

-ADVISEMENT-
PARKING
(SUMMARY REPORT)

March 2018

Subcommittee: S. Yerardi

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, (5) required spaces for a proposed theatre with parking Structure and (6) 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 At the time of this writing National Development had withdrawn it's Theatre proposal until a later date and discovery on the design and aesthetics of the proposed parking structure was put aside.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, 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)

Parking demand assessment (page 13 of VHB) and Shared parking assessment (page 22 of VHB) are included.

- 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

Note: The full report, including figures and tables is available for review

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. 3 (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. The VHB report revealed a parking supply of 2,275 spaces resulting from their March 2016 field visit. A review of the VHB 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 (149 new and 234 replaced) 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 (48 new and 66 replacement). 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.

RECOMMENDATIONS/OBSERVATIONS

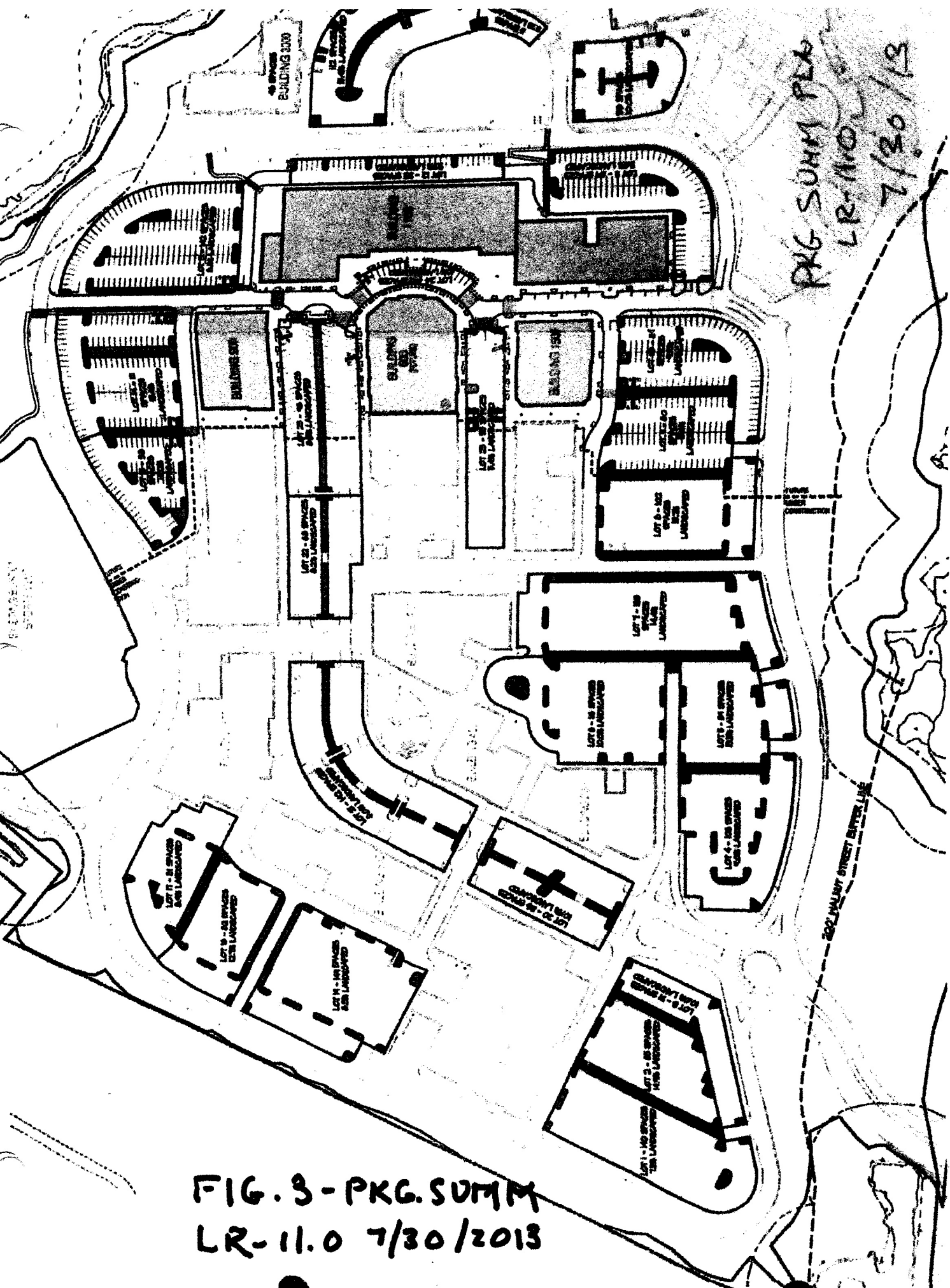
1. Place a dual directional parking sign at the roundabout entrance on MarketStreet in order to provide drivers additional parking options and help to lesson the backup that occurs on MarketStreet on-street parking. A sign would be installed on the existing island at the intersection of MarketStreet 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.
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.
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.

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.
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
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"

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. Based on Bylaw criteria the minimum number of required spaces is about 52% of that for the theatre. A parking generation study should be performed by VHB for this possibility.



COMPARISON OF PARKING SPACES OVER TIME

Lot #	5/2/08 # Spaces	2/1/11 # Spaces	7/30/13 # Spaces	4/28/14 # Spaces	2/24/17 # Spaces	Difference	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	0	
8	104	102	102	102	12	-90	net loss of
8A				0	18	18	66 spaces
8B				0	9	9	due to
9	87	87	80	85	82	-3	bidg 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		61	68	68	68	0	
23		96	96	114	114	0	
24	115	25	17	27	27	0	
25		68	58	58	58	0	
26		29	0	0	0	0	
Provided Spcs:							
SJY count	2298	2330	2243	2279	2213	-66	
Dwg. Chart	2251	2361	2245	2226	2231	5	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 OVER TIME

MARKET STREET LYNNFIELD

ANCHORS		CHILDREN'S APPAREL	
Kings	671	American Rhino	671
Whole Foods Market	671	Athleta Girl	671
		Carhartt	671
MEN'S & WOMEN'S APPAREL		FatFace UK	671
American Eagle Outfitters	671	Gap Kids	671
American Rhino	671	Gymboree	671
Banana Republic	671	Hanna Andersson	671
Carhartt	671	J.Crew/Crewcuts	671
Eddie Bauer	671	Justice	671
Express	671	Pink Parkway	671
FatFace UK	671	Pottery Barn Kids	671
Gap	671	Vineyard Vines	671
J.Crew/Crewcuts	671		
Lucky Brand	671	ACCESSORIES/SHOES	
lululemon athletica	671	1300 American Rhino	671
Nike Running	671	1325 Charming Charlie	671
Quintance*	671	678 Claire's	671
Tommy Bahama	671	1330 Eddie Bauer	671
Vineyard Vines	671	650 Everything But Water	671
		Francesca's	671
WOMEN'S APPAREL		The Grove Boutique & Café	671
Athleta	671	Lucky Brand	671
Chico's	671	Lunette Optic	671
Everything But Water	671	1325 Nike Running	671
Francesca's	671	1320 The Paper Store	671
The Grove Boutique & Café	671	Pia	671
J.Jill	671	Pretty Poppy	671
Loft	671	Tumi	671
The Paper Store	671	Victoria's Secret/Pink	671
Pia	671	Vineyard Vines	671
Pink Parkway	671		
Pretty Poppy	671	BATH, HEALTH & BEAUTY	
Soft Surroundings	671	Bluemercury	671
Victoria's Secret/Pink	671	James Joseph Salon	671
White House Black Market	671	Mane+Mani	671
		MiniLux	671
MEN'S APPAREL		Neem Medical Spa	671
Jos. A Bank Clothiers	671	& Wellness Center*	671
		Roosters Men's	671
		Grooming Center	671
		Sephora	671
		Soft Surroundings	671
		Victoria's Secret/Pink	671

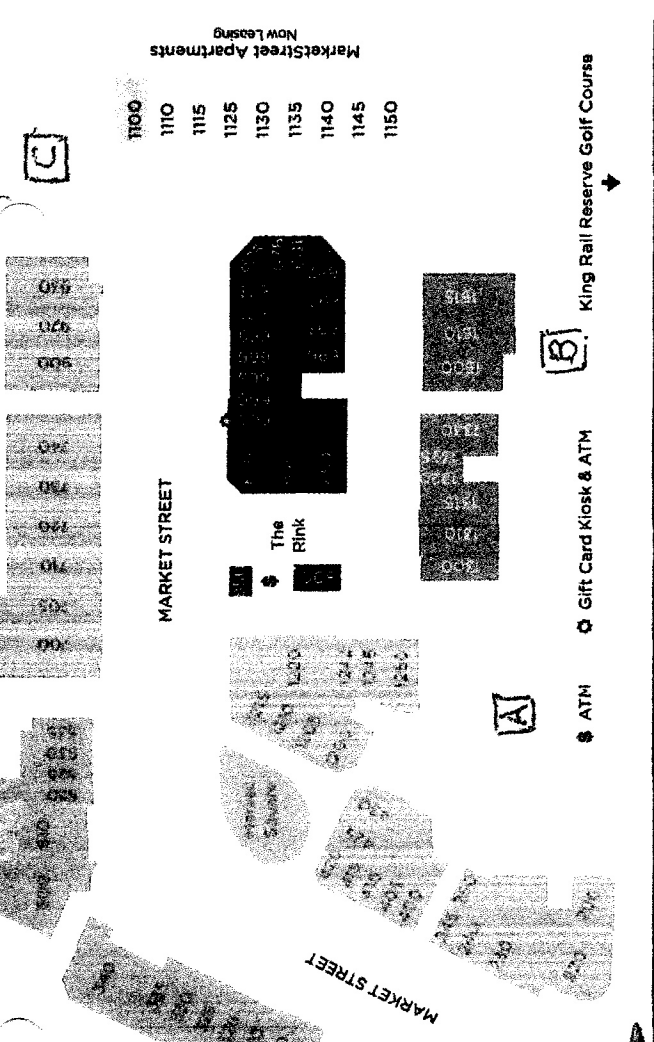
HOME FURNISHINGS	
The Grove Boutique & Café	
Pottery Barn	
Pottery Barn Kids	
Quintance*	
Soft Surroundings	
Williams-Sonoma	
Yankee Candle	
GIFTS, STATIONERY & TOYS	
DAVIDsTEA	
Francesca's	
The Grove Boutique & Café	
IT'SUGAR	
Learning Express Toys	
Paper Source	
The Paper Store	
Pia	
Polkadog Bakery	
Pottery Barn	
Pottery Barn Kids	
Pretty Poppy	
Quintance*	
Starbucks	
Tuck's Candy Factory	
Williams-Sonoma	
Yankee Candle	

ELECTRONICS/BOOKS	
Amazon Books	
Apple	
Verizon Wireless	
ENTERTAINMENT/SPECIALTY	
Everything But Water	
Kings	
Muse Paintbar	
Polkadog Bakery	
Skeleton Key*	
Tumi	
FITNESS/ATHLETIC APPAREL	
Athleta	
Eddie Bauer	
Fit Revolution*	
lululemon athletica	
Nike Running	
Pure Barre	
Solstice Power Yoga	
FOOD SPECIALTY	
Capital One Café	
DAVIDsTEA	
The Grove Boutique & Café	
IT'SUGAR	
J.P. Licks	
Starbucks	
Tuck's Candy Factory	
Whole Foods Market & Café	
Williams-Sonoma	

DINING	
Boloco	
California Pizza Kitchen	
Davio's Northern	
Italian Steakhouse	
Fat Biscuit Southern Table & Taps	
FuGaKy Japanese Cuisine	
Gastlight	
Kings	
Legal C Bar	
Muse Paintbar	
OTTO Pizza	
Panera Bread	
Rox's Gourmet Grilled Cheese	
sweetgreen	
Temazcal Tequila Cantina	
Wahlburgers	
Whole Foods Market & Café	
Yard House	
BUSINESS SERVICES/	
GUEST RELATIONS	
400 Al Merritt Community Room	
ATM	
Capital One Café	
Charles Schwab	
Horvath & Tremblay	
Lynnfield Media Programming	
MarketStreet Gift Cards	
MarketStreet Management	
Sachetta & Callahan	
SnowCap Technologies	
Venzon Wireless	

***Coming Soon!**

For opening dates visit
MARKETSTREETLYNNFIELD.COM



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 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