

Boost Your Downtown with Better Parking Management

# Franklin Downtown Parking

MMA Annual Meeting

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Town of Franklin  
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[franklinma.gov](http://franklinma.gov)



# Community Profile

- The City Known as the The Town of Franklin.
- Charter est. 1978 (eliminated Town Meeting)
  - 9 Member Town Council (At Large)
  - Elected: Town Council, School Committee, Assessors, Planning Board and Board of Health
  - All Town staff report to Administrator



# Community Profile

- Downtown Franklin is:
  - Many small businesses, restaurants
  - Dean College
  - MBTA Station & Approx 180 commuter spaces
  - Town: Historical Museum, Schools, Public Library
  - Residential feeder streets
  - Many old buildings in need of investment

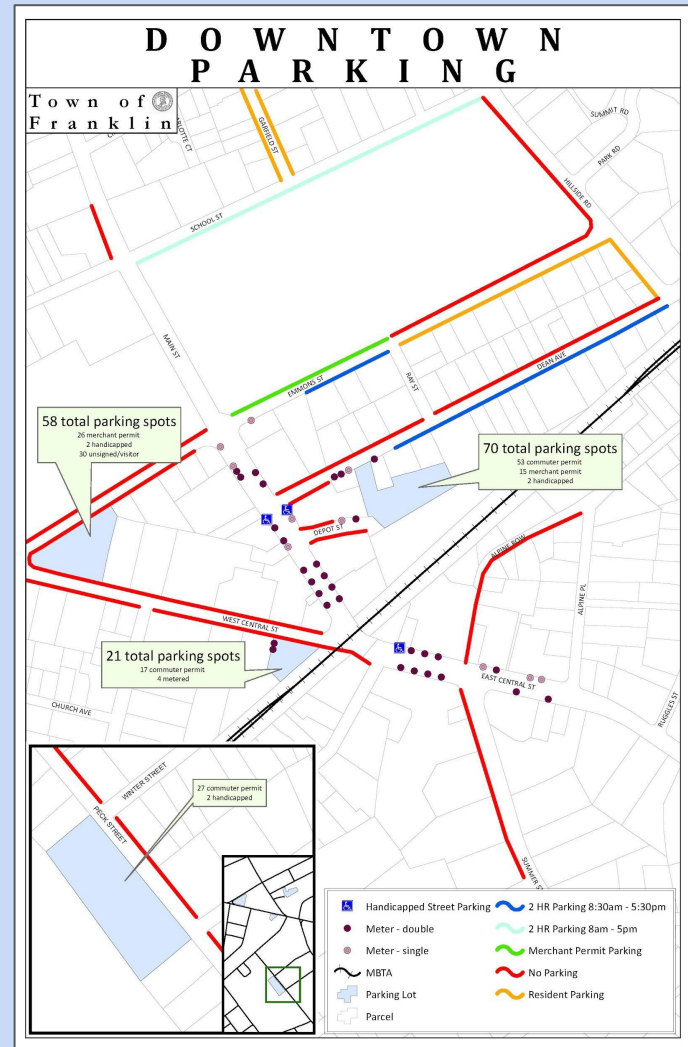






# The Problem

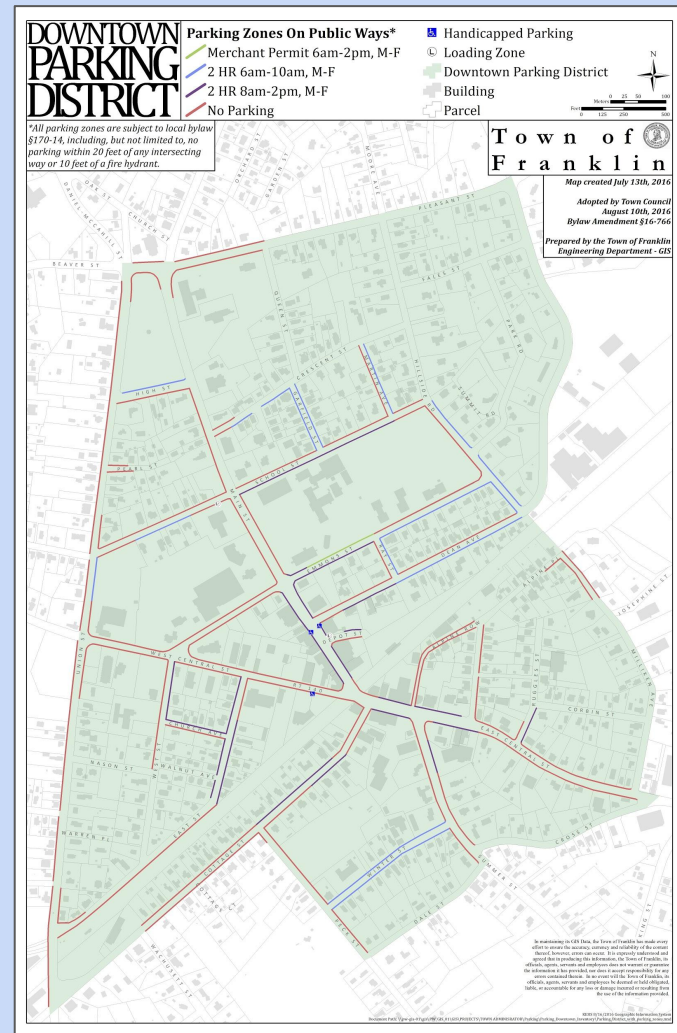
- There is plenty of short-term, day time parking in Downtown Franklin
- Only \$18,000 in annual revenue from parking meters, increasing costs to administer and enforce
- Signs, Signs everywhere there's signs...
  - Too many signs that were outdated, not relevant or inconsistent
- Need new building investments
- Lack of vibrancy; quick stops
  - Commuters
  - Errands
- Nobody has change in the seat of their car anymore



# The Solution

Goal: Revitalize Downtown Franklin

1. Develop a comprehensive and accurate downtown parking plan for the short term future to help spur downtown revitalization
  - a. Merchants, residences
1. Simplify the parking zones and conform the zones to modern day traffic habits, geography
1. Eliminate all parking meters
  - b. Worked with stakeholders; no study





# Part of a Larger Strategy

- Downtown Revitalization & Beautification
  - Summer 2016: New Downtown Streetscape, Sidewalks, Banners, Tree Lights, pedestrian-friendly zones, bike lanes.
  - Begin to generate a new buzz about downtown investment, customers
- New businesses to open since then:
  - Little Shop of Olive Oils
  - Gallagher's Irish Pub, Dharani Grill
  - Maven Solon, Dress Code Boutique
  - Horace Mann Shopping Plaza - 3 stores
  - Intermissions Cafe







# Benefits

18 months in review...

1. Free Parking is always welcome
1. Cuts costs to enforce and process
  - a. Treasurer, Police, DPW
1. Easier snow removal
1. Increase in Downtown Investment
  - b. Almost a dozen new businesses
  - c. Housing redevelopment
1. Increase in Downtown Business customers in foot traffic
1. More public events

