



# Wareham Village Parking Study

## Findings and Initial Strategies

September 2014

# Agenda

- Study Process
- Key Findings
- Initial Strategies
- Next Steps

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- **Study Process**
- Key Findings
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# Study Process

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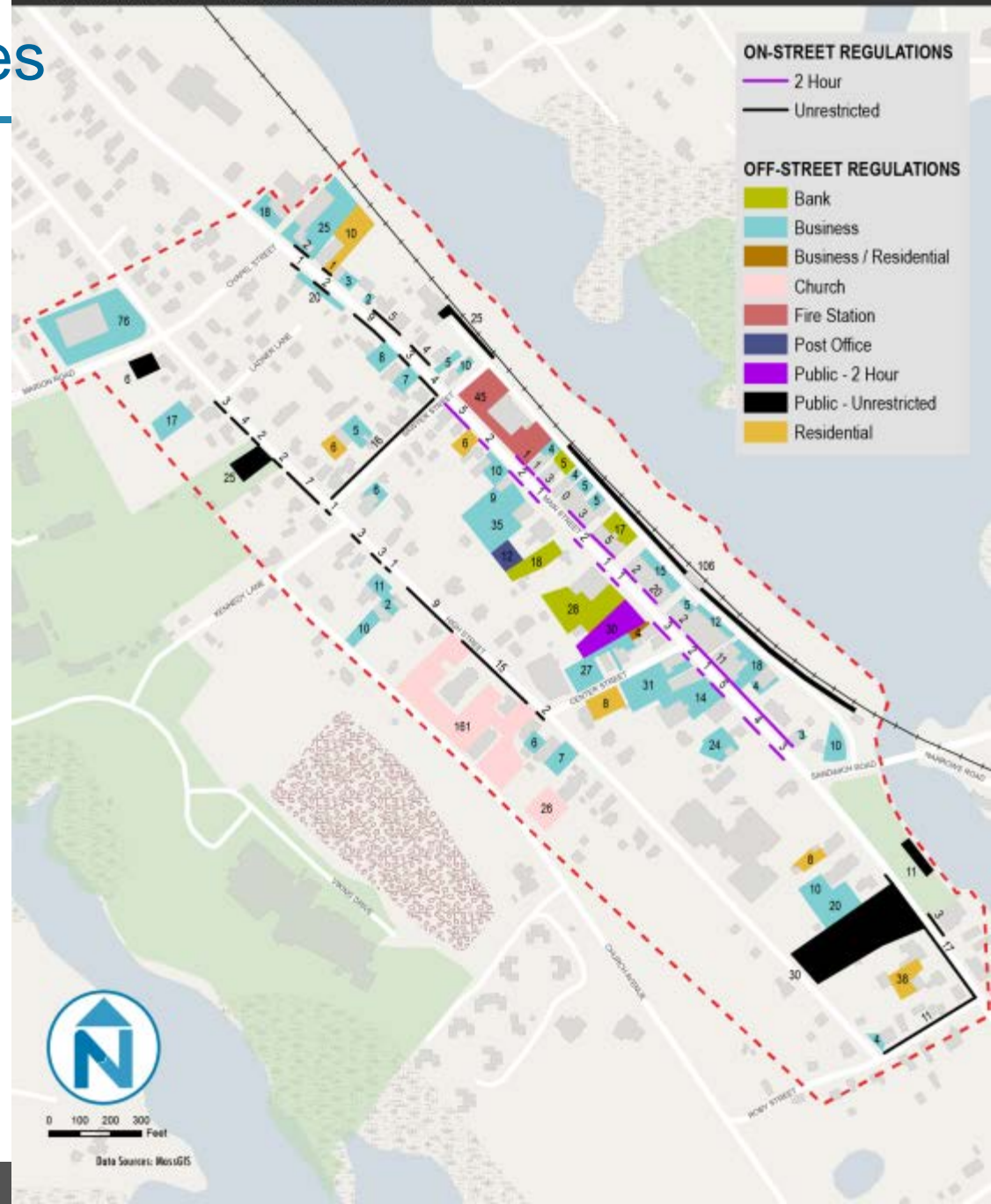
- Data Collection and Analysis: Fall 2013
  - Parking supply
  - Parking utilization counts
  - Parking management
  
- Input Process: Fall 2013 and Fall 2014
  - Stakeholder interviews
  - Online survey
  - Public meeting
  
- Plan: Fall 2014
  - Draft management plan
  - Final management plan

# Agenda

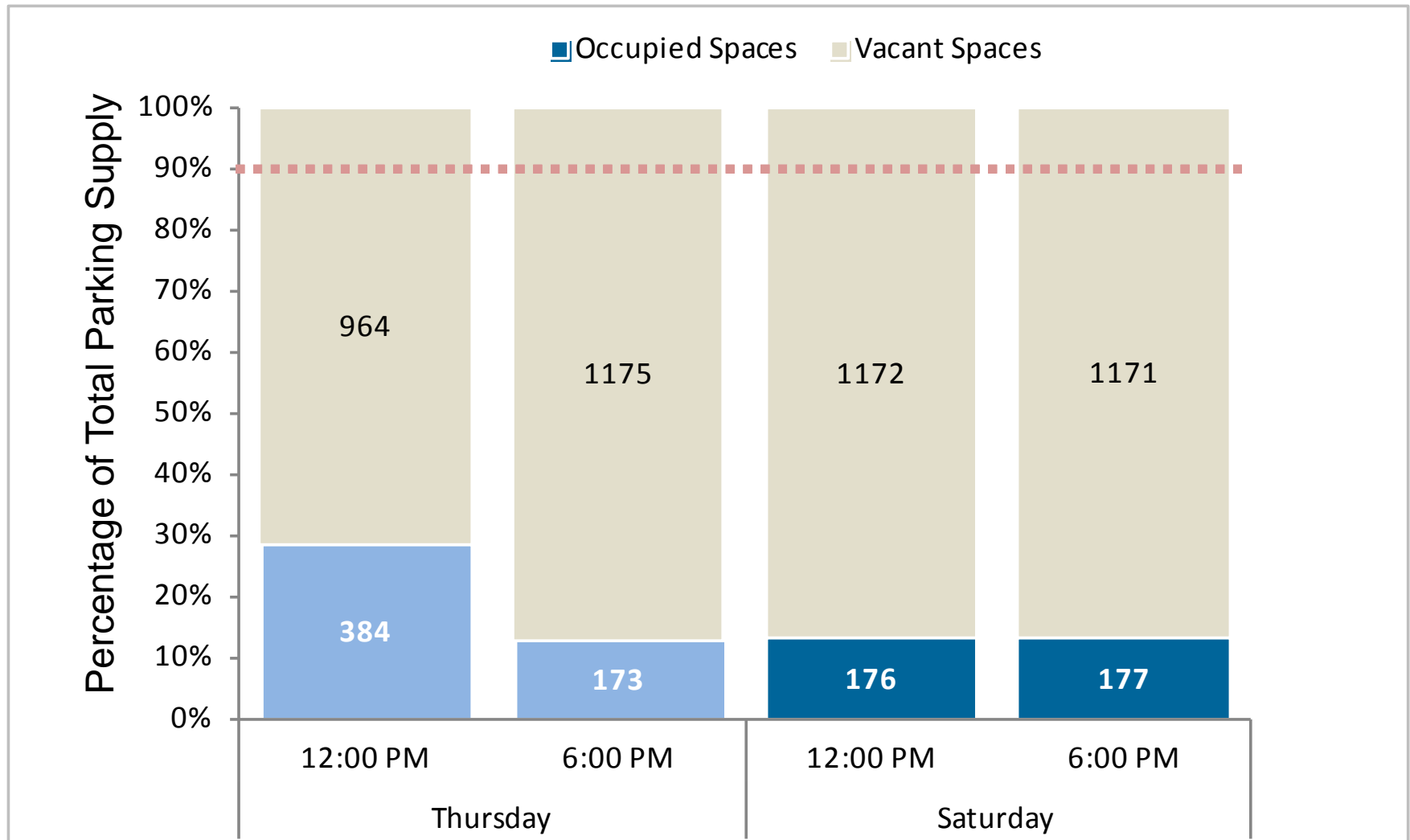
- Study Process
- **Key Findings**
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# 1,350 Parking Spaces

- Mostly off-street
- Mostly restricted access (customer, employee, etc.)
- On-street parking 2-hour in core and unregulated elsewhere

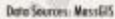


# 28% of Parking Used at Peak



# Thursday 12pm-2pm





# Saturday 12pm-2pm

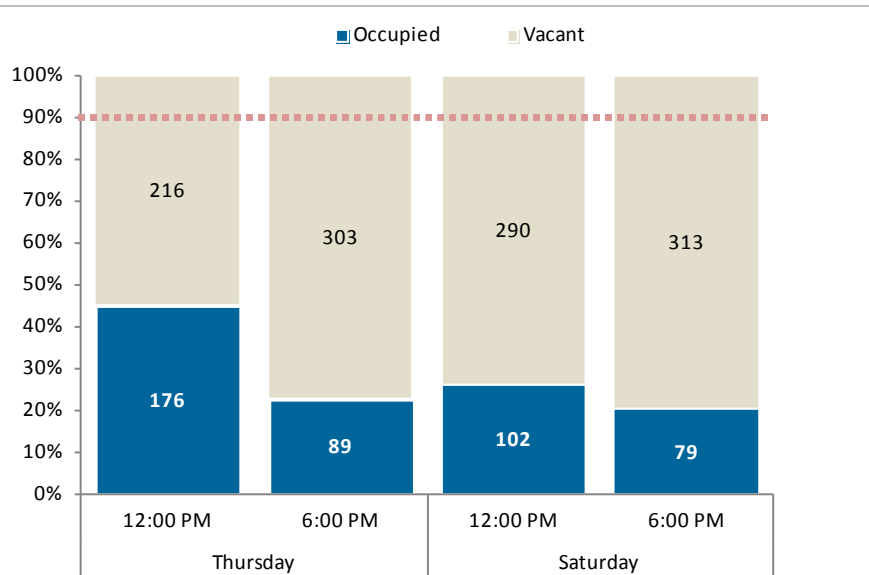


# Saturday 6pm-8pm



# Core Has Availability

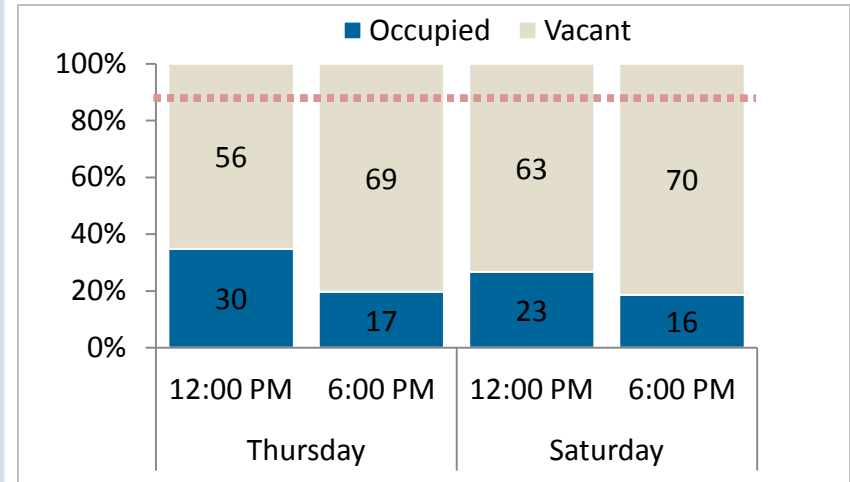
On and Off-Street: 45% full



# Main Street Has Availability

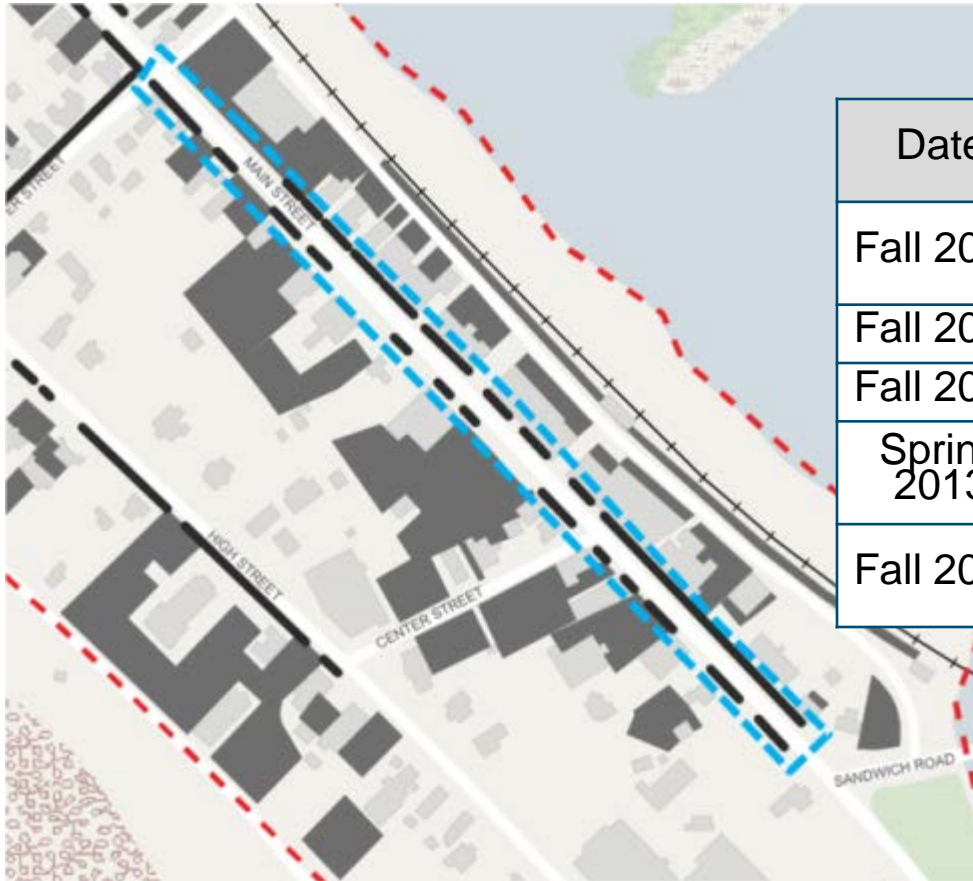


## Main Street On-Street: 35% full



# Main Street Has Availability

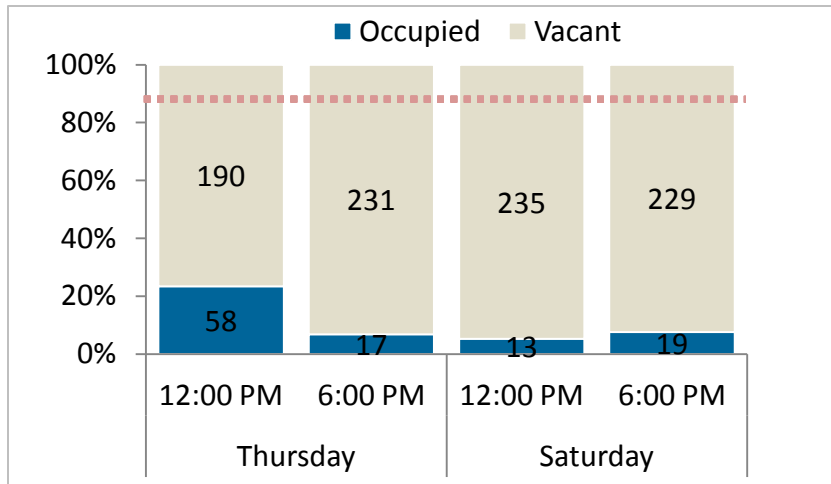
## Main Street On-Street: Historic Utilization Counts



Date	Day	Time	Utilization
Fall 2007	Friday	9:15 am to 10:55 am	37%
Fall 2007	Friday	11 am to 12 pm	39%
Fall 2007	Saturday	10 am to 11 am	37%
Spring 2013	Friday	9:30 am to 10:30 am	24%
Fall 2013	Thursday	12:00 pm to 2:00 pm	26%

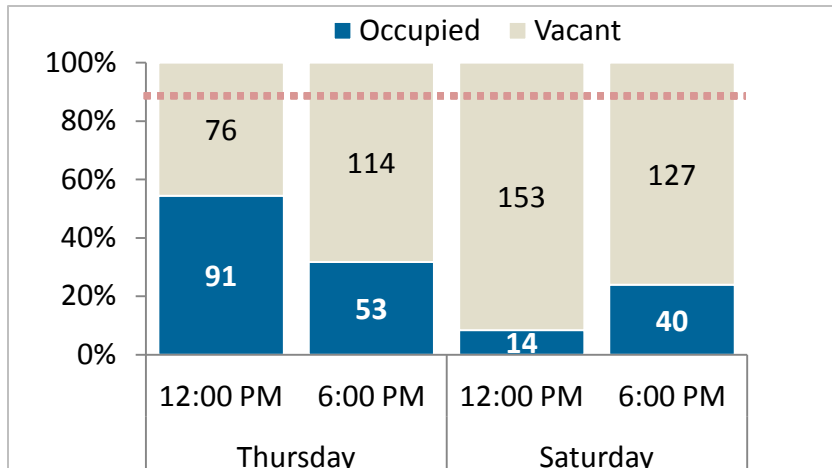
# Main Street Has Availability

Main Street Off-Street: 23% full



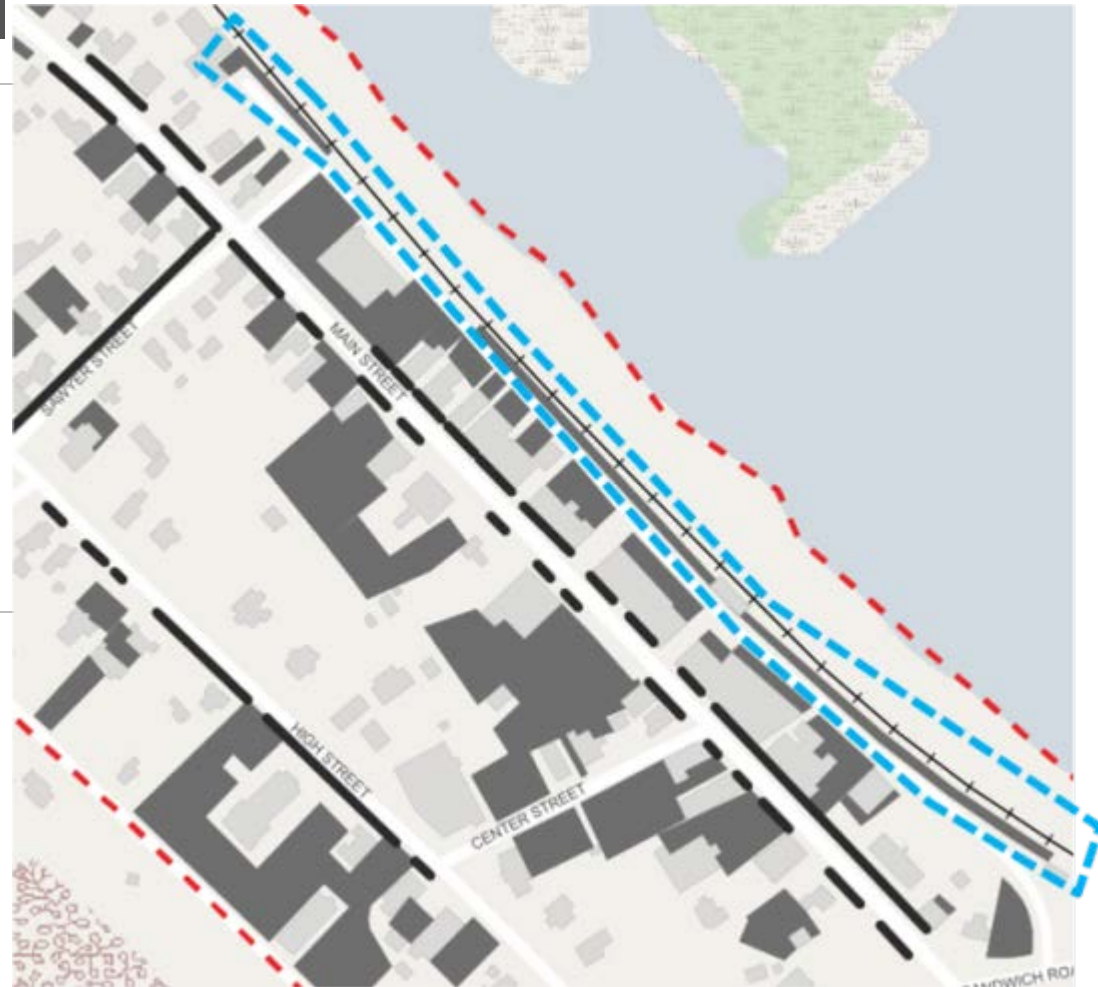
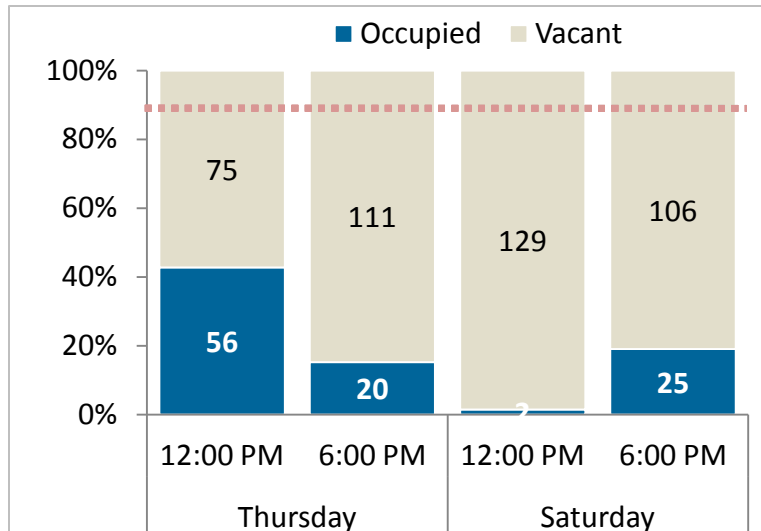
# Merchant's Way Has Availability

Adjacent to Buildings: 54% full



# Merchant's Way Has Availability

Adjacent to Tracks: 43% full



# Merchant's Way Has Availability

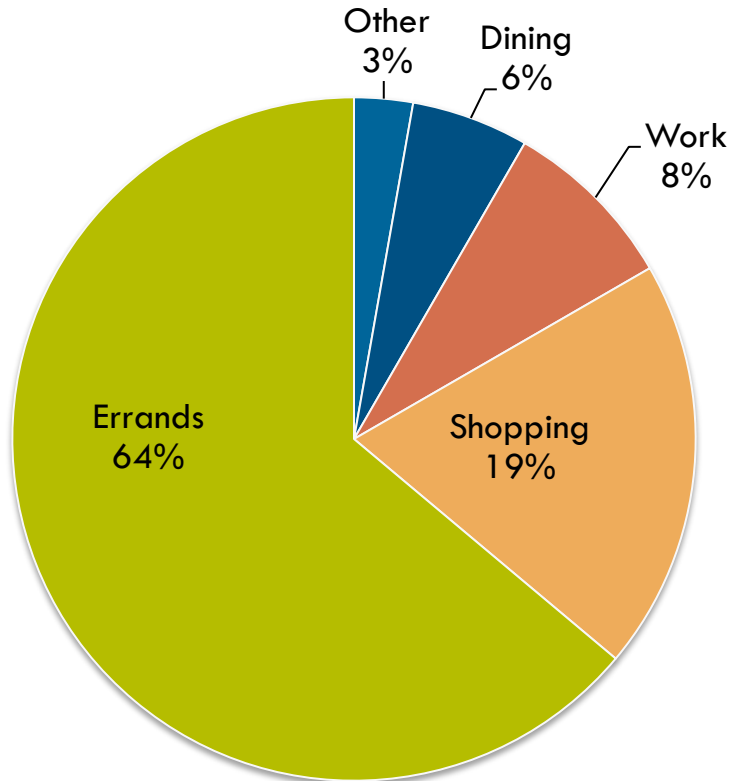
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## Historic Utilization Counts

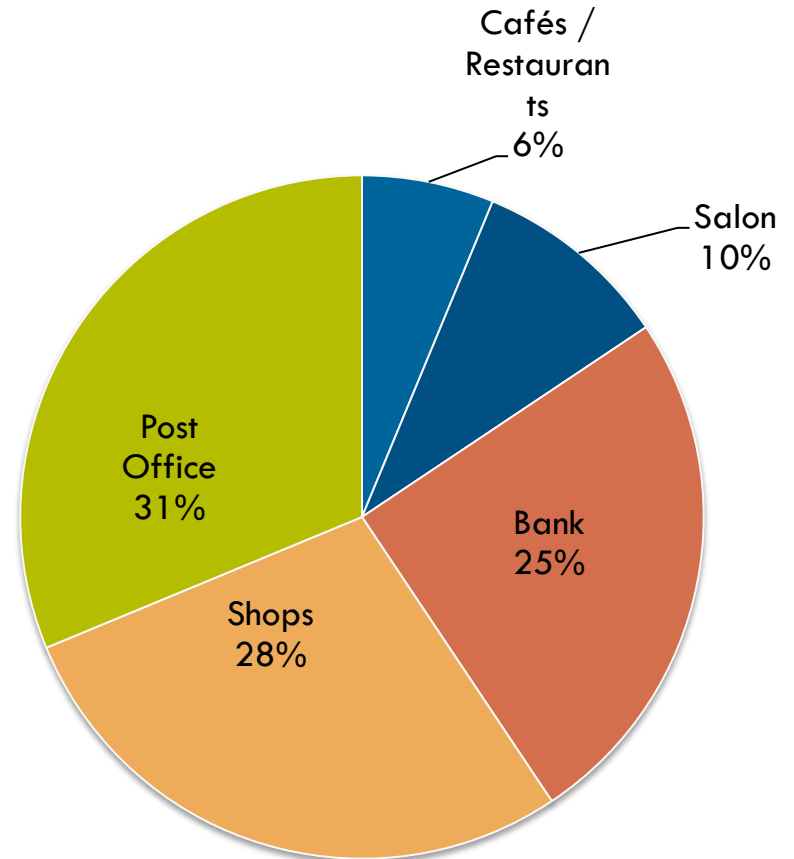
Date	Day	Time	Utilization Rate
Fall 2007	Friday	9:15 am to 10:55 am	45%
Fall 2007	Friday	11 am to 12 pm	37%
Fall 2007	Saturday	10 am to 11 am	24%
Spring 2013	Friday	9:30 am to 10:30 am	36%
Spring 2013	Saturday	12:00 pm	23%
Fall 2013	Thursday	12:00 pm to 2:00 pm	49%

# Online Survey Respondents: September 2014

**Primary purpose for Visiting**



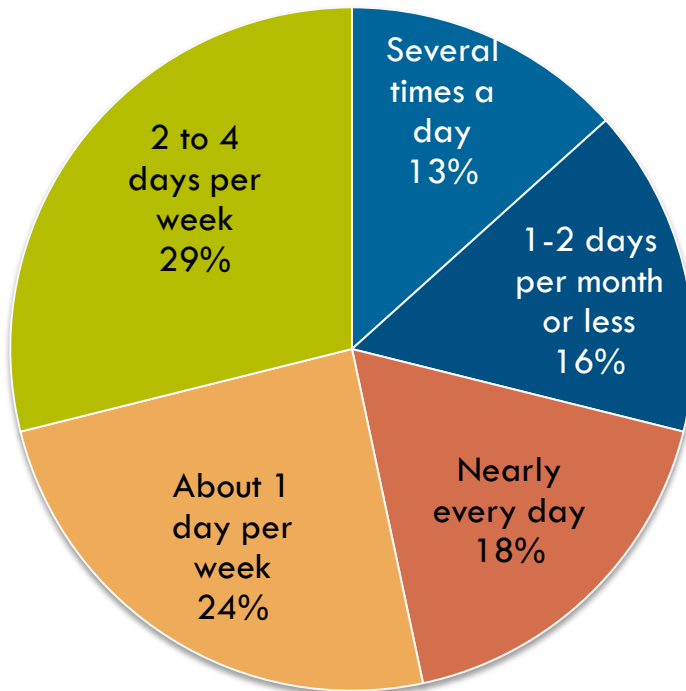
**Primary Destination**



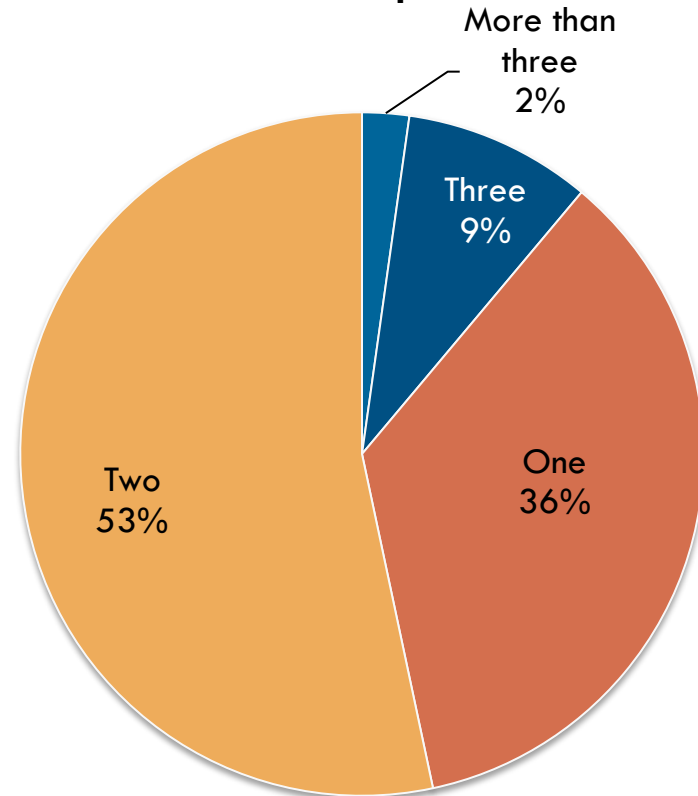
# Survey Results

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**How many times per week do you visit?**



**How many destinations did you visit on your last trip?**

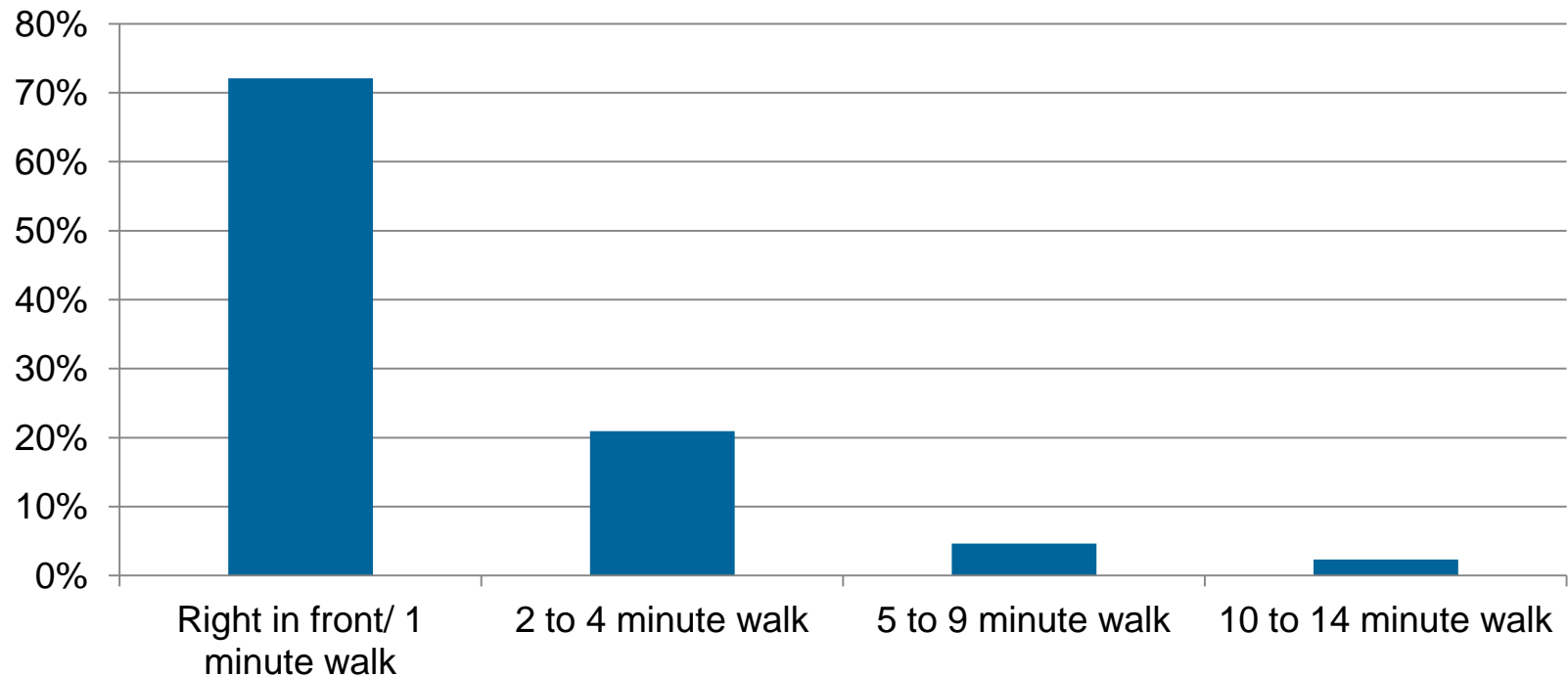


Average customer length of stay:  
40 minutes

# Survey Results

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**How close to your primary destination did you park?**



# Survey Results

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## ■ Common Themes

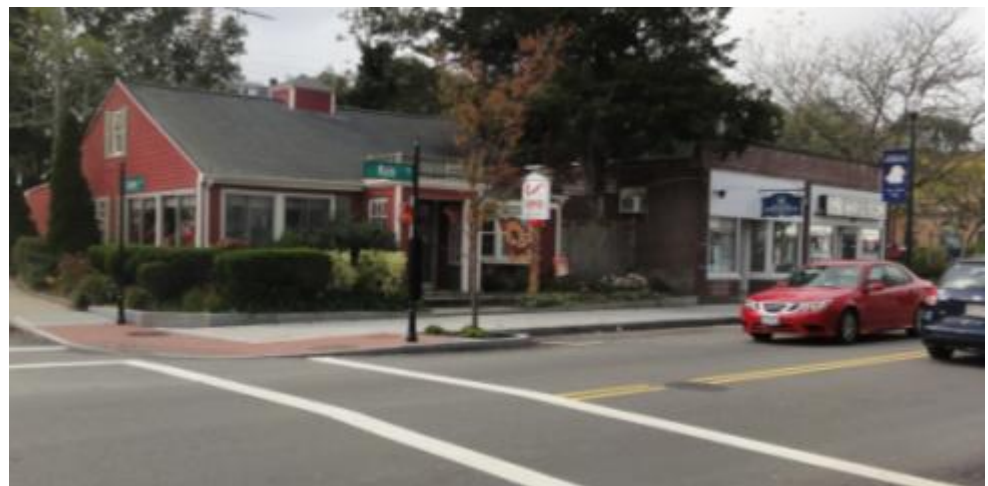
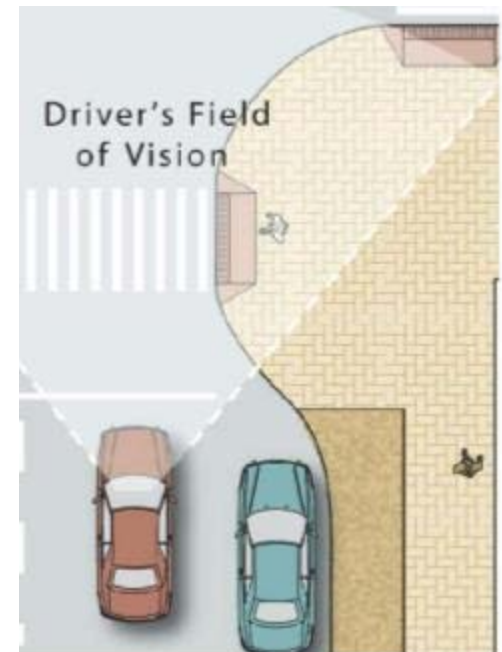
- Majority (70%) concerned about bump outs
- Safety concerns due to speeding cars
- More on and off-street parking

## ■ Other comments

- Half against paid parking kiosks or fees to park
- Want updated signage, particularly for Merchant's Way
- Desire to plan for increased use of the CapeFlyer
- Need off-street parking near Post Office

# Why Traffic Calming?

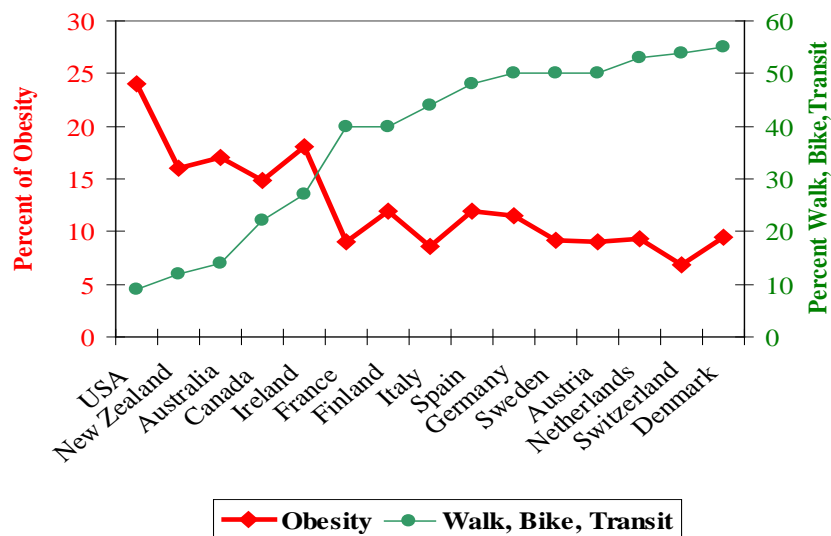
- Sidewalks reduce ped crashes by 88%
- Curb extensions increase likelihood of stopping for pedestrian by 20%
- Road diets reduce crashes by 29%
- Medians reduce crashes by 40%
- **Curb extensions:**
  - Shorten pedestrian crossing distance
  - Reduce vehicle turning speeds
  - Increase pedestrian visibility



# Benefits to Parking + Walking

## ■ Health

- 60% of Americans are at risk for diseases associated with **inactivity** (diabetes, obesity, etc.)



## ■ Reduced traffic

- 65% of trips under 1 mile are now taken by car
- More walking = ↓ emissions

## ■ Economic development

- Foot traffic – more likely to stop + browse, eat, etc.
- Fewer vacancies
- People attract other people!

# Agenda

- Study Process
- Key Findings
- **Initial Strategies**
- Next Steps

# Initial Strategies

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- Parking Management/Regulations
- Shared Parking
- Merchant's Way ReDesign
- Supporting Efforts
  - Signage
  - Lighting
  - Bicycle Parking
  - Disabled Parking

# Initial Strategies

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- **Parking Management/Regulations**
- Shared Parking
- Merchant's Way ReDesign
- Supporting Efforts
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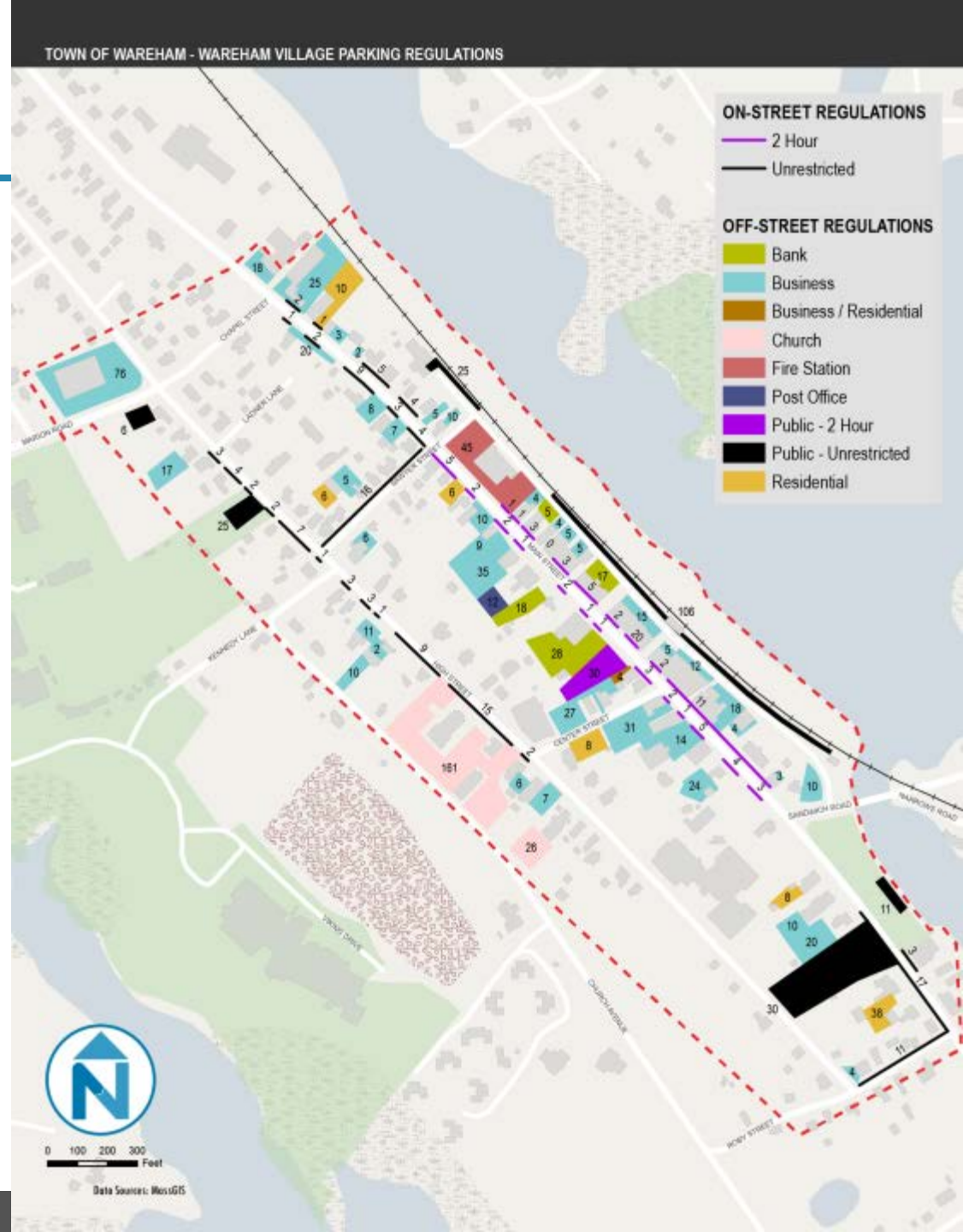
# Parking Management/Regulations

## Short-Term

- Keep 2 hour time limits on-street
- Keep unrestricted parking on Merchant's Way
- Consistent enforcement
- Regularly evaluate parking demand

## Option:

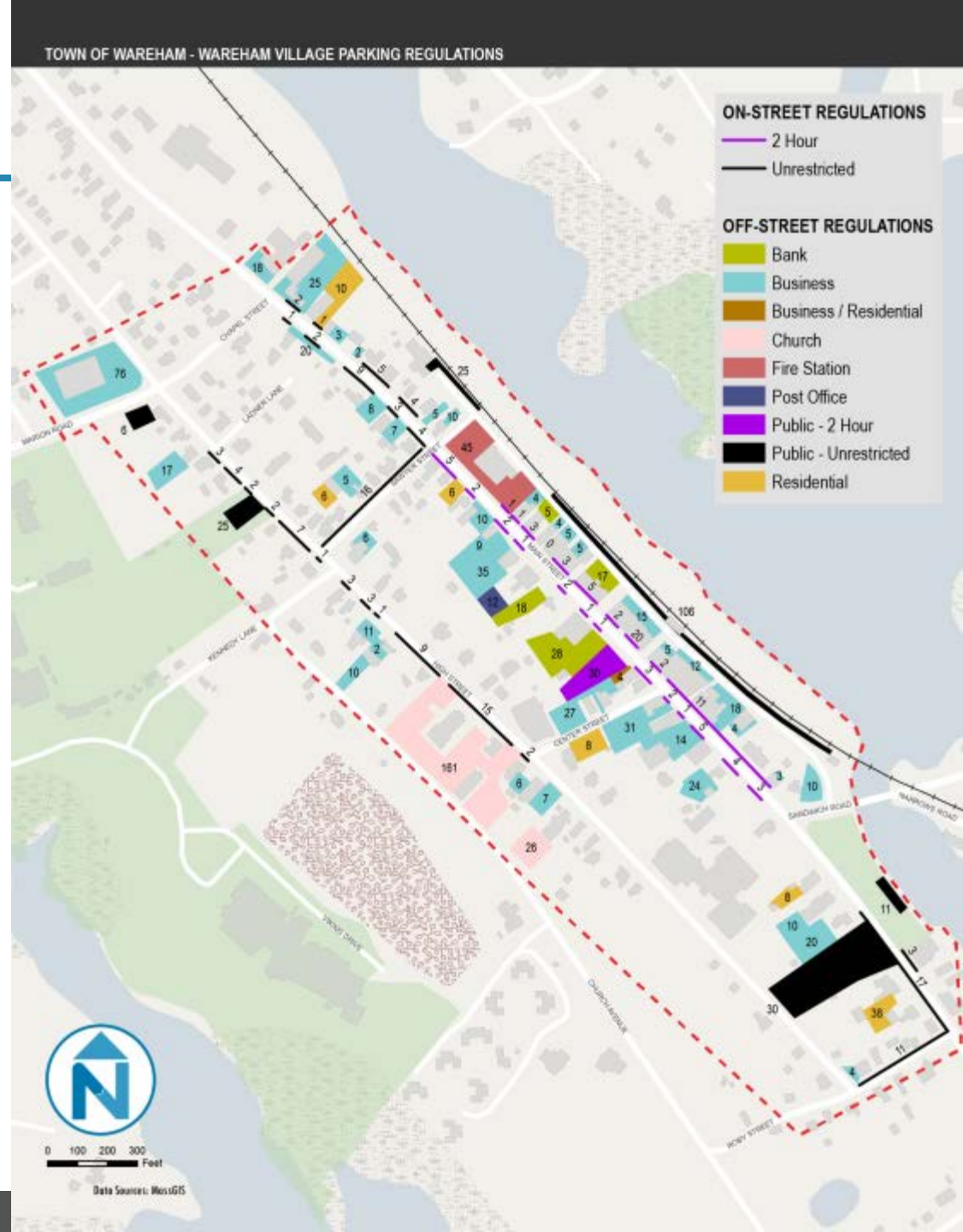
- One-side of Merchant's Way time-limited



# Parking Management/Regulations

## Long-Term

- Employee permits
- Lease private lots
- Regularly evaluate parking demand
  - Customer vs. employee supply and demand



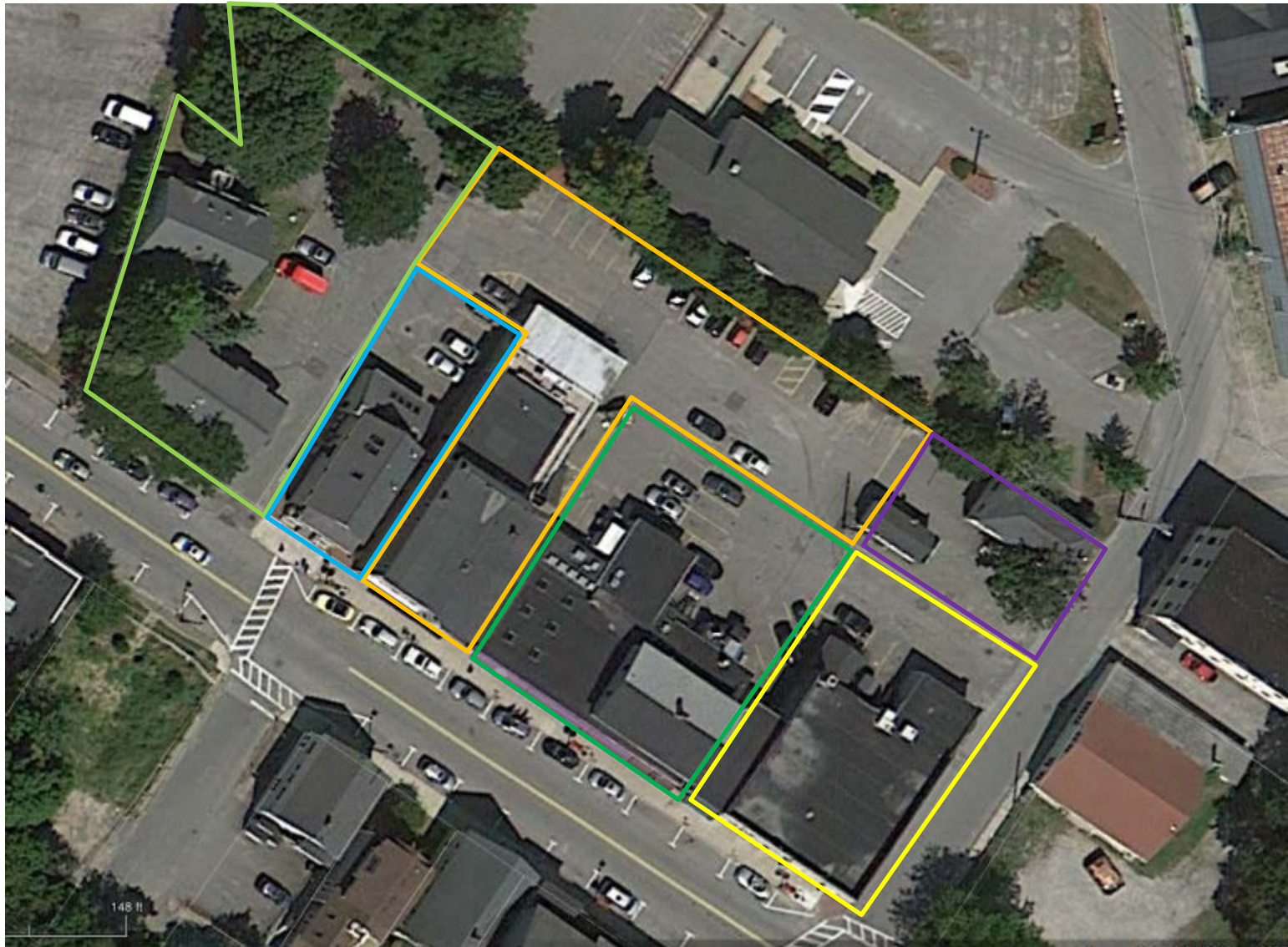
# Shared Parking

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- Combine multiple lots into one
- Town leases private facilities for public use (time of day, day of week)
- Businesses leases spaces from other private entity
- Improves user experience
- “Opens up” more parking supply
- More efficient use of resources

# Example: Concord MA Shared Private Parking

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# Shared Parking in Wareham

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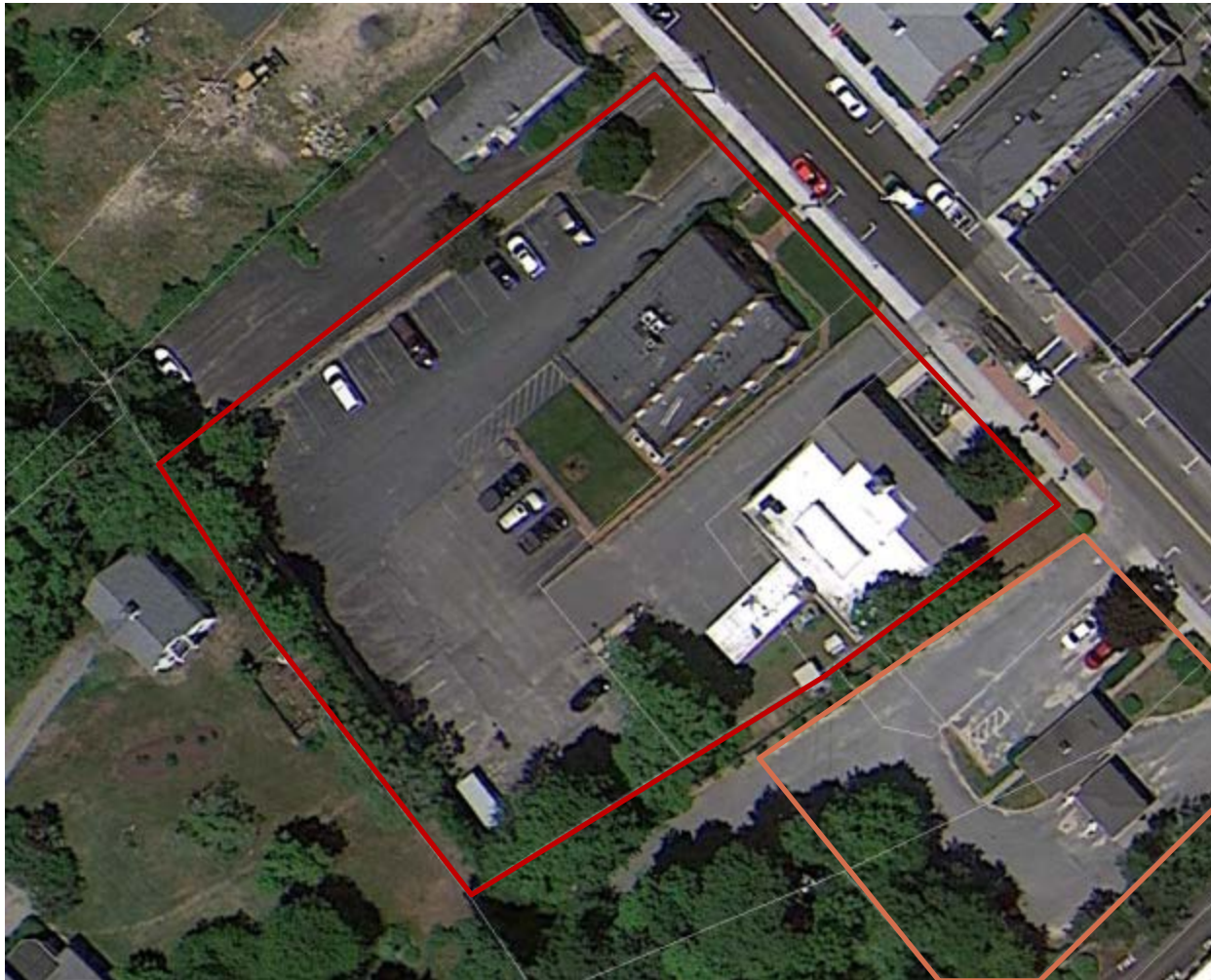
- At Post Office



# Shared Parking in Wareham

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- At Post Office: 35 spaces in adjacent lot; 18 next door



# Shared Parking in Wareham

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## ■ On Center Street



- 31 spaces
- Potential employee permit location
- First right of refusal lease
- Short walk to Main Street

# Shared Parking in Wareham

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- On Main Street: 20+ spaces



- Paving
- Signing
- Maintaining
- Enforcing



# Shared Parking in Wareham

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- At Cumberland Farms



# Merchant's Way ReDesign

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- Convert parking lot into a street and place
- Define right-of-way and parking areas
- Create public space
- Better access to businesses
- Improve pedestrian experience
- Better parking utilization
- Same number of spaces (298 today; 301 proposed)

# Proposed One-Way Merchant's Way

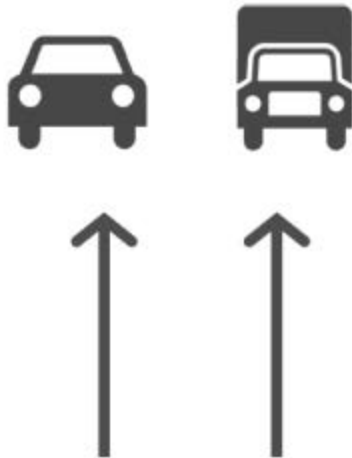
## Merchant's Way | Enlarged Plan A - Entrance from Sandwich Road

Wareham, Massachusetts



# One-Way

*are for vehicles*



- Higher speeds
- Greater traffic volumes
- Peds look one way
- Wider streets

# Two-Way

*are for businesses + pedestrians*



- Increased accessibility
- Increased visibility
- Safer streets
- Reduction in travel speeds

# Recent Downtown One-Way to Two-Way Conversations

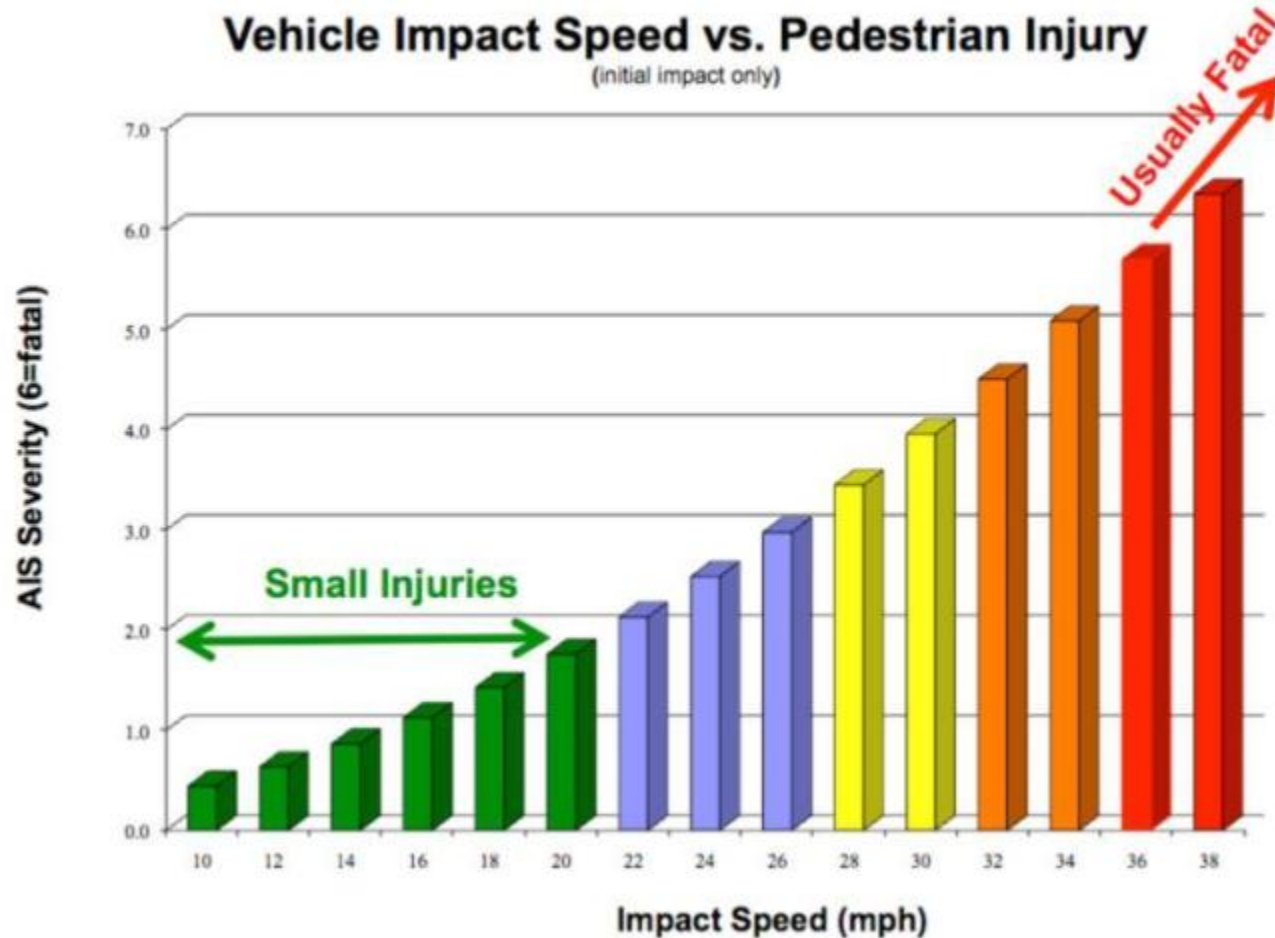
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Lubbock, TX  
Santa Monica, CA  
Austin, TX  
Seattle, WA  
Lansing, MI  
Portland, OR  
Minneapolis, MN  
Janesville, WI  
New Haven, CT  
W. Palm Beach, FL  
Lafayette, IN  
Gardner, MA  
Hickory, NC  
Buffalo, NY  
Lynchville, TN  
Walla Walla, WA  
Waukesha, WI

San Jose, CA  
Boulder, CO  
Berkeley, CA  
Chatanooga, TN  
Cincinnati, OH  
Tampa, FL  
Fairfax, VA  
CO. Springs, CO  
Lakeland, FL  
Wailuku, HI  
Dubuque, IO  
Alma, MI  
Holyoke, NJ  
Toledo, OH  
Dallas, TX  
Green Bay, WI  
Sheridan WY

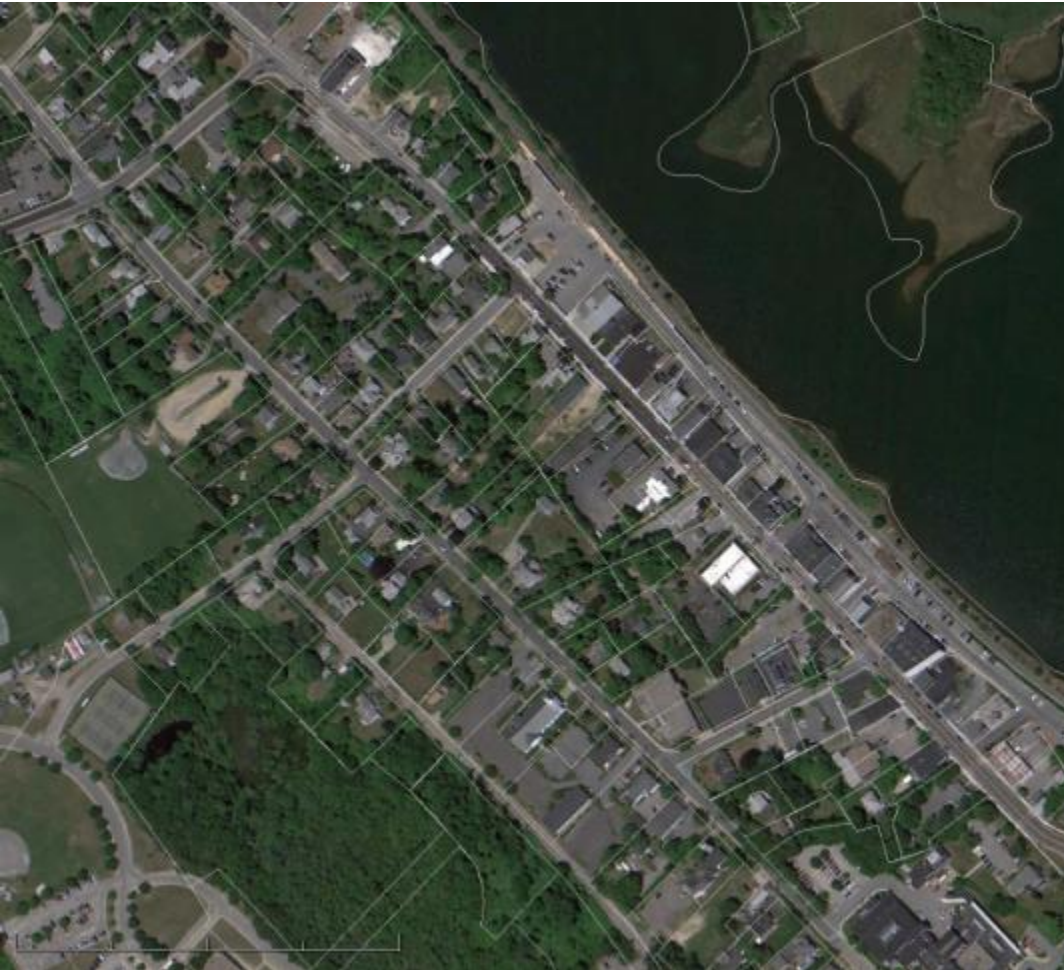
Denver, CO  
Sacramento, CA  
Cambridge, MA  
Des Moines, IA  
Louisville, KY  
St. Petersburg, FL  
Birmingham, AL  
Hartford, CT  
Miami, FL  
Danville, IL  
Baton Rouge, LA  
Washington, MI  
Albuquerque, NM  
Woonsocket, RI  
Norfolk, VA  
MilwaukeeWI

# Safety Improvements of Reducing Speed



# Merchant's Way Existing

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- Two-way traffic
- 8 vehicular entry points
- 298 spaces
  - 131 publicly owned
  - 167 privately owned
- Very few signs
- Speeding traffic
- Few pedestrian accommodations

# Create a secondary main street

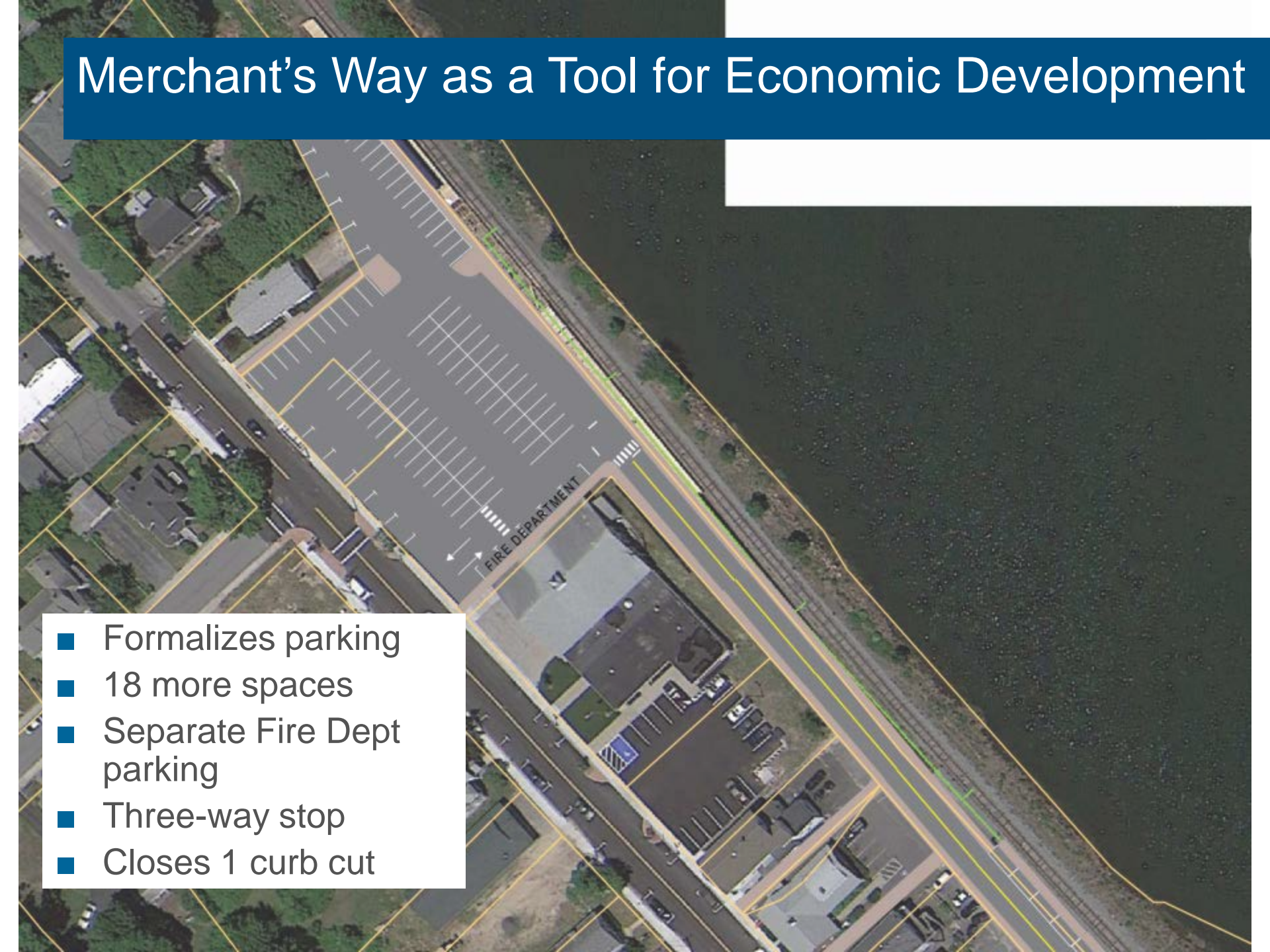
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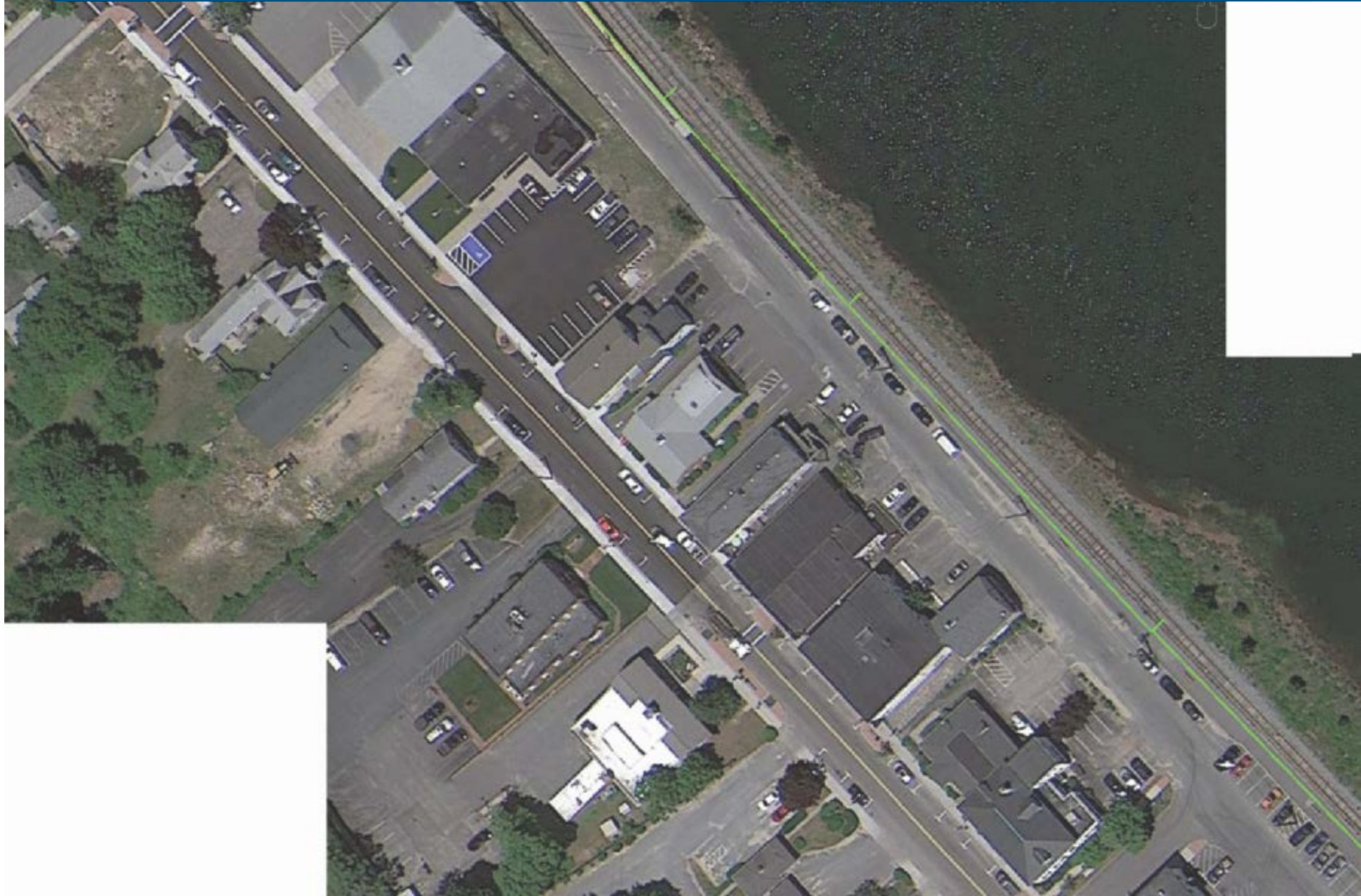
# Merchant's Way as a Tool for Economic Development



# Merchant's Way as a Tool for Economic Development

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- An aerial photograph of a street intersection. Yellow lines are overlaid on the image to indicate proposed changes to the road layout. The changes include formalizing parking spaces, adding 18 more spaces, creating a separate parking area for the Fire Department, installing a three-way stop, and closing a curb cut. The Fire Department building is visible in the lower center of the image, and a body of water is on the right side.
- Formalizes parking
  - 18 more spaces
  - Separate Fire Dept parking
  - Three-way stop
  - Closes 1 curb cut

# Merchant's Way as a Tool for Economic Development



# Merchant's Way as a Tool for Economic Development

- Closes 1-2 curb cuts
- Creates sidewalk
- Parking supply maintained

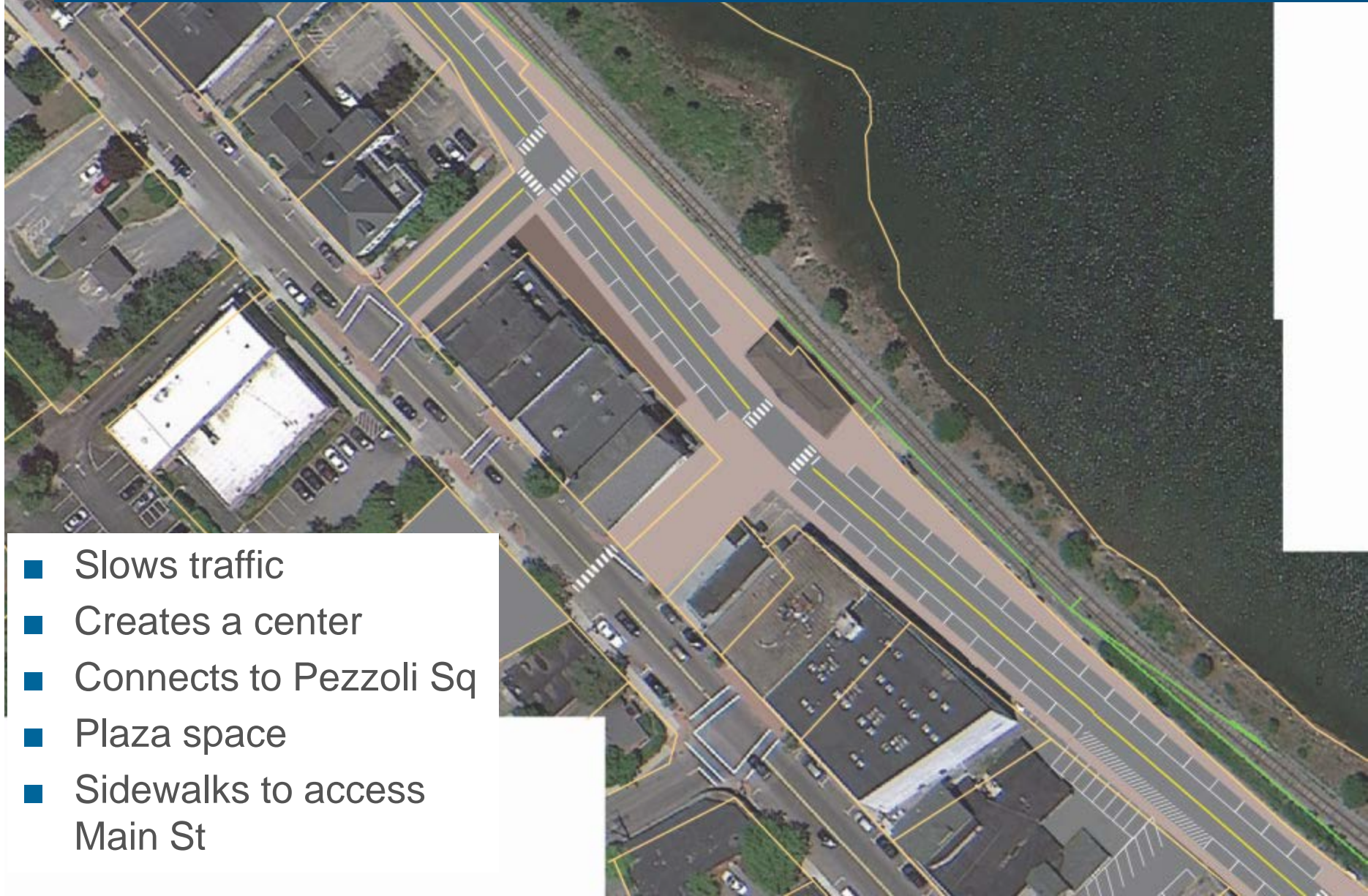


# Merchant's Way as a Tool for Economic Development



# Merchant's Way as a Tool for Economic Development

- Slows traffic
- Creates a center
- Connects to Pezzoli Sq
- Plaza space
- Sidewalks to access Main St



# Merchant's Way as a Tool for Economic Development



# Merchant's Way as a Tool for Economic Development

- Slower entry
- Plaza space
- Cumberland Farms shared parking
- Sidewalk additions



# Design Elements

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- Rolled curb
- Sidewalk same height as driveway
- Streetscaping
- Business back entrances
- Consolidated and concealed dumpsters



# Merchant's Way as a Tool for Economic Development

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# Merchant's Way as a Tool for Economic Development

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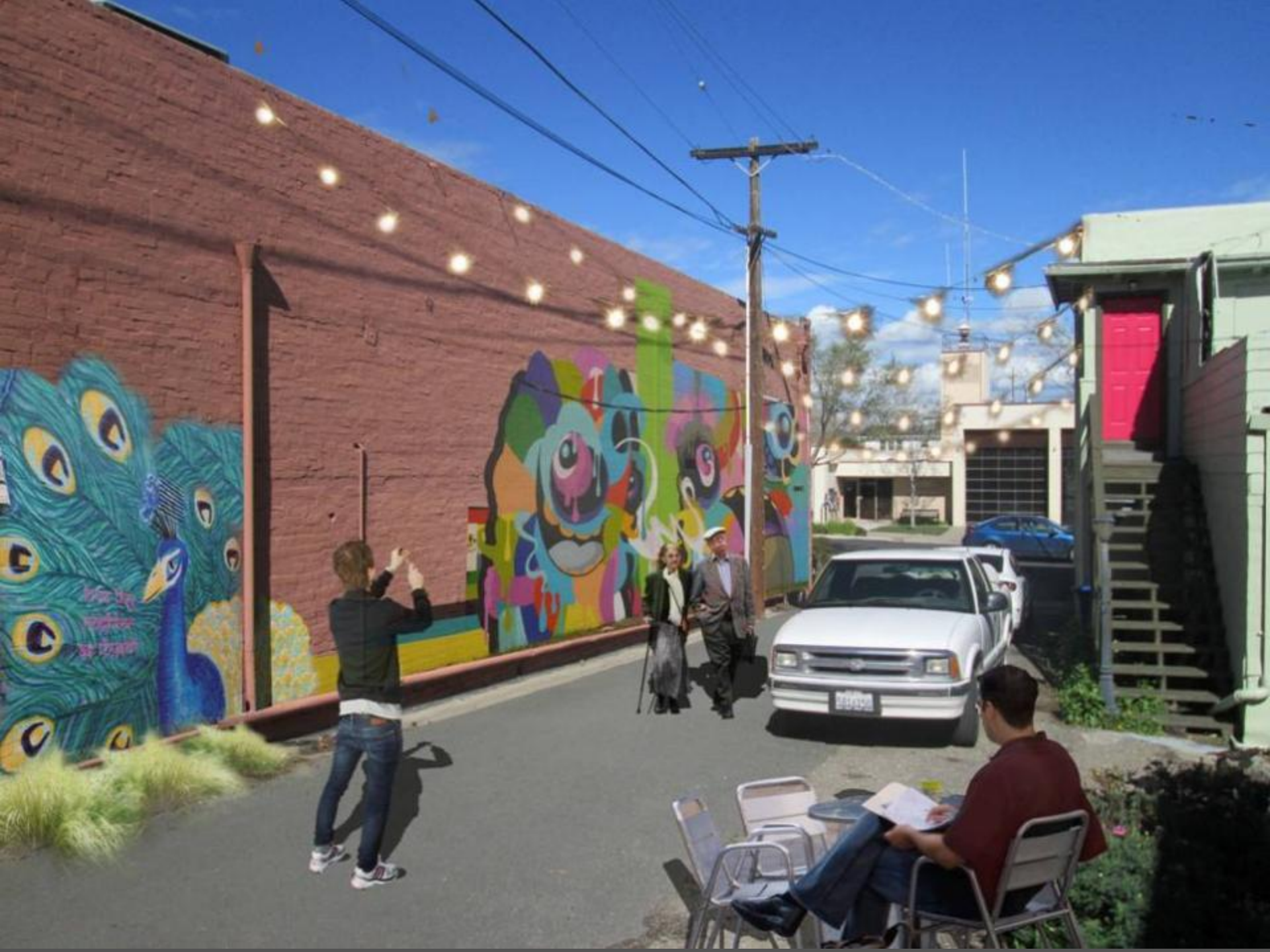


# Streets Connect to Parking and Transit

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# Initial Strategies

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- Parking Management/Regulations
- Shared Parking
- Merchant's Way ReDesign
- **Supporting Efforts**
  - Signage
  - Lighting
  - Bicycle Parking
  - Disabled Parking
  - Bus and Other Transit

# Parking Signage

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- Directional
  - In the right places
  - Readable
  - Distinguishable
- Regulatory
  - Clear and readable
  - Consistent
  - Says “yes” instead of “no”
  - Puts parker at ease











# Today

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# Future

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# Lighting

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- Main Street lighting OK
- Merchant's Way and Pezzoli Square lot need pedestrian-scale lighting
- Lack of lighting a barrier for evening parking



# Bicycle and Motorcycle Parking

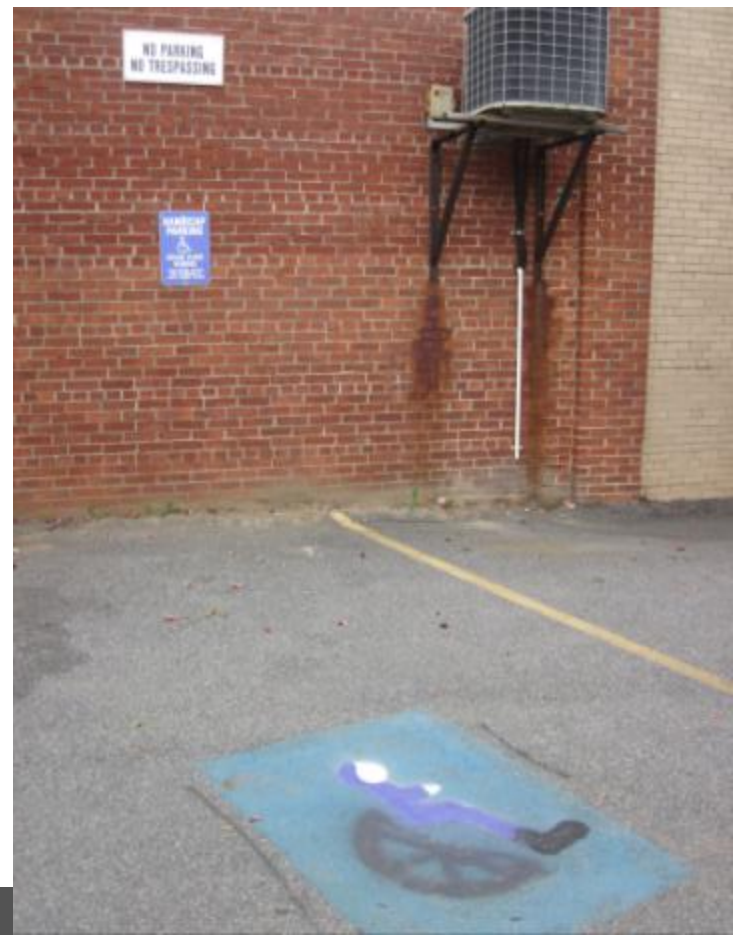
- Invites cyclists
- Preserves downtown improvements
- Reduces parking demand



# Disabled Parking

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- 39 spaces
- None on-street
- Formalize request process
- Develop guidelines/criteria
- Enforce private spaces



# Bus Parking

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- Tremblay's Bus to Foxwoods: Monitor impact



# Agenda

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# Next Steps

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- Refine strategies based on tonight's feedback
- Draft and Final reports



# Thank You!



Lisa Jacobson

617-521-9404

[ljacobson@nelsonnygaard.com](mailto:ljacobson@nelsonnygaard.com)