

## REPORT

### Council

**Meeting Date: July 9, 2024**

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**FROM:** Municipal Enforcement Services Department

**DATE:** June 25, 2024

**SUBJECT:** Bronte Village Commercial Parking Program

**LOCATION:** Bronte Village

**WARD:** Ward 1

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#### **RECOMMENDATION:**

1. That the commercial paid parking program in Bronte Village continue as a permanent ongoing program under the self-funded parking program managed by Municipal Enforcement Services.

#### **KEY FACTS:**

The following are key points for consideration with respect to this report:

- In 2019, Council directed staff to introduce a two-year pilot program for paid parking in Bronte
- In July 2019, payment equipment and parking information signage was installed along selected areas between Lakeshore Road West to Ontario Street and Bronte Road to Nelson Street
  - The pilot program launched with 145 on-street parking spaces and an additional 27 off-street parking spaces accommodated on municipal land within the parking lot at Bronte Village Mall.
  - Bronte Heritage Waterfront Park parking was not included in the paid parking program and includes 184 free parking spaces across two lots for Bronte Outer harbour boaters, park visitors, special events, and Lighthouse Banquet Facility visitors, tenants, and employees.
- The pilot was introduced to improve vehicle turnover in the commercial district, and therefore increase the availability of spaces for shoppers visiting the commercial area. Charging for parking in commercial shopping areas is a common way to promote turnover and manage parking supply.
- Fees collected from the paid parking program help finance future parking services and programs through the self-funded municipal parking program.

- Provincial regulations and Public Health guidance relating to COVID interrupted commercial parking programs in Bronte, Kerr and Downtown Oakville. Social distancing requirements and related business closures changed parking behaviour thereby limiting parking data collection through the period of 2020-2022.
- With the Bronte commercial parking program now recovering from the COVID-19 interruption, staff are recommending that it be made permanent.

**BACKGROUND:**

At its meeting of February 25, 2019, staff provided a report to Council providing details of a proposed commercial paid parking program in Bronte. Council passed the following resolution at the February 25, 2019, Council meeting:

- 1. That staff implement a two-year pilot commercial parking program in the Bronte Village, as outlined in the report from Municipal Enforcement Services dated January 16, 2019;*
- 2. That the cost of implementing the commercial parking program in the Bronte Village, as outlined in the report from Municipal Enforcement Services dated January 16, 2019, be funded from the Parking Reserve Fund;*
- 3. That the Town Solicitor be authorized to amend the existing license agreement with Bronte Village Mall property owners to allow for paid parking on the town owned lands; and,*
- 4. That staff report to Council in the fourth quarter of 2021 on the Bronte Village commercial parking pilot program outcomes and next steps.*

The year 2021 saw reduced and less than typical parking activity resulting from various COVID-19 restrictions, and as such, staff brought forward a report to continue with the pilot program and report back at a future date.

**COMMENT/OPTIONS:**

Staff is providing an update on the Bronte Paid Parking Program, which is currently operating as a pilot project, for Council's consideration, and is recommending that the program become permanent.

**Paid Parking Program Overview**

Controlling on-street parking in a commercial area through payment is a common way to promote turnover, manage demand and self-fund a parking program. Typically, a commercial parking operation within a business district evolves through

the introduction of paid parking (parking meters) at prime on-street parking spaces. The net revenues from on-street parking are then used to establish a long-term funding model to grow the parking program by increasing parking supply along with providing regular enforcement patrols.

The town's commercial paid parking strategy includes designated accessible on-street parking spaces, 20-minute "quick stops," short-stay transient customer parking, all-day parking, and monthly permit parking.

In Downtown Oakville and Kerr Village, the town manages commercial parking operations to provide parking for all activities in the area. The costs for commercial parking operations are fully funded from parking rates, fees, fines, and penalties and do not rely on property tax revenue to support the program. Parking revenue is used to enforce, manage, and maintain existing parking operations as well provide for future parking initiatives. Revenues collected through parking programs are invested back into the programs through such initiatives as technology upgrades, expansion of parking and modernization opportunities. With a permanent commercial parking program in Bronte, the revenue collected within the district will be reinvested into the parking program, similar to the town's other established commercial parking districts (Kerr Village and Downtown Oakville), with ongoing data collection and program measurement to assist with future planning of technology and parking infrastructure to support the community.

### **Bronte Paid Parking Pilot Program**

The parking pilot program in Bronte Village launched using a similar format (hours, rates, and fees) as existing municipal parking operations in Kerr Village, which operates paid parking from 9 a.m. to 6 p.m., Monday through Saturday. Like Kerr Village, the zoning regulations for commercial properties in Bronte Village require that the properties provide primary parking for their employees, customers, and visitors on their private property. With this being the case, a paid parking program is intended to provide supplemental parking to that provided by commercial (private) properties and be available to the public on a first come first serve basis.

Mimicking the existing Kerr Village program allowed the Bronte program to mature and be assessed through monitoring of utilization to determine effectiveness as well as provide determinants on such things as fee increases. Appendix A to this report shows the municipal parking operations in Bronte Village.

### **Program Details**

The pilot program launched in July 2019 with 145 on-street parking spaces and an additional 27 off-street parking spaces accommodated on municipal land within the parking lot at Bronte Village Mall. The off-street spaces were in place until the development of the property (133 Bronte Road and 2471 Lakeshore Road West) was completed. Upon development completion, the 27 off-street parking spaces

were removed, and a lay-by introduced which provided 9 municipal on-street parking spaces on the north side of Lakeshore Road West, west of Jones Street.

Paid parking in Bronte's commercial district is now controlled through time limits ranging from 20 minutes to 9 hours and includes EV charging stations.

Payment can be made via single-space meters, multi-space pay-by-plate machines, or electronically through the HONK mobile app. Monthly permits are available for purchase online at oakville.ca. Payment options, equipment types, and permit programs are consistent across all town paid parking programs.

### **Bronte Parking Utilization Survey**

An October 2022 utilization survey identified the peak parking utilization for Bronte Village's private off-street parking lots at 37%, for municipal off-street lot (Bronte Heritage Waterfront park) the peak was 12%, and for Bronte Village's on-street parking, the peak was 54%.

While the surveys showed overall availability of parking in Bronte Village, overutilization was observed on:

- Bronte Road - north of Marine Drive
- Lakeshore Road West – Bronte Road to Jones Street
- Sovereign St - Bronte Road to Jones Street
- East St – south of Marine Drive

On the other hand, underutilization of parking was observed on:

- Marine Drive
- Ontario Street
- Bronte Heritage Waterfront Park

The data provided showing overutilization in several areas of the Bronte Commercial district supports the continuation of the parking program in the area to support the commercial area by specifying time limits for parking allowing for shared access to the parking spaces in the defined area. The information gathered from the utilization survey has been used to assist with planning of parking programming and enforcement over the duration of the Bronte Paid Parking program. With a permanent paid parking program in place, these parking survey results will be retained for use against future parking surveys to determine trends in the use of parking in the Bronte paid parking area and will allow for improvements to parking infrastructure, to be funded through the Parking reserve fund.

### **Bronte Heritage Waterfront Park**

Bronte Heritage Waterfront Park provides parking spaces across two lots for Bronte Outer harbour boaters, park visitors, special events, and Lighthouse Banquet Facility visitors, tenants, and employees. These parking lots add 184 more spaces to the parking supply in Bronte but are not currently part of the paid parking program. These lots are currently maintained by the Parks Department.

### **Parking Supply Impacts**

Changes in Bronte are currently ongoing and include initiatives being undertaken through private development and by the town. Town initiatives to enhance the local community exist throughout the year. Other impacts such as multi-residential parking requests for street parking during construction are monitored through the town's Multi Vehicle Parking permit program. A full analysis of the parking program in Bronte remains ongoing given the various interruptions in the area.

### **Other Department Initiatives**

On-street parking spaces in commercial districts are used by town initiatives which support the community's needs. Seasonal programs like the Patio Program and bike corrals result in some parking stalls being removed during various times of the year.

### **Bronte Village Streetscape Study**

Initial work is underway to enhance the Bronte Village streetscape. The streetscape plans (design and layout) will include street trees and other landscape materials, special paving, lighting, street furniture, on-street parking, public art and wayfinding. This project was launched in April of 2024, Public engagement is ongoing, and the streetscape plan and implementation plan is planned to be completed in February 2025. Implementation of the streetscape plan may impact the number and location of on-street parking spaces in Bronte Village.

### **Property Redevelopment and Construction**

Several major redevelopment projects are underway in Bronte Village. These projects include both town and developer initiatives to provide more housing, commercial space and retail attractions.

It is standard practice to review developer-led projects through the site plan process which now includes a Construction Management Plan (CMP). The CMP reviews the requirements of the development with a priority on safety and community impact. Parking impacts are considered in these plans with a focus on areas for contractor parking and parking space reductions from lane and/or sidewalk closures required for the safety of the community. Municipal Enforcement Services (MES) monitors the parking impact from the developer projects, considering any additional impacts due to town initiatives in the area.

Appendix A shows the current parking area on Bronte Road currently impacted by a development project.

**Multi Residential Maintenance Projects**

The Bronte area contains several medium to high-density developments in and adjacent to the Bronte Village district. These buildings undergo regular maintenance on an annual basis, which restricts residents' access to their private parking facilities. The duration of these projects can range from one day to several months, depending on their scope.

The Town extends courtesy on-street parking permits to residents who temporarily lose access to their private parking. For multi residential properties, parking permits are issued under the Multi Vehicle Permit (MVP) program administered by MES staff. Each on-street parking accommodation request is reviewed, considering the available parking in the area and other permits issued during the same period. In instances where parking availability is limited and cannot fully accommodate the request, the project may need to be staged, alternative private arrangements made by the building property management, or the permit request may not be approved. Permits exceeding 15 days require a building permit to be issued for eligibility under this program.

**Private Parking Lots**

All commercial and mixed-use sites in Bronte Village are required to provide parking facilities for patrons of their commercial businesses under current municipal zoning regulations. These private parking spaces, not part of the Bronte Paid Parking program or the municipal public parking supply, are typically located within the site, either in an underground parking lot/garage or as a surface parking lot adjacent to the businesses, often visible from the street.

Visitors to Bronte Village frequently use these private parking lots to be closer to their destinations. In certain instances, property owners may manage their private parking by immediately towing unauthorized vehicles to ensure spaces remain available for their customers.

As towing from private property remains a concern at specific locations in Oakville, staff will continue to educate the public about towing from private property through social media channels. Closer to special events, staff may also deploy community mobile signs to inform residents and visitors of appropriate parking options.

**Bronte Paid Parking Program 2024 and Future**

If the Bronte Paid Parking program made permanent through Council's approval of the recommendations contained in this report, program planning and expansion will proceed in a manner consistent with other established commercial paid parking districts. Funding for all projects will be sourced from the Parking reserve fund, which is sustained by revenue generated through paid parking programs, including rates, fees, and penalties generated in Bronte Village and will allow for the

continuation of current and future parking programming initiatives in the Bronte commercial district.

### **Bronte Projects**

#### **Current Initiatives**

MES has included several projects specifically related to Bronte Village parking initiatives on the 2024 workplan which are either currently underway or yet to be initiated, as follows:

- Bronte Technology Pilot Project
- Future parking lot at existing Jones/Ontario Street property
- Expansion of paid parking program
- Investigation of accessing private parking areas for general public use

These current initiatives will allow for the continuation of the commercial parking program in Bronte through expansion and planning initiatives as the program is established.

#### **Long term planning**

Several parking initiatives specific to Bronte Village having been identified for future consideration, pending budget approval. With an approved commercial parking program, new projects and initiatives in the Bronte commercial district will be funded through capital funding from the Parking reserve fund. These initiatives will allow for data collection and program review to provide further understanding and evaluation of the commercial parking program in Bronte. Staff will continue to review potential land purchases to assist in parking supply. Projects such as the development of a Cash in Lieu Parking Procedure and Bronte Supply Strategy will provide the tools required to move forward to future supply and programming funding provisions which will assist with opportunities for purchase of land in the area for parking.

#### **Conclusion**

Since its introduction as a pilot in 2019, the Bronte Paid Parking program has effectively managed parking supply and programming in Bronte Village on a cost recovery basis. Like the approach in Kerr Village and Downtown Oakville, the implementation of time limits with payment promotes turnover of prime parking and establishes a uniform parking management strategy in this commercial district.

Staff recommend that the paid public parking program become permanent in Bronte Village as the program:

- manages the public parking spaces on a cost recovery basis
- promotes turnover of prime parking spaces
- introduces parking revenues to start building a broader parking program in the area

- is generally accepted as evidenced from the general compliance of payments and time limits

If the paid parking program in Bronte is approved to continue as a permanent program, staff are recommending a review of areas identified for expansion of the paid parking program. The review is expected to be completed by Q4 at which time staff will report back to Council on the review findings.

Through the approval by Council of a formalized permanent paid parking program in Bronte, the ongoing collection of parking rates, fees, and penalties from the commercial paid parking program in Bronte will contribute to the Parking reserve fund. This reserve fund will be used to reinvest in future paid parking programming and infrastructure.

Utilization surveys in the commercial areas are undertaken on a regular basis and, with the formalized paid parking program in Bronte Village, regular utilization surveys will be extended to the Bronte Village area. These surveys are conducted to provide data to identify utilization in the area showing demand for parking in the various locations. This data is used for future parking programming needs in the commercial parking areas. Overall monitoring of parking in Bronte will provide information on program outcomes for consideration of the future direction of the ongoing paid parking program.

#### **CONSIDERATIONS:**

##### **(A) PUBLIC**

The Bronte BIA and the Bronte Village Residents Association have been made aware of this report and have been invited to attend this Council Meeting.

##### **(B) FINANCIAL**

Revenues generated through parking rates, fees, fines and penalties, supports the town's parking operation, which is self-funded and does not rely on the tax levy to cover annual operating and capital expenses.

Annual costs of \$22,000 related to equipment operations and maintenance are funded from parking rates, fees and penalties collected from the Bronte Village paid parking program.

Future projects identified in this report will be requested through the annual budget process and funded through the Parking reserve fund.

##### **(C) IMPACT ON OTHER DEPARTMENTS & USERS**



Transportation and Engineering, Planning and Economic Development Departments have been consulted over the development of this report.

**(D) COUNCIL STRATEGIC PRIORITIES**

This report addresses Council's strategic priority/priorities: Growth Management, Community Belonging, Environmental Sustainability and Accountable Government.

**(E) CLIMATE CHANGE/ACTION**

Municipal public parking within our commercial districts provides a means to better manage and control the prime on-street parking for customers in Bronte Village and includes 4 specialized parking spaces dedicated to electric vehicle charging stations.

**APPENDICES: APPENDIX A - BRONTE COMMERCIAL DISTRICT PAID PARKING**

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