

Holliston Center

Parking Study

August 27, 2014



Overview

- Metropolitan Area Planning Council
- Scope of Work
- Study Area
- Data Collection
 - Parking Capacity & Regulations
- Results
 - Occupancy throughout the Day
 - Peak Hour Occupancy
 - Duration
- Impact of Proposed Removal of Spaces
- Recommendations
- Summary



MAPC

MAPC is the regional planning agency for the 101 cities and towns of Metro Boston. We focus on land use, transportation, housing, health, economic development, energy, etc.

Recent parking projects in:

Foxborough, Quincy, Marlborough, Scituate, and Cohasset

Project Team

Sarah Kurpiel Lee

*Transportation Engineer/Planner, specializing in
Parking and Bicycle/Pedestrian Design*

Jessica Robertson

*Transportation Coordinator, specializing in
Parking and Transportation Policy*





Scope of Work

Parking occupancy + turnover study on weekday (every half hour)

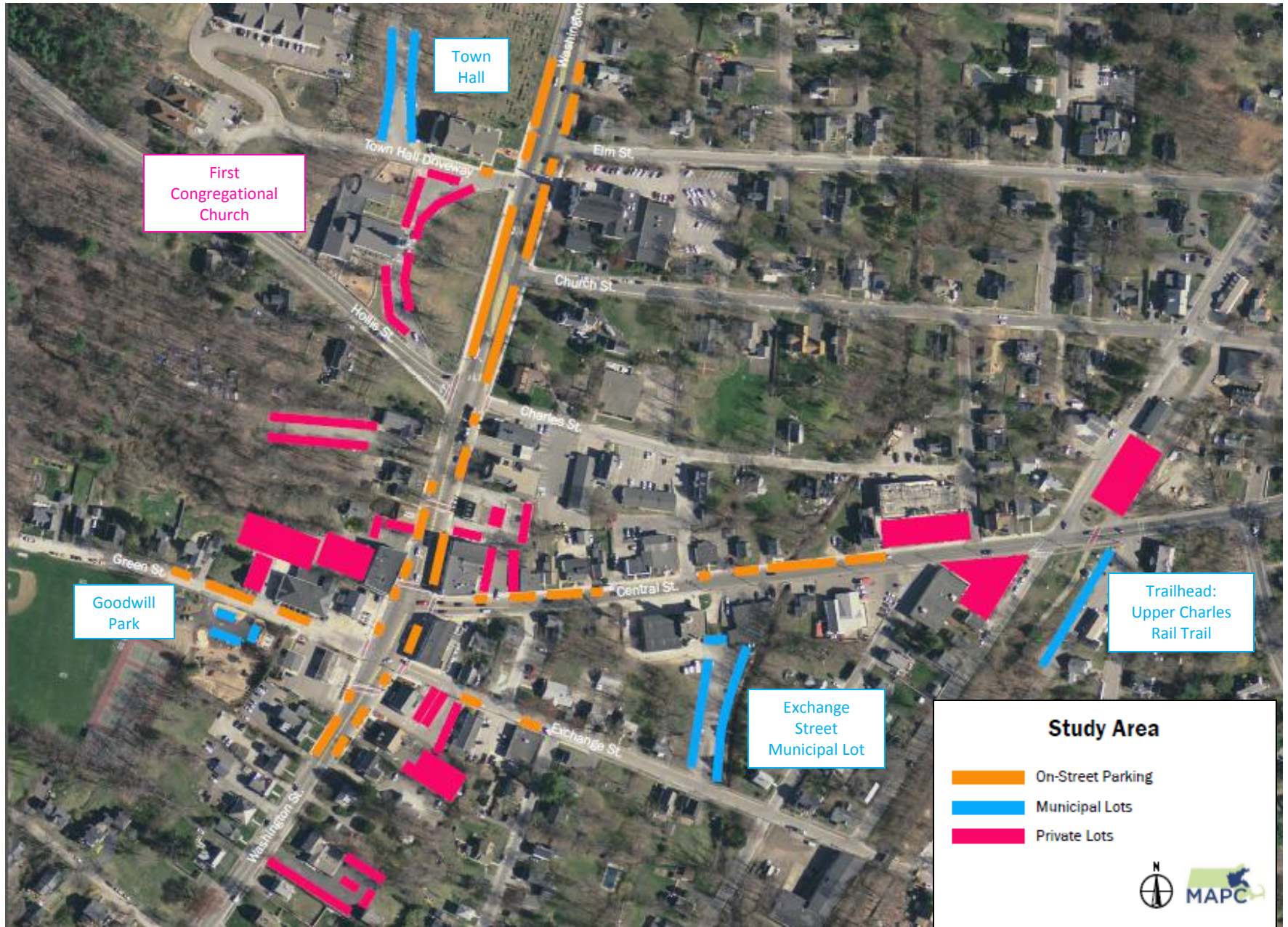
Questions:

- Existing Parking Regulations
- Occupancy vs. Capacity
- Duration
- Peak Areas
- Impact of the proposed loss of parking due to proposed improvements on Washington St

Recommendations

Work completed at no cost to Town

Study Area



Parking – In General...

- Parking – Make it easy!!
 - Affordable
 - Available
 - Consistent
- Encourage people to park once and visit multiple destinations to shop and dine
- Separate long-term and short-term parking
 - Long-term in lots, short-term on street
- 85% occupancy is preferred

Data Collection

- Fieldwork
 - Thursday May 8, 2014, 7:00 am – 7:00 pm
- Method
 - Walk the area every 30 mins
 - Document Occupancy and Duration



Parking Capacity

Available spaces = 576

Nearly half public and half private

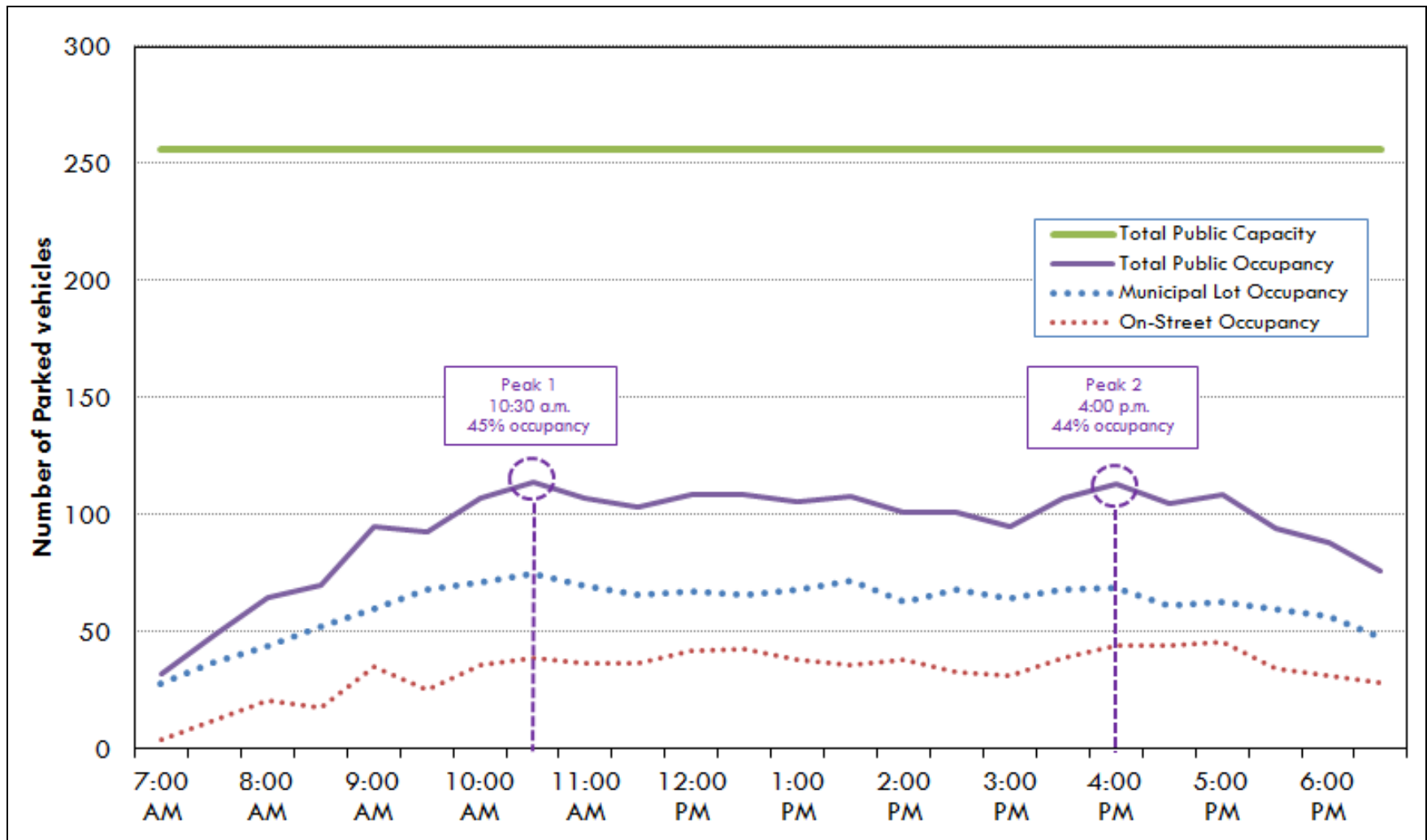
	<u>Capacity / %</u>	
On-street =	117	(20%)
– <i>Unrestricted</i>	82	(70%)
– <i>2 hour (8am-6pm)</i>	29	(25%)
– <i>Handicap</i>	6	(5%)
Municipal Lots =	139	(24%)
Private Parking Lots =	320	(56%)

Holliston Parking Regulations



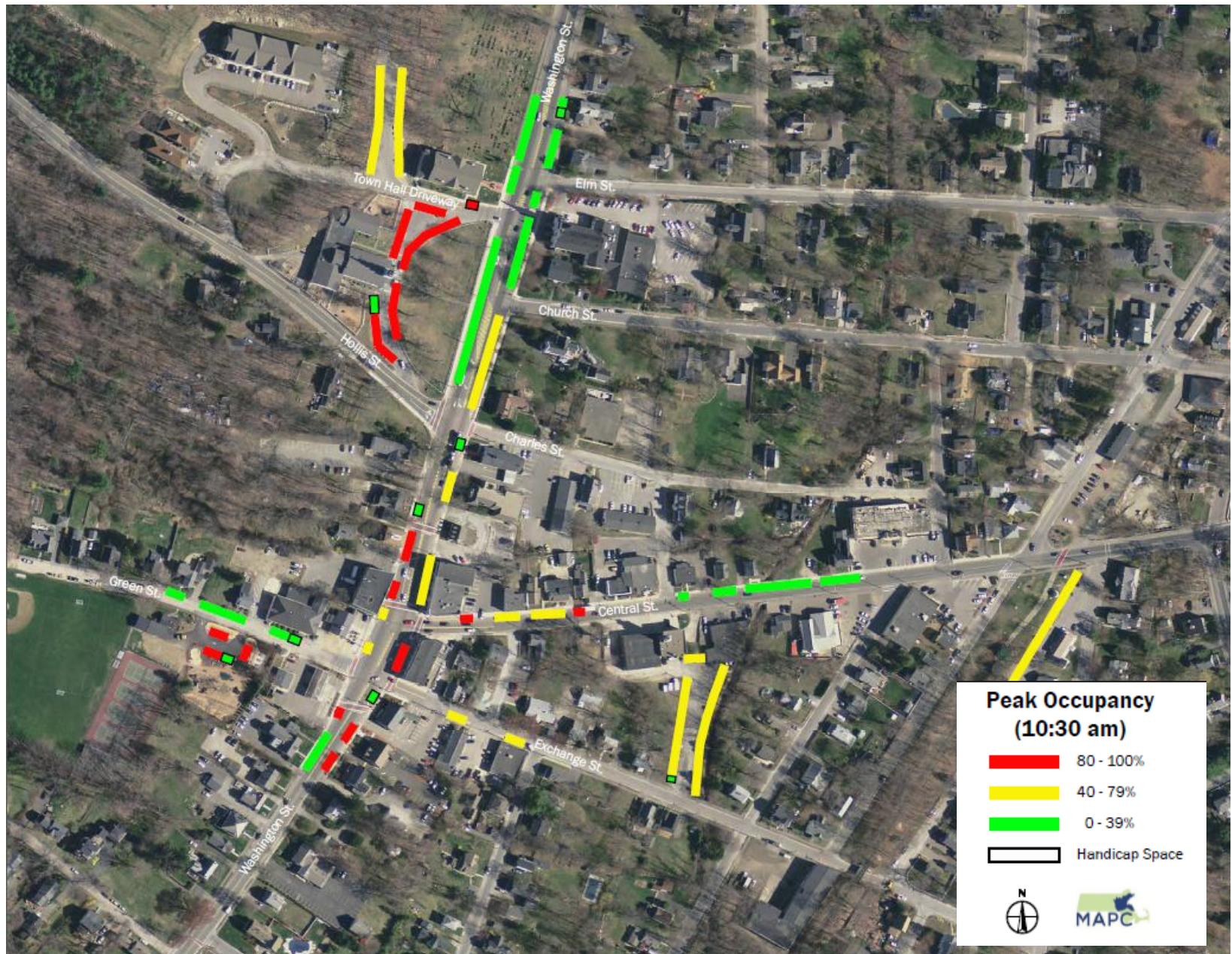
Parking Study Results

Occupancy vs. Capacity – All Public Spaces



Occupancy results consistent with 1999 Holliston Parking Study by Bruce Campbell & Associates

Peak Hour Occupancy (AM Peak)



Peak Hour Occupancy (PM Peak)



Duration

Weekday	Spaces	Avg. Duration (hours)	< 30 Mins	30-60 Mins	1-2 Hours	2+ Hours
On-Street – Unrestricted	82	1.0	58%	15%	14%	13%
On-Street – 2 Hour	29	1.0	61%	12%	12%	15%
On-Street – Handicap	6	1.2	62%	0%	15%	23%
<i>On-Street Total</i>	<i>117</i>	<i>1.0</i>	<i>60%</i>	<i>13%</i>	<i>13%</i>	<i>14%</i>
Municipal Lot – Unrestricted	136	3.1	24%	19%	17%	40%
Municipal Lot – Handicap	3	0.0	0%	0%	0%	0%
<i>Municipal Lot Total</i>	<i>139</i>	<i>3.1</i>	<i>24%</i>	<i>19%</i>	<i>17%</i>	<i>40%</i>

On-Street – Approximately 86% of vehicles are parked for <2 hours
Short duration = high turnover but increased congestion

Impact of Proposed Loss of Parking Spaces



Proposed Parking Changes



****Net Loss of 8 parking spaces***

Impact of Removal of Spaces

Washington Street - West Side:

Superette Deli

1 Space (Unrestricted)

Utilized during business hours, mostly short duration (<30 minutes)

Alternative: Utilize spaces on Washington Street or Green Street

Holliston Dental

5 Spaces (1 Unrestricted, 4 2 Hour)

Unrestricted Space used by local resident/employee (9+ hours)

Low Occupancy, short duration trips

Alternative: Utilize spaces on Washington Street or Green Street



Impact of Removal of Spaces



Washington Street - East Side:

TD Bank

1 Space (Handicap)

Unutilized for the majority of the day

Alternative: Utilize spaces on Washington or behind bank

Fiske's General Store

2 Spaces (Unrestricted)

Low Occupancy, short duration trips

Alternative: Utilize spaces on Washington or rear parking lot

Santander/ Middlesex Savings

5 Spaces (1 Handicap, 4 Unrestricted)

Majority of spaces used by local employees (5-10 hours)

Alternative: Utilize spaces in municipal lot, Washington St, Green St, or bank parking lot

Recommendations

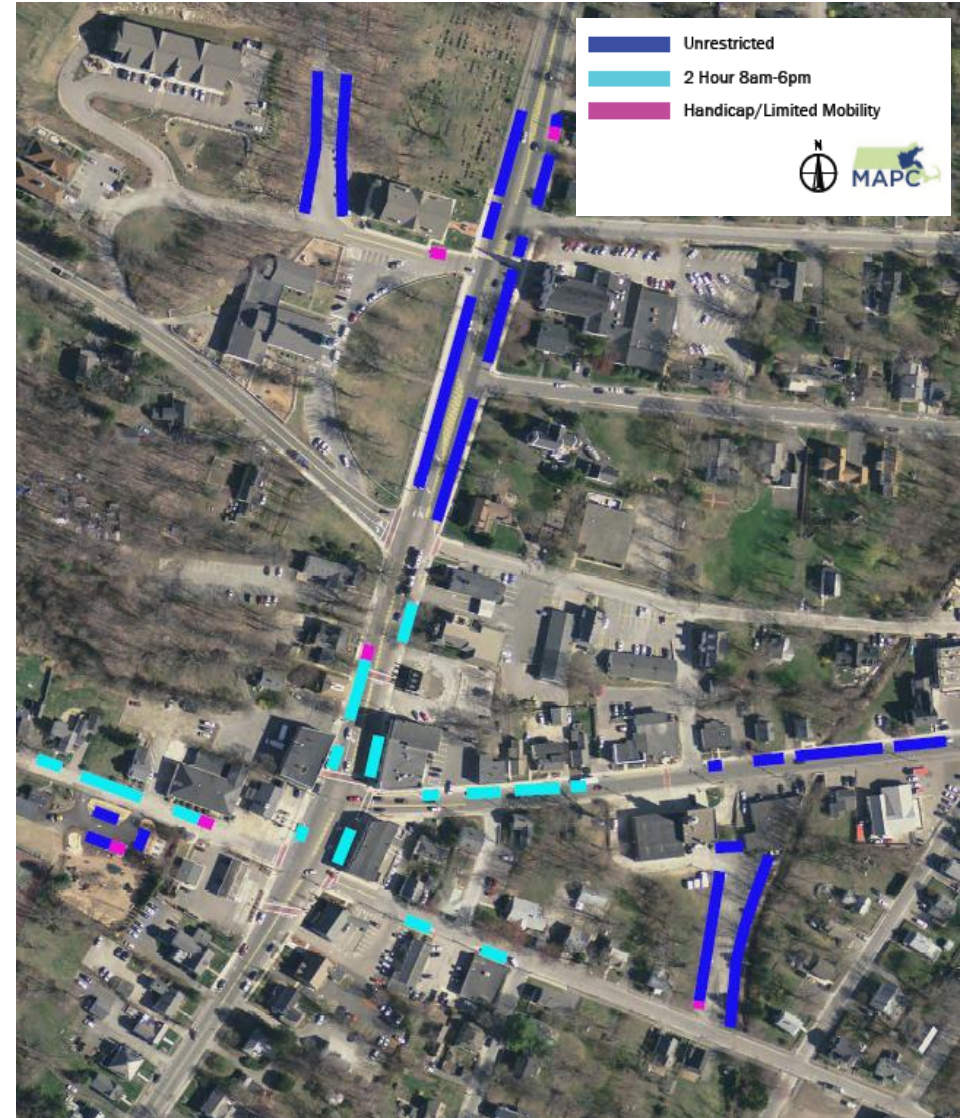
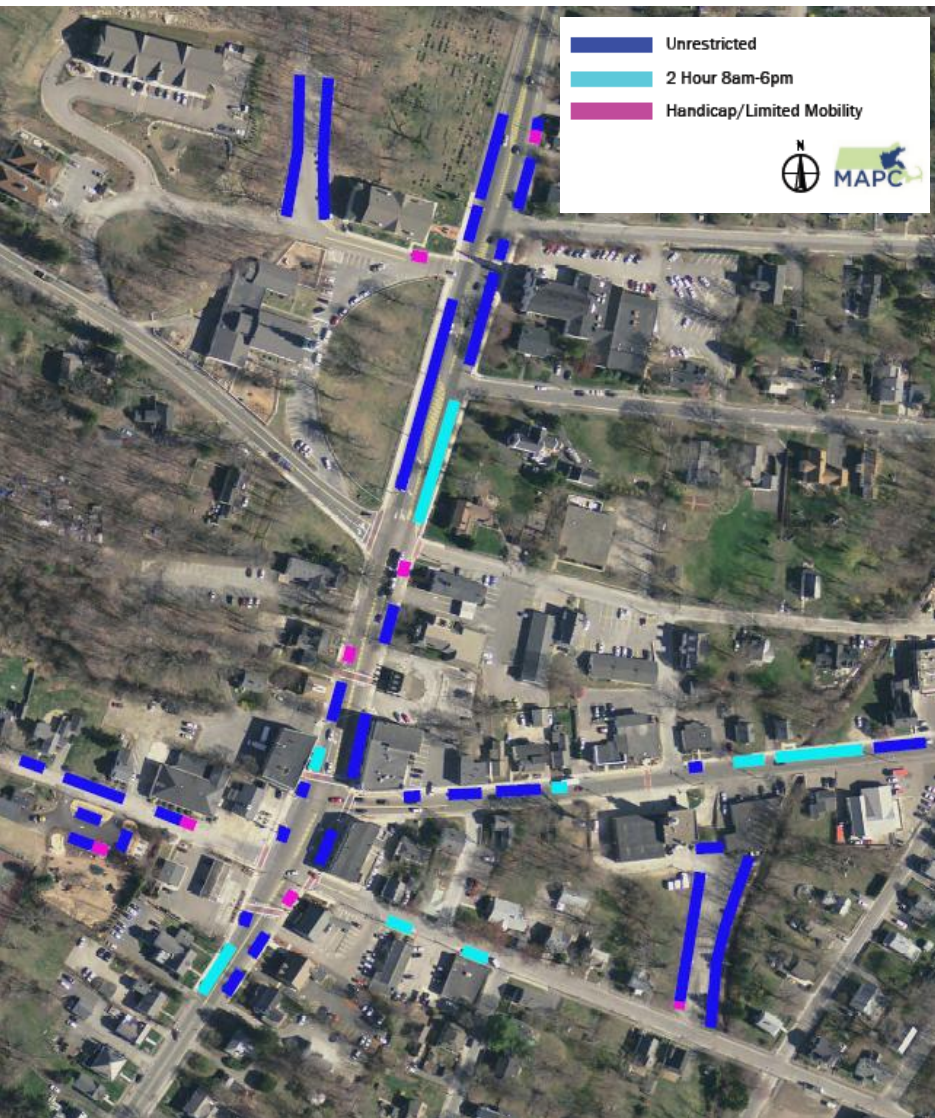


Create a Consistent 1 or 2 Hour Regulation for Holliston Center

- Encourage turnover and free up parking for shopping and dining
- Long term parking a block or two away from popular destinations, or in public or private lots
- Underutilized spaces at perimeter of Holliston Center remain “unrestricted”
- Town may also consider very short term parking (15-30 mins) in front of appropriate businesses
- Update signage

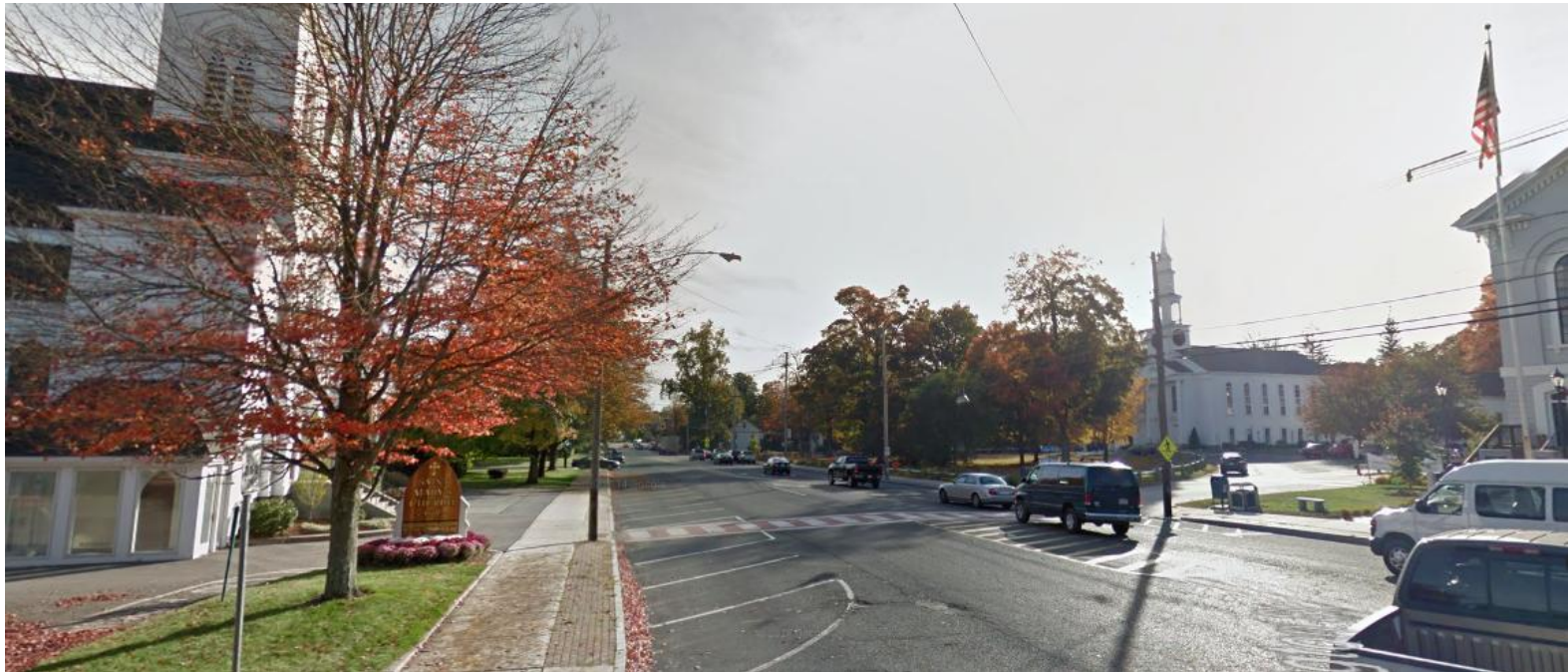


Existing vs. Proposed Regulations



Increase On-Street Parking Enforcement

- To discourage long-term parking in desired parking areas near businesses
- Discourage employees from parking on-street



Improve Pedestrian Access and Safety

- Prioritize pedestrian safety at crossings
 - Few vehicles slow or stop for pedestrians
- Slow traffic speeds on Washington Street



Reduce Lane Widths on Washington Street

- Very wide roadway – with no visual cue currently that you are entering a downtown and should slow down
 - Very wide roadway near Town Hall with rarely utilized parking
- Consider grass/landscape median, or consider using paint or a different pavement texture to visually distinguish parking areas from travel lanes



Improve Conditions of Exchange Street Lot

- Asset for long-term and employee parking
- Pavement markings to improve efficiency
- Improve Signage and Lighting
- Clear Debris
- Enforce Parking Rules (no parking >12 hours)
- Also add Signage and Lighting to Trailhead Lot



Summary

- Adequate on and off street parking in Holliston Center
 - Average parking occupancy = 28% on-street, 44% municipal lots
 - Low Peak parking occupancy
 - 39% On-Street
 - 54% Municipal
- Significant excess capacity even during peak periods
 - Parking may not be in front of store you want to visit, but generally always a space within 1-2 minute walk
- Proposed loss of spaces
 - Will be an inconvenience but plenty of available capacity nearby and elsewhere in Holliston Center
- Majority of parking improvements are low-cost and can be implemented in short-term

Questions? Feedback?

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Thank you!