

Downtown Walpole



Parking & Economic Development Strategy Discussion

November 27, 2018 with McCabe Enterprises & Pare Corporation

Downtown Walpole – An Overview

	PDA	CBD
Acres	897.19	54.29
Property Owners	131	81
Parcels	194	130
Assessed Value	\$100.9 million	\$54.3 million
Real Estate Taxes	\$1.3 million	\$ 986,787
Housing Units	421	316
Building SF	1,285,000	875,000



Walpole Demographics

Town-Wide

- **Population: 24,913**
- **Households: 8,990**
- **Average Household Size: 2.72**
- **Median Household Income: \$99,102**
- **Aggregate Income: \$1.16 billion**
- **Aggregate Income Per Acre: \$88,589**

Source: American Community Survey, 2016, 5-yr. estimate

Walpole – Downtown Area +

- **Population: 6,209**
- **Households: 2,475**
- **Average Household Size: 2.51**
- **Median Household Income: \$76,464**
- **Aggregate Income: \$246 million**
- **Aggregate Income Per Acre: \$136,672**

Parking Inventory

LEGEND



- # NUMBER OF PARKING SPOTS
- CONSTRUCTION ZONE
- 75% OR MORE OF PARKING TAKEN ON 10/10/18



Parking Supply and Usage

Wednesday, October 10	Total	Handicap	Taken	% Taken	Parking Management
On Street:	159	3	55	35%	
Main Street (North)	29	1	5	17%	2 Hour Parking
Main Street (South)	19	0	3	16%	2 Hour Parking
West Street (North)	16	1	13	81%	2 Hour Parking
West Street (South)	3	0	3	100%	2 Hour Parking
Common Street	30	1	4	13%	1 Hour Parking
Front Street (East)	9	0	1	11%	2 Hour Parking
Front Street (West)	9	0	9	100%	2 Hour Parking
Elm Street	12	0	6	46%	2 Hour Parking
Glenwood Avenue	13	0	0	0%	2 Hour Parking
Route 1A	5	0	2	40%	2 Hour Parking
East Street	9	0	9	100%	2 Hour Parking
Stone Street	4	0	0	0%	2 Hour Parking
Off Street:	504	27	231	46%	
Playground	66	2	11	17%	No Commuters
Town Hall	140	15	77	55%	2 Hour Parking in Front Circle
Library	63	3	17	27%	No Restrictions
Fire Station	130	5	60	46%	No Restrictions
Route 27	8	0	5	63%	No Restrictions
Glenwood Street	63	2	27	43%	Private Customers/ 2 Hour Parking
West Street	34	0	34	100%	Privately Owned
MBTA Parking:	271	4	267	99%	
Train Station	81	4	77	95%	Pay Per Day
MBTA Elm Street	190	0	190	100%	Pay Per Day

- Parking inventory for Downtown Walpole completed on October 4, October 10 and November 17
- Counts were completed at 8 am, noon and 4 pm to get all three of the peak times
- The counts to the left represent the worst case scenario; 8 am on Wednesday, October 10

 90% or more spots occupied
 75% or more spots occupied

Commuter Rail Parking

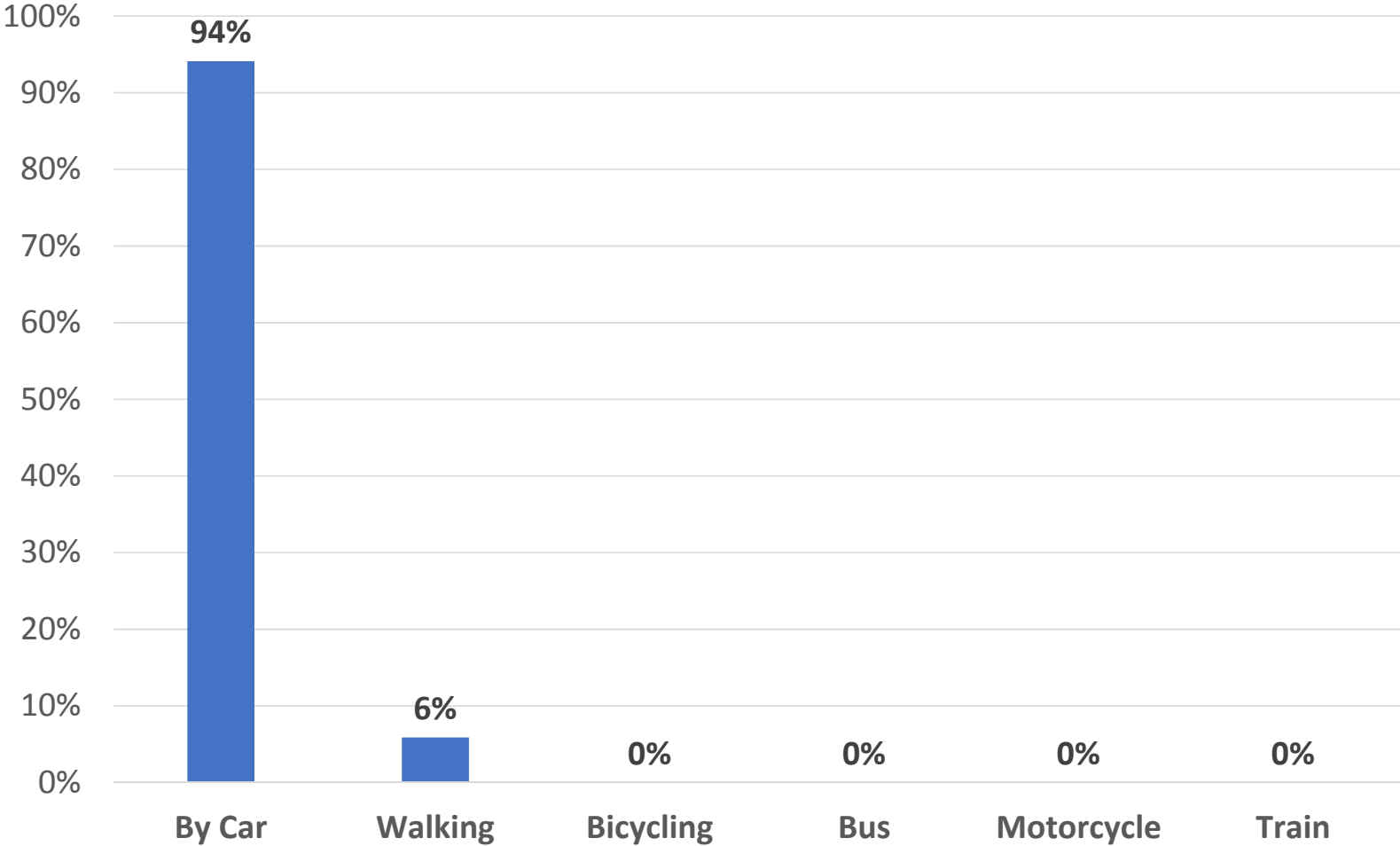
- Parking available at the Walpole Commuter Station and Elm Street MBTA Parking Lot
- New construction has resulted in loss of commuter parking
- Pricing:
 - \$70/month
 - Monday-Friday: \$4/day
 - Saturday-Sunday: \$2/day



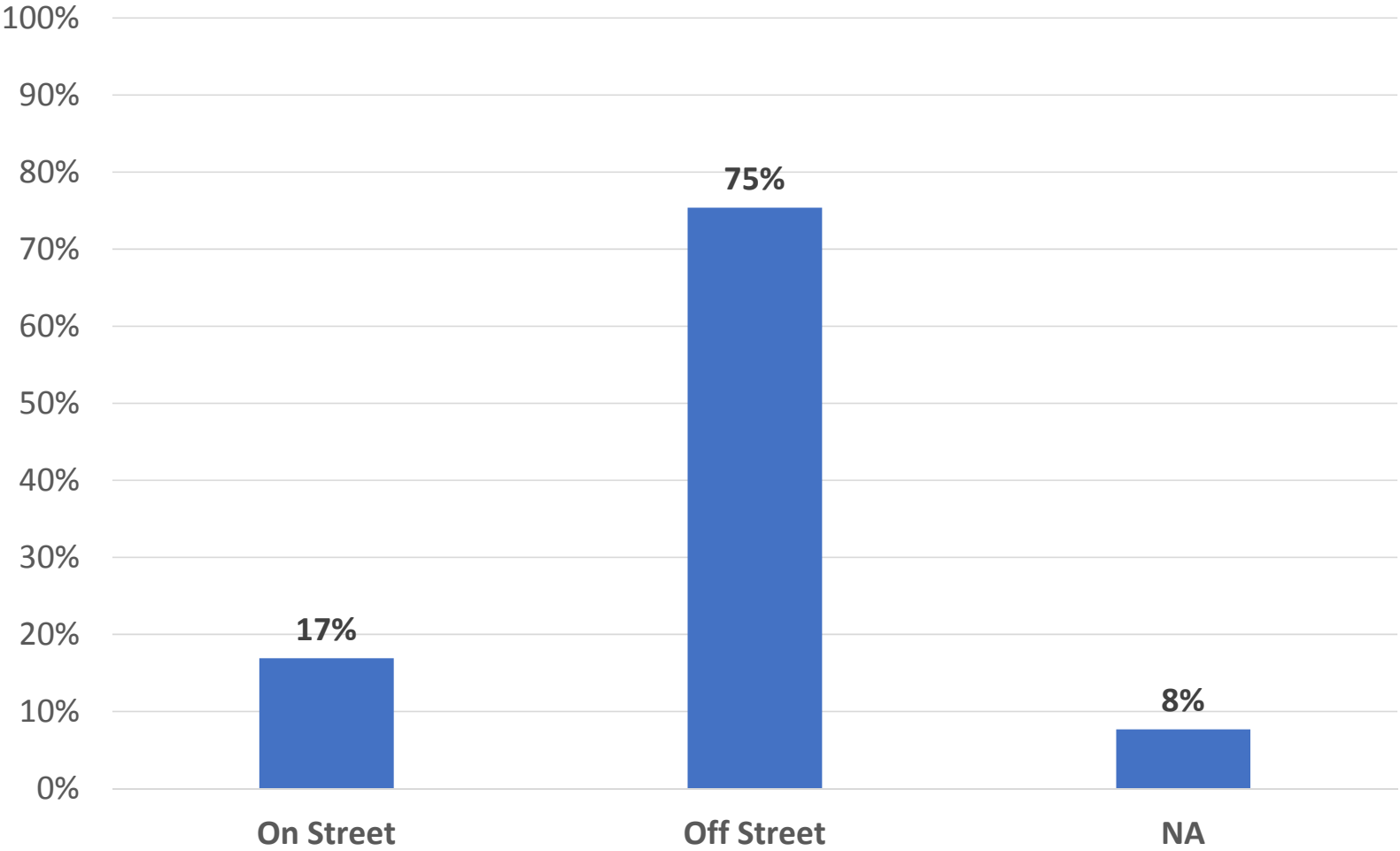
Preliminary Survey Results

- Surveys handed out to local businesses and Town buildings
- 68 surveys completed to date by the public
- Surveys aimed to get input from the public on parking in Downtown Walpole

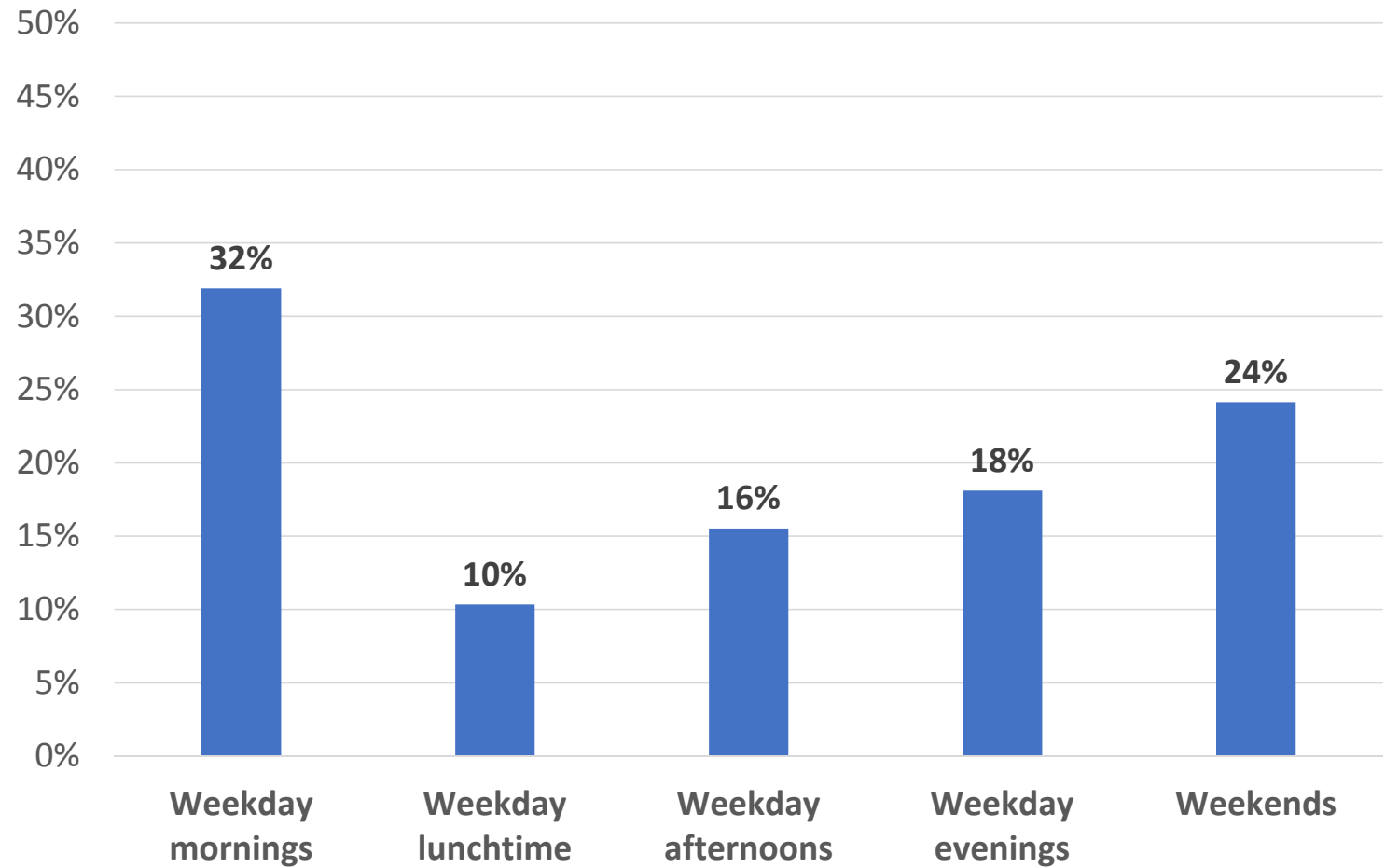
How did you come to Downtown Walpole today?



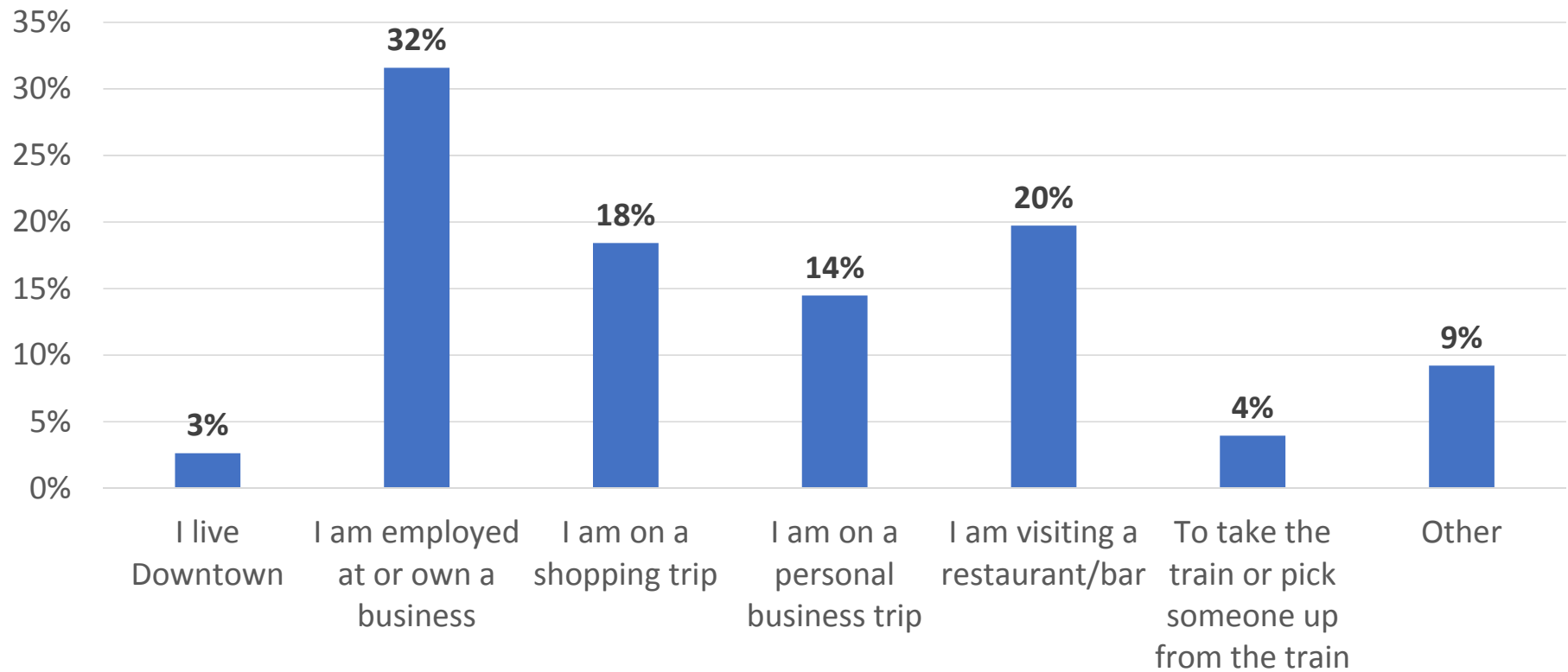
I parked my car:



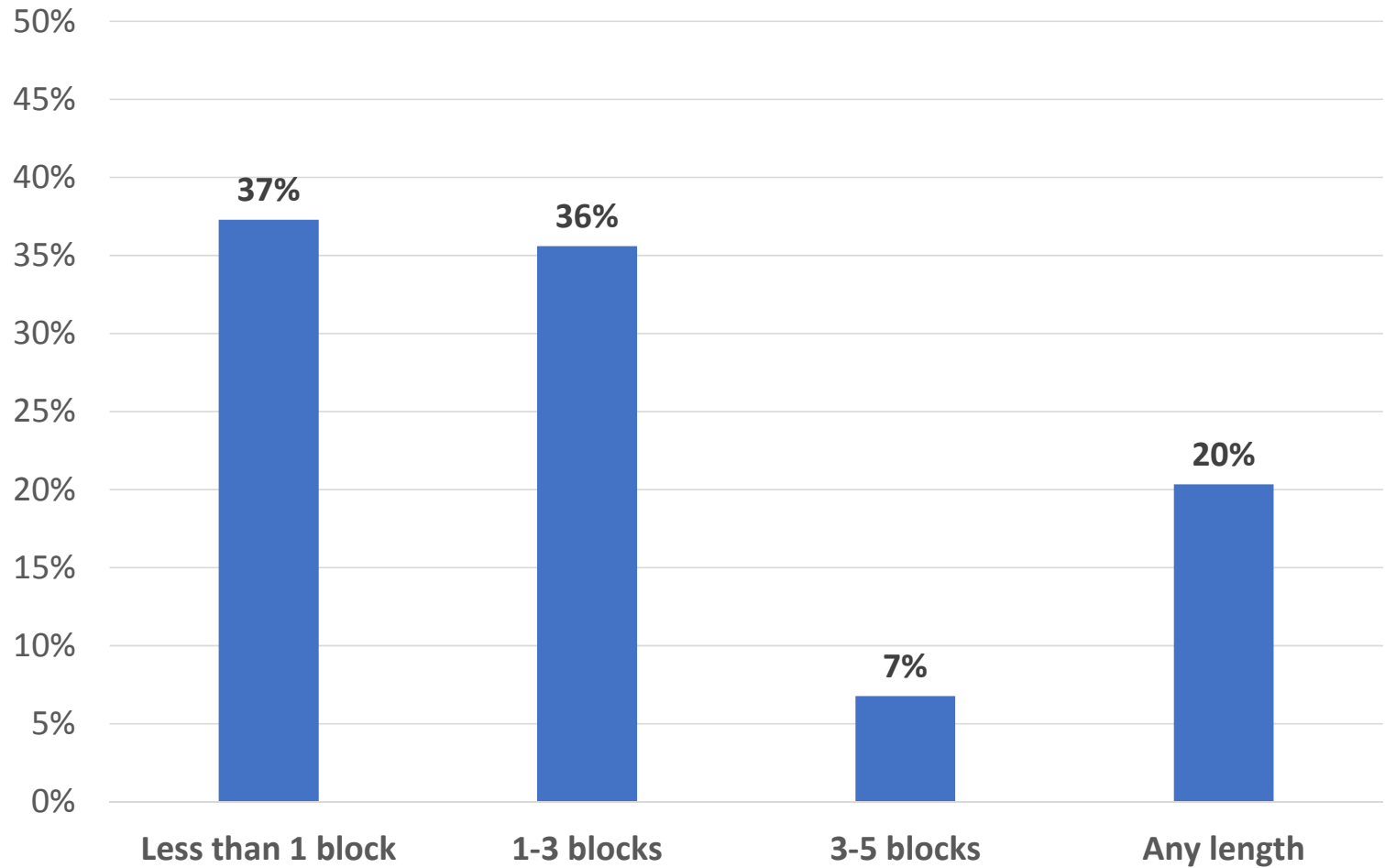
When do you usually visit the Downtown area?



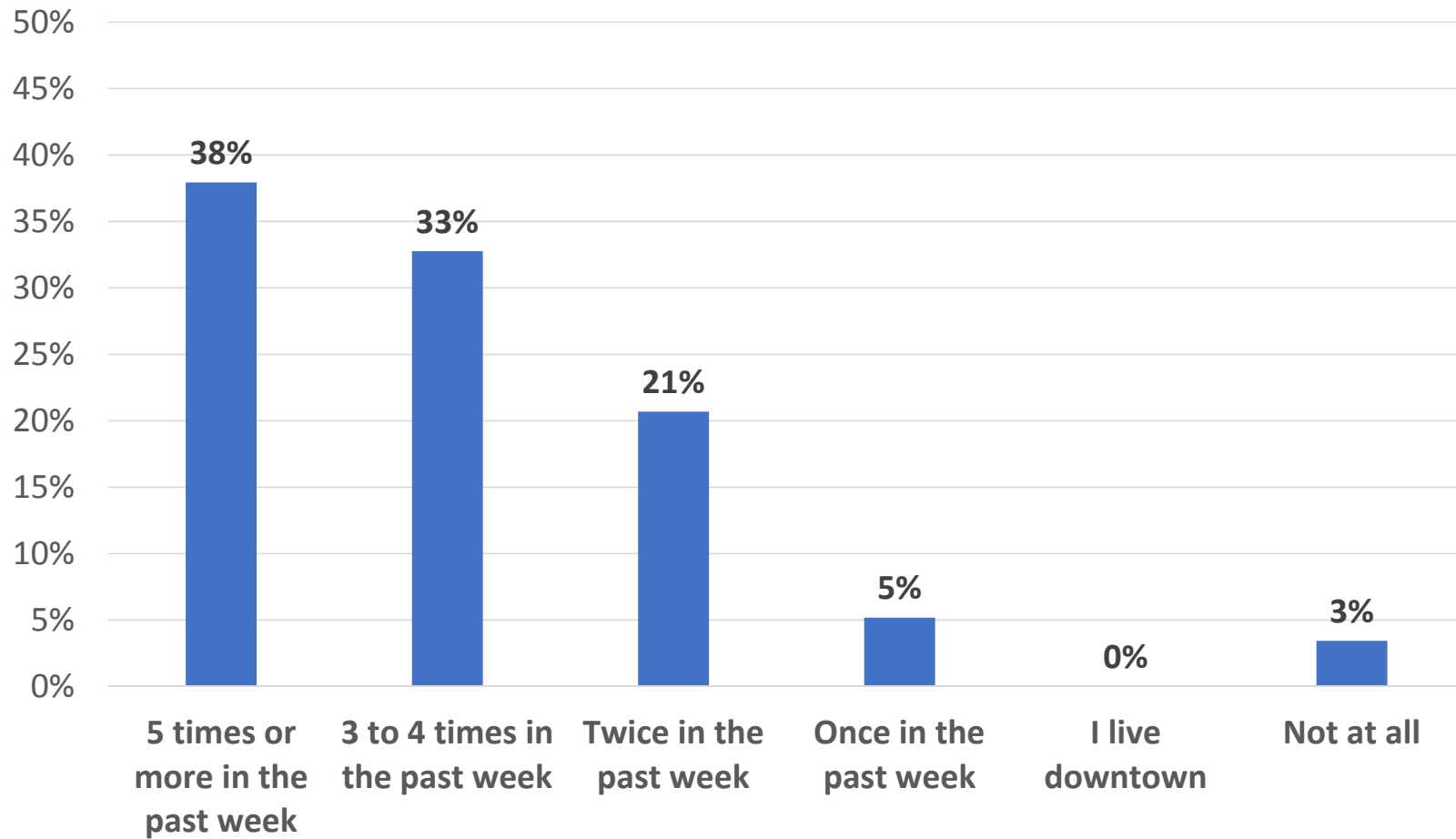
I visited the Downtown area today because:



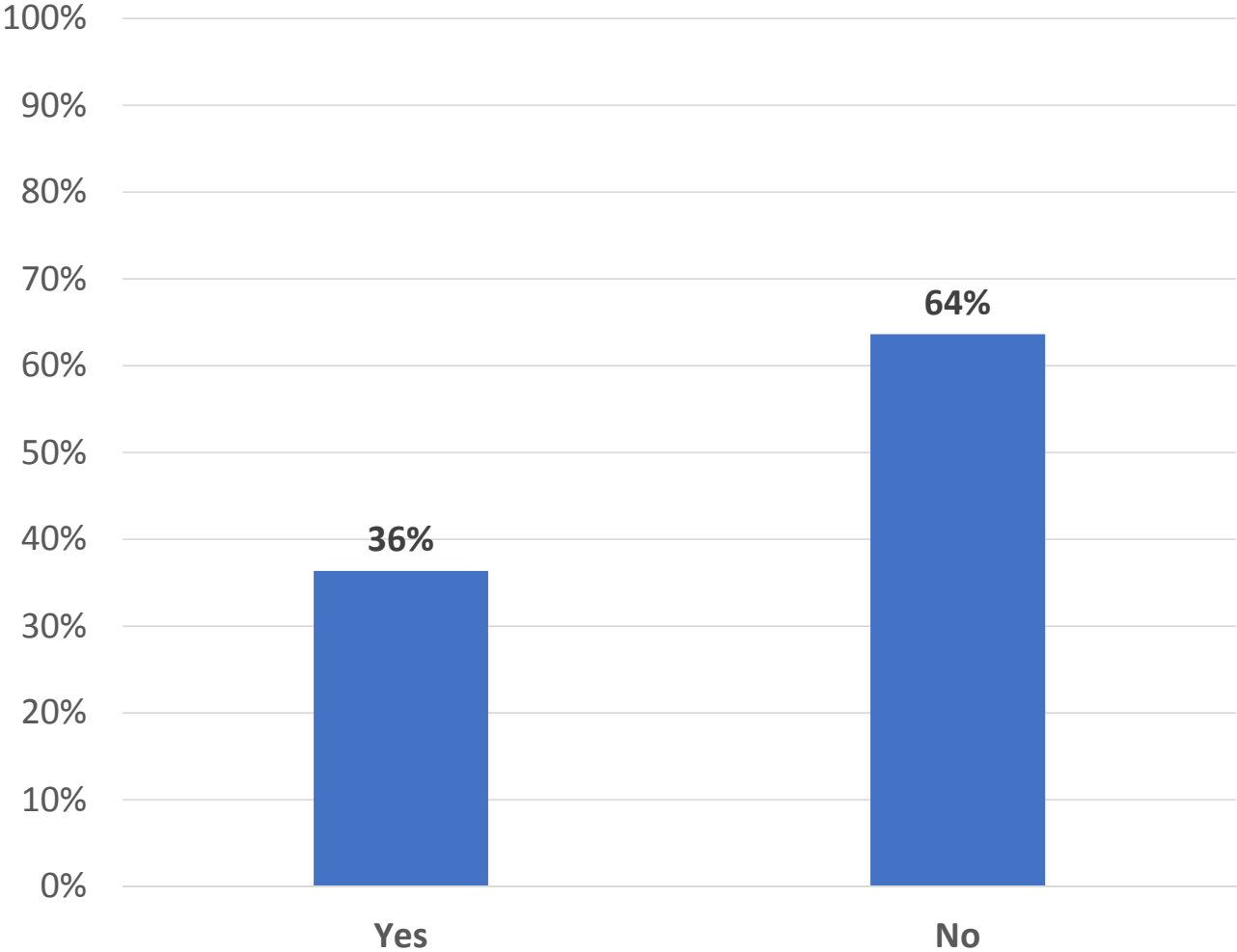
How far do you feel comfortable walking to your destination?



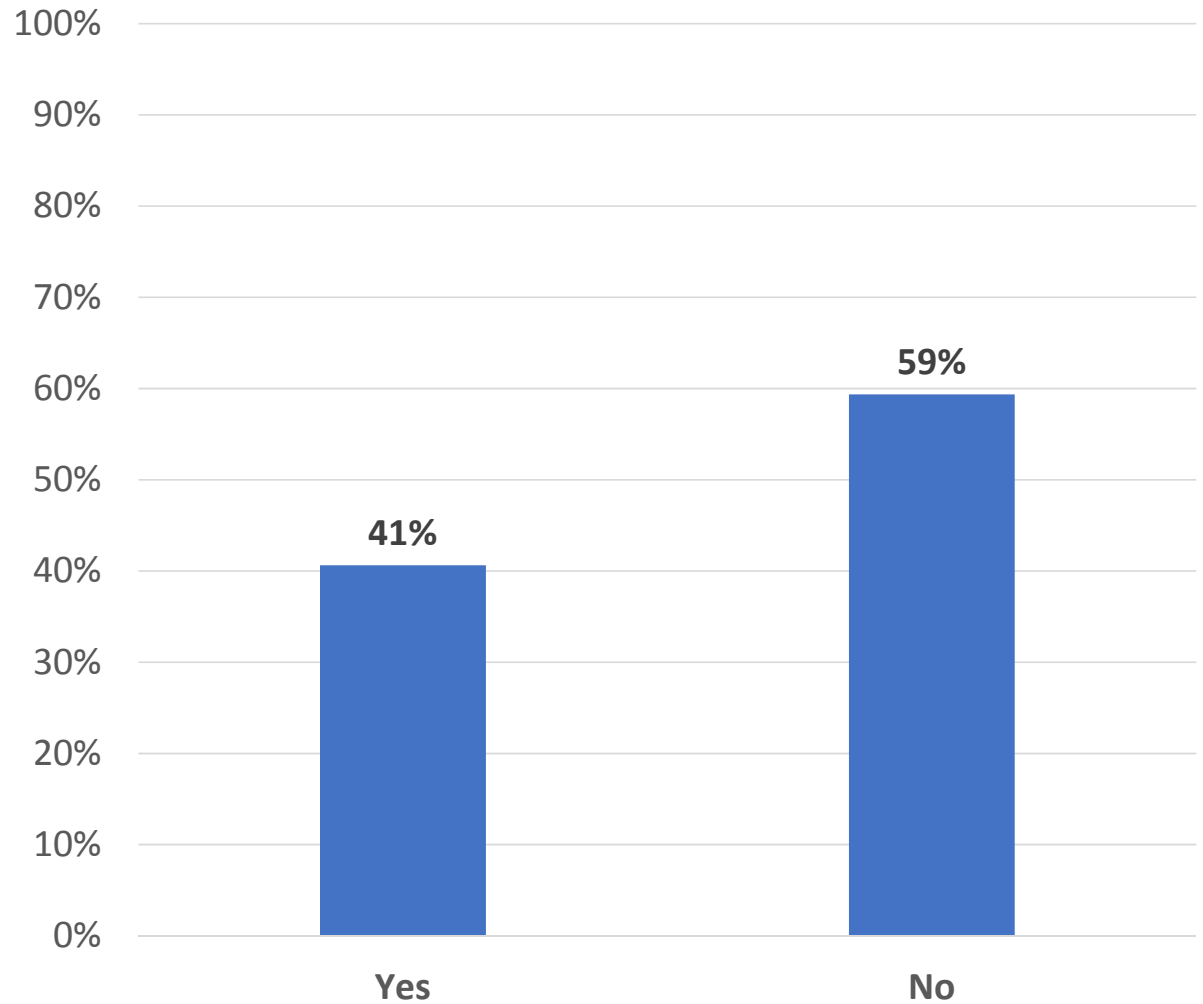
How often do you visit Downtown Walpole?



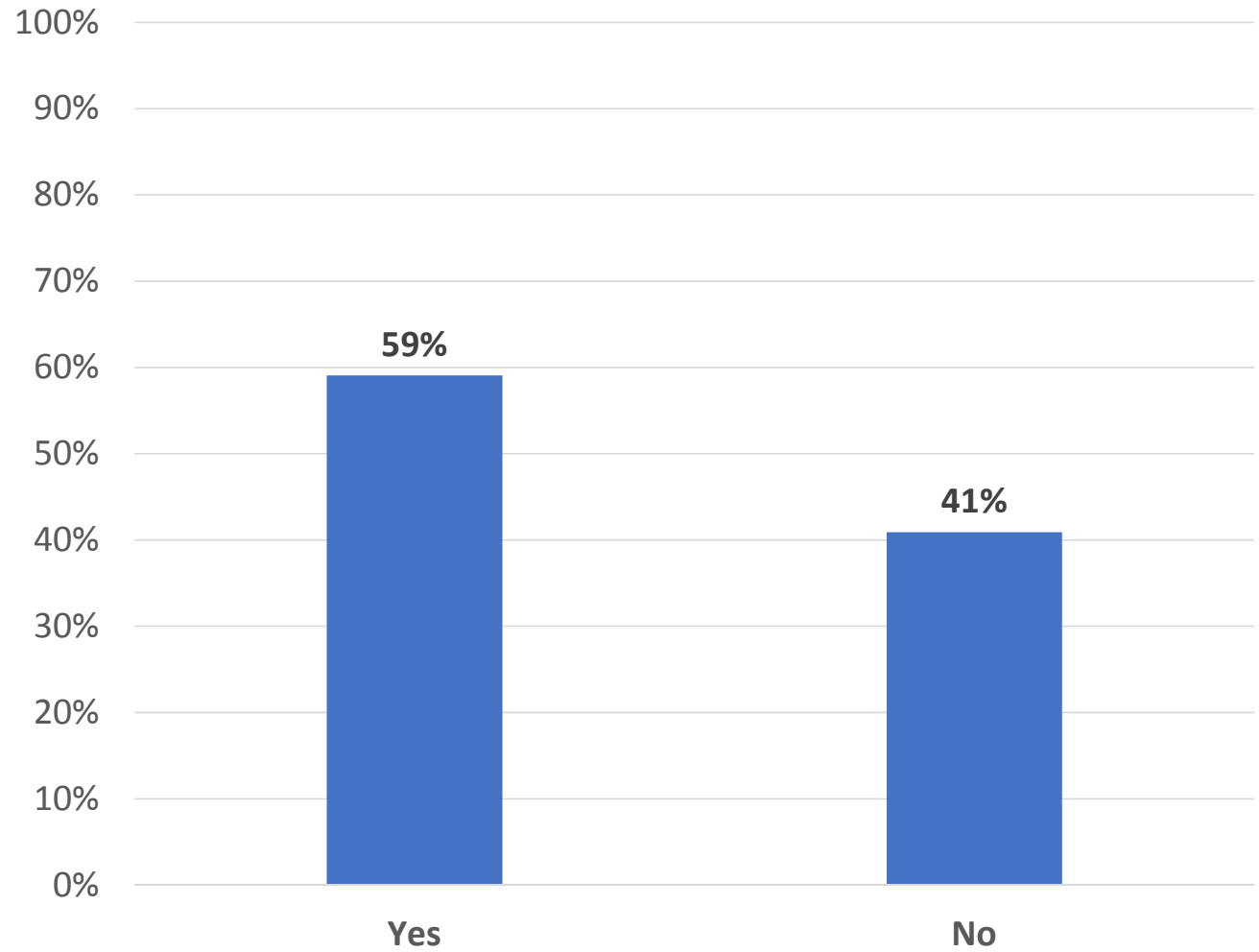
Have you ever left the Downtown area because you could not find parking?



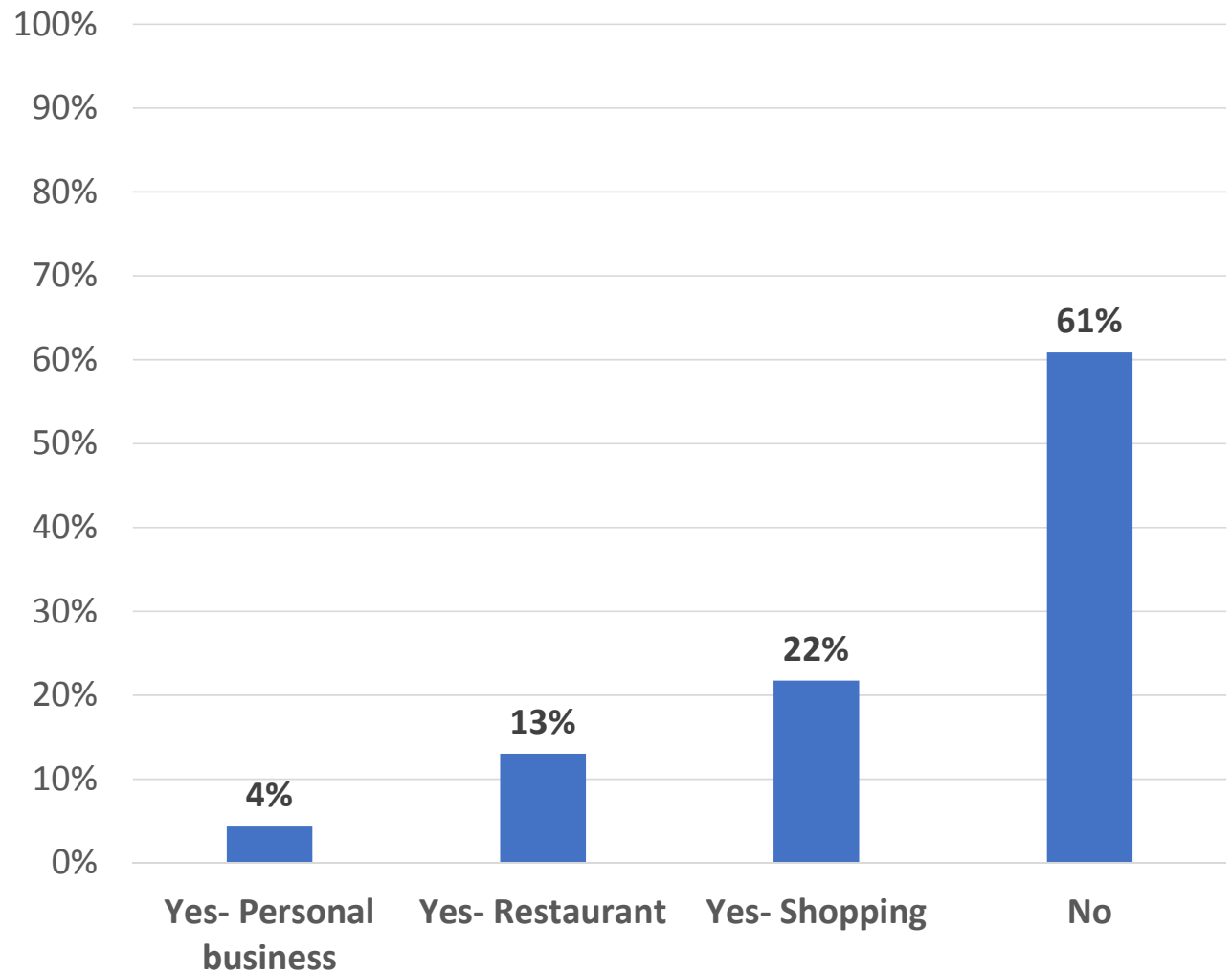
Have you ever left Downtown because you thought the parking was not convenient?



Do you typically visit more than one business when visiting Downtown?



If you visited Downtown today to take the train are you planning on patronizing the Downtown for any other reason?



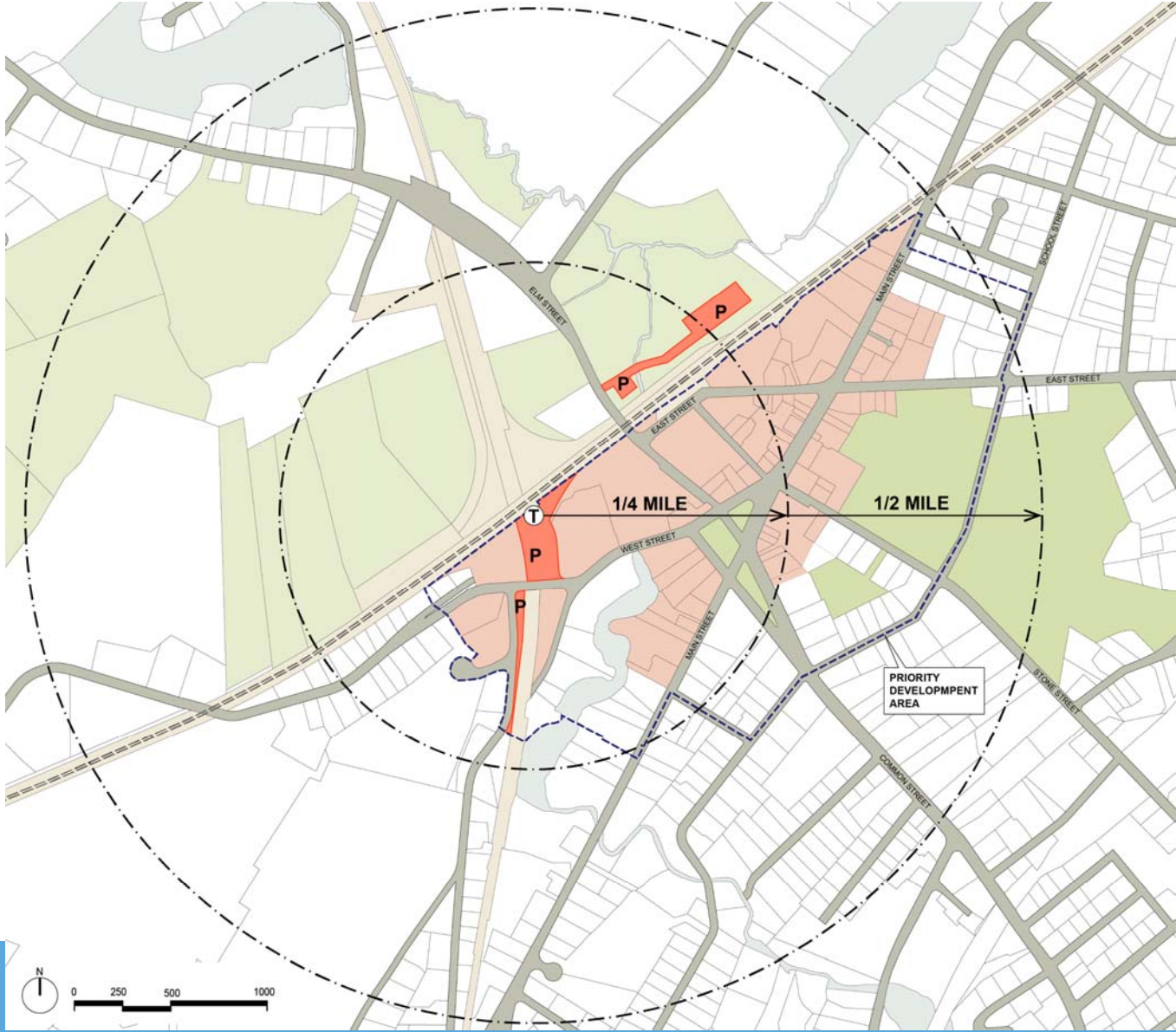
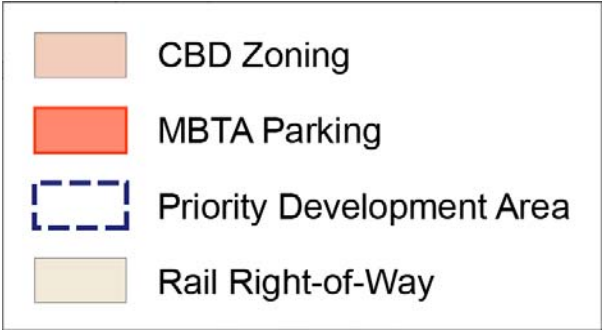
Walkability



Town	Walkability Score	Category
Downtown Dover	36	Car Dependent
Downtown Norfolk	39	Car Dependent
Downtown Walpole	52	Somewhat Walkable
Downtown Westwood	56	Somewhat Walkable
Downtown Sharon	59	Somewhat Walkable
Downtown Dedham	62	Somewhat Walkable
Downtown Foxborough	65	Somewhat Walkable
Downtown Medfield	79	Very Walkable
Downtown Franklin	80	Very Walkable
Downtown Norwood	89	Very Walkable

Source: www.walkscore.com

Transit Connectivity

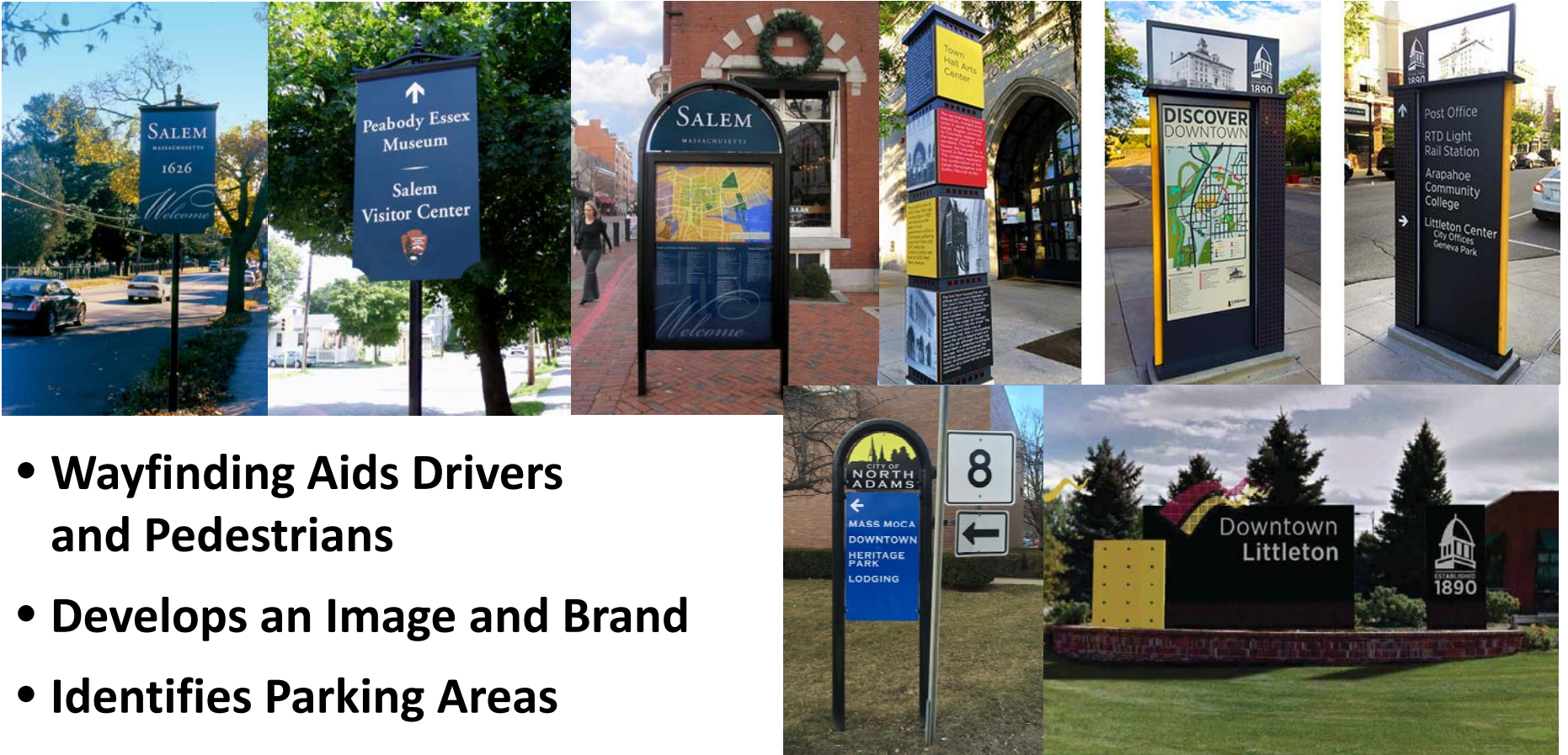


Walkability

- Limited number of pedestrian signals at crosswalks
- Challenging areas:
 - Elm Street
 - MBTA parking lot
 - Intersection of Elm Street and East Street
 - Intersection of Route 27 and School Street
 - West Street by the MBTA parking lot
 - Intersection of Elm Street and West Street
- Sidewalk Accommodations:
 - Sidewalks are in good conditions
 - Wheelchair ramps available at crosswalks



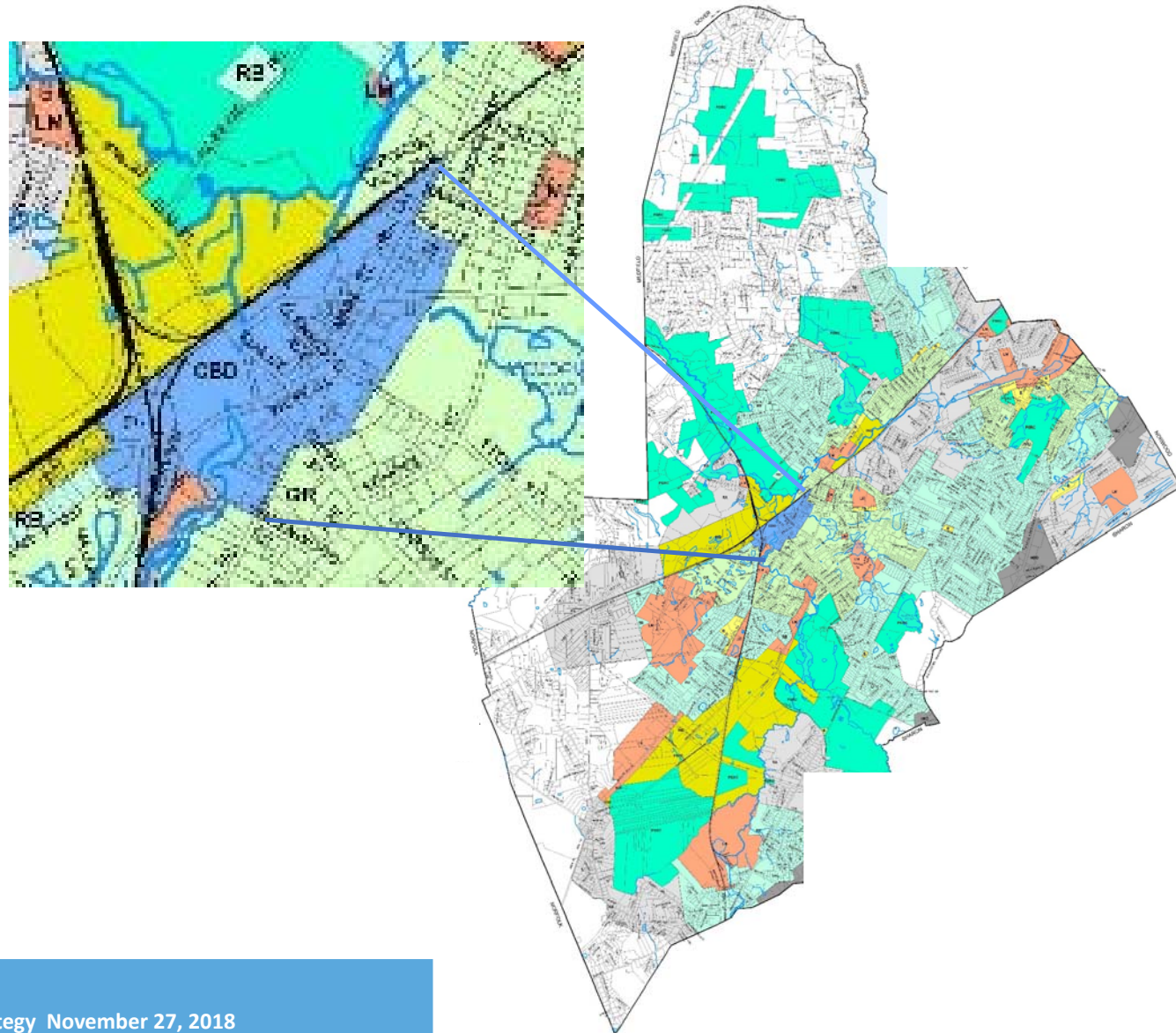
Wayfinding Systems



- **Wayfinding Aids Drivers and Pedestrians**
- **Develops an Image and Brand**
- **Identifies Parking Areas**

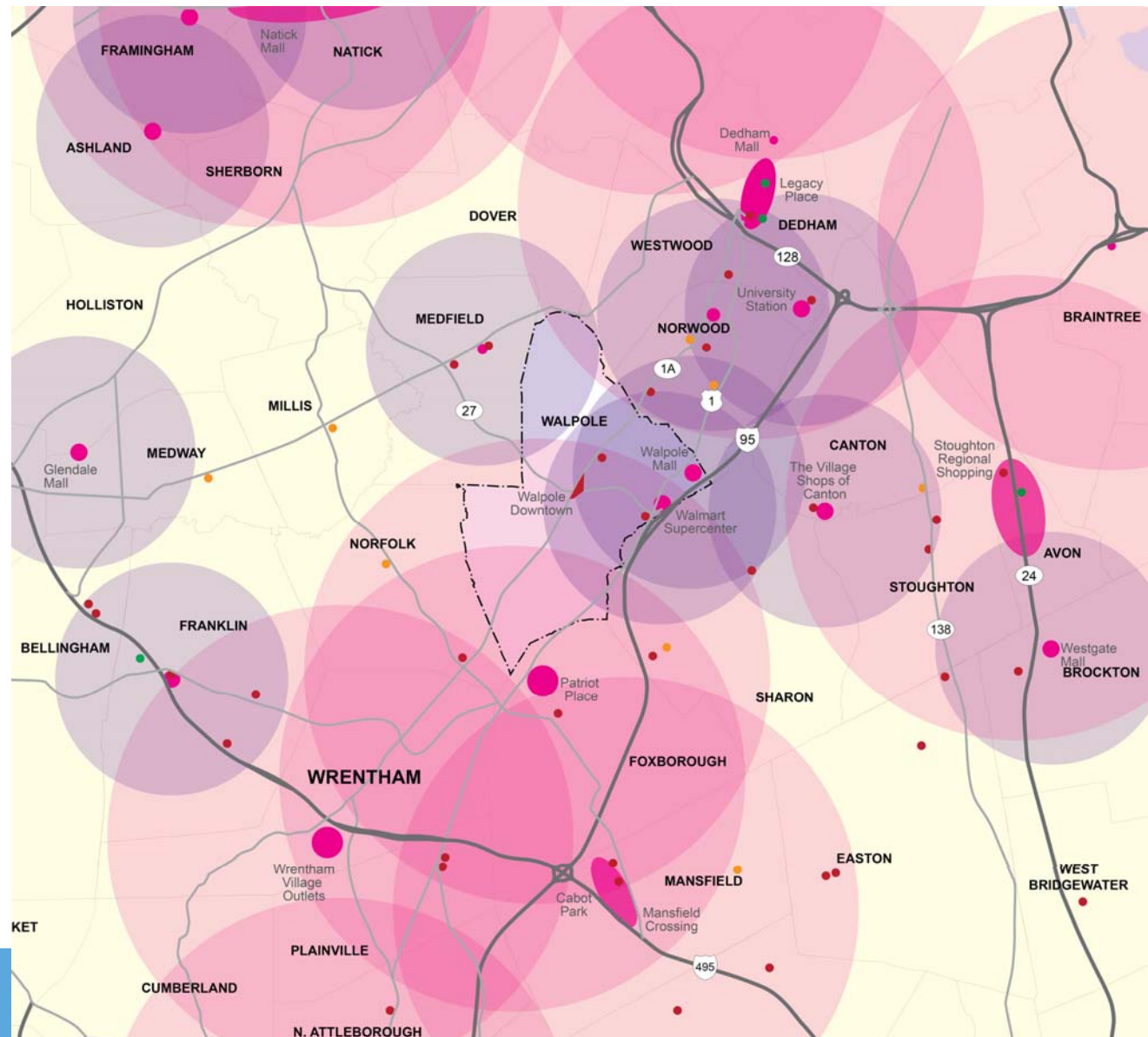
The CBD Zone

Purpose: to provide for a center of business activity accessible by pedestrian travel, to provide a center for municipal and cultural activities, and to act as a landmark and symbol of the Town.



Competitive Retail Areas

- Retail Center
- Local Shopping Trade Area
- Regional Center Trade Area
- Grocery
- Wholesale club
- Specialty food



Customer Base for Downtown

- **Residential Customers**

- Downtown residents
- Walpole residents

- **Area Employees**

- Nearby employees – Town Hall, Schools, Station Business Center
- Persons working Downtown

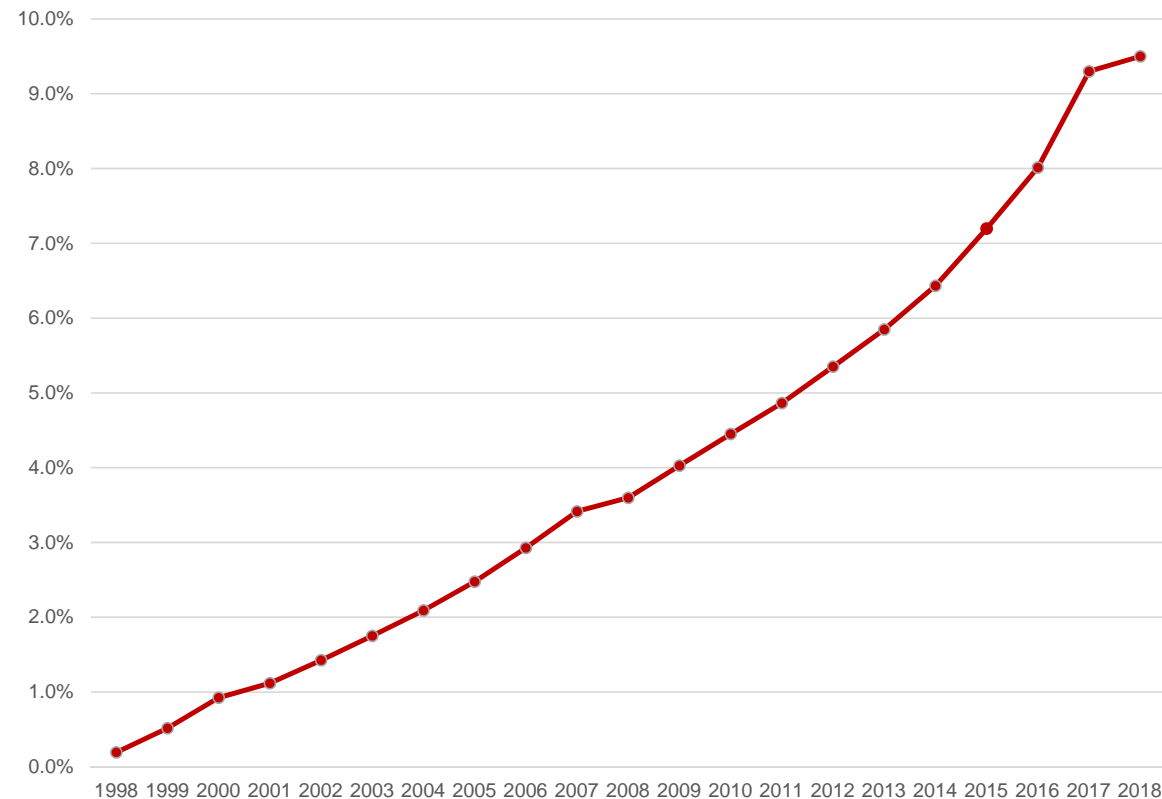
- **Visitors –**

- Not a key segment; few in number
- Special Event patrons

Retail & Business Districts Are Changing

- **Stores are shrinking**
 - **Smaller footprints**
 - **Stores are becoming showrooms**
- **Focus on Food, Experiences, Social Gathering Spaces**
 - **Restaurants, coffee shops, bars**
 - **Fitness**
 - **Incorporating special events in retail**

Growth of E-Commerce 1998-2018



Food – A Major Draw for Retail Districts

- **Fast Food / Take-out Segment**
 - **Pizza**
 - **Deli**
- **Breakfast**
- **Casual Dining**
- **Sit-down Restaurants**
- **Groceries/ Convenience**



Food & Restaurants:

Nearby Competition

	Drive Time	Restaurants
Downtown Walpole		13
East Walpole	7 min	3
Walpole Mall/ Rte. 1	9 min	6 / 14
Patriot's Place	8 min	15
Medfield	9 min	13
Norfolk	9 min	8
Wrentham Center	11 min	14
Norwood Center	14 min	29
Millis	14 min	18
Westwood	14 min	7
Westwood Station	13-22 min	10

How to we get from today to the vision?

Today: An Auto-Oriented District

- Broad roads
- Drive-Thrus
- Focus on thru-put of vehicles
- Parking out-front and highly visible



Vision: Walkable Downtown

- Pedestrian-focus
- Stroll to nearby stores
- Live close to restaurants, food, convenience, entertainment
- Connections with nature: Neponset / wetlands
- Prospering businesses

Building a Stronger Downtown Best Practices

Economic Vitality

- ❑ Identify housing and mixed-use opportunities
- ❑ Identify the market niche

Design

- ❑ Wayfinding and downtown signage
- ❑ Streetscape improvements
- ❑ Storefront improvements

Promotion

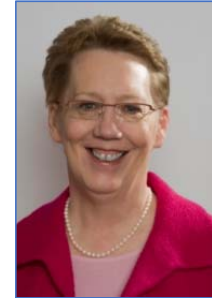
- ❑ Shop local promotions
- ❑ Build events and activities
- ❑ Business directory or app

Organization

- ❑ Business association vitality
- ❑ Engage volunteers
- ❑ Civic, business and community partnership

McCabe Enterprises Team

*Specialists in strategic community planning,
economic development and public financing .*



Moving Your Vision to Reality – Your Plan-Do Professionals

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