

The Myth of Parking and Main Street Revitalization

*"Another Way Of Thinking About
Place-based Values And Issues."*

BIAs

2024 BIA Conference | April 28 to May 1, 2024
Hilton Mississauga/Meadowvale, Mississauga ON

The EVOLVING **CHAMPIONS**



Overview

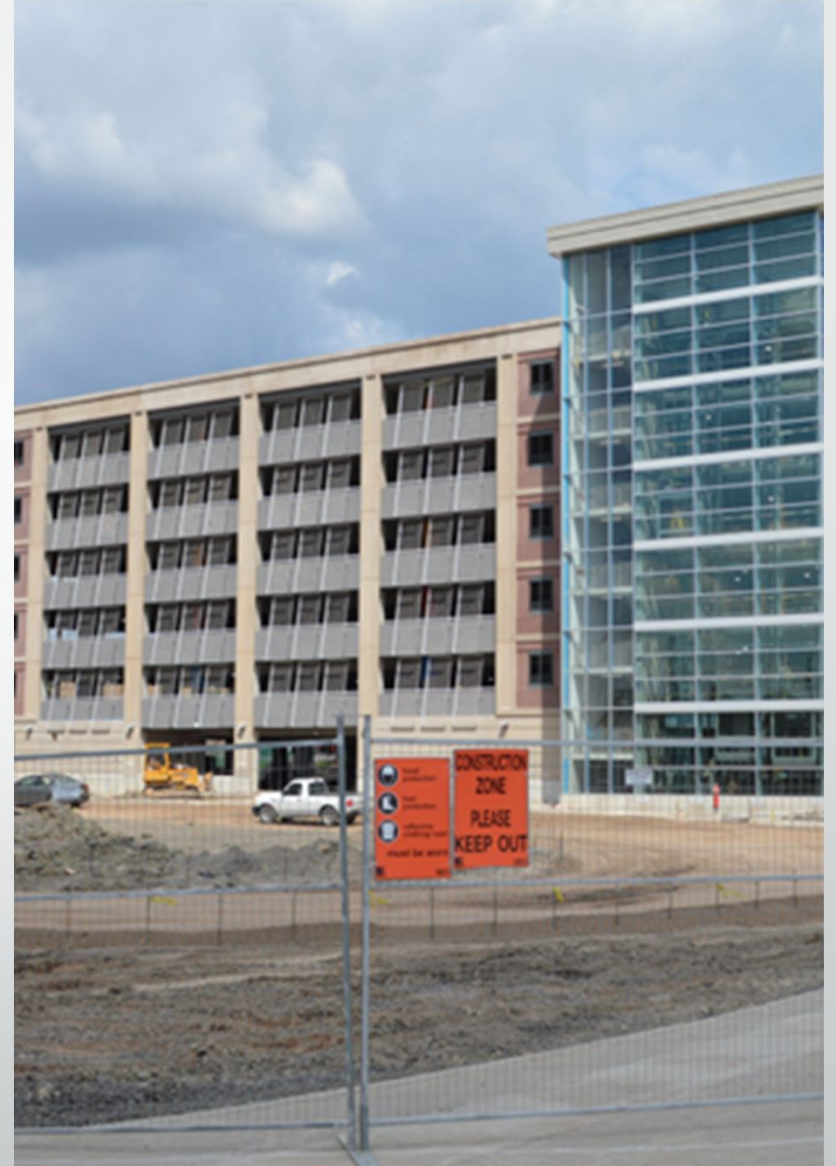
1. Is this a myth?
2. Case Study
3. Value of space
4. Place Matters

What is a myth?

noun. A popular belief or tradition that has grown up around something - especially one embodying the ideals and institutions of a society or segment of society.

Is this a myth?

"For city and town centers to thrive and prosper they require an abundant and usually free of charge parking supply."



COUNCIL

What if downtown Guelph had no minimum parking requirements? Here's what happened in 3 cities that already did that

GUELPH
Mercury Tribune.

By Graeme McNaughton Guelph Mercury

Tuesday, September 26, 2023 | 6 min to read

Article was updated Sep 26, 2023

Ottawa

Calls grow to axe minimum parking rules for housing projects

City councillor expects draft zoning bylaw this year will propose a cut



Arthur White-Crummey · CBC News · Posted: Feb 21, 2024 6:21 AM EST | Last Updated: February 22

Home / News / Council

COUNCIL

'I will be very angry': Bid to axe Mississauga parking requirements for developments along LRT fails

A push to put the brake on minimum parking requirements for housing developments along Mississauga's LRT line may have crashed at a recent planning meeting but the issue won't idle for long

MISSISSAUGA
The News.

By Steve Cornwell Mississauga News

Saturday, October 28, 2023 | 2 min to read

Article was updated Oct 30, 2023

Mississauga City Centre Parking - Case Study



Parking Survey Study Area Map



Legend

- 1 - Living Arts Centre
- 2 - City Hall
- 3 - Library
- 4 - Sq.1 Parking

- 5 - 201 City Centre Dr.
- 6 - The UCO Building
- 7 - Morguard 1
- 8 - Morguard 2
- 9 - Morguard 3

- 10 - MEC1
- 11 - MEC2
- 12 - MEC3
- 13 - MEC4

Figure 6

RU Consulting Ltd.
BA Parking Study
October 28, 2011.

*Map Not To Scale



Parking Inventory and Utilization

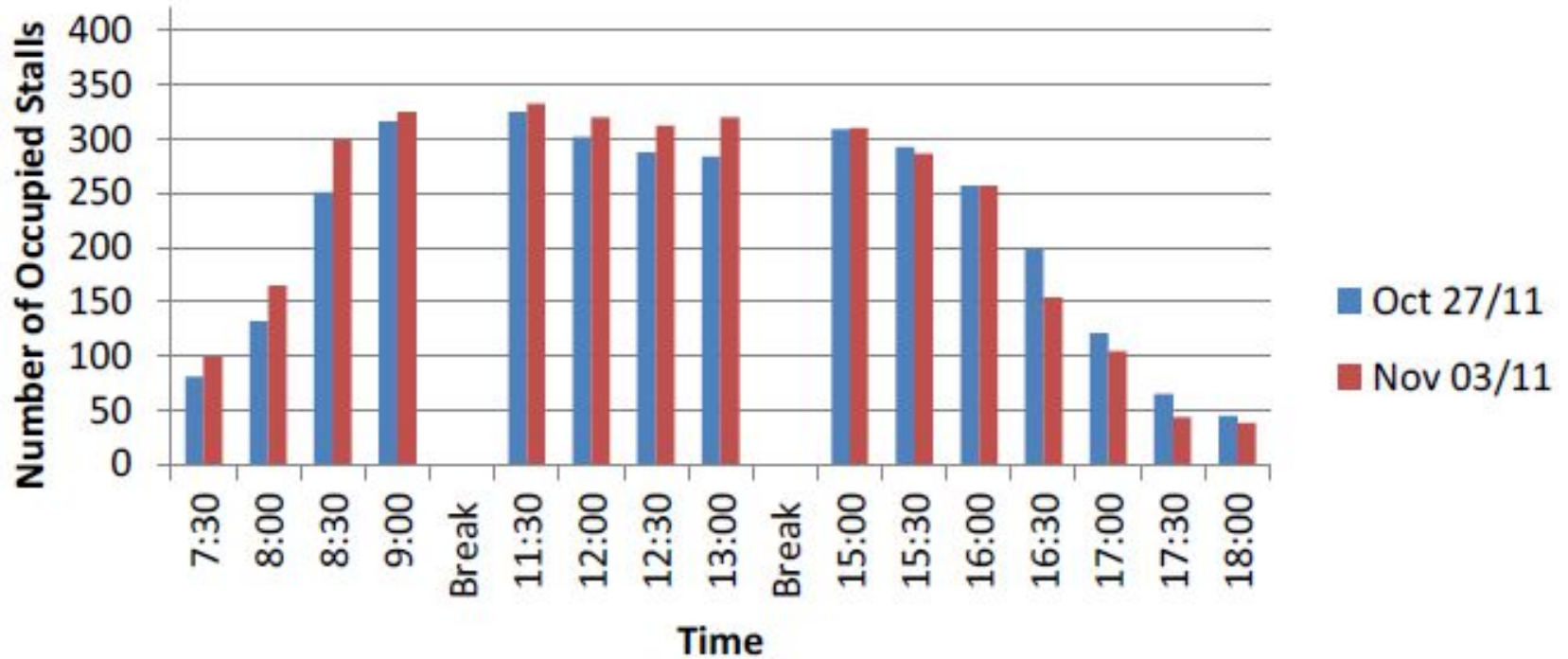
Comparing Office & Parking Vacancy Rates in MCC During Peak Occupancy For Each Parking Lot

Building	Total Stalls	Peak Occupancy (Peak point of the 2 survey days)	Parking Vacancy	Parking Vacancy Rate	Avg. MCC Office Vacancy Rate	
LAC - 4141 Living Arts Dr.	400	126	274	68.5%	12.7%	* Greatest Municipal Oversupply
MCC - 300 City Centre Dr.	421	333	88	20.9%	12.7%	
MCL - 301 Burnhamthorpe Rd. W.	407	152	255	62.7%	12.7%	
Square One - North East Corner.	300	228	72	24.0%	12.7%	
201 City Centre Dr.	468	378	90	19.2%	17.0%	
UCO Building - 151 City Centre Dr.	292	235	57	19.5%	12.7%	
Morguard 1 - 77 City Centre Dr.	555	317	238	42.9%	21.4%	
Morguard 2 - 55 City Centre Dr.	541	248	293	54.2%	2.4%	* Greatest Private Office Oversupply
Morguard 3 - 33 City Centre Dr.	508	439	69	13.6%	18.0%	
MEC 1 - 1 Robert Speck Pkwy	1030	878	152	14.8%	12.7%	* Most Balanced Parking Supply Scenario
MEC 2 - 2 Robert Speck Pkwy	875	663	212	24.2%	12.7%	
MEC 3 - 3 Robert Speck Pkwy	998	697	301	30.2%	12.7%	
MEC 4 - 4 Robert Speck Pkwy	980	551	429	43.8%	12.7%	
Total Average	598	403	195	33.7%	13.3%	

** 12.7% represents the average office building vacancy rate in the 3rd quarter of 2011, as indicated in the DTZ Barnicke Q3 2011 Office Report for the GTA.

Peak Utilization for Study Period

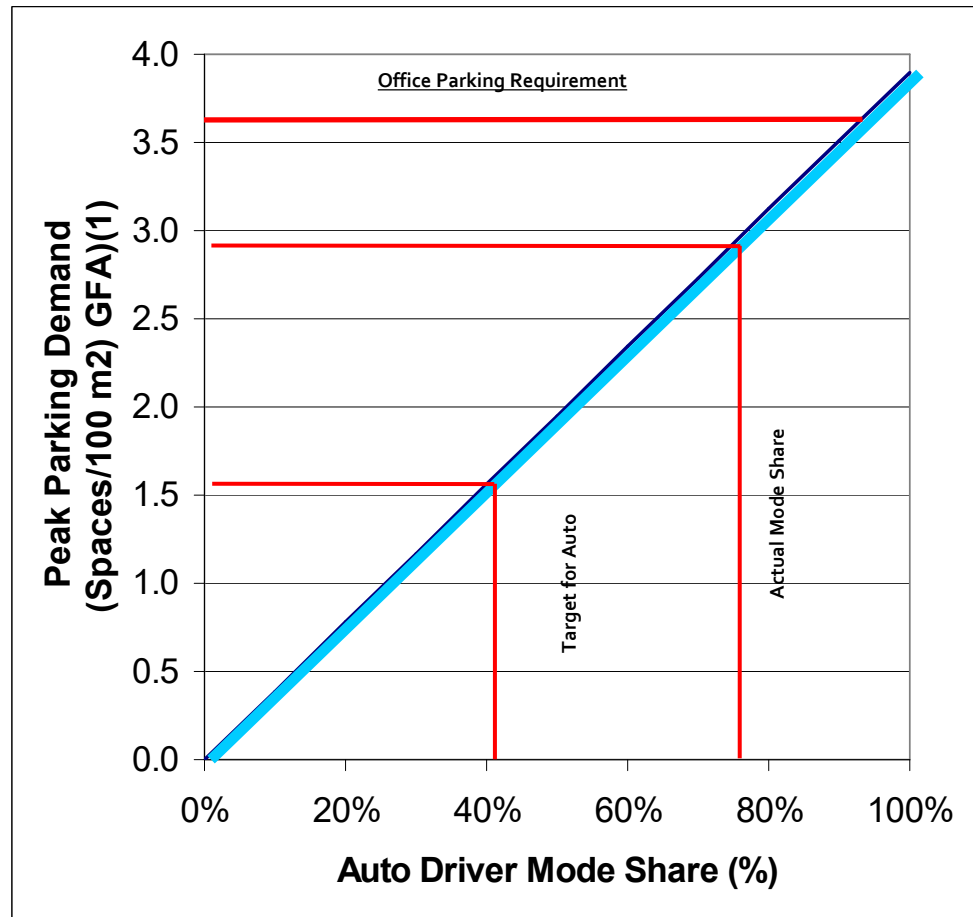
Mississauga Civic Centre



Optimize Existing Supply

- Communications - to inform stakeholders and customers of the value and role of parking for mobility and downtown revitalization.
- Promotions – of existing parking areas and facilities – parking directions and occupancy information for motorists.
- Policies and Regulations – time limits to increase turnover, location restrictions, shared parking, cash in-lieu.
- Pricing – signal the value of parking spaces, influence mobility decisions, stimulate turnover, customer loyalty incentives, revenue to support sustainability initiatives.

Parking Supply to Match Mode Targets



Policies to Reduce Future Supply of Parking

- Zoning bylaws that support city building and mobility management objectives.
- Programs and services (to reduce private automobile use and ownership) as conditions of land development approval, e.g. carshare, bike share, transit
- Shared parking agreements facilitated by planning authorities.

**People don't go to
your community
because of its
parking supply!**



Place Matters

Sulphur Springs, TX



Downtown

**Suburban
Bypass
Development**



Connally Street

Main Street













Place Matters

Racine, WI



Downtown Public Realm and Parking Plan

City of Racine, WI

.....

Exploring Solutions for Traffic, Monument Square, & Parking

October 2019

Downtown Parking Strategy

- On-street spaces best used for short-term parking with high turnover, encouraging retail foot traffic
- Longer term parking in peripheral, off-street locations at a lower cost
- New technologies for evolving consumer behaviors
- The parking system must be a positive asset and contribute to the *VITALITY and ECONOMIC GROWTH* of downtown



Downtown Racine Parking Inventory

9 Primary Off-Street Facilities

1,039 Spaces in Civic Center, Lake,
and Shoop Ramps

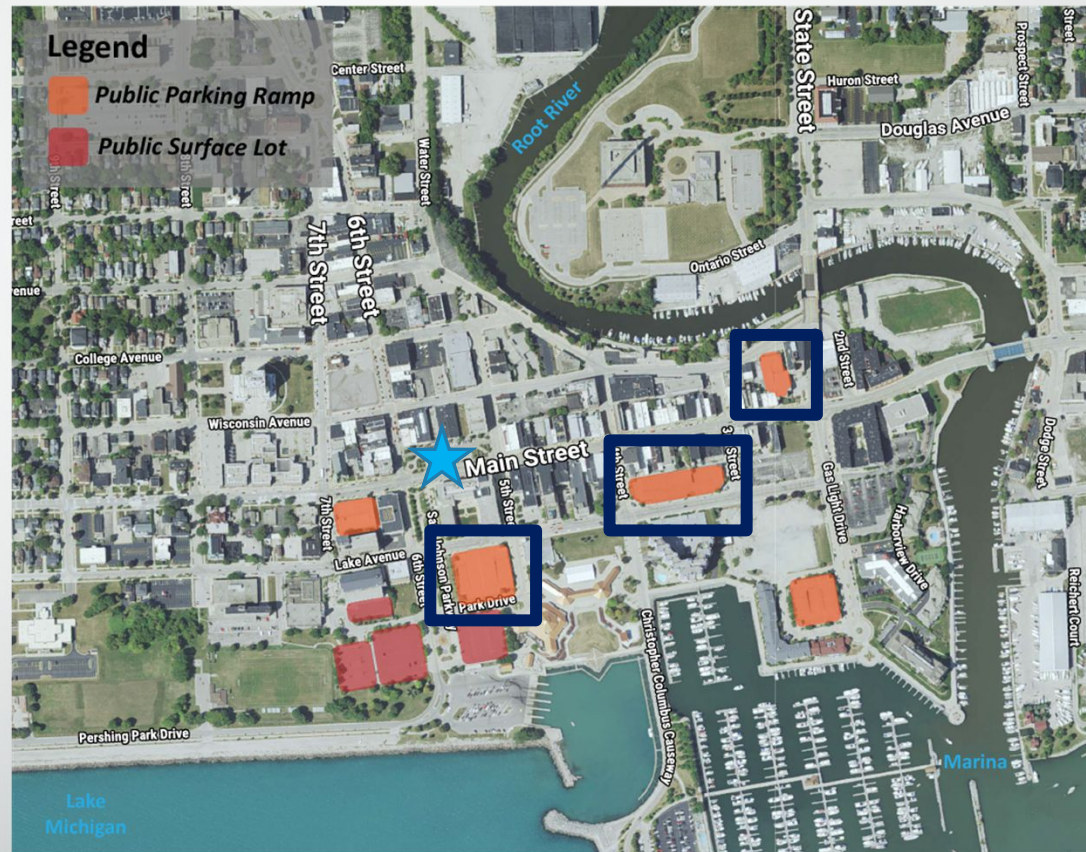
2,015 Total Off-Street Spaces

856 On-Street Metered Spaces

201 On-Street Unmetered Spaces

3,072 Total Spaces

+ * Excludes private inventory



Parking Occupancy – Current Conditions

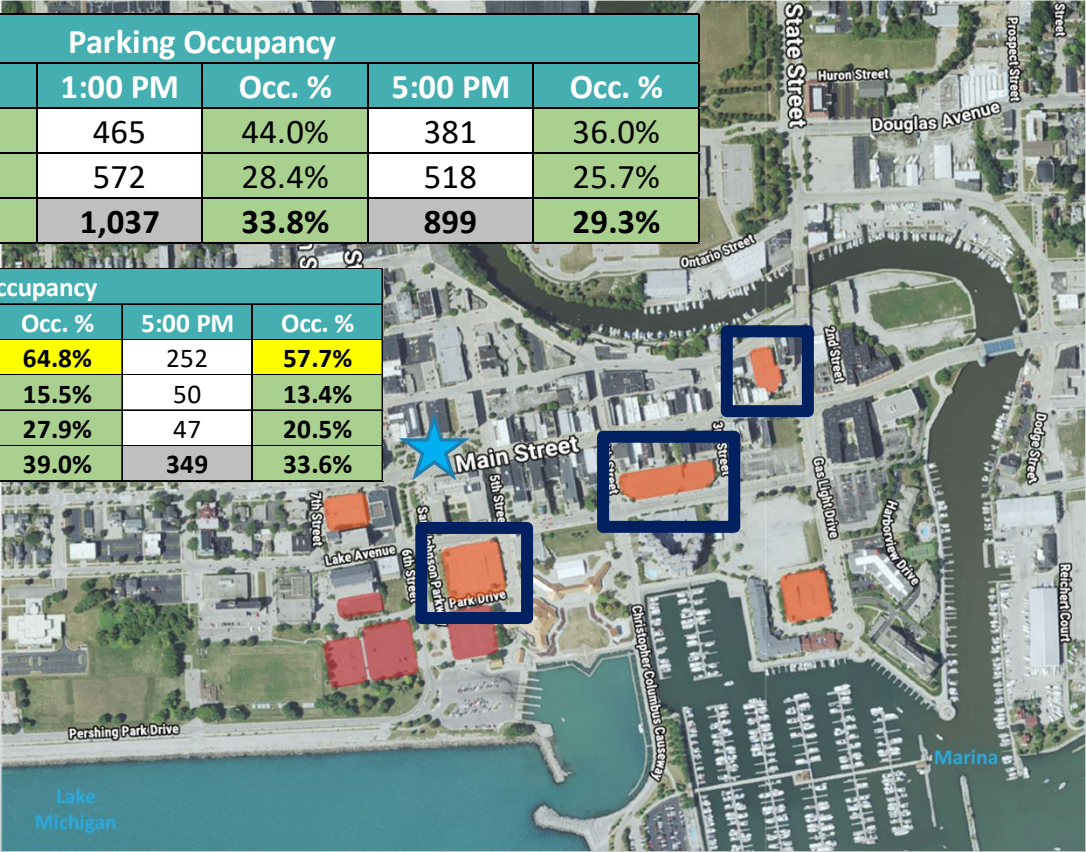
Wednesday July 24th, 2019

Parking Inventory		Parking Occupancy					
		10:00 AM	Occ. %	1:00 PM	Occ. %	5:00 PM	Occ. %
On-Street Spaces	1,057	506	47.9%	465	44.0%	381	36.0%
Off-Street Spaces	2,015	587	29.1%	572	28.4%	518	25.7%
Total	3,072	1,093	35.6%	1,037	33.8%	899	29.3%

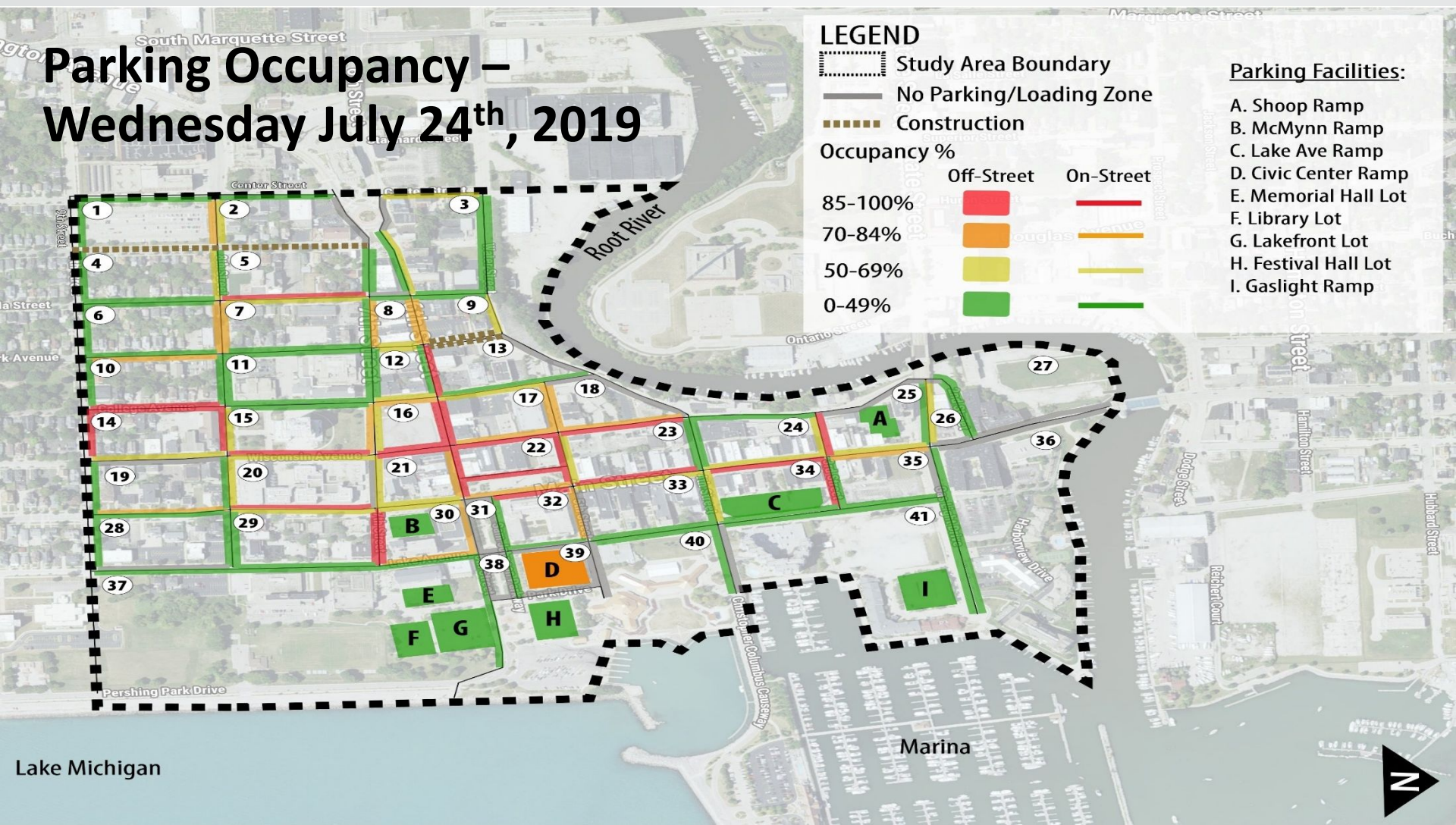
Parking Inventory		Parking Occupancy					
		10:00 AM	Occ. %	1:00 PM	Occ. %	5:00 PM	Occ. %
Civic Center Ramp	437	308	70.5%	283	64.8%	252	57.7%
Lake Avenue Ramp	373	47	12.6%	58	15.5%	50	13.4%
Shoop Ramp	229	65	28.4%	64	27.9%	47	20.5%
Total	1,039	420	40.4%	405	39.0%	349	33.6%

Occupancy % Legend	
	0-49%
	50-69%
	70-84%
	> 85%

* Excludes private parking



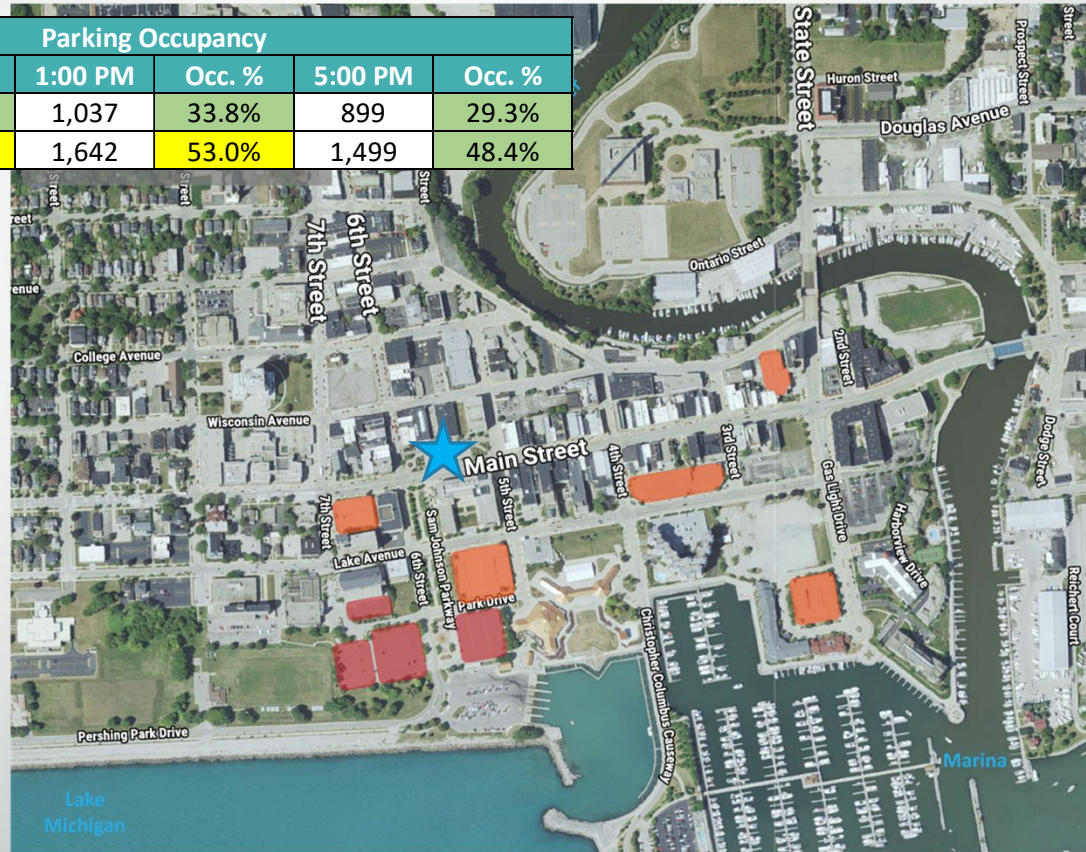
Parking Occupancy – Wednesday July 24th, 2019



Parking Occupancy – Future Condition Projection

Parking Inventory		Parking Occupancy					
		10:00 AM	Occ. %	1:00 PM	Occ. %	5:00 PM	Occ. %
Current Conditions	3,072	1,093	35.6%	1,037	33.8%	899	29.3%
Future Conditions (5-year)	3,097	1,721	55.6%	1,642	53.0%	1,499	48.4%

Occupancy % Legend	
	0-49%
	50-69%
	70-84%
	> 85%





Regency Mall

1,200 ft
= 2.5 blocks

Green Bay Road / WI-31

Durand Avenue / WI-11

Target

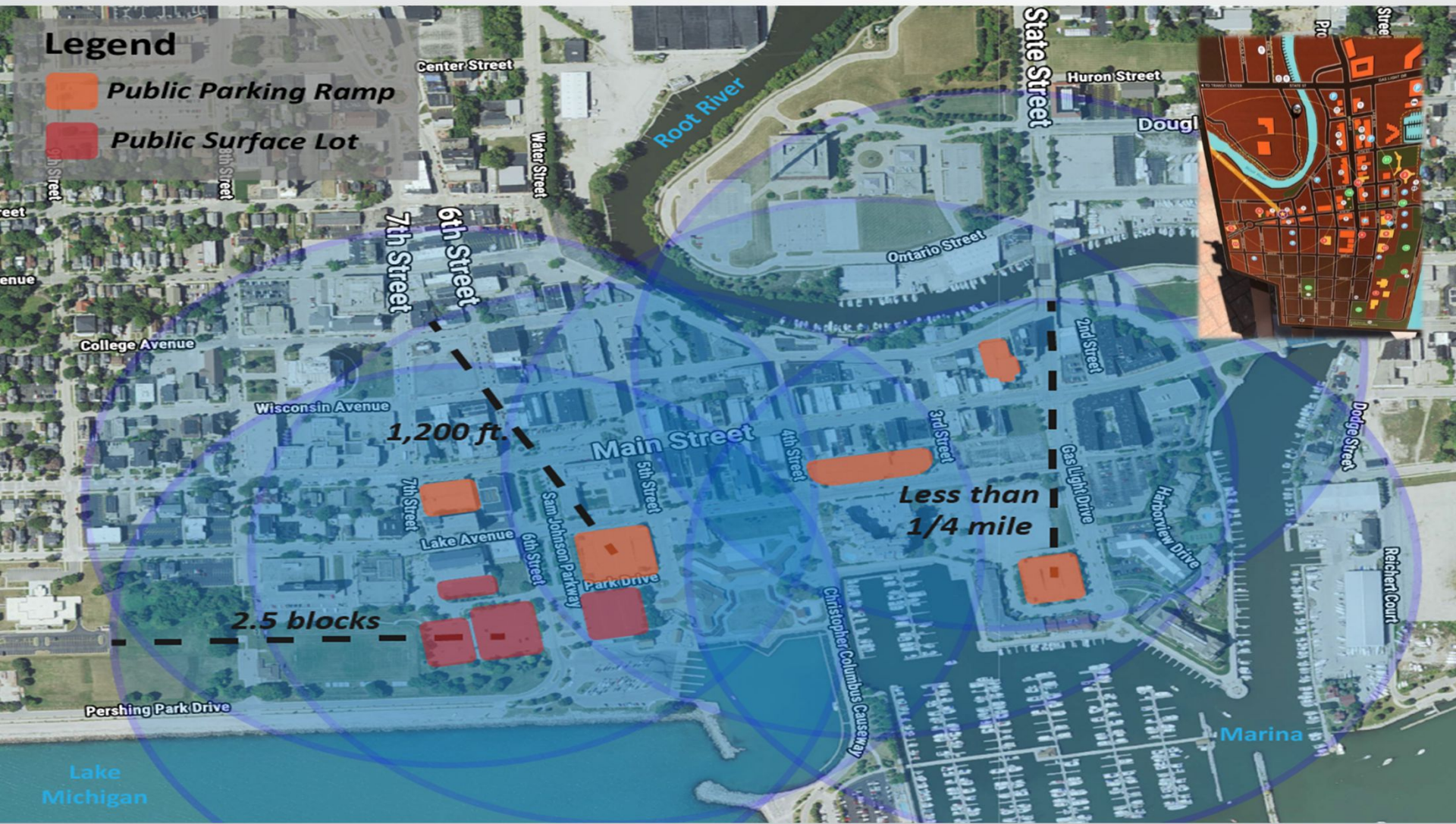
North

Google Earth

Legend

 Public Parking Ramp

 Public Surface Lot

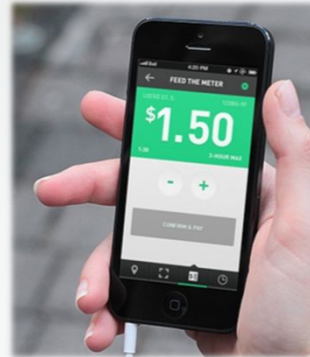


Public Parking Signage and Branding



Passport Mobile App

- Promote usage of the app and increase advertising at downtown businesses
- Reduced rate for on-street parking when using Passport
- Conveniently add time from phone
- Business patron validations
- Integration with parking ramp payment
- Pre-payment hours
- Digital wallet – no coins needed



Multi-Space Meter Technology

- Pay-by-Plate Meter – Interface with Passport app & LPR enforcement
- Payment based on zone
- Clean, consolidated look
- Minimal maintenance
- Easier snow removal
- Simplified enforcement



Questions/Discussion

Lorenzo@attivodesigns.com