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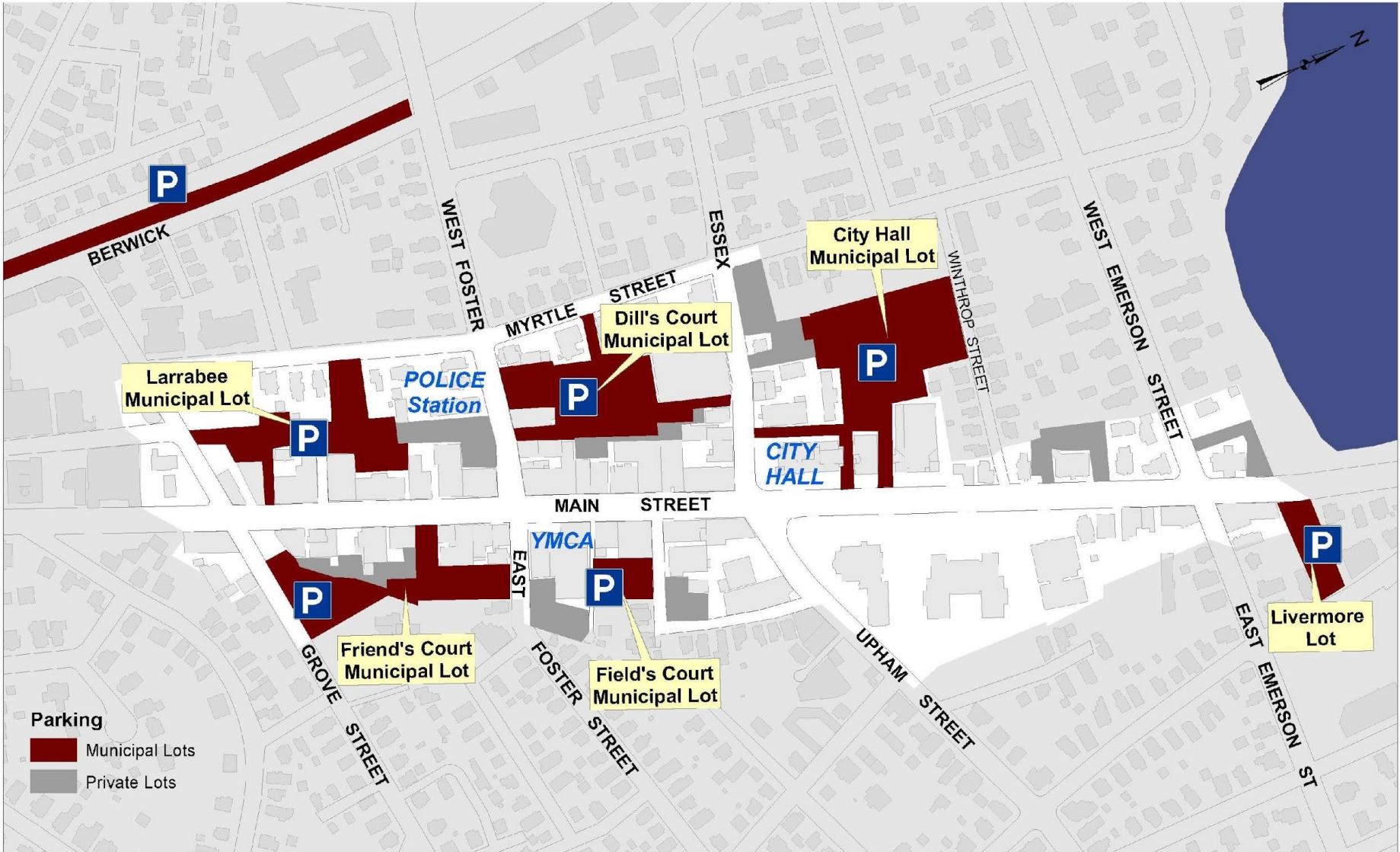
# Downtown Melrose Parking

Massachusetts Municipal Association Conference  
January 20, 2018





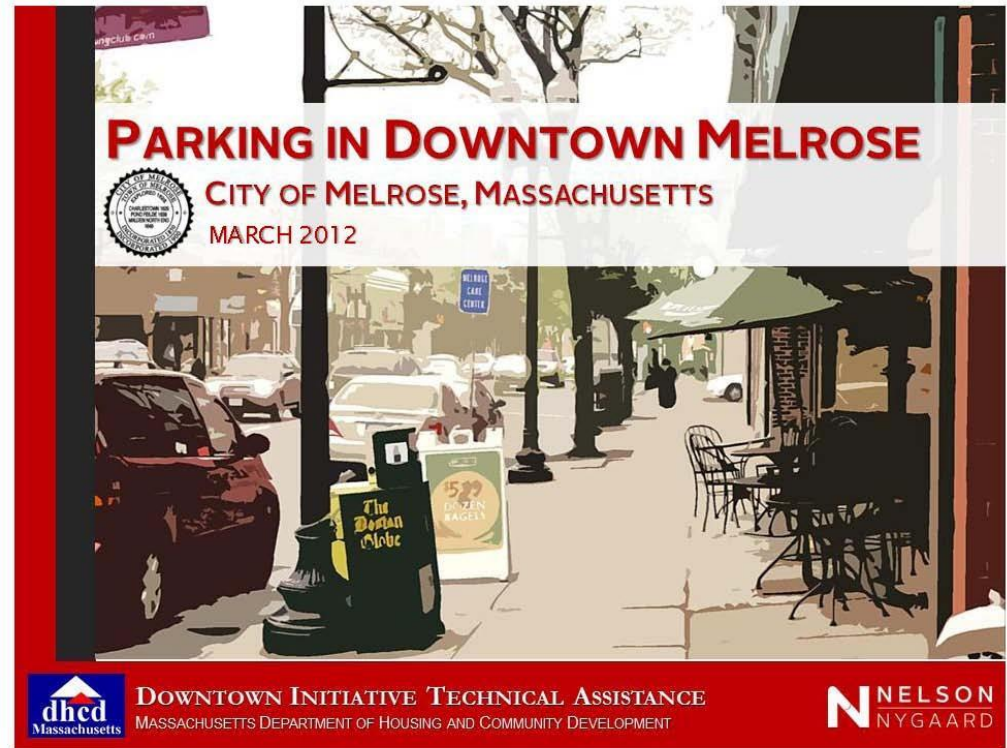
# Downtown Melrose Parking





# 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



**You are Invited to Attend at:**  
**Parking Open House**  
concerning  
**Parking in Downtown Melrose**

**Tuesday, May 17, 2011**  
Drop In At Any Time!  
Between 4:30 PM & 7:30 PM

City Hall, Aldermanic Chamber, First Floor  
562 Main Street, Melrose

The City of Melrose is conducting a review of parking supply, use, and needs. The City is looking to develop a broad parking management strategy that will meet the needs of all users, encourage economic development, and meet parking and circulation needs for years to come.

Your input is important. We are hosting this open house to hear from you! Tell us about your parking needs, issues, and ideas for improving downtown Melrose.

**Who should attend?**

- Merchants
- Business owners
- Local employees
- Nearby residents
- Regular customers
- Anyone who parks (or can't find parking) in Melrose!

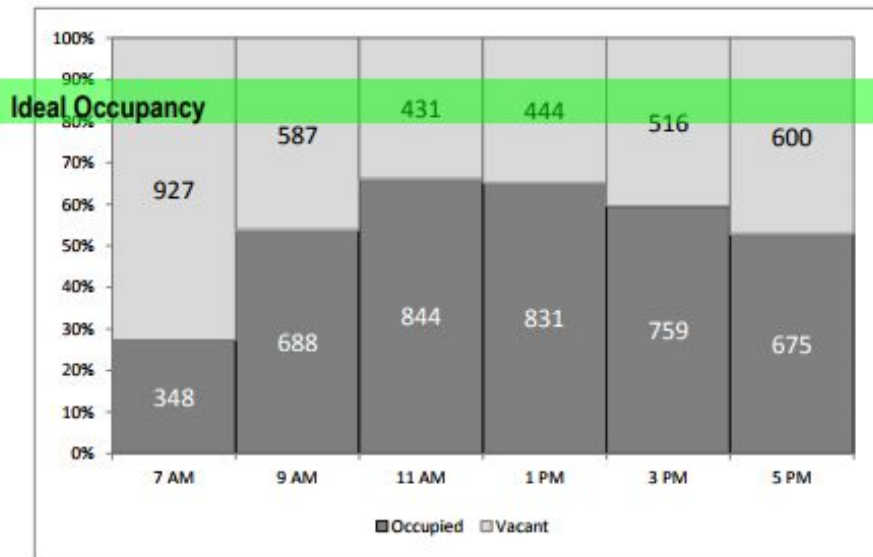
For more information:  
Matthew Hennigan  
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mhennigan@cityofmelrose.org



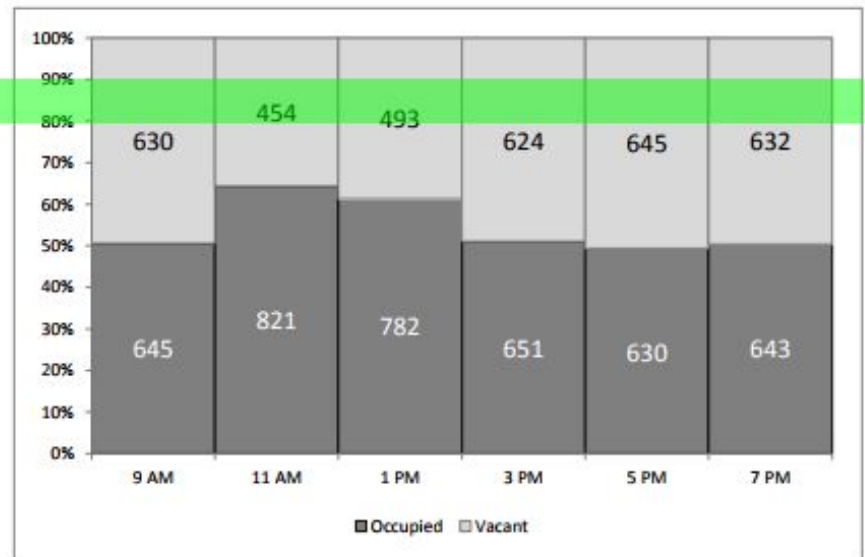
# Parking Study Data Gathering

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

All Parking - Thursday May 12, 2011



All Parking - Saturday May 14, 2011



# Parking Study Conclusions

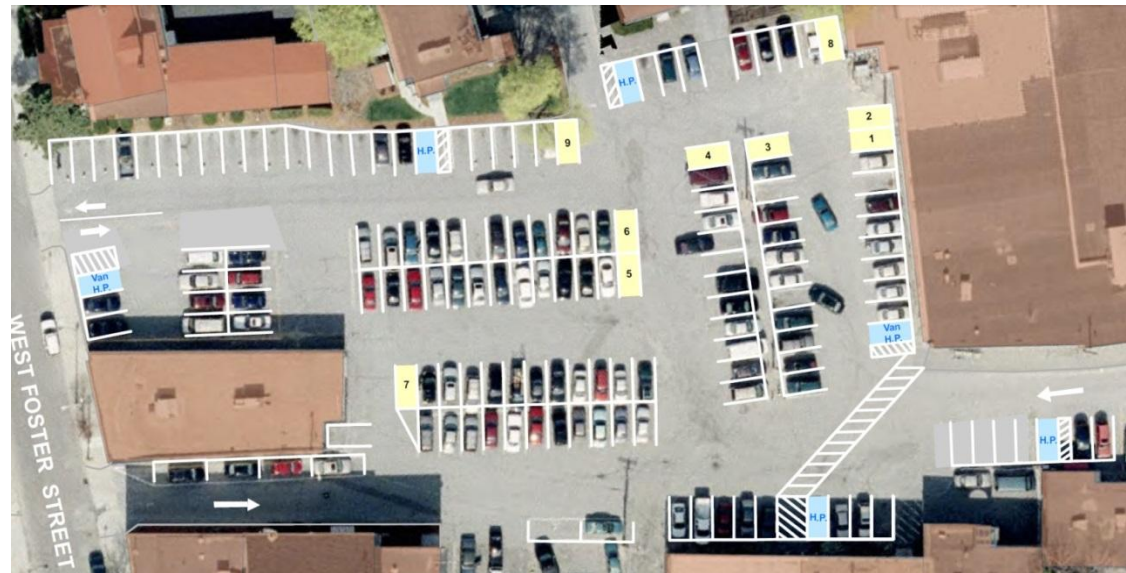
- There is an ample supply of parking but that the management of parking spaces needs to be adjusted
- Major recommendation was to implement a revamped Merchant Parking Permit Program
- Other short term recommendations:
  - Reconfigure certain lots with restriping
  - Increase time limits in municipal lots
  - Wayfinding improvements
  - Implement a snow removal policy





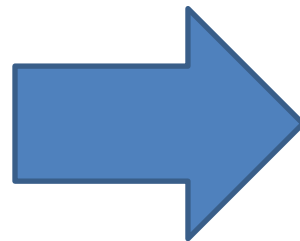
# Dill's Court Improvements

- 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



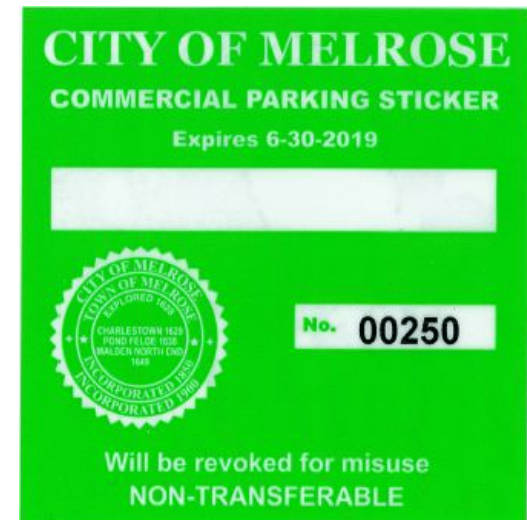
# Old Permit Program

- 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



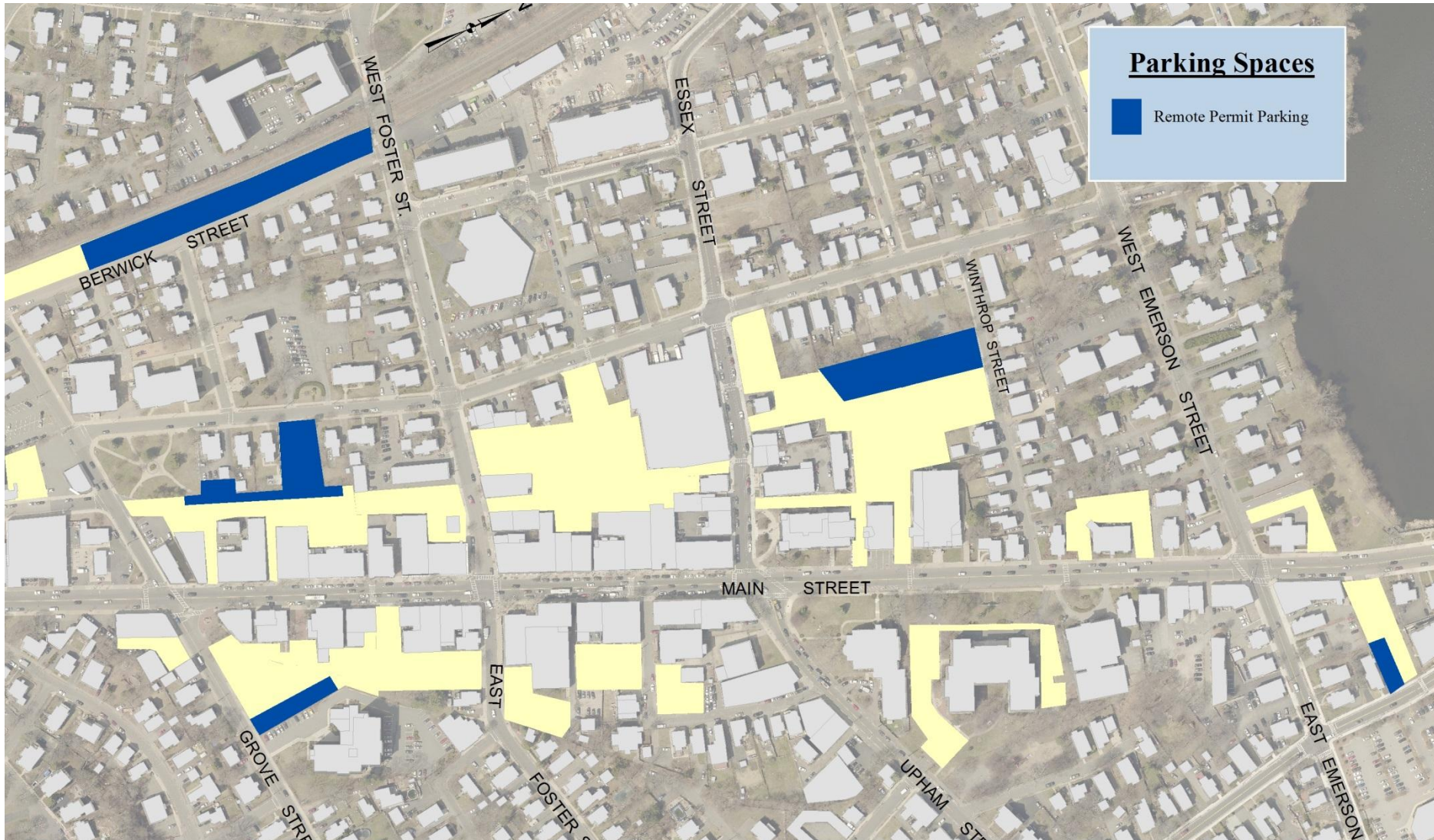


# Tiered Merchant Parking Permit

- 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

For more information, contact:

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Melrose Parking Study available online:

[http://www.cityofmelrose.org/sites/melrosemain/files/uploads/downtown\\_parking\\_study.pdf](http://www.cityofmelrose.org/sites/melrosemain/files/uploads/downtown_parking_study.pdf)

