

MarketStreet

Lynnfield, Massachusetts

PREPARED FOR
National Development

PREPARED BY



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DRAFT FOR CLIENT REVIEW

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Executive Summary

VHB, Inc. has prepared a parking study to assess parking demands associated with the proposed modification to the remaining, approved, build-out of the MarketStreet Lynnfield development program to include a cinema. This Site is located at the Route 128/I-95 Interchange at Walnut Street in Lynnfield, Massachusetts. It is a first-class regional mixed-use destination, consisting of a vibrant collection of retail, restaurant, entertainment, residential, and office uses in a thoughtfully planned and carefully designed setting.

In 2008 the Town of Lynnfield approved the development of MarketStreet Lynnfield, which included 395,000 square feet (sf) of retail, restaurant, and entertainment uses, 180 units of rental apartments, 48 senior housing units, and 80,000 sf of office uses. Since then, most of the building areas have been built or are currently under construction (372,326 sf of retail, restaurant, and entertainment uses, 180 apartments, 48 senior housing units, 12,743 sf of office uses, and 26,191 sf of medical office space. The remaining approved development to be built includes 37,098 sf of retail, restaurant, and entertainment uses and 41,066 sf of office.

The current proposal is to modify the remaining approved development to be built to essentially trade 40,000 sf of office use with a 40,000 sf (eight screens, 800 seats) of cinema use ("the proposed modification"). It should be understood that the trading out 40,000 sf of office space with 40,000 sf of cinema space represents a complimentary change in the site from a parking demand perspective most days of the week. This parking study evaluates the parking demand changes associated with the proposed trade of space. The MarketStreet Lynnfield project will be built-out to its approved level regardless of whether the change in the final phase is approved or not.

A shared parking assessment was conducted for the total build-out of the development both with and without the proposed modification in place. This includes Building 1350 which is under construction currently. Based on the results of the



assessment conducted, future parking expansion (net new space) to the site should be in the range of zero to 357 parking spaces to meet typical and peak season demands. In addition, the approved project build-out exceeds the zoning requirements for parking. Trading the cinema for an equal part of the office development and adoption of the zoning amendment would also demonstrate that the project exceeds the local zoning requirement for parking. In fact, the proposed parking supply will substantially exceed the zoning and the demonstrated need as well to allow for a flexible parking supply in the future. The proponent is proposing to construct between 300-375 parking spaces in a parking structure or by additional surface parking assuming that the cinema change is approved by the town.

In addition to providing additional spaces, the Proponent is committed to their existing parking demand management program which includes offsite parking and shuttle connection for employees during holiday shopping period. As always, the Proponent will monitor parking future demand and will implement additional measures if necessary, including snow management practices to limit snow storage on site.

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Existing Conditions

Evaluation of the parking impacts associated with the proposed modification requires a thorough understanding of the existing parking supply and existing parking demand at MarketStreet Lynnfield. This assessment conducted and findings are described in detail below.

Parking Demand Assessment

A parking supply/demand assessment was completed for the existing built portion of the MarketStreet Lynnfield development. The parking supply was reviewed based on the existing Site plan and verified through a field inventory conducted in April 2018. Based on the review, the development currently has a parking supply of 2,206 parking spaces available. This considers and does not include spaces that were roped off for construction or those that were occupied by snow (overall parking supply currently is 2,278 spaces).

For the purpose of understanding the existing parking supply versus demand, an existing condition parking occupancy assessment was conducted which considered both the number of parked vehicles as well as the location of the parked vehicles. Parking occupancy counts were conducted on Wednesday, April 4, 2018 and supplemented on Wednesday, April 11, 2018 from 3:00 PM to 8:00 PM and Saturday, April 7, 2018 from 4:00 PM to 9:00 PM on a continuous, half-hour incremental basis. Table 1 provides a summary of the April 2018 existing parking occupancy.



Table 1 Existing Parking Occupancy Summary

	Weekday		Saturday	
Time	Demand	% of Supply	Demand	% of Supply
3:00 PM	1,049	48%	n/a	n/a
3:30 PM	1,046	47%	n/a	n/a
4:00 PM	1,082	49%	1,943	88%
4:30 PM	1,034	47%	1,898	86%
5:00 PM	1,128	51%	1,921	87%
5:30 PM	1,184	54%	1,961	89%
6:00 PM	1,313	60%	2,002	91%
6:30 PM	1,399	63%	1,999	91%
7:00 PM	1,408	64%	2,029	92%
7:30 PM	1,354	61%	2,031	92%
8:00 PM	n/a	n/a	1,930	87%
8:30 PM	n/a	n/a	1,717	78%
Peak Period	7:00 PM		7:30 PM	
Peak Occupancy	1,408	64%	2,031	92%

Source: Parking occupancy counts conducted by VHB on Wednesday, April 4, 2018 and supplemented on Wednesday, April 11, 2018 and Saturday, April 7, 2018.

As shown in Table 1, the maximum parking demand on a weekday is at 7:00 PM with approximately 64-percent of the spaces occupied. The maximum parking demand on a Saturday is at 7:30 PM with approximately 92-percent of the spaces occupied. It should be noted that approximately seven-percent of spaces (150 spaces) were occupied by construction equipment and snow. If these spaces were not occupied by these temporary uses (construction equipment and snow), the maximum parking demand on a Saturday is at 7:30 PM would be approximately 85-percent of the spaces occupied.

Shared Parking Assessment

VHB conducted a shared parking assessment for the existing built portion of the development with inclusion of building 1350. The assessment was conducted based on data from the Urban Land Institute (ULI) *Shared Parking, 2nd Edition* publication. The projected parking generation assumes there will be sharing between uses in the development. Parking demand varies for different months, and the month of December typically experiences the highest parking demands at shopping centers due to the holiday season. To establish a direct comparison, the existing built portion of the development projected parking generation for the month of April was compared with data collected during the parking occupancy counts, and is summarized in Table 2.



Table 2 Existing (April) Parking Comparison

Period	Projected April Parking Generation ¹	Observed April Parking Demand ²	Observed April Parking Demand (without temporary uses) ³
Weekday	1,988	1,408	1,258
Weekend	2,089	2,031	1,881

¹ April parking generation estimate for the existing built portion of the development.
² Based on parking occupancy counts conducted in April 2018.
³ Based on parking occupancy counts conducted in April 2018 minus the demand of temporary uses (construction equipment and snow).

As shown in Table 2, the observed parking demand is less than the projected parking generation for the month of April during both the weekday and Saturday periods.. The observed demand is approximately 71-percent of the projected parking generation during the weekday, and approximately 97-percent of the projected parking generation during the weekend. It should be reiterated that approximately seven-percent of spaces (150 spaces) were occupied by construction equipment and snow during the April parking occupancy observations. If these spaces were not occupied by these temporary uses (construction equipment and snow), the occupancy of the observed demand is approximately 63-percent of the projected parking generation during the weekday, and approximately 90-percent of the projected parking generation during the weekend.

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Future Conditions

Anticipated parking demand for the proposed modification were developed based on industry standards, existing parking demand, and Town of Lynnfield zoning requirements. The anticipated parking demand for the proposed modification was added to the existing parking demand to reflect future parking demand conditions at MarketStreet Lynnfield.

Shared Parking Assessment

A shared parking assessment was conducted for the total build-out of the development with and without the proposed modification. This assessment was conducted to identify the number of parking spaces that may be necessary during the peak month (December) and the peak day of the peak month (Peak December). The peak month and peak day of the peak month account for increased parking demand that is typical at shopping centers during the holiday season. These projections are not typically realized during any other period through the year.

A direct parking generation comparison was completed for total build-out of the development, without and with the proposed modification, to identify the increase in number of parking spaces. Table 3 summarizes the projected peak (December) parking generation comparison for the proposed modification.



Table 3 Proposed Modification Projected Peak (December) Parking Generation Comparison

Period	Total Build-out of the Development without Proposed Modification ¹	Total Build-out of the Development with Proposed Modification ²	Increase
Weekday	2,575	2,572	-3
Weekend	2,593	2,680	87
Peak Day ³	2,593	2,767	174

1 Peak (December) parking generation estimate for the total build-out of the development without the proposed modification.

2 Peak (December) parking generation estimate for the total build-out of the development with the proposed modification.

3 Peak day of the peak month (December) parking generation estimate.

As shown in Table 3, the total build-out of the development with the proposed modification when compared to the total build-out of the development without the proposed modification results in approximately 3 less spaces during the weekday and approximately 87 additional spaces during the weekend. On the peak day of the peak month (December), the total build-out of the development with the proposed modification would result in the need for approximately 174 additional spaces. It should be reiterated that these parking demand projections are for the peak month and peak day of the month that occurs during the holiday season.

As previously mentioned, a comparison of the April 2018 parking occupancy counts with the projections from the shared parking assessment indicates that the observed parking demand on the Site is approximately 90-percent of the projected parking demand, not accounting for spaces occupied by temporary uses (construction equipment and snow). To determine a more realistic estimate of parking needed to support the build-out of the Site, the parking rate for the Site developed through the comparison of the observed parking demand versus the projected parking demand was applied to the projected parking demand for the full development. Table 4 summarizes the projected increase in parking supply to accommodate the build-out of the development.



Table 4 Projected Increase in Parking Supply

	Existing Parking Supply ¹	Reduction in Parking Supply ²	Projected Parking Demand for Total Build- out of the Development with Proposed Modification ³	Potential Increase in Parking Supply
Peak (December)				
Unadjusted	2,206	73	2,767	634
Site parking rate applied ⁴	2,206	73	2,490	357
Average Month				
Unadjusted	2,206	73	2,344	211
Site parking rate applied ⁴	2,206	73	2,110	-23

1 Based on parking supply count conducted in April 2018. Some spaces were blocked by snow and construction equipment. This number doesn't include those spaces

2 Loss in parking spaces on Site to accommodate the build-out of the development.

3 Parking generation estimate for the total build-out of the development with proposed modification.

4 Parking demand estimates with Site parking rate of 90-percent applied.

Based on the results of the assessment conducted, future parking expansion (net new space) to the site should be in the range of zero to 357 parking spaces to meet typical and peak season demands. To be responsive to the need identified and to offer a conservative and flexible parking supply, the proponent is proposing to construct between 300-375 parking spaces in a structured parking garage or surface parking assuming the cinema is approved.

In addition to the shared parking assessment based on ULI, the number of required parking spaces for the proposed build-out of the development with the proposed modification based on the Town of Lynnfield Zoning Bylaws was identified. Table 5 summarizes the required parking.

Table 5 Required Parking Summary

	Approved Development ¹	Total Build-out of the Development with Proposed Modification ²
Required Spaces	1,930	2,077

1 Based on requirements outlined in the Town of Lynnfield Zoning Bylaws.

2 Based on requirements outlined in the Town of Lynnfield Zoning Bylaws.

As shown in Table 5, the build out of the approved project will require 1,930 parking spaces. Based on zoning, the approved project exceeds the parking required and no



additional parking spaces would be required on site. Review of the build-out with the proposed site change suggests that a parking supply of approximately 2,077 spaces would be required. That is an approximate number as no category for cinema is available in the local zoning code, so we assumed 1 parking space for every 3 seats which is based conservatively on ITE cinema land use code and is consistent with the proposed zoning change. The proposed zoning amendment to provide 1 space per 3 seats is consistent with zoning requirements for cinemas in other municipalities. Assuming that is adopted, the proposed parking supply will exceed the zoning requirements with or without the Cinema.

Parking Demand Management

MarketStreet Lynnfield currently implements parking demand management strategies during peak holiday shopping periods. to better manage available parking on Site. Initiatives currently put forth include:

- Coordination with adjacent property owners to allow employees of MarketStreet Lynnfield uses to park off Site and be shuttled to MarketStreet Lynnfield.
- Implement snow management practices during winter months such as trucking snow off Site or melting it on Site to limit the number of parking spaces used for snow storage.

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Conclusion

VHB, Inc. has prepared a parking study to assess parking demands associated with the proposed modification to the remaining, approved, build-out of the MarketStreet Lynnfield development program to include a cinema. This Site is located at the Route 128/I-95 Interchange at Walnut Street in Lynnfield, Massachusetts. It is a first-class regional mixed-use destination, consisting of a vibrant collection of retail, restaurant, entertainment, residential, and office uses in a thoughtfully planned and carefully designed setting.

The current proposal is to modify the remaining approved development to be built to essentially trade 40,000 sf of office use with a 40,000 sf (eight screens, 800 seats) of cinema use ("the proposed modification"). It should be understood that the trading 40,000 sf of office space for 40,000 sf of cinema space represents a complimentary change in the site from a parking demand perspective. Cinema activity and parking demand is, to some degree weekday evenings and mostly on Saturdays and Saturday evening. When the cinema demand is most prevalent, office uses on site will have little if any demand. This parking study evaluates the parking demand changes associated with the proposed trade of space. The MarketStreet Lynnfield project will be built-out to its approved level regardless of whether the change in the final phase is accepted or not.

A shared parking assessment was conducted for the total build-out of the development both with and without the proposed modification in place. This includes Building 1350 which is under construction currently. Based on the results of the assessment conducted, future parking expansion (net new space) to the site should be in the range of zero to 357 parking spaces to meet typical and peak season demands. In addition, as demonstrated the approved project build out meets the zoning requirements. Trading the cinema for an equal part of the office development and adoption of the zoning amendment would also demonstrate that the parking supply exceeds the zoning requirements. In fact, the proposed parking supply will substantially exceed the zoning and the demonstrated parking need. This will allow for a conservative and flexible parking supply. The proponent is proposing



to construct between 300-375 parking spaces in a structured parking garage or surface parking assuming the cinema is approved.

In addition to providing additional spaces, the Proponent is committed to their existing parking demand management program which includes off Site parking for employees during the holiday season. As always, the Proponent will monitor future parking demand and will implement additional measures if necessary, including snow management practices to limit snow storage on Site.



Appendix

- Parking Occupancy Counts

Required Parking Summary

Based on Zoning

Required Spaces	Required Spaces per ksf ¹	Existing		Total Build-out (Approved)			Total Build-out with Proposed Modification		
		Size (ksf or seats)	Spaces	Size (ksf or seats)	Spaces	Spaces	Size (ksf or seats)	Spaces	Spaces
Retail	4	264.959	1,060	27.824	111	1,171	27.824	111	1,171
Office	3	12.743	38	41.837	126	164	1.837	6	44
Medical Office ²	3/suite + 3/doctor	0	0	19.92	69	69	19.92	69	69
Urgent Care Clinic ²	3/suite + 3/doctor	0	0	5.5	15	15	5.5	15	15
Restaurant	5	92.943	465	9.274	46	511	9.274	46	511
Theater ³	0.33	0	0	0	0	0	800	267	267
Total Spaces			1,563		367	1,930		514	2,077

¹ Based on requirements outlined in the Town of Lynnfield Zoning Bylaws.

² Based on information from Lahey Health, 4 doctors will work within the clinic and 22 primary care doctors on the upper floor. Each floor is assumed to be one suite.

³ Based on typical parking requirement of 1 space/3 seats for theaters (no parking information in zoning)

Market Street, Lynfield, MA

Parking Occupancy Summary Table

Time	Weekday Occupancy Wednesdays 4/4/2018 and 4/11//2018						
	Area 1	Area 2	Area 3	Area 4	Area 5	Total	% of Capacity
Capacity	602	495	276	311	522	2206	
3:00 PM	288	265	127	133	236	1049	48%
3:30 PM	264	278	137	127	240	1046	47%
4:00 PM	293	297	121	118	253	1082	49%
4:30 PM	285	264	114	127	244	1034	47%
5:00 PM	280	344	114	150	240	1128	51%
5:30 PM	279	386	117	162	240	1184	54%
6:00 PM	320	411	126	198	258	1313	60%
6:30 PM	349	456	137	213	244	1399	63%
7:00 PM	365	473	109	215	246	1408	64%
7:30 PM	367	450	101	201	235	1354	61%
Peak Occupancy	367	473	137	215	258	1408	64%

Time	Weekend Occupancy Saturday 4/7/2018						
	Area 1	Area 2	Area 3	Area 4	Area 5	Total	% of Capacity
Capacity	602	495	276	311	522	2206	
4:00 PM	562	452	259	266	404	1943	88%
4:30 PM	555	473	242	261	367	1898	86%
5:00 PM	551	480	229	292	369	1921	87%
5:30 PM	572	480	192	297	420	1961	89%
6:00 PM	578	489	197	299	439	2002	91%
6:30 PM	581	487	201	300	430	1999	91%
7:00 PM	591	486	184	301	467	2029	92%
7:30 PM	591	471	197	300	472	2031	92%
8:00 PM	545	488	161	288	448	1930	87%
8:30 PM	494	450	113	277	383	1717	78%
Peak Occupancy	591	489	259	301	472	2031	92%

Market Street
Lynnfield, MA
Parking Areas

