

DRAFT



TOWN OF TOPSFIELD, MA

DRAFT PARKING STRATEGIES

AGENDA

- Introductions (2 mins)
- Slides (15 mins)
 - Parking Supply
 - Utilization
 - Public Input
 - Parking System and Future Needs
 - Draft Recommendations
- Discussion

Town of Topsfield Downtown Village Parking Inventory

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






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PARKING INVENTORY AND REGULATIONS

TOTAL COUNT

DOWNTOWN VILLAGE: 691

On-Street and Off-Street Parking Regulations

-  Public Parking
-  Restricted Parking
-  Unregulated Parking
-  Topsfield Shopping Center Patrons Only Parking
-  Handicap Parking
-  No Parking
-  Informal Parking

REGULATION	DEFINITION	PARKING SUPPLY		PERCENTAGE	
		On-Street	Off-Street	On-Street	Off-Street
Public Parking	Signage designating lot for Public Use	-	23	-	4%
Restricted Parking	Signage designating employee, customer, or private parking only	-	62	-	10%
Unregulated Parking	No regulation or signage	83	362	92%	60%
Topsfield Shopping Center Patrons Only Parking	Signage designating lot for Topsfield Shopping Center Patrons Only	-	98	-	16%
Handicap	Handicap Signage	3	22	3%	4%
No Parking	Paint or Signage forbidding parking	4	0	4%	-
Informal Parking	Lot with no formal parking infrastructure (lines / signs)	0	34	-	6%
TOTAL		90	601	13%	87%

PARKING UTILIZATION

WHEN?

- **Typical Weekday (Thursday June 5, 2019)**
 - 9 AM
 - 1 PM
 - 4 PM
 - 6 PM

WHERE?

- Downtown Village
- Public, private, on-and off-street parking spaces and lots

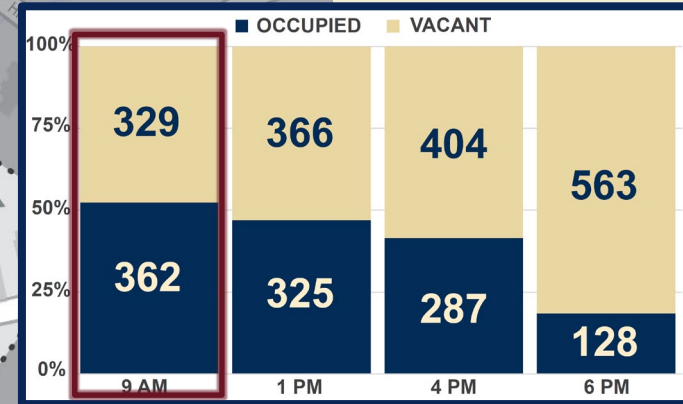
WHY?

- Understand parking demand levels
- Assess parking occupancy during Topsfield peak activities

Town of Topsfield Downtown Village Parking Utilization

Data Collected June 6, 2019
9 AM

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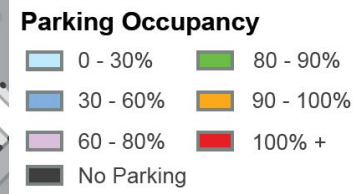
Topsfield Shopping Center Parking Lot over half full

Availability in Public Lot

On-Street Parking in front of businesses full

MBTA Lot Closest to Bus Stop Full

Private Lots Full



0 75 150 300 Feet

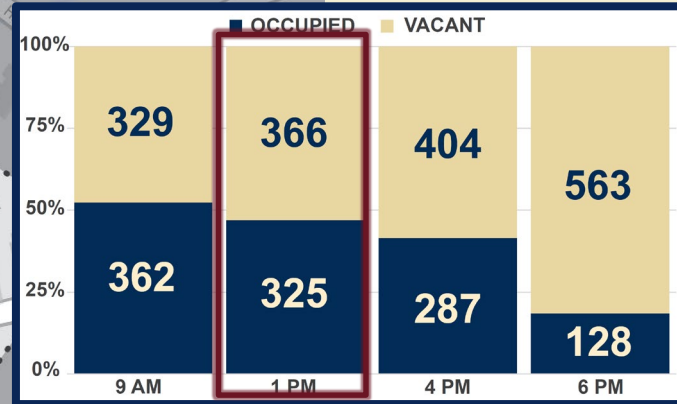
Town of Topsfield Downtown Village Parking Utilization

Data Collected June 6, 2019
1 PM

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On-Street Parking
in front of
businesses full

Informal
Lots Empty



MBTA Lot Closest
to Bus Stop Full

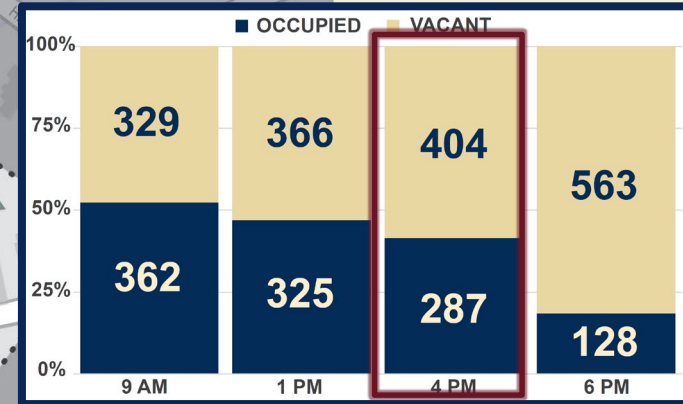
Parking Occupancy



Town of Topsfield Downtown Village Parking Utilization

Data Collected June 6, 2019
4 PM

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Topsfield Shopping Center Parking Lot over half full

Reserved Spaces Full

Church Lots not used (no Thursday Service)

On-Street Parking in front of businesses still full

Parking Occupancy



0 75 150 300 Feet

Town of Topsfield Downtown Village Parking Utilization

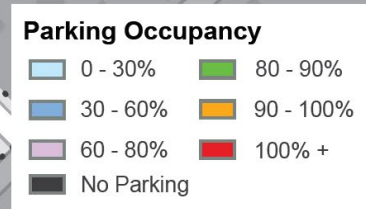
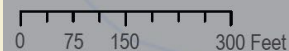
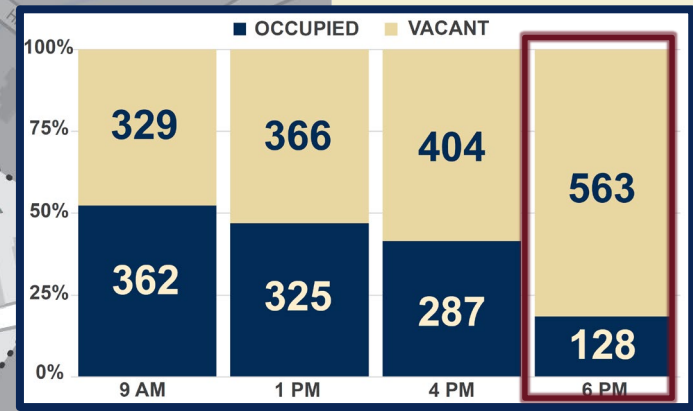
Data Collected June 6, 2019
6 PM

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Street Parking at Library utilized for an event

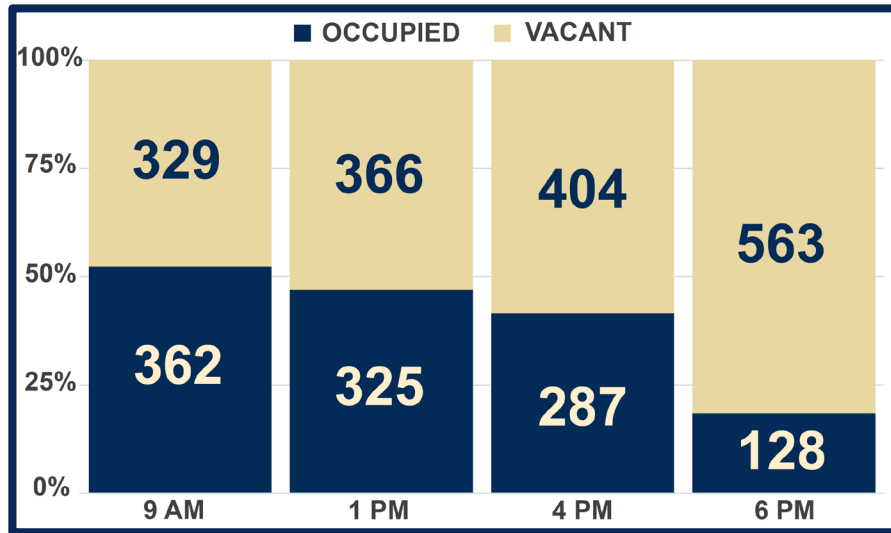
On-Street Parking Near Topsfield Pizza

6 US Post Office Trucks

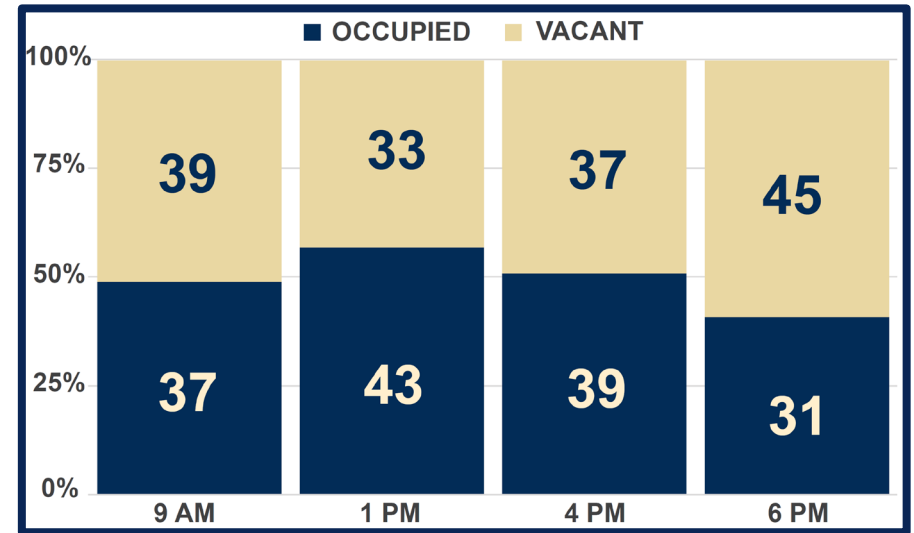


PARKING UTILIZATION FINDINGS

ALL



MAIN STREET

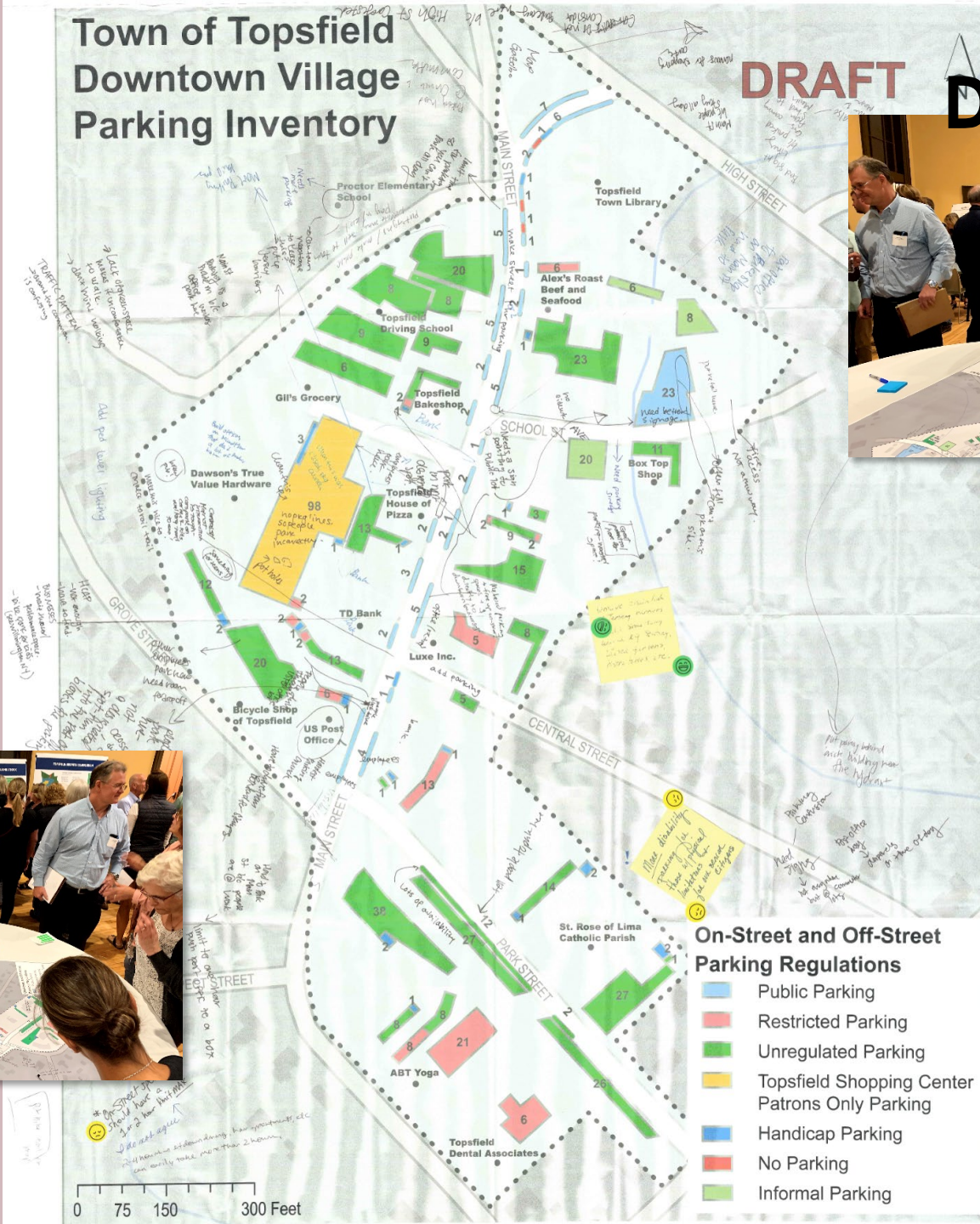


- Overall, parking never used at more than 55%
- Overall parking peak occurs at 9 am; Main Street peak occurs at 1 pm
- Main Street parking demand is consistent, between 40 and 50% of spaces utilized

Town of Topsfield Downtown Village Parking Inventory

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On-Street and Off-Street Parking Regulations

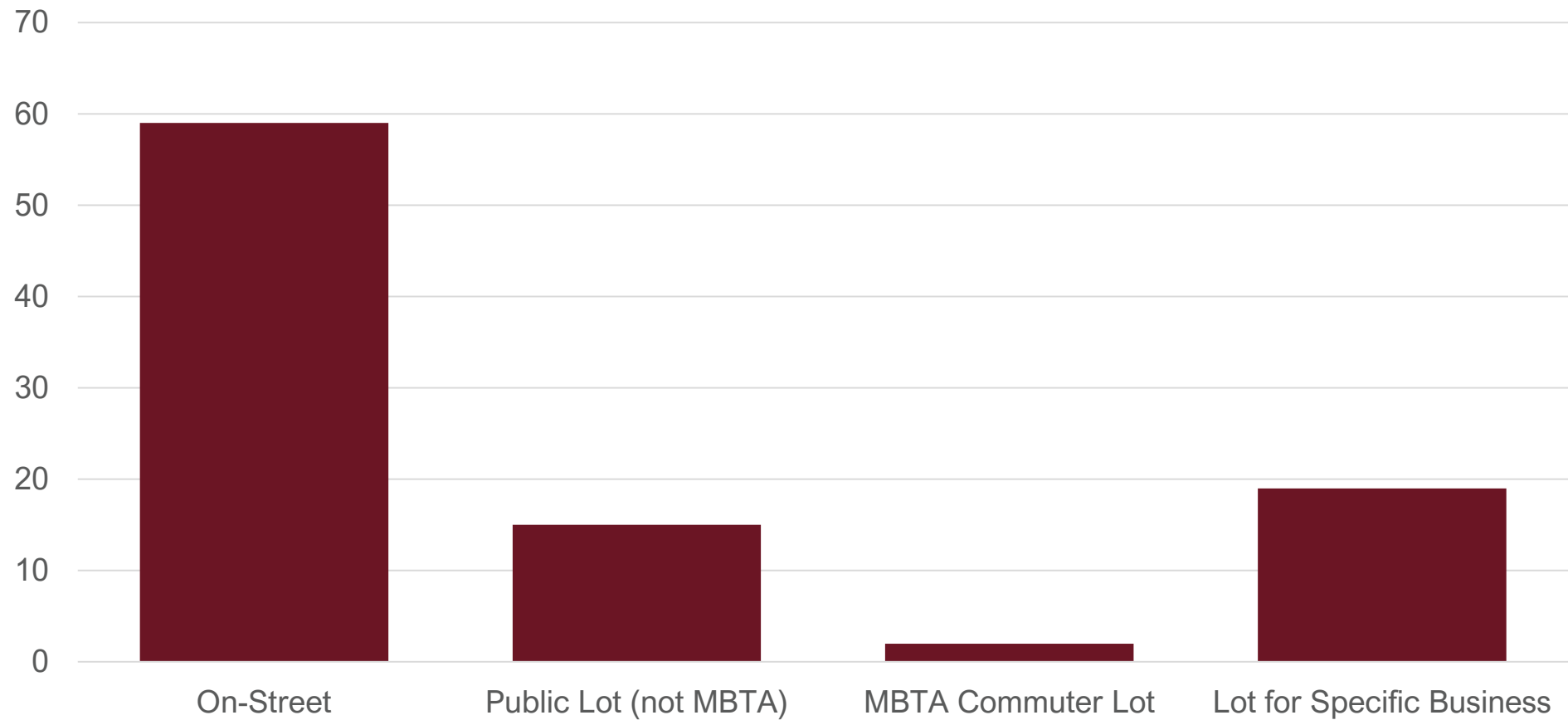
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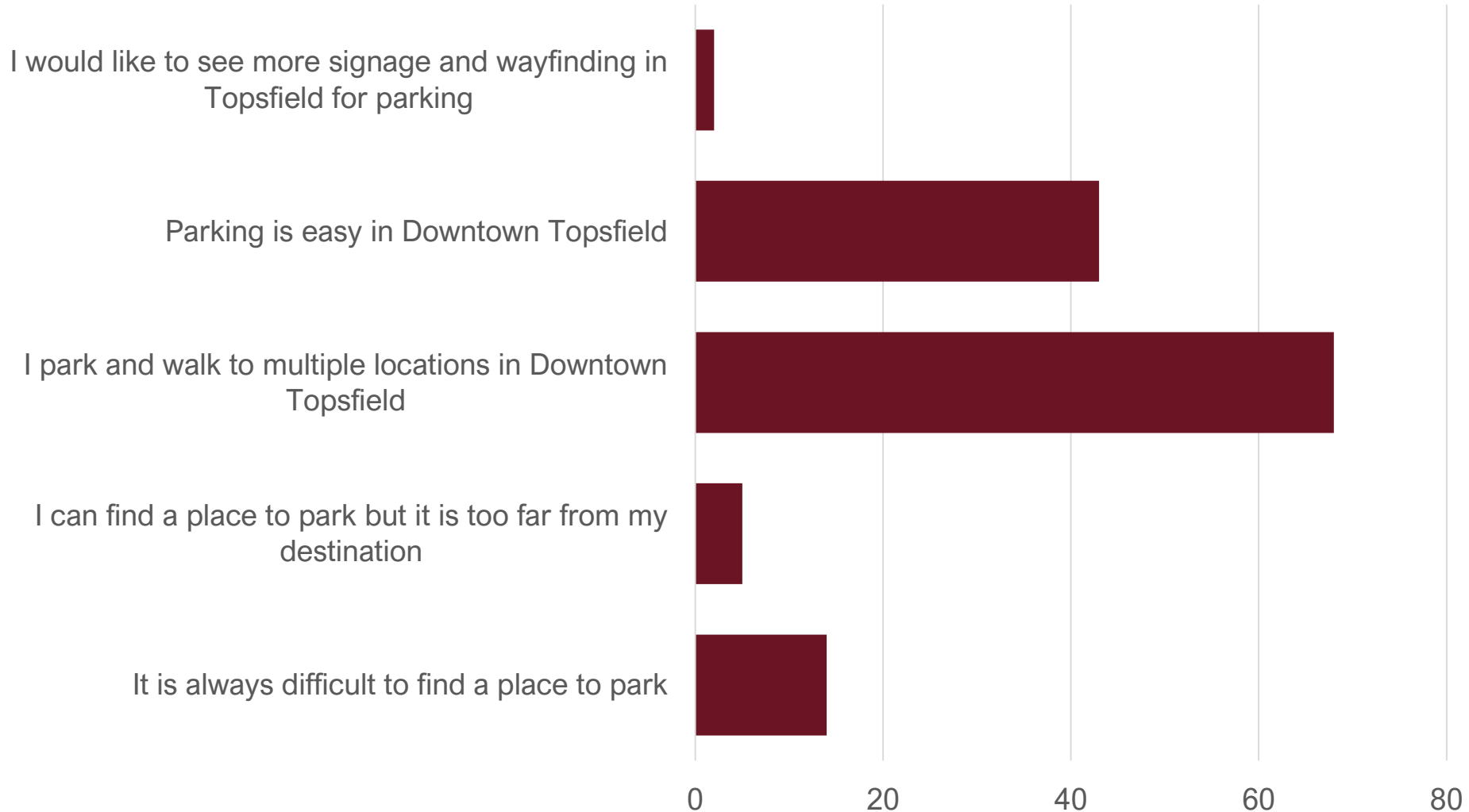
Issues/Observations	Opportunities
Regulations / Parking Shortfalls <ul style="list-style-type: none"> - Public parking lot on School Street gets full - Proctor Elementary School needs more parking - Employees fill spaces on Main Street 	<ul style="list-style-type: none"> - More disability parking - Consider time restrictions on Main Street, but not too short because dining / spa services take longer than an hour - Many participants felt it was fairly easy to find a space most days
Wayfinding & Signage <ul style="list-style-type: none"> - No sign directing to public parking on School Street 	<ul style="list-style-type: none"> - More signs pointing to public parking (but not signage everywhere) - Help people find parking by rail trail
Walkability <ul style="list-style-type: none"> - No sidewalk leading to public parking lot on School Street - Drivers ignore pedestrians 	<ul style="list-style-type: none"> - Connect shopping center to rail trail - Add more lighting for pedestrians - Walkability generally good in downtown
Enforcement / Operations <ul style="list-style-type: none"> - Drivers block driveway to Post Office - Bad sight lines along Main Street at School Street, Grove Street, and Central Street 	<ul style="list-style-type: none"> - Enforce traffic operations at the Post Office - Install a mailbox to alleviate congestion around Post Office - Traffic pattern around the Commons is confusing - School Street is not a through way – it is Fire access
Potential Development/Vacancies	<ul style="list-style-type: none"> - More parking located behind buildings rather than in front - More retail down near the public lot on School Street
Shared Parking <ul style="list-style-type: none"> - Lack of public access to Topsfield Shopping Center lot makes it difficult to find parking 	<ul style="list-style-type: none"> - Share parking in Shopping Center for public use - Fix pot holes/general maintenance in Shopping Center parking lot
On-street parking <ul style="list-style-type: none"> - Difficult to park on Main Street because employees park all day - On-street parking on High Street would increase congestion - Need for short-term spaces in front of businesses for pick-up/drop-off 	<ul style="list-style-type: none"> - Add on-street parking to Central Street - Consider metered parking and reinvesting revenues locally

SURVEY FEEDBACK

Where Do You Park?



SURVEY FEEDBACK





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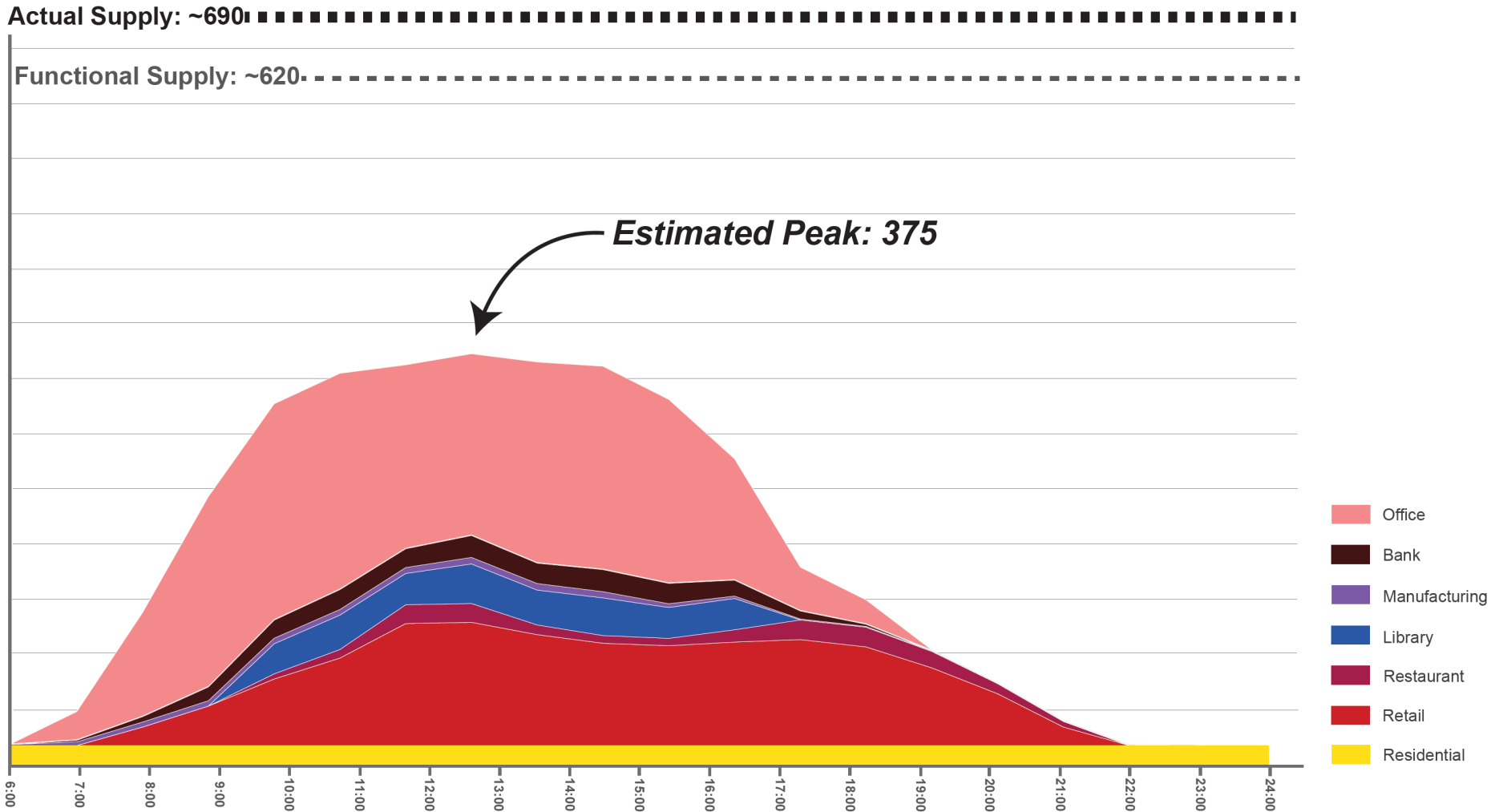
SURVEY FEEDBACK: WHICH WOULD YOU RATHER?



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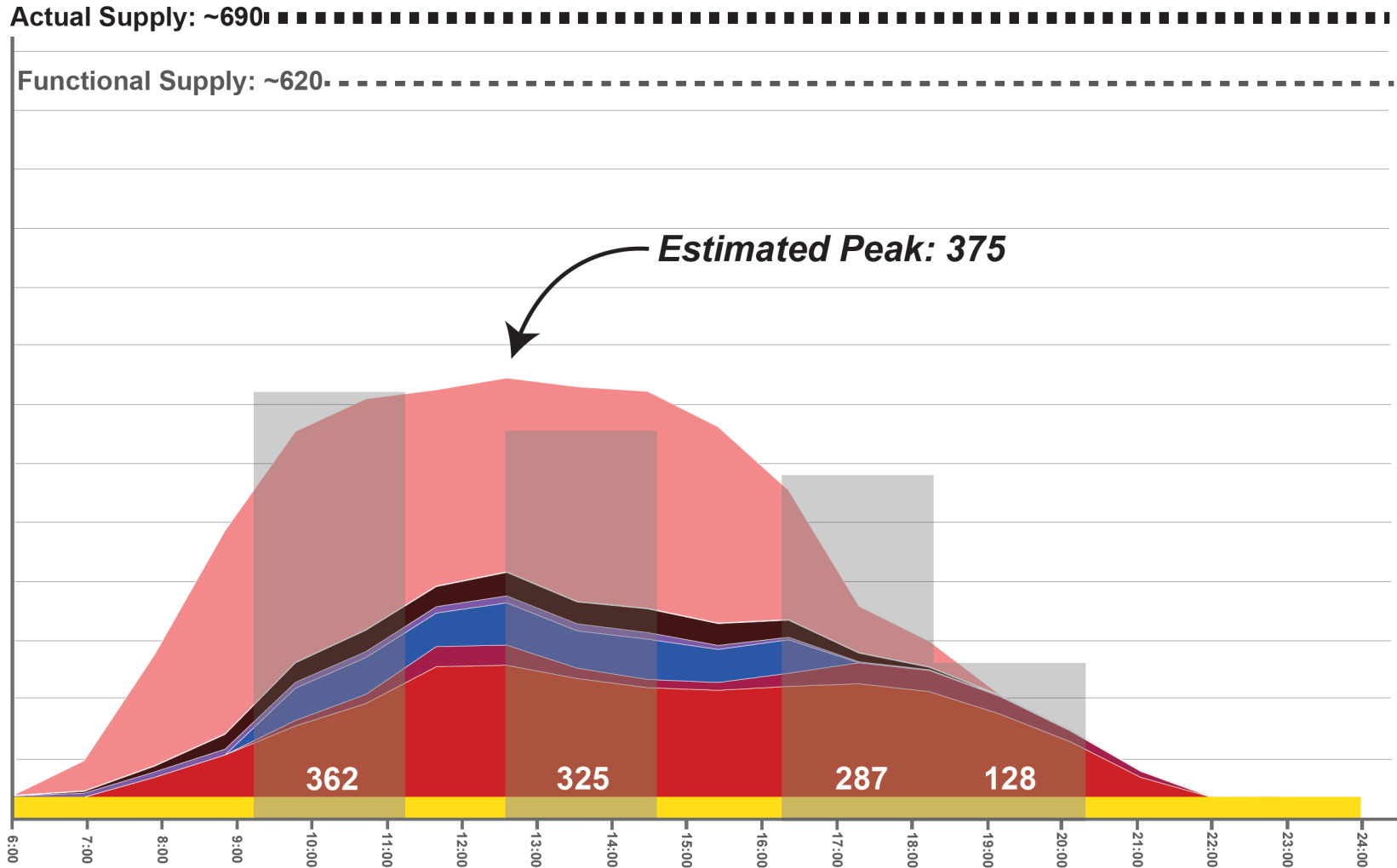
FUTURE NEEDS

EXISTING DEMAND PROFILE



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EXISTING DEMAND PROFILE + UTILIZATION





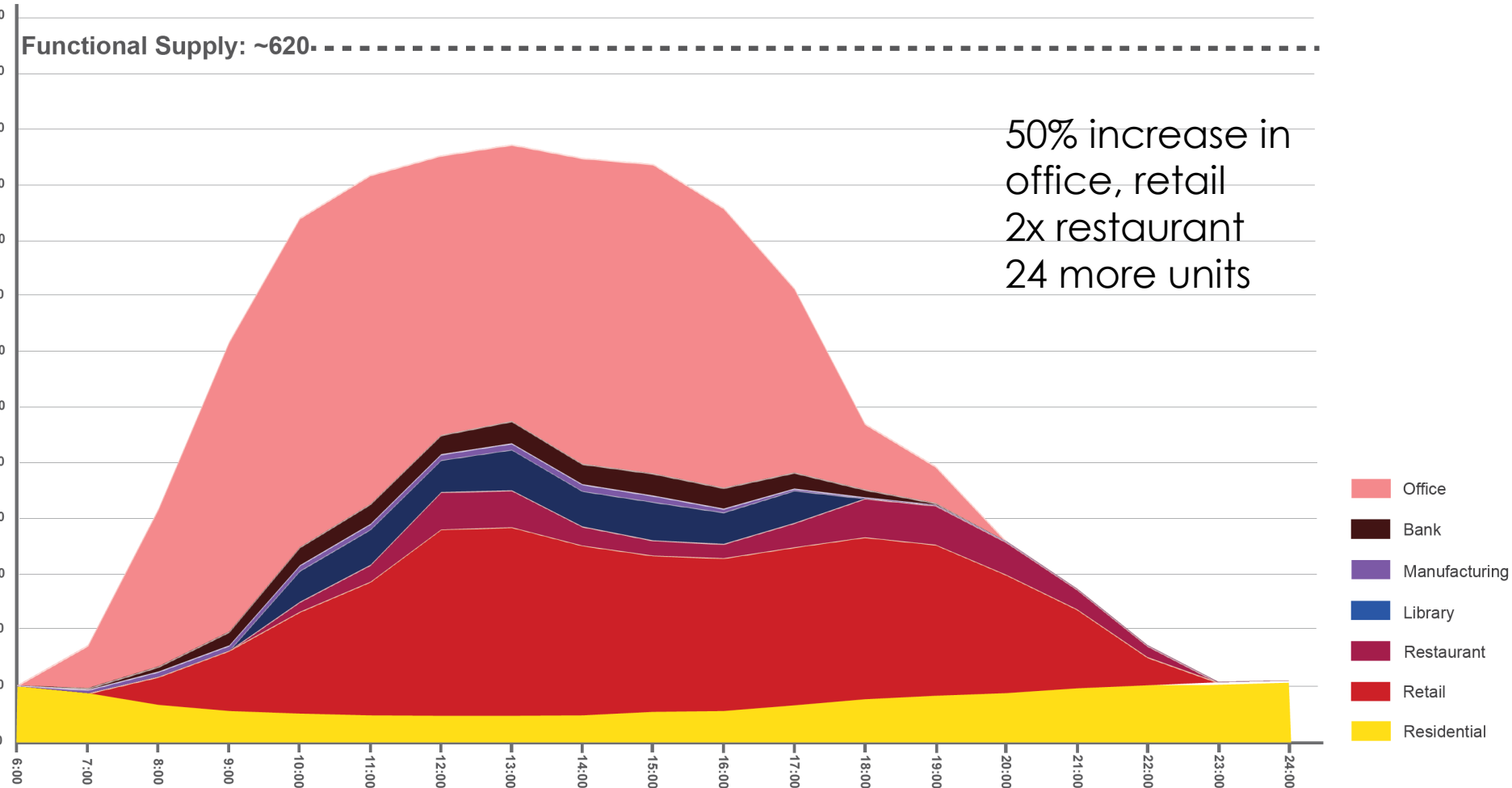
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FUTURE DEMAND PROFILE + UTILIZATION - SAMPLE

Actual Supply: ~690

Functional Supply: ~620

50% increase in
office, retail
2x restaurant
24 more units



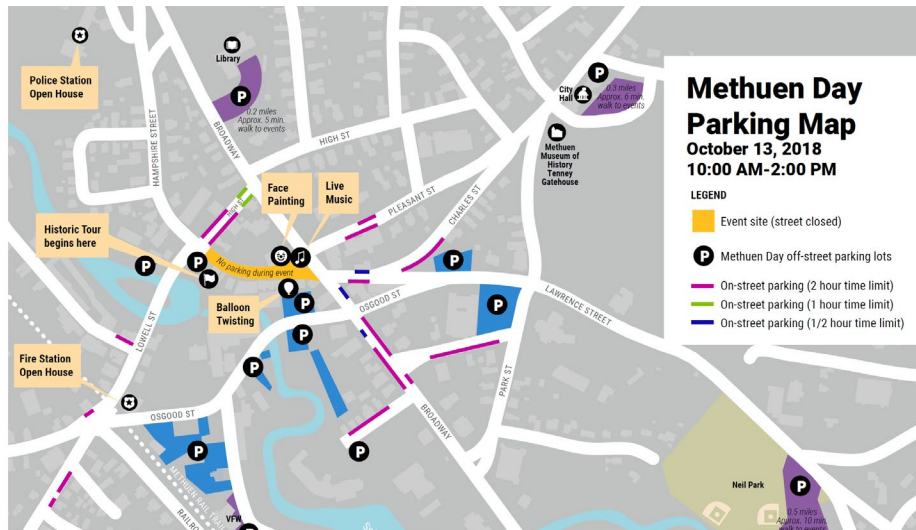
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RECOMMENDATIONS

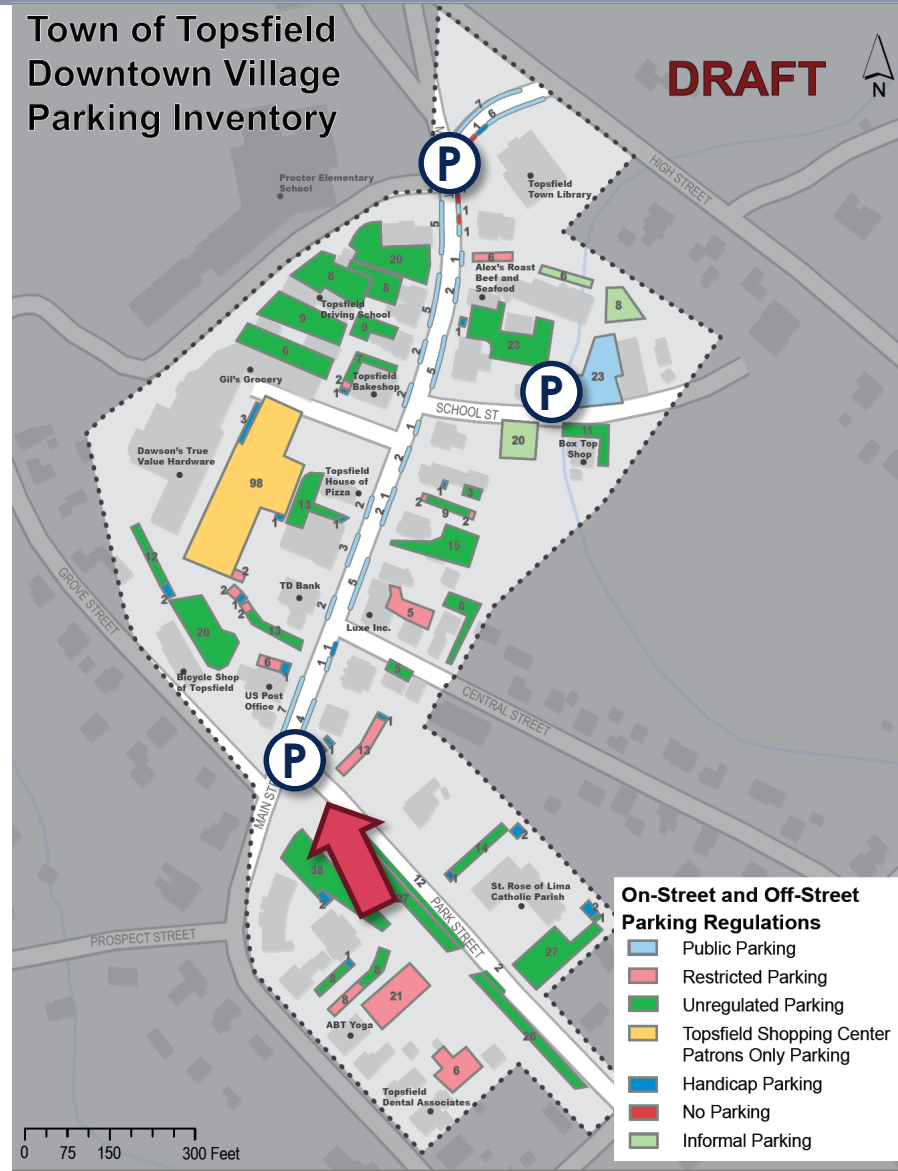
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RECOMMENDATION #1 – ADD SIGNAGE AND WAYFINDING TOOLS

- Add sign on Main Street directing to Public Lot on School Street
 - Add intercept signage and sign at Public Lot
- Add sign near MBTA lot directing to downtown Topsfield
- Consider MBTA signage for lot near rail trail
- Create parking map for town website



Town of Topsfield Downtown Village Parking Inventory



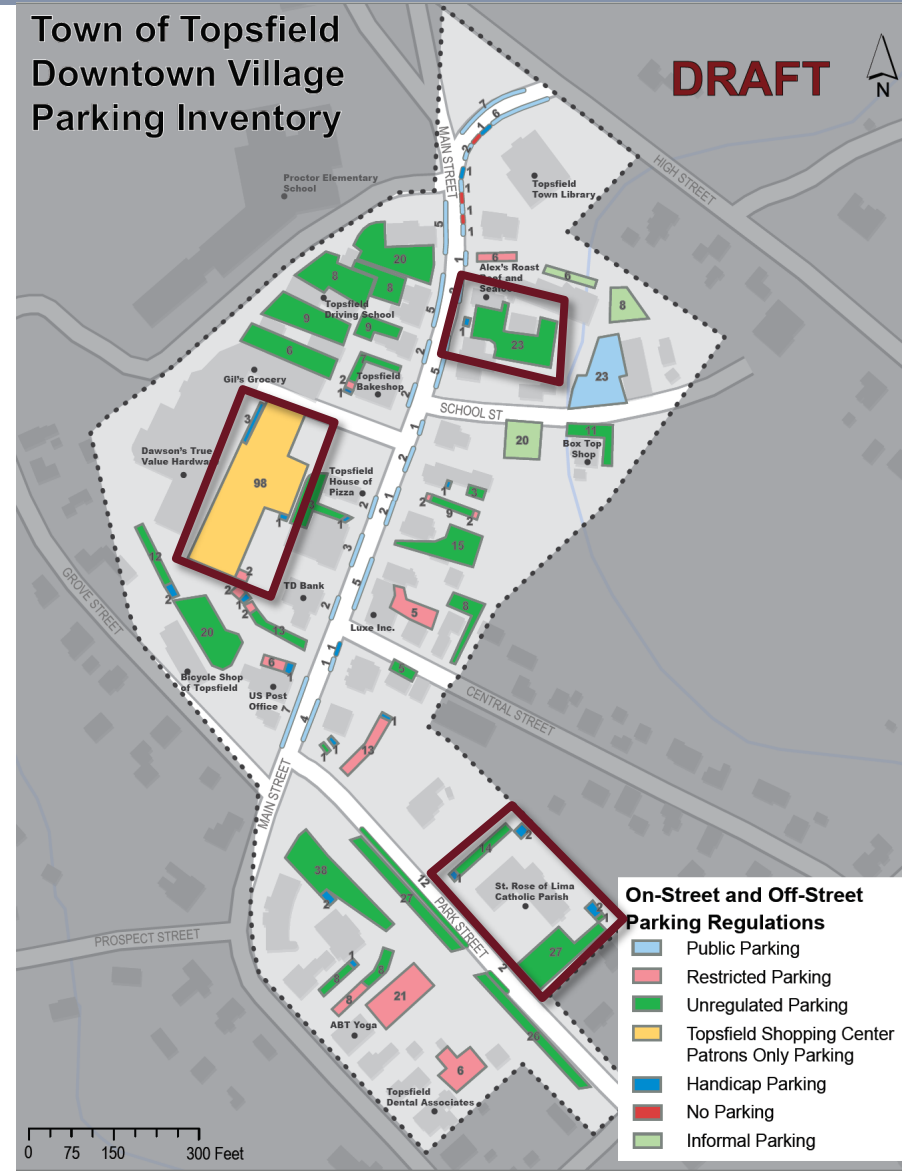
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RECOMMENDATION #2 – SHARED PARKING AGREEMENTS

- Pursue shared parking agreements with Topsfield Shopping Center, St. Rose of Lima Catholic Church, and local shop owners.
- Agreements can be for:
 - Select groups, i.e. residents or employees
 - General public
 - Limited hours
- Town plows, signs and stripes in exchange for opening up supply to public



Town of Topsfield Downtown Village Parking Inventory

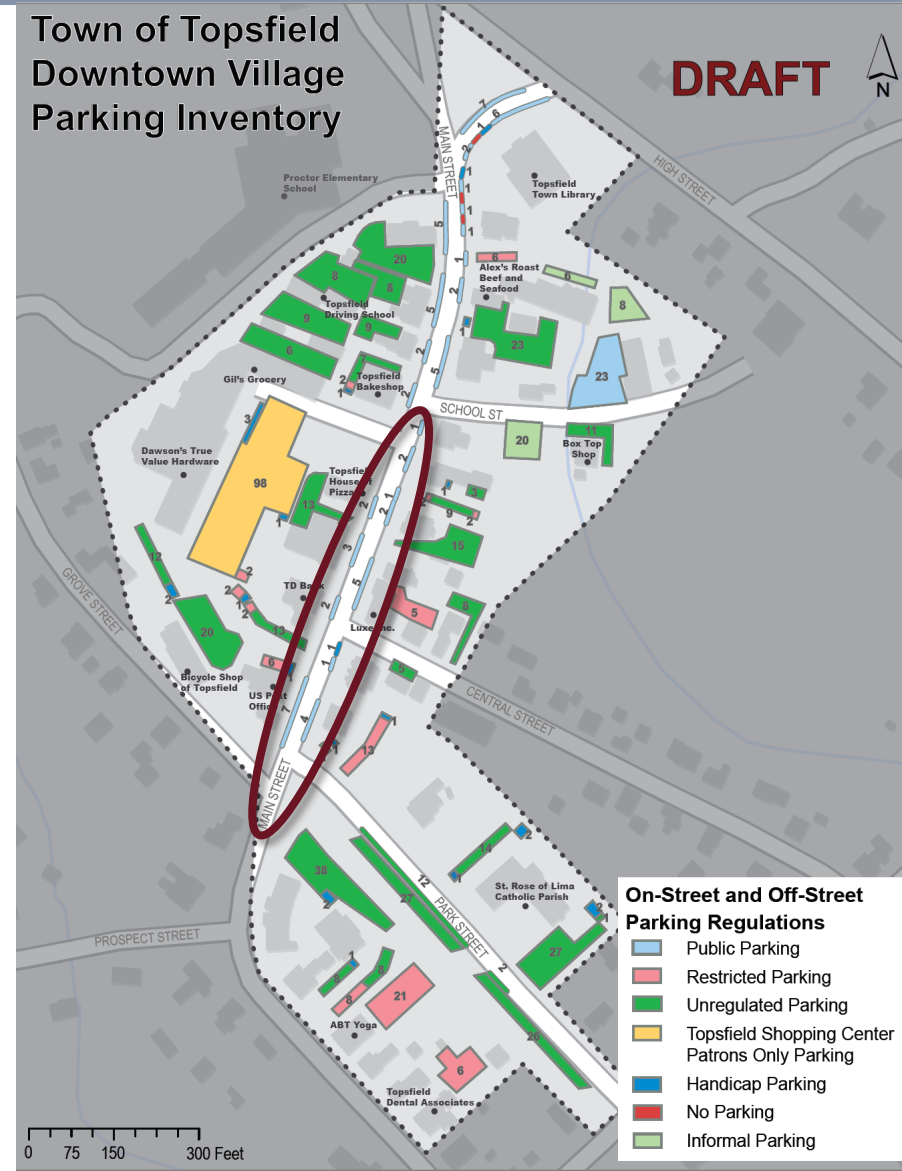


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RECOMMENDATION #3 – TIME-LIMITS FOR MAIN STREET

- Create 2-hour time limits for parking spaces in front of Post Office and between Central and School Streets
 - Must be coupled with long-term parking option
 - Monitor and adjust

Town of Topsfield Downtown Village Parking Inventory

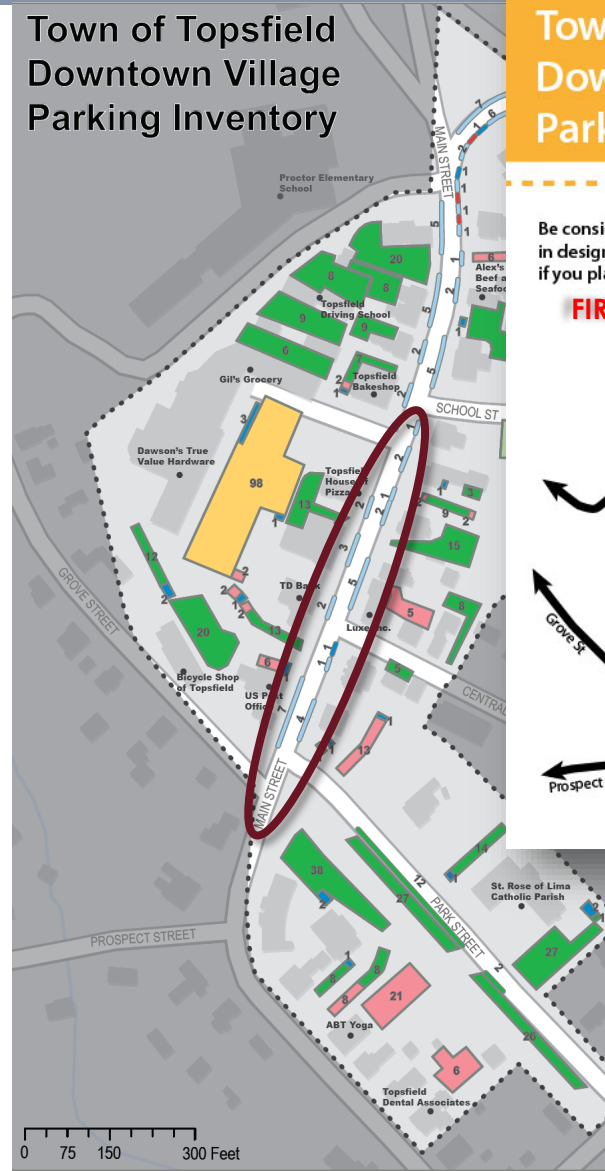


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RECOMMENDATION #3 – TIME-LIMITS FOR MAIN STREET

- Create 2-hour time limits for parking spaces in front of Post Office and between Central and School Streets
 - Must be coupled with long-term parking option
 - Monitor and adjust
- Enforce time limits
 - Considerations
 - **First Ticket Free**
 - **Provide a parking map with tickets so drivers know where they can park**

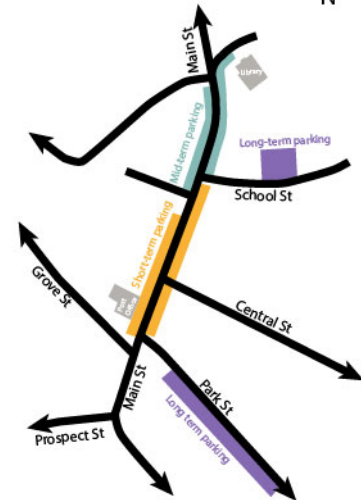
Town of Topsfield
Downtown Village
Parking Inventory



Town of Topsfield
Downtown Village
Parking Map

Be considerate and please leave your car in designated long-term parking spaces if you plan to stay longer than 2 hours

FIRST TICKET FREE



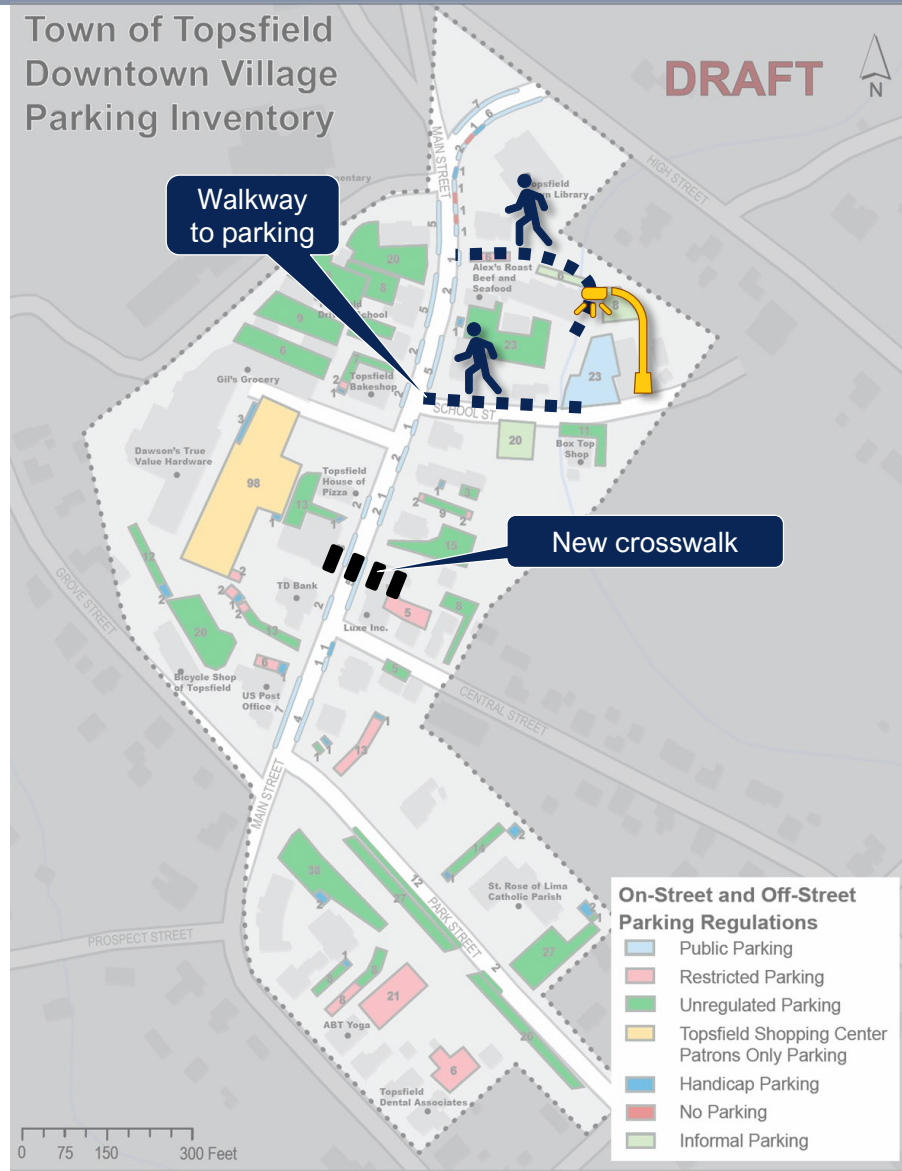
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RECOMMENDATION #4 – MULTIMODAL IMPROVEMENTS

- Make a pedestrian friendly walkway to the public lot on School Street
- Add lighting to the public lot on School Street
- Add a crosswalk to Main Street, north of Central Street
- Add drop-off Post Office box to alleviate congestion on-street
- Add bicycle racks



RECOMMENDATION #5 – FLEXIBILITY IN ZONING

- Reconsider minimums in downtown
- Amend zoning to include shared parking
 - Esp. in mixed-use developments
- Allow change-of-use below a certain threshold
- Require bicycle parking
- Design considerations
 - Limit curb cuts
 - Minimum/maximum widths for driveways

Use	Topsfield	National Standards	Comparison
Dwelling Unit	1 / unit (<2 bd) 2 / unit (2+ bd)	1.2 / unit	EQUAL
Retail	4 / 1,000 sf	1.95 / 1,000 sf	ABOVE
Office	3.33 / 1,000 sf	2.39 / 1,000 sf	ABOVE
Restaurant	1 / 5 seats	1 / 3 seats	BELOW

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