



N NELSON
NYGAARD

Downtown Beverly Parking Strategy Final Report

August 2016





Table of Contents

INTRODUCTION.....	3
Background and Understanding.....	4
EXISTING CONDITIONS.....	5
Study Area	5
Parking Inventory.....	6
Parking Utilization.....	7
PUBLIC PROCESS	14
RECOMMENDATIONS	20
TECHNICAL APPENDICES	
A. Graphics	
B. Presentations	
C. Raw Data	

Introduction

This report was prepared on behalf of the City of Beverly in part through a “Massachusetts Downtown Initiative Technical Assistance Program” competitive grant from the State’s Department of Housing and Community Development (DHCD). The City of Beverly’s Planning Department and other City staff provided oversight and review of the parking management plan, final report and final presentation. In addition, City residents, visitors, and employees provided insight and input throughout this study through a series of stakeholder interviews and a public Open House in June 2016. On behalf of DHCD and the City of Beverly, the study team would like to thank all stakeholders and public participants for their constructive input to this process.



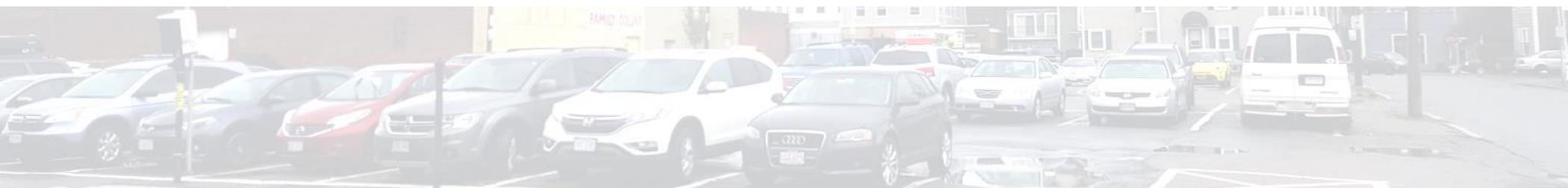
Background and Understanding

The City of Beverly is located in the North Shore of Massachusetts, approximately 16 miles north of downtown Boston. Beverly is well-connected to the Boston Metropolitan Area. Route 128 crosses Beverly from east to west, connecting the city to Interstate 95 and U.S. Route 1 in Danvers. Route 1A passes through Beverly from south to north, along Rantoul Street in downtown Beverly. Beverly is also well-served by the Newburyport/Rockport Line of the MBTA Commuter Rail, which provides service to Boston's North Station. The commuter rail station is located on the west border of downtown, with a recently built 500-space MBTA garage nearby. Other transit connections include the MBTA Bus Route 451, which provides service to downtown Beverly and Salem from the North Beverly station. Additionally, the Beverly Shoppers Shuttle serves downtown and western Beverly, and is contracted through the Cape Ann Transportation Authority.

Downtown Beverly features a livable mixed use environment, with local walking destinations, retail, and housing. Over the last several years, the City has made great efforts to further support mixed use development and multi-modal improvements in the downtown. In particular, the Cabot Street commercial corridor has benefited from a large amount of reinvestment from businesses, developers, and cultural institutions. Recent downtown projects include new restaurants, retail stores, art studios and the reopening of the 925-seat historic Cabot Theater. Over 17,000 square feet of vacant commercial space has been replaced with new businesses in recent years. Beverly continues to attract businesses that will make Cabot Street corridor a vibrant commercial and cultural district.

As local growth and development efforts advance within Downtown Beverly, the City has recognized the need for a comprehensive management plan for parking to support continued investment downtown. An effective parking management plan helps to strategically maximize existing parking assets, and to make smarter parking policies to work in tandem with the broader and long-term goals of downtown development.

In addition to the DHCD grant, the City of Beverly has also contributed labor and financial support to extend the data collection study area to Rantoul Street corridor near the MBTA Commuter Rail station, in order to get a more comprehensive understanding of parking demand in downtown. Data and analysis is provided separately by the study team to the City and will not be included in this report.



Existing Conditions

This section documents the current conditions of downtown Beverly parking facilities based on extensive data collection efforts conducted in the spring/summer of 2016. This includes identifying the existing parking assets, how they are used today, and current parking management strategies.

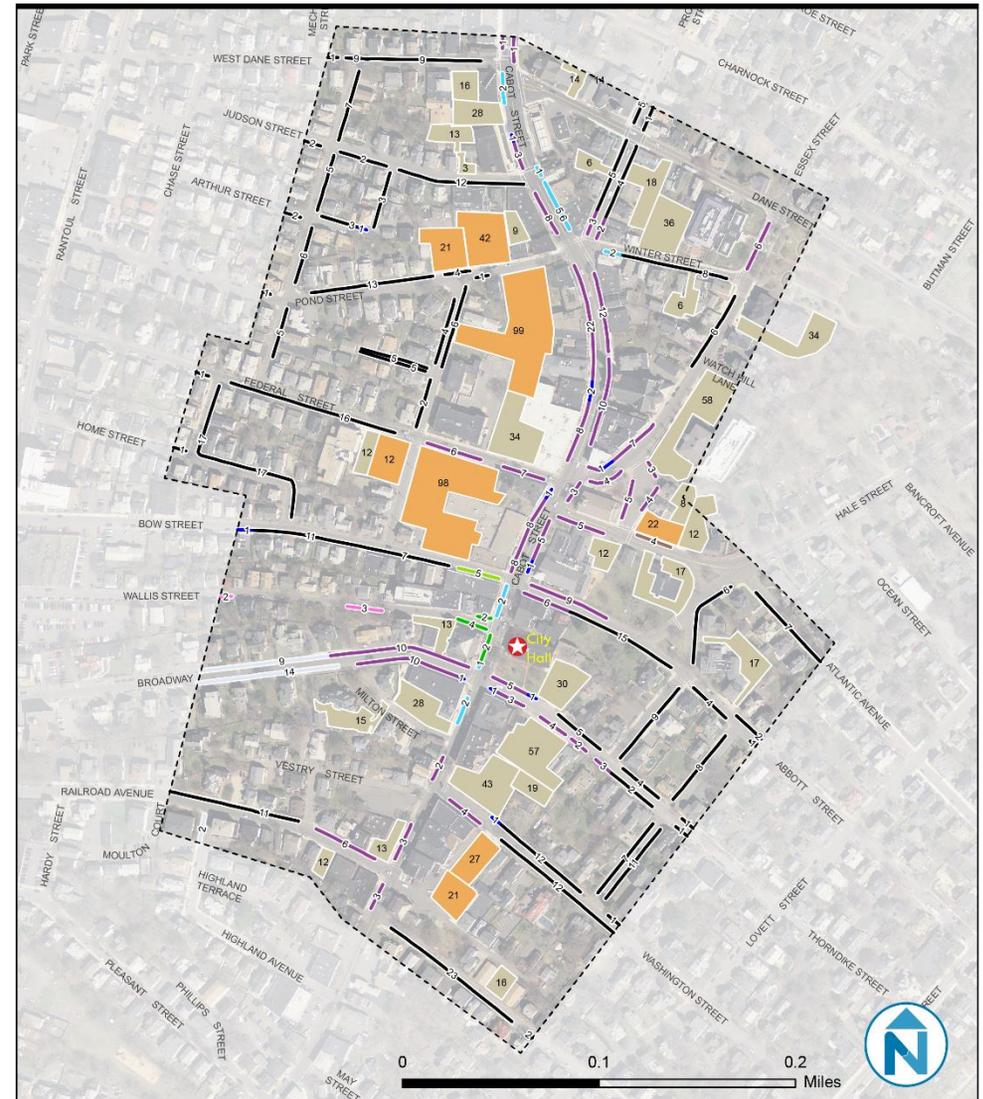
STUDY AREA

The core study area identified for the parking management study encompasses Beverly’s major commercial and mixed-use corridor, Cabot Street, and covers a majority of the public and private parking spaces at the heart of downtown. As shown in Figure 1, the study area is within a block off Cabot Street between Dane Street and Railroad Avenue.

Within the boundaries of the study area, there are a handful of off-street parking lots, including several municipal lots. The majority of lots contain private off-street accessory parking for customers and employees of downtown businesses. Regulated on-street parking is primarily located along Cabot Street, Broadway, Essex Street, Bow Street, Wallis Street and Federal Street. Unregulated on-street parking exists on most of the remaining residential streets within the study area.

In order to comprehensively understand how parking is used today through downtown Beverly, the City also identified an extended study area along Rantoul Street near the MBTA Commuter Rail station. Additional data collection of the extended study area was conducted in July 2016 through support from the City and City staff*.

Figure 1: Downtown Beverly Core Study Area & Parking Inventory



Legend	OnStreet Parking		Off-Street Parking
	15 Minute Sign Parking	2 Hour Meter Parking	Private
	30 Minute Meter Parking	2 Hour Parking (Mon-Fri 7AM-12PM)	Public
	30 Minute Sign Parking	All Day Meter Parking	
	Handicap Parking	No Parking during Certain Times	
	No Regulation		

Note: Detailed inventory map in the Appendix.

* Analysis and mapping of the data collected for the extended study area is not included in this report.

Existing Conditions

PARKING INVENTORY

Based on inventory data collection conducted in May 2016, there are approximately 1,550 public and private parking spaces in the core study area. The parking inventory includes all on- and off-street spaces. As noted in Figure 2, over 60% of the total supply is available to the public, meaning that they are not restricted to particular users and available to the general public. A majority of private spaces are restricted to designated specific users, such as customers or employees of particular businesses. Parking is enforced from 9:00 a.m. to 5:00 p.m., Monday through Saturday.

The full parking inventory is depicted in the parking regulations map in Figure 1. Other key findings from the inventory are shown below.

Parking inventory key findings

- There are approximately 1,550 existing parking spaces in the core study area, nearly 40% of which are on-street.
- On-street parking regulations vary throughout the core study area:
 - 36% are metered parking with 30-minute, 2-hour or 12-hour time limits.
 - Two-hour time limits apply to a majority of the regulated on-street parking (Figure 3).
 - 53% of all on-street parking is unregulated.
- 36% of all off-street parking is public parking, located in six municipal parking lots.
- A majority (64%) of the off-street parking supply is private and restricted to specific user groups.

Figure 2: Parking Inventory in Downtown Beverly Core Study Area

Parking Location	# of Spaces	Percentage	% Publicly Available	% Restricted Access
On-Street	608	39%	100%	0%
Off-Street	941	61%	36%	64%
Total	1,549			

Figure 3: On-street Parking Regulation in the Core Study Area

On-Street Parking Regulation	# of Spaces	Percentage
Unregulated	324	53%
2 Hour Metered Parking, \$0.25/hr	209	34%
No Parking 6PM-6AM	25	4%
15 Min Free Parking	16	3%
Handicap Parking	12	2%
2 Hour Free Parking (Mon-Fri 7AM-12PM)	5	1%
30 Min Free Parking	5	1%
30 Min Metered Parking, \$0.25/hr	8	1%
All Day (12 Hour) Metered Parking, \$0.25/hr	4	1%
No Parking	0	0%
TOTAL	608	

Existing Conditions

PARKING UTILIZATION

Parking occupancy counts provide a time series of typical parking demand at different times of day in an area. To gather this data, the team counted parked cars in each on-street segment and off-street facility at pre-determined time intervals. By compiling parking utilization spatially, one can begin to clearly identify patterns of high or low usage, the impact of regulations, and assess how much of the parking supply is actually utilized throughout a typical day. Land usage, regulation, pricing, and signage can drastically impact how even adjoining parking assets are utilized.

In order to ensure that parking management systems are operating efficiently, a certain level of vacancy and utilization is preferred both on-and off-street. It is ideal to have at least one empty on-street space per block face in a downtown, ensuring easy customer access to businesses. This typically equates to about 1 out of 8 spaces free, or a target of 15-percent vacant per block face. Similarly a goal of at least 10-percent vacancy is considered ideal in off-street lots. If any facility has less availability, it is effectively at its functional capacity and drivers perceive parking problems. Facilities with lower utilization have excess capacity.

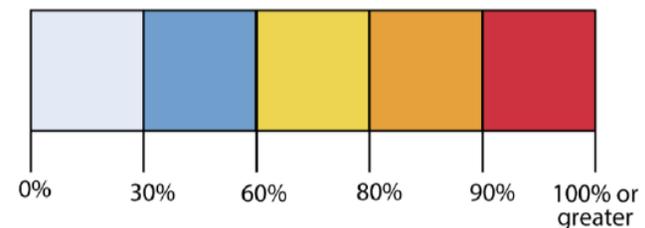
With help from Beverly City staff, the study team conducted parking occupancy counts on a typical weekday and a typical weekend in May 2016 during the school year to capture the typical parking demand throughout a day. Surveyors counted occupied parking spaces in each facility block by block for **three hours intervals on a Thursday from 8am until 8pm and on a Saturday from 11am to 8pm.**

Spatial Analysis of Parking Utilization: General Analysis

A map of parking occupancy for one specific location is valuable, but seeing how that location relates among others nearby parking assets can reveal patterns and trends not evident in numbers alone. A parking lot which is completely full may be right around the corner from another lot that has plenty of availability at the same time.

Using the occupancy data, the study team developed a series of maps showing the utilization of each facility over time. Color represents the percentage of spaces utilized at each location based on notable breaks used to evaluate the adequacy of a parking facility:

- **Light Blue, Blue, and Yellow** represent 0-80% utilization, a point at which street faces and off-street facilities are viewed as underutilized. Any resource that consistently performs at this level, especially during peak-demand periods, can be viewed as having excess capacity.
- **Orange** signifies blocks and facilities with 81% to 90% utilization, and represents actively used resources. Particularly for off-street facilities, the nearer utilization levels approach the high end of this range, the more efficiently they are being utilized.
- **Red** denotes utilization above 90% and is considered to be functionally full. These blocks and facilities appear full to motorists, and consequently give the impression of overall lack of parking.



Existing Conditions

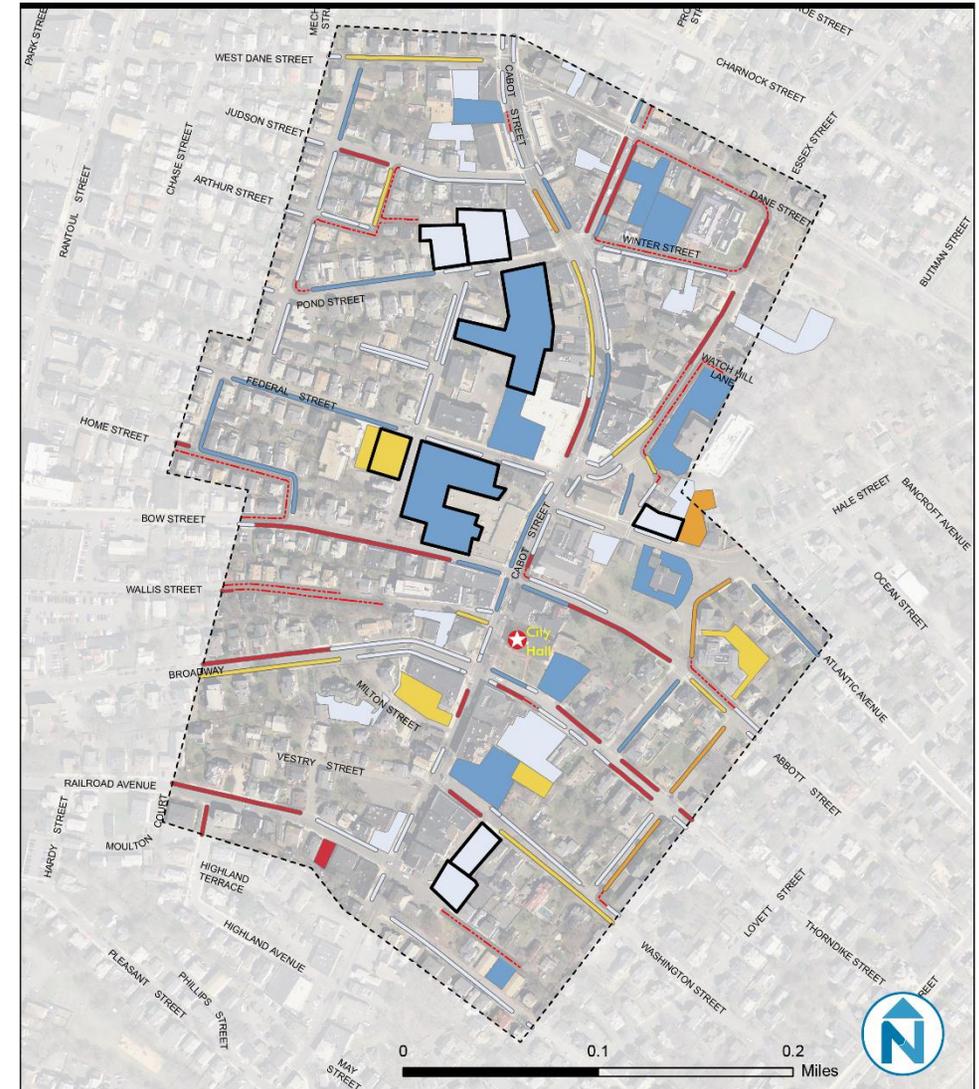
PARKING UTILIZATION

Below are the key findings for weekday and weekend utilization, followed by the spatial analysis maps which show the spatial patterns of parking utilization in three-hour increments, from 8:00 a.m. to 8:00 p.m. on a Thursday and from 11:00 a.m. to 8:00 p.m. on a Saturday.

Parking utilization key findings

- On weekdays, downtown Beverly core area has a peak overall parking utilization of 62% which occurs from 5:00 p.m. to 8:00 p.m.. Highest demand concentrates along Cabot Street and at Pond/Chapman lot, where many restaurants locate and evening activities take place.
- For the rest of the day, overall parking remains below 60% full.
- Public parking (on- and off-street) demand is slightly higher than private parking, with a peak utilization of 72% during the same dinnertime peak period.
- On-street parking is more heavily used than off-street parking; free parking has a higher demand than metered parking throughout the day.
- On weekends, overall parking demand is pretty consistent with what is shown on weekdays throughout the day.
- Public parking is better utilized on weekends than on weekdays, especially on-street.
- On-street free parking is over 90% full after 2:00 p.m.
- Compared to public lots, private parking lots have more availability throughout the day both on weekdays and on weekends, with a peak utilization of 56% during weekday afternoon.

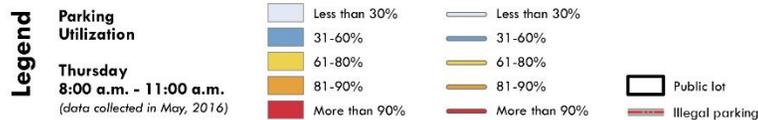
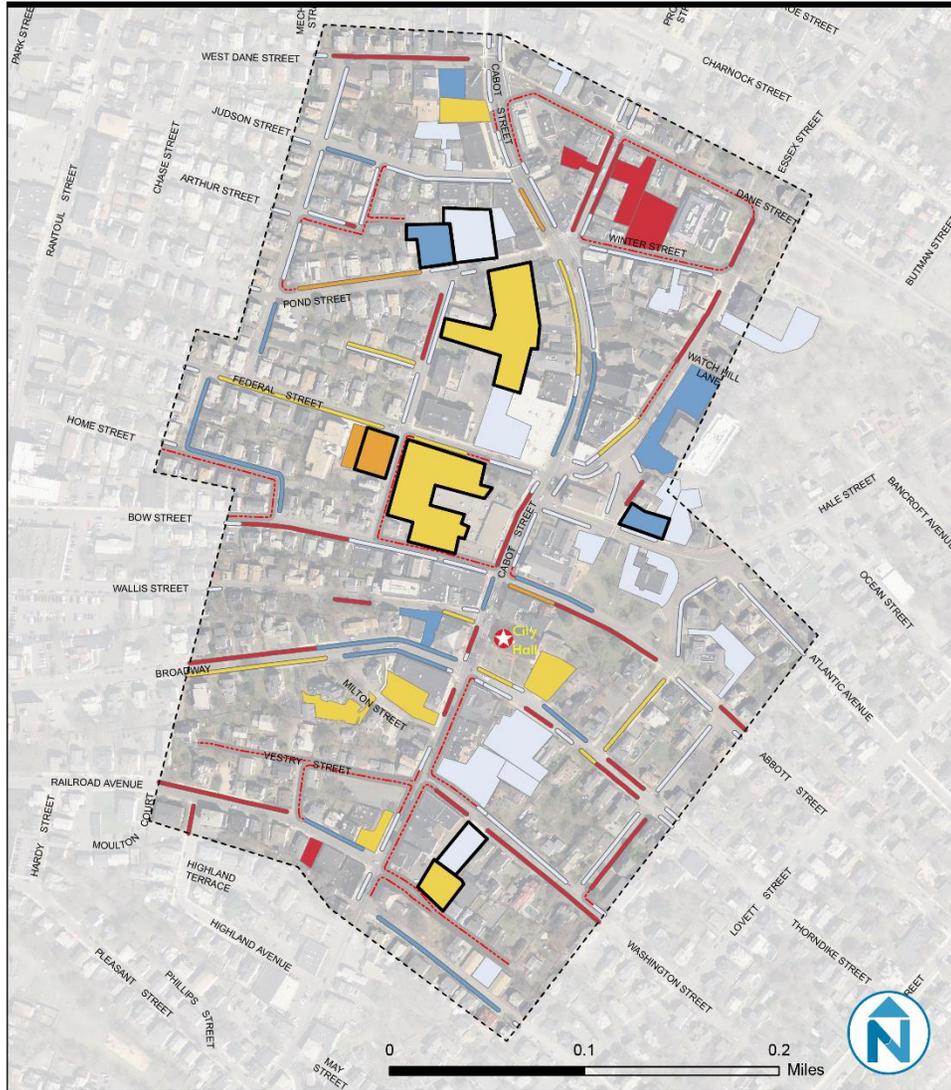
Figure 4: Downtown Beverly Parking Utilization – Thursday 8am-11am



Note: Detailed utilization maps in the Appendix.

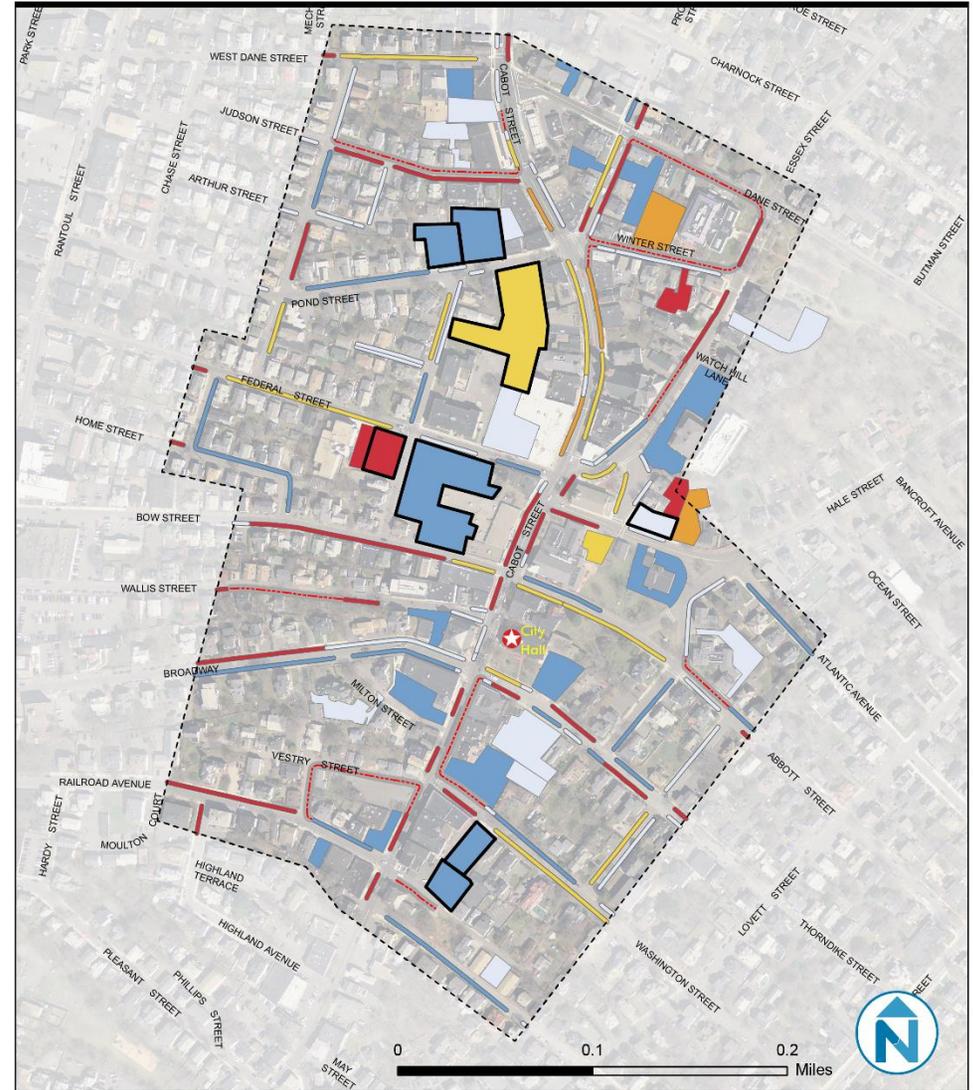
Existing Conditions

Figure 5: Downtown Beverly Parking Utilization – Thursday 11am-2pm



Note: Detailed utilization maps in the Appendix.

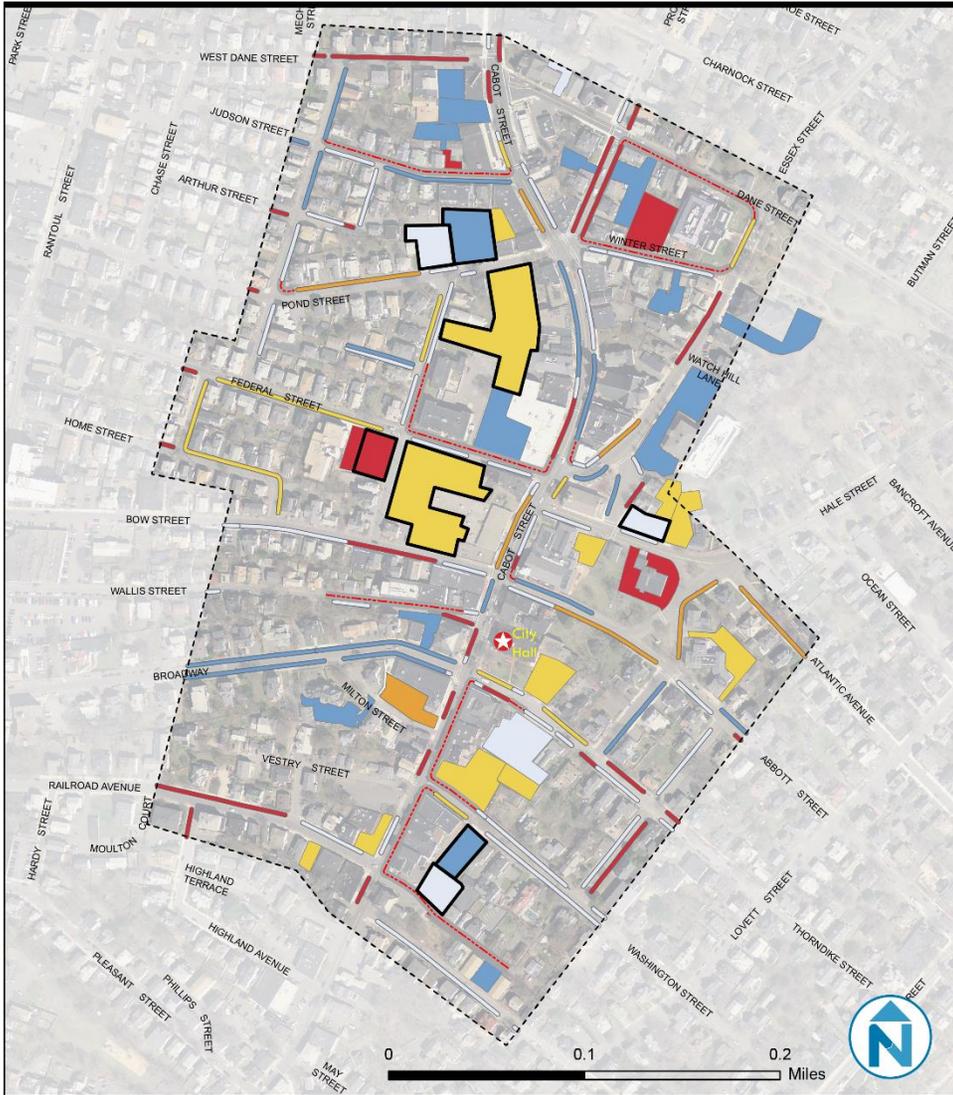
Figure 6: Downtown Beverly Parking Utilization – Saturday 11am-2pm



Note: "Illegal parking" indicates cars parked on-street in areas where parking is not allowed by sign, or street marking.

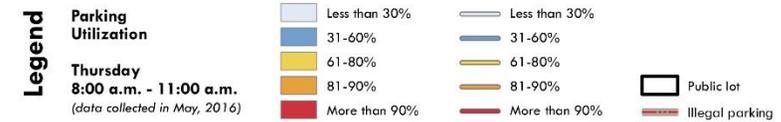
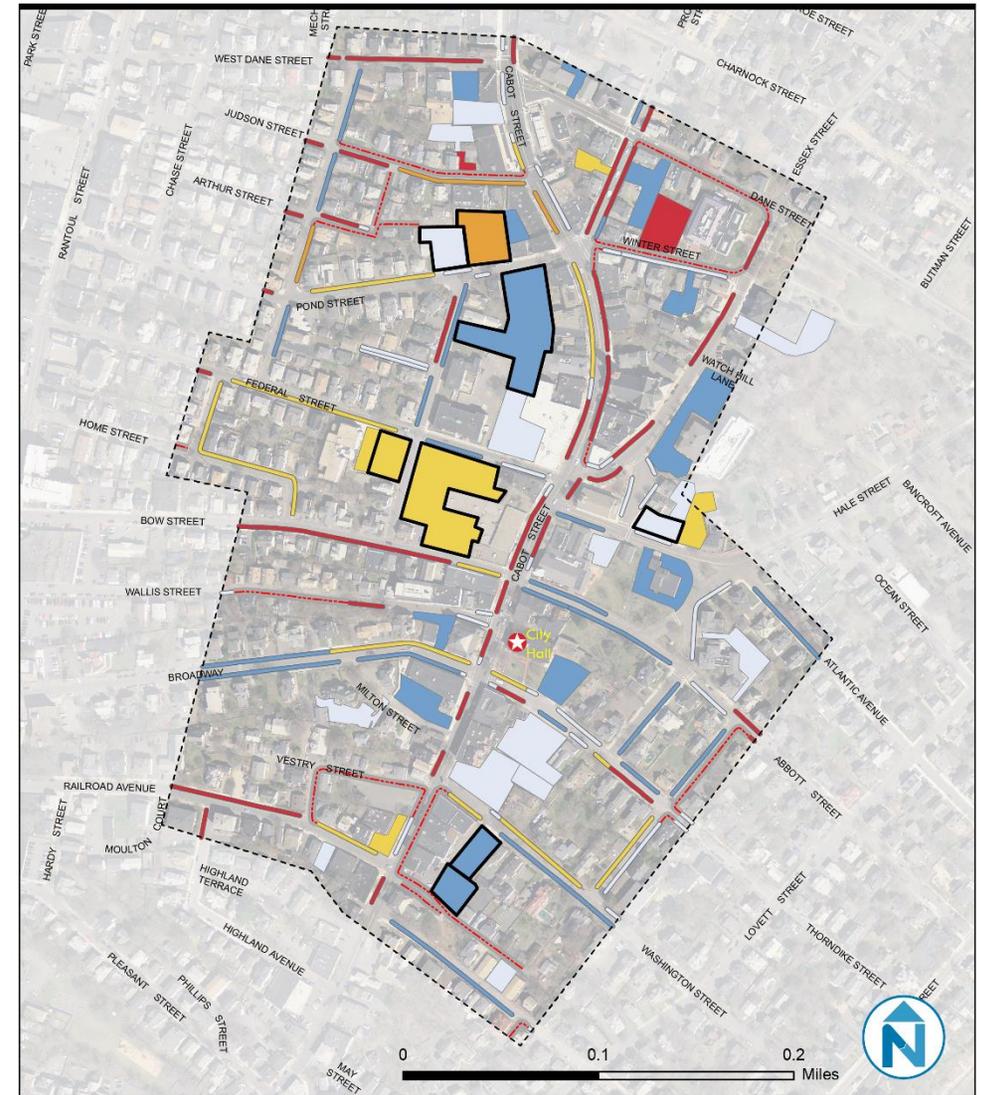
Existing Conditions

Figure 7: Downtown Beverly Parking Utilization – Thursday 2pm-5pm



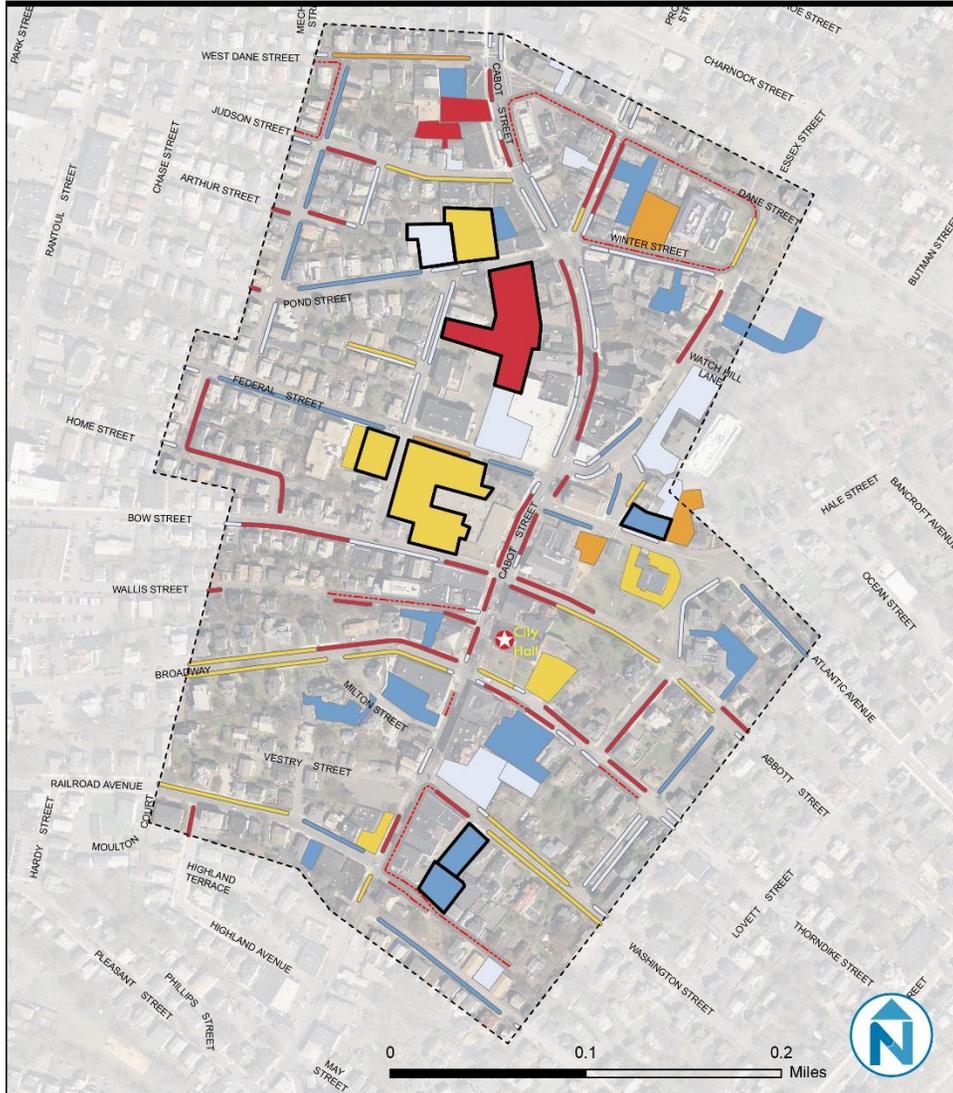
Note: Detailed utilization maps in the Appendix.

Figure 8: Downtown Beverly Parking Utilization – Saturday 2pm-5pm



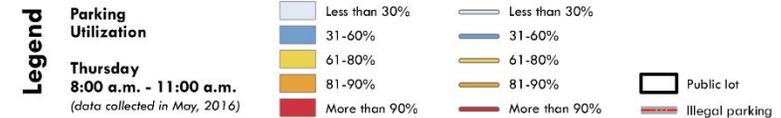
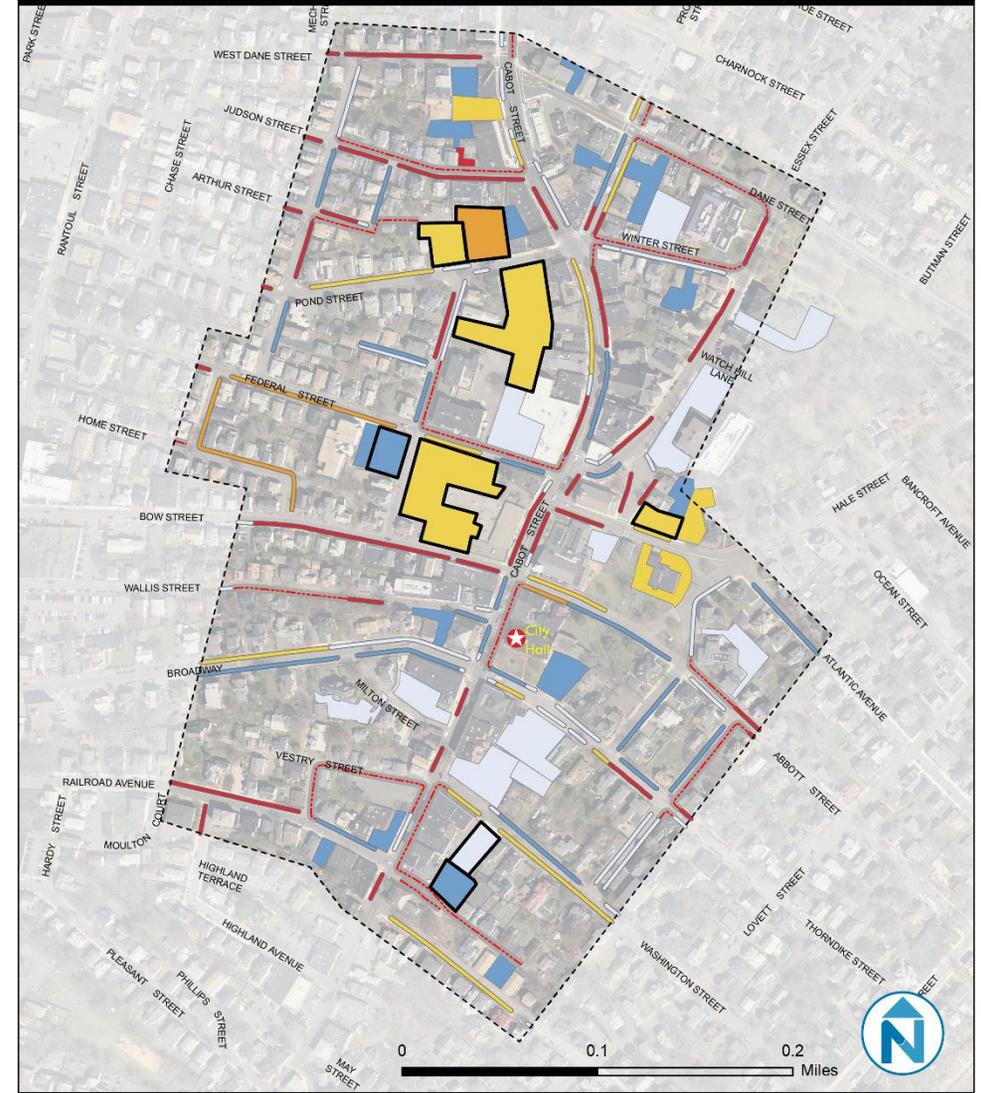
Existing Conditions

Figure 9: Downtown Beverly Parking Utilization – Thursday 5pm-8pm



Note: Detailed utilization maps in the Appendix.

Figure 10: Downtown Beverly Parking Utilization – Saturday 5pm-8pm



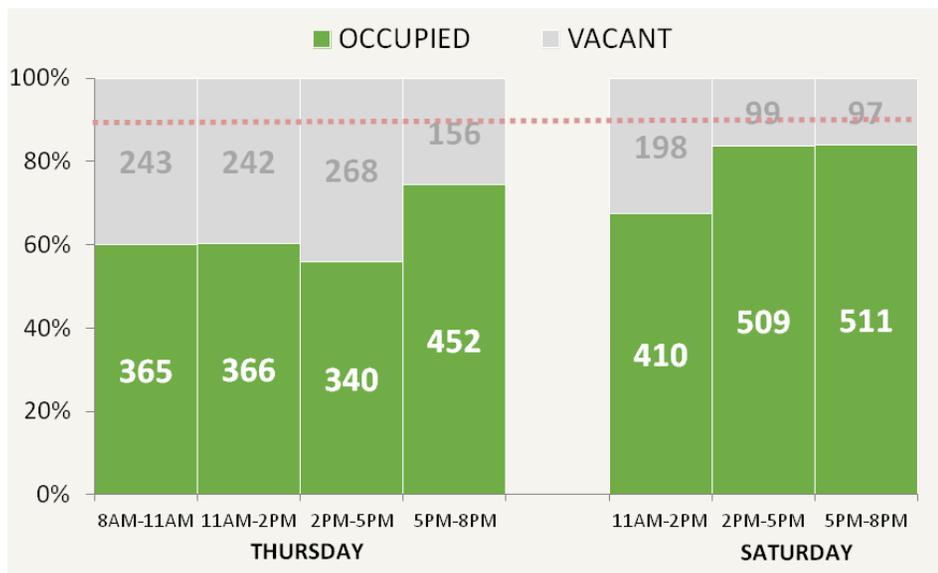
Existing Conditions

PARKING UTILIZATION

The utilization charts show a detailed picture of how full parking gets on-street and off-street. The **green** bars indicate how many cars are parked each hour; the **grey** areas indicate the number of available parking spaces. Based on the detailed data collection effort, the utilization data can be analyzed in multiple ways, including regulations, location, and type of parking. This helps to reveal that parking demand is not uniform throughout the study area.

Overall, downtown Beverly parking supply is under 65% utilized, indicating an adequate availability throughout the day both on weekdays and on weekends. However, most demand is concentrated on-street in the core area, with a nearly 85% utilization on weekends (Figure 12)

Figure 12: Utilization Profile: On-Street Parking Within Core Study Area



Note: The red dotted line indicates the 90-percent optimal occupancy

Figure 11: Utilization Profile: All Parking Within Core Study Area

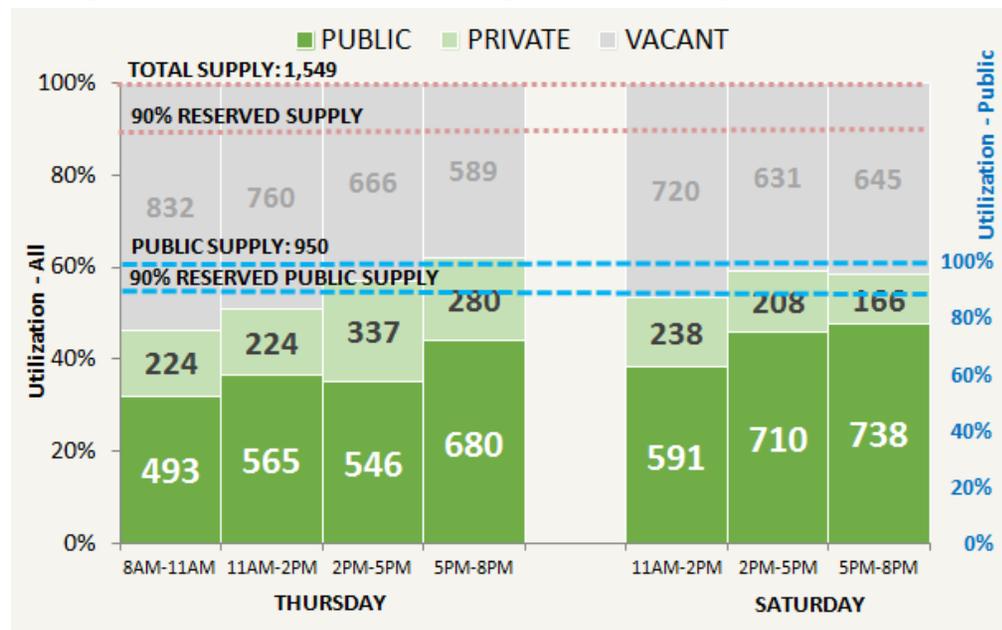
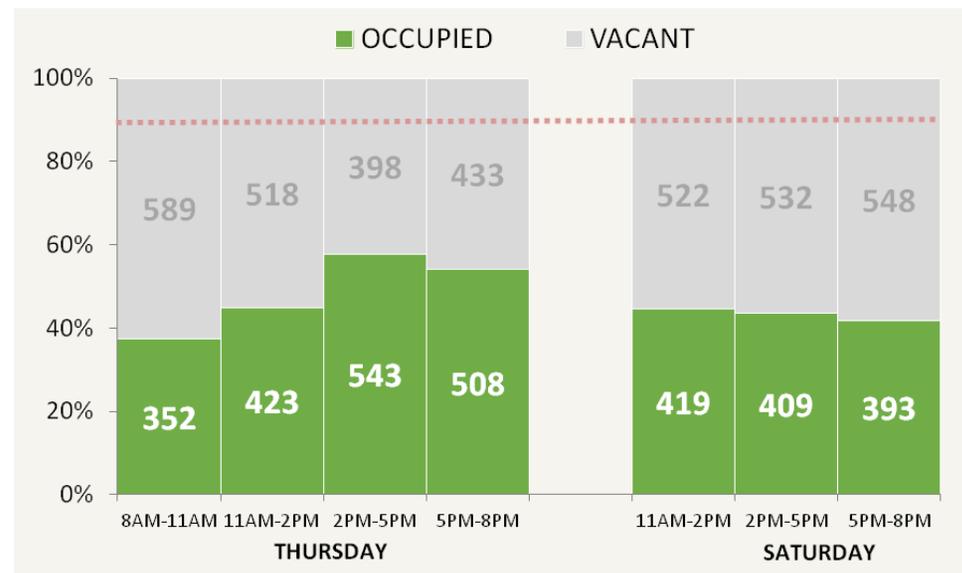


Figure 13: Utilization Profile: Off-Street Parking Within Core Study Area



Existing Conditions

Figure 14: Utilization Profile: On-Street Metered Parking Within Core Study Area

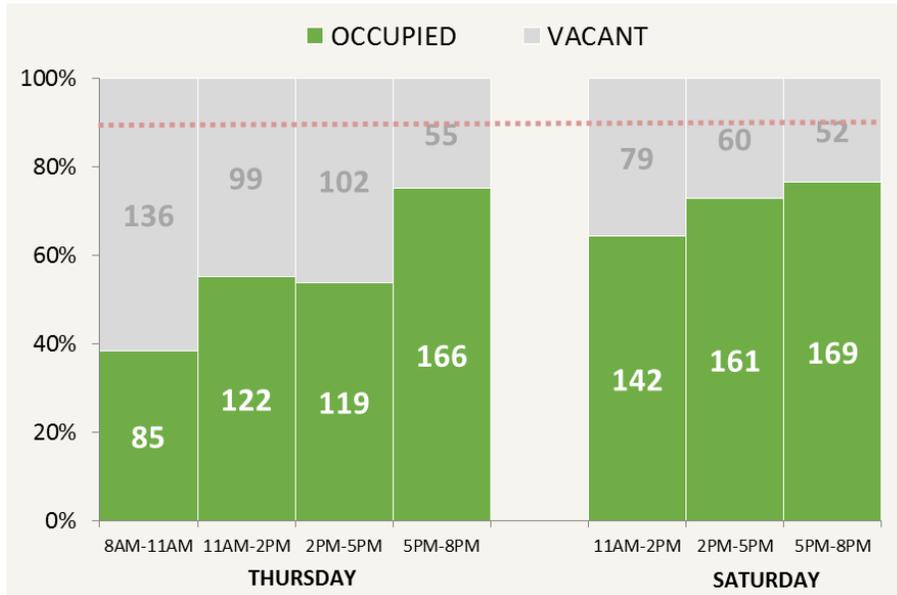


Figure 15: Utilization Profile: On-Street Free Parking Within Core Study Area

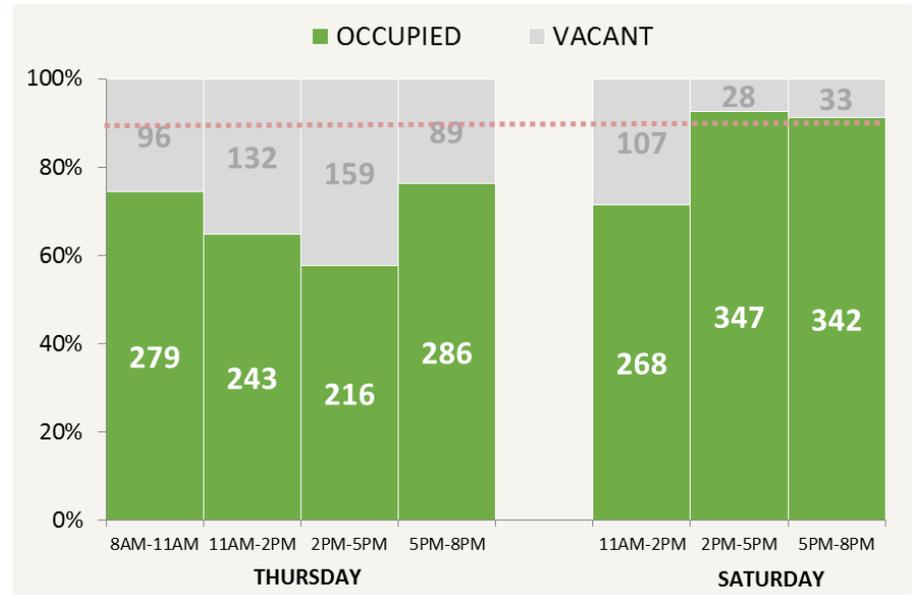


Figure 16: Utilization Profile: Off-Street Public Parking Within Core Study Area

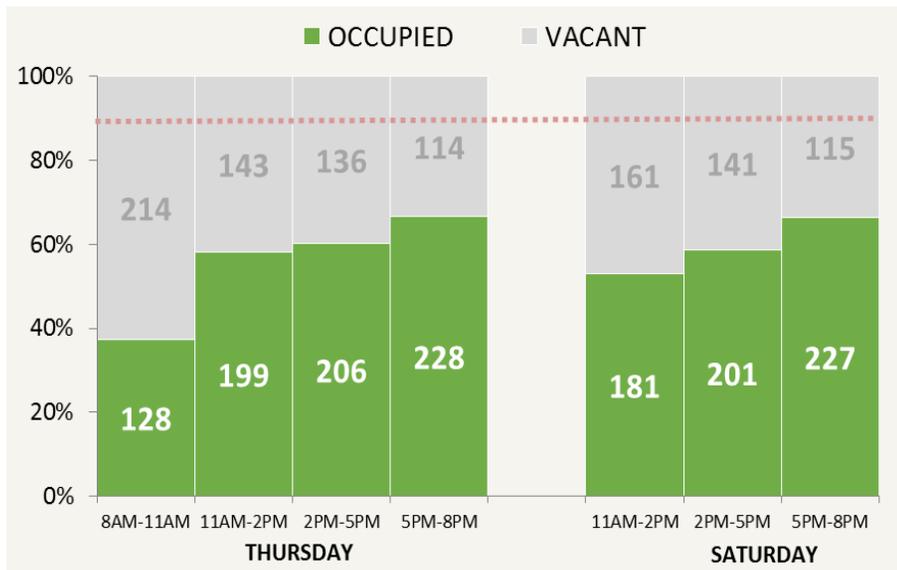
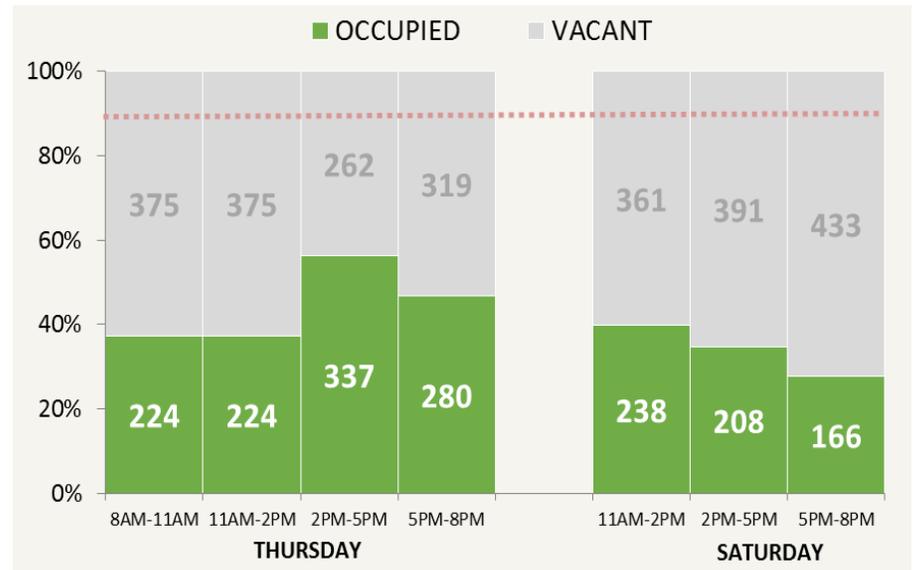


Figure 17: Utilization Profile: Off-Street Private Parking Within Core Study Area



Note: The red dotted line indicates the 90-percent optimal occupancy

Public Process

Beverly has a robust downtown, with many uses competing for a finite supply of parking. Business owners search convenient customer access, residents hope to retain on-street residential parking, and transit riders look for affordable and convenient access to park and ride the commuter rail. A more effective management plan for downtown Beverly's parking must consider all these users. In order to hear from City residents, employers/employees and visitors, the study team facilitated a public meeting hosted by the City in June 2016. The meeting shed light on the various competing uses confronting downtown Beverly's parking supply.

STAKEHOLDER INTERVIEWS

A series of targeted stakeholder interviews were conducted at the early stage of the public outreach process to gather input from those most familiar with parking issues and challenges in downtown Beverly. City planning staff identified and invited stakeholders including business owners, developers, institutions, parking administration staff and key institutions. The primary goal of these small-group meetings was a free flowing exchange about parking and an understanding of specific parking experience and perspectives in downtown Beverly. Several common themes emerged, which are summarized at right.

Interviewed stakeholders

- Chamber of Commerce
- Beverly Main Streets
- Property owners/developers
- Downtown businesses/merchants
- Engineering Department staff, City of Beverly
- Police Department, City of Beverly
- Mayor's Office
- City planner
- Key institutions in Downtown Beverly

Stakeholder interview summary

- General public perception is we don't have enough parking in downtown Beverly.
- Parking after 6pm for downtown gets busy because of the traffic flows to retail, restaurant or performance shows.
- Conflict exists between employee and customer parking, especially over limited on-street parking.
- Concerns of commuter parking on residential streets – how to incentivize commuters to park in the garage.
- Directional and parking signage is generally needed.
- Shared parking opportunity among private owners exists and should be encouraged.
- MBTA garage is not well utilized but also not easy to get a monthly permit for general public or downtown businesses.
- Parking enforcement should be easier and friendlier.
- A more walkable and bikeable downtown is desired. Crossing Cabot Street can be quite challenging with speeding through-traffic, poor visibility at turning corners, and improperly-placed crosswalks. Bicycle parking and infrastructure is needed.

Public Process

OPEN HOUSE

Over 20 members of the public, ranging from downtown residents, to business owners and City Council members participated in an open-house style public meeting hosted at Beverly Public Library on June 23, 2016. The Open House included a brief presentation of the Study, and a number of engagement and interactive activities. The engagement exercises included a hands-on priority voting dot exercise, a parking confessional mapping exercise, a map identification exercise, an open comment “sticky wall” where general comments about transportation and parking experience are posted on, and a question and answer period.

Open House Key Findings

- Participants also expressed a desire to have a more multi-modal downtown, with better walking, biking environment and public transit services.
- Participants surveyed prefer to park only once and walk to all their destinations when coming to downtown Beverly and are willing to pay for convenient parking for as long as needed.
- Better lighting is needed in public lots and on side streets.
- There are concerns over commuter parking spillover onto residential streets, mainly because:
 - Parking is free with no time limits along some of the streets
 - MBTA garage is not well used and needs incentives
- Safer bicycle facilities and long-term bike parking are desired.
- Wayfinding and parking signage is largely missing.
- GoParkit is a good system that should expand.

Figure 18: Open House Flyer (June 2016)



The flyer features a teal and green sunburst background. At the top, the text reads "COME JOIN US! DOWNTOWN BEVERLY PARKING OPEN HOUSE" in white and yellow. Below this is a white silhouette of a car and a large white "P" parking sign. The event details are listed in a dark blue box: "June 23, 2016 5:00 – 7:00 PM, Sohier Room, Beverly Public library, 32 Essex St, Beverly, MA 01915". At the bottom, it asks for input on parking in downtown Beverly and provides contact information for Aaron Clausen.

COME JOIN US!
DOWNTOWN BEVERLY
PARKING
OPEN HOUSE

June 23, 2016 5:00 – 7:00 PM
Sohier Room, Beverly Public library
32 Essex St, Beverly, MA 01915

Is there enough parking in downtown Beverly?
Any ideas on how to improve parking management?

Share your concerns and ideas!
Drop in for as little or as long as you'd like!

Questions? Contact Aaron Clausen, 978-605-2341, aclausen@beverlyma.gov

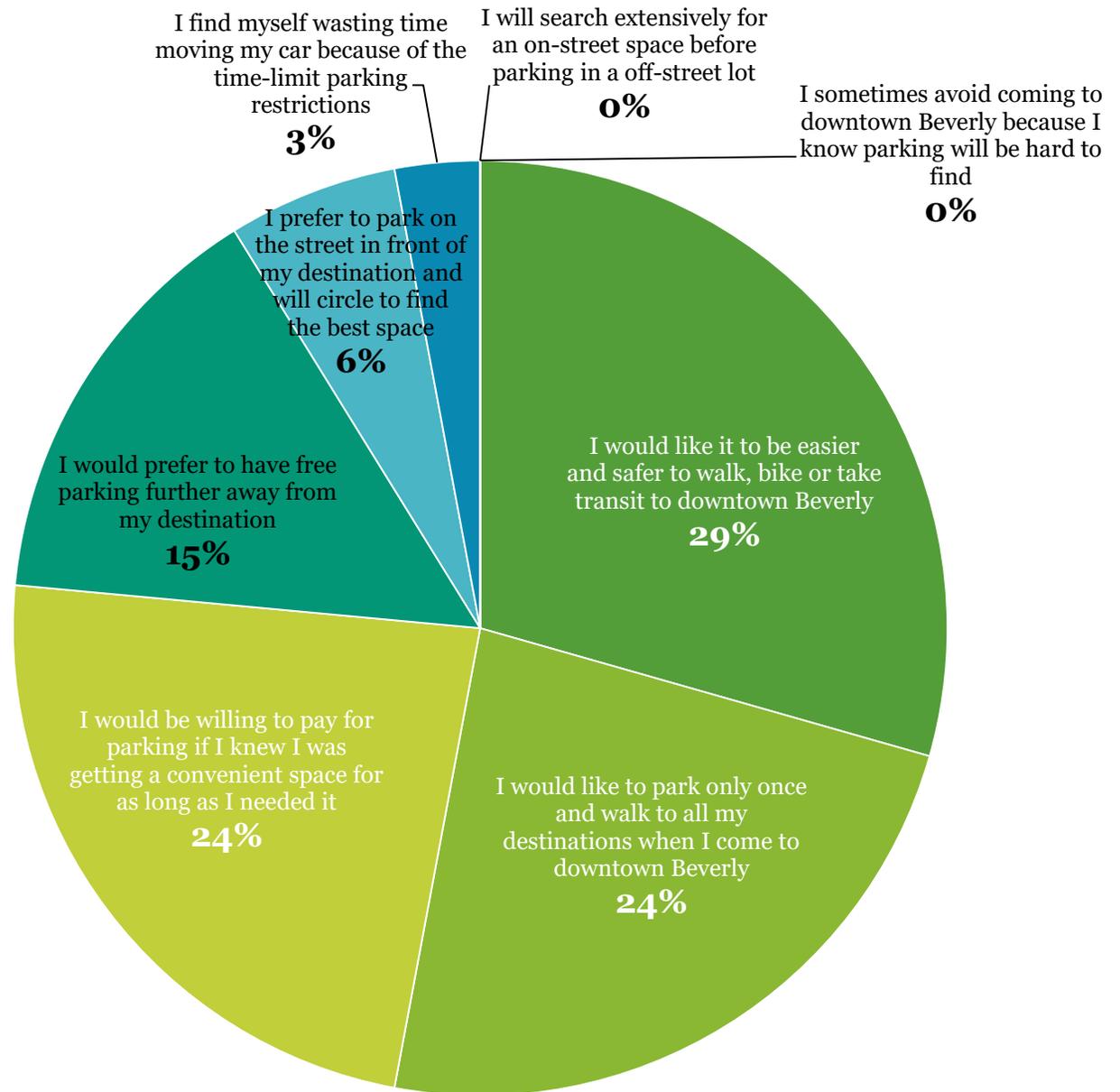
Public Process

Parking Priorities Voting Exercise

Open house participants were invited to “vote” for the parking-related priorities that were of greatest concern to them. With eight potential priorities and only six possible votes, the participants were encouraged to strongly consider their priorities. All six votes could be used on a single statement, one vote each on six statements, or any mix in between. Voting results are shown in Figure 19.

The exercise revealed a local desire for a multimodal downtown in a “park-once” zone. The most votes (29%) were received for a statement that people “would like it to be easier and safer to walk, bike, or take transit to downtown Beverly”. The two statements that received the second most votes (24%) were “park only once and walk to all destinations” and “willing to pay for parking” for as long as needed. All top choices indicate opportunities for infrastructure and parking management improvement to encourage multimodal access to downtown Beverly.

Figure 19: “Dot Voting” Parking Priority Exercise Results



Public Process

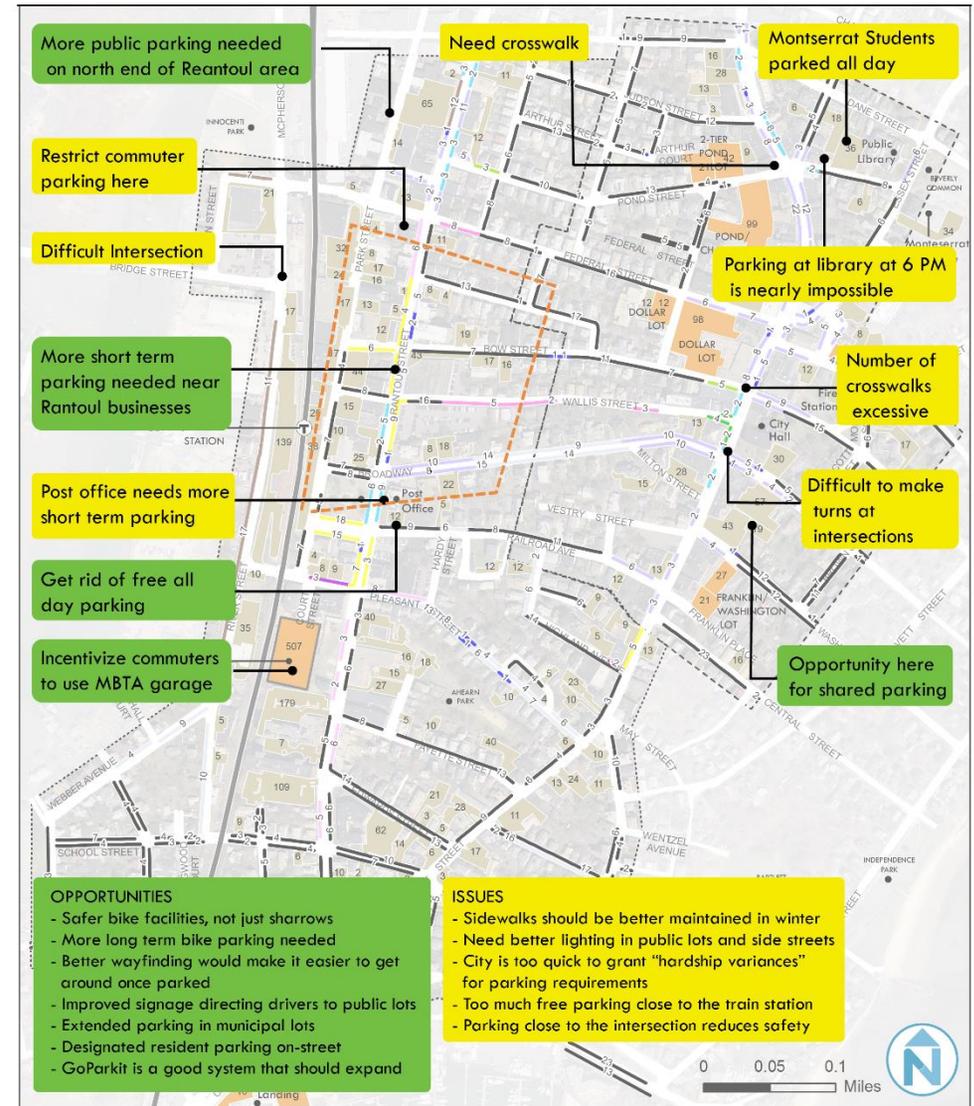
OPEN HOUSE

Mapping Exercise

Participants were invited to share comments regarding their transportation and parking experience in Downtown Beverly. Participants and facilitators marked up maps directly to indicate opportunities, specific places of concern or where good ideas for possible changes could occur. All comments were compiled into the electronic version in Figure 20 which summarizes the notations on the maps, and additional non-location specific comments.



Figure 20: Mapping Exercise Comments



- Legend**
- Issues
 - Opportunities

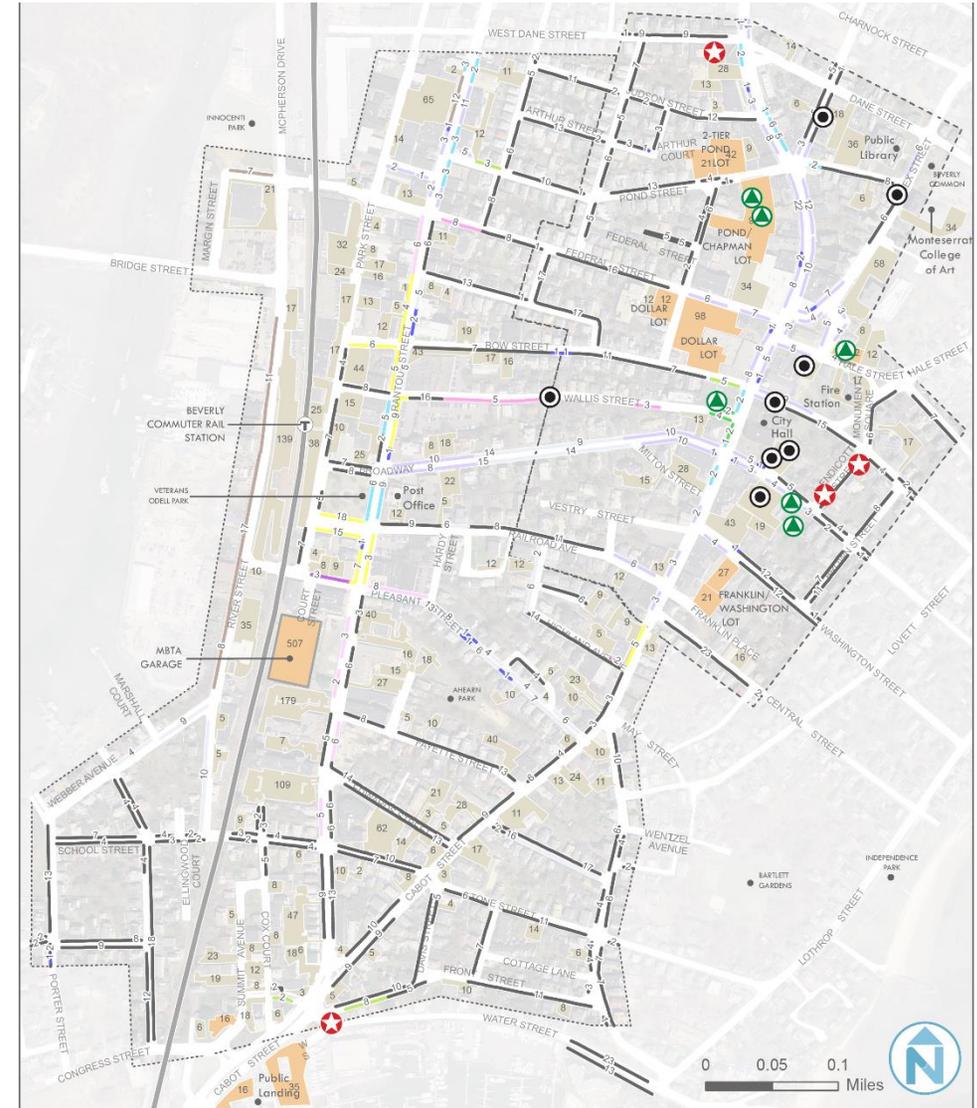
Note: To collect public comments comprehensively, the extended study area along Rantoul Street corridor was included in the public open house discussion

Public Process

OPEN HOUSE

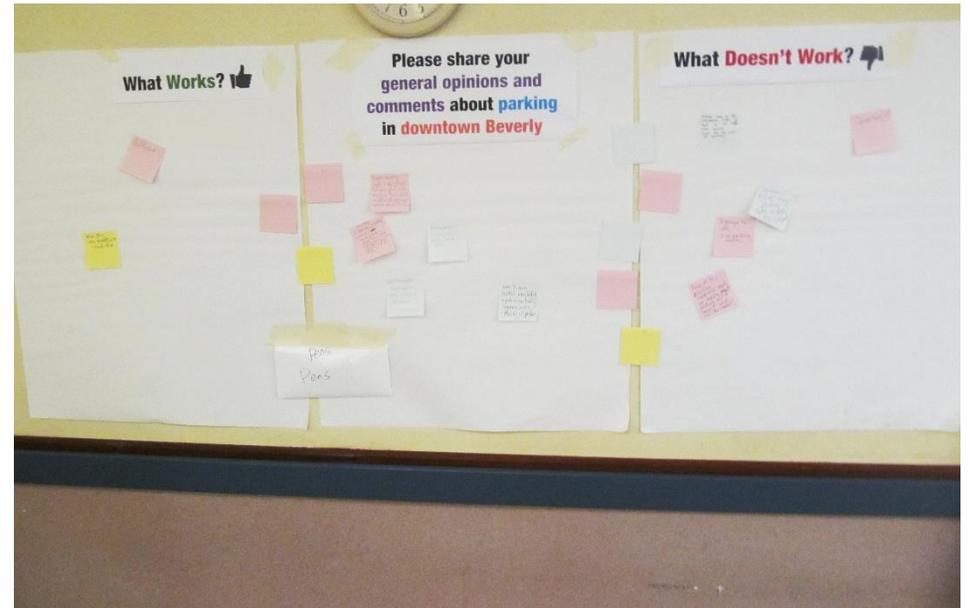


Figure 21: Parking Confessional Exercise



- Legend**
-  My Favorite Place to Park
 -  My "Secret" Place to Park
 -  I wish I could park here

Note: To collect public comments comprehensively, the extended study area along Rantoul Street corridor was included in the public open house discussion





Recommendations



Recommendations

In Downtown Beverly, parking should be managed in a manner that ensures there is both perceived and actual parking availability. The downtown's highest parking demand is primarily concentrated during dinnertime peak hours along Cabot Street where many restaurants locate and evening activities take place. During this evening peak, finding a parking space on or close to Cabot Street appears to be difficult, and finding available parking in nearby public lots is not incentivized and just as hard with little wayfinding information. As most of the downtown business district has time limits for on-street parking, customers, employees and visitors have difficulty finding long-term parking nearby and are constantly fighting for the most convenient curbside spaces.

Parking is never just about parking itself, it also relates to local economic vitality, business health, resident and visitor friendliness, development potential, and the walking and biking environment.

The following recommendations are intended to guide the City's parking management system and resolve the current challenges. These recommendations reflect the conclusions of the study team, observations of the downtown, review and analysis of various City data, and most importantly, input from the participants of the public open house. These suggestions are also informed by parking management best practice as evidenced in a number of similar communities across America that recognize one important point: poorly managed parking spaces constrain economic opportunity for local merchants and business owners, while good parking management supports thriving downtowns. Full implementation of these recommendations will not be possible without continued City and private business/landowner coordination and conversations and a common interest and commitment to improving parking in downtown Beverly.



Recommendations

Create Availability Through Pricing

- Eliminate time limits for metered parking
- Implement demand-based pricing
- Incentivize off-street employee parking
- Protect residential streets

Explore Smarter Parking Management

- Upgrade parking payment technology
- Encourage shared parking between businesses
- Improve event parking management

Enhance Downtown Multimodal Experience

- Provide better parking information and signage
- Create a Parking Benefit District
- Improve walking and bicycling environment

1. Create Availability through Pricing

1A. Eliminate Time Limits for Metered Parking

Today, a large portion of downtown’s on-street parking is managed by various time limits, which limit the length of customer and visitor stays from as short as 15 minutes to 2 hours. With recent reinvestment in downtown and the cultural district, new restaurants, a more attractive retail setting, shows and increasing night activities will increase parking demand and the length of visitor stays. Good economic development policy suggests that inviting patrons to stay for a longer time period will have a positive impact on the local economy.

Eliminating time limits gives visitors and customers parking options to stay as long as they want, while managing demand through pricing can ensure just the right amount of parking availability. It is suggested that all time limits of metered spaces throughout downtown should be removed and regulated only as metered parking, while the adjacent streets in the residential neighborhood will keep the time limits to protect resident parking from commuters.

Availability Goal

A codified availability goal allows the city to change prices in response to actual demand, ensuring that parking is more reliable for users. An availability goal such as 85% occupancy per block (or one to two open spaces per block) would clearly show that the city is working to improve parking availability instead of seeking revenue. This goal could be incorporated in an ordinance or formally adopted by a board.

1B. Implement Demand-Based Pricing

Existing parking utilization patterns indicate clear boundaries of high and low demand for on-street spaces in downtown Beverly. Parking along Cabot Street, from Dane Street to Bow Street - where there are many restaurants, retail outlets and the recently reopened Cabot Theatre - has the highest demand during the evening peak and throughout the day, while many of the metered spaces on the side streets have a lower utilization rate. The regulations and pricing should be changed to be reflective of the demand of these areas, driving utilization up on some of the side streets with a lower price while creating availability on Cabot Street with a higher price.

On-street parking in downtown Beverly (including the core area along Cabot Street and the Commuter Rail station area along Rantoul Street) should be managed using tiered pricing: the highest priced parking should be on blocks with the greatest demand, lower pricing on blocks with modest demand, and free in the areas of little to no demand to maximize the efficient utilization of existing parking supply. Below is recommended initial pricing for on-street parking. The hourly parking price is subject to change upon regular utilization monitoring to achieve the **Availability Goal** for curbside parking.

On-Street Parking Location	Today	Future	Enforcement Span
Core Zone	\$0.25/hr	\$1.00/hr	Mon – Sat 10am-8pm
Secondary Zone	\$0.25/hr	\$0.75/hr	Mon – Fri 10am-6pm

1C. Incentivize Off-street Employee Parking

Commuters are particularly sensitive to the cost of parking, and within a comfortable distance, will look for the least expensive parking available for a full day. Beverly can take a proactive role in managing and accommodating employee parking while ensuring availability of high-demand on-street spaces by incentivizing off-street parking for commuters.

- Price public lots at \$0.50 per hour (lower than on-street parking), Monday-Saturday, 10:00 am-8:00 pm, with no time limits.
- Offer monthly parking permits for commuters, priced at \$25 per month. (Limited quantity available)

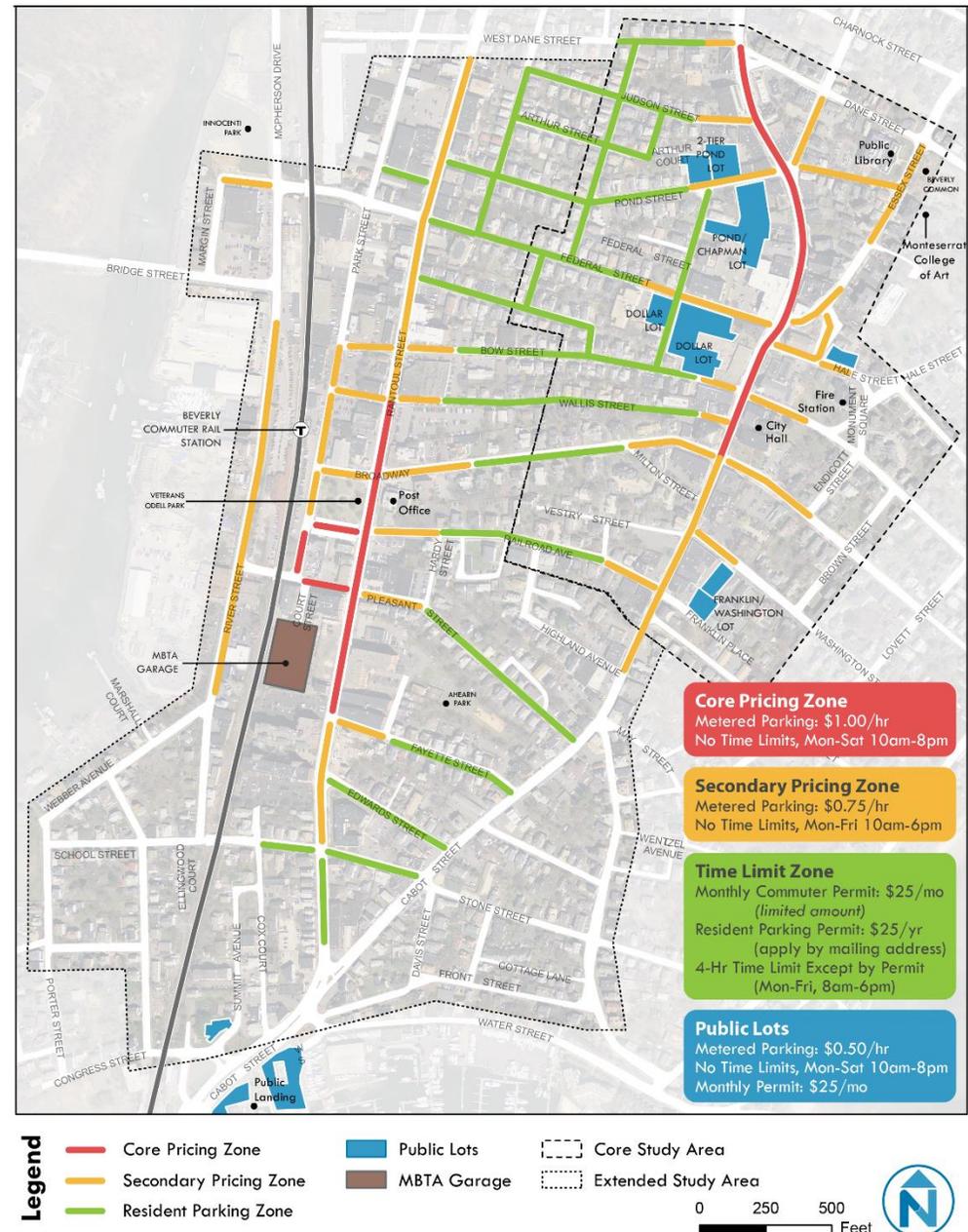
1D. Protect Residential Streets

Demand for parking during peak periods causes spillover into residential neighborhoods, which leaves residents without a place to park. Residential parking permits, price incentives for visitors, and time limits can be employed to protect parking for residents while making efficient use of the city's parking supply.

It is recommended that the following strategies be implemented on residential streets between the commuter rail station and the core area around Cabot Street:

- Provide residential parking permits at \$25 per year, which residents can apply for based on their mailing address.
- Offer monthly commuter parking permit at \$25 per month, with a limited quantity available for commuters.
- Four-hour time limit except by permit, Monday-Saturday, 8:00 am-6:00 pm.

Figure 28: Parking Pricing Recommendations Overview



2. Explore Smarter Parking Management

2A. Upgrade Parking Payment Technology

Parking management technology has advanced to create a more user-friendly customer and visitor parking experience, allowing use of credit cards and payment by mobile phone. Upgraded parking technologies can also make operations easier by providing capacity to monitor and evaluate parking demand and by streamlining the efficiency of parking enforcement personnel.

Technology can include Smart Meters, parking kiosks, or pay-by-phone smartphone apps. Smart Meters are single-head meters that accept credit and debit cards as well as coins, and can collect real-time and historical utilization information. Kiosks serve multiple on-street spaces, accept all forms of payment, and provide real-time occupancy information. They can operate as pay-by-zone, pay-by-plate, or pay-by-space.

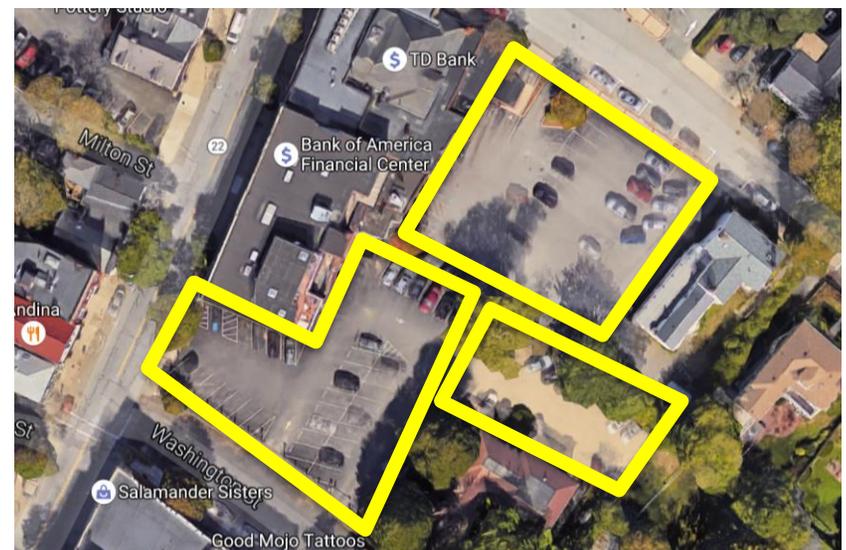
Beverly's GoParkit program is a location-based, pay-by-phone parking app. Users can sign up for an account and quickly pay for parking on through the GoParkit smartphone app. The app also allows users to add extra time remotely. The app should be further advertised, including on the Beverly Main Streets website and on special event websites, as a convenient option for residents and visitors.



2B. Encourage Shared Parking Between Businesses

Shared parking agreements provide an opportunity to make more efficient use of existing parking supply, by addressing the fact that most spaces are only used during certain times of day by particular groups. A shared parking district provides separate set of parking standards, and would also allow and encourage organizations and businesses to cooperate to provide sufficient parking at peak hours for the relevant group. Opportunities for shared parking in Beverly include the following:

- Create a shared parking district (e.g. Beverly Arts District)
- Implement zoning changes to support shared parking and shared parking models for development in downtown
- Directly facilitate shared parking agreements, i.e. the Town could lease private parking for public use or act as an agent between two private entities. There are several other arrangements that could work as well, including offering maintenance services in exchange for access to privately owned parking.



2C. Improve Event Parking Management

Special events place unique demands on the parking system, while attracting visitors from out of town who know least how to use the system. Each event has a different dynamic, mix of users, and localized impact on parking and transportation.

The City can work with stakeholders to develop targeted Event Management Plans, with specific actions and strategies that can be implemented during events to make parking more efficient and convenient. These strategies may include:

- Provide parking information online in advance of the event, including websites for the city, the Cabot Theatre, and Beverly Main Streets.
- Temporary on-street directional signs
- Designate parking facilities for use during event times, and signage during the event that indicates when lots are full
- Provide parking off-site and providing a shuttle, or consider the use of valet parking
- Access for disabled/special permit parking



3. Enhance Downtown Multimodal Experience

3A. Provide Better Parking Information and Signage

Parking and wayfinding signage that is easy-to-read and understand is a critical component to deciphering a parking system. Signage that guides motorists to on and off-street parking deters drivers from excessive cruising and frustration.

A wayfinding program should encourage a “park once” or “park and walk” environment, focusing not just on getting cars into the parking facilities, but getting people to visit multiple destinations on foot without moving their cars. In addition to parking facilities, signage should identify key sites of interest and their approximate walking distance (in minutes), such as area businesses, social activity centers, municipal buildings, and other points of interest. Using street names to rename and brand the municipal parking lots based on their locations also can go a long way to making the system more accommodating.

- **Before You Arrive:** Making parking information available for visitors and customers before arriving to downtown Beverly will allow parkers to plan their trips ahead of time and find parking with ease. Having a single, simple map posted on the City’s website, downtown merchants’ websites, and posted at other activity centers will provide a consistent informational guide.
- **At Your Arrival:** Signage should be clearly visible, designed consistently, placed in strategic locations, and should provide clear guidance to and from parking locations. Garages should have easy-to-read entrance signs and exit signs, including rate information.
- **During Your Stay:** Providing clear pedestrian signage helps to create and promote a “park once” district, allowing customers to feel comfortable walking to multiple locations on foot.



Parking signage should be integrated with the citywide wayfinding system for people both walking and driving.

3. Enhance Downtown Multimodal Experience

3B. Create a Parking Benefit District

Many improvements to the parking system, such as upgrading the payment technology or installing parking and wayfinding signage as recommended in previous sections, will require additional funding from the City that may not be readily available.

A best practice is to use net revenue from parking citations, and parking meter fees as contributions to a fund for a Parking Benefit District that is designed to re-invest proceeds back into the downtown district where they were collected. This program would be transparent to the public, so when a patron drops a quarter into a meter, that person knows that their payment first pays for the parking infrastructure but then goes directly towards downtown improvements. When Downtown Beverly's merchants, customers, and residents can clearly see that the monies collected are invested in physical downtown improvements – alleyways, planting, lighting, façade improvements, safety and security, signage, bicycle infrastructure, sidewalks and more – many are willing to support parking policies that generate tangible benefits for downtown Beverly.

Such funds are allowed under State law and new legislation may spell this out more clearly given their success around the county. In all examples, communities have developed support for parking management changes by not only giving local stakeholders input into developing new parking policies but also by letting them decide how municipal parking revenues should be spent.

Figure 23: Transparency of Parking Benefit Fund - Old Pasadena



3. Enhance Downtown Multimodal Experience

3C. Improve walking and bicycling environment

Parking is not just about parking: it is about getting from the car to your destination or destinations, and then back to the car. The City should explore improvements to the walking environment to encourage a more connected network and more pedestrians on the street, which in turns helps others feel safer. Another important benefit of a more connected pedestrian network is that parking facilities are in closer proximity to the driver’s destination.

Encouraging walking, cycling, and transit can help to create a “park once” environment where people park their car and visit multiple destinations on foot, effectively reducing the number of parking spaces required to support activity downtown. Relatively small infrastructure investments such as secure bicycle racks encourage and welcome people to travel by bicycle, while improved crosswalks can extend the reach of transit as riders feel safe walking to and from stops.

Figure 24: Complete Street Design Example - Neighborhood Main Street





ONE WAY

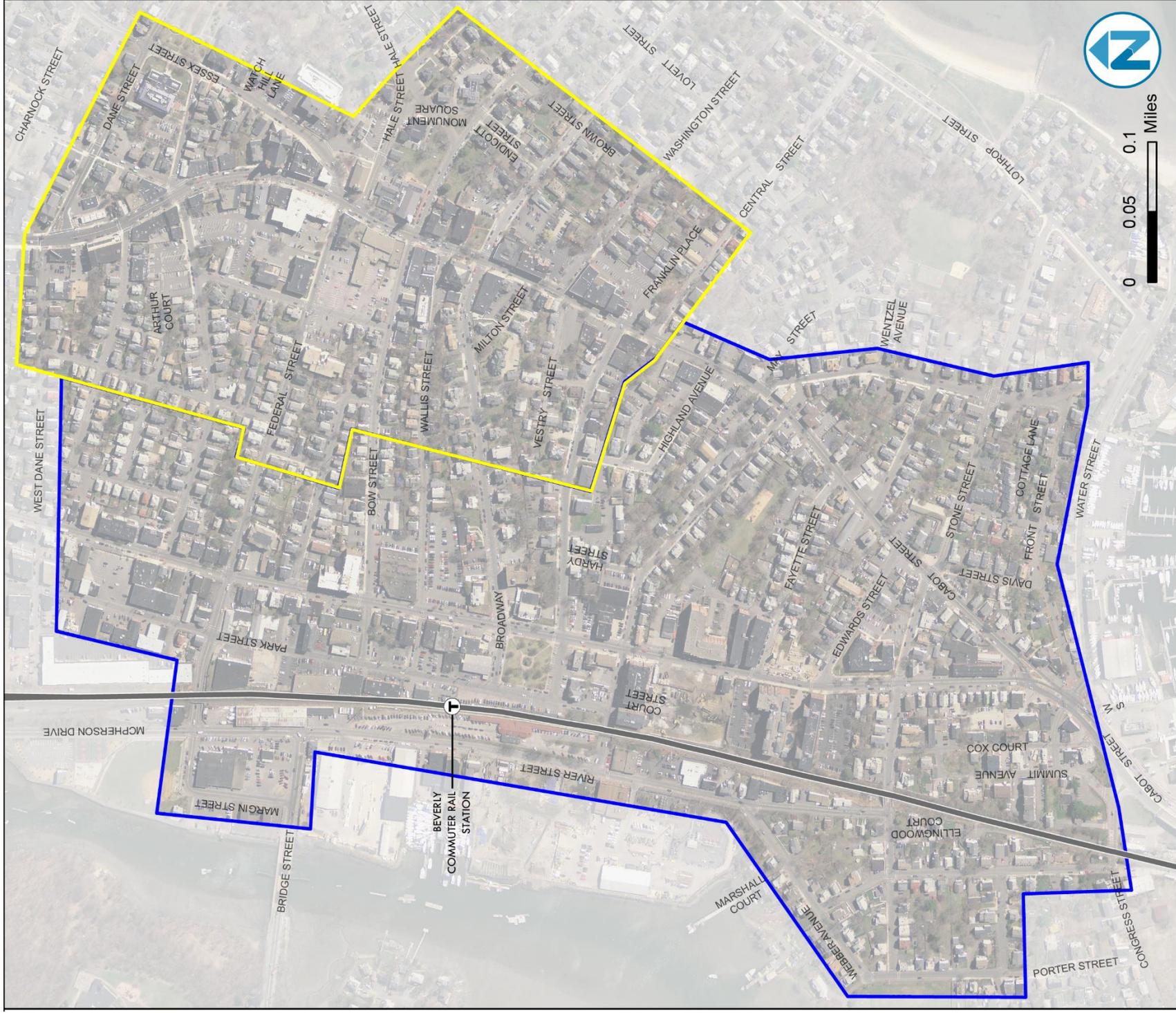
PUBLIC PARKING ENFORCED MON - SAT 9 AM - 5 PM

P
PARKING
PERMIT REQUIRED
EXCEPT WHERE SHOWN OTHERWISE

THE AMERICAN BEVERLY

TECHNICAL APPENDICES

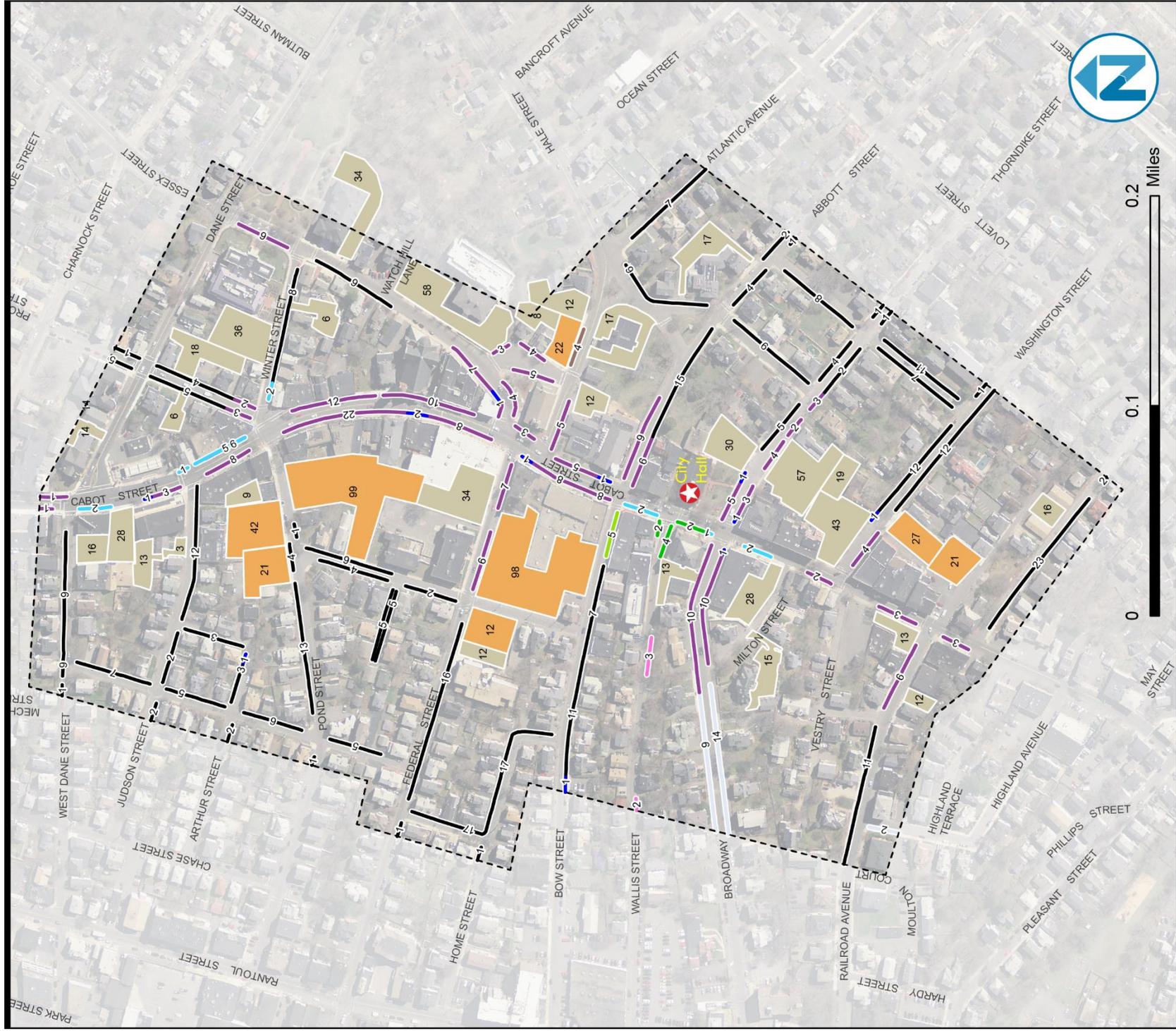
Appendix Figure 0: Study Area Boundary



Legend

- Core Study Area
- Extended Study Area

Appendix Figure 1: Downtown Beverly Core Study Area & Parking Inventory



Legend

OnStreet Parking

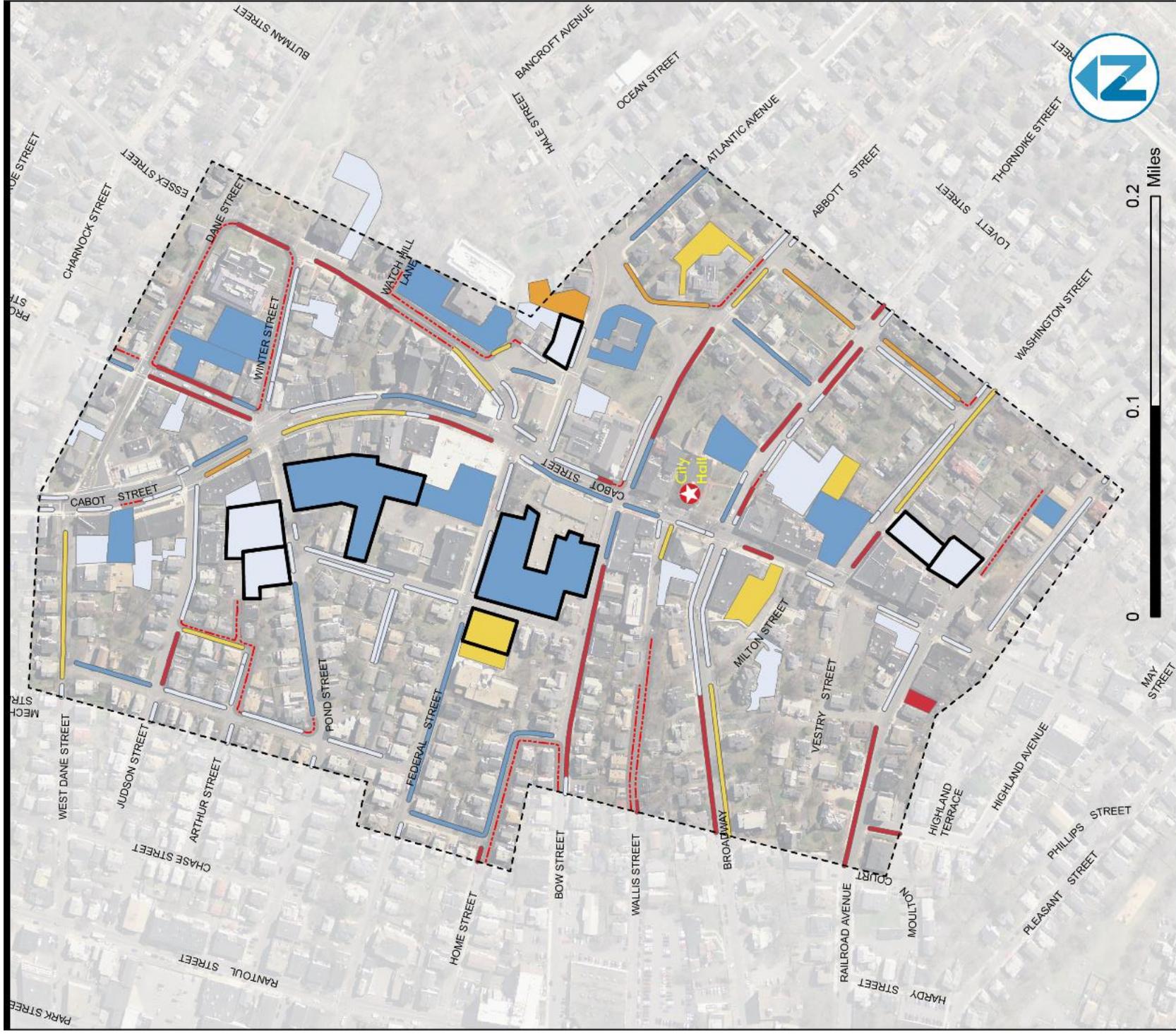
- 1.5 Minute Sign Parking
- 30 Minute Meter Parking
- 30 Minute Sign Parking

Off-Street Parking

- 2 Hour Meter Parking
- 2 Hour Parking (Mon-Fri 7AM-12PM)
- All Day Meter Parking
- Handicap Parking
- No Parking during Certain Times
- No Regulation

- Private
- Public

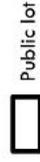
Appendix Figure 2: Downtown Beverly Parking Utilization – Thursday 8am-11am



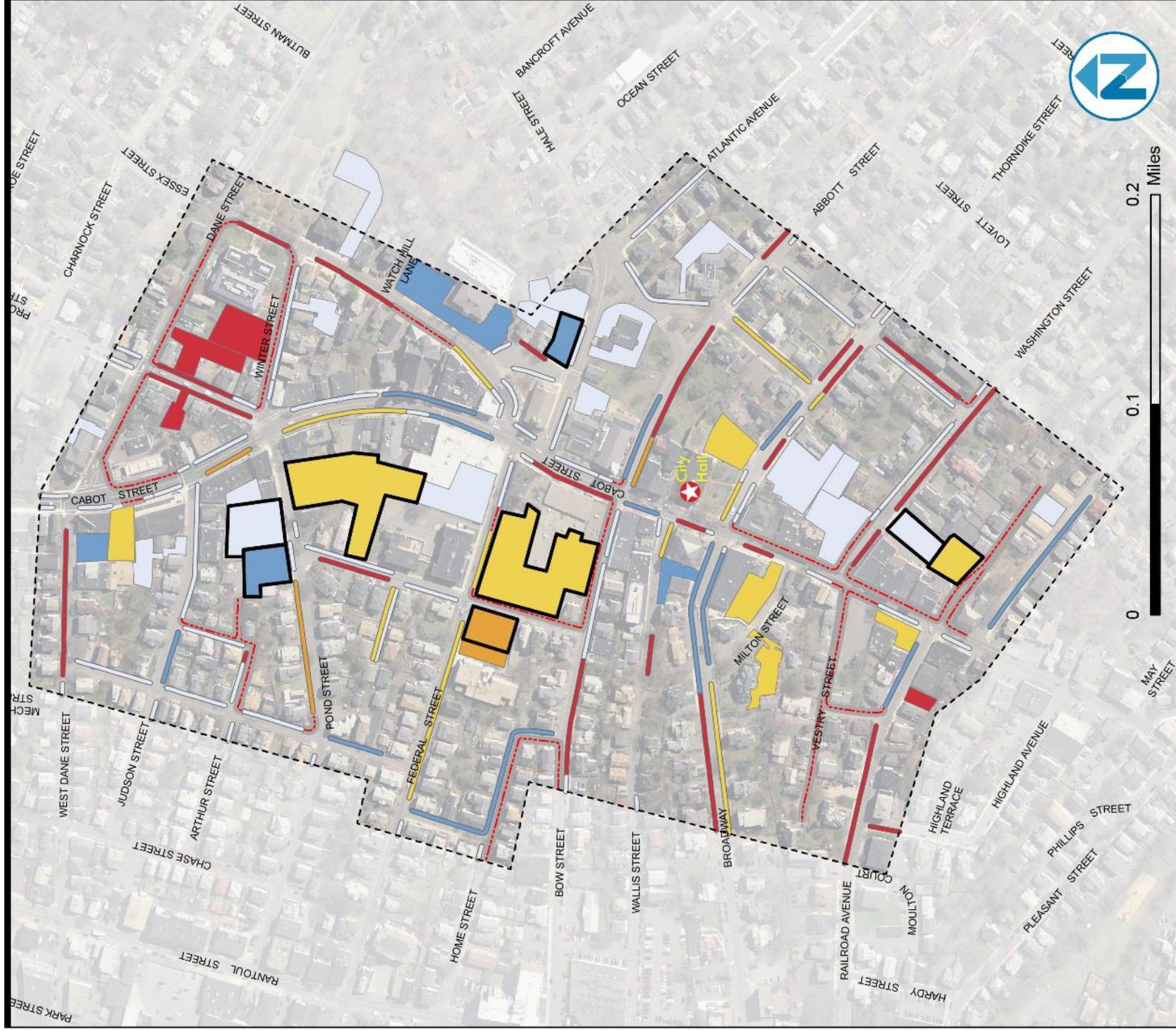
Legend
Parking Utilization
Thursday 8:00 a.m. - 11:00 a.m.
 (data collected in May, 2016)

- Less than 30%
- 31-60%
- 61-80%
- 81-90%
- More than 90%

- Less than 30%
- 31-60%
- 61-80%
- 81-90%
- More than 90%



Appendix Figure 3: Downtown Beverly Parking Utilization – Thursday 11am-2pm



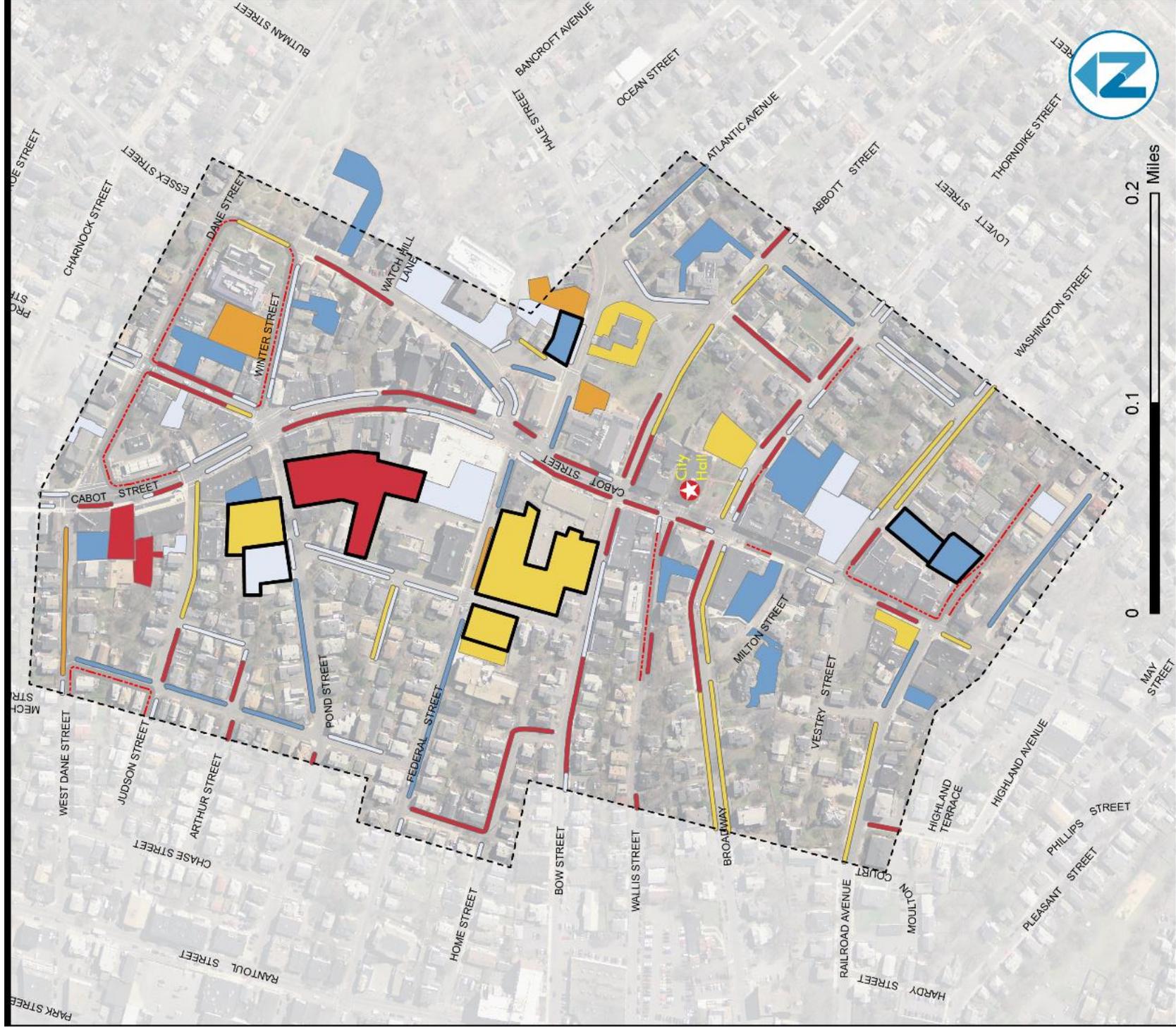
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Parking Utilization
 Thursday
 8:00 a.m. - 11:00 a.m.
 (data collected in May, 2016)

- Less than 30%
- 31-60%
- 61-80%
- 81-90%
- More than 90%

- Less than 30%
- 31-60%
- 61-80%
- 81-90%
- More than 90%

- Public lot
- Illegal parking

Appendix Figure 5: Downtown Beverly Parking Utilization – Thursday 5pm-8pm

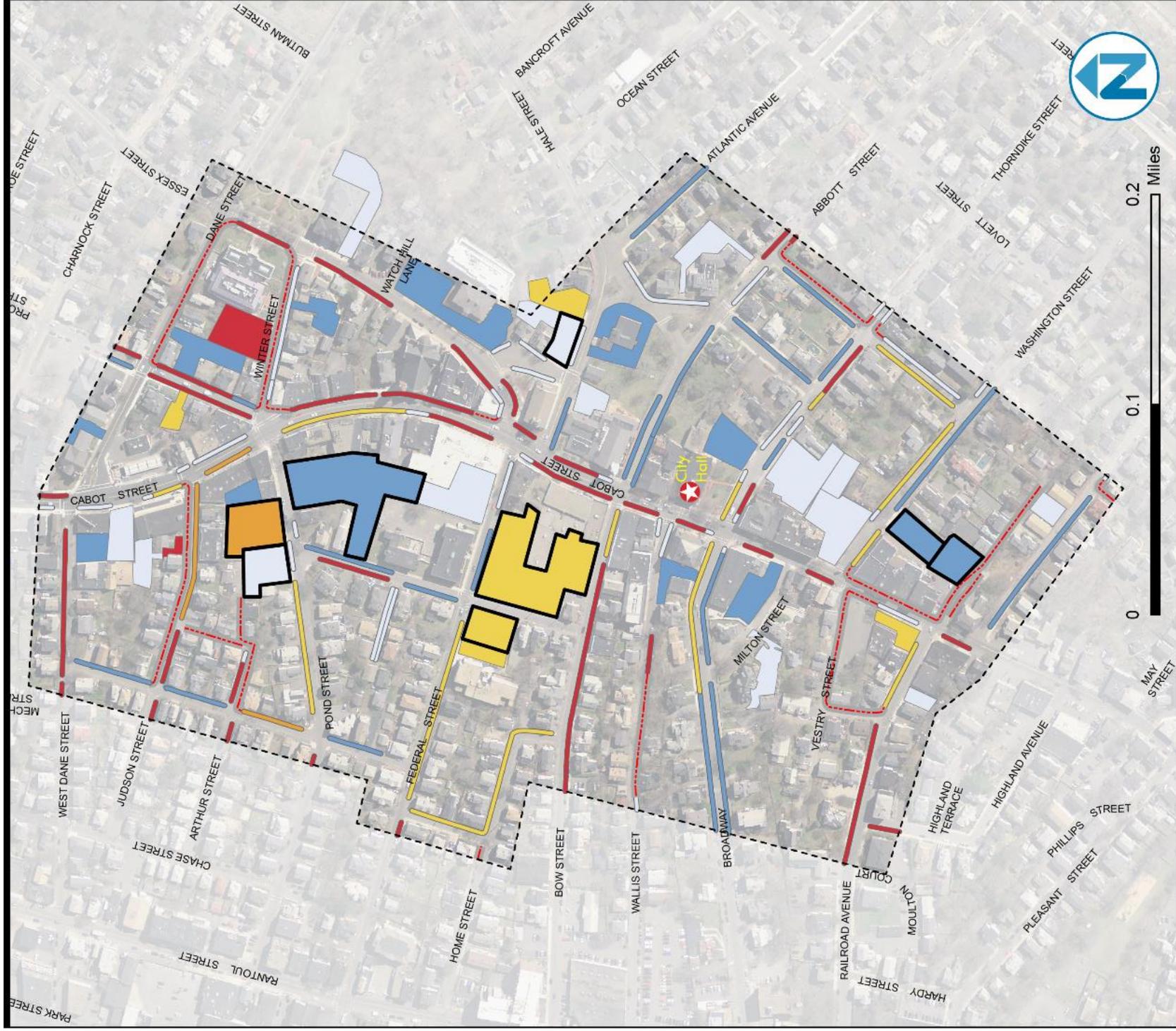


Legend

Parking Utilization
Thursday
8:00 a.m. - 11:00 a.m.
(data collected in May, 2016)

- Less than 30%
 - 31-60%
 - 61-80%
 - 81-90%
 - More than 90%
- Public lot
 - Illegal parking

Appendix Figure 7: Downtown Beverly Parking Utilization – Saturday 2pm-5pm



Legend

Parking Utilization

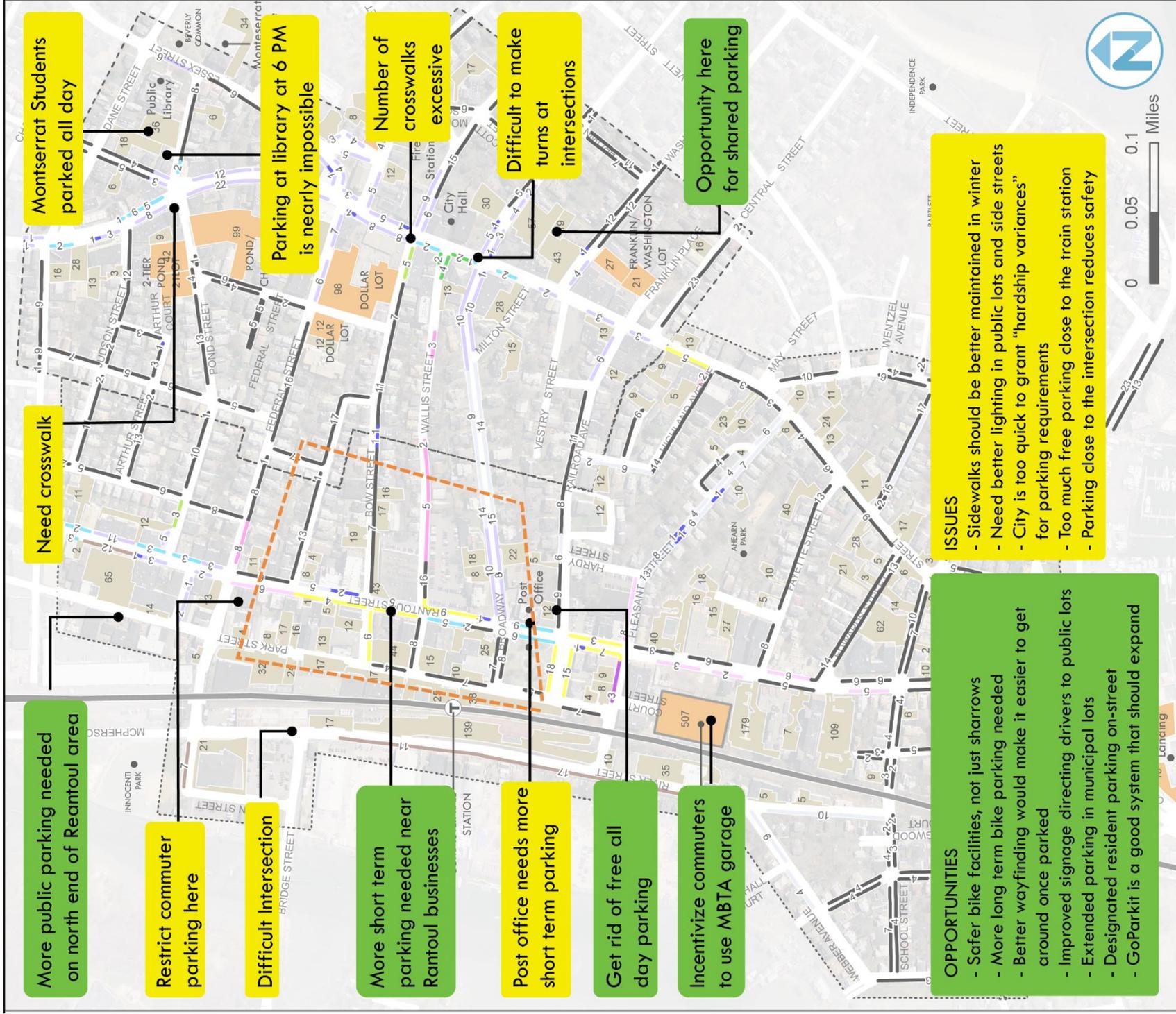
- Less than 30%
- 31-60%
- 61-80%
- 81-90%
- More than 90%

- Less than 30%
- 31-60%
- 61-80%
- 81-90%
- More than 90%

Thursday 8:00 a.m. - 11:00 a.m.
 (data collected in May, 2016)

- Public lot
- Illegal parking

Appendix Figure 9: Downtown Beverly Parking Strategy Open House Mapping Exercise Comments



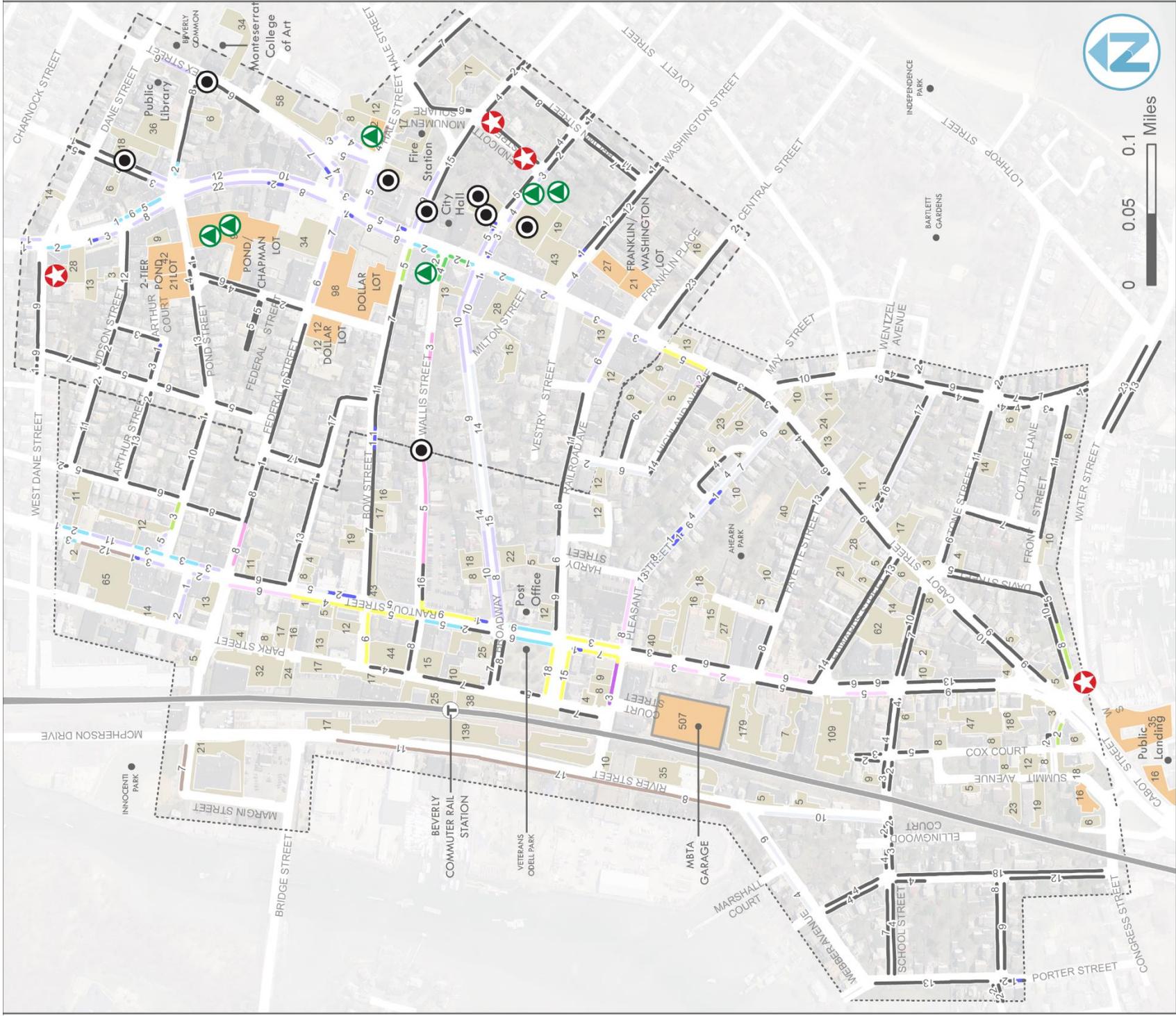
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Issues

Opportunities

Note: To collect public comments comprehensively, the extended study area along Rantoul Street corridor was included in the public open house discussion

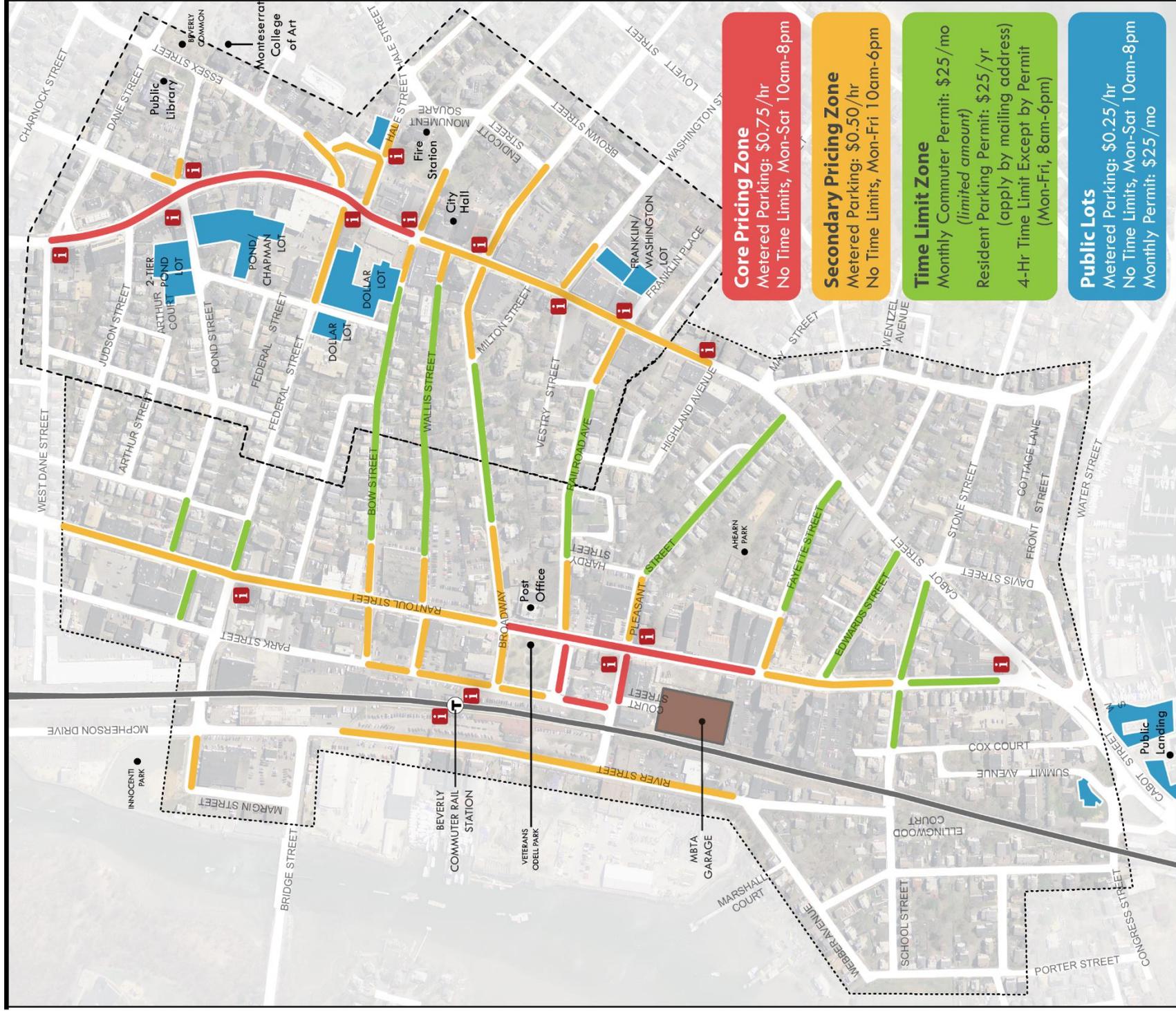
Appendix Figure 10: Downtown Beverly Parking Strategy Open House Parking Confessional Exercise



- Legend**
-  My Favorite Place to Park
 -  My "Secret" Place to Park
 -  I wish I could park here

Note: To collect public comments comprehensively, the extended study area along Rantoul Street corridor was included in the public open house discussion

Appendix Figure 11: Downtown Beverly Parking Strategy – Recommendation Summary



Core Pricing Zone
 Metered Parking: \$0.75/hr
 No Time Limits, Mon-Sat 10am-8pm

Secondary Pricing Zone
 Metered Parking: \$0.50/hr
 No Time Limits, Mon-Fri 10am-6pm

Time Limit Zone
 Monthly Commuter Permit: \$25/mo (limited amount)
 Resident Parking Permit: \$25/yr (apply by mailing address)
 4-Hr Time Limit Except by Permit (Mon-Fri, 8am-6pm)

Public Lots
 Metered Parking: \$0.25/hr
 No Time Limits, Mon-Sat 10am-8pm
 Monthly Permit: \$25/mo

Legend

- █ Core Pricing Zone
- █ Secondary Pricing Zone
- █ Resident Parking Zone
- █ Public Lots
- █ MBTA Garage
- Core Study Area
- Extended Study Area
- i Parking & Wayfinding Signage

N
 0 0.05 0.1 Miles



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CABOT
SMOKE SHOP

CABOT SMOKE SHOP

ADD BUSINESS

BEVERLY
ARTS DISTRICT
LIVE 940
ST. JOHN
THE EVANGELIST
SCHOOL

EST. 1911
NO PARKING
T

