



Plymouth Parking Plan Public Workshop March 15, 2011





Public Workshop Agenda

1. Park Plymouth Program
2. Study Overview
3. Data Collection & Analysis
4. Key Study Findings
5. 2011 Planned Initiatives
6. Interactive Break-Out Sessions
7. Feedback from Break-Out Sessions
8. Open Public Comment Period



The Park Plymouth Program

Legislative History

- Managed by the Plymouth Growth & Development Corporation (PGDC)
- Enacted into state law under Chapter 182 of the Acts of 2002
- Authority to address revitalization and community development concerns in cooperation with the Town of Plymouth
- MOA with the BOS to provide parking services in the Downtown/Waterfront and N. Plymouth Area and update a parking management plan



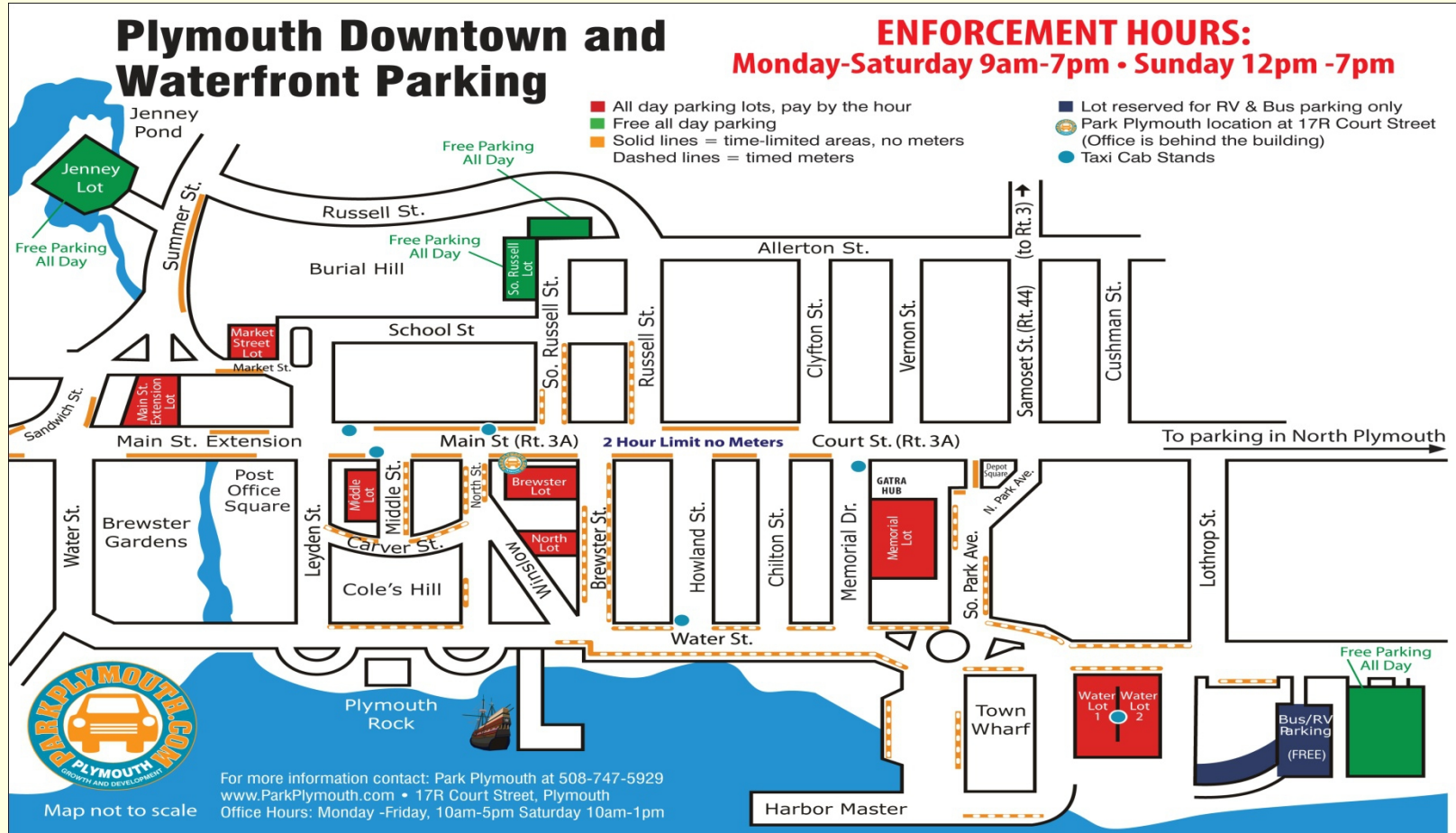
The Park Plymouth Program

Parking Services

- Offices located Downtown at 17R Court St.
- Services include:
 - Maintenance, Operation and Enforcement
 - 1,500 on-street regulated parking spaces
 - 15 off-street parking lots w/approx. 930 spaces.
 - Sales of Permits for deeply discounted parking to residents, employees, merchants, etc.
 - Citation Processing and Collections
 - Parking Planning and Regulatory Updates
 - Capital Improvements to the Parking System



The Park Plymouth Program Parking Services Map





The Park Plymouth Program

Parking Permit Program 2008 - 2010

PERMIT TYPE	2010	2009	2008
Downtown Resident	86	96	73
Plymouth Resident	1,038	648	136
Merchant	38	37	24
Employee	134	99	60
Commercial Fisherman	49	43	44
Mooring	1	4	5
Commercial Loading	2	0	0
Use of Space	5	5	4
TOTALS	1,353	932	346



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Study Overview

Methodology

- Review of prior parking and land use studies/surveys
- Inventory of public and private parking supply
- Update of on-street and off-street parking utilization surveys and comparison to previous surveys
- Review of Parking Permit Program for employees, merchants, residents, etc.
- Review of parking seasonality in terms of use
- Sample parking turnover and duration of stay surveys
- Conditions analysis of parking assets/ADA compliance
- Review of existing transit and modal options
- Review of existing program pricing, costs and revenues



Study Overview

Prior Parking Studies

- ❖ 1949 Plymouth Compact published.
- ❖ 1954 Parking Rules & Regulations Adopted
- ❖ 1958 Downtown Parking Needs Study (200 spaces)
- ❖ 1966 Comp. Plan Update
- ❖ 1979 Waterfront Urban Design Plan (450 spaces)
- ❖ 1970s/1980s – Several Parking Garage Studies
- ❖ 1989 Plymouth Center Waterfront Area Master Plan
- ❖ 2003/4 Downtown Waterfront Area Parking Analysis and Action Plan (618 spaces)
- ❖ 2007 Public Space Action Plan (BOS approval)
- ❖ 2009 Knox Parking Report to PGDC



Study Overview

Guiding Principles

- ❖ Parking should be considered as a secondary use that supports the primary economic use of land.
- ❖ Parking within core commercial areas should be sufficient, convenient, fairly priced, commensurate with land value, and paid for by users.
- ❖ Prime core commercial area parking should be reserved for short-term customer/visitor parking. Longer term parkers and employees should use parking within a short walk or close proximity to the core area.
- ❖ “Free” or affordable parking for students, low wage employees, and others is desirable within walking distance of the core commercial areas.



Study Overview

Guiding Principles Continued

- ❖ On-street public parking is a finite, precious commodity that should be preserved and expanded when feasible.
- ❖ Off-street structured parking should be considered when use of the existing parking supply is optimized and the need is still present.
- ❖ Transportation demand management and multi-modal strategies are important ways to increase mobility and visitation while reducing parking need.
- ❖ You cannot park at what you cannot find.
- ❖ Parking should be accessible to all users.



Study Overview

Guiding Principles Continued

- ❖ All public parking facilities must be efficient, safe, appealing, well signed and maintained.
- ❖ Park Plymouth should provide premium customer service in the delivery of parking services to make parking a positive element of the downtown experience.
- ❖ Customers should have multiple payment options.
- ❖ Technology must be leveraged to enhance customer service and information, and improve efficiency.
- ❖ Parking is dynamic so the Plan must be too.



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Data Collection and Analysis

Parking Inventory

- Estimated 4,500 public and 4,000 private parking spaces in the PGDC/Park Plymouth area.
- Only approx. 2,430 public parking spaces (on-street and off-street) are regulated (time limits/reserved).
- Of the 2,430 regulated public parking spaces, approx. 1,500 are on-street and 930 are off-street.
- The 1,500 regulated on-street public parking spaces are a combination of 1-hour (N. Plymouth), 2-hour (Plymouth Center/Town Wharf) and 4-hour (waterfront/side streets) parking.
- Designated 15-min., 20 min., 30 min. , loading zones, cab stands, bus stops and ADA spaces throughout.



Data Collection and Analysis

Parking Inventory – Off Street

Parking Lot	# of Spaces	Time Limit	Hourly Rate	Meter Type*
Waterfront #1 Lot	120	10 hours	50 cents	2 P&Ds
Waterfront #2 Lot	72	10 hours	50 cents	1P&D
Waterfront #3 Lot	116	All Day	FREE	N/A
Waterfront Comm. Fisherman Lot	19	All Day	By Permit	N/A
Waterfront Bus Parking Lot	16 (bus)	All Day	FREE	N/A
Memorial Avenue Lot	116	10 hours	50 cents	2P&Ds
North Street Lot	33	10 hours	50 cents	1P&D
Brewster Street Lot	23	10 hours	50 cents	21 meters
Middle Street Lot	71	10 hours	50 cents	1 P&D-36 meters
Market Street Extension Lot	24	10 hours	50 cents	1 P&D
Main Street Extension Lot	55	10 hours	50 cents	34 meters
South Russell Street Lot	62	All Day	FREE	N/A
Old Police Station Parking Lot	32	All Day	FREE	N/A
Jenny Pond Lot	111	All Day	FREE	N/A
N. Plymouth Village Parking Lot	64	All Day	FREE	N/A



Data Collection and Analysis

Parking Utilization – AM Weekday Peak



Sunny day in
late June 2010
10 a.m. - 11
a.m.

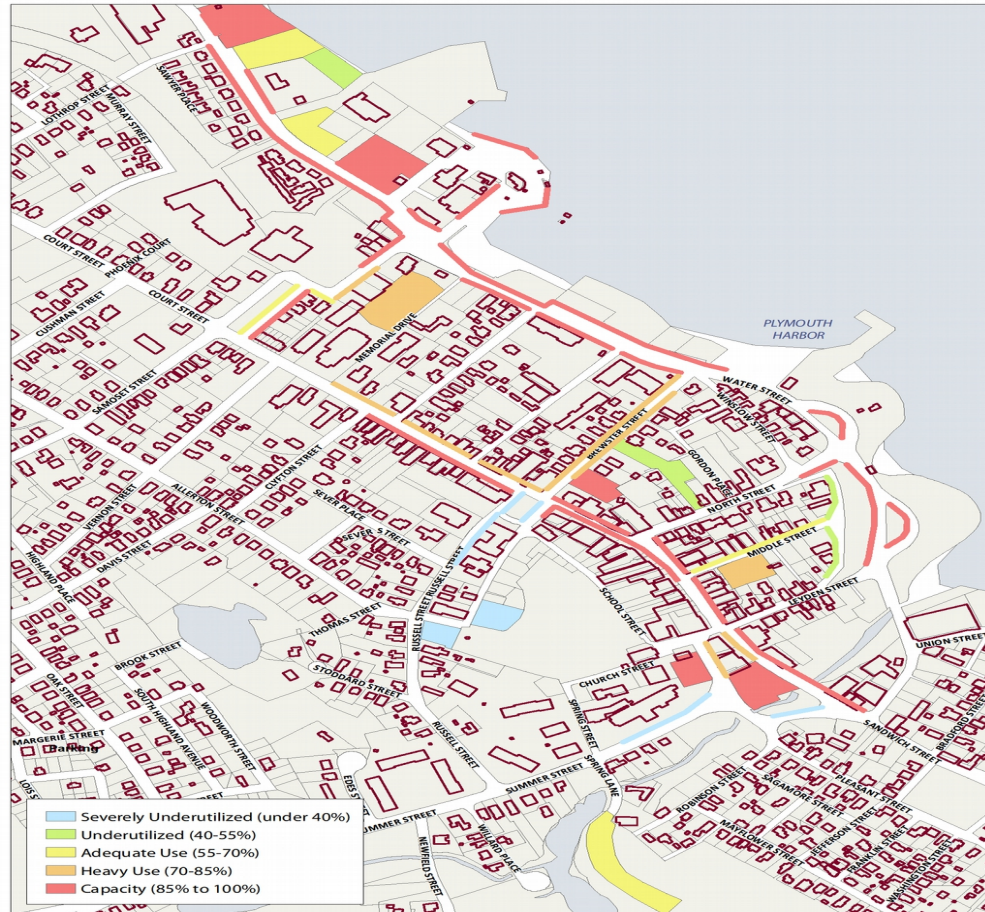
Town of Plymouth
AM Parking Utilization

Data Source: Plymouth Growth and Development Corporation, Summer 2010



Data Collection and Analysis

Parking Utilization – Noon Weekday Peak



Data Source: Plymouth Growth and Development Corporation, Summer 2010

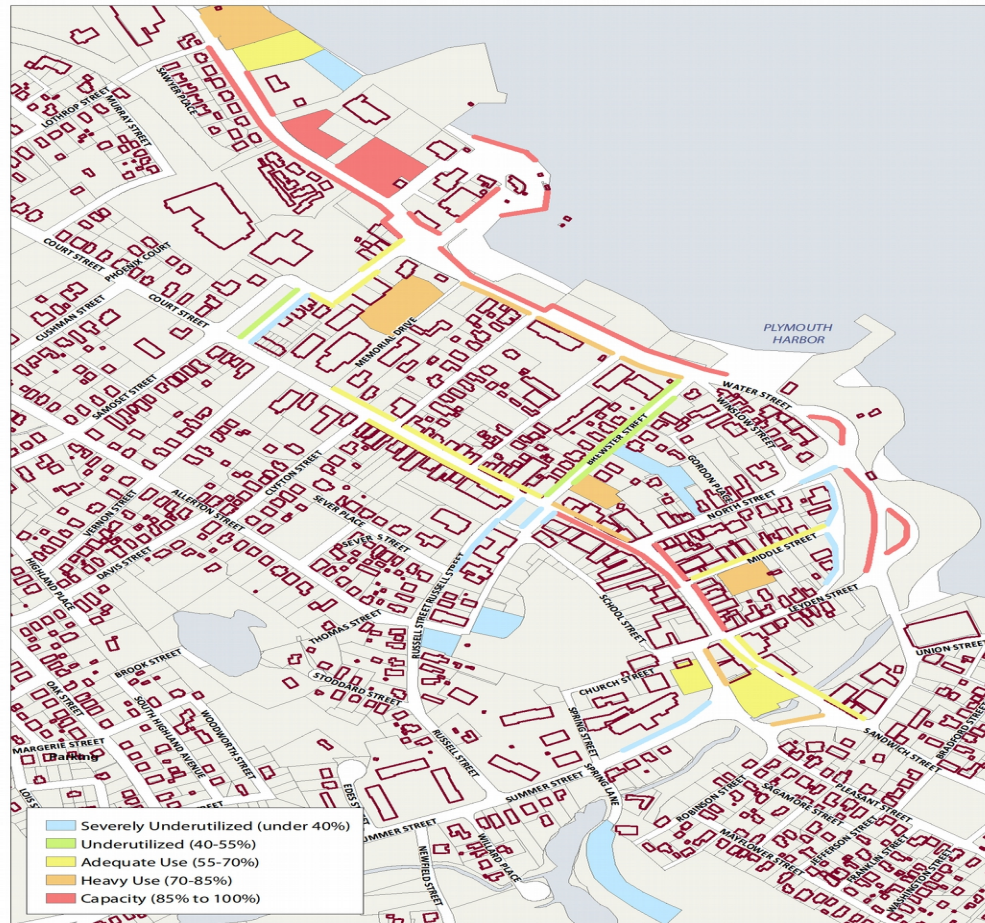
Town of Plymouth
Noon Parking Utilization

Sunny day in
late June 2010
12 noon – 1
p.m.



Data Collection and Analysis

Parking Utilization – PM Weekday Peak



Town of Plymouth
PM Parking Utilization

Data Source: Plymouth Growth and Development Corporation, Summer 2010

Sunny day in
late June 2010
6 p.m. – 7
p.m.



Data Collection and Analysis

Peak Permit Holder Use of Lots - Weekday

AVERAGE WEEKDAY PERMIT HOLDER UTILIZATION OF PAID PARKING LOTS PEAK SEASON – LUNCH HOUR

(Counts conducted on a sunny Thursday in late June, 2010 between noon and 1 p.m.)

PARKING LOT	TOTAL SPACES	TOTAL SPACES USED	AVAILABLE SPACES	PERMIT HOLDERS	CASH PAYERS
Brewster Street	23	23(100%)	0	14	9
North Street	34	15(44%)	19	10	5
Middle Street	70	54(77%)	16	26	28
Main St. Ext.	53	46(87%)	7	29	17
Market St. Ext.	24	24(100%)	0	15	9
Memorial Lot	115	83(72%)	32	18	65
Waterfront 1	143	139(97%)	4	37	102
Waterfront 2	72	43(60%)	29	7	36
TOTALS	534	427 (80%)	107(20%)	156(36%)	271(64%)



Data Collection and Analysis

Parking Utilization – Saturday Afternoon

AVERAGE SATURDAY PERMIT HOLDER UTILIZATION OF PAID PARKING LOTS PEAK SEASON – MID-AFTERNOON

(Counts conducted on a sunny Saturday in mid-July, 2010 between 2 p.m. and 3 p.m.)

PARKING LOT	TOTAL SPACES	TOTAL SPACES USED	AVAILABLE SPACES	PERMIT HOLDERS	CASH PAYERS
Brewster Street	23	21(91%)	2	9	12
North Street	34	11(32%)	23	4	7
Middle Street	70	48(68%)	22	14	34
Main St. Ext.	53	17(32%)	36	4	13
Market St. Ext.	24	18(75%)	6	10	8
Memorial Lot	115	82(71%)	33	7	75
Waterfront 1	143	140 (97%)	3	21	119
Waterfront 2	72	70(97%)	2	4	66
TOTALS	534	407 (76%)	127(24%)	73(18%)	334(82%)



Data Collection and Analysis

Parking Utilization – Sunday Afternoon

**AVERAGE SUNDAY PERMIT HOLDER UTILIZATION OF PAID PARKING LOTS
PEAK SEASON – MID-AFTERNOON w/special event (Harbor Folk Fest)**
(Counts conducted on a sunny Sunday in mid-July, 2010 between 2 p.m. and 3 p.m.)

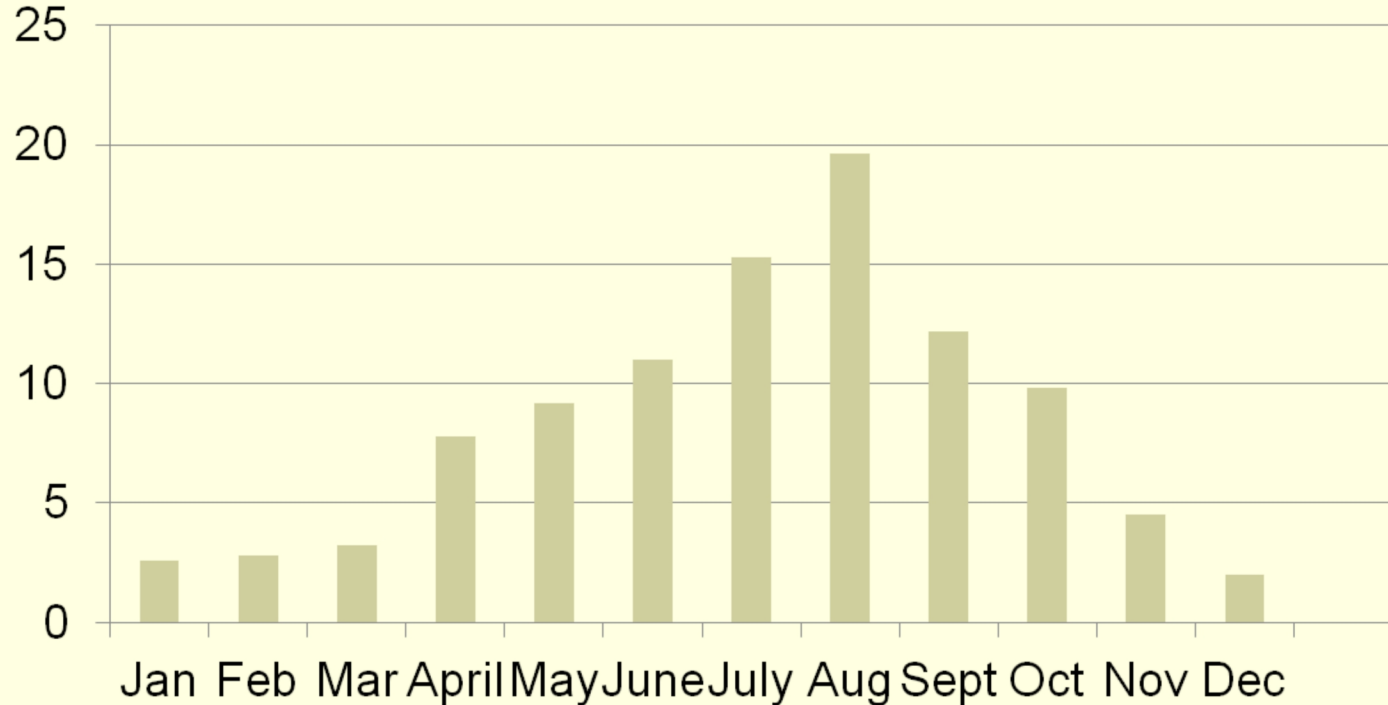
PARKING LOT	TOTAL SPACES	TOTAL SPACES USED	AVAILABLE SPACES	PERMIT HOLDERS	CASH PAYERS
Brewster Street	23	23(100%)	0	5	18
North Street	34	20(58%)	14	7	13
Middle Street	70	69(98%)	1	17	52
Main St. Ext.	53	45(84%)	8	5	40
Market St. Ext.	24	22(91%)	2	7	15
Memorial Lot	115	111(96%)	4	11	100
Waterfront 1	143	142(99%)	1	24	118
Waterfront 2	72	72(100%)	0	5	67
TOTALS	534	504 (94%)	30(6%)	81(16%)	423(84%)



Data Collection and Analysis

Parking Seasonality

**% of Total Meter Revenue by Month
For 2008**





Data Collection and Analysis

Parking Turnover/Duration of Stay

- Sample turnover/duration of stay studies to determine the appropriateness and adherence to posted time limits
 - Court Street - N. Plymouth (1 hr.)
 - Court/Main/Sandwich St. - Plymouth Center (2 hr.)
 - Water Street – Waterfront Area (4 hr.)



Data Collection and Analysis

Transit Options/Remote Parking

GATRA PAL SERVICE



INTERCITY BUS & RAIL



DOWNTOWN CIRCULATION





Data Collection and Analysis

Structured Parking Studies

Past study recommendations focused on new parking structures at:

- Main St. Ext. and/or Middle St. Lots to address Plymouth Center Parking Needs
- Memorial Ave. Lot to accommodate parking demand and allow redevelopment of waterfront surface lots
- Courthouse Corridor to address localized development needs



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Key Study Findings

Plymouth Center

Facilities at or approaching capacity during peak and shoulder seasons:

- Free On-Street Parking Areas
 - (1) Court St./Main St./Sandwich St.
 - 2 hr. limits are appropriate
 - but demand far exceeds supply on certain sections/“2 hr. shuffle”
 - turnover of Sandwich St. 2-hr. spaces poor
 - (2) School St., Chilton St., S. Park Ave.
 - free all-day parking within/adjacent to meter zones
- Small “Employee” parking lots - Market St., Brewster St.



Key Study Findings

Plymouth Center

Underutilized facilities (year round):

- Free Off-street lots – S. Russell St. Lots, Jenney G.M.
 - Hill access/egress, not easy to find
- Paid Off-street lot – North Street Lot
 - Prime location but somewhat hidden
- Free On-street Parking – Summer Street
 - Posted 2-hr. parking not well used – are time limits appropriate?
- Paid On-street Parking – Russell Street
 - Pending Courthouse Corridor and Registry of Deeds building redevelopment



Key Study Findings

Plymouth Center

- Modest supply of paid public parking lots (205 spaces) leaves little reserve capacity for demand fluctuations, filling of downtown vacancies or redevelopment.
- Parking needs of redeveloped Courthouse and Probate Court/Registry of Deeds must be considered.
- Metered parking at \$0.50/hour is within the range of paid parking rates in comparable communities (\$0.50-\$1.00)
- ADA parking is often non-compliant to state req.
- Regular litter pick-up is needed in lots.
- Jenney G.M. lot paving is needed.



Key Study Findings

Waterfront Area

- Much more seasonal than downtown.
- Parking at capacity during peak summer and shoulder season (on-street & off-street)
- Parking demand increases steadily into evening hours
- Incidents of unlawful parking (on grass, no parking areas, etc.) during peak periods especially in evening.
- At times during the day, waterfront “free” parking lot has higher utilization than Waterfront Paid lot (#2).
- Several private lots are closed-off and empty.
- Dominant land use by far on Plymouth’s waterfront is storing cars.



Key Study Findings

Waterfront Area

- Metered parking at \$0.50/hour is below the range of paid public parking rates for waterfront parking in comparable communities (\$1.00 - \$2.00).
- Posted 4 hr. and 2 hr. metered parking is appropriate based on turnover/duration of stay
- Union St. parking (unregulated free) is poorly delineated.
- State-owned parking areas within semi-circular drives at Plymouth Memorial State Park and Plymouth Rock are used all day by employees and others even though it is posted 2-hr. parking signs.



Key Study Findings

Waterfront Area

- 19-space Fisherman's Lot is heavily used during the day and poorly used after 5 p.m.
- In 2010, Bus/RV Lot was well used by buses and poorly used by RVs except around holidays/long-weekends.
- Motorcoach drop-off, pick-up and parking is well coordinated as compared to other New England seacoast communities.
- "Free" waterfront lot is in need of safety improvements (lighting, drainage, pavement/curbing, landscaping, etc.)



Key Study Findings

North Plymouth Village

- Utilization counts show that there is ample on- and off-street parking to meet demand.
- On-street parkers regularly stay beyond posted 1-hr. parking due in part to adjacent land uses supporting longer stays (restaurant, salons, dentist office, etc.).
- No handicapped parking stalls on-street in the village.



Key Study Findings

Other Challenges and Opportunities

- Credit cards are not accepted at meters.
- Lot signage is good but destination/wayfinding and on-street regulatory signage can be improved.
- ADA signage/markings are often non-compliant.
- Some safety violation fines (parked in intersection/wrong direction, double parking, etc.) are set at the same level as overtime parking fines.
- Special Event Parking is challenging.
- Parking promotions to retail/rest. customers is limited.
- Plymouth is not realizing the full potential of its intercity transit connections (P&B/MBTA/GATRA).



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2011 Planned Initiatives

Park Plymouth

- Assume maintenance responsibility for all parking signage & striping and day-to-day litter pick up in lots.
- Rehabilitate and expand the waterfront free parking lot with new curbing, drainage, lighting and landscaping.
- Replace aging pay stations in the lots with credit-card accepting, solar powered pay-by-space pay stations.
- Leveraged \$132,000 in federal funding to conduct site location study for a new Parking and Transit Facility.
- Planned installation of 20 new bike rack locations.
- Introduce a 5-min. grace period on all on-street meters
- Planned pilot program to provide centralized valet services for a special event to better utilize free lots.



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Interactive Break-Out Sessions

Park Plymouth

GROUP DISCUSSION

1. List the Top 3 to 5 Key Parking Challenges/ Opportunities in order of importance.
2. Potential solutions to each.



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