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# Maynard Downtown Parking Analysis

## Final Report

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Planning Work Program

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Prepared for:

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## Introduction

Downtown Maynard is thriving as the home to numerous small businesses, the successful Mill and Main development, and is home to a number of residents. Main Street and Nason Street are the primary retail areas and are served by large off-street municipal parking lots, as well as a number of on-street parking spaces. The newly constructed Assabet River Rail Trail runs adjacent to the downtown, providing easy access for bikers and pedestrians, although driving appears to be the primary mode of accessing the area. Maynard is undergoing a significant revitalization and is experiencing a considerable amount of new investment. A potential increase in new development in Downtown Maynard mixed with the constrained parking environment was a concern, and MAPC was asked by the Town to assess the current parking situation in Downtown Maynard, and develop short-term recommendations for managing parking.

The purpose of this parking study is to determine how existing parking spaces are currently being utilized, and for what period of time. This effort will help determine if the existing parking supply is adequate, whether regulations and/or the location of parking should be adjusted, and make recommendations for managing the parking supply in the context of ongoing and future redevelopment.

Several **parking management best practices** that helped guide MAPC's analysis and recommendations for Downtown Maynard:

- Parking regulations should be visible, clear and consistent
- Parking policies and regulations should encourage people to park once and visit multiple destinations in one trip
- Short-term parking should be prioritized for on-street spaces close to businesses, with long-term parking in parking lots
- Parking policies should aim for 85% parking occupancy<sup>1</sup> for on-street parking, meaning parking is generally close to being fully utilized but there are always a few spaces available. Occupancy greater than 85% may be appropriate for off-street parking, depending on the size and configuration of the lot

MAPC collected and analyzed existing parking capacity, occupancy, and duration data in Downtown Maynard. The scope for this parking study included identification and analysis of the following:

1. Existing parking capacity and regulations within the study area
2. Hourly occupancy and duration on both a weekday and a Saturday morning
3. Average duration, and patterns of short- and long-term parking
4. Times and locations of peak parking demand
5. Occupancy observations of additional private off-street lots

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<sup>1</sup> Target parking occupancy level identified in *The High Cost of Free Parking*, by Donald Shoup. An 85% parking occupancy is generally considered the sign of a "healthy" parking district - one with strong demand but enough available supply to avoid the negative consequences of drivers circling around looking for parking.

## Study Area

The focus area for this Downtown Maynard parking study is primarily on-street and off-street public parking on Main Street, Nason Street, Summer Street, small side streets, as well as the two large municipal parking lots. In addition, some private parking in downtown Maynard was observed to determine if there is any excess capacity in those locations. From end to end, the study area is 1.5 miles long, or approximately a twenty-five minute walk. The core of the business district is about a five-minute walk from end to end. The study area includes the following parking locations (as shown in **Figure 1**):

On-street public parking (owned and maintained by the Town of Maynard):

- Main Street/Route 62 between Sudbury Street (Town Hall) and Summer Street
- Summer Street between Nason Street and Main Street
- Nason Street between Main Street and Summer Street, including the metered spaces between the Paper Store and China Ruby as well as the angled spaces available adjacent to the Bank of America and Middlesex Savings Bank
- Glendale Street between Summer Street and Library
- Walnut Street between Main Street and River Street
- River Street between Walnut Street and Main Street

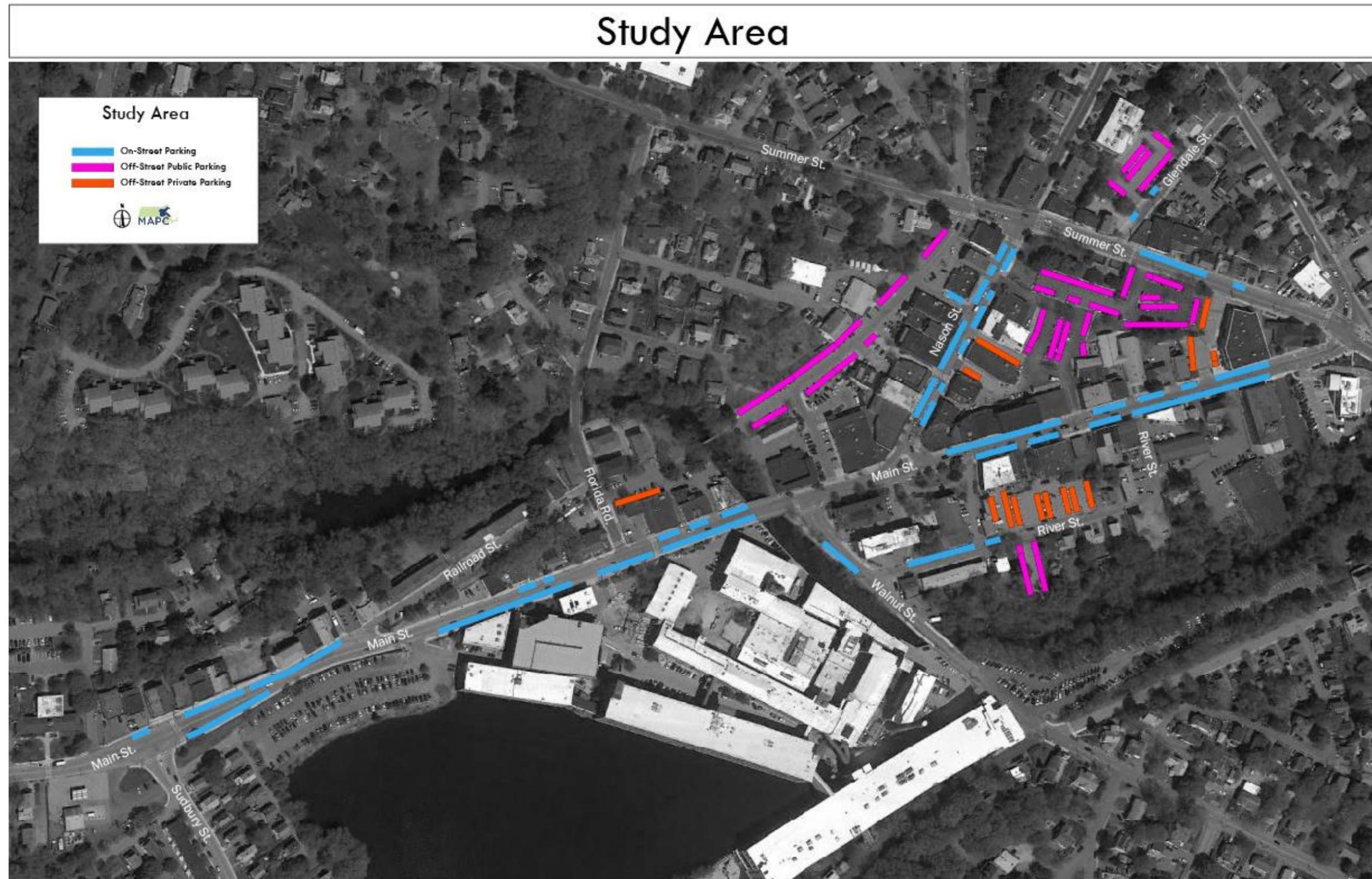
Off-street public surface parking lots (owned and maintained by the Town of Maynard):

- Municipal Parking Lots at Summer/Nason/Main Streets
- Municipal Parking Lot at the Library
- Municipal Parking Lot along the Assabet River Rail Trail
- Municipal Parking Lot on River Street

Off-street private surface parking lots (NOT owned or maintained by the Town of Maynard)

- Private lot on River Street
- Bank alley parking off of Nason Street
- Walgreens parking lot
- Post Office parking

Figure 1 Study Area



## Existing Parking Analysis

In order to determine the existing parking conditions within Downtown Maynard, MAPC conducted a parking study on Wednesday, May 3, 2017 from 8:00am - 8:00pm and Saturday, May 13, 2017 from 8:00am–12:00pm. Prior to the data collection effort, the number, type, and location of parking spaces within the study area were documented.

### Parking Capacity and Regulations

The study area includes a total of 593 parking spaces, 116 of which were in private parking lots. Of the 477 public parking spaces observed, 182 (38%) are on-street and 295 (62%) are located in off-street parking lots. **Table 1** provides a summary of parking type and capacity within the study area.

Table 1. Study Area Parking Capacity

Type of Parking	Capacity	Percent
<i>Public Parking</i>		
Public On-Street Parking	182	38%
Public Off-street Surface Lots	295	62%
<i>Public Parking Subtotal</i>	<i>477</i>	<i>100%</i>
<i>Private Parking</i>		
Private Off-street Surface Lots	116	100%
<i>Private Parking Subtotal</i>	<i>116</i>	<i>100%</i>
<b>Parking Total</b>	<b>593</b>	

As the Town only has control over public parking assets, the primary focus of this analysis is on public parking in the study area. The public spaces have a wide variety of posted regulations, including 2 hour, handicap, 15 minute, and unrestricted/unsigned parking spaces. Of the public parking observed, the vast majority (82%) of the on-street spaces are metered with a two-hour parking limit.<sup>2</sup> Another 6% of on-street spaces are two-hour unmetered spaces. The majority of the spaces in the public parking lots do not have any posted parking regulations.

A summary of the public parking regulations is illustrated in **Figure 2** and shown in **Table 2**.

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<sup>2</sup> At the time of data collection, the parking meter rate was \$0.25 per hour. For more information about parking meter rates in nearby municipalities, please see Appendix A.

Table 2. Public Parking Regulations

Type of Parking Regulations	Capacity	Percent
<i>On-street Public Parking</i>		
2 Hour Meter	149	82%
Unrestricted	13	7%
2 Hour (M-F 8am-5pm)	10	6%
15 Minute	8	4%
Handicap	2	1%
<i>On-street Public Parking Subtotal</i>	<b>182</b>	<b>100%</b>
<i>Off-street Public Parking</i>		
Unrestricted	236	80%
2 Hour (7am-5pm)	26	9%
2 Hour Meter	21	7%
Handicap	12	4%
<i>Off-street Public Parking Subtotal</i>	<b>295</b>	<b>100%</b>
<b>Public Parking Total</b>	<b>477</b>	

Figure 2 Existing Parking Regulations and Capacities

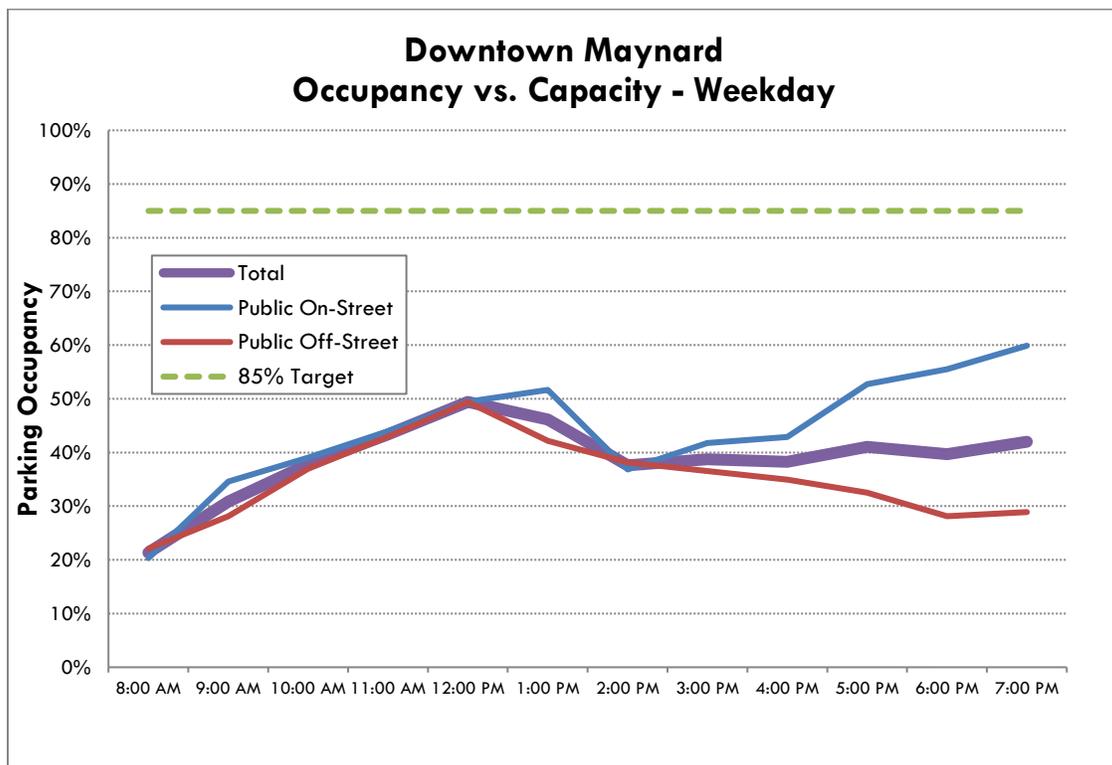


## Parking Occupancy

During the parking observation hours, MAPC detailed the parking occupancy and duration by time of day in order to gain an in-depth understanding of how parking is utilized in downtown Maynard. This parking data helps to identify peak demand times, average parking durations, and areas with the highest parking demand.

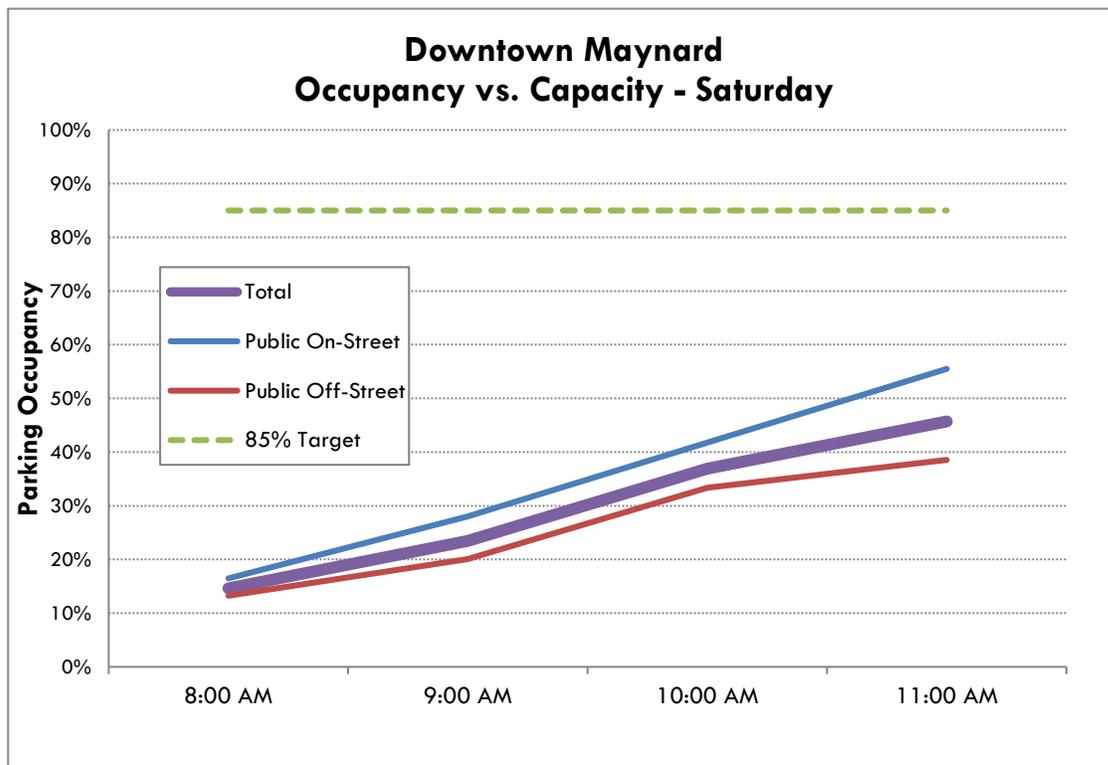
During the weekday observation, peak parking occupancy in downtown Maynard occurred at 7:00pm for on-street parking (60% occupancy), and 12:00pm for off-street parking lots (49% occupancy). The peak period for the study area as a whole was also 12:00pm with 49% of all parking spaces utilized. The parking occupancy rate increased steadily until about 12:00pm, then it began to decline. Between 2:00pm and 7:00pm, on-street parking occupancy increased steadily into the evening, while off-street occupancy rate continually declined. A summary of the weekday occupancy is available in **Figure 3**.

Figure 3 Maynard Parking Occupancy vs. Capacity - Weekday



During the Saturday morning observation, peak parking occupancy in downtown Maynard occurred at the end of the observed hours, in the late morning. The on- and off-street peak both occurred at 11:00am, with 55% of on-street spaces occupied and 39% of off-street spaces occupied during that time. The total occupancy rate during the peak hour was 46%. A summary of the Saturday on-street occupancy is shown below in **Figure 4**. As shown in the figures, both weekday and Saturday occupancy levels fall below the target occupancy level of 85%.

Figure 4 Downtown Maynard Parking Occupancy vs. Capacity - Saturday



**Figure 5 and Figure 6** on the following pages illustrate on-street and off-street parking utilization in downtown Maynard during the peak hour on both the weekday and Saturday morning observations. Areas in red were at or above 100% occupancy during the busiest hour of the observation day. As shown in the figures, much of the on-street parking available was below the recommended 85% occupancy level. The areas that experienced the highest occupancy rates during the peak hour include the off-street lots at Summer/Nason/Main Streets, the lot at the Library, and a few of the on-street parking spaces available on Nason and Main Street. For more detailed information about the hour occupancy observed during data collection, please see Appendix B.

On Saturday morning, the busiest areas during the peak hour were the on-street spaces available on Nason Street and the eastern section of Main Street. This may be in part due to higher rates of commercial activity during the weekend. During the Saturday observations, the off-street lots experienced much lower occupancy rates than during the weekday observations. Overall, the busiest parking areas observed were the on-street spaces available on Nason and Main Street, as well as a portion of the Nason/Main/Summer Street municipal lot. These areas, as well as the most underutilized areas, are available in Appendix C.

Figure 5 Weekday Peak Hour Occupancy

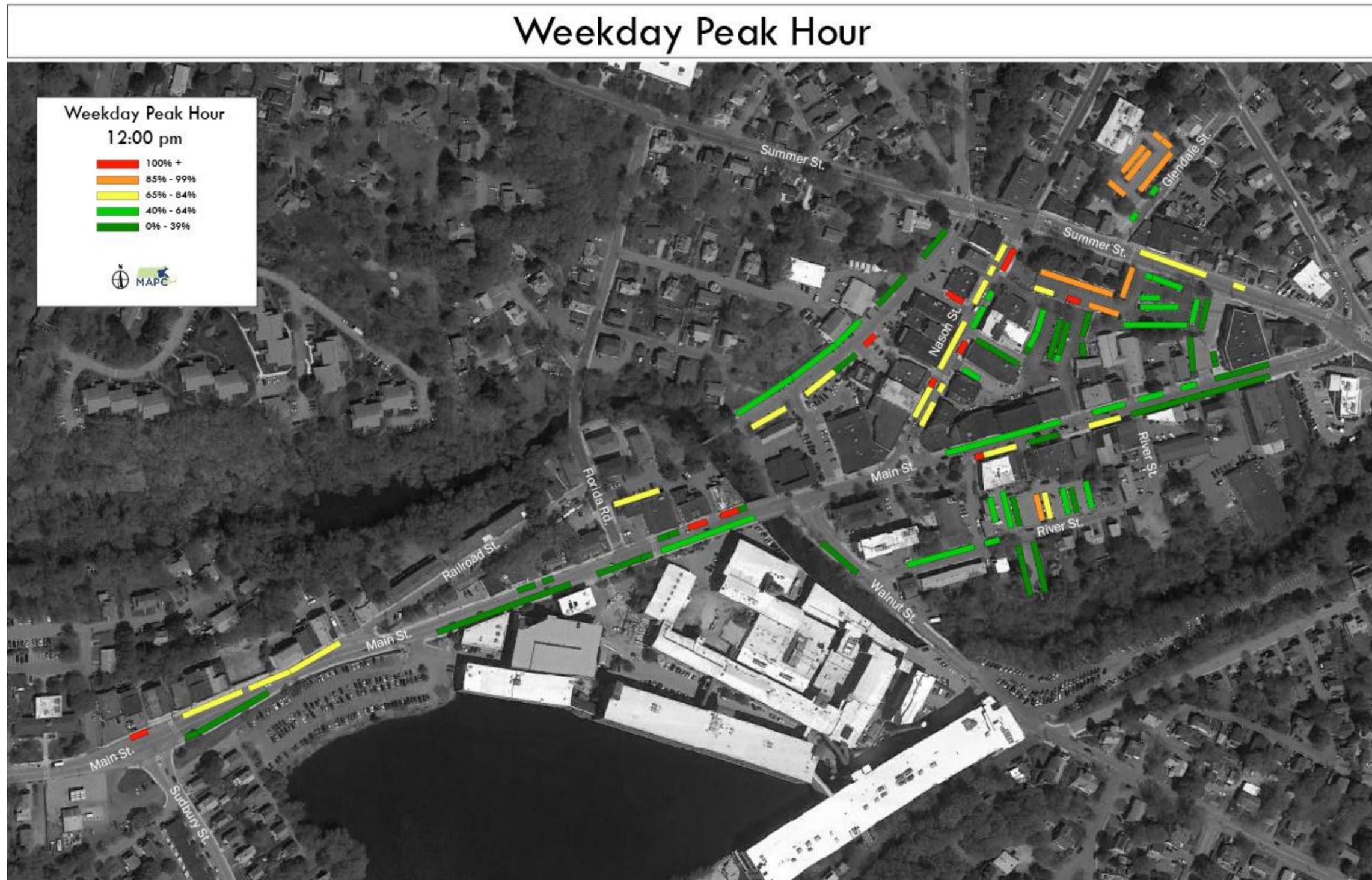
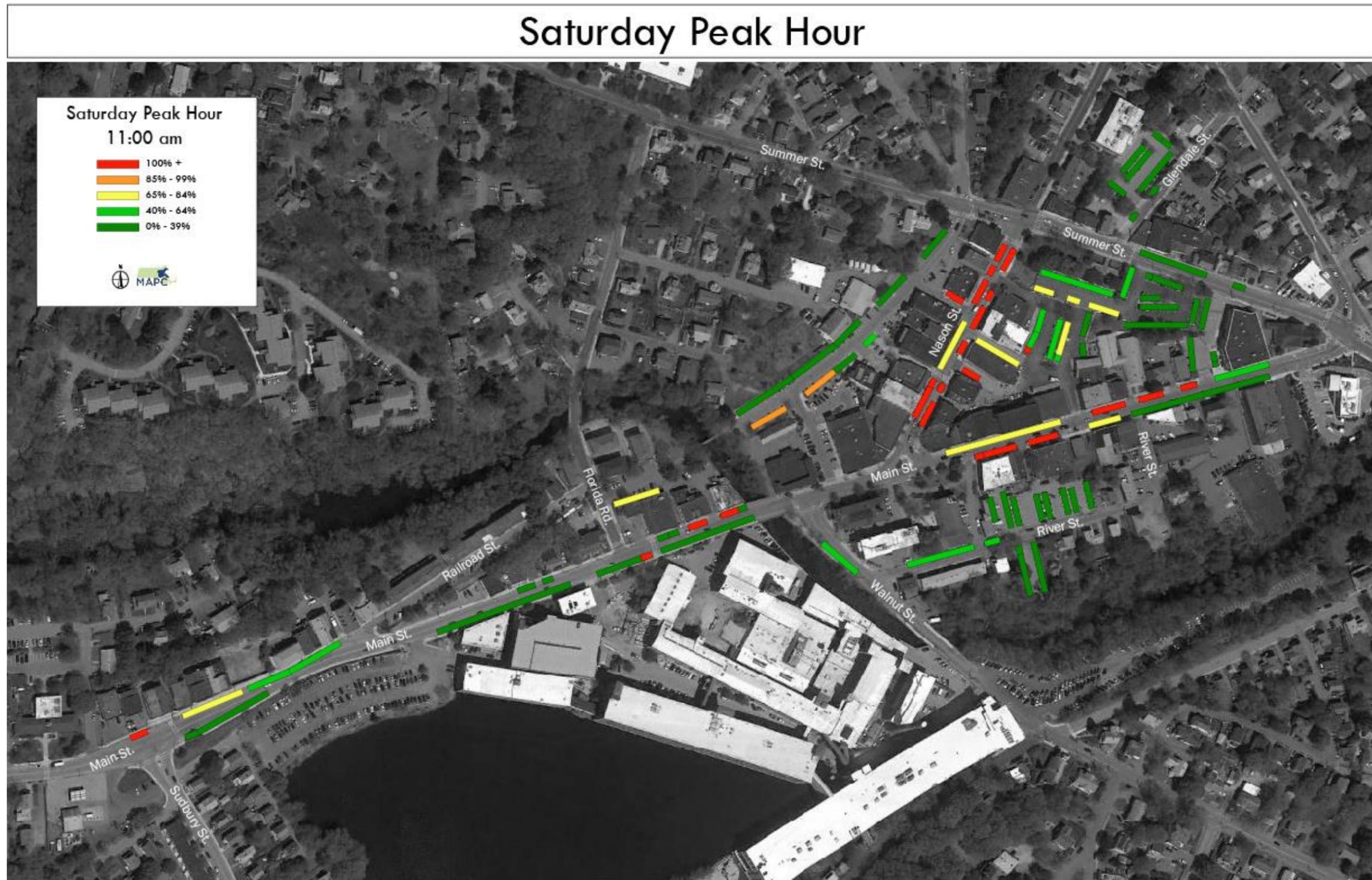


Figure 6 Saturday Peak Hour Occupancy



## Parking Duration

Parking turnover is critical to the success of a business district because nearly all business patrons want to find a parking space in front of their destination. However, if vehicles are parking in on-street spaces for an extended period of time, parking spaces will not open up for new business. Observing duration trends helps identify whether spaces are turning over and also provides important insight into the effectiveness of current parking enforcement techniques.

During MAPC's observations, the overall average parking duration for on-street spaces was 1.5 hours (90 minutes) during the weekday and 1.0 hours (60 minutes) on Saturday. Average duration data organized by parking regulation is shown in **Table 3**.

Table 3. Average Parking Duration by Type of Parking

Type of Parking	Capacity	Weekday (hours)	Saturday (hours)
Public On-street			
2 Hour Meter	149	0.9	0.8
2 Hour (M-F 8am-5pm)	10	3.9	2.3
Handicap	2	7.5	0.5
15 Minute	8	0.6	0.7
Unrestricted	13	1.4	1.8
Public Off-street			
Municipal Parking Lot	168	2.1	0.9
Municipal Lot- Electric	3	4.3	2.5
2 Hour (7am-5pm)	26	2.7	0.9
Unrestricted	19	2.1	0.7
Handicap	12	0.8	0.8
2 Hour Meter	21	2.0	1.6
Totals/Averages			
On-Street	182	1.0	0.9
Off-Street Lots	249	2.2	1.0
<b>Total</b>	<b>431</b>	<b>1.5</b>	<b>1.0</b>

Parking analysis performed on Wednesday May 3 and Saturday May 13, 2017.

Duration by type of parking is shown in **Table 4**. During both the weekday and Saturday morning observations, vehicles were generally parking for less than one hour. However, it should be noted that 10% of public on-street spaces on the weekday and 10% of public on-street spaces on Saturday morning exceeded 2 hours.

Table 4. Vehicles Parked by Duration

Type of Parking	Capacity	Weekday				Saturday			
		<1 hour	1-2 hours	2-4 hours	4+ hours	<1 hour	1-2 hours	2-4 hours	4+ hours
Public On-Street	182	73%	17%	8%	2%	78%	12%	10%	n/a
Public Off-Street	249	58%	13%	11%	19%	69%	15%	15%	n/a
Totals	431	67%	15%	8%	9%	74%	14%	12%	n/a

Parking analysis performed on Wednesday May 3 and Saturday May 13, 2017.

Average duration by location is shown in **Figure 7** and **Figure 8**. As shown in the figures, long-term parking occurs primarily at the off-street municipal lots during the weekday, and this is likely due to employees of businesses in downtown Maynard parking at the off-street lots, keeping on-street spaces available for customers. On Saturday, long-term parking was generally kept to a minimum, with some long-term parking occurring on River Street and Glendale Street.

Figure 7 Weekday Average Duration



Figure 8 Saturday Average Duration

# Saturday Average Duration



## Business Survey Results

On Thursday, October 26 and Wednesday, November 1, 2017, MAPC staff completed 12 surveys of owners and employees of businesses on Main and Nason Streets. The purpose of the surveys was to better understand how employees and customers of businesses located in the study area utilize parking in downtown Maynard, and to hear more about recommendations for improvements from the business community. A full list of businesses surveyed is available in Appendix D.

Questions around how employees and customers currently utilize parking available in downtown Maynard generated some common themes. While most employees drive to work, two of the 12 businesses surveyed noted many employees walk to work. Approximately half of the businesses surveyed do not have designated parking for employees. Employees at these businesses tend to park in the municipal parking lot off of Main, Nason, and Summer Streets or in the unrestricted spaces in the off-street lot near the rail trail. Customers also tend to park in these same spaces, and employees noted that the on-street spaces are highly desirable among customers. Over half of businesses noted that at least some of their customers walk to their stores, particular over the weekend.

About half of the businesses surveyed noted that customers generally do not find parking difficult. Among those who did, concerns ranged from lack of enforcement of parking regulations, available parking spaces being too far away, or a general lack of parking availability overall. It was noted by multiple businesses that there is an issue of local owners parking on the on-street spaces in front of their stores during the day, occupying a valuable parking space that could otherwise be utilized by multiple customers throughout the day.

Seven of the twelve business owners/employees surveyed were Maynard residents, living less than one mile away from work. Ten of twelve live nearby, less than five miles away. All ten noted that they spend time in downtown Maynard even when they are not working, with local restaurants being the most popular destination. When asked if there is difficulty parking when visiting downtown Maynard, rather than commuting to and from work, resident employees noted that parking is generally available, although convenient parking can be more challenging to find during lunch and dinner hours. However, in no case did a lack of parking result in nearby residents ultimately not making a visit to downtown Maynard to shop or dine.

MAPC also asked questions about the current use of parking meters in downtown Maynard. Seven individuals surveyed noted that they or someone they know have experienced problems with the parking meters. Issues raised include meters not registering a coin has been inserted and regulations being unclear. A couple businesses said that they will give quarters to customers for on-street parking if requested. Aside from some of the concerns about the meters, a few businesses noted that the rates are very affordable. When asked whether Maynard should reinvest meter revenue into downtown improvements, such as new sidewalks, lighting or benches, nine of twelve said yes. Those who disagreed called for either getting rid of the meters, or using those funds to relieve the town's tax burden.

The surveys concluded with some general questions about downtown Maynard. When asked about what was the best thing about downtown Maynard, five liked the walkability. Several also commented on the "homey, community" feel, noting that local residents and business owners are generally friendly. Many also praised the downtown aesthetic, appreciating the landscaping work of the local garden club and commenting on the seasonal décor. When asked about potential improvements to downtown Maynard, the two most commonly cited items were occupying currently

vacant businesses and addressing poor building management. The concerns generally centered on high rents for businesses, absentee landlords, and a desire for more “destination” type businesses to fill the vacant storefronts. A few business owners noted issues related to parking, including a desire for designated employee parking spaces, and lighting improvements to the River Street lot to make it more useful.

## Observations and Recommendations

While collecting data, MAPC made observations around general parking conditions within the study area. These observations, along with the parking data collected, are used to inform recommendations for future parking management practices in Maynard.

### Meters

Some of the parking meters observed on the data collection route were old and difficult to read, and some were nonfunctional. Generally, information detailing when users need to feed meters were missing or unclear, which can spur confusion and ultimately lead users to avoid paying. During the business surveys, MAPC learned of multiple instances when users fed the meter, but no payment was registered. Parking meters and other similar types of parking management technology, such as parking kiosks and mobile parking payment applications, can be an effective tool for managing parking demand and encouraging turnover in downtown districts. However, poorly functioning meters can frustrate users and can be expensive to maintain. Given the poor condition of the meters, MAPC recommends the Town take action to address these concerns.



### Recommendations:

The Town should discuss how to proceed with the parking meters. Options include:

1. Status quo: keep the meters as is, repairing as needed.
2. Remove the existing meters and do not replace them. To ensure the regular turnover needed for a vital business district, this option would require increased enforcement of posted regulations. This could be a fair trade off with local businesses that don't want the business district to be metered. The relatively low utilization rates make this a viable option. If there is skepticism about this, it could be piloted for a year before deciding if meters are necessary.

If the Town is considering meter replacement, there are a few different options available:

3. Remove the existing meters and replace with new meters. While this option may help ensure the desired parking turnover rates in the downtown business district, it is important to note that new meter technology is expensive and requires a significant amount of resources.<sup>3</sup> For example, a single multi-space meter can cost anywhere from \$5,000 to \$10,000.
4. Remove the existing meters and replace with parking payment kiosks. Like the meters, parking kiosks will also help ensure the desired parking turnover rates. With kiosks, a single piece of infrastructure manages parking for multiple spaces, so depending on the amount the Town would like to purchase, the kiosks could be a more cost-effective option than the meters. However, can be slightly more complicated than meters, as they may require users to input a space number or place a ticket on their dashboard.
5. Remove the existing meters and only replace meters on-street, leaving all off-street lots unmetered.<sup>4</sup> This option serves as a middle ground between no replacement and full replacement of meters. Should the Town ultimately decide to replace the meters in the lots, this option could be a way for the Town to spread the cost of meters or kiosks over a longer period of time.

## Signage

Signage is one of the most fundamental ways to communicate parking regulations to users, and serves as an important component of a welcoming business district by making it easier for visitors to know where to park. MAPC noted some signage was faded and damaged. If signage isn't maintained, it can be unclear whether the posted regulations are still in effect. There are also multiple variations of the two-hour regulations, with parking restrictions from 7am-5pm in some off-street spaces, and 8am-5pm in some on-street spaces.



<sup>3</sup> If this is the Town's preferred option, please note that all communities in the MAPC region will be eligible for discounted parking meters, pay stations, and mobile payment services through a regional contract starting in early 2018.

<sup>4</sup> There a small number of meters in the Main/Nason/Summer Street lot.

Additionally, some temporary signage was posted, which is an important means of communicating short-term parking regulations. However, some of this signage was posted haphazardly, which makes it more challenging for users to abide by temporary changes in regulations.



#### Recommendations:

A signage inventory can be a useful way for the Town to document all posted parking regulations in the downtown, and will help inform future priorities for replacement. If possible, it would be helpful to streamline all of the two-hour parking regulations so that the time of day the restrictions are in place is uniform across the business district. Overall, uniform signage, including updating old signage and ensuring all signs are facing the correct way, helps ensure regulations are clearly communicated. To further clarify to visitors where parking facilities are available, the Town could install additional generic blue parking signs at different access points. An example of this kind of sign is below:



## Loading

There are no designated loading areas directly on Main and Nason Streets. MAPC witnessed loading vehicles parked in spaces designated for two-hour parking. In the image below, the loading vehicle is also partially blocking a driveway. Some of the businesses surveyed also expressed concerns about loading vehicles occupying parking spaces that are intended for short-term customer use, and several were interested in having their own designated loading spaces directly behind their store. This was particularly true among businesses that are on the sides and Main and Nason Streets that do not abut the public lot, where there is some designated loading space.



## Recommendations:

While many of the businesses on Main and Nason Street have rear access for loading, some do not, meaning loading trucks resort to parking on-street. The Town should emphasize time restrictions for loading. Loading should be permitted at a time that would limit the impact on parking availability to customers (e.g.: early in the morning). Additionally, loading vehicles should be ticketed when blocking driveways, sidewalks, and ramps.

## Underutilized Public Parking Assets

MAPC noted three sections of the study area were consistently underutilized during data collection:

- Summer Street experienced very low occupancy rates during both days of data collection, with occupancy rates increasing slightly during the 12:00 PM peak hour. Summer Street is relatively far from the business district, and it is likely that users are deterred by the meters since free parking is available in the nearby municipal lot.



- The River Street municipal lot was entirely empty during both the weekday and Saturday morning data collection periods. This is a significant municipal parking asset that is very underutilized. While this public lot is further from the downtown business district, the posted sign that indicates a permit is required to park in the lot is also likely discouraging users from parking there. Furthermore, the lot is not well lit at night.



- The off-street lot near The Assabet River Rail Trail also experienced low utilization rates, though not to the same extent as the River Street lot. This may have been due to ongoing construction work at the time of data collection

Overall, the off-street lots experienced a peak occupancy of only 49%, which is far below the 90-95% occupancy recommended for off-street lots. For more information about sections of the study area that were most and least occupied, please see Appendix B.

### Recommendations

- Summer Street: If the Town desires to encourage parking on Summer Street, the Town may want to consider removing the parking meters.
- River Street municipal lot: Though the River Street municipal lot is not as visible or well-known as some of the other parking facilities available, the lot can serve as a resource for long-term parking. Potentially, the lot could serve as employee parking for local businesses, which would address some of the concerns expressed in the business survey about business owners parking on the on-street spaces. In addition to clarifying the posted regulations, lighting and pedestrian accessibility improvements should be made, and the posted regulations should be updated to reflect any changes. If this lot were to be utilized for long-term employee parking, relocating the existing shuttle services, which currently serves the Main/Nason/Summer Street municipal lot, should be considered. If the Town makes additional long-term parking spaces available, business owners that continue to park long-term on the street must be ticketed.
- Public lot near Assabet River Rail Trail: Given that limited parking utilization may have been due to construction, MAPC recommends observing how parking behaviors change now that rail trail construction is complete. In addition to ensuring adequate vehicle parking, it may be necessary to add bike parking accommodations nearby.

### Electric Vehicles

The electric vehicle charging stations within the study area were frequently occupied during data collection time period. Most of the electric vehicle spaces observed were full for an extended period of time.



## Recommendations:

Given the popularity and demand for these spaces, the Town should consider adding additional electric vehicle charging stations in the downtown. The demand for electric vehicles should also be taken into account if the Town has any long-term plans to construct additional parking facilities in the future.

## Enforcement and Safety

MAPC observed some instances of vehicles parked in a manner that blocked access to driveways and crosswalks. Not only does this raise safety concerns, but also can hamper the walkability of the downtown. Similarly, some vehicles travel at high speeds on Main, Nason, and Summer Street, which can raise concern for pedestrian and bicyclist safety in particular. Safety for all users, including drivers, bicyclists, and pedestrians, is a critical component of a vibrant downtown that is welcoming to all. Furthermore, more people walking and biking to the downtown can help alleviate parking constraints.



## Recommendations:

There needs to be consistent enforcement of posted parking regulations. This not only applies to permitted parking duration during specific times of day, but also to parking in a manner that does not impede the flow of vehicular, bicycle, or pedestrian traffic. Generally, vehicles are not permitted to park within 20 feet of a crosswalk. Ensuring curb lines are consistent will help clarify to drivers the exact location of driveways, and brightly painted, well signed crosswalks are also an important means of communicating regulations and improving pedestrian visibility. To promote safety by reducing vehicle travel speeds, painting bicycles lanes can narrow the travel lane and ensure on-street accommodations for cyclists. Increasing enforcement through signage, infrastructure improvements, and ticketing will ultimately help support a walkable and bikeable downtown.

## Clarity

MAPC noted some posted parking regulations that were unclear. For example, in the image below, while the sign notes “No Parking Any Time,” there is a meter nearby that presumably corresponds to the same space, and there is a driveway in the other direction. While residents and frequent visitors may have an understanding of whether parking is actually permitted in this space, someone new to town would likely be confused by this set up. In addition to signage, a few businesses surveyed noted some confusing regulations posted on the meters themselves.



### Recommendation:

A sign inventory will help identify additional areas where the posted regulations may be unclear, any outdated or confusing signage should be replaced or modified accordingly.

## Policy and Zoning Changes

As the Town explores what on-the-ground improvements that can be made to improve the efficiency and accessibility of downtown parking, it is also important to note how zoning changes can also support these efforts. One recommendation in this regard is to consider modifying the Town’s Zoning Bylaw to allow developers to pay a fee-in-lieu of parking, which would reduce the total number of new parking spaces developers are required to construct.

In order to discourage the construction of new parking where a sufficient supply of spaces is already available, the Town should consider allowing residential developers to pay a fee instead of constructing all of the required parking on-site (also known as a “fee-in-lieu”). Developers who pay this fee would be allowed to utilize a certain number of public parking spaces, which would count toward their parking requirement. MAPC recommends the Town determine a per-space fee for developers and property owners to utilize public parking spaces instead of parking spaces on the development site, and that the funds be designated for transportation-related improvements such as bike racks, lighting, and parking lot maintenance. A fee-in-lieu could apply to new construction as well as existing structures that are modified in a manner that would require additional parking spaces to be constructed.

## **Future Considerations**

As downtown Maynard grows, the Town should be aware of what implications this may have for future parking demand. Currently, Mill and Main, a 1.1 million square foot development in downtown Maynard, is at 60% occupancy. A development of this size requires careful consideration of projected parking demand, as well as investment in shuttle services and other modes of transit to ensure employees can safely and comfortably travel to and from work. On a smaller scale, the same consideration should be made as the downtown begins to fill the currently empty storefronts on Main and Nason Street. Additionally, as more people begin to use the Assabet River Rail Trail, ensuring there is adequate bicycle parking available is essential. Several businesses already noted that many customers arrive by foot, and it can be expected that more will arrive via bicycle now that the rail trail is complete.

## Summary of Recommendations

Recommendation	Time Frame <sup>5</sup>	Approx. Cost <sup>6</sup>	Responsible Party
Remove (or replace) the parking meters in downtown Maynard.	Short-term	Low (if removing) High (if replacing)	Town of Maynard, DPW
Conduct a parking signage inventory for the downtown.	Short-term	Low	Town of Maynard, DPW
Remove and update any parking regulation signage that is unclear.	Short-term	Low	DPW
Post regulations on designated loading times on Main and Nason Street.	Short-term	Low	DPW
In the River Street municipal lot, clarify the posted regulations.	Short-term	Low	Town of Maynard
In the River Street municipal lot, invest in lighting and pedestrian improvements.	Medium-term	Medium	Town of Maynard
If the Town chooses to use the River Street municipal lot for employee parking, also consider moving the shuttle services to the River Street lot.	Short-term	Low	Town of Maynard
Enforce existing parking regulations	Short-term	Low/Medium	Police Department
On Main and Nason Streets, paint bicycle lanes to slow vehicle traffic and ensure on-street accommodations for cyclists.	Short-term	Low	DPW
Add electric vehicle charging stations, either retrofitting current parking spaces or adding charging stations if new parking facilities are constructed.	Long-term	Medium	Town Maynard
Observe future development patterns (both at Mill and Main and smaller local storefronts) to monitor potential future parking demand	Long-term	Low	Town of Maynard
Invest in bicycle parking to accommodate the increase in bicycle traffic now that rail trail is complete.	Short-term	Low/Medium	Town of Maynard

<sup>5</sup> Please note that short-term is less than one year, medium-term is one to three years, and long-term is more than three years.

<sup>6</sup> Please note that low-cost is less than \$5,000, medium-cost is \$5,000-\$100,000 (costs for many of these items depending on quantity and type of material), and high-cost is over \$100,000.

## Conclusion

Overall, the findings from this analysis conclude that Maynard's downtown business district currently has enough parking available to meet demand. There are a few strategies the Town can employ to make sure it is making the best use of the parking assets available. Potential options include clarifying and enforcing posted regulations, implementing pedestrian and bicycle safety improvements, and, over the long-term, monitoring changes in commercial occupancy to stay aware of potential changes to parking demand.

In addition to these actions, one key decision the Town will have to make in the near future is about how to move forward with the parking meters. Given the current relatively low occupancy rate and availability of other parking assets, metering may not be the most effective method for regulating parking in downtown Maynard at this time. The Town will have to determine whether increased enforcement or new meter technology is appropriate to ensure turnover in the business district in the future.

Along with the data collection, the Town should continue to consult with the business community as any changes to parking in the downtown business district are made. For businesses, a priority is ensuring regular turnover of on-street parking spaces so customers are able to park close to their destination. As noted previously, for a downtown business district, the target occupancy for on-street spaces should be close to 85%. Currently, given that the occupancy levels on-street are generally not that high, and there is additional capacity available on street, the downtown business district in Maynard has enough parking to meet demand. Parking meters can be a helpful mechanism to ensure regular turnover, but they are expensive to purchase and maintain. The town should consider the costs and benefits of a variety of enforcement strategies, recognizing that, based on current demand, meters are not essential to ensuring adequate parking is available.

While good parking management is a key component of a vibrant downtown district, it is important to consider the many benefits of a walkable and bikeable downtown. As evidenced by the surveys, there is a desire to maintain the on-street spaces available for customers, and business owners would like to see more designated employee parking available. The businesses surveyed also appreciated the walkability of the downtown district, and creating a downtown environment that is more accommodating to walking and biking will help limit the demand for parking. Ensuring that the downtown is accessible to all visitors, whether they arrive by car, foot, or bicycle, should be a key component of any parking decisions moving forward. These strategies combined will help ensure that the Town is continuing to use the available public parking assets efficiently and effectively.

## Appendix A: Local Parking Meter Rates

Below is information on parking meter rates in the downtown districts of Arlington, Concord, Lexington and Natick. Generally, pricing for on-street spaces ranges from \$0.75-\$1.00 per hour, whereas off-street lots are priced a bit lower, closer to \$0.50 per hour. Time limits range from two to four hours. Most municipalities offer free parking for spaces that are farther away from the downtown. The following pages include maps of detailed parking rates and regulations in each municipality's downtown district.

# Parking Meters Arlington Center

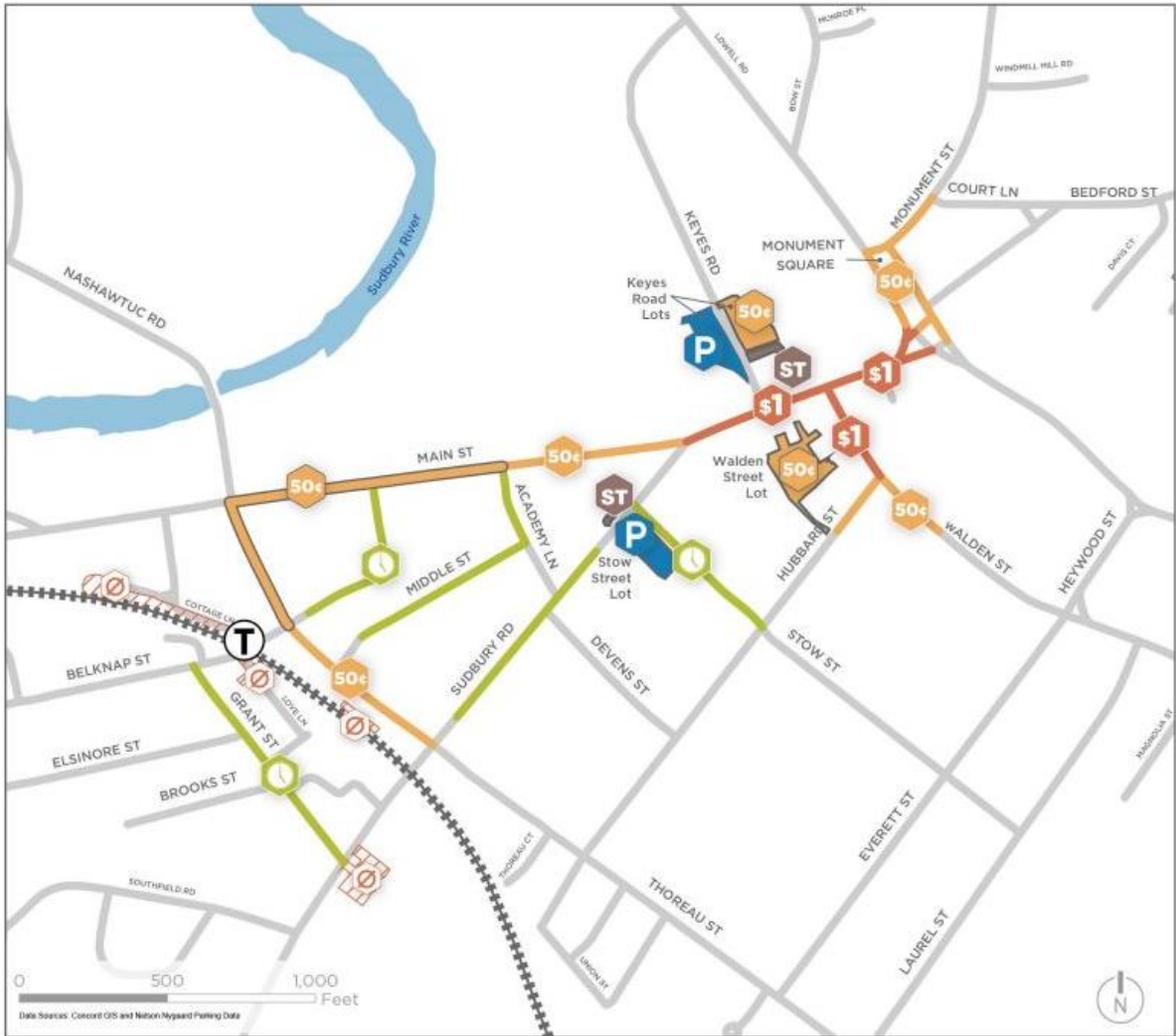
KEY			
<b>Library Lot</b> \$1/Hour Four Hour Parking 8AM-8PM	<b>\$1/Hour</b> Four Hour Parking 8AM-8PM <i>First 15            Minutes            Free</i>	<b>\$0.50/hour</b> Unlimited Parking 8AM-8PM	<b>Free</b> Four Hour Parking 8AM-8PM



Image Source: Town of Arlington

# CONCORD CENTER PARKING MAP

Parking options in Concord Center



-  **Free parking**  
No time limit
-  **Free parking**  
3 hr
-  **Short term**
-  **50¢** **\$0.50 per hour**  
No time limit
-  **50¢** **\$0.50 per hour**  
3 hr
-  **\$1** **\$1 per hour**  
3 hr
-  **Commuter permit parking only**
-  **MBTA Commuter Rail**

**CONCORD  
PARKING**

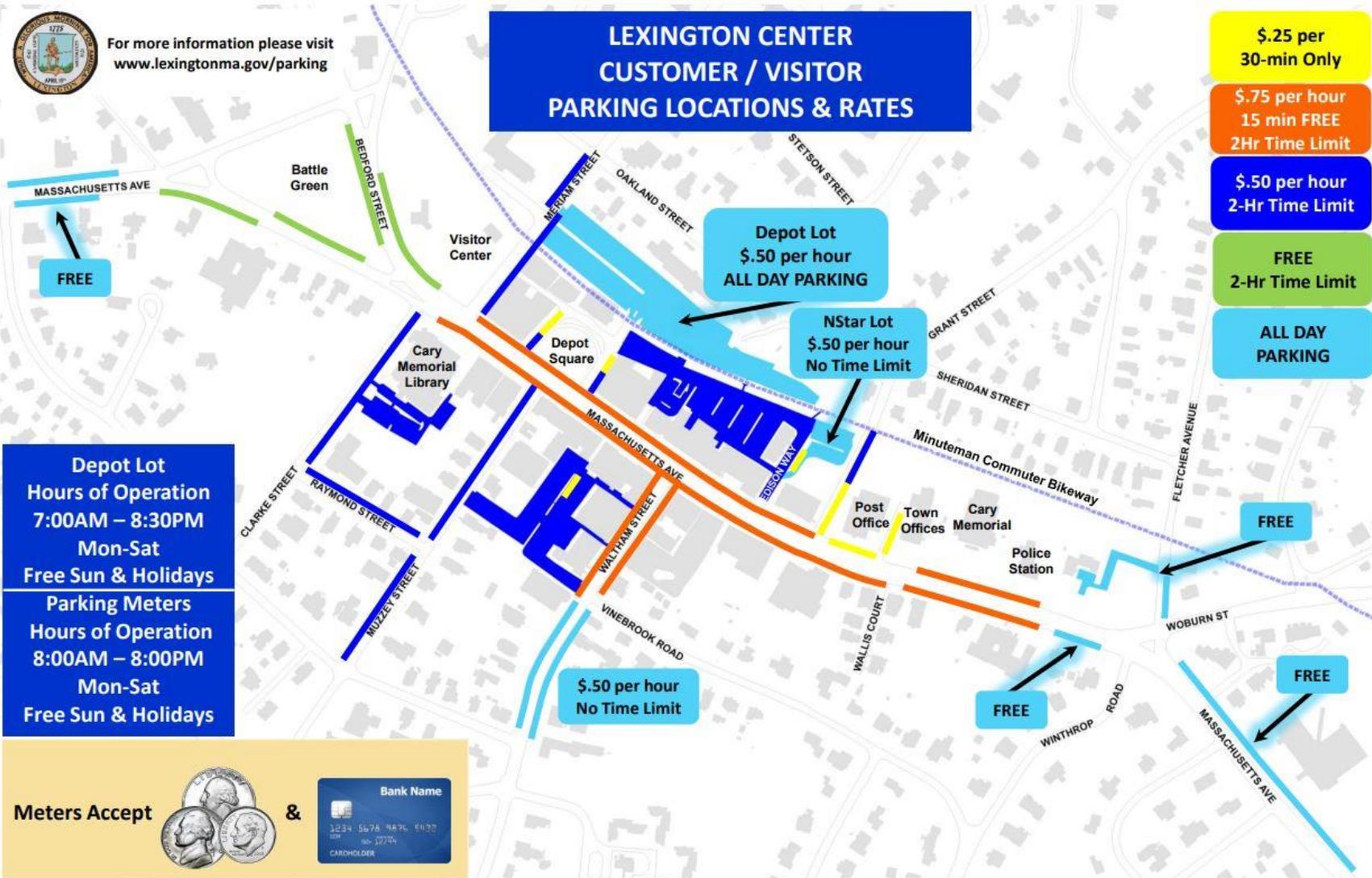
Image Source: Town of Concord



For more information please visit [www.lexingtonma.gov/parking](http://www.lexingtonma.gov/parking)

# LEXINGTON CENTER CUSTOMER / VISITOR PARKING LOCATIONS & RATES

- \$.25 per 30-min Only**
- \$.75 per hour  
15 min FREE  
2Hr Time Limit**
- \$.50 per hour  
2-Hr Time Limit**
- FREE  
2-Hr Time Limit**
- ALL DAY PARKING**



**Depot Lot  
Hours of Operation  
7:00AM – 8:30PM  
Mon-Sat  
Free Sun & Holidays**

**Parking Meters  
Hours of Operation  
8:00AM – 8:00PM  
Mon-Sat  
Free Sun & Holidays**



Image Source: Town of Lexington



January  
2016

## DOWNTOWN NATICK METER & PERMIT ZONES

PARKING METER & KIOSK TIMES			
\$.25 each 15 Min.	\$.25 each 1 Hour		
\$.25 each 30 Min.	\$.25 each 1 Hour		
<b>Meter &amp; Kiosk Hours: 9 AM - 5 PM MON-SAT</b> Free Parking ALL other times including Sunday			



PARKING PERMIT ZONES			
Town Vehicle	Town Employee		
Downtown Business	Commuter Lot		
<b>Permit Parking Hours: 7 AM - 5 PM MON-FRI</b> Free Parking ALL other times including Sat & Sun			

**Kiosk Locations**

**C.O.A. Permit Allows FREE 2 Hour Parking in Meter & Kiosk Spaces ONLY**

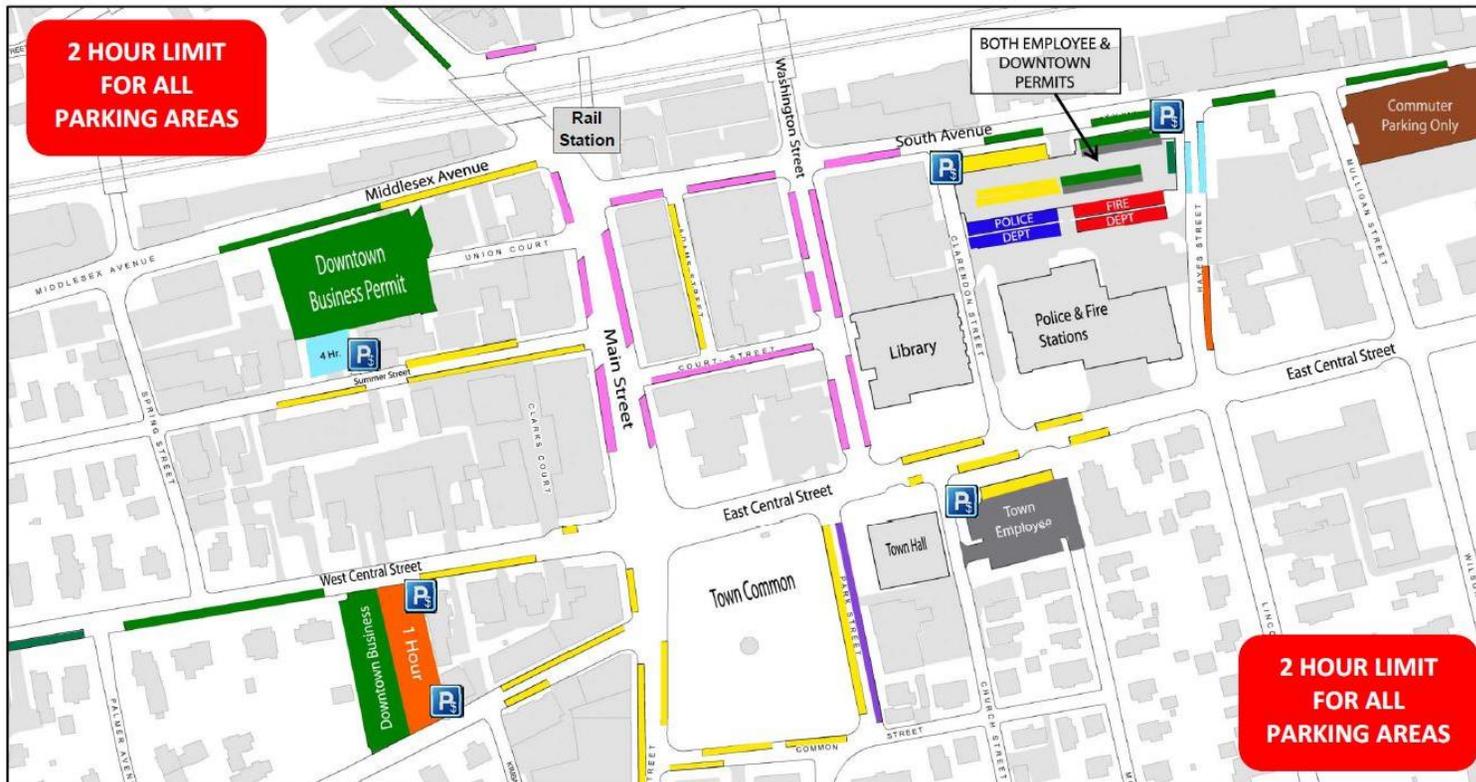


Image Source: Town of Natick

# Weekday Occupancy



# Weekday Occupancy



# Weekday Occupancy



# Weekday Occupancy



# Weekday Occupancy: Peak Hour



# Weekday Occupancy



# Weekday Occupancy



# Weekday Occupancy



# Weekday Occupancy



# Weekday Occupancy



# Weekday Occupancy



# Weekday Occupancy



## Busiest Areas



# Available Areas



## Appendix D. Surveyed Businesses

<b>Business Name</b>	<b>Address</b>
McWalter Volunteer Insurance	81 Main St.
Sugar Snap	53 Main St.
Scrub a Dog	41 Main St.
The Flower Pot	46 Main St.
Main Street Liquors	48 Main St.
Gallery Seven Frame Shop and Fine Art Gallery	7 Nason St.
Raspberry Beret	8 Nason St.
Maynard Outdoor Store	24 Nason St.
The Paper Store	36 Nason St.
Citizens Bank	47 Nason St.
Art's Specialties	43 Nason St.
Middlesex Bank	17 Nason St.