



City of Revere

Broadway Corridor Parking Supply Management Plan

Revere City Council, August 26, 2024



Funded by MA Downtown Initiative Program of:



Commonwealth of Massachusetts
Executive Office of
Economic Development



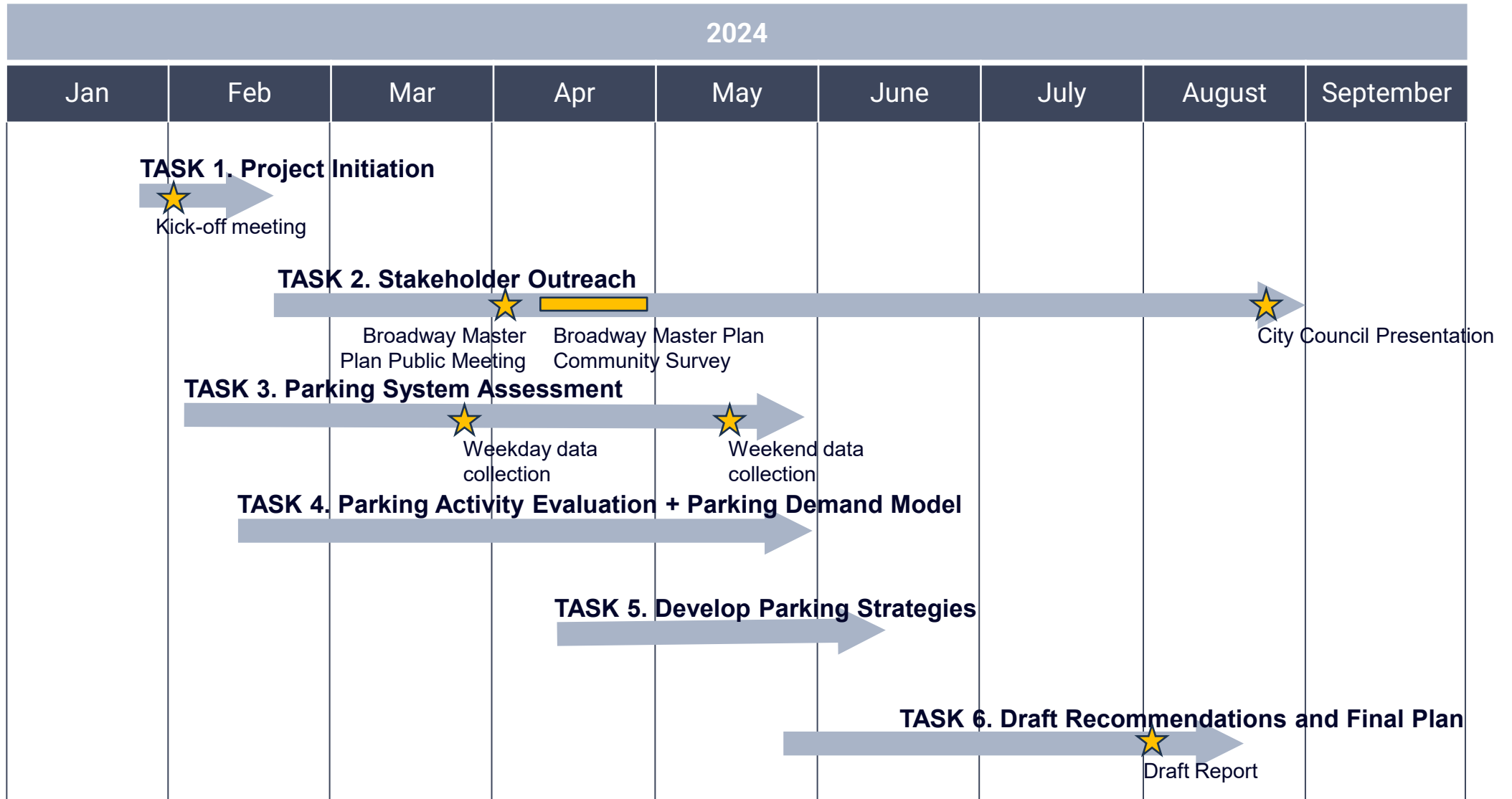


Contents

- Existing Parking System Overview
 - Inventory
 - Utilization
- Community Outreach
- Draft Recommendations



Study Schedule





PROJECT GOALS

Fix existing deficiencies

1. Review current **use** of all parking spaces within the Study Area
2. Develop parking **management** strategies to address major challenges

Improve effectiveness and efficiency

3. Assess **effectiveness** of existing **permits, regulations, policies**
4. Find opportunities to modernize **parking enforcement**
5. Analyze pricing and utilization to implement **performance pricing**

Support development and Master Plan goals

6. Identify future parking needs in context of **planned land use and development**

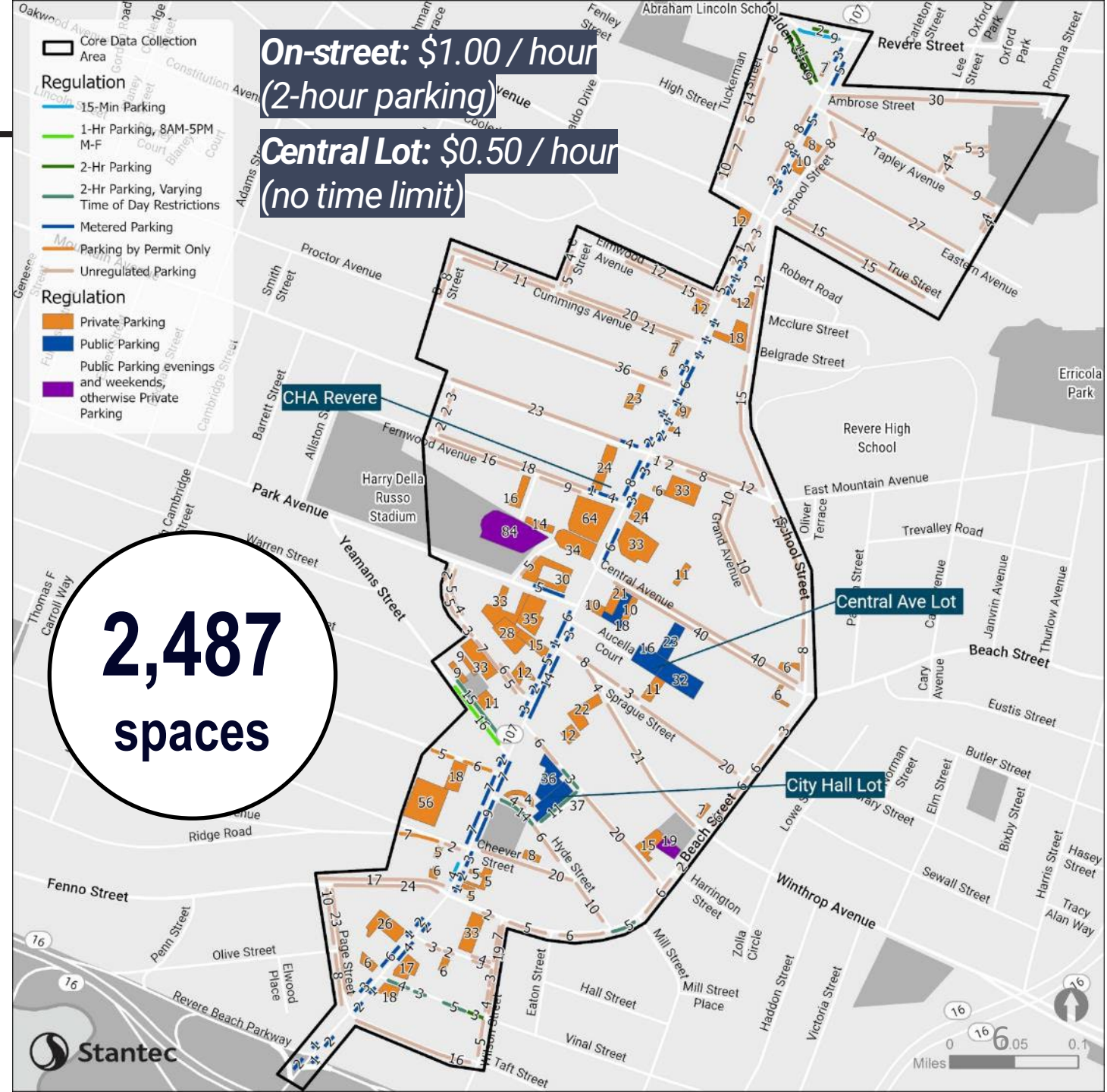
Existing Parking Inventory





Inventory

On-Street Regulations	Inventory	Percent
15-Min Parking	13	1%
1-Hr Parking	16	1%
2-Hr Parking	85	7%
Metered (Paid) Parking	177	14%
Parking by Permit Only	18	1%
Unregulated Parking	973	76%
TOTAL	1,282	100%
Off-Street Regulations	Inventory	Percent
Public Parking	162	13%
Public Parking, evenings and weekends, otherwise Private Parking	103	9%
Private Parking	940	78%
TOTAL	1,205	100%

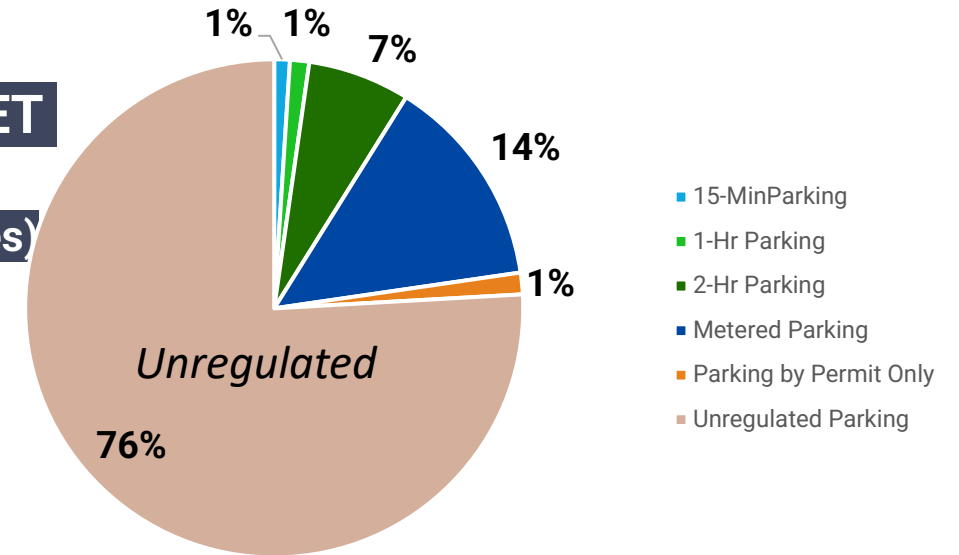




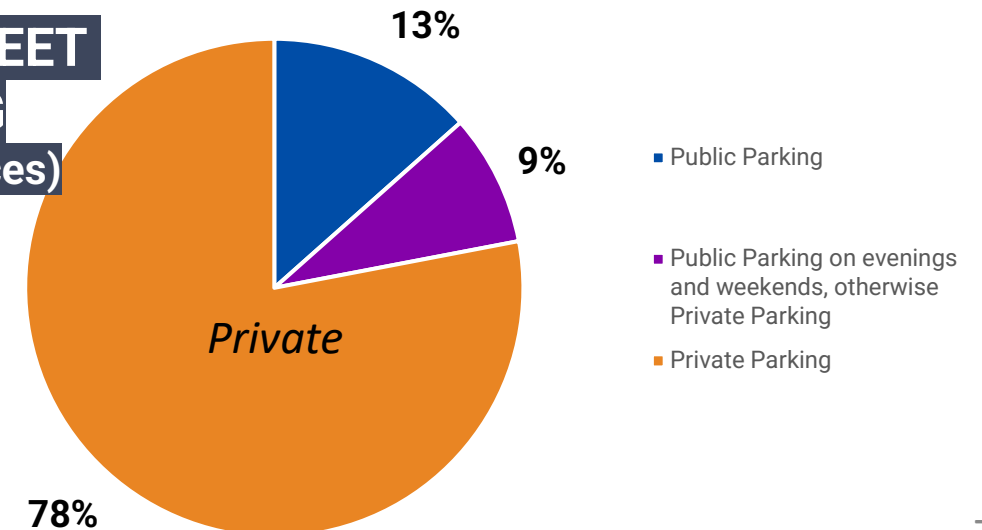
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ON-STREET PARKING (1,282 spaces)



OFF-STREET PARKING (1,205 spaces)



Existing Parking Utilization



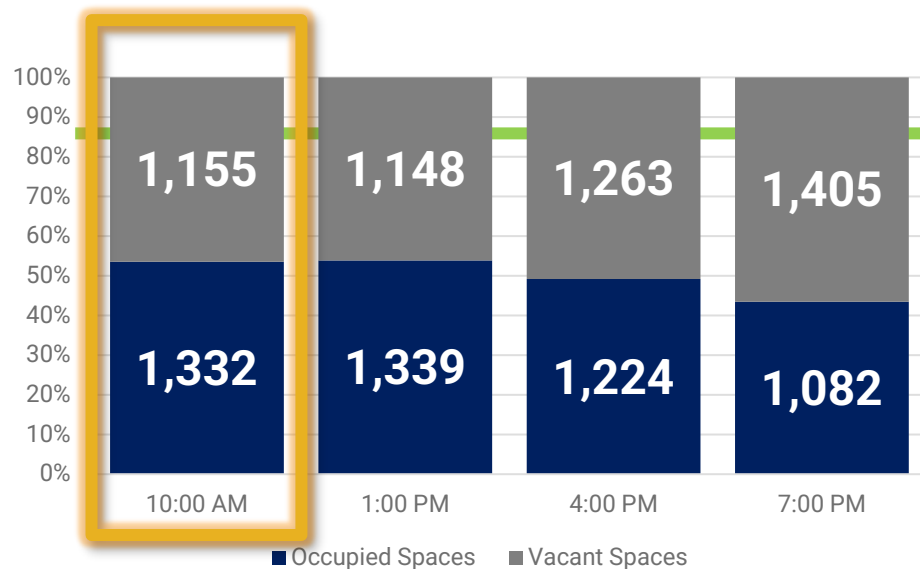


Utilization

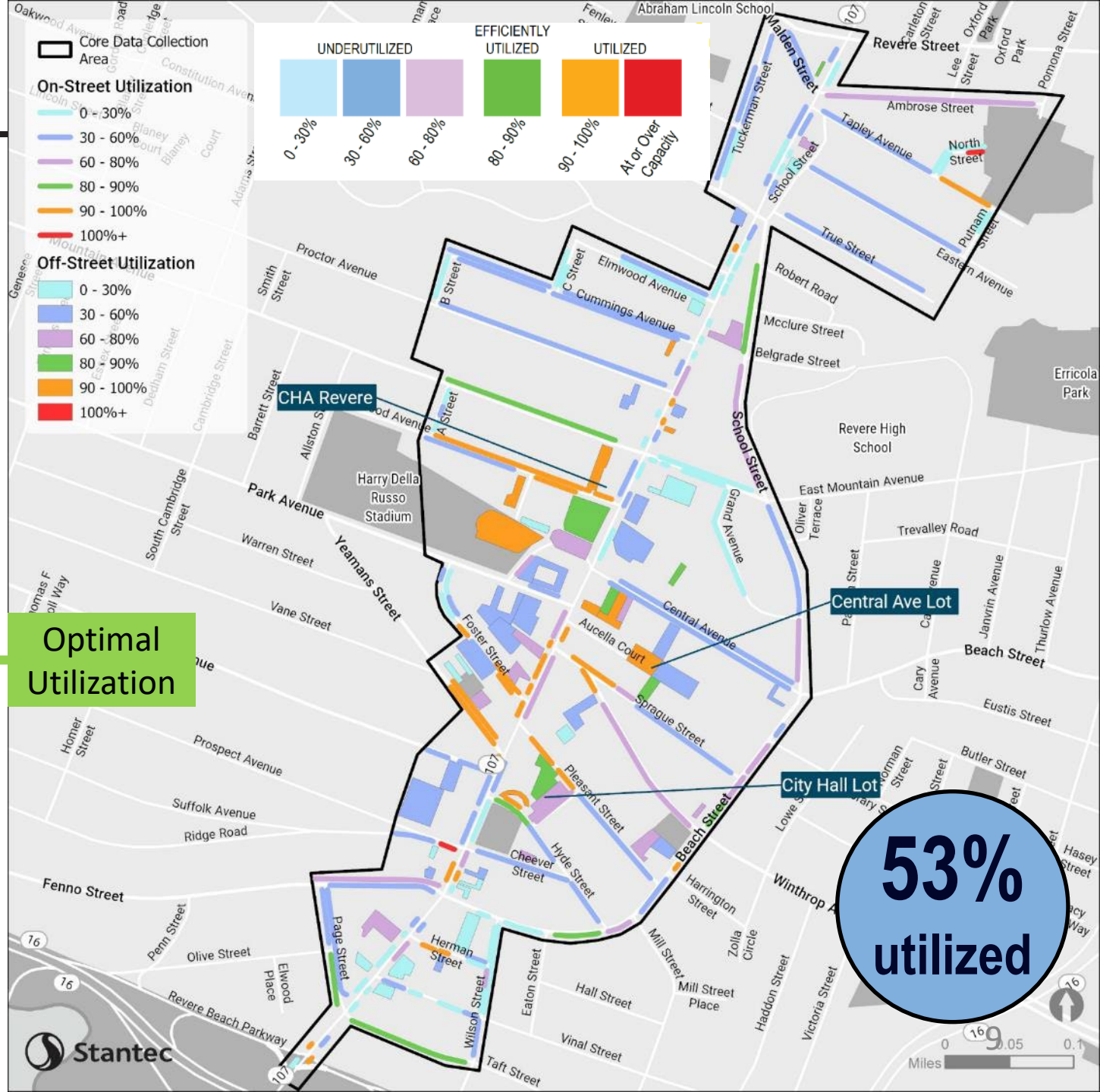
March 21, 2024

THURSDAY – 10am-12pm

→ Along and within a **3-minute walk** of Broadway, overall utilization is only 53%



This data collection overlapped with Street Sweeping for some on-street parking locations east of Broadway.



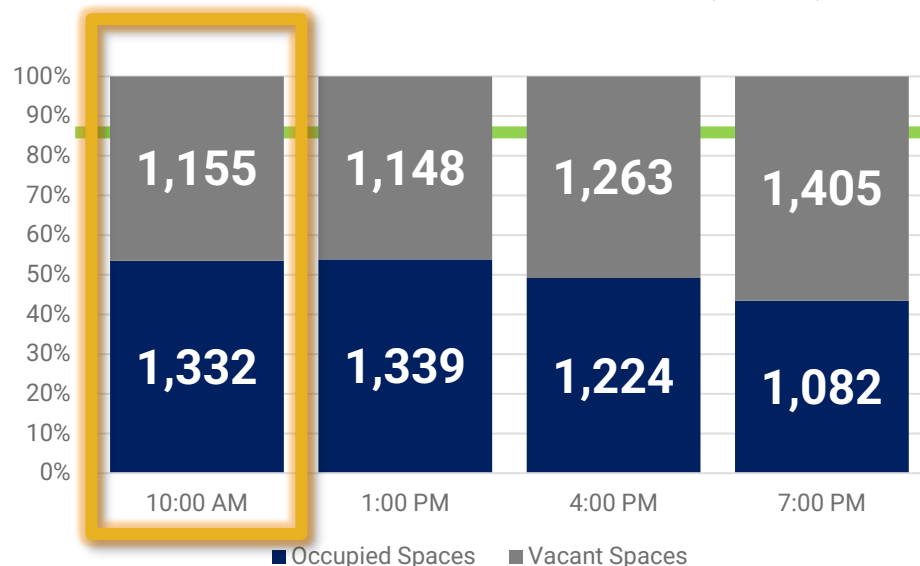


Utilization

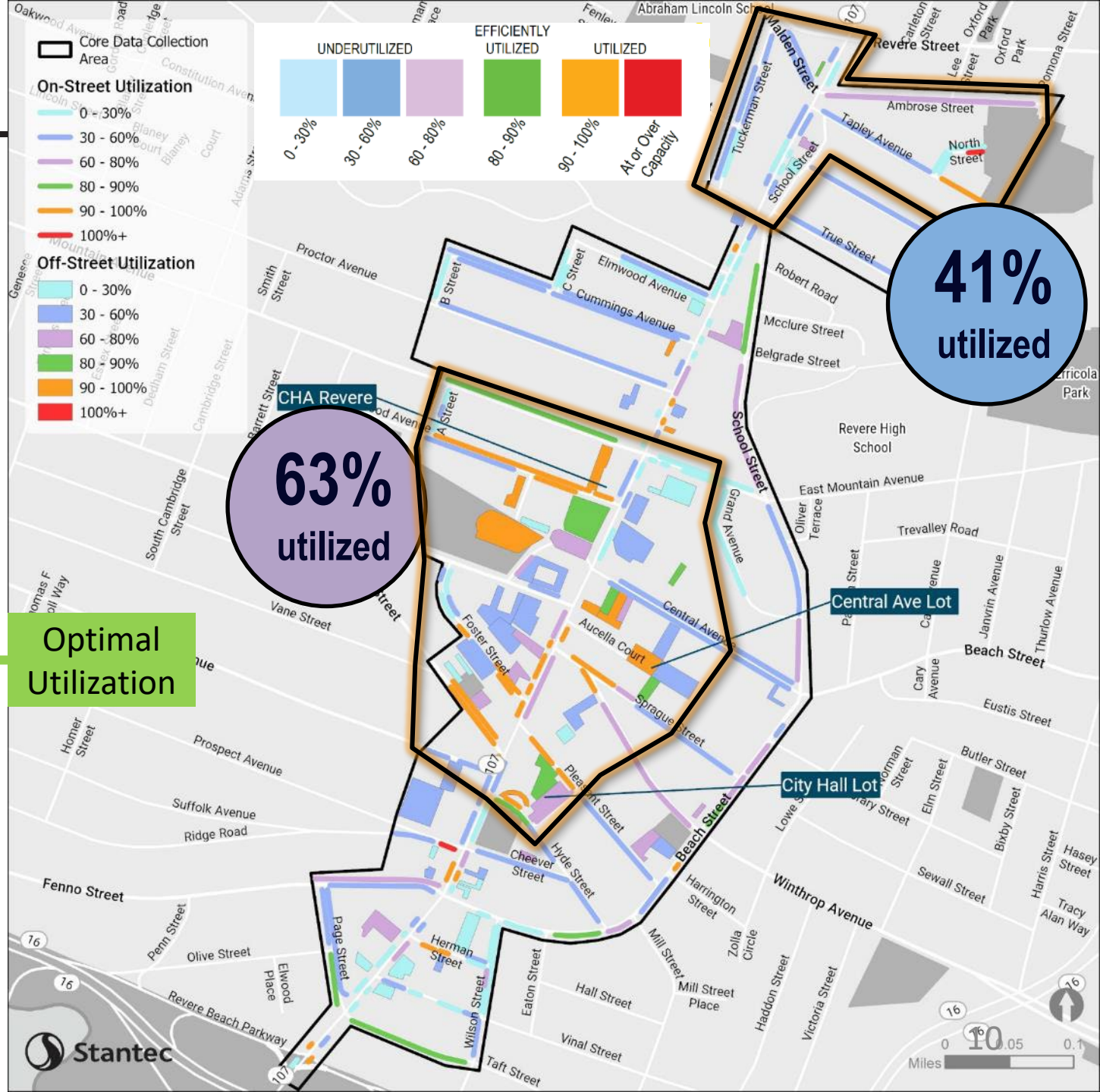
March 21, 2024

THURSDAY – 10am-12pm

- The commercial core (Mountain Ave to City Hall) is higher, but still only 63%
- The northerly business area (near Revere & Broadway) is also slightly higher (41%)



This data collection overlapped with Street Sweeping for some on-street parking locations east of Broadway.



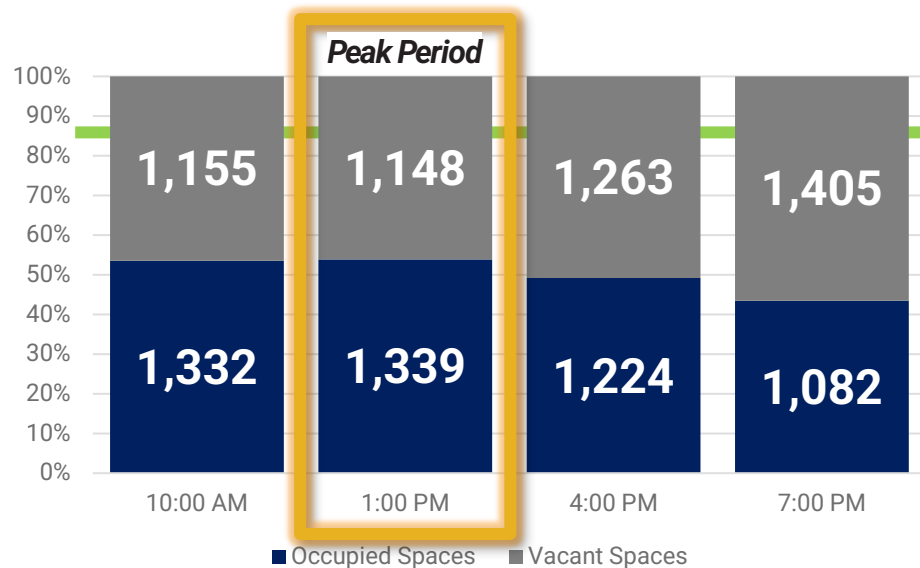


Utilization

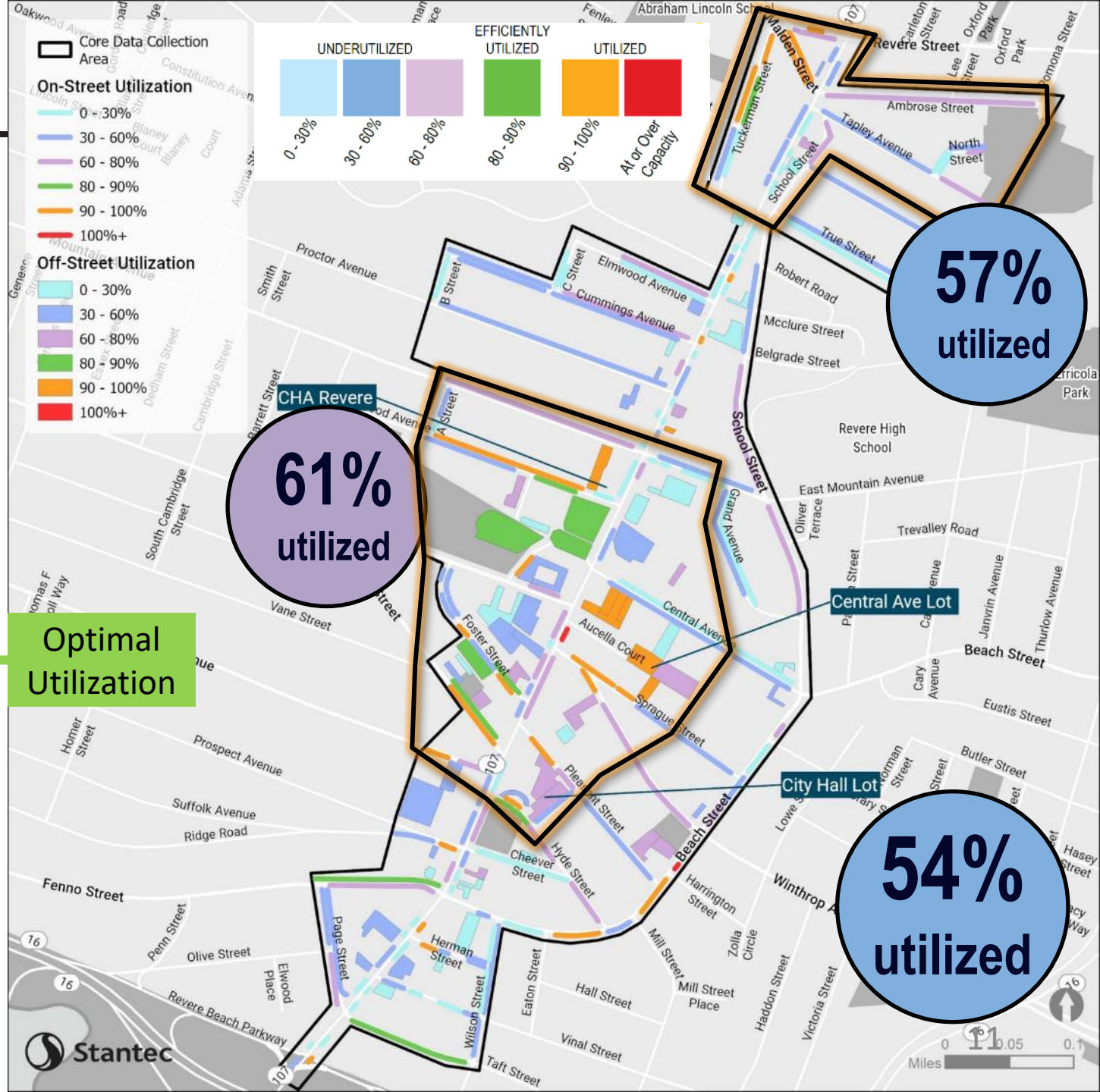
March 21, 2024

THURSDAY – 1-3pm

- At the busiest time of day, the study area is only 54% utilized
- Core is at 61%
- Northerly zone up to 57%



This data collection overlapped with Street Sweeping for some on-street parking locations east of Broadway.



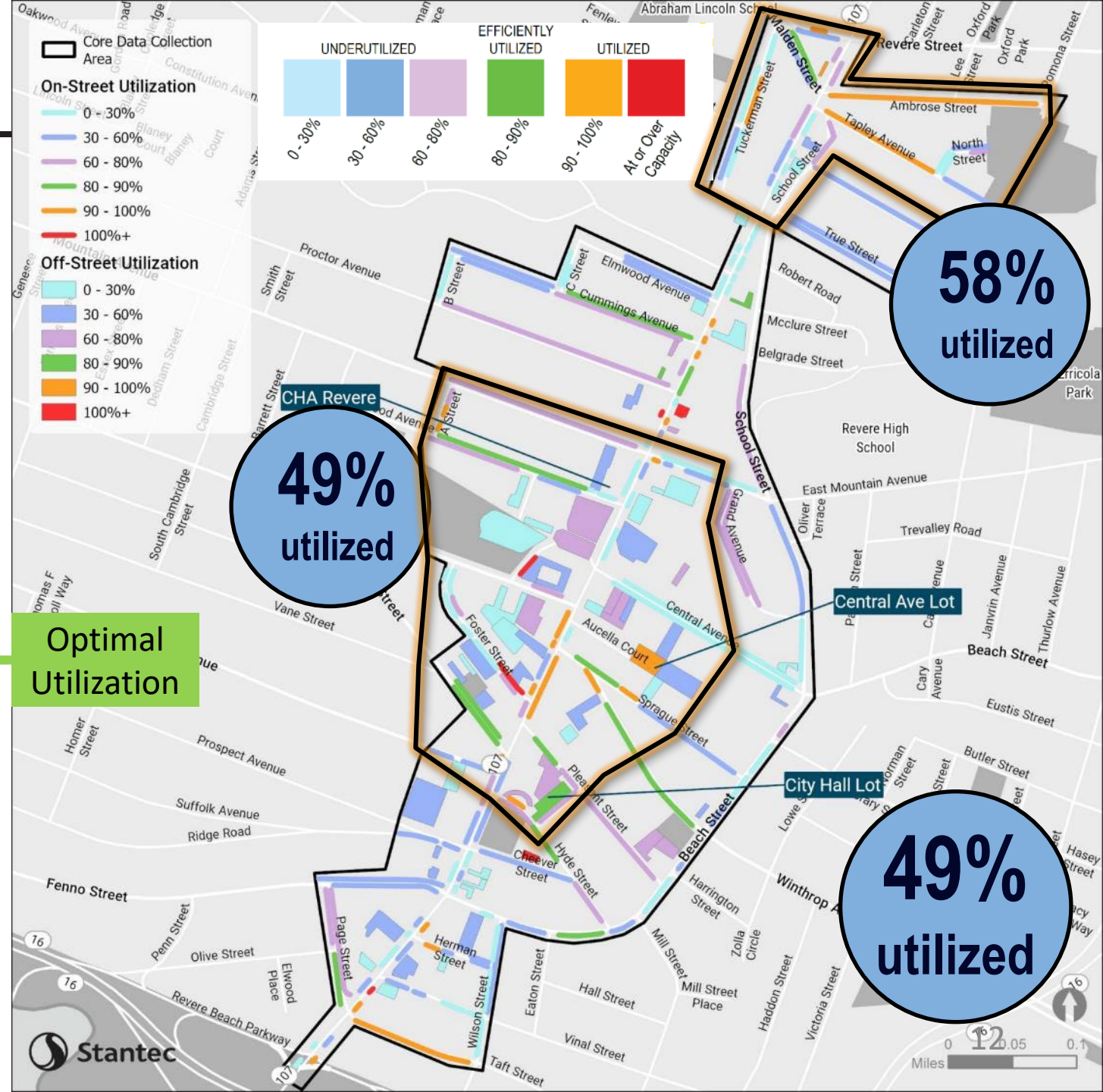
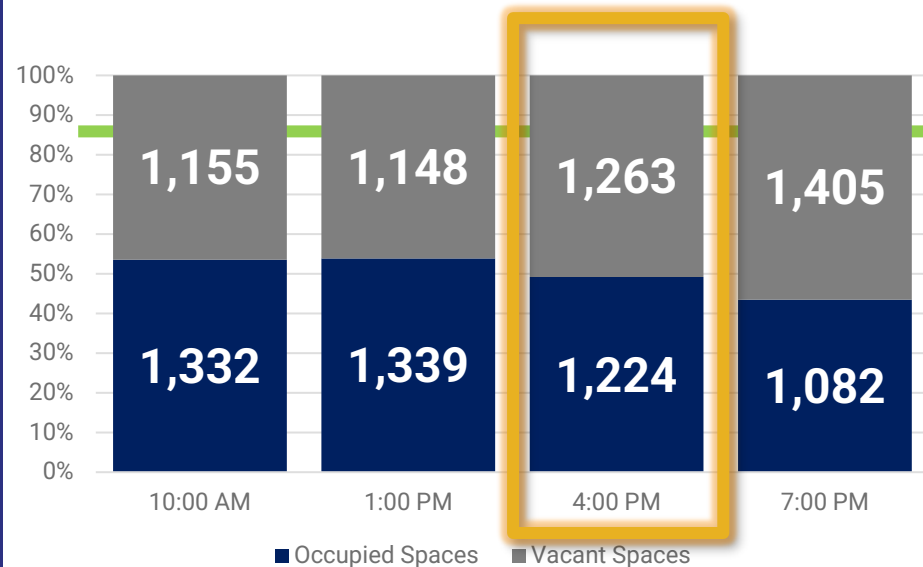


Utilization

March 21, 2024

THURSDAY – 4-6pm

- Utilization decreases
- Study area down to 49%
- Core down to 49%
- Northerly area up to 58%



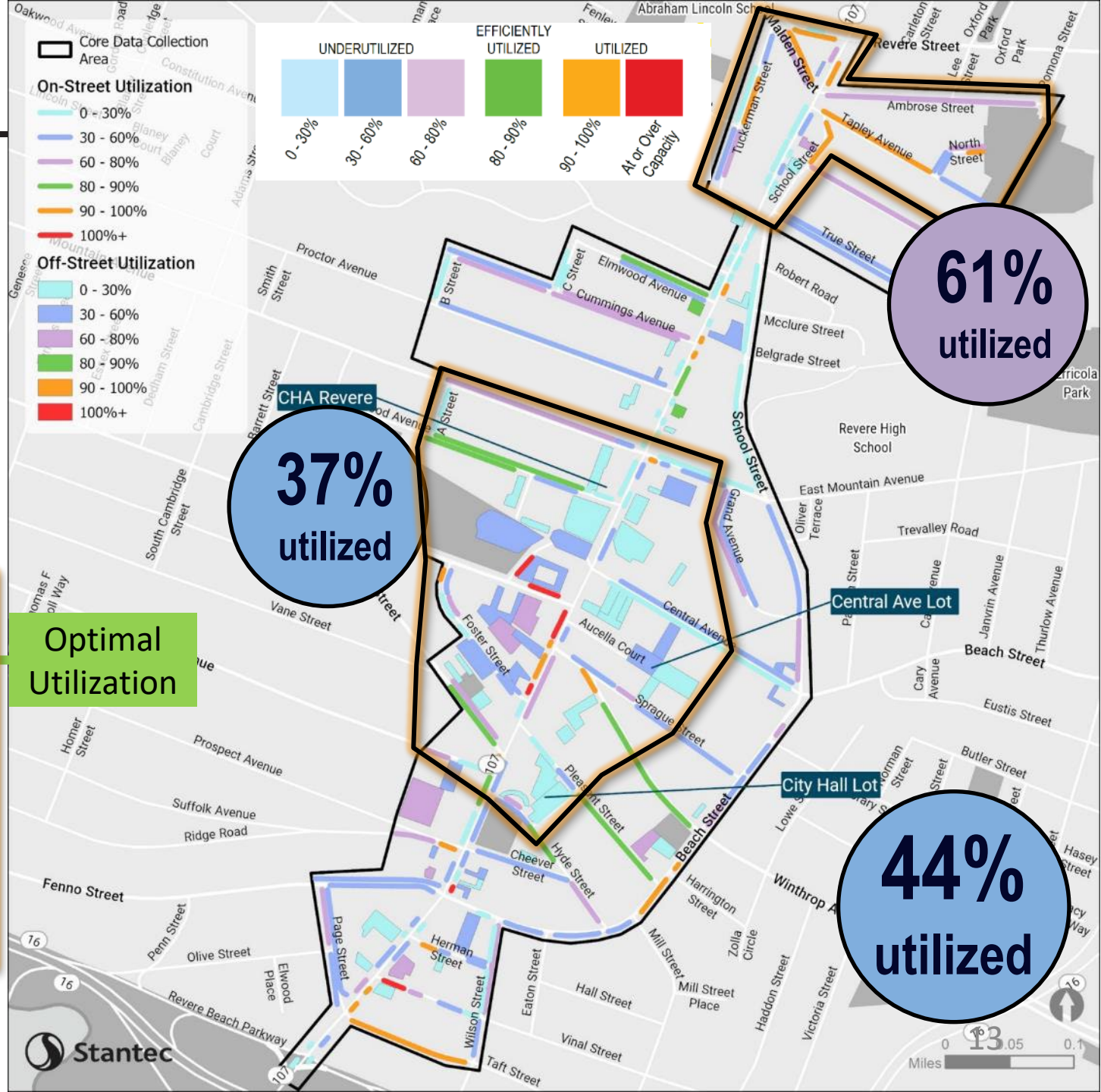
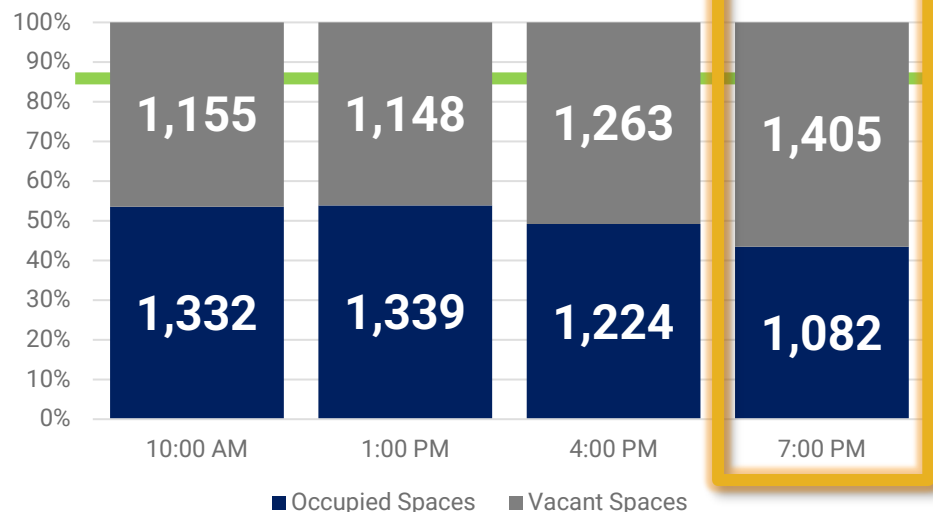


Utilization

March 21, 2024

THURSDAY – 7-9pm

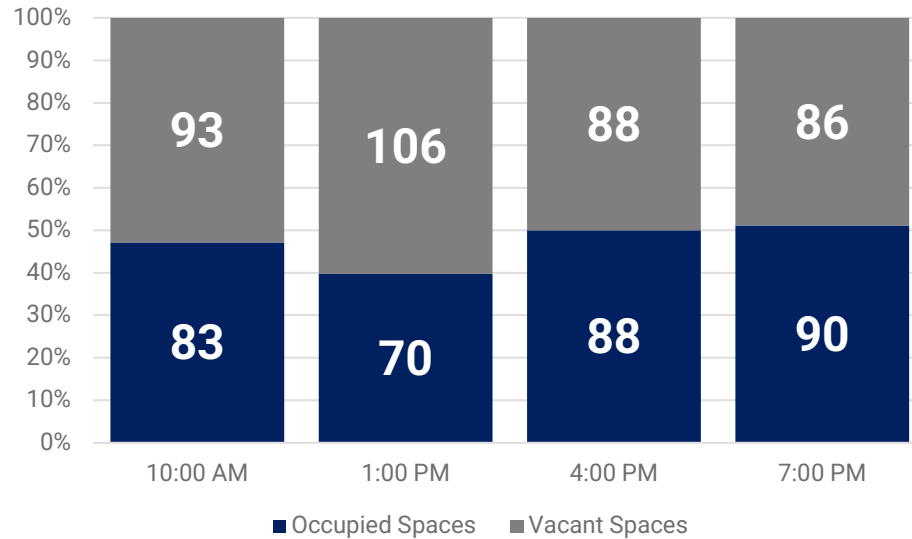
- Other than small pockets, utilization is at a low
- Study area only 44%
- Core at only 37%
- Northerly area up to 61%





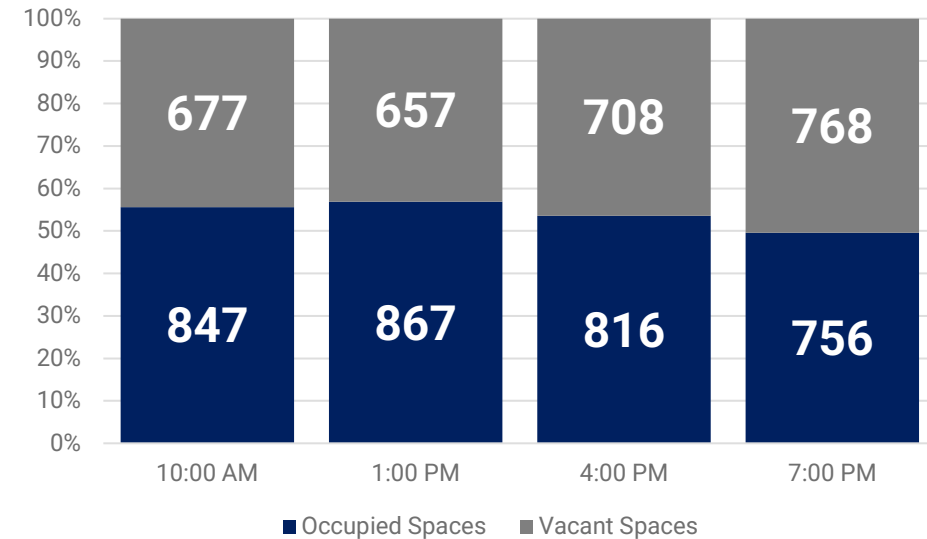
Utilization

METERED ON-STREET PARKING



→ Meters never exceed 50% utilized overall

ALL PUBLIC PARKING (ON AND OFF-STREET)



→ Public supply never exceeds 57% used (at 1pm)

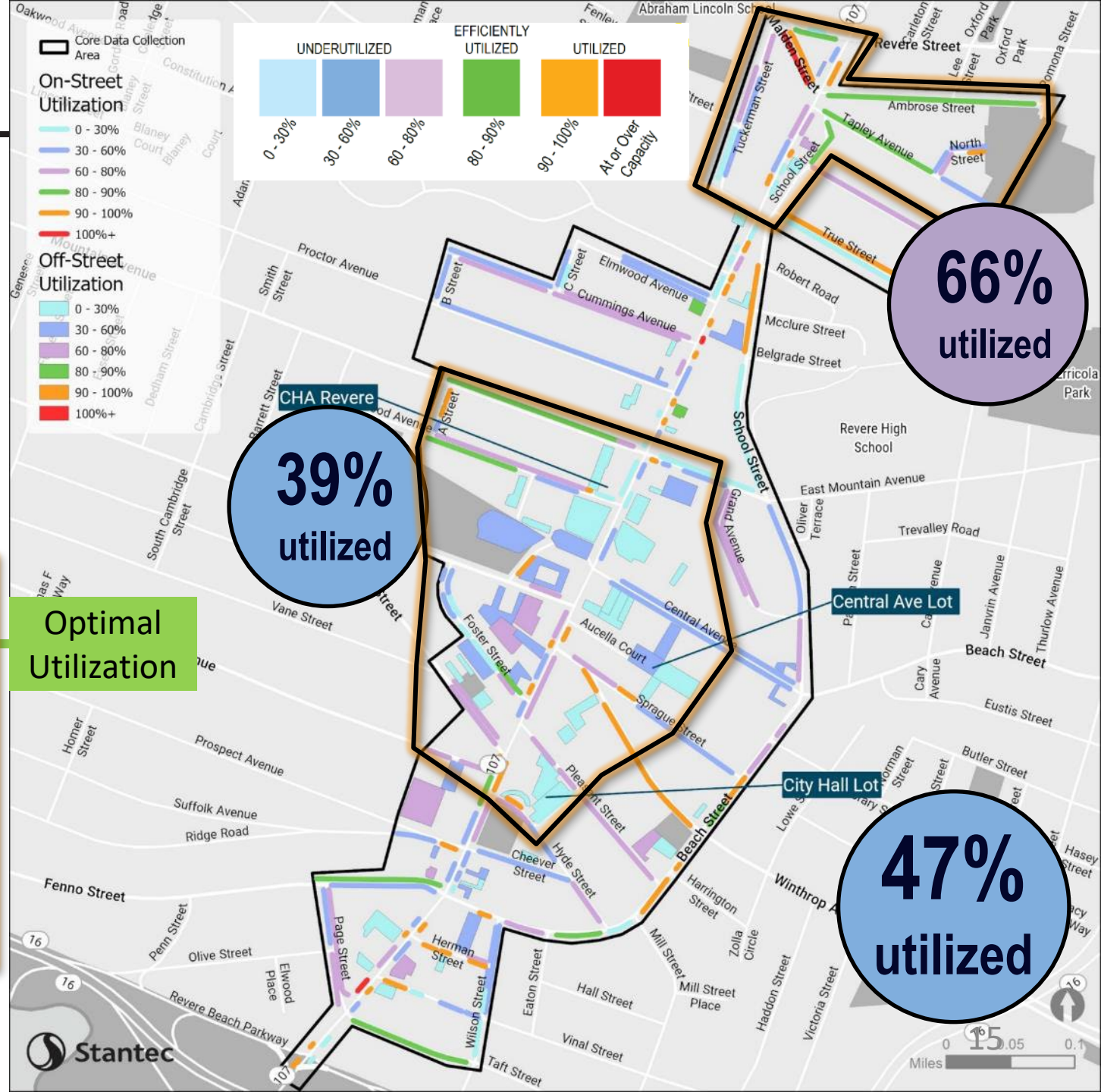
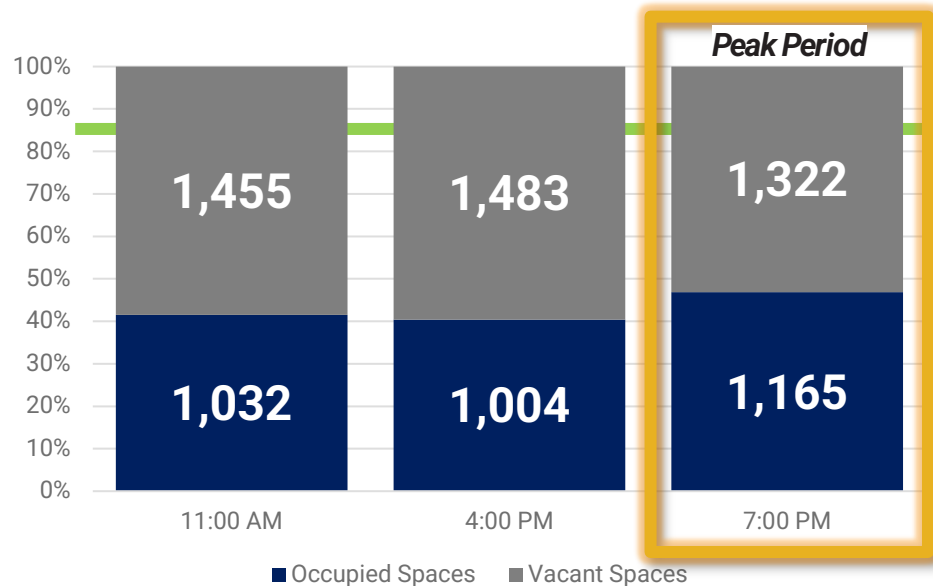


Utilization

May 18, 2024

SATURDAY – 7-9pm

- Evening utilization is slightly higher on Saturday, but overall peak is only 47%
- Core is only 39%
- Northerly area is at 66%



Community Outreach





Community Outreach

Integrated outreach with the Broadway Master Plan included:

1. Public Meeting
 - April 1st, 2024
 - Attendees: 50
 - Format: Presentation and small group brainstorm sessions
2. Community Survey
 - April 2024
 - Respondents: 172
 - 19 question covering parking and general land use, economic development, and placemaking considerations





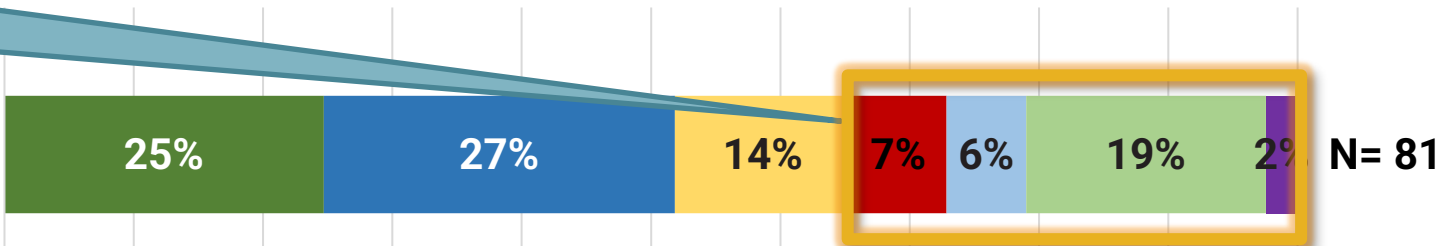
Survey Analysis

Length of Stay & Frequency of Visit

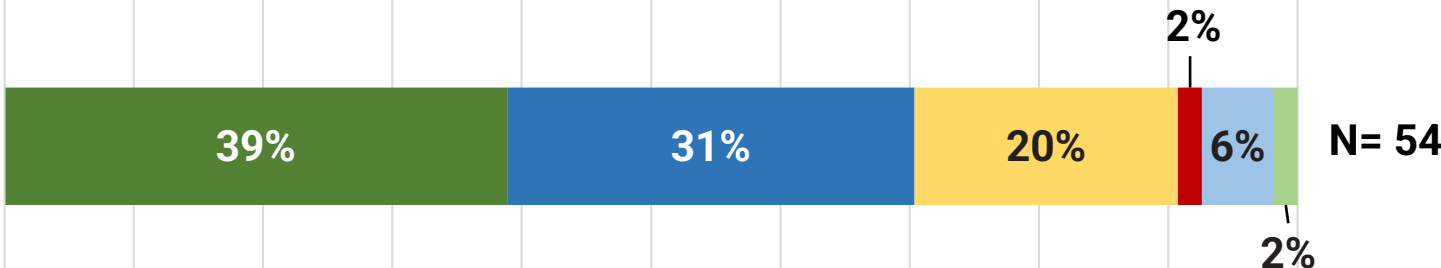
Many daily visitors stay longer: 34% stay longer than 2 hours

Occasional visitors also stay longer: 20% stay for 2-4 hours

Daily



A few times a week



A few times a month



"A few times a year" not included because only 7 respondents selected this option.

"Seldom" not included because only 5 respondents selected this option.

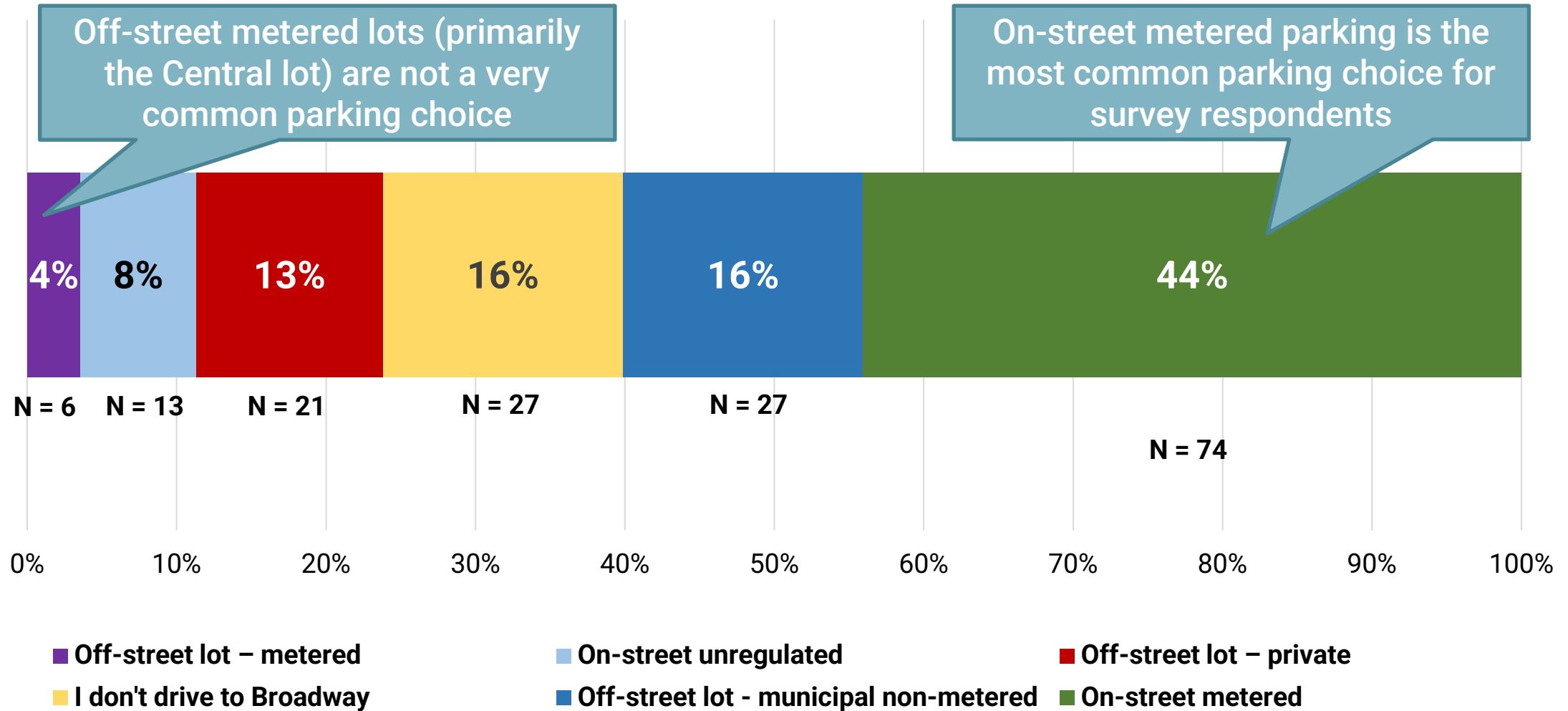
■ Under 30 minutes ■ 30 min – 1 hour ■ 1-2 hours ■ 2-4 hours ■ 4-8 hours ■ More than 8 hours ■ Overnight

N = 160
18



Survey Analysis

If driving to Broadway, where did you park the most recent time you visited?



Respondents could select up to one

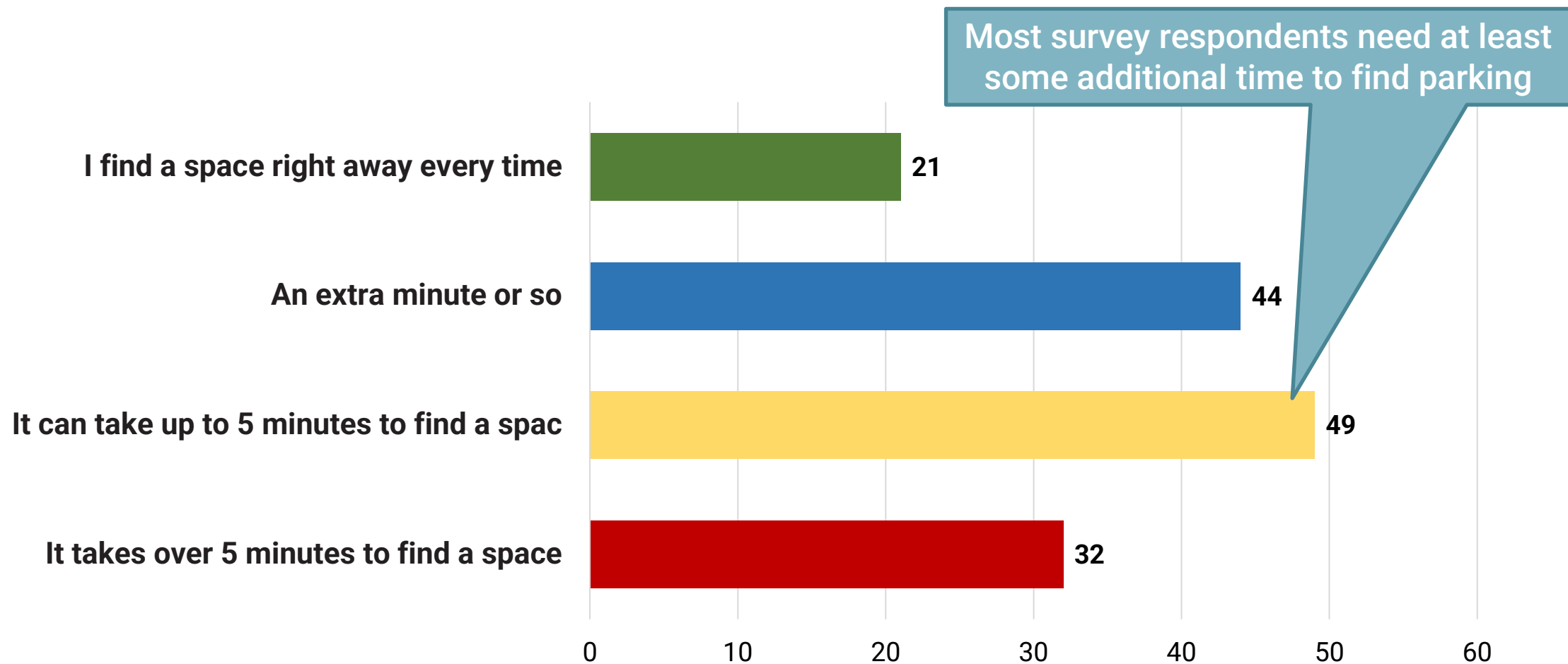
On-street permit parking not included because only 4 respondents selected this option

N = 168 19



Survey Analysis

How long does it take to find a parking space in the Broadway area, on the most recent time you visited?

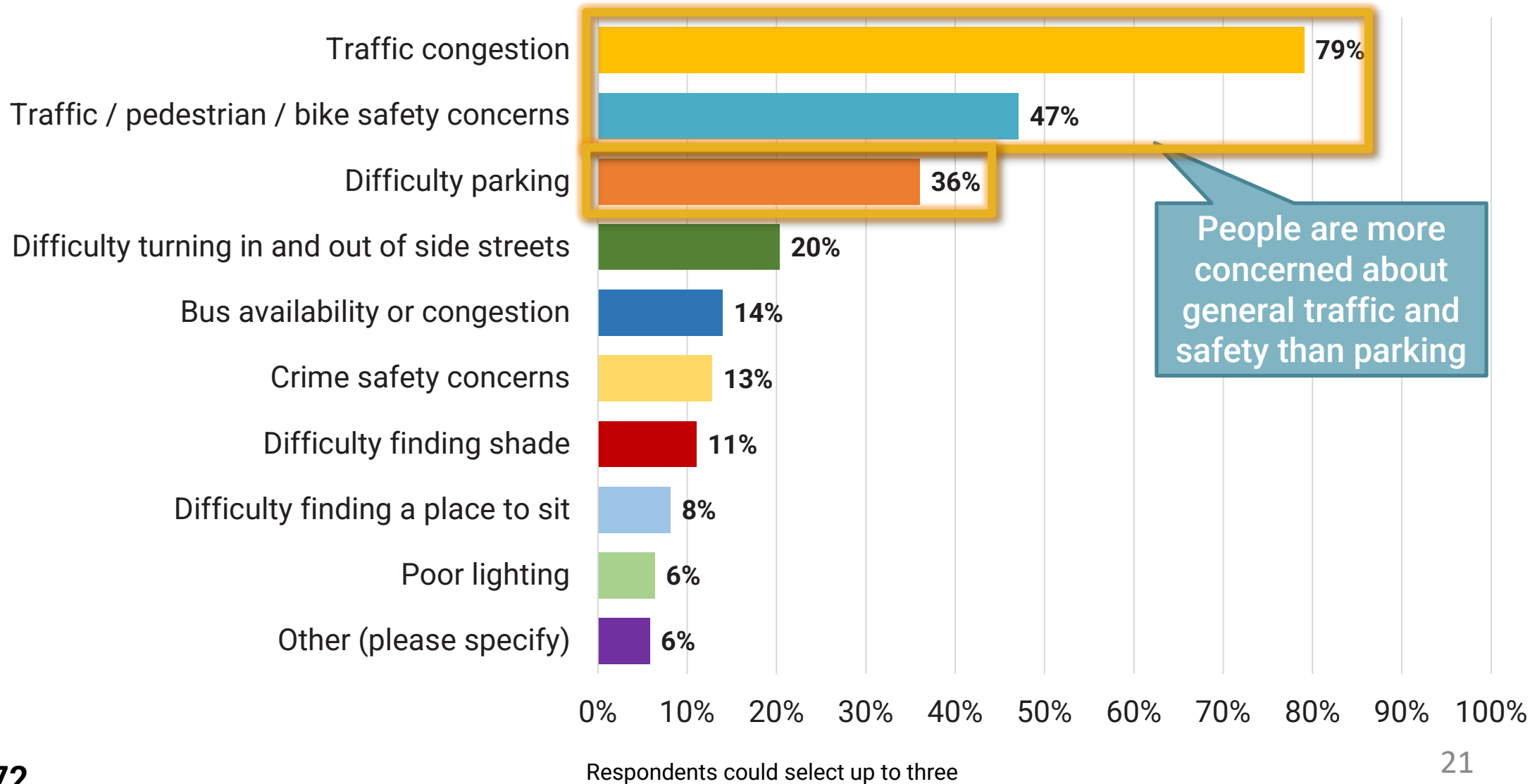


N = 172 20



Survey Analysis

While traveling on or to Broadway, what problems do you encounter?



N = 172

Draft Recommendations





Recommendations

Goals

Recommendations

Fix existing deficiencies

1. Wayfinding
2. Regulatory Streamlining
3. Parking Benefit District
4. Parking Lot Access

Improve effectiveness and efficiency

5. Performance Pricing
6. Shared Parking
7. Parking Ambassadors
8. Enforcement Technologies

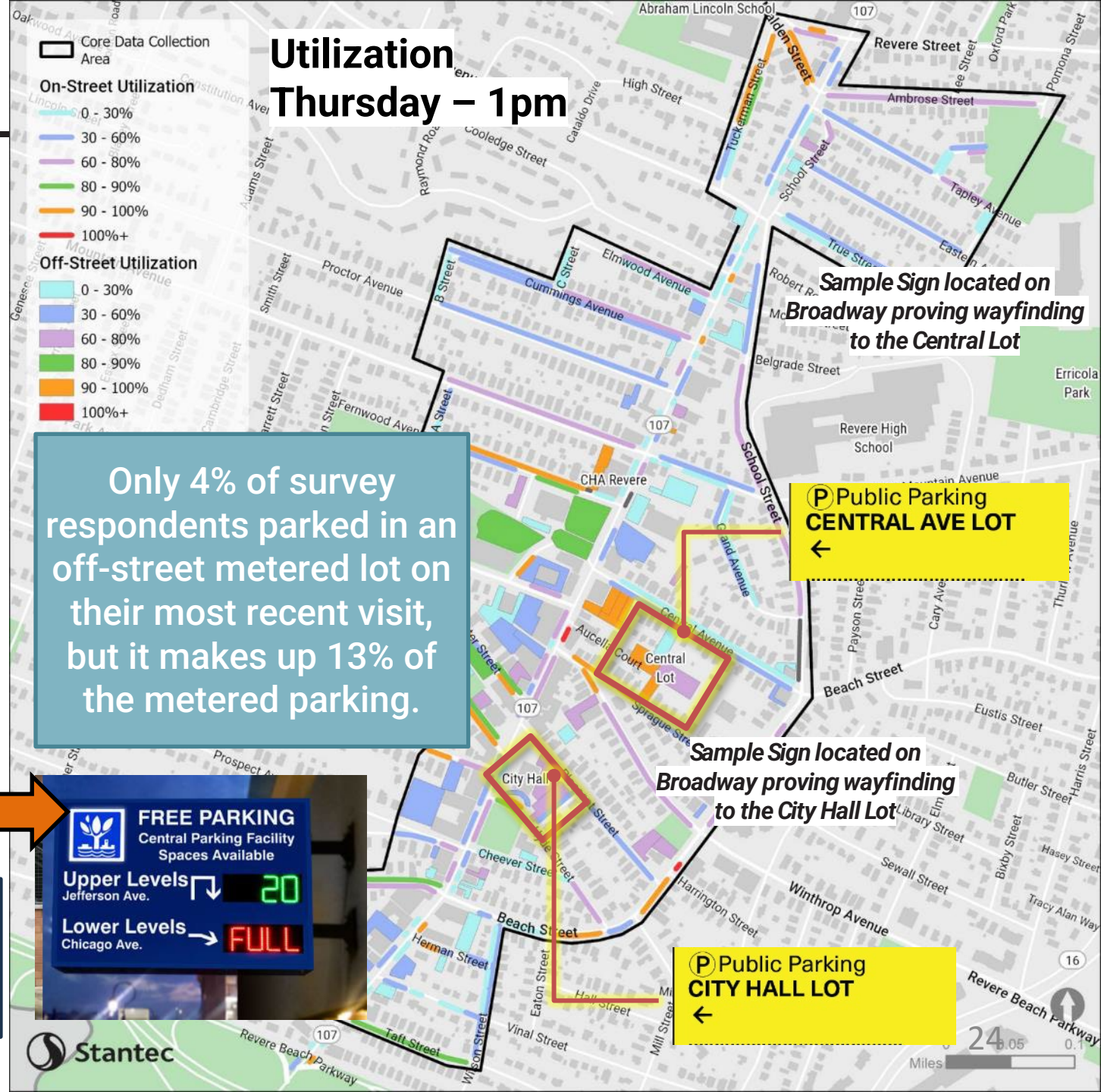
Support development and Master Plan goals

9. Loading and Dynamic Curbs
10. Locations for Parklets
11. Leverage Existing Capacity to Support Development

Wayfinding

- Improve **wayfinding signage**
- **Focus on long-term options** (Central & City Hall Lots)
- Already underway:
 - 2023-2024 Broadway Corridor Wayfinding Plan
 - Initial deployment **between Mountain & Prospect Aves**
 - Minor changes recommended
- Long-term, consider **electronic signing** for price & availability

What it does:
Redirects parkers to off-street lots which have parking availability



Parking Lot Access

- Improve **walking and access paths** to public parking lots, specifically the Central Lot

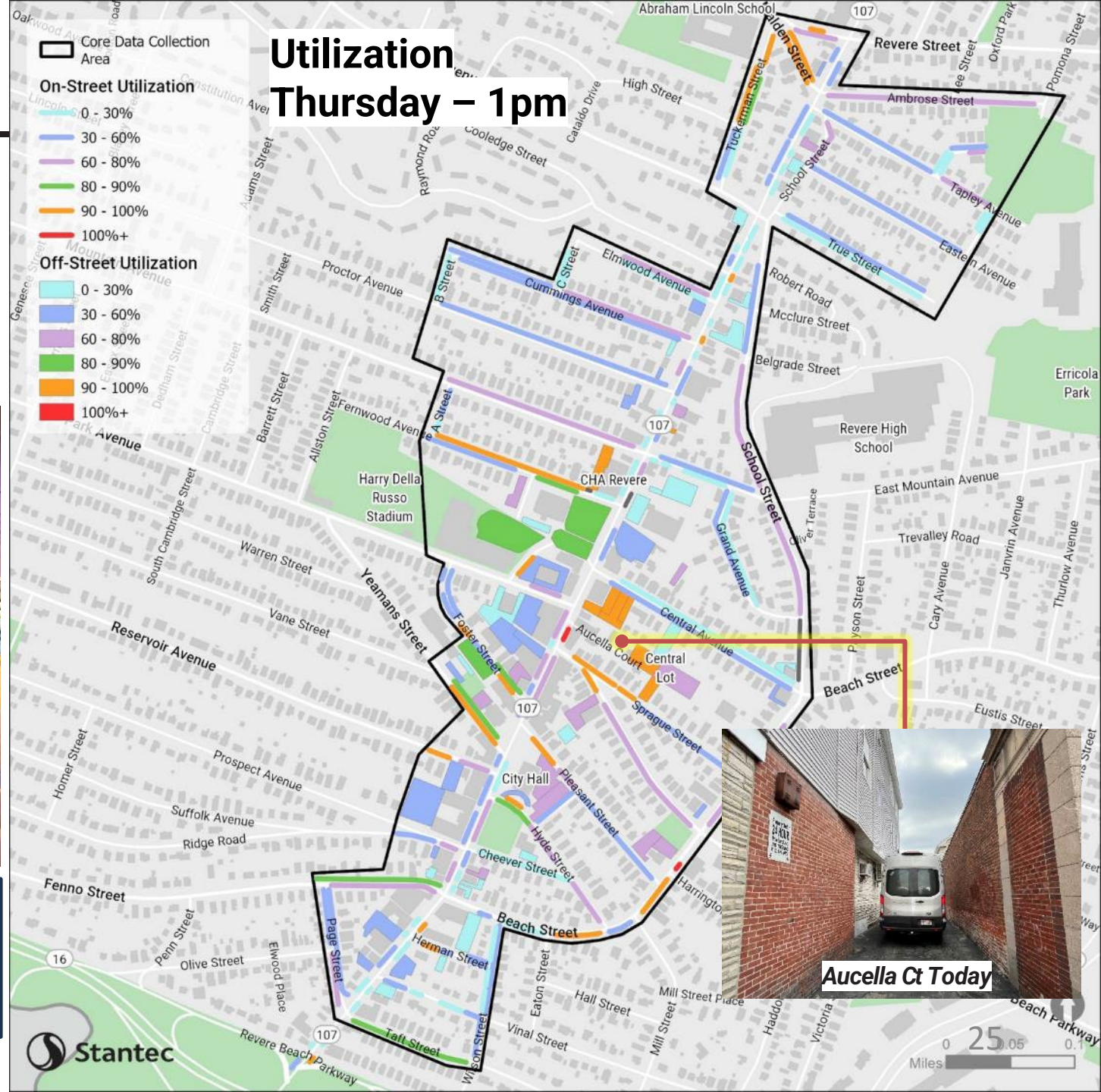


Example from Jacksonville, FL



Example from Lincoln, NE

What it does:
Redirects parkers to off-street lots which have parking availability

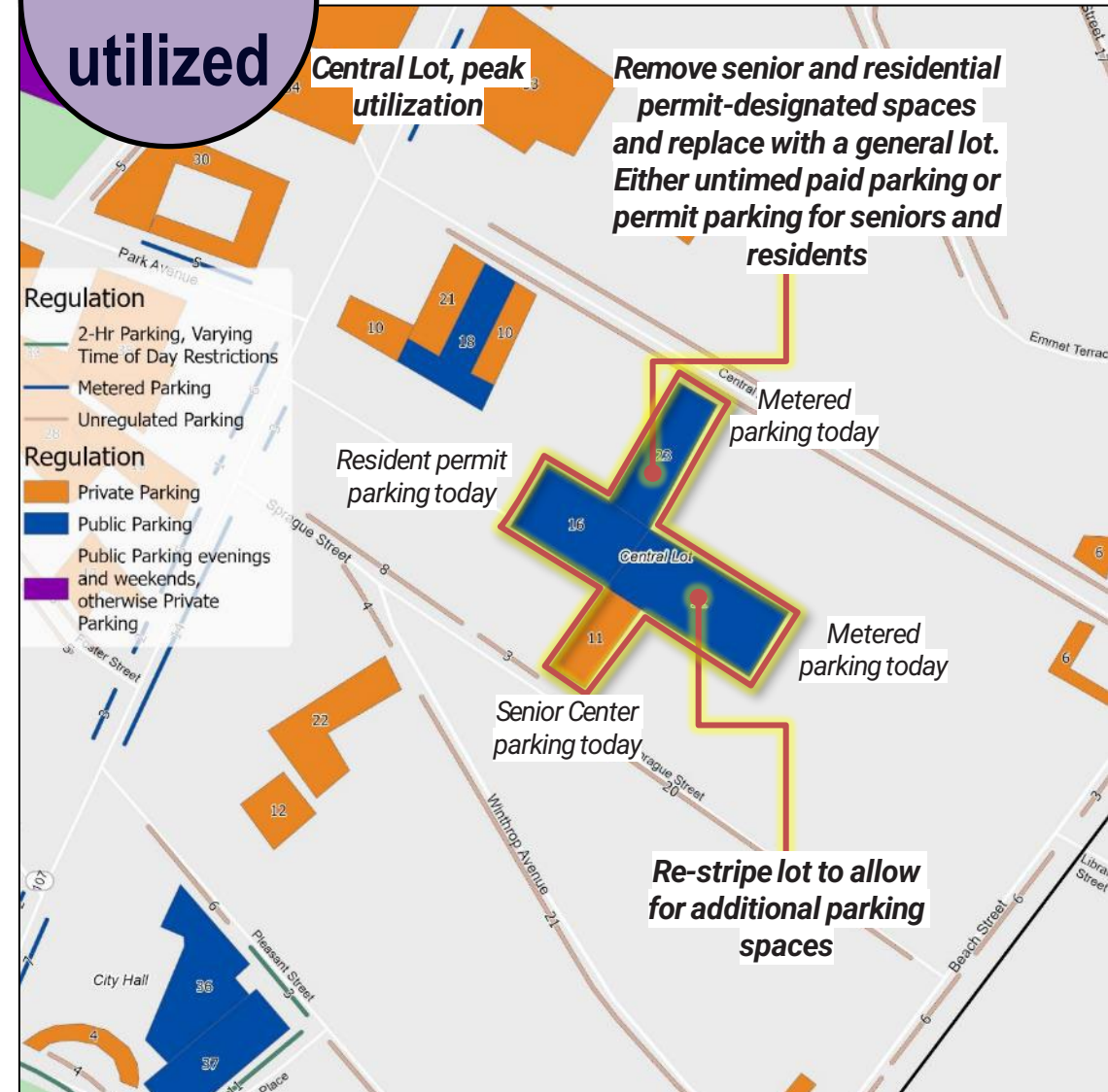


Regulatory Streamlining

- Streamlining operations in the **Central Lot:**
- Eliminate separate areas designated for permits vs. hourly
 - Manage demand through number of permits sold & pricing
 - Re-stripe to increase supply
 - **Remove time-limits** (only a long-term storage ban)

What it does:
Creates more clarity and approachability for the users

65% utilized



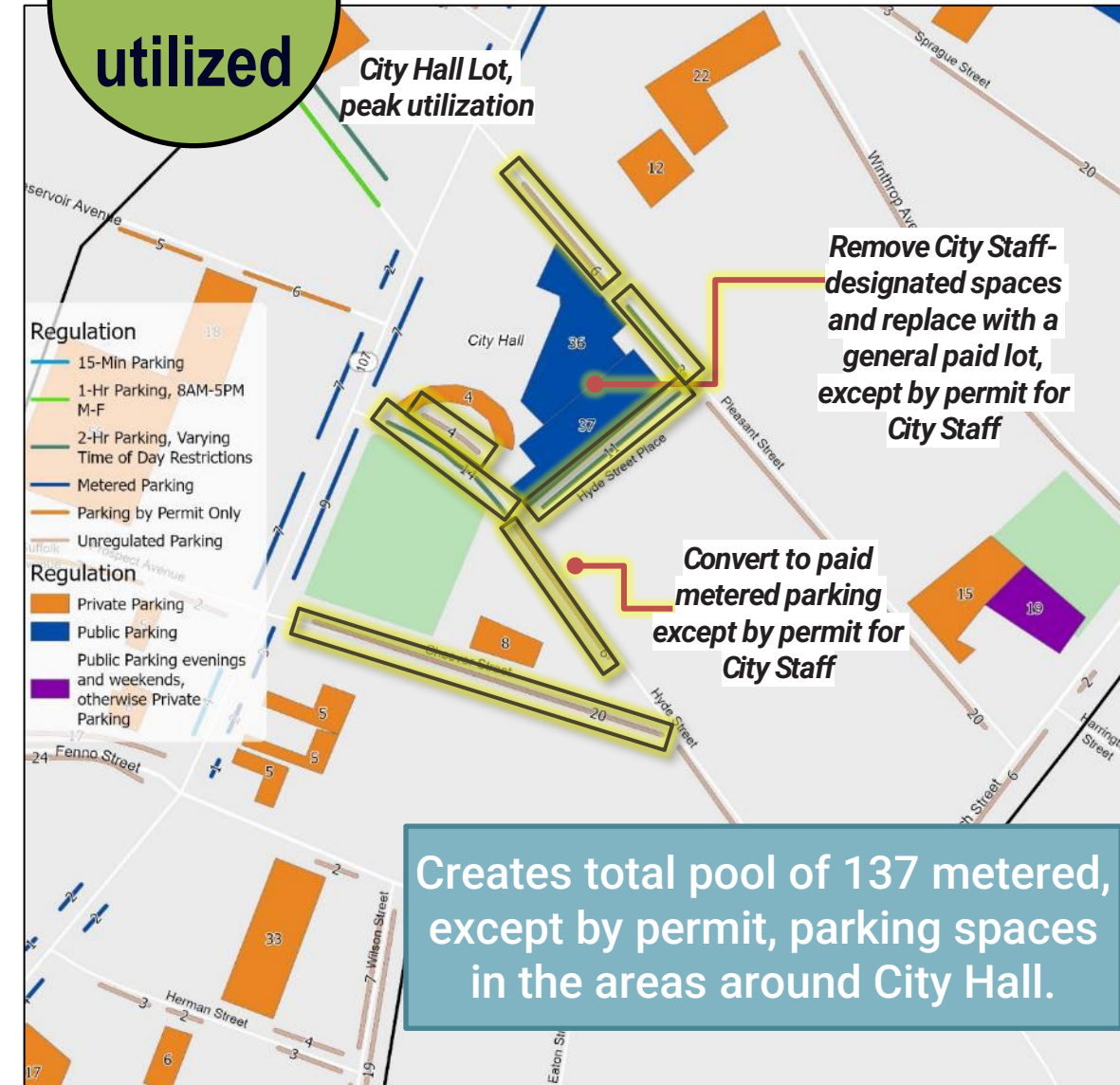
Regulatory Streamlining

→ Streamlining operations in the **City Hall Lot** and on adjacent side streets:

- Eliminate separate areas designated for City staff spaces vs. public
- City Staff parking permits for City Hall Lot and/or side streets
- Remove time-limits
- **Price lot and adjacent side streets**

What it does:
Creates more clarity and approachability for the users

84%
utilized



Parking Benefit District

- Use the Parking Benefit District funds to implement recommendations in this plan (detailed on the next page):
- In 2022 the City Established a Parking Benefit District, limited funds have been dispensed on a few projects so far
 - The current fund is **~\$40,000**



REVERE ADVOCATE

City Council approves parking benefits district

May 13, 2022 News Advocate News

[Print](#) [PDF](#) [Email](#)

Monday night the City Council approved the adoption of a Parking Benefits District in the city. The council's Economic Development Subcommittee recommended the full council adopt the parking benefits district at its May 2 meeting. The district would allow the city to use revenue from its parking meters on Broadway, Shirley Avenue and the

What it does:
Facilitates reinvestment of parking revenues into the multimodal transportation system

Parking Benefit District

- Recommended uses for Parking Benefit District funds:
 - Implement the full Wayfinding Plan
 - Enhance the Aucella Ct connection to the Central Lot
 - Implement pocket parks
- Changes to pricing likely to result in a 170% increase in revenues
 - Assuming half must go to operations, this still means **\$200,000 more dollars annually** for the Parking Benefit District

What it does:
Facilitates reinvestment of parking revenues into the multimodal transportation system



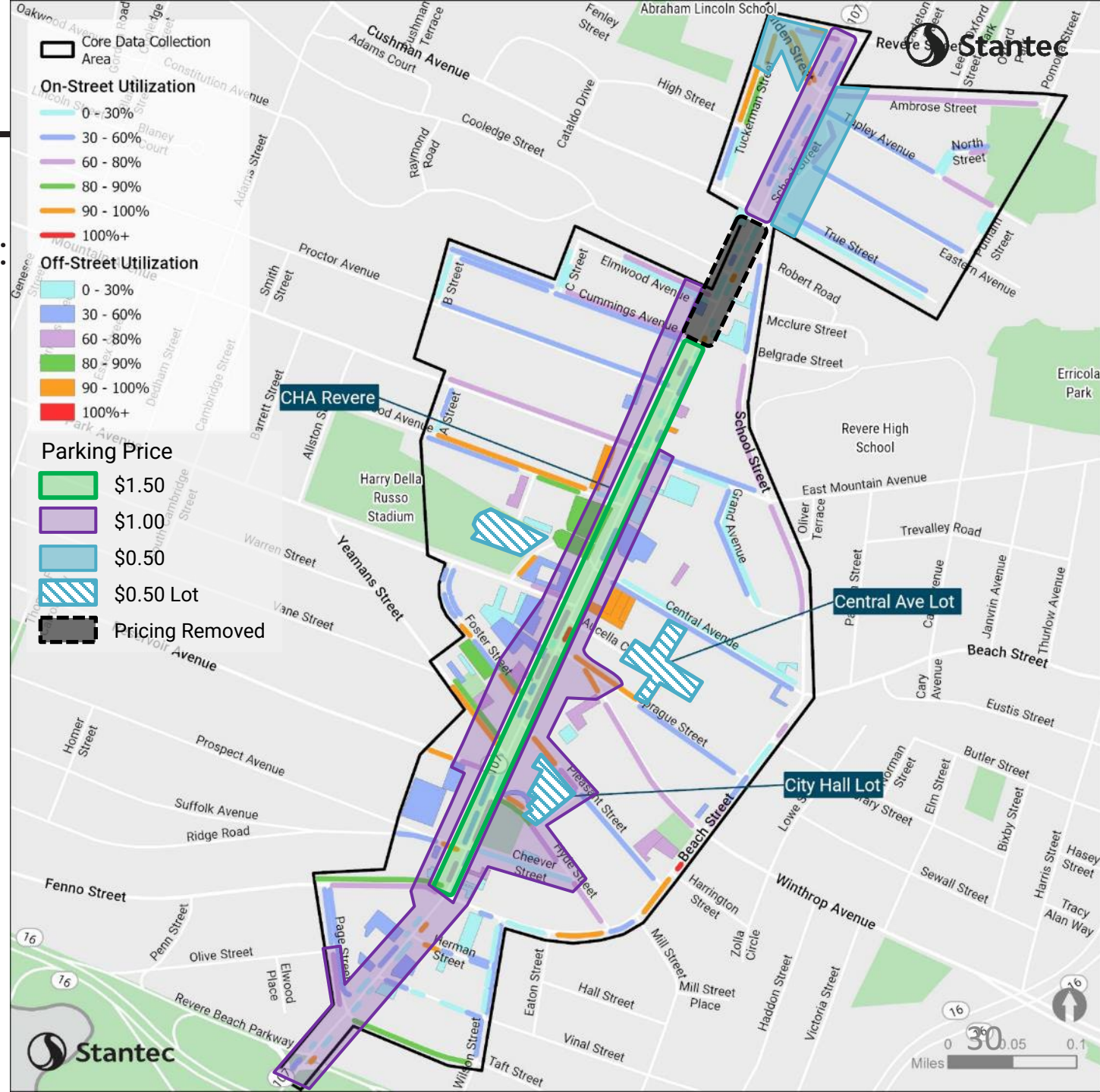
Performance Pricing

→ Implement performance pricing (85% utilization target):

- Where above 85%:
Higher prices
(\$1.50 or \$1.00/hr)
- Where below 60%:
Bag meters (Free)
- Add meters on first ½ block of side streets
- Cheaper on side streets
(\$1.00 or \$0.50/hr)
- Eliminate time-limits

What it does:

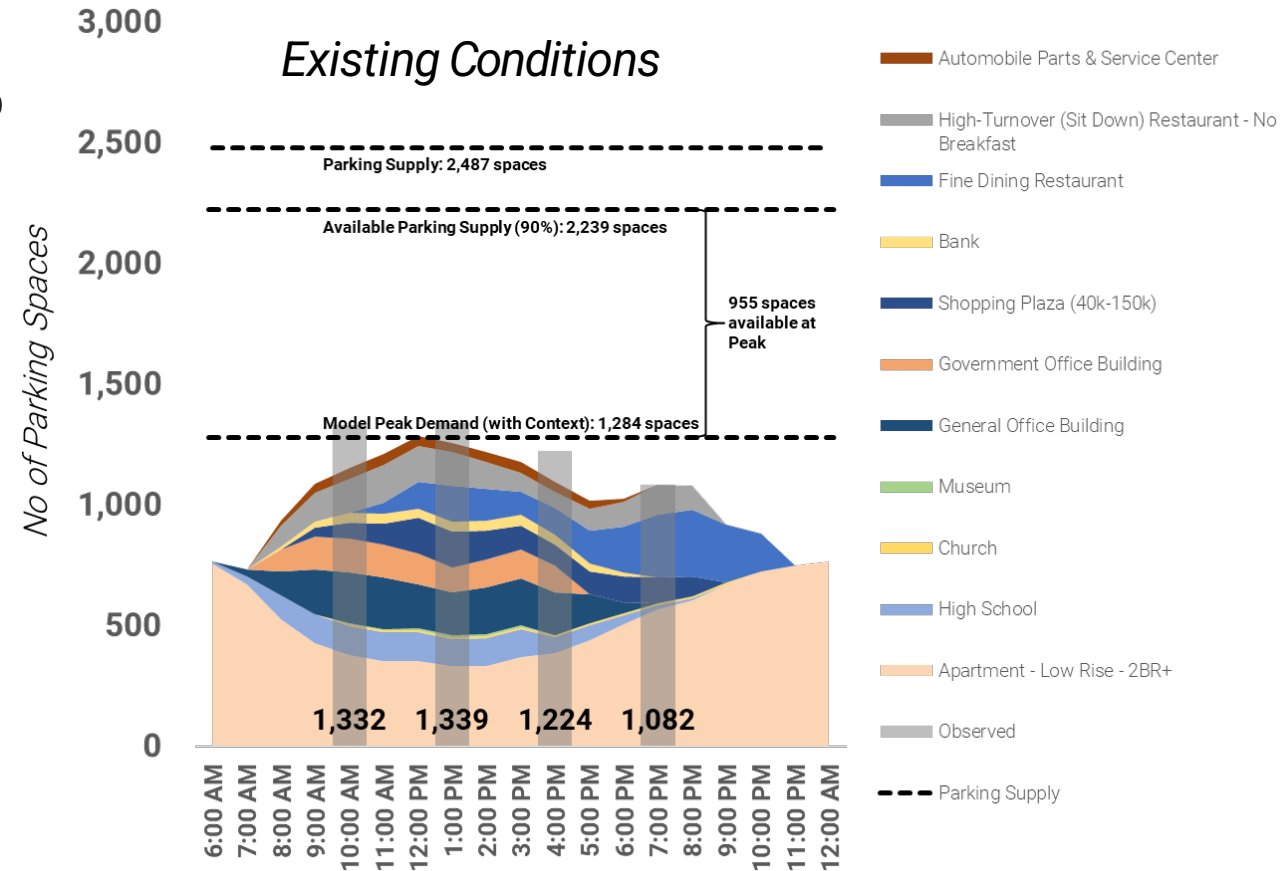
Values prime and remote parking more fairly, encouraging use of underutilized areas



Leverage Existing Capacity to Support Development

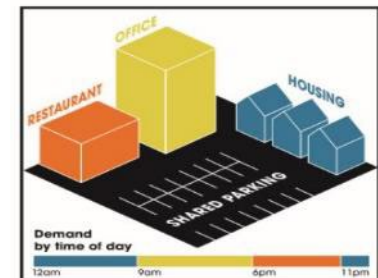
- Leverage existing parking assets to support new development, in line with Master Plan goals
- With nearly half of study area parking empty at peak, **significant infill development can occur without new supply**
 - A shared parking program to unlock private supply is necessary to accommodate more than a few small projects
 - Opportunity to leverage transit-oriented development

What it does:
Demonstrates that Revere can accommodate new infill development without a significant parking cost premium



Future Test Growth Assumptions

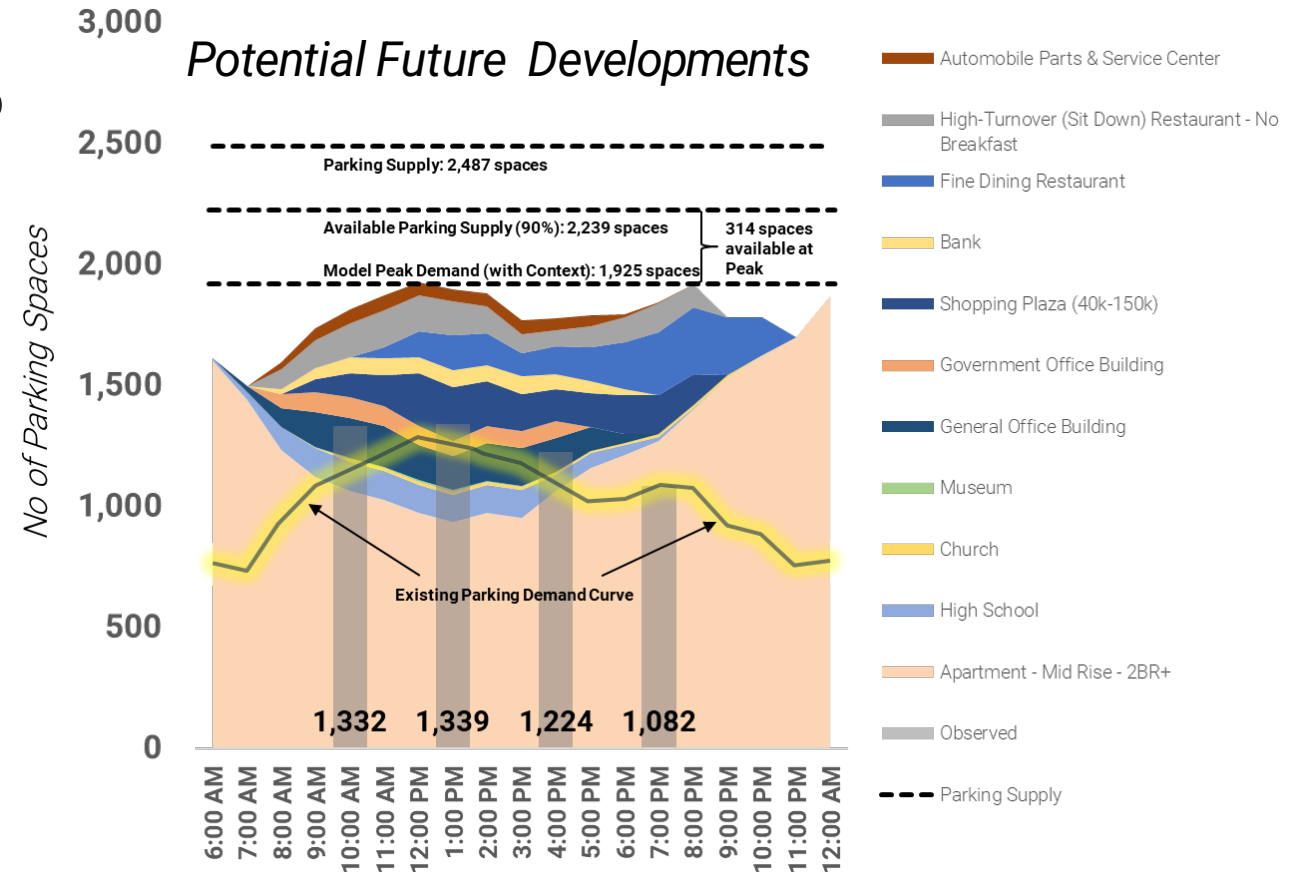
Model Land Use	Units
Residential Units (DUs)	1,000
Retail (SQFT)	60,000



Leverage Existing Capacity to Support Development

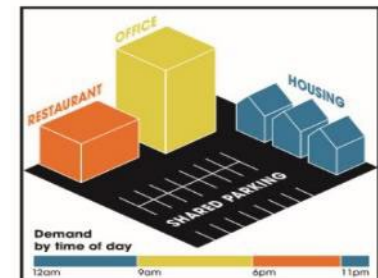
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6

Shared Parking

→ Take an active role in **coordinating shared parking and managing parking permits**

There are 3 potential levels of involvement:

1. **Connecting** private parties
2. **Agreement** with private lot owners where City provides in-kind services in exchange for public permit/pay parking
3. **Leasing and/or a Revenue Sharing System** (Ann Arbor, Oak Park, Ft. Lauderdale, Sacramento, others)



What it does:

Allows efficient use of existing parking assets before considering need for additional parking supply



West Concord helped facilitate the sharing of private lots to create a single shared facility, increasing supply for everyone

Shared Parking

- **Existing shared parking** through business-to-business arrangements exist in Revere:
- 385 Broadway: Citizen Bank with MGH Doctors Offices

What it does:

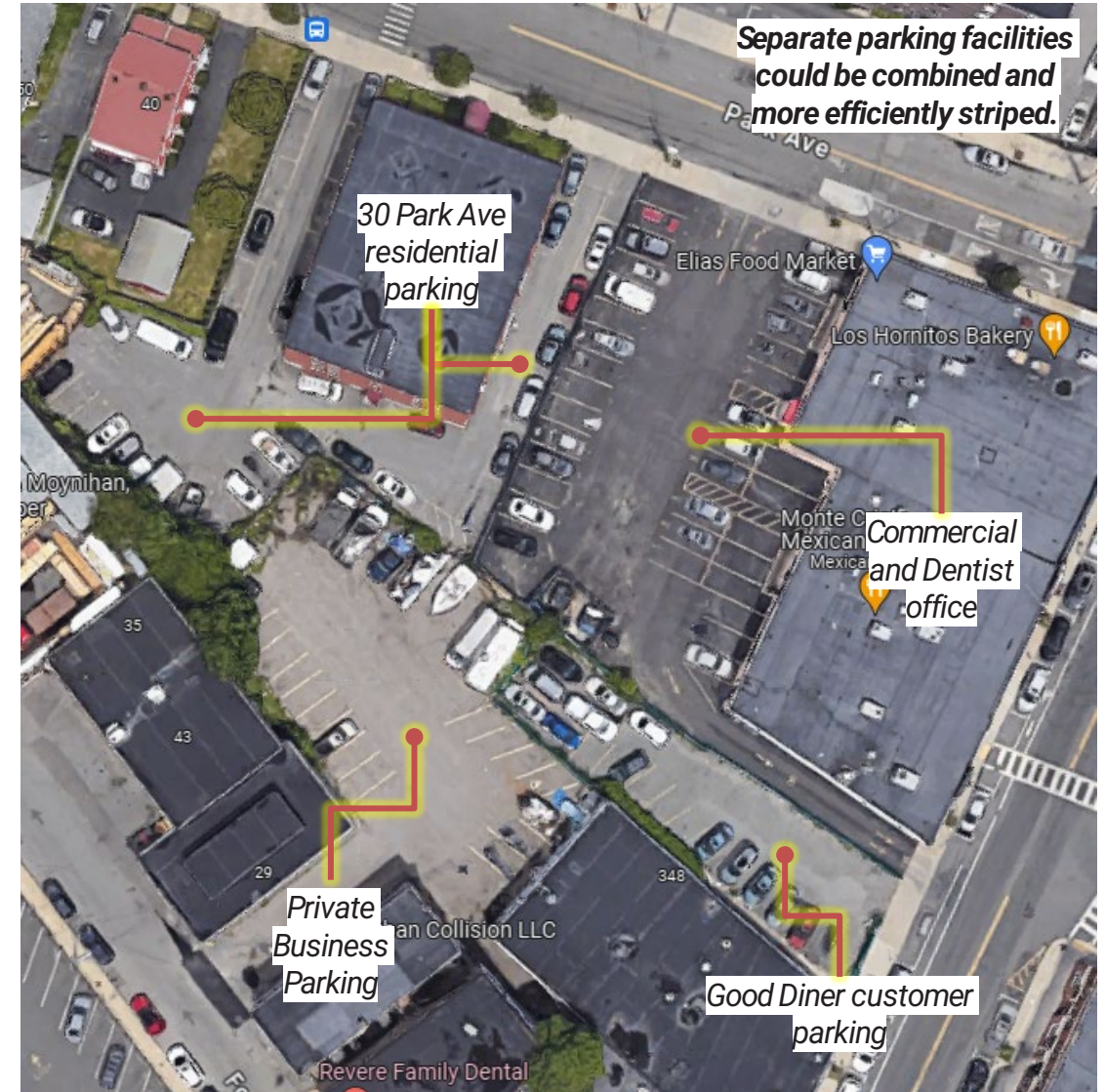
Allows efficient use of existing parking assets before considering need for additional parking supply



Shared Parking

- Recommended locations for **additional shared parking** that should be immediately pursued by the City:
- Between Park Ave and Foster St

What it does:
Allows efficient use of existing parking assets before considering need for additional parking supply



Parking Ambassadors

- Develop a program (perhaps with Revere High School students) to provide parking information to the public while also supporting parking enforcers with more eyes on the street
- Retrain **focus on educating drivers, not penalizing them**
- Focus on peak times and seasons

What it does:

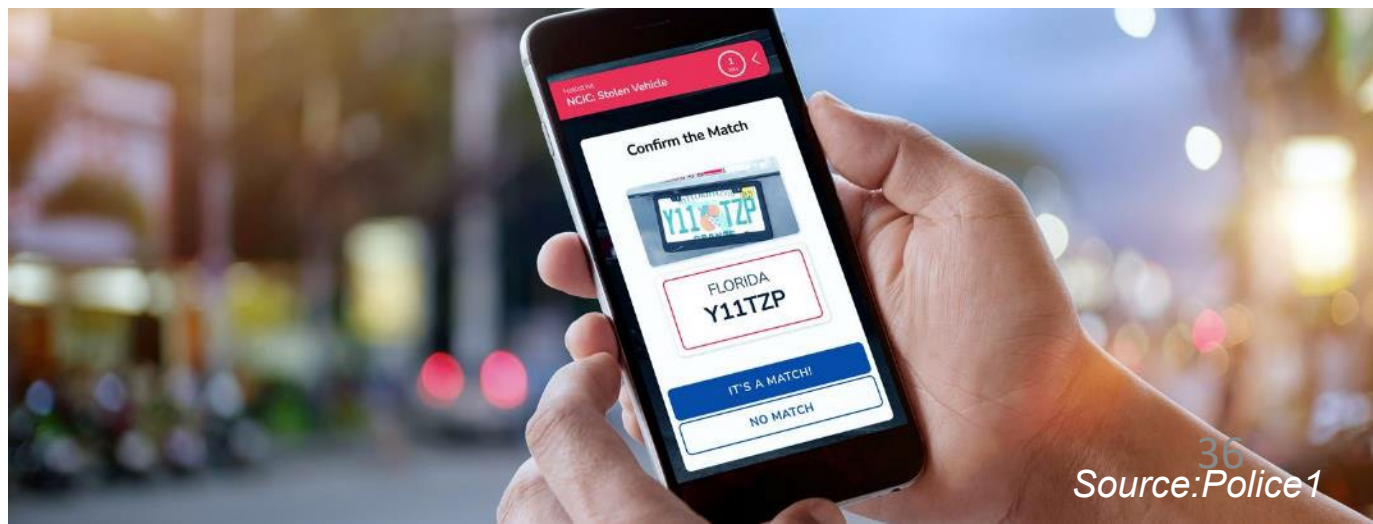
Improves customer relations while aiding visitors and reducing violations

CASE STUDY- Pittsfield, MA

The City recruits young parking ambassadors to support enforcement and teach visitors how to pay for parking



Source: Downtown Pittsfield Inc



Source: Police1

Enforcement Technologies

- Implement a License Plate Recognition (LPR) to improve efficiency in enforcement
 - **Begin** with vehicle-mounted devices (used in Lynn, Chelsea, others)
 - **Over time**, implement hand-helds (used in Somerville, Cambridge, others)
 - **Long-term**, consider Safety-Stik automated devices (used in Somerville)

What it does:
Increases operational and logistical efficiency of parking management



Loading and Dynamic Curbs

→ Implement dynamic **curb loading zones with discrete time spans**, allowing spaces to revert to parking or other uses

- There are 2 potential levels of management:

1. **Manually-Regulated Signage:** indicating allowed loading times for commercial vehicles, passenger vehicles, and pick-up drop-off
2. **Automated System** like Safety Stick, which records how long a vehicle remains park

Start here

Grow over time

What it does:
Handles growing loading & PUDO demand with little parking loss



Cambridge, MA



Sources: City of Boston, City of Cambridge, MyParkingSign.Com

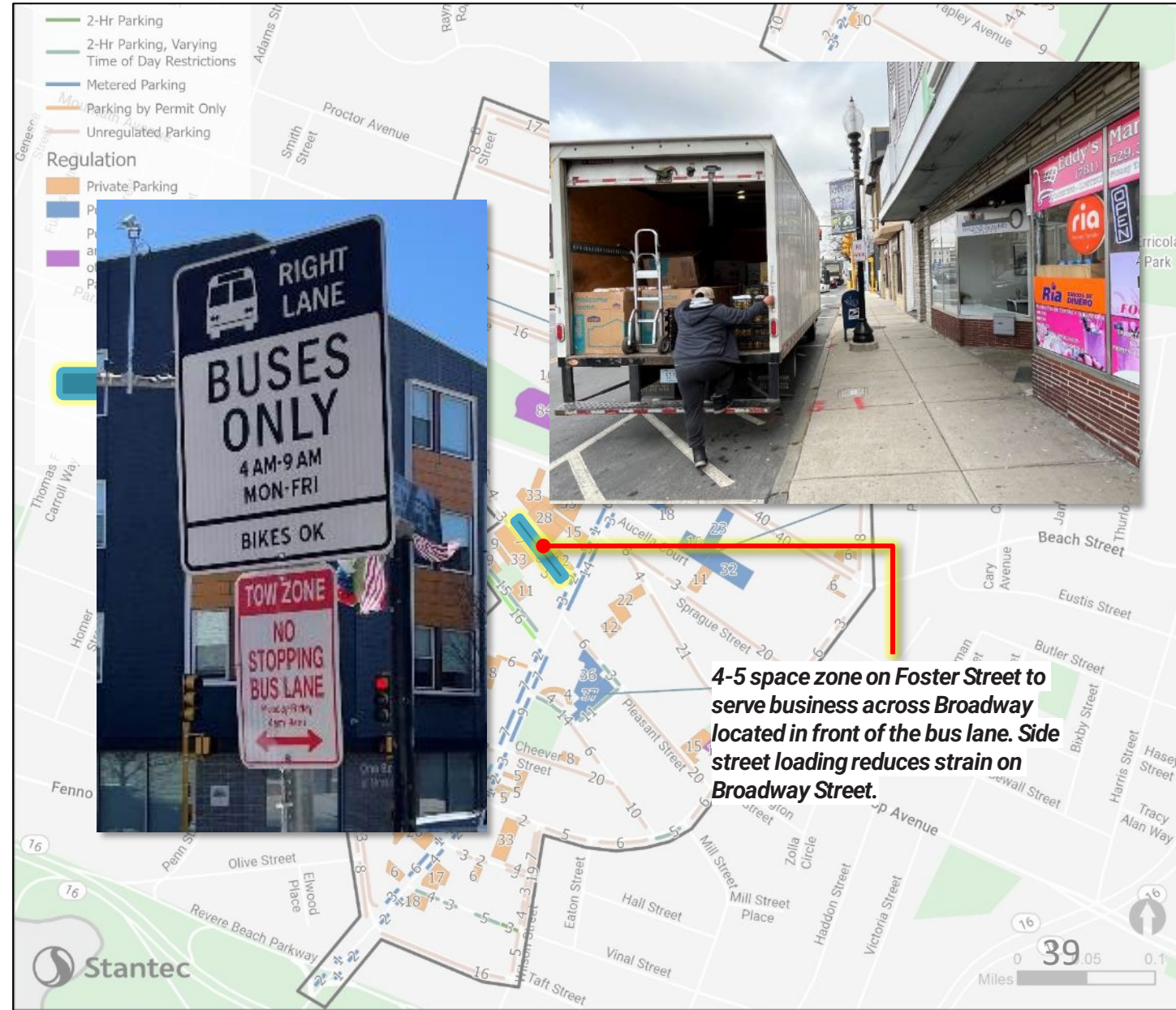


Sources: MPS Parking and COORD

Loading and Dynamic Curbs

- Early candidate location for dynamic curb zone:
 - Foster Street to accommodate loading demand near Broadway during bus hours
 - Add other locations as needed (beginning and end of blocks)
- Long term use Safety Stik / other tech to allow 15-min. Free loading anywhere

What it does:
Handles growing loading & PUDO demand with little parking loss



Locations for Parklets

→ Identify locations for parklets, to provide **more green space** in line with Master Plan goals



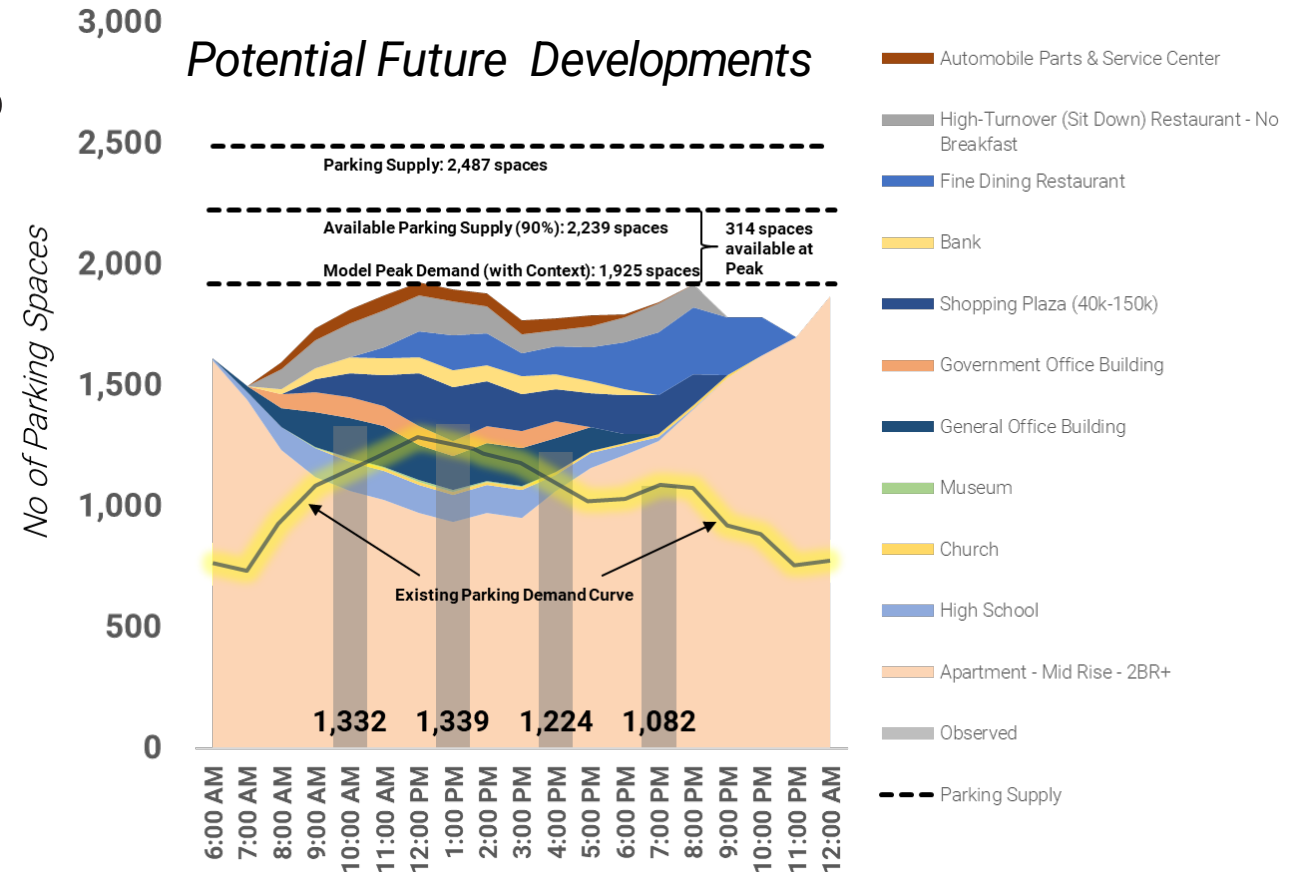
What it does:
Provides green space, seating, or other activation for the community



Leverage Existing Capacity to Support Development

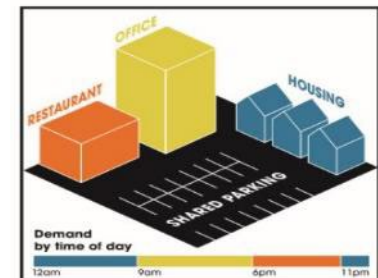
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Goals

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