



# Arlington Center Loading Study

*Prepared for the Town of Arlington*

July 2023



**The Town of Arlington worked with Stantec's Urban Mobility Group to establish a baseline understanding of the freight activity in Arlington Center and recommend new approaches to loading and service activity that better suit the local needs. After a thorough business engagement effort carried out by the Town of Arlington staff, Stantec is pleased to present the Arlington Center Loading Study.**



Source: Google Earth Pro



# Acknowledgements

The Arlington Center Loading Study relied heavily on understanding existing loading and delivery demand. Special thanks to the merchants in the Center who responded to our survey and talked with the Town of Arlington Department of Planning and Community Development staff to share their business needs and observations.

We Create Goodness LLC (Golvno)

Thai Moon (Closed)

Camilla's Bridal (Closed)

JR Burke Salon

Butternut Bakehouse

Arlington Centered

The Book Rack

Regent Theatre

Kickstand Café

Helena's

Ready, Set, Kids

Alton Street Boxing & Fitness

Arlington Center Auto Body

VCA City Cats

Henry Bear's Park

Symmes Mini Mart

VCA Animal Hospital

Mr. Sushi

Anton's Cleaners

Domino's Pizza

Starbucks

7 Star Grocery

Woori Korean Fusion Grill

Donut Villa

Brickstone Café

Gail Ann Coffee Shop

Caffe Nero

Fushion Taste





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# Scope and Purpose

The Town of Arlington is engaging in a study to understand loading activity and needs in Arlington Center, in response to increasing demands along the curbs in Arlington Center (outdoor dining, passenger pick-up/drop-off, food and parcel delivery, service vehicles, and parking).

Stantec developed a Loading and Delivery Activity Survey to collect information about freight and curbside needs for Arlington Center businesses, specifically targeting businesses in the Town's 4 priority areas (listed below). The survey results will inform a series of freight and delivery policy recommendations for the priority areas.

- Broadway Plaza
- Medford Street [Mass Ave to Chestnut Street]
- Swan Place
- Water Street and Court Street

Recommendations from this study will focus on the goal of managing and streamlining loading/delivery activities in Arlington Center and support businesses by increasing reliability for loading/delivery space and customer parking, reducing the need for delivery vehicles to double park or block travel lanes, and improving loading and delivery operations.

This report presents the findings from the survey and detailed recommendations, including best practices from relevant case studies.





# Glossary

## Loading Zone

Curbside use dedicated for vehicle staging while loading and delivering goods



## Errand Parking

15-minute parking in Arlington Center; free at on-street meters

## Commercial Vehicle

Truck, Van, Car, or Bicycle delivering goods or providing a service (ex. Amazon van, utility truck, UberEats bicycle)



## TNC

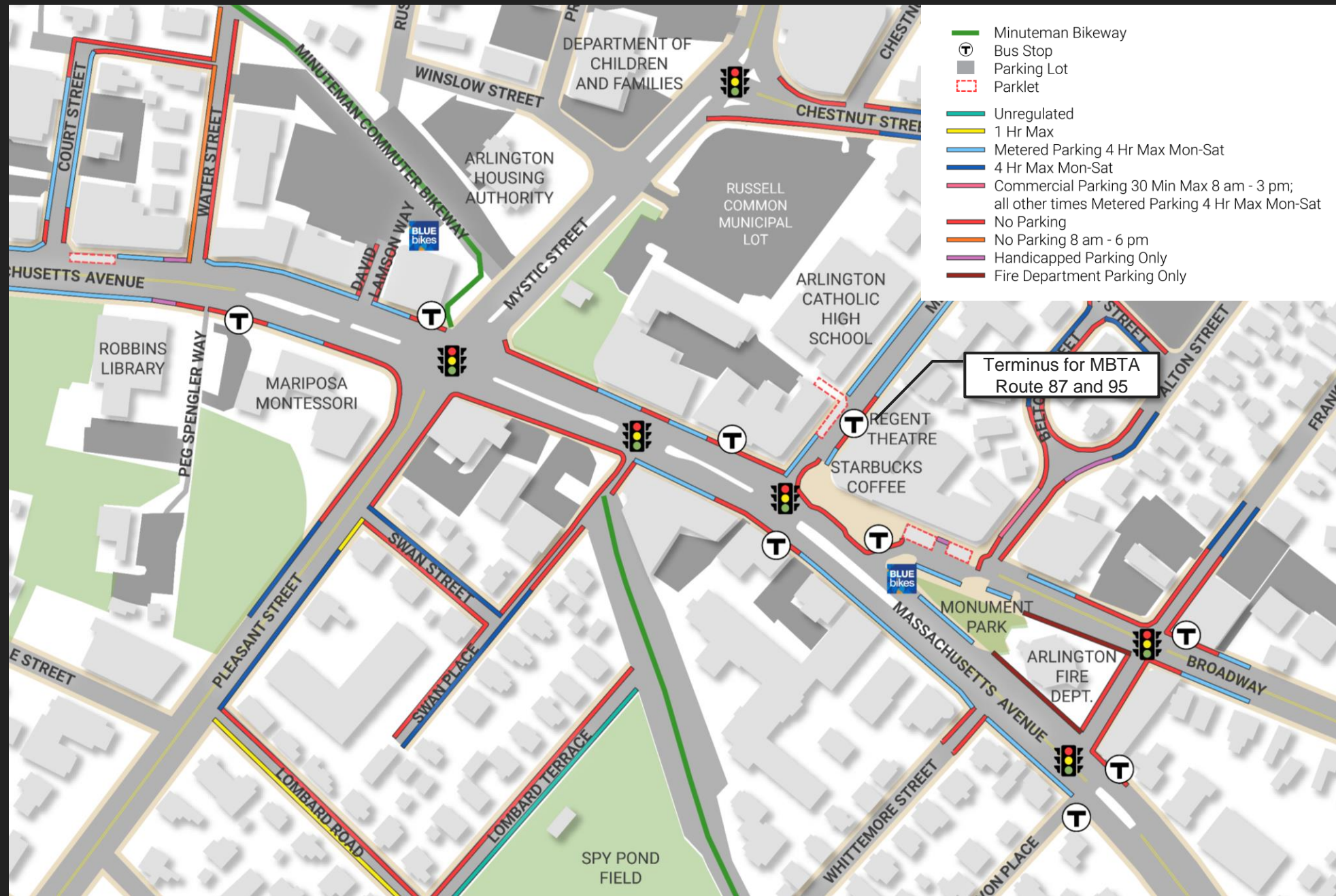
Transportation Network Companies, i.e. Uber, Lyft





# Curbside Use Inventory

Existing curbside use (2022) in Arlington Center is primarily parking and commercial parking, with select areas marked for no parking, typically around MBTA bus stops.





# Arlington Center Loading and Delivery Activity Survey

The Town of Arlington is engaging in a study to understand loading activity and needs in Arlington Center, in response to increasing demands along the curbs in Arlington Center (outdoor dining, passenger pick-up/drop-off, food and parcel delivery, service vehicles, and parking).

The outcome of this study will support businesses in Arlington Center by **increasing reliability** for loading/delivery space and customer parking, **reducing the need for delivery vehicles to double park** or block travel lanes, and **improving loading and delivery operations**. This survey intends to collect information from local businesses about incoming delivery activity (food and beverage delivery, product delivery, mail, etc.), outgoing delivery/shipment needs (UPS, package shipments, food delivery, etc.), and on-demand curbside use (e.g. UberEats, Grubhub, etc.).

If you have any questions about the survey, please reach out to Marisa Lau, Senior Planner, at [mlau@town.arlington.ma.us](mailto:mlau@town.arlington.ma.us). Thank you!

When do your incoming deliveries typically arrive?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Early AM (5-6:30)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peak AM (6:30-9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AM (9-12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PM (12-4)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Peak PM (4-7)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Evening (7-9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overnight (9 pm - 5 am)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you schedule your outgoing deliveries?

Yes

No

Is scheduling deliveries an option for your business?

Yes

No

# Data Collection Approach







# Approach: Arlington Center Loading and Delivery Activity Survey

An online survey opened in October 2022 and circulated at the Arlington Center Merchant Meeting. The Department of Planning and Community Development followed-up with businesses in Spring 2023 to solicit additional feedback.

This section looks at the survey and responses from the 30 businesses that responded and provided loading and delivery activity data. Select data is summarized for the entire Arlington Center Loading Study Area and detailed data is provided for each geographic focus area.

## Arlington Center Loading and Delivery Activity Survey

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# Survey

The Arlington Center Loading and Delivery Activity Survey distributed to businesses asked questions about incoming deliveries

## Incoming Delivery Questions

Does not include on-demand food service, e.g. UberEats and GrubHub)

Does your business have any incoming deliveries (e.g. product delivery, food and beverage delivery, standard mail, etc.)? **If yes, please answer all questions in this section and all questions in Section 4: General Loading/Delivery**

- Yes
- No

What type of incoming deliveries does your business receive (UPS, Amazon, etc.)?

- Food and beverage supplies
- Product/Merchandise delivery
- Standard mail delivery
- Other: \_\_\_\_\_

What type of vehicles typically make incoming deliveries?

- 18-wheel trailer
- Box trucks
- UPS/FedEx
- Van
- Standard Vehicles
- Other: \_\_\_\_\_

Where do your incoming delivery vehicles park (curb, alley way, public lot, private loading area)? Please be as specific as possible, using street name and addresses where applicable.

Your answer \_\_\_\_\_

How long do incoming deliveries typically take (i.e. how long are delivery vehicles at your business for)?

Your answer \_\_\_\_\_

When do your incoming deliveries typically arrive?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Early AM (5-6:30)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Overnight (9 pm - 5 am)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you schedule your incoming deliveries?

- Yes
- No

Is scheduling deliveries an option with your vendors?

- Yes
- No





# Survey

The second section asked about outgoing deliveries and shipments, including on-demand food delivery such as Uber Eats and GrubHub

## Outgoing Delivery/Shipments Questions

Does your business have any incoming deliveries (e.g. food delivery, package shipping, etc.)? **If yes, please answer all questions in this section and all questions in Section 4: General Loading/Delivery**

- Yes
- No

What type of vehicles typically make outgoing deliveries?

- 18-wheel trailer
- Box trucks
- UPS/FedEx
- Van
- Standard Vehicles
- Delivery Vehicle owned by business
- Other: \_\_\_\_\_

If you have delivery vehicles owned by your business, where do these vehicles park?

- On-Street
- Off-Street space

Where do you load outgoing deliveries (curb, alley way, public lot, private loading area)? Please be as specific as possible.

Your answer \_\_\_\_\_

How long do outgoing deliveries typically take to load (i.e. how long are delivery vehicles at your business for)?

Your answer \_\_\_\_\_

Do you schedule your outgoing deliveries?

- Yes
- No

Is scheduling deliveries an option for your business?

- Yes
- No

When do your outgoing deliveries typically occur?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Early AM (5-6:30)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Is the nature of your outgoing deliveries primarily food delivery? Do you use on-demand food delivery services?

- Primarily Food Delivery, only using business provided food delivery services
- Primarily Food Delivery, only using on-demand food delivery services
- Primarily Food Delivery, using both business-provided and on-demand food delivery services
- Primarily non-food delivery





# Survey

The final section asked about off-street loading zones and willingness to schedule deliveries

**General Loading/Delivery Questions**

Do you or your patrons take advantage of ridesharing (e.g., Uber/Lyft) or on-demand food delivery (e.g. UberEats, GrubHub) at your business location?

Yes  
 No

Do you have access to an off-street loading/delivery area?

Yes  
 No

If yes, is this off-street area used for loading/deliveries?

Yes  
 No

If no, why not?

Your answer \_\_\_\_\_

Would you be willing to schedule deliveries within a 'delivery window,' if that meant you had preferential loading/unloading space?

Yes  
 No

How far away would you consider preferential?

Your answer \_\_\_\_\_

Is there anything else you would like to share about deliveries, loading, or curbside use in Arlington Center?

Your answer \_\_\_\_\_





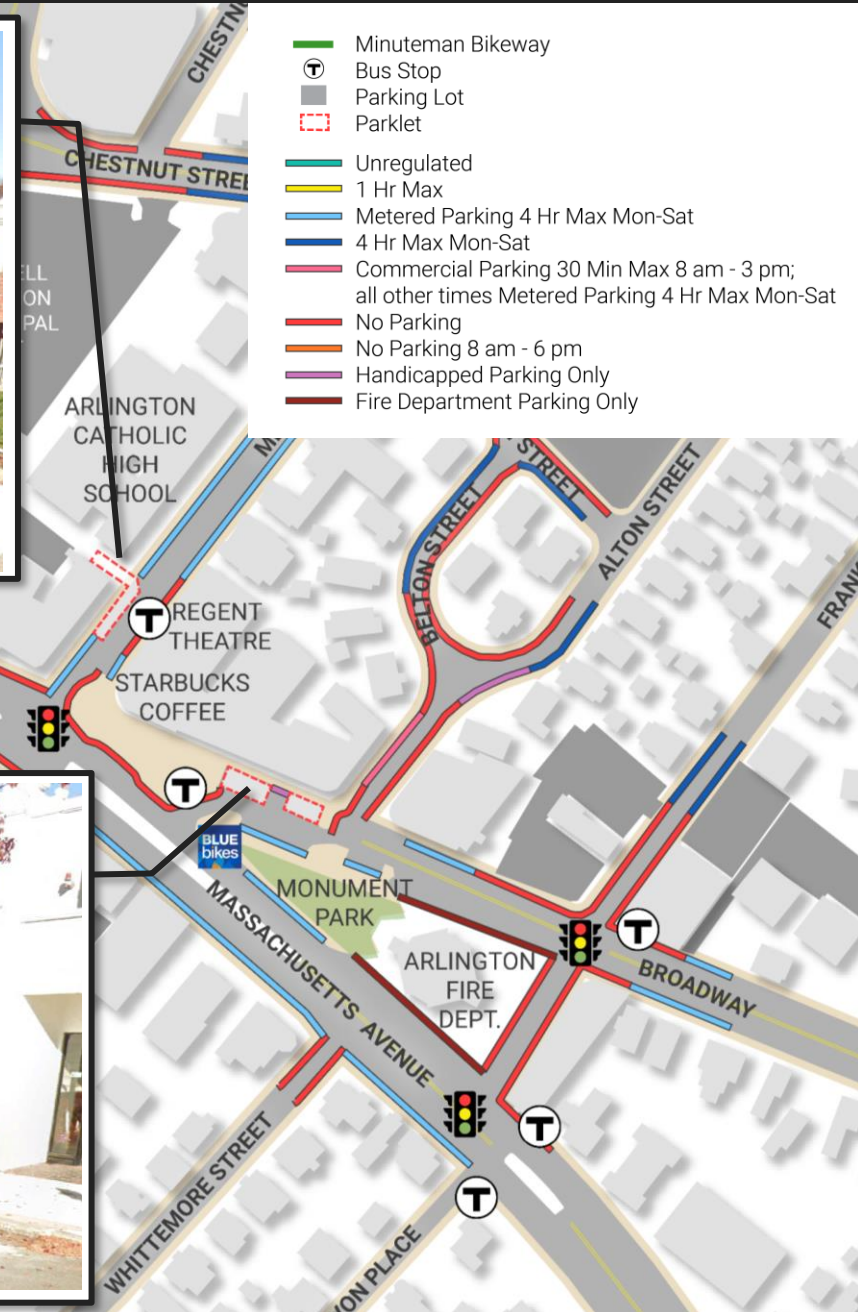
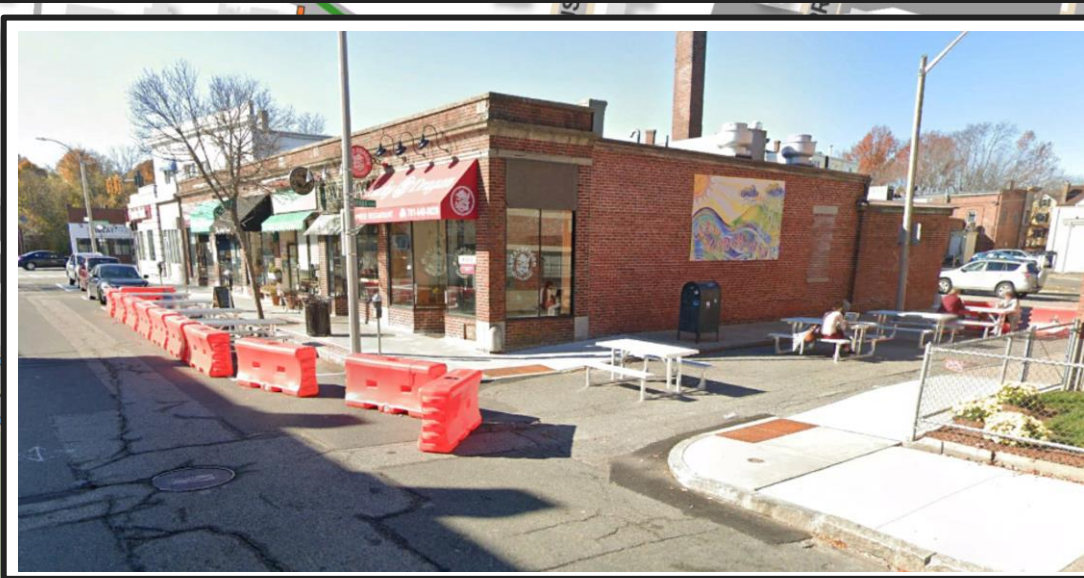
# Arlington Center Loading Activity

This section is a summary of existing conditions and findings from the business engagement and surveys.



# Outdoor Dining

Identified stretches of Medford Street and Broadway Plaza are marked as no-parking to accommodate outdoor dining and parklets.





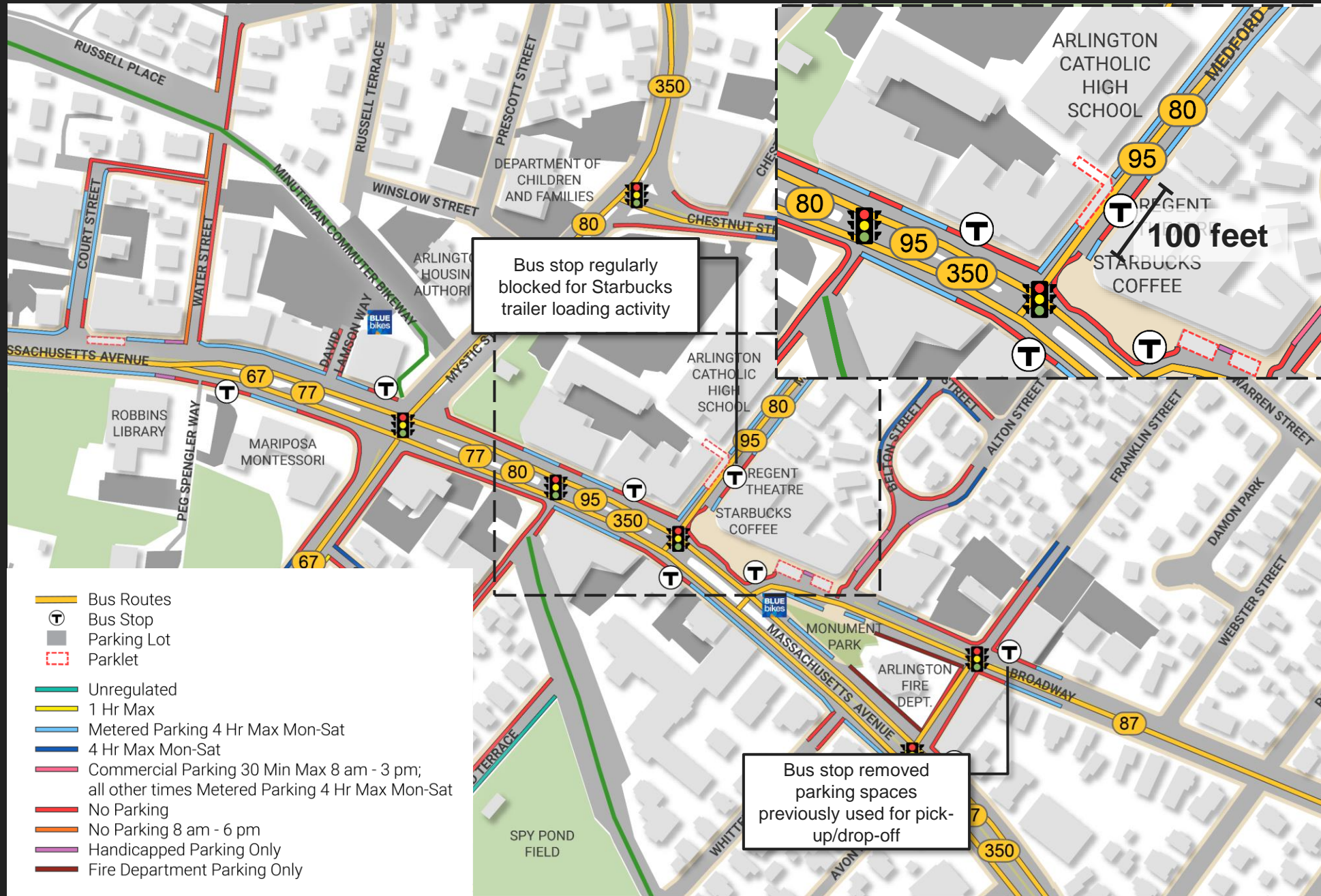
# Bus Service

Arlington Center is served by MBTA Bus Routes 77, 80, 87, 95, and 350

Layover Need varies by time of day and typically only one bus needs to layover at a time

## Curbside Use Impacts

Routes 80 and 95 terminate and begin on Medford Street, with a 60-foot bus stop in front of the Regent Theater.





# Parking in Arlington Center



**ARLINGTON MASSACHUSETTS**

## REQUEST/ANSWER CENTER

**Question:**

About Metered Parking in Arlington Center

**Answer:**

In April 2014, the adopted the Arlington Center Parking Management Plan to improve parking availability for shoppers, diners, and employees in Arlington Center. Since that time, new single space parking meters have been installed on the street throughout Arlington Center, and new multi-space meters have replaced the old meters in Russell Common and Railroad Street parking lots. At the Robbins Library, a multi-space meter has been installed in the side lot, while single space meters were installed across from the front door of the Robbins Library. Single space meters allow for the 15 minutes free "errand parking," while a multi-space meter does not.

All meters are effective Mon-Sat from 8 a.m. to 8 p.m. and accept credit cards with a \$1.00 minimum.

- Single space parking meters: \$1/hour, 4-hour limit, 15 minutes free "errand parking" (on street and across from the front door of the Robbins Library).
- Multi-space meters at the Russell Common and Railroad Street: \$.50/hour, no time limit.
- Multi-space meter at the Robbins Library parking lot: \$1/hour, 4-hour time limit.

The new meters help increase on-street parking availability by encouraging long-term parking in municipal lots, which cost less and have no hourly limit.

On-street parking meters allow for free 15-minute "errand parking".

Observations show this is rarely utilized and anecdotal feedback indicated the free 15-minutes is not well known.

Russell Common Municipal Lot parking meters are priced at \$0.50 per hour. This lot does not provide the 15-minute free errand parking.







# Loading and Delivery Activity



**Changes to loading and delivery activity patterns in Arlington Center is limited by the businesses and their vendors.**

- Businesses can schedule delivery days, but not delivery times
- Delivery Drivers want to be able to see vehicle when making deliveries



**15-minute “errand parking” is not well used for loading activities, but could be if better advertised**



**Double parking is the typical approach, with vehicles going around delivery vehicles when needed**

- Starbucks trailer is the biggest offender, blocking traffic for up to 15-minutes
- Bus stop at Regent Theater used in morning for delivery

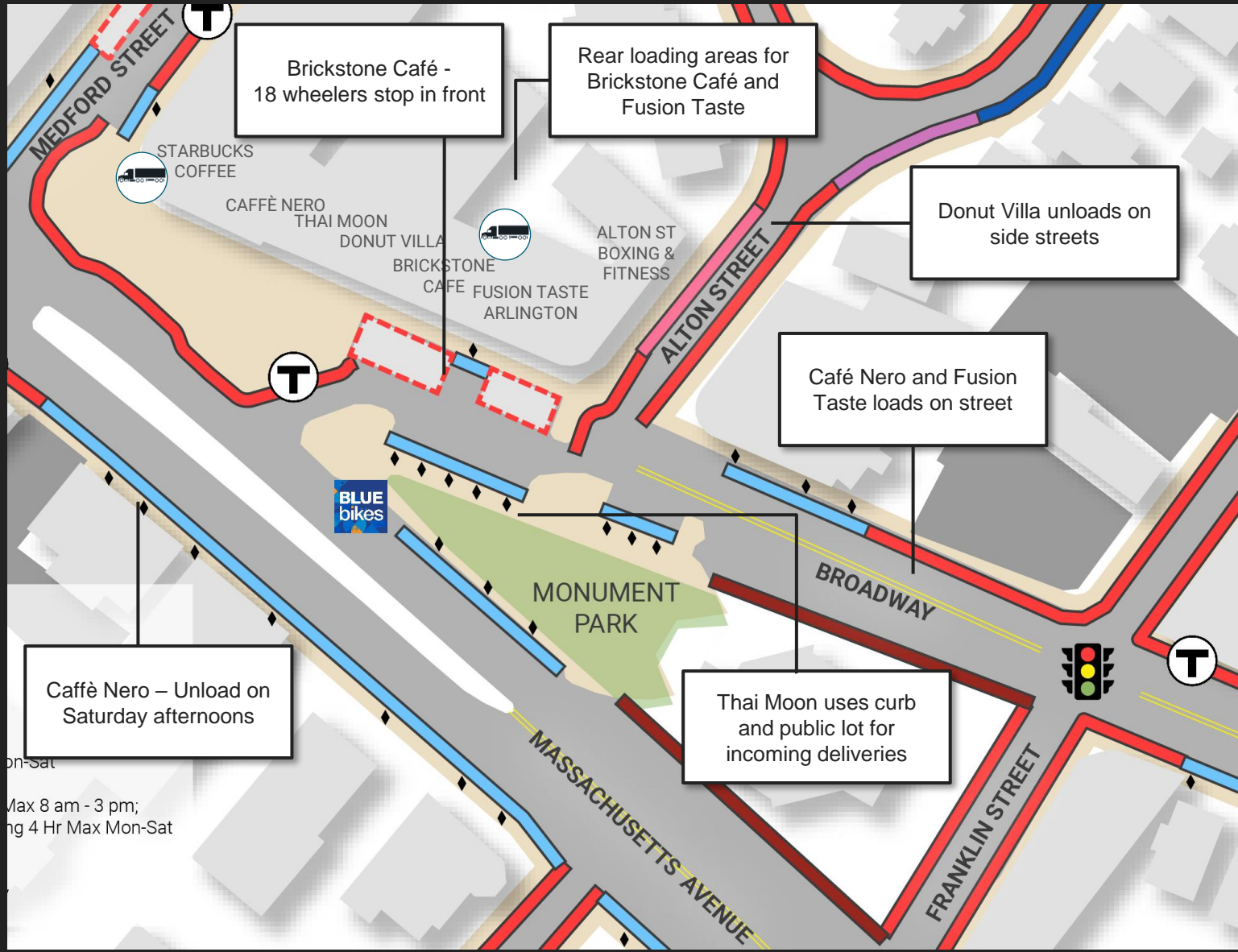
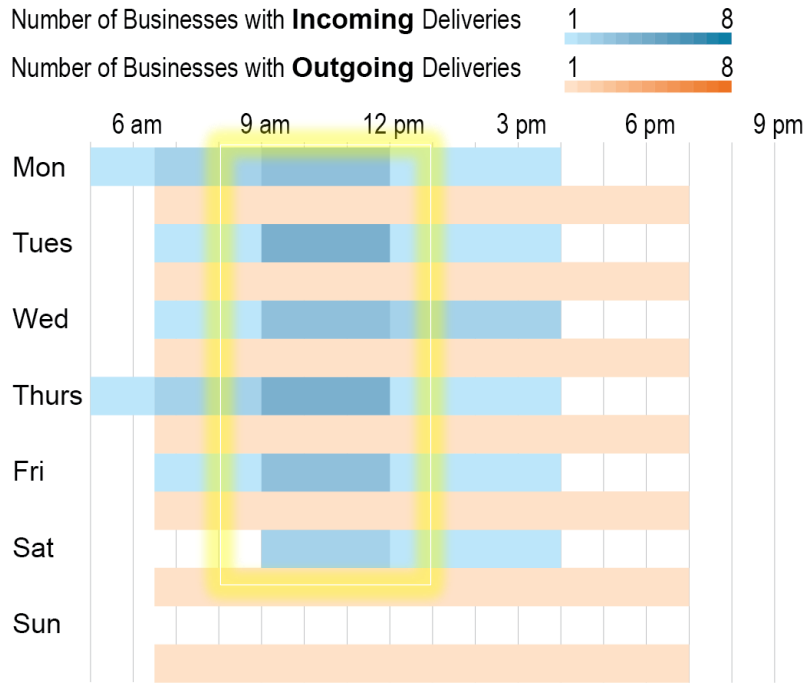




# Broadway Plaza

Loading Activity for food and beverage supplies, product/merchandise, and standard mail

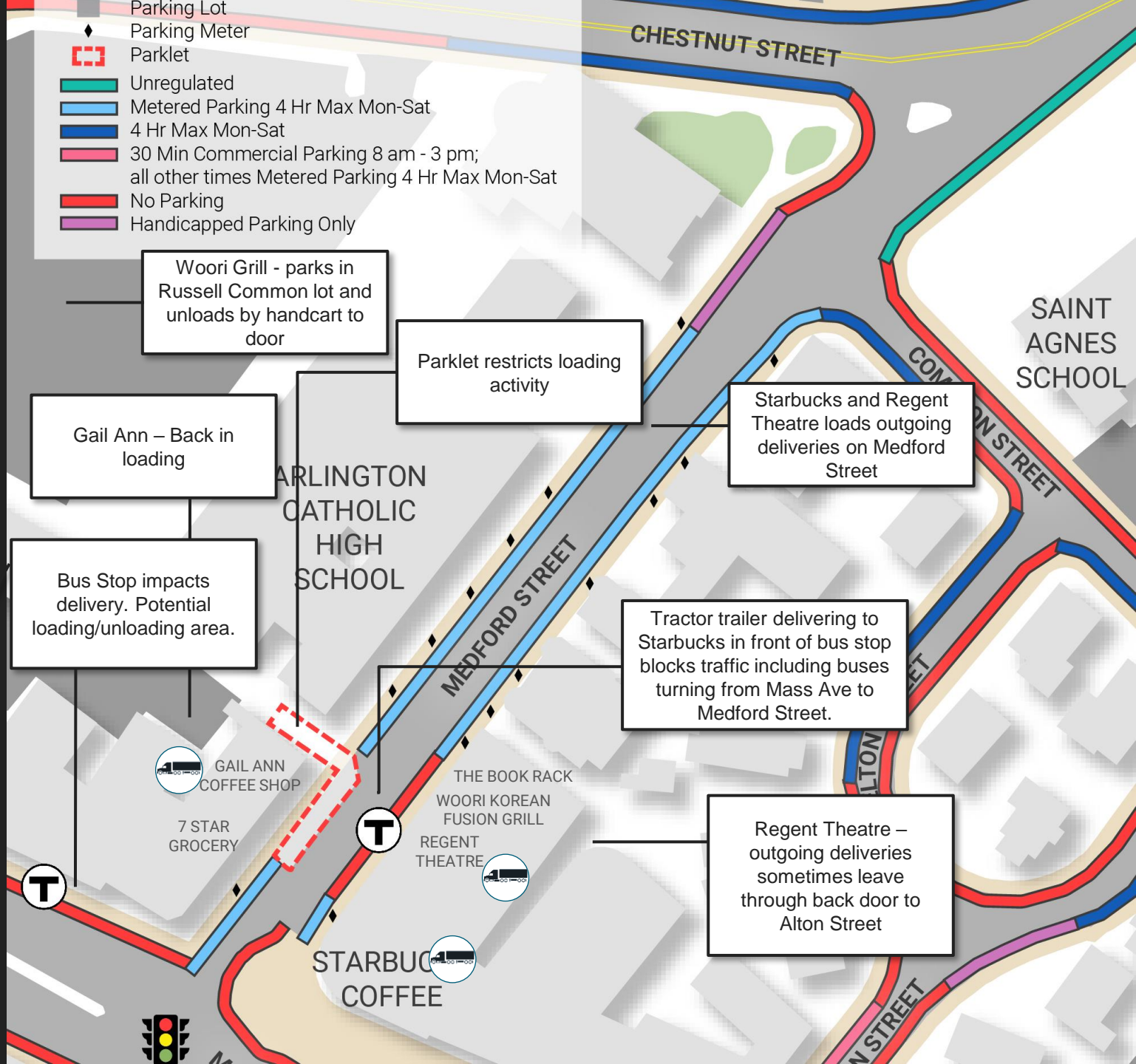
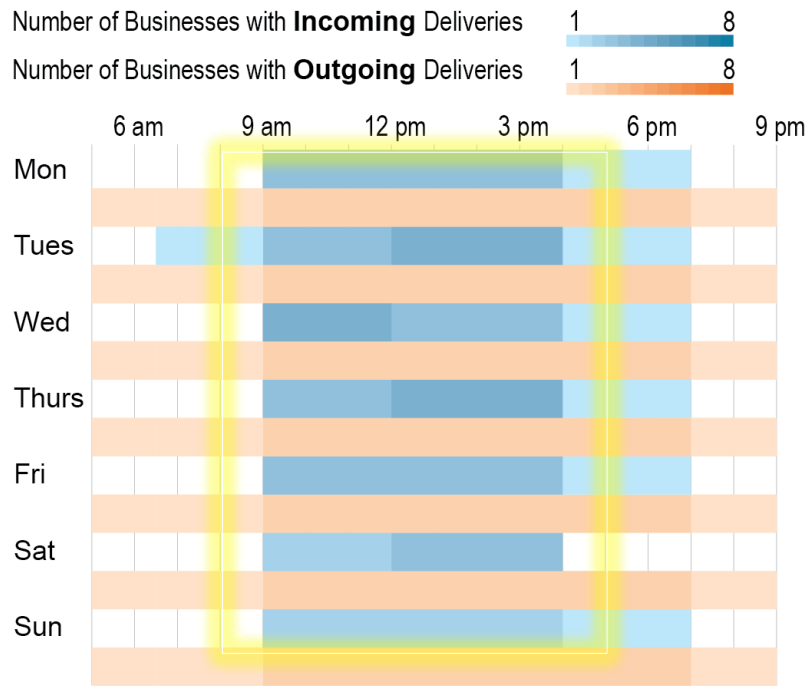
Incoming busiest between 9am to 12 Mondays to Friday. Consistent outgoing deliveries.



# Medford Street

Loading Activity for food and beverage supplies, product/merchandise, and standard mail

Consistent outgoing deliveries. Incoming busiest all days 9am to 4pm.

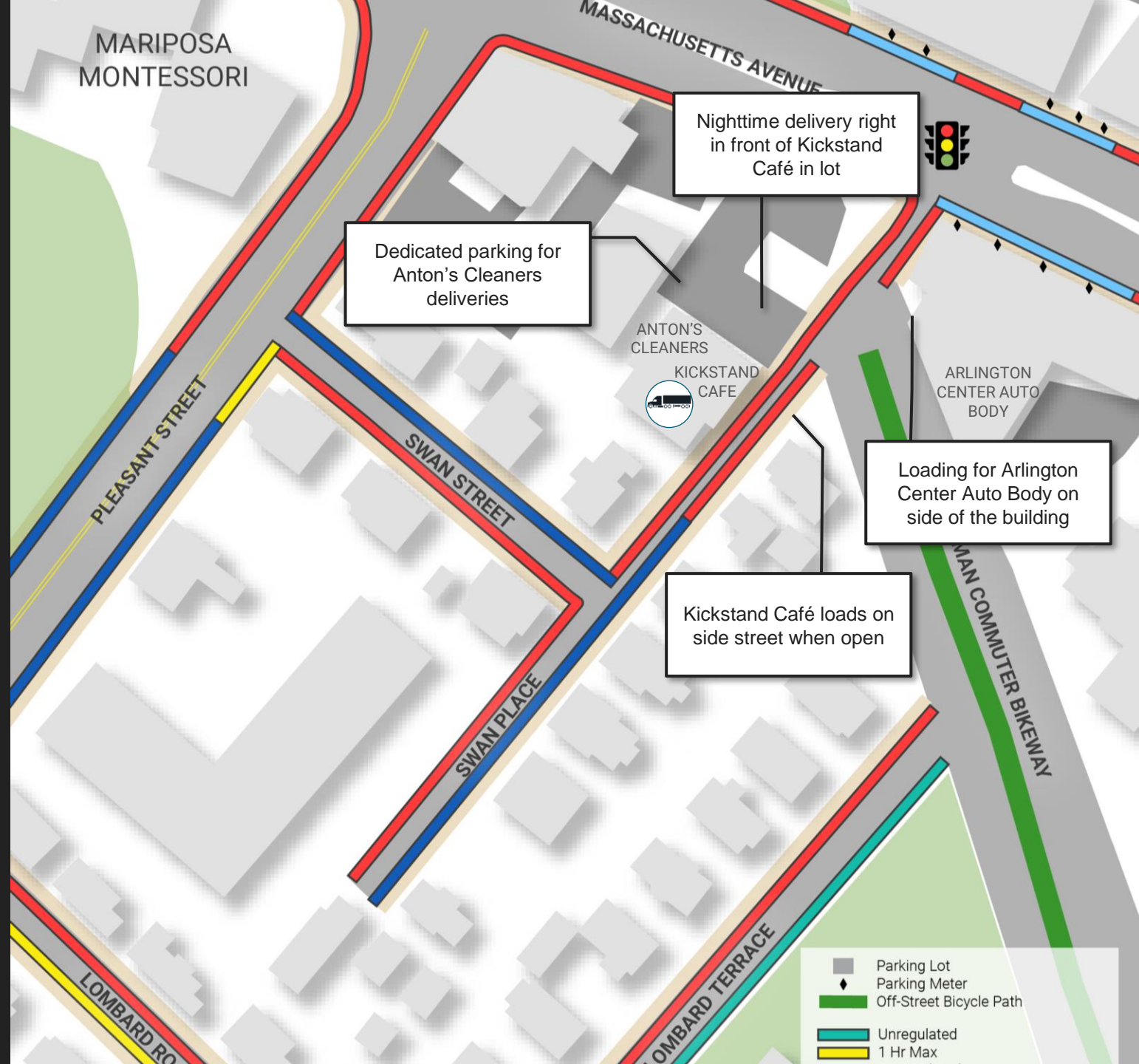
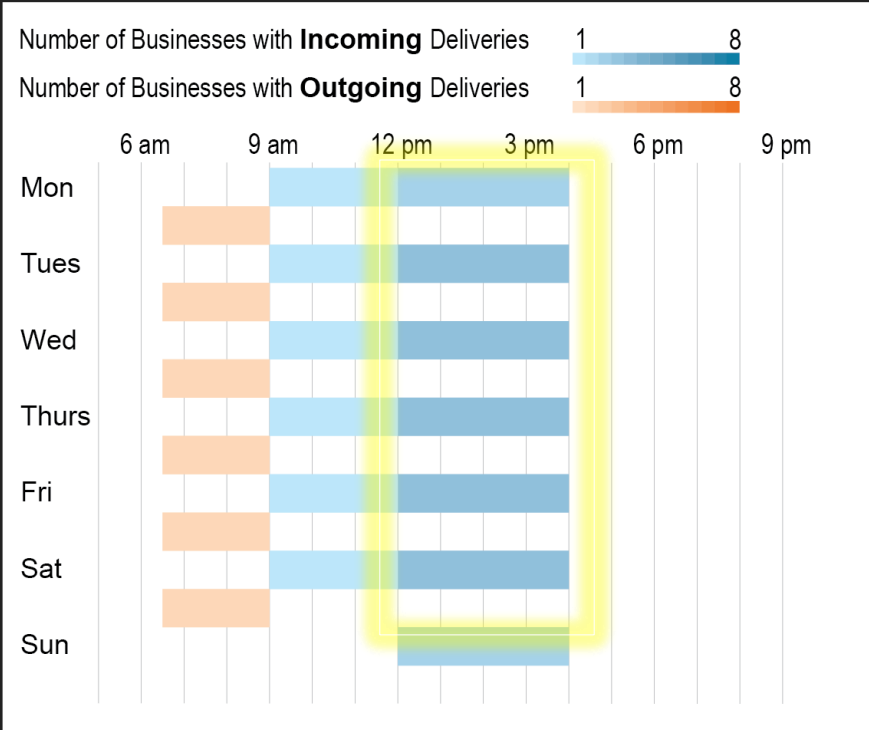




# Swan Street

Loading Activity for food and beverage supplies, product/merchandise, and standard mail

More concern around parking. Little delivery activity and lots of dedicated space.



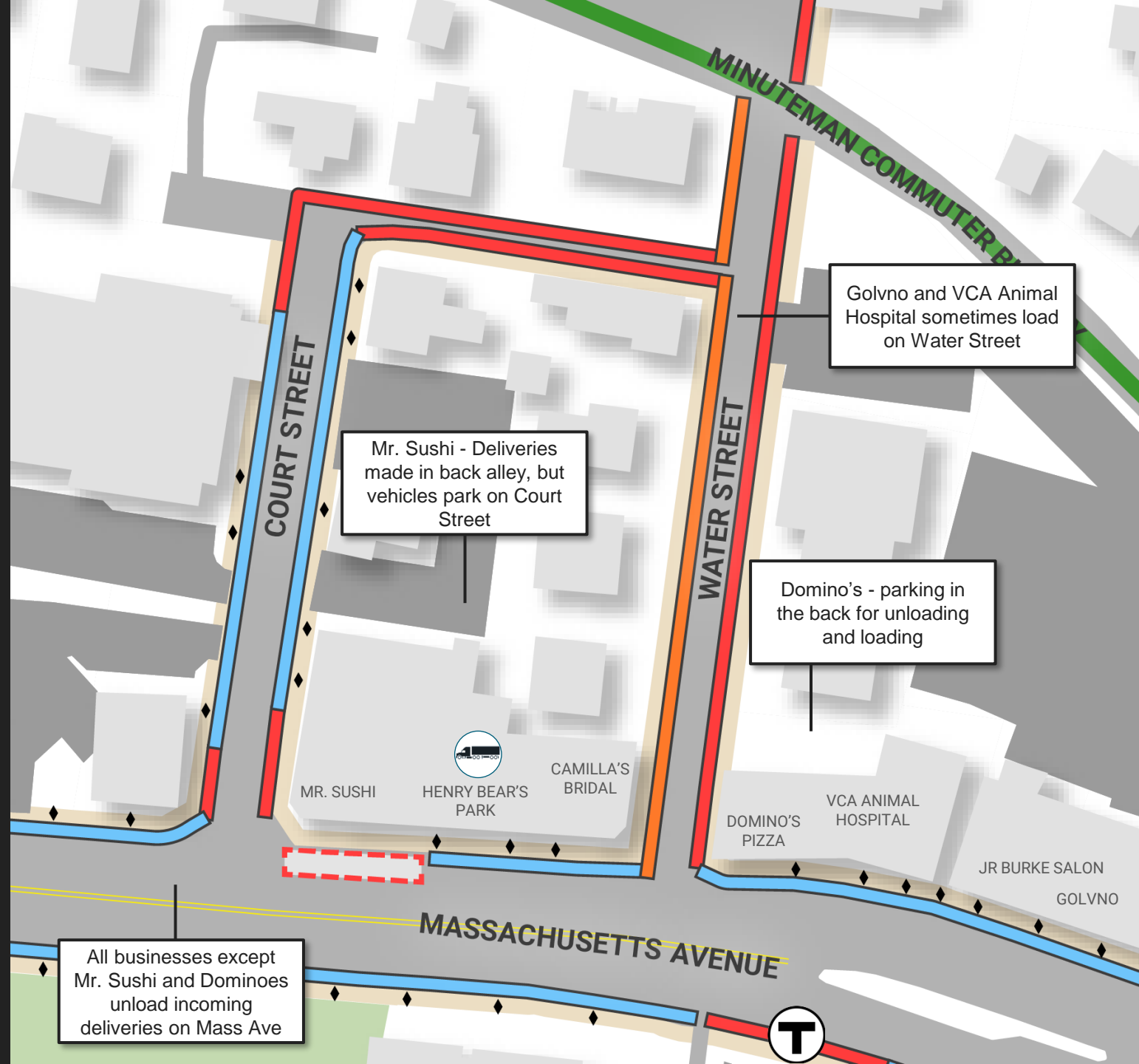
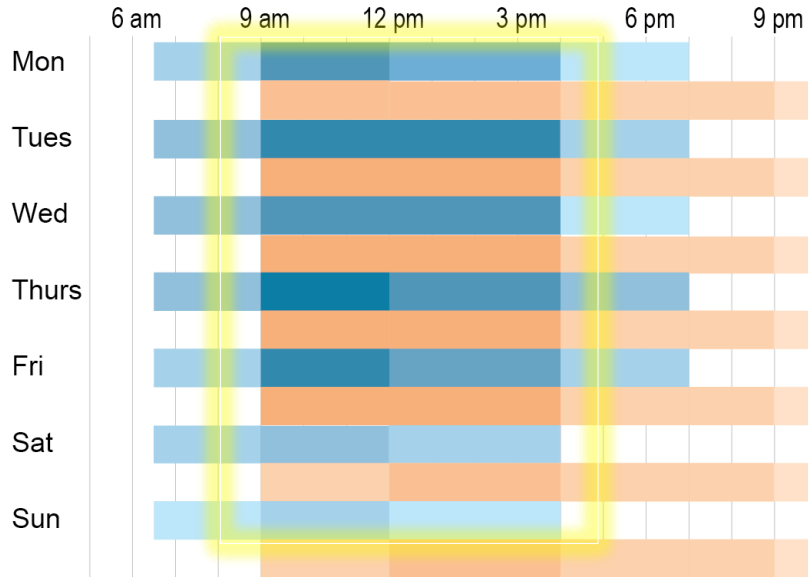


# Court Street & Water Street

Loading Activity for food and beverage supplies, product/merchandise, and standard mail

Number of Businesses with **Incoming** Deliveries 1 8

Number of Businesses with **Outgoing** Deliveries 1 8



# Arlington Center Loading Zones Need to Accommodate:

- ❑ Delivery Trucks (box trucks and 18-wheel trailers)
- ❑ Standard Vehicles
- ❑ Pull-in loading (trucks typically don't back in)
- ❑ Activity at all hours of the day, 5 days a week
- ❑ Short-term parking (15-minutes for food delivery)
- ❑ Passenger pick-up/drop-off





# Guidelines and Recommendations

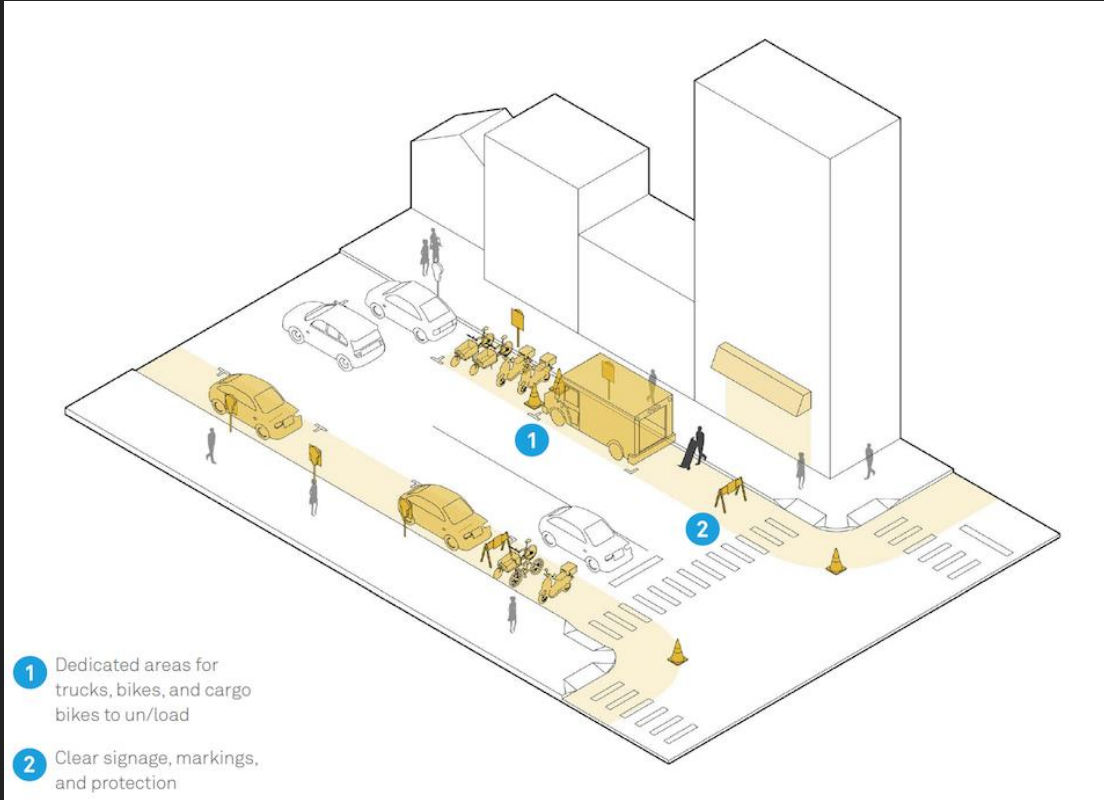
This section includes guidelines from NACTO and MUTCD and the Loading Study recommendations





# National Guidelines

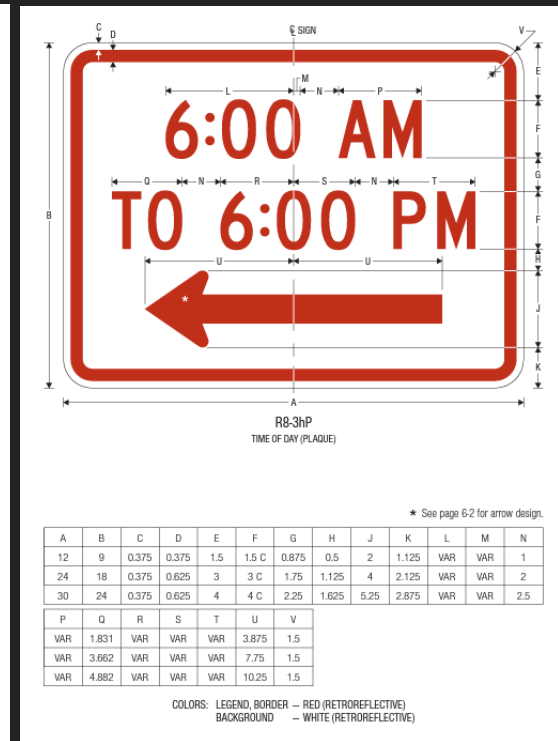
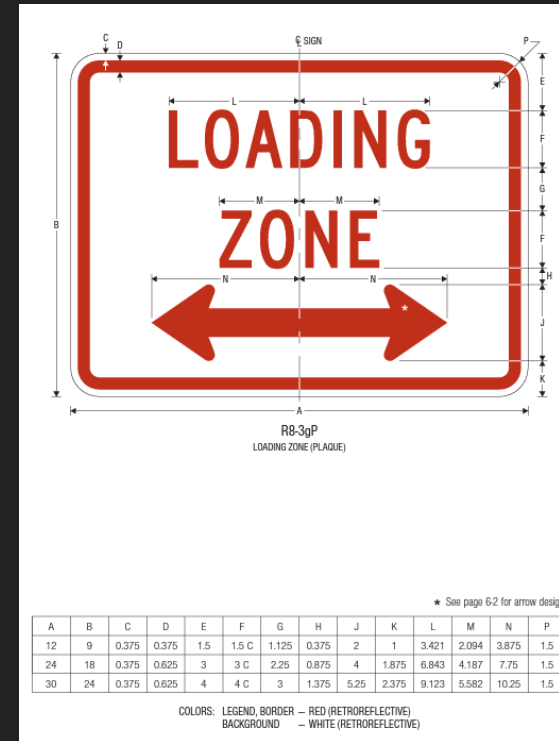
NACTO



Dedicated spaces with clear signage and markings

Source: [Pick-Up & Delivery Zones](#)

MUTCD



Explore conversations with MBTA to move or shorten bus stop, providing space in front of Starbucks and Regent Theater for short-term loading and delivery (parking all other times)







# Recommendations



## Multimodal Improvements

Encourage multimodal access and parking in Arlington Center to reduce curbside demand

## Visibility and Awareness for “Errand Parking”

15-minute “errand parking” at short-term meters should be clearly identified for users who only need short-term parking for pick-up/drop-offs of deliveries

## Data Collection, Reporting, and Adapting

Continue to monitor curbside use





# Recommendations

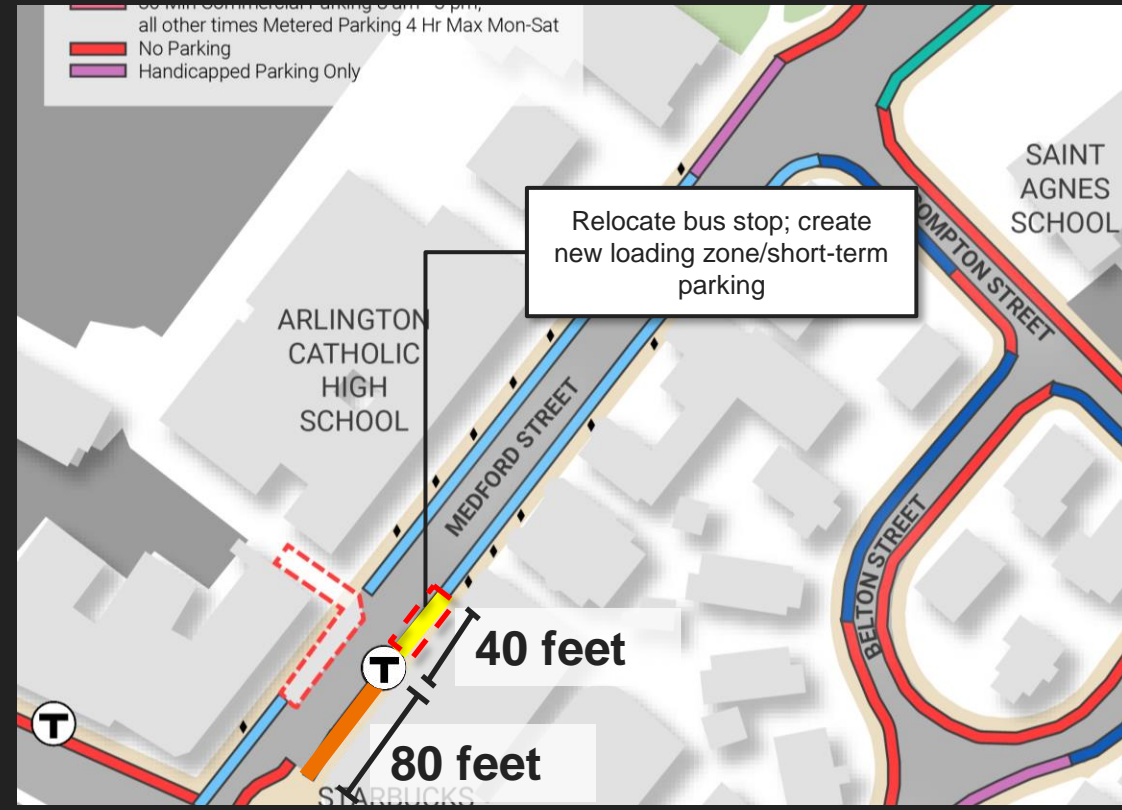
## BROADWAY PLAZA



Redesignate Cab Stand at Broadway Plaza for any “live loading,” for cabs, passenger pick-up/drop-off, or Amazon-type deliveries

Maintain Loading Zone on Alton Street for Broadway Plaza; if additional loading space is needed, consider allowing short-term loading for vehicles and vans at cab stand

## MEDFORD STREET



Explore conversations with MBTA to move or shorten bus stop, providing space in front of Starbucks and Regent Theater for short-term loading and delivery (parking all other times)



