

Memo

To: Mayor Burton and Members of Council

From: Municipal Enforcement Services/Planning Services

Copy: Jane Clohecy, Chief Administrative Officer
Neil Garbe, Commissioner, Community Development Commission
Jim Barry, Director, Municipal Enforcement
Gabe Charles, Director, Planning Services
Phoebe Fu, Commissioner, Community Infrastructure
Jill Stephen, Director, Transportation and Engineering

Date: June 21, 2022

Subject: Parking Management Strategy Update

Background

In 2019, a project and study to develop a Parking Management Strategy was initiated. A consultant for the study was selected in early 2020 however the project was stopped due to unforeseen impacts of COVID-19. The project was restarted in 2021 and following a second public request for proposal process, R.J. Burnside & Associates (“Burnside”) was selected to undertake the study.

The purpose of the study is to create a strategy that will:

1. manage parking demands,
2. foster good urban design,
3. support economic development; and,
4. encourage alternative forms of transportation such as cycling, walking, and transit

This memo has been prepared to provide an update on the Parking Management Strategy with primary focus on residential areas in North Oakville and commercial parking areas in the BIA districts.

Comments

The Parking Management Strategy is a corporate project being undertaken across town commissions with expertise from Municipal Enforcement, Planning, Zoning, and

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Engineering. The primary areas of focus for the Parking Management Strategy are residential areas in North Oakville and commercial parking districts. The study will encompass the objectives of correlating parking utilization data, capturing public feedback on parking, planning and zoning policies.

Within the town, the automobile is the predominant mode of travel with 8.8 out of 10 trips made by the automobile. With anticipated population growth and trends showing an increase in the number of vehicles per household, these trends in automobile usage are not sustainable. As provided in the Community Energy Strategy, Council endorsed the climate emergency and energy plan with a goal to reduce automobile use and CO₂ emissions by 50 per cent by 2041. Furthermore, the Town's Urban Mobility Strategy recognizes that alternative modes of transportation must be prioritized.

While the automobile is still expected to be a component of the future transportation network, a shift to more sustainable modes of travel will help achieve a number of sustainability objectives. This includes encouraging active modes of transportation to and from residential areas and commercial districts to reduce the demand on existing parking supply.

In visioning for these future shifts in the transportation network and considering climate impacts, Council has established various decisions respecting the town's Urban Structure and Official Plan policies. Since 2017, Council has endorsed the Transportation Master Plan, the initiation of the Urban Mobility and Transportation Strategy, and the Community Energy Strategy supporting this move forward. This has set a strong foundation in establishing guiding principles to consider when balancing the demand for parking (both on and off street) and the need to reduce the number of automobile trips. The Parking Management Strategy will seek to continue to follow these guiding principles through the evaluation of current parking conditions and consider alternative approaches to reduce the need for parking in order to achieve the goals and direction set out by Council. Opportunities for how new parking spaces can be accommodated, where appropriate, will also be evaluated through the study.

The Parking Management Strategy will be developed in the context of this transportation transition and informed by the town's related, approved, and emerging policy, plans and strategies. The Parking Management Strategy must be coordinated with these other studies / initiatives, including the upcoming Transportation Master Plan update, and provide careful analysis of broader objectives with a balanced approach that will support the town's growth management strategy, public investments in the planned transportation network and services (for pedestrians, cyclists, transit users and drivers) and livability of the community in the longer term.

North Oakville Residential Areas

One of the primary goals of the Parking Management Strategy is to support good Urban

Design and contribute to creating a walkable and transit supportive urban environment by minimizing surface parking and encouraging higher density development. North Oakville has been planned and designed as a transit-first, pedestrian-oriented community. This Vision continues to be upheld by Council, and various implementation tools help advance the build-out of the community. It is recognized that there are challenges in North Oakville as the community matures. To that end, considerations will be given to developing strategies for the issuance of school and residential parking permits to manage existing parking pressures. In addition, the strategy will consider how best to enhance communications to new and existing residents relating to parking accommodation both on private property and on-street.

Main Street Commercial and Commercial within Mixed Use Areas

In developing a Parking Management Strategy for main street commercial areas, a review and evaluation of the existing municipal (public) commercial parking operations in Downtown Oakville and Kerr Village is needed. The study assesses current and forecast parking supply, demand, utilization and identifies opportunities to improve the programs. Parking time limits, accessible parking, electric vehicle parking and options to better utilize parking through programs such as dynamic pricing structures are being considered.

Along with reviewing the existing commercial parking programs in Downtown Oakville and Kerr Village, the study will evaluate the current paid parking pilot program in Bronte Village. This includes evaluation of parking supply, demand, utilization and public input. Findings and recommendations on the pilot program will be presented in the study and included in the Parking Management Strategy.

The strategy will also provide an initial parking plan for the Urban Core Areas and Neighbourhood Centre Areas in North Oakville that will assess parking standards, supply, and demand and provide a business plan for implementing municipal (public) commercial parking programs. The strategy will provide implementation and phasing plans, as well as identify potential locations for off-street public parking lots and on-street parking, keeping with the vision of the North Oakville East Secondary Plan.

Stakeholder input

In February, 2022 staff released surveys to ask for public input on parking and zoning, primarily focused on residential areas in North Oakville and commercial parking districts. These surveys were released on February 8, 2022 and were open for completion for two weeks. These surveys and a link to the parking study web page were communicated through the following methods:

- The town's eNewsletter
- Posted on our public engagement hub on oakville.ca

- Hero on the home page of oakville.ca
- Direct email to BIA's (survey for employees and for public)
- Hand delivered notices to business with BIA areas
- Sent to Residents Associations to share with their members
- Through the town's social media channels
- Attached to North Oakville parking permits
- Individual survey sent to schools located in North Oakville

Feedback received from these surveys has been discussed further at recent public meetings held on May 18 (Commercial District results) and May 19 (North Oakville results). The surveys for residents in North Oakville and for visitors to the commercial districts have been reopened to offer the public who had not already done so, an opportunity to participate. These surveys will be open until June 13 and links will be available online, through social media along with emails to the BIA's.

Next Steps

Planning and Municipal Enforcement Services continue to work with the Burnside team to review the study findings, data, and stakeholder input to date. Additional utilization surveys will be undertaken in the commercial districts later this year, to update the data in a period without COVID-19 related restrictions. Staff will also collaborate with Transportation and Engineering so that the data and findings from the Parking Management Strategy can be coordinated with, and considered in, the upcoming Transportation Master Plan update.

Findings, data, input, options, opportunities, and alternatives will be assessed, and a strategy will be developed to create a framework for parking planning and programs for the next five years.

The strategy will assist Planning and Municipal Enforcement Services, and other departments such as Transportation and Engineering and Oakville Transit, to implement recommendations. A report outlining the final recommendations and strategy document will be provided to Council in early 2023.