Report to/rapport au :

Transportation Committee
Comité des transports

and Council / et au Conseil

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Submitted by/Soumis par :

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SUBJECT: WESTBORO LOCAL AREA PARKING STUDY

OBJET : ÉTUDE SUR LE STATIONNEMENT LOCAL À WESTBORO

REPORT RECOMMENDATIONS

That Transportation Committee recommend that Council:

1. **Receive the Westboro Local Area Parking Study; and**
2. **Direct staff to review the feasibility and impacts of developing a city-wide policy to permit signage in the public right-of-way to privately owned off-street parking lots and structures, and report back to the Transportation Committee.**

RECOMMANDATIONS DU RAPPORT

Que le Comité des transports recommande le Conseil :

1. **Reçoive l'étude sur le stationnement local à Westboro; et**
2. **Demande au personnel d'étudier la faisabilité et l'incidence de l'élaboration d'une politique à l'échelle de la ville visant à autoriser la signalisation sur les emprises publiques des parcs privés de stationnement hors-rue en surface et à étages et d'en faire état au Comité des transports.**

BACKGROUND

The Municipal Parking Management Strategy, approved by Council on April 22, 2009 sets out clear objectives for the City's Parking Program:

1. Provide and maintain an appropriate supply of affordable, secure, accessible, convenient, and appealing public parking.
2. Provide and promote affordable short-term parking services, and fair and consistent enforcement services, that support local businesses, institutions, and tourism.
3. Promote, establish, and maintain programs and facilities that encourage the use of alternative modes of transportation including public transit, car/van pooling, taxis, auto sharing, cycling, and walking.
4. Support residential intensification and resolve parking problems within residential areas caused by significant traffic generators or conflicting uses of the roadway, including implementing on-street permit parking programs to relieve area residents and visitors from parking regulations directed at the non-resident.
5. Ensure the revenues generated by the Municipal Parking Program are sufficient to wholly recover all related operating and life-cycle maintenance expenditures; contribute to a reserve fund to finance future parking system development, operation, and promotion; and then assist in the funding of related initiatives to encourage the use of alternative modes of transportation.

Local area parking studies provide a comprehensive review of parking in an area. These objectives are then used to determine what, if any, adjustments are required to provide an appropriate supply of public parking.

The City of Ottawa initiated a Local Area Parking Study for the Westboro area based on one of the recommendations emerging from the Westboro/Richmond Road Transportation Management Implementation Plan (TMIP) that was presented to Transportation Committee and Council in February of 2011. Specifically, the TMIP Study stated:

> *"… further to the policies set out in the Municipal Parking Management Strategy and a background discussion paper on possible parking options in the core area of Westboro Village, it is recommended that the City undertake a Local Area Parking Study for the Westboro area to determine how to best provide and manage parking."*

DISCUSSION

The Delcan consulting group was retained to conduct the Local Area Parking Study for the Westboro area. All parking spaces in Westboro were inventoried, including on-street, public off-street, and private off-street spaces, and a field survey was conducted

to determine the utilization rate of available parking in the fall of 2011. Stakeholders were asked to identify issues and opportunities for consideration within the study.

The outcomes of the Westboro Local Area Parking Study are outlined below, and include the rationale for developing a city-wide policy to permit signage in the city-owned right of way near privately owned parking lots and structures as presented as part of the outcomes from the study.

Westboro Local Area Parking Study Outcomes

The City's Municipal Parking Management Strategy and industry best practices indicate that where 85 per cent of parking spaces in an area are occupied, parking is operating at 'practical capacity' and parking supply and demand is balanced. Where utilization rates are over 85 per cent for a sustained period of time and over a number of blocks, then measures to manage demand, should be considered. Measures to be considered include: adjusting on-street parking regulations (hours, duration); adjusting enforcement practices; adjusting pricing of parking; increasing the supply of parking; marketing and signing existing underused parking supply; encouraging walking, cycling, and transit; and using policy measures such as adjustments to parking provisions in the zoning by-law, or use of cash-in-lieu of parking or similar development tools.

A key concern from stakeholders has been an inadequate supply of short-term parking in Westboro. The study concludes that the parking supply in the study area was sufficient to meet demand at the time of data collection. While some block faces were operating over practical capacity, parking spaces were available within a reasonable distance (See Document 1, Figures 12 and 15). The study therefore does not recommend introducing paid parking at this time.

Notwithstanding the study results, many stakeholders, the consultant, and staff recognize that intensification of the Richmond Road corridor has increased demand for short-term parking since the study's data was collected in 2011. Development in the past ten years has generally been mixed-use in nature, with residential uses above, and commercial uses on the main floor. On-street parking is the most desirable form of parking for main floor commercial uses. Many sites along the Richmond Road corridor have been redeveloped, such as the Ketchum site and Westboro Station; some are under construction, including the condominiums just west of Island Park Drive; and more are in pre-construction phases, such as Minto's Upper West development.

Of particular concern to the community is the demand for visitor parking associated with condominiums and retirement/Long Term Care homes. Further, the introduction of the Farmer's Market on the Byron greenway west of Golden Avenue has put pressure on the existing parking supply in the area around the Lawn Bowling Club at Golden and Byron, and has increased parking activity on the adjacent streets. The study therefore recommends on-going monitoring to ensure an appropriate balance of parking supply and demand is maintained as the area changes.

Stakeholders identified further issues related to parking supply and demand: lack of parking that allows for stays greater than one hour; heavy use of on-street parking by

employees or long-term users; lack of accessible parking in the areas close to the Highland Lawn Bowling Club (Golden/Byron) and Churchill Seniors Group Centre (Churchill/Richmond); and the need to increase use of alternative travel modes (i.e., walking, cycling and transit). The study's recommendations with regard to these issues have been reviewed with stakeholders and are being undertaken by staff, as appropriate.

Stakeholders also felt there was inconsistency in the collection of Cash in Lieu of Parking funds, and that it was not appropriate for funds to be used outside of the area in which they are collected. This concern has been forwarded to the Planning and Growth Management Department who will be coming forward with a staff report reviewing the overall Cash-in-Lieu of Parking Program later in 2013.

Residents surrounding the Richmond Road corridor raised concerns about 'spill over' parking from commercial areas onto residential streets. Since the time of the study's data collection, a number of streets have had one-hour parking limits introduced and enforcement has been responding to calls. Some stakeholders were not aware that enforcement where there are no signed parking restrictions is generally undertaken on a complaint basis. Their initial concerns have been communicated to By-law Services, and they have been encouraged to call if they would like enforcement to respond.

The Highland Park Lawn Bowling Club raised concerns about the damage to its fence caused by angled parking used by customers of the adjacent commercial area. The angled parking has been replaced with parallel parking, and further improvements are being explored.

Signage for privately-owned, publicly-accessible parking

Stakeholders identified underuse of privately-owned, publicly-accessible off-street parking as an opportunity to help mitigate concerns over the availability of parking in Westboro. Two examples of underused lots help to illustrate the opportunity: the survey data demonstrated that when Richmond Road was at or over practical capacity, the underground spaces at Westboro Station and Vinci's surface lot on Picton Avenue were less than 50% occupied. The study therefore recommends that the City, in consultation with the BIA, undertake a review of the policy that limits signage to privately-owned, publicly-accessible off-street parking lots. Staff agrees with this recommendation with the clarification that any resulting policy be applicable city-wide.

Should Recommendation 2 be approved, staff will explore the development of a city-wide policy to permit signage in the public right-of-way to privately owned off-street parking lots and structures. Once a review is complete, staff will report back to the Transportation Committee with the resulting recommendations. It should be noted that this work would be limited to areas where off-street public parking is needed, and the private garage would likely be required to maintain basic standards in terms of maintenance, security, and pricing.

Paid Parking in Westboro

Areas outside of Westboro have questioned why paid parking has not yet been introduced in Westboro, and why it is not being recommended at this time.

Introducing paid parking is a major change for a local community that is not accustomed to it. Therefore, a greater degree of rigor is required when considering the introduction of paid parking to new areas, versus the adjustment of rates, or the extension of an existing paid-parking areas or hours.

Despite its implementation in other busy parts of the city and in almost all major cities across North America, it is a common belief that introducing paid parking will drive customers away. However, if paid parking were introduced in Westboro in the future, it would have a positive effect on many of the issues and opportunities raised in the study. For example, employees and longer-term users would be more likely to seek off-street parking solutions or change transportation modes. Near neighbours would be more likely to cycle and walk. Regular customers would be more likely to seek free parking located behind shops as they are familiar with the area. This redistribution of demand in turn would allow for the duration permitted along the Richmond Road corridor to be increased from one hour to two hours. Also, accessible parking permit holders would have more places to park. Pricing parking appropriately provides customers with a short-term parking space close to their destination and businesses with a busy street.

In general, all revenues collected from paid parking are reinvested in the Municipal Parking Management Program and are spent keeping the City's parking infrastructure clean, safe, and appealing, discouraging long-term parking, and encouraging alternative modes through measures such as providing bicycle parking.

Before paid parking is introduced in any new communities it should be demonstrated that the practical capacity of the existing supply is being consistently exceeded over time and geography. Further, the benefits of paid parking and the use of revenues need to be continually communicated to stakeholders.

RURAL IMPLICATIONS

The recommendations of this report will not affect rural residents, lands, services or businesses.

CONSULTATION

The following stakeholders were consulted, their feedback can be found in Document 2.

- Westboro Village BIA
- Churchill Seniors Centre
- Highland Park Lawn Bowling Club
- Hampton Iona Community Association
- Westboro Community Association

- McKellar Park Community Association

COMMENTS BY THE WARD COUNCILLOR(S)

The Councillor's office has reviewed the report and supports the recommendations.

LEGAL IMPLICATIONS

There are no legal impediments to implementing the recommendations in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management impediments to implementing the recommendations of this report.

FINANCIAL IMPLICATIONS

There are no direct financial implications resulting from this report. The review by staff on the development of a city-wide policy to permit signage in the public right-of-way to privately owned off-street parking lots and structures, if appropriate, will also address who will be responsible for installation and maintenance cost of such signage.

ACCESSIBILITY IMPACTS

Staff will ensure that any applicable accessibility standards are adhered to during the execution of the recommendations identified in this report. This will involve consulting with the appropriate staff within the City. A representative from the Accessibility Advisory Committee is a member of the Parking Stakeholder Consultation Group.

ENVIRONMENTAL IMPLICATIONS

Appropriately managed short-term parking promotes long-term sustainability and reduces our environmental footprint by maintaining and improving the quality of our air by ensuring people who are driving are not creating traffic congestion and contributing more to green-house gases by cruising for parking. Shared short-term public parking is also more land-efficient than scattered private use-specific parking facilities. Where paid parking is introduced, infrastructure is generally solar powered.

TECHNOLOGY IMPLICATIONS

There are no Technology Implications associated with this report.

TERM OF COUNCIL PRIORITIES

This report directly impacts the following 2011-2014 Term of Council Priorities:

Economic Prosperity: On-street municipally managed short-term parking is an asset to local businesses. The report indicates that this parking is being appropriately managed.

Transportation and Mobility: On-street municipally managed short-term parking meets the needs of residents who are driving, and is one transportation option within a balanced transportation system.

Environmental Stewardship: Appropriately managed short-term parking promotes long-term sustainability and reduces our environmental footprint by maintaining and improving the quality of our air by ensuring people who are driving are not creating traffic congestion and contributing more to green-house gases by cruising for parking. Shared short-term public parking is also more land-efficient than scattered private use-specific parking facilities. Where paid parking is introduced, infrastructure is generally solar powered.

Healthy and Caring Communities: Appropriately managed short-term parking helps all residents enjoy a high quality of life and contribute to community well-being through healthy, safe, secure, accessible and inclusive places. Specifically, appropriately managed short-term municipal parking ensures there is adequate on-street parking available to serve those with accessible permits who need to park close to their destination.

Service Excellence: Appropriately managed short-term parking improves client satisfaction with the delivery of municipal services to Ottawa residents by measurably increasing the culture of service excellence at the City, by improving the efficiency of City operations, and by creating positive client experiences. Specifically, the service the City is delivering is an open parking space within a reasonable walking distance of the client's destination. Prices are affordable as they are set at the lowest possible level while achieving 85% occupancy. Having a legal parking space available means that fewer clients take the risk of parking in an illegal parking space (loading zone; fire hydrant; too close to a laneway) and getting a ticket.

Governance, Planning and Decision-Making: This report is consistent with the Municipal Parking Management Strategy which requires consultation with local stakeholders as well as the Parking Stakeholder's Consultation Group. The involvement with stakeholders improves the level of trust in how the City is governed and managed. Further, the parking study process uses a sustainability lens to decision making, and create a governance model that compares well to best-in-class cities around the world.

Financial Responsibility: The Municipal Parking Management Strategy requires that the short-term paid parking program be financially self-sustaining. Sound long-term choices are ensured through the tabling of a ten year capital plan.

SUPPORTING DOCUMENTATION

Document 1 – Westboro Local Area Parking Study.

Document 2 – Stakeholder Feedback.

DISPOSITION

Staff will carry out the recommendations identified in this report, including monitoring parking in Westboro to ensure an appropriate balance of parking supply and demand is maintained as the area changes.