

**Event Management Plan for
The Forefront at Thompson's Point
Portland, Maine
January 13, 2014**

The traffic management plan for special events is an important component of making this project work. For the purposes of implementation, we propose that a “special event” be considered any event, or combination of events, that equals or exceeds 2500 people. An “event”, as it is intended in the context of this Event Management Plan, would not include those typical modes of gathering and circulation related to the customary visitation and enjoyment of the site and its various commercial uses and public amenities. For example, a gathering of visitors in an outdoor dining area would not be considered an “event”, but a gathering of visitors in the outdoor seating area adjacent to the Mixed-Use “Depot” Building for the purposes of attending a musical performance would be considered an “event”. “Events” generally relate to those occurrences that are planned as part of the programming associated with the Event Center (including, from time to time, its adjacent plaza) and Mixed-Use “Depot” Building (and its outdoor seating area). To accomplish the special event implementation, the applicant is approaching this from different aspects. The first aspect is timing of the special events. If the event is on a weekday, the special events are anticipated to start later (7 or 8 PM) in the evening after the PM rush hour of the adjacent street traffic. When the special weekday events conclude, it will be later in the evening and traffic on the adjacent roadway network is anticipated to be minimal compared to during a typical commuter hour. If the event is on a Saturday or Sunday, the commuter traffic will not be on the roads.

The second angle to the special event approach is to provide accommodations for large numbers of vehicles to enter or exit the site. To accomplish this, the applicant proposes the following:

- I. Signing – This includes not only signing for drivers on which lanes are for what purpose, but also to direct drivers to points of interest; such as event parking. Additional signs should also be erected to identify to the drivers destined for the bus and train facilities where they should be going such that they do not get intertwined in the traffic destined for the events. These signs can be both permanent and temporary and may be positioned both onsite and offsite.
- II. Reversible Lane – This would be an additional lane in the center of Thompsons Point Road that would be used for incoming traffic at the beginning of an event and then reversed and used as an exit lane when the event(s) conclude. This layout is depicted on Sheets C-9.1, C-9.2 and C-9.3 of the Site Plan submission drawings.
- III. Traffic Control Devices – This would include devices such as traffic cones to regulate access to the lower lots on the site during special events. The use of cones would be useful in directing drivers to where you want them to be as well as restricting them from areas where access is prohibited. These would be especially useful to assist in the functionality of the reversible lane used to enter and exit the Forefront at Thompsons Point.
- IV. Police Officers – The use of a police officer is recommended at the signalized intersection of Thompsons Point / Fore River Parkway. A uniformed police officer is the only person allowed to direct traffic at a signalized intersection. We anticipate at least one police officer (for events between 2500 and 3500, which is the upper limit of the attendance for a Red Claws basketball game) and potentially two (for events such as larger concerts with attendance upwards of 4,800) stationed at or near the intersection during special events.

- V. Traffic Control Personnel (TCP) – These personnel do not need to be police and are allowed to assist traffic on-site. This would include persons at each of the entrances / exits for both the train and bus to assist both customers and the buses themselves in entering and exiting. There would also be TCP at the crosswalk to Sewall Street assisting pedestrians with crossing. In addition, TCP will be positioned on either side of the RR crossing to ensure that vehicles do not stop on the RR tracks. We anticipate a minimum of 5 or 6 TCP per special event.
- VI. Monitoring – Special events will be monitored for the first year by a dedicated observer. That observer will report after each event what works, what is not working, and provide recommendations for improvement. This monitoring should also include meeting with representatives of the bus and train station to receive their input. **Special Event monitoring shall also be coordinated with and/or by the Transportation Demand Management Coordinator to insure that the development’s TDM opportunities are well integrated with respect to special events.**
- VII. Parking garage – The parking garage is designed with three lanes on the west end, with the center of the three lanes being reversible and two reversible lanes on the north side. It is anticipated that that during normal business hours, only two lanes (one in and one out) at each end of the garage will be needed. However, the third lane is available to process traffic should it become necessary.

During an event, when the Event Management Plan is in place the parking garage is anticipated to be operated with all five lanes used. At the beginning of an event two enter lanes and a single exit lane will be available at the west end (total of 3 entering lanes and 2 exit lanes). The gates will be up and attendants will be accepting money on a fixed fee basis to process the traffic quicker. For certain events, visitors will have pre-purchased event tickets that include event parking, so they would simply need to show their ticket to gain entrance to the garage. During special events, each lane would process 300 vehicles per hour with a non-gated, pay on entry flat-fee, with attendants taking money at the entry and directing vehicles to the parking spaces. This would theoretically fill the garage in 37 minutes for a special event, which relates to a ‘good’ Level-of-Service of “B”.

In addition, attendants will be positioned within the garage to assist directing incoming cars such that parking levels are filled one at a time with no empty spaces. This will improve efficiency and get the most capacity from the garage. These attendants will also be able to convey when the garage is near capacity so that they can make the proper call and appropriate signs can be put up both onsite and offsite identifying the garage is full. The parking garage has also been designed as a double helix such that entering and exiting vehicles can turn either way exiting their parking space to go up or down. This means that you do not have to go up to the top level of the garage in order to come down to the lower levels.

When an event concludes, there will be two exit lanes at each end (for a total of four exit lanes) such that vehicles will be able to flow freely from the garage without stopping at a gate, thus considerably reducing the amount of time it takes to exit the vehicles from the garage.