
Memorandum

TO: Jared Eigerman, Chair
Ad Hoc Committee on Waterfront West

CC: Andrew Port, Director of Planning and Development
City of Newburyport

FROM: New England Development

DATE: November 28, 2018

RE: Ad Hoc Cmte. on Waterfront West -- Thurs., Nov. 29
RE: Parking & Access

We understand that the upcoming meeting of the Ad Hoc Committee on Waterfront West on November 29, 2018 will review items related to parking, access, and urban design principles. As requested, set forth below is data relating to parking and access. We hope this information will be helpful to the Committee.

1) Parking

In conjunction with the request to revise the zoning that is in effect on the Waterfront West site, we have proposed to modify the existing parking ratios to be in accordance with best practices, current market demands, shared parking and historical site data as it relates to marina use and demand.

i. Residential Parking

- a. Extensive market research has been done in conjunction with the planning of this project. The existing zoning indicates that residential use must comply with 1.5 cars per dwelling.
- b. A review of comparable properties in the surrounding communities was conducted in December of 2017 by The Collaborative Companies, on behalf of New England Development. The market research reviewed close comparisons in terms of size, scale, and use. The representative properties were all in surrounding communities, as there has not been any substantial new construction projects in the City of Newburyport to use as a direct comparison. Through the market study, the recommended parking mix considers a potential unit mix, with studio, one-bedroom, two-bedroom, and three-bedroom residences and extrapolates a parking allocation per residence. **The recommended ratio that was reviewed in the study was a total of 1.17 spaces per residence. This considers current market trends in similar communities and properties.**
- c. The existing zoning and surrounding properties in Newburyport should be considered in the discussion of parking, as should a review of what the market trends and updated transportation data suggests.
- d. We proposed parking 100% of the residential demised, on-site, at approximately 1.25/residence.

ii. Marina Parking

- a. Using historical information from the marina operations at four of the marinas in Newburyport Development's portfolio, we have concluded that none of our marinas have required more than 0.5 spaces per boat slip. This information has been tracked over many years with the issuance of parking permits directly from the marinas. Parking

has also been reviewed with the harbormaster, and he agreed with the marina manager's assessment.

- b. The total slip count on the Waterfront West site is 138 slips, all of which will be maintained after the redevelopment of the site. Historical data and permit issuance have indicated that we have not needed to provide more than 70 parking spaces at any point for the marina operations at Waterfront West.
- c. It should be noted, these spaces are available for "shared use" approximately nine (9) months per year, due to seasonal demands.

iii. Hotel Parking

- a. Any future hotel use will operate with a managed parking approach including valet and tandem parking. The approach is consistent with other hotels within the NED portfolio and parking will be managed at all times. We have suggested a parking ratio of .5 spaces per room.

iv. Retail & Shared Parking

- a. Parking demands operate on a peak and off-peak schedule depending on the land use. This is coupled with the reality of the seasonal nature in Newburyport and lends itself to a shared parking approach for both marina and retail/commercial uses.
- b. Parking demand for retail is limited, due to the moderate amount of space dedicated on site to retail/commercial uses. The site does not lend itself to a large retail environment that will pull business from the downtown core.
- c. A shared parking approach is proposed for the marina and retail/commercial space located along the first floor. The activity on site in these locations will be driven largely from any residents, marina guests, or pedestrians.
- d. Street parking is proposed along parts of the site to allow for marina and commercial spaces. Any restriction or reduction of these spaces will impact the required parking on site. The proposed throughways and access points will allow for street parking with designated sidewalks for pedestrian circulation.
- e. Given the nature of the retail/commercial uses (approximately 10,000 square feet), shared spaces available, we do not anticipate any material demand for their use.

2) Access and Site Circulation

i. Site Access

- a. The current plan layout provides significant upgrades to public access to the waterfront. The continuation of the harbor walk and its connection to the Rail Trail will follow the waterfront through the site and provide upgrades from the current site condition.
- b. The proposed plan and approach to Waterfront West respects the three "ways to the water" that have historically been present along the waterfront. These three ways, Brown's Wharf Way, McKay's Wharf, and Tournament Wharf, would be the main points of entry into the site for any vehicular movement and will allow for pedestrian access to the site. This layout also accomplished a goal from the 2003 Waterfront Strategic Plan: "Establish a system of public ways extending the historic street pattern of Newburyport to the water."
- c. The main pedestrian access point to the site will be along the waterfront, with the final connection of the Rail Trail and harbor walk.

- d. The 2003 Waterfront Strategic Plan also references the desire to include a frontage street along the waterfront, as noted in the section below. This area is contemplated to be a mostly pedestrian area, with some limited parking and circulation. This is very similar to the current condition on site today. The inclusion of a dedicated frontage street along the water poses current regulatory issues with Chapter 91, given its location on the waterfront. The programmed public areas will provide the edge of the waterfront.

“Establish a new frontage street facing the harbor to provide access, complete city blocks, and define the edge of the working waterfront. For planning purposes, we have called this street "Wharf Street."”

In addition to the information listed above. Please see the attached slides as reference from previous presentations. The information above and attached slides are for review in your upcoming meeting. Please contact us if any additional information would be of assistance.

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Waterfront West

Parking Conditions

Residential Parking component

- Market study completed 12/17
- Work completed by The Collaborative Companies
- Study accounted for market comparison of similar type properties and uses in nearby municipalities including:
 - Georgetown, MA
 - Rowley, MA
 - Amesbury, MA
 - Salisbury, MA
 - Hampton, NH
 - Portsmouth, NH
- Reviewed current market conditions and existing parking demands at representative properties in each municipality.

Market Study Proposed Conditions

Unit Type	Suggested Parking Ratio
Total/Avg. Ratio	1.17/unit*

*Weighted average across all unit types

Waterfront West Proposed conditions

Waterfront West	Proposed Ratio on Site
Total/Avg. Ratio	1.25/unit*

*Weighted average across all unit types

Waterfront West

Parking Conditions

As part of the transportation study, Vanasse and Associates is preparing a further outline on parking conditions. This will incorporate up-to-date industry standards and be submitted for review.

Marina Parking component

- Using historical information from Newburyport Marina operations and permit issuance across our properties, the proposed parking ratio for the marina is 0.5 spaces/slip
- This ratio has been reviewed with the Harbormaster and deference was given to the operator

Hotel Parking component

- Utilizing a managed approach on site with valet and tandem parking, the proposed ratio is 0.5 spaces/key.
- This is consistent with some of the other managed hotels that we operate and factors into the seasonal nature of the hotel operation.
- The parking will be managed on site at all times.