Boost Your Downtown with Better Parking Management

Franklin Downtown Parking

MMA Annual Meeting

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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  - Too many signs that were outdated, not relevant or inconsistent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
  ○ 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