

Boost Your Downtown with Better Parking Management



Massachusetts Municipal Association Annual
Meeting
January 20, 2018

AGENDA

Parking 101

Sarah Lee

Town of Amherst

Connie Kruger & Nathaniel Malloy

Town of Franklin

Jamie Hellen

City of Melrose

Denise Gaffey

Open Q&A

Breakout Sessions

Parking 101

Sarah Kurpiel Lee

Assistant Director of Transportation
Metropolitan Area Planning Council

Difficult Task

- How to discuss “lively” and “active” downtowns while discussing parking
 - Parking = “bring a vehicle to a halt and leave it”



Parking = Critical Asset

- Parking can be a business maker or breaker
- Too little OR too much parking can have negative impacts



Weekday Average Duration



Management is Crucial

- Need turnover for successful business district
- Park once and visit multiple destinations
 - Less circling for parking, more foot traffic

Regulations

- Make decisions with the whole business district in mind
 - Create a cohesive parking area

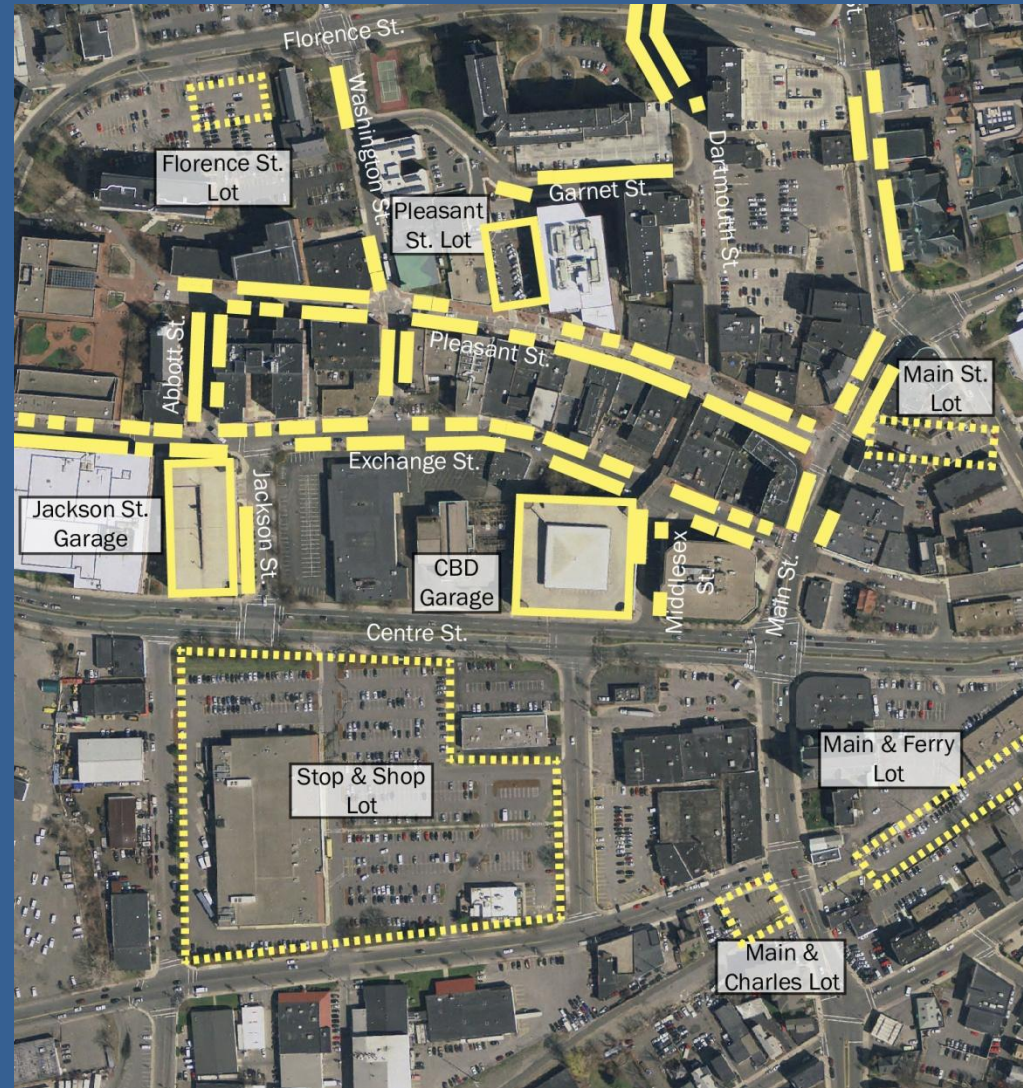


Signage



Shared Parking

- Utilize parking spaces for more than one use
 - Ex: use a bank parking lot in the evening for restaurant parking



Walking/biking

- Create an environment where people feel safe walking and biking
- Determine what the barriers are
 - Large intersection unsafe to cross on foot?
 - No bike lanes or places to lock bikes?

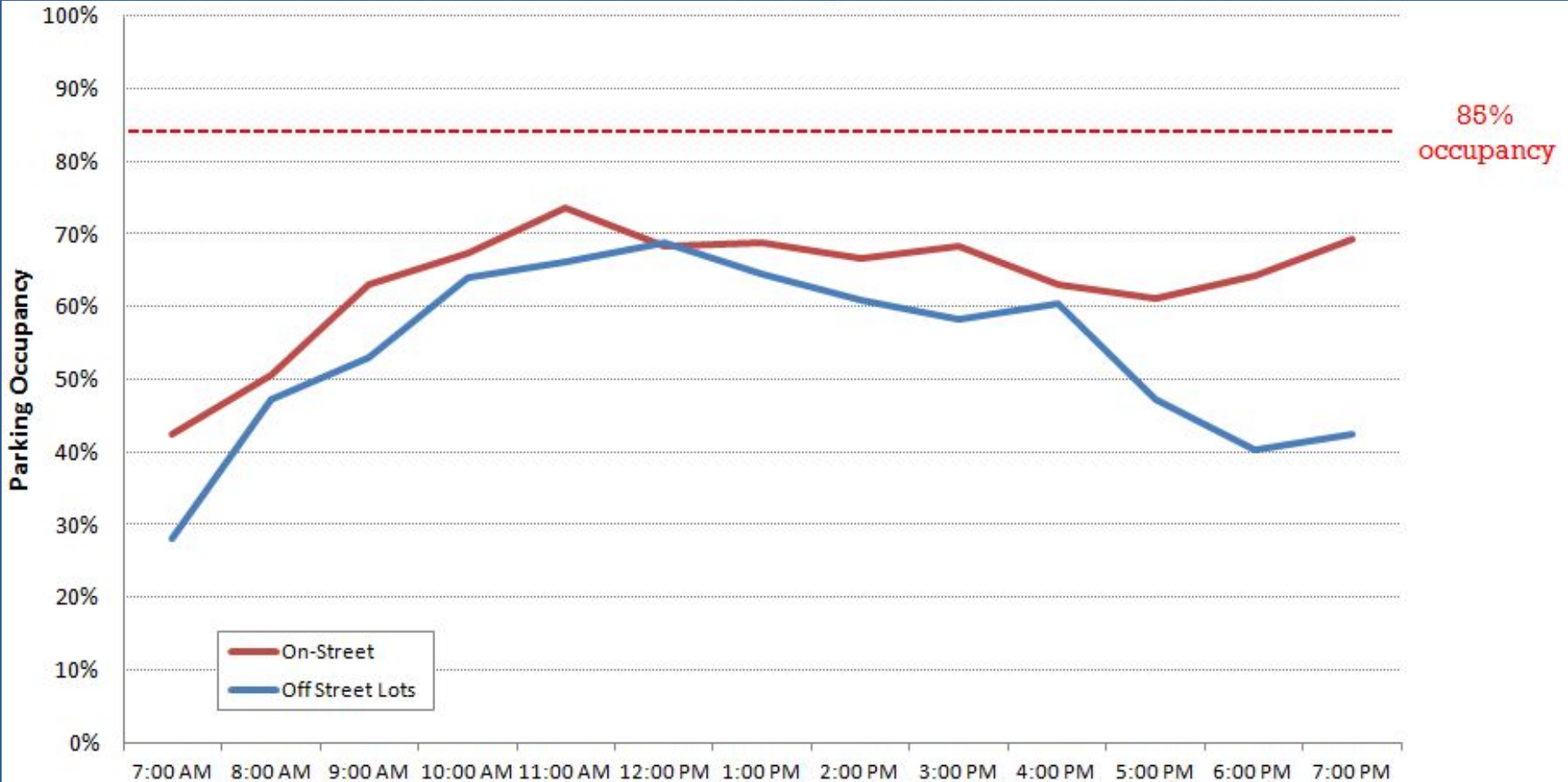


Collect Data!

- Define issues to create solution
 - Capacity?
 - Utilization?
 - Peak hours?
 - Duration?
 - Busiest areas?
 - Regulations?
 - Loading?
 - Enforcement?
 - Current Pricing?



Occupancy vs. Capacity



85%
occupancy

On-Street
Off Street Lots

“We don’t
have enough
parking”

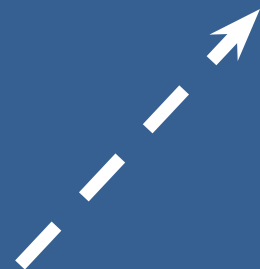
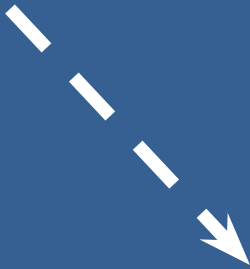


“We must
build more
parking”

“We don’t
have enough
parking”

“We must
build more
parking”

“Let’s better
manage our
current parking
supply”



Keys to Success

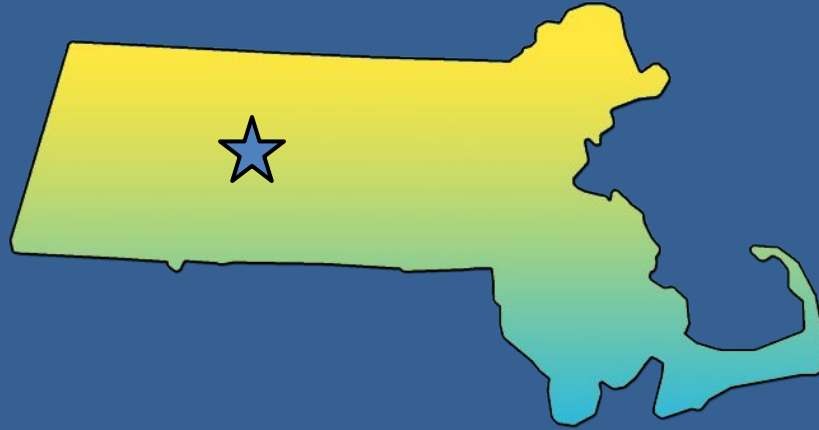
- Design downtown for all users
- Provide appropriate supply
- Make decisions based on DATA
- Manage the Parking!
 - Turnover
 - Regulations
 - Signage
 - Shared Parking
 - Pricing
 - Zoning
- Don't build new parking if you are unable to light it, sign it, and maintain it
- Educate business owners
 - Turnover is key to success
 - Pricing may actually help businesses
- Encourage walking/biking
- Placemaking

Different techniques work for different communities!



Sarah Lee
Assistant Director of Transportation
Metropolitan Area Planning Council (MAPC)
slee@mapc.org

Amherst



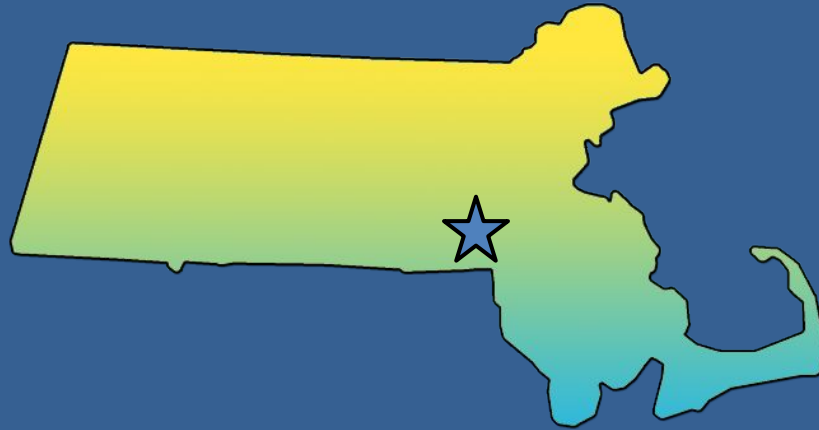
Connie Kruger

Select Board, Town of Amherst

Nathaniel Malloy

Senior Planner, Town of Amherst

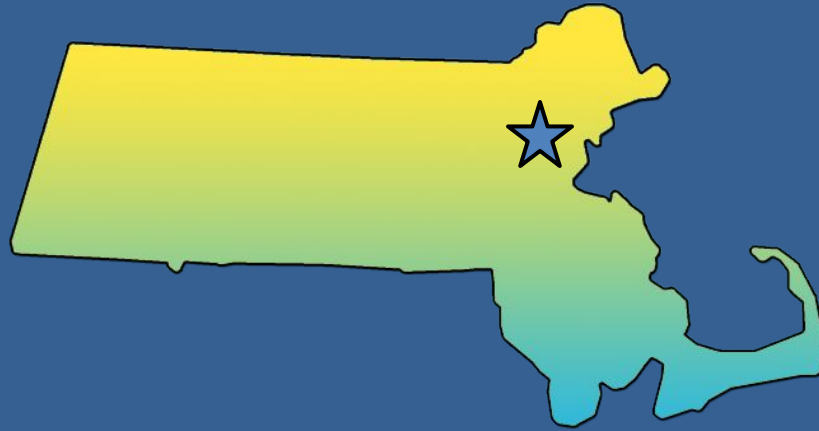
Franklin



Jamie Hellen

Deputy Town Administrator
Town of Franklin

Melrose



Denise Gaffey

City Planner & Director of Community Development
City of Melrose



Questions?

