

MONTAGUE (TURNERS FALLS) PARKING STUDY

5/10 PUBLIC MEETING



Agenda



Introductions & Project Scope

Turners Falls Parking Assessment

Stakeholder Feedback

Public Survey

Improvement Concepts

Next Steps



Introductions



Walter Ramsey – Town Planner



Michael Clark – Project Manager
Jason Schrieber – Principal in Charge



Emmy Hahn – Department of
Housing & Community Development

Project Schedule



PARKING

TASK 1. Project Initiation

TASK 2. Parking System Assessment

1.1 Parking Inventory & Utilization Analysis

1.2 Parking Management & Policy Assessment

TASK 3. Public & Stakeholder Outreach

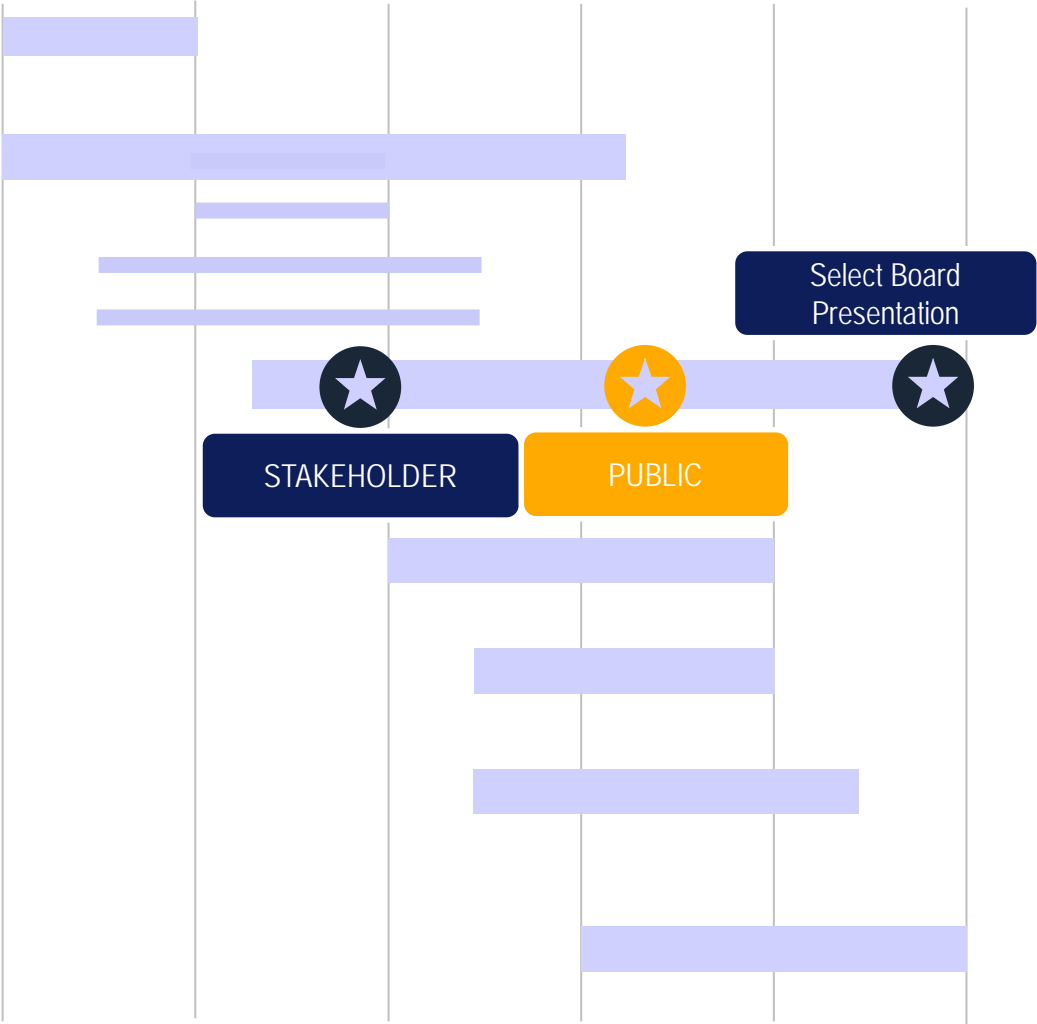
TASK 4. Parking Demand, Zoning Analysis, And Development Potential

TASK 5. Multimodal & Connectivity Analysis

TASK 6. Parking Management Strategies

TASK 7. Draft Recommendations & Final Plan

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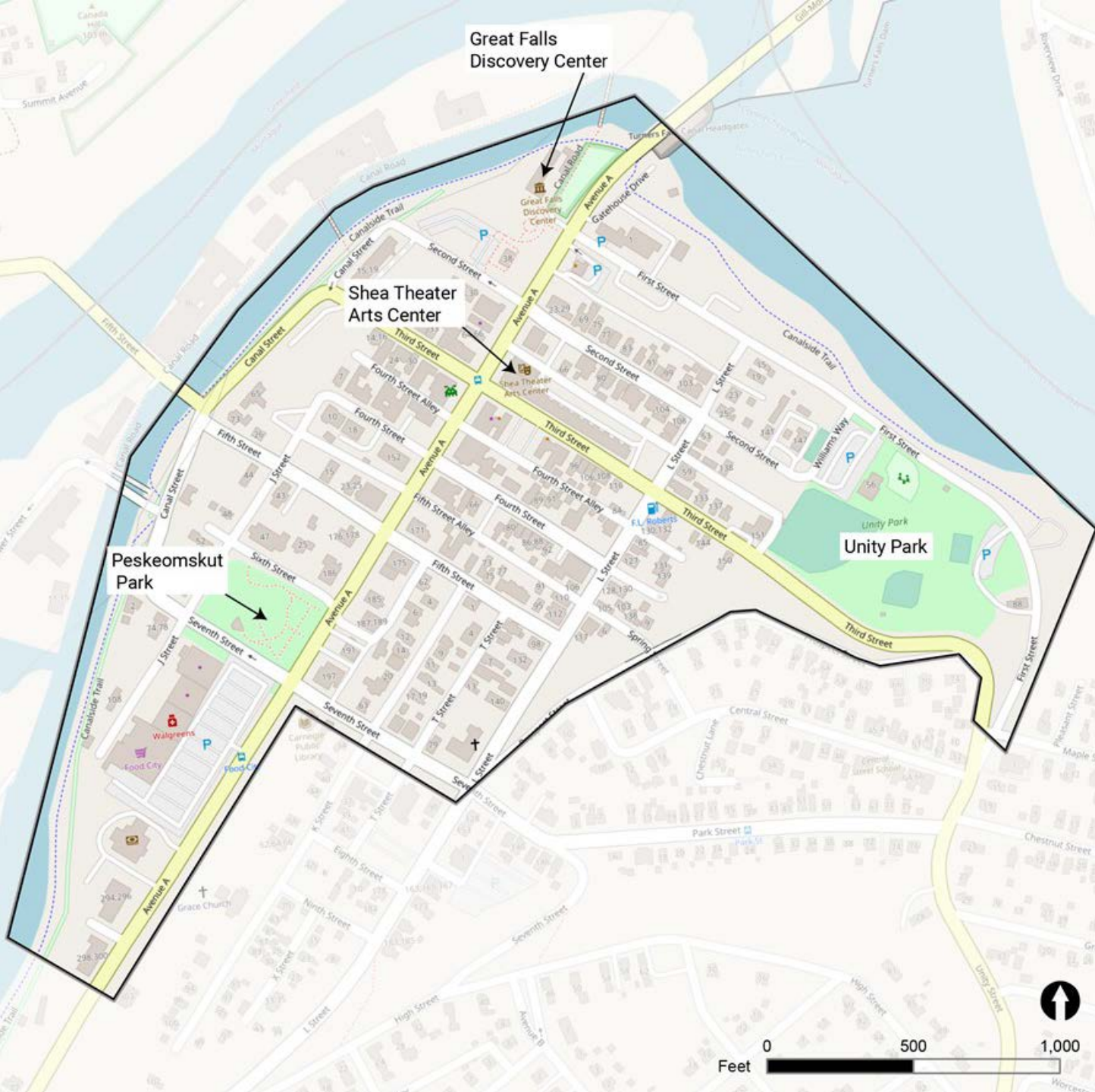
Study Goals



1. Document **existing parking supply, management & enforcement practices**, and daily demand to determine areas in need
2. Revisit parking regulations to **unlock supply, relieve parking tension, and better manage parking demand** across downtown
3. Prepare for **future development and business expansion** by updating parking-related zoning requirements
4. Understand how the **parking system can be improved to better serve visitors, residents, and employees** of all ages, abilities, and backgrounds

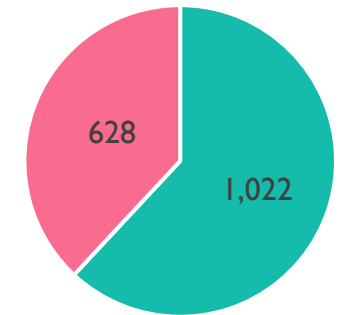
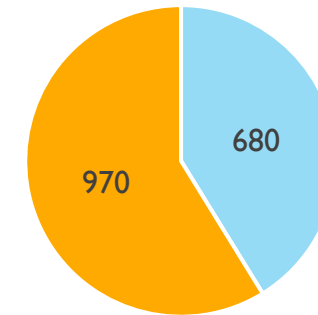


Study Area



Downtown Parking Inventory

There are 1,650 spaces in the Study Area



Off-Street Parking On-Street Parking Private Parking Public Parking

On-Street Parking

- 15-min Parking
- Tenant Parking
- Unregulated Parking
- No Parking, 9AM-10AM, M-Th

Off-Street Parking

- Employee Parking
- Public Parking
- Residential Parking
- Customer Parking
- Restricted Parking
- Commercial Vehicle Parking



System Understanding



Most on-street parking downtown is unregulated



Town lots are for general use, with some regulations in place for snow removal



Many residents park in alleys or in lots accessed from alleys

System Understanding



Recent investments have prioritized walking in downtown



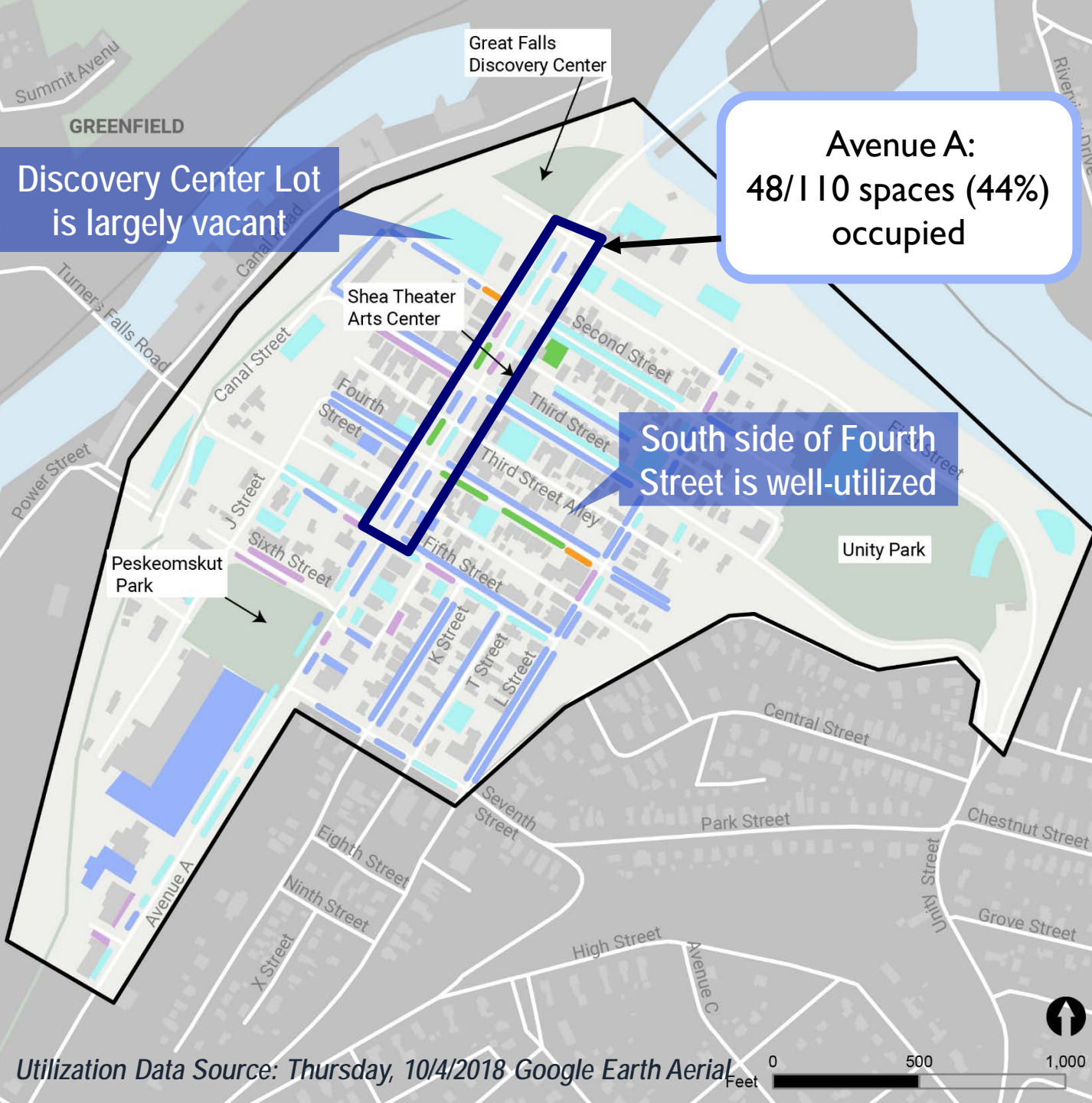
In most locations, overnight parking is not allowed during the winter



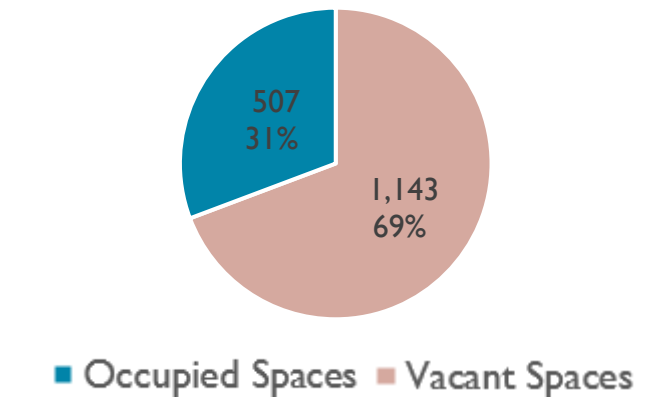
Some off-street lots are shared between two or more uses

Downtown Parking Demand

Pre-pandemic weekday demand is low, with pockets of increased on-street utilization on Fourth Street and Avenue A

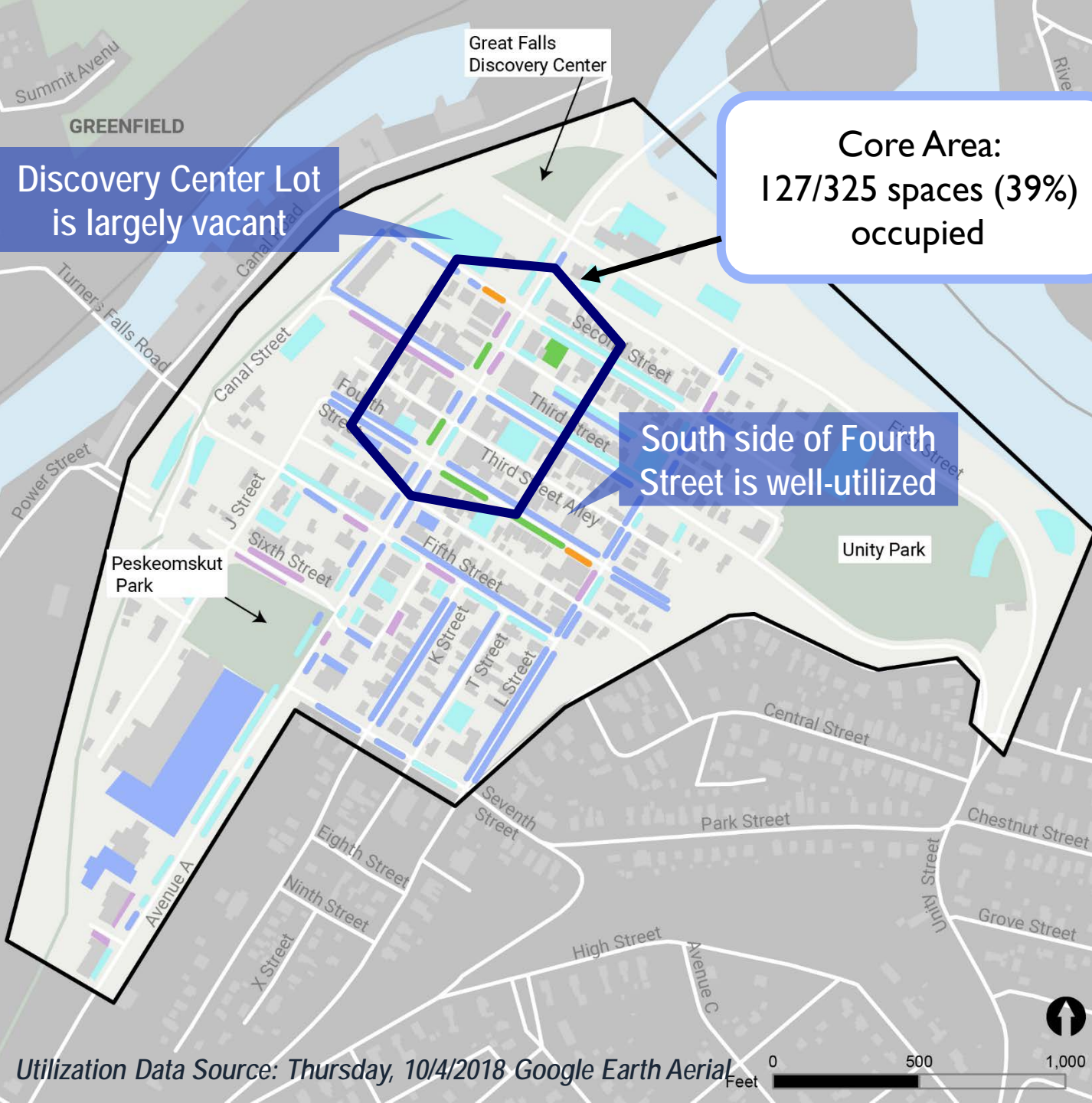


Parking Demand

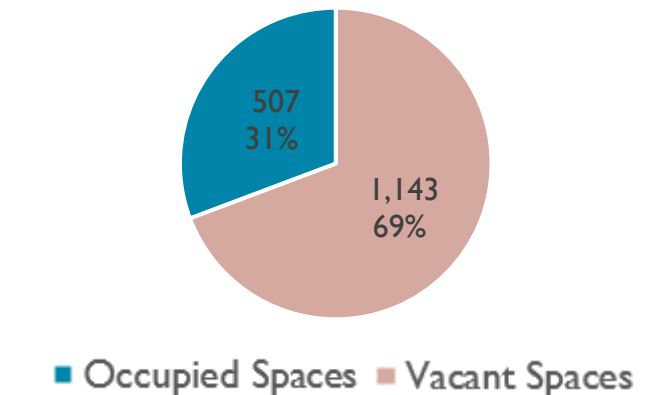
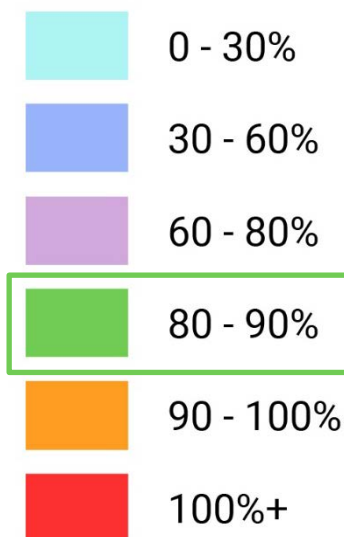


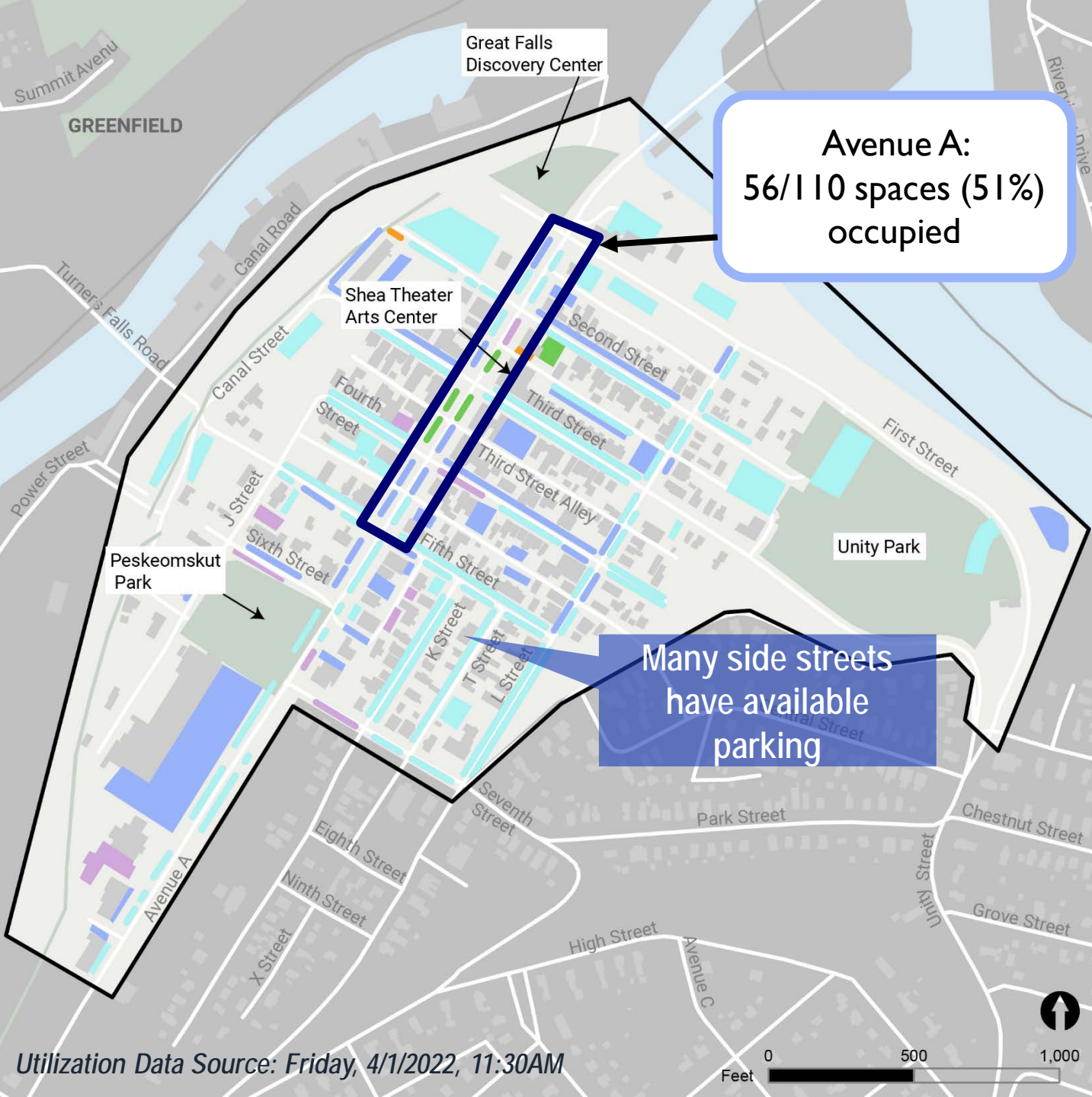
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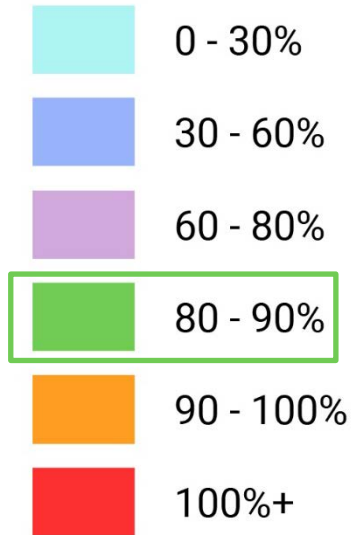
Parking Demand



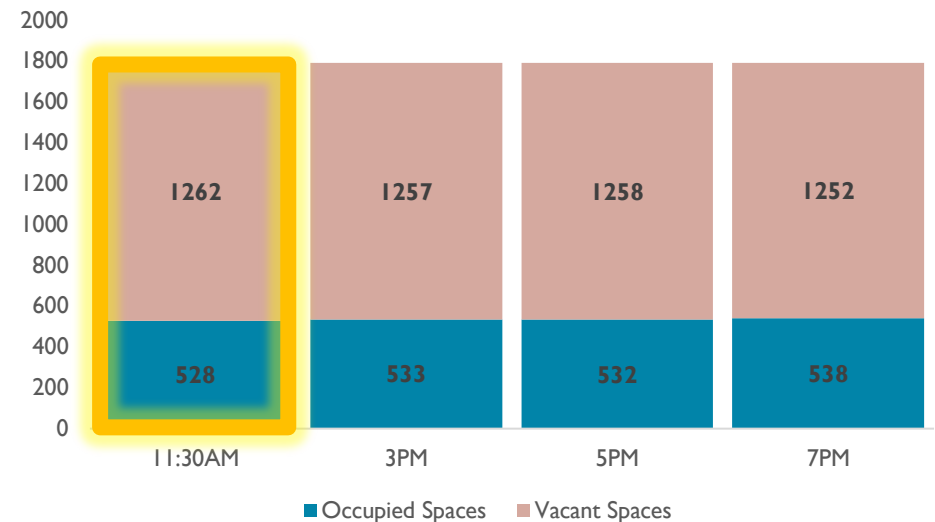
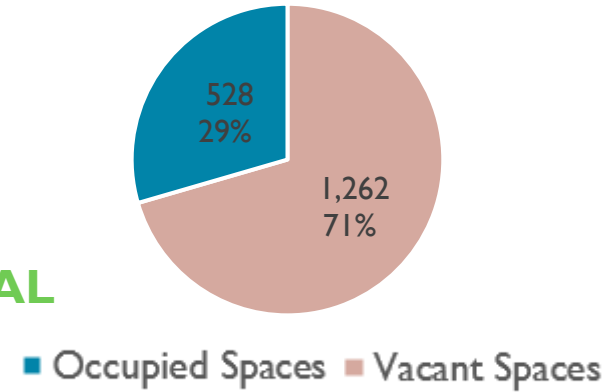


Downtown Parking Demand Friday, April 1, 2022 – 11:30 AM

Parking Demand

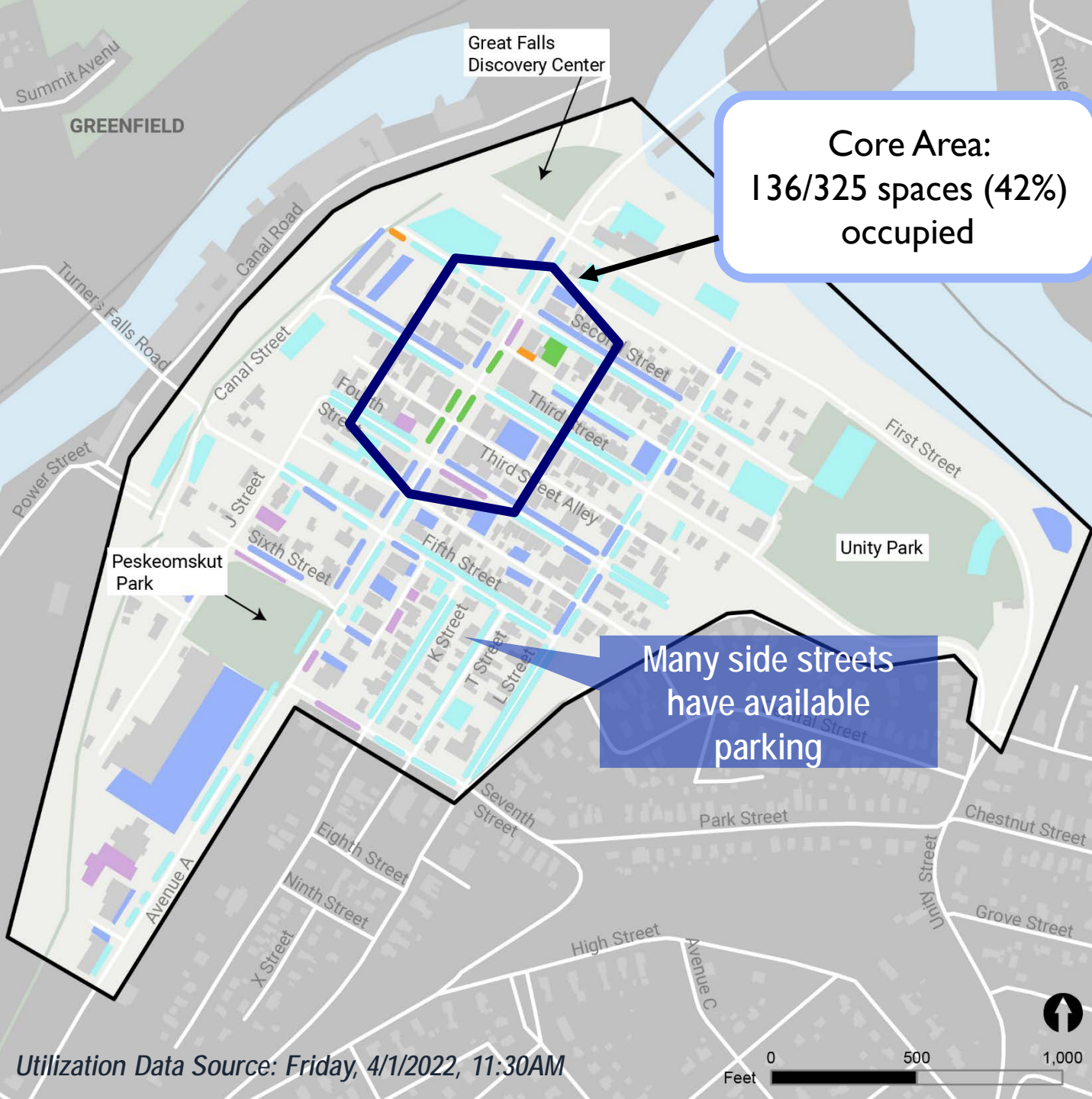


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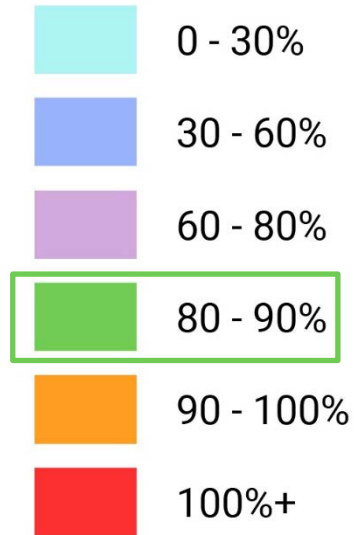


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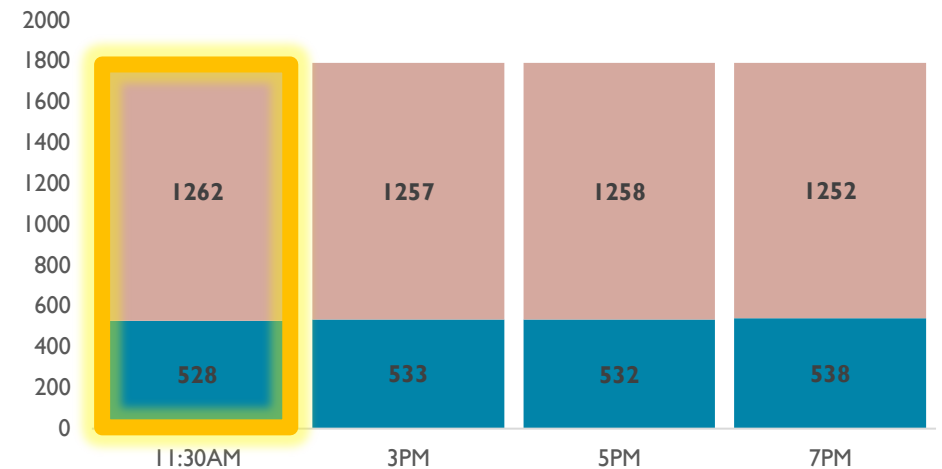
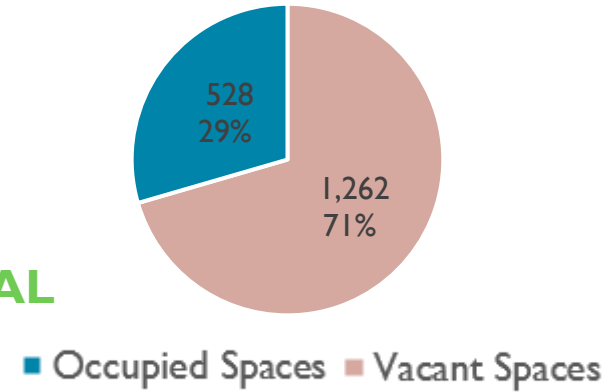
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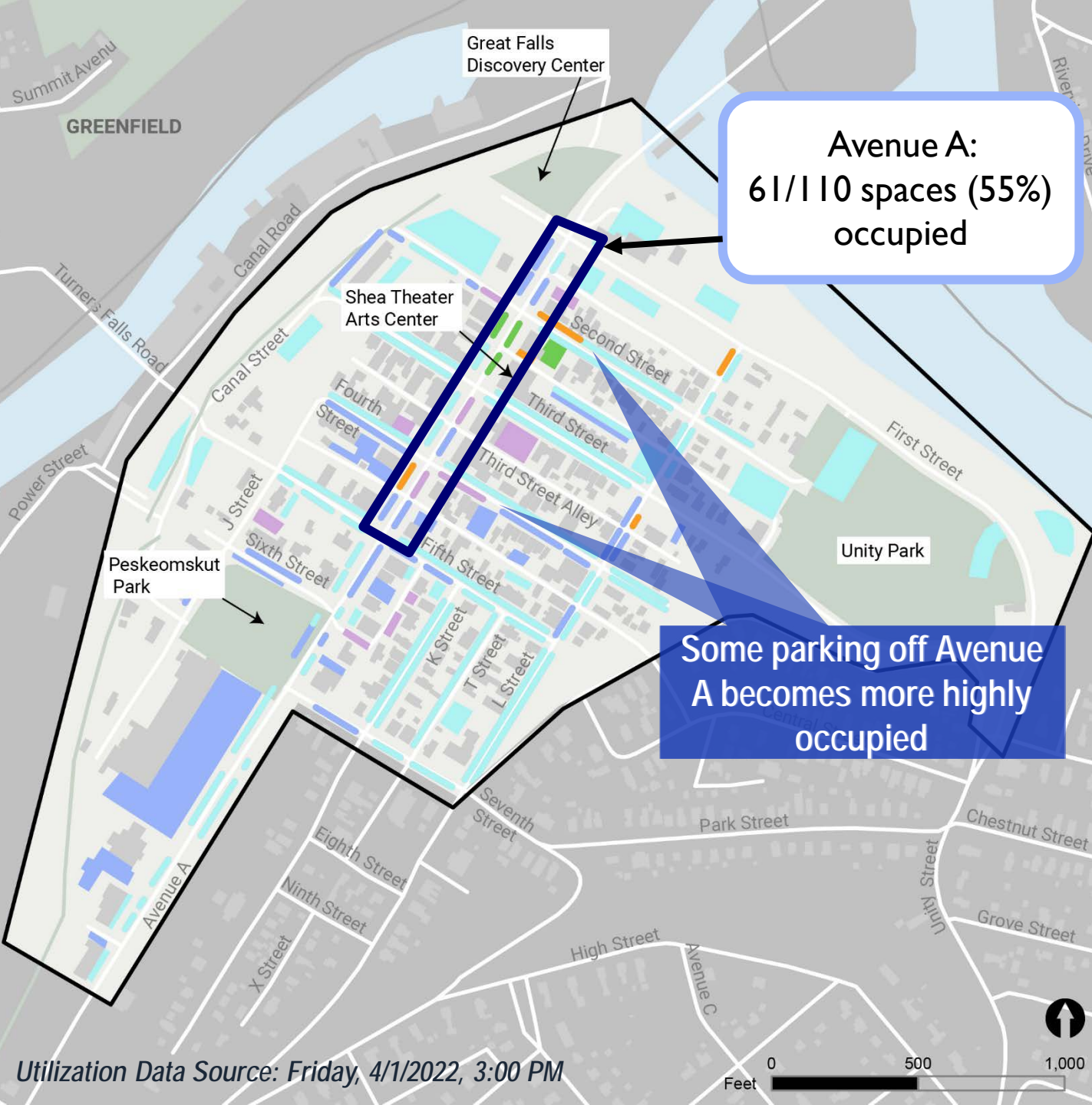


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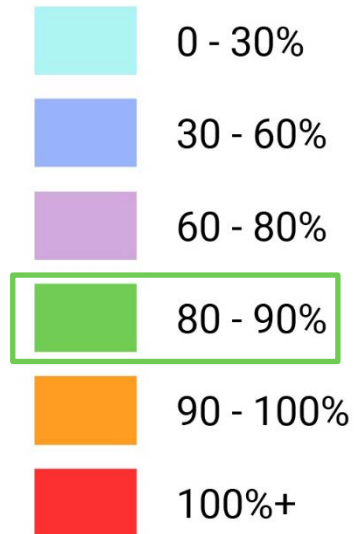
Occupied Spaces Vacant Spaces

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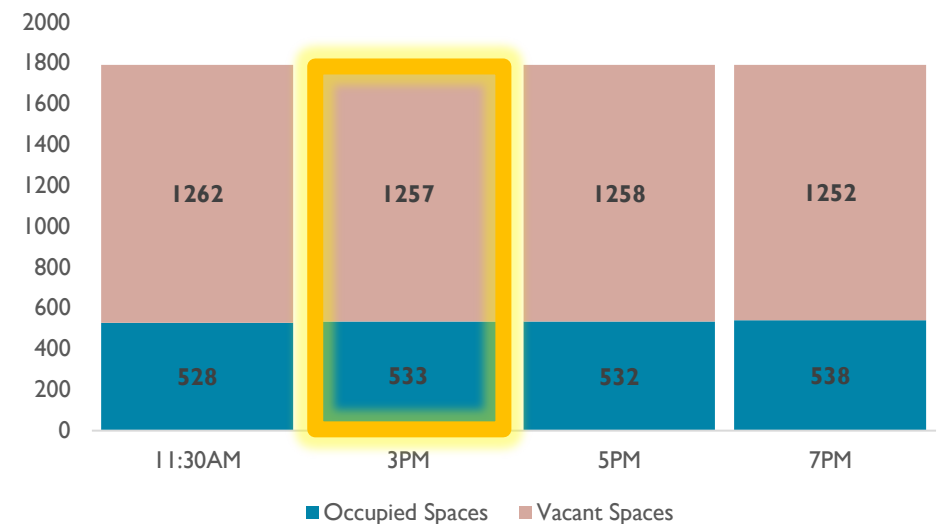
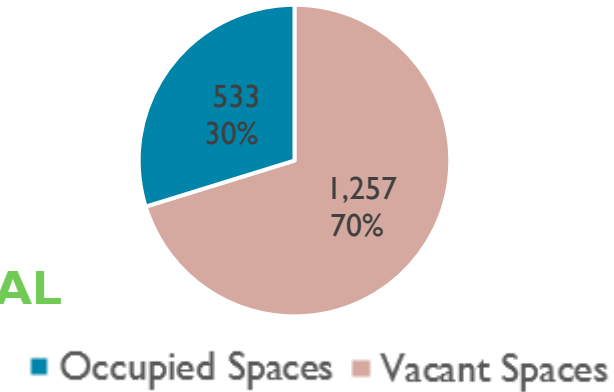


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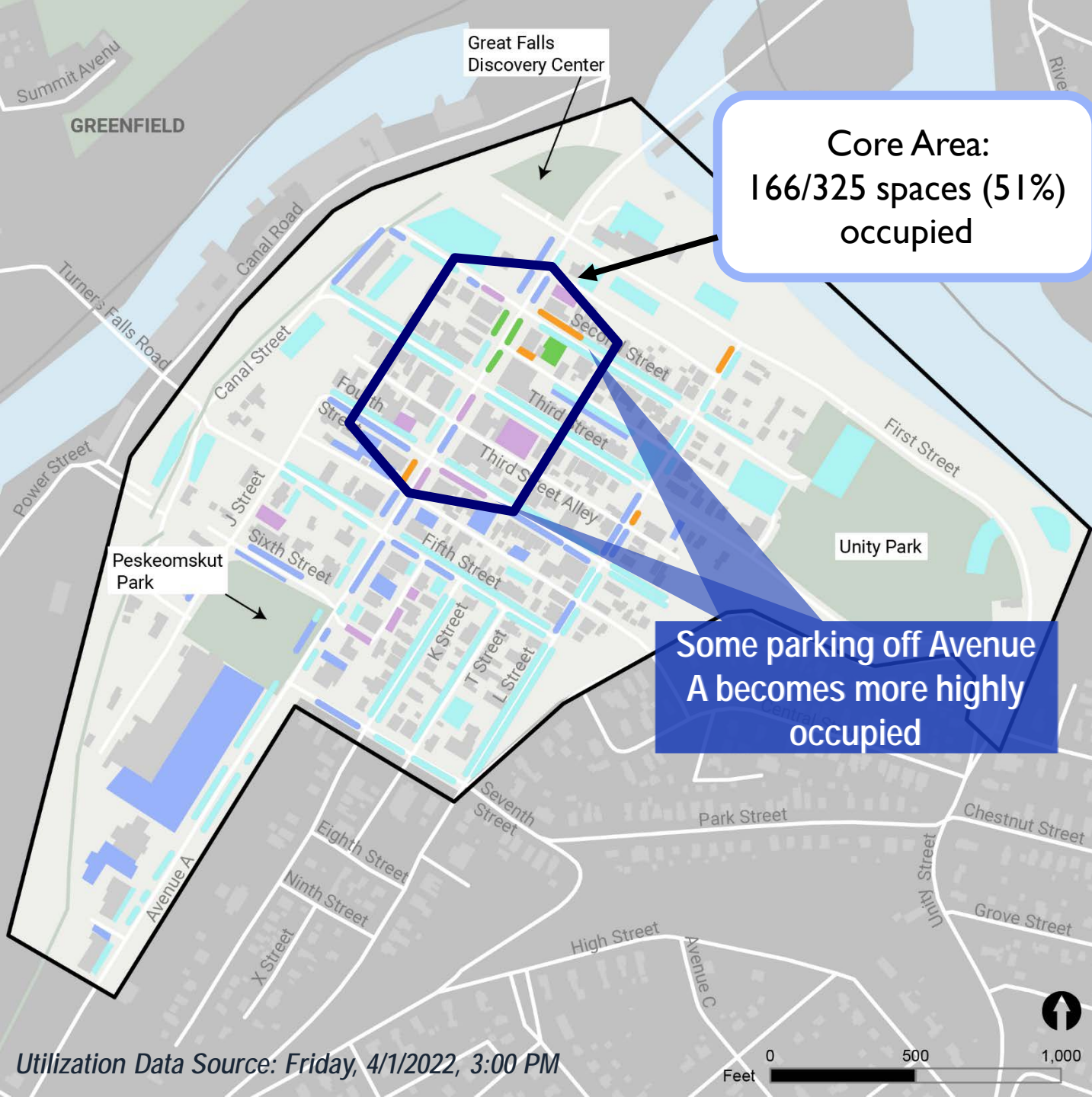
Parking Demand



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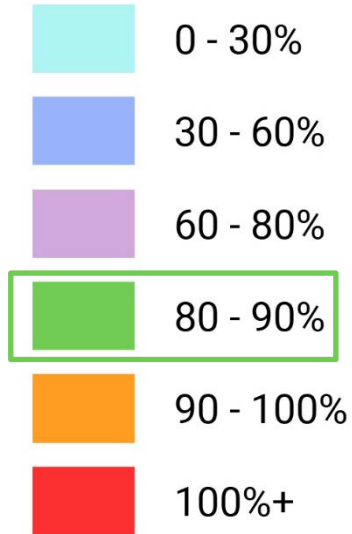


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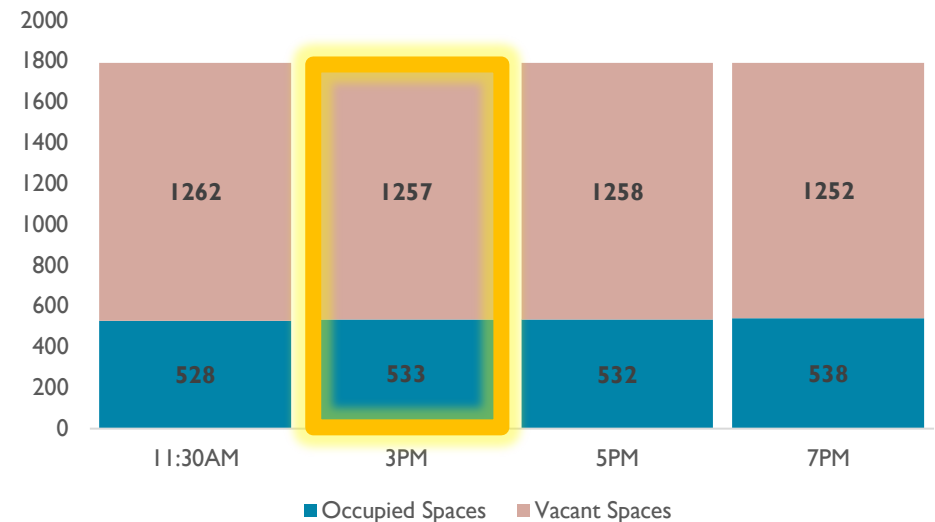
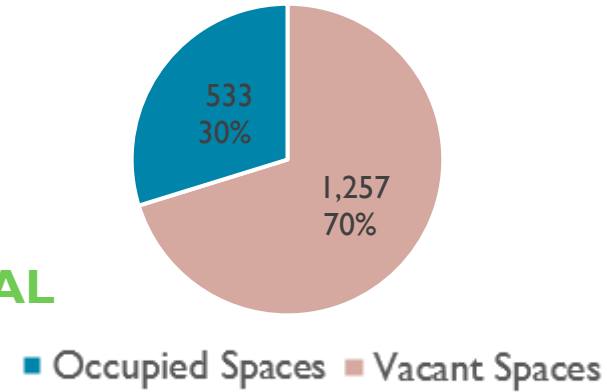


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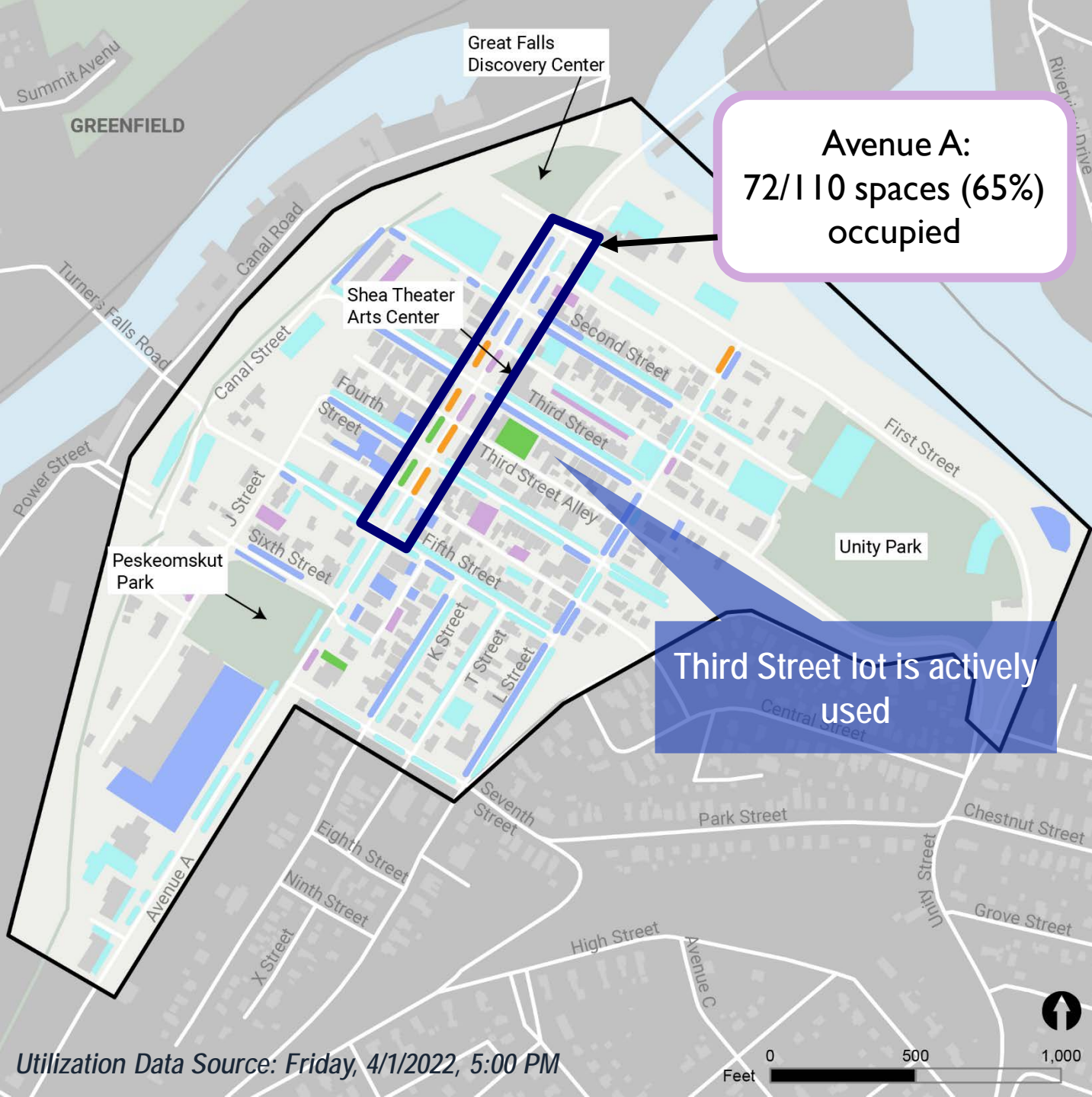
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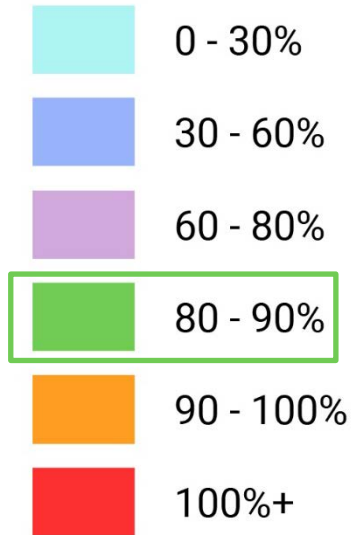


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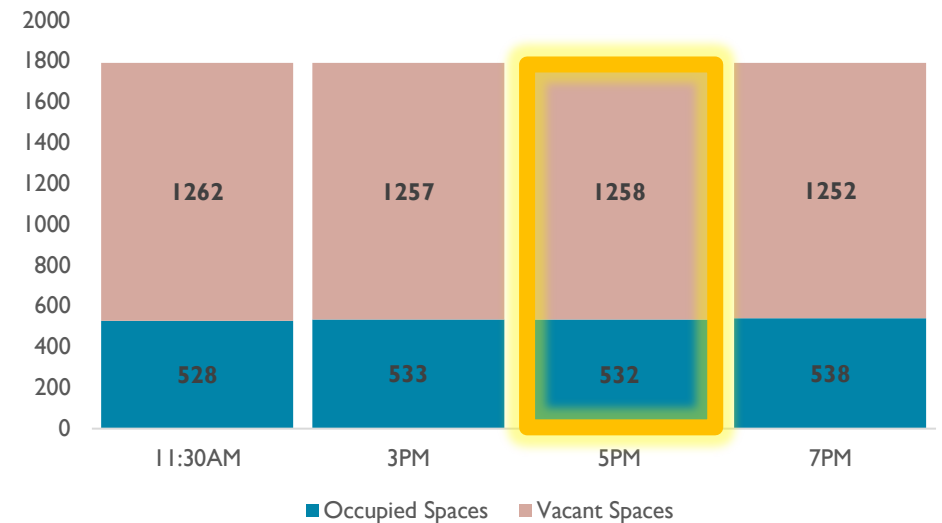
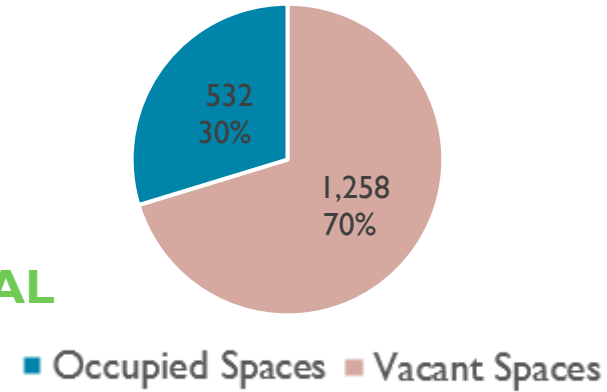


Downtown Parking Demand Friday, April 1, 2022 – 5:00 PM

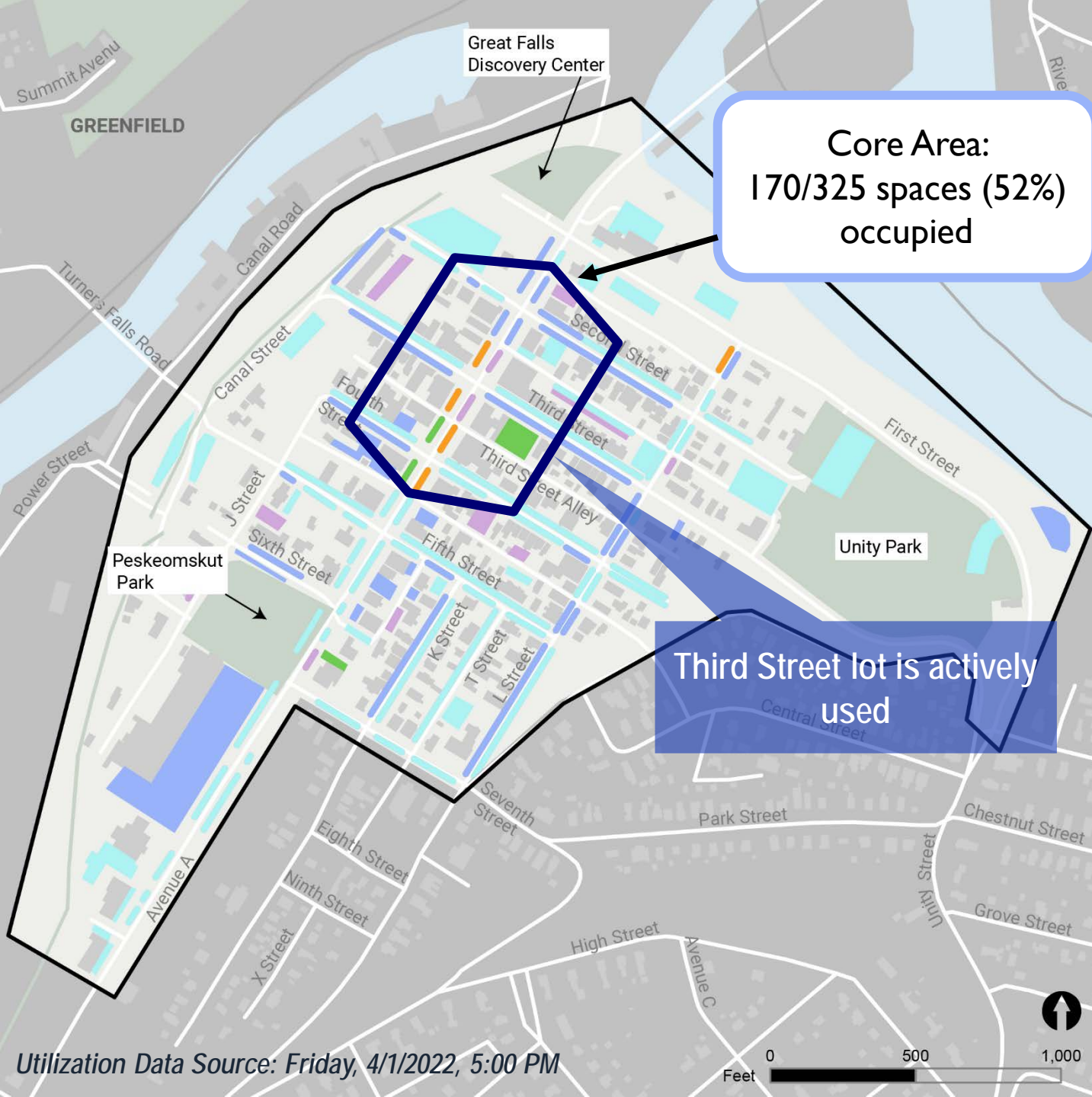
Parking Demand



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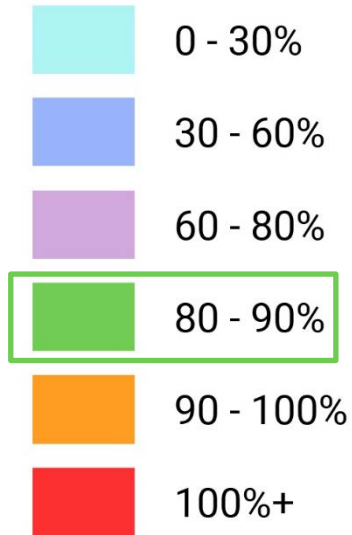


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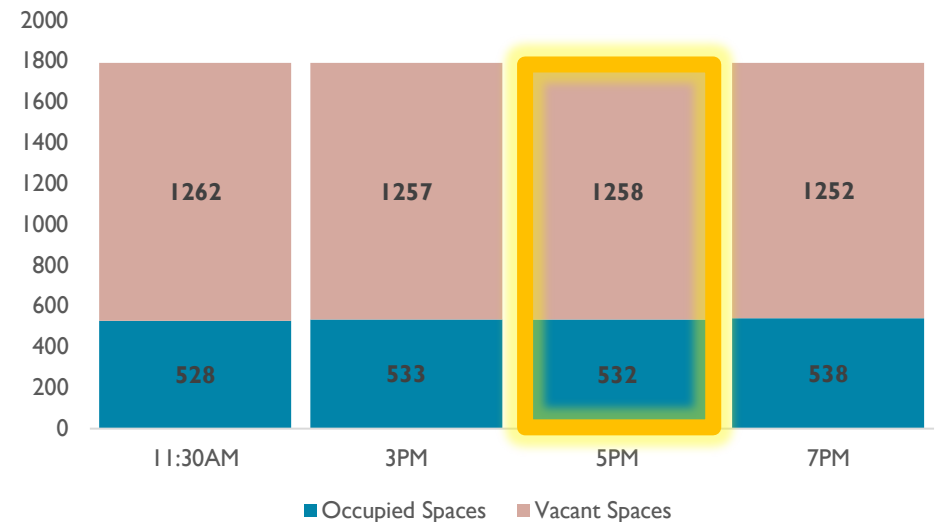
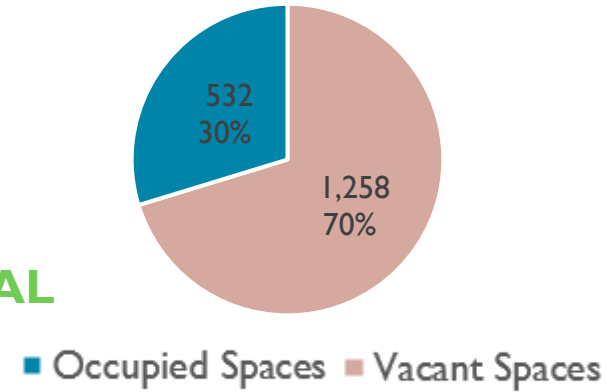


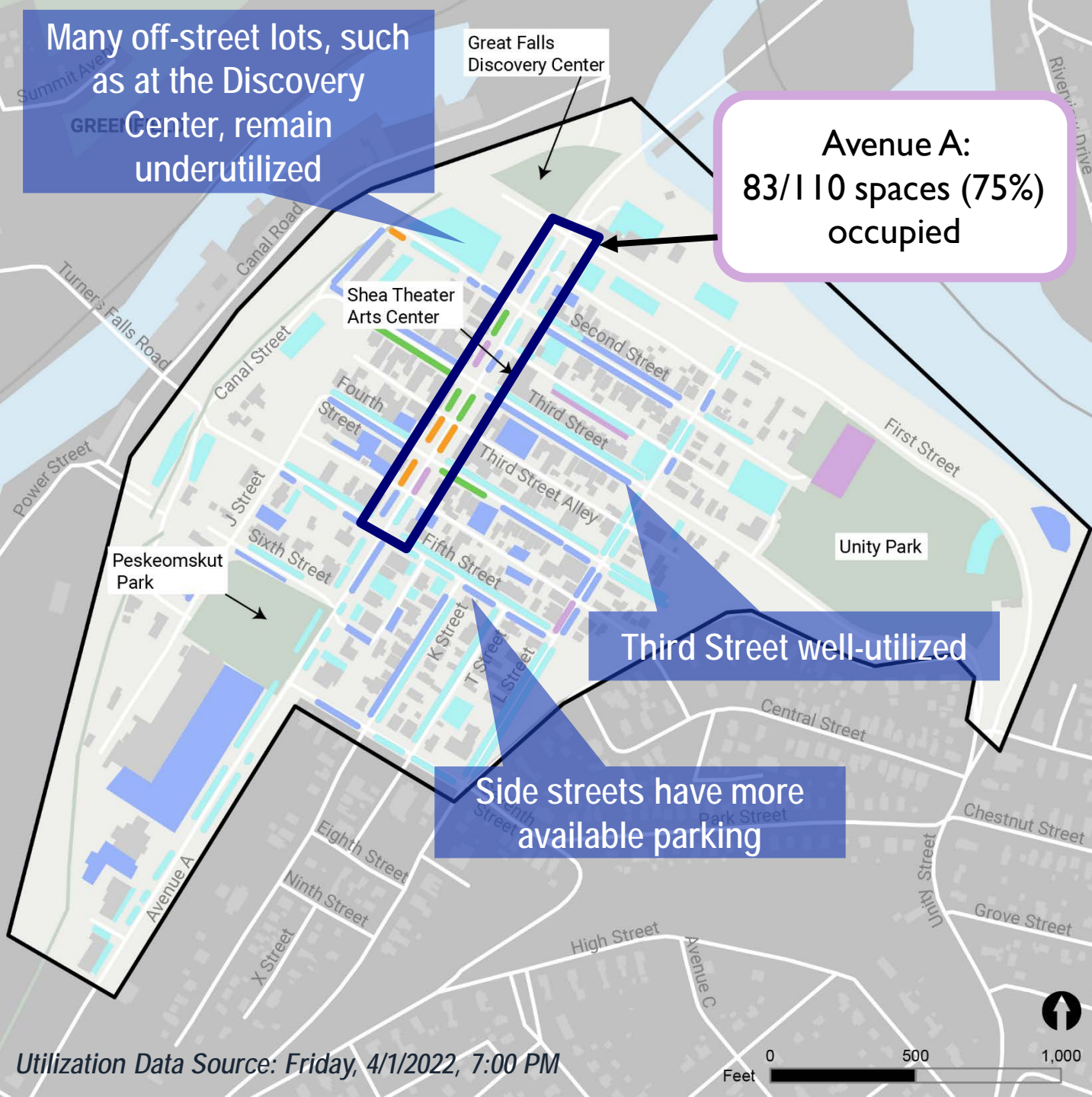
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Parking Demand



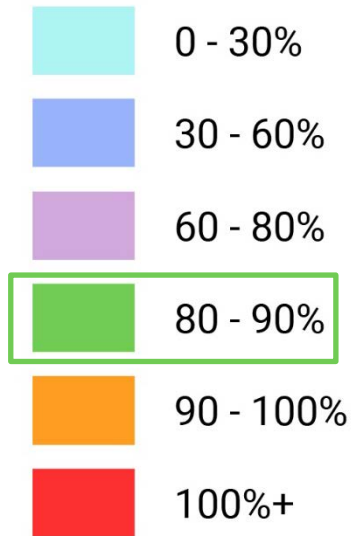
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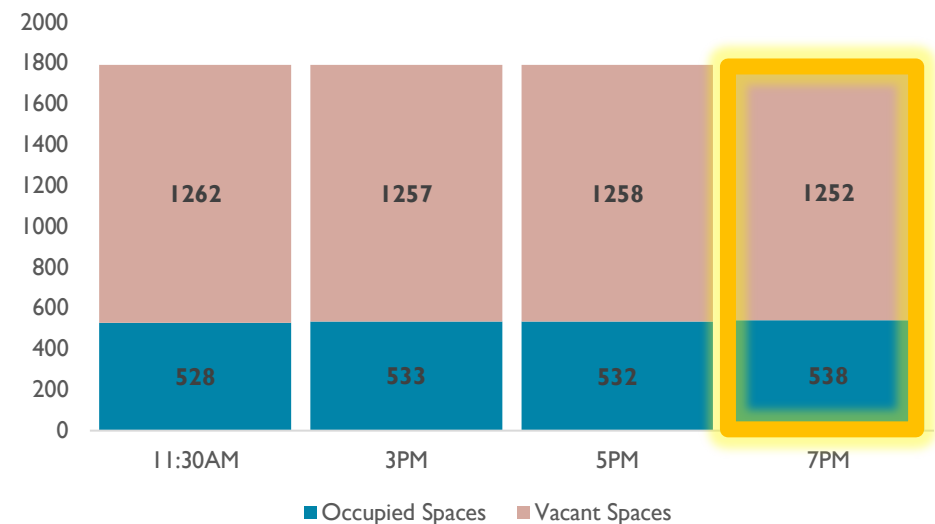
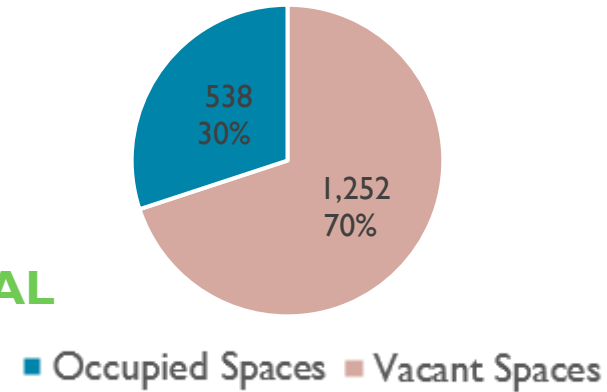


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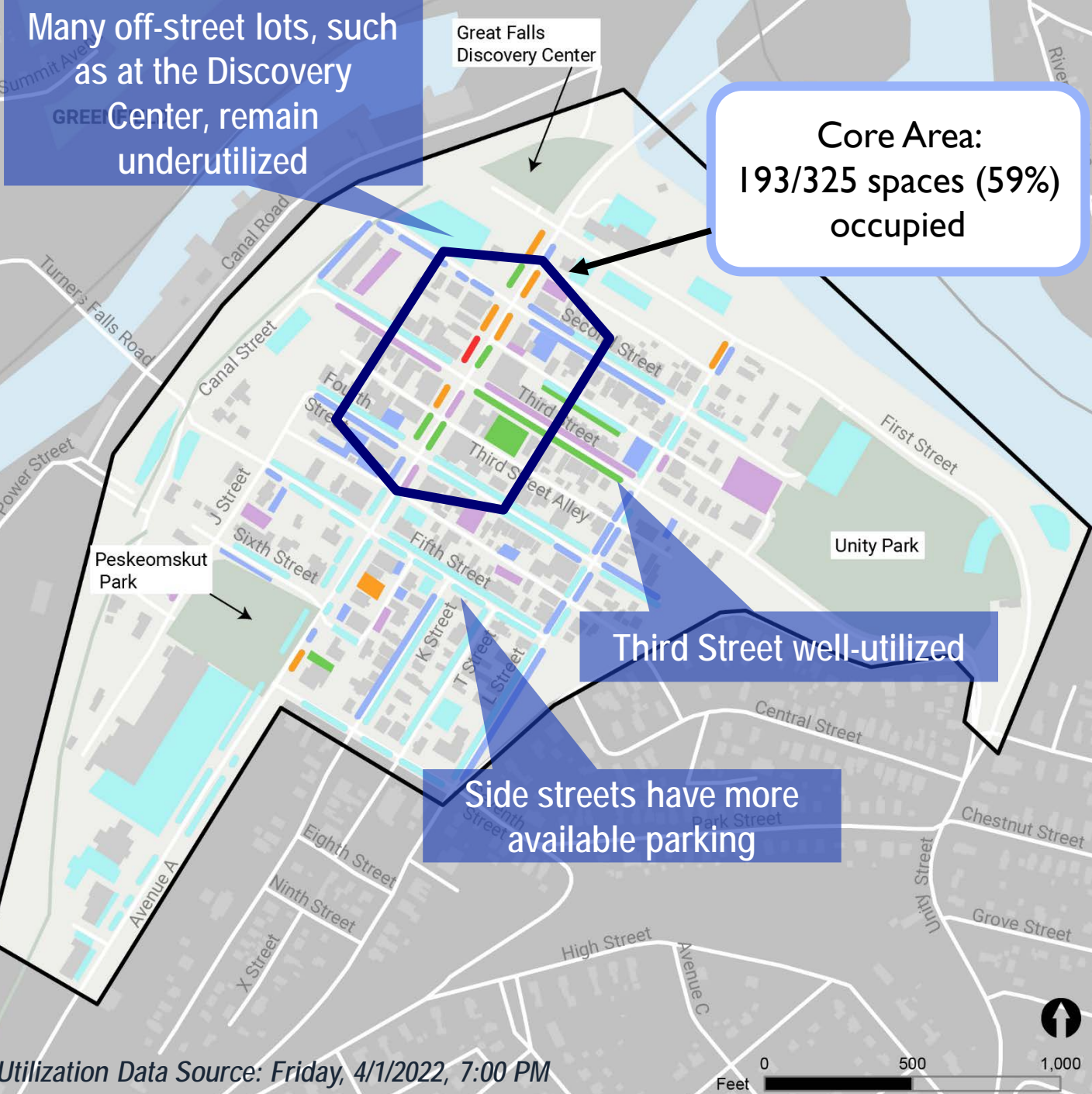
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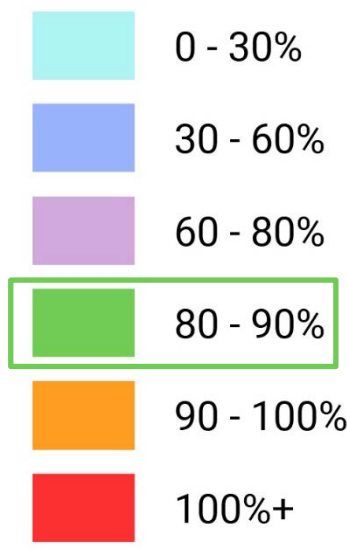


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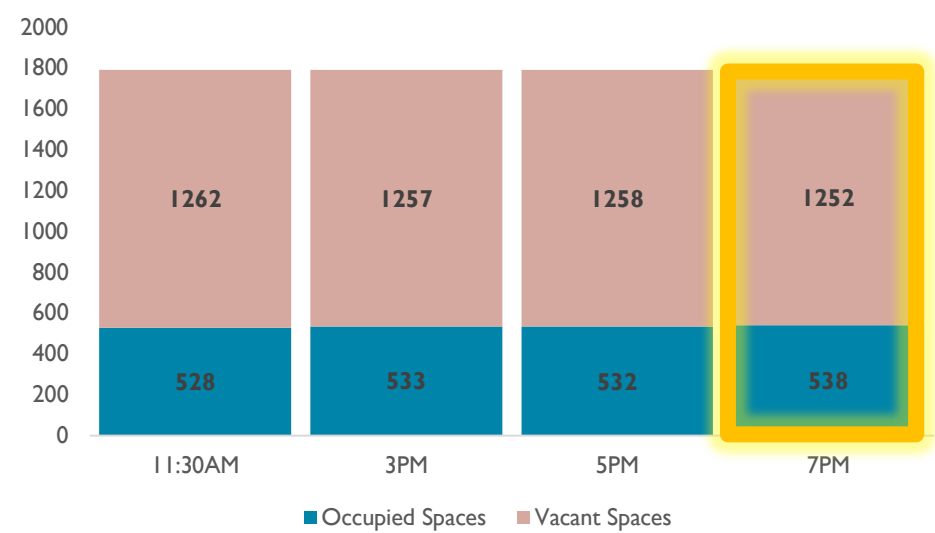
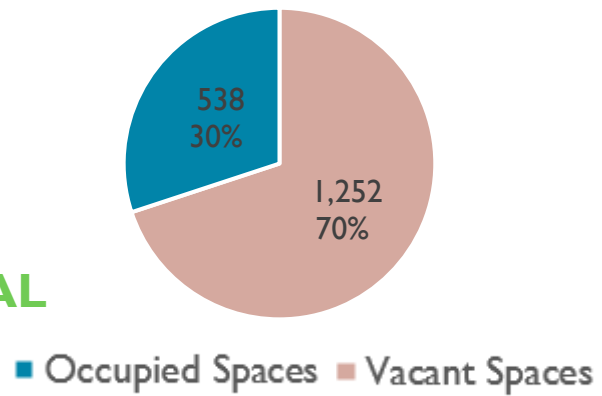


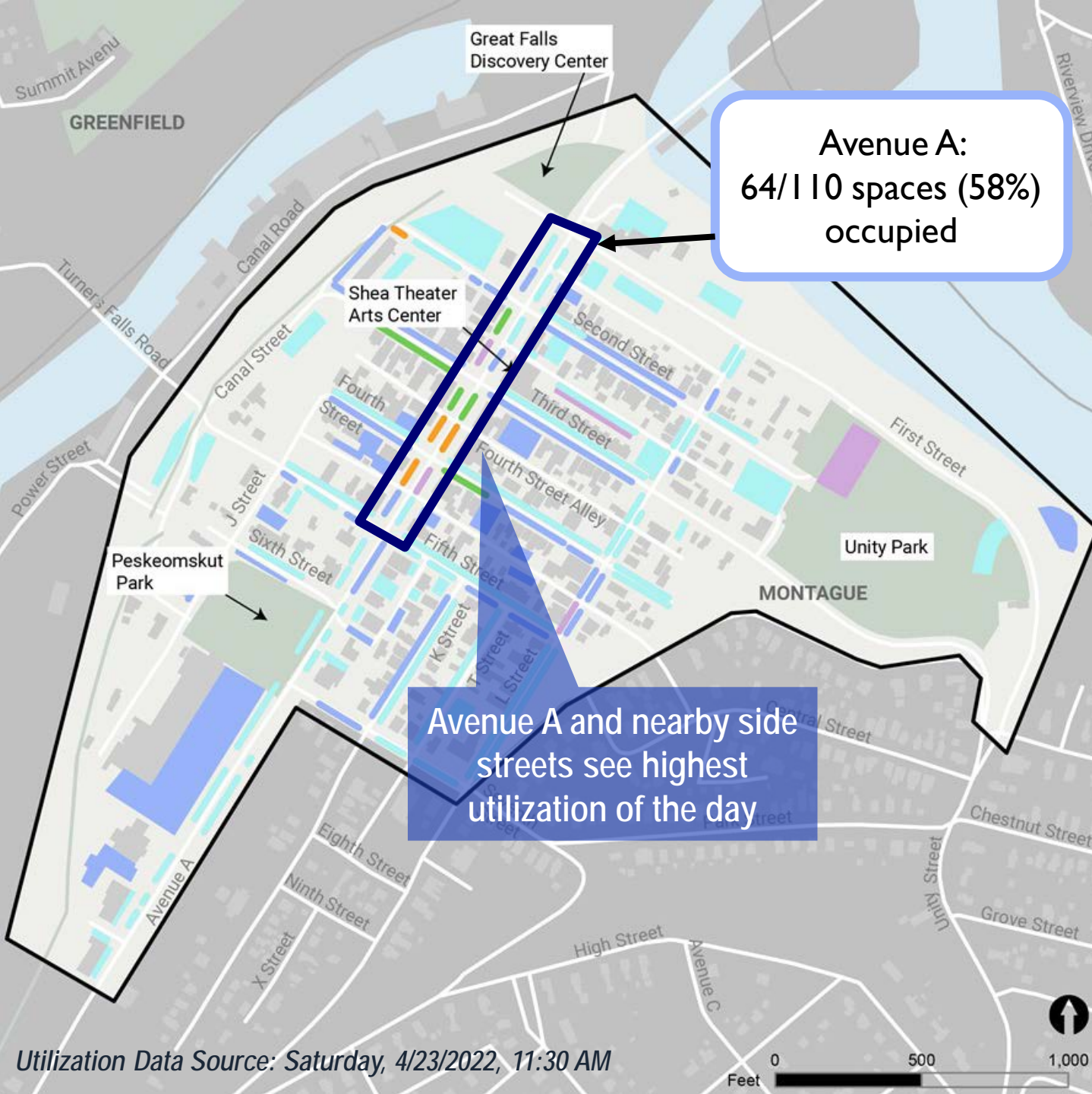
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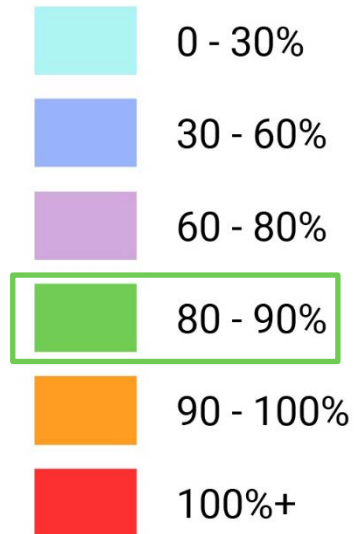
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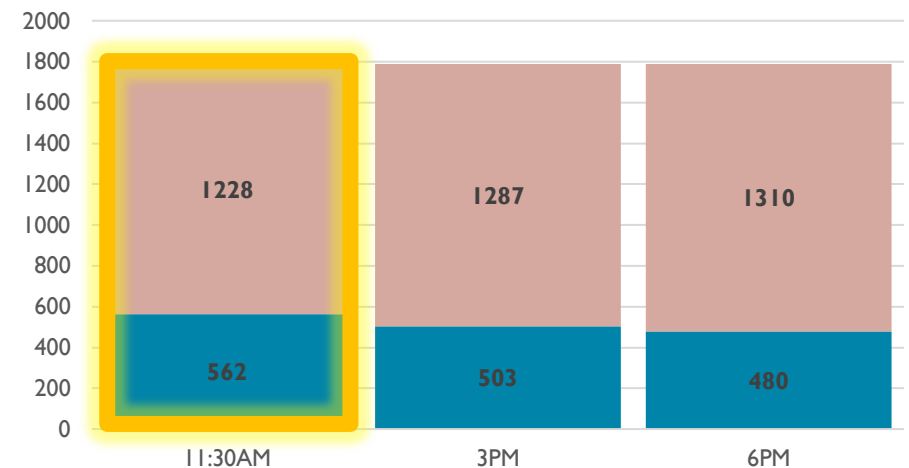
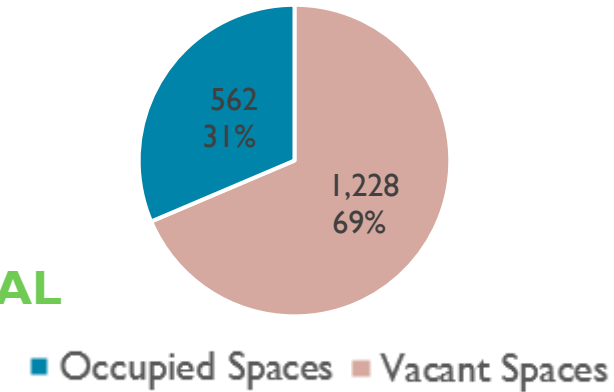


Downtown Parking Demand Saturday, April 23, 2022 – 11:30 AM

Parking Demand

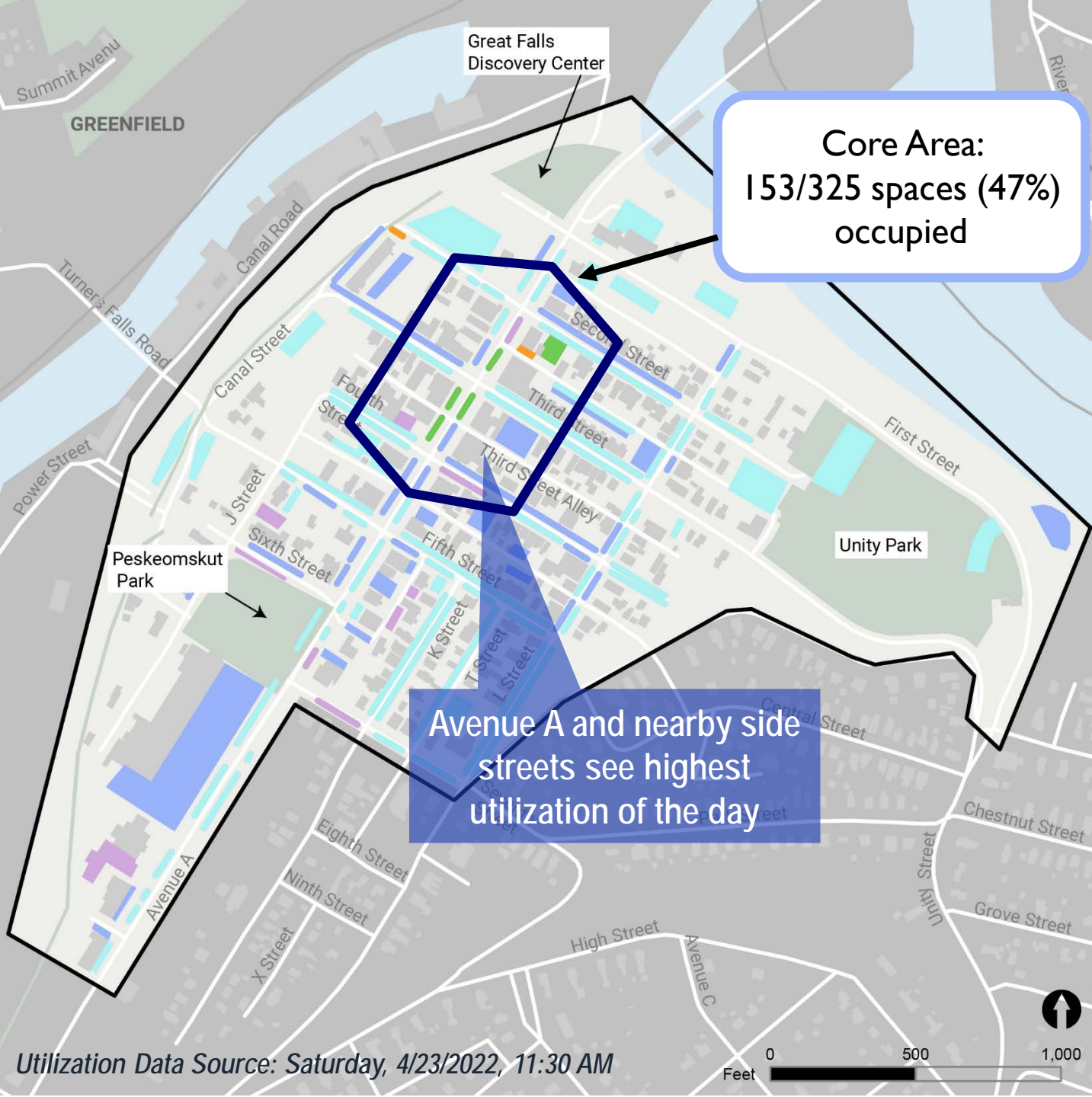


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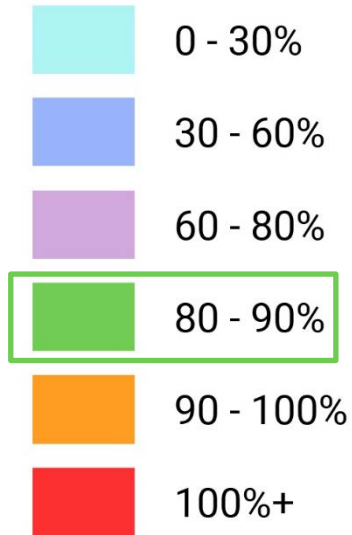
■ Occupied Spaces ■ Vacant Spaces

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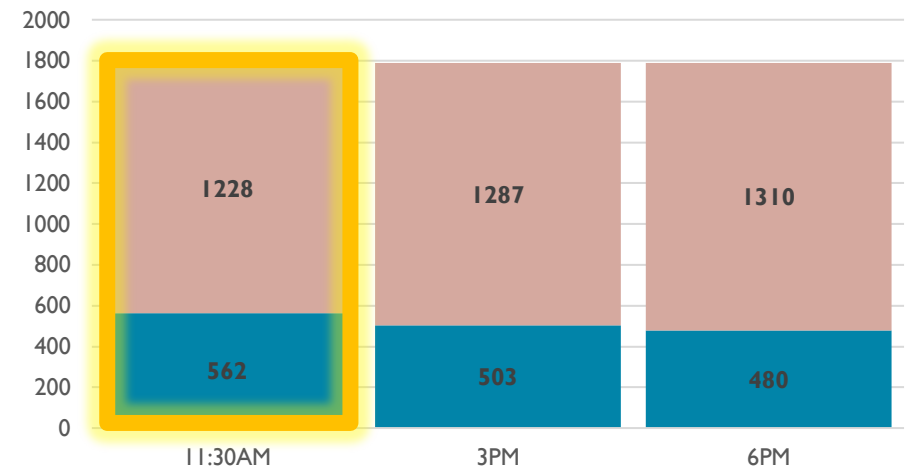
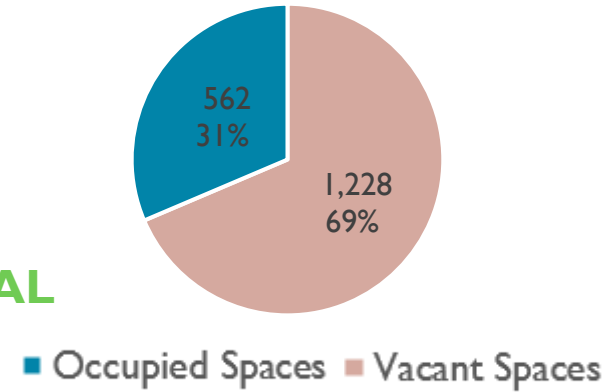


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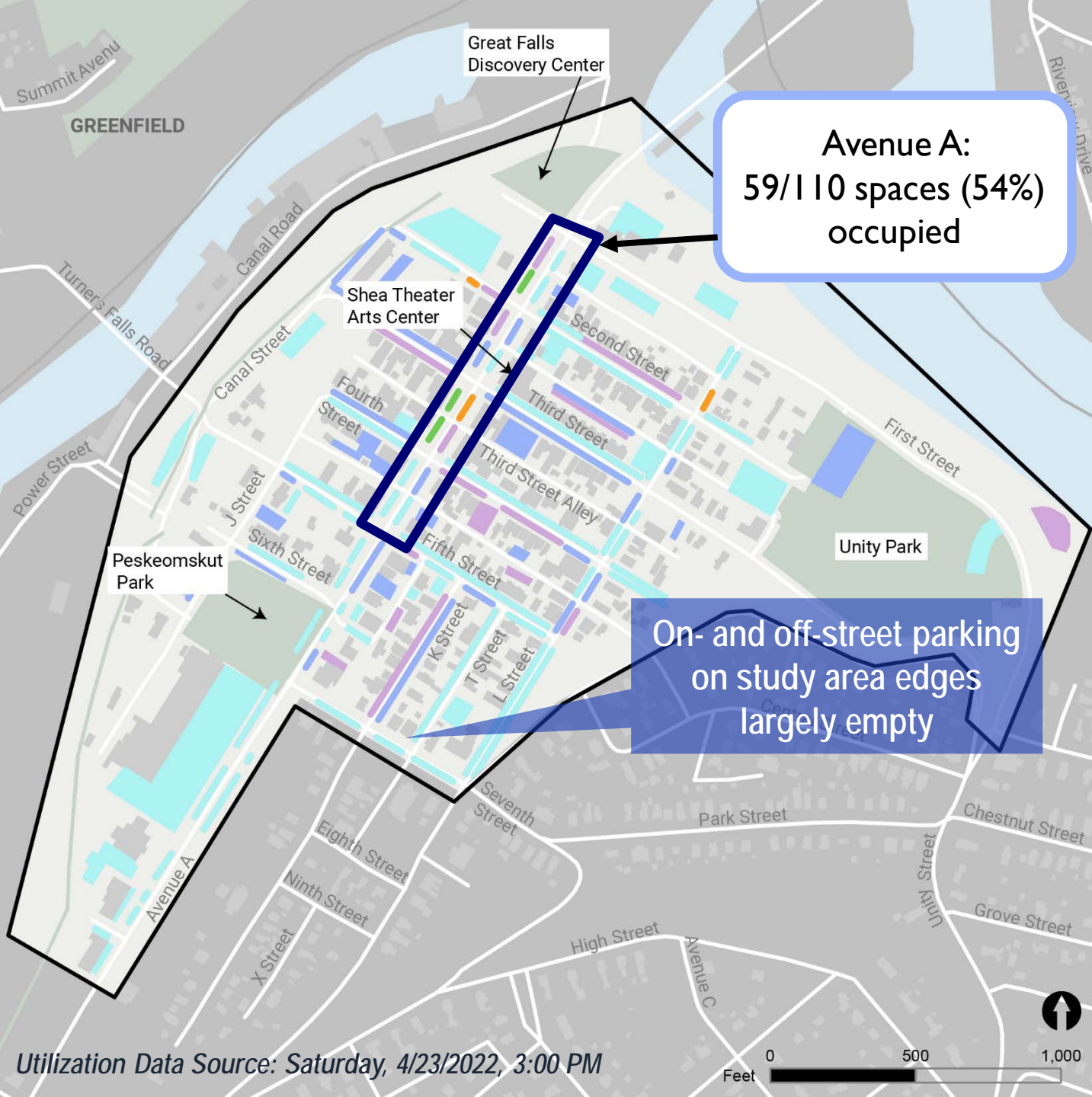
Parking Demand



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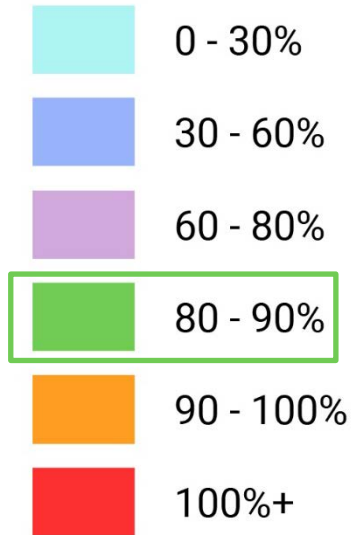


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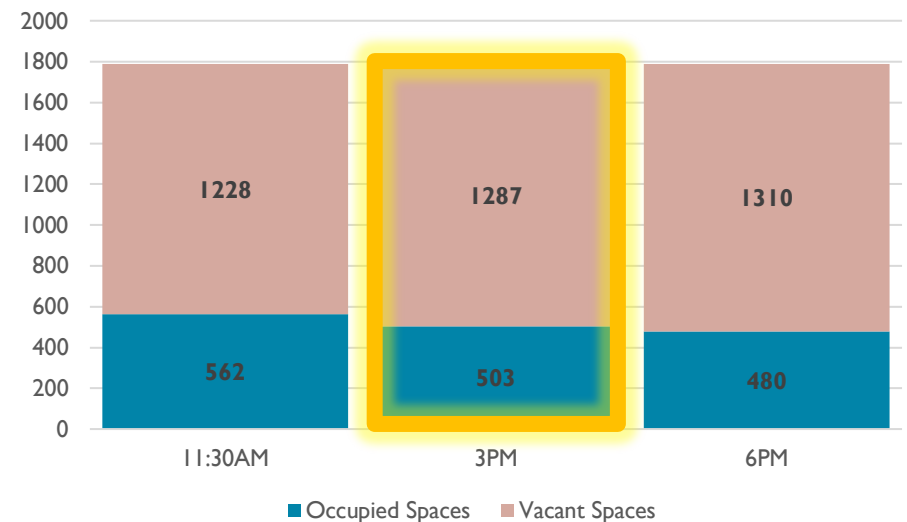
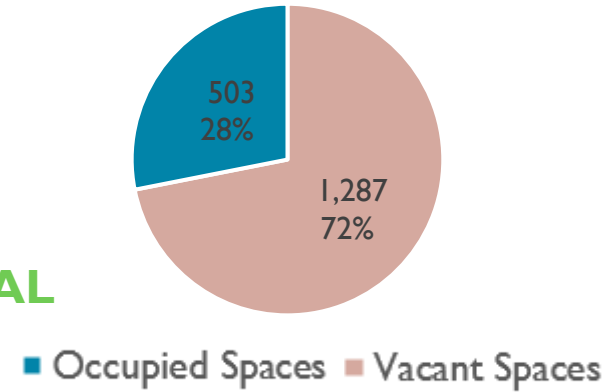


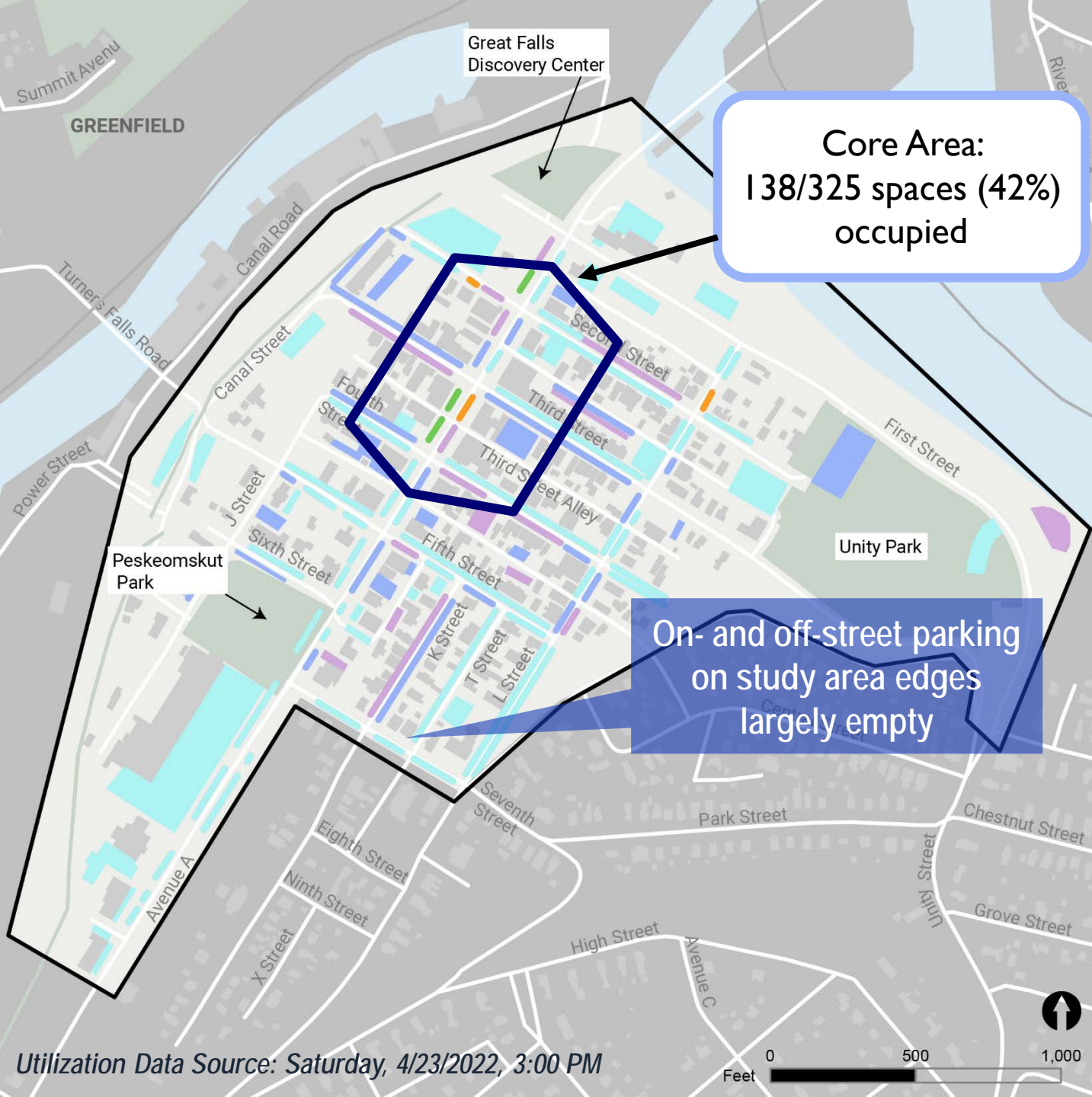
Downtown Parking Demand Saturday, April 23, 2022 – 3:00 PM

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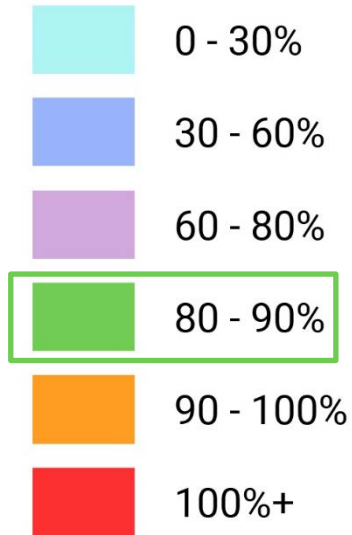
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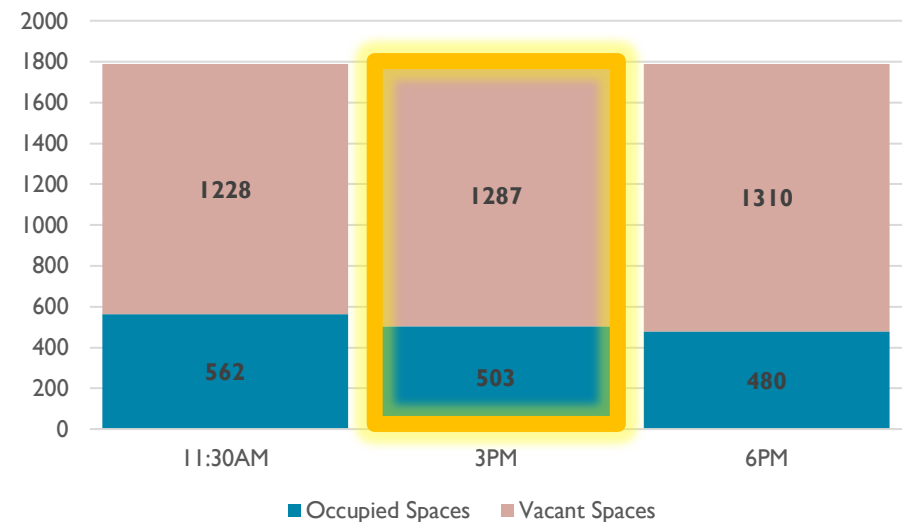
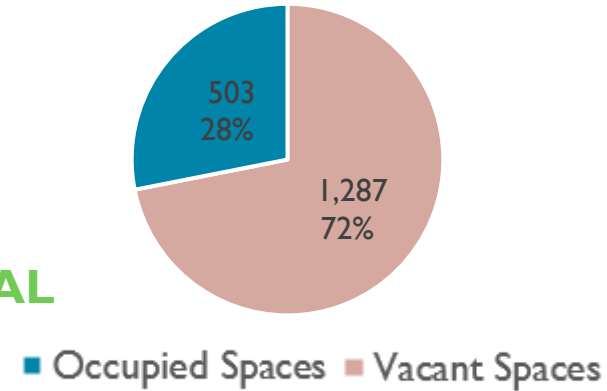


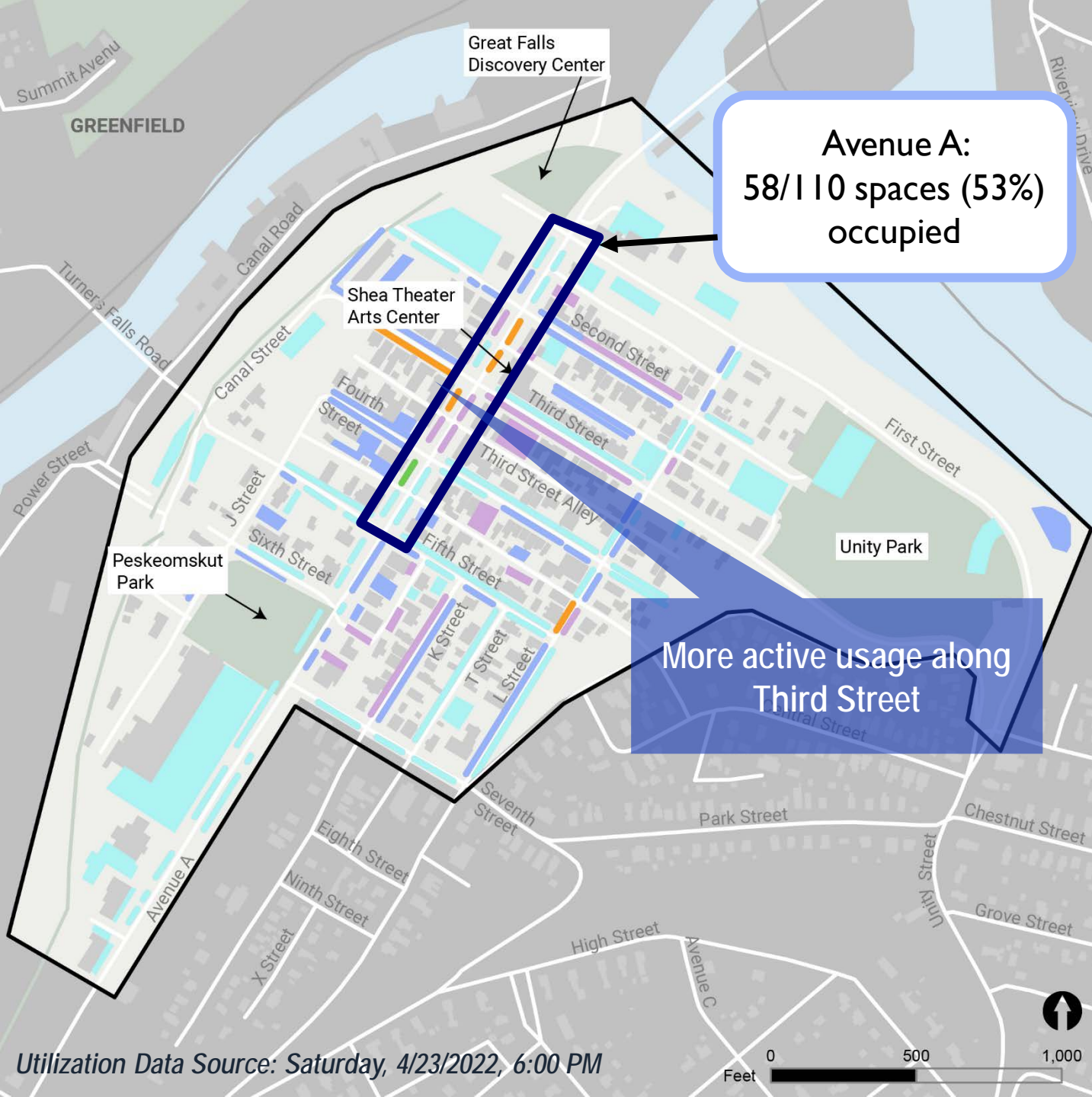
Downtown Parking Demand Saturday, April 23, 2022 – 3:00 PM

Parking Demand



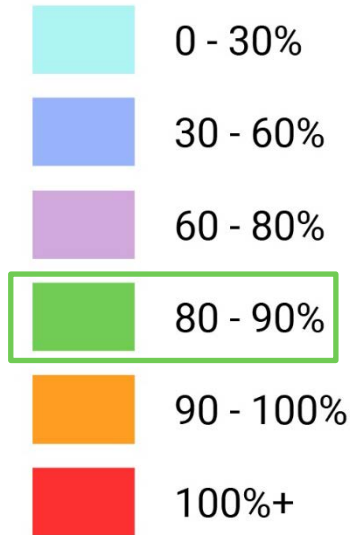
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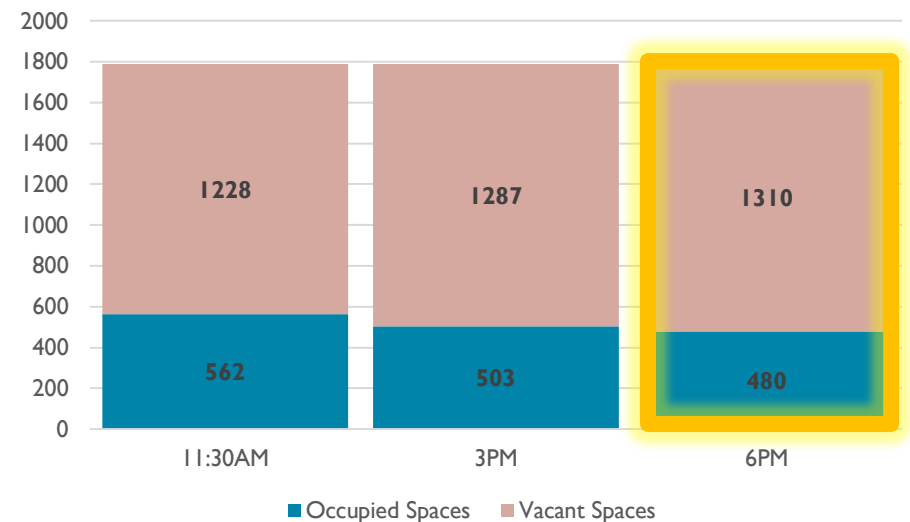
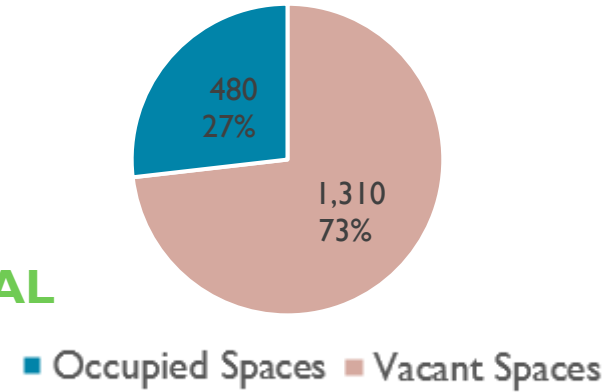


Downtown Parking Demand Saturday, April 23, 2022 – 6:00 PM

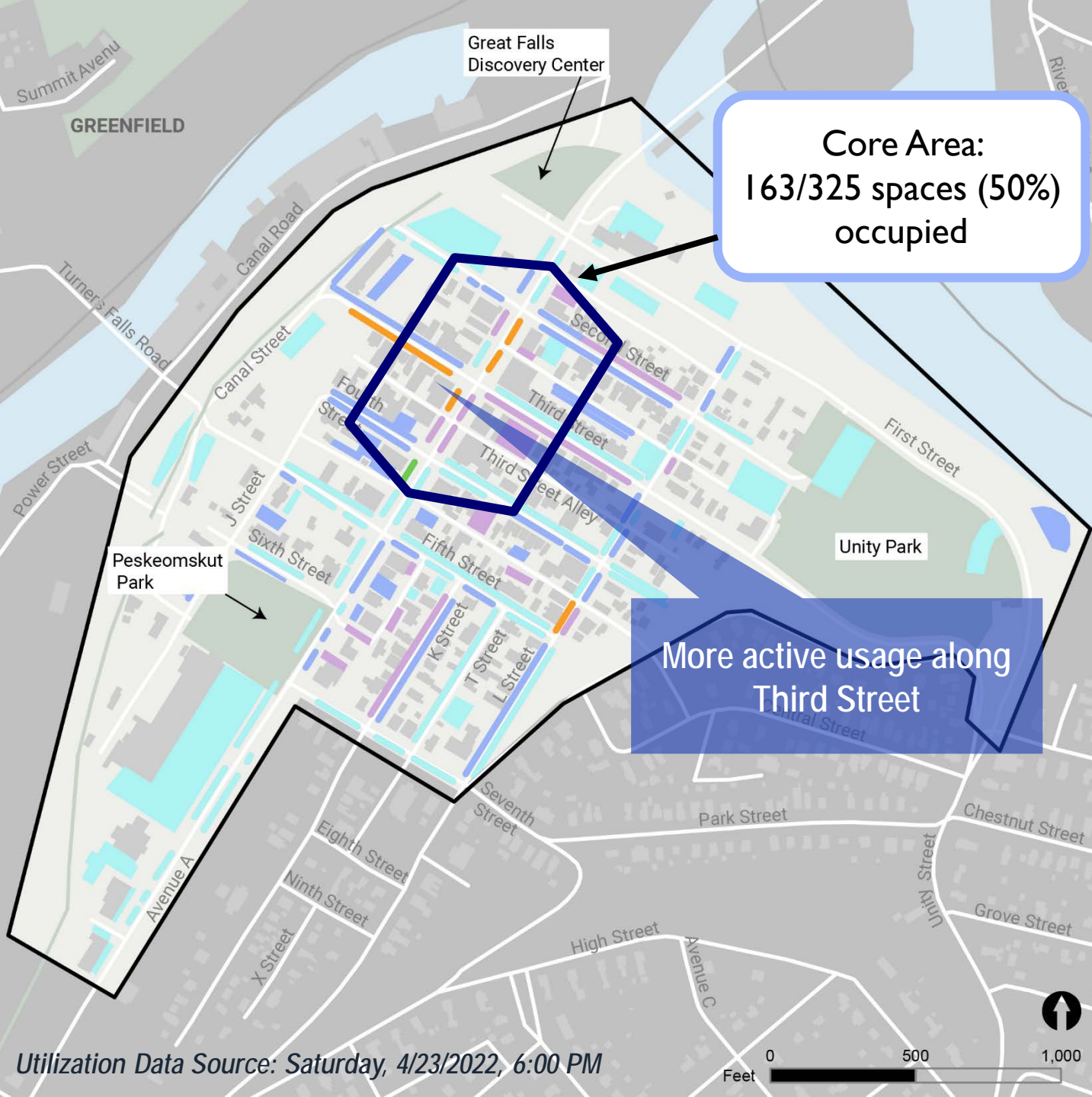
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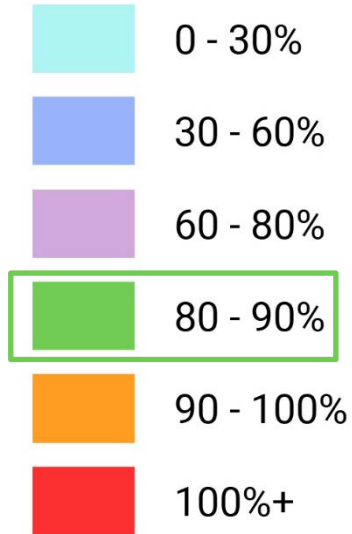


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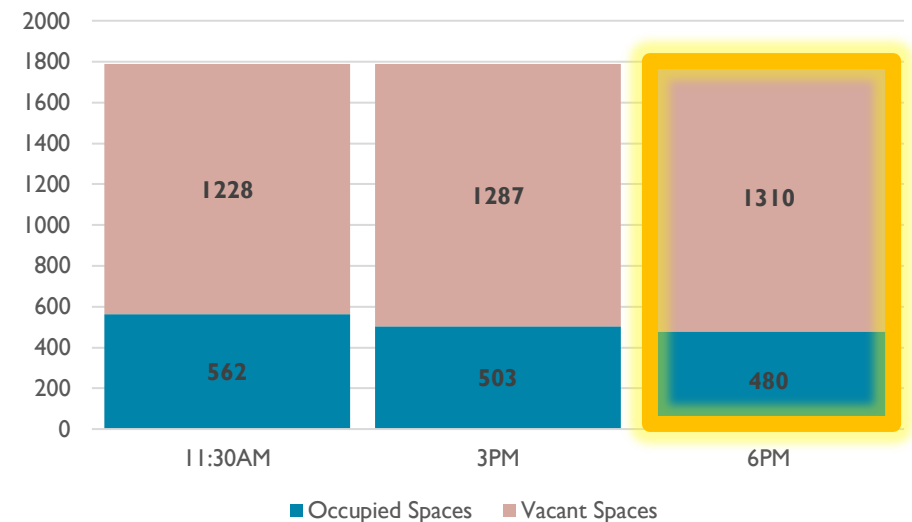
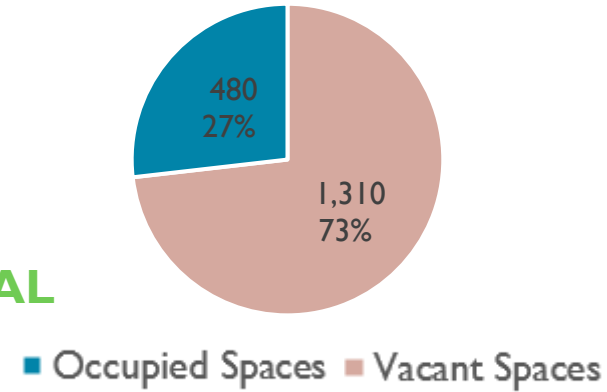


Downtown Parking Demand Saturday, April 23, 2022 – 6:00 PM

Parking Demand



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Utilization Data Source: Saturday, 4/23/2022, 6:00 PM

Stakeholder Feedback



Two sessions held in late March

- Town staff (administrator, DPW, Police)
- Community stakeholders (businesses, property owners, DCR, Shea Theater)

Key pieces of feedback

- Avenue A should be reserved primarily for customers
- Parking can be difficult to find during peak periods (weekend evenings, Shea event)
- Avenue A does not accommodate short-term parking and loading/deliveries
- Signage could better direct motorists to available parking
- Snow parking ban is not consistently enforced



Survey Release



Survey open through May 20, 2022

Access at

<https://tinyurl.com/TurnersFallsParking>



Turners Falls Parking Study Survey

The Town of Montague is conducting a Parking Study focused on Downtown Turners Falls, incorporating Avenue A from the Gill-Montague Bridge to retail uses beyond Seventh Street and associated side streets. This study will review current parking issues and concerns, conduct an inventory and utilization analysis, review local policies and practices related to parking, and propose recommendations to improve parking in Downtown Turners Falls now and into the future.

We want to understand more about your experience with parking in Downtown Turners Falls and would value your help in identifying what has been working and what can be improved. This survey should take approximately 10 minutes to complete.

Thank you for your feedback!

If you know of others in the community who would be interested in providing their feedback, please pass this survey along.

...

* Required

1. What is your primary reason for visiting Downtown Turners Falls? *

- ☐ I live in Downtown Turners Falls (within a short walk from Avenue A)
- ☐ I live elsewhere but work in Downtown Turners Falls

What Parking Changes Do You Want to See?



Short-Term Parking and Loading Zone Designations



What Parking Changes Do You Want to See?



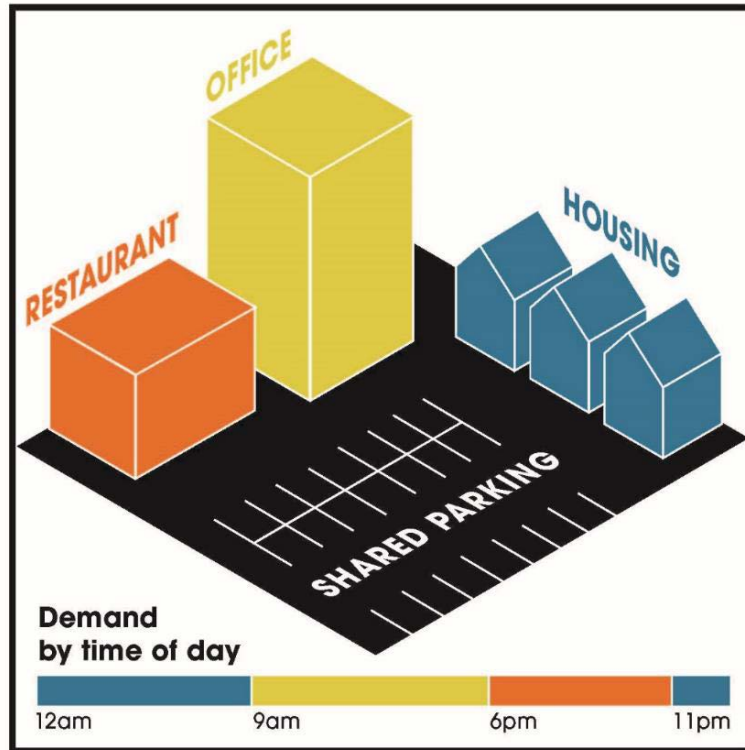
Better Wayfinding and Signage



What Parking Changes Do You Want to See?



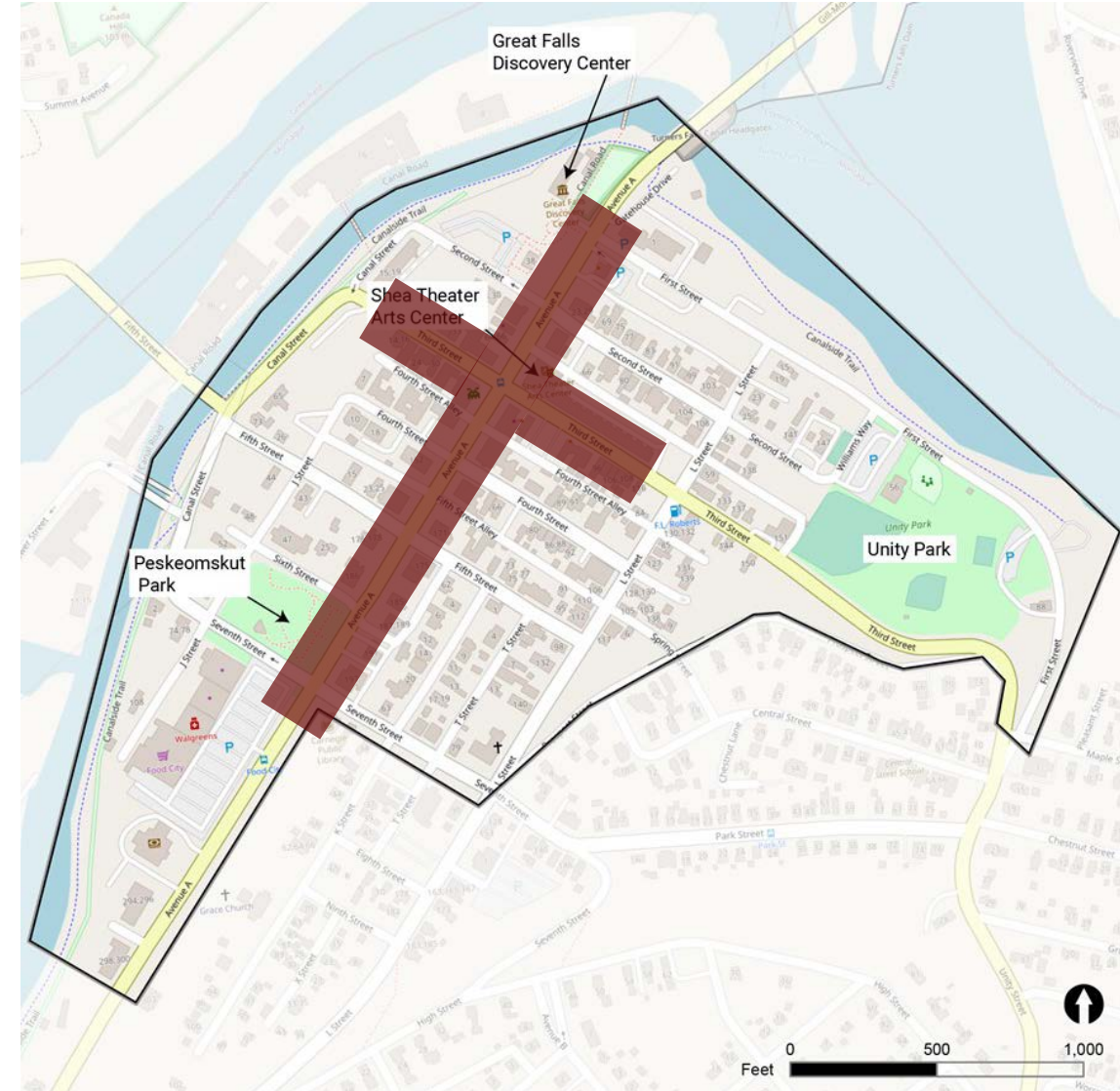
More Shared Parking



What Parking Changes Do You Want to See?



More Designated
Customer Parking Areas



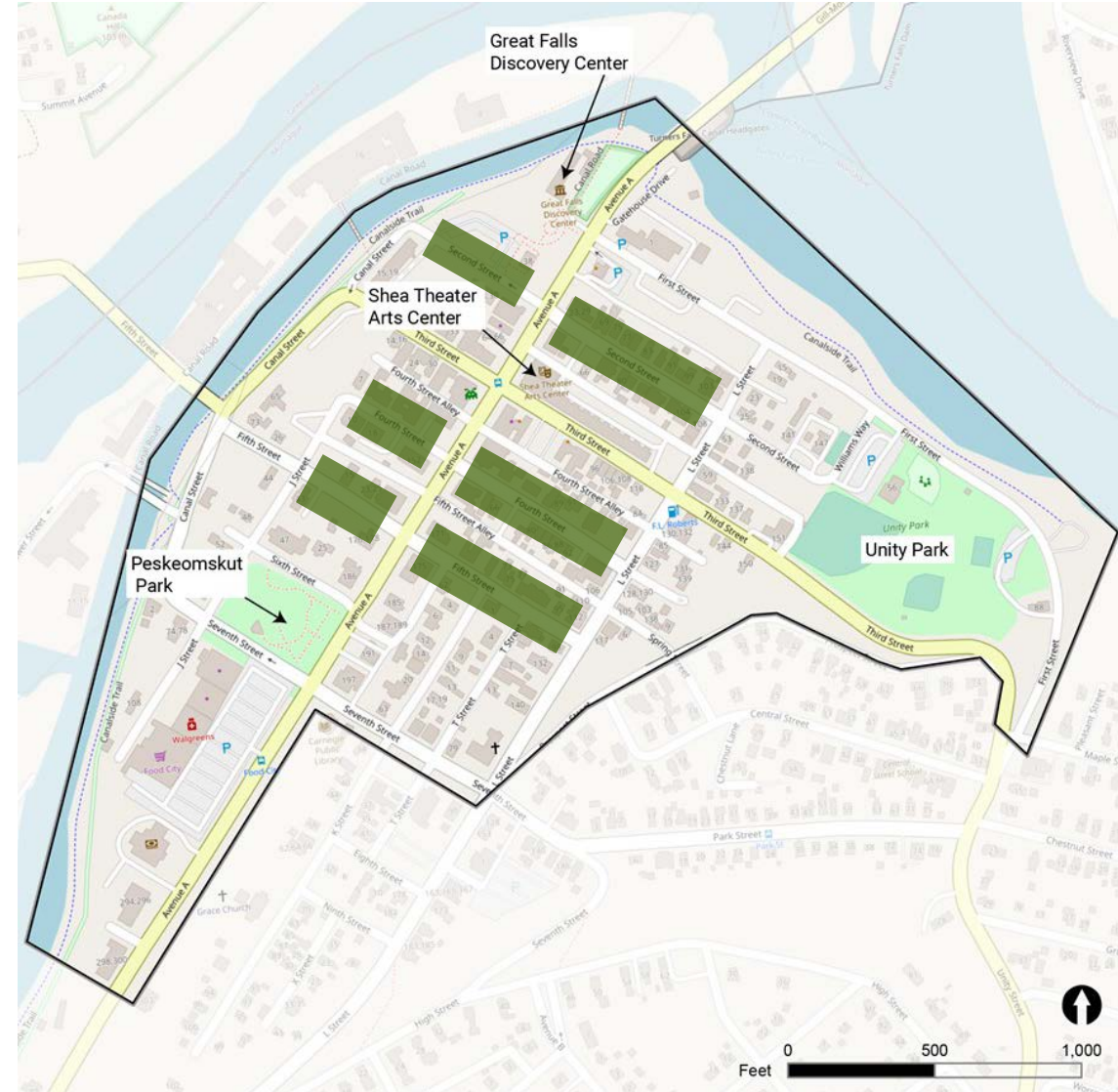
What Parking Changes Do You Want to See?



Designated Employee and Resident Parking Areas

**RESIDENT
PARKING
ONLY**

**EMPLOYEE
PARKING
ONLY**



What Parking Changes Do You Want to See?



Long-Term Vehicle Storage Restrictions



What Parking Changes Do You Want to See?



Improved Walking Environment and Lighting



What Parking Changes Do You Want to See?



More Bicycle Infrastructure



What Parking Changes Do You Want to See?



New Overnight Winter Parking Policies



Next Steps



What's Next?

- Evaluate Public Survey Findings
- Draft Improvement Strategies
- Study Release