

DEDHAM SQUARE IMPROVEMENT PROJECT

RECOMMENDED PARKING SCHEDULE



Background:

- In the fall of 2011, BOS approved the project plans.
- The approved project plans included a place holder for the parking schedule consisting of a 2 hour maximum time limit for all on-street and off-street parking and that a portion of the Keystone Parking Lot would be free.
- The Dedham Square Improvement Project (DSIP) working group was given the task to study and develop a recommended parking schedule to be presented to the BOS for approval.
- The DSIP working group consists of:
 1. William Keegan, Town Administrator
 2. Mike Butler, BOS
 3. Amy Haelsen, Executive Director - Dedham Square Circle
 4. Karen O'Connell, Economic Developer
 5. Joseph Flanagan, Director of Public Works
 6. Jason Mammone, P.E., Director of Engineering
- The DSIP working group began developing a draft parking schedule in September of 2012 and have had numerous meetings in the office and in the field to develop the recommendations as presented this evening.
- The DSIP working group invited Steve Cecil of The Cecil Group, who specializes in downtown parking schedules, to review our draft parking schedule and provide us with recommendations that would be beneficial to the square businesses and patrons with improved parking space turnover rates.

An aerial photograph of a city street intersection. The image shows several streets including Woodward Avenue, Eastwood Avenue, and Woodward Avenue. There are buildings, parking lots, and cars visible. A white text box is overlaid on the left side of the image, containing information about the existing parking schedule. The text box has a drop shadow and is positioned over the lower-left portion of the aerial view.

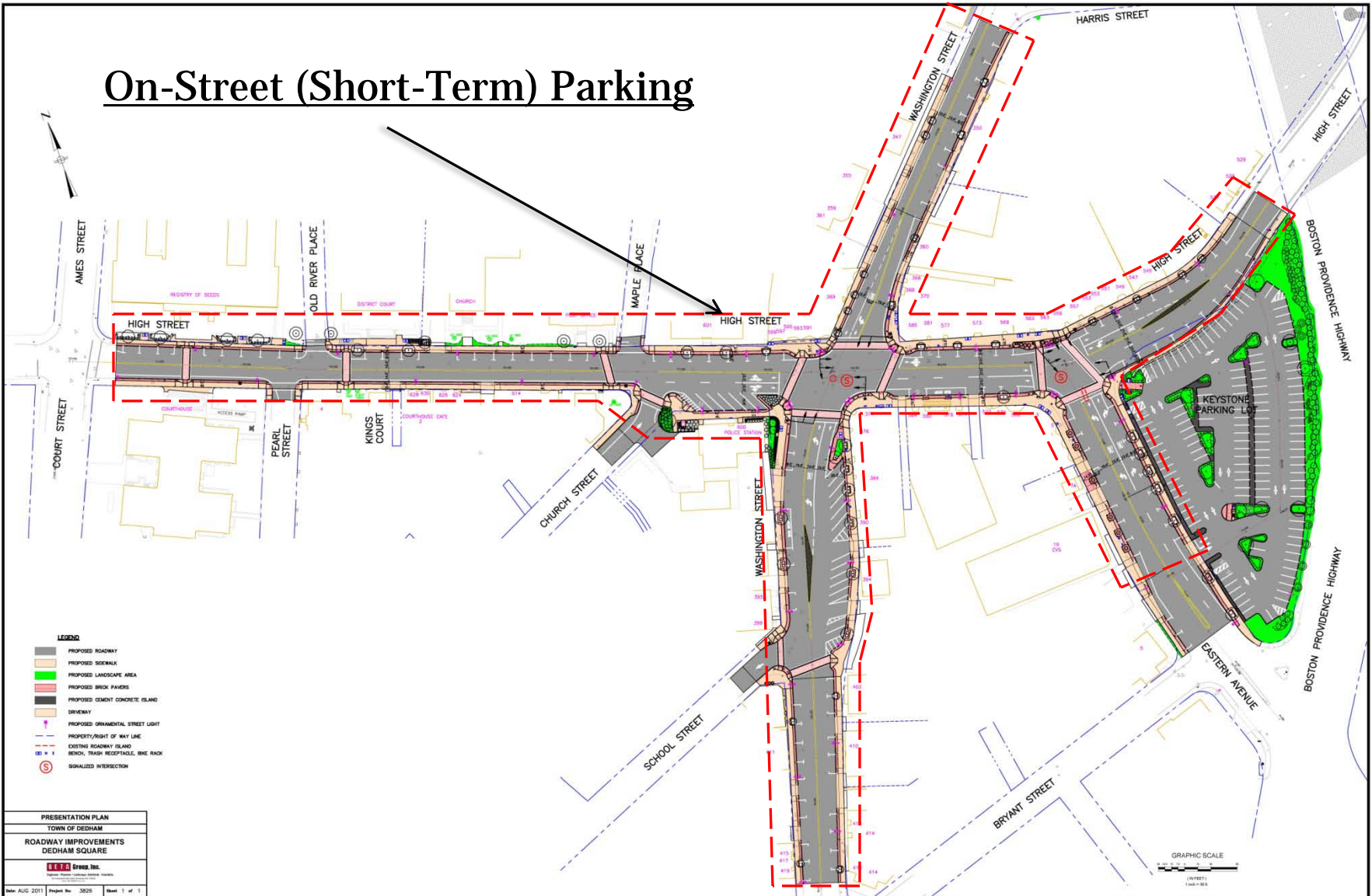
Existing Parking Schedule:

- On-street parking enforced M-Th & Sat, 8AM to 6PM and Fri 8AM to 9PM.
- On-street parking has a 1 hour max time limit
- On-street parking costs \$0.25 per hr
- No designated “Loading Zones”
- Off-street parking (Keystone Lot) has free parking all day with no time limit.



Recommended Parking Schedule

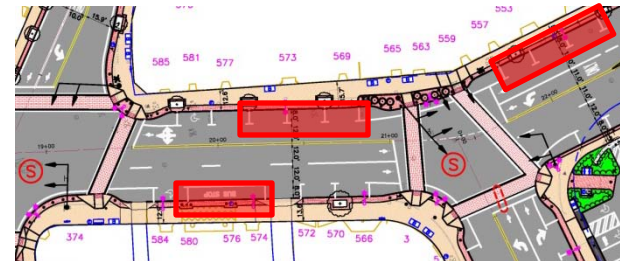
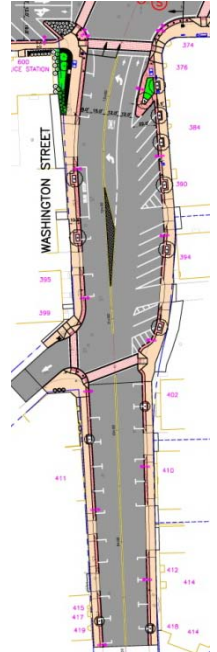
On-Street (Short-Term) Parking



PRESENTATION PLAN	
TOWN OF DEDHAM	
ROADWAY IMPROVEMENTS	
DEDHAM SQUARE	
DATE: AUG 2011	PROJECT NO: 3826
Sheet:	1 of 1

On-Street (Short-Term) Parking:

- Short-term parking is used to provide a **high turnover rate along with short-term, visible parking opportunities** as close as possible for patrons of stores and services that rely on quick transactions or brief visits. This includes a good portion of the establishments in the Square such as coffee shops, bakeries, restaurants with take-out service, banks, pharmacy and others.
- Parking will be enforced M – Sat, 8AM to 6PM with the exception of Washington Street from Bryant Street to High Street, which will be enforced M – Sat, 8AM to 8PM. There will be no enforcement on Sundays and on Federal Holidays.
- All on-street parking spaces will have a **1 hour maximum** time limit.
- Parking spaces will have a 15 minute free period but will then cost \$0.25 per 15 minute block for the remainder of the hour. People can purchase 15 minute blocks of time, up to the 1 hour max, with exact change at any of the pay stations, but will be charged for the whole hour (\$0.75) if a credit card is used for payment.
- There will be 3 designated “Loading Zones” that will be enforced every day from 5AM to 7AM.



Off-Street (Mid-Term) Parking:

- Mid-Term parking is for users that have multiple destinations or are patrons of businesses and services with medium term visits (greater than 1 hour). This includes establishments such as hair dressing salons, restaurants, the movie theater and the like. A short walk to the destination is appropriate for these uses.
- The back (easterly) row of parking spaces will not be metered. These spaces will be free and have a maximum time limit of 24 hours.
- The remainder of the parking lot will be metered and enforced M – Sat, 8AM to 6PM, except for on Sundays and on Federal Holidays. There will be a **3 hour maximum** time limit for these spaces.
- Metered spaces will have the similar 15-minute free period as the on-street parking, but will then cost \$0.50 for the remaining 45 minutes of the first hour and \$0.50 for each additional hour up to a maximum of 3 hours (\$1.50 Total). Time can be purchased in 1 hour blocks and can be paid for with exact change or credit card.



Parking Space Pricing:

- The pre-existing parking meters used to yield approximately \$40,000/year. At the existing \$0.25/hour, it would take 160,000 meter-hours to generate this revenue.
- The parking meters are to be replaced with LUKE II Pay Stations as part of this project. The pay stations will require the following operational expenses each year:
 1. EMS Service (wireless communication) = \$7,020/year
 2. Extended Warranty (after 1st year) = \$23,800/year
 3. Credit Card Processing Service Fee = \$120/year

TOTAL OPERATING COST = \$30,940/year

- The pay stations will have the ability to accept credit card payments. Assuming that all transactions will be made with credit cards, the Town could incur the following transaction fees:
 - ❖ Transaction fees are estimated to be around \$0.16 per transaction (First Data).
 - ❖ Assuming the pay stations yield 160,000 meter-hours, the transactions fees could amount to **\$25,600/year**.
- Based on this information, for the Town to continue generating the \$40,000/year in revenue while covering the operating costs and transaction fees identified above, the Town would have to price the parking spaces at **\$0.60/hour**.
- By pricing the on-street parking at \$0.75/hr and the off-street parking at \$0.50/hr as described in the previous slides, the Town should be able to cover operating costs and transaction fees while still generating \$40,000/year in revenue. Actual revenue will be better realized after the pay stations have been in service a couple of years at which point the BOS can revisit the parking space pricing and determine if an adjustment needs to be made.



LUKE II
Pay Station