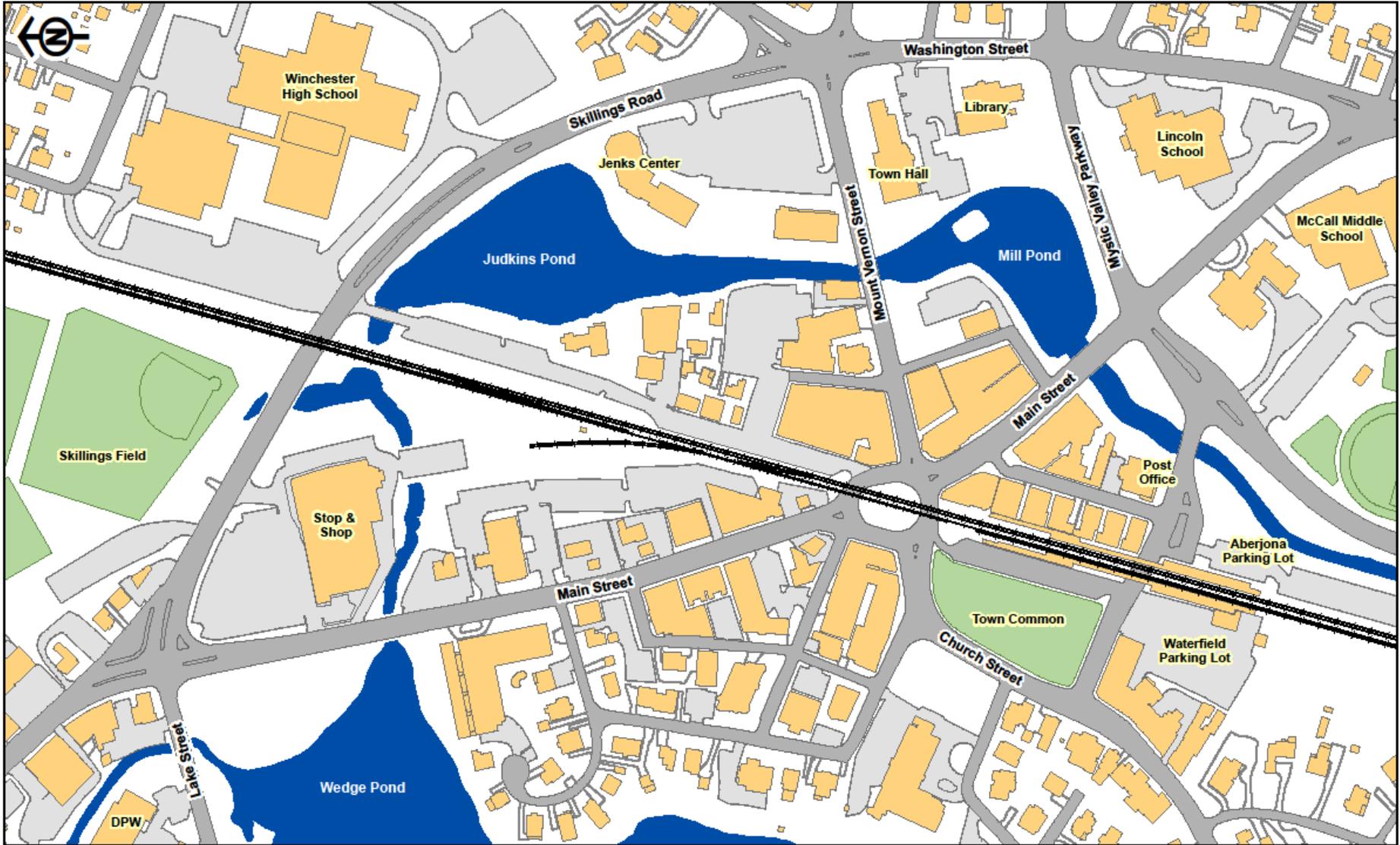

Winchester Town Center Community Conversations

***Winchester Board of Selectmen
Winchester Planning Board***





Winchester Downtown Study Area

June 25, 2009
Map created by the Winchester Dept. of Engineering & Planning



Town Center Conversations

- **Strengthening the Center's Retail, Office, Business, and Housing Markets (September 30)**
- **Expanding Winchester's Cultural Activities Center (October 14)**
- **Shaping the Built Environment to Maintain a Unique Sense of Place (October 28)**
- **Protecting the Natural Environment (November 18)**
- **Accessing Winchester's Transportation Hub (December 9)**
- **Managing Parking (December 16)**



Conversation Objectives

- **Identify challenges and opportunities**
- **Educate the community about the benefits, costs, and risks**
 - Business as usual
 - Alternative futures
- **Shape strategies for development of the town center**



Tonight's Conversation

■ **The Town Center: Managing Parking**

- **Introductions**
- **Parking Study – Inventory and Utilization Survey Results**
 - Jason Schrieber, Nelson\Nygaard Consulting Associates
- **Open Discussion**
 - Issues? Opportunities? Directions?
- **Next Steps**



Town of Winchester

Winchester Town Center Parking



Presentation: December 16, 2009

Nelson | Nygaard
consulting associates

Nelson\Nygaard

- Multi-modal transportation planning
- Transit system design
- Non-motorized infrastructure
- Transit-oriented development
- Downtown parking management



■ Experience in Massachusetts

- Reading Comprehensive Parking Study
- DHCD Shared Parking Strategy for Needham
- Orange 43D Priority Development Sites Parking Analysis
- Belmont Parking Workshops & Comprehensive Plan
- Salem Parking Study



Town Center Parking Study

■ Phase 1A

- **Inventory and Utilization**
 - Verify and Map Parking Spaces
 - Collect Parking Utilization Data (every space, every 2-hrs)
 - Observe Turnover

■ Phase 1B

- **Parking Demand Factors**
 - Parking Regulations
 - Alternative mode assessment
 - Survey Parkers
 - Stakeholder Interviews



Town Center Parking Study

■ Phase 2

- **Evaluate Parking Operations**
 - Town policies
 - Zoning regulations
 - Demand projections
 - Operational conflicts
- **Alternative Strategies**
 - Short-term & Long-term
 - Managing availability
 - Improving efficiency
 - Balancing demand among uses
 - Expanding supply if necessary
 - Accommodating future growth



Phase 1A

■ Parking Inventory & Utilization



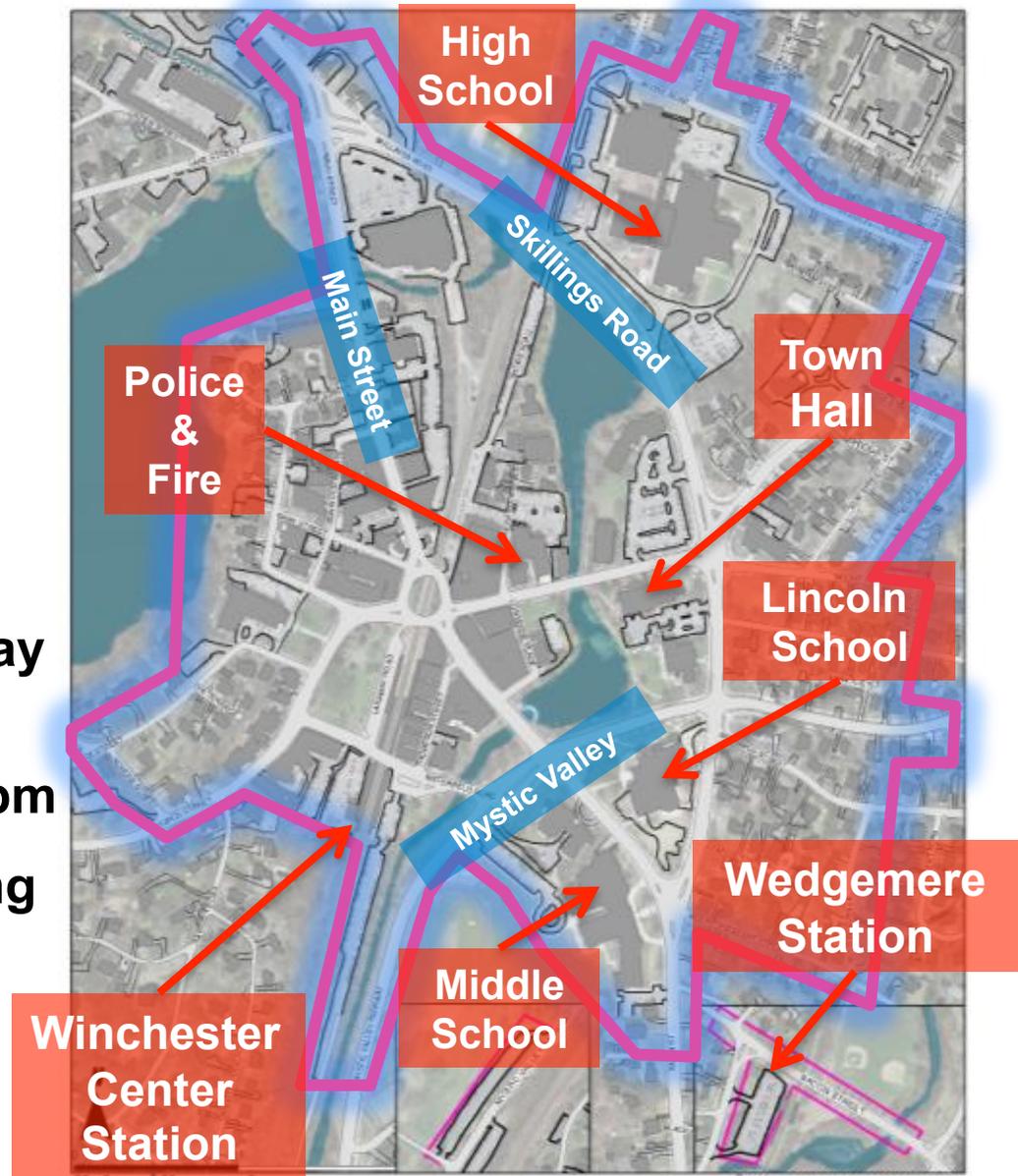
Data Collection

■ Parking Supply

- Public and Private
- On and Off Street

■ Parking Utilization

- On an average weekday and average weekend
- Every 2 hrs: 7am to 7pm
- All curb and lot parking
- All public and private spaces



User Groups

■ Visitors

- Shoppers
- Appointments
- Dining



■ Employees

- Businesses
- Town staff
- Teachers



■ Commuters

- Rail & Bus
- Park & Ride



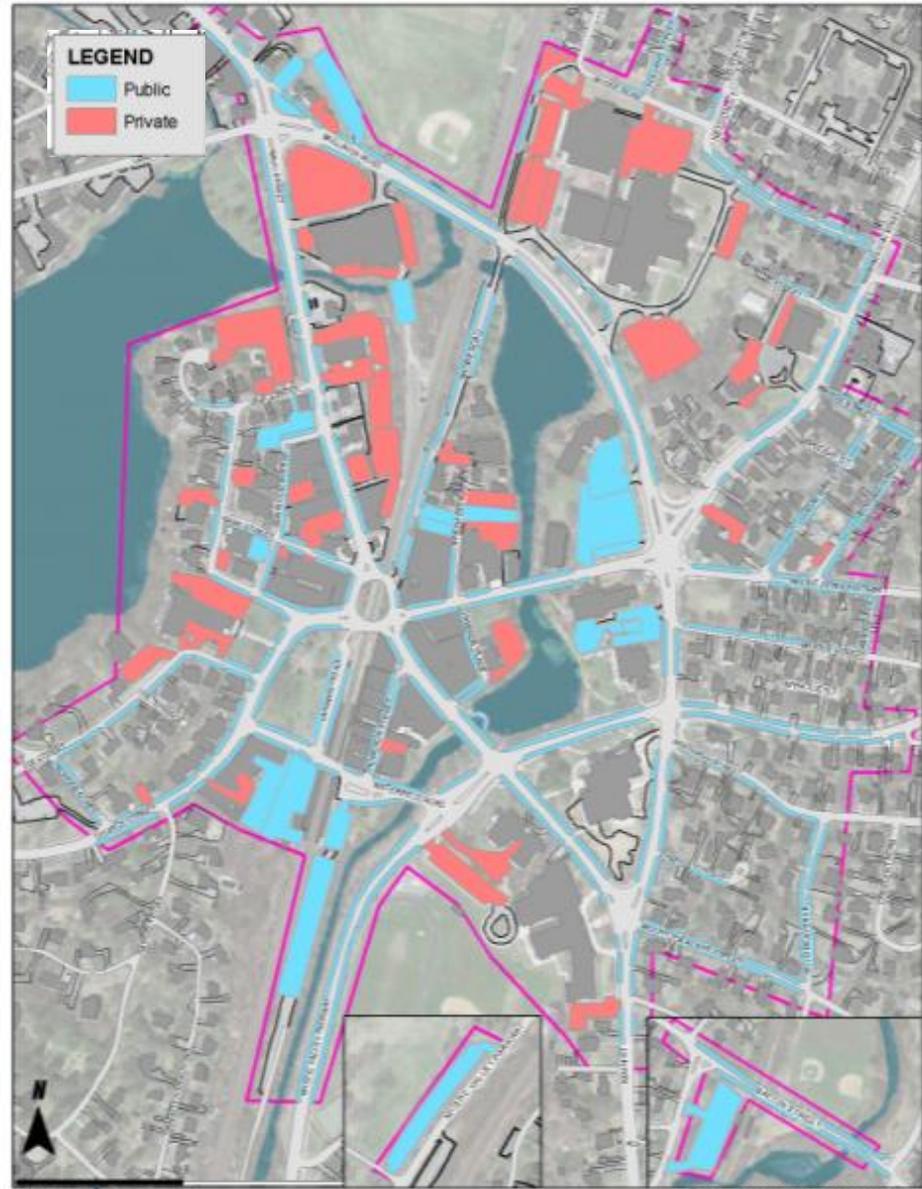
■ Residents

- Large buildings
- On-street parking

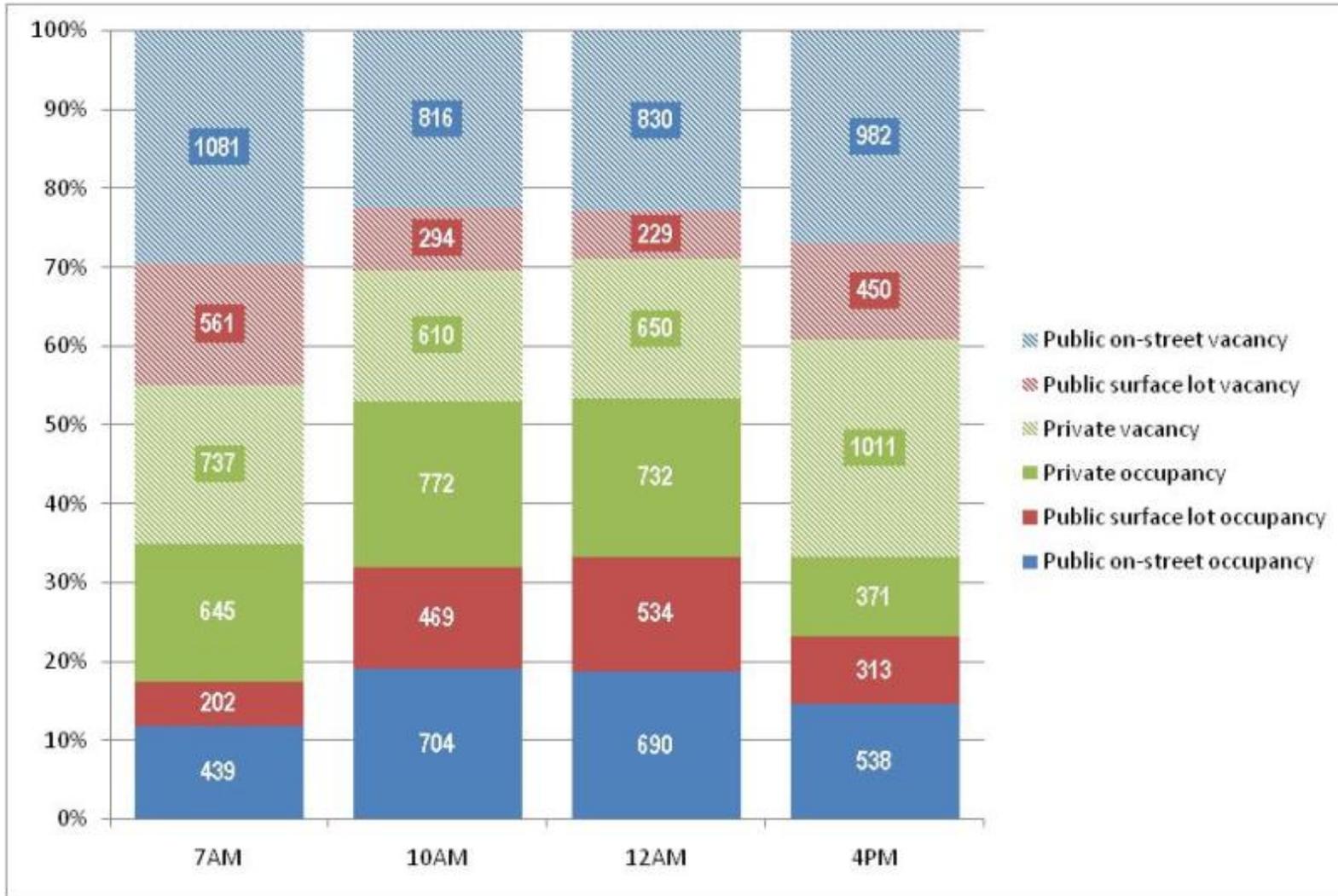


Study Area Parking Supply

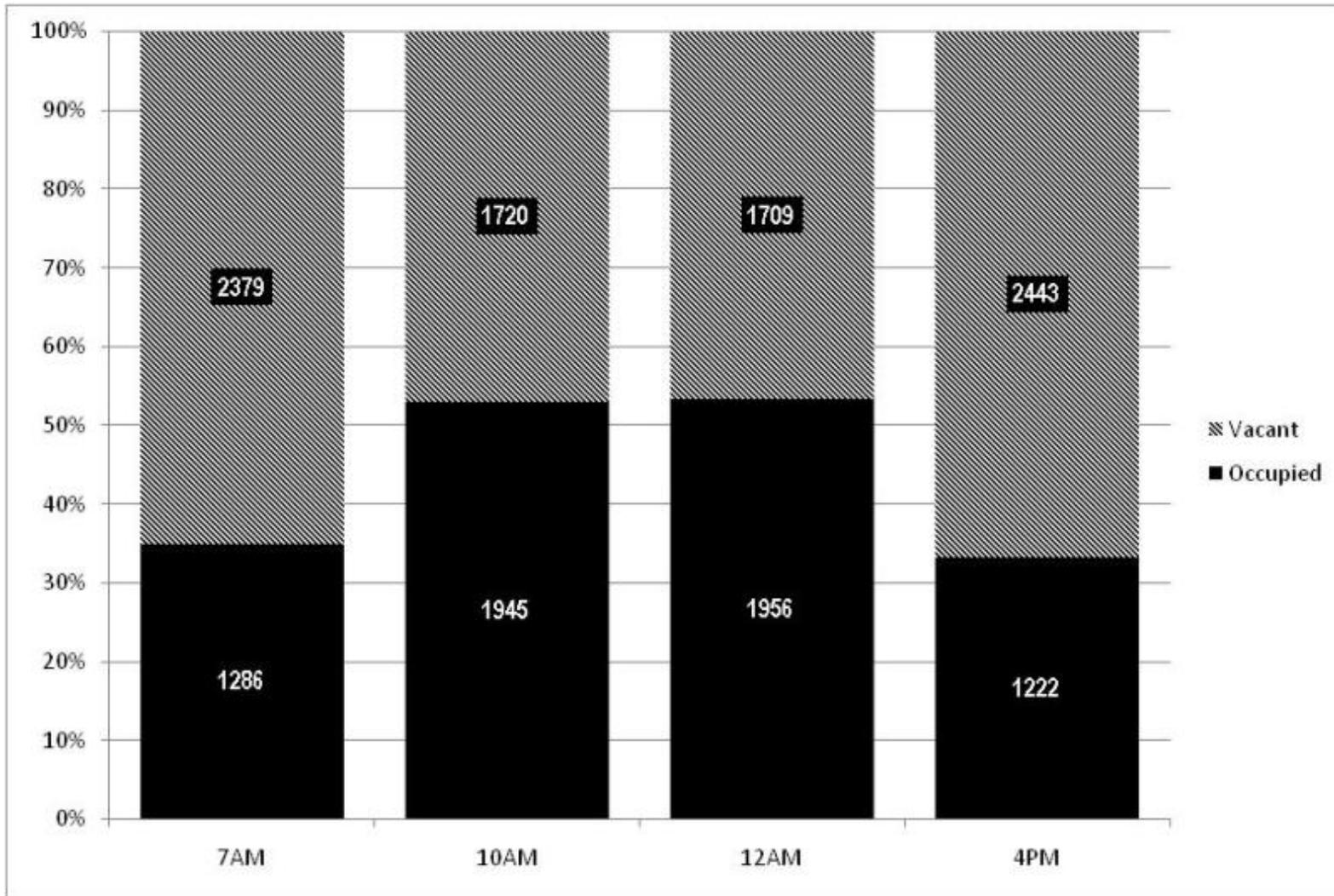
- **Total Spaces:**
 - 3,665
- **2,283 Public Spaces:**
 - 1,520 Curbside
 - (512 visitor)
 - 763 Lots
- **1,382 Private Spaces:**
 - 1,251 Commercial
 - 131 Residential



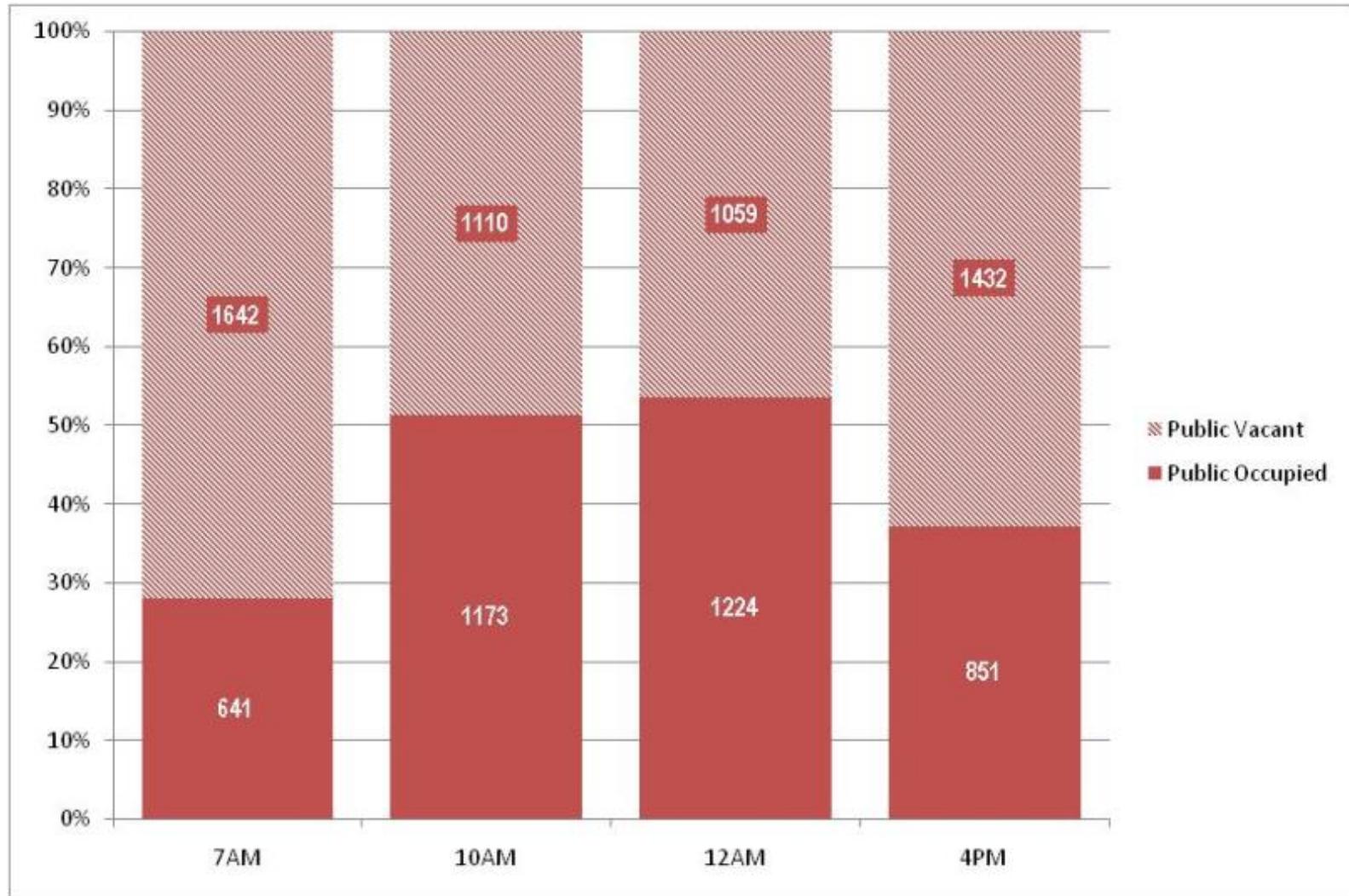
Weekday Parking



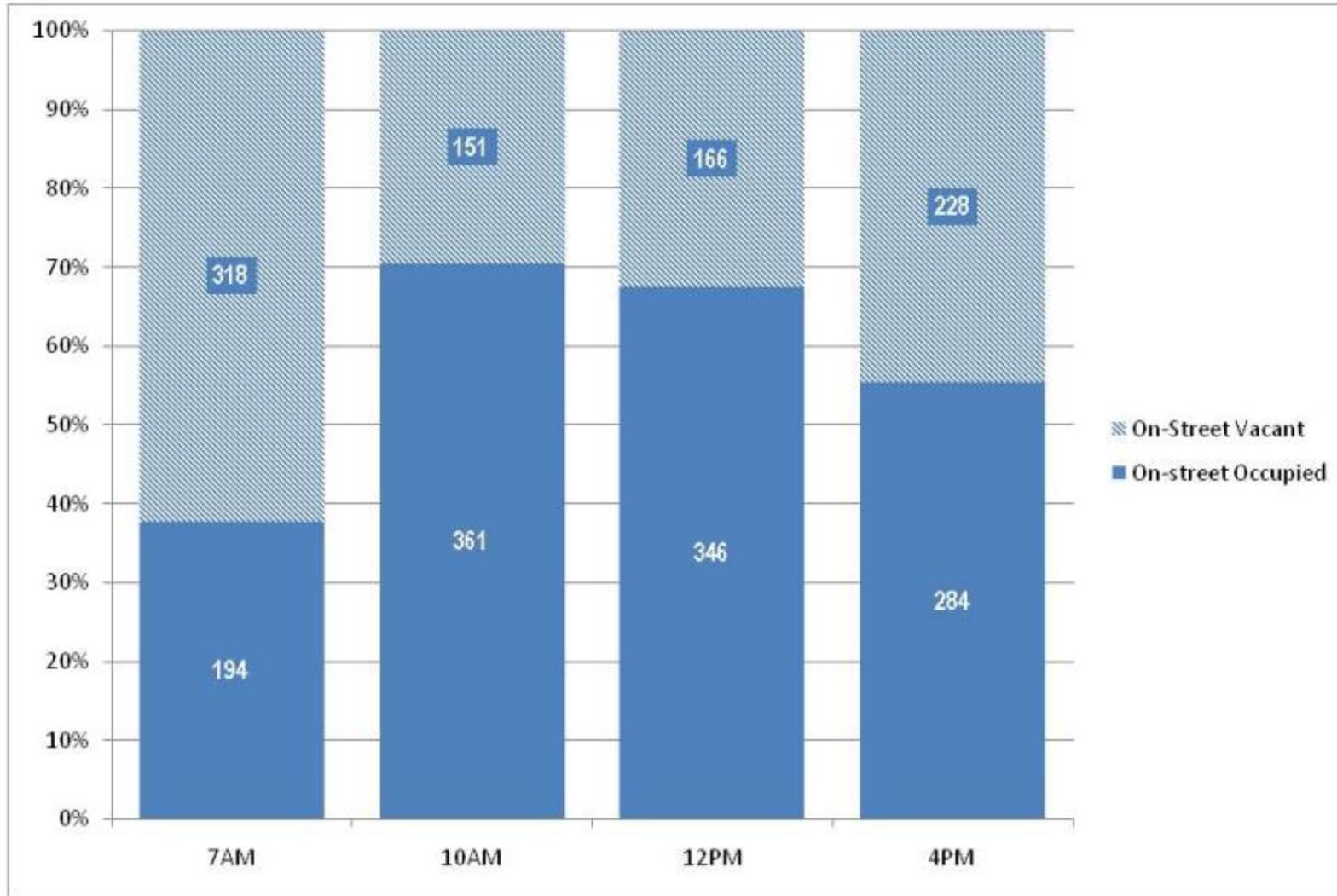
Weekday Utilization Profile – All 3,665 Spaces



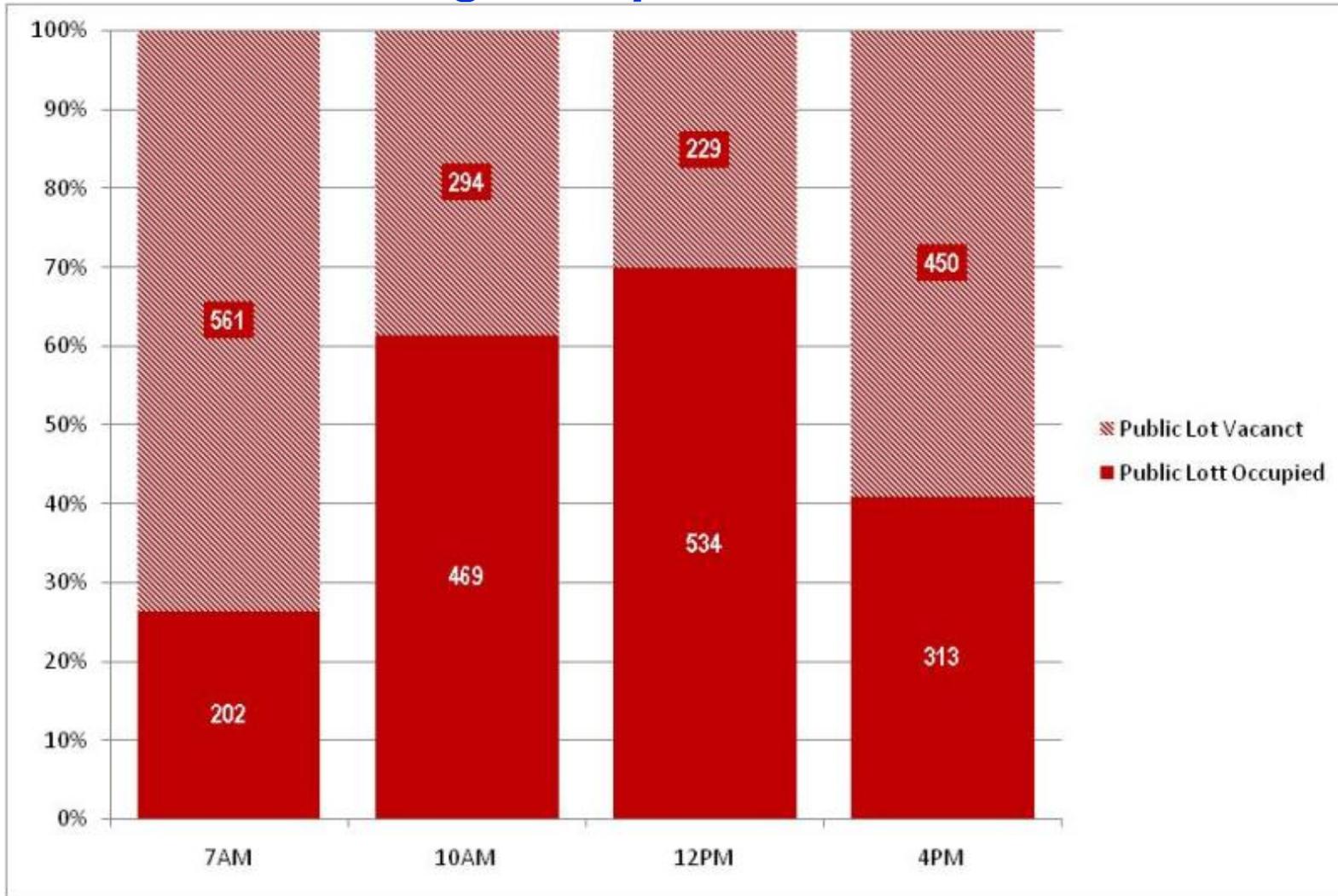
Weekday Utilization Profile – 2,283 Public Spaces

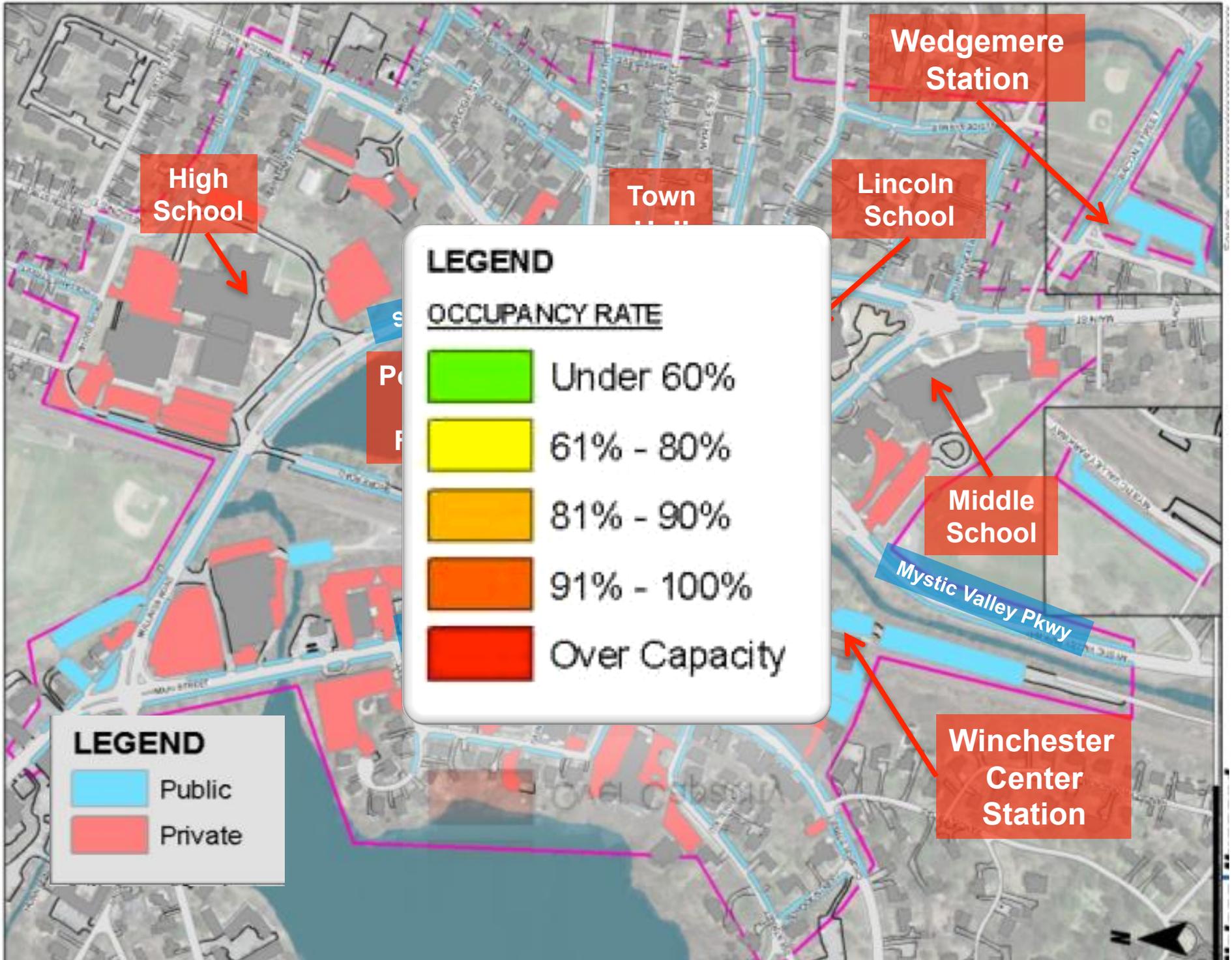


Weekday Utilization Profile – 512 On-Street Spaces in Downtown



Weekday Utilization Profile – 763 Public Parking Lot Spaces





High School

Town

Lincoln School

Wedgemere Station

Middle School

Mystic Valley Pkwy

Winchester Center Station

LEGEND

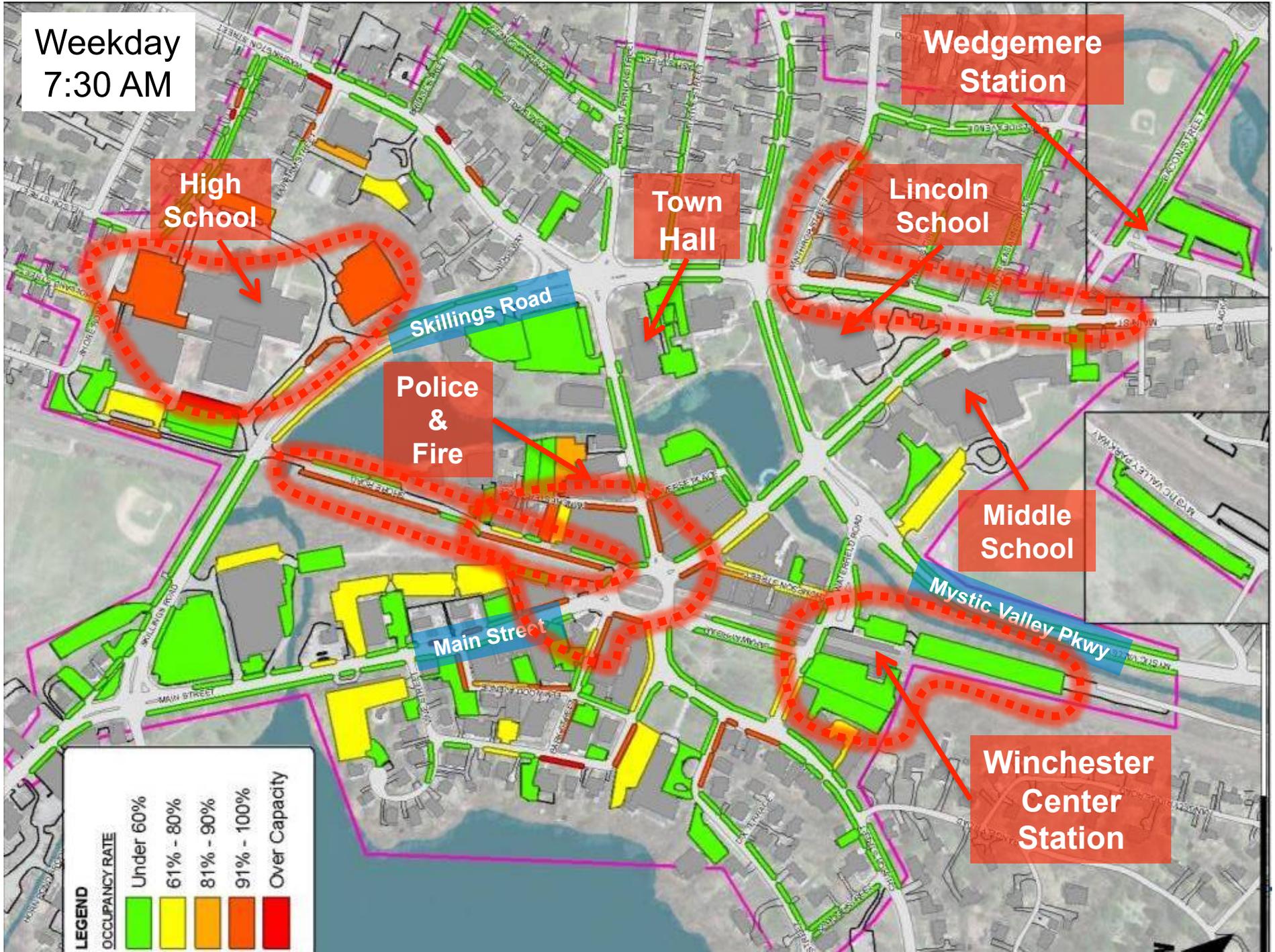
OCCUPANCY RATE

	Under 60%
	61% - 80%
	81% - 90%
	91% - 100%
	Over Capacity

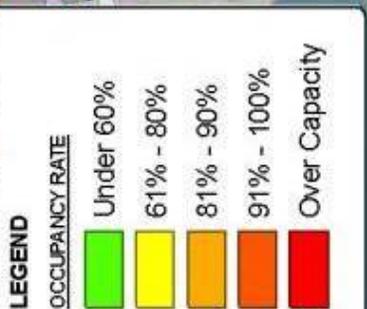
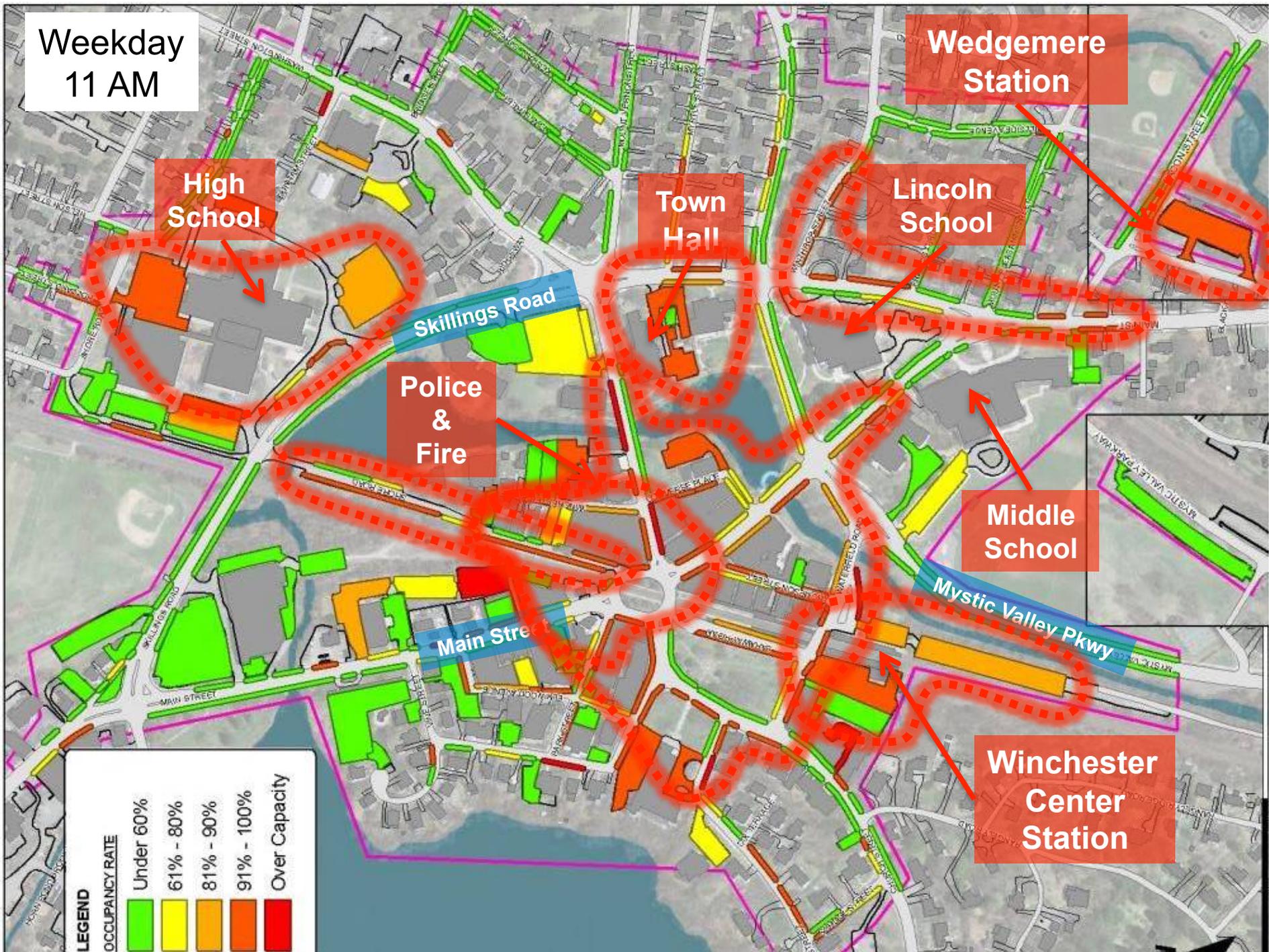
LEGEND

	Public
	Private

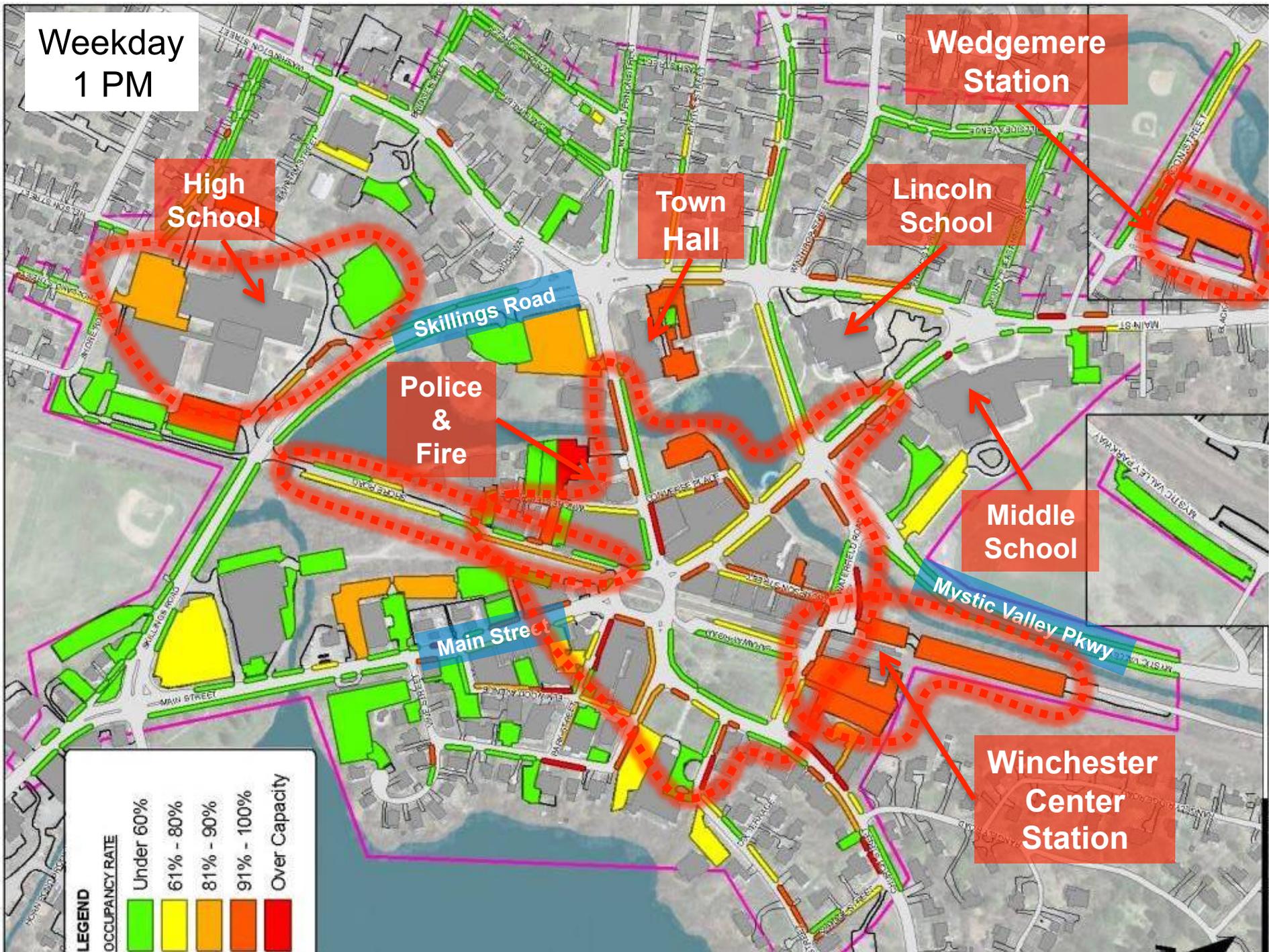
Weekday
7:30 AM



Weekday
11 AM

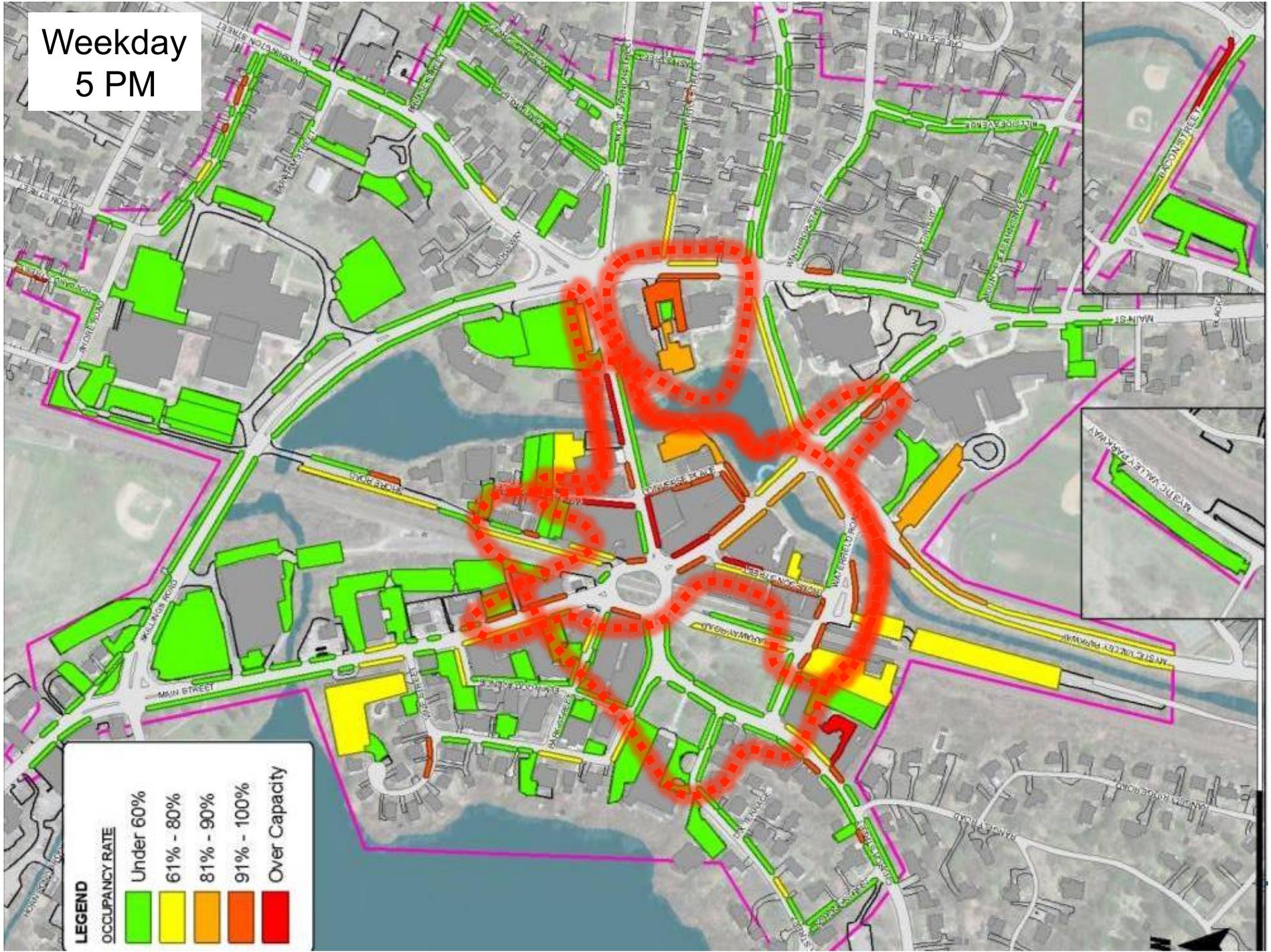


Weekday
1 PM



LEGEND	
OCCUPANCY RATE	
Under 60%	Green
61% - 80%	Yellow
81% - 90%	Orange
91% - 100%	Red
Over Capacity	Dark Red

Weekday
5 PM



Commuter Rail Parking

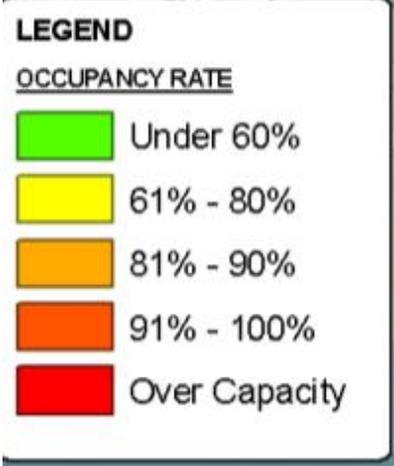


Commuter Parking Lots – 6:30 AM

Winchester Center



Wedgemere & Sandy Beach



Commuter Parking Lots – 12:00 PM

Winchester Center



Wedgemere & Sandy Beach

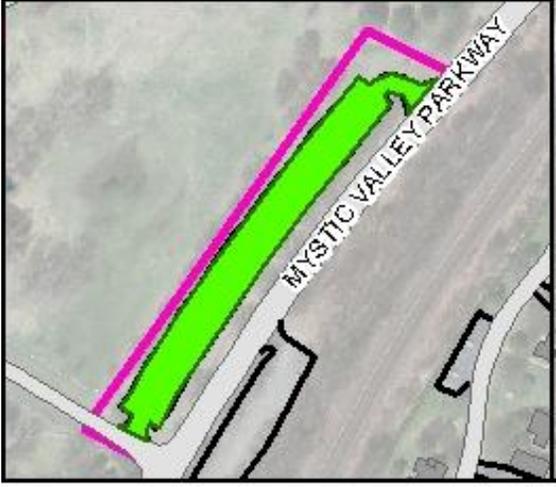


Commuter Parking Lots – 6:00 PM

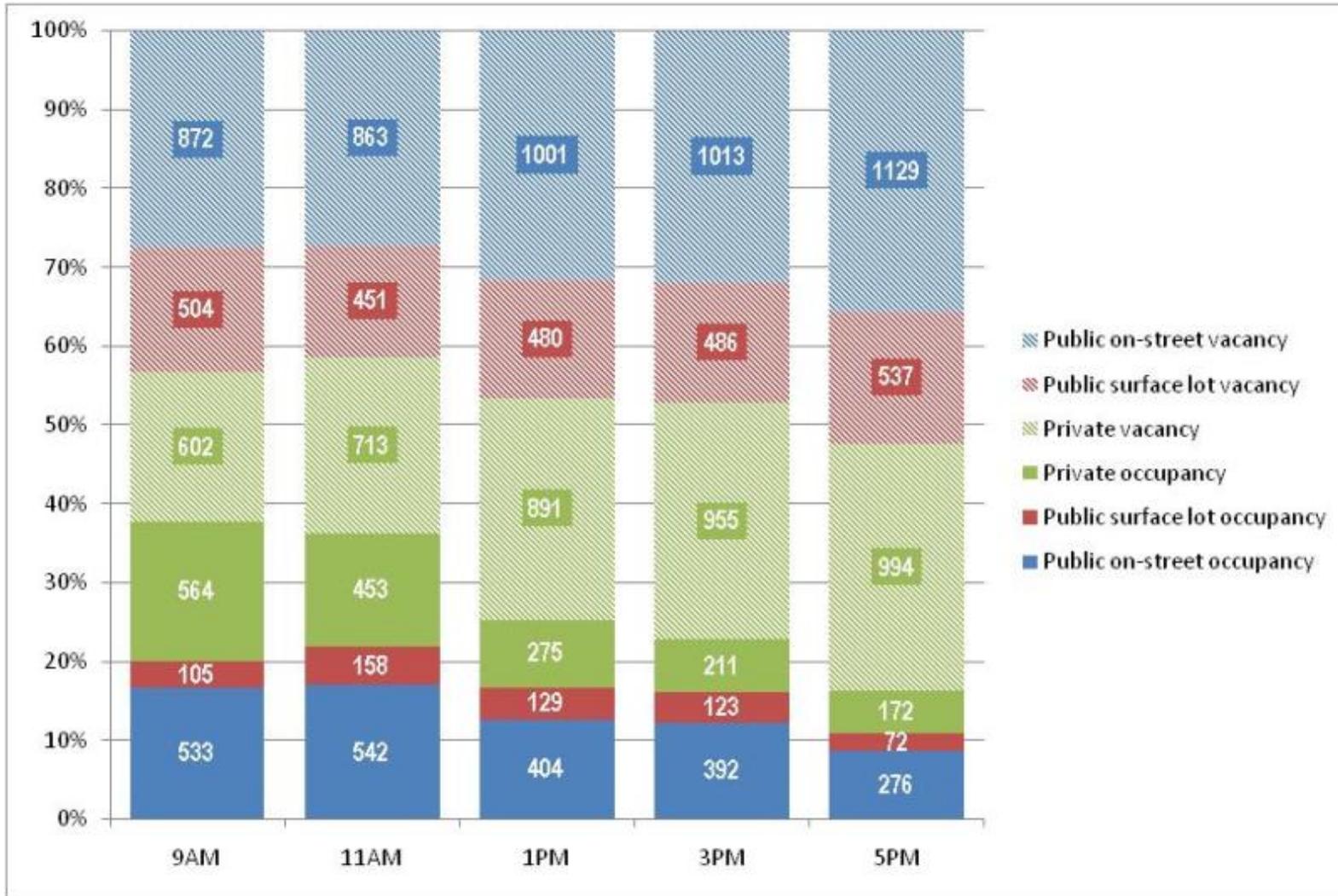
Winchester Center



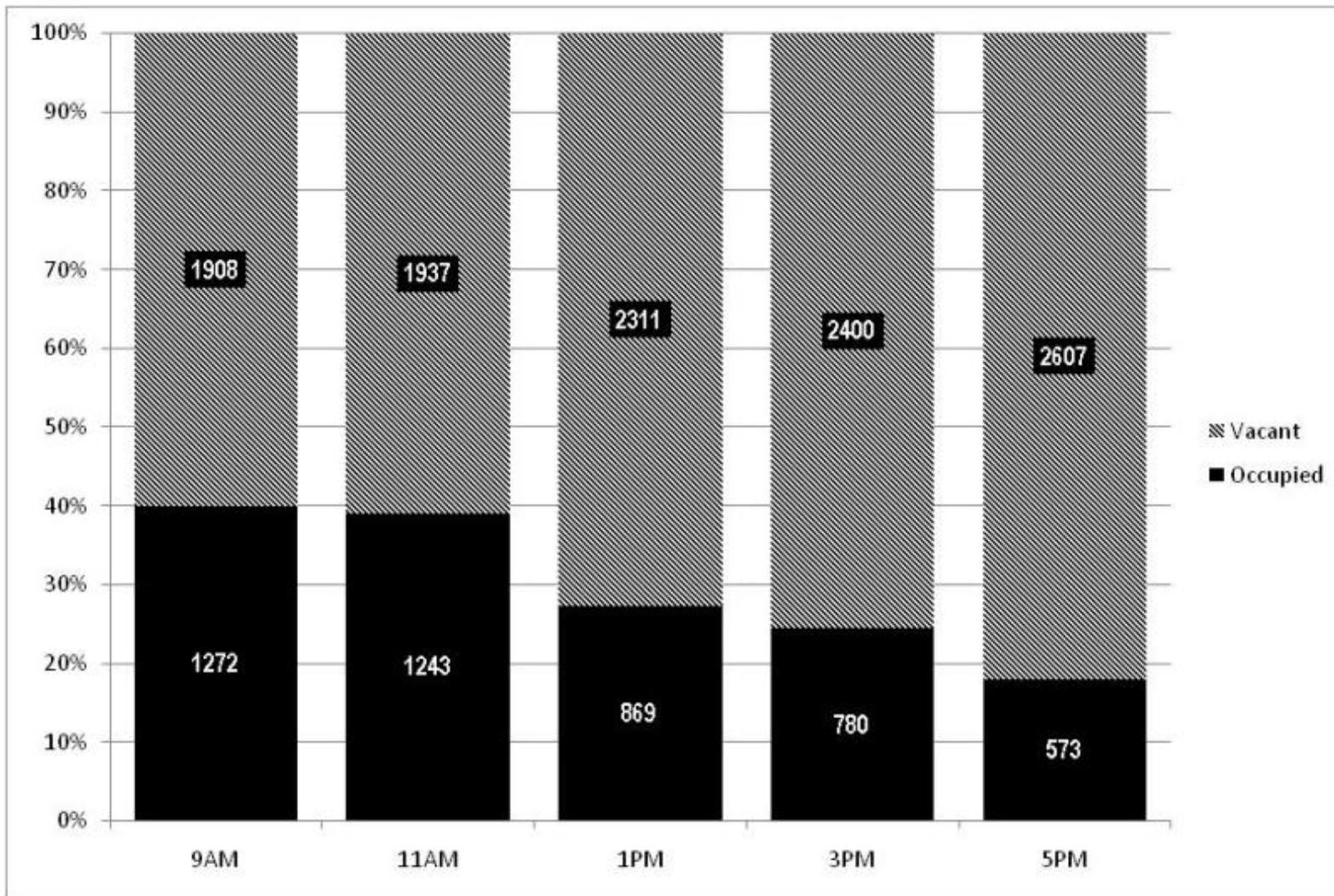
Wedgemere & Sandy Beach



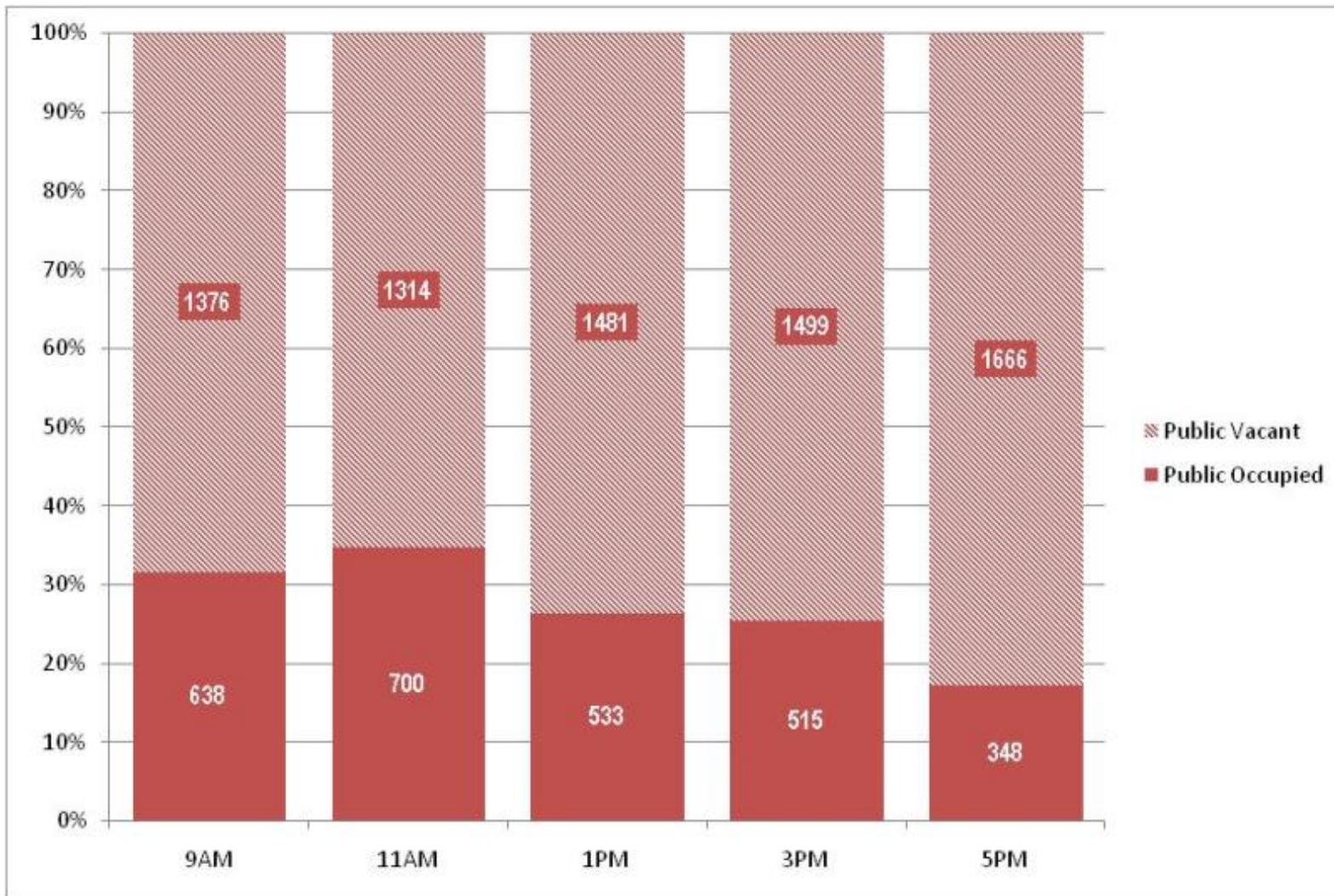
Weekend Parking



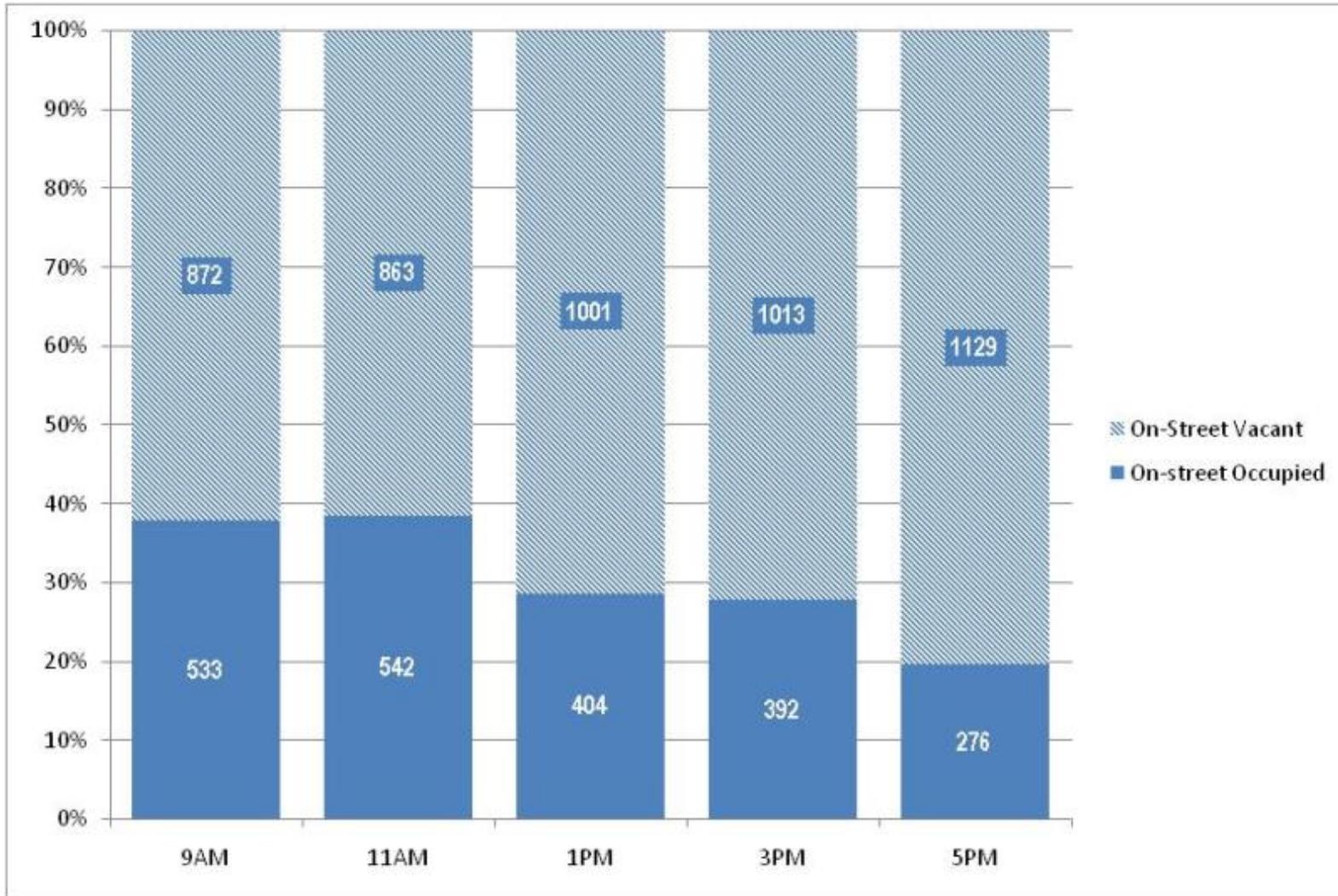
Weekend Utilization Profile – All Spaces



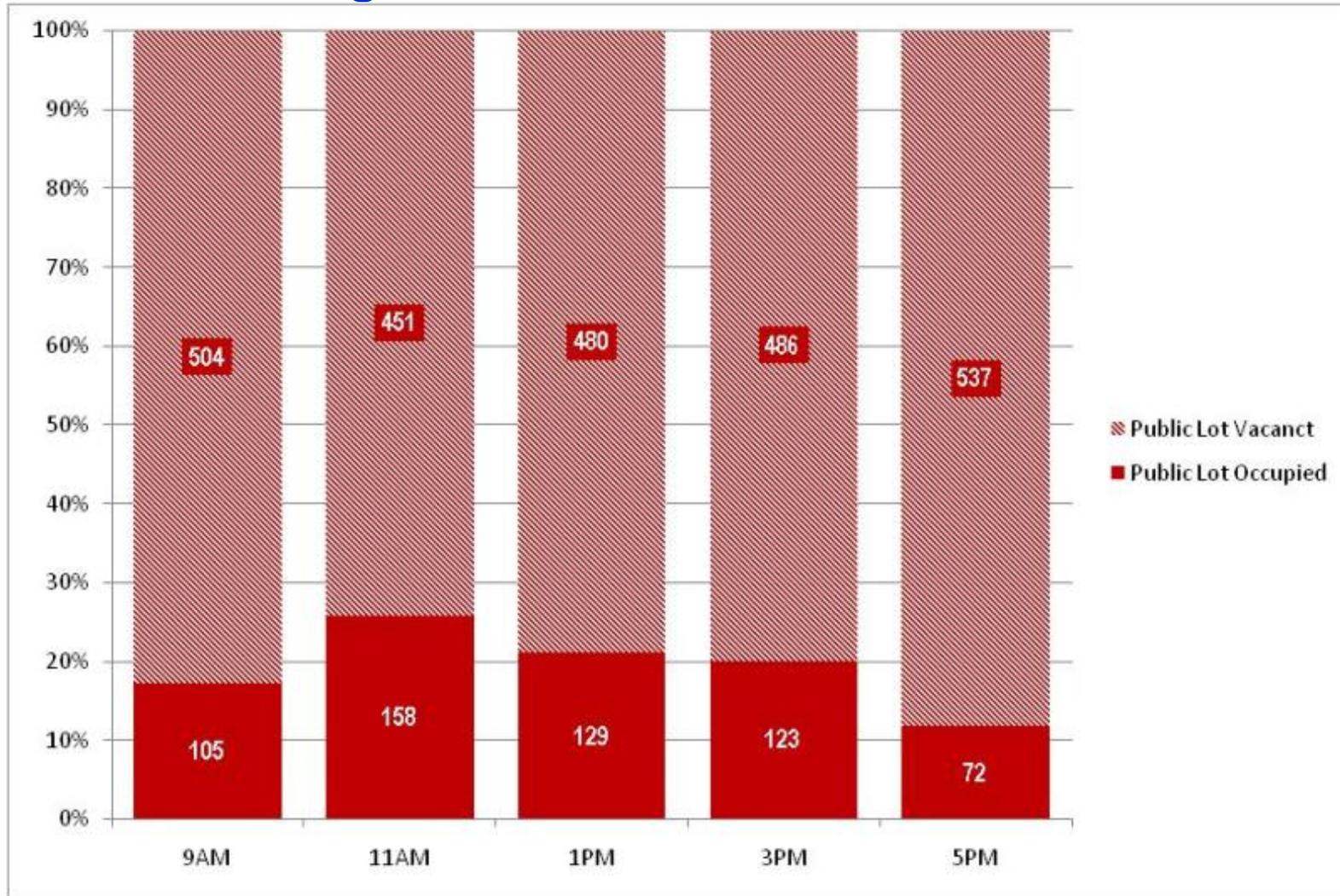
Weekend Utilization Profile – Public Spaces



Weekend Utilization Profile – On-Street Spaces in Downtown



Weekend Utilization Profile – Public Parking Lots



Key Findings to Date

- **Heavy utilization of prime downtown spaces – before customers arrive**
- **Heavy utilization of Wedgemere commuter lot & Bacon Street**
- **Heavy utilization of Shore Road; spare capacity in Aberjona lot & Mystic Valley Parkway**
- **Localized impacts at McCall & Lincoln Schools; Town Hall**
- **Spare capacity at Jenks Lot; North Main; Washington; Mystic Valley; etc.**
- **Spare capacity in many private lots downtown**



Next Steps



Next Steps

1. Parking User Survey

- Available tonight, at local businesses, & on the Town website

1. Zip code of residence (5 digit zip code please): _____

2. What is your primary purpose for coming downtown today?

- Work Shopping I live here Commuter Rail
 Dining Errands/Appointments Tourism/Attractions Other (describe): _____

3. How many times per week do you travel downtown for that purpose?

- Less than 1 day per week 2 to 3 days per week nearly every day
 1 day per week 4 to 5 days per week several times a day

4. If you ever travel downtown without your car what other modes do you use AND how many times per week?

- Personal Car Only Commuter Rail, _____ times per week Bike, _____ times per week
 Carpool, _____ times per week Bus, _____ times per week Walking, _____ times per week

5. Do you always park in the same place or do you search for a space? Same Space I Search

6. How long did it take you to find a spot Today? _____ mins At what time? _____

→ Usually? _____ mins → Worst day? _____ mins



Next Steps

- 2. Evaluate Utilization Patterns**
- 3. Collect User Concerns/Complaints**
- 4. Identify Regulatory & Operational Conflicts**
- 5. Conduct Demand Projections**
- 6. Develop Preliminary Strategies**
 - Short-term & Long-term**



Key Considerations

- Availability is critical to local merchants



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- **Remote and underutilized parking is a wasted asset**





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Key Considerations

- Availability is critical to local merchants
- Remote and underutilized parking is a wasted asset
- New supply will not resolve front-door availability given current regulations
- More efficient use of existing parking can enable infill development
- **Parking solutions cannot be targeted at problems without creating other problems**
 - **We must be comprehensive**



Areas of Examination

- Adequacy of current downtown parking regulations & enforcement
 - Can regulations be changed? Is pricing appropriate?



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 - Can regulations be changed? Is pricing appropriate?
- Awareness of nearby vacant spaces
 - Can signing help?

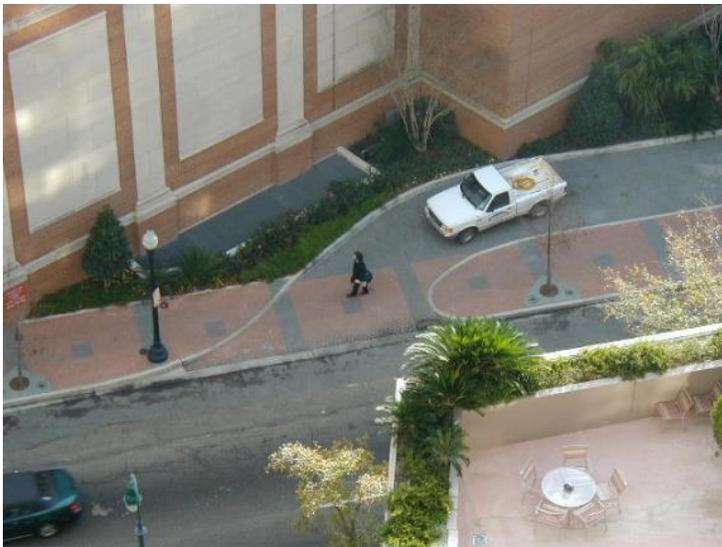


Areas of Examination

- Adequacy of current downtown parking regulations & enforcement
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- **Opportunities to improve connections, crossings, lighting, etc.**
 - **Can perception of distance be reduced?**







Areas of Examination

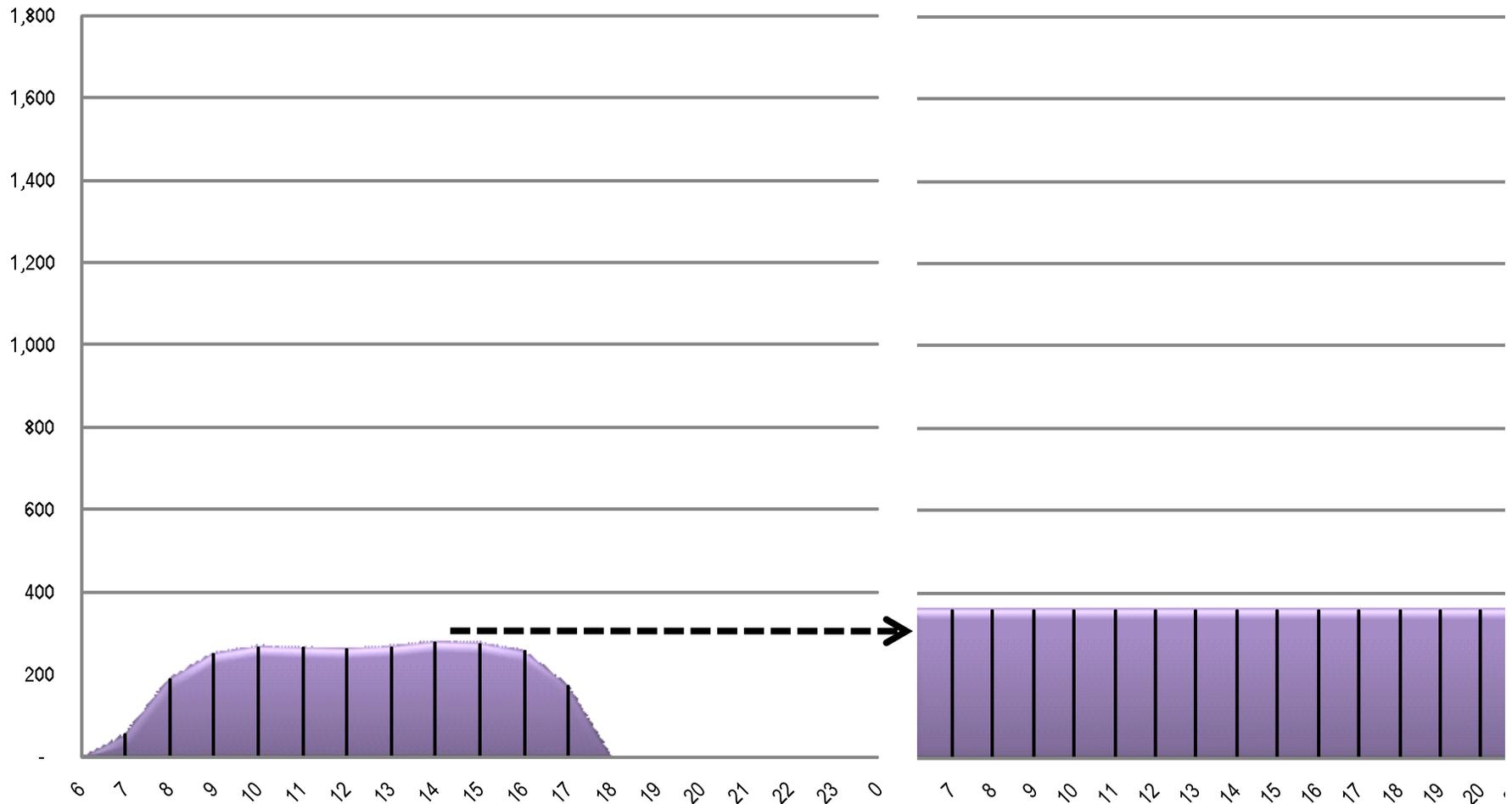
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- **Sharing existing underutilized parking**



Office (150k SF):

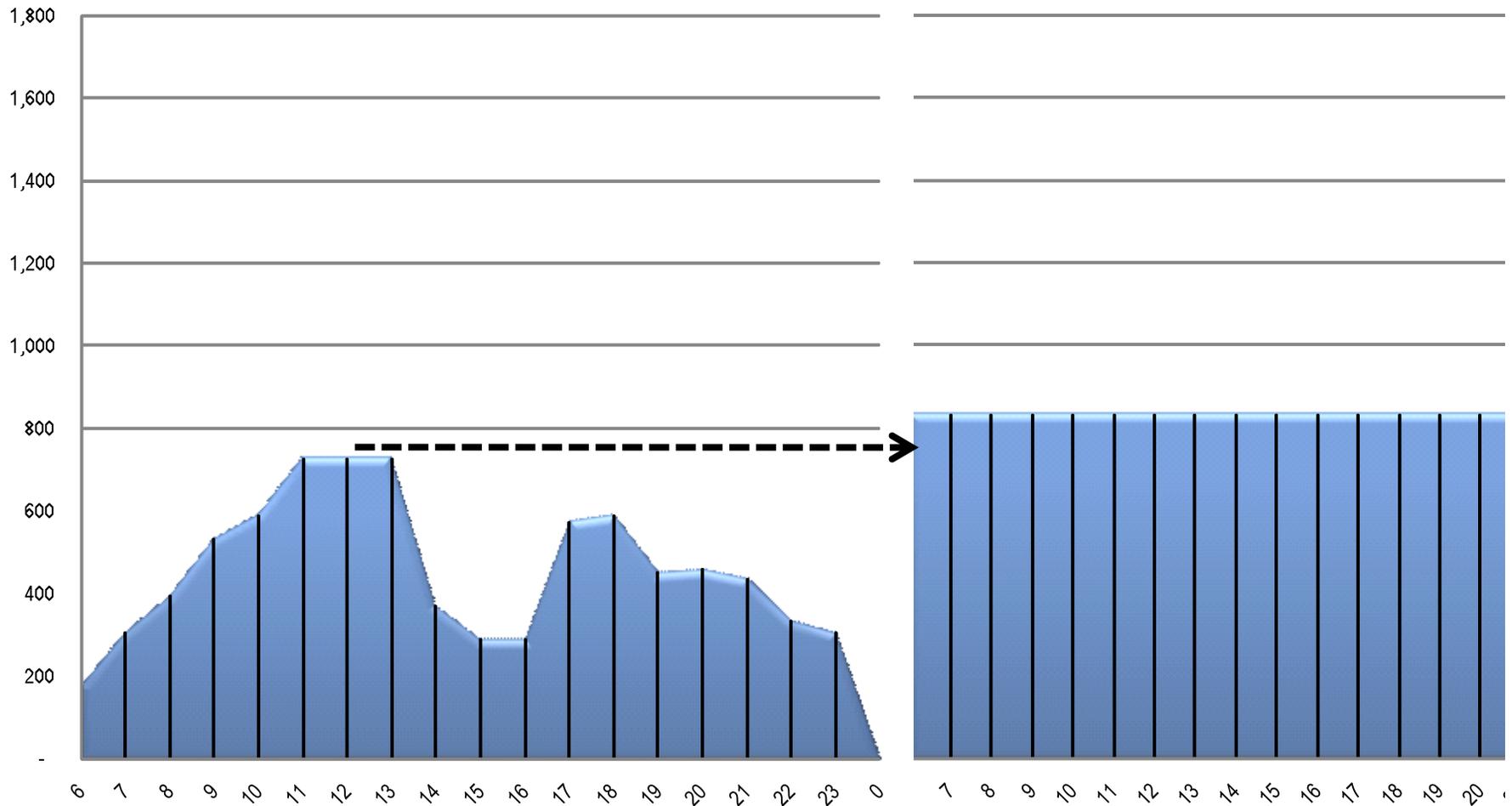
Demand

Supply



Restaurant (150k SF): Demand

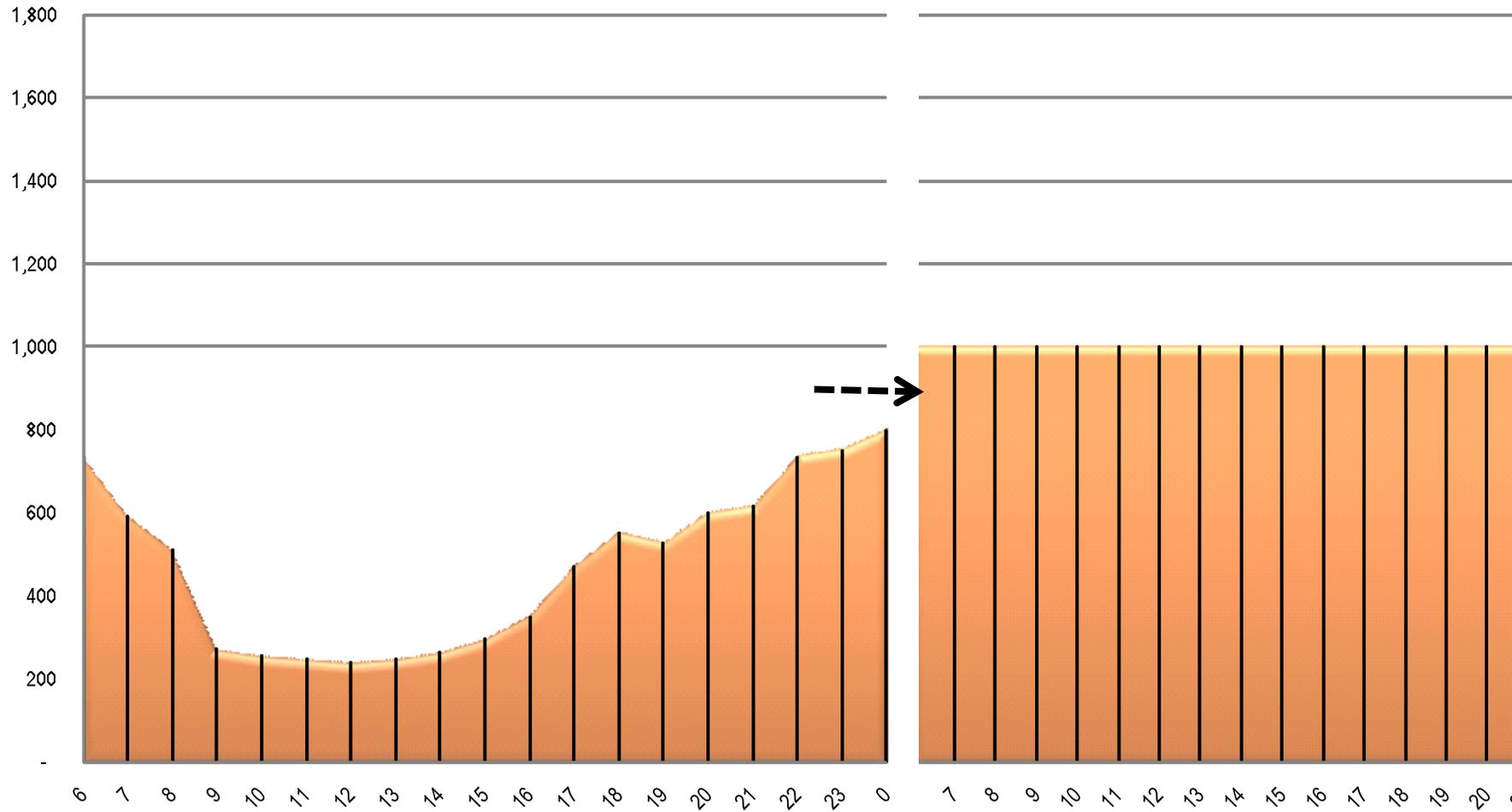
Supply



Residential (150k SF/1000 units):

Demand

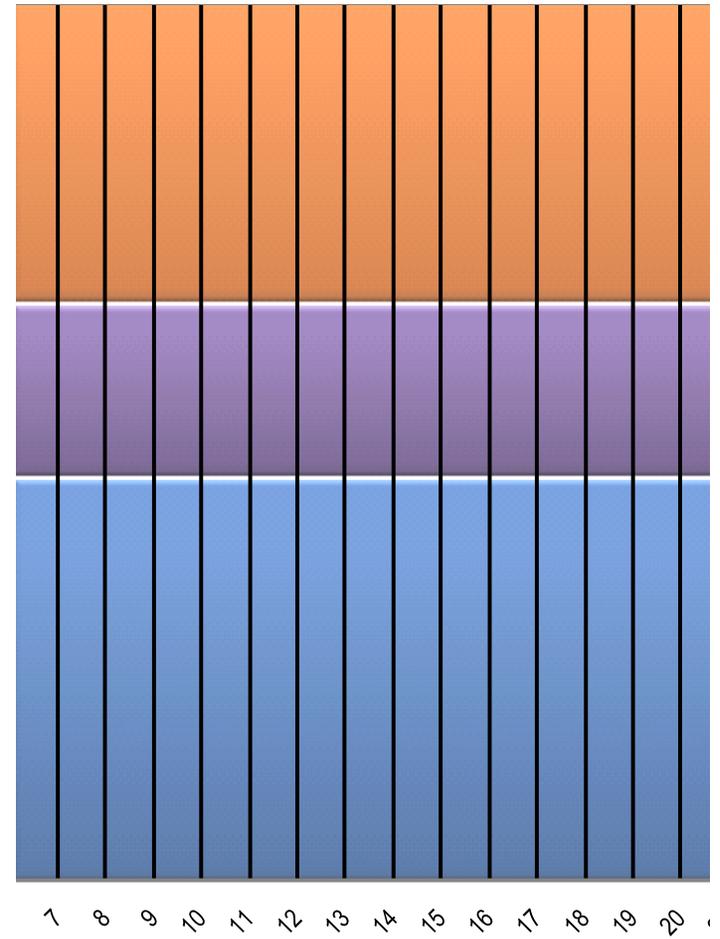
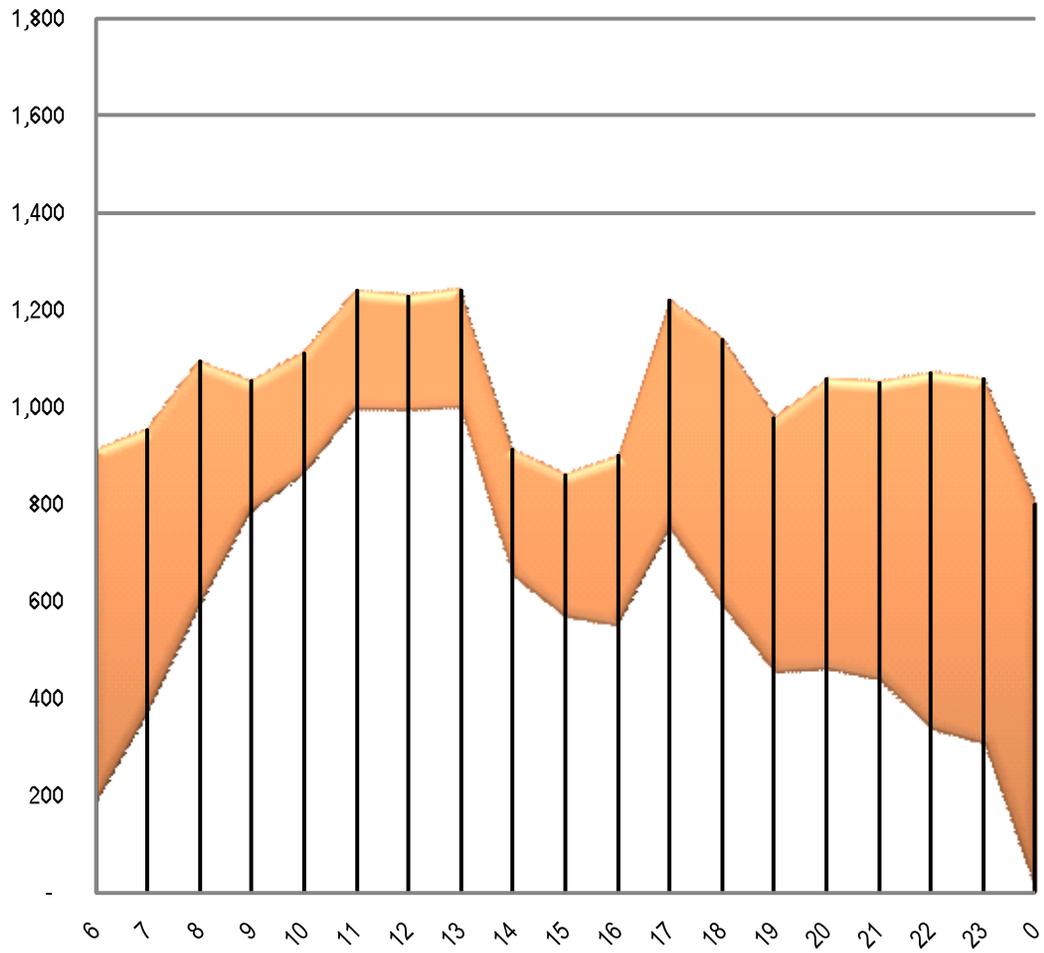
Supply



Shared Uses:

Demand

Supply



Areas of Examination

- Adequacy of current downtown parking regulations & enforcement
 - Can regulations be changed? Is pricing appropriate?
- Awareness of nearby vacant spaces
 - Can signing help?
- Opportunities to improve connections, crossings, lighting, etc.
 - Can perception of distance be reduced?
- Sharing existing underutilized parking
 - **Can incentives promote better use of private spaces?**



Other Strategies to Explore

Car Sharing



Walking Safety



Transit Amenities



Bike Facilities



Bike Parking



Ride Sharing



Questions, Comments, & Discussion



Winchester Town Center Community Conversations

***Winchester Board of Selectmen
Winchester Planning Board***



Town Center Initiative – Next Steps

■ Possible Development Themes

- *Add town center housing (smaller units, 0-1 car)*
- *Revitalize town center retail/restaurant businesses*
- *Make town center a destination for cultural and educational activities*
- *Improve the Aberjona/greenway and town center open spaces*

■ Working Committees

- *Housing*
- *Retail/Restaurant*
- *Cultural/Educational*
- *Design*



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