

Hyannis Harbor Municipal Vulnerability Preparedness Resilience Plan

Economic Development Memorandum

Prepared for:

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1.0 INTRODUCTION

For the Town of Barnstable (the “Town”) to realize its vision for the Hyannis Harbor (the “Harbor”) area, the community needs to focus on promoting the various desired harbor and waterfront uses, commercial and recreation activities, and development patterns for both the land and water, influenced by a clear understanding of current and future flood risk within the district. The Hyannis Harbor Municipal Vulnerability Preparedness (“MVP”) Resilience Plan has been tasked with identifying flood risk vulnerabilities and other constraints, exploring opportunities, and providing recommendations for land use improvements, climate resiliency, economic development strategies, and public space enhancements for the approximately 57-acre inner Hyannis Harbor area (the “Project Site”) to help shape this vision. Across its 54 parcels and the adjacent watershed, the Project Site contains a variety of uses, including both public and private marinas, commercial fishing operations, ferry terminals, public parks, hotels, restaurants, surface parking lots, and other businesses. These elements need to have symbiotic relationships for the Project Site to be as successful as possible in the eyes of the public, residents, property owners, businesses, tourists, and Town officials. The recommendations in this memorandum explore actions and regulations for the built environment and ideas for a cohesive strategy for activating the Harbor area, while also ensuring the Harbor and associated development areas are more resilient to the threats of climate change. Please note the strategies and initiatives highlighted in this memorandum represent a menu of options which can be used in their totality for the most effective approach to make future changes, or as piecemeal endeavors to be implemented over time.

2.0 EXECUTIVE SUMMARY

As part of the development of the Hyannis Harbor MVP Resilience Plan, Tetra Tech and its team conducted an economic analysis of the project site. The intent of this analysis was to provide guidance and recommendations to support and strengthen economic development at the harbor. The objectives of the analysis included the following:

- Identifying economic development recommendations that support the harbor/water focused economy that currently exists.
- Identify “focus areas” where recommendations could be applied, including;
 - » Identify parcels suitable for new development or redevelopment.
 - » Identify any parcels suitable for public realm use.
- Recommend actions or initiatives that would stimulate public and private commercial uses for the area.
- Identify recommendations for public infrastructure and facilities to support economic development, including the identification of any private/public partnerships.

To accomplish these objectives certain baseline and background information had to be established and considered as well and any factors influencing or contributing to economic development. The establishment of baseline and background information was conducted by collecting information that was readily available to the public and through communication with stakeholders and County staff. It should be noted that this analysis was not exhaustive and did not include activities that may be involved in a more comprehensive analysis such conducting market studies, economic modeling, or the use of proprietary information. The resources utilized to conduct general economic analysis for the area are identified in Section 2 with the summary results of that analysis in Section 3.

In addition to collecting and examining general economic data, the analysis also had to identify those factors influencing or contributing to economic development beyond what would be established through data analysis. This included identifying the economic character of the area and the specific factors influencing business and the economy in the harbor area. Collection and examination of all of this material ultimately resulted in a variety of recommendations supporting ongoing economic development in the project area. These recommendations are not strictly limited to economic activities or actions directly supporting local businesses but also include a multitude of considerations that indirectly support economic development by doing such things as increasing access to the harbor, improving walkability, and addressing parking issues.



2.1 Summary of Economic Character and Influencing Factors

The Hyannis Harbor Project Area is primarily defined by three general economic or business factors, defined here as “industries”. Please note that the following “industries” don’t conform with Census or Department of Labor industry definitions but are used to help generally clarify and direct the harbor economy. These “industries” include:

- Maritime services
- Fishing
- Tourism related services (hotels, restaurants, maritime tourism)

These industries inherently rely on each other while also overlapping each other in the provision of services. Fishing and tourism have been staple economic draws to the harbor, and The Cape in general, for decades with fishing extending back to the earliest settlers. The maritime services actually contribute to both fishing and tourism through the provision of docking and ship maintenance services while waterborn transport and maritime recreation support local tourism.

Another key factor taken into consideration during the development of this analysis and the associated recommendations, were the general economic development goals identified by the Town as part of the preparation of its current Comprehensive Plan. The general economic development goals identified as part of the Town’s Comprehensive Plan update include:

- Creating more jobs and more job variety
- Keeping existing businesses and attracting new ones
- Cultivating a better quality of life for residents
- Encouraging more productive use of property
- Promoting community assets
- Making and selling more local products
- Attracting more skilled workers to the community
- Fostering local ownership

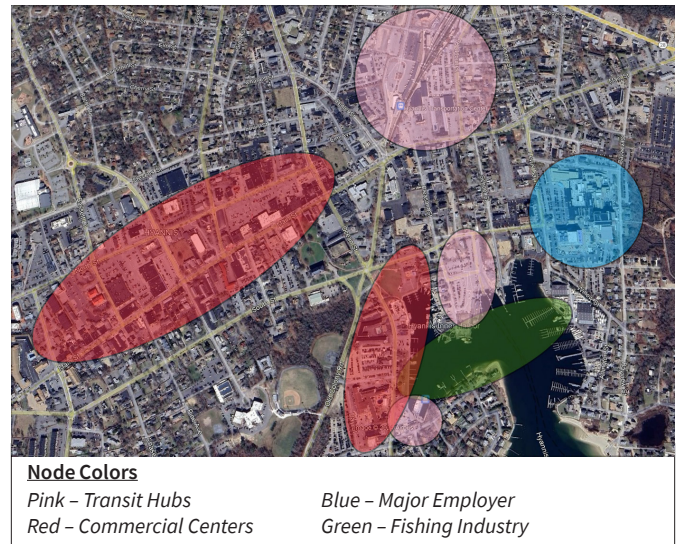
Consideration of the Town’s economic development goals for the community were critical in identifying and recognizing the significance these “industries” have on the local economy and character of the harbor. Viewing the goals being established in the Town’s current iteration of its Comprehensive Plan through the lens of these industries, and the influencing factors they present in defining the character of the area, would help direct the economic analysis being conducted. These goals would also ultimately help contribute to any recommendations resulting from this analysis.

The character and economy of the harbor area is not only substantially influenced and directed by the previously described guiding “industries” but also by the physical nature and presence of other influencing factors in the area. The Village of Hyannis extends, as part of the urbanized commercial center of The Cape from Barnstable’s commercial center at the convergence of Routes 132 and 28, south to Hyannis Harbor and onto Nantucket Sound. The harbor itself (project area) sits at the convergence of several employment and consumer nodes, which are additional factors influencing the local economy. This places the project area in a unique position to serve and capitalize upon a diverse group of needs. These nodes are identified in Image 1.



- Transit Hubs
 - » Cape Cod Gateway Airport (1.5 mi north of harbor)
 - » Hyannis Transportation Center
 - Bus (Regional Transit Authority and Peter Pan)
 - Rail (Cape Cod Central Railroad)
 - » Ferrys and Cruises (in project site)
 - Steamship Authority Ferry
 - Hy-Line Cruises
- Commercial Centers
 - » Main Street commercial corridor
 - » Harbor front tourism (hotels and restaurants)
- Major Employer – Cape Cod Hospital
- Fishing Industry (in project site)

Image 1 - Economic Influencers (Nodes)

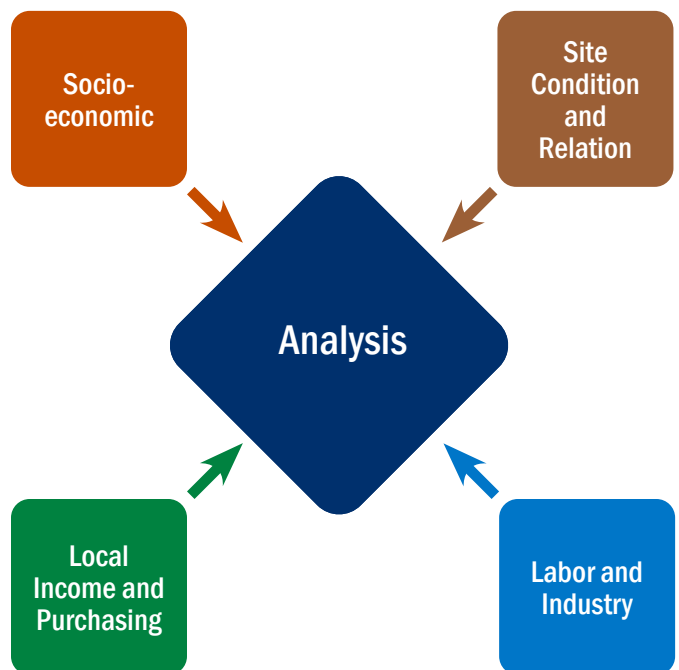


The proximity of the airport and transit center places the harbor in proximity to a large number of potential customers disembarking from these modes of transit. The harbor lies within a quarter mile of the transit center technically locating it within the ¼ to ½ mile radius typically associated with transit oriented development zones. Similarly, the presence of the Main Street commercial corridor one block north of the harbor draws substantial numbers of both local residents and visiting shoppers to the area. Additionally, the significant numbers of hotels around the harbor concentrate customers in direct proximity to harbor businesses and services. Lastly, the proximity of the areas largest employer, Cape Cod Healthcare (hospital complex), combined with the fishing industry working out of the harbor, brings thousands of workers directly to the harbor or the neighborhood immediately adjacent to it.

Identifying each of these factors was not only the first step in this analysis but was also held in constant consideration as information was collected and engagement with staff and stakeholders took place.

3.0 INFORMATION COLLECTION

To arrive at any final recommendations Tt first had to identify and review the economic profile, history, trends, and business environment in the region, and specifically in the project area. This began by researching existing data and planning documents for relevant information. The first step in collecting and analyzing information involved collecting raw, quantitative data relevant to economic development. This would include establishing a general community profile which included general population data, local income and economic data, local industry data, and data related to labor local force and employers. Included under this “data” collection and review process is the addition of observational data from site analysis. This was accomplished through a combination of reviewing Google Earth aerial and street level images along with site visits conducted by Tt staff. The second component of the information collection was the identification and review of planning material. This involved identifying and reviewing any planning material



developed within approximately the last ten years which would contribute to better understanding the history, current status, and future expectations regarding economic development at the harbor. A summary of the data and planning review components of the information collection process as well as a brief community profile and summary of findings is provided in the Sections 2.1 and 2.2.

3.1 Data Collection

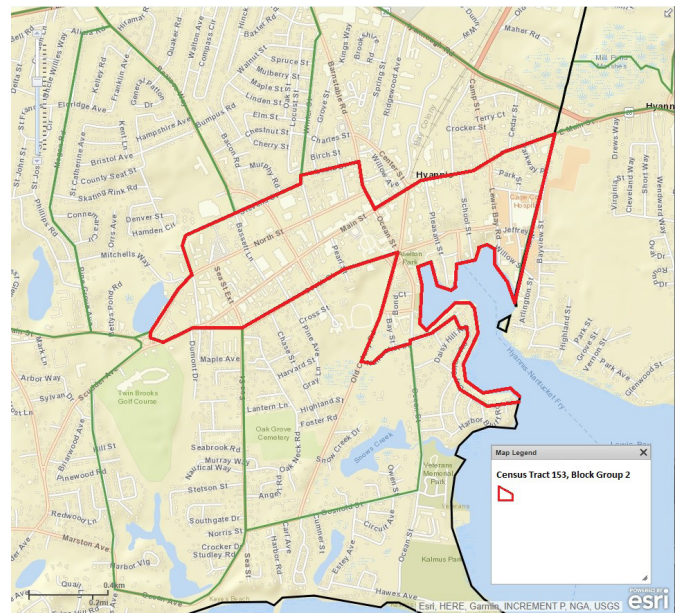
Data was collected from a variety of publicly available sources to establish some baseline information regarding the economic profile of the community. These sources included the following:

- Mass. Dept. of Econ. Resources
- Massachusetts Division of Marine Fisheries
- Steamship Authority Annual Report 2022
- Hy-Line Cruises Annual Report 2022
- U.S. Bureau of Labor Statistics
- Census Bureau
- Department of Housing and Urban Development
- Google Earth and site visits

Much of the information available included the entirety of the Town of Barnstable, however, some data from sources such as the Census and HUD, was also available for the Census Tract (153) and the Block Group (2) in which Hyannis Harbor is located. It should be noted that the entirety of the project area is located in Census Tract 153, Block Group 2 as shown in Image 1. Analysis of data from the indicated sources resulted in the following economic summary.

- **Population** (Census 2022 ACS 5-Year)
 - » Barnstable – 48,922
 - » CT 153 – 3,864
 - » BG 2 – 2,120
- **Median Household Income** (Census 2022 ACS 5-Year)
 - » Barnstable - \$94,387
 - » CT 153 – \$42,227
 - » BG 2 - \$42,184
- **Percent Low-Moderate Income Population** (2023 HUD Income Data)
 - » Barnstable – 42.6%
 - » CT 153 – 84.8%
 - » BG 2 – 79.1%
- **Percent Unemployed in Civilian Labor Force**
 - » Barnstable – 3%¹
 - » CT 153 – 2%
 - » BG 2 – 3%

Image 2 – Census Tract 153, Block Group 2 Boundary



- **Barnstable Average Weekly Wages, 2nd Quarter 2023** (Bureau of Labor Statistics) – \$1,154
- **Mean Annual Wage** (Bureau of Labor Statistics, 2022) – \$62,240
- **Mean Hourly Wage** (Bureau of Labor Statistics, 2022) – \$29.92

- **Top 5 Industries by Number of Workers** (Bureau of Labor Statistics)
Barnstable and CT 153 had the same top five.
 - » Educational, healthcare, and social services
 - » Professional, scientific, management, administrative and waste management services
 - » Construction
 - » Retail trade
 - » Arts, entertainment, recreation, and accommodation and food services
- **Top 5 Occupations by Percentage of Workforce, Barnstable** (Bureau of Labor Statistics, 2022)
 - » Food preparation and Serving Related Occupations – 12.9%
 - » Office and Administrative Support Occupations – 11.9%
 - » Sales and Related Occupations – 10.6%
 - » Management – 7.3%
 - » Transportation and Material moving – 7.1%
- **Fishing Industry** - Barnstable has the fourth highest ex-vessel value of all ports in Massachusetts.
- **Top 5 Employers**
 - » Cape Cod Healthcare
 - » Cape Cod Community College
 - » Nantucket Airlines
 - » Town of Barnstable (Barnstable High School)
 - » Dialogic Inc.

Table 1 - Employment Characteristics for Goods Producing Industries

22-Dec	23-Jan	23-Feb	23-Mar	23-Apr	23-May	23-Jun	23-Jul	23-Aug	23-Sep	23-Oct	23-Nov	23-Dec
11,400	11,100	11,000	11,100	11,400	11,800	12,000	12,000	11,900	11,900	12,000	12,100	11,900

Table 2 - Employment Characteristics for Service Providing Industries

22-Dec	23-Jan	23-Feb	23-Mar	23-Apr	23-May	23-Jun	23-Jul	23-Aug	23-Sep	23-Oct	23-Nov	23-Dec
89,800	87,600	87,800	87,700	91,400	95,600	105,200	108,200	108,000	99,100	96,000	96,000	93,100

3.1.1 Summary Findings

This data contributed to a better understanding of the economic character of the harbor area. This data would then be compared against information collected upon analysis of planning material. There were four main takeaways after reviewing the “data” portion of the information analysis.

1. Local businesses rely on commuters, tourists, and residents from outside the Hyannis neighborhood for much of their business.
2. The most prevalent occupations are service industry related occupations.
3. Service industry business substantially increases seasonally, specifically June through August.
4. Despite having a much smaller labor force than other industries, the local fishing industry is one of the most substantial fishing ports in Massachusetts.



One of the first steps in conducting the economic analysis was an evaluation of the economic purchasing potential of local consumers. This included a review of local incomes and the costs typically impacting most households the greatest, housing costs. One of the most interesting items was the fact that the local median income, for the Census Tract (\$42,227) and Block Group (\$42,184), was less than half that for the Town of Barnstable (\$94,387). However, not only did the Census report lower incomes in the Census Tract and Block Group but the HUD data also indicated higher low-moderate income population percentages than that of the Town of Barnstable.

The other significant factor influencing financial purchasing ability is the costs associated with housing. Cost burdening is a financial state defined by HUD where housing costs exceed 30% of household monthly/annual income. Once housing costs exceed 30% they begin to have significant impacts on the households ability to sustain other costs and purchase goods and services. This is particularly hard-felt in households with lower incomes as indicated in the local Census tract and Block Group. Compounding the local financial limitations is the fact that cost burdening is disproportionately represented in the Census Tract and Block Group areas. Based on Census 2022 ACS 5-Year Data the percentage of households experiencing cost burdening in the Town of Barnstable is 38% while the percentage of households in the Census Tract and Block Group are 54% and 45% respectively, notably higher than that of the Town.

Item of Note

The substantial difference in median household income between the CT/BG data and the Town of Barnstable may be a data collection error depending on when this information was collected and seasonal employment and associated fluctuations in the residential make-up based on the increase or decrease of local workforce and typically lower paying service jobs.

Review of survey data collected as part of the Town’s development of the current Comprehensive Plan, which is described further in Section 2.3, indicates that 33% of Barnstable residents do most of their shopping at small businesses in Barnstable, surpassed only by “big box” stores in Barnstable at 36%. If there are average lower incomes in the project area and adjacent neighborhoods this may indicate limited local purchasing power, so why local resident may purchase some goods from local businesses it may be at a limited scale. This indicates that local businesses may rely more heavily on tourist/commuter patronage and residents from outside the immediate area rather than local consumers. However, if local residents prefer to shop at local small businesses as the survey reported, this indicates that there may be a substantial enough consumer base to allow businesses to function profitably year-round rather than just through the summer tourist months.



Image Courtesy of Steamship Authority 2022 Annual Report

While local residents certainly contribute to the local economy that is not to say that the economy around the harbor does not vastly rely on the tourist and commuter industry functioning through the harbor. Information provided by the Steamship Authority indicated that in 2023 the Authority processed 552,000 passengers to Nantucket, including 89,800 passenger vehicles and 36,120 freight vehicles. In addition, Hy-Line Cruises also transports over 900,000 passengers annually meaning that more than a million people travel through the harbor facilities using just these two transit providers alone.

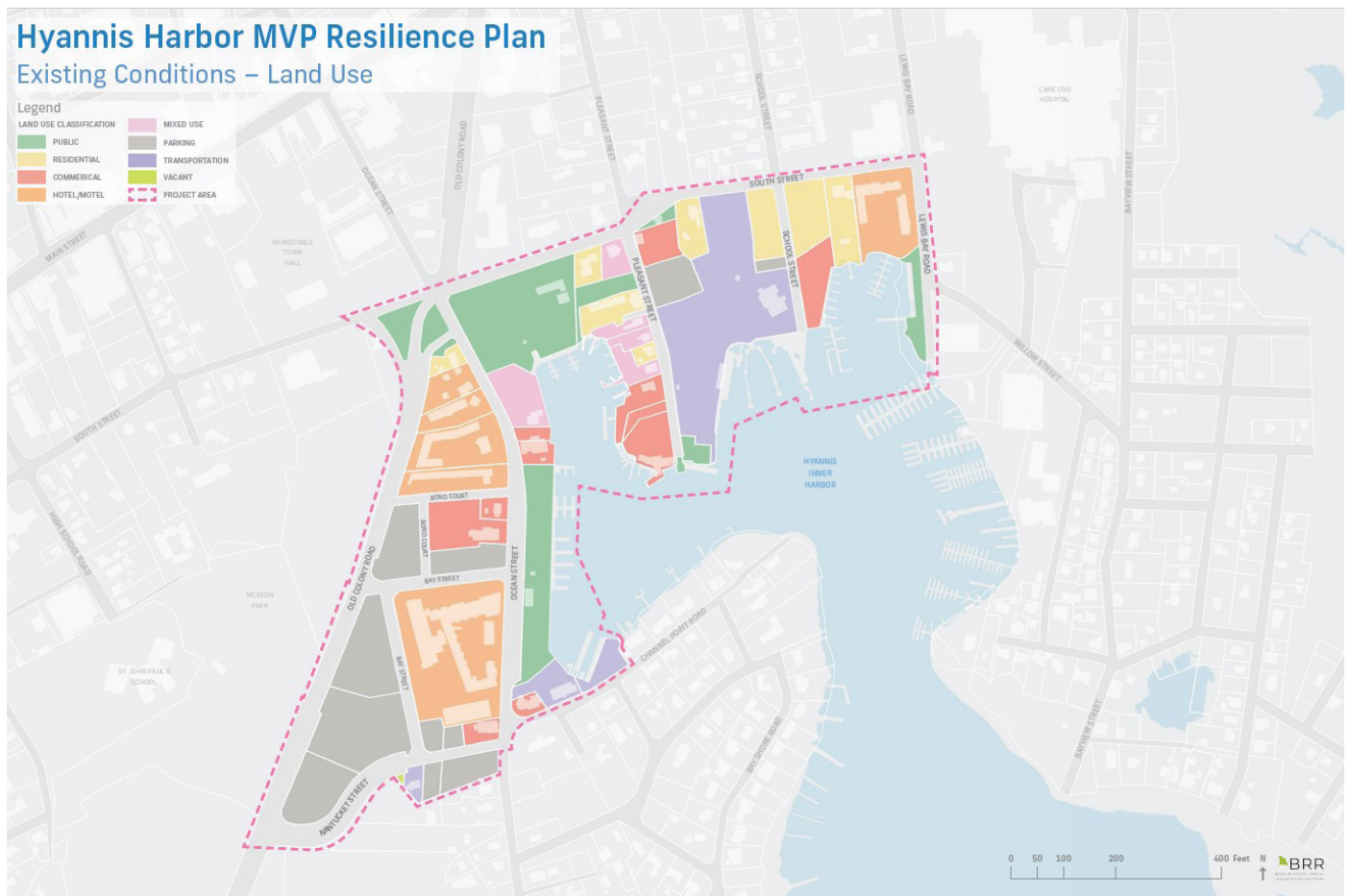
As part of the data collection process Tt conducted a stakeholder survey which specifically asked what could be done to help support and expand local business opportunities. The four general findings were as follows.

- Promote walkability and pedestrian focused amenities
- Promote and support businesses that capitalize on the harbor and its uses. (tourism, maritime recreation, commuter center, community engagement)
- Draw consumers from the Main Street commercial corridor to the harbor.
- Expand support for local fishing industry

The Town of Barnstable, including the project area, maintains a strong service based economy with retail trade being in the top five industries in Barnstable and nearly 25% of the local workforce being employed in “food preparation and serving related occupations” and “sales and related occupations”. Image 2 identifies the land uses of the parcels in the project area. Information provided in Image 2 combined with site visits and parcel research, resulted in the identification of the following key business characteristics of the project area.

- Most of the businesses in the project area are located along Ocean Street and Pleasant Street
- Businesses primarily consist of hotels, restaurants, and a few maritime related commercial businesses.
- Very few businesses are actually located along South Street.
 - » This lack of business along South Street does not help support or promote the identification of a commercial “hub” around the harbor.
- Residential structures and a lack of business identification signage along Pleasant Street makes it difficult to discern actual business along this road.
- The prevalence of service and retail businesses along Ocean Street capitalize on the tourist and commuter customers provided by Hy-Line and Steamship Authority Transit hubs.

Image 3 – Land Use Map



Industry and workforce data reinforces one of the general findings of the stakeholder survey which was to support local business and expand business opportunities by “promoting and supporting businesses that capitalize on the harbor and its uses.” While there is a strong local service and retail industry it may not be fully capitalized upon in the harbor front area. The presence of other land uses, building types (such as single family homes used for mixed-use), and business types that aren’t related to the harbor and its uses (including tourism) lend to an underutilization of such limited property and harbor frontage.

The data also provided insight into the seasonal character of business activity and the presence of consumers throughout the year. The number of employees in service providing industries increases by as much as 23% between spring and summer with an increase in more than 20,000 employees between March and July. This is the prototypical example of a seasonal economy common in “tourist towns”. Employment for goods producing industries extend a bit longer, however, stretching into the holiday months of fall and into December. While this does somewhat help extend the local economy beyond the tourist season the stark difference in workforce, with the service industry workforce nearly ten times the goods producing workforce, is not enough to sustain a productive year-round economy. Similarly, the Steamship Authority recorded a total of 430,791 passengers in July 2022 as opposed to 99,255 in January, a difference of over 300,000 passengers.

Among the occupation and industry data, fishing, which includes agriculture, fishing, hunting, and forestry, has the smallest labor force of any industry in Barnstable. Bureau of Labor Statistics data indicated that less than 0.1% of the local occupations are in this industry category. However, the 2021 Port by Port: Profiles and Analysis of the Massachusetts Commercial Fishing report indicated that the Town of Barnstable is the fourth largest port by ex-vessel value in Massachusetts. This report, developed by the Massachusetts Division of Marine Fisheries, the Urban Harbors Institute at the University of Massachusetts Boston, and the Cape Cod Commercial Fishermen’s Alliance, shows that the Town of Barnstable had an ex-vessel value of \$16,982,115 in 2018, with 22,794,977 pounds of catch. This ex-vessel value placed it fourth among all Massachusetts ports behind New Bedford, Gloucester and Chatham. The Port by Port report indicated that in 2018 Barnstable had a little over 100 fishing vessels that port in its eight local harbors and approximately 260 permitted harvesters “land” in those harbors. Information provided by the Hyannis Harbormaster during interviews conducted as part of this report, indicated that Hyannis Harbor alone has 75 offshore fishing vessels that port in the harbor making it the largest fishing harbor, by number of ported fishing vessels, among Barnstable’s eight harbors. This helps to highlight the importance of local commercial fishing in Hyannis Harbor as it relates to the fishing industry for the not only the local economy but for the state of Massachusetts’s fishing industry.

Ex-Vessel Value: price per pound at first purchase of the commercial landings multiplied by the total pounds landed.

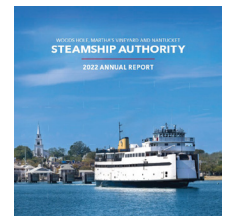
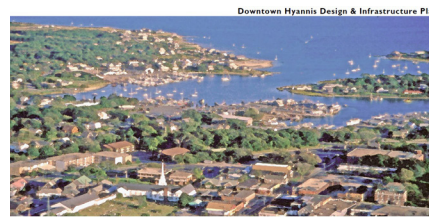
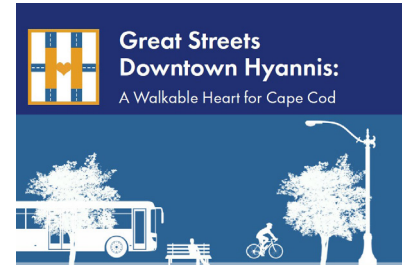
Port	2018 Ex-Vessel Value
New Bedford	\$431,038,042
Gloucester	\$53,210,608
Chatham	\$18,967,799
Barnstable	\$16,982,115
Boston	\$16,416,184
Fairhaven	\$8,413,362
Wellfleet	\$7,728,102
Provincetown	\$7,721,452
Duxbury	\$6,789,874
Sandwich	\$6,769,995



3.2 Planning Material

In addition to reviewing raw data as part of the report development, Tt conducted a thorough analysis of relevant planning material. This information was collected from online sources and through engagement with Town staff. This included review of the following materials:

- Town of Barnstable Local Comprehensive Plan (update underway)
- Consolidated Plan and associated Action Plans
- Affordable Housing Production Plan 2010
- Hyannis Parking Implementation Strategy
- Downtown Hyannis Wayfinding Signage Plan
- Downtown Hyannis Public Spaces Activation
- Downtown Hyannis Action Strategy
- Complete Streets Prioritization Plan
- Hyannis Great Street Final Report
- Hyannis Design and Infrastructure Plan
- Open Space and Recreation Plan 2018
- Hyannis Harbor SWOT Analysis
- Review Growth Incentive Zone info
- Barnstable local zoning/codes/ordinances
- Steamship Authority 2022 Annual Report



Review of the previously listed material resulted in the identification of several repeating themes, findings, and recommendations related to economic development.

3.2.1 Summary Findings

The previously listed documents were reviewed and factors influencing and impacting economic development, both positive and negative, were noted. This included items that both directly and indirectly potentially impacted economic development. Several items were consistently mentioned, most of which have more indirect impacts on economic development, which also aligned with findings from site analysis and interviews. Key findings include the following items.

#1. Land Use and Zoning Support Economic Development

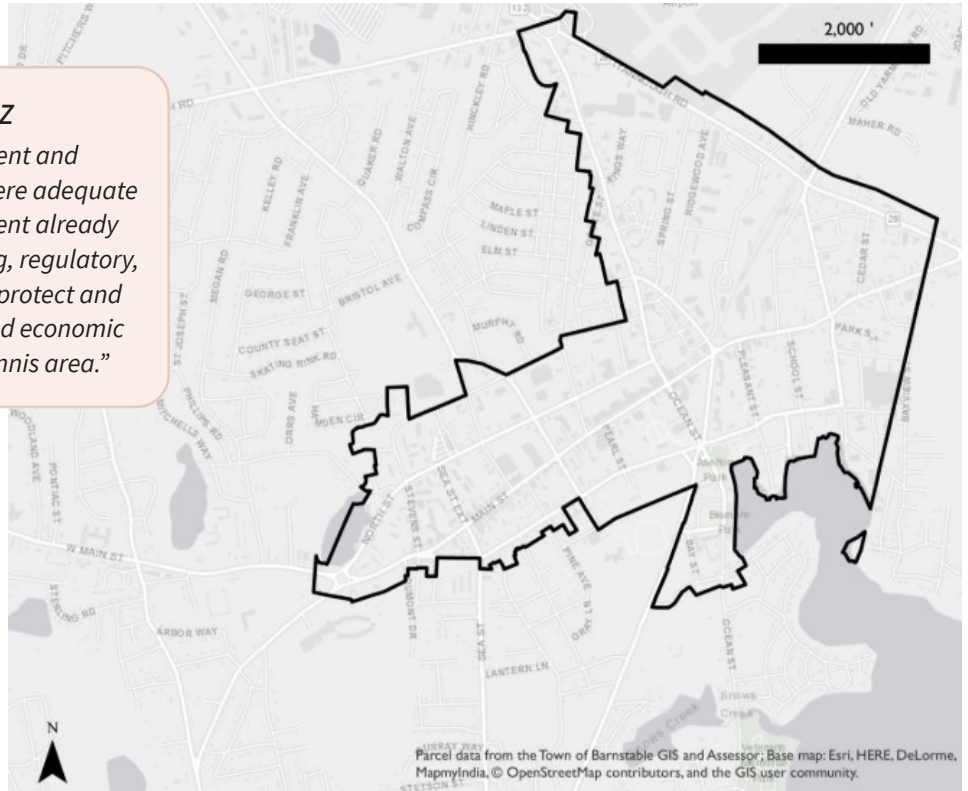
The project area includes the Hyannis Harbor Zoning District and the stated intent of this district, as described in the local ordinance, is:

“The Hyannis Harbor District is intended to maintain an area near Hyannis Inner Harbor for maritime activities and water-related uses, and is characterized by a mix of commercial, maritime industrial, and residential development and the presence of the commercial ferry services.”

The Hyannis Harbor Zoning District supports commercial flexibility for maritime and tourist related businesses which aligns with the Town’s established goals for economic development around the harbor. Additionally, the Town’s Growth Incentive Zone (GIZ) is designed to promote thoughtful planning and decision making resulting in expedited and streamlined development initiatives. Submittal of and revisions to the Growth Incentive Zone Plan (Application) to the Cape Cod Commission permits development and redevelopment within the GIZ to be undertaken without requiring regulatory review by the Commission.

Image 4 – GIZ Boundary

Purpose of the GIZ
“To encourage development and redevelopment in Hyannis, where adequate infrastructure and development already exists, and to promote planning, regulatory, and investment strategies to protect and enhance the natural, built, and economic systems supporting the Hyannis area.”



The GIZ includes the entirety of the project area as well as the Main Street commercial corridor, and then northward to include the transit and commercial center between Ocean Street and Route 28 to their convergence at the Airport Rotary.

#2. Enhance Placemaking

Several documents including the Hyannis Wayfinding Plan, Great Streets Downtown Hyannis study, and the Hyannis Design and Infrastructure Plan all made recommendations supporting enhanced placemaking efforts within the community. This included a variety of recommendations to help create a more cohesive sense of “place” or character for the harbor community including such efforts as standardized signage and branding, streetscaping, and the establishment of scaling and design consistency among buildings.

#3 Promote Walkability and Pedestrian Scale

Almost every document reviewed mentioned the desire of not only County staff and consultants to see increased support for walkability, but public meetings and surveys reinforced that the residents also want to see improvements to walkability as well. This included not only walkability around the harbor area itself but also along transportation corridors connecting Main Street to the harbor area. The Great Streets Downtown Hyannis study, which was completed in 2023, centered around traffic calming, reducing traffic flow/congestion, increasing walkability, and improving accessibility to businesses and assets in Hyannis. During the 2nd Public Meeting to refine final concepts and goals, the public was asked to rank the five goals of the study. The number one ranked goal was, “Place more of an emphasis on pedestrians” which was echoed by many other documents reviewed as part of the analysis. Key issues to be addressed in support of an increased pedestrian focus within the community included:

- Promoting traffic reduction.
- Improving and expanding walking/bicycling conditions.
- Promoting human-scale and pedestrian orientation in design and development.
- Enhancing and defining pedestrian connections to the harbor.

Many of the issues pertaining to the walkability within the project area, or connecting the project area to downtown Hyannis, overlap with the third set of findings below, improvements to infrastructure.



Both images above show obstacles over pedestrian pathways obstructing and limiting walkability. Images courtesy of Tetra Tech, Inc.

#4. Improve Infrastructure

Several documents including the Hyannis Great Street Final Report, the Hyannis Design and Infrastructure Plan, Comprehensive Plan, SWOT, Hyannis Parking Implementation Strategy. These documents often noted the following observations:

- Poor condition of sidewalks and pedestrian access.
- Inadequate wayfinding both from Main Street and transit hubs to the harbor as well as wayfinding around the harbor.
- Inadequate signage.
- Improve traffic flow by returning roads to two way.

Site visits and review of Google Earth – Street View images helped in identifying specific issues regarding the quality,

#5. Connect Main Street and Transit Hubs to Harbor

It was consistently noted throughout the review of planning material that the harbor lacks connectivity to the commercial downtown and transit centers. There is little to no signage or wayfinding downtown which directs people to the harbor. Additionally, there are no bike lanes leading to the harbor, sidewalks are inconsistent and in varying conditions, and land uses along the corridors don't entice or promote pedestrian use.



Image courtesy of Google Maps (street view)



Image courtesy of Tetra Tech, Inc.

#6 Improve Parking

During the analysis, parking was often cited as an issue both in regards to quantity/availability and accessibility, so much so that the Town undertook planning efforts to address the issue through the development of the Hyannis Parking.

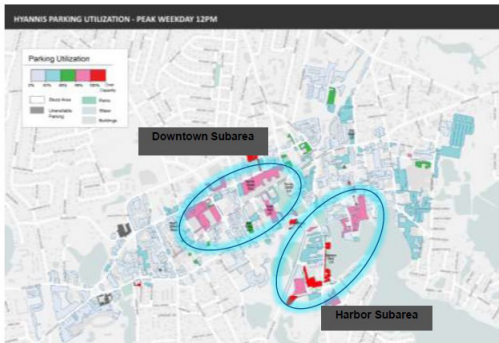
During the analysis, parking was often cited as an issue both in regards to quantity/availability and accessibility, so much so that the Town undertook planning efforts to address the issue through the development of the Hyannis Parking Implementation Strategy. While “commercial parking” is not a permitted use within the Hyannis Harbor zoning district, several large privately owned commercial parking lots dominate land use along the eastern side of the harbor. While they are necessary to serve the maritime recreational and transit businesses at the harbor, they lack formalized standards to keep them aesthetically pleasing and in conformity with any sort of character being maintained around the harbor. Pedestrian access is not adequate with pathways cutting through hotel parking lots and along narrow streets with minimal pedestrian infrastructure. Parking lots often appear as not much more than vacant or abandoned lots which does not contribute to the visual appeal around the harbor.



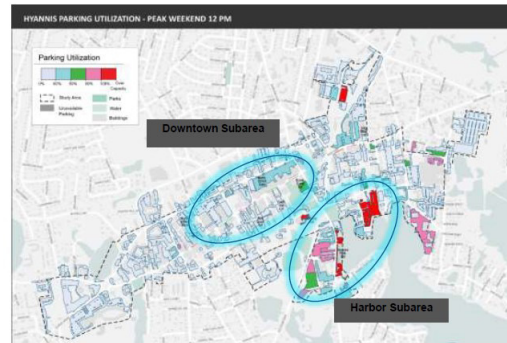
Where are we going?
 The image above is a screen capture from Google Maps and exhibits a variety of issues including an unmaintained “parking lot”, no sidewalks, and a lack of signage or wayfinding.

DEMAND IS CONCENTRATED IN A FEW AREAS

Peak Season Weekday and Weekend



Peak **weekday** demand (12 pm) is concentrated in few core areas



Peak **weekend** demand (12 pm) concentrated heavily in Harbor

#7 Increased Support for Local Fishing

Fishing is a substantial component of the regional economy and is a notable part of the history and character of the area and the harbor in particular. The harbor lacks a truly dedicated place for local fisherman to effectively and efficiently offload and service ships. Analysis of planning material and feedback from the local fishing industry resulted in the following findings:

- Current offload area is undersized and congested.
- Adequate access to year-round slips.
- Offload area lacks additional basic amenities to conduct business.
 - » Crane for offloading.
 - » Waste oil disposal facility.
 - » Access to running water.
- Location and ability to sell fish from boats or local stands.
- Improved parking access.



Image courtesy of Monterey Bay Fisheries Trust, MontereyBayFisheriesTrust.org,

4.0 RECOMMENDATIONS

Based on a review of all of the data and information and the associated finding, a variety of recommendations were established to help best support economic development in and around the harbor. There were several key factors that were kept in mind when developing these recommendations based in input and preferences observed during the analysis. These include:

- Enhance and support walkability.
- Support small local businesses.
- Support the local fishing industry.
- Increase connectivity to the downtown.
- Improve parking.
- Increase the number of businesses providing services and goods supporting harbor uses.

Incorporating these factors into the evaluation process while acknowledging and respecting the local economy and business market was critical in identifying effective recommendations to support effective economic development. Therefore, a strategy was established that took all of these items into consideration to most effectively provide recommendations that would be supported by the community while enhancing economic development opportunities that capitalized on the character and economy around the harbor. The strategy can be summarized as follows:

Seek to capitalize on the tourists and commuters utilizing harbor facilities and maritime services by expanding and improving accessibility and point-of-interests around the harbor. Support increased connectivity with the downtown and local neighborhoods to draw people to the harbor to patronize local businesses beyond the hotels and ferry and boat tour services. This can be accomplished by making the harbor a “destination point” to be visited and enjoyed as more than a commuter or tourist thru-point.

Many of these recommendations echo conclusions and recommendations established in other studies and plans. Additionally, while the Town and local organizations have made efforts in these areas, it is recommended to strengthen and publicize these programs to increase awareness. While many of these recommendations may not be direct economic development support activities, they do promote activities that support the business and consumer environment that contribute to business growth and expanded consumer exposure in the project area.

General Recommendations

#1. Define your market.

- Identify who the primary consumers are within the target area. What consumer are already present and what consumer might the community want to draw upon or cater to. Identify where consumers may be underserved. (Ex. thru-commuters, local residents, tourists, local workers).
 - » Is there a market that exists that is not being served such as professionals at the nearby hospital?
 - » How can that potential market be captured?

#2. Develop “character”, “brand”, and sense of place for the harbor.

- Expand upon existing visual theme throughout harbor area.
- Work with residents on “brand” development.
- Standardize items such as street lighting, planters, sidewalk details and material, crosswalk design, wayfinding, signage, benches and trash receptacles.
- Formalize through ordinance.

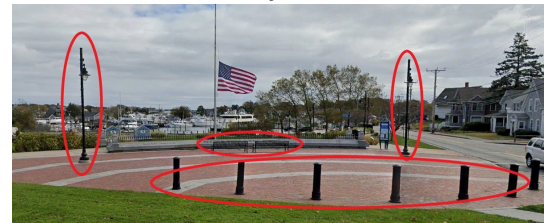


Image courtesy of Google Earth (street view)

The image above shows character or place defining elements already used by Barnstable in Aselton Park. The image below shows standardized streetscaping on a narrow pedestrian corridor providing a sense of “place”.



Image courtesy Giffels Webster, City of Brighton (giffelswebster.com)

- Utilize “Architectural and Site Design Guideline” recommendations provided in “Part VII. Design” of the Downtown Hyannis Design and Infrastructure Plan.



Image courtesy of Ship Knees Inn, shipkneesinn.com

#3. Zoning and Land Use

The following recommendations are primarily intended to increase the draw of visitors, as well as local residents, to the harbor. Businesses such as restaurants, pubs, and breweries can have a strong local appeal especially during “off-season” when crowds are much lighter. A temporary tent or other easily movable event hosting structure could be installed at the Gateway Marina parking area to increase activity during the off-season months.



Image courtesy of SiliconValley.com, Design concept by Stowers Assoc.

- Allow brewery/distillery use in local zoning as a Permitted use, currently not permitted.
- Permit and define specifications for rooftop dining.
- Support zoning and land use changes on parcels adjacent to harbor which promote fishing, maritime services, and tourism in conformity with the “Intent” of the Hyannis Harbor Zoning District which is to “maintain an area near Hyannis Inner Harbor for maritime activities and water-related uses”.
 - » Current zoning permits a wide variety of commercial uses unrelated to such activities.
- Provide design standards for signage in HH District. Currently only provides dimension standards.



Image courtesy of Northwest Florida Daily News, nfdailynews.com



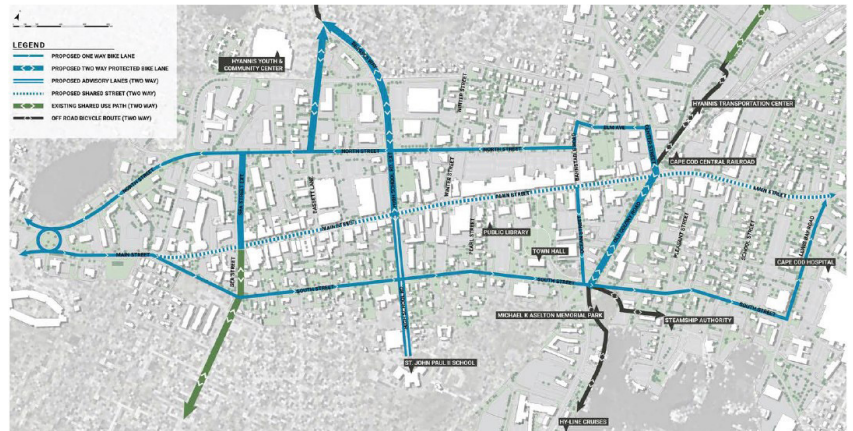
Image courtesy of Lake City Reporter, lakecityreporter.com



Image courtesy of Canby First, CanbyFirst.com

#4. Develop a “Gateway to the Harbor” theme from Main Street down to harbor.

- Establish gateway markers at Main Street intersections with Ocean Street, Pleasant Street, and Old Colony Road.
- Utilize signage and wayfinding to direct people to the harbor.



This proposed comprehensive bike network provides low-stress access to most addresses downtown.

Image courtesy of Great Streets Downtown Hyannis: A Walkable Heart for the Cape

#5. Promote walkability and bikeability.

- Support features and initiatives around the harbor and connecting Main Street to the harbor.
 - » Implement recommendations provided in the *Great Streets Downtown Hyannis: A Walkable Heart for the Cape* report.



Images courtesy of:
 Above - Stantec 2024
 Left - Spectrum News 13 (mynews13.com)
 Middle - Downtown Long Beach Alliance (downtownlongbeach.org)
 Right - Endurablend (pavementsurfacecoatings.com)

Infrastructure (Streets, Streetscaping, Sidewalks, and Signage)

#1. Improve Six Points Intersection

- Implement Great Streets Downtown Hyannis recommendations for improvements to “Six Points” intersection.
 - » At a minimum, install extra-wide pedestrian crossings of different material, slightly elevated, or patterned design to clearly define pedestrian crossings at intersection.



Images to the right are taken from both ends of Bay Street, the top taken from the parking lots looking towards the harbor and the bottom taken from the harbor looking eastward.

Road lacks sidewalks or dedicated pedestrian access, no signage or wayfinding orienting or directing people toward the harbor, no pedestrian lighting, no amenities such as trash receptacles or benches. Note the extremely restricted pedestrian path in bottom image between utility pole and street oriented vending machine on the right side of image.

Images courtesy of Google Earth (street view)



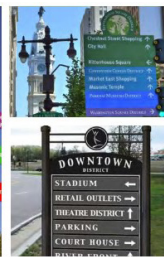
GATEWAY

What it does-
 Creates a sense of arrival (usually from a primary access route) and defines the boundary of a district or downtown (e.g., welcome sign)



DIRECTIONAL

What it does-
 Directs you toward a specific area or destination (such as key parking locations), typically with the use of arrows



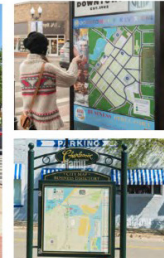
IDENTIFICATION

What it does-
 Identifies landmarks or other points of interest by name or symbol. It might include information about hours of operation, services provided, etc.



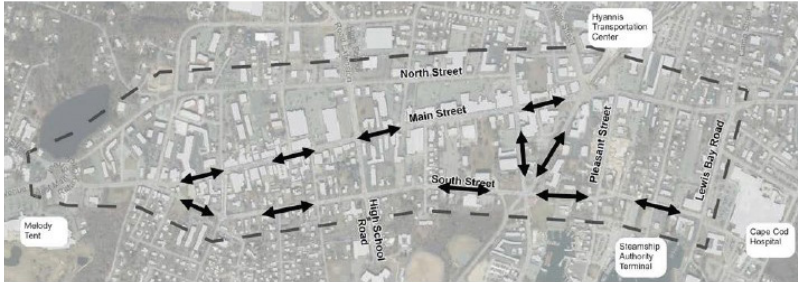
INFORMATION

What it does-
 Provides information about where you are located in the context of an area (such as with maps in a visitor kiosk), or details about a destination (e.g., seasonal access, only)



#2. Improve pedestrian connections from parking lots to harbor.

- Provide improved, well defined pedestrian walkways with lighting along streets connecting the parking lots located along Old Colony Road to Ocean Street and the Harbor (Nantucket and Bay).
- Improve wayfinding directing people from Main Street to the harbor and around the harbor for parking and to direct people to points-of-interest.
 - » Implement recommendations from Downtown Hyannis



Proposed changes to street direction downtown.



The absence of opposing traffic on South Street contributes to drivers' propensity for speeding. (Source: Google Maps)

Images and captions courtesy of Great Streets Downtown Hyannis.

Wayfinding Signage Plan.

- » Improve signage, wayfinding, and walkable connectivity from transit center (bus and rail) to harbor.

#3. Return South Street to a two-way street.

- Implement recommendations from Great Streets Downtown Hyannis to return South Street to two-way road.
 - » Makes access to businesses easier.
 - » Reduces forced use of key intersections.
 - » Reduces vehicular looping and doubling.
 - » Reduces vehicle speeds.

#4. Improve sidewalks (utilize pervious paver material when possible).

- Sidewalks along South St. need substantial improvement and elevation.
- Sidewalk absent on eastern side of Pleasant St. (the side containing residences and businesses), south of South St. Pedestrians walk on the shoulder of the road along this stretch rather than on the sidewalk on the opposite side.
- School St. lacks sidewalk north of Steamship Authority ticket office to South St.

#5. Create a Continuous Harbor Walk from Bismore Park to the end of School Street.

Formal, safe, and accessible pedestrian access around the harbor is lacking. Extending existing walkways and streetscaping from the Pleasant Street Park entrance down along Pleasant Street to Hyannis Harbor Park and then through the Steamship Authority property would provide increased pedestrian access to businesses along the harbor. People could also use the walkway for recreation and to access the harbor for passive enjoyment.

- Locate and identify destinations connected by the Continuous Harbor Walk.



Image courtesy of Specification Magazine, specificationonline.co.uk



Image courtesy of Eagle Pavers, eaglepavers.us

Parking

#1. Improve existing parking lots.

- Adopt standards for parcels dedicated to parking to increase resilience and mitigation while improving aesthetics (i.e. pervious pavers or other “finished” pervious surfaces).

#2. Incorporate structured parking.

- Incorporate structured parking in or adjacent to the Project Site
- Surface parking uses within low-lying areas of the Project Site could be repurposed to enhance economic activity and promote flood resilience purposes.
- Pursue a public-private partnership with one of the owners of the lots on Old Colony Road to develop a lowrise parking garage.
- Consider first floor commercial development with business space to lease to earn additional revenue on parking facility while expanding local economic development opportunities.
- Incentivize private development of a parking garage through reduction in fees or taxes for development.
- In addition to structured parking, increased shuttle services provided by the ferry companies or in collaboration with the Hyannis Transportation Center or the Cape Cod Gateway Airport could reduce the demand for parking along Nantucket Street and Bay Street within the Project Site.



Image courtesy of City of Glenwood Springs, CO (cogs.us)

Business/Tourism

#1. Expand use of artists shanties.

- Relocate shanties to Aselton Park for increased flood resilience, if possible. Potential reuses could include:
 - » Bismore park may be able to be used by fisherman for direct product sales.
 - » Expand public facility amenities such as benches, gazebos, observation area for increased passive recreational use.
 - » Establish pads for food trucks in Bismore Park.
- Expand the use of the shanties for other local vendors such as those selling local produce.
 - » This may require the provision of additional shanties.
- Develop formal “pads” for shanties with power and water to support expanded uses.



Image courtesy of Art Barnstable, artsbarnstable.com

#2. Improve fishing offloading area.

- Move commercial fishing offloading area to the end of Pleasant Street.
 - » Existing municipal lot at south end of Pleasant Street could be used.
 - » Municipal lot would need to be combined with open space/park area on Steamship Authority property to accommodate truck turning radius.
 - » Explore options to acquire adjacent commercial parcel (Baxter’s Boathouse).
 - » Install pump outs for commercial fishing vessels tying into existing sewer line.
 - » Provide other amenities such as running water, area to dispose of oil, crane for offloading.
 - » Permit local fisherman to sell catch directly from boats or establish nearby stalls for direct-to-consumer sales.
- Limited commercial fishing offloading and could continue at its existing location off of Bismore Park, to accommodate viewing from this location by residents and visitors. The introduction of limited direct-to-consumer fish sales in this location could serve to activate Bismore Park.



Image courtesy of The Newport Daily News, newportri.com

#3. Industry specific business incentivization.

- Develop a program to support or incentivize the development of specific small business types around the harbor.
 - » Provide incentives to businesses that support

#4. Expand use of Aselton Park to draw more guests to the harbor area.

- Seek to increase attendance or increase the frequency of attendance.
- Develop formal stage area to hold small “concerts” and plays.
- Extend music and other performances to a more year-round format.
- Brand events and have them occur regularly (ex. live music, “Harbor Sounds” every Tuesday).