
Downtown Holliston Parking Analysis

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Unified Planning Work Program

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Prepared for
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Executive Summary

The Metropolitan Area Planning Council (MAPC), a regional planning agency serving the 101 cities and towns of Metro Boston, collaborated with the Town of Holliston to complete a parking study for Downtown Holliston. At the request of the Town, the Metropolitan Area Planning Council (MAPC) conducted a small-scale parking study in Downtown Holliston with the intent of analyzing existing parking capacity, occupancy, and duration data, creating an inventory of existing on- and off-street parking, providing recommendations for maximizing efficiency through improvements and new or updated parking policies, and identifying the impact of the recent proposal by McMahon Associates to remove approximately 11 parking spaces along Washington Street to address pedestrian safety issues in Downtown Holliston.

Study area observations were completed in May, 2014. Overall, the parking analysis showed there is sufficient on-street and off-street parking in Downtown Holliston. Although areas within the core business district along Washington Street and Central Street experience a high level of parking demand, there are generally parking spaces available within a short walk of many desired destinations.

MAPC's field observations revealed:

- Average occupancy for on-street parking spaces was 28%, with a peak period occupancy of 39%. Average occupancy for municipal parking lots was 44%, with a peak period occupancy of 54%.
- Overall occupancy for public parking spaces (on-street and municipal parking) was 37%, with a peak period occupancy of 45%.
- Downtown Holliston occupancy levels are well below the target parking occupancy level of 85%¹.
- Within the study area, the area near the intersection of Washington Street and Central Street experienced the highest parking demand.

In this report, MAPC has outlined several recommendations that can improve parking availability in Downtown Holliston. Small changes to existing parking policies, as well as some improvements, will help foster economic growth while not overwhelming the landscape with additional surface parking lots. These changes will also help the existing businesses in Downtown Holliston and the residents, employees and patrons who frequent this area.

Recommendations include:

- Create a 1 Hour or 2 Hour Parking Regulation for Central Business District
- Increase On-Street Parking Enforcement to Discourage Long Term Parking
- Improve Pedestrian Access and Safety
- Reduce Lane Widths on Washington Street
- Improve Condition of the Exchange Street Lot
- Improve Condition of Town Hall and Trailhead Lot

Given the availability of parking, it does not seem appropriate at this time to build any new parking spaces in Downtown Holliston for the existing uses. The proposed loss of parking spaces along Washington Street will have an impact on the businesses in the downtown, but nearby parking

¹ *The High Cost of Free Parking*, by Professor Donald Shoup.

capacity should be adequate to make up for the loss in spaces. This report may serve as a baseline of parking data for the Town to use to note changes in parking demand in the future.

Introduction

Downtown Holliston consists of a core business district that includes a mix of retail and office uses and a number of on-street and off-street parking spaces. The purpose of this parking study is to determine how existing downtown parking spaces are currently being utilized, how often, and for what duration. This effort will help determine if the existing parking supply is appropriate, and whether regulations and/or the location of parking should be adjusted. MAPC collected and studied existing parking capacity, occupancy, and duration data in the Downtown Holliston study area as outlined by the Town.

Over the years, pedestrian safety and parking have been identified as issues in the Downtown. The Town has been working to address these issues by requesting this parking study, and working with local consultants to identify potential roadway improvements. The most recent study, performed by McMahon Associates in 2014, proposes a number of changes aimed to improve the pedestrian experience including the relocation of crosswalks and the addition of traffic signals along Washington Street. The proposed changes result in the net loss of 11 parking spaces along Washington Street. This parking study is intended to provide information on the current parking trends in Downtown Holliston, as well as a brief analysis of the impact of the proposed loss of parking spaces.

The scope for this parking study included identification of the following:

1. All public on-street and municipal parking lot capacity, as well as selected private off-street parking capacity within the study area
2. Existing parking regulations within the study area
3. Occupancy and turnover on a weekday
4. Peak parking areas
5. Impact of the proposed loss of 11 parking spaces

Study Area

Downtown Holliston is walkable and compact, and centers around Washington Street and Central Street. The study area is approximately ¼ mile in length on both Washington Street and Exchange Street, or approximately a 5 minute walk from end to end on each roadway. The study area (as shown in **Figure 1**) includes the following parking areas in Downtown Holliston:

On-Street Parking (Public):

- Washington Street, between Town Hall and School Street
- Central Street, between Washington Street and Fruit Street
- Exchange Street, between Washington Street and Mechanic Street
- Green Street, near playground
- Town Hall Driveway

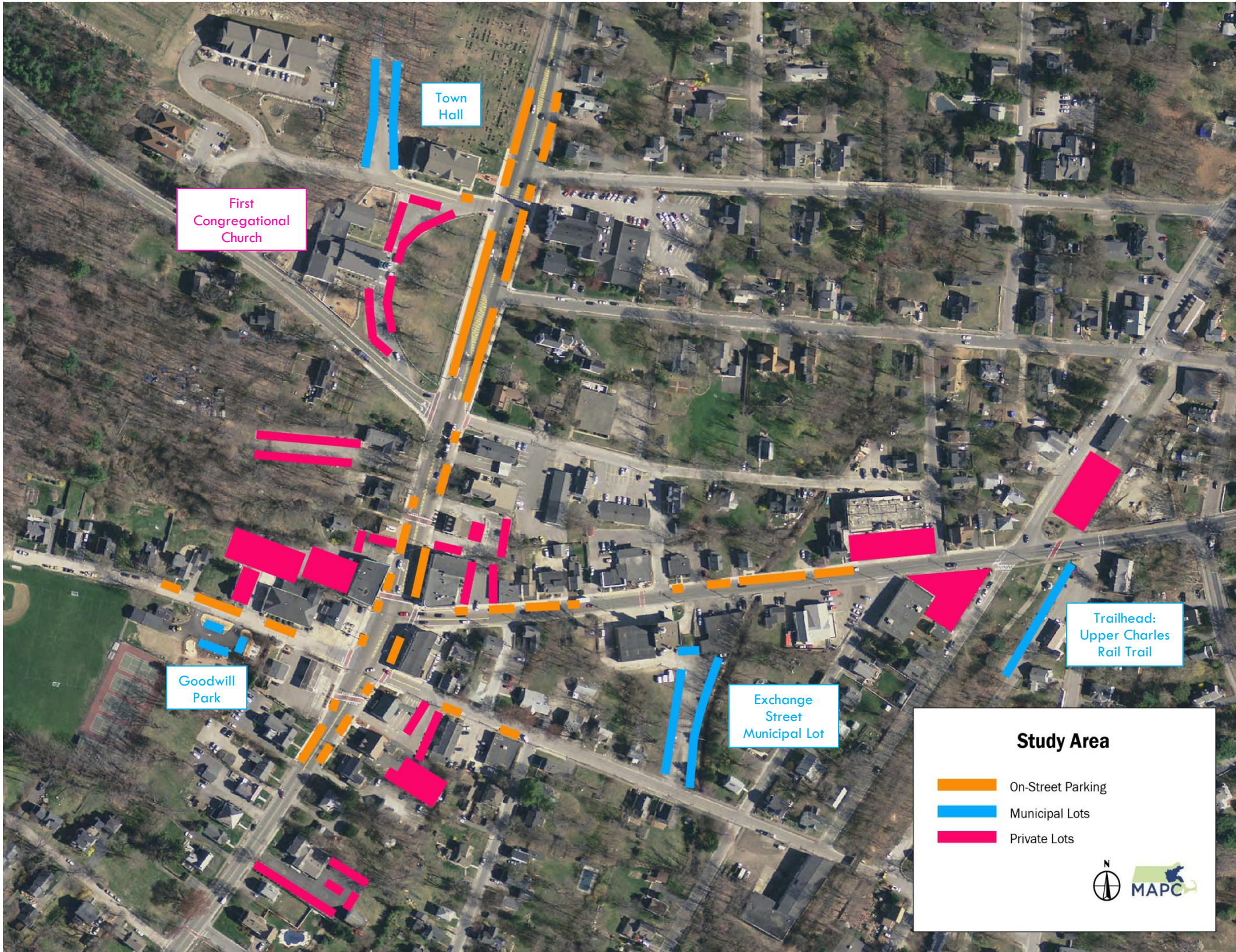
Municipal Lots (Public):

- Town Hall
- Goodwill Park (Green Street)
- Exchange Street
- Trailhead

In addition, a number of private lots were observed to determine occupancy levels, including:

- First Congregational Church (725 Washington Street)
- Office Building (747 Washington Street)
- Miller Wachman LLP (760 Washington Street)
- Kamala (763 Washington Street)
- Tenant Only behind Kamala (769 Washington Street)
- Fiske's General Store Building (770-776 Washington Street)
- Superette Deli (777 Washington Street)
- Santander Bank (818 Washington Street)
- Middlesex Savings Bank (830 Washington Street)
- Chesmore Funeral Home (854 Washington Street)
- Applewood Survey Company (9/21 Green Street)
- Hollis Plaza (100 Central Street)
- CVS Pharmacy (101 Central St)
- Casey's Pub (81 Railroad Street)

Figure 1 Downtown Holliston Study Area



Existing Parking Analysis

In order to determine the existing parking conditions within Downtown Holliston, MAPC conducted a parking study on Thursday, May 8, 2014 from 7:00 a.m. - 7:00 p.m. Prior to the data collection effort, the number, type, and location of all study area parking spaces were documented.

Parking Capacity and Regulations

The total parking capacity in the observed study area is 576 spaces, where 44% of the parking spaces are public and 56% are private spaces². All study area parking spaces are summarized in **Table 1** and illustrated in **Figure 2**. A detailed breakdown of parking capacity and regulations is also included in **Appendix A**.

Table 1. Study Area Parking Capacity

Type of Parking	# of Spaces	Percent
On-Street (Public)	117	20%
Municipal lots (Public)	139	24%
Private Parking Lots	320	56%
Total	576	100%

There are a total of 256 public parking spaces within the study area, available on-street and in municipal parking lots. In addition to the public parking supply, there are a large number of private parking lots for local businesses, a number of which were observed during the parking study. MAPC observed 14 private parking lots, with a total of 320 spaces.

There are a total of 117 on-street public parking spaces within the study area. The majority (75%) of the on-street spaces are unrestricted (meaning no time limitations are posted), although there are also a number of 2 Hour parking spaces and handicap parking spaces. There does not seem to be any consistency in the location of the parking regulations, as the 2 Hour parking spaces are scattered throughout Washington Street, Central Street, and Exchange Street. The inconsistency of existing parking regulations can result in driver confusion and/or drivers ignoring the regulations completely.

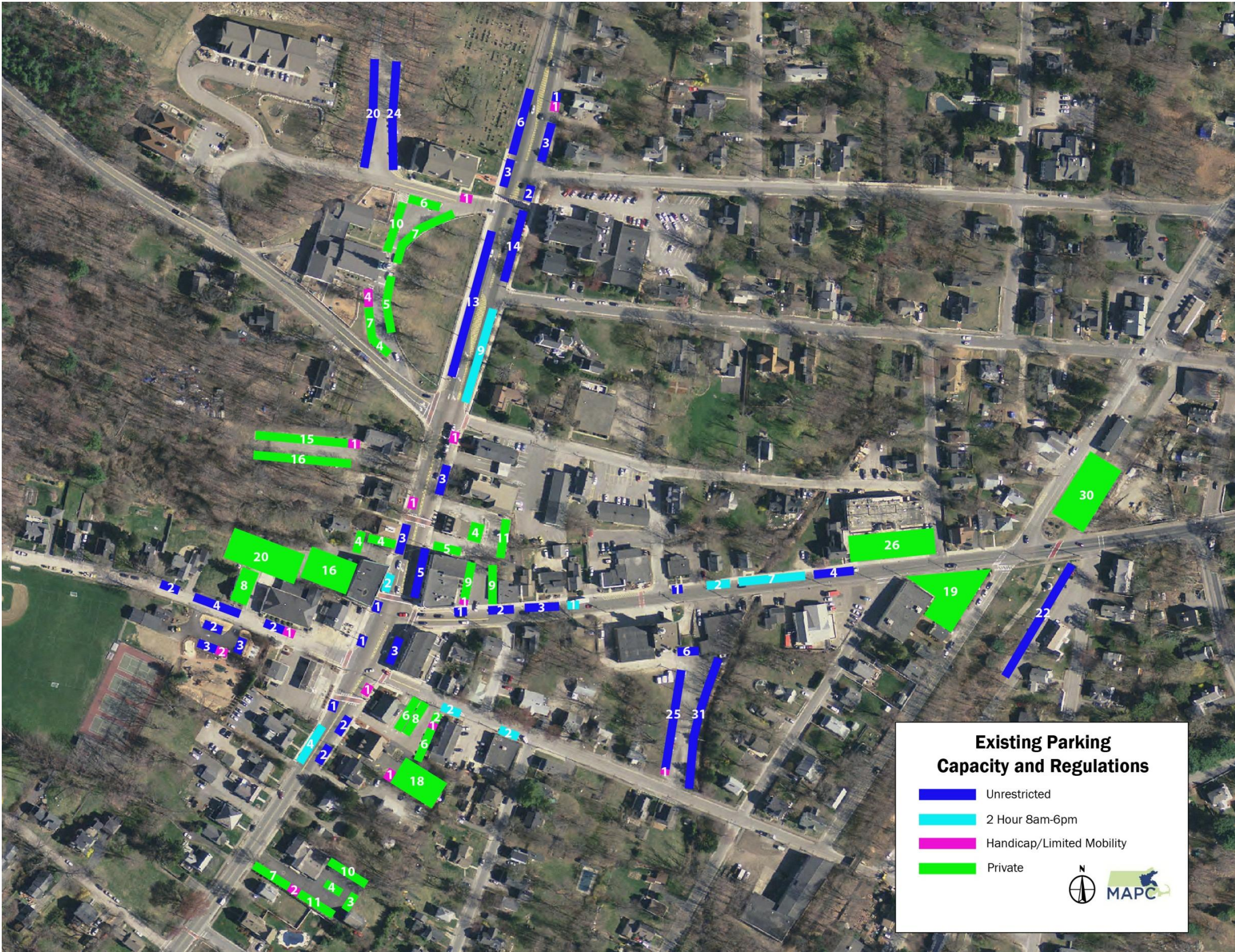
A summary of the on-street parking regulations is shown in **Table 2**.

Table 2. On-Street Parking Regulations

Type of Parking Regulations	Capacity	Percent
Unrestricted	82	70%
2 Hour (8am-6pm)	29	25%
Handicap	6	5%
Total	117	100%

² Not all private parking spaces in Downtown Holliston were included in this study.

Figure 2 Parking Capacity and Regulations



On-Street Parking Occupancy

During the parking observation hours, MAPC noted parking occupancy and duration by time of day in order to gain an in-depth understanding of how parking is utilized in Downtown Holliston. This parking data helps to identify peak demand times, average parking durations, and areas with the highest parking demand. In general, 85% parking occupancy is preferred, as spaces are generally full but there are always 1 or 2 spaces available per block.

A summary of the on-street occupancy is shown below in **Table 3**. Public parking space occupancy by time of day is also shown in chart form in **Figure 3**.

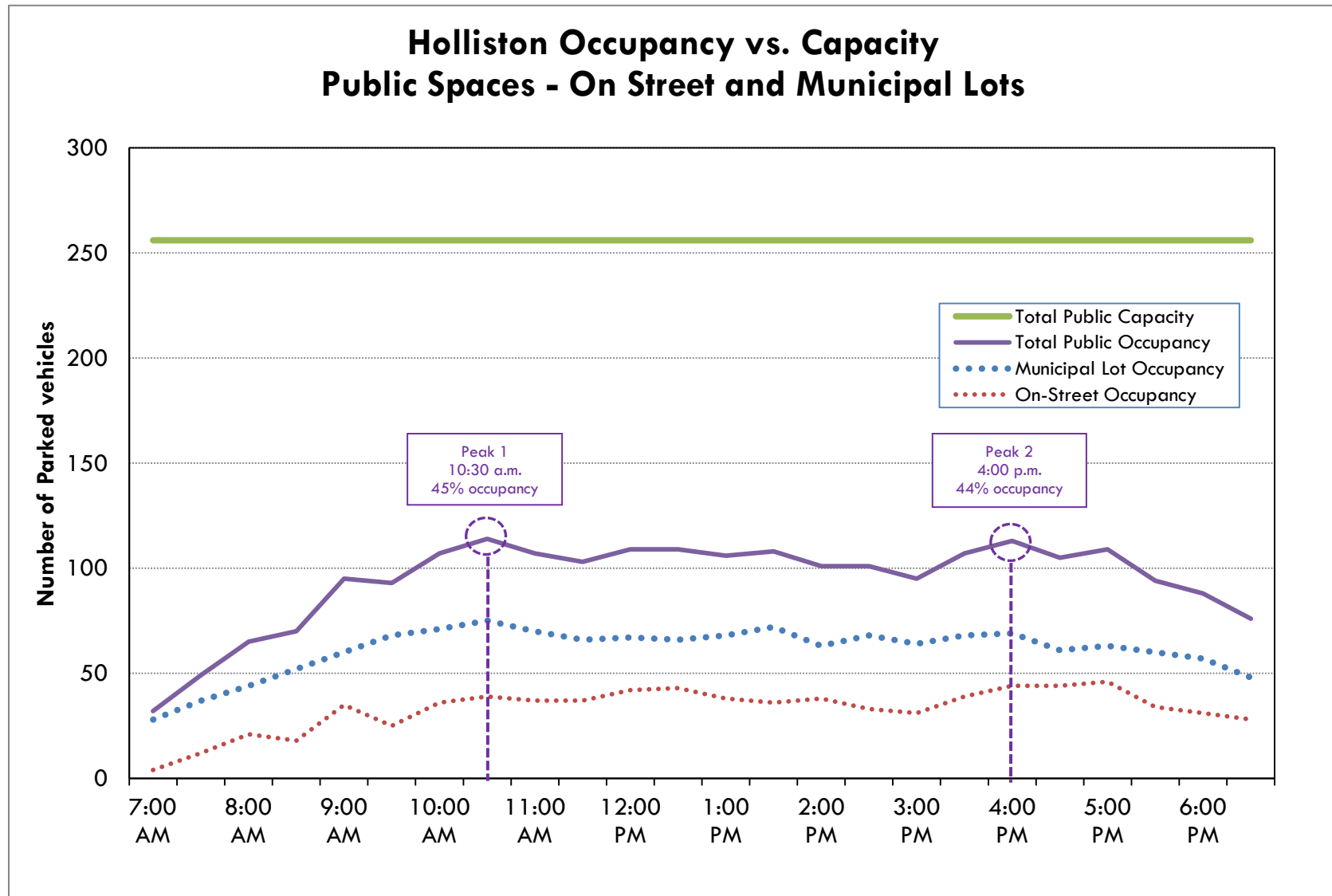
Table 3. Percent of Occupied Spaces by Time of Day

Time of Day	Public Parking			Private Parking
	On-Street (117 Spaces)	Municipal Lots (139 Spaces)	Total Public (256 Spaces)	Private Lots (320 Spaces)
7:00 a.m.	3%	20%	13%	-
7:30 a.m.	10%	27%	19%	-
8:00 a.m.	18%	32%	25%	18%
8:30 a.m.	15%	37%	27%	-
9:00 a.m.	30%	43%	37%	-
9:30 a.m.	21%	49%	36%	-
10:00 a.m.	31%	51%	42%	34%
10:30 a.m.	33%	54%	45%	-
11:00 a.m.	32%	50%	42%	-
11:30 a.m.	32%	47%	40%	-
12:00 p.m.	36%	48%	43%	43%
12:30 p.m.	37%	47%	43%	-
1:00 p.m.	32%	49%	41%	-
1:30 p.m.	31%	52%	42%	-
2:00 p.m.	32%	45%	39%	34%
2:30 p.m.	28%	49%	39%	-
3:00 p.m.	26%	46%	37%	-
3:30 p.m.	33%	49%	42%	-
4:00 p.m.	38%	50%	44%	37%
4:30 p.m.	38%	44%	41%	-
5:00 p.m.	39%	45%	43%	-
5:30 p.m.	29%	43%	37%	-
6:00 p.m.	26%	41%	34%	30%
6:30 p.m.	24%	35%	30%	-
Avg. Occupancy	28%	44%	37%	33%

Parking analysis performed on Thursday May 8, 2014.

Shading indicates the peak occupancy periods during the day.

Figure 3 Occupancy vs. Capacity (Public Spaces)



As shown in the chart and figure, peak parking occupancy for the public parking spaces (on-street spaces and municipal lots) in Downtown Holliston occurred during two points throughout the observation period, 10:30 a.m. (45% occupancy), and 4:00 p.m. (44% occupancy). The peak period for on-street parking occurred at 5:00 p.m. (39% occupancy) and the peak period for municipal parking lots occurred at 10:30 a.m. (54% occupancy). Private parking was observed to peak at 12:00 p.m., with 43% occupancy. Public and private parking demand was observed to be well below the 85% target occupancy threshold.

Parking occupancies were varied throughout Downtown Holliston with small pockets of busy areas near businesses on Washington Street. **Figure 4** and **Figure 5** illustrate on-street morning (10:30 a.m.) and afternoon (4:00 p.m.) peak parking utilization across Downtown Holliston. Dark red indicates areas of on-street parking that were above 80% occupancy during the busiest periods of the observation day, yellow indicates mid-range occupancy (40-79%) and green areas indicate areas with very low (<40%) parking occupancy. A summary of parking occupancies by block/parking lot is included in **Appendix B**.

In general, peak occupancy areas are centered around the intersection of Washington Street and Central Street. Low occupancy areas are located on the perimeter of the study area, on Washington Street near the Church/Town Hall, and Exchange Street east of the Fire Department. These low occupancy levels are due to a lower number of businesses, many of which have designated off-street parking lots (CVS, Hollis Plaza).

Figure 4 Morning Peak (10:30 am) Occupancy by Location

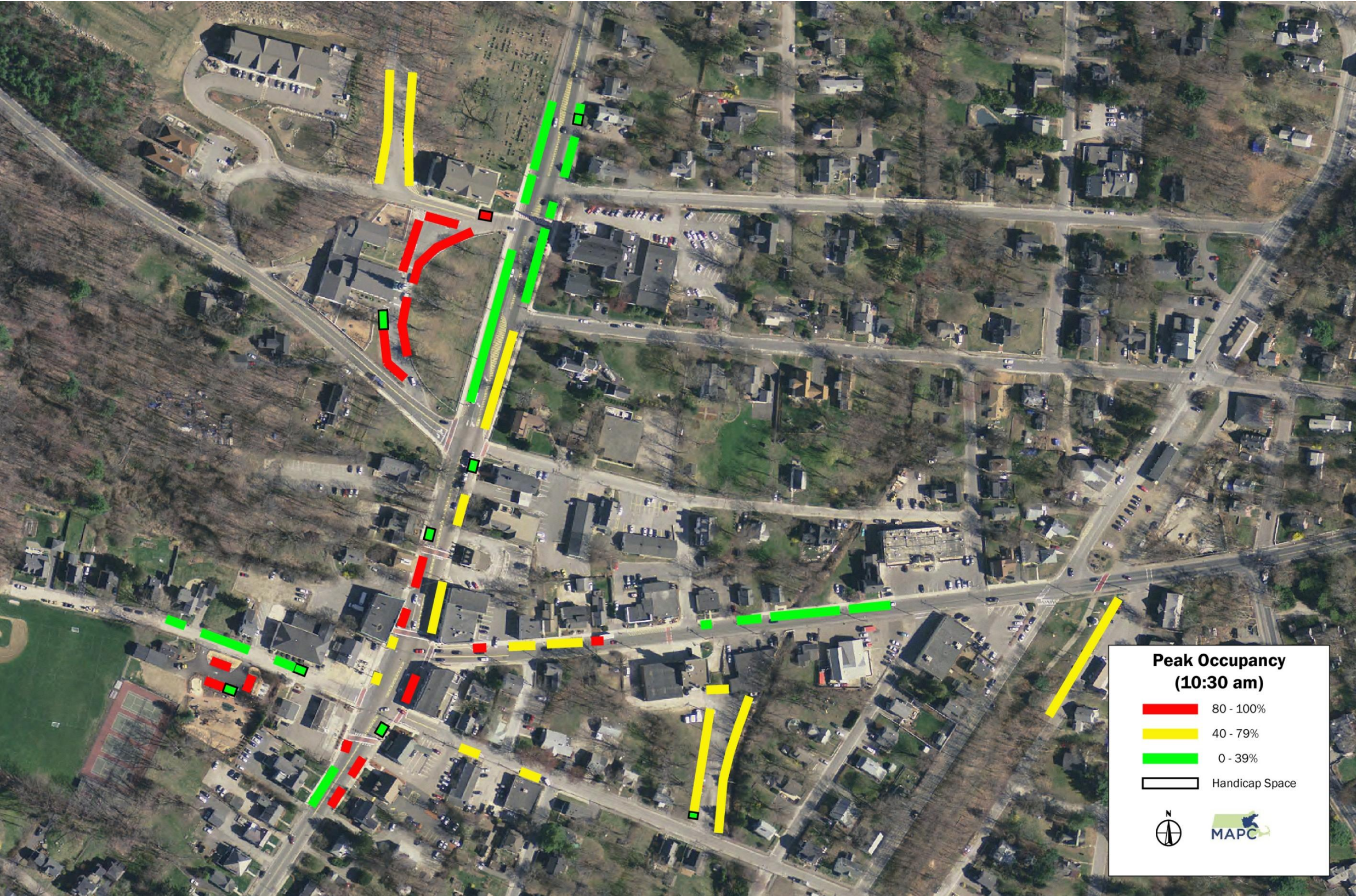
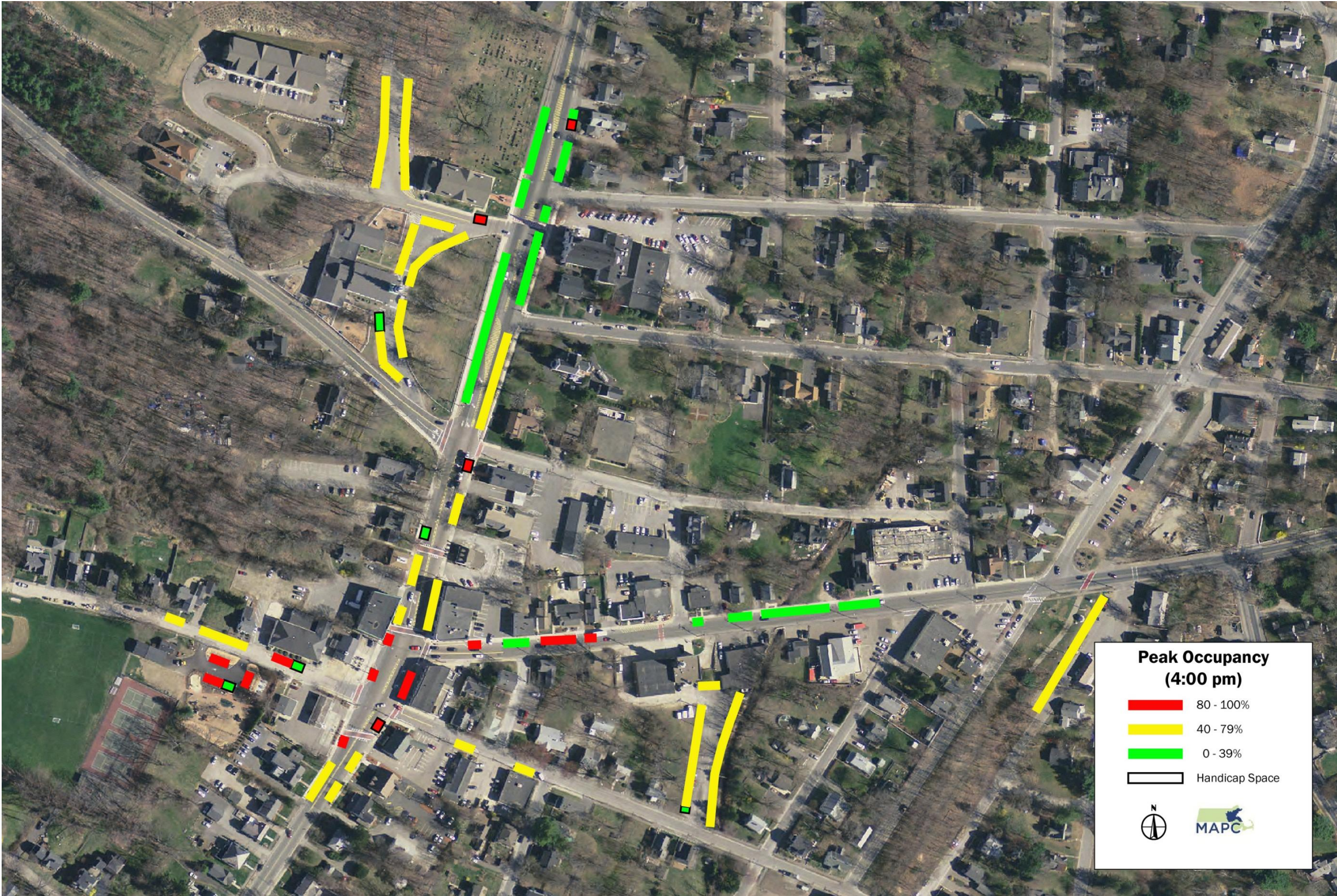


Figure 5 Afternoon Peak (4:00 pm) Occupancy by Location



Parking Duration

The turnover of parking spaces is critical to the success of a business district because patrons of the area businesses want to find a parking space within a short walk of their destination. Short-term visitors tend to be most sensitive to convenience, while employees and longer-term visitors are more willing to park further away from their destination. Duration studies can determine whether employees and long-term visitors are parking in on-street spaces in front of their businesses for long periods of time, and utilizing spaces that should be reserved for short-term patrons.

Overall, the majority of vehicles parked on-street in the downtown area remain for relatively short periods of time. During MAPC's observations, the overall average parking duration for on-street spaces (including unrestricted/unsigned and 2 Hour spaces) was 1 hour (60 minutes). Within municipal parking lots, the average parking duration was 3.1 hours (186 minutes). Average duration data organized by parking regulation is shown in **Table 4**.

Table 4. Average Parking Duration by Type of Parking

Type of Parking	Capacity	Average Duration (hours)
On-street – Unrestricted/Unsigned	82	1.0
On-street – 2 Hour	29	1.0
On-street – Handicap	6	1.2
<i>On-Street Parking Total</i>	<i>117</i>	<i>1.0</i>
Municipal Lot – Unrestricted/Unsigned	136	3.1
Municipal Lot – Handicap	3	0.0
<i>Municipal Parking Lot Total</i>	<i>139</i>	<i>3.1</i>

Parking analysis performed on Thursday May 8, 2014

During the observations, 60% of vehicles were observed to park on-street for less than 30 minutes, and 73% of vehicles were observed to park for less than one hour. In general, vehicles parked in unrestricted/unsigned parking spaces had similar durations to vehicles in 2 hour parking spaces, meaning that existing parking restrictions do not have much of an effect on how long people park. Approximately 15% of vehicles in 2 Hour parking spaces were observed to park for a duration longer than 2 Hours, with some parking for a duration longer than 7 hours. Vehicles in municipal parking lots were observed to have significantly longer durations than on-street spaces, with 40% of vehicles parking for longer than 2 Hours. Duration by type of parking is shown in **Table 5**.

Table 5. Percent of Vehicles Parked by Duration and Type of Parking

Type of Parking	< 30 minutes	30-60 mins	1-2 hours	2+ hours
On-street – Unrestricted/Unsigned	58%	15%	14%	13%
On-street – 2 Hour	61%	12%	12%	15%
On-street – Handicap	62%	0%	15%	23%
<i>On-Street Parking Total</i>	<i>60%</i>	<i>13%</i>	<i>13%</i>	<i>14%</i>
Municipal Lot – Unrestricted/Unsigned	24%	19%	17%	40%
Municipal Lot – Handicap	0%	0%	0%	0%
<i>Municipal Parking Lot Total</i>	<i>24%</i>	<i>19%</i>	<i>17%</i>	<i>40%</i>

Parking analysis performed on Thursday May 8, 2014

Red denotes parking durations that exceed the posted regulations

Parking Lot Observations

All municipal (town-owned) parking lots and a number of private parking lots were observed during the parking study in order to understand their usage, and determine if there is any excess capacity available. A detailed breakdown of municipal and private lot occupancies can be found in **Appendix B**.

On-street parking is generally perceived as being more convenient, and will often have higher occupancy than off-street municipal or private lots, however, parking policies and management strategies can be changed to encourage use of off-street lots, and ensure that on-street spaces are available for business patrons. If both on- and off-street parking have high occupancy, strategies such as shared parking or leases of private off-street parking can be used to get more out of the existing capacity.

In Downtown Holliston, municipal parking lots vary in their usage. The Town Hall, Exchange Street, and Trailhead parking lots had peak occupancies between 50-60%, and average occupancies between 40-50%. Goodwill Park had a peak occupancy of 100% and an average occupancy of approximately 60%. Although the Goodwill Park lot was at capacity for some of the day, the park has a number of nearby on-street parking spaces (on Green Street) with adequate capacity to handle overflow parking.

Private parking lots also had a variety of usage throughout the day. The busiest parking lots were the First Congregational Church and the CVS Pharmacy. There were a number of small private parking lots throughout the Downtown with very low occupancy levels. Given the observed low public parking occupancy in Downtown Holliston, there is currently no need for the Town to lease private parking to supplement the existing parking capacity, or to implement shared parking techniques. If development increases and parking occupancy is near 85%, these techniques can be examined in the future.

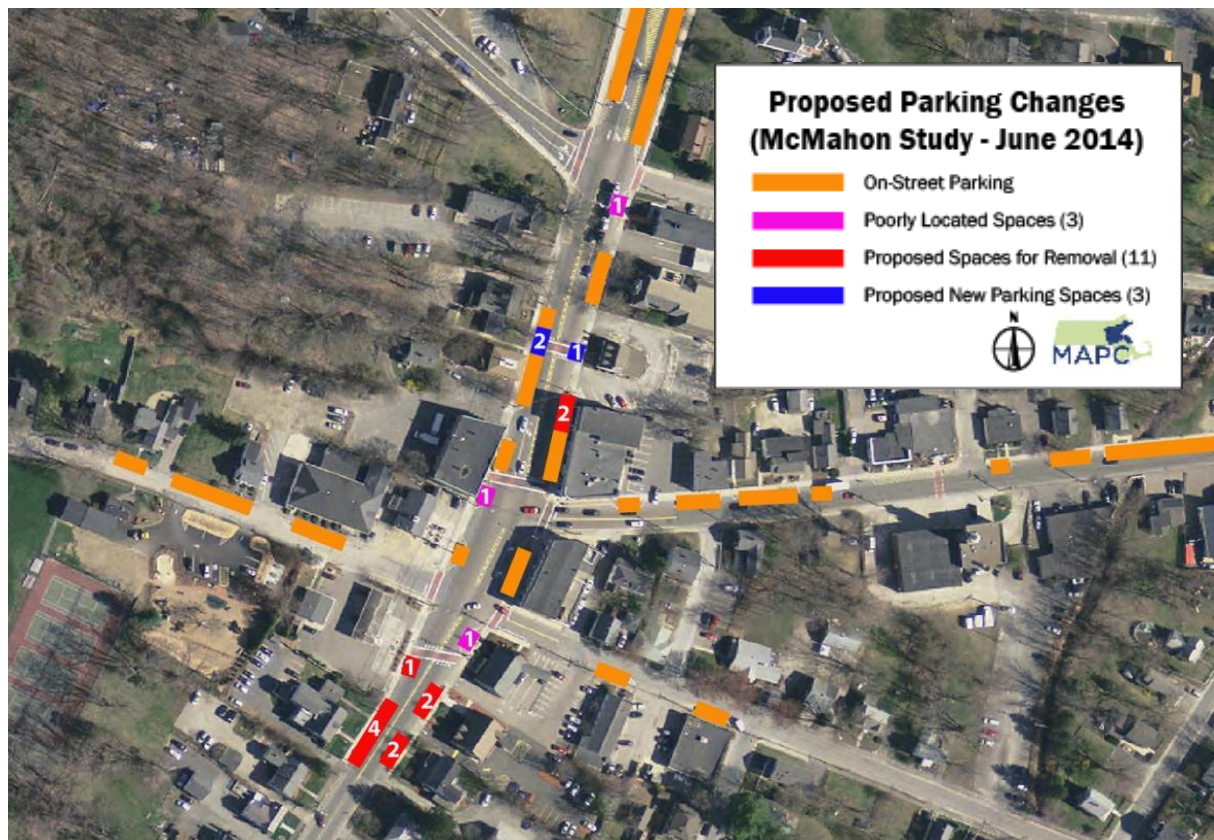
Impact of Proposed Loss of Parking Spaces

McMahon Associates, a local transportation engineering and planning consultant, was recently hired by the Town to make a series of recommendations aimed to improve the pedestrian experience in Downtown³. McMahon's preferred alternative includes a number of changes to the roadway, including the relocation of crosswalks and the addition of traffic signals along Washington Street. The proposed changes result in the net loss of 11 parking spaces along Washington Street, illustrated in **Figure 6**. All 10 parking spaces on Washington Street south of Exchange Street are proposed for removal, along with 4 spaces to the north of Central Street. The relocation of a crosswalk (currently located mid-block in front of Miller Wachman) will result in the addition of 3 spaces.

It should be noted that a number of the parking spaces along Washington Street proposed for removal have been identified as hazardous in recent studies, including the *Washington Street Road Safety Audit* published by Howard/Stein-Hudson Associates in 2012. The close location of the parking spaces to driveways, crosswalks, and intersections limits the ability of drivers to see other vehicles and pedestrians. These spaces are identified in Figure 6 as "Poorly Located Spaces" and are proposed for removal regardless of whether the McMahon recommendations move forward.

³ McMahon Associates. *Conceptual Design Report for the Washington Street Corridor Improvements*, February 2014. (figures updated May 15, 2014) and *Holliston Washington Street Corridor Additional Analysis*, June 5, 2014.

Figure 6 Proposed Parking Changes (McMahon Study)



MAPC has evaluated the potential loss of these parking spaces below. A detailed breakdown of the usage of the spaces proposed for removal is included in **Appendix C**.

Removal of 4 Spaces on Washington Street north of Central Street

West Side – There is 1 unrestricted/unsigned space designated for removal on the west side of Washington Street, located outside of the Superette Deli. The standalone space had an average occupancy of 54%, with the majority of vehicles parking for less than 30 minutes (although one vehicle was observed to park for 3.5 hours).

East Side – There are 3 spaces designated for removal on the east side of Washington Street, north of Central Street, 1 of which is handicap and 2 of which are unrestricted/unsigned. The handicap space is located directly south of Charles Street, and the two unrestricted/unsigned spaces are located outside of Fiske’s General Store. The handicap space was unutilized for the majority of the day, with only 1 vehicle utilizing the space. The unrestricted spaces had an average occupancy of 42%, with the majority of vehicles parking for less than 30 minutes (although one vehicle was observed to park for 2.5 hours).

Overall: The average occupancy of the spaces north of Central Street was relatively low, and the majority of vehicles utilizing these spaces were parked for short periods of time. Both the General Store and the Superette have large off-street parking lots that can handle additional demand, especially for longer durations, while nearby on-street parking spaces have additional availability for short duration trips.

Removal of 10 Spaces on Washington Street south of Green Street/Exchange Street

West Side – There are 5 spaces designated for removal on the west side of Washington, south of Green Street/Exchange Street, 4 of which are 2 Hour spaces and 1 of which is unrestricted/unsigned. The standalone space directly south of Green Street (currently unrestricted/unsigned) was occupied for nearly the entire observation period (8am-5pm) by one vehicle, likely an employee of a nearby business. The remaining 4 spaces had an average occupancy of 29%, with the majority of vehicles parking for less than 30 minutes (although 2 vehicles were observed to park between 2-3 hours). South of the designated parking spaces (in front of Holliston Dental), vehicles were observed to park illegally, partially on the road and partially on the sidewalk (as shown to the right). Enforcement in this area will be important if parking spaces are removed, and vehicles currently parking on-street will need to be relocated to private lots in the rear of the buildings, or nearby unrestricted on-street or municipal lot spaces.



East Side – There are 5 spaces designated for removal on the east side of Washington, south of Green Street/Exchange Street, 4 of which are unrestricted/unsigned and 1 of which is designated as a handicap space. The handicap space directly south of Exchange Street (in front of Santander Bank) was utilized by two vehicles during the observation period. One of these vehicles parked for a relatively short period of time (approximately 90 minutes) and the other vehicle was parked for nearly 5 hours. The 4 unrestricted/unsigned spaces in front of Middlesex Savings Bank had an average occupancy of 63%. However, 3 of the 4 spaces were occupied by the same vehicles all day. Vehicle durations in these spaces were 6 hours, 9.5 hours, and 10 hours. It is assumed that these spaces were occupied by local employees.

Overall: The average occupancy of the spaces south of Exchange Street was relatively low, and the majority of vehicles utilizing these spaces were likely local employees, parking for long periods of time. There are large private parking lots to the rear of the buildings that may be able to handle additional demand if these spaces are removed, and the Santander and Middlesex Savings Banks were observed to have ample capacity to handle additional demand. In addition, there is a municipal parking lot on Exchange Street that has adequate capacity to handle additional employee or customer parking.

Addition of 3 Spaces north of Central Street

Three spaces will be added midblock between Hollis Street and Central Street, at the location of an existing crosswalk that will be relocated. These three spaces will help supplement the nearby spaces that will be removed and will help provide convenient short term parking for local businesses such as the General Store, Kamala, and the Superette.

Parking Observations and Recommendations

Throughout this parking study, a number of observations were made about the current state of parking in Downtown Holliston and recommendations were made where appropriate:

➤ Create a 1 Hour or 2 Hour Parking Regulation for Central Business District

As shown previously, on street parking mainly consists of unrestricted/unsigned spaces, although there are also 2 Hour (8am-6pm) and handicap parking spaces. There appears to be no consistency regarding where 2 Hour regulations are placed, which can result in driver confusion and/or drivers ignoring the regulations completely.

Recommendation:

*Implement a consistent 1 Hour or 2 Hour regulation for the central Downtown Holliston business district, leaving currently underutilized spaces on the perimeter of the downtown as unrestricted spaces. This would encourage turnover and free up parking for shopping and dining in the core business district, while encouraging long-term parking in on-street spaces a block or two away from popular destinations, as well as public and private off-street lots. Update all signage to reflect this change, and replace old signs with updated parking signage (see below for examples of existing signage). **Figure 7** illustrates the existing parking regulations in the study area, along with an illustration of 2 Hour parking in the central business zone. The Town may also consider certain locations that may be appropriate for very short term parking (15 or 30 minutes) in front of appropriate businesses. Too many parking restrictions throughout the Downtown may cause confusion, however, so serious consideration should be given to the necessity of these short term spaces and effect on the Downtown parking district as a whole.*



Existing parking signage in Downtown Holliston

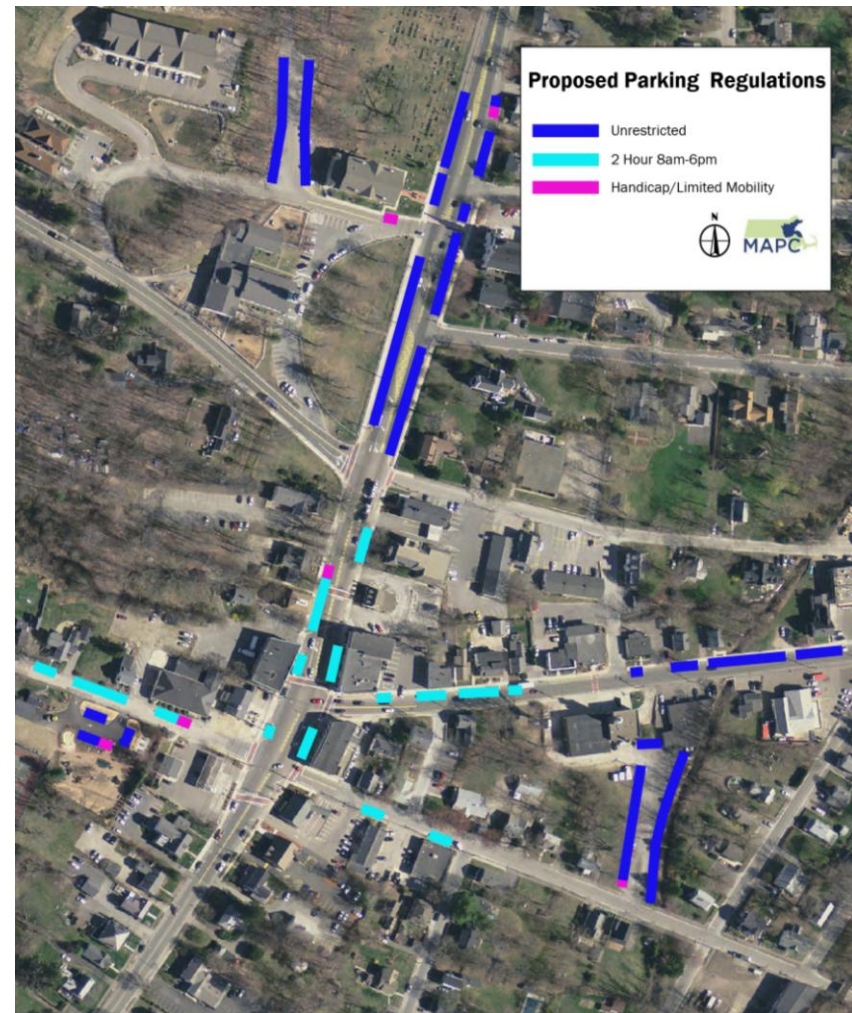
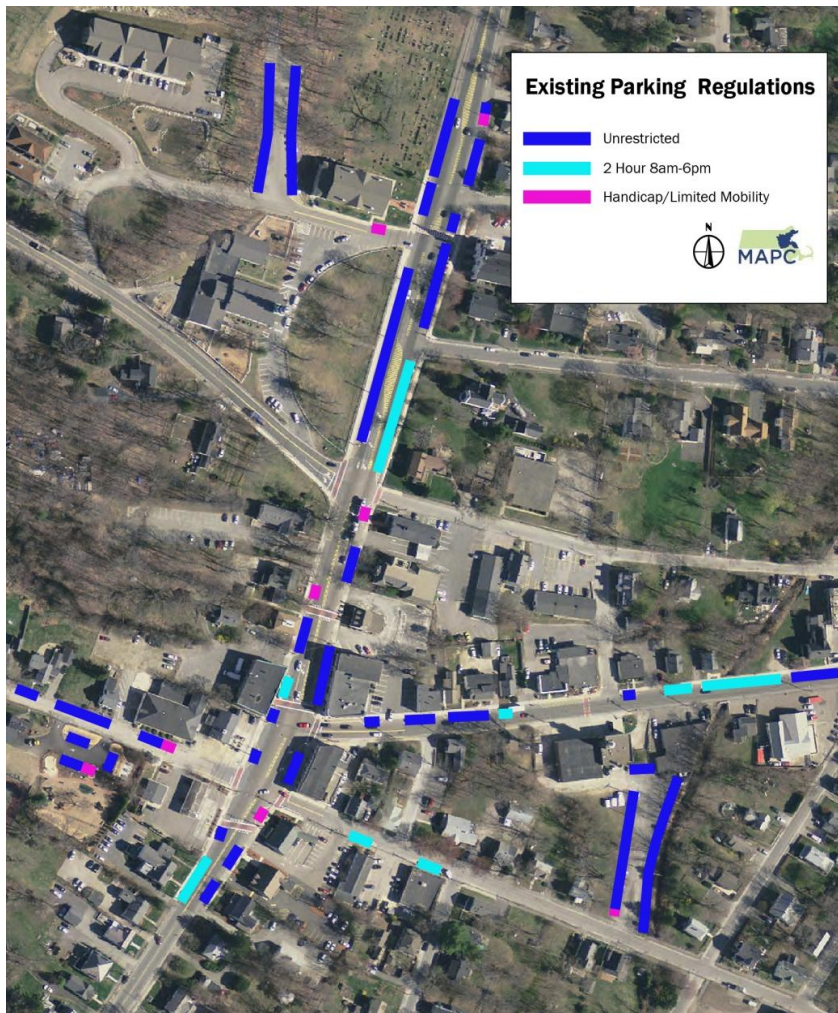
➤ Increase On-Street Parking Enforcement to Discourage Long Term Parking

Currently, with the majority of Downtown Holliston having unrestricted/unsigned on-street parking spaces, there are a number of vehicles parking on-street for long periods of time, likely local employees.

Recommendation:

If the parking regulations are updated to reflect 2 Hour parking in the core business district, enforcement will be required to keep employees from parking in prime on-street spaces, so that those on-street spaces are available for business patrons.

Figure 7 Existing and Proposed Parking Regulations



➤ Improve Pedestrian Access and Safety

Washington Street is the major roadway running through Downtown Holliston. Vehicle speeds, although close to or below the 30 MPH speed limit, seem too high for a downtown environment. In addition, there are a large number of trucks/heavy vehicles, and few vehicles stop for pedestrians in the crosswalk, creating an atmosphere that is potentially dangerous for pedestrians and discourages non-vehicular activity like walking and biking.

Recommendation:

Continue to work to implement pedestrian safety improvements and slow vehicular traffic. The McMahon Associates proposal for intersection improvements and signal installation will help pedestrians safely cross the roadway.

➤ Reduce Lane Widths on Washington Street

As mentioned above, safety on Washington Street could be improved if vehicles travel at a lower speed. With the proposed signal improvements, speeds should decrease in the center of town. However, the areas immediately to the north and south of town may still face higher speeds. To the north of the downtown, a very wide roadway and limited on-street parking demand creates a highway atmosphere.

Recommendation:

Consider narrowing Washington Street near the Town Hall, or installing a grass or landscape median to narrow the travel lanes and create a visual cue to drivers that they are entering a downtown area and should decrease their vehicle speed. For Washington Street near Town Hall where on-street parking has very low utilization, consider using paint or a different pavement texture to visually distinguish the parking areas from the travel lanes (shown in the image to the right).

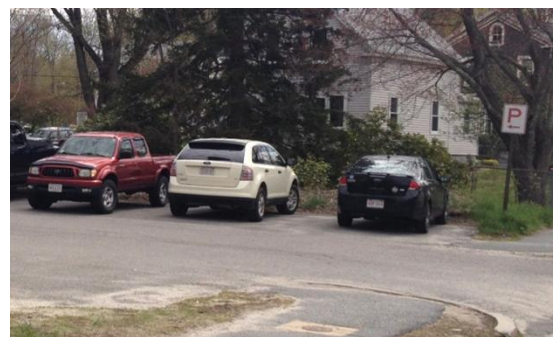


➤ Improve Condition of the Exchange Street Lot

The Exchange Street parking lot was observed throughout the day to have low vehicle occupancy levels. There are a number of improvements that could be made to encourage use of this parking lot.

Recommendations:

1. *Stripe the parking lot. Currently there are no lines within the parking lot to denote where the spaces are located, making the parking lot operate less efficiently as vehicles tend to allow excess space between their vehicles (shown in the image to the right).*



2. *Improve signage to the lot. Currently, there is a very small "P" parking sign (shown in the image above) at the entrance to the lot. Visitors to Holliston would likely be unable to find the parking lot, or would be cautious to*

park in the lot as there are very few visual cues to identify the lot as public parking (no lighting, striping, or welcoming signage)

3. *Clear debris from the lot. On the observation day, there were materials blocking some of the parking spaces within the lot. Remove debris and construction material from the lot to make it more welcoming and to encourage use within the lot.*



4. *Enforce Parking Rules within the Lot. There were a number of vehicles parked in the lot when the parking observations began at 7am, and they remained in the lot when the observations ended at 7pm. These vehicles were parked in the vicinity of the mechanic shop at the rear of the Exchange Street parking lot (shown in the image below). There are signs posted within the lot currently stating “Vehicles left over 12 hours will be subject to tow at owner’s expense”. Although there is clearly capacity to handle vehicles within this lot currently, it is to the Town’s advantage to enforce posted rules and discourage the current trend of illegal overnight and long-term parking. The Town should consider an agreement with the mechanics shop, and others that may be interested, to allow them to lease space in the municipal lot for long-term parking, in exchange for a fee.*



➤ Improve Condition of Town Hall and Trailhead Lot

The Town Hall and Trailhead lots could use updating to improve pavement condition, add striping to designate parking spaces, and add signage and lighting to encourage use and provide a safe environment for users of the lot.

Recommendation:

Prioritize maintenance and improvements within the municipal parking lots, to encourage use and make the lots more efficient and welcoming.

Summary and Next Steps

The results of this parking study show that there is adequate on- and off-street parking in Downtown Holliston. During observations, the average parking occupancy was 28% for on-street spaces, and 44% for municipal parking lots. Peak parking occupancy was 39% for on-street spaces, and 54% for municipal parking lots, resulting in significant excess capacity even during the peak periods.

Since peak period occupancy levels are below the target level of 85%, the area is able to handle additional demand within the existing parking supply. There is a perceived lack of parking in Downtown Holliston by local business owners, employees, and residents. However, this parking study indicates there are generally adequate numbers of available parking spaces within a 1-2 minute walk of all businesses in the area. Business patrons desire a parking space right outside of the business that they wish to visit, and generally when that is not available, it exacerbates the perceived lack of parking availability. The Town should work with the local residents, business owners, and business patrons to highlight the parking availability, and although parking may not be available right outside of the desired destination, it may be available on the next block or around the corner.

MAPC also reviewed the impact of the proposed loss of 11 parking spaces in the Downtown area. Many of the spaces proposed for removal were utilized for short periods of time (generally less than 30 minutes) and many others were being utilized by local employees for long periods of time or the whole day. Employees currently utilizing these spaces should be directed to nearby municipal parking or private parking lots behind the many businesses in the area. Business patrons will be able to utilize nearby on-street parking, municipal lots, and/or private business parking lots. Although the removal of the spaces will be an inconvenience and may require a walk of 1 or 2 minutes to a destination, there is an adequate amount of parking to accommodate the relocation of parking demand.

MAPC is recommending that the Town, in partnership with local businesses, take a number of steps to improve parking in Downtown Holliston:

- Create a 1 Hour or 2 Hour Parking Regulation for Central Business District
- Increase On-Street Parking Enforcement to Discourage Long Term Parking
- Improve Pedestrian Access and Safety
- Reduce Lane Widths on Washington Street
- Improve Condition of the Exchange Street Lot
- Improve Condition of Town Hall and Trailhead Lot

There are a number of parking recommendations in this study that are low-cost, and can be implemented in the near term. These include changing the parking regulations in the business district, and increasing enforcement to discourage long-term parking in on-street parking spaces. Longer term improvements include roadway improvements on Washington Street and improvements to the municipal parking lots. The recommendations within this report will help the existing businesses in Downtown Holliston and the residents, employees and patrons who frequent this area.

Appendix A

Parking Capacity and Regulations

Appendix A. Study Area Parking Capacity and Regulations ¹

Location	Type of Parking			
	Unrestricted	Private	2 Hour (8am-6pm)	Handicap/ Limited Mobility
On-Street Parking				
Central Street - North Side (btwn Washington and Maeder Row)	6	-	1	-
Central Street - North Side (btwn Maeder Row and Fruit)	5	-	9	-
Exchange Street - South Side (btwn Washington and Mechanic)	-	-	4	-
Green Street - North Side (West of Washington)	8	-	-	1
Washington Street - West Side (North of Town Hall Driveway)	9	-	-	-
Washington Street - West Side (btwn Town Hall and Hollis)	13	-	-	-
Washington Street - West Side (btwn Hollis and Green)	5	-	2	1
Washington Street - West Side (South of Green)	1	-	4	-
Washington Street - East Side (North of Elm)	4	-	-	1
Washington Street - East Side (btwn Elm and Church)	16	-	-	-
Washington Street - East Side (btwn Church and Charles)	-	-	9	-
Washington Street - East Side (btwn Charles and Central)	8	-	-	1
Washington Street - East Side (btwn Central and Exchange)	3	-	-	-
Washington Street - East Side (South of Exchange)	4	-	-	1
Town Hall Driveway	-	-	-	1
On-Street Parking Total (117 spaces)	82	-	29	6

Location	Type of Parking			
	Unrestricted	Private	2 Hour (8am-6pm)	Handicap/ Limited Mobility
Municipal Parking				
Municipal Lot: Town Hall ²	44	-	-	-
Municipal Lot: Goodwill Park (Green Street)	8	-	-	2
Municipal Lot: Exchange Street ²	62	-	-	1
Municipal Lot: Trailhead ²	22	-	-	-
Municipal Parking Total² (139 spaces)	136	-	-	3

Location	Type of Parking			
	Unrestricted	Private	2 Hour (8am-6pm)	Handicap/ Limited Mobility
Private Parking				
First Congregational Church	-	39	-	4
Office Building (747 Washington)	-	31	-	1
Miller Wachman LLP	-	20	-	-
Kamala	-	4	-	-
Tenant Parking behind Kamala	-	4	-	-
Fiske's General Store Building	-	18	-	1
Superette Deli	-	36	-	-
Santander Bank	-	22	-	1
Middlesex Savings Bank	-	18	-	1
Chesmore Funeral Home	-	35	-	2
Applewood Survey Company	-	8	-	-
Hollis Plaza	-	26	-	-
CVS Pharmacy	-	19	-	-
Casey's Pub	-	30	-	-
Private Parking Total (320 spaces)	-	310	-	10

¹ Parking regulations documented in May, 2014

² Number of spaces is approximate as parking space dimensions are not designated or striped, resulting in slightly varied capacities throughout the day.

Location	Type of Parking			
	Unrestricted	Private	2 Hour (8am-6pm)	Handicap/ Limited Mobility
Summary Table				
On-Street Parking (117 spaces)	82	-	29	6
Municipal Parking (139 spaces)	136	-	-	3
Private Parking (320 spaces)	-	310	-	10
Total Observed Parking (576 spaces)	218	310	29	19

Appendix B

Detailed Parking Occupancy

Appendix B. Detailed Parking Occupancy¹

Location	Parking Regulation	Capacity	Occupancy		
			Daily Average	Peak Period (10:30 am)	Peak Period (4:00 pm)
On-Street Parking					
Central Street - North Side (btwn Washington and Maeder Row)	Unrestricted	6	63%	67%	67%
	2 Hour (8am-6pm)	1	63%	100%	100%
Central Street - North Side (btwn Maeder Row and Fruit)	2 Hour (8am-6pm)	9	5%	11%	0%
	Unrestricted	5	8%	0%	20%
Exchange Street - South Side (btwn Washington and Mechanic)	2 Hour (8am-6pm)	4	50%	75%	75%
Green Street - North Side (West of Washington)	Unrestricted	8	28%	0%	75%
	Handicap	1	0%	0%	0%
Washington Street - West Side (North of Town Hall Driveway)	Unrestricted	9	9%	11%	11%
Washington Street - West Side (btwn Town Hall and Hollis)	Unrestricted	13	2%	15%	8%
Washington Street - West Side (btwn Hollis and Green)	Unrestricted	5	53%	80%	80%
	2 Hour (8am-6pm)	2	60%	100%	50%
	Handicap	1	21%	0%	0%
Washington Street - West Side (South of Green)	2 Hour (8am-6pm)	4	29%	25%	50%
	Unrestricted	1	79%	100%	100%
Washington Street - East Side (North of Elm)	Unrestricted	4	10%	0%	0%
	Handicap	1	33%	0%	100%
Washington Street - East Side (btwn Elm and Church)	Unrestricted	16	8%	0%	6%
Washington Street - East Side (btwn Church and Charles)	2 Hour (8am-6pm)	9	53%	78%	56%
Washington Street - East Side (btwn Charles and Central)	Unrestricted	8	45%	50%	50%
	Handicap	1	25%	0%	100%
Washington Street - East Side (btwn Central and Exchange)	Unrestricted	3	82%	100%	100%
Washington Street - East Side (South of Exchange)	Unrestricted	4	63%	100%	50%
	Handicap	1	54%	0%	100%
Town Hall Driveway	Handicap	1	29%	100%	100%
On-Street Parking Total		117	28%	33%	38%

Location	Parking Regulation	Capacity	Occupancy		
			Daily Average	Peak Period (10:30 am)	Peak Period (4:00 pm)
Municipal Parking					
Town Hall ²	Unrestricted	44	40%	50%	48%
Goodwill Park (Green Street)	Unrestricted	8	57%	88%	100%
	Handicap	2	0%	0%	0%
Exchange Street ²	Unrestricted	62	47%	53%	47%
	Handicap	1	0%	0%	0%
Trailhead ²	Unrestricted	22	44%	59%	50%
Municipal Parking Total ²		139	44%	54%	50%

Location	Parking Regulation	Capacity	Occupancy		
			Daily Average	Peak Period (10:30 am)	Peak Period (4:00 pm)
Private Parking					
First Congregational Church	Private	39	59%	97%	64%
	Handicap/ Limited Mobility	4	9%	25%	0%
Office Building (747 Washington)	Private/ 1 Handicap	32	7%	-	13%
Miller Wachman LLP	Private	20	23%	-	30%
Kamala	Private	4	47%	-	75%
Tenant Parking behind Kamala	Private	4	52%	-	50%
Fiske’s General Store Building	Private	18	43%	-	33%
	Handicap	1	13%	-	0%
Superette Deli	Private	36	22%	-	22%
Santander Bank	Private/ 1 Handicap	23	50%	-	65%
Middlesex Savings Bank	Private/ 1 Handicap	19	37%	-	37%
Chesmore Funeral Home	Private/ 2 Handicap	37	7%	-	14%
Applewood Survey Company	Private	8	6%	-	0%
Hollis Plaza	Private	26	47%	-	73%
CVS Pharmacy	Private	19	61%	-	74%
Casey’s Pub	Private	30	20%	-	17%
Private Parking Total		320	33%	-	37%

¹ Parking analysis performed on Thursday May 8, 2014.

² Number of spaces is approximate as parking space dimensions are not designated or striped, resulting in slightly varied capacities throughout the day.

Red text indicates areas with a parking occupancy greater than 80%.

Appendix C

Detailed Usage Analysis of Spaces Proposed for Removal

Appendix C. Detailed Usage Analysis of Parking Spaces Proposed for Removal

Parking Space Proposed for Removal	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	1:00	1:30	2:00	2:30	3:00	3:30	4:00	4:30	5:00	5:30	6:00	6:30		
Washington Street (west side), outside Deli																										
Unrestricted 1					<30 mins		30-60 mins				<30 mins	<30 mins	<30 mins			180-210 mins / 3-3.5 hours										
Washington Street (west side), south of Green Street																										
Unrestricted 2				540-570 mins / 9-9.5 hours																						
2 Hr 8am-6pm 1									<30 mins										150-180 mins / 2.5-3 hours							
2 Hr 8am-6pm 2										<30 mins					<30 mins							60-90 mins		<30 mins		
2 Hr 8am-6pm 3																										
2 Hr 8am-6pm 4				<30 mins			30-60 mins		<30 mins	30-60 mins	<30 mins					120-150 mins / 2-2.5 hours					<30 mins	<30 mins				
Washington Street (east side), south of Charles Street																										
Handicap 1																	150-180 mins / 2.5-3 hours									
Washington Street (east side), outside of Fiske's General Store																										
Unrestricted 1							<30 mins	<30 mins	<30 mins		<30 mins	<30 mins	<30 mins		<30 mins							60-90 mins				
Unrestricted 2									<30 mins		<30 mins	30-60 mins	<30 mins								120-150 mins / 2-2.5 hours					
Washington Street (east side), south of Exchange Street																										
Handicap 2				60-90 mins													270-300 mins / 4.5-5 hours									
Unrestricted 1				570-600 mins / 9.5-10 hours																						
Unrestricted 2					<30 mins			<30 mins	30-60 mins			30-60 mins	<30 mins										30-60 mins			
Unrestricted 3			330-360 mins / 5.5-6 hours																							
Unrestricted 4			540-570 mins / 9-9.5 hours																							