

# Stoughton Center Parking

## Board of Selectmen Meeting

June 5, 2018



# Agenda

- Introduction
  - Metropolitan Area Planning Council
  - Project Team
  - Parking Studies
- Background
- Scope of Work
- Study Area
- Survey Results
- Data Analysis
- Observations
- 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**

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

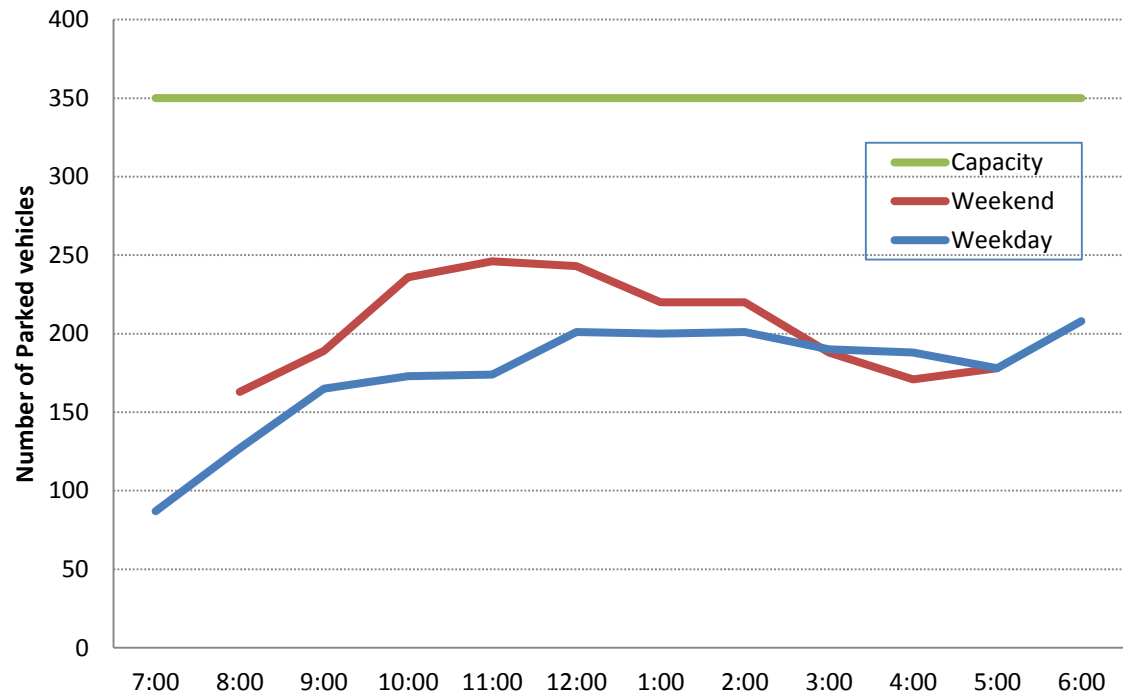
**Kasia Hart**

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



# 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

- GOAL: Maximize Efficiency
- Data Collection
- Mapping
  - Existing Regulations
  - Occupancy vs. Capacity
- Online/Paper Survey
- Fieldwork
  - Existing Regulations
  - Weekday Data Collection: April
- Analysis and Evaluation
- Final Technical Memorandum



# Study Area



## Study Area

-  On-Street Parking
-  Off-Street Parking



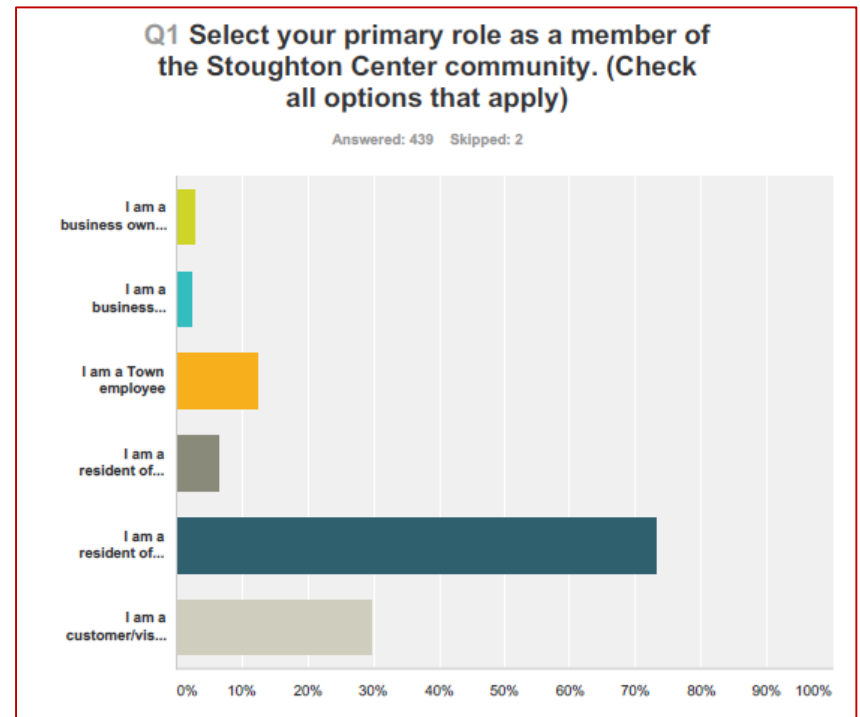


# Survey



# Survey Results

- Launched in Spring
- 440 Total respondents
  - 80% Residents
  - 13% Town Employees
  - 3% Business Owners
  - 2% Business Employee
- 18 Questions
- Online and paper copies

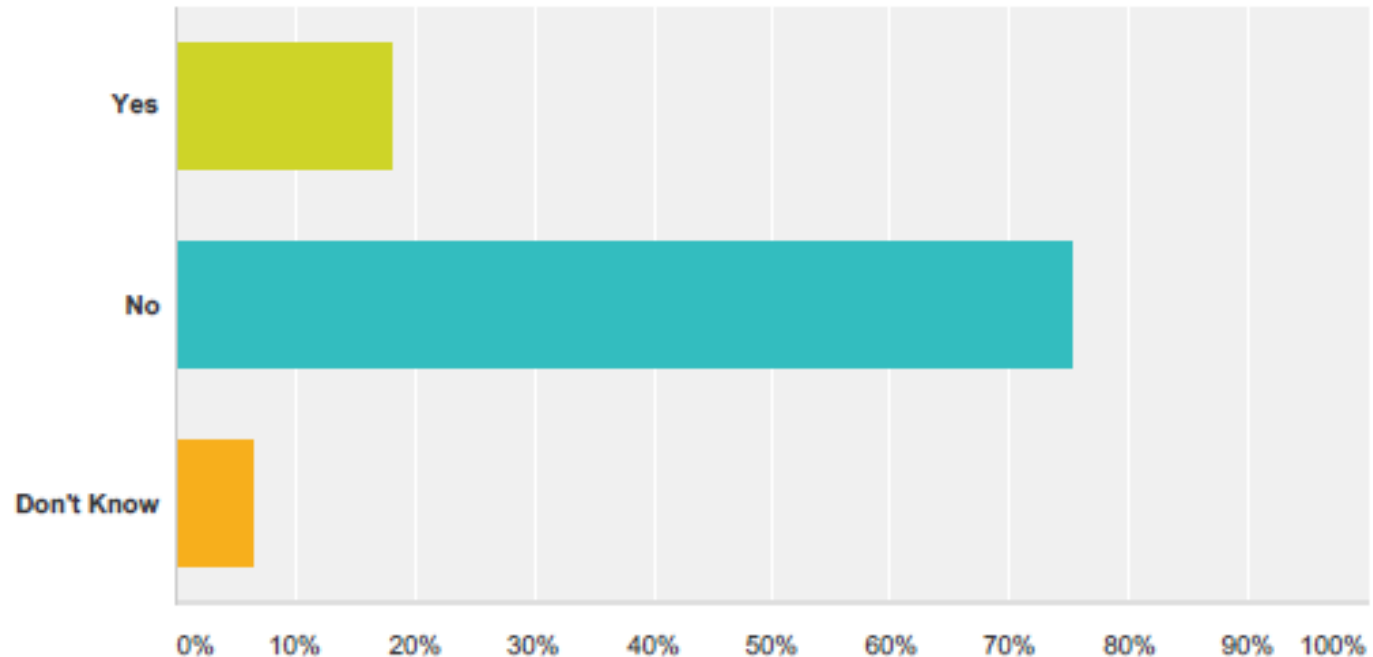




# Survey Results

**Q2 Do you think Stoughton Center has enough public parking?**

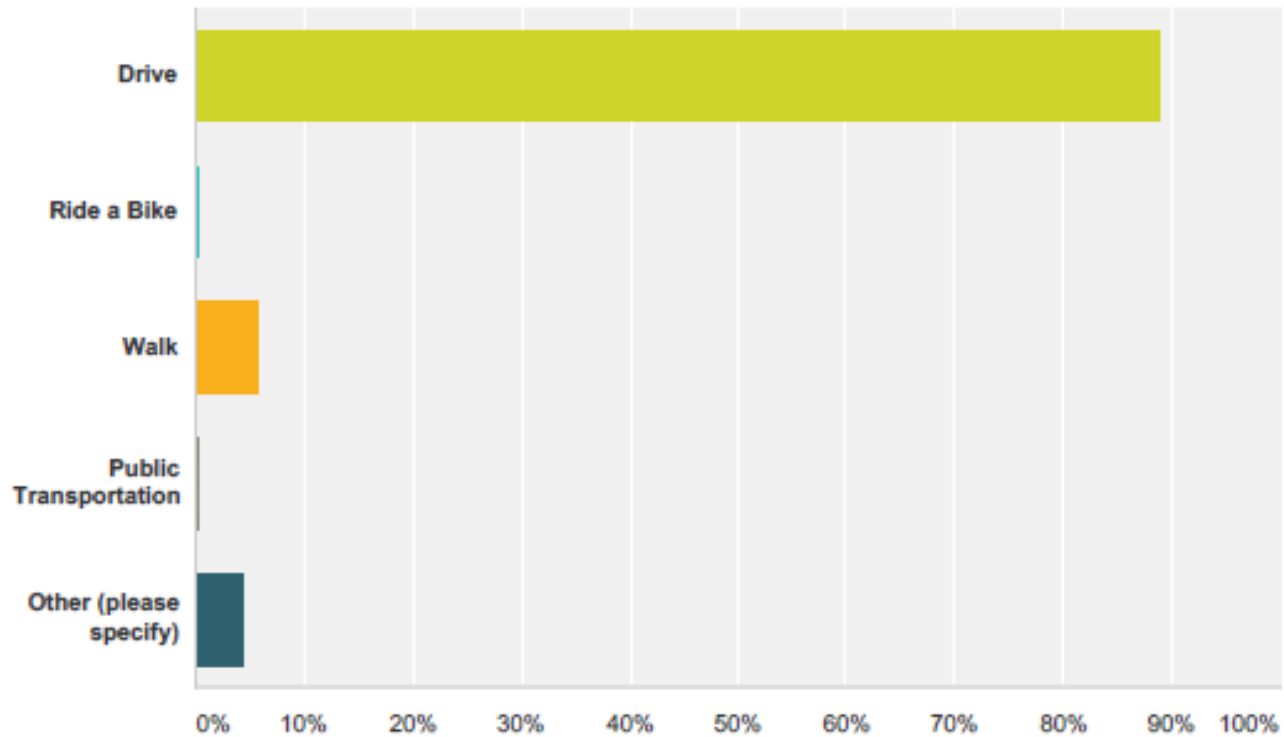
Answered: 439 Skipped: 2



# Survey Results

## Q3 How do you typically get to Stoughton Center?

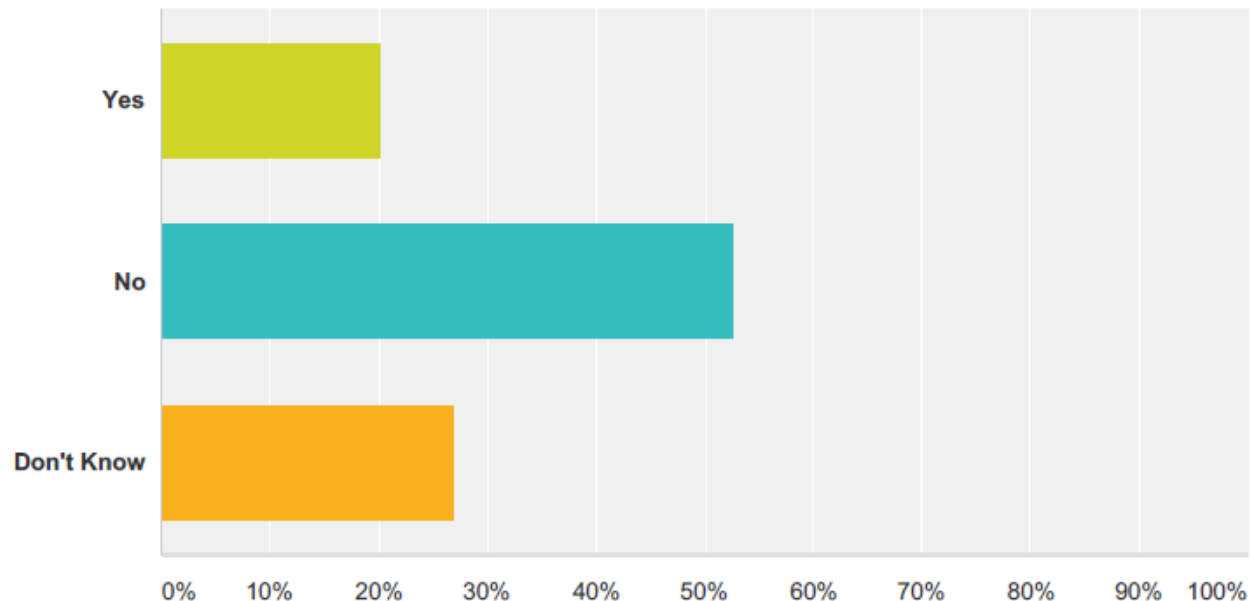
Answered: 440 Skipped: 1



# Survey Results

**Q8** Some cities and towns manage public parking through a variety of means (enforcement, regulations, fees, etc.) to make it easy for people to find parking, and to improve access for customers to local businesses. Do you think Stoughton is adequately managing parking currently?

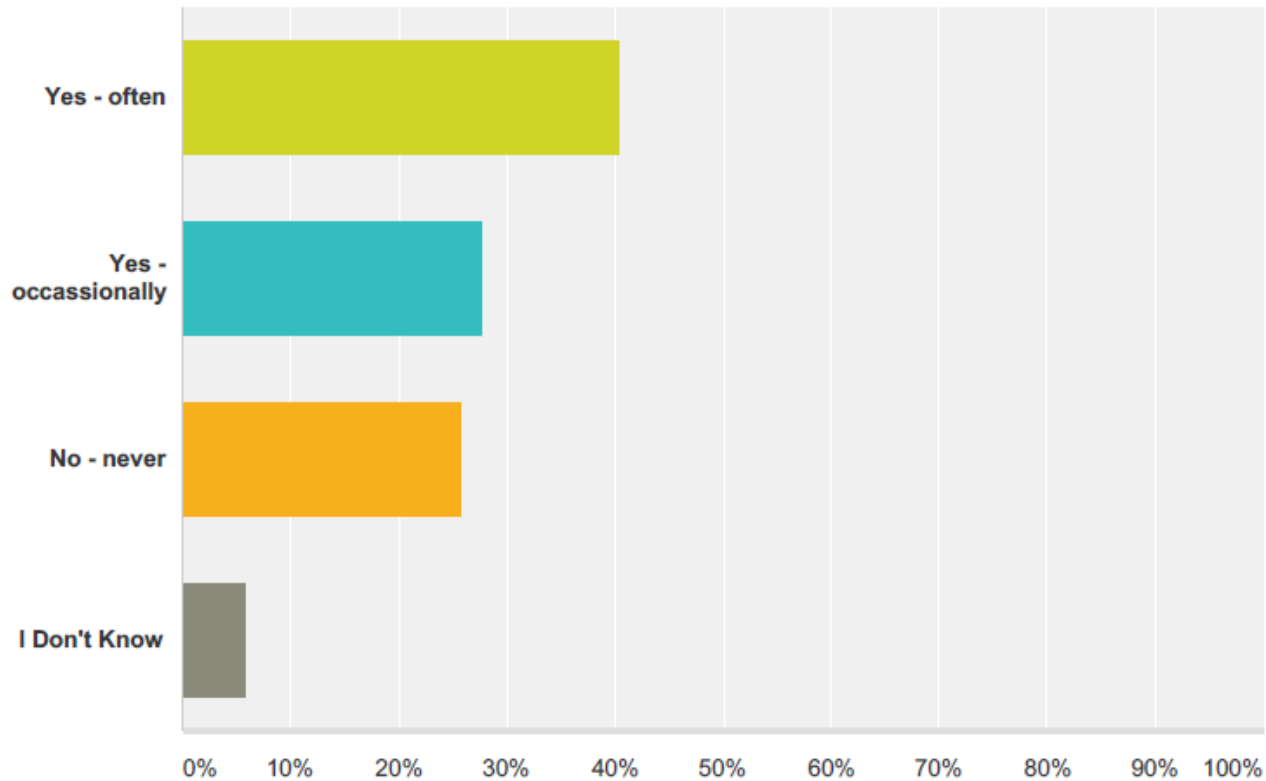
Answered: 374 Skipped: 67



# Survey Results

**Q13 Do parking difficulties lead you to shop or run errands in neighborhoods other than Stoughton Center?**

Answered: 372 Skipped: 69



# What We've Heard

Better signage  
needed

Slow down  
traffic

Not enough  
employee  
parking

Post office area  
is an issue

Utilize MBTA lots  
on evenings/  
weekends

Always parking  
available  
around corner/  
down the street



# What We've Heard

Inability to cross safely is big parking issue

Solving some ped issues = solve some parking issues

Not a lack of parking, but a lack of safe parking

People hesitant to park next to travel lane

Town Center is not person or vehicle friendly

Too hard to park on street because of traffic

# Business Survey Results

- Conducted in person surveys of downtown businesses
- Most business owners and employees drive alone to work, but some carpool, take the train, or walk
- All businesses noted that most customers drive to downtown Stoughton
- Majority of businesses do not have private parking spaces, while some lease parking from nearby lots



# Business Survey Results (cont.)



- Overwhelming request: More designated parking for downtown employees and business owners to free up on-street parking for customers
- One business owner moved out of Stoughton Center due to ticketing of employees
- Half of surveyed businesses thought customers shop or run errands in places outside of downtown Stoughton due to parking difficulties

# Data Analysis





# Data Collection

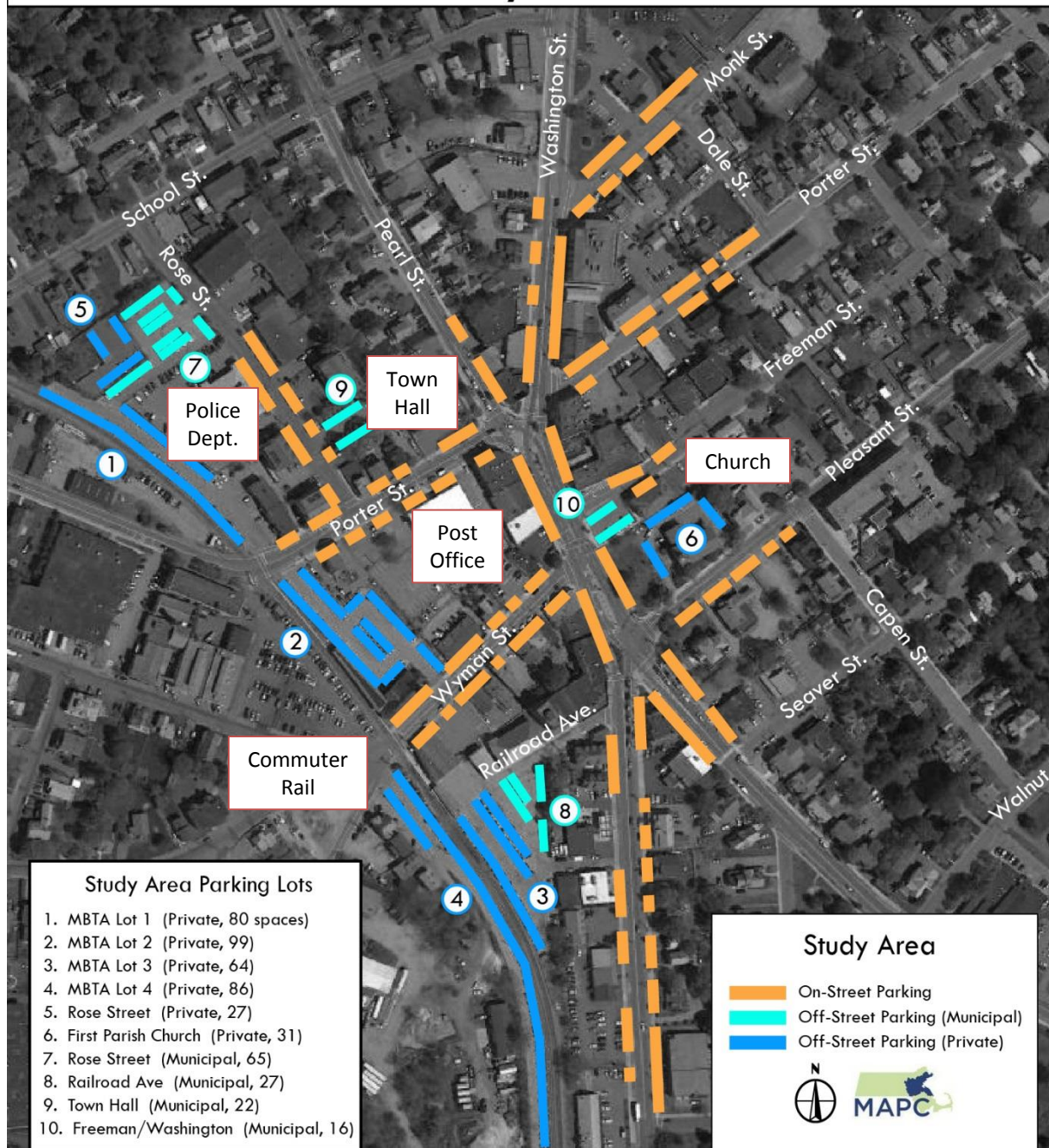


## Answer Questions:

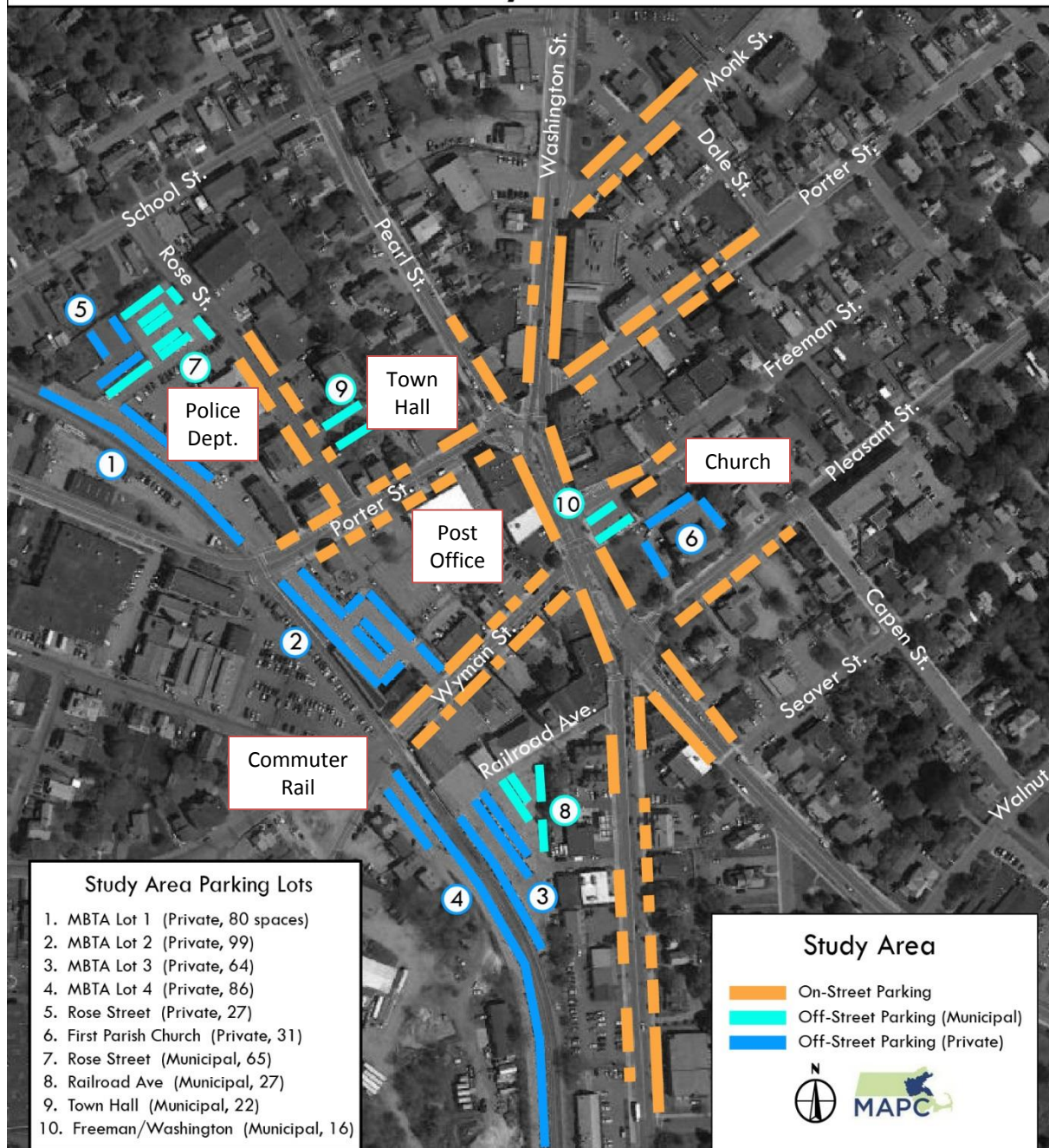
- Parking Regulations
- Occupancy vs. Capacity
- Duration
- Peak Areas
- Employee Parking
- Enforcement
- Off-Street Parking
- Visibility



# Study Area



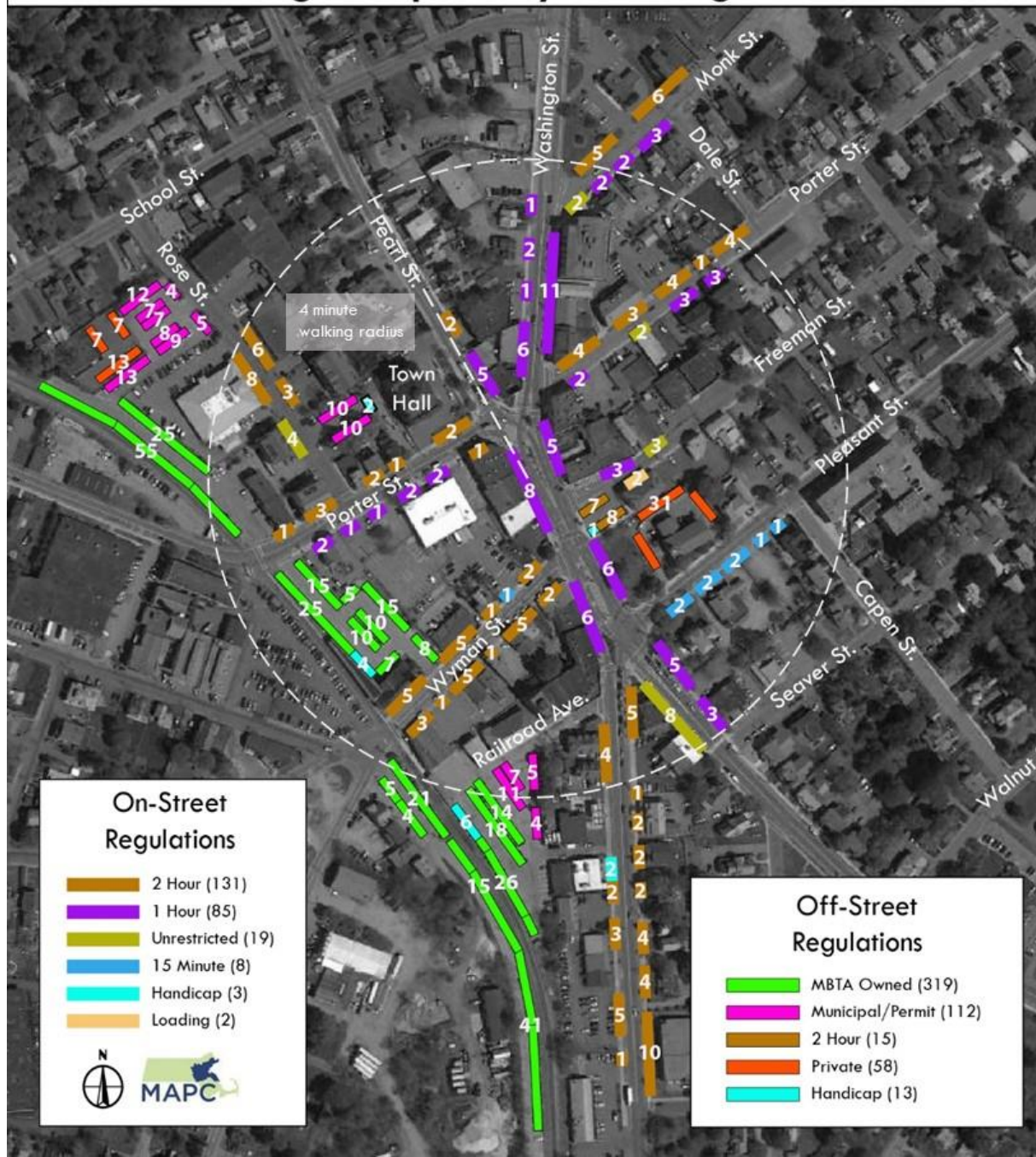
# Study Area



This data is  
focusing on  
**PUBLICLY**  
owned  
parking



# Parking Capacity & Regulations



# Parking Study

Study Area Capacity = 765 Parking Spaces

MBTA = 329 (43% of total)

Public On-Street = 248 (32% of total)

- » 2 hour
- » 1 hour
- » Unrestricted
- » 15 min
- » Handicap
- » Loading

Municipal/Permit Off-Street = 114 (15% of total)

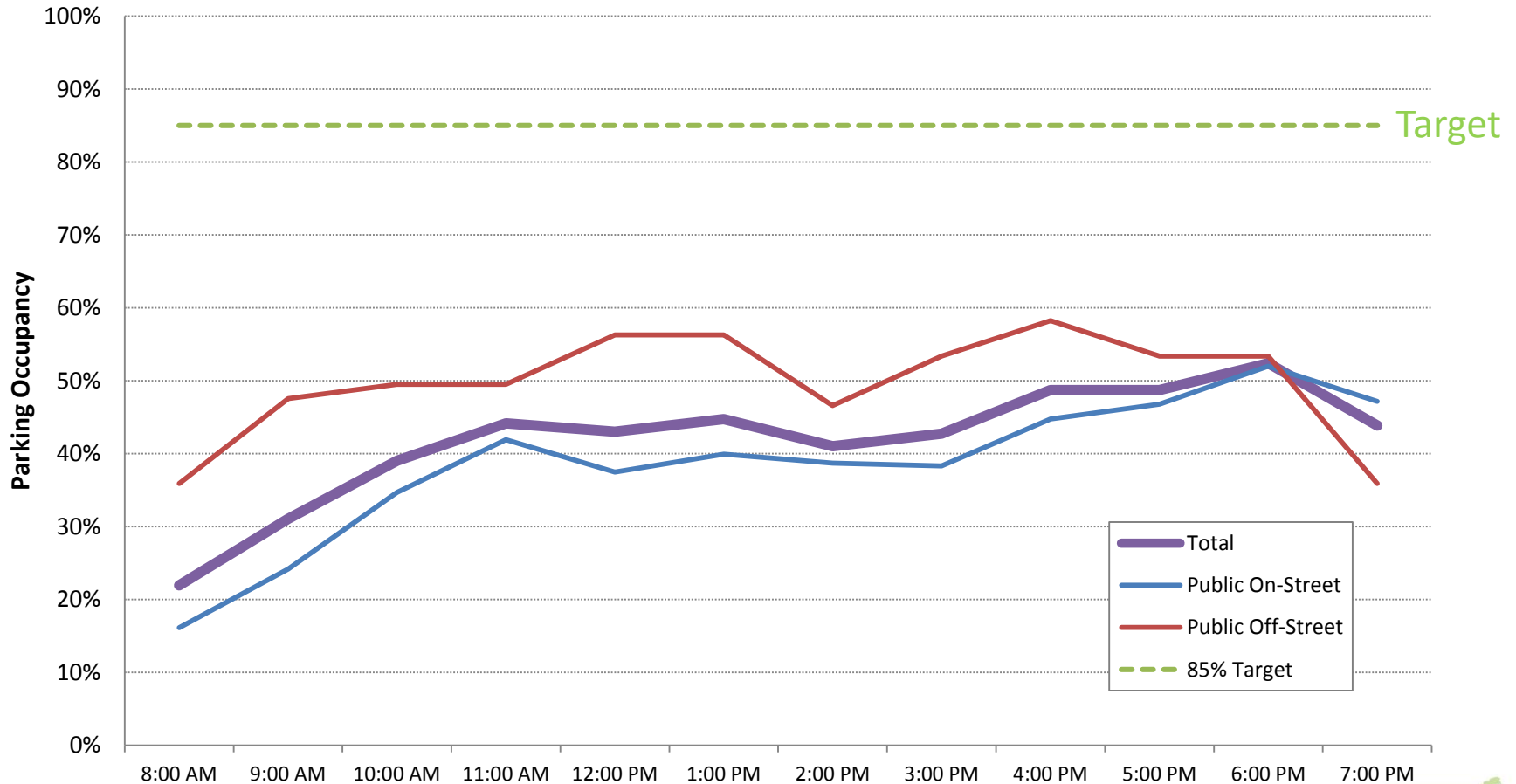
- » Rose Street Lot
- » Town Hall lot
- » Railroad Ave Lot

Private = 58 (8% of total)

Public Off-Street = 16 (2% of total)

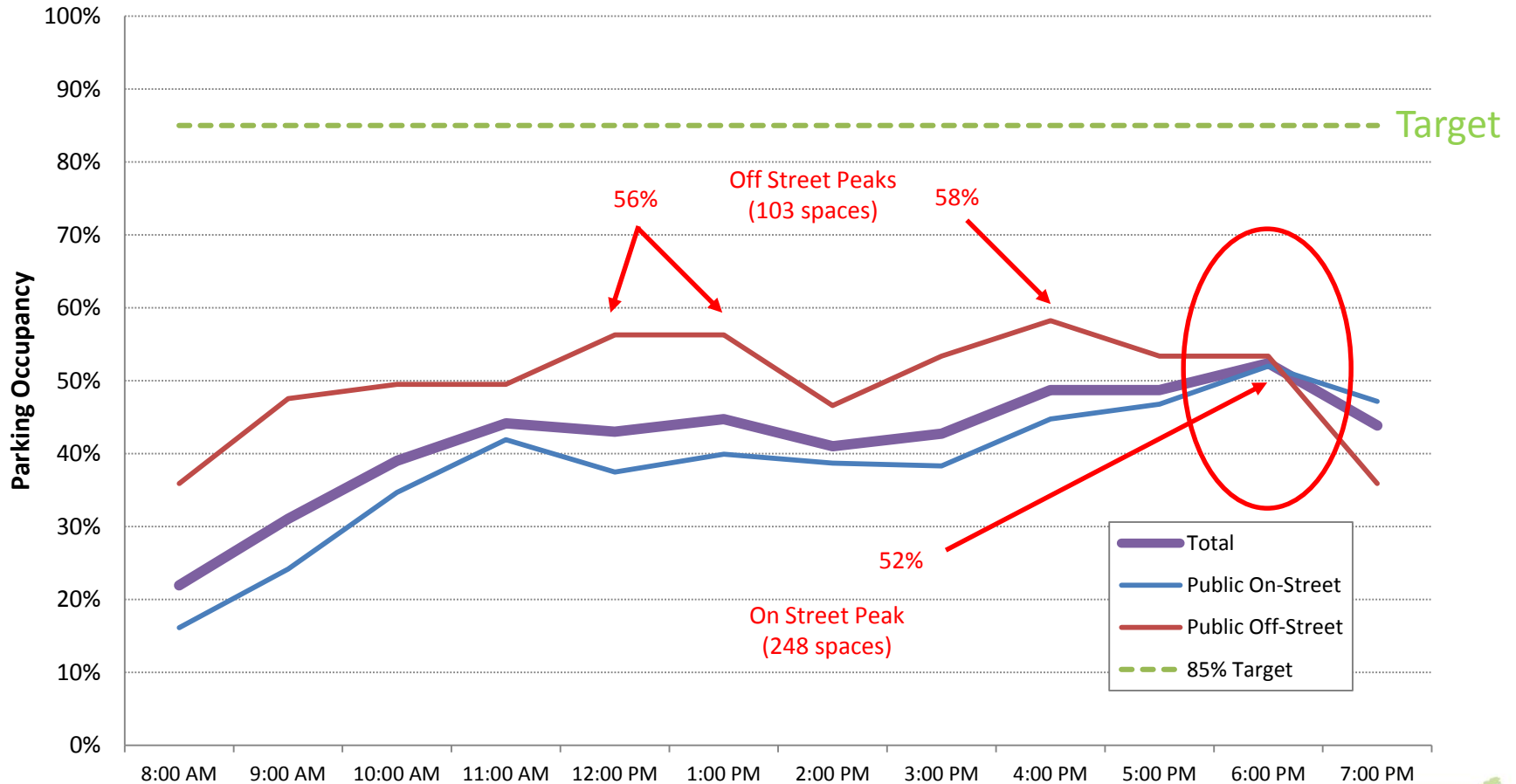
- » Washington at Freeman

# Weekday Occupancy





# Weekday Occupancy



**Overall peak = 62% at 6pm**

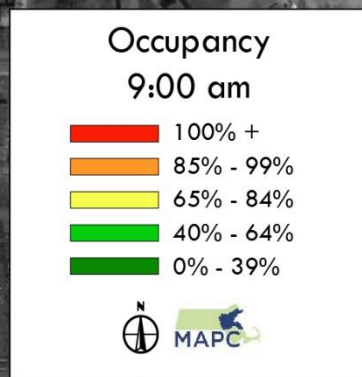
# Weekday Occupancy

9 AM

On-Street  
24%

Off-Street  
48%

Overall  
31%





# Weekday Occupancy

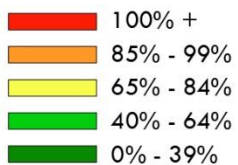
12 PM

On-Street  
38%

Off-Street  
56%

Overall  
43%

Occupancy  
12:00 pm



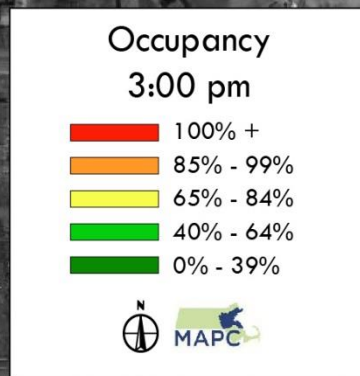
# Weekday Occupancy

3 PM

On-Street  
38%

Off-Street  
53%

Overall  
43%





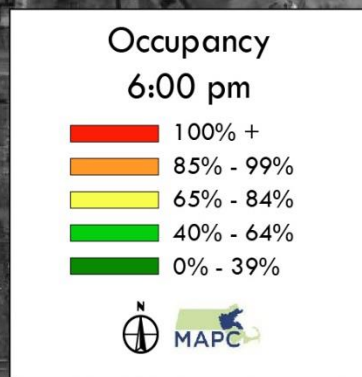
# Weekday Occupancy

6 PM

On-Street  
52%  
**PEAK**

Off-Street  
53%

Overall  
52%





**Utilization Trends**

- Busy Areas
- Available Areas

N  
MAPC

# Average Duration



## Average Duration





# Ongoing Parking Reforms in Stoughton



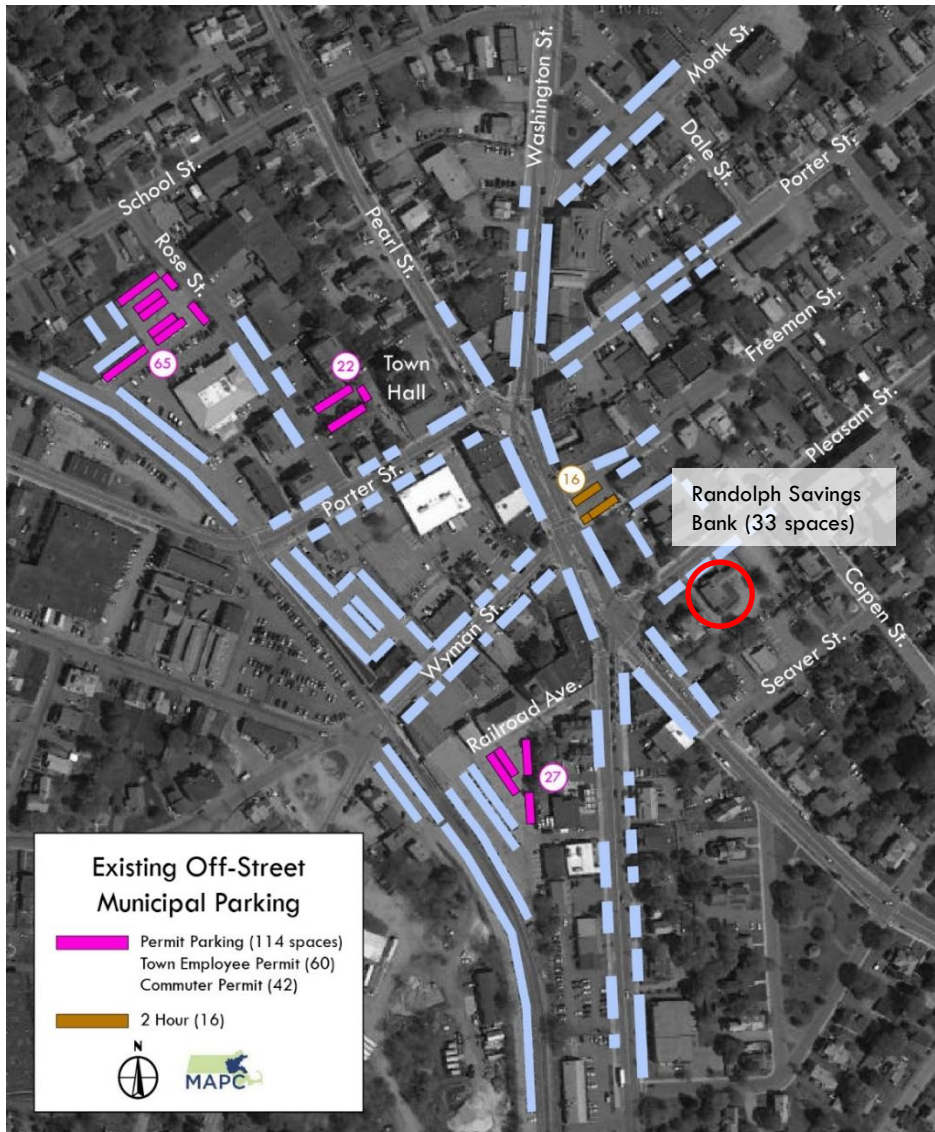
# Recent Actions

- In late 2016, several parking regulation and enforcement changes were approved by the Town:
  - Increased parking fines
  - A dedicated parking officer
  - Parking regulations on downtown side streets modified to prevent long-term commuter parking (2 hour on one side, no parking on other side)





# Future Plans



- Town has approved the purchase of the Randolph Savings Bank at Park Street and Pleasant Street
- Parking lot includes 33 spaces
- Uses for the lot have yet to be decided



# Recommendations and Action Plan





# Signage





# Signage



# Recommended Action Items

- Conduct a signage inventory
  - Town already completed some elements of an inventory as part of downtown parking regulations review
- Update and install new signage as needed





# Underutilized Parking: On-Street





# Underutilized Parking: On-Street



# Recommended Action Items



- On-Street
  - Update signage
  - Stripe on-street spaces
  - Continue to invest in pedestrian and bicycle infrastructure to enhance safety



# Underutilized Parking: Off-Street

Washington Street at Freeman Street





# Underutilized Parking: Off-Street

Washington Street at Freeman Street



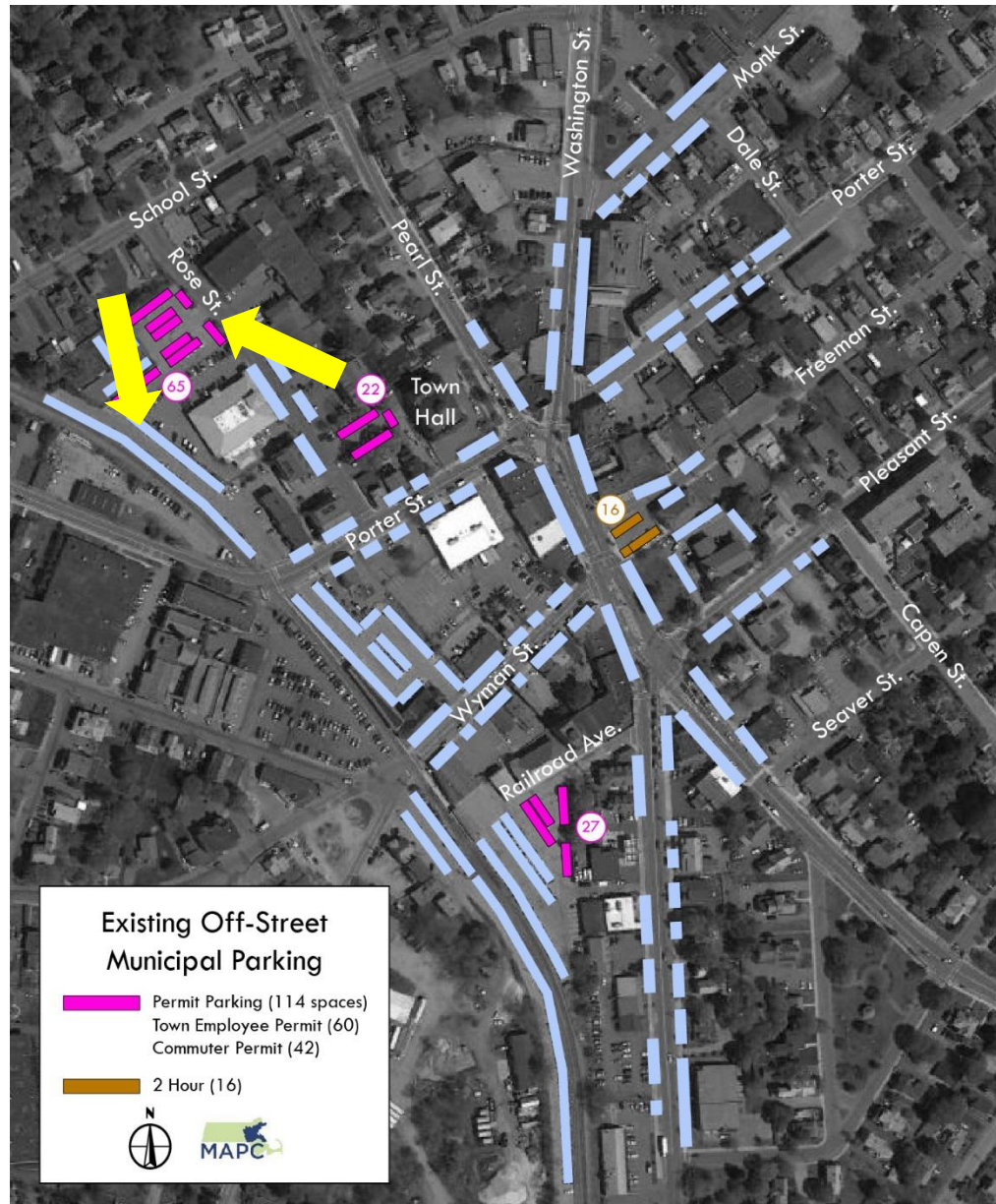
# Recommended Action Items



- Install parking signage to increase visibility of Freeman Street/Washington Street lot
- Reconfigure off-street parking allocation to open more off-street spaces to the public



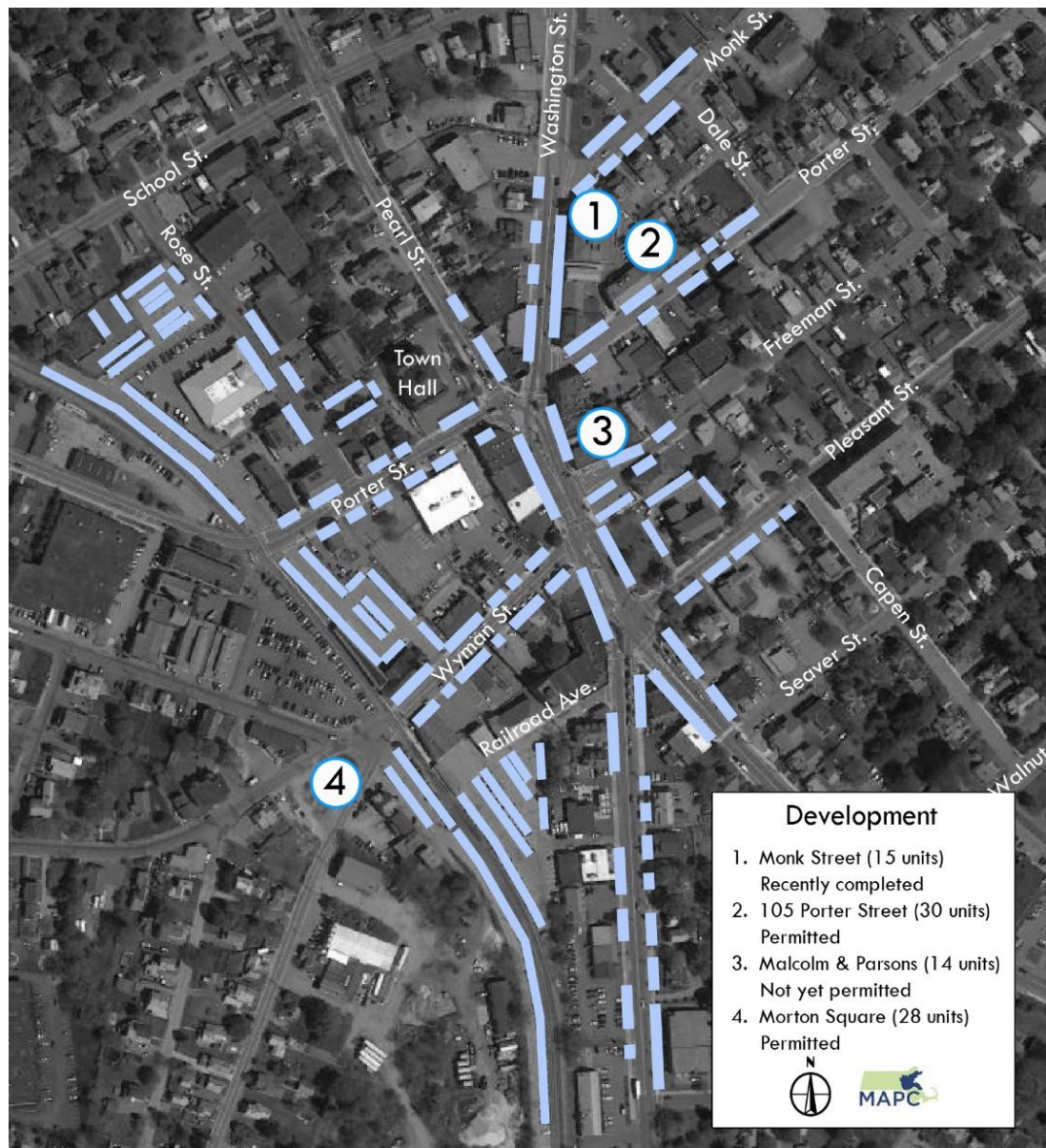
# Reallocation of Off-Street Parking



- Town Hall employees move from Town Hall lot to Rose Street lot. Town Hall spaces (some or all) are re-allocated for short term public parking
- Commuter permits in the Rose Street lot are eliminated, commuters are directed to available MBTA parking
- Available town-owned parking assets in Rose Street, Railroad Ave and/or Randolph Savings Bank lots are offered to downtown business owners and employees for a small fee. Any remaining spaces could be utilized for commuter permit parking.



# Planning for Future Growth



# Questions



# Thank you!

Questions? Feedback?



Sarah Lee

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617.933.0744





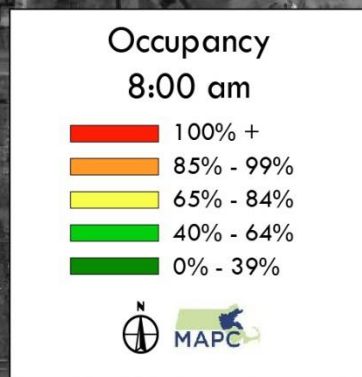
# Weekday Occupancy

8 AM

On-Street  
16%

Off-Street  
36%

Overall  
22%



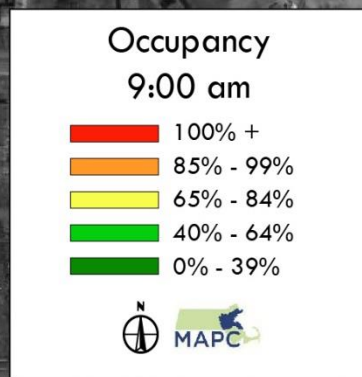
# Weekday Occupancy

9 AM

On-Street  
24%

Off-Street  
48%

Overall  
31%





# Weekday Occupancy

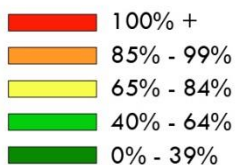
# 10 AM

On-Street  
35%

Off-Street  
50%

Overall  
39%

Occupancy  
10:00 am



# Weekday Occupancy

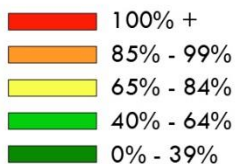
11 AM

On-Street  
42%

Off-Street  
50%

Overall  
44%

Occupancy  
11:00 am





# Weekday Occupancy

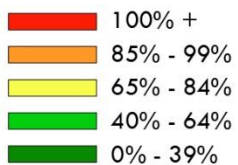
12 PM

On-Street  
38%

Off-Street  
56%

Overall  
43%

Occupancy  
12:00 pm





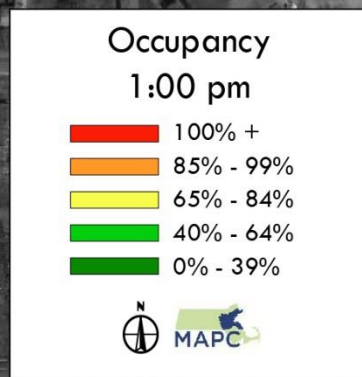
# Weekday Occupancy

1 PM

On-Street  
40%

Off-Street  
56%

Overall  
45%



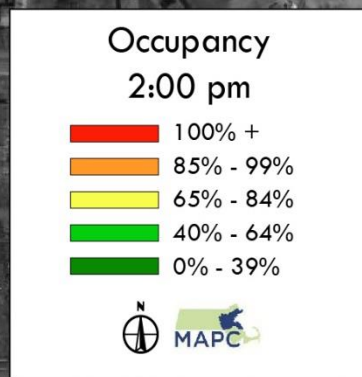
# Weekday Occupancy

2 PM

On-Street  
39%

Off-Street  
47%

Overall  
41%





# Weekday Occupancy

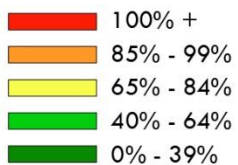
3 PM

On-Street  
38%

Off-Street  
53%

Overall  
43%

Occupancy  
3:00 pm





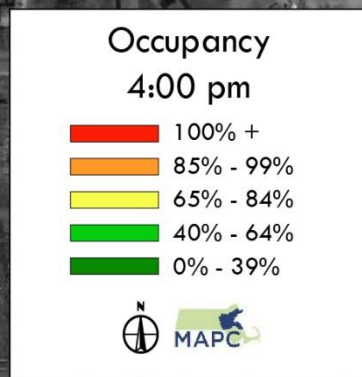
# Weekday Occupancy

4 PM

On-Street  
45%

Off-Street  
58%

Overall  
49%



# Weekday Occupancy

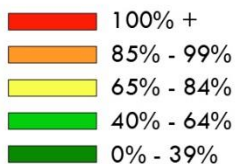
5 PM

On-Street  
47%

Off-Street  
53%

Overall  
49%

Occupancy  
5:00 pm





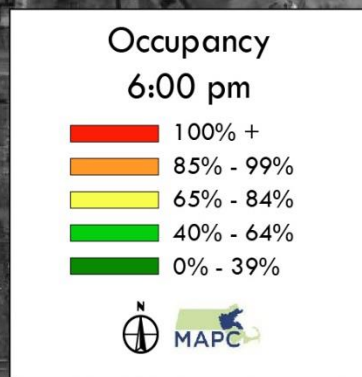
# Weekday Occupancy

6 PM

On-Street  
52%  
**PEAK**

Off-Street  
53%

Overall  
52%





# Weekday Occupancy

7 PM

On-Street  
47%

Off-Street  
36%

Overall  
44%

