

WHITE HORSE BEACH PARKING COMMITTEE

Board of Selectmen Presentation

October 1, 2013

WHO ARE WE?

Dawn Dillon, Chair, East WHB Oceanside Association

Christine Bostek, Vice Chair, Sands of WHB Association

Peg O'Hearn, Manomet Heights Representative

Cheryl Damiano, Member "At Large"

Linda Evans, MVSC Representative

Peter Denehy, Natural Resources & Coastal Beaches Representative

Jan Zabrieski, Ocean Point Condo Association

Tim Bennett, Priscilla Beach Association

John Vacha, WHB Association

Liz Sullivan, Special Assistant to the Town Manager, Staff Support

Valerie Massard, Senior Planner, Staff Support

WHB PARKING COMMITTEE CHARGE

General Mission:

鋪 The Town of Plymouth recognizes the requests of White Horse Beach residents to assist in adequately controlling parking in the White Horse Beach area, particularly in the summer months.

鋪 **Problems:**

鋪 Inadequate residential parking

鋪 Competing visitor parking

鋪 Parking in areas that are concerns

鋪 Frustrations are escalating

鋪 The White Horse Beach Parking Committee shall:

鋪 Research parking plans in coastal areas with cluster development,

鋪 Develop possible strategies to mitigate or improve the seasonal parking situation.

OBJECTIVES

鋪 **Develop a proposal** for the White Horse Beach area in and around Taylor Avenue that will provide parking for:

鋪 Taxpayers in the area

鋪 Visitors to the area

鋪 Residents of the area

鋪 **The proposal shall include:**

鋪 Assessment

鋪 Plan for Implementation

鋪 Timeline

鋪 Enforcement Procedures

鋪 Administrative Procedures

鋪 Any Staffing Needs

鋪 Projected revenues/expenditure pro forma budget

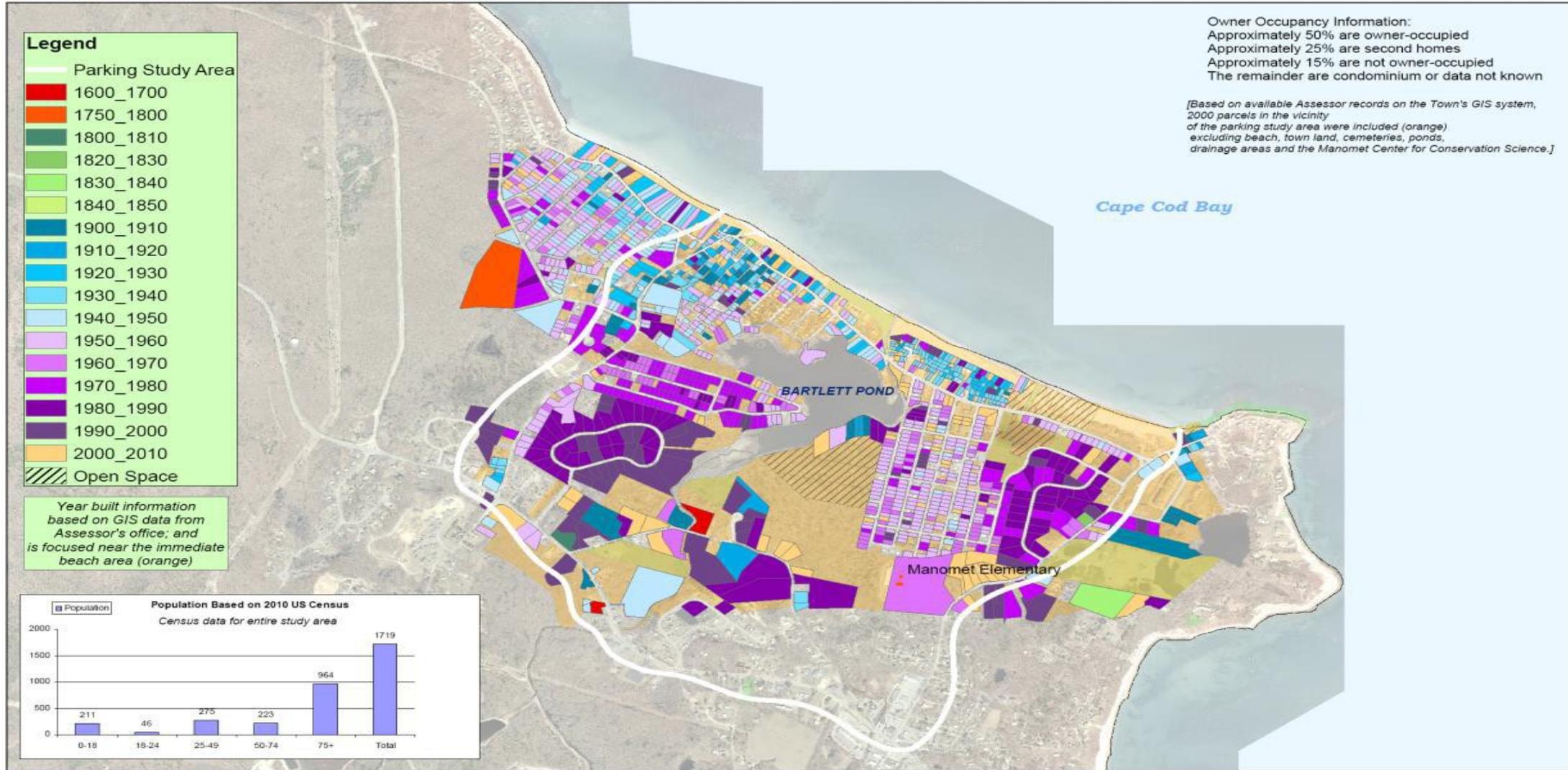
鋪 Other Ancillary Details

CONSIDERATIONS

Proposal will consider:

- 鋪 The Development, Management, and Operation of on- and off- street parking
 - 鋪 Any Structured Parking (public lots or private lots)
 - 鋪 Directional and Informational Signage
 - 鋪 Transit Services (i.e. shuttle)
 - 鋪 Other parking needs that will balance residential and visitor needs
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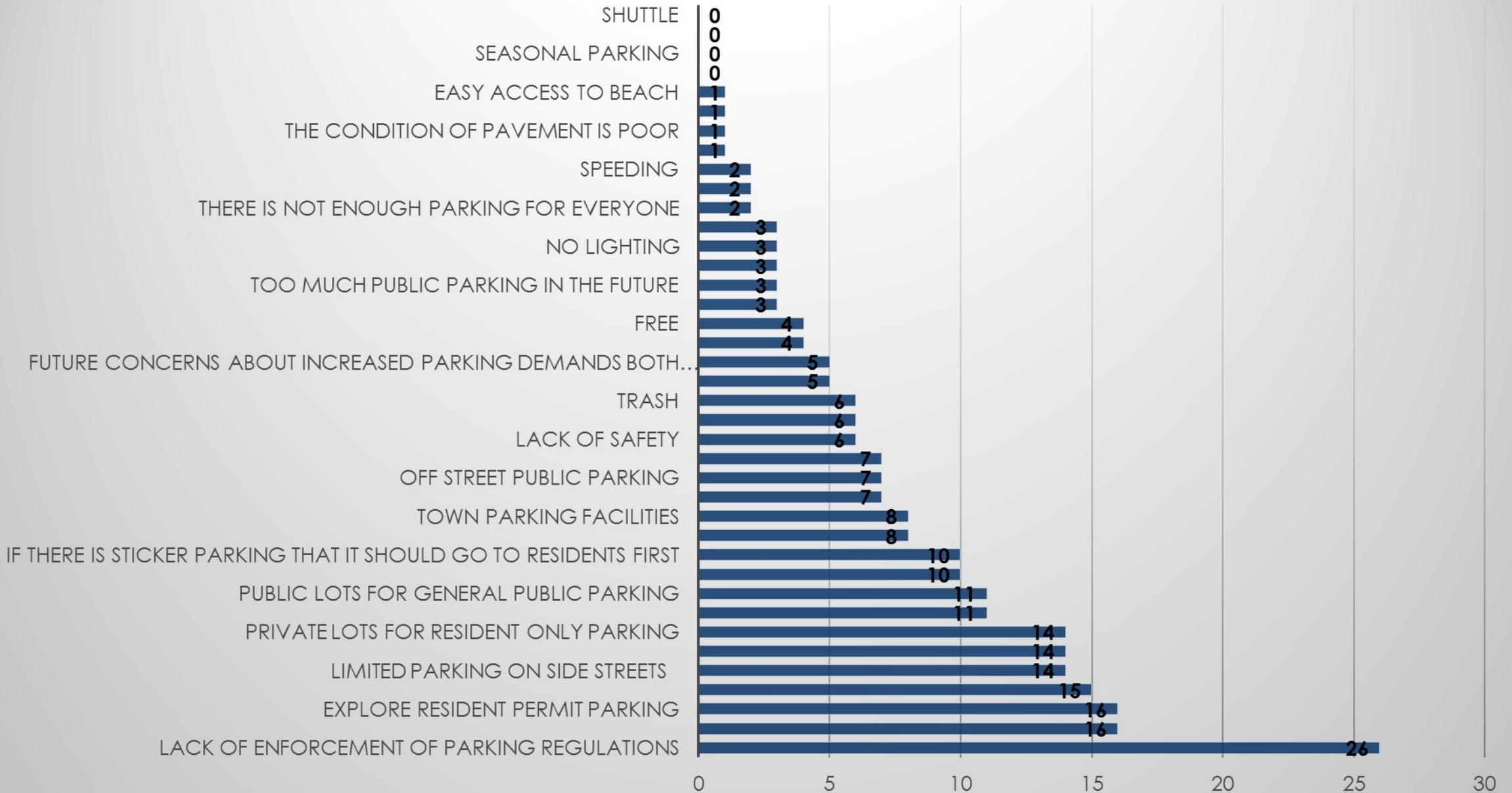
STUDY AREA



PREPARATION

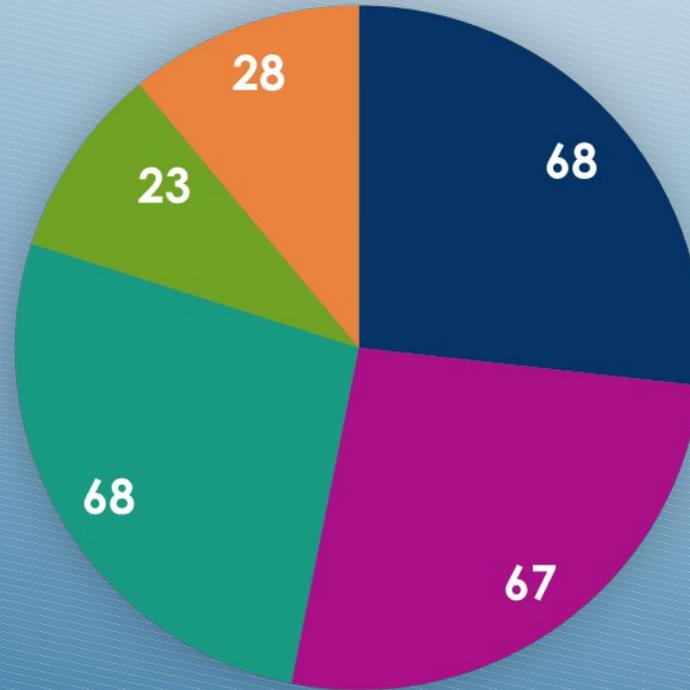
- 鏞 Brainstorming Session with Public Participation
- 鏞 Information Gathering from Guest Speakers
- 鏞 Research of existing parking regulations & conditions
- 鏞 Coastal Beach research and comparisons to WHB
- 鏞 Much discussion and healthy debate
- 鏞 Public Forum to present ideas and gain public feedback
- 鏞 **Presentation to Board of Selectmen**

RAW BRAINSTORMING DATA



DATA GROUPINGS

Grouped Priority Rankings



- Priority Parking for Residents & Guests
- "Fair Balance" between Resident and Public Parking
- Lack of Enforcement/Legal Signage
- Safety Concerns
- Other

GOALS

鏞 Based on Brainstorming and Ranking Results, **Committee Goals** are:

- 鏞 Provide a **balanced approach, with an emphasis on area residents**, which improves parking at White Horse Beach for residents and visitors.
- 鏞 **Improved enforcement** and education of parking rules and regulations.
- 鏞 **Enhance safety** for pedestrians, bicycles and vehicles associated with parking and traffic circulation.

COASTAL AREA RESEARCH - PLYMOUTH

COMPARISONS

<u>Beach:</u>	<u>Resident/Beach Sticker Required:</u>	<u>Public Parking: (fee)</u>	<u>Sanitary Facilities:</u>	<u>Bath House:</u>	<u>Food Concession:</u>	<u>Lifeguards:</u>	<u>Handicap Access:</u>
White Horse Beach	no(Taylor Ave lot only, limited enforcement)	yes (free)	no	no	yes (ice cream truck)	yes	no
Plymouth Beach	yes(\$15-\$40)	yes (\$10-\$15))	yes	no	yes	yes	no
Long Beach, Plymouth, MA	yes	no	no	no	no	no	no
Nelson Park, Plymouth, MA	Resident Parking (20 spots)	yes/(free)	yes	no	yes	no	yes
Scusset Beach	yes	yes (\$7)	yes	yes	yes	yes	
Fresh Pond, Plymouth, MA	yes	yes (\$10-\$15)	yes	no	no	yes	
Hedges Pond, Plymouth, MA	yes	yes (\$10-\$15)	yes	yes	no	yes	
Morton Park, Plymouth, MA	yes	yes (\$10-\$25) closed July 3-4	yes	no	no	yes	
Stephen's Field	no	yes (free)	no	no	no	no	

WHB is the only beach where Residents compete for Public Parking

OTHER COASTAL AREA RESEARCH- MA

Beach:	Resident/Beach Sticker Required:	Public Parking: (fee)	Sanitary Facilities:	Bath House:	Food Concession:	Lifeguards :	Handicap Access:
Duxbury Beach, MA	yes	yes (fee)	yes	yes	yes	yes	
Rocky Nook, Kingston, MA	Private, Res only	no	no	no	no	no	
Gray's Beach, Kingston, MA	no	yes	yes	no	yes	yes	
Burke's Beach, Marshfield, MA	yes (\$30)	yes (\$10-\$20)	portable	no	no	yes	
Brant Rock, Marshfield, MA	yes (\$30)	yes (\$10-\$15)	yes	no	no	yes	
Green Harbor, Marshfield, MA	yes (\$30)	no	portable	no	no	yes	
Rexhame Beach, Marshfield, MA	yes (\$30)	yes(\$10-\$15)	yes		yes	yes	
Niles Beach, Gloucester, MA	yes (\$20)	no	portable	no	no	yes	
Plum Cove, Gloucester, MA	yes (\$20), limited	no	no	no	no	yes	
Front Beach, Gloucester, MA	yes	metered	yes	no	no	yes	
Long Beach, Gloucester/Rockport, MA	yes (\$25)	private lots	no	no	no	yes	
Cape Hedge Beach, Rockport, MA	yes (\$25)	no	no	no	no	no	
Pavillion Beach, Gloucester, MA	no	street	no	no	no	no	
Nantasket Beach, Hull	yes (\$14, residential on-street)	yes (fee)	yes	no	yes	yes	

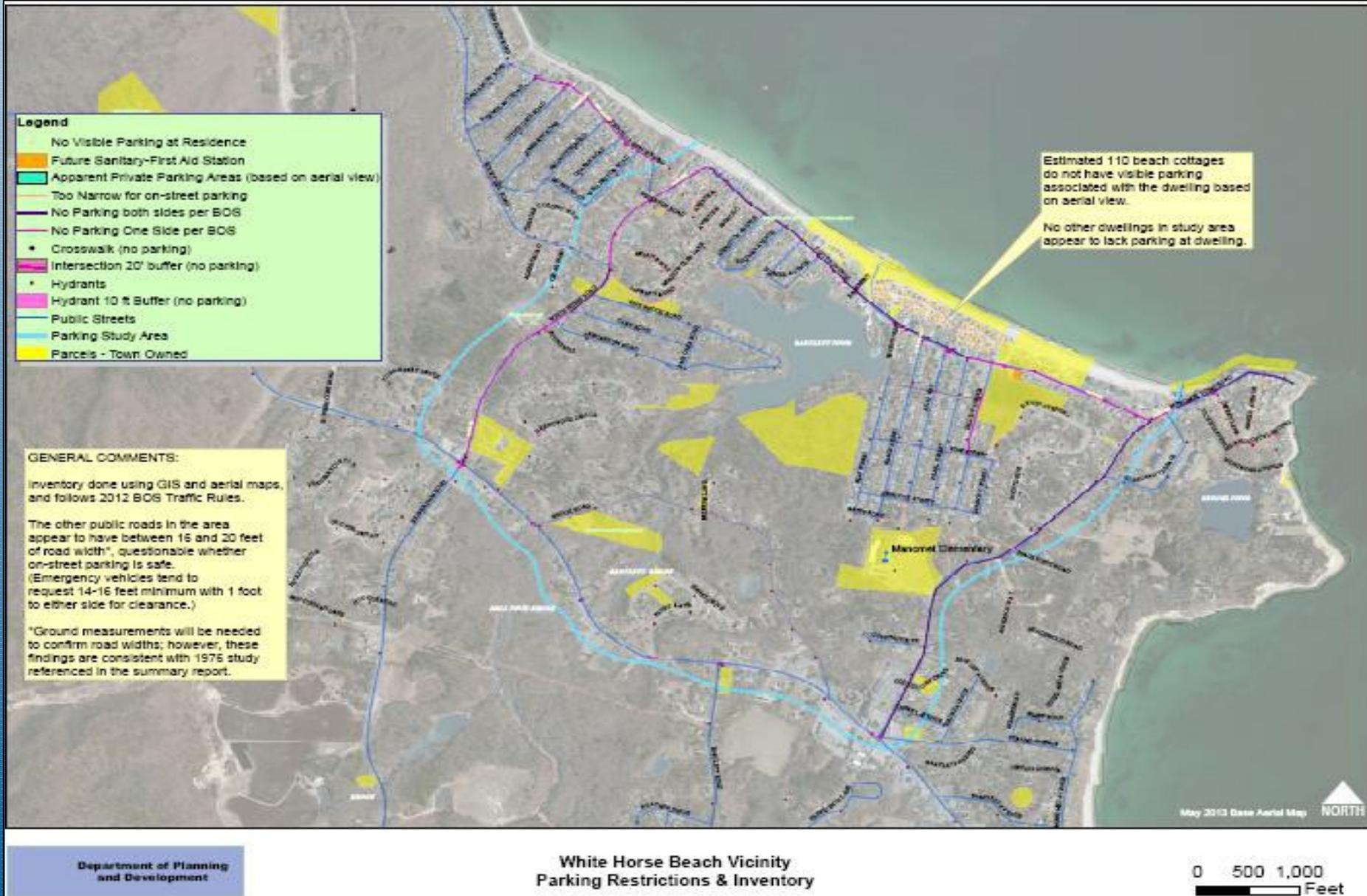
Gray's Beach in Kingston is the most similar to WHB, and residents experience the same parking issues

OTHER COASTAL AREA RESEARCH

Beach:	<u>Resident/Beach Sticker Required:</u>	<u>Public Parking: (fee)</u>	<u>Sanitary Facilities:</u>	<u>Bath House:</u>	<u>Food Concession:</u>	<u>Lifeguards:</u>	<u>Handicap Access:</u>
Chapoquoit Beach, W. Falmouth, MA	yes	no	portable	no	yes (ice cream truck)	yes	
Megansett Beach, W. Falmouth, MA	yes	no	portable	no	yes (ice cream truck)	yes	
Wood Neck Beach	yes	no	portable	no	yes (ice cream truck)	yes	
Bristol Beach	yes	no	portable	no	yes (ice cream truck)	yes	
Wellfleet, MA	yes	yes (3-day, week/seasonal, \$45-\$250)	portable	no	yes	yes	
Ogunuit, ME	yes (year-round res. only)	yes (\$25)	yes	yes	yes	yes	

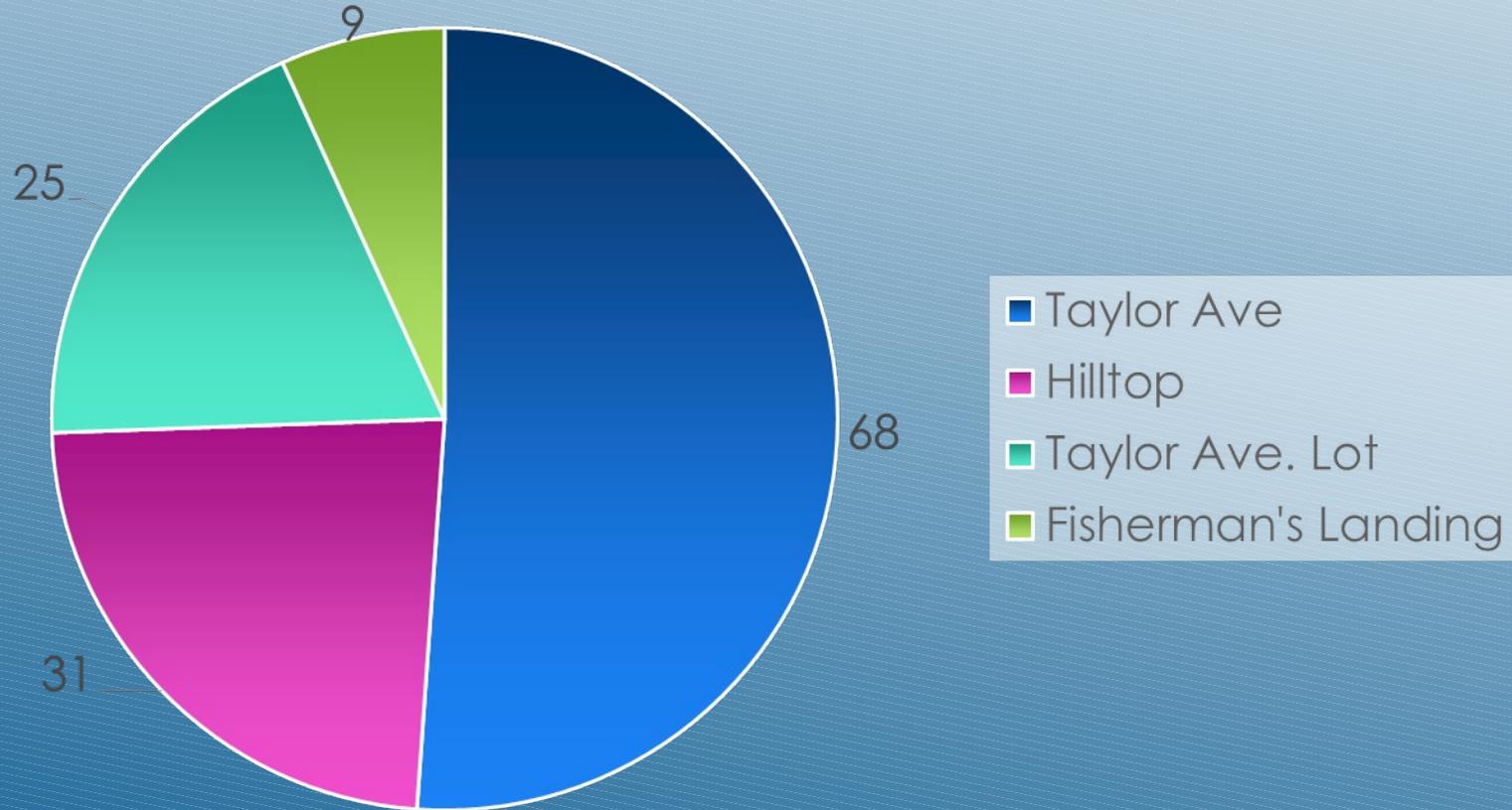
Overwhelming majority of coastal beaches have resident parking stickers and public parking lots, providing a fair balance between Residents and Visitors

CURRENT PARKING



PARKING AVAILABILITY

Estimated Available Parking Spaces



*Approximately 133
Parking Spaces Currently
Available*

*Does not include On-
Street Parking on
remaining side roads*

PARKING DEMANDS

Seasonal Population Estimates with Parking Demands



Seasonal demand requires an additional 151-200 parking spots

Manomet Heights side roads are already being impacted

- Seasonal Resident Parking Demand for 110 beach cottages requires an additional 76 parking spots
- Additional Seasonal Tourism “Day” Visitor Estimates Additional Weekend Parking Demand of 75 visitor spots
- Peak demand on July 4th weekend is estimated at 375 spots
- Balance of residents have on-site parking to accommodate guests

PARKING DEMANDS

Seasonal Parking Space Demand Estimates	Estimated Parking Space Demand	Estimated Gap in Available On-Street Parking Spaces
Off-Season only spaces	110	0 (23 extra*)
Summer Season:		
Estimated added Seasonal Private Residence spaces	76	53
Estimated added Average Seasonal Weekend visitor spaces	75	75
Total Average Added Seasonal Demand (weekend) Spaces	151	128
Estimated Peak Demand (4th July) (110 year-rounders + 76 seasonal residence + 375 visitor spaces)	561	428
*Existing on-street parking is 133 spaces		

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PARKING AVAILABILITY

- Off-season Parking is sufficient for existing residents and visitors
- Seasonal Parking is inadequate
 - 110 Ocean-side Taylor Ave cottages rely solely on street parking
 - Side street residents have resorted to placing cones, chairs, and private “No Parking” signs on property abutting town roads as a means to reserve spaces for neighbors or guests
 - Travel & Tourism is aggressively marketing Plymouth Beaches, including WHB
 - Public Bathhouse will make WHB even more attractive for visitors

SUGGESTED SOLUTIONS -

“IMMEDIATE”

<u>Immediate Ideas:</u>	<u>Pros:</u>	<u>Cons:</u>
Improve Legal Signage for Parking and Public Beach Access via Town DPW	Increased public safety and awareness Improves street access for emergency vehicles Avoids any confusion on locations of legal on street parking	Does not increase available parking
Amend Parking & Traffic Regulations document to allow parking on Taylor Ave between Short & Hilltop, as created in 1976.	Legalizes parking where people have been parking for at least the past 30+ years Will be allowed as part of the Taylor Ave Reconstruction Project.	Does not increase additional parking Does not prioritize parking for residents
Outreach and Education regarding public parking in the area via print and online media	Increased public safety and awareness, Improved public awareness that efforts are being made to engage with the community and avoid confusion	Does not increase available parking
Increased and consistent enforcement of parking regulations via public safety officials	In conjunction with improved legal signage, it will provide a fair and balanced “playing field” for public parking. Could provide additional revenue to the Town	Strict enforcement may create conflict with residents Does not increase available parking

MORE SUGGESTED “IMMEDIATE” SOLUTIONS

<u>Immediate Ideas:</u>	<u>Pros:</u>	<u>Cons:</u>
<p>Initiate By-Law change to increase parking fines in the White Horse Beach Area – recommend the fine be not less than \$50 for parking violations – as the current \$15 violation is less expensive than day parking at all the beaches the Committee reviewed</p>	<p>Deterrent to illegal parking Increased public safety Potential for increased revenue to the Town</p>	<p>May cause conflict with residents Does not increase available parking By-Law change could fall into a Mid to Long Term Strategy</p>
<p>Allow seasonal ocean-side parallel parking within the roadway layout, on the shoulder, adjacent to where the future parking is proposed as part of the Taylor Avenue Reconstruction Project</p>	<p>Additional parking created In line with future plans for the area Fronts town property Little to no cost to initiate</p>	<p>Parking in layout along dunes prior to the Taylor Ave Reconstruction Project would be subject to permitting by the Conservation Commission. No sidewalk- potential safety issue Possible opposition from abutters and/or residents.</p>
<p>Offer seasonal public parking at Manomet Elementary School or outreach to locally owned business lots</p>	<p>Additional parking created Walking distance to the Public Beach entrance Potential for revenue from parking fees Parkers could use Gatra bus to and from Taylor Ave. Potential Shuttle Service</p>	<p>Currently no signage Litter & Maintenance of the parking area Staffing Salaries* Security & liability</p>

MID- TO LONG-RANGE SOLUTIONS

<u>Mid- to Long-Range Ideas:</u>	<u>Pros:</u>	<u>Cons:</u>
<p>Explore additional seasonal public parking at the Public Beach entrance by creating sand/gravel/paved angled parking adjacent to Taylor Avenue</p>	<p>May provide additional parking but not in line with what we believe are Town goals Lower cost if sand/gravel Angled parking could create additional parking if feasible</p>	<p>Environmental permitting may be an issue May prove too costly Potential for lack of support by the State and/or abutters/residents.</p>
<p>Organize Parking by implementing existing seasonal “Plymouth Beach Sticker” Parking program along Taylor Ave between Short & Hilltop</p>	<p>Generates revenue for the town Organizes parking for residents closer to their properties Legalizes parking where people have been parking for at least the past 30 years Will be allowed as part of the Taylor Ave Reconstruction Project. Note: Parking in this area is directly where there is lack of off-street parking for property owners. Beach sticker parking is currently enabled at the Taylor Ave Lot.</p>	<p>Beach sticker parking could force non-resident parking further up the side streets. May lead to expanding Resident Parking to side streets, which could have opposition from residents</p>
<p>Permit changes to area zoning to allow privately owned parking lots – Must be proportional to the size of the area</p>	<p>Provides additional parking Could be zoned for day parking if close to the Public Beach entrance or long term lease parking There appear to be unbuildable lots in the area that could be used.</p>	<p>May encourage conversion of yards or demolition of homes for the construction of parking lots Note: the ability to do this should be regulated and proportional to the size of the area without changing the residential/beach community “feel” of the area.</p>

MORE MID- TO LONG-RANGE SOLUTIONS

<u>Mid- to Long-Range Ideas:</u>	<u>Pros:</u>	<u>Cons:</u>
<p>Town purchase of real estate, as it becomes available, in the area to be used for public parking – Must be proportional to the size of the area.</p>	<p>Coordinated effort by Town staff, and is actively being done in other areas already.</p>	<p>Funding availability Note: the ability to do this should be regulated and proportional to the size of the area without changing the residential “feel” of the area.</p>
<p>Explore expanding the jurisdiction of Park Plymouth to White Horse Beach</p>	<p>Park Plymouth has been successful downtown Enforcement could be seasonal Frees up Public Safety officials from non-emergency enforcement Prioritizes Plymouth Resident parking Revenue generation Spaces and a pay station can be designated for visitor parking closer to the Public Beach entrance (potentially eliminating cutting through private property, or walking through the dunes)</p>	<p>Costs of public parking/traffic study, and community outreach Sticker parking adds costs to residents “Guest/Rental” parking logistics Opposition from abutters and/or residents</p>

PUBLIC FORUM FEEDBACK

- MVSC hosted the WHB Parking Committee's Public Forum on July 25, 2013
- Over 100 people attended, and many took time to voice their opinions, which ranged from:
 - Keeping things status quo
 - Opposition to dune parking and any type of Permit Parking
 - A few alternative ideas were suggested
- MVSC Chair held ad hoc straw poll. The five questions and results were as follows:
 1. Improved Legal Signage and Enforcement – Majority in Favor
 2. Increased Parking Violation Fines – Majority in Favor
 3. Parking along Dunes – Majority Opposed
 4. Satellite Parking – appeared to be a 50/50 split
 5. A Permit Parking Program – Majority Opposed

FEEDBACK/QUESTIONS/COMMENTS

