

MONTAGUE (TURNERS FALLS) PARKING STUDY



SELECT BOARD



Introductions



Walter Ramsey – Town Planner

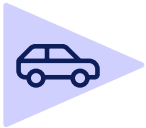


Michael Clark – Project Manager
Jason Schrieber – Principal in Charge



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

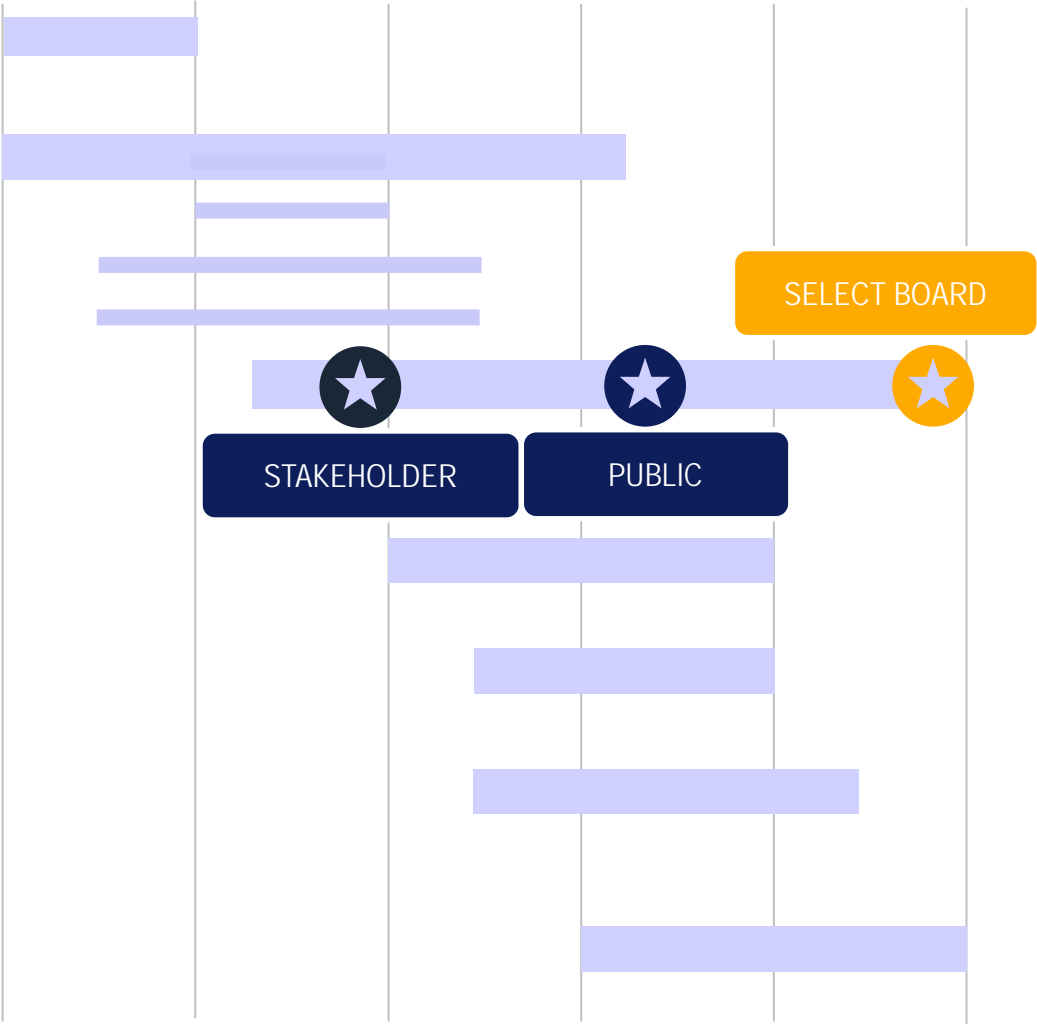
TASK 4. Parking Demand, Zoning Analysis, And Development Potential

TASK 5. Multimodal & Connectivity Analysis

TASK 6. Parking Management Strategies

TASK 7. Draft Recommendations & Final Plan

FEB MAR APR MAY JUN/JUL



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





INVENTORY AND UTILIZATION

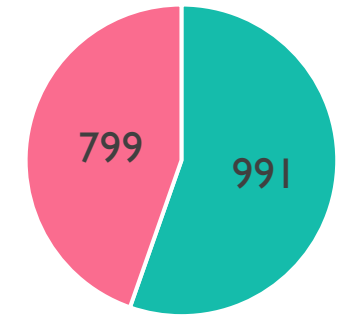
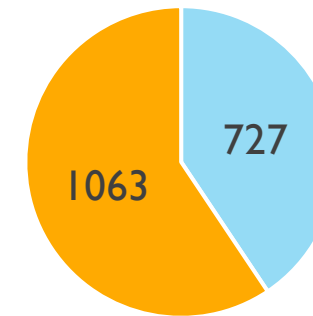


Study Area



Downtown Parking Inventory

There are 1,790 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 on-street parking is not allowed during the winter

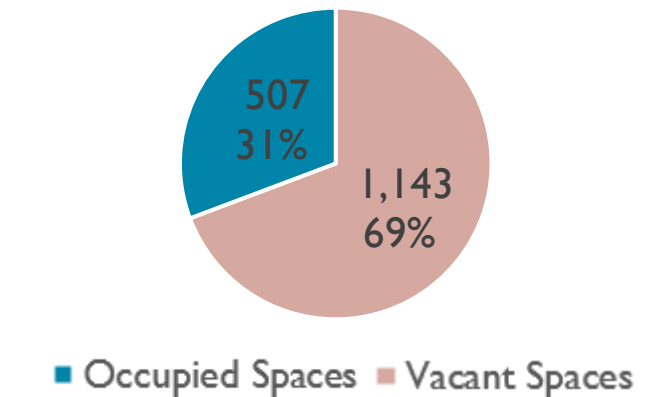


Some off-street lots are shared between two or more uses

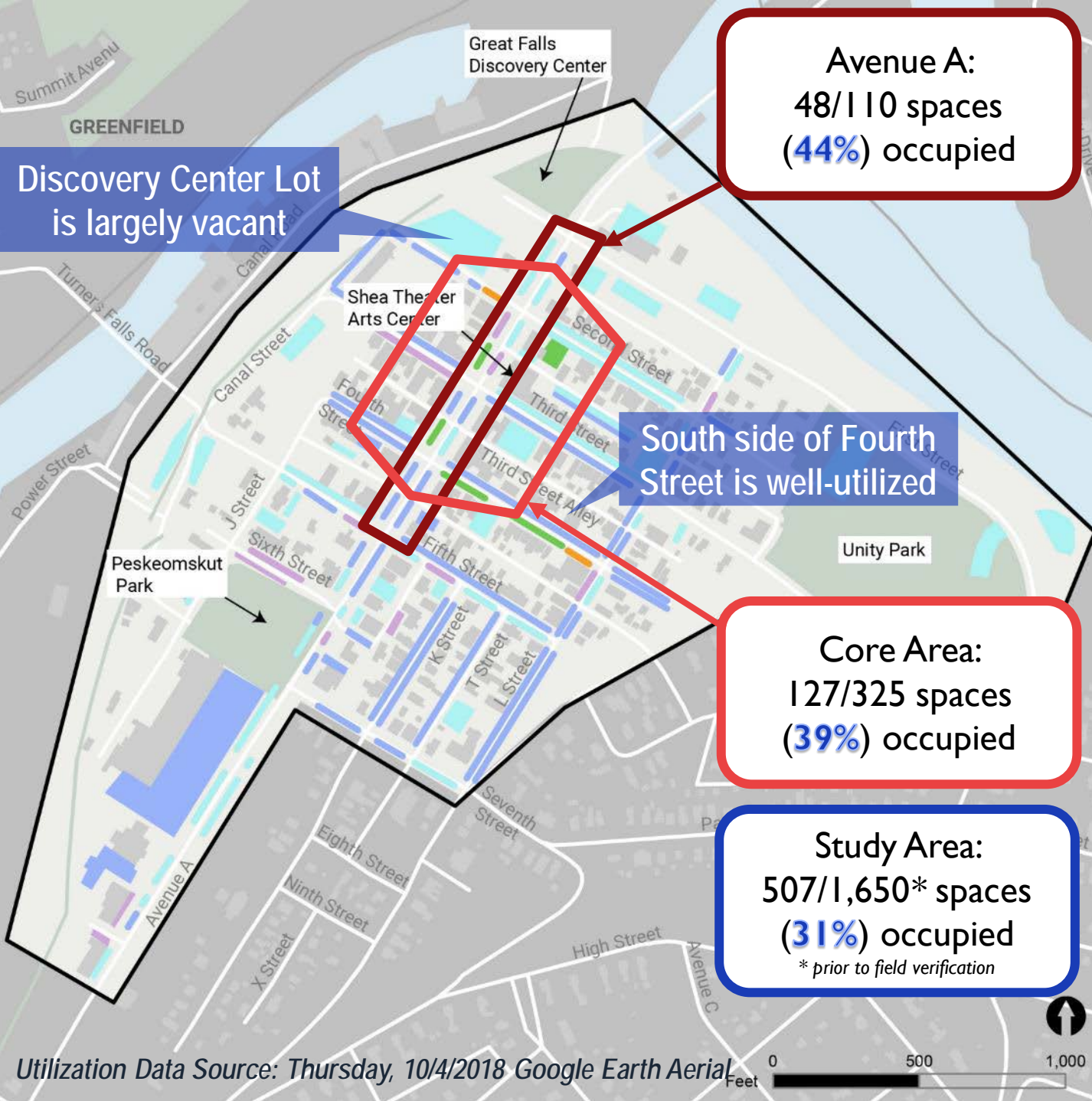
Downtown Parking Demand

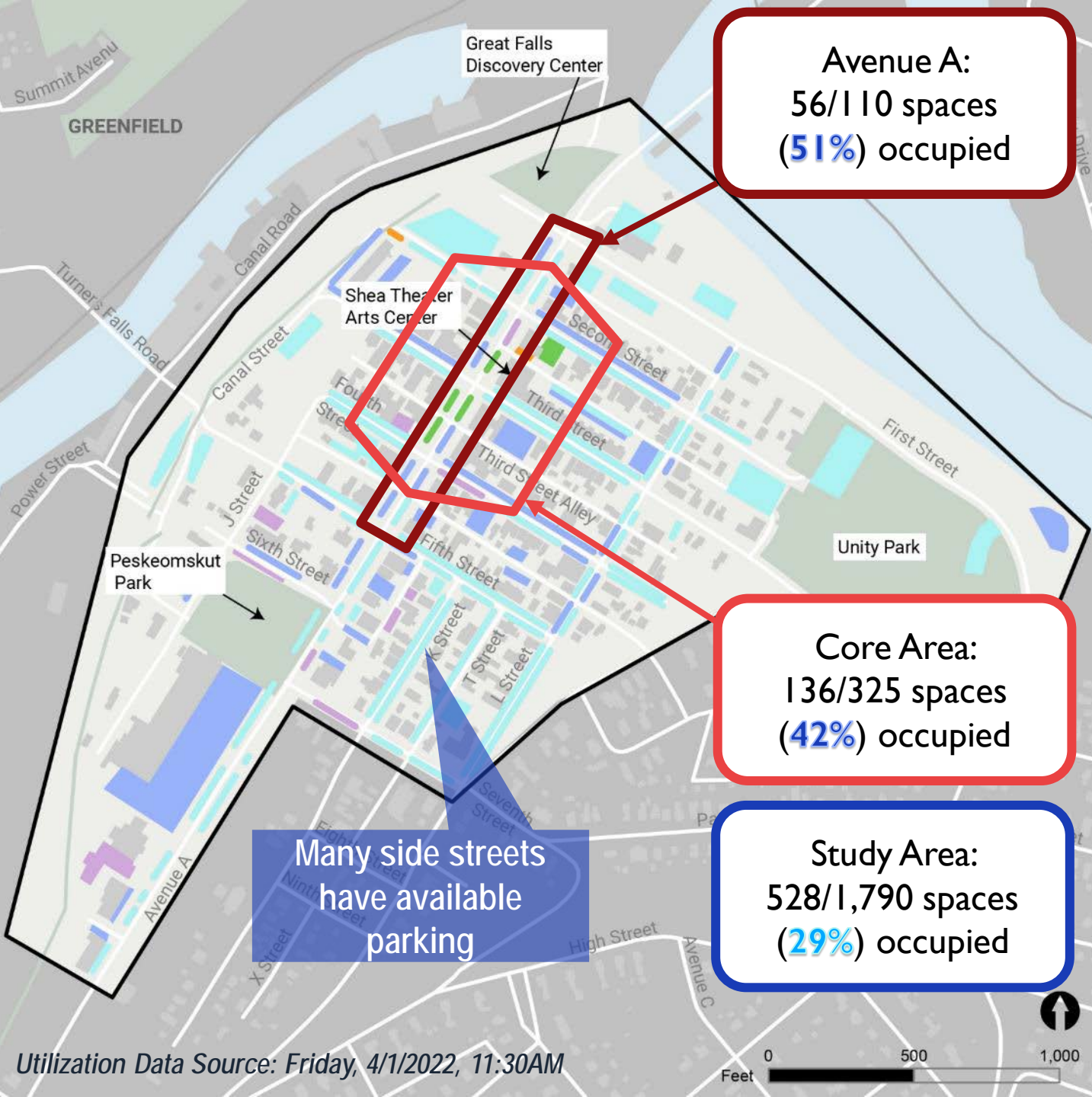
Pre-pandemic weekday demand is low, with pockets of increased on-street utilization on Fourth Street and Avenue A

Parking Demand



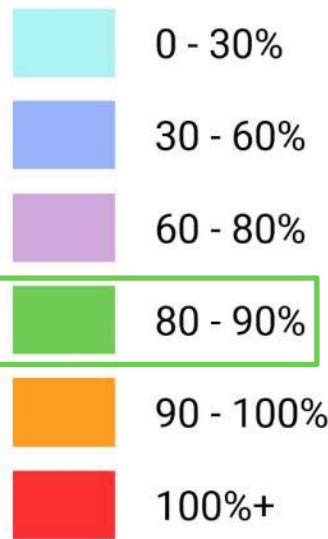
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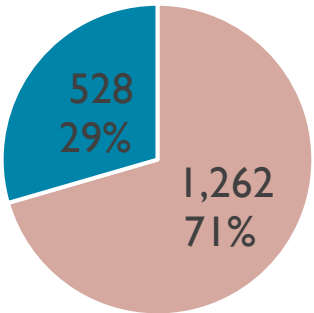


Downtown Parking Demand Friday, April 1, 2022 – 11:30 AM

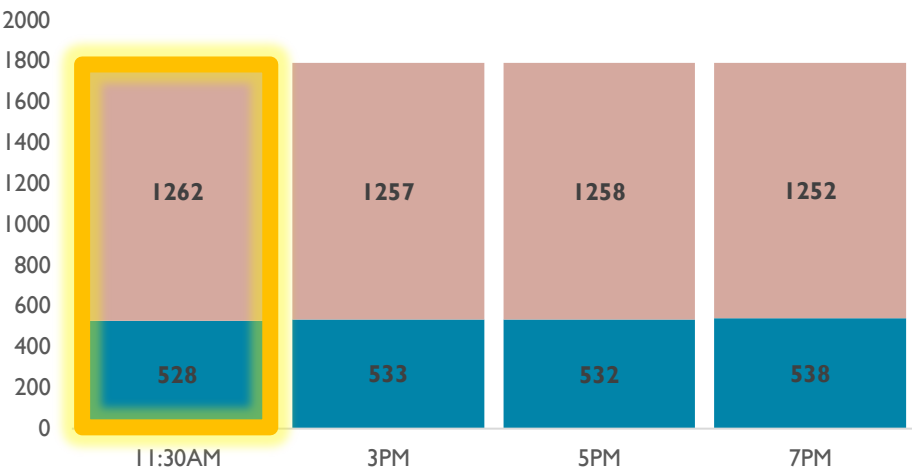
Parking Demand



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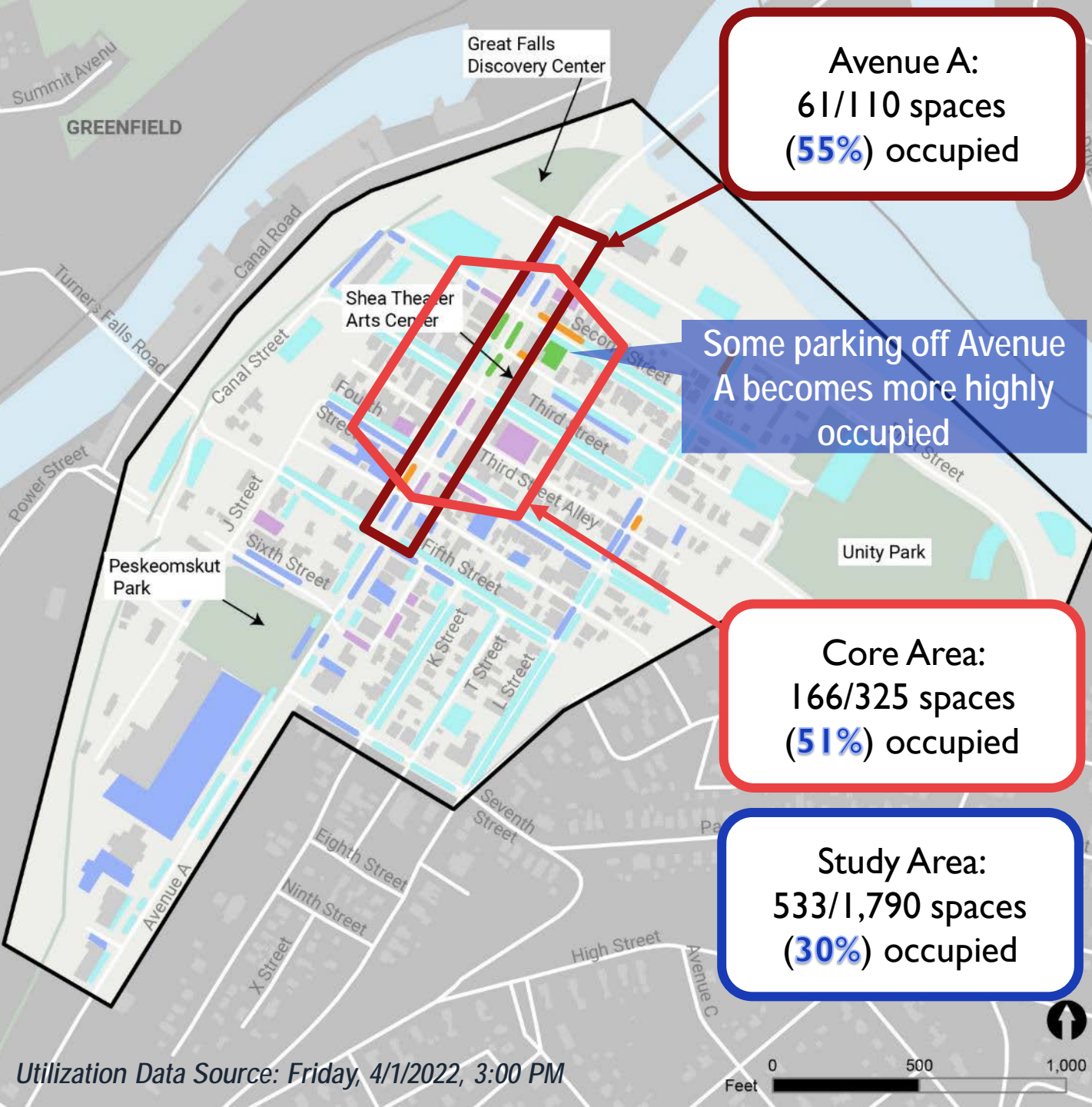
■ Occupied Spaces ■ Vacant Spaces



■ Occupied Spaces ■ Vacant Spaces

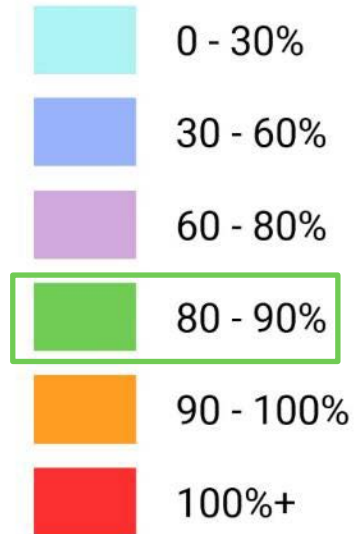
Utilization Data Source: Friday, 4/1/2022, 11:30AM



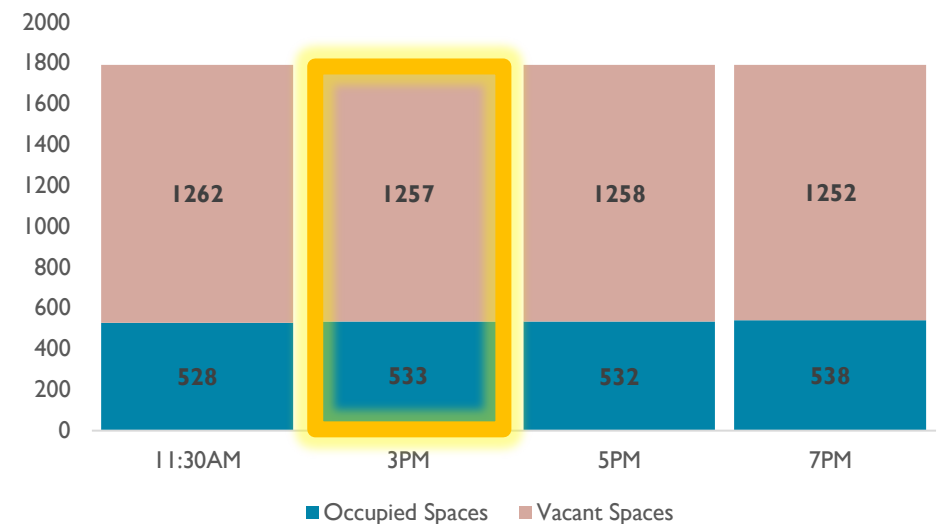
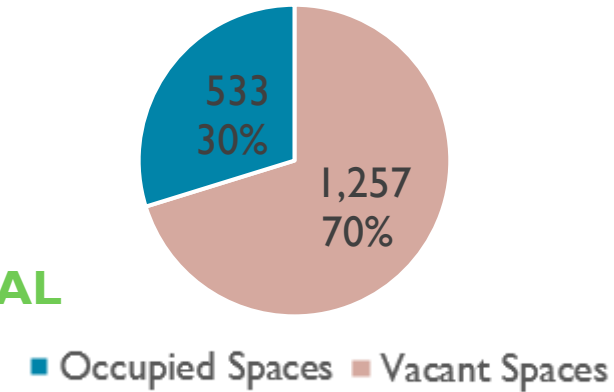


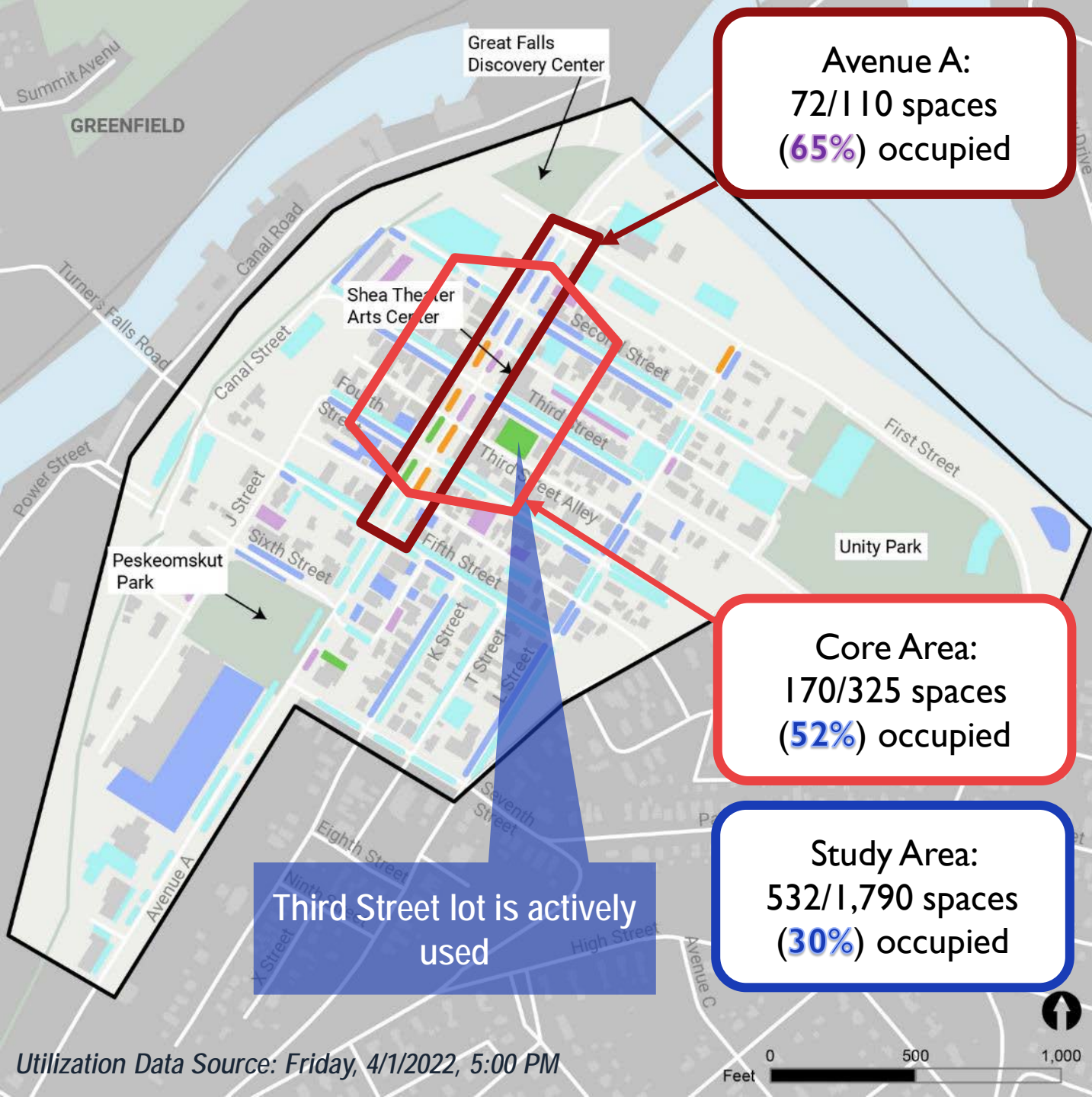
Downtown Parking Demand Friday, April 1, 2022 – 3:00 PM

Parking Demand



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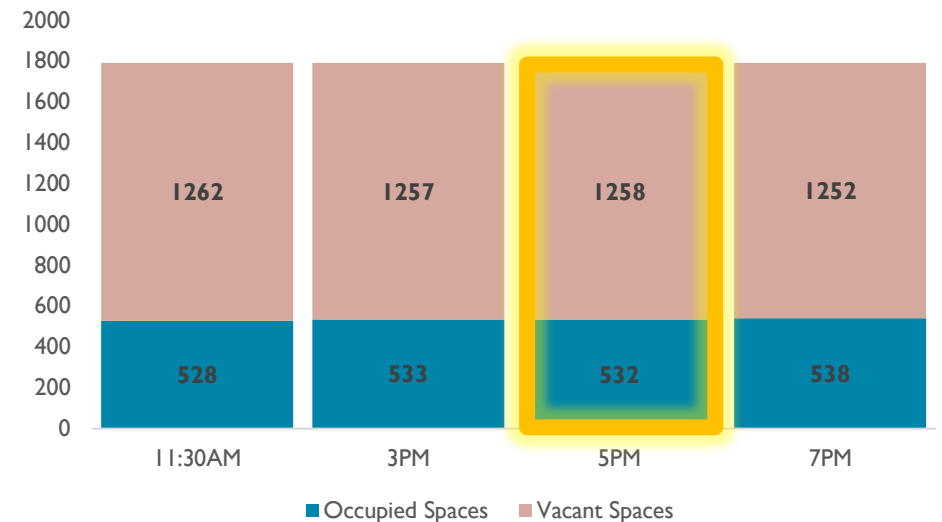
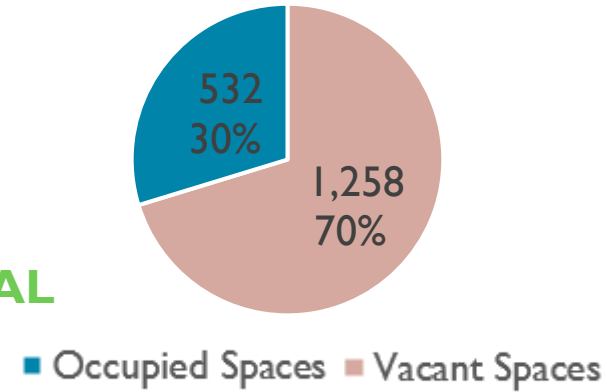


Downtown Parking Demand Friday, April 1, 2022 – 5:00 PM

Parking Demand



IDEAL



Many off-street lots, such as at the Discovery Center, remain underutilized

Great Falls
Discovery Center

Avenue A:
83/110 spaces
(**75%**) occupied

Third Street well-utilized

Peskeomskut
Park

Unity Park

Core Area:
193/325 spaces
(**59%**) occupied

Side streets have more
available parking

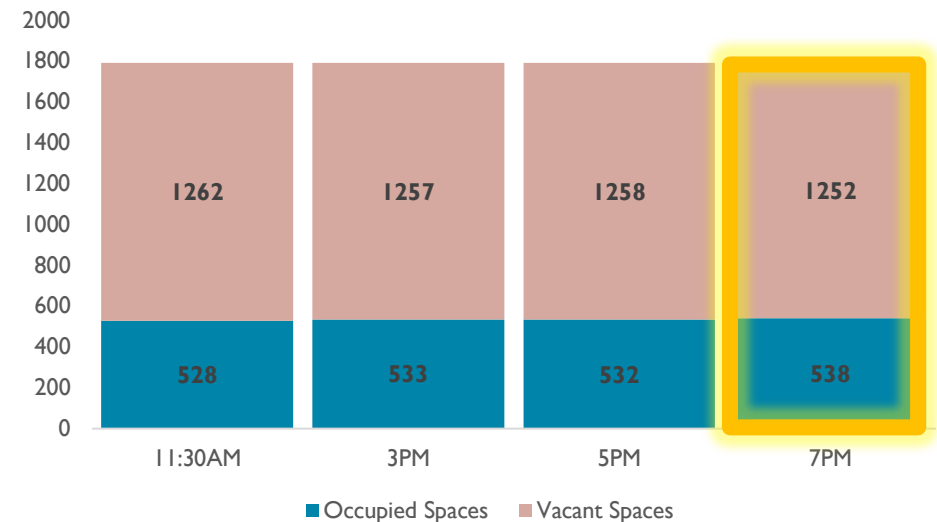
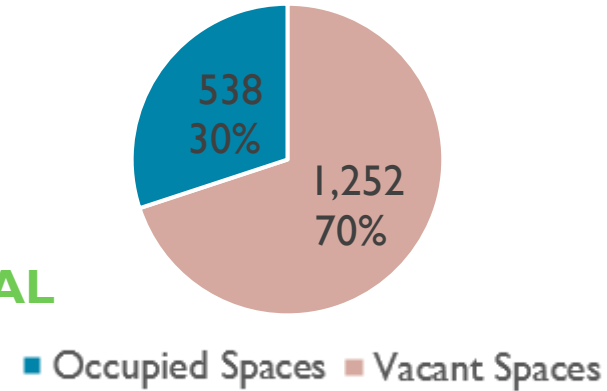
Study Area:
538/1,790 spaces
(**30%**) occupied

Downtown Parking Demand Friday, April 1, 2022 – 7:00 PM

Parking Demand

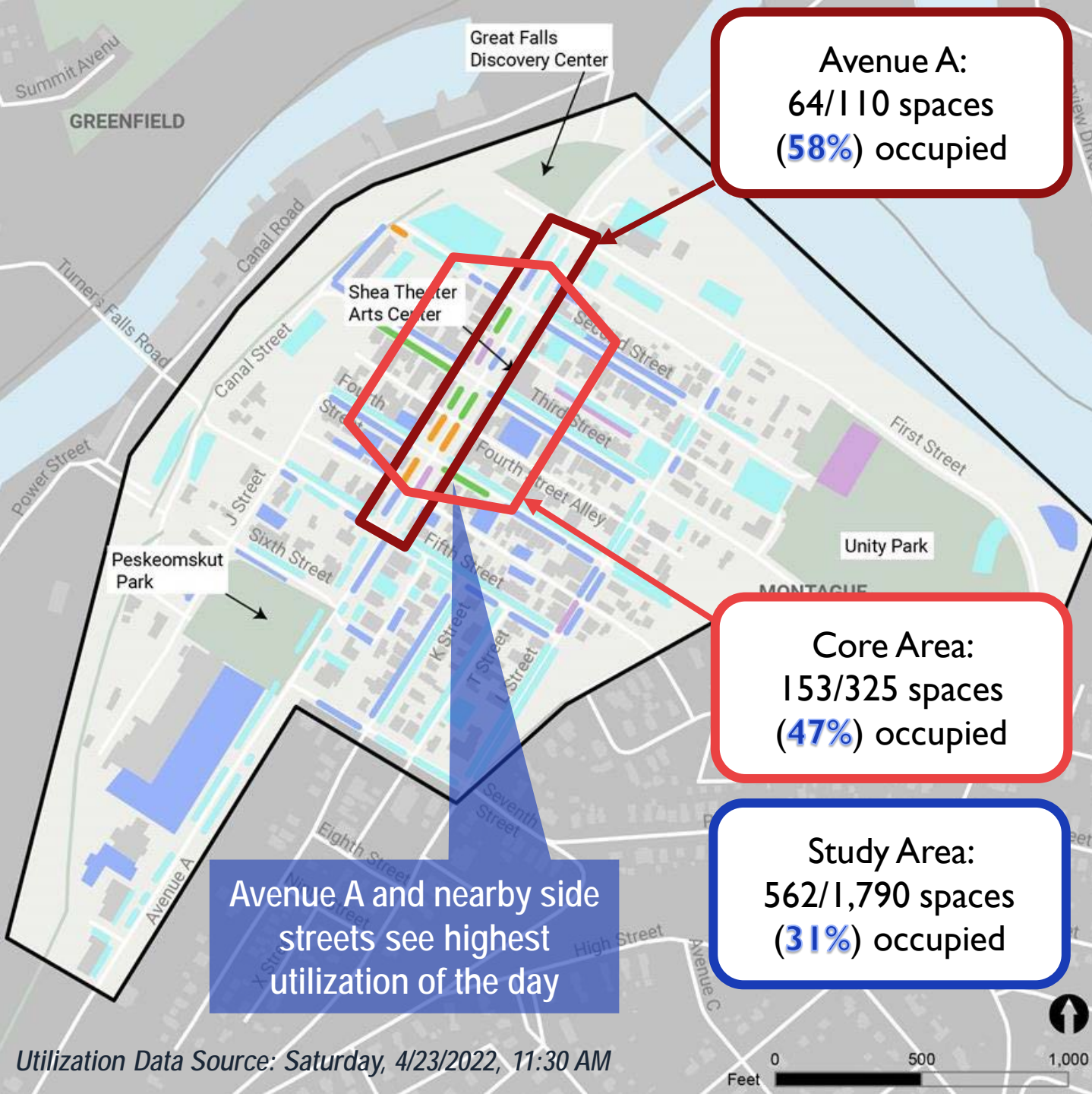


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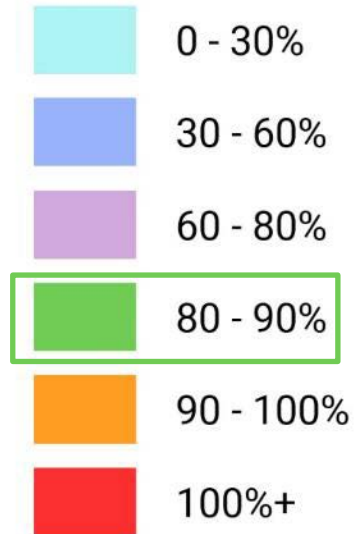
Utilization Data Source: Friday, 4/1/2022, 7:00 PM

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Feet



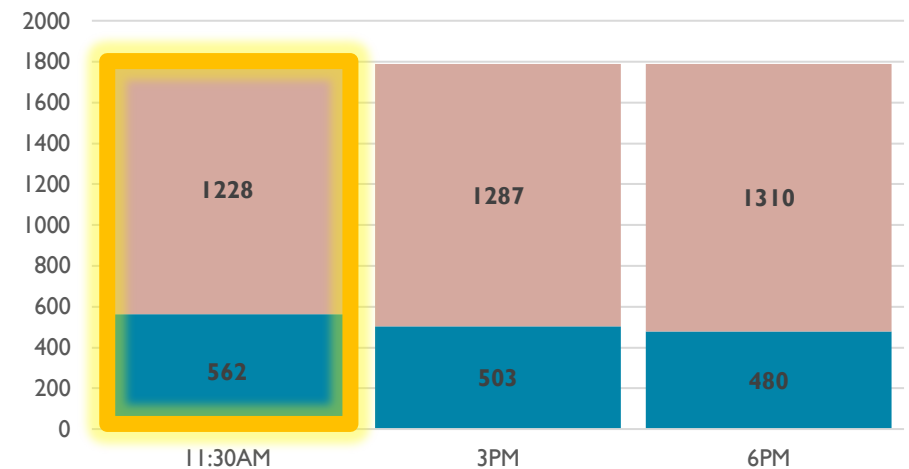
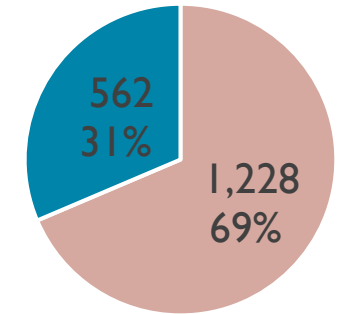
Downtown Parking Demand Saturday, April 23, 2022 – 11:30 AM

Parking Demand



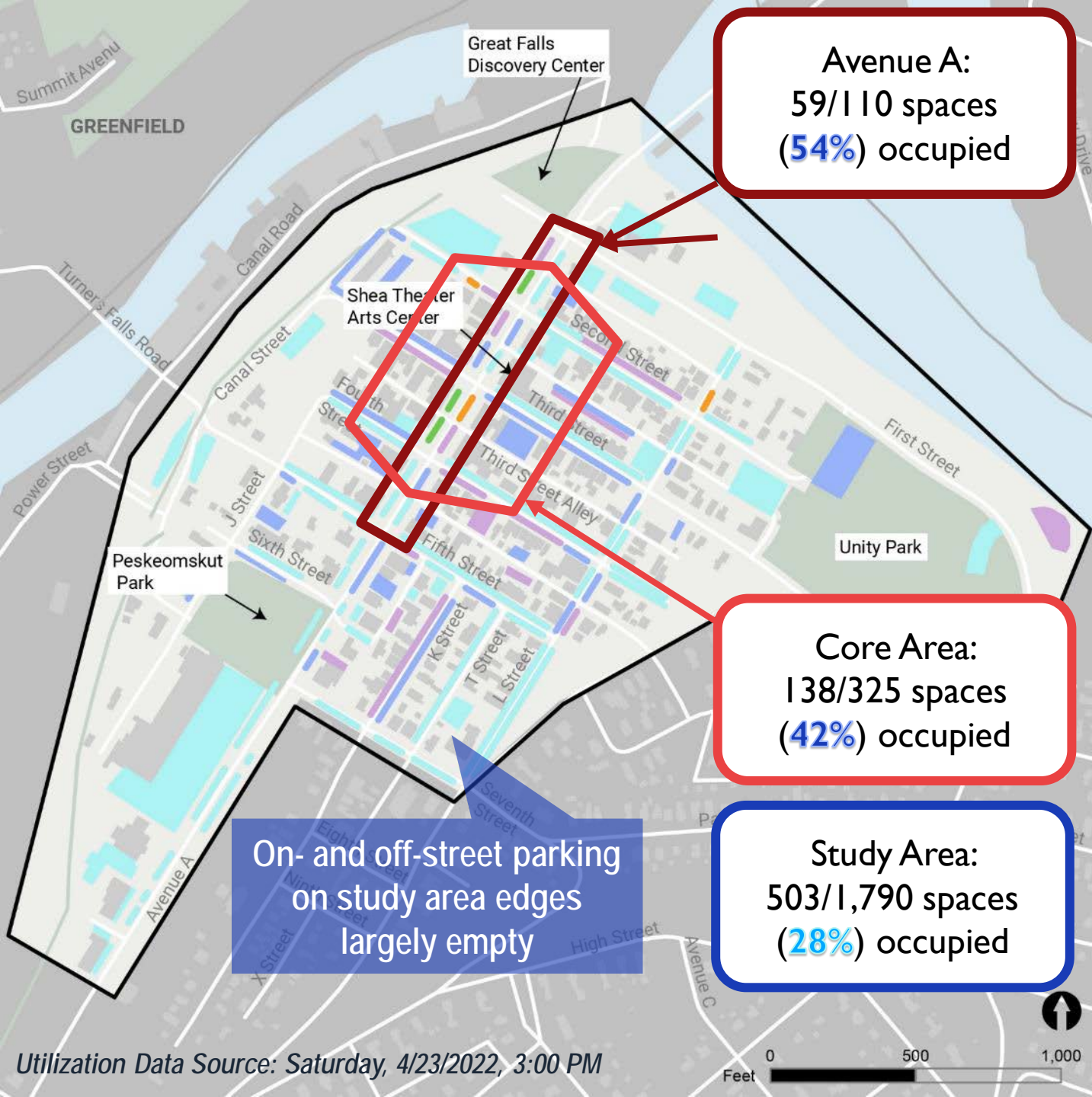
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■ Occupied Spaces ■ Vacant Spaces



■ Occupied Spaces ■ Vacant Spaces

Utilization Data Source: Saturday, 4/23/2022, 11:30 AM

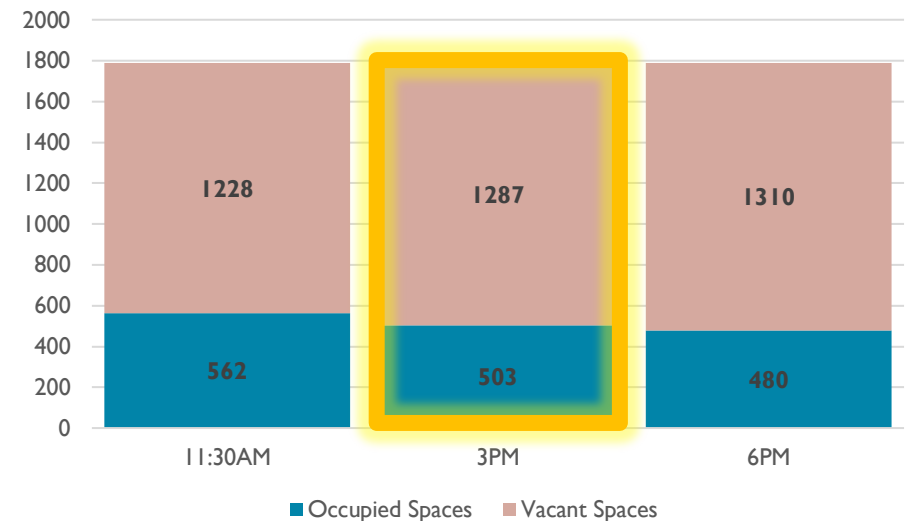
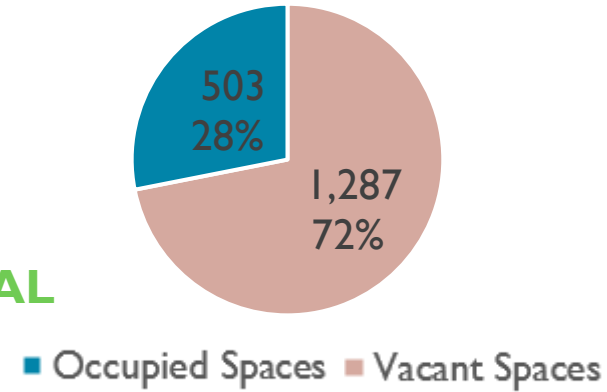


Downtown Parking Demand Saturday, April 23, 2022 – 3:00 PM

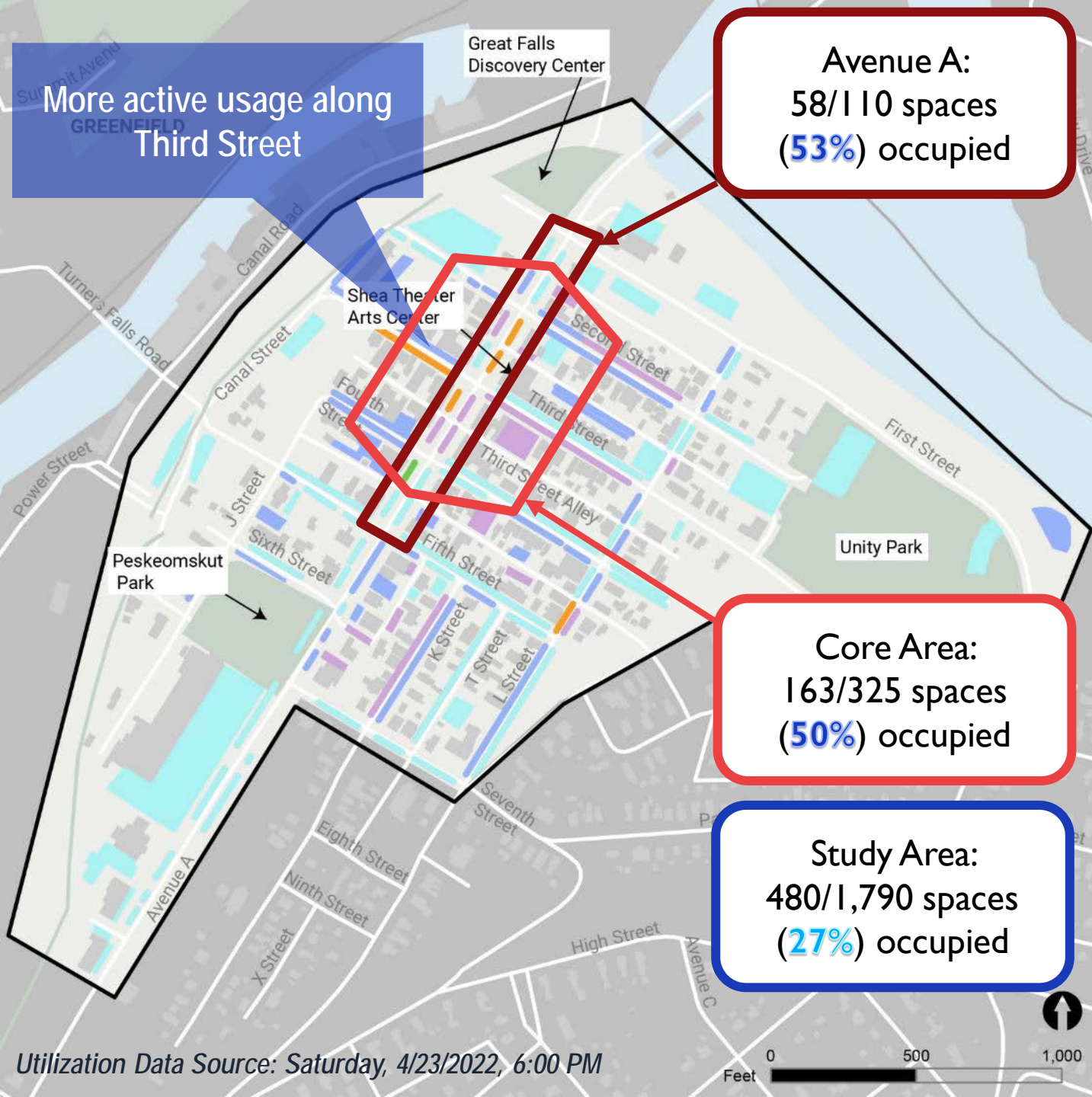
Parking Demand



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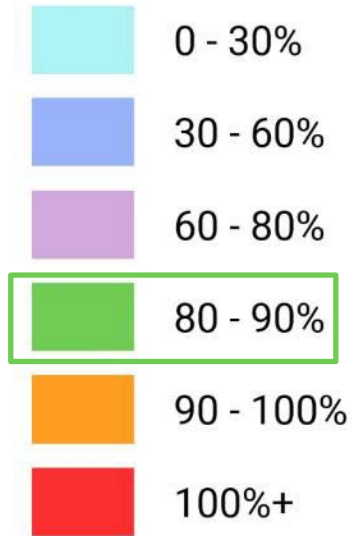


Utilization Data Source: Saturday, 4/23/2022, 3:00 PM

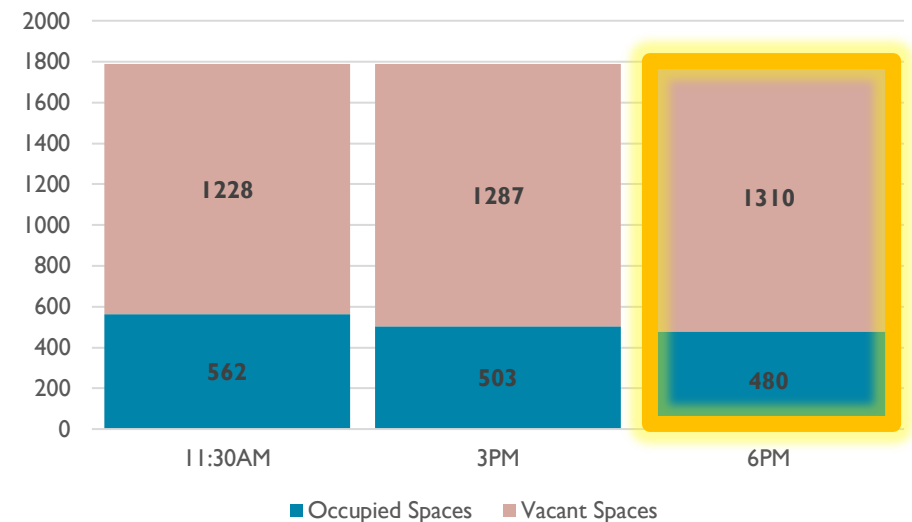
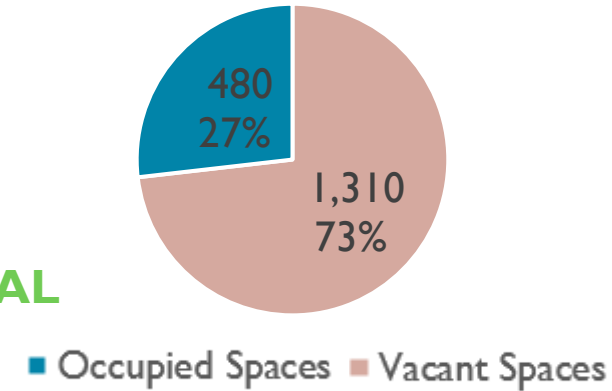


Downtown Parking Demand Saturday, April 23, 2022 – 6:00 PM

Parking Demand



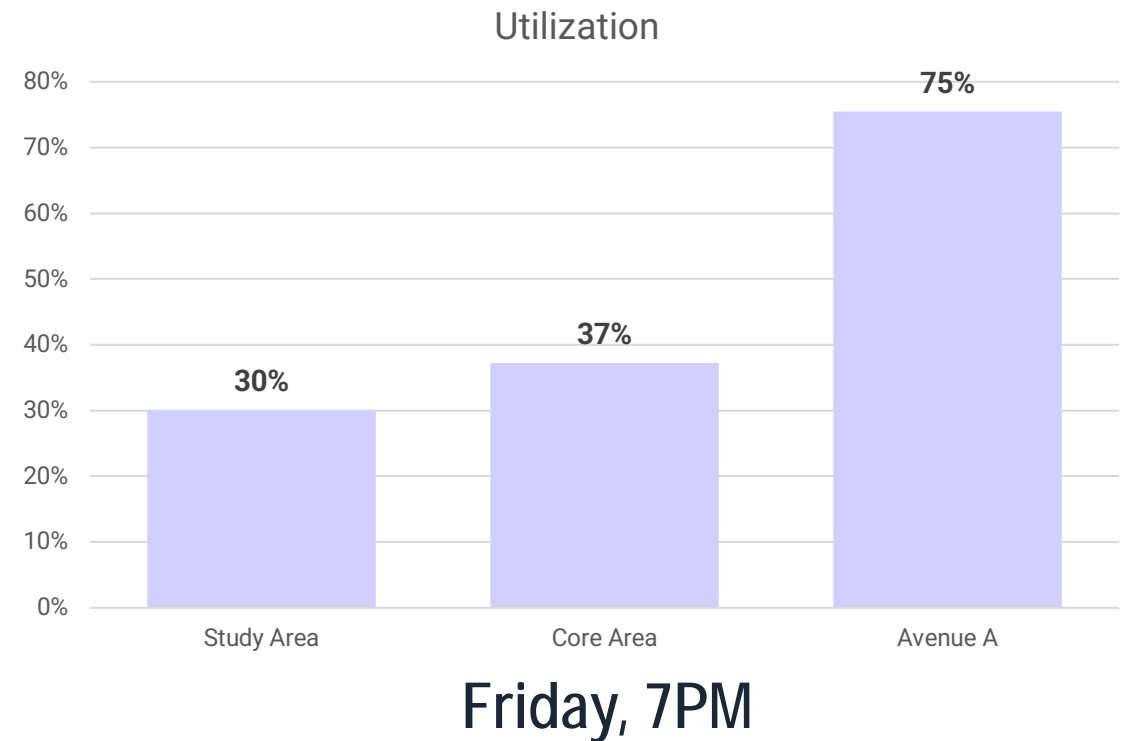
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Utilization Summary



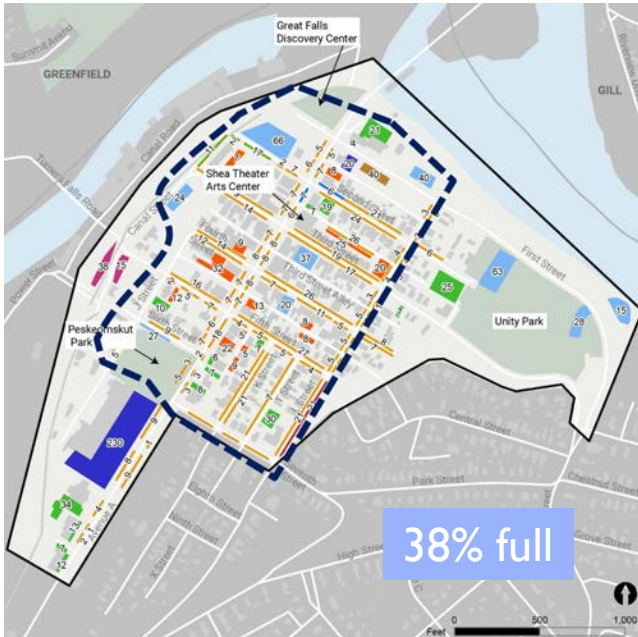
- Utilization is **consistent** throughout the weekday
- Utilization in the **Downtown Core** increases over the course of **Friday** and is fairly consistent throughout **Saturday**
- Overall utilization **never exceeds 31%** at any time period
- Avenue A peaks at 75%, which is **healthy but still below ideal** – parking can be found
- Counts collected in April 2022 were consistent with observations from October 2018



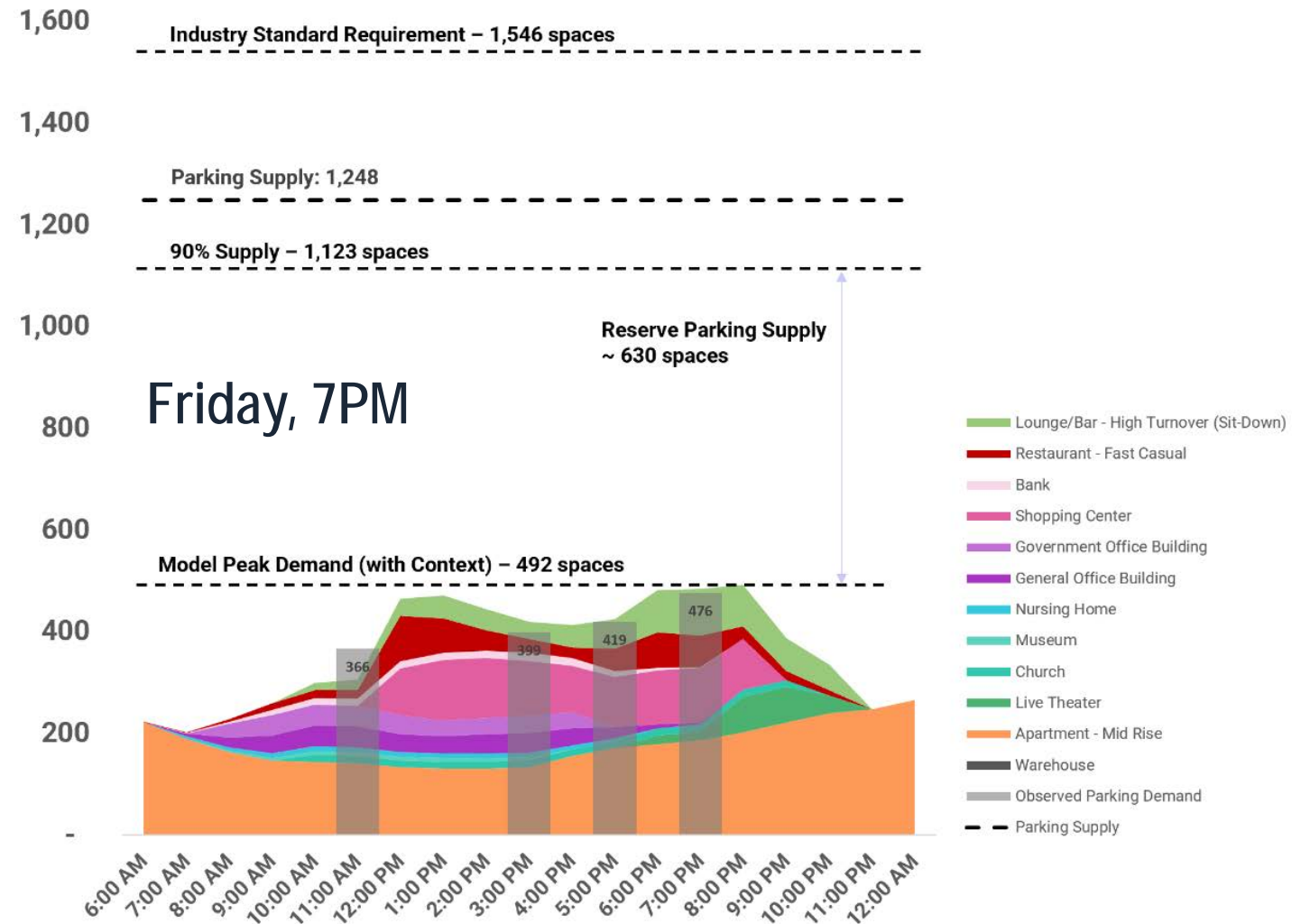
Future Demand Modeling



Excess capacity of over 600 spaces could accommodate additional parking demand in Downtown (using the smaller study area below) on a Friday evening with an event at the Shea.



The modelling exercise demonstrated ability for Downtown parking to accommodate anticipated development projects.



PUBLIC OUTREACH



Stakeholder Feedback



Three sessions held in March and May

- Town staff (Administrator, DPW, Police, CoA)
- 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



Public Survey



A public survey was conducted in April and May 2022 to gather feedback from Town residents and stakeholders. In total 86 responses were received.

Key pieces of feedback

- Respondents **did not** feel there was an issue with finding **parking** in Downtown Turners Falls.
- A third of residents with vehicles reported being **negatively impacted by the winter overnight parking ban**.
- Respondents felt that **pricing would not be a good idea** in Downtown Turners Falls.



RECOMMENDATIONS



Findings



Turners Falls can accommodate parking demand at peak activity times:

- Parking occupancy at peak periods falls well below industry standards for availability.
- Parking system can accommodate anticipated future growth.
- Regulations in the community are generally straightforward.

The parking system can work better. There is ample spare capacity which is underutilized at all hours. Recommendations addressed how:

- Avenue A is important for retail spending; employees and residents taking up parking along Avenue A is inconvenient for customers.
- Overnight winter parking policies are a matter of frustration for residents.
- The system should evolve to meet growing needs over time.

Designate Customer, Employee, and Resident Parking Areas



- Assist with visitor wayfinding in order to quickly find an available space
- Better ensure capacity at parking locations closest to retail uses and restaurants
- Provide fliers and notifications to enforce the regulation, rather than through ticketing



Designate Customer, Employee, and Resident Parking Areas



Projection of customers, employees, and residents parking **ONLY** in designated parking spaces during peak Friday night activities.

Town of Montague Village of Turners Falls

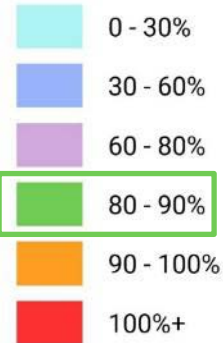
We notice your car has been parked here for a while!

Help support our local businesses by preserving parking along Avenue A and Third Street for customers.

Resident and employee parking is available a short walk away on side streets.

Employee and resident parking roughly 40% utilized

Customer parking roughly 75% utilized



Designate Spaces for Short-Term Parking and Loading



- Designate short-term parking immediately in vicinity of **Turners Falls Pizza House** and **Connecticut River Liquors**
- Keep open line of communication with businesses to allow for the designation of short-term parking.
- Designate spaces at intersections with Avenue A and side streets for **loading** activities



Third Street at Avenue A

Other Improvements: Wayfinding and Multimodal



Directional wayfinding, sidewalk, transit, and bicycling network are all components of a **well-functioning parking system**



Overnight Parking Policies



- 680 on-street parking spaces removed unavailable for winter overnight parking
 - Affects perception of parking availability for new residential projects
- Some vehicles may be left in public parking lots long-term
 - Affects availability for customers and employees
- Confusing signage



Modify Overnight Winter Parking Ban



- Work with DPW and Police Department to modify overnight winter parking policy and provide **more flexibility** for residents
- Prioritize ability for Town to:
 - Clear snow in a timely and safe manner
 - Minimize need to tow vehicles
 - Clearly and robustly communicate policies to residents

Enable same side parking for streets throughout the winter

Introduce snow emergency alert system; allow on-street parking outside of snow events

Designate priority corridors to prohibit overnight parking, whether on a nightly basis or during snow emergencies

Same Side Street Parking



Enable same side parking for streets throughout the winter

Limits inconvenience for local residents by retaining one-half of street parking

Side of street typically switches annually for fairness



The General Rule for 2021/2022 Winter Parking

ODD side parking only, 24 hours a day / 7 days a week

Some exceptions apply as listed below.

EXCEPTION 1: You park on a street where you are always required to park on the even numbered side of the street, OR your address is contained within the exceptions below.

What do you do if Exception 1 applies to you?

Park on the even side of the street for winter parking.

Exception 1 - EVEN side parking only

APPLETON ST.	FREMONT ST.	KNEELAND ST.	WALNUT ST.
ASHLAND PLACE	FULLER ST.	LODGEN COURT	(Cross to Belmont)
AVON ST.	FULTON ST.	REGENT RD.	WILEY ST.
BAKER ST.	GREYSTONE RD.	SUMMIT ST.	(Fellsway to Highland)
(Seaview to Fairview)	GREEN ST.	(to #80)	
BALDWIN ST.	(Medford to Wyllis)	TREMONT ST.	
CHURCH ST.	HARTSHORN AVE.	(#120-#170)	
FAIRVIEW AVE.	HUNTING ST.		

Parking allowed both sides

CROSS ST. (Bryant to Henry)
CUSHING RD. (Savin to Pine)

EXCEPTION 2: You are parking within a business district.

What do you do if Exception 2 applies to you?

You may park on both sides of the street in a business district during business hours except during snow emergencies.

EXCEPTION 3: The City of Malden declares a snow emergency.

What do you do if Exception 3 applies to you?

No parking on either side of the street during a snow emergency on streets indicated on the back of this flyer.

Snow Emergency Alert System



Introduce snow emergency alert system; allow on-street parking outside of snow events

Multi-pronged so the least technologically-savvy resident is notified, even if by direct outreach

Parking crunch only occurs during storms; emergency can be left in affect as long as desired

Methods of communication include reverse 911, social media postings, and flashing beacon systems



SNOW EMERGENCY

A snow emergency has been declared, beginning at 12 p.m. (noon) on Monday, February 1.

What this means for you:

- vehicles must be removed from main roads
- use caution outside, and
- stay home when possible.

Learn more at boston.gov/snow

Boston.gov/snow

CITY of BOSTON



Receive emergency alerts via phone, text, and email.



Priority Corridor Designation



Designate priority corridors to prohibit overnight parking, whether on a nightly basis or during snow emergencies

Prohibit parking along Avenue A or Third Street, for instance

Similar to current system except half of less of available parking affected



Introduce Regulations to Limit Long-Term Vehicle Storage on Streets



- Prevents abandonment of vehicles on local roadways
- Softly enforced
 - Vehicles tagged and outreach takes place before towing
- 72-hour passenger vehicle limit
- 48-hour commercial vehicle limit

Town of Montague Village of Turners Falls

We notice your car has been parked here for a while!

Passenger vehicle parking on streets in Turners Falls is limited to 72 hours without prior notification to the Montague Police Department.

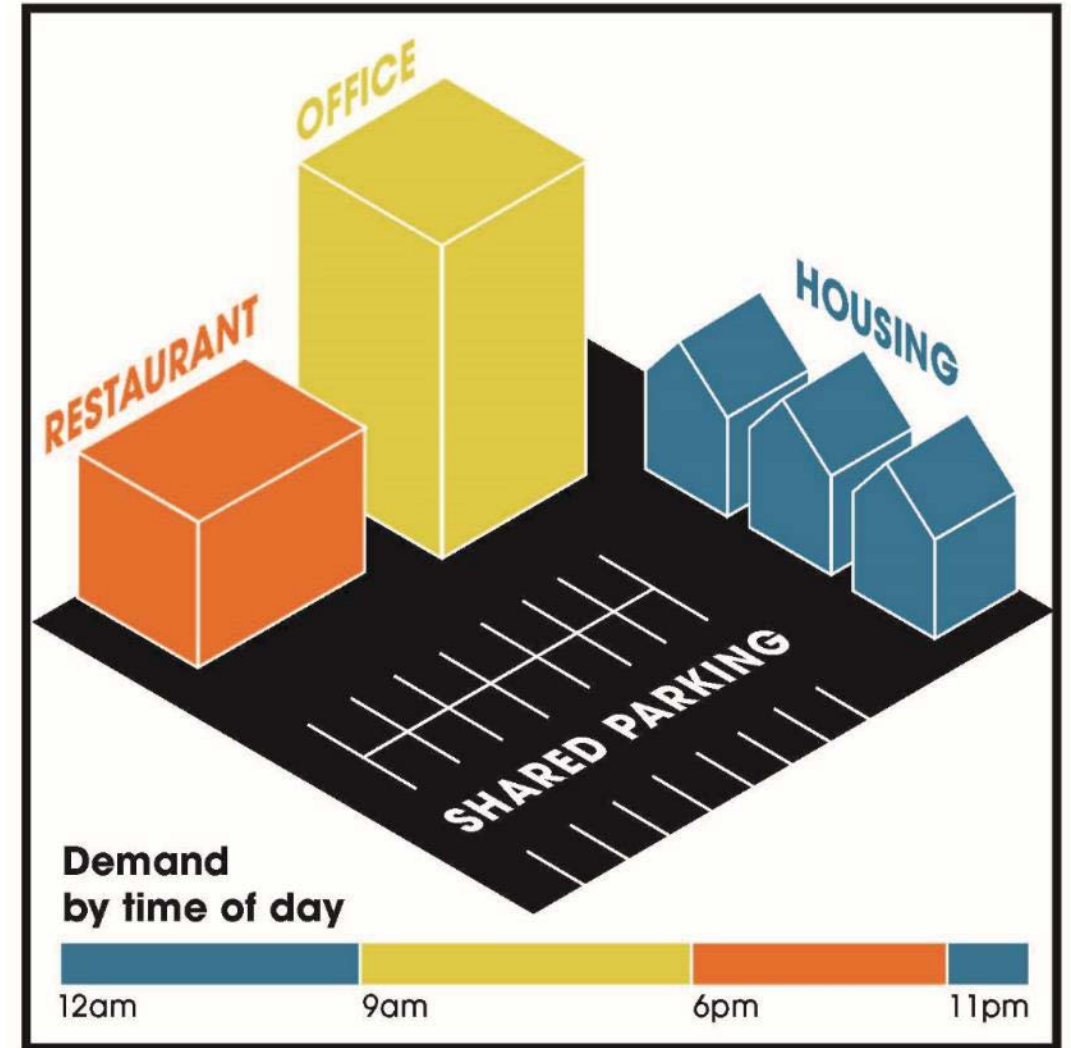
Failure to move your vehicle or notify the Police Department will risk your vehicle being towed.



Shared Parking Arrangements



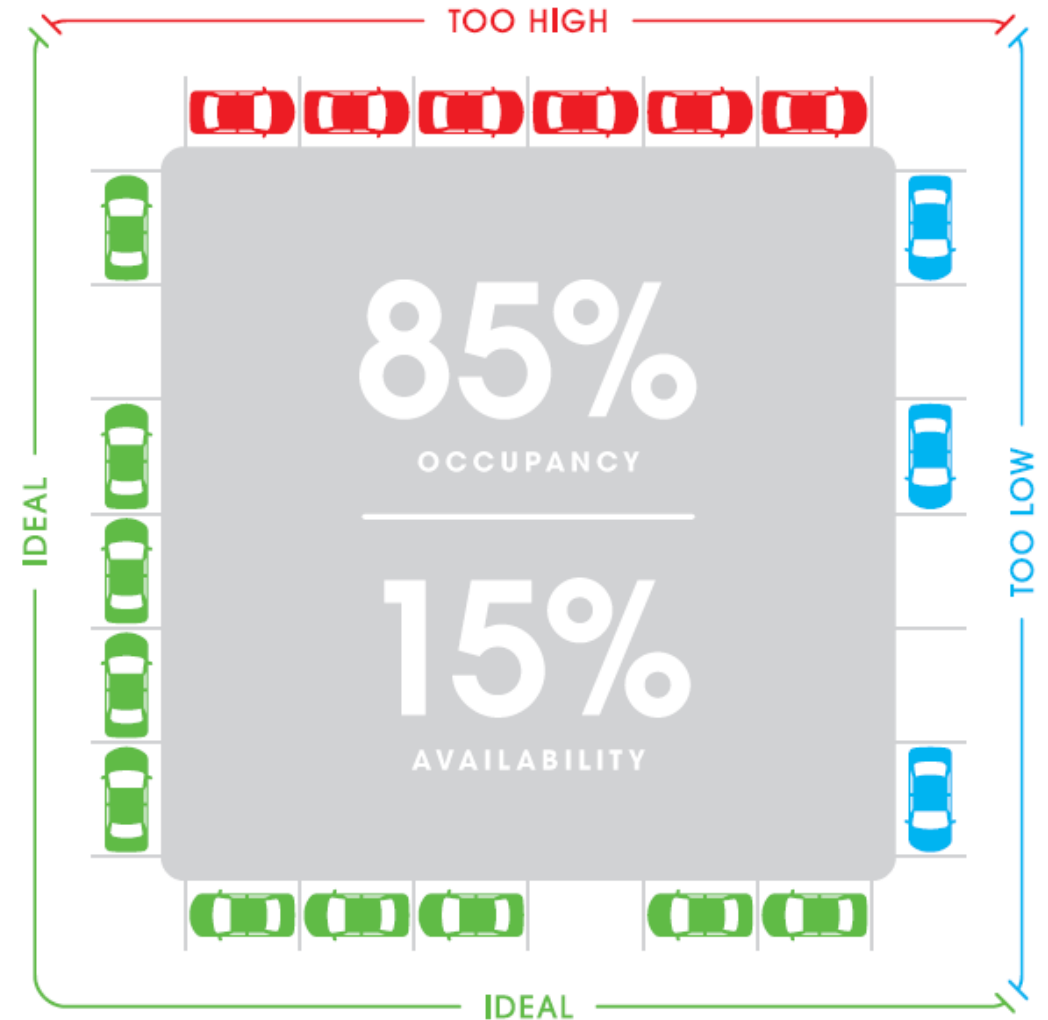
- Town serves as **agent to connect** those desiring parking to lot owners with excess capacity
- Creates more simplicity regarding **where to find parking**
- Allows for lot owners to **benefit from sharing supply**
 - Potentially in form of in-kind services when used for municipal parking



Regular Utilization Counts



- Seasonal or annual review of parking utilization in Downtown streets and lots
- Thresholds for “ideal” utilization
 - Suggested between 70 and 85 percent
- Regulatory adjustments to induce parking (if under 70%) or create more availability (over 85%)
- Data made publicly-accessible



Special Event Planning



- Develop event parking management plan for when Village streets are closed.
- Plan should aim to:
 - Address traffic circulation
 - Push parking to off-street lots
 - Encourage use of other travel modes



Public Survey- Approval of Recommendations



Please indicate your approval of the ideas below to improve the parking experience in Downtown Turners Falls

5 4 3 2 1 (5 – I think this would be highly effective; 1 – I don't think this would be effective)

