

PARKING-HOUR OVERLAP SUMMARY

Proposed Personal Training Studio and Nearby Businesses

Purpose. To summarize the potential overlap between the proposed studio’s operating hours and the published operating hours of nearby businesses for municipal parking review.

Key finding

The least overlap occurs in the early morning. From 5:00–8:00 AM, only one or two neighboring businesses are open in any hourly block. The highest observed overlap occurs later in the morning—generally 10:00–11:00 AM—and during the 4:00–5:00 PM Tuesday/Thursday period. We were able to review the parking availability during 9-10am on a Wednesday morning and take some pictures that are attached to this proposal.

1. Hour-by-Hour Overlap During Proposed Studio Hours

Count of neighboring businesses open for any portion of each one-hour interval. “—” means the studio is not proposed to operate during that interval.

Studio interval	Mon	Tue	Wed	Thu	Fri	Sat
5:00–6:00 AM	2	2	2	2	2	—
6:00–7:00 AM	2	2	2	2	2	—
7:00–8:00 AM	2	2	2	2	1	2
8:00–9:00 AM	4	5	5	5	4	5
9:00–10:00 AM	7	10	10	9	8	8
10:00–11:00 AM	10	12	12	11	10	10
CLOSED	—	—	—	—	—	—
4:00–5:00 PM	—	12	—	11	—	—
5:00–6:00 PM	—	8	—	8	—	—
6:00–7:00 PM	—	5	—	5	—	—

Low: 1–4 Moderate: 5–8 Busy: 9–12

2. Nearby Business Hours and Typical Visit Pattern

Traffic-pattern labels describe the usual customer visit model for each business type; they are qualitative and are not measured parking-duration data.

Business	Type	Published hours	Typical visit pattern
Proposed studio: BIG DAY FITNESS	Personal training / fitness	Mon 5–11 AM; Tue 5–11 AM & 4–7 PM; Wed 5–11 AM; Thu 5–11 AM & 4–7 PM; Fri 5–11 AM; Sat 7–11 AM; Sun closed	Appointment-based
Hingham Institution for Savings	Bank	Mon–Thu 8:30 AM–4 PM; Fri 8:30 AM–5 PM; Sat 8:30 AM–1 PM; Sun closed	Primarily short visits / transactions
Zona Brothers	Barber shop	Mon closed; Tue–Fri 8 AM–8 PM; Sat 8 AM–6 PM; Sun closed	Appointment-based
Acquire Good	Retail / boutique	Mon–Sat 10 AM–5 PM; Sun 12–4 PM	Retail; short-to-moderate stay
J.McLaughlin	Clothing store	Mon–Sat 9:30 AM–5:30 PM; Sun 11 AM–4 PM	Retail; short-to-moderate stay
Hingham Greenery	Florist / retail	Mon–Fri 9 AM–5 PM; Sat 9 AM–3 PM; Sun closed	Often quick in-and-out; retail
Maggie's Dog House	Pet store	Mon–Fri 10 AM–6 PM; Sat 10 AM–5 PM; Sun 11 AM–5 PM	Often quick in-and-out; retail
Lindamood-Bell	Education / tutoring	Mon–Fri 8 AM–6 PM; Sat–Sun closed	Appointment-based
Cycle Town	Fitness / cycling studio	Mon–Thu 4:45 AM–8:30 PM; Fri 4:45 AM–7 PM; Sat 6 AM–1:30 PM; Sun 6 AM–12:30 PM	Scheduled classes
Bloomy Rind	Gourmet food / cheese shop	Mon closed; Tue–Sat 11:30 AM–5 PM; Sun closed	Quick in-and-out / high turnover
AZ Studio	Hair salon	Mon 10 AM–5 PM; Tue 9:30 AM–8 PM; Wed–Thu 9 AM–8 PM; Fri 9 AM–7 PM; Sat 9 AM–6 PM; Sun closed	Appointment-based
Tryst	Beauty / salon	Mon–Tue 9 AM–7 PM; Wed–Thu 9 AM–9 PM; Fri 9 AM–7 PM; Sat 8:30 AM–4 PM; Sun closed	Appointment-based
Brewed Awakenings	Coffee shop / café	Daily 5:30 AM–7 PM	Quick in-and-out / high turnover
Whitney Gordon's	Jewelry store	Tue–Wed 9 AM–5:30 PM; Mon & Thu–Sun closed	Retail; short-to-moderate stay

3. Board Review Notes

- **Early morning has the least overlap.** Between 5:00 and 8:00 AM, the studio overlaps with only Cycle Town and Brewed Awakenings on most weekdays; on Friday from 7:00–8:00 AM, only Brewed Awakenings remains open.
- **Later morning is the principal overlap period.** The count rises after 8:00 AM as the bank, tutoring business, shops, and salons open. The highest morning totals occur from 10:00–11:00 AM.
- **Tuesday and Thursday afternoon hours overlap with more businesses.** The 4:00–5:00 PM interval has 12 open neighbors on Tuesday and 11 on Thursday. The count declines through the evening as retail and service businesses close.
- **Open-business count is not the same as occupied parking.** A coffee shop, florist, pet store, or specialty food shop typically generates shorter, higher-turnover visits.
- **Studio demand is scheduled and therefore manageable.** Personal training is appointment-based. Big Day Fitness will know the expected client count in advance and can use scheduling practices to reduce arrival and departure surges.

Method and Limitations

The overlap count includes a neighboring business if its stated operating hours overlap any portion of the listed 60-minute interval. For example, an 8:30 AM opening is counted in the 8:00–9:00 AM interval. Closing exactly at the start of an interval is not counted. This approach intentionally identifies potential overlap conservatively.

Conclusion

The proposed schedule places a substantial share of studio activity in lower-overlap early-morning periods. Parking competition is potentially greater from 9:00–11:00 AM and during the first Tuesday/Thursday afternoon hour; however, pictures are attached to this proposal where numerous available parking spots are shown at the busiest times (9-10am). Several overlapping businesses are short-visit, higher-turnover uses, and our studio's appointment schedule allows demand to be anticipated and managed.