

Downtown Parking Study Results



Manchester-by-the-Sea, MA
December 12, 2022

Parking Study Goals

- Provide information on parking capacity, occupancy and duration
- Provide policy and land use recommendations to manage the existing parking supply more effectively
- Inform how the Town may implement new zoning to comply with the MBTA Communities Multifamily Zoning Requirement

Downtown Study Area

Manchester-By-The-Sea Parking Study

Study Area Regulations, May 2022



Parking Areas Surveyed

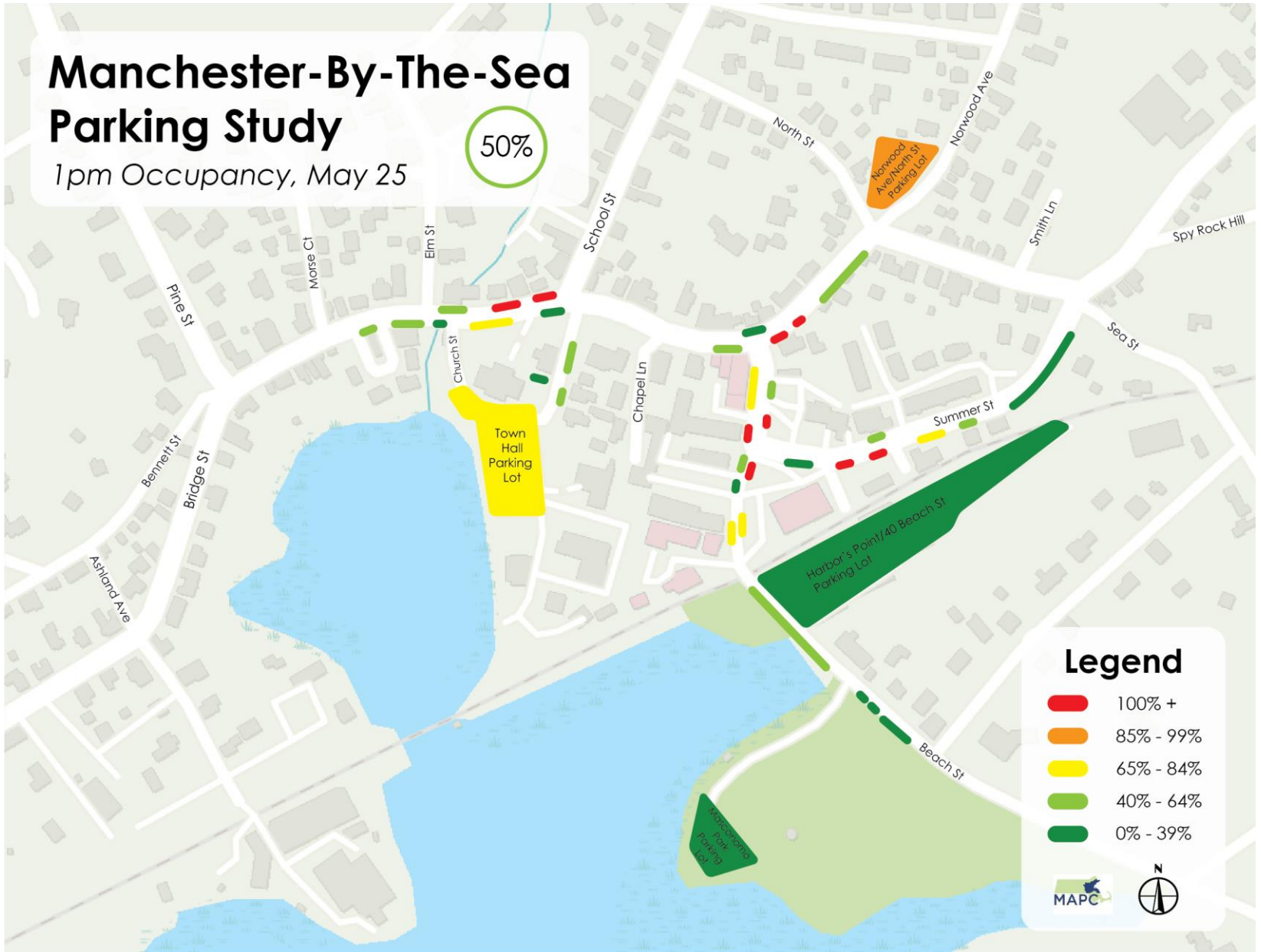
Parking area	Number of parking spaces
On-street parking	125
Town Hall parking lot	105
Norwood Ave/North St parking lot	33
Masconomo Park parking lot	58
Harbor's Point/40 Beach St parking lot	163
TOTAL	484

Additional data for Singing Beach parking lot (124 spaces) provided by Town Recreation staff

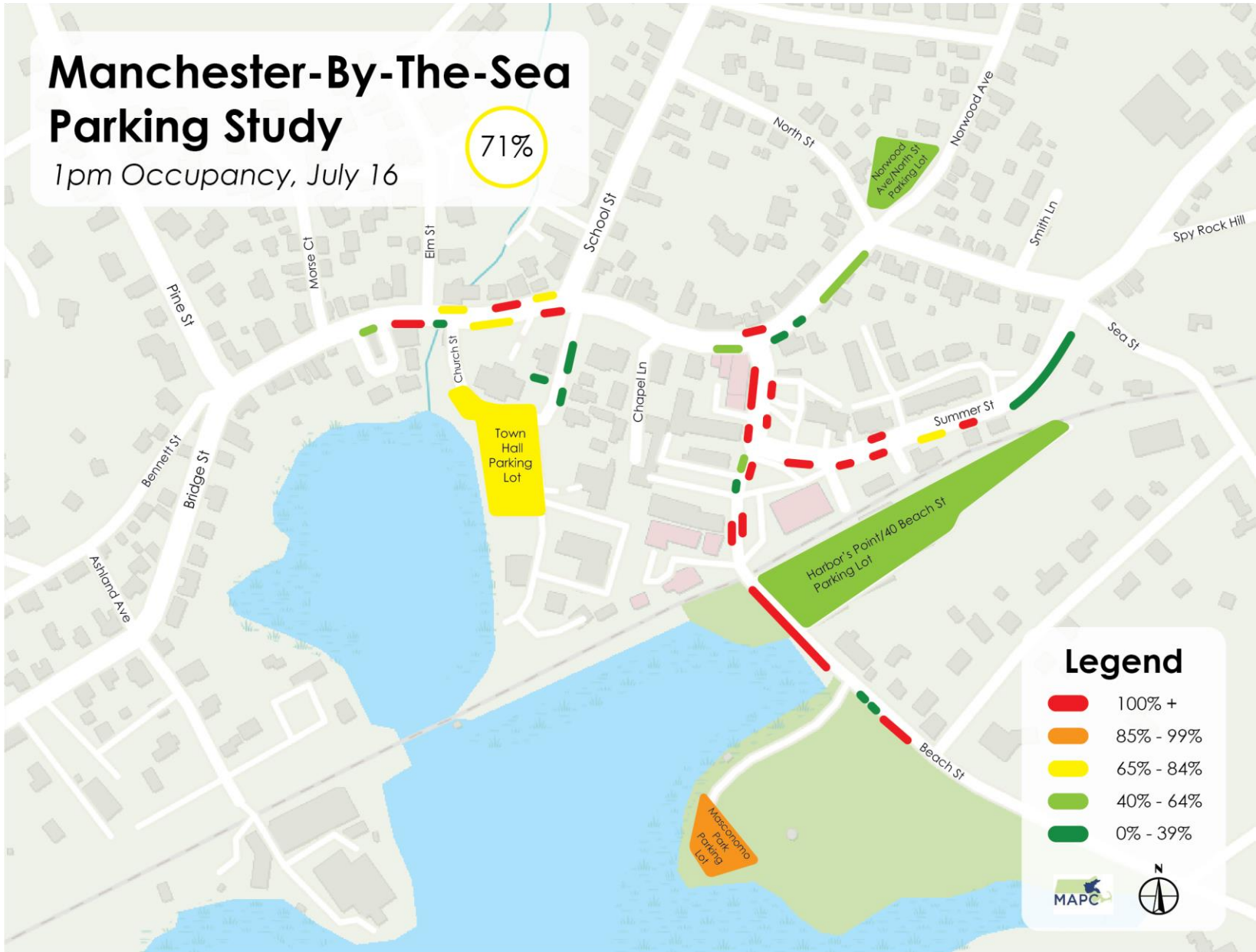
Parking Study Process

- Data collection took place on Tuesday 5/25 from 8am-8pm and Saturday 7/16 from 8am-10pm
- Study volunteers walked predetermined routes every hour on the hour to collect occupancy data
- Partial license plate data recorded for vehicles parked on-street to determine duration data
- Town Recreation staff provided Singing Beach parking lot data for Sunday 7/17

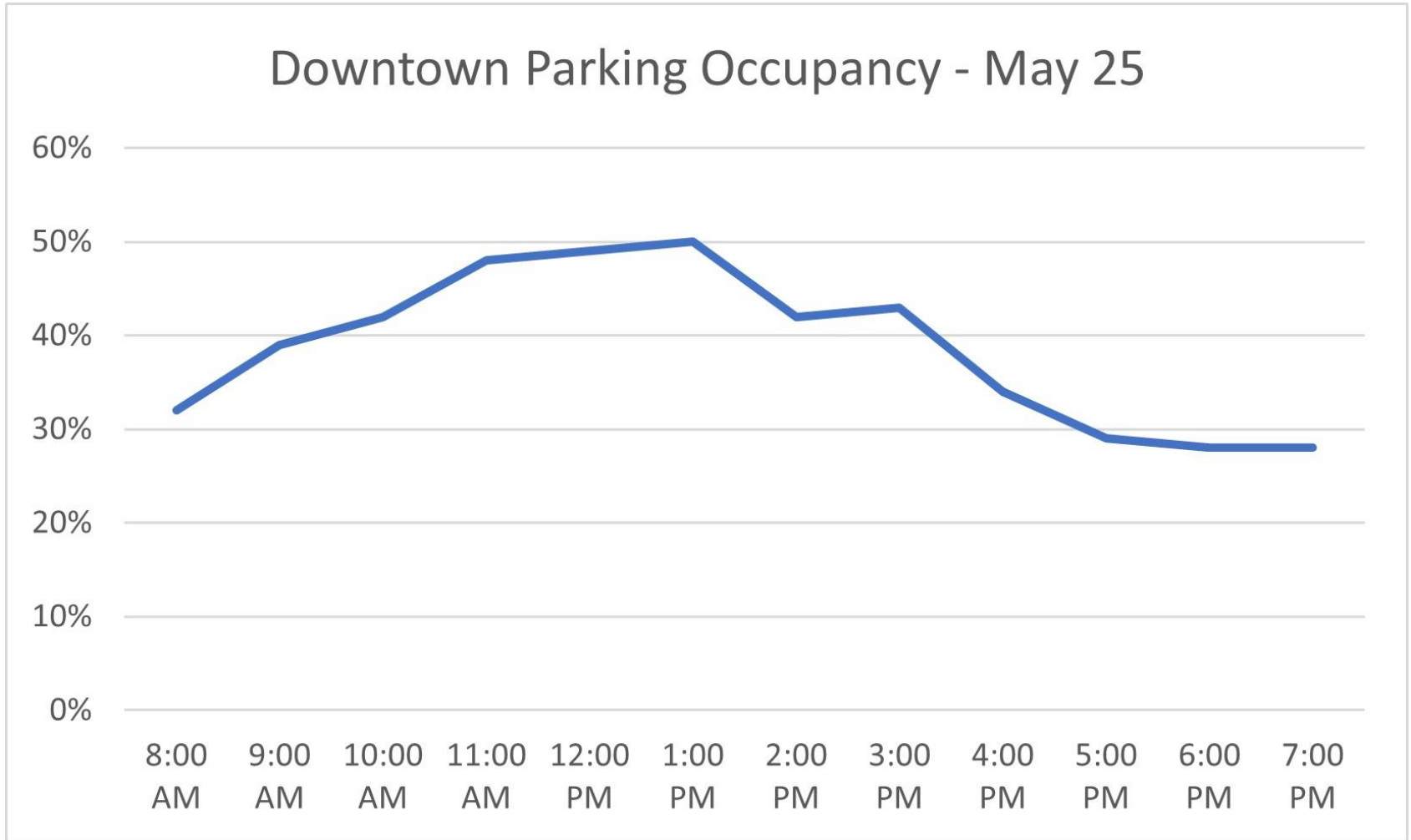
Peak Parking Occupancy (May 25)



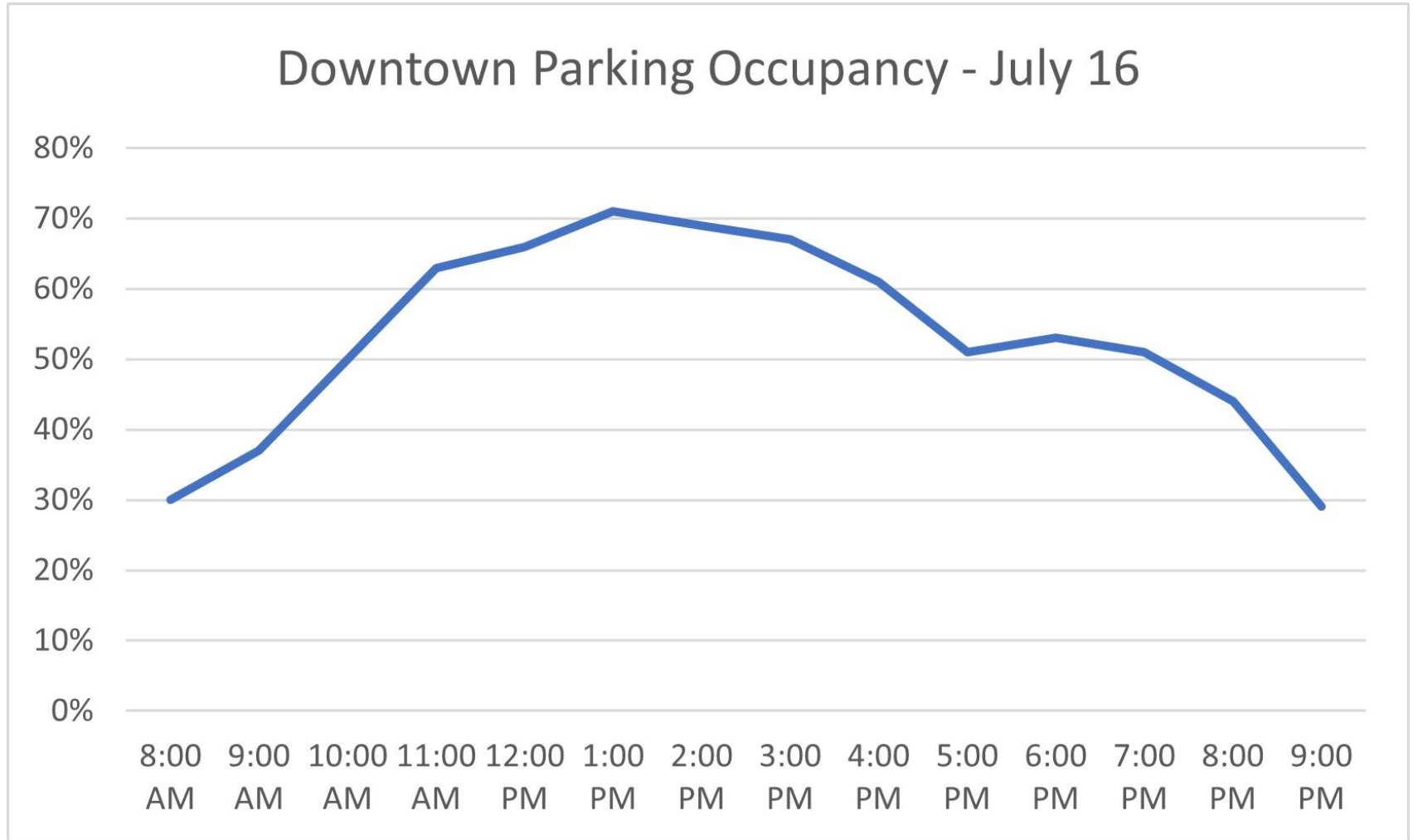
Peak Parking Occupancy (July 16)



Hourly Occupancy Variations (May 25)



Hourly Occupancy Variations (July 16)

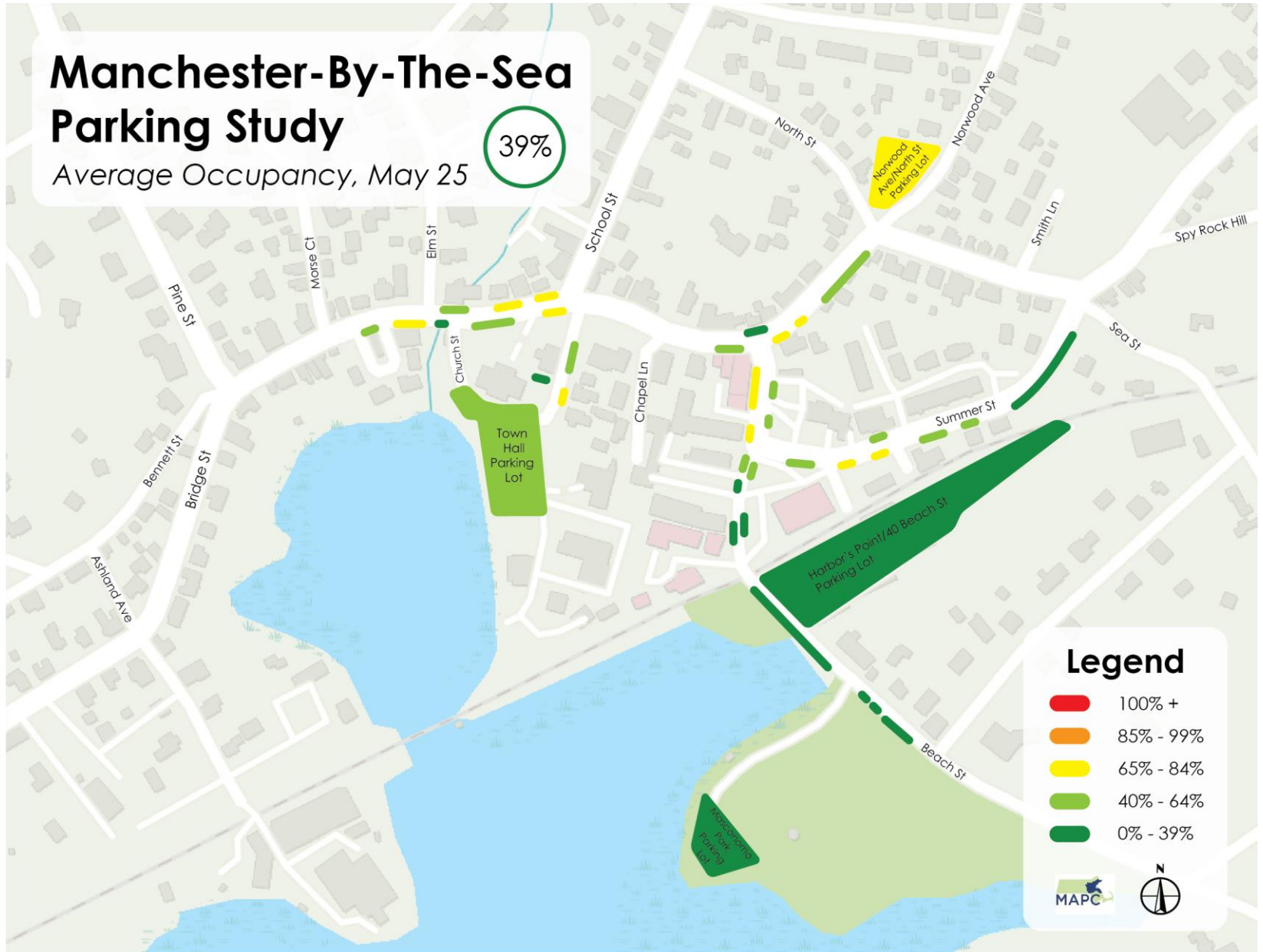


Average Parking Occupancy (May 25)

Manchester-By-The-Sea Parking Study

Average Occupancy, May 25

39%



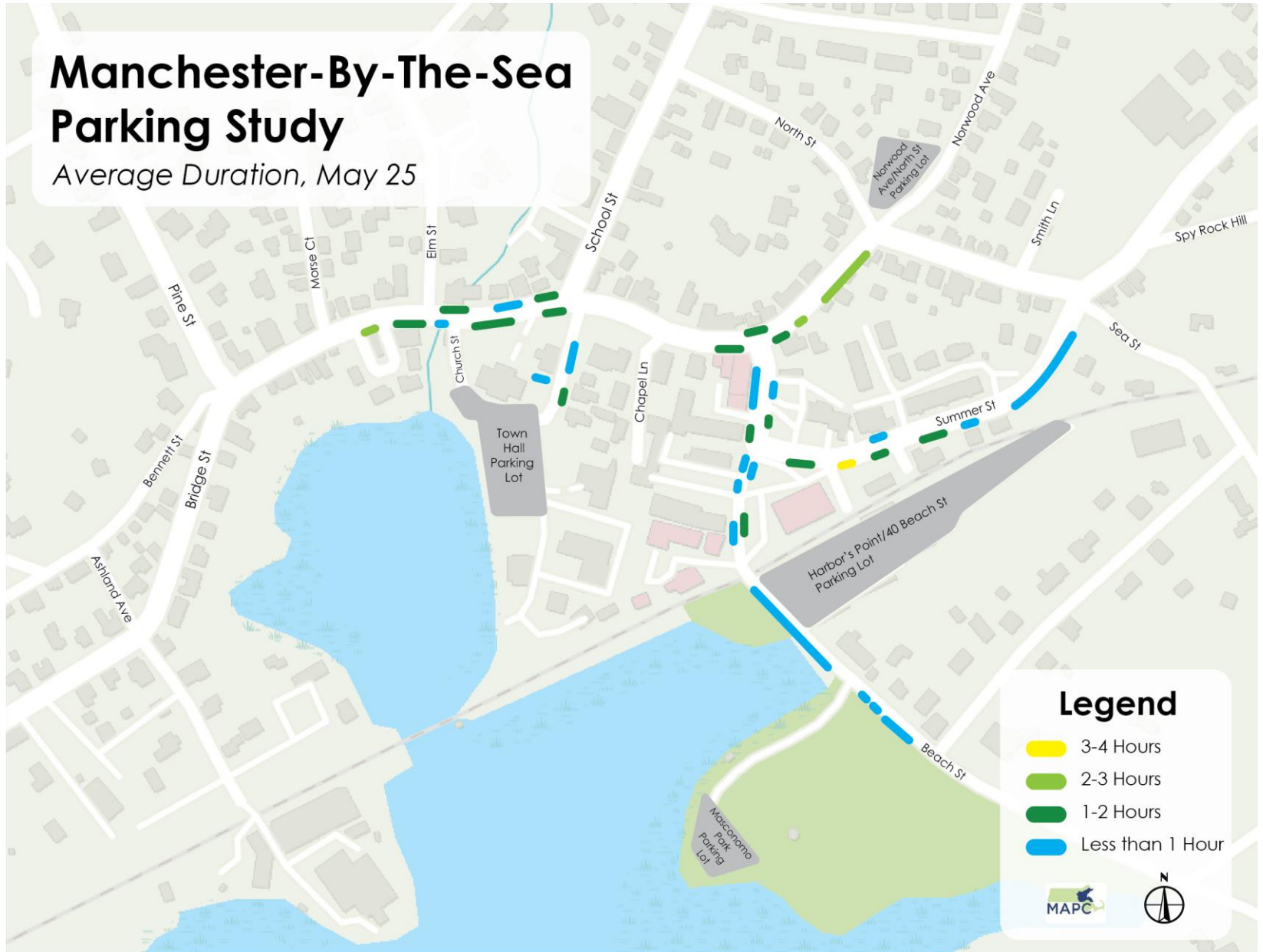
Average Parking Occupancy (July 16)



Average Parking Duration (May 25)

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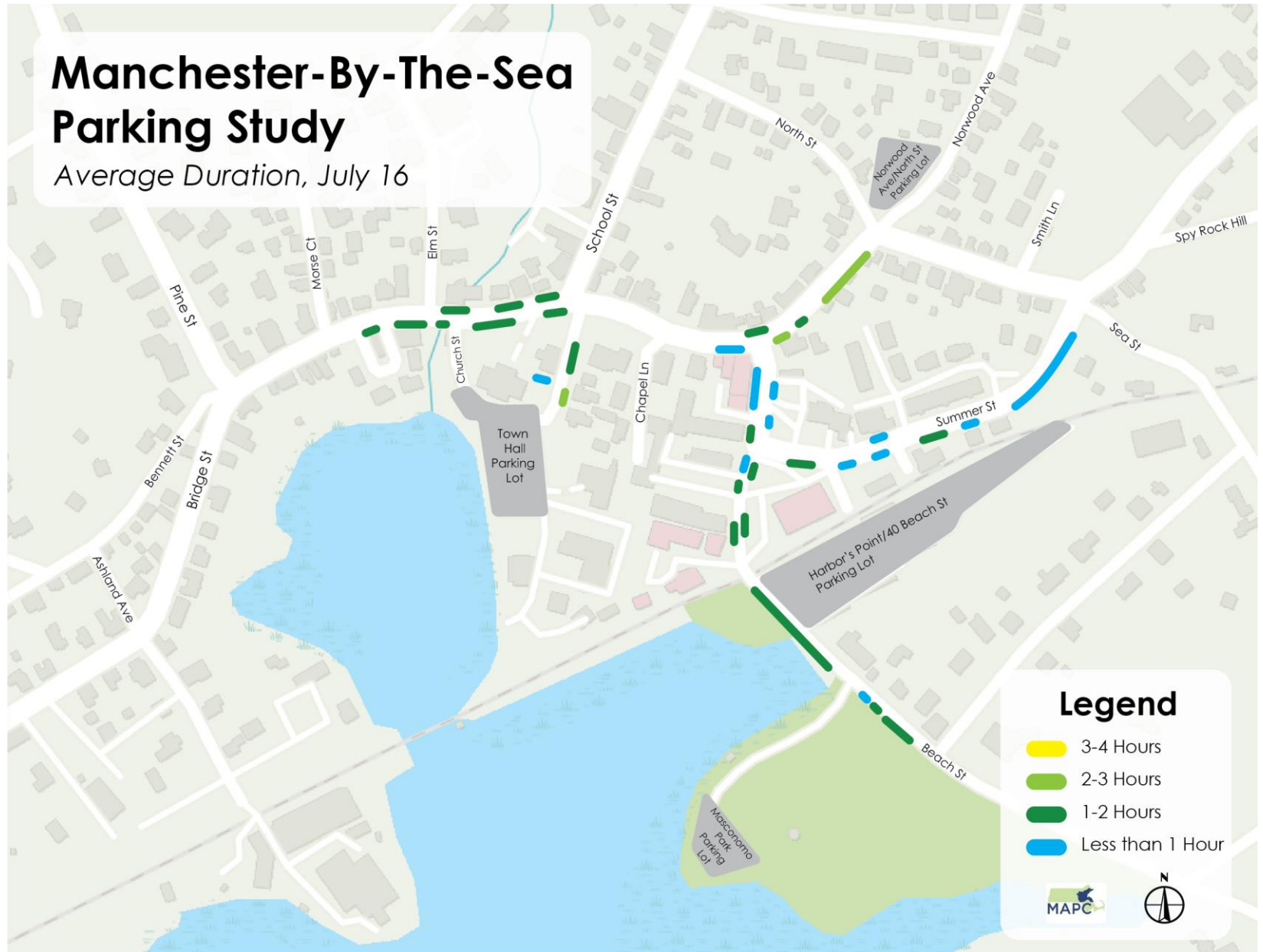
Average Duration, May 25



Average Parking Duration (July 16)

Manchester-By-The-Sea Parking Study

Average Duration, July 16



Key Findings

- Parking occupancy is consistently below 85% benchmark, indicating adequate parking supply
- Location-specific variations in occupancy create potential for targeted parking management strategies
- While some people park on-street for extended durations, most people parking adhere to posted time limits
- Off-street parking lots contain a broad and complicated variety of parking regulations

Preliminary Recommendations

- Add pavement markings on Route 127 (Bridge St/Central St/Union St) to delineate on-street parking spaces
- Add pavement markings and signage east of Nor'East Cleaners on Summer Street to delineate on-street parking spaces
- Assess on-street parking signage throughout the downtown and enhance signage if necessary
- Consider additional parking enforcement on Union Street between Beach Street and Washington Street to increase turnover
- Enhance wayfinding and pedestrian connections to and from off-street parking lots (especially between Town Hall lot and Beach Street)

Preliminary Recommendations (continued)

- Consider simplifying/adjusting regulations in off-street parking lots and enhance signage if necessary
- Assess utilization of business parking program and consider allocating/leasing additional spaces in off-street parking lots
- Consider creating a parking permit program for downtown residents and allocating/leasing spaces in off-street parking lots
- Explore opportunities for shared parking agreements with local institutions and businesses (e.g. American Legion, First Parish Church, Santander Bank)

Next Steps

- Final parking study report forthcoming in early 2023
- Report will include more detailed data analysis and recommendations, as well as an addendum that estimates potential impacts on parking demand of increased residential development in the downtown
- Questions or comments? Contact Adi Nochur (anochur@mapc.org)