

Medford, MA

Medford Square Parking and Circulation

Nelson\Nygaard was hired as a subconsultant by Utile Architecture who was preparing a garage feasibility study in Medford on behalf of MassDevelopment, the State's economic development arm. The City sought to rebuild a garage that had to be torn down years earlier. Nelson\Nygaard recommended that a full parking study accompany the feasibility study for the new garage in order to understand how much supply was really needed and how it should be managed.

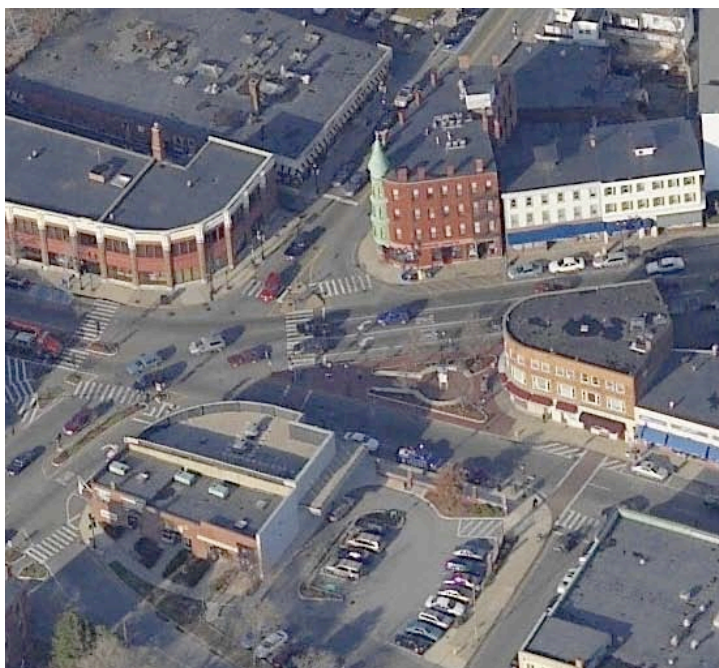
Nelson\Nygaard's approach was to look comprehensively at the entire public parking supply and associated access within a five-minute walking radius of the proposed garage site. This included a traffic operations study at key intersections, a full parking inventory, utilization counts, public workshops, parking surveys, and field observations.

By assessing how a parker would access destinations from the garage on foot, Nelson\

Nygaard identified key traffic signal and intersection improvements that would significantly, reduce pedestrian crossing delays, bringing more destinations within a short walk. This also demonstrated that more existing vacant spaces could also be made closer, helping lead the City to prioritize better management of the existing parking supply before building a new garage.

The project team proceeded to develop a parking pricing structure using demand-based zones and demonstrated that on-street parking and a new-permit program could adequately cover the costs of a new parking facility and bring in additional revenue.

As of summer 2010, the City's first priority is a parking management plan that may extend to other parts of the city. This work in Medford Square has demonstrated the value of a highly-walkable space for improved parking access that reflects Nelson\Nygaard's technical creativity in solving multimodal transportation challenges.



Project Duration:
2010

Total Budget:
\$134,904

NN Budget:
\$36,012

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