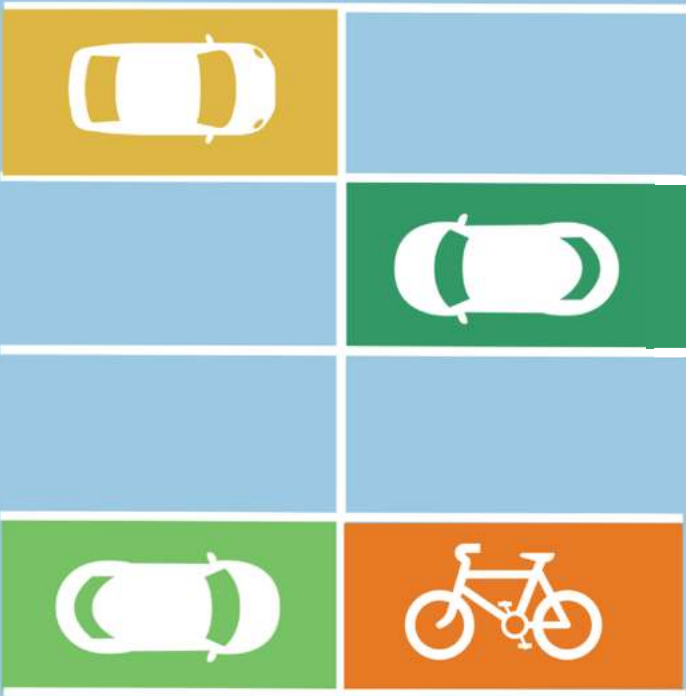




1. PROJECT INTRODUCTION

This report summarizes the findings and presents recommended strategies associated with the Coolidge Corner Parking Study. The Town identified a need for this parking and curb utilization and management study for the business district of Coolidge Corner through several previous efforts. These include the Rapid Recovery Plan for Coolidge Corner and JFK Crossing completed in 2021, which was part of a statewide effort to help communities bounce back from the economic impacts of the COVID-19 pandemic. The Town ultimately funded the study using federal American Rescue Plan Act (ARPA) funds. The Study components included:

- Review and evaluation of **over 2,850 parking spaces**
- Utilization counts for **typical weekday and Saturday** operations (not including special events)
- Review and evaluation of the Town's parking **management practices**, from enforcement to regulations
- **Public engagement** through workshops and a widely distributed survey
- **Bike parking inventory**, utilization, and assessment of infrastructure conditions

The consultant team worked with a team of Town staff members to define the geography for the study area (see page 6) and to develop ten goals to guide the analysis and outcomes of the parking study. These were also shared at community meetings in the fall and early winter of 2024.

The general process for the study which began in Spring 2024 included the following key tasks-

PROJECT PROCESS AND KEY STEPS



PROJECT GOALS



1. Maximize use of the **existing parking supply and avoid underutilized parking spaces**



2. A **parking management system** that works for residents, employees, customers, and visitors



3. A **customer-friendly parking environment**



4. **Safe and convenient pedestrian connections** to and from parking facilities



5. Efficient and effective parking enforcement and technology



6. Support long-term **economic vitality** of the business district



7. Access for **business and commerce** in Coolidge Corner



8. Parking requirements that support overall Town goals



9. Parking system management that **is aligned with other community goals and plans, including community mode share targets**



10. A system built on **data and transparency**

PARKING TODAY IN COOLIDGE CORNER

Area of Study

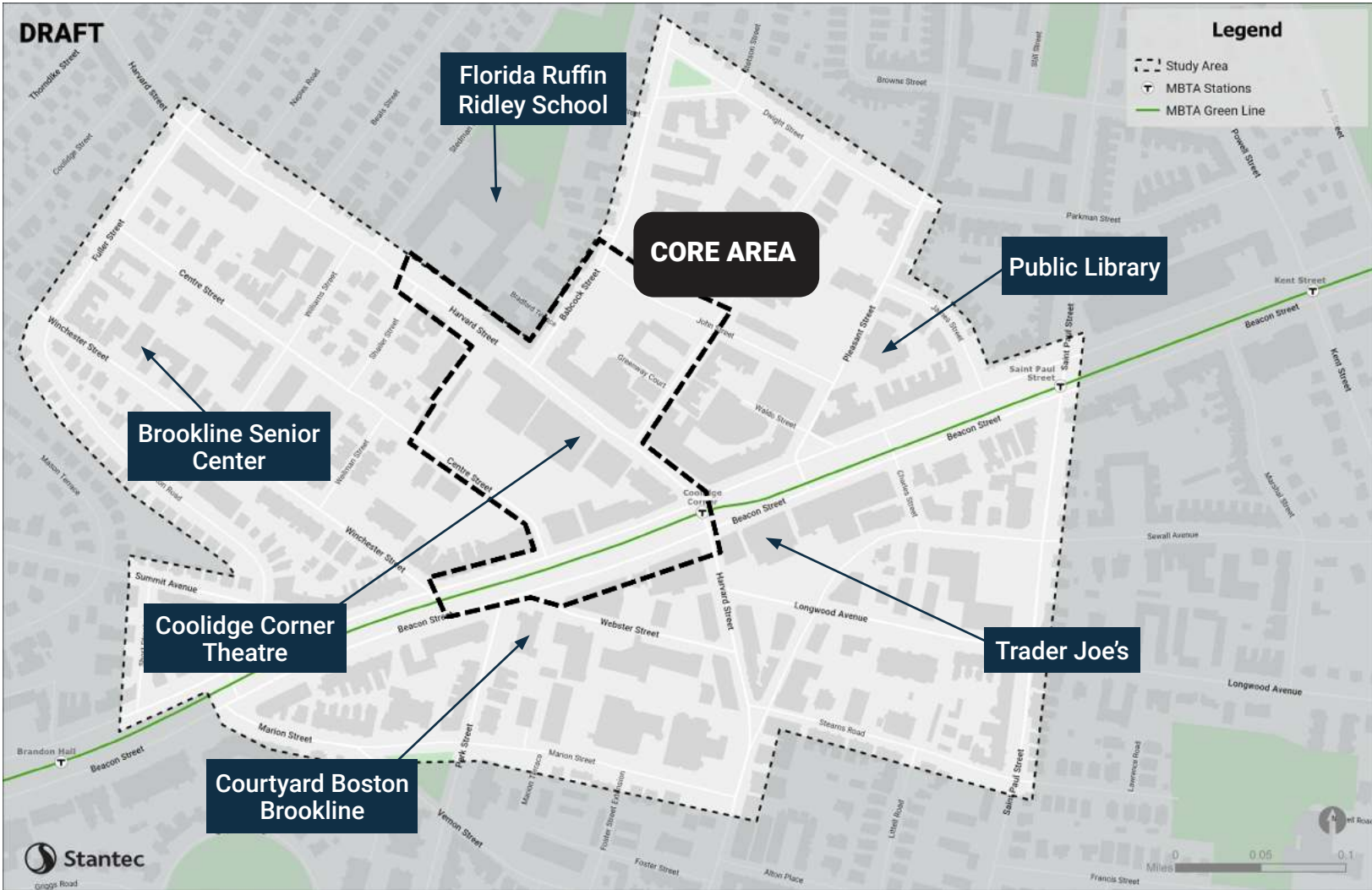
Coolidge Corner is Brookline's largest commercial area, centered at the intersection of Beacon Street and Harvard Street. Coolidge Corner holds a special place in the hearts and minds of thousands of people from across the region and across the world. Visited by scholars, performers, artists and patrons from all backgrounds as an icon of progressive thought and global culture, the urban transit village hosts top shopping, dining, and entertainment destinations for locals and travelers alike. As Coolidge Corner has aged, its bones as a historic, walkable village have remained mostly unchanged.

The map to the right shows the study area for the analysis, which includes a “core area” of parking and travel demand as well as areas of potential spillover demand, beyond. The area includes destinations such as the Coolidge Corner Theatre, the Brookline Senior Center, and Trader Joe's, as well as everyday destinations such as the post office. The study area also includes residential streets such as Winchester and Dwight Streets.

Parking options range from on-street metered spaces to Town-operated, off-street lots and destination-specific parking such as behind Bank of America. The presence of metered parking and off-street parking facilities helps manage the influx of cars, but finding a spot can still be challenging during peak times. This dynamic impacts how people plan their visits, and whether they are encouraged to stay and explore the area once arriving.

A diverse mix of uses in a dense area means that space is at a premium in Coolidge Corner and it is important to carefully weigh parking system changes against everything else that the community wishes to accomplish here.

Coolidge Corner Parking Study Area



Travel Options

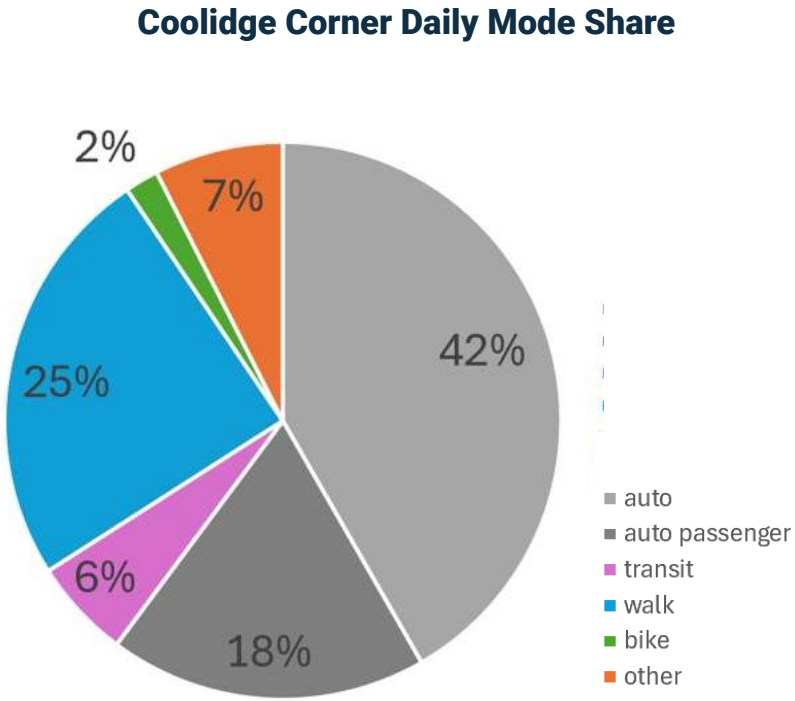
Coolidge Corner has multiple transportation options which are reflected in an analysis of how people travel to the area. Generally, it is walkable, with crosswalks, complete sidewalks, and pedestrian-level lighting throughout. Transit is also an option to get to Coolidge Corner, including via the MBTA's Green Line as well as the relatively frequent Route 66 bus. Biking is also an option; although the facilities on key streets like Harvard Street are unprotected, there are bicycle lanes along streets with lower speed limits that offer good cycling potential. Nine of the streets within the study area have vehicle volumes of less than 1,000. Looking at how people get to the area on a typical day shows that many are utilizing options beyond driving, with 40% arriving via transit, walking, biking, or some other option. Many people also arrive as a passenger in a car (e.g., rideshare). These mode choices mean that there is less pressure on the parking system than if everyone drove, which is what people might

choose to do in a completely auto-oriented destination. Coolidge Corner is the heart of the Town of Brookline and a vibrant neighborhood that holds unique significance for various groups. For residents, it offers a blend of historic charm and modern convenience, with its mix of independent boutiques, cozy cafes, and essential services. Visitors are drawn to its pedestrian-friendly streets, the iconic Coolidge Corner Theatre, and the rich cultural experiences, including diverse dining options and community events. Business owners appreciate the area's bustling atmosphere and a loyal customer base that values local shopping and dining. The neighborhood's walkability and the presence of landmarks like the S.S. Pierce Building and the birthplace of former U.S. President John F. Kennedy add to its appeal, making it a cherished hub rich with history.



Source: Boston Business Journal

Even though the majority of people who visit Coolidge Corner (60%) use a private vehicle, about 40% of the households do not own a vehicle. One quarter of the trips made in the area are made by walking. 'Other' trips are trips not included in any of the above categories and long trips of ~300 miles or greater.

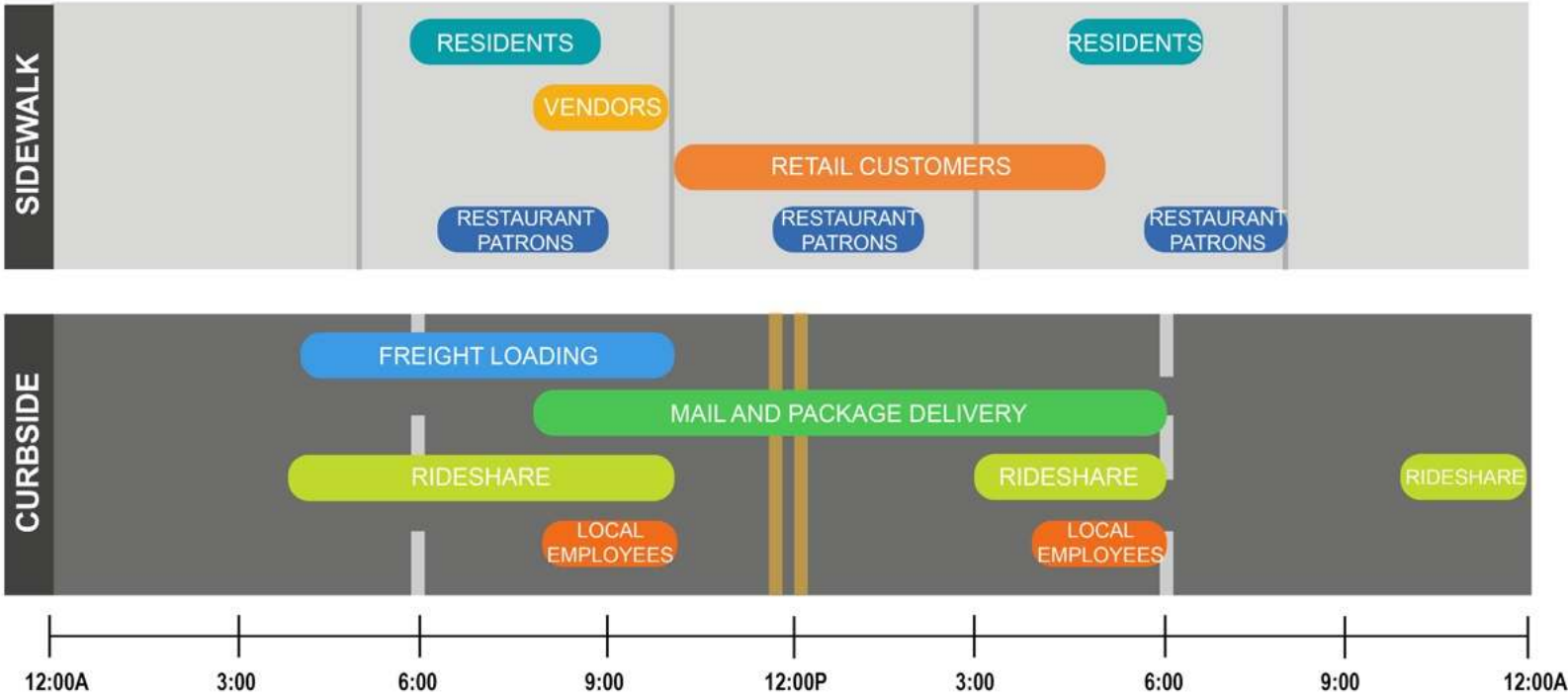


Source: [Replica data \(replicahq.com\)](https://replicahq.com), Spring-Summer-Fall 2024)

Competing Needs at the Curb

In addition to parking, Coolidge Corner’s curbside must accommodate various other needs, creating a complex and dynamic environment. The “curbside” is defined as the zone between the travelway of the street (parking lanes, bike lanes, vehicle travel lanes) and the sidewalk. In this zone, delivery trucks require space for loading and unloading goods, especially for local businesses that rely on timely shipments. Ridesharing services and public transportation compete for curbside access, necessitating designated drop-off and pick-up zones to ensure smooth traffic flow. The area must balance these demands with the need for safe and accessible pedestrian pathways, including adequate space for outdoor dining and community events. This intricate balancing act highlights the importance of thoughtful urban planning to meet the diverse needs of all users while maintaining the neighborhood’s vibrant and pedestrian-friendly character.

Visualization of How Curbside Demands Change Throughout the Day in a Typical Urban Environment



Some of the many functions that Coolidge Corner curbs support today...



Vehicle Parking



Rideshare Vehicles



Irregular Deliveries



Scheduled Public Transit



Scheduled Paratransit



Bike Lanes



Maintenance Work



Commercial Unloading



Daily Deliveries



Construction Work

PLANNING CONTEXT

Previous Planning Efforts and Recent Accomplishments

Since the study began in Spring 2024, the Town has been steadily making improvements and adjustments to its parking system. Some of these include:

- Rate adjustments
- Moving permit systems online
- Procuring new meters to replace existing meters that are past their useful life

The following recent plans and efforts developed by the Town of Brookline demonstrate a consistent and deliberate interest in maintaining a diversified and flexible transportation network that serves various modes. The following section outlines key components of these previous planning efforts that the study considered in its analysis and recommendations.

BROOKLINE VISION ZERO ACTION PLAN (2025)

The Town is currently in the final stages of developing this plan which will provide a critical path towards eliminating serious injuries and fatalities on Brookline’s roads. Recommendations including policy changes and potential road design concepts in areas of high crash densities will be framed within a systematic, Safe System Approach that prioritizes the safety of users of all modes.

TRANSPORTATION AND MOBILITY PLAN (2024)

- Recommended roadway asset management, maintenance, and preservation policy. **(POLICY NOW ACTIVE)** Design process calls for curb extensions, other traffic calming, and bicycle lanes, which could mean replacing on-street parking with these things in key locations
- The plan notes that parking considerations should be part of project prioritization.
- Mentions a future need for electric bicycle and scooter charging stations.

COMPLETE STREETS POLICY (2024)

- Recognizes that trucks and vans provide essential goods and services, the routes, access, and parking necessary to allow such vehicles to maneuver safely and efficiently should be considered.

Notes that where right of way constraints preclude the addition of transit, bicycle, or pedestrian facilities, or where such addition would create unsafe conditions. In these cases, the Town shall consider measures such as lane reduction, lane narrowing, on-street parking relocation or reduction, signage, traffic calming, and changes to flow direction to implement a lower-speed or shared street so that a typical driver would not feel comfortable driving above a safe speed.

BROOKLINE BRIDLE PATH FEASIBILITY STUDY AND CONCEPT PLAN (2023)

- Introduces a feasibility concept that reflects a compromise of maintaining as much median parking

adjacent to commercial centers, such as Coolidge Corner and Washington Square, and accommodating the widest shared-use path in the median.

- To accommodate the new multi-use path, the design includes moving parking spaces farther from the MBTA railbed. This adjustment creates a corridor for the path while maintaining parking availability. The project contemplates to convert some of the existing head-in angled parking along the median to reverse-angle parking. This change aims to improve safety for all users by enhancing visibility and reducing conflicts.

For much of the remaining corridor, angled parking in the median is converted to parallel parking. The shared-use path is widened, where possible, and buffered from parking to provide space for green infrastructure, street furnishings, and additional pedestrian space.

BROOKLINE GREEN ROUTES BICYCLE NETWORK PLAN (2023)

- Recommends filling bicycle network gaps along Beacon and Harvard Streets.
- Recommends establishing a safe cycling network on major streets throughout Brookline using a Protected Framework of treatments with physically separated or protect bicycles lanes.

Recommends separating motor vehicle pick-up/drop-off areas from walking and bicycle routes .

TOWN MEETING ARTICLE 31 (2022)

- Sets a goal to prioritize safe, space-efficient, and energy-efficient movement of people and goods over the movement and parking of private vehicles when designing and improving our public ways, with particular

focus on high-traffic routes, connectivity and directness.”

- Identifies a 2050 goal of a 75/25 sustainable transportation mode split:
 - 75% of trips are by human power (e.g., foot, bike, wheelchair), electric micro mobility (e.g., e-scooters, e-bikes, e-wheelchairs), or electric shared rides (e.g., electric public transit, electric carpools).
 - 25% of trips are by single-occupant or single-passenger electric cars or trucks.

2030 interim goal shows 30% of progress needed of overall goal (30% of Brookline’s registered vehicles are electric).

COOLIDGE CORNER AND JFK CROSSING RAPID RECOVERY PLAN (2021)

Identifies a best practice from Cambridge that illustrates pop-up commercial activity occupying parking facilities.

- Best practices with respect to outdoor dining include parking lane patios.
- Recommends the re-envisioning and activation of Centre Street Lot.
 - The development of a multipurpose parking deck.
 - Activation of the Centre Street Lot as a community gathering space.
- Identifies parking demand and capacity as risk related to streetscape improvement project.
- Includes best practices to emphasize walking trips over parking.
- Recommends creating and applying an outdoor dining toolkit whether in parking lane or immediately adjacent sidewalk.
- Considers best practices in parking design, including

parklets, bike corral, reverse angle parking, on-street carshare spaces.

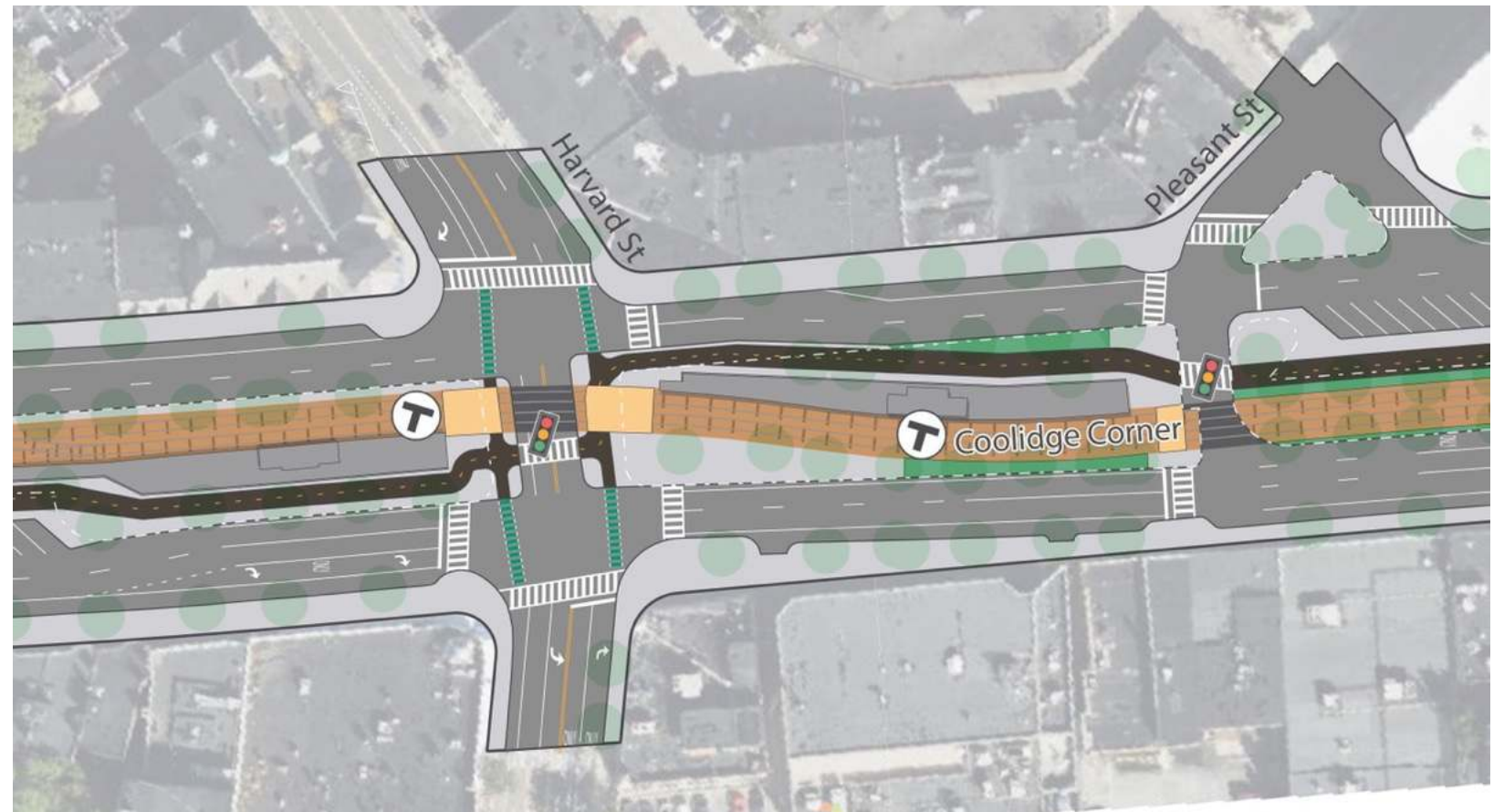
PERSPECTIVES AND OPPORTUNITIES FOR BROOKLINE’S COMMERCIAL AREA (2018)

- Recommends reviewing the potential of turning the Centre Street parking lot into a below-ground parking garage with surface greenery.
- Recommends prioritizing development parcels in

Coolidge Corner, some of which provide surface parking today (Centre Street Parking Lot, Beacon Street west of Coolidge Corner Green Line station, and along Harvard Street).

CLIMATE ACTION PLAN (2017)

- Includes proposed ratios for EV charging station requirements.
- Includes proposed code changes to require green infrastructure/low impact development review for parking lots.



Brookline Bridle Path Concept Plan



2. DATA AND ANALYSIS



The data and analysis component of the parking study was focused on several different areas, including:

- What parking assets exist today (i.e., the vehicle and bike parking inventories)
- How components of the parking system are advertised to be used (i.e., regulation/wayfinding signage, and parking information shared amongst various platforms)
- How components of the parking system are actually used (i.e., parking utilization, payment options, demand for permits)
- How the parking system interacts or connects with other essential transportation assets (i.e., multimodal analysis)
- What the utilization of the existing parking inventory in relation to existing and future projected land uses means for the future supply (i.e., the parking demand model)
- How the experience of the parking system is perceived by those who use it (i.e., community/stakeholder feedback)

This combination of quantitative and qualitative data guarantees that the Town is equipped with an accurate and comprehensive understanding of parking in Coolidge Corner as an interconnected network that relies on coordination and flexibility to function efficiently while also serving the community in a fair and responsive way.

The data shared in this section can provide the foundation for ongoing data collection that the Town can periodically update to easily understand when parts of the parking system need re-assessing or adjustment; Coolidge Corner's environment and economy is dynamic and its parking system should be, too.

1.1 INVENTORY OVERVIEW

Vehicle Parking

A complete understanding of parking supply and regulation is a basic component to understanding parking patterns and local knowledge of what locations are most accommodating. This study documented public and private parking facilities, both on- and off-street, in the Coolidge Corner Study Area. The totals represented in this report include all parking within the study area, with the exception of small, private residential parking areas such as driveways and gated parking facilities. This work serves as the baseline for all information calculated and analyzed over the course of the project.

To gather the most accurate understanding of Coolidge Corner’s existing parking, the team recorded regulations within the defined study area (on foot) as they would be viewed by a first-time visitor to Coolidge Corner. The team collected data on May 2nd, 2024. This study’s inventory represents the current signage and usage rather than the legal status of ownership of parking areas.

There are 2,852 public and private spaces in Coolidge Corner and surrounding areas. It is important to emphasize that today, not all of these spaces are open to the public at all times, which contributes to the parking crunch despite the fact that some spaces exist and are empty during key time periods.

Evaluation of Coolidge Corner’s overall parking system reveals several key findings about how parking works in the community, which are identified later in this section.



Example of one of the route maps used by data collectors to count every single on- and off-street parking space in the Coolidge Corner study area

Regulation Definitions

The maps and tables on the following pages illustrate how parking in Coolidge Corner is distributed amongst an array of categories and user permissions. Overall, 54% of the parking is ‘restricted,’ or in other words, “reserved” for customers, tenants, or visitors of the business or establishment with which the parking is associated. The remainder of the parking supply for each area is available to the general public.

INVENTORY AND REGULATION OVERVIEW

With consideration of its density, the study area has a significant amount of on- and off-street parking assets, including several surface parking lots and one public parking garage (the Marriott Garage). There are also many privately-owned and restricted, off-street parking lots for customers of local businesses, visitors, employees, and other specific groups of users.

There are 25 different on-street parking regulations in the study area, which have been summarized for readability (see page 17). However, it is important to highlight that users have to sometimes interpret regulations- for example, in some locations signs read ‘permit parking only in the morning between Monday through Friday,’ but others do not include days of the week when the regulation is in effect. This can be confusing for users, particularly new customers, as they try to navigate the system; it can also be challenging to enforce, accurately.

The off-street system is also complex. There are five publicly available facilities, plus the Marriott Garage, all of which function differently. The East Centre Street lot is the most prominent (i.e., easily-visible) parking option, offering paid parking throughout the day and night as well as some permit parking; the Babcock and Webster lots offer the same option. There is a chunk of time in the early evening, however, when parking in these lots are unregulated, again contributing to instances of potential confusion for users trying to understand the system.

LIST OF SIMPLIFIED COOLIDGE CORNER PARKING REGULATION CATEGORIES

PUBLIC

These spaces (e.g., to the right) are categorized as those **available to all users** regardless of their destination – they are not associated with a private business. This category includes parking associated with a time limit, or that is paid.



PERMIT

These spaces (e.g., to the right) are categorized as **spaces** available to users with a special permit during a specified time, and to the general public during non-specified times.



RESTRICTED

These spaces (e.g., to the right) are **privately-owned** and often restricted to users of a certain business or residents (i.e., “bank parking only,” “tenants only,” etc.) Restricted parking also includes loading zones that are either commercial loading zones or dedicated to specific businesses.



Sample of various parking regulations signs seen throughout Coolidge Corner...



Coolidge Corner Parking Inventory and Regulations

2,852 TOTAL SPACES

Some of the on-street regulations are very similar to each other (see below) and can be confusing to users who are unfamiliar with the area.

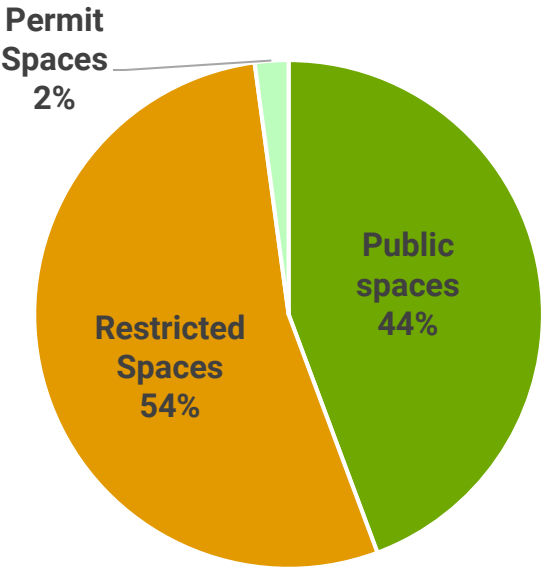


Coolidge Corner Parking Inventory by Regulation

General Category	Summary Regulation	Inventory	% of Sub-Total
On-Street (Primary Weekday Regulation)			
Public Spaces	2-Hr Metered Parking, Varying Time Restrictions of Day/Week	183	21%
Public Spaces	2-Hr Non-Metered Parking: No Restrictions	260	30%
Restricted Spaces	Reserved Parking in Morning, 2-Hr Non-Metered Parking rest of day	111	13%
Public Spaces	No Parking in AM, 2-Hr Non-Metered rest of day	59	7%
Public Spaces	3-Hr Metered Parking, Varying Time Restrictions of Day/Week	170	20%
Public Spaces	Handicapped Space	31	4%
Restricted Spaces	Loading Zone, Varying Time Restrictions of Day/Week	16	2%
Public Spaces	10-Min Parking	3	<1%
Public Spaces	15-Min Parking	4	<1%
Public Spaces	30-Min Parking	13	2%
Public Spaces	Taxi Stand	4	<1%
Public Spaces	Under Construction	8	1%
Total		862	

**Inventory does not include spaces under construction and residential underground/gated spaces*

General Category	Summary Regulation	Inventory	% of Sub-Total
Off-Street (Primary Weekday Regulation)			
Public Spaces	Public Parking, 4-Hr Limit	206	10%
Public Spaces	Public Parking, 3-Hr Limit	72	4%
Public Spaces	3-Hr Metered Parking Lot (Beacon St)	114	6%
Permit Spaces	Permit Parking, Publicly Owned	61	3%
Public Spaces	Brookline Garage (no time limit)	141	7%
Restricted Spaces	Private Parking	1,396	70%
Total		1,990	



The table on page 19 demonstrates how parking regulations vary throughout the day for the public off-street facilities in Coolidge Corner. There are three types of regulations: Daytime Commercial Lot Permits, Residential Overnight Permit, and Paid Parking. If a particular regulation is not present at any of the facilities, it is marked by gray shaded cells. Light green cells represent permit parking restricted to permit holders, while dark green cells represent paid parking open to everyone. For example, West Centre Street Lot allows 'Daytime Permit parking only from 9AM-8PM' and 'Residential Permit parking only from 8PM-9AM,' while there is no public, paid parking available at any point of the day.

The system is somewhat set up to manage demand differently in the core area of Coolidge Corner compared to the periphery of the study area, but currently only through the assignment of time limits. These vary by location but the price of parking does not. Most off-street parking has a 3-hour limit, however Fuller Street Lot and East Centre Street Lot are exceptions, and both have a 4-hour parking limit. Some on-street paid parking has a 2-hour limit, especially in the core area near the Harvard and Beacon Street intersection, whereas on-street paid parking on the periphery has a 3-hour time limit. All parking that is not paid has a 2-hour Town-wide limit. As the map to the right shows, this mostly creates a system where the core offers shorter time limits, which in effect forces visitors to spend less time than they may desire. The East Centre Street Lot and the median parking on Beacon do not necessarily fit this system.

Metered Parking Time Limits



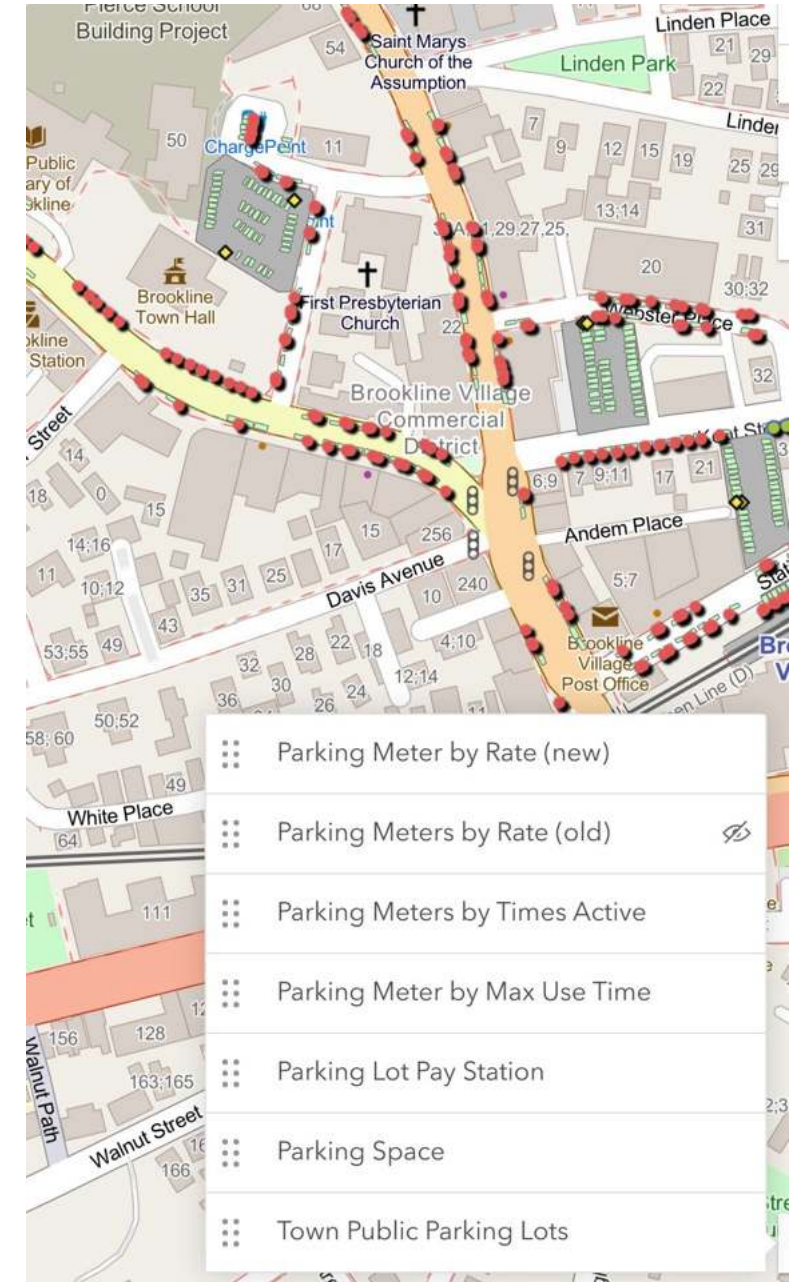
Coolidge Corner Parking Regulations by Time of Day (Public Lots)

General Category	Regulation	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	2AM	3AM	4AM		
East Centre St Lot	Daytime Permit	Not permitted during any time of the day																						
	Residential Permit	PPA	Not permitted during this time										Permit Parking Allowed											
	Paid Parking	Public 4-hour parking												Unregulated		Public Metered overnight								
West Centre St Lot	Daytime Permit		Permit Parking Allowed										Not permitted during this time											
	Residential Permit	PPA	Not permitted during this time										Permit Parking Allowed											
	Paid Parking	Not permitted during any time of the day																						
John Street Lot	Daytime Permit		Permit Parking Allowed										Not permitted during this time											
	Residential Permit	PPA	Not permitted during this time										Permit Parking Allowed											
	Paid Parking	Not permitted during any time of the day																						
Babcock Lot	Daytime Permit	Not permitted during any time of the day																						
	Residential Permit	PPA		Not permitted during this time										Permit Parking Allowed										
	Paid Parking	Public 3-hour parking												Unregulated		Public Metered overnight								
Webster Lot	Daytime Permit	Not permitted during any time of the day																						
	Residential Permit	Not permitted during any time of the day																						
	Paid Parking	Public 3-hour parking												Unregulated		Public Metered overnight								
Fuller St Lot	Daytime Permit	Not permitted during any time of the day																						
	Residential Permit	PPA	Not permitted during this time										Permit Parking Allowed											
	Paid Parking	Public 4-hour parking													Public Metered overnight (no time limit)									



Parking Inventory Highlights

- Almost **half of the parking in Coolidge Corner is privately owned** and restricted in some way.
- There are **1,336 publicly available spaces** in Coolidge Corner. **921 are within a 5-minute walk** of the intersection of Harvard and Beacon Streets.
- There are **25 different on-street regulations** in Coolidge Corner.
- There are a variety of **time restrictions**, which can signal to people that they have to leave Coolidge Corner at a set time:
 - 47% of the publicly available spaces offer **2-hour parking**.
 - All streets not metered are **free but subject to 2-hour limits**, and no parking between 2AM - 6AM
 - There are approximately 350 **3-hour parking spaces** and around 200 **4-hour parking spaces**.
 - For those staying longer than 4 hours before 8PM, the **only option is the Marriott Garage or obtaining a permit**, which may deter visitors and present challenges for employees without permits.
 - Paid parking is in effect through 8PM, ideally maintaining some **availability through the dinner hour**.
 - There is **no variation in price** per hour across the study area, which may not align with demand patterns.
 - Between 8PM and 11PM, there is unregulated parking in some off-street publicly available lots. Beyond these hours, the Townwide regulation of 2-hour parking limits applies.
 - Some users are **sharing parking**, for example Trader Joe's and the lot directly to the east.
 - There are **16 loading zones** spread evenly across Beacon Street and Harvard Street, as well as side streets next to them.



Currently, the Town hosts an interactive, online map of the public parking inventory- the Brookline Public Parking Finder

Bicycle Parking

The team also evaluated bicycle parking in Coolidge Corner. Field data collection was conducted on May 22nd, 2024. The inventory data collected includes **“formal” bike parking structures**, which include the following bike rack design types (see photos on this page, for reference):

- a. Inverted U (Series)
- b. Inverted U (Single)
- c. Post and Ring
- d. Undulating
- e. Grid/Comb
- f. Decorative

The team also evaluated **“informal” bike parking locations**, such as where bikes were parked but no signage or infrastructure existed (e.g., the bike was tied to a post or around a tree). See page 23 for examples.

The team created two sets of inventories for the formal bicycle parking – ‘intended inventory,’ and ‘practical inventory.’ Intended inventory refers to the number of bikes a given structure seemed designed to accommodate. Practical inventory refers to the number of bikes that can be parked at the structure when considering factors such as varying bike sizes, physical obstructions, etc. The overall inventory does not include bike racks that the team could not access, such as indoor at local businesses or in garages.

Overall, 59 formal bike parking structures were identified. These bike parking facilities are intended to park 184 personal bikes but can practically accommodate only 169 bikes. Some of these bike racks are located on private property (e.g., parking lot of an apartment complex). These

private bike parking structures tend to have a larger number of intended parking spaces but are not close to commercial areas. Many are also in a state of disrepair. Trash cans and outdoor dining patios were observed to obstruct some town-owned, sidewalk bike racks, thus reducing their practical capacity. Most bike parking is on sidewalks, about two feet from the curb, and is designed for two to four bikes each.

Not all bicycle rack designs in Coolidge Corner meet the latest best-practice standards set by The Association of Pedestrian and Bicycle Professionals (APBP), including the number of ways one can secure a bike to a rack as well as guidance on spacing and other placement details. The Town’s own guidance on bike parking references these standards, which will be important for future installations.

The Town has an online form that allows residents to request new bike parking. Requests can be submitted via online form or directly to Brookline’s Transportation Division- 617-730-2177, transportation@brooklinema.gov. The Town’s website identifies that Brookline DPW will only install post and ring, parking meter post racks, and inverted U rack styles.

Residents can submit requests either with or without a financial or material contribution. Requests made without a contribution will be considered based on the availability of funds and demand for a rack in the indicated area. Requests made with a donation must be accepted by the Select Board, and contributions go directly towards the bike rack installation and infrastructure. The requests are reviewed, evaluated, and prioritized in areas with a higher demand for bicycle parking and lack of adequate existing bike parking. The location of request bike racks must meet the Town’s accessibility requirements and may only be installed on Town property.

Bicycle Rack Types in Coolidge Corner Today



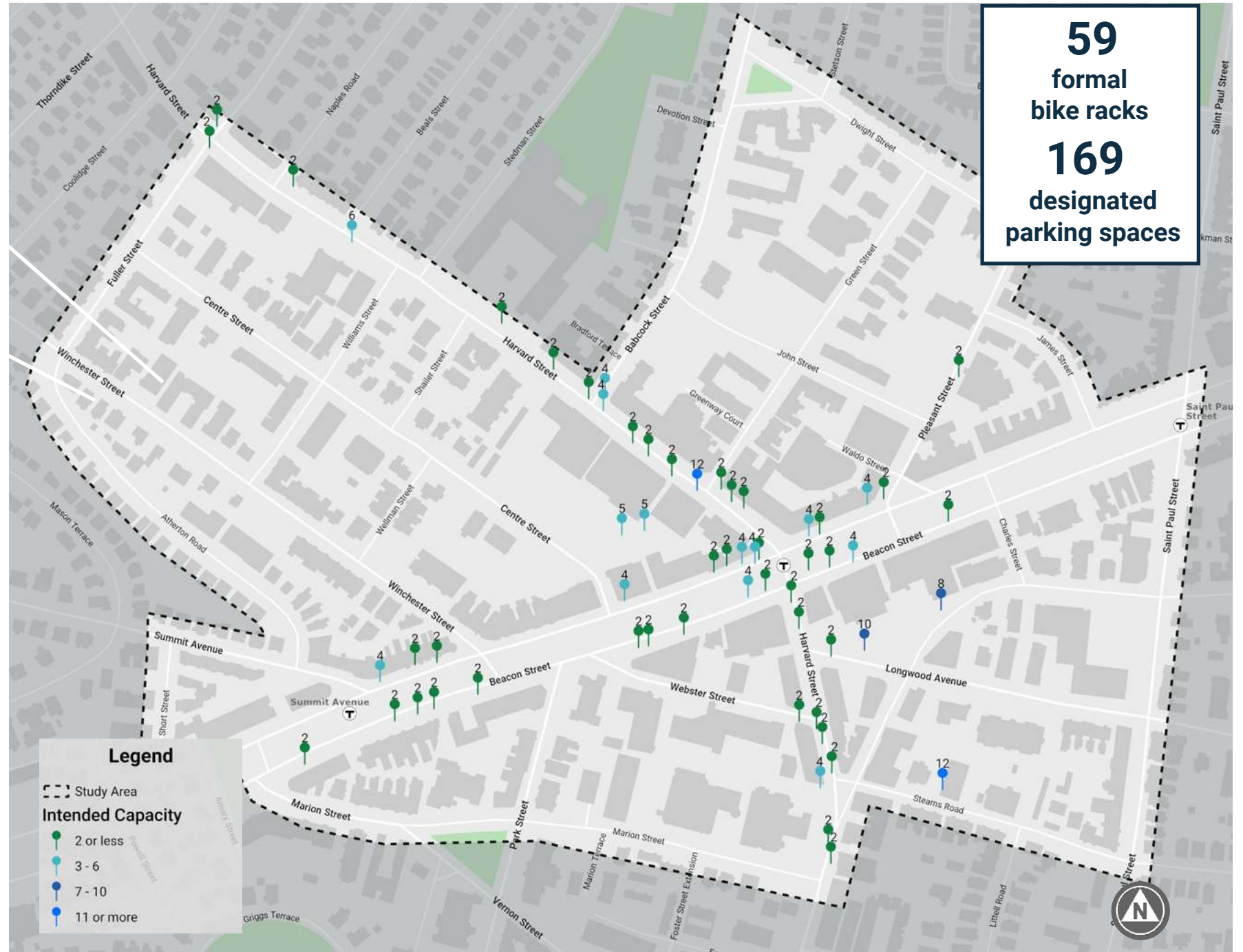
Coolidge Corner Bicycle Parking Inventory*

169 TOTAL SPACES

* excludes Blue Bike stations

Formal Bike Rack Inventory by Type

Bicycle Rack Type	Number	% of Inventory
a. Inverted U (Series)	11	28%
b. Inverted U (Single)	24	28%
c. Post and Ring	17	22%
d. Undulating	3	11%
e. Grid/Comb	3	9%
f. Decorative	1	1%



Types of Informal Bike Parking Observed on May 22, 2024

Informal Bike Parking Approach (i.e., alternate fixture utilized)	# of Observed Informal Parking Occurrences
Utility Sign Post (locked to or with bike leaning against)	13
Parking Meter (locked to or with bike leaning against)	6
Railing	2
Tree Trunk	2
Fence Post	1
Other	1



In spite of bike parking options available today, people often “create” their own informal bike parking approach, out of necessity.

This may be due to:

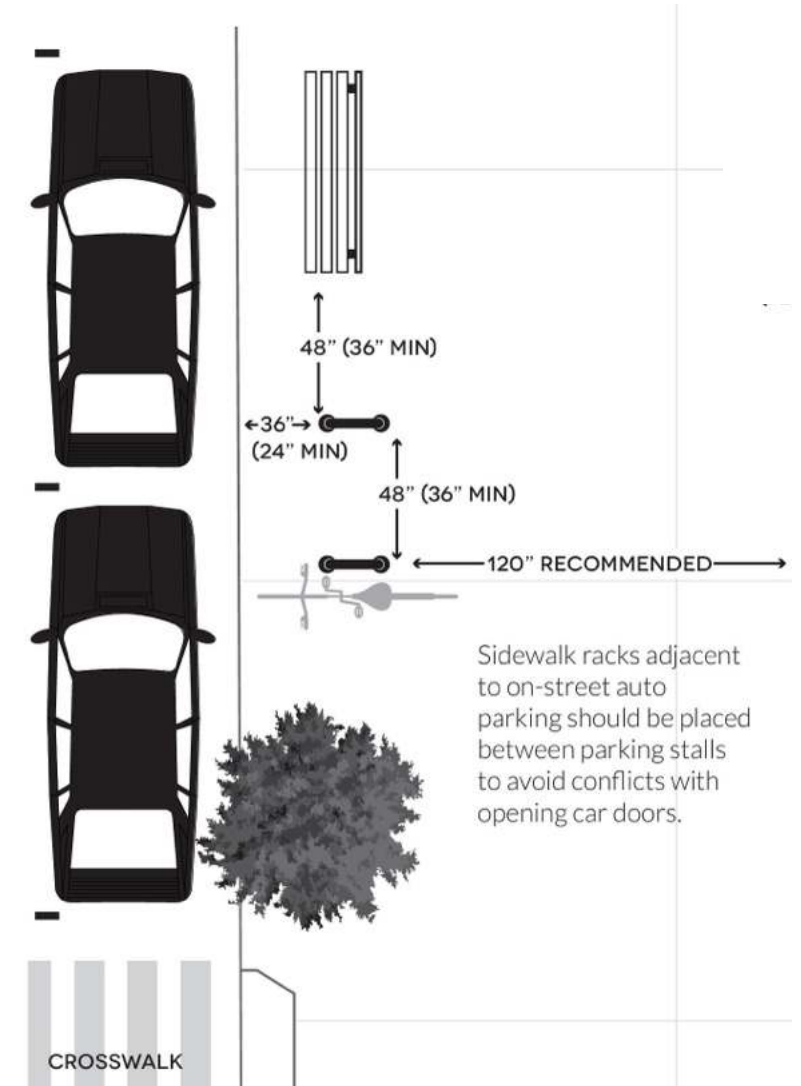
- Available formal racks not being convenient to destinations
- Perception that location of bike rack is “insecure” or prone to potential theft or damage
- Placement or positioning of rack in relation to other sidewalk elements is awkward
- Type of bicycle (e.g., cargo or with trailer) too long to be accommodated by formal bike racks





Bicycle Parking Key Takeaways

- There is enough bicycle parking to accommodate demand throughout Coolidge Corner but **informal bicycle parking shows that it may not cover all the places people want to go.**
- **Best practice standards for rack type and placement are available** (example to the right) but not consistently implemented today.
- The majority is **on-street through inverted U facilities** and located on Beacon Street and Harvard Street.
- The **majority of publicly available bicycle parking is in good condition**, adequately spaced from the curb.
- A concentration of bikes locked to informal structures can be found **around John Street, Green Street, and the Library**. These areas may benefit by the addition of new public facilities.
- Although there are higher-capacity racks such as undulating and grid/comb, issues such as spacing, curb placement, and private access **limit their functional capacity.**
- There is **no wayfinding related to bike parking** in the study area.
- There are **no high-security (i.e. covered, locked) parking spaces in the study area**, which may prevent longer-term users and/or users with security concerns; this is particularly applicable to people who may want to use e-bikes to come downtown as those are costly.



APBP guidance on sidewalk rack placement, currently included in Brookline's Bicycle Parking Design Standards

1.2 PARKING UTILIZATION ANALYSIS

The study conducted **parking utilization** counts in all private and public facilities during two typical weekdays (**May 2nd, 2024 and May 9th, 2024**) and a typical weekend day (**May 4th, 2024**) to represent usual conditions of parking demand in Coolidge Corner. The team also conducted **bicycle parking utilization** counts on **May 22nd, 2024**, a weekday. Counts included multiple time periods to understand how demand changes throughout the day: 9AM, 12PM, 4PM, and 6PM on the weekday, and 11AM, 3PM, and 7PM on the weekend.

To ensure efficient parking management operations in any urban area, it is ideal to maintain at least one empty space on each block of street parking to ensure easy visitor access to destinations. This typically equates to about one out of eight spaces free, or a target of 15% vacant per block. Similarly, a goal of at least 10% vacancy is considered ideal in off-street lots (this occupancy target assessment ensures that front-door spaces are available for those who need them – such as those with mobility challenges). If any facility has less availability than this, it is usually the case that users arrive to a full lot or have significant trouble finding space. However, if a facility has substantially more availability (especially in high-demand areas), this points to conditions or regulations that may be keeping potential parkers away, including lack of demand as well as practical factors such as walkability, price, time limits, or wayfinding.

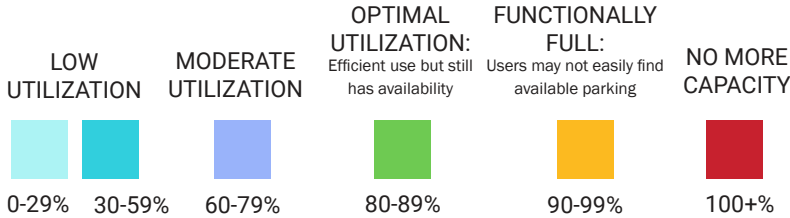
Identifying where and when parking spaces are being utilized can lead to potential understanding around the factors of why spaces are being used – this can be due to

a combination of things, such as their location to popular destinations (i.e., front door access), awareness of the facility whether there is a time limit (i.e., whether it meets the needs of a visitor making a short trip vs. an employee), and more.

Understanding Utilization Maps

The series of maps and charts throughout the following pages illustrate the results of the parking counts conducted for Coolidge Corner. The maps demonstrate utilization levels for each individual parking facility or space (see following page). The bar charts illustrate how utilization levels change throughout an entire day for different types of parking within the overall supply.

The color scheme used here applies to the maps in this report section.



Example of low utilization



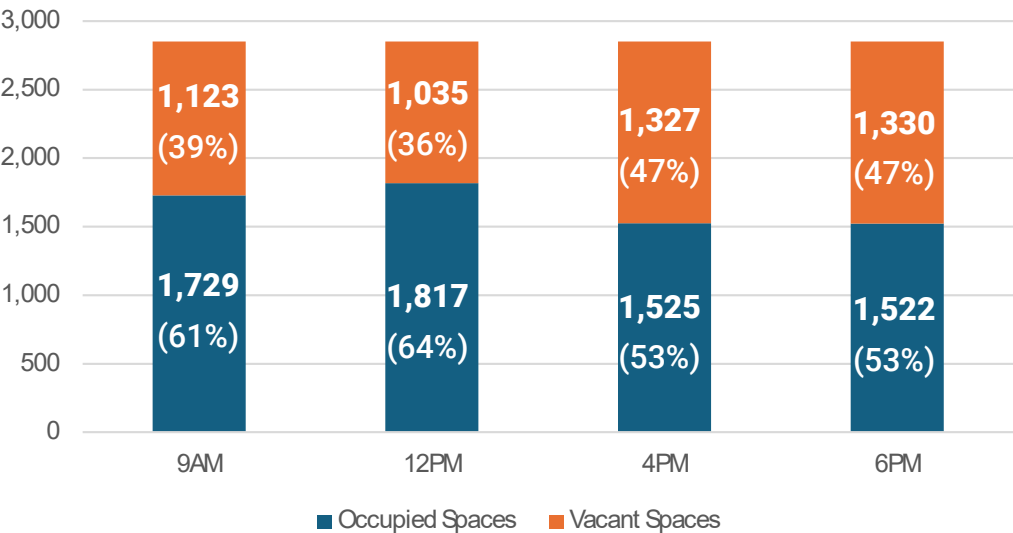
Example of optimal utilization



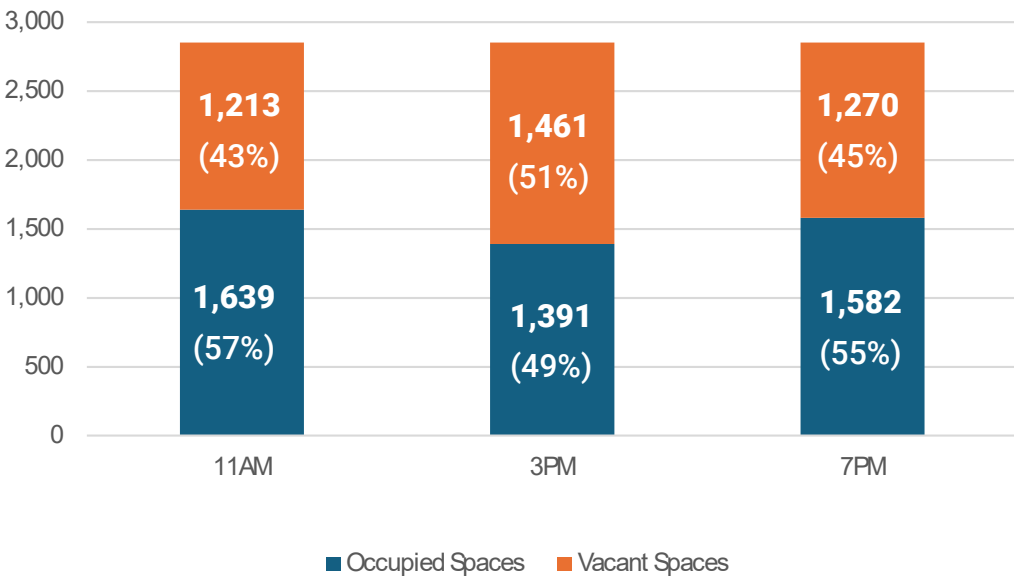
Example of functionally full utilization

Analyzing Vehicle Parking Utilization by Day

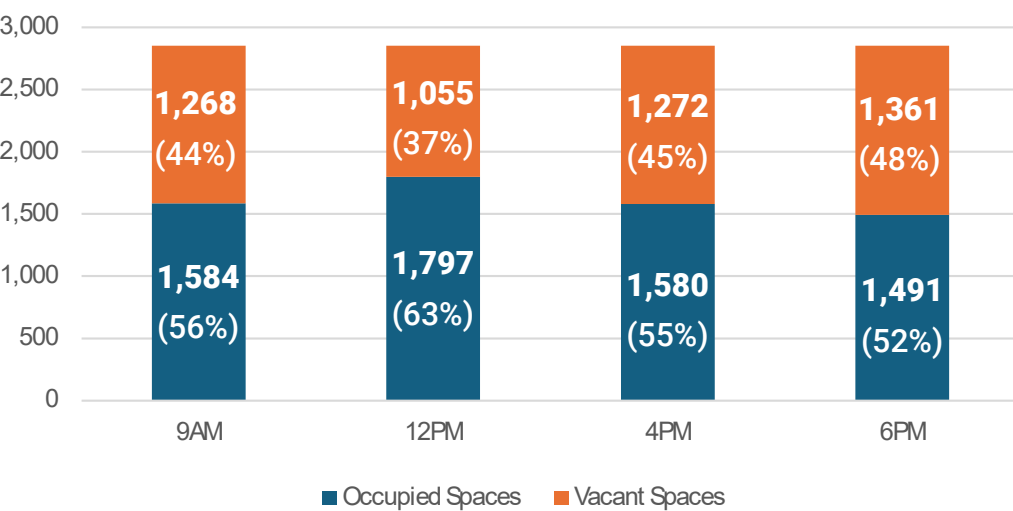
May 2, 2024 (Thursday) Utilization (all spaces- 2,852)



May 4, 2024 (Saturday) Utilization (all spaces- 2,852)



May 9, 2024 (Thursday) Utilization (all spaces- 2,852)

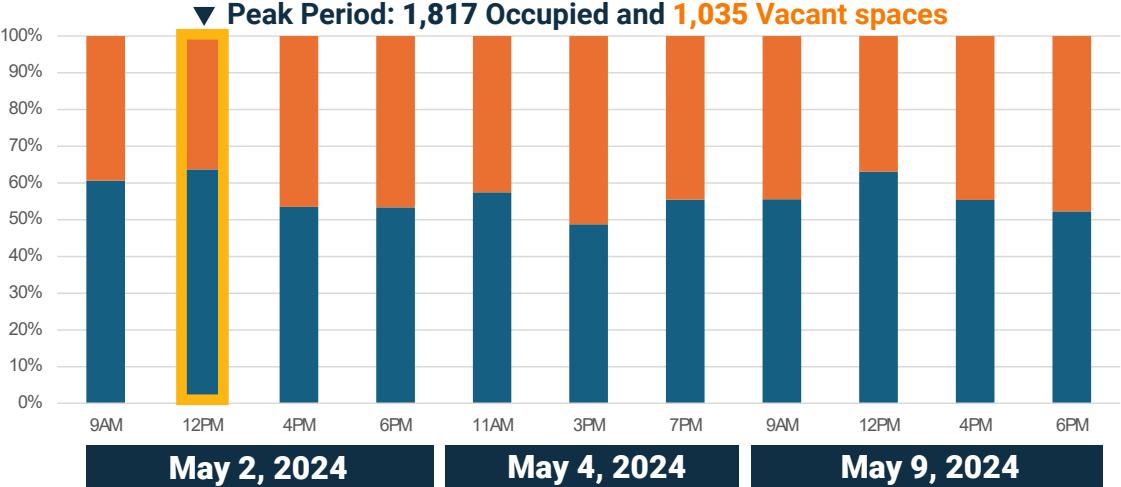


Utilization patterns throughout the day are nearly identical for counts taken on different typical weekdays, with the peaks occurring at midday.

The typical weekend utilization pattern is slightly different, as expected, with a bit higher demand for parking during both the morning/brunch and evening/dinner periods.

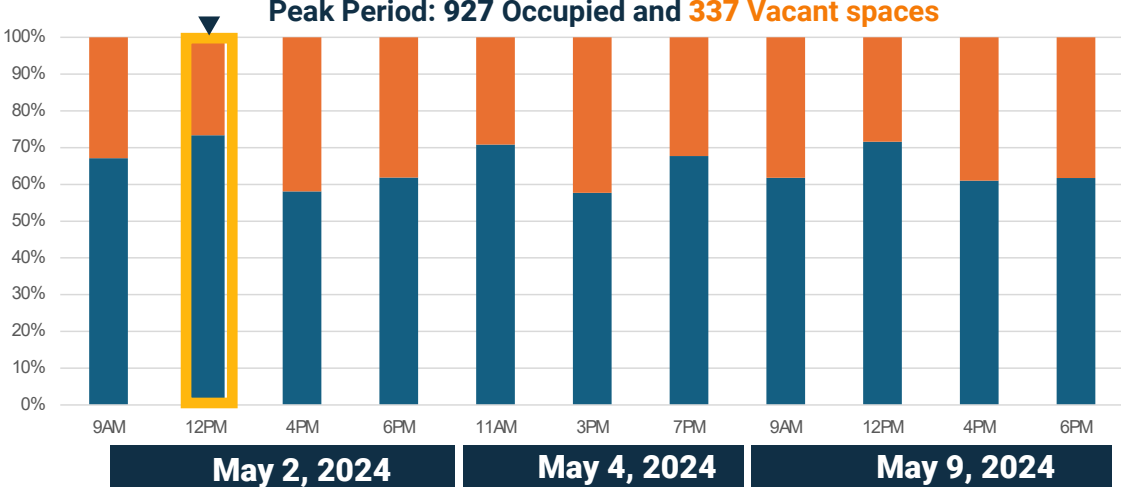
Analyzing Vehicle Parking Utilization by Parking Type (All Time Periods Collected)

Overall Inventory (2,852 spaces)



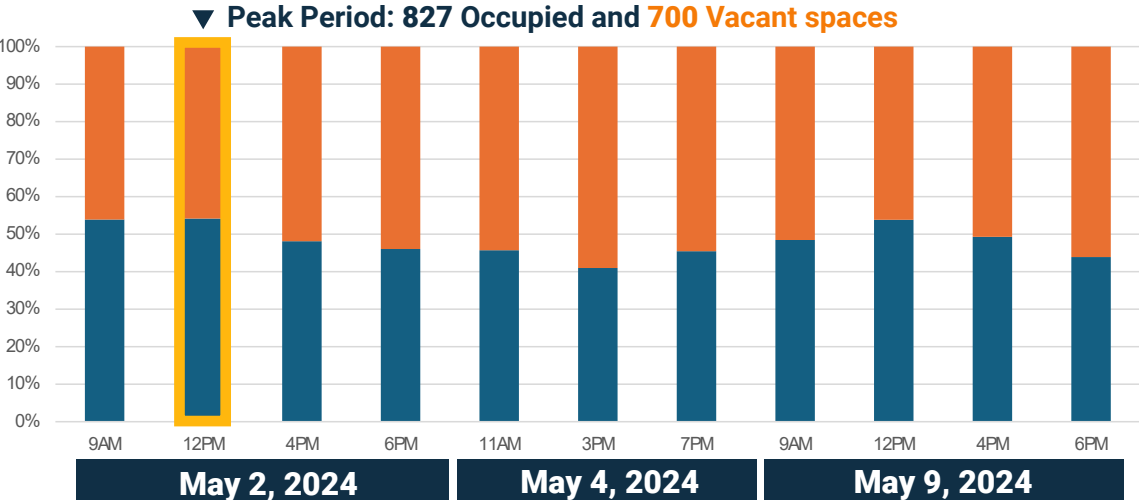
A significant number of spaces is available, even at the peak period, but why some types of parking are utilized more is dependent on a range of factors.

Public Inventory (1,264 spaces)



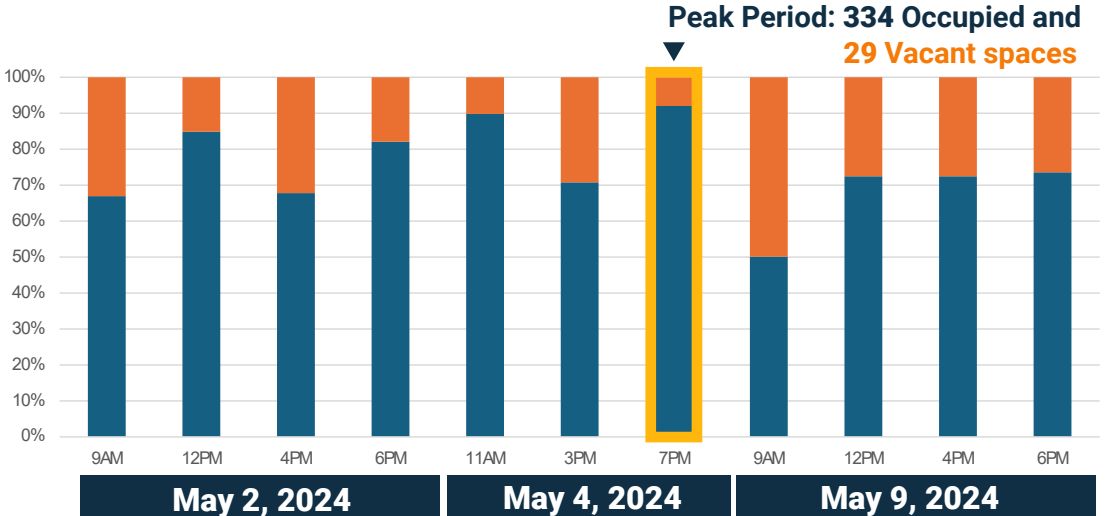
These spaces see a similar level of demand at noon and at 6PM, when there is a particularly high number of available spaces in the overall inventory (excludes permit spaces).

Overall Restricted Parking Utilization (1,527 spaces)



Throughout the day, at least 700 spaces are available at all times in restricted parking spaces. This represents an opportunity to unlock some of this parking to serve more users.

Core Public Parking Utilization (363 spaces)



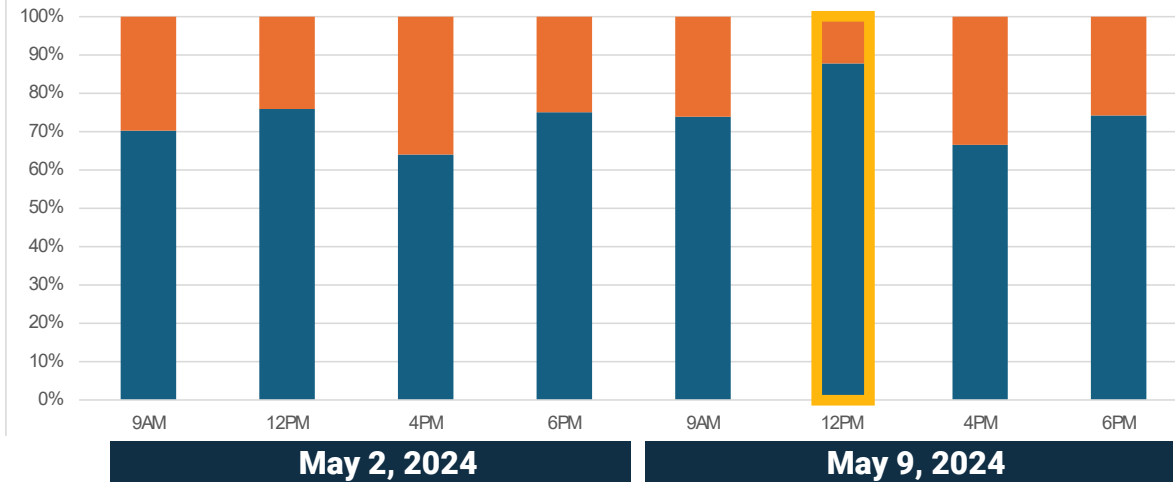
In the core, parking is functionally full at midday on a weekday and in the evening on weekends. At these times, people likely encounter a parking crunch.

Note: public and overall inventory includes 8 spaces that were under construction at the time of data collection in 'vacant spaces'

Analyzing Public Parking Utilization (Weekday)

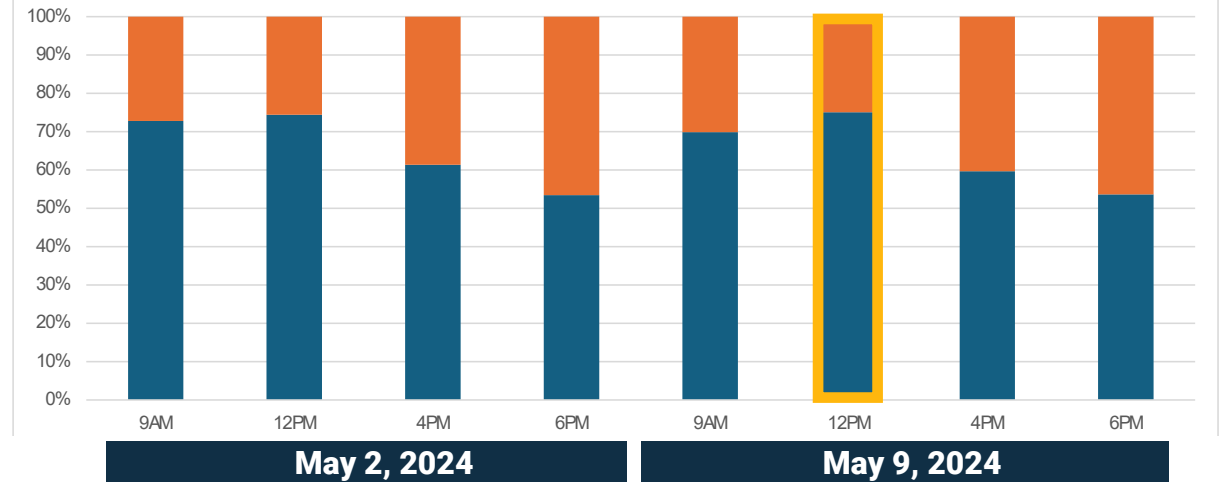
On-Street Metered (353 spaces)

Peak Period: 310 Occupied and 43 Vacant spaces ▼



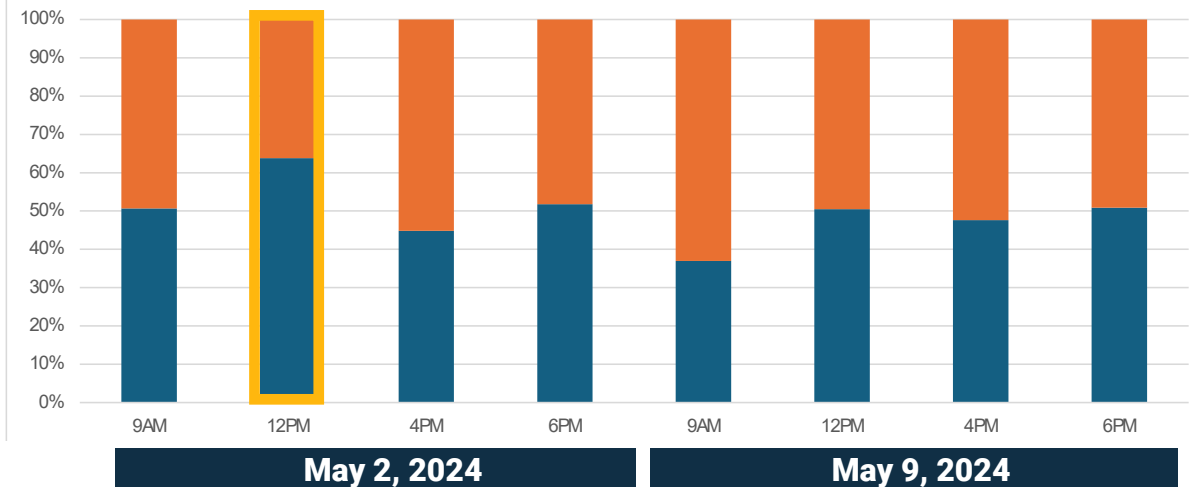
On-Street Non-Metered (481 spaces)

Peak Period: 361 Occupied and 120 Vacant spaces ▼



Paid Lots (533 spaces)

▼ Peak Period: 329 Occupied and 204 Vacant spaces



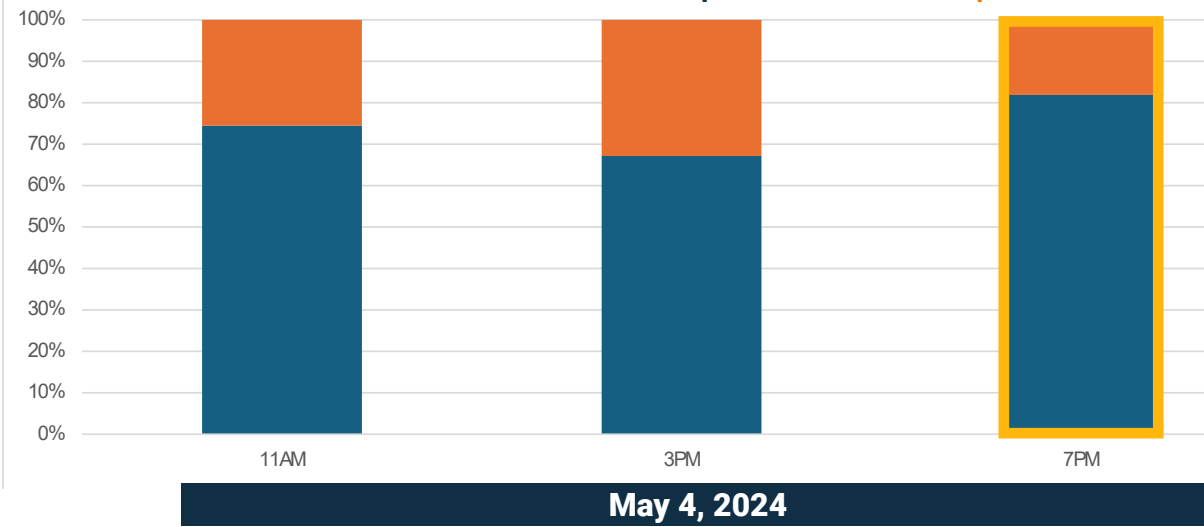
Utilization patterns throughout the day are nearly identical for counts taken on different typical weekdays for on-street public parking, with the peaks occurring at midday.

The lowest periods of utilization (highest levels of vacancy) somewhat shift however, with most on-street vacancy occurring in the late afternoon, and paid lot vacancy at its highest either in the late afternoon or early morning.

Analyzing Public Parking Utilization (Weekend)

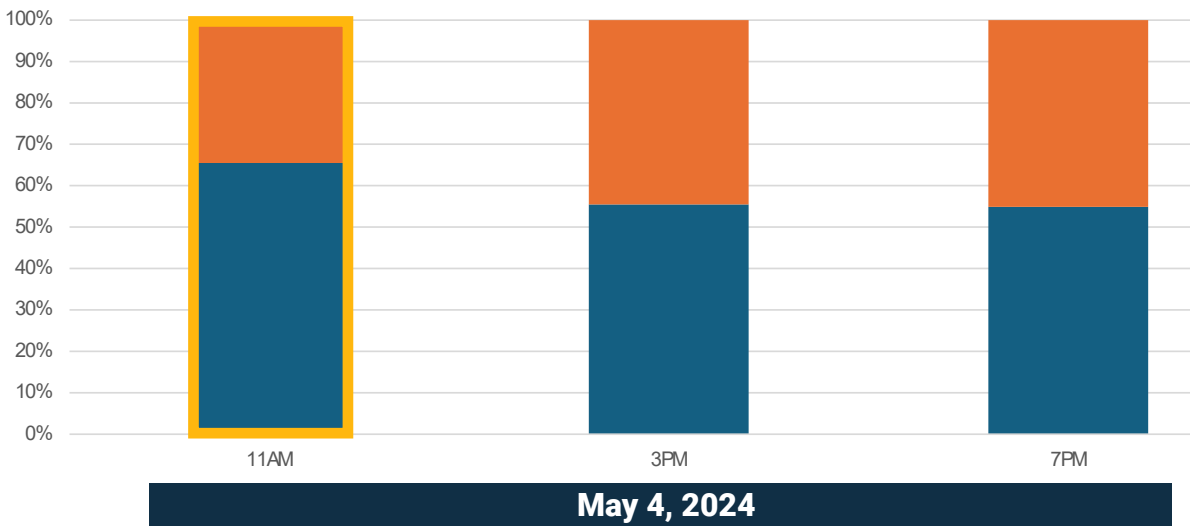
On-Street Metered (353 spaces)

Peak Period: 266 Occupied and 88 Vacant spaces ▼



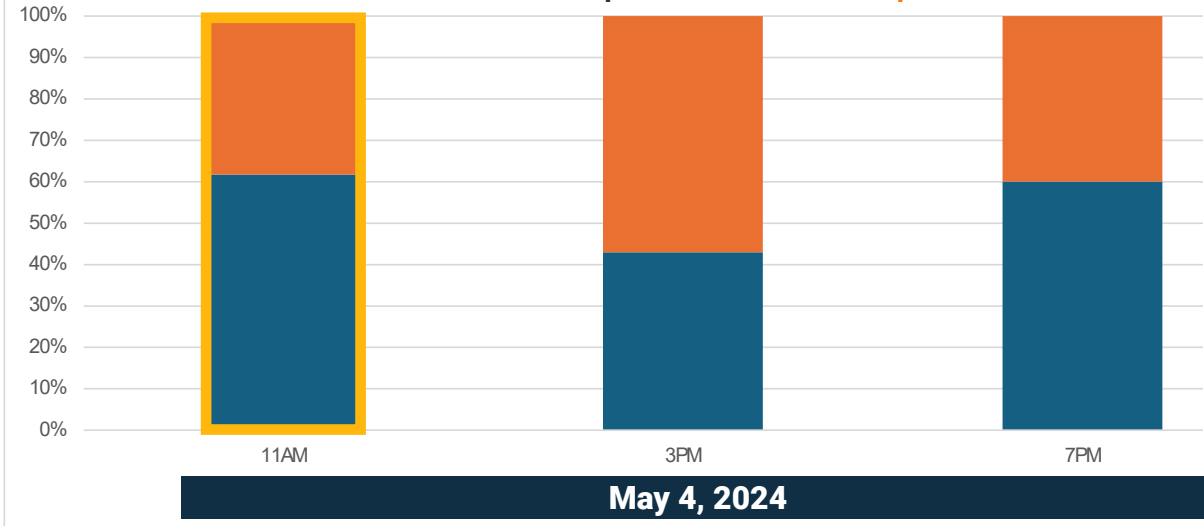
On-Street Non-Metered (481 spaces)

▼ Peak Period: 295 Occupied and 186 Vacant spaces



Paid Lots (533 spaces)

▼ Peak Period: 340 Occupied and 193 Vacant spaces



Public parking utilization patterns throughout a typical weekend day are somewhat similar for on-street metered and paid lots, with the peak occurring in the late morning. For all parking types though there isn't significant utilization fluctuation throughout the day. Paid lots see the highest variation of utilization between its lowest level in late afternoon and the late morning peak and evening periods which are almost identical in utilization.

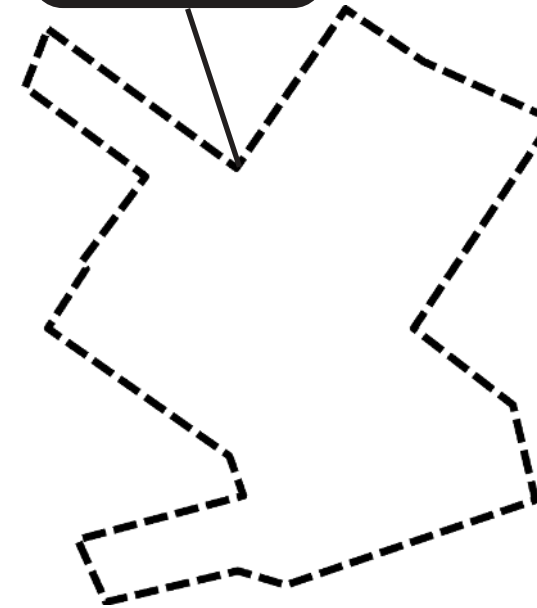
Coolidge Corner Parking Utilization (Typical Weekday)

May 2, 2024- 9AM

This period illustrates parking utilization during a typical weekday morning rush hour in Coolidge Corner. There is generally availability of on-street parking along Harvard Street and Beacon Street, but more utilization on residential side streets. Public off-street parking lots are utilized, but they still have significant capacity. Private off-street lots also have capacity, except for the Bank of America lot, which is over capacity.

67%
core utilization
(excludes restricted spaces)

61%
overall utilization
68%
public parking
utilization



LEGEND

On-Street Parking

0 - 30%
30 - 60%
60 - 80%
80 - 90%
90 - 100%
100%+

Under Construction

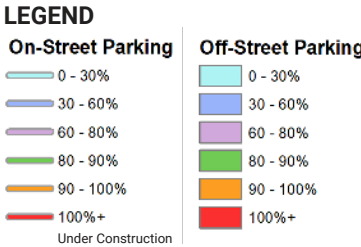
Off-Street Parking

0 - 30%
30 - 60%
60 - 80%
80 - 90%
90 - 100%
100%+

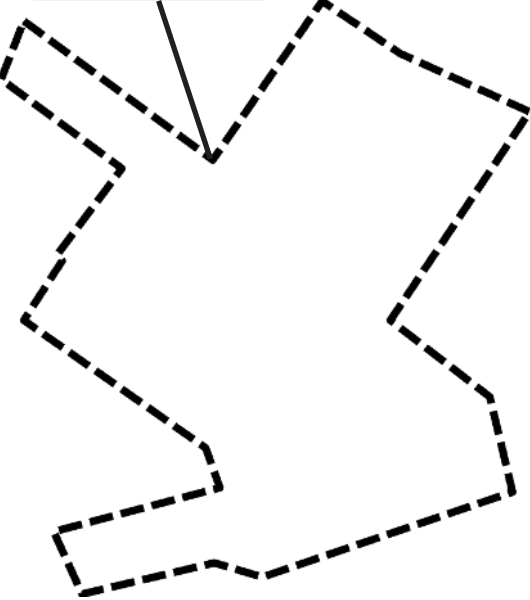
Coolidge Corner Parking Utilization (Typical Weekday)

May 2, 2024- 12PM

This observation period illustrates parking utilization during typical weekday lunch hour in Coolidge Corner. Utilization during this period was the highest of all weekday data collected. On-street parking is highly utilized across the study area, including both commercial and residential streets. Public off-street lots such as the East Centre Street and Fuller Street lots are at optimal capacity. Private off-street lots near the Bank of America and Trader Joe's are over capacity, yet other lots nearby have capacity. Despite how busy many other public parking facilities are, the Marriott Garage has capacity at this time.



85%
core utilization
(excludes restricted spaces)

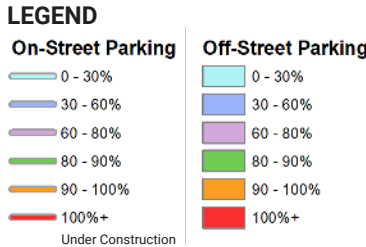


64%
overall utilization
74%
public parking
utilization

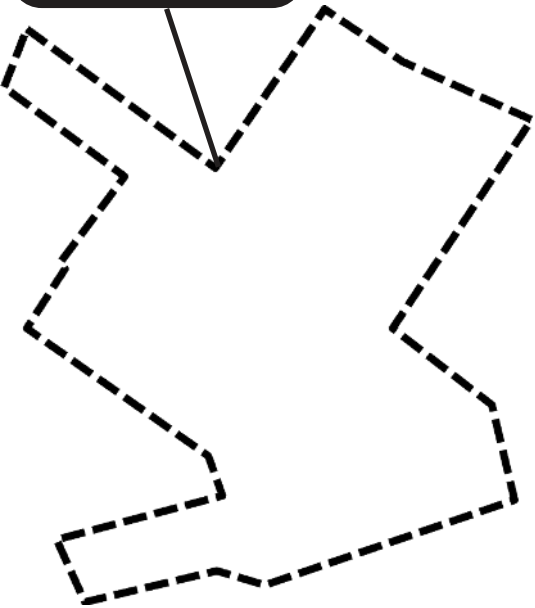
Coolidge Corner Parking Utilization (Typical Weekday)

May 2, 2024- 4PM

This observation period illustrates parking utilization during a typical “end of workday” hour. Beacon Street and Harvard Street are moderately utilized, while some side streets have capacity. Public off-street lots are generally utilized but still have significant capacity, particularly the Babcock Street lot and the Fuller Street lot. Private off-street lots near the Trader Joe’s continue to be over capacity, but adjacent off-street lots have capacity.



68%
core utilization
(excludes restricted spaces)



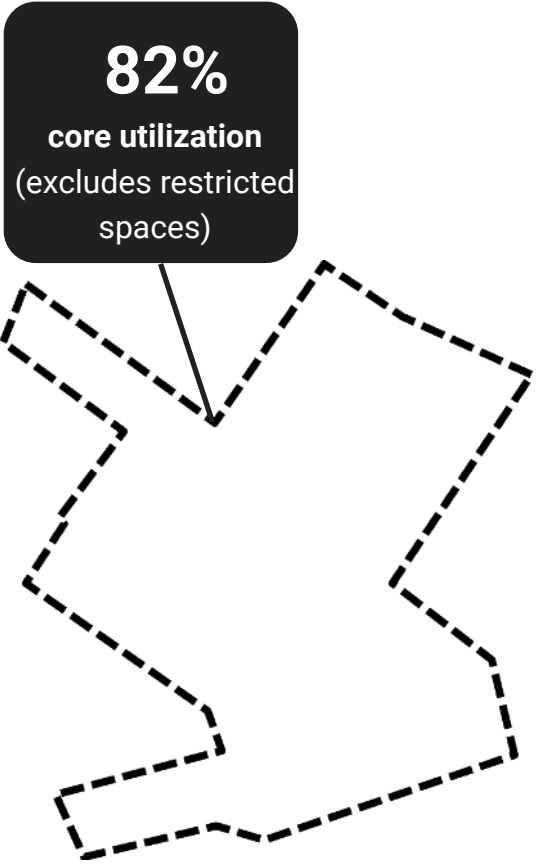
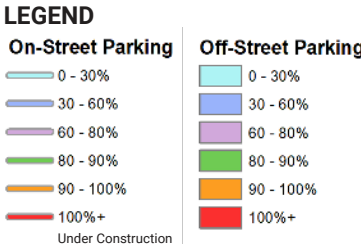
53%
overall utilization

59%
public parking
utilization

Coolidge Corner Parking Utilization (Typical Weekday)

May 2, 2024- 6PM

This period illustrates parking utilization during a typical weekday “dinner-hour” period. On-street parking across the area is significantly utilized, and sections along Harvard and Beacon Streets are over capacity. Public off-street lots generally have capacity, except for the East Centre Street Lot, which is at optimal capacity. As for private off-street lots, the Trader Joe’s lot continues to be at capacity while adjacent private lots have ample capacity. At this time, the Marriott Garage continues to have capacity.



Coolidge Corner Parking Utilization (Typical Weekend)

May 4, 2024- 11AM

This period illustrates parking utilization during a typical weekend brunch hour. Utilization during this period was the highest of all weekend data collected. On-street parking along Beacon and Harvard Streets are at their busiest, with most sections being at capacity. Residential streets are also heavily utilized. Public off-street parking lots like East Centre Street and Fuller Street are full, while other public lots have significant capacity. As for private off-street parking, the lots near Trader Joes are heavily utilized, while other private lots have capacity.

LEGEND

On-Street Parking

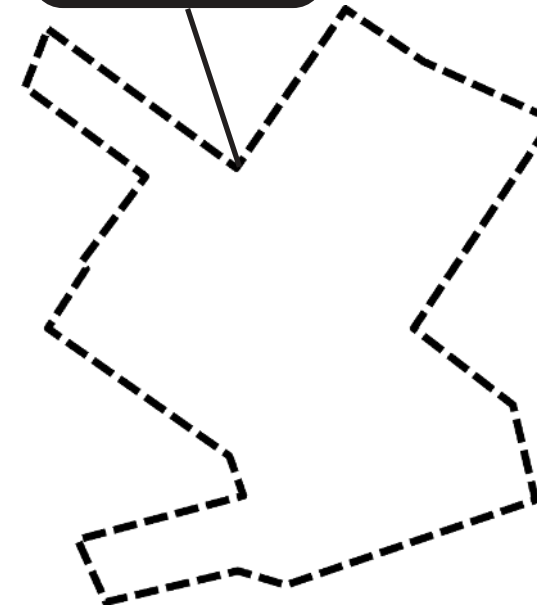
0 - 30%
30 - 60%
60 - 80%
80 - 90%
90 - 100%
100%+

Under Construction

Off-Street Parking

0 - 30%
30 - 60%
60 - 80%
80 - 90%
90 - 100%
100%+

90%
core utilization
(excludes restricted spaces)

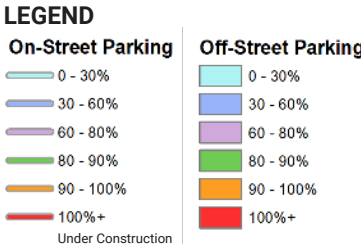


57%
overall utilization
70%
public parking
utilization

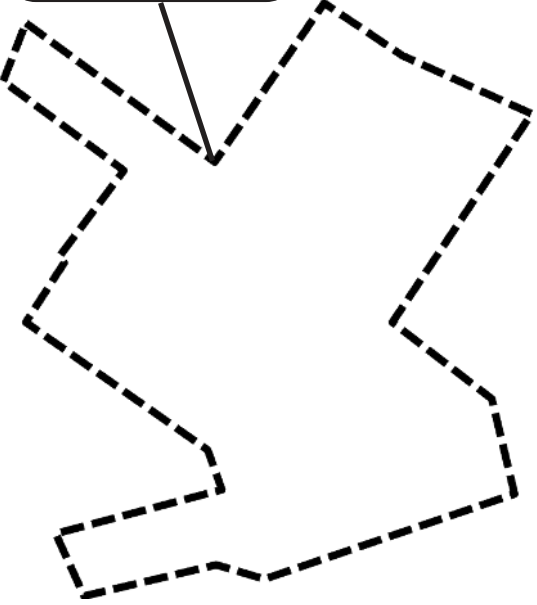
Coolidge Corner Parking Utilization (Typical Weekend)

May 4, 2024- 3PM

This period illustrates parking utilization during a typical weekend afternoon hour. There is decreased demand for parking on residential streets and pockets of highly utilized parking exist on Beacon and Harvard Streets. Off-street public parking at the East Centre Street lot is at optimal utilization, while ample capacity exists at other public lots. More so, the West Centre Street lot is nearly empty. As for private off-street parking, lots near the Trader Joe's remain at or beyond capacity.



71%
core utilization
(excludes restricted spaces)

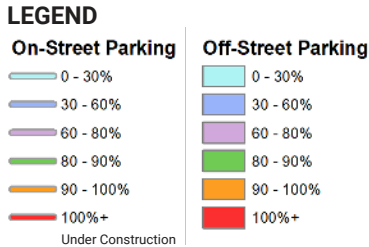


49%
overall utilization
58%
public parking
utilization

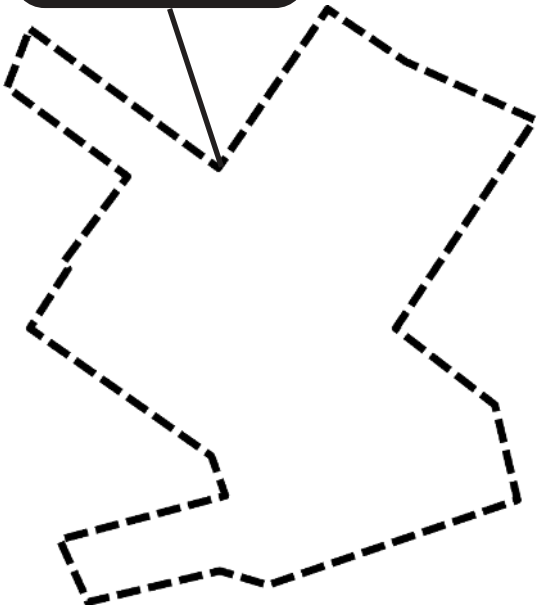
Coolidge Corner Parking Utilization (Typical Weekend)

May 4, 2024- 7PM

This period illustrates parking utilization during a typical weekend evening hour in Coolidge Corner. On-street parking along Beacon and Harvard Streets remain busy, and residential streets see an increase in utilization. Public off-street parking in the East Centre Street lot is at capacity, and the Babcock Street lot is at optimal capacity. Notably, the West Centre Street lot remains nearly empty. Private off-street parking lots near Trader Joes and Bank of America have decreased utilization at this time.



92%
core utilization
(excludes restricted spaces)



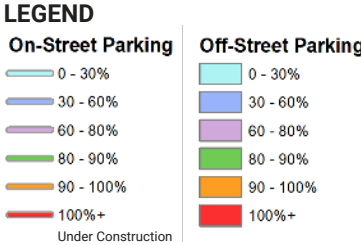
55%
overall utilization

68%
public parking
utilization

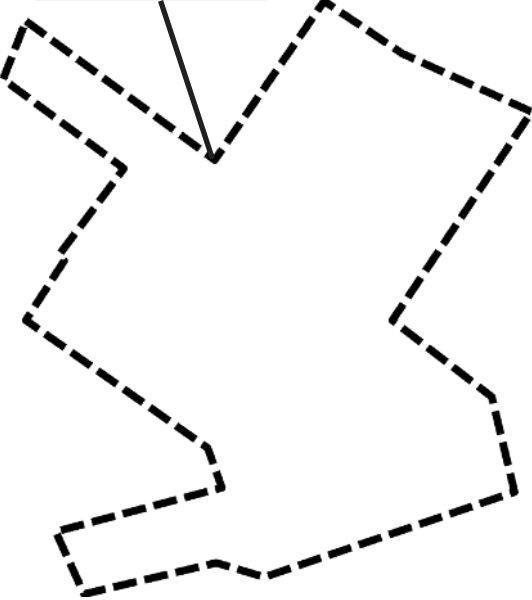
Coolidge Corner Parking Utilization (Typical Weekday)

May 9, 2024- 9AM

During a typical weekday morning period, overall utilization is almost the same as the weekend dinner period, however is more evenly distributed across the study area, with nearly all off-street facilities occupied below ideal utilization targets. On-street parking however, is at capacity in many areas, including Harvard Street, Winchester Street, Marion Street, Pleasant Street, Marion Street, and others. This likely indicates utilization primarily by residents, some of who may not have yet left to drive to work, or who may relocate their vehicles once nearby businesses open for the day.



50%
core utilization
(excludes restricted spaces)

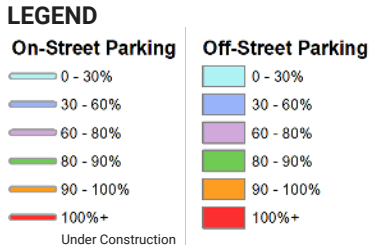


56%
overall utilization
63%
public parking utilization

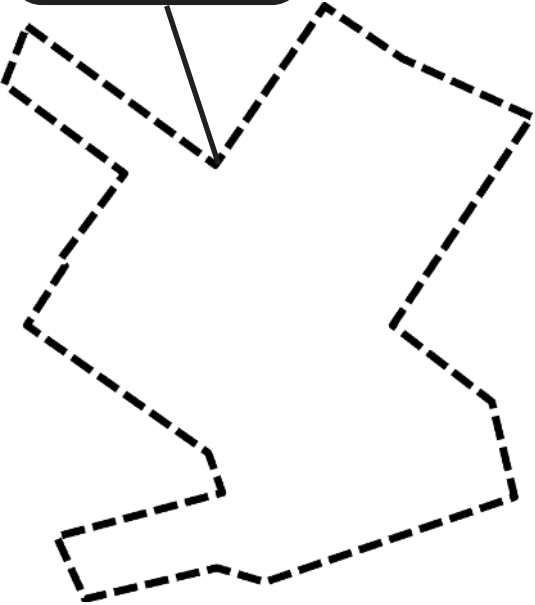
Coolidge Corner Parking Utilization (Typical Weekday)

May 9, 2024- 12PM

This map demonstrates activity during the “lunch” period. On this particular day, overall utilization is almost the same as the week prior, however utilization within the core is 13% lower, demonstrating that there are varying ranges of visitors who park in Coolidge Corner regularly as well as one-time or infrequent visitors. Overall utilization increases slightly from the morning period on this day, but increases much more in the core, although capacity still remains in the core public lots.



72%
core utilization
(excludes restricted spaces)

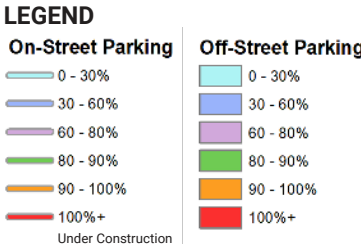


63%
overall utilization
73%
public parking
utilization

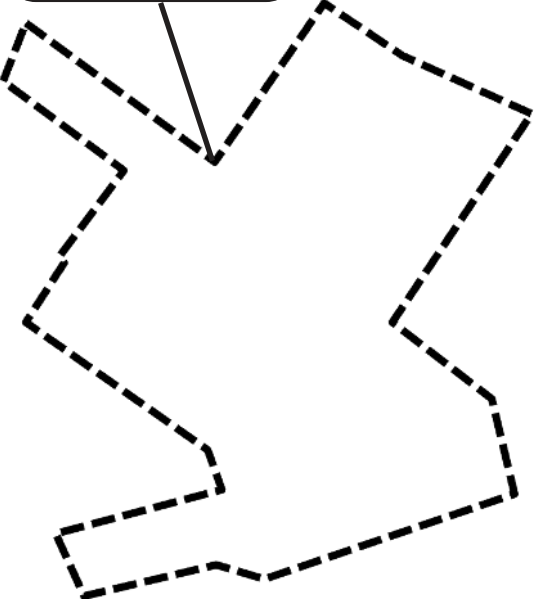
Coolidge Corner Parking Utilization (Typical Weekday)

May 9, 2024- 4PM

This observation period illustrates parking utilization during a typical “end of workday” hour and is very similar to overall and core utilization percentages when compared to one week prior. Beacon Street and Harvard Street are moderately utilized, while some side streets have capacity. Public off-street lots are generally utilized but still have significant capacity, particularly the Babcock Street lot and the Fuller Street lot. Private off-street lots near the Trader Joe’s continue to be near or over capacity, but some on-street parking is available nearby on Harvard Street (south).



72%
core utilization
(excludes restricted spaces)

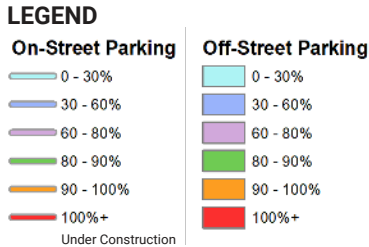


55%
overall utilization
62%
public parking
utilization

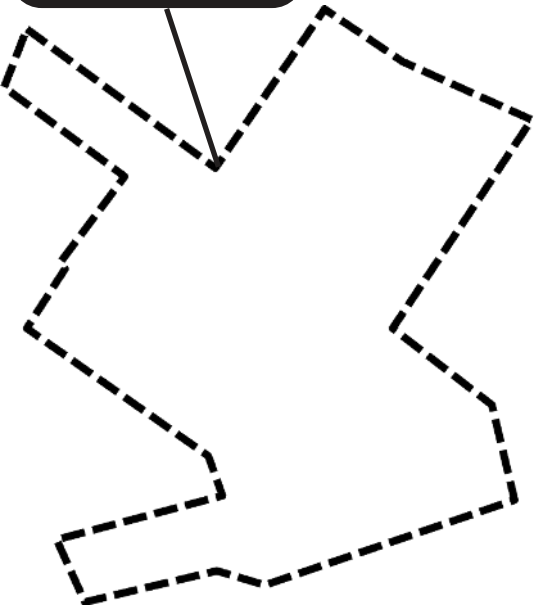
Coolidge Corner Parking Utilization (Typical Weekday)

May 9, 2024- 6PM

This period illustrates parking utilization during a typical weekday “dinner-hour” period. When compared to the same time one week prior, overall utilization is the same, while core utilization is slightly lower. In both instances, East Centre Street Lot is at optimal utilization. On-street parking across the area is significantly utilized, and sections along Harvard and Beacon Streets are at capacity. Other public lots generally have capacity, except for the East Centre Street Lot, which is at optimal capacity. The only private lot at capacity is near the Babcock Lot which is under capacity. As with other time periods, the Marriott Garage continues to have capacity.



74%
core utilization
(excludes restricted spaces)



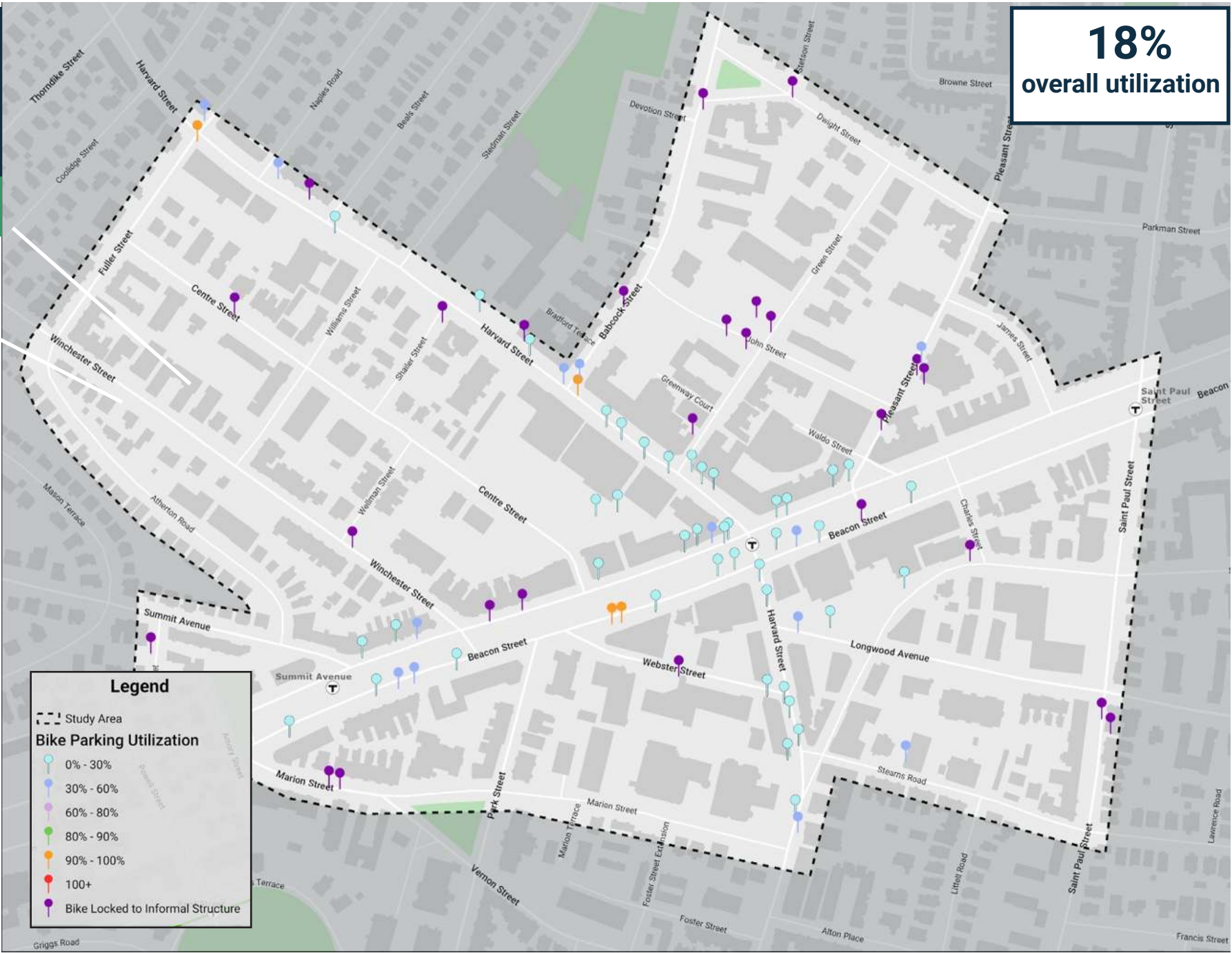
53%
overall utilization
61%
public parking
utilization

Coolidge Corner Bike Parking Utilization (Typical Weekday)

May 22, 2024- 7PM

Midday observations from Wednesday, May 22, reveal patterns in bike parking utilization. A total of 30 bikes were locked to formal bike parking structures, representing an 18% utilization rate based on practical capacity. Formal bike parking is most highly utilized along Beacon Street and at the intersection of Harvard and Babcock Streets. Meanwhile, bikes locked to informal structures are clustered around John Street, Green Street, and the Library, indicating areas of additional demand beyond formal facilities.

Bike Counts and Utilization	
Counts taken 10am-2pm, Wednesday May 22nd	
Total Bike Parking Structures: 59	
Intended Capacity of Bike Parking Structures: 184	
Practical Capacity of Bike Parking Structures: 169	
Bikes Locked to Informal Structures: 26	
Bike Parking Utilization 18%	





Parking Utilization Key Takeaways

- The entire parking system is **never more than 65% occupied**.
 - Publicly available parking is **75% occupied at peak**.
- The peak of demand is **midday on a weekday**. At that time:
 - East Centre Street lot is at ideal capacity (i.e., 85-90% utilized) with about 1 in every 10 spaces available.
 - Parking in the core is at capacity, making it challenging to easily find a space there. On-street parking on Harvard and Beacon Streets is very busy.
 - Availability exists elsewhere (including on-street and in publicly available lots) farther outside the core.
- **Side streets, such as Winchester, Centre, Green, and Pleasant are quite full** during the morning and midday on weekdays. This may indicate a need for a change in regulation (Majority are currently 2-hour unmetered parking).
- The **West Centre Street lot is underutilized**, particularly on weekends and in the evening.
- There is **significant capacity throughout the day in the Marriott Garage**, which is open to the public, likely due to lack of wayfinding.
- The **Trader Joe's lot and Sewall Street are full much of the day**, but the lot just to the west of the store **has capacity**.
- **Privately owned / restricted lots have capacity throughout the day**, indicating underutilized supply that could support additional parking.



1.3 PARKING SYSTEM USER EXPERIENCE

This study investigated how parking is managed and how a visitor experiences parking to better understand opportunities for improving efficiencies in the system and meeting the needs of its many different users. For first-time visitors in particular, parking is often the first point of interaction they will have when arriving to Coolidge Corner.

Components that influence whether users have a positive experience with parking includes things such as:

- How easy it is to pay for parking, and the **range of payment options** available to accommodate the needs of different types of visitors.
- How **reliable payment options** are to provide for a seamless visit every time.
- The availability and **clarity of information** about the “rules” of parking and how enforcement works.
- The **ease of the process** for securing a parking permit for their particular needs.
- The **financial impact of parking** in Coolidge Corner (i.e. cost of meters, cost of permits, cost of violations).

The parking user experience is directly related to the options provided through the Town’s management of the overall system. Being proactive and responsive to changes in visitor preferences and changes in technology can ensure a consistently positive association with parking in Coolidge Corner.



If users are unclear about how or where to park, or “make up” their own rules out of necessity to meet their parking needs, resulting violations or other inconveniences contribute to negative perceptions about Coolidge Corner’s parking system



Without clear signage about who can park where, visitors may miss out on using facilities that are convenient to their destinations



When parking spaces become unavailable due to uses that aren’t regulated, visitors may experience frustration

Parking Meters and Payment Options

Providing payment options is an important way to improve the experience of parking for a wider range of users. How and where parking technologies are located can also have an impact on how parking is utilized. The data associated with these options can be very useful for the Town to understand how best to use paid parking to ensure sufficient parking is available to meet demand in an efficient manner.

Parking in Coolidge Corner is designed to be convenient and user-friendly with several payment options:

- **Coins:** Quarters only are accepted.
- **Credit/Debit Cards:** MasterCard and Visa are accepted.
- **Mobile Payment:** The Passport Parking app is available for both Android and iPhone users.

The meters in Coolidge Corner include both multi-space meters and IPS smart meters. Multi-space meters are pay-by-space meters that require the user to enter the parking space number before paying; this option doesn't require dashboard display of a receipt. Multi-space parking meters accept all payment methods mentioned above. IPS Smart Meters accept both credit cards and quarters and are located in commercial centers like East Centre Street Lot. They also provide receipts for credit card transactions. Regardless of the type of meter used, no change or refund is offered for overpayments, canceled transactions, etc. Overall, the parking system is flexible and convenient, catering to various payment preferences and a smooth parking experience.

Observations and community feedback regarding the process of paying for street parking include:

- Kiosk locations are not always obvious for motorists. Business owners have noted they are unable to cite where the most convenient kiosk location is located for confused customers.
- The Town has noted that providing options (meters or kiosks) for users who don't own smartphones or lack credit or debit cards is important to retain moving forward.



Typical parking meters in Coolidge Corner



Payment kiosk when entering the Marriott Garage



Typical kiosk in Coolidge Corner

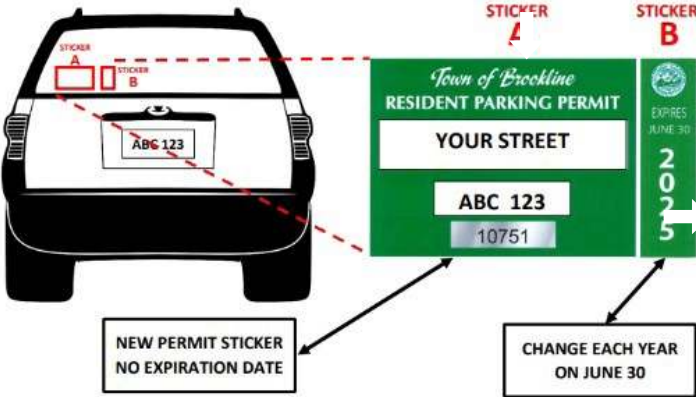
Permits

Brookline offers multiple permits types in Coolidge Corner, as summarized in the table on page 44. The system is a mix of hang tags (which can be shared by multiple vehicles) and sticker-based permits. The permits generally allow parking beyond the time limits in publicly available spaces, such as on side streets and in parking lots. Only Commercial Permit holders are guaranteed a space.

The Town recently implemented the ability to purchase permits online, which is significantly more convenient for some customers and makes the permit renewal process easier.

Some permits are only available for relatively long periods of time (e.g., yearly), resulting in ‘sunk cost’ to permit holders. This may result in either encouraging people to drive more frequently than they otherwise might to “make the most” of the permit value, or lead to spaces being underutilized when some permit holders do not require use of the space every day.

There are some on-street locations where unclear regulation has potentially led to overly busy streets, despite policy to prevent this. The Town has set an internal goal to limit the number of Commercial On-Street and School Staff Permits assigned to any one, entire-street segment (as a rule of thumb, as teacher permits are eligible for use along an entire street length) to 40% of the legal on-street spaces available. The Transportation Board is able to adjust this threshold at their discretion.



Example of Brookline’s Residential Daytime Permit parking sticker



Most parking permits in Brookline today are issued with a hanging tag that looks similar to this graphic.

Commercial Lot Parking Permit

Coolidge Corner

Permit Holder: _____

Work Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

The permit holder hereby accepts to use the permit for commercial parking between the hours of 9:00AM – 8:00PM, Monday through Saturday at the specified parking lot. It is expressly acknowledged and agreed that the interest granted hereby is a permit only and may be revoked by the Transportation Department immediately upon breach of this agreement by the permit holder. The permit holder further acknowledges that the rights granted here are personal in nature and may not be assigned, transferred or conveyed in any way without the express written consent of the Transportation Department. The terms of this contract can be changed, by a vote of the Transportation Board, with or without notice.

The permit holder acknowledges and agrees to pay to the Town of Brookline through the Transportation Department the quarterly rental fee, as set by the Brookline Transportation Board. Such fee shall be payable in advance by the first day of each quarter. If the fee is not paid on the due date the Transportation Department will terminate the permit holder’s contract. The current quarterly rental fee is Three Hundred dollars (\$300) per space.

Upon termination of this agreement, the permit holder must notify the Transportation Department and return the issued hang tag to the address below. A pro rated refund will be given when necessary.

The permit holder acknowledges and agrees to the following terms & conditions:

- 1.) Must be a Brookline business
- 2.) Limit of two (2) permits per business
- 3.) Vehicle is non-commercial
- 4.) Permits must be visible from front windshield
- 5.) Permit holder must park in assigned lot
- 6.) Permit holder cannot park in aisle
- 7.) Permit holder must vacate lots by 8:00 PM

Town of Brookline
Department of Transportation
333 Washington Street
Brookline, MA 02445-6863

Example request form for a Commercial Permit

Coolidge Corner Permit Types and Details

	Resident Daytime 	Resident Overnight 	Guest Overnight 	Teacher 	Commercial (On-Street) 	Commercial (Off-Street) 	Temporary 	Disability 	Moving 
Price/ Frequency	\$30/year	\$300/quarter	\$10/night	Unknown (Issued by School District)	\$600/year	\$300/quarter +\$25 annual fee	Free-\$10, depending on type	Issued by State	\$5/sign, \$24/if placed on meter/day (if metered)
Payment Options	Mail In-person Online (requires account setup)	Mail In-person Online (requires account setup)	In-person at multi-space meters	Unknown (Issued by School District)	Mail In-person Online (requires account setup)	Mail In-person Online (requires account setup)	Mail In-person Online (requires account setup)	Contact Massachusetts Registry of Motor Vehicles	
Permit Type	Sticker on rear window. Non-metered	Sticker on rear window	Pay-by-space or temporary dashboard permit	Unknown (Issued by School District)	Hang tag	Hang tag	Dashboard permit	Hang tag or license plate	Paper Sign (self-placement on designated areas)
Eligibility	Valid Brookline address	Valid Brookline address	Guest of someone with valid Brookline address	Teacher at local school	Business is located in a Brookline commercial district	Business is located in a Brookline commercial district	Tradesman, Resident Displaced by Construction, Healthcare Aide, Childcare provider, Visitor Overnight.	Valid MA Disabled Persons placard	No requirement
Location	On-Street: Your residential side street (non-metered space)	Off-Street: Beacon Street Median, Centre Street West, Babcock Street, John Street, Courtyard Marriott, Centre Street East, Fuller Street	Off-Street: Babcock, Fuller, Beacon Median, Centre Street East, Webster Lot On-Street: If further than 1/4 mile from an overnight guest lot	On-Street: Specific residential side streets within one-quarter mile of the commercial district, including-Beacon St Median, Dwight Street, St. Paul St., Stearns Road Toxteth Street	On-Street: Specific residential side streets within one-quarter mile of the commercial district.	Off-Street: John Street Lot, Centre Street West Lot, and Kent Street Lot	On-Street and Off-Street	Disabled Parking Space, On-Street, or Off-Street.	On-Street
Regulation	May park on residential side street in excess of 2 hrs from 2AM - 6AM. Does not exempt vehicle from posted parking regulations (e.g., NO PARKING 8AM-10AM)	Eligible lots: Beacon St Median, Centre St West, Babcock St, John St, Courtyard Marriott, Centre St East, Fuller St	Parking can be purchased after 8PM for stay until 8AM. Eligible lots: Babcock St, Fuller St, Beacon St Median, Centre St East, Webster or Temporary Dashboard Permit can be purchased by Mail, in-person, or Online	Allows parking in unmetered Centre St West lot. Permit holders are guaranteed a space. 9AM-8PM, M-Sat.	May park designated residential side street within 0.25 mile of commercial district. 8AM-8PM, M-Sat. Exempt from time-based restrictions. No limit per business	Allows parking in unmetered Centre St West lot. Permit holders are guaranteed a space. 9AM-8PM, M-Sat. Limit 2 permits per business.		May park in marked accessible parking spaces or regular on-street and off-street parking. Not subject to time limits and does not need to pay meter fees.	Number of signs dictated by length of moving truck

Parking Wayfinding and Signage

DIRECTIONAL SIGNS

Directional signage should clearly direct people traveling by any mode of transportation to appropriate parking from key navigation points along the road network.

In Coolidge Corner:

- Directional signs direct drivers to public parking lots but no other information is provided (e.g., name of facility, whether free or paid).
- Signs are lacking at some key locations to aid in easier navigation and awareness of all parking options.
- Some signs are obstructed by trees or street infrastructure (i.e., not clearly visible year-round).
- There are no pedestrian-level directional signs to or from parking and key destinations.
- There are no existing signs pointing towards bike parking.

IDENTIFICATION SIGNS

Identification signage should establish a consistent visual identity for public facilities and include relevant information (e.g., facility name, pricing, hours of use).

In Coolidge Corner:

- There is consistent branding and identification signage for all public parking lots. The signs offer relevant information, however may be challenging to read, and many are of weathered condition.
- On-street signage for the Marriott Garage is lacking. Current is signage tucked into the garage but is not visible to passerby. The garage name is inconsistently referenced on signs (i.e., Marriott Garage or Brookline Garage), and Town maps do not identify it as being a publicly available facility.

Coolidge Corner Existing Parking Wayfinding Signage



Parking Information

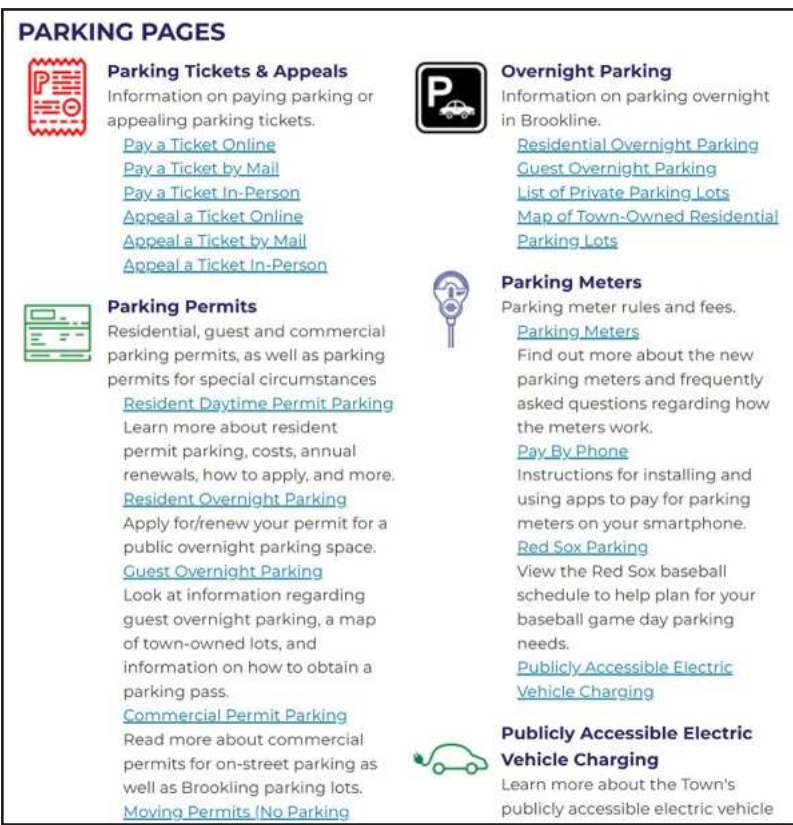
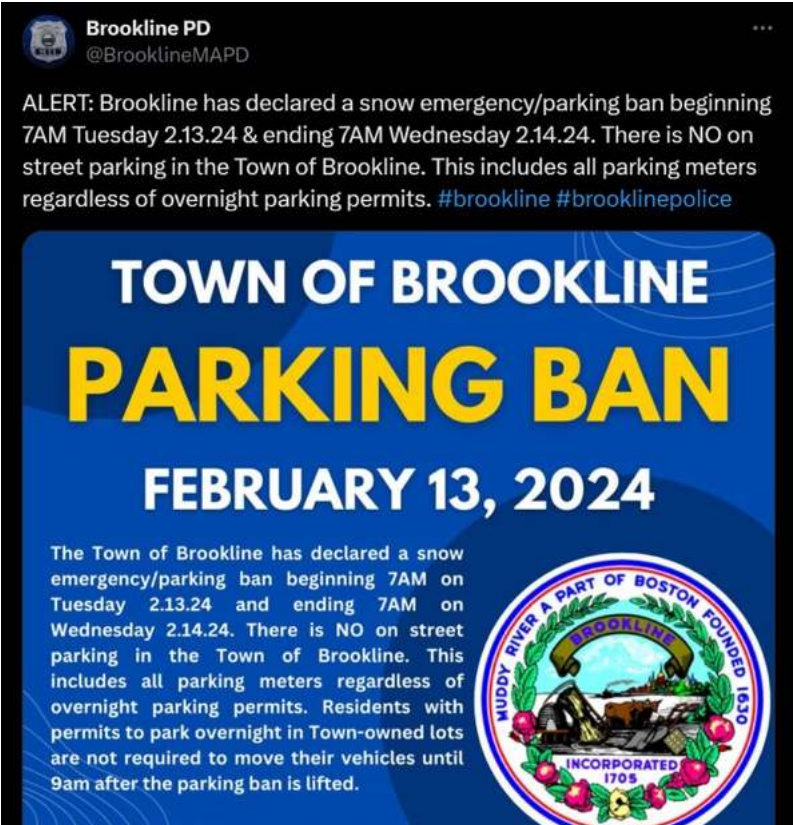
A centralized portal of parking information is important for helping residents and visitors make informed decisions about how and where they park.

The Town hosts a ‘Parking’ sub-section within the DPW section of the Town’s website. The information provided about parking is very comprehensive, including processes, links to specific information (e.g., Red Sox parking procedures), FAQs, and Brookline staff contact details for additional support related to parking.

Understanding where parking facilities are available to visitors is one of the most critical pieces of information to share,. An interactive parking map of the Town’s parking facilities is available, however it is not “top of page.” For visitors unable to spend time exploring the GIS map or those who find it difficult to navigate, a periodically-updated “one-stop,” static parking map could be beneficial in helping visitors quickly and more simply identify types of parking available (residential, accessible, etc.) as well as their associated cost. There is currently no real-time information through signage to identify available parking spaces.

The Town’s new Permit Portal site provides detailed, helpful information, and allows the convenience of handling permit payments easily online in addition to applications and payments being offered by mail or in-person.

Parking information should be communicated in a range of formats. In addition to the website, the Town regularly utilizes the Town News Portal to convey important information or updates relevant to parking, and the Police Department utilizes social media to make relevant notices.



(This page) Samples of Brookline-related parking information shared in various online platforms.

Multimodal Analysis

Parking is just one component of the overall transportation system, and the quality of the multimodal environment also impacts parking demand. A multimodal environment that emphasizes car travel will encourage parking demand. In addition, poor walking connections from parking facilities to the Coolidge Corner core area in particular, can dissuade people from using the entire system as certain facilities feel much farther away than they actually are. By contrast, motorists will be more likely to walk longer distances between a parking space and a destination if they feel the walk is safe, regardless of weather conditions and the time of the day (i.e., lighting level). With these patterns in mind, this study assessed the multimodal environment for its potential impact on parking demand.

Although Coolidge Corner is generally walkable, with crosswalks, sidewalks, and opportunities to walk or roll in a straight, direct path (as opposed to long blocks that force people out of their way), there are some issues that limit walkability and may in turn be limiting the reach of the parking system. One of the easiest ways to identify this is by looking at a “crash cluster” map (see page 48), which analyzes vehicle/pedestrian crashes to identify hot spots where many crashes occur. These indicate locations where people may not feel safe. The intersection of Beacon Street and Harvard Street is a “pedestrian crash cluster,” and conditions there require people walking and rolling to cross many lanes of traffic. Overall, Beacon Street’s width serves as a barrier, making it feel burdensome to park in the Marriott Garage and go to the Coolidge Corner Theater, or park in the East Centre Street lot and visit businesses south of Beacon Street, for example.

One important aspect of walkability is lighting, particularly in New England when, in the winter, darkness falls during business hours. A spatial analysis of lighting in Coolidge Corner revealed that streetlights are more spaced out near the Babcock Lot and on the ends of Beacon Street outside the core, which may lead to darker conditions in those locations.

In some places, sidewalk conditions may also impact walkability. Brookline captures its sidewalk conditions through an asset management program, and further review of this data is warranted to identify whether sidewalks, curb ramps, and crosswalks that are key to convenient and safe parking access (see map p.48) need to be upgraded.

Bicycle infrastructure is relevant to vehicle parking because as more people bike, fewer may drive, leaving spaces free for those that must use a car. While Coolidge Corner does provide bike options, they are limited. It is important to note that the choice to bike can change on any given day - someone may ride a bike for their commute but drive one day because they need to get groceries or drop off a friend. Coolidge Corner offers bicycle infrastructure, but it may not be comfortable for the average biker as it is not protected from vehicle traffic by a buffer. On side streets, such as John Street or Marion Street, people biking may feel comfortable sharing the road due to low vehicle volumes and/or lower speeds, but as these are less obvious streets to use, a person biking would need to know about them in advance. There is no wayfinding signage for people on bikes in the study area. A greenways network analysis looking at how to connect low volume streets and critical segments of higher volume streets should be considered.

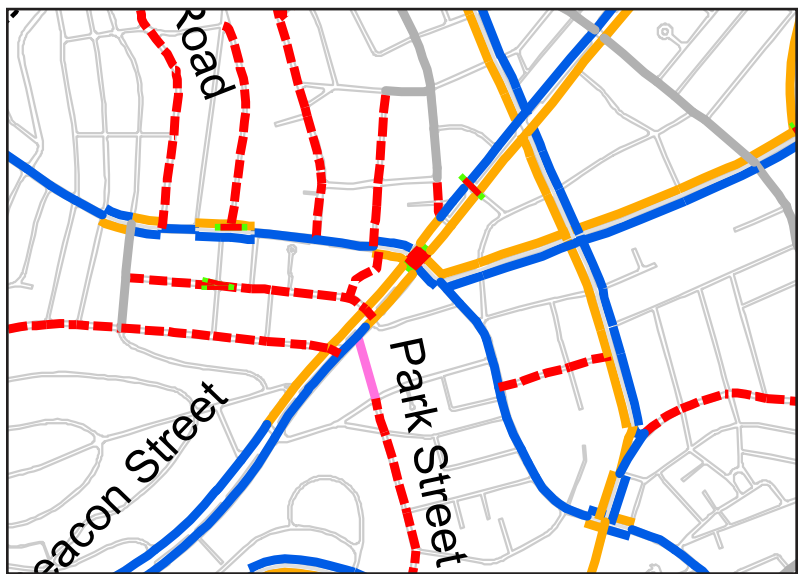
Bluebikes are the only micromobility option in Coolidge Corner, with three docks offering access to shared standard and electric bicycles.

Transit options are relevant for the same reason as bicycle options, and Coolidge Corner does have access to the MBTA’s Green Line and Route 66 bus. The Green Line C branch is relatively slow, but is a significant transit asset. The Route 66 bus connects to Harvard Square and Roxbury, and is very frequent and accommodates high ridership within the MBTA system. In addition, a bus stop near the theater for Flixbus service provides an essential option for connecting people to other coach/Greyhound transit hubs both regionally, and out-of-state.



Without highly-visible directional signage to parking at the entrance to this pathway, passing drivers and pedestrians can easily be unaware of a nearby off-street parking option at the E. Centre Lot.

Bicycle Infrastructure Today



LEGEND

- Off-road path
- Lane
- Lane / sharrows
- Sharrows
- Contraflow
- Intersection
- Intersection (future)
- Future
- Connector¹

An example of a typical sharrow marking in Coolidge Corner.



Walking Distances From Public Parking to Coolidge Corner Center



Coolidge Corner Crash Clusters (2023)



Although Coolidge Corner is very walkable, including to and from public parking (top), it is also an area that has historic challenges of high numbers of crashes (left).

Coolidge Corner Lighting Fixtures



Some parking facilities and the paths leading to/from parking may benefit from additional lighting to improve their perceived safety.



User Experience Key Takeaways

- There are multiple permit options in Coolidge Corner at a range of price points, most available to **purchase for many months at a time**.
- Today's **payment system offers multiple options**, from pay-by-phone to credit cards to cash, which is a best practice.
- Wayfinding signage is somewhat consistently present for directional signage, but **there are some gaps in signage and detail is lacking**.
- **Parking lot identification signage is in need of maintenance** and could benefit from being redesigned at a larger scale as part of a consistently branded and designed all-Town wayfinding system.
- Parking information available online is thorough but could **benefit from being simplified**.
- There are **many transportation options to get to Coolidge Corner**, and the more people use these (transit, biking, and bikeshare, in addition to walking) the **less pressure there is on the parking system**. There are opportunities to make each of these options better.
- Although Coolidge Corner is walkable, crash maps show that there are **issues for people walking and rolling**, with Beacon Street serving as a barrier within the study area.
- There is ample lighting in Coolidge Corner but **certain highly-used spaces could use more lighting** such as public lots, the alley between East Centre Street Lot and Harvard Street, and sidewalk near Trader Joes.

1.4 PARKING REQUIREMENTS

Zoning Overview

Zoning codes directly impact parking by requiring its construction and design based on building use. This in turn has impacts on the viability, cost, and form of proposed developments in a community. As downtowns evolve, the level and mix of uses change; parking demand must continually be reevaluated. A progressive zoning code can ensure that those requiring vehicle access utilize existing nearby parking resources and only construct new parking if necessary.

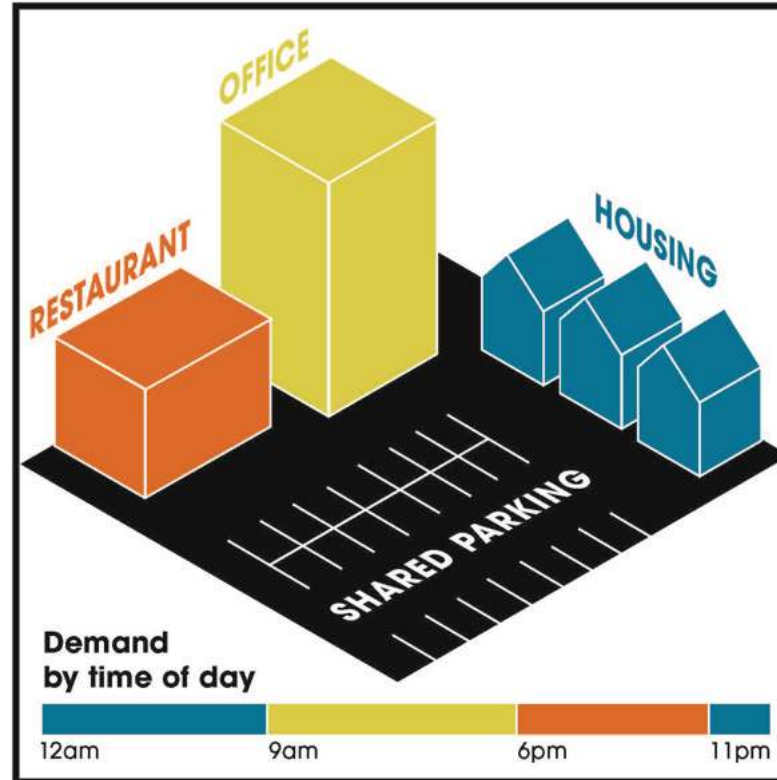
All of Coolidge Corner is located in Brookline's "Transit Parking Overlay" district, which offers parking flexibility for most uses. In this district, "storefront" uses have no parking minimums and instead are subject to parking maximums, which are the minimum requirements outside of the district (§ 6.02). These storefront uses are wide-ranging and include adult education center, offices, businesses, small stores, services, and restaurants. This excludes residential uses, however, which are subject to the same minimums as elsewhere in Town. The parking maximums are relatively high compared to national standards (provided by the Institute for Transportation Engineers Parking Generation) which means that there is still the potential that a project could include more parking than demand might warrant, but the flexibility of the parking maximum will allow market forces rather than arbitrary minimums to dictate the parking required.

Compared to national standards for parking requirements, residential requirements in Coolidge Corner are relatively high at two spaces per dwelling unit. This means that future residential developments in Coolidge Corner may overbuild parking. The Waldo-Durgin overlay, which falls in the area, allowed for the submission of a parking study to support lower residential parking minimums in the overlay. (§ 5.06)

Today's zoning code does not clearly include other best practice options for flexibility such as fee-in-lieu of parking, shared parking, or reductions for providing bicycle parking. The Harvard Street Form-Based Code does indicate that shared parking is allowed, but it is not immediately clear in the baseline code. There are, however, requirements for bicycle parking provision for residential uses.

1.4 FUTURE PARKING DEMAND

To understand potential parking demand associated with future development, the study team developed a Coolidge Corner specific model that estimates demand based on the relationship between current land use patterns and observed parking demand. The model is built on the principles that parking demand varies throughout the day for different land uses and that individuals parking in a mixed-use area like Coolidge Corner often share spaces across multiple uses. The analysis includes calibrating the model reflect actual demand of both public and private parking observed during utilization counts, enhancing its ability to accurately predict the impacts of future developments on the parking system. Understanding how demand works for public spaces *only*, is currently being advanced by the Town.



This graphic demonstrates the general principle of shared parking in that one parking facility has potential for accommodating various adjacent uses because parking demand for those uses occurs at different times of the day.

Parking Demand Estimation Analysis

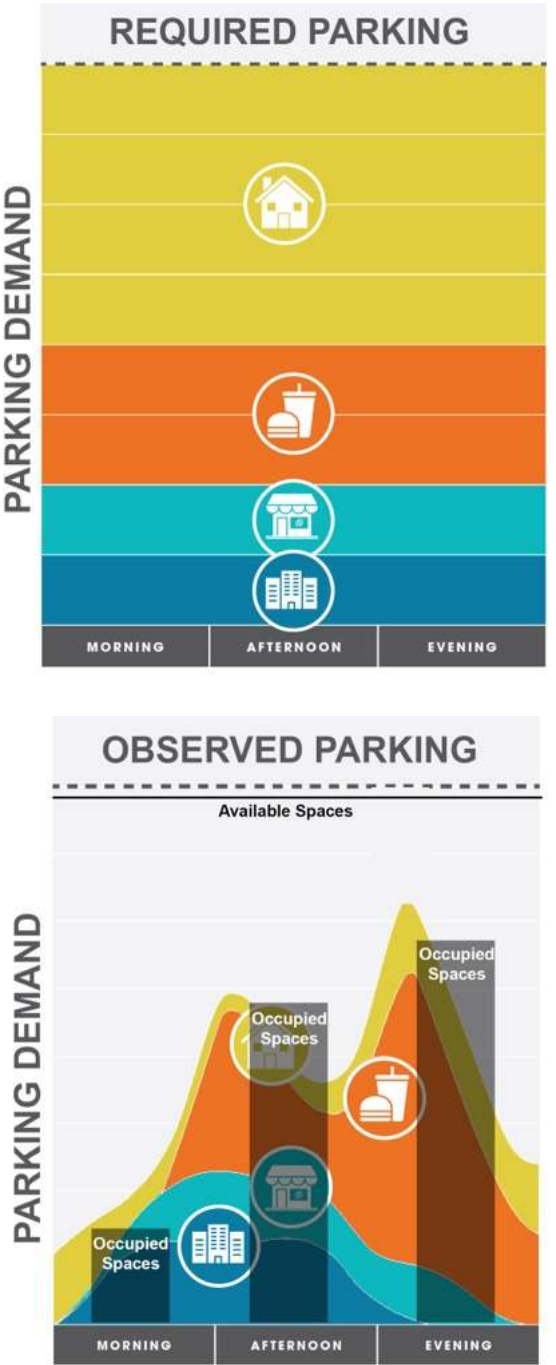
In similar studies, Stantec has shown that using a typical parking demand modeling approach will overestimate demand in walkable, mixed-use areas like Coolidge Corner. A typical approach draws on national standards such as the Institute of Transportation Engineers (ITE) *Parking Generation* rates. ITE standards are based on studies from various sources, often reflecting peak hour demands of suburban sites with isolated, single land uses and free parking. To estimate parking demand, analysts multiply a peak demand factor for each land use type by its physical size, assuming peak parking is needed all day, every day, exclusively for that use.

In reality, parking demand in mixed use, walkable districts is much lower than what a typical analysis would predict for a variety of reasons. Overall parking rates can be lower, as people can walk, bike, take transit, or be dropped off at their destination. Additionally, a single parking space can serve multiple uses if someone walks to a second destination after parking at the first.

Finally, parking demand varies by use throughout the day and week: office spaces generate demand during weekday business hours; residential parking peaks overnight as residents use their cars during the day; and restaurants see the highest demand during meal times and evenings. So while a typical approach might work for suburban areas with ample space and isolated single land uses, it is not suitable for mixed-use environments.

Modeling the parking demand of a mixed-use business district requires a procedure adapted from Urban Land Institute’s (ULI) Shared Parking Manual that integrates Coolidge Corner-specific land use and parking data to reflect the actual shared parking behavior of its visitors. Both the ITE and ULI manuals report demand by time of day for most land uses. By layering this information with peak parking ratios, an analyst can determine a more realistic peak parking demand for the area.

This analysis projects future demand using realistic estimates of demand over time calibrated to Coolidge Corner to account for the characteristics described above. The analysis draws from, some ITE data, observations in similar districts, Urban Land Institute (ULI) methodologies, and context-specific ratios in a calibrated model tailored to the study area.



Modeling Process Steps

The modeling process includes the following steps:

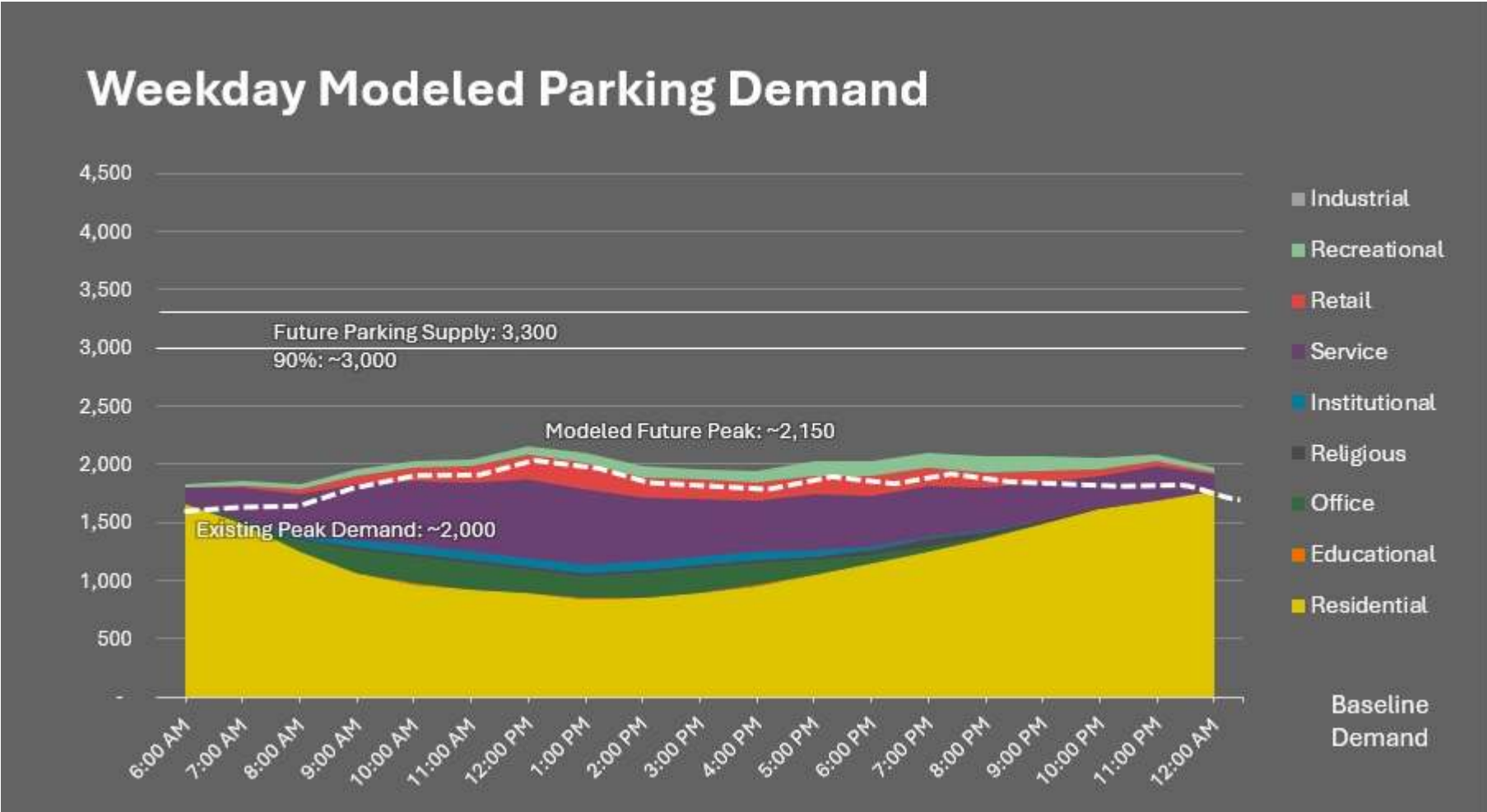
1. **Existing Land Use:** Classify and tabulate existing land uses to determine built square footage generating parking demand. Review parcel data and verify the current uses of buildings within the study area.
2. **Traditional Parking Demand Model:** Compute required parking if each land use warranted its own dedicated supply based on ITE standards.
3. **Adapted Parking Model:** Apply a basic shared parking concept from ULI’s methodology to demonstrate expected the effects of shared use concepts on area parking demand during one average weekday and one average weekend day.
4. **Calibrate Parking Model to Context:** Adjust for captive market effects, transit access, resident car ownership, and other factors specific to the study area to approximate observed parking utilization.
5. **Future Land Use:** Add future development scenarios to existing land uses and model the new expected parking demand.

Future Modeled Parking Demand

Modeled results, based on a future development scenario, indicate that future demand will modestly exceed existing in the focus area. The future development scenario considered housing developments in the pipeline, many of which are adding to the parking supply.

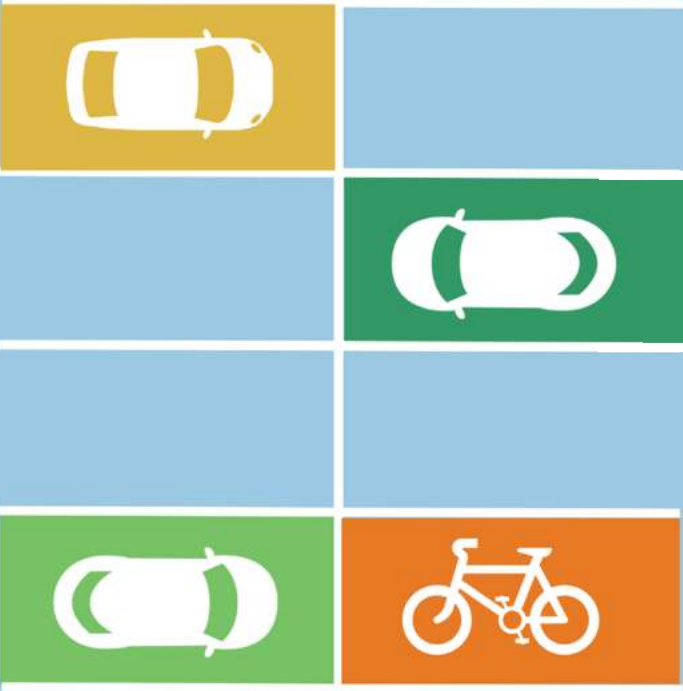
The overall model indicates that the future parking supply (about 3,300 spaces in the study area in comparison to today's supply of 2,852) is sufficient to support additional development—and thus potentially saves the significant costs associated with parking construction. It is important to note that not all parking may be immediately convenient to a given block or location, but that the system currently has enough capacity to absorb planned and potentially even additional development. This analysis illuminates an opportunity for future development to capitalize on existing supply.

Future Weekday Realistic Parking Demand - with local context



FUTURE SCENARIO ASSUMPTIONS

- Residential Units- 451
- New Parking Supply- 447 Spaces
- Hotel Rooms- 210
- Commercial Square Feet- 4,200



3. ENGAGEMENT

The study process included community outreach and engagement at key points throughout the study process to better understand Coolidge Corner's parking system from the different perspectives of those who use it every day, including residents, business owners and employees, visitors, and more.

The project team connected with the community in a variety of ways to reach the broadest range of participants and interests possible. Each approach was developed with the intent of securing specific feedback that could provide details about the local experience of parking in Coolidge Corner, including:

1. Learning how the parking system functions for people, including perceptions about parking supply, ease and cost of parking payment methods, ease of finding information about parking that meets specific needs, understanding how parking does or does not connect with other components of the town's transportation network, and other concerns about the parking system;

2. Hearing and documenting the community's goals for parking and transportation in Coolidge Corner's future, including how these relate to desires for continued economic growth, neighborhood vitality, walkability and safety for all, flexibility to respond to changes in demand for different types of parking access and supply, integrating technology seamlessly into the system, and more.
3. Hearing ideas for potential solutions to address key concerns about parking and to enhance what exists in the system today.

The feedback collected from all outreach efforts (summarized in the following pages) helped to provide insight into Coolidge Corner's parking system, and ultimately informed the final project recommendations.



Public Events

The consultant team and Town staff provided several opportunities for the community to learn about the parking study and to provide input in an informal, interactive setting. At the study outset, The project team set up tables at well-attended events and invited visitors to learn about the parking study. This included viewing some of the data gathered, including parking inventory and utilization. People also got the opportunity and to vote and provide input on areas of interest they would like to see improvements in the parking system. These events included:

- July 27th, 2024- Sidewalk Sale Event
- September 5th, 2024- Farmer's Market
- September 8th, 2024- Brookline Day
- September 12th, 2024- Farmer's Market

The team also held two public meetings during the project process. The first was held September 19th, in-person in a pop-up workshop-style format with the intent of sharing similar information as at the prior public events but in an open-house style to allow people to come and go. This included an event at the East Centre Street lot during the day and at the library at night. The East Centre Street lot pop-up allowed the team to meet people where they were and hear from folks who may not have otherwise attended a meeting.

The second public meeting was held virtually on the evening of November 13th, 2024. At this meeting the Study Team presented draft recommendations for the public to provide feedback and ask questions.

After both meetings, the team made materials available online for people who were unable to attend. Online participants could provide comments on similar materials to those at the meetings.



During Brookline Day, farmers markets, and pop-up workshops, the Project team spoke with a wide array of stakeholders. The table to the right summarizes these conversations into top considerations for the future of Coolidge Corner’s parking system.



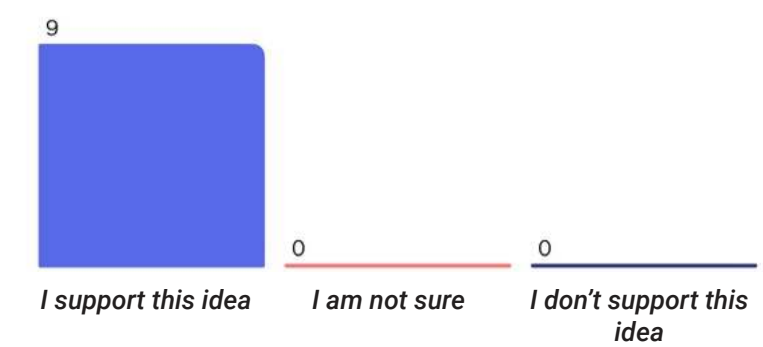
At each of the events, the Project team featured a poster (example above) asking residents what kinds of improvements they would want to see in Coolidge Corner. Each participant had up to four votes. Improvements to the walking environment received the most votes by a significant amount. The total votes for each improvement include:

- 212- Improvements to the walking environment
- 65- More parking
- 55- Establish a Parking Benefit District
- 38- Better lighting
- 38- Better parking enforcement
- 23- Better parking signage
- 19- Better parking meters/technology

Category	Detailed Concerns	Ideas and Feedback
Overnight parking frustration	- Residents are frustrated that they cannot park overnight on their streets. This was one of the most frequent points of feedback. - If residents don't have driveways, the cost of private off-street parking is excessive - Guests of residents have difficulty finding how to park overnight when visiting - People have figured out ways to avoid overnight parking ban (identified what areas are frequently ticket/not)	- Allow residents to park overnight on their streets if they do not have a driveway - Remove overnight parking ban townwide - Better communication & advertisement of how residents and guests can use public lots to park overnight - More options overall for overnight parking
Frustration about parking meter system and cost	- People are concerned over the convenience fee on new meter system - People want to be able to use coins, not just credit card - Kiosks display is not good in bad weather, direct sunlight	- Have discount rate for residents and seniors - Have town pay for the convenience fee on electronic meters, not parking users
Improvements to walking environment	No specific concerns mentioned	- More daylighting - St Paul @ Beacon crosswalks, pedestrian crossing hazard with right-turning cars - Curb extensions, especially on Harvard St
EV Parking	- Not enough availability - Too many chargers in Fuller St lot, never fully utilized	
Parking Availability	Need more accessible parking	Have an app that shows available parking spots
Parking Information	- Difficult to understand how guest parking works - What happens at the East Centre Street lot after 8pm?	
Changes to Existing Parking Lots	East Centre Street needs more capacity	- Bury parking lot, build retail on top - Do not change lots, would disrupt the flow of commerce
Parking Permits	- Shouldn't have to have a car to get a visitor/resident permit - Permits are too expensive	Discount permits in lots to those who need them most (elderly, business owners/workers)
Parking Enforcement	- Lots of double parking, especially on Harvard St - People have found areas of less enforcement, and skirt the 2h and overnight parking rules	Need more dedicated spaces for delivery drivers

Sample Mentimeter Responses from the November 13, 2024 Public Meeting

What do you think about the Town regularly monitoring parking demand and system needs to keep it efficient?

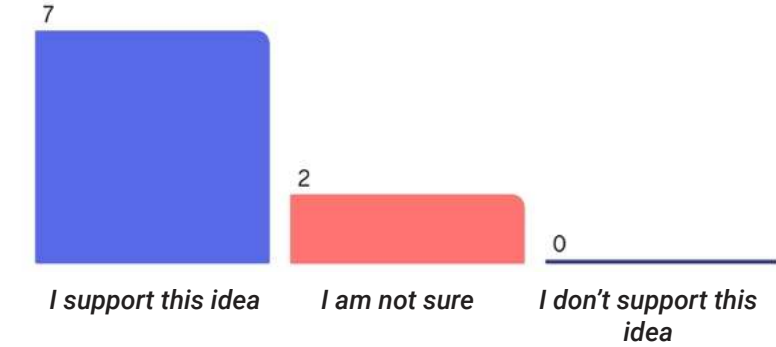


During the virtual public meeting on November 13, 2024, the Project Team utilized the Mentimeter live polling platform to ask attendees questions (above) about high-level solutions to some of the parking system challenges identified in earlier stages of feedback.

Other comments raised during this meeting and provided to the team throughout the project process include:

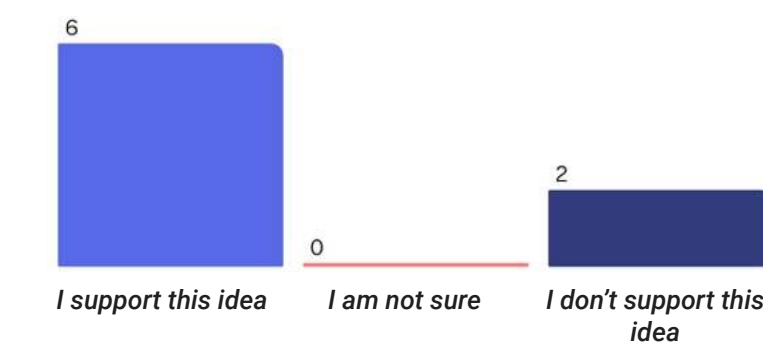
- Concerns about residential permit parking on-street being occupied by Coolidge Corner visitors in spite of residents paying for the benefit of a space
- What is considered a walkable distance to parking varies and is limited particularly for older residents
- The Marriott Garage parking is considered to be too expensive

What do you think about streamlining and upgrading the technologies (meters, kiosks), including their ideal placement locations?



- A thought on whether bike parking should also be charged
- Impacts of outdoor dining or other temporary/infrequent interruptions to parking supply
- Lack of clarity about parking time maximums on meters
- Concern about parking availability and costs influencing potential future residents to move elsewhere
- Concern about access to parking for those with mobility limitations today and as the elderly population increases
- Parking costs feel high in instances of visiting multiple destinations that aren't easy to park-once-and-walk-between, for some

What do you think about using tiered pricing to ensure consistent parking availability throughout Coolidge Corner?



- Support for improving kiosks
- Desire for pedestrian enhancements near the intersection of Beacon and Harvard Streets and along Pleasant Street
- General support for improved parking information
- Uncertainty about using tiered pricing to manage supply
- Some locations on-street have unique challenge of pressure due to perception of BU students parking
- Perception of less stringent enforcement since COVID-19 period

Public Survey

A public survey was available online between July and October 2024. The Town advertised the survey through various platforms including the Town Administrator newsletter. People could access the survey either through a direct website link or by scanning a QR code.

The survey asked a series of questions to better understand the kind of parking people typically use, how long people spend on a typical visit, potential challenges which inform how people select parking, and other details. Complete survey responses are included in Appendix A.



Whether you live, work, or play in Coolidge Corner, we want to hear about your parking experience!

The Town of Brookline is conducting a parking study to better understand things like:

- Do we need better access to parking?
- Can we better use the parking that we have?
- Can we improve our bicycle parking and/or make it easier to find?
- How much parking will we need in the future?
- Is the parking system meeting other Town goals?
- What are the community ideas for parking?

The study involves an in-depth process of data collection and analysis. This is your chance to be heard about parking-related concerns. Your survey input will be used to develop recommendations to improve Coolidge Corner's parking system now and for the future.

► **WHEN?**
The survey will be open through **SEPTEMBER 2024**

► **HOW?**
- Visit this website link- <https://tinyurl.com/CCParkingSurvey>
- Scan the QR code to the right

► **QUESTIONS?**
Contact Meredith L. Mooney, Economic Development Director, mmooney@brooklinema.gov



For more information, see the Town Planning and Community Development website- <https://www.brooklinema.gov/1336/Planning-Studies-Reports-and-Large-Projects>



Survey Summary

764 total participants

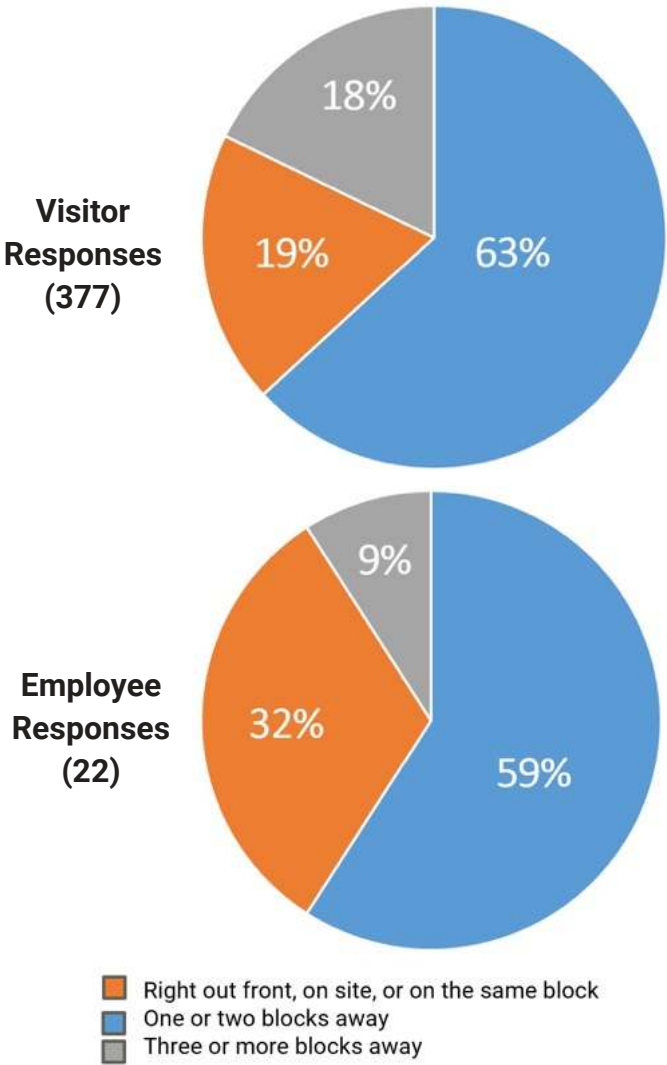
WHO WE HEARD FROM

- 476 Coolidge Corner **VISITORS**
- 220 Coolidge Corner **RESIDENTS**
- 17 Local **BUSINESS OWNERS**
- 12 Local **EMPLOYEES**
- 2 Local **STUDENTS**
- 16 **OTHERS**

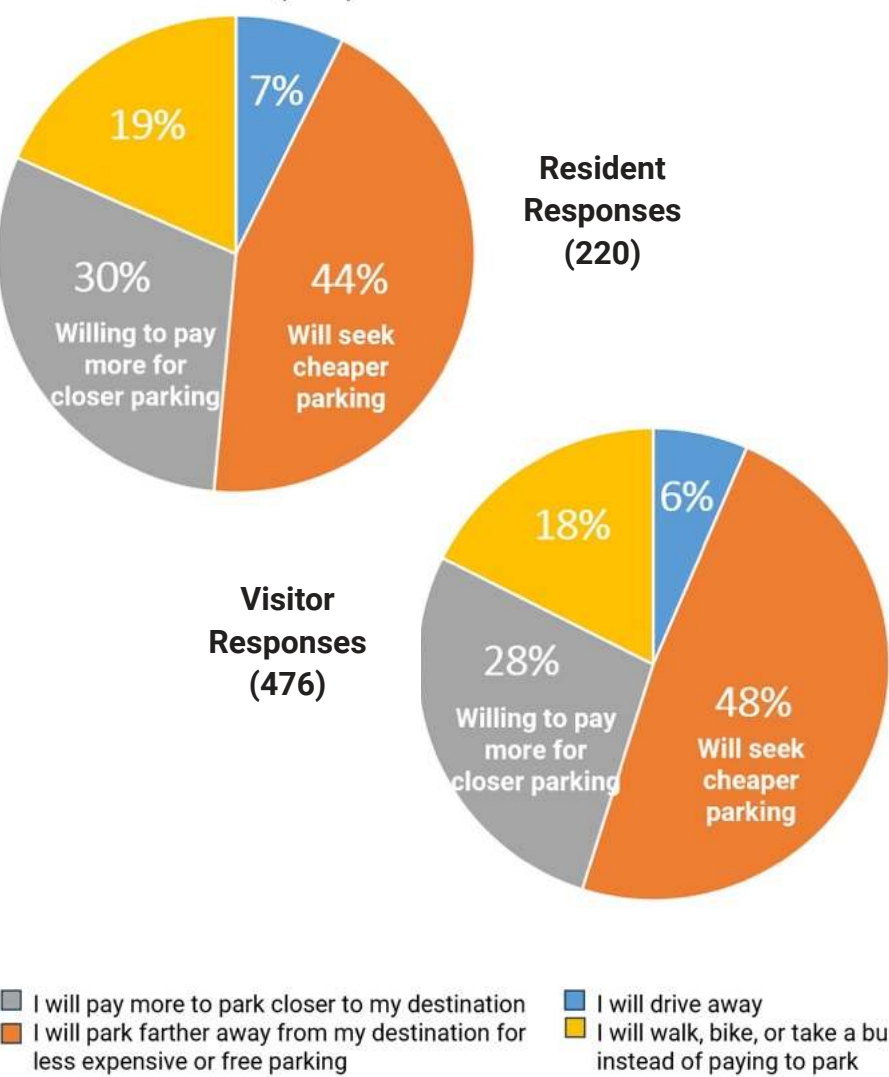
PARTICIPANT AGES

- 2 Under 18
- 25 18-24
- 195 25-44
- 236 45-64
- 261 65 and over

The following is a sample of responses from one of the survey questions. When asked, “How close to your destination do you typically park?” these responses demonstrate that most Coolidge Corner visitors and employees tend to park one or two blocks away. However, a good portion of employees park right out front, on site, or on the same block in spaces that may be in high demand for greater turnover from customers or other visitors.



These are responses collected in response to the question, *“How does paid parking impact your parking choice?”* Responses demonstrate that both residents and visitors are willing to either pay more for closer parking or will park farther away for cheaper parking based on their specific preferences. In other words, using price to manage demand could work in Coolidge Corner.



In addition to specific questions, survey respondents were invited to share general comments or concerns about the parking system. These are some of the more common responses and themes shared when asked *“Is there anything else you would like to tell us about parking?”*

FRUSTRATION WITH NEW METER TECHNOLOGY

- Complaints about having to use an app because coin meters do not work
- Frustration that app fee costs more than parking if for only a short, 15-minute visit

SOLUTION DESIRED FOR DOUBLE PARKING ON HARVARD STREET

- Many ideas proposing either removing parking from the street or creating more 15-minute parking spaces that allow for quicker turnover

COMPLAINTS ABOUT PERCEIVED LACK OF ENFORCEMENT

- Double parking both by regular visitors and delivery vehicles, particularly along Harvard Street and near the post office
- Overnight parking violations and exceeding 2-hour limits

DESIRE TO CREATE A GARAGE ON CENTRE STREET LOT

- General support as a solution to reduce on-street parking on Harvard and Beacon Streets and to add in improved pedestrian and bicycle facilities

Stakeholder Roundtables

The project team conducted two sets of roundtable discussions with three different stakeholder groups (Town staff, a selection of large property owners and merchants, and a selection of local residents). Direct email invitations were sent to invitees for the meetings.

Set #1-

The first round of meetings took place virtually (Zoom) on September 11th (merchants) and 18th (residents) or in-person with Town staff on September 12th, 2024 at Town Hall. All meetings were generally well-attended.

For all meetings, the study team shared parking inventory and utilization data to provide a basis for the conversation, then invited attendees to share comments, concerns and ideas on a map of the study area.

Set #2-

The second round of meetings were conducted virtually via Zoom between December 10th and 12th, 2024. The intent of these meetings were to discuss details about key data findings (including public survey results) which informed draft parking recommendations, and to solicit feedback and consensus about the presented recommendations.

Although not all invited attendees could make the meetings, they were recorded to be shared with those who were unable to attend. All attendees were invited to share additional comments with the Town, if desired, following the meetings.



Key Feedback Received

LOCAL RESIDENTS

- Opportunity to improve awareness of parking options (e.g., better wayfinding)
- Time limits are inconvenient for those visiting multiple destinations (i.e., spending more time)
- Parking improvements shouldn't come at the expense of walkability, bike infrastructure, etc.
- Some off-street lots can better offset commercial parking clusters (e.g., Babcock)

LOCAL MERCHANTS

- Competition for parking with other curb uses (commercial loading, contractors, deliveries)
- Customers unaware of all parking options and sometimes leave if not easy to find
- Opportunity to better utilize West Centre Lot
- More clarity needed for customers on how to pay for parking

TOWN STAFF

- Meter technology is challenging for elderly users
- Regulations are not always clear or consistently signed, even though enforced
- Permit system is complicated with too many types and exceptions
- Double parking on Harvard St. causes many challenges, including blocking bike lanes

Project Advertisement

In addition to scheduled activity promotion, information about the Coolidge Corner parking study and opportunities to engage were advertised through a range of platforms including the Town of Brookline e-newsletter, Town website, and through articles by local news outlets.

Brookline News News ▾ Features ▾ Opinions ▾
Subscribe to our newsletter 1:46 p.m. • Mon, Dec 30, 2024 ☁ Clouds, 57°F ... T1

Is there enough parking in Coolidge Corner? A new study says yes

by [Austin Chen, Boston University Statehouse Program](#) / [Town government](#), [Transportation](#)

A photograph showing two blue parking meters in the foreground on a sidewalk. Behind them are railroad tracks and a street with a brick building and parked cars in the background.

Parking meters on Beacon Street. Photo by Sam Mintz

November 19, 2024

A row of social media sharing icons: a cross (close), Facebook, email, and a print icon.

Listen 5 min read

There is more than enough parking in Coolidge Corner to meet the demand that new development might create, according to a [draft study](#) on parking and curb

BROOKLINE
MASSACHUSETTS

GOVERNMENT

RESIDENTS

BUSINESSES

Chestnut Hill Commercial Area Study

Local Rapid Recovery Plan (Coolidge Corner & JFK Crossing)

Brookline Art Makes Community (BAMC)

Richardson Home at 25 Cottage Street

Coolidge Corner Parking and Curb Use Study

Virtual Public Workshop:

Held Thursday, November 14, 2024 from 6:00pm - 7:30pm via Zoom: ([Virtual Community Workshop Zoom Recording Link](#))

At this meeting, the consultant team shared draft parking recommendations

Please view the recording above to see the presentation followed by a community discussion

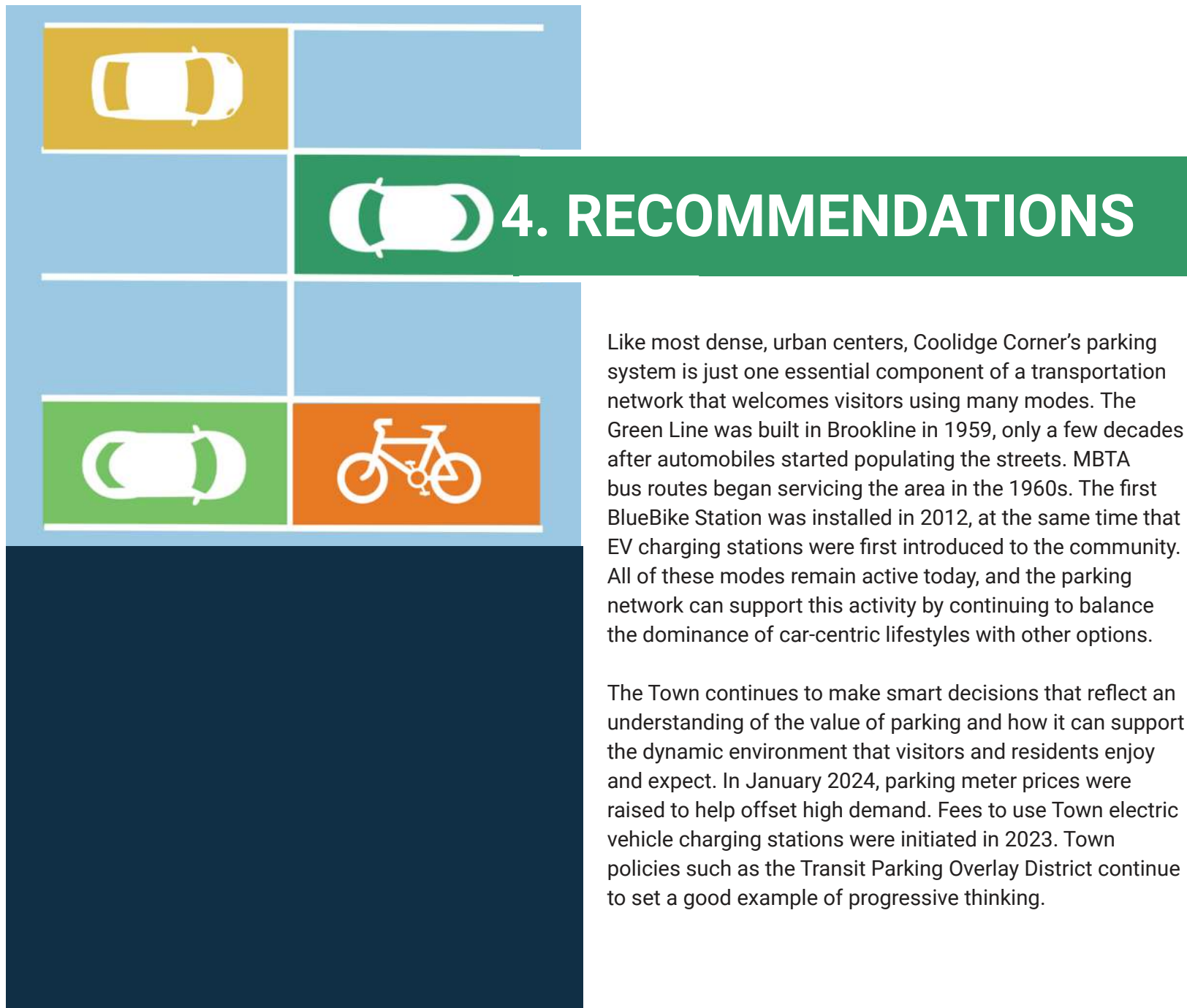
[Thursday, November 14 - Coolidge Corner Parking Study Presentation](#)

Review and Comment on the Draft Recommendations!

Didn't get to attend the virtual public workshop above? Please use the links below to review the initial findings and provide your thoughts on the proposed recommendations. This opportunity to provide feedback will be open until **December 20, 2024.**

Start here: Study Overview and Key Findings

Click the link below to view an overview of study process as well as key findings related to vehicle parking inventory, utilization, and regulations, as well as bicycle parking information.



4. RECOMMENDATIONS

Like most dense, urban centers, Coolidge Corner’s parking system is just one essential component of a transportation network that welcomes visitors using many modes. The Green Line was built in Brookline in 1959, only a few decades after automobiles started populating the streets. MBTA bus routes began servicing the area in the 1960s. The first BlueBike Station was installed in 2012, at the same time that EV charging stations were first introduced to the community. All of these modes remain active today, and the parking network can support this activity by continuing to balance the dominance of car-centric lifestyles with other options.

The Town continues to make smart decisions that reflect an understanding of the value of parking and how it can support the dynamic environment that visitors and residents enjoy and expect. In January 2024, parking meter prices were raised to help offset high demand. Fees to use Town electric vehicle charging stations were initiated in 2023. Town policies such as the Transit Parking Overlay District continue to set a good example of progressive thinking.

The draft recommendations were developed with a holistic view and with careful consideration of the following:

- Community and Stakeholder input
- Successes and progress in parking policies and management in recent years
- Parking-related goals identified in previous Town planning efforts that have not yet been addressed
- The Town’s future economy and development

The recommendations are housed within four strategy areas that aim to build on existing good practices and increase the flexibility of the system as travel patterns and modeshifts over time. With the understanding that implementing the recommendations will require some investment and coordination over a period of years, each recommendation includes a likely priority for pursuit (i.e., short-, mid-or long-term). An implementation matrix identifies high-level actions to keep the momentum from this study advancing.

This section should be viewed as a package that, together, creates a streamlined and sustainable parking approach that is user-friendly, responsive, and symbiotic with all modes that will utilize Brookline’s streets today and tomorrow.

PROJECT GOALS

-  1. Maximize use of the **existing parking supply and avoid underutilized parking spaces**
-  2. A **parking management system** that works for residents, employees, customers, and visitors
-  3. A **customer-friendly parking environment**
-  4. **Safe and convenient pedestrian connections** to and from parking facilities
-  5. Efficient and effective parking enforcement and technology
-  6. Support long-term **economic vitality** of the business district
-  7. Access for **business and commerce** in Coolidge Corner
-  8. Parking requirements that support overall Town goals
-  9. Parking system management that **is aligned with other community goals and plans, including community mode share targets**
-  10. A system built on **data and transparency**

PARKING STRATEGY AREAS OVERVIEW

The recommendations for improvements to the Coolidge Corner parking system address individual opportunities and tactics and together comprise a broader approach. As such, the recommendations have been identified within four different strategy areas. This can help the town understand how to prioritize a series of linked recommendations that, together, advance specific strategies.

#1

Improve understanding and experience of the parking system

These recommendations support Project Goals 2, 3, and 4, and focus on the various components that contribute to a positive user experience of the system.

#2

Optimize the use of today's supply

These recommendations support Project Goals 1 and 5, and focus on opportunities to better balance how today's supply is used in the short-term, and without needing to build additional supply.

#3

Ensure parking works with the overall transportation network

These recommendations support Project Goals 6 and 8, and focus on Coolidge Corner's parking as an integral component of the multimodal transportation network, rather than a standalone system.

#4

Future-proof the system for changing demand

These recommendations support Project Goals 7, 9, and 10, and focus on the understanding that the parking system is not stagnant and should have built-in flexibility to support Coolidge Corner's evolution.

RECOMMENDATIONS OVERVIEW

#1

Improve the experience of the parking system

- Simplify regulations
- Simplify parking information
- Develop a streamlined, branded wayfinding system
- Reassess parking technology

#2

Optimize the use of today's supply

- Demand-responsive pricing approach
- Evaluate approach to permits
- Increase curb flexibility to accommodate more uses

#3

Ensure parking works with the overall transportation network

- Introduce new and update existing bicycle racks
- Create a Coolidge Corner Parking Benefit District
- Enhance connections to and from parking
- Evaluate accessible parking supply and approach
- Evaluate EV parking supply and approach

#4

Future-proof the system for changing demand

- Regularly monitor parking demand and system needs
- Open existing parking spaces to new users
- Introduce more flexibility in parking requirements

NOTE: Each detailed recommendation identifies which of the parking study goals it aligns with, specifically. A general timeframe for the recommendation is also identified to aid in the Town's prioritization and eventual implementation: Short-Term (<1 year), Mid-Term (1-3 years), and Long-Term (3+ years)

Simplify regulations

Goals aligned: 1 2 3 4 5 6 7 8 9 10

Timeframe: Near-Term

Coolidge Corner's Challenge: Regulations are complicated, and inventory is limited for certain needs (e.g., short-term parking)

WHAT THIS STRATEGY DOES

As identified in the inventory analysis of this report, Coolidge Corner currently has a significant number of regulations for visitors to try and understand; many of the regulations are very similar, aside from minor details. By streamlining/consolidating regulations where possible, visitors can have an improved understanding of where and how to park. This strategy also potentially increases the use and efficiency of some parking spaces, as well as reduces the complexity of enforcing many small parking segments with unique regulations.

HOW IT WORKS

- Streamline similar regulations (for example, consolidate various permit parking regulations into one category as shown below).
- Create regulations that respond to demand and work for most groups as opposed to unique exceptions that only benefit a few users.
- Update signage to show accurate parking information and to be as clear as possible about changes by time of day and day of week (see example to the right).
- Create public education campaign on new regulations, including through the town newsletter, updated website information, and through an updated parking map (the 2-hour daytime limit and overnight parking bans can particularly benefit from clarity).

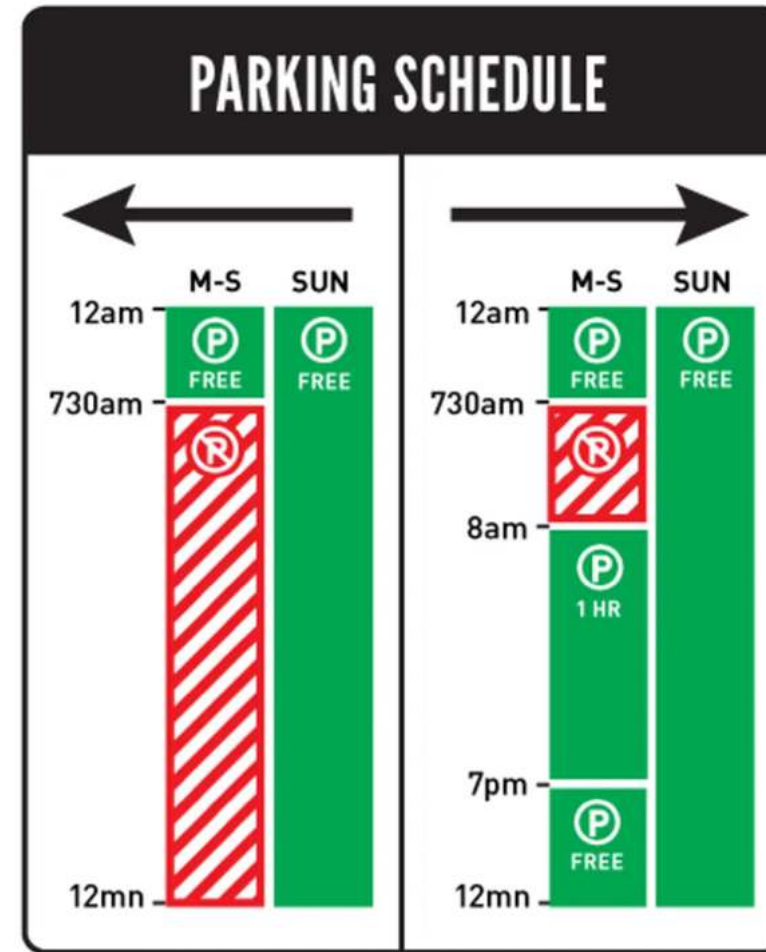
COOLIDGE CORNER CONTEXT

Existing Regulations

Permit Parking Only, 7AM-9AM, M-F
Permit Parking Only, 8AM-10AM
Permit Parking Only, 8AM-10AM, M-F
Permit Parking Only, 8AM-10AM, M-F

Consolidated Regulation

Permit Parking Only, 7AM-10AM, M-F



BEST PRACTICE:

NYC visualizing parking by time and type. (Source: newatlas.com)

KEY BENEFITS

- Maximize use of parking spaces (i.e., more flexibility)
- Less of an enforcement burden
- Improve user experience through clarity and simplicity

Simplify parking information

Goals aligned: 1 2 3 4 5 6 7 8 9 10
Timeframe: Near-Term

Coolidge Corner's Challenge: Parking information online is very comprehensive but overwhelming to understand at a quick glance

WHAT THIS STRATEGY DOES

This recommendation builds from existing tools the Town already uses, such as the comprehensive database of parking information that the Transportation Department has organized on the Town website. There is opportunity to increase the awareness of parking-related information through social media, as the Planning Department recently did for the advertisement of this planning study. Generally, information should be thorough while also easy to navigate to quickly, regularly updated, and available in multiple platforms/formats.

HOW IT WORKS

- Evaluate the structure of the website through the eyes of a first-time user and consider reorganizing (example structure on the following page).
- Develop a top-of-page, static, highly visual, and simple map depicting all available public parking areas on- and off-street/tiered pricing zones/parking types in relation to key destinations. This can be integrated along with updates to wayfinding signage.
 - This map should be distributed to local business owners (e.g., Coolidge Corner Theatre) to be able to post or link to from their own websites.
- Highlight a link to the Acela Portal at the top of the 'Parking' homepage, advertising it as a one-stop shop for permits.
- Develop simple static summary maps of different types of parking available (permit parking, accessible parking, etc) to highlight at the top of each sub-section.
- Consider whether parking information can be developed in other languages to better support the range of visitors who travel to Coolidge Corner.
- Coordinate with DPW, Planning and Transportation Departments about social media posts relevant to parking, such as notices during snow emergencies, updates about meter pricing, or permit changes, etc.



KEY BENEFITS

- Improve ease of understanding parking types and areas quickly
- Ensure parking information is a shareable community resource
- Promotes inclusiveness for users who access information in different ways (static information vs. interactive navigation, town website vs. social media, etc.)

Potential Parking Webpage Flowchart

Brookline could simplify and create more intuitive navigation of online parking information. Although not comprehensive, the following demonstrates a potential approach to organizing parking information, easily.

PARKING HOMEPAGE

- Where to Park (large static map) and link to interactive GIS map
- “Latest News” banner
- Contact Information for Questions/Concerns
- Links to Parking Studies and Data PDFs

HOW TO PAY FOR PARKING

- Link to Permit Portal
- Information about Meters/Kiosks (e.g., how to operate, what types of payments accepted)
- Information about PaybyPhone (e.g., how to access, where it can be used)
- Overall map with permit locations by type and price highlighted

PARKING PROCEDURES

- Winter Protocol
- Street Sweeping
- Special Events

PARKING VIOLATIONS

- List of Violations and Fees
- How to Pay for a Parking Ticket

SPECIAL PARKING REQUESTS

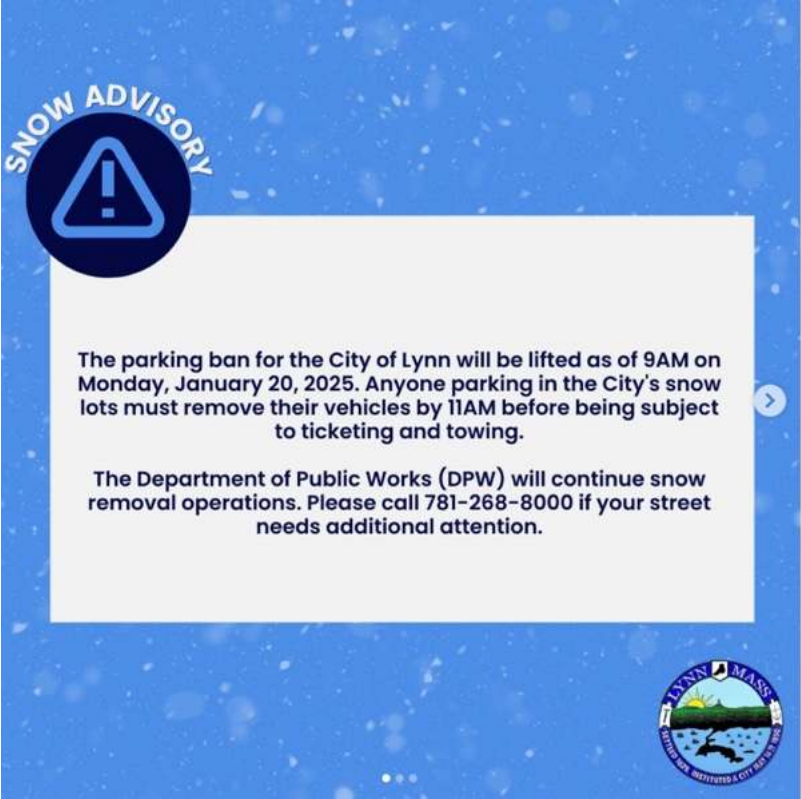
- How to request an accessible space
- How to request a loading zone
- How to request a bike rack

PARKING RESOURCES FOR DEVELOPERS

- Town parking requirements
- Town’s approach to shared parking and potential opportunities
- Town TDM approach and opportunities

Violation	Fee
Parking in a Restricted Zone	\$30
Illegal Parking between 10P-6A	\$50
Invalid Inspection Sticker	\$50
Impeding Street Cleaning (posted sign)	\$50
Meter Violation	\$15

Example Excerpt of a Violation Fee List



BEST PRACTICE:

Example Instagram post by the City of Lynn’s Department of Public Works

Develop a streamlined, branded wayfinding system

Goals aligned: 1 2 3 4 5 6 7 8 9 10

Timeframe: Mid-Term

Coolidge Corner's Challenge: A lack of wayfinding may result in public parking facilities being underutilized and higher demand on-street

WHAT THIS STRATEGY DOES

As a short-term approach, this recommendation involves improving the clarity of directional and entry signage at public lots, particularly the Marriott Garage. This recommendation also includes expanding information available about the parking system on various platforms, including online and through physical maps.

As a long-term approach, and with the understanding that many of the parking lot identification signs are in need of maintenance, this recommendation encourages the eventual development of a new, comprehensive parking signage system that completely replaces the existing signs, and conveys sufficient information and reflects Town identity.

HOW IT WORKS

- Conduct an assessment of existing signage using the inventory from this study to identify priority locations needing improvements based on level of maintenance needed, size and positioning adjustments needed based on visibility of the signs, etc.
- Establish a consistent sign design approach reflective of Brookline's character and current brand (e.g., colors, logos, typefaces).
- Install highly visible directional signage to public parking at key intersections
- Install information signage at the entrance of public parking facilities including: name of lot, parking hours, information about fees (if relevant), etc.
- Develop a clear, static map of public parking facilities for the Brookline website, to be distributed to merchants, etc.
- Conduct an assessment of pedestrian routes to/from parking and identify locations where signs to parking are beneficial. Consider integrating directional or mapped information about parking facilities in a Town plan for pedestrian information signs (e.g., kiosks).



KEY BENEFITS

- Improve ease of navigation for visitors to appropriate parking for their needs
- Reduce congestion due to vehicles circulating to find a space
- Improve the use of facilities which are less visible from the street
- Establish recognizable and cohesive Town signage system

Best Practice Examples of Parking Wayfinding Signage

Vehicle Directional Signs



Parking Identification Signs



Pedestrian Directional Signs



Reassess parking technology

Goals aligned: 1 2 3 4 5 6 7 8 9 10

Timeframe: Mid-Term

Coolidge Corner's Challenge: The parking technology industry evolves every day, and new products support an easier customer experience. However Coolidge Corner's parking system is not leveraging these advantages. Although meters throughout Coolidge Corner allow multiple types of payment which provides flexibility for users, both customers and staff alike have expressed frustration with using them. In addition, although spaces may be available in lots and the Marriott Garage that are outside the core, people today don't have the information that may motivate them to seek out these spaces.

WHAT THIS STRATEGY DOES

This strategy is to deploy parking technology to improve the user experience, specifically pursuing upgraded parking meters and real-time availability signage. Real-time signage more explicitly communicates to the public when spaces are available. Real-time signs may also be linked to a LPR system for vehicles entering the facility, which can help the Town automatically track utilization trends over time.

HOW IT WORKS

- The Town is already pursuing parking meter upgrades (IPS and Flowbird).
- As prices adjust, the Town could consider absorbing/incorporating the credit card convenience fee into the overall price to park.
- Coordinate with a vendor to install real-time availability signage for publicly available lots and garages, starting with the Marriott Garage to increase its visibility. This may also be aligned with the recommendation to Develop a Streamlined Wayfinding System; real-time signs could be designed to integrate the branding and visual approach of an updated wayfinding system.
- The Town should maintain the option to pay by phone. **The Town is introducing Text-to-Pay as a new payment method option in its pilot program.**
- As possible, work with/encourage separate vendors to develop their back-end systems to support real-time availability and the ability for the Town to easily pull meter revenue/occupancy information for different pricing zones.
- Consider License Plate Readers (LPR) for enforcement (correlates with Page 78 recommendation) which provides a more defensible and understandable approach.



BEST PRACTICE:
Example parking availability digital sign by Logix

KEY BENEFITS

- Improve user experience
- Improve utilization of public lots
- Potentially provide reliable data source for Town

Demand-responsive pricing approach

Coolidge Corner's Challenge: One-size-fits-all pricing approach creates parking crunches in some areas while nearby spaces are underutilized

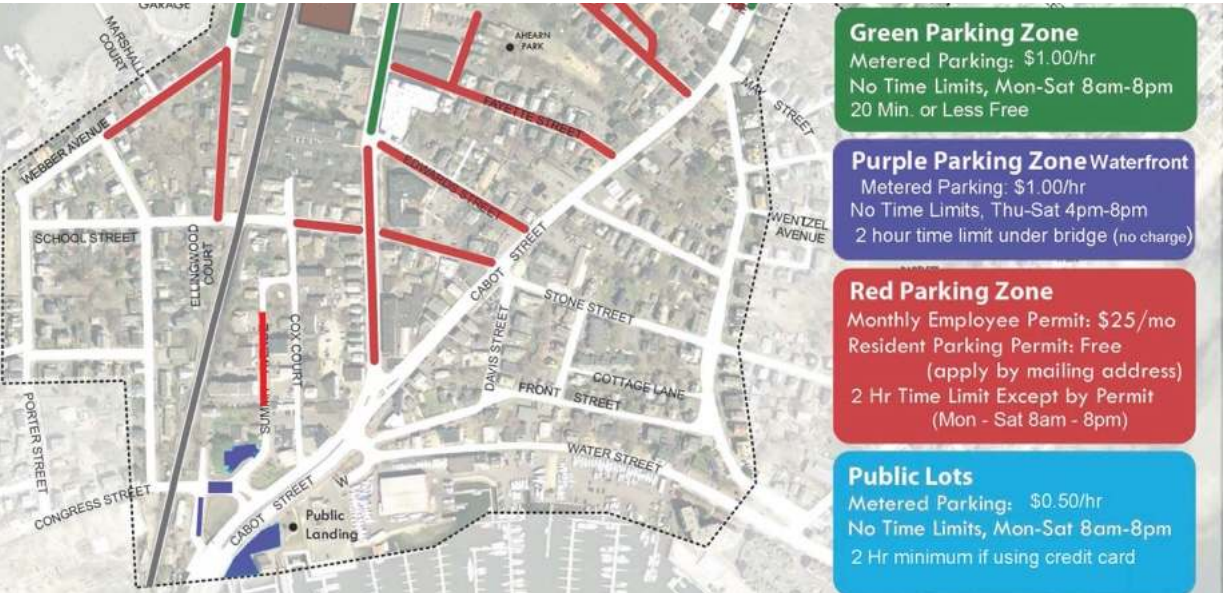
WHAT THIS STRATEGY DOES

Coolidge Corner's most desirable (i.e., convenient) public parking spaces are priced the same as those which are farther away, so people naturally hunt for spaces in the core first where thigns are busiest. Survey respondents shared their openness to paying more or less for parking based on convenience. Varied pricing helps maintain availability by encouraging more turnover in core, higher priced spaces and providing the option for people to use cheaper options that are slightly farther.

HOW IT WORKS

- Define areas/zones for performance pricing approach (see example on opposite page).
- Identify capital needs and allocate funds for associated capital costs, such as payment kiosks, updated signage, zoned maps, etc.
- Best practice would be to implement demand responsive prices and remove time limits entirely, so that people have the option to stay as long as they are willing to pay.
- Make incremental adjustments, such as increasing the price in the core by \$0.50 per hour, then evaluate results.
- Determine a testing phase period to evaluate impacts of utilization change, and develop an education campaign for the public and enforcement staff as changes are integrated.
- Conduct utilization counts at the end of the testing period to identify potential areas of improvement in the system. Share results back with stakeholders and the public.
- Adjust rates over time to meet an occupancy target (maximum of 85 or 90 percent); this occupancy target may be on a district-wide basis rather than block by block.
- Invest in lighting and other pedestrian wayfinding and safety improvements to encourage walking from lower-priced areas for those who do not wish to pay the highest rates for on-street parking.

- Work with privately owned parking that is publicly available, such as the Marriott Garage or future shared agreements, to ensure that their offerings fit within the pricing system. The tools to implement this are similar to those used to encourage shared parking, such as offering revenue sharing, signage, and/or in-kind maintenance services.



Tiered pricing approach in practice in Beverly, MA

KEY BENEFITS

- Ensures prime on-street spaces are available for users with greatest willingness to pay (and likely contribute to economy).
- Incentivizes parking in remote areas or off-street.
- Demonstrates the value of parking instead of as a free entitlement

EXAMPLE OF INITIAL PRICE CHANGE

Pricing approach today

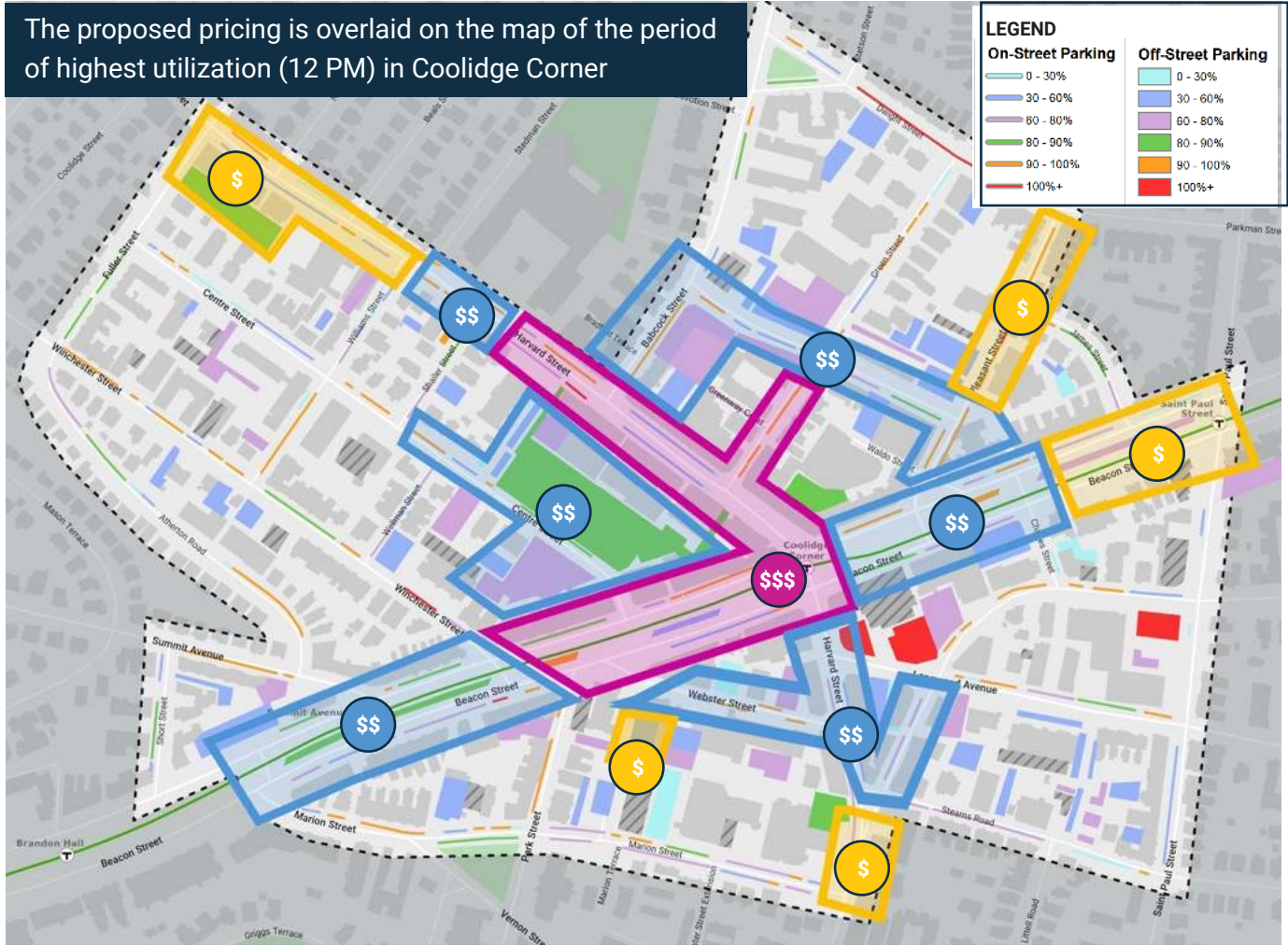
\$= High-demand central space (\$2.00/hr) **\$=** Low-demand, farthest space (\$2.00/hr)



Proposed pricing approach (ex.)

\$▲ High-demand central space (\$2.50/hr) **\$▼** Low-demand, farthest space (\$2.00/hr)

Coolidge Corner Proposed Price Structure



A performance-based approach to pricing in Coolidge Corner would decongest core areas to alleviate negative perceptions about parking availability. The area of highest cost would be in a limited and target area and 1) “rewards” people who are willing to pay more for convenience, 2) is an educational tool that better demonstrates to the public the true value of parking.



A mid-range of parking pricing would be applied to facilities that are either slightly farther from the core, or not immediately visible from the roadway but are still walkable within just a minute or two for a slightly lower price.



The areas of lowest cost would be those which are farthest to walk to/from destinations in the core area. The public survey identified that many visitors are willing to park farther for a lower price.



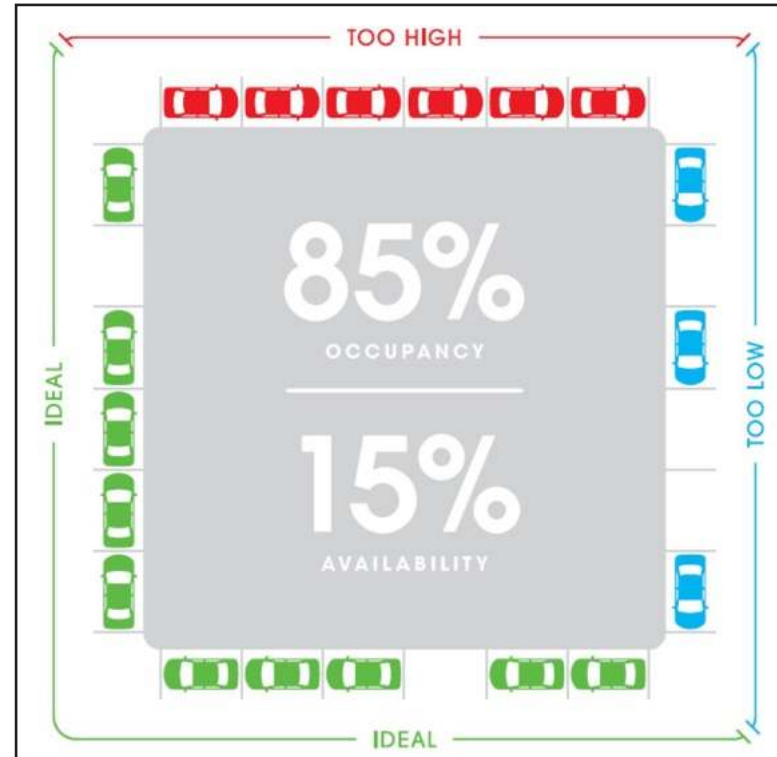
WHAT IS THE APPROPRIATE PARKING SUPPLY FOR COOLIDGE CORNER?

Performance-based pricing provides an opportunity for the Town to find an equilibrium by which all motorists can find parking at the price point appropriate for them at the busiest times of the day. In theory, this means that there is a “clearing” price by which parking occupancies will not exceed the desired performance target.

Justification for expanding the public parking supply (through new facilities or sharing of existing private facilities) may develop over time if Coolidge Corner’s spare capacity lessens. This will require additional considerations such as anticipated revenues and operations associated with a new facility (transient parking, increased permit sales, violation fees, etc.), debt service, and whether the facility produces a positive return on investment.

Several factors may influence the net return calculation, including diverted revenues from other locations and anticipated future usage associated with pipeline developments.

An 85% utilization target ensures at least one space is available on each block. However, some communities opt for targets between 70 and 85% as a buffer to ensure parking will be available.



Best Practice: Baltimore, MD

Baltimore, MD introduced performance-based parking standards for its downtown area in 2017. Data is collected every six months and rates adjusted upwards or downwards by 25 cents an hour to achieve a utilization rate of 75-85%.

In its Central Downtown neighborhoods, meters have now been adjusted 11 times (approximately twice a year) since the program’s inception. This provided users with time to adjust to rate changes within a range of \$0.50 to \$4.75 per hour. Rates differ by block face; although this presents challenges with relaying prices to users to make informed decisions, it allows for easy adjustments by the city’s Parking Authority.



The Parking Authority of Baltimore produces reports twice annually detailing changes in meter rates along block faces. This map shows proposed meter increases, decreases, and those not changing in a recent cycle.

(Source: Parking Authority of Baltimore)



Evaluate approach to permits

Goals aligned: 1 2 3 4 5 6 7 8 9 10

Timeframe: Near-Term

Coolidge Corner's Challenge: Permit system is creating parking crunches.

WHAT THIS STRATEGY DOES

This package of recommendations expands options for employee parking, adjusts pricing to match demand and create availability, and introduces flexibility to maximize the use of existing parking. The Town could pursue this bundle of strategies in pieces or all together. The strategies should address resident concerns about parking on side streets as well as reducing a potential oversupply of parking by making sure existing, underutilized space can be used before anyone invests in more supply.

HOW IT WORKS

- Increase options for employee parking off-street through shared parking approach. (See Recommendation 'Pursue Additional Supply')
- Adjust commercial permit prices in response to high demand, ideally paired with a more convenient, online purchasing system (details to the right):
 - Require a significantly higher price to continue 1-permit = 1-space parking guarantee in a select field of spaces
 - Oversell current permit in shared fields of parking to reduce inefficiencies (coupled with use of West Centre Lot below)
 - Offer new discounted permit on more remote street segments (see zonal approach to the right)
- Consider increasing price for on-street daytime residential permits.
- Consider selling more off-street permits, particularly for the West Centre Lot which does not fill during weekday peak times. This change can be incremental and will be important to monitor/adjust as needed. A single permit should allow parking in either Centre lot.

- Continue to increase the benefits through integrating digital tools, such as:
 - Using the new digital system to allow for monthly permit renewals. This will encourage people to buy permits only as needed, as well as provide a more cost-effective option for those who need permits for a shorter period of time. This option could be made available for commercial permits, in particular (the Town can still provide in-person permit purchases for those that prefer this option).
 - Utilize License Plate Reader (LPR) technology for enforcement of permit and other parking-related violations.
- Introduce a zonal approach to on-street parking permits. For both residents and commercial permit holders, this would increase options and potentially spread out demand.
- Maintain and monitor 40% rule of thumb for commercial on-street permits, and adjust as needed. The Town should continue to issue commercial permits for 40% of available on-street spaces by street (or by zone, if implemented), but block-by-block designations may be necessary to reduce high utilization on more convenient block faces. This can be inclusive of teacher permit sales and potentially their price in response to demand to begin. If portions of side streets are too busy or very empty, the Town can adjust the rate of permit sell (made easier by doing monthly rather than annual or biannual permits).
- Continue to count at peak time and introduce adjustments to pricing, limits, oversell rates, etc. in incremental rates as needed.

KEY BENEFITS

- "Unlocks" permit spaces which are not needed for a full year
- Improves convenience of securing a permit
- Removes enforcement burden of tracking permit-sharing violations

City of Medford Parking Permit Portal



5. **Residential Parking Permit:** Upload a clear copy of the Massachusetts vehicle registration (must have the City of Medford address printed by the Registry of Motor Vehicle (RMV), to apply for a Residential Parking Permit). The City of Medford address is required to be printed by the RMV in the "Garaged Address" if the "Owner-Mailing Address" is different. The RMV Registration Replacement, RMV Residential Address form, RMV Renewal Letter, handwritten address changes are not acceptable. For the Proof of Address section: you may choose to upload one of the following: 1) Vehicle Registration; 2) Driver's License; 3) Lease Agreement/Deed or 4) Utility bill (each document must indicate the City of Medford address of the residence). The Residential Parking Permit only allows the vehicle to park on the street of the residence or the variance.

BEST PRACTICE:

City of Medford's Permit Portal and procedure of uploading license plate details to secure residential parking permits

Monthly Permits

The cost for a monthly permit is \$45 per month. This permit allows parking in designated lots and at red-top parking meters. [Purchase a Monthly Permit online](#). The majority of the designated lots are located conveniently close to Main Street. Monthly permits are authorized in the following locations.

- Round House Lot
- Old South Street Lot
- Hampton Ave Lot
- James House Lot
- West Street Lot
- Red-Top Parking Meters

BEST PRACTICE:

City of Northampton allows for a monthly purchase of permits in designated facilities



Handheld LPRs improve the ease of parking enforcement

Increase curb flexibility to accommodate more uses

Goals aligned: 1 2 3 4 5 6 7 8 9 10

Timeframe: Mid-Term

Coolidge Corner's Challenge: There is limited curb space in high demand for competing needs without a process for prioritizing them.

WHAT THIS STRATEGY DOES

As identified in pages 8-9 of this report and through community feedback, one of the key challenges of the vibrancy of the urban environment of Coolidge Corner is that the curb can't easily accommodate the sometimes-competing needs that occur throughout the day. Many of these uses, including short-term loading spaces, play an essential role in supporting the local economy but out of necessity, cause regular occurrences of double parking or large vehicles occupying prime, spaces intended for the public. This recommendation identifies and clarifies all the demands at the curb. This gives the Town and stakeholders such as merchants a common language to be able to discuss curbside priorities.

HOW IT WORKS

- Using the curbside toolkit summarized on the following page and included in total in Appendix B, analyze the benefits and considerations associated with different types of uses that could be better accommodated at the curb, and prioritize which to pursue, using best practice guidance.
- Consider developing a formalized process for merchants to be able to request curbside regulatory changes, including a set of conditions that should be met to warrant the change. Use the curbside toolkit to guide decision-making.
- Once spaces are updated with new regulations, continue to conduct utilization counts to analyze their effectiveness in reducing parking conflicts.
- Increase parking violation fees to disincentivize curbside use conflicts and to better reflect the value of the curb.
- Consider developing street typologies that prioritize the components of the curbside toolkit for Coolidge Corner and beyond. For guidance, look to the Boston Region Metropolitan Planning Organization (MPO)'s *Managing Curb Space in the Boston Region: A Guidebook*.



BEST PRACTICE:

Boston parking regulation sign that clearly identifies multiple uses for a specific parking area

KEY BENEFITS

- Reduce instances of double parking and congestion
- Ensure merchants can facilitate deliveries essential to business operations
- Allows nearby or adjacent businesses to share loading spaces when merited and revert to general parking based on merchant needs
- Set precedent of building in flexibility block by block, understanding that needs and demand for new uses may shift over time

Coolidge Corner Curbside Toolkit Excerpt (See Appendix B for complete Toolkit)

CURB LANE FUNCTION	FUNCTION DESCRIPTION/ OBJECTIVE	COMPATIBLE BROOKLINE PARKING STUDY GOAL	USER TYPES	PERIOD OF USE	FACTORS INFLUENCING PRIORITIZATION	MPO GUIDANCE (MANAGING CURB SPACE IN THE BOSTON REGION: A GUIDEBOOK)	DESIGN CONSIDERATIONS (Both within the curb lane and adjacent to it)	RESOURCES/BEST PRACTICE
ACCESS TO SUPPORT BUSINESS OPERATIONS	Unimpeded access for vehicles providing service to businesses	Improve parking management system for residents, employees, customers, and visitors	Various vehicles, some long	Periodic (business hours)	Business hours and service hours of businesses providing services or deliveries for businesses Size of vehicles and frequency of delivery Presence of existing dedicated loading zones/regulation signs	Curb Management Strategies: Move loading off-peak Move loading off-street Create flex zones Deploy common carrier lockers Loading management zones Investigate opportunities to utilize e-cargo bikes	min 40' length, preferred 60'-80' for loading Presence of ramps to support safe movement of goods	
	Designated parking for loading/unloading of commercial vehicles	Assess how parking areas or regulations can better support long-term economic vitality of downtown		PU/DO				
	Designated parking for loading/unloading of delivery/mail couriers	Revisions to Town bylaws regarding parking requirements		Customer parking				
STANDING	Dedicated space for vehicles to pick-up and drop-off passengers	Assess how parking areas or regulations can better support long-term economic vitality of downtown	Rideshare pick-up/drop-off	Intermittent (24/7)	Presence of lane markings/regulation signage for dedicated PU/DO lane Adjacent land uses that may attract rideshare visitors	Curb Management Strategies: PU/DO Zones Staging areas Improved legislation- Advocate for legislation that compels TNCs to provide municipalities with access to anonymized origin-destination data by hour of day and day of week. When building a PUDO, planners should consider	PUDO zones should allow for 60 feet or three parking spaces for vehicles to enter and exit the zone. There should be signage and paint to mark the PUDO zone clearly and nonvisual wayfinding, such as textured surfaces. Finally, PUDO zones should be visible in TNC apps and other wayfinding apps, especially for PUDO zones on side streets	https://inspectionsada.com/ada-compliance-blog/2020/12/26/passenger-loading-zones-and-the-ada
	Unimpeded access to transit stops	Revisions to Town bylaws regarding parking requirements						

Guidance for Identifying Appropriate Spaces to Accommodate Loading Zones

- Allocate loading zones preferably at the ends of blocks, provided they do not interfere with on-street ADA spaces.
- Ideally restrict size of loading zones to no larger than that needed for a 40-foot truck.
- Require sharing of loading zones within 200 feet of one another along uninterrupted sidewalk (i.e. on the same block or around a corner).
- Sign for general parking usage outside of posted loading zone time span.
- For periods with >70% parking occupancy, require justification for loading zone to be active during these periods. Example questions to business owners that may be integrated into a formal loading zone space request form are shown to the right
- In instances of the loading zone being occupied by vehicles other than the applicant’s, support open line of communication with Transportation and Police Department to allow for any citations to be waived.

Sample Questions to Business Owners

How often do regular deliveries occur?
When do regular deliveries occur?
What types of vehicles are used to deliver goods?
What types of goods are delivered?
How often is curbside space perceived to not be available?

Create a Coolidge Corner Parking Benefit District

Coolidge Corner’s Challenge: Multimodal improvements to the area are needed but lack a consistent sustainable funding source

WHAT THIS STRATEGY DOES

Parking Benefit Districts (PBDs) use revenue from parking fees to support improvements in the locations where the revenues originated. PBD money can support parking-specific upgrades, such as signage, but also more general infrastructure and community development efforts like planting, signage, and even maintenance. An established and activated PBD and management structure/body could directly support and advance many of the other recommendations in this report.

HOW IT WORKS

- Identify or establish a committee to manage the PBD. This should include a “champion” at the Town staff.
- Develop an action plan, which is a prioritized list of improvements for PBD revenues to fund.
- As improvements are made through the PBD, consider an information campaign linking the revenues to upgrades (such as signage on the meters indicating that the funds go to Coolidge Corner infrastructure improvements).



BEST PRACTICE:
Arlington, MA Parking Benefit District in Arlington Center. The Arlington Parking Benefit district has funded plantings, and plans to fund trash management, seasonal decorations, and more in FY2024.
Source: <https://www.arlingtonma.gov/home/showpublisheddocument/64832>

KEY BENEFITS

- Provides continuous revenue stream to fund Coolidge Corner improvements
- Creates a direct link between parking revenues and public realm upgrades
- Fosters political support for parking pricing changes

Introduce new and update existing bicycle racks

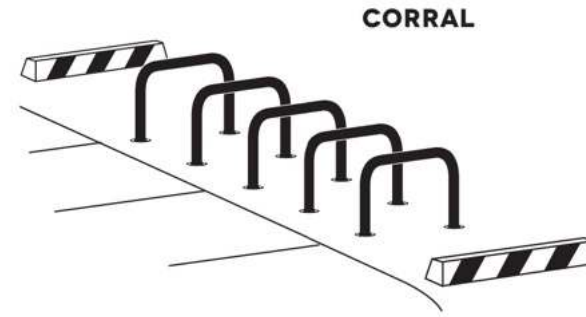
Coolidge Corner's Challenge: Many bicycle racks today are not being utilized, and bicyclists often "create" their own space

WHAT THIS STRATEGY DOES

This strategy is to provide more and improved bicycle parking options in Coolidge Corner to better meet demand. Today, people lock bikes informally to things like parking meters and trees. In some cases, such as trees, this can potentially create damage. But beyond that, providing formal racks in key locations will help people biking feel welcome and safe in Coolidge Corner.

HOW IT WORKS

- Install racks in areas with a concentration of informal bicycle parking today, such as near the intersection of John and Green Streets, and Pleasant Street near the library. Also consider locations at the ends of quieter, low traffic volume streets that provide convenience for all-age cyclists to park their bike and walk their final destination.
- Using the bicycle rack inventory from this study, develop and conduct an assessment of both the condition and placement of all existing racks to identify which need to be replaced or re-installed to be compliant with recently established Town standards (and APBP recommendations).
- Re-install or replace racks based on this assessment. In addition to ensuring standard recommended clearances from racks, identify opportunities to improve the conditions impacting the usage of racks, such as sufficient lighting and signage.
- Install bicycle parking signage at key locations to improve navigation to, and use of available parking options.
- Conduct a utilization count of bicycle racks several months after (ideally in warmer months) the update of bicycle racks to confirm updates have encouraged their use.



BEST PRACTICE:

Standardized bicycle parking directional signage (above) and example of how to best utilize on-street parking spaces to accommodate multiple bike parking spaces or bikes which may not be of a standard size

KEY BENEFITS

- Encourage travel to, from and within Coolidge Corner via bicycle
- Achieve mode shift from those who would otherwise travel by car
- Promote active lifestyles

Evaluate ADA parking locations and potential needs

Goals aligned: 1 2 3 4 5 6 7 8 9 10

Timeframe: Mid-Term

Coolidge Corner's Challenge: Enhanced ADA parking is key to being a truly accessible and welcoming community

WHAT THIS STRATEGY DOES

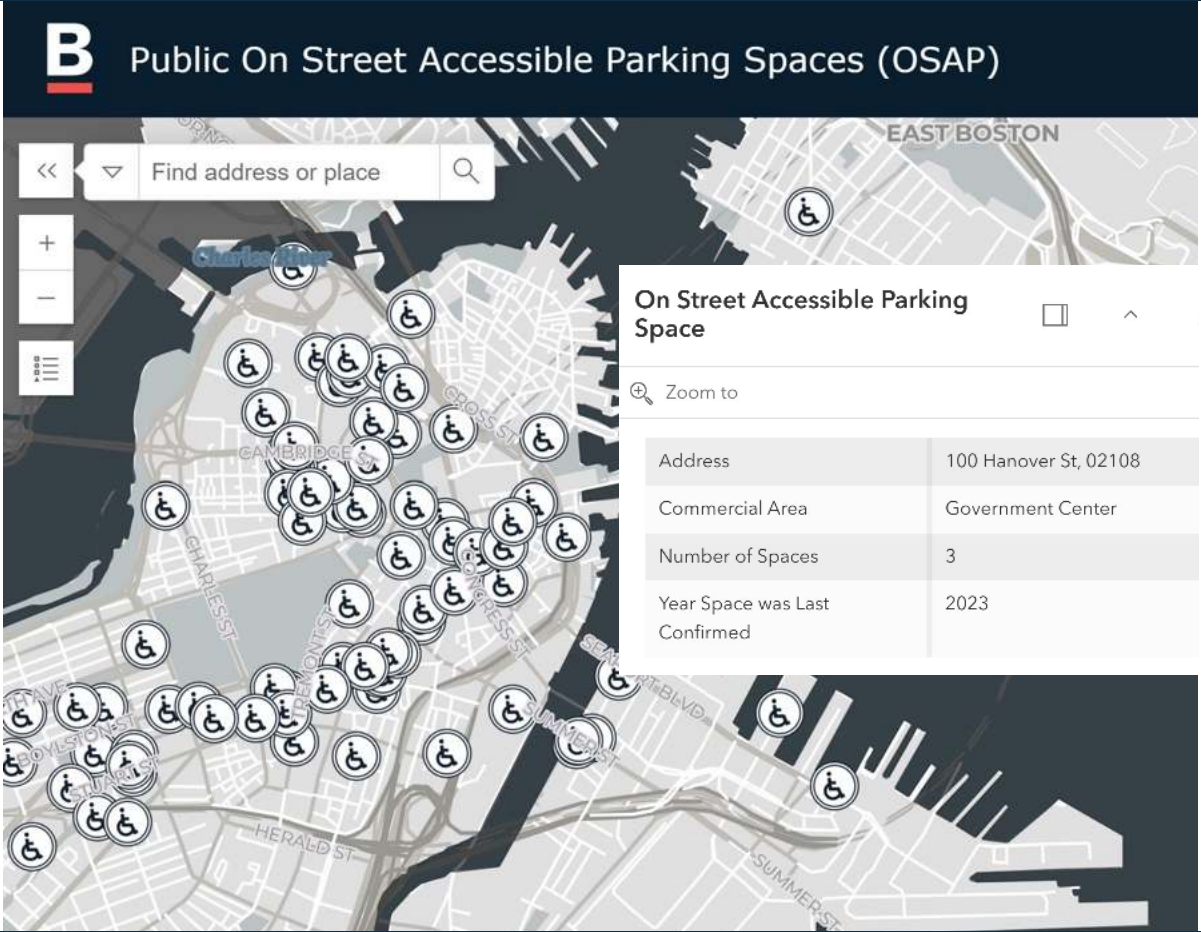
Allocates accessible spaces in accordance with ADA and Massachusetts Architectural Access Board (MAAB) standards where feasible in Coolidge Corner to ensure that spaces are available at reasonable intervals on-street near key destinations, as well as appropriately allocated in public lots. This strategy also promotes consistency in the way accessible spaces are marked or signed for easier recognition, as well as easy to navigate information on the Transportation Department website for where available spaces are located.

HOW IT WORKS

- Conduct an assessment of existing accessible spaces and their dimensions in relation to guidelines defined by MAAB, and identify locations requiring an update.
- Identify gaps in the existing inventory and identify potential parking spaces that could be converted to an accessible space with updated striping and regulation signage to meet the recommended ratio of accessible spaces in the public inventory (both on- and off-street). Although the Town policy currently installs accessible spaces on residential streets by request, spaces should also be included on streets with commercial destinations (ADA recommends one accessible space per 25 as a general guideline)
- Where feasible, dedicated sidewalk ramps should be provided; this strategy should be implemented on a block-by-block basis.
- This strategy should coincide with pavement marking efforts. Sign acquisition and installation must coincide with the introduction of an accessible space.
- Continue updating the public, online GIS map of accessible spaces but consider using icons or a different map base style that is simpler to read.

MAAB Guidance on accessible space ratios (off-street)

- one accessible space for every 25 parking spaces up to 100
- one per 50 spaces up to 200
- one per 100 spaces up to 500



KEY BENEFITS

- Establishes greater consistency (options) of appropriate parking spaces near more destinations
- Allows for easier access and egress for mobility-impaired visitors
- Improves awareness of available parking options

Evaluate EV parking locations and potential needs

Goals aligned: 1 2 3 4 5 6 7 8 9 10

Timeframe: Mid-Term

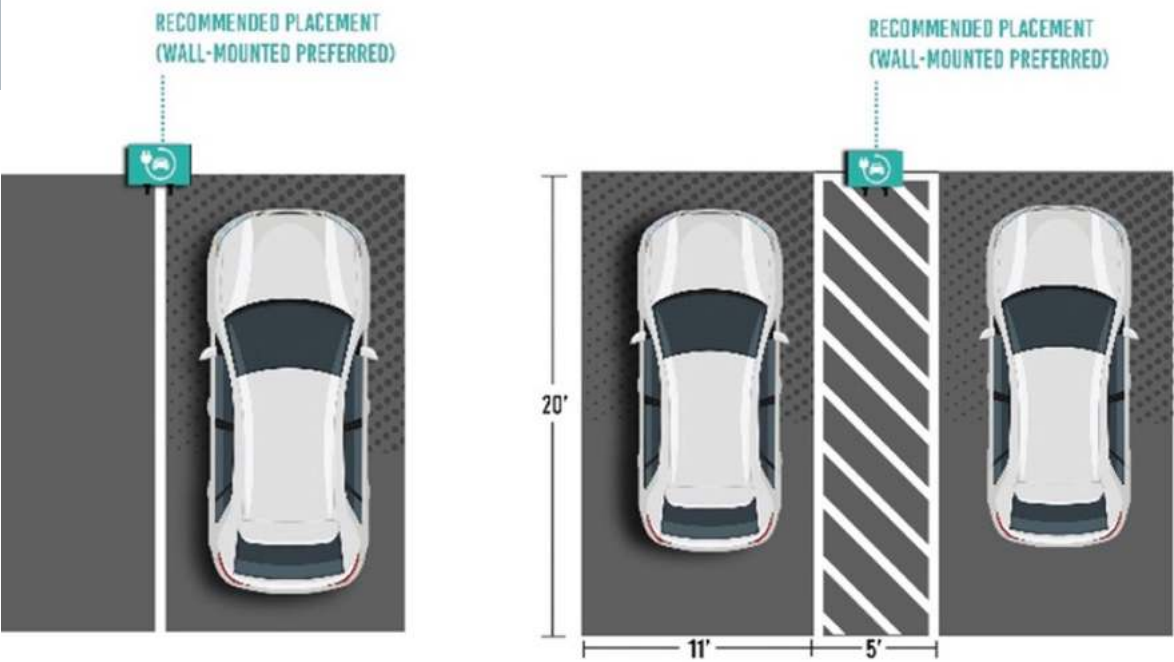
Coolidge Corner's Challenge: EV parking is actively being integrated into the inventory but there isn't a community-backed, long-term strategy

WHAT THIS STRATEGY DOES

Town residents and visitors presently and will increasingly desire electric vehicle charging options, whether for private automobiles or micromobility options such as e-scooters, yet these spaces are not highly used today. The Town should consider how to best accommodate these user types as they grow, including balancing EV options with standard parking spaces in public facilities as well as part of requirements for private parking construction. The Town currently has several EV parking space locations established in the Coolidge Corner area, as well as plans for future integration of spaces. With strong existing partners to advance growth in this area more seamlessly, the Town should continue to move forward. However, this recommendation prioritizes the development of a strategic plan regarding the planning and siting of future EV spaces, particularly with an emphasis on defining locations of spaces that are prioritized by the community.

HOW IT WORKS

- Develop a more user-friendly map of existing and planned EV spaces. Both existing mapped and planned locations which are currently only listed by address could potentially be represented with the use of an icon that could be easily recognized on an all-system Coolidge Corner parking map (See Recommendation 'Simplify Parking Information').
- Pursue the development of an EV Infrastructure Plan that will help clarify adoption rates and key locations for chargers.
- Integrate Stretch Energy Code guidelines into municipal parking lot construction and maintenance standards.
- Adopt EV charger-equipped or "EV-ready" requirements into parking design standards.
- Pursue funding for municipal charging equipment; explore federal grants, such as the Charging & Fueling Infrastructure (CFI) Grant Program.
- Consider incentives for development to integrate EV spaces.



BEST PRACTICE:

Standardized illustrations for integration of EV spaces in various contexts, including for accessible EV spaces. (developed by Stantec)

KEY BENEFITS

- Ensure EV space locations are likely to be used
- Plans for future increased shift towards more EVs and prepares in advance instead of retrofitting afterwards
- Promotes message that Brookline supports transition to vehicles with less environmental impact

Enhance pedestrian connections to/from parking

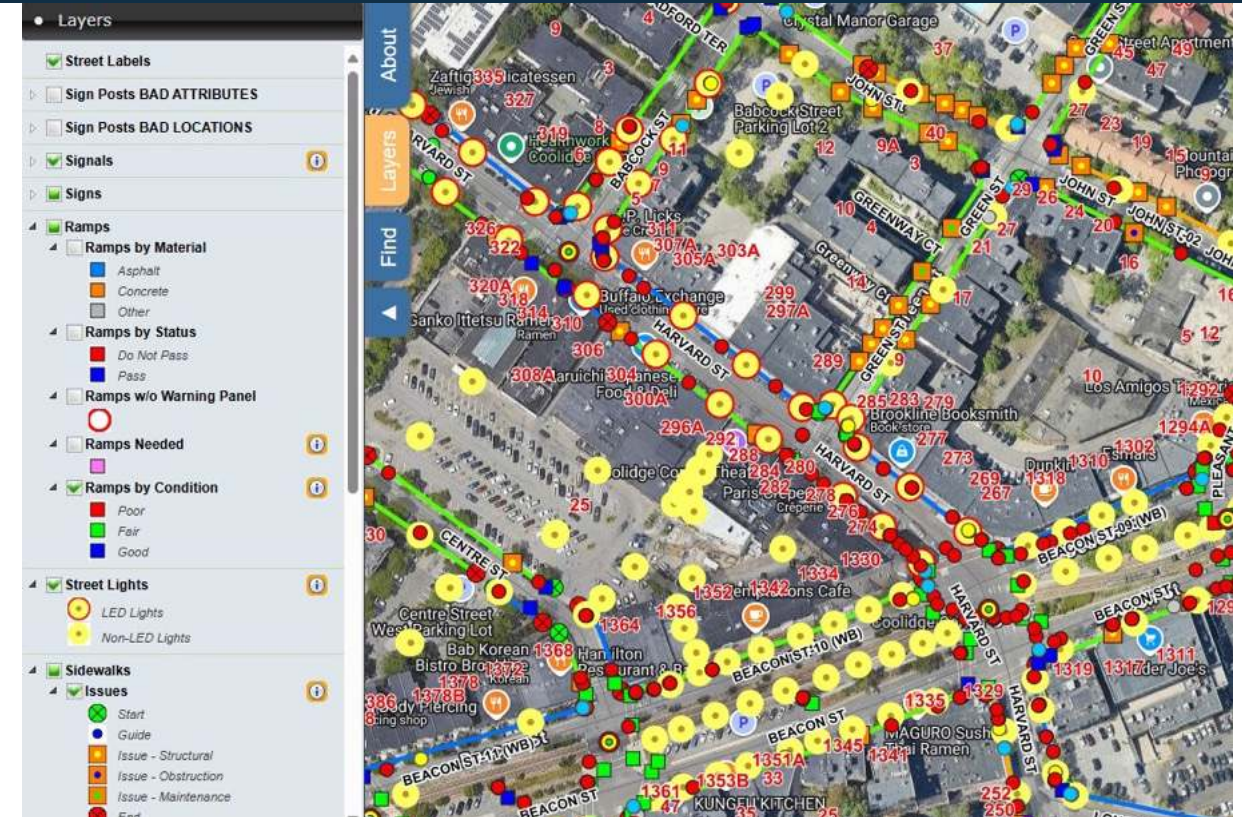
Coolidge Corner's Challenge: Awareness and ease of access to off-street parking options can be improved and enhanced

WHAT THIS STRATEGY DOES

Improvements to encourage walking from less proximate parking locations will allow all available parking to be used. This includes walking improvements such as better sidewalks and shorter crossings, traffic safety treatments like more frequent walk signals, as well as security measures such as improved lighting. Simple enhancements can incentivize not only parking in more remote facilities but also walking and biking as an alternative to driving.

HOW IT WORKS

- Periodically update and build on mapped data available as part of the Town Asset Management Program, including sidewalks and their condition, wheel chair ramps, traffic signals, and traffic signs.
- Seek signal equipment adjustments to reduce pedestrian waiting time, increase walking crossing time, and allow for leading pedestrian intervals where concurrent signalization is preferred.
- Identify and prioritize a list of Coolidge Corner locations where infrastructure upgrades should be prioritized.
- Develop an incremental approach for implementation of improvements and amenities to the walking environment, and ongoing funding (including PBD funds).
 - Pedestrian wayfinding signage (that directs to/from parking areas as part of Recommendation 'Develop a streamlined, branded wayfinding system) should also be planned.

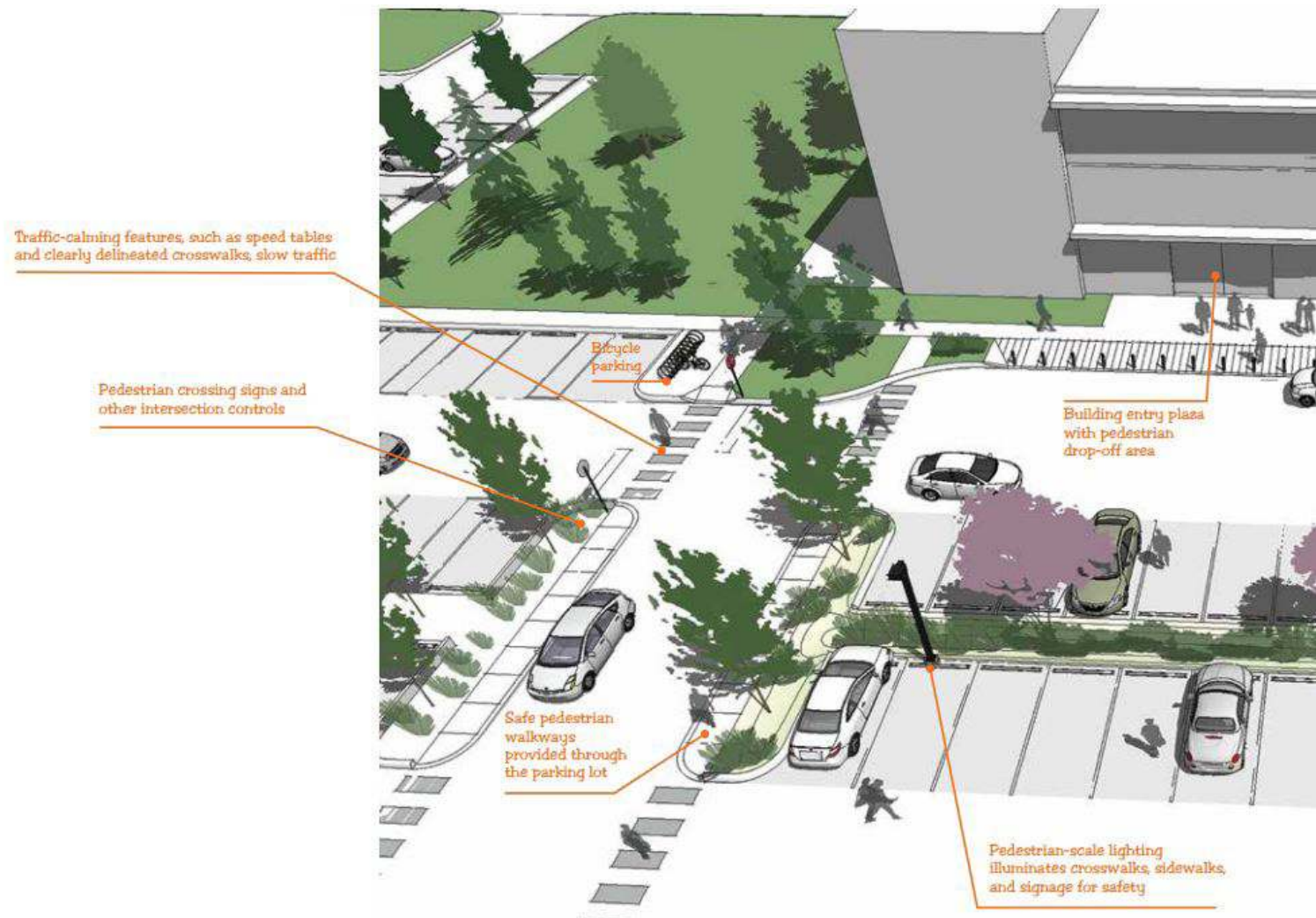


Brookline maintains an inventory of pedestrian infrastructure location and details

KEY BENEFITS

- Creates confidence in downtown being safe and welcoming for all visitors at any time of the day
- Encourages use of remote parking facilities, helping support core availability
- Creates highly-visible benefits correlating with PBD revenue

Designing Parking Lots that Efficiently, Safely, and Comfortably Serve Users



The graphic above demonstrates best practice guidance when designing a parking lot with consideration of how pedestrians move through it. These practices can be incorporated into Coolidge Corner’s existing facilities individually over a period of time, or as a more comprehensive upgrade.

Increasing Awareness of Parking in Coolidge Corner



The rendering (top) depicts simple but effective methods for transforming an alley and increasing awareness of parking, similar to the alley in Coolidge Corner (bottom)

Open existing parking spaces to new users

Coolidge Corner's Challenge: At times of peak demand, it is hard to find a space in the core of Coolidge Corner, yet there are existing spaces that people do not use today. Much of that availability is in 'restricted' private spaces. This parking occupies space in Coolidge Corner, but may not be the best use of land if they remain underutilized.

WHAT THIS STRATEGY DOES

This is a multi-pronged approach to increasing the supply available to visitors, residents, and employees, alike. The parking demand model clearly reveals that Coolidge Corner has an oversupply of parking today, yet there is an overwhelming perception that there is not enough parking. To combat this, the Town can better use the parking that already exists and can invest in additional parking. However, using what already exists is significantly cheaper than investing in a multi-million dollar garage. The Town has agreements in place with some private lot owners to allow residents with permits to park overnight in their lots. Other facilities, such as public commercial lots, allow for overnight parking. However, most private lots only service one property in spite of ample capacity that remains vacant, especially off-hours when Coolidge Corner is otherwise busy.

HOW IT WORKS

- At off-peak times such as evenings and weekends, the Town can open the West Centre street lot to the public. This can initially be done in the short-term with a simple approach of allowing hourly pay-by-app payments or by installing a kiosk.
- The Town can proactively contact landowners of underutilized private parking lots and work with them (including keeping sample shared parking agreements on file) to open those spaces to more users. There are multiple permutations of this, including:
 - Completely opening lots or portions of lots at certain times to the public
 - Working with select groups, such as employees with Town permits or employees of one or more businesses, to use specific parking spaces
 - The Town can offer in-kind services and/or revenue sharing to incentivize this approach



KEY BENEFITS

- **Opening existing underutilized parking to new users is a cost-effective way to increase available supply**
- Promotes parking as a shared community resource
- Reduces potential for significant cost burden of new-built supply so Town can focus funds on other essential needs

1 [WGI Parking Structure Cost Outlook for 2024](#)

Different Types of Shared Parking Arrangements the Town May Pursue

PRIVATE TO PRIVATE USE

The Town serves as an agent by connecting private parties desiring parking to lot owners with excess capacity.

A lease agreement can then be pursued between the parties; lease terms do not need to be filed or enforced with the Town.

The Town can maintain sample parking agreements to aid property owners, as well as provide clarity about liability coverage (most existing policies would support sharing).

PRIVATE WITH LIMITED PUBLIC USE

The Town enters into a formal agreement with private lot owners to provide in-kind services in exchange for parking lots being opened for more general use at designated times, while preserving zoning entitlements and the right to revert.

Usage could be unrestricted (open to the public at all times for any purpose) or limited to selected parking spaces, certain times of the day or days of the week, or for certain users such as employees of downtown businesses. Examples of these instances are festivals, parades, or other special events that are not regularly scheduled but may temporarily close on-street parking to allow for on-street parking, retail pop-ups, etc.

This approach may benefit from a permit or payment system to manage/enforce approved users.

SHARED PUBLIC/PRIVATE USE

The Town and private lot owners initiate a permitting and/or revenue sharing system agreement where lots are branded as being part of the public supply with users charged for parking. This may require investment and upgrading of facilities to maintain consistency in the offering of parking services in the Town.

Charges are shared between the Town and the private lot owners, with some of the revenue re-invested towards parking system operations, maintenance, and general transportation and/or economic development improvements in the core area.

Introduce more flexibility in parking requirements

Goals aligned: 1 2 3 4 5 6 7 8 9 10

Timeframe: Mid-Term

Coolidge Corner's Challenge: Residential parking requirements may require parking to be overbuilt.

WHAT THIS STRATEGY DOES

Coolidge Corner is accessible by walking, transit, and biking, and the zoning code mostly reflects this by eliminating parking minimums for most commercial uses. However, there are additional tools that could help ensure that parking is right-sized for the area. Residential parking requirements in the base zoning code are relatively high at two spaces per unit. A calibrated model of parking in the area shows that national standards for parking demand are not applicable to Coolidge Corner. Further, shared parking, where parking available for one use supports another in its off-peak hours, is not clearly identified in the zoning code as a tool. With spaces going underutilized, this option could support additional development without forcing the construction of even more supply.

HOW IT WORKS

- Consider adopting code language into the base code (beyond the Harvard Street FBC) that allows for shared parking to support development.
- Reduce residential requirements in Coolidge Corner, either by converting to a maximum, eliminating, or lowering to an agreed-upon minimum.
- Consider allowing parking reductions in exchange for other things, such as a fee-in-lieu program where developers pay into a fund that supports area mobility, or providing alternatives such as bicycle parking.

6. Traffic-Reduction Parking

A. Shared Parking.

- (1) Parking spaces shared among uses located on the same Lot—such residential and retail—is allowed. A shared-use parking demand analysis and an operations coordination plan that meet the data-requirements specified in the Engineering and Transportation Division's Standards, shall demonstrate to the satisfaction of the Transportation Division that the respective peak parking demands for each use do not coincide.

BEST PRACTICE: Brookline's own Harvard Street Form Based Code notes that shared parking is allowed.

KEY BENEFITS

- Minimize unnecessary parking construction
- Maximize use of existing supply
- Continue compact, urban development in Coolidge Corner
- Eliminate parking costs and space as barriers to development

Regularly monitor parking demand + system needs

Goals aligned: 1 2 3 4 5 6 7 8 9 10

Timeframe: Near-Term

Coolidge Corner's Challenge: A parking inventory is maintained but no information is periodically collected about how the system is used

WHAT THIS STRATEGY DOES

The Town should lead, hire potential hired consultants, or recruit and train support (e.g., interns, student volunteers) to conduct annual utilization counts of the Coolidge Corner parking system to understand trends of utilization over a longer period of time and inform decisions relating to adjustments that improve the efficiency of “problem areas” or the broader system. Collected utilization patterns can be compared with past records and parking rates adjusted until utilization targets (such as 85% for on-street, 90% for public lots) are consistently met. Data also helps to determine if changes to other regulations at specific locations are appropriate. This recommendation also promotes transparency by converting the data into a publicly-accessible format as an educational component about parking as a community resource.

HOW IT WORKS

- Identify a defined geography (i.e., the core area) and/or specific facilities/blocks with regular high demand and schedule for periodic collection of parking utilization. Staff responsible and preferred approach for collection (i.e., manual counts, tech-supported, outsourced to consultant) should be defined. Utilization should be collected at several different periods (e.g., a typical weekday Thursday in October or May) and a Saturday.
 - Document and save the processes and tools used from this study on how to conduct parking utilization and conduct a training session periodically or as needed with relevant staff who may lead or conduct utilization count updates.
- Raise or lower parking prices on a defined increment (such as 25 cents) to achieve an occupancy target, such as between 70 and 85% (this corresponds with Recommendation ‘Tiered Pricing’).
- Codify that parking rates are to be changed based on this principle in the municipal code as needed.
- Develop an annual report and/or online data summary document that is hosted on the Town’s website.

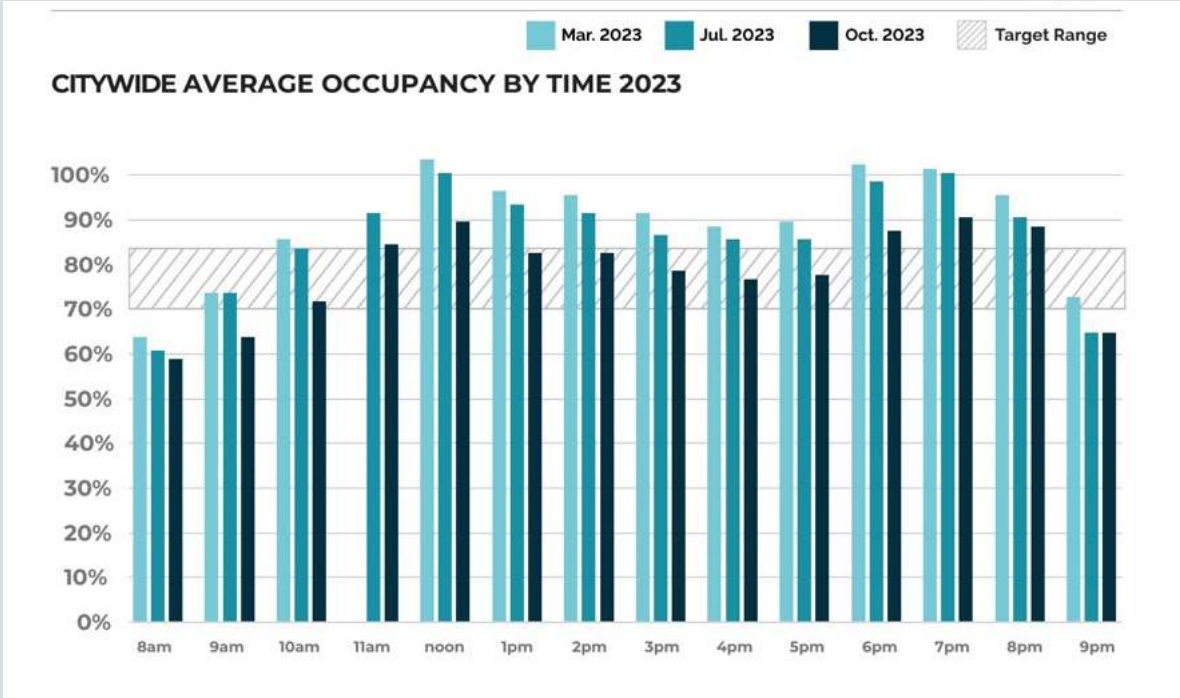
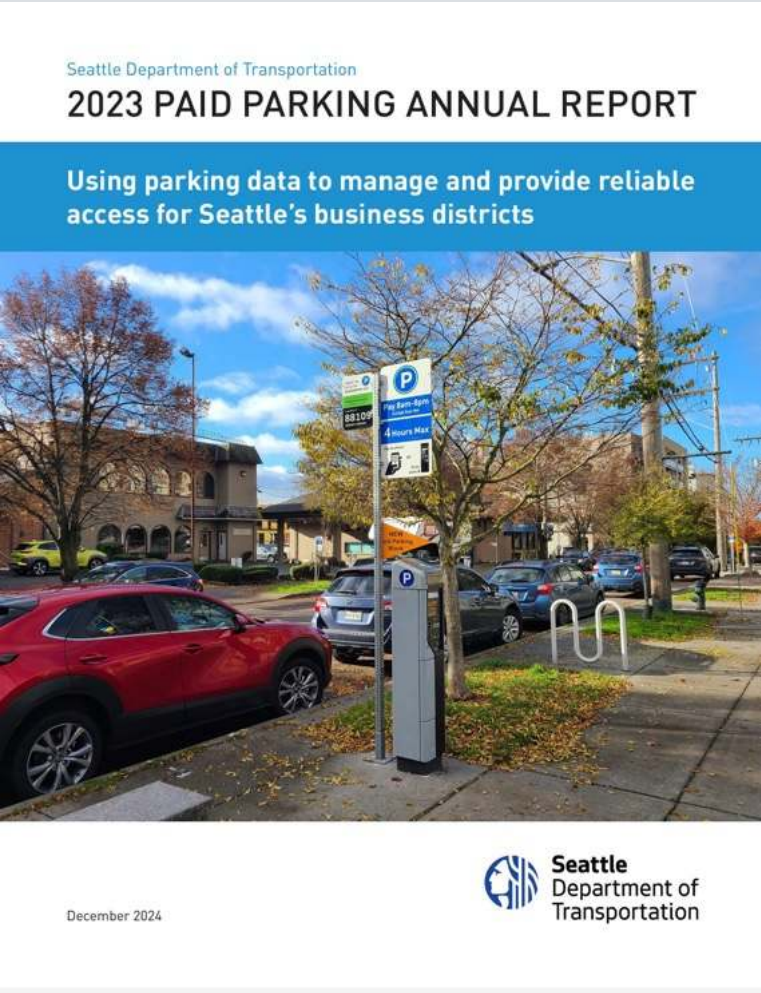


KEY BENEFITS

- Ability to track changes in demand (trends)
- Tools already available for Town staff to conduct parking counts
- Matches parking rates with observed utilization to ensure pricing is appropriate to manage demand
- Prevents imbalances in the parking system from compounding over time by spreading demand.
- Removes politics from the decision-making of whether parking rates are raised or lowered.

Best Practice: Seattle, WA

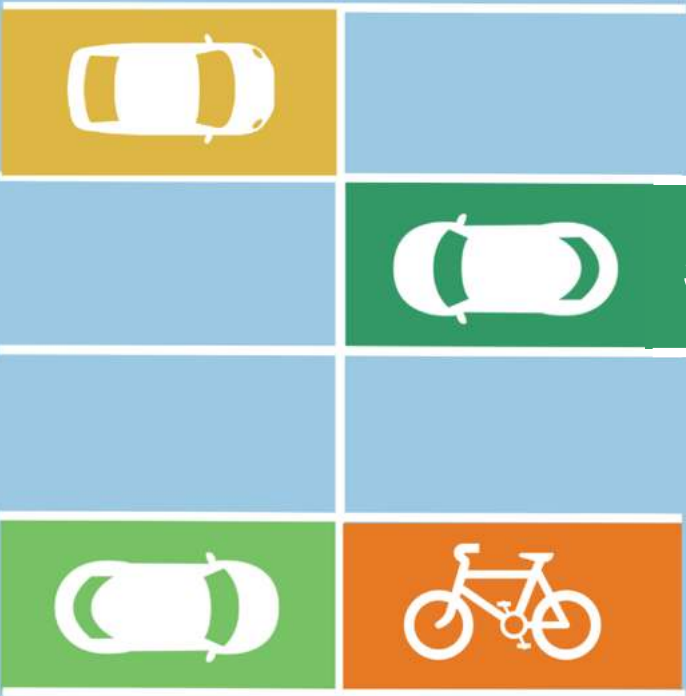
The City of Seattle conducts an all-system annual parking count and publishes a summary report, as well as the raw data for public access, online. A description of how to read and interpret the data is also included (bottom right).
(Source: Seattle Department of Transportation)



The annual data allows for a clearer tracker of utilization trends over longer periods of time.

Tr	Study_Area	Area of the neighborhood for which study data was collected, usually an existing paid parking neighborhood.	study_area	Text
Tr	Sub_Area	Area within the Study_Area, for example "North" or "South", "Core" or "Edge". Not every Study_Area has a Sub_Area. When Sub_Area is "Unpaid" that study data is from unpaid blocks near paid blocks.	sub_area	Text
Tr	Date Time	Reported date and hour of observation.	date_time	Text
Tr	Side	Side of street on which study data was collected.	side	Text
Tr	Unitdesc	Description of block where study data was collected, in the format of on-street and intersecting streets.	unitdesc	Text
Tr	Peak Hour_SDOT	Notes peak hour restrictions for a blockface. If no peak hour restrictions, this field is blank.	peak_hour_sdot	Text

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5. NEXT STEPS

The process of the development of this plan is its own success, and the following recommendations build on that to foster a parking system that supports community goals. Through this work, Town staff have invested resources in a comprehensive assessment of the parking system including both qualitative and quantitative analysis. There are now more steps to implement the recommended changes, including continuing to coordinate with the community along the way.

The pursuit of these recommendations also has implications on Town staffing capacity, may introduce components with new cost associations, as well as other considerations that all must be weighed and balanced carefully in relation to other important work in the Town including essential day-to-day management, and advancing the work of other recent or future plans and projects.

A few critical paths to help this plan be fully realized over a realistic period of time, include:

- 1. Coordination with relevant parties:** Various parties such as the Town Select Board, the Transportation Board, the Economic Development Advisory Board, the Department of Public Works, and others will need to provide insight and consensus as the details for recommendations are finalized and logistics for their pursuit are identified. Communication with appropriate representatives and decision-makers should take place early to maintain transparency, manage expectations, set timelines, and collaborate towards a path forward.
- 2. Ongoing Public and Staff Engagement:** Many of the changes proposed will require continuing to coordinate with the public as well as particular stakeholders, such as Coolidge Corner businesses and the Town's enforcement staff. It may be useful to convene a Parking Working Group to review potential changes, or to check-in with select stakeholders such as existing permit-holders to review changes to the permit program and ensure buy-in is secured prior to implemented changes.
- 3. Pilot Early Changes, Monitor, and Report:** Providing several months to educate, test new changes, such as pricing changes or even temporary adjustments to the walking network, coupled with monitoring and reporting back in a public manner, can help increase user buy-in.

The Implementation Strategy Matrix on the following page identifies high-level steps that the Town and appropriate partners pursue to initiate and maintain the momentum of each recommendation in this report. While a level of flexibility is assumed to be built into this process, the near-, mid-, and long-term high-level milestones can be used as a barometer of progress and aid discussions relating to factors such as project prioritization, staffing, funding, and other factors to fully execute and sustain the foundational practices and guidance within this strategy.

Recommendation Implementation Strategy

Recommendation		Near-Term Steps	Mid-Term Steps	Long-Term Steps
Strategy Area #1	Simplify Regulations	Review detailed on-street regulations and identify opportunities to consolidate	Manufacture and install signage	Monitor and adjust, as needed
	Simplify Parking Information	Develop stylized Coolidge Corner parking map	Meet with stakeholders and encourage local businesses to post/advertise the map	Adjust map as regulations change
	Develop a streamlined, branded wayfinding system	Develop and release an RFP for the development of a wayfinding signage plan	Complete wayfinding signage plan and secure funding for fabrication; fabricate and install signage	Install remaining phases of signage and continue to periodically maintain and update
	Reassess Parking Technology	Solicit quotes from vendors for real-time signs or other technology Meet with stakeholders as needed (i.e. Marriott)	Procurement and necessary training (e.g., enforcement)	Installation of signage, and public education campaigns, as relevant
Strategy Area #2	Demand-Responsive Pricing Approach	Confirm price adjustment areas Confirm price adjustment increments (i.e. \$0.25)	Implement price adjustments in parallel with a public education campaign	Monitor and adjust, as needed
	Evaluate Approach to Permits	Introduce monthly permit options Add a few additional permits to West Centre Street lot	Consider zonal approach to street-based permits; Monitor and consider adding more permit holders in West Centre Street; Introduce additional parking options via shared agreements, as possible	Monitor and adjust, as needed
	Increase Curb Flexibility to Accommodate More Uses	Review curbside toolkit and identify elements that are lacking in Coolidge Corner; Develop loading zone request form and process for business owners	Install updated infrastructure, beginning with “quick win areas” such as Harvard Street	Pursue prioritization framework for curbs (town-wide)
Strategy Area #3	Introduce new and update existing bicycle racks	Upgrade bicycle racks as identified in this study, considering converting a centralized, single “test” parking space to accommodate multi-rack that fits larger bikes	Continue to review new bicycle rack requests and compare to data contained in this report Consider locations/funding sources for long-term, secure bicycle parking	Monitor bicycle parking utilization and adjust racks as needed. Install long-term, secure bicycle parking
	Re-evaluate PBD area and approach	Identify Town staff PBD “champion” Identify revenue available from Coolidge Corner specific parking	Convene stakeholder group and develop project list	Begin supporting projects with PBD
	Enhance Connections to/from parking	Develop prioritized list of targeted improvements. Compare/add to asset management plan as relevant	Include in Town budgets as needed	Continue implementation and improvements
	Evaluate Accessible Parking locations and potential needs	Conduct an inventory of accessible spaces in relation to MAAB guidance; improve clarity of public map of spaces	Update existing spaces striping and access, as needed, and identify significant gaps in inventory to add supply	Implement new accessible parking spaces, as needed
	Evaluate EV parking Supply and Approach	Develop town-wide EV infrastructure and parking plan/strategy	Implement additional chargers based on community feedback and prioritized locations determined in the plan	Monitor and adjust based on usage and demand for additional locations
Strategy Area #4	Regularly monitor parking demand and system needs	Continue peak and off-peak counts 2x/year. Create maps and charts and publish online	Continue to monitor and report publicly	Continue to monitor and report publicly
	Pursue additional supply	Identify a few key property owners for a shared parking pilot, hold initial meetings	Implement shared parking via agreement	Expand program
	Amend parking requirements	Coordinate with Planning and Community Development to understand zoning update process	Draft code	Implement updated code



APPENDICES

- A. Public Survey Results
- B. Curbside Toolkit
- C. Additional Modeling Background

A. Public Survey Results

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B. Curbside Toolkit

Coolidge Corner Curb Lane Toolkit

Identifies functions for the curb lane, their purpose, and the associated street or curbside infrastructure and operations needed to support them

CURB LANE FUNCTION	FUNCTION DESCRIPTION/ OBJECTIVE	COMPATIBLE BROOKLINE PARKING STUDY GOAL	USER TYPES	PERIOD OF USE	FACTORS INFLUENCING PRIORITIZATION	MPO GUIDANCE (MANAGING CURB SPACE IN THE BOSTON REGION: A GUIDEBOOK)	DESIGN CONSIDERATIONS (Both within the curb lane and adjacent to it)	RESOURCES/BEST PRACTICE
MOVEMENT	Reliable and predictable travel time while using road network Safe movement of all road users No obstructions of lanes	Explore micro-mobility solutions to promote last-mile connections	Vehicles	Constant (24/7)	Vehicle volumes Peak demand periods Vehicle speeds Road LOS High crash locations	Bicycles - Consider the 4 levels of traffic stress (LTS) when identifying an appropriate approach. Transit - Bus routes with high levels of delay or high levels of ridership are good candidates to consider for bus priority. Bus lanes are the most effective form of bus priority, For areas where parking is displaced, peak-only bus lanes can be a helpful tool to gain the support of local businesses while improving reliability for bus travelers. Along wide corridors with high bus ridership planners should consider center-running bus lanes.	Road geometry/sightlines	https://mutcd.fhwa.dot.gov/html/2003r1/part3/part3b2.htm#:~:text=in)%20in%20width-.Guidance:m%20(6%20ft)%20wide.
			Pedestrians (crossing lane)	Intermittent (24/7)	Crossing volumes Crossing length Proximity to sidewalk, ramps, and crosswalk infrastructure (and their condition)		Presence of compliant curb ramp Crosswalk design and visibility; use of continental standard markings; use of advanced yield markings for mid-block crossings Refuge islands, raised crossings, crossing signals/beacons	
			Bicyclists	Constant (24/7)	Vehicle volumes Peak demand periods Vehicle speeds Presence of lane markings or dedicated bike lane Road LOS		Type of bicycle facility (i.e. sharrow markings, on-street lane, buffered, protected, parking-protected, raised	https://nacto.org/publication/urban-bikeway-design-guide/bike-lanes/conventional-bike-lanes/
			Transit users	Periodic (defined schedule)	Transit service schedules and frequency of service Type of transit stop facility (i.e., post vs. covered shelter, boarding access type-platform level, etc.) Position of transit stop (i.e., near or far side of intersection traffic control) Ridership Presence of lane markings or dedicated transit lane		Seasonal usage (i.e., bus shelter for weather protection) Accessibility (e.g., platform level boarding, minimum 8' wide wheelchair zone) Payment kiosks Stop length: Far-side stops: A minimum of 60 feet Near-side stops: A minimum of 80 feet Mid-block stops: A minimum of 120 feet	https://nacto.org/publication/urban-street-design-guide/street-design-elements/transit-streets/bus-stops/ https://www.mbta.com/engineering/design-standards-and-guidelines
			Assisted mobility device users (crossing lane)	Intermittent (24/7)	Crossing volumes Crossing length Proximity to sidewalk, ramps (ADA-compliant), and crosswalk infrastructure (and their condition)		Detectable warning surfaces should contrast visually with adjacent walking surfaces and mark the boundary between pedestrian and vehicular ways. Orient domes in direction of crossing.	Americans with Disabilities Act (ADA) and 49 CFR, Part 37

CURB LANE FUNCTION	FUNCTION DESCRIPTION/ OBJECTIVE	COMPATIBLE BROOKLINE PARKING STUDY GOAL	USER TYPES	PERIOD OF USE	FACTORS INFLUENCING PRIORITIZATION	MPO GUIDANCE (MANAGING CURB SPACE IN THE BOSTON REGION: A GUIDEBOOK)	DESIGN CONSIDERATIONS (Both within the curb lane and adjacent to it)	RESOURCES/BEST PRACTICE
ACCESS TO SUPPORT BUSINESS OPERATIONS	Unimpeded access for vehicles providing service to businesses	Improve parking management system for residents, employees, customers, and visitors	Various vehicles, some long	Periodic (business hours)	Business hours and service hours of businesses providing services or deliveries for businesses	Curb Management Strategies: Move loading off-peak	min 40' length, preferred 60'-80' for loading	
	Designated parking for loading/unloading of commercial vehicles	Assess how parking areas or regulations can better support long-term economic vitality of downtown		PU/DO	Size of vehicles and frequency of delivery	Move loading off-street	Presence of ramps to support safe movement of goods	
	Designated parking for loading/unloading of delivery/mail couriers	Revisions to Town bylaws regarding parking requirements		Customer parking	Presence of existing dedicated loading zones/regulation signs	Create flex zones		
						Deploy common carrier lockers		
STANDING	Dedicated space for vehicles to pick-up and drop-off passengers	Assess how parking areas or regulations can better support long-term economic vitality of downtown	Rideshare pick-up/drop-off	Intermittent (24/7)	Presence of lane markings/regulation signage for dedicated PU/DO lane	Curb Management Strategies: PU/DO Zones	PUDO zones should allow for 60 feet or three parking spaces for vehicles to enter and exit the zone. There should be signage and paint to mark the PUDO zone clearly and nonvisual wayfinding, such as textured surfaces. Finally, PUDO zones should be visible in TNC apps and other wayfinding apps, especially for PUDO zones on side streets.	https://inspectionsada.com/ada-compliance-blog/2020/12/26/passenger-loading-zones-and-the-ada
	Unimpeded access to transit stops	Revisions to Town bylaws regarding parking requirements			Adjacent land uses that may attract rideshare visitors	Staging areas		
			Shuttle stop	Periodic (business hours)	Ridership volumes	Improved legislation- Advocate for legislation that compels TNCs to provide municipalities with access to anonymized origin-destination data by hour of day and day of week.		
			Valet service	Intermittent (business hours)	Adjacent land uses	When building a PUDO, planners should consider input from businesses and drivers for freight companies and TNCs. For busy corridors, PUDO zones should be located along immediately adjacent side streets. PUDO zones should be visible and accessible for passengers and people driving. Adjacent sidewalks should be clear of obstructions and street furniture, and the PUDO zone should be near curb ramps.	Accessible curb ramp Valet kiosk Passenger waiting area	

CURB LANE FUNCTION	FUNCTION DESCRIPTION/ OBJECTIVE	COMPATIBLE BROOKLINE PARKING STUDY GOAL	USER TYPES	PERIOD OF USE	FACTORS INFLUENCING PRIORITIZATION	MPO GUIDANCE <i>(MANAGING CURB SPACE IN THE BOSTON REGION: A GUIDEBOOK)</i>	DESIGN CONSIDERATIONS (Both within the curb lane and adjacent to it)	RESOURCES/BEST PRACTICE
PARKING	Provide short-term on-street parking for vehicles in close proximity to destinations	Optimize the use of the existing parking supply	Vehicle parking (general public)	Intermittent (24/7 depending on regulations)	Existing regulation signage	Curb Management Strategies:	Striped vs. unstriped Angled vs. parallel	
		Improve parking management system for residents, employees, customers, and visitors	Handicapped parking	Intermittent (24/7 depending on regulations)	Existing utilization of spaces	If the results of the parking study conclude: 1. Occupancy exceeds 90 percent during a time period, Option 1: Increase the price for a time period. Option 2: Increase supply.	Ramps to access space Spaces should be positioned at the end of parking areas	
	Evaluate opportunities to improve the efficiency and effectiveness of parking enforcement and technology		EV parking	Intermittent (24/7 depending on regulations)	Ease/accessibility of payment options		If there is adequate road width, planners can consider transitioning parallel parking into reverse-angled parking. The geometry of angled-parking allows for 30 to 40 percent more parking spaces compared to parallel parking using the same curb length	Single vs. double charging station Typical charging space- 18’x9’ minimum. Accessible space- 11’x20’ minimum
	Work with off-street facilities as part of an overall system to ensure regular turnover and reliable vehicle parking availability	Bike parking	Intermittent (24/7)	Condition of facility (incl. access, lighting)	APBP compliant design; 30" minimum gap; 6' long min. Secure/enclosed vs. open rack Techniques to protect in-lane bike parking (e.g., delineator posts, jersey barrier) Pavement markings and bicycle parking regulation signage	https://cyclesafe.com/bike-parking/bike-racks/rail-mount-bike-rack/ https://nacto.org/publication/transit-street-design-guide/station-stop-elements/stop-elements/bike-parking/		
		Explore micro-mobility solutions to promote last-mile connections	Bike share or Scooter share parking	Intermittent (24/7)			Enforcement methods (on-foot-electronic, manual; drive by- electronic, manual)	Marking parallel parking spaces allows planners to control the exact number and size of spaces and discourages illegal parking
	Provide options for people who use Electric Vehicles	Assess how parking areas or regulations can better support long-term economic vitality of downtown			Revisions to Town bylaws regarding parking requirements	Ideally, curbside parking prices should be higher on busier streets with the greatest demand for spaces. Use a pricing gradient by gradually tapering parking prices away from the center.	Standard, four docks (w/ bikes): ~6' W Angled, three docks (w/ bikes): ~4'-6" W Double-sided, six docks (w/ bikes): ~9' W	
	Unimpeded access to bike/scooter share parking or bicycle racks	Align parking system management with other community goals and plans						In some areas, curbside parking can be used to improve walkability. Along cardependent wide corridors with multiple wide high-speed lanes and mostly off-street parking, consider introducing curbside parking in tandem with replacing parking lots with development that has fewer off-street parking spaces.
							PBDs approach the challenge of pricing curb parking by localizing the revenue and management.	

CURB LANE FUNCTION	FUNCTION DESCRIPTION/ OBJECTIVE	COMPATIBLE BROOKLINE PARKING STUDY GOAL	USER TYPES	PERIOD OF USE	FACTORS INFLUENCING PRIORITIZATION	MPO GUIDANCE <i>(MANAGING CURB SPACE IN THE BOSTON REGION: A GUIDEBOOK)</i>	DESIGN CONSIDERATIONS <i>(Both within the curb lane and adjacent to it)</i>	RESOURCES/BEST PRACTICE
MUNICIPAL OPERATIONS	Uninterrupted access to essential city functions and maintenance of infrastructure and utilities	Create a customer-friendly parking environment	Waste management	Periodic (defined hours)	Waste management service schedule (both public/residential and commercial)	Ensure that there is a plan in place to clear or remove snow from any spaces needed for wintertime use.	Design to support effective street sweeping, snow clearing, appropriate drainage for potential street debris, rainwater	
		Evaluate opportunities to improve the efficiency and effectiveness of parking enforcement and technology	Utility maintenance/upgr ades	Periodic	Position of electrical utilities and required access (utility boxes)	Will the project be kept clean, comply with the latest public health restrictions, and be ADA accessible?		
			Sidewalk maintenance	Periodic	Planned sidewalk improvements or maintenance/repair	How will people be kept safe? There may be concerns about the layout or type of bollards and barriers between vehicles and people.		
			Street maintenance	Periodic	Street sweeping schedule Snow clearance protocol	Will the project affect emergency vehicle access or access to hydrants?		
			Fire Department	Intermittent (24/7)	Position of existing hydrants, required emergency vehicle clearance			
			School vehicles	Periodic (school hours)		Will the curb project affect school bus PUDOs?		
			Enforcement staff on foot	Periodic (defined hours)	Enforcement staff scheduling			
		PUBLIC ACTIVITY/ PROGRAMMING	Provide seasonal/temporary, or permanent spaces for activities that and contribute to vitality	Create a customer-friendly parking environment	Outdoor dining area	Periodic (seasonal, business hours)		Sidewalk width Level of access (i.e., entirely unrestricted to the public vs. supervised
Assess how parking areas or regulations can better support long-term economic vitality of downtown	Parklet			Intermittent (dependent on regulations and access)	Level of access (i.e., entirely unrestricted to the public vs. supervised by a specific business) Type of activities permitted	Consider allowing businesses to offer table service to adjacent parklet visitors.	Materials to be informed by desired use Opportunities to incorporate artistic components	
	Food Truck or			Periodic (business	Type of service provided	An effective strategy to find potential parklet locations is to survey businesses and the community to generate a list of places for parklets.	Power; fumes; customer access	
Align parking system management with other community goals and plans	Temporary seating for gathering			Periodic (seasonal)	Level of access (i.e., entirely unrestricted to the public vs. supervised by a specific business) Sidewalk width		Size and style of seating (i.e., fixed vs. stackable, benches/tables vs. individual chairs)	

C. Additional Modeling Background

Existing Land Use Analysis

The study area for the land use, shared parking, and demand forecast analysis (sourced from MassGIS as of 2024) is largely the same as the inventory and utilization study area. The analysis retains certain parcels that extend beyond study area boundaries, especially along Harvard Street, due to their contribution to demand in the district. The study area consists of a mix of land uses with over 125,000 square feet of active retail floor space, over 220,000 square feet of active service space, and nearly 190,000 square feet of general and medical office space.

Land use categories for all non-vacant properties were derived through verification of parcels identified in MassGIS standardized assessors’ parcel mapping data. Parks, parking lots, and vacant parcels are excluded as non-parking generators. Instead of applying a uniform vacancy rate to all residential, office, retail, and service properties, the status of each property was assessed individually using street-level imagery from August 2024.

Single-family, two-family, and three-family homes were excluded from this model since they usually have their own driveway parking and do not depend on publicly accessible parking. Additionally, the land use inventory excludes gated, garaged, and underground parking facilities due to physical access restrictions. The parking supply associated with these buildings was not included in the in-person assessment of parking utilization. Spatial representation of study area land use identifies each of these parcel types as exempt.

EXISTING LAND USE FOR COOLIDGE CORNER PARKING DEMAND MODEL

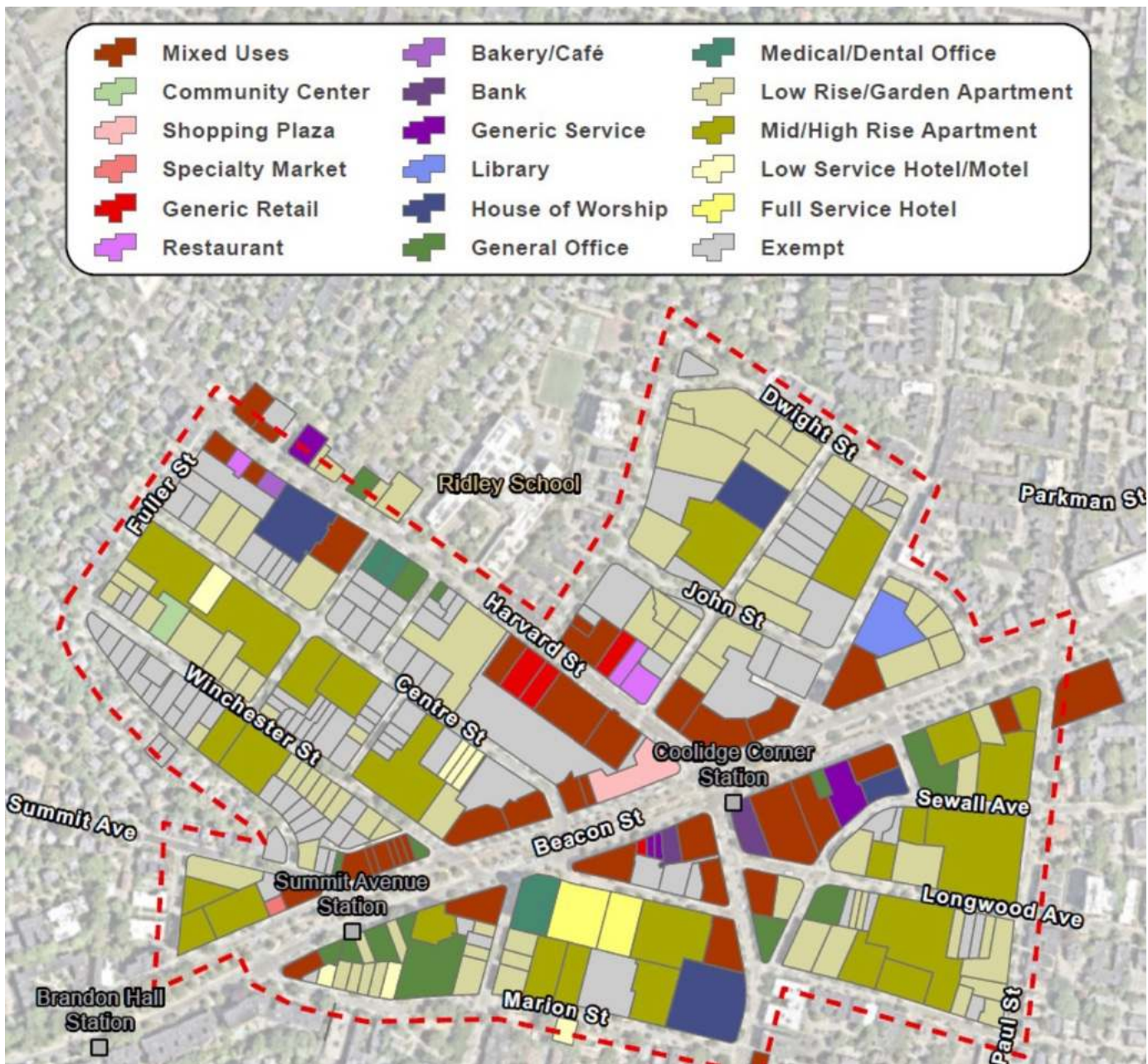
Land Use	Number	Unit
RECREATIONAL		
Movie Theatre	893	Seats
Health/Fitness Club	6,492	Sq. ft
Recreation/Community Centre	22,368	Sq. ft
RETAIL		
Shopping Plaza	23,765	Sq. ft
Urban Supermarket	19,957	Sq. ft
Pharmacy/Drug Store	7,257	Sq. ft
Convenience Market	3,318	Sq. ft
Liquor Store	3,904	Sq. ft
Furniture Store	1,312	Sq. ft
Generic Retail	69,672	Sq. ft
SERVICE		
Quality Restaurant	7,695	Sq. ft
Casual Sit-down Restaurant	54,049	Sq. ft
Fast Casual/Fast Food Restaurant	17,195	Sq. ft
Bar/Lounge/Nightclub	2,644	Sq. ft
Bakery/Cafe	21,849	Sq. ft
Bank	50,141	Sq. ft
Generic Service	67,907	Sq. ft
Day Care Centre	6,925	Sq. ft
RELIGIOUS		
House of Worship	40,654	

OFFICE		
General Office	165,289	Sq. ft
Medical/Dental Office	24,508	Sq. ft
EDUCATIONAL		
Elementary School	50	Students
RESIDENTIAL/LODGING		
Low-rise/Garden Apartment	1,330	Units
Mid-rise/High-rise Apartment	1,223	Units
Full-service Hotel	310	Rooms
Low-service Hotel/Motel	97	Rooms



Land uses within Coolidge Corner range from residential and lodging to commercial and retail.

Coolidge Corner Land Use Map

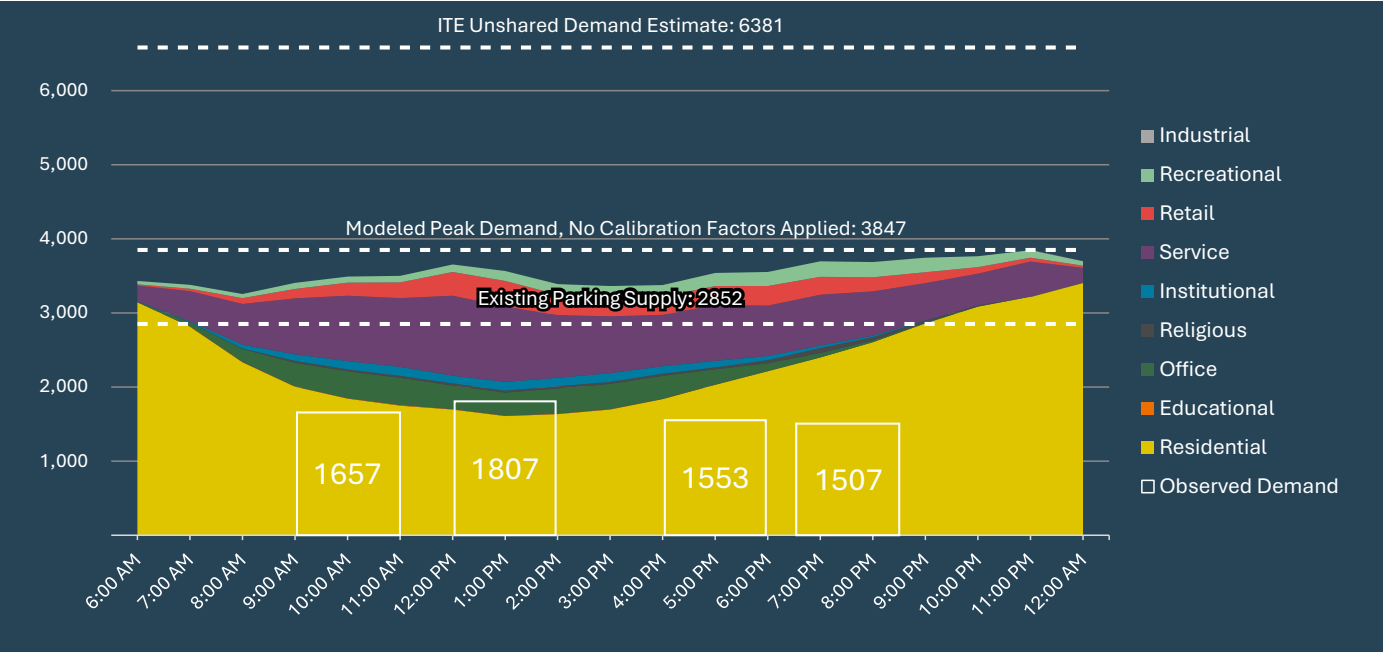


Baseline Modeled Parking Demand

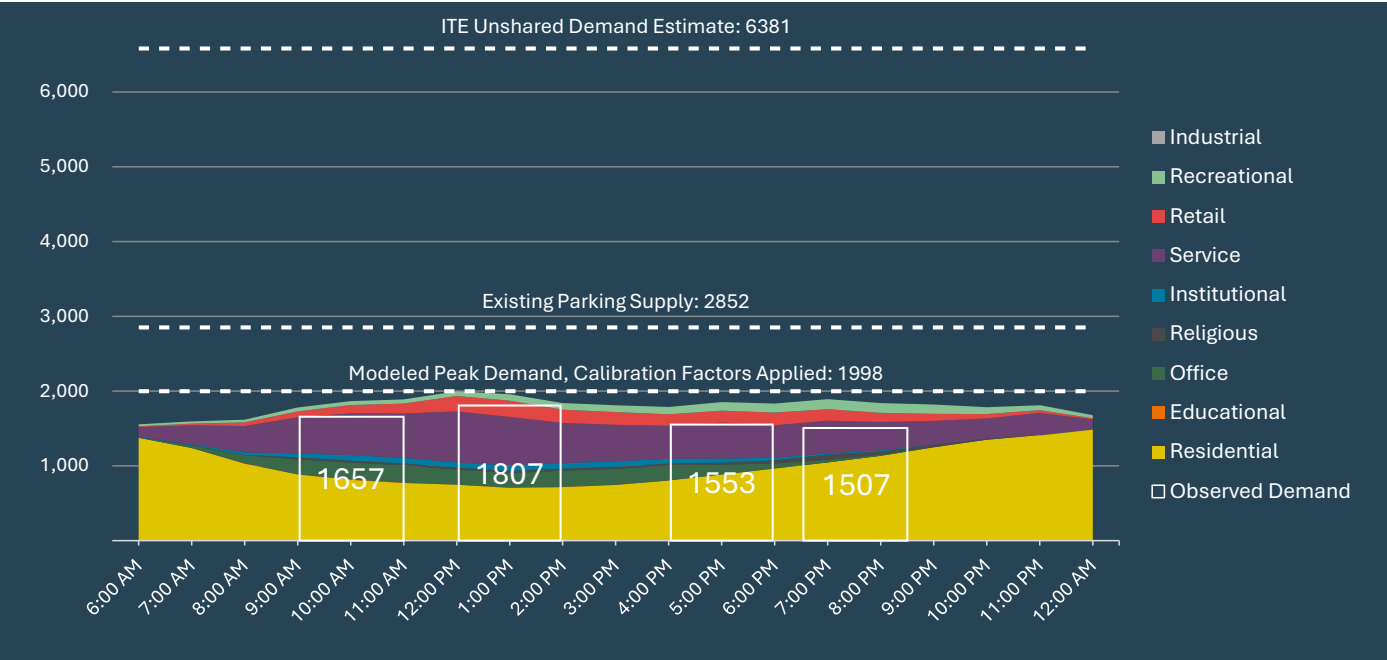
While the total observed parking supply in the focus area is 2,852 spaces, adding up industry standard recommended parking for each of the land uses in the Coolidge Corner study area would indicate a need for 6,381 spaces on weekdays. However, a shared analysis better captures varying parking demand patterns throughout the day and week. The application of time-of-day percentages to the peak parking demand rates of each use per Urban Land Institute methods creates a more realistic estimate of demand in mixed-use environments like Coolidge Corner. It is important to note that these time-of-day percentages include estimates for demand outside of peak times, for example residential demand in the middle of the day. These time of day percentages are based on real observed data, which includes data from 2020 and therefore likely accounts for some increase associated with work from home.

This first step is shown to the right, where demand would be for 3,847 parking spaces at an 11PM peak, yet as compared to observed utilization, this remains an uncalibrated estimate. To better reflect the reality of Coolidge Corner, additional adjustments must be made to match observations. These include recognizing that not all workers or visitors arrive by car, not all residents own a car, and most trips between local land uses are done on foot after parking just once.

When adjusted accordingly, the model conservatively estimates a peak demand of 1,998 cars at noon, which nearly matches the observed counts. This shows how over 2,800 spaces remain empty at this time.

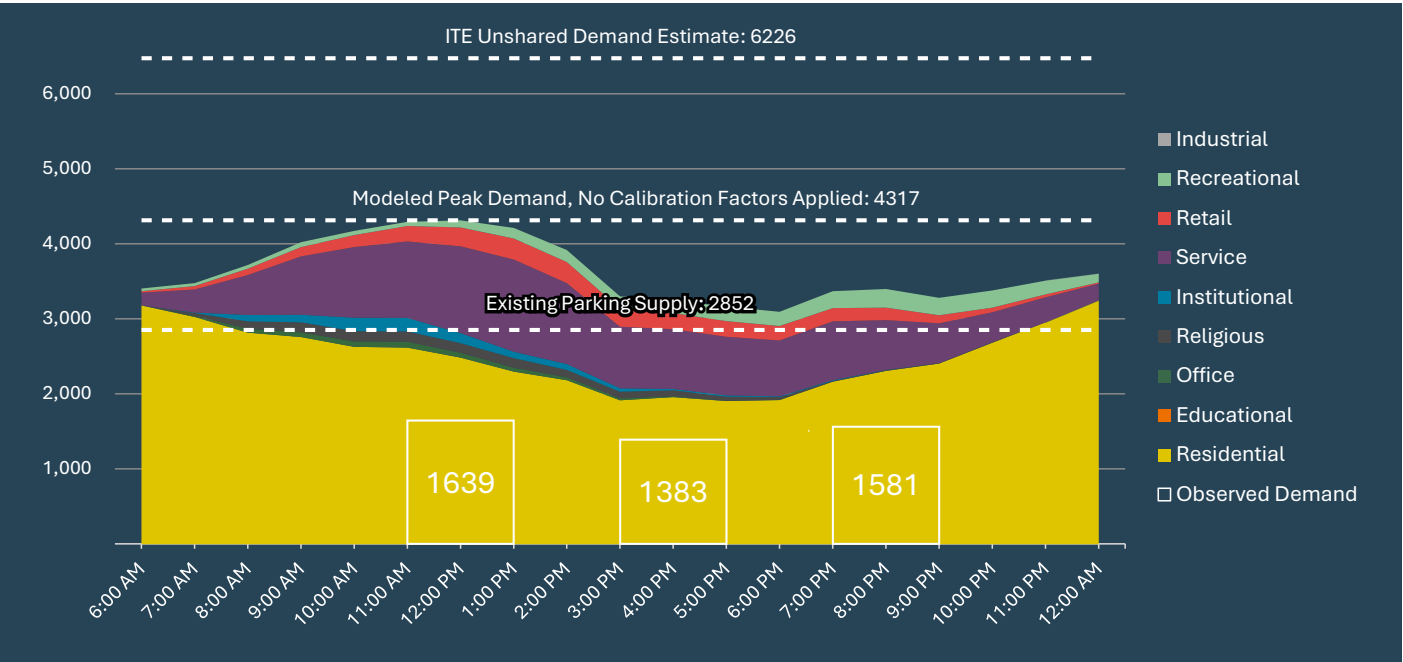


Unadjusted Weekday Shared Parking Demand (top) and Demand Calibrated to Local Context (below)



Adjustments to shared parking estimates are required in dense mixed-use environments because of their walkability. Residents, workers and visitors who choose to walk within the area to get from one destination to another without moving their vehicle are considered internally captured. This can reduce total parking demand from stand-alone uses. Additionally, a walkable district may attract external trips from adjacent areas that don't require a car, allowing for further reductions in parking demand. Combining the ULI methodology with local context reductions and other adjustments that reflect observed system use completes a well-calibrated and supportable baseline parking demand model for Coolidge Corner which can be used to evaluate future development scenarios.

The uncalibrated weekend shared parking demand model estimates a peak demand at 12PM of 4,317 spaces. Again, applying local context factors of mode share, vehicle ownership, and internal capture reduces this demand to 2,290 spaces, which better matches observations. Results indicate a surplus of 550 empty spaces on weekends.



Unadjusted Weekend Day Shared Parking Demand (top) and Demand Calibrated to Local Context (below)

