

## LOCATION:

Watertown, MA

## CLIENT:

Town of Watertown  
Community Development & Planning

## PROJECT TYPE:

Downtown Parking Study

## PROJECT SUMMARY:

- ▶ Parking Inventory
- ▶ Parking Utilization
- ▶ Parking Demand & Supply Analysis
- ▶ Parking Management Strategies



Traffic Solutions, LLC was retained by Watertown's Community Development and Planning Department to undertake a parking study for Watertown Square. Watertown Square is the commercial heart of the town and the area which experiences the greatest demand for parking. Community officials have long been vexed as to whether the parking supply with the Square is adequate to meet the demand.

Traffic Solutions first undertook a detailed inventory of all available public and private parking spaces. The inventory included all on- and off-street municipally owned and managed parking spaces, both metered and un-metered, as well as all privately owned and managed parking spaces. Data collected included; the location, number of spaces, ownership details, type of parking, and use restrictions.

To determine how parking spaces were being used a parking utilization study was undertaken. This study involved detailed monitoring of parking spaces to calculate occupancy rates, turnover rates, and the effectiveness and appropriateness of parking regulations. A license plate survey was conducted to determine the origin of drivers using parking spaces within the Square and their parking behavior patterns. The license plate data was matched to the Registry of Motor Vehicles' database, and later mapped using GIS. In addition, Traffic Solutions undertook a detailed parking analysis using the parking requirements of the local zoning bylaw as well as the Institute of Transportation Engineers (ITE) standards.

With all the information collected Traffic Solutions was able to precisely compare supply and demand by location and time of day. A series of near-term and longer-term recommendations were made for better managing the parking supply within Watertown Square and for accommodating future demand. These recommendations varied from low-cost measures that could be implemented almost immediately through to more expensive and involved construction projects.