

FIRST STREET AREA PARKING PLANNING STUDY

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Photo credit Kyle Klein

KEY CONCLUSIONS

The potential lease:

- Will not inhibit the City's ability to provide monthly parking passes to Cambridge residents
- Will not inhibit the City's ability to make space available within the Garage during declared snow emergencies
- Will not impact the availability of residential parking within the neighborhood
- Will not change the City's ability to meet the requirements of the Urban Development Action Grant that helped fund garage construction

STUDY PURPOSE



Evaluate current parking supply and utilization patterns around the First Street Garage



Understand the impact of leasing 420 unassigned parking spaces in the First Street Garage on parking supply and demand



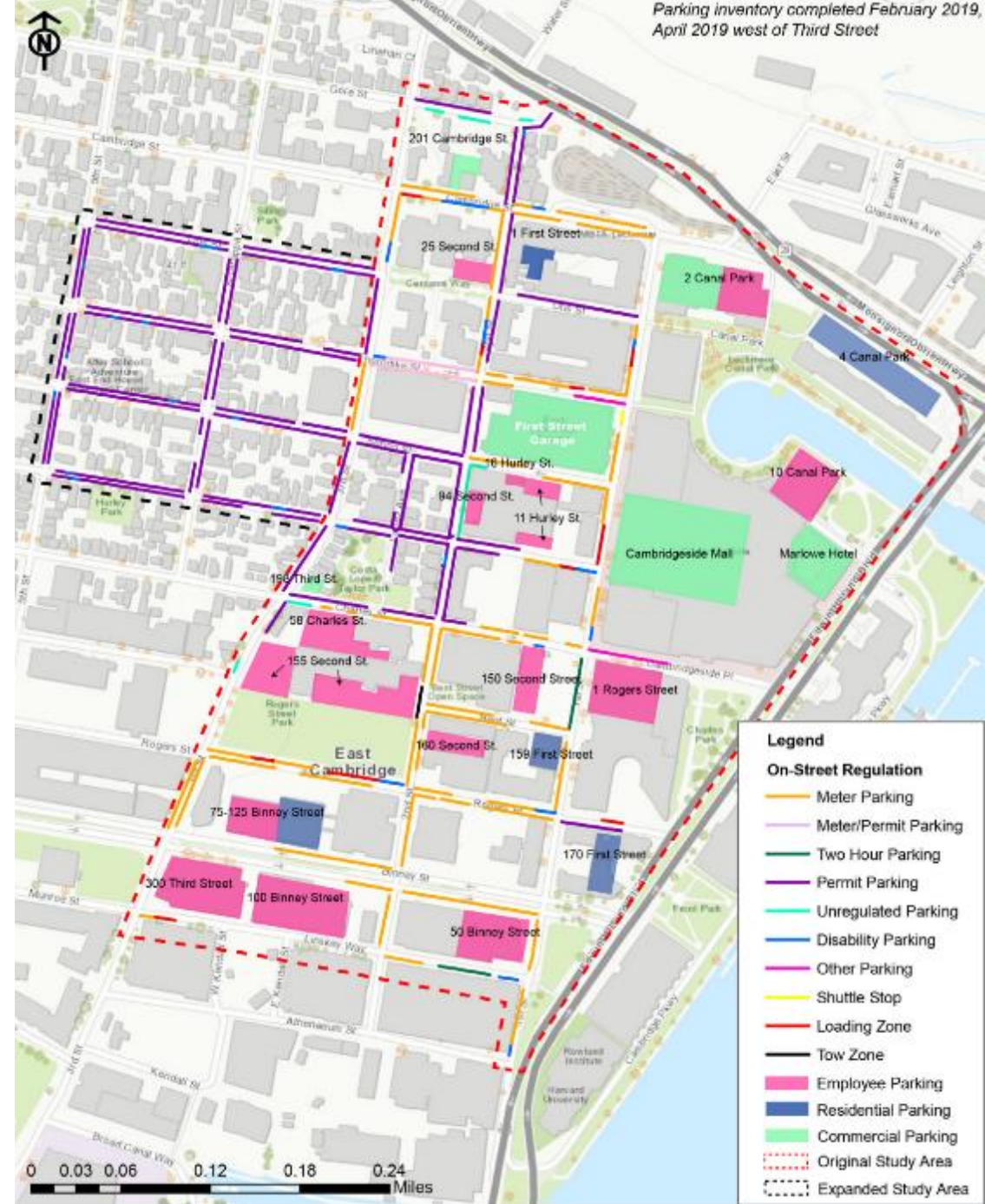
Inform decision-making associated with the potential disposition of the 420 unassigned parking spaces and 9,000 SF of ground floor retail area

STUDY AREA & PARKING INVENTORY

1,001 on-street parking spaces
(curbside)

5,707 off-street parking spaces
(privately owned garages and lots)

1,110 parking spaces in the First Street Garage
(City of Cambridge)



METHODOLOGY

COLLECTION DAYS



Weekdays & Saturdays

Residential, Employee,
& Commercial Demand

“Typical Day”

Avoid school vacations,
holidays, special events,
street sweeping

UTILIZATION DATA



Recorded:
On-Street: Every hour
Off-Street: Every 2 hours



Utilization data reports
used for larger garages,
including First Street
Garage

SUPPLEMENTAL DATA



Additional day of
on-street data

In response to questions
from March Open House

Confirm utilization trends

Better understand
residential parking
demand

COMMUNITY ENGAGEMENT

Community Open House March 26, 2019 – approximately 100 people attended

Online and hard copy survey – approximately 200 surveys completed

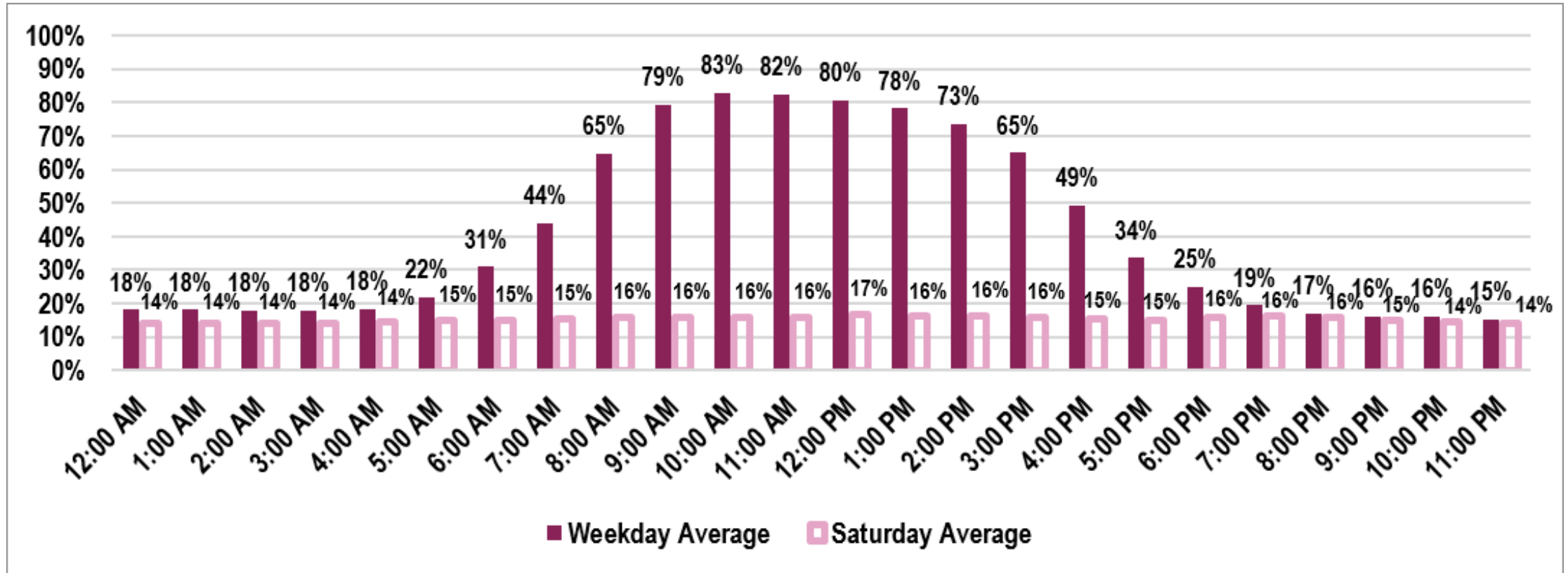


Photo credit Najah Casimir

PARKING UTILIZATION TRENDS

FIRST STREET GARAGE

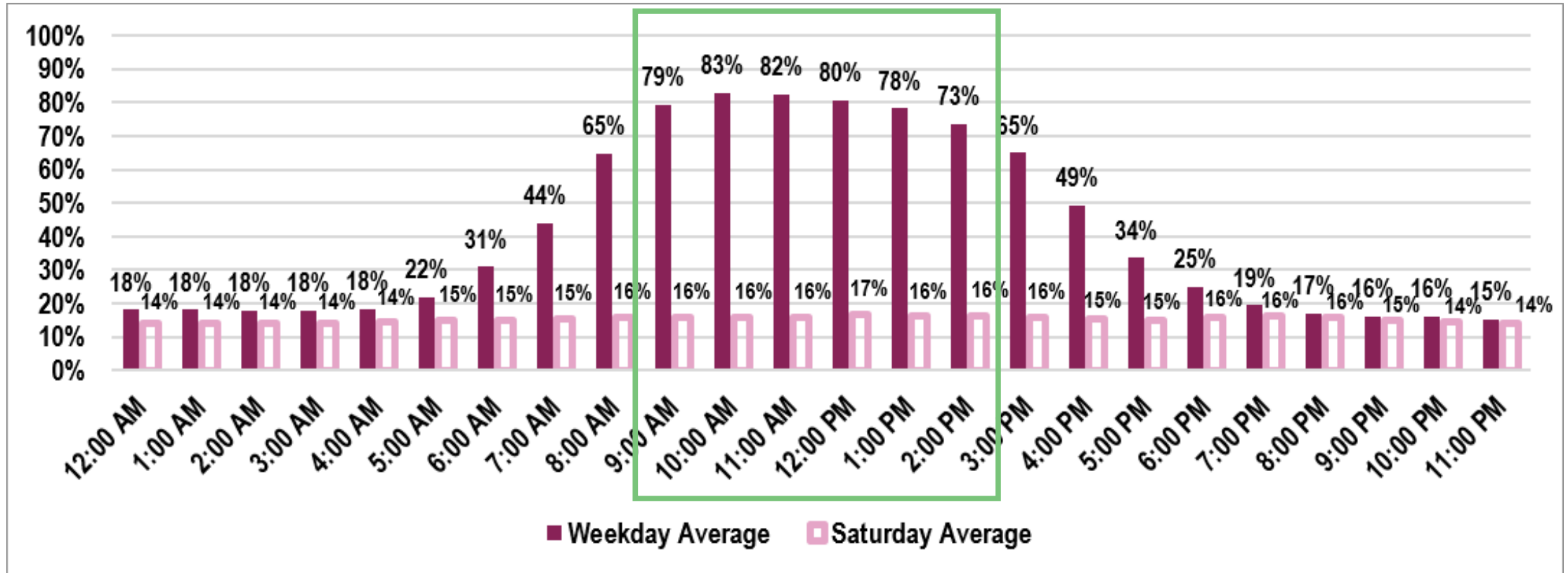
Parking in the First Street Garage is most used from 9:00 AM to 2:00 PM on a weekday. This data is based on a higher than average day of the week and month of the year.



PARKING UTILIZATION TRENDS

FIRST STREET GARAGE

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FIRST STREET GARAGE TRENDS

- Currently 1,502 monthly passes are issued. On any given weekday...
 - 60% of all pass holders use the garage
 - 80% of area office building employees use the garage
- Existing demand is comfortably accommodated throughout the day
- In recent years, the City has issued ~125 parking passes to non-residents off a waiting list; these passes can be cancelled with limited notice
- “Overselling” parking permits is common practice, as not all parkers use the garage on the same dates and times This ensures garage is used efficiently, but not overcapacity

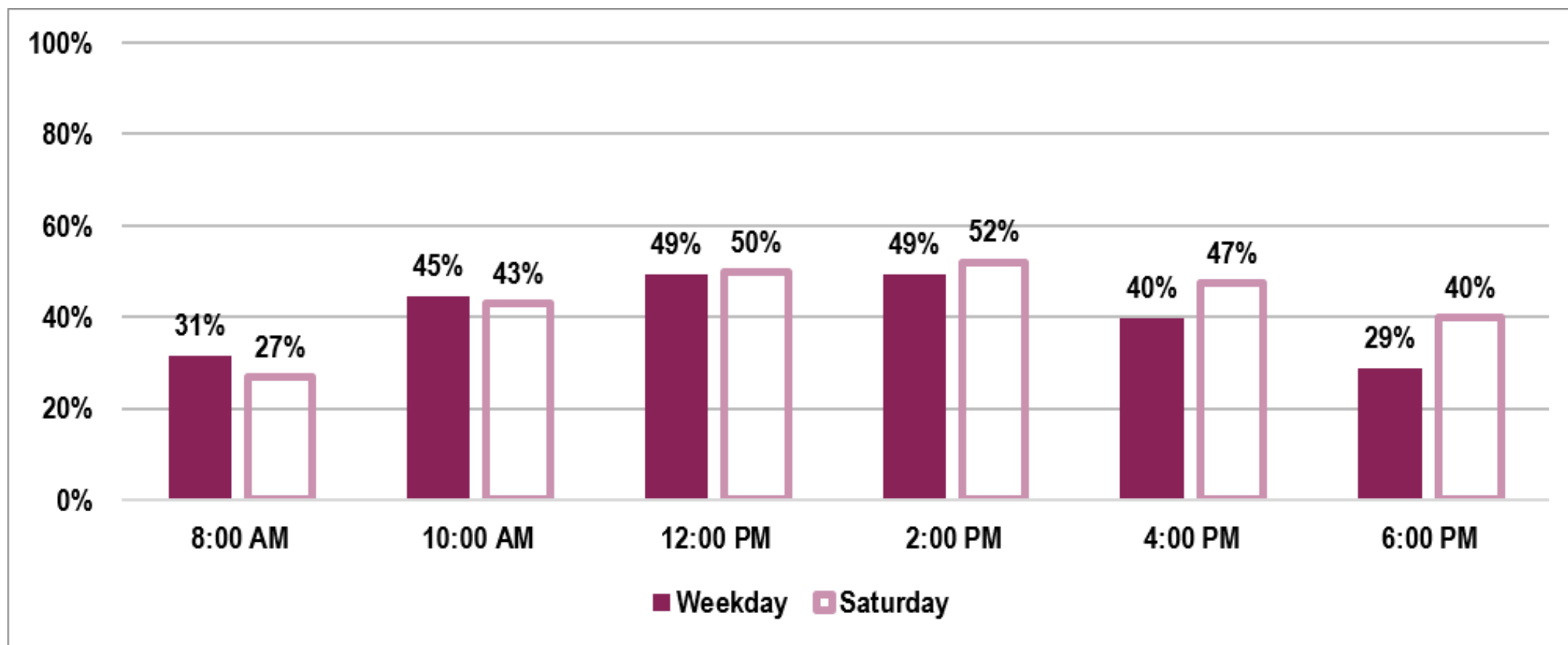


The garage is a good example of shared parking, by balancing parking needs between different users, at different times of day, and on different days of the week.

PARKING UTILIZATION TRENDS

OFF-STREET PARKING

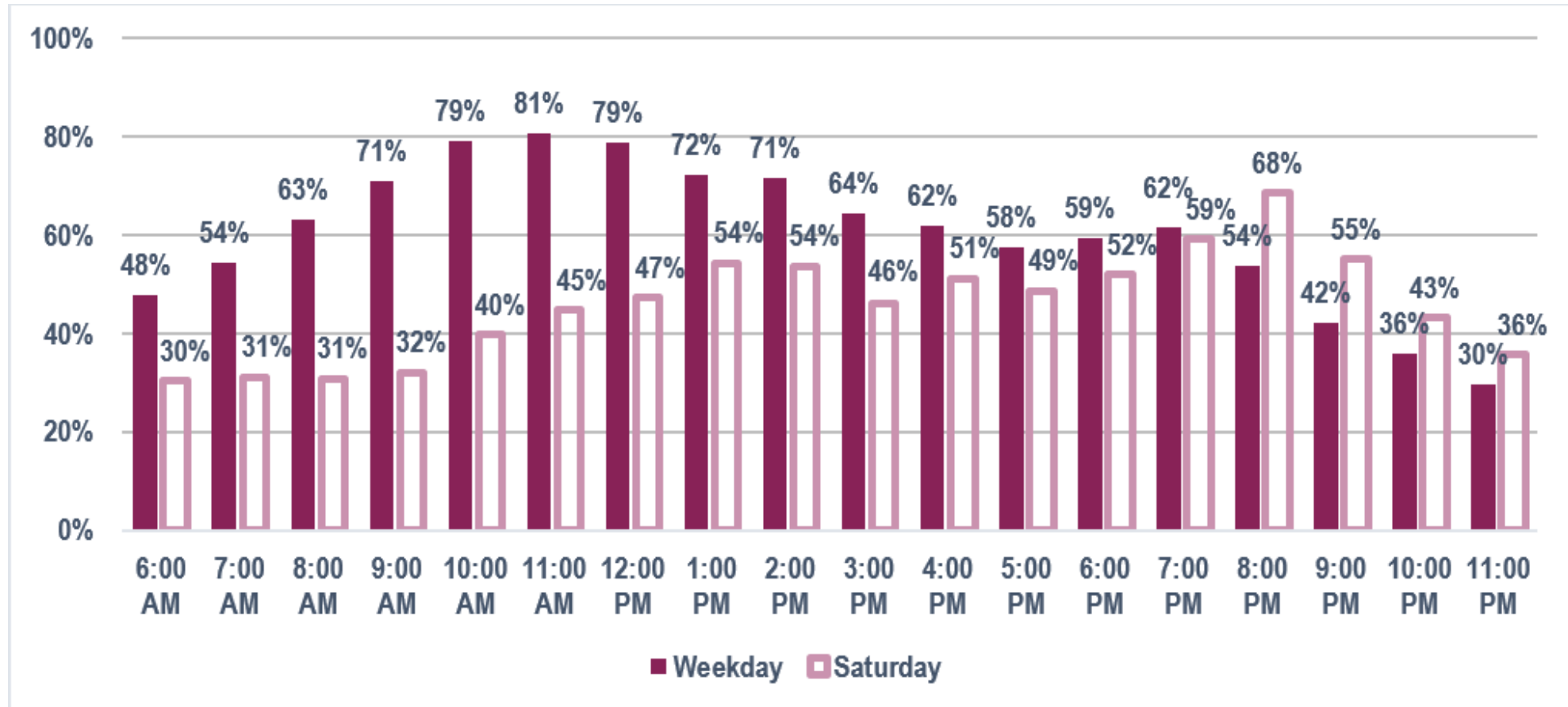
Approximately half of all off-street parking in the study area is not used on a typical day



PARKING UTILIZATION TRENDS

ON-STREET PARKING

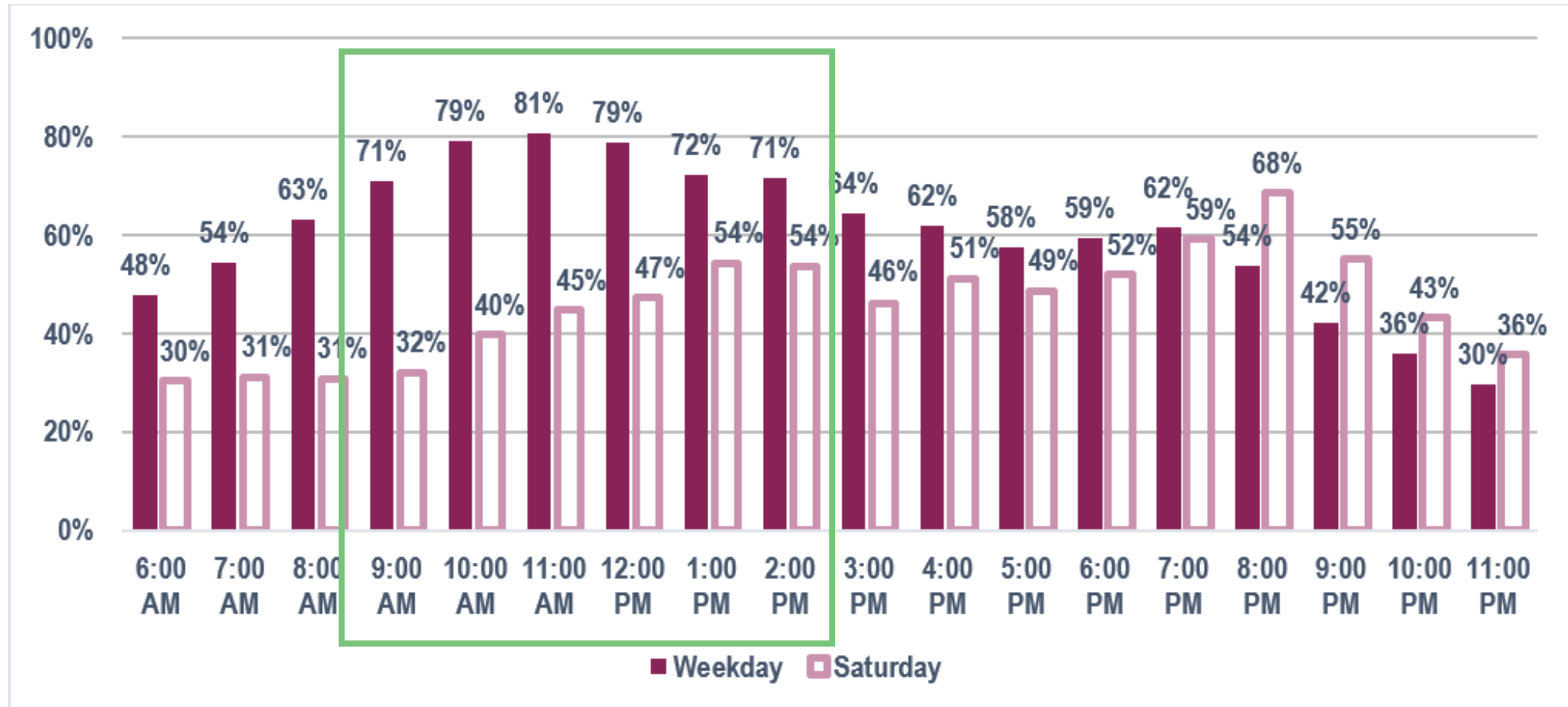
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PARKING UTILIZATION TRENDS

ON-STREET PARKING

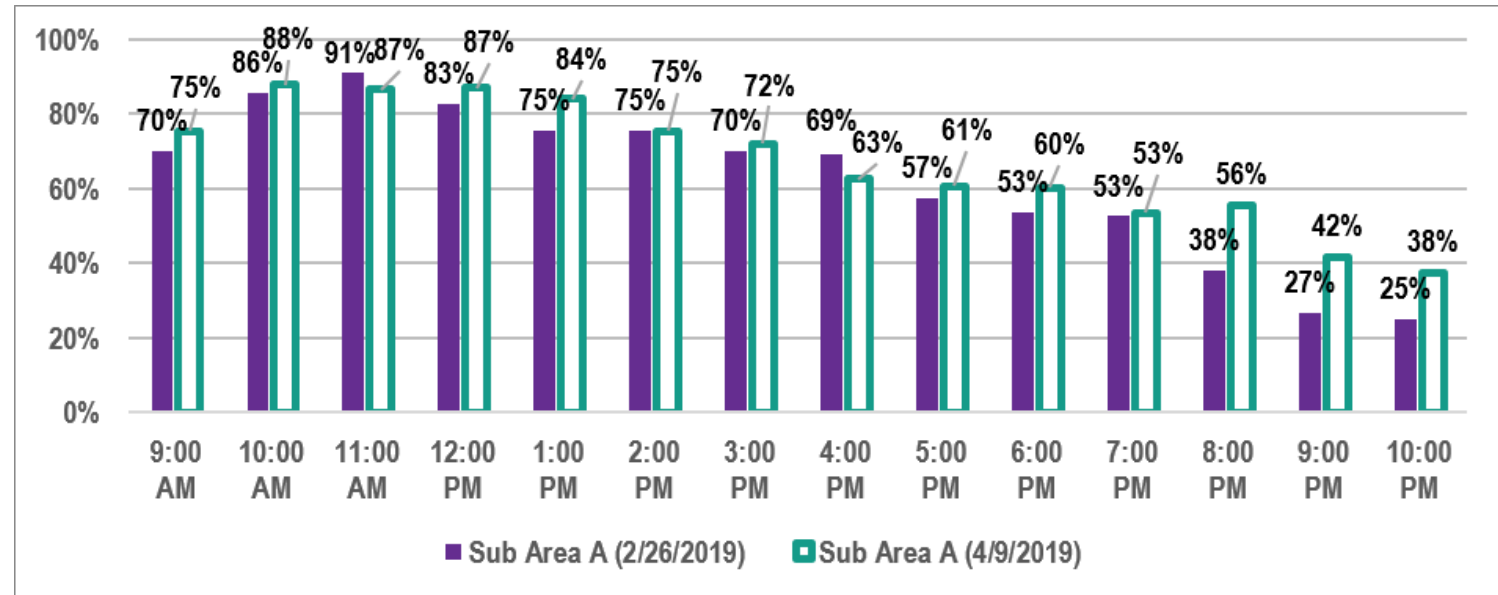
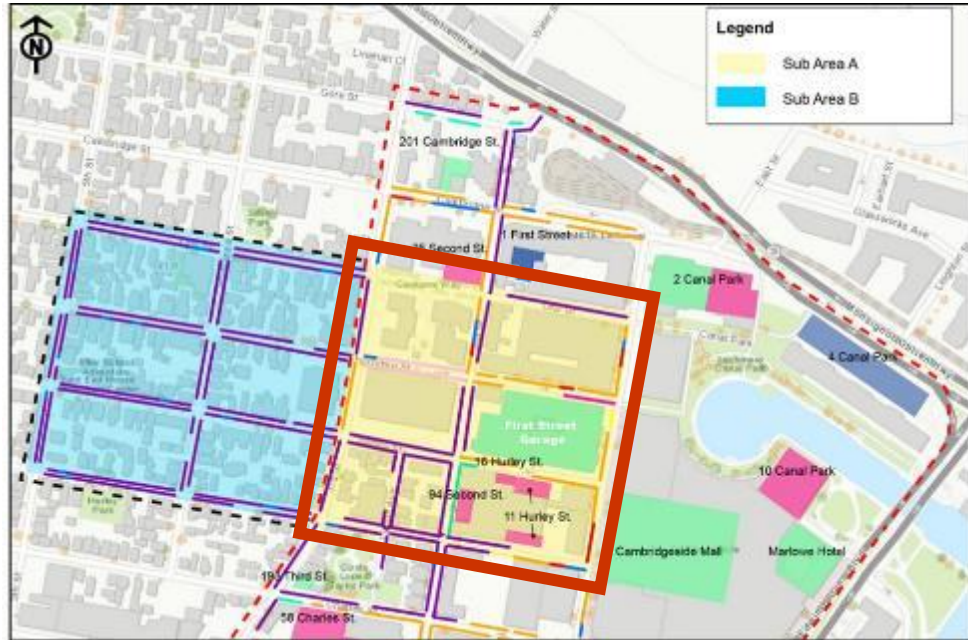
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PARKING UTILIZATION TRENDS

ON-STREET PARKING – SUB AREA A

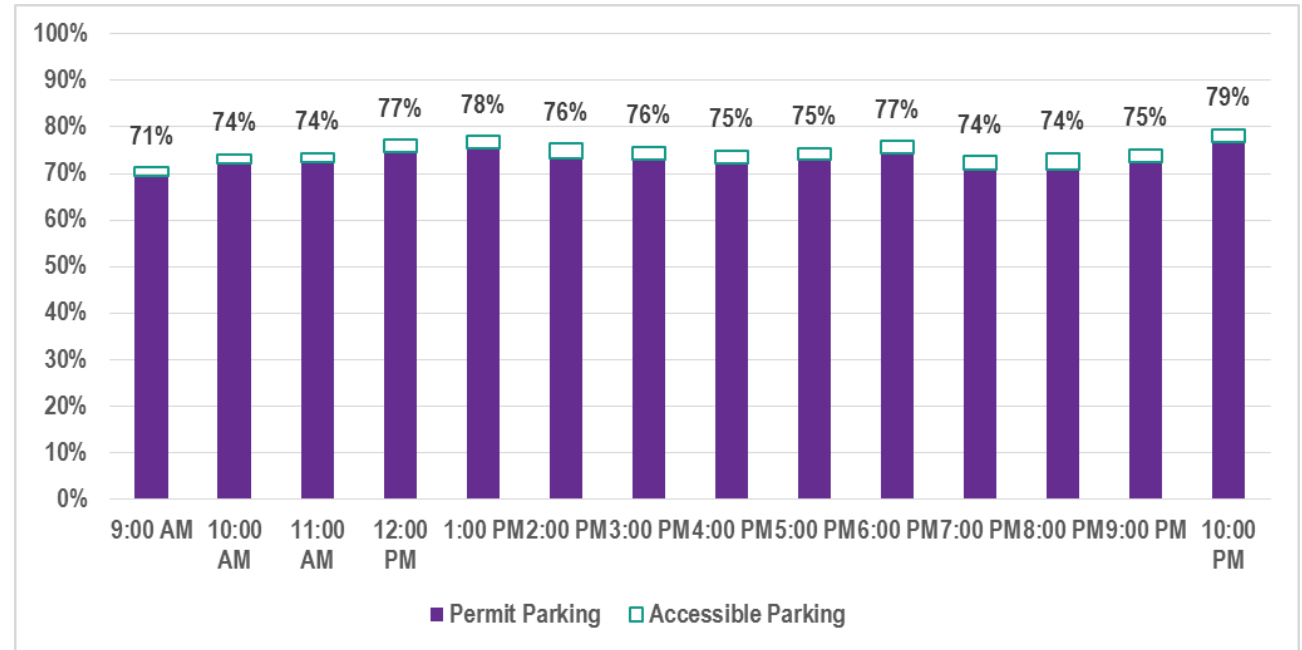
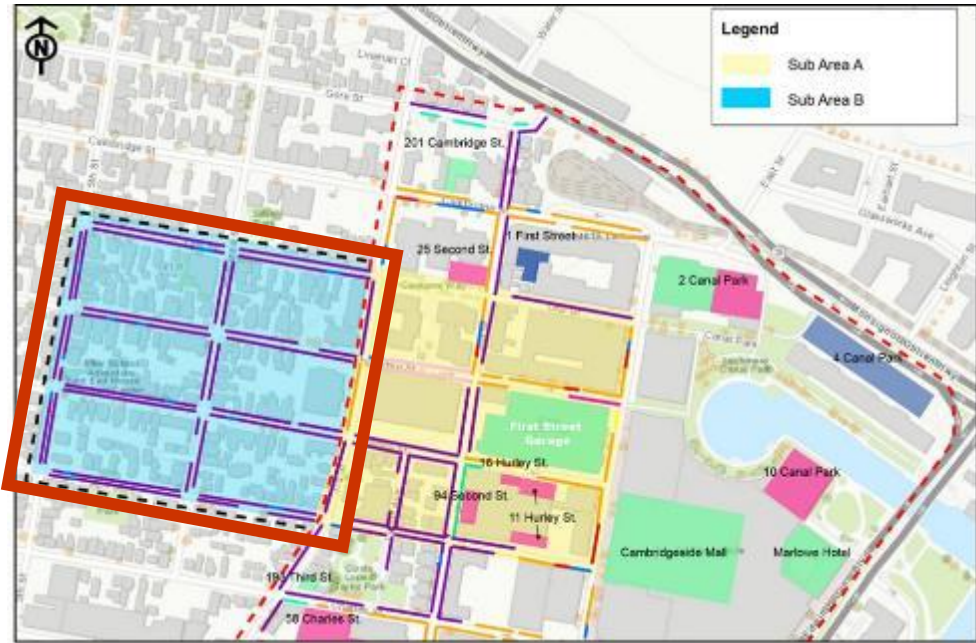
Parking demand is similar between February 26 and April 9. Higher demand recorded in later hours on second day.



PARKING UTILIZATION TRENDS

ON-STREET PARKING – SUB AREA B

Parking demand is consistent, ranging from 71-79% throughout the day.



CONCLUSIONS + RECOMMENDATION

FIRST STREET GARAGE

On a higher than average day, there may be a few hours when the First Street Garage will not be able to accommodate all existing customers (based on 80% use of parking passes)

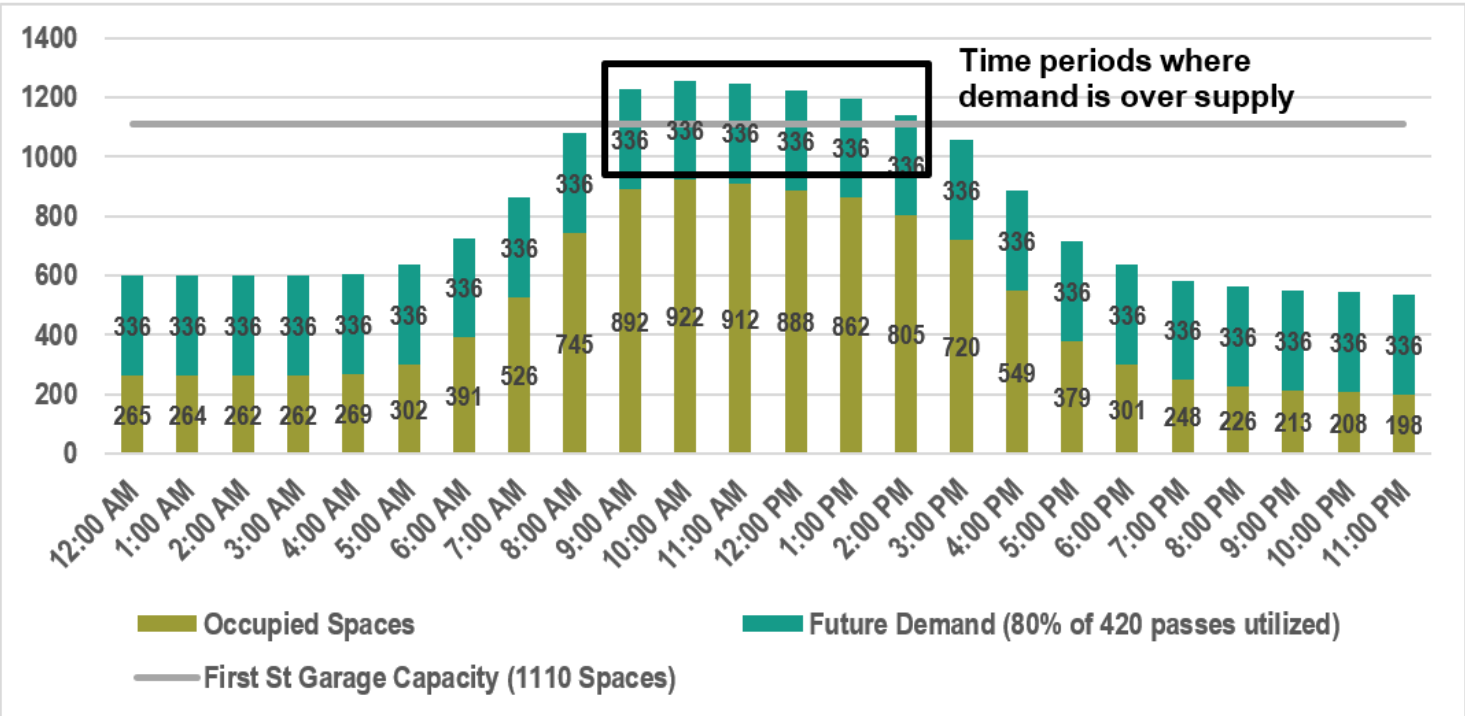




Photo credit Kyle Klein

OVERALL STUDY AREA

- There is ample parking within the study area to accommodate the anticipated 336 new daily parkers (based on 80% utilization of the 420 parking passes) at all times of the day
- Parking supply within the study area is significantly higher than parking demand, even if parking capacity at the CambridgeSide mall is reduced in the future



RESIDENTS

The potential lease:

- Will not inhibit the City's ability to provide monthly parking passes to Cambridge residents
- Will not inhibit the City's ability to make space available within the Garage during declared snow emergencies
- Should not impact the availability of residential parking within the neighborhood, since non-resident customers parking within the garage will not be able to access on-street resident permit parking



GARAGE MANAGEMENT

- The City will be able to continue to meet its obligations under the Urban Development Action Grant (UDAG) that helped finance construction of the Garage
 - Monthly parking that must be available to specified local buildings
 - Space for daily parkers
- There are significant management and financial benefits associated with leasing parking to a single large customer, as opposed to large group of individual customers



Photo credit Najah Casimir

RECOMMENDATION

Considering the results of this study, and our ongoing management plan for the First Street Garage:

- The Garage can successfully accommodate the lease of 420 unassigned parking spaces
- The City Manager should feel confident moving forward with the disposition process based on the anticipated parking impacts