MEMORANDUM

To: MarketStreet Advisory Committee (MSAC) of the Town of Lynnfield

From: Parking Subcommittee of MSAC (Sal Yerardi)

Date: May 24, 2018

Re: Parking Subcommittee Findings & Recommendations

The Parking Subcommittee was asked by MSAC to address resident concerns over having sufficient parking spaces from the existing and future build out of the development. The enclosed memorandum report presents the Subcommittee Findings & Recommendations.

The enclosure presents the March 2018 report with updates from the April 26, 2018 parking and parking structure presentation by National Development and their traffic and parking consultant VHB.

Enclosure: Summary Report, March 2018 (updated April 2018)

ADVISEMENT - PARKING

INTRODUCTION

The proposal by National Development, during early 2017, to increase the existing MarketStreet build out with the addition of Building 1350 and a theatre has further raised resident concerns regarding its impact on parking. These concerns over having sufficient parking spaces from the existing and future build out are (1) lost spaces due to winter snow storage, (2) apparent lack of parking spaces during holidays and special events and December holidays in particular, (3) loss of spaces due to the addition of Building 1350 alone, (4) required spaces for a proposed theatre with parking Structure and (5) a need for more and better signage directing drivers to parking spaces. At the time of this writing National Development had withdrawn it's Theatre proposal until a later date and discovery on the design and aesthetics of the proposed parking structure was put aside. (See Note below) However, recent discussions with National Development have begun in order to learn more of the ideas they may have for a theatre concept. The focus has been placed on parking in general which includes the parking structure location. The Advisement on Parking in response to the aforementioned resident concerns has been conducted as follows: (1) identify and review the relevant source documents. (2) identify and review development plans to determine parking lot locations and number of parking spaces, (3) review plans for signage, traffic and winter parking, (4) review National Development consultants VHB study of parking demand and assessment and (5) provide recommendations. NOTE: Although discovery put aside, the Appendix contains abutter's questions and concerns

SOURCE DOCUMENTS

The source documents requiring review include, but are not limited to, National Developments consultant VHB's March 2017 Traffic Study (*update*: and April 2018 parking study), the development Parking Summary Plans, plans for building 1350 and applicable PVDD Design Standards and Bylaws.

The applicable sections of the Bylaws, Design Standards, Traffic Study and Development Drawings have been identified below and have undergone review.

- Bylaws (relevant sections)
 Parking Structure: 9.5.5 (b), 9.5.7.4 (9), 9.5.7.13
 Parking: 9.5.4, 9.5.8, 9.5.8.2
- 9.5.7.13 states "Structured parking in the Traditional Neighborhood Village Sub-District shall not exceed forty-five (45) feet in height and shall be approved as to capacity and location by the Approving Authority"
- Design Standards

The relevant Design Standards that have been highlighted to include parking and parking structure related sections are contained in a separate document.

• VHB Inc. traffic impact and access study (March 2017) (*update:* and April 2018)

Parking demand assessment (page 13 of VHB) and Shared parking assessment (page 22 of VHB) are included (*update*: and April 2018).

• PVDD Development Plans

Plan Approval Dates:

Issued: January 18, 2008

Revised: May 2, 2008 - Approved Site Plans

Revised: February 1, 2011 - Approval of Minor Change

Revised: July 30, 2013 - Approval of Minor Change

Revised: April 28, 2014 - Approval of Minor Change

Revised: February 24, 2017 - Request for Approval of Minor Change

Development Drawings Identified for review:

Parking Summary Plan LR-11.0-5/2/2008 (plans for PH1)

Parking Summary Plan LR-11.0-2/1/2011

Parking Summary Plan LR-11.0-7/30/2013 (plans for PH2)

Parking Summary Plan LR-11.0-4/28/2014

Parking Summary Plan LR-11.0-2/14/2017 (plans for PH3 bldg. 1350)

Signage Plan (LR-10.0) and Traffic Plans (LR-9.0)

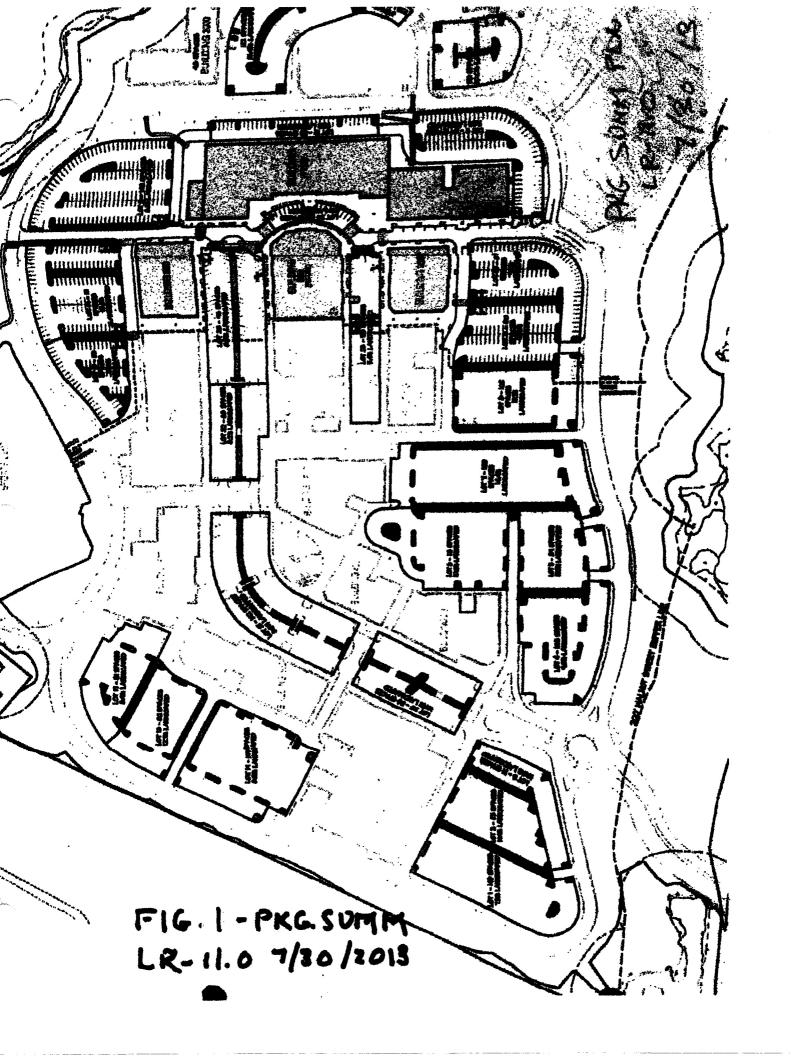
Decision letters for minor changes in 2013, 2014 and 2017

SUMMARY (updated: April 2018)

This Subcommittee report addresses the general concern that there is an apparent lack of parking spaces during holidays, special events, snow storage events and pending changes to development size. The relevant source documents, which include the Bylaws, Design Standards, Traffic Study and Development drawings have been reviewed and identified. The individual parking lots, 26 total, and the number of parking spaces in each lot have been determined and compared over time to determine the variation. During the plan years: 2008 PH1, 2011, 2013 PH2, 2014 and 2017 PH3 this variation ranged from 2,213-2,367 spaces [see Fig. 1 (typical) and Table 1]. The parking lots used to accommodate the construction of building 1350 and the future use of parking lots adjacent to Gaslight and CPK have been highlighted for discussion. A review of the 2013 PH2 plans show that the lot adjacent to CPK, where the proposed parking structure is planned, was the site of a future building area with limited parking. A walk down of the development identified two locations, behind Whalburgers and Whole Foods, to consider for a parking structure that is not in the residential area. The plans for signage and traffic have been reviewed and although the drawings do not show any parking signs a walk down indicated parking signs at Sweet Green and Banana Republic which lead cars to parking lots behind Banana Republic and adjacent to CPK. Although this report does not specifically address a formal proposal for a theatre and parking structure (see item 9 below under Recommendations) the information provided by the VHB Traffic Study was important to determine the shared parking generation across different build out scenarios.

Pre-April 26, 2018: The VHB 2017 report revealed a parking supply of 2,275 spaces resulting from their March 2016 field visit. A review of the VH B study concluded that the shared parking assessment for the case of the existing development plus building 1350 plus a theatre indicated the proposed construction of approximately 383 parking spaces in a structured parking garage. Furthermore, a rough analysis to estimate the case of the existing development plus building 1350 (no theatre) may require the need for construction of 114 additional parking spaces. This result has not been adjusted for parking rate and requires review and more detailed analysis by VHB. Also, even with no theatre, a future building could be proposed requiring the construction of a parking structure. Note: As stated earlier, the Appendix contains abutter's/residents questions and concerns regarding the garage design/aesthetics.

The April 26, 2018 National Development/VHB presentation on parking, which follows, updates the results of the 2017 VHB Traffic study presented above under Pre-April 26, 2018.



COMPARISON OF PARKING SPACES OVER TIME

	5/2/08	2/1/11	7/30/13	4/28/14	2/24/17		
Lot#	# Spaces	<u>Difference</u>	Comments				
1	167	140	140	140	140	0	
2	113	85	85	85	85	0	
3	104	51	51	51	51	0	
4	155	106	106	106	106	0	
5	120	84	84	84	84	0	
6	128	116	116	116	116	0	
7	119	161	163	163	163	Ō	
8	104	102	102	102	12		net loss of
8A				, .0	18	18	66 spaces
8B				0	9	9	due to
9	87	87	80	85	82	-3	bldg 1350
10	99	98	87	99	99	0	
10A				51	51	0	
10B				12	12	0	
11	115	159	89	106	106	0	
12	151	62	55	31	31	0	
13	124	87	142	77	77	0	
14	117	121	111	111	111	0	
15	55	64	58	58	58	0	
16	74	10	0	0	0	0	No Lot #16
17	114	74	81	81	81	0	
18	113	85	82	82	82	0	
19	54	144	144	144	144	0	
20	44	84	86	86	86	0	
21	26	131	142	142	142	0	
22	1	61	68	68	68	0	
23	1	96	96	114	114	0	
24	115	25	17	27	27	0	
25		68	58	58	58	0	
26	l	29	<u>0</u>	Ō	<u>0</u>	0	
Provided Spcs:							
SJY count	2298	2330	2243	2279	2213	-6 6	
Dwg. Chart	<u>2251</u>	<u>2361</u>	<u>2245</u>	<u>2226</u>	<u>2231</u>		wh not 66?
	47	-31	-2	53	-18	,	why not 0?
Total Required	1855	1870	1908	1908	1711		

Note: Space and lot no.'s for 2008 do not necessarily agree with no.'s for 2011, 13, 14 & 17

Table-1
PKG spaces ower to be e

SUMMARY (cont'd)

APRIL 2018-NATIONAL DEVELOPMENT/VHB PRESENTATION

VHB Inc. (National Developments parking consultant) has prepared a parking study to assess parking demand and shared parking assessments associated with the proposed modification (a theatre) to the remaining approved build-out (with and without a theatre). This draft study of April 2018 follows a similar study that was issued on March 2017 as previously discussed.

EXISTING CONDITIONS (includes ongoing construction of building 1350): The parking supply was reviewed and a field inventory was conducted during April 2018 and it was determined that the overall parking supply is 2,206 spaces (compared to the 2,275 spaces during March 2016). This difference accounts for the physical presence of building 1350 construction area. There will be an additional 82 spaces around building 1350 at completion. Of the 2,206 spaces that were supplied on site, approximately 150 parking spaces were occupied by temporary uses such as construction equipment and snow. The parking demand assessment determined that the maximum demand occurring on a Saturday was approximately 85% of the spaces occupied if the 150 spaces were not occupied by construction equipment and snow. The shared parking assessment using ULI (Urban Land Institute Shared Parking publication) showed the projected April parking generation at 2,089 spaces and the observed April parking demand of 1,881. This is about 90% of the projected generation during the weekend if the spaces were not occupied by construction equipment and snow. This parking rate of 90% was applied to the parking demand for the full development in order to determine a more realistic estimate of parking needed to support the build out of the Site.

FUTURE CONDITIONS (total build-out with or without a theatre): A shared parking assessment was conducted for the total build-out of the development with and without the theatre to identify the number of parking spaces that may be necessary during the peak month (December) and peak day of the peak month. Parking generation comparisons of the total build out for the peak month of December with and without the theatre, showed an increase of 174 spaces (2,767-2,593). Based on the results of the assessment conducted for the total build-out with the theatre, future-parking expansion (net new space) to the site should be in the range of 0-357 parking spaces (to meet typical and peak demands). The study proposes to construct between 300-375 parking spaces (this compares to 383 in their March 2017 report previously discussed) in a structured parking structure assuming the theatre is approved. There was no increase in parking supply for an average month, which is the average of the parking demand for the development of all 12 months of the year.

Furthermore, based on bylaw zoning parking requirements, the proposed parking supply exceeds the minimum parking requirements for both the approved

development (1,930 spaces) and the build out of the development with the proposed modification (2,077 spaces).

BUILDING 1350 ONLY (with or without a future building at CPK): The April 2018 study does not explicitly address this condition to determine a potential increase in parking supply. The future building considered in the study is a small retail building of approximately 15,000 sq. ft. Using the approach presented in the report, with an existing supply of 2,206 spaces, a net gain of 43 spaces (82 spaces gained when 1350 is complete and 39 spaces lost due to the future building at CPK), a projected peak (December) parking generation of 2,593 (from Table 3 of the report) and parking rate of 90% results in a potential increase of about 85 spaces. If there were no future building (small retail) located at CPK the increase would be fewer than 85 spaces in parking supply. It should be emphasized that these projections are for the peak month (December) and peak day of the month (peak December) that is typical during the holiday season and not typically realized

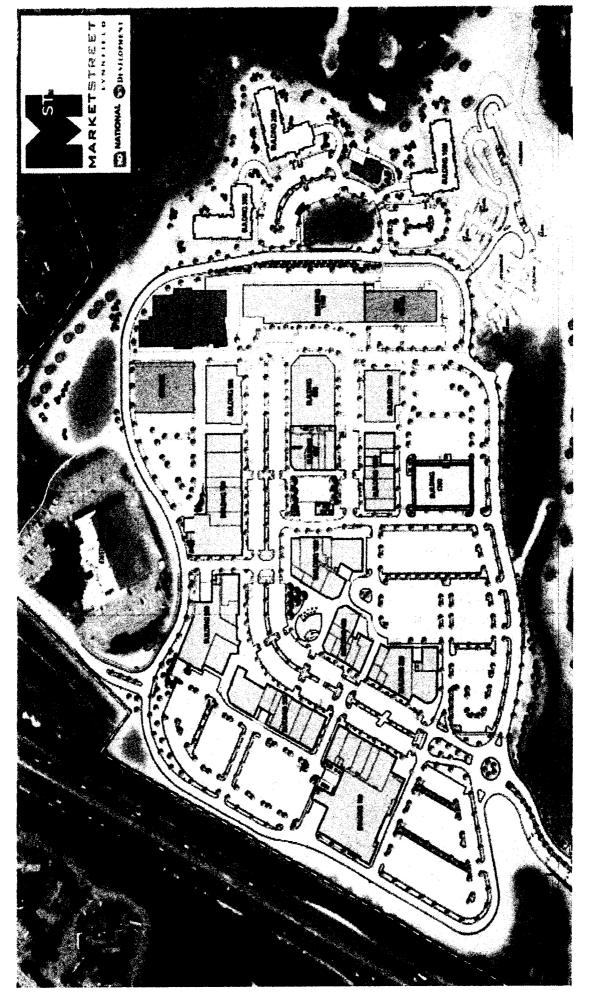
PARKING STRUCTURE:

during other periods during the year.

During the April 26, 2018 presentation by National Development and VHB two alternative locations for a proposed parking structure were shown (see following figures) as a 2 level garage adjacent to California Pizza Kitchen (CPK) and a 4 level garage by the Gaslight Restaurant adjacent to the proposed theatre. As National Development stated the pros for CPK location were a simpler route along King Rail Dr., closer to building 1350 and to the shops near building 1100. The cons included the impact to the LIFE community at Colonial Village. The MSAC subcommittee believes the MarketStreet Apartments and Walnut Street abutters are impacted as well. The other location generally behind Whalburgers and next to the theater pros were its proximity to the theatre, promoted use of exit 42 and outside the residential area. The cons included the expense to be incurred by ND due to the presence of the drainage system.



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RECOMMENDATIONS/OBSERVATIONS

The subcommittee makes the following recommendations and observations to MSAC for changes that National Development may consider for implementation and that may involve continued observation by the Board of Selectman.

1. Place a dual directional parking sign at the roundabout entrance on MarketStreet in order to provide drivers additional parking options and help to lesson the backup that occurs on MarketStreet on-street parking. A sign would be installed on the existing island at the intersection of MarketStreet and King Rail Dr. and would direct cars to off-street parking lots along King Rail Dr. as well as on-street parking along MarketStreet. Currently, the only two signs that direct drivers to parking are located near Sweet Greens and Banana Republic and direct drivers to parking lots behind Banana Republic and California Pizza Kitchen.

Update: During various times a temporary freestanding parking sign has been placed at this island to direct cars to King Rail Dr.

- 2. The permanent dual directional parking sign would complement the recently installed temporary solar-powered portable message boards that National Development placed at selected locations during the past holidays. The locations were at the roundabout, at King Rail Golf Course and at the CPK lot. The messenger boards are planned for use only during the holiday seasons and for special events.
- 3. Improve the utilization of parking lots by providing parking signage at each parking lot area for both pedestrian and driver's use. For example, label the parking lot areas as Lot A, B, C, etc. around King Rail Dr. This new information would be included in the existing MarketStreet Store Directory leaflet and Kiosk's and would further educate the public about parking options by providing additional map information showing the layout of parking areas relative to shops, restaurants and businesses they plan to visit. The information would continue to be provided on the MarketStreet website and at Kiosk locations. See attached store directory pamphlet.
- 4. The wayfinding sign, located near the roundabout, which lists stores that can be reached by turning onto King Rail Dr. is difficult for drivers, who enter the roundabout, to read. A larger font and/or different background color is recommended. This is also true for the sign at the end of MarketStreet near Sweet Green and across from Nike.
- 5. It is important to determine the shared parking generation across different build out scenarios. National Development should request its consultant VHB to perform a parking generation study for the existing build out plus

building 1350 in order to determine whether the required spaces exceed the parking supply. National Development has made use of the future space adjacent to CPK for temporary surface parking to partially offset lost spaces due to building 1350 construction.

Update: VHB, in their April 2018 study, has provided sufficient information that if a future building (small retail of about 15,000 sq. ft.) were located at CPK the parking generation shows a potential increase in the parking supply of about 85 spaces. If the building were to be removed from the parking projection the expected result would be a potential increase of fewer than 85 spaces in the parking supply.

6. A re-count of parking spaces should be performed. The last count of parking supply was conducted during May 2016 at 2,275 spaces. From observation, changes have occurred since then including, for example, existing spaces used by restaurants for take-out customers and HC spaces.

Update: The field inventory conducted in April 2018 verified the overall parking supply is 2,206. The difference accounts for the physical presence of building 1350 construction area and there will be an additional 82 spaces around building 1350 when it is completed.

7. Continue the enforcement of employee parking, for the shops, restaurants and businesses, to the off-street parking lots. Continued use, as needed, of the parking and shuttle bus service across from the Sheraton hotel and obtaining off-site parking at BSC in the lot adjacent to the swimming pool.

Update: The April 2018 study states that through it's Parking Demand Management efforts to better manage available parking on Site current initiatives include coordination with adjacent property owners to allow employees of MarkStreet to park off Site and be shuttled to MarketStreet.

8. Parking space loss due to snow storage events should be considered when considering the future needs of the development. During winter the parking spaces used to store snow plowing equipment as well as piles of sand and snow melting materials are generally adjacent to the Gaslight and Whalburgers restaurants. If practical, off-site locations should be considered to free up these spaces as well as the use of snow melting equipment and use of snow storage farms.

Update: The April 2018 study states that through it's Parking Demand Management efforts to better manage available parking on Site current initiatives include implementing snow management practices during winter months such as trucking snow off Site or melting it on Site to limit the number of parking spaces used for snow storage.

9. It is recommended that National Development evaluate alternate locations for a proposed parking structure. As presently proposed, the parking structure would be constructed adjacent to California Pizza Kitchen and located directly across from the residential area formed by Colonial Village and the MarketStreet Apartments. Residents there would experience the effects of increased traffic, noise, lights, etc. and several homes in this area could be less than 125 feet from the parking structure. A walk down was performed and two alternate locations, away from residents, were identified. These locations are the existing parking lot areas generally behind Whalburgers and Whole Foods. These alternate locations, being near Audubon Road, should be more accessible to/from Exit 42 and should promote its use by the public. Having the parking structure location adjacent to the proposed theatre as has been done at Legacy Place would appear to be a benefit since moviegoers want to park close to the theatre

Section 9.5.7.13 of the bylaws states "Structured parking in the Traditional Neighborhood Village Sub-District shall not exceed forty-five (45) feet in height and shall be approved as to capacity and location by the Approving Authority".

Update: Currently National Development is considering two alternate locations for the parking structure. Alternate 1 would be located adjacent to CPK and Alternate 2 located behind Whalburgers.

10. In the event that a 800 seat theatre is not going to be built but a future two story building, with say office and retail, is proposed adjacent to gaslight or CPK then a smaller parking structure may be needed. A parking generation study should be performed by VHB for this possibility.

Update: VHB, in their April 2018 study, has provided sufficient information that if a future building (small retail of about 15,000 sq. ft.) were located at CPK the parking generation shows a potential increase in the parking supply of about 85 spaces.

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APPENDIX

ABUTTER'S QUESTIONS & CONCERNS

PARKING STRUCTURE

LOCATION

- The proposal is to build a Theatre at Gaslight including a parking structure (garage) at CPK. That location is right on top of the residents at Colonial Village and MarketStreet Apartments subjecting them to all of the issues a parking garage may bring. Some of the abutter's are within 150'. Why not locate the parking structure on the west side adjacent to the Theatre at Gaslight or other location away from residents?
- The existing footprint bounded by sidewalk is about 85'x210' (est.), how do you fit 383 cars (as reported in Traffic Study) or was that footprint and location planned for other purposes?

DESIGN & AESTHETICS

- Since the garage will loom over the residents, what is the size of the footprint and the height?
- Will the garage be fabricated from precast concrete and side elements and not structural steel? The architecture should be the best?
- Will there be landscaping and screening elements around the garage perimeter?
- Will there be additional surface parking outside the perimeter of the garage? E.g. near the guardrails
- Will the signage and the entry/exit of cars be on Market Street out of view of the residents?
- How will the lights from the cars and garage ceiling not impact residents /abutter's during the night?
- How would you control the backed up traffic on King Rail as cars attempt to enter the garage during during heavy traffic event?
- How will you handle noise from Theatre and Restaurant customers returning to the garage, especially late at night?
- How do you handle the safety issues caused by parking farther away from theatre on a busy night (restaurants and alcohol)?
- How will you handle noise from snow blower and leaf blower?
- Will the garage be self-service?
- How will you handle car alarms going off, especially late at night?
- How will the noise pollution from the cars not impact the abutter's
- How do you ensure that the Lighting from cars, ceiling lights and roof lights will not affect the residents/abutter's
- During heavy traffic events the parking will overflow to resident lots