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
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

![Graph showing occupancy vs. capacity over time with red and blue lines for on-street and off-street lots. The graph indicates that on-street parking occupancy peaks at around 70% during the day, while off-street lots remain lower. There is a horizontal line at 85% indicating the occupancy limit.](image-url)
“We don’t have enough parking”

“We must build more parking”
“Let’s better manage our current parking supply”

“We don’t have enough parking”

“We must build more parking”
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
• INSERT AMHERST SLIDES
Franklin

Jamie Hellen
Deputy Town Administrator
Town of Franklin
• INSERT FRANKLIN SLIDES
Melrose

Denise Gaffey
City Planner & Director of Community Development
City of Melrose
• INSERT MELROSE SLIDES