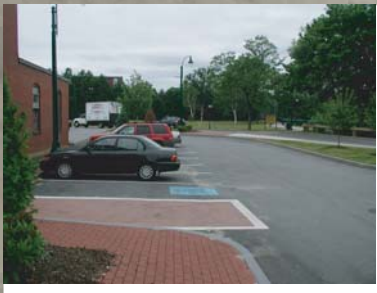


Final Report

Westbrook Downtown Parking Study/Management Plan



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Downtown Parking Management Plan

Westbrook, Maine

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Acknowledgements

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I. Executive Summary

The following Executive Summary is prepared for the reader's convenience, but is not intended to be a substitute for reading the full report.

Westbrook has been a beneficiary in the upswing in the Southern Maine economy, aided by a strong marketing effort on the part of the City. With good connections to transportation infrastructure, particularly a new Maine Turnpike interchange, businesses have been eyeing Westbrook, particularly downtown Westbrook, as a strong opportunity. As a result, new office buildings, such as One Riverfront Plaza, and retail facilities, such as the recently opened Hannaford grocery store, have located in or near downtown. In addition, existing buildings, such as the former Sebago Shoe building and the Warren Furniture building, have been or are being rehabilitated and redeveloped.

With increased activity in the downtown area, additional demand for parking has also become an issue. The City is currently looking to meet this demand with proposed mixed uses in downtown buildings (i.e. first floor retail, second floor office and third floor housing). But with long-term growth forecast for the area, a parking management plan is needed to provide the necessary tools to manage parking demand while keeping the downtown an active area.

As a next step toward reestablishing the Downtown as a vibrant economic center, Gorrill-Palmer Consulting Engineers, Inc. has been retained by PACTS and the City of Westbrook to prepare a parking management plan for Downtown Westbrook. Mayor Bruce Chuluda created a Downtown Parking Advisory Committee, consisting of City Staff, residents, and downtown business and property owners. This committee served the role of advisors to Gorrill-Palmer Consulting Engineers Inc. and provided valuable input throughout the study process. Regular meetings were held, with the process moving forward by a consensus of the committee.

This plan will outline the existing parking supply and demand within the downtown, as well as the future demand, based on anticipated growth and development. This plan will also identify potential locations for new surface parking as well as structured parking, and recommendations to manage this parking.

While today's perception may very well be that parking in Downtown Westbrook is adequate, the City is taking a proactive approach by anticipating future growth and needs. By having a parking management plan in place, the City will be ready when future development opportunities come along. All the recommendations identified and discussed in this document are ideas that are to be considered. This plan is a flexible, dynamic plan that will continue to evolve as the redevelopment of the Downtown continues. It should be viewed as a guiding document that will assist the City of Westbrook in its continued revitalization of the downtown.

The location of the study area is shown in Figure 1 of Appendix A. The municipal parking lots within the study area have been identified on this figure as well. Within this downtown area are 1,898 parking spaces, including on and off street parking.

Identifier	Location
A	Municipal Lot behind CVS, Family Dollar, Hub Furniture, Martini Lane, etc.
B	Church Street Lot (west side)
C	Church Street Lot (east side)
D	Ash Street Lot
E	Lot Between Bank of America and TD BankNorth
F	Alley Between Ash Street and Bridge Street
G	Bridge Street Spur
H	Mill Lane – SAPPI Land
I	Dana Court Pump Station
J	Hay Property, Westbrook Housing Authority

Based on assumed full occupancy of the downtown there is a surplus of approximately 200 parking spaces. This is roughly ten percent of the available capacity. When parking demand begins approaching 80 to 90 percent of the capacity, the supply begins to seem inadequate. There needs to be some excess supply throughout the downtown to allow for circulation and finding available parking spaces.

City staff compiled a scenario for future development in the downtown, consisting of a combination of conversions of use, for example from industrial to retail or office, and construction of upper level office and or residential uses on existing buildings. This new development, projected to occur within the ten-year horizon of this study, could result in over 290,000 square feet of new business and residential uses. This also results in a future deficit of approximately 715 parking spaces for the downtown area.

In order to accommodate this growth, additional parking needs to be created. This additional parking will likely be a combination of some new surface parking, and a future parking structure. Potential locations for public surface parking include the following:

- A City-owned parcel along the river by St. Hyacinth's Church and the Dana Court Pump Station (Parking Area H) – approximately 65 spaces;
- Sappi owned land off Mill Lane (Parking Area G) – approximately 35 to 40 spaces;
- Redevelopment of the Hay Property by Westbrook Housing Authority (Parking Area I) – approximately 60 spaces (including spaces for new residential units).

This additional surface parking, while potentially providing more than 150 parking spaces, will still not be adequate for the future parking demand in downtown. Based on the information available at this time, and the inherent assumptions within this study, there would still be a future parking deficit of approximately 485 spaces. Therefore, under this build out, a parking structure would be required.

The study demonstrates that the downtown has the physical space to accommodate a parking structure. One potential location for a downtown parking structure is on municipal Parking Lot A. This location provides for the construction of a parking structure with connection to the adjacent lots. A second potential location is on Parking Lots B and C. This location would likely require the closing of Church Street to accommodate a structure. Gorrill-Palmer Consulting Engineers Inc. contracted with Carl Walker, Inc. to prepare a conceptual layout of a parking structure on Parking Lot A. This concept identifies a structure that is approximately 120 feet wide by 270 feet long. Based on this conceptual layout, a six-level structure would provide approximately 600 parking spaces, which would be a net increase of just over 500 spaces. The decision to construct a parking structure, its size and location, will ultimately be made by the City Council.

The recommended parking management plan will involve a combination of short-term and long-term parking, parking meters, enhanced enforcement of parking regulations, and the future construction of a parking structure. Implementation of this plan will need to occur over a period of time.

Phase I

The following measures are recommended in the immediate horizon:

- Replace or install new signage for wayfinding and locations of parking
- Revise City Ordinances to reflect changes in parking time restrictions
- Establish parking fee structure
- Establish parking fine structure
- Create a civilian Parking Enforcement position, likely beginning as part-time and evolving into a full-time position
- Create a Downtown Parking District, where a portion of the parking fees generated within that District are used to provide infrastructure improvements or enhancements within the District
- Educate Downtown business owners and employees as to the importance of parking management and encourage their participation
- Create and sign dedicated satellite employee parking areas:
 - Parking Lot D – Ash Street
 - Parking Lot A – spaces fronting William Clarke Drive
- Install signage along streets for time-limited on-street parking
- Install signage in lots as necessary for time-limited parking

- Construct new surface parking lots:
 - By pump station and St. Hyacinth's Church off Brown Street (Parking Area I)
 - Sappi land off Mill Lane (Parking Area H)
 - Westbrook Housing redevelopment of Hay Property (Parking Area J)

Phase II

The following measures are recommended in the mid-term horizon:

- Install parking meters to create timed turnover parking. This option will be implemented as needed, based on the success of Phase I signage and enforcement in creating turnover parking.
 - On-Street
 - Ash Street
 - Main Street
 - Brown Street
 - Mechanic Street
 - Pleasant Street
 - Quimby Avenue
 - Municipal Lots (spaces designated as 2-hour parking)
 - Parking Lot E – Between Bank of American and TD BankNorth
 - Parking Lot F – Alley From Ash Street to Bridge Street
 - Parking Lot G – Bridge Street Spur
 - Parking Lots B and C – Church Street Lots
 - Parking Lot A – Municipal Lot behind CVS, Family Dollar, HUB Furniture, etc...
- Construct sidewalk in front of Dana Warp Mill and replace angled parking with parallel parking
- Parking Enforcement Officer position becomes full-time

Additional Recommendations

The need for a parking structure is directly tied to the rate and types of growth and development within the downtown. The construction of a parking structure should be considered for long-term implementation. The planning and design for this structure should be an on-going process beginning with the adoption of this parking management plan. Various options exist for the construction of this parking structure.

- The City could have the foundation and structure designed for a five or six level parking structure, but only actually construct the first three levels at the onset, with the additional levels built when needed at a later date. This phased construction will require careful coordination with the

engineer/designer of the structure. The cost effectiveness of such a plan will need to be thoroughly evaluated with the engineer at that time.

- The parking structure could be constructed in conjunction with the construction of a new office building. A large enough new development could create the critical need for a parking structure; and a public/private partnership of sorts could be used for the structure construction. A certain number of spaces would be dedicated to the new building, while the remainder of the structure would be available for public use.

Finally, this parking management plan is meant to be a dynamic plan; one that is reviewed and updated on a regular basis. It is the intent of this plan that action by the City Council will be required in order for any portions of the plan to be implemented. The Advisory Committee anticipates that more detailed analysis to determine the preferred funding options and location for a parking structure will be conducted prior to any final decisions being made by the City Council.

II. Introduction

Gorrill-Palmer Consulting Engineers, Inc. was retained by PACTS and the City of Westbrook to prepare a parking management plan of both off-street and on-street parking in Downtown Westbrook. A Downtown Parking Committee was formed, consisting of City Staff, residents, and downtown business and property owners.

The downtown area encompassed by this study extends from the Presumpscot River southerly to William Clark Drive. The area extends to the west to the intersection of William Clark Drive and Route 25, and to the east to just beyond the Post Office. The study area also encompasses Bridge Street, from Main Street to Lincoln Street, and Brown Street, from Bridge Street to St. Hyacinth's Church.

Within this downtown area are 1,898 parking spaces, comprised of 280 on-street parking spaces, 948 off-street parking spaces in municipal lots, and 670 parking spaces in private lots. Private parking lots are considered those that are on the same site as the business or use for which the parking is provided. A map of the overall study area is included in Appendix A. The municipal parking lots within the study area have been identified on this figure as well.

III. Parking Management in Relation to Westbrook's Comprehensive Plan

The City of Westbrook adopted a Comprehensive Plan in 2000. Part of that plan calls for the reestablishment of the Downtown as a vibrant economic center. The strategies to reach that objective are varied, including rehabilitating residential properties within the Downtown area; utilizing alternative funding mechanisms, such as TIFs to attract and retain employers in the Downtown; and encouraging development of upper floors of downtown buildings. The Comprehensive Plan also identifies the implementation of the Downtown Revitalization Plan as a key tool to making the Downtown a vibrant community center again.

This Parking Management Plan is a next step towards these goals. This plan will outline the existing parking supply and demand within the downtown, as well as the future demand, based on anticipated growth and development. This plan will also identify potential locations for new surface parking as well as structured parking, and recommendations to manage this parking.

While today's perception may very well be that parking in Downtown Westbrook is adequate, the City is taking a proactive approach by anticipating future growth and needs. By having a parking management plan in place, the City will be ready when future development opportunities come along. All the recommendations identified and discussed in this document are ideas that are to be considered. This plan is a flexible, dynamic plan that will continue to evolve as the redevelopment of the Downtown continues. It should be viewed as a guiding document that will assist the City of Westbrook in its continued revitalization of the downtown.

IV. Public Participation

Mayor Bruce Chuluda created a Downtown Parking Advisory Committee, consisting of City Staff, residents, and downtown business and property owners. This committee served the role of advisors to Gorrill-Palmer Consulting Engineers Inc. and provided valuable input throughout the study process.

The Advisory Committee met almost monthly throughout the study, beginning in October 2005. The first Advisory Committee meeting was an opportunity to review the scope of the project, and prepare for the Community Fair in November 2005. The remaining Advisory Committee meetings were combinations of presentations of data and recommendations and comments/discussion from the Committee members. The minutes of each of these meetings are included in Appendix E.

A Community Fair was held on November 14, 2005, to gather input from the public regarding the problems, or perceptions of problems, related to parking in the Downtown. While the majority of the respondents feel that there is a parking problem, a similar number stated that parking does not negatively affect their decision to visit/shop Downtown. The full summary of survey responses and public comment is included in Appendix F.

Gorrill-Palmer Consulting Engineers Inc., along with City staff, also conducted a presentation for the Westbrook Community Chamber of Commerce on January 25, 2006. This presentation was an opportunity to provide members of the business community with a summary of the process for the study, as well as the reasons for the study. It also was a way to recap the November Community Fair and the comments received at that time. The general results of the initial analysis were also presented. The primary purpose of the meeting was to listen and obtain input from the business community as to what their needs are, as well as their visions for the Downtown of Westbrook. The summary of comments received is also included in Appendix F.

A final Public Forum was held on June 26, 2006, to receive comment on the recommendations for various parking management scenarios for downtown Westbrook prior to finalization of the plan and report. The summary of the meeting and comments is included in Appendix F, as well.

V. Existing Parking Supply

In April 2004, the Westbrook Police Department surveyed the study area discussed above to determine the parking supply for downtown. In areas where parking spaces were striped, the number of spaces was counted and recorded. In parking lots where there were no delineated spaces, the number of parked vehicles were counted and used to estimate the total capacity of each lot. Along the streets where parking spaces were not delineated, the number of available parking spaces was estimated by personnel from the Police Department.

Off-Street Parking Supply - Municipal Parking Lots		
Identifier	Location	Number of Available Spaces
A	Lot behind CVS, Family Dollar, HUB Furniture, Martini Lane, etc...	143
B	Church Street Lot (West Side)	42
C	Church Street Lot (East Side)	68
D	Ash Street Lot	51
E	Lot Between Bank of America and TD BankNorth	21
F	Alley Between Ash Street and Bridge Street	25
G	Bridge Street Spur	28

There are also approximately 670 off-street parking spaces associated with specific businesses or properties within downtown. Some examples of these parking spaces are the 85 parking spaces at the former Sebago Shoe building on Lincoln Street, the approximately 100 spaces owned by T&T Development around the former Sebago Shoe on Mechanic Street, the fourteen spaces at Sportsman's Hardware, and the twenty-six spaces for Presumpscot Commons.

Based on data collected by the Westbrook Police Department., there are approximately 280 on-street parking spaces located on the following streets within the downtown area:

On-street Parking Supply	
Location	Number of Available Spaces
Ash Street (Main St to end)	15
Brackett Street (William Clark Dr to Cross St)	3
Bridge Street (Brown St to Lincoln St)	68
Brown Street (Bridge St to Walker St – north side only)	27
Central Street (William Clark Dr to Quimby Ave)	3
Church Street (William Clark Dr to Cross St)	3
Cross Street (Central St to Church St)	12
Dana Street	27
Foster Street (Main St to end)	15
Main Street (Stroudwater St to Route 25)	73
Mechanic Street (Main St to Quimby Ave)	8
Pleasant Street (Main St to William Clark Dr)	6
Quimby Avenue (Saco St to Central St)	20
Total Available Spaces	280

Summary of Existing Parking Supply	
Type of Parking	Number of Available Spaces
On-Street Parking	280
Municipal Off-Street Parking	948
Private Off-Street Parking	670
Total Available Spaces	1,898

VI. Existing Parking Demand

City staff prepared a summary evaluation of building square footage within the downtown, categorized by general use. The seven categories of use are:

- Retail
- Office
- Restaurant
- Industrial
- Church
- Residential
- General Business

Combining the breakdown of total square footage for each type of use within the downtown with the standard parking requirements for the respective uses results in an existing parking demand of 1,666 parking spaces within the downtown area. This breakdown by category is shown in Appendix B.

For the Downtown as a whole, there is a surplus of approximately 200 parking spaces, based on full occupancy of the downtown buildings. However, certain areas, such as Bridge Street and the Dana Warp Mill area, as well as the Alley from Ash Street to Bridge Street, experience far less surplus, if any. In general, it is the way these parking spaces are utilized that creates the public perception of a parking deficit. Many of these parking spaces are used by employees or others who are parked for long periods of time, such as all day. This leads to the surplus parking spaces being located on the perimeter of the downtown, furthest from the majority of the destinations. This then forces the customers to possibly have to park further away, thereby increasing the feeling that there are not enough parking spaces available to serve the businesses.

VII. Future Parking Demand

City staff has completed a thorough assessment of potential new development in the downtown. Some of this new development could come in the form of conversion of use, for example from industrial to retail or office. The majority of this anticipated new development would be the construction of upper level office and or residential uses on existing single story buildings. This new development, projected to occur within the ten-year horizon of this study, could result in over 290,000 square feet of new business and residential uses. The anticipated breakdown of building square footage by general use is as follows:

	Retail (S.F.)	Office (S.F.)	Restaurant (S.F.)	Industrial (S.F.)	Residential (S.F.)	Church (seats)	General Business (S.F.)	Total S.F.
Existing	89,242	319,968	13,356	89,448	31,918	325	50,345	594,602
Projected	192,916	441,256	13,356	51,992	138,894	325	46,433	884,847
Growth	103,674	121,288	0	(37,456)	106,976	0	(3,912)	290,245

Utilizing typical parking space requirements from the City of Westbrook Ordinances, as well as from the *Transportation and Traffic Engineering Handbook*, a projected demand of 2,615 parking spaces has been calculated. This is a deficit of approximately 715 parking spaces as compared to the current supply.

This number of parking spaces could be reduced by up to approximately ten percent, with the introduction of shared parking within the downtown. As the downtown continues to develop, many uses are compatible for shared parking. For example, medical office and residential uses could share some of the same parking spaces. The peak demand for medical office parking is typically during the day, while the peak demand for parking for residential uses typically occurs nights and weekends. The reduction in parking demand will depend on the mix of uses, the size of each use, and their proximity to each other and the parking supply.

VIII. Parking Needs and Recommendations for New Parking

While there is a small surplus of parking spaces currently, the usage of the existing parking supply makes it seem as though there is a deficit in some areas. In particular, the Bridge Street/Dana Warp Mill area and the alley from Ash Street to Bridge Street, seem to experience the highest levels of use and unmet demand within the downtown. Overall, there needs to be a shift in how the parking spaces are utilized; employees need to park on the perimeter of the area, leaving the prime convenient locations for higher turnover for customers and clients.

The creation of 85 parking spaces near Dana Warp Mill and the alley would help alleviate this problem. Employees could park in the new spaces, further from the buildings, but still within a five-minute walk, leaving the spaces directly adjacent to the businesses for customers and clients. The planned development of the downtown results in a deficit of approximately 715 parking spaces.

In order to accommodate this growth, additional parking will need to be created. Potential locations for public surface parking include the following:

- A City-owned parcel along the river by St. Hyacinth's Church and the Dana Court Pump Station (Area I) – approximately 65 spaces;
- Sappi owned land off Mill Lane (Area H) – approximately 35 to 40 spaces;
- Redevelopment of the Hay Property by Westbrook Housing Authority (Area J) – approximately 60 spaces (including spaces for new residential units).

There is also the potential for some new private parking to be created along with new developments. One of these is the potential redevelopment of Saccarappa Park, which could include approximately 60 parking spaces and a new building.

This combination of public and private surface parking could result in over 200 new parking spaces created within the Downtown. While this will help, there will still be a deficit of approximately 485 parking spaces with the full build-out of the downtown, as described above. The best way to accommodate that number of parking spaces within a developed downtown is with structured parking.

The study demonstrates that the downtown has the physical space to accommodate a parking structure. One potential location for a downtown parking structure is on municipal Parking Lot A. This location provides for the construction of a parking structure with connection to the adjacent lots. This land is already owned by the City of Westbrook, and would not result in the relocation of businesses or residents. A second potential location is on Parking Lots B and C. This location would likely require the closing of Church Street to accommodate a structure.

Gorrill-Palmer Consulting Engineers Inc. contracted with Carl Walker, Inc. to prepare a conceptual layout of a parking structure on Parking Lot A. This concept identifies a structure that is approximately 120 feet wide by 270 feet long. Based on this conceptual layout, a six-level structure would provide approximately 600 parking spaces, which would be a net increase of just over 500 spaces. The decision to construct a parking structure, its size and location, will ultimately be made by the City Council. The conceptual layout for this parking structure is included in Appendix C.

IX. Parking Management Plan

An effective Parking Management Plan for the downtown will require a combination of actions. There needs to be an appropriate balance of short-term (i.e. one-hour or two-hour) parking for customers, clients, etc. and long-term (i.e. day long) parking for employees. There also needs to be an adequate supply of overnight parking for residents.

The short-term parking should be located closest to the businesses, with employee parking shifted further away. In order for this to happen effectively, signage needs to be replaced, or in some cases, new signage installed. More importantly, however, will be the need for parking enforcement. A civilian parking enforcement position will need to be created, likely as a part-time position in the beginning. The intent is that this position would become full-time and be a self-supporting position through the collection of parking fees. The City should also consider the creation of a Downtown Parking District, where a portion of the parking fees generated within that District are used to provide infrastructure improvements or enhancements within the District.

Parking meters should also be considered as an effective tool for parking management. The eventual installation of on-street parking meters, as well as in some of the municipal lots, will aide in keeping the ‘prime’ parking locations available for high-turnover use.

In the short-term, additional surface parking should be constructed, as outlined in Section VII. The long-term solution for the parking deficit will be the construction of a parking structure, ideally on Parking Lot A.

On-Street Parking

The majority of the on-street parking should be utilized as short-term parking. The time limits are anticipated to be Monday through Friday, 8:00AM to 6:00PM. The following table outlines these recommendations:

On-Street Parking		
Location	Number of Spaces	Time Limits
Ash Street (Main St to end)	15	2-hour
Brackett Street (William Clark Dr to Cross St)	3	No time limit
Bridge Street (Brown St to Lincoln St – west side)	16 (4 at each entrance to Dana Warp Mill)	1-hour
Bridge Street (Brown St to Lincoln St – west side)	12	2-hour
Bridge Street (Brown St to Lincoln St – west side)	32	8-hour
Bridge Street (Brown St to Winslow St – east side)	4 (by River's Edge Deli)	15-minute
Bridge Street (Winslow St to Lincoln St – east side)	4	8-hour
Brown Street (Bridge St to Walker St – north side)	15	2-hour
Brown Street (Bridge St to Walker St – north side)	12	2-hour
Central Street (William Clark Dr to Cross St)	3	No time limit
Church Street (William Clark Dr to Cross St)	3	No time limit
Cross Street (Central St to Church St)	12	No time limit
Dana Street (Main St to end)	27	No time limit
Foster Street (Main St to end)	15	No time limit
Main Street (Stroudwater St to Route 25)	+/- 65	1-hour
Main Street (Stroudwater St to Pleasant St)	+/- 8	2-hour
Mechanic Street (Main St to Quimby Ave)	8	2-hour
Pleasant Street (Main St to William Clark Dr)	6	2-hour
Quimby Avenue (Saco St to Central St)	20	2-hour

Off-Street Parking

Off-street parking should be more of a blend of both short-term and long-term parking. The intent is to have employees parking in some of the lots that are a bit further from the businesses, leaving the closer spaces for customers. The time limits are anticipated to be Monday through Friday, 8:00AM to 6:00PM. The following table outlines these recommendations:

Off-Street Public Parking		
Location	Number of Spaces	Time Limits
Small lot off Bridge Street Spur – Lot G		1-hour
Alley from Ash Street to Bridge Street – Lot F	25	2-hour
Lot between Bank of America and TD Banknorth – Lot E	21	2-hour
Ash Street Lot – Lot D	51	Employee Parking
Church Street Lots – Lots B & C	51 (along William Clark Dr and closest to Main St)	2-hour
Church Street Lots – Lots B & C	59 (central section of lot)	No time limit
CVS/Family Dollar/HUB – Lot A	Some spaces along William Clark Dr (work with employers to determine the number of spaces needed)	Employee Parking
CVS/Family Dollar/HUB Lot – Lot A	Remaining spaces (closest to Main St)	2-hour
New Lots – Mill Lane and by St. Hyacinth's Church/ Dana Court Pump Station – Lots H, I & J	+/- 100	No time limit

Parking Fee Structure

The introduction of parking meters and the ultimate construction of a parking structure will present the need for parking fees. A suggested fee structure for metered parking is as follows:

- All meters have a two-hour maximum, to help eliminate confusion, with the exception of the four 15-minute spaces by River's Edge Deli, along Bridge Street
- Twenty-five cents for every 30 minutes

For a parking structure, the committee recommends both short-term and monthly parking rates. Suggested rates, based on 2006 data, are as follows:

- Short-term parking rates:
 - \$1.00 per hour, with first half hour free.
 - Consider a “Park-n-Shop” program, where customers can park for free with validated parking tickets (stamped by the businesses)
- Monthly parking rates:
 - \$50.00-\$60.00 per month

A quick survey of local communities with parking structures or surface lots for paid parking shows that monthly parking rates vary from \$35.00 to \$48.00 per month in Lewiston-Auburn, and from \$65.00 to \$110.00 per month in Portland.

Parking Fine Structure

Parking regulations and enforcement will also generate the need for parking fines. The City of Westbrook has a parking fine structure currently in place. This structure, while not recently updated, appears to be similar to parking fine structures in cities such as Portland, Biddeford, and Lewiston. Following is the current parking fine structure from the ***Westbrook Uniform Traffic Ordinance, Schedule XIV***:

Parking Violation	Fine
Parking exceeding time limit	\$20.00
Parking in taxi stand, bus stop, or loading zone	\$40.00
Parking all night	\$20.00
Parking double	\$40.00
Parking too near fire hydrant*	\$60.00
Parking in prohibited area	\$40.00
Parking on wrong side of street	\$20.00
Parking too near cross or corner*	\$20.00
Parking in fire lane*	\$60.00
Parking in crosswalk	\$40.00
Obstructing snow removal*	\$60.00
Parking in handicapped space*	\$40.00
Parking in front of public or private driveway*	\$40.00
Other	\$20.00

*Police discretion to tow vehicle

X. Implementation and Phasing

Upon acceptance or adoption by the Westbrook City Council, the implementation of this parking management plan will be an on-going process. This plan is also intended to be a dynamic plan for the City of Westbrook, which should be evaluated on a regular basis, and updated as needed.

The phasing described in this section is based on priorities, as well as an awareness of the City Council review process and funding and budget cycles. The phasing is a suggestion. Development may dictate changes to the priorities.

Phase I

The following measures are recommended in the short-term horizon:

- Replace or install new signage for wayfinding and locations of parking
- Revise City Ordinances to reflect changes in parking time restrictions
- Establish parking fee structure
- Establish parking fine structure
- Create a civilian Parking Enforcement position, likely beginning as part-time and evolving into a full-time position
- Create a Downtown Parking District, where a portion of the parking fees generated within that District are used to provide infrastructure improvements or enhancements within the District
- Educate Downtown business owners and employees as to the importance of parking management and encourage their participation
- Create and sign dedicated satellite employee parking areas:
 - Ash Street Lot (Parking Lot D)
 - Parking Lot A– spaces fronting William Clarke Drive
- Install signage along streets for time-limited on-street parking
- Install signage in lots as necessary for time-limited parking
- Construct new surface parking lots:
 - By pump station and St. Hyacinth's Church off Brown Street (Area I)
 - Sappi land off Mill Lane (Area H)
 - Westbrook Housing redevelopment of Hay Property (Area J)

It should be noted that as signage is installed, great care should be taken to prevent an unnecessary proliferation of parking and/or directional signs within the downtown. By designating entire lots all for the same time limits, signs need not be installed at each individual parking space; rather they can be installed only at the entrance to the lots. The same theory holds true for on-street parking. By keeping entire streets or segments of streets to the same time limits, the number of signs can be minimized.

Phase II

The following measures are recommended in the mid-term horizon:

- Install parking meters to create timed turnover parking. This option will be implemented as needed, based on the success of Phase I signage and enforcement in creating turnover parking.
 - On-Street
 - Ash Street
 - Main Street
 - Brown Street
 - Mechanic Street
 - Pleasant Street
 - Quimby Avenue
 - Municipal Lots (spaces designated as 2-hour parking)
 - Between Bank of America and TD Banknorth (Parking Lot E)
 - Alley from Ash Street to Bridge Street (Parking Lot F)
 - Small lot off Bridge Street Spur (Parking Lot G)
 - Church Street Lots (Parking Lots B & C)
 - Behind CVS, Family Dollar, HUB Furniture, Martini Lane, etc. (Parking Lot A)
- Construct sidewalk in front of Dana Warp Mill and replace angled parking with parallel parking
- Parking Enforcement Officer position becomes full-time

Additional Recommendations

The need for a parking structure is directly tied to the rate and types of growth and development within the downtown. The construction of a parking structure should be considered for long-term implementation. The planning and design for this structure should be an on-going process beginning with the adoption of this parking management plan. Various options exist for the construction of this parking structure.

- The City could have the foundation and structure designed for a five or six level parking structure, but only actually construct the first three levels at the onset, with the additional levels built when needed at a later date. This phased construction will require careful coordination with the engineer/designer of the structure. The cost effectiveness of such a plan will need to be thoroughly evaluated with the engineer at that time.
- The parking structure could be constructed in conjunction with the construction of a new office building. A large enough new development could create the critical need for a parking structure; and a public/private partnership of sorts could be used for the structure construction. A certain number of spaces would be dedicated to the new building, while the remainder of the structure would be available for public use.

XI. Conclusion

Within the downtown of Westbrook are 1,898 parking spaces, including on and off street parking, both public and private. Based on assumed full occupancy of the downtown there is a surplus of approximately 200 parking spaces. This is roughly ten percent of the available capacity. When parking demand begins approaching 80 to 90 percent of the capacity, the supply begins to seem inadequate. There needs to be some excess supply throughout the downtown to allow for circulation and finding available parking spaces.

City staff compiled a scenario for future development in the downtown that is projected to occur within the ten-year horizon of this study. This development could result in over 290,000 square feet of new business and residential uses, which also could result in a future deficit of approximately 715 parking spaces for the downtown area.

In order to accommodate this growth, additional parking will need to be created. This additional parking will likely be a combination of some new surface parking, and a future parking structure. Potential locations for public surface parking include the following:

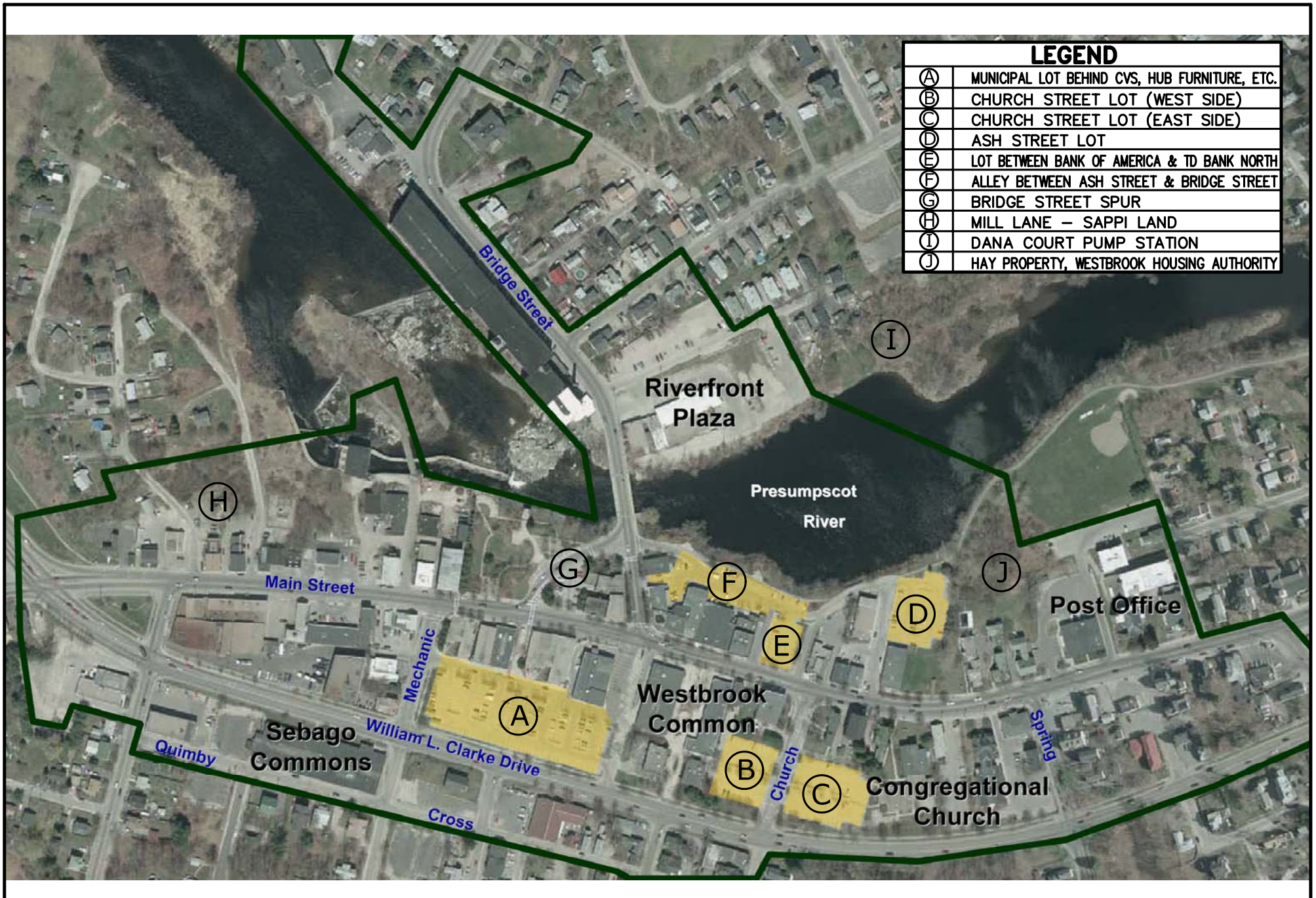
- A City-owned parcel by St. Hyacinth's Church (Area I)– approximately 65 spaces;
- Sappi owned land off Mill Lane (Area H) – approximately 35 to 40 spaces;
- Redevelopment of the Hay Property by Westbrook Housing Authority (Area J) – approximately 60 spaces (including spaces for new residential units).

The study demonstrates that the downtown has the physical space to accommodate a parking structure. One potential location for a downtown parking structure is on municipal Parking Lot A. This location provides for the construction of a parking structure with connection to the adjacent lots. A second potential location is on Parking Lots B and C. This location would likely require the closing of Church Street to accommodate a structure. Gorrill-Palmer Consulting Engineers Inc. contracted with Carl Walker, Inc. to prepare a conceptual layout of a parking structure on Parking Lot A. This concept identifies a structure that is approximately 120 feet wide by 270 feet long. Based on this conceptual layout, a six-level structure would provide approximately 600 parking spaces, which would be a net increase of just over 500 spaces. The decision to construct a parking structure, its size and location, will ultimately be made by the City Council.

The recommended parking management plan will involve a combination of short-term and long-term parking, parking meters, enhanced enforcement of parking regulations, and the future construction of a parking structure.

Implementation of this plan will need to occur in phases, beginning with revising City Ordinances, installing signage, construction of surface parking, and the establishment of a Parking Enforcement Officer position. In the mid-term horizon, parking meters can be installed, as needed, based on the success of Phase I signage and enforcement in creating turnover parking, and the long-term plan includes the ultimate construction of a parking structure.

Finally, this parking management plan is meant to be a dynamic plan; one that is reviewed and updated on a regular basis.



Design: JLW	Date: MAY 2006
Draft: ZRJ	Job No.: 965
Checked: TLG	Scale: N.T.S.
File Name: 965-STUDY AREA.dwg	

	Gorrill-Palmer Consulting Engineers, Inc.
	Traffic and Civil Engineering Services
	PO Box 1237, 15 Shaker Road
	Gray, ME 04039 207-657-6910

Drawing Name:	Study Area
Project:	WESTBROOK DOWNTOWN PARKING STUDY

Figure No.
1

Table 1. Existing Downtown Parking Lots, City of Westbrook, Me., August 2004

Lot #	Identification	Count
1	762 Main Street (rear)	6
2	953 Main Street (rear)	12
3	American Journal (enclosed rear)	10 +/-
4	Anderson Watkins	18 +/-
5	Ash Street – Main Street to river	15
6	Bach Electronics (rear)	7
7	Big Apple	4 +/-
8	Blais and Haye Funeral Home	10
9	Brackett Street- WC Drive to Cross Street	3 +/-
10	Bridge Street- Brown Street to Lincoln Street	8
11	Brown Street- Bridge Street to Walker Street (north side only)	27
12	Central Street- WC Drive to Quimby Ave	3
13	Church Street- WC Drive to Cross Street	3
14	Cross Street- Central Street to Church Street	12
15	CVS (side lot)	25 +/-
16	Dana Street (area around old AJ and beside Tot's to Teens)	27
17	Dana Warp Mill - along Bridge Street	60 +/-
18	Dr. Favier's lot (beside library)	34
19	Dr. Valliere's	16
20	Dunkin' Donuts	13
21	Former Eagles Club (as of September 2006)	53
22	Foster Street - Main Street to Dead End	15 +/-
23	Foster Street - Parking Lot (private spaces)	9 +/-
24	Foster Street - Parking Lot (public spaces)	11
25	Friendly Discount	15
26	Hebert's Market	10
27	Hub Furniture (side lot)	18 +/-
28	Hydraulic Hose (front and rear)	5
29	Loose End's Hair Salon- Pleasant St and WC Drive	9
30	Main Street - #741 to Rt 25 (north side)	41 +/-
31	Main Street - Saco Street to Stroudwater Street (south side)	32
32	Maine Rubber (rear)	24 +/-
33	Mechanic Street- Main Street to WC Drive	5 +/-
34	Mechanic Street- WC Drive to Quimby Ave	3
35	Moonlight Cleaners	6
36	Muffler Shop/Lock Box (front and rear)	12
37	Municipal Lot - between Fleet Bank and Peoples	16
38	Municipal Lot - Dana Court Garage	540
39	Municipal Lot - rear Coopers	42
40	Municipal Lot - rear Fleet Bank and Rookies	25
41	Municipal Lot - rear of CVS	143
42	Municipal Lot - rear of Rent A Center	51
43	Municipal Lot - Warren Furniture (rear and side)	28 +/-
44	Municipal Lot - Westbrook/Warren Church	68 +/-
45	Parking lot corner of West Pleasant and Quimby Ave	32
46	Parking lot Mechanic Street and Quimby Ave	40
47	Peoples Bank	7
48	Pleasant Street- Main St to WC Drive	6 +/-
49	Post Office (rear and side)	32

50 Pratt Insurance (rear)	7 +/-
51 Presumpscot Commons (private)	26 +/-
52 Quimby Ave- Saco Street to Central Street	20 +/-
53 Sebago Shoe- Lincoln Street	85 +/-
54 Sebago Shoe- Mechanic Street	30 +/-
55 Sportsman's Hardware	14
56 Sullivan Tire	25 +/-
57 Village Dry Cleaners (rear)	6
58 Westbrook Library	24
59 Workgroup Technologies Inc. (lot not lined #is estimate only)	50 +/-
Totals	1898
Total Public Parking Spaces	1228
Total Private Parking Spaces	670

Note: Parking Spaces Counted by the Westbrook Police Dept. in April, 2004.

Table 2. Existing Downtown Parking Demand, City of Westbrook, Me., August 2004.

Location	Identification	Retail	Office	Restaurant	Industrial	Residential	Church	Gen. Business***
1 Wstbk Comm	1 Wstbk Commons		12,800					
12 Wstbk Comm	12 Wstbk Commons		5,820					
910 Main St	American Journal		3,456					
8 Bridge St	Back Building @ Spur				2,732			
782 Main St.	Big Apple Gas	1,344						
35 Church St	Blais Funeral Home							6,380
795 Main St	Blais Office Bldg		2,029					
907 Main St	Card Shop	3,360						
863 Main St	Chiasson Bldg	2,075	2,075	2,075				
917 Main St	Children's Consign	5,264						
825 Main St	Chiropractor's Office		1,650					
838 Main St	Cooper		4,440					
870 Main St	CVS	8,750						
758 Main St.	Cyr Hair Designs							2,487
90 Bridge St	Dana Warp Mill		54,100					
922 Main St	Dollar Store	5,520						
31 Central St	Double Agents		2,000					
808 Main St	Dr. Favier							2,011
13 Pleasant St.	Dr. Valliere		11,238					
873 Main St	Driving School							4,368
742 Main St.	Dunkin Donuts	1,460						
98 Bridge St	Eagles Club							5,064
967 Main St	Electronic Repair							308
752 Main St	Emerald Property Mgmt		3,260					
880-888 Main St	Family \$/Maine St. Café	10,281						
849 Main St	Fleet Bank	3,786						
7 Dana St	Foote Property				2,200			
851 Main St	Full Court Press		4,200					4,200
869 Main St	Furniture/Bridge St	2,451						
925 Main St	Gas Station							1,512
916 Main St	Guidi's Diner					736		
Brown St	Hair & Tanning Salon							2739
947 Main St	Hair Salon & Apt					1,856		1,856
4 Dana St	Harry Foote Property				5,240			
900 Main St	Hub Furniture	3,296						
963 Main St	Locksmiths & Apt					1,408		1,408
14 Pleasant St.	Loose Ends Salon							2,752
790 Main St	Maine Bank & Trust		3,168					
820 Main St	Maine Foster Care		4,904					
942 Main St	Maine Rubber				30,016			

Location	Identification	Retail	Office	Restaurant	Industrial	Residential	Church	Gen. Business***
894 Main St	Martini Lane	5,000						
Mission Possible	Mission Possible							8,944
823 Main St	Moonlight Cleaners							1,785
959 Main St	Muffler Repair							2,131
826 Main St	Office Bldg		1,744					
776 Main St.	Office Building		1,483					
850 Main St	Office on Commons		9,576					
17 Wstbk Com	Old P.O.		6,820					
835 Main St	Peoples Bank	2,701						
920 Main St	Permathane Building				9,640			
768 Main St.	Pizza by Angelone			1,204				
969 Main St	Pratt Life & Benefits		1,184					
Presumpscot Comn	Presumpscot Commons					27,918		
918 Main St	Profenno's Bar			4,411				
821 Main St	Rent-a-Center	10,000						
1 Riverfront Plz	Riverfront Plaza		140,000					
57 Bridge St	Rivers Edge Deli			2,520				
861 Main St	Rookie's			3,146				
11 Bridge St	Salvation Army					3,200		2,400
30 Lincoln St	Sebago Mocc		23,284					
39 Mechanic St	Sebago Shoe				31,160			
846 Main St	St. Germaine Eng.		3,098					
21 Saco St	Storage Realty LLC		10,331					
937 Main St	Stultz				4,004			
22 Saco St	Sullivan Tire	11,192						
6 Ash St	Telephone Co.				4,456			
30 Central St	True Value Hardware	8,202						
35 Cross St	True Value Hardware	792						
934 Main St	Vacant Bldg	3,768						
Wstbk Rec Cntr	Westbrook Recreation Center		7,308					
810 Main St***	Westbrook Warren						325	
Total Sq. Footage		89,242	319,968	13,356	89,448	35,118	325	50,345
Parking Spaces/Unit Indicated**		4/1,000	3.3/1,000	0.3/1,000	0.6/1,000	1.5/1,000	0.3/Seat	1/1,000
Total Parking Spaces Needed		357	1,056	4	54	53	97.5	50 = 1,671
Total Parking Spaces in Downtown								1,898
Amount of Surplus or (Deficiency)								227

**Source: Transportation and Traffic Engineering Handbook, 1976, P. 709.

***includes warehousing

***Church Services held during non-business hours

Table 3. Projected Downtown Parking Lots, City of Westbrook, Me., August 2004**Existing Parking Lots**

Lot #	Identification	Count	Change
1	762 Main Street (rear)	6	
2	953 Main Street (rear)	12	
3	American Journal (enclosed rear)	10	
4	Anderson Watkins	18	
5	Ash Street – Main Street to river	15	
6	Bach Electronics (rear)	7	
7	Big Apple	4	
8	Blais and Haye Funeral Home	10	
9	Brackett Street- WC Drive to Cross Street	3	
10	Bridge Street- Brown Street to Lincoln Street	8	
11	Brown Street- Bridge Street to Walker Street (north side only)	27	
12	Central Street- WC Drive to Quimby Ave	3	
13	Church Street- WC Drive to Cross Street	3	
14	Cross Street- Central Street to Church Street	12	
15	CVS (side lot)	25	
16	Dana Street (area around old AJ and beside Tot's to Teens)	27	
17	Dana Warp Mill - along Bridge St.	60	
18	Dr. Favier's lot (beside library)	34	
19	Dr. Valliere's	16	
20	Dunkin' Donuts	13	
21	Former Eagles Club	53	
22	Foster Street - Main Street to Dead End	15	
23	Foster Street - Parking Lot (private spaces)	9	
24	Foster Street - Parking Lot (public spaces)	11	
25	Friendly Discount	15	
26	Hebert's Market	10	
27	Hub Furniture (side lot)	18	
28	Hydraulic Hose (front and rear)	5	
29	Loose End's Hair Salon- Pleasant St and WC Drive	9	
30	Main Street - #741 to Rt 25 (north side)	41	
31	Main Street - Saco Street to Stroudwater Street (south side)	32	
32	Maine Rubber	24	
33	Mechanic Street- Main Street to WC Drive	5	
34	Mechanic Street- WC Drive to Quimby Ave	3	
35	Moonlight Cleaners	6	
36	Muffler Shop/Lock Box (front and rear)	12	
37	Municipal Lot - btw Fleet Bank and Peoples	16	
38	Municipal Lot - Dana Court Garage	540	
39	Municipal lot - rear Coopers	42	
40	Municipal Lot - rear Fleet Bank and Rookies	21	(4)
41	Municipal lot - rear of CVS	143	
42	Municipal Lot - rear of Rent A Center	51	
43	Municipal lot - Warren Furniture (rear and side)	28	
44	Municipal lot - Westbrook/Warren Church	68	
45	Parking lot corner of West Pleasant and Quimby Ave	32	
46	Parking lot Mechanic Street and Quimby Ave	40	
47	Peoples Bank	7	

48 Pleasant Street- Main St to WC Drive	6
49 Post Office (rear and side)	32
50 Pratt Insurance (rear)	7
51 Presumpscot Commons (private)	26
52 Quimby Ave- Saco Street to Central Street	20
53 Sebago Shoe- Lincoln Street	85
54 Sebago Shoe- Mechanic Street	30
55 Sportsman's Hardware	14
56 Sullivan Tire	25
57 Village Dry Cleaners (rear)	6
58 Westbrook Library	24
59 Workgroup Technologies Inc. (lot not lined #is estimate only)	50
<i>Sub Total</i>	1894 -4

Potential New Parking Lots/Spaces

Lot #	Identification	Count
1	Eagles Club - New Surface Spaces	20
2	Hay Property - Rear Access Rd.	25
4	Mill Lane (Sappi 1 and 2)	40
5	City Lot by Dana court Pump Station	65
6	Municipal vacant lot - Sebago Shoe	24
8	Saccarrappa Park - below potential building	60
<i>Sub Total</i>		234

Total Parking Spaces **2128**

Total Public Parking Spaces 130
Total Private Parking Spaces 104

Table 4. Projected Downtown Parking Demand, City of Westbrook, Me., August 2004.

Location	Identification	Retail	Office	Restaurant	Industrial	Residential	Church	Gen. Business***	Total S.F.	Parking Spaces Needed							Tot. Space
										Retail	Office	Rest	Ind	Resi	Church	Gen Bus	
1 Wstbk Commons	1 Wstbk Commons	12,800	12,800			12,800			38,400	51	42	0	0	19	0	0	113
12 Wstbk Commons	12 Wstk Commons		5,820						5,820	0	19	0	0	0	0	0	19
910 Main St	American Journal		3,456						3,456	0	11	0	0	0	0	0	11
8 Bridge St	Back Building @ Spur				2,732				2,732	0	0	0	2	0	0	0	2
782 Main St.	Big Apple Gas	1,344							1,344	5	0	0	0	0	0	0	5
35 Church St	Blais Funeral Home							6,380	6,380	0	0	0	0	0	0	6	6
795 Main St	Blais Office Bldg		2,029						2,029	0	7	0	0	0	0	0	7
907 Main St	Card Shop	3,360							3,360	13	0	0	0	0	0	0	13
917 Main St	Children's Consign	5,264							5,264	21	0	0	0	0	0	0	21
825 Main St	Chiropractor's Office		1,650						1,650	0	5	0	0	0	0	0	5
838 Main St	Cooper		5,660						5,660	0	19	0	0	0	0	0	19
870 Main St	CVS	8,750							8,750	35	0	0	0	0	0	0	35
758 Main St.	Cyr Hair Designs							2,487	2,487	0	0	0	0	0	0	2	2
90 Bridge St	Dana Warp Mill		54,100						54,100	0	179	0	0	0	0	0	179
922 Main St	Dollar Store	5,520							5,520	22	0	0	0	0	0	0	22
31 Central St	Double Agents		2,000						2,000	0	7	0	0	0	0	0	7
808 Main St	Dr. Favier							2,011	2,011	0	0	0	0	0	0	2	2
13 Pleasant St.	Dr. Valliere		11,238						11,238	0	37	0	0	0	0	0	37
873 Main St	Driving School							4,368	4,368	0	0	0	0	0	0	4	4
742 Main St.	Dunkin Donuts	1,460							1,460	6	0	0	0	0	0	0	6
98 Bridge St	Eagles Club							5,064	5,064	0	0	0	0	0	0	5	5
967 Main St	Electronic Repair							308	308	0	0	0	0	0	0	0	0
752 Main St	Emerald Prop Mgmt		3,260						3,260	0	11	0	0	0	0	0	11
880-888 Main St	Family \$/Maine St. Café	10,281	20,562						30,843	41	68	0	0	0	0	0	109
849 Main St	Fleet Bank	3,786							3,786	15	0	0	0	0	0	0	15
7 Dana St	Foote Property	16,800	16,800			16,800			50,400	67	55	0	0	25	0	0	148
851 Main St	Full Court Press		4,200					4,200	8,400	0	14	0	0	0	0	4	18
869 Main St	Furniture/Bridge St	2,451							2,451	10	0	0	0	0	0	0	10
925 Main St	Gas Station	6,300	6,300			6,300			18,900	25	21	0	0	9	0	0	55
Gazebo Property	Gazebo Property	16000	16000			16000			48,000	64	53	0	0	24	0	0	141
916 Main St	Guidi's Diner					736			736	0	0	0	0	1	0	0	1
Brown St	Hair & Tanning Salon							2739	2,739	0	0	0	0	0	0	3	3
947 Main St	Hair Salon & Apt					1,856		1,856	3,712	0	0	0	0	3	0	2	5
4 Dana St	Harry Foote Prop	5,240	5,240			5,240			15,720	21	17	0	0	8	0	0	46
900 Main St	Hub Furniture	3,296							3,296	13	0	0	0	0	0	0	13
963 Main St	Locksmiths & Apt					1,408		1,408	2,816	0	0	0	0	2	0	1	4
14 Pleasant St.	Loose Ends Salon							2,752	2,752	0	0	0	0	0	0	3	3
790 Main St	Maine Bank & Trust		3,168						3,168	0	10	0	0	0	0	0	10
820 Main St	Maine Foster Care		4,904						4,904	0	16	0	0	0	0	0	16
942 Main St	Maine Rubber	15,000	15,000			15,000			45,000	60	50	0	0	23	0	0	132
894 Main St	Martini Lane	5,000	5,000			5,000			15,000	20	17	0	0	8	0	0	44
Mission Possible	Mission Possible							8,944	8,944	0	0	0	0	0	0	9	9
823 Main St	Moonlight Cleaners							1,785	1,785	0	0	0	0	0	0	2	2
959 Main St	Muffler Repair							2,131	2,131	0	0	0	0	0	0	2	2
826 Main St	Office Bldg		1,744						1,744	0	6	0	0	0	0	0	6
776 Main St.	Office Bldg		1,483						1,483	0	5	0	0	0	0	0	5
850 Main St	Office on Commons	9,576	9,576			9,576			28,728	38	32	0	0	14	0	0	84
17 Wstbk Commons	Old P.O.		6,820						6,820	0	23	0	0	0	0	0	23
835 Main St	Peoples Bank	2,701							2,701	11	0	0	0	0	0	0	11

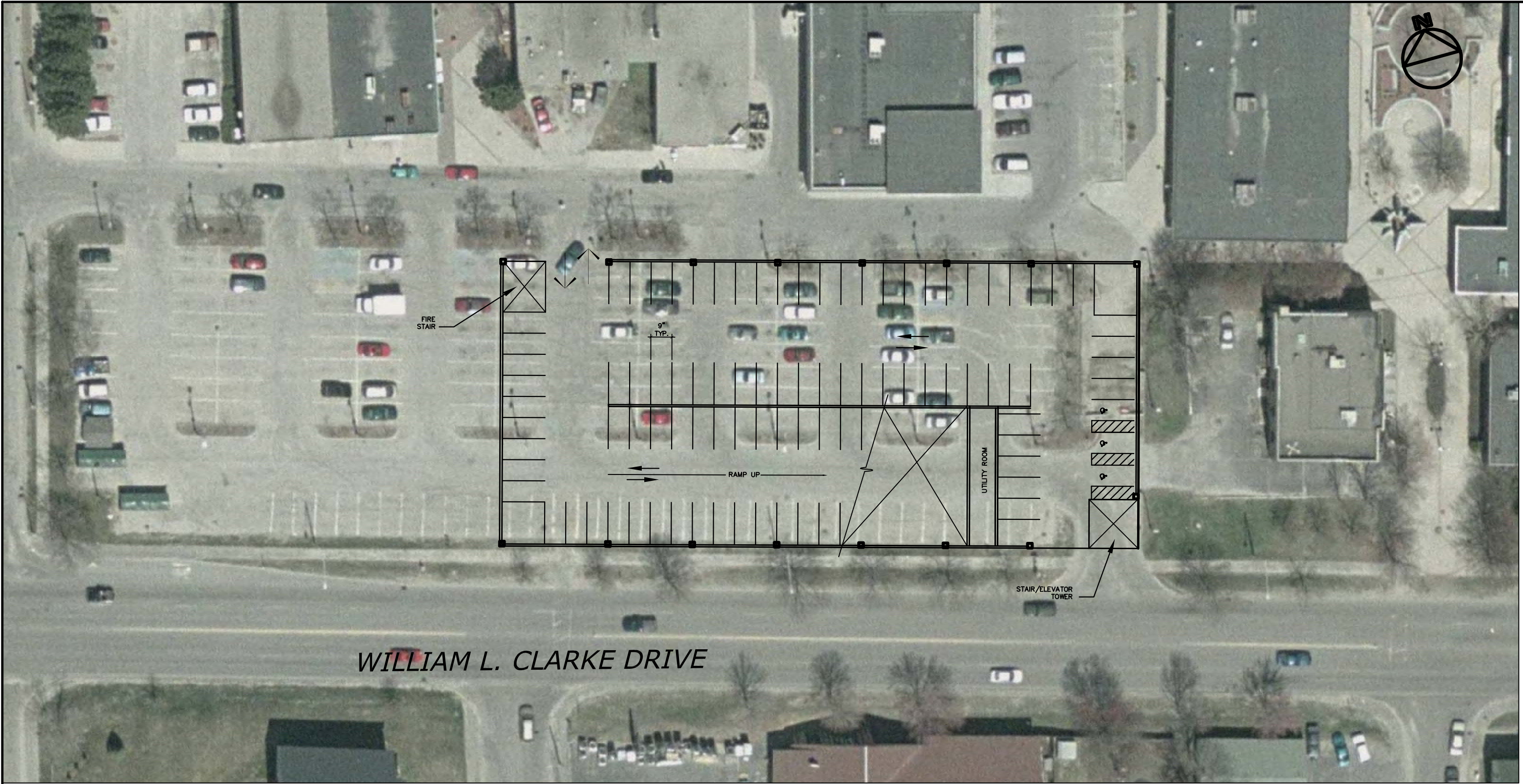
Table 4. Projected Downtown Parking Demand, City of Westbrook, Me., August 2004.

Location	Identification	Retail	Office	Restaurant	Industrial	Residential	Church	Gen. Business***	Total S.F.	Parking Spaces Needed							Tot. Space
										Retail	Office	Rest	Ind	Resi	Church	Gen Bus	
920 Main St	Permathane Bldg				9,640				9,640	0	0	0	6	0	0	0	6
768 Main St.	Pizza by Angelone			1,204					1,204	0	0	0	0	0	0	0	0
969 Main St	Pratt Life & Benefits	7,000	7,000			7,000			21,000	28	23	0	0	11	0	0	62
Presumpscot Comm	Presumpscot Commons					27,918			27,918	0	0	0	0	42	0	0	42
918 Main St	Profenno's Bar			4,411					4,411	0	0	1	0	0	0	0	1
821 Main St	Rent-a-Center	6,075	6,075						12,150	24	20	0	0	0	0	0	44
1 Riverfront Plz	Riverfront Plaza		140,000						140,000	0	462	0	0	0	0	0	462
57 Bridge St	Rivers Edge Deli			2,520					2,520	0	0	1	0	0	0	0	1
861 Main St	Rookie's			3,146					3,146	0	0	1	0	0	0	0	1
Saccarrappa Park	Saccarrappa Park	16000	3200			3,200			22,400	64	11	0	0	5	0	0	79
11 Bridge St	Salvation Army	6,000	6,000			6,000			18,000	24	20	0	0	9	0	0	53
30 Lincoln St	Sebago Mocc		23,284						23,284	0	77	0	0	0	0	0	77
39 Mechanic St	Sebago Shoe				31,160				31,160	0	0	0	19	0	0	0	19
846 Main St	St. Germaine Eng		3,098						3,098	0	10	0	0	0	0	0	10
21 Saco St	Storage Realty LLC		10,331						10,331	0	34	0	0	0	0	0	34
937 Main St	Stultz				4,004				4,004	0	0	0	2	0	0	0	2
22 Saco St	Sullivan Tire	6,000	12,000						18,000	24	40	0	0	0	0	0	64
6 Ash St	Telephone Co.				4,456				4,456	0	0	0	3	0	0	0	3
30 Central S	True Value Hardware	8,202							8,202	33	0	0	0	0	0	0	33
35 Cross St	True Value Hardware	792							792	3	0	0	0	0	0	0	3
934 Main St	Vacant Bldg	3,768							3,768	15	0	0	0	0	0	0	15
863 Main St	Valle's Plaza	4,150	4,150	2,075		4,150			14,525	17	14	1	0	6	0	0	37
810 Main St***	Westbrook Warren						325		325	0	0	0	0	0	98	0	98
Wstbk Rec Cntr	Wstbk Rec Center		7,308						7,308	0	24	0	0	0	0	0	24
Total Sq. Footage		192,916	441,256	13,356	51,992	138,984	325	46,433	885,262	772	1456	4	31	208	98	46	2,615
Parking Spaces/Unit Indicated**		4/1,000	3.3/1,000	0.3/1,000	0.6/1,000	1.5/1,000	0.3/Seat	1/1,000									
Total Parking Spaces Needed		772	1,456	4	31	208	98	46	=	2,615							
Total Existing Parking Spaces in Downtown																	1,898
Existing + Potential New Parking Lots/Spaces																	2,128
Amount of Surplus or (Deficit) w/out Potential New Spaces																	(717)
Amount of Surplus or (Deficit) w Potential New Spaces																	(487)

**Source: Transportation and Traffic Engineering Handbook, 1976, P. 709.

***includes warehousing

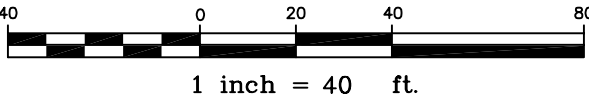
***Church Services held during non-business hours



Parking Stucture
Design By:

Carl Walker
Parking
Planning Engineering Restoration

800 Kings Highway North
Suite # 201
Cherry Hill N.J. 08034-1511



Rev.	Date	Revision
-	-	-

Design: JLW	Date: FEB 2006
Draft: ZRJ	Job No.: 965
Checked: TLG	Scale: 1"=50'
File Name: 965-AERIAL.dwg	

GP

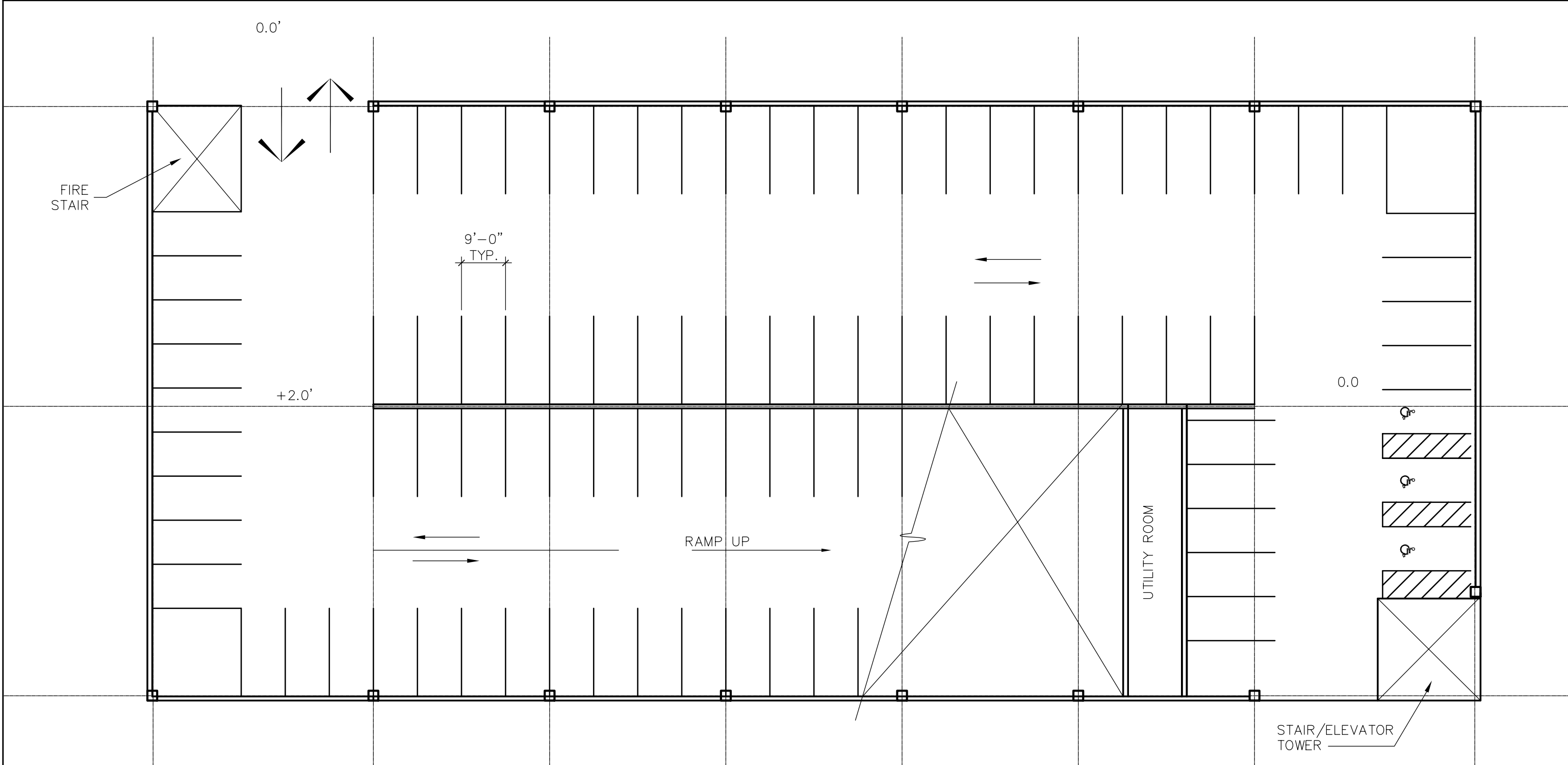
Gorrill-Palmer Consulting Engineers, Inc.

Traffic and Civil Engineering Services

PO Box 1237
15 Shaker Road
Gray, ME 04039

207-657-6910
FAX: 207-657-6912
E-Mail: mailbox@gorrillpalmer.com

Drawing Name:	Potential Parking Garage Site
Project:	WESTBROOK DOWNTOWN PARKING STUDY

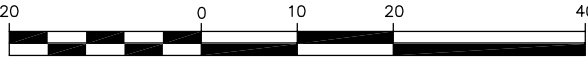


Parking Stucture
Design By:

Carl Walker
Parking
Planning Engineering Restoration

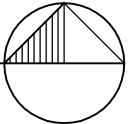
800 Kings Highway North
Suite # 201
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OPTION 1 GROUND LEVEL



1 inch = 20 ft.

North



PARKING SUMMARY

LEVEL	STANDARD SPACES ○	COMPACT SPACES △	ADA □	TOTALS
GROUND	88	—	3 *	91
TYPICAL	105	—	3 *	108
ROOF	77	—	—	77

* QUANTITY OF ADA SPACES TO BE DETERMANED BY TOTAL NUMBER OF PARKING REQUIRED

Rev.	Date	Revision
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Issued For	Date	By
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Design: JLW	Draft: ZRJ	Date: MAY 2006
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File Name: OPTION 1.dwg		
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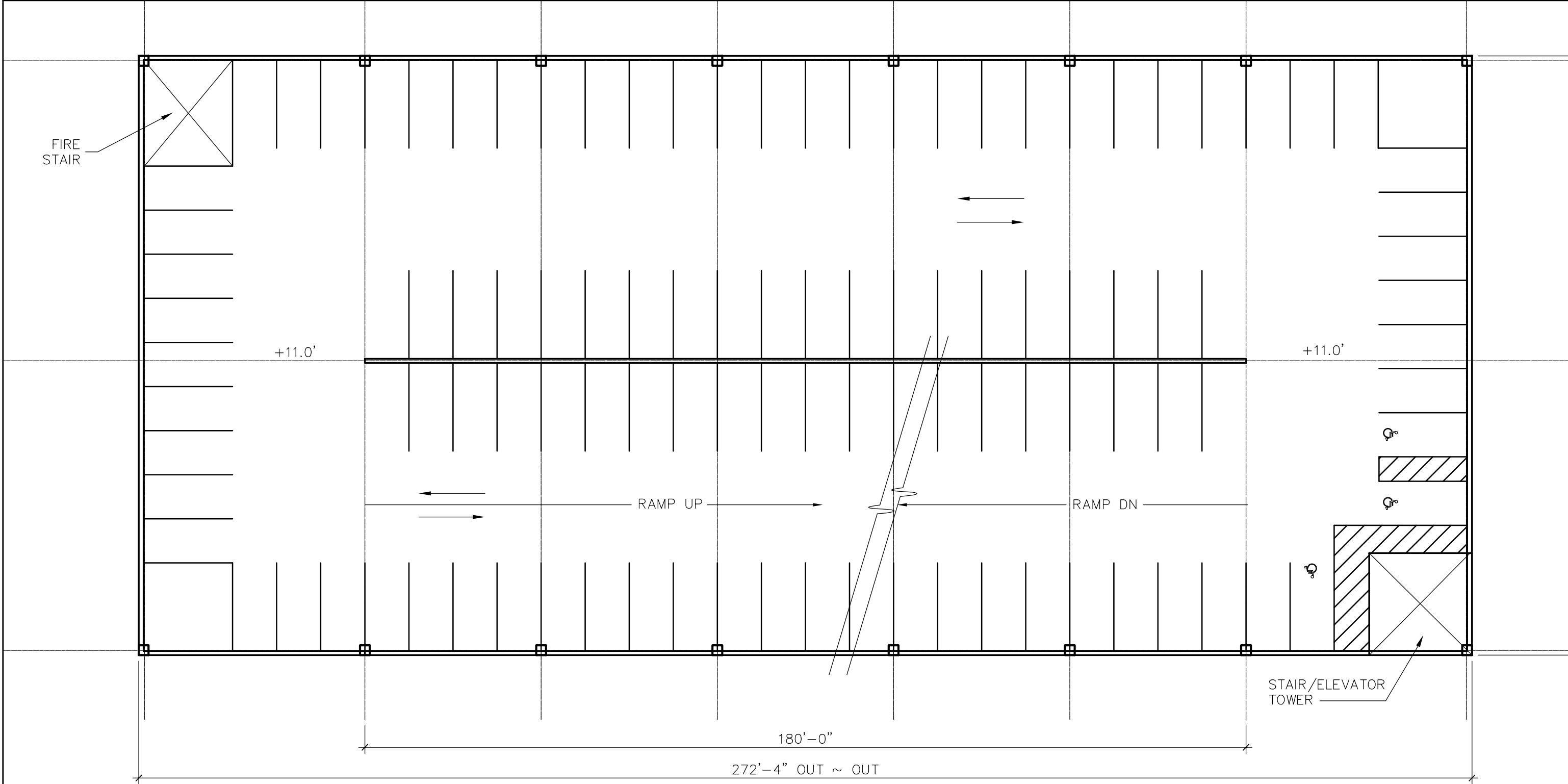
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FAX: 207-657-6912
E-Mail: mailbox@gorrillpalmer.com

Drawing Name:	Conceptual Parking Garage – Ground Level
Project:	WESTBROOK DOWNTOWN PARKING STUDY
Client:	FACTS & THE CITY OF WESTBROOK

Drawing No.

4A

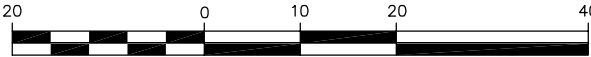


Parking Stucture
Design By:

Carl Walker
Parking
Planning Engineering Restoration

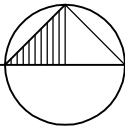
800 Kings Highway North
Suite # 201
Cherry Hill N.J. 08034-1511

OPTION 1 TYPICAL LEVEL



1 inch = 20 ft.

North



PARKING SUMMARY

LEVEL	STANDARD SPACES	COMPACT SPACES	ADA	TOTALS
GROUND	88	—	3 *	91
TYPICAL	105	—	3 *	108
ROOF	77	—	—	77

* QUANTITY OF ADA SPACES TO BE DETERMINED BY TOTAL NUMBER OF PARKING REQUIRED

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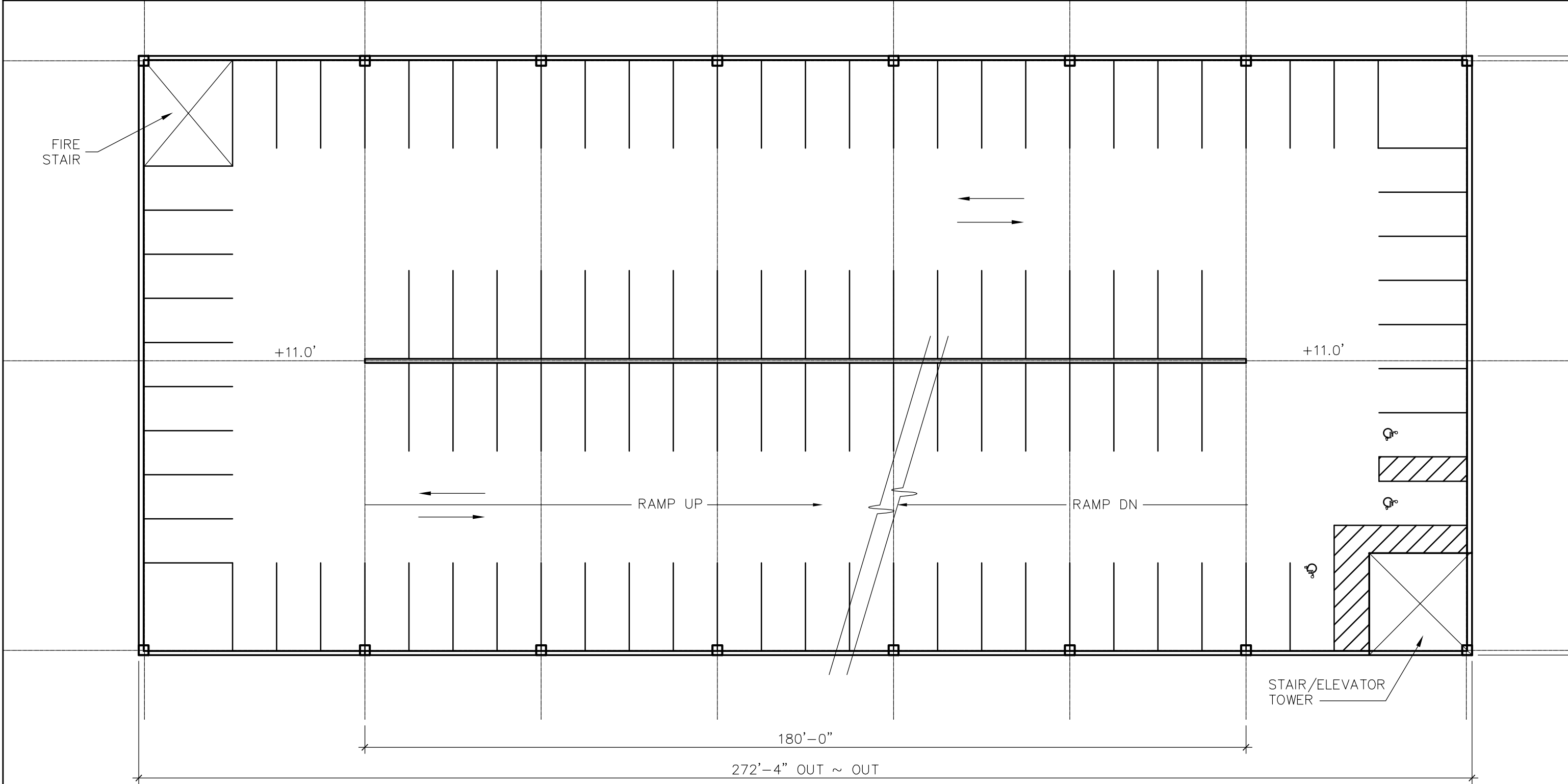
207-657-6910
FAX: 207-657-6912
E-Mail: mailbox@gorrillpalmer.com

Traffic and Civil Engineering Services

Drawing Name:	Conceptual Parking Garage – Typical Level
Project:	WESTBROOK DOWNTOWN PARKING STUDY
Client:	PACTS & THE CITY OF WESTBROOK

Drawing No.

4B

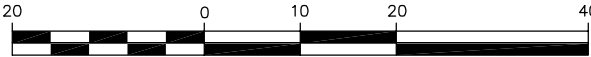


Parking Stucture
Design By:

Carl Walker
Parking
Planning Engineering Restoration

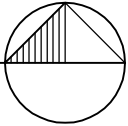
800 Kings Highway North
Suite # 201
Cherry Hill N.J. 08034-1511

OPTION 1 TYPICAL LEVEL



1 inch = 20 ft.

North



PARKING SUMMARY

LEVEL	STANDARD SPACES	COMPACT SPACES	ADA	TOTALS
GROUND	88	—	3 *	91
TYPICAL	105	—	3 *	108
ROOF	77	—	—	77

* QUANTITY OF ADA SPACES TO BE DETERMINED BY TOTAL NUMBER OF PARKING REQUIRED

Rev.	Date	Revision
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Issued For	Date	By
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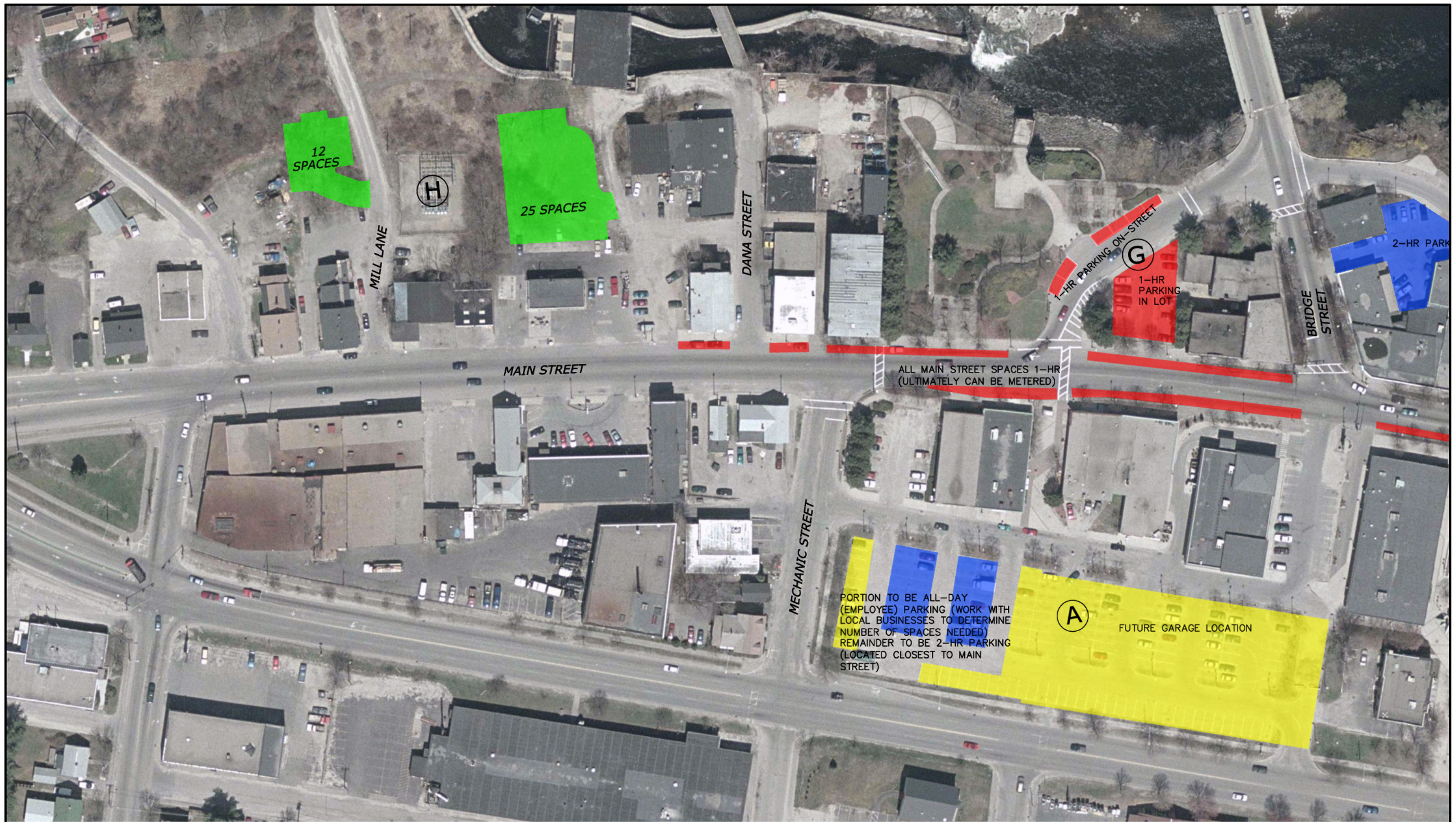
E-Mail: mailbox@gorrillpalmer.com

Traffic and Civil Engineering Services

Drawing Name:	Conceptual Parking Garage – Roof Level
Project:	WESTBROOK DOWNTOWN PARKING STUDY
Client:	PACTS & THE CITY OF WESTBROOK

Drawing No.

4C



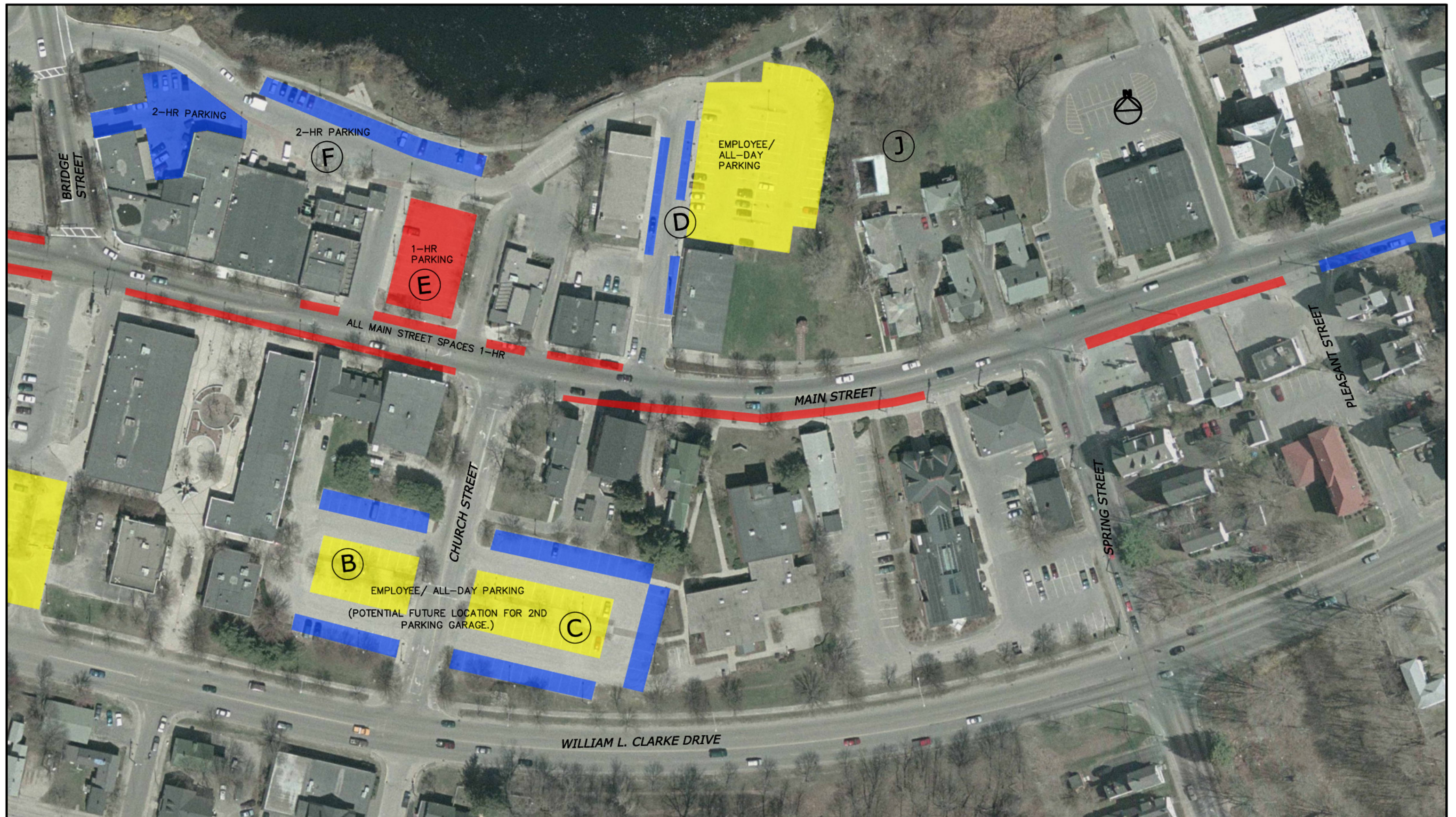
- 2 HOUR PARKING

- NO TIME LIMIT/ ALL DAY PARKING

- 1 HOUR PARKING

- 8 HR/ EMPLOYEE PARKING

						Design: JLV Draft: ZRU Date: APRIL 2006 Checked: TLG Scale: 1" = 40' Job No.: 985 File Name: 985-AERIAL.dwg This plan shall not be modified without written permission from Gorrill-Palmer Consulting Engineers, Inc.(GPCEI). Any alterations, authorized or otherwise, shall be at the user's sole risk and without liability to GPCEI.			GP Gorrill-Palmer Consulting Engineers, Inc. PO Box 1237 15 Shaker Road Gray, ME 04039 Traffic and Civil Engineering Services 207-657-6910 FAX: 207-657-6912 E-Mail: mailbox@gorrillpalmer.com			Drawing Name: Parking Management Study			Drawing No.
									Project: WESTBROOK DOWNTOWN PARKING STUDY			5			
Rev. Date Revision			Issued For Date By						Client: PACTS & THE CITY OF WESTBROOK						



Rev.	Date	Revision
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Issued For	Date	By
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Design: JLW	Draft: ZRJ	Date: APRIL 2008
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Drawing Name:	Parking Management Study
Project:	WESTBROOK DOWNTOWN PARKING STUDY
Client:	FACTS & THE CITY OF WESTBROOK

Drawing No.
6



- 2 HOUR PARKING
 - NO TIME LIMIT/ ALL DAY PARKING
 - 1 HOUR PARKING
 - 8 HR/ EMPLOYEE PARKING

Rev.	Date	Revision
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Issued For	Date	By
-	-	-

Design: JLW	Draft: ZRU	Date: APRIL 2006
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Drawing Name:	Parking Management Study
Project:	WESTBROOK DOWNTOWN PARKING STUDY
Client:	PACTS & THE CITY OF WESTBROOK

Drawing No.	7
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MEETING NOTES

By: Rebecca Brown
Date: October 20, 2005
Subject: Westbrook Downtown Parking Study/Management Plan
First Advisory Committee Meeting to Review Project Scope
Attendance: Brooks More, Eric Dudley, William Gowen, Stephen Pate, Bruce Chuluda, Erik Carson, John O'Hara, Jason Provencher, Tom Gorrill, Rebecca Brown

The purpose of this meeting was to review the scope of the project and determine where changes needed to be made in the scope. In addition, this meeting was used to outline future committee and public meetings and discuss the public role in committee meetings. Tom and Rebecca began by giving a presentation which outlined the work to be completed, then opened the floor to discussion. Discussion items included the following:

1. Bill felt that the 5 minute walking distance restriction was too high and that people will not want to walk 5 minutes to their destination.
2. Steve P. asked whether Gorrill-Palmer Consulting Engineers Inc. will be interviewing business owners to get feedback of parking issues as part of their data collection. Tom noted public opinion is very important in completing the study and that part of today's meeting is to identify how public input will be obtained. The goal is to gain this information at a public meeting that would involve business owners, property owners, and residents of the community. Brooks noted that the City has a mailing list of business and property owners, and that the Committee needs to generate enthusiasm and involvement from the public toward the study. Brooks suggested a Chamber meeting in the middle of the day to get business owners to provide feedback on parking issues.
3. John noted that the public needs to be sold on the idea of parking structures if they are found to be the best alternative, and the public needs to feel that the Committee has examined all other possibilities and exhausted any surface parking lots before a parking structure would be considered because of the cost associated with constructing and maintaining a parking structure and the long term burden that a parking structure could impose on the City.
4. Bruce stated that the municipal lot behind the CVS building is currently being used by commuters from the west who park here and carpool to Portland and other areas, and asked how GPCEI would observe this. Tom noted that this isn't something that GPCEI would be going out to count directly. Instead, this would be an issue identified by public comment or through the Committee. Brooks noted that license plate counts were done of this and other lots, which could allow for identifying the use of each lot. John noted that Public Works can run the plates of a vehicle seen parking in the same lot for extended periods of time. A letter is then sent to the vehicle owner requesting that the owner refrain from parking in the lot or face the risk of being towed. Tom commented that a review of the existing data needs to be completed to determine whether additional parking inventory should be completed, which might include this information.

5. Tom noted that time of day variation in parking demand for several uses allows for sharing of parking spaces. For example, spaces used by a medical office during the day are empty at night and may be able to be used by residents. The difficulty is that business owners can be proprietary about their parking spaces and do not want to share parking spaces. Another issue is that while demand for parking spaces for commercial and residential uses seems to be during opposite periods during the week, this is not the case for the weekends. Therefore, weekends can leave businesses and residents competing for the same parking spaces.
6. Bruce asked whether sticker or permit programs for businesses might be a possibility for downtown. Tom commented that such programs are not well received. Residential stickers were proposed for the area surrounding Hadlock Field, but the residents did not want the program because they felt it could limit their parking and make it difficult for visitors to find non-permit parking. This is one area where a garage was constructed, but Hadlock Field can not get patrons to use the garage instead of the residential streets for parking. Tom noted that it is often difficult to get people to use structured parking, but extremely important because of the loss of revenue that can occur if people do not use the lot.
7. The format for the first public meeting was discussed in great detail. The following is a summary of the comments and suggestions from this discussion.
 - a. A community fair format was agreed upon for the first public meeting. The fair would be open from 11:30 AM to 8:30 PM, and would include a presentation by GPCEI at noon and 6:30 PM. The first presentation would be primarily to benefit business owners and employees who work in downtown during regular business hours. The second presentation would be primarily for residents. Both presentations would be open to anyone who wishes to attend.
 - b. The fair will include several boards posted around the room that depict different aspects of the project and invite community members to comment on the boards. One board would show the study area and ask community members to make suggestions for revising the study area. Other boards will identify key parking issues that have been identified and ask community members to comment on these issues. It was suggested that post-it notes be used for people to make comments. For example, a large aerial would be posted showing the entire study area. Community members could write comments about various pieces of the study area on post-its and place those post-its on the respective location or put index cards into boxes corresponding to various areas. Another suggestion was that a large aerial be posted and that community members use push-pins to mark on the aerial the locations where they typically park. These push-pins could be color-coded to identify whether the person parking is a resident, employee/business owner, or customer/visitor to downtown; or to identify the reason for making the trip: work, home, shopping, etc.
 - c. John suggested holding the meeting in the vacant furniture store downtown so that it is easily accessible to business owners and employees downtown. The Committee was in agreement that the best location is in the downtown area. Brooks suggested that the Congregational Church may be a better location for the meeting.
 - d. John suggested handing out a questionnaire to business owners and property owners about parking issues in downtown Westbrook at the fair and asking them to place the questionnaire in a box when completed. This would be an opportunity for the community to make anonymous comments and provide feedback in a non-

confrontational manner. Old Orchard Beach has a downloadable questionnaire on their website, which has been very effective in obtaining public feedback. Some suggested questions included:

- i. Do you believe there is parking problem in downtown Westbrook?
 - ii. What problems can you identify?
 - iii. What suggestions would you have for mitigating these problems?
 - iv. How long have you been in business? Do you have any plans to expand? Where will your parking come from if you expand?
 - v. If the City does nothing to improve parking, will you stay in business in Westbrook? Will you expand?
- e. The meeting date was set for November 17, 2005 from 11:30 AM to 8:30 PM. The presentation is to be recorded and televised for the entire week following the meeting to allow all those who are unable to make the presentation on November 17 to see the full presentation.
8. The next Downtown Parking Committee meeting was set for November 10, 2005 at 7:15 AM. This meeting will be used to finalize the details of the November 17 public meeting.
9. An interim public meeting was set for January 19, 2006 to present the findings of the existing conditions evaluation to the public. At this meeting, existing parking issues will be identified, followed by discussion of potential solutions. The public will then be allowed to give feedback on which aspects they like or don't like about the potential solutions and to suggest alternative solutions.
10. The Committee decided to find at least one additional member who would be a "neutral" member of the public. This person should be a resident of Westbrook, but not own or work at a business in the downtown area and not be affiliated with any organization having an agenda related to downtown parking. Several suggestions were made and the Committee was asked to consider possible members to contact about joining the Committee. Following the meeting, Brooks emailed a list of all suggestions and asked the Committee members to identify their top four choices from the list.
11. The possibility of allowing public involvement at Committee meetings was discussed. Bruce felt that the public should be allowed to attend all meetings. Brooks noted that while the public may attend, it should be understood that the Committee needs to progress with work so public input during the meetings may need to be limited. Perhaps public comment could be held until the end of the meeting. The Committee appeared in general agreement that public should be allowed at all meetings if they desire to attend. It was also agreed that the minutes from each meeting would be posted on the website for the public to view.

The Committee Meeting adjourned with the next meeting being set for November 10 at 7:15 AM in the Public Safety Building. The first public meeting will be held on November 17 from 11:30 AM to 8:30 PM. The meeting will be a community fair format with presentations by GPCEI at noon and 6:30 PM. The location of the meeting is to be determined. An interim public meeting was set for January 19, 2006. The location and time of the meeting has not been set.

C: Downtown Parking Committee

**Public Comments after Presentations
Community Meeting
Westbrook Downtown Parking Study/Management Plan
November 14, 2005**

STRENGTHS

- Easy to find a spot
- Free parking
- Not worrying about parking meters
- Convenient for customers

WEAKNESSES

- Signs are worn out
- Employees park in customer spaces
- Inner “core” lots are congested
- Evening time is peak demand/congested
- Banking hours are congested
- More parking needed for additional businesses
- People don’t like to cross Main St. on foot
- East-West commuter traffic
- New garage doesn’t serve Main St. – too far to walk
- Dana Warp has inadequate parking
- Lack of enforcement – Who should enforce?
- Need better parking lighting (customers need to feel safe)
- Lack of signage & entrances to municipal lot behind CVS
- Require too many parking spaces for residential uses
- Parking lots as detour routes
 - o Post Office
 - o CVS
 - o Bank of America lot
- Lack of turnover parking
- Inconsistent enforcement of cars parked on street during bans – Who decides on towing?
- Not enough lots for parking bans – North side of River

CHALLENGES

- Sewer interceptor
- Not making any more land
- Lost parking behind Old High School
- Flooding
- Businesses need/want 6 spaces per 1,000 s.f. of building area
- Need more of a draw – retail in particular
- High traffic volume
- Directing through-traffic to Wayside Drive
- Only two bridges, which are old
- Wayside Drive at Saco Street bottleneck
- Slowing down commuter traffic
- Parking lot detour routes
- Balance between public vs. private provision of parking spaces
- Parking infrastructure from urban renewal is getting worn out – Where will funding come from?
- Stroudwater Bridge closure traffic
- Parking bans
 - Need places to park (Brown Street area)
 - Need signage to alert residents
 - Need signage at entrances to city
- Education on where parking is available
- Surface parking dedicated to 1 Riverfront Plaza
- Dana Warp Mill
- Parking too close to intersections – repaint corners
- Parking ban ordinance

OPPORTUNITIES

- River & waterfall
 - Don't put parking along the River
 - Businesses attracted by the water
 - Emerald belt
- Riverfront development on Brown Street w/pedestrian bridge
- Promote & expand transit
 - Alternatives to the single hub system
 - Make schedule more attractive
- Capture commuter traffic – signage on William Clarke Drive
- Garage w/pedestrian walkway over William Clarke Drive
- SAPPI land behind Roger LeClair's shop – surface parking
- Stultz property for sale

ADDITIONAL COMMENTS FROM MAPS/GRAPHICS

- Need sidewalks along Bridge Street, near Dana Warp Mill
- Bridge St, by Dana Warp Mill is congested/dangerous during winter for both vehicles and pedestrians
- Need parking garage for Dana Warp Mill employees, maybe between Mill and Sebago Mocc. Building
- Allow Dana Warp Mill employees use of available space in parking garage on Dana Ct
- Expand study area to include Brown St to Reserve St (downtown area employees often park along Brown St as far as St Hyacinth's)
- Need signage identifying parking areas
- Area behind Maine Rubber building is "No Man's Land"
- Need turn-over parking for new uses around Sebago Commons
- All-way stop at Mechanic St and Quimby St
- Parking garage either off Bridge St spur or behind CVS
- Plenty of available parking behind CVS
- CVS, Family Dollar, Martini Lane area lots usually ½ to 2/3 full, often closer to full – no room to have "given away" 90 spaces
- Possible housing on top floors of existing business uses
- On-street parking at end of Brackett St seems dangerous
- Allow on-street parking length of Main St
- Need clear signage identifying public parking, business locations, & fire lanes, as well as traffic flow behind Rookie's – is it one-way or two-way?
- Hard to get from Ash St onto Main St during peak hours
- Connect the Ash Street lot to the Post Office lot and close the exit from the Post Office lot to the Foster Field lot
- Reconfigure the Post Office entrance and exit
- The left turn from Main St to the Post Office is dangerous

Locations for Directional Signage

- William Clarke Drive at Main Street
- Westbrook Arterial at William Clarke Drive and Main Street
- Bridge Street at Main Street
- Cumberland Street at Warren Avenue
- Main Street at Harnois Avenue

WHERE DO PEOPLE PARK?

- All Day Parking
 - Business owners/employees
 - Bridge St in front of Dana Warp Mill
 - Parking Garage on Dana Ct
 - Lot adjacent to Hub Furniture
 - Lot behind CVS/Family Dollar
 - Ash St Municipal Lot
 - Blais Office Building (795 Main St)
 - Walker Memorial Library
 - Behind 808 Main St
 - Area Residents
 - Lot behind CVS/Family Dollar
 - Commuters
 - Parking Garage on Dana Ct
 - Church St Municipal Lot
- Long Term Parking
 - Overnight
 - Lot behind CVS/Family Dollar
 - Behind Valley Square
- Short Term Parking
 - Business Owners/Employees
 - Behind Bank of America
 - Lot between Bank of America and TD Banknorth
 - Along Ash St
 - Along Main St, near 795 Main
 - Church St Municipal Lot
 - Area Resident
 - Bridge St in front of Dana Warp Mill
 - Along Brown St
 - Profenno's
 - Bridge St Spur
 - Behind Vallee Square
 - Lots adjacent to and behind CVS/Family Dollar
 - True Value Hardware
 - Behind Bank of America
 - Lot between Bank of America and TD Banknorth
 - Ash St Municipal Lot
 - Post Office Lot
 - Foster Field Lot
 - Along Foster St
 - Along Main St (near 758 Main)
 - Pleasant St
 - Walker Memorial Library
 - Church St Municipal Lot

Public Comments – Noon Presentation

- Good amount of available one-hour free parking – no need to use meters
- Signs directing people to parking are worn – need to be replaced
- Non-retail employees park in “better” spots, forcing shoppers to park further away
- Concentrated uses – Rookies, Chicky’s – everyone fighting for same few spots (also easy to walk between uses)
- Evenings are biggest problem with people coming to eat – large number of restaurants
- Pay day is busy with people banking
- Restaurant near the Falls could have a problem for parking – no parking in the area
- Limited supply for additional development – not going to have more business without parking
- People do not like to walk across Main Street or William Clarke Drive – safety problems
- A pedestrian bridge would be nice but hard to get people to use it and can be expensive – want to get people to channelize people to crossing areas and use pedestrian-actuated signals, etc...
- Use peripheral parking and people walk in as opportunity
- Even if a garage is build behind CVS, people still need to cross Main Street
- Westbrook is in the East-west corridor and is very congested during commuter hours – people don’t walk because of this
- The parking garage on the other side of the River (North side?) does not service this side, it is too far to walk, especially in bad weather, and it is employee parking only, not public parking
- Dana Warp Mill businesses have inadequate parking – children in area can’t be seen
- Parking ordinances are not enforced – people park too close to intersections & extend parking time limits
- Waterfall and Riverside Park attract businesses, City keeps trying to put parking in these locations; Should put businesses in these locations instead of parking lots; would like to see outlets, retail & restaurants
- Some people want to see Westbrook look similar to Freeport, with greenbelt around River
- Kayak races – funding fell through – going to open dam and put businesses along River with outdoor eating
- Land Plan – Riverfront Plan – Master Plan done by Orcutt Associates
- Sewer interceptor line runs where buildings were proposed to be
- Finding available land is a challenge – there is not much
- Parking behind school was lost – now senior citizen parking; cannot be used by students & residents
- Flooding is a challenge – rain storms flood roads
- Businesses want more parking than Westbrook requires, built-in deficit – need to examine parking ordinances

- Need more of a draw to downtown – a lot a businesses & restaurants, but need more retail to draw people in; but more retail can raise more parking issues – people don't want to develop here because there is no parking
- Direct people to use William Clarke Drive instead of Main Street
- Do not have adequate River crossings – only two and old and worn; lack of access
- Brown St could provide businesses access to River for development – pedestrian bridge to Park; but emergency vehicle must be able to drive across it
- The existing walkway is ugly

Public Comments – Evening Presentation

- If City promoted a public transportation system that was attractive and went everywhere you wanted to go without having to go into Portland to get on another bus, etc...- parking & traffic issues would be quite reduced
 - Need an alternative to a single hub system
 - Tax incentives to encourage people to use it
 - Used to be a trolley system that worked much better than current bus system
- Main Street & William Clarke Drive are assets because consumers pass-by downtown twice a day – however, no draw to get people to use local businesses
 - 13,900 vpd – William Clarke Drive; 13,600 vpd – Main Street
 - William Clarke Drive close to 25,000 vpd now (need to check)
- One-way traffic on Main St & William Clarke Dr
- Open median at Center St so that people can access parking lot before Mechanic St – better alternative to losing parking spaces
- One-way traffic encourages people to use Main St & possibly stop once a day
- One-way brings truck traffic through Main St
- Orientation of all buildings is toward Main St, so people do not see front of buildings on William Clarke Dr, except Hannaford
- How successful are shuttle parking programs? USM is not? Work best for uses that cannot provide parking close by – USM ridership down since they built their garage
- Can't keep taxi service going, might be hard to keep shuttle going
- Maine Medical Center & Mercy Hospital use shuttle services that have worked well – large employers
- Difficult to put up new buildings and new housing to get people living downtown (Ex. 12-unit residential?)
- Require too many parking spaces per unit for residential land uses, per zoning – if developer wants one space per unit for market group & urban area, should be able to do that
- Spring St/Main St/Post Office – people detour through parking lots because of poor intersections; CVS lot, lot behind Bank of America, and Post Office lot are only way to take left turns
- Should parking be the responsibility of the City or the developers? People can “sell” unused spaces (done on Munjoy Hill) Balance needs of developers & City
- Need a garage with a pedestrian walkway crossing William Clarke Dr at CVS lot
- SAPPI land behind Roger LeClair's shop – ties in well with 5-minute walking distance for a parking garage or surface parking
- Stultz's place is for sale – good access to Roger's land – good for parking lot; has an existing crosswalk
- Existing infrastructure is old & worn out & needs updating – “Shelf life coming to an end”
- Funding for next steps???
- Who pays to restripe for angled spaces, etc?

- How will closing Stroudwater overpass to turnpike affect traffic downtown?
- Winter parking bans – Brown St does not have parking when a parking ban occurs (St. Hyacinth's Church as an option) – need to plan for winter parking bans & where to put cars – Businesses usually closed but problem for residents
- Educate community on where parking availability is – reminders at Christmas time, put in local papers, etc...
- New garage originally to have 100 turnover public parking spaces; found costs to staff, etc. was too high, so did not do this – was going to be used during parking bans, but not now because no attendants
- City-owned garage, and leased to Flannery – 4 of 5 levels are full Monday through Friday; 100 overflow spaces would be placed on top floor with "prime" spaces leased; did not want "transients" parking here
- Think people are willing to pay for a garage, but not surface spaces – do not pay for on-street parking
- Need to encourage turnover – only way is to account people for time spent parking – no turnover parking at businesses means loss of business
- Employees park in front of businesses, which send ripple effect to other businesses
- Set clear rules for parking & not deviate far from those rules – require businesses to take some responsibility for parking issues; require employees to park in perimeter spaces so core spaces become turnover spaces
- Meters gain revenue for City – investment to downtown made by paying meter
- Currently have 2-hour parking, but no one to enforce it – at Profenno's, parking where it says NO PARKING – who pays for enforcement?
- Frenchville restaurant – no signs about winter parking ban – got ticket for parking while moving in; can't park on King St at night, dead end road; Parking bans don't always make sense
- Dana Warp Mill – people park right up to intersection so you can't see anything trying to get out; problem at almost every intersection; need to paint yellow on curbs and post signs
- Nov. 15 – Apr. 15 – No Overnight Parking
- People parked on streets during parking bans leaves snow getting plowed into driveways; up to plow drivers to decide if car should be towed; blame-game of who should enforce parking restrictions
- Ash St parking lot can be used during parking bans
- Could use Saccharapa School for bans; need 4 lots (one at each corner of area); St. Hyacinth's Church for parking
- People without driveways have nowhere to park for long periods, even during no snow due to City Ordinance – need to look at changing ordinances
- Frenchtown
- Parking on one side of street during bans
- City Council would need to change
- Variable message signs posted with parking ban info

MEETING NOTES

By: Jennifer Williams
Date: January 18, 2006
Subject: Westbrook Downtown Parking Study/Management Plan GP JN965
Advisory Committee Meeting to Review Comments from Public Meeting; Begin Analysis
Attendance: Cindy Murphy, Erik Carson, Mayor Bruce Chuluda, Rene Daniel, Councilor John O'Hara ,
Bonnie Collett, Eric Dudley, Chief Paul McCarthy, Caren Michel, Steve Rand, Brooks More,
Tom Gorrill, Jennifer Williams
Distribution: Attendees, John Duncan, Ann Peoples, Bill Gowen, Jerre Bryant, Ken Lefebvre

The purpose of this meeting was to provide a brief summary of the project to date, and to review the results from the November public meeting. In addition, this meeting was used to discuss the existing conditions and initial analysis. Tom and Jennifer began presenting a summary of the comments and feedback received through the public forum held in November. These comments led to an open discussion, which included the following:

1. Eric Dudley provided a brief recap of the public meeting, and his impression of the overall tone of the comments received. He indicated that the two "hot spots" that much of the comment/discussions and emotions revolved around were the Bridge Street/Brown Street area and the Municipal Lot behind CVS. There was a lot of discussion at that meeting about the amount of on-street parking along both Bridge and Brown Streets that is used by employees at the Dana Warp Mill. Apparently one business is relocating to Gorham because of the lack of parking available for customers.
2. A lengthy discussion of the public comments followed, with particular attention focused on the somewhat conflicting points that while the majority of the respondents do feel there is a parking problem in the Downtown, an equal number of respondents say that parking does not negatively affect their decision to visit/shop Downtown. The committee also noted that while there were a lot of opposing views in these results, the one commonality among most respondents was the need for directional signage, especially for the municipal parking lots.
3. Steve asked about the availability of spaces in the garage by Riverfront Plaza, and the possibility of opening up those spaces for public use. Eric Dudley provided a good synopsis of the current system of operation of the facility which is strictly for permit parking with swipe cards for access. In order to open up any available space in the garage, a new management structure would have to be implemented, with attendants and a cash fee system, which would be difficult at best, and would substantially increase the operating costs of the parking garage. Tom followed up with a comparison of the pros and cons of a publicly managed parking plan and/or facility versus privately managed parking. John noted that one potential negative aspect of a publicly owned parking structure is that a municipality cannot react to the market as fast, in terms of parking fees, rate increases, etc. The flip side of this, however, is that the parking fees and regulations are more consistent between facilities if they all fall under the same management.
4. Mayor Chuluda asked about the upcoming Chamber luncheon, January 25th at noon, and the presentation on this Parking Study. Tom gave an outline of the presentation: a brief summary

of the process to date, how we got to where we are, a recap of the public meeting and the comments received and the general results of our initial analysis, to be followed by asking for their vision of the Downtown.

5. It was noted that most people are in the Downtown for one of four primary destinations: banking, the Post Office, the pharmacy, or one of the professional offices. Erik indicated that approximately 85% of the Downtown is comprised of professional/office space. The overall lack of retail in the Downtown was noted. Mayor Chuluda then asked if trying to attract more retail to the Downtown will only create more problems, or if the current parking issues are a hindrance to attracting the retail. Also, where would/should the retail go? Will it be in new construction, at the potential expense of surface parking? Or will it be redevelopment/reuse of existing buildings?
6. Chief McCarthy noted that there has been little mention of the existing parking regulations. He asked that they be looked at to determine if they are still appropriate. Tom indicated that the intention was to review the parking regulations as part of the development of the Parking Demand Management Plan.
7. The discussion then turned to the issues of financing for a parking structure and the idea of partnering. This led into a lengthy discussion of shared parking spaces, and the pros and cons associated with sharing spaces. Tom noted that time of day variation in parking demand for several uses allows for sharing of parking spaces. For example, spaces used by a medical office during the day are empty at night and may be able to be used by residents. The difficulty is that business owners can be proprietary about their parking spaces and do not want to share parking spaces. Another difficulty arises if residents or businesses are assigned specific parking spaces. Councilor O'Hara then asked if this is something that could be addressed through flexibility in ordinances. For example, development of a 10 acre parcel in the Downtown area would require 2 acres be open green space. However, if the developer is willing to provide shared use parking, then the green space requirement could be lowered to 1 acre. Tom stated that flexibility and creativity in ordinances is definitely something to be thinking about. He also added that density bonuses are oftentimes used as well.

The Committee Meeting adjourned with the next meeting being set for Friday, February 10 at 7:15 AM in the Public Safety Building. At that meeting, the Westbrook Housing Authority will be invited to make a presentation on a potential mixed use redevelopment of a downtown building, into retail and residential. Apparently, this particular site has no land for parking, and the Housing Authority is interested in the potential of shared parking.

MEETING NOTES

By: Peter Hedrich/Jennifer Williams
Date: January 25, 2006
Subject: Westbrook Downtown Parking Study/Management Plan GP JN965
Westbrook Community Chamber Luncheon Presentation
Distribution: Downtown Parking Advisory Committee

The purpose of this meeting was to provide an update of the project to the Westbrook Community Chamber, as well as to request input and comment from the Chamber Members. Brooks More and Erik Carson provided a brief overview of the Downtown Area, the history behind the study, and recent and planned development and/or redevelopment in the Downtown. Jennifer Williams then presented an overview of the study to date, along with a summary of the November public meeting and the comments received at that time. Following the presentation, the Chamber members were asked to provide comments/feedback/questions. These comments led to an open discussion, which included the following:

- Erik Carson noted that a hair salon near the corner of Bridge and Brown Streets is moving to Gorham due to consistent lack of customer parking.
- Employees need to park in peripheral areas, and leave the “front door” parking for customers/clients.
- What is the occupancy of the parking garage by Riverfront Plaza? The garage is approximately $\frac{3}{4}$ occupied; however, the remaining spaces are associated with the remaining, vacant office space, in 1 Riverfront Plaza.
- Maybe employees could park on Lincoln Street, by the skating rink. Why doesn't the City build a municipal parking lot on Lincoln Street, near the skating rink? Could probably get 20 to 25 spaces there.
- Roughly what is the distance for a three minute walk? Approximately 600 feet or so. A range of 600 to 1000 feet is a reasonable distance.
- There are currently approximately 150 employees in the Dana Warp Mill, with about 60 parking spaces along Bridge Street in front of the Mill.
- The Westbrook Housing Authority is trying to convert some downtown buildings into housing but is finding the parking requirements to be a hindrance.
- Are there other communities similar to Westbrook facing these same issues? What have they done or are they doing? Have they been successful? Peter Hedrich provided some background about Wolfeboro, NH, and Camden, which have both been facing similar parking issues. Education and enforcement seem to be two keys to ‘successful’ parking demand management.
- Have other communities relaxed their parking standards? If so, has this helped? No communities that we are aware of have relaxed parking standards.
- Some communities have successfully used a ‘smiley/frowning face’ as way of enforcement, rather than tickets. Cards with a frowning face are left on the windshield of employees cars

that are parked in spaces meant for customers/clients. This can be a good educational tool as well.

- If a system of parking permits is implemented, would downtown business owners or employees have to pay a fee for parking? All options are on the table for future discussion. The Committee will be evaluating various parking management options, and taking a draft of ideas to the public for additional comment.
- How many parking spaces are along the Ash Street Alley (behind Rookie's etc.)? Approximately 25.
- There is a need for more time limited, and enforced, parking spaces. Example, dance classes at the Dana Warp Mill are 90 minutes, so 2 hour spaces would be needed. Currently people are parking in the St. Hyacinth's Church lot and walking down Brown Street to get to these dance classes, oftentimes with young children.
- The City also owns a parcel near the River and St. Hyacinth's Church that could potentially become a parking lot for approximately 30 spaces.
- The new owners of the Hay building are considering an office park behind the building?
- What parcels does the City own, that are not currently parking lots, within the study area? Saccarapa Park, Gazebo, Saco Street triangle
- Is there anything that the City can do, physically, prior to the completion of this study? The study is expected to be finalized by late spring, which really is not much time for the City to actually do anything in advance of completing the study.

MEETING NOTES

By: Jennifer Williams
Date: February 10, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Advisory Committee Meeting to Review Comments from Public Meeting; Begin Analysis
Attendance: Erik Carson, Bill Gowen, Mayor Bruce Chuluda, Rene Daniel, Councilor John O'Hara, Eric Dudley, Steve Rand, Caren Michel, Cindy Murphy, John Gallagher (Westbrook Housing), Dick Begin (Westbrook Housing), Susan Eldridge (Westbrook Housing), Brooks More, Tom Gorrill, Jennifer Williams
Distribution: Attendees, John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Chief Paul McCarthy,

The purpose of this meeting was to review the types and locations of development expected to occur within the ten-year horizon of this study as well as the associated parking needs, and to identify potential new parking.

The meeting began with John Gallagher of Westbrook Housing Authority presenting a conceptual plan for construction of residential units above the Men's Shop building, at One Westbrook Common. Current Ordinance restrictions require 2,500 sq. ft. of land area per residential unit. This would result in only five upper level units at this site, which would be cost prohibitive. Minimum dwelling size is 500 sq. ft. plus 150 sq. ft. per additional bedroom. The Housing Authority has a concept plan that would put 8 2-bedroom 1,115 sq. ft. units on each of three floors above the Men's Shop, for a total of 24 housing units. Additionally, this project would require 36 parking spaces, based on current Ordinance regulations of 1½ parking spaces per unit. Westbrook Housing is seeing a vehicle to residential unit ratio of 1-to-1, or slightly less, at their other senior housing facilities, and would suggest a similar ratio for this facility. This led to a detailed discussion revolving around possible alternatives to the parking requirement. Some of the discussion items included:

1. The possible creation of a sinking fund for future parking improvements/construction;
2. Shared parking;
3. Housing Authority or condo owners jointly purchase a couple of vehicles for use by condo owners/residents on a sign-up system when needed;
4. Working with a local bank for a pilot program similar to a reverse mortgage for not having a vehicle;
5. The use of impact fees for transit and or parking improvements;
6. The elimination of municipal parking requirements by use and having the applicant prove the amount of parking required with a parking analysis.

The Committee felt that this project would be a good 'case study' to begin drafting ordinance changes. Tom reminded the Committee that, while this is a good case study, commercial uses and parking needs must be considered as well, not just residential.

Jennifer Williams presented a recap of the existing conditions analysis, followed by growth and development forecasts/impacts and the future parking supply and demand.

The existing conditions analysis identified the immediate need of approximately 60 parking spaces in the vicinity of the Dana Warp Mill, and an additional 25 spaces in the vicinity of Rookies and the adjacent businesses. This would create long-term, employee parking 'off-site', leaving the 'prime' locations for high turnover parking. Parking regulations will then be needed to accomplish this.

Jennifer gave a brief summary of the projected Downtown uses, by category. This data was compiled by Brooks More and Erik Carson, who provided additional background of the process for determining the potential build-out. This future development translates into a future deficit of 750 parking spaces, not accounting for shared use, which will be evaluated.

Potential new public parking locations were identified and discussed, as well as the potential for a parking garage on the municipal lot behind CVS.

Additional discussion focused on the Winslow Street area for potential new parking. The need for designated lots to be used during parking bans was also identified.

The next Committee Meeting was set for Friday, March 10 at 7:15 AM in the Public Safety Building.

MEETING NOTES

By: Jennifer Williams
Date: March 9, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Meeting with Police Chief
Attendance: Chief Paul McCarthy , Tom Gorrill, Jennifer Williams
Distribution: Attendees, John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Erik Carson, Bill Gowen, Mayor Bruce Chuluda, Rene Daniel, Councilor John O'Hara, Eric Dudley, Steve Rand, Caren Michel, Cindy Murphy, Brooks More

The purpose of this meeting was to discuss current parking regulations/ordinances, policy and enforcement, as well as suggestions for changes to any of these policies or ordinances.

Chief McCarthy indicated that the Police Department currently focuses on two aspects of enforcement: overnight parking during the winter months (November 15 to April 15) and addressing complaints. The majority of the complaints are related to parking in a handicap space without the appropriate decal or parking in a fire lane. Current City policy is to forgive 25 percent of the fine if paid within ten days. If time and resources allow, PD will monitor parking; however it is not a high priority.

Current ordinances overall appear to be adequate. Signage, especially in the municipal lots, needs to be replaced; much of it is worn and faded. At this time, the City Council has suspended enforcement of the two-hour limit in the municipal parking lots.

The municipal lot behind CVS originally had a Park-n-Ride section, along William Clark Drive. That area has since been taken over by a small Farmer's Market in the summer months. An additional complication to the CVS lot is the location of the recycling bins, in the southwest corner of the lot, by William Clark Drive and Mechanic Street.

One other problem area for parking is along Bridge Street in front of the Dana Warp Mill. The demand for on-street parking in that area is quite high. The current layout for parking is angled parking along Bridge Street in front of the Mill building. Converting this to perpendicular parking, while increasing the number of available spaces, will also increase the potential for conflicts. For this reason, the Police Chief would like to see parking stay as either angled parking, or possibly be converted to parallel parking.

Additionally, in front of Riverside Deli can be a problematic area along Bridge Street, especially when trucks are unloading. Within that one block of Bridge Street, there are three parking spaces, a crosswalk, and a fire hydrant. However, there are regularly more than three vehicles parked along there.

The need is there for additional parking in order for redevelopment of the Downtown to continue. Some of this parking may well be in surface lots along the 'edges' of the downtown area. If this is the case, wayfinding signage for these 'overflow' lots will be needed.

At this point in time, the Police Department would not be in favor of the use of parking meters in the future. The feeling is the same for charging a fee for parking; at this point it is probably not feasible. However, there may be some room for some permit parking, likely for business employees, with the remainder of the on-street and/or municipal lot parking being two-hour parking.

The Police Department would be interested in the creation of a parking enforcement officer position, likely part-time to start and potentially increasing to full-time, if self-supporting.

Permit parking and fees to businesses for parking spaces could be considered as redevelopment continues. These are management techniques that could be utilized as a precursor to a parking garage, and also when a parking garage is in place. In order to have a parking garage be utilized to its potential, the cost differential for parking will have to favor the garage; on-street parking will have to be more expensive.

MEETING NOTES

By: Jennifer Williams
Date: March 10, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Advisory Committee Meeting
Attendance: Caren Michel, Bonnie Collet, Cindy Murphy, Rene Daniel, Chief Paul McCarthy, Bill Gowen, Mayor Bruce Chuluda, Councilor John O'Hara, Eric Dudley, Erik Carson, Brooks More, Tom Gorrill, Jennifer Williams
Distribution: Attendees, John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Steve Rand

The purpose of this meeting was to review the extent of new parking needed and how to best meet that need.

The meeting began with a brief recap of the existing parking needs, as well as the future deficit based on projected growth and development. This was followed by a summary of the locations for potential new surface lots that could be developed, and the number of spaces that could be created. The development of these surface lots can help meet the immediate needs, but there is still a deficit of 250 – 500 spaces to accommodate future growth and development within the downtown. This need can be met with the construction of a parking structure. Gorrill-Palmer Consulting Engineers Inc. had Carl Walker, Inc. complete a conceptual layout of a parking structure on the municipal lot behind CVS. Based on the layout provided, a five level structure would accommodate approximately 490 vehicles. However, approximately 90 to 95 surface spaces would be eliminated in the location of the structure, resulting in a net increase of just under 400 spaces. One concern the Planning Board has had regarding future redevelopment in the Downtown is building height; they do not want to create a “tunnel” feeling of closing-in Main Street with tall buildings.

Considerable discussion regarding the best location of a parking structure followed. Some suggestions were:

- A mirror image of the current concept, so that access would be opposite Center Street, with a possible signal at the intersection of Center Street and William Clarke Drive and the garage access. *(This concept still keeps access directly off William Clarke Drive, with no storage.)*
- Dead end Mechanic Street, move the parking structure and rotate it so that access is from Main Street, where Mechanic Street is currently. *(This concept will have subsurface utility impacts. Also, this would effectively eliminate access to the residences on this end of Mechanic Street.)*
- Shift the structure to the west; rotate it so that the access is off the current access road into the municipal lot; re-open Bridge Street through to William Clarke Drive and signalize the intersection of Bridge Street & William Clarke Drive. *(This concept would still have the same utility impacts as shifting the garage to Mechanic Street.)*
- Keep the parking structure in the same location as the current concept, but rotate it so that the access point is by Martini Lane.
- Combine the Church Street municipal lots, close Church Street between Main Street and William Clarke Drive, and build a parking structure there. This could be done either in place of

the CVS lot location, or in addition to a structure on the CVS lot, if needed. *(This concept would also have subsurface utility impacts.)*

Discussion then turned to the cost of building a parking structure and how to pay for it. There will need to be some type of fee structure in place, with a differential between surface/on-street parking and garage parking. Meters could be used for short-term, turn-over parking spaces; while the garage could be used for daily and employee parking. This would require a parking officer, and paying for parking would be a big cultural shock to the City.

Erik Carson stated that there are a number of properties that are not being re-developed until the parking questions are answered. Conversations he has had with developers indicate that they would be willing to pay an impact fee for the future construction of parking; in a type of public/private partnership.

The community is probably not ready for a parking garage, yet. But, if it were to be constructed simultaneously with an office building it may be more palatable. For example, construct a 500 space garage, with up to 200 spaces dedicated to a new office building also being constructed at the same time. Maybe the Saccarappa Park development could combine office and garage, and could be focused to the CVS lot, and the green space could remain.

There is currently about 35,000 square feet of vacant building in the Downtown area. Of the various development already in the Downtown, approximately 80 – 85% is professional and service uses. The City needs various development/redevelopment in the Downtown to broaden its commercial tax base.

Development, and consequently parking, will need to occur in phases. The redevelopment of some downtown buildings will likely continue until the surface lots are at capacity. If this development includes a contribution through an impact fee system, then the City will be better able to move forward with a parking garage. The phases for additional parking could be as follows: construction of surface lots where feasible; construction of a parking garage at the CVS lot, possibly in conjunction with a companion use; construction of a second parking garage on the Church Street lots, if necessary. Also, maybe three levels of the garage could be constructed first, with the ability to add two or more levels at a later date, as needed.

Regardless of the outcome of a parking garage, additional surface spaces are needed now, especially in the Bridge Street area and behind the banks/Rookies/etc. Interim steps will be key through the process. As an interim step, could Saccarappa Park be paved and landscaped to provide some parking? This would provide some needed parking, until a structure is built, while maintaining the view of the Falls. Part of the problem with any development of Saccarappa Park is that while the citizens agree that they want open space/green space in the City, they do not agree where or what it should be. Also, there is the potential for any “interim” parking locations to become permanent as more people become dependent on them.

The city will need to wait for, and possibly help create, the opportunity to put a parking garage in the “right light” with the citizens. The entire process will need to be thought through carefully, with a lot

of planning. The Planning Board will also need to buy into the concepts of redevelopment, increasing building heights, parking needs, etc.

The next Committee Meeting was set for April 28, 2006, at 7:15am at the Public Safety Building to decide areas for short-term and long-term parking, and to review the phases of implementation.

MEETING NOTES

By: Jennifer Williams
Date: March 22, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Meeting with Staff
Attendance: Eric Dudley, Erik Carson, Brooks More, Tom Gorrill, Jennifer Williams
Distribution: Attendees, John Duncan, Caren Michel, Bonnie Collet, Cindy Murphy, Rene Daniel, Chief Paul McCarthy, Bill Gowen, Mayor Bruce Chuluda, Councilor John O'Hara, Ann Peoples, Jerre Bryant, Ken Lefebvre, Steve Rand

The purpose of this meeting was to outline the remaining steps to finish the study. Gorrill-Palmer Consulting Engineers Inc. will address the comments and notes from the last Advisory Committee meeting, and incorporate those into the plans.

The plan will include short range and long range recommendations. The final plan will likely be a series of steps including: identifying the locations for short-term and long-term parking; the creation of a Parking Enforcement Officer position, along with the establishment of fine structures, collections, etc; the creation of impact fees, a sinking fund or other financing means as downtown development continues, to provide some of the financing for future parking development; the installation of parking meters (in key locations first); ultimately, the construction of a parking garage.

The City should work with downtown business and/or property owners to identify those that need all-day employee parking and the number of day-long spaces required. These spaces could then potentially be signed as such in the CVS lot (or other municipal lots, as needed) with the remaining spaces (closest to Main Street and the businesses) being signed for two-hour parking. Staff felt that all on-street parking should be short-term (ie. two-hour or less). There is currently 15-minute parking along Bridge Street, in front of the River's Edge Deli; that should remain. Also, Brown Street could be signed as either one-hour or two-hour parking near Bridge Street. This would provide for more short-term spaces closer to Dana Warp Mill. (Tim Flannery should be contacted to help determine the number of short-term spaces needed for the Mill businesses.) In general, the parking spaces closest to the buildings should be short-term, while those further away can be long-term/all-day parking for employee use.

After some discussion, the remaining schedule was set as follows:

- April 28th - Committee Meeting at the Public Safety Building to decide locations of parking time zones and review phases of implementation
- May 12th - Committee Meeting with select downtown business and property owners to get feedback on recommendations
- May 26th - Committee Meeting to review draft report
- Early/Mid June - Public presentation of draft report
- Late June - Final Committee Meeting to revise report based on public comments
- July - Presentations to Planning Board and City Council

MEETING NOTES

By: Jennifer Williams
Date: April 28, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Advisory Committee Meeting
Attendance: Caren Michel, Bonnie Collet, Cindy Murphy, Bill Gowen, Councilor John O'Hara, Eric Dudley, Erik Carson, Brooks More, Tom Gorrill, Jennifer Williams
Distribution: Attendees, John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Steve Rand, Rene Daniel, Chief Paul McCarthy, Mayor Bruce Chuluda

The purpose of this meeting was to review recommendations for areas for short-term and long-term parking, and to review the phases of implementation.

The meeting began with a recap of current and future parking needs and potential new parking, both surface lots and a structure. There was some discussion about the ability to provide even more parking off Mill Lane. It would require parking on a grade, but as long as the grade is no greater than five percent, it should work alright. There was also considerable discussion regarding the location of a parking garage on the municipal lot behind CVS. One possibility including locating the garage closer to Mechanic Street and possibly signalizing the intersection of Mechanic Street and William Clarke Drive to provide better through access. After further discussion, the general consensus was that the parking garage should be located on the easterly side of the municipal lot, with access in the northwest corner, near Martini Lane. This allows for the immediate access into/out of the garage to be located away from both Main Street and William Clarke Drive. Access to the garage would be maintained from both Mechanic Street and Main Street, opposite Bridge Street. The point was also made that the City should work with the local transit provider/authority to provide for an intermodal facility to be integrated with a new parking garage.

Based on the current level of development interest, the City is fast approaching the time when a parking structure will be needed. There are three major potential projects for the Downtown; the redevelopment of the Maine Rubber site, Sacarrappa Park redevelopment, or the proposal by Westbrook Housing for residential uses on Westbrook Commons. A combination of two of these projects would use up virtually all available parking, including new surface lots.

The meeting continued with Gorrill-Palmer Consulting Engineers Inc. presenting recommended parking policies, including parking fee and fine structures and locations for time limited parking. Committee members provided feedback and suggested changes for some locations, including:

- The lot between Bank of America and TD Banknorth should be all short-term parking
- The area behind Rookies, etc...should be 1-hour parking from 8:00am to 5:00 or 6:00pm
- The Church Street municipal lots should include both short-term and long-term parking (patrons of the funeral home located across William Clarke Drive use these lots)
- A 15-minute time limit will be hard to enforce; Bridge Street in front of Rivers Edge Deli would be ideal for meters

Additional comments or points of discussion include:

- The promotion of shared parking would be helped by more mixed-use development in the downtown.
- The City should consider a citywide impact fee to fund parking improvements in the downtown, not just a downtown area impact fee.
- The phasing is too far out; the parking garage should be constructed sooner than 6 to 10 years.

Public by-in will be crucial to the success of a parking management plan in Downtown. The Chamber of Commerce and the downtown business association should be part of the 'campaign' of presenting and implementing this plan. The committee was reminded that this Parking Management Plan will be a dynamic plan, and as such should be revisited on a regular basis.

The next Committee Meeting was set for May 12, 2006, at 7:15am at the Public Safety Building. Selected Downtown business and property owners will be invited to the next meeting to provide feedback on the draft parking management plan for time limited parking, etc.

MEETING NOTES

By: Jennifer Williams
Date: May 12, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Advisory Committee Meeting with Selected Downtown Business/Property Owners
Attendance: Brooks More, Tim Flannery, Darryl Wright, John Peverada, Bonnie Collet, Mayor Bruce Chuluda, Eileen Shutts, John O'Hara, Cindy Murphy, Eric Dudley, Phil Lane, Cindy Lane, David Elowitch, James Elowitch, Erik Carson, John Gallagher, William Gowen, Tom Gorrill, Jennifer Williams
Distribution: Attendees, John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Steve Rand, Rene Daniel, Chief Paul McCarthy, Steve Pate, Caren Michel

The purpose of this meeting was to present the recommendations for locations of short-term and long-term parking and the phases of implementation of a parking management plan to selected downtown business and property owners to obtain their comments and opinions.

The meeting began with brief introductions, followed by a presentation by Gorrill-Palmer Consulting Engineers Inc. summarizing current and projected parking needs as well as potential new parking locations, both surface and structured parking. This was followed by recommended parking policies and phases of implementation. This portion of the presentation led to extensive discussion of the various recommendations. Questions and comments during the discussion included the following:

- How long will it take to get the preparations in place for a parking garage? When should the City begin? This study is the first step in the process. The City needs to continue promoting the overall parking management plan, consider adopting impact fees or other ways to pay for a parking structure, to continue planning for a parking garage.
- This will be a big change for downtown; parking has historically been free. Going from free parking to meters and a garage will be big steps that may or may not be readily accepted by the Community as a whole.
- The location of a parking garage needs to be given careful consideration.
- Should parking meters be implemented sooner rather than later? Or will it be more acceptable to begin with signage defining time limits, and enforcement?
- Many residents of Westbrook may feel that the parking garage is for the developers, not the 'average person'. The benefit to the average citizen will need to be made very clear.
- The City has to have meters and parking enforcement or a parking garage will fail.
- Currently, trucks loading/unloading at Dana Warp Mill block Bridge Street. If the angled parking is changed to parallel parking, there needs to be enough width to allow the parking maneuvers without disrupting traffic, especially during peak periods. The Mill needs parking along Bridge Street if it is to remain viable. Is there a way to keep the angle parking and build an elevated sidewalk above the parking? Maybe an outdoor covered seating area could be incorporated into this. This could be an attraction for new businesses/restaurants into the Mill.
- The surface lot by Dana Court Pump Station is an absolute; not only will it help Dana Warp Mill employee parking, it will be an improvement for the Brown Street residential

neighborhood as well. Safety walking along Brown Street, especially after dark, is a concern. If that parking lot is built, lighting will need to be improved along Brown Street and/or Dana Court to Bridge Street.

- The location of a parking garage will be key.
- The City needs to push the need for a parking garage along with new development.
- The redevelopment of Saccarappa Park or Maine Rubber are two projects that could generate the need for a parking garage now. Just the redevelopment of Maine Rubber alone could require 180-230 parking spaces.
- What are the expectations of developers as related to parking in the downtown of Westbrook? Are developers willing to pay impact fees? Do they expect parking to be provided by the City? If so, at what cost, or no cost?
- Is the City going to be conducting additional surveys of downtown property owners and/or tenants? Would people use a new City parking lot, or a garage? What are their preferences? Would there be a cost for parking in the new City lot by the Dana Court Pump Station? If so, how much? How much are people willing to pay?
- The suggested monthly parking fees seem too high; most likely the employees of Martini Lane (for example) would not be able to afford those parking fees. There needs to still be some surface parking for customers and employees of the redemption center and retail.
- What will happen with the remaining space in the CVS lot? It could stay as short-term surface parking, or it could be built on. Any future building there will need to consider the parking impacts.
- The construction of a parking garage will need some type of public/private partnership.
- Even surface parking has maintenance costs associated with it.
- Paying for parking will be a 'hard sell' to the people of Westbrook. A lot of people may very well like this as they are today.
- The time frame extends too far into the future. Things need to start happening now.

The meeting wrapped up with a brief outline of the remaining steps in this study. The next Committee Meeting was set for May 26, 2006, at 7:15am at the Public Safety Building to review the draft report, which will be sent to the committee members prior to the meeting.

MEETING NOTES

By: Jennifer Williams
Date: May 26, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Advisory Committee Meeting
Attendance: Brooks More, John O'Hara, Cindy Murphy, Eric Dudley, Erik Carson, William Gowen, Tom Gorrill, Jennifer Williams
Distribution: Attendees, John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Steve Rand, Rene Daniel, Chief Paul McCarthy, Steve Pate, Caren Michel, Bonnie Collet, Mayor Bruce Chuluda

The purpose of this meeting was to review the draft Parking Management Plan.

The Committee decided that based on a series of emails that had been circulated recently, the focus of the meeting should be a discussion of the points raised in those emails. Bill Gowen summarized his concerns about the viability of having to pay for parking in the downtown area, and therefore the viability of a parking structure. If development occurs elsewhere in Westbrook, the developer needs to provide parking; it should be the same in downtown also. Maybe the City could acquire properties on the perimeter of the downtown, as they become available, to create surface parking. Will paid parking and a parking garage work well here, or will they ruin the downtown? A lengthy discussion ensued, including the following points:

- The ultimate question really is: "Who will pay for the additional parking?" Should it be the developers looking to grow, or the City as a 'trade-off' for increased tax revenue, or a combination of these?
- Maybe the parking garage should be located more on the perimeter of the downtown, rather than in the center. Ash Street may be an option.
- Regardless of anything else, we should be recommended changes to the City Ordinance in terms of parking space requirements for various uses.
- Brown Street should not be a no time limit parking area. It should be an 8-hour limit, so that the parking spaces can be available for the residents of the neighborhood also.
- This whole parking management plan needs to be put in terms of the 'bigger picture' in order for it to be presented to the public and accepted.
- Could a parking garage be viable with the lowest (surface) level as free, short-term parking and the remainder being permit (paid) parking?

Overall, the discussion centered on whether or not parking in the downtown should remain free or if a parking management system, including parking fees of some sort, should be implemented, and what impacts will these decisions have on redevelopment of the downtown. The Committee felt that before a Parking Management Plan is finalized, these questions need to be answered, and with public input. Therefore, the Committee decided the next step should be a public forum, with draft recommendations/ideas presented for feedback.

The focus of the meeting then shifted to reviewing the draft report itself, and providing comment. The Committee went through the report, page by page, noting changes and suggestions. Some key points for changes to the report include the following:

- The elimination of suggested time frames for the Phases of Implementation
- Inclusion of a section describing the Parking Management Plan in context with other City plans, including the Comprehensive Plan
- Stressing that this Parking Management Plan is a dynamic and flexible plan, that will need to be monitored and updated as the downtown continues to grow. Also, that this Plan is a menu of various ideas and recommendations that can be implemented. The City can choose which options to implement and when; the plan is just a guide.

Gorrill-Palmer Consulting Engineers Inc. will revise the draft report based on the comments from this meeting, and will distribute a revised version prior to the next meeting.

The next Committee Meeting was set for June 9, 2006, at 7:15AM to review the revised draft report and prepare for the Public Meeting. The public meeting was scheduled for the evening of Monday, June 26, 2006. The location will be determined. Pizza and refreshments will be provided. A follow-up Committee meeting was scheduled for Friday, June 30, 2006, at 7:15AM to recap the public meeting.

MEETING NOTES

By: Jennifer Williams
Date: June 26, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Public Meeting
Distribution: John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Steve Rand, Rene Daniel, Chief Paul McCarthy, Steve Pate, Caren Michel, Bonnie Collet, Mayor Bruce Chuluda, Brooks More, John O'Hara, Cindy Murphy, Eric Dudley, Erik Carson, William Gowen

The purpose of this meeting was to present the draft Parking Management Plan to the public and to receive comment.

Brooks More provided a brief introduction and welcome to those present, as well as a summary of the study process. Cindy Murphy then summarized the study and the recommendations from the Parking Management Plan. At this point, the formal presentation ended and the meeting was opened for public comment and questions. Cindy Murphy, Brooks More, Tom Gorrill, and Jennifer Williams were available to answer questions. Questions or comments received and responses given at the meeting are as follows:

- Isn't it the developer's responsibility to provide parking, per City ordinance? Why is the City looking to provide parking for anticipated growth? Why is this being done at the City's (taxpayers) expense? *In order to be ready for additional development in the Downtown area, the City needs to have a plan in place of where parking is or could be available. This plan is outlining options; it does not mean that the City needs to do each of these items.*
- Many of the existing downtown buildings currently have vacant space now. Is this growth really coming? If so, where? There is probably not enough vacant space downtown for all this development projected. Why are we even trying to grow the downtown? Look at all the surrounding communities; development is occurring in office parks away from the downtowns. *The City's Comprehensive Plan calls for the re-establishment of a vibrant downtown core for the City. Most of the growth is anticipated to be upper level construction on existing buildings. As stated, this is a Master Plan and is meant to be proactive rather than reactive. If and when development opportunities arise, the City will be better able to be prepared to address parking.*
- It seems like a bad idea for the City to spend tax dollars to purchase land (i.e. on Mill Lane, from Sappi) in order to provide parking for developers.
- Riverfront Plaza and the parking garage there were built with City tax dollars, yet there is no benefit to the residents of Westbrook. What would the benefit of a new parking garage or lots be to us? *This Committee realizes that the parking garage on Dana Court is a "black eye" that needs to be addressed. However, the City has learned from that process and will not repeat the same mistakes. New parking can help attract new business, which can help the City grow, and expand and diversify its tax base.*
- What are the implications of the City Council adopting this Parking Management Plan? *It is a Master Plan, which includes a menu of various options that the City could consider as needed. Whenever the City Council considers implementing one of the recommendations, it will go*

through additional public process. Adopting and implementing various aspects of the Plan will be considered as needed. Adopting the overall Plan does not mandate implementation of each measure.

- *There were no retail businesses represented on the Committee. No one depends on parking more than retailers. This entire plan is flawed because of this lack of representation. It's clear that some of these conclusions lack the insight that a retailer would provide. Now is the time to provide these comments. Please tell us your recommendations and what you would like to see changed.*
- *We are talking about a future deficit of 750 parking spaces, combined with a current surplus of about 200 spaces. That translates to roughly 1,000 more vehicles in the downtown. Has this study looked at the impacts on traffic flow and congestion with all these additional vehicles in the downtown? How can we get the commuter/through traffic off Main Street? Have alternative modes of transportation been considered? While the Committee did consider these issues, it was determined to be out of the scope of this study and really more of a regional issue. It was also noted that William Clarke Drive is intended to take the commuter traffic off Main Street and a design has been completed. As funding becomes available, William Clarke Drive will be rebuilt to its full potential, with turn lanes, etc.*
- *It seems like the Phase I recommendations are all things that can happen relatively easily, in the foreseeable future.*
- *Phase I touches on some of the needs of retailers. Different retailers or services have different needs for parking time limits. For example, hair salon at Main & Pleasant can have clients that need to park for three hours for some treatments. The plan calls for one-hour parking. Can this be changed? The Committee will look at that location. A point to keep in mind is that if the time limits get to be too long, the parking spaces start getting used by residents and/or employees and the turn-over gets lost.*
- *Bridge Street and Dana Warp Mill seem to be the biggest problem areas. Why doesn't Phase I address those problems first by creating the needed new parking in that area? Constructing new parking lots still takes time. By implementing the first steps of Phase I, revising the City Parking Ordinances, installing signage, and enforcing the time limits, some of the problems in the Dana Warp area should be resolved. Even these items will take time to go through the City Council process, but they can be implemented sooner than a parking lot can be built.*
- *The numbers show a surplus of only about 200 spaces, assuming full occupancy. What is the surplus on an average day now? Some areas seem to have a lot of available parking spaces. Do we really need to build more parking? Some locations do have excess capacity today. The surplus of approximately 200 spaces is within the downtown area as a whole. However, there are some locations with a perceived deficit of parking, and others with a surplus. That is due to the way people utilize the parking spaces. That is one of the key issues that the recommendations of Phase I are trying to address. By making more efficient use of the existing parking supply, the perceived deficit in some areas will not be as drastic, and the need to construct additional parking may be extended further into the future.*
- *Wayfinding signage is a strong component of this plan. People need to know where the available parking is. The Town of Norridgewock does an excellent job of providing signage to direct people to municipal parking, various businesses, etc. Maybe we could look there for an example.*

- Maybe the Foster Field lot (Presumpscot Commons) could be connected to the Ash Street lot via the Hay property. That would provide better access to more municipal parking.
- One thing no one has really mentioned is the appearance of a parking garage. If not properly designed, it could become one ugly wall along William Clarke Drive, blocking all visibility of Main Street and its businesses.

Cindy and Brooks thanked all those in attendance for their comments and discussion, and asked people to call or email with any additional comments. The final Advisory Committee meeting will be held on Friday, June 30, at the Public Safety Building, 7:15 AM. Upon final revisions to the report, the Parking Management Plan will be presented to both the Planning Board and the City Council.

MEETING NOTES

By: Jennifer Williams
Date: June 30, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Advisory Committee Meeting
Attendance: William Gowen, Caren Michel, Bonnie Collet, Eric Dudley, Bruce Chuluda, Brooks More, Tom Gorrill, Jennifer Williams
Distribution: Attendees, John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Rene Daniel, Steve Pate, Cindy Murphy, Steve Rand, Erik Carson, Paul McCarthy, John O'Hara

The purpose of this meeting was to summarize the comments from the public meeting and outline the process of presenting the final recommendations to the Planning Board and the City Council.

Based on comments received, the Committee decided to set the section of Main Street from Spring Street to Pleasant Street to a two-hour time limit. This should help address the concerns of the hair salon.

The Committee agreed that the following key points need to be incorporated into the report:

- The connection between this Parking Management Plan and the Comprehensive Plan needs to be made clear. The Comprehensive Plan calls for the reestablishment of the Downtown as a vibrant economic center. Without a parking plan in place, the Downtown area loses some of its attractiveness for development. The City needs to diversify its tax base, and redevelopment of the Downtown with residential, commercial and retail uses will help with those goals.
- The issues involving Riverfront Plaza and the adjacent parking garage need to be addressed right up front. It needs to be made clear that the City has learned from its mistakes involving that parking garage, and will not repeat those mistakes. Any new parking garage will likely be funded through a public-private partnership, and will be available for public use.
- The issue of traffic congestion along Main Street needs to be addressed. The report must clearly state that this committee is aware of the traffic problems currently facing Main Street, and that additional development in the Downtown, without additional improvements or alternatives to help alleviate traffic, will only exacerbate these problems. The eventual reconstruction of William Clarke Drive is one piece of the traffic improvements likely to be needed. The report should recommend that the City continue to be proactive through PACTS and continue to pursue transit options.
- The issue of sprawl should be addressed. If the residents do not want urban sprawl, then downtown is where the development and activity should be occurring. In the long run, this will also help reduce traffic volumes.

In the report, the parking lots will be identified by a letter, rather than "behind CVS" etc. There will be a map and legend identifying all parking lots in the report. Also, the parking lot next to Hub Furniture should be labeled as two-hour parking. Overnight parking during parking bans should be identified for the Ash Street lot and the future Dana Court Pump Station lot.

The public comment period will remain open for two weeks. In response to comments at the public meeting, City staff will try to meet with retailers to address any concerns they may have. Following the public comment period, the report will be finalized and distributed to Committee members. If substantial comments are received, an additional Committee meeting may be held. The final report will be presented to the Planning Board on August 1, with presentation to City Council at a later date.

JLW/jlw/jn965/meetingnotes6-30-06

DRAFT

MEETING NOTES

By: Jennifer Williams
Date: June 9, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Advisory Committee Meeting
Attendance: Stephen Noyes (Hi-Tek Builders), Greg Lebeau (Hi-Tek Builders), Brooks More, Bruce Chuluda, Steve Rand, Erik Carson, Paul McCarthy, Bonnie Collet, John O'Hara, Eric Dudley, William Gowen, Tom Gorrill, Jennifer Williams
Distribution: Attendees, John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Rene Daniel, Steve Pate, Caren Michel, Cindy Murphy

The purpose of this meeting was to continue the discussion from the meeting of May 26th and to review the draft Parking Management Plan prior to the public meeting. Brooks provided a recap of the discussion of the previous meeting, which focused on how the parking plan and the "vision for downtown Westbrook" are interrelated. The major questions/points were: Should we continue with the status quo of free parking on surface parking lots, or do we recommend that a parking management system be implemented that includes such facilities as a parking garage? What impact will this decision have on revitalization of the downtown?

The discussion then turned to whether or not a parking garage will work for retail, or if short-term surface parking will still be needed in those areas. If employees are encouraged/directed to use the parking garage, then the on-street parking will still be available for short-term, high-turnover use. There were also some comments that enforcement of the timed parking limits would be a better option than going to parking meters. It was also noted that there needs to be flexibility in the parking garage options. For example, the first floor of the garage could be free, time-limited parking or a park-and-shop card validation system could be implemented. The upper levels of the garage could possibly be card access controlled for long-term or daily parking (for employees, or residents). In order to have the ability to construct a parking garage in the future, funding mechanisms need to be implemented now to allow for that option.

A question was asked about the viability of allowing on-street parking the entire length of Main Street again. It was discussed, but the road width would make it tight. This would help slow traffic on Main Street, and also likely divert some traffic from Main Street. Also, Bridge Street, from Main Street to William Clarke Drive would likely have to be re-opened to accommodate the diverted traffic. Mayor Chuluda offered up that we need to deal with the current and future parking issues without exacerbating the peak traffic problems on Main Street.

It was also noted that without new parking, the City will not likely be able to attract new businesses. Therefore, the feeling is that this committee needs to come up with recommendations and the City needs to move forward. The Committee did agree that the plan is a recommendation that includes various tools/options for implementation. By moving forward with this Parking Management Plan, the available options are kept open, and implementation can begin in a phased approach. The key first

steps would be redefining the parking ordinance, installing new/replacement signage, and re-establishing enforcement. Other steps could follow as appropriate.

Education of residents will be a critical piece to acceptance and implementation of this Parking Management Plan. Many citizens may likely feel that the status quo is just fine. The Committee, and City staff, will need to educate the citizens to the benefits of redeveloping the downtown: keeping businesses local, keeping the downtown active, creating a more vibrant overall community, reducing sprawl, balancing the tax base, etc.

This was followed by detailed discussion of parking enforcement personnel. The general consensus was that this position/agency/division could be within the Police Department, but that it should not be comprised of sworn officers. The parking enforcement staff should be civilian personnel.

The Committee agreed that the Plan includes all the tools/options that should be in considered. The next step is to present it to the public for comment, and finally to the Planning Board and City Council for adoption.

The public meeting is Monday, June 26, 2006, at 6:00PM. The location will be determined. Pizza and refreshments will be provided. There will be a follow-up Committee meeting Friday, June 30, 2006, at 7:15AM to recap the public meeting.

MEETING NOTES

By: Jennifer Williams
Date: September 29, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Advisory Committee Meeting
Attendance: Cindy Murphy, Rene Daniel, William Gowen, Paul McCarthy, John O'Hara, Caren Michel, Bonnie Collet, Erik Carson, Eric Dudley, Bruce Chuluda, Jerre Bryant, Brooks More, Jennifer Williams
Guests: Sam Novick (Hub Furniture)
Distribution: Committee Member Attendees, John Duncan, Ann Peoples, Ken Lefebvre, Steve Pate, Steve Rand

The purpose of this meeting was to hear additional comment from non-committee members and to review proposed amendments to the Report prior to a final vote to send the report to the Planning Board and City Council.

Brooks More began the meeting with a brief welcome and introductions. After that, the meeting was opened up to comments from non-committee members.

Sam Novick, Hub Furniture – Opposed to parking meters; has been there before and Urban Renewal eliminated parking meters. It would be a negative for the City to put meters back in. Enforcement, in the form of chalking tires, etc. should be used to encourage turnover parking. Parking meters tend to lend a negative feel or look to a downtown.

Jennifer Williams and John O'Hara both noted that parking meters are one tool, one part of an overall plan. They also noted that parking meters are outlined in Phase II of the plan, and that if signage and enforcement is providing the turnover parking necessary for the retailers, than meters may not need to be installed. It was also noted that meters really are a self-policing tool for parking management.

Erik Carson reiterated that meters are one tool available to the City. Start with signage and enforcement, and if that becomes too unwieldy, then meters would be the logical next step. Parking turnover is critical to the downtown. An effective parking management plan for downtown needs to ensure all of the following: there is turnover, there is adequate parking for employees/long term, and that the employee parking is kept away from the 'front door' of the businesses.

Additional discussion focused on the need to change the culture of business managers to encourage employee parking away from the 'front door' and to keep the convenient parking spaces for the customers. This led to a discussion of the merits of a Downtown Improvement District; however, it was the consensus of the committee that this fell outside of the scope of this study.

The report was modified to address the following comments from the meeting:

- The creation of a Downtown Parking District was added to Phase I recommendations
- A note was added to Phase II recommendations stating that the installation of parking meters will be implemented as needed, based on the success of signage and enforcement.

These changes were made to the Executive Summary, and will be incorporated into the remainder of the report.

Motion by Bill Gowen, seconded by Paul McCarthy, to forward the report/recommendations to the Planning Board then City Council. Vote: Unanimous.

The final report will be presented to the Planning Board on October 17, 2006, to be followed by a public hearing, and presentation to the City Council.

MEETING NOTES

By: Jennifer Williams
Date: September 8, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Advisory Committee Meeting
Attendance: Cindy Murphy, Rene Daniel, Steve Rand, William Gowen, Erik Carson, Eric Dudley, Bruce Chuluda, Brooks More, Tom Gorrill, Jennifer Williams
Guests: Sam Novick (Hub Furniture)
Distribution: Committee Member Attendees, John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Steve Pate, Paul McCarthy, John O'Hara, Caren Michel, Bonnie Collet

The purpose of this meeting was to review proposed amendments to the Report, specifically related to the parking garage.

The meeting began with Brooks More and Jennifer Williams outlining the changes that had been made to the report. Specifically, the changes included the identification of the Municipal Lots by letter (A, B, C, etc...), and language related to a potential parking structure on Lot A. Discussion also revolved around the use of the word "structure" versus "garage". The decision was made to use the word "structure" throughout the report. After comments by Mr. Novick related to the potential location of a parking structure, additional discussion led to the inclusion in the report that Lots B and C, while not evaluated, were potential candidates for the location of a parking structure as well.

The committee members also requested that additional detail be included in the "plan in context" section of the report, and that that section be included in the Executive Summary. In addition, the decision was made to stress in the report that the committee anticipates a more detailed analysis of the preferred funding options and location of a parking structure will be conducted. The committee and public participation processes should be detailed more in the Executive Summary. Gorrill-Palmer Consulting Engineers Inc. will draft the changes and circulate to the committee members.

City staff also identified a few parking locations that are different from in the report graphics. These changes will be made, and street names will be added to the graphics.

Prior to the meeting being adjourned, Mr. Novick stated that he still had concerns regarding the potential use of parking meters. He also indicated that the meters were his only outstanding concern. The committee decided to schedule one final meeting to discuss the issue of parking meters. Mr. Novick will be invited to the next meeting also, to address his concerns. At that final meeting, the committee will also be asked to endorse the changes and vote to move forward and send the report to the Planning Board and City Council.

The final report will be presented to the Planning Board in October, with presentation to City Council after that.

MEETING NOTES

By: Jennifer Williams
Date: November 7, 2006
Subject: Westbrook Downtown Parking Study/Management Plan (GP JN965)
Planning Board Presentation
Distribution: John Duncan, Ann Peoples, Jerre Bryant, Ken Lefebvre, Steve Rand, Rene Daniel, Chief Paul McCarthy, Steve Pate, Caren Michel, Bonnie Collet, Mayor Bruce Chuluda, Brooks More, John O'Hara, Cindy Murphy, Eric Dudley, Erik Carson, William Gowen

The purpose of this meeting was to present the Parking Management Plan to the Planning Board and to receive comment. Committee members present were: Brooks More, Eric Dudley, Erik Carson, John O'Hara, Cindy Murphy, William Gowen and Steve Rand.

Brooks More provided a brief summary of the study process and outlined the existing conditions as well as the projected future needs. Cindy Murphy then summarized the recommendations from the Parking Management Plan. At this point, the formal presentation ended and the meeting was opened for comment and questions from Board Members. Cindy Murphy, Brooks More, Tom Gorrill, and Jennifer Williams were available to answer questions. Questions or comments received and responses given at the meeting are as follows:

- Have time frames been established for the phases? *The Committee generally felt that Phase I would be implemented within a one to three year time frame and Phase II possibly three to five years. However, the Committee also made the decision to not indicate a recommended time line for implementation due to the variability of development. The Committee did not want to see the City held by a specific time line and order of implementation, if proposed development or growth required something else.*
- The whole concept of revitalizing the Downtown is wonderful; however, we know that getting people to the Downtown will be an issue. Transit is currently available. Was there any consideration given to incorporating a transit facility into the parking garage? *Cindy Murphy, who also serves on the Metro board, noted that the Metro does currently travel Main Street, which would continue. She also stated that as had been discussed with the Committee, Parking Lot A (behind CVS, Family Dollar, etc.) would be an easy location to provide the transit facility. The Committee felt that the City should work with the local transit provider/authority to provide for an intermodal facility to be integrated with a new parking garage.*
- Construction of a sidewalk along Bridge Street, at the Dana Warp Mill, is listed as Phase II. If Phase I is probably one to three years, and Phase II, presumably, after that, that seems like a long wait to fix a situation that is dangerous today. Can that sidewalk construction be moved up to Phase I? *The intent of the Phasing was to include the relatively easy and less costly items, in Phase I. The construction of the sidewalk along Dana Warp Mill will result in a significant reduction in the number of on-street parking spaces along Bridge Street, and is a more complex item. Alternative parking spaces need to be made available first.*

- Could you explain what is meant by Phase II, parking meters, being “implemented as needed, based on the success of Phase I”? *The Committee acknowledged that the installation of parking meters could be opposed by some members of the community, and felt that if signage and parking enforcement are creating the timed turnover parking necessary for the businesses Downtown, parking meters may not be needed.*
- The residents of Foster Street have already voiced their concerns regarding increased traffic through a residential neighborhood. Were these impacts been considered when the Committee identified surface parking on the Hay Property, with a connection to Foster Street? *That development is still going through the process, due to public-private agreements that need to be finalized. At this point, a connection from the Hay Property to the Ash Street Lot is planned, but any connections to Foster Street are still questionable.*
- The parking problems in the Brown Street area seem to indicate that shared parking does not work. How can shared parking be considered? *The parking problems along Brown Street could be minimized with the use of signage, time restrictions, and enforcement, to allow of mix of parking spaces and uses along the Street. Shared parking can be viable for certain uses, such as office and residential.*
- This study has resulted in a very forward-looking, progressive action plan for the City. Thank you to those involved.
- When the City sold the old City Hall, some parking was retained for the Library. Is this included in the parking supply inventory? *Yes, these spaces are included in the inventory. They are identified in the tables of parking supply in Appendix B of the report.*

With no further questions or comments, Chairman Reidman noted that the implementation of this Plan is truly a City Council responsibility, and recommended that the Committee next present the Plan to the Council.

Westbrook Downtown Parking Study
Directional Signage Questionnaire
Summary of Results (13 responses)

Which of the following landmarks should be identified on directional signage? Please check all that apply.

Walker Library	8
Warren Library	7
High School/Olmstead Field	9
Municipal Parking Lots	12
Dana Warp Mill	6
Boardwalk/Riverwalk	10
Westbrook Commons	3
Riverbank Park	8
Riverfront Plaza	6
Public Safety Building	9
City Hall	9
Individual Businesses	2
Other:	
Sacarrapa Falls	1
Crosswalks	1
Downtown (as its own identity)	1

**Westbrook Downtown Parking Study
Community Fair Parking Survey
Summary of Results (26 responses)**

1. Does parking negatively affect your decision to visit/shop in Downtown Westbrook versus other retail centers?

YES	7	NO	19
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If you answered YES to Question 1., what parking improvements should be made to improve your decision to visit/shop in Downtown Westbrook?

*The businesses I tend to frequent are clustered in one area with little parking.
Maybe encourage more spread.*

Better availability, better enforcement of turnover; Council to move that parking limits be enforced.

Parking lots or garages

Parking lots needed

Easier parking elsewhere

No, but only because I'm within walking distance.

No parking

On the contrary, the easy parking here inclines me to shop here instead of elsewhere.

2. How far are you willing to walk from your car to your destination (in minutes)?

less than 1 minute	3
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1 - 2 minutes	2
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3 - 4 minutes	12
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greater than 5 minutes	8
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All depends on weather, what my destination is (how urgent) and how close I can get.

3. Do you think there is a parking problem in Downtown today?

YES	18	NO	8
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If you answered YES to Question 3., which section(s) of Downtown have the greatest parking problems and what are those problems?

Bridge & Main

Along the riverfront behind the banks & restaurants, extremely limited space, dangerous to pull in & out.

Near Dana Warp

Main St, Dana Warp - not enough on-street parking

Behind Bank of America & Full Court Press; Between Bank of America & Banknorth, limited street parking

Main Street - Downtown Area - but only at certain times of day

By the banks; Dana Warp Mill area is ridiculous

Bridge St/Brown St & Main St

Brown St/Main St/Bridge St

Trying to grow the community

It would ease the problem if we had more stores instead with less parking for less time

Between Main St & the River

Foster Field parking lot used as a through way

CVS parking lot used as a shortcut from William Clarke Drive to Bridge St

Parking lot behind Chicky's - too many parking spaces for disabled plates

Only residential on other side

Winter snow ordinance outdated

There are only a few local problems; i.e. stretches of Main Street that lack on-street parking.

4. Are you a resident of Westbrook? If not, how far did you travel from/to Westbrook?

YES	22	less than 5 miles	2
NO	4	5 ot 10 miles	
		more than 10 miles	1

5. **Would you locate and/or expand your business in Downtown with the current parking infrastructure? (This question may not be applicable to all parties.)**

YES	4	NO	8	N/A	4
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If you answered NO to Question 5., what improvements would increase your likelihood of growing your business in Downtown Westbrook?

Need more ideas in parking

Already have business in Downtown

Street parking or time-limit enforced parking between banks

More turn-over parking; better signage & enforcement

Parking

Parking

I have public parking next to my store

You need more traffic flowing where the business is, but also more parking needs to be available

Don't know what you can do; there is no room

6. **What options should the City consider to plan for future parking needs? (Check all that apply.)**

8 Parking Meters

14 Parking Garage

11 Enforced time limits on parking spaces (ex. 15 minute parking)

14 Permits/dedicated parking spaces for businesses and residents

10 Required locations for employee parking

10 Additional surface parking lots

13 Additional on-street parking spaces on Main Street

4 Self-funding Downtown Parking Enforcement & Maintenance Division

15 Improved Directional Signage to municipal parking lots and important landmarks

2 Others: *Request the owners of Dana Warp Mill use the bottom floors of the building for parking inside, and ban parking in front of Dana Warp Mill.*
Opposite side of the street

0 None of the above

7. Additional Comments:

Must permit public use of city parking garage on Dana Court

No parking meters; they would drive business away. Instead of office buildings, build more stores. People would not park as long in one place.

No additional on-street parking on Main St - poor visibility as it is

Encourage people to be willing to walk! They work out at the gym, then look for the closest parking spot.

Work with public transportation to collaborate on parking

Need more parking in Frenchtown

Yellow paint on curbs for no corner parking & signs "No Parking Here to Corner" need replacing. Intersections very dangerous.

If a large business with great parking demands wants to come, it can afford to, and should, buy or build its own parking. For the City to "buy" development, is almost always a wash or net loss. The open free public lots that are here should remain as they are, Urban Renewal's Promise to those who rebuilt it. There is plenty of parking available for the needs of what buildings are here now, and reasonable growth. Any moves to meters, permits, etc...will drive people elsewhere.

Thanks for hiring someone to look at this.

Winter ordinance very outdated.



Rev.	Date	Revision

Issued For	Date	By

Design: JLV	Draft: ZRJ	Date: MAY 2006
Checked: TLG	Scale: 1" = 200'	Job No.: 965
File Name: 965-AERIAL_Fig8.dwg		
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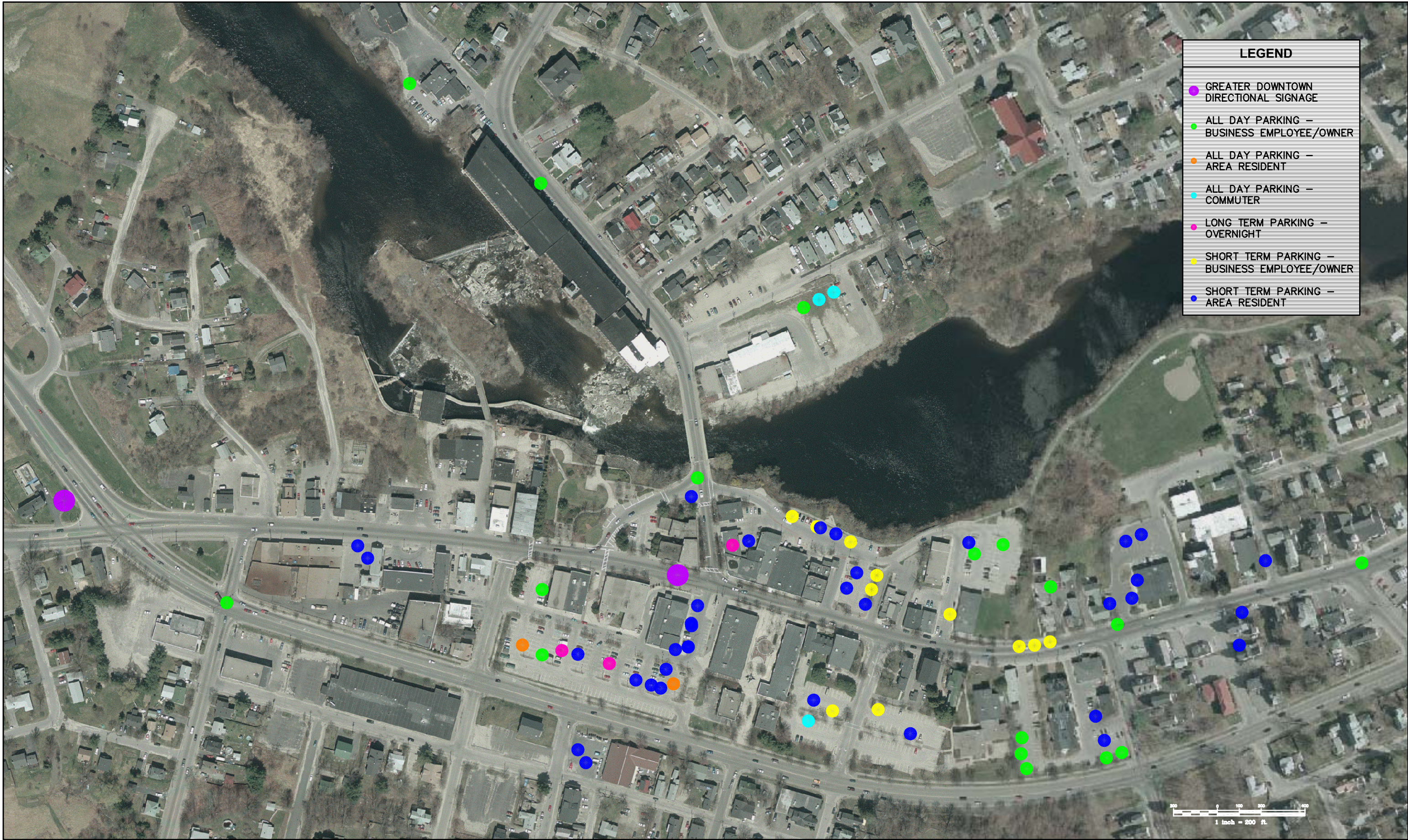
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Drawing Name:	Comments From Community Fair - 11/14/2005
Project:	WESTBROOK DOWNTOWN PARKING STUDY
Client:	PACTS & THE CITY OF WESTBROOK



LEGEND

GREATER DOWNTOWN
DIRECTIONAL SIGNAGE

ALL DAY PARKING –
BUSINESS EMPLOYEE/OWNER

ALL DAY PARKING –
AREA RESIDENT

ALL DAY PARKING –
COMMUTER

LONG TERM PARKING –
OVERNIGHT

SHORT TERM PARKING –
BUSINESS EMPLOYEE/OWNER

SHORT TERM PARKING –
AREA RESIDENT

Rev.	Date	Revision

Issued For	Date	By

Design: J/LW	Draft: Z/RJ	Date: MAY 2005
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Drawing Name:	Where People Park – 11/14/2005
Project:	WESTBROOK DOWNTOWN PARKING STUDY
Client:	PACTS & THE CITY OF WESTBROOK

Drawing No.

9