Town of Falmouth

Downtown Parking Management Plan

Final Report - October 2024

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Executive Office of Economic Development

Acknowledgements

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This report was prepared on behalf of the Town of Falmouth through a “Massachusetts Downtown Initiative Technical Assistance Program” competitive grant from the State Department of Housing and Community Development (DHCD).

The Town staff of Falmouth provided oversight and review of the parking plan and final report. In addition, town residents, visitors, and employees provided insight and input into this study through a series of engagement opportunities.

On behalf of The Massachusetts Executive Office of Economic Development and the Town of Falmouth, the study team would like to thank all stakeholders and participants for their constructive inputs to this process.

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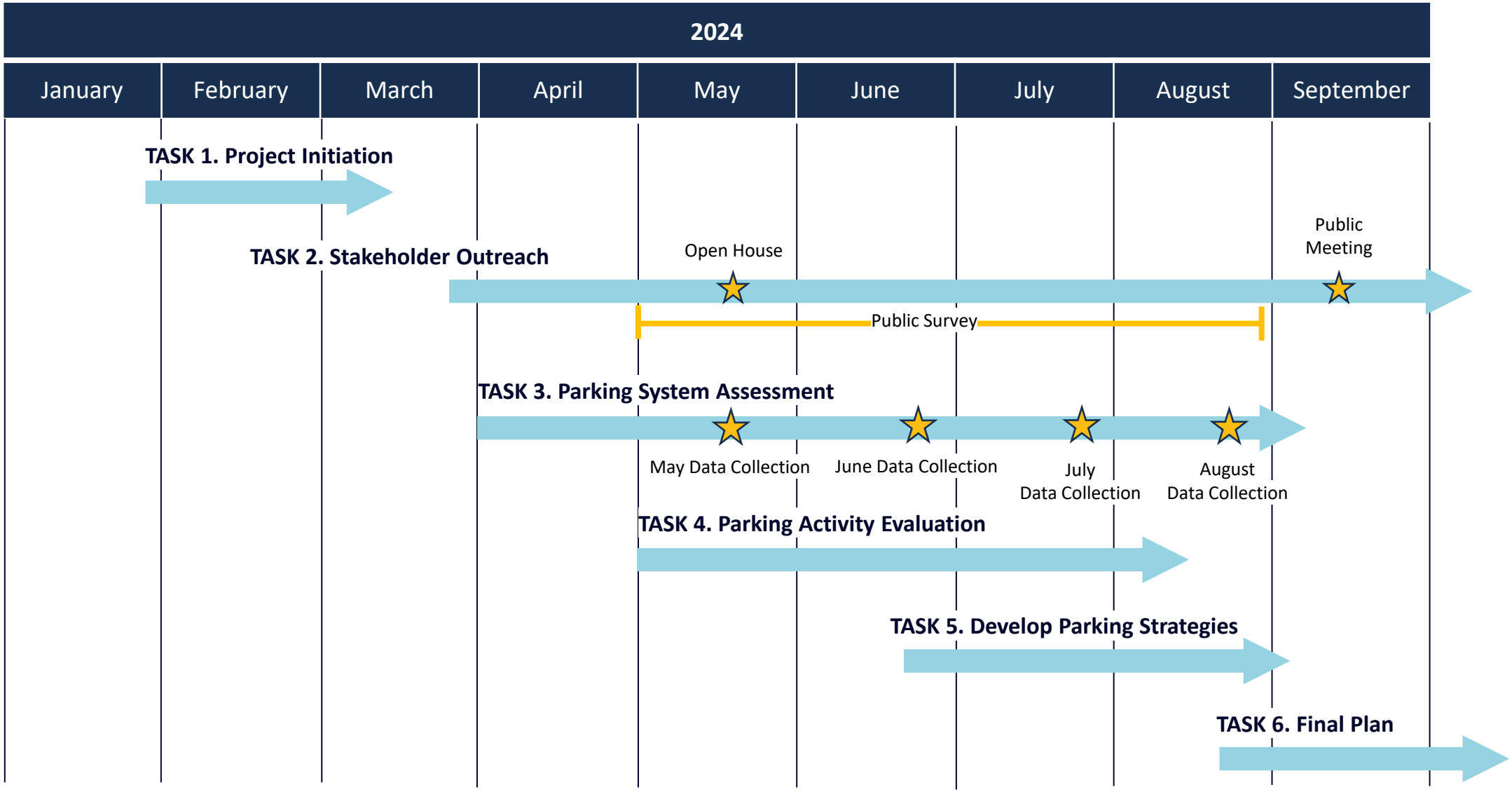
Project Overview

Study Schedule



Project Goals

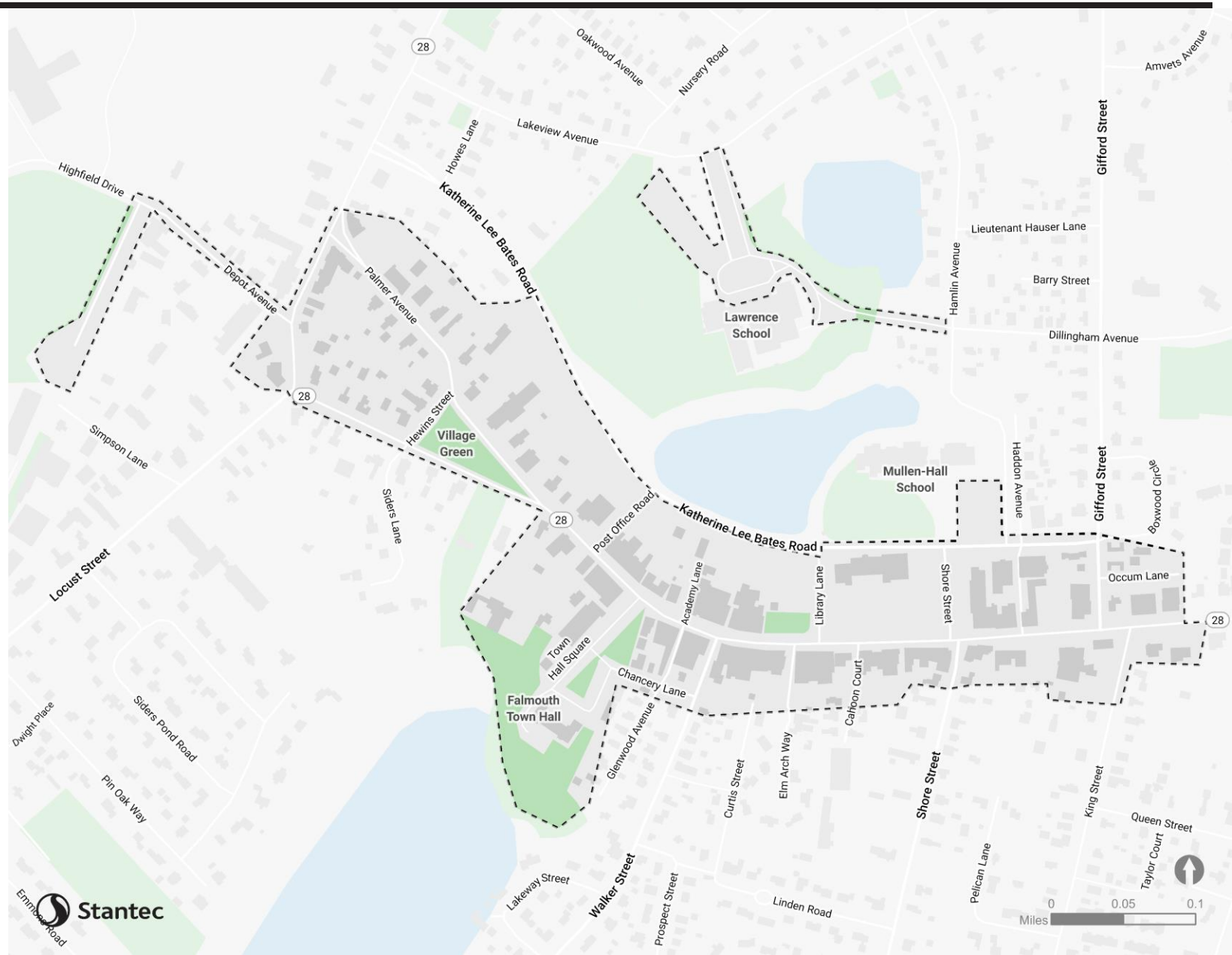
Project goals for this study were developed in collaboration with Town planning staff and department leadership in January and February 2024. These goals were focused on understanding existing and future parking demand, improving parking access for all users, economic development, communication and wayfinding, and organizational effectiveness in support of the Town's larger goals and priorities.

- **Document existing parking supply and daily demand** during off-peak and peak periods
- Understand current and future downtown **parking needs**
- **Develop strategies to improve the parking system** for residents, employees, customers, and visitors, including those with mobility challenges
- **Recommend parking supply efficiencies/opportunities** to unlock parking in areas of higher demand
- Identify strategies to help sustain the Downtown economy and **promote economic development**
- Identify methods for **effective communication** on available parking
- Improve **organizational effectiveness** of parking management

Study Area

The Town of Falmouth is located approximately sixty miles south of Downtown Boston on Cape Cod. The focus of this study is Downtown Falmouth – extending from the Shining Sea Bikeway at Depot Avenue to the west to just beyond King Street to the east. The study area extends one block north and south of Main Street within this area and includes the two public schools within the Downtown area – the Lawrence School and Mullen-Hall School.

This area was defined as such to include all public parking lots within the Downtown area as well as the on-street parking and private lots serving key restaurant, retail, and office uses in the Downtown core. Downtown Falmouth is a popular destination for local residents and visitors to shop and dine and is home to several civic facilities including the Falmouth Public Library and Falmouth Town Hall.



Parking System Evaluation
Parking Inventory

Parking Inventory

The most critical building block in a parking analysis is a complete understanding of the existing parking inventory within the study area and the parking regulations in place today.

This plan includes documentation of all public and private parking facilities, both on- and off- street, within the Downtown Falmouth study area, except for very small (fewer than five space) lots, and private residential parking areas such as driveways. All parking inventories and regulations were field-verified by Town staff to confirm accuracy.

This documentation is the basis for all parking analyses and recommendations in subsequent sections of this plan.

Parking Inventory

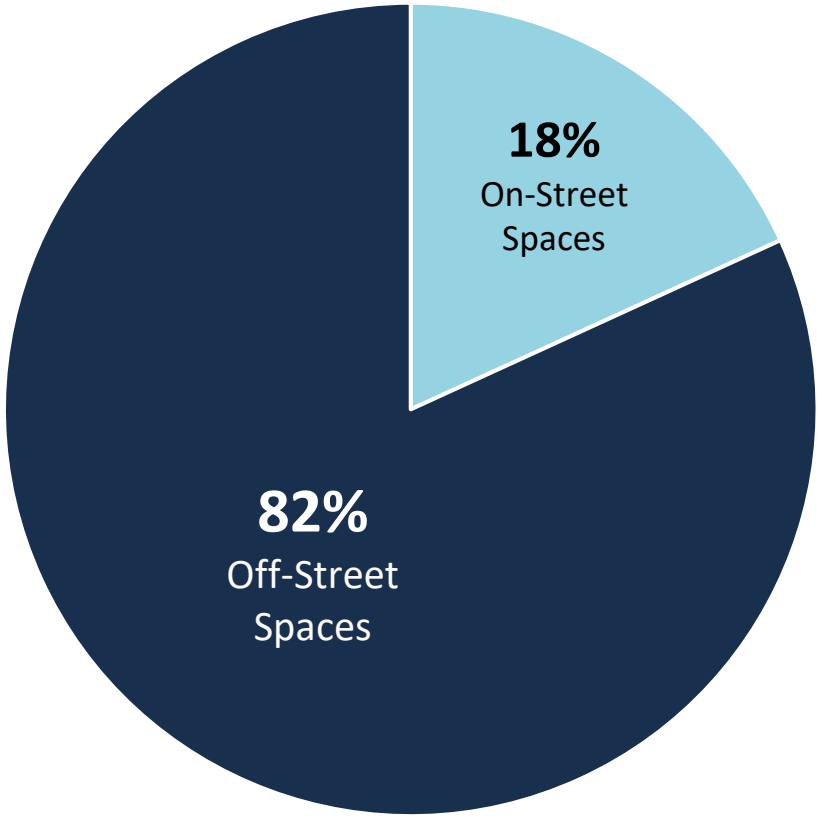
In addition to the number of spaces located within each facility, regulations such as time limits, span, overnight restrictions, and seasonal restrictions were documented.

In total, **1,662** parking spaces are located within Downtown Falmouth. For the purposes of this study, “Restricted” parking refers to all privately-held spaces as well as publicly-held spaces which are generally closed to the public (such as fire station or police station parking). "Public" parking is considered all publicly-owned facilities which are available to the public without condition (other than the regulations listed).

Parking Inventory On- vs Off-Street Parking

Of the 1,662 total parking spaces within Downtown Falmouth, the vast majority are off-street spaces located in a lot. Over 80% of parking is located in public or restricted parking lots. While Main Street in Downtown is a critical source of parking and is often a major focus of discussions regarding parking in Downtown, it comprises a relatively small amount of parking compared to the overall system.

Parking Type	Number of Spaces
On-Street	302*
Off-Street	1,360
Total	**1,662**

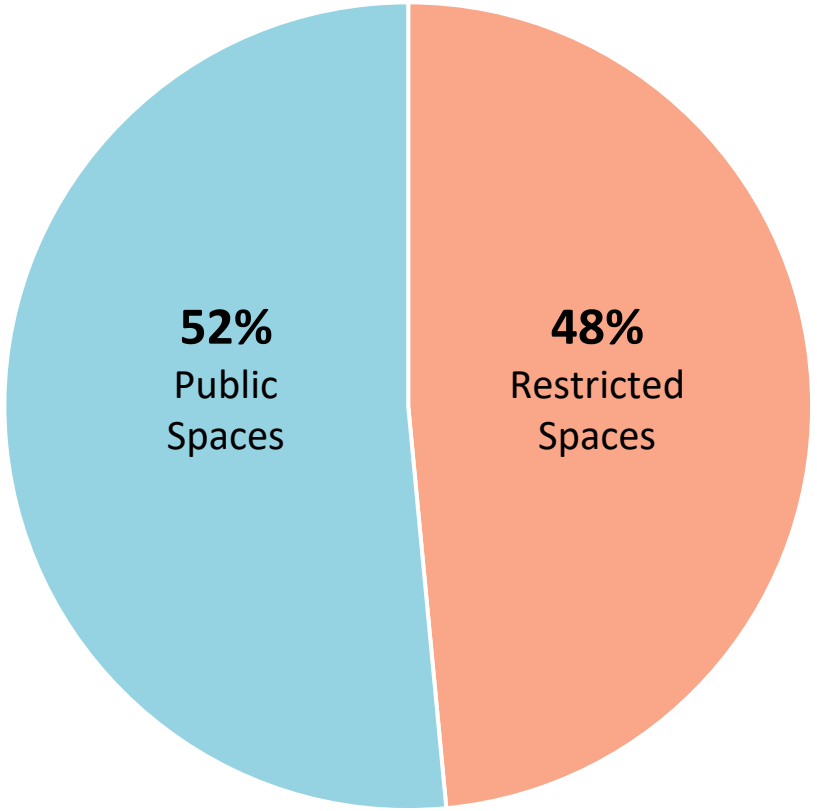


* There are 110 spaces on Main Street in the study area

Parking Inventory Public vs Restricted Parking

Nearly half of all parking in Downtown Falmouth is considered restricted, meaning it is either privately-held or is publicly-owned with restrictions on access (e.g., fire station parking). Despite this, over 850 public parking spaces are available within the study area.

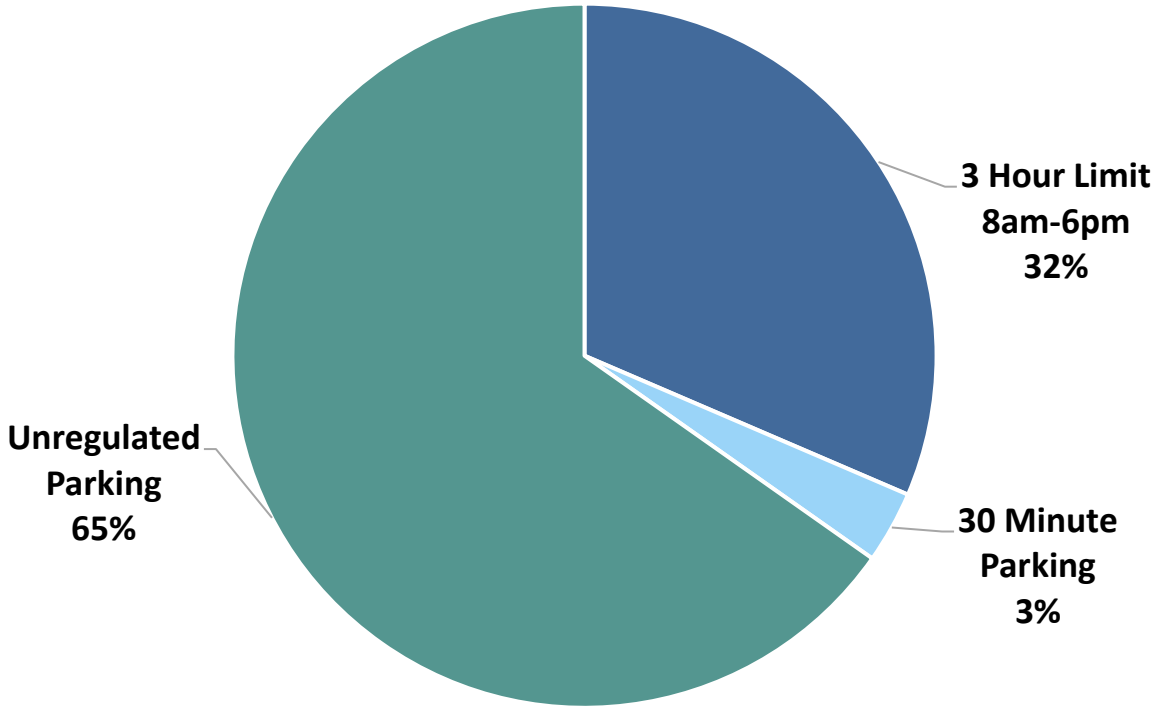
Parking Type	Number of Spaces
Restricted	806
Public	856
Total	**1,662**



Parking Inventory On-Street Public Parking

While on-street parking on most of Main Street in Downtown has a three-hour time limit, the majority of on-street parking spaces in the study area are entirely unregulated. This includes parking on Depot Avenue, Katherine Lee Bates Road, and along the driveway to the Lawrence School Lot. Some shorter 30-minute spaces are located on Main Street, primarily adjacent to destinations with short visit times, such as the Post Office.

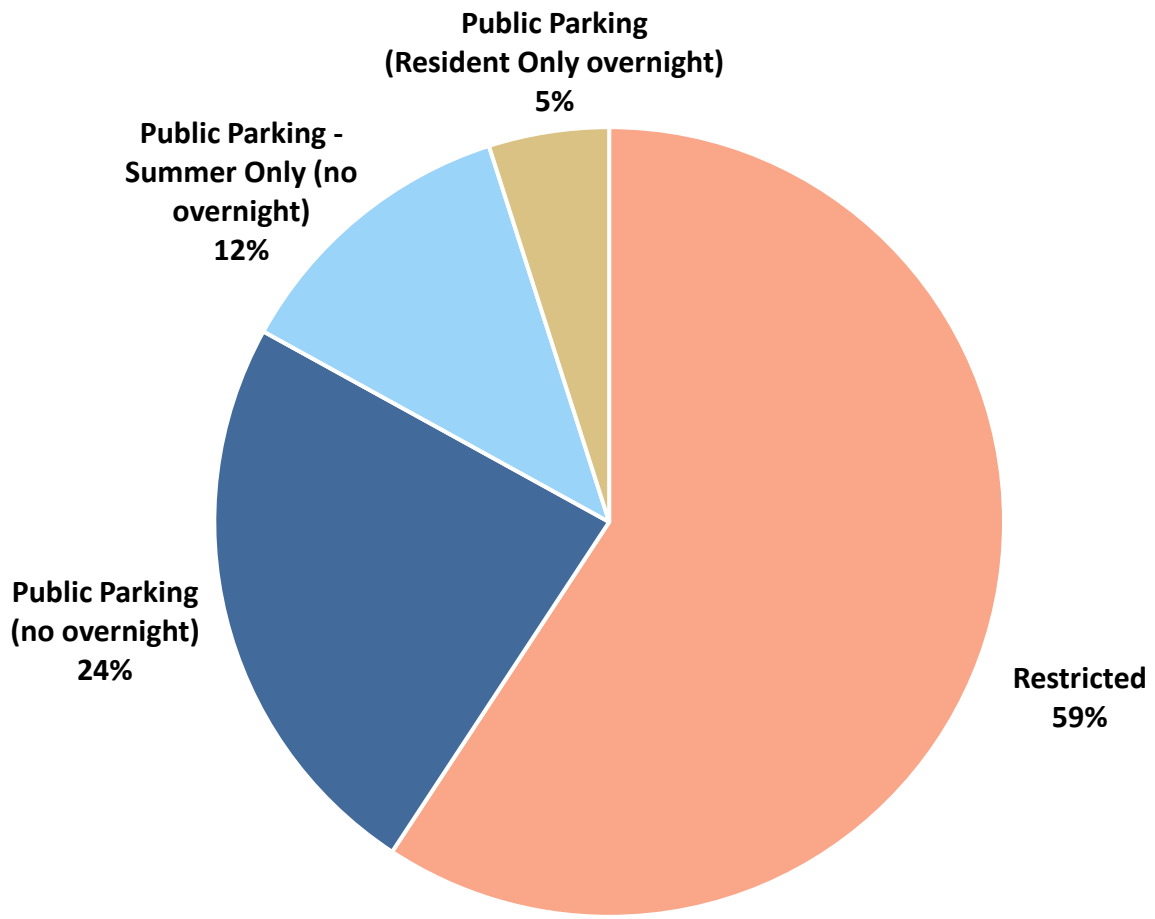
Parking Type	Number of Spaces
3 Hour Limit 8am-6pm	95
30 Minute Parking	10
Unregulated Parking	197
TOTAL	**302**



Parking Inventory Off-Street Parking

The majority of off-street parking in Downtown Falmouth is restricted. However, seven large public parking lots supply over 550 spaces. No public parking lots have restrictions on time limits, except for a prohibition on overnight use. Generally, parking is available at the Mullen-Hall and Lawrence schools over the summer, adding an additional 164 spaces to the parking supply during the busy months of June, July, and August

Parking Type	Number of Spaces
Restricted	806
Public Parking (no overnight)	323
Public Parking - Summer Only (no overnight)	164
Public Parking (Resident Only overnight)	67
TOTAL	**1,360**



Parking System Evaluation
Parking Utilization

Parking Utilization

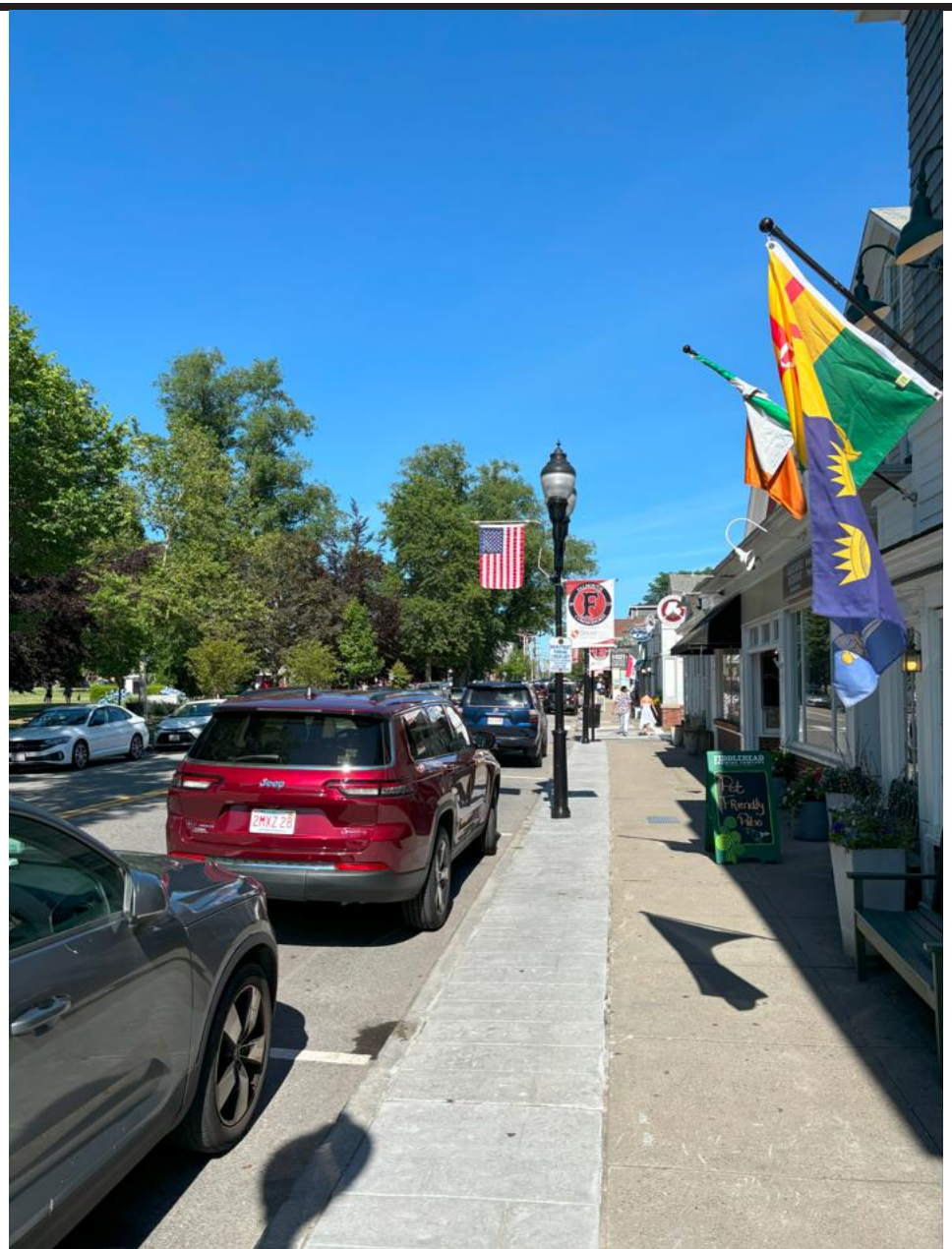
The Town of Falmouth team conducted in-person parking utilization counts of all public and restricted parking facilities indicated in the parking inventory throughout the spring and summer of 2024.

Parking utilization counts include documenting all parked cars, whether parked legally or illegally in each parking facilities and on each block.

Counts were collected during typical weekday (Wednesday or Thursday) and weekend (Saturday) days during the following time periods:

- **May** (weekday only)
- **June** (weekday and weekend)
- **July** (weekday and weekend)
- **August** (weekday and weekend)

Three counts were collected during each day – one in the morning (~9:00 AM), one in the midday (~12:00 PM), and one in the evening (~5:00 PM). Summary findings are shown on the following pages, including the “peak” or busiest time of day for all time periods collected. All other time periods are included in the appendix.



What is a good parking utilization?

To ensure efficient parking management operations in a mixed-use Downtown like Downtown Falmouth and allow reliable visitor access to destinations, it is ideal to maintain at least one empty space on each block face of on-street parking. This typically equates to about one out of eight spaces free, or a target of 15% vacant spaces per block face. Similarly, a goal of at least 10-20% vacancy (80-90% utilization) is considered ideal in off-street facilities. This occupancy target assessment ensures that front-door spaces are available for those who need them – such as those with mobility challenges – while parking can always be found in a lot. At facilities with higher than 90% utilization, users arrive to a full lot or spend a significant amount of time finding a space. However, if a facility has much lower utilization, especially in high-demand areas, parking is often not being used in an efficient way that maximizes effective use of high-value space in the Downtown core.

The series of maps and charts on the following pages illustrate the results of the parking counts conducted in Downtown Falmouth. The maps indicate observed utilization levels for each individual parking facility or block, based on the color scheme described here. Corresponding bar charts illustrate how overall study area utilization levels change throughout the day.

Parking utilization information can provide clarity about the accuracy of long held community perceptions about parking availability but also identify opportunities to improve availability in targeted locations so that the optimal vacancy of 15% for any area within the parking system can be consistently maintained.

Underutilized

- 0% - 30%
- 30.1% - 60%
- 60.1% - 80%

Optimal Utilization

- 80.1% - 90%

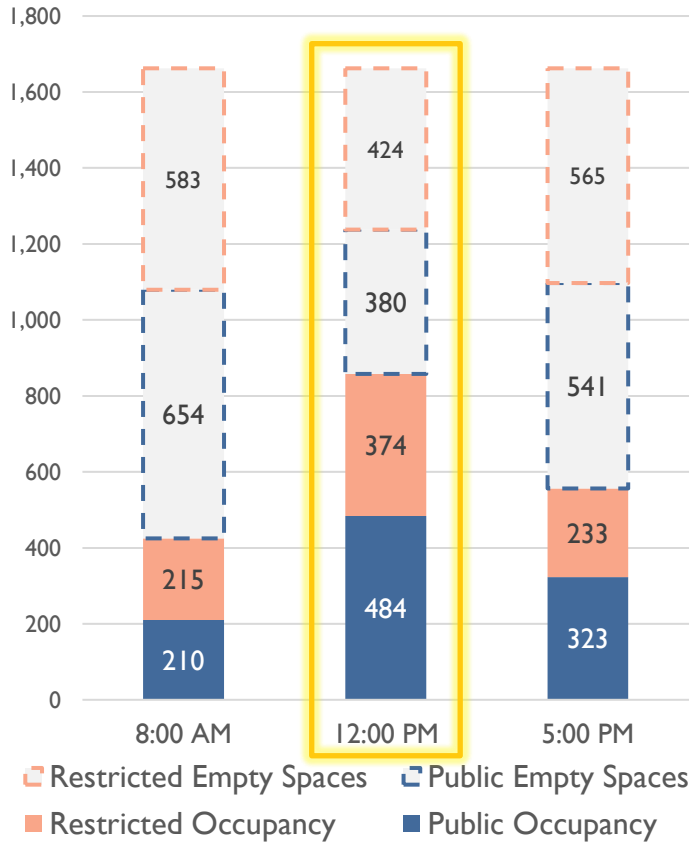
Parking industry conventions consider 85% occupancy to be **optimally efficient or productive**, as it is close to full but still allows a customer to find parking in most circumstances.

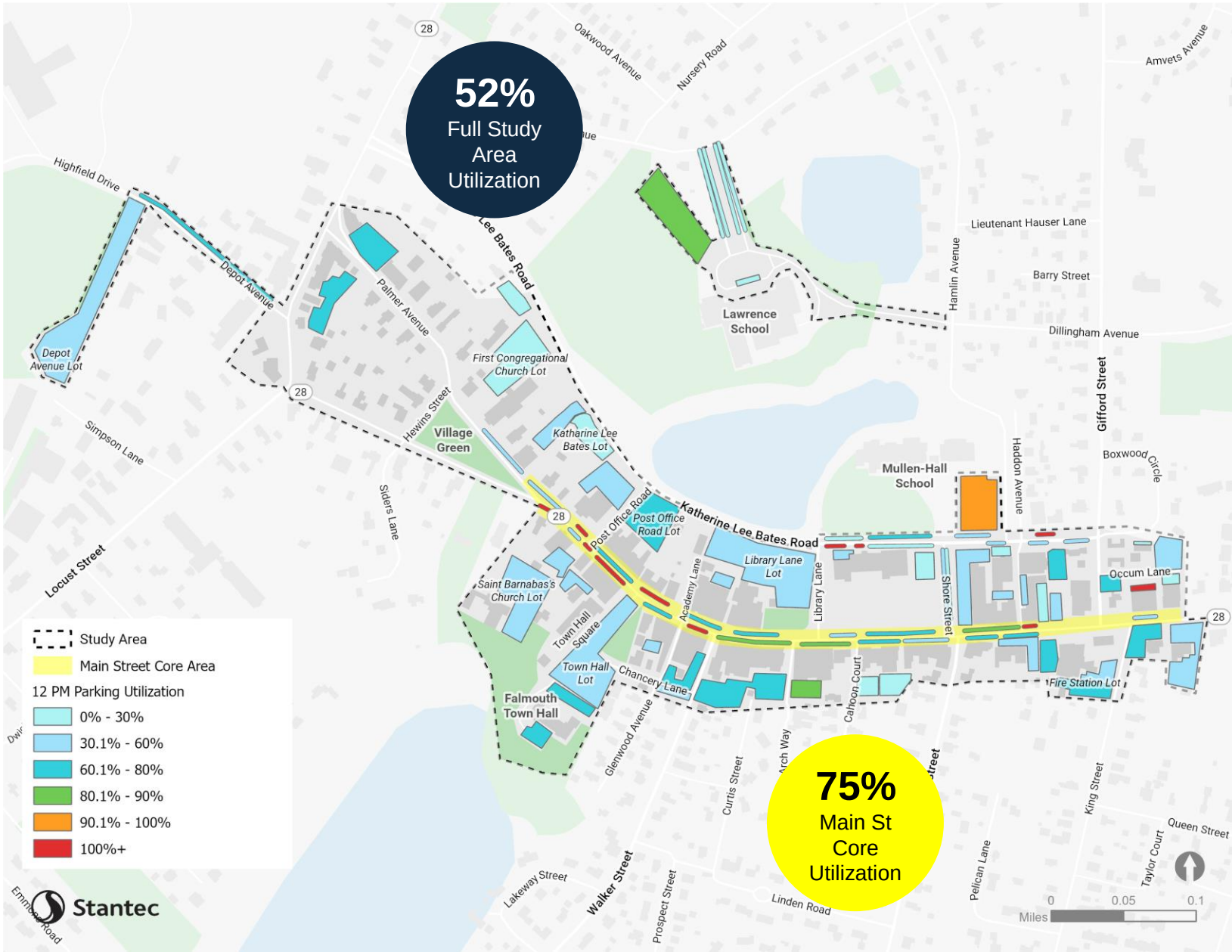
Overutilized

- 90.1% - 100%
- 100%+

Parking Utilization May Weekday, 12 pm

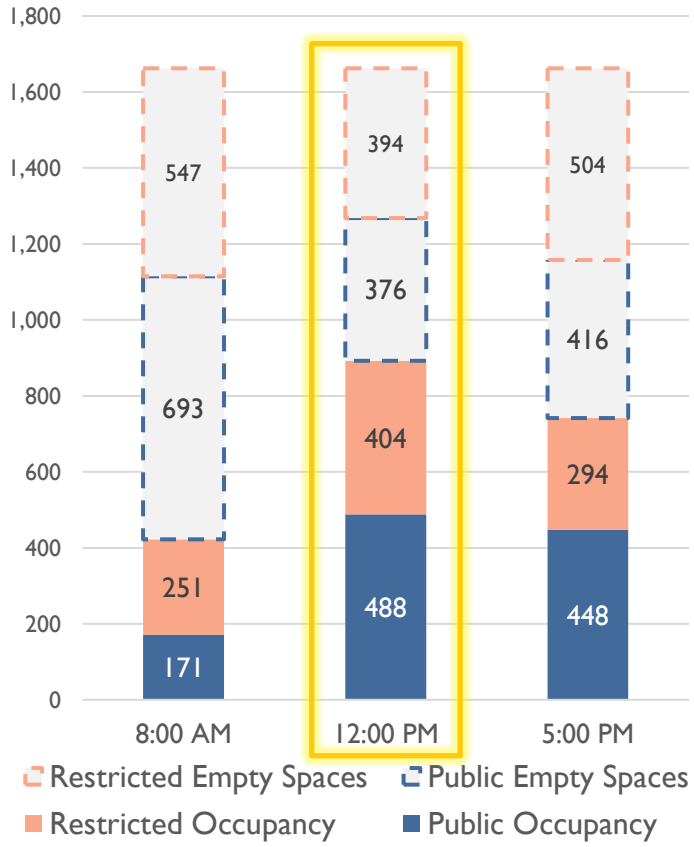
On a weekday in May, the western end of Main Street is busy but many spaces are open nearby. Significant capacity is available in all public lots. At this time, private lots behind Main Street are generally busier than public lots – but still have capacity.

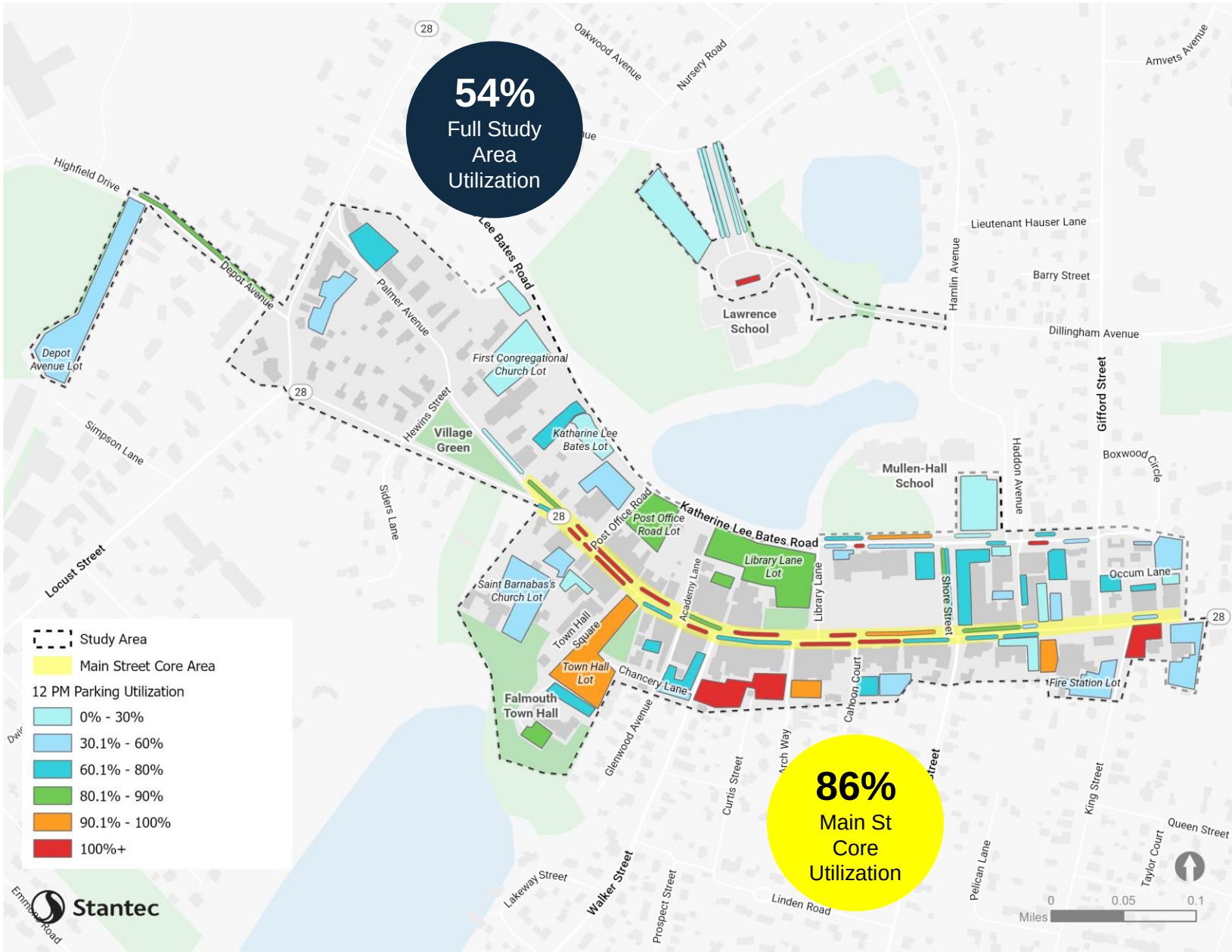




Parking Utilization June Weekday, 12 pm

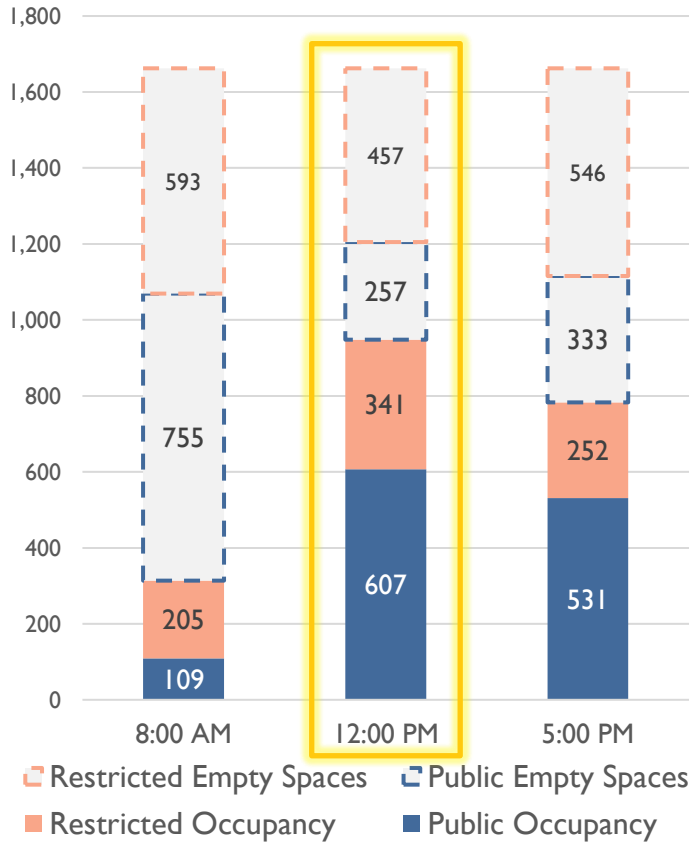
By June, some areas of Main Street and the core Downtown public lots fill on a weekday, but spaces are available on Katharine Lee Bates Road. School parking and the Katharine Lee Bates Lot are generally empty and most private lots have capacity.

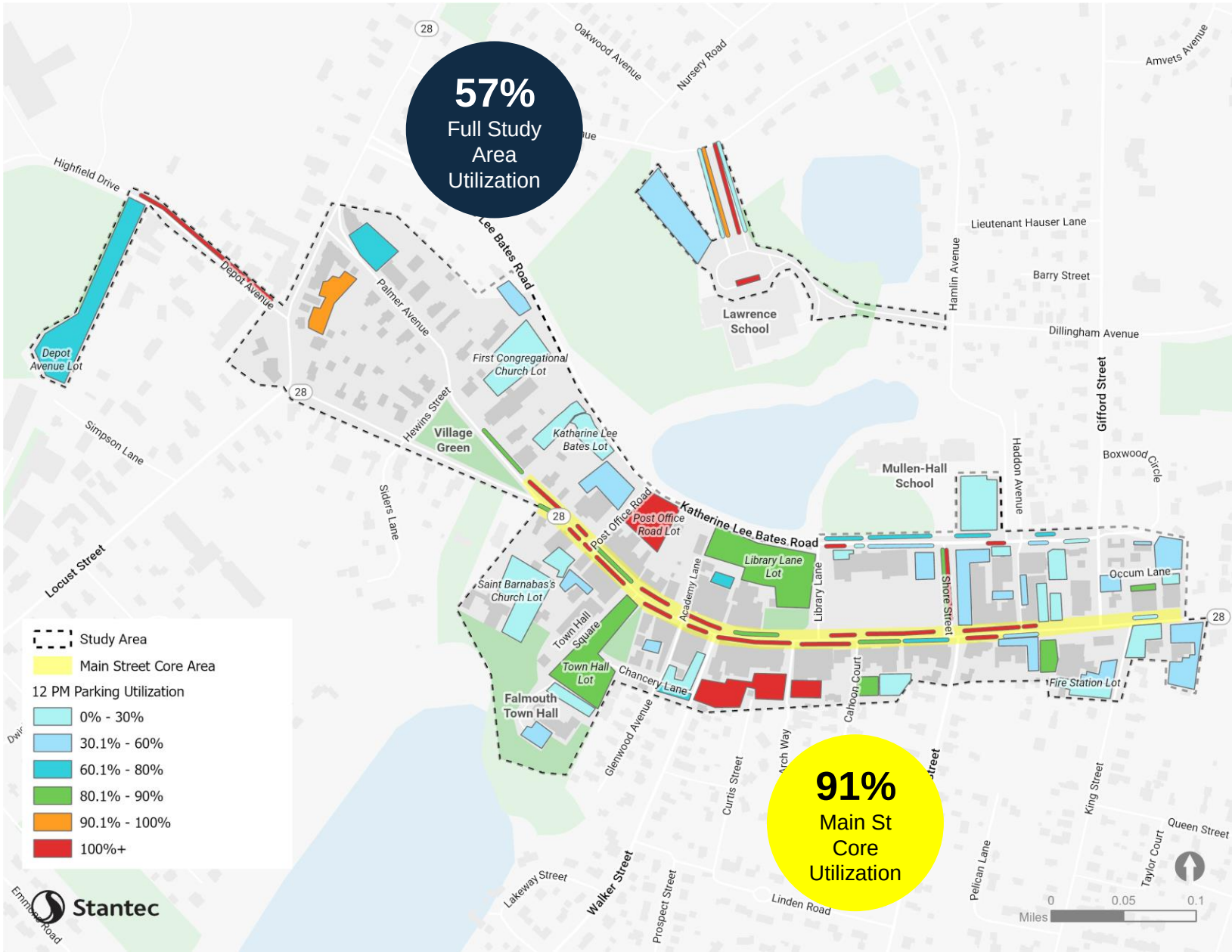




Parking Utilization June Weekend, 12 pm

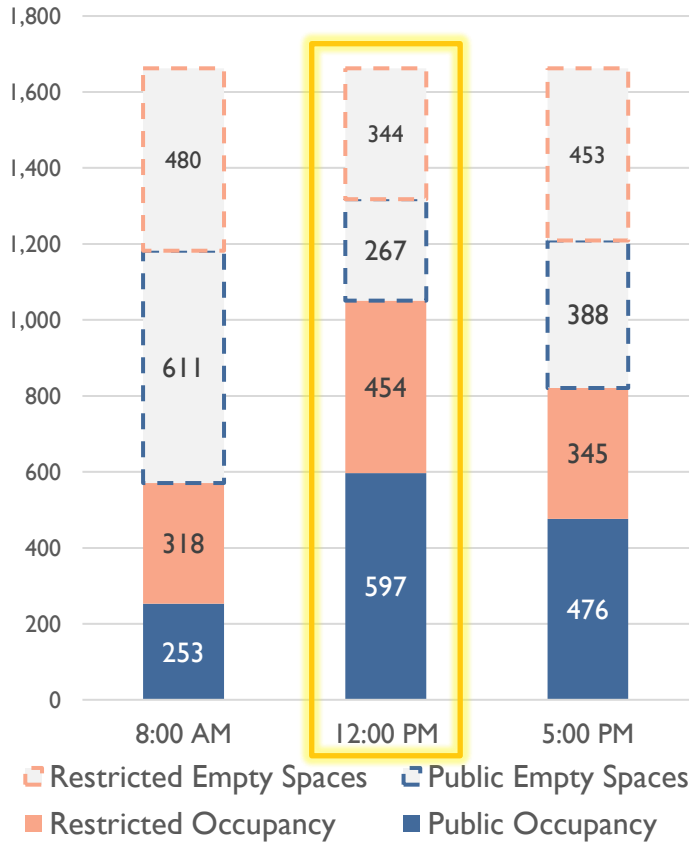
On the weekend in June, Main Street fills completely – likely due to increased restaurant and shopping trips. Occupancy at restricted facilities to the east is much lower than on a weekday, and the Katharine Lee Bates and school parking is available.

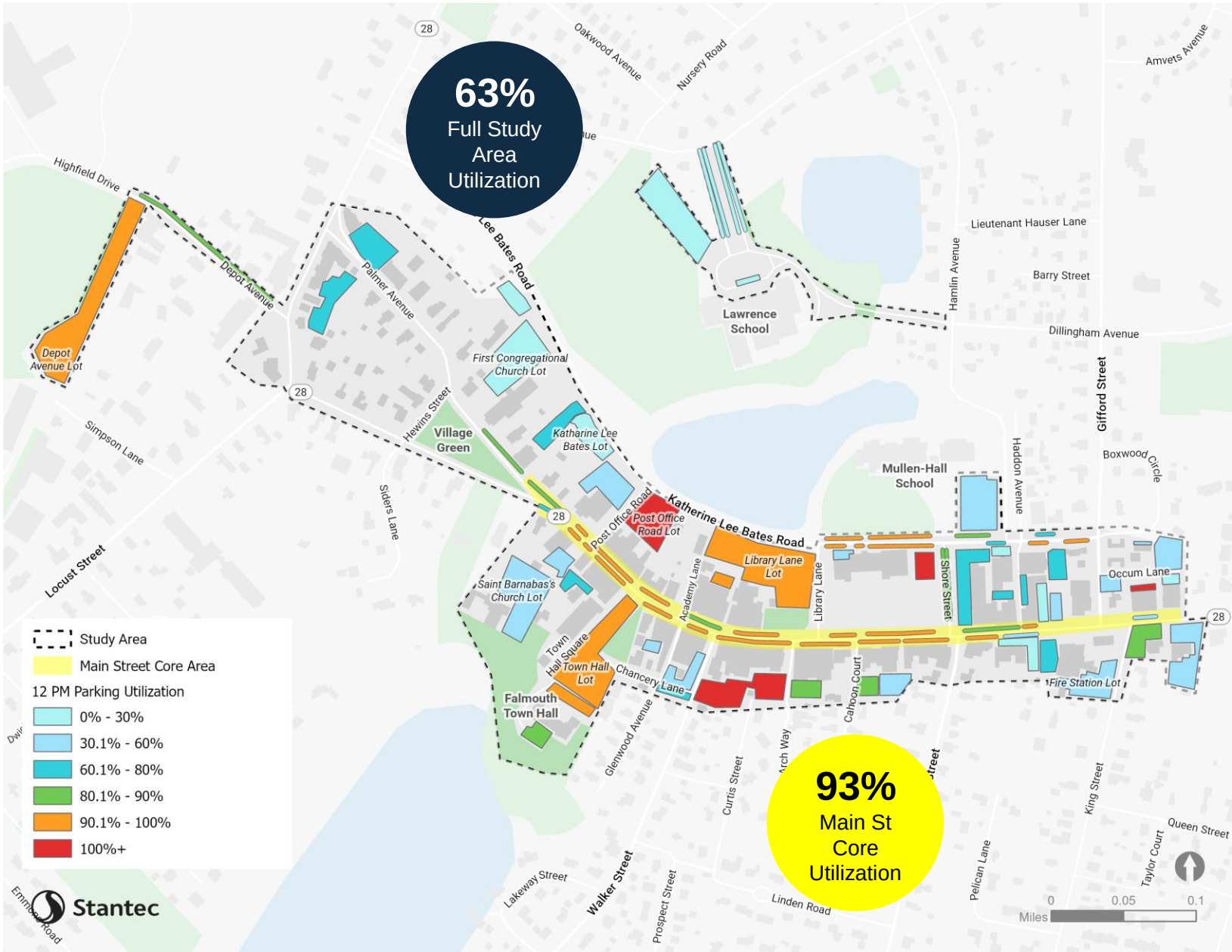




Parking Utilization July Weekday, 12 pm

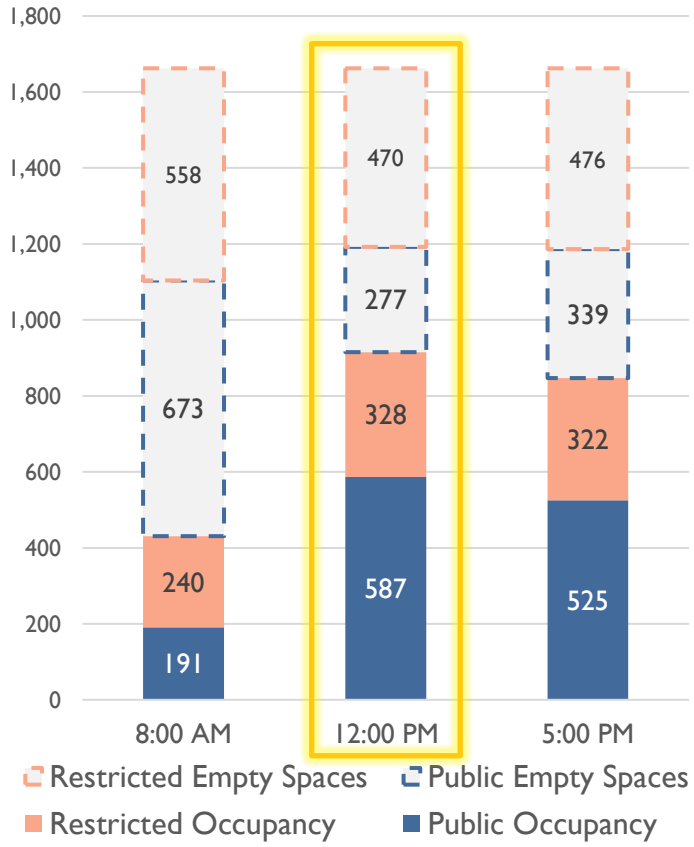
On a July weekday, most of Main Street and the core public lots are largely full. However, the Lawrence, Mullen-Hall, and Katharine Lee Bates lots have significant capacity, as do most private lots, including the Saint Barnabas and First Congregational Church lots.

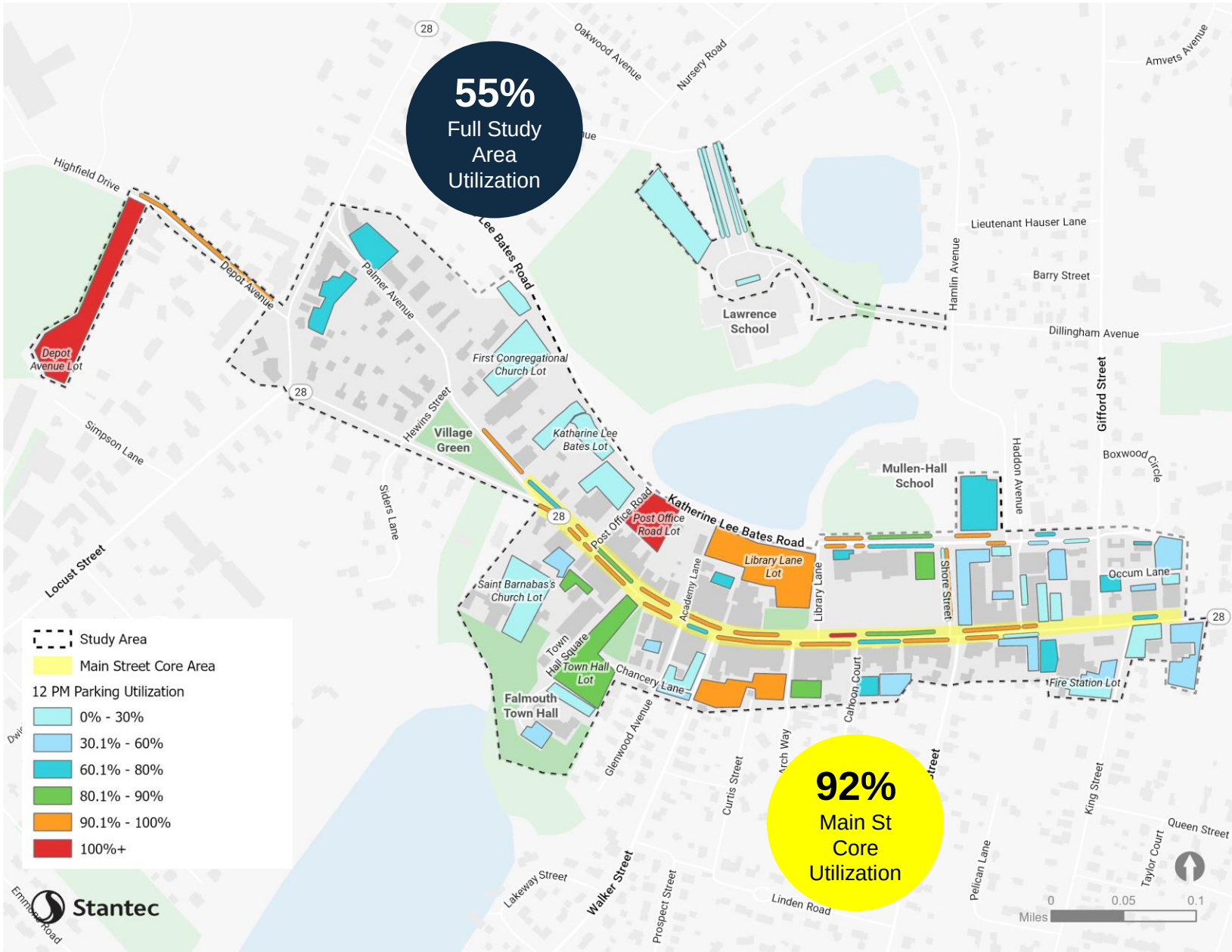




Parking Utilization July Weekend, 12 pm

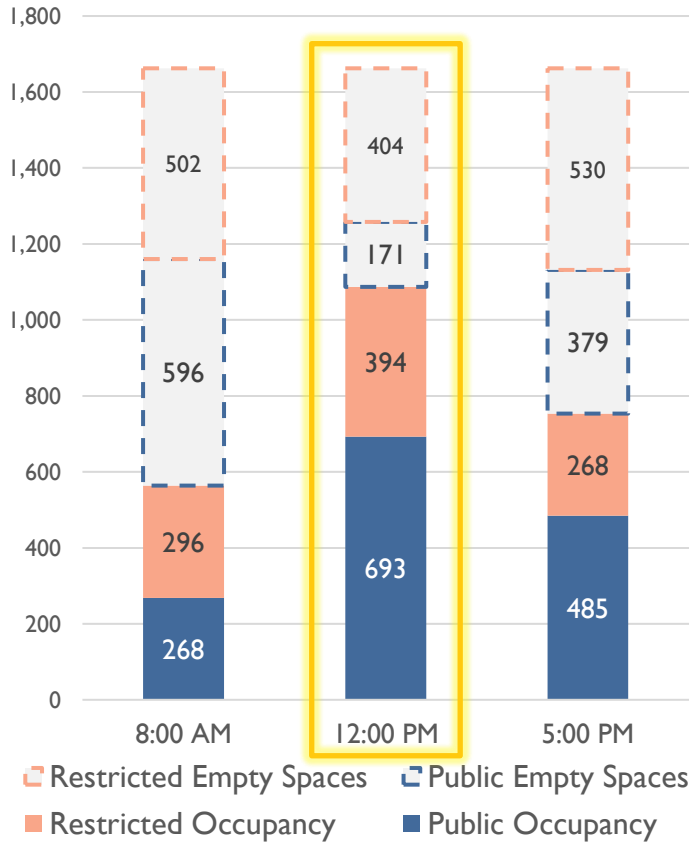
Weekend utilization in July is similar, with public parking available at the periphery of Downtown but not the central core. Like in June, restricted parking to the east is very underutilized, as are the church lots to the west.

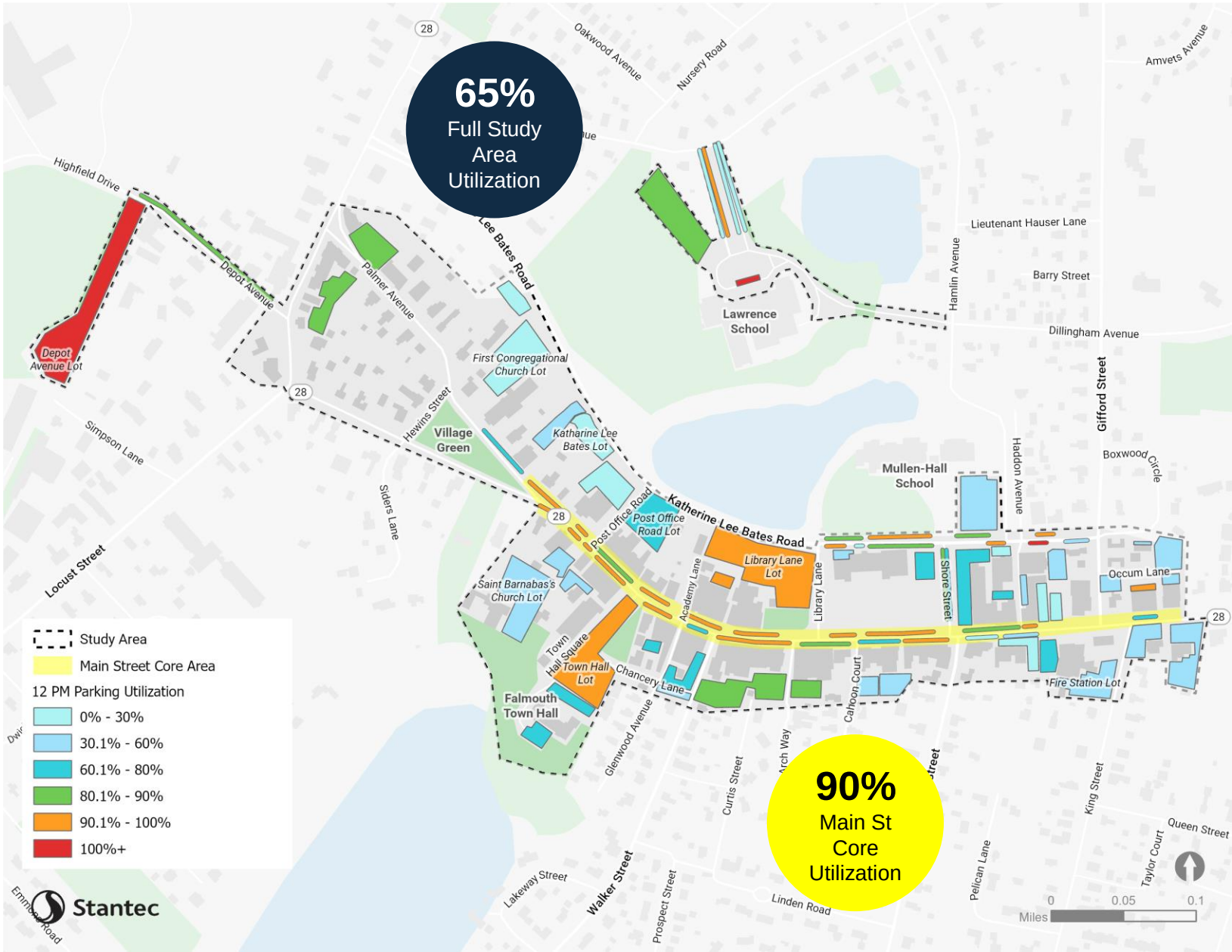




Parking Utilization August Weekday, 12 pm

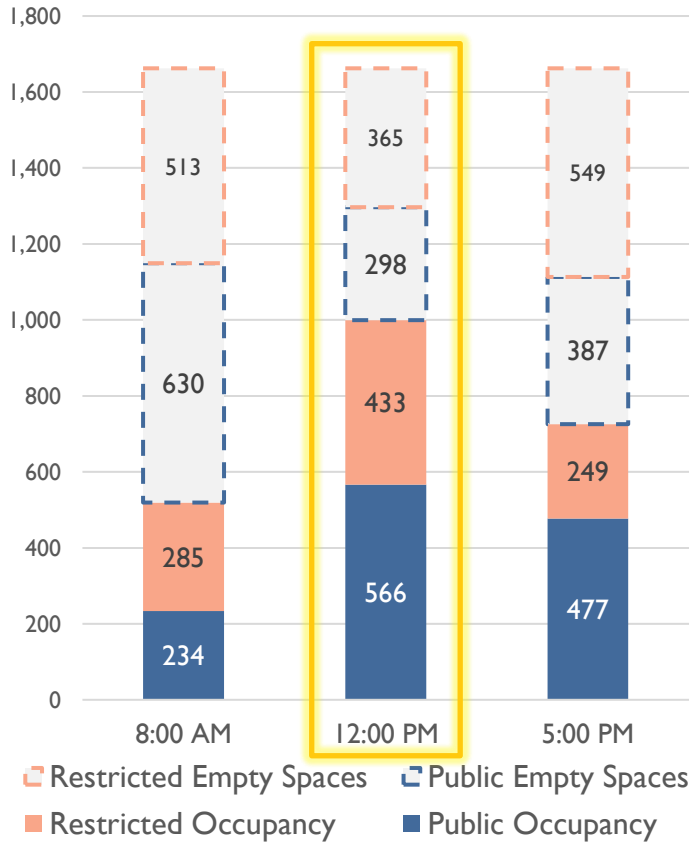
In August, Main Street and the central public lots remain full on a weekday at noon. Depot Avenue and nearby private parking is full. The Lawrence Lot can fill to capacity, particularly during events, but spaces remain available at the Katharine Lee Bates and Mullen-Hall lots.

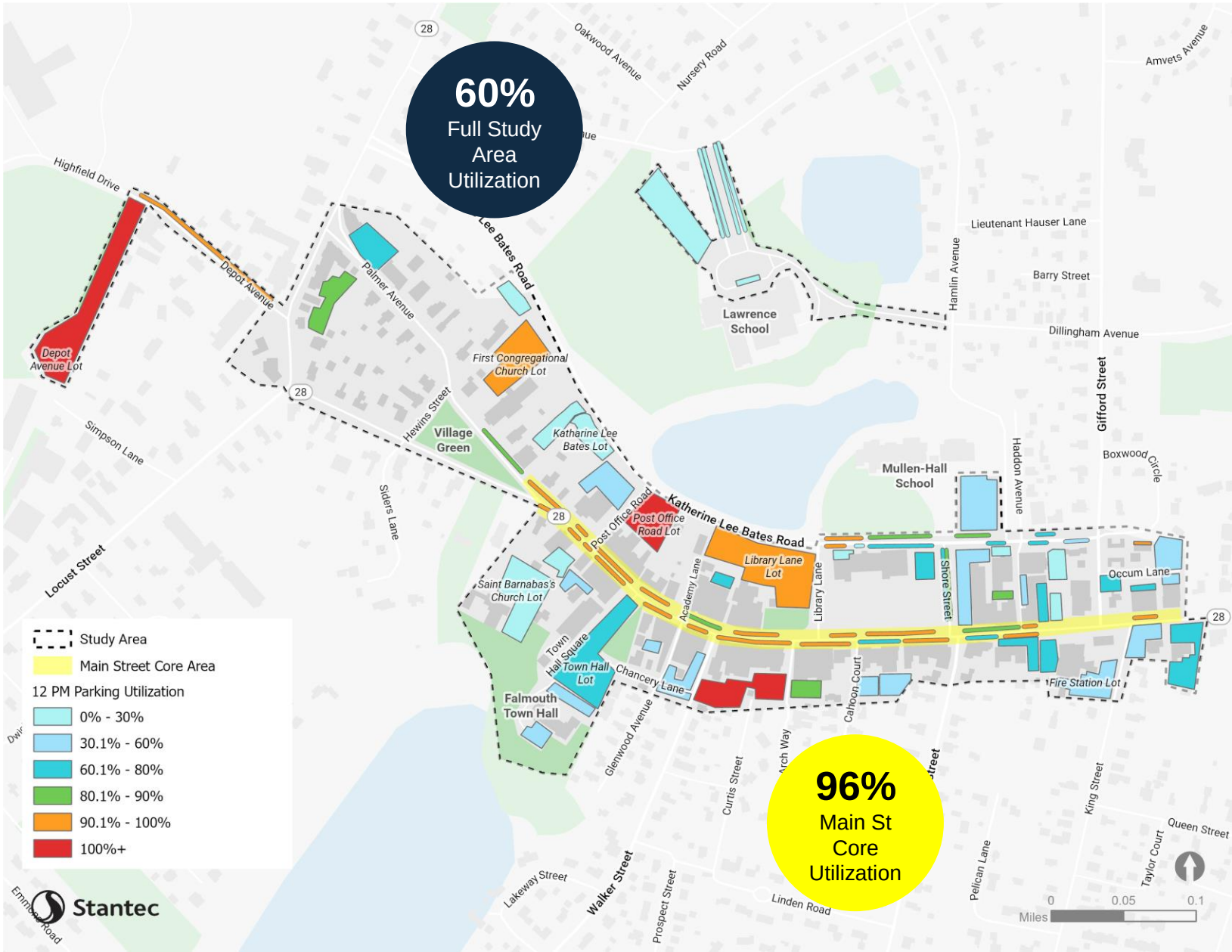




Parking Utilization August Weekend, 12 pm

During the weekend – without an event at Lawrence – nearly 300 public spaces become available, primarily at the outer lots. Similarly to June and July, most other open spaces are located at restricted lots to the east and church lots to the west.

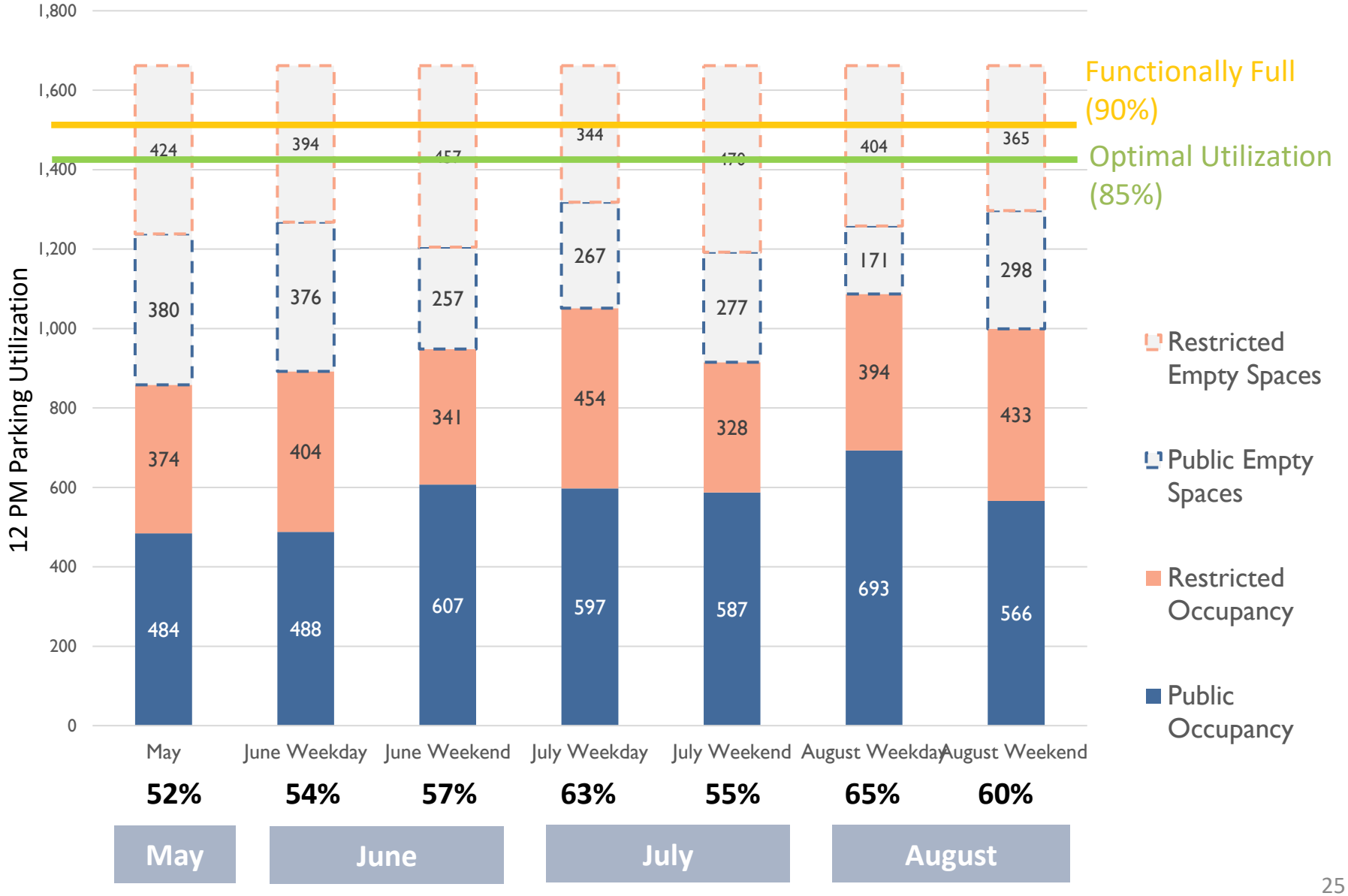




Parking Utilization Full Study Area

Across all time periods analyzed, parking usage peaks on a weekday in August at 65% utilization. Utilization never reaches or approaches the optimal parking utilization of 85%, even during the busiest summer months. While usage peaks in July and August, utilization is within 10-15% of peak during the off-peak months of May and June.

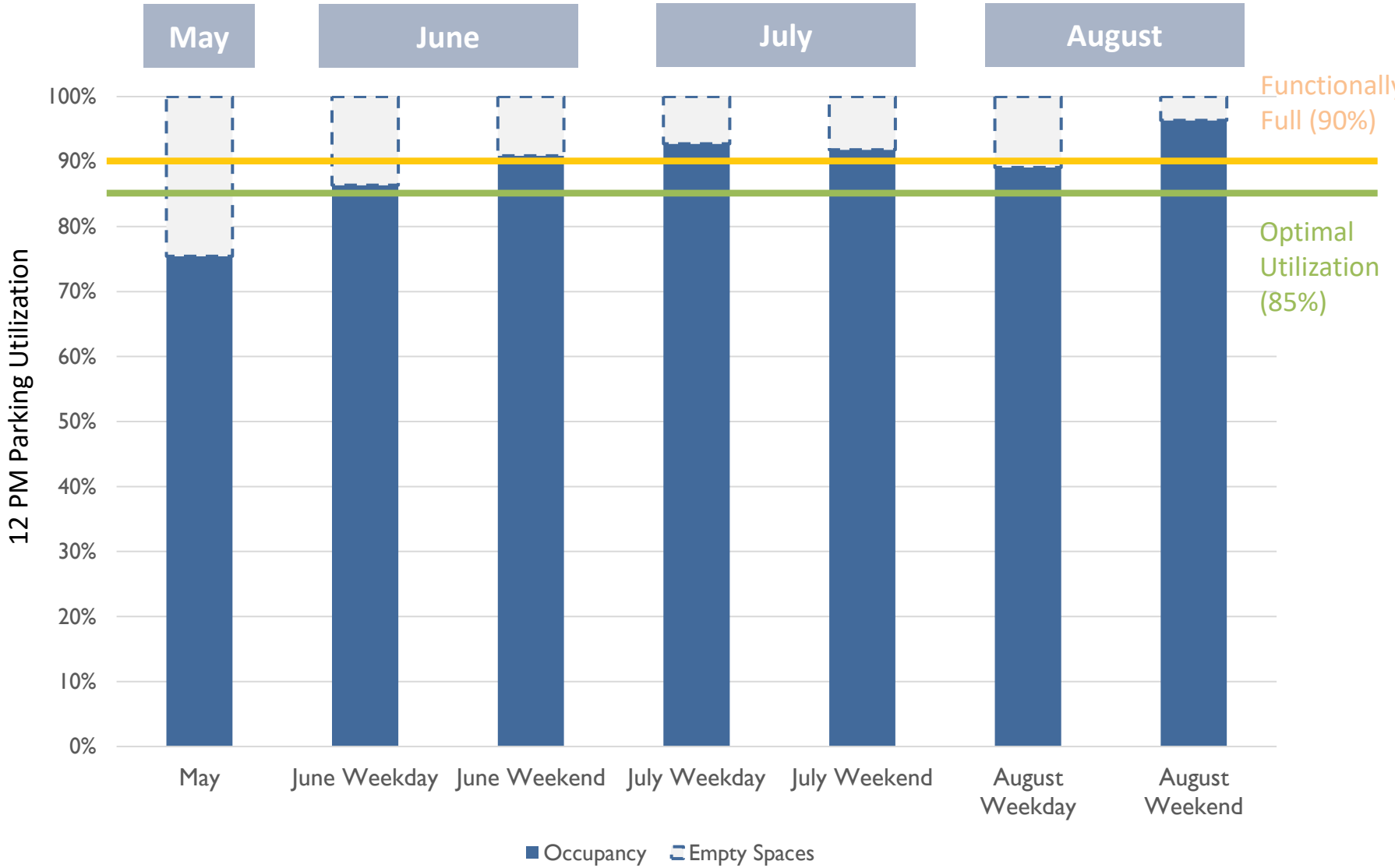
Weekdays generally see greater parking utilization than weekends.



Parking Utilization Main Street

On Main Street, parking utilization at midday does exceed optimal utilization and these on-street spaces are functionally full during the peak summer months of July and August.

Particularly on weekends, nearly all spaces on Main Street are full and no capacity exists within the central core of Downtown adjacent to key retail and restaurant destinations.



Parking Utilization Summary

Based on a robust and extensive review of existing conditions throughout all summer months, parking utilization in Downtown Falmouth can be characterized according to the following:

- In the midday and evening during the summer, **parking on Main Street is consistently full**
    - However, even at busy times, on-street spaces are available on Katherine Lee Bates and further east
- While centrally-located lots including the Town Hall Lot, Post Office Road Lot, and Library Lane Lot fill during busy periods, **lots a block or two from Main Street have capacity**
    - At peak summer times, most open spaces in Public lots are at the Lawrence School, Mullen-Hall School, and Katharine Lee Bates Lot
- While some central private lots fill at peak times, most private facilities east of Shore Street and west of Post Office Road have significant capacity
- **Overall, capacity exists in the Downtown parking system throughout the Summer months, including on weekdays and weekends at all times of day – though often only at the edges of Downtown**

Modeling Future Parking Demand

Shared Parking Demand Model Overview

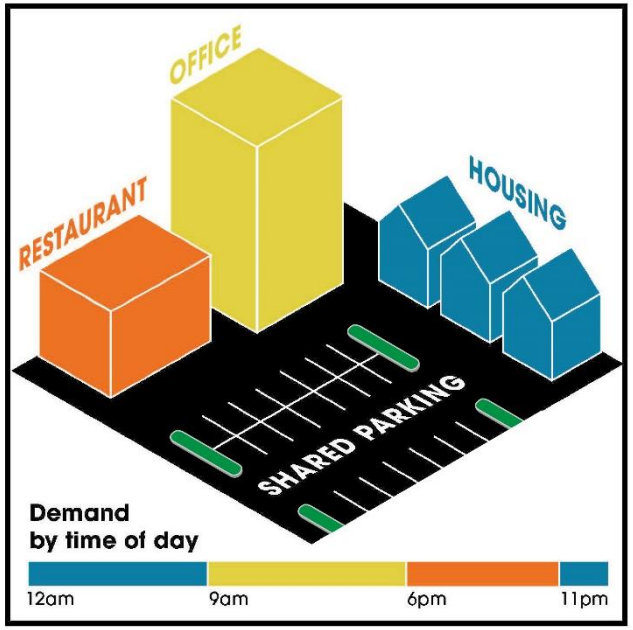
This section covers an analysis of the existing parking supply's ability to accommodate future development in Downtown Falmouth, as determined using a customized shared parking demand model.

The model relies on best practice methods and rigorous study data from the Urban Land Institute's (ULI's) Shared Parking Manual and the Institute of Transportation Engineers' (ITE's) Parking Generation Manual 7th Edition. Parking rates from ITE for land uses in the study area are used to calculate the "industry standard" demand by land use category. This level of analysis assumes that demand for each land use is constant throughout the day and that the parking supply for each parcel is at a quantity needed to accommodate its highest demand.

In reality, demand varies throughout the day based on the use. For example, residential demand is at peak during the night, whereas the peak for an office will occur during midday. As recommended by ITE, adjustments to its standard rates should be made to reflect this and other realities on the ground.

Using ULI's Shared Parking methodology, which applies hourly average utilization observations collected by both ULI and ITE, the demands for each land use can be adjusted across the hours of an average day to reflect a more accurate representation of a land use's daily demand curve.

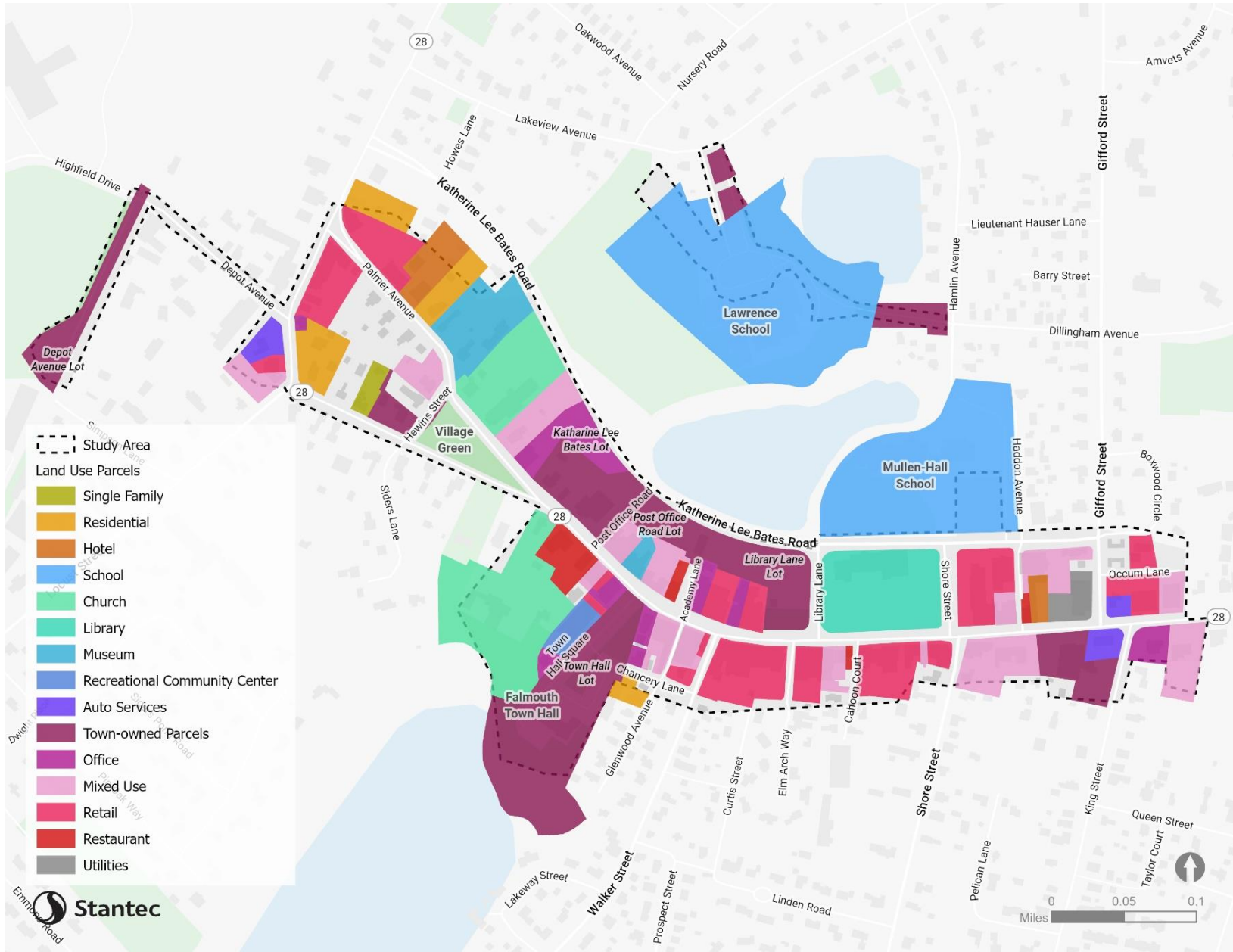
As a final step, the model is calibrated based on local context. Downtown Falmouth is a dense mixed-use environment. Many people parking Downtown will park once and walk between multiple nearby destinations. To capture users who are going to multiple destinations on a single trip, internal reduction factors were applied which vary by type of use and user, including customers, residents, and employees.



Existing Land Use

A key component of this analysis is an understanding of the existing land uses present in the community. Parcel-level land use data provided by the Town of Falmouth was verified through a combination of online research and “windshield” surveys via Google Maps. The total quantities for each land use within the Study Area are shown in the table below, with size information – i.e. number of units, square feet, students, etc. – by use type in the table below.

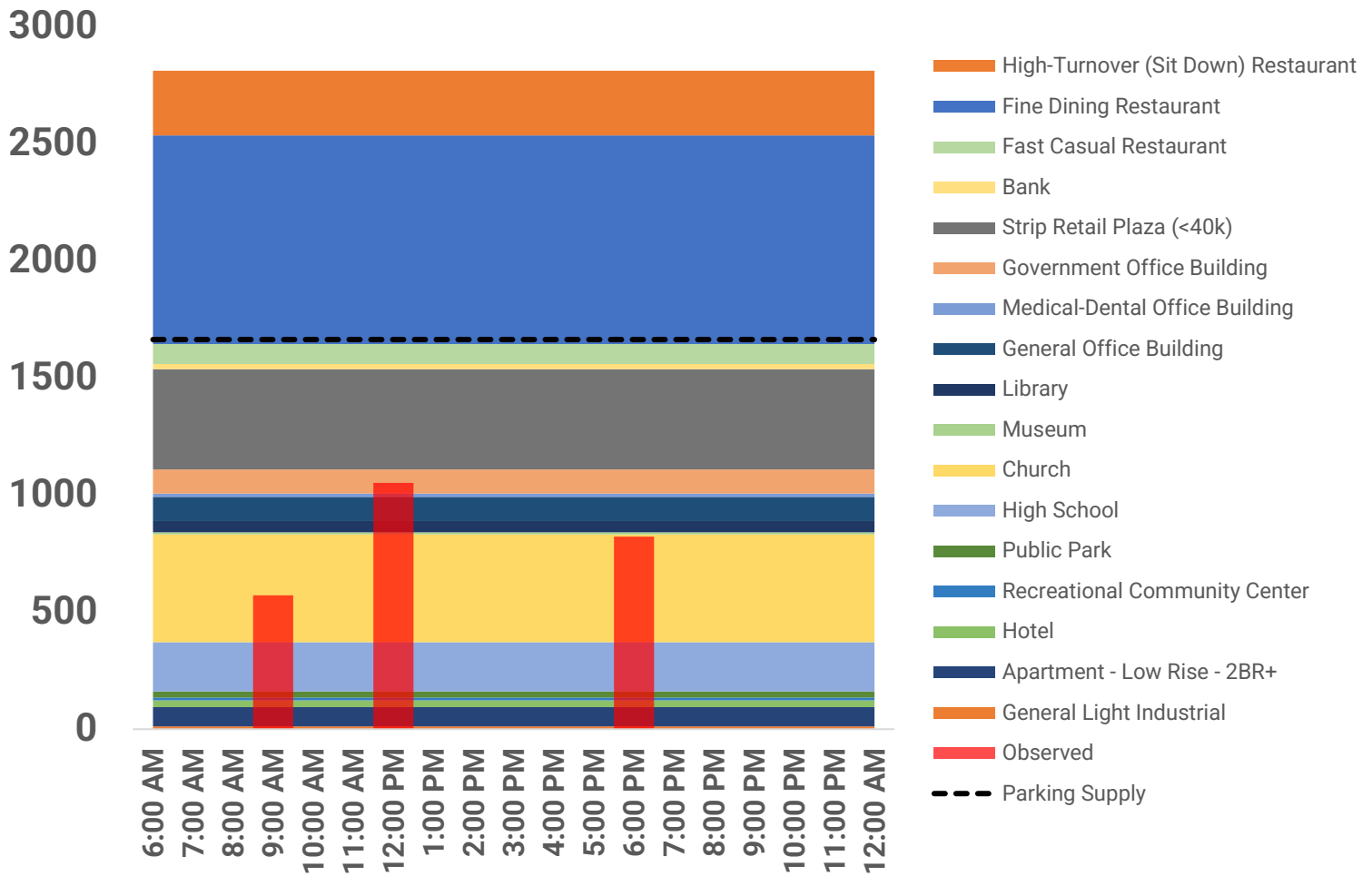
Model Land Use	Size	Units
Residential	77	Dwelling Units
Industrial	12,072	SQ. FT.
Hotel	31	Rooms
School	877	Students
Church	33,777	SQ. FT.
Library	20,594	SQ. FT.
Museum	8,955	SQ. FT.
Recreational Community Center	10,299	SQ. FT.
Office	97,034	SQ. FT.
Retail	176,045	SQ. FT.
Restaurant	96,683	SQ. FT.
Public Park	11	Acres



Unshared Parking Demand

A traditional "industry standard" approach to estimating parking demand assumes that each land use in a downtown needs its own supply of parking and thus simply adds together the amount of parking demand “required” for each use to estimate demand.

This type of analysis would point to over 2,800 parking spaces needed in Downtown Falmouth, as shown in the chart to the right.

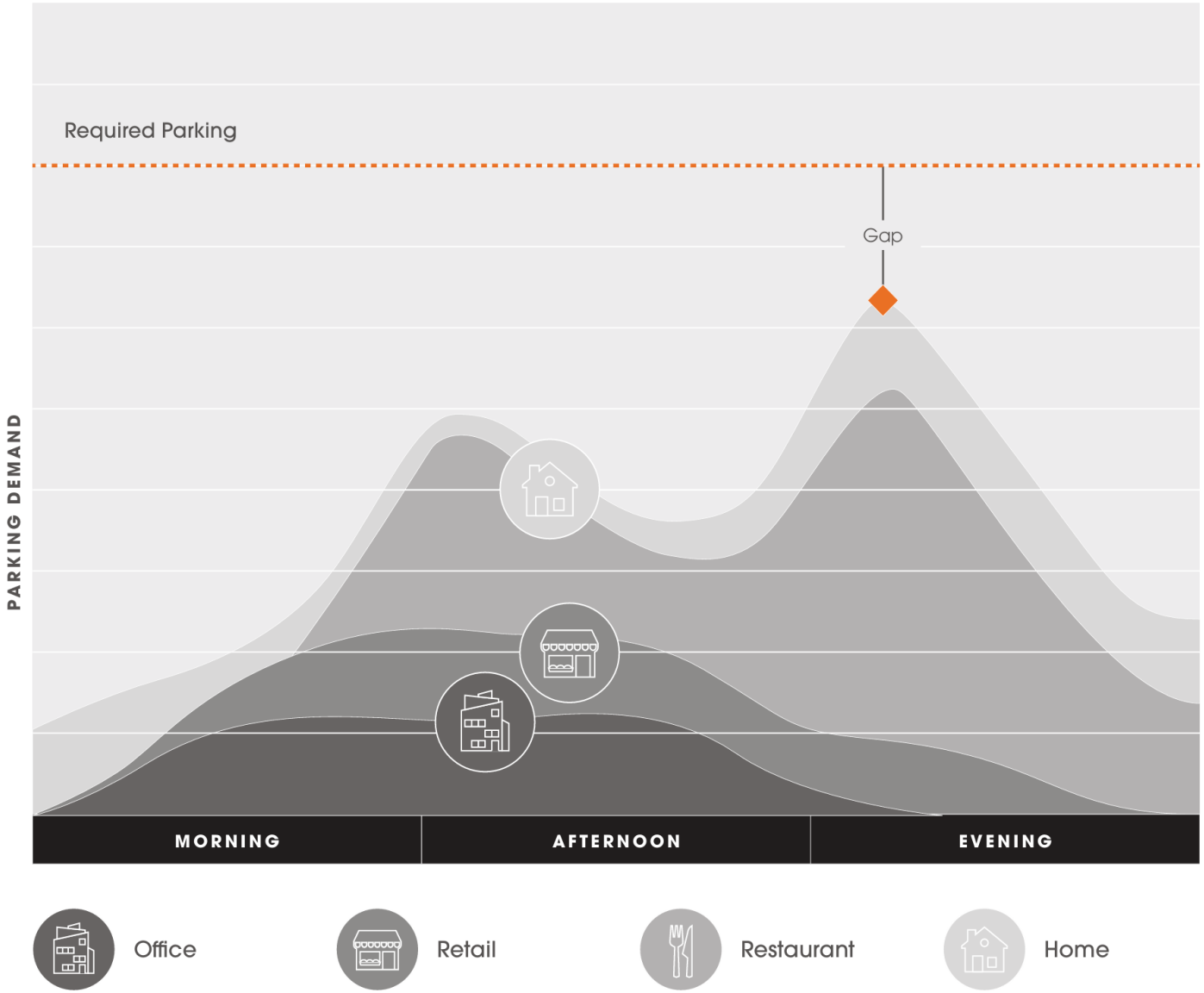


Unshared Parking Demand

An analysis applicable to a mixed-use environment like Downtown Falmouth should more accurately reflect demand patterns that **vary by use throughout the day**.

The Urban Land Institute's Shared Parking Manual helps demonstrate how parking is shared among different uses across a day. For example, demand at an office is low in the middle of the night, hits its peak in the middle of the day, and drops off again in the early evening. Conversely, a restaurant may have lower demand during the day and high demand in the late afternoon or evening. Meanwhile, residents typically head out during the day to work and return at night, so their demand curve is inverse to offices, presenting a significant opportunity to share parking.

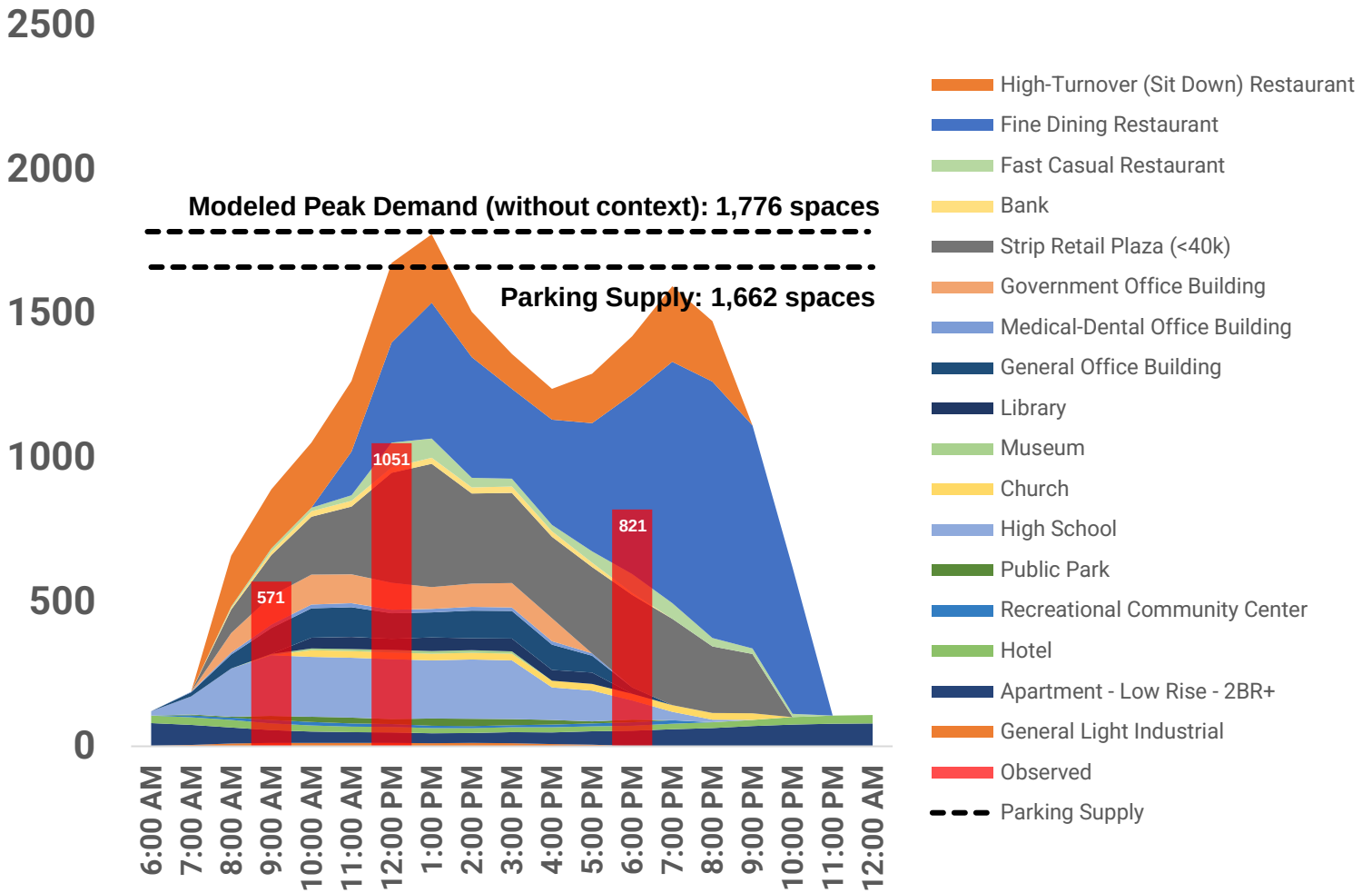
These patterns are typical in downtowns like Falmouth's, as see on the next page.



Shared Parking Demand without Context

Modeling the parking demand of Falmouth's land uses applies a time-of-day percentage to the peak parking demand rates, creating a more realistic estimate of demand for each hour of the day in Downtown's mixed-use environment.

This first part of the modeling exercise reduces peak parking demand from 2,809 spaces to 1,776 spaces, as shown.



Calibrated Shared Parking Demand

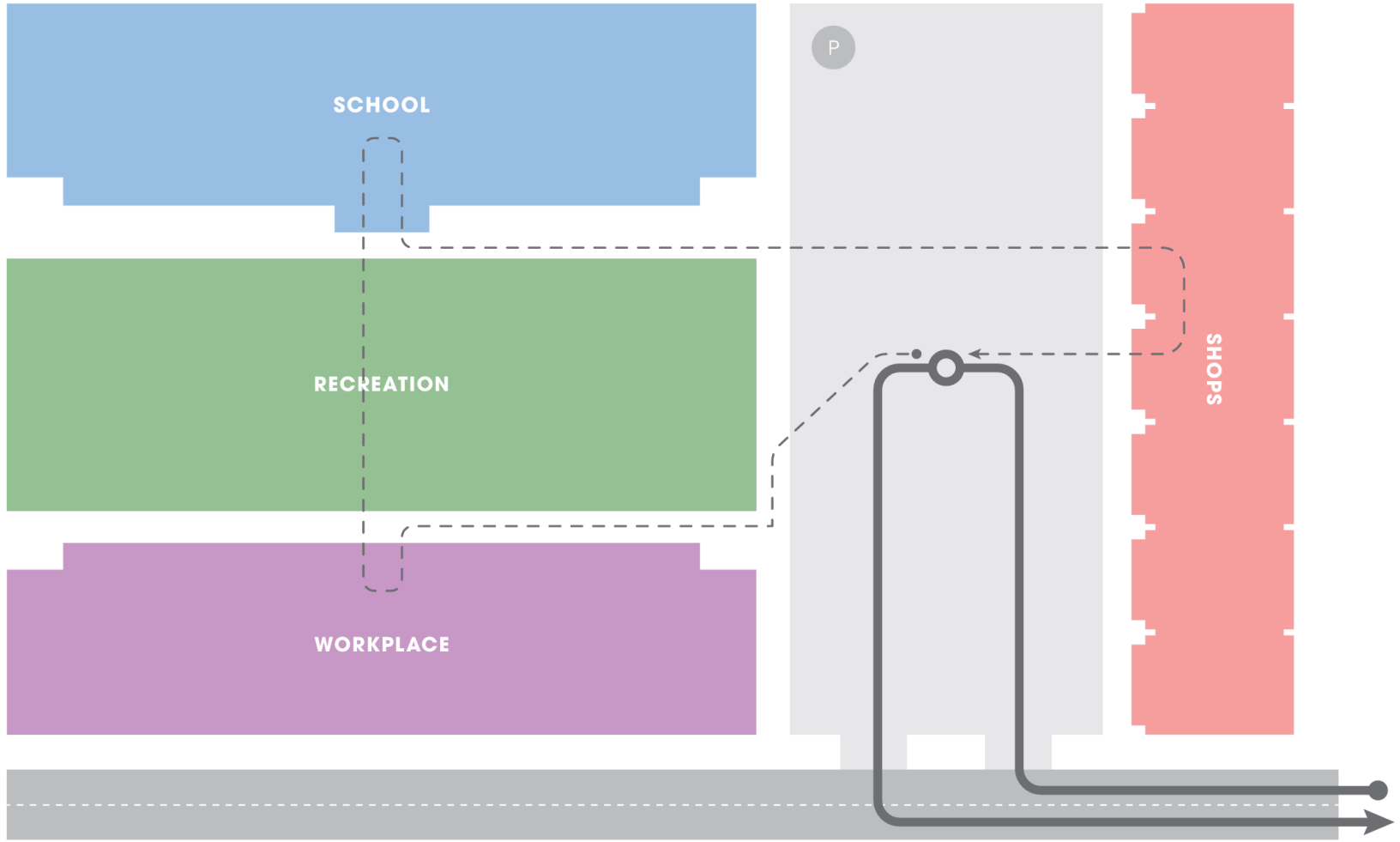
In addition to parking sharing, the true demand can be better reflected by applying several context reduction factors, such as:

Internal Capture: Parking demand is further reduced in downtown environments because retail, commercial, office, and residential uses are closer together and more walkable.

Users that opt to walk within the core area to get from one destination to another (without moving and parking their vehicle a second time) are considered “internally captured.”

Given Downtown Falmouth’s mixed-use environment, this can reduce total parking demand from stand-alone uses by at least 30%.

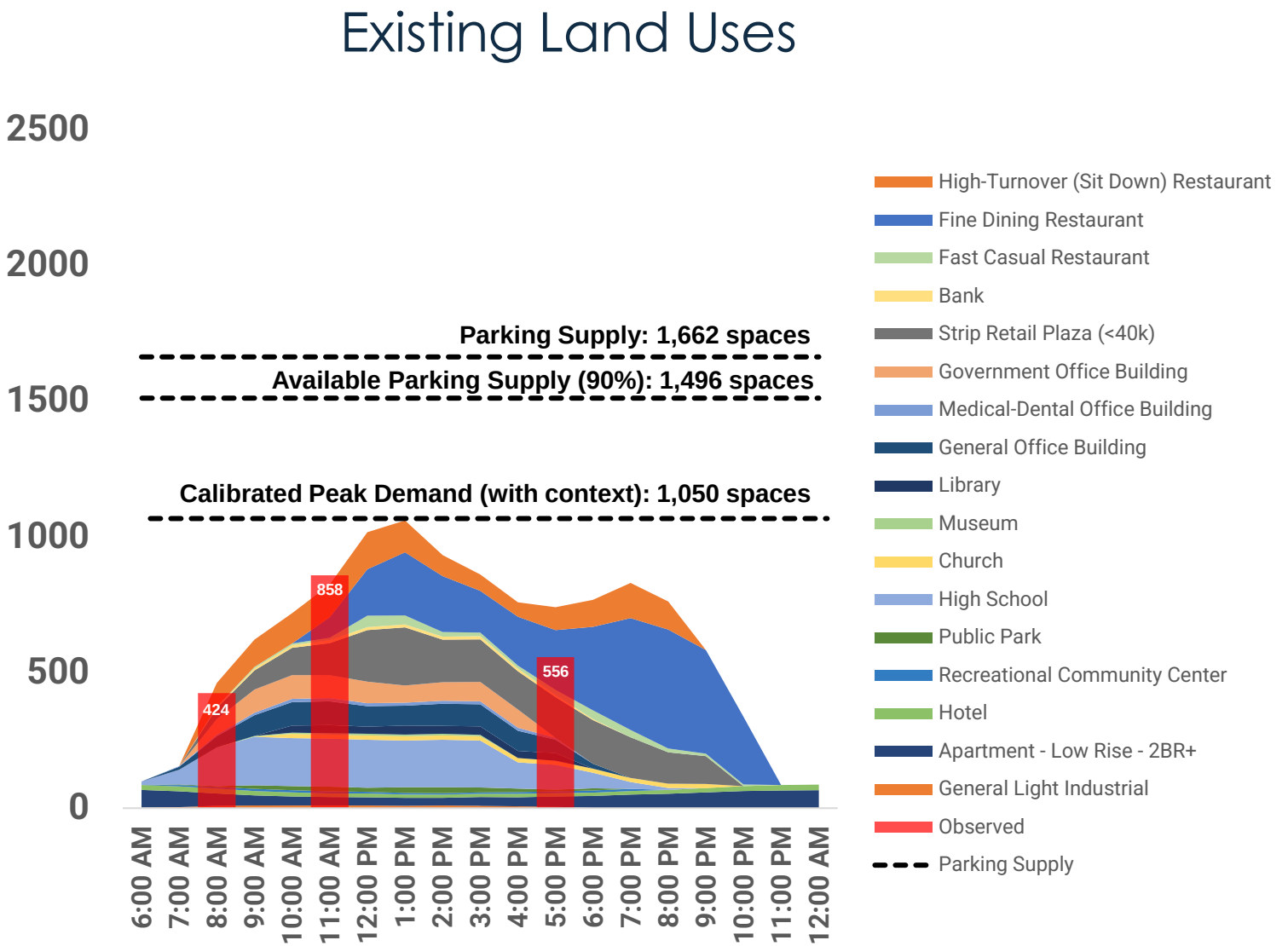
Mode Share: Not all visitors to Downtown Falmouth come by car, so additional reductions can be taken for some users who walk, bike or ride transit.



Calibrated Parking Demand Off-Peak Season (May)

May parking utilization counts captured for the study were used to calibrate a version of the model based on Off-Peak season demand. Internal capture reductions were modified to reflect lower demand from visitors.

Modeled peak demand generally matches the profile of observed parking counts but suggests that Downtown is less active off-peak than the model might suggest. This is especially true in the evening period where observed activity is even lower due to lower off-season restaurant demand. Even with its conservative assumptions, the model shows significant excess parking supply is available during the Off-Peak period.



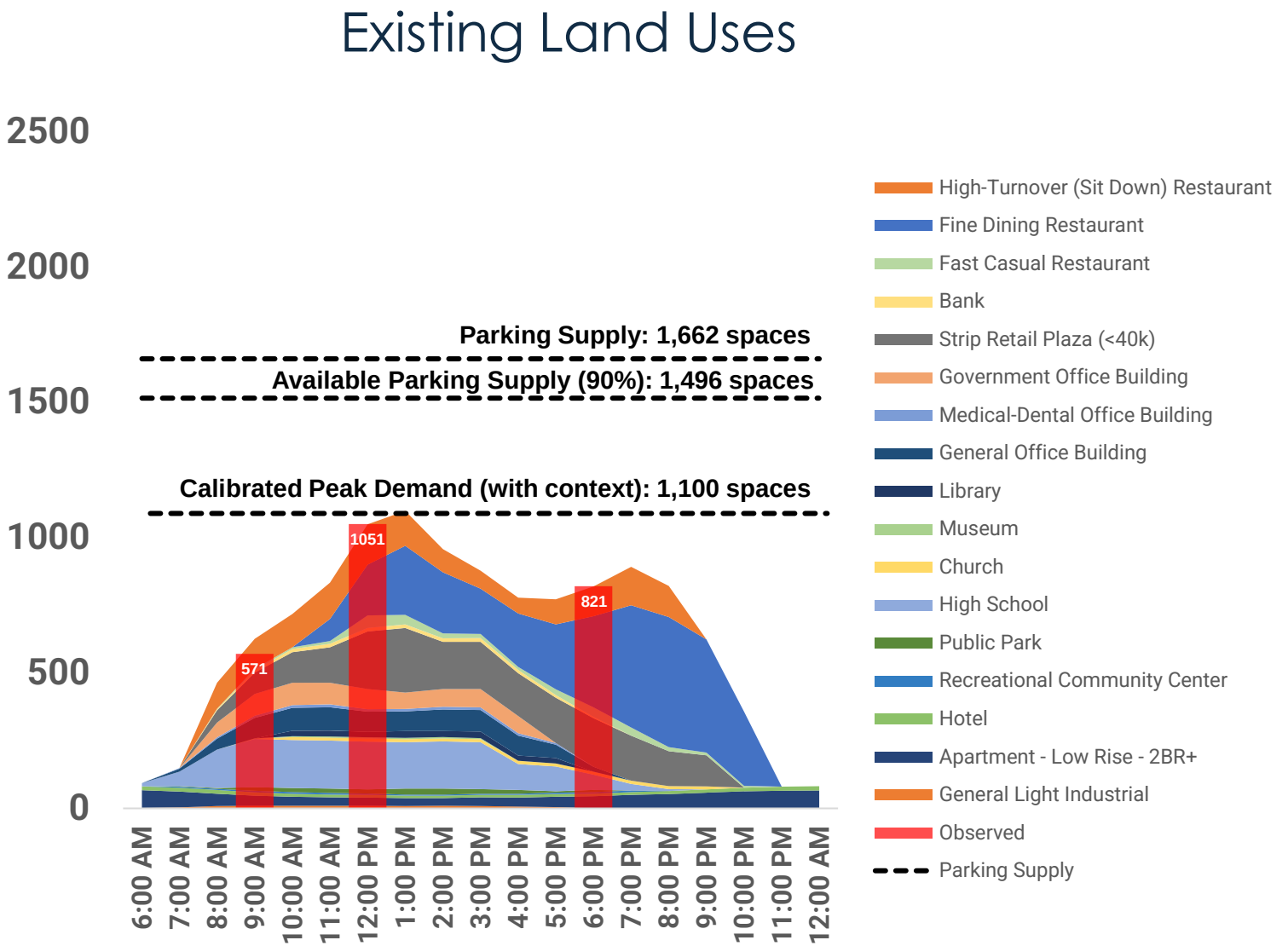
Calibrated Parking Demand Peak Season (July)

July parking utilization counts captured for the study were used to calibrate another model run based on Peak season demand.

Modeled peak demand generally matches observed parking counts – indicating that the model **effectively approximates existing parking demand**, especially during the peak season.

Model results indicate that the existing parking supply in Downtown Falmouth exceeds peak demand by approximately 400 spaces when holding 10% of the supply in reserve*.

* Parking facilities are generally considered "functionally full" at 90% occupancy, when finding an empty space begins to become difficult.



Estimated *Future* Parking Demand Peak Season (July)

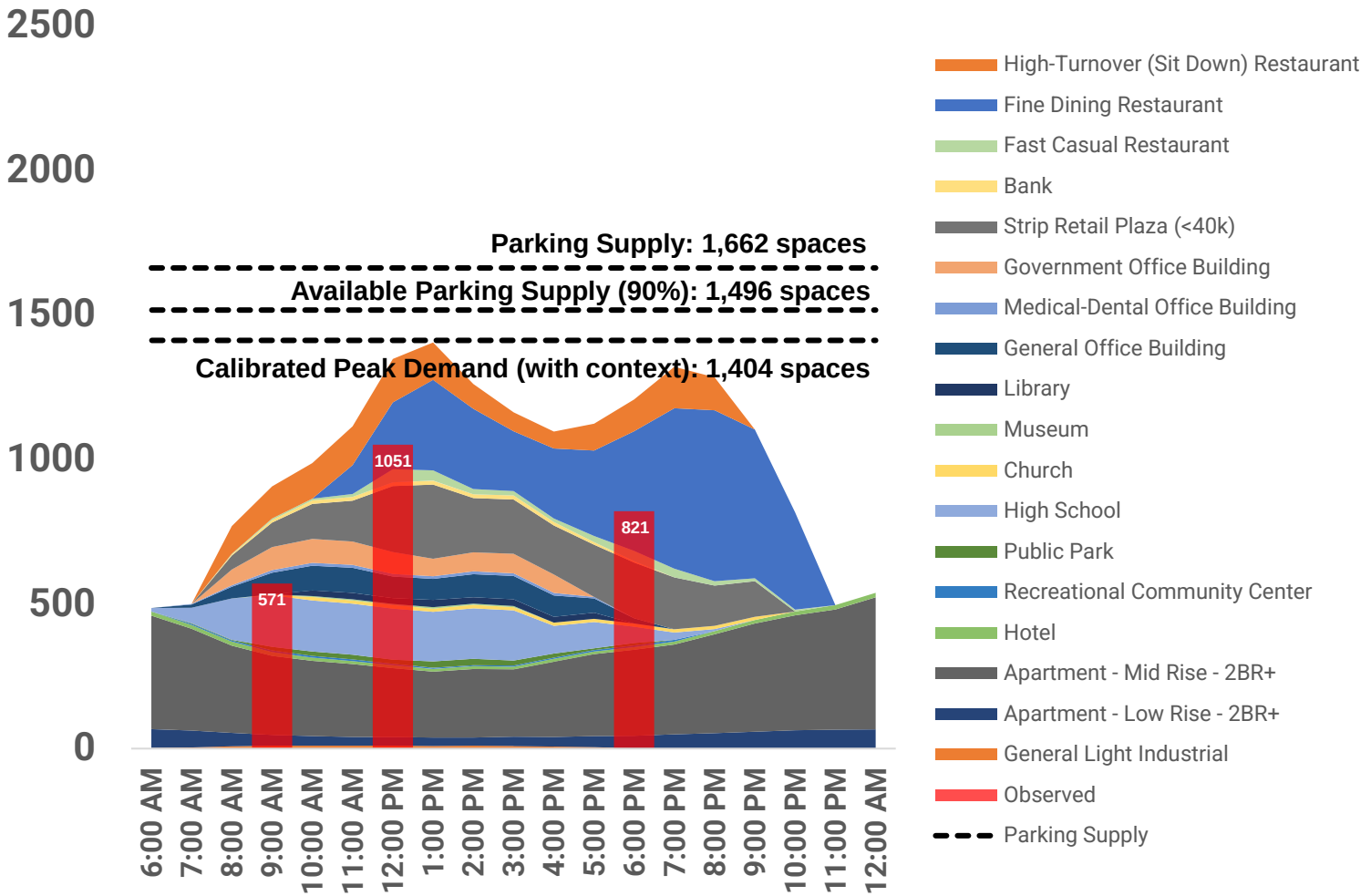
Significant future development could be accommodated in Downtown Falmouth with no new parking spaces in the peak season. A maximum build scenario – including new residential, retail, and restaurants – was modeled to determine how much new demand could be absorbed.

Even with this new development, approximately 90 spaces are free when holding 10% of the supply in reserve.

Potential Growth

Land Use	Units
Residential Units	500 units
Retail	12,500 SQ. FT.
Restaurant	12,500 SQ. FT.

Potential Growth with Full Sharing



Estimated *Future* Parking Demand Peak Season (July)

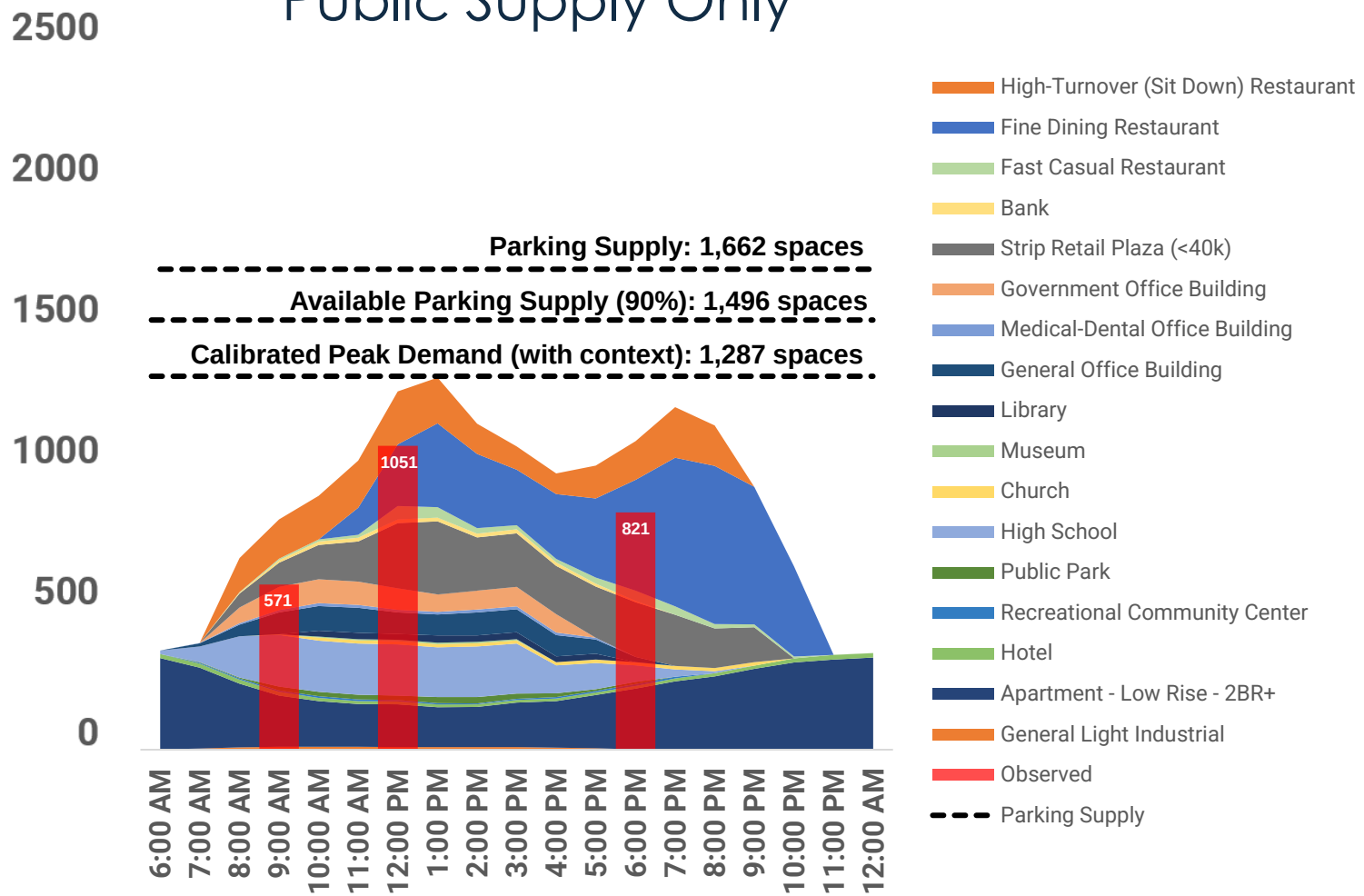
Another build scenario was modeled for the peak season assuming all demand generated from new developments will use existing public parking. This included new residential units, retail, and restaurants.

Even assuming that all new development would rely on public parking, approximately 200 spaces are free when holding 10% of the supply in reserve in this scenario with 300 new residential units as well as new retail and restaurant uses.

Potential Growth

Land Use	Units
Residential Units	300 units
Retail	12,500 SQ. FT.
Restaurant	12,500 SQ. FT.

Potential Growth using Public Supply Only



Engagement Summary

Engagement Summary

Public outreach efforts for this plan included a public survey and two events. The project team held an initial Public Open House in mid-May, including morning and evening sessions. Members of the public were invited to discuss overall project goals and parking issues and opportunities with the project team. Attendees also shared information on their parking preferences and typical experiences.

Throughout the summer, the public participated in a public survey with questions covering typical parking behavior and experience as well as wayfinding signage preferences and needs. In total, over 550 responses were received.

At the conclusion of the study in September, Stantec presented draft recommendations in a public meeting. During this meeting, members of the public also had the opportunity to vote for which recommendations they preferred to prioritize.

Engagement Public Open House

At the initial Public Open House in May, attendees noted the following common concerns and needs:

- Improve pedestrian crossings
- Add wayfinding signage in the downtown
- Implement seasonal paid parking
- Add bike facilities
- Direct visitors to underutilized parking lots
- Increase violation fees

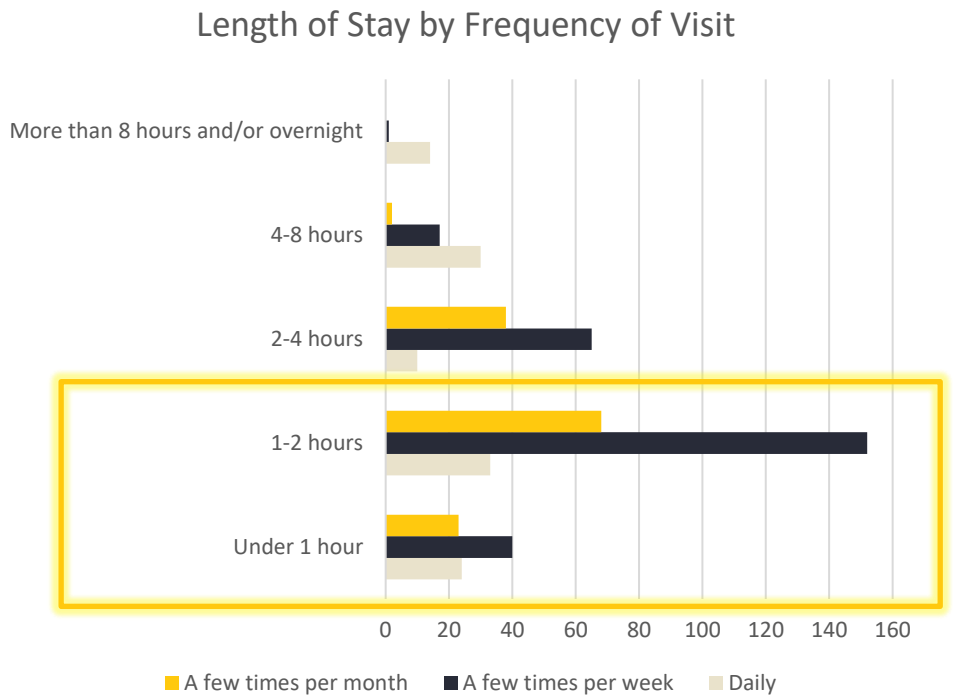
Many concerns related to a specific street or location were also raised, including the following:

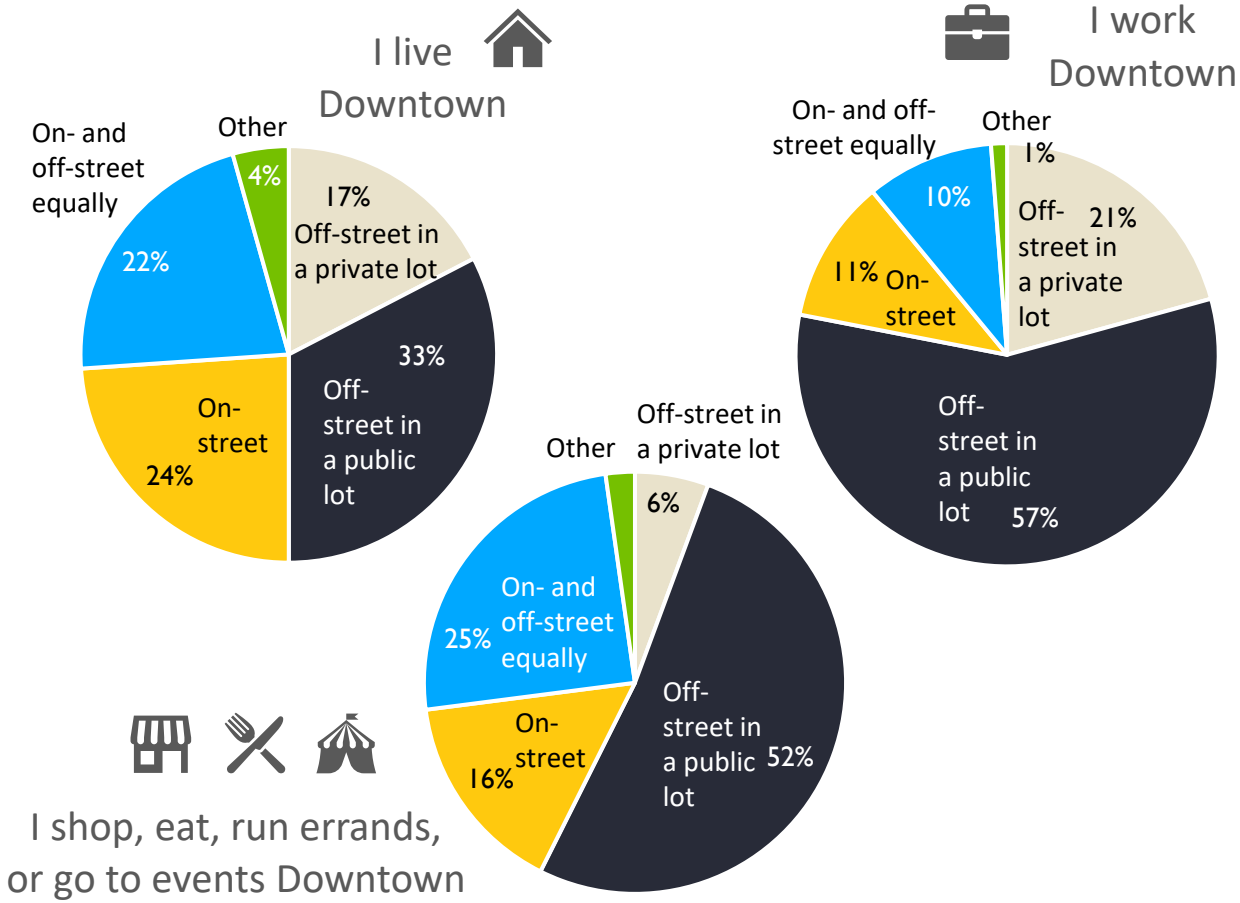
- Main Street
  - Improve crosswalks (daylighting, signage)
  - Add wayfinding signage along the corridor
  - Improve pedestrian lighting
- Town Hall
  - Traffic calming in parking lot
- Post Office Road
  - Improve sightlines
  - Fix dangerous crossings
  - Fix the dangerous left turn from Main Street onto Post Office Road

Engagement Survey Results

The majority of visitors surveyed park in Downtown Falmouth for two hours or less, and few park longer than four hours.

Employees working Downtown indicated they are most likely to park in public lots, and few visitors of any kind use private parking.

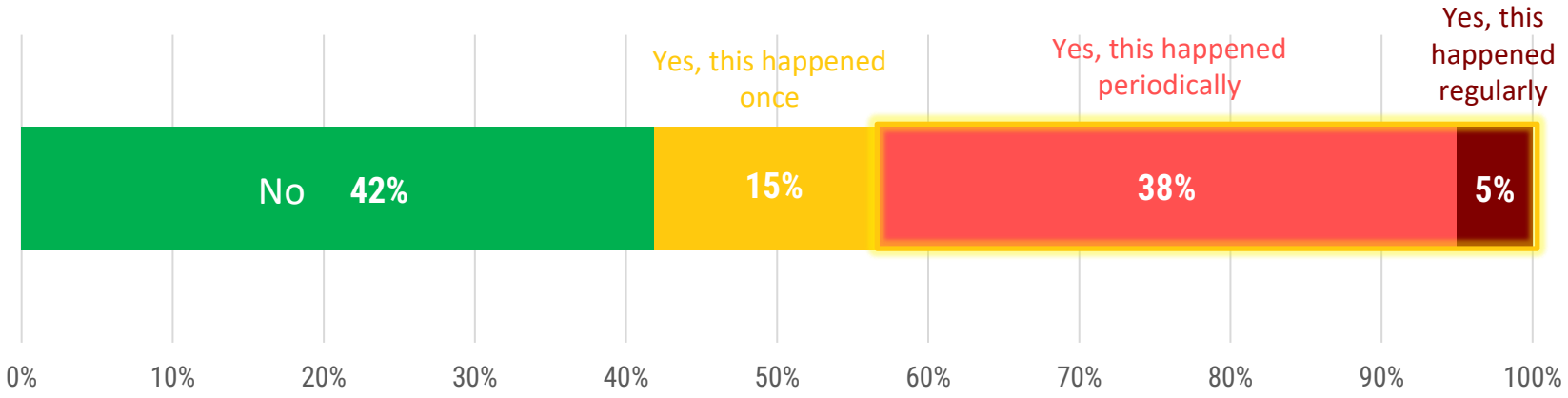




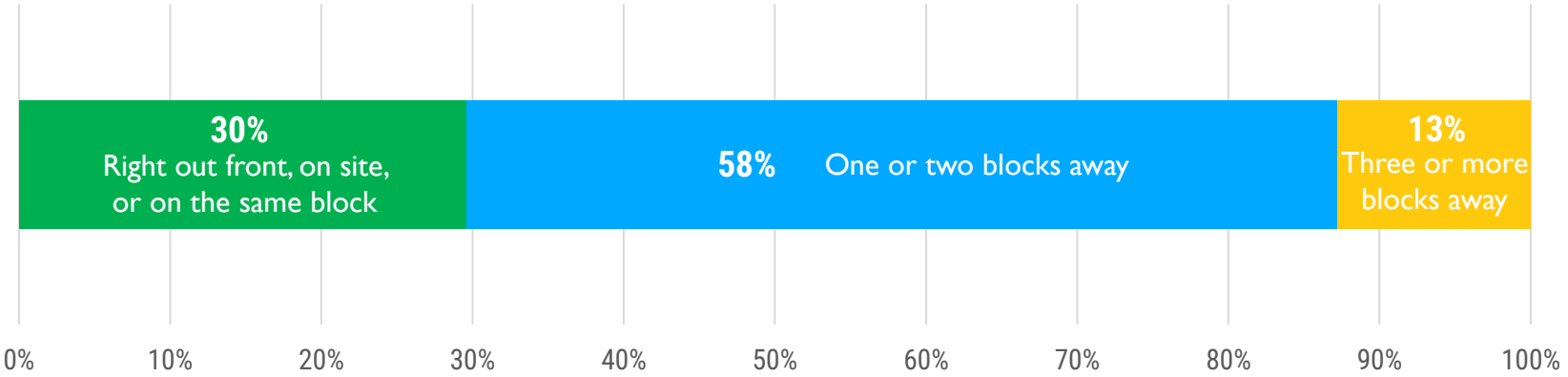
Engagement Survey Results

Nearly half of all visitors say they have been unable to find parking on multiple occasions. However, most visitors to Downtown admit that they are able to park within a block or two of their destination.

Have you ever abandoned a visit to Downtown Falmouth because you couldn't find a place to park?

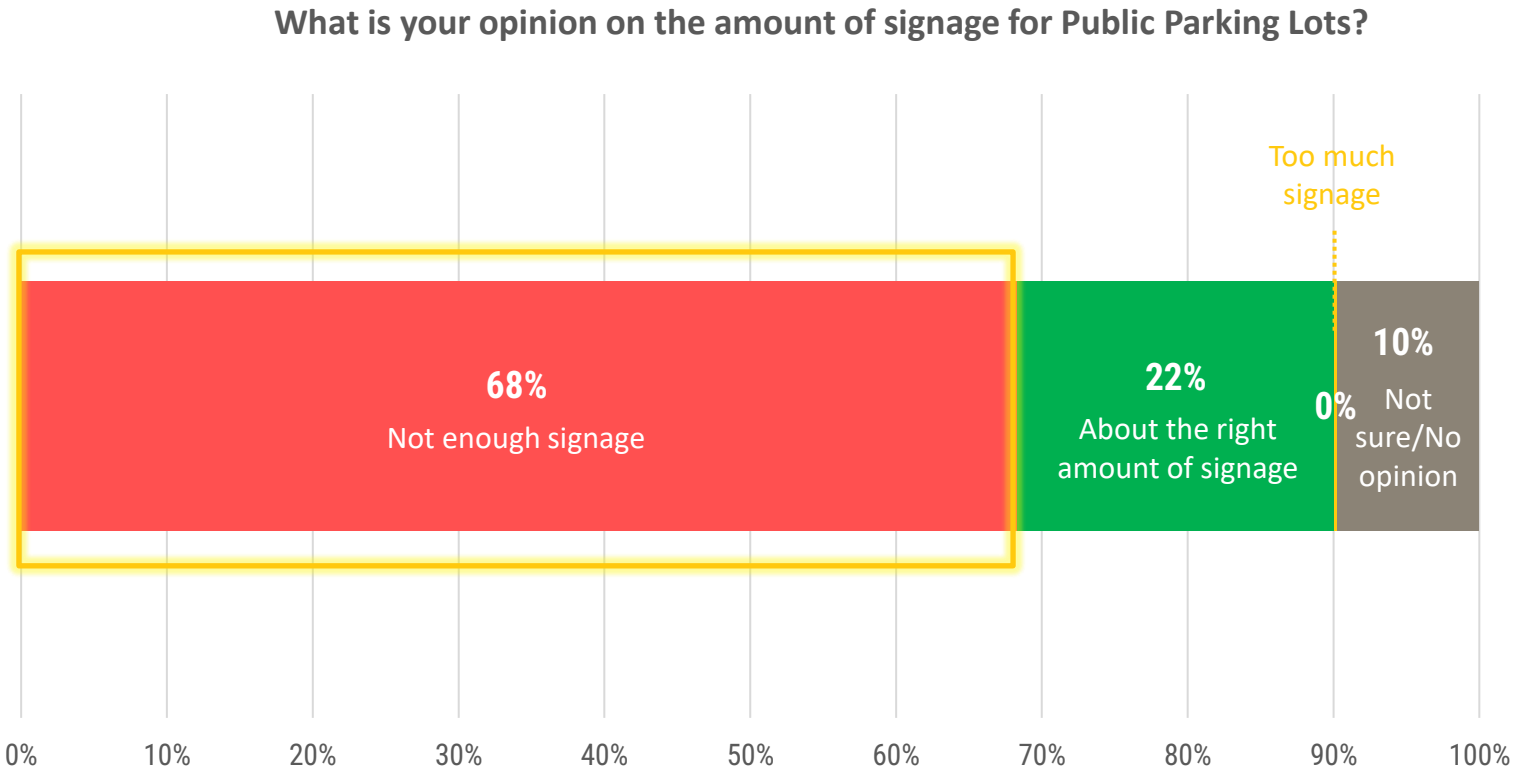


How close to your destination do you usually park?



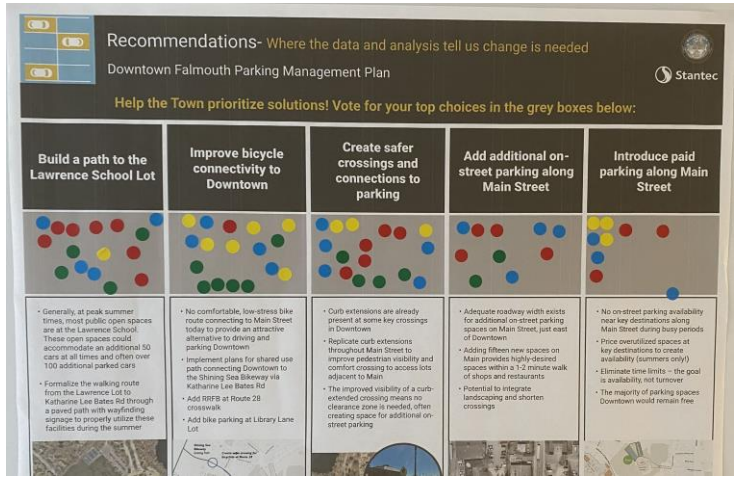
Engagement Survey Results

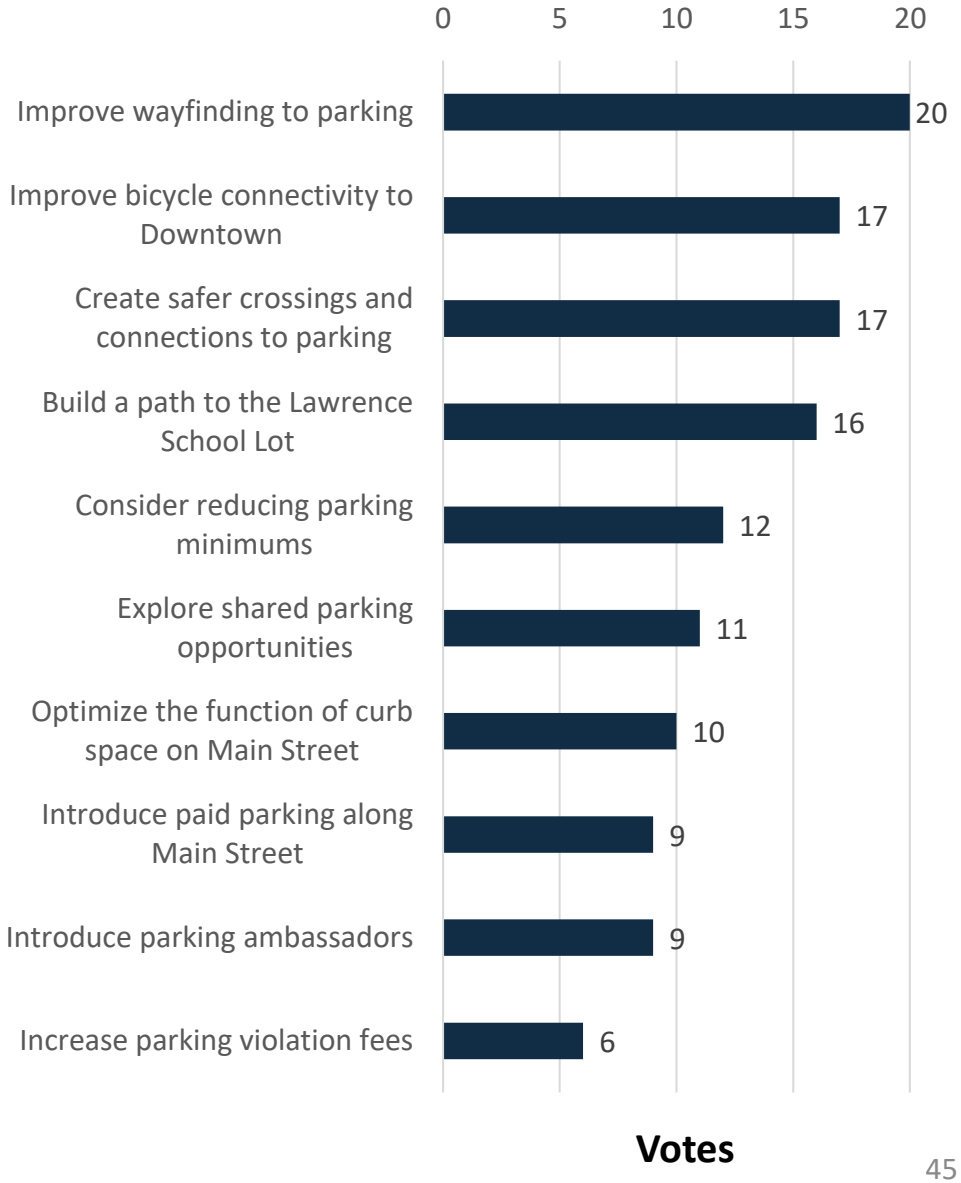
Nearly 70% of all respondents indicated that there is a lack of public parking signage in Downtown Falmouth today. Signage for parking was the most desired type of new signage, and no respondents indicated that too much signage was present.



Engagement Public Meeting

At a final public meeting in September, the project team presented the findings of the study as well as draft recommendations. The public was invited to comment on draft recommendations and placed votes on the recommendations they thought the Town should prioritize. The results of this exercise are shown on the right.





Recommendations

Recommendations Overview

These recommendations focus on addressing challenges in both the parking and multimodal networks to better function as connected systems.

1. Build a connection to the Lawrence School Lot
2. Improve bicycle connectivity to Downtown
3. Create safer crossings and connections to parking
4. Optimize the function of curb space on Main Street
5. Introduce paid parking along Main Street
6. Improve wayfinding to parking
7. Increase parking violation fees
8. Introduce parking ambassadors
9. Explore shared parking opportunities
10. Consider reducing parking minimums

Infrastructural Improvements | Parking Pricing | Parking Management

1a Build a connection to the Lawrence School Lot

At peak summer times, most open spaces in Public lots are at the Lawrence School. These open spaces could accommodate over 100 additional parked cars during busy periods.

Formalizing the route from the Lawrence Lot to Katharine Lee Bates Rd through **a paved shared use path with wayfinding signage** will encourage proper utilization of these facilities during the summer months.

The Town should explore potential grant funding opportunities through the State's Safe Routes to School program to support implementation efforts.

What we heard…

"The Lawrence School **needs a better path** to Main Street for those that park there"

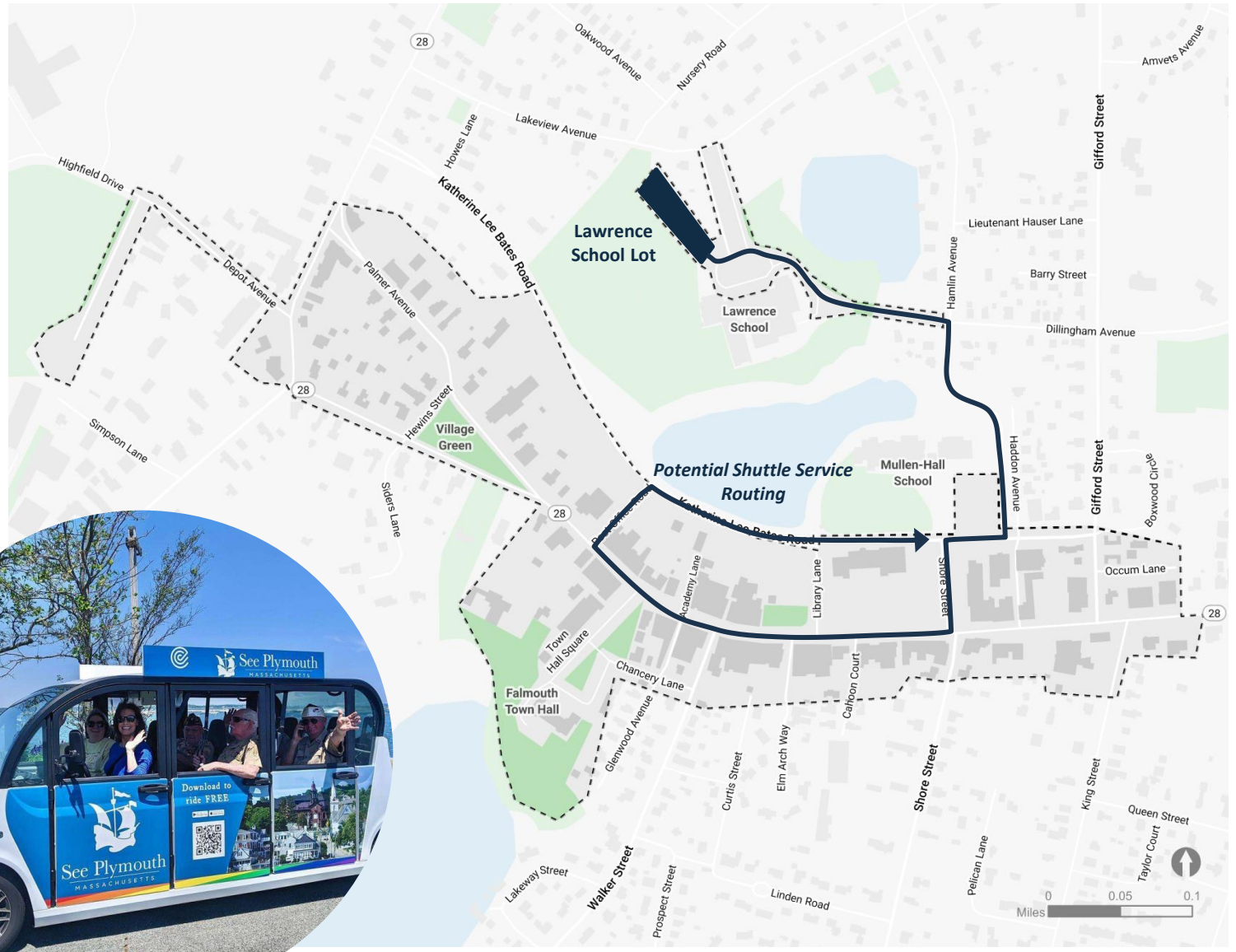
1b Build a connection to the Lawrence School Lot

While the distance from the Lawrence Lot to Main Street is short – less than half a mile – the Town could explore potential accommodations for people with mobility challenges, including a free shuttle system.

Introducing a shuttle service similar to Plymouth's Circuit shuttle, which provides on-demand transportation between parking facilities and key destinations in electric vehicles, would make outlying lots like the Lawrence Lot more accessible and more desirable as parking options. This service would complement the construction of a shared use path.

This shuttle could circulate through Main Street and provide direct service to restaurants and shopping destinations, such as through the routing shown on the map to the right.

Circuit free electric shuttle service in Plymouth, MA *Photo: See Plymouth*



2 Improve bicycle connectivity to Downtown

No comfortable, low-stress bike route connects to Main Street today to provide an attractive alternative to driving and parking Downtown.

Improving bicycling infrastructure Downtown can encourage visitors to bike, including by:

- Implementing plans for shared use path connecting Downtown to the Shining Sea Bikeway via Katharine Lee Bates Rd
- Adding an RRFB at Route 28 crosswalk to Katharine Lee Bates for bicyclist visibility
- Adding bike parking at the Library Lane Lot

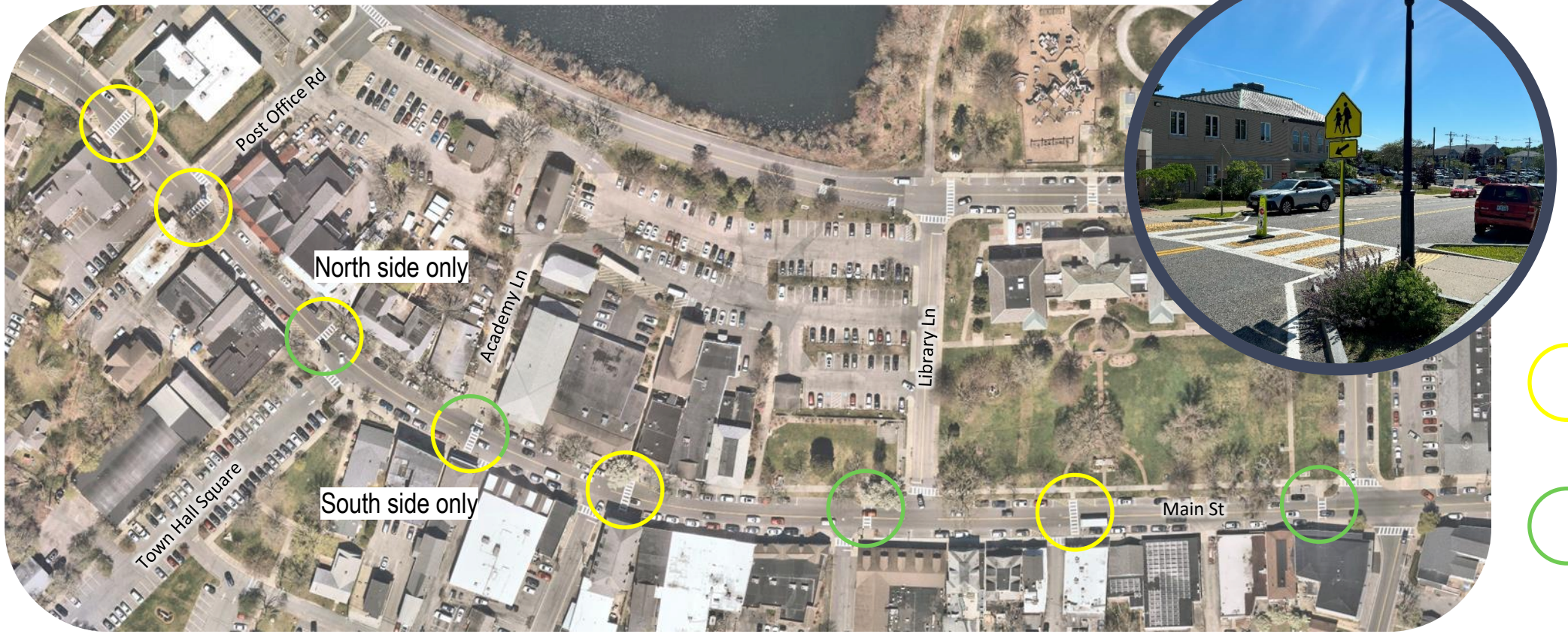
3 Create safer crossings and connections to parking

Curb extensions are already present at several key crossings Downtown, and replicating this treatment throughout Main Street will improve pedestrian visibility and comfort for those crossing Main to access adjacent lots and on-street parking.

What we heard…

"Too many blind spots trying to cross Main Street"

"Cars are speeding approaching Main Street"



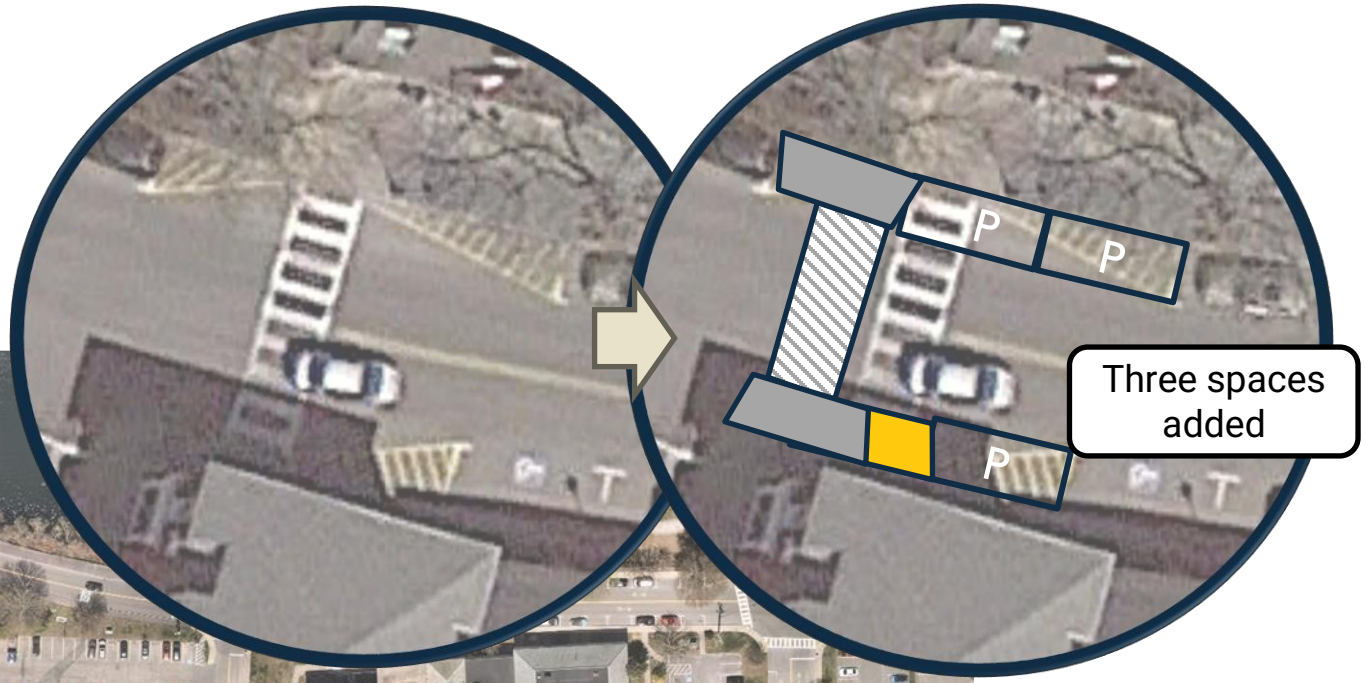
Existing example on Katharine Lee Bates Rd

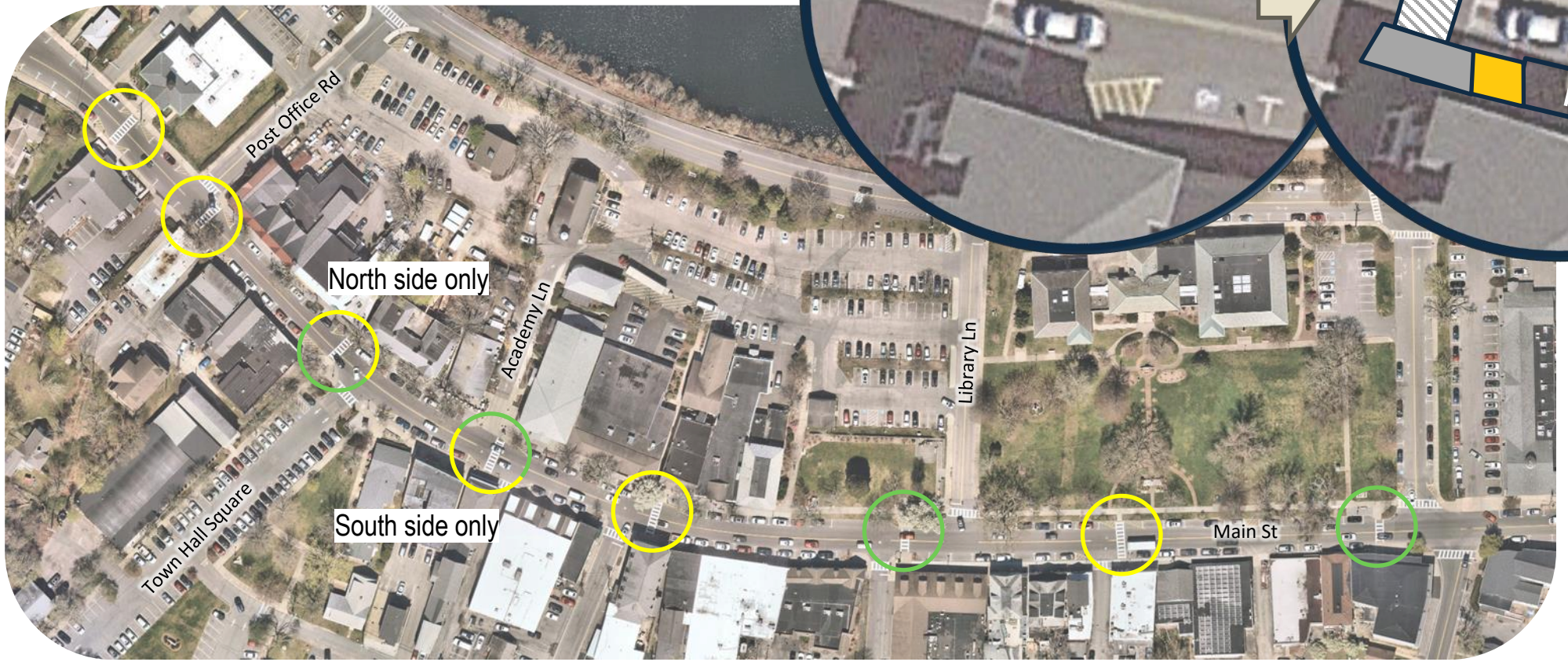
Proposed Curb Extension

Existing Curb Extension

3 Create safer crossings and connections to parking

The improved visibility of a curb-extended crossing means no clearance zones adjacent to crosswalks are necessary, often adding additional on-street parking supply by freeing up space.





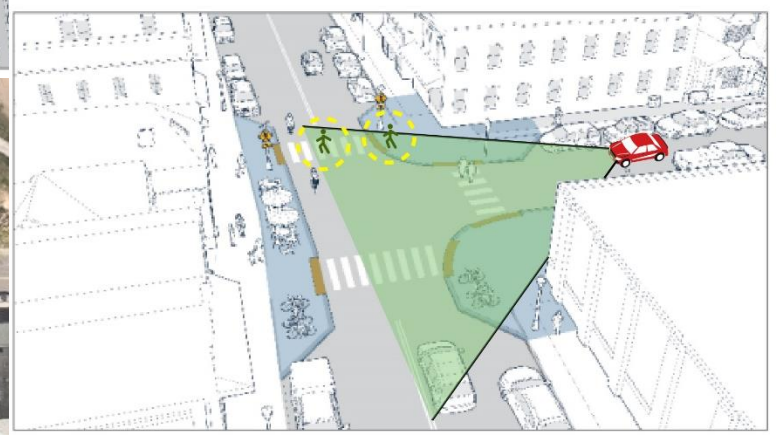
Proposed Curb Extension

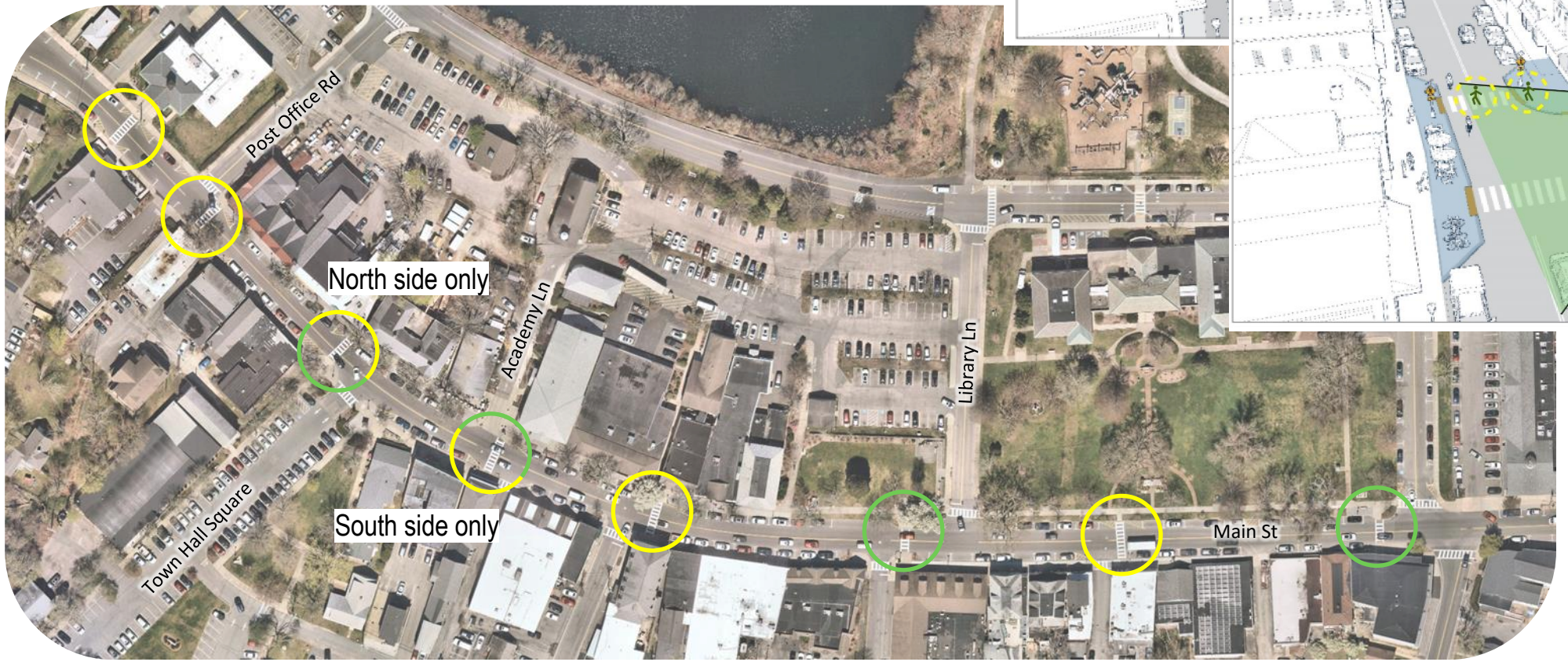
Existing Curb Extension

3 Create safer crossings and connections to parking

Without curb extensions, pedestrians are often not visible to the drivers of approaching vehicles as they are blocked by parked cars.

With curb extensions, sightlines are dramatically improved, and pedestrians are visible to drivers earlier as the approach an intersection – even with parking located closer to the crosswalk.



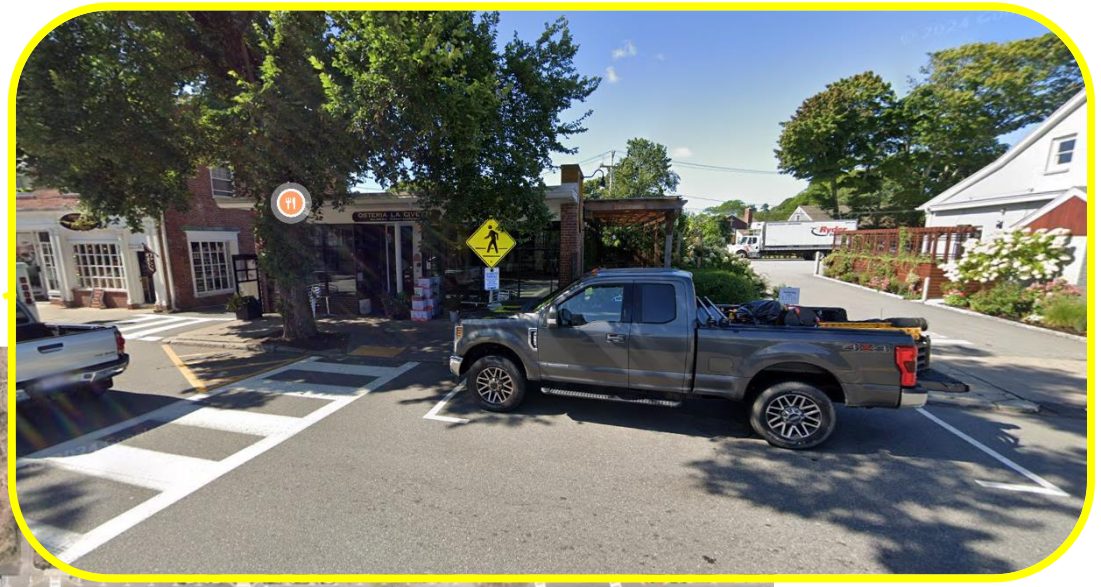


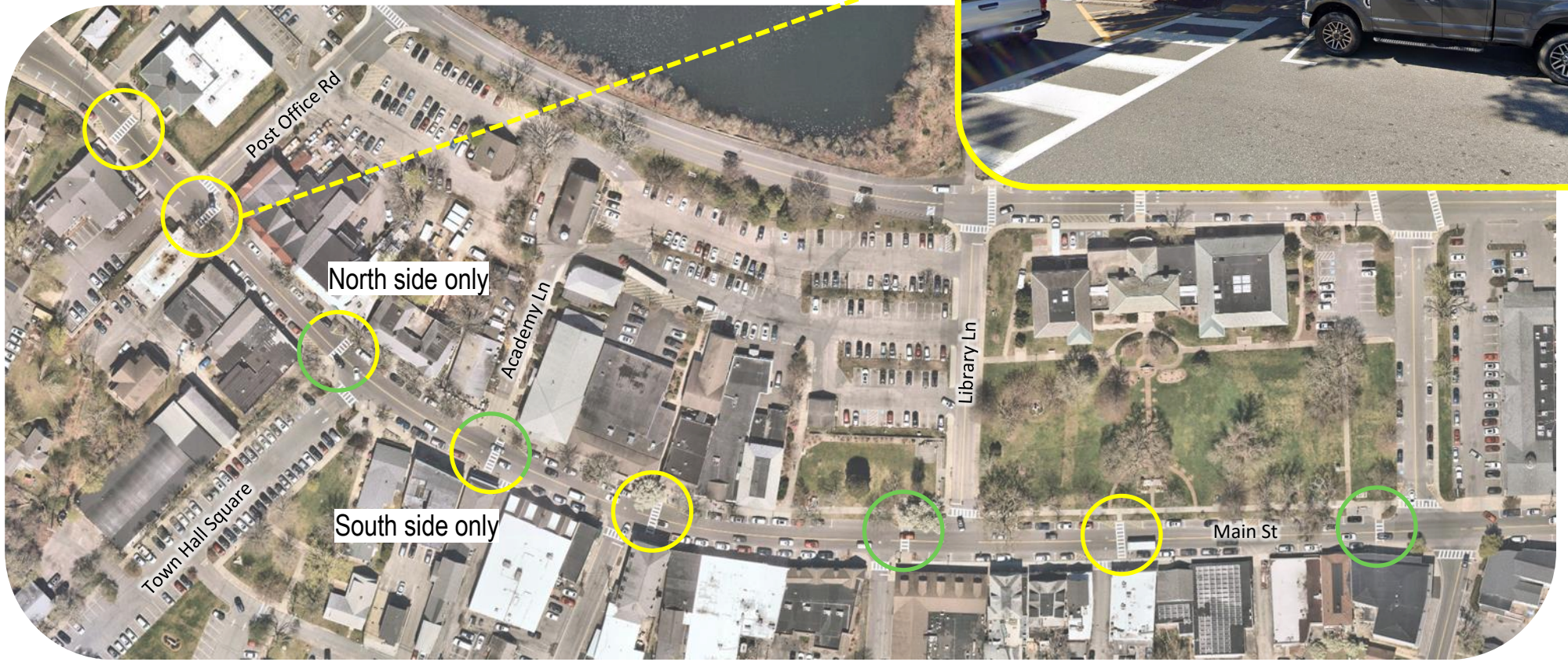
Proposed Curb Extension

Existing Curb Extension

3 Create safer crossings and connections to parking

Existing crosswalks with on-street parking only a few feet adjacent – including the crosswalk at Main Street and Post Office Road shown at right – should be prioritized for improvement. In the short-term prior to reconstruction, adjacent on-street parking spaces should be removed to increase pedestrian visibility as an interim safety measure.





Existing Crosswalk at Main St and Post Office Rd

Proposed Curb Extension

Existing Curb Extension

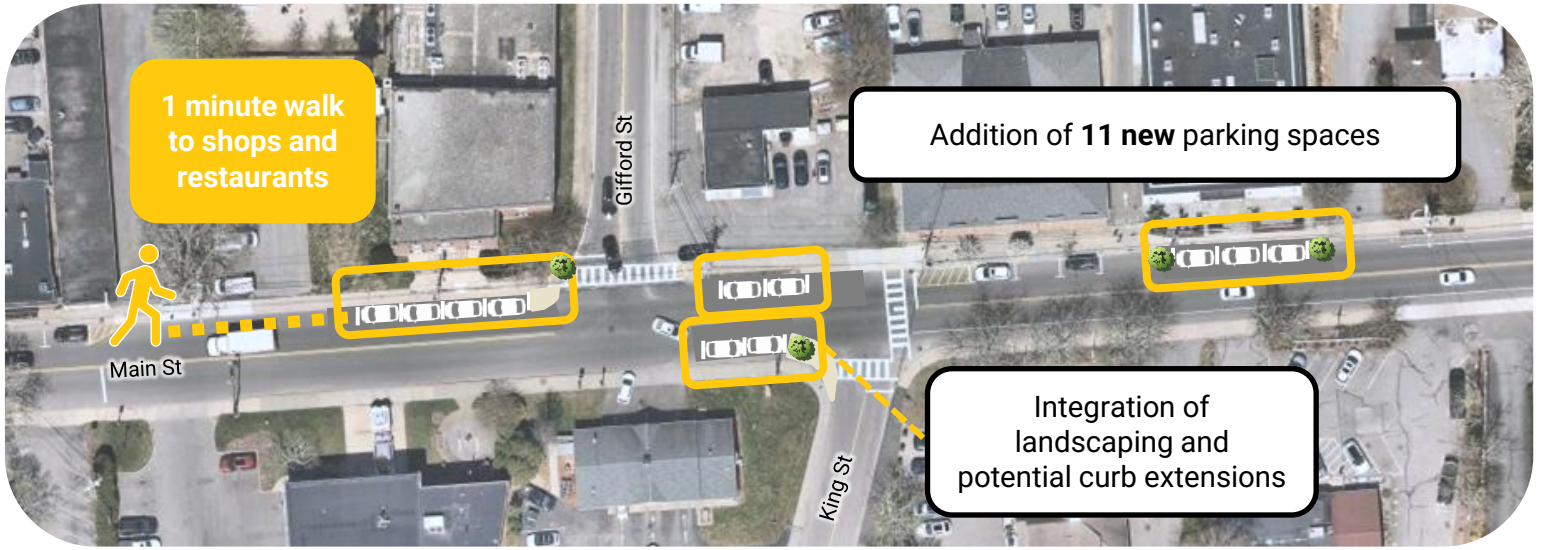
4 Optimize the function of curb space on Main Street

Add additional on-street parking along Main Street

Adequate roadway exists for additional on-street parking spaces on Main Street, just east of the Downtown Core.

Adding eleven new parking spaces on Main provides highly-desired spaces within a 1-2 minute walk of shops and restaurants.

Landscaping and curb extensions to shorten crossings can be integrated with the additional parking.



Introduce flexible loading zones on Main Street

Limited on-street truck delivery & loading area exists on Main Street in Downtown today, and what does exist is poorly marked with limited signage. Flexible loading zones outside businesses – generally at the start of a block – should be reserved for commercial vehicles in the morning or during high-use periods and become open to cars during the midday and evening when parking demand in Downtown is high.

The existing loading zone at Library Lane should be updated with clear signage and pavement markings.

5 Introduce paid parking along Main Street

Today at peak periods, very little on-street parking is available on Main Street adjacent to key destinations.

Parking in the core of Downtown is functionally full, limiting access to restaurants and shops.

Main Street Core
96% utilized

Full Study Area
51% utilized

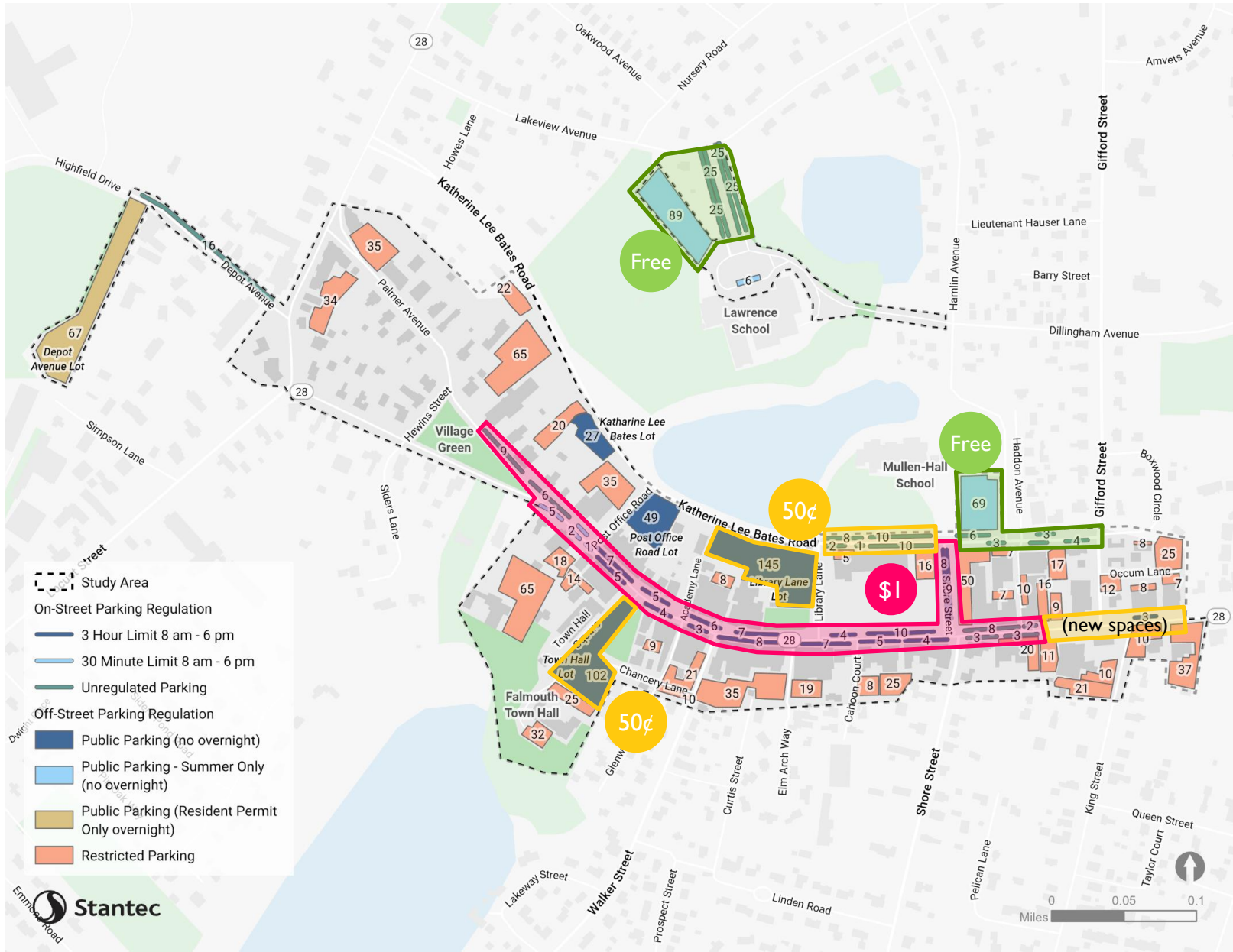
July Thursday Evening Parking Utilization

5 Introduce paid parking along Main Street

Introducing pricing for currently-overutilization spaces at key destinations during the summer months will create availability where visitors to Downtown Falmouth want to go.

Eliminating the existing time limits will help create availability rather than turnover.

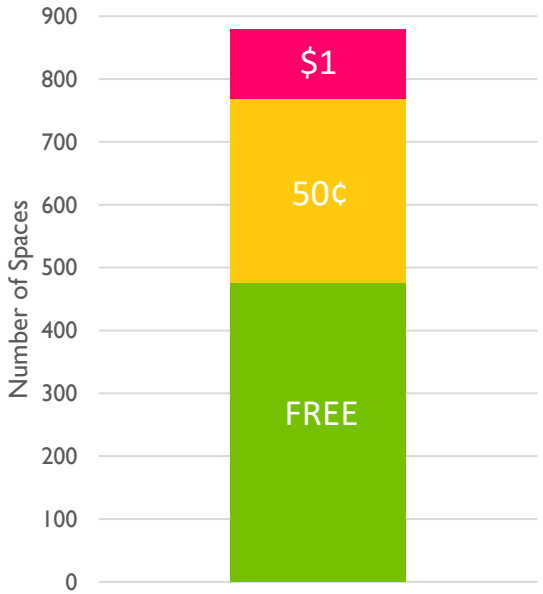
	Existing	Recommended
Price Structure	Free	Tiered $1.00, 0.50 & free ea. hr.
Span	N/A	10 am – 8 pm
Time Limit	3 hours	No time limit

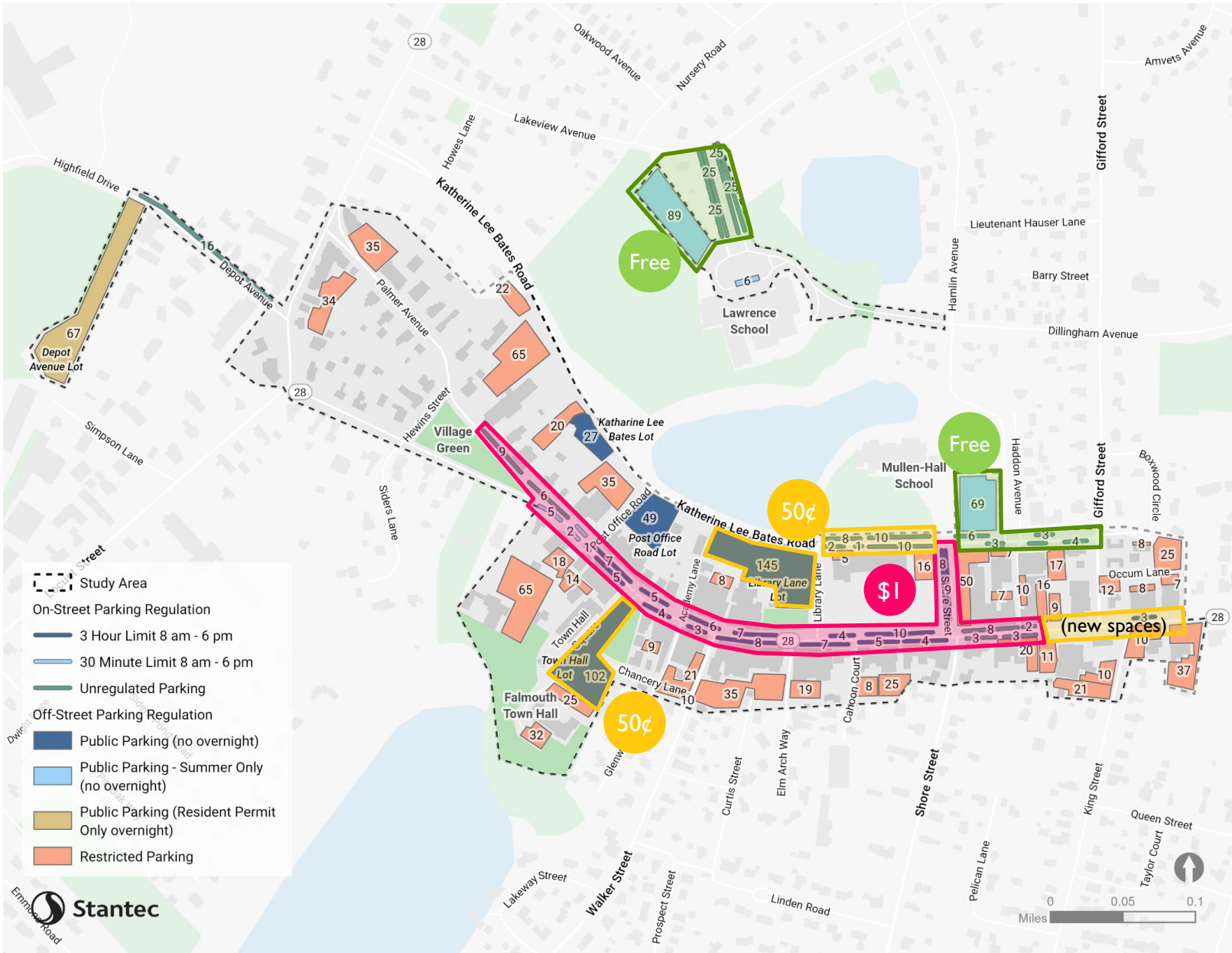


5 Introduce paid parking along Main Street

By only pricing the most utilized spaces in the Downtown Core, the majority of parking Downtown remains free.

	On-Street	Off-Street
Paid Spaces	157	247
Free Spaces	161	314





6 Improve wayfinding to parking

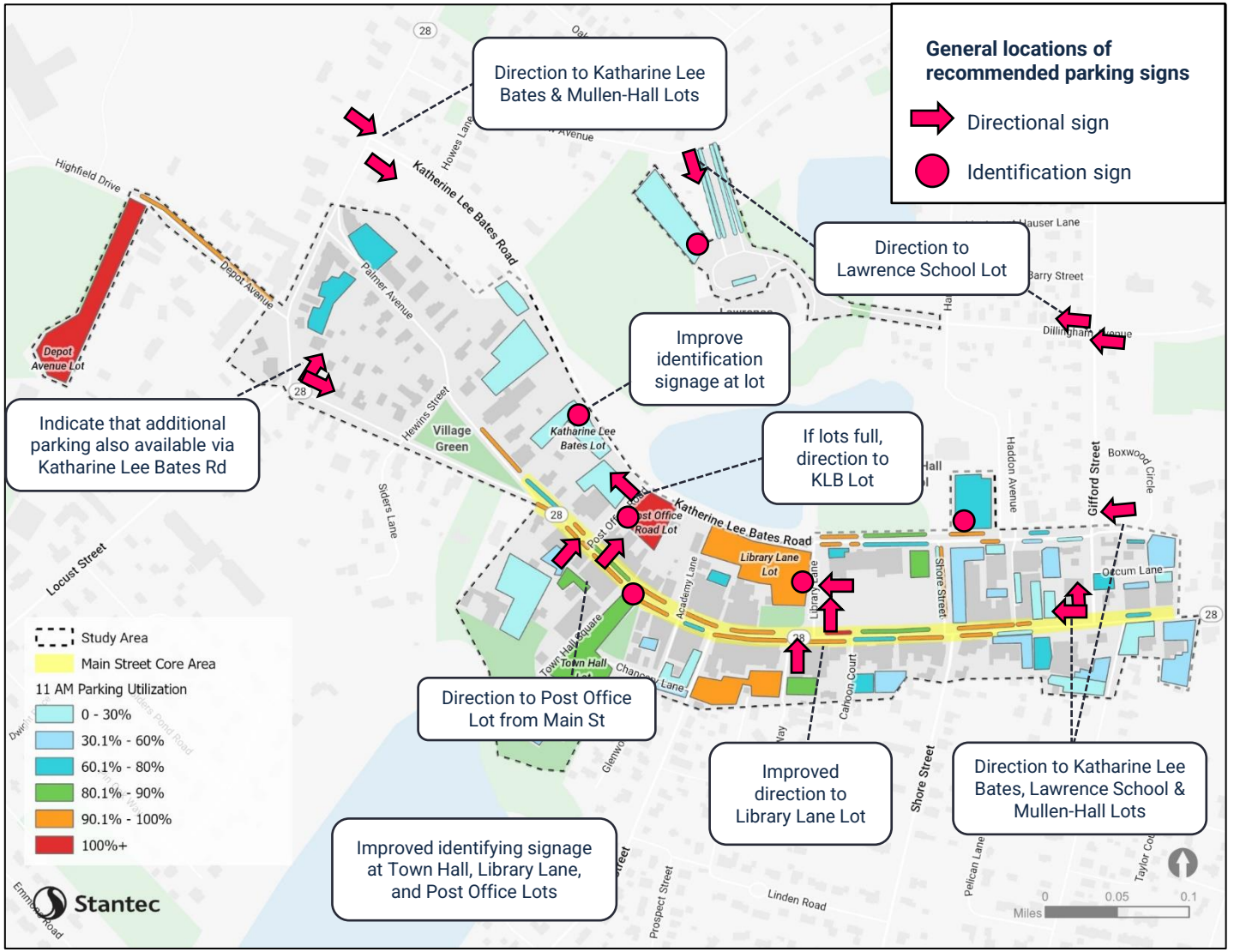
Currently, there is limited or non-existent signage to direct motorists to Falmouth's public parking facilities, which are convenient to visitor destinations but consistently underutilized

Signage currently present is too small, lacking information, and is not reflective of a cohesive Town "brand" to make these facilities easier for motorists to quickly recognize. Strong wayfinding signage located at strategic places where motorists are seeking parking can improve awareness about all public parking options and better balance the utilization of these facilities.

What we heard…

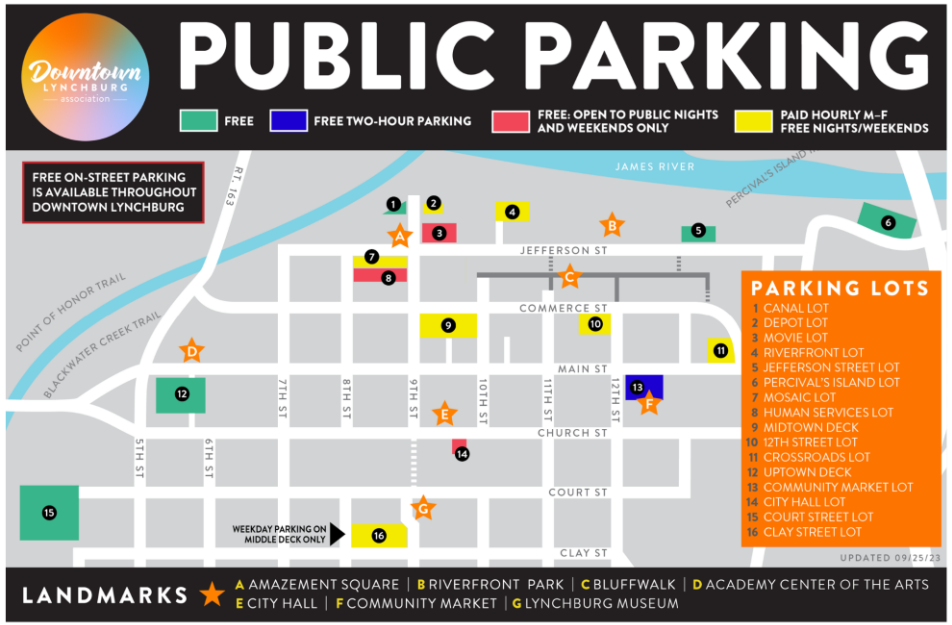
"No one knows about the Katharine Lee Bates Lot"

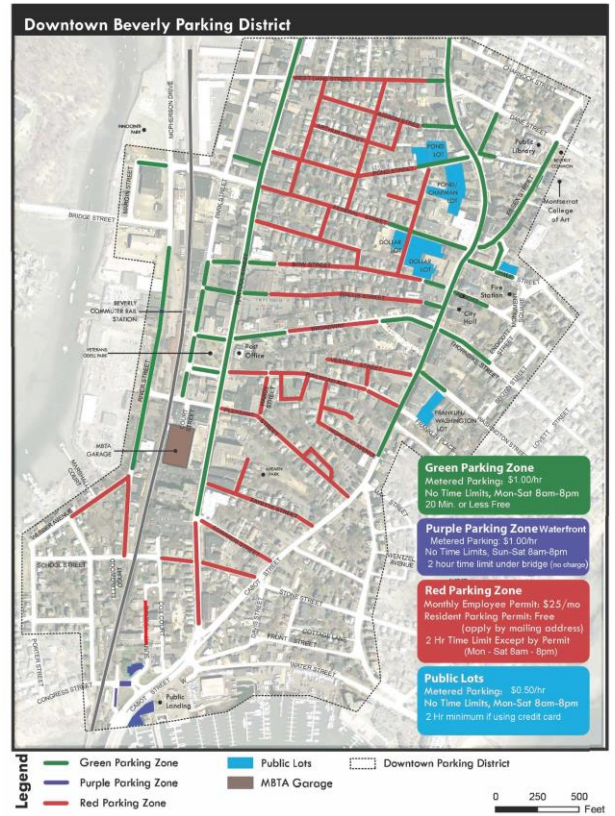
"Mullen-Hall Lot needs better signage during the summer"



6 Improve wayfinding to parking

This recommendation also includes expanding Information available about the parking system on various platforms, including online and through physical maps.





6 Improve wayfinding to parking

As a long-term approach, this recommendation encourages the eventual development of an overall, streamlined and branded parking signage system that completely replaces existing signs and is clear and recognizable.

Hanover, NH

Pittsfield, MA

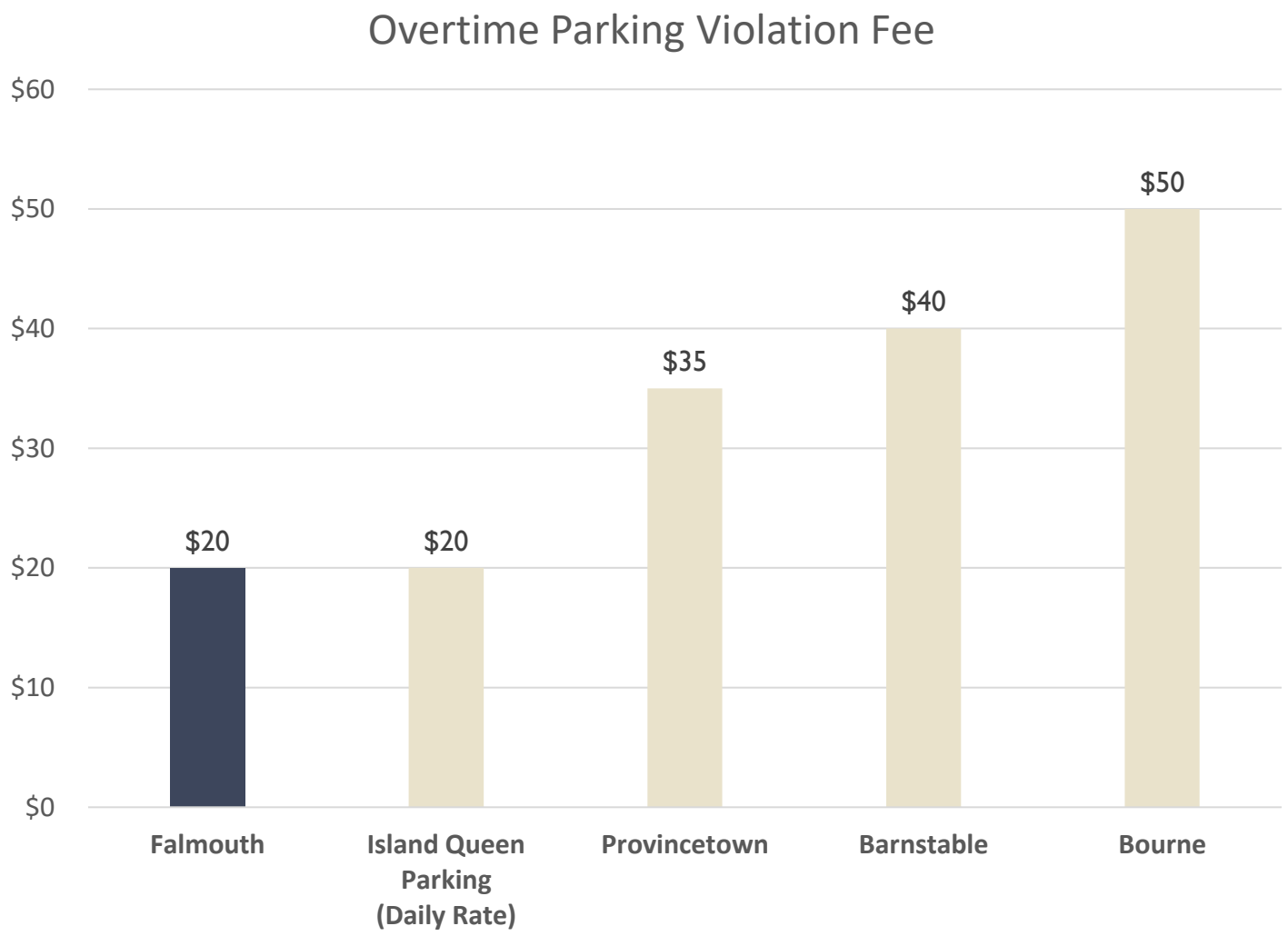
Mansfield, OH

Fort Wayne, IN

7 Increase parking violation fees

In Falmouth, the current overtime parking violation fee is $20. This fee is not enough to deter violations, particularly given the cost of nearby parking. Parking at the Island Queen Lot just to the east of Downtown is also only $20, and visitors willing to risk a modest fine may choose to park on-street Downtown and stay for a full day – filling a valuable, high-demand parking space near shops and restaurants.

Falmouth's peer communities on Cape Cod have raised violation fees to double what Falmouth charges today or more, and the Town should do the same to effectively discourage overstaying.



8 Introduce parking ambassadors

Deploying a team of parking ambassadors on Main Street in Downtown would improve driver wayfinding to parking and encourage greater parking availability.

Ambassadors can enforce payment, illegal parking, and other violations along Main Street to encourage proper use of on-street spaces and ensure spaces are available throughout busy periods. However, their focus would be on educating drivers rather than penalizing them. Ambassadors are also able to teach visitors and new users how to pay for parking and how to avoid violations.

Ambassadors are a visible resource of information on the street in Downtown who can direct visitors to lots where parking may be available and prevent long searches for an open space.

The Town can recruit part-time staff through an internship or similar program, prioritizing shift times for maximum impact during seasonal peak periods.

Case Study – Pittsfield, MA

The City of Pittsfield recruited parking ambassadors to support enforcement and teach visitors how to pay for parking

9 Explore shared parking opportunities

Shared parking agreements are an effective way to increase parking supply without building new parking. The Town could begin exploring future shared parking opportunities by simply connecting interested parties and offering guidance, such as sample shared agreements.

Over time, the Town could begin to take a more active role in facilitating agreements and could provide in-kind services such as snow plowing or maintenance in exchange for public usage. Permit or meter revenue sharing systems between private owners and the Town can open additional spaces to the public and generate new revenue.

Start here

1. Connect private parties; offer sample sharing agreements

2. Facilitate formal agreement with private lot owners to provide in-kind services in exchange for public/permit access

Progress over time

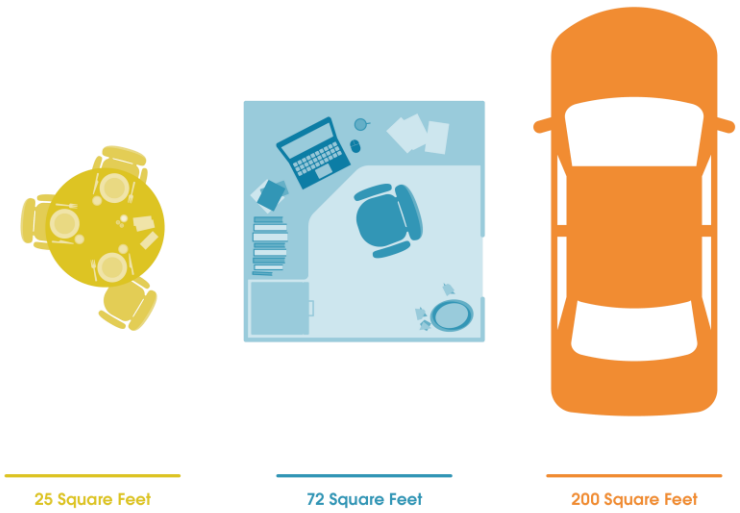
3. Permit and/or meter revenue sharing system

Concord helped facilitate the sharing of private lots to create a single shared facility, increasing supply for everyone

10 Consider reducing parking minimums

Existing parking standards within Downtown (outside of Business District 1) require more parking than necessary, exceeding ITE best practice observed parking use rates by as much as 500%.

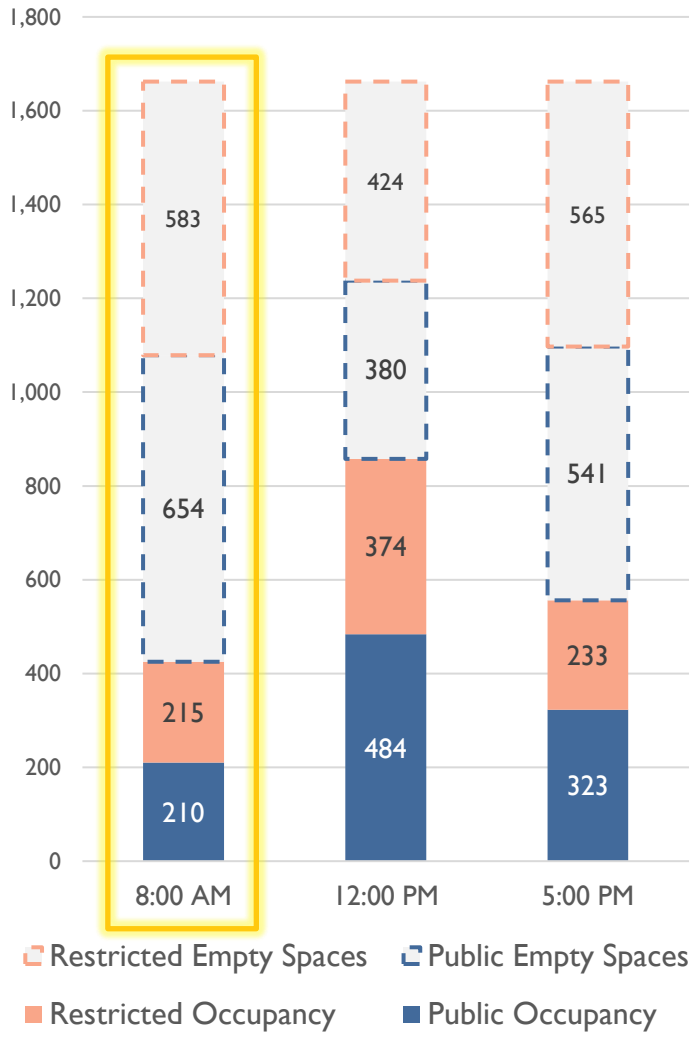
Aligning parking minimums with ITE use rates (shown at right) enables space not needed for parking to be used for additional residential units or retail or restaurant space.

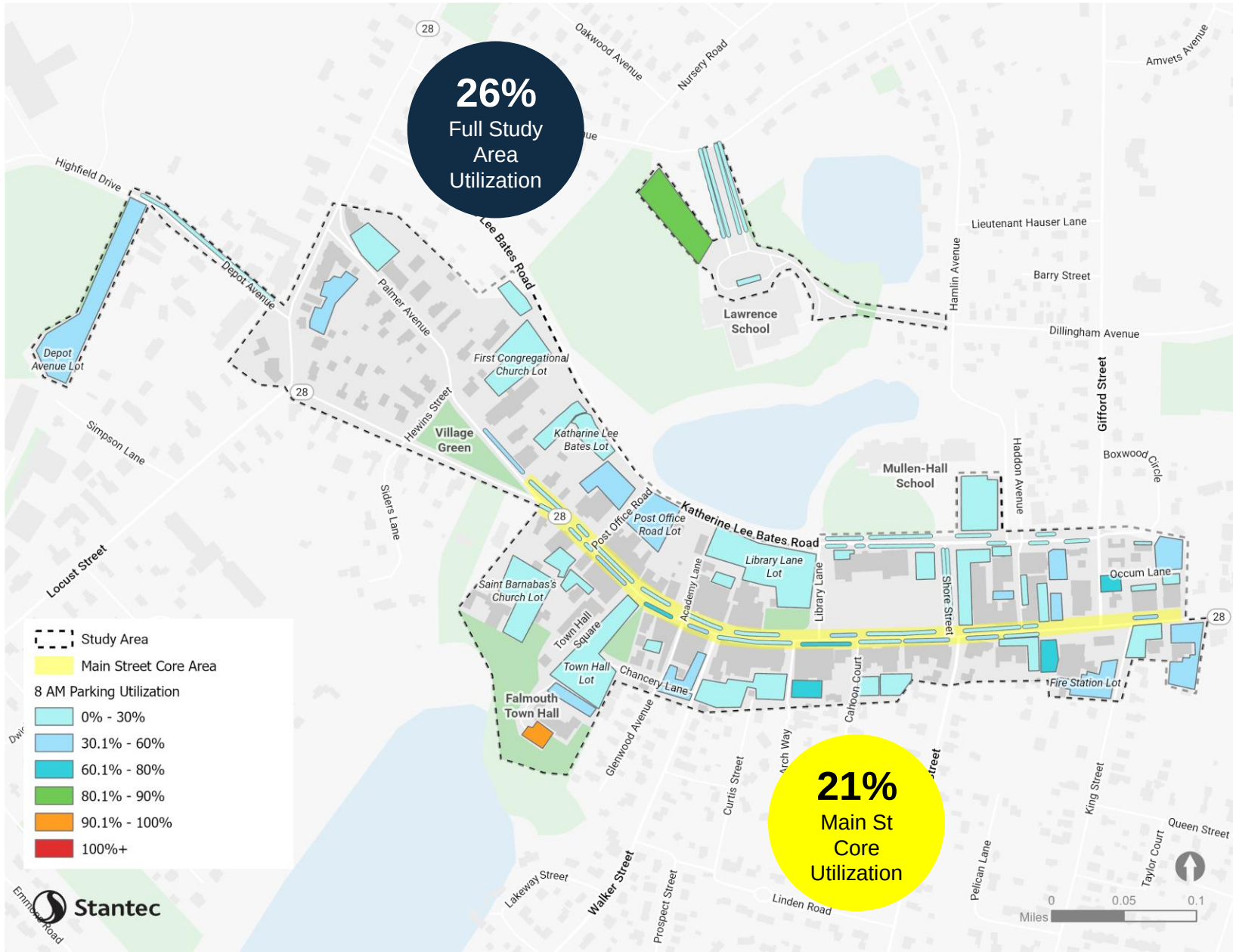


Land Use	Falmouth Requirement (outside of Business District 1)	Equivalent ITE Category	ITE Observed Parking Use Rate	Comparison
Retail	1 space per 200 square feet	Shopping Center (820)	1 space per 515 square feet	**260% higher**
Restaurant	1 space per 1-2 seats	High-Turnover, Sit Down Restaurant (932)	1 space per 5 seats	**250-500% higher**
Office	1 space per 250 square feet	General Office Building (710)	1 space per 420 square feet	**60% higher**
Residential – Single Family	1.5-2 spaces per unit	Single-Family Attached Housing (215)	1.41 spaces per unit	**7-40% higher**
Residential – Multi-family	1.5 spaces per dwelling unit	Multifamily Housing, Low Rise (221)	1.21 spaces per unit	**25% higher**

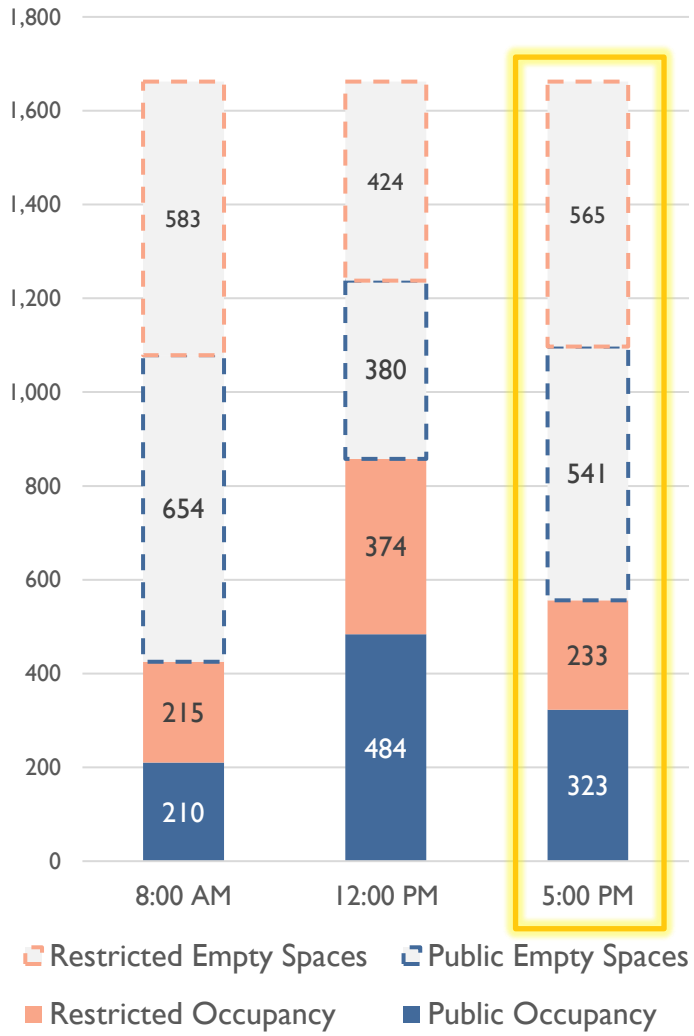
Appendix
Parking Utilization

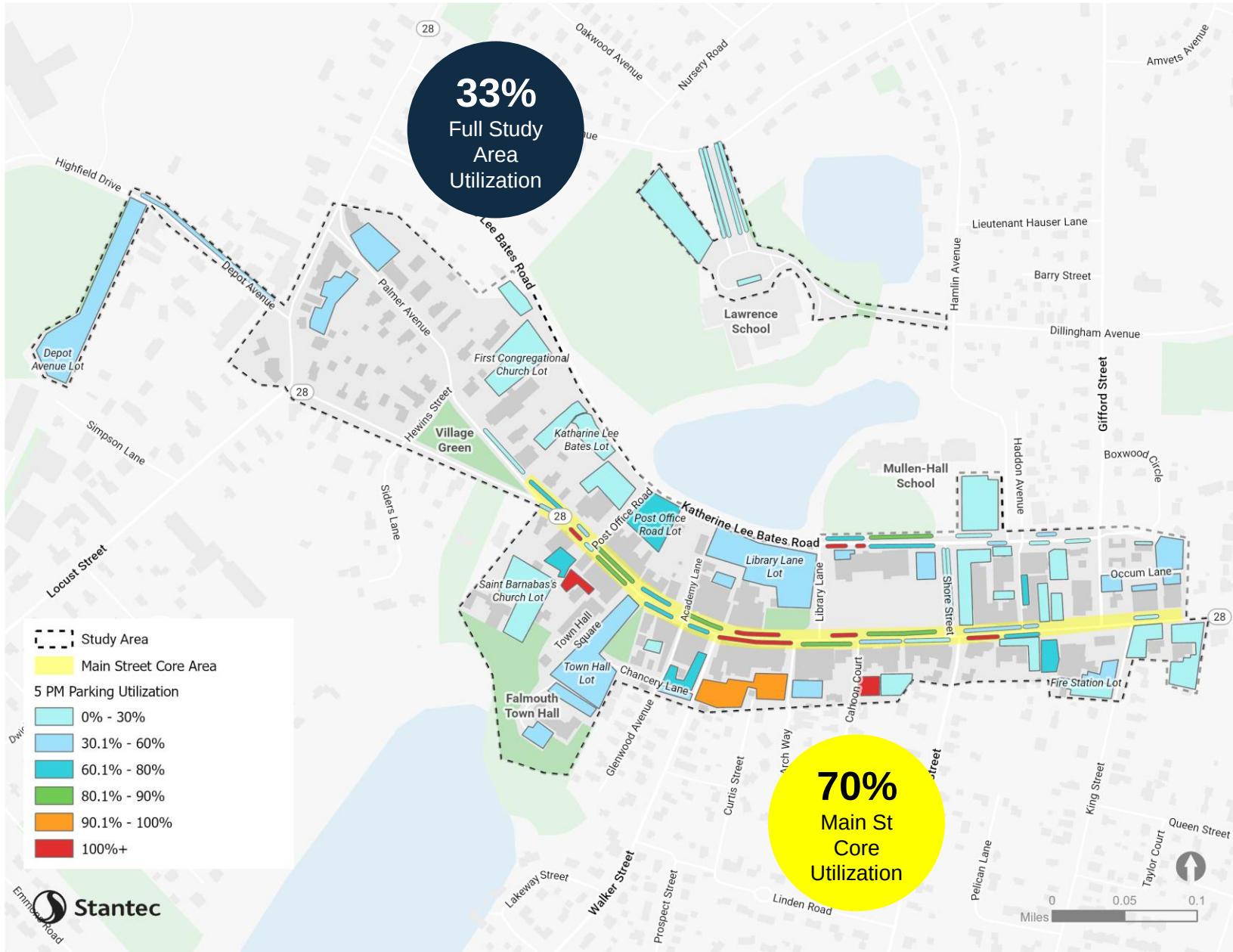
Parking Utilization May Weekday, 8 am



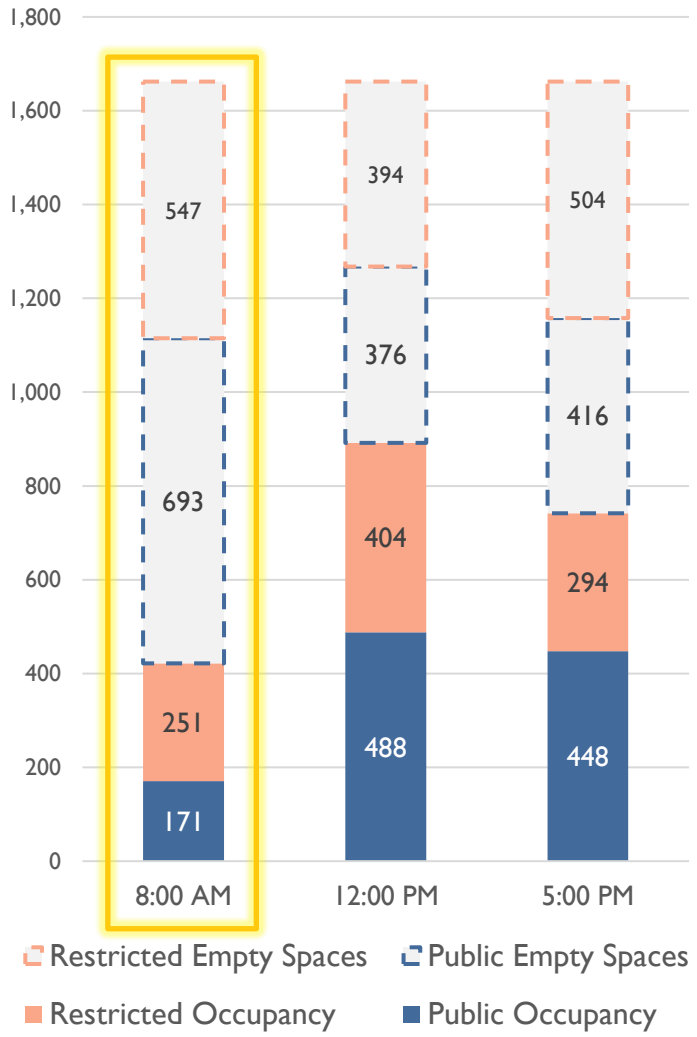


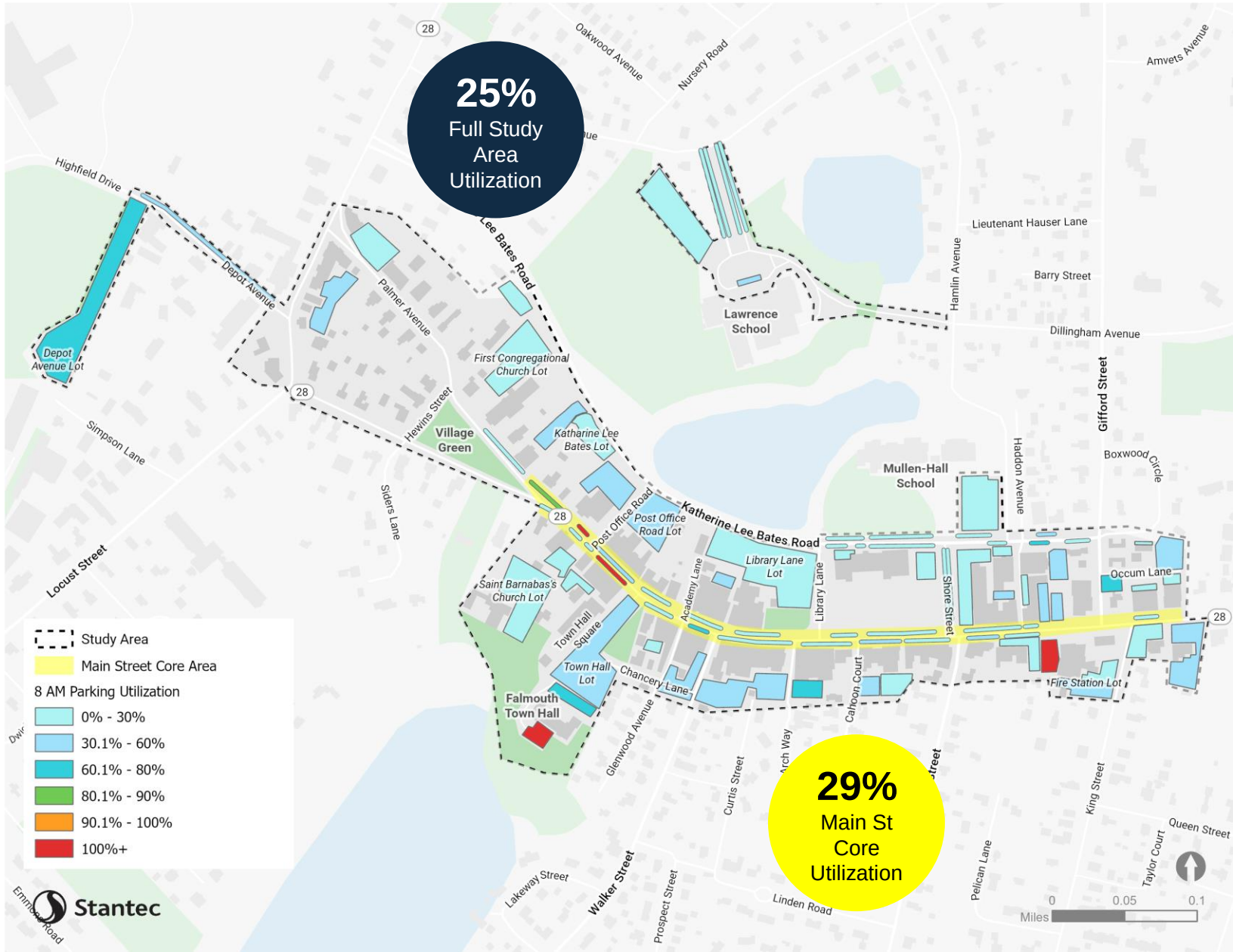
Parking Utilization May Weekday, 5 pm



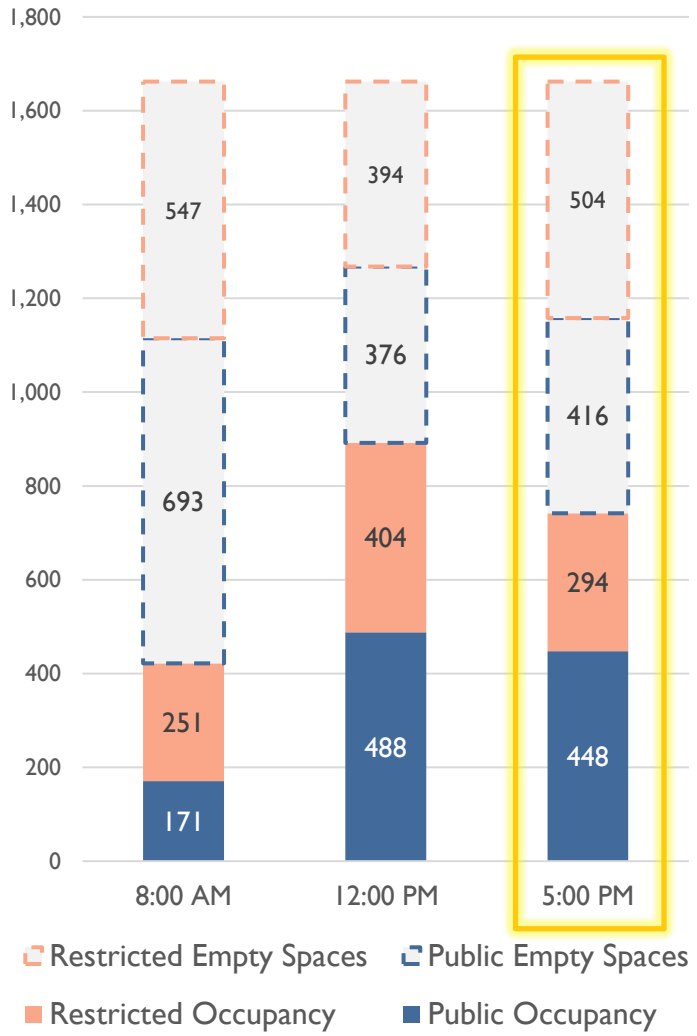


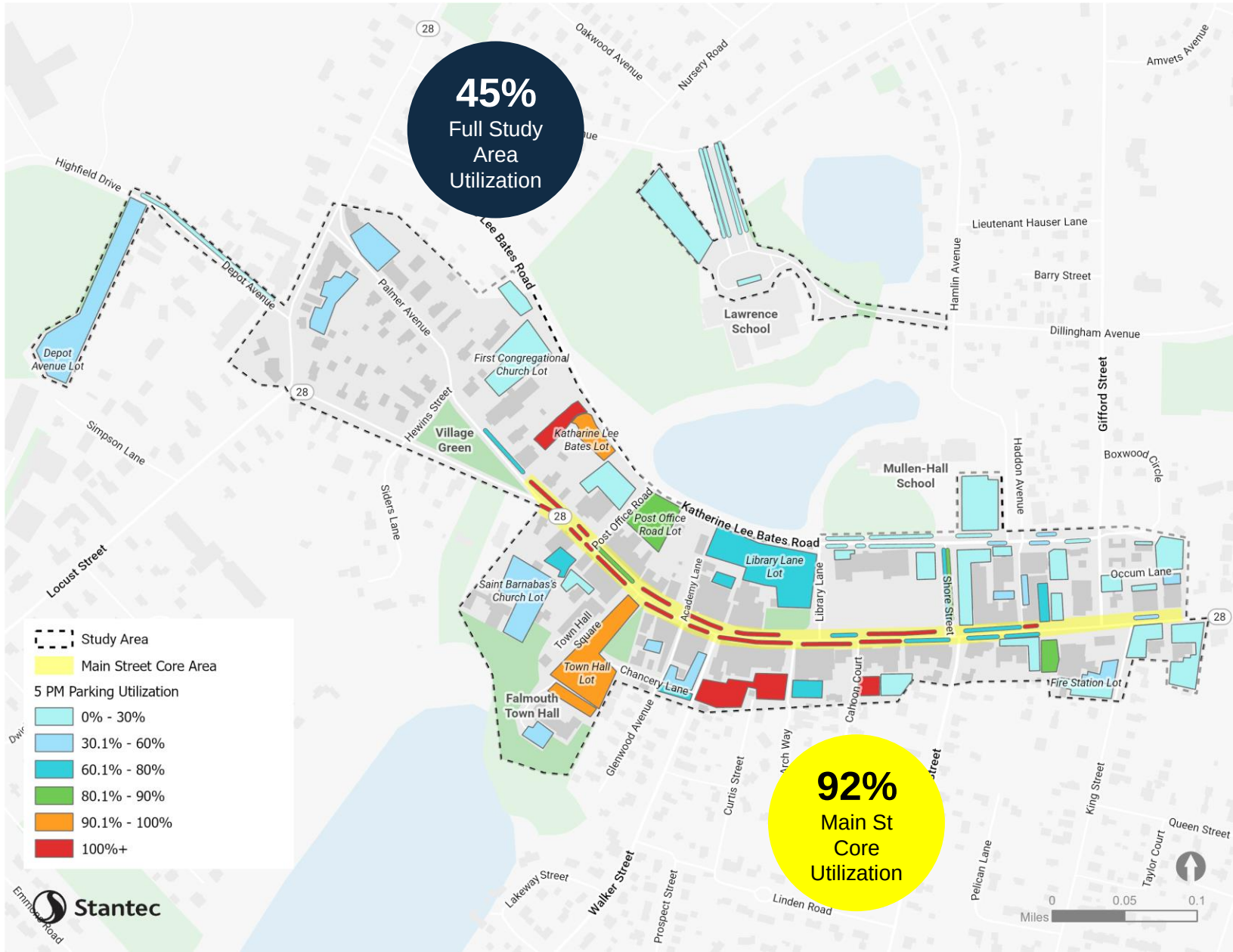
Parking Utilization June Weekday, 8 am



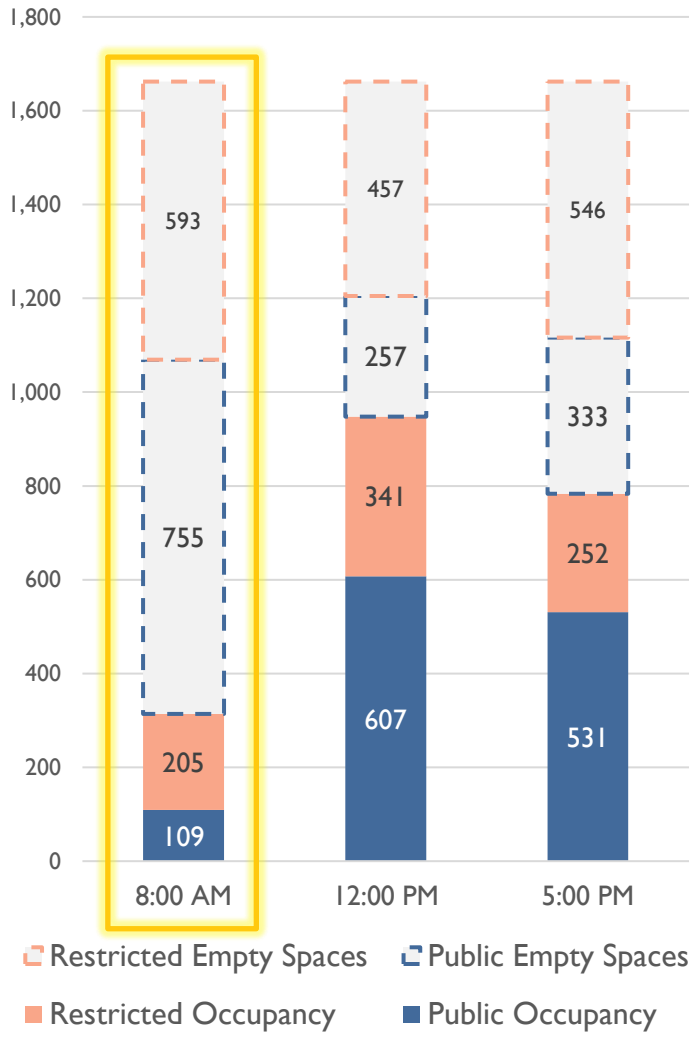


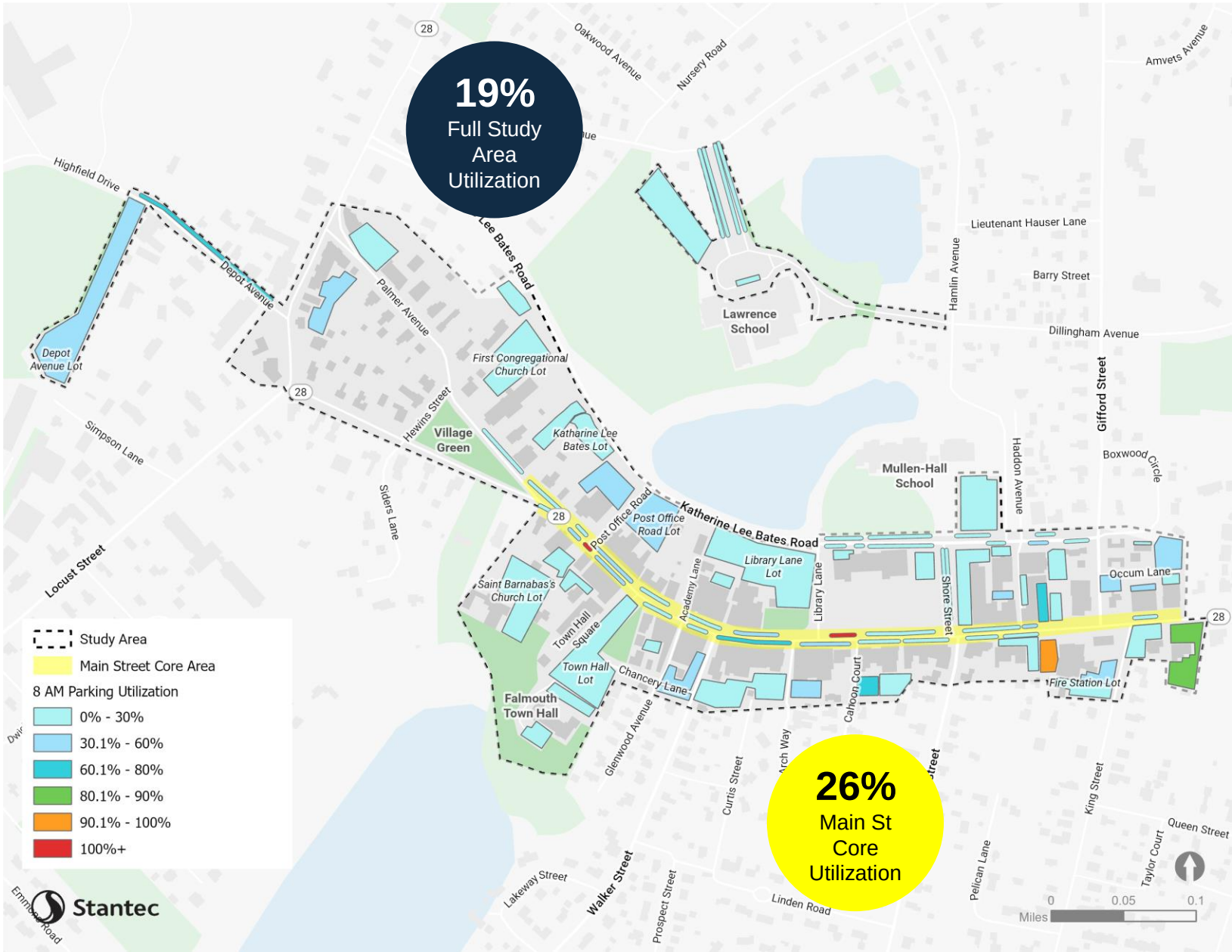
Parking Utilization June Weekday, 5 pm



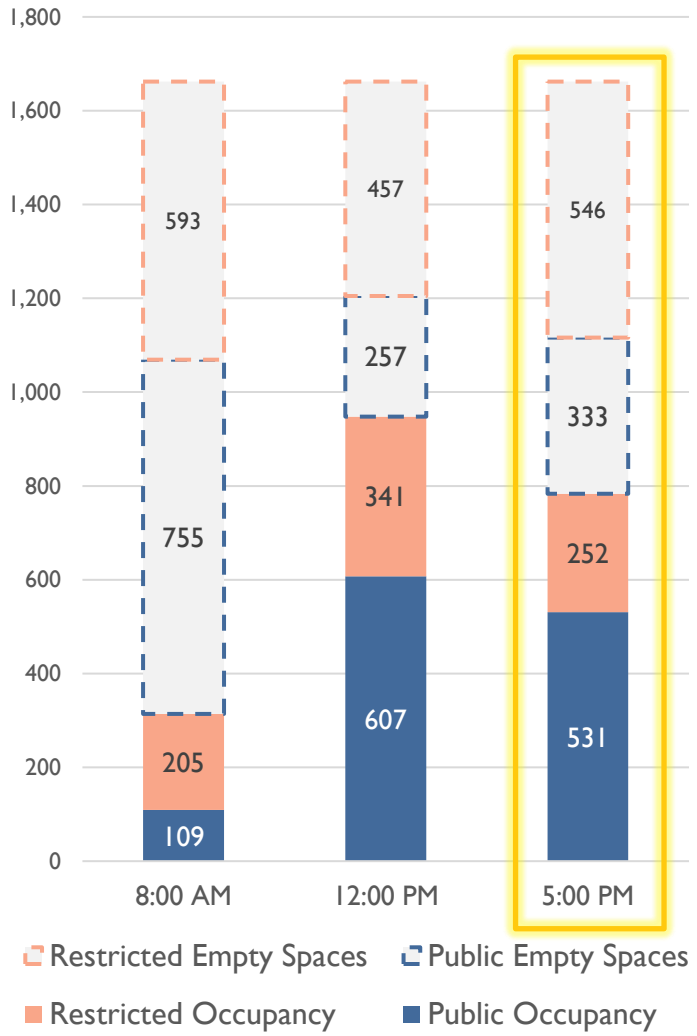


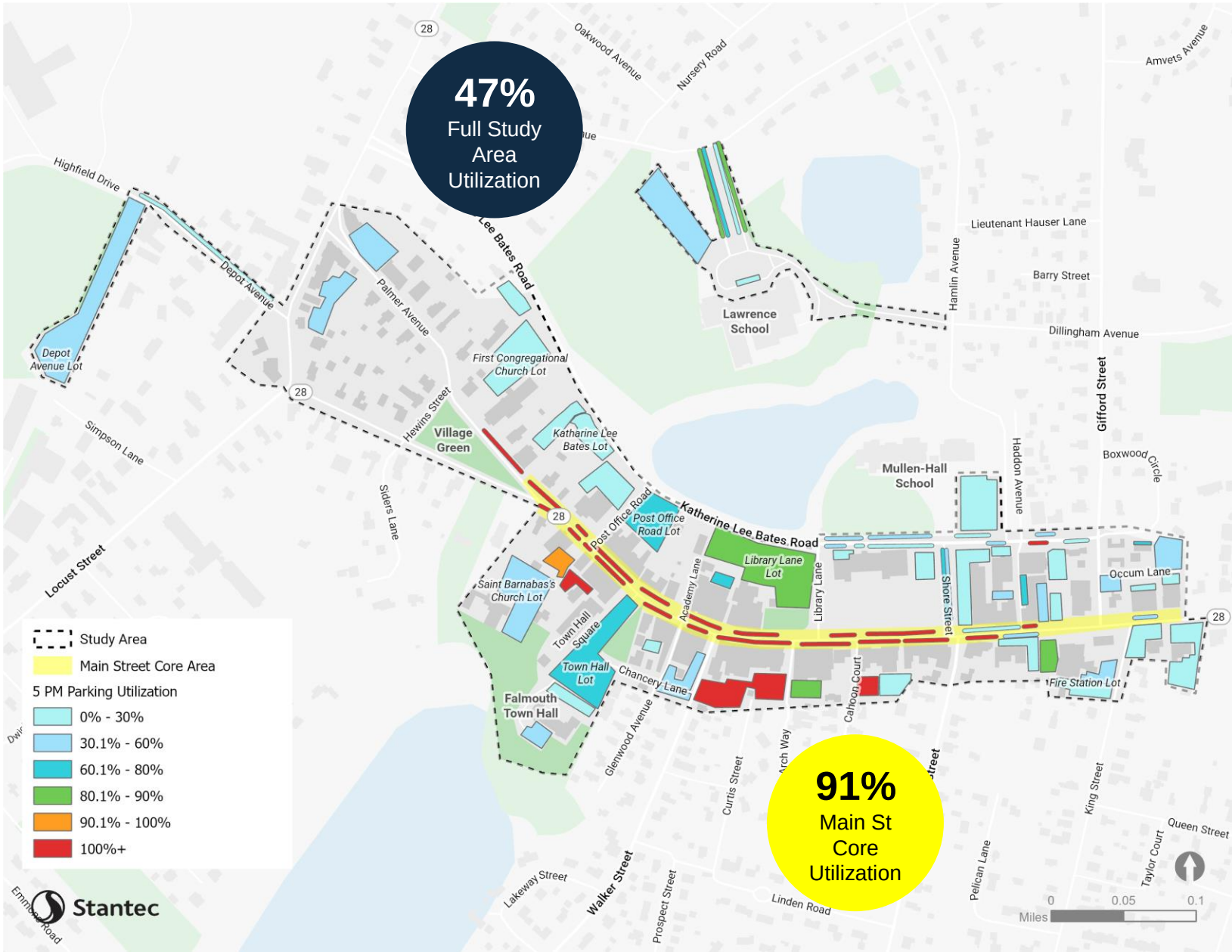
Parking Utilization June Weekend, 8 am



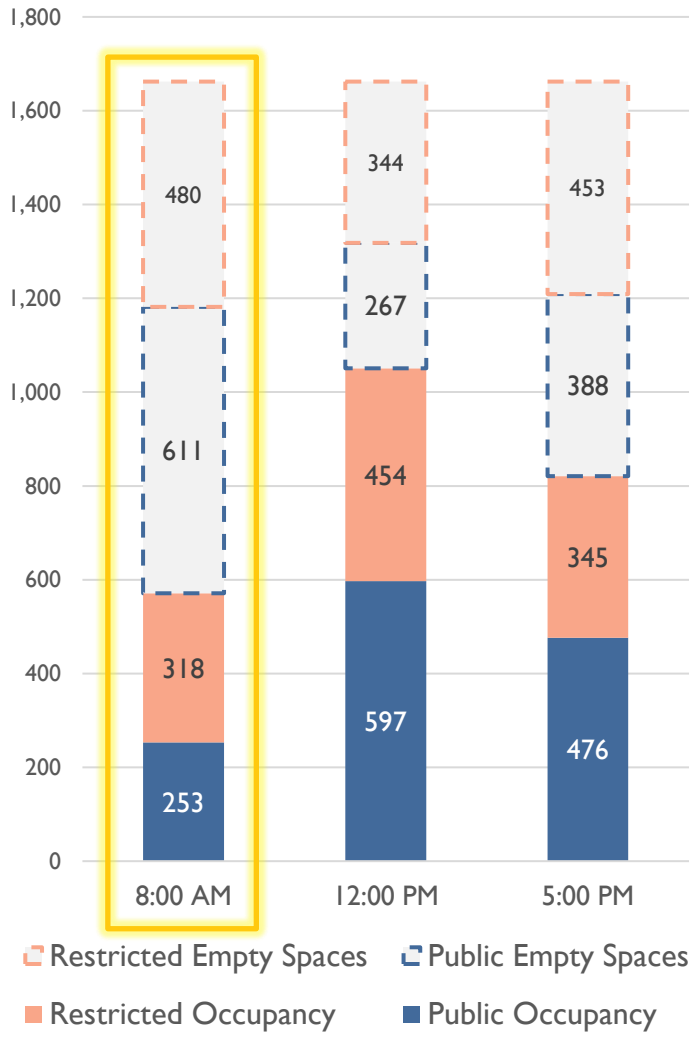


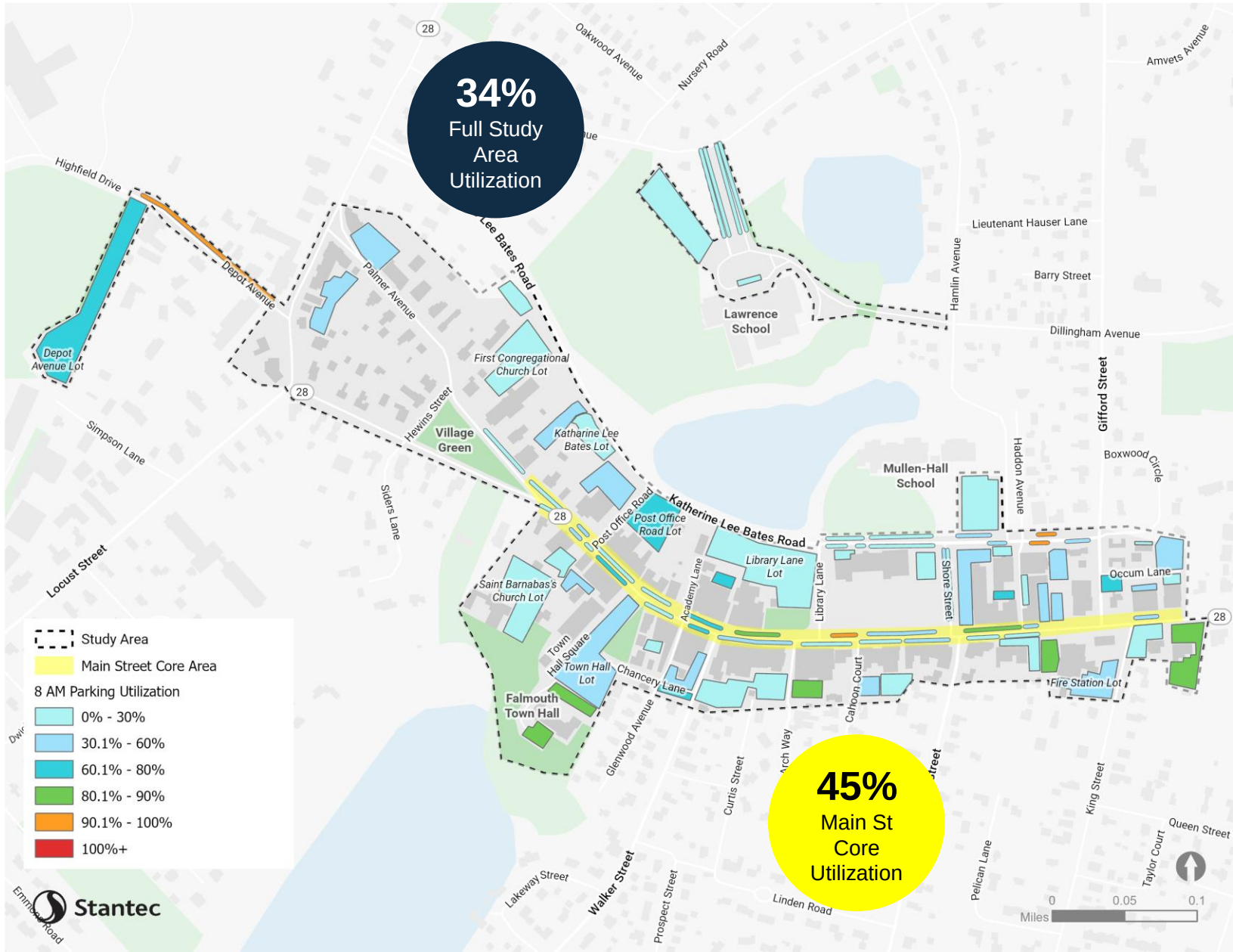
Parking Utilization June Weekend, 5 pm



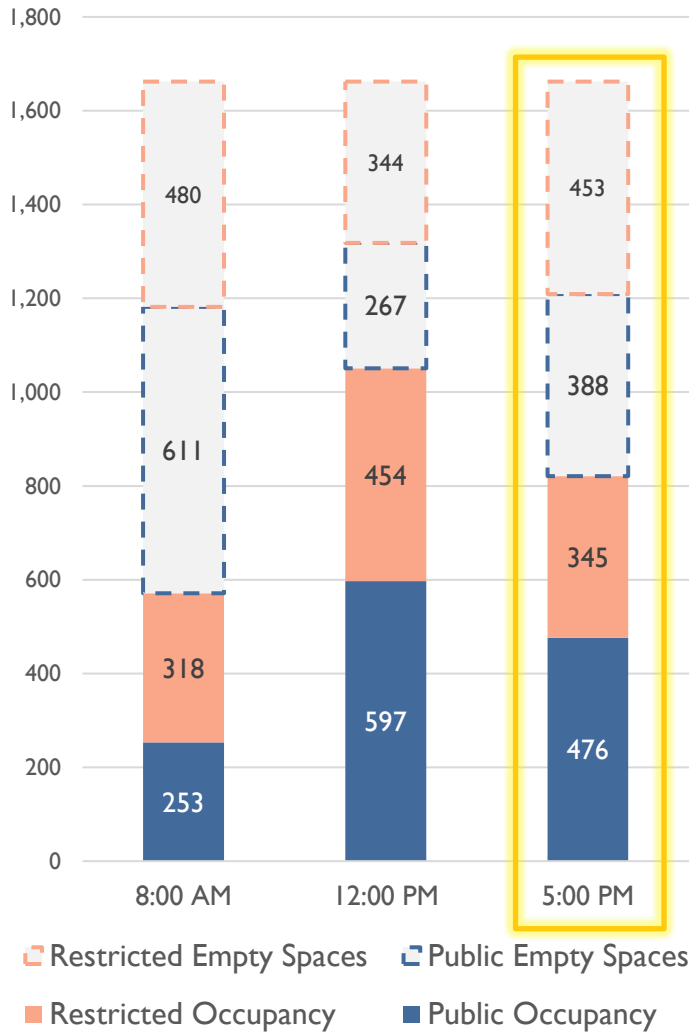


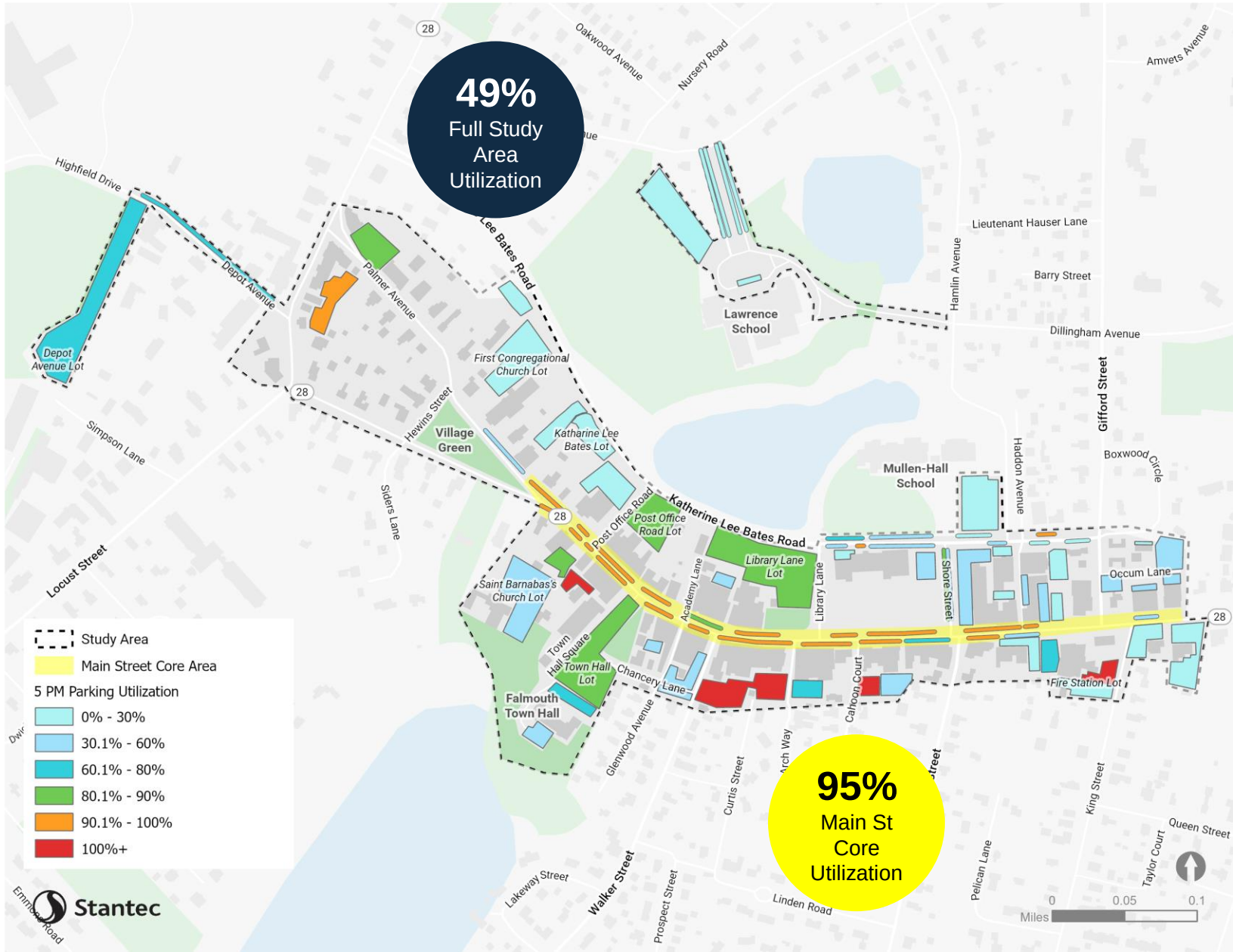
Parking Utilization July Weekday, 8 am



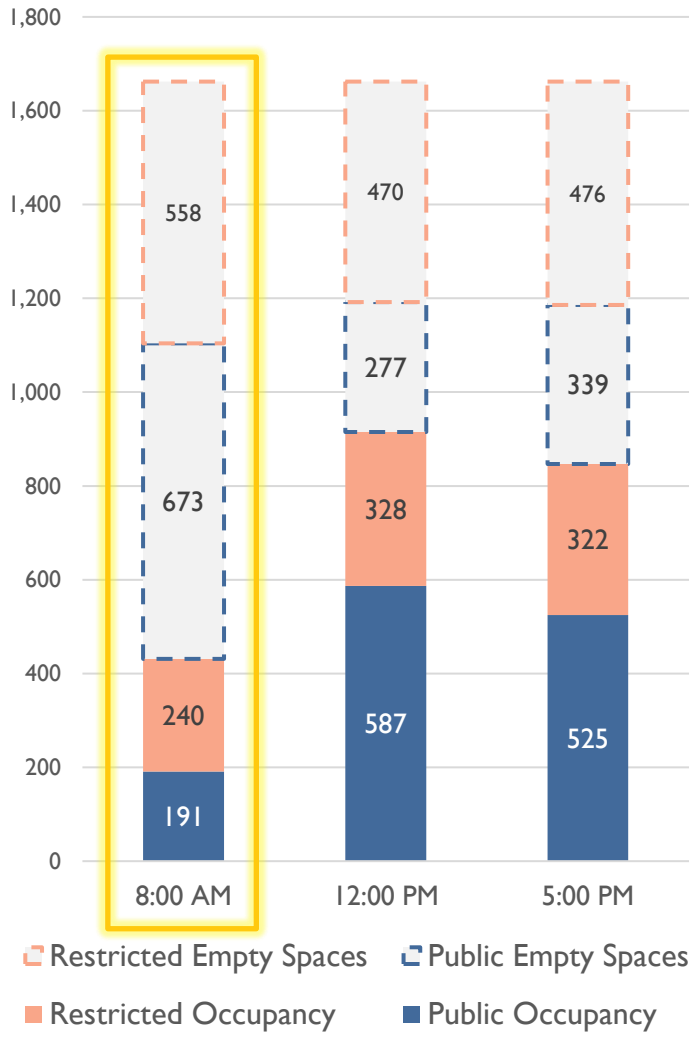


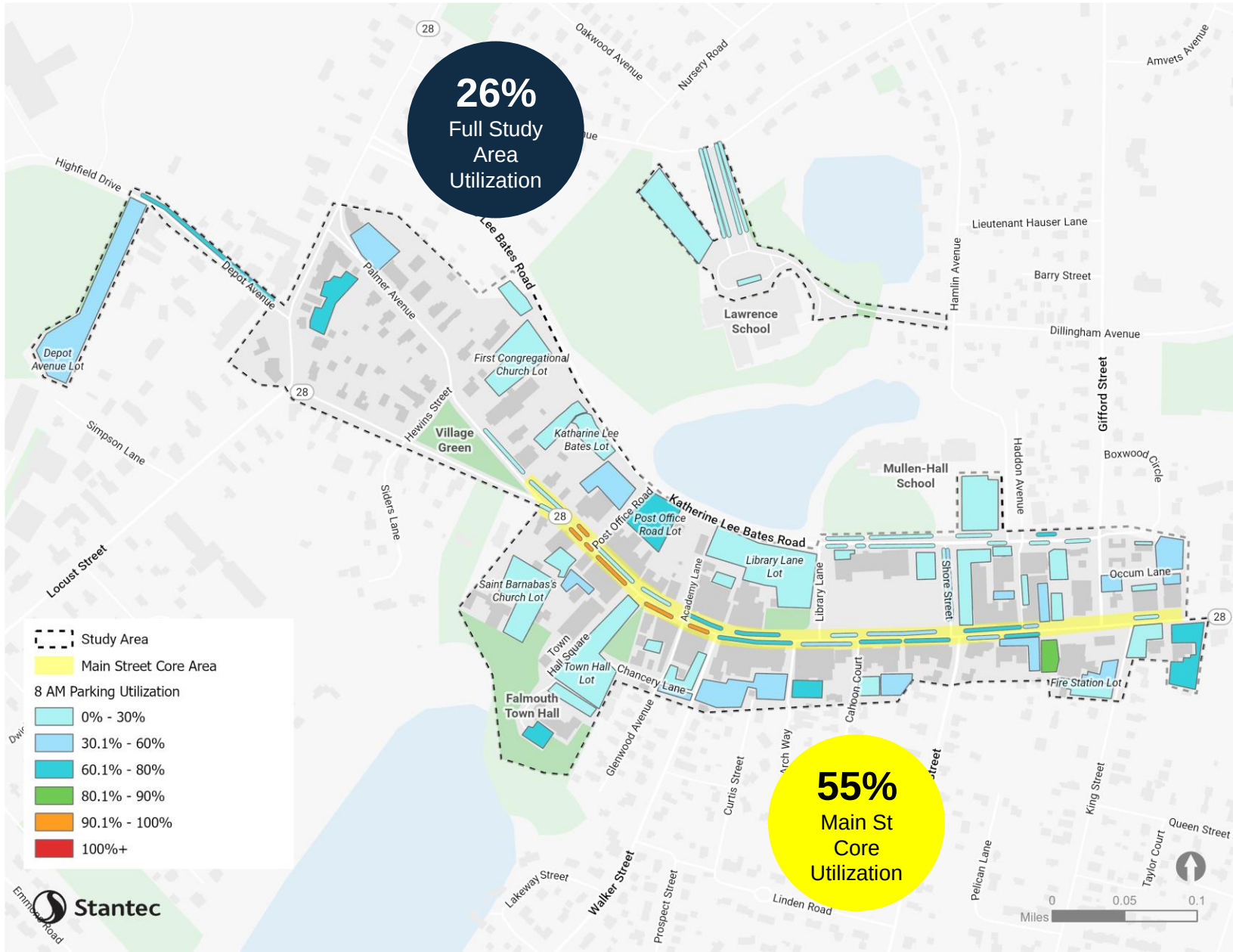
Parking Utilization July Weekday, 5 pm



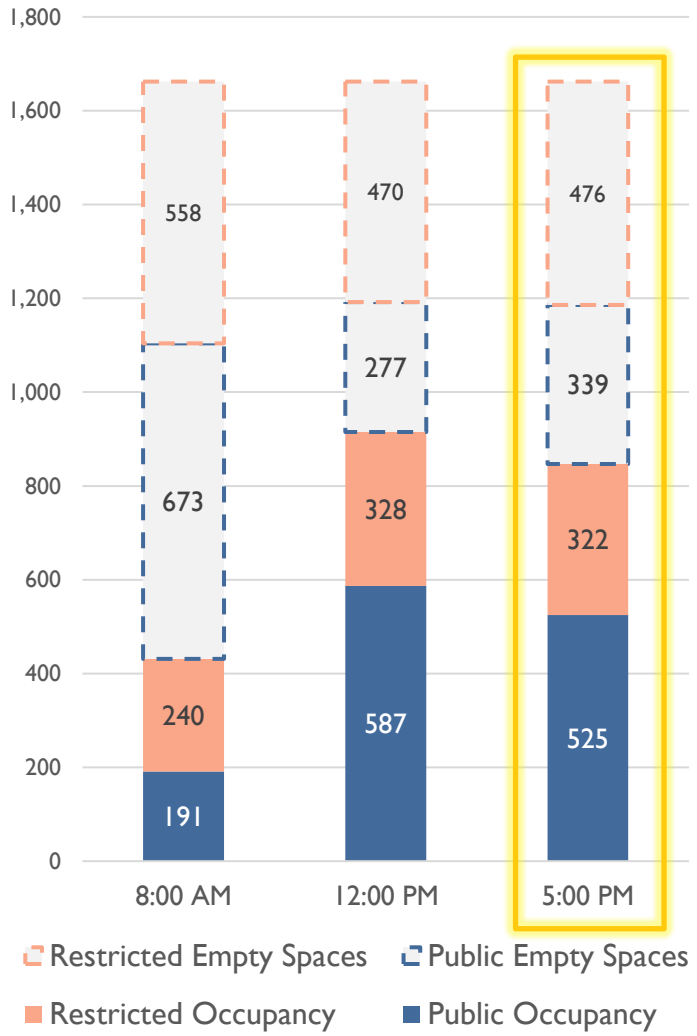


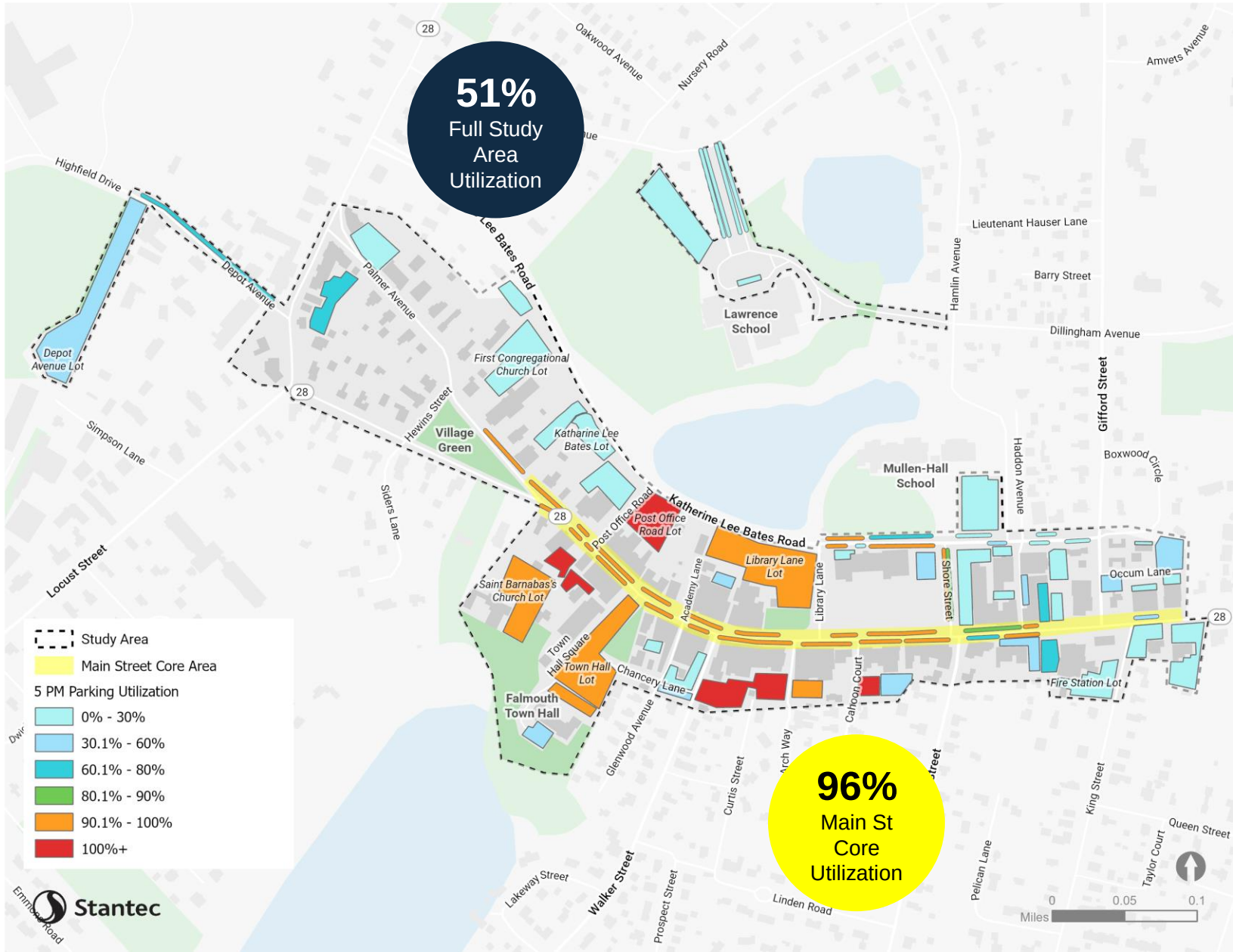
Parking Utilization July Weekend, 8 am



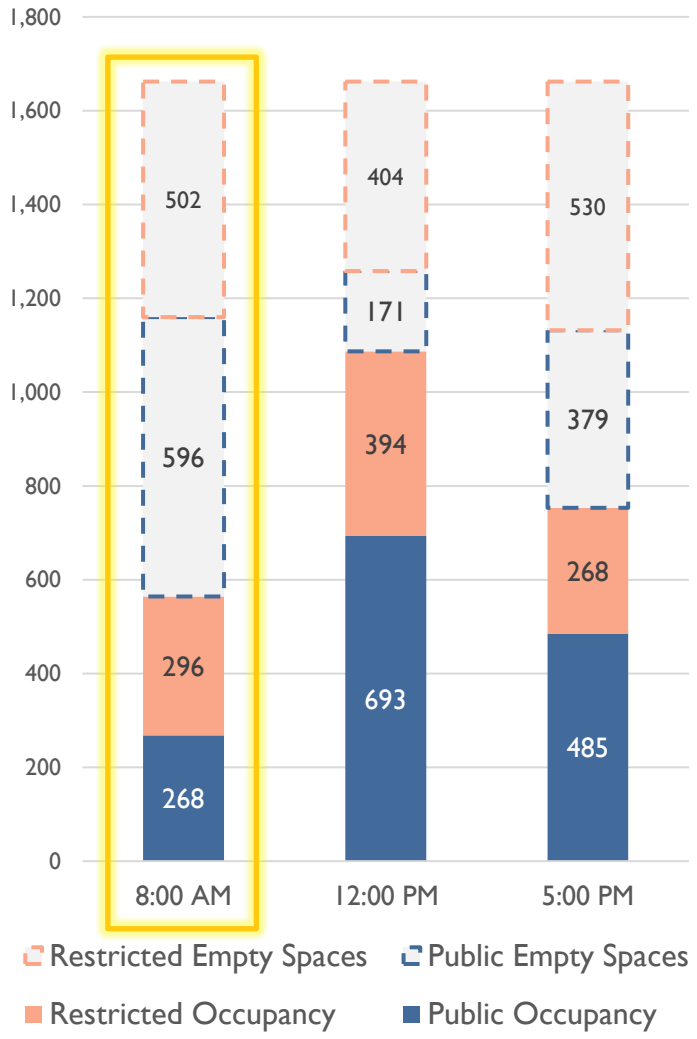


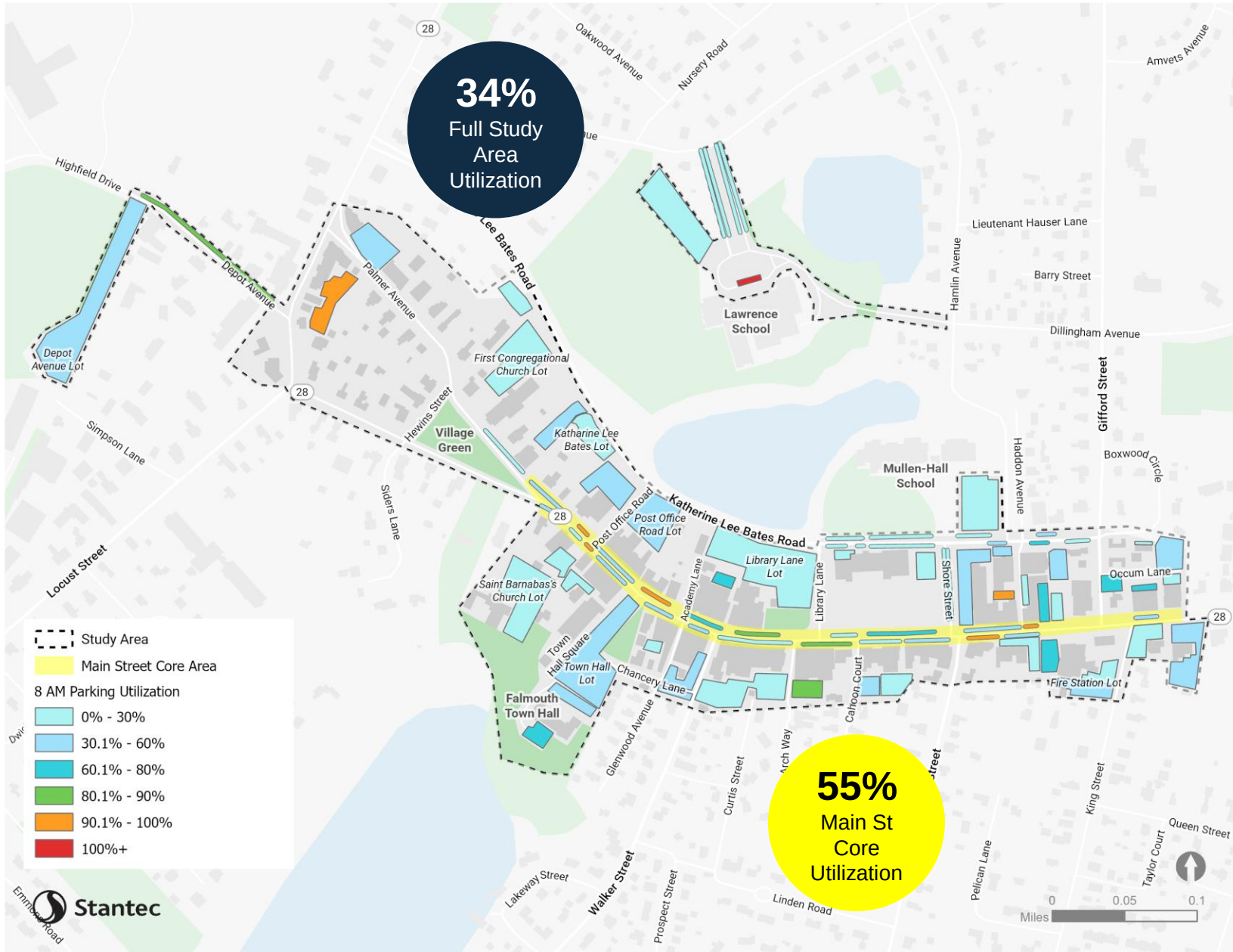
Parking Utilization July Weekend, 5 pm



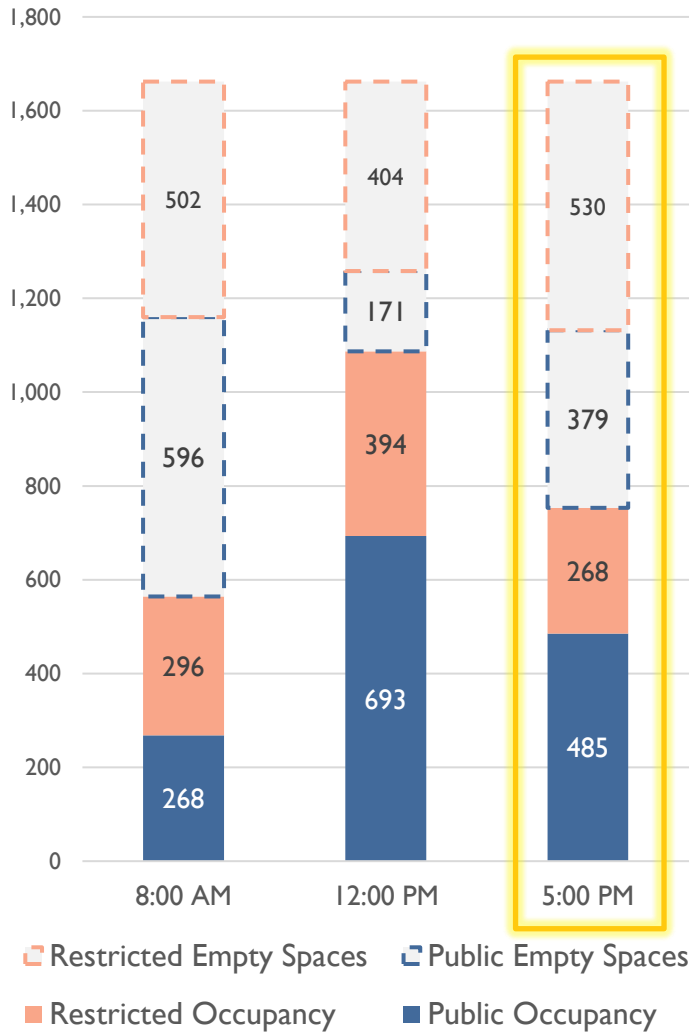


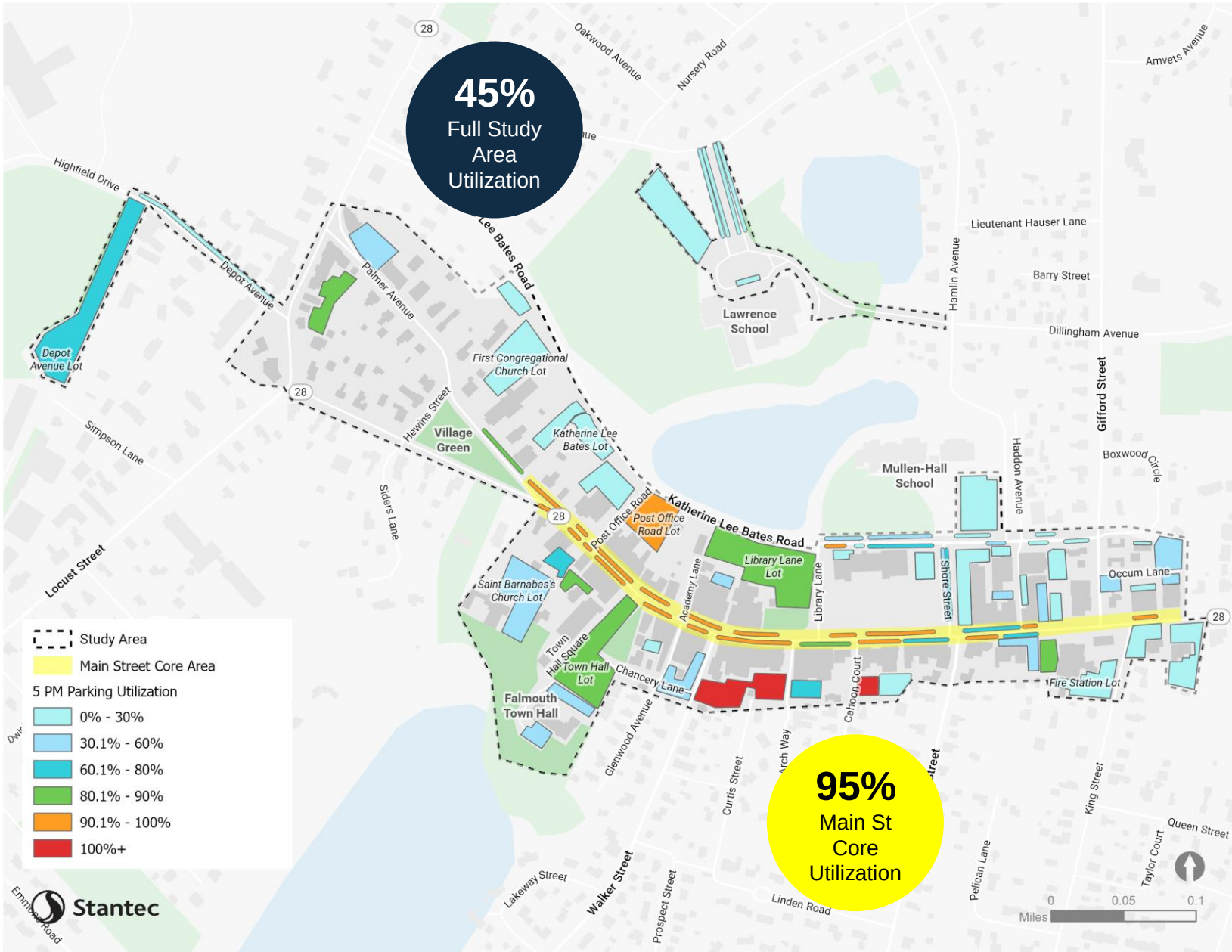
Parking Utilization August Weekday, 8 am



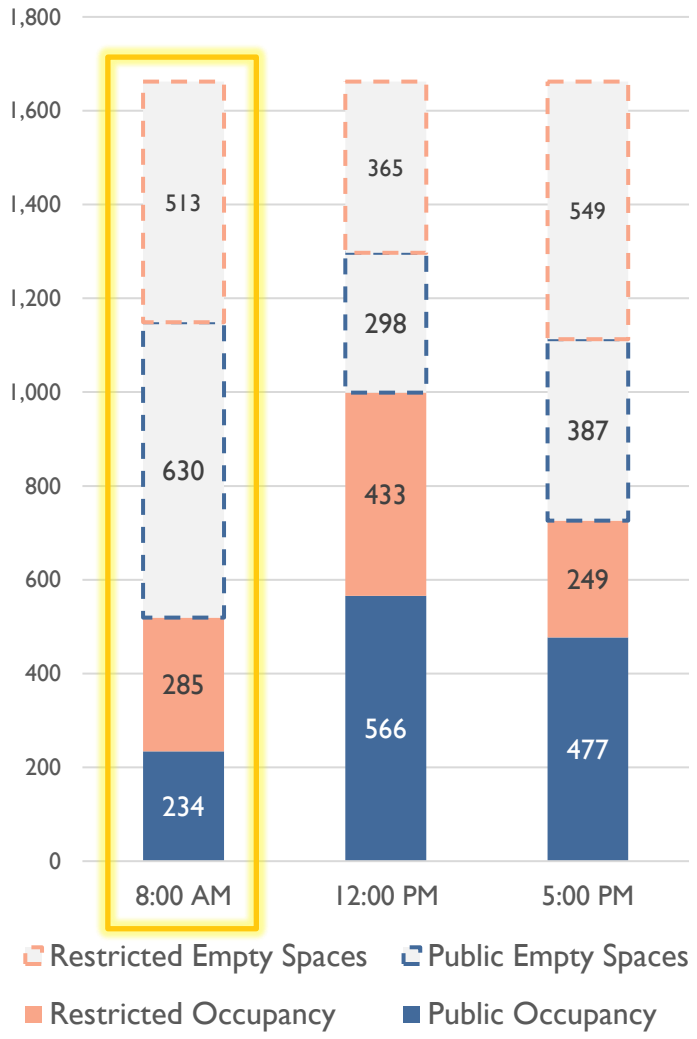


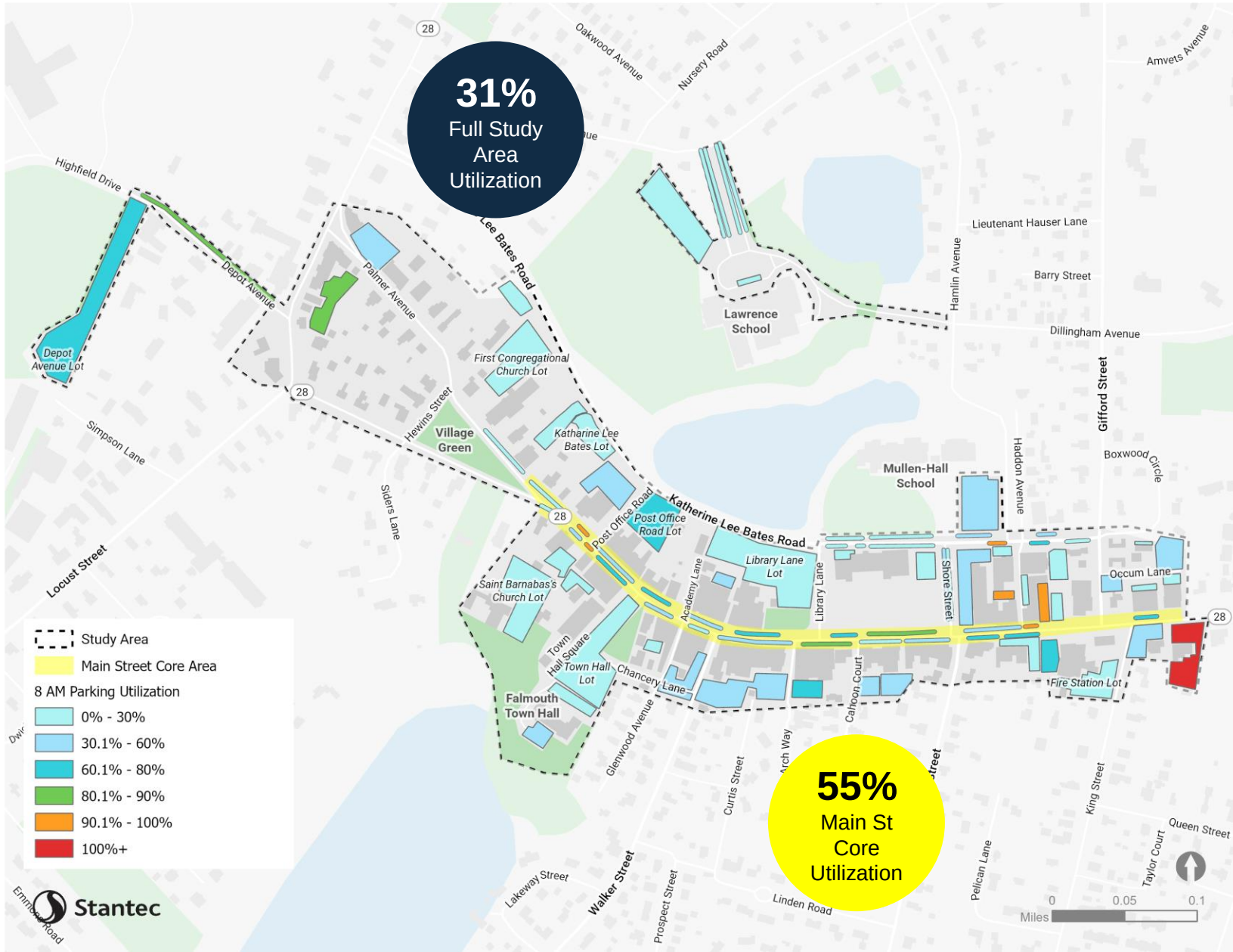
Parking Utilization August Weekday, 5 pm





Parking Utilization August Weekend, 8 am





Parking Utilization August Weekend, 5 pm