



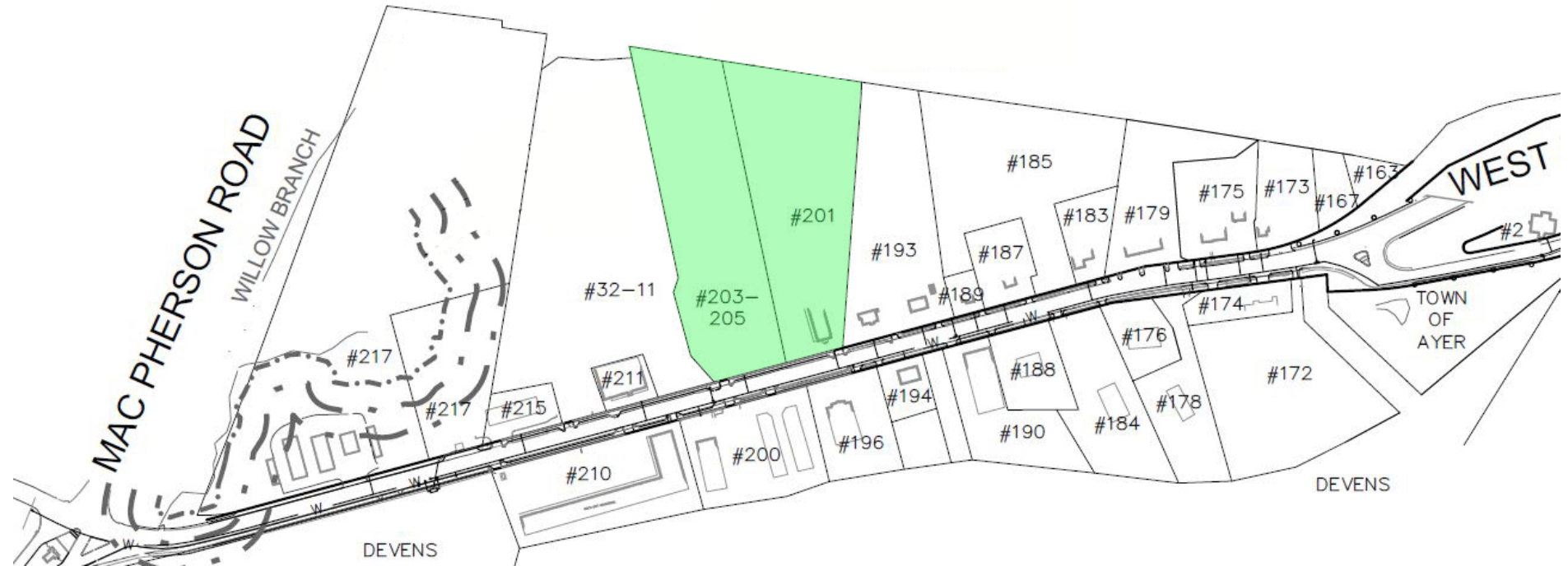
DMG
INVESTMENTS

201-205 West Main Street West Ayer Village

Parking Count Analysis

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Subject property indicated in GREEN

INTRODUCTION

Introduction

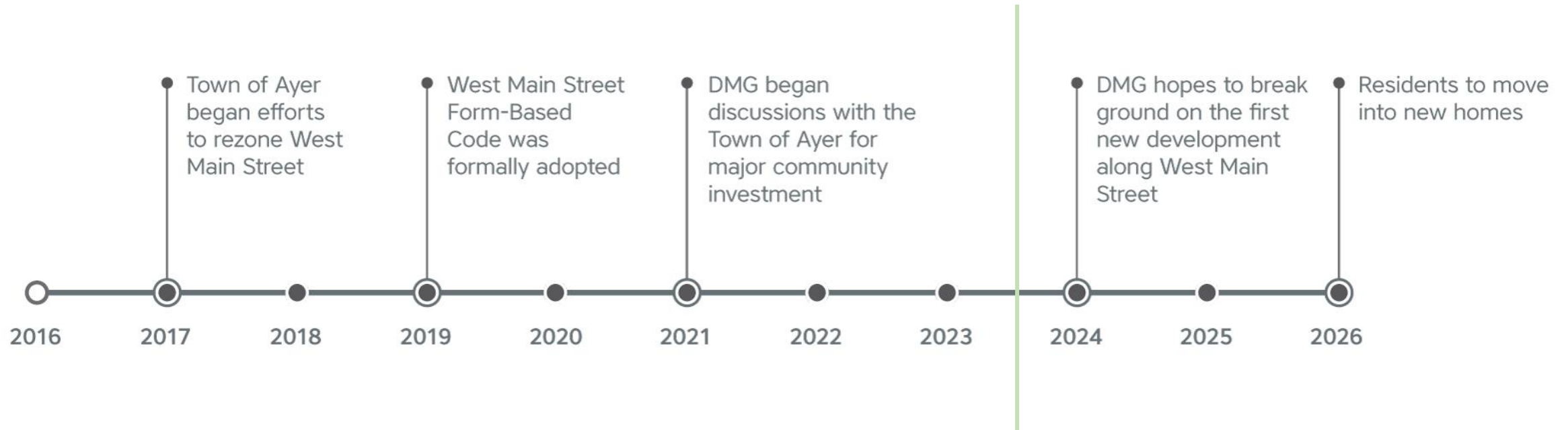
DMG is currently in contract to purchase the site at 201-205 West Main Street, Ayer, MA. DMG plans for a **\$70,000,000.00 mixed-use development** that would bring a combined 170+ units of market-rate and affordable apartments, as well as approximately 10,000 SF of retail space along the western corridor of Ayer. However, the project cannot accommodate the high number of parking spaces that is required by building code. Therefore, DMG is requesting a parking variance for an apartment to parking ratio of one space per apartment, for a total of 172 spaces, instead of 289 spaces.

The new mixed-use development can provide high-quality housing for the Town of Ayer's existing residents, as well as the 10,000 employees of the various corporations located in the Devens Regional Enterprise Zone. DMG's project would lead to greater job expansion and retention while also contributing to the long-term economic growth and success of the Town of Ayer.

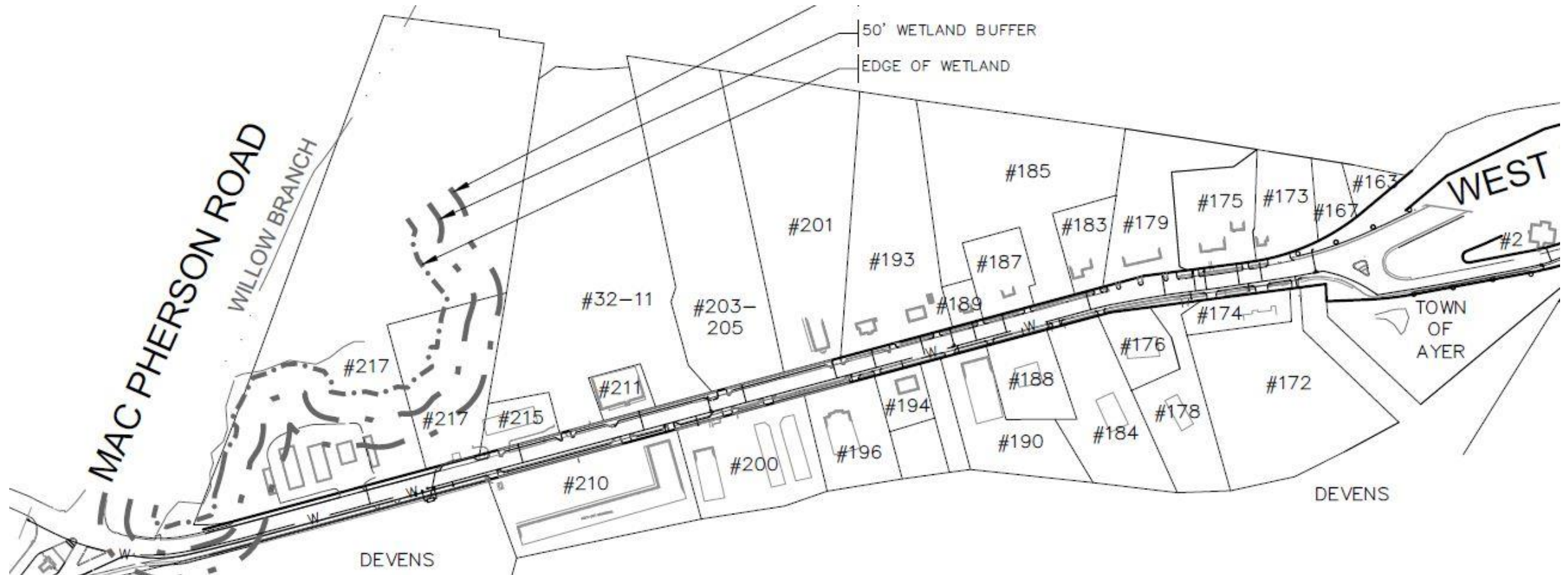
It is DMG's belief that if the parking obstacle to providing this new housing and retail can be overcome, the project will be a major success for the Town of Ayer, while setting a high bar for other developers in the design and construction of the new West Ayer Village.

Introduction

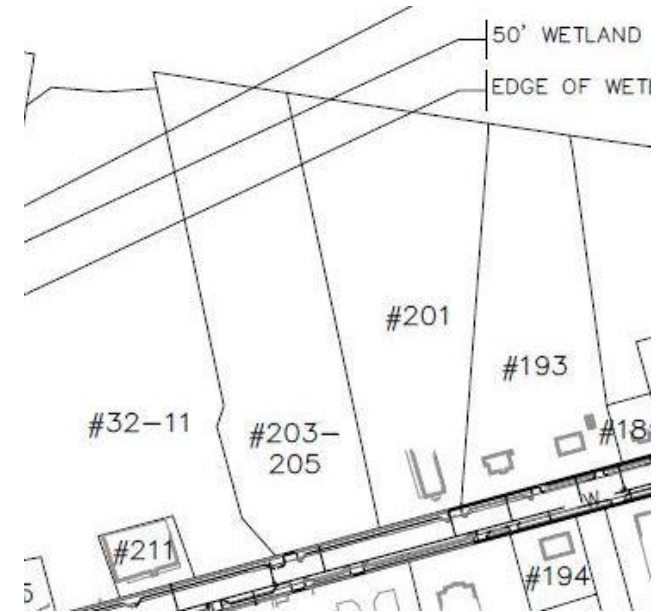
The Town of Ayer has invested over \$4.2MM in new utilities, infrastructure, and road paving to support and encourage new development along West Main Street. DMG hopes to lead the charge of developers tying into the new infrastructure to provide significant new housing and retail opportunities to the Town of Ayer.



West Ayer Village Form-Based Zoning Code



201-205 West Main Street

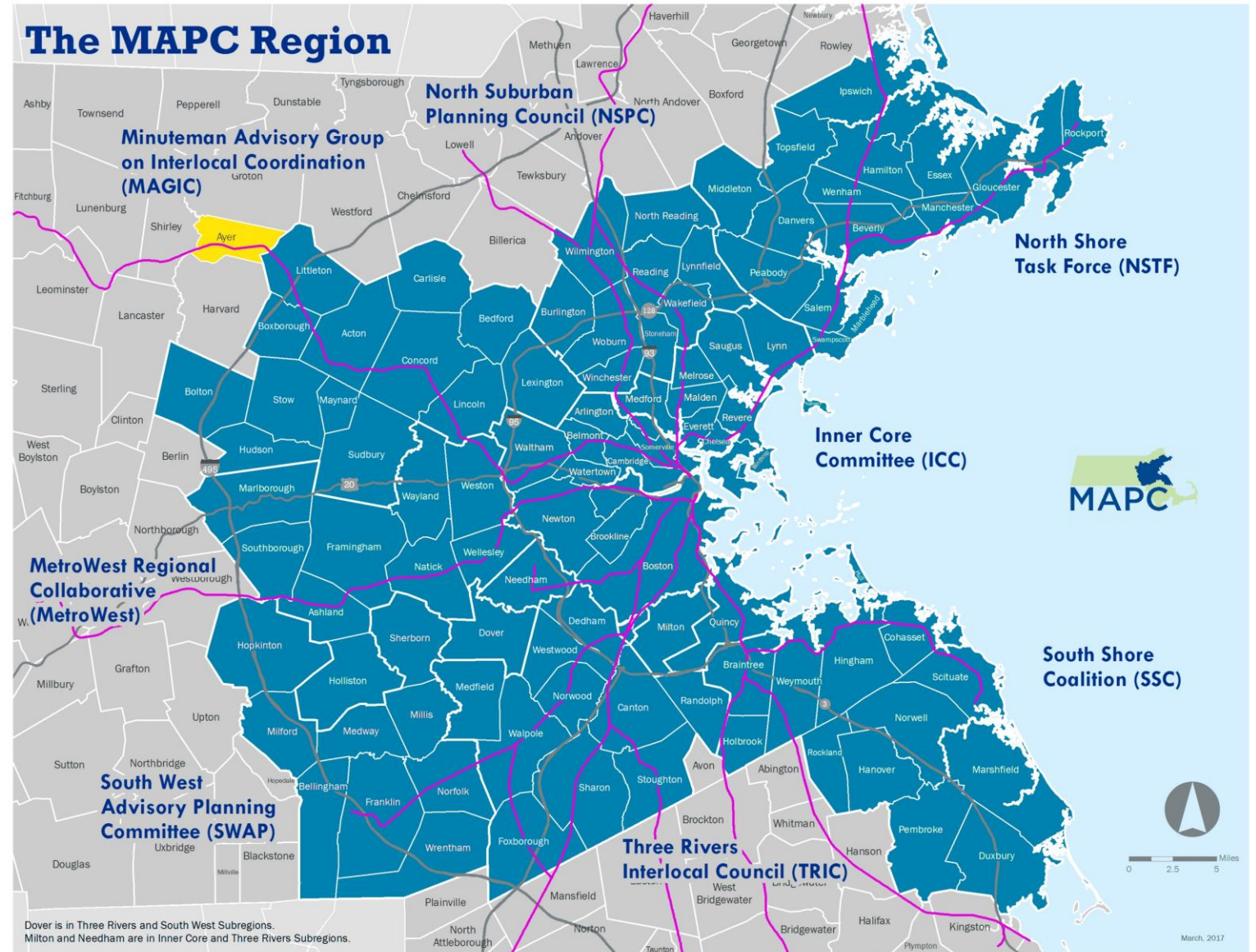


PARKING NEEDS ANALYSIS

Metropolitan Area Planning Council (“MAPC”)

The Town of Ayer borders the Metropolitan Area Planning Council (“MAPC”) region.

The MAPC is the regional planning agency serving the **101 cities and towns** of Metropolitan Boston.

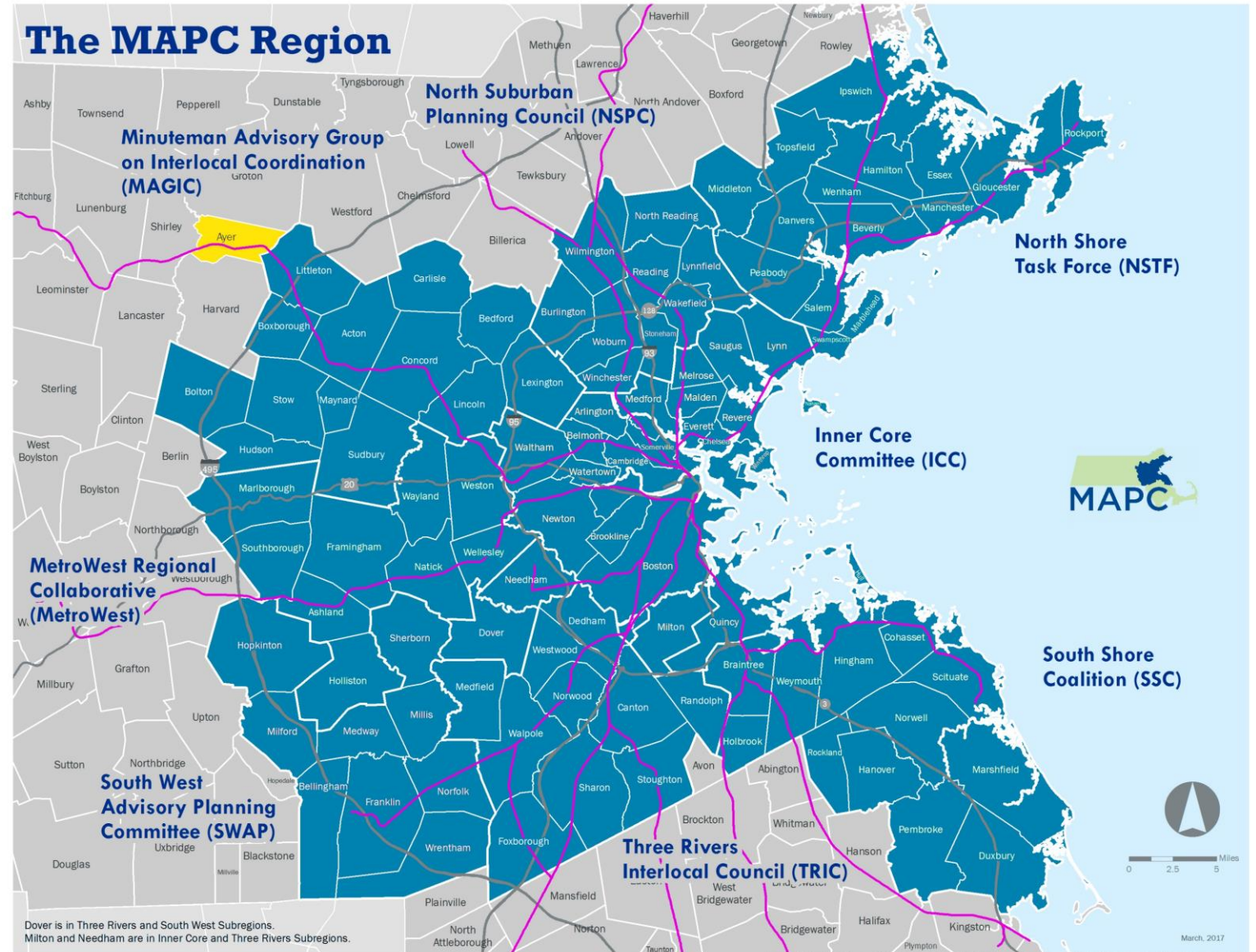


Metropolitan Area Planning Council (“MAPC”)

The MAPC conducted a **study of parking demands over a three-year period.**

This is the most in-depth and thorough parking study in the region.

This is what they found...



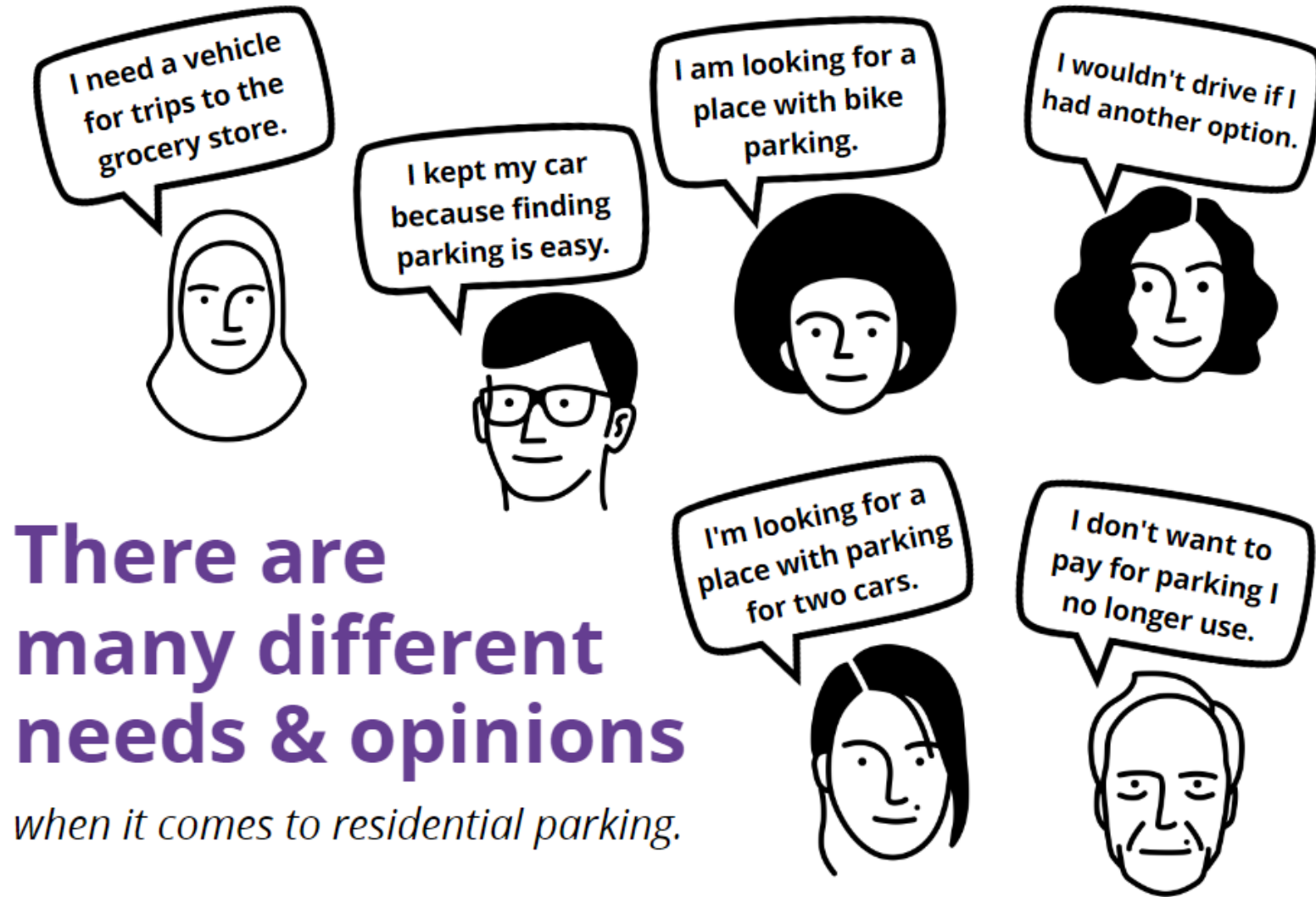
MAPC's "Perfect Fit Parking" Study Findings

Building too much parking has real **consequences**, including:



**This makes our communities
more expensive, congested, and
polluted.**

MAPC's "Perfect Fit Parking" Study Findings



MAPC's "Perfect Fit Parking" Study Findings

**But what is often missing
from these conversations?**



DATA

*how much parking is
actually being used?*

So we collected some!

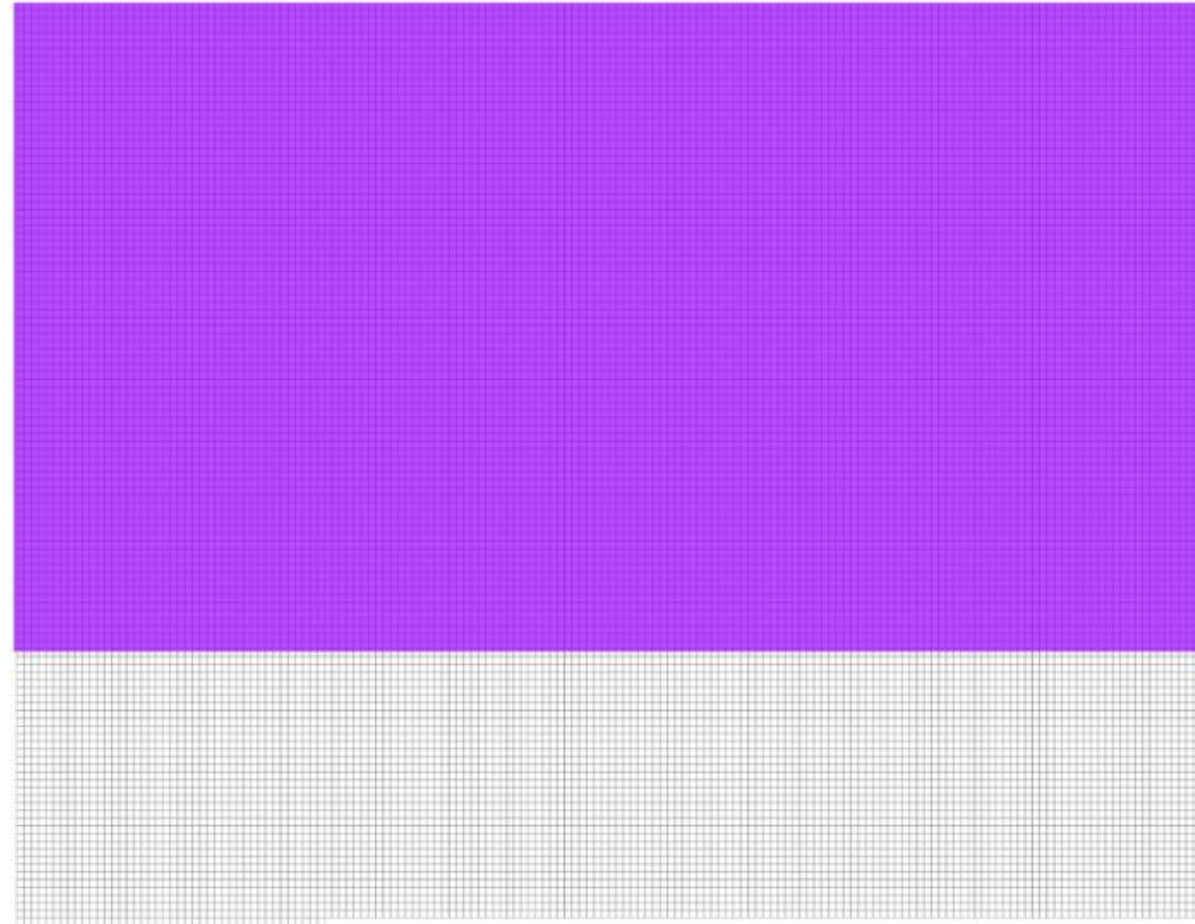
“Perfect Fit Parking” Study: Peak Parking Demand



“Perfect Fit Parking” Study: Overnight / Peak Parking Demand

In total,
we counted
19,439 spaces...

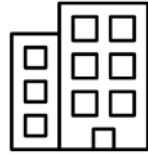
...and
5,910 spaces
were empty



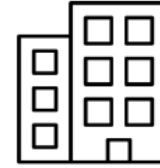
**That means 30% of the parking
was unutilized.**

“Perfect Fit Parking” Study: Overnight / Peak Parking Demand

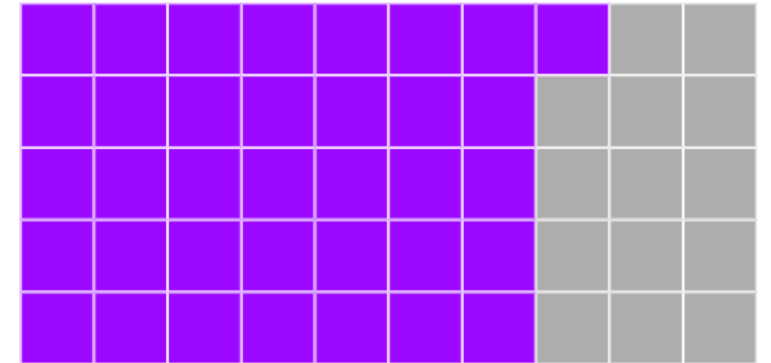
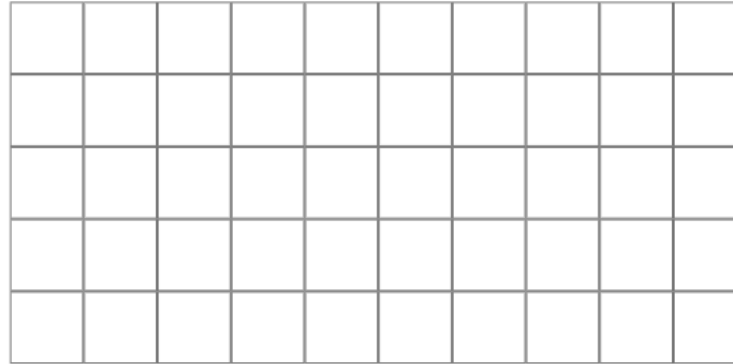
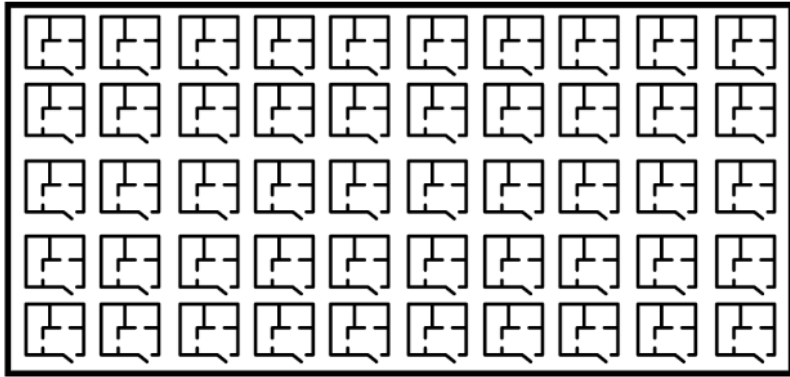
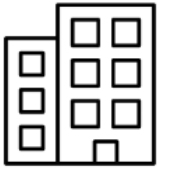
Based on our data, the average
50-unit residential building...



...would have
50 parking spaces.



And **14 spaces**
would be unoccupied.

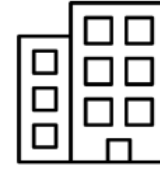


“Perfect Fit Parking” Study: Overnight / Peak Parking Demand

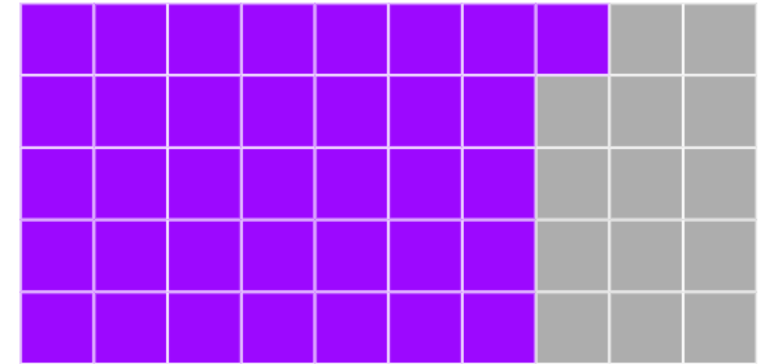
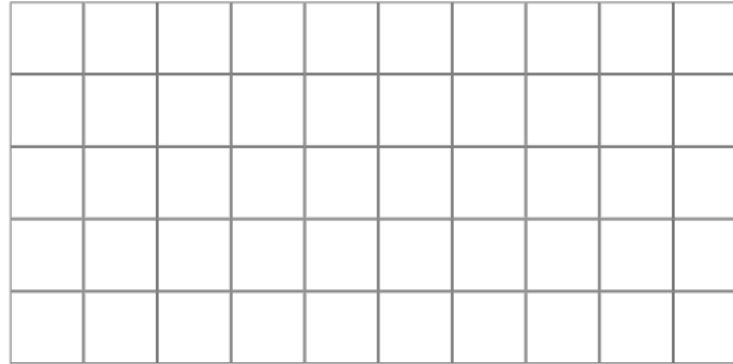
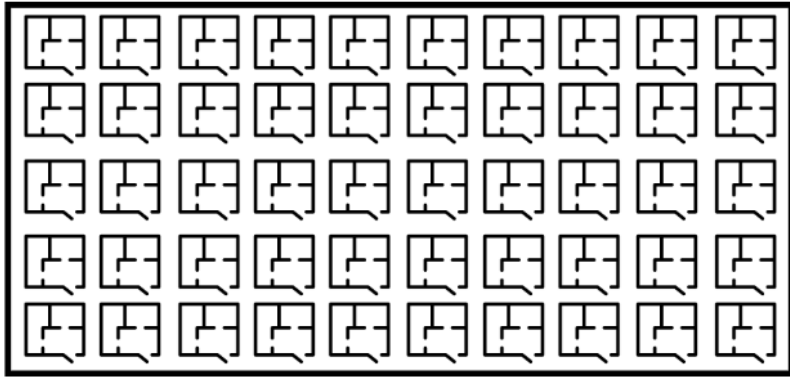
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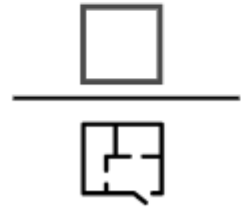


Average parking ratio in the MAPC Inner-Core Region:

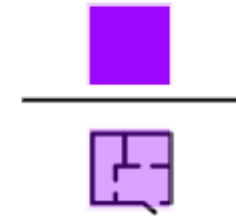
- One parking space per apartment **provided**
- Only 0.73 parking spaces per apartment **utilized**
- There is a **surplus** of parking when only one space per unit is provided

“Perfect Fit Parking” Study: Overnight / Peak Parking Demand

Average parking supply
1.00 spaces/unit



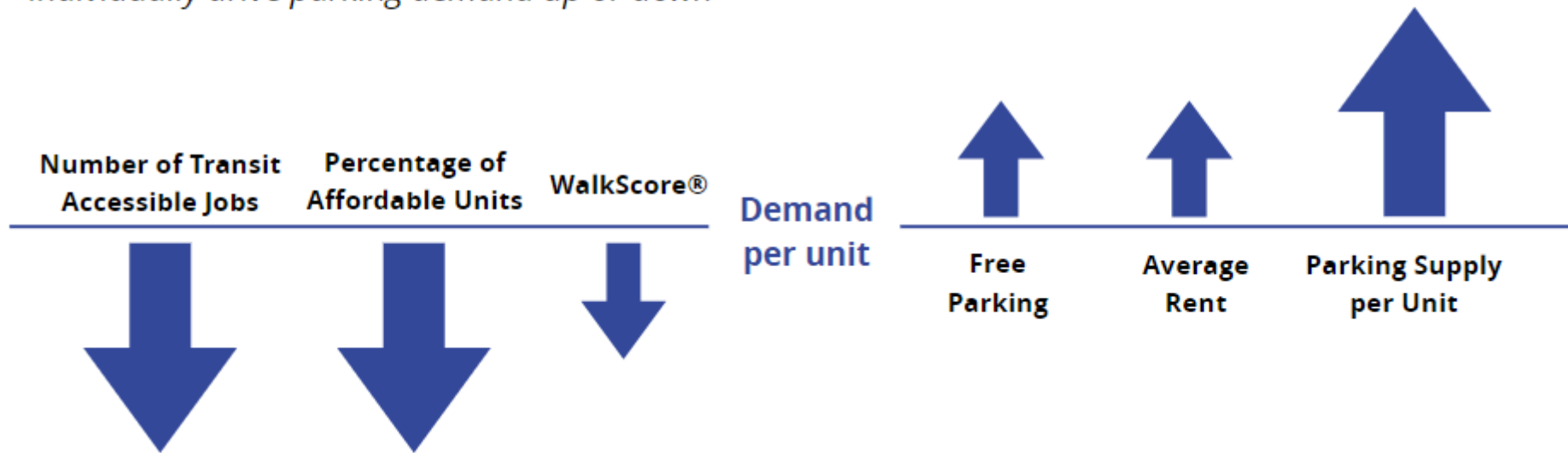
Average parking demand
0.73 spaces/unit



“Perfect Fit Parking” Study: Overnight / Peak Parking Demand

We found that a number of factors affect parking demand

These are just some of the factors that individually drive parking demand up or down



Three factors stood out as most significant:

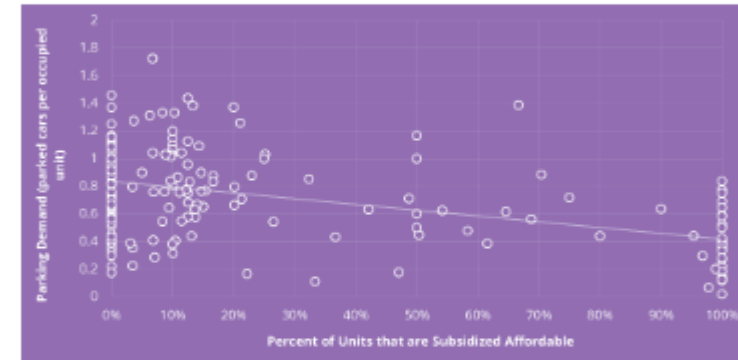
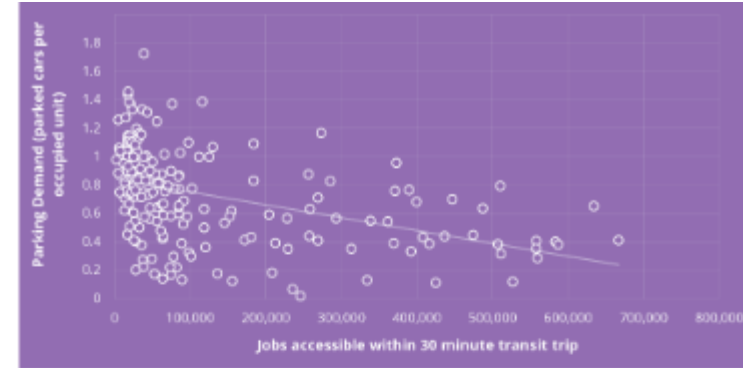
While the **number of jobs accessible by transit** and the **share of affordable units in a building** influence parking demand...

...**parking supply** was found to be the primary driver of parking demand.

MAPC's “Perfect Fit Parking” Study

Our statistical modeling revealed three factors to be strongly associated with parking demand.

1. The **more jobs accessible by transit**, the **lower demand for parking**.
2. The **larger the share of affordable units** in a building, the **lower demand for parking**.
3. The **more parking spaces supplied per unit**, in a building the **higher the demand for parking**.



MAPC's “Perfect Fit Parking” Study

Now that we better understand the factors that influence parking demand, how can we limit overbuilt parking?

MAPC's "Perfect Fit Parking" Study

1) Require fewer spaces – or none at all.

Cities and towns can reduce existing requirements, tailoring them to different types of developments in different locations. In some cases, parking minimums can be eliminated entirely.

2) Design transit-oriented developments for transit-oriented households.

Abundant parking at developments meant to be transit-oriented is counter-productive. New housing in areas with good transit should provide less than one space per unit to accommodate households with fewer vehicles.

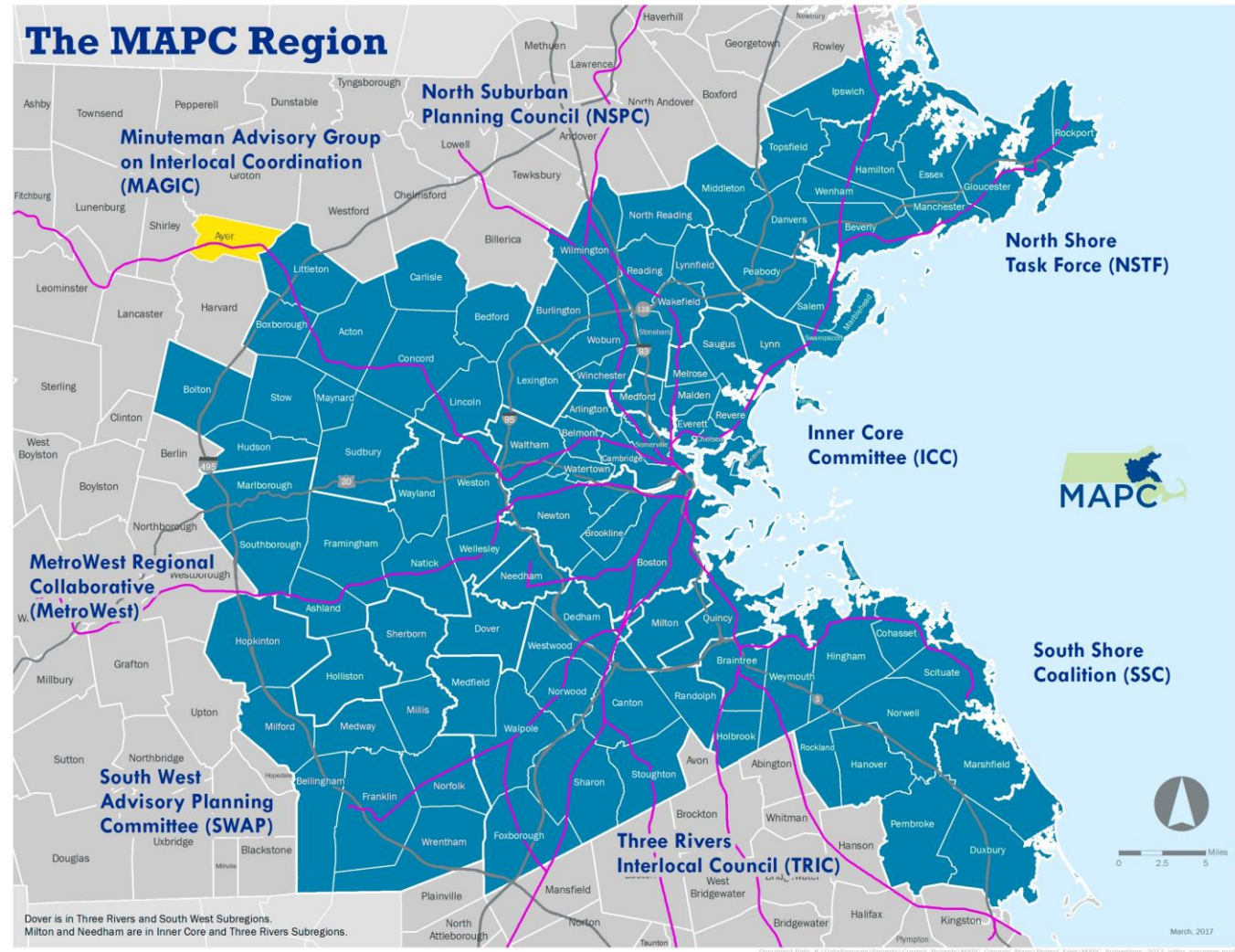
3) Don't make people pay for what they don't need.

Property owners should unbundle the rental cost for housing and parking so that residents can choose whether to rent a parking space. State and local regulators should encourage or require such unbundling.

MAPC's “Perfect Fit Parking” Study

The full MAPC “Perfect Fit Parking” Study can be found here:

<https://perfectfitparking.mapc.org/>



APPLYING THE STUDY FINDINGS

201-205 West Main Street

How do the study findings and recommendations relate to the project?

The project will offer a modern and forward-thinking lifestyle by encouraging three modes of transportation:

Cars and Parking

- Although the MAPC study determines that **0.73 spaces per unit** are needed, we are proposing **1.01 spaces per unit** for a total of 172 spaces. This may result in a surplus of 48 parking spaces.
- A Parking Management Plan will be implemented and controlled by the Property Management staff to ensure that optimal parking regulations are introduced and enforced.

Public Transportation

- A shuttle bus service, MART, runs directly in front of the property. We are in discussions with MART to install a new bus stop at the building entrance.

Bicycles

- A bicycle lane runs directly in front of the building. We anticipate this being a favored method of commute among our residents, particularly as the nearby Devens Enterprise Zone has over five miles of dedicated bike lanes.
- The building will include dedicated, in-door, safe and secure bicycle storage facilities for at least **50 bikes**.
- The Property Management team will encourage and facilitate the creation of a community biking club that will be open to all residents of Ayer, with the building serving as a meeting point.

201-205 West Main Street

The proposed parking ratio is consistent with the **goals of Ayer's Master Plan, "The Great Junction"**:

Goals

1. Increase the Town's ability to efficiently and effectively manage Ayer's services and facilities in a fiscally sustainable and environmentally responsible manner to encourage a high quality of life for residents and an advantageous environment in which businesses can prosper.
2. Actively protect, conserve, and preserve Ayer's natural resources, heritage, and supporting infrastructure to protect critical environmental habitats, drinking water supplies, recreational areas, and open spaces.
3. Encourage the comprehensive redevelopment of Downtown Ayer to better accommodate housing opportunities, for both renters and owners at all income levels, and to provide for a vibrant downtown through the creation of new high-quality public gathering places, increased pedestrian access, new commercial and public spaces, and an enhanced visitor experience.
4. Expand and upgrade equitable multimodal transportation opportunities, including sidewalks, paths, trails, and rails in addition to roadways, to ensure that residents, workers, and business transportation needs are efficiently met.
5. Enact creative strategies to actively and effectively engage Ayer residents of all ages and walks of life in the Ayer civic and public realms.

201-205 West Main Street

The proposed parking ratio is consistent with the **goals of Ayer's Master Plan**, "The Great Junction":

Introduction

Improved safety, accessibility, connectivity, and environmental awareness are important transportation priorities. This plan seeks to maintain, upgrade and expand the Town's transportation systems in an efficient, cost-effective and environmentally sound manner. The plan aims to develop strategies that would improve traffic flow on major streets, promote traffic calming in residential areas, expand commuter rail access and provide better parking in the downtown area. The plan encourages implementation of Complete Streets concepts, the focus on walking and biking by improving the pedestrian and bicycling infrastructure in Ayer. Finally, the plan will provide concepts for future transportation modes including autonomous vehicles, ride sharing and autonomous vehicles.

201-205 West Main Street

The proposed parking ratio is consistent with the **goals of Ayer's Master Plan, "The Great Junction"**:

Transportation Goals:

1. Adequately fund and maintain roadways, trails, sidewalks, public parking, and commuter facilities to ensure universal access and reasonable transportation choices for residents, workers, and businesses.
2. Implement intersection and traffic calming improvements to improve circulation and public safety.
3. Implement Parking Management Plan to improve parking in the downtown area.
4. Improve and enhance Ayer's pedestrian and bicycle access by providing a safe, scenic, interconnected system of roads, sidewalks and trails.
5. Provide train commuters with parking and access improvements to promote the use of commuter rail in the community.
6. Ensure the operations of rail freight do not have a negative impact on the residents, natural resources, dependent businesses, and image of the community.
7. Continue accepting private roads in Town.

201-205 West Main Street

The proposed parking ratio is consistent with the **goals of Ayer's Master Plan**, "The Great Junction":

Autonomous vehicles (AVs) are driverless cars that self-navigate. These vehicles are currently being developed and semi-autonomous vehicles are already available on the commercial market. It is anticipated by 2060 that roadways will be 100 percent populated by AVs.⁶ There are several ways this could impact urban design – and provide new opportunities. The provision of parking, for example, could be revolutionized as parking would no longer need to be located as close to the occupants'

destination. Parking facilities for vehicles could be located more remotely, allowing the AV to drop off its occupant in a designated drop off zones that could replace street parking, and then be directed to a parking facility away from pedestrian activity. Large swaths of land currently dedicated to parking could be converted for other uses, such as parklands and pedestrian malls, and could ease stormwater management.

201-205 West Main Street

The proposed parking ratio is consistent with the **goals of Ayer's Master Plan**, "The Great Junction":

Vehicle subscription services, aka rideshare or ride hailing subscription services (e.g. Uber or Lyft), rather than individual ownership, may become a dominant model for AV transportation. Such a change would **reduce the amount of parking needed in residential areas**. Further, as AVs will be able to communicate and will navigate based on optimized routes, traffic signals and stops will no longer be a necessity. This will present a very real change in how roads are designed as these vehicles can utilize narrower lanes (not to mention smaller parking garages that do not require human comforts such as ventilation and light), and will not require the same amount of space that we currently dedicate to roadways.

201-205 West Main Street

The proposed parking ratio is consistent with the **goals of Ayer's Master Plan**, "The Great Junction":

Public Input Issues and Ideas

The public input process of this planning process included surveys and public meetings to identify issues that residents and business identify. The key transportation issues that were identified include:

- Speeding on West Main Street
- Traffic Congestion during commute hours
- Traffic lights at Park St and Main St, Washington St and Main St
- Safety for Pedestrians at Crosswalks (install cameras; take picture of plate, mail ticket)
- More sidewalks and cross walks
- Semi-trucks banned from downtown
- Better traffic patterns
- Improved sight-lines at Main Street from Washington Street
- Intersection at Park Street and Groton School Road
- Reduce traffic volume
- Handicapped accessibility
- Better Parking
- Public transportation available at train and in town.
- Improved cycling, bus service, taxi, etc. access from commuter rail to local businesses and residences

201-205 West Main Street

The proposed parking ratio is consistent with the **goals of Ayer's Master Plan**, "The Great Junction":

Specific Transportation Issues

Parking is another significant challenge facing downtown Ayer. Businesses, residents, and commuters are all in competition for limited public parking downtown. The MART lot should improve these conditions for commuters, but the interim during construction will be especially difficult and there is a strong need for a parking management plan.

201-205 West Main Street

The proposed parking ratio is consistent with the **goals of Ayer's Master Plan**, "The Great Junction":

Recommendations:

- Support the MART bus that connects the commuter rails stations in Ayer and Littleton to Devens, Nashoba Valley Hospital, and Ayer's industrial districts in addition to other points to reduce automobile dependency and employee tardiness.
- Provide more linkages to the Rail Trail and better connect it to shared roadways popular amongst cyclists.

201-205 West Main Street

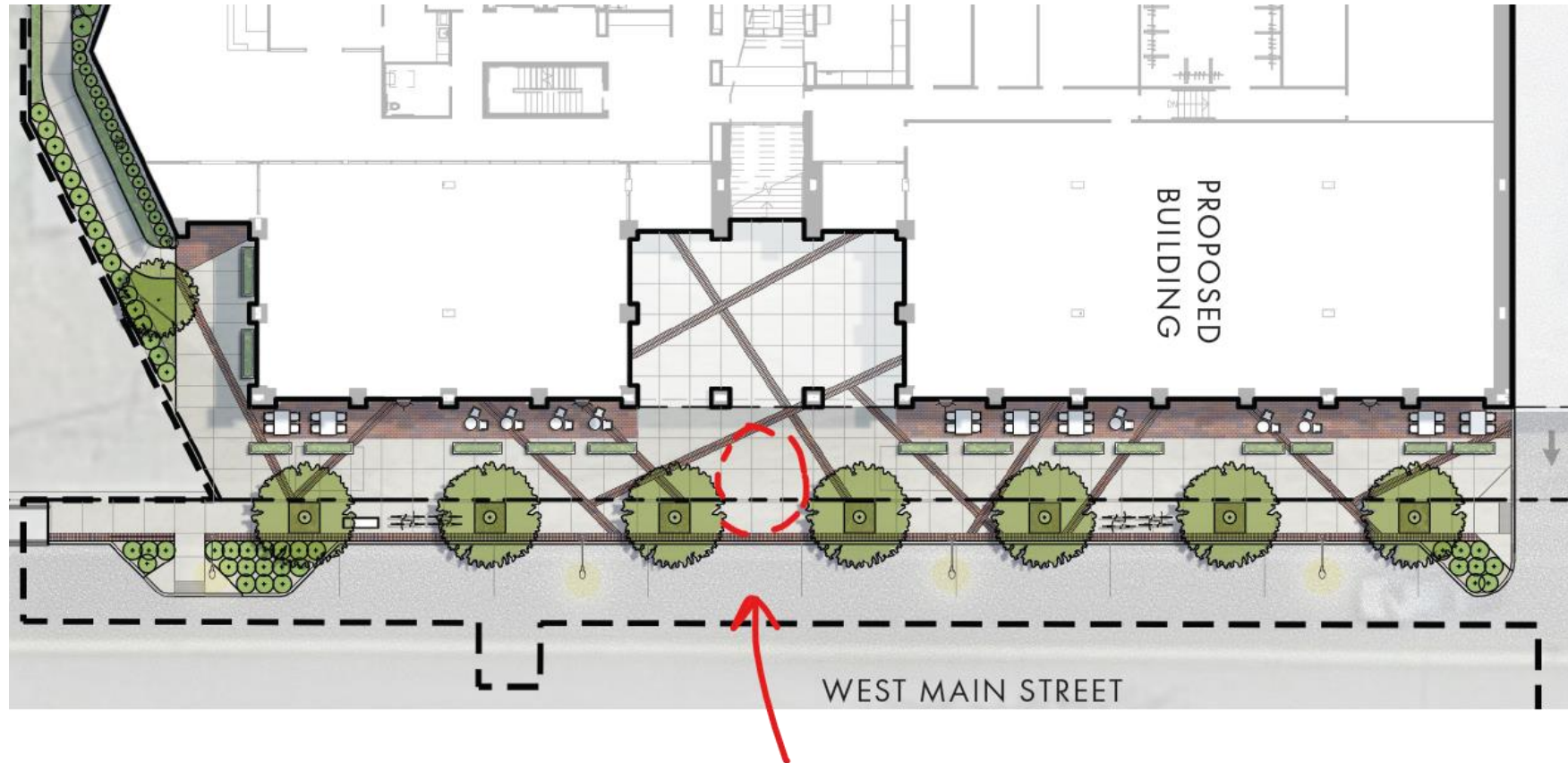
The proposed parking ratio is consistent with the **goals of Ayer's Master Plan, "The Great Junction"**:

b. Consider the needs of future transportation technologies (such as ride sharing, ride hailing, driverless cars/Automated Vehicles (AVs)) as well as MART buses by designing more efficient roadways and exploring opportunities for the location of pick-up and drop-off areas in key locations through Ayer.

d. Update zoning bylaws to ensure that new developments are served by sidewalks, oriented around multimodal transportation networks (e.g. 40R Smart Growth Zoning adjacent to MBTA commuter rail station) and employment centers to reduce auto dependency.

201-205 West Main Street

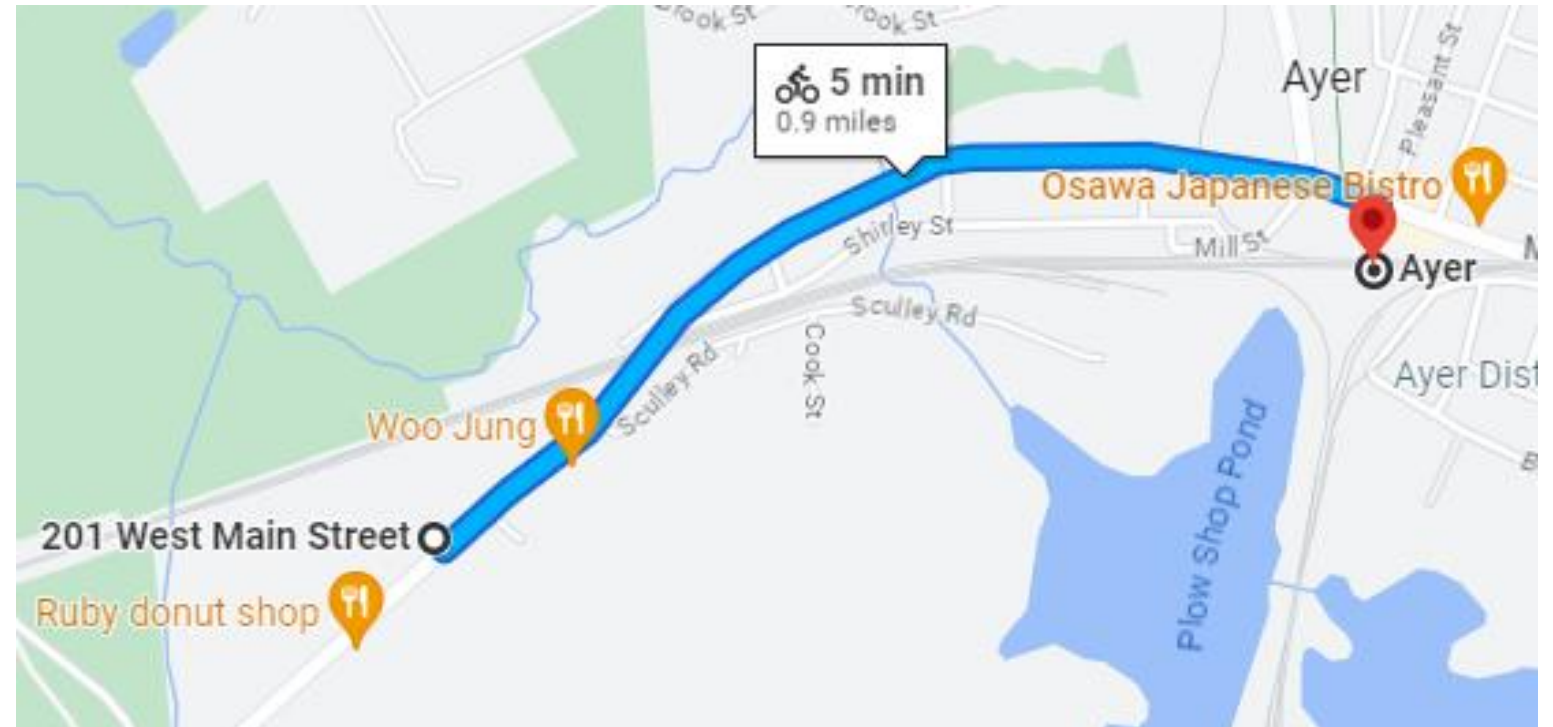
Location of the proposed new MART bus stop:



POINTS OF INTEREST & TRAVEL DISTANCES

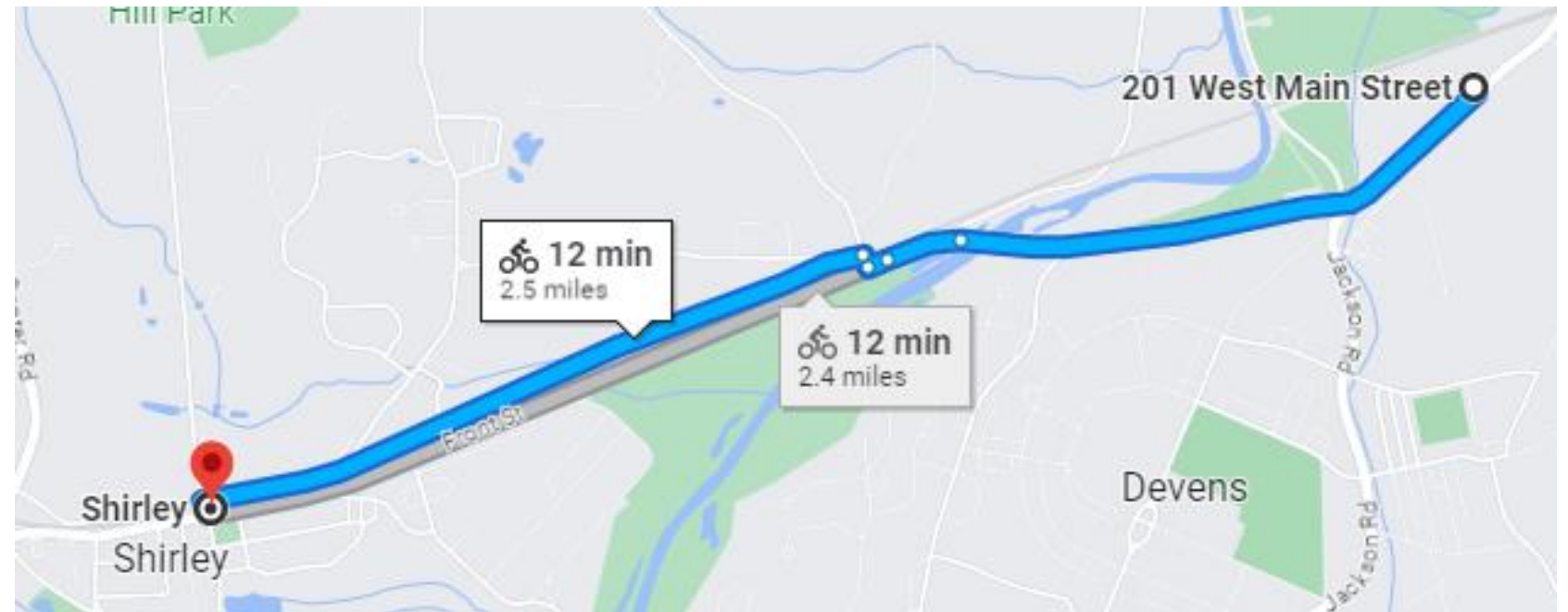
Points of Interest – Ayer Commuter Rail Station

- Walk: 15-min
- Bike: 5-min
- Drive: 2-min
- Bus: 2-min



Points of Interest – Shirley Commuter Rail Station

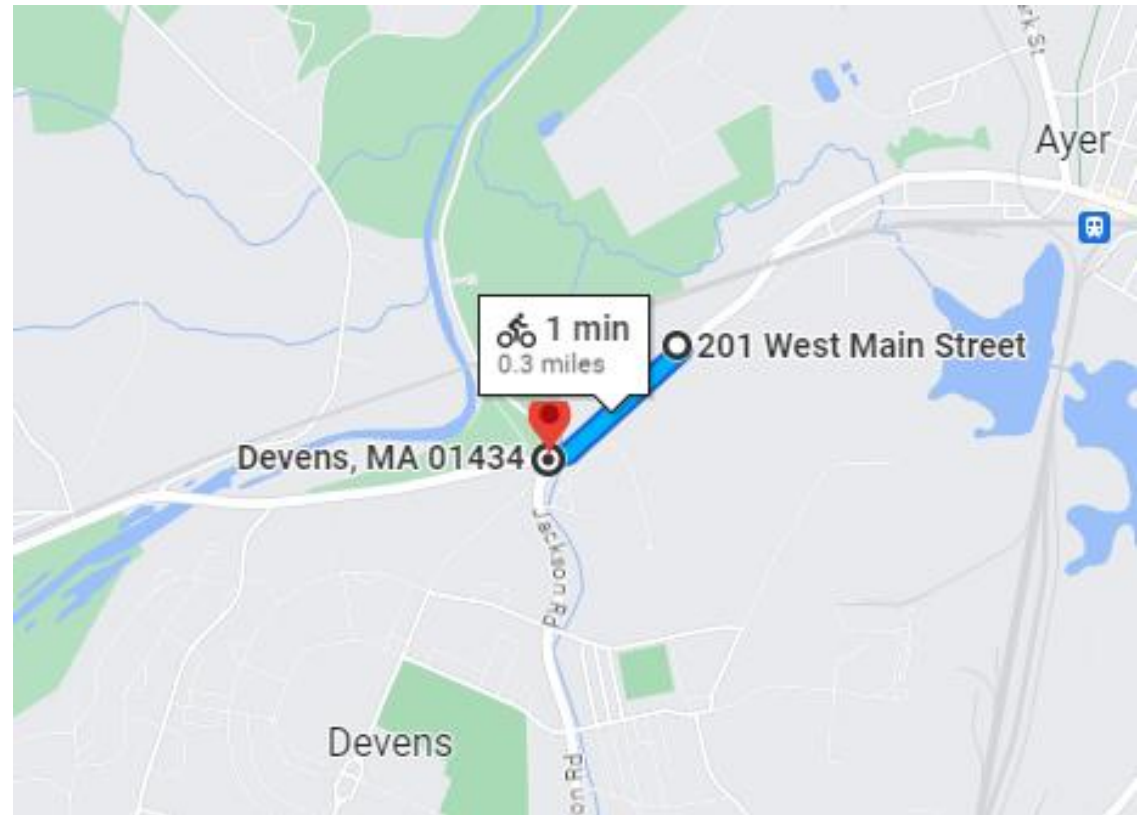
- Walk: 48-min
- Bike: 12-min
- Drive: 4-min
- Bus: 4-min



Points of Interest – Devens Enterprise Zone

The entrance to the Devens Enterprise Zone with over 10,000 employees across 100+ businesses:

- Walk: 6-min
- Bike: 1-min
- Drive: 1-min
- Bus: 1-min



CONCLUSION

Conclusion

The project as proposed will offer a modern and forward-thinking lifestyle while mitigating the negative environmental and traffic impacts of providing too much parking.

We anticipate that a majority of residents will work in the Devens Enterprise Zone:

- Walking distance of the project
- 5+ miles of dedicated bike lanes
- MART bus route

Science-backed evidence indicates that providing more parking leads to more cars and traffic. We will be encouraging a multi-modal transportation lifestyle while still providing significant and sufficient parking spaces.



201-205 West Main Street

Preliminary Building Renderings



View looking North

Thank You



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