

**2. KITCHISSIPPI PARKING STRATEGY  
STRATÉGIE DE STATIONNEMENT DE KITCHISSIPPI**

**COMMITTEE RECOMMENDATION AS AMENDED**

**That Council direct staff to review the oversight of the Municipal Parking Management Strategy as part of the End of Term Governance Review for the next term of Council.**

**RECOMMANDATION DU COMITÉ, TELLE QUE MODIFIÉ**

**Que le Conseil demande au personnel de se pencher sur l'omission de la Stratégie municipale de gestion du stationnement dans le cadre de l'Examen de la gouvernance de fin de mandat en vue du prochain mandat du Conseil.**

**DOCUMENTATION / DOCUMENTATION**

1. Director, Roads Services' report, dated 29 March 2017 (ACS2017-PWE-GEN-0011)  
  
Rapport du Directeur, Services routiers, daté le 29 mars 2017 (ACS2017-PWE-GEN-0011)
2. Extract of draft Minutes, Transportation Committee, 5 April 2017.  
  
Extrait de l'ébauche du procès-verbal, Comité des transports, le 5 avril 2017

**Report to**  
**Rapport au:**

**Transportation Committee**  
**Comité des transports**  
**5 April 2017 / 5 avril 2017**  
**Submitted on March 29, 2017**  
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**Submitted by**  
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**Ward: KITCHISSIPPI (15)**

**File Number: ACS2017-PWE-GEN-0011**

**SUBJECT: Kitchissippi Parking Strategy**

**OBJET: Stratégie de stationnement de Kitchissippi**

#### **REPORT RECOMMENDATIONS**

**That the Transportation Committee receive the Kitchissippi Parking Strategy.**

#### **RECOMMANDATIONS DU RAPPORT**

**Que le Comité des transports reçoive la Stratégie de stationnement de Kitchissippi.**

## EXECUTIVE SUMMARY

### Assumption and Analysis

Staff have completed a Local Area Parking Study (LAPS) for Wellington West and a LAPS Update for Westboro, which is a follow-up to a previous study which was completed in 2013. The Kitchissippi Parking Strategy encompasses the results of these studies and represents a coordinated approach to identifying parking issues and solutions across the entire area.

The methodology for both studies was consistent with the Council-approved [Municipal Parking Management Strategy \(MPMS\)](#), and similar to Local Area Parking Studies that have been conducted in other areas. This process is dependent on both data collection and consultation.

By way of a thorough data collection process, multiple points of data were collected which helped to comprehensively illustrate things such as parking demand, turnover rates and enforcement practices in the study area. In addition, intercept surveys provide insight into the behaviours and perspectives of those visiting the area. Issues were identified both through consultation with stakeholders and assessment of the data.

Both areas have experienced similar patterns of growth and development and the availability of parking has become a concern for both businesses and visitors alike. The data compiled through these studies substantiates the fact that there are significant parts of each area that experience a limited supply of public parking at certain times.

A number of area-specific recommendations were developed for both Westboro and Wellington West, designed to address that and other issues that were identified. For Westboro, recommendations include implementing new on-street parking spaces in identified locations, working with the BIA to create parking through the adjustment of Loading Zones, installing new wayfinding signage, and adjusting the time limits along Richmond Road.

For Wellington West, recommendations include establishing consistent time limits along the main street, working with the BIA to create parking through the adjustment of Loading Zones, adjusting the hours and rates associated with the on-street paid parking in the vicinity of Holland Cross and other adjustments to parking regulations.

A complete list of recommendations can be found in the report.

Based on the information that has been collected through these studies, paid parking along the main street (Richmond Road / Wellington Street West / Somerset Street West) is warranted according to the criteria established in the MPMS and its Rate Setting Guidelines, and would align with industry best practices. It would also establish consistency with other commercial areas of the city.

However, contained within the Rate Setting Guidelines and the Delegation of Authority By-law, there are corresponding conditions that must be satisfied prior to the adjustment of any on-street parking rates. The Delegation of Authority By-law (2016-369) states that,

“The General Manager, Public Works and Environmental Services, is delegated the authority to vary the on-street parking rates and hours of parking by location to reflect parking demand and utilization provided that the variation of rates is within the range approved by Council as part of the annual operating budget and the local Ward Councillor, Business Improvement Area, and Community Association concur with the variation.”

In Westboro and Wellington West, there is only partial support for paid parking among the identified stakeholders. While the Westboro Village BIA and the Hampton Iona Community Association have expressed this concurrence, others that would be directly impacted have not, including the Wellington West BIA, Westboro Community Association and Wellington Village Community Association and the Hintonburg Community Association. Therefore, staff do not have the ability to implement paid parking and it is not included as a recommendation of the Kitchissippi Parking Strategy.

### **Financial Implications**

Any impacts resulting from changes to existing paid parking rates or the potential introduction of paid parking on a smaller scale (i.e. on Danforth Avenue) would be accounted for within the Municipal Parking Management Program, as directed by the Municipal Parking Management Strategy.

There are no financial implications resulting from any of the other recommendations contained in this report.

## **Public Consultation/Input**

Consultation is a key component of the Local Area Parking Study process and there were a number of actions undertaken, including:

- Two Public Open House meetings;
- Regular consultation with the Westboro Village BIA and Wellington West BIA, including periodic meetings with representatives of each BIA to provide updates and receive feedback, attending formal BIA member meetings to present findings, and meetings with both BIA boards;
- All community associations within both study areas were contacted and invited to both open houses. There were other more focused meetings with representatives from the community associations to share details of the study and solicit feedback;
- Intercept surveys carried out at different locations in each study area (1,426 in total) to gather information on parking behaviours and perceptions as well as parking-related issues;
- The Parking Stakeholder Consultation Group has been briefed on the status throughout this study, including a presentation on the outcomes at a meeting in March 2017; and,
- Internal staff groups (notably Parking Enforcement and Traffic Services) have been engaged and will continue to be consulted through the finalization and implementation of the recommendations.

The feedback received through the various points of consultation has proven to be extremely valuable in identifying the issues and completing this strategy.

## **RÉSUMÉ**

### **Hypothèse et analyse**

Le personnel a procédé à une étude sur le stationnement local (ESL) pour la rue Wellington Ouest et à une mise à jour de l'ESL pour Westboro, dans le prolongement d'une étude antérieure réalisée en 2013. La Stratégie de stationnement de Kitchissippi, qui regroupe les résultats de ces études, constitue une approche concertée dans le recensement des problèmes de stationnement et des solutions à y apporter dans l'ensemble du secteur.

La méthodologie de ces deux études s'harmonisait avec la [Stratégie municipale de gestion du stationnement \(SMGS\)](#) approuvée par le Conseil et s'apparentait aux études sur le stationnement local menées dans d'autres secteurs. Ce processus est tributaire à la fois de la collecte des données et de la consultation.

Grâce à un processus rigoureux de collecte de données, on a relevé différents points de données qui ont permis d'illustrer globalement des facteurs comme la demande de stationnement, les taux de roulement et les pratiques d'application des règlements dans le secteur de l'étude. En outre, les sondages par interception apportent un éclairage sur les comportements et les points de vue des visiteurs du secteur. On a recensé des problèmes à la fois en consultant les intervenants et en analysant les données.

La croissance et le développement des deux secteurs visés se déroulent selon des tendances comparables, et la disponibilité du stationnement est devenue un motif de préoccupation pour les entreprises comme pour les visiteurs. Les données compilées grâce à ces études confirment que dans des zones importantes de chaque secteur, l'offre de stationnement public est parfois limitée.

Certaines recommandations sectorielles ont été élaborées pour Westboro et la rue Wellington Ouest, afin de corriger ce problème de stationnement et d'autres problèmes relevés. Pour Westboro, les recommandations consistent notamment à mettre en œuvre de nouvelles places de stationnement sur rue à certains endroits, en collaborant avec la zone d'amélioration commerciale (ZAC) afin de créer des places de stationnement en réaménageant les zones d'embarquement, en installant de nouveaux panneaux de signalisation et en corrigeant les durées maximales de stationnement le long du chemin Richmond.

Pour la rue Wellington Ouest, les recommandations consistent notamment à établir des durées maximales de stationnement cohérentes le long de la rue principale, en collaborant avec la ZAC pour aménager des places de stationnement en réaménageant les zones d'embarquement, en corrigeant les heures et les tarifs se rapportant au stationnement payant sur rue près du complexe Holland Cross et en apportant d'autres corrections aux règlements sur le stationnement.

**Le rapport comprend la liste complète des recommandations.**

Sur la foi de l'information recueillie grâce à ces études, le stationnement payant le long de la rue principale (chemin Richmond/rue Wellington Ouest/rue Somerset Ouest) est justifié d'après les critères établis dans la Stratégie municipale de gestion du stationnement (SMGS) et dans ses lignes directrices pour l'établissement des tarifs et s'harmoniserait avec les pratiques exemplaires en la matière. Le stationnement payant permettrait aussi d'assurer une certaine uniformité avec d'autres secteurs commerciaux de la Ville.

Or, dans les Lignes directrices pour l'établissement des tarifs et dans le Règlement sur la délégation de pouvoirs, il existe des conditions correspondantes auxquelles il faut répondre avant de corriger les tarifs de stationnement sur rue. Le Règlement sur la délégation de pouvoirs (2016-369) stipule ce qui suit :

« Le directeur général, Travaux publics et Environnement est autorisé à modifier les tarifs et les heures de stationnement des zones de stationnement sur rue de la Ville, en fonction de l'emplacement, des fluctuations de la demande et de l'utilisation réelle, à condition que la différence de tarif respecte la fourchette approuvée par le Conseil dans le budget de fonctionnement annuel et que le conseiller de quartier, les représentants de la zone d'amélioration commerciale et l'association communautaire concernés aient donné leur assentiment. »

À Westboro et dans la rue Wellington Ouest, les intervenants recensés ne sont qu'en partie d'accord avec le stationnement payant. Alors que la ZAC du village de Westboro et l'Association communautaire Hampton Iona ont donné leur assentiment, les autres zones et associations qui seraient touchées ne l'ont pas fait, notamment la ZAC de la rue Wellington Ouest, l'Association communautaire de Westboro et l'Association communautaire du village de Wellington, ainsi que l'Association communautaire de Hintonburg. Par conséquent, le personnel n'est pas en mesure de mettre en œuvre le stationnement payant, qui ne fait pas partie des recommandations de la Stratégie de stationnement de Kitchissippi.

**Répercussions financières**

Toutes les incidences découlant des changements apportés aux tarifs du stationnement payant ou à l'adoption éventuelle du stationnement payant à petite échelle (soit sur

l'avenue Danforth) s'inscriraient dans le cadre du Programme de gestion du stationnement municipal, conformément aux directives de la Stratégie municipale de gestion du stationnement.

Toutes les autres recommandations exprimées dans ce rapport ne produisent aucune répercussion financière.

### **Consultation publique/commentaires**

La consultation, qui est un élément essentiel du processus de l'Étude du stationnement local, a donné lieu à certaines activités, notamment :

- deux réunions portes ouvertes ont eu lieu;
- une consultation régulière s'est tenue avec la ZAC du village de Westboro et la ZAC de la rue Wellington Ouest; on a notamment tenu des réunions périodiques avec des représentants de chaque ZAC pour présenter les comptes rendus et entendre les commentaires, on a assisté à des réunions formelles des membres des ZAC pour présenter les résultats et on a participé à des réunions avec les conseils des deux ZAC;
- toutes les associations communautaires des deux secteurs de l'étude ont été pressenties et invitées aux deux réunions portes ouvertes. Il y a eu d'autres réunions plus ciblées avec des représentants des associations communautaires pour leur faire part des détails de l'étude et les inviter à faire des commentaires;
- des sondages par interception ont été menés à différents endroits dans chaque secteur de l'étude (1 426 au total) pour réunir l'information sur les comportements et les perceptions à l'égard du stationnement, de même que sur les problèmes liés au stationnement;
- le Groupe de consultation des intervenants du stationnement a été mis au courant de l'évolution de la situation pendant le déroulement de cette étude, notamment grâce à une présentation sur les résultats, à l'occasion d'une réunion tenue en mars 2017;
- les groupes d'employés internes (notamment ceux d'Application des règlements sur le stationnement et des Services de la circulation) ont été mobilisés et continueront d'être consultés dans le cadre de la finalisation et de la mise en œuvre des recommandations.



Les commentaires recueillis grâce aux différents points de consultation se sont révélés extrêmement précieux dans le recensement des problèmes et l'établissement de cette stratégie

## **BACKGROUND**

In February 2013, Council received the [Westboro Local Area Parking Study \(LAPS\)](#), which included a recommendation for staff to continue monitoring parking in the Westboro area.

In May 2015, Council approved the 2015 Parking Services Business Plan, in which staff committed to completing a LAPS for Wellington West.

In consultation with the ward councillor, staff proposed to clarify the magnitude of parking issues over both areas while identifying solutions and strategies that could be applied area-wide. This coordinated approach was detailed in the 2016 Parking Services Business Plan.

Thus, staff conducted an update to the 2013 Westboro LAPS (Document 1) and a new LAPS for the Wellington West area (Document 2), which have been linked together in this report as the key components to the Kitchissippi Parking Strategy.

## **DISCUSSION**

### **Overview**

The City's Parking Services Unit (now part of Roads Services in the Public Works & Environmental Services Department) initiated an update to the 2013 Westboro Local Area Parking Study (LAPS) in 2014, and a LAPS for Wellington West in 2015. The methodology for both studies was consistent with the Council-approved [Municipal Parking Management Strategy \(MPMS\)](#), and similar to Local Area Parking Studies that have been conducted in other areas. This process is dependent on both data collection and consultation. For the Westboro LAPS update, this was an on-going process from June 2014 to November 2016. For the West Wellington LAPS, the same process ran from June 2015 to November 2016.

Both the Westboro and Wellington West areas have experienced significant change due to development and intensification and, in the process, each have established a vibrant and evolving main street environment. In turn, there is a need to determine the impacts

of this change, specifically as it pertains to the businesses and residents in the area. Conducting these parking studies is important in this process and also helps to gather information which can help in assisting with future planning / infrastructure processes. While the two areas are unique, given their adjacency to one another, the two studies have been considered in parallel. This ultimately allows for a process to consider consistency in such things as regulations so as to ensure a level playing field from one end to the other.

Parking-related issues can arise from different situations, but often are most prevalent when parking demand is too high or too low. Solutions to these issues can be varied. For the City of Ottawa, the MPMS is the key reference point in identifying and assessing issues and applying solutions. The MPMS contains different objectives, as well as guidelines that are based on best practices.

### **Municipal Parking Management Strategy**

The City of Ottawa provides public parking services in alignment with the Municipal Parking Management Strategy (MPMS), as approved by Council in April 2009. The primary objectives are as follows:

1. Provide and maintain an appropriate supply of affordable, secure, accessible, convenient, and appealing public parking;
2. Provide and promote affordable short-term parking services, and fair and consistent enforcement services, that support local businesses, institutions, and tourism;
3. Promote, establish, and maintain programs and facilities that encourage the use of alternative modes of transportation including public transit, car/van pooling, taxis, auto sharing, cycling, and walking;
4. Support residential intensification and resolve parking problems within residential areas caused by significant traffic generators or conflicting uses of the roadway, including implementing on-street permit parking programs to relieve area residents and visitors from parking regulations directed at the non-resident; and,
5. Ensure the revenues generated by the Municipal Parking Program are sufficient to wholly recover all related operating and life-cycle maintenance expenditures; contribute to a reserve fund to finance future parking system development, operation, and promotion; and then assist in the funding of related initiatives to encourage the use of alternative modes of transportation.

The MPMS also contains various mechanisms and reference points that are intended to support the implementation of the MPMS. Included in these are the Rate Setting Guidelines which establish thresholds at which parking is deemed to be problematic and the introduction or adjustment of parking rates needs to be considered.

### **Westboro LAPS Update**

The Westboro study area is bounded by Scott Street in the north, Kenwood Avenue / Wesley Avenue / Byron Avenue in the south, Broadview Avenue in the west, and Island Park Drive in the east. The study area is based around Richmond Road which is a Traditional Mainstreet with primarily commercial land uses. On each end of Richmond in the study area, there is some residential and institutional use, along with some green space west of Golden Avenue. The remainder of the study area to the north and south of Richmond is primarily residential. The study area contains the following number of parking spaces:

- On-street:
  - Richmond: 252 parking spaces (all unpaid)
  - Rest of Study Area: 905 parking spaces (all unpaid)
  - Total: 1,157 parking spaces
- Off-street (parking lots and garages):
  - Richmond: 1,265 parking spaces
  - Rest of Study Area: 241 parking spaces
  - Total: 1,506 parking spaces

By way of a thorough data collection process, multiple points of data were collected which helped to comprehensively illustrate things such as parking demand, turnover rates and enforcement practices in the study area. In addition, intercept surveys provided insight into the behaviours and perspectives of those visiting the area. Bike parking data (supply and demand) was also considered. For some of this data collection, Morrison Hershfield was engaged and provided assistance. The following is a summary of the findings from this data collection process:

- On Richmond west of Tweedsmuir, demand for parking is very high:
  - The busiest times are weekday at midday, weekday evenings and Saturday mornings. At all these times, occupancy is over 'practical capacity' (85%).

- During the week at noon, two-thirds of all blocks are above practical capacity, with some blocks exceeding full capacity (i.e. vehicles are parking illegally).
- Peak utilization (between 10:00am and 3:00pm) has increased from 65% in 1997 to 89% in 2014. Over the two year span from 2012 to 2014, peak utilization rose from 84% to 89%.
- One-third of vehicles are parked for longer than the 1-hour maximum.
- East of Tweedsmuir, parking demand is much less along Richmond, peaking at 40% during the weekday daytime period.
- Danforth Avenue, located immediately to the south of Richmond along the busiest stretch, has 3-hour on-street parking (as opposed to a 1-hour time limit along Richmond). Demand for this longer-term parking is very high, peaking at 103% during the weekday midday period. Danforth is consistently at or above practical capacity.
- Away from Richmond and Danforth, parking demand peaks on the side streets at 45% (weekday evening). There are some side streets where demand is consistently high. These are typically located in the direct vicinity of the busiest part of Richmond.
- Proportionally, there is a higher number of off-street spaces in this area when compared with areas such as Wellington West and the Glebe.
- Of the off-street parking spaces, a limited amount is publicly available (i.e. not reserved for employees or customers), which tends to be underutilized.
- 36% of people surveyed drove to the area, while 6% cycled, 45% walked and 13% took transit.
- The most common concern for people travelling to the area by car is the availability of parking (42%).
- There are a total of 538 bicycle parking spaces along the public right-of-way in the study area (286 of which are located along Richmond).

Consultation is a key component in conducting a LAPS. Staff connected at various points with stakeholders to ensure all issues were captured and everybody was properly engaged through the entire process. These stakeholders included the ward councillor, the Westboro Village BIA and local community associations as well as others, including visitors to the area. Through the process, stakeholders raised different parking-related issues, including:

- Shortage of parking;
- Time limits are too short (main street);
- More enforcement required;
- Development has negatively impacted the availability of parking;
- Need to solve issue of long-term parking needs (mainly employees, but also caregivers and volunteers);
- More bike parking required; and,
- Too much parking is available (promotes car use).

Additional issues were identified based on the collected data and observation, which included:

- Inconsistent time limits along the main street (both areas); and,
- Opportunities exist to better leverage parking on some side streets (e.g. Danforth and Madison Avenue).

All recommended outcomes are detailed in the section that addresses the Kitchissippi Parking Strategy.

### **Wellington West LAPS**

The Wellington West LAPS area is bounded by Scott Street in the north, Byron Avenue / Tyndall Street / Sims Avenue / Gladstone Avenue / Laurel Street in the south, Island Park Drive in the west, and the O-Train tracks in the east. The study area is based around Wellington Street West and Somerset Street West which continues on from Wellington Street West to the eastern boundary of the area. This stretch is also a Traditional Mainstreet which shares the same general characteristics as Westboro in that the land uses are primarily commercial with some pockets of residential and institutional use. Away from the main street, it is primarily residential. The study area contains the following number of parking spaces:

- On-street:
  - Wellington / Somerset: 295 parking spaces (all unpaid)
  - Rest of Study Area: 1,544 parking spaces (91 paid)
  - Total: 1,839 parking spaces
- Off-street (parking lots and garages):
  - Wellington / Somerset: 868 parking spaces

- Rest of Study Area: 1,895 parking spaces
- Total: 2,763 parking spaces

As with Westboro, the same level of detailed data collection was conducted in Wellington West and Morrison Hershfield was also engaged to conduct some of the data collection here. The following is a summary of the key findings:

- Demand for on-street parking along Wellington / Somerset is similar both east and west of Parkdale.
- West of Parkdale along Wellington:
  - The peak periods are weekday at midday and Saturdays in the afternoon
  - There are blocks that are above practical capacity virtually all of the time
  - In more detailed surveys conducted between Clarendon and Hamilton, the aggregate level of demand was consistently over 85%, peaking at 91% during the daytime on a weekday (13:00), 95% on a weekday evening (19:00) and 88% on the weekend (13:30)
- East of Parkdale along Wellington / Somerset:
  - The peak periods are the same as they are west of Parkdale.
  - Detailed surveys conducted between Carruthers and Garland show that the level of demand is slightly less than it was west of Parkdale during the daytime during the week (80% at 11:00), but it is higher during weekday evenings (92% at 19:00) and on the weekend (103% at 14:00).
- The on-street paid parking surrounding Holland Cross is underutilized
- Parking duration rates are similar along the main street in both parts of the study area. Despite the weekday time limits along Wellington / Somerset (1.5 hours west of Parkdale; 2 hours east of Parkdale), 84-85% of vehicles park for an average of 1.5 hours or less. However, 6-7% of vehicles park in excess of 3-hours.
- Away from the main street, there is a similar level of demand compared to Westboro on a weekday, peaking at 49% (midday). However, on the weekend, demand for parking on the side streets is much higher than Westboro, specifically on Saturday morning / midday (54%) and Sunday morning (66%).
- There is limited off-street public parking available in close proximity to the main street. There are 102 spaces which accounts for the Parkdale Market and three

surface lots to the west of Parkdale. There is no publicly available off-street parking east of Parkdale that is directly accessible from Wellington / Somerset.

- 33% of people surveyed drove to the area while 9% cycled, 47% walked and 11% took transit
- The most common concern for people travelling to the area by car is the availability of parking (39%).
- Among people who work in the area, four out of ten drive and almost two-thirds (63%) of those park on-street.
- There are a total of 867 bicycle parking spaces along the public right-of-way in the study area (478 of which are located along Wellington / Somerset).

Remaining consistent with the process in Westboro, staff connected at various points with stakeholders to ensure all issues were captured and everybody was properly engaged through the entire process. These stakeholders included the ward councillor, the Wellington West BIA and local community associations as well as others, including visitors to the area. These stakeholders raised different parking-related issues, including:

- Shortage of parking;
- Long-term parking is taking spaces away from visitors;
- More enforcement required along the main street;
- Need to address issue of long-term parking needs (mainly employees, but also caregivers and volunteers);
- Development has negatively impacted the availability of parking;
- Construction activity taking up parking spaces;
- Around Holland Cross, issues for residents (inconsistency of paid parking and weekend time limits); and,
- Safety issues (Hinton at Wellington; Huron at Wellington; McCormick; east end of Wellington).

Additional issues were identified based on the collected data and observation, which included:

- Inconsistent time limits along main street within the study area and when compared to Westboro;
- Localized inconsistencies in time limits (different sides of the street);

- High number of Loading Zones in close proximity to the main street (12 zones accounting for 25 spaces) which is disproportionate with other similar areas. Many of these are in effect 24/7 and serve to reduce the available parking supply;
- Opportunity to better leverage existing paid parking areas (Holland Cross / Hamilton); and,
- The municipal lot at Parkdale Market is not overly visible to visitors to the area.

All recommended outcomes are detailed in the following section.

### **Kitchissippi Parking Strategy**

Taking a coordinated approach to parking policy in Westboro and Wellington West is important considering the increasingly integrated nature of the two communities due to the rapid growth and development in recent years. Any changes to parking in one area have the potential to impact the other. As such, in addition to considering and addressing local issues, staff have taken the results from both studies and applied a harmonized assessment when considering broader parking policy and solutions.

Like other diverse commercial districts in Ottawa, many of the issues identified in each area stem from multiple competing interests vying for a limited number of parking spaces. The City of Ottawa has developed a “Parking Management Toolbox”, which provides a number of different mechanisms designed to address different types of issues. In general, these include tools to:

- **Adjust supply of parking spaces** (e.g. increase the number of off-street or on-street spaces; enter into agreements with developers to provide public parking; etc.)
- **Increase availability of parking** (e.g. increase turnover through regulations, pricing changes or enforcement; promote off-street facilities; etc.)
- **Promote alternative modes of transportation** (e.g. increase bicycle parking, improve access to transit services, introduce measures to reduce employee parking demand, and promote car-sharing/car-pooling; etc.)

Through these specific studies, different elements of the toolbox have been applied to address the various issues that have been identified and these are listed at the end of this section. For example, to address the issue of inconsistent time limits across the



study area, different regulation changes have been identified which will help create commonality across the area and an equal playing field for businesses.

The issue of a lack of parking availability is a little more difficult to address by way of a single tool or approach.

According to industry best practices, the ideal peak parking occupancy rate is 75-85%. At these levels, the usage of the spaces is optimized and there is an appropriate amount of turnover so as to ensure that anybody arriving to find a parking space can readily do so at any given point in time. In addition to ensuring convenient and accessible parking, this also has the added benefit of reducing traffic in the vicinity by cutting down on the number of people who are circulating in search of a parking space.

“Practical capacity”, where 85% of parking spaces are occupied, is the maximum ideal peak occupancy rate. Once peak parking occupancy rates exceed 85%, there are no longer 1-2 spaces available per block and drivers will begin circling the block looking for parking, or leave the area altogether. The Rate Setting Guidelines, as described in the MPMS, suggest that where peak parking rates exceed 85%, then the area should be studied so that potential solutions may be pursued to keep peak occupancy rates at a more appropriate target level.

Data relative to the levels of demand along Richmond and Wellington / Somerset has been summarized and demonstrate that there are times at which parking is a significant issue and exceeds practical capacity.

Moreover, when comparing the main street of these two areas with data collected from other areas in the same timeframe, it becomes apparent that Richmond west of Tweedsmuir and Wellington /Somerset are among the highest demand locations in the city for on-street parking compared to other commercial areas. Table 1 shows daytime and evening peak utilization for the city’s busiest areas. The evening rates (after 5:30pm) are presented because no commercial area within Ottawa currently has paid parking during the evening hours, providing for a more comparable situation.

Table 1- Comparison of Weekday Daytime and Evening Peak Utilization

Survey Area	Daytime Peak Utilization (paid)	Evening Peak Utilization (unpaid)
Elgin Street (Gloucester to Gladstone)	72%	107%
Little Italy - South (Preston, Aberdeen, Beech, Norman)	94%	106%
Glebe - South (First to Holmwood)	69%	100%
Chinatown - West (Preston to Arthur)	57%	97%
<b>Westboro – west of Tweedsmuir (Golden to Tweedsmuir)</b>	<b>89%</b>	<b>97%</b>
<b>Wellington West – east of Parkdale (Carruthers to Somerset)</b>	<b>80%</b>	<b>95%</b>
<b>Wellington West – west of Parkdale (Hamilton to Clarendon)</b>	<b>91%</b>	<b>92%</b>
Little Italy - North (Preston from Gladstone to Eccles)	65%	92%
ByWard Market - South (George, Dalhousie)	75%	85%
ByWard Market – Core (York, William, Dalhousie)	71%	82%
<b>Westboro – east of Tweedsmuir (McRae to Leighton)</b>	<b>40%</b>	<b>41%</b>

In addressing the issue with parking availability across both Westboro and Wellington West, there are some ‘tools’ that relate to increasing supply and availability. Although limited, additional parking has been or will be added where possible (e.g. more on-street parking formalized on Kirkwood Avenue and Madison Avenue in the Westboro area). More has been done and will be done moving forward to increase the visibility of some

off-street parking locations. An increase in enforcement related to time limits will also be pursued in order to improve the rate of turnover.

However, the impact of these recommendations is likely to be limited and is only expected to address the margins of the issue. Continuing further, the introduction of paid parking would address this issue in a more complete manner and serve to benefit the businesses in the area and the community at large by better promoting turnover. In doing so, the outcome would be to ensure that there is a supply of convenient parking for visitors to the area and positively affect traffic levels as well as customer perceptions of parking.

Based on the information that has been collected through these studies, paid parking on Richmond and Wellington / Somerset is warranted and would be justified according to the criteria established in the MPMS and its Rate Setting Guidelines, and would align with industry best practices. It would also establish consistency with other commercial areas of the city.

While working under the MPMS, staff have introduced paid on-street parking under delegated authority in different areas of the city. By Spring 2017, a total of 156 on-street paid parking spaces will have been added since 2013. The areas in which paid parking has been introduced includes two instances that are in close proximity to Westboro and Wellington West:

- Somerset Street West between Preston Street and the O-Train tracks in 2016
- Bayview Road near the new Innovation Centre in early 2017

In each of these cases, the request for paid parking was stakeholder-driven and concurrence with the change was confirmed, as required.

Council sets the maximum on-street rate that can be charged as part of the annual budget (\$3.00 per hour in 2017), but it is current policy to introduce new paid parking at a lower rate than the maximum to try and find the best possible rate relative to demand. If paid parking were to be introduced along Richmond / Wellington / Somerset, it would be recommended to be \$2.00 per hour. There is an added benefit to businesses and visitors in that with paid parking in place, this would become the primary mechanism to drive turnover, and the time limits along the entirety of Richmond / Wellington /

Somerset in the study areas could be extended to 2-hours. This would be consistent with other commercial main streets in Ottawa which have paid parking.

However, contained within the Rate Setting Guidelines and the Delegation of Authority By-law, there are corresponding conditions that must be satisfied prior to the adjustment of any on-street parking rates. The Delegation of Authority By-law (2016-369) states that,

“The General Manager, Public Works and Environmental Services, is delegated the authority to vary the on-street parking rates and hours of parking by location to reflect parking demand and utilization provided that the variation of rates is within the range approved by Council as part of the annual operating budget and the local Ward Councillor, Business Improvement Area, and Community Association concur with the variation.”

As indicated, paid parking has been deemed to be warranted for this extended main street commercial area. Support (concurrence) for paid parking has been received from the Westboro Village BIA, along with the Hampton Iona Community Association.

The Wellington West BIA along with the Westboro Community Association, Wellington Village Community Association, and Hintonburg Community association in the study areas that are adjacent to the main street have indicated that they do not concur. The ward councillor also does not concur with the implementation of paid parking.

Opposition to paid parking was noted from various stakeholders and respondents throughout the study process. Generally speaking, those who took this position were concerned about the impacts on business (fearing paid parking would act as a deterrent for customers), and spillover parking onto the residential streets.

Despite not receiving concurrence for paid parking along the main corridor, staff will pursue the feasibility of implementing paid parking on Danforth Avenue in Westboro. This requires additional work to determine if Pay & Display machines can be installed due to grade issues and the lack of a sidewalk on the south side of the street. Additional consultation will also contribute to this process. Danforth presents a unique opportunity due to the character of the street, the amount of parking it has and the proximity to the main street, all combined with the fact that it offers a longer-term parking option (3-hours).

As well, pricing changes are included in the recommendations below for the on-street paid parking in the Wellington West area. There is an opportunity to better leverage these spaces by reducing rates and increasing the time limits on Hamilton Avenue, Spencer Avenue and Holland Avenue. These changes are detailed below.

### **Recommendations**

The rate changes noted above are only some of the recommendations being tabled for each area. The additional area-specific recommendations made in the Westboro LAPS update and the Wellington West LAPS will help to address the parking issues raised in each area.

After analysing the data, taking the urban planning context into account, applying the principles and objectives of the MPMS, and consulting with stakeholders, the report makes the following recommendations. All recommendations are intended to address the various issues and can be implemented under delegated authority and some have already been put in place.

Westboro:

- Implement a 90-minute maximum parking time limit from 7:00am to 7:00pm along Richmond Road (Monday-Sunday)
- Request additional enforcement of time limits / overtime parking along Richmond Road.
- Increase the number of curb-side “street” parking spaces along the following streets:
  - Madison Avenue: formalize 11-12 new parking spaces by introducing curbs
  - Kirkwood Avenue, north of Richmond Road: formalize 13 new parking spaces (completed)
  - Athlone Avenue: create one additional parking space immediately north of Richmond by adjusting regulations (completed)
- In consultation with the BIA, identify where loading zones can be consolidated or the hours reduced.
- Install wayfinding signs on the northbound and westbound approaches to the intersection of Richmond and Kirkwood in order to better promote the 29 total angle parking spaces. (completed)

- Install wayfinding signs for the Westboro Station parking garage in order to better leverage the available parking supply. (completed)
- Pursue paid parking along Danforth Avenue at a rate of \$1.50 per hour (maintaining a 3-hour time limit).

Wellington West:

- Implement the following changes to the time limits on the main street:
  - On Wellington between Island Park and Parkdale, maintain the 90-minute time limit, but now effect between 7am-7pm and from Monday to Sunday
  - On Wellington between Parkdale and Garland reduce to a 90-minute time limit, in effect between 7am-7pm and from Monday to Sunday
  - On Somerset between Garland and the O-Train tracks, reduce to a 90-minute time limit, in effect between 7am-7pm and from Monday to Sunday
- Request additional enforcement of time limits / overtime parking along Wellington Street West and Somerset Street (within the study area).
- Relocate the Loading Zone on Ross immediately north of Wellington and create an additional two parking spaces. (completed)
- In consultation with the BIA, identify where other loading zones can be consolidated or the hours reduced.
- On those streets with paid parking, reduce the hourly rate from \$3.00 to \$1.50 and increase the time limits as follows:
  - On Holland Avenue – from 1-hour to 2-hours
  - On Spencer Street and Hamilton Avenue – from 2-hours to 3-hours
- Remove paid parking on Saturday on Holland. (completed)
- Monitor the paid parking to determine if future adjustments are required.
- Install wayfinding signs to better promote the municipally-owned parking lot located at the Parkdale Market.
- Implement a 1-hour parking regulation along the east side of Hamilton Avenue North from Armstrong Street to Oxford Street (currently not signed).
- Reduce the time limit from 3-hours to 2-hours along McCormick Street from Wellington Street West to Armstrong Street.
- Undertake the following to resolve recurring sightline issues:

- Introduce a 'No Parking' sign on Hinton Avenue immediately north of Wellington Street West to clarify that there is a nine meter no-parking restriction near the intersection.
- Request additional enforcement of the no-parking zone located at Huron Avenue and Wellington Street West.
- Reduce parking time limits along Breezehill Avenue North from 3-hours to 2-hours from Bayswater Avenue to the dead end.

### **RURAL IMPLICATIONS**

There are no rural implications.

### **CONSULTATION**

The following is a list of stakeholder groups that were consulted during the study. Specific feedback is summarized in Document 1 and Document 2, along with the feedback from other stakeholders and participants in the study process:

- Westboro Village BIA
- Wellington West BIA
- Champlain Park Community Association
- Civic Hospital Neighbourhood Association
- Hampton Iona Community Group
- Hintonburg Community Association
- Island Park Community Association
- McKellar Park Community Association
- Mechanicsville Community Association
- Wellington Village Community Association
- Westboro Beach Community Association
- Westboro Community Association

The following is a summary of how the consultation was carried out:

- General consultation for all stakeholders
  - May 2015 – Public Open House held in at Churchill Seniors Centre (focus on Westboro)

- June 2015 – Staff sent an e-mail to all stakeholder groups which outlined the purpose and kicked off the inclusion of Wellington West as a component of the overall Kitchissippi Parking Strategy, inviting feedback.
- November 2015 – Update sent to stakeholders relative to the outcomes of the Public Open House in May, also providing additional information relating to the Parking Management Toolbox
- March 2016 – Public Open House held at Hintonburg Community Centre (focus on Wellington West)
- Westboro Village BIA
  - Periodic meetings with representatives of the BIA to provide updates and receive feedback
  - September 2014 – Staff met with the board.
  - April 2015 – Staff conducted a “walk about” with the ward Councillor and representatives from the BIA
  - April 2015 – Staff attended a BIA meeting, with all members present, to discuss the study.
  - August 2016 – Presented findings / conclusions to the BIA board
  - November 2016 – Staff provided a presentation on the findings / conclusions at a BIA meeting with all members invited. Following the presentation, the BIA polled their membership to determine whether there was support for paid parking.
- Wellington West BIA
  - Periodic meetings with representatives of the BIA to provide updates and receive feedback
  - June 2015 – Staff conducted a “walk about” with the BIA’s Executive Director.
  - October 2015 – Staff met with the board to present an update of the study.
  - July 2016 – Staff met with the board to present the findings of the study.
  - November 2016 – Staff provided a presentation on the findings / conclusions at a BIA meeting with all members invited. Following the presentation, the BIA polled their membership to determine whether there was support for paid parking.
- Community Associations (as listed above)
  - Received updates and invitations to Public Open Houses while also being solicited for feedback.



- June 2015 – Staff conducted a “walk about” with representatives from the Holland Cross condominiums.
- November 2015 – Staff held a meeting with representatives of the community associations directly impacted in the Wellington West area
- November 2016 – Staff attended a meeting with representatives from all community associations and presented on the findings / conclusions. As a follow up, the Councillor asked each community associations to identify if they were in support of paid parking along the main street.

Other consultation activities include:

- The Parking Stakeholder Consultation Group has been briefed on the status throughout this study, including a presentation on the outcomes at the meeting in March 2017.
- In each study area, intercept surveys were carried out at different locations. This allowed staff to gather feedback from the general public visiting the area (which included residents of the area in many instances). There were 1,426 surveys conducted in total which yielded 551 specific comments on parking and other transportation issues in the area.
- Internal staff groups (notably Parking Enforcement and Traffic Services) have been engaged and will continue to be consulted through the finalization and implementation of the recommendations.

### **COMMENTS BY THE WARD COUNCILLOR(S)**

I wish to thank the City team responsible, for this in-depth analysis of the parking requirements across the whole of Kitchissippi’s main commercial street. Parking has been a discussion particularly among our merchants for several years. The exhaustive research and consultation in this report will be of use to our ward for several years to come.

The thrust of the study is clear: parking supply is increasingly inadequate to meet demand. During peak periods in many of the ward’s hot spots, parking usage exceeds the levels recommended by progressive transportation planners.

Residents will know that I am a staunch advocate of finding sustainable alternatives to private vehicle use, including for such activities as shopping or using the amenities on

our main street such as schools, places of worship, and recreational facilities. The streets designed pre-War in Kitchissippi are struggling to handle the volume of automotive traffic, with safety and congestion impacts. Kitchissippi is in transition, and we are focused on moving people around increasingly on foot, by bike, and on transit simply because there is no way to accommodate an increase in car traffic. But, even as that transition is underway, there are significant numbers of people for whom the private vehicle will remain their transportation mode of choice, and for at least the near future there is reason to try to accommodate that.

This report sets out several ways in which the City can positively accommodate those road users. Absent, however, is one recommendation that has underpinned much of the consultation to date: paid parking.

From the beginning of this discussion, I have been open to the implementation of paid parking. I am convinced by the evidence that if we are seeking greater parking supply the key tool left to us is to put a price on it. My interest has been piqued in this discussion by the potential to use parking revenues to help us advance more sustainable modes of transport. I believe that paid parking would make it easier to find parking in our neighbourhood, cutting down on circling and idling. Some residents and businesses have agreed with this point of view. If for no other reason, there has been some support for paid parking simply because it is a pre-condition to eventually building a parking garage – though my support for that would be tenuous.

However, I have heard (almost) unequivocally from residents and many business owners that they are unconvinced by the literature. This report does not recommend paid parking, in part because not all stakeholders (including myself) would concur with it.

If the recommendations in this report are adopted, paid parking will not move ahead. Parking pressures will continue to increase. It is important that we not reduce the larger conversation to a parking problem, but a customer issue. So long as merchants' registers are being filled, it's unlikely that anyone is overly concerned with how those customers wind up coming through the front door. With this study centred on car parking behind us, we should not lose sight of the need to make sure that patrons of the shops and community facilities on Wellington West, Somerset and Richmond using all modes of transport are encouraged to visit. The paid parking issue is not one that I would look forward to engaging with again for many years. In the meantime, ensuring

safe, accessible streets served by excellent transit, winter maintenance and bike infrastructure becomes our focus.

### **ADVISORY COMMITTEE(S) COMMENTS**

Not applicable

### **LEGAL IMPLICATIONS**

There are no legal impediments to receiving this report for information.

### **RISK MANAGEMENT IMPLICATIONS**

There are no risk implications for recommendations of this report.

### **ASSET MANAGEMENT IMPLICATIONS**

Not applicable

### **FINANCIAL IMPLICATIONS**

Any impacts resulting from changes to existing paid parking rates or the potential introduction of paid parking on a smaller scale (i.e. on Danforth Avenue) would be accounted for within the Municipal Parking Management Program, as directed by the Municipal Parking Management Strategy.

There are no financial implications resulting from other recommendations contained in this report.

### **ACCESSIBILITY IMPACTS**

Staff will ensure that any applicable accessibility standards are adhered to during the execution of the recommendations identified in this report. This will involve consulting with the appropriate staff within the City.

### **ENVIRONMENTAL IMPLICATIONS**

Appropriately managed short-term parking promotes long-term sustainability and reduces our environmental footprint by maintaining and improving the quality of our air by ensuring people who are driving are not creating traffic congestion and contributing more to green-house gases by cruising in search of parking. This is supported within

the objectives of the MPMS and the LAPS process, as is the promotion of alternate modes of transportation.

### **TECHNOLOGY IMPLICATIONS**

Not applicable

### **TERM OF COUNCIL PRIORITIES**

The recommendations of this report align to the 2015 – 2018 Strategic Priorities of Economic Prosperity, specifically EP2 – Support growth of local economy, and Transportation and Mobility, specifically TM2 – Prove and promote infrastructure to support safe mobility choices.

### **SUPPORTING DOCUMENTATION**

There are two supporting documents for this report:

- Document 1: Westboro Local Area Parking Study Update
- Document 2: Wellington West Local Area Parking Study

Both documents issued separately and held on file.

### **DISPOSITION**

Staff will carry out the recommendations identified in the Kitchissippi Parking Strategy.