

Downtown Bourne Parking Strategy Plan

Final Recommendations

May 5, 2021





AGENDA

- **Introduction**
- **Study Goals & Process**
- **Data Collected**
- **Stakeholder Summary**
- **Final Recommendations**





STUDY GOALS AND PROCESS

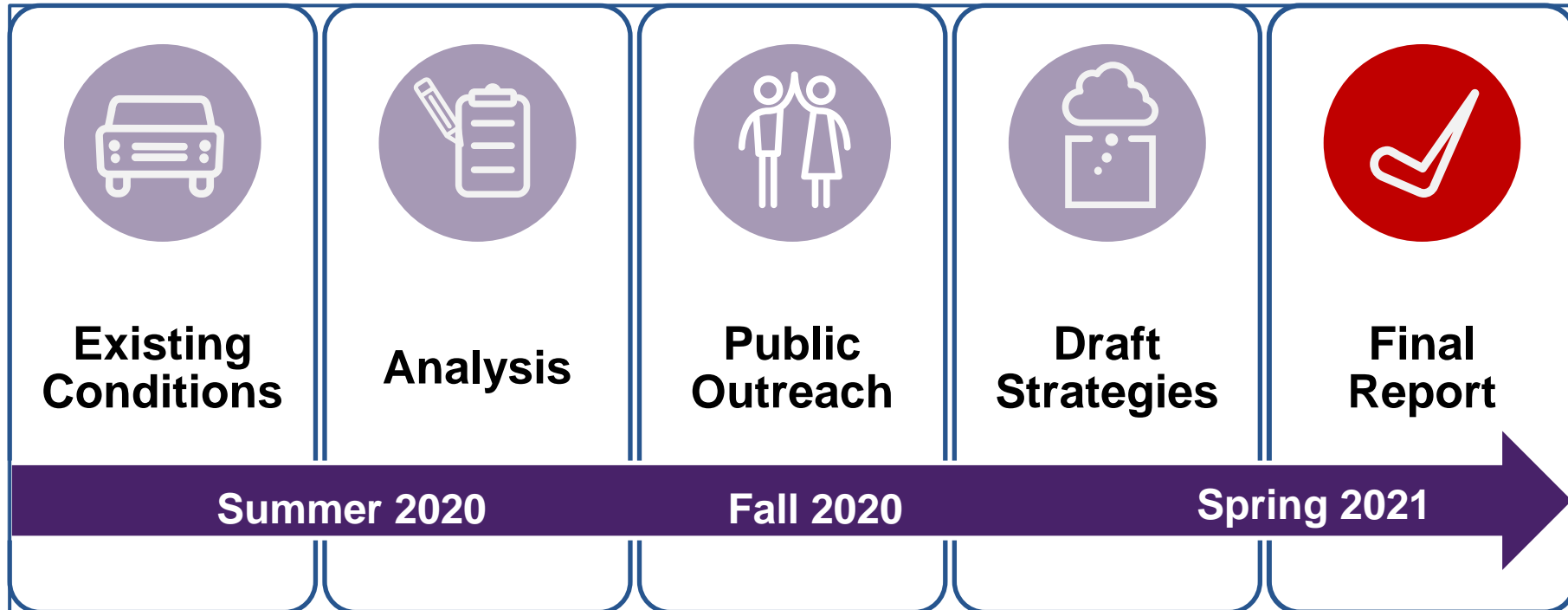


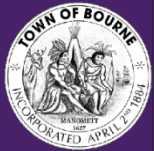
STUDY GOALS

- 1 ADDRESSING SHORT-TERM PROBLEMS**
Understanding where parking is and isn't hard to find, and what/where factors cause parking impacts
- 2 PLANNING FOR LONG-TERM GROWTH**
Testing future scenarios and understanding impacts of future changes, including new housing, other development, and more events
- 3 IMPROVING TOWN'S PARKING MANAGEMENT APPROACH**
Identifying how current practices based on ordinances and parking pricing can be improved using a best practice approach
- 4 PROMOTING SHARED PARKING**
Maximizing the efficiency of existing underutilized lots for the benefit of all to attract new customers and investment



STUDY PROCESS



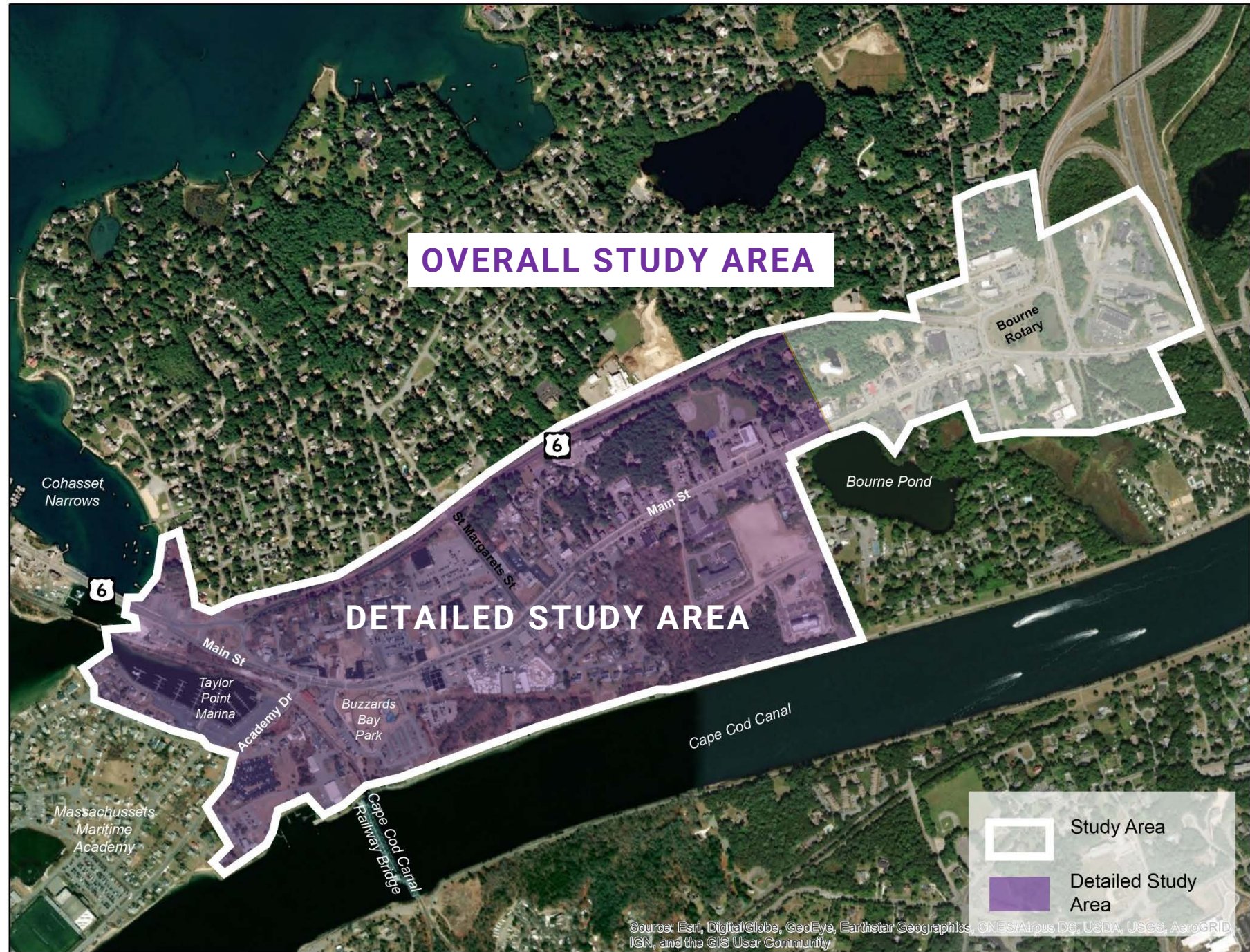


DATA COLLECTED



STUDY AREA

We defined a detailed study area to be able to capture more specific data in the area of greatest perceived parking challenges

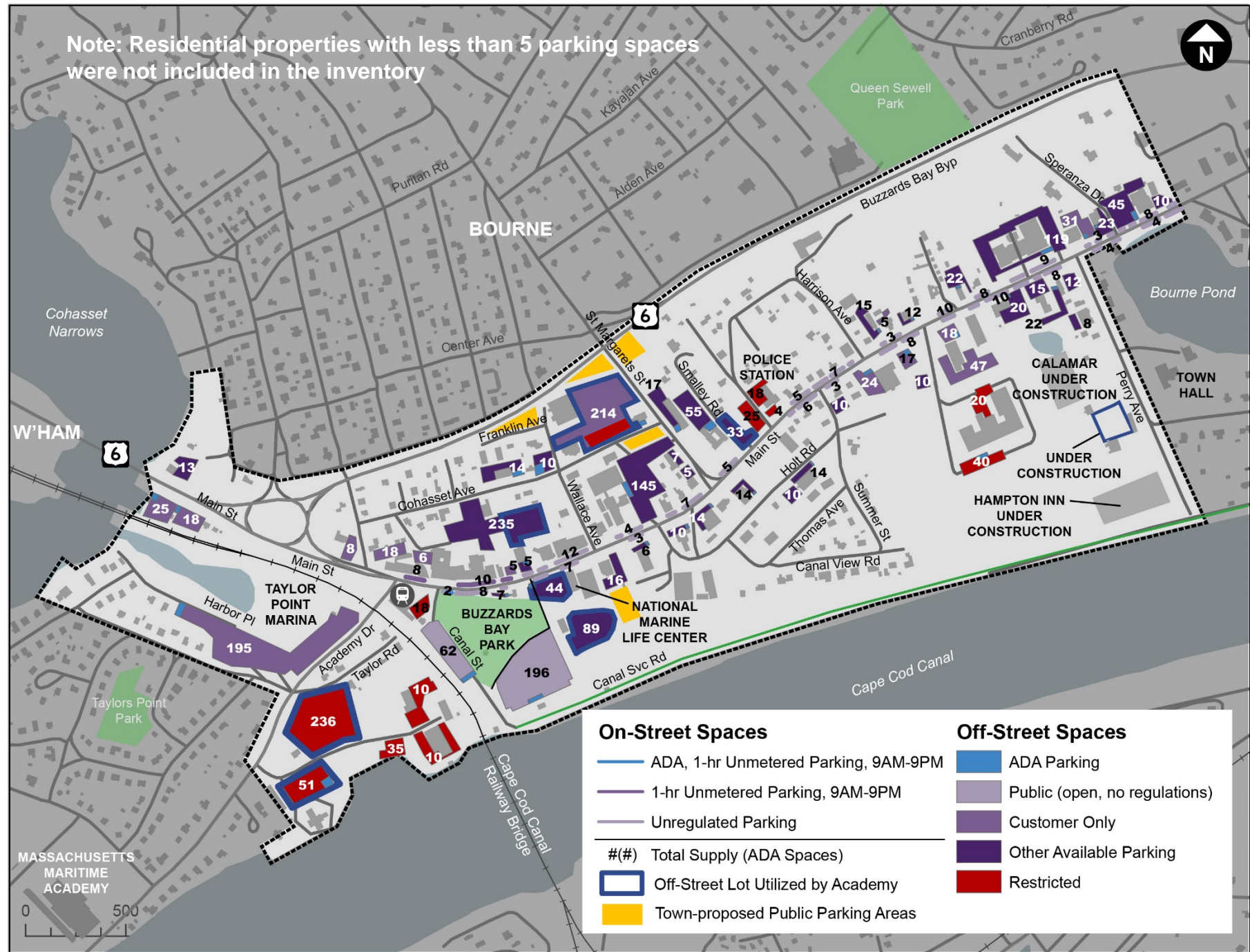




PARKING INVENTORY

We identified where different types of parking are located

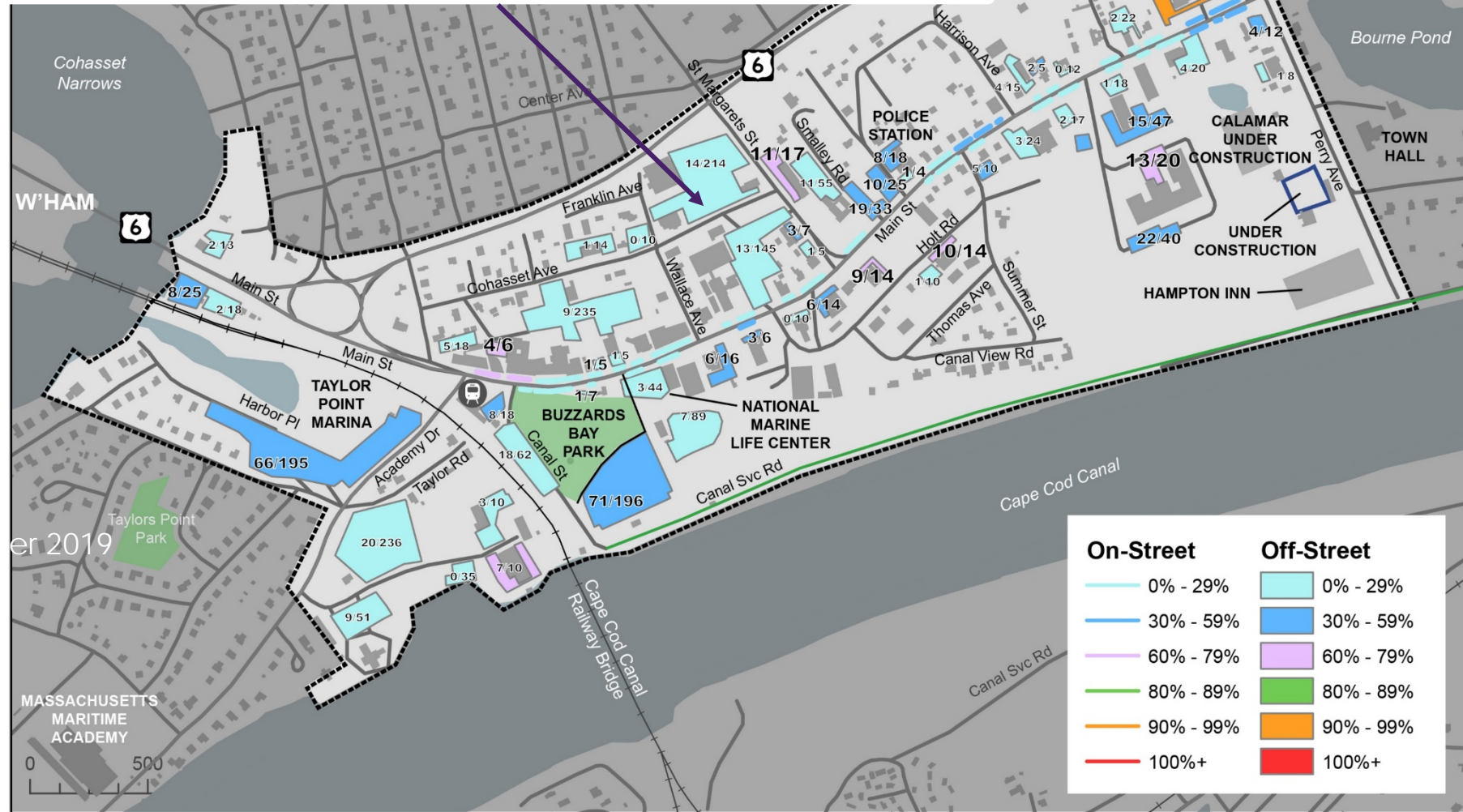
Total Parking Spaces
2,549





PARKING UTILIZATION

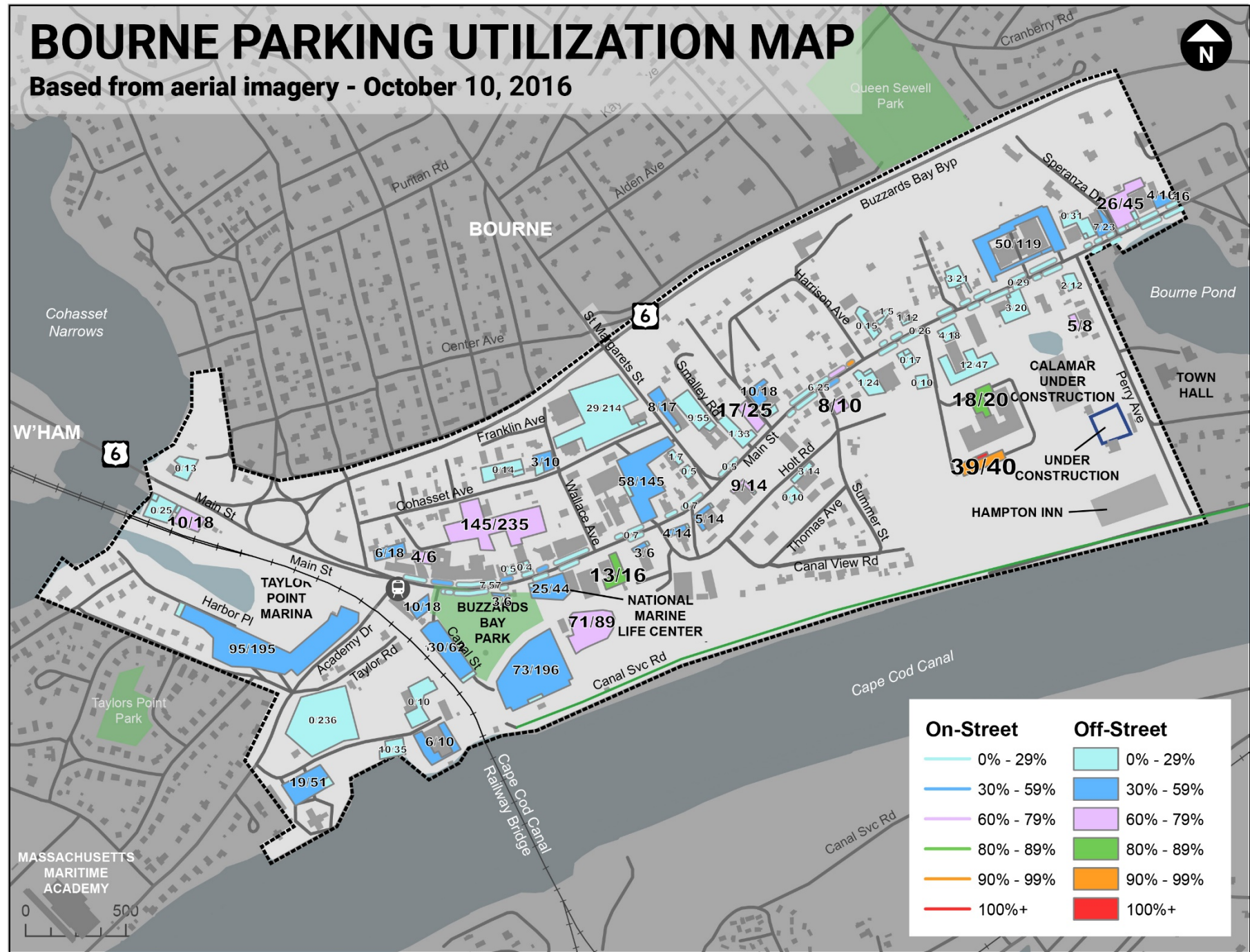
Using 2018 aerial imagery, we identified how many parking spaces were being used during an afternoon on a typical day





PARKING UTILIZATION

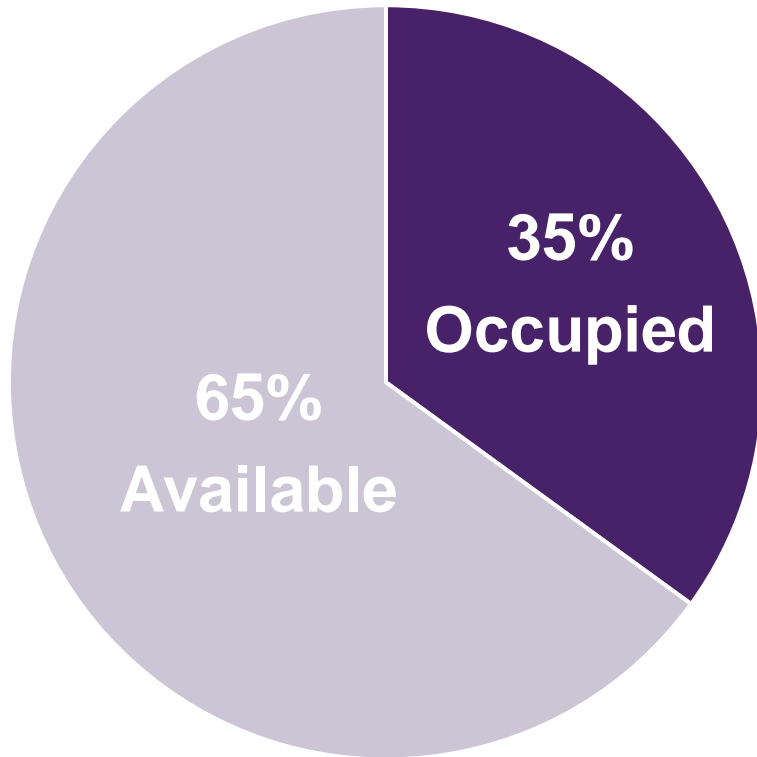
We also counted utilization with 2016 aerial imagery to make sure we were reflecting as close to “normal” current conditions as possible



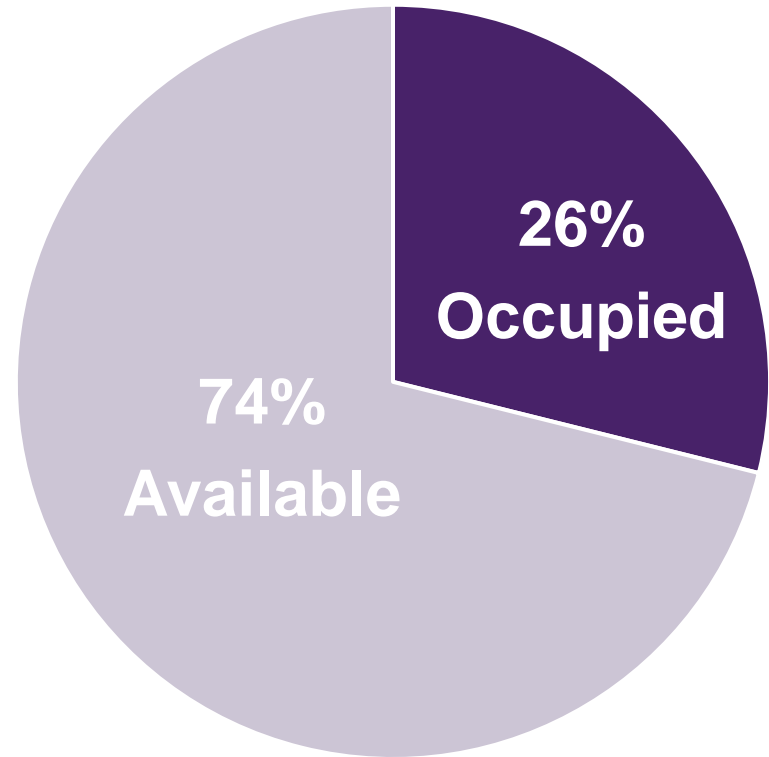


PARKING UTILIZATION

Oct. 2018

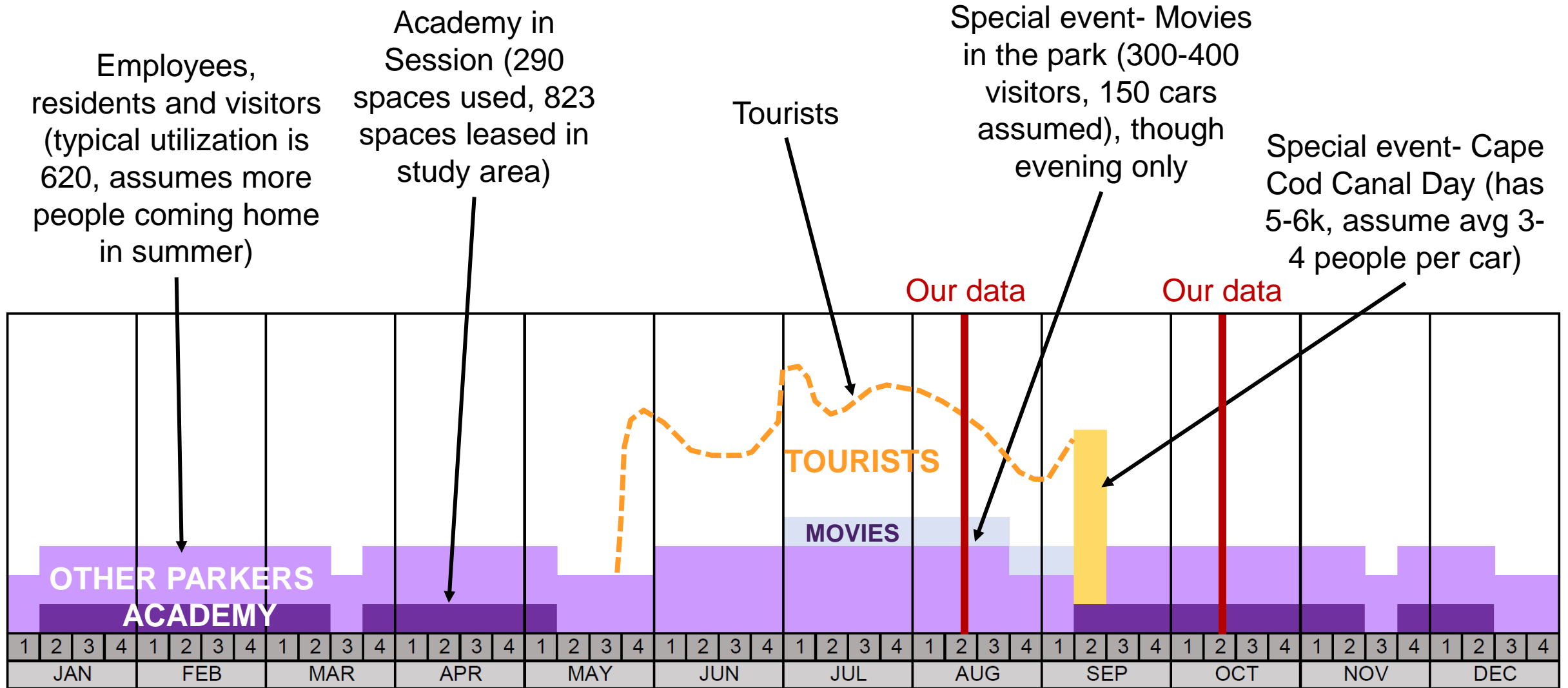


Oct. 2016





ESTIMATED ANNUAL PARKING DEMAND BY USER

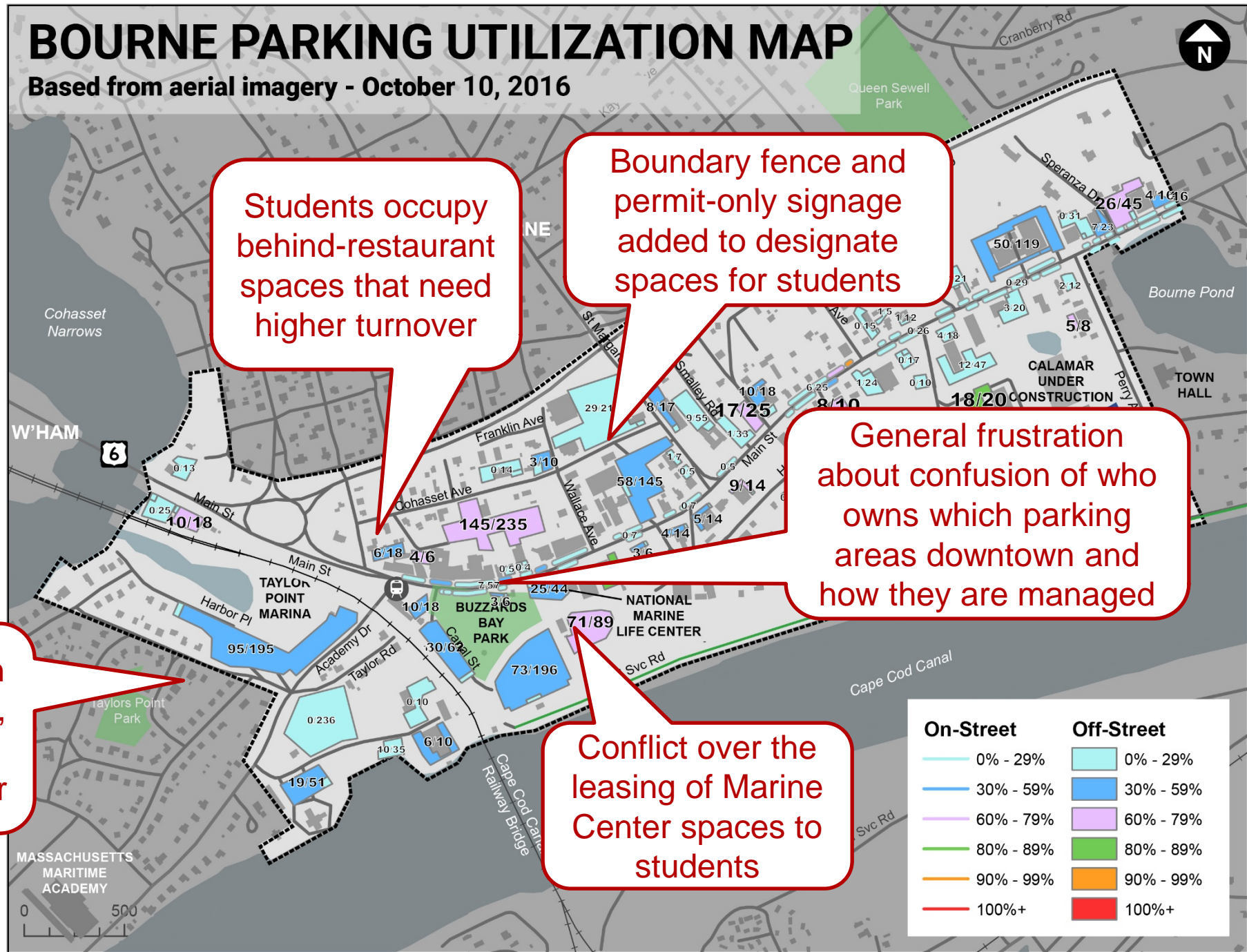




LOCALIZED CONCERNS

We learned about where the main, previously vocalized parking challenges were generally taking place

Students park on residential lawns, property as overflow in winter





OTHER FACTORS THAT MAY INFLUENCE PARKING

We took other factors into consideration that have impact on both parking need and demand:

- New housing that may attract people with different travel preferences
- Significant increase in transit frequency
- Continued growth of the Academy
- Continued pursuit of Commuter Rail extension
- Potential tourist opportunities





EXISTING CONDITION KEY FINDINGS

- **Parking is generally widely available** during typical, non-peak conditions but there is a lack of signage to direct people to appropriate off-street lots
- **Localized negative impacts** are hurting the perception of availability
- While **some shared parking is taking place**, there is opportunity for more
- The potential of parking **demand exceeding capacity** only occurs during a **handful of days** per year
- Some people are biking but there is a **lack of signage identifying safe routes** to use these options and bike parking
- **Transit ridership is increasing** but there is a lack of signage identifying it as an option to people unfamiliar with the area





STAKEHOLDER ENGAGEMENT SUMMARY



SUMMARY OF STAKEHOLDER ENGAGEMENT

We met with two groups of stakeholders, including representatives from the Chamber of Commerce, Regional Transit Authority, Planning Board, the Regional Cape Cod Transportation Committee, and others.

Use the 'text' tool to select and place a sticky note in the parking spots to indicate *your* top 3 in both the PROBLEMS and IMPACTS sections.

WHAT ARE YOUR TOP **PARKING PROBLEMS** IN DOWNTOWN BOURNE TODAY?

<p>ON-STREET PARKING AVAILABILITY IN CENTRAL LOCATIONS</p>	<p>LACK OF PARKING SIGNAGE AND DIRECTIONS</p>	<p>SPILLOVER PARKING IN RESIDENTIAL AREAS</p>	<p>DISTANCE BETWEEN LOTS FOR MULTIPLE DESTINATIONS</p>	<p>NOT ENOUGH BIKE PARKING</p>	<p>NOT ENOUGH PUBLIC PARKING</p>	<p>NOT ENOUGH OFF-STREET EMPLOYEE AND BUSINESS SPACES</p>	<p>WHAT ARE WE MISSING? USE THE 'TEXT' TOOL TO POST A STICKY NOTE WITH YOUR IDEAS HERE.</p>
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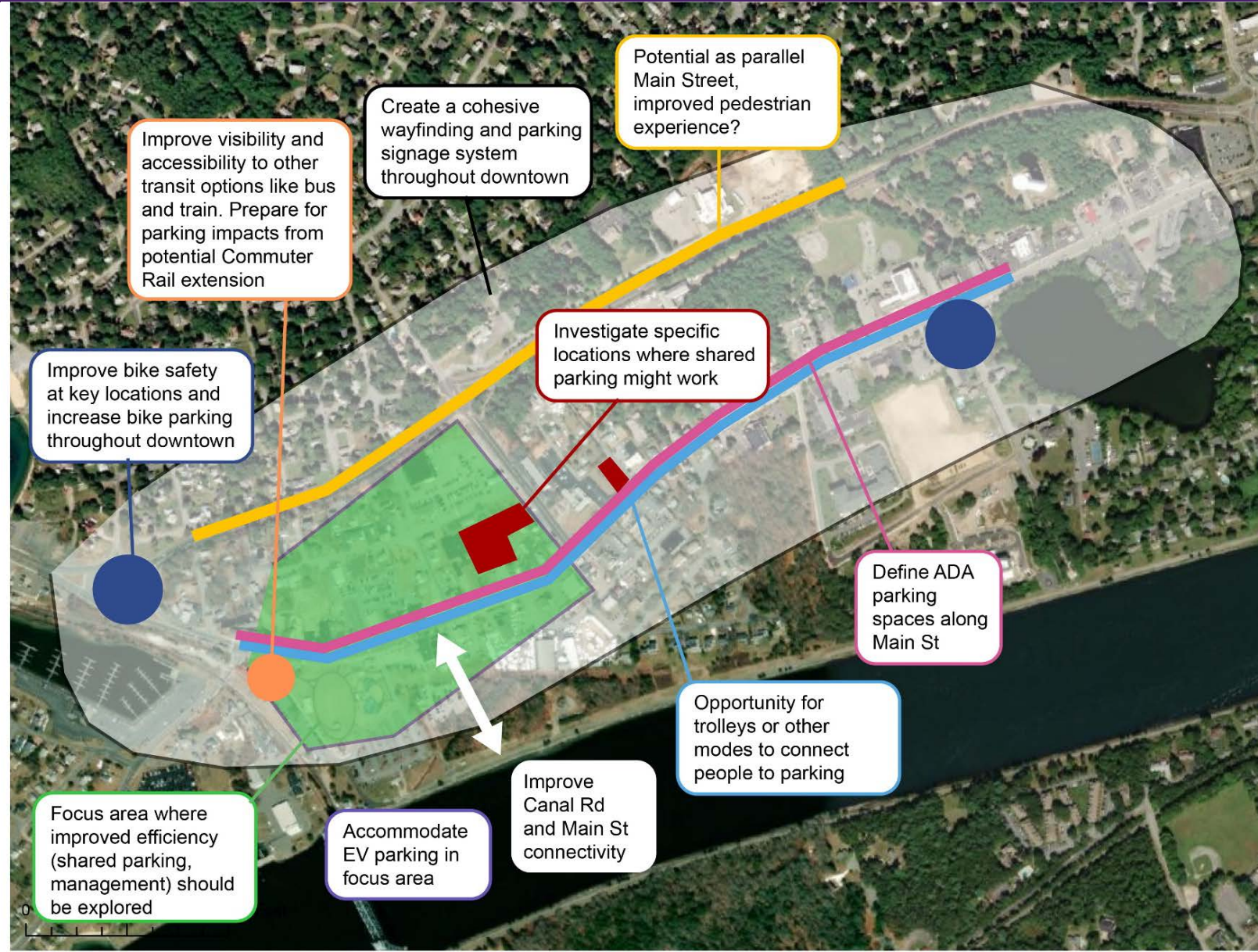
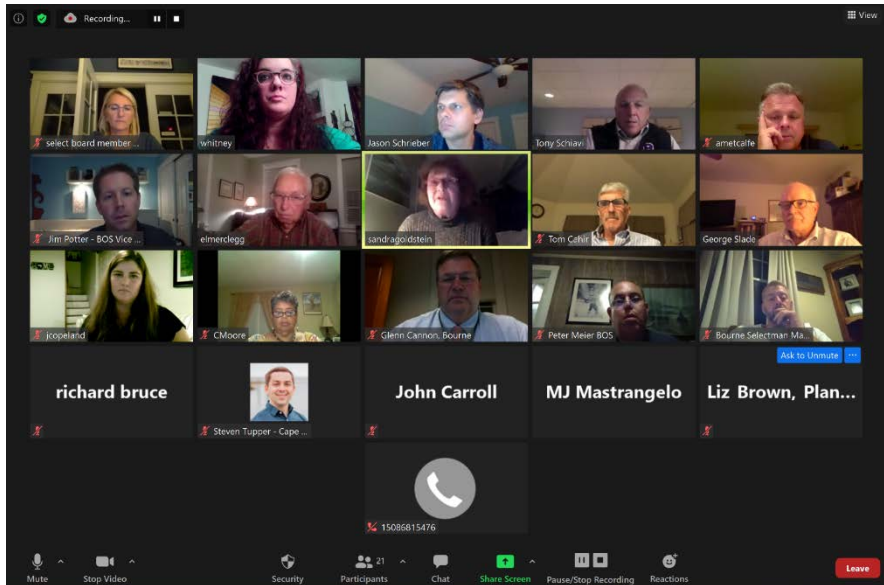
WHAT ARE THE TOP **PARKING IMPACTS** IN FUTURE DOWNTOWN BOURNE?

<p>INCREASE OF TRANSIT SERVICES AND FREQUENCY</p>	<p>EXPANSION OF POPULATION</p>	<p>INCREASE OF RESTAURANTS AND RETAIL ATTRACTIONS</p>	<p>EXPANSION OF COMMUTER RAIL SERVICES</p>	<p>EXPANSION OF RESIDENTIAL UNITS AND OTHER DEVELOPMENT</p>	<p>REASE OF TOURISM OPPORTUNITIES</p>	<p>CURRENT PARKING POLICIES, ORDINANCES, ZONING</p>	<p>WHAT ARE WE MISSING? USE THE 'TEXT' TOOL TO POST A STICKY NOTE WITH YOUR IDEAS HERE.</p>
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SUMMARY OF STAKEHOLDER COMMENTS

We asked stakeholders to identify different areas of the map with specific parking issues and opportunities



Improve visibility and accessibility to other transit options like bus and train. Prepare for parking impacts from potential Commuter Rail extension

Create a cohesive wayfinding and parking signage system throughout downtown

Potential as parallel Main Street, improved pedestrian experience?

Investigate specific locations where shared parking might work

Improve bike safety at key locations and increase bike parking throughout downtown

Define ADA parking spaces along Main St

Opportunity for trolleys or other modes to connect people to parking

Improve Canal Rd and Main St connectivity

Accommodate EV parking in focus area

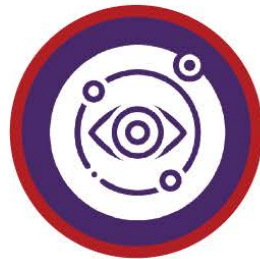
Focus area where improved efficiency (shared parking, management) should be explored



SUMMARY OF STAKEHOLDER COMMENTS



Parking is **generally widely available** during typical, non-peak conditions but there is a **lack of signage** to direct people to appropriate off-street lots



Localized negative impacts are hurting the **perception of availability**



While some shared parking is taking place, there is **opportunity for more**



The potential of parking demand exceeding capacity only occurs during **a few days** a year



Some people bike, but there is a lack of signage identifying **safe routes** and **bike parking**



Transit ridership is increasing but a **lack of signage** doesn't make it a likely option for new visitors



RECOMMENDATIONS



WHAT INFORMED THE RECOMMENDATIONS

Based on:

Data collected

+

Stakeholder discussions

+

Existing policies/partnerships

+

Changes in Bourne today and tomorrow



13 Recommendations were created



SHORT-TERM

Can be achieved within 1 year



LONG-TERM

Can be achieved between 1-3 years



WORKING WITH EXISTING

Can be addressed now



MAINTAINING MOMENTUM

Can provide ongoing support

1

Create a joint management strategy

WHY?

To encourage a more collaborative approach and increase the consistency of parking facility regulations and physical conditions



1

Create a joint management strategy

HOW?

Incentivize Participation in Shared Parking

- Provide **in-kind services** to re-pave lots, provide lighting and signage, and winter maintenance
- Act as a **mediator between parties** to ensure land rights are protected
- Provide **resources** with sample shared agreements, best practices

Reduce complexity for landowners

- Arrange **fair designation** of parking between public and private owners
- Establish **sharing periods**
- Provide **exit clauses**

Define and Enforce Roles/Responsibilities:

- Chains of communication for **enforcement**
- Communication to the public (**current maps, signage**)
- Coordination and **sharing of data**

2

Identify options for shared parking spaces

WHY?

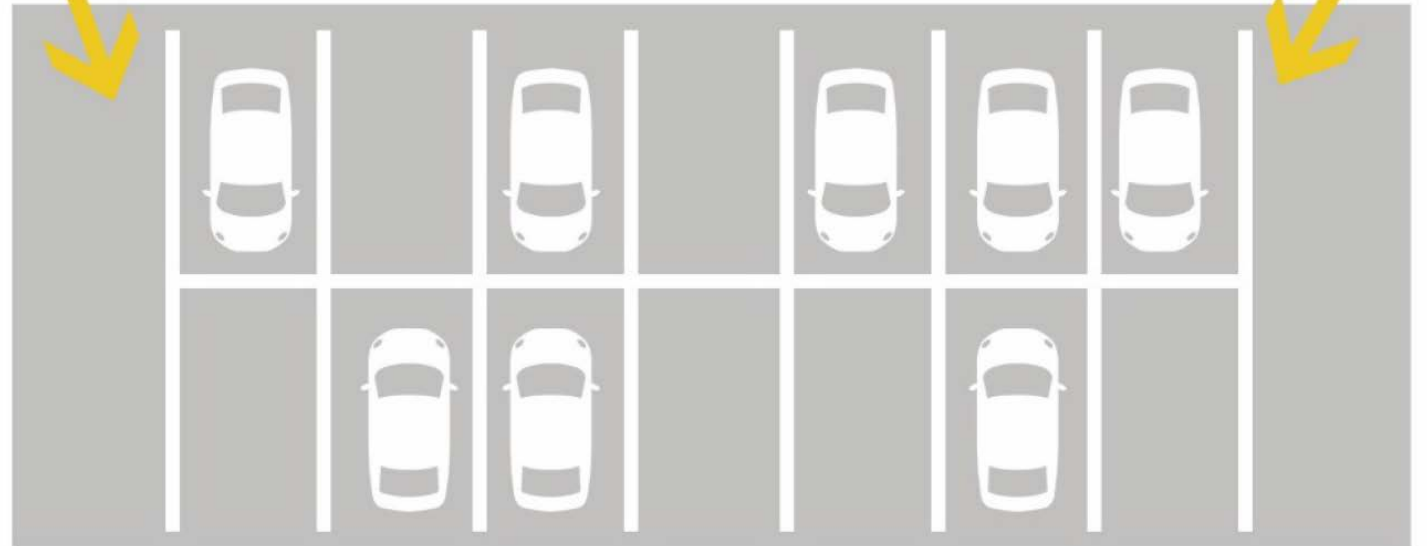
To ensure that adequate parking is both available and located near desired destinations during different times of the day



5PM-8AM



8AM-5PM



2

Identify options for shared parking spaces

HOW?

- **Educate landowners** about the benefits of sharing. Hold an informational meeting with sample agreements.
- **Amend ordinances** to encourage shared parking at current and future developments
- Using this study, **identify the lots** which would be most beneficial to alleviating parking demand in specific areas of Main Street (e.g. the Marina parking lot, St. Peter's Church)
- **Pursue shared agreements** between the Town and landowners with in-kind services provided by the Town to help private lots become part of an overall public system

3 Improve wayfinding and cues to parking

WHY?

To create a visitor-friendly environment (especially for the unfamiliar visitor) and reduce violations of homeowners leasing personal parking spaces



3

Improve wayfinding and cues to parking

HOW?

- Define **clear parking rules**
- Identify **different types of parking** (short and long-term, on and off-street)
- Identify major **points of interest**
- Help **pedestrians navigate**
- **Design** a consistent wayfinding signage system and maintenance program



4 Identify short- and long-term parking areas

WHY?

To ensure that parking is available to users with different or competing locations and time needs



4 Identify short- and long-term parking areas

HOW?

- Work with landowners to **identify needs**
- **Designate on-street spaces** on Main Street as short-term
- **Designate** lots (or portions) that can support **all-day parking** (e.g. the Marina lot during off-season) and form an agreement with relevant landowners and businesses
- Publish a user-friendly **town parking map** on the Town website to describe available parking resources



5

Provide options for developers

WHY?

To help minimize parking demand that may put pressure on capacity in the future, and ensure Bourne is better positioned to absorb and respond to future impacts on demand

ATM 2020 – Downtown Parking

ARTICLE _____: To see if the Town will vote to amend the Bourne Zoning Bylaws relative to the Downtown Parking Regulations as follows, or take any other action relative thereto:

Sponsored: Planning Board

SECTION 2854. Parking Reduction Methods

Amend Section 2854 b) Off-Site Parking Credit by deleting 300 feet and replace with 1000 feet for public and private parking lots as follows:

- b) Off-Site Parking Credit - Parking requirements may be reduced by up to fifty percent (50%) with a Special Permit by the Planning Board if an off-street public parking lot of 20 spaces or more exists within ~~300~~ **1000** feet of the principal land use, and the public parking lot has ample spaces available to serve the immediate area as determined by a survey of peak hour occupancy and usage. If this rule cannot be met, the applicant can secure private off-site parking within ~~500~~ **1000** feet of the site by ownership or lease with another landowner with the following conditions:

1. The off-site parking will be shared by more than one landowner; and
2. The greater distance is justified because of pedestrian traffic patterns and the vitality of the area that would be part of the walk.

***Purpose:** After reviewing projects in the Downtown and after a feasibility study identifying potential parking sites in the downtown. The Planning Board determined that public and privately owned parking lots within 1000 feet of a potential business could be considered to serve as an off-site parking credit.*

5

Provide options for developers

HOW?

- Approve the drafted **Section 2854 amendment** to provide the option of an off-site parking credit.
- Identify additional **parking reduction methods** that support the use of alternative modes, such as connecting sidewalks or enhancing a nearby bus stop
- Consider amending the Bylaw's **Shared Parking Reduction Factor table** to include other relevant uses downtown, such as restaurant, marina, or church.
- Create an **information toolkit** about alternative ways for developers to meet parking requirements and host it on the 'Doing Business' page of the Town's website.

Figure DTD-7: Shared Parking Reduction Factor

Function	with		Function
RESIDENTIAL			RESIDENTIAL
LODGING			LODGING
OFFICE		1	OFFICE
RETAIL	1.1	1	RETAIL
	1.4	1.1	
	1.7	1.4	
	1.2	1.7	
	1.3	1	
	1.2	1.3	
	1	1.2	
		1	

6

Review and amend parking ratios

WHY?

To prevent the potential future addition of more new parking in areas where there may be sufficient existing supply

Bourne Category	Comparison to national standards
Multi-family (buildings with 3+ dwellings)	32% HIGHER
Senior citizen apartment or condominium building	80% HIGHER
General office	~same
Medical or dental office	~30% HIGHER
Retail/commercial use	30% HIGHER
Restaurant, café, bar, and other eating and drinking establishment	54% HIGHER

6

Review and amend parking ratios

HOW?

- Reference study findings and national standards for **parking ordinance wording** that would support Bourne and its development goals
- Amend ordinances to **reduce requirement of parking spaces** where reasonable, and to permit shared parking prior to finalization of upcoming development plans
- Establish **zoning and bylaw amendments** prior to the adoption of current developments and proposals being considered for the downtown area. This will aid in setting the stage for long-term best practice.

7

Plan for exceptional circumstances

WHY?

To ensure efficiency and best management of parking during unusual periods of demand



7

Plan for exceptional circumstances

HOW?

- **Form a committee** to develop an event parking plan and strategy
- Identify **roles and responsibilities** for landowner coordination (e.g. organizers, traffic control, communication triggers)
- Identify **all planned events/days** requiring a special parking plan
- Identify **private facilities** that can be publicly shared during events
- Identify potential existing parking facilities at the edge of town or adjacent to town that might be used for **remote parking**

7

Plan for exceptional circumstances

HOW?

- Identify existing services/drivers which might be a resource for providing **shuttle service during events**, define a schedule and incentives
- **Advertise** the connection to particular destinations with signage/wayfinding
- Consider **potential incentives** to offer visitors to take transit (e.g. reduced fare)
- Consider defining and implementing a **paid parking zone** during events and using the revenue towards a fund for parking operations/maintenance
- Evaluate **parking lot utilization** to understand effectiveness and need to adjust plan



PARKING STRATEGY PACKAGE

1. Create a joint management plan
2. Identify options for shared parking spaces
3. Improve wayfinding and cues to parking
4. Identify short- and long-term parking areas
5. Provide options for developers
6. Review and amend parking ratios
7. Plan for exceptional circumstances
8. Designate bike areas
9. Improve education about options
10. Improve connectivity to the waterfront
11. Allocate parking for all user types
12. Identify need for future parking structure
13. Maintain and update study information

8

Designate bike areas

WHY?

To encourage the use of bicycles along Main Street and to help drivers become accustomed to sharing the road with other users



8

Designate bike areas

HOW?

- Designate a **formal bike network** with both on and off-street facilities
- Implement **consistent pavement markings/signage** (e.g. sharrows, 'Share the Road' signs)
- **Advertise the network** with publicly-accessible maps and information through a variety of platforms
- Evaluate and make necessary **safety improvements** to roads that are likely connections for bicyclists to the new, proposed route
- Develop a strategy for compliance with the Town's Bylaw **bike rack requirements**
- Identify a creative way (through color or design) of making the bike **racks highly visible**

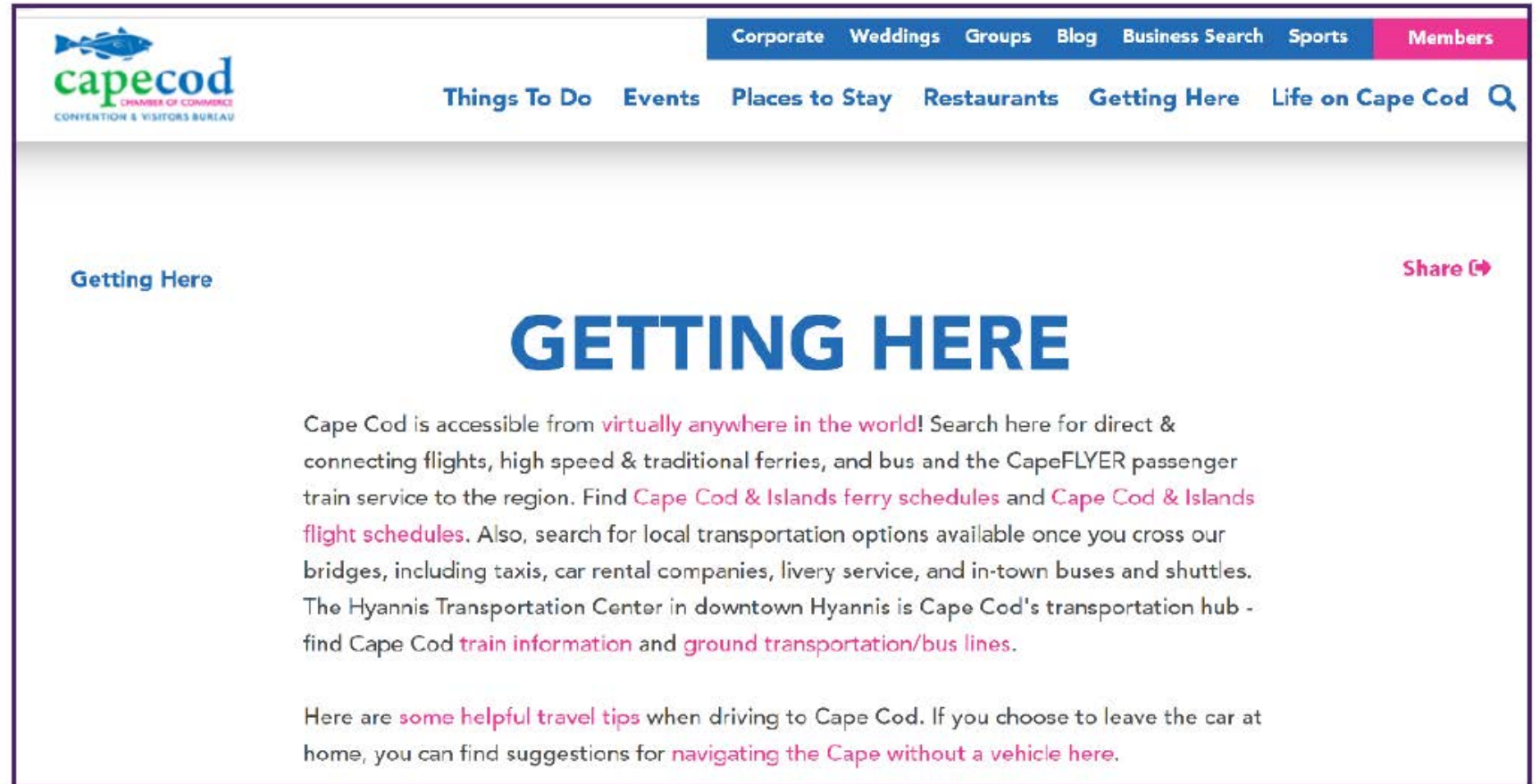


9

Improve education about transportation options

WHY?

To advertise the benefits and ensure the utilization of various forms of transit travel to and from Bourne



The screenshot shows the website for the Cape Cod Chamber of Commerce, Convention & Visitors Bureau. The navigation bar includes links for Corporate, Weddings, Groups, Blog, Business Search, Sports, and Members. Below this, there are links for Things To Do, Events, Places to Stay, Restaurants, Getting Here, and Life on Cape Cod. The main content area is titled 'GETTING HERE' and provides information about transportation options to Cape Cod, including flights, ferries, and local transit. It also mentions the Hyannis Transportation Center and provides links for train information and ground transportation/bus lines.

Getting Here Share ↗

GETTING HERE

Cape Cod is accessible from **virtually anywhere in the world!** Search here for direct & connecting flights, high speed & traditional ferries, and bus and the CapeFLYER passenger train service to the region. Find [Cape Cod & Islands ferry schedules](#) and [Cape Cod & Islands flight schedules](#). Also, search for local transportation options available once you cross our bridges, including taxis, car rental companies, livery service, and in-town buses and shuttles. The Hyannis Transportation Center in downtown Hyannis is Cape Cod's transportation hub - find Cape Cod [train information](#) and [ground transportation/bus lines](#).

Here are [some helpful travel tips](#) when driving to Cape Cod. If you choose to leave the car at home, you can find suggestions for [navigating the Cape without a vehicle here](#).

HOW?

- Include **information and a map** on the 'Welcome' page of the Town's website
- Increase signage at bus stops and display **current bus schedules**
- Improve **wayfinding** near pedestrian connections to bus stops
- Work with the CCRTA to identify options for **encouraging first-time riders** to experience the service (e.g. first-time ride for free, or discounted fare during special events)
- Work with the MMA to have **information available to students** both online and in print for available transit options and potential incentives
- Take a proactive part in existing regional **discussions about service changes** and how they can best be coordinated with specific needs

WHY?

To increase the walkability and bikeability to more destinations along Main Street, as well as to help pedestrians and bicyclists navigate easier to/from the waterfront



HOW?

- Include **signage between Main Street and Canal Service Road** directing people to multimodal paths and destinations (e.g. 'Bourne Bridge 5 minute walk')
- Identify all potential locations along Canal Service Road that could provide a desirable and logical **pedestrian connection** opportunity.
- Work with developers to **build these connections** as part of their concepts or as an incentive to reduce their on-site parking requirements.
- Work with planners and the Regional Chamber to develop and advertise a **self-guided walking tour** (map or app) to encourage visitor interaction with other areas of Main Street



WHY?

To guarantee nearby parking access to key destinations for people with mobility issues and improve the visual integration of parking



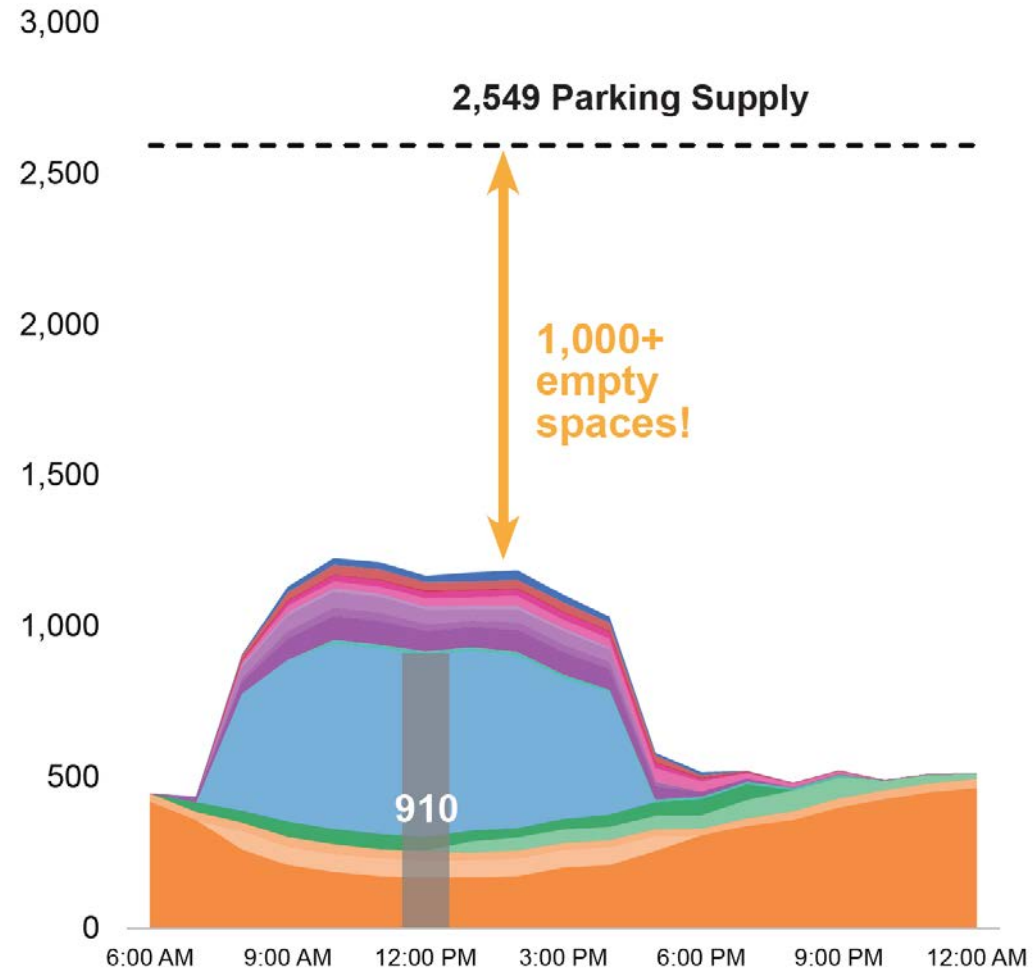
Allocate parking spaces for all types of users

HOW?

- Use the study data to understand whether off-street parking facilities are providing the **required amount of handicapped parking** spaces according to Bylaws
- Identify the locations of desirable ADA parking spaces based on the number of existing on-street spaces available. Work with the Council on Aging for particular needs near their facility.
- Conduct a **survey of walking conditions** along Main Street to identify barriers (e.g., unlevel sidewalk, lack of access ramp) for those with mobility challenges
- **Allocate funds for striping** identified spaces and include them in a current map of the town's available parking spaces by type.
- Create an accompanying document to the Town's parking standards that provides **design techniques/examples** for alternative surfacing options, landscaping, etc.

WHY?

To have a better understanding of Bourne's parking needs in the context of potential expansion of supply



As shown in an earlier section, there is significant availability of parking spaces in typical conditions today, based on both the demand anticipated by existing land uses and the actual demand demonstrated by observed utilization.

HOW?

- Identify the **true cost vs. value** of potential new parking spaces. The cost to build additional facilities may go much farther towards other town improvements that can actually reduce parking demand.
- Identify what kind of **triggers** (e.g., parking utilization, number of types of parkers) would initiate the need to consider building a new facility
- Identify the **partnerships needed** in order to plan for, fund, and manage a new facility



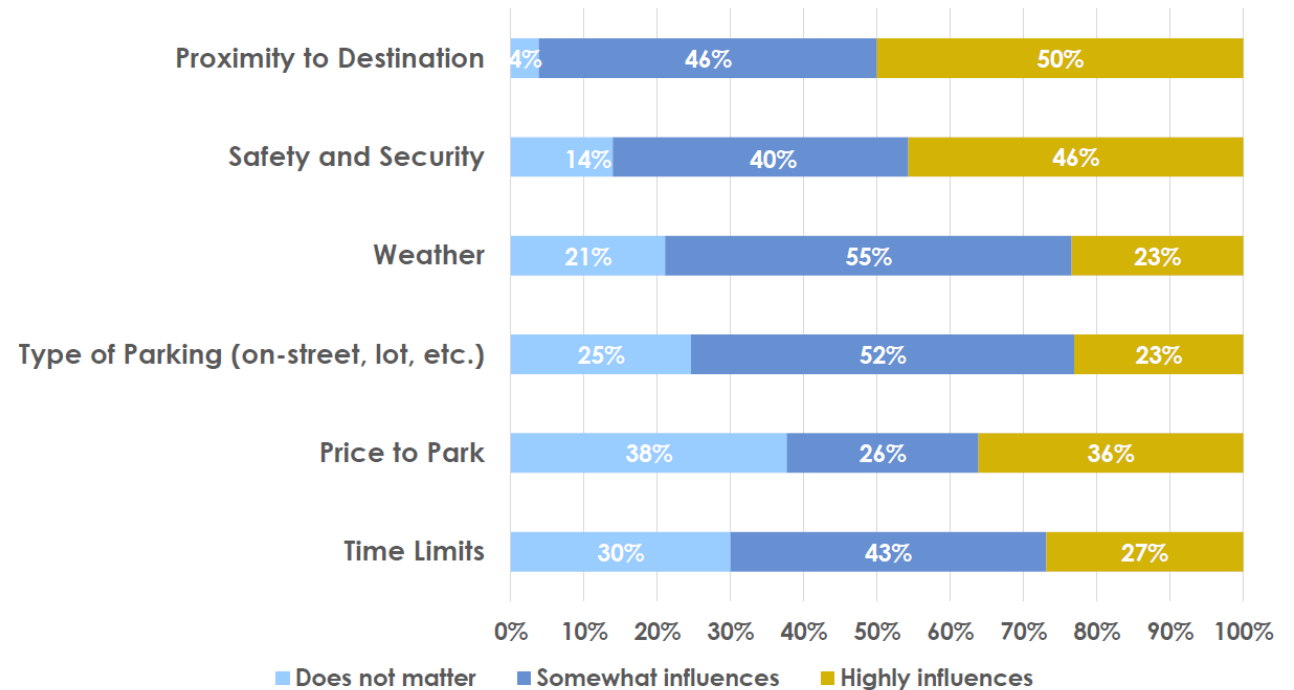
In 2019, the median construction cost for a new parking structure was \$21,500 per space and \$64.77 per square foot, increasing 5.1% over 2018 (not including land acquisition or opportunity costs).

Source: WGI

WHY?

To maintain an ongoing, accurate understanding of Bourne's parking needs and challenges

When looking for a space to park, how do the following factors influence your choice?



Sample survey question and results

HOW?

- Identify **information/data** analyzed in this report that is **likely to fluctuate** over a period of time (e.g. parking counts)
- Identify a reasonable **time period for regular updates** but prioritize updating counts once typical conditions have returned to the Town following the phasing out of COVID-19 impacts
- Identify **potential staff/committee** that can help update data
- As new data and information is gathered, analyze it together with the findings and recommendations from this report to identify whether **adjustment of strategies** may be necessary
- During data collection or when potential changes are considered for the parking system, **conduct public surveys** to help shape decisions and understand better what is happening on the ground



PARKING STRATEGY PACKAGE

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