2012 Parking Study

• Received DHCD Downtown Initiative Technical Assistance Grant
• Worked closely with the Melrose Chamber of Commerce from start to finish
Parking Working Group

• Mayor Dolan
• Business Representatives
  – Re/Max
  – Melrose Redevelopment Authority
  – Chamber of Commerce
  – Edward Jones
  – Turner’s Restaurant
  – Eastern Bank
  – Whittemore Hardware
• Municipal Representatives
  – Department of Public Works
  – Police Department
  – Office of Planning and Community Development
Parking Study Data Gathering

• Public meetings
  – Parking priorities exercise
  – Needs & opportunities

• Online survey
  – 476 Respondants
Parking Study Data Gathering

- Inventory existing parking supply
- Review regulations
- Study parking utilization
Parking Study Conclusions

• There is an ample supply of parking but that the management of parking spaces needs to be adjusted

• Major recommendation was to implement a revamped Merchant Parking Permit Program

• Other short term recommendations:
  – Reconfigure certain lots with restriping
  – Increase time limits in municipal lots
  – Wayfinding improvements
  – Implement a snow removal policy
Dill’s Court Improvements

• Repaved and restriped Dill’s Court
  – Added 9 parking spaces
  – Clearly defined handicap spaces
  – Added cross walks
  – Fixed drainage issues
Increased Maximum Time Limit

• Increased maximum time from 2 hours to 3 hours
  – Increased in response to business community
  – Allows customers/clients/patients to spend more time downtown
  – Eliminated haphazard and inconsistent signage
Improved Wayfinding Signage

- Signage directing visitors to public parking was sporadic and insufficient
- New blue “P” signs were installed
- Directs visitors to lots that are not routinely over-capacity
Melrose Merchant Permit Program

• Challenges
  – Customers/patients/clients have difficulty finding convenient parking spaces
  – Existing permit system and limited enforcement encourages merchants to park in the best spaces all day

• Goals
  – Revise permit system to control where merchants park freeing up the best parking spaces for customers/patients/clients
Old Permit Program

- Cost was $250 per year
- Allowed the permit holder to park in any municipal parking lot for the day
- In 2015, 22 businesses purchased this sticker for a total of 94 permits
- Many employees moved their cars throughout the day to avoid violations
Tiered Merchant Parking Permit

• Restricted Permit
  – Free
  – Requires proof of employment
  – Requires permit holder to park in designated “remote” locations
  – Signage installed to identify parking spaces
Tiered Merchant Parking Permit

• Designated Parking Spaces
  – Berwick Street Municipal Lot: 50
  – City Hall Municipal Lot: 73
  – Friend’s Court: 16
  – Larrabee Municipal Lot: 53
  – Livermore Municipal Lot: 10

• Total of 202 parking spaces

• Does not include Dill’s Court or Field’s Court
Designated Parking Spaces
Tiered Merchant Parking Permit

• Floating Permit
  – $600 per year
  – Requires proof of employment
  – Allows the permit holder to park in any off-street parking space
  – Capped at 35 permits
Program Evaluation

• Implementation was time consuming
  – Took 2 years to implement

• Program was not embraced by the larger merchant community at first
  – Slow to make behavioral changes in first year

• “Too many cooks in the kitchen”
  – Needed someone to wrangle the different departments during initial implementation

• Enforcement is key
Program Evaluation

• Customer service needed improvement
  – Expanded office hours of the parking clerk
  – Utilized online forms for renewals

• Costs were kept low
  – Manufactured signs in-house
  – Largest expense was to cover salary for parking clerk and additional enforcement

• Anecdotal evidence points to improvements in popular lots
Questions

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Melrose Parking Study available online: