



# FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

**DRAFT RECOMMENDATIONS** - September 12<sup>th</sup>, 2024



# Agenda

- ▶ Welcome / Opening Remarks
- ▶ Parking Inventory and Utilization
- ▶ Findings and Recommendations
- ▶ Q&A



# Project Goals

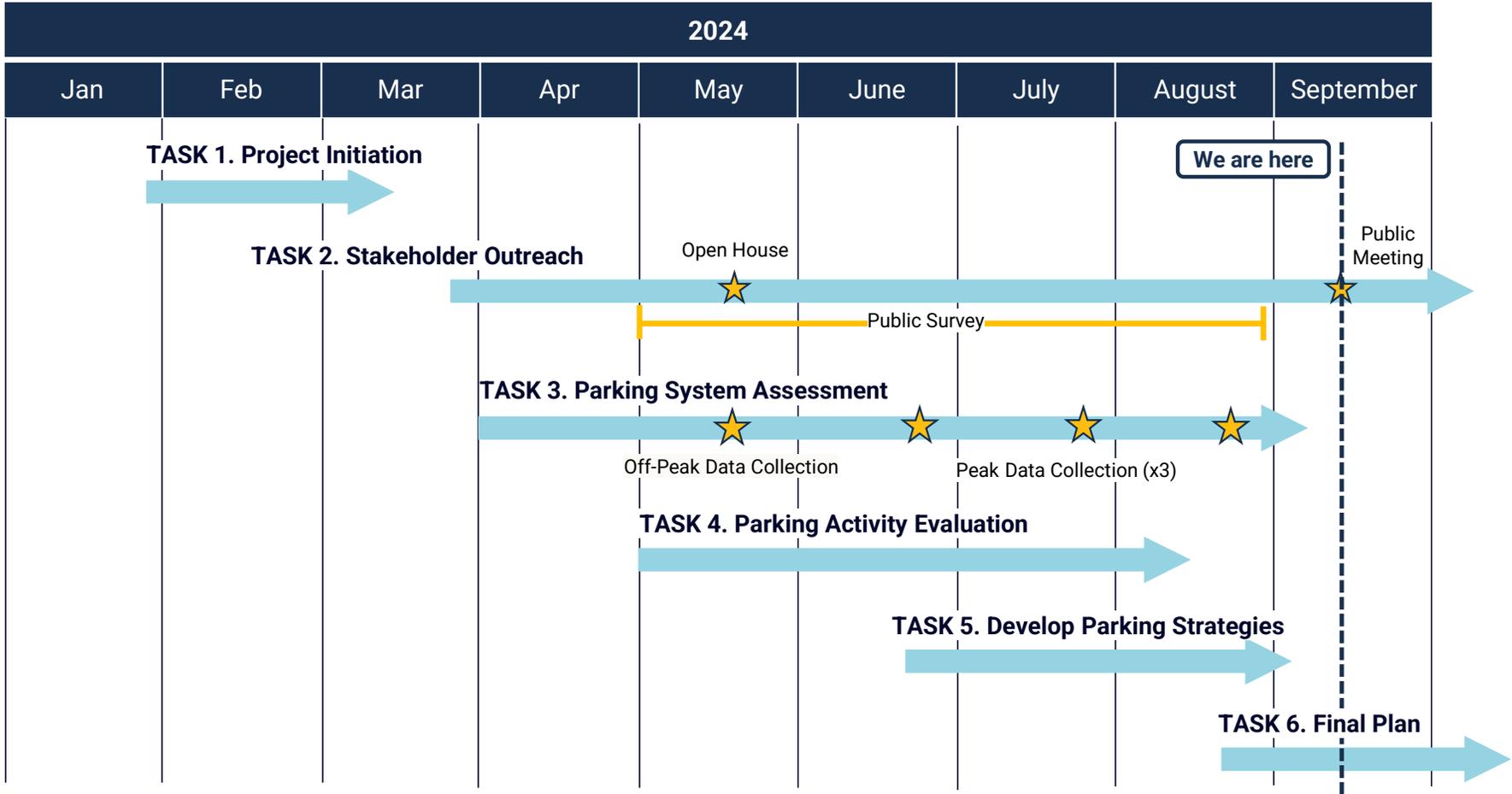
## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- **Document existing parking supply and daily demand** during off-peak and peak periods
- Understand current and future downtown **parking needs**
- **Develop strategies to improve the parking system** for residents, employees, customers, and visitors, including those with mobility challenges
- **Recommend parking supply efficiencies/opportunities** to unlock parking in areas of higher demand
- Identify strategies to help sustain the Downtown economy and **promote economic development**
- Identify methods for **effective communication** on available parking
- Improve **organizational effectiveness** of parking management



# Project Schedule

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN





# PARKING INVENTORY



# Parking Inventory

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

1,662 parking spaces



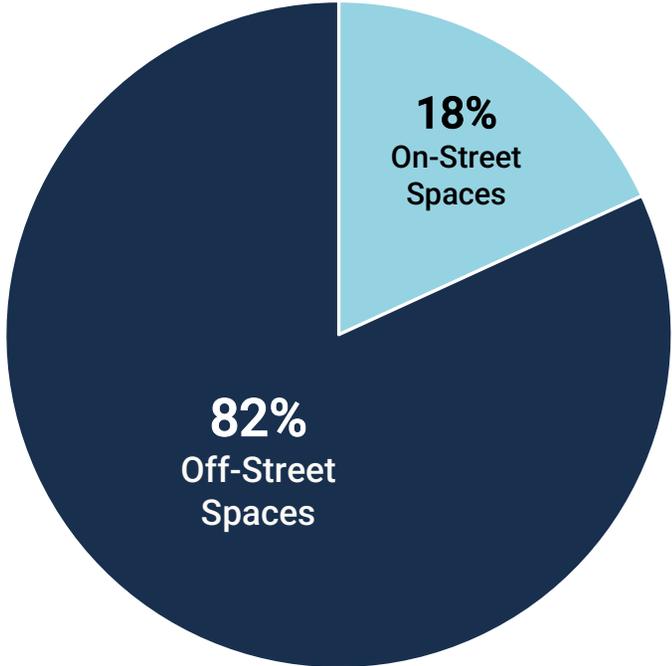


# Parking Inventory – On- vs Off-Street Parking

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

**Over three-quarters of the 1,662 spaces in Downtown Falmouth are off-street**

Parking Type	Number of Spaces
On-Street	302
Off-Street	1,360
<b>Total</b>	<b>1,662</b>



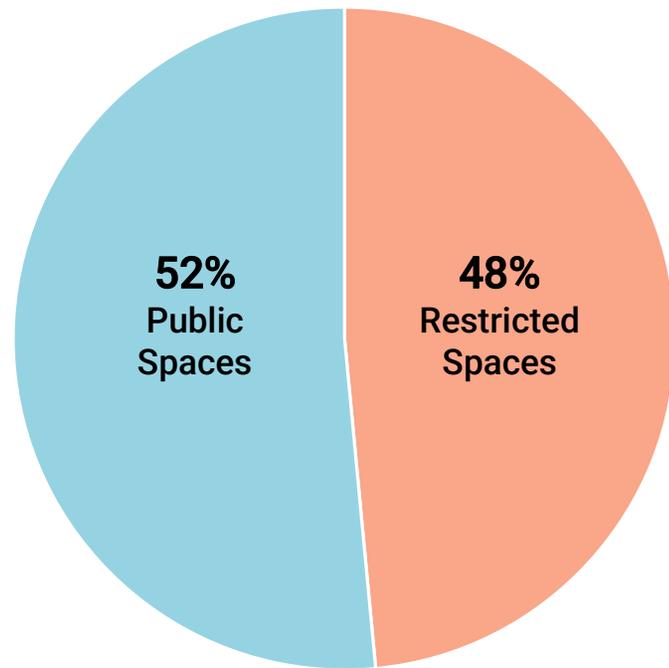


# Parking Inventory – Restricted vs Public Parking

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

**Over half of all spaces in  
Downtown Falmouth are public**

Parking Type	Number of Spaces
Restricted	806
Public	856
<b>Total</b>	<b>1,662</b>



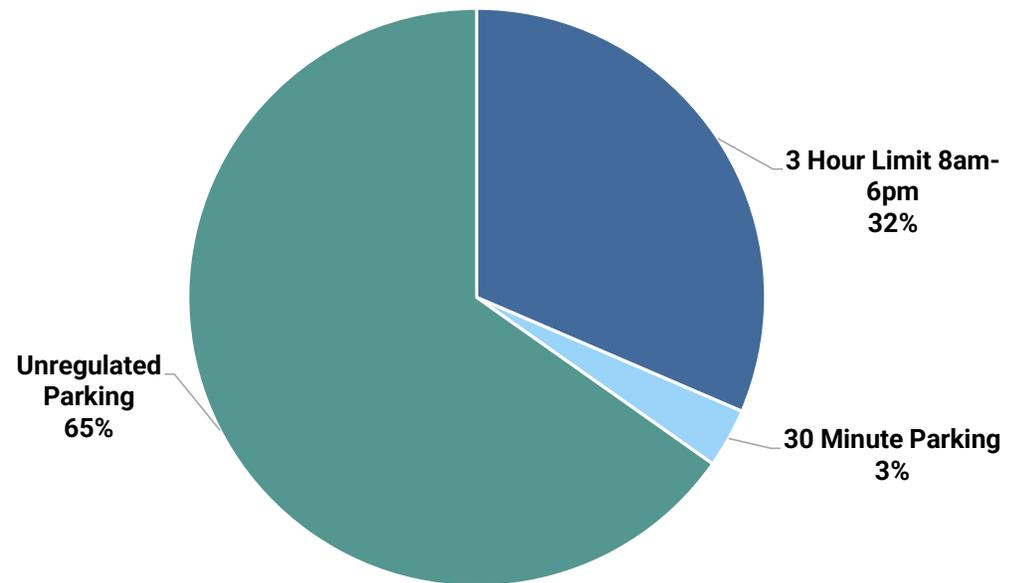


# Parking Inventory – On-Street Parking

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

**Only a third of on-street spaces are time-limited**

Parking Type	Number of Spaces
3 Hour Limit 8am-6pm	95
30 Minute Parking	10
Unregulated Parking	197
<b>TOTAL</b>	<b>302</b>





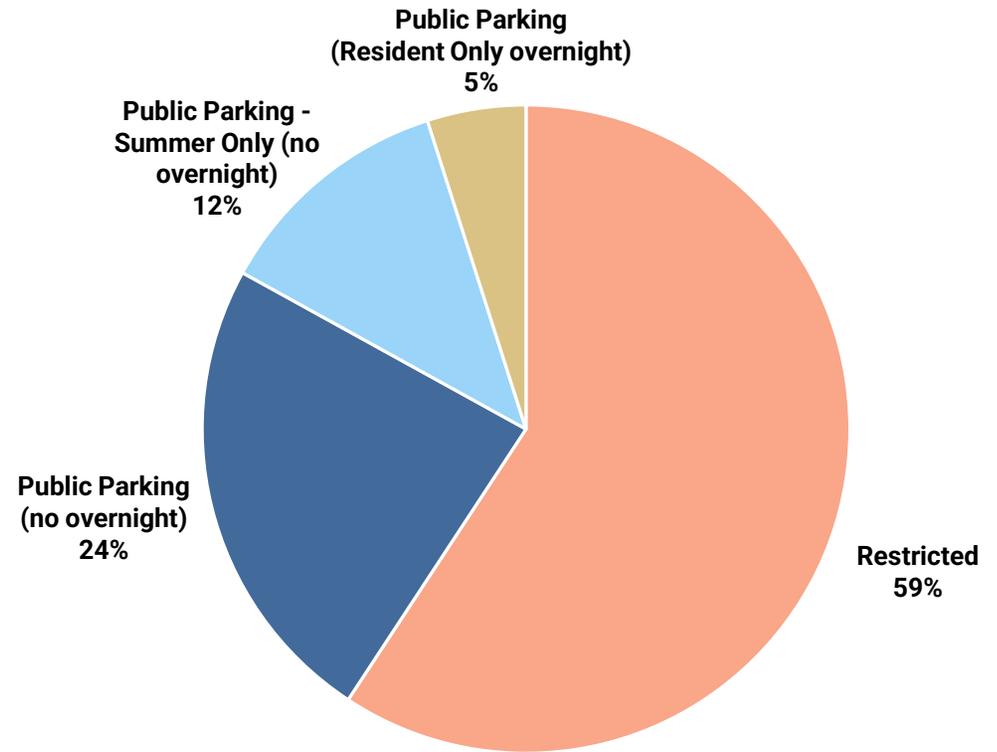
# Parking Inventory – Off-Street Parking

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

No public off-street spaces are time-limited

30% of public spaces are summer only

Parking Type	Number of Spaces
Restricted	806
Public Parking (no overnight)	323
Public Parking - Summer Only (no overnight)	164
Public Parking (Resident Only overnight)	67
<b>TOTAL</b>	<b>1,360</b>





# PARKING UTILIZATION

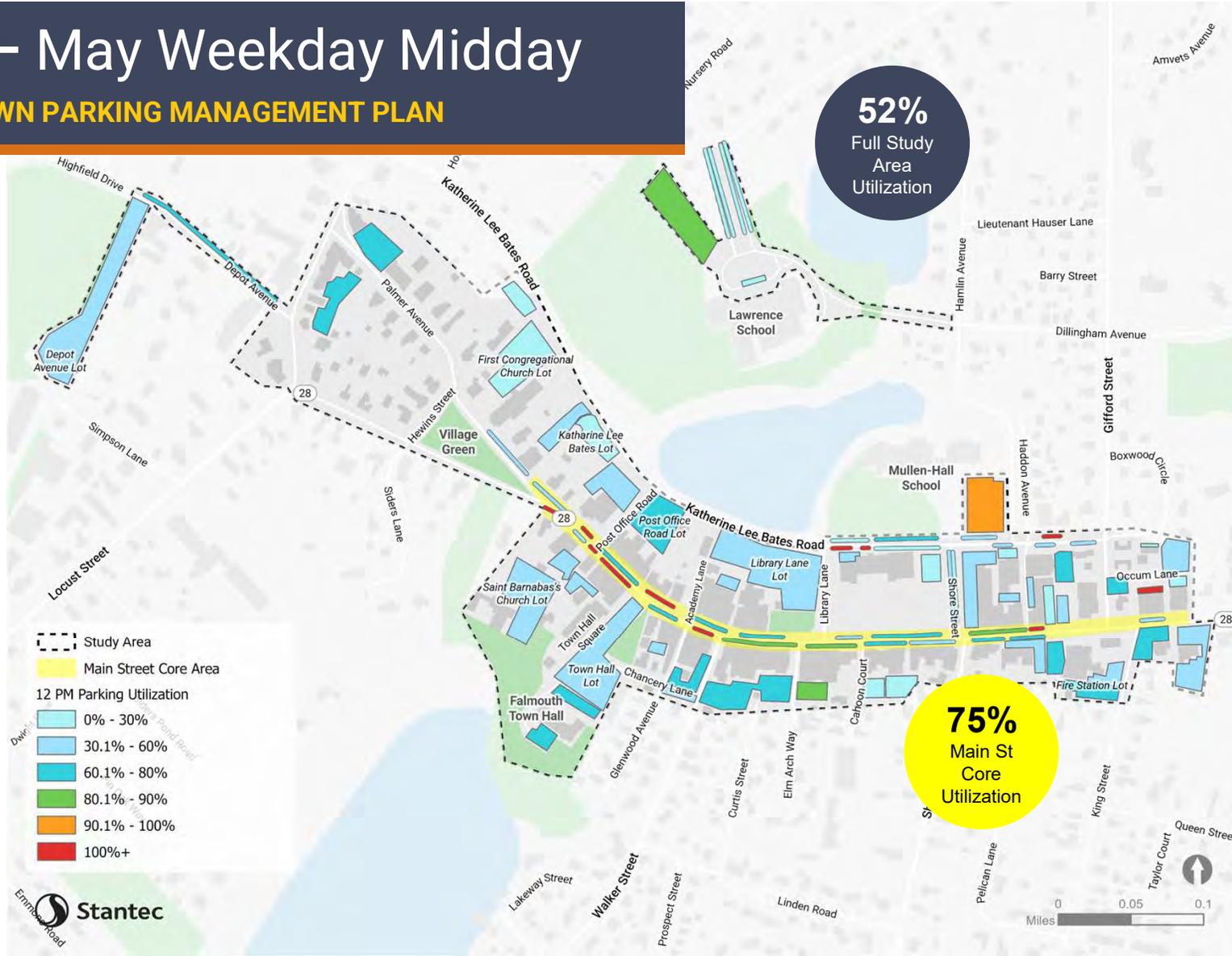
# Utilization – May Weekday Midday

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN



- Western end of Main Street is busy, but spaces open nearby
- Significant capacity in all public lots
- Private lots behind Main Street generally busier than public lots

Parking Type	Utilization	Capacity
<b>Full Study Area</b> 1,662 spaces	<b>52%</b>	804 spaces
<b>Public Spaces Only</b> 856 spaces	<b>57%</b>	372 spaces
<b>Restricted Spaces Only</b> 806 spaces	<b>46%</b>	432 spaces
<b>without Lawrence School Parking</b> 1,467 spaces	<b>53%</b>	690 spaces
<b>Main Street</b> 110 spaces	<b>75%</b>	27 spaces

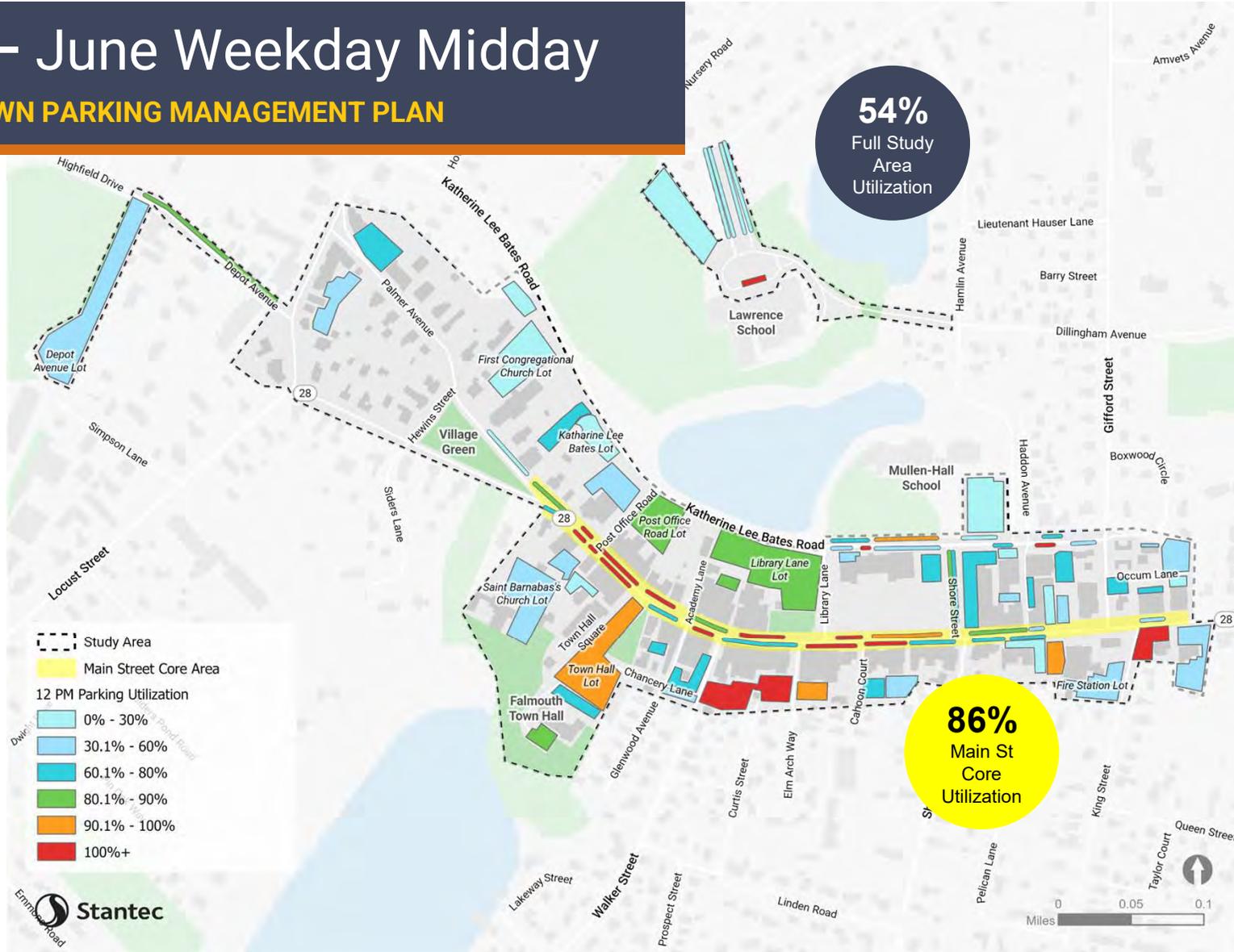


# Utilization – June Weekday Midday

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Some areas of Main Street and core public lots are full – but spaces available on KLB
- School parking & KLB Lot generally empty
- Most private lots have capacity

Parking Type	Utilization	Capacity
<b>Full Study Area</b> 1,662 spaces	<b>54%</b>	770 spaces
<b>Public Spaces Only</b> 856 spaces	<b>57%</b>	366 spaces
<b>Restricted Spaces Only</b> 806 spaces	<b>50%</b>	402 spaces
<b>without Lawrence School Parking</b> 1,467 spaces	<b>60%</b>	585 spaces
<b>Main Street</b> 110 spaces	<b>86%</b>	15 spaces

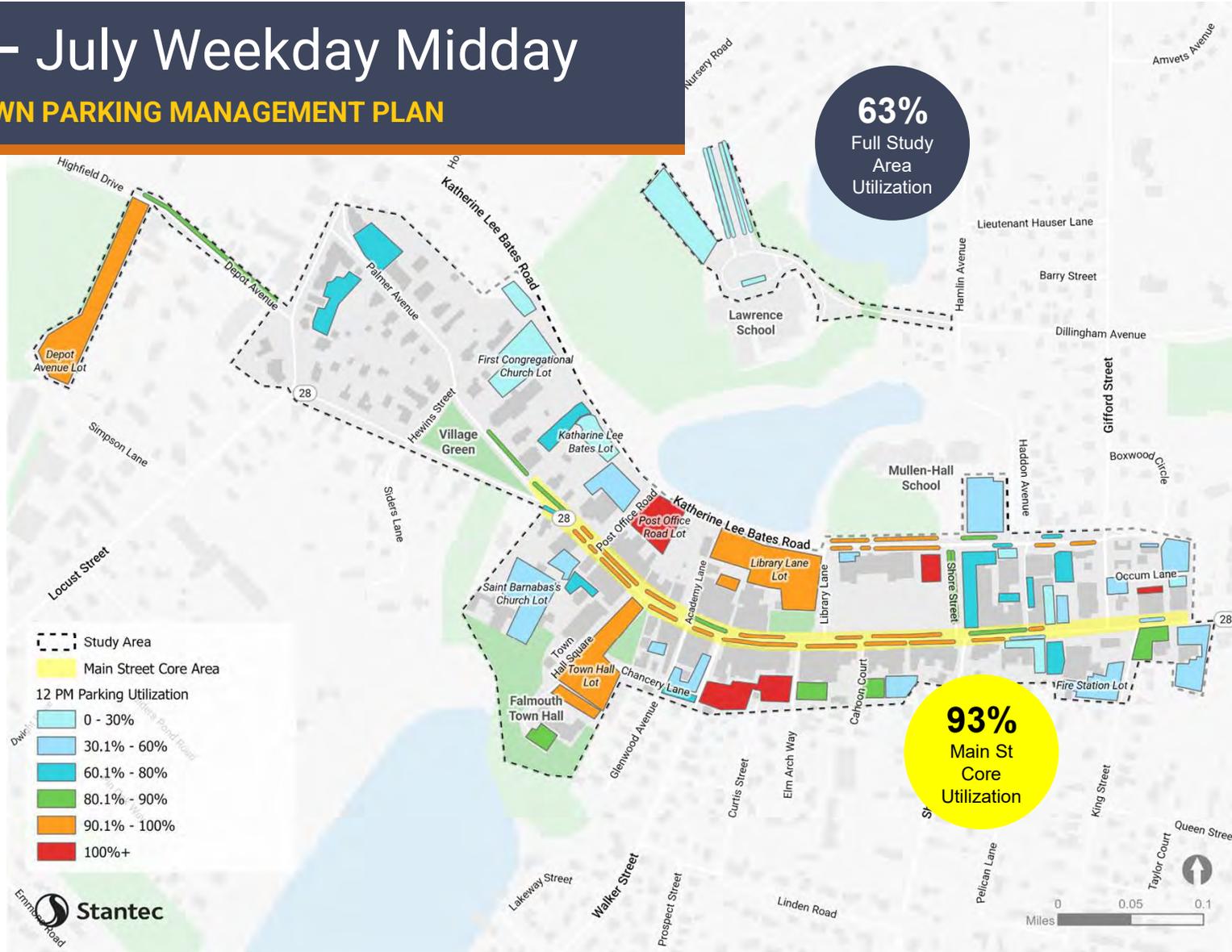


# Utilization – July Weekday Midday

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Main Street & core public lots largely full
- School parking & KLB Lot have significant capacity
- Most private lots have capacity

Parking Type	Utilization	Capacity
<b>Full Study Area</b> 1,662 spaces	<b>63%</b>	611 spaces
<b>Public Spaces Only</b> 856 spaces	<b>70%</b>	259 spaces
<b>Restricted Spaces Only</b> 806 spaces	<b>56%</b>	352 spaces
<b>without Lawrence School Parking</b> 1,467 spaces	<b>72%</b>	418 spaces
<b>Main Street</b> 110 spaces	<b>93%</b>	8 spaces

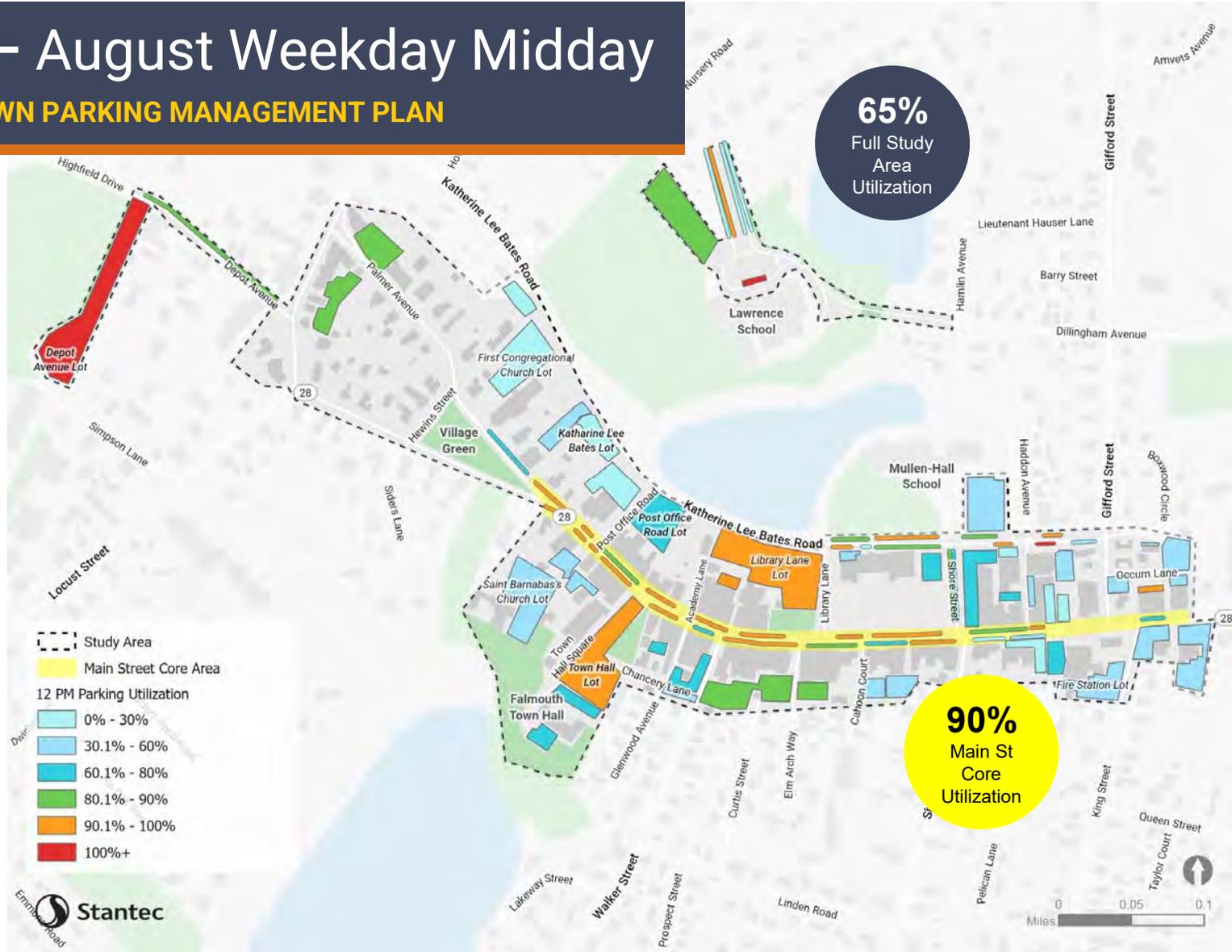


# Utilization – August Weekday Midday

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Main Street & core public lots full or nearly full
- Lawrence Lot at capacity, but spaces available at the KLB Lot and Mullen-Hall
- Depot Avenue Lot overflowing & nearby private parking full

Parking Type	Utilization	Capacity
<b>Full Study Area</b> 1,662 spaces	<b>65%</b>	575 spaces
<b>Public Spaces Only</b> 856 spaces	<b>81%</b>	163 spaces
<b>Restricted Spaces Only</b> 806 spaces	<b>49%</b>	412 spaces
<b>without Lawrence School Parking</b> 1,467 spaces	<b>66%</b>	503 spaces
<b>Main Street</b> 110 spaces	<b>90%</b>	12 spaces

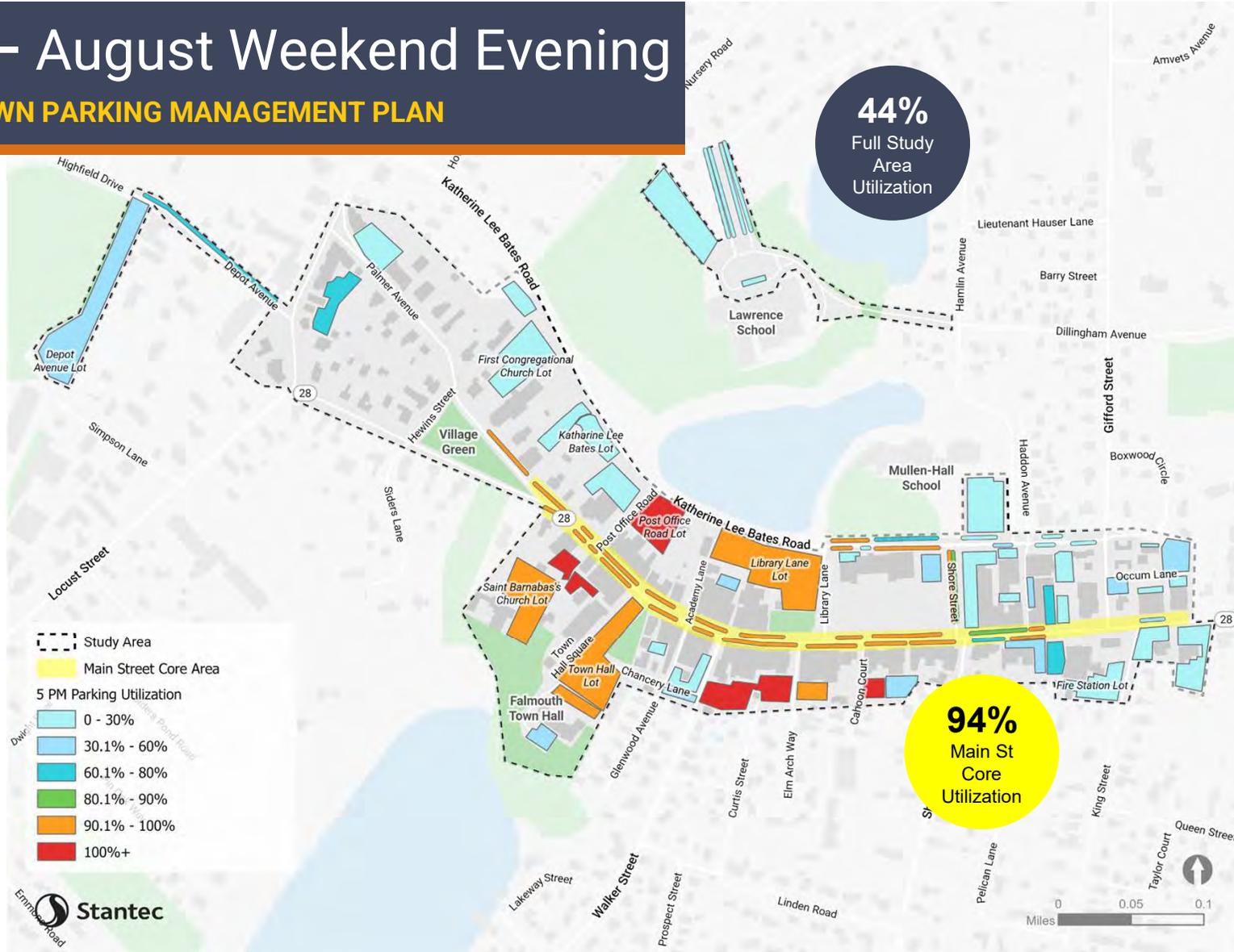


# Utilization – August Weekend Evening

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Very concentrated demand - Main Street & core private and public lots completely full
- All lots and on-street areas outside the core area have capacity

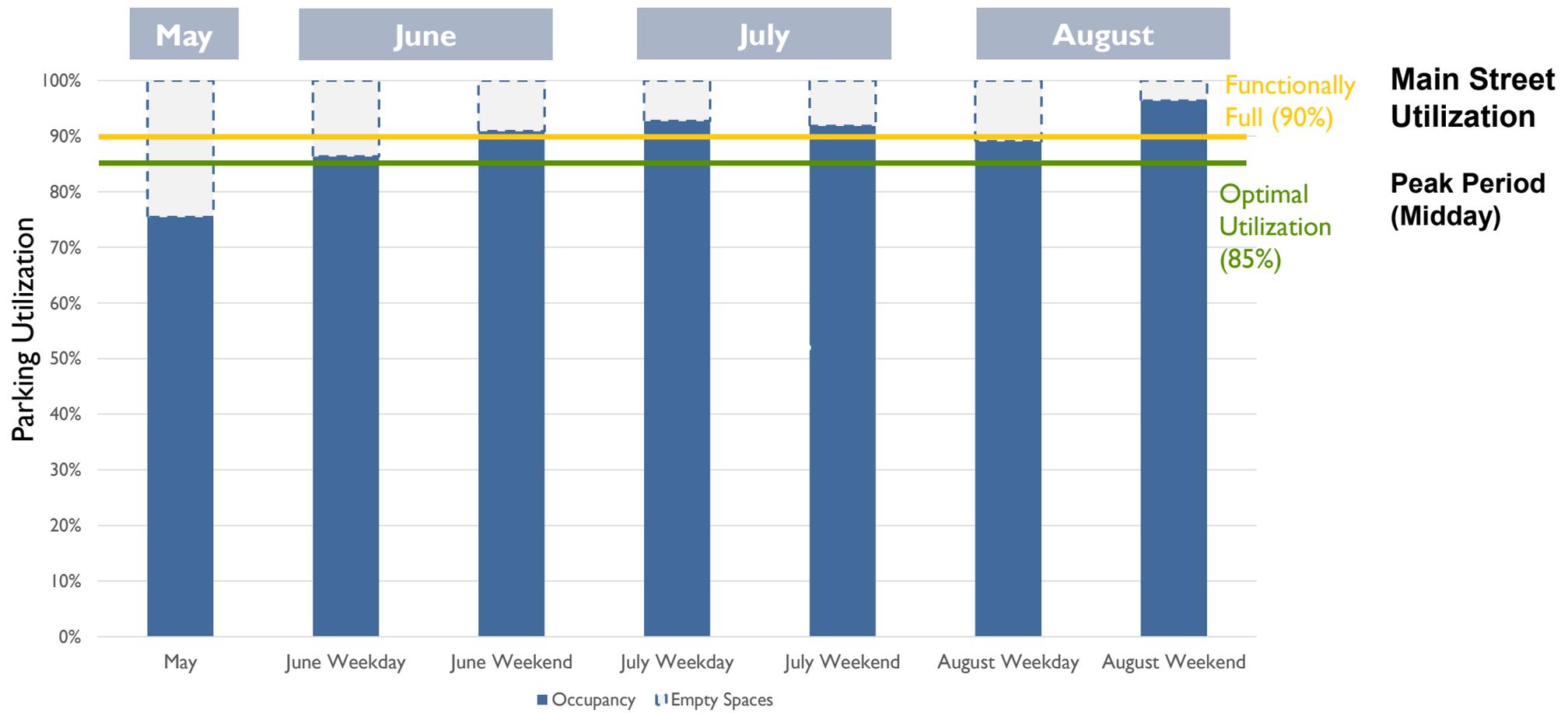
Parking Type	Utilization	Capacity
<b>Full Study Area</b> 1,662 spaces	<b>44%</b>	936 spaces
<b>Public Spaces Only</b> 856 spaces	<b>56%</b>	379 spaces
<b>Restricted Spaces Only</b> 806 spaces	<b>31%</b>	557 spaces
<b>without Lawrence School Parking</b> 1,467 spaces	<b>49%</b>	748 spaces
<b>Main Street</b> 110 spaces	<b>94%</b>	7 spaces





# Utilization – Main Street (Midday)

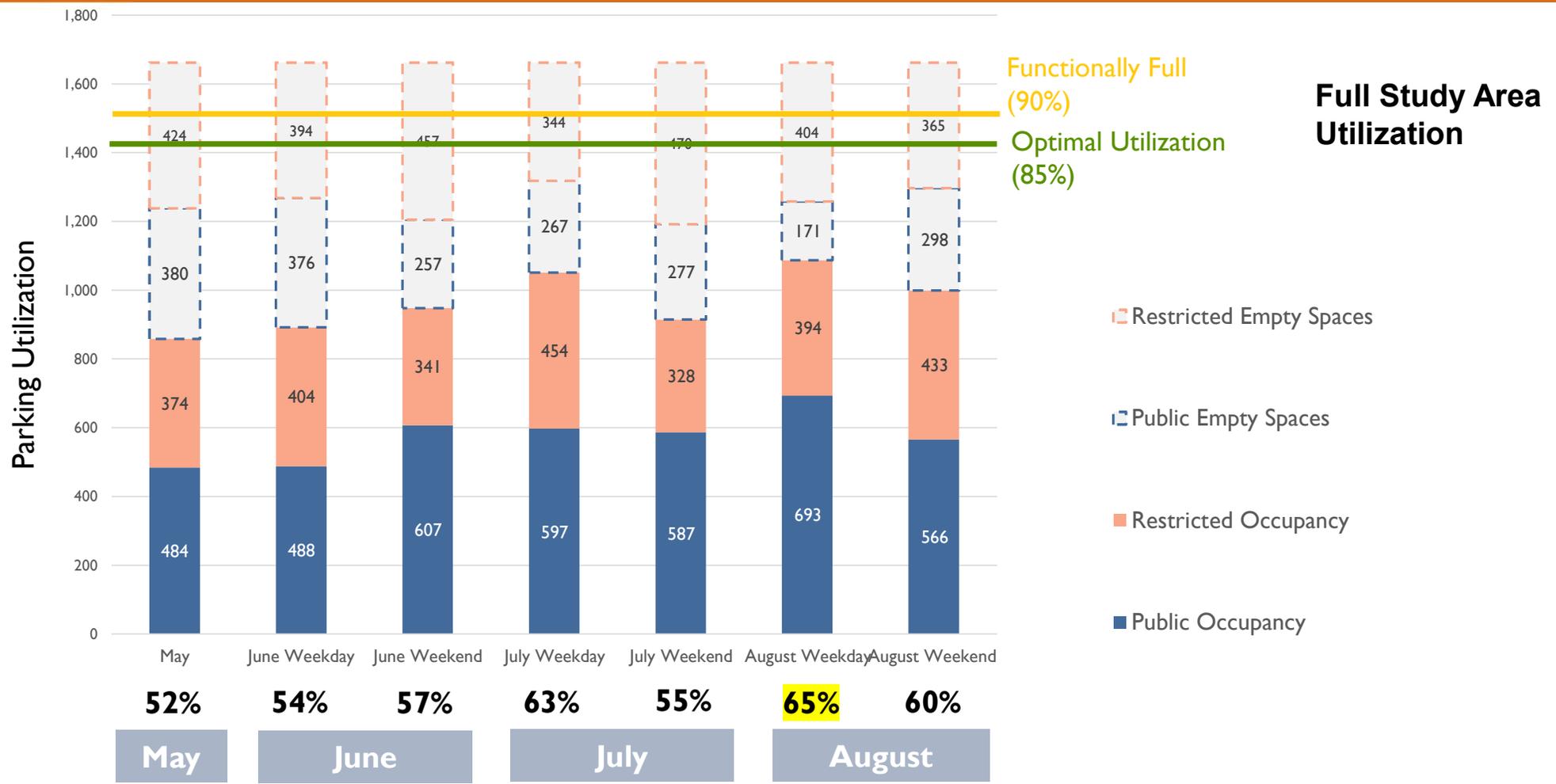
## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN





# Utilization – Full Study Area

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN





# Parking Inventory & Utilization Summary

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- In the midday and evening during the summer, **parking on Main Street is consistently full**
  - However, even at busy times, on-street spaces are available on Katherine Lee Bates and further east
- While centrally-located lots including the Town Hall Lot, Post Office Road Lot, and Library Lane Lot fill during busy periods, **lots a block or two from Main Street have capacity**
  - At peak summer times, most open spaces in Public lots are at the Lawrence School, Mullen-Hall School, and Katharine Lee Bates Lot
- While some central private lots fill at peak times, most private facilities east of Shore Street and west of Post Office Road have significant capacity
- **Overall, capacity exists in the overall system throughout the Summer months including weekdays, weekends, and at different times of day – though often outside the center of Downtown**



# COMMUNITY OUTREACH



# Community Outreach

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

### 1. Public Open House

- May 16<sup>th</sup>, 2024
- Morning and evening sessions
- Discussion with community members on project goals, parking issues and opportunities

### 2. Public Survey

- Open throughout the summer
- 550+ responses
- Questions covered typical parking behavior and experience, wayfinding signage needs



# Public Open House

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- **Common concerns and needs highlighted:**
  - Improve pedestrian crossings
  - Add wayfinding signage in the downtown
  - Seasonal paid parking
  - Add bike facilities
  - Direct visitors to underutilized parking lots
  - Increase violation fees
- **Street-specific needs highlighted:**
  - Main Street
    - Improve crosswalks (daylighting, signage)
    - Add wayfinding signage along the corridor
    - Improve pedestrian lighting
  - Town Hall
    - Traffic calming in parking lot
  - Post Office Road
    - Improve sightlines
    - Dangerous crossings
    - Dangerous left turn from Main Street onto Post Office Road



Study Area

 **What do you think?**  
Please mark up this map with anything you want us to know about parking in Downtown Falmouth!



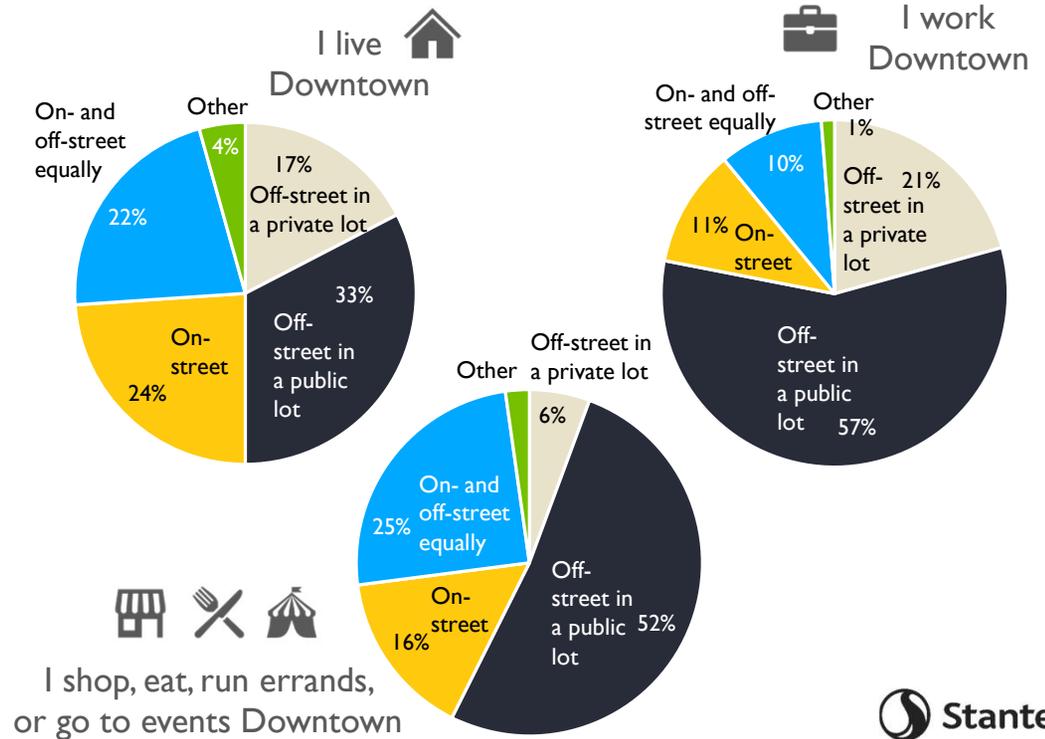
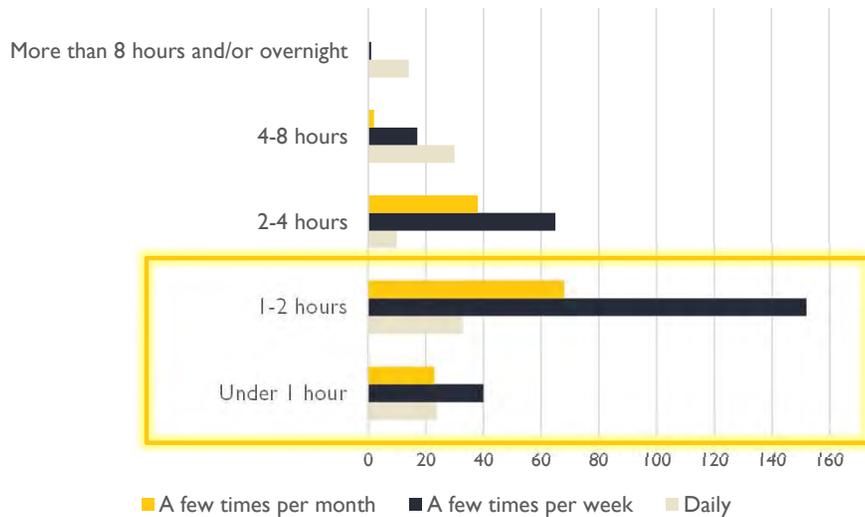
# Public Survey

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

The majority of visitors park Downtown for two hours or less – and few park longer than four hours

Employees working Downtown are most likely to park in public lots – and few visitors of any kind use private parking

Length of Stay by Frequency of Visit

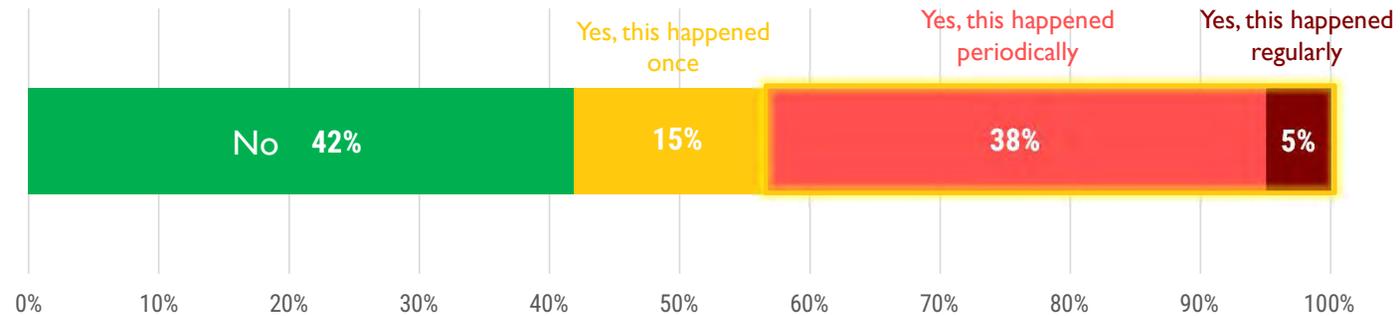




# Public Survey

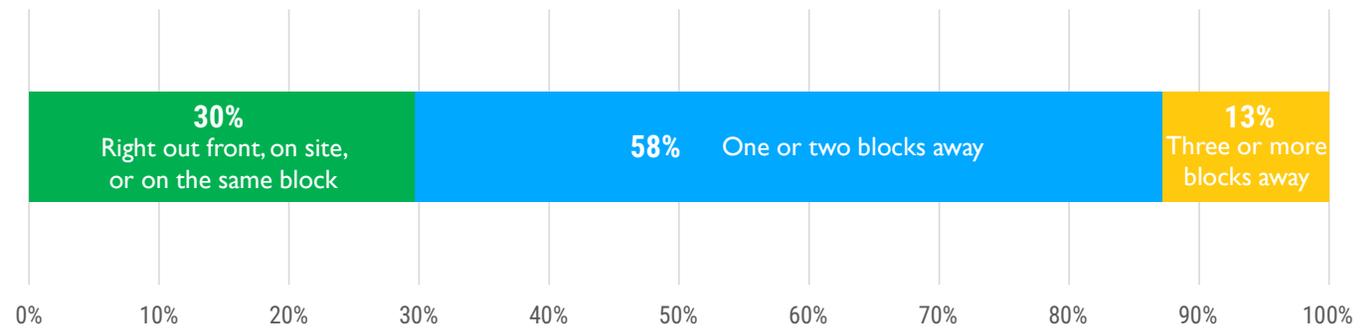
## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

Have you ever abandoned a visit to Downtown Falmouth because you couldn't find a place to park?



Nearly half of visitors say they have been unable to find parking on multiple occasions

How close to your destination do you usually park?



Most visitors to Downtown are able to park within a block or two of their destination

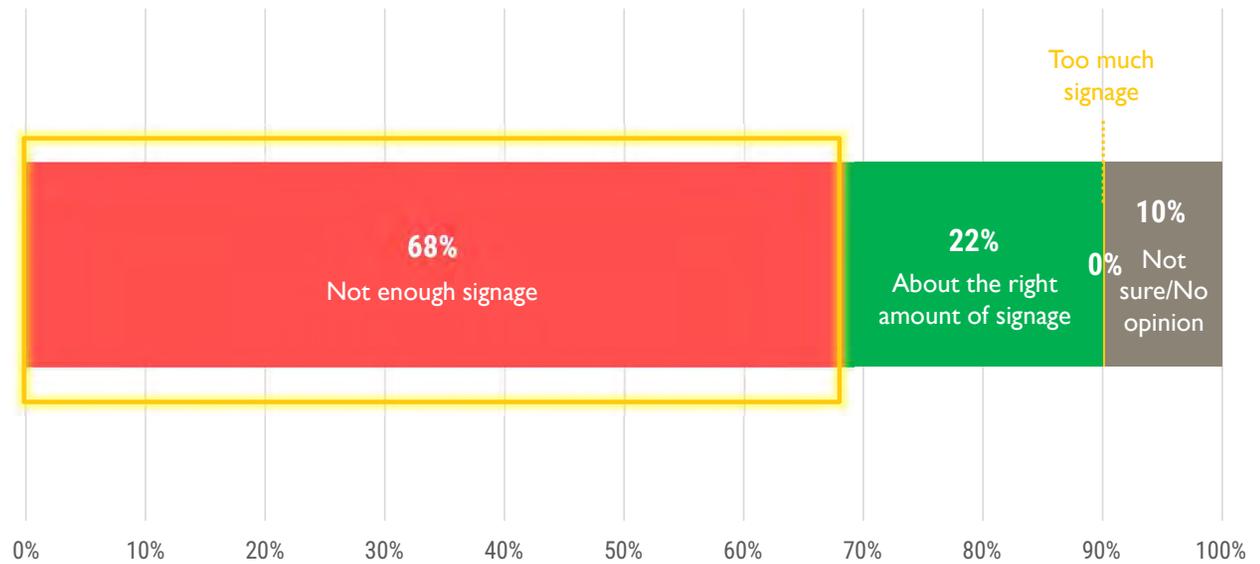


# Public Survey

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

What is your opinion on the amount of signage for Public Parking Lots?

Nearly 70% of respondents indicated a lack of public parking signage





# DRAFT RECOMMENDATIONS



# 1 Build a path to the Lawrence School Lot

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- At peak summer times, most open spaces in Public lots are at the Lawrence School
  - These open spaces could accommodate over 100 additional parked cars during busy periods
- Formalize the walking route from the Lawrence Lot to Katharine Lee Bates Rd through a **paved path with wayfinding signage** to properly utilize these facilities during the summer months

“The Lawrence School **needs a better path** to Main Street for those that park there”



# 2

## Improve bicycle connectivity to Downtown

### FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- No comfortable, low-stress bike route connecting to Main Street today to provide an attractive alternative to driving and parking Downtown
- Implement plans for shared use path connecting Downtown to the Shining Sea Bikeway via Katharine Lee Bates Rd
- Add RRFB at Route 28 crosswalk to Katharine Lee Bates for bicyclist visibility
- Add bike parking at Library Lane Lot





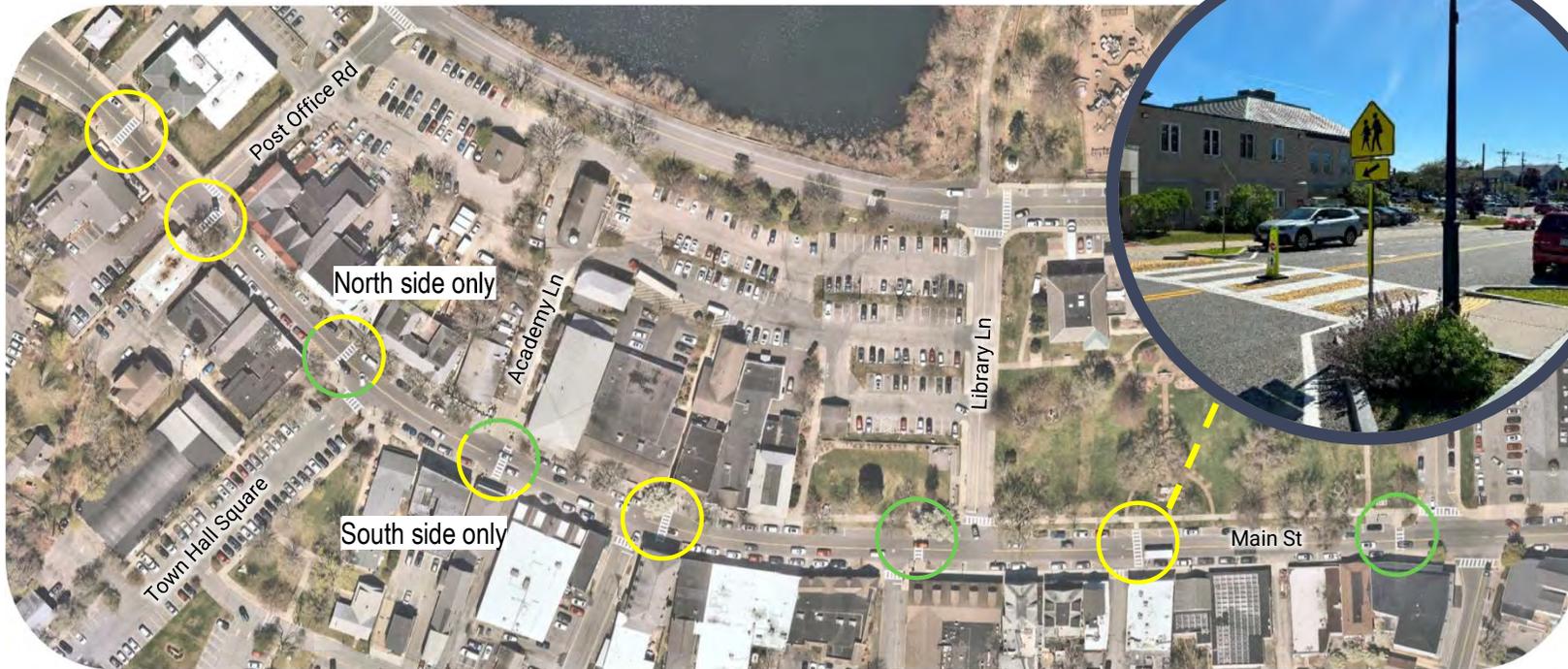
# 3 Create safer crossings and connections to parking

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Curb extensions are already present at some key crossings in Downtown
- Replicate curb extensions throughout Main Street to improve pedestrian visibility and comfort crossing to access lots adjacent to Main

“Too many blind spots trying to cross Main Street”

“Cars are speeding approaching Main Street”



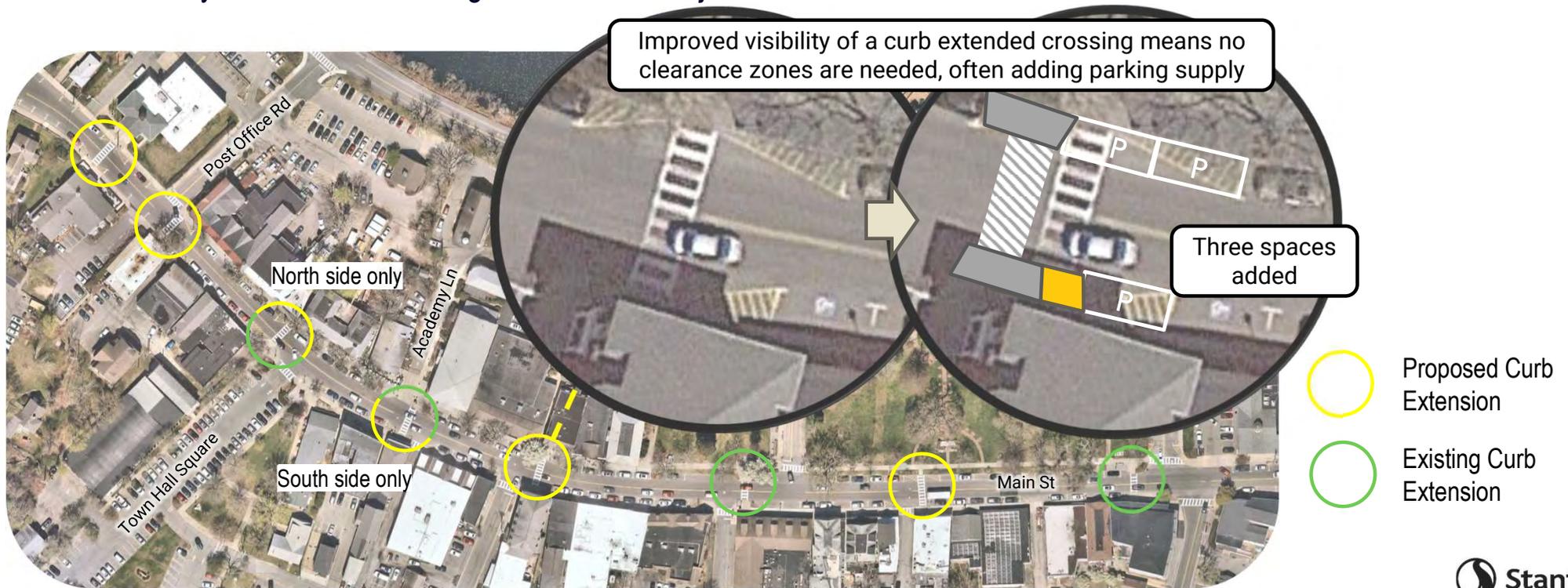
- Proposed Curb Extension
- Existing Curb Extension



# 3 Create safer crossings and connections to parking

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

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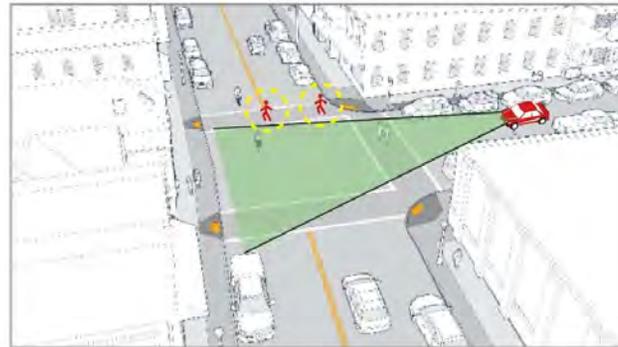
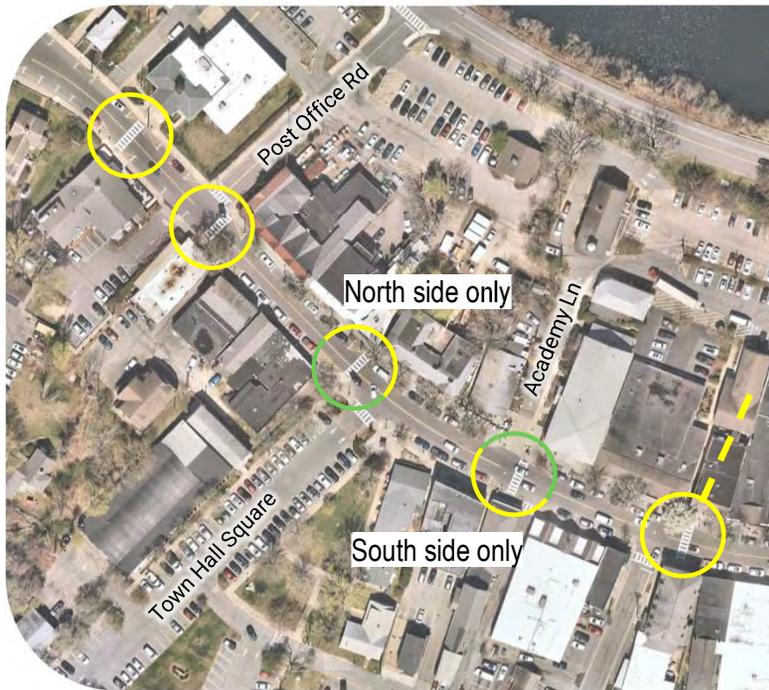


# 3

## Create safer crossings and connections to parking

### FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Curb extensions are already present at some key crossings in Downtown
- Replicate curb extensions throughout Main Street to improve pedestrian visibility and comfort crossing to access lots adjacent to Main



Without curb extensions, pedestrians (in red) not often seen by approaching vehicles.



With curb extensions, pedestrians (in green) can be seen by approaching vehicles.

- Proposed Curb Extension
- Existing Curb Extension

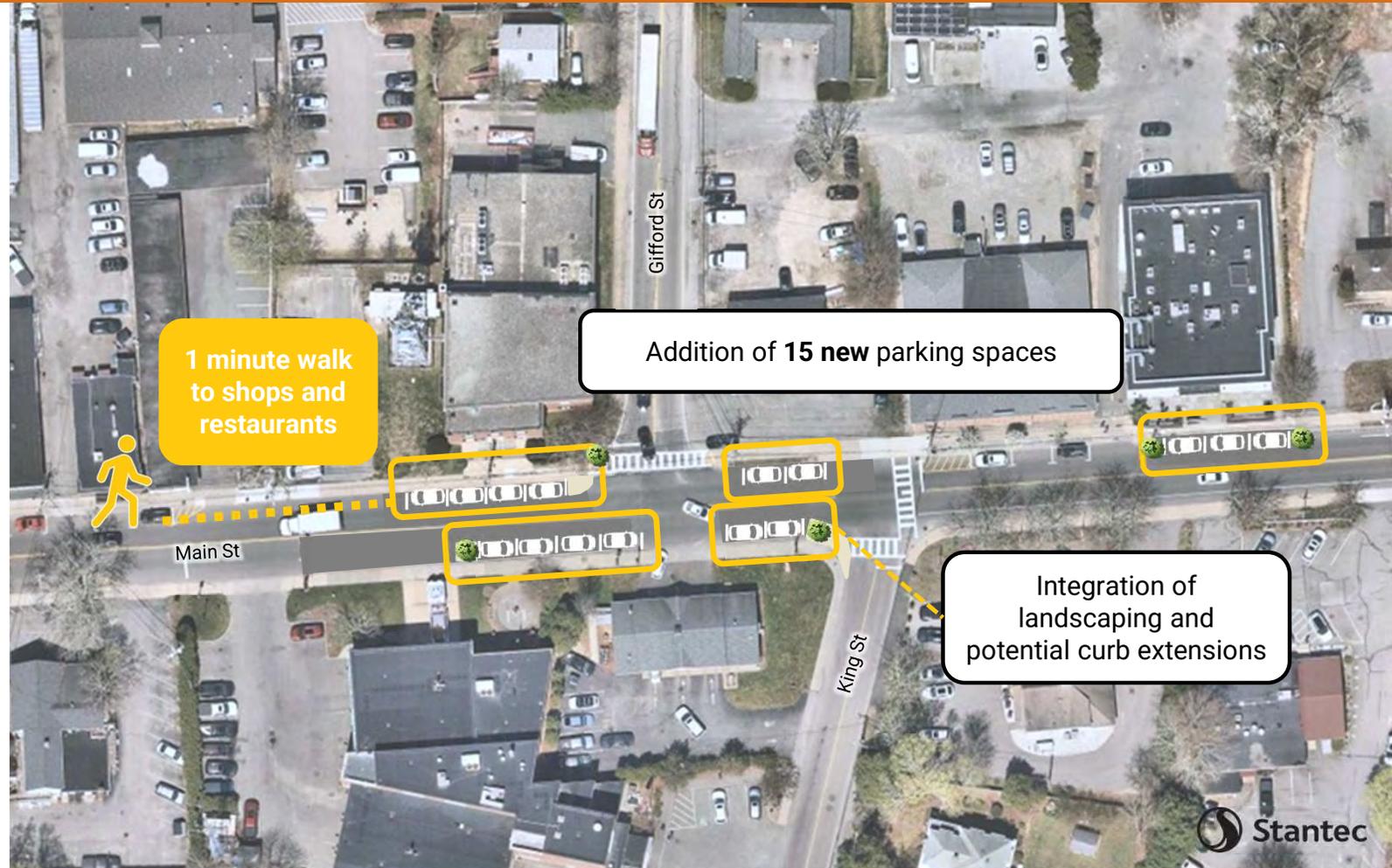


4

## Add additional on-street parking along Main Street

### FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Adequate roadway width exists for additional on-street parking spaces on Main Street, just east of Downtown
- Adding fifteen new spaces on Main provides highly-desired spaces within a 1-2 minute walk of shops and restaurants
- Potential to integrate landscaping and shorten crossings





# PARKING PRICING

5

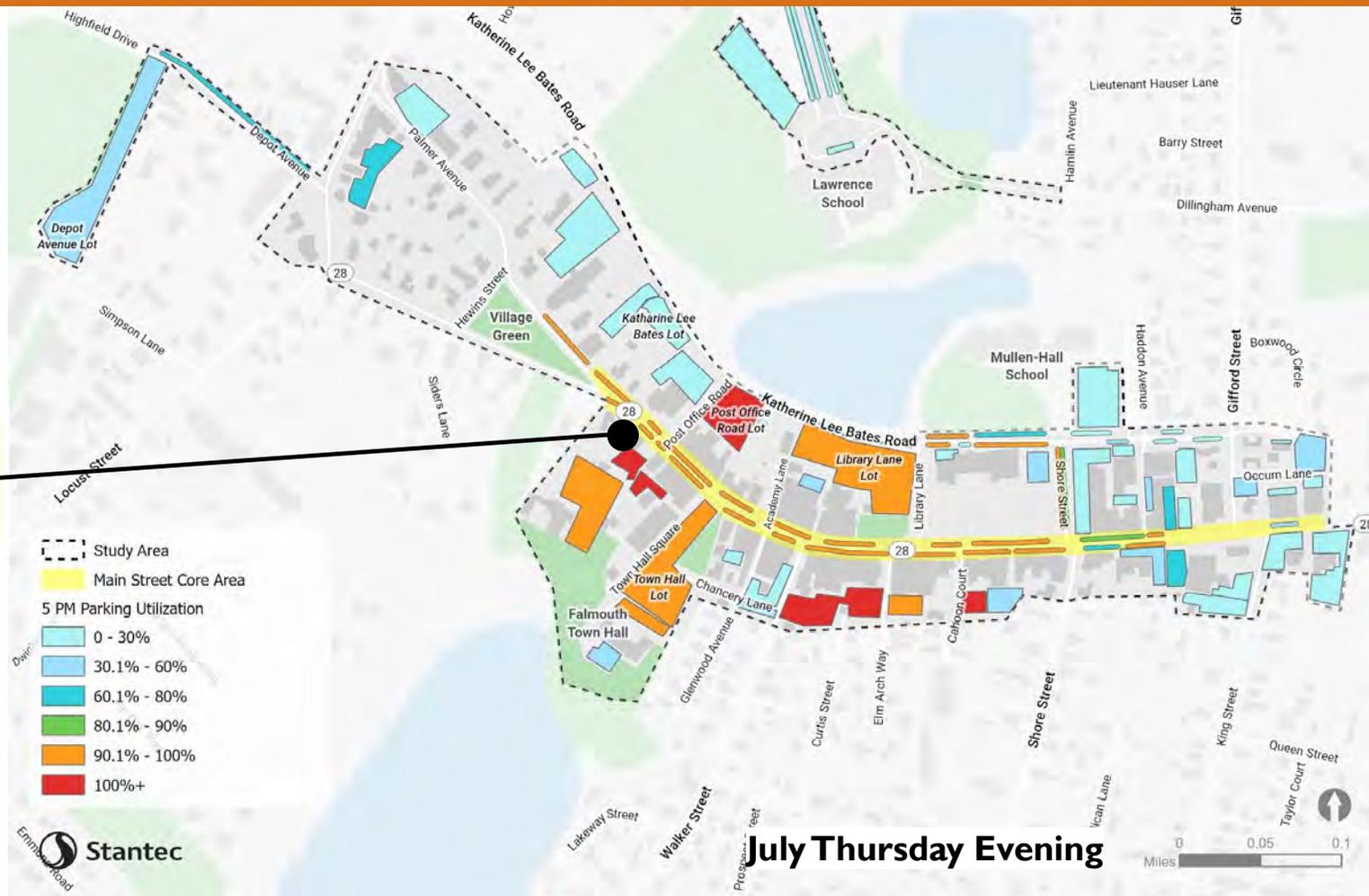
# Introduce paid parking along Main Street

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- No on-street parking availability near key destinations along Main Street during busy periods

Main Street Core  
96% utilized

Full Study Area  
51% utilized



# 5

## Introduce paid parking along Main Street

### FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Price overutilized spaces at key destinations to create availability (summers only!)
- Eliminate time limits – the goal is availability, not turnover



	Existing	Recommended
Price Structure	Free	Tiered \$1.00, 0.50 & free ea. hr.
Span	N/A	10 am – 8 pm
Time Limit	3 hours	No time limit





# MANAGEMENT OF THE PARKING SYSTEM

# 6

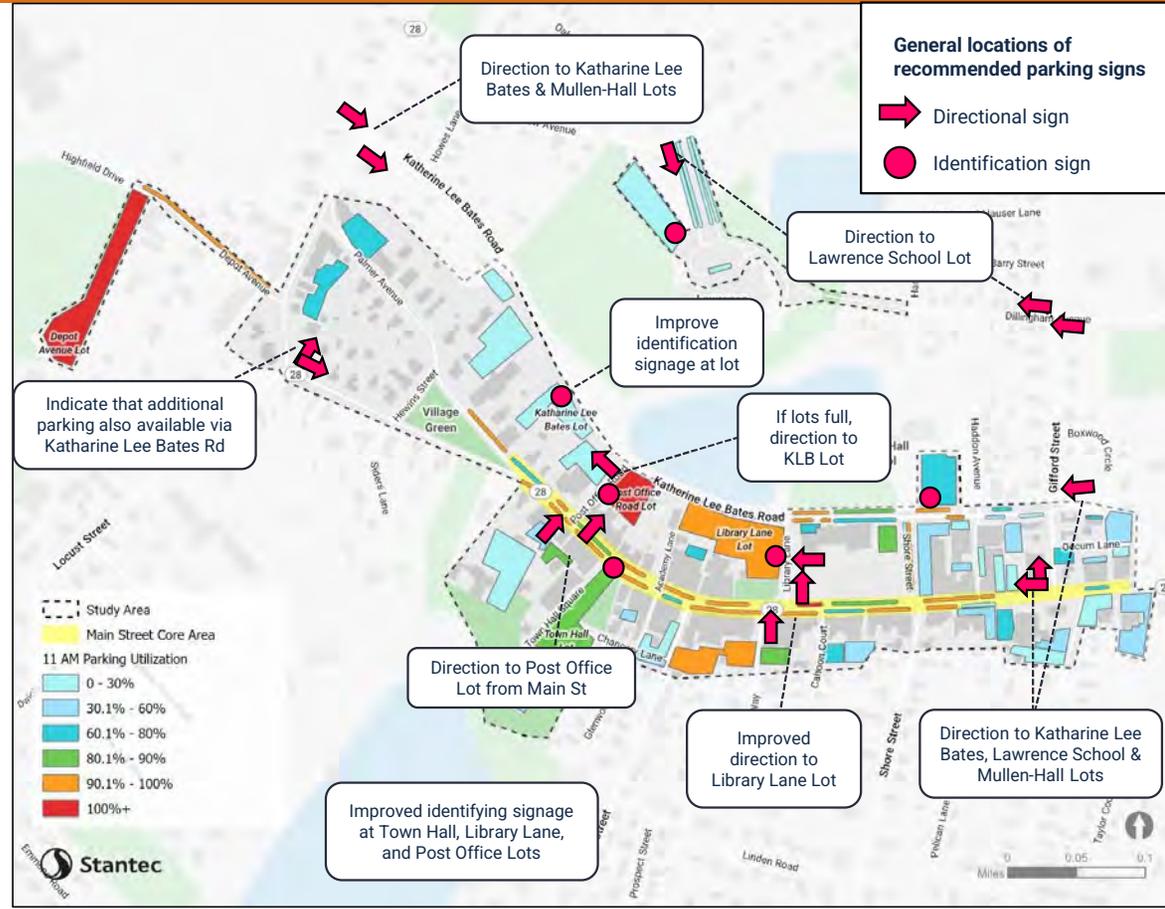
## Improve wayfinding to parking

### FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Currently, there is limited or non-existent signage to direct motorists to Falmouth’s public parking facilities, which are convenient to visitor destinations but consistently underutilized
- Signage currently present is too small, lacking information, and is not reflective of a cohesive Town “brand” to make these facilities easier for motorists to quickly recognize
- Strong wayfinding signage located at strategic places where motorists are seeking parking can improve awareness about all public parking options and better balance the utilization of these facilities.

“No one knows about the Katharine Lee Bates Lot”

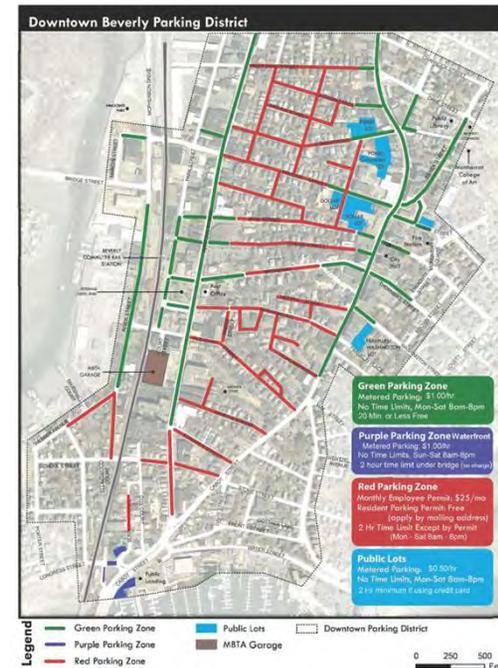
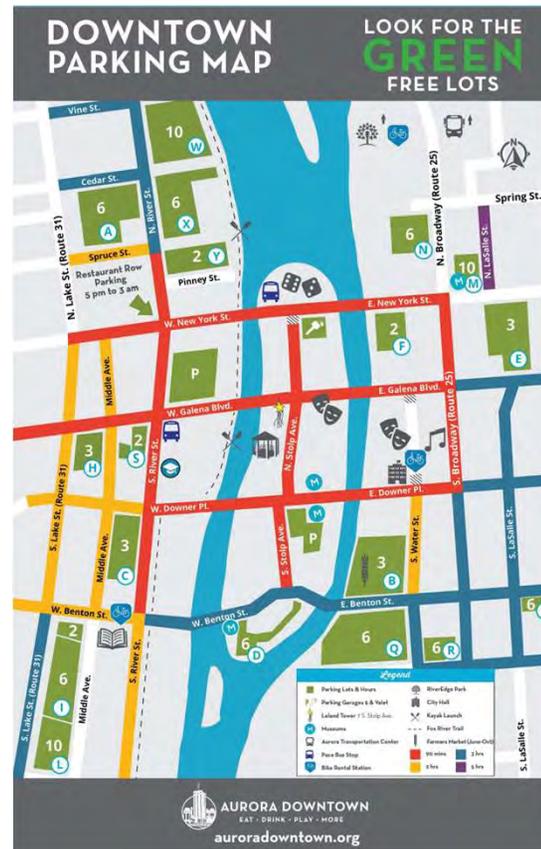
“Mullen-Hall Lot needs better signage during the summer”



# 6 Improve wayfinding to parking

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

This recommendation also includes expanding Information available about the parking system on various platforms, including online and through physical maps.



## 6 Improve wayfinding to parking

### FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

As a long-term approach, this recommendation encourages the eventual development of an overall, streamlined and branded parking signage system that completely replaces existing signs and is clear and recognizable.



Hanover, NH



Pittsfield, MA



Mansfield, OH



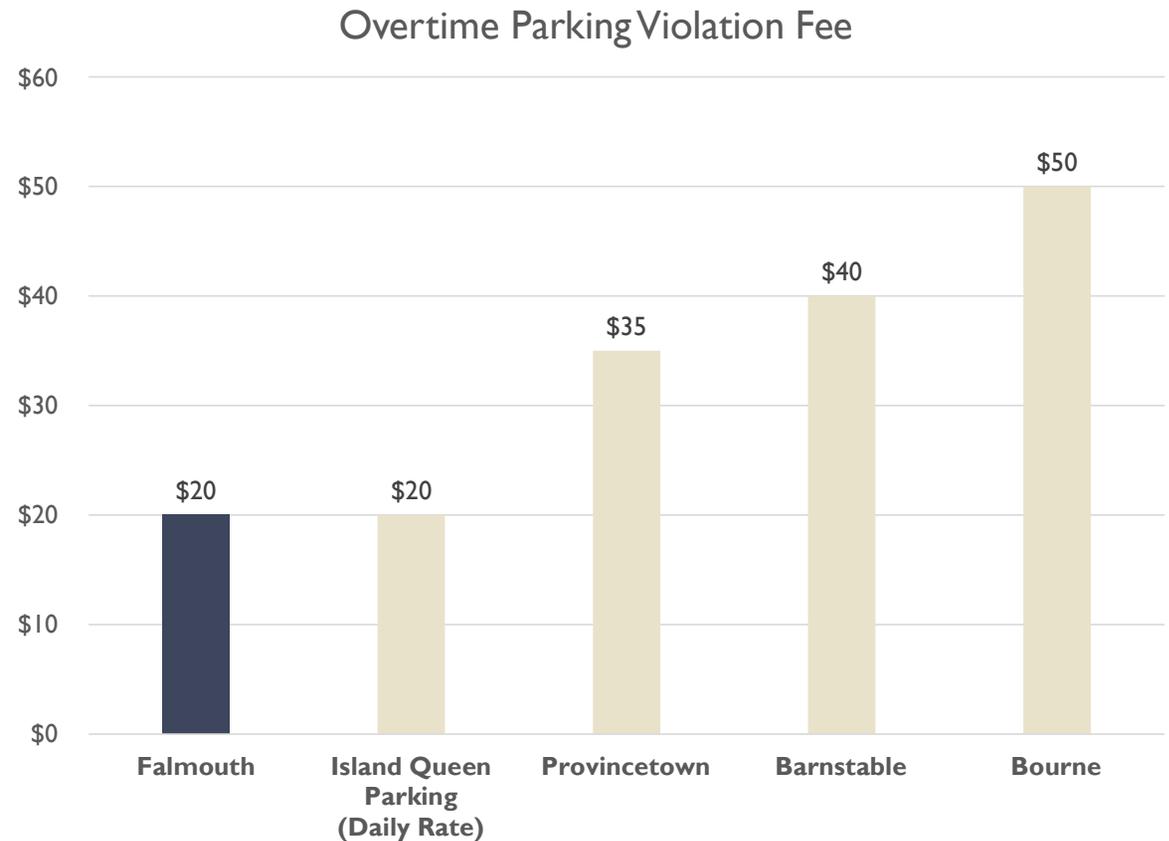
Fort Wayne, IN



## 7 Increase parking violation fees

### FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Current overtime parking violation fee of \$20 is not enough to deter violations
- Peer communities have raised violation fees to 2x – 2.5x what Falmouth charges today
- Violation fees are no more expensive than parking for the Island Queen





## 8 Introduce parking ambassadors

### FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Deploy parking ambassadors to improve wayfinding and parking availability who can:
  - Enforce payment, illegal parking, etc., particularly along Main Street
  - Teach visitors and new users how to pay for parking
  - Be a visible resource of information and direct people to available parking
- Recruit part-time staff through an internship or similar program
- Focus on educating drivers, not penalizing them
- Prioritize shift times for maximum impact (seasonal, peak periods only)



#### Case Study – Pittsfield, MA

The City of Pittsfield recruited parking ambassadors to support enforcement and teach visitors how to pay for parking



# 9 Explore shared parking opportunities

## FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

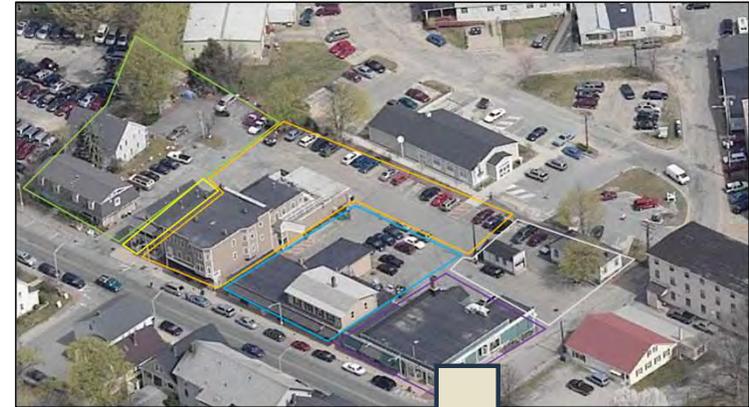
- Take an active role in coordinating future shared parking opportunities Downtown

Work towards three potential levels of involvement:

Start here

1. Connect private parties;  
offer sample sharing agreements
2. Facilitate formal agreement with private  
lot owners to provide in-kind services in  
exchange for public/permit access
3. Permit and/or meter revenue sharing system

Progress  
over time



Concord helped facilitate the sharing of private lots to create a single shared facility, increasing supply for everyone



# 10

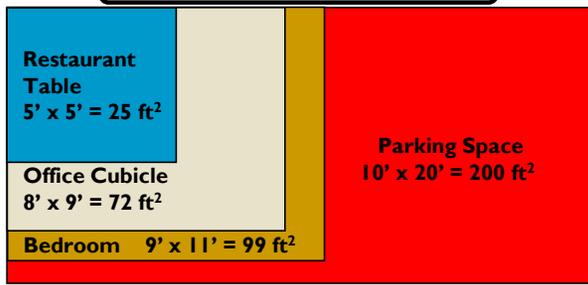
## Consider reducing parking minimums

### FALMOUTH DOWNTOWN PARKING MANAGEMENT PLAN

- Existing parking standards require more parking than necessary
- Align parking minimums with best practice observed ITE parking use rates

Land Use	Falmouth Requirement (outside of Business District 1)	Equivalent ITE Category	ITE Observed Parking Use Rate	Comparison
<b>Retail</b>	1 space per 200 square feet	Shopping Center (820)	1 space per 515 square feet	<b>260% higher</b>
<b>Restaurant</b>	1 space per 1-2 seats	High-Turnover, Sit Down Restaurant (932)	1 space per 5 seats	<b>250-500% higher</b>
<b>Office</b>	1 space per 250 square feet	General Office Building (710)	1 space per 420 square feet	<b>60% higher</b>
<b>Residential – Single Family</b>	1.5-2 spaces per unit	Single-Family Attached Housing (215)	1.41 spaces per unit	<b>7-40% higher</b>
<b>Residential – Multi-family</b>	1.5 spaces per dwelling unit	Multifamily Housing, Low Rise (221)	1.21 spaces per unit	<b>25% higher</b>

What is Parking Worth?





**QUESTIONS?**