

DOWNTOWN GREENFIELD PARKING STUDY

Draft
Recommendations
June 12, 2023



Agenda

- Welcome/Opening Remarks
- Findings and Recommendations
- Q&A



INVENTORY & UTILIZATION

PARKING INVENTORY

On-Street Regulation

- 15 Minute Metered Parking, 8AM-5PM M-F
- 2 Hour Metered Parking, 8AM-5PM M-F
- 4 Hour Metered Parking, 8AM-5PM M-F
- Permit Parking, 8AM-5PM M-F
- 15 Minute Limit
- 2 Hour Limit
- Resident Parking Only 10PM-6AM
- Handicap Only
- Police Parking Only
- Unregulated

Off-Street Regulation

- Kiosk Pay Parking - 2 Hour Max, 8AM-5PM M-F
- Kiosk Pay Parking - 4 Hour Max, 8AM-5PM M-F
- Kiosk Pay Parking - 10 Hour Max, 8AM-5PM M-F
- Permit Parking, 8AM-5PM M-F
- Private Parking
- 30 Minute Limit
- Olive Street Garage
- Amtrak Station
- Amtrak Route



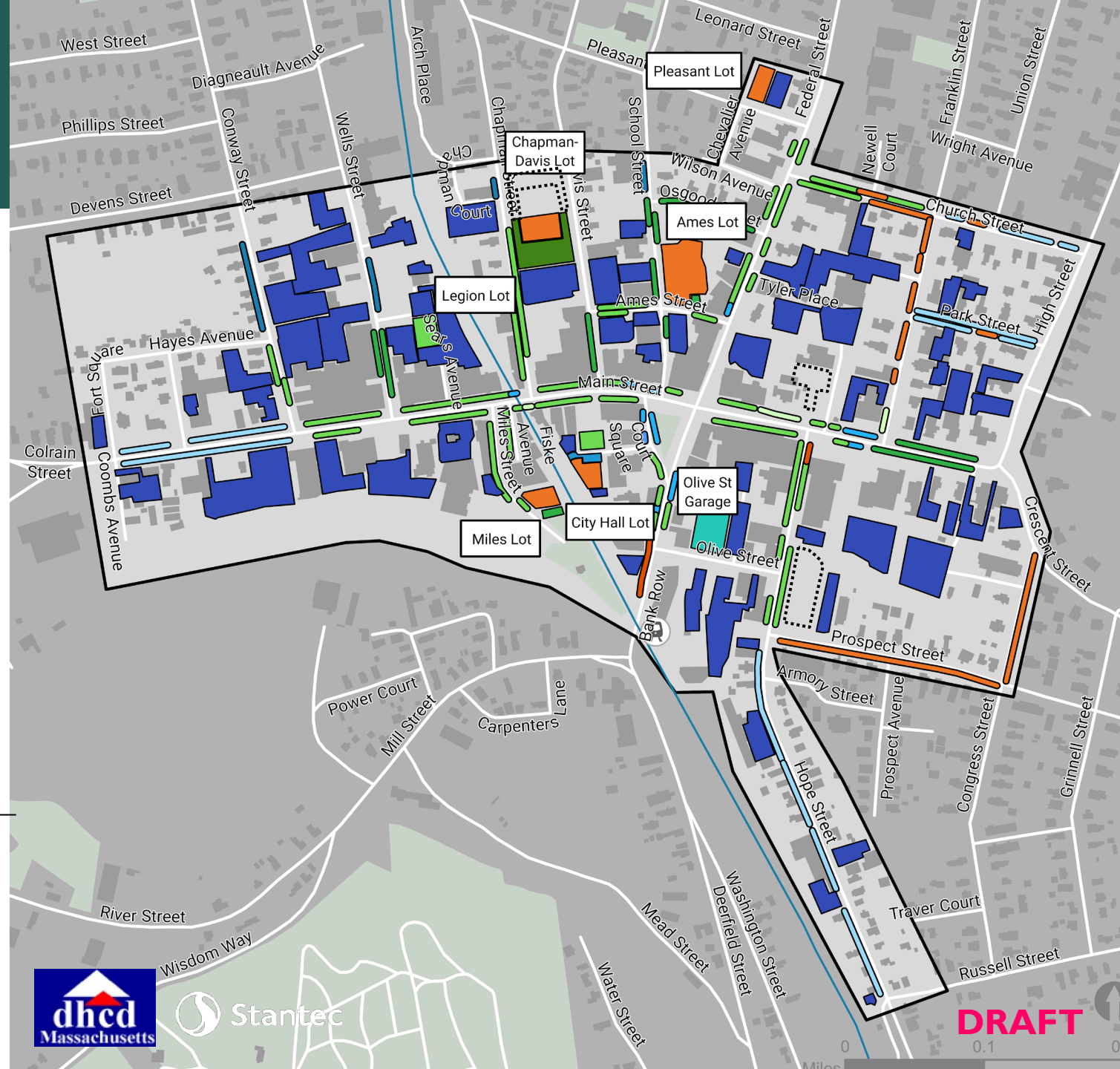
Note: Following this inventory assessment, regulations in the northern portion of the Chapman-Davis Lot were recently changed to 'free parking'



Note: Library lot not included in inventory analysis while under construction



Note: Hope Street lot not included in inventory analysis



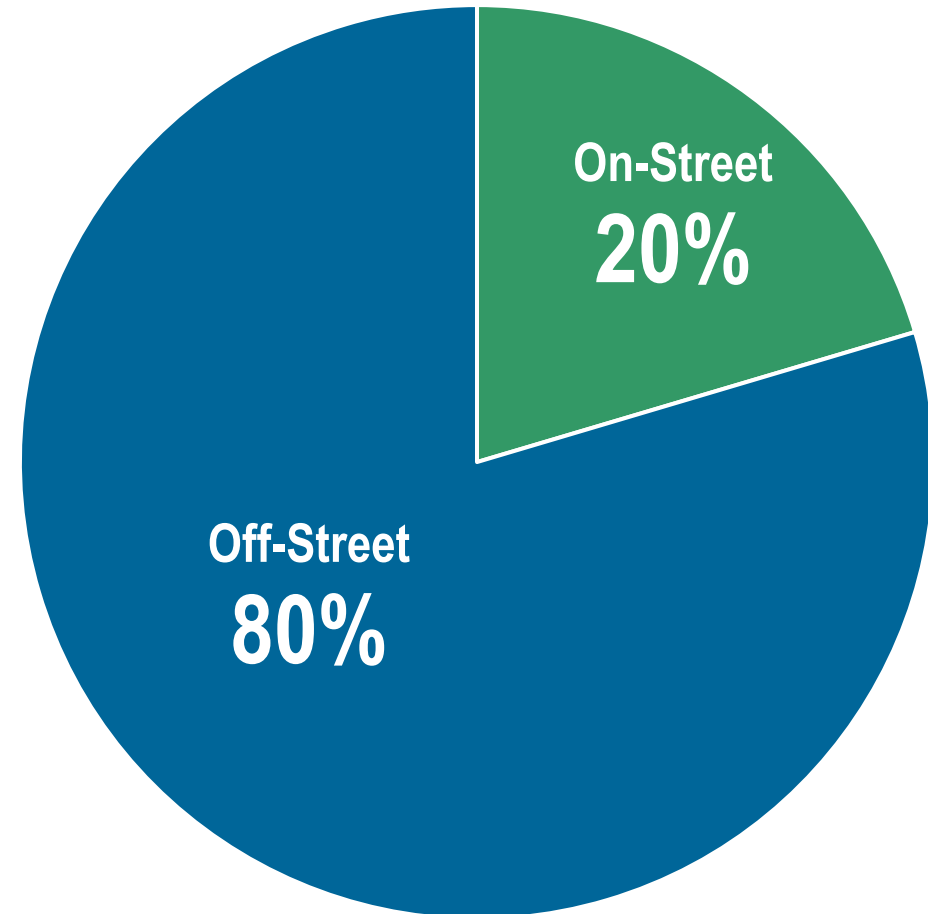
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PARKING INVENTORY Overall Summary

3,156

Total Parking Spaces

Parking Type	Number of Spaces
On-Street	644
Off-Street	2,512

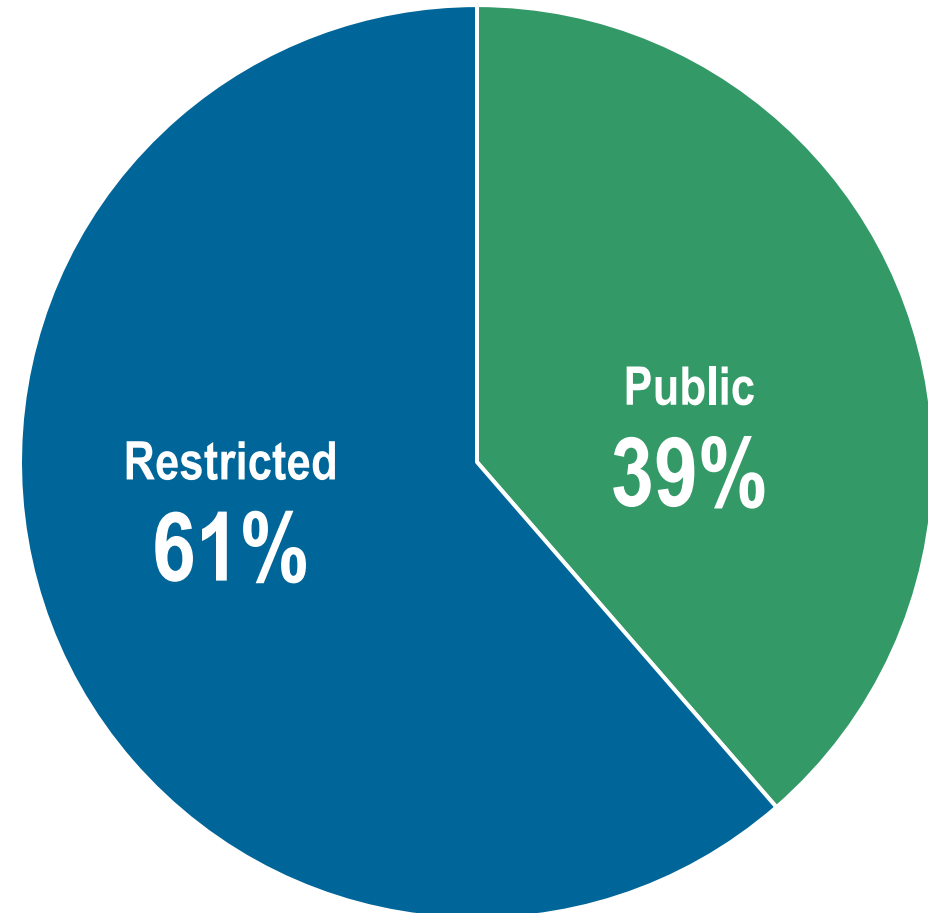


PARKING INVENTORY Public vs. Restricted

61%

Of the overall inventory is 'restricted'

Parking Type	Number of Spaces
Public	1,219
Restricted (including private facilities, police parking)	1,937

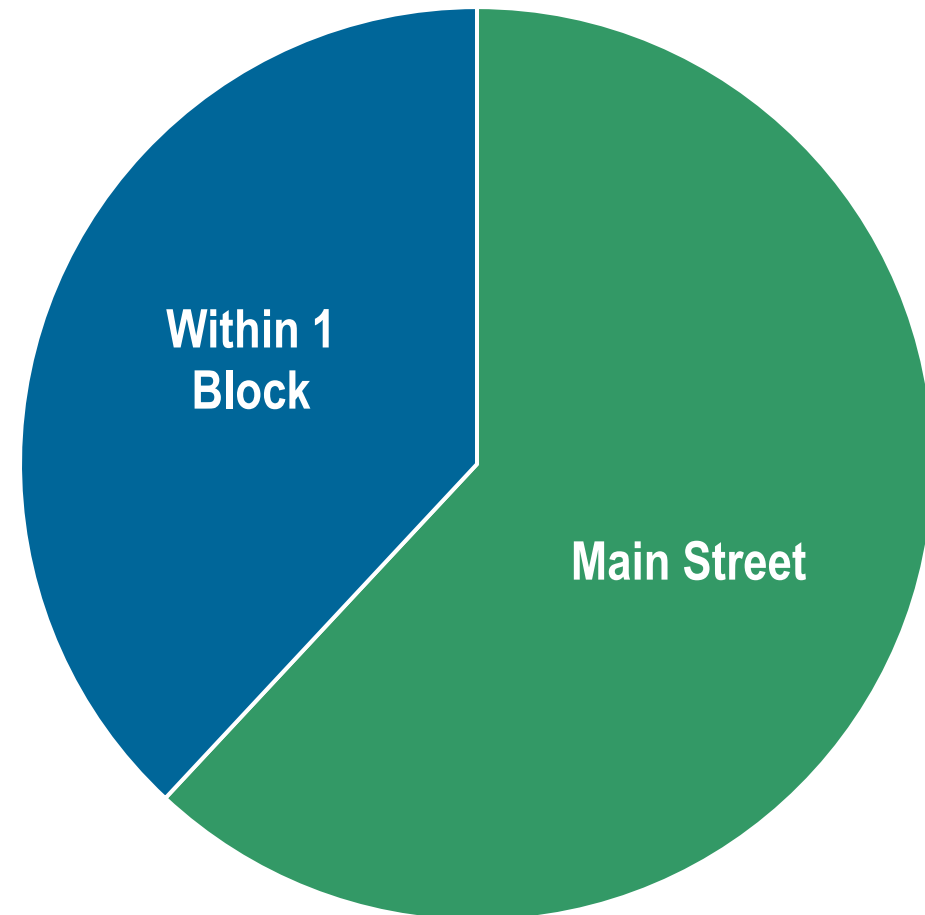


PARKING INVENTORY Main St vs. Nearby Spaces

61%

**of the Main Street supply can be found
within one block**

Parking Type	Number of Spaces
Main Street on-street spaces	208
Unrestricted on-street spaces within one-block of Main Street	129





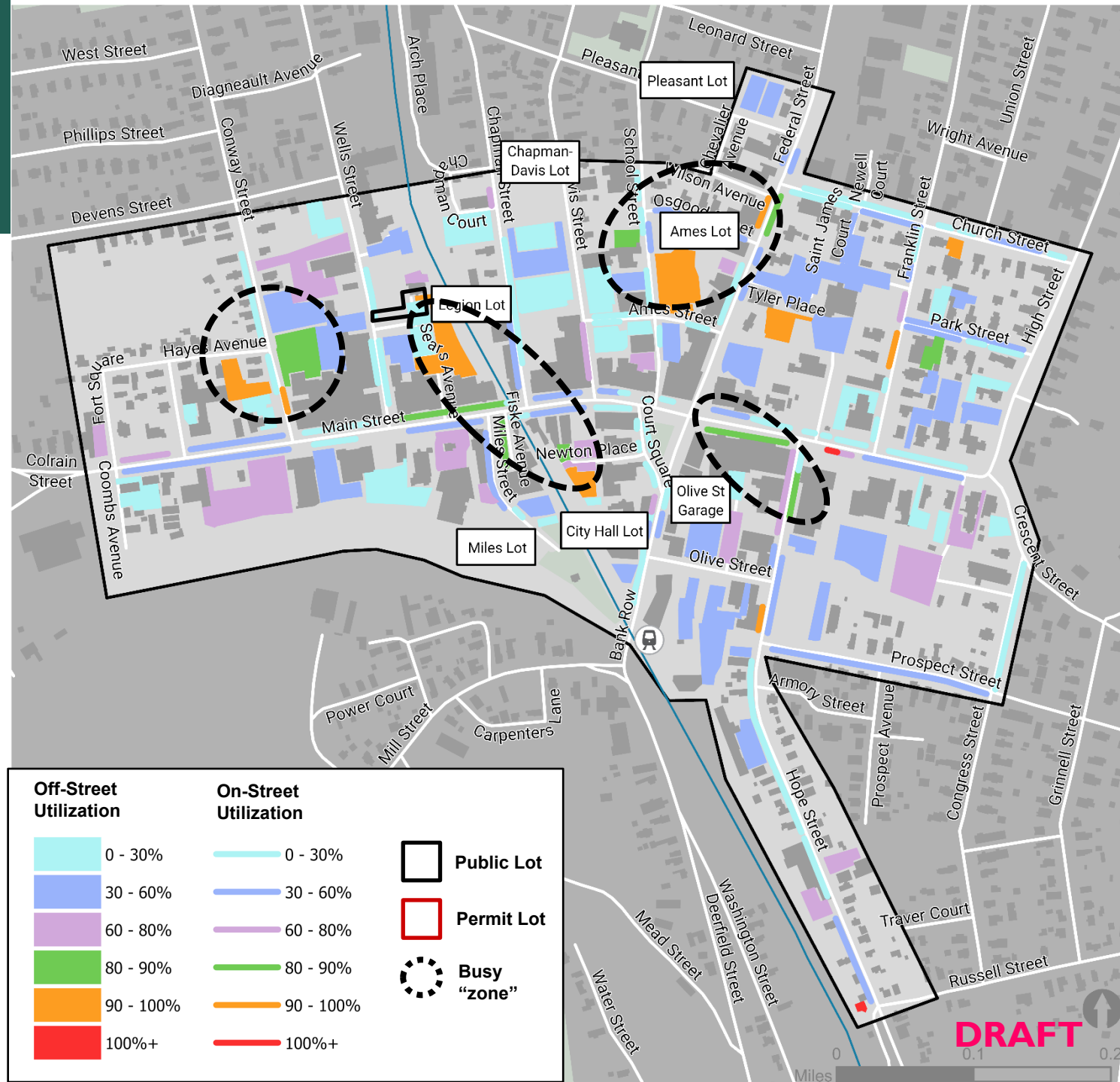
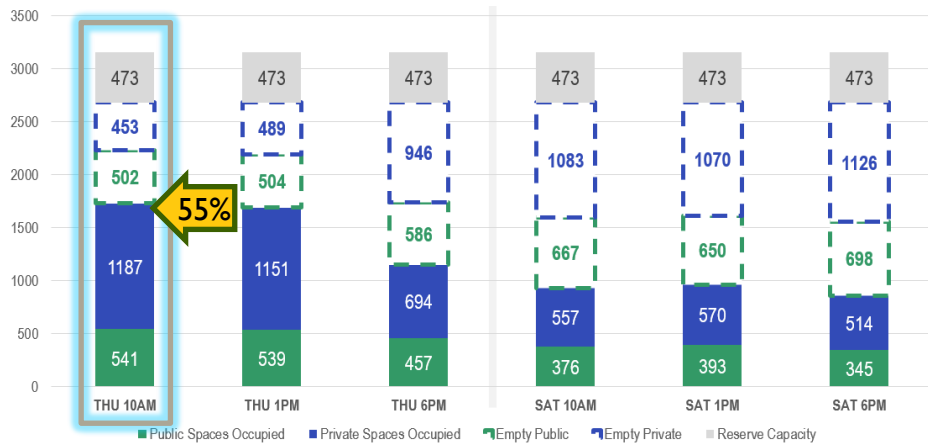
UTILIZATION

Utilization- Thursday 10AM

55% overall utilization

KEY OBSERVATIONS

- This is the peak period of times collected
- Overall utilization is relatively low
- Ames/City Hall permit spaces busy
- Main St. beginning to fill
- Nearby Legion/Chapman lots are not

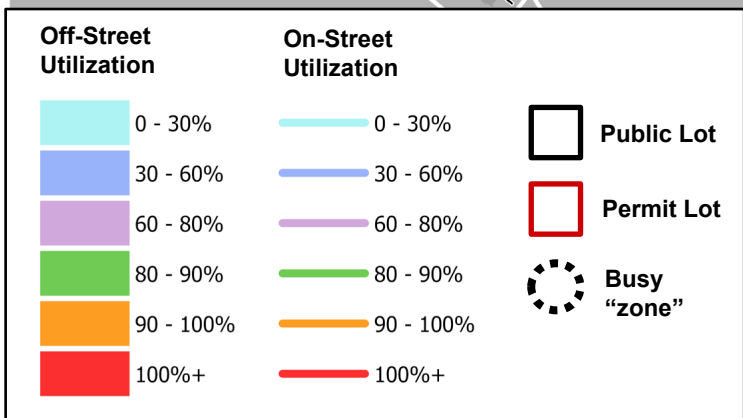
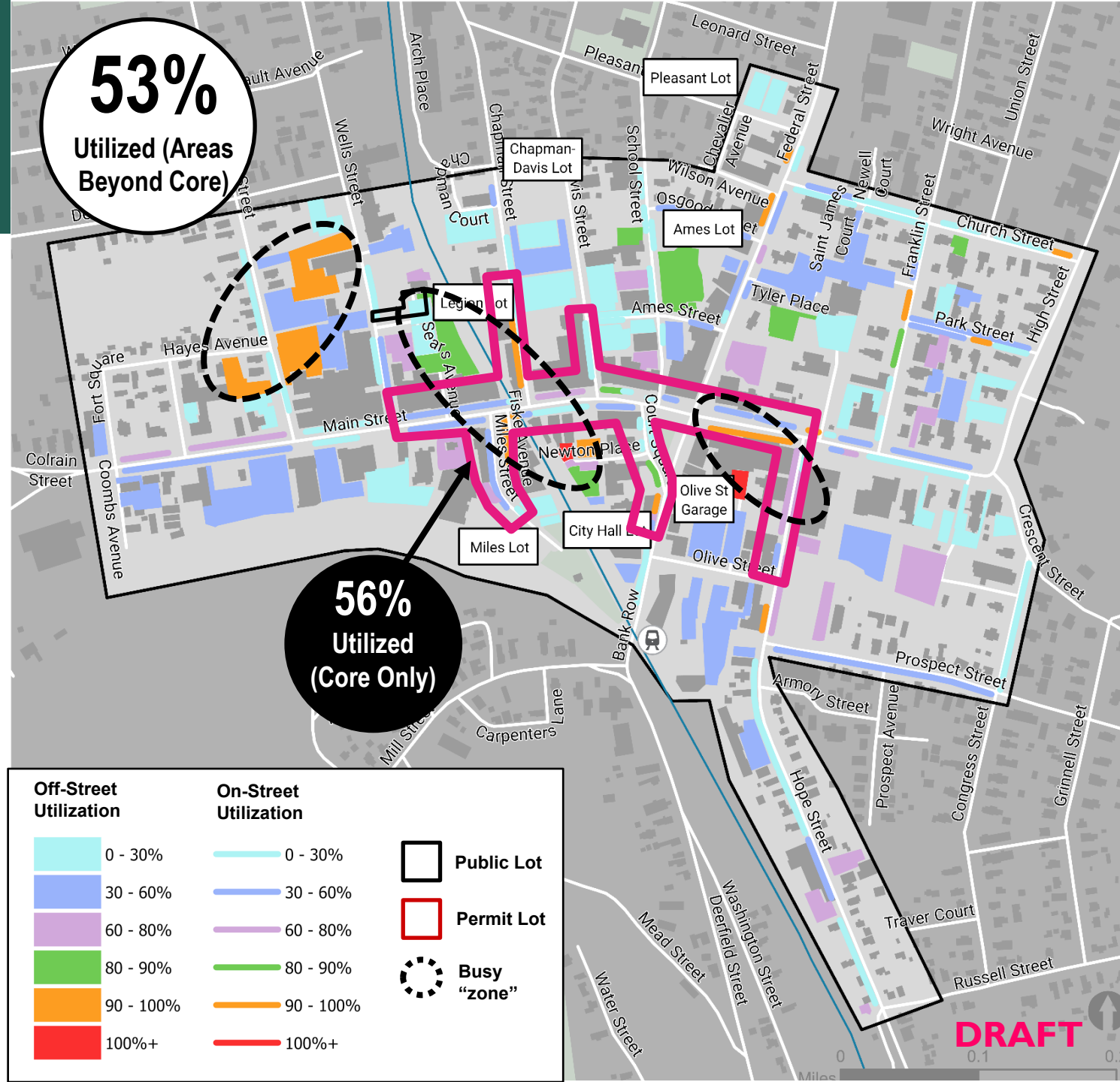
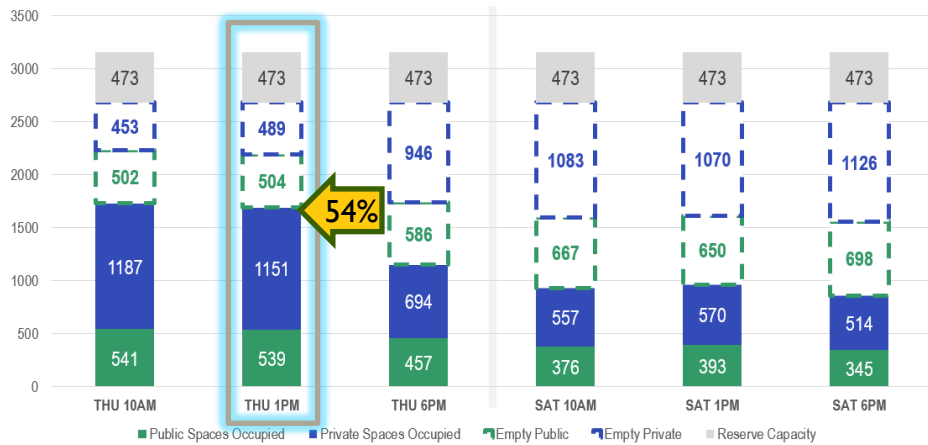


Utilization- Thursday 1PM

54% overall utilization

KEY OBSERVATIONS

- Overall utilization remains relatively low
- Strong demand near Hayes & Conway
- A “core area” is busiest, esp. by courthouse, but availability remains along most of Main St
 - Legion/Chapman lots have capacity

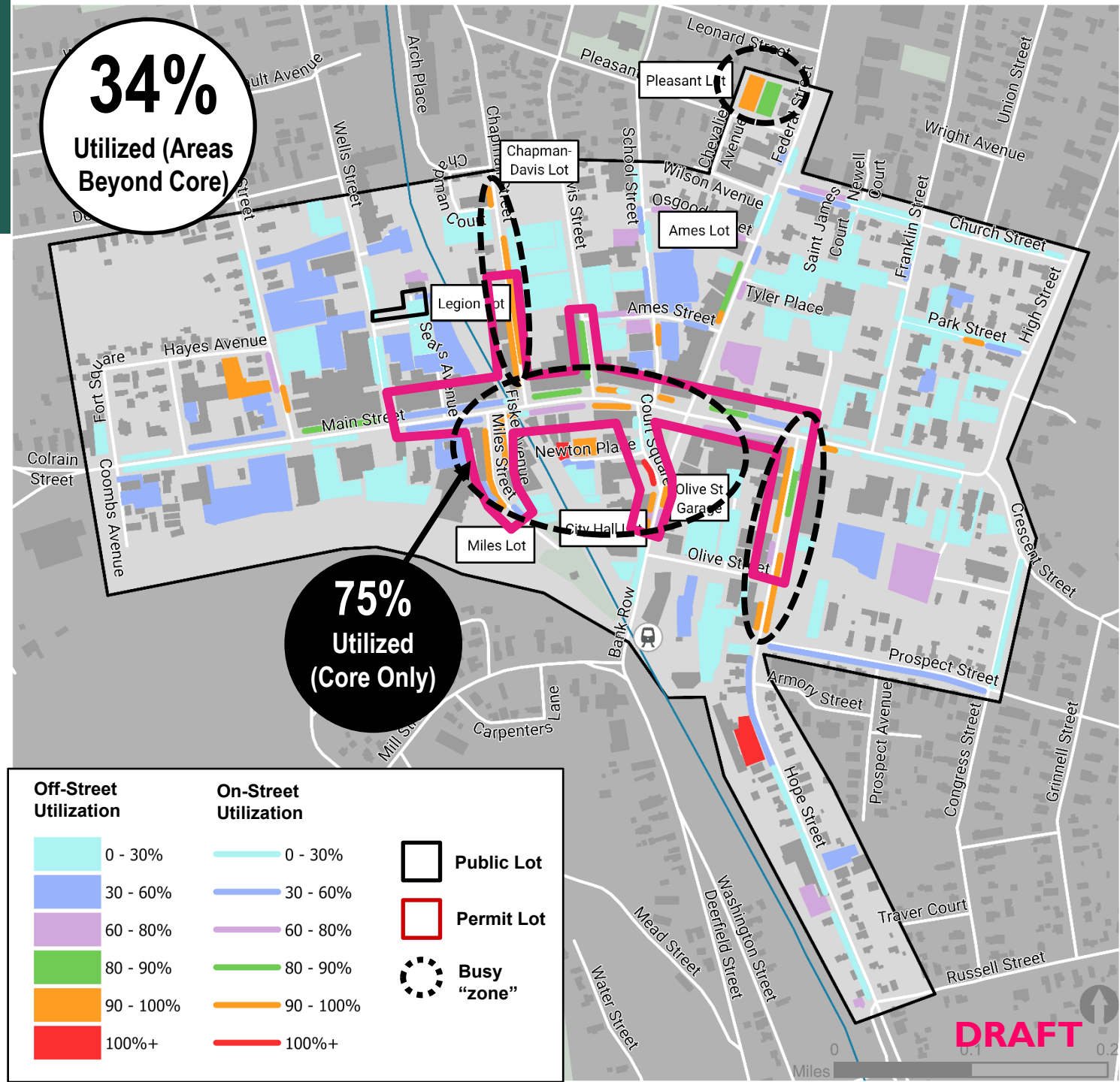
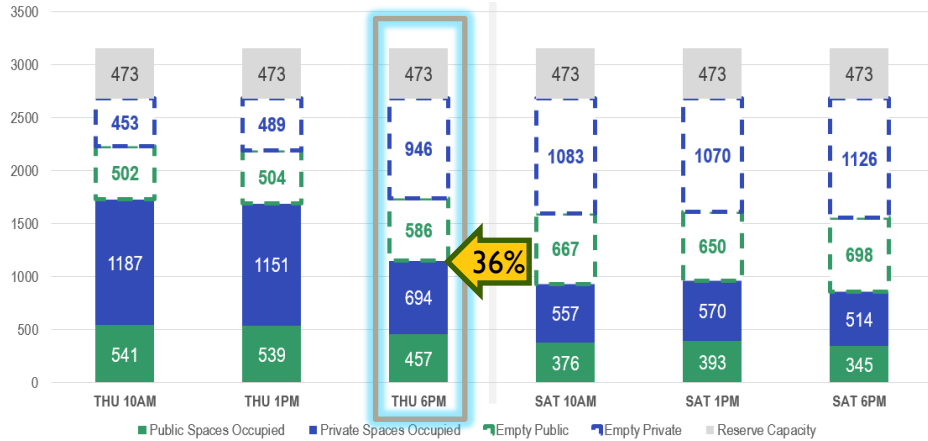


Utilization- Thursday 6PM

36% overall utilization

KEY OBSERVATIONS

- Overall utilization is very low
- Yet with meters off, core area is busy
- Public lots/garage nearly empty (except Pleasant lot)

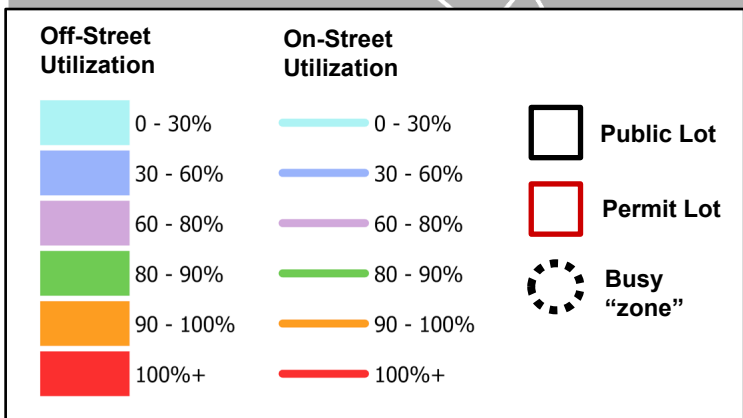
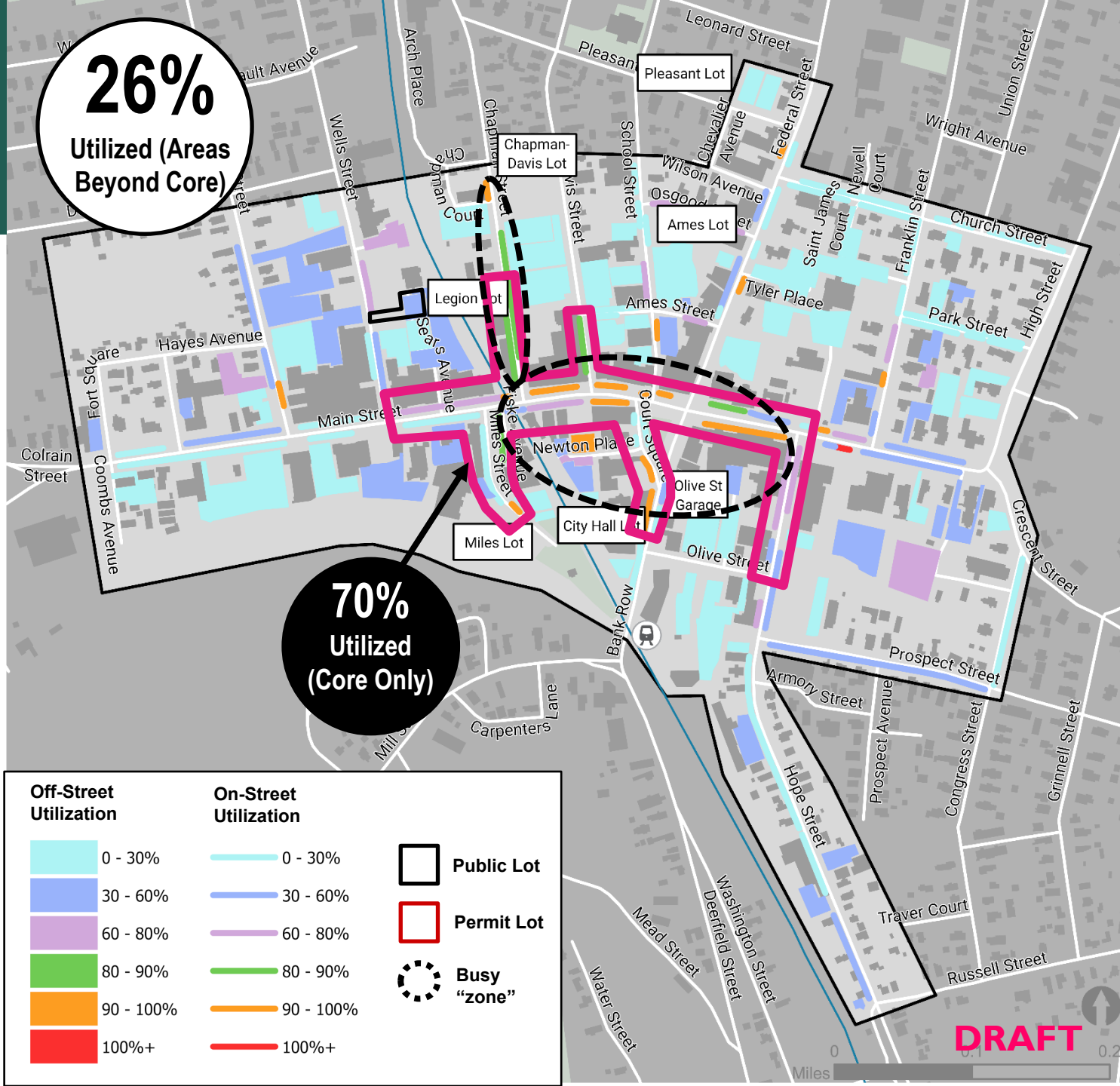
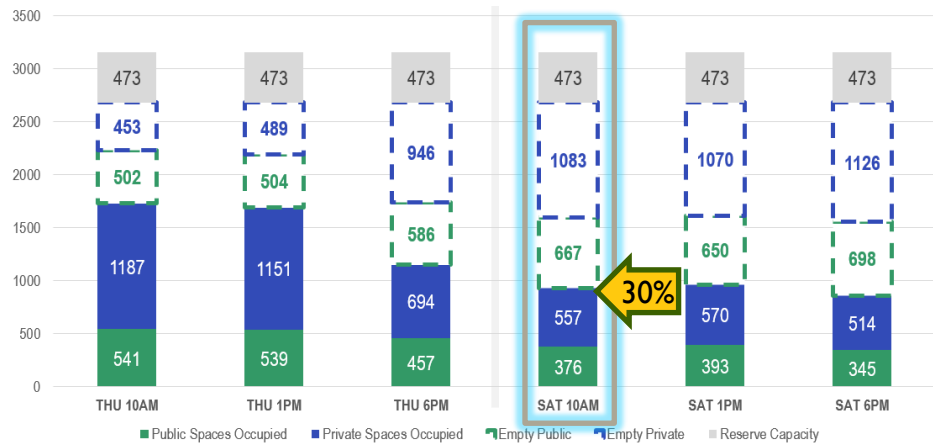


Utilization- Saturday 10AM

30% overall utilization

KEY OBSERVATIONS

- All public lots/garage nearly empty (except City Hall)
- Most private lots are empty
- Core is getting busy

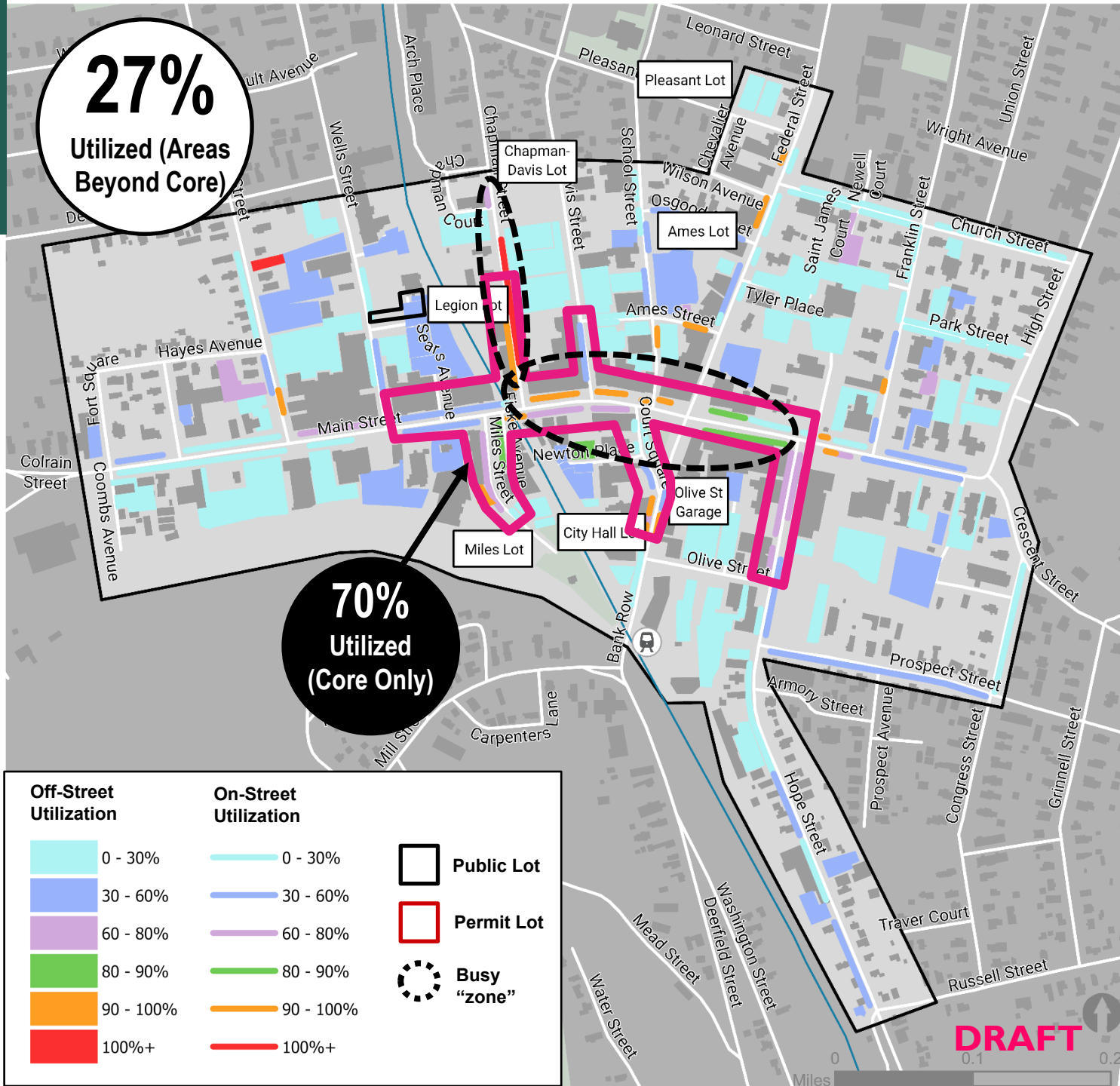
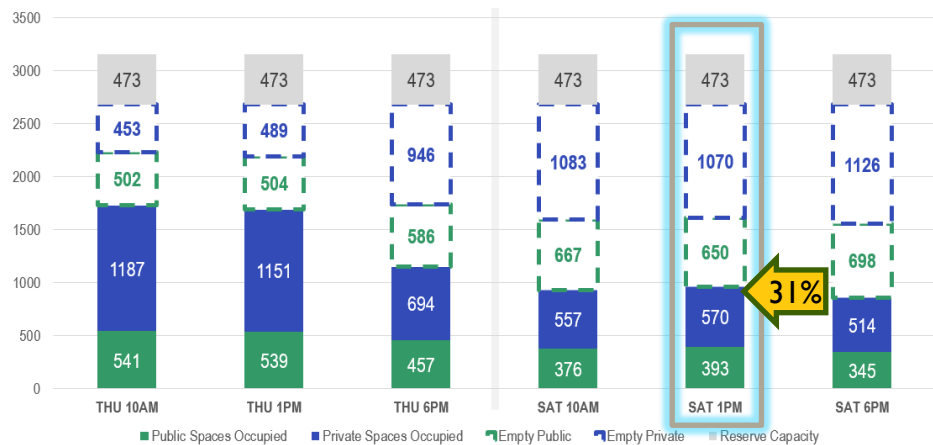


Utilization- Saturday 1PM

31% overall utilization

KEY OBSERVATIONS

- This is peak period on a Saturday
- There is significant availability in most public, permit, and private lots
- Demand in the core has remained steady

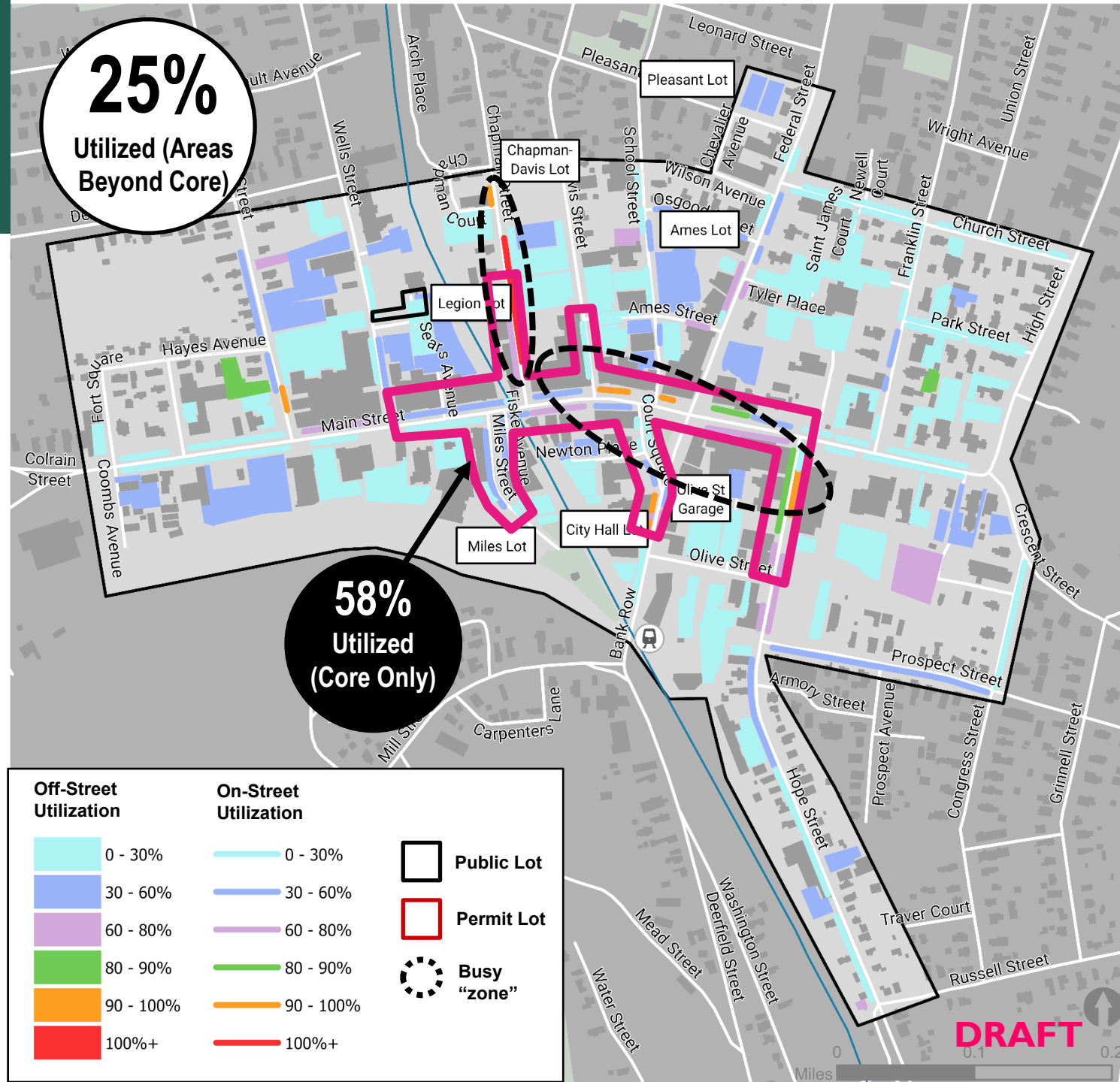
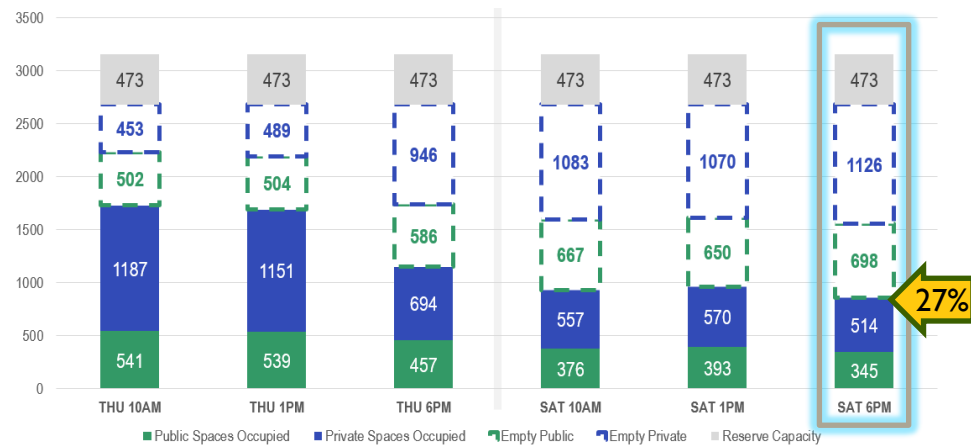


Utilization- Saturday 6PM

27% overall utilization

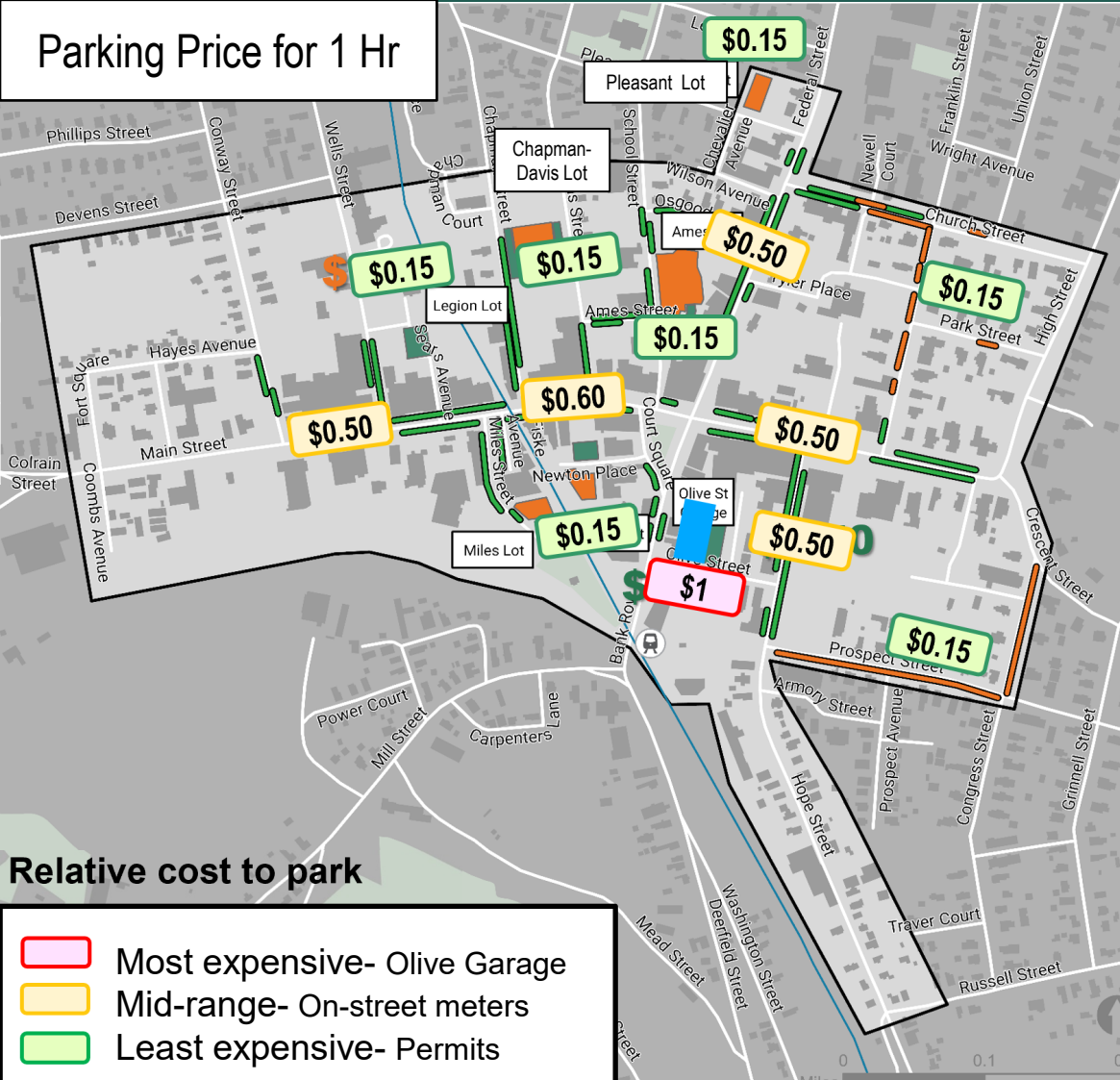
KEY OBSERVATIONS

- Only the core area has notable utilization

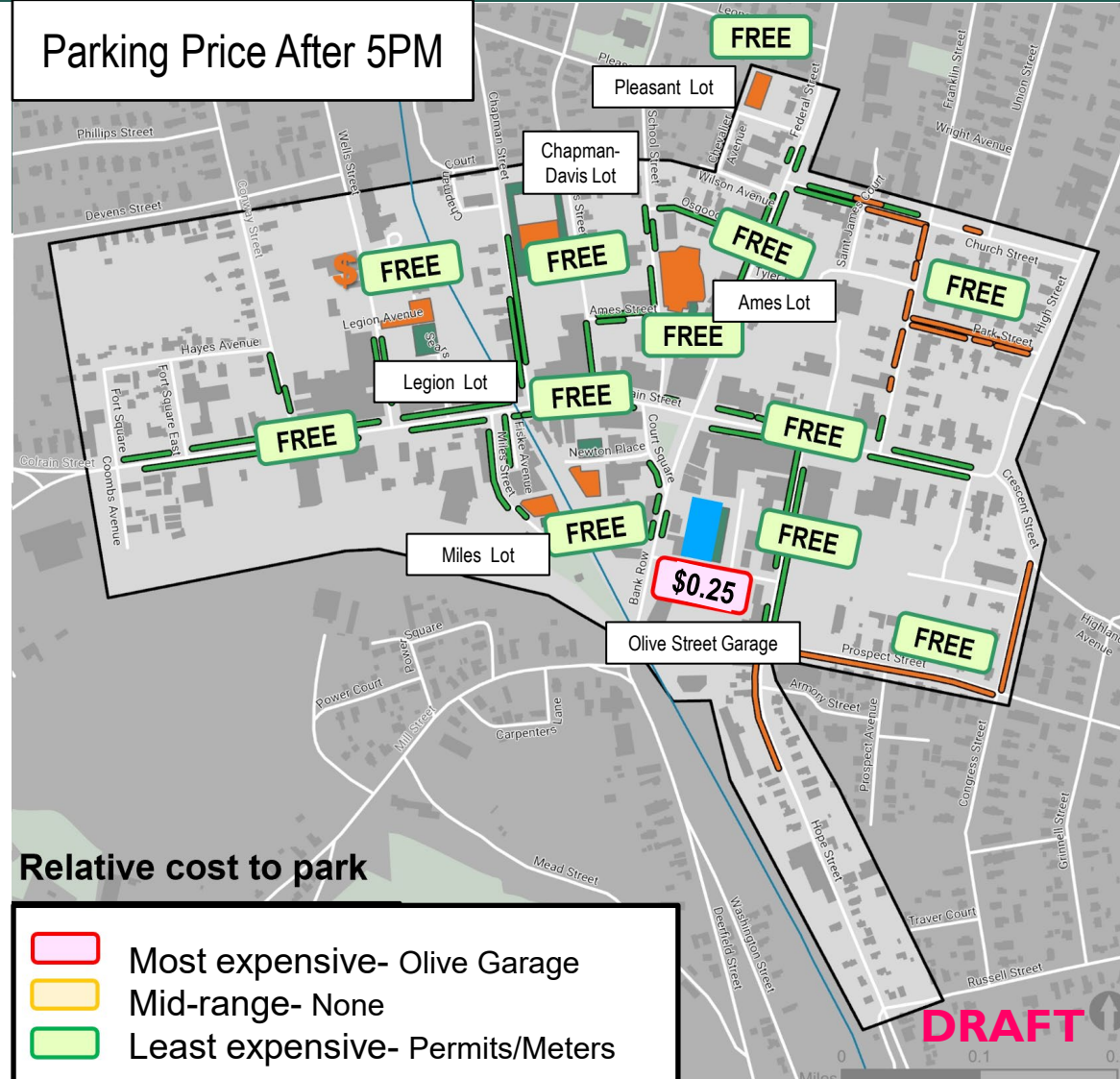


Priced Parking

Parking Price for 1 Hr



Parking Price After 5PM



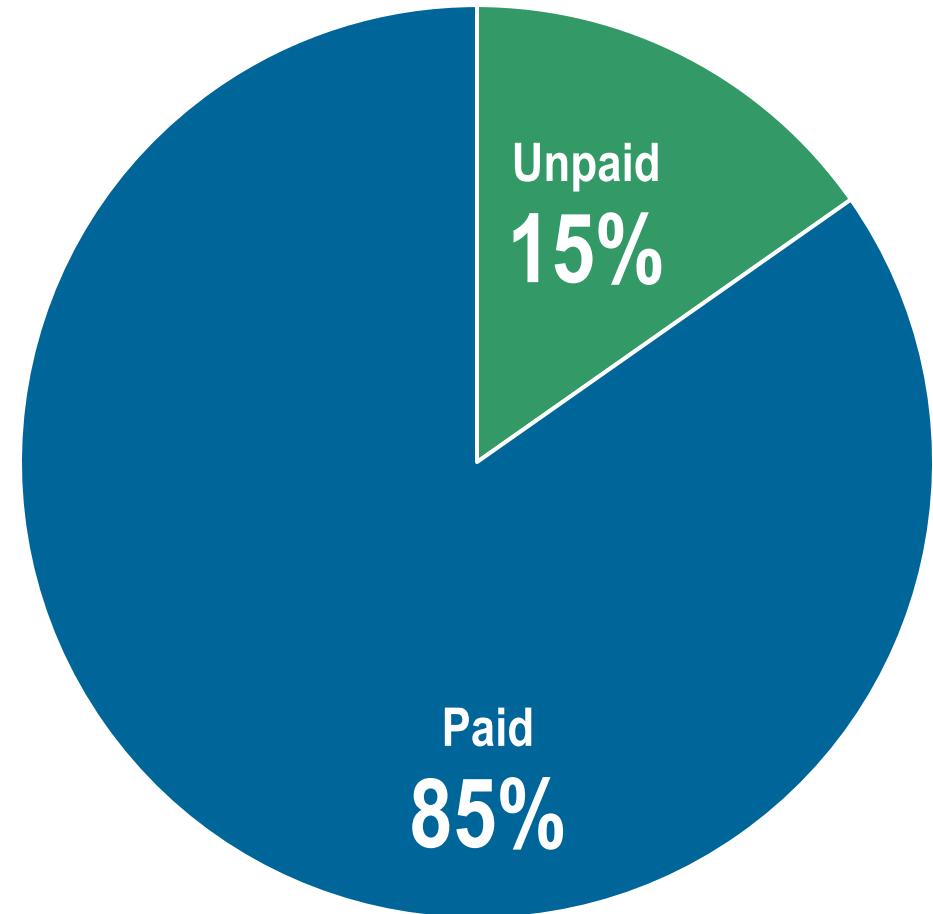
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PARKING INVENTORY Paid vs. Unpaid

85%

Of the public inventory is 'paid'

Parking Type	Number of Spaces
Paid Parking	1,033
Unpaid Parking	186



PARKING INVENTORY SUMMARY

- There is **plenty of availability in the overall system** at all times
- A core area is **consistently full** from late morning through evening, but hundreds of on- and off-street spaces within a 2-minute walk **remain empty** during all time periods
- Pockets of **higher private demand** near Legion Lot and Hayes/Chapman exist, but have **no effect on public availability**



RECOMMENDATIONS



PARKING SUPPLY

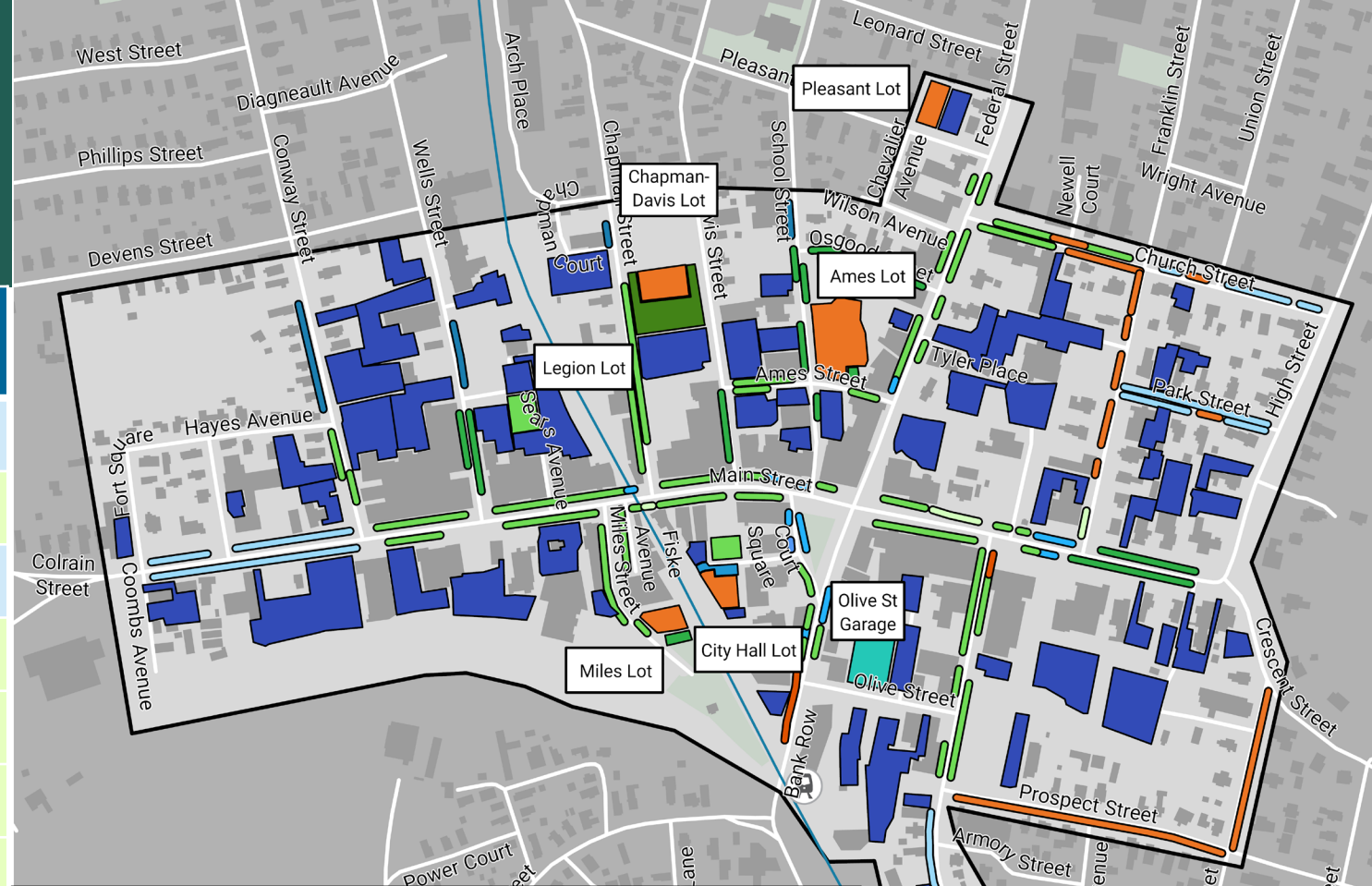
Finding- There is limited public parking off-street

Off-Street Regulation	Number of Spaces
Private	2,043
Olive Street Garage	270
Permit Only	210
10 Hour Limit	106
2 Hour Limit	32
4 Hour Limit	10
30 Minute Limit	8

TOTAL

2,679

(16% public)



On-Street Regulation

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- Private Parking
- 30 Minute Limit
- Olive Street Garage



Note: Library lot not included in inventory analysis while under construction

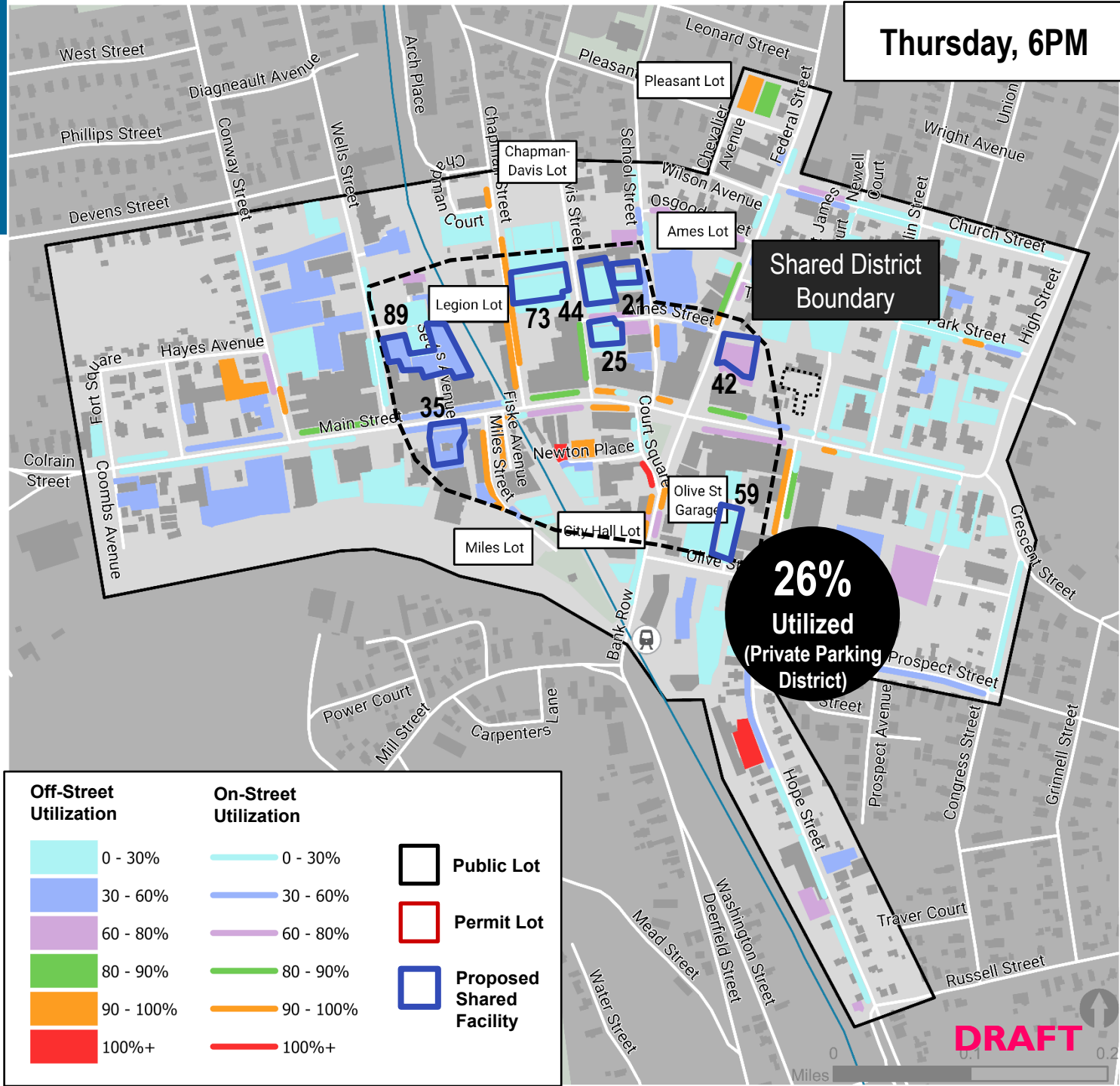
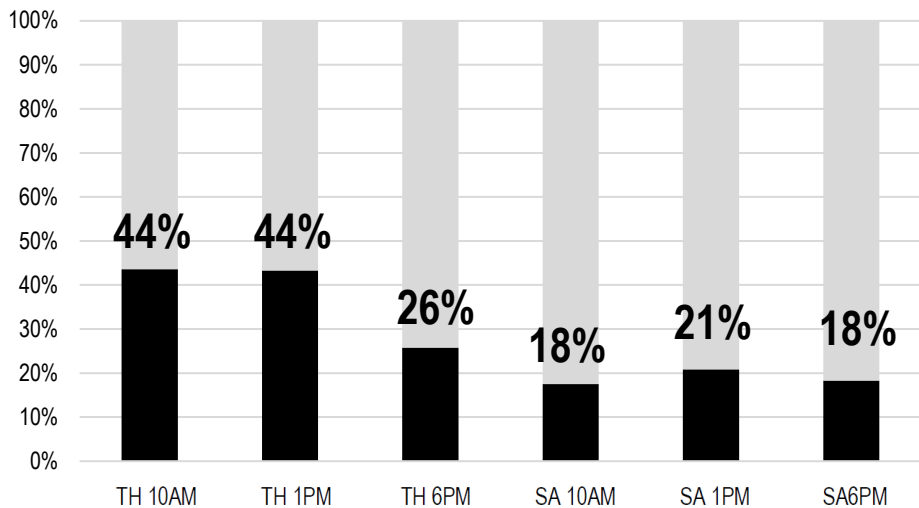
Note: Hope Street lot not included in inventory analysis

Recommendation- Shared district, shared private facilities

What is it?

A shared parking district incentivizes lot owners to share under-utilized capacity in return for revenue or in-kind services (such as maintenance, striping, upgrades, etc.)

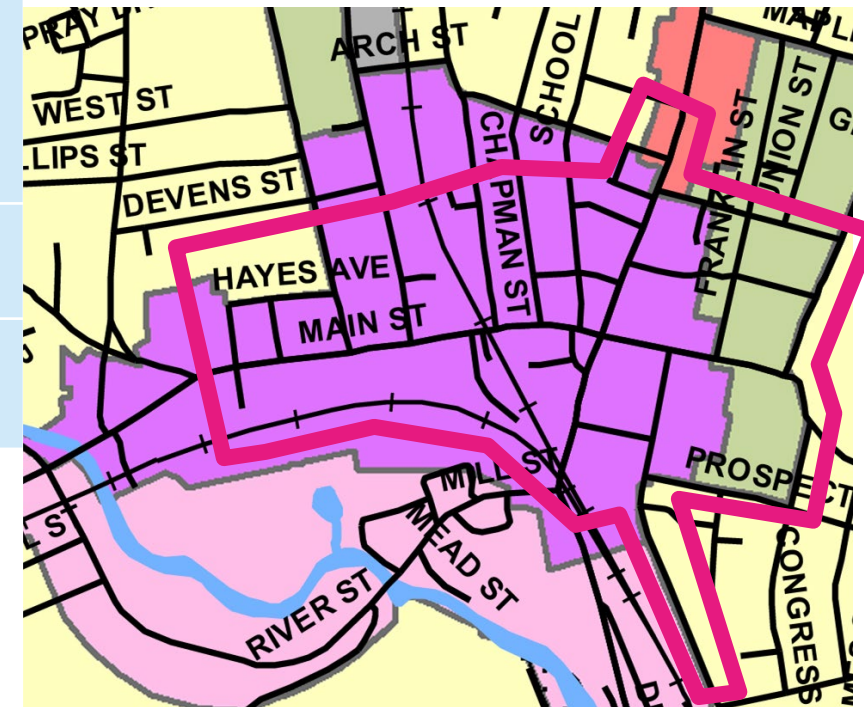
Shared District Utilization (Private Supply- 388 spaces)



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Finding- Zoning requirements near downtown are generally higher than best practice

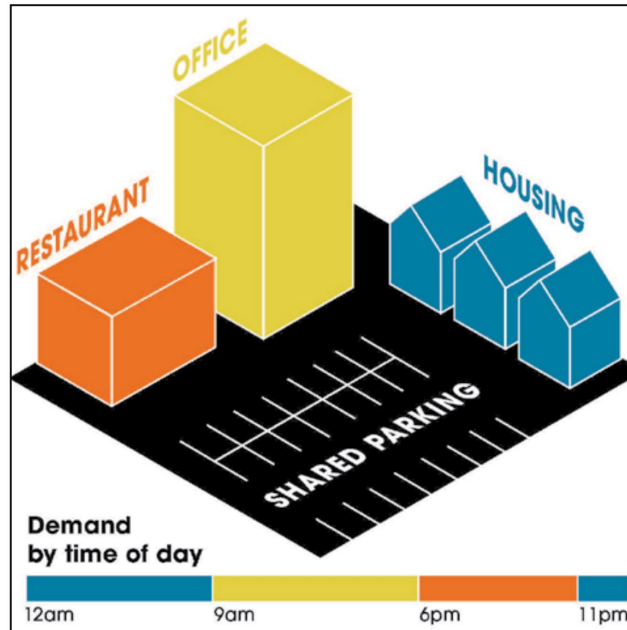
Land Use	Greenfield Requirement (Oct 2021)	Best Practice (ITE Trip Generation Manual)	Comp.
Residential	1 space per unit	1.15 spaces per unit ¹	13% Lower
Office	3.33 spaces/1000sf (buildings up to 50ksf plus 1.67 spaces/add'l 1000sf)	2.5 spaces/1000sf	32% Higher
Medical Office	5 spaces per practitioner (1 space per practitioner, 4 patient spaces per practitioner, and 1 space per employee on largest shift)	1.2 spaces per physician	416% Higher
Retail	2.5 spaces/1000sf	1.95 spaces/1000sf	28% Higher
Restaurant	1 space per 3 seats (plus 1 per employee on largest shift)	0.6 spaces per 3 seats	40% Higher



¹ Assumes 2 bedrooms per housing unit

Recommendation- Improve Use of Sharing in Zoning

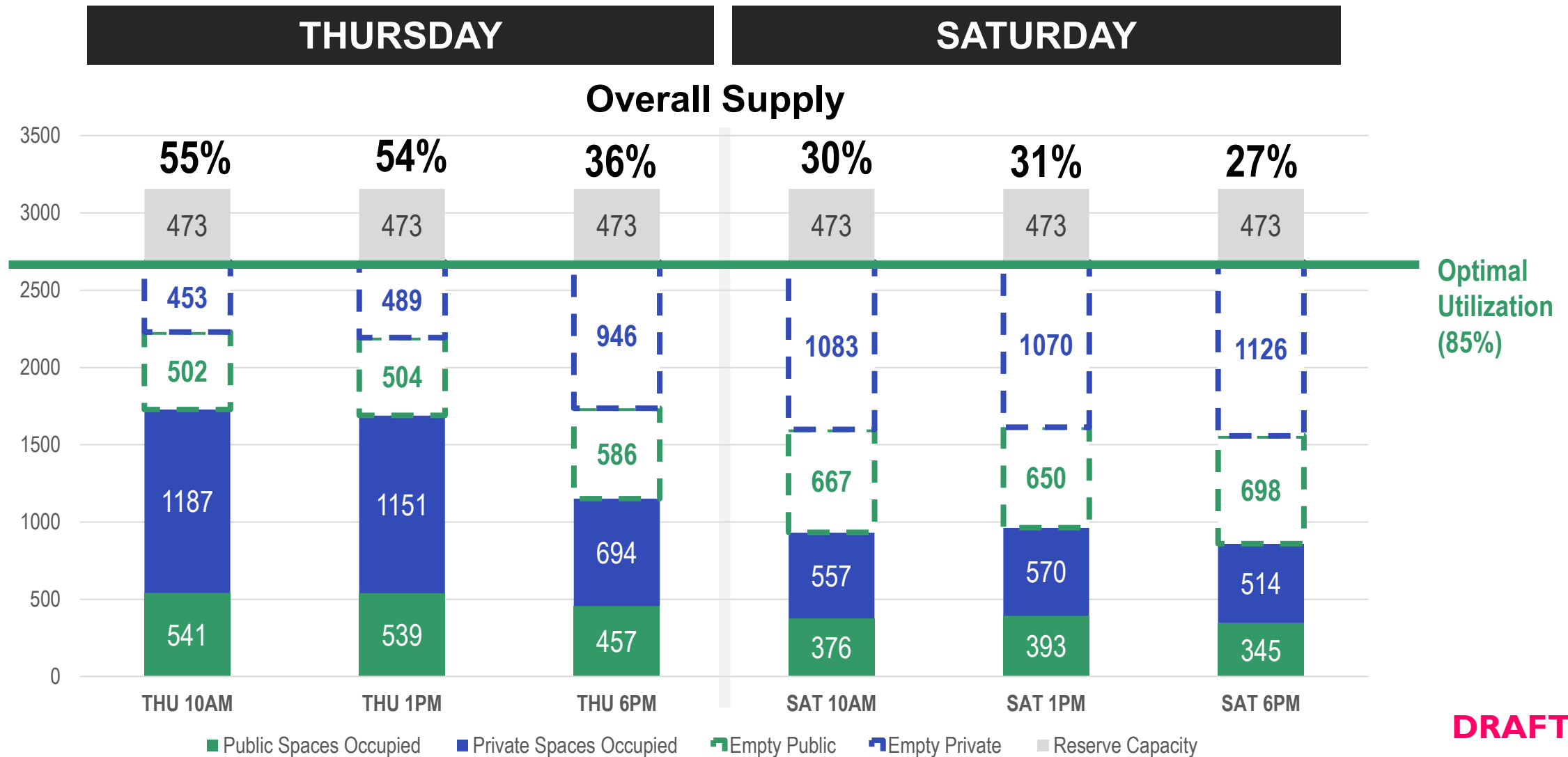
- As part of defining a shared district, shared parking flexibility should be encouraged with clearer guidance.
- Also, reductions in rates near downtown to match observed should be considered



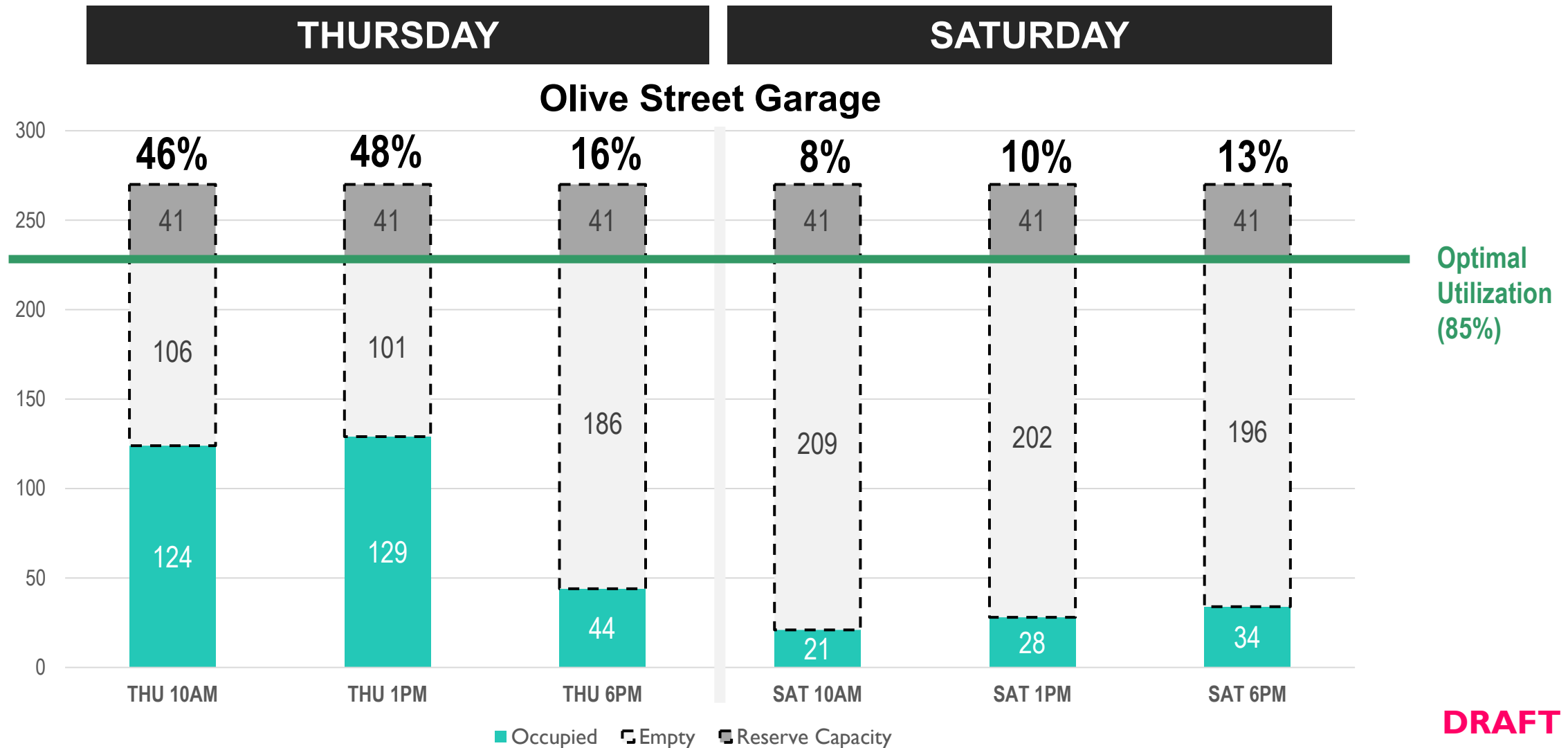
CASE STUDY- Somerville, MA Zoning Ordinance Mixed-Use Reduction Table

Time of Day	Comm.	Evening Comm.	Resi.	Total
6AM-9AM	(X) * 25%	(X) * 0%	(Y) * 100%	= row sum
9AM-7PM	(X) * 100%	(X) * 50%	(Y) * 65%	= row sum
7PM-11PM	(X) * 25%	(X) * 100%	(Y) * 100%	= row sum
11PM-6AM	(X) * 0%	(X) * 25%	(Y) * 100%	= row sum

Finding- Overall parking supply significantly outweighs demand at any time (Public vs. Private Utilization of Overall Supply- 3,156 supply)

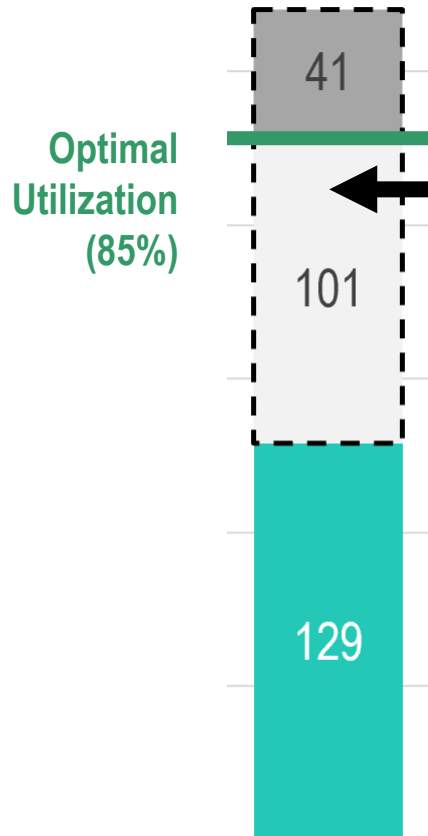


Finding- Overall parking supply significantly outweighs demand at any time (e.g., Olive St Garage Utilization- 270 supply)



Recommendation- Most off-street facilities can be utilized for a different purpose without impacting ability to meet parking demand (e.g., Hope Lot)

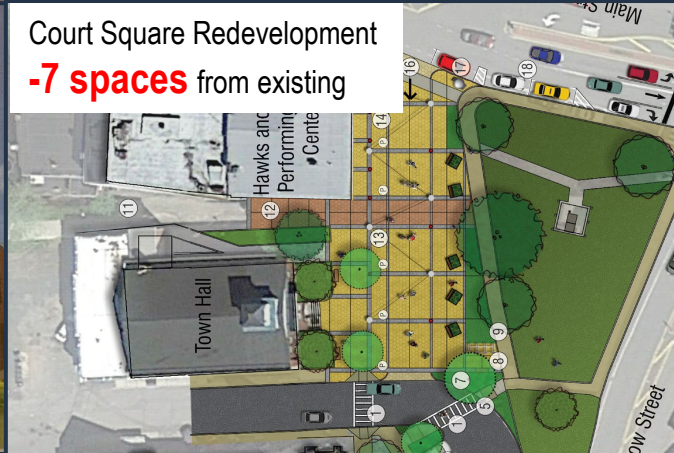
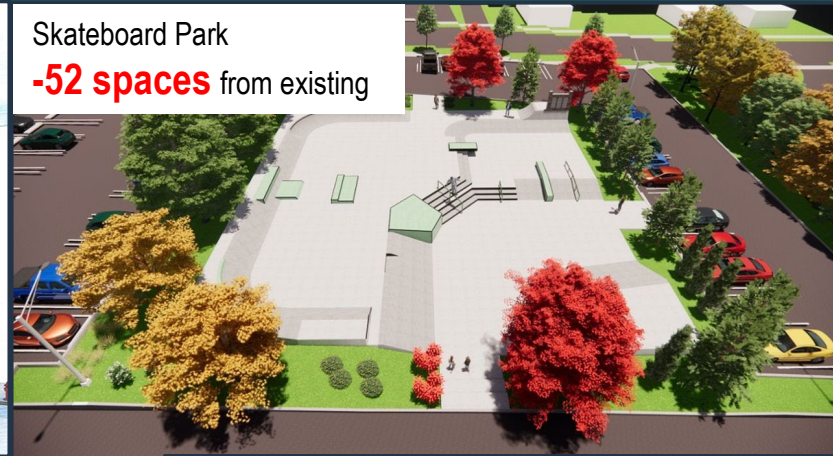
Olive St Garage
48%



THU 1PM



Finding- Cumulative impacts of developments on parking have minimal impacts on the overall supply



Total net change of parking for these 4 developments is **-33 spaces**

Inventory: 3,156 spaces
Change: - 3,120 spaces (-1.1%)

*Includes Library and the 112 Hope Street lot spaces which were not included in the overall mapped inventory.

Recommendation- Promote transparency about the findings of this parking study and identify ways of optimizing existing supply

Focus on capital improvements to improve the conditions/user experience of existing facilities

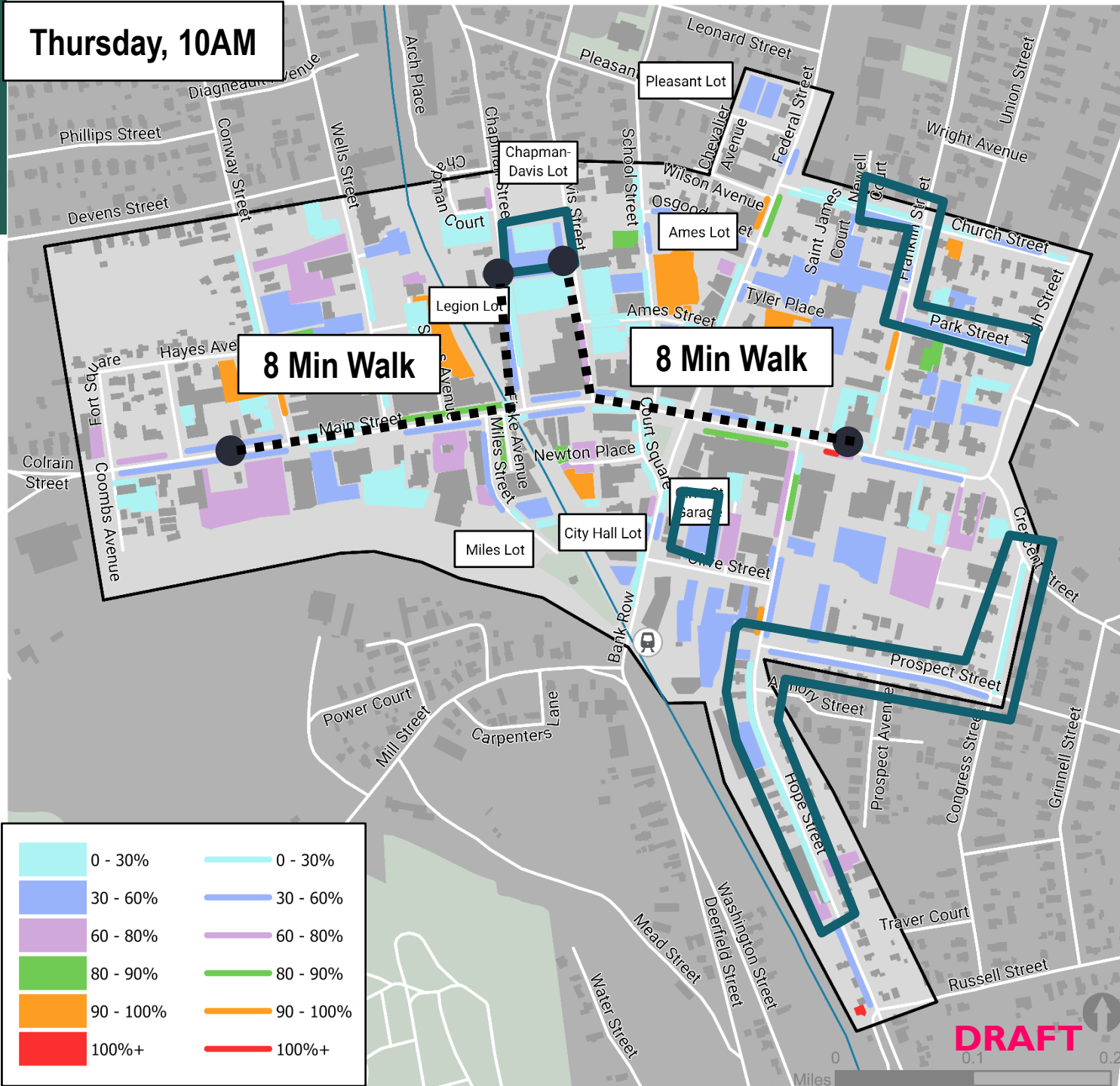
- Lighting
- Clear markings
- Safe surfaces
- Landscaping

Consider a future public parking survey to identify details about parking practices, potential barriers, etc.



Finding- Long-term parking options are not being fully utilized

- Walking distance from Chapman Lot (10-hour parking) to businesses on West Main Street is far
 - Public long-term (i.e. 10-hour) spaces in Chapman are never more than 36% full
 - Permit spaces in Chapman are never more than 33% full
- Unregulated spaces along Hope St are nearly empty

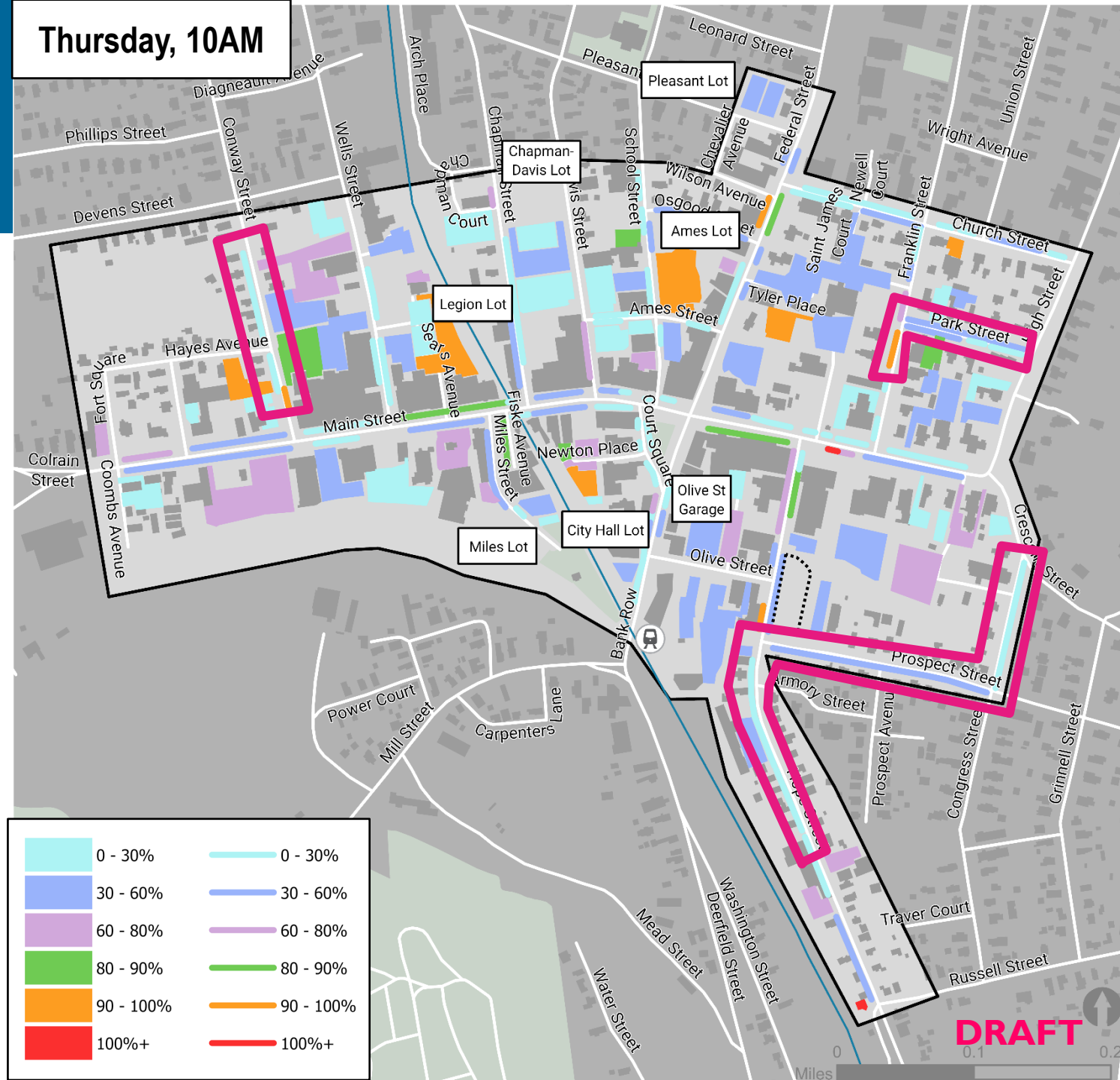


Recommendation- Identify employee needs and potentially expand permit program

- Survey employees
- Conduct utilization counts between 6AM and 10AM
 - Residents might be occupying prime spaces
- Expand on-street employee permit parking in select areas



Thursday, 10AM

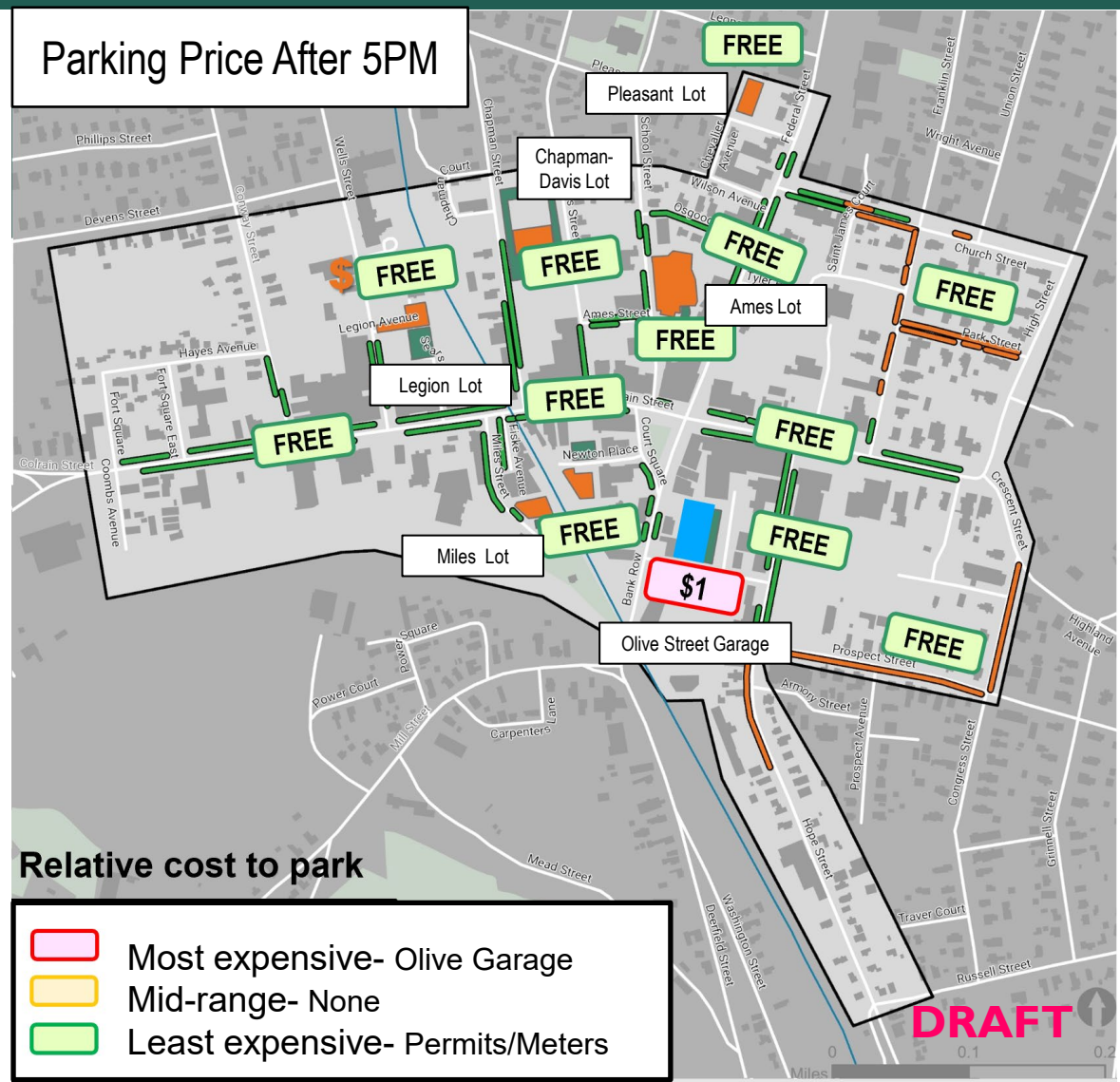
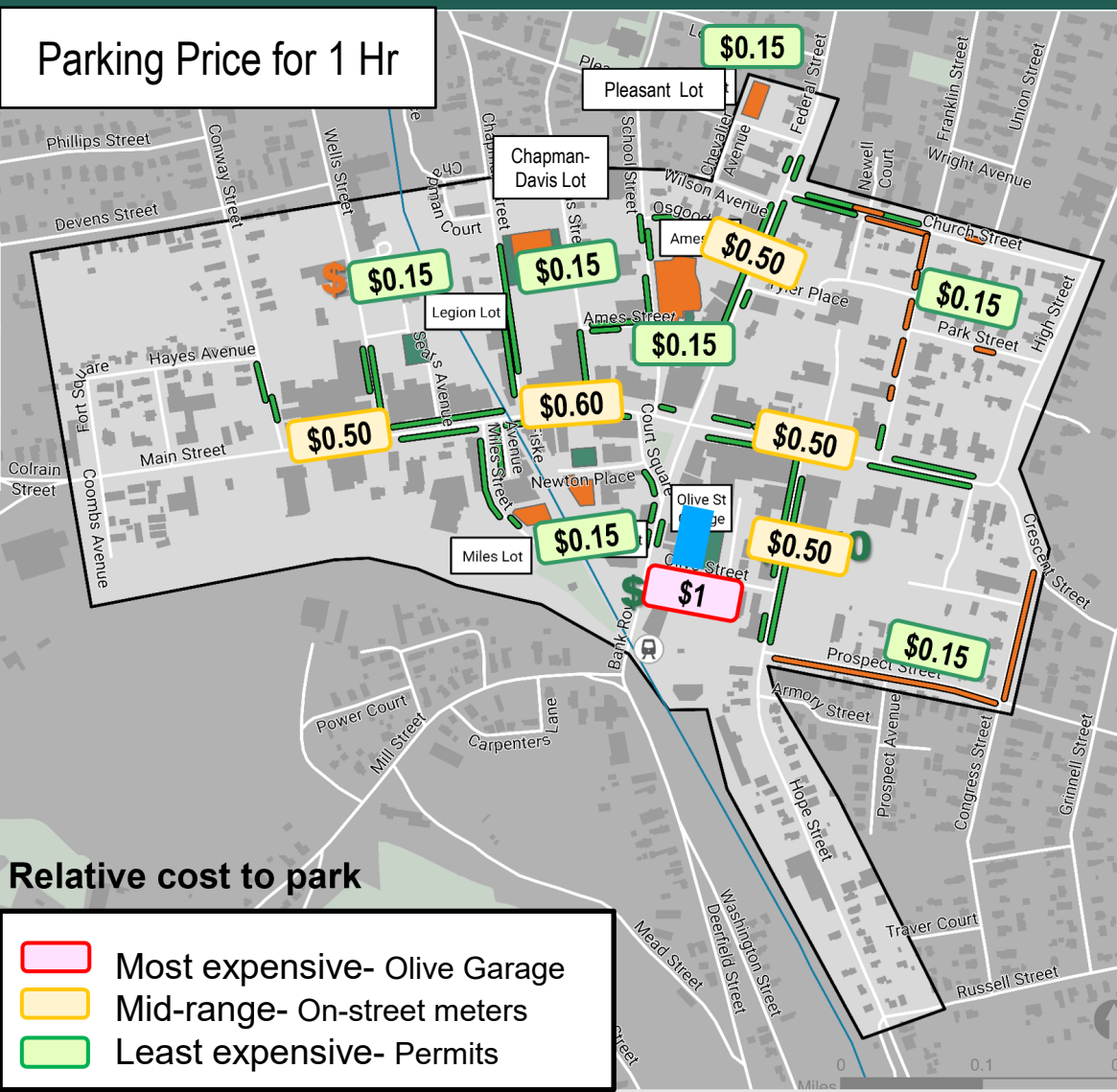


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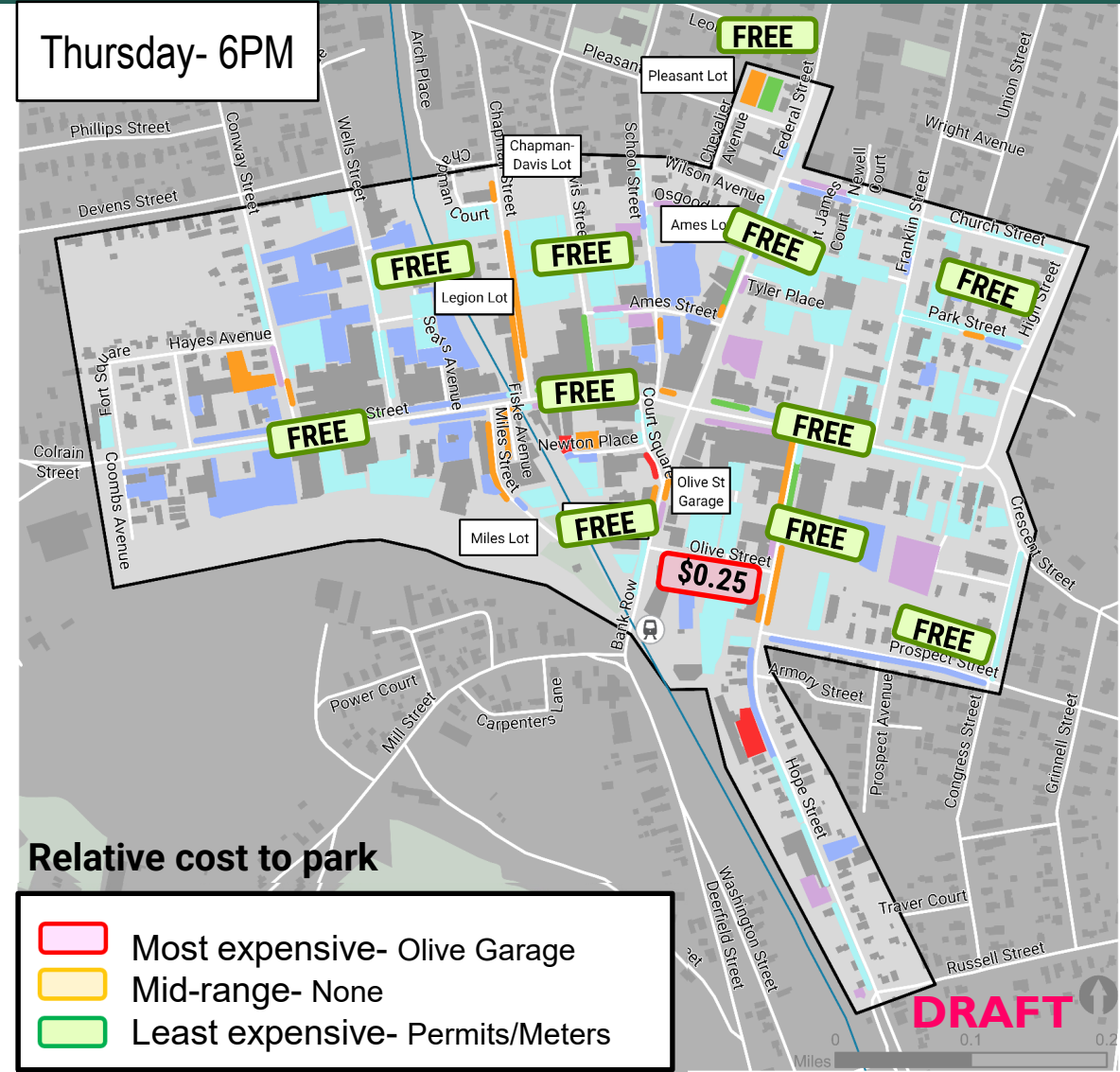
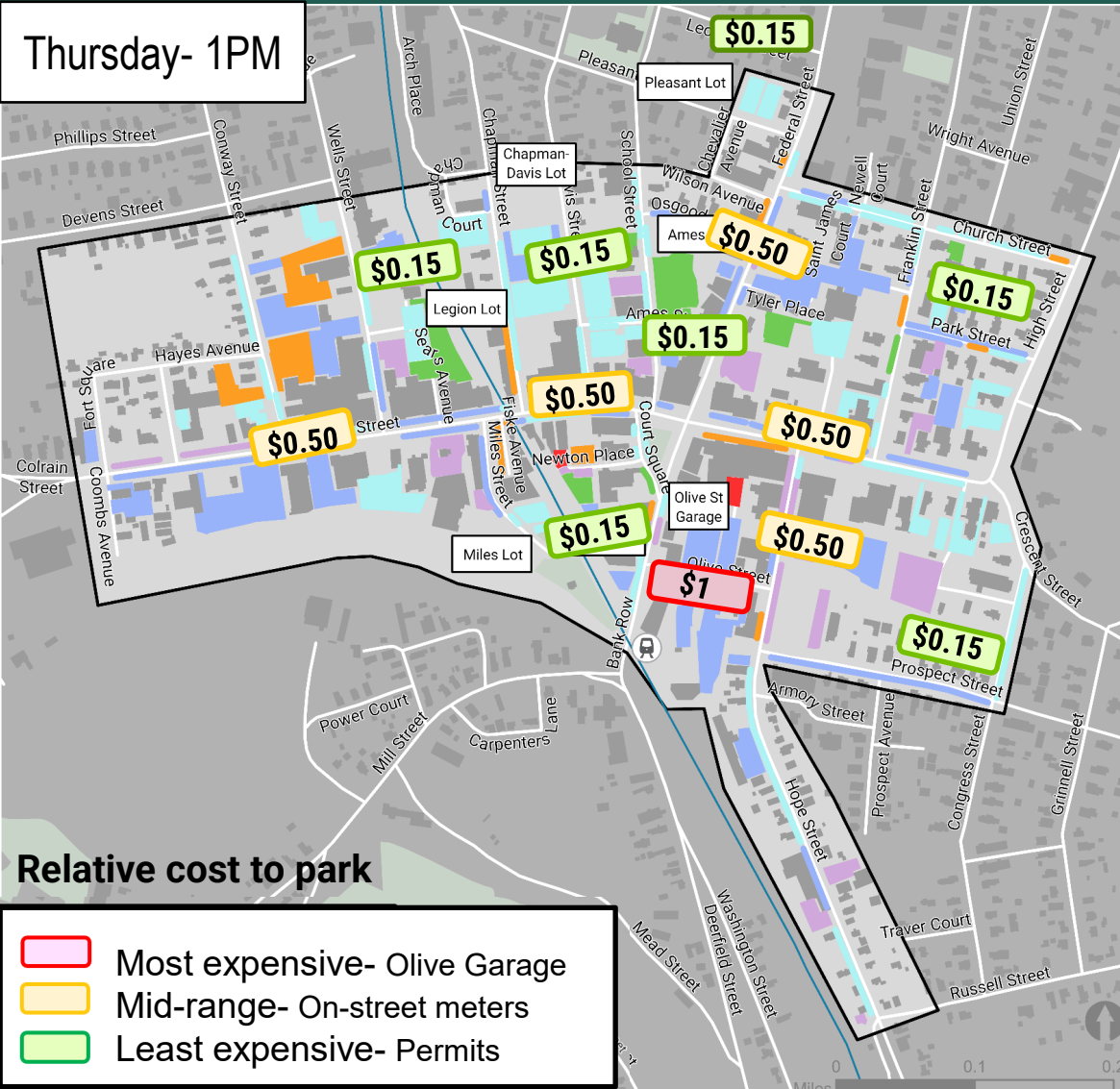
PARKING PRICING

Finding- Meter Prices Do Not Match Demand in the Core Area



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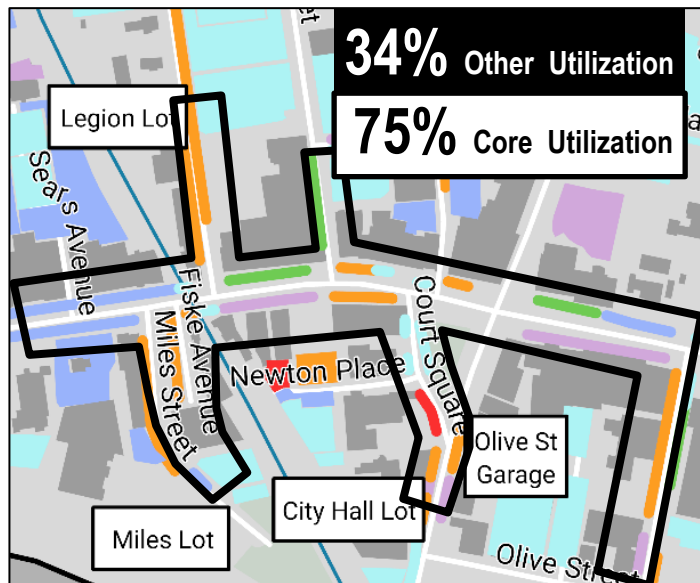
Finding- Meter Prices Do Not Match Demand in the Core Area



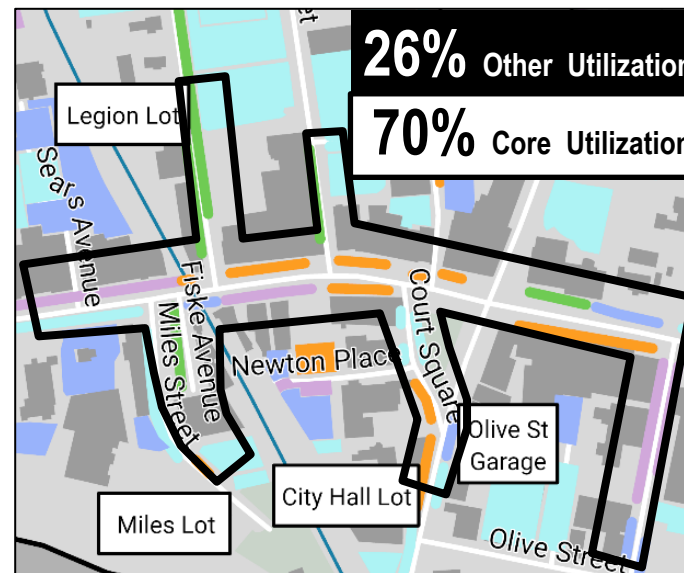
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Finding- Meter Prices Do Not Match Demand in the Core Area

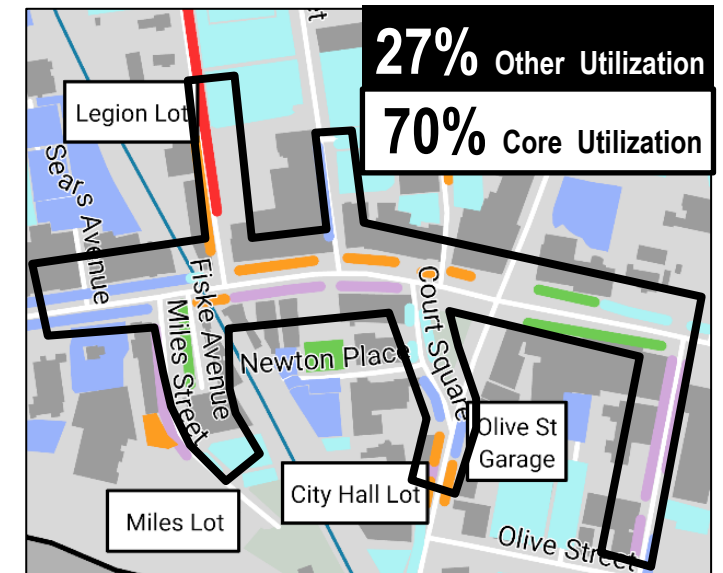
- Static pricing is **not responsive** to dynamic demand
- **Top destinations** (like on-street, near City Hall) experience **low / no availability**
 - There is significant availability beyond the core
- **No incentive** to use nearby available parking at the same price



Thursday- 6PM

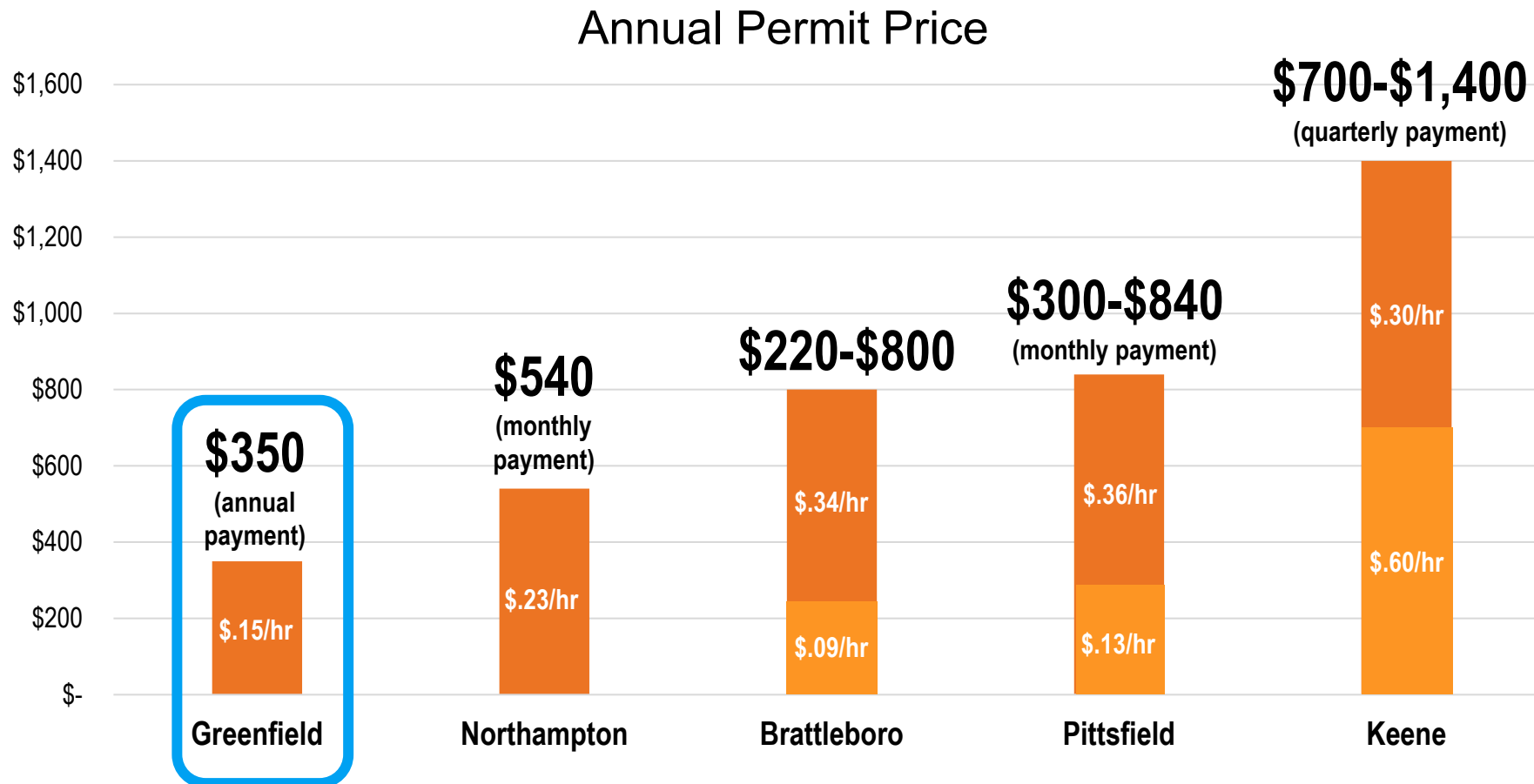


Saturday- 10AM



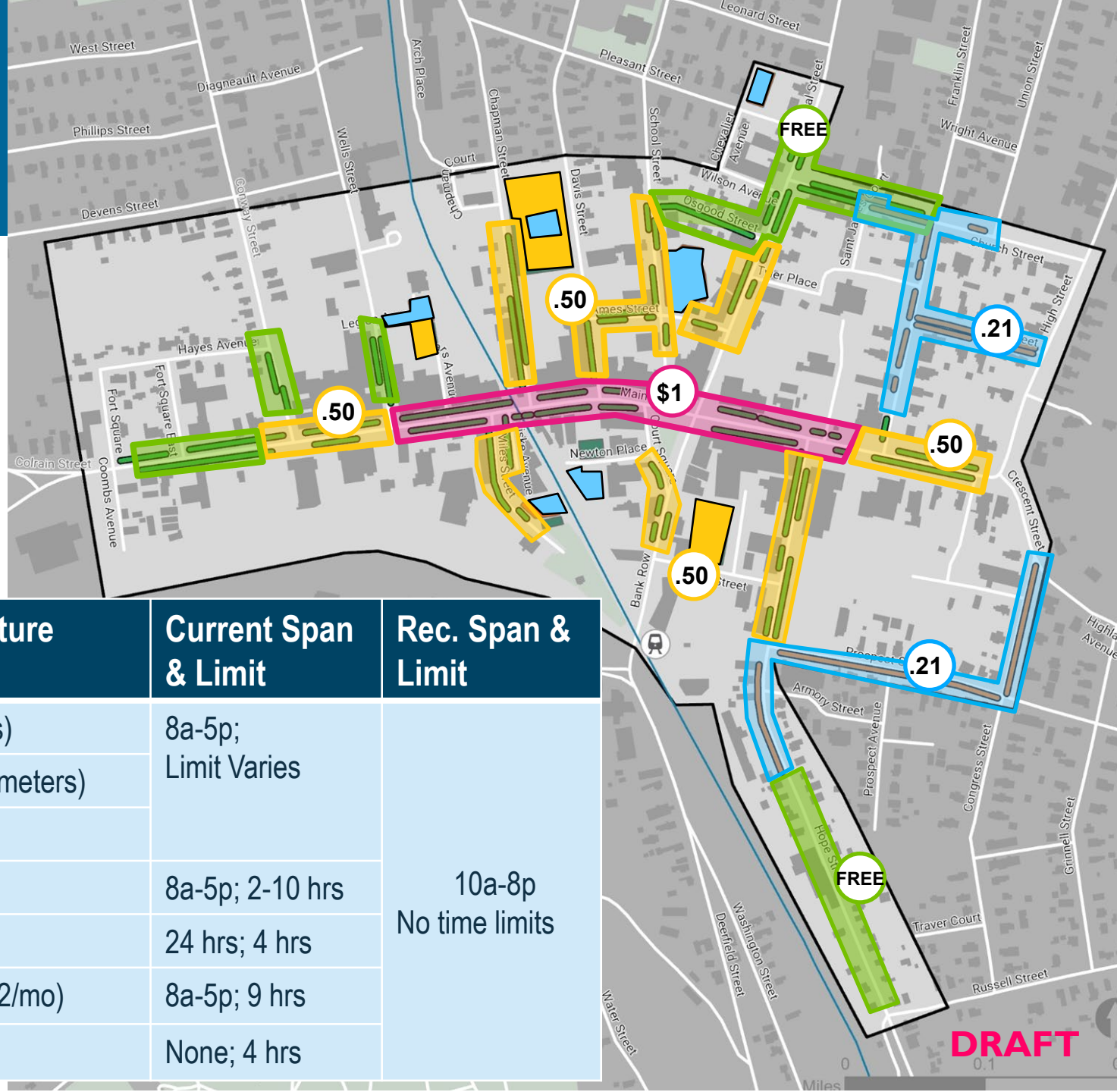
Saturday- 1PM

Finding- Permit Prices are Comparatively Low to Peers



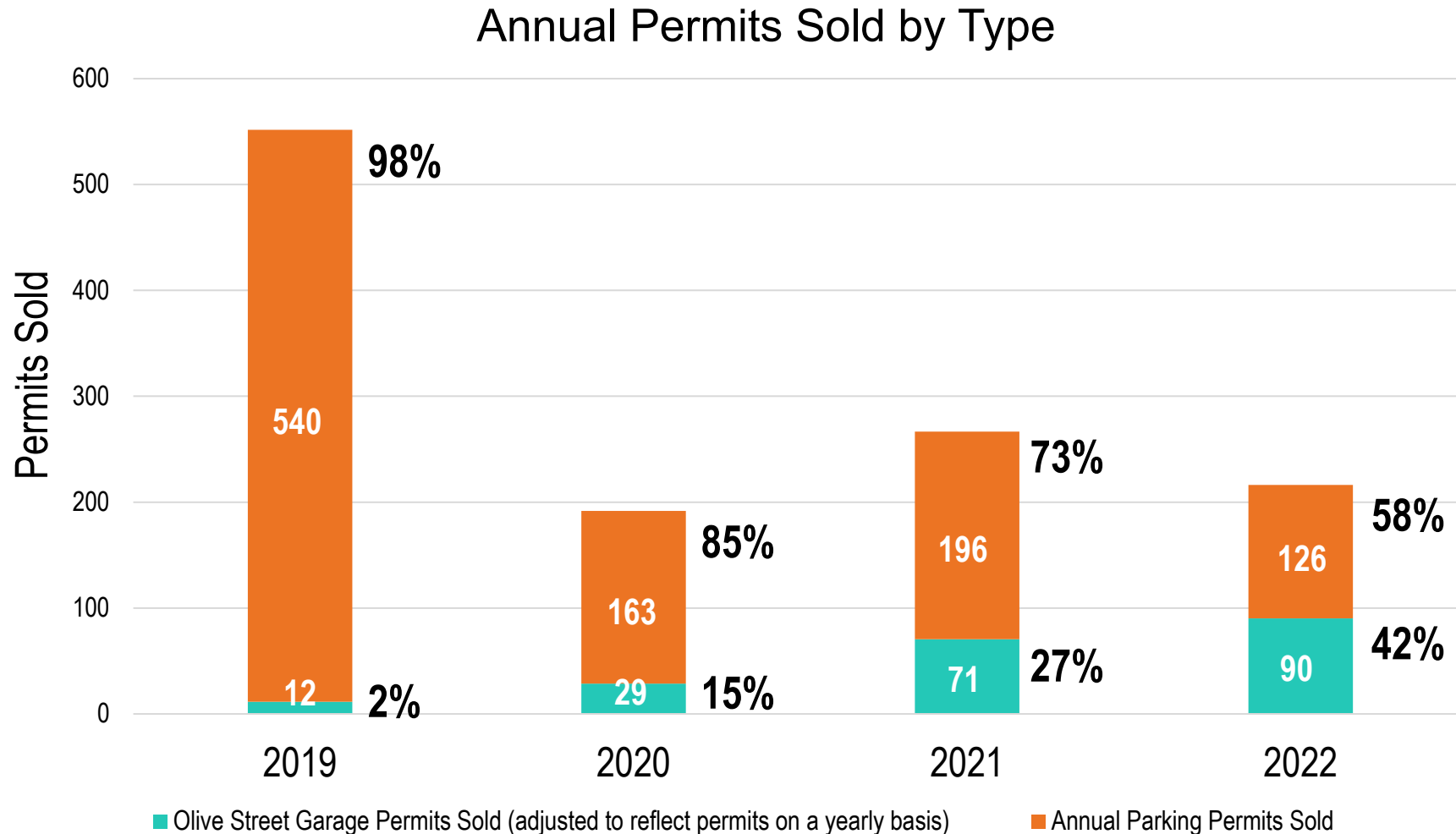
Recommendation- Tiered pricing

- Make prices responsive to demand
 - Increase where demand is high
 - Decrease where demand is low
 - Sometimes the price should be free
- Adjust span (later than 5p, but not at 8a)
- REMOVE TIME LIMITS
 - Why limit if paying? To fine visitors?
 - Goal is availability, not turnover



Existing Price Structure	Recommended Price Structure	Current Span & Limit	Rec. Span & Limit
\$.50-\$.75/hr (All meters)	● \$1 (Main Street core meters)	8a-5p; Limit Varies	10a-8p No time limits
	● \$.50 (Beyond Main St core meters)		
	● FREE (Remote areas)		
\$.25-\$.75/hr (Public Lots)	● \$.50 (Public Lots/ Garages)	8a-5p; 2-10 hrs	
Free 1 st hr, then \$1/hr 8-5, M-F	● \$.50 (Olive St Garage)	24 hrs; 4 hrs	
\$.15/hr (Permits @ \$350/yr)	● \$.21 (Permits, \$500/yr or \$42/mo)	8a-5p; 9 hrs	
\$.50-\$.75/hr. (Hope, Osgood)	● FREE (Hope St, Osgood)	None; 4 hrs	

Finding- Permit sales remain very low in recent years. The requirement of paying annually is likely a limitation for some.



Annual permit sales have remained low since their 2019 peak but garage demand is slowly growing

Recommendation- Increase permit cost but provide more purchase options

- Permit prices should be raised to better correlate with the value (fees) of other types of parking

\$350/yr → \$42/month (\$500/yr)
(\$0.21/hr)

- Providing options to purchase monthly or at other intervals can help the City understand seasonal demand



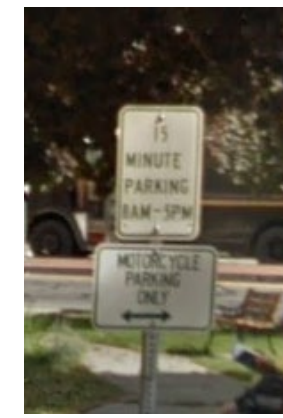
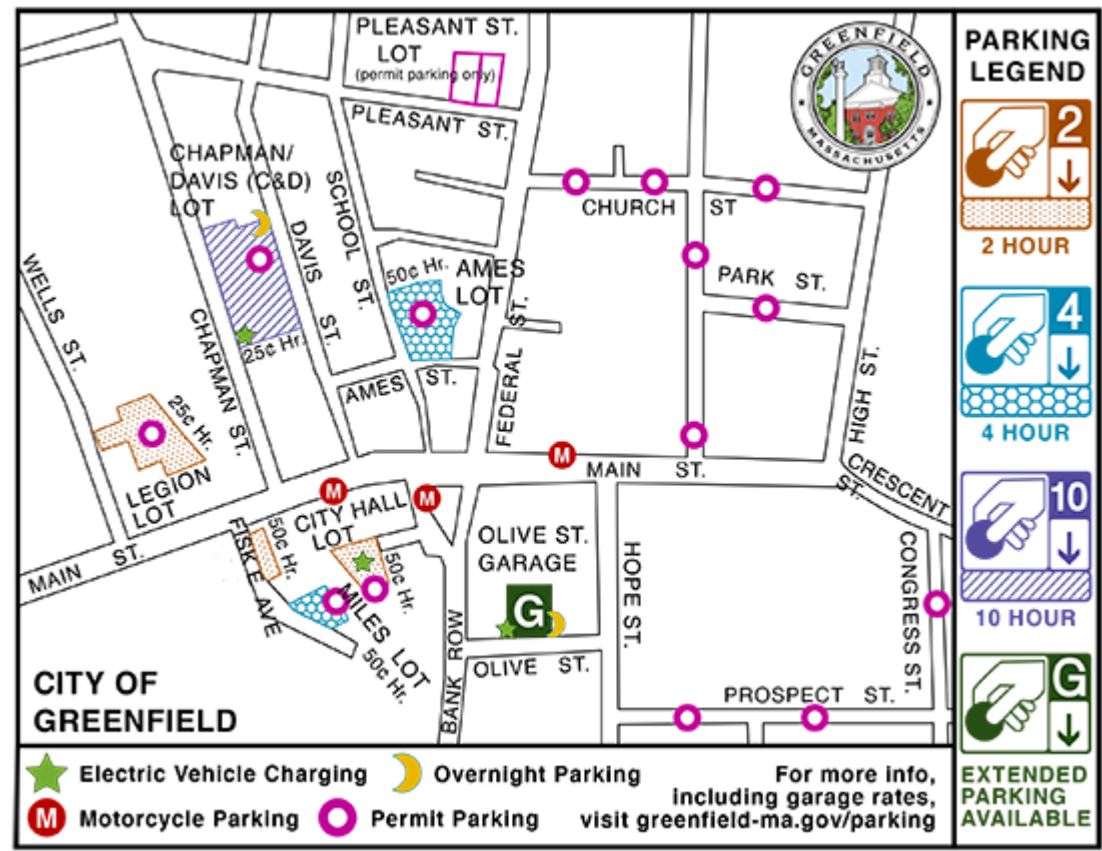
Miles St Lot

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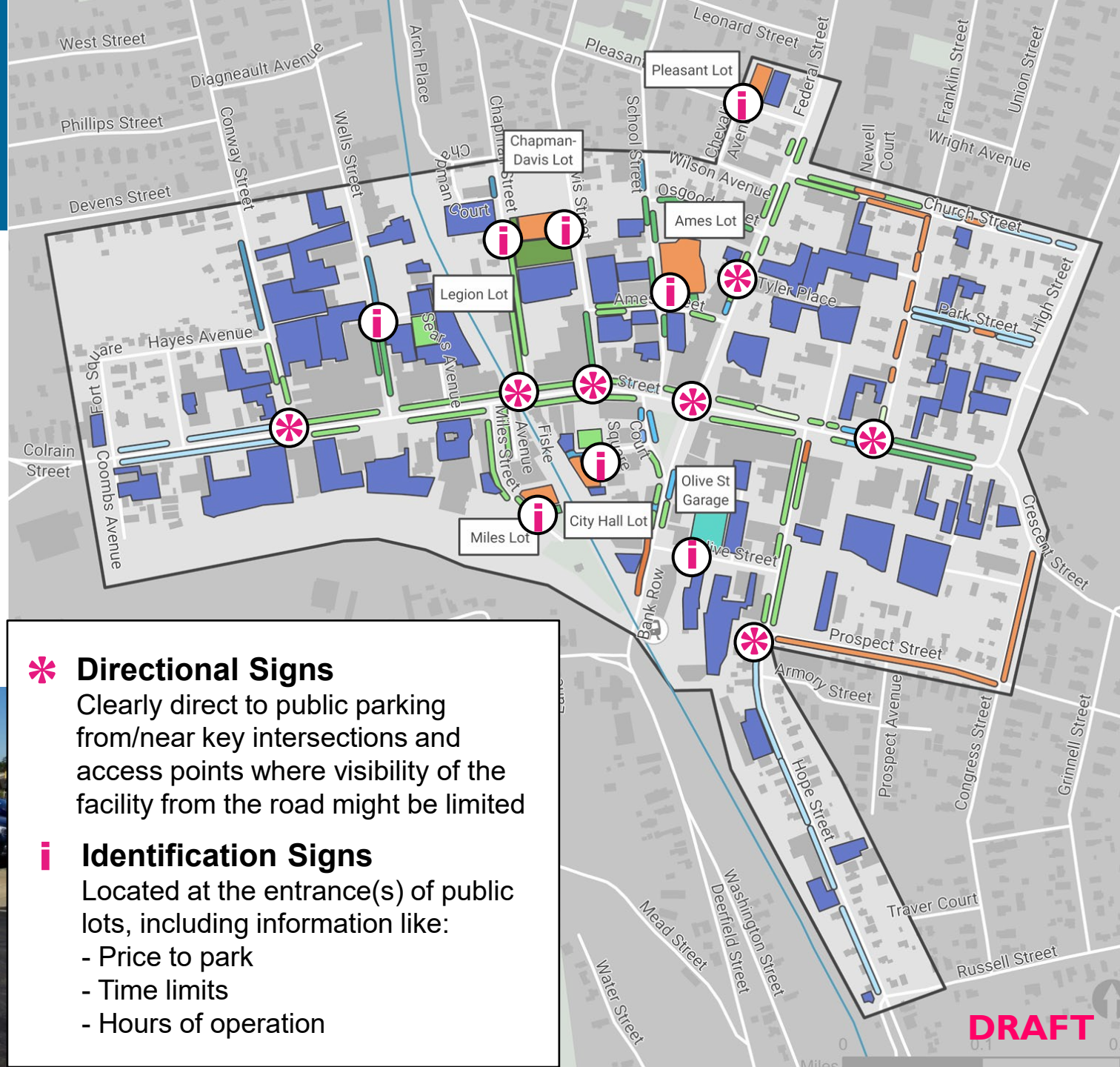
MANAGEMENT OF THE PARKING SYSTEM

Finding- Parking information and wayfinding signage system is inconsistent, needs clarity



Recommendation- Improve clarity and consistency of parking information

- Improve clarity of signage at and directing to public lots
- Eventually develop an overall, streamlined parking signage system



- * Directional Signs**
Clearly direct to public parking from/near key intersections and access points where visibility of the facility from the road might be limited
- i Identification Signs**
Located at the entrance(s) of public lots, including information like:
 - Price to park
 - Time limits
 - Hours of operation

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Recommendation- Improve clarity and consistency of parking information

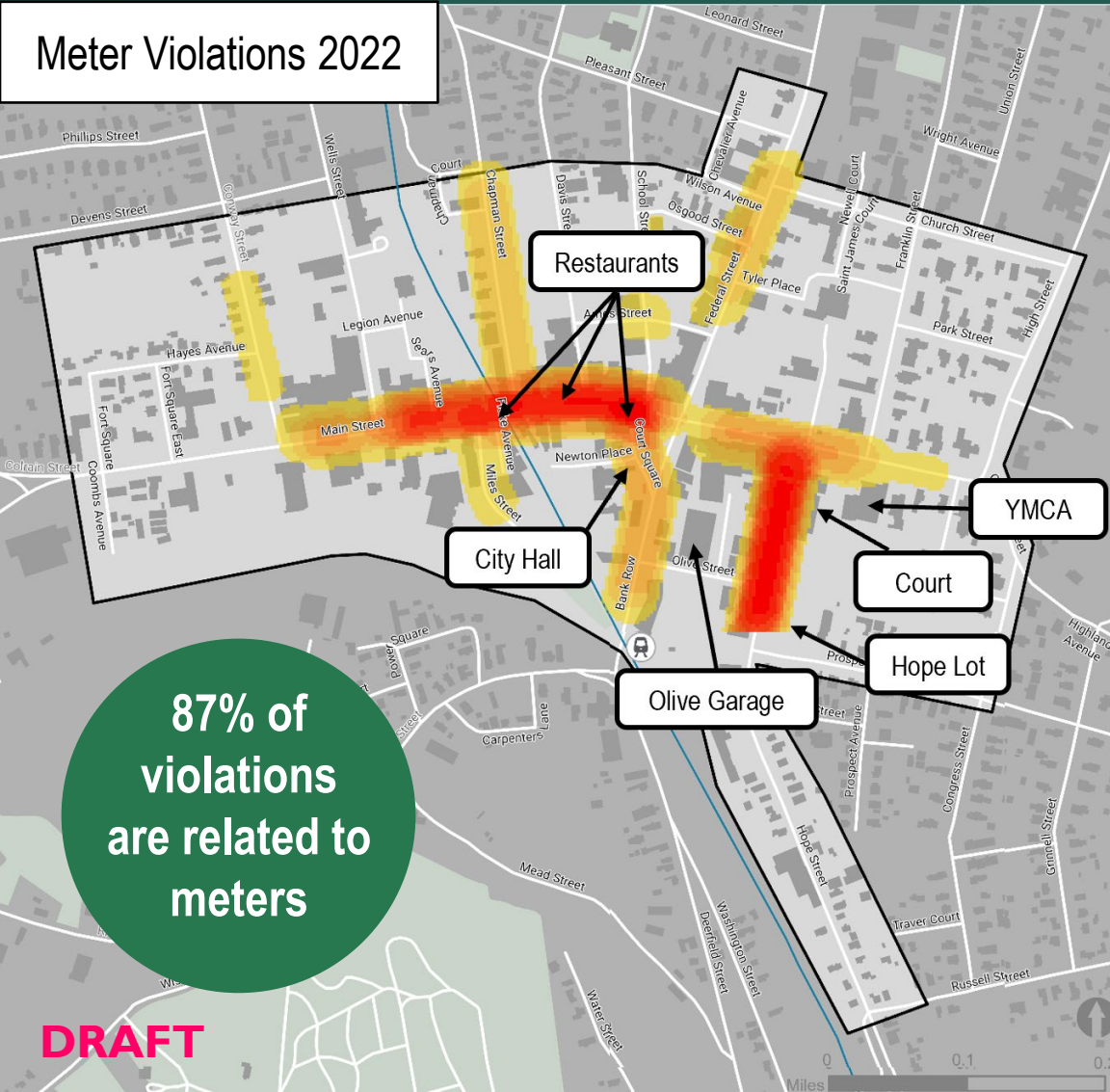
- Ensure online/other information about parking system is up-to-date and easy to visually understand
 - Identify points of interest in relation to parking

DOWNTOWN MCKINNEY PARKING



Finding- Parking violations generally mirror core areas highest in demand

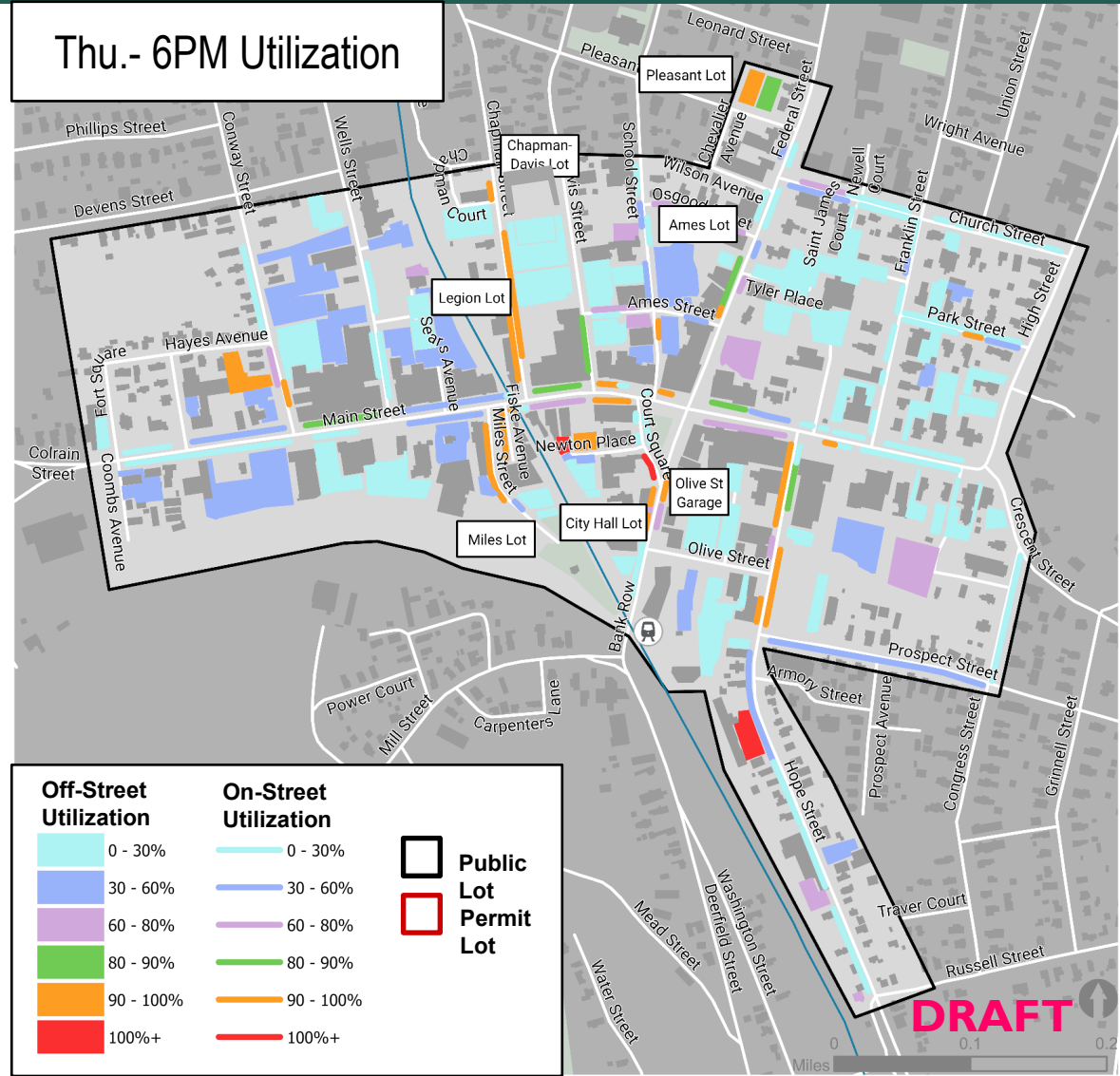
Meter Violations 2022



87% of violations are related to meters

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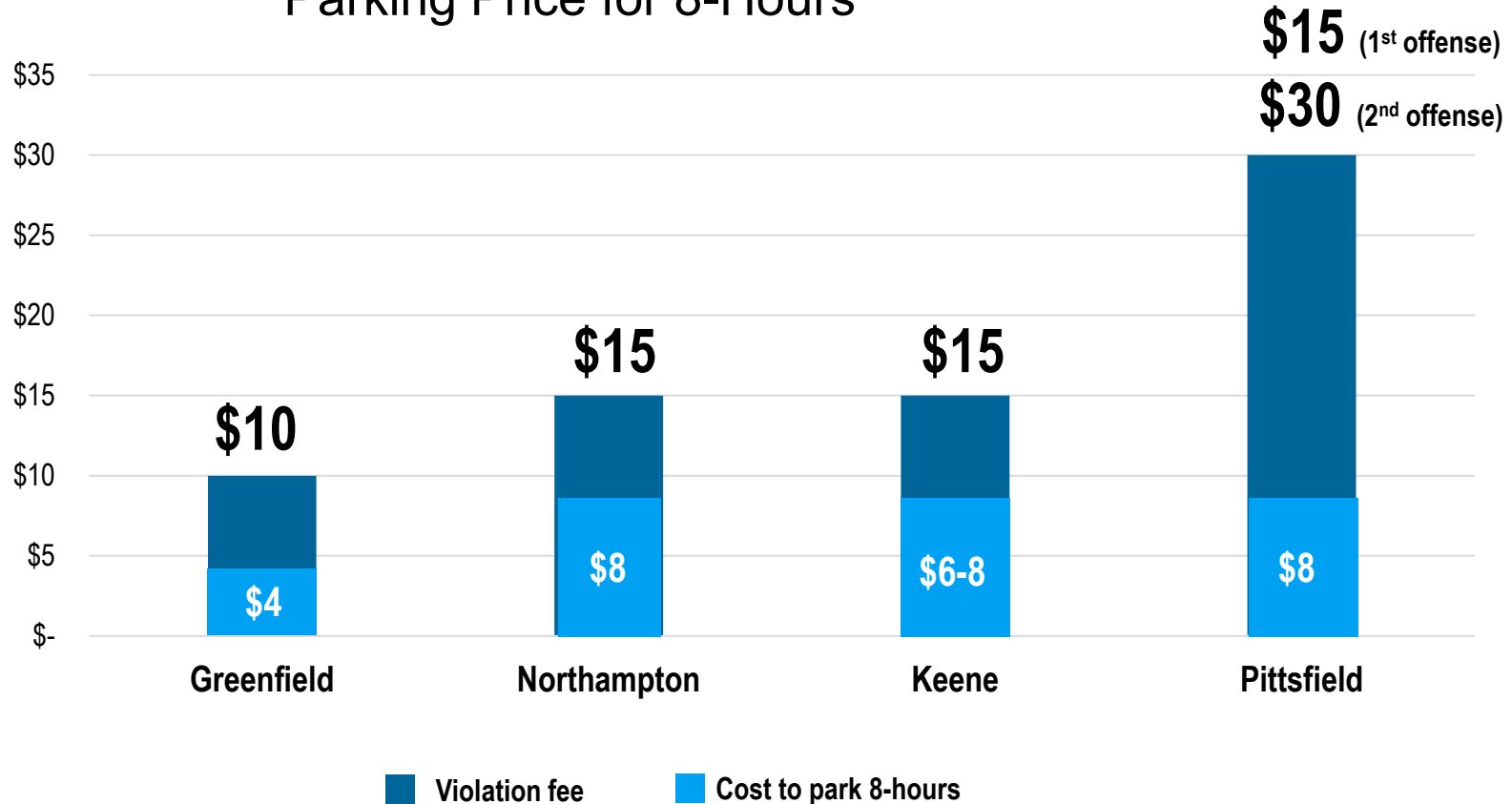
Thu.- 6PM Utilization



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Finding- Violation fees are low and may not deter violations

Parking Violation Fee in Relation to Parking Price for 8-Hours



Recommendation- Increase ticket fees

- Eliminate time limits
 - Let customers buy as much time as needed
- Increase meter violation fees
- Future monitoring required





MAIN STREET NEEDS

Finding- Pedestrian connections to/from parking can be improved or enhanced, particularly along Main Street



Long crosswalk in Greenfield across 4 traffic lanes



Long crosswalk across 4 lanes with better safety features (Cambridge)

Finding- Spaces along Main Street are underutilized and also have available spaces nearby

Maximum # of spaces used on Main Street at any time	On-street availability within 1 block of Main Street (without restriction)	% of Main St cars that could be accommodated within 1 block
113 (out of 208)	50 (out of 129)	61%



Recommendation- Convert underutilized space for parking to needed safety improvements and public space

Such as...

- Adding new crosswalks or enhancing existing crosswalks
- Replacing angled parking with parallel parking to allow for more space for
 - Bike infrastructure
 - Wider sidewalks
 - Landscaped area
 - Other amenity space (e.g., outdoor dining area)
 - Pick-up/Drop-off zones



Source: Boston Herald





Questions?