

REPORT

Council

Meeting Date: August 11, 2025

FROM: Municipal Enforcement Services Department

DATE: July 29, 2025

SUBJECT: Bronte Paid Parking Expansion

LOCATION: Bronte Village

WARD: Ward 1

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RECOMMENDATION:

1. That the commercial paid parking program in Bronte Village be expanded to include Sovereign Street between Bronte Road and Jones Street and Marine Drive between Jones Street and Nelson Street, under the self-funded parking program managed by Municipal Enforcement Services; and,
2. That By-law 2025-131, a by-law to amend By-law 1965-10, being a by-law providing for the use of parking meters, parking pay stations and mobile parking applications, attached as Appendix A to the report from Municipal Enforcement Services dated July 29, 2025, be passed to provide new paid parking locations as identified in Schedule A to come into effect on August 11, 2025; and,
3. That the rates and fees schedule for the Parking Enforcement Program be updated as set out in Appendix B to the report from Municipal Enforcement Services dated July 29, 2025.

KEY FACTS:

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

- In 2019, Council directed staff to introduce a pilot program for paid parking in Bronte
- At the Council meeting held July 9, 2024, paid parking in Bronte Village was approved as a permanent ongoing program under the self-funded parking program managed by Municipal Enforcement Services

- Offering and enforcing paid parking options helps to ensure spaces are available for customers, residents and visitors to the 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
- Parking supply is limited in Bronte Village and, as such, has been reviewed for opportunities to expand the paid parking program to assist with the management of the on-street parking supply
- Areas identified as expansion areas in Bronte Village include Sovereign Street (from Bronte Road to Jones Street) and Marine Drive (from Jones Street to Nelson Street) to be implemented in Fall 2025
- A public open house was held on June 25th at Walton Memorial where members of the community were invited to view the parking expansion area
- Opportunities for future expansion of the program exist and will be monitored through future utilization studies for supply management

BACKGROUND:

Mobility is the seamless integration of multiple modes—transit, cycling, walking, ride share, and driving—and the spaces and policies that enable them.

Parking is a complex issue that involves short-, medium- and long-term planning and ongoing management. It requires careful consideration of design standards, future growth, community needs, and operational practices. Staff work collectively to ensure that parking supports broader goals including accessibility, economic development, and sustainability. From time to time, Council will be asked to consider and approve matters relating to either the planning, management or operations of parking. These decisions help ensure that parking continues to meet the needs of residents, businesses, and visitors effectively.

By aligning parking planning and management with the Transportation Master Plan, all aspects of mobility—transit, cycling, walking, ride share, and driving—work together to create a seamless, accessible, and sustainable transportation system. This report relates to the management and operations of parking as it expands parking areas within Bronte Village.

At a Council meeting on July 7, 2024, Council approved the commercial paid parking program continue as a permanent ongoing program under the self-funded parking program managed by Municipal Enforcement Services. At that time, staff committed to review the Bronte Village paid parking area for opportunities for to expand the program, providing additional supply.

Staff is providing an update on the Bronte Paid Parking Program, for Council's consideration, and is recommending that the program be expanded to allow for additional parking supply and better management of the program

COMMENT/OPTIONS:**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. Net revenues from on-street parking are used to support a long-term funding model aimed at expanding the parking program. This includes increasing parking supply and ensuring regular enforcement patrols.

In Downtown Oakville, Kerr Village and Bronte 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 funding future parking initiatives such as the Jones Street parking lot redevelopment.

Bronte Paid Parking Program

Municipal parking operations in Bronte Village operates from 9 a.m. to 6 p.m., Monday through Saturday. The paid parking program in Bronte was introduced in 2019 to be closely aligned to the parking program in Kerr Village, adopting a similar structure for hours of operation, rates, and fees.

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. The paid parking program provides supplemental parking to that provided by commercial (private) properties and is available to the public on a first come first serve basis.

To meet the parking needs of various customers and users, 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 line with this strategy, the pilot program in Bronte Village was introduced with the following parking options:

- Designated accessible on-street parking spaces
- 20-minute "quick stops"
- 2-hour transient customer parking
- 9-hour (all day) parking

- Monthly daytime permit parking
- Commercial loading zone

The current program operates 151 paid parking spaces. The areas immediately adjacent to the paid parking area in Bronte Village offers parking with a limit of two (2) hours. The parking supply is broken down as follows:

Bronte Village Parking Inventory-Current				
Street	Total Paid Parking Supply	2-Hr Parking	Accessible Parking	EV Charging Spaces
Sovereign Street		24		
Lakeshore Road West	16			
Marine Drive	20	54		
Ontario Street	28		1	2
Bronte Road	52		1	2
Jones Street	25			
Nelson Street	10	6		
East Street		10		
Total	151	94	2	247

Paid Parking Expansion Area

The municipal paid parking supply in Bronte Village is limited to on-street parking. There are several factors that may necessitate the removal of parking spaces such as seasonal patios, bike corrals as well as spaces blocked for public safety surrounding development sites.

Understanding the pressures put on the parking supply, in combination with the utilization, is important to consider when discussing expanding the paid parking program. The areas identified for expansion being Sovereign Street (Bronte Road to Jones Street) and Marine Drive (Jones Street to Nelson Street) have higher averages of utilization and offer options to shift parking from other high utilization areas to better manage parking turnover and availability of supply.

The areas identified along Sovereign Street and Marine Drive would provide additional parking and shift parking from main streets to peripheral streets as follows:

Bronte Village Parking Inventory-NEW			
Street	Paid Parking	From	To
Sovereign Street	24	Bronte Road	Jones Street

Marine Drive	34	Jones Street	Nelson Street
Total	58		

The permitted parking duration in these new paid parking areas will exceed the standard two (2) hour limit found in most locations within the municipal parking district. On Sovereign Street, which is adjacent to the business corridor, parking will be provided for up to nine (9) hours and Marine Drive will allow for up to five (5) hours parking. These extended time limits are intended to provide more flexible parking options for both employees and visitors, particularly outside of the main street areas.

Bronte Parking Utilization Survey

From parking surveys undertaken in October 2022, some key areas were identified as areas to expand the paid parking program in Bronte.

The immediate goal for parking in Bronte Village is to redistribute the demand away from the higher utilization areas of the main streets, such as Lakeshore Road West and Bronte Road, to other areas that can support the demand. Additionally, the new paid parking areas will allow for extended parking time limits which will support longer term visits to the local businesses and residents. Many residents in the area are supported by private parking options, however, the longer parking time options will provide supplemental parking for their temporary needs.

Payment options

Parking in Bronte's commercial paid parking district is controlled with time limits ranging from 20 minutes to 9 hours. The new paid parking areas on Sovereign Street and Marine Drive will be introduced with options to pay by phone through HONK mobile app (including Text to Pay option) or by pay-by-plate machine.

Additional Town Parking

Bronte Heritage Waterfront Park

Bronte Heritage Waterfront Park provides parking spaces across two lots for Bronte Outer Harbour boaters, park visitors, special events, and the Lighthouse Banquet & Conference Centre. These parking lots add 184 more spaces to the overall parking supply in Bronte; however, are not part of the paid parking program. These lots are currently maintained by the Parks Department.

Parking Supply Impacts

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

The Bronte Village Streetscape Study was initiated in early 2024 and is scheduled to be presented to P & D Council in September 2025. The objective of the study is to create a streetscape plan for Bronte Villages transportation and public realm that could be used to assist in the implementation of the town capital initiative, as well as guide requirements for any development within the study area. The streetscape plan will identify and detail actions and installations that can enhance the public realm within the project area prior to undertaking streetscape reconstruction. Plans will include street trees and other landscape materials, special paving, lighting, street furniture, on-street parking, bike paths, public art and wayfinding. Implementation of the streetscape plan may change the number and location of existing 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.

Parking Program Enforcement and Maintenance**Enforcement**

Mobile Compliance Officers (MCOs) in MES are responsible for patrolling and enforcing the town's parking regulations. The officers are assigned to either commercial district enforcement or town wide enforcement. MCO patrols in commercial parking districts are funded through parking rates, fees and penalties from those areas.

Enforcement of paid parking allows for immediate action in cases of non-compliance. Consistent enforcement reinforces the regulations in place and encourages drivers to park within designated limits and pay the required fees, supporting turnover, and effective parking management.

In contrast, enforcement in adjacent areas with two (2) hour time-limited parking requires officers to attend the location, identify parked vehicles, and return after two hours to confirm whether the vehicles have moved. This process is time-consuming and often inefficient, as officers may not be able to return at the appropriate time due to other operational demands, reducing the likelihood of issuing penalties.

Expanding paid parking into these areas would streamline enforcement efforts, allowing for more efficient use of staff resources and improving the overall management of parking availability.

Equipment and Maintenance

The on-street equipment and infrastructure required to support the Bronte paid parking program is funded from the Parking Reserve. The original budget approval to introduce paid parking in Bronte Village was funded under a capital project the cost to implement being approximately \$75,000 due to favourable variances from the equipment purchases and installations. In July 2025, existing pay by plate machines in all commercial paid parking districts were replaced with new equipment allowing for tap credit card payment and digital screens making payment at the machines quicker and easier.

The cost to expand the paid parking program to the areas defined on Sovereign Street and Marine Drive will cost approximately \$33,000 including signage and equipment, with funds already existing in approved capital projects.

Maintenance and collections are performed by MES staff who oversee all commercial paid parking areas. Staffing requirements for collections and maintenance activities will continue to be monitored as commercial programming continues to grow in Bronte Village alongside Kerr Village and Downtown Oakville.

Future Bronte Paid Parking Expansion Areas

Future areas have been identified as possible expansion areas. These areas were highlighted in the public open house held on June 25, 2025, at Walton Memorial Church.

These areas identified for future expansion of the Bronte paid parking program include:

- Marine Drive (Nelson Street to East Street)
- Nelson Street (Marine Drive to Ontario Street)
- East Street (Lakeshore Road West to Ontario Street)

These areas will continue to offer two (2) hour limited parking. Over time it is expected that these areas will see higher utilization as development in the area is completed, bringing more visitors and residents into the community. Regular utilization surveys will be undertaken in future years which will monitor the demand for parking in this area and provide recommendations to transition to paid parking, when required.

Conclusion

The Town is moving forward with the planned expansion of its municipal parking program to better accommodate current and future community needs. This initiative is part of a broader strategy to enhance accessibility and support local economic growth through improved parking infrastructure by offering longer time durations and alternatives to the busy main streets.

As part of the planning process, a public consultation was conducted to engage local residents and businesses. The consultation provided an opportunity for stakeholders to review the proposed expansion and offer feedback. The responses received were largely supportive, with many participants highlighting the need for additional parking capacity and expressing approval for the direction of the program. Informed by this community input, municipal staff are preparing to implement the expanded parking program in Fall 2025. The rollout will include the installation of new signage and equipment to support the updated infrastructure and ensure a smooth transition for users.

Paid parking program in Bronte, the ongoing collection of parking rates, fees, and penalties from the commercial paid parking program in Bronte contributes to the Parking Capital Reserve. This reserve will be used to reinvest in future paid parking programming and infrastructure in Bronte Village.

CONSIDERATIONS:**(A) PUBLIC**

Public were engaged at an open house at Walton Memorial Church in Bronte on June 25, 2025. Several stakeholders were notified of the open house.

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.

The cost to install parking payment equipment and signage is approximately \$33,000. There is no requirement for additional funding given current capital funding is available to support the purchase of new pay by plate machines and signage.

(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 aligns with Council's strategic priority of fostering Community Belonging by improving parking availability for both residents and visitors. These enhancements are intended to facilitate greater access to local businesses, thereby contributing to the vitality of the local economy.

(E) CLIMATE CHANGE/ACTION

N/A

APPENDICES:

Appendix A: By-law 2025-131- Amend Paid Parking Zone By-law 1965-10

Appendix B: Rates and Fees Schedule

Appendix C: Bronte Commercial District Paid Parking Map

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