

**DRAFT**

Town of Dedham

# DEDHAM SQUARE PARKING STUDY



February, 2019





3EA 475

NOW PLAYING  
LEAVE NO TRACE  
RBG  
WONT YOU BE MY  
NEIGHBOR

STAR

heart

NO PARKING

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# INTRODUCTION

REFRESH  
yourself with  
*Acai*  
*Bowls*  
Try the Best Bowls  
or the G-3 bowls!

**DTS**  
DESARIO  
TRAINING SYSTEMS

Yoga

Lipson Bar Food & Drink

## INTRODUCTION

This report was prepared on behalf of the Town of Dedham through a “Massachusetts Downtown Initiative Technical Assistance Program” competitive grant from the State Department of Housing and Community Development (DHCD). The Town staff of Dedham provided oversight and review of the parking management plan, final report, and final presentation. In addition, Town businesses, residents, visitors, and employees provided insight and input into this study through a series of stakeholder meetings and a public open house held in October, 2018.

On behalf of DHCD and the Town of Dedham, the study team would like to thank all stakeholders and public participants for their constructive inputs to this process.



## INTRODUCTION | BACKGROUND & UNDERSTANDING

### Your Town: Dedham

The town of Dedham is located 10 miles southwest of downtown Boston, and borders Westwood, Needham and Canton. Dedham is a historic New England settlement with a population of about 25,000, and is accessible via Interstate 95 and Routes 1 and 1a. Transit service is provided by Dedham Bus Service. MBTA commuter rail service and MBTA and JBL bus services are accessible via neighboring Canton.

Dedham features 3 Historic Districts immediately adjacent to the core. In the last few years, the Town has made efforts to update and modernize the land use and zoning and transportation goals of the Master Plan to encourage reuse of historic structures and maintaining a “village” character. The Plan also anticipates future transportation needs and advocates for prioritizing transportation projects, such as increasing access and efficiency of Dedham’s public transportation, including JBL and MBTA bus lines. Service was most recently expanded in 2016.

Dedham is primarily residential, with mixed use along its primary north/south corridor of Boston Providence Highway. A 2013 effort between Dedham and Metropolitan Area Planning Council resulted in a recommendation by the Town’s Economic Development Department proposing the establishment of a creative economy in East Dedham, which was boosted through the addition of an Arts Overlay Zoning District.



## INTRODUCTION | BACKGROUND & STUDY GOALS

What is the Downtown Dedham Parking Study trying to achieve?

Specific goals for the study include:

- Use existing infrastructure more effectively, creating shared parking opportunities for county, town, and business employees
- Improve enforcement to ensure availability
- Identify opportunities for better signage and wayfinding
- Identify more user-friendly parking payment technology
- Identify more business-friendly, flexible parking
- Determine applicability of a Parking Benefit District
- Assess adequacy of current supply to support proposed development





# EXISTING CONDITIONS



## EXISTING CONDITIONS

This section documents existing parking conditions within Dedham Square. Data collection efforts in the Summer and Fall of 2018 identified existing parking assets, their regulations, how they are used today, and the Town's current parking management strategies.

## EXISTING CONDITIONS | STUDY AREA

To effectively measure parking usage across the Town Center, a study area was identified that generally includes the area between Court Street to the west, Boston Providence Turnpike to the east, and Worthington Street to the south.

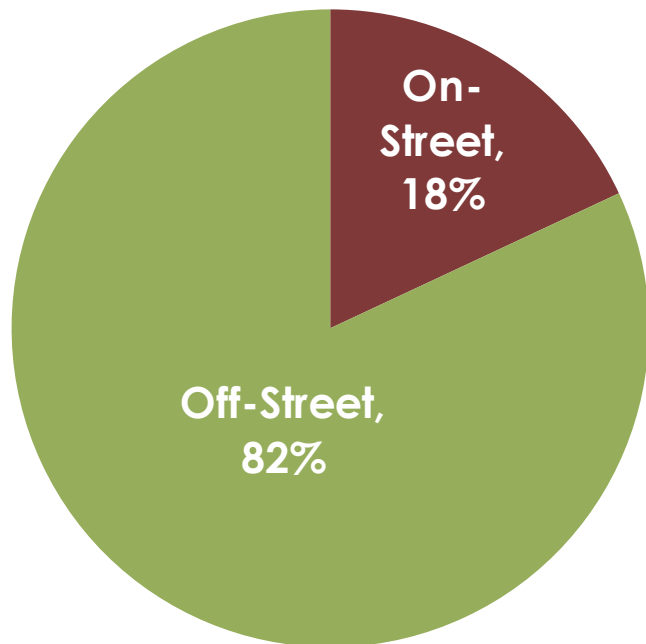
The study area also encompasses various private lots along that serve business patrons, employees, and residents, as well. Businesses rely heavily on surface parking lots for customer and employee parking, as on-street parking in the Town Center is limited.



## EXISTING CONDITIONS | PARKING INVENTORY

Within the Downtown study area, there are a total of 1,380 parking spaces. Of this inventory, 249 spaces are on-street parking and 1,311 spaces are off-street parking.

In order to gather the most accurate depiction of parking inventory, the team recorded regulations within the study area as how they might be viewed by a “visitor” or “guest”. Further details of the on-and off-street parking regulations within the study area are reflected in the tables to the right.



### ON-STREET

Regulation	Definition	Parking Supply	Percentage
8am-5pm, Excluding Sundays or Holidays, 1-Hour Parking	"1 hour parking from 8am-5pm only. Excluding Sundays or Holidays" signage	91	55%
Unregulated Parking	No regulation or signage	31	19%
2 Hour Parking (6am-7pm)	"2 hour parking only" signage	16	10%
15 Minute Parking	"15 minute parking only" signage	13	8%
No Parking 6:30am-9am Monday-Friday, No Time Limits	"No parking from 6:30am-9am, Monday-Friday only" signage	11	7%
8am-5pm; No Parking 6:30am-9am Monday-Friday, 1-Hour Parking	"1 hour parking from 8am-5pm only, no parking from 6:30am-9am Monday-Friday" signage	4	2%

### OFF-STREET

Regulation	Definition	Parking Supply	Percentage
Customer/Employee Parking	"Customer & employee parking only" signage	382	27%
Unregulated Parking	No regulation or signage	317	22%
Commuter Rail Parking (Paid Lot)	"Commuter rail parking" signage	215	15%
Residential Parking	"Resident parking only" signage	139	10%
Church Parking	"Church parking - private" signage	117	8%
Unregulated, Except No Commuter/Train Parking	"No commuter parking" signage	96	7%
Town Hall Business Parking Only	"Parking for Memorial Hall Business only" signage	59	4%
Library Patrons Only	"Library patrons parking only" signage	64	5%
Mixed Use (Customer/Employee and Residential Parking)	"Reserved parking" or "private parking" signage	22	2%

## EXISTING CONDITIONS | PARKING INVENTORY

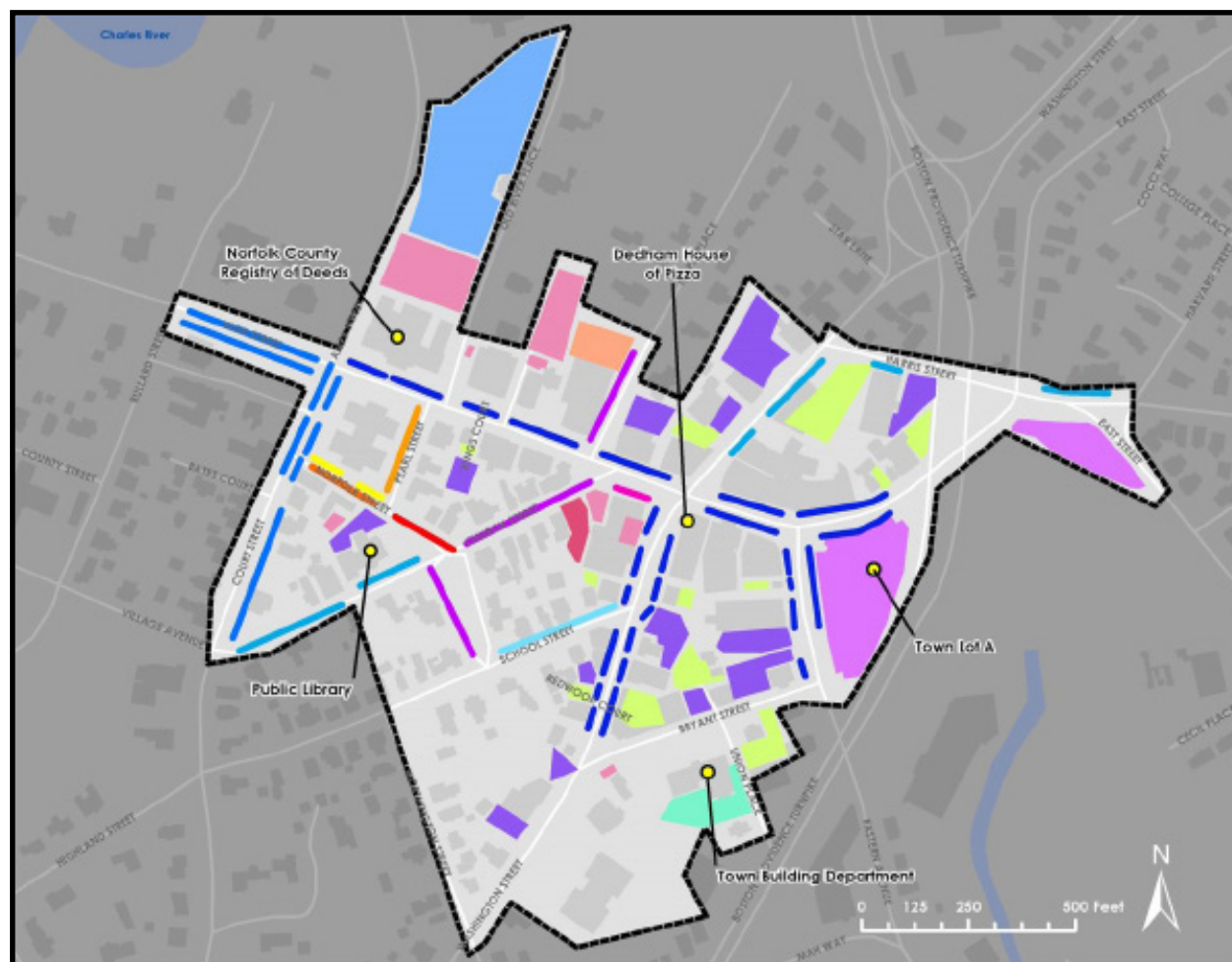
### Legend

#### On-Street Parking

- 1-hour time limit, Multi-Space Meters, \$0.75/hr.
- 4-hour time limit, Coin Meters, \$0.25/hr
- 1-hour, Unmetered
- 30-mins, Unmetered
- Unregulated
- Informal Sidewalk Parking
- Municipal Employees Only
- Reserved
- Authorized Vehicles Only
- Restricted, 7am-5pm

#### Off-Street Parking

- Public, Unregulated
- Public, \$5/day before 12pm
- Customers and Tenants only
- Employees, Tenants, and Police Only
- Municipal Employees and Visitors Only
- Post Office Employees and Customers Only
- Employees Only
- Tenants Only



## EXISTING CONDITIONS | PARKING UTILIZATION

### **Parking Utilization Process**

Periodic counts of parking occupancy provided data for a time series of parking demand and patterns, at different times of a typical day in the study area. To gather this data, the team counted parked cars along each on-street segment and every off-street facility in the study area, beginning at 9am.

Mapping the resulting parking utilization data helped to identify clear patterns of high and low usage, including the impact of regulations. Land usage, regulations, topography, and signage can drastically impact how neighboring parking assets are utilized.

To ensure efficient parking management operations, a certain level of vacancy and utilization is preferred, both on-and off-street. It is ideal to have at least one empty space on each block of street parking, to ensure easy customer access to businesses. This typically equates to about 1 out of 10 spaces free, or a target of 10% vacant per block. Similarly a goal of at least 10% vacancy is considered ideal in off-street lots. If any facility has less availability, it is effectively at its functional capacity and drivers perceive a lack of availability. Facilities with lower utilization have excess capacity and can accommodate additional parked cars.

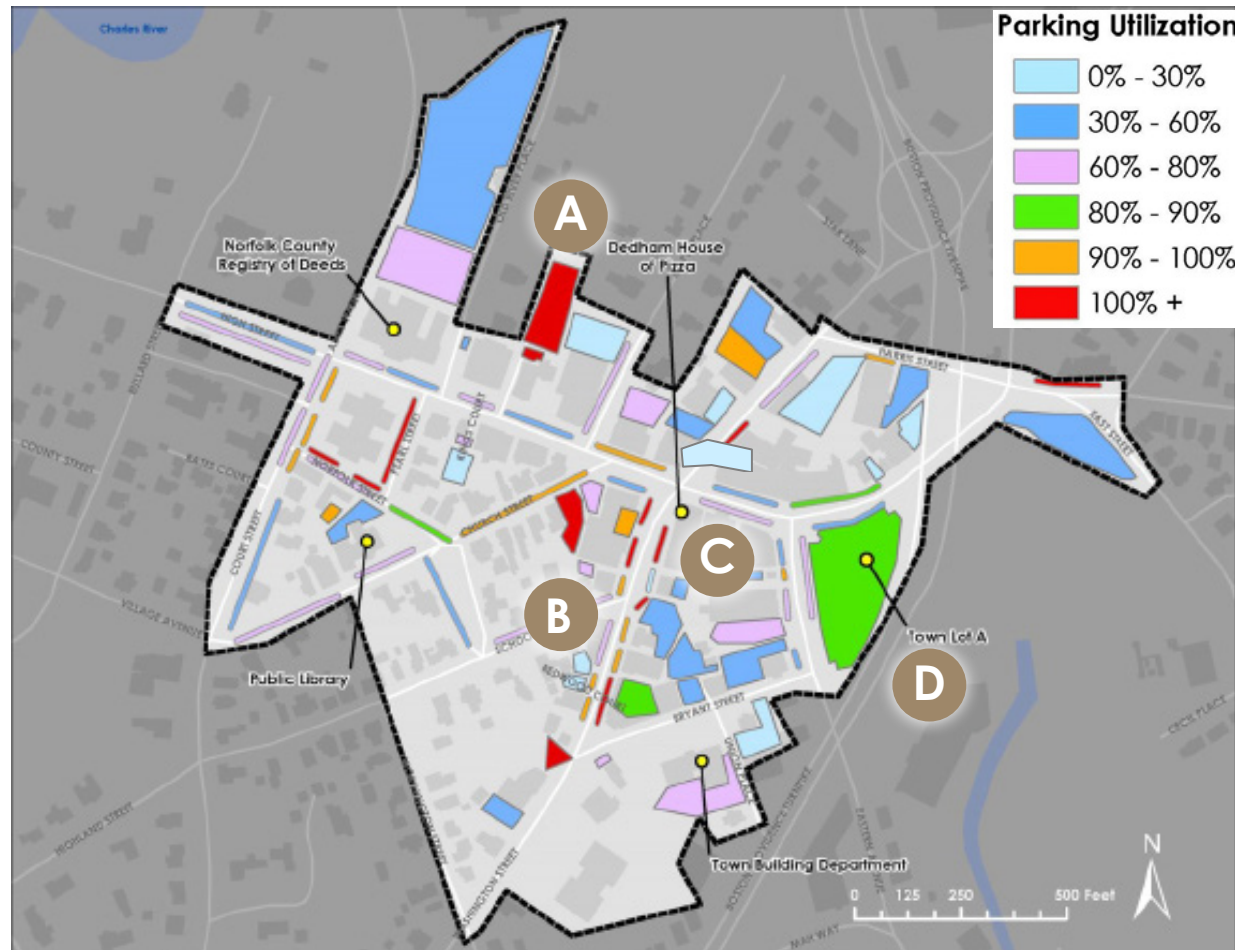
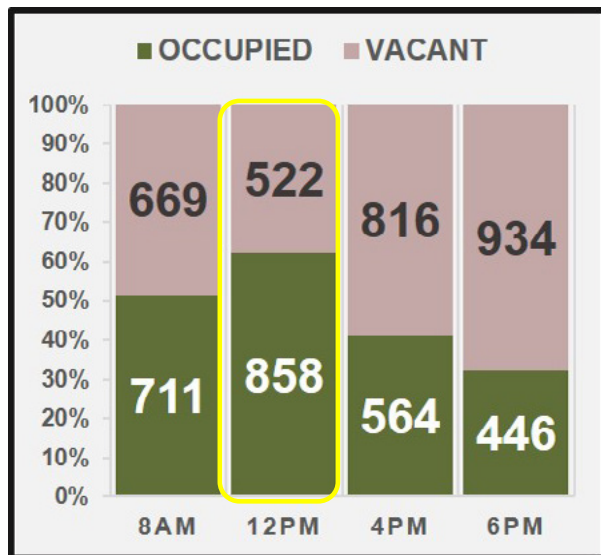
The study team conducted parking occupancy counts on a typical summer weekday and weekend to capture

parking demand. Utilization counts were conducted on a Wednesday in June from 8am to 6pm, and a Saturday in June from 11am to 7pm.

### **Spatial Analysis of Parking Utilization: General Analysis**

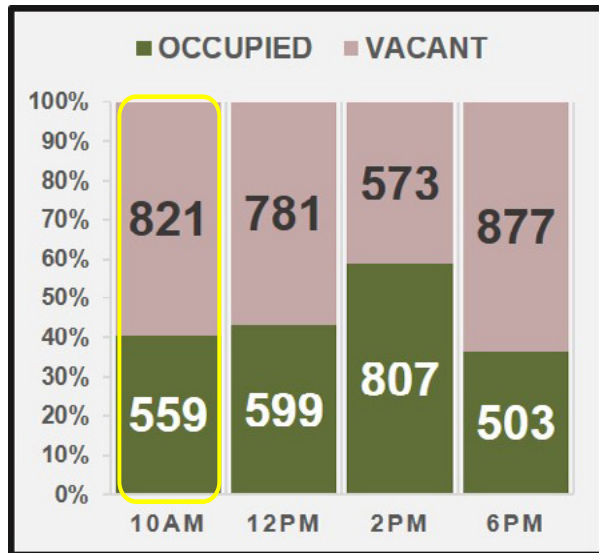
The utilization maps included in the report help to understand the overall occupancy and vacancy levels of all parking spaces within Downtown Dedham. Maps for all time periods can be found in the appendix.

## PARKING UTILIZATION | PEAK WEEKDAY - 12:00 PM

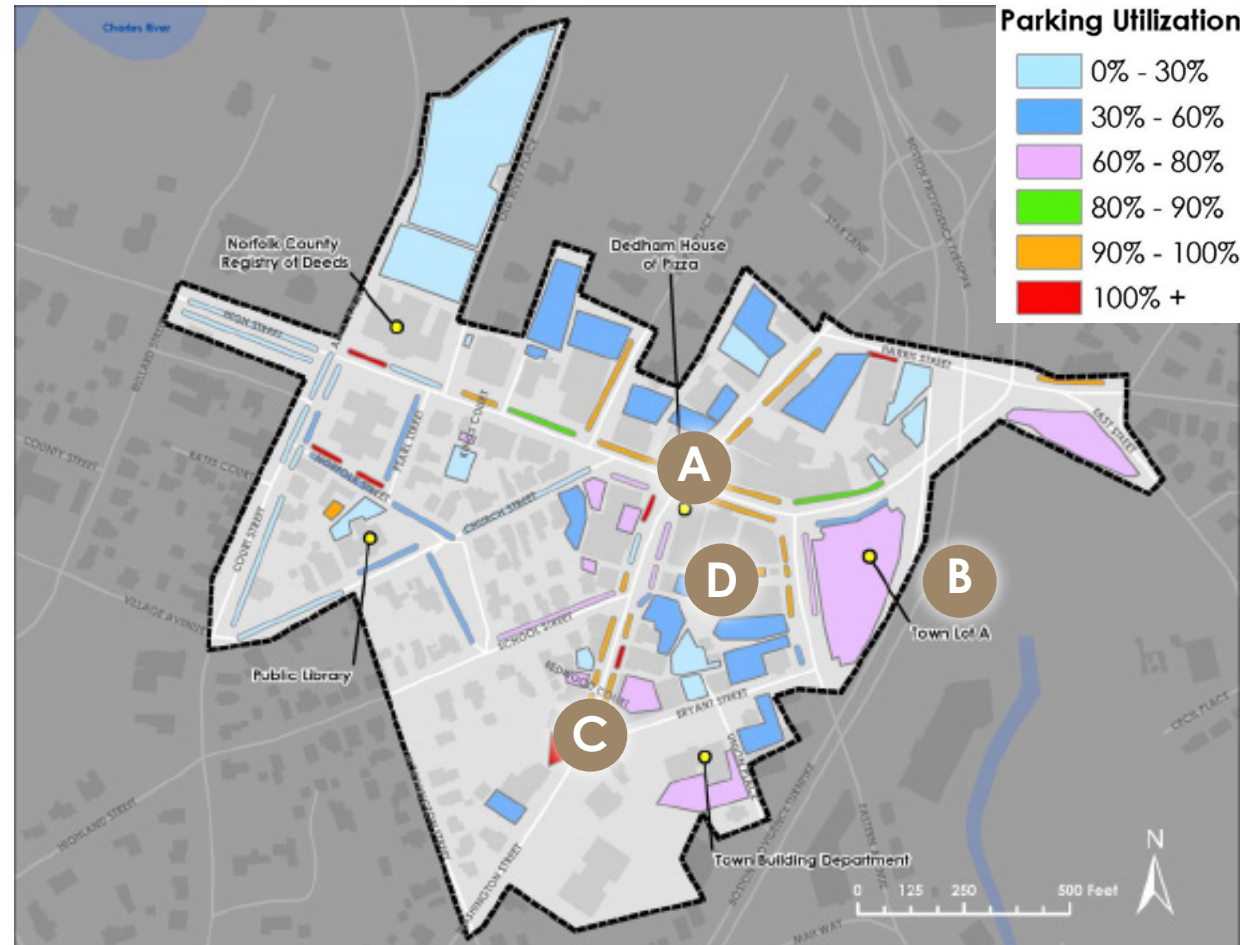


- A** District Court employee lot over capacity
- B** Washington Street on-street parking highly utilized
- C** Lots north of Bryant Street under-utilized
- D** Town Lot A ideally utilized

## PARKING UTILIZATION | PEAK WEEKEND - 10 AM

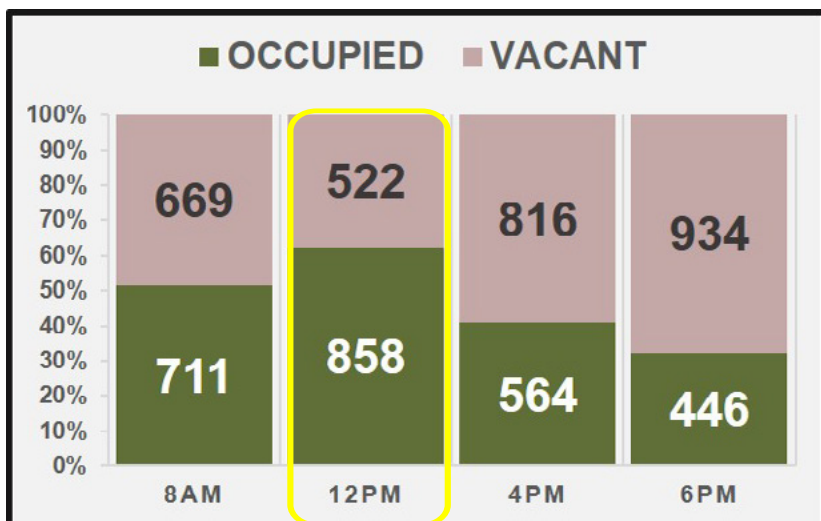


- A** Downtown core spaces near restaurants full
- B** Municipal town lots beginning to fill
- C** Busy, occupied spaces along lower Washington St
- D** Available parking



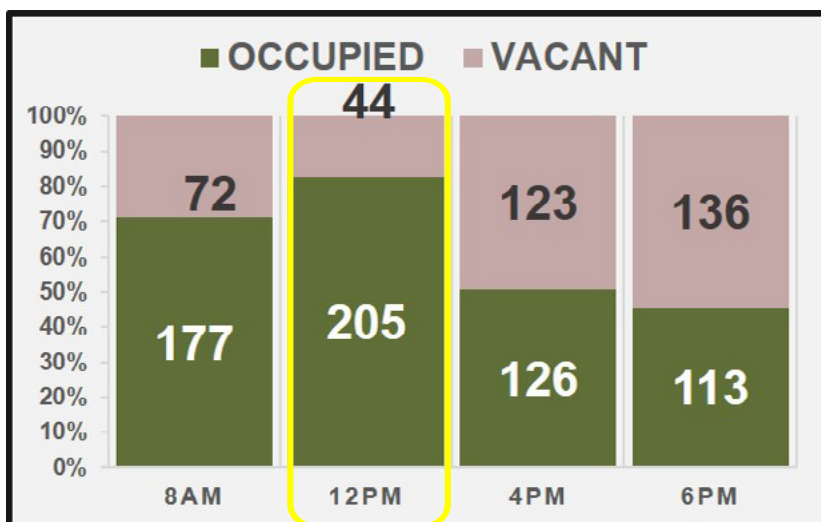
## PARKING UTILIZATION | WEEKDAY FINDINGS

### ALL

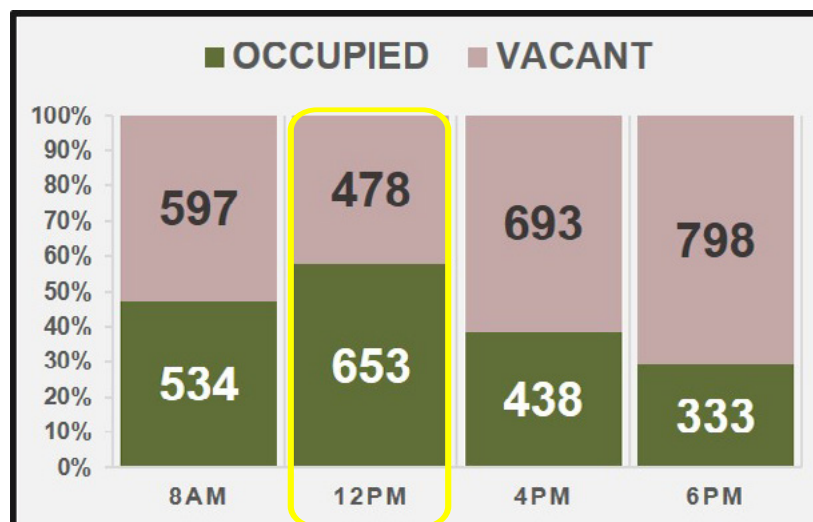


- Highest utilization levels at 12pm
- On-street 80% utilized at peak lunchtime
- Off-street spaces 30% utilized during dinner period
- High utilization during the day with low utilization after work hours

### ON-STREET



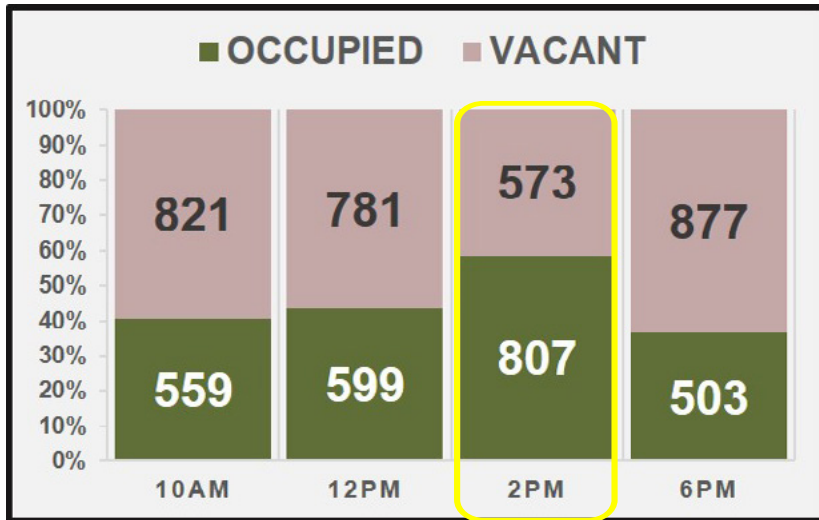
### OFF-STREET





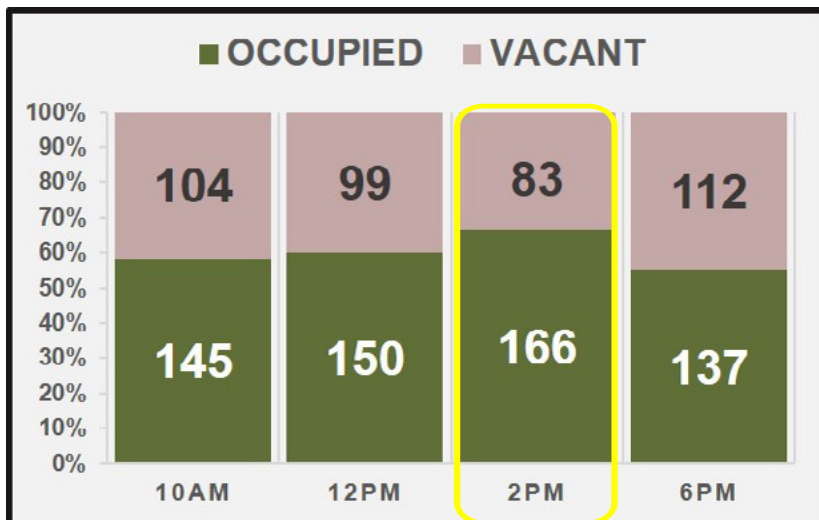
## PARKING UTILIZATION | WEEKEND FINDINGS

### ALL

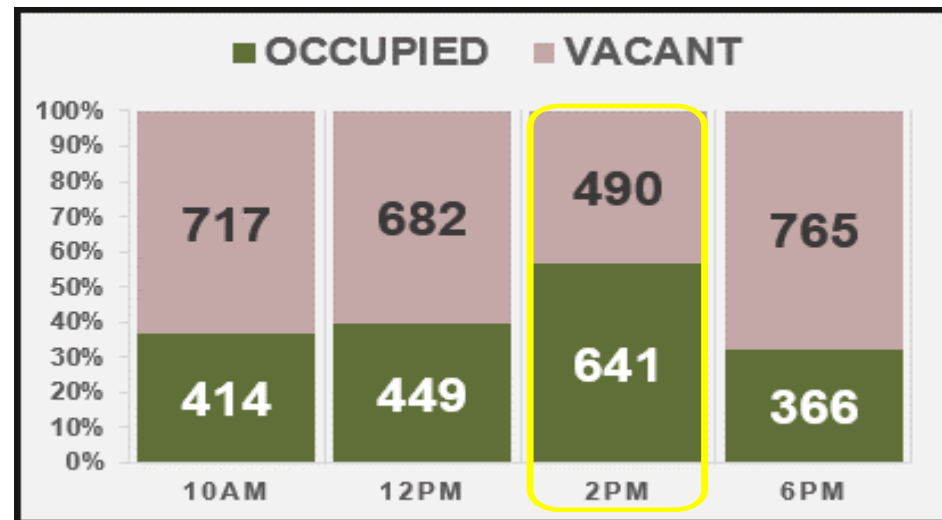


- Highest utilization levels at 2pm
- On-street above 50% utilization all day
- Off-street peak dinner utilization rates for a typical downtown

### ON-STREET

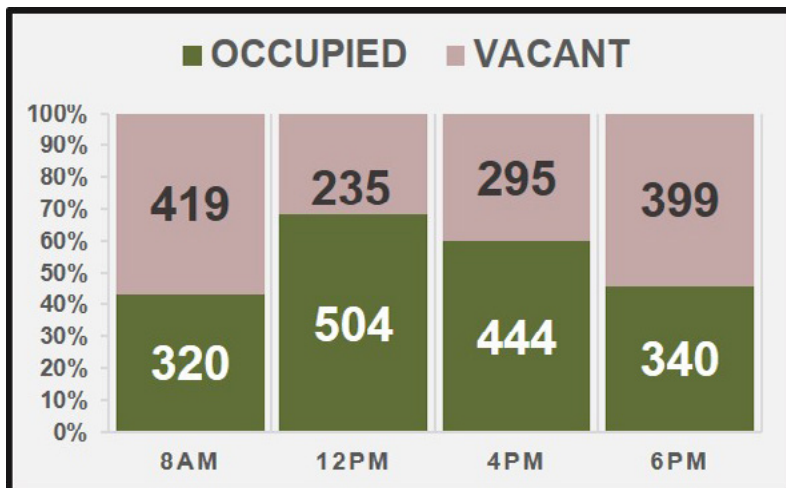


### OFF-STREET



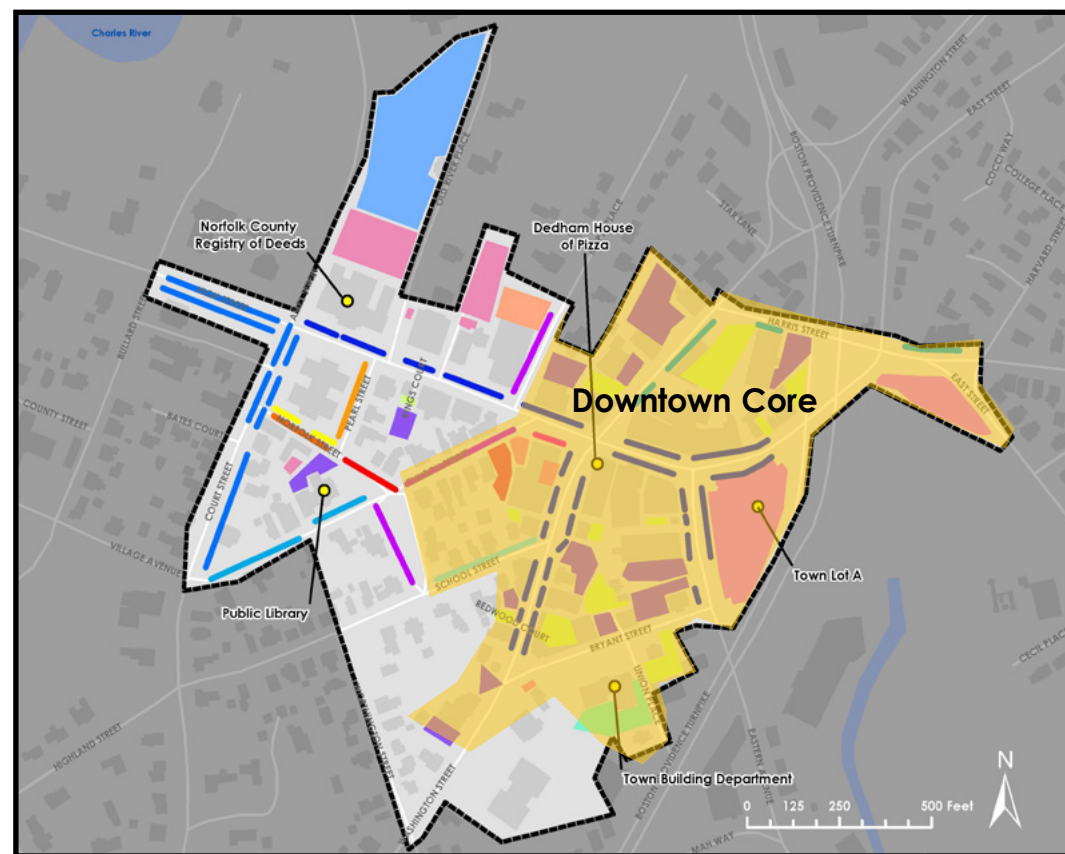
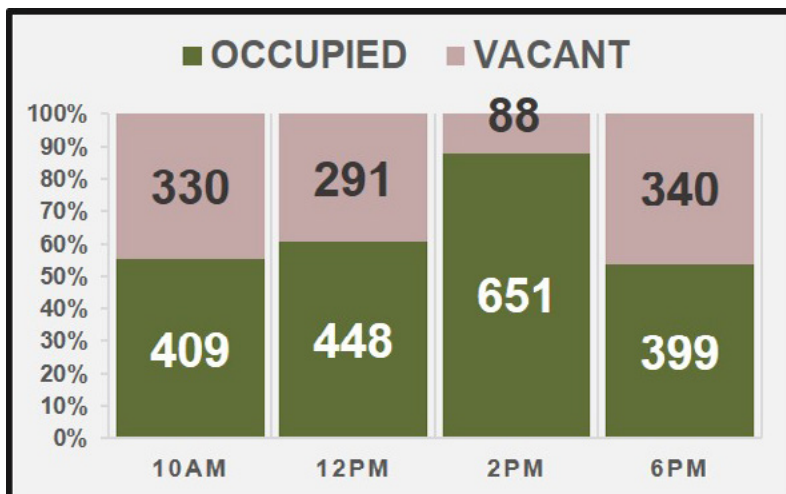
## PARKING UTILIZATION | DOWNTOWN CORE – WEEKDAY & WEEKEND

### WEEKDAY



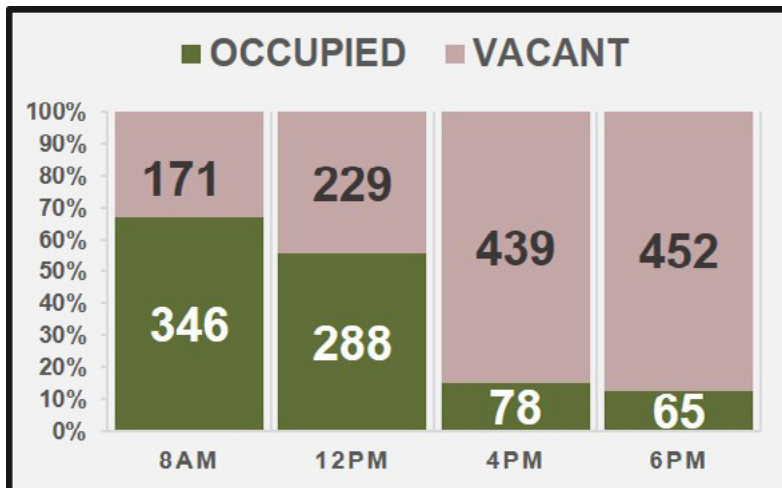
- Total inventory: 739 spaces
- High utilization rates of approximately 90% after peak lunch hours on weekend

### WEEKEND



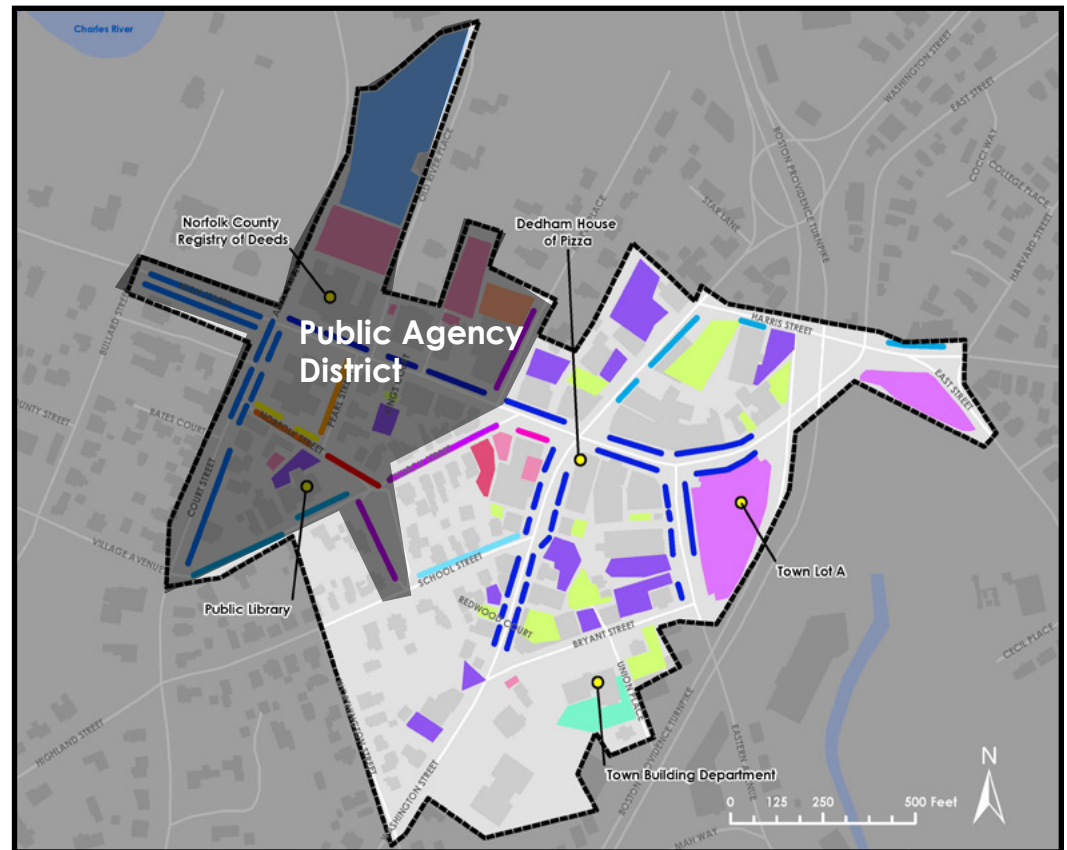
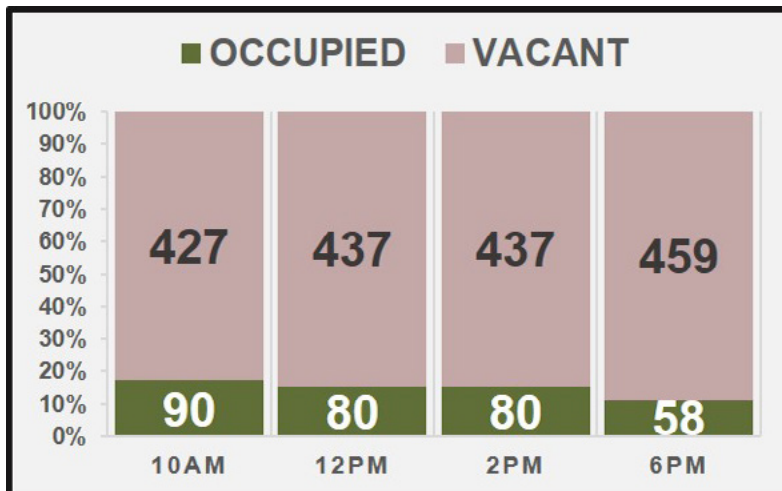
## PARKING UTILIZATION | PUBLIC AGENCY DISTRICT – WEEKDAY & WEEKEND

### WEEKDAY



- Total inventory: 517 spaces
- High utilization rates of approximately 68% at peak brunch/lunch hours on weekday

### WEEKEND



## PARKING INVENTORY &amp; UTILIZATIONS | KEY FINDINGS

Key Findings

**The comprehensive review of parking inventory and utilization provided an important baseline understanding for the study. In addition, this data is excellent background information for the Town as it considers changes such as new development or adjustments to roadway infrastructure.**

**Key findings from the Downtown Core parking inventory and utilization include observations around highly utilized, prime on-street spaces and surface lot availability.**

- 59% of on-street spaces are metered
- Private property owners or businesses control 62% of off-street parking supply
- Overall utilization never exceeds 65% at any point during weekdays or weekends
- On-street spaces are highly utilized on both the weekday and weekend (weekends consistently 50% full)
- The public agency district is extremely underutilized on the weekend, while spaces in the downtown core are very full
- Several large lots (Registry of Deeds Lot and Town Lot B) within a short walk of key destinations remain largely vacant at all hours

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# PUBLIC OUTREACH

## PUBLIC PROCESS

The public outreach process is an integral piece of the parking study, as it can help unlock another level of local understanding of how parking is used or not used and the reasons why. To complement data findings from parking inventory and utilization surveys, the study team facilitated both targeted stakeholder interviews and a public open house in July 2018. These events provided valuable feedback, including first-hand perspectives on parking options and experiences, from those most directly familiar downtown parking.

## PUBLIC PROCESS | STAKEHOLDER MEETINGS

### Who attended?

On July 25, 2018, key community stakeholders were invited to participate in stakeholder meetings to address and discuss parking issues and concerns.

### Why stakeholder meetings?

Stakeholder meetings are an integral part of the parking study as they allow individual, confidential, pertinent conversations with key stakeholders identified by the Town to understand the perception of parking for various groups.

### Who did we talk to?

Stakeholders involved in our meetings included the following:

- Business and property owners
- Board of Trustees
- Dedham Square Circle





## PUBLIC PROCESS | OPEN HOUSE

### Why an Open House?

On July 25, 2018, the public was invited to Blue Ribbon BBQ to participate in a hands-on “Open House” to give feedback and collect input on parking in Dedham. An open house gives the parking study team an opportunity to receive feedback on the inventory analysis and parking issues within Downtown.

### How did we receive parking feedback?

- Hosted an evening workshop open to the public
- Participants marked up aerial and parking inventory maps
- Recorded comments to the draft Dedham parking inventory
- Solicited parking improvement input through “parking priorities” voting exercise



TOWN OF DEDHAM



DEDHAM SQUARE  
PARKING STUDY



- 📍 Is there enough parking in Dedham?
- ⚙️ Any ideas on how to improve parking management?
- 💬 Share your concerns and ideas!



Photo credit: BETA Group, Inc.

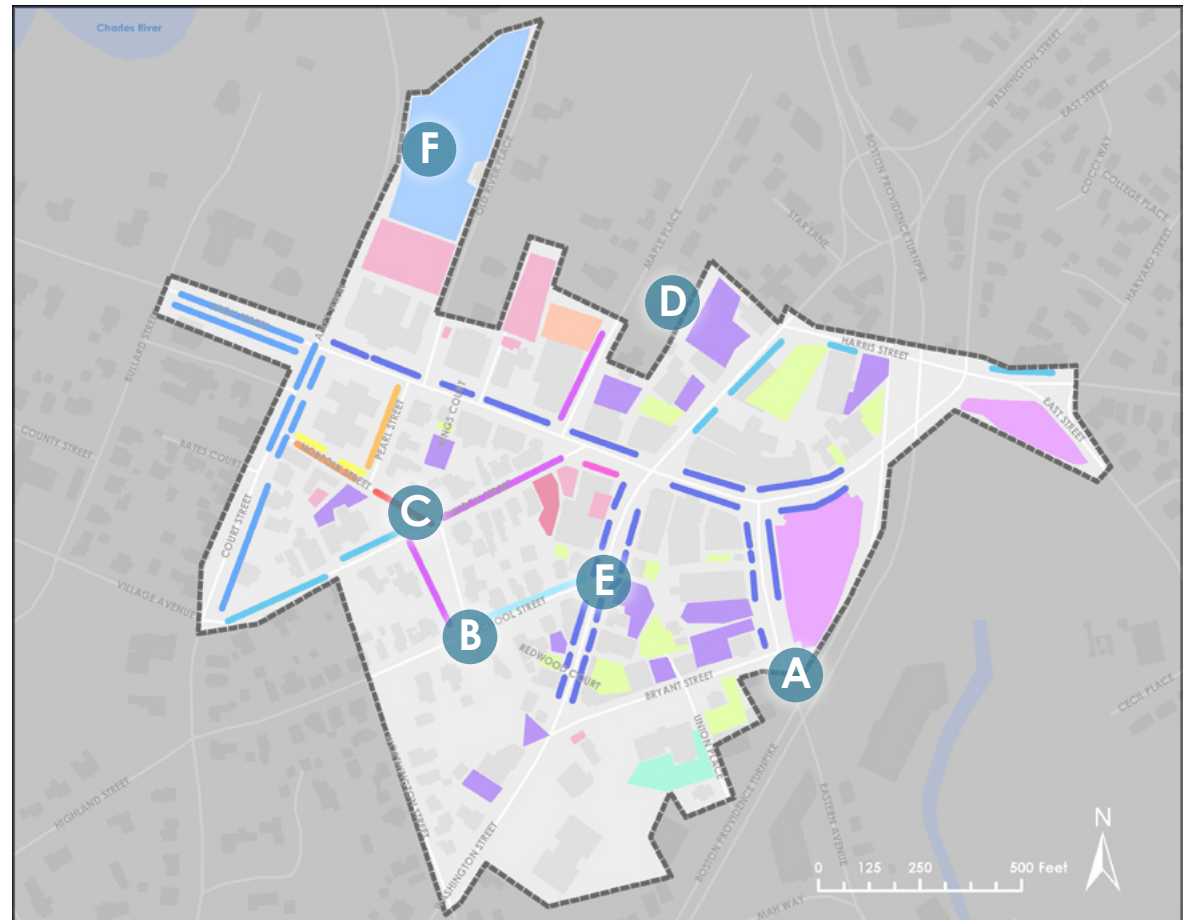
**JOIN US FOR A WORKSHOP**

Wednesday, July 25  
6:00 pm - 7:30 pm  
Blue Ribbon BBQ  
342 Washington Street



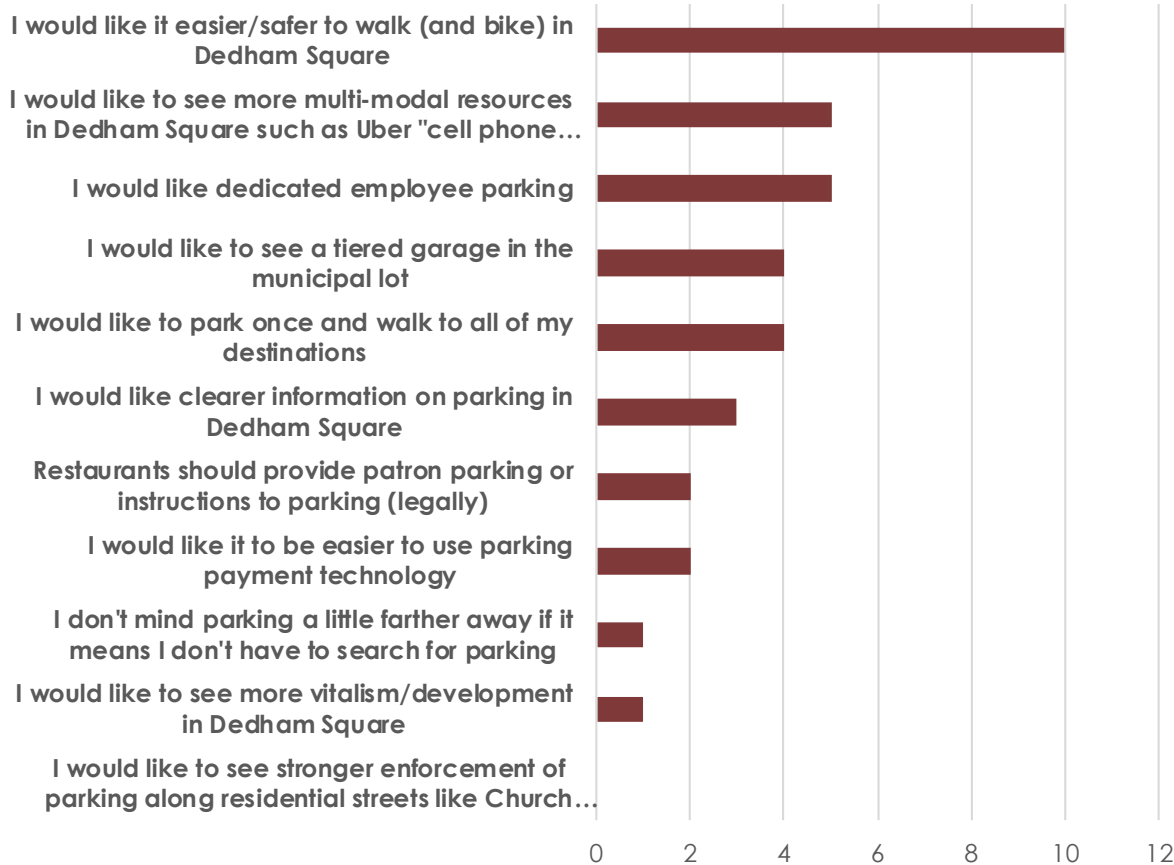
## PUBLIC PROCESS | OPEN HOUSE PARKING COMMENTS SUMMARY

- A** Need a crosswalk here
- B** Difficult for cars to get out (lack of designated on-street spaces)
- C** People informally park here during the day
- D** Informal shared parking agreement
- E** Little turnover on Saturdays, as cars park in front and stay all day
- F** People informally park here



## PUBLIC PROCESS | PARKING PRIORITY EXERCISE

At the open house, participants voted for their “top parking priorities.” Each participant had a set number of votes that they could assign to multiple priorities, with the option to put multiple or all of the votes on something about which they felt strongly.



### WHAT ARE YOUR TOP PARKING PRIORITIES IN DEDHAM SQUARE?

I WOULD LIKE IT TO BE EASIER TO USE PARKING PAYMENT TECHNOLOGY	I WOULD LIKE CLEARER INFORMATION ON PARKING IN DEDHAM SQUARE	I WOULD LIKE IT TO BE EASIER/ SAFER TO WALK IN DEDHAM SQUARE	I WOULD LIKE TO PARK ONCE AND WALK TO ALL OF MY DESTINATIONS
I WOULD LIKE DEDICATED EMPLOYEE PARKING	I WOULD LIKE TO SEE MORE ACTIVITY IN THE DEDHAM SQUARE	I DON'T MIND PARKING A LITTLE FARTHER AWAY IF IT MEANS I DON'T HAVE TO SEARCH FOR PARKING	WHAT ARE WE MISSING? WRITE YOUR IDEA HERE!

★ Please place stickers in the parking spots to indicate your top parking priorities.

TOWN OF DEDHAM  
DEDHAM SQUARE  
PARKING STUDY

### Key Findings

**Throughout the public outreach process, the study team received vital feedback that heavily influenced the parking recommendations and improvements.**

**Key themes and comments from the public generally revolved around the lack of parking enforcement and parking regulation confusion.**

- Inconsistent Parking Pricing
  - Prime Lot (Town Lot A) is free and not enforced
  - Prime on-street spaces are cheap at 25 cents/hr and full
  - Registry of Deeds large lot \$5/day but not enforced after 12 pm
- Lack of Parking Enforcement
  - No designated enforcement – animal control officer does some enforcement
  - Prime spaces in Lot A are used by private contractors
  - Areas such as lower Washington Street opposite bike shop need enforcement (opposite bike shop) at weekends
- Employee Parking
  - Employees take up prime spaces in front of businesses
- Spillover Parking
  - Church Street between Norfolk and High Street
  - Norfolk Street court employees/ law enforcement parking on sidewalk in front of library – sidewalk blocked
- Loading Vehicles
  - Loading zone blocks prime on-street parking

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# ZONING REVIEW

## ZONING REVIEW

A parking system should support overall goals for downtown including both providing access and supporting a vibrant environment. Understanding existing land use and parking demand patterns specific to Dedham's Downtown provides valuable insights not only into how the parking system works today, but also how zoning requirements may impact future development.

This information then informs a review of the parking elements of Dedham's zoning code to determine how well it matches up with what is actually happening in Downtown.

## ZONING REVIEW | LAND USES IN DEDHAM SQUARE

Dedham Square's land uses reflect its character as a mixed use center, including residences, office uses, and a variety of retail. The map and table below provide a summary of estimated land uses in the "core" of the study area.



Use	Estimated Size
Apartments	432 Units
Office	443,000 sq feet
Retail	77,000 sq feet
Church	60,000 sq feet
Theater	30,000 sq feet
Restaurant	25,000 sq feet
Library	17,000 sq feet
Warehouse	17,000 sq feet
Recreational Facility	11,000 sq feet

▲ The chart above reflects data drawn from MassGIS records for standardized assessor's parcels, data dated January 2015. Note that single family homes are not included in the analysis as the majority have their own driveway which was not included in the data collection.

◀ Dedham Square land use analysis zone



## ZONING REVIEW | PARKING REQUIREMENTS IN DEDHAM SQUARE

The Institute of Transportation Engineers (ITE) publishes Parking Generation, widely considered the national standard for evaluating parking demand, although it is not perfectly applicable to downtown environments. The report collates data from parking studies nationwide completed by consultants, public agencies, and developers. Most of these studies consider single-use environments in more suburban contexts than Dedham Square. However, ITE parking ratios provide a benchmark understanding of “real-life” parking demand.

Both zoning requirements and ITE standards provide parking ratios based on a unit of development, either per 1,000 square feet, per living unit, or per seat in a restaurant or theater.

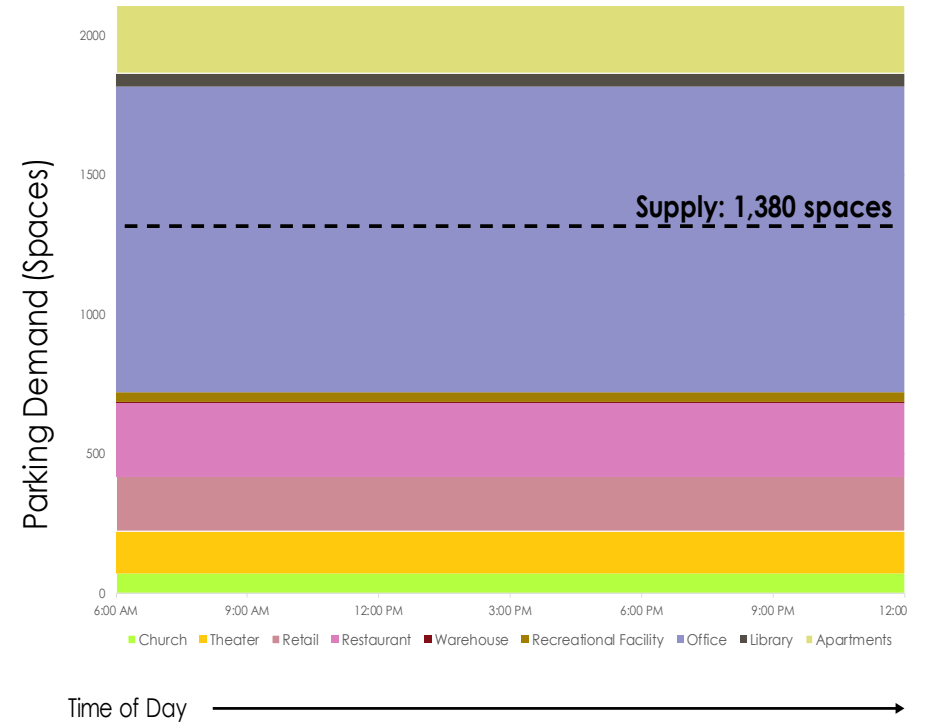
From a review of the most recent Zoning Bylaws, Dedham’s parking requirements are generally higher than ITE standards for peak parking demand rates (see table to right). This indicates that Dedham’s current zoning code may require developers to provide more parking than is necessary.

Use	Dedham Requirement (per 1,000 sf unless otherwise noted)	National Stds (per 1,000 sf unless otherwise noted)	Above/ Below
Apartments	1.5 (unit)	1.2 (unit)	25% Above
Retail	5	2.55	96% Above
Restaurant	0.4 (seat)	0.35 (seat)	14% Above
Commercial & Governmental Offices	5 (ground floor) 3.3 (floors above)	2.47	102% Above 34% Above
Medical Office	5 (per practicing professional)	3.2	56% Above

## ZONING REVIEW | EXPECTED PARKING DEMAND

To understand how parking demand in Dedham compares to standard parking generation rates, the team first estimated parking demand using these rates and compared it to existing parking in the study area. This analysis is based on the land uses estimated from the assessor's database, which fall into categories that ITE provides.

Crucially, a typical analysis assumes that required parking must be available at all times of day, as shown on the X axis. However, this does not reflect how parking demand actually changes throughout the day, as the next few pages will describe.



## ZONING REVIEW | REAL PARKING DEMAND

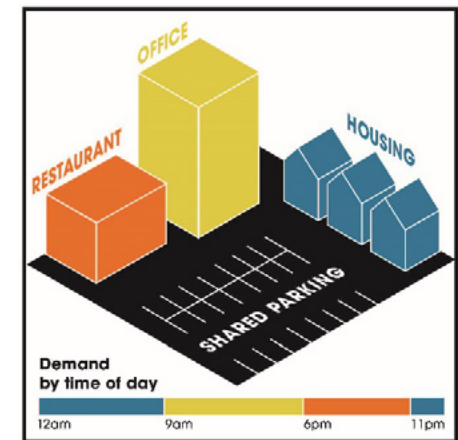
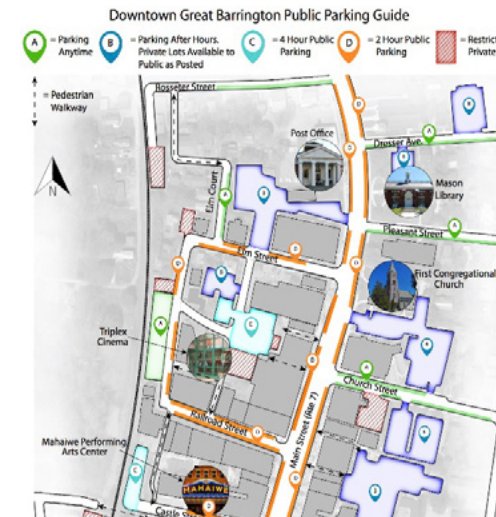
The Urban Land Institute (ULI) publishes the Shared Parking Manual, which provides analysts with a standard methodology to estimate real demand over time in a mixed use area like downtown Shelburne. This type of analysis is meant to more realistically reflect demand patterns that vary by use throughout the day. For example, demand at an office is low in the middle of the night, at its peak in the middle of the day, and drops off in the early evening. Conversely, a dinner restaurant may have little to no demand during the day and peak demand around the dinner hour. Modeling parking demand at these land uses applies a time-of-day percentage to the peak parking demand rates modeled earlier to create a more realistic and Dedham-specific model of demand throughout the day.

Using the ULI methodology, Stantec modeled estimated demand in Dedham Square, then compared it to the counts observed in the field. Field counts show that the model is a decent fit for approximating parking demand downtown.

The results of this exercise provide insight into today's parking demand as well as the potential for future development. The model provides a Dedham specific parking generation ratio throughout the day, and future land uses will likely function similarly.

In addition, this analysis shows that the parking system in Dedham could support additional development if parking is shared. For example, in the "shoulders" of the demand

curve in the morning and in the evening, there are ample spaces available. These spaces could support additional residential development, while people going to offices or other daytime uses can continue to use them during the day.



▲ Great Barrington Public Parking Guide  
 Source: "<https://www.mahaiwe.org/Parking%20Guide%20%26%20Local%20Map>"

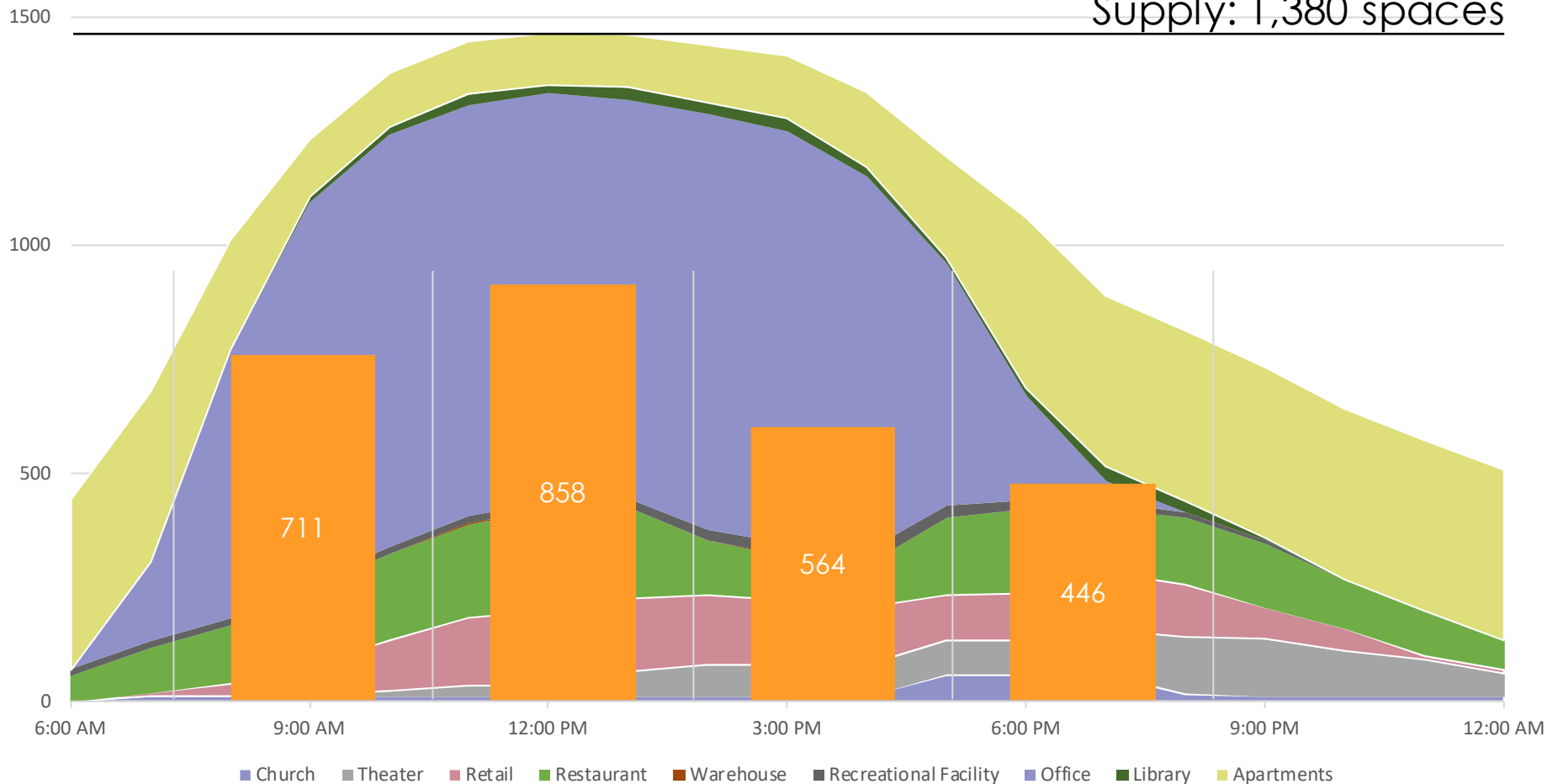
▲ Shared parking allows parking spaces to serve different uses as demand peaks throughout the day

# ZONING REVIEW | REAL PARKING DEMAND VS UTILIZATION

Parking demand based off an additional development of 500 new apartments, showing that the Town can accommodate new development with the current parking supply.

■ OCCUPIED

Supply: 1,380 spaces



## ZONING REVIEW | DEDHAM ZONING CODE &amp; PARKING REQUIREMENTS

The Stantec team reviewed Dedham's zoning requirements at a planning level. The following outlines highlights of the existing code:

- Dedham's bylaws have little to support implementing multimodal improvements and amenities for developers
  - The Central Business (CB) zoning district helps deter increased parking requirements as any revision to a parking layout or change of use that increases parking requirements must seek approval by the Planning Board
  - Section 5.1.5 "Shared Parking" gives developers and land owners permission to implement shared parking, however, the parking lot can never be more than 400 ft away from the premises, and a detailed shared analysis must be conducted to present to the Planning Board
  - The zoning code does not promote flexible parking requirements as they are generally above the national standard and allow developers to provide more parking than necessary
  - The bylaws support parking lot beautification, as landscaping is required for parking lots (exterior and interior, as well as a 5 foot buffer area around the lot) and residential areas
- Shared loading is not supported in the zoning code, as no part of an off-street loading area for any nonresidential building or use shall be included as part of an off-street loading area for a building of similar use. However, loading space is required for buildings and uses where off-street parking is necessary, giving the Town the opportunity to change bylaws to use these areas as a flex-loading zone
  - There is no mechanism that requires a fee to off-set any waiver of parking requirements

### Key Findings

**The zoning review revealed several important findings related to Dedham's current parking requirements and their relationship to the zoning code.**

**Overall, parking requirements for Dedham exceed the standard recommended for a mixed-use, vibrant Downtown. Improvements to multimodal bylaws and parking standards can help enhance Dedham Square's parking system.**

- Parking requirements are above the national standard, especially for retail uses
- Dedham Square's parking supply can handle potential future development of around 500 residential units
- The "shoulder hours" in the demand curve are consistent with the study's utilization trends, proving that parking demand ebbs and flows throughout a typical weekday and weekend
- The zoning bylaws do not give developers an incentive to create multimodal conditions such as bicycle and pedestrian accommodations
- Seeking approval for increasing parking in Town districts is a stepping stone to implement better parking standards at a Town-wide level

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# RECOMMENDATIONS



## RECOMMENDATIONS

Today's parking system in Dedham meets demand, and there is room to create a more flexible, customer-friendly, and coordinated system. The following is an overview of recommended strategies:

1. Streamline and simplify regulations
2. Restructure parking pricing and promote free parking
3. Designate enforcement role
4. Identify potential shared off-street lots
5. Create unified Downtown Dedham parking system
6. Reduce car trips by adding walk, bike, and car share amenities
7. Plan for additional Downtown density

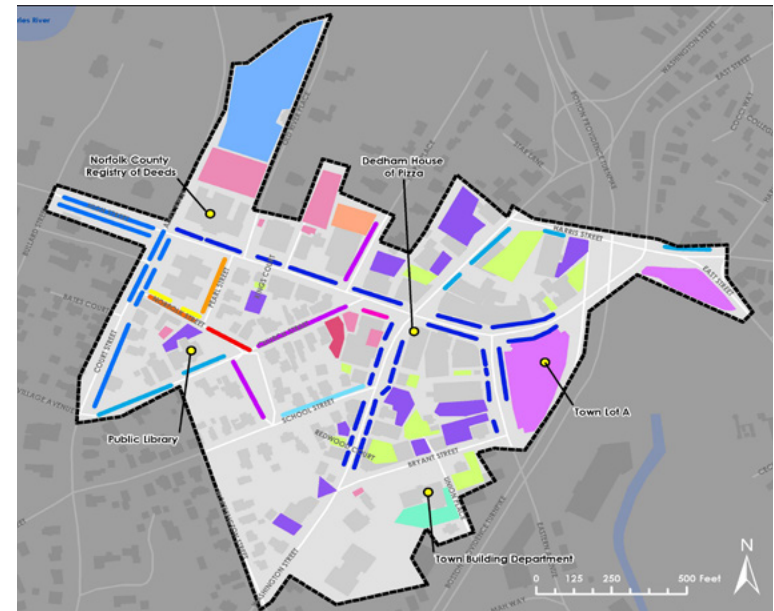
### Project Goals

- Use existing infrastructure more effectively, creating shared parking opportunities for county, town, and business employees
- Improve enforcement to ensure availability
- Identify opportunities for better signage and wayfinding
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- Identify more business-friendly, flexible parking
- Determine applicability of a Parking Benefit District
- Assess adequacy of current supply to support proposed development

## 1. STREAMLINE & SIMPLIFY REGULATIONS

To improve the parking system and create a more walkable and vibrant Town center, Dedham should consider the following changes to parking regulations:

- Re-categorize current on-street and off-street time restricted, unregulated, metered and unmetered parking spaces as **“Short-term public”**
- Group private and reserved on-and off-street parking such as “Employees only” or “Restricted 7AM-5PM” into **“Long-term restricted”**
- Current mixed-use off-street regulations “Customers and tenants only” and “Employees, tenants, and policy only” can be grouped together as **“Short-term public & long-term restricted”**



### Legend

#### On-Street Parking

Blue line	1-hour time limit, Multi-Space Meters, \$0.75/hr, 8am-6pm except Sundays & Holidays
Orange line	4-hour time limit, Coin Meters, \$0.25/hr
Light blue line	1-hour, Unmetered
Cyan line	30-mins, Unmetered
Purple line	Unregulated
Yellow line	Informal Sidewalk Parking
Pink line	Municipal Employees Only
Brown line	Reserved
Red line	Authorized Vehicles Only
Dark red line	Restricted, 7am-5pm

#### Off-Street Parking

Purple box	Public, Unregulated
Light blue box	Public, \$5/day before 12pm
Dark purple box	Customers and Tenants only
Red box	Employees, Tenants, and Police Only
Light purple box	Municipal Employees and Visitors Only
Orange box	Post Office Employees and Customers Only
Pink box	Employees Only
Light green box	Tenants Only

Short-term public

Long-term restricted

Short-term public

Short-term public & long-term restricted

Long-term restricted

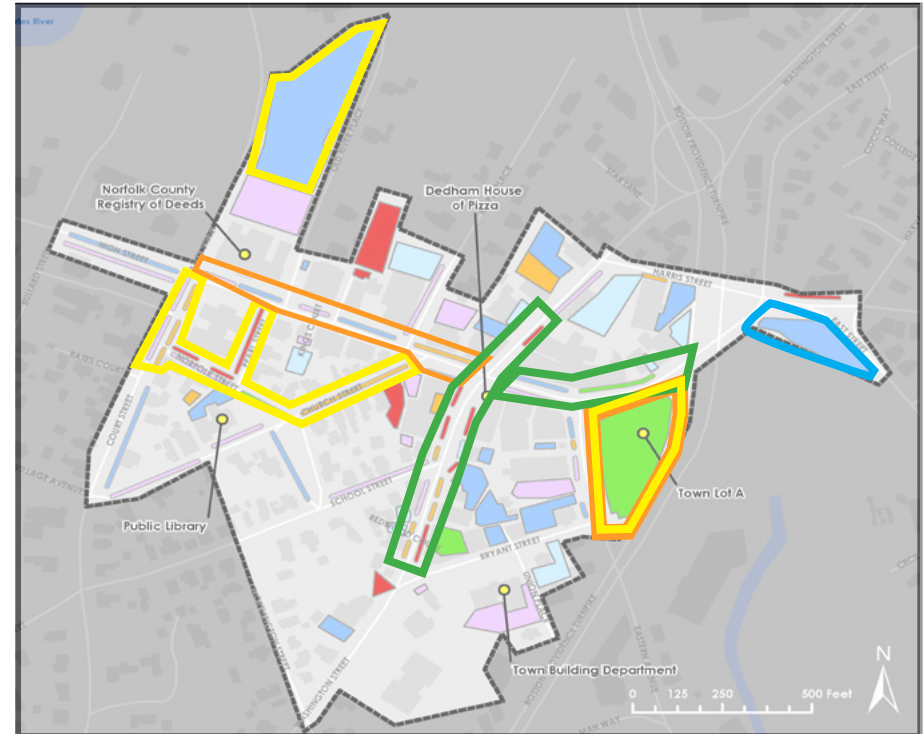
▲ Dedham Square currently has many on-and off-street regulations that confuse parkers. Streamlining regulations would help improve Dedham's parking system

◀ Grouping on-and off-street regulations into three categories can help parkers more easily park in Dedham Square

## 2. RESTRUCTURE PARKING PRICING AND PROMOTE FREE PARKING

Based off the utilization data, certain lots in the study area have the potential to alleviate parking stress from on-street spaces and popular off-street lots. By implementing the strategies below, the Town can change the negative perception of parking farther away from your destination and create a parking system that accommodates both short- and long-term parking needs.

- Use price to reduce pressure on prime spaces
- Charge to park in Town Lot A, especially during the weekends
- Use pricing instead of time limits for prime curbside parking spaces on Washington Street and Eastern High Street
- Encourage and promote the public, free parking lots slightly further away



▲ The proposed pricing restructure can help alleviate parking in prime locations such as Washington Street

ZONE	PRICE
CORE/ON-STREET	\$1.50/hr
MID	\$1.00/hr
SECONDARY	\$0.50/hr
OTHER LOTS	FREE

## 3. DESIGNATE ENFORCEMENT ROLE

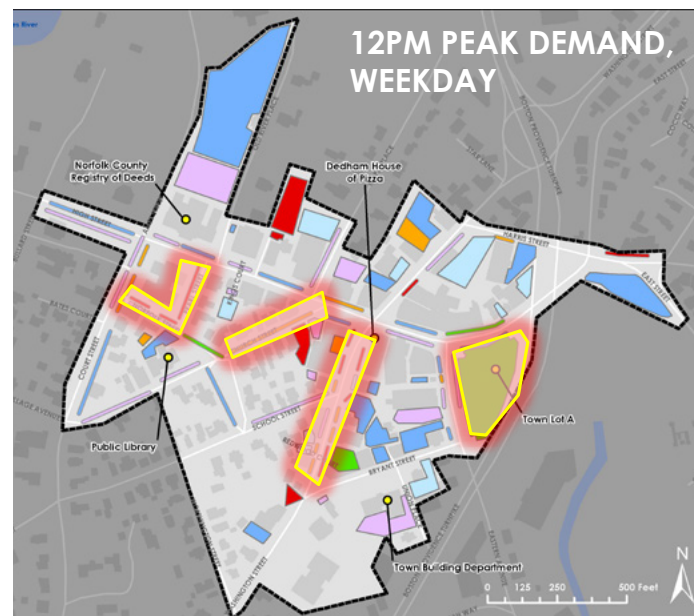
Enforcement efforts need to be strengthened to ensure parkers properly adhere to parking regulations and increase parking availability in Dedham Square. The Town should address this through the following recommendations.

- **Identify** parking enforcement role
- Add “**parking ambassador**” or “Downtown greeter” to job description
- Ensure meter time limits are **properly enforced**
- **Increase overnight enforcement** in Town Lots and spillover parking
- Use role to create a **parking management website** which will house information on parking updates, pricing, and lot locations
- Work with the **Norfolk County Court Registry of Deeds and Superior Court House** to address the opportunity to share the Registry of Deeds lot and the law enforcement sidewalk parking by the library

Restricted parking sign in Franklin Square to deter people to park in a heavy residential zone



Barnstable's parking management website containing contact information and parking resources <http://web.townofbarnstable.us/departments/parkingdivision/>



The outlined areas (lower Washington Street, Norfolk Street, Church Street, and Town Lot A) all experience spillover parking and need stronger enforcement efforts.

## 4. IDENTIFY POTENTIAL SHARED OFF-STREET LOTS

Formalizing shared parking agreements helps to open up private parking supply for additional use, for example public use during peak downtown hours. In Dedham Square, certain private lots have the potential to implement parking agreements to alleviate parking congestion and support new and current development. Agreements take multiple forms, including:

- Shared parking between two complementary uses, such as a bank and a restaurant
- Capitalizing on nearly 240 unoccupied spaces in underutilized parking lots for a specific group, such as restaurant employees using office parking at night. Lots available during peak times (weekdays at 12PM) include:
  - Public Library Lot
  - Washington Street & Harris Street mixed-use development garage
  - Needham Bank Lot
  - 361 Washington Street Lot
- Town working with private property owners, including residential developments, to open underutilized parking from reserved and private parking only restrictions to the general public (e.g. Needham Bank, Citizen's Bank, Norfolk County Registry of Deeds Lot)
- Town reaching out to MassDOT and private property owners to propose consolidating lots and open spaces under Route 1 overpass for a new intercept public lot

The Town should pursue shared parking to support current and additional land uses, including:

- Facilitating shared parking agreements between existing and/or new businesses.
  - Consider a pilot project to open restricted parking for public use
- Keep sample shared parking agreements at Town Hall (see appendix) for reference
- To incentivize participation, the Town can provide in-kind services, such as plowing, maintenance, improved walking connections to the Dedham Square and signage in exchange for property owners allowing the public to use their parking.
  - As mentioned in Recommendation 5, a key in-kind service the Town can provide is signage, which will help private landowners who otherwise may not be able to place signs on the sidewalk or public way.



Potential shared parking and public lot expansion location opportunities (left: under Route 1 overpass; top: 361 Washington Street Lot)

## 5. CREATE UNIFIED DOWNTOWN DEDHAM PARKING SYSTEM

Many visitors to Dedham Square do not know where they are able to park, how to use parking technology or the location of commercial and historical Town assets. Creating signage and implementing technologies with clear guidance for patrons unfamiliar with the area will help to create a visitor-friendly environment.

Wayfinding signage should highlight on and off-street parking options. The signage should clearly indicate where the public is allowed to park and intercept drivers to park in locations farther away to diffuse parking in prime areas. Additionally, wayfinding signage should:

- Define clear parking rules
- Identify public parking, including free and long-term parking (both on-and off-street, especially unregulated spaces)
- Identify major points of interest
- Guide people walking to destinations downtown – and importantly back to parking locations
- Help create a “park once” environment for Dedham Square visitors

The Town should use wayfinding and signage to:

- Direct people to other locations downtown
- Provide estimated walk times
- Help customers return to their vehicles
- Connect walkers to less visible parking locations
- Implement a voluntary program for business owners where the Town covers payment and installation of

private parking lot signage along public sidewalks

- Work with private landowners to create standardized signage so that customers know where to go. The Town can offer this as a voluntary program, which will help private landowners who otherwise may not be able to place signs on the sidewalk or public way.
- Direct parkers to shared parking lots, as off-street public parking is limited and unclear within Dedham Square

Parking technologies in Dedham Square should be streamlined to be more user-friendly for downtown visitors. The Town can improve the system through:

- Assessing the feasibility of Municipal Parking Services (MPS) system
- Implementing the same kiosk technology for all metered parking
- Considering retaining the ability to pay for parking using credit cards, phone application, and coins

The Town can enhance the Dedham Square through other efforts including:

- Adding a “parking ambassador” function to assist parkers and address parking concerns and questions
- Developing a Dedham Square parking map
- Instituting a resident parking exception
- Making parking more user based by identifying customer, employee, and municipal/court parking areas and protecting residential neighbors

## 5. CREATE UNIFIED DOWNTOWN DEDHAM PARKING SYSTEM

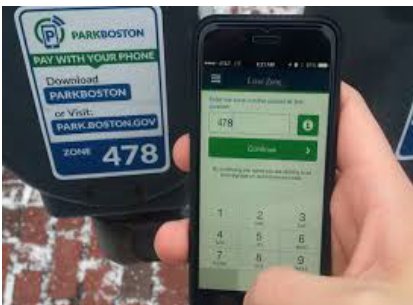


Customer parking sign concept design that directs parkers to shops and provides walk times

Free parking wayfinding sign in Woodstock, VT that helps visitors hunting for parking find the remote but cheaper option. Google Maps



Potential locations for standardized public parking signs with estimate walking time signage provided & walking connection improvement locations



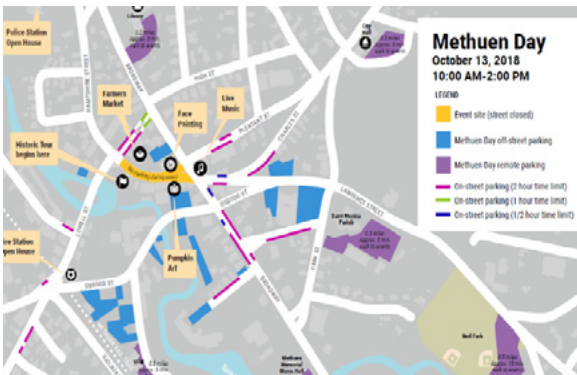
Park Boston parking application used for kiosks in Dedham Square



Current parking kiosks in Dedham Square



MPS meter systems piloted in key on-street spaces in Dedham Square during September 2018



Created for a Downtown "Methuen Day" in Methuen, MA, this parking map clearly delineates parking locations and regulations in a public-friendly format



Enhancing pedestrian accommodations for parkers in shared parking lots will help connect visitors to Dedham Square (as seen in Recommendation 6)

## 6. REDUCE CAR TRIPS BY ADDING WALK, BIKE, AND CAR SHARE AMENITIES

Today, Dedham Square lacks the infrastructural resources to create a safe environment for people walking and biking. By enhancing these amenities, particularly for people walking, the parking facilities, businesses, and recreational areas in the Square will feel closer together, especially crossing between either sides of Washington Street and High Street. The following recommendations focus on improving the walking and biking environments in Downtown:

- Pursue designated bicycle infrastructure along Washington Street and High Street (ex. street markings such as sharrows, dedicated bike lanes, and bicycle corrals)
- Work with Dedham Bike to promote cycling in the Square
- Invest in additional crosswalks and pedestrian infrastructure to enhance walkability in Dedham Square (ex. pedestrian walking paths, enhanced lighting)
- Consider designated valet and carshare area for evening visitors
- Add electric vehicle charging stations in prime locations such as Town Lot A



Properly lit, safe pedestrian walking path promotes walking from parking lots farther away  
Source: <http://pedbikeimages.org/details.php?picid=1498>



Well paved crosswalk and pedestrian crossing signs enhance walkability within a Town Square  
Source: <http://pedbikeimages.org/details.php?picid=423>



EV charging station that could be implemented in northwest corner of Town Lot A



Carshare & valet signs can be placed in along High Street to free up prime on-street spaces



Bike corrals in Cambridge provide a place for commuters and visitors to park their bikes close to their destination  
Source: <http://bikinginheels-cycler.blogspot.com/2012/05/cambridge-catches-up.html>



Bike sharrow example along roadway  
Source: <http://pedbikeimages.org/details.php?picid=2547>



## 7. PLAN FOR ADDITIONAL DOWNTOWN DENSITY

Monitor Parking Demand Annually/Bi-Annually:

Impacts of enforcement + pricing on demand

Actual parking demand in new projects

Adjust parking requirements downtown

Enhance connections to MBTA services for current and future downtown residents

Locally- and nation-wide, municipalities are updating and modernizing their zoning codes to encourage flexible, downtown-friendly development. Most importantly, zoning codes should be set up so that parking supports downtown goals, instead of limiting beneficial changes. The Town should consider the following:


- Monitor parking demand annually and bi-annually by assessing the impacts of enforcement and parking pricing changes
- Establish/add to an in-lieu of parking fund where developers can pay a fee in exchange for waived parking requirements. The Town can use this to fund other transportation improvements such as walking infrastructure, wayfinding, or construction of additional shared, public parking
  - Allow owners to share existing parking with new uses without incurring a fee
  - Allow a lower fee for those who request a lower number of parking spaces to be waived
- Enhance multimodal standards for elements such as:
  - Invest in and provide better connections to the MBTA services for current and future Dedham Square residents
  - Bicycle parking
  - Electric vehicle amenities
  - Carshare facilities
  - Pedestrian infrastructure including crosswalks and painting efforts
- Limit curb cuts and encourage shared driveway & curb cut use to enhance walkability and preserve on-street spaces in Dedham Center. This can be accomplished through implementing a more thorough site plan review process.
- Make shared parking easier through:
  - Increasing off-street parking lot distance requirements, which will also promote a park-once environment and increased foot traffic
  - Clarifying in the bylaws where shared parking can occur and which uses are eligible
  - Keeping sample shared parking agreements on file as a resource for developers and business owners


## DEDHAM SQUARE PARKING STUDY RECOMMENDATIONS PRIORITIZATION PLAN

Creating a prioritization plan for the proposed recommendations will help to set tangible steps and implementation techniques for the Town. The table to the right gives a high-level implementation plan of all recommendations in the short, medium, and long-term. The matrix also illustrates how each recommendation addresses the goals of the Dedham Square Parking Study goals.


















































**Impact on achieving goals key:**

N/A = Does not meet this goal


 = Medium

 = Low

 = High

	Goals Met						
	Use existing infrastructure more effectively, creating shared parking opportunities for county, town, and business employees	Improve enforcement to ensure availability	Identify opportunities for better signage and wayfinding	Identify more user-friendly parking payment technology	Identify more business-friendly, flexible parking	Determine applicability of a Parking Benefit District	Assess adequacy of current supply to support proposed development
Streamline & simplify regulations (S)							
Restructure parking pricing and promote free parking (P)							
Designate enforcement role (E)							
Identify potential shared off-street lots (O)							
Create a unified downtown Dedham parking system (U)							
Reduce car trips by adding walk, bike, & car-share amenities (A)							
Plan for additional Downtown density (D)							

Years 1-2	Years 2-4	Years 5+
S1. Consolidate regulations into short and long-term parking	S2. Streamline payment: use same technology for all metered parking	
P3. Charge to park in Town Lot A P4. Monitor and adjust	P5. Adjust parking price to reflect core, secondary and tertiary zones P6. Monitor and depending on utilization levels (80-85% is ideal) adjust P7. Shift to pricing instead of time limits on prime on-street meters	P8. Monitor and adjust
E9. Enforce overnight parking in Town Lot, spillover parking on Church Street and at library E10. Identify potential funding sources for enforcement position, develop a job description	E11. Hire new parking enforcement/informational officer E12. Explore potential summer intern roles: "Downtown Greeters"	
O13. Work with private owners to open up available supply for public use near to hot spots of demand (Washington Street for example) O14. Designate an employee lot (to free up prime on-street spaces)	O15. Work w/County to open up available supply for overflow public parking/movie theater/evening demand	O16. Expand supply under Route 1
U17. Develop downtown parking map – designated short and long-term parking U18. Add informational role to parking enforcement	U19. Implement standardized parking signage both to intercept cars before they reach Downtown and for those on foot	
A20. Promote walking downtown A21. Prioritize curb space for car share/transit and valet parking	A22. Add bicycle amenities including bike lanes/sharrows/bike boxes	A23. Capitalize on Dedham's access to MBTA service and Downtown Boston: upgrade bus service for new Downtown residents – reduce need to drive
L24. L.1 Monitor parking demand annually and bi-annually; track actual demand in new projects	L25. Adjust parking requirements downtown to better match actual demand (standards are currently too high)	L26. Upgrade bus service for new Downtown residents – reduce need to drive

A photograph of a brick building with a driveway, a fence, and a car, serving as a background for the title. The brick building is on the left, with a grey pipe and a white electrical box. A black car is parked on the right. In the background, there is a wooden fence, a chain-link fence, and a white house with a grey roof. The sky is overcast.

# TECHNICAL APPENDICES