



To: Planning Board  
From: Erin Zwirko, Director of Planning & Development  
Re: 317 Main Community Music Center Six-Month Review  
Date: November 2, 2023

On March 10, 2021, the Planning Board issued a decision on the expansion of the 317 Main Community Music Center approving the Major Site Plan and Building & Lot Plan. Condition 1 of the decision reads:

*“The applicant, in conjunction with Town staff, shall prepare a Transportation Demand Management (TDM) and Operations Plan that identifies strategies for minimizing and managing traffic and parking impacts. The TDM plan shall include an annual monitoring plan which shall be reviewed by the Planning Board 6 months after Cert. of Occupancy and thereafter annually for 5 years, and the Town Planning Authority may extend the program if conditions warrant.”*

Occupancy was granted in late March 2023. I began working with the staff at 317 Main in September to review the previous six months and was able to schedule this item for the November 8, 2023, Planning Board meeting. The Facilities Operations and Procedures Plan is attached to this memo. As required in the report, I am to prepare a written report and note adjustments as needed.

Since opening, 317 Main has held six events with no incidents as shown in the report attached to the report from the facility. Three of the six events have been sold out at a 200-person seated event. In addition to the six sold out events, 317 Main offers scheduled group classes, individual classes, and other events that draw people to the facility. The opening of the Fox and Fiddle Café also offers programming throughout the week. Finally, during the colder months, the Yarmouth Farmers’ Market will be held inside at 317 Main. With all of these activities, classes, and events, the key take-a-way of the Town’s conversations with the staff at 317 Main is the need for open communication between the facility and the Town.

In particular, the following items have been discussed with 317 Main and representatives from the Town, including Steve Johnson, Karyn MacNeill, and Scott LaFlamme:

- There has been increased usage of the 20 Mill Street parking lot as a result of increased programming at the 20 Mill Street Community Center and 317 Main Street Community Music Center. In addition, this lot provides parking for Village customers and employees, and also still supports the Mason’s needs. Town staff and 317 Main staff discussed the need to be better coordinated on scheduling. The staff at YCS and 317 Main agreed to be in communication by sharing scheduling so that we can collectively avoid conflicts.

**ERIN ZWIRKO, AICP, LEED AP | DIRECTOR OF PLANNING & DEVELOPMENT**  
207-846-2401 | [ezwirko@yarmouth.me.us](mailto:ezwirko@yarmouth.me.us) | [yarmouth.me.us](http://yarmouth.me.us)  
200 Main Street, Yarmouth, ME 04096

- The walkway adjacent to 343 Main Street provides a pedestrian connection between Main Street and the 20 Main Street parking lot. We have noted incidences of vehicles using this pathway to access Main Street rather than at Mill Street, and the property owner has placed cones at both ends of the walkway to stop vehicular use. The staff at 317 Main Street have agreed to remind their students, and their parents or guardians, to not use that pathway for vehicular use.
- In addition, 317 Main has also agreed to remind students, parents, and guardians that slow speeds are needed in the 20 Mill Street parking lot and driveway due to the usage that the parking lot receives and to utilize the sidewalk. The Town has agreed to address the pothole that formed within the driveway and look to paving the stone dust sidewalk.
- For large events at 317 Main, patrons, staff, and volunteers have been directed to park at InterMed, where the center has an agreement for parking. Town Staff also discussed directing patrons, staff, and volunteers to park at Town Hall, or at Rowe School, or on Main Street, before defaulting to the 20 Mill Street lot. We also discussed utilizing larger A-frame signage to help direct patrons and utilizing a parking attendant team regularly rather than just for sold out (200-person) events. Finally, signage and staff may need to be onsite earlier to help with parking and directions since the opening of the Fox & Fiddle Café for pre-event food and drink.

Other items to report include the following:

- Over the next six months, I will work with 317 Main staff to conduct the annual walking inspection as outlined in the Facilities Operations and Maintenance Plan as well as report on the items outlined above.
- 317 Main will need to update the Facilities Operations and Procedures Plan to reflect the operations as they refine them following experience with events.
- 317 Main may also need to consider additional dedicated parking elsewhere in the Village through shared parking agreements or other contracts with private property owners.
- The Town will convene an internal meeting to discuss investment within the 20 Mill Street parking lot, to cover topics such as parking expansion, sidewalk enhancements, signage, improved lighting, etc. It could also include policies related to overnight parking, commercial permitting, and reservation of spaces for Community Center use.



MUSIC IS FOR EVERYONE.

5/05/23

Revision: 3 – Final Draft

**FACILITIES OPERATIONS AND PROCEDURES PLAN**  
**317 MAIN COMMUNITY MUSIC CENTER**  
**YARMOUTH, MAINE**

**ANNUAL MONITORING AND REPORTING**

- The Director will schedule a meeting with appropriate Town staff six months after issuance of the Certificate of Occupancy for the proposed building expansion project and thereafter annually for 5-years, to review the successes and areas for improvement of 317 Main Community Music Center (317 Main) events held during the preceding time period. The Director will prepare a written report of all comments, issues and the corrective actions proposed and taken for addressing each item and will submit that document to the Town Planning Board. The Town will evaluate the frequency and duration of the monitoring and reporting requirements as may be warranted based on site conditions.
- The Director and Event Manager should conduct a “walking” inspection of the 317 Main facility and adjacent Town Parking Lot areas annually to identify potential maintenance issues. Using a checklist, the items that will be reviewed will include, at a minimum:
  - crosswalk striping on Main Street and Mill Street,
  - streetlights are working,
  - areas of excessive winter sand build-up,
  - missing traffic control and parking signs,
  - roadway pavement defects, etc.

The Director will notify the Town’s Public Works Director of necessary maintenance and repairs, etc. within the Town ROW and on the Mason Hall property. The checklist and any additional notes will be included in the report to the Town Planning Board as part of the annual review described above.

- 317 Main will contract with a traffic professional engineer, as may be necessary, to provide an annual review of the following items within the general area of 317 Main Street should they be an issue:
  - Vehicular and pedestrian crashes associated with the Development;
  - Traffic and parking issues associated with the Development;

- The need for a RRFB at the Main Street crosswalk.

## **MAINTENANCE REQUIREMENTS**

### **Annual Maintenance Requirements**

- Crosswalk markings on both Main and Mill Streets shall be re-stripped bi-annually by the Town of Yarmouth to ensure clear (daylight and evening) visibility throughout the year.
  - Crosswalk markings on Mill Street and Main Street should be standard MUTCD markings with reflective white paint.
- Parking stall markings along the Mill Street frontage of 317 Main and arrows within the proposed “loop” connection should be striped by the Town of Yarmouth bi-annually with white paint.
- All signs, both permanent and temporary (“*sandwich board*”), should be checked to make sure that they are clear and provide acceptable and well-defined messages to the motoring public and other modal users. Signs and signposts not meeting acceptable standards should be replaced in a timely manner.
- Street and parking lot sweeping should be scheduled by the Town of Yarmouth twice per year at a minimum or as necessary.

### **Winter Maintenance Requirements**

- 317 Main shall be responsible for snow removal on the Mill Street sidewalk on and adjacent to the 317 Main property. Snow shall be stored in designated areas or removed from the site as necessary.
- The Town of Yarmouth shall be responsible for snow removal on the Main Street sidewalk and plowing of Mill Street and the curbside parallel parking lane.
- All sidewalks and walking areas along both the Main Street and Mill Street frontages of 317 Main and the walking routes connecting to the proposed Town parking lot on the Masonic property should be salted, as necessary, before all scheduled events. The conditions of these surfaces should be carefully monitored before, during and after all scheduled events during winter times.

## **STAFFING & RESPONSIBILITIES**

317 Main will provide staffing personnel for the following duties and assignments before, during and after each scheduled event:

- **Event Manager:** 317 Main will assign an “Event Manager” to coordinate/manage events that take place at 317 Main. The Event Manager will utilize a checklist with the following items to prepare for each event:
  1. **Signage** – Is appropriate signage in place to direct traffic and indicate parking areas?
  2. **Sidewalk conditions** – check for ice and snow on 317 Main walkways and entrance points during winter months.
  3. **Lighting** – check exterior lighting on 317 Main property to make sure parking and walkways are appropriately lit.
  4. **Staffing** – determine staffing needs necessary to support event management. At a minimum, one staff person will be responsible to help put up temporary parking signs and assist with other functions as necessary

5. **Loading/Unloading** – direct and support the loading and unloading activities associated with performers and/or other persons using the unloading zone for the performance hall
- **Meetings:** The Event Manager will conduct brief pre- and post-event meetings with operational staff to review responsibilities and any unique issues and/or special conditions. The Event Manager will prepare a brief summary report (consisting of the checklist in Attachment 1) within 24 hours of the scheduled event that documents the event management steps that were undertaken and any issues that may have arisen during the event. The documented summary report will be submitted to the Director for review and documentation.
  - **Traffic Control/Parking Support:**

All staffing personnel will be required to wear reflectorized vests and caps fully conforming to the latest OSHA regulation. The reflectorized vest should have the message: “Event Staff” stenciled on the back for identification to the general public. The following staff will be implemented for various size events:

    1. **Traffic Control Person:** For ticketed and/or other potential sold out events with 200 or more people in attendance, 317 Main will assign a parking attendant responsible for traffic control to direct traffic at the 317 Main Street crossing (i.e., striped crosswalk) before the scheduled event. Initially, traffic control will commence 1-hour prior to the event and will be adjusted as appropriate based upon measured conditions from earlier events held at the 317 Main venue.
    2. **Town Parking Lot Staff Person:** A second person will be assigned to assist motorists parking in the Town Parking Lot to maximize the lot capacity and ensure the safety of persons walking to/from parked vehicles through the parking lot. When the Town lot is full, this person will install the “Mill Street Lot Full” sign at the beginning of Mill Street. This person shall remain at the Main Street and Mill Street intersection to advise and direct to alternative parking locations (i.e., Sacred Heart Church lot across Main Street and Intermed Lot).
    3. **Roaming Staff Person:** For events with 100 or more people in attendance, this third person is responsible for assisting the unloading and loading of all event attendees in the designated loading zone and ensuring that attendees enter the unloading zone through the “loop” road, only. This person will also monitor the loop area and provide direction as necessary to keep traffic moving.
    4. **Church Parking Lot Attendant (Optional Position):** An additional position will be considered for full capacity events and/or when event parking options are reduced for unforeseen reasons. This person’s primary responsibility would be to assist motorist parking in the Sacred Heart Church parking lot in a safe and efficient manner.

## **EVENT SCHEDULING**

317 Main will schedule events in the multi-use venue that will attract 200 or more attendees using the following guidelines:

- Events will typically be scheduled with a 7:00 p.m start time.
- Any events with 75 or more people in attendance will typically be scheduled after the release of summer day camp operations to avoid evening “rush hour” (4:30 to 6pm)

or during high programming demand times (e.g. group classes in the multi-purpose space).

- To the extent possible, 317 Main will coordinate schedules with other organizations who rely on the same public/private parking lots to ensure that multiple large events do not happen concurrently. 317 Main will contact representatives from each off-site parking location (Town lot, Church lot, Intermed lot) one week in advance of the scheduled event to ensure the status of the parking facility for use.
- 317 Main will maintain an Event Calendar which it will share with the Town, Mason's, Sacred Heart Church, and Intermed to keep all stakeholders informed of planned activities. The Director will collaborate with stakeholders and proactively attempt to schedule events for dates when all leased parking facilities are available.

## **PARKING FACILITIES and CIRCULATION**

- A site locus map that identifies all available parking facilities available to event attendees is included with this Operations Plan. This plan also highlights interior circulation and loading patterns on-site at the 317 Main facility. Figure 1 titled Event Parking Locations is attached.
- Portable "317 Music Center – EVENT PARKING" directional signs as depicted on Figure 1 titled Parking & Event Signage will be located 90-minutes prior and removed 60-minutes after each scheduled 317 Main event at the Mill Street intersection, InterMed parking facility and Sacred Heart Church off-street parking facility.
- Portable directional signs and other temporary barriers guiding and aiding pedestrians walking between Town parking lot and the 317 Main Street sidewalk system will be placed along the desired walking route as noted on the attached Figure 1 titled Parking & Event Signage 90-minutes prior to and removed within 60-minutes after each scheduled 317 Main event.
- Event staff will closely monitor and manage on-site circulation and parking as highlighted on attached Figure 1 and based upon the following general basic guidelines:
  - Motorists reversing direction upon entry to Mill Street will use the one-way turnaround "loop" roadway following all signage and pavement markings.
  - There shall be no parking or vehicle standing in the "loop" road at any time.
  - Parallel parking spaces along the Mill Street building frontage are for drop-off/pick-up and 10-minute parking only. These spaces shall be accessed using the "loop" connection to reverse direction, only.

## **INFORMATION DISEMINATION**

- 317 Main, through their **web** page, will create an information section that provides the following information, at a minimum:
  1. A full copy of their Operations and Procedures Plan.
  2. Status of and location information for all available parking facilities specific to a scheduled event date.

3. A map highlighting each parking facility location and preferred walking routes, etc.
  4. Special announcement information on event cancelations and/or off-site parking availability, etc.
  5. On-line ticket system will provide automated messages directing persons to review available walking and parking information.
- On-site ticket windows at 317 Main will have available copies of the parking and walking route map and staff will advise all ticket purchasers of special information related to that specific event date, etc.

## **EVENT OPERATIONS**

- Portable “317 Music Center – EVENT PARKING” directional signs as depicted on the attached Figure 1 titled Parking & Event Signage will be located 90-minutes prior and removed 60-minutes after each scheduled 317 Main event at both the InterMed and Sacred Heart Church off-street parking facilities.
- As appropriate, the Event Manager will direct 317 Main staff necessary for the event to utilize the parking for their personal vehicle that is furthest away from the 317 Music Center.
- Portable directional signs and other temporary barriers guiding and aiding pedestrians walking between Town parking lot and the 317 Main Street sidewalk system will be placed along the desired walking route as noted on the attached operational plan.
- For ticketed events in which 200 attendees are expected, 317 Main, under the direction of the Event Manager, will implement the traffic control and parking procedures described in this Plan and will notify the Yarmouth Police to inform them of the plans for the upcoming event.
- The Event Manager, with the support of the other staff assigned to parking and traffic control for the event will post “Event Parking” signs one hour before the event and be assigned to support directing traffic at the corner of Mill Street and Main Street and in the Mason’s lot. Upon notification that the Town Parking Lot is full, event staff will place a portable “Parking Lot Full” sign on Mill Street at Main Street advising arriving motorists to use other parking facilities.
- The Roaming Event Staff person will continuously monitor on-site circulation, including the loading and unloading of event guests ensuring attendees requiring assistance are helped in a courteous and kind manner. The Roaming Event Staff person should stop all motorists attempting to enter the drop/off area directly from Mill Street and guide and/or direct them to use the “loop” connection to reverse direction into the proposed loading/unloading areas. Motorists either standing or parking for times greater than 10-minutes will be encouraged to move their vehicle.





**ATTACHMENT A**

**317 MAIN COMMUNITY MUSIC CENTER  
FACILITIES OPERATIONS AND PROCEDURES PLAN FOR MAJOR EVENTS**

**Facilities Operations and Procedures Plan For Major Events  
317 Main Community Music Center  
Yarmouth, Maine**

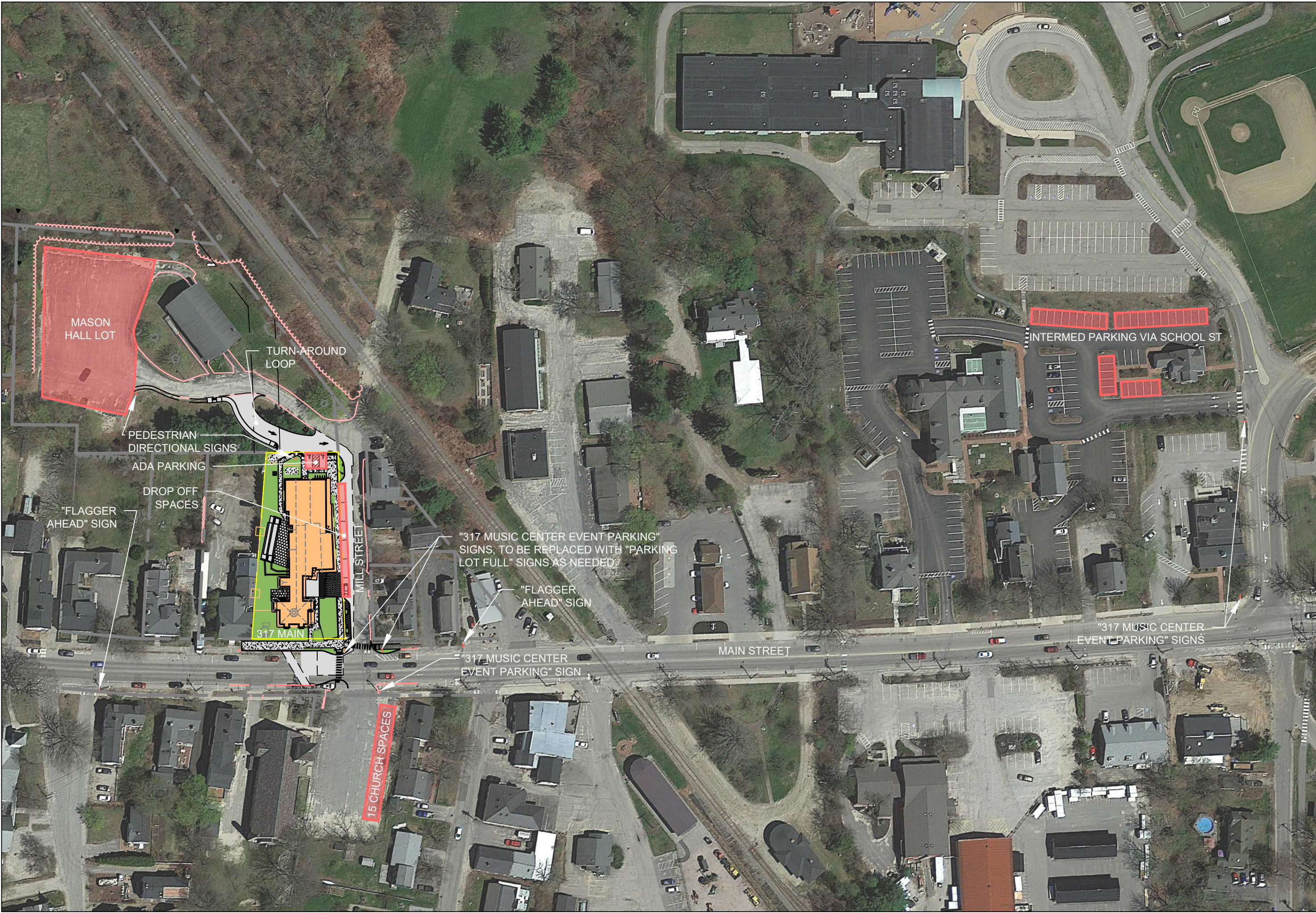
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**FIGURE 1**

**PLANNING & EVENT SIGNAGE**





SHEET DESCRIPTION PARKING & EVENT SIGNAGE FIGURE 317 MAIN COMMUNITY MUSIC CENTER	
PREPARED FOR 317 MAIN COMMUNITY MUSIC CENTER 317 MAIN STREET YARMOUTH, MAINE 04096	
JOB NO.	1852
DATE	6/30/21
REV	5/17/22
SCALE	1"=100'
SHEET	1
OF	1



41 CAMPUS DRIVE  
SUITE 101  
NEW GLOUCESTER, ME 04260

OFFICE: (207) 926-5111 FAX: (207) 221-1317  
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565 CONGRESS STREET  
SUITE 201  
PORTLAND, ME 04102