



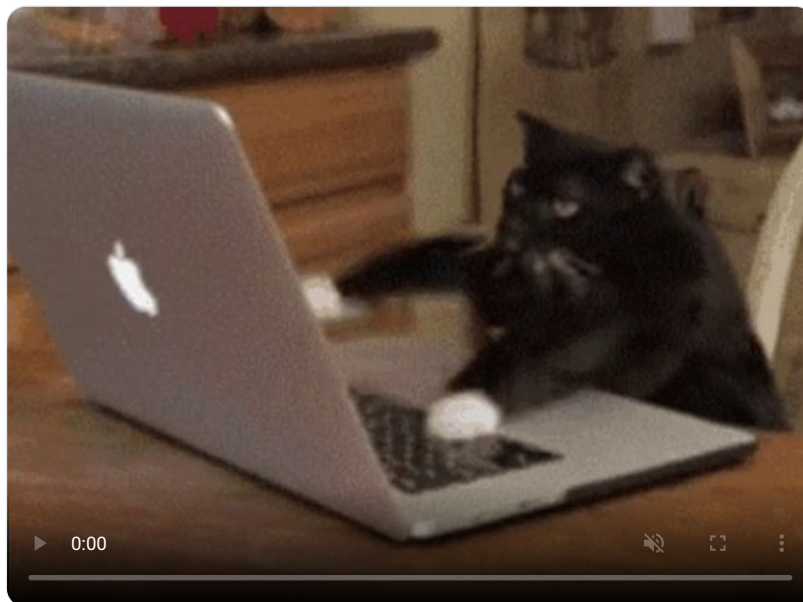
**Adam A. Donaldson** @adamadonaldson

Jun 28 · 63 tweets · [adamadonaldson/status/1674190634221969409](https://twitter.com/adamadonaldson/status/1674190634221969409)

Standing by for the start of the Downtown Guelph Parking Master Plan virtual discussion.



We're just taking a few moments to get everyone into the Zoom before beginning. Get ready for some tweeting.



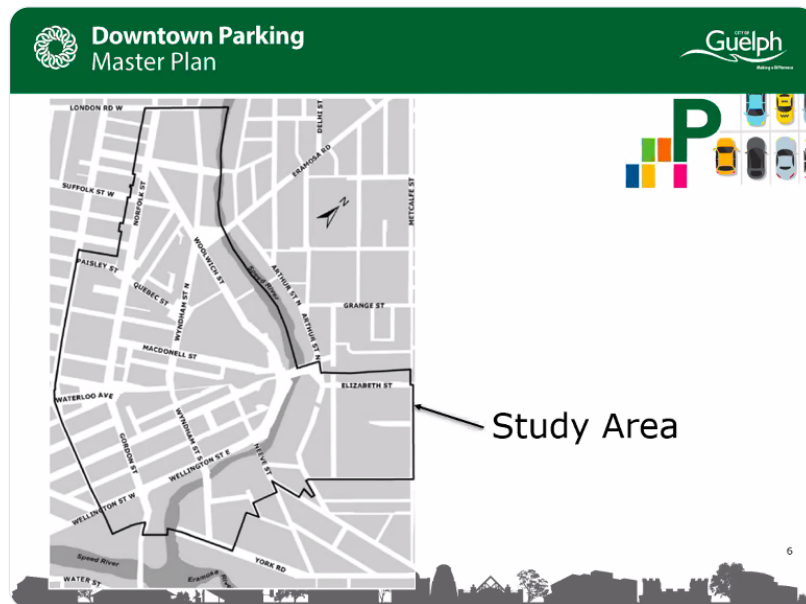
The virtual presentation is beginning. Sue Cumming from Cumming + Company is facilitating. Stuart Anderson and Ralph Bond from BA Group are here, so is Jamie Settle, the Program Manager of Parking Engineering and Transportation Services at the City.

If you're missing the meeting and have something to add, there's a survey you can fill out on .



Anderson says off handily that turnout is better with this meeting than the previous one. I'm afraid I can't see how many people are participating in this webinar though.

First, the study area:



Anderson says that they're looking at the sometimes conflicting needs of various groups for parking and the best strategies to accommodate that while also being inline with the Transportation Master Plan, which promotes modal shift.

The scope and the influences:



**Downtown Parking Master Plan**



**Study Scope (refresh)**

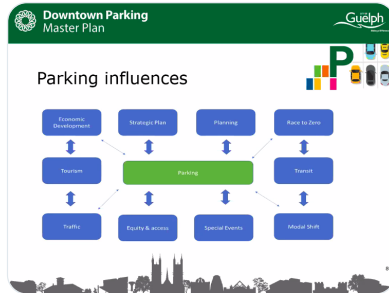



To balance the needs and desires of often competing interests with respect to how much parking is provided, where it is provided and how much it should cost.

To ensure that parking supports City policy goals and is integrated with ongoing projects.

The study will consider parking needs based on future growth, changing circumstances, technological advances, and alternate funding models.

The update will assess how to support multiple users, accommodate shifting demands, provide a range of options, and identify how these should be arranged and costed.



This process is now looking at the development of recommendations. A lot of the background work has already been done and this meeting is about getting a firm idea of what people want the parking system to evolve into.

Work so far...



**Downtown Parking Master Plan**



**What we have done so far**



- Data collection and Parking surveys
- Extensive stakeholder consultation (over 30 stakeholder meetings and workshop)
- Public Consultation (Survey #1 – 1300 responses, April 13 Virtual Public meeting)
- Identification of needs and opportunities
- Assessment of changes and drivers to supply and demand of parking
- Review of financial models

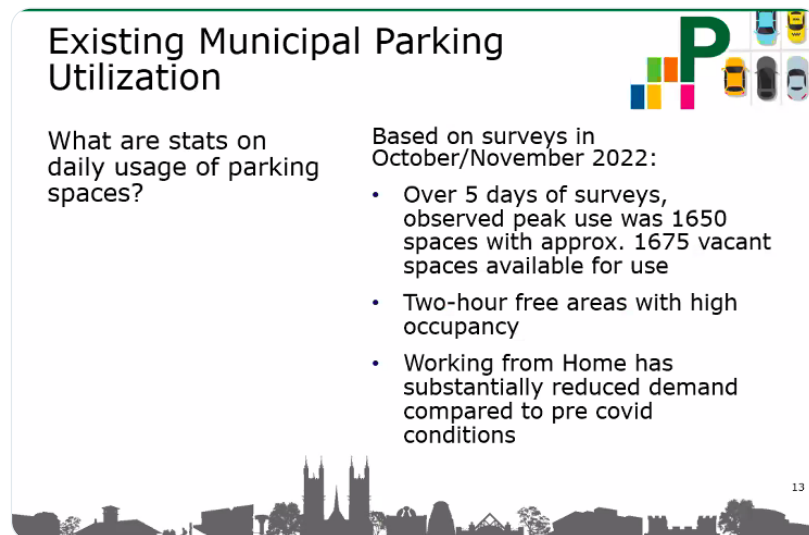


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The existing system. It's about 50/50 in terms of available spaces on street and in parkades.





High-level survey results from last fall. Anderson notes that there were parts of the parking system that were busier than others. There's some capacity in places, but less in others.



Demand in the short to medium term:


**Downtown Parking**  
Master Plan






## What could the Medium Term Future Look like?


- **Medium Term with current travel characteristics**
- Cooperators will be replaced with Conestoga College, increasing demand for up to 600 spaces
- New Library could add 55 space demand
- Total of approx. 655 spaces new demand
- Evolving Work from Home (WFH) could add 200 to 300 space demand




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And this is the long-term:


**Downtown Parking**  
Master Plan





## What could the Long Term Future Look like 20yrs out?

- **Long Term with current travel characteristics**
- 1000 new employees could add 350 space demand
- 4400 new apartment units could add 220 space daytime demand (440 evening) for visitors
- Total of approximately 570 spaces new demand
- Some demand for new resident parking to facilitate housing goals
- Decreased auto use as per new TMP will be important in reducing need for new parking



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So what might parking needs might looking like in terms of new supply?

## Future New Municipal Parking Supply?



- Will eventually need more municipal parking on the Fountain Street lot as south downtown develops
- Likely future need for more north downtown parking
- Would be less if WFH hybrid continues and TMP targets for reduced auto use are met
- Need to ensure there is sufficient visitor parking
- Impact of transit service increases and other modes
- Pace of change uncertain



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Anderson says that they're looking at different scenarios in terms of increased transit use, or if work from home (or WFH) remains constant in the future. The pace of the changes too is especially uncertain 10 years out.

The finances. Note that it might cost \$30 million or more to build a new parkade, but the maintenance of existing parkades might be pretty costly in the next 20 years too, Anderson says.



## Downtown Parking Master Plan



### Financing Parking



Key considerations:

- Maintenance and replacement of existing parkades in next 20 years
- Cost of building new parkades \$30 million or more
- Existing annual City investment in parking system from taxes
- Potential for parking system to be financially self-sustaining vs current City investment

Potential revenue sources under consideration:

- Developer contributions to City parking supply instead of building all required parking for new development (payment in lieu of parking)
- On-street parking payment
- Borrowing vs building up reserve funds for capital expenses





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There will be a range of funding scenarios to depending on the direction that the City wants to go in. There are also possible new revenue sources like "payment-in-lieu-of-parking", where the developer would take less parking and pay the difference to the City to build parking.


If this sounds familiar, I imagine it's similar to the cash-in-lieu strategy for parkland where developers donate cash to the City for parks versus setting aside a portion of the property for public open space.

Engagement so far.

**Downtown Parking  
Master Plan**



### How people get downtown today and when and how often (*Survey 1 Says...*)



Over 75% drive downtown (1002 of 1308 respondents)

Use of travel by other **modes**


- Walk (14%)
- Cycle (3%)
- Take the bus (3%)

Duration of **time** spent downtown (top 3 answers)

- Weekday 1-2 hours
- Weekend during day
- Weekend in the evening and weekday all day

When drive, **where** do people park

- On-street free parking (50%)
- Off-street lot or parkade (25%)
- On a street in the residential area downtown (12.5%)
- Combination of on-street and off-street (12.5%)



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**Downtown Parking  
Master Plan**




### Top 6 challenges experienced with parking in Downtown Guelph (*Survey 1 Says...*)



1. Cannot find available parking at or near (within a block of destination)
2. Not enough parking spaces
3. Can afford to pay for parking but I think that the cost is too high
4. Cannot find parking within a 5 to 10 minute walk of my destination
5. Concerns about safety when using surface lots and parkades
6. Do not like using a mobile app to pay for parking

Note: These are in the order of most frequently identified



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## Amount and Proximity of Parking to Different Destinations



### Key Themes Heard

1. On-street complimentary spaces are in high demand
2. Lack of available convenient parking near downtown destinations for short-stays
3. Lack of spaces for dropping goods off or for short term – 15 minute parking
4. Cannot find available parking at or near my destination
5. Not enough parking spaces/vehicles are circling
6. Loss of Baker Street impacts availability of parking in north part of downtown

### Ideas to Consider

- Consider phasing in charges for on-street parking to shift demand to parkades
- Promote use of parkades through reduced rates
- Create more short stay 15 minute parking
- Create more parking north of Quebec and Douglas Streets
- Place signage on downtown perimeter indicating where parking is available in real-time, and development of a municipal parking app

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Changes coming to parking downtown:



## Parkades and Surface Lots Conditions



### Key Themes Heard

1. Parkades and surface lots do not feel safe to use
2. Need for increased security, better lighting in stairwells and access points
3. Cleaning and maintenance is needed 24 hours to address conditions
4. Concern about transient activity in parkades



### Ideas to Consider


- Bright, safe, secure, easy to find and access parkades and surface lots.
- Painting interior of parkades to make them brighter
- Increased security patrols in parkades

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Feedback from the Accessibility Advisory Committee:

**Downtown Parking Master Plan**




## Parking for People with Disabilities

**Key Themes Heard**

1. Need to consider the right number of spaces on different streets
2. Challenge of knowing where accessible spaces are available and when
3. More sheltered accessible parking spaces
4. Improve access to sidewalks
5. Provide accessible electric vehicle charging
6. Avoid assumptions that accessible parking usage is during the day only. Important to have access to all types of activities day or night.
7. If considering a car free downtown, need to consider that a vehicle can be important for accessibility for people with disabilities



**Direction from Accessibility Advisory Committee**


- Establish working group to determine if some existing on-street spaces should be redistributed from one street to another
- Develop mobile app to identify available accessible spaces
- Ensure supply of sheltered accessible parking spaces
- Improve access to sidewalks
- Provide accessible electric vehicle charging



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Feedback about bike parking, including commentary from the Guelph Coalition for Active Transportation:

**Downtown Parking Master Plan**




## Bicycle Parking in the Downtown

**Key Themes Heard**

1. Only secure spaces are in the Market Street parkade
2. Cyclists are locking up to poles and street infrastructure where available
3. Lack of secure bicycle parking generally in the Downtown (apart from Market Parkade)
4. No parking for e-bike charging

**Ideas to Consider**

- Provide secure bicycle parking options throughout the downtown in different locations
- Provide covered parking
- Provide parking for e-bikes with electric charging capabilities
- Work with Tourism partners to identify options
- Promote creation of bicycle parking at GO Station



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On the Have Your Say page, there's apparently four future scenarios for consideration, and they look at changes to parking downtown over the next 5 to 15 years. Again, that's .



That's a wrap for Anderson's presentation. Also, there's going to be a presentation at Committee of the Whole on September 6.

First question for feedback:

A survey slide titled 'Downtown Parking Master Plan' with the City of Guelph logo in the top right corner. The main heading is 'How bold should the City be in implementing strategies for addressing parking needs and encouraging change?'. To the right of the heading is a large green 'P' with icons of a car, a bicycle, and a person walking. Below the heading is a numbered list of five strategies: 1. Incentivizing parking in the parkades (e.g. improved conditions, reduced charges, 1 to 2 hours complimentary parking, shared permits); 2. Shifting away from complimentary on-street parking and increasing use of these spaces for short term stay close to destination parking; 3. Creating more parking in the downtown north of Quebec and Douglas Streets; 4. Creating more secure bike parking and e-bike parking; 5. Implementing perimeter and wayfinding signage and the development of a municipal parking app. Below the list is the question 'What is at the top of your list to be considered?' followed by '5 examples shown above'. At the bottom of the slide is a silhouette of the Guelph skyline.

First Q: The plan seems to dismissive of the fact that large companies downtown have employees from out of town in places not serviced by transit. Solutions? Anderson says there are a # of different considerations.

Anderson says travel patterns downtown show that many people come from outside Guelph, but TMP is trying to encourage ways to use other modes inside the City and there's hope these things will play together. 2WADGo is also a consideration for the future.

He also acknowledges that parking rates have gone up, and the last master plan had a recommendation for paid on-street parking, which might have been a revenue stream that couple have prevented that.

Next comment: Free on-street parking important for business, and people want it.

Also: Maybe free parking lots outside of downtown and then have shuttle buses bring people into the core.

Anderson says this survey is about looking at options, and free on-street parking is an option, but it means that the City is forgoing potential revenue.

Another comment: There was a shuttle that ran from downtown parkade to the Multicultural Festival and that was successful.

Q: What can be done about on-street parking taken up by commercial vehicles?

Anderson says they're looking at loading zones in the study, places where larger vehicles can load and unload in the core.

Addressing lack of accessible parking on-street? Cumming notes that the AAC has put together a working group with staff to look at where accessible parking can be moved so that it's closer to destinations.

Q: How would you monitor 15-minute parking? Anderson says that it's definitely difficult to monitor and enforce, and they would need more people bylaw enforcement or better tech.

Q: Any streets big enough to use wide angle parking? Anderson says that there may be a couple of streets that's possible, it might require some streets to be made one way through.

Q: Consideration for new DT residents to live \*without\* a car? Anderson says that is a consideration: How much parking there should be per unit for new residential buildings.

Bond adds that 10 buildings DT have been survey as part of study, and people think it's too high, but the question is how low is too low where you start encouraging people to have cars.

Q: If demand has decreased in Arthur St lot why is wait list still year-long and permits prioritised by surround neighbourhoods? Zettle says that lot is residential only, but only 24 stalls for that lot so not a lot of turnover.

Comment: Why is demand downtown assumed to go hand in hand with demand for parking? Anderson says they will carefully consider opportunity costs, if you don't need to spend \$30mn on parkades, that frees up money for other things like transit service. It's a consideration.

Anderson also notes that the survey revealed that there's not a lot of uptake in Guelph right now with people using transit to get to work downtown, though he acknowledges that this is one of the places where the TMP comes in.

Follow-up on out of town employees, a lot of people live in rural-ish areas like Fergus and Elora that are not serviced by any mass transit system.

Another comment: The reason why parking "sucks" downtown is because it's free. Perhaps dynamic parking, depending on size of vehicle and time of day. Why not set price for parking at \$6.50 for first hour covering cost of transit ticket too and from.

Bond says that he realises that on-street parking in some places is being taken up by contractors and employees downtown. Free parking is an incentive, but it comes with baggage.

Cumming says one scenario they looked at was the idea that a transit pass costs less than a parking pass. Bond says that's comment and explains why the parking fees are high, its meant to encourage people to take alternatives. Notes that Market Parkade built for \$55k/space.

Comment: There needs to be affordable parking for people working downtown, this person notes that they're bring boxes and things with them that make transit and biking impractical. Also, could there be discounts for social services.

Bond notes that these are a couple of considerations that constantly come up, but the question is where does the money come from? In the end, you increase taxes on the whole city to cover the cost of parking downtown.

Comment: There should be a program where employers can buy multiple passes at a discount for out of town employees.

Comment: Free parking should be seen as a marketing express.

Q: Have autonomous vehicles been taken into account? Bond says he's looked at that for a number of planning clients, and if and when they arrive in significant quantities it should reduce parking, but that's at least 20-30 years away.

Q: Have you considered economic benefit of more open space and less parking? Anderson says that the study is set up to focus on the parking system and the costs associated. They are keeping an eye on other goals connected like TMP and Race to Zero this though might be beyond.

Q: Where did the project of 1,000 new employees come from? Bond says it's an estimate provided by the City planning department from various growth projections. It's not just Conestoga College.

Comment: A lot of talk about cycling, which they find discriminatory against women and the elderly. Notes that women still do most of the driving for a family, but that might change.

Q: Does the City know how much it costs to subsidise a space in a parkade and will they break even over a lifetime? Bond says that a future parkade will cost between \$55-\$60k per space, which means \$250-\$300 per month. That's why paying through on-street parking is an option.

Q: What would happen to Stone Road Mall if there was little to no parking there? Anderson says, to be simplistic, he can't imagine a mall with no parking unless it was surrounded by high density residential and office, which it isn't. People have to come from somewhere.

Q: So how is the DT any different? Bond says that it isn't that much different in terms of attracting customers, but SRM pays for parking and the cost comes from rent the stores pay. In DT, half the parking comes from the City...

...so if parking is paid for by the businesses then it's different. However, many DTs like Guelph's were built before the invention of the car. Also, there's this image that parking is free at the mall, but it's not free, \*you\* are not paying for it.

Comment: DT generates 4x the revenue vs. SRM with half the space for cars, so maybe we can de-emphasize the need for more parking spaces. Cumming notes that the comments in the chat are quite passionate about this.

Anything to add? Contact here:

A presentation slide titled "Downtown Parking Master Plan" with the City of Guelph logo. The slide is divided into sections. The "Contacts" section lists Jamie Zettle, Guelph Parking Operations Manager, with email [Jamie.Zettle@guelph.ca](mailto:Jamie.Zettle@guelph.ca), and Stuart Anderson, Senior Associate, BA Group, with email [Anderson@bagroup.com](mailto:Anderson@bagroup.com). Below this is a "Take the Survey:" section with the URL <http://www.haveyoursay.guelph.ca>. The slide features a large stylized "P" logo with colorful car icons and a silhouette of the Guelph skyline at the bottom. The number 33 is in the bottom right corner.

**Downtown Parking Master Plan** City of Guelph

## Contacts

Jamie Zettle, Guelph Parking Operations Manager  
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Stuart Anderson, Senior Associate, BA Group  
[Anderson@bagroup.com](mailto:Anderson@bagroup.com)

Take the Survey:  
at <http://www.haveyoursay.guelph.ca>

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Last comments.

Anderson thanks the attendees for their comments and questions. It's been very useful.

Zettle thanks everyone too and notes that they're in the heat of the discussion right now.

That's a wrap for this webinar!



@UnrollHelper unroll please.

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