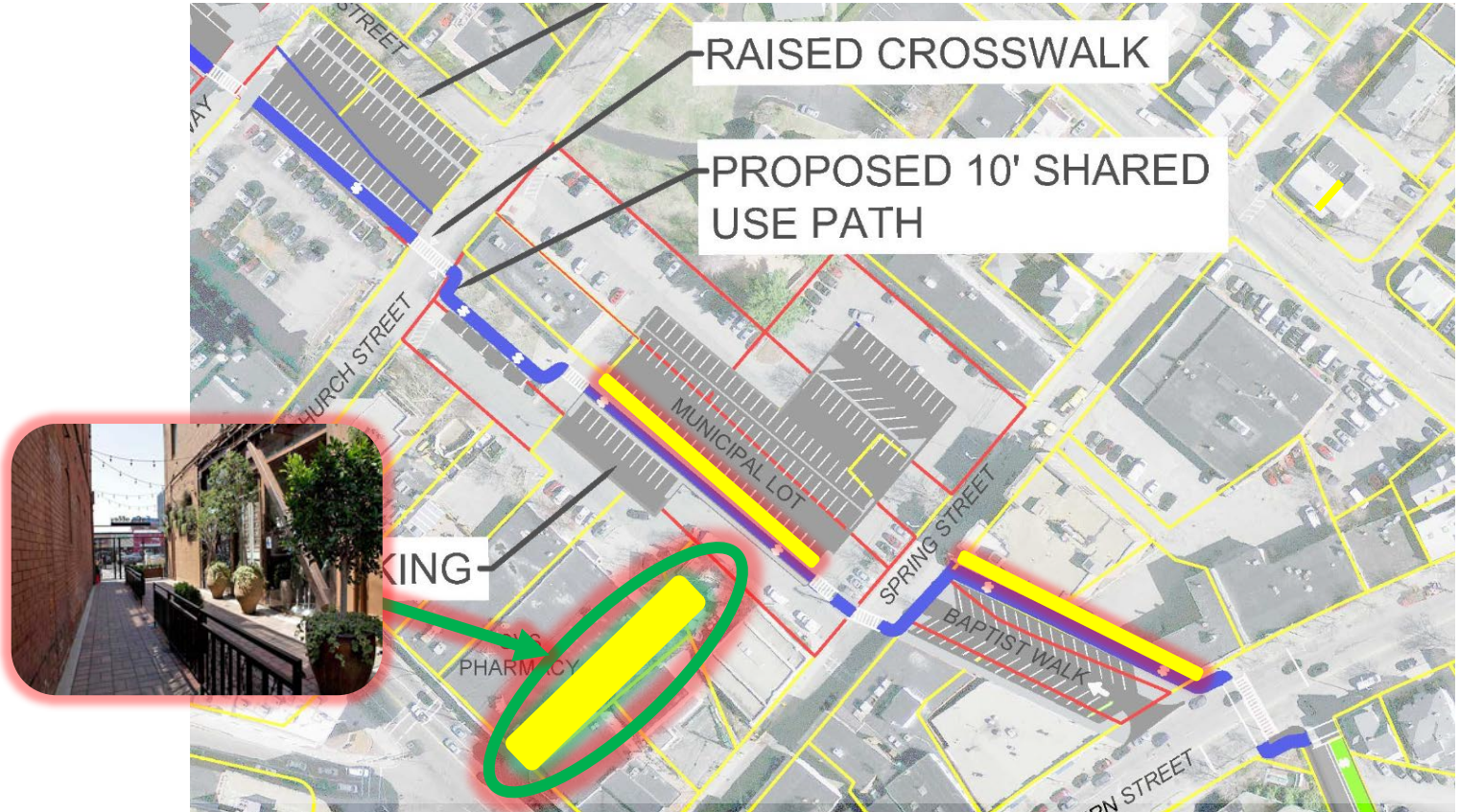
5. Invest in Infrastructure Upgrades to Municipal Parking Lots

WHY DO THIS?

WHAT SHOULD WE DO?

- **Improve pedestrian paths, bicycle facilities, and lighting in Municipal Lots**
- **Integrate the Community Path with the Watertown Square Municipal Lot upgrades**

= New sidewalk
= Pedestrian path

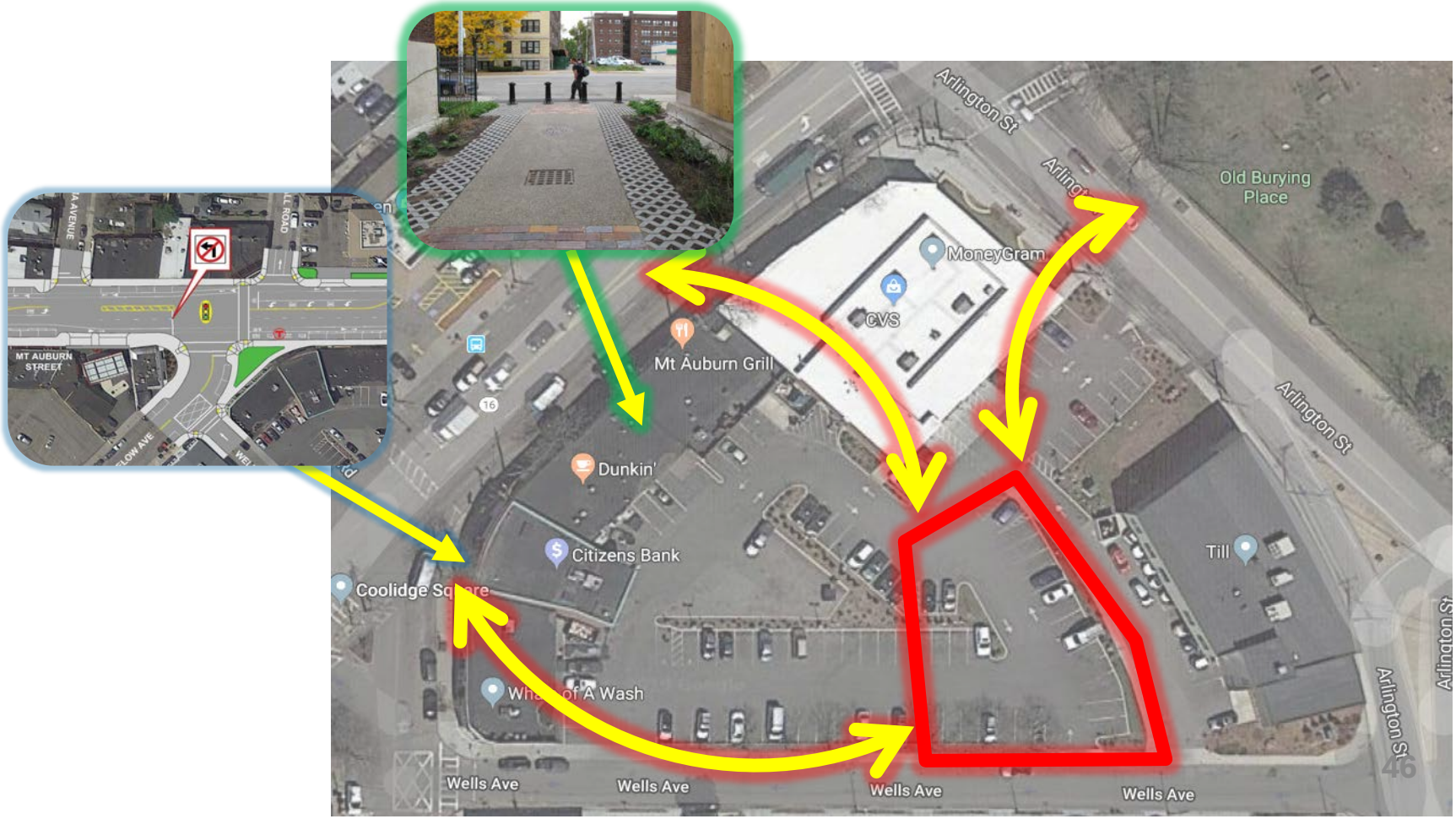


5. Invest in Infrastructure Upgrades to Municipal Parking Lots

WHY DO THIS?

WHAT SHOULD WE DO?

- **Connect the Wells Avenue Municipal Lot to Coolidge Square with sidewalks and signage**

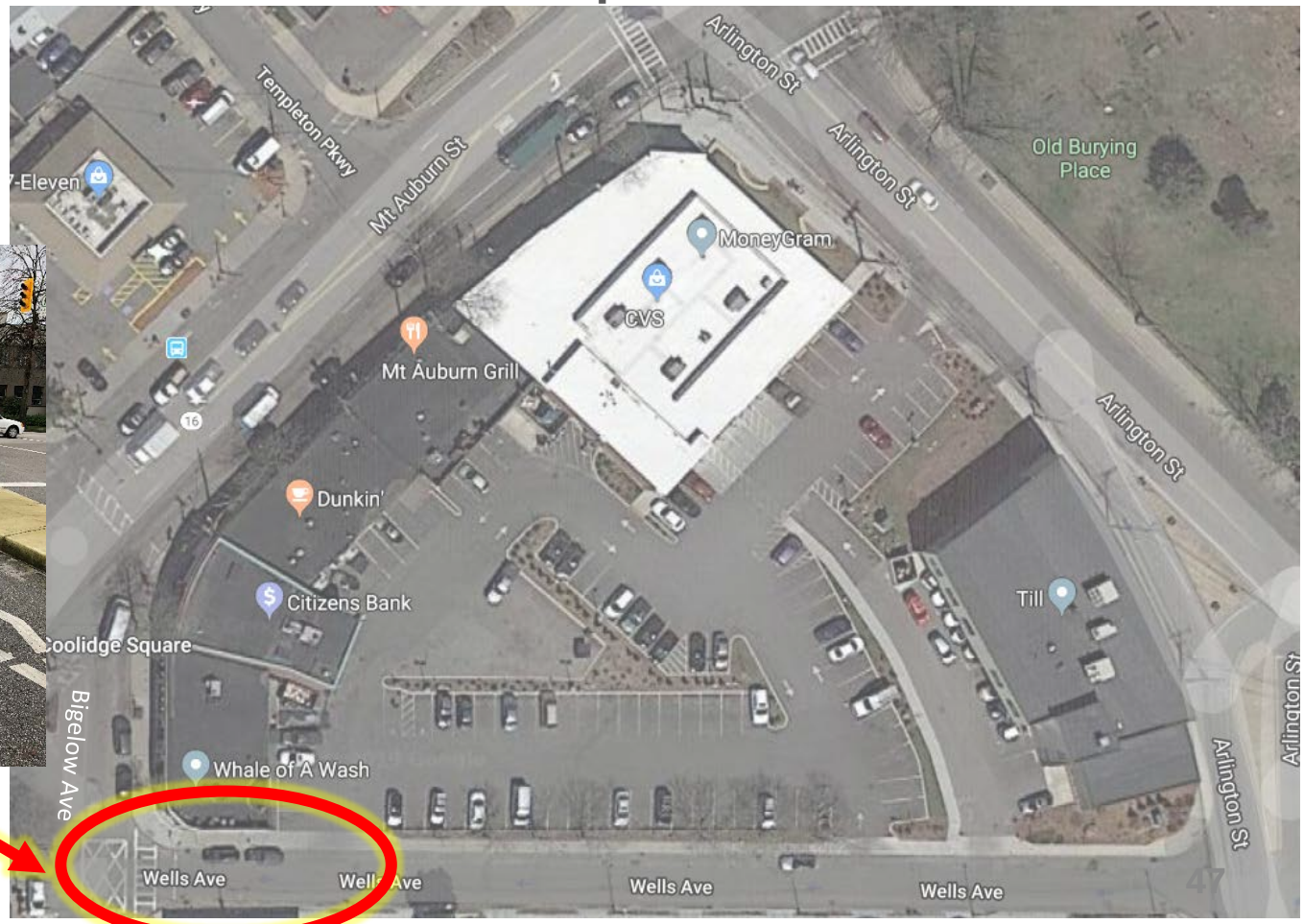


5. Invest in Infrastructure Upgrades to Municipal Parking Lots

WHY DO THIS?

WHAT SHOULD WE DO?

- **Consider changing the directionality of Wells Avenue to allow for easier access to the Wells Avenue Municipal lot**

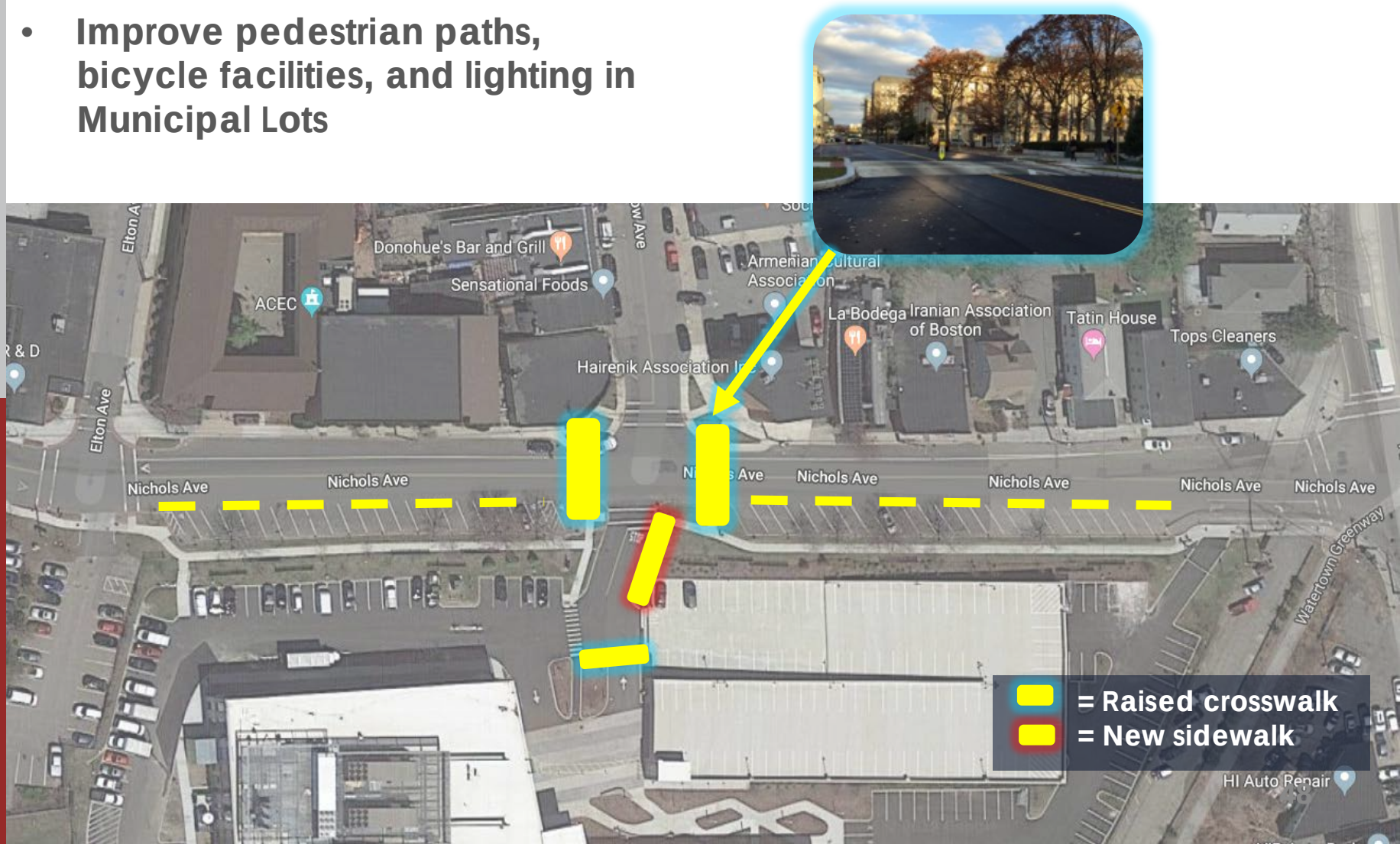


5. Invest in Infrastructure Upgrades to Municipal Parking Lots

WHY DO THIS?

WHAT SHOULD WE DO?

- **Improve pedestrian paths, bicycle facilities, and lighting in Municipal Lots**



5. Invest in Infrastructure Upgrades to Municipal Parking Lots

WHAT ARE THE BENEFITS?

- Infrastructure improvements in municipal parking will make it **more comfortable and easy for people to park in these lots**, **opening up parking spaces in current prime locations** such as Mt Auburn Street in Coolidge Square for customers

- Improving linkages for people walking to municipal lots **helps walking distances feel shorter**

- Providing bicycle parking, particularly secure, long-term parking, **helps to encourage people to ride their bikes to the squares instead of drive, thus freeing up parking**

- **Two-way streets reduce circuitous driving and "circling**," making it easier to reach a destination such as the Wells Avenue lot

- Adding clear, distinct pedestrian paths/sidewalks in municipal lots **improves safety, reduces conflicts, and directs pedestrians to the business district**

6. Improve Wayfinding and Signage

WHY DO THIS?

WHAT SHOULD WE DO?

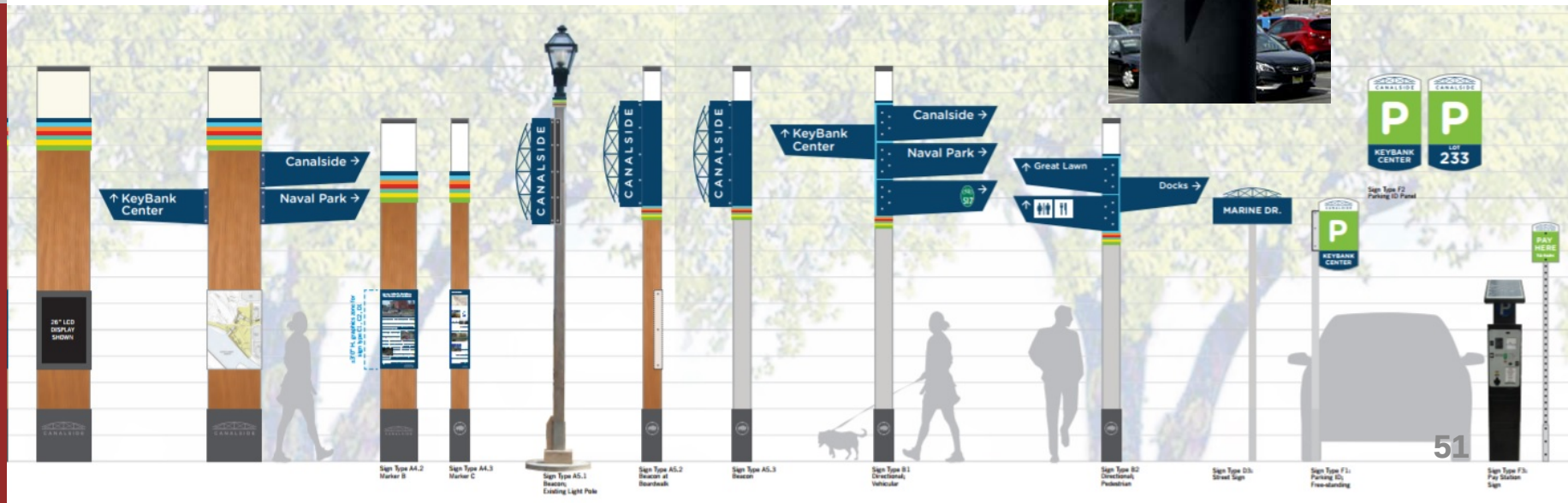
- **Drivers are unaware of less-used parking locations**
- **There is no easy way to walk between lots and destinations**
- **Prime parking areas are overwhelming for drivers**
  - 55% of Coolidge Square drivers say they have left because they were unable to find parking
- **Wells Avenue Municipal Lot is difficult to access from Mt. Auburn Street**

6. Improve Wayfinding and Signage

WHY DO THIS?

- Install standardized public parking signs that are directional and provide estimated walking distances and times

WHAT SHOULD WE DO?

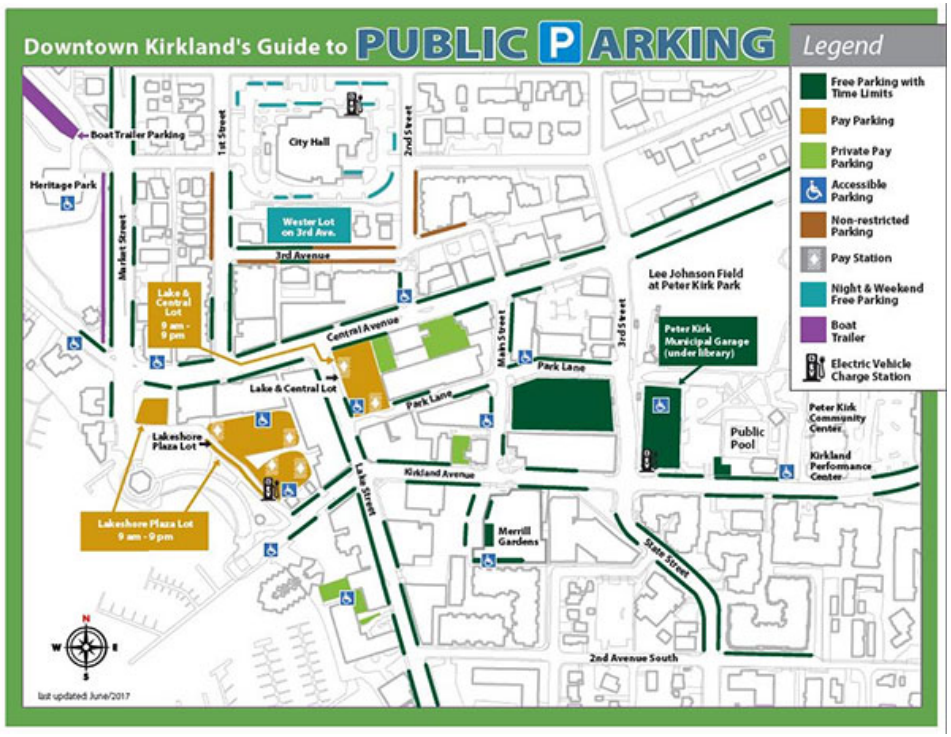


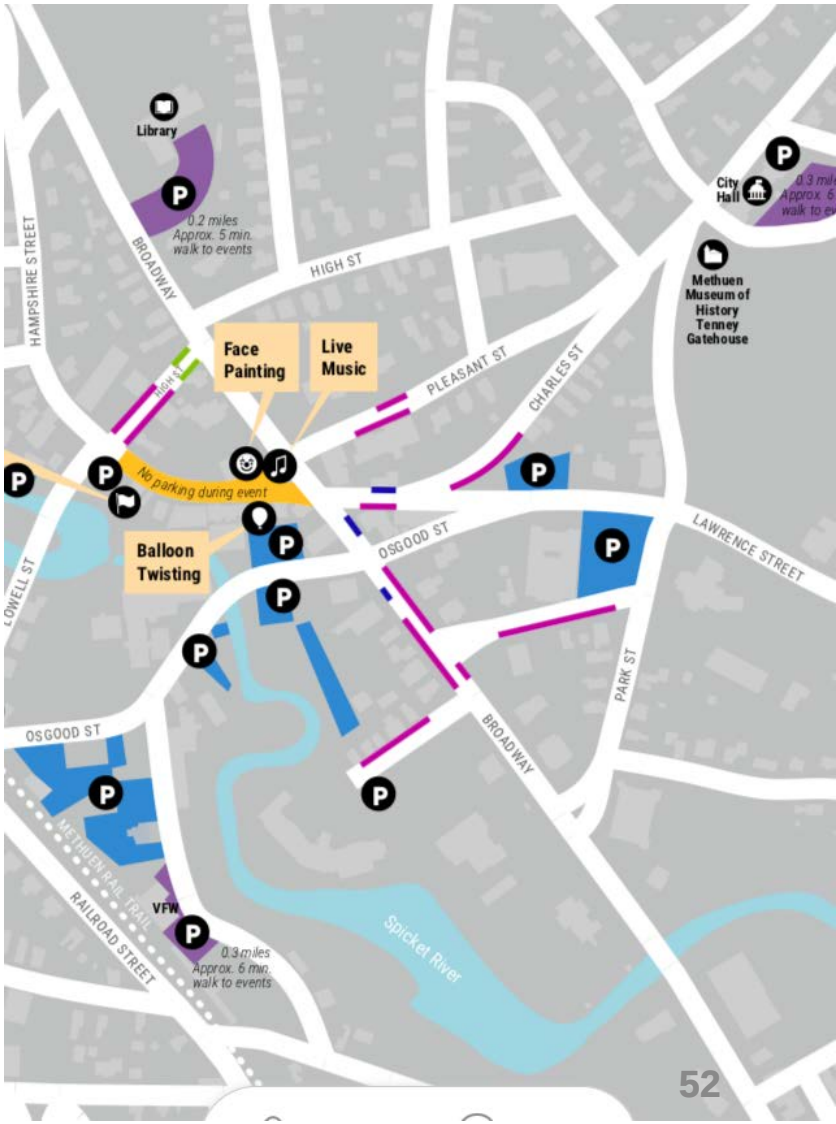
6. Improve Wayfinding and Signage

WHY DO THIS?

WHAT SHOULD WE DO?

- **Publish a user-friendly parking map on the Town website**
  - Delineate parking locations and regulations in a public-friendly format



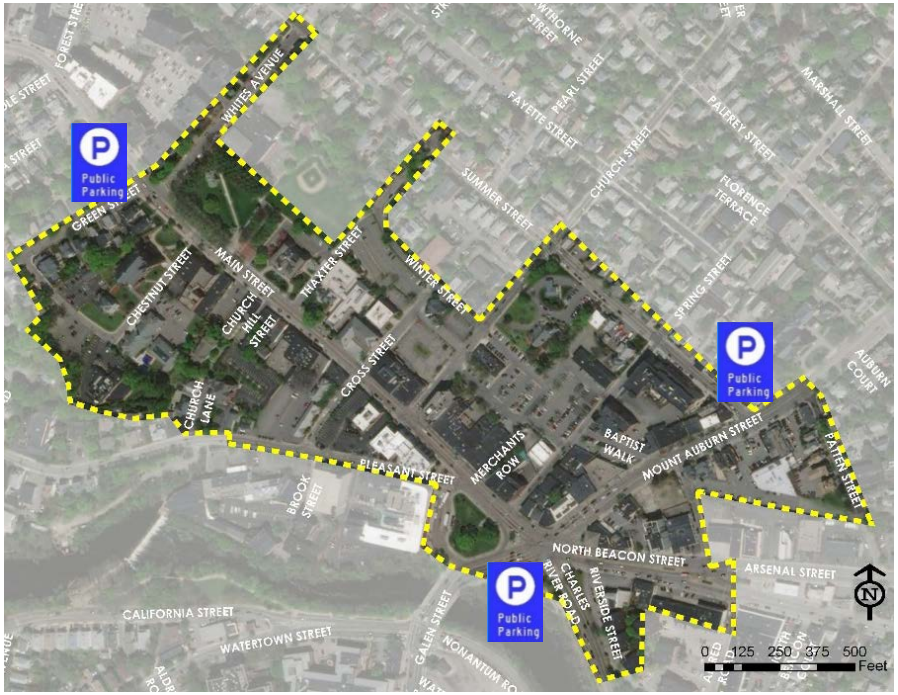


6. Improve Wayfinding and Signage

WHY DO THIS?

WHAT SHOULD WE DO?

- Add signs to direct drivers to underutilized lots and on-street spaces
- "Intercept" signage will direct people to parking resources and cut down on traffic in the Square
- Work with private landowners to create standardized signage



Example: Watertown Square

6. Improve Wayfinding and Signage

WHAT ARE THE BENEFITS?

- Wayfinding signage **encourages people to use parking that meets their needs, such as helping long-term parkers find remote lots**. This will free up "core" parking for customers / visitors

- **Helps Square visitors return to their vehicles**

- A **parking map describes available parking resources and helps visitors easily find the right parking**. Informative labeling on meters/parking technology also provides guidance to those visiting the Squares

- **Intercepts vehicle traffic before it reaches core areas in both Squares**. This type of signage will direct people to parking resources that are less easy to find (i.e. Wells Lot) and cuts down on traffic in the Square

- The **Town can offer standardized signage to private landowners as a voluntary program**, who otherwise may not be able to place signs on the sidewalk or public way

7. Work with Owners of Privately Owned Off-street Lots for Potential Shared Parking Opportunities

WHY DO THIS?

WHAT SHOULD WE DO?

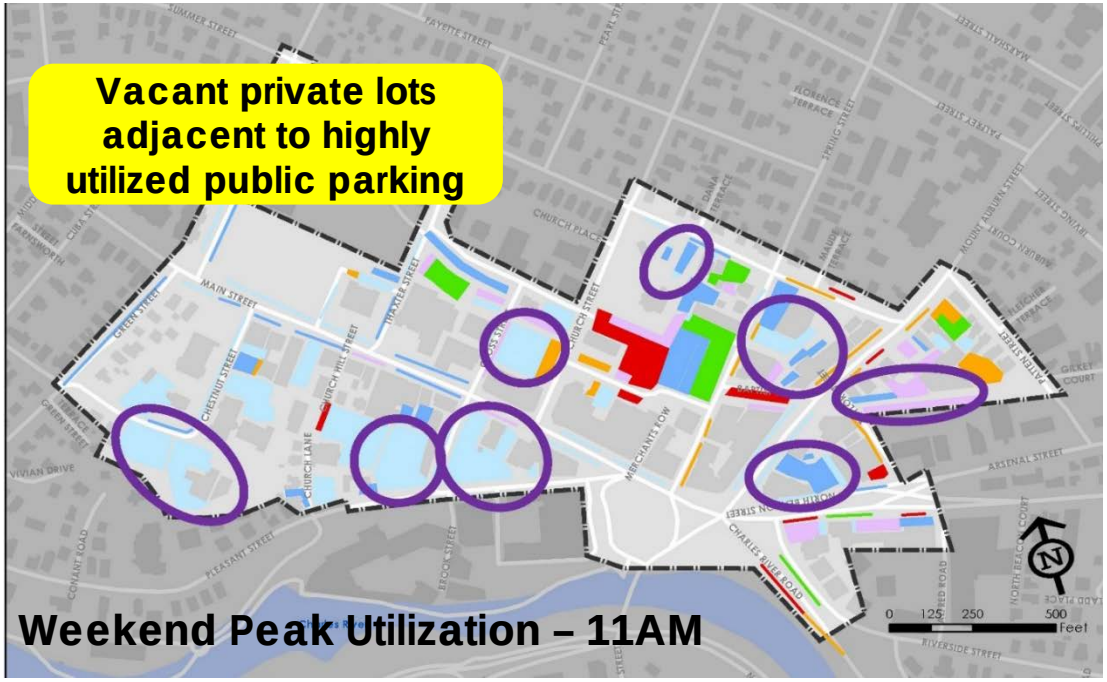
- Private parking is underutilized during peak hours
- Many private lots are empty at the same time that restaurants are at peak demand
- There are few incentives to share parking
- There is no seamless shared parking program

7. Work with Owners of Privately Owned Off-street Lots for Potential Shared Parking Opportunities

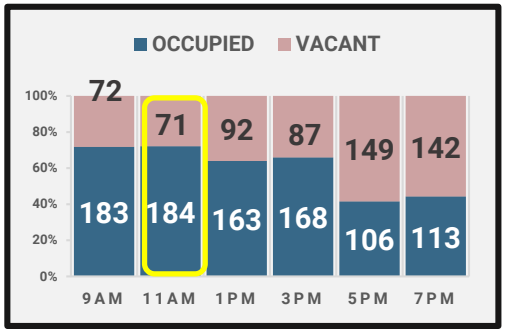
WHY DO THIS?

WHAT SHOULD WE DO?

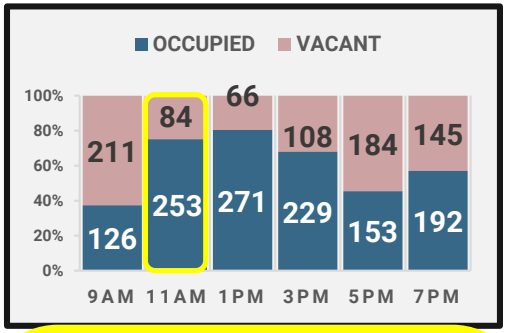
- **Identify opportunities for shared parking in underutilized private lots**
- **Pursue shared parking agreements with private owners**
  - Consider a pilot project to open private parking for public use



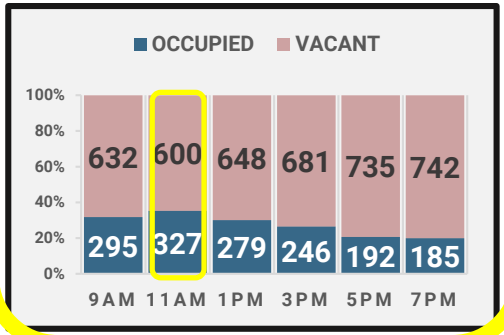
PUBLIC ON-STREET



PUBLIC OFF-STREET



PRIVATE OFF-STREET



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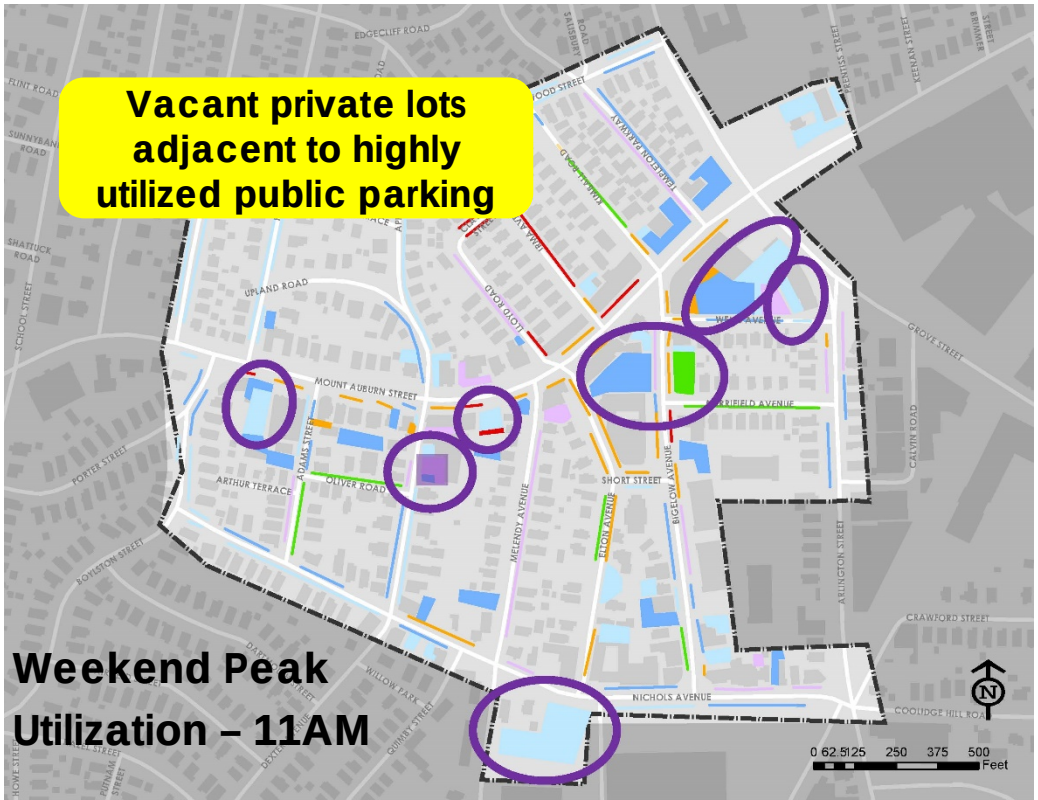
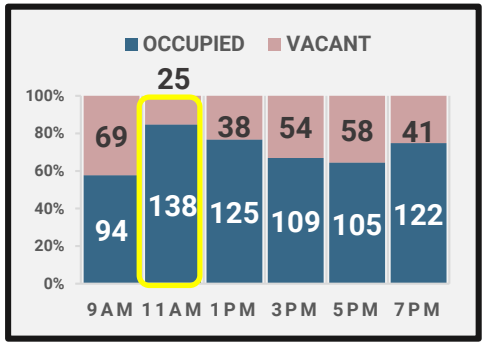
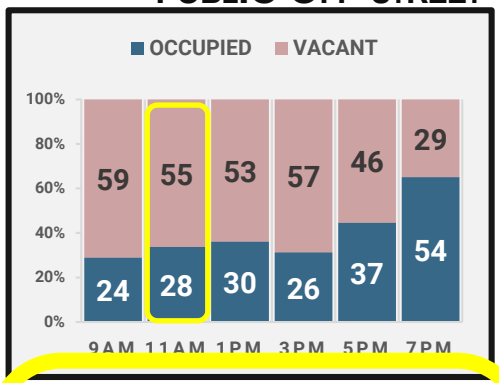


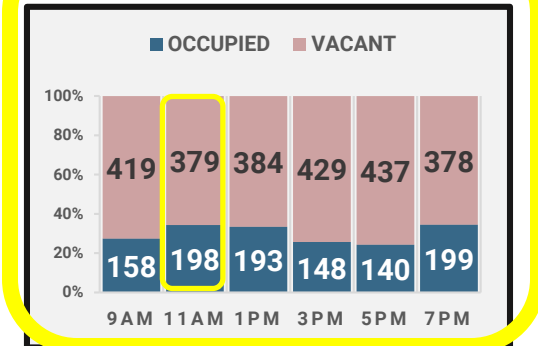
ON-STREET PRICED PARKING



PUBLIC OFF-STREET



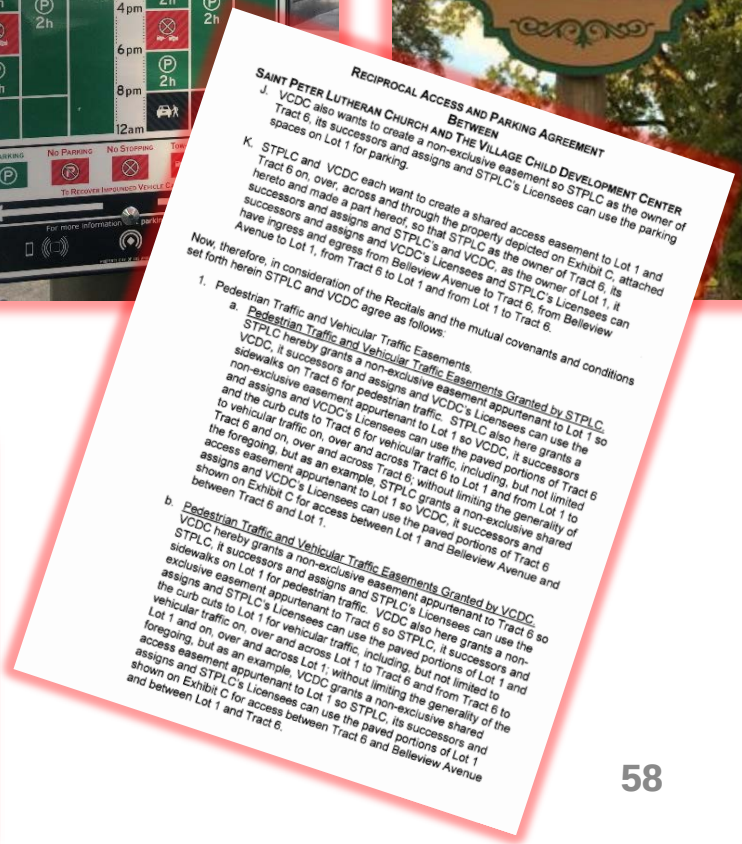
PRIVATE OFF-STREET



7. Work with Owners of Privately Owned Off-street Lots for Potential Shared Parking Opportunities

WHY DO THIS?

- **Provide public incentives for private lot owners to encourage sharing, such as:**
  - Snow clearance
  - Shared metered revenue
  - Signage
- **Keep sample agreements on file at Town hall**



RECIPROCAL ACCESS AND PARKING AGREEMENT BETWEEN SAINT PETER LUTHERAN CHURCH AND THE VILLAGE CHILD DEVELOPMENT CENTER

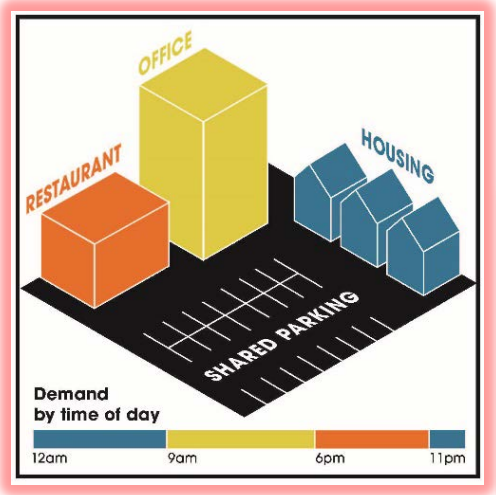
J. VCDC also wants to create a non-exclusive easement so STPLC as the owner of Tract 6, its successors and assigns and STPLC's Licensees can use the parking spaces on Lot 1 for parking.

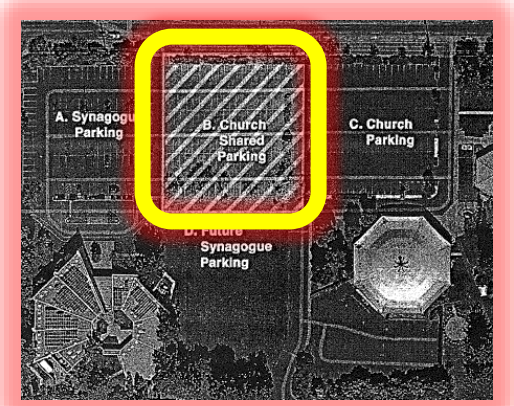
K. STPLC and VCDC each want to create a shared access easement to Lot 1 and Tract 6 on, over, across and through the property depicted on Exhibit C, attached hereto and made a part hereof, so that STPLC as the owner of Tract 6, its successors and assigns and STPLC's and VCDC as the owner of Lot 1, it successors and assigns and VCDC's Licensees and STPLC's Licensees can have ingress and egress from Belieview Avenue to Tract 6, from Belieview Avenue to Lot 1, from Tract 6 to Lot 1 and from Lot 1 to Tract 6.

Now, therefore, in consideration of the Recitals and the mutual covenants and conditions set forth herein STPLC and VCDC agree as follows:

1. Pedestrian Traffic and Vehicular Traffic Easements.
   a. Pedestrian Traffic and Vehicular Traffic Easements Granted by STPLC. STPLC hereby grants a non-exclusive easement appurtenant to Lot 1 so VCDC, it successors and assigns and VCDC's Licensees can use the paved portions of Tract 6 sidewalks on Tract 6 for pedestrian traffic. STPLC also here grants a non-exclusive easement appurtenant to Lot 1 so VCDC, it successors and assigns and VCDC's Licensees can use the paved portions of Tract 6 and the curb cuts to Tract 6 for vehicular traffic, including, but not limited to vehicular traffic on, over and across Tract 6, without limiting the generality of the foregoing, but as an example, STPLC grants a non-exclusive shared access easement appurtenant to Lot 1 so VCDC, it successors and assigns and VCDC's Licensees can use the paved portions of Tract 6 shown on Exhibit C for access between Lot 1 and Belieview Avenue and between Tract 6 and Lot 1.
   b. Pedestrian Traffic and Vehicular Traffic Easements Granted by VCDC. VCDC hereby grants a non-exclusive easement appurtenant to Tract 6 so STPLC, it successors and assigns and STPLC's Licensees can use the sidewalks on Lot 1 for pedestrian traffic. VCDC also here grants a non-exclusive easement appurtenant to Tract 6 so STPLC, it successors and assigns and STPLC's Licensees can use the paved portions of Lot 1 and the curb cuts to Lot 1 for vehicular traffic, including, but not limited to vehicular traffic on, over and across Lot 1 to Tract 6 and from Tract 6 to Lot 1 and on, over and across Lot 1, without limiting the generality of the foregoing, but as an example, VCDC grants a non-exclusive shared access easement appurtenant to Lot 1 so STPLC, its successors and assigns and STPLC's Licensees can use the paved portions of Lot 1 shown on Exhibit C for access between Tract 6 and Belieview Avenue and between Lot 1 and Tract 6.

WHAT SHOULD WE DO?





7. Work with Owners of Privately Owned Off-street Lots for Potential Shared Parking Opportunities

WHAT ARE THE BENEFITS?

- Creating more flexible and available off-street parking in Coolidge Square will **significantly alleviate the lack of available on-street parking on Mt Auburn Street, especially during peak hours**

- **Increases the public parking inventory without adding costs or using more land**

- Gives the **public access to underutilized parking lots available during peak times** (midday weekdays and weekends) such as:
  - **Watertown Square:** Dunkin Donuts/Belmont Savings Bank, Santander Bank, and Watertown Savings Banks (off of Pleasant Street and Summer Street)
  - **Coolidge Square:** Hellenic Cultural Center, CVS, Citizen's Bank, Watertown Savings Bank, Nichols Avenue spaces

8. Re-Direct Employee Parking Demand

WHY DO THIS?

WHAT SHOULD WE DO?

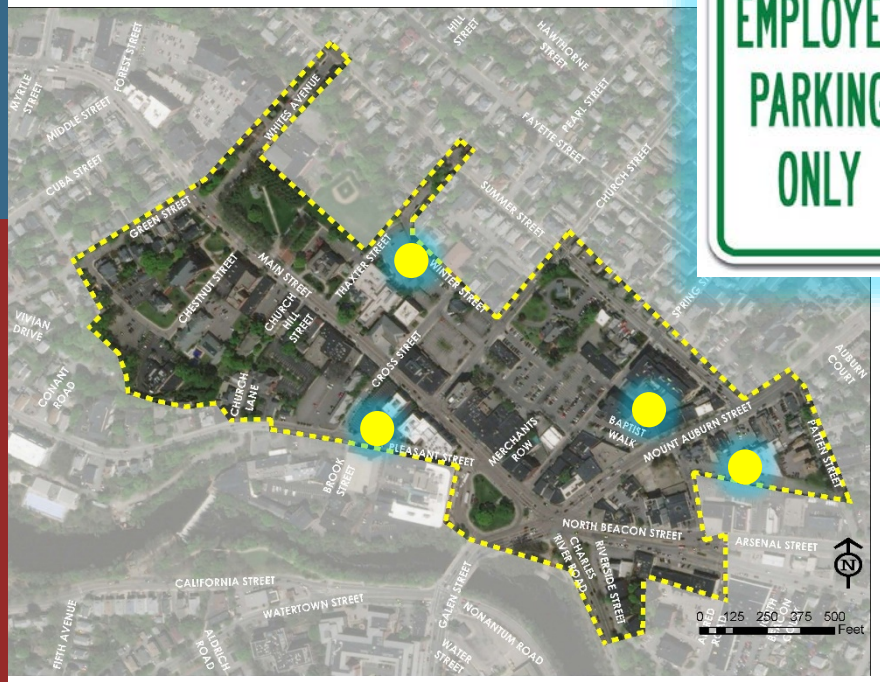
- **Employees park all day in prime locations, closest to storefronts**
- **Employee permits are well utilized in Watertown Square, but underutilized in Coolidge Square**
- **Permit programs are not linked with parking payment system and regulations and therefore difficult to enforce**
- **Vacant private parking is not open to employees of other businesses**
  - 68% of Coolidge Square employees do not have designated parking spaces

8. Re-Direct Employee Parking Demand

WHY DO THIS?

WHAT SHOULD WE DO?

- **Designate employee parking zones**
  - Designated parking areas will potentially open up prime parking spaces in front of storefronts for Square visitors and customers



WATERTOWN SQUARE

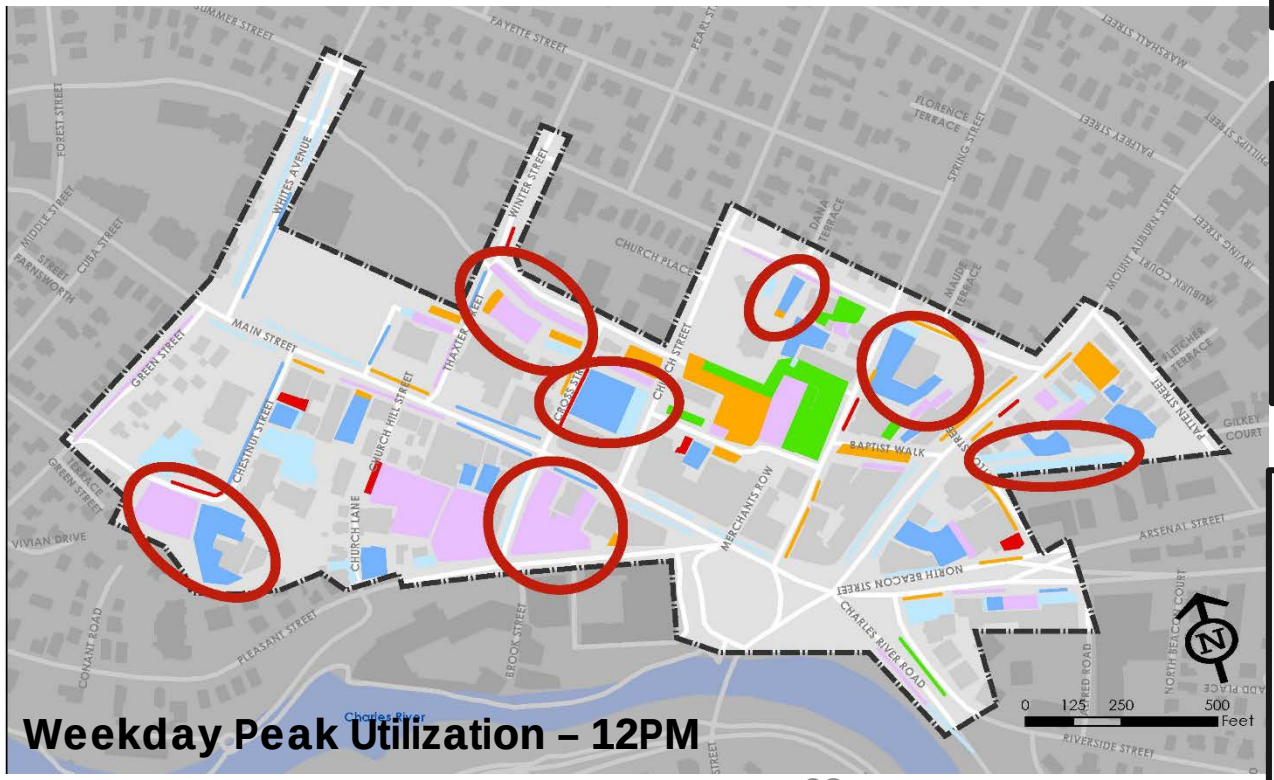
COOLIDGE SQUARE

8. Re-Direct Employee Parking Demand

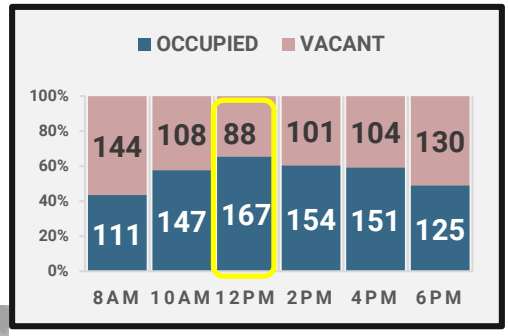
WHY DO THIS?

WHAT SHOULD WE DO?

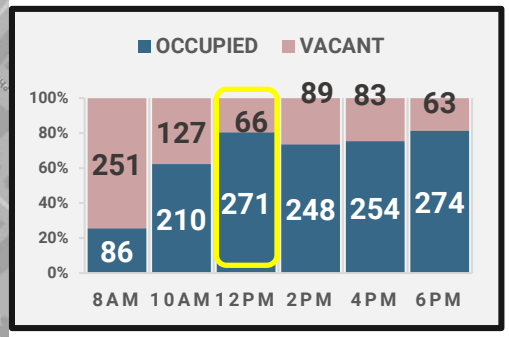
- Consider shared parking agreements in underutilized private lots for employees holding a permit



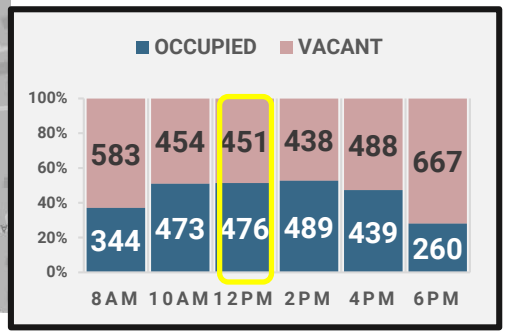
PUBLIC ON-STREET



PUBLIC OFF-STREET



PRIVATE OFF-STREET

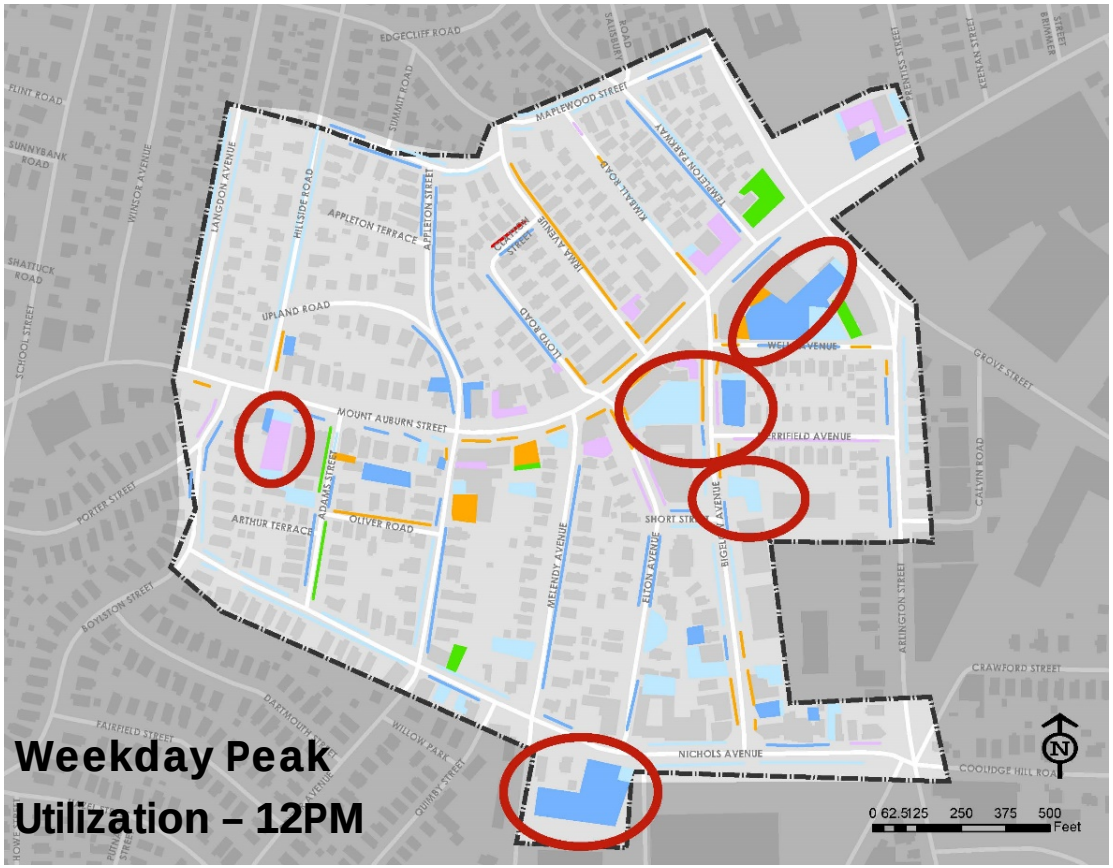


8. Re-Direct Employee Parking Demand

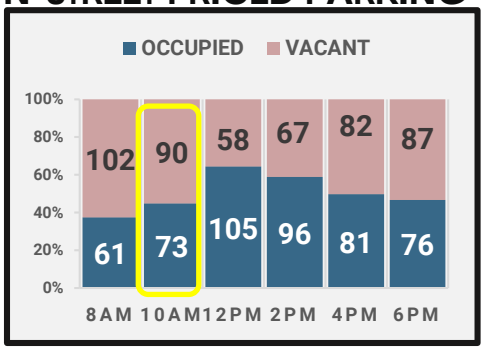
WHY DO THIS?

WHAT SHOULD WE DO?

- Consider shared parking agreements in underutilized private lots for employees holding a permit



ON-STREET PRICED PARKING



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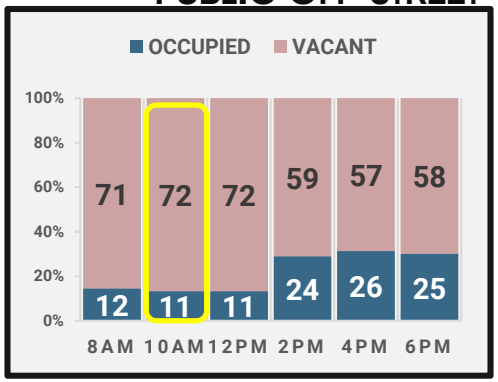
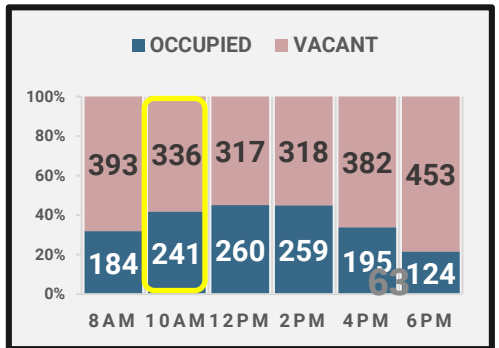


PRIVATE OFF-STREET



8. Re-Direct Employee Parking Demand

WHY DO THIS?

WHAT SHOULD WE DO?

- **Promote Local Business Permits in Coolidge Square**
  - Direct Coolidge Square employee parking to the Nichols Avenue parking
  - Link permits to License Plate Recognition (LPR) system

Only 20% of the Coolidge Square Local Business Permits have been purchased over the last three years

68% of Coolidge Square employees said they do no have designated parking

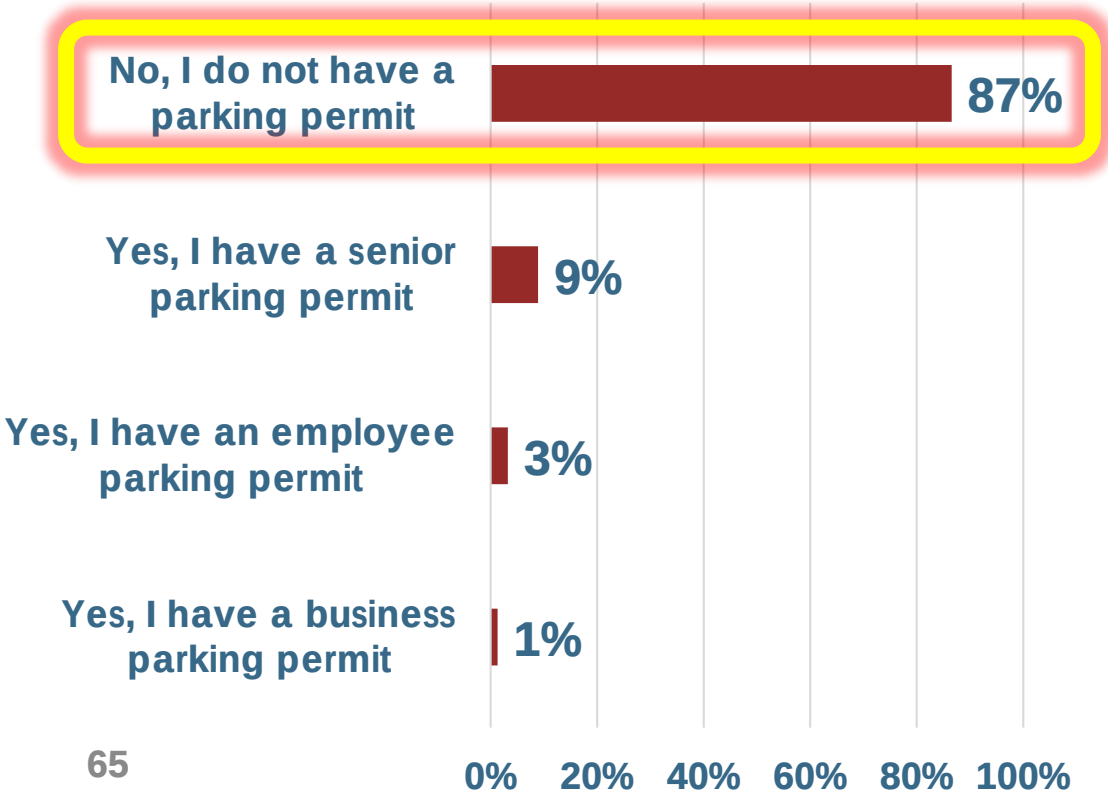
8. Re-Direct Employee Parking Demand

WHY DO THIS?

WHAT SHOULD WE DO?

- **Increase the number of Watertown Square Municipal Lot Local Business Permits**
  - Link permits to License Plate Recognition (LPR) system

The Town issues 40 Local Business Permits, most of which sell out every quarter



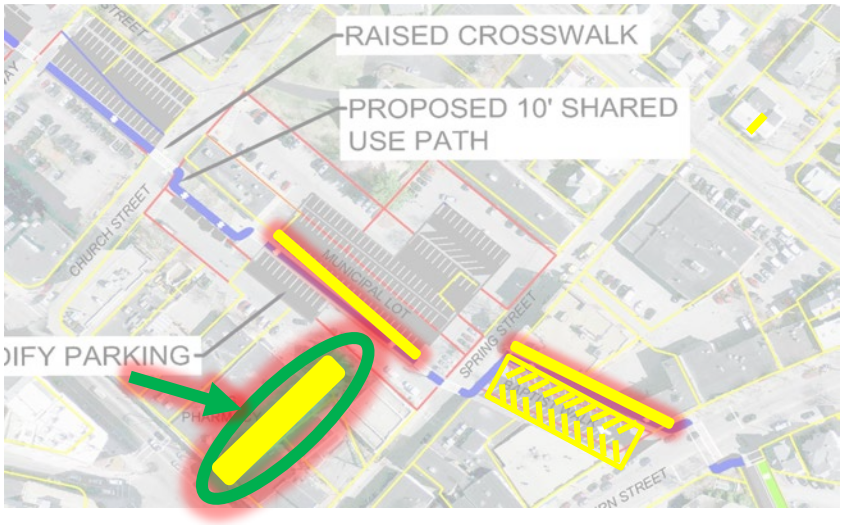
8. Re-Direct Employee Parking Demand

WHY DO THIS?

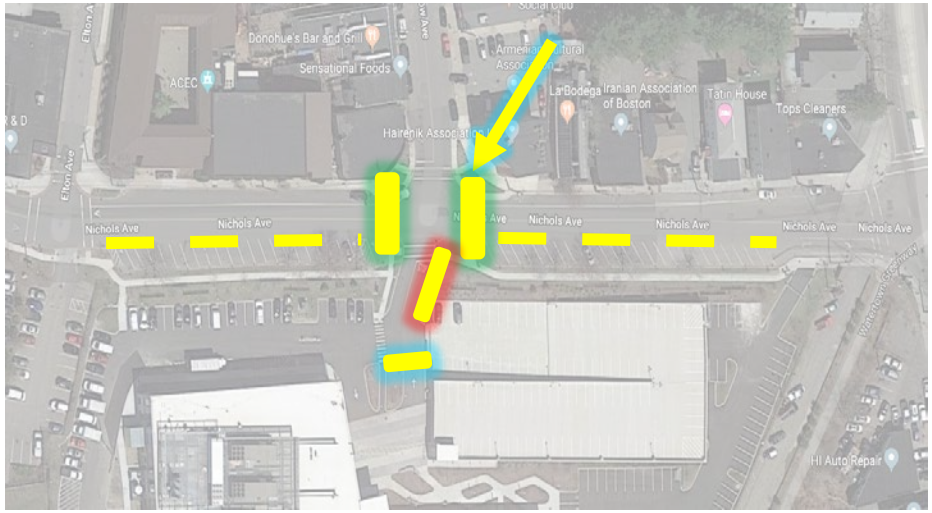
WHAT SHOULD WE DO?

- Improve lighting and walking conditions to make remote lots more attractive

= New sidewalk
= Pedestrian path
= Raised crosswalk



WATERTOWN SQUARE MUNICIPAL LOT



NICHOLS AVE MUNICIPAL LOT

66

8. Re-Direct Employee Parking Demand

WHAT ARE THE BENEFITS?

- **Creating designated parking areas increases the availability of prime parking**
- Increasing the number of Local Business permits in Watertown Square will **give more employees the opportunity to purchase a permit and park in designated areas**
- **Reduces the parking pressure on Mt Auburn Street in Coolidge Square**
- **Directs Coolidge Square employee parking to available parking spaces along Nichols Avenue**
- **Private lot owners may be more willing to share their parking** with a limited group (i.e. local employees, or local employees who hold a permit)
- Linking local business, municipal employee, and senior permits to the **License Plate Recognition (LPR) system will increase the Town's ability to enforce regulations and understand trends**

9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

WHY DO THIS?

WHAT SHOULD WE DO?

- People on bikes do not have adequate infrastructure to park their bikes
- The current transit system feels unreliable to riders
- Off-street parking facilities are disconnected from storefronts

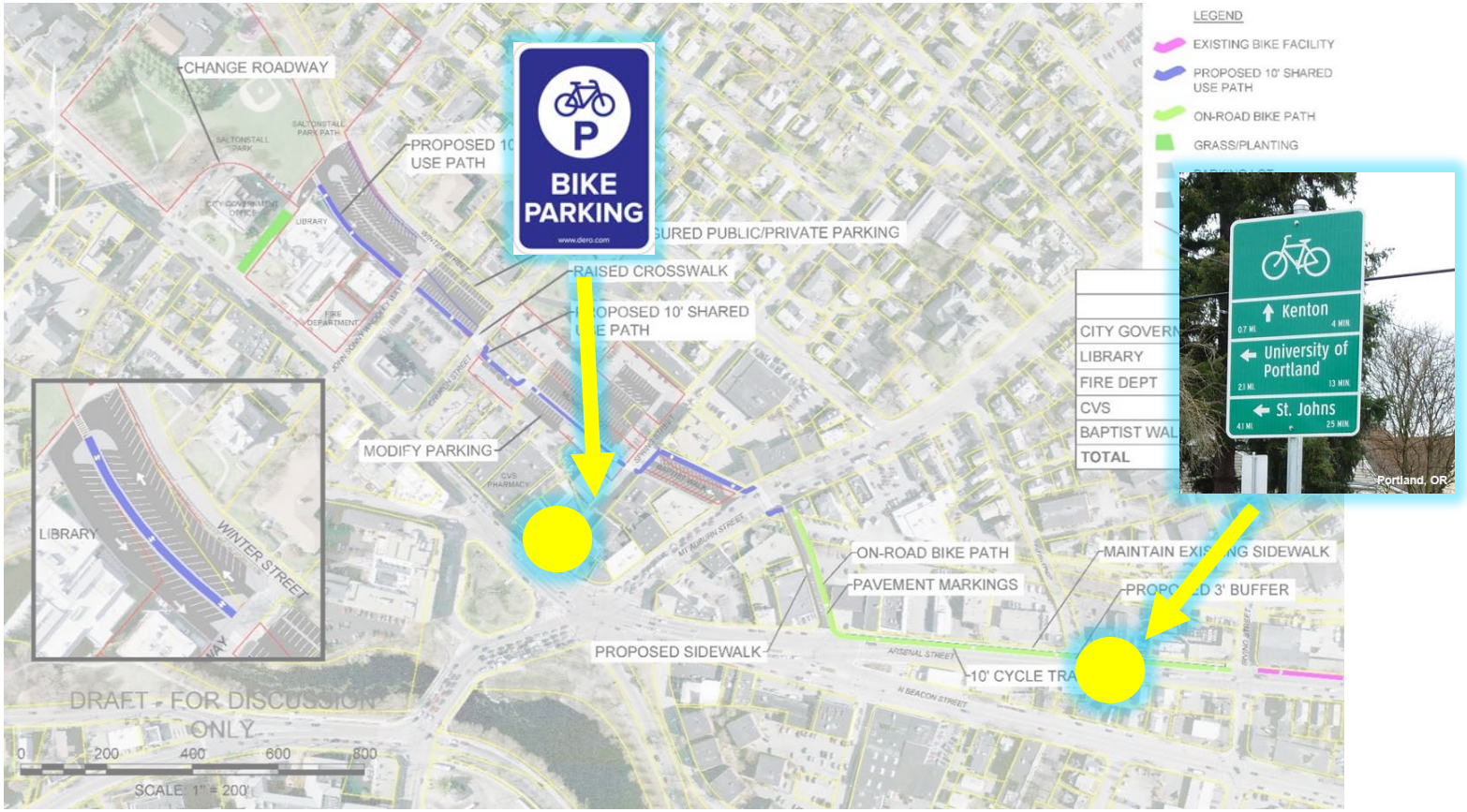
9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

WHY DO THIS?

WHAT SHOULD WE DO?

- Plan for more bicycle parking near businesses and commercial hubs

- **Promote community multi-use paths with wayfinding signage**



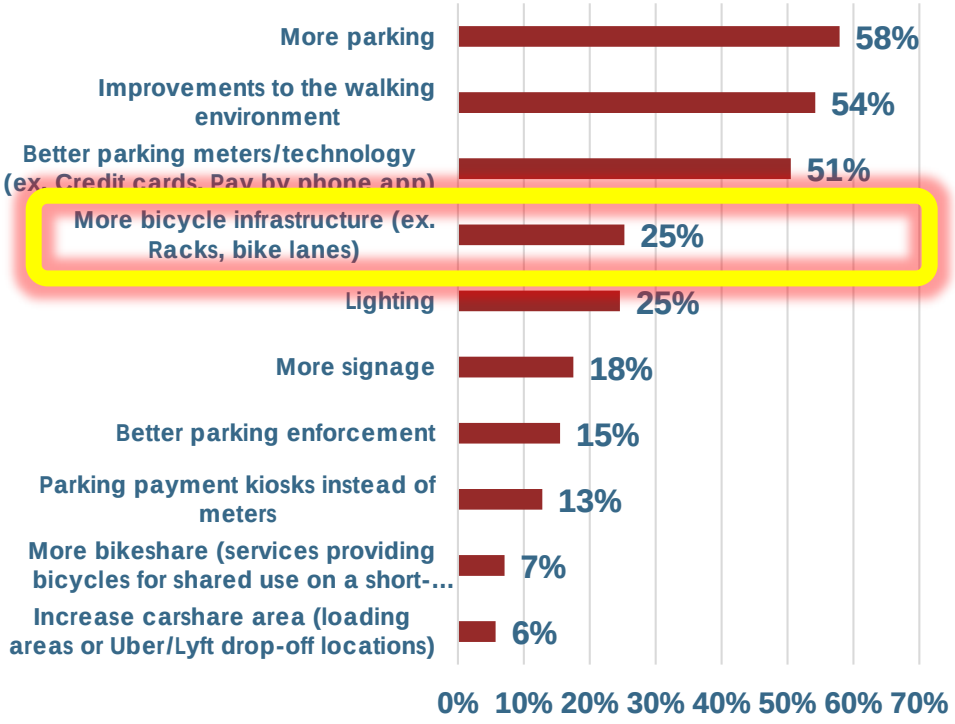
Preferred Long Term Alternative

9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

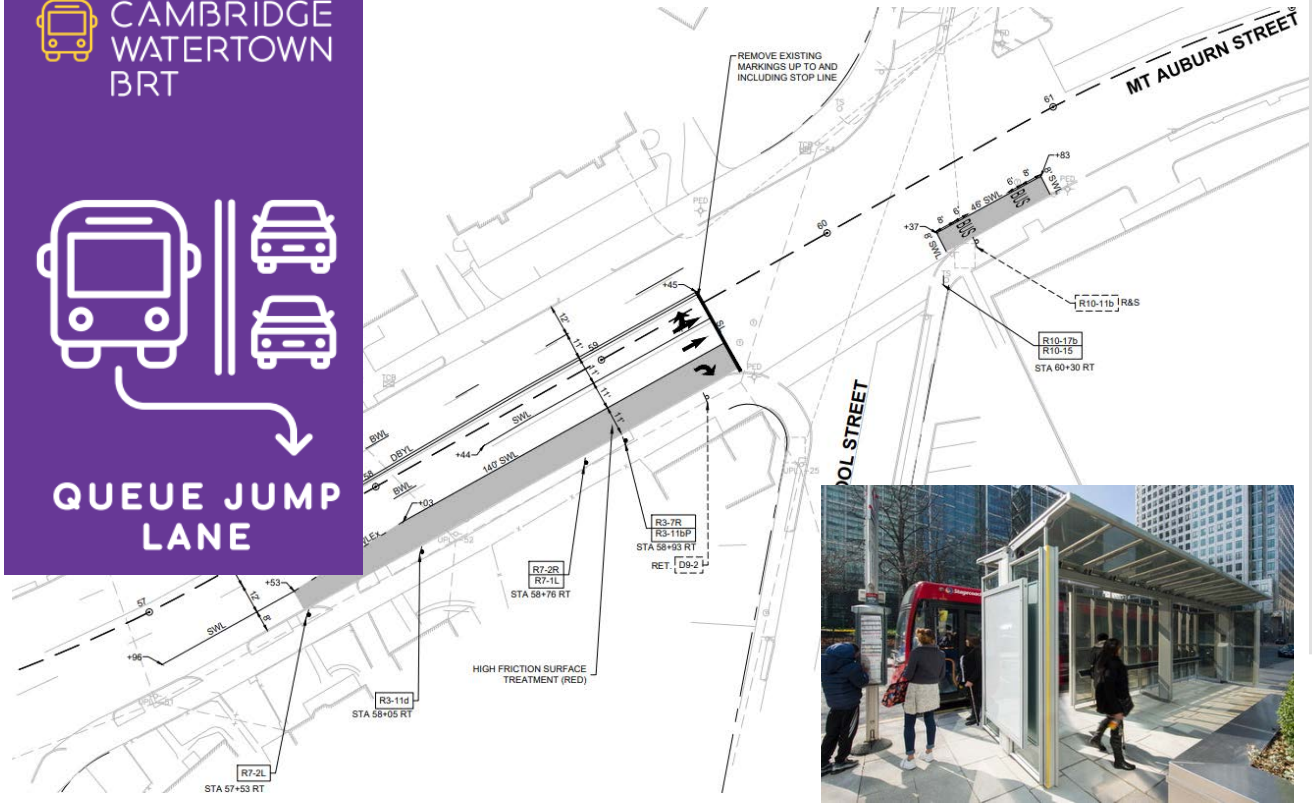
WHY DO THIS?

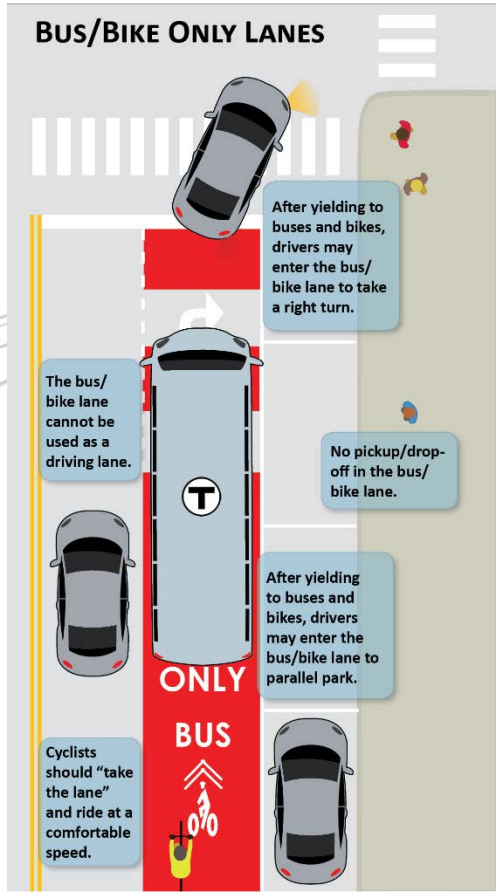
WHAT SHOULD WE DO?

- **Work with the Bike & Pedestrian Committee to plan for more bicycle infrastructure**
  - Street markings such as sharrows, dedicated bike lanes, especially in Coolidge Squares



- **Continue to improve transit access and operations, such as:**
  - Adding bus shelters and priority bus lanes





9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

WHY DO THIS?

WHAT SHOULD WE DO?

- Identify rideshare drop-off areas (i.e. Uber/Lyft)
- Promote transit and carshare as alternate modes of transportation to destinations to decrease parking demand

WATERTOWN SQUARE

COOLIDGE SQUARE

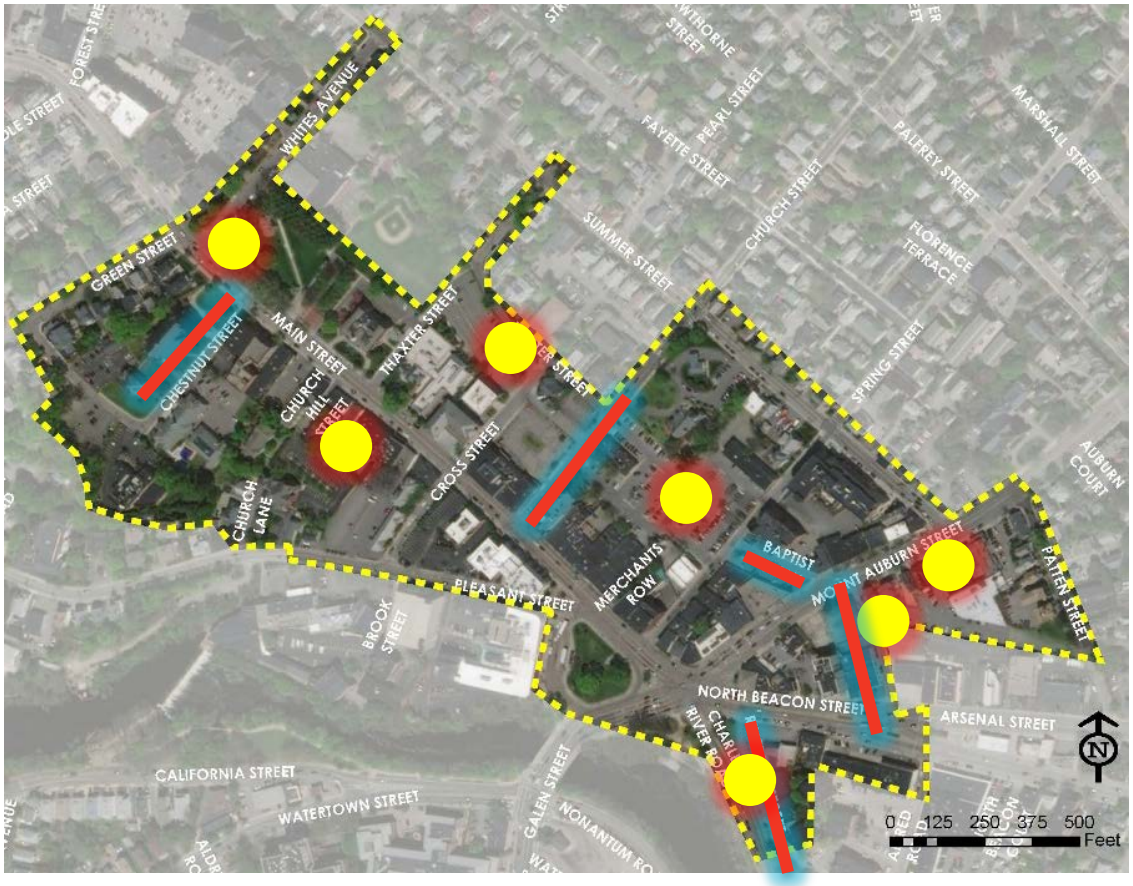
9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

WHY DO THIS?

WHAT SHOULD WE DO?

- Invest in additional crosswalks and pedestrian infrastructure between parking lots and stores to enhance walkability and safety in both Squares

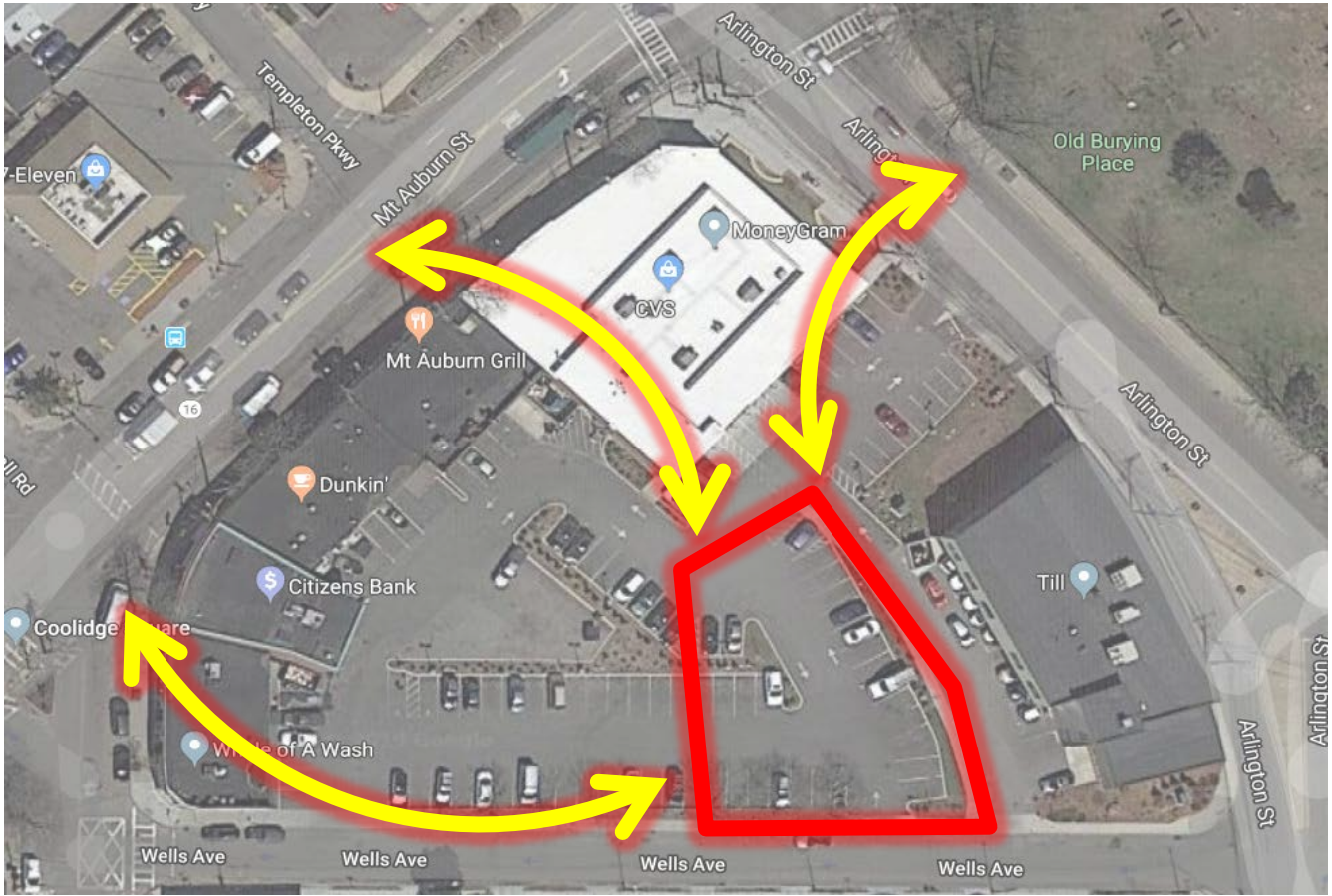
= Lighting
= Sidewalk improvement



Example: Watertown Square

9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

- **Invest in additional crosswalks and pedestrian infrastructure between parking lots and stores to enhance walkability and safety in both Squares**
  - Adding sidewalks and pedestrian paths in the Wells Avenue Municipal Lot would better connect parking facilities to storefronts along Mt Auburn Street



9. Reduce Parking Demand by Enhancing Access for Non-Driving Modes

WHAT ARE THE BENEFITS?

- Improving access by bicycles, transit, and walking **will decrease demand for and reliance on private vehicle parking**

- **Modes** such as transit, rideshare, carshare, walking, and biking **require less parking while providing access for more people**

- Enhanced safety improvements for people walking will **decrease overall vehicle trips as well as promoting a "park once" environment, all of which helps decrease parking demand**

10. Adjust Parking & Zoning Standards to Encourage Investment in the Squares

WHY DO THIS?

WHAT SHOULD WE DO?

- Parking requirements are a barrier to new businesses locating in the commercial areas
- Zoning requires that valuable commercial land be devoted to parking, even though there are many vacant parking spaces even at peak times
- Zoning requirements for shared parking discourage its use
- Parking funds are not currently reinvested into the commercial areas

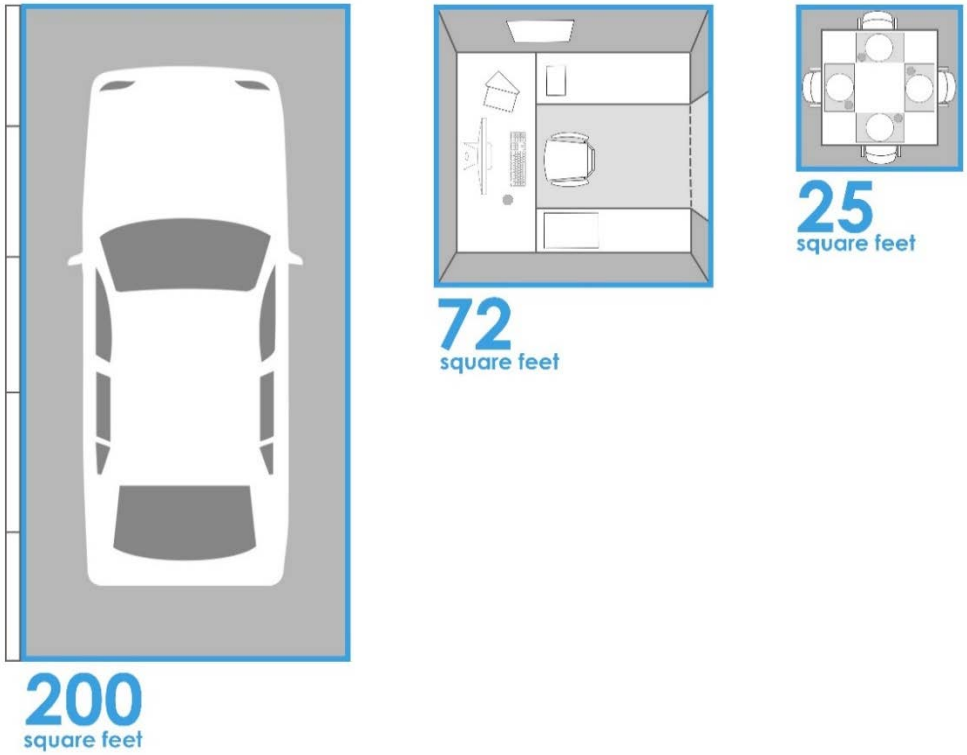
10. Adjust Parking & Zoning Standards to Encourage Investment in the Squares

WHY DO THIS?

WHAT SHOULD WE DO?

- Reduce or eliminate parking requirements
- Allow payment in lieu of providing parking

Certain land uses in Watertown require more parking than the ITE national standards, which requires developers to provide more parking than is necessary



10. Adjust Parking & Zoning Standards to Encourage Investment in the Squares

WHY DO THIS?

WHAT SHOULD WE DO?

- **Create a Parking Benefit District (PBD)**
  - Increasing parking prices will increase revenue
- **Additional funds can support:**
  - Improved crosswalks, sidewalks, lighting etc.
  - Wayfinding and signage
  - Additional multimodal improvements (bicycle amenities)
- **Establish a mechanism to:**
  - Regularly review regulations
  - Monitor parking changes

Certain land uses in Watertown require more parking than the ITE national standards, which requires developers to provide more parking than is necessary

10. Adjust Parking & Zoning Standards to Encourage Investment in the Squares

WHAT ARE THE BENEFITS?

- Reducing or eliminating parking requirements will **facilitate new development focused on uses other than parking**
- An **in-lieu fee system creates flexibility for developers while allowing the Town to mitigate the impact of additional trips**, whether through providing parking elsewhere or enhancing multimodal access
- **Help dedicate funds for various Town Square improvements and give the public the opportunity to give input on how their parking money should be used**
- **Regular review of parking revenue** and trends will allow the **Town to adjust for changes and create availability**
- A **Parking Benefit District** will help the Town fund improvements, and **give the public a way to see the benefits of increased rates**

QUESTIONS?

THANK YOU!