



**To:** Town of Hingham Planning Board;  
Emily Wentworth, Community Planning Director;  
Michael Silveira, Senior Planner

**From:** W/S/M Hingham Properties LLC - WS Development Associates LLC

**Date:** November 28, 2023

**Subject:** Derby Street Shops Shared Parking Updated Submission

Dear Ms. Wentworth and Mr. Silveira,

I am writing to provide an update on the shared parking analysis we recently completed for the Derby Street Shops. The original shared parking analysis and “Initial Parking Monitoring Program” were completed as part of our Building 5 Site Plan Approval in 2018. In 2020, the Planning Board issued a Special Permit Decision that reiterated the original 2018 requirement to complete an updated parking study and re-evaluation of the shared parking analysis once the Building 5 project (Pottery Barn and Shake Shack) was completed and tenants were open and operating.

The Building 5 project was completed and tenants were open beginning in November 2022. This allowed us to complete a new parking analysis for the property, referred to as the “Supplemental Parking Monitoring Program” over the 2022 holiday season and 2023 spring season. The Supplemental Parking Monitoring Program was completed by the same firm, DESMAN Design Management, who completed the Initial Parking Monitoring Program using the same methodology as the initial study.

Per the Special Permit, the parking study conducted included: “Parking demand observations conducted over a continuous 12-hour period (7AM to 7PM) on a weekday and a Saturday; and parking occupancy within the site. The observations shall be conducted once during the peak holiday shopping season (between November 27 and December 24) and once during spring (April, May, or June) or fall (September or October)”. The data associated with those observations was then used to inform the updated Shared Parking Model. Results of the study are provided in the October 2, 2023 Parking Monitoring Report prepared by DESMAN which was submitted to the Planning Board on November 9, 2023.

It is important to note that the initial study was conducted prior to the Coronavirus Pandemic and the supplemental study was conducted post-pandemic. The results of the study show that parking demand during all periods has decreased from the time the initial study was conducted to the time the supplemental study was conducted reflecting a general shift in parking demand and consumer behavior. More details regarding the shift in demand and overall increase in parking availability during all time periods can be found in the DESMAN report.

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We look forward to discussing the results of the study with the Planning Board at an upcoming meeting on January 8, 2024. If there are any questions DESMAN or I can help answer in advance, please do not hesitate to reach out.

Sincerely,  
Victoria Maguire  
Director of Development

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