

# Hyannis Parking Implementation Strategy

Public Meeting

Presented by: Matt Smith

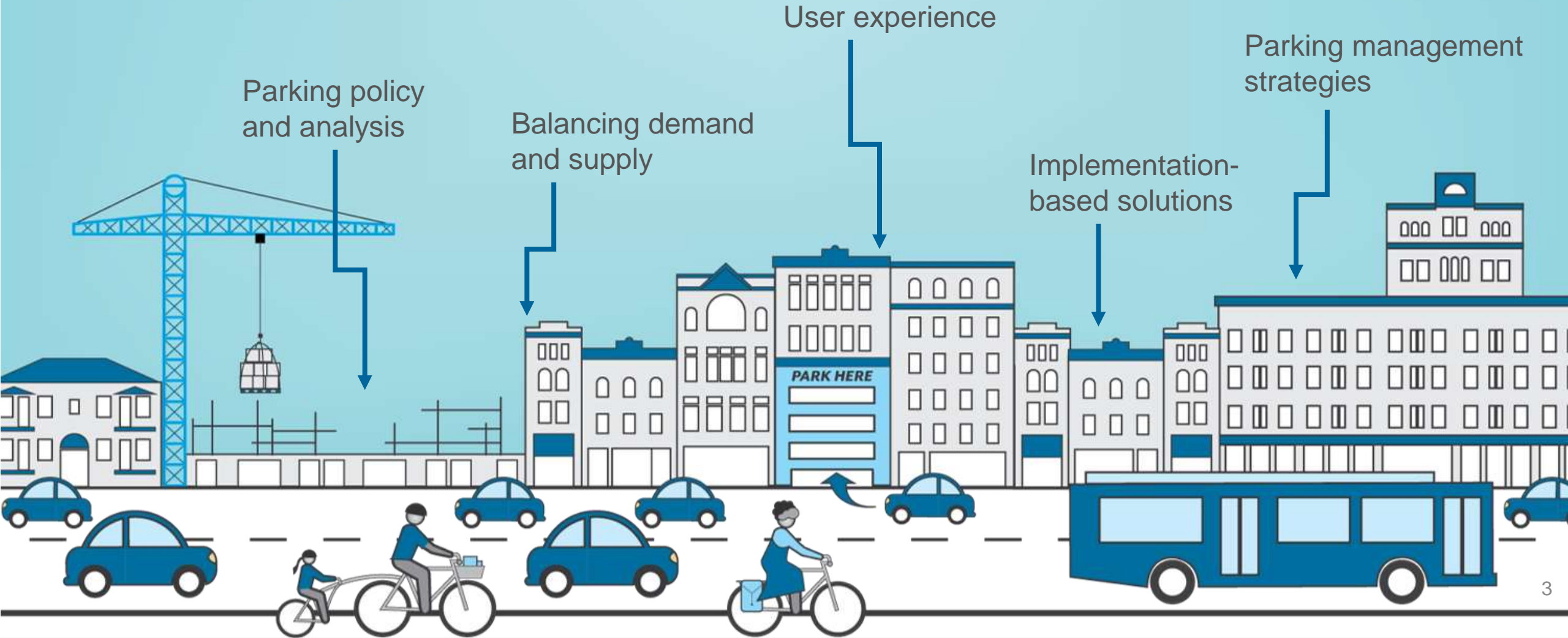
May 6, 2019



# INTRODUCTION

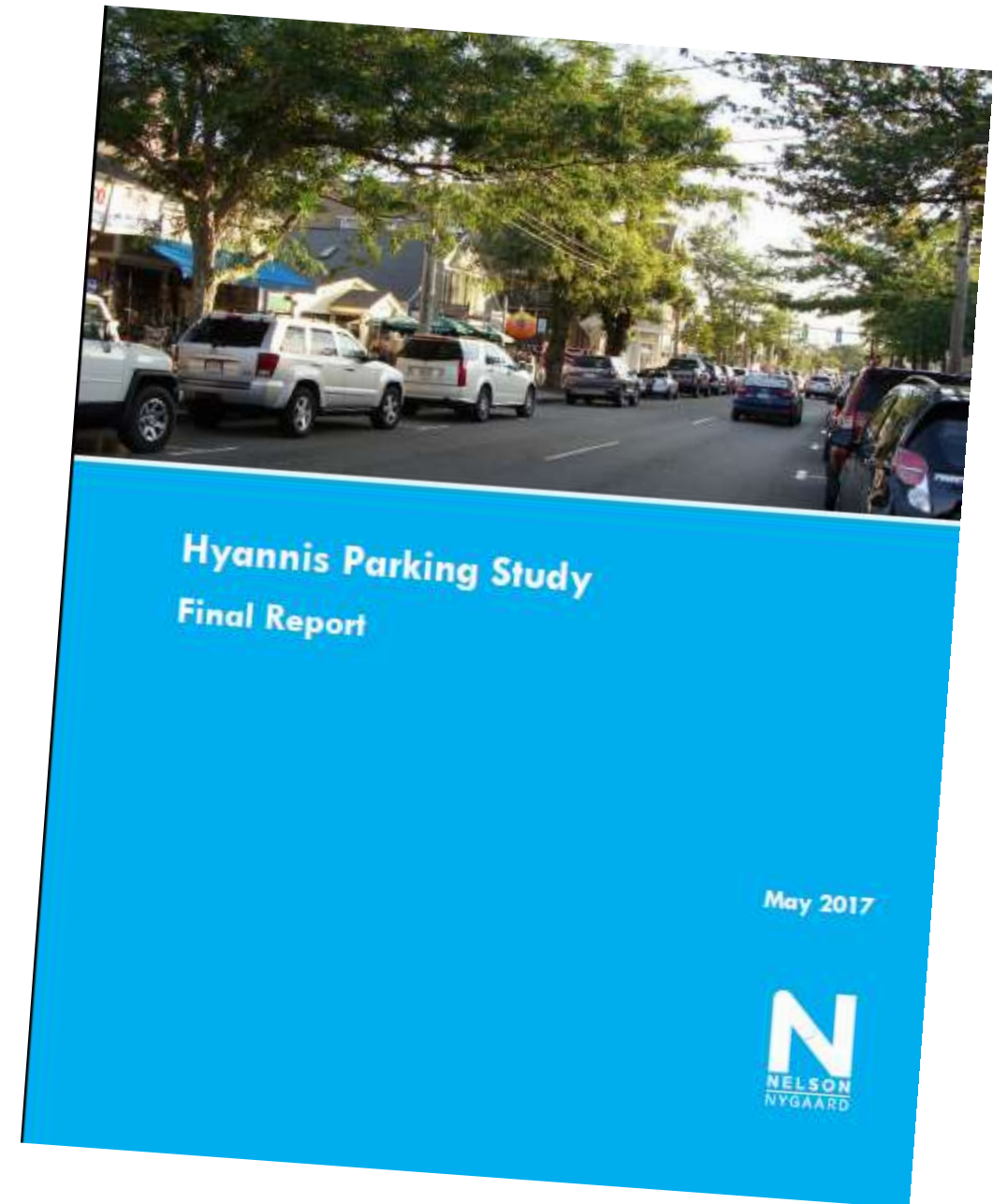


# PARKING AND DEMAND MANAGEMENT EXPERTISE



# WHY IS THE IMPLEMENTATION STRATEGY IMPORTANT?

- Reduce pressure
- Balance supply and demand side solutions
- Address potential growth in parking demand
- Support economic growth
- Check parking program against current and future context and hurdles



# TONIGHT

A street scene with a blue car in the foreground, pedestrians crossing the street, and various signs including a pedestrian crossing sign and a left turn sign. The background shows a brick building and trees under an overcast sky.

01 | Project Introduction

02 | 2017 Plan Overview

03 | Implementation Options

04 | Feedback and Discussion

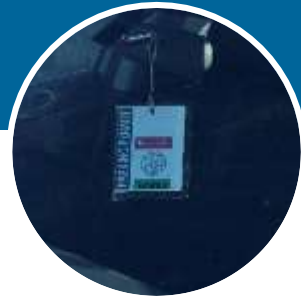
05 | Next Steps

# PROJECT PROCESS



## Task 1

Review 2017 Plan  
Goals and  
Recommendations



## Task 2

Develop Potential  
Implementation  
Strategies  
(Parking and  
Wayfinding/Conn  
ectivity)



## Task 3

Vet  
Implementation  
strategies with  
Town (staff and  
public)



## Task 4

Implementation  
Framework

# 2017 PARKING STUDY RECAP



# 2017 PARKING STUDY GOALS

## Summary of Goals

- Develop a **comprehensive approach** for entire downtown parking system
- Provide **convenient, accessible parking** as part of a multimodal transportation system.
- Maximize value of parking system to **serve residents, business owners, workers, and visitors.**
- Better **connect ferry riders/tourist to downtown** attractions.
- **Connect areas of available parking** to hot spots of high demand.
- Identify opportunities to **consolidate, share and coordinate surface parking lots.**
- Determine need and timing for future parking expansion.
- Develop **wayfinding and signage** strategy.



# KEY CHALLENGES

## 2017 Parking Study

### ❑ Parking Management

- Demand is concentrated in a few core areas
- Parking supply imbalances throughout the district/pricing mismatches
- Regulations and time limits not meeting user needs

### ❑ User Experience

- Lack of consistent and clear parking regulations district-wide
- Employee parking program needs to be more inclusive
- No incentives to support greater walk, bike and transit use

### ❑ Multimodal Connectivity

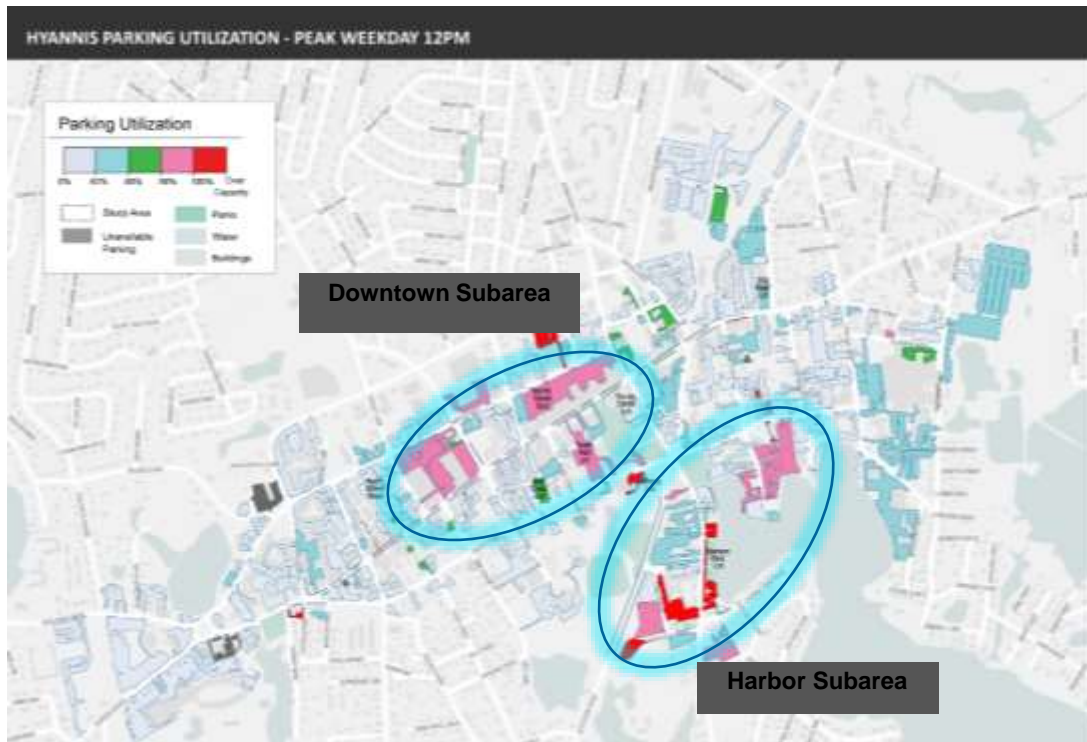
- Pedestrian connectivity, safety and wayfinding challenges
- Traffic and circulation implications on the parking system

### ❑ Economic Development

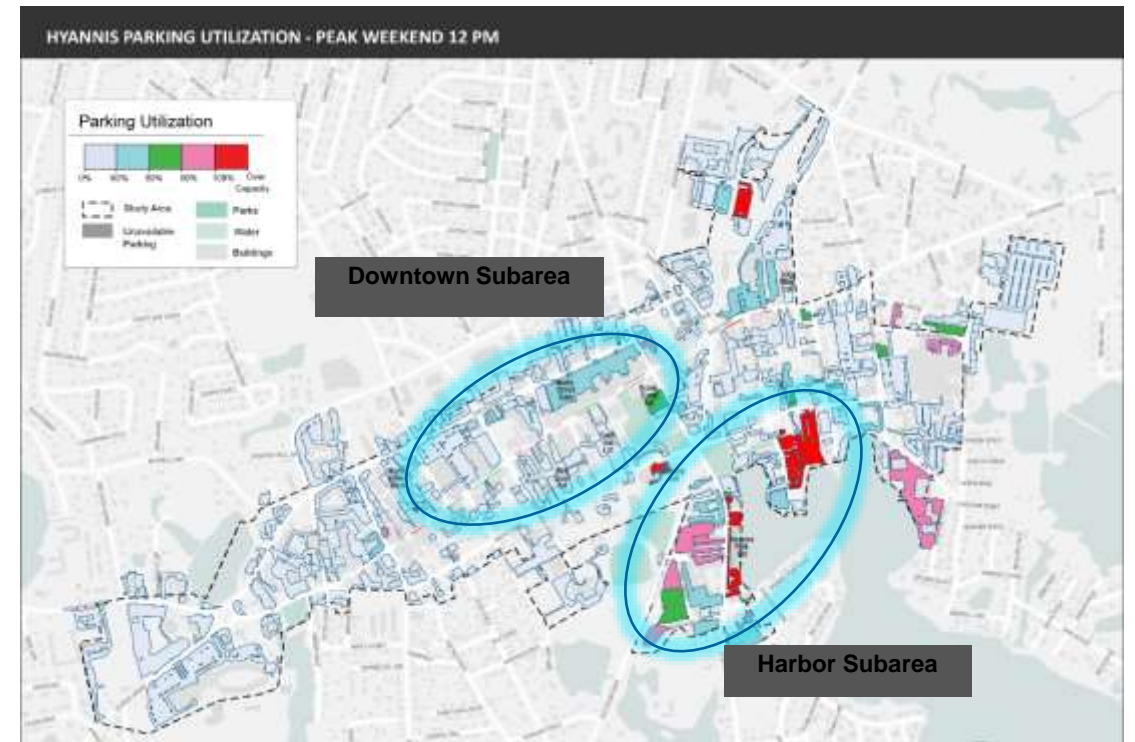
- Demand for parking undervalues the potential for development.

# DEMAND IS CONCENTRATED IN A FEW AREAS

Peak Season Weekday and Weekend



Peak **weekday** demand (12 pm) is concentrated in few core areas



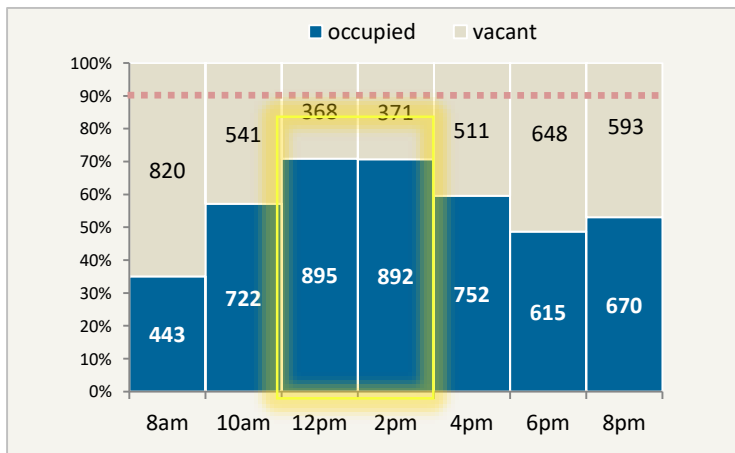
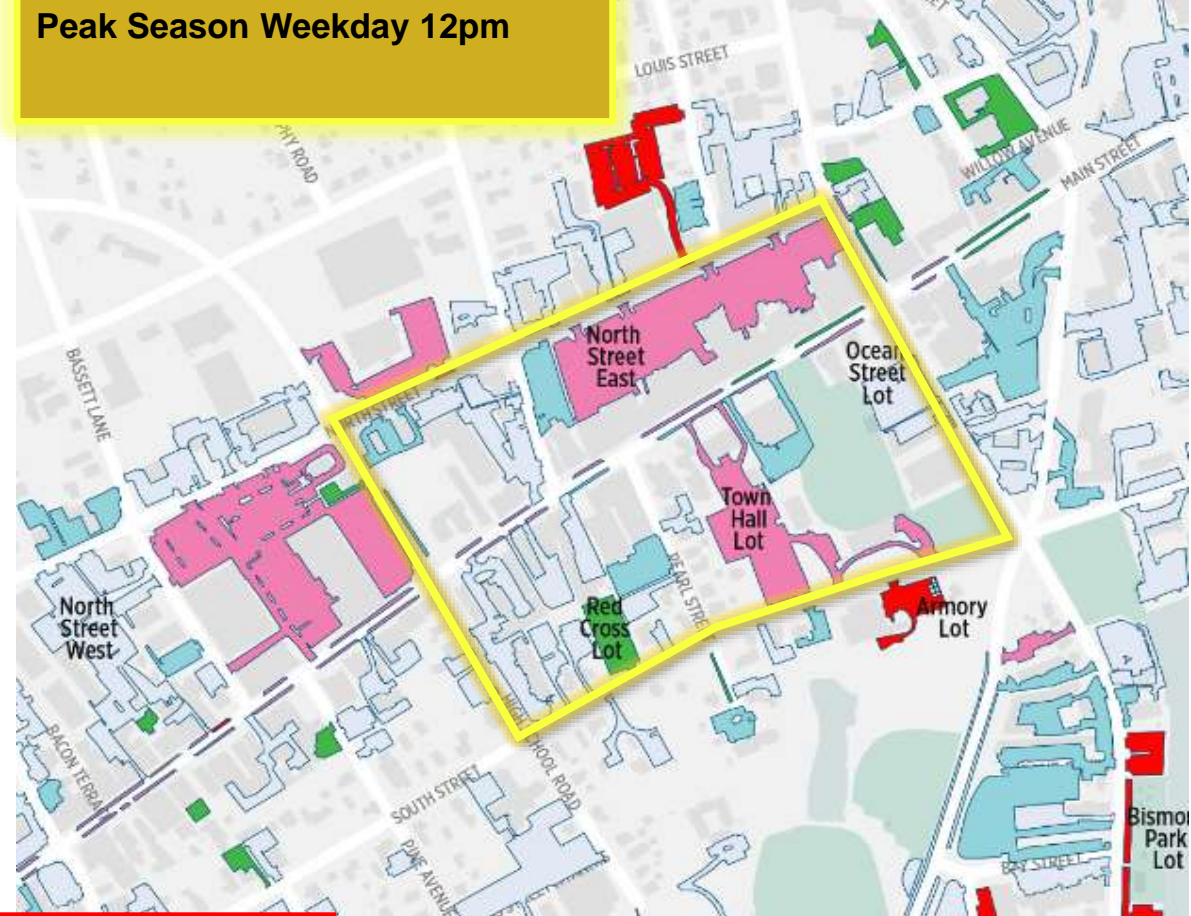
Peak **weekend** demand (12 pm) concentrated heavily in Harbor

# MAIN STREET HOT SPOT

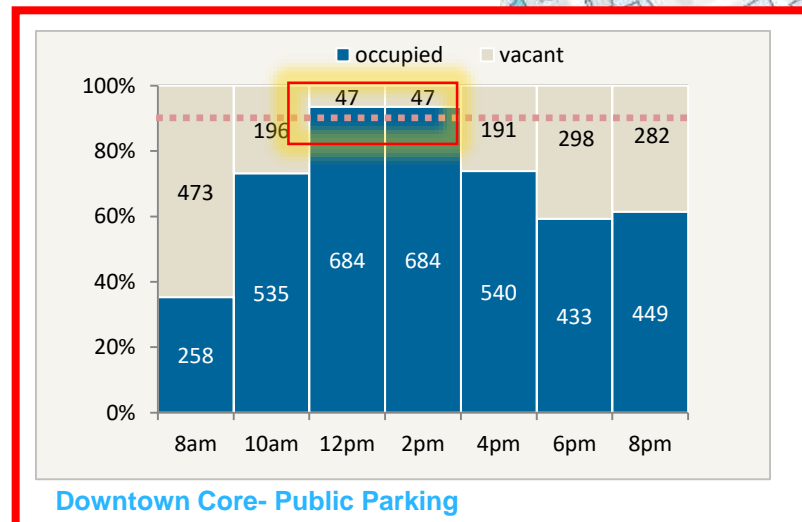
30% of supply is available, but privately controlled

- Public lots and on-street parking are reaching capacity
- Availability in public facilities only a few minutes walk away
- Private lots underutilized – not reaching potential usefulness

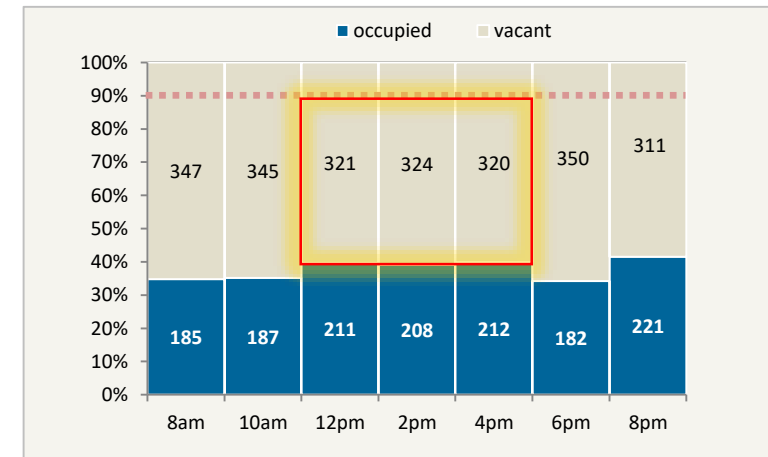
Peak Season Weekday 12pm



Downtown Core Total (peak season weekday)



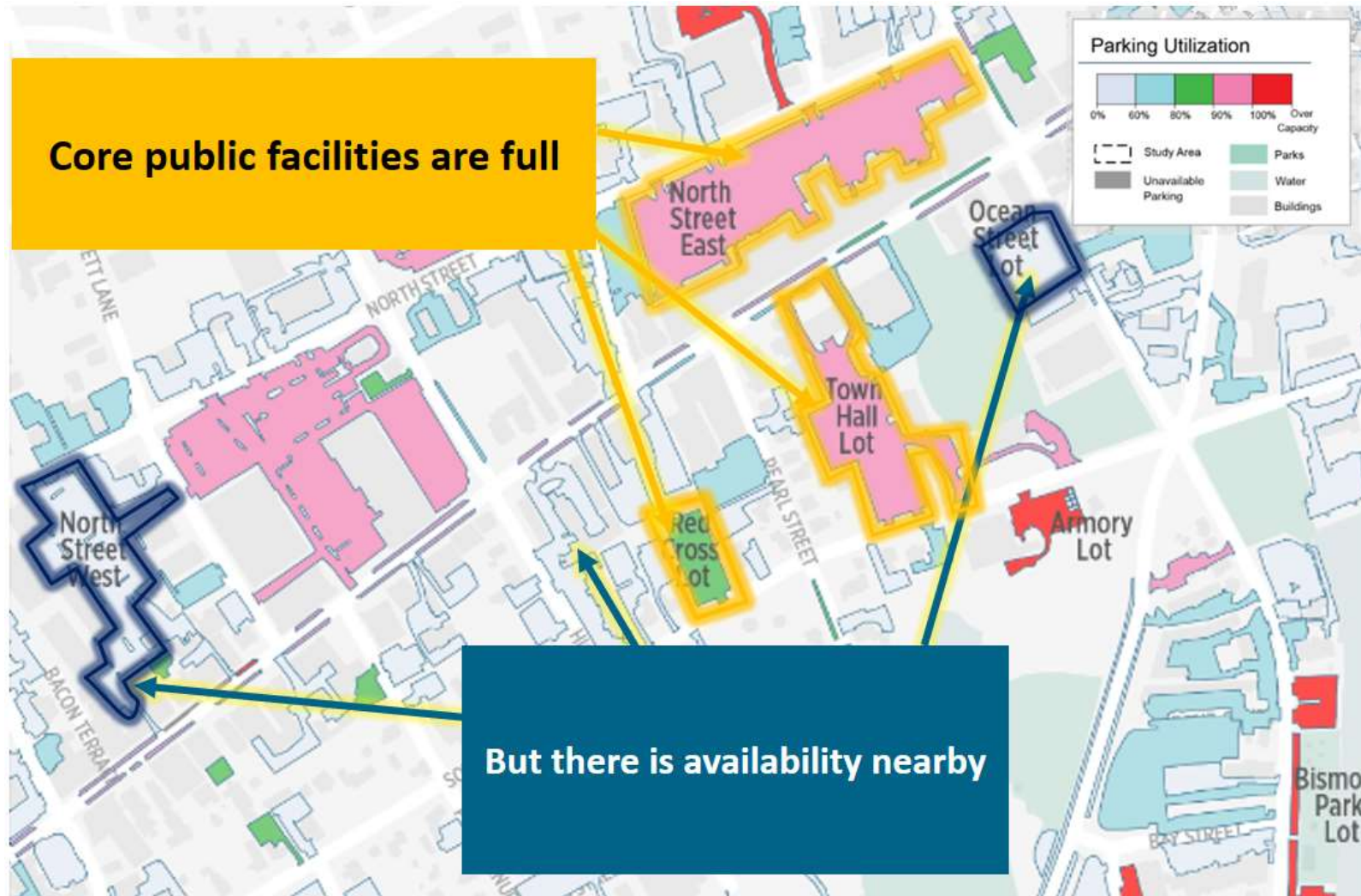
Downtown Core- Public Parking



Downtown Core- Private Parking

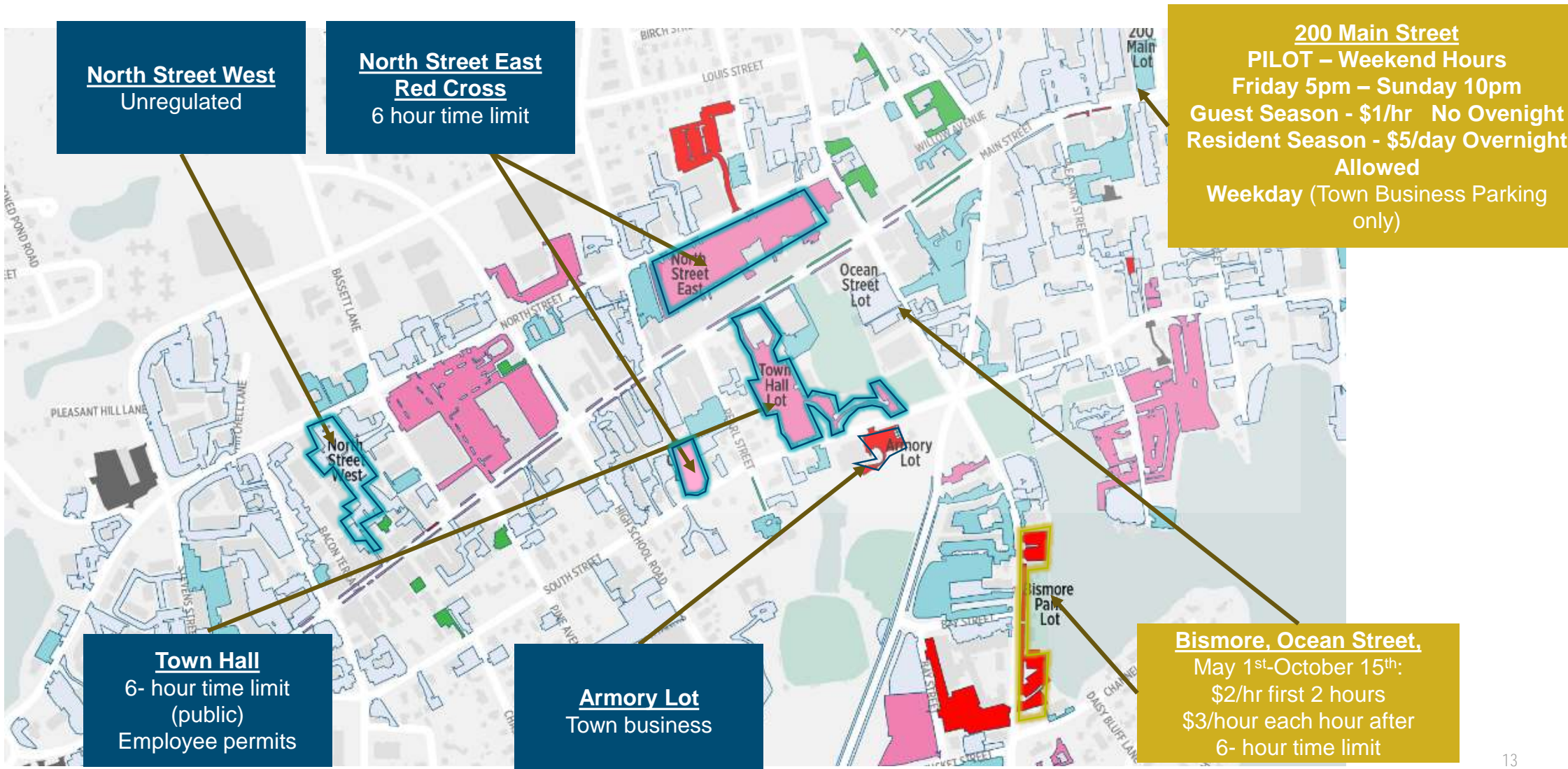
# MAIN STREET HOT SPOT

Parking is available just outside the core...in public lots.



# MAIN STREET HOT SPOT

Parking is available just outside the core...in public lots.



# EMPLOYEE PARKING PROGRAM (WAS) LIMITED AND LIMITING

- Permits have been available.
  - Originally just Town Hall
  - Expanded to abutting properties of public lots
- Town lot locations compete with customer/visitor demand in highest-demand, core location.

# HYANNIS PARKING NEEDS/RECOMMENDATIONS

## 1. Increase parking availability

- Implement demand-based pricing
- Add parking supply
- Maximize curbside capacity

## 2. Improve legibility of parking system.

- Improve parking information and signage
- Update technology
- Adjust enforcement

## 3. Improve walk/bicycle conditions

- Improve walking comfort and access to existing lots
- Incent more walking downtown

## 4. Coordinated, village-wide parking system

- Create Parking Benefit District
- Update employee parking permit program

## 5. Accommodate short and long-term parking

- Expand shared parking (next phase)

# 2019 IMPLEMENTATION STRATEGY

# MAKE IT HAPPEN.





# IMPLEMENTATION SCOPE OF WORK

## PHASE I: DOWNTOWN

### ✓ Task 1: Initiation and Engagement

### ✓ Task 2: Implementation Strategies (Plan)

- ✓ Task 2.1: Parking Implementation Strategies
- ✓ Task 2.2: Connectivity and Wayfinding

### Task 3: Public Engagement

- Task 3.1: Advisory Group Meeting 2
- Task 3.2: Community Meeting

### Task 4: Implementation Strategy

# IMPLEMENTATION REQUIRES CLOSER LOOK

What can the  
Town implement?

## PUBLIC PARKING

- On-street
- Off-street lots
- Public/Private Agreements



# IMPLEMENTATION STRATEGY BY TOPIC

Implementation strategies should all feed into and off of each other.



## INCREASE PARKING AVAILABILITY

Implement Demand Based System  
Add Additional Supply  
Add Curbside Capacity



## IMPROVE LEGIBILITY OF THE PARKING SYSTEM



## IMPROVE WALK/BICYCLE CONDITIONS



## COORDINATED VILLAGE-WIDE PARKING SYSTEM

Update Employee Parking  
Parking Benefit District



## ACCOMMODATE SHORT AND LONG TERM PARKING

Shared Parking  
Ferry Parking

# CURRENT EMPLOYEE PARKING PROGRAM

## Findings and Observations

- 1) Employee program has been expanded.
- 2) Permits allow hangtag holders to park in specific lots.
- 3) Employee pass holders can park in any space within the lot(s) allowed.
- 4) Permits do not expire (with one exception)
- 5) Permits are mostly free  
(Exceptions: Students, Ocean Street businesses)
- 6) There is no cap on total permits issued (system wide)  
- Some limits (e.g. Ocean Street – 10 per business, Sturgis)
- 7) Town staff make the hangtags – no electronic enforcement is possible.



**COORDINATED VILLAGE-  
WIDE PARKING SYSTEM**

**Update Employee Parking**  
Parking Benefit District





# STRATEGIES TO UPDATE EMPLOYEE PARKING

Strategy to coordinate a village-wide parking system.

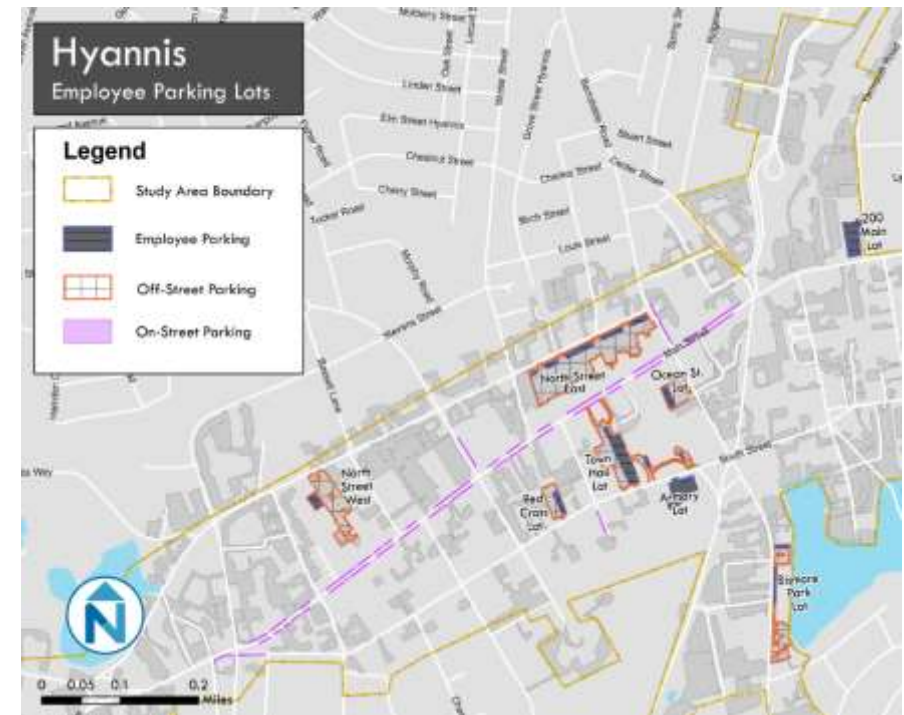
## Strategies

- 1) Restrict employee permit parking to certain spaces/areas in each lot.
- 2) Create employee zones, not lot specific permit parking.
- 3) Implement annual expiration for all employee permits.
- 4) Charge an annual fee to obtain an employee pass.
- 5) Cap total number of employee permits.
- 6) Consider implementing a demand-based employee permit system.
- 7) Explore virtual pass program (once LPR is in place).
- 8) Encourage private shared employee parking agreements.
- 9) Explore use of Old Colony Road on-street spaces for spillover employee parking in the peak-season to open up more spaces at core lots for downtown visitors and customers.



**COORDINATED VILLAGE-WIDE PARKING SYSTEM**

Update Employee Parking  
Parking Benefit District



# STRATEGIES TO UPDATE EMPLOYEE PARKING

Strategy to coordinate a village-wide parking system.

The below is shown to demonstrate the concept only. It is not a proposed layout.



**COORDINATED VILLAGE-  
WIDE PARKING SYSTEM**

Update Employee Parking  
Parking Benefit District

# STRATEGIES TO UPDATE EMPLOYEE PARKING

Strategy to coordinate a village-wide parking system.

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**COORDINATED VILLAGE-  
WIDE PARKING SYSTEM**

Update Employee Parking  
Parking Benefit District



# DEMAND-BASED SYSTEMS

## Current System – Findings and Observations

Many different time limits.

- 1) Main Street allows 2-hour free parking
- 2) North Street East, Town Hall and Red Cross lots allow 6-hour parking (too long?)
- 3) North Street West has no time limits.
- 4) Ocean Street and 200 Main Street lots allows 6-hour parking AND payment (except those with valid permits).



### **INCREASE PARKING AVAILABILITY**

Implement Demand Based System  
Add Additional Supply  
Add Curbside Capacity

# STRATEGIES DEMAND-BASED TIMING

Timing strategies can be used to encourage more frequent turnover, but still allow visitors time to visit multiple establishments.

## Strategies:

- 1) Establish consistent 4-hour time throughout the parking system. **NOT RECOMMENDED**
- 2) Establish demand based timing zones based on utilization.

### Option 1: 2-zones

- 2-hour on-street (Main Street)
- 4-hour off-street (lots)

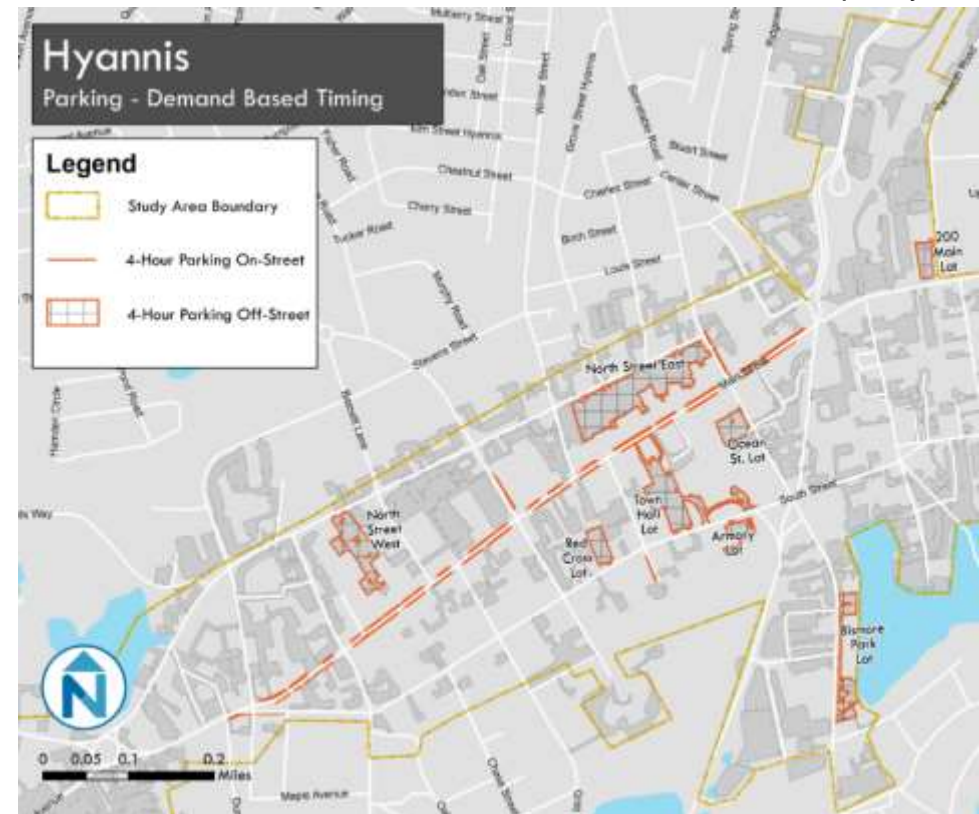
### Option 2:

- 2-hour on-street
- 4-hour (core lots)
- 6+ hour time limit (less utilized lots)



## INCREASE PARKING AVAILABILITY

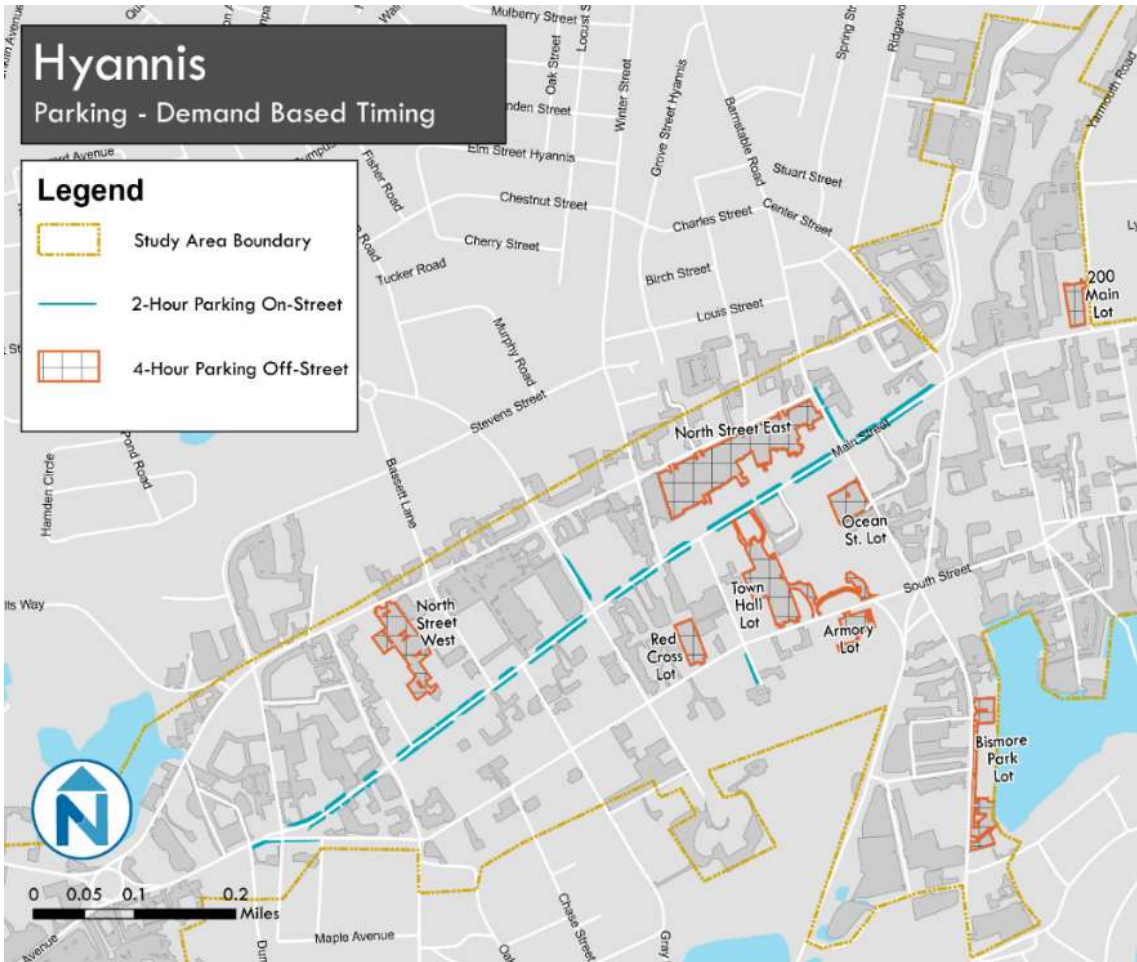
Implement Demand Based System  
Add Additional Supply  
Add Curbside Capacity



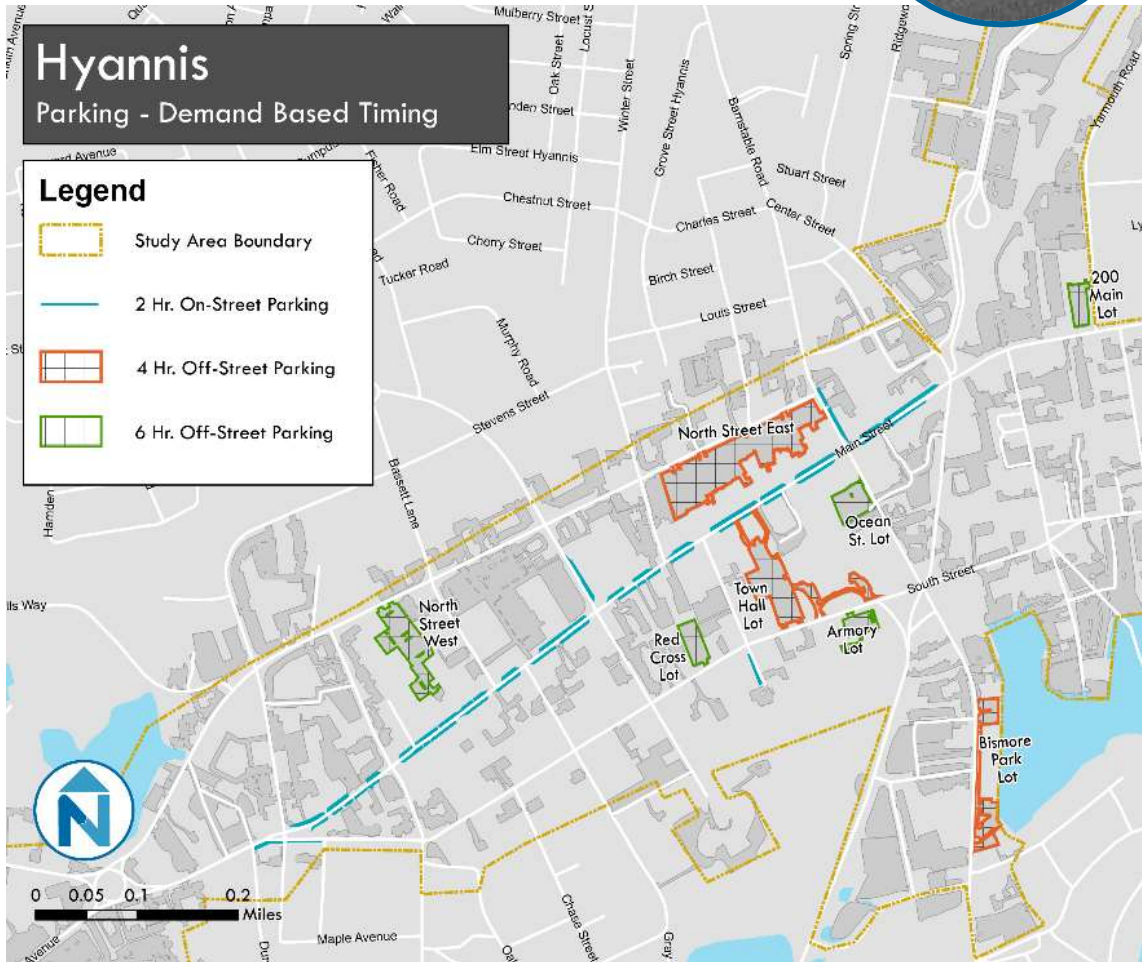
# DEMAND-BASED TIMING STRATEGIES



Timing strategies can be used to encourage more frequent turnover, but still allow visitors time to visit multiple establishments.

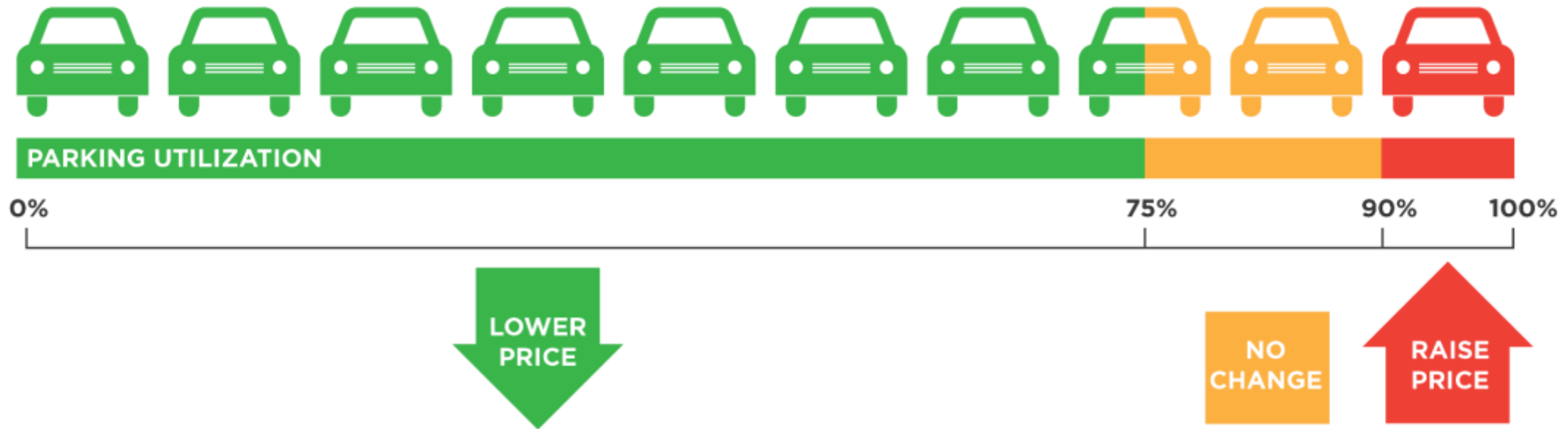


**2-ZONE TIMING**

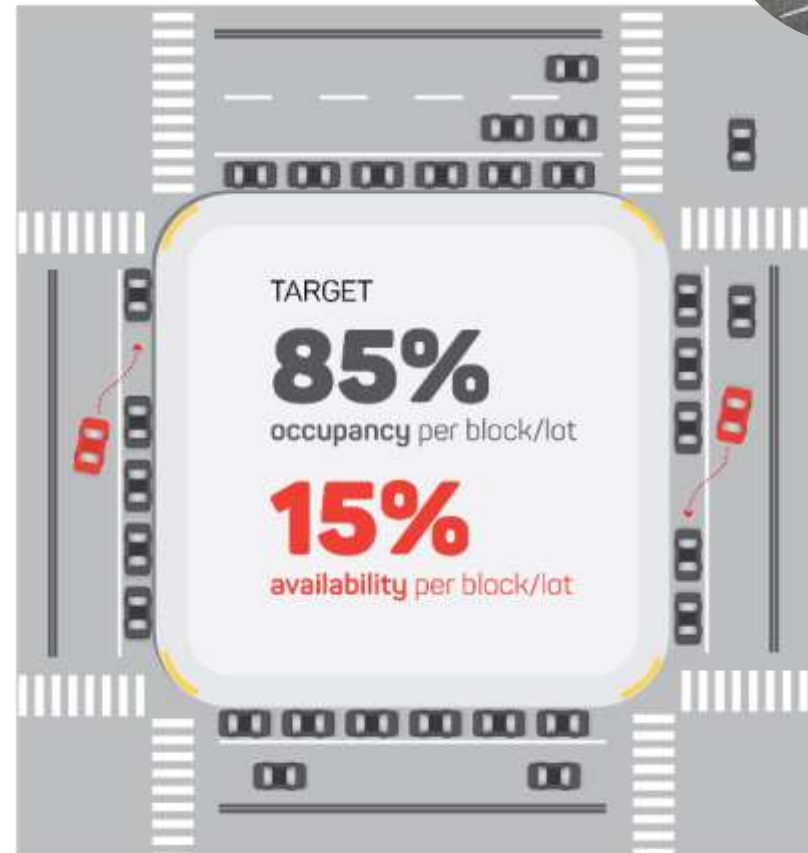
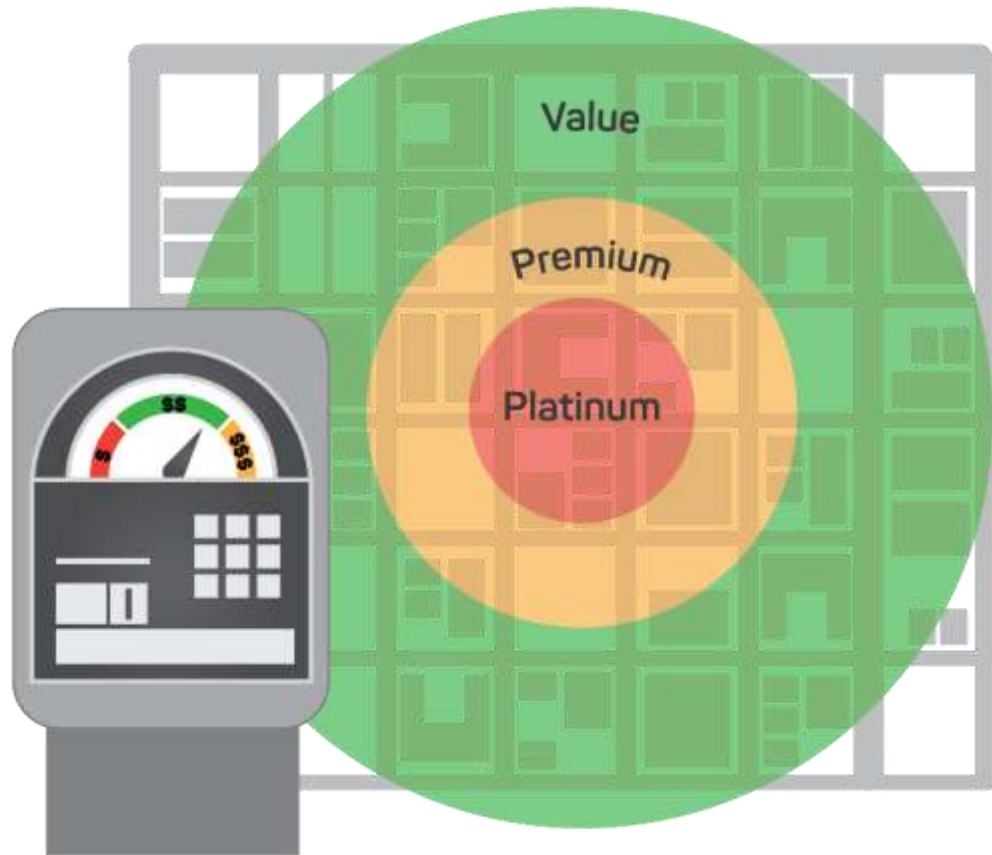


**3-ZONE TIMING**

# RIGHT PRICING PARKING



# RIGHT PRICING PARKING



# STRATEGIES DEMAND-BASED PRICING

Timing strategies are likely not enough to encourage more frequent turnover, particularly during peak season, and as more people discover downtown.

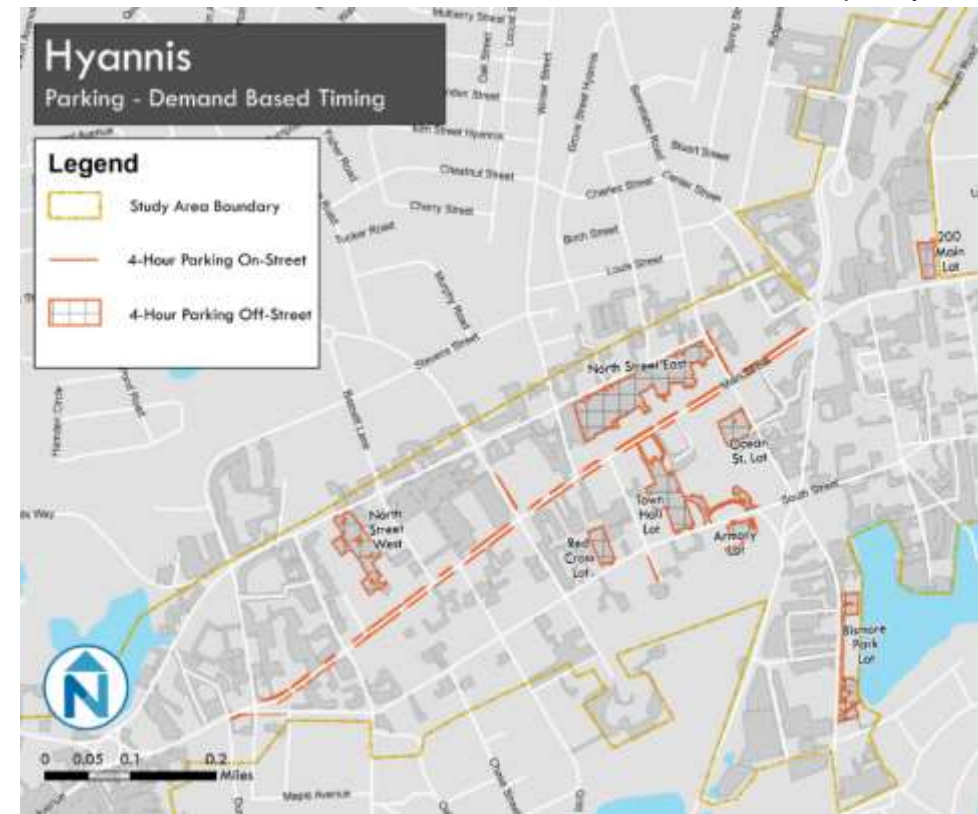
## Strategies:

- 1) Formalize zonal boundaries based on demand and target utilization during weekdays and weekends.
- 2) Establish rate structure to encourage more frequent turnover in areas of highest demand through pricing – higher in the core, and lower in less utilized area along the periphery. Potential rates on a 3-zone system.
  - Low: \$0.50, \$0.25, Free (with time limits)
  - Medium: \$1.00, \$0.50, \$0.25
  - High: \$2.00, \$1.00, \$0.50
- 3) Consider season pricing (and timing) adjustments.
  - Do not charge off-season
  - Maintain rates in locations with highest utilization
  - Provide free parking off-season to residents
  - Provide discounted rates for residents



## INCREASE PARKING AVAILABILITY

Implement Demand Based System  
Add Additional Supply  
Add Curbside Capacity



# WAYFINDING

## Findings and Observations

- 1) Auto-oriented wayfinding focusses almost exclusively on ferry services.
  - Downtown is not promoted.
- 2) Parking confusion - parking signage does not distinguish between public (downtown), public waterfront, or ferry parking.
- 3) New signage program is focused on pedestrians once they are on foot.
- 4) Parking is hidden - behind buildings. Signage needs to connect activity to parking more effectively.
  - Alleyway improvements have been made, but no signage (to parking, or to downtown) have been added.
- 5) Technology is not used to assist customers.
  - Online mapping tools not used.
  - No interactive signage.



**IMPROVE LEGIBILITY OF  
THE PARKING SYSTEM**



# STRATEGIES TO IMPROVE WAYFINDING

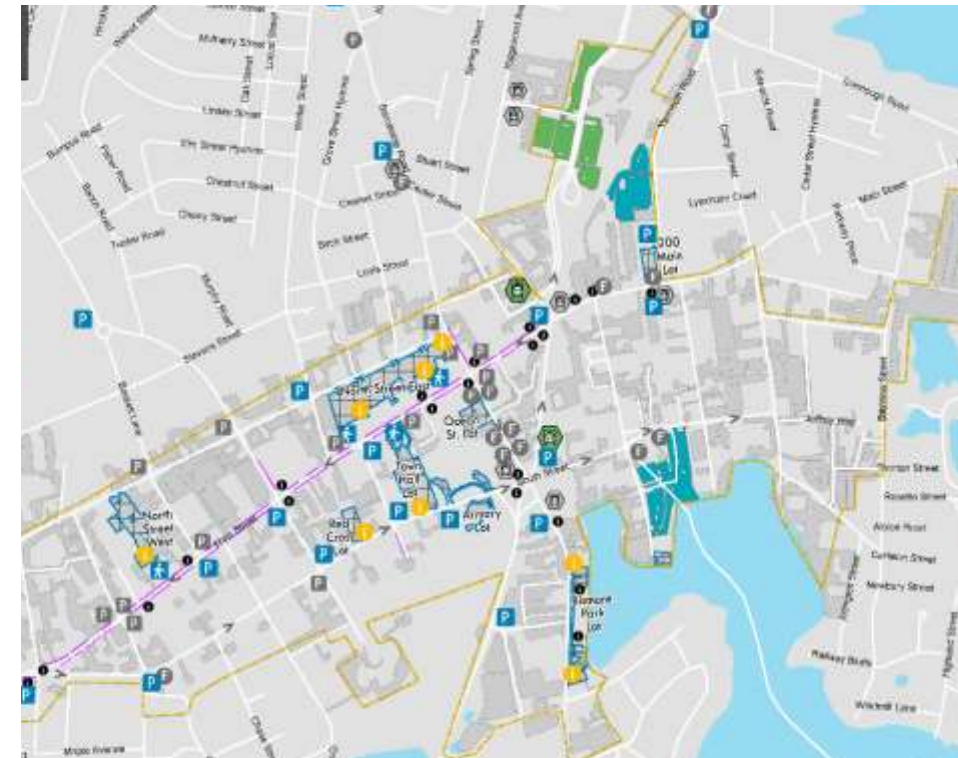
Develop and integrate parking wayfinding into the 2018 signage catalog.



**COORDINATED VILLAGE-WIDE PARKING SYSTEM**

## Strategies

- 1) Install highly visible auto-oriented signage along primary entrance corridors.
- 2) Enhance existing auto-oriented wayfinding signage to public parking lots within downtown.
- 3) Ensure parking lots are named and signed to inform visitors where they parked.
- 4) Install signage along Main Street directing visitors to public lots at key entry points.
- 5) Install wayfinding signage within public lots directing parkers to Main Street through public entry points (e.g. alleyways).
- 6) Expand Greeter Program



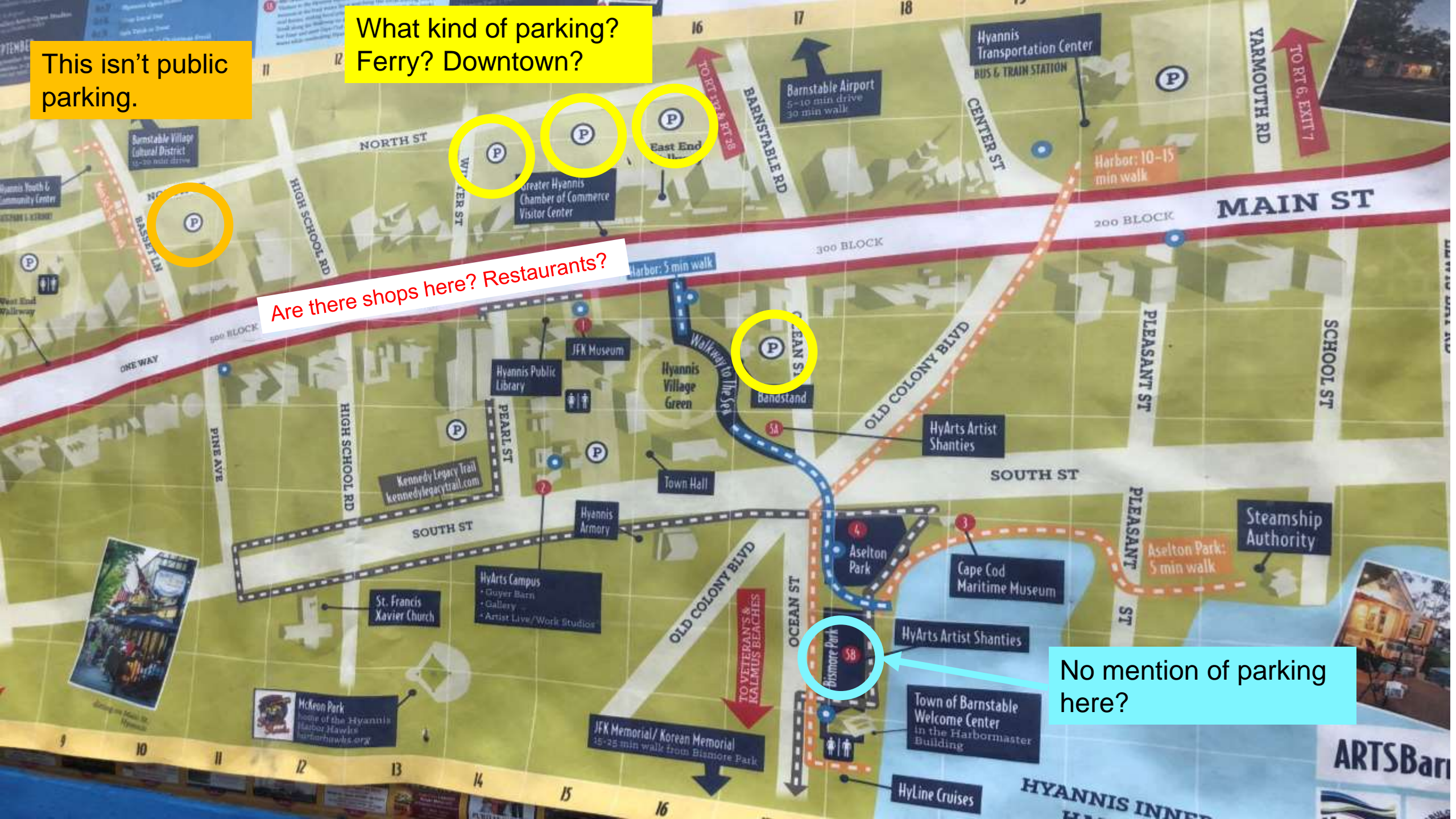


This isn't public parking.

What kind of parking?  
Ferry? Downtown?

Are there shops here? Restaurants?

No mention of parking here?





Integrate your creative signage techniques to help visitors find parking.



San Rafael, CA integrates parking into its signage program.







ONLY

ONLY

ONLY

Ornstable Rd

BARBER SHOP

P  
PARKING  
→

NO OVERNIGHT  
PARKING

NO  
Ferry Parking

6  
Hour  
Maximum



DOWNTOWN  
SHOPS & ATTRACTIONS

PUBLIC  
PARKING

(no ferry parking)



Ferry parking



**FOR DISCUSSION PURPOSES ONLY**  
**All signage would require design review.**



Handicap Parking  
Permitted  
24 Hours  
No Waiting  
No Stopping  
No Loading  
No Unloading  
No U-Turns  
No Right Turns  
No Left Turns  
No Double Parking  
No Blocking  
No Obstructing  
No Driveway  
No Driveway  
No Driveway



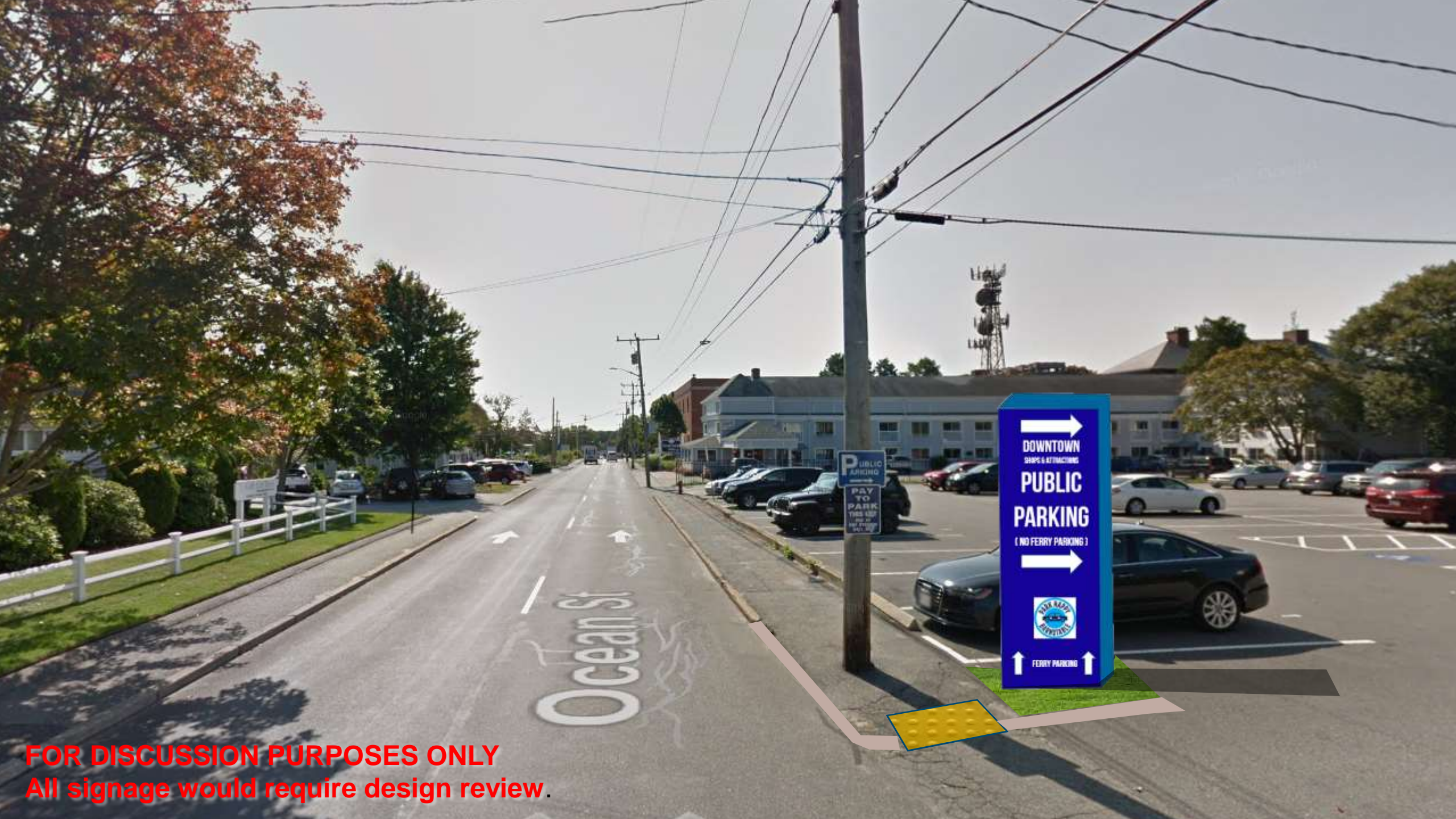
**FOR DISCUSSION PURPOSES ONLY**  
**All signage would require design review.**





Ocean St

PUBLIC  
PARKING  
→  
PAY TO  
PARK  
SEE US  
FOR THE  
RATES



→  
 DOWNTOWN  
SARPS & ATTRACTIONS  
**PUBLIC  
 PARKING**  
( NO FERRY PARKING )  
 →  
  
 ↑ FERRY PARKING ↑

**P  
 PUBLIC  
 PARKING**  
 →  
**PAY  
 TO  
 PARK**  
THIS USES  
 THE CITY OF  
 SARASOTA  
 PAY PER HOUR

Ocean St

**FOR DISCUSSION PURPOSES ONLY**  
**All signage would require design review.**

# TECHNOLOGY AND WAYFINDING

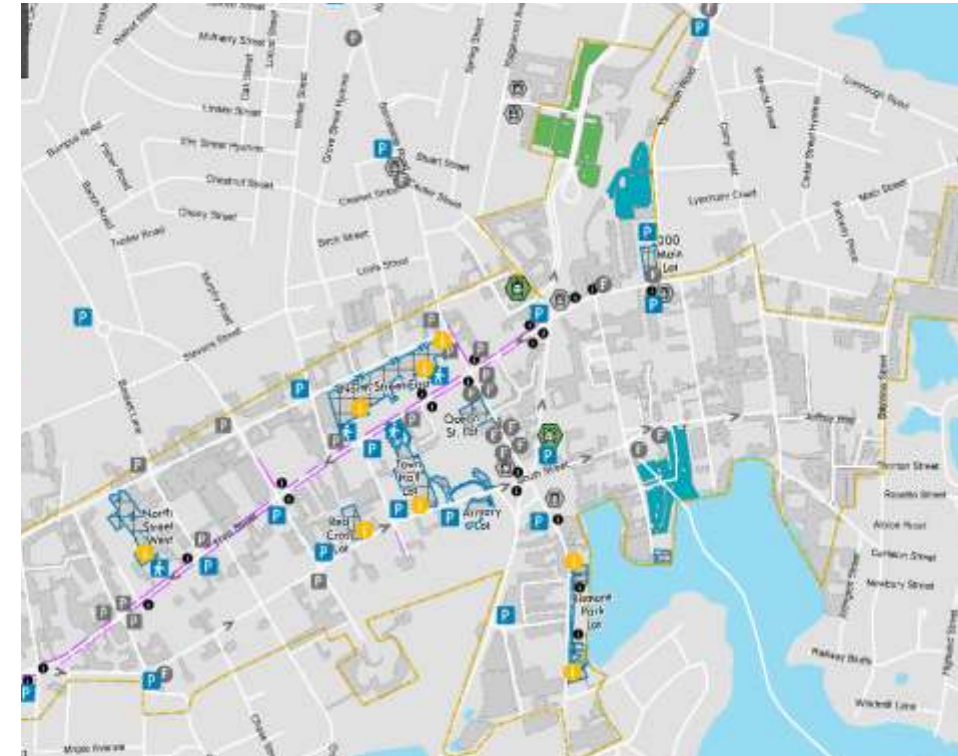
Technology can make the parking system more efficient and user-friendly.

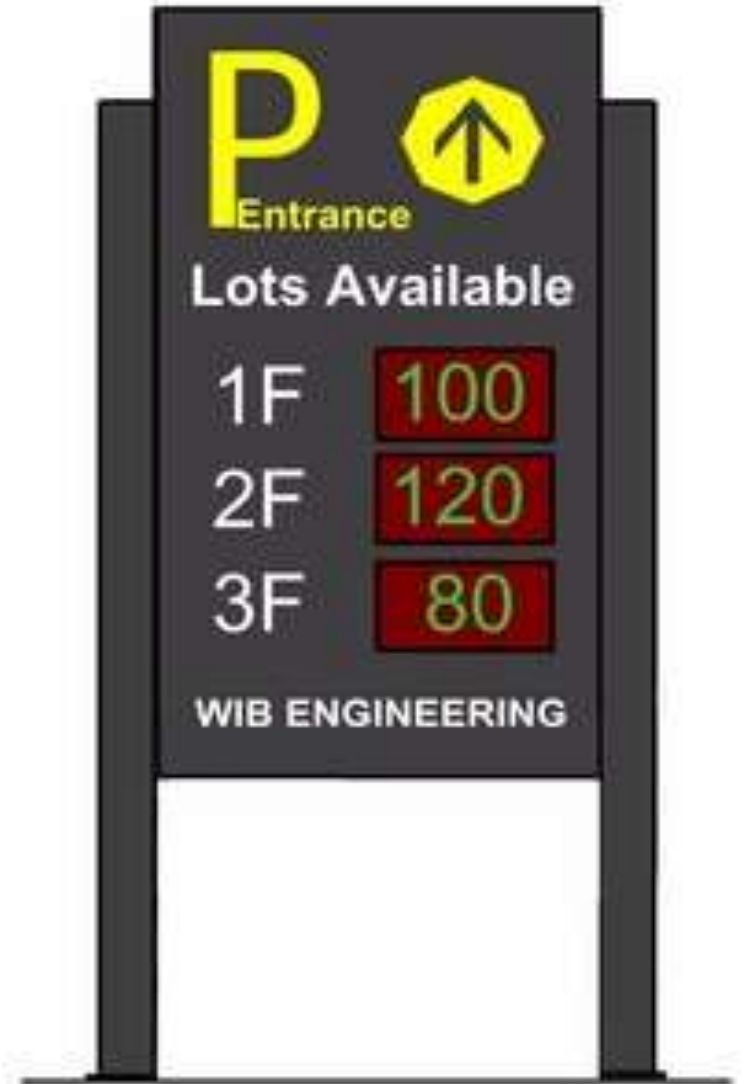


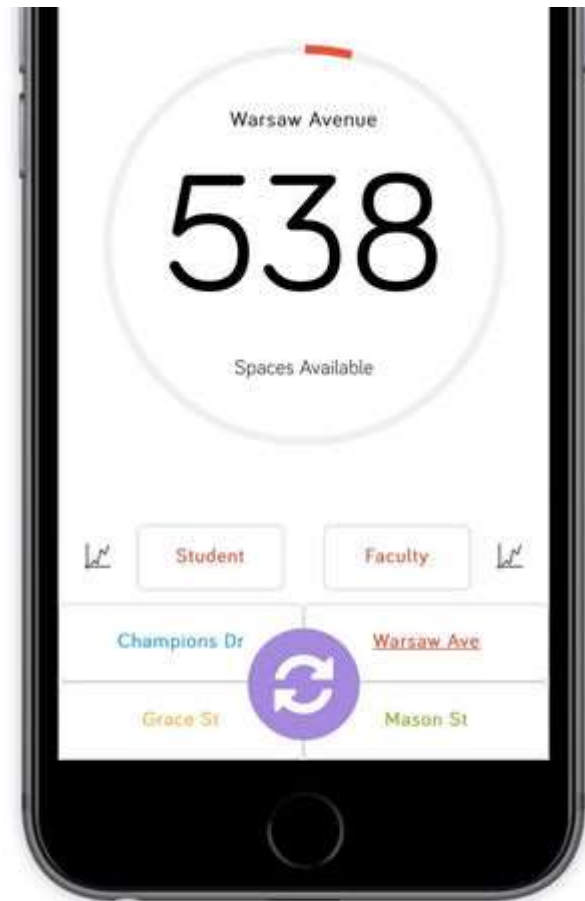
**COORDINATED VILLAGE-WIDE PARKING SYSTEM**

## Strategies

- 1) Ensure that technologies selected to manage parking are compatible with parking availability signage and online platforms.
- 2) Ensure parking management payment systems (if/when needed) are capable of presenting real-time parking availability.
- 3) Consider wayfinding signage that displays real-time parking counts at key intersections entering the downtown.







View data from all of the parking decks on the JMU campus



**“EVERY PERSON WHO PARKS  
A CAR IS A PEDESTRIAN.”**



**“EVERY PERSON WHO PARKS A  
CAR ALSO HAS AN OPINION.”**

# PUBLIC REALM: LIGHTING AND SAFETY

Lack of, or insufficient lighting creates night environments that can feel less safe.

## Strategies

- 1) Prioritize enhancement of lighting within all public parking lots, particularly using lighting with visual interest that enhances the sense of place.
- 2) Prioritize lighting improvements within all alleyways and site streets leading.
- 3) Consider interactive LED lighting installations in alleyways to enhance perception of safety, enhance sense of place, and create points of interest.
- 4) Locate information/wayfinding and payment kiosks in highly visible, brightly lit locations.
- 5) Consider installation of cameras in off-street lots and alleyways.
- 6) Incorporate greenery into lot renovations to soften them.
- 7) Include wayfinding signage in any lot redesign projects.



**COORDINATED VILLAGE-  
WIDE PARKING SYSTEM**

Update Employee Parking  
Parking Benefit District









Mrs. Mitchell's  
ON MAIN

BUS TOUR DISCOUNTS

Mrs. Mitchell's  
GIFTS





To the Shops

Mrs. Mitchell's  
ON MAIN

BUS TOUR DISCOUNTS

Mrs. Mitchell's  
GIFTS

0065311



**WHAT COULD YOU DO HERE?**

# WALKING AND BIKING

Providing greater, more comfortable non-auto access can reduce parking demand.

## Strategies

- 1) Ensure pedestrian facilities – sidewalks, ADA ramps, crosswalks, etc. – are well maintained and free of impediments to encourage a park once and walk strategy.
- 2) Prioritize uses of bicycles (and pedestrians) over cars to get to, from and through downtown, even if that means removing a lane for car travel.
- 3) Add more bike racks throughout downtown for bicycle storage.



**IMPROVE WALK/BICYCLE  
CONDITIONS**



**LET US KNOW WHAT YOU THINK!**

Open House Stations

**THANK YOU!**



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