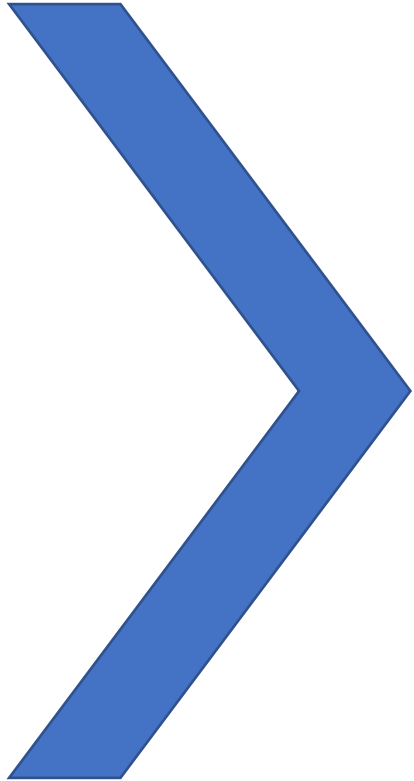




Downtown Parking Changes Upper Haven (CVS) and Brande Court Lots

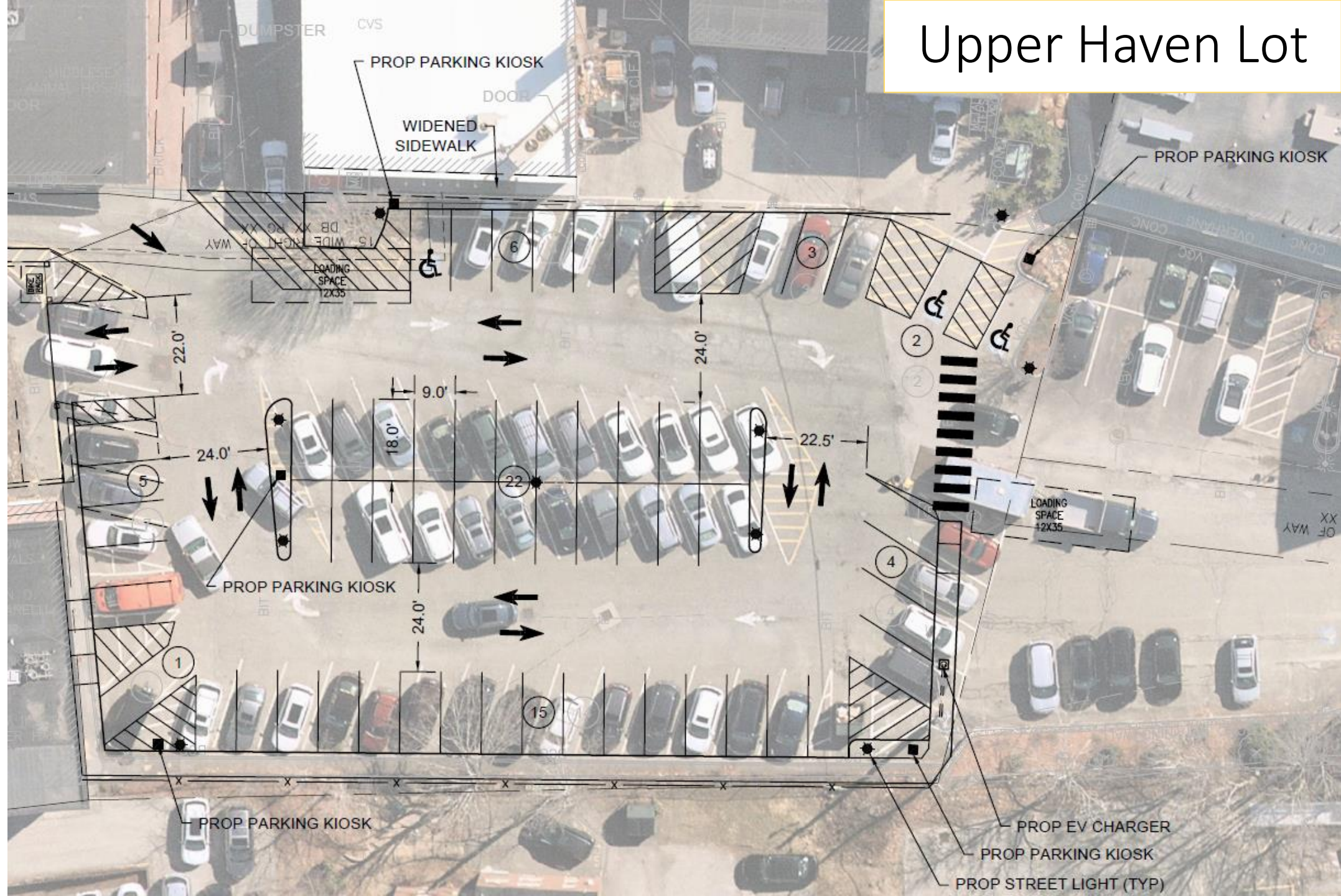
COMMUNICATIONS STRATEGY CONSIDERATIONS FOR BUSINESSES, RESIDENTS AND USERS

MARCH 2023

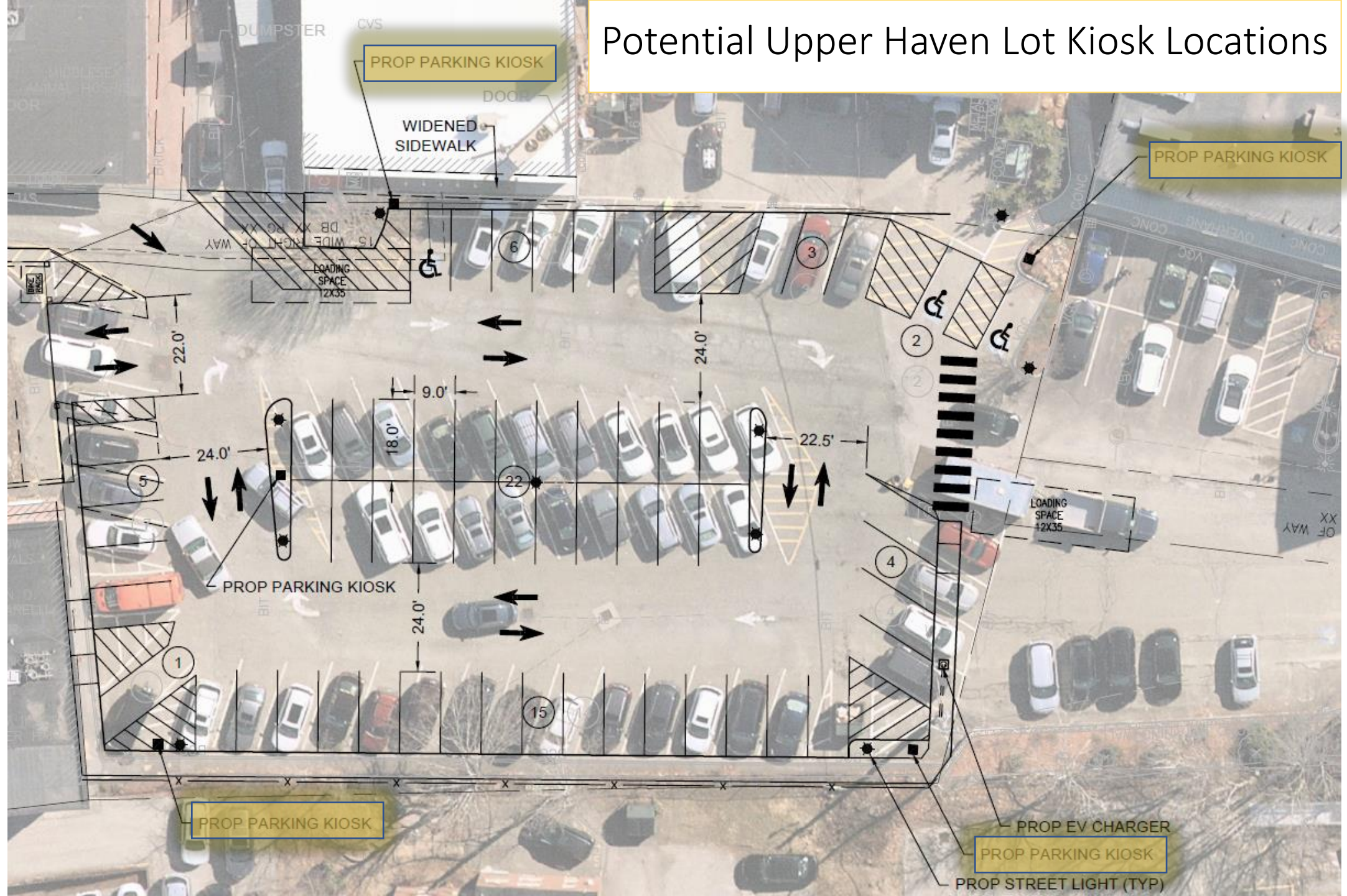


What is Changing in the
Upper Haven (CVS) and
Brande Court Lots?

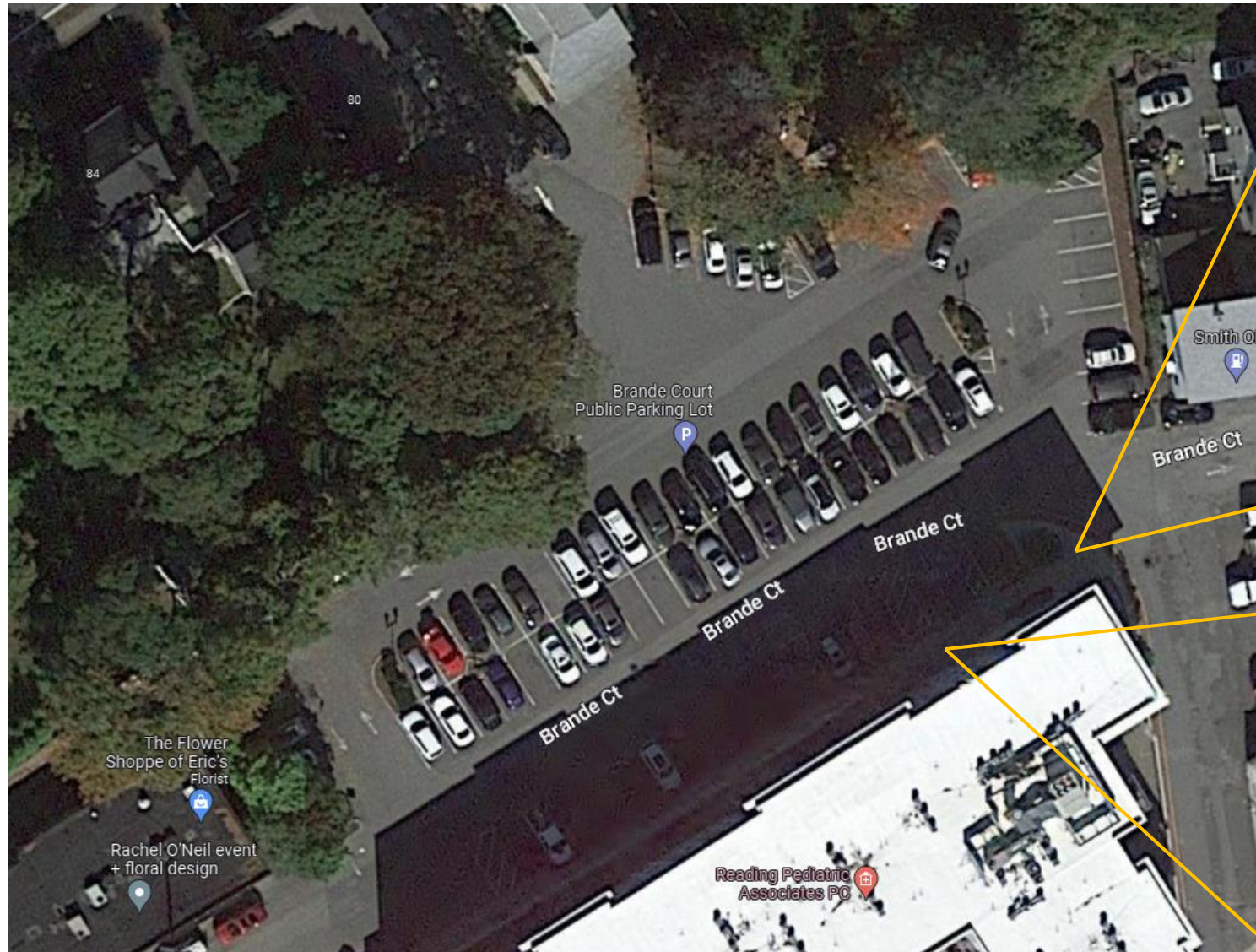
Upper Haven Lot

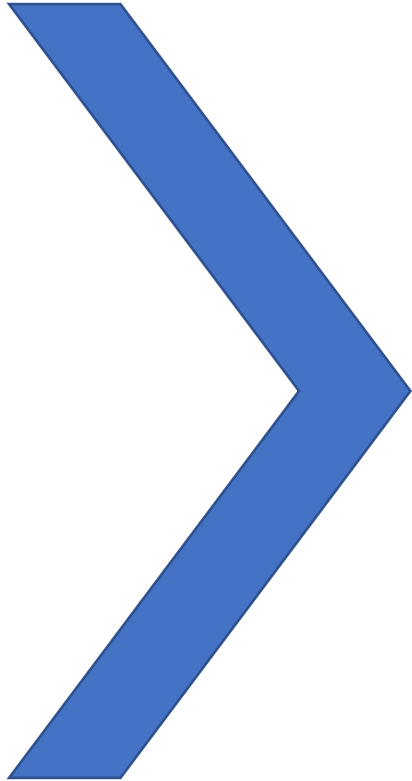


Potential Upper Haven Lot Kiosk Locations



Brande Court Potential Kiosk Location





How has parking changed
throughout downtown
following PARC and staff
recommendations?

Legend

Parking Regulations

- Resident Permit Parking 6:00 AM to 9:30 AM Mon-Fri
- 2 Hour
- 30 Minute
- 2 Hour or Employee
- Handicap
- No Parking
- No Parking 6:00 AM to 9:30 AM Mon-Fri

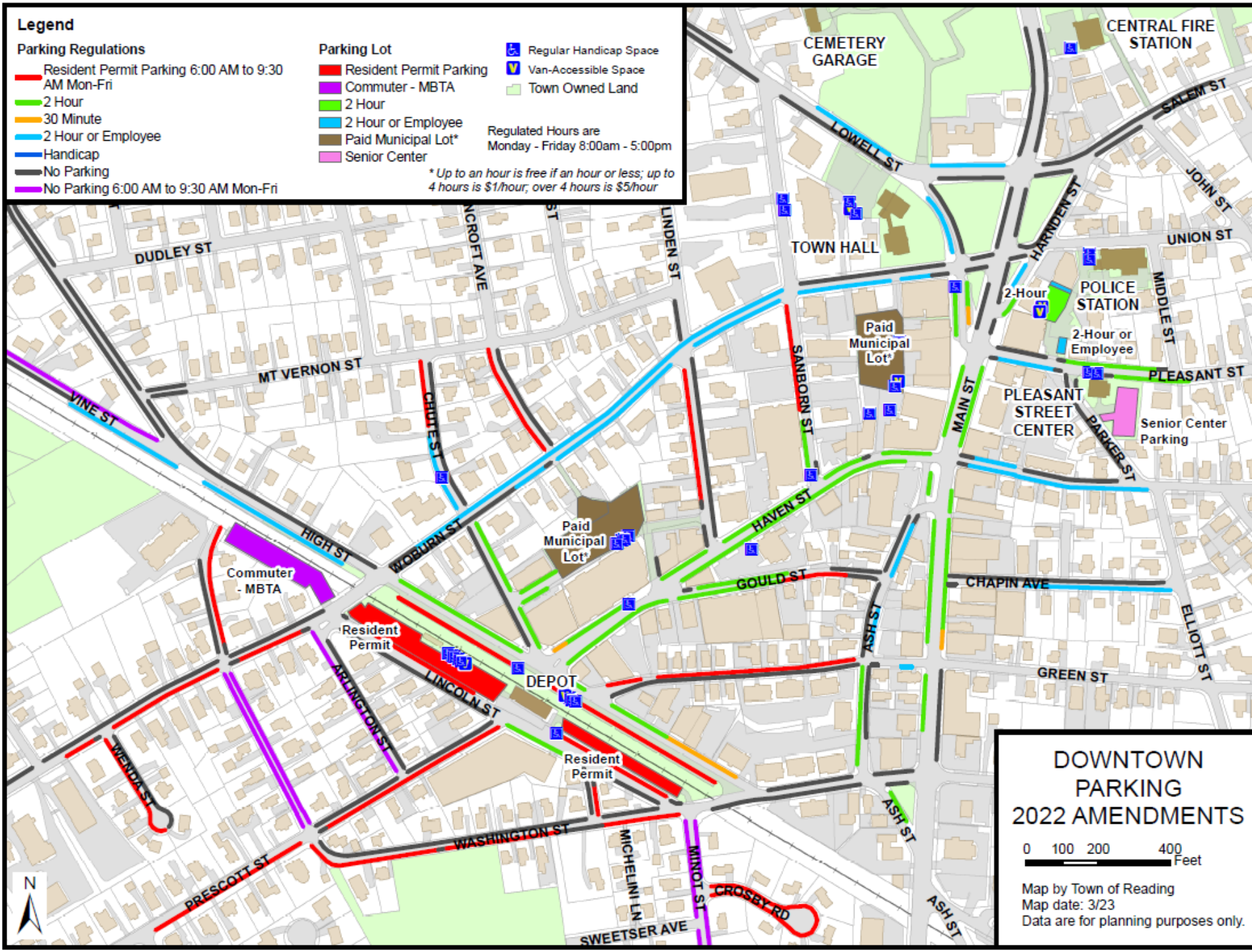
Parking Lot

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

- ♿ Regular Handicap Space
- V 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: 3/23
Data are for planning purposes only.

Legend

Parking Regulations

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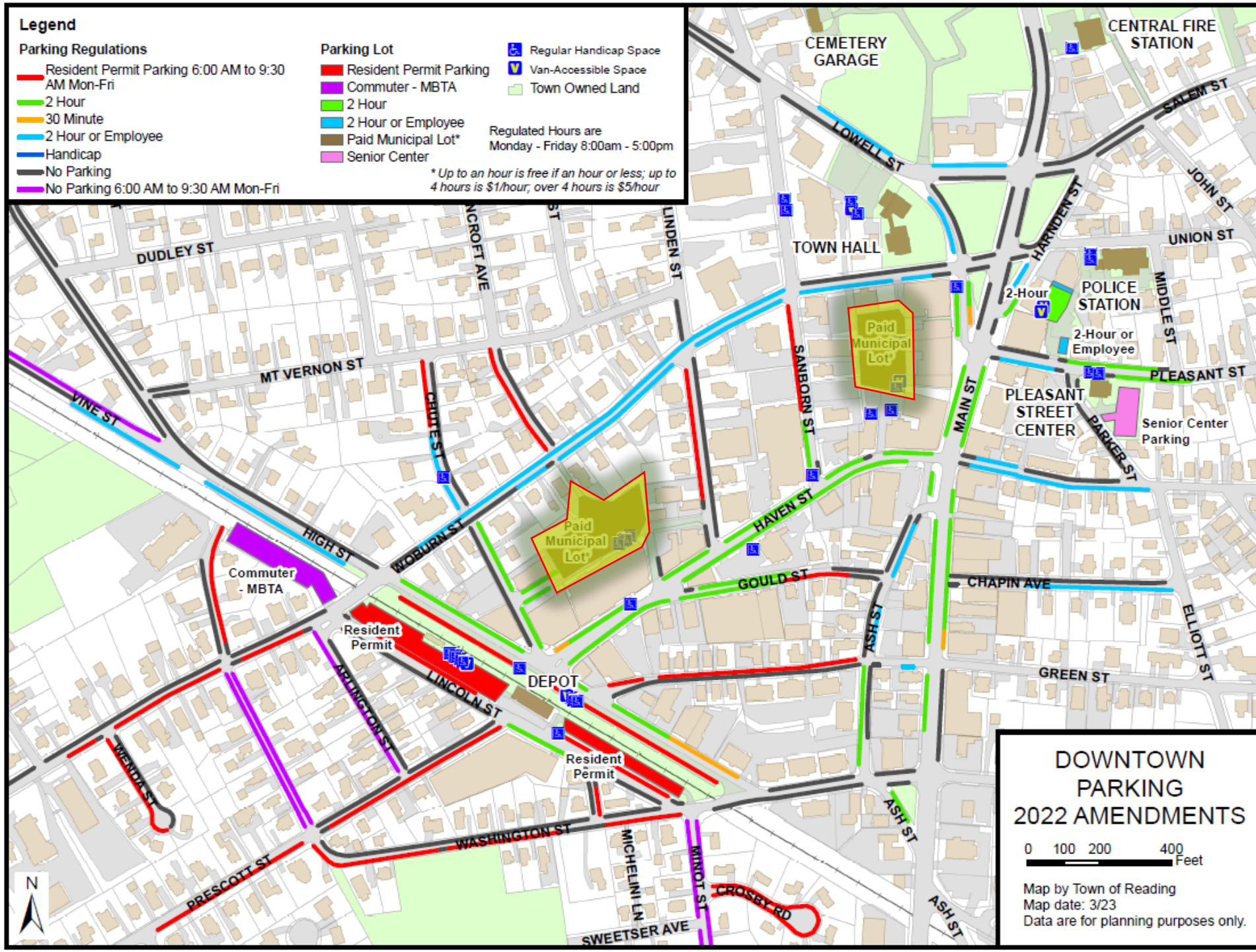
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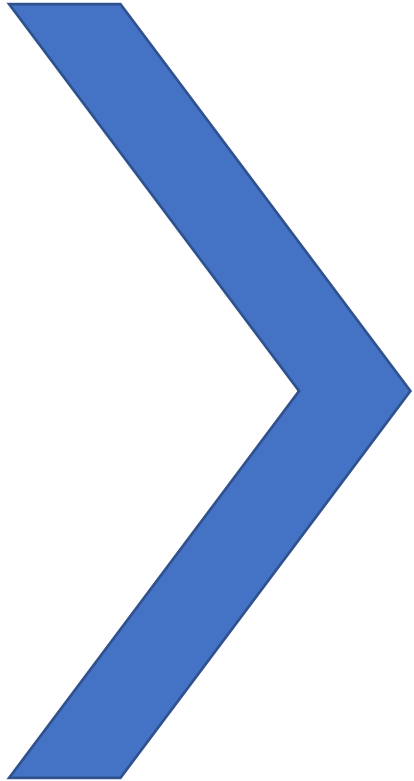
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DOWNTOWN PARKING 2022 AMENDMENTS

0 100 200 400 Feet

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



Where are employees
expected to park now that
these changes have been
made?

Legend

Parking Regulations

- Resident Permit Parking 6:00 AM to 9:30 AM Mon-Fri
- 2 Hour
- 30 Minute
- 2 Hour or Employee
- Handicap
- No Parking
- No Parking 6:00 AM to 9:30 AM Mon-Fri

Parking Lot

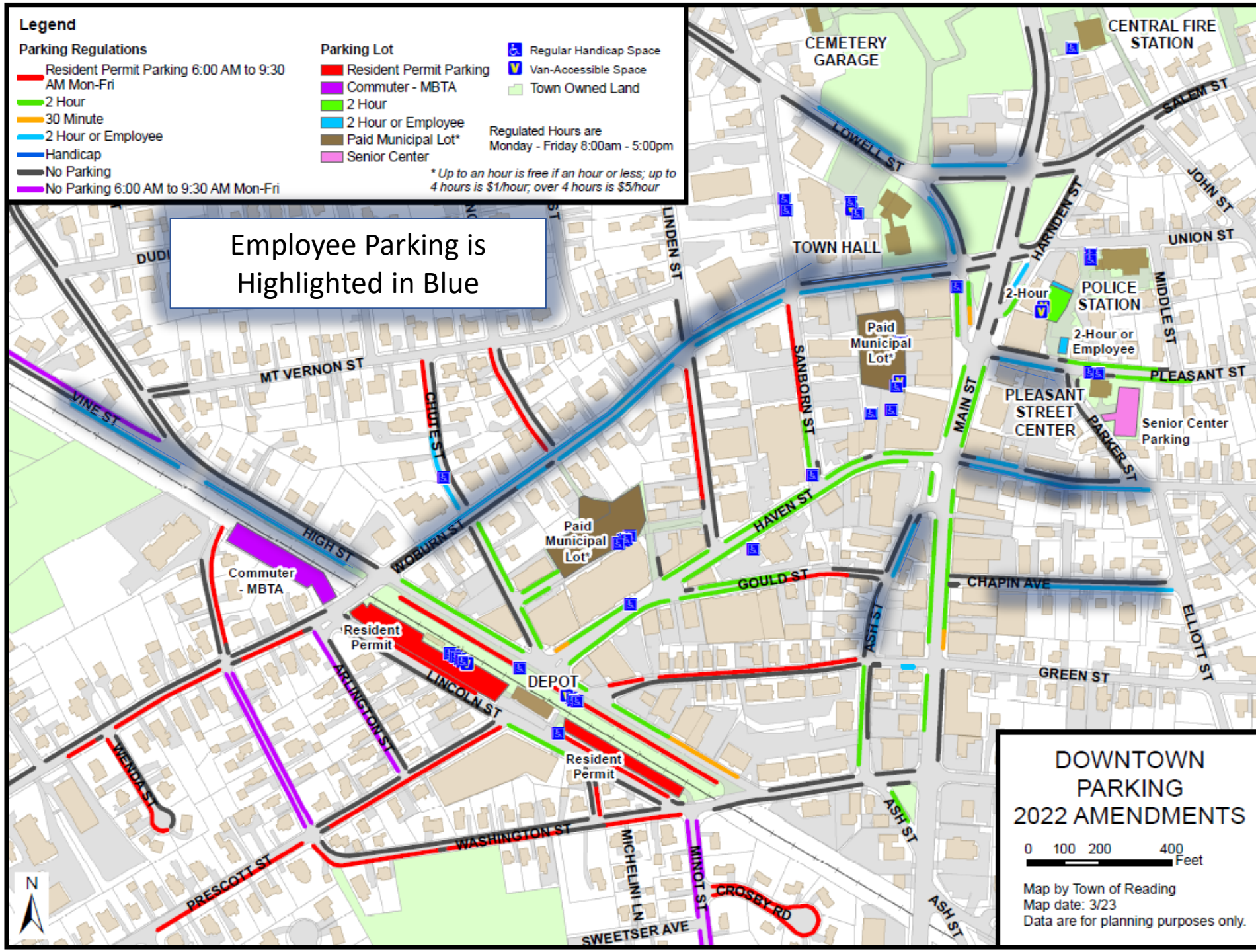
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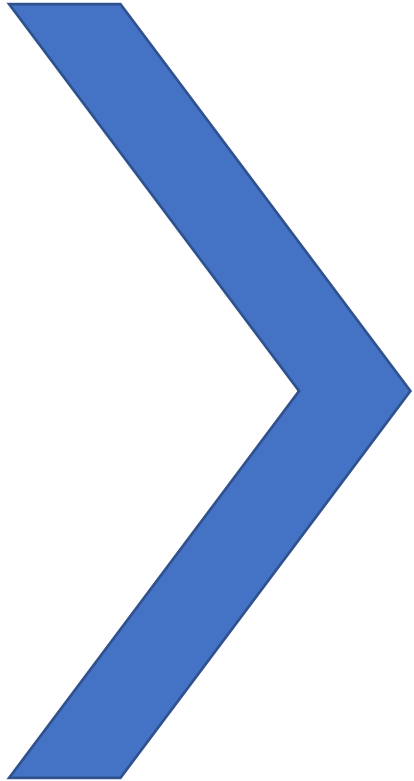
Employee Parking is
Highlighted in Blue



DOWNTOWN PARKING 2022 AMENDMENTS

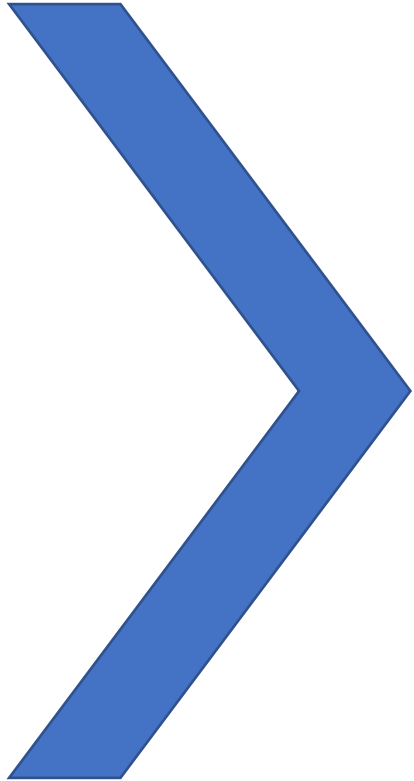
0 100 200 400 Feet

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



What is our outreach and communication plan to ensure a smooth transition?

April	May	June	July	August
Begin Notice to Public & Businesses	Continue Communications with Public & Businesses	Kiosks Installed in Lots, App Becomes Available for Use	Enforcement of New Parking Lot Formats	Public Meeting to Discuss Any Issues with New Parking Lots
<ul style="list-style-type: none"> Flyers placed on windshields on weekly basis in both parking lots Mailing to abutters and businesses of parking lots will occur one month before implementation Social media posts on weekly basis leading up to implementation (Facebook, Chamber of Commerce, RCTV) In person visits to businesses Downtown (primary users: 22 Woburn Street, Medical Offices on Haven, Retailers on Main) 	<ul style="list-style-type: none"> Flyers placed on windshields on weekly basis in both parking lots Mailing to abutters and businesses of parking lots Social media post (Facebook, Chamber of Commerce, RCTV) In person visits to businesses Downtown (primary users: 22 Woburn Street, Medical Offices on Haven, Retailers on Main) 	<ul style="list-style-type: none"> Kiosks installed, communications continue Parking payment structure completed internally with Reading financial departments and Reading Police Department 	<ul style="list-style-type: none"> Upon installation of kiosks, new parking formats will be enforced A two-week grace period will be granted, issuing informational tickets and handing out two pagers with FAQs and parking map After the two-week period, parking enforcement will begin issuing tickets/fines 	<ul style="list-style-type: none"> A public meeting will be held with businesses, property owners, and concerned residents to understand what improvements can be made to enforcement and understanding of new parking format in these lots.



What will our outreach
materials look like?

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 June of 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.

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 turnover of parking usage in order to allow for easier customer parking and increase the utilization of these municipal lots.

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 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) 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?

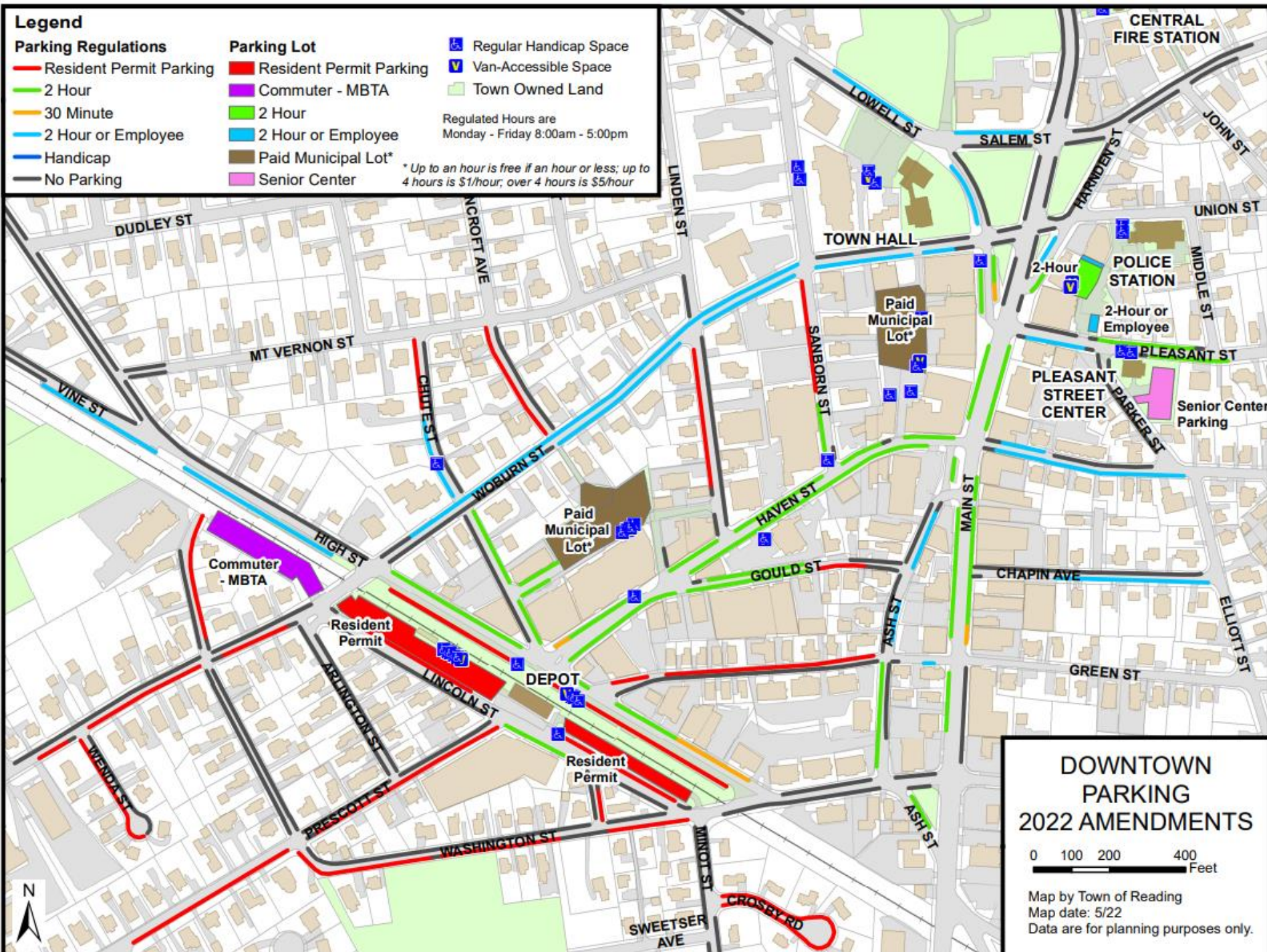
A) Yes, vehicles with handicap placards are still free to park at within these lots and anywhere in Town.

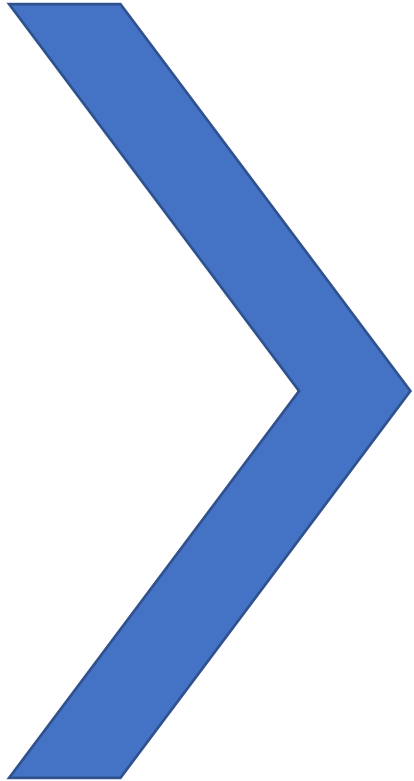
Q) I have more questions or concerns, who can I talk to?

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



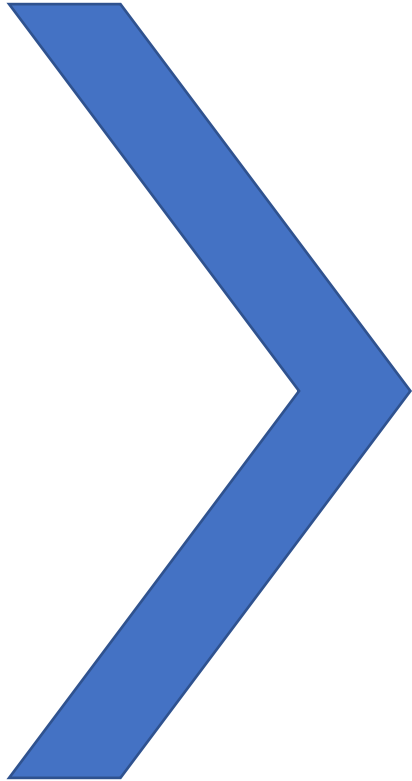


Let's recap on our
communications plan again.

Recap on the Communications Plan

- **Flyering of two-sided informational document (FAQs and Map)** of vehicles in both lots will occur three times a week for one month leading up to implementation.
- **Abutting businesses and property owners will receive a mailing** of the two-sided informational document one month before implementation.
- **The Economic Development Director will work in person with abutting businesses** (such as the retail and restaurants next to the Upper Haven lot and the medical offices abutting Brande Court) to help them understand the impacts of implementation for employee parking.
- **The Economic Development Director will work with relevant communication networks**, including Town Hall communications staff, the Chamber of Commerce, the Rotary Club, the Public Library, and other relevant communication networks to disseminate information regarding changes to these lots.





Q&A Session

Thank You!



Update to Reading Select Board

March 21, 2023

Town Forest Committee

Town Forest Committee Update

- ▶ Report on dead pine tree removal
- ▶ Report on invasive plant control
- ▶ Status of ARPA funds approved by the Select Board for Town Forest work
- ▶ Need to investigate if policy changes should be developed to reduce conflicts between residents and commercial dog walkers with large groups of unleashed dogs

Red pine trees in the Town Forest are dying due to climate change and invasive plants are widespread

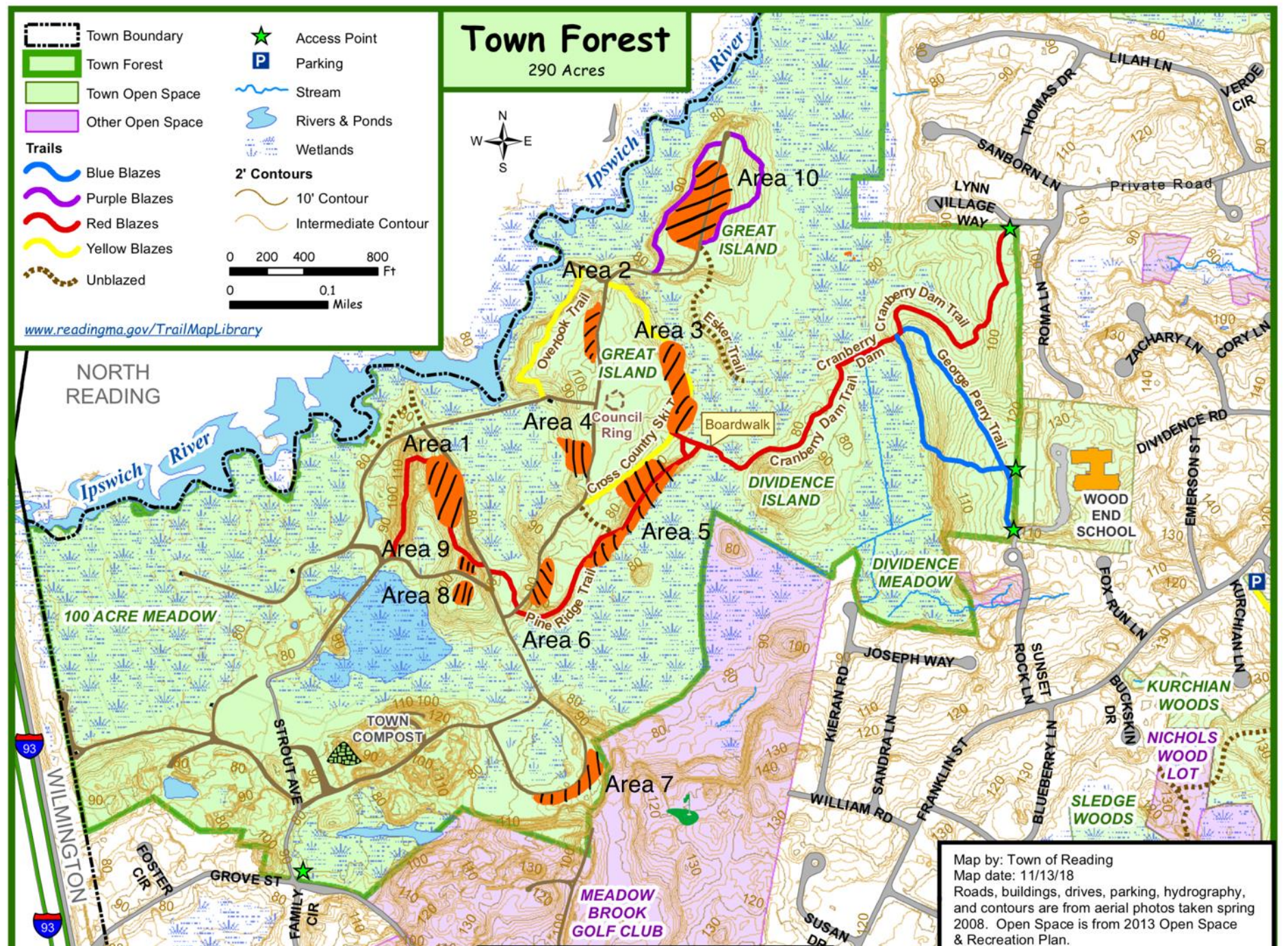


The Problem - Red Pine Trees:

- ▶ Red pine trees were planted starting in the 1930s as a resource to be periodically harvested
- ▶ Red pines are suited for more northern latitudes
- ▶ Climate change has stressed the red pines
- ▶ This stress makes the red pines vulnerable to fungus and insects such as pine scale
- ▶ Need to remove the dead trees before they fall and potentially injure users of the Town Forest or catch on fire



Red Pine Areas



Work to Date:

- ▶ Phase 1 removed dead trees on 4.5 acres in January 2020 at a cost of \$28,400 (Town funds)
- ▶ Phase 2 another 4.5 acres at a cost of \$22,900 January 2022 (Town funds with a \$10,000 grant from DCR)
- ▶ Phase 3 another 4.8 acres at a cost of \$36,493 November 2022 (ARPA funds with a \$10,000 grant from DCR)
- ▶ Projects were bid and managed by Reading DPW



The Problem - Invasive Plants:

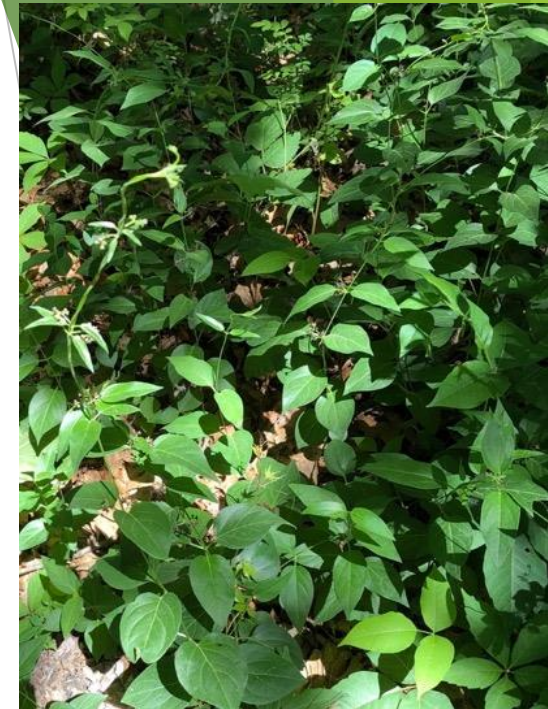
- ▶ Invasive plants such as buckthorn, Japanese knotweed, tree of heaven and black swallow-wort have become firmly established in the Town Forest
- ▶ The adjacent Compost Area is a reservoir of invasives that will spread into the Town Forest
- ▶ If not controlled now, native plants will be crowded out and the Town Forest will be a tangle of invasive plants



Buckthorn



Tree of Heaven



Black Swallow-wort



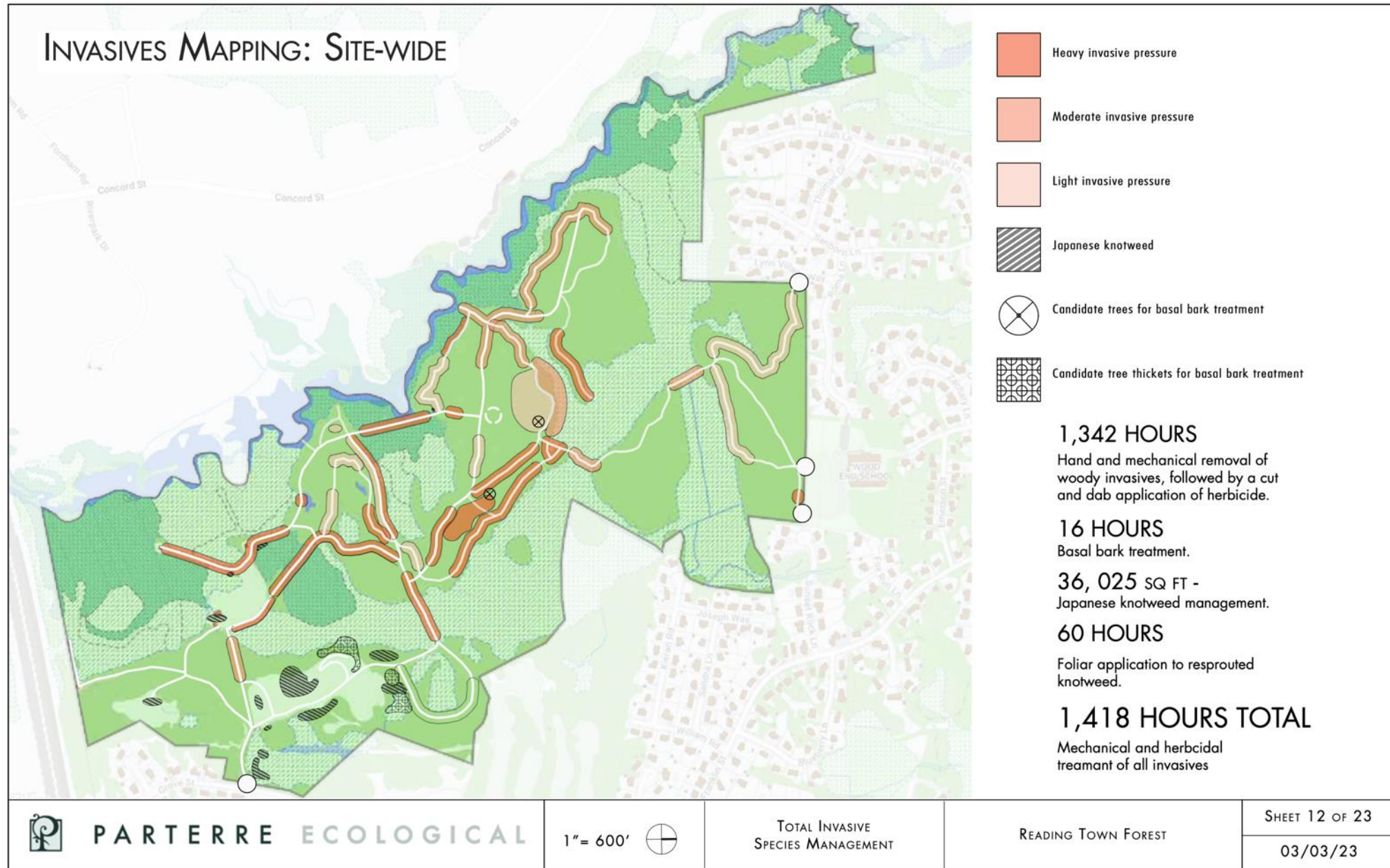
Japanese Knotweed

Invasive Plants Work to Date:

- ▶ Volunteer buckthorn pulling by Scouts, Town residents and others such as Amazon Robotics
- ▶ Phase 1 pilot buckthorn treatment by Parterre Ecological June 2022 at a cost of \$9,545 (Town funds)
- ▶ An invasive plant inventory and management plan was prepared by Parterre in February 2023 at a cost of \$9,575 (ARPA funds) to be used to document the locations of invasive plants and plan control measures including work to be bid to certified applicators



Invasive Plant Inventory and Management Plan



Status of ARPA Funds

- ▶ \$100,000 of ARPA funds was authorized by the Select Board for dead tree removal and invasive plant control
- ▶ Spent to date: \$36,068 (dead trees and invasive plants)
- ▶ Current Balance: \$63,932
- ▶ Estimate for Phase 2 of invasive plant control: \$60,000 to \$63,932
- ▶ Additional phases of dead tree removal and invasive plant control will be needed beyond the currently authorized ARPA funds
 - ▶ Phase 4 of dead tree removal should be carried out in FY 2024 at a cost of approximately \$40,000
 - ▶ Phase 3 of invasive plant control will cost approximately \$70,000
 - ▶ Grants will be sought for this work

Concern with Number of Dogs off-leash per handler

- ▶ Continuing complaints about conflicts between commercial dog walkers with multiple off-leash dogs and the public
- ▶ Current bylaw allows for off-leash when under voice control
- ▶ A recent Facebook post by one commercial dog walker said that:

“I’m a dog walker there [Town Forest] and I bring in 8 off leash and they are all under voice control. There are a lot of people on the trail who are very mean and will treat you this way. I deal with it everyday - just do your own thing and ignore them!”
- ▶ Are the conflicts caused by the dogs not being under voice control?
- ▶ Do members of the public feel unsafe by large groups of unleashed dogs?
- ▶ Are residents safety concerns being ignored?
- ▶ Police limited response due to current bylaw (Town Forest and Conservation Land)
- ▶ The Town Forest Committee investigating policies in other towns and how they handle conflicts

Summary

- ▶ Dead trees have been removed from 13.8 acres to date
- ▶ Replanting will continue in the areas cleared of dead pine trees
- ▶ The process to control invasive plants has begun and will need to extend beyond 2023
- ▶ The Town Forest Committee will investigate the dog policies in other towns and will explore options to reduce negative interactions with residents

Reading Town Forest Committee

- ▶ Bill Sullivan, Chair
- ▶ Nancy Docktor
- ▶ Tom Gardner
- ▶ Kurt Habel
- ▶ Bill Hughes
- ▶ Jeff Lamson
- ▶ Tim Kirwan