



Downtown Parking Changes Upper Haven (CVS) and Brande Court Lots

UPDATE ON PROGRESS, TIMELINE, and COMMUNICATIONS

JUNE 2023

June	July	August	September
<p>Kiosks Installed in Lots Police Department Enforcement Contract & Logistics Senior Lunch N’ Learn</p>	<p>Outreach & Communications for New Lots + Installation of Signage at Lots</p>	<p>Ongoing Outreach + Digital Learning with Seniors</p>	<p>New Parking Format Comes On- Line + Enforcement Begins</p>
<ul style="list-style-type: none"> • Kiosks installed, communications continue • Lunch N Learn, June 29th, at the Pleasant Street Center <ul style="list-style-type: none"> • <i>Informational session on “how-to” of using the kiosks and/or the smart phone app</i> • Parking enforcement contract completed with IPS and completion of Police Department preparation with new police enforcement officer • Parking payment structure completed internally with Reading financial departments and Reading Police Department 	<ul style="list-style-type: none"> • During July, extensive outreach to businesses regarding employee parking will occur <ul style="list-style-type: none"> • <i>1:1 meetings with Economic Development Director</i> • <i>In person flyering of businesses</i> • Use of Facebook groups, social media platforms, and additional informational platforms to notify the public of changes at these lots • Installation of new signage at lots, signifying how to use the pay-by phone smart app and explanation of new regulations 	<ul style="list-style-type: none"> • Ongoing outreach via flyering of parked cars at Upper Haven and Brande Court lots • Outreach across social media platforms • Reverse 911 issued two weeks ahead of September 1st start date for kiosks • Digital Learning session with Seniors at the Pleasant Street Center on August 24th 	<ul style="list-style-type: none"> • Two-week grace period of Issuing of informational tickets and handing out two pagers with FAQs and parking map <ul style="list-style-type: none"> • <i>Information for the Economic Development Director’s contact will be provided in order to field questions and concerns related to new parking formats/kiosks</i>

Frequently Asked Questions

Q) What's changing regarding parking in Downtown Reading?

A) On-street parking in downtown Reading will remain in effect and will remain free. Paid Kiosk Parking will begin starting in September 2023, Brande Court Lot and Upper Haven Street Lot (see map) will have paid parking kiosks.

Parking is free for less than 1 hour, but you will still need to register your vehicle via a kiosk or the Pay by Phone app. After one hour of parking, patrons will pay for the first hour plus each hour thereafter at a rate of \$1/hour. Over 4 hours is \$5/hour.

Q) How do I pay for parking?

A) Individuals can pay for parking at kiosks or by installing and using the [PayByPhone](#) parking application on their smartphone.

Cash payments are not available at kiosks, new models have phased out this option. Coin payments are not feasible for the Town to process internally, given the obligations of coin payment processing and reconciliation.

Q) How will the new parking format be enforced?

A) Reading's Police Department will enforce new parking within these lots, just like they enforce parking throughout the rest of town.

Q) Where should employees and business owners park?

A) Previous Employee parking spots have been relocated as seen on the map to all areas that are highlighted in blue. Employee Parking Passes are sold annually, starting in January. Every business has an opportunity to purchase up to 20 passes. Additional passes may be purchased after January and are on a first come, first serve basis.

Q) How will these changes help?

A) The transition to paid parking in the Upper Haven and Brande Court municipal parking lots will create more overturn of parking usage in order to allow for easier customer parking and increase the utilization of these municipal lots.

Q) What happens if I get a ticket?

A) If a ticket is issued to an individual/vehicle, they will be notified via a physical ticket. This physical ticket will have instructions and a ticket number to process payment of the ticket online. Individuals can also go to the Reading Police Department to process their ticket. Tickets processed in person at the Reading Police Department are through cash / check only.

Q) Who decided to make these changes?

A) The implementation of parking kiosks within both municipal lots was voted in favor of during Town Meeting. The initial idea for implementation of the kiosks occurred through Town Hall staff recommendations with support from the Parking Advisory and Recommendation Committee (PARC).

Q) Are handicap spots still free to park at?

A) Yes, vehicles with handicap placards are still free to park at within these lots and anywhere in Town.

Q) I have more questions or concerns, who can I talk to?

A) Please contact the Town of Reading's Economic Development Director, Ben Cares, at bcare@ci.reading.ma.us or by phone at 781.528.7150



TOWN OF
READING
MASSACHUSETTS

Legend

Parking Regulations

- Resident Permit Parking
- 2 Hour
- 30 Minute
- 2 Hour or Employee
- Handicap
- No Parking

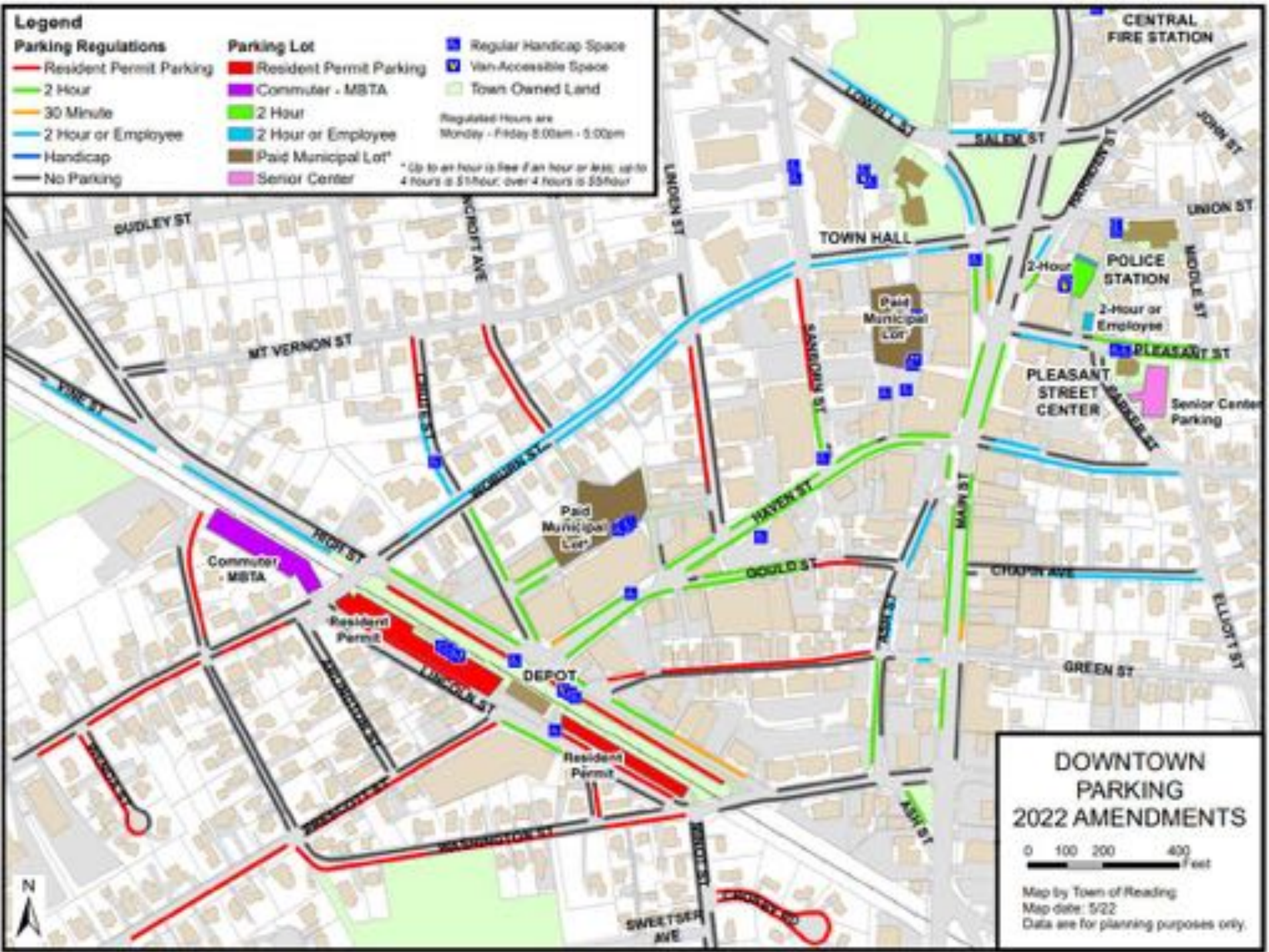
Parking Lot

- Resident Permit Parking
- Commuter - MBTA
- 2 Hour
- 2 Hour or Employee
- Paid Municipal Lot*
- Senior Center

- Regular Handicap Space
- Van-Accessible Space
- Town Owned Land

Regulated Hours are Monday - Friday 8:00am - 5:00pm

* Up to an hour is free if an hour or less; up to 4 hours is \$1/hour; over 4 hours is \$5/hour



DOWNTOWN PARKING 2022 AMENDMENTS

0 100 200 400 Feet

Map by Town of Reading
Map date: 5/22
Data are for planning purposes only.

Upper Haven Lot Kiosk Locations



Parking
Kiosk

Upper Haven Lot Kiosk Locations



Kiosk
↓

Parking
Kiosk



Brande Court Lot Kiosk Locations



Kiosk



Parking
Kiosk

Brande Court Lot Kiosk Locations



Kiosk
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Parking
Kiosk

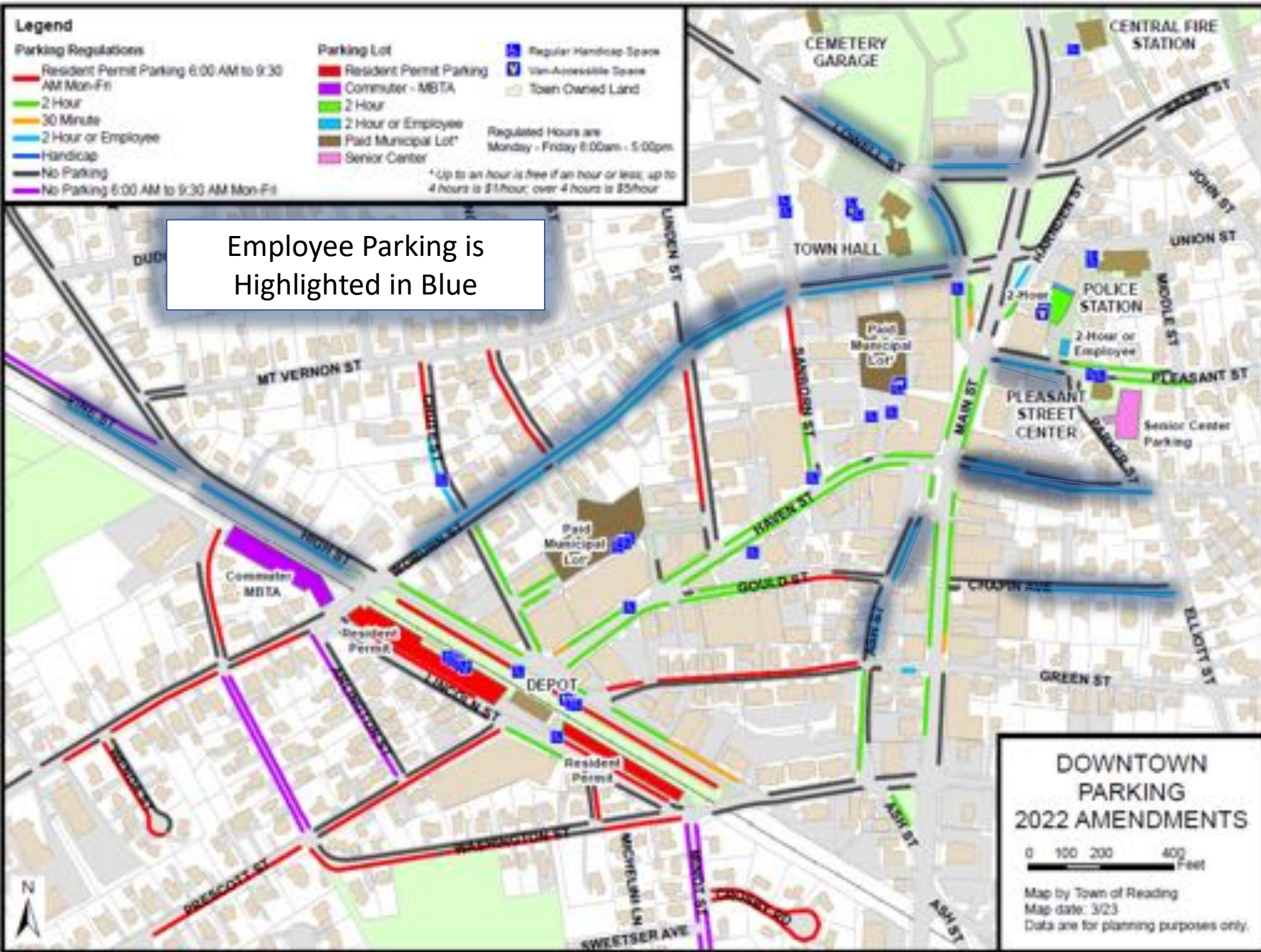
Legend

Parking Regulations	Parking Lot	Regular Handicap Space
Resident Permit Parking 6:00 AM to 9:30 AM Mon-Fri	Resident Permit Parking	Van-Accessible Space
2 Hour	Commuter - MBTA	Town Owned Land
30 Minute	2 Hour	
2 Hour or Employee	2 Hour or Employee	
Handicap	Paid Municipal Lot*	
No Parking	Senior Center	
No Parking 6:00 AM to 9:30 AM Mon-Fri		

*Up to an hour is free if an hour or less; up to 4 hours is \$1/hour; over 4 hours is \$3/hour

Regulated Hours are Monday - Friday 8:00am - 5:00pm

Employee Parking is Highlighted in Blue



DOWNTOWN PARKING 2022 AMENDMENTS

0 100 200 400 Feet

Map by Town of Reading
 Map date: 3/23
 Data are for planning purposes only.