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PUBLIC HEARING/WORKING SESSION II MEMORANDUM

DATE: September 14, 2018
MEETING DATE: September 20, 2018
TO: Land Use Committee of the City Council
FROM: Barney S. Heath, Director of Planning and Development
Jennifer Caira, Chief Planner for Current Planning
Michael Gleba, Senior Planner
CC: Petitioner

In response to questions raised at the City Council public hearing, the Planning Department is providing the following information for the upcoming public hearing/working session. This information is supplemental to staff analysis previously provided at the Land Use Committee public hearing.

PETITION #294-18 **1314 Washington Street, 31 Davis Street and 33 Davis Street**

Request for SPECIAL PERMIT/SITE PLAN APPROVAL to construct a three-story addition in the BU1 district to be used for mixed uses, to allow a building in excess of 20,000 sq. ft., to extend the existing non-conforming structure with regard to height, to extend the existing non-conforming structure with regard to side setback, to allow a restaurant with more than 50 seats, to waive the requirement of using the A-B+C parking formula, to allow a reduction in the overall parking required by 1/3, to waive 27 parking stalls, to allow parking in the front and side setback, to allow reduced parking stall dimensions, to waive end stall maneuvering space requirements, to allow reduced aisle width, to waive perimeter screening requirements, to waive interior landscaping requirements, to waive requirements for interior planting area, tree planting, and bumper overhang area landscaping, to waive lighting requirements, to waive off-street loading facility requirements.

The Land Use Committee (the "Committee") opened the public hearing on June 8, 2018 and continued it to August 7, 2018 and again to Sept. 20, 2018. This memo reflects revised plans and additional information submitted by the petitioner as of September 13, as addressed to the Planning Department.

The subject property is comprised of three lots, 1314 Washington Street, 31 Davis Street and 33 Davis Street, totaling 30,031 square feet in a Business 1 (BU1) zoning district. Currently improved with a bank and a surface parking lot with 60 stalls and many nonconformities, the property is bordered by Washington Street to the north, Highland Street to the west and Davis Street to the south. The petitioner proposes to construct a three-story addition to the rear of the existing building to allow for

multiple uses, including a bank, restaurant/retail, and office space, and to reconfigure the existing surface parking lot into a 49-stall parking facility.

To develop the project as proposed, the petitioner is seeking a special permit granting relief related to several aspects of the proposed structure, including size and height and allowing a restaurant with more than 50 seats, the extension of various dimensional nonconformities, the number and dimensions of parking stalls and the design, landscaping and lighting of the proposed parking facility.

In its previous memorandum dated August 3, 21018, the Planning Department noted that it had not yet received certain information about the project. On September 7, the petitioner provided some of this information, as discussed below.

Deliveries

Regarding how deliveries, especially those for the proposed restaurant, would be handled (i.e., whether on-street, in the rear of the structure, etc.), the petitioner submitted a revised site plan that indicates that two additional parking spaces would be designated as “Mark Development Spaces” (increasing the number of employee parking spaces to four), in locations where delivery trucks accessing the back of the building would need some additional maneuverability. Presumably the implication is that employees would be able to move their cars when deliveries arrive. That said, such designation would also reduce the number spaces available to other patrons and visitors to the property.

Natural Resources and Energy

The petitioner provided information on how the the proposed development would address issues related to the efficient use and conservation of natural resources and energy. In the attached memorandum (**Attachment A**), the petitioner’s architect indicates that the project will use “LEEDv4” as a guide “with a goal of LEED Silver Certified.” The memo also indicates that the building will comply with the Commonwealth’s Stretch Energy Code, reducing “energy use from the established baseline by 20%.” The proponent’s proposed strategies for achieving those ends are provided in the memorandum.

Traffic Demand Management (TDM)

A memo dated September 6, 2018 (**Attachment B**) was submitted indicating possible approaches the petitioner could take to reduce the number of auto trips generated by employees of the proposed uses of the site. The memo noted the existence of federal tax incentives that provide the pre-tax provision of funds that could be used by on-site employees to commute by bicycle, transit or vanpool, or to pay for parking. Also as noted by the memo, employees could be provided transit passes, etc., or the cost or portion thereof, as benefits and part of their compensation. The memo also discusses the existence of bike sharing programs in Newton and state rideshare programs, as well as some more site-specific approaches, including actions on-site employers could take, such as educating employees about transit and transportation options and providing on-site bicycle parking. Planning Staff recommends that the petitioner identify a location for on-site bicycle parking either on the site or within the building and that the petitioner commit to a level of transit subsidy for employees.

Parking

The Planning Department previously recommended that the parking study be revised to include Friday and Saturday evenings when restaurants and the movie theater can be anticipated to be busy and to distinguish between “publicly accessible” spaces (e.g., on-street spaces and spaces located within public parking lots) and those within private lots and other spaces not available to the general public, such as the police parking lot. The petitioner provided an updated study on September 7, 2018 (**Attachment C**) that included analysis of parking on Saturday, but did not distinguish between municipally owned and publicly accessible parking spaces making it unclear how many spaces are truly available to the public. . As of the writing of this memorandum the Planning Department has not received an updated memo addressing these concerns. The Planning Department will review any such revision it receives in coordination with the Transportation Division. Review of the data collected for parking on Saturdays shows that overall publicly accessible parking peaks at about 80 percent capacity on Saturday evening, however individual lots are at full capacity at various points during the day. The MBTA lot remains underutilized on Saturday.

Additional Context

The City is also working on several efforts to improve traffic conditions and further increase vitality in West Newton Square. The West Newton Square Enhancements Project will result in approximately 20 new on-street public parking spaces in and around the Square and is scheduled to begin construction in 2019. The City is also looking at strategies regarding time limits and the paid versus unpaid nature of existing and proposed spaces. Parking spaces along Davis Court could also be painted to be easily identified and limited to three hours to promote turnover, however approval from Traffic Council would be required.

In addition to the West Newton Square Enhancements Project, the Shared Pilot Parking Program went into effect on September 3rd. This program will allow private land owners to rent excess parking spaces to the public. One potential user could be Family Access where there are 61 parking stalls that are not typically utilized on the weekends. 10 of these spaces are currently dedicated to Lumiere restaurant and were a condition of approval of their Special Permit, however additional spaces could potentially be utilized. City staff will continue to work with property owners in West Newton Square to identify opportunities for shared parking.

The petitioner should be prepared to discuss the recently submitted material, as well as any additional requested material, at the working session.

ATTACHMENTS:

- Attachment A:** Petitioner’s memorandum re “use and conservation of natural resources,” dated August 17, 2018
- Attachment B:** Petitioner’s Transportation Demand Management (TDM) memorandum, dated September 6, 2018
- Attachment C:** Petitioner’s “1314 Washington Street Parking Counts” memorandum, dated August 16, 2018

ATTACHMENT A

ELKUS | MANFREDI
ARCHITECTS

MEMORANDUM

Date: 8.17.18
To: City of Newton
Department of Planning and
Development
From: John Martin
Project: #17100.00
Re: 1314 Washington Street

The purpose of this memorandum is to provide the City of Newton Department of Planning and Development with supplemental information regarding how the proposed development at 1314 Washington Street, 31 Davis Street and 33 Davis Street would address issues related to the efficient use and conservation of natural resources.

The planning and design work of Elkus Manfredi Architects is founded on the conviction that the quality of our environment regularly and significantly impacts the quality of our lives. We aim to reduce negative impacts and create positive results from our daily work and our professional practice. The firm is a signatory to the AIA 2030 Commitment – working towards the goal of carbon-neutral buildings by 2030; a corporate member of the U.S. Green Building Council; has numerous LEED Accredited Professionals; and integrates sustainable and regenerative design strategies into all of our projects.

Energy efficiency and consideration for resources such as water and materials are central to the design of the project at 1314 Washington Street. As a guide the project is using LEEDv4 to benchmark and track sustainability measures with a goal of LEED Silver Certified. The Project will comply with the Commonwealth's Stretch Energy Code and as such, reduce energy use from the established baseline by 20%. The following are strategies the project will employ:

- Engage with the utility company to analyze how the project can maximize opportunities to increase overall energy efficiency through high-efficiency mechanical systems, Energy Star rated equipment, and LED lighting.
- The Project's building envelope will be built to rigorous performance standards which will reduce the impact on mechanical systems and increase energy efficiency.
- The project team will investigate passive cooling and ventilation opportunities to reduce the reliance on mechanical cooling.
- The design and layout of the spaces will maximize daylight to reduce the reliance on electric lighting during the day.

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ELKUS MANFREDI ARCHITECTS LTD

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- Reusing the existing building also contributes to reducing the life cycle cost impact of the building by reusing materials. This embodied energy is saved by not having to manufacture as many new materials for the project.
- The project will maximize water savings by using low flow plumbing fixtures throughout the project as well by using natural systems to irrigate any plantings on the exterior.
- Materials will be selected based on considerations as to how they impact the environment and the health of people.

To:	Damien Chaviano Mark Development, LLC	From:	Jason Schrieber, AICP Stantec, Inc.
File:	1314 Washington TDM Measures	Date:	September 6, 2018

Reference: 1314 Washington Street Proposed TDM Measures

The development of a transportation demand management (TDM) program for 1314 Washington Street would be an effective way to take advantage of West Newton's transit and biking resources while reducing the number of automobile trips made to the proposed redevelopment. The following measures are recommended actions that could be implemented. Similar measures are used in similar contexts around metropolitan Boston and help reduce driving, especially by employees.

FINANCIAL INCENTIVES**Qualified Transportation Fringe Benefits**

The Federal Commute Benefit program (as of September 2017) allows employees to receive a discount on commute costs through a pre-tax purchase program. This discount encourages employees to carefully consider transportation options, including cost rather than time. Ideally, the benefit "tips the scale" in favor of transit or bicycling by making these options even more affordable as compared to car ownership, insurance, and paying for parking.

Employees at 1314 Washington will have the opportunity to enroll in Federally designated Commute Benefit programs as current legislation allows.^[1] In 2018, this means that employees are eligible for:

- Pre-tax payment of \$20 per month for employees who commute by bicycle
- A pre-tax transit pass up to \$260
- Pre-tax parking payment up to \$260
- Vanpool fees (including UberPOOL and LyftLine up to \$260)

Transit Passes

Free or discounted transit passes can increase transit ridership and in turn reduce travel by private vehicle. This is often much cheaper for administrators to provide than market rate parking in urban areas.

As possible, on-site employers could be encouraged to provide a certain level of transit pass or Hubway membership as an employee benefit. This might be included in any benefits package, similar to insurance or a gym membership, and can be part of providing a competitive workplace environment to attract talent. For example, this may mean that 1314 Washington employers subsidize a portion of all employee transit passes, or a capped base amount.

Shared Vehicle Services

Carpool Matching: MassDOT's MassRIDES administers NuRide, a ride matching program that helps people with similar commutes find one another. All employees at 1314 Washington Street will have the option to join this service. The site's user interface is relatively easy to use and helps users identify people with extremely similar commutes by crowdsourcing information.

^[1] IRS Publication 15-B provides a recent review of benefits. <https://www.irs.gov/pub/irs-prior/p15b--2018.pdf>

Reference: 1314 Washington Street Updated Shared Parking Analysis

Marketing and Education

A key element of all TDM programs is letting potential users know that they exist. While the specific programs have yet to be determined, employers at 1314 Washington could provide information through channels such as:

- **Annual Mobility Education Meeting** – all employees could be invited to attend a Mobility Education meeting to learn about options once every year.
- **Posted Transportation Information**, such as maps and/or **TransitScreen** installation.
- Employee distributed **information packets**, both paper and digital, including:
 - Carshare membership information;
 - Bikeshare membership information;
 - Local bicycle map; and
 - Local transit map.

On-Site Services

West Newton offers significant transit service, bicycle infrastructure, and sidewalk coverage. However, there are additional services that the development could offer, including:

- **Secure Bicycle Parking.** Covered and secure bicycle parking could be provided on-site in a bike room. These spaces will encourage employees to purchase and utilize bicycles by treating the mode as a legitimate alternative to the private vehicle. Also installing quality short-term bicycle parking near entry doors along Washington Street and next to the parking lot will encourage visitors and customers to travel by bicycle.
- **Bike Share.** Newton has begun participating in a regional bike share program, which enables travelers to make quick trips on bike without owning their own bicycle. These services are particularly useful for midday trips to and from transit or nearby destinations. Employees of 1314 Washington could be encouraged to participate in this program. If bike sharing does not come to West Newton, three shared bikes could be purchased and parked on-site for employees to use for free.

STANTEC CONSULTING SERVICES INC.



Jason Schrieber, AICP
Senior Principal

Phone: 617-654-6093
jason.schrieber@stantec.com

To: Damien Chaviano
 Mark Development, LLC
 File: 1314 Washington Parking Counts Memo







From: Jason Schrieber, AICP
 Stantec, Inc.
 Date: August 16, 2018

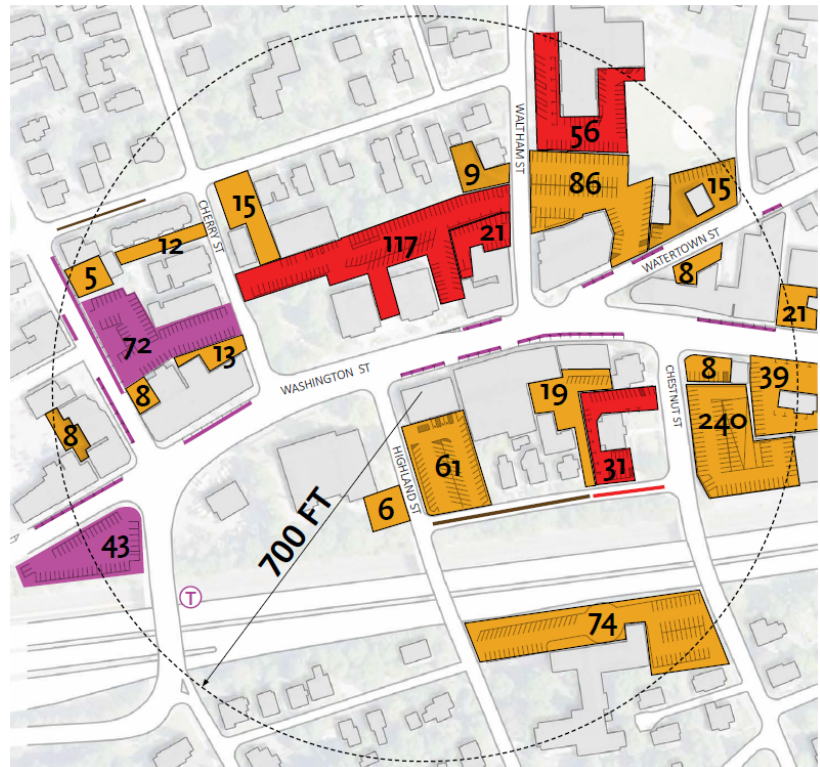
Reference: 1314 Washington Street Parking Counts

In response to requests by City of Newton planning staff, Stantec has conducted a parking occupancy study in West Newton square. The study determines the use of parking within a short walk of 1314 Washington Street throughout an average workday. In addition, this study now includes Saturday data, shown in Attachment B. The remainder of this memo is identical to our July 31st submission.

Parking Inventory

An inventory of all public and private, on and off-street parking spaces within a 700-foot radius of the front door of 1314 Washington Street. This distance corresponds to about a 3-minute walk at an average of 3-feet per second, which is an average for most elderly and small children. There are nearly 1,100 spaces within this radius of which over 400 are publicly-controlled and mostly available to the general public. Many of the 600+ private spaces can be used by customers of businesses in the square, similar to the 61 spaces at 1314 Washington itself. A breakdown of spaces by on and off-street categories can be seen in the table and map below.

LEGEND	TOTAL SPACES
 Metered Lot	115
 Municipal	225
 Private	647
 Metered Street Parking	70
 Police Street Parking	8
 Street Parking	26
GRAND TOTAL	1,091



Parking Utilization

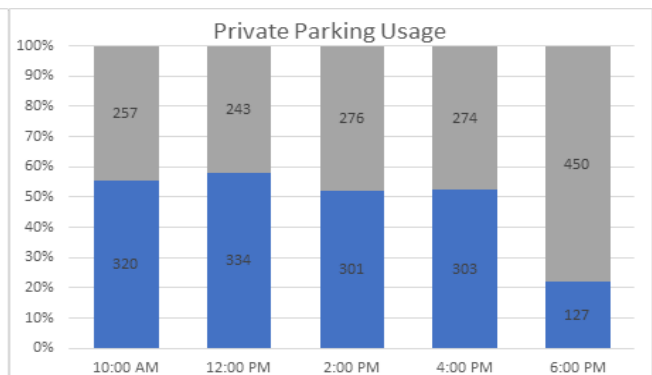
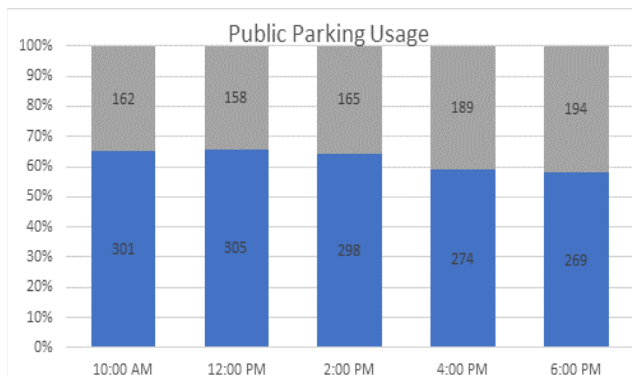
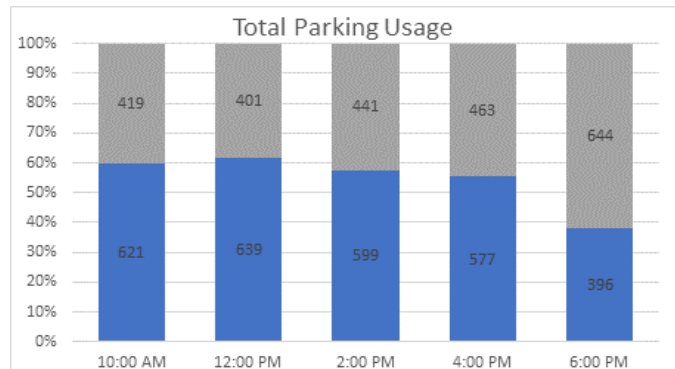
In order to determine the peak parking utilization in the square during an average weekday, parking occupancy counts were conducted on June 21, 2018, a Thursday (generally considered to be the busiest weekday for both office and retail/restaurant uses) when the weather was clear and public schools were still in session.

A data collector counted every space in the inventory once every two hours between 10am and 8pm, which includes the intervals of 10am-12pm, 12pm-2pm, 2pm-4pm, 4pm-6pm, and 6pm-8pm. This methodology enables a full profile of parking use on every available parking space, helping to identify the point of peak demand and available parking at that time. As can be seen in the bar charts below, peak utilization of all spaces is 62% between 12pm and 2pm, with 639 spaces occupied and 401 vacant (this is also the peak period of anticipated demand for the proposed redevelopment of

Reference: 1314 Washington Street Updated Shared Parking Analysis

1314 Washington Street.) Of these 401 vacant spaces, 158 are publicly-controlled parking (65% utilized) and 243 are private spaces (58% utilized), which include customer parking.

The number of vacant spaces remains relatively constant between the hours of 10am and 6pm, with utilization rising from 59% at 10am to 62% at peak, then declining to 55% by 6pm. Vacancy increases significantly between 6pm and 8pm to 644 spaces. This appears to be due mostly to daytime employees heading home, since private parking utilization drops by nearly 200 cars to 22%. Public parking vacancy increases during this dinnertime period only to 194 spaces, or 58% utilized.

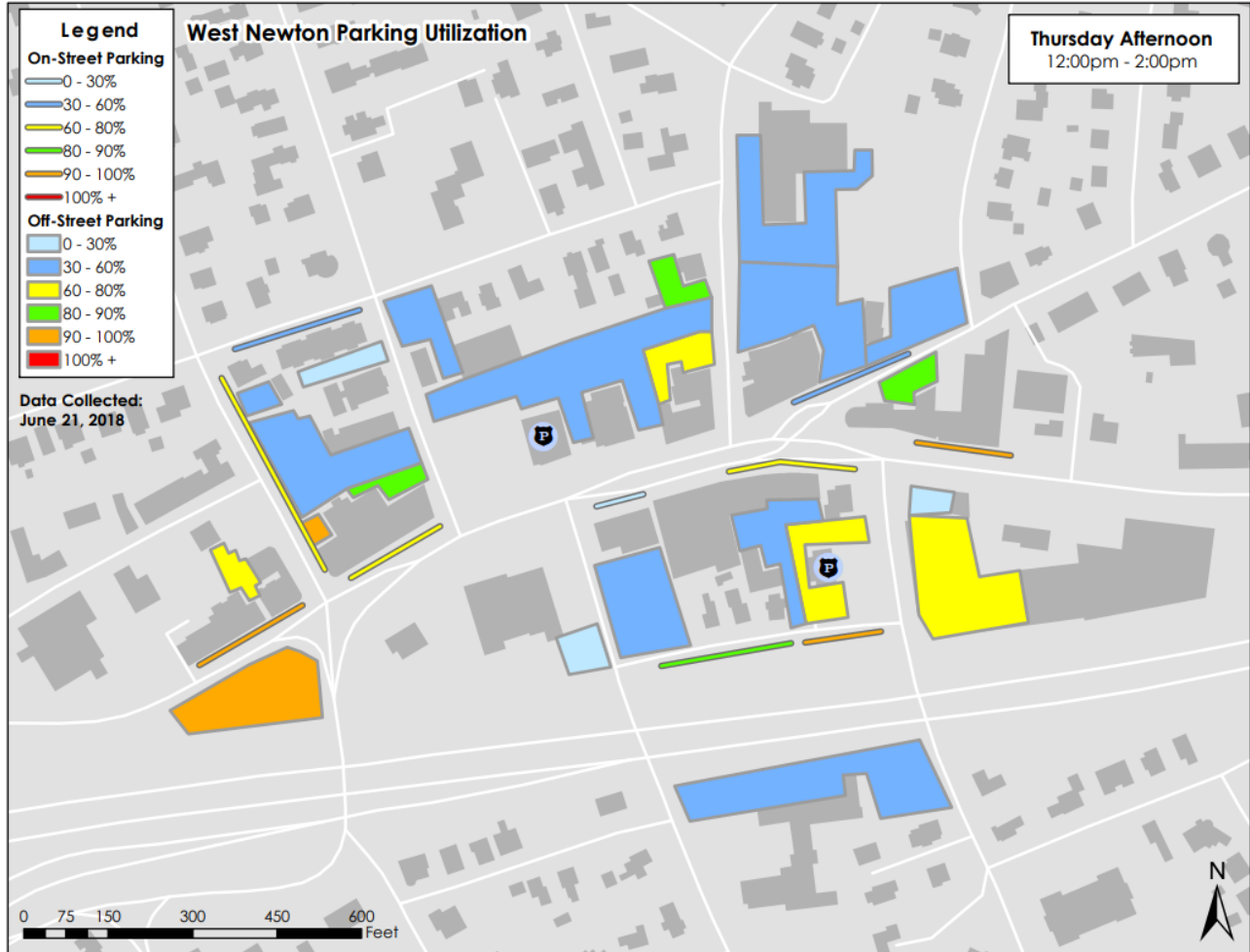


Parking Utilization by Geography

In order to understand where peak parking demand is located within the square, the parking occupancy results were mapped onto the inventory map for the square. The map below shows the result during the peak 12pm-2pm utilization period (see Attachment A for all time periods). Colors represent percent utilization. Parking assets at or above 90% utilized are colored orange or red, since facilities above this threshold are typically considered to be functionally full due to the difficulty of finding an empty space. Green is considered optimal utilization (80-90%), with yellow and blues less utilized. The map series indicates some valuable key findings:

- The 1314 Washington Street lot is under 60% utilized all-day with the exception of 4-6pm when utilization increases to 80-90%. After 6pm it is under 30% utilized.
- On-street parking is moderately utilized overall, not collectively reaching ideal 80-90% occupancy rates at any point, but certain segments do reach and occasionally exceed this threshold at certain times: Elm Street meters are mostly 80-90% utilized, except after 6pm when the meters shut off, and occupancy reaches/exceeds capacity; and Davis Street unregulated spaces exceed 90% utilization in the morning, then slowly decline all day, eventually dropping below 60% after 6pm.
- Off-street parking is less-moderately utilized overall, not collectively exceeding 60% utilization at any point. With the exception of the MBTA and metered lot, other lots occasionally increase into the 60-80% range but decline to 30-60% by 6pm. The MBTA lot is at capacity all day until 6pm. The Elm St. metered lot rises above 80% beginning at 2pm and approaches capacity after 6pm when the meters shut off.

Reference: 1314 Washington Street Updated Shared Parking Analysis



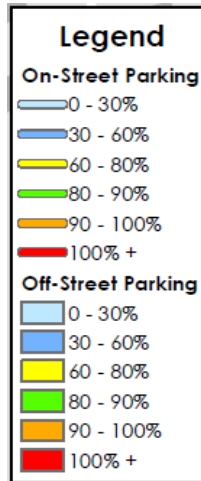
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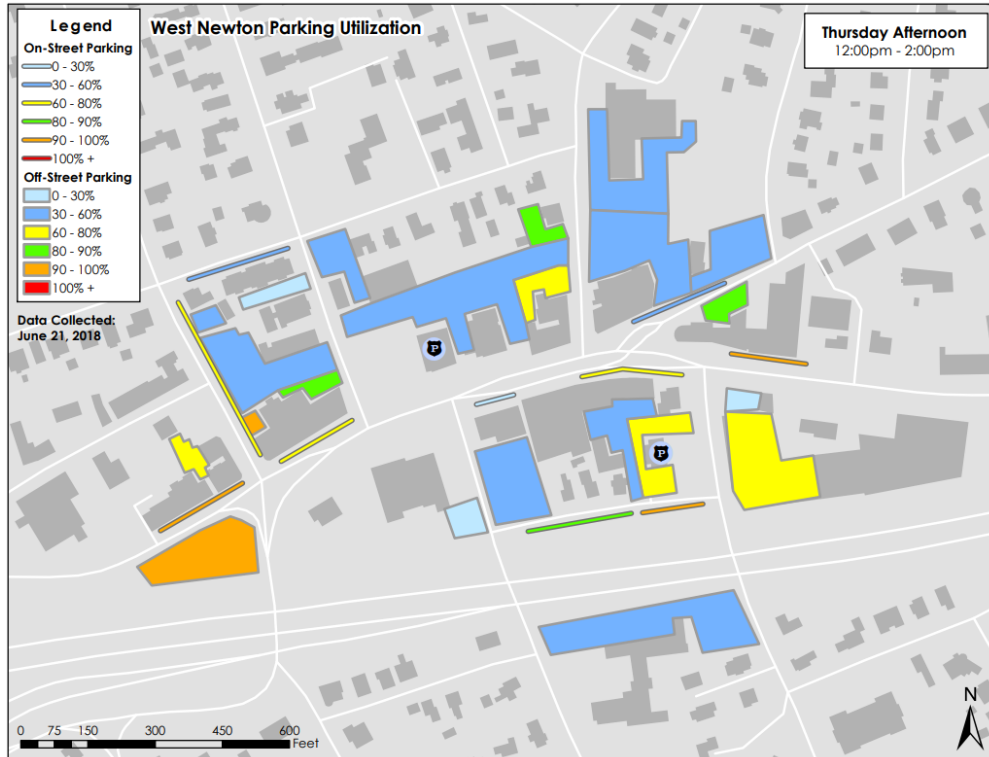
Phone: 617-654-6093
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Reference: 1314 Washington Street Updated Shared Parking Analysis

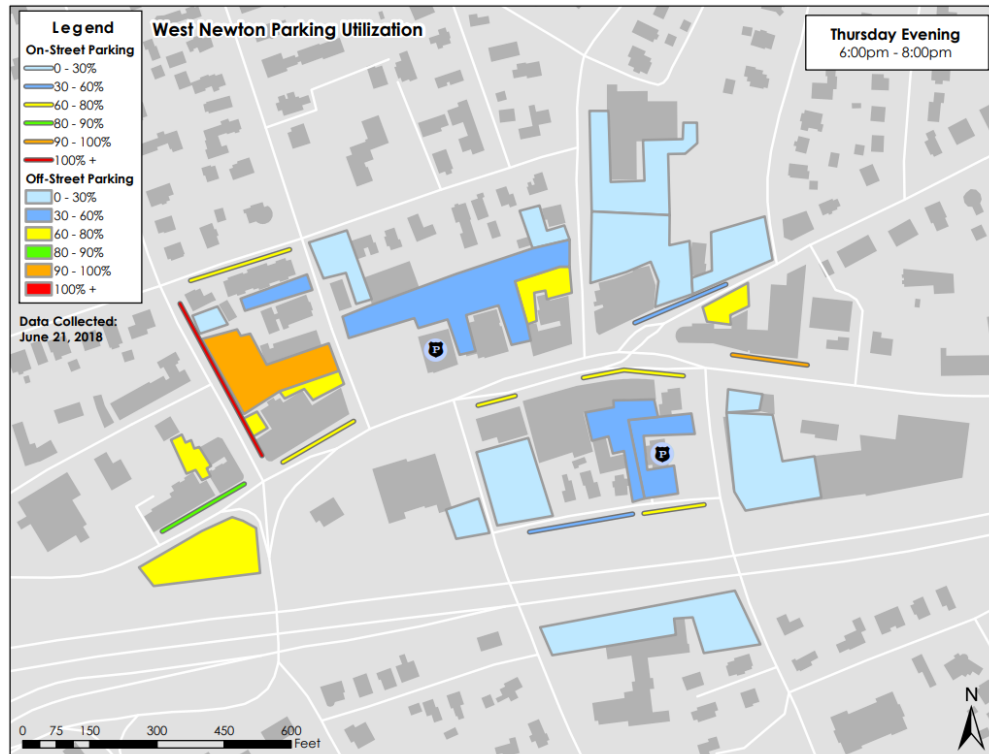
Attachment A: Parking utilization time-series maps



Reference: 1314 Washington Street Updated Shared Parking Analysis



Reference: 1314 Washington Street Updated Shared Parking Analysis

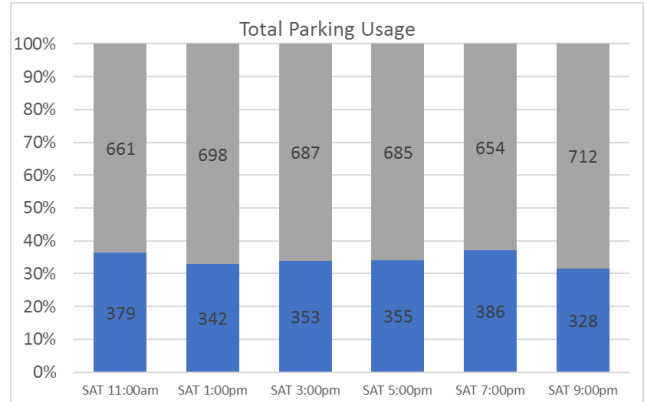


Reference: 1314 Washington Street Updated Shared Parking Analysis

Attachment B: Saturday Data Collection

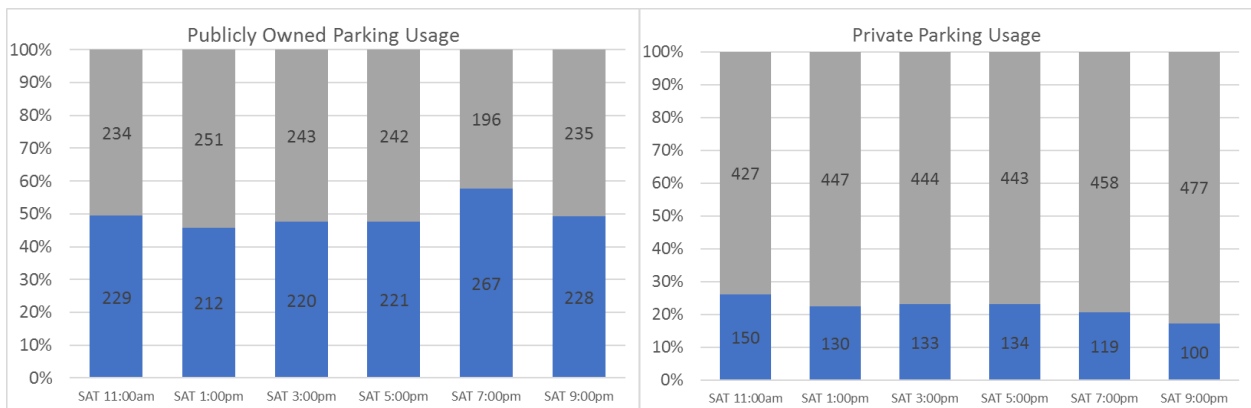
To respond to the City’s request for parking utilization information on a weekend, the development team collected and analyzed data for Saturday, August 11. A data collector counted every space in the inventory once every two hours between 11am and 11pm, including intervals of 11am-1pm, 1pm-3pm, 3pm-5pm, 5pm-7pm, 7pm-9pm, and 9pm – 11pm.

The bar charts show that parking is overall less busy on a weekend than a weekday, with peak utilization of all spaces at 37% between 7pm and 9pm when there are 386 spaces occupied and 654 vacant (by comparison during the weekday count, parking peaked at 62% at 12pm and was still utilized at 38% by 7pm). Between 7pm and 9pm, overall utilization of public parking was almost identical to a weekday, with 196 vacant (58% utilized).

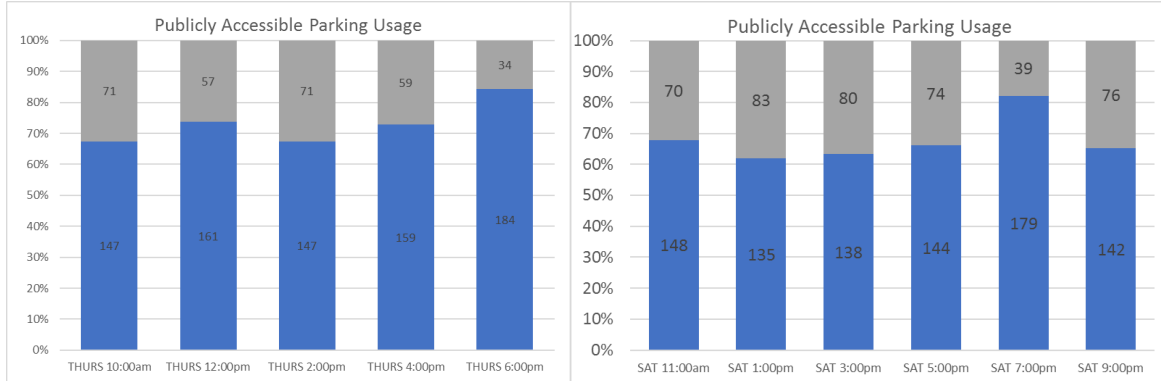


To help understand parking availability during evening dining hours, an additional chart of “publicly-accessible” spaces was made (next page). These are open to any member of the public, versus other public spaces which are restricted to employees, police vehicles, etc. Between 7pm and 9pm, there are only 39 vacant (82% utilized) publicly-accessible spaces (during the weekday count this was even lower at 34 vacant spaces). Meanwhile, there are 458 vacant private spaces (25% utilized) during this same weekend evening period (450 vacant during the weekday evening).

As can be seen in the following map series, mapping utilization of all spaces in West Newton across the hours of the day on Saturday reinforces where parking demand is highest. Public on-street spaces and the Elm Street lot show utilization mostly above 60% or 80% all day long, while private and restricted public lots stay below 60% or 30% all day. At 7pm, the Elm Street municipal lot, the 1314 Washington Street lot, and most on-street spaces are almost entirely full, while hundreds of restricted off-street spaces are nearly empty.

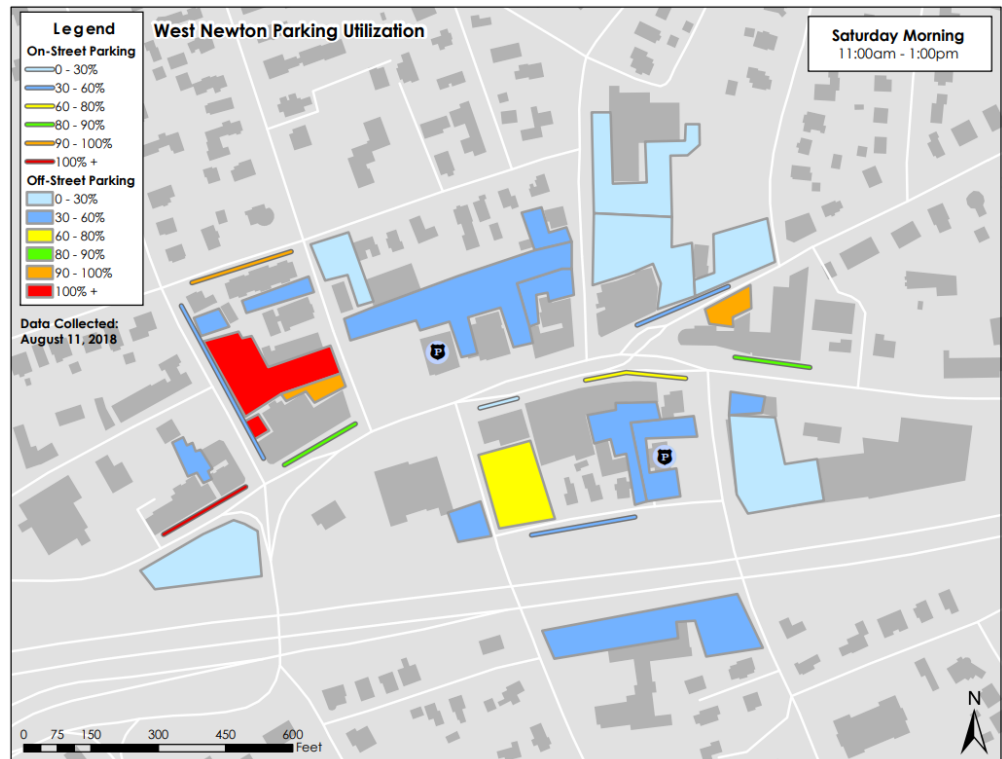
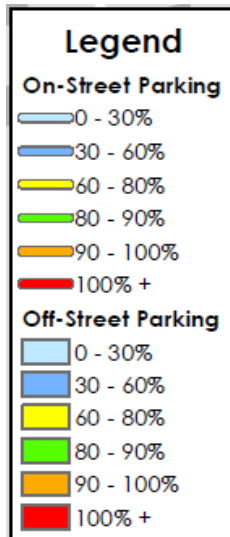


Reference: 1314 Washington Street Updated Shared Parking Analysis

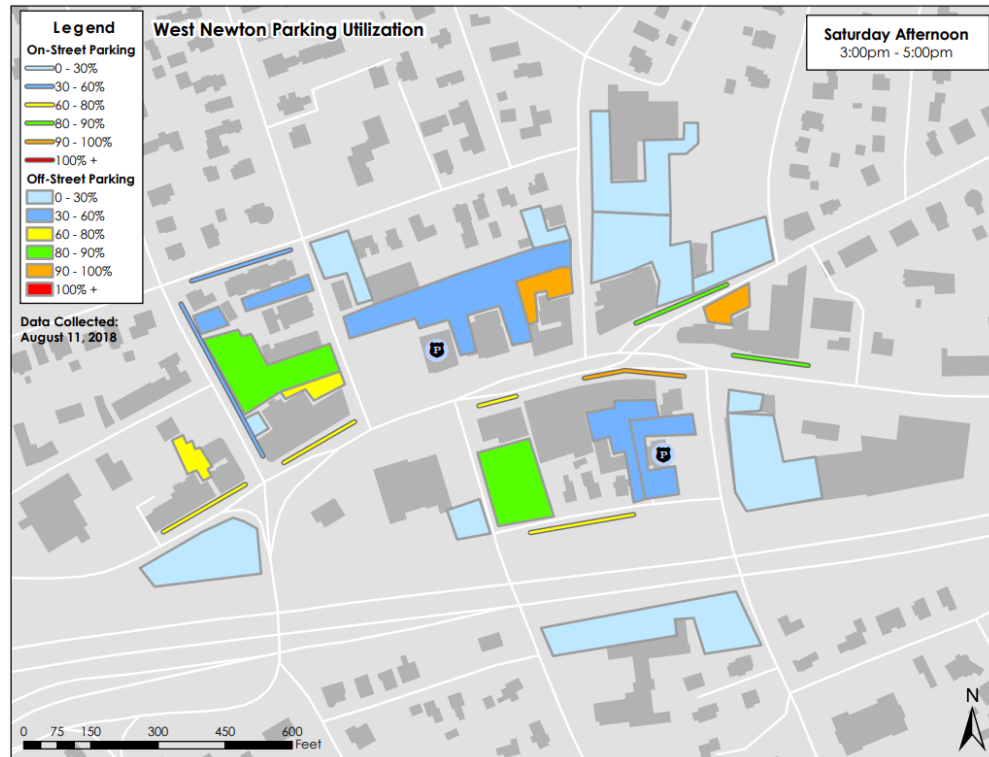
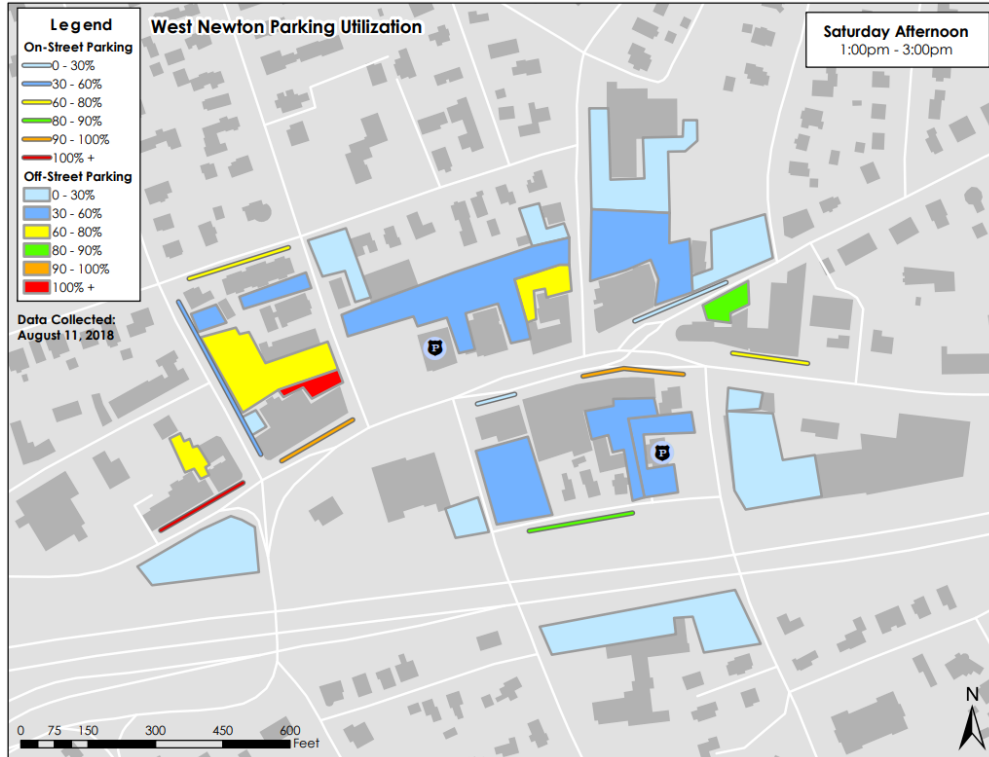


Thursday

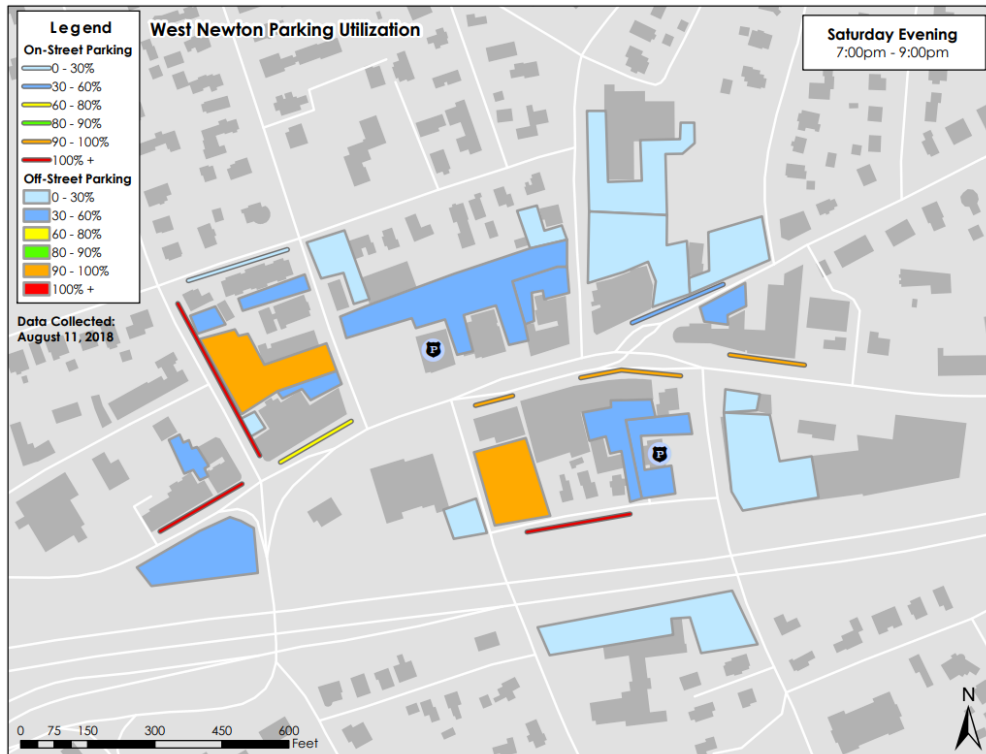
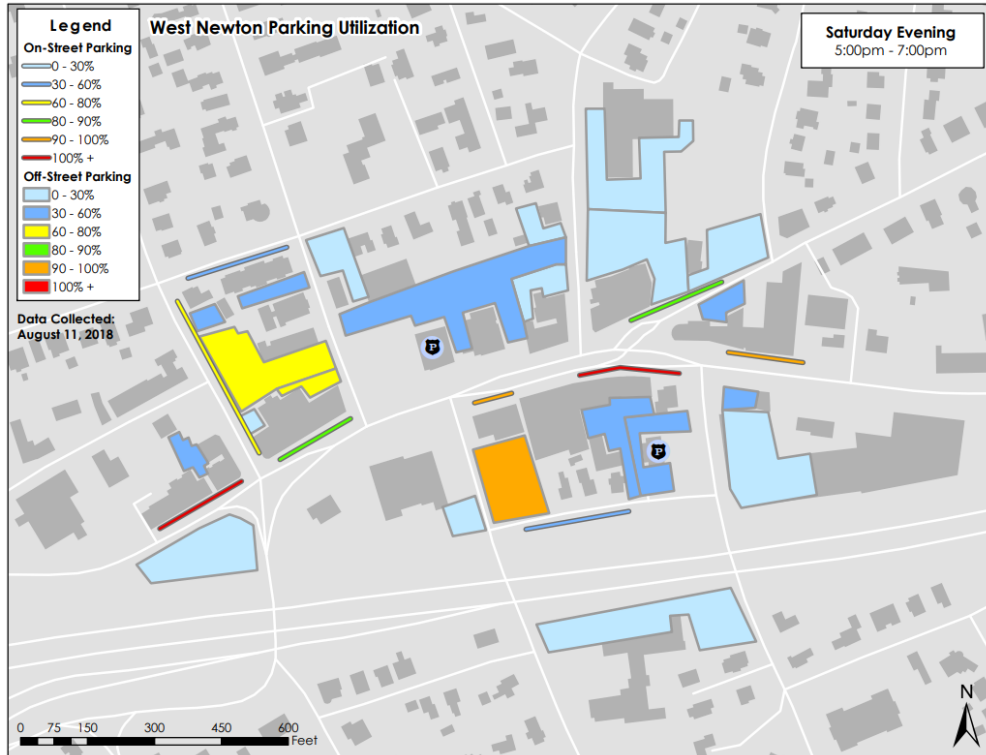
Saturday



Reference: 1314 Washington Street Updated Shared Parking Analysis



Reference: 1314 Washington Street Updated Shared Parking Analysis



Reference: 1314 Washington Street Updated Shared Parking Analysis

