

1/13/97

## PARKING DEMAND BY BLOCK

<u>Block</u>	<u>Demand (spaces)</u>
Boltwood Walk	795 (32.84%)
Amity area & Merchants Row	407 (16.81%)
CVS Block	289 (11.94%)
D.H. Jones to Carriage Shops	239 (9.87%)
Town Hall/Grace Church/Police Station	201 (8.30%)
Lots for Littles to Kellogg Avenue	146 (6.03%)
Cowles Lane to Hallock Street	121 (4.99%)
Pray Street (Bertucci's, etc.)	93 (3.84%)
BayBank to old gas station	81 (3.35%)
Hallock to McClellan Street	49 (2.02%)
	<u>2,422 Total</u>

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## PARKING DEMAND BY SECTION OF DOWNTOWN

- \* 81 percent of all parking demand for the downtown occurs south of Hallock Street (on the west side of North Pleasant Street) and the driveway next to Lots for Little (on the east side of North Pleasant Street).
- \* 70 percent of all demand occurs south of Cowles Lane and Kellogg Avenue.
- \* Just over 47 percent of all parking demand occurs east of North Pleasant Street and south of the driveway next to Lots for Littles. 41 percent occurs south of Kellogg Avenue.
- \* Almost 34 percent of all parking demand occurs west of North Pleasant Street and south of Hallock Street. About 29 percent is south of Cowles Lane.

1/17/95  
Senior Planner

**EMPLOYEE/RESIDENT PARKING DEMAND  
FOR DOWNTOWN AMHERST**

<u>Demand Type</u>	<u>Total Employees</u>	<u>Reserved Parking Spaces</u>	<u>Net Demand</u>
Municipal	133 <sup>a</sup>	60	54
Retail/office	608 <sup>b</sup>	286 <sup>c</sup>	322
Residential	<u>142<sup>d</sup></u>	<u>56<sup>d</sup></u>	<u>86</u>
Totals	883	384	452

**Summary - Demand vs. Supply**

452 Net empl./res. parking demand  
- 232 Possible 'permit' parking spaces available  
220 Downtown employee/resident parking deficit

**NOTES:**

<sup>a</sup> Figure obtained in Planning Dept. survey of Town departments.

<sup>b</sup> Figure estimated from Chamber of Commerce list of downtown employers, plus additional downtown businesses identified by Planning Dept. staff. Where good information on the size of an establishment was not available, an assumption of 5 employees per establishment was made.

<sup>c</sup> Figure obtained in field counts by Planning Dept. staff. Includes 211 spaces from private lots reserved for employers/employees and 75 spaces from 'mixed' private parking lots available to both customers and employees (from a total of 299 spaces--assumes 25% used by employees). Does not include 271 parking spaces in privately owned lots that are set aside exclusively for customers--this includes the lots for the Carriage Shops, The Pub, The Bank of Western Massachusetts, Bertucci's, the medical building on Cottage Street and the private areas of the 'CVS' lot owned by the Barden Trust and Everett Roberts.

<sup>d</sup> Figure obtained from conversations with downtown residential property manager and field counts done by Planning Dept. staff. Includes only residential properties with frontage on main downtown streets. Does not include residents of the Ann Whalen Apartments or the Clark House.

Proposed Town Center Parking Permit System's Ability to Meet Parking Needs

A major management objective of the downtown Amherst parking system is to relocate downtown employee and resident parking away from the 'core' of the town center during the day, leaving prime downtown parking spaces available for shoppers, diners, people seeking professional or municipal services, and so forth. How well can the proposed town center parking permit system on unmetered sidestreets meet any downtown overflow parking need, while still meeting the parking needs of the sidestreet neighborhoods?

Estimated Parking Needs of Downtown Employees/Residents:

1. Estimate how many downtown employees and residents are without dedicated private parking and compete for prime downtown parking:

880	(estimated gross total # of employees & residents)
- 450	(est. # of dedicated private parking spaces in downtown)
<u>430</u>	(estimated gross total # of downtown empls./res. without dedicated parking spaces)

2. Adjust estimate to reflect only those downtown employees and residents without dedicated parking likely to be present during periods of peak downtown activity:

430	(estimated gross total # of downtown empls./res. without dedicated parking spaces)
x .75	(assumed % of downtown empls./res. present during periods of peak downtown activity)
<u>323</u>	(estimated # of downtown empls./res. present during periods of peak downtown activity)

3. Further adjust estimate to reflect only those downtown employees and residents who regularly drive, assuming 20% regularly walk, bike or take the bus (5-10% is probably more typical):

323	(estimated # of downtown empls./res. present during periods of peak downtown activity)
x .80	(assumed % of downtown empls./res. who drive)
<u>258</u>	(estimated # of downtown empls./res. competing with shoppers, diners, etc. during periods of peak downtown activity = "downtown overflow")

4. Estimate the total downtown and neighborhood parking needs the proposed town center permit system must try to accommodate:

258	(estimated "downtown overflow"--parking spaces needed by downtown empls/res.)
+ 63	(estimated neighborhood parking space deficit (res. only)--based on zoning parking requirements)
<u>322</u>	(estimated total potential demand for parking permit spaces)

5. Assess how well the proposed town center permit spaces could meet parking needs:

a. Neighborhood parking needs alone:

265	(current estimated total # of town center permit parking spaces)
- 63	(estimated neighborhood parking space deficit--res. only)
<u>202</u>	(estimated <u>surplus</u> of permit parking)

b. Downtown overflow parking needs alone:

265	(estimated # of total permit parking spaces)
- 258	(estimated potential permit parking space needs of downtown empls/res.)
<u>7</u>	(estimated <u>surplus</u> of permit parking for downtown overflow parking needs alone)

c. Downtown overflow and neighborhood parking needs combined:

265	(estimated # of total permit parking spaces)
- 322	(estimated potential demand for town center parking permit spaces)
- 57	(estimated total <u>shortfall</u> for combined downtown/neighborhood parking needs)

NOTE: The total residential parking demand (downtown and neighborhood) will be much greater than shown. This estimate assumes that residents with access to dedicated private parking will use that parking. The town center permit system, however, would allow any resident in either area to obtain and use a town center parking permit. For this reason, the shortfall is anticipated to be greater.