



City of Saco

Downtown Parking Study

Final Report
2022





City of Saco Project Staff

Denise Clavette, Economic Development Director
Jessa Berna, AICP, Economic Development Specialist

City of Saco Organizations and Committees

Planning and Development Review Committee
Economic Development Commission
Saco Main Street



Consultant Team (Stantec)

Michael Clark
Whitney Burdge
Liza Cohen
Jason Schrieber
Mitul Ostwal
Casey Auch
Howard Burpee
Thomas Gleeson
Hannah Turner

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INTRODUCTION

WHY PERFORM THIS STUDY?

Urban areas across the country are expanding and shifting as a result of many factors: changes in economy, increased demand for housing in urban centers, impacts from the COVID-19 pandemic, and others. As cities prepare for their future, it is essential to maintain an understanding of one of their most valuable assets- parking.

The purpose of this parking assessment is first and foremost to gain a comprehensive understanding of Downtown Saco's parking inventory, and to understand the **current** parking challenges of the overall network: where they are located, when they are occurring, and the factors contributing to the challenges. Through comprehensive data and analysis, this assessment identifies specific opportunities and solutions for Saco to consider for responding to current parking challenges, as well as preparing for those which may accompany the city's ongoing evolution.

The project team was led by the Urban Mobility Group from the consulting firm Stantec, which worked closely with the City throughout this assessment. City staff

provided oversight and reviews throughout the entirety of the plan process and during the finalization of its findings and strategy development. The City also helped the Stantec team to coordinate a stakeholder and community input process to vet strategic approaches and to develop the study's themes and message.

1.1 GENERAL PARKING ASSESSMENT OBJECTIVES

As Saco considers how recent and anticipated planning, policy, and development changes might shape the offerings and overall experience of its City for the long-term, this evaluation of the parking system is aimed at providing strategies for improving overall network management.

This study was structured around six primary goals:

THE SIX GOALS OF THIS PARKING ASSESSMENT

1. Plan for short- and long-term parking needs

Understand how parking is not “one-size-fits-all” and can most efficiently accommodate various types

2. Optimize the use of existing parking supply

Use data to understand how and where parking is used and where there are opportunities to increase usage

3. Coordinate parking management with a flexible, year-round approach

Ensure that parking supports seasonal changes in demand

4. Better align long-term development with city goals

Identify necessary parking precedents that anticipate the City’s direction of growth

5. Foster a walkable downtown

Identify opportunities to improve pedestrian infrastructure and linkages between downtown and parking areas

6. Ensure the parking system is accessible and navigable

Develop solutions to increase transparency in how the parking system works and where parking can be found for both residents and visitors

This parking study was carried out concurrently with the Saco Comprehensive Plan Update. The Update focused on how factors such as walking and bicycling infrastructure, transit services, crash data, congestion, and rates of vehicle ownership affect travel decisions in the community (referenced in Chapter 2).

The goals of the Comprehensive Plan Update tie into many factors which affect the parking system in Downtown Saco, Saco Island, and throughout the community. The table below details each goal and associated finding of the city’s transportation system:

TABLE 0 Saco Comprehensive Plan Update Feedback	
Goal	Finding
Enhance our downtown as the lively core of our community	<ul style="list-style-type: none"> - Sidewalk coverage downtown is good - Crashes indicate safety issues downtown - Main Street prioritizes vehicles
Expand economic opportunity for all	<ul style="list-style-type: none"> - Living car-free or car-light in Saco is challenging - Transportation is a cost burden for many - Bus stop amenities are limited
Provide a variety of housing options	<ul style="list-style-type: none"> - Emphasis on driving influences housing options
Design a connected mobility system	<ul style="list-style-type: none"> - Transit runs mostly north-south, limited frequency - Bicycle network is disconnected
Grow our environmental stewardship	<ul style="list-style-type: none"> - Driving alone is prominent commute mode choice, which produces greenhouse gases
Build resiliency	<ul style="list-style-type: none"> - Limited roadway network
Invest in our schools and infrastructure	<ul style="list-style-type: none"> - Most schools have sidewalk access nearby
Strengthen our City’s fiscal position	<ul style="list-style-type: none"> - Transportation infrastructure is expensive; need to prioritize improvements

1.2 PROJECT TIMELINE

The timeline shown here identifies the major steps throughout this study. The study team worked closely with stakeholders to understand how the results of the data collection exercise in late summer correlated with general parking conditions experienced throughout the year. The team also took into account the unforeseen impacts of the COVID-19 pandemic by comparing additional historic data to demonstrate as 'normal' conditions as possible.



1.3 GATHERING DATA

The process of gathering the data necessary to support the parking assessment is multi-pronged. Many factors contributed to a comprehensive understanding of parking in Saco. The intention of data collected was to answer key questions specific to the study area.

Data was mined from a variety of sources to paint an accurate representation of Downtown's overall parking network and the way it functions:

- Numerical data collection
- Maps/charts of tabulated data
- Policies and regulations
- Stakeholder input
- Information from previous and concurrent studies
- Photos
- Surveys

PARKING INVENTORY, UTILIZATION, AND TURNOVER

The most important step in a parking assessment is to identify current conditions through in-person data gathering. In August 2021 the project team collected detailed data in the defined study area (Chapter 3) for the following:

Parking Inventory

- Identify all parking spaces by location
- Identify how every parking space is regulated
- Identify conditions relating to the access of parking inventory, including availability/ location/visibility of parking signage and wayfinding, condition of connecting pedestrian infrastructure

Parking Utilization

- Using a methodical approach and defined walking route, identify how many spaces are occupied in a facility (on- or off-street) during three defined periods on a typical weekday and two defined periods on a typical weekend day.

In October 2021 the team also gathered parking data specifically in Pepperell Square:

Parking Turnover

- Using a methodical approach and fixed vantage point, identify how long individual spaces are occupied during a 24-hour period during a typical weekday and weekend day.

The process and findings relating to these data steps are outlined in greater detail later in the report.

STAKEHOLDER ENGAGEMENT

The parking assessment team held group roundtable discussions with the City of Saco's Planning and Development Review Committee and a selection of downtown merchants, facilitated by Saco Main Street.

These discussions provided an important platform for different voices to share their concerns about parking in Downtown Saco in an objective manner.

The local knowledge and resources shared through these discussions were a crucial component in framing recommendations that would be supported and implementable when ready to be pursued.

PUBLIC SURVEY

Between October 4 - 29, 2021, the team conducted an online public survey to understand the following:

- How and when people visit Saco
- Where people visit and for how long
- Factors that influence how parking types are selected

- The perception of parking availability
- Preferences of potential solutions for improving parking availability downtown

A flyer to advertise the survey was shared digitally through the City's website, Facebook page, and through email invitation to various parties. Survey takers could take the survey through a direct web link.

Overall, the survey collected 73 responses, which are summarized in the appendix to this report.

CITY OF SACO DATA

The team coordinated with the City to secure a wide range of data to support the parking assessment, such as GIS files and current parking-related ordinances and policies. Parking utilization data collected for the City in 2012, 2013, and 2017 was queried, as well as violation data provided by the Saco Police Department. In addition, the team consulted previous plans and studies, such as:

- Saco Comprehensive Plan Update (underway)
- Biddeford-Saco Transit Oriented Development (TOD) Concept Plan
- Economic Development Market Analysis
- Downtown Saco Master Plan



WHAT THE DATA CAN TELL US

- Where parking is located and how it is accessed
- How parking is managed or operated
- Who is truly able to use parking in the overall network
- When parking is being used and what factors influence variations in demand



(Source: Stantec)

2 CURRENT CONDITIONS DOWNTOWN SACO AND SACO ISLAND

To effectively measure parking usage across the Downtown, the team defined a study area that emphasizes the vital commercial/activity corridor area along Main Street, between Beach Street to the north, including the entirety of Saco Island to the south, and roughly between Elm Street to the west and Middle and Wharf Streets to the east. This area was identified as the center of highest parking demand for dining and commercial activity, as well as for its proximity to other key destinations, including City Hall, Pepperell Square, and the Saco Transportation Center. The team also determined that there was an opportunity to improve the linkage between Saco Island and the rest of downtown. This area has also been profiled in past parking studies.

The land uses supported in these areas attract visitors with different types of parking needs and generate demand for parking at different times during the day/week. The study area includes larger apartment complexes, single-family residential units, small businesses, churches, and other localized services and institutions.



Residential complex on Saco Island



Pepperell Square

FIGURE 1 Study Area



2.1 HOW DO PEOPLE TRAVEL TO DOWNTOWN SACO?

Driving

The overwhelming majority of people drive to/from and through Saco. Of Saco's residents, 82.3% drive alone, while 10.7% carpool (Saco Comprehensive Plan Update). Two hundred and eighty-one households in the community, or 3.5%, do not own an automobile.

There are three key points of entry when driving into downtown- 1) Along Main Street via Saco Island from the south; 2) Along Main Street from north of North Street (potentially via Hwy 195); and 3) by one of Saco's residential streets west of Main Street via Elm Street (State Route 1). The Comprehensive Plan Update identified congested conditions along Main Street.

Walking/Bicycling

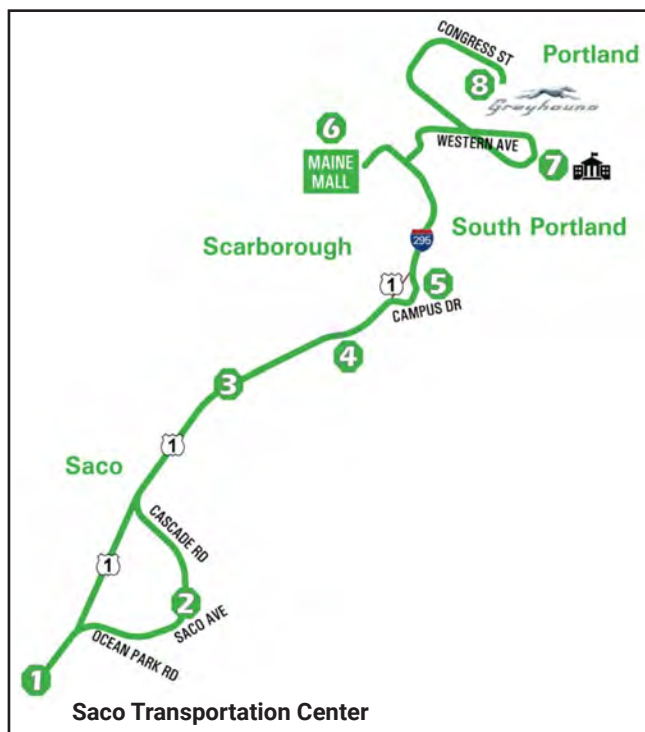
Although most people drive to Saco, people walk between various destinations and to/from parking. From the northern to southern boundary of the study area, the length of Main Street is approximately 0.6 miles. However, the core area of restaurant and retail activity on Main is concentrated within a roughly 5-minute "walkable distance". This area generally offers a pleasant walking atmosphere for visitors, with some lighting, landscaped planters, and a few seating options. Some areas lack sidewalks which may deter walking as a desirable option, especially between Saco Island and Downtown. Connections between outlying neighborhoods and the Downtown are also limited. Walking safety has been raised as a concern for people trying to cross Main Street, especially at busy times, and for those with mobility challenges.

There are limited on-street bicycle accommodations or bicycling parking options in Downtown, as identified in the Comprehensive Plan Update. While there are bicycle racks located intermittently throughout the Downtown, on-street bicycle markings/signage are lacking.

Transit

Biddeford Saco Old Orchard Beach Transit (BSOOB Transit) provides local/regional services via Saco Transportation Center. Five bus routes flow through this facility but the Silver Line ("downtown circulator") and the Green Line are the only routes which travel along Saco Main Street (2-3 times an hour, and seven times a day, respectively). The Silver Line is a recently added and very welcome option for visitors to Saco in need of more frequent, reliable transportation in the downtown area.

Saco Transportation Center also hosts a stop for the Amtrak Downeaster, with service between Portland and Boston (ten trains a day). Although this is primarily utilized by local commuters, some visitors may also utilize the service for visiting Saco or nearby Biddeford. Transit services run primarily north-south between Saco and Biddeford, commonly operating with frequencies of an hour or more.



The BSOOB Green Line

2.2 WHAT IS IT LIKE TO TRAVEL IN DOWNTOWN SACO?

Any motorist who parks in Downtown Saco and Saco Island must then complete their trip on foot; those living in adjacent neighborhoods may carry out the entirety of their journey by walking. The built environment of Downtown Saco features locations which are welcoming to pedestrians but also includes missing sidewalk segments and streets which can be difficult to cross.

Main Street, the primary corridor through the Downtown, features a pleasant sidewalk experience with some lighting, landscaped planters, and a few seating options. The street itself can be five lanes across; at times of lower traffic with fewer vehicles parked on-street (which is often at night, with lower visibility of pedestrians), the roadway width can encourage speeding and leads to an unsafe environment for pedestrians to cross. Survey results indicated that Main Street can be difficult to cross at busy times as well, and it creates challenges for those with mobility impairments.

A similar environment exists on side streets, particularly to the west of Main Street like Storer Street and Pleasant Street. The lack of on-street parking or pavement markings denoting vehicle lanes can lead to an environment where speeding is encouraged due to the lack of "friction", or visual cues which cause motorists to slow down.

Between Downtown Saco and Saco Island, key sidewalk segments are missing. This leads to gaps along key pedestrian routes between attractions along Main Street and Saco Island, as well as between parking options at the Saco Transportation Center and Main Street.



KEY TAKEAWAYS: GETTING TO AND AROUND SACO

- Most people drive to/from Saco
- Key driving entry points into the Main Street corridor are limited so it is important that people know prior to entering how best to reach available parking
- There is a lack of signage to more clearly advertise other ways of traveling to/through Saco
- Conditions of biking and walking infrastructure may encourage reliance on driving for short trips

2.3 WHEN AND WHY DO PEOPLE TRAVEL TO DOWNTOWN SACO?

In addition to key destinations and services downtown, Saco hosts a variety of special events throughout the year, such as the Sidewalk Arts Festival, summer Concerts in the “Park”-ing Lot, and the Pumpkin Harvest Festival. It is the day to day activity however, that generates the biggest concerns of parking availability year-round. Businesses located along Main Street or near/within Pepperell Square, are specifically perceived to generate a high rate of activity, particularly during the mid-day as most of Saco’s businesses close by 6 PM.

The majority of visits to Downtown Saco are for a shorter period of time. Of the public survey responses, 47% identified their average visit being less than one hour, and 32% stay for one to two hours. A smaller percent of overall respondents (14%) identified that they typically park for eight hours or longer, however this number was 50% of the people who said they work in Saco. Longer visits are of particular interest to study, especially regarding how motorists are being adequately directed to long-term parking options and whether the visits are occupying parking spaces which are the most desired.

The impact of long-term parking not only affects the immediate area where it is happening but can spread and exacerbate parking problems to adjacent areas. For example, a customer of a specific restaurant might occupy a designated ‘customer only’ space, and then visit two other destinations afterward while occupying the same space. During that time, an arriving customer of the same restaurant is unable to find a designated space. Of the survey respondents, 38% said they typically visit multiple destinations but park once and walk between them. While this “park once” condition helps improve the efficiency of a parking space by serving multiple purposes, depending on where the car is parked, it can be an obstacle for those seeking shorter-duration parking.



KEY TAKEAWAYS: DOWNTOWN VISITOR PATTERNS

- Most visitors to downtown (79%) stay between one and three hours
- Over half (55%) of downtown visitors typically visit multiple destinations
- Over a third of respondents (37%) visit downtown multiple times per week
- There is little activity downtown in the evening
- Special events can attract significant crowds



City Hall and an advertisement for the Farmer's Market (Source: Wikimedia)



Pepperell Square (Source: Stantec)

2.4 PARKING AND ZONING REQUIREMENTS

Parking requirements for new development in Saco are outlined in the City's Zoning Ordinance (most recently updated on December 2, 2020) as shown in Table 1. Land uses included in this table are those most commonly seen in Downtown Saco and Saco Island. The team consulted the Institute for Transportation Engineers (ITE) Parking Generation manual for similar land use categories to be able to make a more accurate comparison between Saco's requirements and typical/best practice parking requirements as informed by data collected for similar cities across the country.

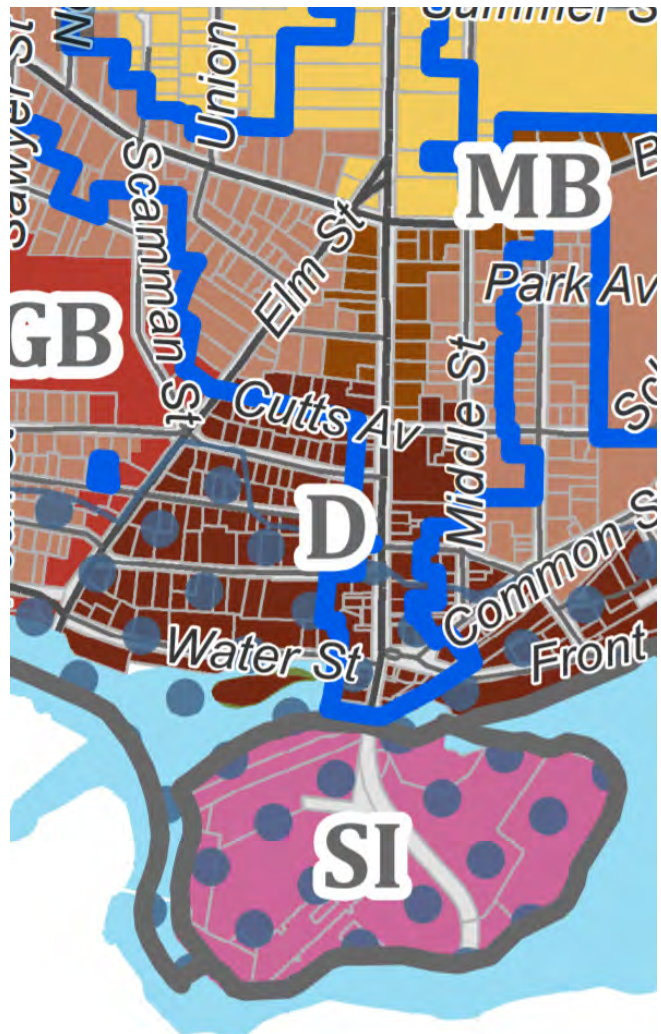
Chapter 5 of this report, which addresses modeled parking demand and compares this to the collected parking occupancy data that forms the basis of the study's understanding, describes how the ITE Parking Generation manual was also used as a key means of understanding national trends in parking use. However, as noted in Table 1, downtown Saco's zoning requirements often differ substantially from observed rates of actual use collected by ITE. The standards published by ITE traditionally overestimate the amount of parking needed for development projects, even in heavily automobile-oriented communities; Chapter 4 details many other assumptions of typical estimation of parking supply which were not found to hold true in Saco.

The Zoning Ordinance defines a number of conditions in which developers can have minimum requirements waived for projects by the Planning Board, including:

- Demonstration that the proposed parking supply is adequate
- Demonstration that on-street parking is available within a reasonable distance
- Demonstration that off-street parking in public lots is available
- Demonstration that a waiver will not create "excess congestion, hazardous, or unsafe conditions in the neighborhood".

Additionally, credit for shared parking between two or more projects is allowed with the Planning Board's approval.

Other standards of note include the requirement to provide bicycle racks and safe, convenient pedestrian access for commercial, multifamily, and mixed-use projects. Projects can also be asked to pay an impact fee to "mitigate traffic congestion and enhance the safety of motorists, bicyclists and pedestrians", although discussion with City staff indicated this fee is not obligated for most projects.



Excerpt of Saco's Zoning Map, including the study area

TABLE 1 Parking Zoning Requirements in Comparison to Typical Rates

Saco Zoning Category	Saco Parking Requirement	Equivalent ITE* Category	ITE Observed Parking Use Rate (based on 5th edition)	Comparison to ITE's Observed Use Rates
Residential-Multi-Family	1.5 spaces per unit for 1 bedroom 2 spaces per unit for 2 bedroom 2.5 spaces per unit for 3+ bedroom in residential district 1 visitor space for every 6 units	Multi-family Low-rise	1.21 spaces per unit	24% higher (for 1-bed unit)
Eating & Drinking	13.33 spaces per 1,000 sf of total floor area	High-turnover Sit-Down Restaurant (Saturday)	9.44 per 1,000 sq. ft G.F.A.	41% higher
Professional Offices	4 spaces per 1,000 sf of total floor area	Office	2.39 per 1,000 sq. ft G.F.A.	67% higher
Retail	5 spaces per 1,000 sf of total floor area	Shopping Center	1.95 per 1,000 sf gross land area	156% higher

**The ITE (Institute of Transportation Engineer's) Parking Generation Manual is the preferred resource for transportation professionals to determine standard/best practice for parking requirements, nationwide.*

3

PARKING INVENTORY

DOWNTOWN'S PARKING SUPPLY AND HOW IT IS MADE AVAILABLE

3.1 OVERALL PROFILE OF DOWNTOWN'S PARKING

Within the Downtown study area, there is a total of 2,156 parking spaces (Figure 2). Of this inventory, 338 spaces (16%) are located on-street and 1,818 spaces (84%) are located off-street. As the purpose of this parking assessment is to identify opportunities for improved management, shared parking, or adjustments to the regulation of parking that supports downtown visitors, some parking spaces (single-family homes, residential lots of fewer than five spaces) are not included in the inventory.

OFF-STREET PARKING

Generally, off-street parking facilities are densely and consistently located throughout the entire study area. The majority of Saco's parking supply supporting destinations along Main Street is located at the rear of properties and is not directly visible from the street. Most of the off-street lots are smaller facilities (around twenty parking spaces or less). Only two lots in the study area north of Saco River hold more than fifty

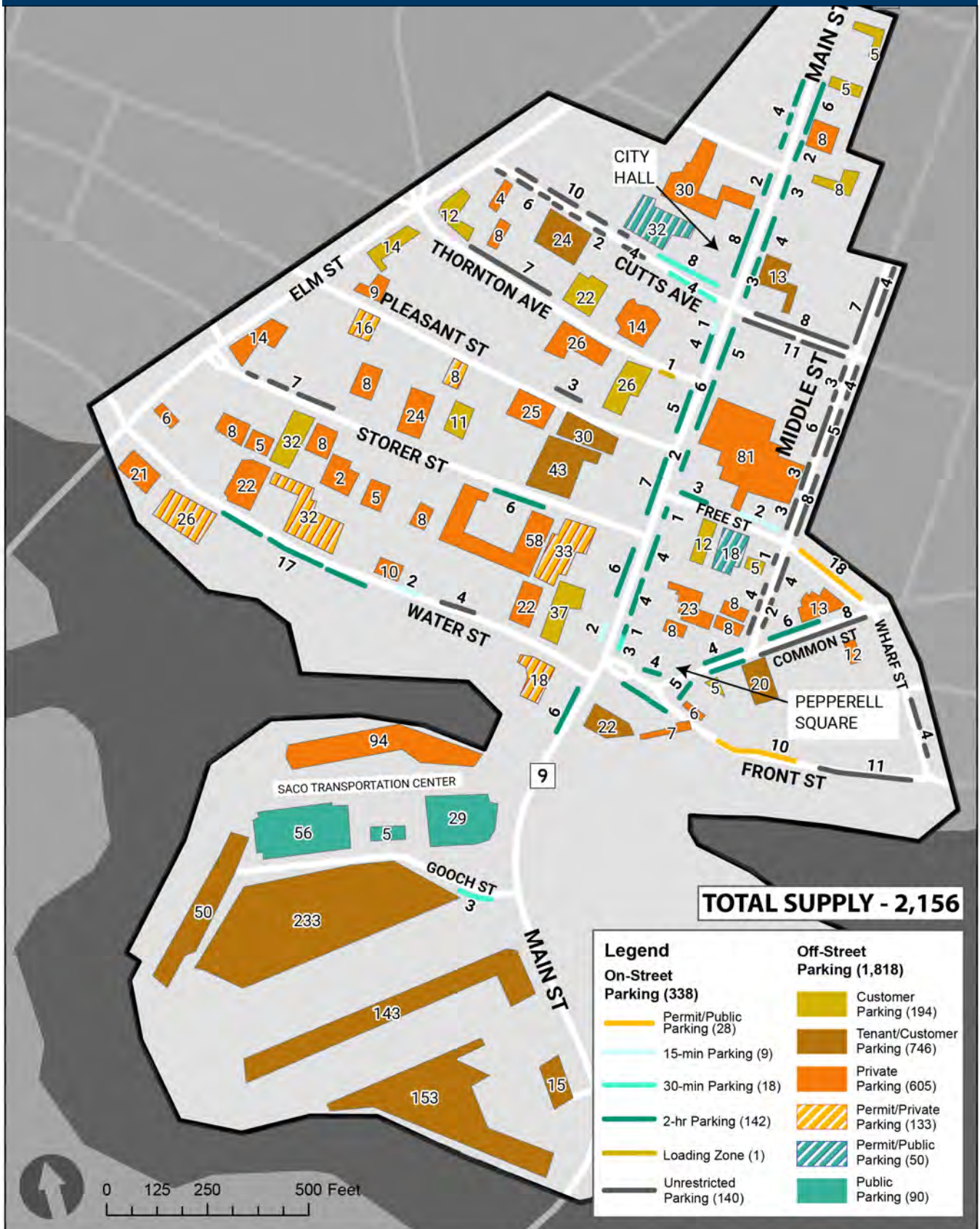
spaces, including the Saco Police Department and the Saco & Biddeford Savings Institution lot. All lots located on Saco Island are larger, with the largest lot south of Gooch Street accommodating 233 spaces.

ON-STREET PARKING

On-street parking spaces are located throughout the entire Downtown area, with the highest density of spaces located along Main Street (north of the river), Middle Street, Common Street, Cutts Avenue, and School Street. All of these locations feature consistent on-street parking on both sides of the street. Pepperell Square features on-street parking only. On-street parking along streets west of Main Street, including Water Street (one-way road), Storer Street, Pleasant Street and Thornton Avenue, where a limited number of spaces are available and only on one side of the street. On the east side of Main Street, Free Street, Wharf Street, and Front Street (one-way road) have on-street parking on one side.

On Saco Island, there is a total of only three on-street parking spaces, located at the eastern end of Gooch Street.

FIGURE 2 Parking Inventory



3.2 PARKING REGULATIONS

For a visitor unfamiliar with the area, parking regulations in Saco may appear generally prohibitive and difficult to navigate. Many parking facilities or spaces are dedicated to specific users and at specific times; however, inconsistent signage can lead to confusion about who is truly permitted to park in some locations.

To gather the most accurate understanding of Downtown's existing parking, the team recorded regulations within the study area as they would be viewed by a first-time "visitor" to Downtown Saco or Saco Island. This study's inventory indicates this current signage and usage rather than the legal status of ownership of parking areas. The study team used these regulations to generally categorize parking spaces as follows.

OFF-STREET SPACES

PUBLIC

These spaces are categorized as those available to all users regardless of their destination – they are not associated with a private business. This includes parking with a time limit.

PERMIT/PUBLIC

These are categorized as public spaces available to users with a special permit during a specified time, and to the general public during non-specified times.

PRIVATE

These spaces are privately-owned but are not specifically regulated to users of the private property.

PERMIT/PRIVATE

These are categorized as privately-owned spaces available to users with a special permit during a specified time of the day, and to users associated with a private enterprise (such as a residence or business) during non-specified times.

TENANT/CUSTOMER

These spaces are available both to customers of a specific business or residents of a particular residential property. The majority of spaces on Saco Island fall within this category.

CUSTOMER

These spaces are available only to customers of a specific business.

ON-STREET SPACES

TIME-RESTRICTED

These spaces are available to any user for a designated period of time.

LOADING ZONE

These spaces are designated for any vehicle providing short-term deliveries or services, but generally serve businesses.

UNRESTRICTED

These spaces are categorized as those available to all and do not have a posted regulation.

Table 2 illustrates how Downtown Saco's parking is distributed among a complex array of categories and user permissions. Overall, 80% of Downtown's parking is reserved for customers, tenants, or visitors of the business or establishment with which the parking is associated. Only 20% of the overall parking supply is available to the general public, but even then this does not always apply. For instance, there are no spaces specifically dedicated for use by downtown employees who often park in public spaces.

Generally, there is significant opportunity to simplify the number of regulation types in Saco. In parallel, there is opportunity to improve the clarity and consistency of how parking regulations are displayed in Downtown Saco, or in directing users to parking. Confusion about where and how to park can lead to parkers occupying the closest available space to their destination (regardless of regulation/signage) and potentially displacing other parkers from spaces dedicated for their specific use. Time spent hunting for a parking space can also contribute to traffic congestion in higher-demand areas and can create unsafe driving conditions to both drivers and pedestrians when an unfamiliar visitor tries to navigate to parking.

There is significant opportunity to better clarify where user types can park in Downtown Saco, along with an opportunity to improve the clarity and consistency of signage associated with parking.

TABLE 2 Parking Inventory by Major Classification

Parking Type	Number of Spaces within Overall Inventory	Percentage (%) of Overall Inventory
On-Street		
2-hour Public Parking	142	7%
30-minute Public Parking	18	1%
15-minute Public Parking	9	<1%
Permit/Public Parking	28	1%
Loading Zone	1	<1%
Unrestricted	140	6%
Off-Street		
Public Parking	90	4%
Permit/Public Parking	50	2%
Permit/Private Parking	133	6%
Private Parking	605	28%
Tenant/Customer Parking	746	35%
Customer Parking	194	9%
TOTAL	2,156	100%



Some of the wide varieties of parking regulation signage observed throughout the downtown Saco study area.

3.3 WHO OWNS AND OPERATES PARKING?

Who can use parking is often closely tied to who owns parking, though the key difference is in privately-owned parking, where more nuanced and informal agreements may allow parking facilities to be used among multiple businesses, but not for the general public.

Parking ownership and/or operation of parking in downtown Saco can be summarized as follows.

CITY-OWNED

The City owns all on-street spaces as well as off-street lots at the Saco Transportation Center, along Free Street and at City Hall. These spaces are maintained by the City. Much of this parking, including all spaces along Main Street, are time-regulated with parking for longer than two hours between the hours of 9AM and 5PM, except on Sundays, and holidays, prohibited. Other spaces, such as those along Middle Street, are not subject to time restrictions.

A permit for use of the City Hall lot during building operating hours is required. A small number of on-street parking spaces (28 in total) east of Pepperell Square and Middle Street are reserved for users of specific properties as well.

Violation data provided by the Saco Police Department indicates that, over a 14-month period between July 29, 2020 and September 19, 2021, 89 violations were issued for vehicles exceeding the two-hour parking limit. The majority of these violations were on Main Street between Water Street and Cutts Avenue and in Pepperell Square. A smaller number of stopping violations (vehicles parked where no parking is allowed) were also observed.

PRIVATELY-OWNED

The majority of parking lots in the study area are privately-owned, such as by business owners or landowners. These spaces are generally dedicated to users visiting the specific property, whether it's tenants of residences, employees, or customers.

Observations throughout the study area found an abundance of signage denoting parking lots and individual spaces for specific users. Conversations with the merchant community discovered that some businesses are reliant upon private parking agreements to accommodate employees and visitors; others noted that customers will frequently park in private lots for which no agreement is present knowing that the lot is not actively towed. In recent years, the large lot of Saco & Biddeford Savings has been used informally for parking throughout the downtown area, which has been tolerated with COVID-19 reducing the need for employee parking; this availability is likely to be relinquished to some degree as pre-pandemic conditions return.



KEY TAKEAWAYS: INVENTORY

- Most of downtown's public parking is on-street with no large, central public lots to accommodate visitors
- Unrestricted on-street parking is found on side streets such as Cutts Avenue and Middle Street
- The Free Street lot and City Hall lot (after 5:00 PM) are made publicly-available but total approximately only 50 spaces
- Most lots in the core of downtown (near Pepperell Sq.) are private or for specific users

4

UTILIZATION AND DEMAND

HOW DOWNTOWN'S PARKING IS BEING USED, AND HOW MUCH USE SHOULD BE EXPECTED

As stated in the introduction, a primary objective of this parking assessment was to provide a data-centered baseline for understanding parking trends and making informed decisions for addressing challenges. To this end, the assessment's primary activities included collecting occupancy data, analyzing it relative to the inventory of parking discussed in Chapter 3, and understanding trends.

The assessment also compares this utilization of parking to expected levels of demand that are a function of downtown's land uses and the businesses, establishments, and activities they represent. The relationship between utilization and expected demand is key, as it illustrates how and where specific challenges may be happening, and points to options for addressing these.

4.1 UTILIZATION DATA SOURCES

IN-PERSON PARKING COUNTS

This assessment used two approaches which are

widely employed in parking management studies. First, it collected data on parking utilization through in-person field counts. This is the most fundamental form of occupancy data collection. Counting occupancy at different time points and during different days allows for a representation of a range of activity levels and economic patterns that individually contribute to parking utilization. This level of data is highly useful for illustrating key trends.

Anecdotal observations shared with the team had identified that parking activity at the initiation of this study was perceived as being "nearly back to normal" as in pre-COVID-19 levels. The team pursued conducting in-person counts to establish a current-day utilization baseline. The team worked to identify four specific time periods for gathering utilization data to paint an overall picture of Downtown's parking demand during a typical *weekday*: 8-10 AM (typical morning demand), 12-2 PM (typical mid-day/lunch demand), 3-5 PM (typical mid-afternoon demand) and 6-8 PM (typical evening/dinner demand).

The team also gathered utilization data on a *weekend*

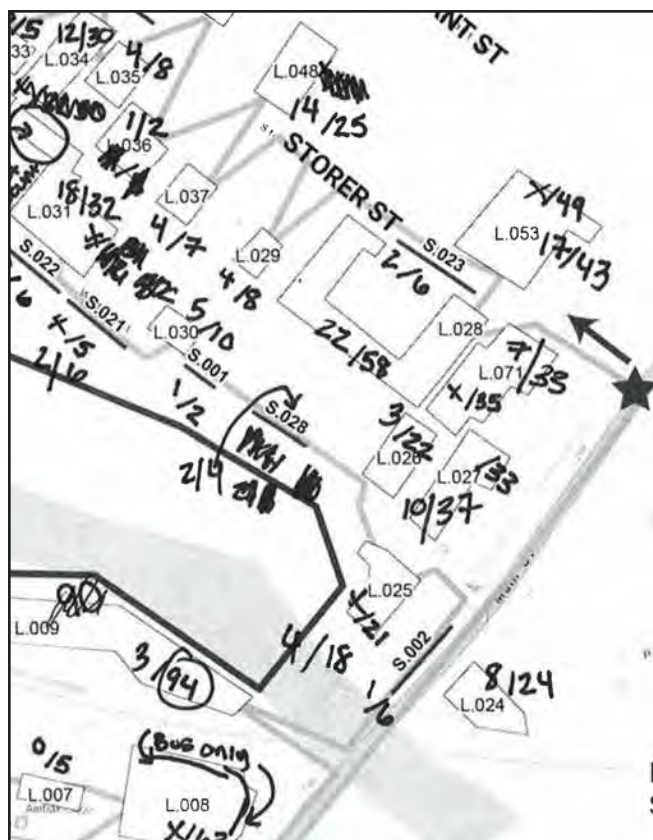
to understand how parking demand differs outside of the standard work week: 11 AM - 1 PM (typical mid-day/ lunch demand), 3-5 PM (typical mid-afternoon demand), 6-8 PM (typical evening/dinner demand).

The dates for the weekday and weekend counts were selected for their ability to represent typical conditions. During the week (in any city), typical parking conditions occur between a Tuesday and Thursday, for instance. The dates were also selected to not overlap with holidays, or align with other events that could generate atypical parking demand and potentially skew the data.

Utilization data was collected on Saturday, August 21, 2021 and Thursday, August 26, 2021. Two members of the Stantec project team conducted these in-person counts; a portion of the task was also devoted to confirming the categorization of parking spaces as described in Chapter 3. The late summer time period indicates visitation to Saco should be higher than typical. The end of this chapter will discuss how this 2021 data is largely consistent with data collected in recent years before the COVID pandemic. Weather conditions for each day were conducive for travel (e.g. absence of inclement conditions).

VIDEO CAPTURE

To add a layer of complexity in understanding, not just in how many parking spaces are used, but how *long* they are used, the team captured parking turnover data using video. Parking turnover identifies how long a space is being utilized by every vehicle which occupies it during a defined period. This is beneficial to be able to understand parking behaviors in relation to posted regulations and specific destinations. Due to the effort required for processing data using this method, the team selected a small, targeted area of high perceived demand- Pepperell Square. A camera was positioned within a second-floor property window within Pepperell Square to capture as wide a vantage point as possible. Data was captured for a 24-hour period both during a typical weekday and weekend day in October, which allowed for understanding of typical, non-peak conditions in the Square.



A sample from one of the data collector's utilization observations.



The vantage point from which video data was collected for Pepperell Square.

4.2 UTILIZATION PROFILES FOR DOWNTOWN SACO

To ensure efficient parking management operations in any urban area, it is ideal to maintain at least one empty space on each block of street parking to ensure easy visitor access to destinations. This typically equates to about one out of eight spaces free, or a target of 15% vacant per block. Similarly, a goal of at least 10% vacancy is considered ideal in off-street lots. If any facility has less availability than this, it is usually the case that users arrive to a full lot or have significant trouble finding space. However, if a facility has substantially more availability (especially in high-demand areas), this points to conditions or regulation that may be keeping potential parkers away.

The series of maps and charts over the following pages illustrate the result of the in-person parking counts conducted for downtown Saco. The maps demonstrate utilization levels for each individual parking facility or space (see Figure 4). The pie charts identify utilization levels by time period both for the overall parking system, as well as specifically for parking that is dedicated for public or customer use; these spaces have been perceived by visitors as more difficult to find available. The bar charts illustrate how utilization levels change throughout an entire day.

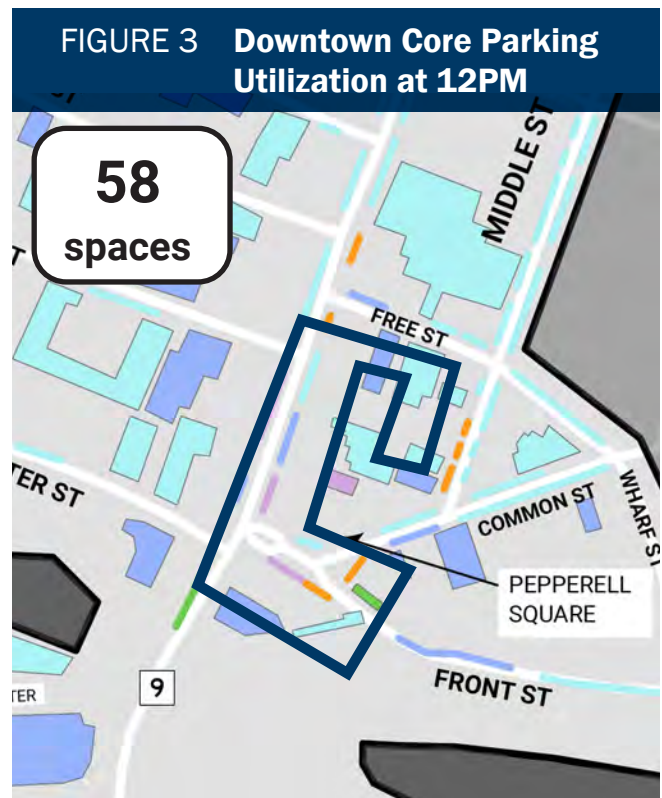
Overall, while it appears from the data that downtown's parking is generally under-utilized (no more than 40% on a weekday, or 37% on a weekend), focusing on specific parking types and locations shows that utilization is unevenly distributed in a few specific areas. On-Street parking can be well-utilized along Cutts Avenue, portions of Middle Street, or the southern end of Main Street near Pepperell Square during many time periods. The northern part of Middle Street shows full utilization during mornings. When a block face or lot is functionally full, a person may not be able to find an available space.

Regulated spaces with time limits imposed are only located on-street in Saco. Parking along Main Street nearest the defined 'downtown core' area is identified as only being full during the weekday midday period.

This core has been identified as the area of highest concentration of economic activity and potential for higher demand (see Figure 3).

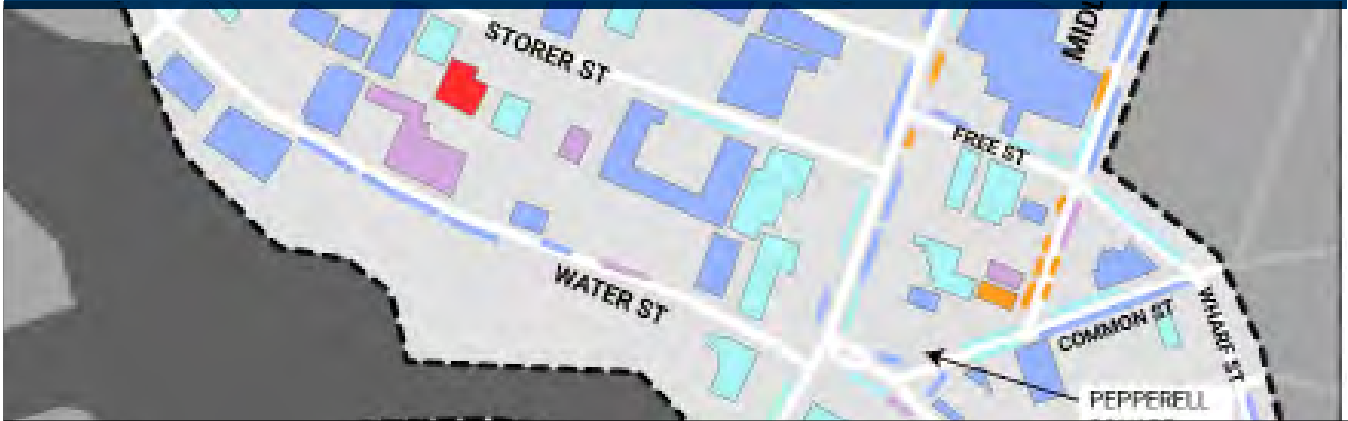
Off-street parking facilities, whether regulated or not, are consistently below optimal utilization throughout all time periods captured. Only a few specific facilities ever meet or exceed full utilization, such as the lot serving the mill complex on Saco Island during the weekday evening period, or the City Hall parking lot on a weekday morning.

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

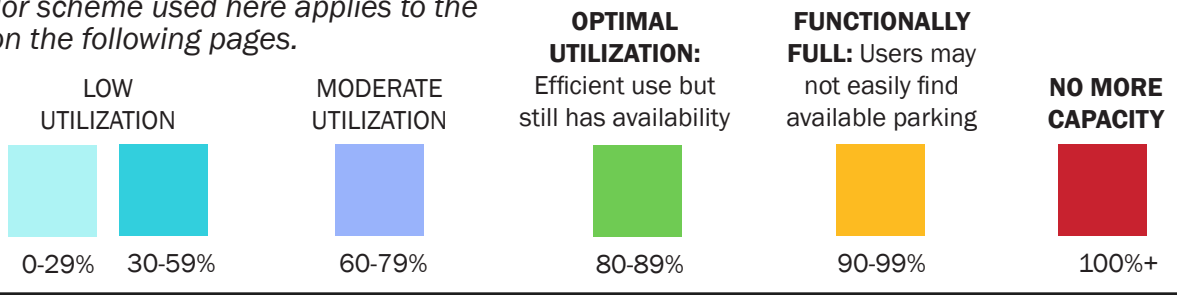


Note: "Hotter" colors indicate more activity (see legend next page)

FIGURE 4 Understanding Utilization Maps



The color scheme used here applies to the maps on the following pages.



Parking utilization varies widely throughout Saco, depending on the time of the day, location, and type of parking.

The following tables provide an overview of the parking utilization during all time periods identified for this study, both for overall utilization and for specific areas.

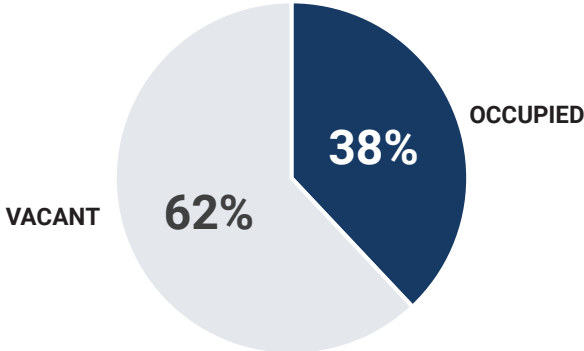
TABLE 3 Parking Utilization - Summer Thursday				
Parking Area (Inventory)	Thursday 8 AM	Thursday 12 PM	Thursday 3 PM	Thursday 6 PM
Total Study Area				
TOTAL (2,156)	819 (38%)	860 (40%)	807 (37%)	816 (38%)
On-Street Total (338)	134 (40%)	134 (40%)	118 (35%)	102 (30%)
Off-Street Total (1,818)	685 (38%)	726 (40%)	689 (38%)	714 (39%)
Downtown Saco Area				
TOTAL (1,375)	557 (41%)	571 (42%)	508 (37%)	397 (29%)
Core Area (58)	19 (33%)	38 (66%)	19 (33%)	26 (45%)
Main Street (89)	25 (28%)	37 (42%)	31 (35%)	21 (24%)
Pepperell Square (67)	21 (31%)	35 (52%)	25 (37%)	33 (49%)
Saco Island				
TOTAL (781)	262 (34%)	289 (37%)	299 (38%)	419 (54%)
Transportation Center (90)	27 (30%)	33 (37%)	41 (46%)	41 (46%)

TABLE 4 Parking Utilization - Summer Saturday

Parking Area (Inventory)	Saturday 11 AM	Saturday 3 PM	Saturday 6 PM
Total Study Area			
TOTAL (2,156)	746 (35%)	765 (35%)	787 (37%)
On-Street Total (338)	134 (40%)	170 (50%)	128 (38%)
Off-Street Total (1,818)	612 (34%)	595 (33%)	659 (36%)
Downtown Saco Area			
TOTAL (1,375)	446 (32%)	427 (31%)	389 (28%)
Core Area (58)	28 (48%)	29 (50%)	32 (55%)
Main Street (89)	28 (31%)	38 (43%)	28 (31%)
Pepperell Square (67)	45 (67%)	30 (45%)	29 (43%)
Saco Island			
TOTAL (781)	300 (38%)	338 (43%)	398 (51%)
Transportation Center (90)	45 (50%)	48 (53%)	56 (62%)

PARKING UTILIZATION, THURSDAY 8 - 10 AM

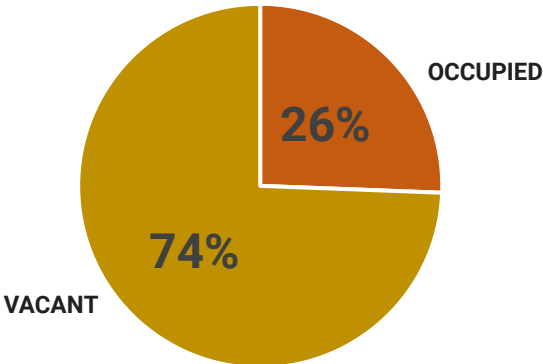
OVERALL UTILIZATION



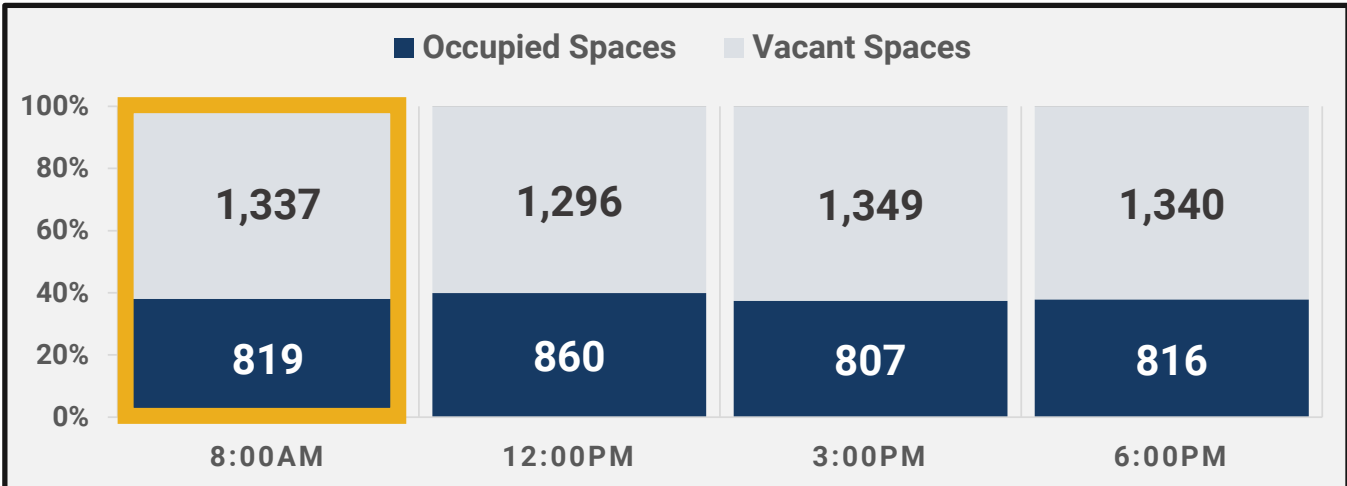
KEY OBSERVATIONS

- A** Main Street and Pepperell Square are under-utilized, likely due to the business/ dining hours of nearby establishments.
- B** Cutts Avenue and portions of Middle Street are at capacity.
- C** The Saco Transportation Center lots are also under-utilized during the peak commuting period. The short-term parking East Lot is vacant while the long-term parking West Lot is moderately utilized.
- D** Only a third of spaces are occupied in the Core area during this period.
- E** The City Hall lot is at optimal utilization just as the business day is beginning.

PUBLIC/CUSTOMER UTILIZATION



UTILIZATION COMPARISON BETWEEN TIME PERIODS



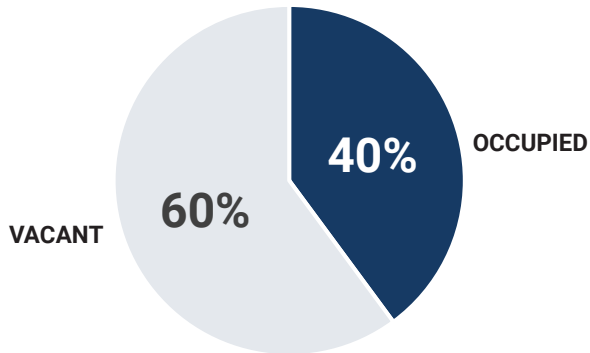
Parking Utilization

Thursday 8 - 10 AM



PARKING UTILIZATION, THURSDAY 12 - 2 PM

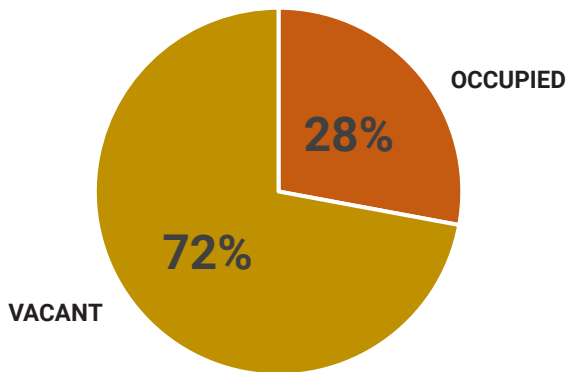
OVERALL UTILIZATION



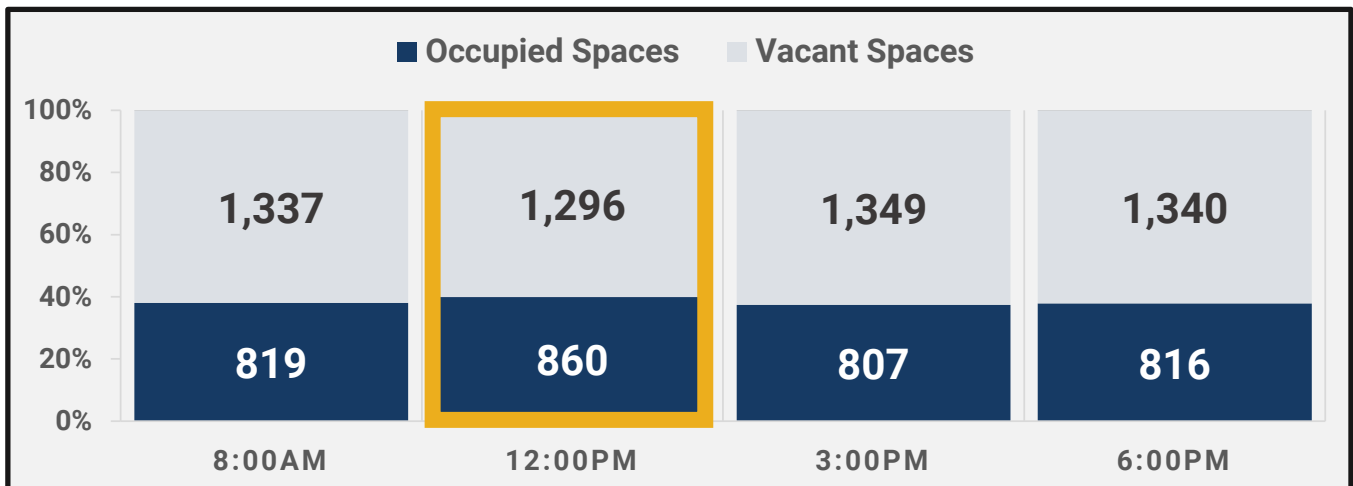
KEY OBSERVATIONS

- A** Cutts Ave utilization is much lower at noon compared to the morning hours.
- B** Utilization at the Saco Transportation Center remains constant with morning observations.
- C** The Saco & Biddeford Savings Institution lot is well-utilized.
- D** More than half the spaces in the core area are utilized at this hour of the day.

PUBLIC/CUSTOMER UTILIZATION



UTILIZATION COMPARISON BETWEEN TIME PERIODS



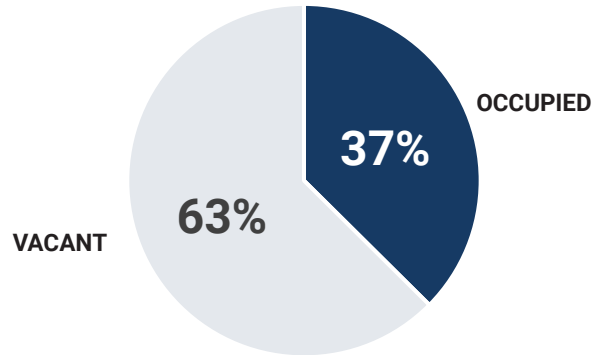
Parking Utilization

Thursday 12 - 2 PM

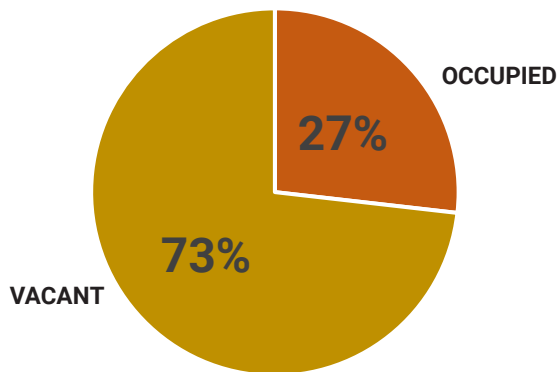


PARKING UTILIZATION, THURSDAY 3 - 5 PM

OVERALL UTILIZATION



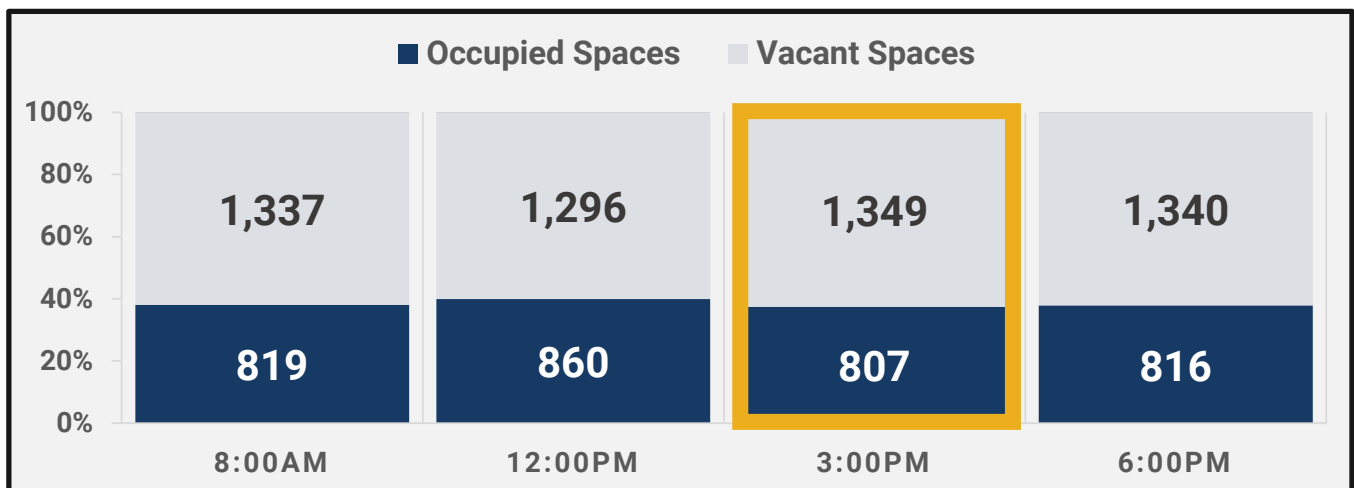
PUBLIC/CUSTOMER UTILIZATION



KEY OBSERVATIONS

- A** The lowest utilization for the day is observed during this time period.
- B** Middle Street and Main Street are moderately busy.
- C** Free spaces around the periphery of Pepperell Square are either optimally or adequately utilized.
- D** Utilization of off-street lots changes little from midday observations, with the exception of the Saco & Biddeford Savings Institution lot which features lower utilization.
- E** Only a third of spaces are occupied in the same core area during this time period.

UTILIZATION COMPARISON BETWEEN TIME PERIODS



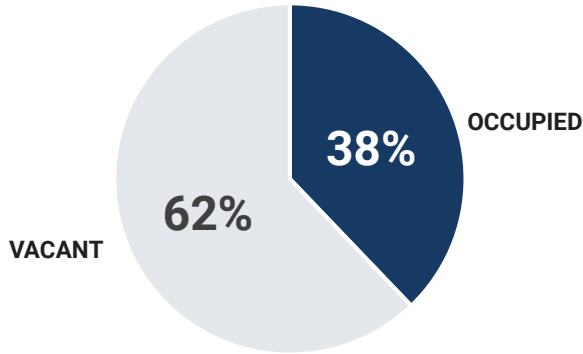
Parking Utilization

Thursday 3 - 5 PM



PARKING UTILIZATION, THURSDAY 6 - 8 PM

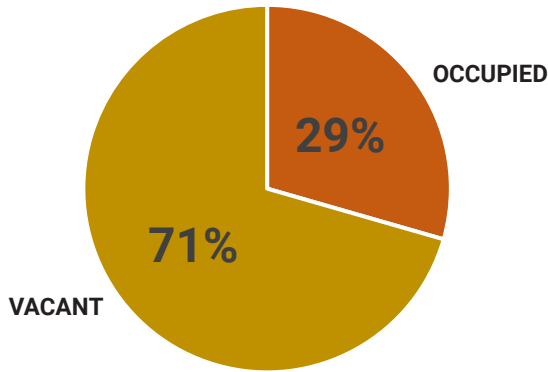
OVERALL UTILIZATION



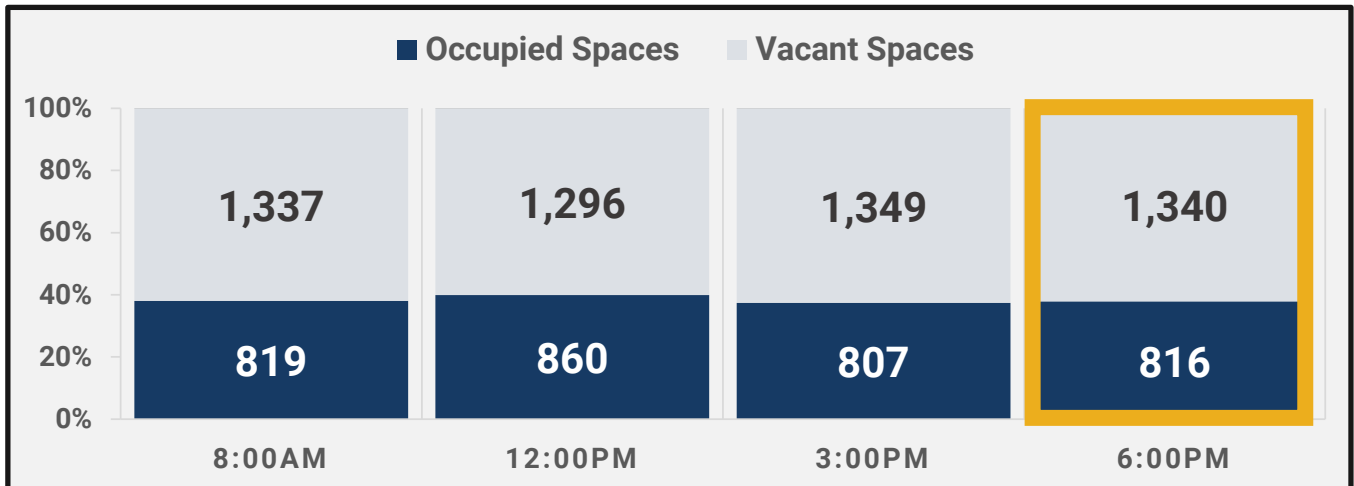
KEY OBSERVATIONS

- A** Most off-street lots associated with offices and businesses are vacant in the evening.
- B** There is an increase in utilization on Cutts Ave compared to other utilization observations.
- C** There is a significant increase in activity at Pepperell Square in the evenings.
- D** Customer/Tenant Parking at the mill complex on Saco Island are either over capacity or at optimal usage.

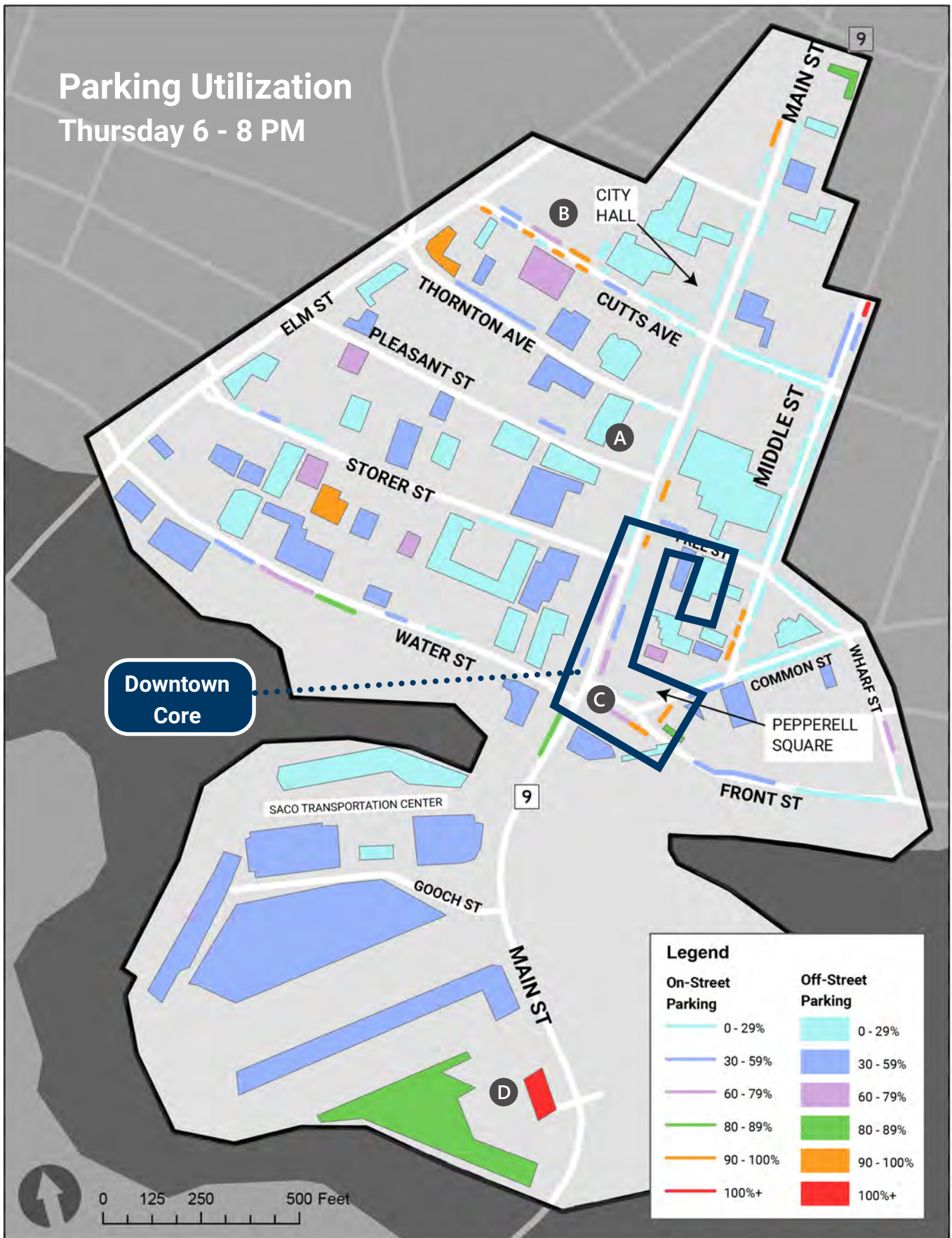
PUBLIC/CUSTOMER UTILIZATION



UTILIZATION COMPARISON BETWEEN TIME PERIODS

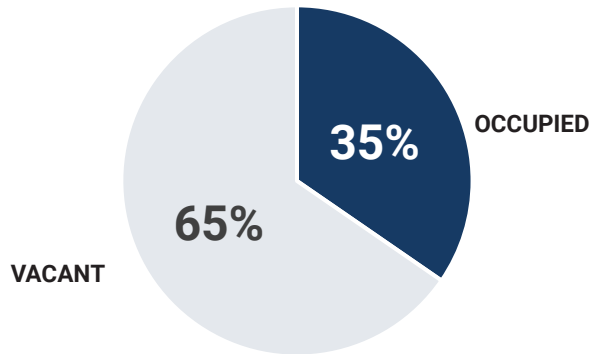


Parking Utilization Thursday 6 - 8 PM



PARKING UTILIZATION, SATURDAY 11 AM - 1 PM

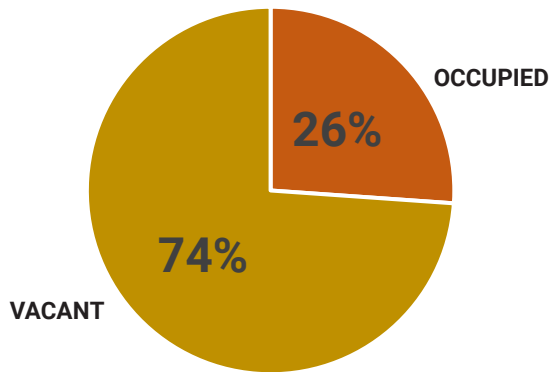
OVERALL UTILIZATION



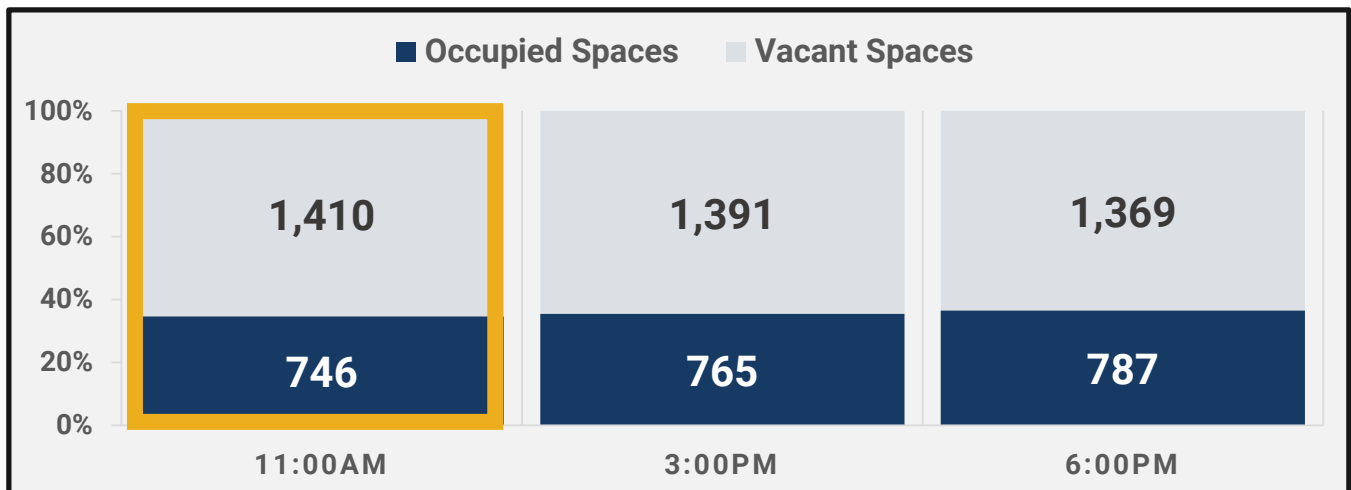
KEY OBSERVATIONS

- A** Utilization is lowest during this time period, although observations are fairly consistent throughout the day.
- B** Pepperell Square observes its highest utilization throughout the day during this time period.
- C** Cutts Avenue and Middle Avenue feature spots where availability is limited.

PUBLIC/CUSTOMER UTILIZATION

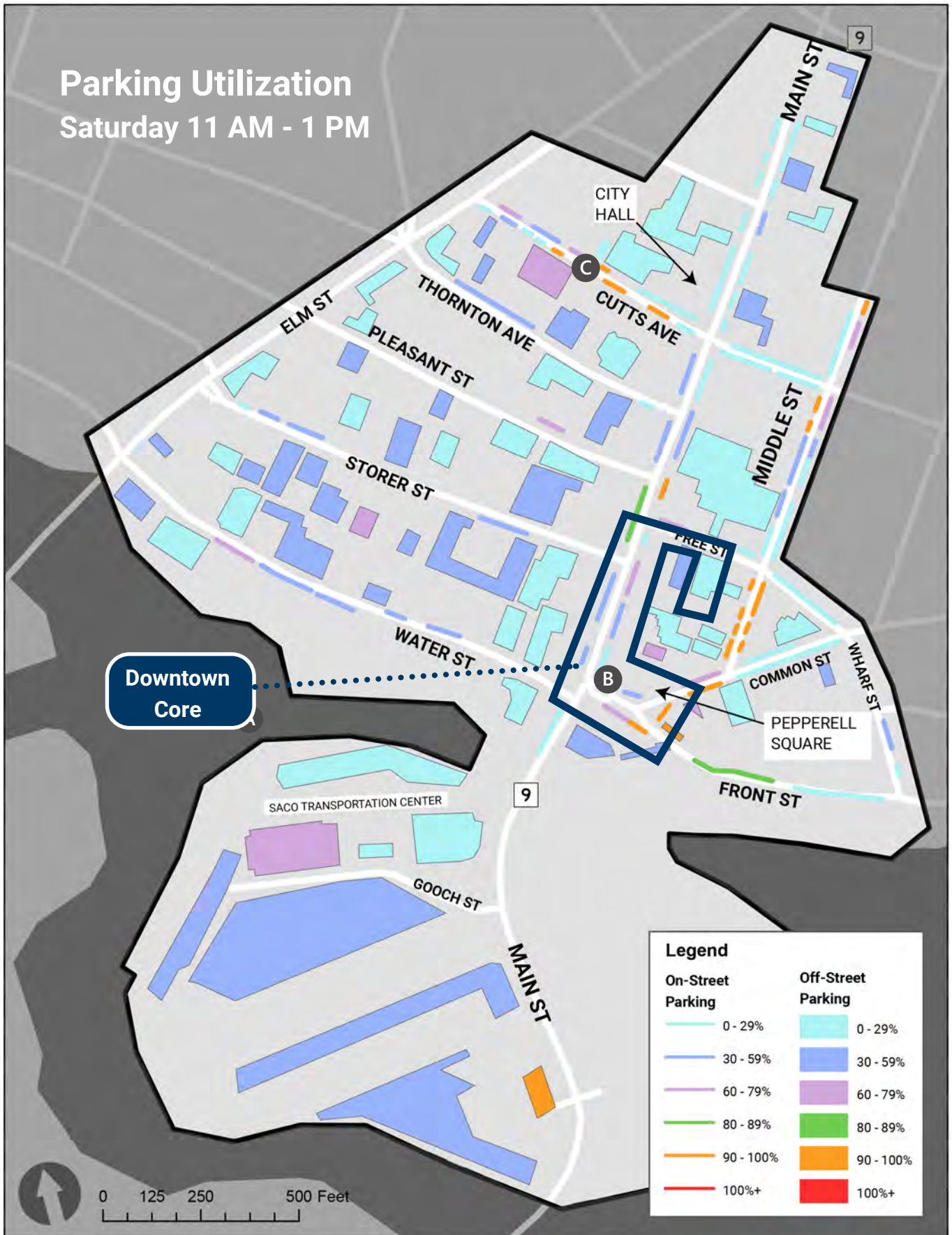


UTILIZATION COMPARISON BETWEEN TIME PERIODS



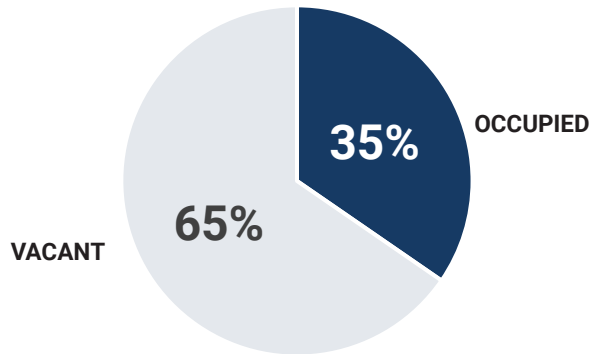
Parking Utilization

Saturday 11 AM - 1 PM



PARKING UTILIZATION, SATURDAY 3 - 5 PM

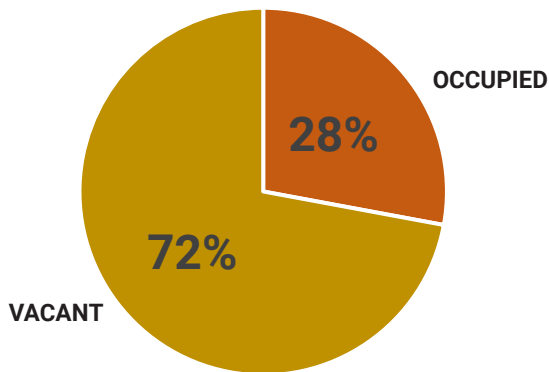
OVERALL UTILIZATION



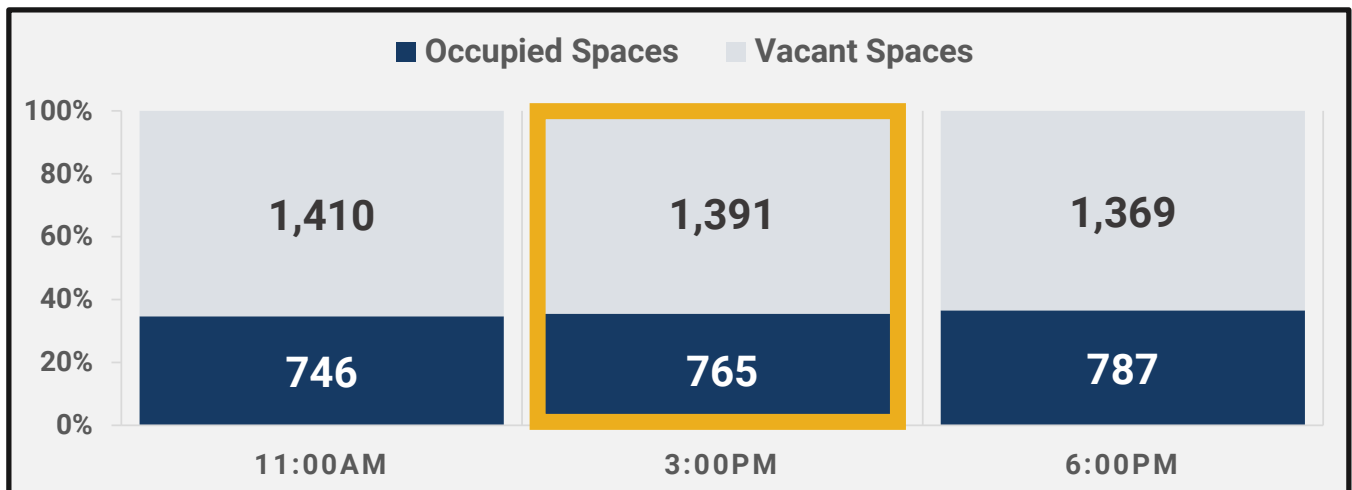
KEY OBSERVATIONS

- A** Similar to the morning observations, Cutts Ave is at capacity. Since the parking is unregulated, there are more patrons parking and walking a few blocks to reach their destinations on the Main St.
- B** Middle St is either at capacity or over flowing. Long-term free parking within the vicinity of Main St businesses and shops contributes to the high demand.
- C** The Run of the Mill Public House and Brewery lot is also completely utilized at this time of the day.

PUBLIC/CUSTOMER UTILIZATION

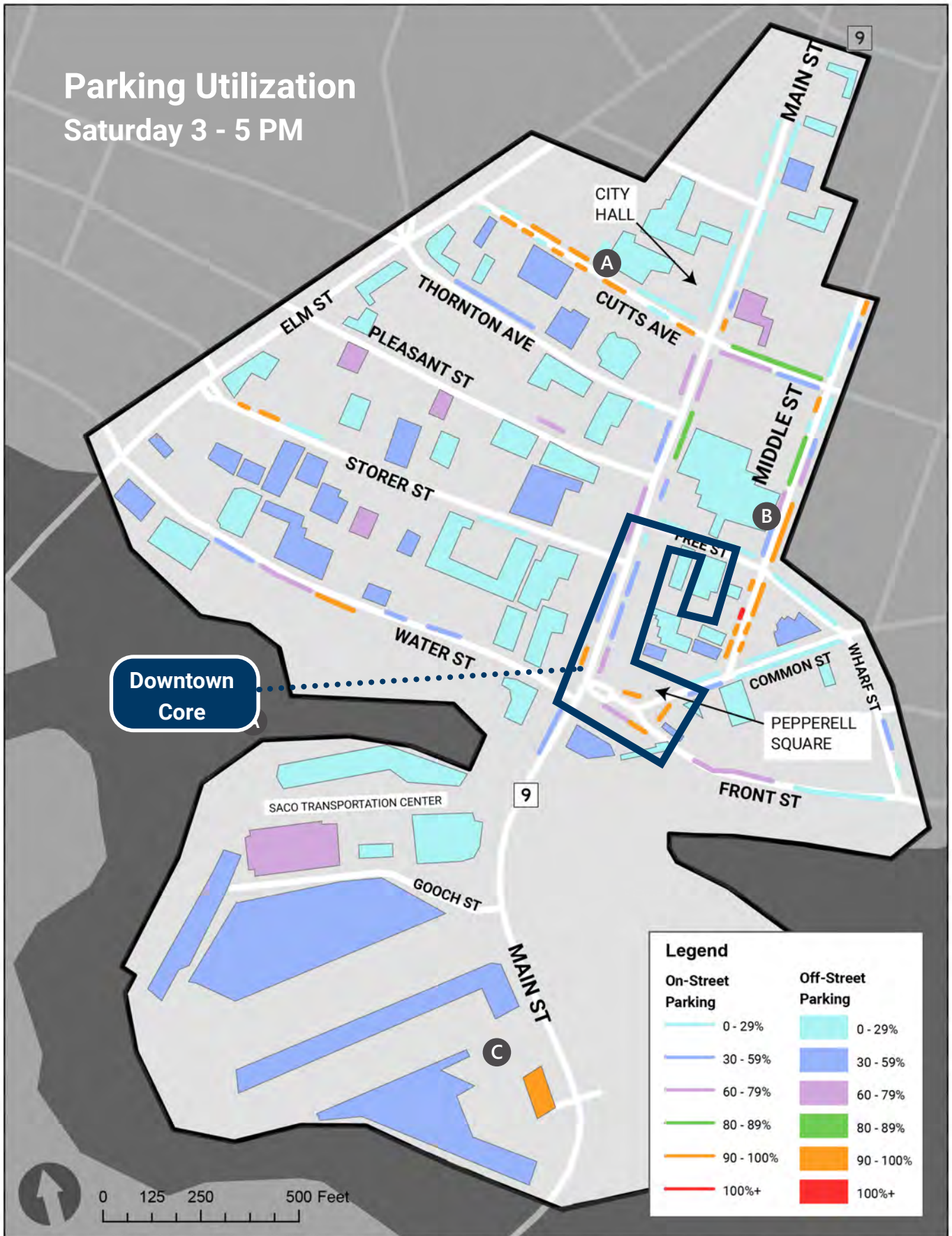


UTILIZATION COMPARISON BETWEEN TIME PERIODS



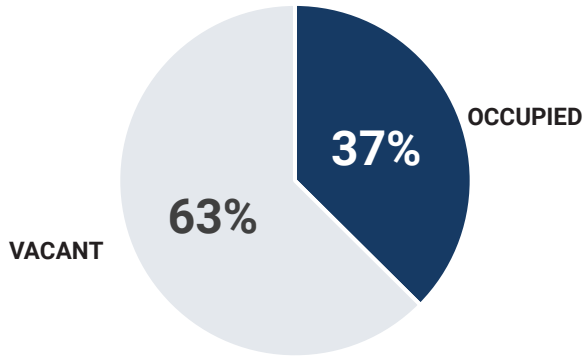
Parking Utilization

Saturday 3 - 5 PM



PARKING UTILIZATION, SATURDAY 6 - 8 PM

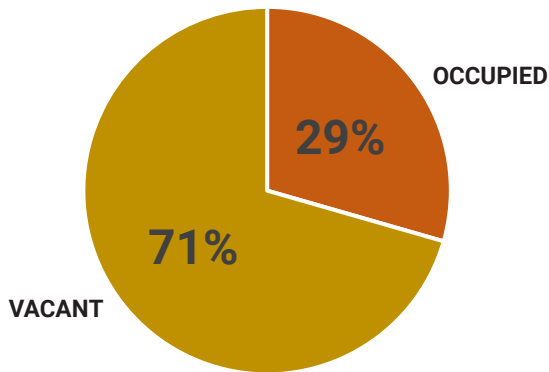
OVERALL UTILIZATION



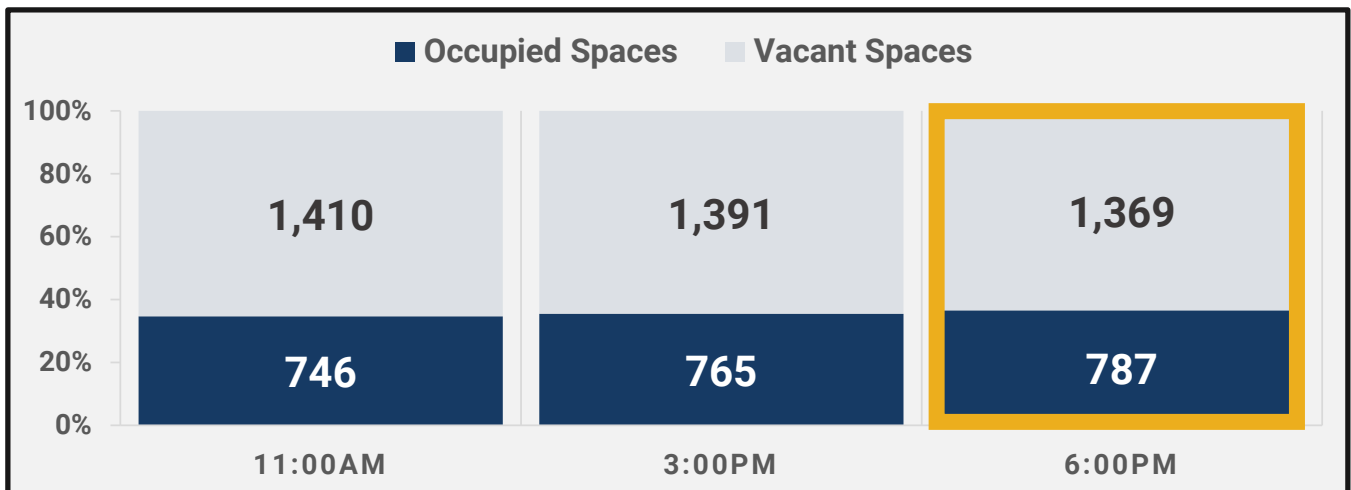
KEY OBSERVATIONS

- A** Utilization is highest during this time period, although observations are fairly consistent throughout the day.
- B** Cutts Avenue and Middle Street are highly utilized.
- C** Tenant/customer lots at the mill complex on Saco Island are well-utilized.
- D** Pepperell Square is the least utilized in the evenings on the weekends.

PUBLIC/CUSTOMER UTILIZATION

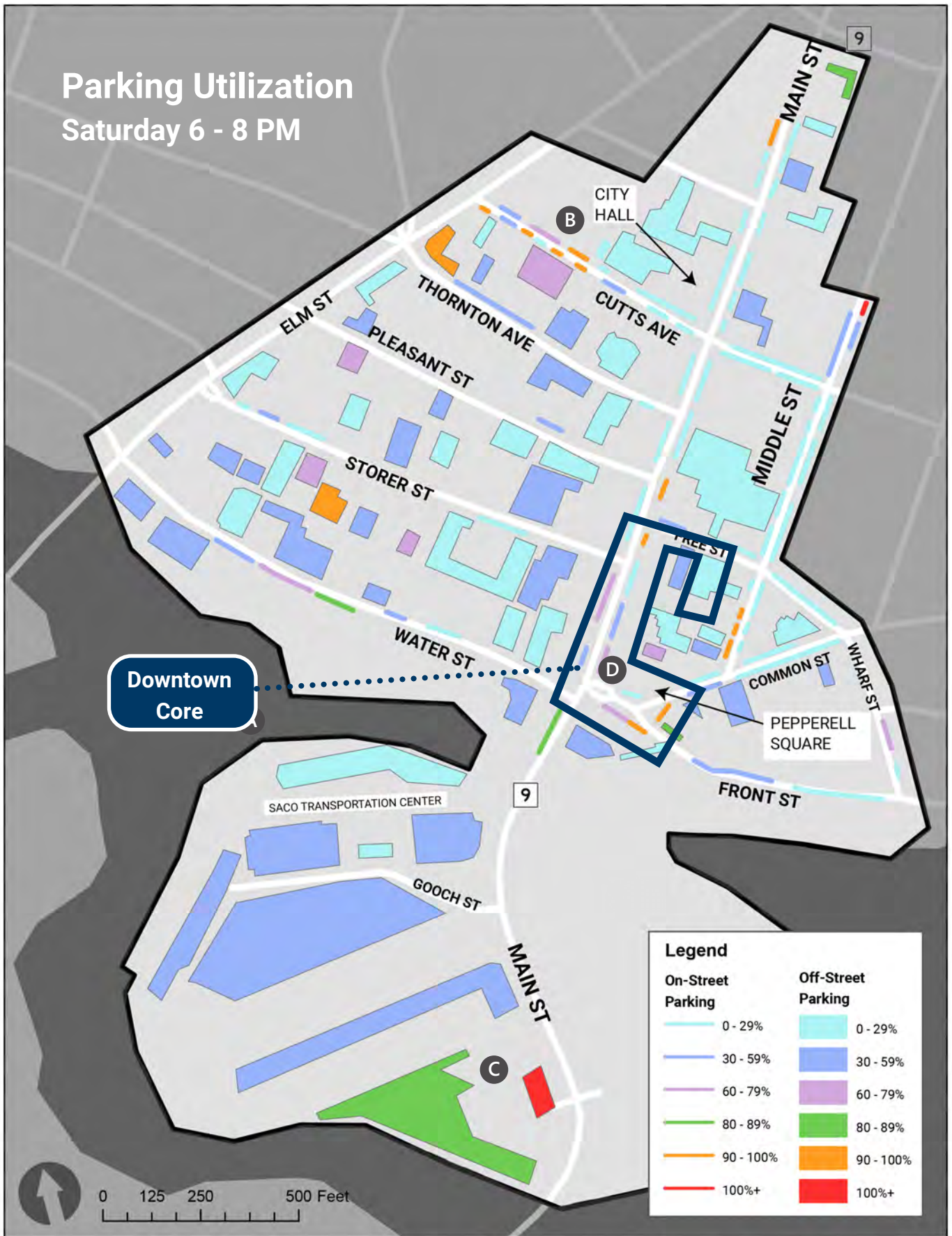


UTILIZATION COMPARISON BETWEEN TIME PERIODS



Parking Utilization

Saturday 6 - 8 PM



4.3 PARKING TURNOVER ANALYSIS

A parking turnover analysis was completed for eight on-street public spaces in Pepperell Square, as depicted in Table 3. This analysis was completed between 8 AM and 8 PM on Thursday, October 14, 2021 and Saturday, October 16, 2021. Observations were collected for the same periods as the utilization, although data was collected during mid-October rather than in late August.

The data found that the mean (average) parking duration was roughly half an hour across the two days, with a 33 minute all-day average for Thursday and a 28 minute all-day average for Saturday. This points to the two-hour parking regulation providing a sufficient buffer for motorists to carry out their visits in Pepperell Square. Only 3% of vehicles (nine vehicles) were observed as parking for longer than 90 minutes during the 16-hour data observation period. On a per space basis, 39 vehicles occupied each space during the Thursday data collection period with 37 vehicles

occupying each space during the Saturday data collection period.

For the weekday, durations ran longer during the morning (8-10 AM) and early afternoon (12-2 PM) periods (45 minutes and 49 minutes, respectively) than for the evening, 5-7 PM period (31 minutes). Each parking space gradually saw higher levels of usage as the day wore on, with an average of 12 vehicles occupying each space over the 5-7PM period and only six vehicles occupying each space during the 8-10 AM period.

For the weekend, observations in the late afternoon (3-5 PM) and evening (6-8 PM) found significantly shorter parking durations of approximately 15 minutes, with the late morning/early afternoon period (11-1 PM) showing an average duration of 46 minutes. Parking activity was level throughout the day with three or four vehicles occupying each space during each two-hour window.

TABLE 5 Parking Turnover in Pepperell Square				
	All Day (8AM-8PM)	8-10AM	12-2PM	5-7PM
Thursday, October 14				
Mean Parking Duration	33 minutes	45 minutes	49 minutes	31 minutes
Parked Vehicles Per Space	15 vehicles	2 vehicles	3 vehicles	5 vehicles
Saturday, October 16				
Mean Parking Duration	28 minutes	46 minutes	14 minutes	15 minutes
Parked Vehicles Per Space	14 vehicles	3 vehicles	4 vehicles	3 vehicles

4.4 ALL-SEASON DEMAND

Data collected for previous parking studies in Downtown Saco were queried to understand parking conditions during seasons of the year and determine how conditions related to the COVID-19 pandemic during the summer of 2021 may have affected utilization figures. Data for the study area as a whole, Pepperell Square, and the Main Street corridor were compared for this analysis for peak periods on Thursday afternoon (12 PM) and Saturday evening (6 PM) for August 2021, January 2017, and July 2013. The results are shown in Table 6.

For the study area as a whole, utilization was slightly lower during each peak time period (39% and 36% for Thursday and Saturday, respectively) than it was for summer 2013 conditions (46% and 44%). However, utilization was higher than January 2017 observations (29% and 31%). Although the data indicates August 2021 may have observed less parking activity than typical summer conditions due to COVID-19 impacts,

the historical data continues to point to significant capacity throughout the study area.

The data for Pepperell Square points to relatively consistent levels of usage between the three seasonal observations for each daily peak period. The highest observation was 56% utilized during the weekday peak period in July 2013, with a low of 40% utilized during the weekday peak period in January 2017. Main Street observations find much more limited usage during the Saturday evening peak in August 2021 (24%), as compared to 27% utilized in January 2017 and 45% utilized in July 2013.

TABLE 6 Overall Parking Demand by Season

Parking Area	August 2021	January 2017	July 2013
Thursday (12pm) Peak Period			
Overall Study Area	39%	29%	49%
Pepperell Square	52%	40%	56%
Main Street	49%	47%	46%
Saturday (6pm) Peak Period			
Study Area	37%	31%	44%
Pepperell Square	49%	47%	46%
Main Street	24%	27%	45%

4.5 PARKING DEMAND ANALYSIS

An analysis of the existing parking supply's ability to accommodate future development for Downtown Saco, particularly the areas around Main Street between Saco River and Cutts Avenue, was carried out using a customized shared parking demand model. This section covers the inputs to this model and its findings when new development is projected for the downtown area. The focus area of this exercise is shown in Figure 5 and is meant to encompass a five-minute walk from available parking to businesses, retail, and restaurant along Main Street and in Pepperell Square.

A core component of this analysis is an understanding of the land uses present in the community. Parcel-level land use data from the Saco Assessment Department was shared with the project team and verified through a combination of staff feedback, online research, and "windshield" surveys on Google Maps. Table 7 shows the land uses present in the 5-minute walking area.



TABLE 7 Study Area Land Uses

Land Use	Size	Units
Office	171,600	Sq. Ft.
Retail	92,600	Sq. Ft.
Restaurant	17,900	Sq. Ft.
Institution (e.g., churches)	28,600	Sq. Ft.
Apartments (four or more units)	120	Units

ESTIMATING PARKING DEMAND

A typical approach to estimating parking demand assumes that each land use in a downtown needs its own supply of parking and thus simply adds together the amount of parking demand "required" for each use to estimate demand. This level of analysis assumes that demand for each land use is constant throughout the day and that the parking supply for each parcel is at a quantity needed to accommodate its highest demand. Whereas the total parking supply in the focus area is 847 spaces, this industry standard approach would yield 1,100 spaces given the study area's land uses.

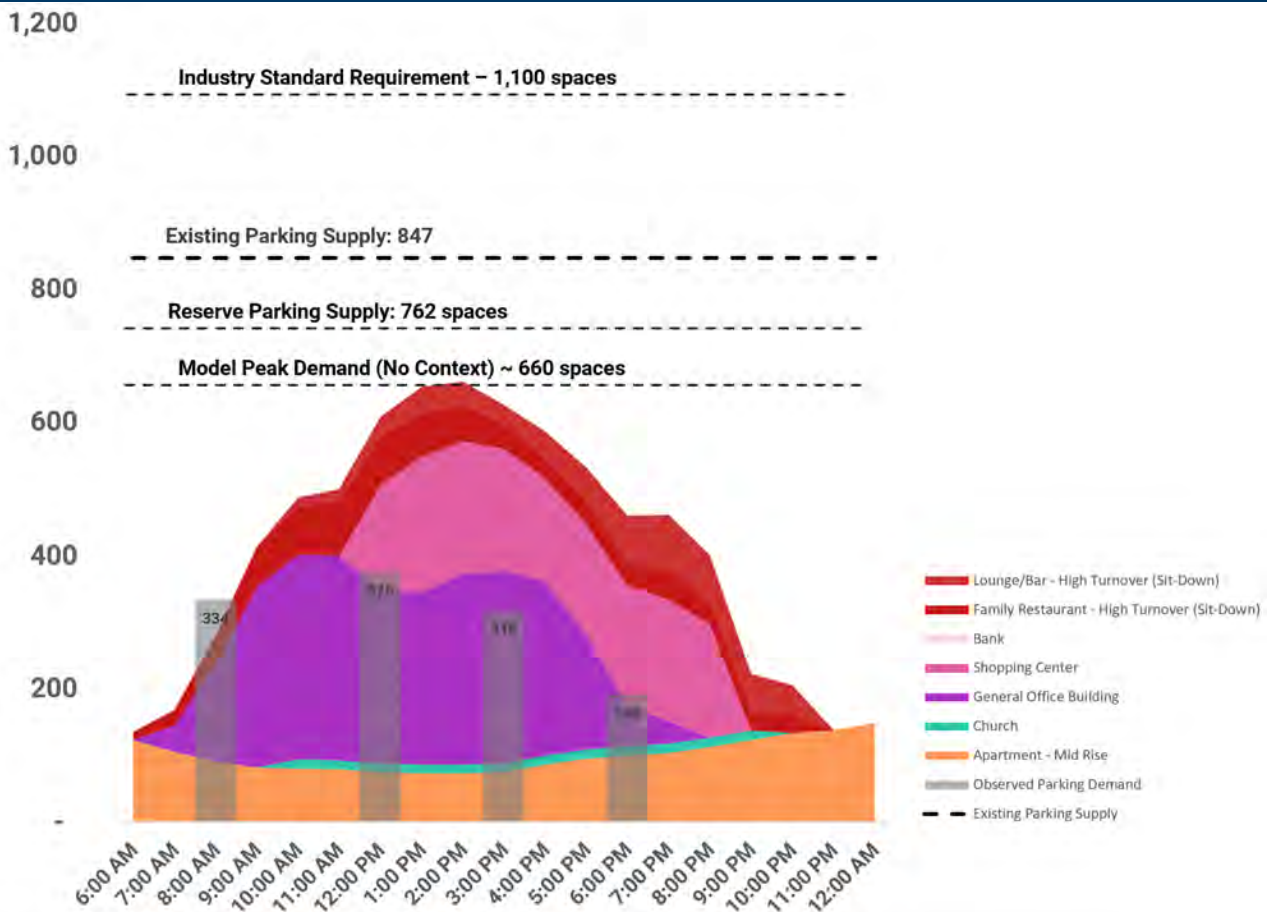
ESTIMATING REAL PARKING DEMAND

An analysis based on "real demand" more accurately reflects demand patterns that vary by use throughout

the day. The Urban Land Institute (ULI) publishes the Shared Parking Manual, which provides analysts with a methodology to estimate real parking demand over time in mixed-use areas like Downtown Saco. The Shared Parking Manual was referenced to create a model of demand if parking supply were to be shared across the entire study area.

For example, demand at an office is low in the middle of the night, hits its peak in the middle of the day, and drops off again in the early evening. Conversely, a restaurant may have little to no demand during the day but peak around the dinner hour. Modeling parking demand of these land uses applies a time-of-day percentage to the peak parking demand rates to create a more realistic estimate of demand in mixed-use environments like Downtown Saco, as demonstrated in Figure 6. However, this approach lacks further adjustments to account for local context.

FIGURE 6 Focus Area Observed Versus Modeled Demand Without Context, Typical Weekday



REAL PARKING DEMAND IN SACO

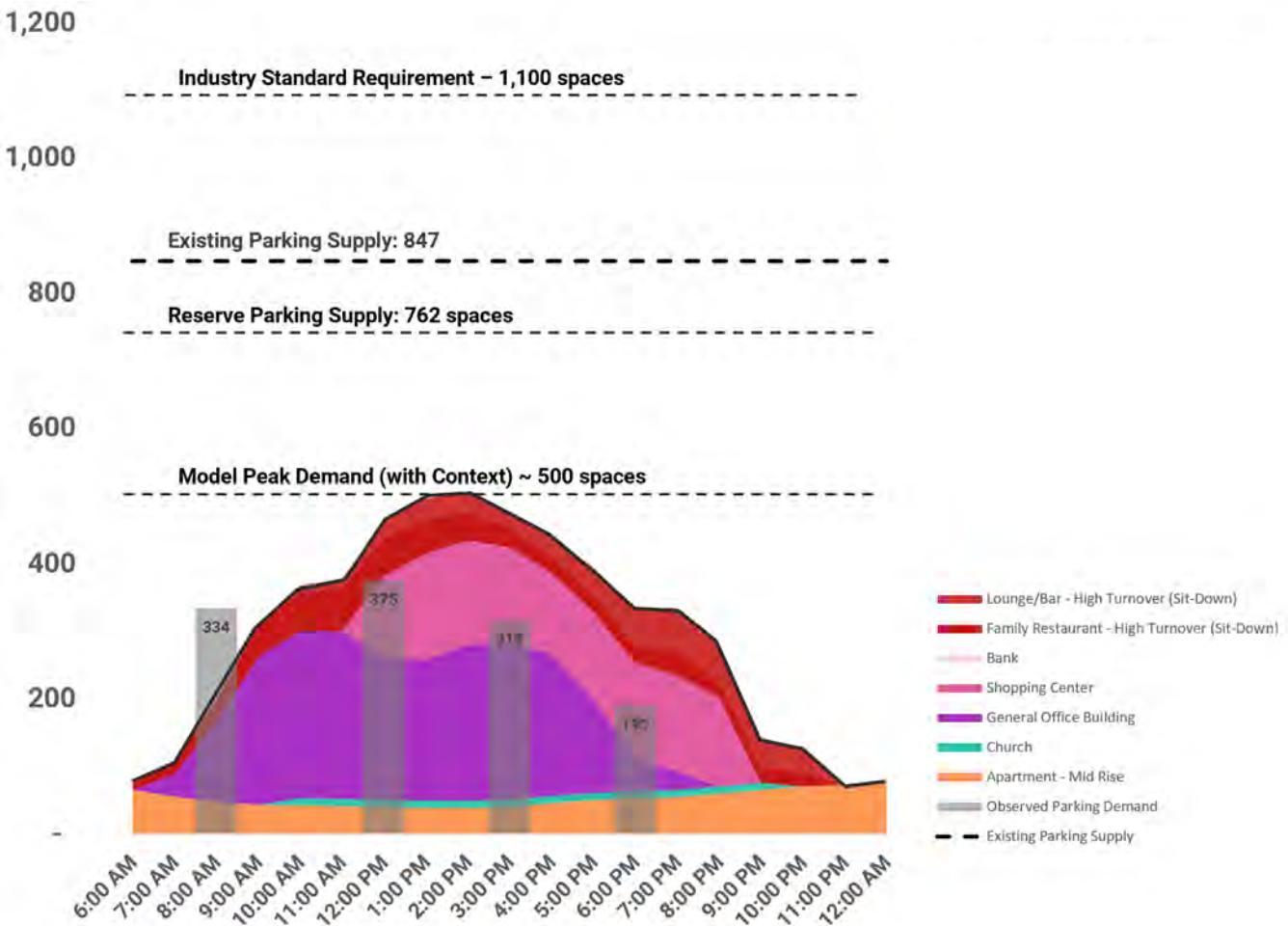
Parking demand is further reduced in downtown environments because retail, commercial, office, and residential uses are closer together and more walkable. Users that opt to walk within the focus area to get from one destination to another (without parking their vehicle) are considered “internally captured.” Depending on the use, this can reduce total parking demand from stand-alone uses an average of 15%. In addition, the walkable focus area may have trips from outside that don’t need a car at all, so additional reductions can be taken for some users. Finally, certain vacancy assumptions for housing, office, retail, and restaurant uses were also incorporated into the model.

Using the ULI methodology together with these local context reductions applied to parking demand rates from Institute of Transportation Engineers, parking demand was modeled in the study area. Parking

utilization counts captured for the study were used to calibrate the model, resulting in a model that is based off of observed demand. The modeled peak demand falls above the study’s observations to provide a conservative estimate of the amount of parking needed for existing land uses in the study area.

The results of this exercise (Figure 7) point to the existing parking supply in the focus area being approximately 350 spaces larger than the need at the midday peak, although approximately 10% of this supply should be held in reserve. It is important to note that not all this parking is in the exact right location or currently regulated appropriately to support additional development. However, strategies discussed in the next chapter that make use of some of this excess parking to support new development would save significant financial and land costs compared to building new parking.

FIGURE 7 Focus Area Observed Versus Modeled Demand With Context, Typical Weekday



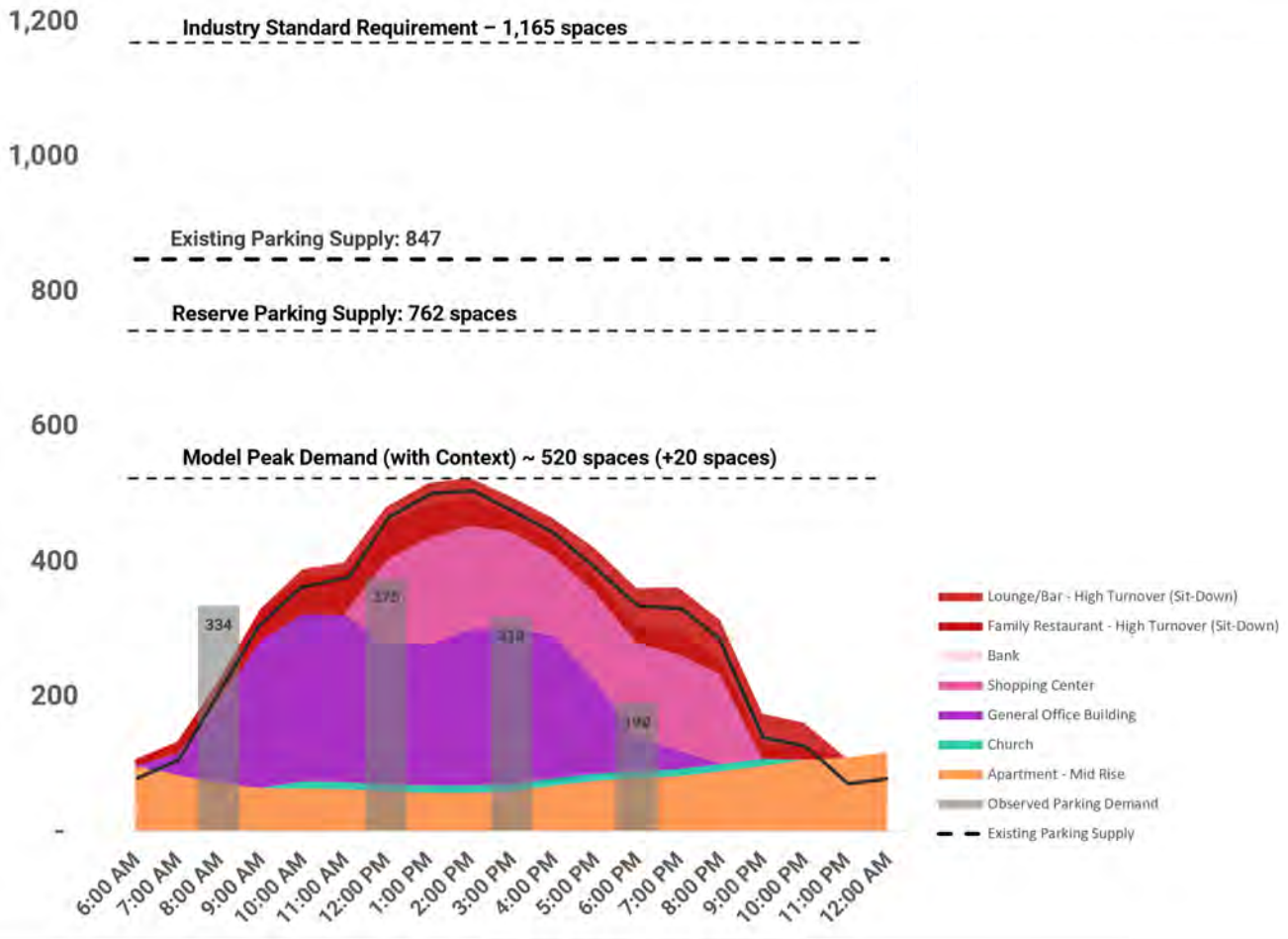
ESTIMATING DEMAND FOR FUTURE DEVELOPMENT SCENARIOS

Three development scenarios in the study area were studied to evaluate the impact of new development on the downtown parking supply. An important note about these scenarios is that the existing parking supply is held constant; any new development is projected to not remove parking from the existing supply or add new parking to the supply. In reality, existing parking may be impacted with new development, and new development rarely builds zero new supply.

Increase Apartment Supply by 50%

An addition of 60 housing units to the focus area supply, represented as buildings with four or more units which require on-street or off-street parking other than driveways, is estimated to raise peak demand by approximately 20 spaces at the midday peak, since apartment demand peaks overnight.

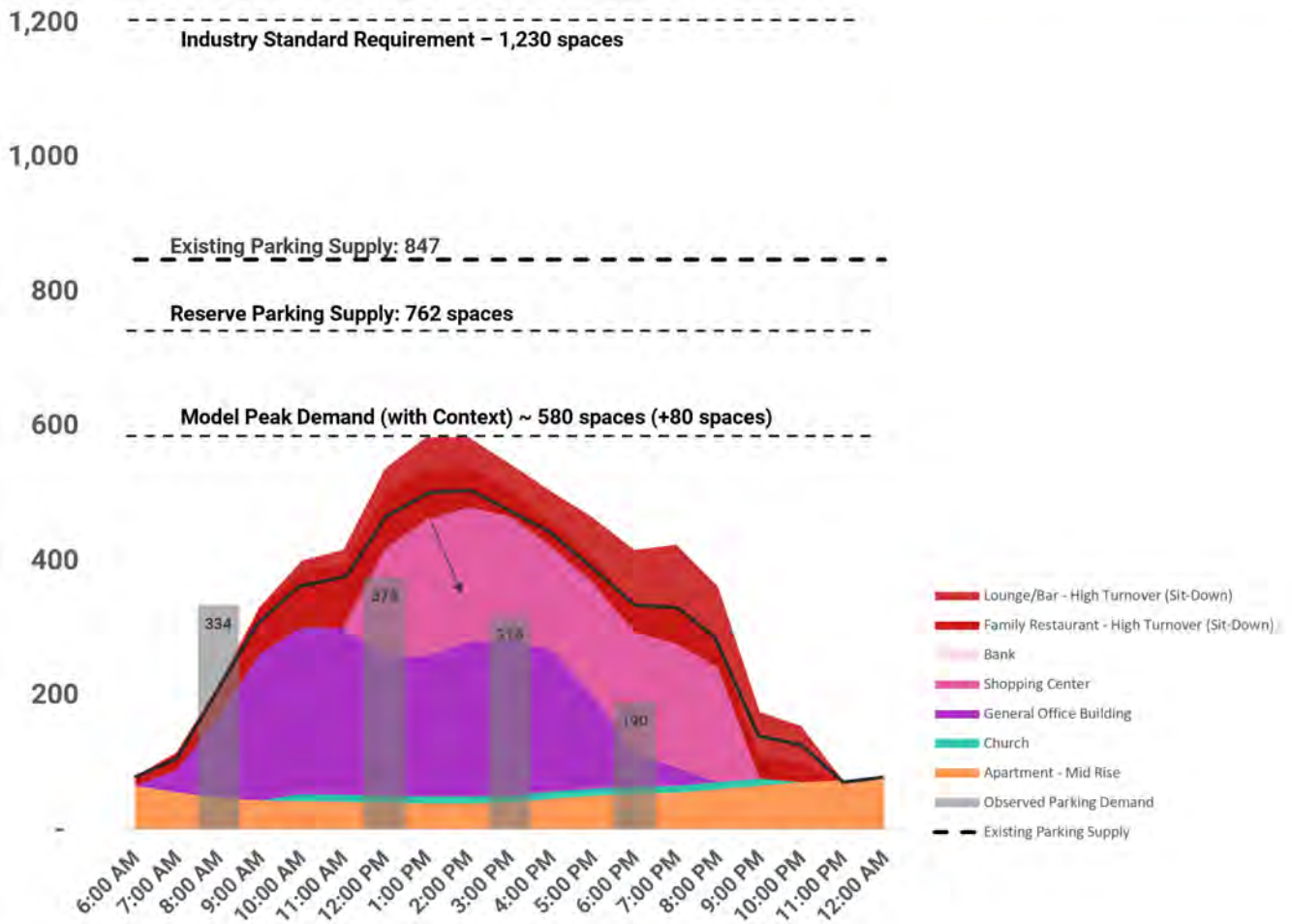
FIGURE 8 Shared Parking Demand for the Focus Area with 50% Apartment Supply Increase



Increase Retail and Restaurant Supply by 50%

An addition of approximately 40,000 square feet of retail and 9,000 square feet of restaurant uses were incorporated into the focus area supply. This additional supply is projected to raise demand by approximately 80 spaces in downtown at the midday peak in the focus area.

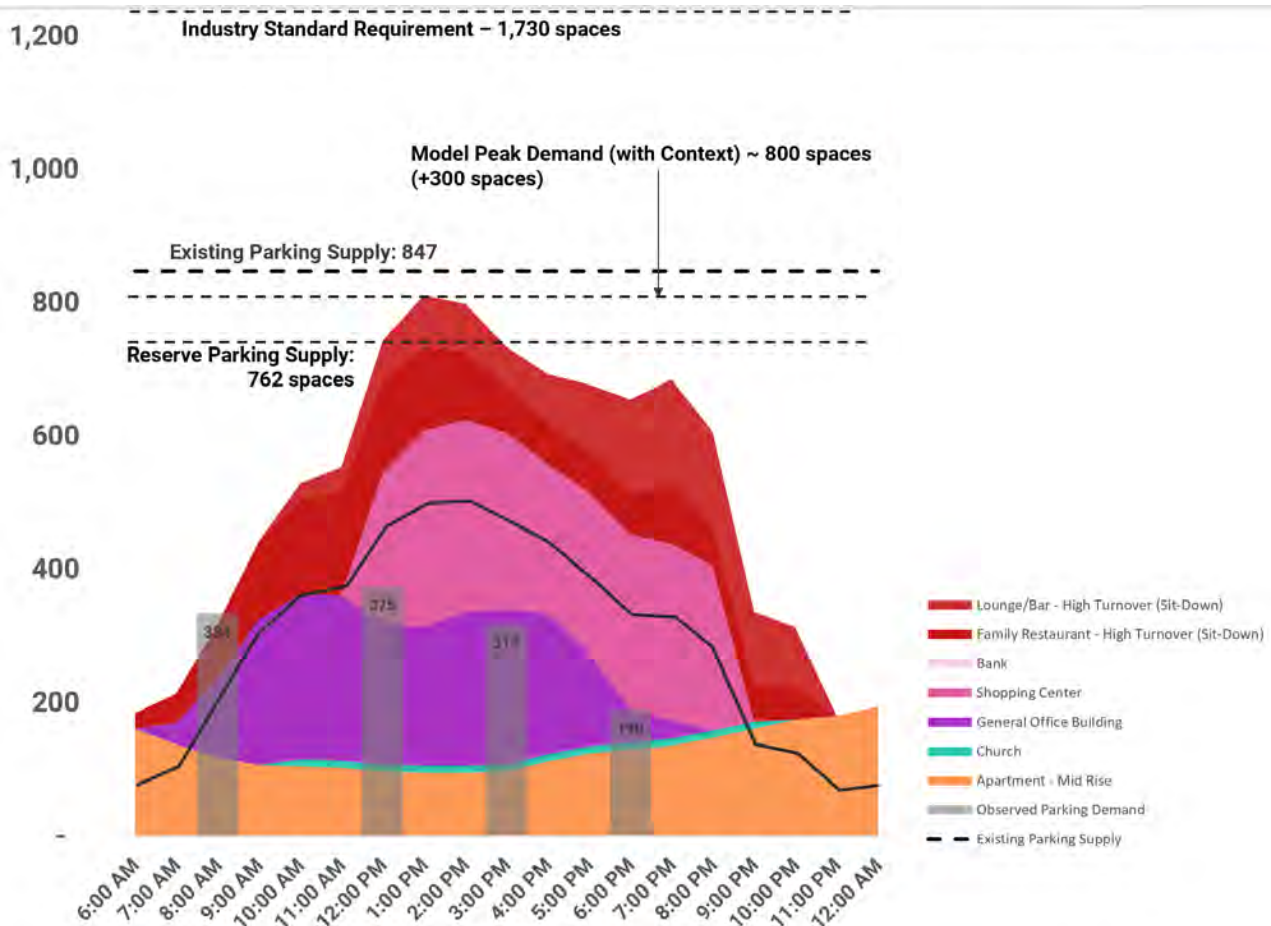
FIGURE 9 Shared Parking Demand for the Focus Area, with 50% Retail and Restaurant Supply Increase



Exhaust Reserved Parking Supply with Apartments, Restaurant and Retail

A 250% increase for apartment, retail, and restaurant uses, totaling 180 new apartment units, approximately 140,000 square feet of retail, and 25,000 square feet of restaurants was tested to determine maximum capacity of the parking system. This level of development will exhaust the reserve parking supply and create demand for more than 300 spaces in the focus area, yet with active management, no net new parking would be required.

FIGURE 10 Shared Parking Demand for the Focus Area with Existing Supply Exhausted





KEY TAKEAWAYS: UTILIZATION

- On-street spaces on Main Street in the downtown core are busy; this is a small amount of total parking
- Many spaces immediately outside the downtown core are available
- There is significant capacity in all lots throughout the downtown area
- The mill complex on Saco Island is well-utilized in the evening
- Parking at the Saco Transportation Center is underutilized

KEY TAKEAWAYS: PARKING DEMAND MODEL

- Differences in parking usage throughout the day point to the ability to strategically share parking between two or more uses.
- Utilization data for Downtown Saco points to much lesser demand on the parking system than would be projected if visitors only drove and parked at all locations.
- There is an excess of several hundred parking spaces to serve users along the Main Street corridor between Saco River and Cutts Avenue.
- Apartment, retail, and restaurant uses would need to more than double to exhaust the existing supply, although this does not account for new development taking up existing parking.



Some of the parking lots which were underutilized during the period of data collection and observation.

5

ENGAGEMENT PROCESS

WHAT WE LEARNED FROM THE PUBLIC AND KEY COMMUNITY STAKEHOLDERS

Public outreach is integral to the parking study, helping to reveal how the parking system is used, perceived, and able to be improved. The study team facilitated multiple stakeholder discussions and a public survey in October 2021. These events provided valuable feedback from city stakeholders and business owners.

5.1 VOICES FROM THE COMMUNITY

Stakeholder meetings are an integral part of the planning process. Only through local knowledge can a full understanding of issues specific to the city be investigated. As a result, appropriate and feasible recommendations can be developed.

The study team met with several stakeholder groups over the course of this effort:

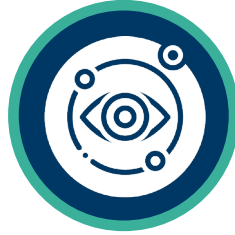
- **September 13, 2021 – Economic Development Commission**
To review study goals and preliminary data findings
- **September 28, 2021 – Planning & Development Review Committee**
To review study goals and preliminary data findings
- **October 19, 2021 – Merchant group convened by Saco Main Streets**
To review study goals, share inventory and utilization findings, and gain a more detailed understanding of local parking challenges and opportunities

Key takeaways from stakeholder engagement are profiled in Figure 11.

FIGURE 11 Key Takeaways from Stakeholder Engagement



Future developments planned along Water Street or north of Pepperell Square will have **impact on demand** and may require new supply



The general perception is that there are **no significant parking problems** in Saco



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



There is support for zoning changes to **increase density** along residential side streets, but lack of available parking hinders efforts



Some **private lots have not enforced** general parking access during the pandemic, but don't envision this as a long-term condition



More **longer-term parking** spaces are needed (especially for employees)



Accessible parking spaces need to be integrated throughout the downtown



Pedestrian **safety issues** near Pepperell Square and other areas should be addressed



The City should identify where/how to **provide services** to incentivize shared parking collaborations

Public Survey

Between October 4th and 29th, 2021, a public survey was made available to gather information to support the parking study. This was one of several forms of input gathered throughout the study process. The survey asked a series of questions to better understand the kind of parking people typically use, how long they spend on a typical visit, potential challenges which inform how they select parking, and other details. Survey participants had the option of completing the same set of questions either with consideration of the Downtown area (north of the river) or for the Saco Island area. Participants also had the option of completing a survey for both areas, separately.

The survey was made available through either a direct website link or through accessing via a QR code. The City advertised the survey on their website, Facebook page, and also directly emailed the link to stakeholders.

A total of 73 people completed the survey. Of these responses, seven surveys were completed for the Saco Island area. A sample of the responses from one of the survey questions is highlighted below. The graphic on the following page summarizes some of the key takeaways which were gathered from analyzing all of the survey results.

**City of Saco Downtown Parking Plan
PUBLIC SURVEY**

Whether you live, work, shop, or play in Downtown Saco, we want to hear about your parking experience!

The City of Saco is conducting a parking study in Downtown Saco and Saco Island to better understand:

- Do we need more parking?
- Can we better use what we have?
- How should seasonal demand affect parking operations?
- Is the parking system meeting other City goals?
- Can improved walking help parking?
- Can finding parking become easier?

The study involves an in-depth process of data collection and analysis. This is your chance for your voice to be heard about parking-related needs. Your survey input will be used to develop recommendations to help the City improve Saco's current parking system and prepare for the future.

WHEN?
The survey will be open between October 4 - October 29, 2021

HOW?
Visit this website link below or scan the QR code to the right - [Sacomaine.org/downtownparking](https://sacomaine.org/downtownparking)

QUESTIONS?
Contact Jessa Berna, Saco Economic Development Specialist, jberna@sacomaine.org

Saco **Stantec**

Flyer advertising the public survey

What type of parking do you use most often when you visit? (Select one)

15- or 30-minute parking	8
2-hour parking	20
Employee-designated parking	5
Customer-designated parking	6
Tenant-designated parking	2
Unregulated parking	18
Other	2

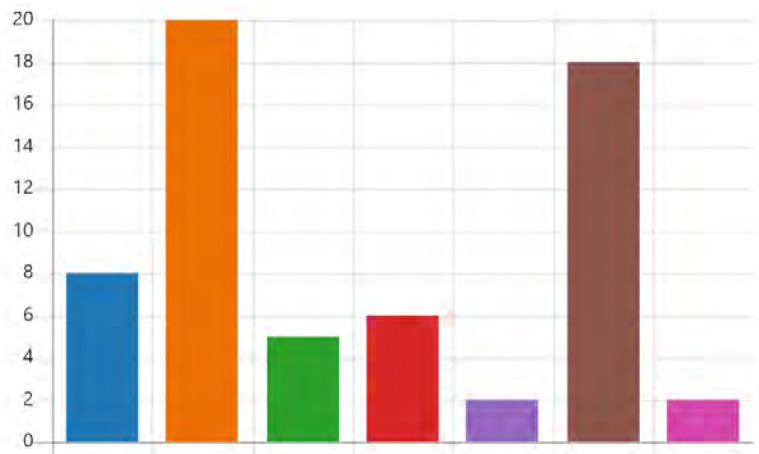
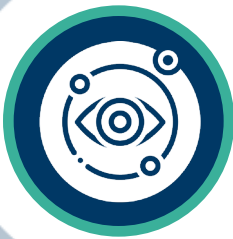


FIGURE 12 Key Takeaways from the Public Survey



Almost half of respondents are **comfortable parking near** their destination instead of directly in front



Overall, most people agree that there are **no perceived significant barriers** (e.g., signage, time limits, access) to parking Downtown



Only a **small number** of respondents **utilize parking** spaces dedicated for **specific users** (e.g., employee, customer, or tenant parking)



Most people **find a parking space quickly**

6 STRATEGIES AND IMPLEMENTATION

HOW DOWNTOWN SACO CAN IMPROVE ITS PARKING SYSTEM

Based on the analysis of this study and feedback from stakeholders, Downtown Saco has more than ample parking to support its current needs, and current usage does not warrant the need for building additional facilities. However, as Saco begins to achieve its goals of future economic growth and revitalization, increased demand may require a re-assessment of the performance, adequacy, and efficiency of the downtown parking network. The results from this study provide a foundational understanding of the parking network, as well as related opportunities which can be built upon to improve it, particularly relating to optimizing usage of underutilized off-street spaces.

This chapter lays out a series of strategies that, in combination, can better position Saco to 1) address the perception of parking availability in key areas for the shorter-term, 2) utilize creative approaches for improving parking efficiency and management in the longer term (and when unique circumstances arise); and 3) be equipped with data and options that can inform the direction of yet-to-be-determined parking needs and adjustments as the City continues to evolve.



(Source: Stantec)

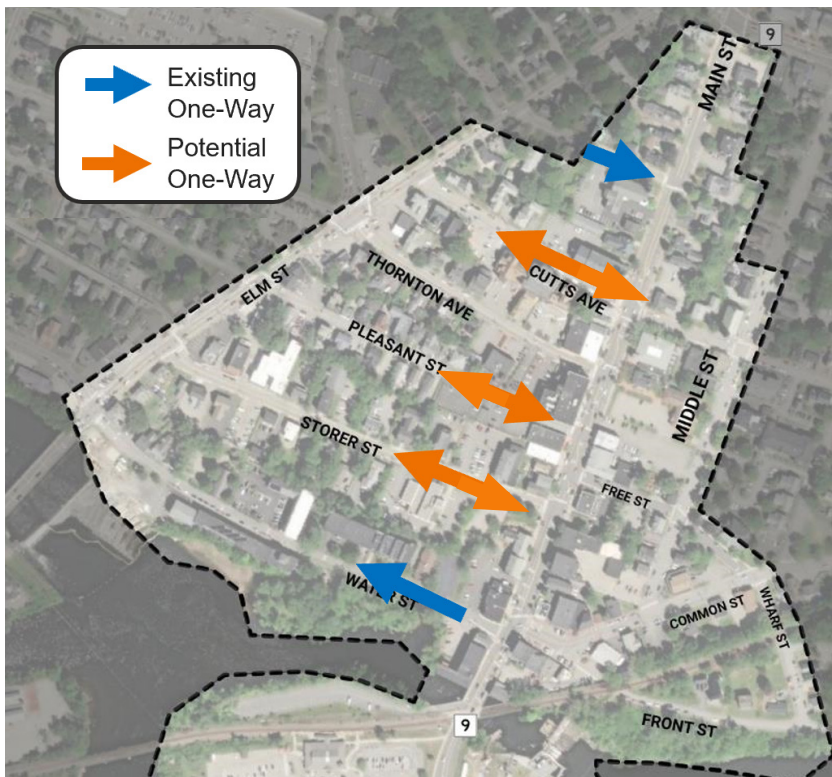
Each of the strategies are listed below:

Saco Parking Strategies	
1	“Add” to the on-street parking supply
2	Improve the efficiency of the existing parking supply
3	Create framework for a shared parking district
4	Plan for high-activity events
5	Improve the multimodal environment within Downtown Saco and between Downtown Saco and Saco Island
6	Invest in a comprehensive branding and parking wayfinding system
7	Monitor and adjust system performance over time
8	Incorporate accessible parking spaces in line with state recommendations
9	Address snow emergency parking ban procedure

The strategies offer practical solutions that reflect and support the project goals, reiterated below:

Saco Parking Assessment Goals

- 1. Plan for short- and long-term parking needs**
- 2. Optimize the use of existing parking supply**
- 3. Coordinate parking management with a flexible, year-round approach**
- 4. Better align long-term development with city goals**
- 5. Foster a walkable downtown**
- 6. Ensure the parking system is accessible and navigable**



The graphic to the left demonstrates streets which could be converted to one-way travel, but any final decision would require further study.

**STRATEGY
APPROACH 1**

“ADD” TO THE ON-STREET PARKING SUPPLY

STUDY GOALS ALIGNED

- 1
- 2
- 3
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- 6

One of the key findings from this study validated the perceived limited availability of public parking along the Main Street corridor and associated side streets. With little publicly-marked off-street parking, Main Street can become the primary destination for motorists looking for convenient, short-term parking. For users looking to park for longer than two hours, few on-street parking spaces are positioned to facilitate this.

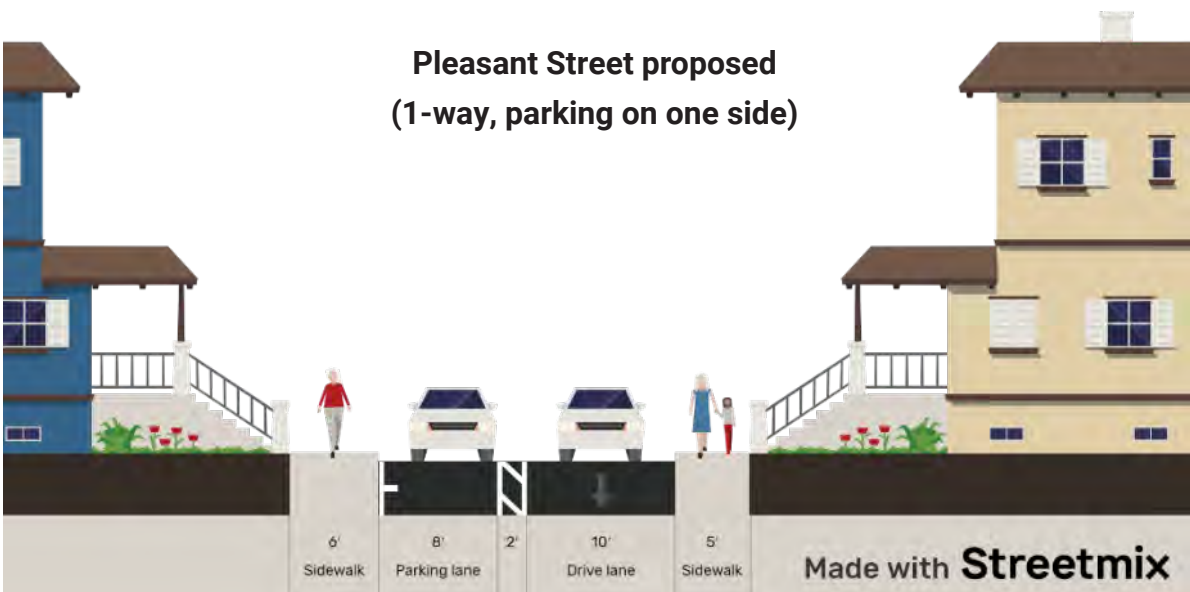
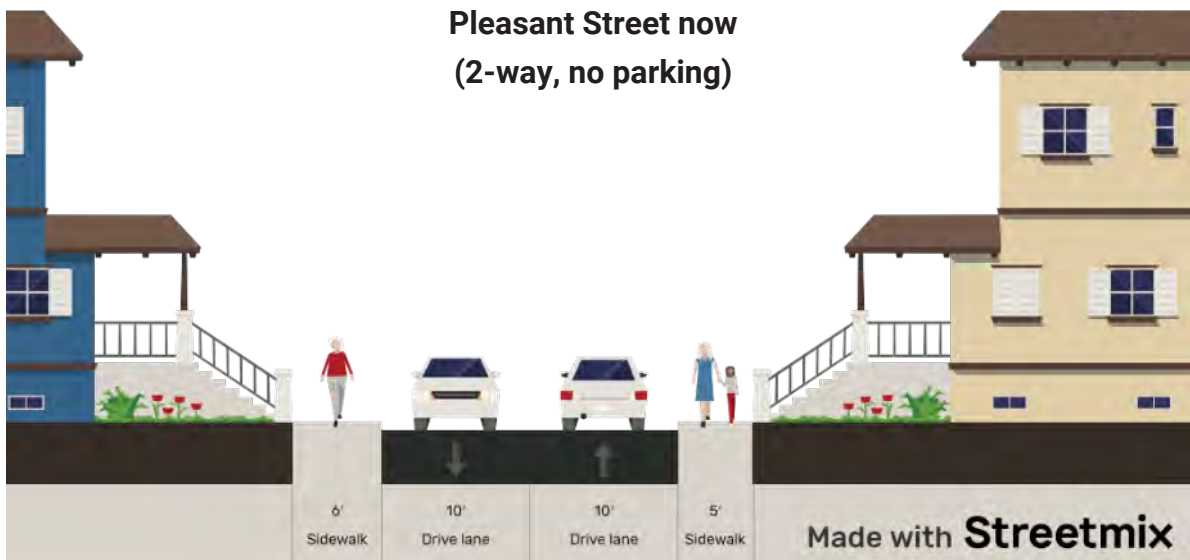
This strategy involves converting Storer and Pleasant Streets and Thornton Avenue between Main Street and Elm Street from two-way to one-way travel (see illustrations on following page). This conversion would contribute many benefits to the community, including:

- Creation of several dozen on-street parking spaces when turning off of Main Street or approaching Main Street from Elm Street
- Traffic calming associated with converting streets

with a 20-foot friction-less right-of-way (and limited buffer between travel lanes and sidewalks) to one-way travel with the friction of curbside parking and lane striping, creating a safer environment for bicyclists and pedestrians

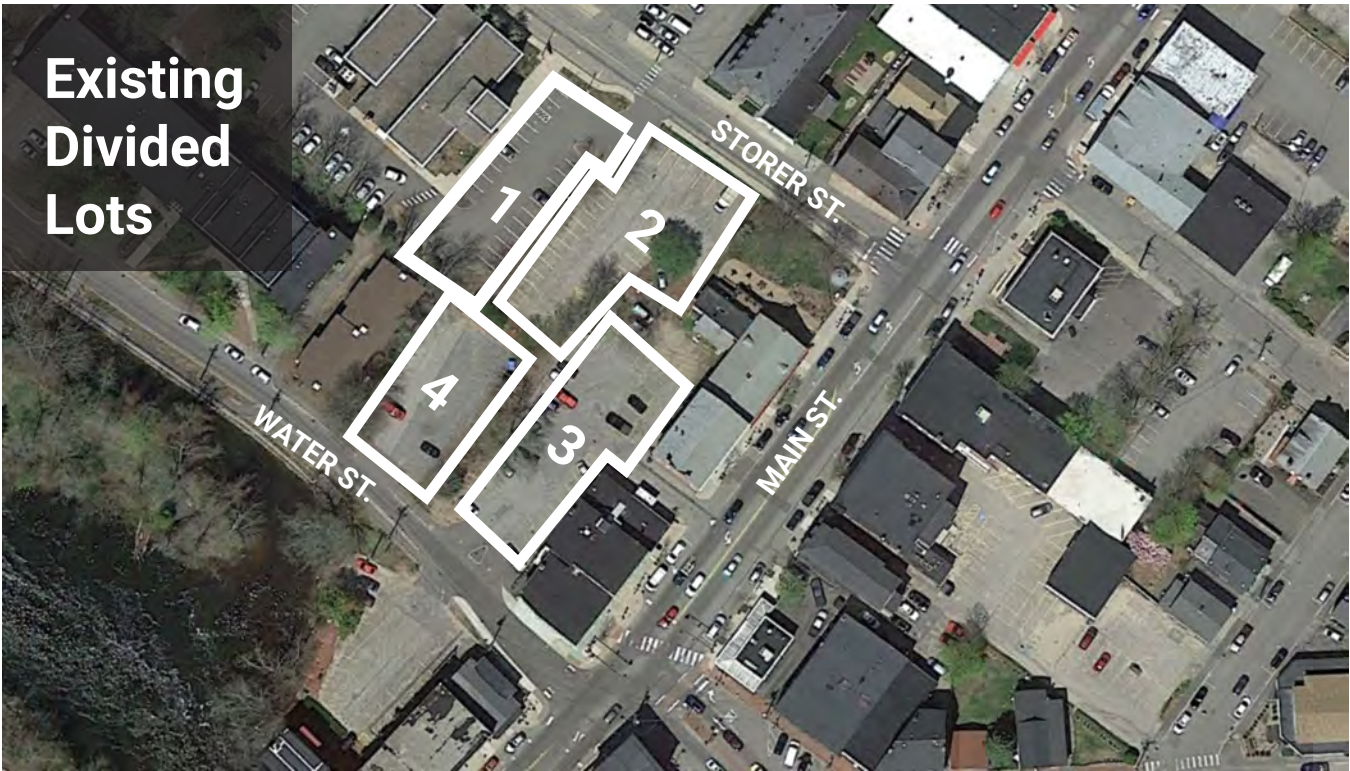
- Use of on-street spaces for long-term parking by residents of future development projects, relieving the need to devote land for off-street parking
- Provide an opportunity for introduction of placemaking and landscaping elements along these corridors

Considerations raised by City stakeholders included the importance of keeping Water Street one-way away from Pepperell Square for circulation purposes and retaining access between the Saco Police Department on Storer Street and Main Street. This latter consideration can be addressed by keeping Storer Street in a two-way condition between the Police Department and Main Street.



Roles/Actions for the City

- Coordinate with the Police Department regarding access to the police station
- Coordinate with the Traffic Safety Committee and Public Works regarding any concerns with traffic circulation associated with the street conversions
- Initiate public outreach to residents of affected corridors to gather feedback
- Identify funding sources for pavement restriping and signage improvements. Consider undertaking a broader sidewalk rehabilitation, landscaping, and/or placemaking project as part of this effort.



**Existing
Divided
Lots**

**STRATEGY
APPROACH** **2**

STUDY GOALS ALIGNED

IMPROVE THE EFFICIENCY OF THE EXISTING PARKING SUPPLY

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When parking lots are positioned next to one another but fall under different parcel ownership, especially if serving a similar purpose (such as customer parking for general use), efficiencies are lost both for the landowner and the users of the facilities. Targeted opportunities to consolidate two or more adjacent lots into one, even if under joint ownership by several parties, can provide greater legibility for Saco’s parking system, streamline management, improve safety, and create additional parking spaces for public use.

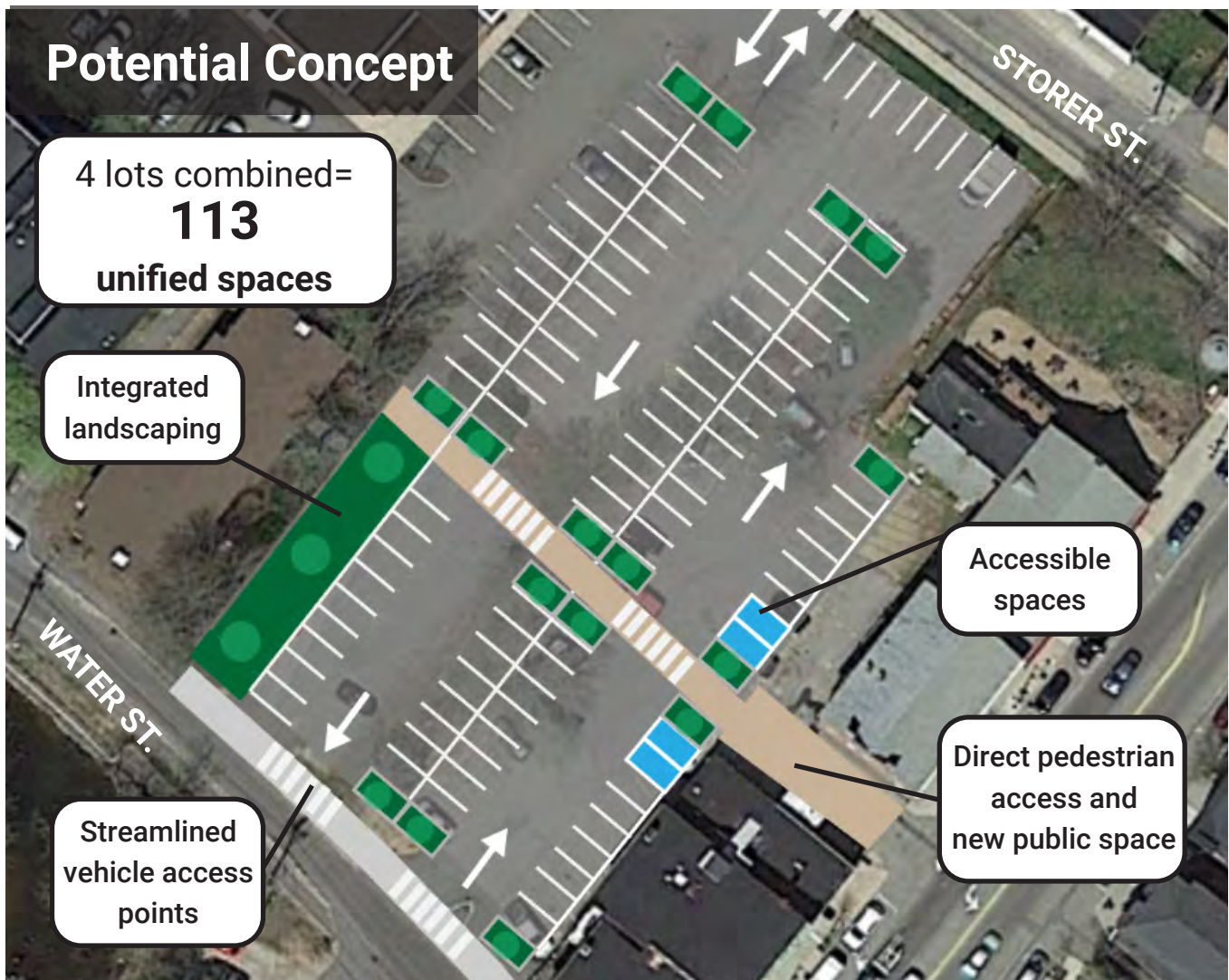
This strategy recommends identifying locations where off-street parking lot consolidation is feasible. This idea serves the community in many ways by:

- Reducing the number of curb cuts on the street system, which reduces the potential for conflict between vehicles turning into and out of parking lots with other motorists and crossing pedestrians
- Creating additional spaces using land that is

currently occupied by the boundary spaces between adjacent parcels

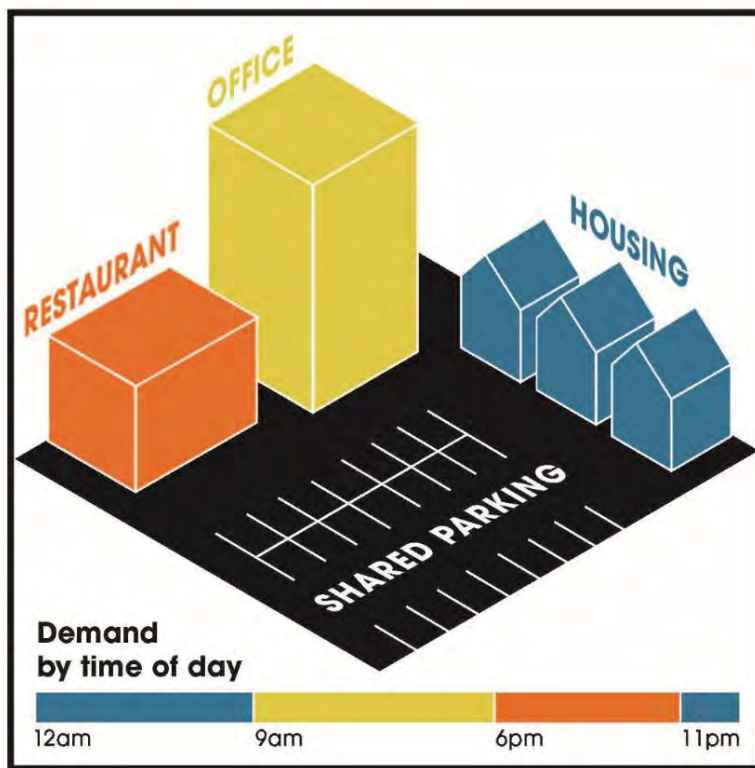
- Apportioning new pedestrian space within parking lots or using obsolete curb cuts to improve flow and access; the graphic on the next page shows how new public space could be established along Main Street between Water Street and Storer Street in a heavily-trafficked pedestrian area
- Allowing for the designation of additional accessible parking spaces close to businesses
- Providing for more aesthetically pleasing landscaping across the community

Note: This strategy may be best carried out in conjunction with the next strategy regarding creating a shared parking district, creating the framework by which shared ownership of a parking lot could be realized.



Roles/Actions for the City

- Identify lots adjacent to one another as having the potential to consolidate based on:
 - Location to popular destinations, such as businesses along Main Street
 - Number of curb cuts and incongruency of curb cuts with the connecting street (such as the curb cut creating a safety or sight distance issue)
 - Willingness of lot owners to consolidate operations
- Identify funding sources for lot design and implementation activities like curb cut reconstruction, restriping, and landscaping



STRATEGY APPROACH 3

STUDY GOALS ALIGNED

CREATE FRAMEWORK FOR A SHARED PARKING DISTRICT

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Today, many off-street lots in Saco are designated for specific businesses and their patrons. While use of some of these lots is strictly enforced, other lots are used for more general purposes by the public when the lot owner has decided not to enforce posted regulations or is unaware of the lot's actual use. A shared parking district addresses these ambiguities by providing more clarity and choices to where people can park, particularly for longer periods (e.g., customers and employees).

Conversations with the merchant community revealed uncertainty over where customers and employees can park their vehicle for visits to Downtown Saco. The study's public survey effort also identified the desire for more public parking besides what is found on-street.

A shared parking district could be implemented and expanded in a gradual manner to better align the logistics required for coordination and to focus on fully

delivering parking solutions for prioritized needs in the community:

- **PHASE 1-** The City can serve as an agent by connecting private parties desiring parking to lot owners with excess capacity. A lease agreement can then be pursued between the parties, with lease terms following standard guidance from the City and filed with the appropriate City department.
- **PHASE 2-** The City can enter into a formal agreement with private lot owners to provide in-kind services in exchange for parking lots being opened for more general usage, while preserving zoning entitlements and the right to revert. This usage could be unrestricted (open to the public at all times for any purpose) or limited to selected parking spaces, certain times of the day or days of the week, or for certain users such as employees

of downtown businesses. In-kind services provided by the City could include plowing or provision or maintenance of lighting, signage, or pavement, among other options.

- **PHASE 3-** The City and private lot owners initiate a permitting and/or revenue sharing system where lots are branded as being part of the public supply with users charged for parking. Charges are shared between the City and the private lot owners, with some of the revenue re-invested towards parking system operations, maintenance, and general transportation and/or economic development improvements in the downtown area.

Charging for parking in Saco is not feasible at present due to the low utilization observed throughout downtown. However, more simple arrangements between private parties or between private lot owners and the City can provide motorists and merchants peace of mind regarding parking availability and create incentives which are not currently present for private lot owners to activate excess supply.



Example of what a parking sign displaying a shared parking partnership between a municipality and private entity might look like



Roles/Actions for the City

- Determine the City's role in facilitating a shared parking district, including departments responsible for outreach with private lot owners, keeping records about lease agreements between private parties, and for conducting needed maintenance
- Work with boards and committees such as the Economic Development Commission to gauge broader interest among private lot owners to enter into a shared parking district and educate about the benefits of participation
- Attempt a Phase 1 or 2 approach as a pilot to determine long-term effectiveness
- Monitor system performance over time to determine whether permitting or pricing mechanisms should be introduced as a mechanism for achieving optimal utilization



Sidewalk Arts Festival in Saco (Source: Main Street Maine)

STRATEGY
APPROACH

4

PLAN FOR HIGH-ACTIVITY EVENTS

STUDY GOALS ALIGNED

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A key finding from this study’s public survey exercise revealed the public’s positive reception to events which involve street closures in Downtown Saco. A number of events are held annually which involve street closures for a portion of the day; however, feedback from local merchants indicated concern about losing business from patrons who are seeking “front-door” parking access during these times.

Cities around the world have demonstrated through practice the positive economic impacts associated with pedestrian-only events, such as attracting new visitors. The City would be well-served to develop an event parking management plan that includes closing side streets, or Pepperell Square, as appropriate, to encourage other travel modes beyond just the car during these events. Given that parking lots associated with City Hall, the Saco Transportation Center, and many private parking lots in the vicinity of Main Street

demonstrate having capacity on weeknights and weekends, the City has options for quickly connecting motorists with available parking when spaces along Main Street, selected side streets, or Pepperell Square are unavailable for the event. Additionally, the increased use of private lots can serve as a harbinger for more regular sharing of parking as part of a shared parking district

To achieve this outcome, an event management plan should address traffic circulation and wayfinding throughout the downtown area. For satellite parking outside of downtown (such as at the Reny’s Department Store lot off of Scamman Street) during very high-visitation events, the City may want to consider renting buses or partnering with BSOOB Transit to shuttle visitors between this lot and downtown.



Larger underutilized facilities such as these with a star, may be strong candidates for absorbing demand.



Vehicles like these are ideal for frequent shuttling of people during busy periods.



Roles/Actions for the City

- Initiate an internal working group, comprised at a minimum of the Police Department, Economic Development Commission, and Traffic Safety Committee, to help identify needs and define management roles as part of drafting an event management plan
- Ensure that circulation within and through downtown can be facilitated during any street closure, including that of Pepperell Square
- Conduct outreach to private lot owners, as needed, regarding use of lots during events for general users
- Conduct outreach to affected residents and business owners of streets proposed for closure, such as through flyering, social media postings, or direct phone calls
- Once the plan is finalized, clearly advertise parking protocol during events for visitors ahead of time, through information on the City's website, and clear signage prior to visitors entering the City



Pedestrian path along Main Street (Source: Stantec)

**STRATEGY
APPROACH** **5**

**IMPROVE THE MULTIMODAL ENVIRONMENT WITHIN
DOWNTOWN SACO AND BETWEEN DOWNTOWN SACO
AND SACO ISLAND**

STUDY GOALS ALIGNED

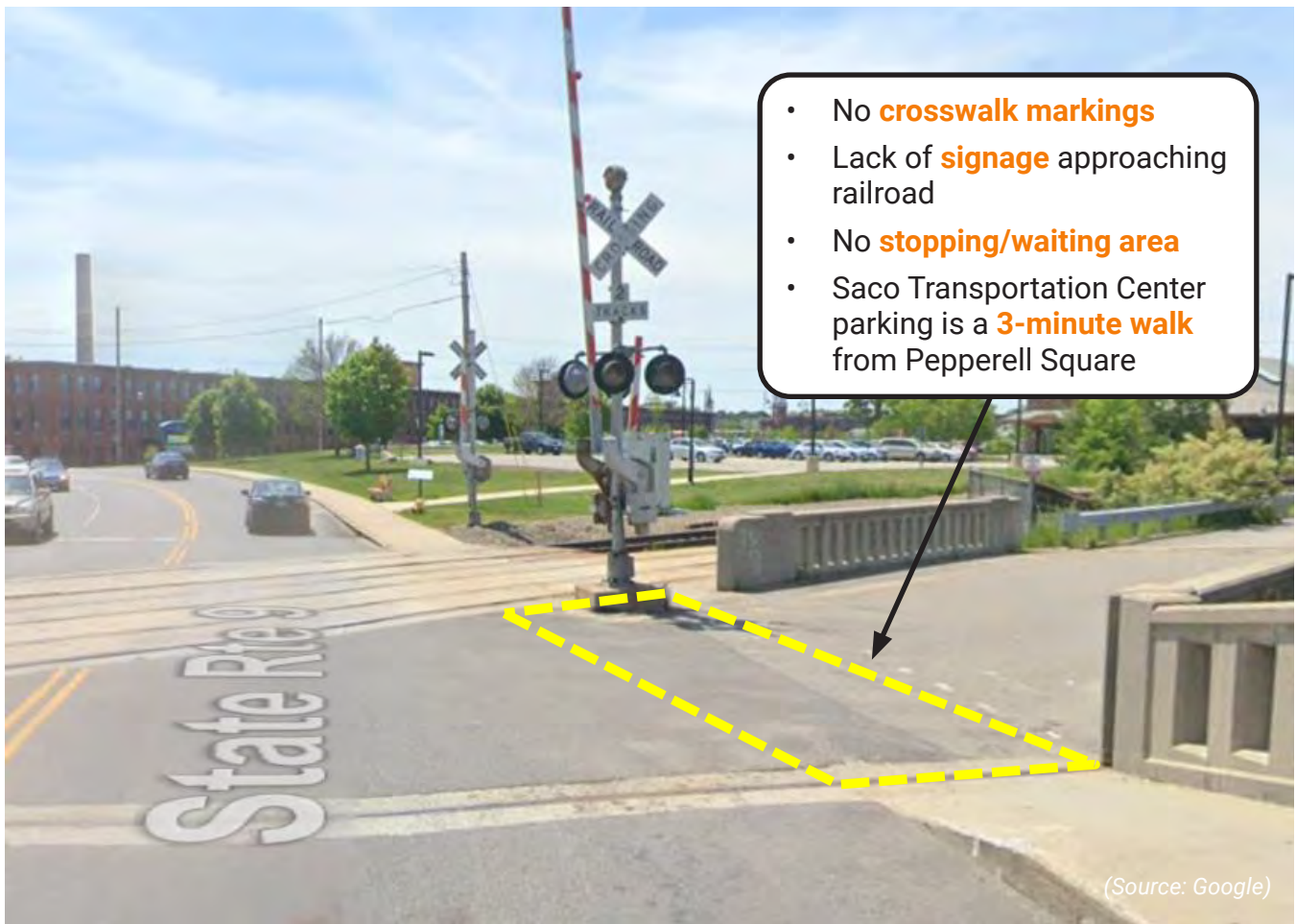
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Another finding identified by the public survey effort and parking data collector field observations was the poor walking and bicycling environment in some areas throughout the downtown. Although all streets in the study area have some level of sidewalks (Main Street, in particular, features a generally well-connected and aesthetically-pleasing network), a number of street segments in downtown and on Saco Island are missing sidewalks, and the local bicycle network is limited with no dedicated on-street facilities. Connected pedestrian infrastructure not only improves connections to and from parking but increases visitor travel options when better connected to transit (Saco Transportation Center, BSOOB), and potentially attracts new visitors to downtown.

In a future where residential and commercial development may increase in downtown, and a potential shared parking district facilitates more

walking across the community, addressing multimodal deficiencies now is essential.

The City should use the findings from its latest Comprehensive Plan Update (which identified deficiencies in the multimodal network) as well as recommendations from other planning processes (e.g., the Saco-Biddeford TOD Study), to direct attention and funding towards spot improvements in the walking and bicycling network. More frequent bus service should also be considered in this context, as improved connections to outlying neighborhoods in Saco as well as to Biddeford will lessen demand on the parking system. Other strategies recommended in this study (e.g., conversion of two-way streets, and parking lot consolidation) should also aim to integrate public realm improvements when feasible.



- No **crosswalk markings**
- Lack of **signage** approaching railroad
- No **stopping/waiting area**
- Saco Transportation Center parking is a **3-minute walk** from Pepperell Square

An example of one of the critical pedestrian connections in Saco that is in need of improvement to encourage walking and support safety when traveling to/from Downtown and parking areas on Saco Island.



Roles/Actions for the City

- Define a priority list of locations where deficiencies in the walking environment exist, especially as it pertains to access to and from parking lots and key destinations in Downtown Saco
- Assemble key findings from all ongoing planning efforts (such as the Comprehensive Plan Update and Saco-Biddeford TOD Study) concerning improvements to the multimodal environment to ensure improvements align with other recommendations
- Identify funding sources for spot improvements to the multimodal network (like sidewalk repairs or provision of additional bicycle racks) or broader changes, such as on-street bicycle markings, improved signage, or increased transit services



Parking signage example (Source: Mundelein, IL)

**STRATEGY
APPROACH 6**

**INVEST IN A COMPREHENSIVE BRANDING AND
PARKING WAYFINDING SYSTEM**

STUDY GOALS ALIGNED

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As seen earlier in this report, how the various parking regulations in downtown are signed can be confusing and overly complex. A number of signs observed throughout the downtown specifically note that parking is available only for specific users; this “territoriality” can be off-putting to visitors and diminish the welcoming environment Saco wishes to offer. Additionally, signage which clearly directs to parking areas is lacking for visitors when they first approach the downtown.

At present, unrestricted, public, off-street parking facilities are limited to one parking lot on Free Street. Other public parking exists at City Hall (outside of working hours) and the Saco Transportation Center (although signage at this location indicates that the Transportation Center itself should be the primary destination of the lot users), yet are not always feasible or desirable locations depending on the distance to final destinations.

The City should update its parking wayfinding and branding strategies, both in the public realm and online, to help visitors better navigate available parking options. This strategy would reduce visitor confusion and frustration, and potentially reduce traffic congestion in high-demand areas. Specific recommendations include folding community branding into the parking and wayfinding system and hosting an online map of parking available for businesses to advertise. As other strategies are rolled out, such as the creation of a shared parking district, the importance of a comprehensive branding and parking wayfinding system will intensify.



This sample parking map from Downtown Lynchburg clearly illustrates to visitors available parking facilities so they can better plan their journeys and navigate downtown, easier.



Roles/Actions for the City

- Review the locations of existing signs and wayfinding between public parking and key destinations
- Confirm whether existing community branding is appropriate to fold into a broader wayfinding effort or if a re-branding exercise is appropriate
- Map public parking assets and regulations in a way which can be easily posted and disseminated online and as paper maps
- Tie the multimodal network improvement strategy to common routes of travel between existing and potential future public lots and key destinations
- Design and procure wayfinding signage; information indicated on signage should be useful both for motorists as well as for pedestrians navigating the downtown area



Capturing data (Source: Adobe)

STRATEGY
APPROACH **7**

MONITOR AND ADJUST SYSTEM PERFORMANCE OVER TIME

STUDY GOALS ALIGNED

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The data from this study has identified that Saco's current overall parking network is sufficiently meeting parking demand, with significant overall capacity remaining. While a few small, select areas in Saco demonstrate high demand at some times, this does not yet justify the need for building new supply or introducing paid parking to manage demand.

This report has identified low-impact solutions Saco might consider until significant periods of parking demand stressing supply warrant a reinvestigation of the City's parking approach. One of these includes potentially adjusting parking regulations along Main Street and other side streets by removing time limits to better accommodate long-term parking, however this is also not a necessary pursuit at this time. Any future solution in Saco may be faced with unique challenges and concerns raised by impacted landowners and businesses but should ultimately be pursued with the

intent of improving efficiency and utilization to improve the user experience.

Moving forward, should the City experience increased demand for parking, a strategy should be in place which allows the City to first count space occupancy and then consider whether changes to time regulations or pricing in specific locations are appropriate. A typical threshold used by communities is 85 percent occupancy along a block face or in a public lot. As a key goal for any parking system is planning for space availability, utilization above this rate makes use of the parking system challenging. At this level, introducing pricing or incentivizing use of remote parking (such as through publicizing longer-term parking along side streets) becomes appropriate.

PROGRAM STEPS

1. COLLECT AND ANALYZE PARKING OCCUPANCY DATA



2. MONITOR CONDITIONS AND ADJUST RATES



Seattle’s Performance-Based Parking Pricing Program uses a transparent and data-driven framework to adjust parking pricing on an annual basis.

Recommended Parking Adjustment Benchmarks

Utilization by Block Face	Policy Change
Over 85%	Introduce parking pricing and/or incentivize remote parking (signing to long-term spaces)
Between 70% and 85%	No action
Under 70%	Lengthen time limit, lower/no price, etc.



Roles/Actions for the City

- Conceptualize a process for collecting parking counts throughout the downtown area; counts can be collected on an annual or seasonal basis
- Determine which format/program is most appropriate for storing the data, with consideration of the roles/departments that might utilize the data or update it
- Determine how information on counts can be made publicly accessible online; the information provided to the public can be very succinct
- Coordinate internally regarding thresholds (such as 70 percent for “ideal” utilization and 85 percent for “overburdened” lots or block faces) to consider pricing for parking, adjusting time regulations, or exploring additions to the physical supply or parking if utilization is high throughout Downtown Saco
- Use the data as a discussion tool with developers when discussing specific projects and how parking requirements can better address known demand



Well-designed parking lot with accessible spaces (Source: Adobe)

STRATEGY
APPROACH **8**

INCORPORATE ACCESSIBLE PARKING SPACES IN LINE WITH STATE RECOMMENDATIONS

STUDY GOALS ALIGNED

- 1 2 3 4 5 6

The designation of parking spaces in any urban area requires the consideration of not just the types of vehicles that park there, but the types of users, as well. Currently, there are very few accessible parking spaces in Saco to accommodate those with mobility challenges. Particularly where it concerns long-term parking needs, motorists requiring accessible spaces may be forced to park on-street to negotiate extra space to maneuver in and out of a vehicle. This can be a cumbersome process, create unsafe mobility conditions, and likely result in a farther distance to reach the access point of key destinations.

Maine State Law requires that for every 25 parking spaces made available to the public on a public or private parking lot, at least one of those spaces must be made available in an appropriate location for parking exclusively used by persons with a physical disability.

This strategy includes two interventions to address the quantity and quality of accessible spaces in the downtown area:

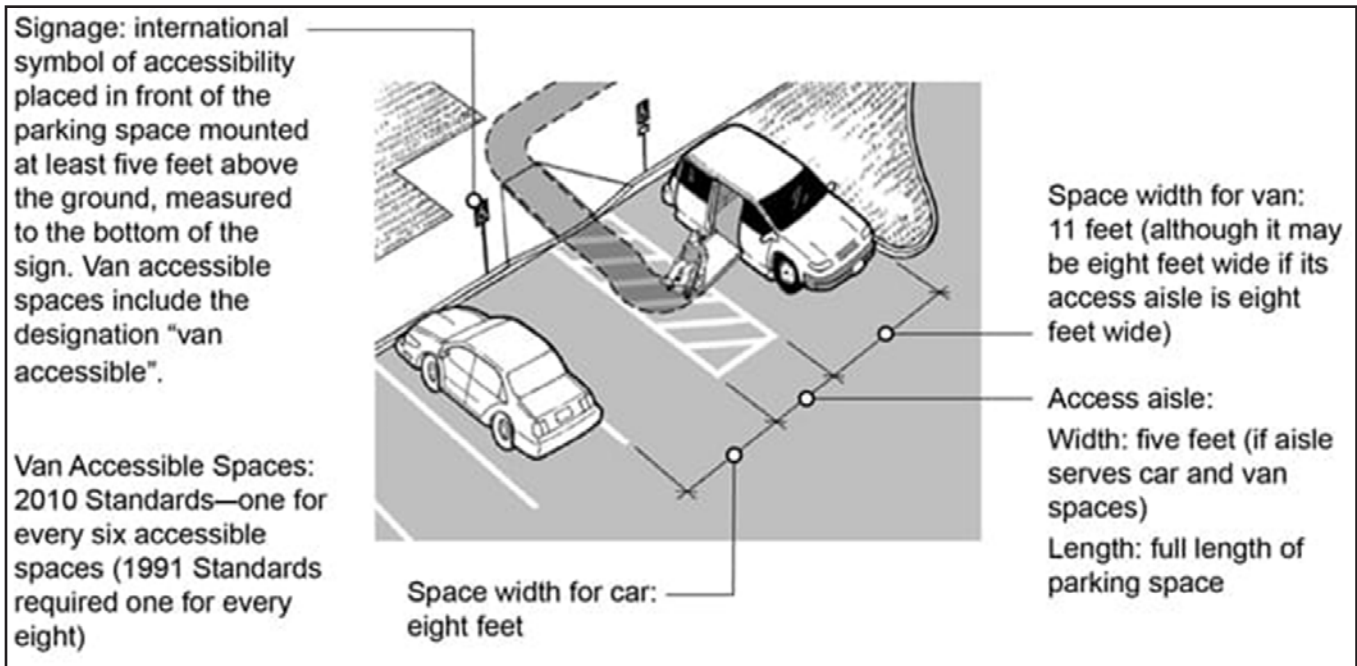
- QUANTITY GUIDELINES-** State guidelines and other best practices should be referenced to determine how many total accessible spaces along Main Street or in Pepperell Square are recommended. This should be compared against the number of existing accessible spaces to identify the 'deficit'. To better align with recommendations, the City should identify a targeted number of standard parking spaces which could potentially be converted to accessible spaces. Priority areas for the location of these spaces should be identified based on factors including consideration of destinations with likely higher demand. Potential complications in achieving the desired inventory

may include space limitations, which could affect the positioning of other parking along a block face. This might necessitate a broader restriping project.

- **SHARED PARKING SUPPLY-** The provision of accessible parking spaces should be planned for in any effort which involves restriping or other improvements in an off-street lot, particularly in relation to other strategies (e.g., consolidating multiple lots or introducing a

shared parking supply). The City should be cognizant of meeting State requirements for accessible parking in any parking lot which will be made available for public parking, even in a limited condition.

Necessary infrastructure changes in the downtown area, such as curb cut adjustments to facilitate vehicle clearances, can be folded into broader improvements to the walking and bicycling network recommended as a strategy elsewhere in this report.



Guidance on optimal accessible parking space configuration. Two standard spaces can be easily converted to a single van-accessible ADA space. (Source: Upside Innovations)



Roles/Actions for the City

- Identify the number and location of publicly-available accessible parking spaces
- Consult with State requirements for accessible parking in the public realm to determine if additional spaces should be converted for accessible use
- Fold necessary infrastructure and streetscape improvements into broader multimodal improvement efforts
- Through off-street consolidation and introduction of a shared parking district, ensure accessible spaces are provided in any location which will be made available for public parking



(Source: Wikipedia)

STRATEGY
APPROACH **9**

ADDRESS SNOW EMERGENCY PARKING BAN PROCEDURE

STUDY GOALS ALIGNED

- ① ② ③ ④ ⑤ ⑥

Feedback from the public survey effort identified dissatisfaction with the City's existing snow emergency parking ban procedure. During a snow emergency no on-street parking is allowed, requiring those who typically park on-street to find parking in a public lot. The Saco Transportation Center is identified as a primary lot for this purpose but access to and from the lot (particularly during a winter weather event) can be challenging for residents to navigate.

The justification for clearing vehicles from streets during a snow event is well-founded but the City requires more options for impacted drivers, which requires a better understanding of the availability of other off-street facilities. The City should work with additional private lot owners (within or outside the confines of the earlier shared parking district strategy) to formally designate more parking locations during a snow emergency. This can also better prepare Saco for future needs when off-street parking requirements

for new development projects may be lessened or discouraged. The City could provide plowing for lots to incentivize their participation.

Several procedures should be followed during a snow emergency to notify residents of their responsibilities and options:

- Direct outreach to affected residents should be conducted
- Regular social media postings regarding snow emergencies
- An online map with the locations of available off-street lots for motorists to use

Alternatively, the City should consider whether allowing parking on one side of the street during snow events, is feasible. This has been demonstrated successfully in other communities.

IS A PARKING SNOW BAN IN EFFECT?

The city offers several convenient ways to make it easy for you to find out if a city snow ban is in effect:

- You may sign up to receive [email or text notification](#).
- The [city website](#) will display alerts on each page when a ban is in effect. Additionally, items will be active in the alert section and news section.
- Please Like us on [Facebook](#) or follow us on [Twitter](#) or [Instagram](#) for the latest news and alerts.
- Call the winter parking ban telephone number at 207-879-0300
- Look at the "Time and Temperature Sign" which will flash "Park Ban"
- View several illuminated "Parking Ban in Effect" signs located at several intersections leading into the city
- Listen to radio and television broadcasts

WHERE TO PARK DURING A PARKING SNOW BAN

The City offers numerous free options for parking on the peninsula during a snow ban. These lots are available **after 5:00 PM** on weekdays on the day a ban is called unless otherwise posted.

****School lots and Unrestricted Parking Areas can be accessed earlier on weekends/when school is not in session****

All vehicle owners must **REMOVE THEIR VEHICLES** from these designated areas listed below by ****7:00 AM** (Except for school lots, which are 6:30 AM and by 8:00 AM for the Promenades, State St Ext., and Marginal Way) the morning the ban is removed. **

The City may tow, at the owner's expense, any vehicle which has not been removed by the deadline:

- Deering Oaks - Parking on the Tennis Court Road Only **Park only on the left side of the road**
****No parking on the right side****
- Fitzpatrick Stadium Parking Lot – ****Please park behind the Ice Arena. Do not park adjacent to the Ice Arena****

The City of Portland provides several ways to learn about whether a parking snow ban is in effect with numerous lots made available for use



Plymouth, MA has published a map of specific snow ban zones while also highlighting off-street lots where people can park during those instances.



Roles/Actions for the City

- Identify key off-street parking locations which may be viable to use in a snow emergency
- Conduct outreach to identified private lot owners to determine receptiveness to opening lots for general use in exchange for in-kind services like plowing
- Initiate a process to identify and notify directly-affected residents during a snow emergency, such as through a reverse 911 system
- Create an outreach plan for communicating to the public when snow emergencies begin and end and where parking is and isn't allowed

7.1 IMPLEMENTATION

The strategies detailed in this report provide several different timeframes in which they can be implemented. Some solutions can be provided as standalone projects while others should be coordinated with related strategies to ensure success.

Tables 8 and 9 below define a potential implementation plan for this study’s strategies. More detailed steps are outlined in each strategy’s profile.

TABLE 8 Strategies Dependent Upon System Utilization	
Current condition (utilization generally under 70%)	Consider extending or removing time restrictions along Main Street. Excess capacity is present and increased appeal of this parking for longer-term users is unlikely to affect general availability.
Utilization along Main Street, in Pepperell Square, or in Core Area exceeds 70% throughout day	Retain existing condition
Utilization along Main Street, in Pepperell Square, or in Core Area exceeds 85% throughout the day	<p>Explore demand-side solutions, such as improved walking, bicycle, and transit options to replace automobile trips.</p> <p>Exhaust opportunities to expand the public parking supply through shared parking agreements or addition of on-street spaces, particularly for longer-term users.</p> <p>Introducing pricing in high-demand areas with method for adjusting pricing on a predictable basis given monitoring of system performance.</p>
Utilization along Main Street, in Pepperell Square, or in Core Area exceeds 85% throughout the day with pricing	<p>Continue to increase prices for on- and off-street, public parking to balance demand across the system.</p> <p>If entire downtown parking system is exhausted, explore opportunities to construct new supply such as through a garage.</p>

TABLE 9 Time-Specific Steps to Pursue Strategies

<p>SHORT-TERM (within 12-24 months)</p>	<p>#1 – Determine whether one-way street conversions are desired and assemble funding for improvements (e.g. lane striping, curb upgrades)</p> <p>#3 – Position City as a facilitator of PHASE 1-style shared parking agreements</p> <p>#4 – Create traffic management, circulation, and parking plan for Downtown special events</p> <p>#5 – Assemble funding for improvements and implement as possible</p> <p>#6 – Convene internal stakeholders to determine extent of a branding and parking wayfinding system, including whether effort should be folded into broader marketing initiatives; in short-term, make visitor parking information readily available online</p> <p>#7 – Initiate process for annual monitoring of system performance</p> <p>#9 – Reach out to private lot owners to identify locations in which in-kind services can be provided in exchange for public use of lots during snow emergencies (should the City decide to go this route)</p>
<p>MID-TERM (Within 5 years)</p>	<p>#1 – Carry out street conversion and improvement effort</p> <p>#2 – Reach out to private lot owners in opportune locations for lot consolidation; couple with work carried out to initiate PHASE 2 shared parking agreements</p> <p>#3 – Facilitate PHASE 2 agreements, using coordination conducted for use of private lots during snow emergencies as a framework</p> <p>#5 – Carry out improvements to downtown multimodal environment</p> <p>#6 – Carry out branding and parking wayfinding improvements</p> <p>#8 – Incorporate accessible parking in line with any City-initiated coordination to consolidate lots or create PHASE 2 shared parking agreements</p> <p>#9 – Expand locations where parking during a snow emergency is possible (should the City decide to go this route)</p>
<p>LONG-TERM (More than 5 years)</p>	<p>#2 – Continue lot consolidation efforts as opportunities provide</p> <p>#3 – Facilitate PHASE 3 agreements as conditions demand</p> <p>#6 – Update branding and parking wayfinding system as conditions demand</p>

APPENDICES

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A1. Public Survey Results

1. Would you like to take this survey for Downtown Saco or Saco Island?

[More Details](#)

● Downtown Saco	66
● Saco Island	7



2. How often do you visit Saco/Saco Island? (Select one)

[More Details](#)

● Every day	18
● Multiple times per week	27
● A few times a month	20
● Once a month or less	8
● I don't visit Downtown Saco/S...	0

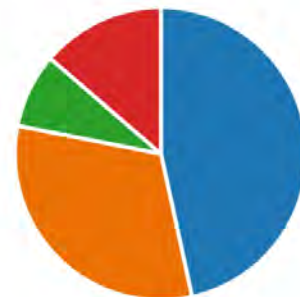


3. How long is your average visit to Downtown Saco/Saco Island? (Select one)

[More Details](#)

 Insights

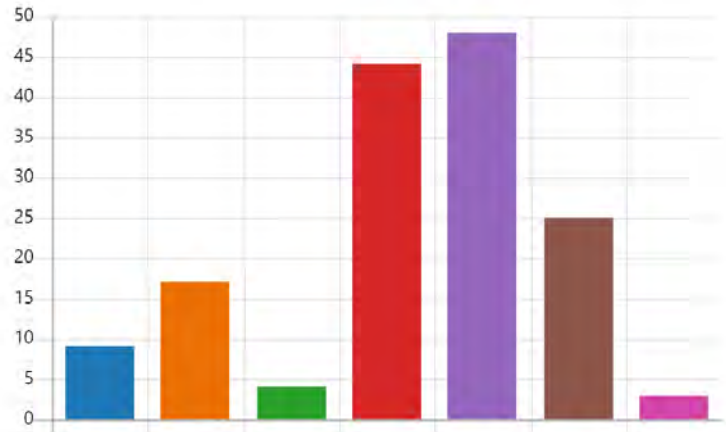
● Under 1 hour	34
● 1-2 hours	23
● 2-8 hours	6
● More than 8 hours and/or ove...	10



4. Why do you visit Downtown Saco/Saco Island? (Select all that apply)

[More Details](#)

● I live there	9
● I work there	17
● I own a business	4
● I shop or go to restaurants	44
● I go to appointments and/or r...	48
● I go to special events	25
● Other	3

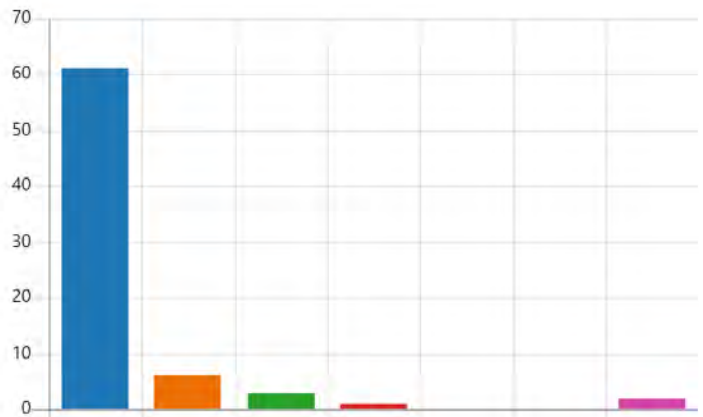


5. How do you typically travel to Downtown Saco/Saco Island? (Select one)

[More Details](#)

Insights

● I drive	61
● I walk	6
● I ride a bike	3
● I take public transit	1
● I use a rideshare app (Uber, Ly...	0
● I carpool	0
● Other	2

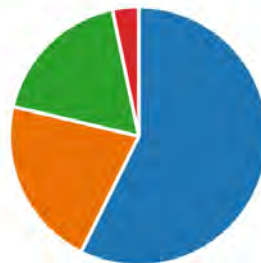


6. Where do you park most frequently? (Select one)

[More Details](#)

Insights

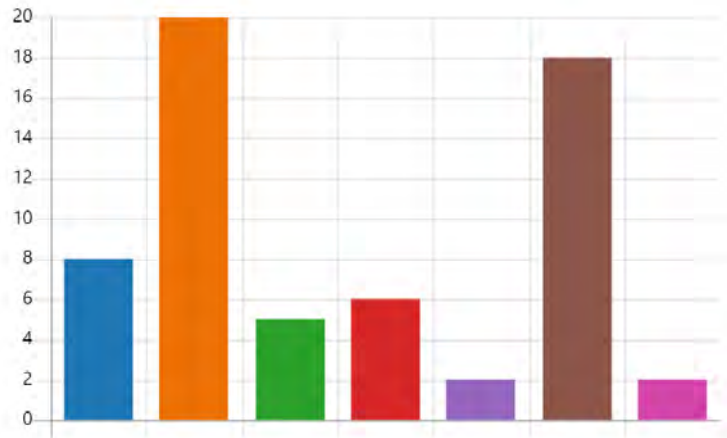
● On-street	35
● Off-street in a public lot	13
● Off-street in a private lot (incl...	11
● Other	2



7. What type of parking do you use most often when you visit? (Select one)

[More Details](#) [Insights](#)

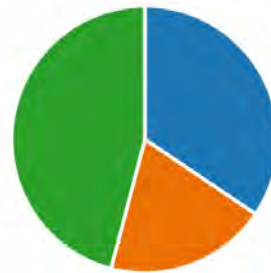
- 15- or 30-minute parking 8
- 2-hour parking 20
- Employee-designated parking... 5
- Customer-designated parking... 6
- Tenant-designated parking (su... 2
- Unregulated parking (no time ... 18
- Other 2



8. Which of the following applies most to your typical visit? (Select one)

[More Details](#) [Insights](#)

- I visit one destination only 21
- I visit multiple destinations, dr... 12
- I visit multiple destinations, pa... 28
- Other 0



9. How long did it take to find a space...

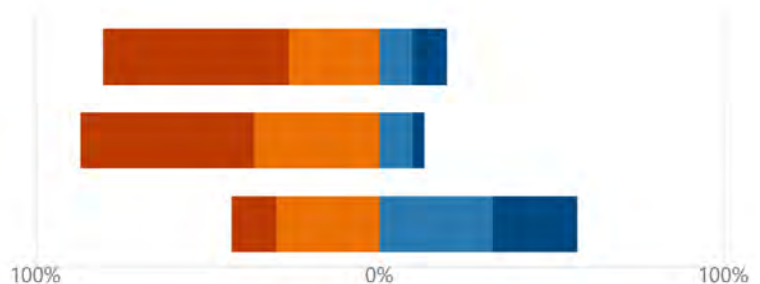
[More Details](#)

- I found a spot right away.
- It took an extra minute or so.
- It took up to 5 minutes to find a space.
- It took over 5 minutes to find a space.

On your last visit?

On a typical visit?

On the busiest day you remember?



10. In Question #9, if you selected that "it took over 5 minutes to find a space" when you visited Downtown Saco/Saco Island, where are you typically going and where are you trying to park? (e.g. City Hall)

[More Details](#)

[Insights](#)

24

Responses

Latest Responses

4 respondents (17%) answered **Restaurant** for this question.

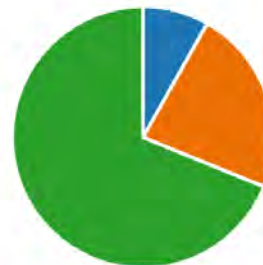


11. Have you ever abandoned a visit to Downtown Saco/Saco Island because you couldn't find a place to park? (Select one)

[More Details](#)

[Insights](#)

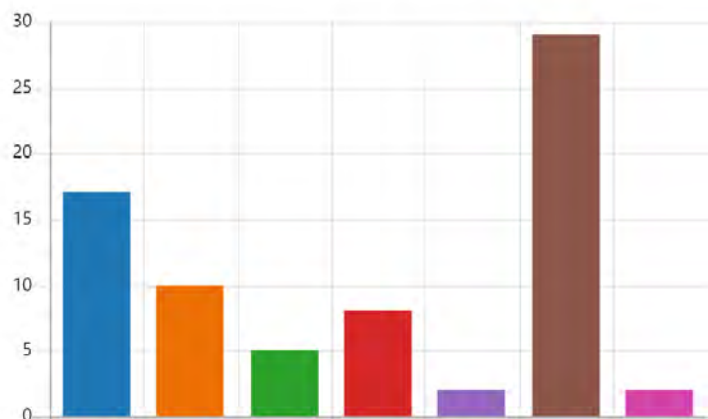
- Yes, this happened once 5
- Yes, this happened on more th... 14
- No 42



12. During which time(s) were you unable to find parking? (Select all that apply)

[More Details](#)

- During a festival/special event 17
- During the day on a typical w... 10
- During the evening on a typic... 5
- During the day on a typical w... 8
- During the evening on a typic... 2
- I have not abandoned a visit b... 29
- Other 2

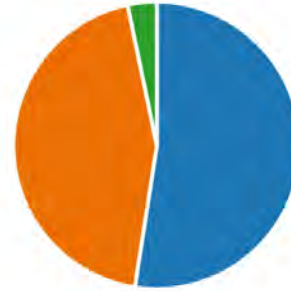


13. How close to your destination do you typically park? (Select one)

[More Details](#)

 [Insights](#)

- Right out front, on site, or on t... 32
- One or two blocks away 27
- Three or more blocks away 2



14. On a scale of 1-5, indicate your level of agreement with the following statements regarding your typical experience when you visit Downtown Saco/Saco Island.

[More Details](#)

■ 1- Strongly Disagree
 ■ 2- Disagree
 ■ 3- Neither Agree or Disagree
 ■ 4- Agree
 ■ 5- Strongly Agree

There is sufficient signage or parking information to help me understand where public parking exists.

Parking time limits are appropriate for my needs.

Parking availability does not impact my decision to visit Downtown Saco/Saco Island.

Traffic and congestion do not impact my decision to visit Downtown Saco/Saco Island.

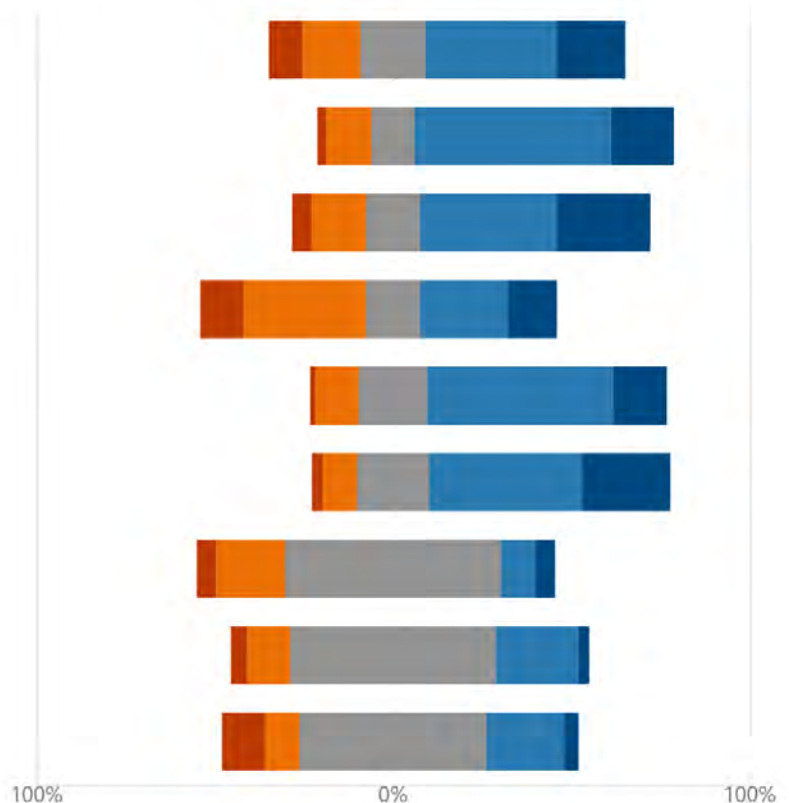
I can easily access Downtown.

I feel safe walking.

There are adequate bike parking options.

Transit services are sufficient.

Access for those with mobility challenges (e.g., accessible parking spaces, wide or continuous...



A2. Public/Stakeholder Engagement Flyers



City of Saco Downtown Parking Plan PUBLIC SURVEY

Whether you live, work, shop, or play in Downtown Saco,
we want to hear about your parking experience!

The City of Saco is conducting a parking study in Downtown Saco
and Saco Island to better understand:

- Do we need more parking?
- Can we better use what we have?
- How should seasonal demand affect parking operations?
- Is the parking system meeting other City goals?
- Can improved walking help parking?
- Can finding parking become easier?

The study involves an in-depth process of data collection and analysis. **This is your chance for your voice to be heard about parking-related needs.** Your survey input will be used to develop recommendations to help the City improve Saco's current parking system and prepare for the future.



WHEN?

The survey will be open between **October 4 - October 29, 2021**



HOW?

Visit this website link below or scan the QR code to the right -
[Sacomaine.org/downtownparking](https://sacomaine.org/downtownparking)



QUESTIONS?

Contact Jessa Berna, Saco Economic Development Specialist, jberna@sacomaine.org





City of Saco Downtown Parking Study

BUSINESS ROUNDTABLE

Saco Business Owners - we want to hear your thoughts and concerns about parking in Downtown Saco and Saco Island!

The City of Saco is conducting a parking study in these areas to better understand:

- Do we need more parking?
- Can we better use what we have?
- How should seasonal demand affect parking operations?
- Is the parking system meeting other City goals?
- Can improved walking help parking?
- Can finding parking become easier?

The study involves an in-depth process of data collection and analysis. **This is your chance for your voice to be heard about parking-related needs.** Your input will be used to develop recommendations to help the City improve Saco's current parking system and prepare for the future.



WHEN?

October 19, 2021, 2:00-3:00pm



HOW?

Join the virtual meeting using this link- <https://tinyurl.com/SacoParkingRoundtable> or join by phone with the following- **Dial-in number: (833) 436-6264 Conference ID: 846 074 011#**

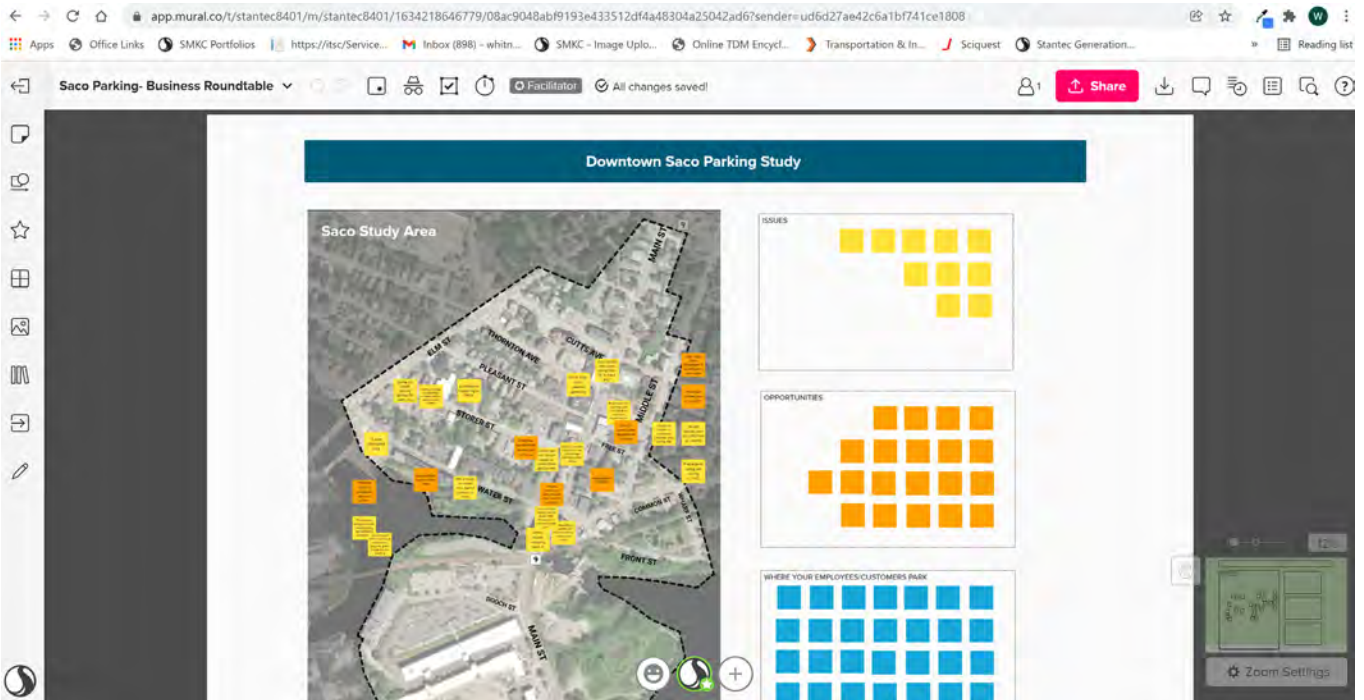
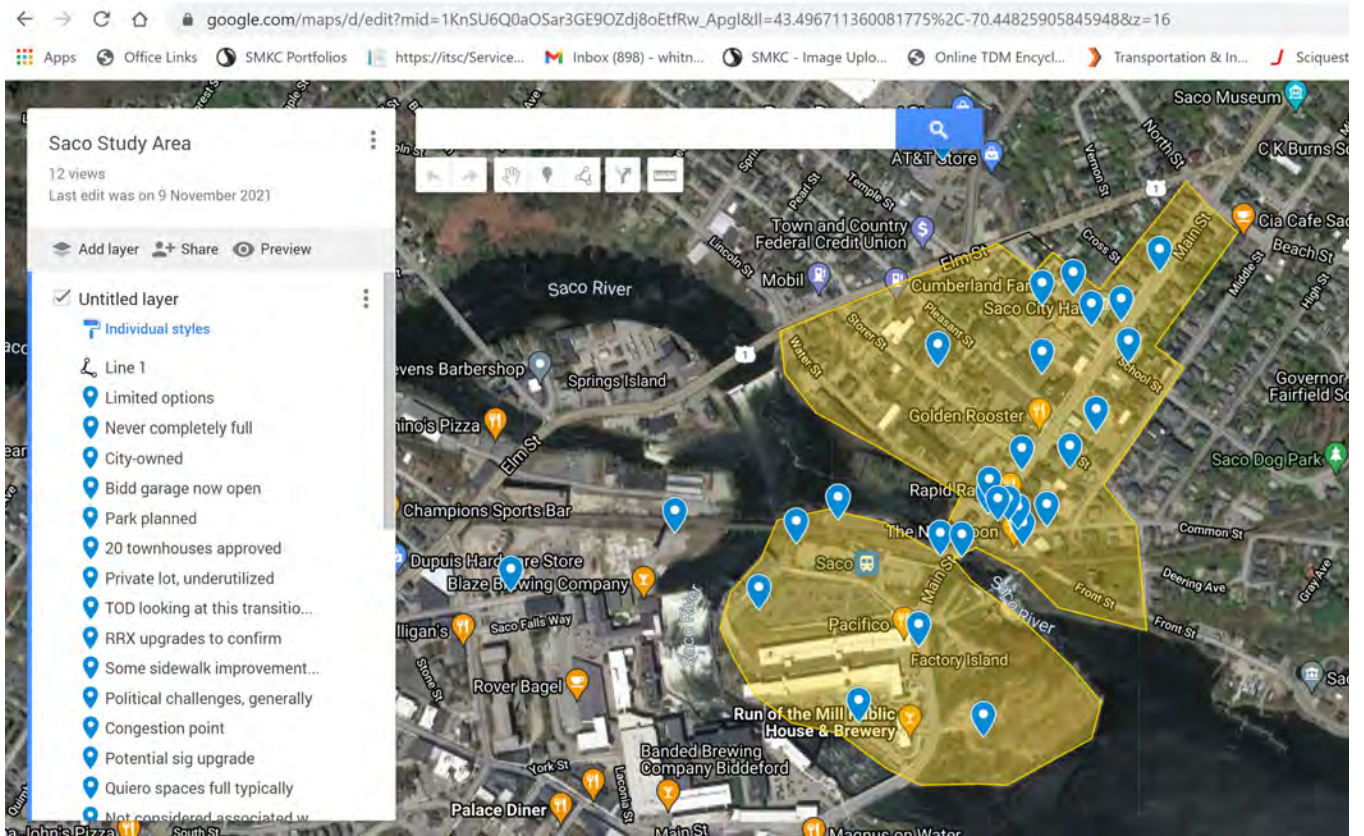


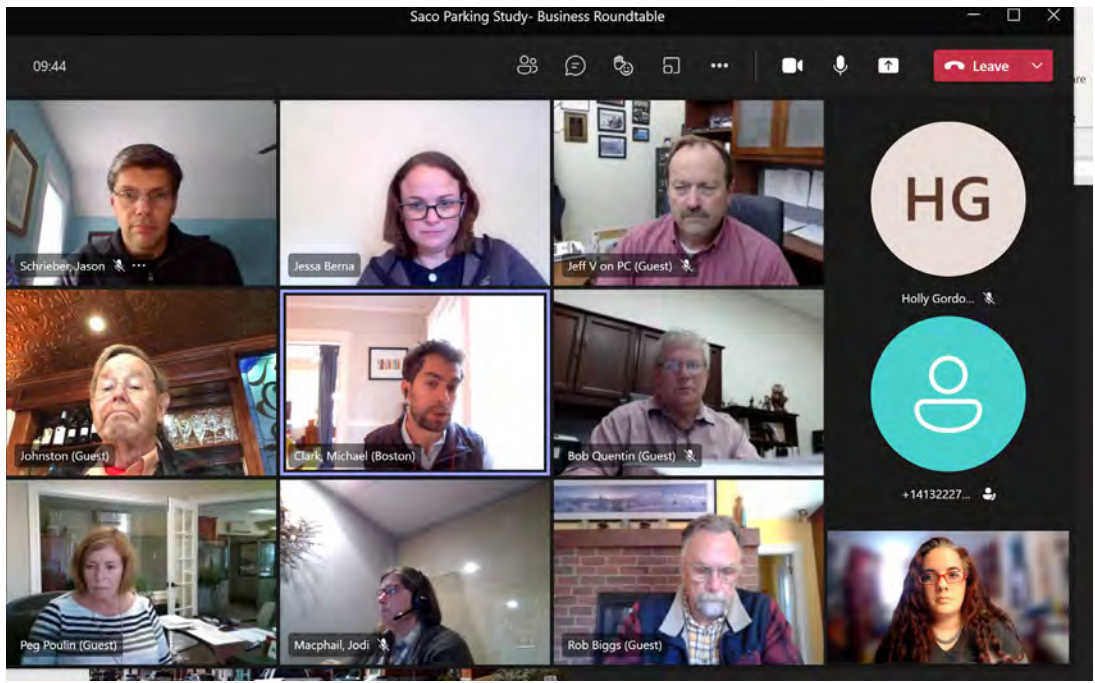
PUBLIC SURVEY

If you haven't yet had a chance, please also complete the online survey in support of this study- www.Sacomaine.org/downtownparking



A3. Business Roundtable Meeting Materials





A4. Sample Shared Parking Agreements

License Agreement – Mill Street Access Agreement

This LICENSE AGREEMENT (the “License Agreement”) is made as of this 2nd day of June, 2020 (the “Commencement Date”) by and between the Town of Yarmouth (“Town”) and 343 Main, LLC (the “Licensee”).

BACKGROUND

- A. Town is the tenant and manager of real property described in and depicted on Exhibit A attached hereto and made a part hereof, said property being located at 20 Mill Street in the Town of Yarmouth, Maine (the “Property”).
- B. The Licensee desires to obtain a license from the Town on or over a portion of the Property to allow for vehicular access to the surface parking lot of the Licensee being located at 343 Main Street, Yarmouth, Maine (“343 Main Street”) over and across the Property.
- C. The Town is willing to grant a license to the Licensee for such purpose subject to the terms and conditions set forth herein.

TERMS

Now therefore, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Town hereby grants to Licensee a certain license to use the Property as described below, subject to the following terms and conditions (the “License”):

USE

1. **Improvements:** The Licensee shall allow for the establishment of a paved, vehicular and pedestrian lane connecting the northeasterly corner of 343 Main Street and the southwesterly corner of the Property to create a vehicular and pedestrian connection between the two properties to allow for the establishment of a pedestrian way on 343 Main Street (the “Pedestrian Way”);
2. **Use and limitation:** The Licensee, its owners, managers, officers, agents, employees, tenants, and the general public shall have access to and from that portion of the Property marked as the “Drive Entrance” on Exhibit A over and across the Property for the sole purposes of accessing the parking lot at the rear of 343 Main Street and allowing for pedestrian access to the proposed Pedestrian Way. In connection with this License, the Licensee shall not cause or knowingly permit any activity which is contrary to any applicable local, state, or federal rule, law, orders, ordinances to be conducted in the proposed Pedestrian Way nor permit conditions of restrictions of record, nor anything contrary to any deed to adversely affect the Pedestrian Way.

3. **Maintenance:** The Licensee shall be responsible for ongoing maintenance and improvements of 343 Main Street except for the area depicted in Exhibit A. For purposes herein, maintenance shall include pavement, landscaping, lighting and snow removal and storage. The Licensee reserves the right, but not the obligation, of maintaining the area depicted in Exhibit A supplemental to the Town.
4. **Term of License:** This License shall be for a period of ninety-eight (98) years from the Commencement Date. The Town may terminate this License at any time, with or without cause, by giving sixty (60) days advance written notice to the Licensee.
5. **Transfer and Assignment:** The Licensee shall have no right to transfer or assign this License or the rights hereunder to any private or commercial authority or entity without the prior written consent of the Town, which shall not be unreasonably withheld, delayed, conditioned. Unless notified to the contrary, agreements outlined in this License Agreement shall extend to subsequent property owners, should the property at 343 Main Street be transferred, sold or assigned.
6. **Operation of the Property:** The Town shall have the right to temporarily interrupt or suspend this License with 24 hours advance notice (when practicable) to the Licensee for maintenance, construction, or emergency work on or near the Property in which the presence or use of the Pedestrian Way may cause inconvenience to the Town or expose users of the Pedestrian Way to extra risk of disease or injury.
7. **Liability:** The Town agrees to hold harmless, defend and indemnify the Licensee and its members, managers, officers, agents and employees on account of damage to the drive entrance as shown on the attached Exhibit A (hereinafter the "Drive Entrance") or injury to the Licensee or any person on or using the Drive Entrance arising from the negligence of the Town, its officers, agents, or employees. This obligation to defend and indemnify shall be limited to the substantive areas of liability and monetary limits of the Maine Tort Claims Act (Title 14 MRSA Section 8101 et seq.) or any other privileges, defenses or immunities as may be applicably provided by law.
8. **Entire Agreement:** This is the entire agreement between the parties hereto with respect to the subject matter hereof and all prior understandings and agreements, oral or written, pertaining to the same subject matter are hereby extinguished.

9. **Amendment:** This agreement may be modified or amended by written agreement of the parties at any time.

10. **Notice:** For the purposes of giving notice as provided herein or whenever it is deemed desirable by either party to provide notice or make inquiry to the other party on any matter related to or arising out of this agreement, written notice shall be provided as follows:

- a. To the Town: Yarmouth Town Manager
 200 Main Street
 Yarmouth, Maine 04096

- b. To the Licensee: 343 Main, LLC
 88 East Elm Street
 Yarmouth, Maine 04096
 Attn: Dashiell Masland, its Manager


11. **Recording:** This Agreement shall be filed with the Town Clerk, Town of Yarmouth but shall not be recorded in the Cumberland County Registry of Deeds.

12. **Maine Law:** This Agreement and any claims, suits or disputes arising out of it shall be construed under Maine Law.


13. **Dispute.** Any dispute or claim arising from or relating to this License Agreement or the Property shall be submitted to binding arbitration in accordance with the rules of the American Arbitration Association, which shall take place in Portland, Maine.

In WITNESS WHEREOF, the Parties have caused this License Agreement to be executed the day and year written above.

Town: The Town of Yarmouth, Maine

By: 
Name: Nathaniel J. Tupper
Its: Town Manager

Licensee: 343 Main, LLC

By: 
Name: Dashiell Masland
Its: Manager

License Agreement - Pedestrian Access Agreement

This LICENSE AGREEMENT (the "License Agreement") is made as of this 2nd day of June, 2020 (the "Commencement Date") by and between 343 Main, LLC ("Owner") and the Town of Yarmouth, Maine (the "Town" or "Licensee").

BACKGROUND

- A. Owner is the owner of real property described in and depicted on Exhibit A attached hereto and made a part hereof, said property being located at 343 Main Street in the Town of Yarmouth, Maine (the "Property").
- B. The Town desires to obtain a license from the owner of the Property to allow public pedestrian travel to connect the public parking lot located at 20 Mill Street in Yarmouth, Maine ("20 Mill Street") with residential and commercial properties located on, and adjacent to, Main Street in Yarmouth, Maine ("Main Street").
- C. Owner is willing to grant a license to the Town for such purpose subject to the terms and conditions set forth herein.

TERMS

Now therefore, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Owner hereby grants to the Town a certain license to use the Property as described below, subject to the following physical improvement standards provided by the Town and subject to the following use conditions (the "License"):

IMPROVEMENT STANDARDS

1. Owner and the Town shall determine a mutually agreed-upon site plan design, including pedestrian lighting, landscaping, curbing, and any other necessary methods to restrict vehicular access to the Property from Main Street and other improvements consistent with the Town's 2019 Main Street Streetscape Master Plan;
2. Establishment of a paved, shared vehicular and pedestrian lane to connect the southwesterly corner of 20 Mill Street with the northeasterly corner of the Property (the "Pedestrian Way"),
3. Improved pavement treatment along the Pedestrian Way to ensure accessibility, maintainability and pedestrian safety; and a
4. Mutually agreed-upon maintenance agreement for ongoing capital improvements and winter maintenance obligations.
5. This license shall become effective upon satisfaction of said improvement standards as evidenced by written notice of acceptance by the Owner and the Town.

USE

- 1. Use and limitation:** The Town, its agents, employees, citizens and public members shall have the right to use that portion of the Property marked as the "Pedestrian Way" on Exhibit A attached hereto and incorporated herein by reference for the sole purpose of pedestrian and bicycle passage over and across the Pedestrian Way. The Licensed activities shall exclude the passage of all motorized vehicles except for the construction and maintenance of the Pedestrian Way as may be reasonably necessary between the hours of 8:00AM and 5:00 PM only. This prohibition against motorized vehicles shall not prohibit the use of motorized wheelchairs, scooters or other adaptive devices for handicapped persons. In connection with this License, The Town shall not cause or permit any activity which is contrary to any applicable local, state, or federal rule, law, orders, ordinances, permit conditions of restrictions of record, nor anything contrary to any deed to be conducted in the Pedestrian Way.
- 2. Signs:** The Town may erect and shall maintain up to two signs, one at each entry point to the Pedestrian Way identifying the way as open to public use. Said signage shall be consistent with the Town's wayfinding signage standards.
- 3. Term of License:** This License shall be for a period of ninety-eight (98) years from the Commencement Date. Owner may terminate this License at any time, with or without cause, by giving sixty (60) days advance written notice to the Town.
- 4. Transfer and Assignment:** The Town shall have no right to transfer or assign this License or the rights hereunder to any non-governmental or commercial authority or entity without the prior written consent of the Owner, which shall not be unreasonably withheld, delayed or conditioned. This shall not preclude the Town from assigning maintenance and management duties to a local development corporation or similar Town-initiated non-profit organization, nor shall it preclude general public use of the Pedestrian Way.
- 5. Operation of the Property:** The Owner shall have the right to temporarily interrupt or suspend this License with 24 hours advance notice (when practicable) to the Town for maintenance, construction, private activity, or emergency work on or near the Property in which the presence or use of the Pedestrian Way may cause inconvenience to the Owner or expose users of the Pedestrian Way to extra risk of disease or injury. Owner and Owner's tenants may also interrupt or suspend public use for occasional short periods of time for deliveries and pickup, building maintenance, landscaping, etc. so long as such interruption is not expected to be for more than four (4) hours of duration and not more than twelve (12) hours consecutive in any 30-day period, then no additional notice to the Town shall be required.

6. **Liability:** Owner retains all rights, privileges and immunities from liability afforded to owners of land in Maine who allow public use of lands for recreational and harvesting activities pursuant to Title 14 MRSA Section 159-A. The Town agrees to hold harmless, defend and indemnify the Owner and its members, directors, officers, agents and employees on account of damage to the Property or injury to the Owner or any person on or using the Pedestrian Way arising from the negligence of the Town, its officers, agents, or employees. This obligation to defend and indemnify shall be limited to the substantive areas of liability and monetary limits of the Maine Tort Claims Act (Title 14 MRSA Section 8101 et seq.) or any other privileges, defenses or immunities as may be applicably provided by law.

7. **Entire Agreement:** This is the entire agreement between the parties hereto with respect to the subject matter hereof and all prior understandings and agreements, oral or written, pertaining to the same subject matter are hereby extinguished.

8. **Amendment:** This agreement may be modified or amended by written agreement of the parties at any time.

9. **Notice:** For the purposes of giving notice as provided herein or whenever it is deemed desirable by either party to provide notice or make inquiry to the other party on any matter related to or arising out of this agreement, written notice shall be provided as follows:

a. To the Owner: 343 Main, LLC
359 Main Street
Yarmouth, Maine 04096
Attn: Dashiell Masland, its Manager

b. To the Town: Yarmouth Town Manager
200 Main Street
Yarmouth, Maine 04096

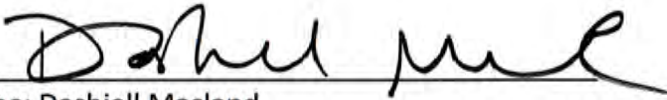
10. **Recording:** This Agreement shall be filed with the Town Clerk, Town of Yarmouth but shall not be recorded in the Cumberland County Registry of Deeds.

11. **Maine Law:** This Agreement and any claims, suits or disputes arising out of it shall be construed under Maine Law.

12. **Dispute:** Any dispute or claim arising from or relating to this License Agreement or the Property shall be submitted to binding arbitration in accordance with the rules of the American Arbitration Association, which shall take place in Portland, Maine.

In WITNESS WHEREOF, the Parties have caused this License Agreement to be executed the day and year written above.

Owner: 343 Main, LLC

By: 

Name: Dashiell Masland

Its: Manager

Licensee: The Town of Yarmouth, Maine

By: 

Name: Nathaniel J. Tupper

Its: Town Manager



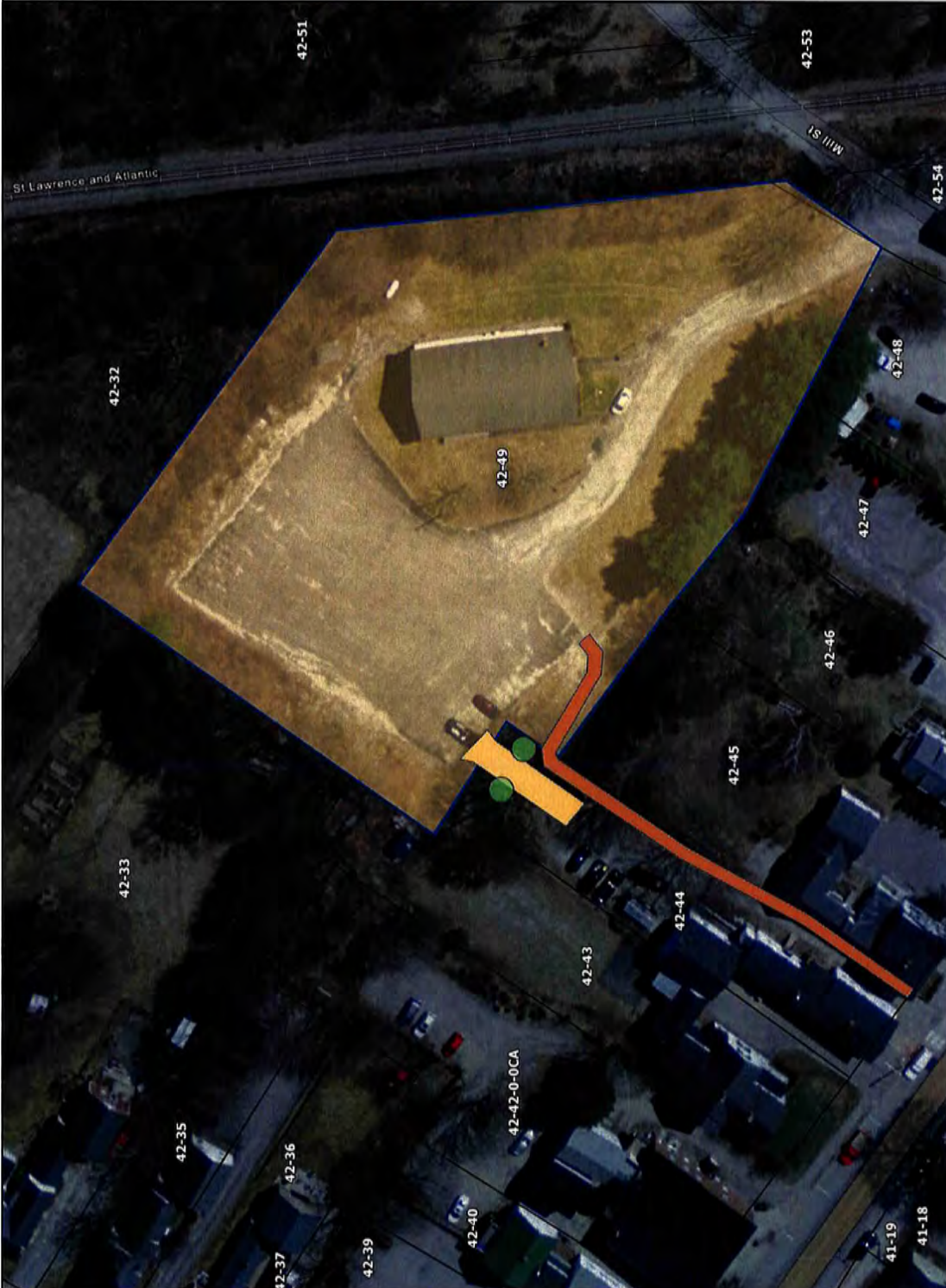
Masland - Masons Vehicle & Pedestrian Access Plan

Planning Markups

- Points
- Lines
- Polygons
- Name
- Driveway
- Masons Parcel
- Pathway
- Tree
- <all other values>
- Streams (Town)
- Parcels
- Parcels



0 25 50
1" = 50 feet



Model - Shared Use Agreement for Parking Facilities

This Shared Use Agreement for Parking Facilities, entered into this ____ day of _____, _____, between _____, hereinafter called lessor and _____, hereinafter called lessee. In consideration of the covenants herein, lessor agrees to share with lessee certain parking facilities, as is situated in the City of _____, County of _____ and State of _____, hereinafter called the facilities, described as: [Include legal description of location and spaces to be shared here, and as shown on attachment 1.]

The facilities shall be shared commencing with the ____ day of _____, _____, and ending at 11:59 PM on the ____ day of _____, _____, for [insert negotiated compensation figures, as appropriate]. [The lessee agrees to pay at [insert payment address] to lessor by the ____ day of each month [or other payment arrangements].] Lessor hereby represents that it holds legal title to the facilities

The parties agree:

1. USE OF FACILITIES

This section should describe the nature of the shared use (exclusive, joint sections, time(s) and day(s) of week of usage.

-SAMPLE CLAUSE-*[Lessee shall have exclusive use of the facilities. The use shall only be between the hours of 5:30 PM Friday through 5:30 AM Monday and between the hours of 5:30 PM and 5:30 AM Monday through Thursday.]*

2. MAINTENANCE

This section should describe responsibility for aspects of maintenance of the facilities. This could include cleaning, striping, seal coating, asphalt repair and more.

-SAMPLE CLAUSE-*[Lessor shall provide, as reasonably necessary asphalt repair work. Lessee and Lessor agree to share striping, seal coating and lot sweeping at a 50%/50% split based upon mutually accepted maintenance contracts with outside vendors. Lessor shall maintain lot and landscaping at or above the current condition, at no additional cost to the lessee.]*

3. UTILITIES and TAXES

This section should describe responsibility for utilities and taxes. This could include electrical, water, sewage, and more.

-SAMPLE CLAUSE-*[Lessor shall pay all taxes and utilities associated with the facilities, including maintenance of existing facility lighting as directed by standard safety practices.]*

4. SIGNAGE

This section should describe signage allowances and restrictions.

-SAMPLE CLAUSE-*[Lessee may provide signage, meeting with the written approval of lessor, designating usage allowances.]*

5. ENFORCEMENT

This section should describe any facility usage enforcement methods.

-SAMPLE CLAUSE-*[Lessee may provide a surveillance officer(s) for parking safety and usage only for the period of its exclusive use. Lessee and lessor reserve the right to tow, at owners expense, vehicles improperly parked or abandoned. All towing shall be with the approval of the lessor.]*

6. COOPERATION

This section should describe communication relationship.

-SAMPLE CLAUSE-*[Lessor and lessee agree to cooperate to the best of their abilities to mutually use the facilities without disrupting the other party. The parties agree to meet on occasion to work out any problems that may arise to the shared use.]*

7. INSURANCE

This section should describe insurance requirements for the facilities.

-SAMPLE CLAUSE-*[At their own expense, lessor and lessee agree to maintain liability insurance for the facilities as is standard for their own business usage.]*

8. INDEMNIFICATION

This section should describe indemnification as applicable and negotiated. This is a very technical section and legal counsel should be consulted for appropriate language to each and every agreement.

-NO SAMPLE CLAUSE PROVIDED-

9. TERMINATION

This section should describe how to or if this agreement can be terminated and post termination responsibilities.

-SAMPLE CLAUSE-*[If lessor transfers ownership, or if part of all of the facilities are condemned, or access to the facilities is changed or limited, lessee may, in its sole discretion terminate this agreement without further liability by giving Lessor not less than 60 days prior written notice. Upon termination of this agreement, Lessee agrees to remove all signage and repair damage due to excessive use or abuse. Lessor agrees to give lessee the right of first refusal on subsequent renewal of this agreement.]*

10. SUPPLEMENTAL COVENANTS

This section should contain any additional covenants, rights, responsibilities and/or agreements.

-NO SAMPLE CLAUSE PROVIDED-

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date Set forth at the outset hereof.

[Signature and notarization as appropriate to a legal document and as appropriate to recording process negotiated between parties.]

