

HYANNIS MAIN STREET RECONFIGURATION REPORT



- **TIMELINE**
 - YEAR 1: March-November 2020
 - YEAR 2: May-September 2021
- **PUBLIC SAFETY ANALYSIS**
- **MERCHANT SURVEY RESULTS**
- **INTERCEPT SURVEY RESULTS**
- **ASSOCIATED EFFORTS**
- **SUCCESS STORIES & EVENTS**



TIMELINE - 2020

MARCH - Governor Baker orders all businesses to shut down operations

MAY – Town of Barnstable departments collaborate to quickly locate, acquire and install concrete barricades on the one-mile stretch of Main Street to accommodate additional space needed for restaurants and retail businesses to remain open with the mandated restrictions during the pandemic.

SEPTEMBER – Businesses reported comparative sales increases from Summer 2019 and record traffic volume over the bridges was noted in Cape Cod Commission’s report.

NOVEMBER – Barriers were removed to allow for plowing and winter use of the street during the off-season.



TIMELINE 2021

MAY – Town of Barnstable re-installs concrete barriers on Main Street to accommodate the anticipated additional space needed for restaurants and retail businesses to function, complying with the mandated restrictions.

JUNE - Governor Baker rescinds business shut downs and lifts restrictions

AUGUST – A business poll was circulated among property owners on and around Main Street that were directly affected by the changes in the street configuration. Opinions were evenly split on whether the barriers should stay or go.

LABOR DAY WEEKEND – Visitors were asked by a team of intercept survey volunteers to gauge opinions on the extra space provided and attitudes about convenience, safety and quality of their experience. Overwhelmingly, the response was positive and even though the aesthetic qualities of the barriers were not favored, the space they provided made visitors feel safe, comfortable and did not influence their decision to visit and shop.






FUNDING & SUPPORT

The Town, in partnership with the Hyannis Main Street Business Improvement District, received a \$245,000 “Main Streets and Reimagined Streets” grant from the Massachusetts Department of Transportation Shared Winter Streets & Spaces Grant Program to enhance visitor experiences along Main Street Hyannis and Hyannis Harbor.

Grant funds supported various public improvements to lighting, wayfinding, pedestrian connectivity, beautification of town-owned public spaces to enrich the welcoming environment for residents and visitors to shop, dine, stay and play throughout downtown Hyannis.








PUBLIC SAFETY ANALYSIS – Main Street Crash Data

	Vehicles	Cyclists	Pedestrians
2017	67	3	1
2018	69	1	2
2019	68	2	1
2020	35	0	1
2021*	36	4	1





AUGUST MERCHANT SURVEY SUMMARY

- 36** Number of surveys submitted
- 3** Number of surveys started but not completed

Type of business:

- 16 retail
- 8 restaurant
- 4 service sector
- 2 cultural
- 6 other

29 of the 36 businesses that responded are year round





AUGUST MERCHANT SURVEY SUMMARY

2021 Sales compared to 2020:

22 businesses report sales are up
2 businesses report that sales are down
8 businesses report that sales are about the same

2021 Sales compared to 2019:

13 reported sales up
7 reported sales down
9 Sales about the same

Employment:

17 businesses have the same number or more employees than 2019
11 businesses have fewer employees than in 2019

24 businesses reported having difficulty getting employees this year





AUGUST MERCHANT SURVEY SUMMARY

Exterior improvements in 2021:

22 Made temporary and/or permanent improvements

\$400-\$25,000 Range spent on improvements

\$4,174 Average spent on improvements

\$2,000 - \$2,500 Median spent on improvements





AUGUST MERCHANT SURVEY SUMMARY

Barriers have impacted the pedestrian traffic:

12 Positively

7 Negatively

16 No difference or can't tell

Barriers have impacted ability to get deliveries:

22 report barriers have NOT impacted ability to get deliveries

9 report barriers have negatively impacted ability to get deliveries

1 reported that barriers have negatively impacted, "but not that much"





AUGUST MERCHANT SURVEY SUMMARY

Customer Feedback:

13 positive feedback reports - What people liked the most:
eating outside, musicians, more room to walk, shopping at racks outside, more action on main street, barriers slow traffic, sitting outside in the sun, the vibe, the crowds on the street, safety

18 negative feedback reports - What people liked the least:
traffic backup, less parking, the barriers are ugly, motorcycle revving, inconvenience, patios blocking sidewalks, too busy, locals don't like it/tourists don't know any better

13 report no feedback



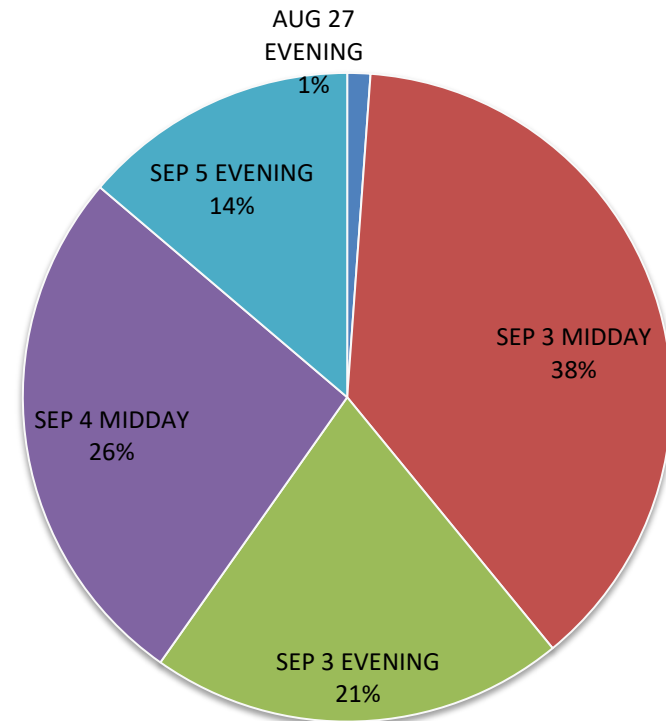


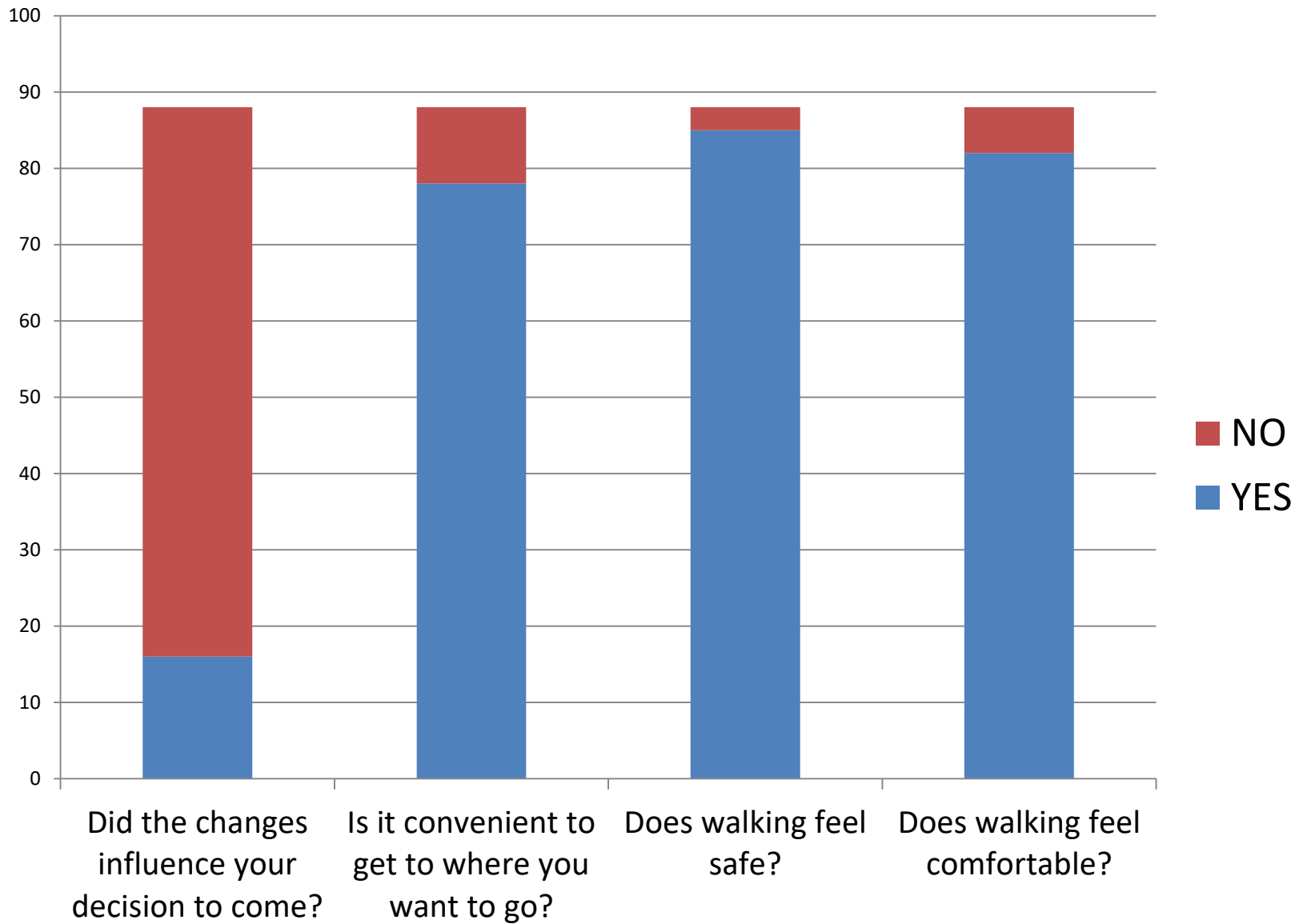


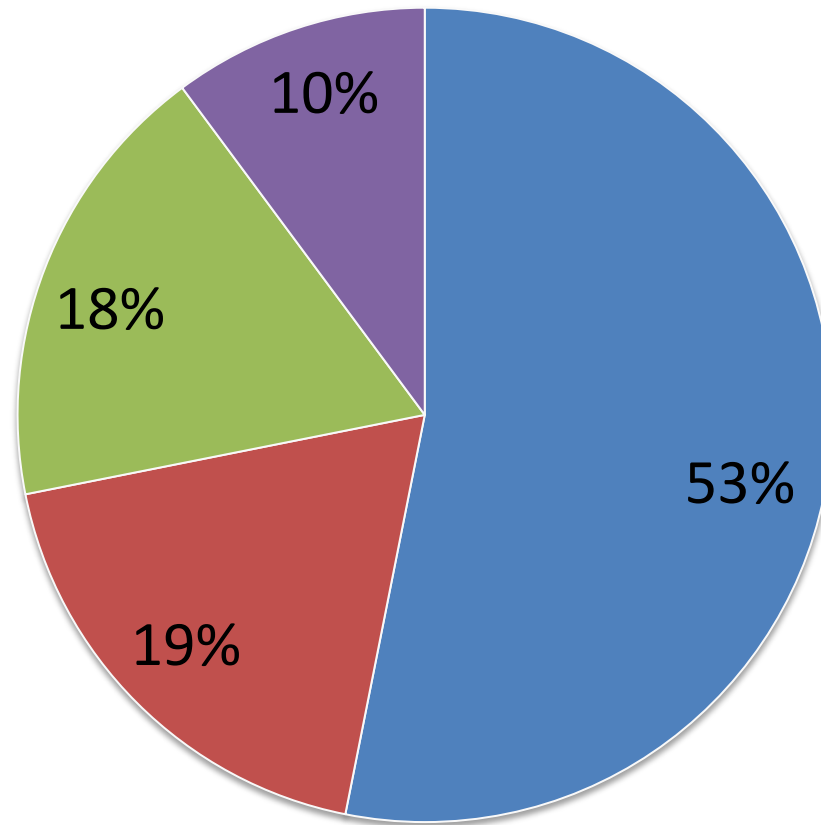
INTERCEPT SURVEY REPORT

August 27 - September 5, 2021

HYANNIS MAIN STREET INTERCEPT SURVEY SAMPLE (88)

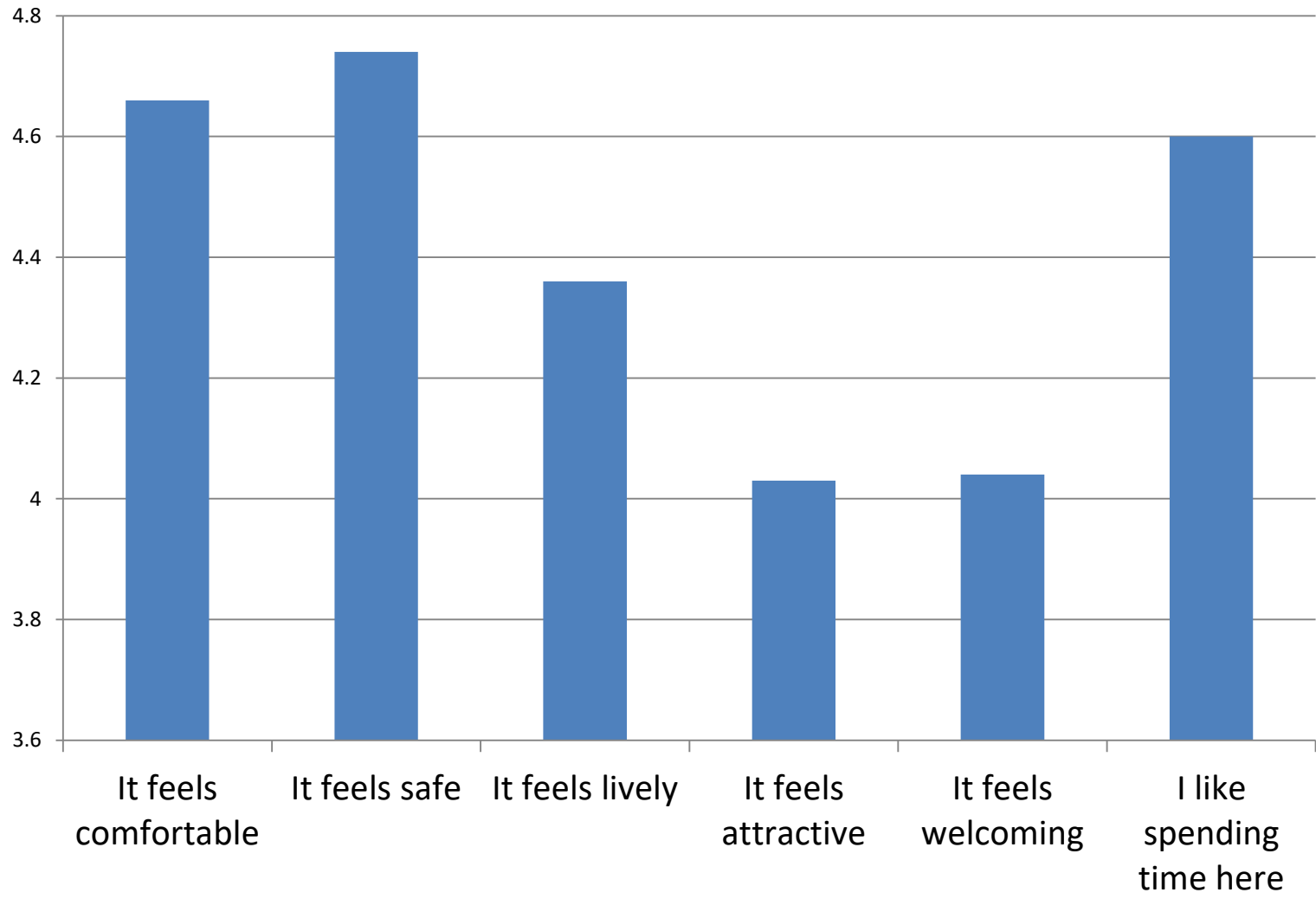






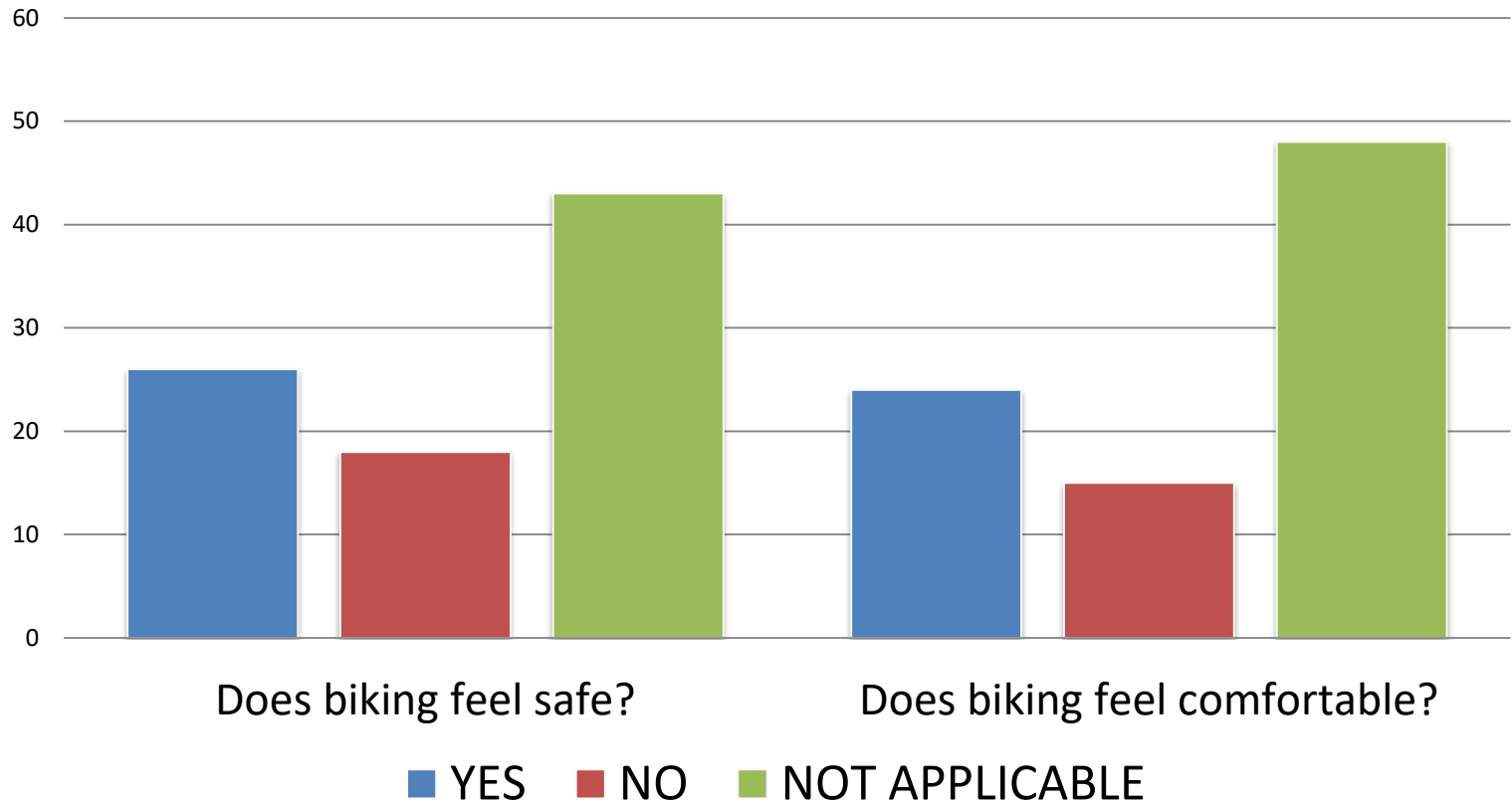
- Keep this amount of extra space for businesses and people
- Add a dedicated lane for bicycling
- Prioritize decreasing traffic congestion and availability of on-street parking
- Add some additional space for people and businesses, but not this much

RATINGS AVERAGE SCORE (1-5)

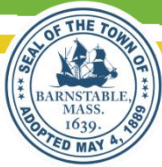


Biking Lane Opinions

Note: many of those who responded thought the bikes belonged in the pedestrian lane.







BUSINESS OUTREACH & ASSISTANCE

LOCAL RAPID RECOVERY PLANNING: Technical Assistance for Business Retention & Expansion, short and long-term revitalization planning

TRANSFORMATIVE DEVELOPMENT INITIATIVE: Ongoing economic development effort and \$60K of Direct Business Assistance Grants

CAPE COD RESILIENCE FUND: Attorney General's Office Direct Business Assistance Grant of \$10K



COLLABORATIONS, SUCCESS STORIES & EVENTS

HYANNIS MAIN STREET BID

- 4TH of July Dancing in the Street
- Drive in Movie Nights
- Streetscape Improvements
- Local Grant Administration with LoveLiveLocal Foundation



WAYFINDING / STREETScape PROJECTS

- Directional Signage from/to parking lots
- Sidewalk enhancements to encourage walkability

NEW BUSINESS START-UPS

Perry-Lima, Chez Antoine, Bread & Roses, Tasty Crab

