

Downtown Humphrey Street Parking Analysis

Presentation to the Board of Selectmen

June 6, 2018



Agenda

- Introduction
 - Metropolitan Area Planning Council
 - Project Team
 - Parking Studies
- Scope of Work
- Study Area
- Survey Results
- Data Analysis
- Observations
- Recommendations
- Feedback & Questions



Who We Are

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.

Project Team

Sarah Lee

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

*Previously engaged in the Swampscott
Master Plan (2016) & Swampscott Vision
and Action Plan (2012)*

Kasia Hart

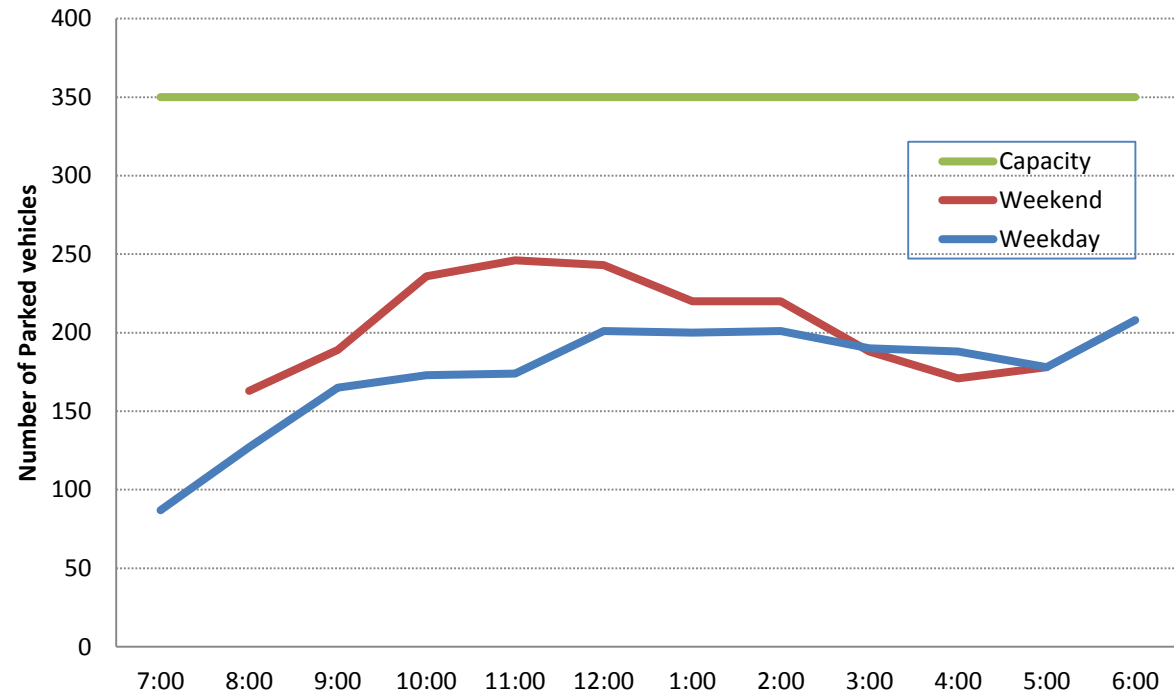
*Transportation Coordinator, specializing in
Parking, Bicycle Share and Transportation
Policy*

SWAMPSCOTT 2025 THE MASTER PLAN



Parking Studies – What We Do

We partner with municipal leaders and staff to help cities, towns, and neighborhoods get to the root of parking challenges...



Parking – In General...

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

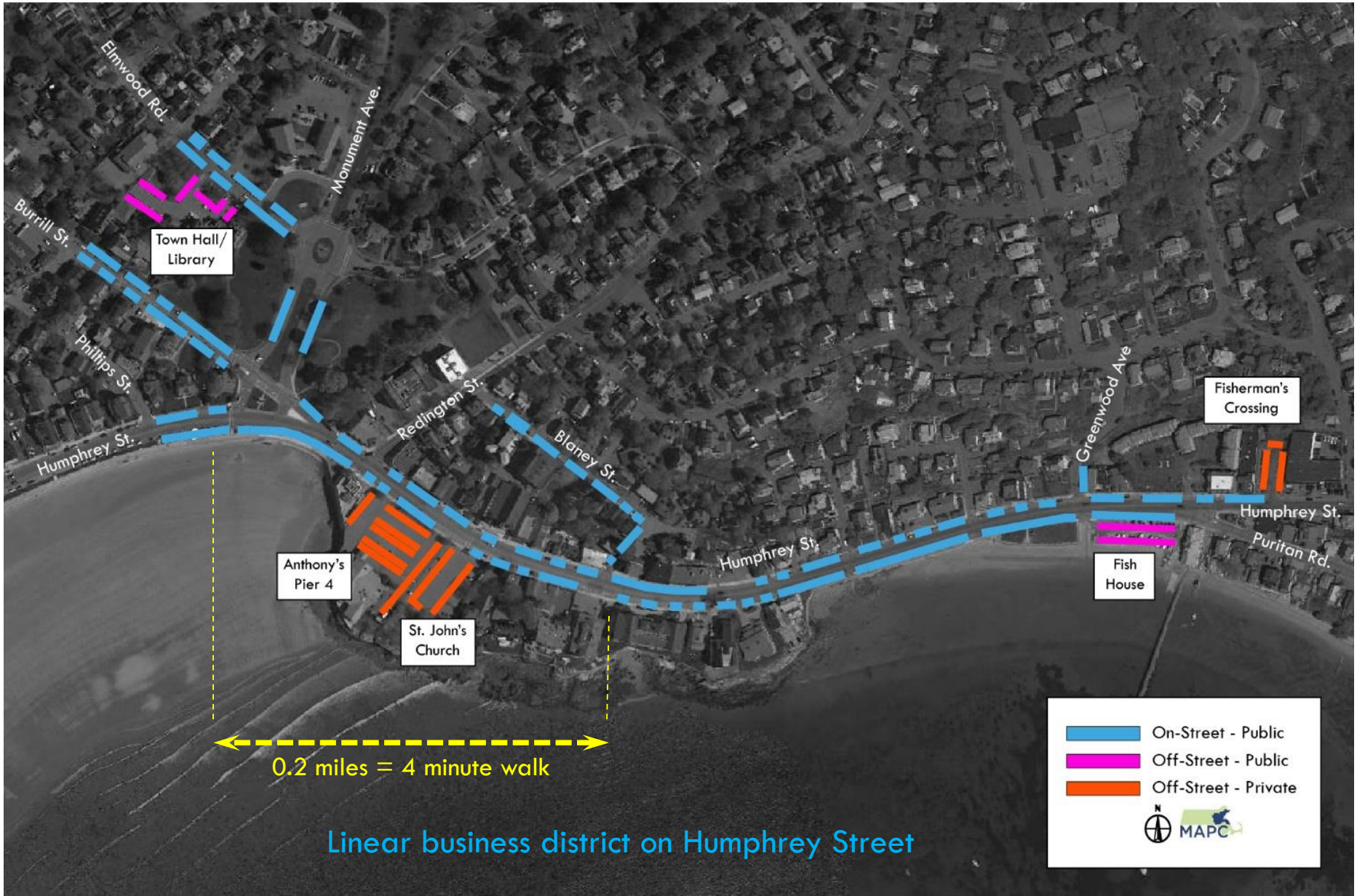
Scope of Work

- Preliminary Data Collection
 - Existing Capacity & Regulations
- Online/Paper Survey
- Fieldwork (8am-8/10pm)
 - Summer Weekday: July
 - Summer Saturday: July
 - Fall Weekday: October
 - Fall Saturday: November
- Mapping
 - Occupancy vs. Capacity
 - Duration
- Analysis and Evaluation
- Public Presentation (April)
- Final Technical Memorandum



[This analysis is being conducted by MAPC at no cost to the Town](#)

Study Area





Survey



Survey Results

- Distributed Fall 2017
- 528 Total respondents
 - 87% Residents
 - 37% Customer/Visitors
 - 6% Business Owners/
Employees
- 19 Questions
- Online and paper copies

DOWNTOWN HUMPHREY STREET PARKING ANALYSIS

DATE: _____ NOTES: _____

The Town of Swampscott, in coordination with the Metropolitan Area Planning Council (MAPC), is conducting a parking analysis in the historic downtown Humphrey Street area. The purpose of this survey is to help the Town of Swampscott better understand current parking conditions in the downtown area and to develop strategies for improving access to parking. Contact Pete Kane (pkane@town.swampscott.ma.us) or Sarah Lee by email (slee@mapc.org) for further details. Please return survey responses to Town Hall, Planning Dept, 22 Monument Ave, Swampscott, MA 01907 by Wednesday, November 22, 2017.

1. Select your primary role as a member of the **Swampscott community**. (Check all options that apply)

- I am a business owner in downtown Humphrey Street
- I am a business employee in downtown Humphrey Street
- I am a business owner in Swampscott (outside of downtown Humphrey Street)
- I am a business employee in Swampscott (outside of downtown Humphrey Street)
- I work for a religious organization in downtown Humphrey Street
- I am a Town employee
- I am a resident of downtown Humphrey Street
- I am a resident of Swampscott (outside of the downtown)
- I am a customer/visitor in downtown Humphrey Street

2. Do you think downtown Humphrey Street has enough public parking?

- Yes
- No
- Don't Know

3. How do you typically get to downtown Humphrey Street? (Check all options that apply)


- Drive
- Carpool
- Ride a bike
- Walk
- Public Transportation
- Other:

4. Do you drive and have regular access to a car? (If no, skip to Q16)

- Yes
- No

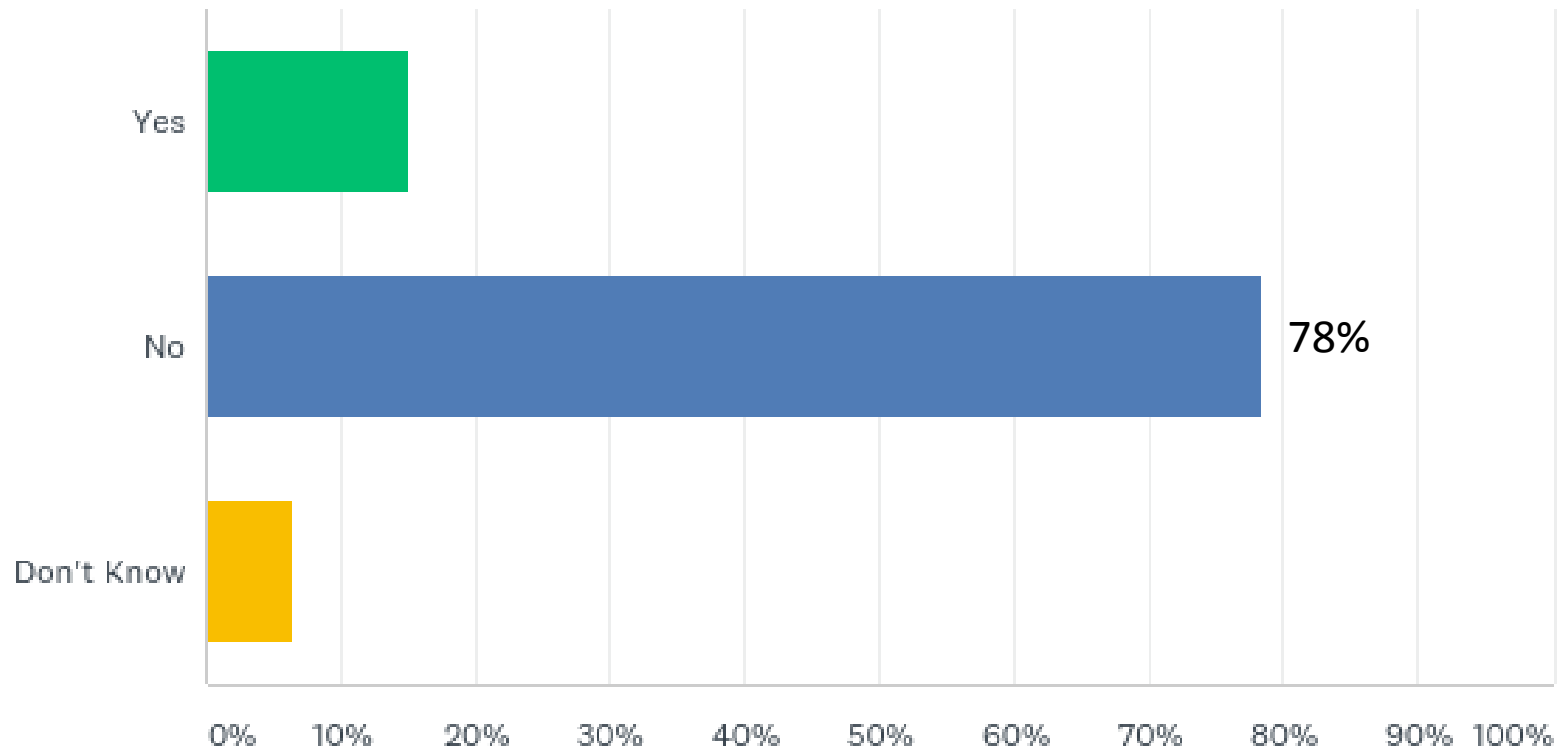
5. Where do you park most often in downtown Humphrey Street?

- On-Street
- Public Parking Lot
- Private Parking Lot
- Other



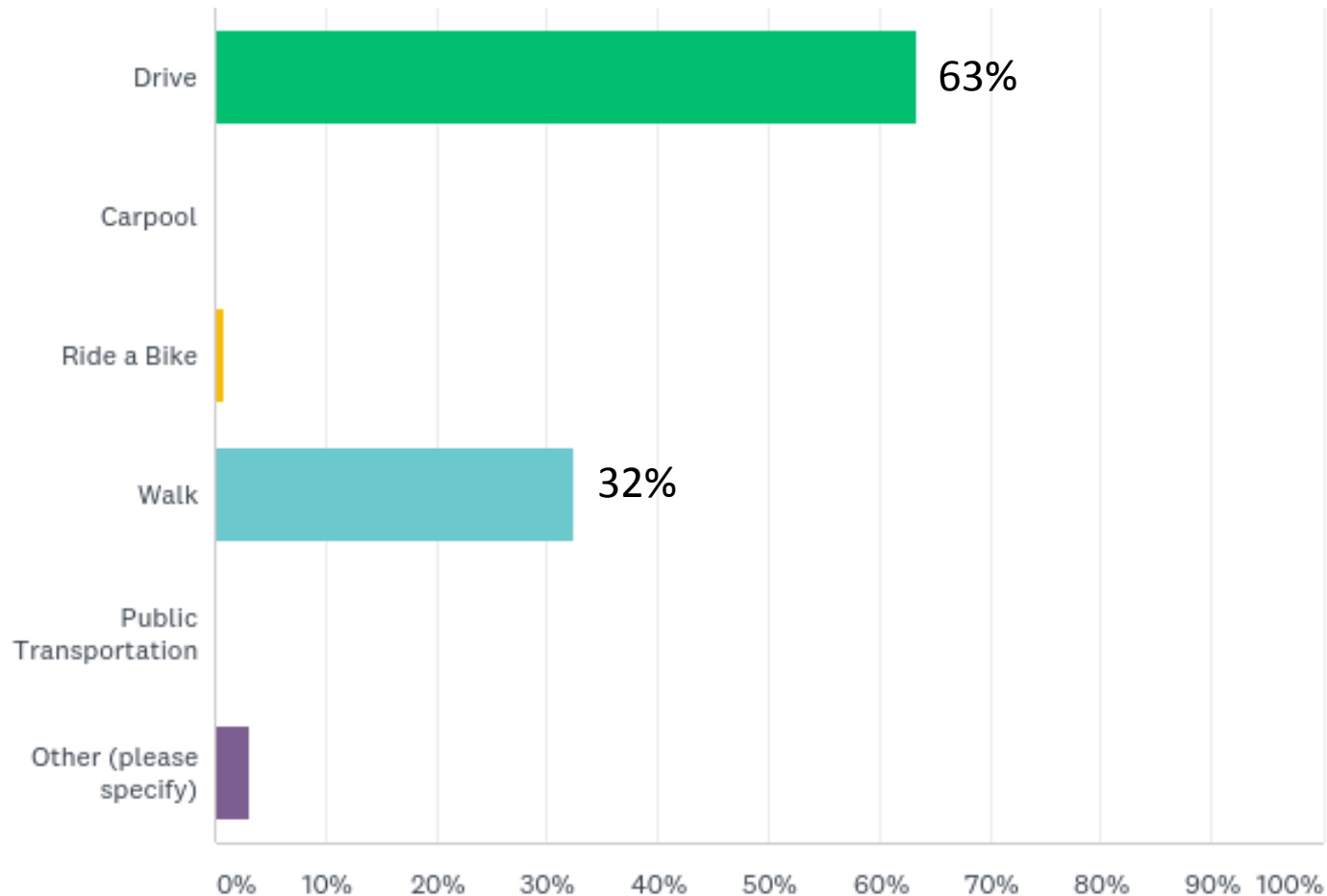
Survey Results

Q2: Do you think downtown Humphrey Street has enough public parking?



Survey Results

Q3: How do you primarily access downtown Humphrey Street?



Open Response

Open up Church,
& Anthony's lots
to the public

Charge for
parking

Consider angled
parking

Need more
ticketing of long-
term parkers

Employees
parking on-
street all day

Parking not a
problem –
spaces available
a block away

Difficult to park
near library
during the day

Don't allow
boats to park at
Fish House lot for
months

Data Analysis



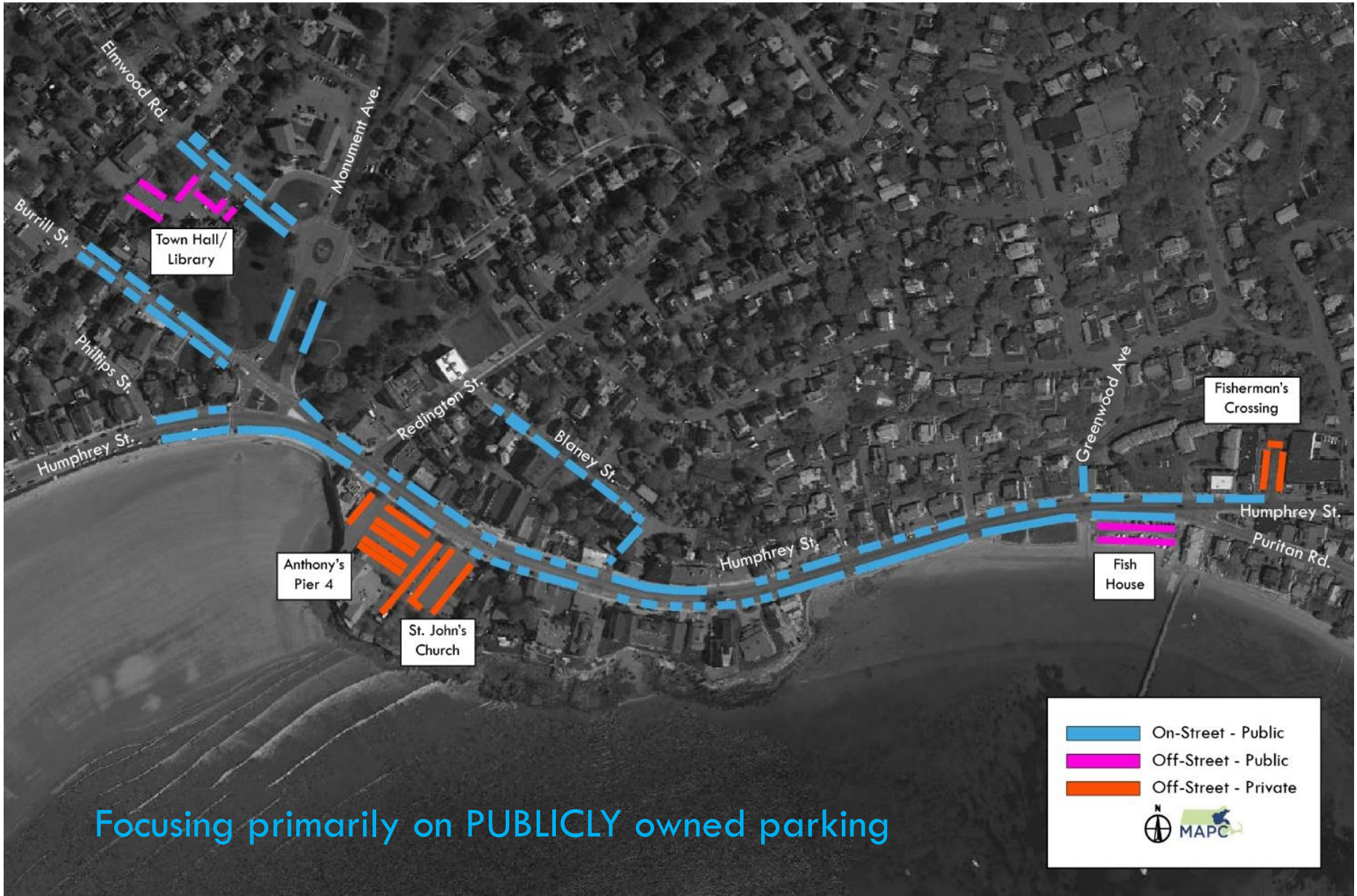
Data Collection



Determine:

- Parking Regulations
- Occupancy vs. Capacity
- Duration
- Peak Areas
- Enforcement

Study Area



Existing Parking Conditions



Parking Study

Study Area Capacity = 553 Parking Spaces

Public On-Street = 280 (51% of total)

- » 2 hour / 1 hour / 30 Min / 15 min
- » Unrestricted / Unsigned
- » Residential Permit / School Permit
- » Handicap
- » Loading

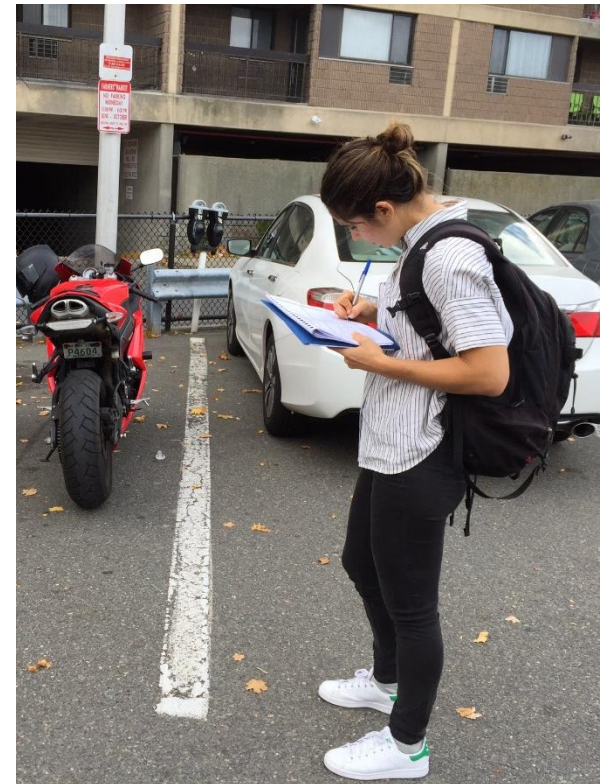
Public Off-Street Lots = 82 (15% of total)

- » Town Hall/Library
- » Fish House

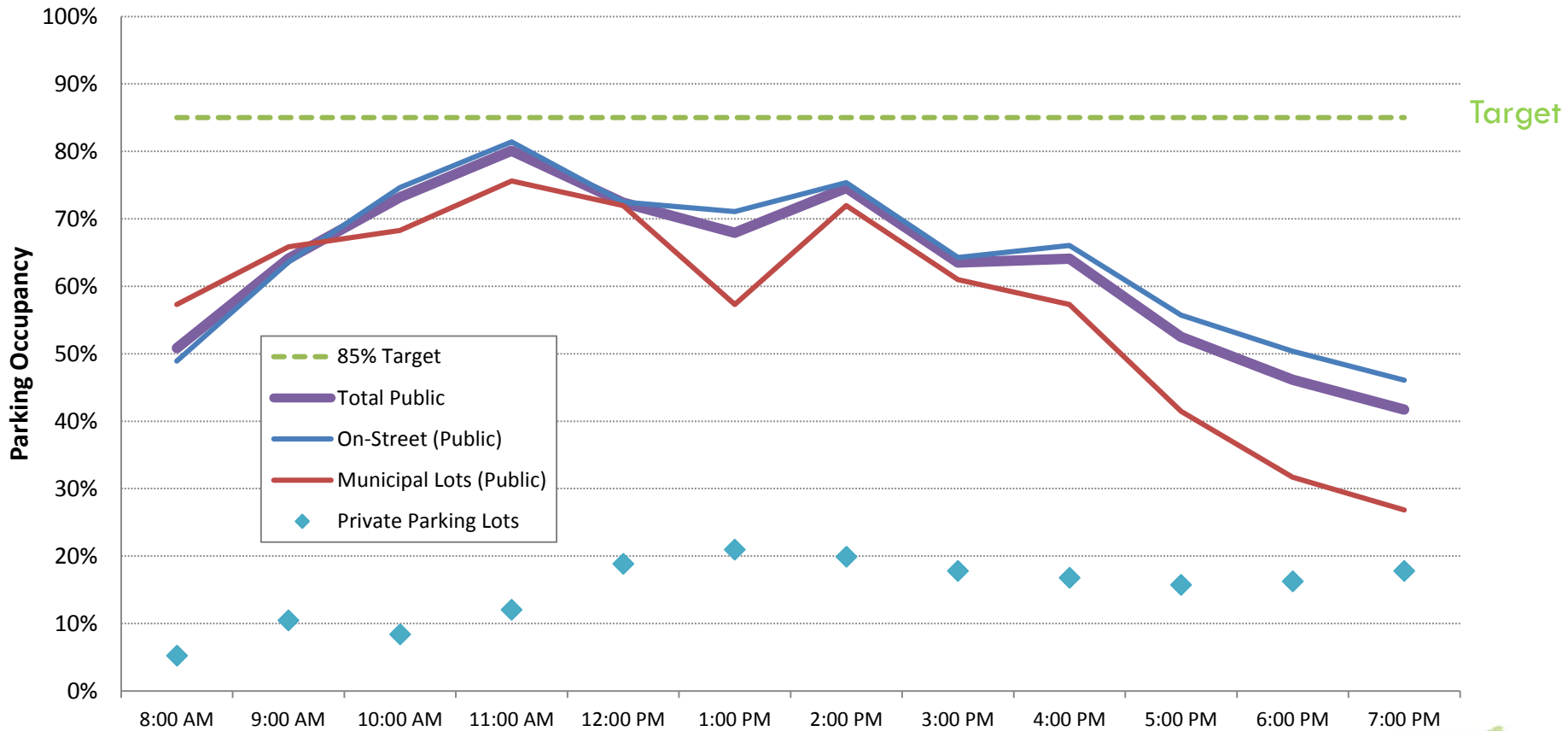
Private = 191 (34% of total)

- » Fisherman's Crossing
- » Anthony's Pier 4
- » St. John's Church

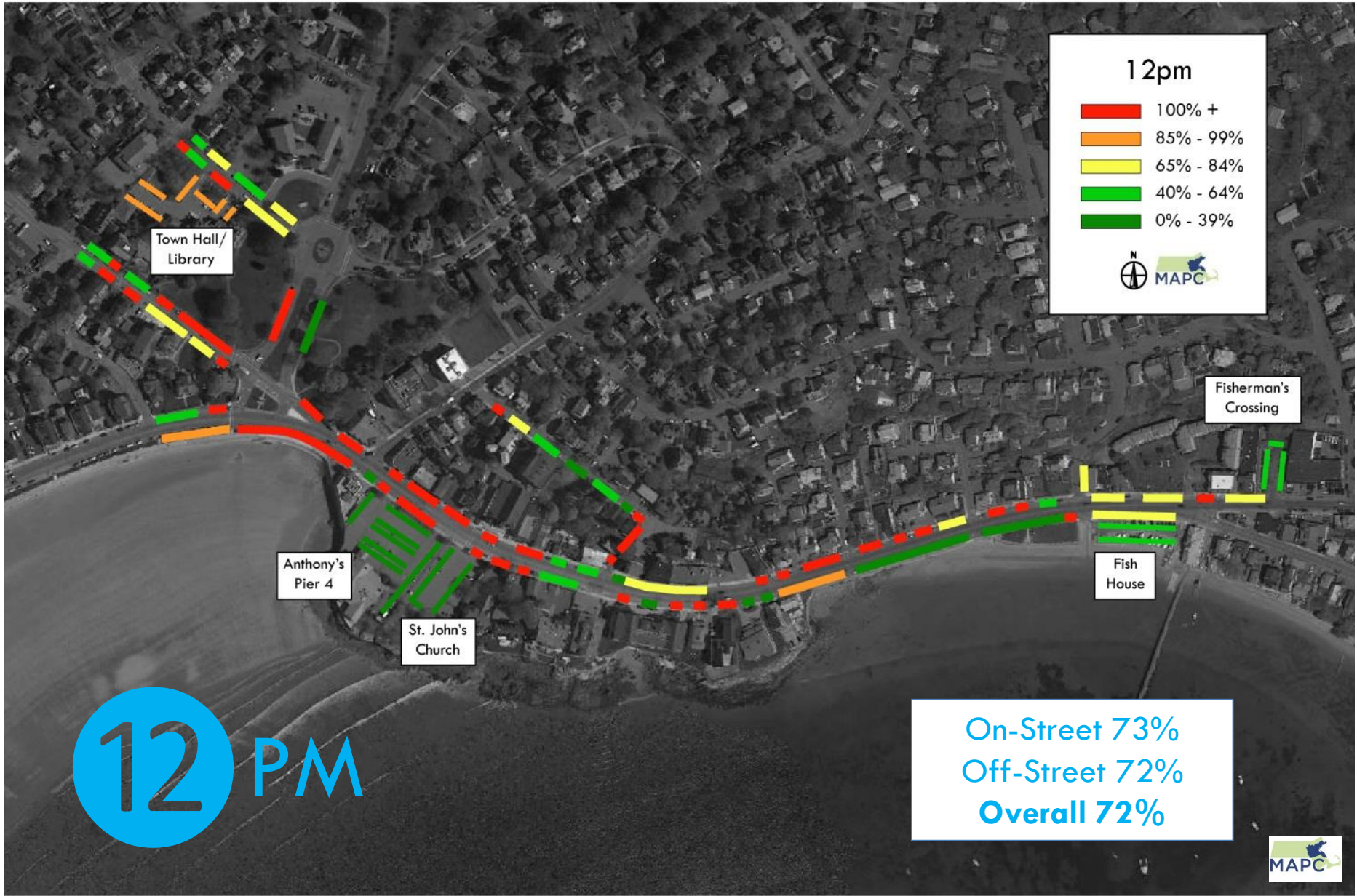
Data Collection



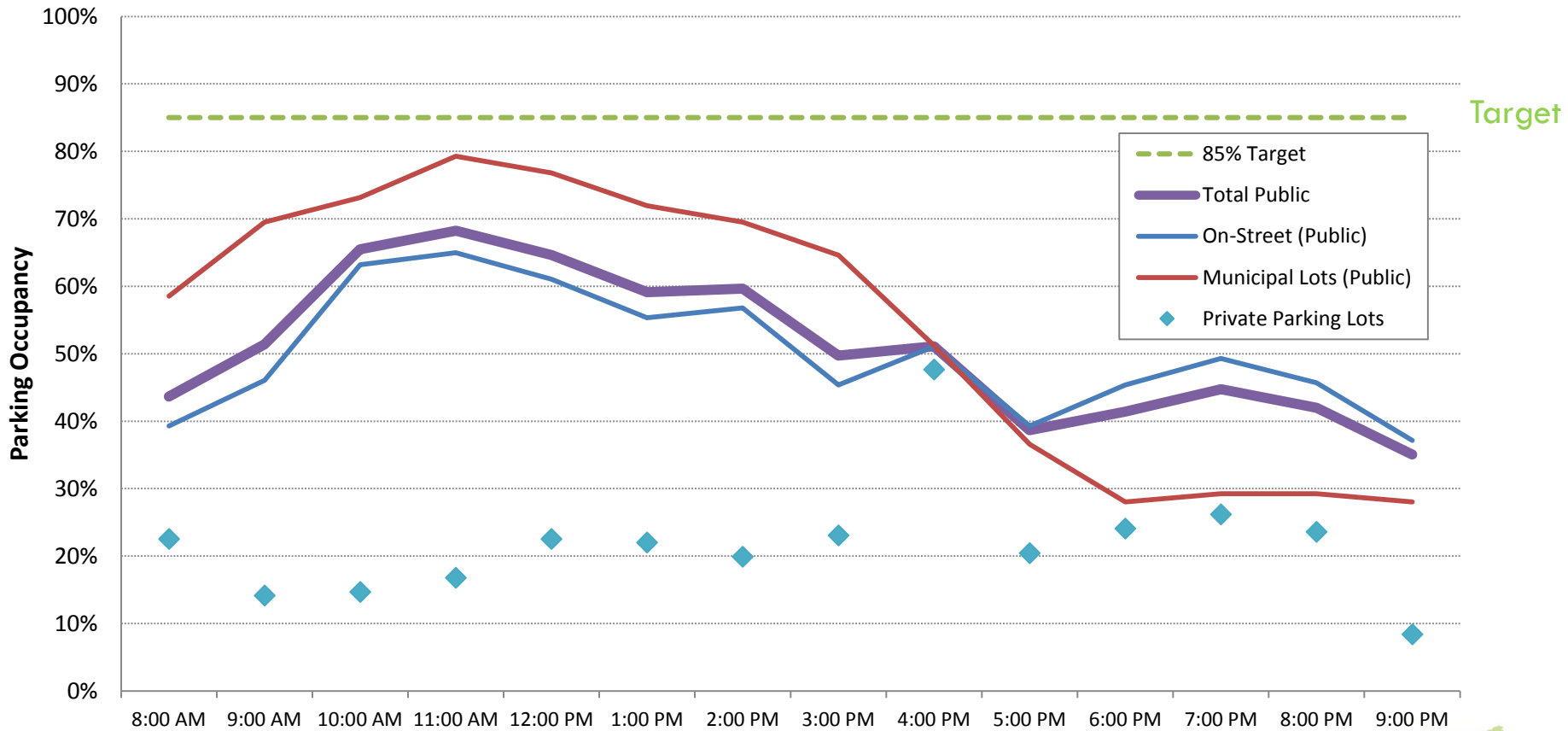
Fall Weekday Occupancy



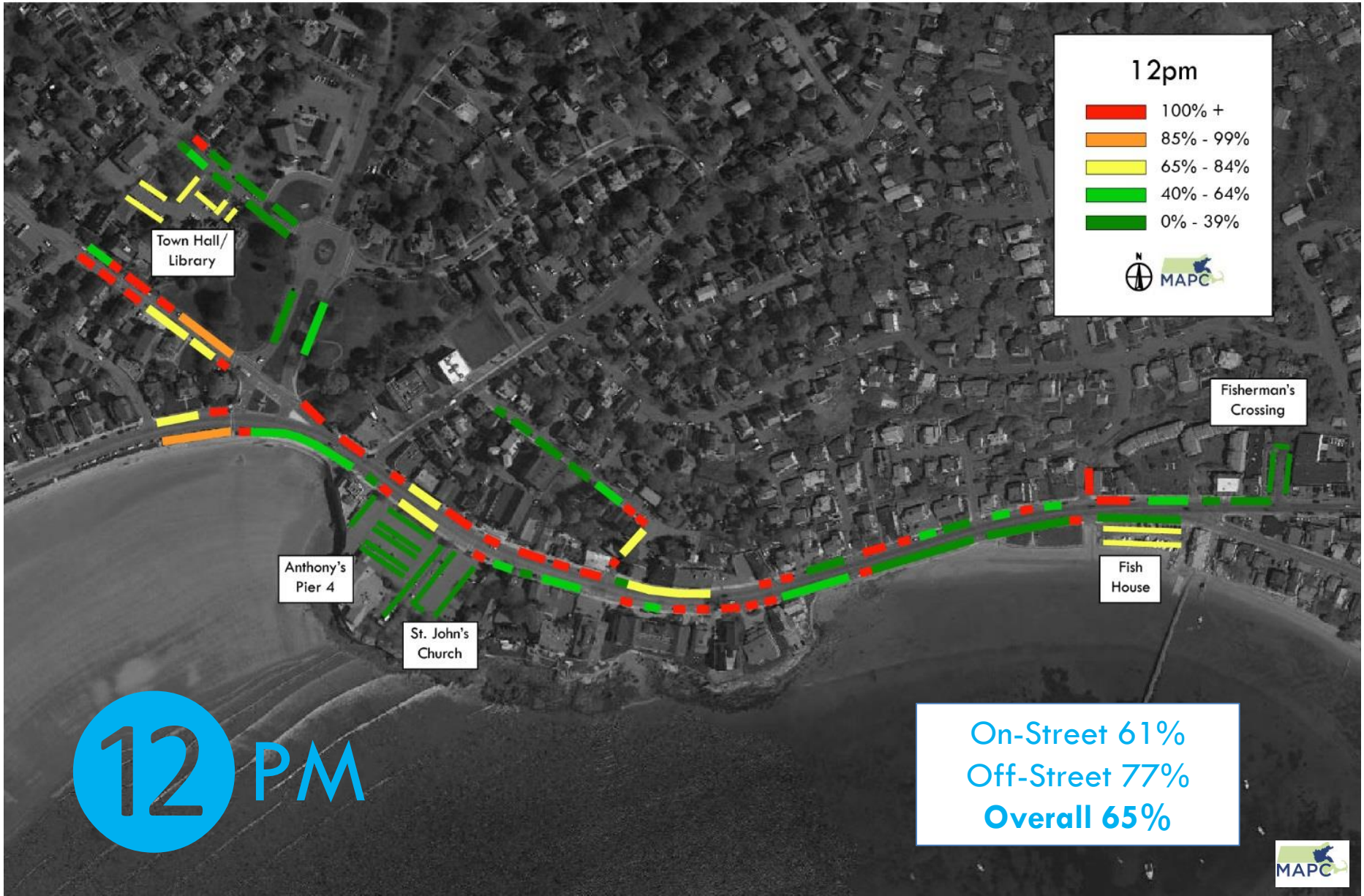
Fall Weekday - Occupancy



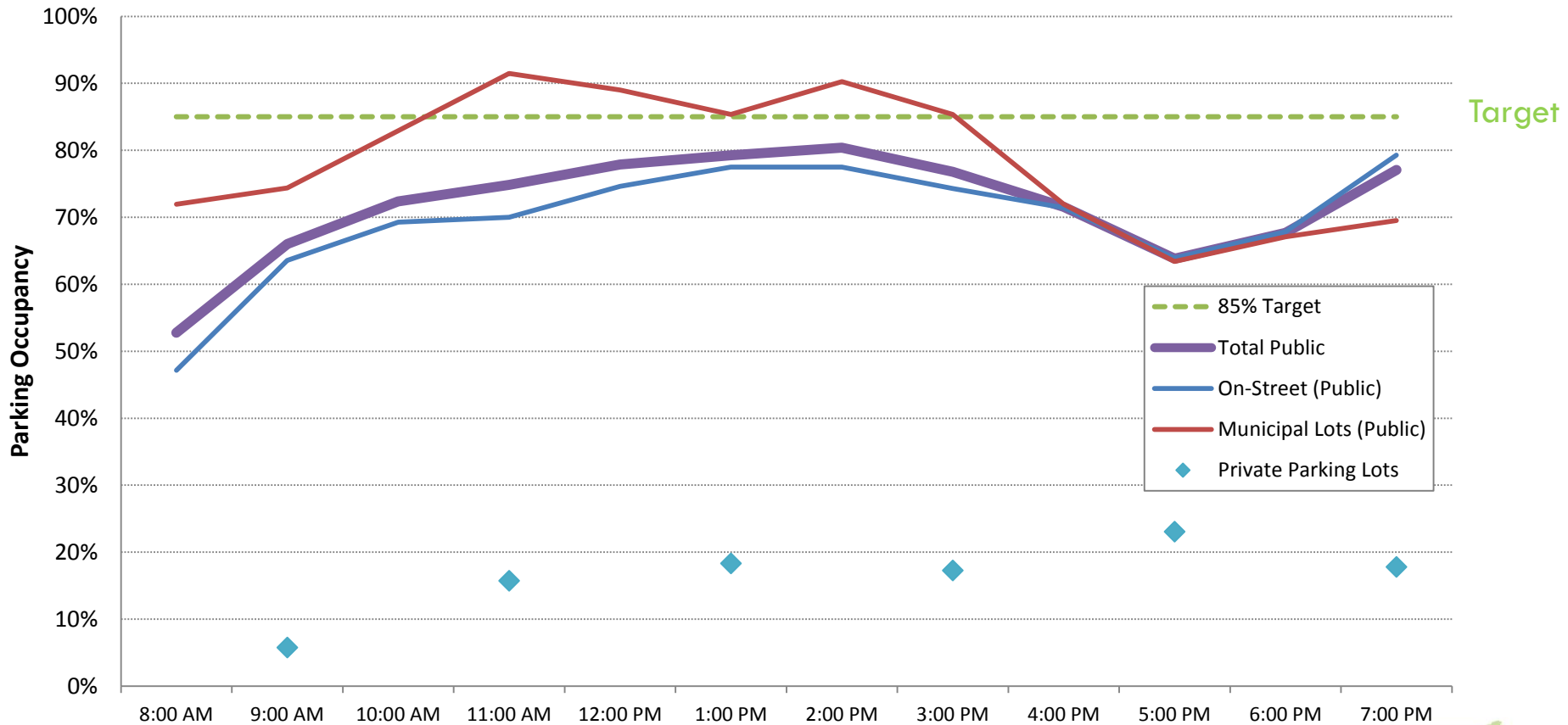
Fall Saturday Occupancy



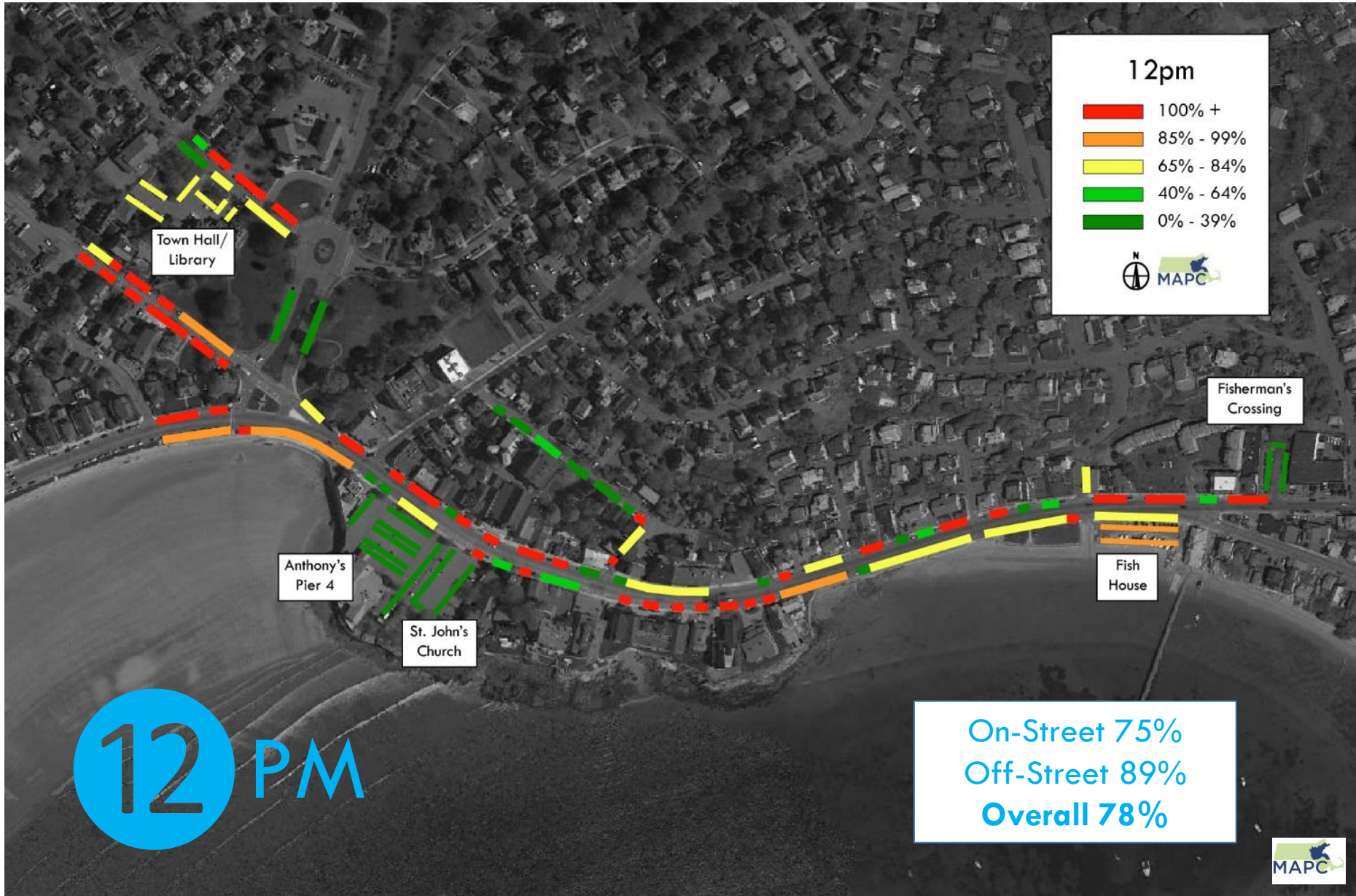
Fall Saturday - Occupancy



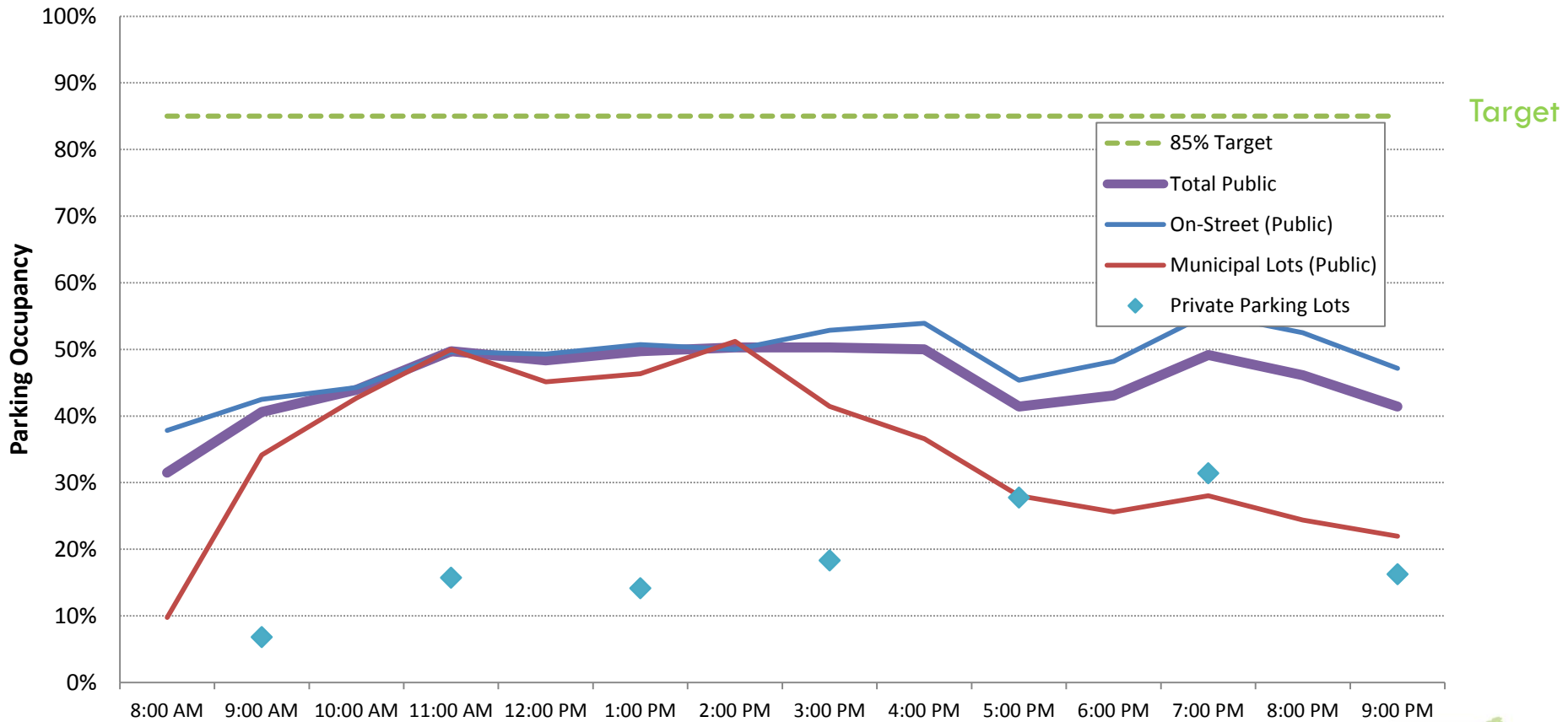
Summer Weekday Occupancy



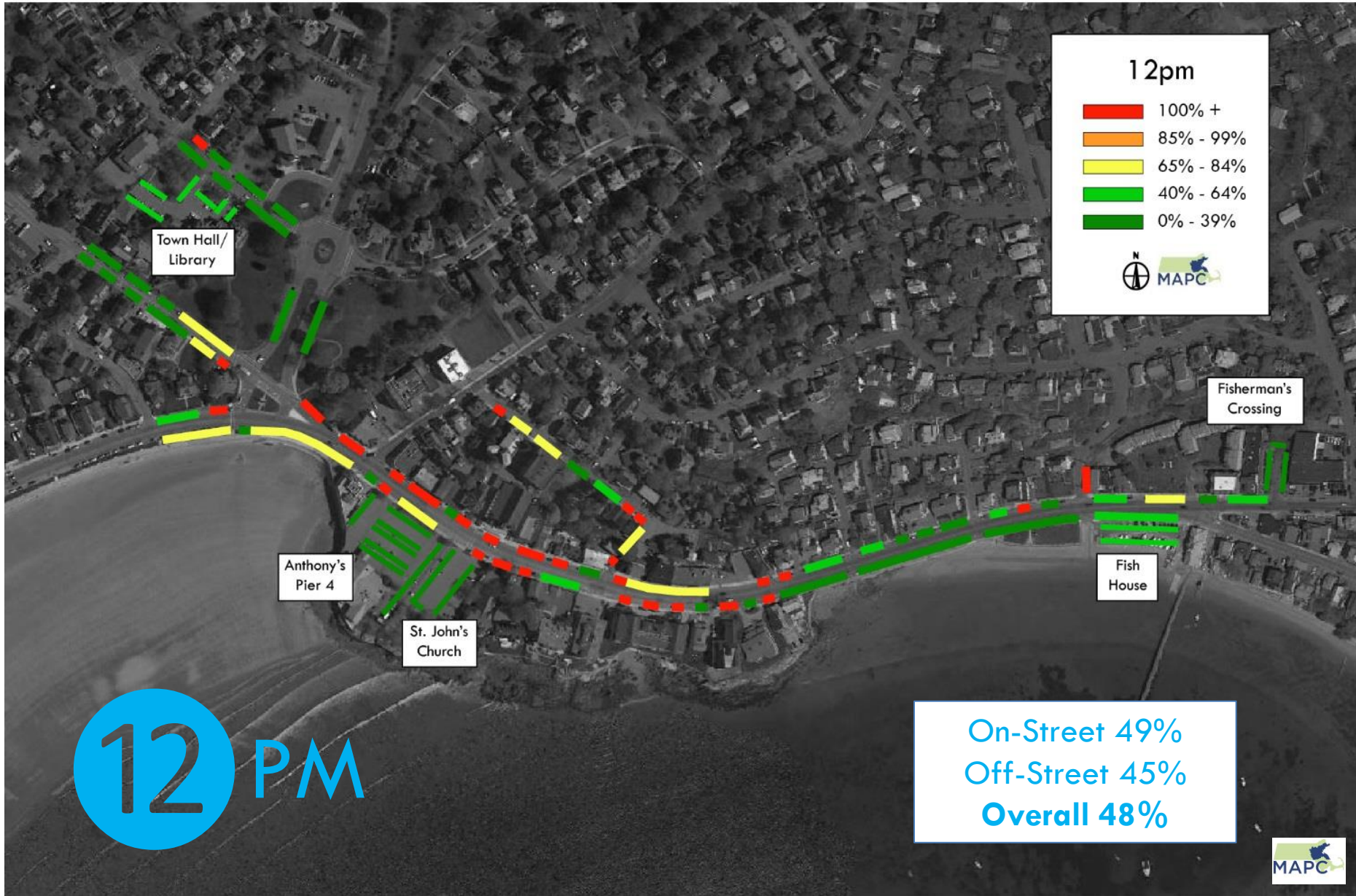
Summer Weekday - Occupancy



Summer Saturday Occupancy



Summer Saturday - Occupancy



Observations



Signage



Using Two Spaces



Results in inefficient
parking system

Far from Curb



Illegal Parking



Recommendations



Signage

Clarify regulations and update signage

Conduct signage inventory

Clarify location of bus stops

Clarify confusing signage

Repair faded signage

Confusing signage makes it difficult to enforce parking regulations



Underutilized Lots

Partner with Anthony's Pier
4/Hawthorne by the Sea and St
John's Church

Utilize shared parking concepts

Survey indicates residents are willing
to pay to park on these properties

Could be utilized as permit parking
for local business owners and
employees – minimal turnover, same
vehicles every day





Utilize Existing Assets: On-Street Parking

Increase turnover on Burrell Street near Library

Currently unregulated parking

Utilized as long-term parking by employees or commuters

Turnover desired in this area due to well attended library programming, and proximity to business district

Utilize Existing Assets: On-Street Parking

Improve management = Increase efficiency

Linear business district restricts the ability to add parking in desirable locations = focus on efficiency in short term

Increase enforcement – spaces not turning over and prime business district parking spaces are often utilized for long-term parking

Converting Humphrey Street to angled parking would not increase the number of spaces due to the number of driveways and curb cuts and would also negatively impact cyclists



Utilize Existing Assets: Off-Street Parking

Encourage utilization
of Fish House
municipal parking lot

Used as long-term boat
storage currently – not
an efficient use of space

Could be utilized for
customer parking,
and/or business owner
and employee parking



Utilize Existing Assets: Off-Street Parking



Wayfinding and Signage to identify municipal parking assets – primarily the Fish House

Encourage use of these lots - Town Hall lot currently underutilized on Summer weekends

Drivers often prefer parking in off-street lots rather than searching for on-street parking and parallel parking

Long Term

Hadley School

Not planned for school use in the future

Central location in the business district

Consider adding parking capacity at this site in the future if necessary



Questions

Sarah Lee

Assistant Director of Transportation

slee@mapc.org

