

Bronte Commercial Parking Program

Council Meeting
July 9, 2024

Bronte Commercial Parking Program

In 2019, Council approved a two-year pilot program for paid parking in Bronte.

The Bronte Paid Parking Program was introduced to control on-street parking in a commercial area to:

- promote turnover
- manage demand
- Create a self-funded parking program to reinvest in future parking initiatives/programming in Bronte

Program Overview

The pilot program launched in July 2019 included:

- 145 on-street parking spaces
- An additional 27 off-street parking spaces located in the parking lot at Bronte Village Mall on municipal land
- Designated accessible on-street parking spaces
- 20-minute "quick stop" parking for short-term visitors
- All-day parking options
- Monthly permit parking
- EV charging stations



Bronte Parking Utilization

A utilization survey conducted in October 2022 identified peak utilization for Bronte as follows:

Location	Peak utilization
On-street	54%
Municipal off-street parking (Parks)	12%
Off-street private parking lots	37%

Overutilization was observed on the following Streets:

- 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

Program Interruption/Supply Impacts

Since 2019, the Bronte Commercial Pilot program has been faced with several disruptions/supply impacts such as:

- COVID interrupted commercial parking programs in Bronte, Kerr and Downtown Oakville 2020-2022
- Property redevelopment and Construction (2024 ongoing)
- Multi Residential Maintenance projects (ongoing)
- Patio/Bike Corral program (seasonal)
- Bronte Village Streetscape (2024-2025)



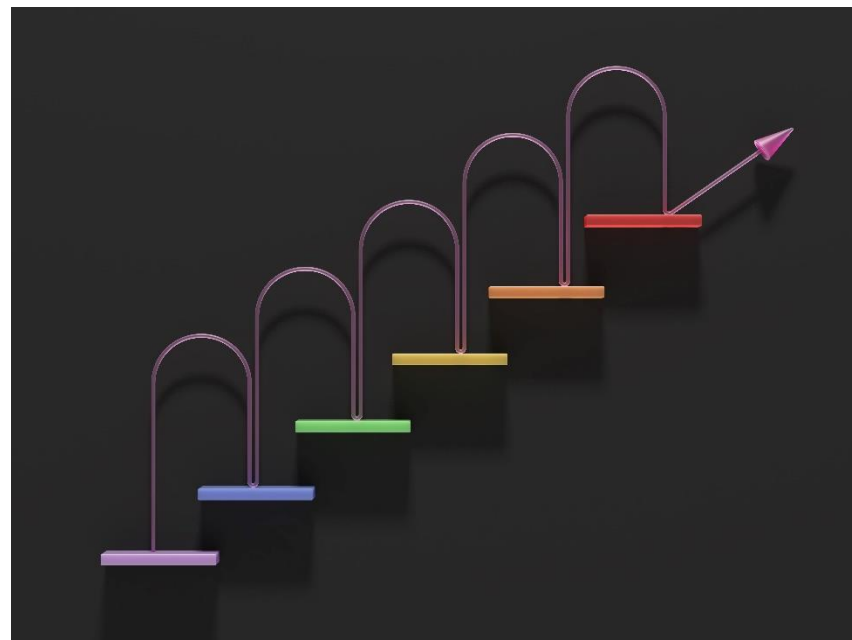
Program Next Steps

2024 Workplan

- 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 public use

Long Term Planning

- New projects and initiatives in the Bronte commercial district will be funded through capital funding from the Parking reserve fund
- New projects will be considered through the annual budget process
- Initiatives will allow for data collection and program review to provide further understanding and evaluation of the commercial parking program in Bronte



Recommendation

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

Questions?