

BUDGET COMMITTEE REQUEST:

Staff provide an update on existing parking study for Bronte Commercial Area.

RECOMMENDATIONS:

That the information be received.

KEY FACTS:

- The Town operates commercial parking programs to support commercial use
- The Bronte Village parking program includes managing parking of:
 - Over 170 metered/paid on-street parking stalls
- Parking utilization is a measure of the number of parking spaces occupied as a percentage of the total number of parking spaces.
- Parking utilization data provides information on how parking programs and regulations are operating and can identify locations where changes should be considered.
- Parking utilization data was gathered in November 2022 through a consultant, R.J. Burnside and Associates, for the Bronte Village commercial parking area.
- Parking data collected in November 2022 indicates that there is adequate parking supply available on average, however high utilization during mid-day throughout the week in select areas, and on weekends in select areas such as Bronte Road and Lakeshore Road West.
- A Streetscape Study is currently in progress that will inform on-street parking supply throughout Bronte Village.
- Several projects are currently underway, planned for 2025 (budget pending) or scheduled for future years. Projects include a Bronte Private Commercial Parking Access Review; proposed parking lot at the current Jones Street Parkette; future Bronte Parking Supply Study to review current parking needs against future demand, and wayfinding review.

COMMENTS/OPTIONS:

The town oversees a commercial parking program within the Bronte Village BIA district with over 170 paid parking spaces and acts as supplemental parking to private parking for visitors and employees in the area. Private parking is also available at commercial properties within Bronte Village as they are required to provide private parking in accordance with Zoning By-law 2014-014.

As part of the town commercial parking program, daily and monthly parking is offered on along Ontario Street while other on-street parking areas within the commercial area offers a two-hour maximum time limit.

The Town conducted a parking utilization survey in 2022; and the town's consultant used this data along with typical parking counts to capture the overall utilization data for Bronte Village, and the result is noted below.

Bronte Commercial Parking Utilization Data – November 2022

Bronte Village	
	Peak Parking Occupancy Rate
On-Street Parking	54%

*Data from November 2022 Parking Survey (R.J. Burnside and Associates) undertaken between 9am to 8pm, Tuesday, Wednesday and Friday/Saturday for weekends.

Data considerations

Parking utilization data can numerically identify locations where parking is observed to be reaching practical capacities. The practical capacity is generally found to be 85% utilization, above which drivers may be challenged to find an available parking space in the desired area. When utilization reaches this level, options to manage the parking demand should be considered, including varying rates, times, and durations to redistribute parking to underutilized areas, increasing enforcement to promote compliance and/or finding opportunities for more commercial parking spaces to increase parking supply.

2022 Utilization Survey and Recommendations

In Bronte Village, the on-street parking utilization averages 54% utilization which is below the practical capacity threshold of 85%. High utilization (greater than 85%) was found mid-day throughout the week in select areas within the commercial district, while the highest utilization (reaching over 100% capacity) was observed on weekends in select areas such as Bronte Road and Lakeshore Road West. It was also observed that there are higher demand areas such as along Lakeshore Road, while there are areas that had low utilization such as along Marine Drive.

With all on-street parking permitted with a two-hour parking limit, the average parking duration for on-street parking is well within the maximum time limit of 2 hours throughout Bronte Village. Parking along Ontario Street allows for a 9-hour parking limit to accommodate longer term parking needs of visitors and employees. Monthly daytime permit parking is also available along Ontario Street to assist with longer-term employee parking needs.

Given the utilization is well within the practical capacity of 85% utilization on average, the overall parking supply has been found to be adequate to support the demand in Bronte Village.

Opportunities

To enhance the driver's experience related to where to park, how many parking spaces are available, information regarding parking by-laws and to help users navigate the built environment once they exit their vehicles, the study recommended update to the design

for public spaces with enhanced infrastructure to support the introduction of sensor technology, and better wayfinding.

Staff will review other municipal parking studies such as the City of Burlington Downtown Parking Plan, to determine if any elements can inform future Oakville studies.

Recent and Upcoming Projects/Actions

Completed

- Commercial parking program transition to digital permits providing customers the option to manage payment options online through self-serve options.
- Bronte Commercial Parking program transition from pilot to permanent allowing for management of parking supply through paid parking in Bronte Village.

Underway (budget approved)

- Budget approved in 2024 for redeveloping Jones Street parkette to a municipal parking lot adding spaces to the commercial parking supply.
- Proposed expansion of paid parking program including but not limited to Sovereign Street and Marine Drive which will review options to add parking spaces to the existing commercial parking program.
- Bronte Private Commercial Parking Access Review which seeks to inventory available private commercial parking supply, determine its accessibility to public usage, and identify opportunities for it to be part of the public parking supply.
- A Streetscape Study is currently underway which will also inform on-street parking considerations throughout Bronte Village. This study will review on-street parking options and consider parking demand, current issues and potential infrastructure needs associated with the commercial parking program.
- A Bronte License Plate Recognition Pilot Project which allows for a trial of License Plate Recognition (LPR) cameras to assess utilization, dwell time, and analysis of other essential data points, using smart city principles for parking management, payment systems, and enforcement. Information collected will support data driven decisions to improve parking efficiency and maximize parking access.

2025 Projects (pending budget approval)

General Commercial Parking Program Improvements:

- Parking Modernization Technology Plan: to develop a technology plan based on current and emerging technologies. This will act as a roadmap for the implementation and installation of sensors and/or cameras and expand payment apps, to increase efficiency and enhance the customer experience.
- Upgrade to pay-by-plate parking equipment to Tap credit card payment technology in commercial districts.

2026 and Future Initiatives

- Bronte Parking Wayfinding Review: to inventory current wayfinding signage and opportunities for additional wayfinding to help find parking areas in Bronte Village.
- Additional deployment of pay-by-plate multi space payment machines to replace single space meters on-street in Bronte Village commercial parking district.
- Implementation of recommendations from the Parking Modernization Technology Plan, contingent upon budget approval(s).
- Bronte Parking Supply Study: Due to changes in Bronte based on development and various initiatives to improve multi-modal transportation and community programming (bike lanes, patio program, bike corrals) it is recommended to initiate a review of future parking supply in Bronte. This study will review existing parking supply and demand, forecast future parking needs, and explore additional parking opportunities with private commercial parking lots to support growth and land use in the Bronte area. The study is expected to begin in 2027, allowing time for the completion of the streetscape study and the implementation of new technology. A future budget request of approximately \$250,000 is anticipated with project initiation contingent upon budget approval.
- Development of a communication program providing education on parking options, programs and regulations.