

**LOCATION:**

Newburyport, MA

**CLIENT:**

City of Newburyport  
Department of Planning & Development

**PROJECT TYPE:**

Parking Planning Study

**PROJECT SUMMARY:**

- Revenue Modeling
- Regulatory Recommendations
- Organizational Structure
- Parking Management
- Pedestrian Accessibility
- Permit Parking Programs

The City of Newburyport retained Traffic Solutions to develop a detailed Downtown Parking Management Plan. The Plan will allow Newburyport to establish a paid off-street parking program, integrate on-street parking management, and establish a parking department, division, or authority.

Traffic Solutions collaborated with the Mayor’s Office, the Planning and Development Office, and the Mayor’s Parking Task Force to accomplish the study’s objectives. Traffic Solutions helped manage the public information and participation processes. The plan builds on the substantial amount of previous planning for the downtown area.

There were three essential elements of the study. First, Traffic Solutions developed a detailed plan for an off-street paid parking system, including revenue collection infrastructure and personnel. Second, Traffic Solutions developed an integrated downtown parking management plan, including a review of the on-street parking supply, way-finding signage for parking facilities, recommending fine and fee structures, developing policies for implementation, and a review of crosswalks and traffic signals at intersections abutting parking facilities. It also included a study to confirm the need for a residential permit parking program to address concerns in adjacent residential neighborhoods. Last, Traffic Solutions recommended the formation of a municipal parking department to operate the system. The study resulted in a comprehensive plan to operate all parking systems, including recommendations for enabling legislation at the local and state level, a proposed staffing plan, and a division of labor amongst the various city departments having responsibilities in the program.

