Town of Orangeville Downtown Parking Study

Paradigm Transportation Solutions Limited

March 2017

Project Summary

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Town of Orangeville Downtown Parking Study

List of Revisions

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1	20 January 2017	GC/KR	Draft for Town Review
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Signatures

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Signature

Disclaimer

Executive Summary

Content

The Town of Orangeville retained Paradigm Transportation Solutions Limited, in conjunction with Lura Consulting, to assess parking conditions in Downtown Orangeville. The **Town of Orangeville Downtown Parking Study** (the Study) provides a comprehensive review of the present parking situation in the Downtown area, including:

- Estimates of current parking supply and demand;
- An assessment of the need for additional parking; and
- Recommendations on how to improve parking conditions now and into the future.

Data Collection

An inventory of existing parking facilities within Downtown Orangeville was compiled from aerial photography and site visits to derive total parking supply.

A comprehensive parking count program was conducted to characterize current parking conditions in Downtown Orangeville. Paradigm staff performed parking counts on eight (8) different days over a six (6) month period to gather data on parking demand/utilization and duration for a broad range of conditions (i.e. different seasons, weekday vs weekend, special events).

Conclusions

The following is concluded from the analyses completed for this Study:

Parking Inventory

- The parking facilities in Downtown Orangeville consist of a combination of the following:
  - Public on-street parking (**On-Street**). On-Street parking is intended to provide close and convenient parking for patrons visiting the Downtown area;
  - Municipally controlled off-street parking (**Municipal Lot**). These lots are typically shared between short-term (customers) and longer-term users (employees); and
  - Privately owned, publicly accessible off-street parking (**Private Off-Street**). Private Off-Street parking is provided throughout the Study Area, generally adjacent to the Downtown businesses and residences they serve.

- There are an estimated 1,642 parking stalls within Downtown Orangeville. About 35% (578 stalls) of the spaces are public, with 14% (235 stalls) located on municipal roads and 21% (343 stalls) contained in municipally controlled off-street parking lots. The remaining 65% (1,064 stalls) of the Downtown parking supply is privately owned off-street parking. It is noted that some of the Private Off-Street parking is reserved for residential tenants, and although appearing vacant during the day, may not be available to other users (i.e. Downtown employees and customers).

Existing Parking Demand

- Parking demand varies considerably by time of day, day of week and week of the year. Not surprisingly, the highest demand for parking was experienced with special events held in the Downtown during the summer. These events can consume almost the entire supply of Public parking.

- Based on the parking counts completed for the Study, the **average parking demand** in Downtown Orangeville was:

  - On-Street – 109 spaces on weekdays (46% of On-Street supply) and 138 spaces on weekends (59% of On-Street supply)
  - Municipal Lots – 165 spaces on weekdays (48% of Municipal Lot supply) and 166 spaces on weekends (48% of Municipal Lot supply)
  - Private Off-Street – 302 spaces on weekdays (28% of Private Off-Street supply) and 281 spaces on weekends (26% of Private Off-Street supply)
  - Total – 575 spaces on weekdays (35% of Total supply) and 584 spaces on weekends (36% of Total supply)

  The current parking supply was sufficient to meet average demands on the days surveyed, with daily average utilization at about 35% on weekdays and 36% on weekends. Municipal Lot parking exhibited the highest utilization of the three (3) different types of parking at about 48% of the available supply on weekdays, while On-Street parking was highest on weekends at about 59%. The decline in Private Off-Street parking utilization observed from weekdays to weekends may be attributed to the fact that most service businesses are closed on Saturdays, so there are fewer employees parking in the lots.

- Maximum demand is a more critical statistic than average demand when assessing parking adequacy to satisfy peak demand. From the parking counts completed for the Study, the **maximum parking demand** in Downtown Orangeville tended to occur midday and was observed to be:

- On-Street – 188 spaces at 1:00 PM on weekdays (80% of On-Street supply) and 200 spaces at 10:00 AM on weekends (85% of On-Street supply)
- Municipal Lots – 319 spaces at 2:00 PM on weekdays (93% of Municipal Lot supply) and 282 spaces at 3:00 PM on weekends (82% of Municipal Lot supply)
- Private Off-Street – 501 spaces at 11:00 AM on weekdays (47% of Private Off-Street supply) and 581 spaces at 12:00 PM on weekends (55% of Private Off-Street supply)
- Total – 975 spaces at 2:00 PM on weekdays (55% of Total supply) and 1,069 spaces at 12:00 PM on weekends (65% of Total parking supply)

The current parking supply was sufficient to meet maximum demand on the days surveyed, with daily peak utilization at about 59% on weekdays and 64% on weekends. However, Municipal Lot demand approached capacity during special events in the summer, with the highest utilization of the three (3) types of parking at about 93% of the available supply on weekdays and 82% on weekends.

- From the parking counts completed for the Study, the **duration vehicles park On-Street** in Downtown Orangeville averaged:

  - One (1) Hour or Less – 63% on weekdays and 54% on weekends
  - Between One (1) and Two (2) Hours – 22% on weekdays and 16% on weekends
  - More than Two (2) Hours – 16% on weekdays and 29% on weekends

  Motorists tended to park on-street for shorter durations (one (1) hour or less). The two (2) hour parking restriction appears to discourage motorists from extended on-street parking, although some durations of more than two (2) hours were observed.

  Average **On-Street parking turnover** was 3.1 vehicles per space per day on weekdays, and 2.4 vehicles per space per day on weekends.

- From the parking counts completed for the Study, the **duration vehicles park in Municipal Lots** in Downtown Orangeville averaged:

  - One (1) Hour or Less – 47% on weekdays and 53% on weekends
  - Between One (1) and Two (2) Hours – 16% on weekdays and 18% on weekends
  - More than Two (2) Hours – 37% on weekdays and 29% on weekends

On weekdays, motorists tend to use Municipal Lot parking for longer durations, whereas on weekends motorists use Municipal Lot parking for shorter durations.

Average **Municipal Lot parking turnover** was 2.8 vehicles per space per day on weekdays, and 2.4 vehicles per space per day on weekends.

- The existing parking system in Downtown Orangeville is generally meeting current requirements based on the counts conducted for this Study. While there are some concerns with the adequacy of the Public parking supply to meet demand during special events, the inventory appears adequate for typical weekdays and weekends.

Community and Stakeholder Views on Downtown Parking

- The community has mixed views on the availability of parking within the Downtown. About 54% of respondents to the surveys indicated they experience no difficulty finding parking Downtown. A further 15% stated they only sometimes have problems finding a space. The remaining 31% indicated they often have issues.
- Once parked, almost two-thirds of respondents indicated they could reach their endpoint in two (2) minutes or less, and most people could still see their vehicles. Only 8% walked more than five (5) minutes to reach their destination. Generally, acceptable walking distance ranges up to two (2) blocks for employee parking (two (2) minutes) and one (1) block for shoppers (one (1) minute) for smaller communities like Orangeville.
- Almost half of survey respondents provided comments on ways to improve parking in Downtown Orangeville. Some of the suggestions included:
  - Providing more parking (no specific recommended approach);
  - Adding a multi-level parking facility to increase supply;
  - Removing the center median on Broadway and reverting from parallel back to angled parking; and
  - Increasing signing and accessible parking.
- When asked about issues their customers experience finding parking, businesses noted the following issues:
  - Proximity of parking to the store;
  - Availability of parking; and
  - Two (2)-hour parking restriction on Broadway can be insufficient for some customers to complete their business.
- The three (3) main features that survey respondents and stakeholders both like about parking in Downtown Orangeville are:
  - Free public parking;

- Large, convenient parking spaces located close to desired destinations; and
- Ample parking.

Recommendations

Table E.1 summarizes the recommended strategies and timelines for implementation based on an assessment of the options listed in Section 5 of the report. Relative costs for implementation are noted in the table. Some specific immediate actions that fall within the strategies include:

- Improve Private Off-Street parking stall delineation through clearer signing and markings;
- Improve Municipal Lot parking signing as recommended in the Directional Wayfinding Master Plan;
- Encourage businesses to request their employees and deliveries to refrain from using the On-Street parking spaces;
- Encourage the use of non-auto transportation modes for travel to the Downtown;
- Develop the former Hydro lands at the northwest corner of Mill Street and Church Street for additional off-street parking;
- Initiate investigations into the provision of additional off-street parking on the municipally-owned lands on First Avenue; and
- Continue to monitor parking utilization in the Downtown.

Table E1: Recommended Strategy

Recommended Action	Short Term (0-3 years)	Medium Term (3-5 years)	Long Term (> 5 years)	Lead	Financial
Group A - Strategies to Optimize Existing Parking Supply and Increase Efficiency					
Strategy A.1 – Maximize Capacity of Existing Parking Supply	✓	▪	▪	Town	$
Strategy A.2 – Improve User Information and Wayfinding	✓	▪	▪	Town & BIA	$$
Strategy A.3 – Improve Aesthetics and Strengthen Pedestrian Linkages	▪	✓	▪	Town	$$
Strategy A.4 – Increase Parking Enforcement		✓		Town	$$
Strategy A.5 – Allocate Parking and Loading Areas	✓	▪	▪	Town & BIA	$
Strategy A.6 – Provide Special Event Shuttles	✓			BIA & Town	$
Group B - Strategies to Reduce Parking Demand					
Strategy B.1 – Promote Use of Non-Auto Modes and TDM Measures	✓			Town & BIA	$$
Strategy B.2 – Implement Parking Pricing Scheme	▪	▪	✓	Town	$$
Group C - Strategies to Increase Parking Supply					
Strategy C.1 – Construct New Public Parking Facilities	▪	▪	✓	Town	$$$
Strategy C.2 – Implement Cash-in-Lieu of Parking	▪	▪	✓	Town & Landowners	$$$
Strategy C.3 – Pursue Public/Private Parking Partnerships	▪	✓	▪	Town & Landowners	$$$
Strategy C.4 – Reconfigure Existing Roads to Provide Additional Parking	▪	✓	▪	Town	$$

LEGEND:

$ Minimal cost to finance (<$10,000)
$$ Modest cost to finance ($10,000 - $100,000)
$$$ Highest cost to finance (>$100,000)

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1 Introduction

1.1 Overview

The parking system is one of a community's most valuable downtown assets. Parking is often viewed as one of the basic elements in sustaining a healthy downtown and in promoting the expansion of retail and office activity within the community core. The supply, location and price of parking are very sensitive issues for downtown businesses and area residents. Inadequate supply or high parking prices can serve as deterrents to patron visits, hinder the attraction of new businesses to downtown areas, and impact adjacent neighbourhoods.

Considering the foregoing, the Town of Orangeville retained Paradigm Transportation Solutions Limited, in conjunction with Lura Consulting, to assess parking conditions in Downtown Orangeville (Terms of Reference attached as **Appendix A**). The **Town of Orangeville Downtown Parking Study** (the Study) provides a comprehensive review of the present parking situation in the Downtown area, including:

- Estimates of current parking supply and demand;
- An assessment of the need for additional parking; and
- Recommendations on how to improve parking conditions now and into the future.

The Town initiated the Study at the request of the Orangeville Business Improvement Association (BIA) who wanted a definitive account of the parking situation in the Downtown. The BIA was interested in knowing whether the Downtown required more public parking, or conversely, to determine whether there was sufficient parking to serve the commercial businesses in the Downtown core. The Town's objective is to ensure that an adequate parking supply is provided to encourage a healthy and vibrant Downtown area and ensure its long-term viability.

1.2 Study Scope and Area

The Study involved the following tasks:

- Compile an inventory of the existing public (on-street and municipal lot) and private (off-street) parking facilities within the Downtown;
- Perform parking occupancy and turnover surveys (or counts) to assess parking utilization and duration of stay, and quantify (where possible) the number of spaces being used by patrons, visitors, residents and employees under several different conditions;
- Identify and evaluate potential parking management alternatives for the Downtown; and
- Conduct public and stakeholder consultation.

The Study Area is generally defined as the lands delineated by the Town of Orangeville Heritage Sign Special Policy District, which extends from Faulkner Street in the west, north to Zina and First Avenue, east to west of Fourth Street, and south to Front and Church Streets. At the Project Initiation Meeting, the area was expanded slightly to include a property on the north side of First Avenue east of 2nd Street that the Town has acquired, potentially for use as a future parking facility. **Figure 1.1** illustrates the Study Area.

1.3 Terminology and Definitions

The following parking-related terms are used in this report:

- **Capacity or Supply** is defined as the total number of parking spaces provided and legally available at a location or within a specific district. Where parking lot boundaries are not defined, the corresponding supply was estimated based on the dimensions of the area and observed parking patterns.
- **Practical Capacity** refers to the level at which available parking spaces become more difficult to find and motorists are required to drive around in search of stalls. For purposes of the Study, and based on experience in similar downtown environments, the practical capacity is assumed to be 90% of the actual capacity.
- **Demand** is defined as the total number of vehicles seeking a parking space at a location or within a specific district over a specified period. Demand is typically determined by counting the number of vehicles parked at a given time. It is recognized that demand may be greater than the number of parked vehicles as once all spaces are full, vehicles must go elsewhere to park (although this is difficult to measure in a study of this nature).
- **Occupancy or Utilization** refers to the proportionate number of spaces that are occupied by parked vehicles at any given time, expressed as a percentage of spaces occupied (i.e. demand divided by capacity). Utilization rates greater than 100% suggest that the number of vehicles within the parking area exceeds the actual number of spaces, which would infer illegal or inappropriate parking behaviour.
- **Duration** refers to the length of time that a vehicle is parked within a given space. Typically, visitors to the Downtown area (e.g. for shopping, tourists, etc.) will have shorter durations, whereas business employees and related visitors will have longer durations (coinciding with work schedules).
- **Turnover** refers to the number of vehicles utilizing a parking space during a defined period. When durations are low, the turnover will generally be high as numerous vehicles will tend to use the space. If the duration is high, the space is effectively monopolized by a single vehicle and thus the turnover will be low. For an entire parking area, the turnover is defined as the number of vehicles parked in that area over a defined period divided by the capacity of the area.

Study Area

Figure 1.1

Town of Orangeville Downtown Parking Study
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1.4 Relevant Plans and Policies

The following plans and policies were consulted in completing this study:

- Town of Orangeville Official Plan (2013 consolidation) (see below)
- Downtown Orangeville Parking Study (1989) (see below)
- Town of Orangeville Zoning By-law 22-90 (January 31, 2015)
- Downtown Orangeville Commercial Gap Analysis (2006)
- Town of Orangeville Economic Development Strategy (2007)
- Town of Orangeville Tourism Development and Marketing Plan (2010)
- Town of Orangeville Directional Wayfinding Master Plan (2014)
- Town of Orangeville Cultural Plan (2014)
- Town of Orangeville Development Charges Study (2014)
- Town of Orangeville Transit Optimization Study (2016)
- Town of Orangeville Website – www.orangeville.ca
- Town of Orangeville Tourism Website – www.orangevilletourism.ca

1.4.1 Town of Orangeville Official Plan

The Town of Orangeville Official Plan is intended to be a comprehensive guide to the planning and development of the municipality. The plan sets out, in general terms, the pattern by which the Town will grow over a 20-year horizon. The document includes policies to guide the physical, social and economic development of the Town, including directives aimed at supporting the continued health and vitality of Orangeville's Central Business District (the Downtown):

> *E2.4.1 The Central Business District is Orangeville's traditional centre, consisting of the blocks along Broadway generally between Faulkner and Third Streets. It is a focal point for the Town and is one of the main places where visitors will judge and remember Orangeville. This area accommodates the largest and most diverse concentration of central functions in the Town, including retail, office, service, entertainment and other commercial uses, as well as governmental, institutional, residential and community activities.*

The Official Plan acknowledges the importance of parking to the future prosperity of the Downtown, and the importance of collaboration with the Orangeville BIA to maintain and improve conditions:

> *E2.4.7 The Municipality shall work closely with the Business Improvement Area Association, private property owners and other levels of government in the preparation of any future plans to improve the function and services of the Central Business*

District. Such improvements may include, but are not necessarily limited to, the following matters:

d) improvement to functional components of the Central Business District, including such matters as co-ordinated off-street parking program to provide for the needs of a growing local and trade area population, improvements to enhance the accessibility of the Central Business District and reduce traffic congestion, and improvements to services;

1.4.2 1989 Downtown Orangeville Parking Study

The Town completed a parking study for Downtown Orangeville in September of 1989 to:

- Inventory the existing parking situation in Downtown Orangeville;
- Identify parking issues; and
- Provide findings and recommendations to assist in establishing a more efficient parking system in the Downtown area.

Focussed primarily on public metered parking facilities, the 1989 study identified the following issues with parking in the Downtown:

- Improvement of signing and the beautification of parking lots;
- Parking demand;
- Parking supply;
- The change of angle parking on Broadway to parallel parking;
- Disabled parking;
- Pedestrian crosswalk system;
- Zoning By-Law requirement for parking in the Core area;
- The need for more off-street employee parking spaces; and
- Parking violations.

The key findings from the 1989 study were:

- The supply of parking spaces for Downtown consumers met demand;
- The supply of parking spaces for Downtown employees equaled demand, indicating a need for more off-street parking;
- Fine rates seemed to act as a deterrent from parking illegally during the week but not on the weekend;
- Both merchants and consumers believed the meter rates and fine rates were set at appropriate levels;

- Both merchants and consumers agreed there was a need for disabled parking in the Downtown;
- Merchants believed there was a parking problem in the Downtown, but most consumers did not; and
- The change from angle to parallel parking on Broadway resulted in a 35% decrease (72 parking spaces) in parking spaces, putting additional stress on the other parking facilities in the Downtown core.

The 1989 study recommendations were that:

- Parking meter rates and violation fine rates remain at existing levels;
- A disabled parking policy be developed;
- Parking lot signing be improved;
- A public crosswalk system be developed on Broadway;
- Enforcement of parking regulations be considered on Saturdays;
- The Hutchinson/Harrison lot, which is centrally located, be physically improved; and
- A parking requirement be established in the Central Business District, distinguishing between residential and commercial development and redevelopment.

1.5 Report Organization

The remainder of the Town of Orangeville Downtown Parking Study Report is organized as follows:

- Section 2 details the **parking inventory** compiled within the Downtown;
- Section 3 summarizes the **existing parking demand** derived from parking occupancy and turnover surveys conducted for the Study;
- Section 4 presents the findings of the **community and stakeholder engagement** undertaken;
- Section 5 provides an **analysis** of future parking needs and potential parking management strategies for the Downtown; and
- Section 6 outlines the **conclusions and recommendations** of this report.

2 Parking Inventory

2.1 Existing Parking Supply

The parking system in Downtown Orangeville consists of a combination of the following parking types:

- Public on-street parking (**On-Street**). On-Street parking is intended to provide close and convenient parking for patrons visiting the Downtown area;
- Municipally controlled off-street parking (**Municipal Lot**). These lots are typically shared between short-term (customers) and longer-term users (employees); and
- Privately owned, publicly accessible off-street parking (**Private Off-Street**). Private Off-Street parking is provided throughout the Study Area, generally adjacent to the Downtown businesses and residences they serve.

An inventory of existing facilities within the Downtown was compiled from aerial photography and site visits to determine the total parking supply by type. Painted stalls on paved surfaces were counted. The number of unmarked On-Street spaces was estimated by measuring the parking area and assuming a typical stall length of 7 m. The dimensions cited in the Town's Zoning By-law 22-90 (2.7 m x 5.5 m) were applied in determining the number of Private Off-Street stalls within unmarked lots.

Figure 2.1 illustrates the nine (9) zones established to aggregate the parking inventory data within the Study Area for ease of reference. **Table 2.1** and **Figure 2.2** provide a summary of the existing parking inventory within each zone separated into Public (On-Street and Municipal Lot) and Private Off-Street stalls. **Appendix B** provides a more detailed inventory of the existing parking supply by zone, including information about location, number of spaces, and ownership (Public or Private) in both tabular and map formats. Note that the 25 stalls denoted in Area I on the former Hydro lands at the northwest corner of Mill Street and Church Street were assumed to be Private Off-Street parking for the purposes of this study. The Town may wish to consider developing these lands for Public parking in the future. Sections 5 and 6 elaborate further on this potential opportunity.

From the inventory, the proportion of Private Off-Street spaces, as a percentage of the overall parking supply, varies on a zonal basis from 34% in Zone G to 100% in several zones. Reciprocally, the Public (On-Street and Municipal Lot) parking supply ranges from 66% in Zone G to 0% in several zones. For the Public parking supply, Municipal Lots range from 0% in several zones (without lots) to 55% in Zone G, and On-Street varies from 0% in several zones to 29% in Zone B.

In total, there are an estimated 1,642 parking spaces within the Downtown area. About 35% (578 stalls) are Public, with 14% (235 spaces) found On- Street and 21% (343 stalls) located in Municipal Lots. The remaining 65% (1,064 spaces) of the Downtown parking supply is Private Off-Street. It is noted that some of the Private Off-Street parking is reserved for residential tenants, and although appearing vacant during the day, may not be available to other users (i.e. Downtown employees and customers).

Note that **Table 2.1** shows two (2) sets of Private Off-Street and Total parking stall counts. Several Private Off-Street parking stalls in the alley between 1st Street and 3rd Street and at 5 Armstrong Street were either overlooked or miscounted by field staff during the parking surveys conducted prior to October 29, 2016 (herein referred to as the missed locations). After recognizing this oversight during the data analysis phase, Paradigm completed additional counts on October 29 and November 1, 2016 to capture data for the missed locations, which are identified on the maps in **Appendix B**.

In the data summary presented in **Table 2.1**, the figures inside the brackets represent the number of stalls surveyed for every parking count conducted for the Study, while the values outside the brackets reflect the spaces surveyed on the additional two (2) dates only, which include the missed locations. The number of stalls denoted outside the brackets represent the true accounting of parking supply within the Downtown. These values are referenced throughout this report in statements of total parking supply and used in calculations, unless otherwise noted.

Because many of the Private Off-Street spaces (including the missed locations) are intended for the use of residents, employees and visitors to specific establishments (as opposed to general visitors to the Downtown area), Public and Private parking were considered separately in this report. This also helped to ensure that the overlooked or miscounted spaces did not affect the final Study results.

Table 2.1 Existing Downtown Orangeville Parking Supply

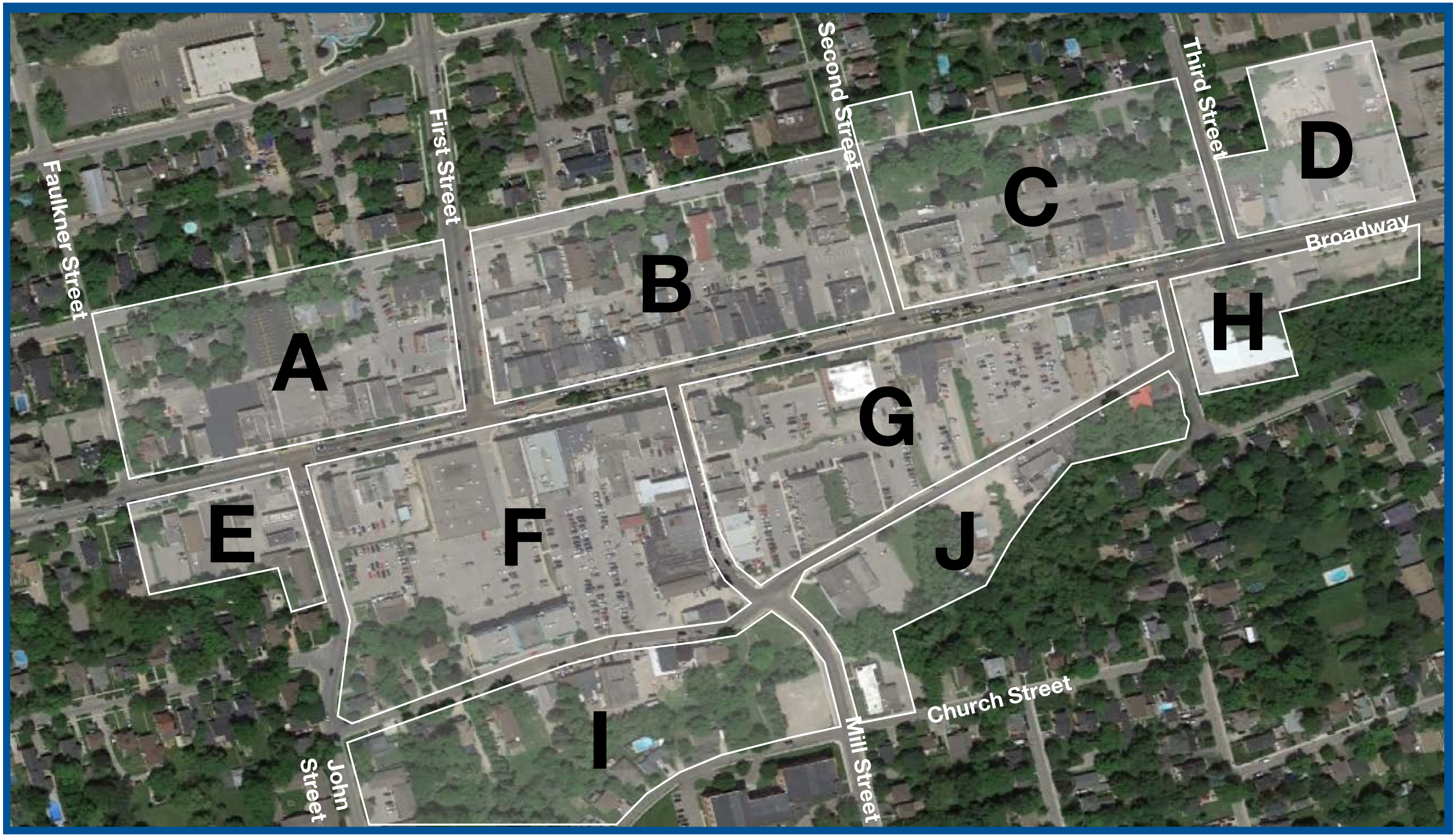
Zone	Public			Private	Total
	On-Street	Municipal Lot	Total	Off-Street	
A	44 22%		44 22%	152 78%	196 100%
B	57 29% (55%)		57 29% (55%)	140 (47) 71% (45%)	197 (104) 100%
C	36 22% (24%)	21 13% (14%)	57 35% (38%)	105 (93) 65% (62%)	162 (150) 100%
D				92 100%	92 100%
E	5 11% (100%)			42 (0) 89% (0%)	47 (5) 100%
F	39 10%	117 34%	156 44%	245 61%	401 100%
G	39 11% (9%)	205 55% (69%)	244 66% (76%)	126 (71) 34% (24%)	370 (315) 100%
H				58 (29) 100%	58 (29) 100%
I				44 (37)* 100%	44 (37) 100%
J	15 20%		15 20%	60 80%	75 100%
TOTAL	**235 14% (17%)**	**343 21% (24%)**	**578 35% (41%)**	**1,064 (826) 65% (59%)**	**1,642 (1,404) 100%**

Notes:

(XX) – Number of parking stalls surveyed for counts conducted prior to October 29, 2016. If a number is not provided in brackets, the parking supply surveyed was the same for all count days.

(xx%) – Percentage of Total parking supply for counts conducted prior to October 29, 2016. If a number is not provided in brackets, the percentage was the same for all count days.

* - Includes 25 stalls on the former Hydro lands located at the northwest corner of Mill Street and Church Street that is not formal parking



Parking Inventory Zones

Figure 2.1

Town of Orangeville Downtown Parking Study
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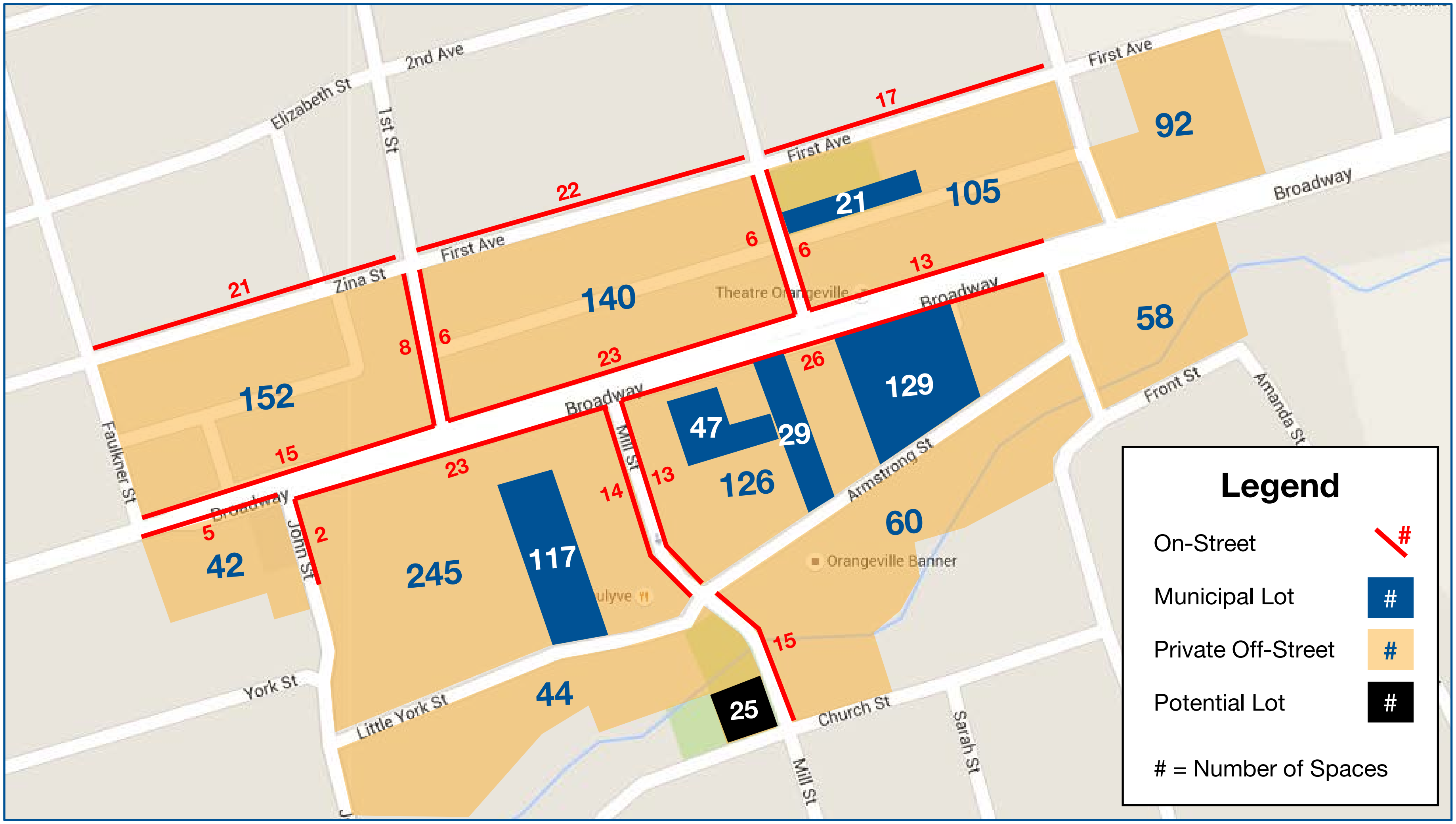


Parking Inventory

Figure 2.2

2.2 Operational Observations

The following observations were noted in assembling the parking inventory:

- There is no charge for parking in the Downtown area;
- On-Street parking is permitted for up to two (2) hours on all roads within the Study Area except for the following locations:
  - 2nd Street between Broadway and First Avenue (parking is permitted Monday to Friday from 8:30 AM to 4:30 PM in front of the Town Hall for municipal business, with a five (5)-minute maximum);
  - 3rd Street between Broadway and First Avenue (parking is not restricted for a small section on the west side);
  - Armstrong Street between Mill Street and Wellington Street (10- minute maximum in front of the Orangeville Banner);
  - First Avenue between Faulkner Street and 3rd Street (parking is permitted on the north side, but prohibited on the south side); and
  - John Street between York Street and Broadway (parking is limited to three (3) spaces with no restrictions in front of the Royal Canadian Legion).
- Aside from the previously mentioned exceptions, there is no on-street parking permitted on sections of:
  - 3rd Street (east side north of Broadway);
  - Armstrong Street (most of both sides between Mill Street and Wellington Street);
  - Faulkner Street (both sides between Broadway and Zina Street, except on Sundays when parking is permitted on the east side from 8:00 AM to 1:00 PM);
  - John Street (most of both sides between Little York Street and Broadway, except on the east side near the Royal Canadian Legion); and
  - Wellington Street (both sides between Armstrong Street and Broadway).
- Parking is prohibited between the hours of 11:30 PM and 7:30 AM on all streets in Orangeville from December 1st to March 31st each year to allow for overnight snow removal.

3 Existing Parking Demand

3.1 Methodology

A comprehensive parking count program was conducted to characterize current parking conditions in Downtown Orangeville. Paradigm staff performed parking counts on eight (8) different days over a six (6) month period to gather data on parking demand (utilization) and duration (turnover) for a broad range of conditions (i.e. different seasons, weekday versus weekend, special events). **Table 3.1** lists the dates and times that the counts were conducted. The table also denotes if the survey was completed during a special event or on a more “typical” day.

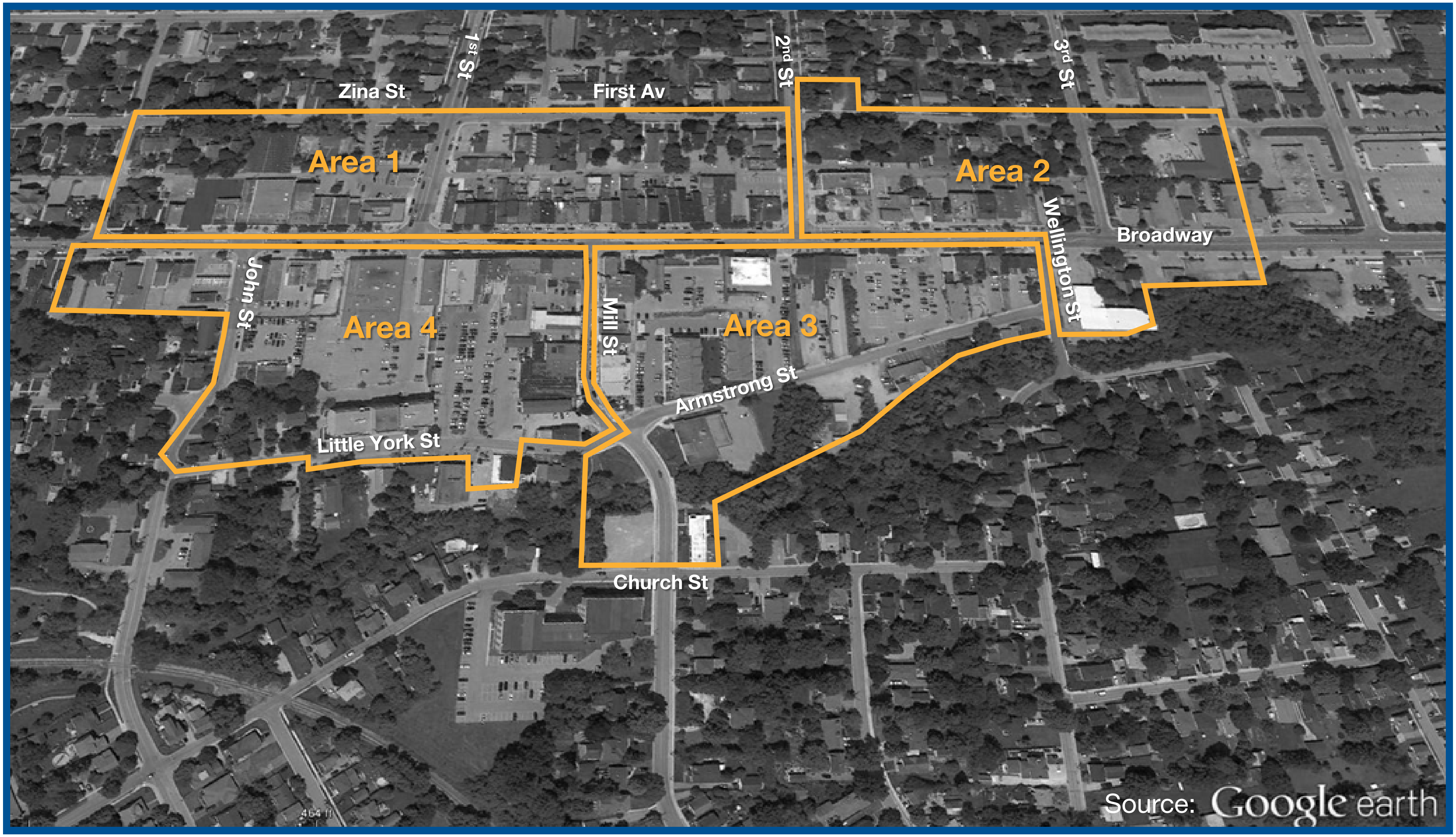
Table 3.1: Parking Count Dates and Times

Date (all 2016)	Description/Event	Time Period
Wednesday, May 18	Theatre Day	7:00 AM to 6:00 PM
Tuesday, June 28	Typical Weekday	7:00 AM to 12:00 AM
Friday, July 8	Typical Weekday	7:00 AM to 12:00 AM
Friday, July 15	Typical Weekday	2:00 PM to 12:00 AM
Saturday, July 23[1]	Founders Day	7:00 AM to 9:00 PM
Saturday, August 20	Taste of Orangeville	7:00 AM to 6:00 PM
Saturday, October 29	Typical Weekend Day	7:00 AM to 12:00 AM
Tuesday, November 1	Typical Weekday	7:00 AM to 12:00 AM

Note: 1. Extensive road closure may have impacted On-Street parking demand. As well, Orangeville BIA was operating a parking shuttle service.

The Study Area was divided into four (4) routes for the parking counts, as **Figure 3.1** shows. The assigned surveyor(s) walked the specified route at hourly intervals in the same direction, recording the number of parked vehicles observed and the last three (3) digits of each licence plate. On most days, the parking counts commenced at 7:00 AM and continued to 6:00 PM or later to capture demand variations throughout the day. **Table 3.1** denotes the specific time period surveyed.

For the long survey periods, there were instances when a count had to be interrupted to allow a surveyor a rest or meal break, resulting in a short data gap (at most an hour). Data for these missing time periods were estimated from information collected during the count program under similar circumstances (e.g., missing noon count for a weekday was extrapolated from a noon count on another weekday) or during adjacent time periods (e.g., missing 6:00 PM count was interpolated from the 5:00 PM and 7:00 PM counts).



Parking Count Routes

Figure 3.1

3.2 Demand and Utilization

Appendix C provides the detailed parking demand and utilization data collected within the Study Area by day. The analysis and findings of the counts are discussed in the following sections in terms of:

- **Average parking demand and utilization**, which represents the average number of parking spaces occupied each hour over the survey period. Average utilization is determined by calculating the arithmetic mean of the occupied stalls observed each hour over the entire day and dividing by the total number of parking stalls (the parking supply); and
- **Maximum parking demand and utilization**, which represents the peak number of parking spaces occupied over the survey period. Maximum utilization is determined by dividing the highest number of occupied stalls observed over the entire day by the total number of parking stalls (the parking supply). This rate represents the peak parking requirement.

Maximum values tend to be more critical than average rates because they represent the parking supply required to satisfy peak demand. These numbers also help to indicate the overall surplus or deficiency experienced and aid with appropriate recommendations to increase or decrease the available parking supply.

The Private Off-Street parking data in **Appendix C** were adjusted to account for the missed locations. For counts conducted prior to October 29, 2016, an adjustment factor of 1.288 (1,064 divided by 826) was applied to the number of occupied stalls. This adjustment assumes that the missed locations would exhibit similar utilization trends to the counted spaces, but allows for more meaningful comparisons and trend analyses between survey days.

3.2.1 Average Demand and Utilization

Table 3.2 and **Figure 3.2** summarize the average parking demand and utilization observed in Downtown Orangeville from the count data. The survey findings are summarized below by parking type:

On-Street Parking

- The average On-Street parking demand was 109 spaces on weekdays (46% of On-Street supply) and 138 spaces on weekends (59% of On-Street supply);
- Average On-Street parking demand over the survey days ranged from approximately 84 spaces (36% of On-Street supply) on October 29th to185 spaces (79% of On-Street supply) on July 23rd (Founders Day);
- Average On-Street parking demand was highest on weekend days during special events (e.g., Taste of Orangeville and Founders Day);

- Mill Street and Broadway exhibited the highest utilization of On- Street parking; and
- The On-Street parking supply was sufficient to meet average parking demand for the days observed.

Municipal Lot Parking

- The average Municipal Lot parking demand was 165 spaces on weekdays (48% of Municipal Lot supply) and 166 spaces on weekends (48% of Municipal Lot supply);
- Average Municipal Lot parking demand over the survey days ranged from approximately 112 spaces (33% of Municipal Lot supply) on October 29th to 226 spaces (66% of Municipal Lot supply) on July 23rd (Founders Day);
- Average Municipal Lot parking demand was highest on special event days (e.g., Founders Day and Theatre Day); and
- The Municipal Lot parking supply was sufficient to meet average demand for the days observed.

Private Off-Street Parking

- The average Private Off-Street parking demand was 302 spaces on weekdays (28% of Private Off-Street supply) and 281 spaces on weekends (26% of Private Off-Street supply).
- Average parking demand over the survey days ranged from approximately 214 spaces on August 20th (Taste of Orangeville) to 363 spaces on July 23rd (Founders Day);
- The decline in Private Off-Street parking utilization observed from weekdays to weekends may be attributed to the fact that most service businesses are closed on Saturdays, so there are fewer employees parking in the lots; and
- The Private Off-Street parking supply was sufficient to meet average parking demand for the days observed.

Total Parking Supply

- The average Total parking demand was 575 spaces on weekdays (35% of Total supply) and 585 spaces on weekends (36% of Total supply).
- Average parking demand over the survey days ranged from approximately 462 spaces on October 29th to 775 spaces on July 23rd (Founders Day);
- Average parking demand was lower on a typical weekend day than on the typical weekdays; and
- The Total parking supply was sufficient to meet average parking demand for the days observed.

Overall, the current parking supply in Downtown Orangeville was sufficient to meet average demand for the days observed, with utilization at about 35% on weekdays and 36% on weekends. Municipal Lot parking exhibited the highest utilization of the three (3) different types of parking at about 48% of the available supply on weekdays, while On-Street parking was highest on weekends at about 59%.

3.2.2 Maximum Demand and Utilization

Table 3.3 and **Figure 3.3** summarize the maximum parking demand and utilization observed in Downtown Orangeville from the count data. The specific survey findings are summarized below by parking type:

On-Street Parking

- The maximum On-Street parking demand was 188 spaces at 1:00 PM on weekdays (80% of On-Street supply) and 200 spaces at 10:00 AM on weekends (85% of On-Street supply);
- Maximum On-Street parking demand over the survey days was observed as low as 117 spaces at 1:00 PM on May 18th (Theatre Day) (50% of On-Street supply);
- On the peak usage day (July 23rd), almost all On-Street parking was being used (only 35 stalls unutilized). This demand may have been influenced by extensive road closures in the area and a parking shuttle service operated by the Orangeville BIA;
- Maximum parking demand was somewhat consistent between weekdays and weekends; and
- The On-Street parking supply was sufficient to meet maximum demand for the days observed, although close to practical capacity on peak usage days.

Municipal Lot Parking

- The maximum Municipal Lot parking demand was 319 spaces at 2:00 PM on weekdays (93% of Municipal Lot supply) and 282 spaces at 3:00 PM on weekends (82% of Municipal Lot supply);
- Maximum Municipal Lot parking demand over the survey days was observed as low as 172 spaces at 12:00PM on October 29th (50% of Municipal Lot supply);
- On the peak usage day (June 28th), almost all Municipal Lot parking was being used (only 24 stalls unutilized);
- Maximum parking demand was higher on typical weekdays than on typical weekend days. Demand was also higher in the summer than the fall;
- On most survey days, the lot located just east of the Chocolate Shop and the lot located on the north side of Little York Street behind the Public Health building reached capacity (or close to it); and

- The Municipal Lot parking supply was sufficient to meet maximum demand for the days observed, although at practical capacity on peak usage days.

Private Off-Street Parking

- The maximum Private Off-Street parking demand was 501 spaces at 11:00 AM on weekdays (47% of Private Off-Street supply) and 581 spaces at 12:00 PM on weekends (55% of Private Off-Street supply);
- Maximum Private Off-Street parking demand over the survey days was observed as low as 317 spaces at 12:00PM on August 20th (Taste of Orangeville) (30% of Private Off-Street supply);
- On the peak usage day (November 1st), only about half of the Private Off-Street parking was being used (about 563 stalls unutilized); and
- Maximum Private On-Street parking demand did not vary significantly by day of week (weekday versus weekend) or by season; and
- The Private Off-Street parking supply was sufficient to meet maximum demand for the days observed.

Total Parking Supply

- The maximum Total parking demand was 975 spaces at 2:00 PM on weekdays (59% of Total supply) and 1,044 spaces at 12:00 PM on weekends (64% of Total supply);
- Maximum Total parking demand over the survey days was observed as low as 655 spaces at 12:00PM on October 29th (40% of Private Off-Street supply);
- On the peak usage day (July 23rd), about two-thirds of the Total parking was being used (about 598 stalls unutilized); and
- The Total parking supply was sufficient to meet maximum demand for the days observed.

Maximum parking demand in Downtown Orangeville tended to occur midday between 10:00 AM and 4:00 PM, depending on the type of parking. Overall, the current parking supply was sufficient to meet maximum demand for the days observed, with utilization at about 59% on weekdays and 64% on weekends. Municipal Lot parking exhibited the highest utilization of the three (3) different types of parking at about 93% of the available supply on weekdays, and 82% on weekends.

	Public Parking						Private Off-Street Parking			Total Parking		
	On-Street			Municipal Lot								
Parking Supply	235			343			1,064			1,642		
Survey Day, Time and Event (if applicable)	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit
May 18, 2016 - Theatre Day (Wednesday), 7:00am to 6:00pm	88.0	37%	147.0	211.3	62%	131.7	354.3	33%	709.7	653.6	40%	988.4
Jun 28, 2016 - Typical Weekday (Tuesday), 7:00am to 12:00am	121.9	52%	113.1	171.8	50%	171.2	280.4	26%	783.6	574.1	35%	1067.9
Jul 8, 2016 - Typical Weekday (Friday), 7:00am to 12:00am	118.1	50%	116.9	154.9	45%	188.1	256.9	24%	807.1	529.9	32%	1112.1
Jul 15, 2016 - Typical Friday (Friday), 2:00pm to 12:00am	120.2	51%	114.8	140.5	41%	202.5	275.2	26%	788.8	535.9	33%	1106.1
Nov 1, 2016 - Typical Weekday (Tuesday), 7:00am to 12:00am	94.6	40%	140.4	146.6	43%	196.4	340.9	32%	723.1	582.2	35%	1059.8
WEEKDAY AVERAGE	**108.6**	**46%**	**126.4**	**165.0**	**48%**	**178.0**	**301.5**	**28%**	**762.5**	**575.1**	**35%**	**1066.9**
Jul 23, 2016 - Founders Day (Saturday), 7:00am to 9:00pm	185.3	79%	49.7	226.4	66%	116.6	363.2	34%	700.8	774.8	47%	867.2
Aug 20, 2016 - Taste of Orangeville (Saturday), 7:00am to 6:00pm	143.5	61%	91.5	159.5	47%	183.5	213.6	20%	850.4	516.6	31%	1125.4
Oct 29, 2016 - Typical Weekend (Saturday), 7:00am to 12:00am	84.3	36%	150.7	111.9	33%	231.1	266.2	25%	797.8	462.4	28%	1179.6
WEEKEND AVERAGE	**137.7**	**59%**	**97.3**	**165.9**	**48%**	**177.1**	**281.0**	**26%**	**783.0**	**584.6**	**36%**	**1057.4**

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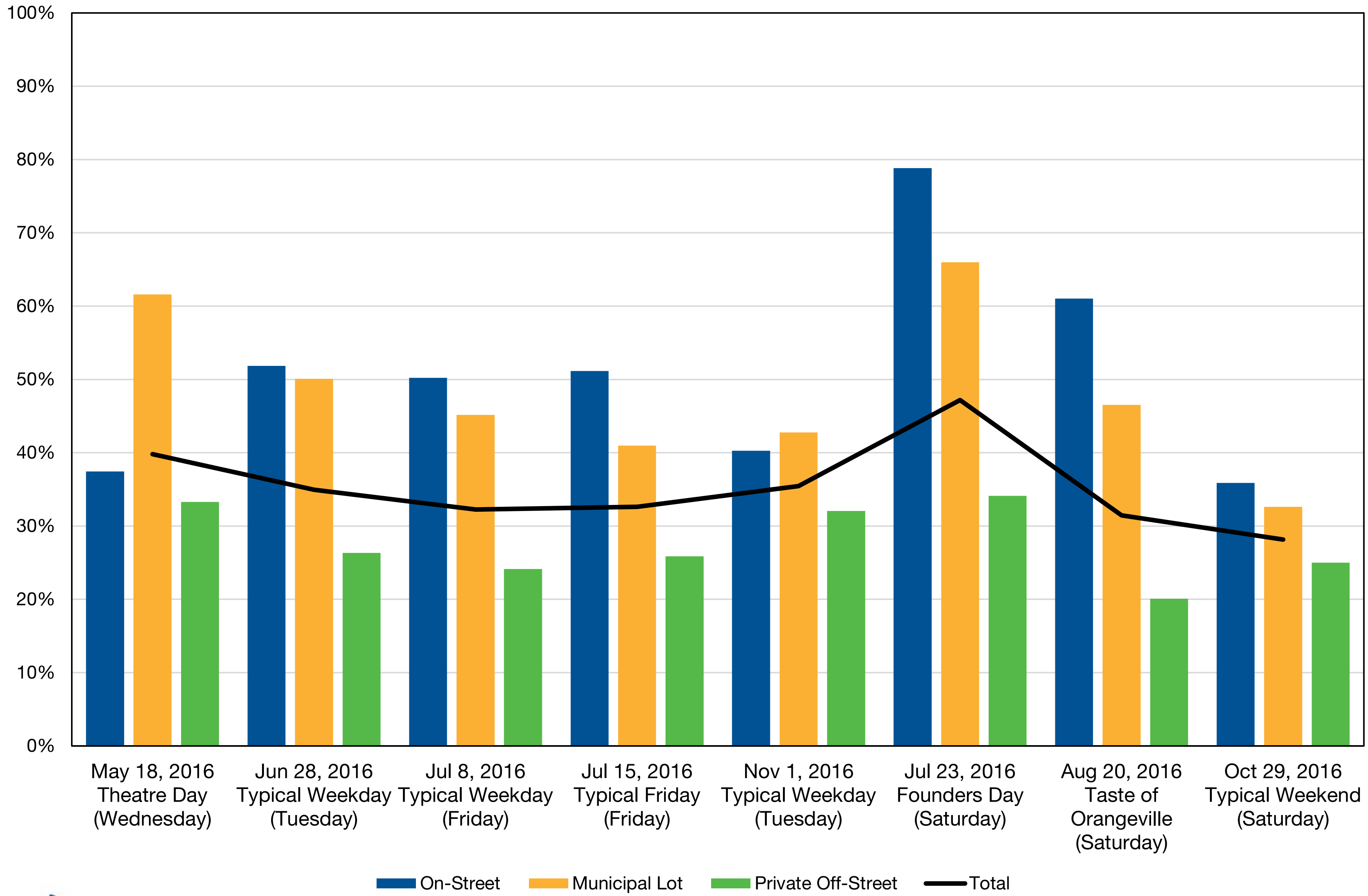
Average Parking Utilization

Table 3.2



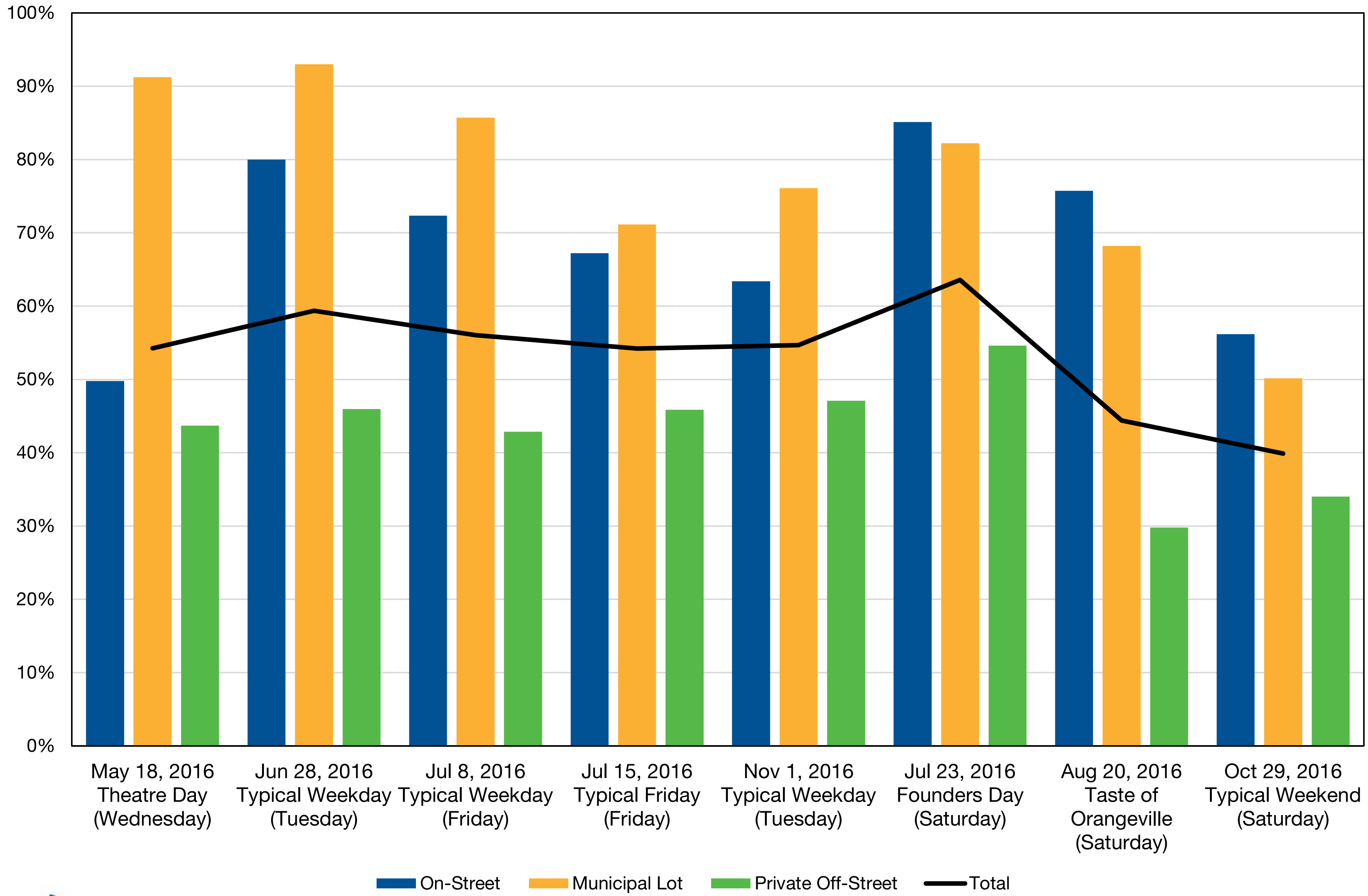
Average Parking Utilization

Figure 3.2

		Public Parking						Private Off-Street Parking			Total Parking		
		On-Street			Municipal Lot								
	Parking Supply	235			343			1064			1642		
Survey Day, Time and Event (if applicable)	Peak Hour Beginning	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit
May 18, 2016 - Theatre Day (Wednesday), 7:00am to 6:00pm	1:00 PM	117	50%	118				465	44%	599	891	54%	751
	2:00 PM				313	91%	30						
Jun 28, 2016 - Typical Weekday (Tuesday), 7:00am to 12:00am	11:00 AM							489	46%	575			
	1:00 PM	188	80%	47							975	59%	667
	2:00 PM				319	93%	24						
Jul 8, 2016 - Typical Weekday (Friday), 7:00am to 12:00am	2:00 PM	170	72%	65	294	86%	49	456	43%	608	920	56%	722
Jul 15, 2016 - Typical Friday (Friday), 2:00pm to 12:00am	2:00 PM	158	67%	77	244	71%	99	488	46%	576	890	54%	752
Nov 1, 2016 - Typical Weekday (Tuesday), 7:00am to 12:00am	11:00 AM							501	47%	563			
	2:00 PM	149	63%	86	261	76%	82				898	55%	744
WEEKDAY MAXIMUM	**11:00 AM**							**501**	**47%**	**563**			
	1:00 PM	**188**	**80%**	**47**									
	2:00 PM				**319**	**93%**	**24**				**975**	**59%**	**667**
Jul 23, 2016 - Founders Day (Saturday), 7:00am to 9:00pm	10:00 AM	200	85%	35									
	12:00 PM							581	55%	483	1044	64%	598
	3:00 PM				282	82%	61						
Aug 20, 2016 - Taste of Orangeville (Saturday), 7:00am to 6:00pm	11:00 AM				234	68%	109						
	12:00 PM	178	76%	57	234	68%	109	317	30%	747	729	44%	913
Oct 29, 2016 - Typical Weekend (Saturday), 7:00am to 12:00am	12:00 PM	132	56%	103	172	50%	171				655	40%	987
	1:00 PM							362	34%	702			
WEEKEND MAXIMUM	**10:00 AM**	**200**	**85%**	**35**									
	12:00 PM							**581**	**55%**	**483**	**1044**	**64%**	**598**
	3:00 PM				**282**	**82%**	**61**						

Maximum Parking Utilization

Table 3.3



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Maximum Parking Utilization

Figure 3.3

3.3 Duration and Turnover

Duration refers to the length of time the same vehicle is parked in the same parking space, as determined by licence plate matches. Durations of one (1) hour or less are considered short-term and typically associated with Downtown shopping and personal visits. Vehicles parked by Downtown residents, employees and those on business will typically have longer parking durations.

Turnover is the rate at which each parking space is used, again determined by licence plate matches. Higher average turnover rates indicate that vehicles are arriving and departing more frequently, consistent with shorter parking durations.

Table 3.4 and **Figure 3.4** and **Table 3.5** and **Figure 3.5** summarize the parking duration statistics and average turnover rates observed in Downtown Orangeville from the count data by day for the On-Street and Municipal Lot parking facilities, respectively. Duration and turnover could not be calculated for the Private Off-Street parking supply because several property owners refused to allow the surveyors to enter onto their lands during the parking counts to collect licence plate data.

Average turnover rates are expressed in terms of vehicles per space per *day*. Since the length of the survey period varied by day and captured different hours, a direct comparison between survey days should be done with caution.

The survey findings are summarized below by parking type. In summarizing the data, any vehicle remaining at the end of the count period was assumed to depart within the next hour:

On-Street Parking

- The duration vehicles parked On-Street averaged:
  - One (1) Hour or Less – 63% on weekdays and 54% on weekends;
  - Between One (1) and Two (2) Hours – 22% on weekdays and 16% on weekends;
  - More than Two (2) Hours – 16% on weekdays and 29% on weekends;
- The proportion of vehicles parked On-Street ranged between:
  - One (1) Hour or Less – 24% (July 23rd – Founders Day) and 69% (August 20th – Taste of Orangeville);
  - Between One (1) and Two (2) Hours – 11% (July 23rd – Founders Day) and 26% (May 18th – Theatre Day);
  - More than Two (2) Hours – 14% (June 28th and July 8th) and 65% (July 23rd – Founders Day);

- Average On-Street parking turnover was 3.1 vehicles per space per day on weekdays, and 2.4 vehicles per space per day on weekends;
- Average On-Street parking turnover ranged from 1.4 vehicles per stall per day (July 23rd – Founders Day) to 3.8 vehicles per stall per day (June 28th);
- Motorists tended to park On-Street for shorter durations (one (1) hour or less), regardless of the day of the week, except for July 23rd (Founders Day); and
- The two (2) hour parking restriction appears to discourage motorists from extended On-Street parking (typically 20-25% or less), although some longer durations were observed. These may be area employees and/or residents.

Municipal Lot Parking

- The duration vehicles parked in Municipal Lots averaged:
  - One (1) Hour or Less – 47% on weekdays and 53% on weekends;
  - Between One (1) and Two (2) Hours – 16% on weekdays and 18% on weekends;
  - More than Two (2) Hours – 37% on weekdays and 29% on weekends;
- The proportion of vehicles parked in Municipal Lots ranged between:
  - One (1) Hour or Less – 32% (July 15th) and 66% (July 8th);
  - Between One (1) and Two (2) Hours – 12% (July 8th) and 28% (July 15th);
  - More than Two (2) Hours – 22% (July 8th) and 48% (May 18th – Theatre Day);
- Average Municipal Lot parking turnover was 2.8 vehicles per space per day on weekdays, and 2.4 vehicles per space per day on weekends;
- Average Municipal Lot parking turnover ranged from 1.4 vehicles per stall per day (October 29th) to 5.2 vehicles per stall per day (July 8th);
- On weekdays, motorists tended to use Municipal Lot parking for longer durations, whereas on weekends motorists use Municipal Lot parking for shorter durations; and
- The Municipal Lots tended to be used by both short-term parkers (customers) and long-term patrons (employees and residents). The average durations tended to be greater than the On-Street parking with more long duration stays.

Survey Day, Time and Event (if applicable)	Up to 1 Hour		Up to 2 Hours		More than 2 Hours		Overall # of Vehicles	Average Turnover (235 stalls)
	# of Vehicles	% of Overall	# of Vehicles	% of Overall	# of Vehicles	% of Overall		
May 18, 2016 - Theatre Day (Wednesday), 7:00am to 6:00pm	319	58%	141	26%	87	16%	547	2.3
Jun 28, 2016 - Typical Weekday (Tuesday), 7:00am to 12:00am	588	66%	184	21%	122	14%	894	3.8
Jul 8, 2016 - Typical Weekday (Friday), 7:00am to 12:00am	531	66%	160	20%	112	14%	803	3.4
Jul 15, 2016 - Typical Weekday (Friday), 2:00pm to 12:00am	355	61%	116	20%	115	20%	586	2.5
Nov 1, 2016 - Typical Weekday (Tuesday), 7:00am to 12:00am	483	60%	183	23%	137	17%	803	3.4
WEEKDAY AVERAGE	**455**	**63%**	**157**	**22%**	**115**	**16%**	**727**	**3.1**
Jul 23, 2016 - Founders Day (Saturday), 7:00am to 9:00pm	76	24%	35	11%	208	65%	319	1.4
Aug 20, 2016 - Taste of Orangeville (Saturday), 7:00am to 6:00pm	488	69%	92	13%	124	18%	704	3.0
Oct 29, 2016 - Typical Weekend (Saturday), 7:00am to 12:00am	364	53%	150	22%	170	25%	684	2.9
WEEKEND AVERAGE	**309**	**54%**	**92**	**16%**	**167**	**29%**	**569**	**2.4**

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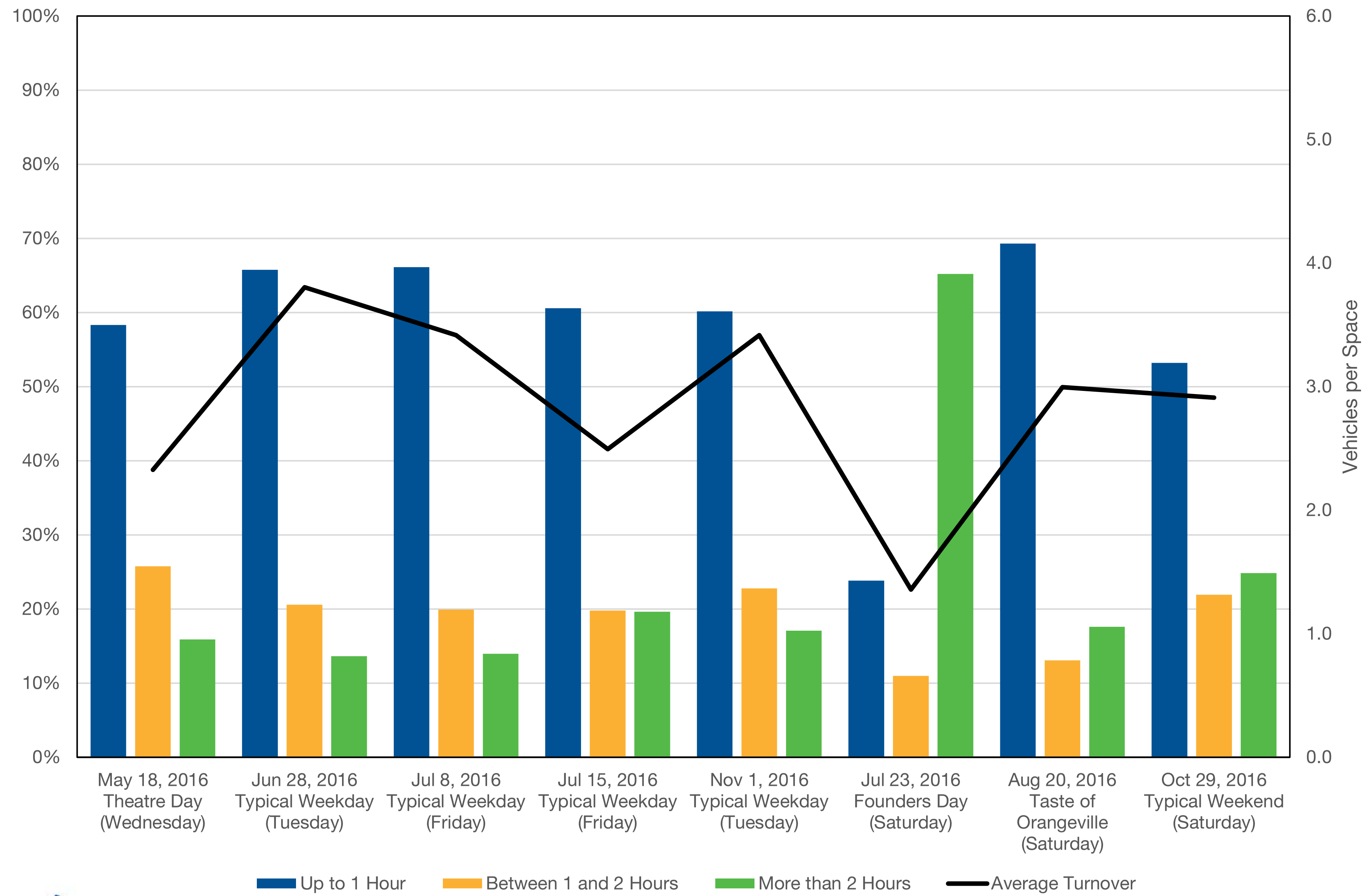
On-Street Parking Duration and Turnover

Table 3.4



On-Street Parking Duration and Turnover

Figure 3.4

Survey Day, Time and Event (if applicable)	Up to 1 Hour		Up to 2 Hours		More than 2 Hours		Overall # of Vehicles	Average Turnover (343 stalls)
	# of Vehicles	% of Overall	# of Vehicles	% of Overall	# of Vehicles	% of Overall		
May 18, 2016 - Theatre Day (Wednesday), 7:00am to 6:00pm	269	34%	133	17%	378	48%	780	2.3
Jun 28, 2016 - Typical Weekday (Tuesday), 7:00am to 12:00am	375	38%	160	16%	440	45%	975	2.8
Jul 8, 2016 - Typical Weekday (Friday), 7:00am to 12:00am	1176	66%	210	12%	397	22%	1783	5.2
Jul 15, 2016 - Typical Weekday (Friday), 2:00pm to 12:00am	193	32%	172	28%	244	40%	609	1.8
Nov 1, 2016 - Typical Weekday (Tuesday), 7:00am to 12:00am	260	36%	122	17%	344	47%	726	2.1
WEEKDAY AVERAGE	**455**	**47%**	**159**	**16%**	**361**	**37%**	**975**	**2.8**
Jul 23, 2016 - Founders Day (Saturday), 7:00am to 9:00pm	627	52%	235	20%	336	28%	1198	3.5
Aug 20, 2016 - Taste of Orangeville (Saturday), 7:00am to 6:00pm	466	60%	108	14%	197	26%	771	2.2
Oct 29, 2016 - Typical Weekend (Saturday), 7:00am to 12:00am	214	44%	102	21%	173	35%	489	1.4
WEEKEND AVERAGE	**436**	**53%**	**148**	**18%**	**235**	**29%**	**819**	**2.4**

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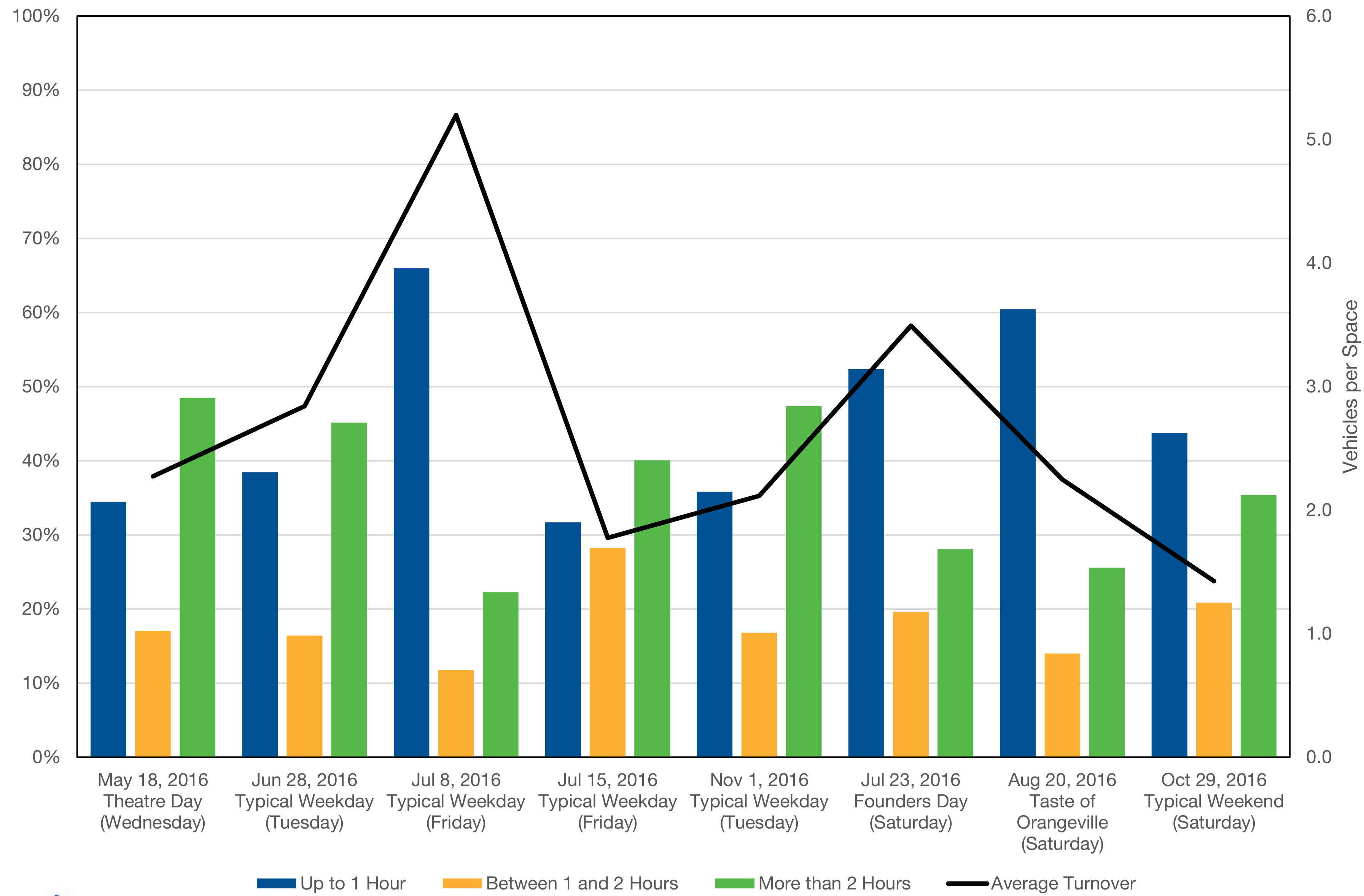
Municipal Lot Parking Duration and Turnover

Table 3.5



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Municipal Lot Parking Duration and Turnover

Figure 3.5

3.4 Assessment of Parking Supply

Table 3.6 compares the utilization of the Downtown Orangeville parking supply by parking type based on the maximum observed demand. As noted in Section 1.3, the practical capacity refers to the level at which available parking spaces become more difficult for drivers to find and is assumed to be 90% of the actual parking supply (existing inventory).

Table 3.6: Assessment of Parking Supply

Parking Type	Existing Inventory	Practical Capacity[1]	Maximum Demand	% Utilization	Parking Surplus/ Deficit
On-Street	235	211.5	200	94.6%	11.5
Municipal Lot	343	308.7	319	103.3%	-10.3
Private Off-Street	1,064	957.6	581[2]	60.7%	376.6
Total	1,642	1,477.8	1,100	74.4%	377.8

Notes: 1. Assumes maximum occupancy of 90%
2. Estimated by multiplying the maximum parking utilization rate of 55% (observed on June 23, 2016) by the entire Private Off-Street Parking supply of 1,064.

The table indicates that the peak demand does not exceed the overall Downtown parking supply, suggesting that the existing supply is sufficient on a system-wide basis. While it is recognized that there are certain locations within the Downtown that may operate at or near capacity (e.g. small lots or blocks of On-Street parking), there is surplus parking available nearby and thus additional spaces within these "high-use" areas may not be needed. Furthermore, some of these parking locations intentionally have limited capacities and are expected to operate at their limit.

While the overall inventory may be adequate on a broad basis, **Table 3.6** shows that after considering practical capacity (90% of the actual parking supply), the Municipal Lot parking demand exceeds capacity (103.3% utilization) and On-Street parking use approaches supply (94.6% utilization). It should be noted that this parking utilization represents a worst-case, peak demand scenario, and was only experienced for two (2) out of eight (8) survey periods, both during special events in the Downtown. Basing parking supply solely on observed demand for isolated events can lead to oversupply and inefficient use.

That said, with continued growth and development anticipated for Orangeville, it is conceivable that the Downtown parking situation could become an issue if no action is taken and should be monitored into the future. It is also noted that Private Off-Street parking comprises a considerable share (65%) of the overall Downtown parking supply. Many of these parking areas have restrictions on use, are limited in size or are not appropriately located or designed for general use. They could also be redeveloped. Chapter 5 provides further commentary on potential actions to better manage existing parking resources and prepare for future expansion, if required.

3.5 Comparisons to Other Communities and Best Practices

The parking survey findings were contrasted against the results of studies completed for four (4) other Ontario municipalities to assess how Downtown Orangeville compares to similar communities. **Table 3.7** and **Table 3.8** summarize weekday and weekend parking survey results, respectively, from the following studies:

- *Cobourg Downtown Parking Study Final Report*, Town of Cobourg, January 2014 (Paradigm);
- *Listowel Downtown Core Area Parking Study Final Report*, Municipality of North Perth, May 2016 (Paradigm);
- *Bolton Downtown Core Public Parking Draft Final Report*, Town of Caledon, January 2012 (Paradigm); and
- *Urban Commercial Core (UCC) Parking Study – Alliston, Beeton and Tottenham Final Draft Report*, Town of New Tecumseth, September 2005 (Cansult Limited)

The following observations were noted:

- **Parking Supply** – The ratio of On-Street, Municipal Lot and Private Off-Street parking supply for Downtown Orangeville (14%/21%/65%) is somewhat consistent with the other communities. Orangeville has a slightly higher proportion of Private Off-Street parking (and lower percentage of On-Street and Municipal Lot parking) than the average for the other four (4) downtowns (20%/27%/53% from **Table 3.7**).
- **Maximum Demand** – Downtown Orangeville exhibited slightly higher peak parking demands on both typical weekdays and weekends than the comparator municipalities. Public (On-Street and Municipal Lot) parking is better utilized in Orangeville than the other downtowns. Like Orangeville, the comparators experienced greater demand on the Public parking resources, especially Municipal Lots, than the Private Off-Street parking supply.
- **Average Demand** – Again, Downtown Orangeville showed similar, but slightly higher average parking demands than the comparator municipalities.

Table 3.7: Parking Supply and Demand/Utilization for Other Ontario Downtowns – Weekdays

Community and Parking Type	Parking Supply		Maximum Demand		Average Demand	
	Stalls	Share	Vehicles	%	Vehicles	%
Cobourg (Wednesday, June 12, 2013)						
On-Street	418	19%	194	46%		
Municipal Lot	755	34%	303	40%		
Private Off-Street	1,065	48%	447	42%		
Total	**2,238**	**100%**	**944**	**42%**		
Listowel (Tuesday, October 2, 2012)						
On-Street	182	17%	79	43%	56	31%
Municipal Lot	288	27%	228	79%	160	56%
Private Off-Street	594	56%	239	40%	183	31%
Total	**1,064**	**100%**	**546**	**51%**	**399**	**38%**
Bolton (Friday, November 26, 2010)						
On-Street	101	15%	54	53%	28	28%
Municipal Lot	110	17%	75	68%	59	54%
Private Off-Street	447	68%	311	70%	206	46%
Total	**658**	**100%**	**440**	**67%**	**293**	**45%**
New Tecumseth (Alliston, Beeton, Tottenham) (Wednesday, October 13, 2004)						
On-Street	478	24%	195	41%	149	31%
Municipal Lot	434	22%	247	57%	181	42%
Private Off-Street	1,041	53%	509	49%	390	37%
Total	**1,953**	**100%**	**951**	**49%**	**720**	**37%**
AVERAGE						
On-Street	20%		44%		31%	
Municipal Lot	27%		54%		48%	
Private Off-Street	53%		48%		37%	
Total	**100%**		**49%**		**38%**	

Table 3.8: Parking Supply and Demand/Utilization for Other Ontario Downtowns – Weekends

Community and Parking Type	Parking Supply		Maximum Demand		Average Demand	
	Stalls	Share	Vehicles	%	Vehicles	%
Cobourg (Saturday, June 15, 2013)						
On-Street	418	19%	353	84%		
Municipal Lot	755	34%	685	91%		
Private Off-Street	1,065	48%	638	60%		
Total	**2,238**	**100%**	**1,676**	**75%**		
Listowel (Saturday, October 13, 2012)						
On-Street	182	17%	95	52%	73	40%
Municipal Lot	288	27%	104	36%	77	27%
Private Off-Street	594	56%	157	26%	124	21%
Total	**1,064**	**100%**	**356**	**33%**	**274**	**26%**
Bolton (Saturday, November 27, 2010)						
On-Street	101	15%	34	34%	19	19%
Municipal Lot	110	17%	68	62%	48	44%
Private Off-Street	447	68%	216	48%	141	32%
Total	**658**	**100%**	**318**	**48%**	**208**	**32%**
AVERAGE						
On-Street	18%		69%		33%	
Municipal Lot	29%		74%		31%	
Private Off-Street	53%		48%		25%	
Total	**100%**		**59%**		**28%**	

The Parking Handbook for Small Communities[1] also provides information for comparable communities. Although somewhat dated (published in 1994), the report includes some interesting facts and observations about parking in more traditional downtown districts like Orangeville, including:

- Smaller towns tend to have greater parking supply rates (spaces per capita) than larger centres, but can vary significantly. For communities of similar size as Orangeville (approximately 30,700 per the 2016 Census of Canada[2]), the average number of stalls ranges between 35 and 50 spaces per 1,000 residents (p. 2, 24). On this basis, the Downtown parking supply could vary from approximately 1,075 to 1,535 spaces. The current supply for Orangeville falls within this range (slightly above).

  It is important to note that these numbers represent parking spaces provided and do not necessarily reflect optimal supply or actual demand. The numbers also are influenced by type of land use and prevailing zoning by-law requirements for parking.

- Off-street spaces typically account for approximately 60-75% of the total spaces available, with the majority provided by private owners. In Orangeville, approximately 85% of parking is provided off-street within the Downtown. The guidebook does not provide advice regarding the distribution between public and privately owned parking stalls.

- The parking occupancy rates by location provide important insight into the availability of parking within a downtown:

  If in a 10-block district, a few block faces or blocks are 90+ percent occupied, with adjacent blocks 70 to 80 percent occupied, then parking supply is adequate. If, however, four or five continuous blocks are 90+ percent occupied, and the nearest available spaces are more than 600 feet (183 metres) *away, then a parking supply problem may exist. Significant differences in the percentage of parking occupancy between on-street and off-street spaces may indicate a problem with the rates, time limits of the perceived safety of the off-street facility. For example, if on-street occupancy in a block is 95 percent, while the parking occupancy in an off-street lot or deck in the same block is 60 percent, then such circumstances are indicated.*[3]

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1 Edwards, John D. *The Parking Handbook for Small Communities.* National Trust for Historic Preservation and The Institute of Transportation Engineers. Washington, D.C.. 1994.

2 Census Profile, 2016 Census of Canada, https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=POPC&Code1=0609&Geo2=PR&Code2=47&Data=Count&SearchText=Orangeville&SearchType=Begins&SearchPR=01&B1=All&GeoLevel=PR&GeoCode=0609&TABID=1 (accessed on March 9, 2017)

3 *The Parking Handbook for Small Communities*, pp. 24 and 25.

The parking utilization data for Orangeville did not illustrate widely varying results between locations, suggesting the parking area is relatively stable, although reaching capacity on special event dates. Of note, though, Private Off-Street parking is used less intensively than Public parking resources. This can be expected given the potential for patrons to visit multiple establishments during a visit to the Downtown or the absence of information and guidance to use Private parking facilities.

- Similarly, more detailed insight can be provided from the parking duration and turnover data:

  … Recording the times of arrival and departure, for example, can indicate whether on-street spaces are being abused by all-day parkers or used to their highest retail potential. Turnover rates of five to seven cars per day per space represent acceptable activity in retail areas. In selected locations, such as near a post office or bank, turnover rates of 8 to 12 cars per space per day are common. Turnover rates in off-street parking facilities will normally be lower. In office areas, the turnover may be one to two cars per space per day. Unusually low on-street parking turnover – rates of 0.5 to 1.0 cars per space – indicates employee or employer abuse of parking spaces intended for customers. … Analysis of parking duration can (also) indicate whether on-street time limits are adequate and/or whether enforcement is effective.[4]

  At 1.4 to 5.2 vehicles per stall per day, turnover rates in Downtown Orangeville are on the low end of the values specified in the guidebook, especially given the extended length of survey period for this Study. The lower rates are indicative of the two (2) hour parking limit and the longer duration stays noted through the survey. The duration statistics and turnover rates observed also suggest that staff and possibly visitors to the Downtown are occupying available parking for extended periods.

In addition to the comparator information, the *Parking Handbook for Small Communities* provides the following guidance concerning parking in downtowns that will be referenced in the subsequent sections of this report:

- An acceptable walking distance (and time) from parking space to destination for a patron will depend on their duration of stay (longer term parkers will walk further than shorter term parkers) and trip purpose (work trips farther than shopping or personal business trips). It is also influenced by community size (larger cities further than smaller towns).

  Table 3.9 provides average walking distances for communities in the 25,000 to 50,000 population range, and estimated travel times (assuming typical walking speed ranges from 0.8 m/s to 1.4 m/s). Generally, acceptable walking distance ranges up to two (2) blocks

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4 *The Parking Handbook for Small Communities*, p. 25.

for employee parking and one (1) block for shoppers. By comparison, the walking distance from the rear of the parking lot at the Walmart/ Leon's/Canadian Tire "big box" development on 1st Street and 5th Avenue can extend to 150 metres (110 to 190 seconds).

Table 3.9: Walking Distance and Time by Purpose

Parameter	Shopping	Personal Business	Work	Other
Average Distance (m)	85	75	125	65
Estimated Time (s)	60 to 110	55 to 95	90 to 160	50 to 85

Source: *The Parking Handbook for Small Communities*, Table 4.3, p. 58.
Note: Values converted from Imperial to Metric and rounded up.

- The location of new off-street facilities should be determined first and foremost by the type and amount of parking demand to be served. Once demand is quantified and characterized, the following criteria should be considered when evaluating potential sites for parking development:
  - Walking distance is one of the most important criteria. As noted above, acceptable distances vary based on trip purpose, community size, attractiveness of the district, and parking availability in competing centres;
  - Safety and attractiveness of the surrounding environment;
  - Parking pricing, which will depend on the property cost, facility construction and operating costs, and market. If the land is extremely expensive or construction overly costly, the fees required to amortize the cost may be too great unless a subsidy is provided;
  - Land and improvement costs. In most cases, the facility cannot be placed at the exact centre of demand because land costs are too high or no site is available;
  - Street access and traffic patterns. Parking sites with direct access to major streets are better than locations "embedded" in the middle of the retail building concentration;
  - Historic preservation, especially in communities with older downtowns. Even though sites occupied by historic buildings may have low land costs, significant cultural features should not be demolished to gain an insignificant advantage in walking distance;
  - Compatibility and coordination with community plans. Downtown revitalization goals should be advanced when selecting a site for off-street parking facilities. Pedestrian and traffic flow patterns,

continuity of retail frontage and preservation of historic buildings are all important considerations in the evaluation of potential sites; and

- Public and stakeholder acceptance.[5]

- Because of their high cost, parking garages are rarely built in communities with populations of less than 50,000. Moreover, when parking garages or ramps have been built in communities under 50,000, the facilities have had difficulty generating enough revenue to cover costs. Studies of parking garage utilization in smaller U.S. cities and towns have shown consistently lower use of garages than surface lots. These studies suggest that, except in special cases, smaller cities should plan surface parking instead of a garage or deck. Higher costs, security problems, inconvenience and a perception that parking decks are difficult or dangerous to use are all factors in the reluctance of drivers to use structured parking in communities large or small.[6]

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[5] *The Parking Handbook for Small Communities*, pp. 53 and 54.

[6] *The Parking Handbook for Small Communities*, p. 59.

4 Community and Stakeholder Engagement

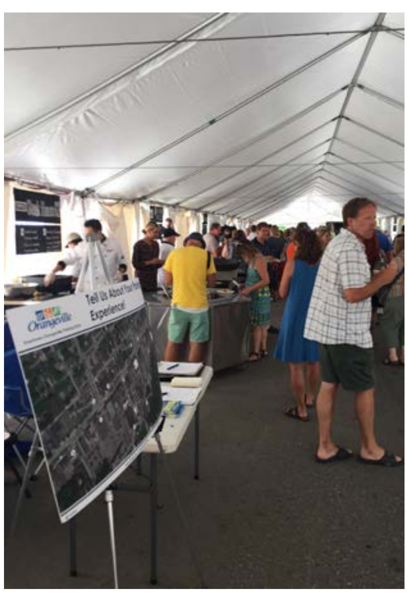
4.1 Program Overview

Lura Consulting carried out a comprehensive **community and stakeholder engagement program** in parallel with the technical analyses to gather feedback from local businesses and from residents and visitors to Downtown Orangeville on people's experiences getting to and parking within the Downtown core. **Appendix D** documents the program findings, which are summarized below.

4.1.1 Public Pop-up Consultations

A series of "pop-up" community consultation events were held to engage a broad and diverse spectrum of residents and visitors travelling to Downtown Orangeville to help understand their perspectives on parking. The pop-up consultations were hosted in busy locations within the Downtown and targeted a variety of different times and users to reach a wide audience (e.g. hosted in conjunction with special events, regular weekends and weekdays). The events were conducted at the following locations and/or events over the course of the Study:

- Orangeville Farmers Market – Saturday, August 13, 2016
- Sidewalk Pop-Up – Saturday, August 13, 2016
- Taste of Orangeville – Saturday, August 20, 2016
- Sidewalk Pop-Up – Thursday, August 25, 2016
- Sidewalk Pop-Up Weekday – Friday, September 9, 2016
- Orangeville Farmers Market – Saturday, September 10, 2016



Lura staff facilitated the engagement activities and captured feedback from participants about their experiences with parking in Downtown Orangeville.

4.1.2 Online Survey

An online version of the survey was also used to collect input, complementing the in-person pop-up consultations. The survey link was made available on the Town's website and promoted broadly by Town communications (see below). The online version of the survey was also noted to people that were engaged through the in-person pop-up consultations but did not have time to share their input on the spot. These people were provided a card with the link to the survey to complete on their own time. The survey was open for a span of five (5) weeks.

4.1.3 Stakeholder Interviews

Like the community engagement opportunities, directly affected stakeholders were given an opportunity to provide input. Semi-structured interviews geared toward commercial and retail parking needs were conducted with ten (10) local businesses. Four (4) interviews were held with businesses pre-selected through consultation with the Town and the Orangeville BIA. The remaining six (6) were conducted in an "impromptu" fashion by stopping into randomly selected Downtown businesses. Businesses selected were intended to cover a wide range of sectors, business size, geographic location in the Downtown and hours of operation.

4.1.4 Communication

In conjunction with the pop-up consultations, online survey and stakeholder interviews, a broad range of communication activities were carried out to inform the community about the Study and how they could provide input, including:

- A dedicated page on the Town's website that provided an overview of the Study and how to get involved, with the survey link;
- Postings on the Town's Facebook and Twitter accounts encouraging completion of the online survey;
- A press release about the Study and how to share input;
- Promotion of the Study on the Town's page in the Orangeville Citizen;
- A 30-second radio spot to provide an overview of the Study; and
- A Study overview poster distributed to Town libraries and recreation centres.

4.1.5 Number of People Engaged

A total of 438 people contributed their input to the Study through the community and stakeholder engagement program. **Table 4.1** summarizes how individuals participated.

Table 4.1: Community Engagement

Engagement Activity	Responses
In-Person Pop-Up Engagement	108
Online Survey	319
Hard Copy Survey (Mailed In)	1
Stakeholder Interviews	10
Total Contributors	**438**

4.2 Summary of Feedback

4.2.1 Community Consultations

Comments received through the community consultations included:

- About 54% of respondents indicated that they have no issue finding parking when they travel Downtown, while a further 15% stated that they sometimes have issues. The remaining 31% indicated that they often have issues. Some of the feedback received from specific respondents about finding parking included:
  - Several respondents that reside in Orangeville reported that they have a usual parking location that works best for them;
  - Most respondents from Orangeville find that parking in one of the public lots off Broadway is the best option;
  - Tourists/visitors reported fewer issues finding parking in Downtown than the average (65% did not have trouble);
  - Some respondents indicated that construction on First Avenue had created issues with finding parking; and
  - A few respondents were unhappy with parking being unavailable close to their intended destination.
- About 69% of respondents indicated that there is sufficient parking signing, 8% indicated that they do not look at signs because they come Downtown often, and 23% indicated that there is not enough signing;
- Once parked, almost two-thirds of respondents indicated they could reach their endpoint in two (2) minutes or less, and most people could still see their vehicles. Only 8% walked more than five (5) minutes to reach their destination. As noted in Section 3.5, acceptable walking distance generally ranges up to two (2) blocks for

employee parking (two (2) minutes) and one (1) block for shoppers (one (1) minute) for smaller communities like Orangeville;

- The three (3) main features that respondents like about parking in Orangeville are that:
  - Free public parking;
  - Large, convenient parking spaces located close to desired destinations; and
  - Ample parking.
- Of the 428 respondents to the survey, 191 (45%) provided comments on ways to improve parking in Downtown Orangeville. Some of the suggestions included:
  - Providing more parking (72 respondents – 67 respondents provided no specific recommendation, while 5 respondents suggested adding a multi-level parking structure);
  - Removing the center median on Broadway and reverting from parallel back to angled parking (32 respondents – 24 respondents felt parallel parking was more difficult, while 8 respondents sought to create more spaces); and
  - Increasing signing and accessible parking (7 respondents).

4.2.2 Stakeholder Interviews

Comments received through the stakeholder interviews included:

- Businesses need ready access to parking for employees, customers and deliveries;
- Employees of smaller businesses are encouraged to park in less convenient locations to improve ease of access for customers and avoid occupying prime parking locations. Larger businesses tend to have ample parking nearby (on site in most cases) to accommodate employee demands;
- Some businesses designate customer parking spaces;
- On-street parking on Broadway is restricted to two (2) hours, which can be insufficient time for some customers to complete their business. Extending the time limit would be preferred by some stakeholders;
- “Non-customers” occasionally abuse the free overnight parking privilege, which takes away from the available parking for customers who arrive early in the morning or late at night; and
- Deliveries are a necessary part of conducting business but can occupy customer parking.

When asked about issues their customers experience finding parking, businesses noted the following:

- Proximity – Many customers will only visit a Downtown business if parking is available within 10 to 15 metres of the store front. Several businesses have had customers tell them that they did not visit their store because it was inconvenient. Implementing a pedestrian crossing on Broadway between 2nd Street and 3rd Street near the public parking lot was suggested as one solution to increase convenience and help eliminate jaywalking.
- Availability – Some stakeholders noted that customers will park in another business' parking lot once the lot on their property or spaces nearby are full. This practice is discouraged, but does not appear to cause parking issues.
- Time Limit – The two (2)-hour parking restriction on Broadway can be inconvenient and insufficient for some customers to complete their business.

When questioned about the aspects of the Downtown parking system that they liked, most stakeholders noted the same features as the survey, which are:

- Free public parking;
- Large, convenient parking spaces located close to desired destinations; and
- Ample parking.

Some respondents noted that Municipal Lots are generally used by regular patrons, which helps alleviate parking issues on Broadway for new customers. The short time limit and quick parking turnover on Broadway were also noted as benefits for customers desiring to complete their shopping experience swiftly.

Individual stakeholders provided the following ideas for improving the Downtown parking experience:

- Construct a three-story parking garage as part of the Mill Street Mall;
- Consider strategies to limit abuse of the two (2)-hour time limit on Broadway, such as metered parking, 15 to 30-minute pick-up/drop-off spaces, and more accessible parking; and
- Develop an awareness campaign about alternatives to driving Downtown.

5 Analysis

5.1 Future Parking Needs

5.1.1 Sufficiency of Existing Parking Supply

The parking survey data summarized in Section 3 illustrated that the Total parking demand within the Downtown area (all facilities combined) peaked at 65% utilization of supply during the survey period. The available "reserve capacity" (calculated as the total parking supply minus the peak parking demand) is in the order of 378 stalls per **Table 3.6**.

The "practical capacity" of a parking system is generally assumed to be in the range of 90% of the available supply (equivalent to approximately 1,478 of the available stalls being occupied, assuming a Total supply of 1,642 spaces), at which point the driver experiences some difficulty finding an empty parking stall, resulting in "park-search" traffic. The results of the parking survey confirm that the existing parking supply is adequate to accommodate peak parking demands.

Although the need for an increase in parking supply has not been identified, the Town should continue to endeavor to maintain the parking equilibrium by planning for the replacement of any large-scale loss of Private Off-Street or Municipal Lot parking through the expansion of existing facilities or acquisition of property for future facilities. Further discussion on this concept is provided in Section 5.2.3.

5.1.2 Future Intensification and Redevelopment

Potential opportunities exist within Downtown Orangeville for intensification and/or redevelopment of existing lands. Should this occur, it is anticipated that future parking demands can be satisfactorily accommodated within the current parking system given the existing reserve parking capacity, provided the development plan does not significantly compromise the available Private Off-Street parking supply. Notwithstanding, future intensification and/or redevelopment should be planned in a way that aims to accommodate parking demands on-site or alternatively, that shared parking be encouraged and that the Municipality enter into a cash-in-lieu agreement with the developer in attempts to maximize existing parking facilities.

5.2 Potential Parking Management Strategies

There are a wide range of tools available that can be used individually, or in combination, to improve parking management and contribute to the economic viability of Downtown Orangeville. Accommodating future parking needs within the Downtown will require a comprehensive strategy that aims to manage overall demands and maintain the equilibrium of supply in the event intensification and/or redevelopment results in a loss of Private Off-Street parking.

The range of possible parking management strategies can be separated into the following three (3) categories, which are ordered by priority:

- Optimize existing parking supply and increase efficiency;
- Reduce parking demand; and
- Increase parking supply.

5.2.1 Strategies to Optimize Existing Parking Supply and Increase Efficiency (Group A)

Strategy A.1 – Maximize Capacity Through Redesign

The capacity of existing parking facilities may be increased without requiring additional land and/or major construction. Various cost effective and easy to implement design-oriented methods of increasing existing capacity exist, such as:

- Repaving/paving parking areas and better delineating stalls through new/restored pavement markings and signing to maximize available capacity. During data collection, staff noted parking stalls were not clearly defined, especially in the Private Off-Street lots. Signs advising of parking restrictions (if any) would also be beneficial;
- Determine if currently wasted space (i.e. corners, edges, undeveloped land, abutting property, etc.) can be used for parking. Areas of wasted space can effectively be converted into “small car”, motorcycle, or bicycle parking areas; and
- Apply the parking stall and aisle dimensions set out in the Town of Orangeville Zoning By-law 22-90 when rehabilitating/remarking parking areas and designing new facilities. Some existing lots are laid out with more generous dimensions.

Strategy A.2 – Improve User Information and Wayfinding

Signs and wayfinding systems are the first customer service contact with visitors to the Downtown and need to be intuitive and attractive to make a positive “first impression”. People who find themselves in unfamiliar environments need to know where they are and require convenient and accurate information pertaining to location of parking facilities, availability, and fees. This is particularly important in communities such as Orangeville where many visitors to the Downtown are tourists who may not be familiar with their surroundings.

Provision of a comprehensive parking information system, which includes wayfinding, directional and information signing for drivers and pedestrians, is required to ensure that all municipal parking facilities are identified with a consistent signage program. The following elements comprise the system:

- **Wayfinding** signs are used to assist the motorist in identifying municipal parking facilities using visual cues and typically includes easily recognized symbols such as the Green “P” sign. The Town currently has several of these signs within the Downtown;

- **Directional** signs are located at strategic decision making points within a parking lot and are used to direct motorists to important destinations or features. Typical examples include directional arrows within a lot and an arrow with the word “meter” or “pay here” for pay and display machines;
- **Information** signs provide key information to the motorist about hours of use, time-limited restrictions, and other pertinent information concerning the operation of the lot or element. The signs may also include supplementary components such as a key map that clearly identifies the location of barrier-free parking, pedestrian connections, and other features. Information signs are typically located at key entry/exit points to the lot and at other strategic locations within the Downtown.

As identified through stakeholder meetings and reiterated through the results of the user opinion surveys, there are some concerns with wayfinding and directional signing in the downtown. More obvious and eye catching signs that are easy to interpret and additional promotional/educational material could help improve the overall parking experience. New visitors to the Town may not know about the free parking located behind the main shops along Broadway and may benefit from this information. For example, large signs visible as vehicles enter Downtown that include the words “Free Parking” along with directions could help.

The Town intends to implement a comprehensive, standardized user information and wayfinding signing system in the Downtown and throughout the municipality. Through the implementation of this system outlined in the *Directional Wayfinding Master Plan*[7], several opportunities exist in which this parking user information can be enhanced. Most notably, improved wayfinding and directional signing will be located at key points of ingress along Broadway, as well as at major intersections approaching and within the Downtown to direct tourists and visitors to publicly accessible parking facilities.

Parking information is not limited to just signing, although provision of clear and consistent signs is a key component in improving navigation. Other elements like maps, brochures and other printed material convey key parking information to visitors. In addition, internet-based information (i.e. parking maps available online or provision of a mobile parking application) can help to maximize the efficiency of the parking system, improve user convenience, increase functional supply of available parking, and most importantly improve the overall downtown experience. An improved parking map that can be shared on social media would be beneficial locally.

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[7] *Directional Wayfinding Master Plan*, Town of Orangeville and Plan by Design, September 2014

Local businesses could also assist in providing information on their websites informing customers of parking options in the vicinity. Directing customers to less utilized Private Off-Street parking can reduce demand for On-Street and Municipal Lot parking.

During data collection, staff noted several advertisements in Private Off-Street lots for the lease of parking stalls. A digital (online) site for the exchange of these spots may be beneficial. Several options exist, such as a mobile application or a website where landowners could post information.

Strategy A.3 – Improve Aesthetics and Strengthen Pedestrian Linkages

Provision of visible, aesthetically pleasing and safe pedestrian linkages to and from parking areas to storefronts within the Downtown can help encourage use of Municipal Lots and Private Off-Street parking facilities and increase efficiency of the parking system. Improved pedestrian linkages and safety measures, such as providing illumination, can bring otherwise "remote" parking facilities within walking distance. System-wide improvements such as provision of sidewalks adjacent to all municipally-operated parking facilities helps to improve accessibility and foster a more pedestrian-friendly environment. Provision of drop curbs and ramps should be provided at key on-street parking locations and prompt winter maintenance of pedestrian facilities is required to ensure barrier-free access.

Strategy A.4 – Increase Parking Enforcement

Increasing parking enforcement means that parking regulations will be enforced more frequently, more effectively and more considerately. Implementing a targeted parking enforcement strategy could allow the Town to deal more effectively and efficiently with violations within the Downtown while encouraging turnover and improving available parking. The main purpose of the strategy would be to encourage drivers intending to spend over two (2) hours Downtown to park in Municipal Lots and Private Off-Street parking locations to ensure there is greater access to On-Street parking for patrons of local businesses and services.

Strategy A.5 – Allocate Parking and Loading Areas

As identified through the opinion surveys and stakeholder interviews, some respondents felt that employee use of "prime" parking is a concern. Adequately accommodating longer-term employee, as well as resident, parking can be achieved through parking stall allocation. With this strategy, a portion of the supply within certain Municipal Lots would be dedicated to employee and resident parking through enhanced signing and/or implementation of a permit system. Stall allocation improves availability of "prime" parking for customers and in turn increases efficiency of the lower utilized lots. Downtown businesses would need to collectively agree to require employees to park in these designated areas for the scheme to work.

Similarly, delivery trucks may also be using these "prime" parking locations to load and unload. Downtown businesses should encourage trucks to use

Private Off-Street parking or loading areas, if available, and remind drivers that On-Street parking is intended for patrons. This will help to decrease walking distances for customers, with higher turnover at storefronts, and improve traffic flow on Broadway, with fewer stopped trucks impeding operations.

Strategy A.6 – Provide Special Event Shuttles

Providing (free) shuttle buses to transport people between remote parking locations and the Downtown can be an effective tool for managing parking demand and reducing vehicle volumes during special events. Shuttles can also be used to access longer-term employee and resident parking located in periphery lots.

The Town and the Orangeville BIA should continue to explore methods of making better use of parking shuttles on a regular basis for special events in the Downtown. Complementary signing, advertising and marketing initiatives should be planned to support and maximize use of the service.

5.2.2 Strategies to Reduce Parking Demand (Group B)

Strategy B.1 – Promote Use of Non-Auto Modes and Transportation Demand Management (TDM) Measures

It is a goal of the Town of Orangeville Official Plan:

> *G.1 To encourage a reduction in the dependence on the use of motor vehicles and encourage active transportation alternatives through the introduction or extension of such things as bicycle lanes, multi-purpose trails, sidewalks and public transit opportunities that provide safe, comfortable travel opportunities within existing communities and new neighbourhoods.*

Encouraging employees, residents and other regular patrons to use other transportation modes for travel into Downtown would reduce the number of private vehicles and thus the parking requirements. One approach would be to provide improved bike facilities such as bike racks or lockers near popular destinations. Another option is to encourage ride sharing by designating parking stalls in municipal parking lots, close to building entrances as “carpool-only” stalls.

Improving transit service could also reduce parking demand. Increasing the time of day that the buses are in operation and/or increasing bus frequency during peak periods could increase transit ridership volumes. With more people taking the bus Downtown, less parking spaces are required. The recently completed *Transit Optimization Study*[8] contemplates greater service frequencies and additional routes within Downtown, but recognizes the

[8] *Transit Optimization Study*, Town of Orangeville and Dillon Consulting, April 2016

challenges of encouraging transit use and increasing ridership in smaller communities like Orangeville.

Strategy B.2 – Implement Parking Pricing Scheme

In general terms, parking demand is not typically distributed evenly throughout a downtown area. Intuitively, demand is highest for the most convenient parking (i.e. On-Street parking along Broadway). In terms of Municipal Lot parking utilization, parking demand is increased at facilities located nearest to major activity centres, while areas of reserve capacity are typically located around the periphery at sites commonly perceived as "less convenient".

Parking pricing is an effective tool to manage parking demands of priority users by encouraging short-duration stays and high turnover. Intuitively, charging a fee to park in what was previously a free parking space inherently results in lowered demand. Setting the parking fee by location seeks to maximize turnover of "prime" On-Street parking while redistributing the overall demand to underutilized areas. When "prime" parking is priced to encourage short-duration stays, many long-term parkers go directly to the periphery lots or opt to use an alternate mode of transportation.

On-Street parking pricing, when combined with time-limited restrictions, can help to increase turnover which in turn supports local businesses and the overall viability of the downtown. Municipal Lots that are highly convenient to customers should be geared towards short-duration stays and have pricing penalties for long-duration stays (i.e. employee and resident use), while less convenient periphery lots should have pricing incentives for long-term durations.

Principles guiding the implementation of parking pricing are summarized as follows:

- Price On-Street parking higher than Municipal Lot parking to reflect the convenience and limitation of On-Street supply. Higher On-Street parking prices encourage the use of less convenient, higher-capacity Municipal Lots;
- Set time restrictions for On-Street parking to meet the needs of average Downtown customer durations for single destination trips (i.e. short-duration time restrictions);
- Time restrictions for Municipal Lots should be longer than On-Street restrictions to accommodate visitors with multiple destinations in a cost-effective manner; and
- Less convenient and/or underutilized periphery lots should have pricing incentives for long-term parking to increase utilization and meet the needs of Downtown employee, resident and tourist parking demands.

In theory, the concept of variable parking pricing is like that of toll roads where users expect to pay a premium for convenience and as such, toll rates vary based on time of use. Peak hour trips are priced at a higher rate than off-peak trips, reflecting an increased rate for convenience. A similar concept is applied to variable pricing where the user pays an increased rate for convenience. Through the application of variable parking pricing, which could be accomplished using pay and display machines, opportunity exists to better manage parking demands during both the weekday and weekend periods.

Within Downtown Orangeville, it may be beneficial to shorten the free parking period for On-Street stalls and/or introduce fees for motorists parking On-Street for longer periods. This strategy would aim to promote turnover and discourage parking for periods longer than the two (2) hour maximum, a common phenomenon observed through the survey. As well, additional short duration (10 to 15 minute) parking stalls should be introduced in conjunction with appropriate parking fees in areas where higher turnover is desired and realistic, such as convenience stores, banks and the post office. One (1) or two (2) short-term stalls at strategic locations on every block along Broadway is envisioned.

Any consideration of parking pricing schemes would be subject to further study and on-going dialogue with the Orangeville BIA.

5.2.3 Strategies to Increase Parking Supply (Group C)

Strategy C.1 – Construct New Public Parking Facilities

Additional parking supply may be required to maintain the parking equilibrium and accommodate demands in the event of future intensification and/or redevelopment within the Downtown. The Town should continue to monitor parking supply and utilization within the Downtown and pursue additional facilities if demand exceeds practical capacity on a more consistent basis.

When identifying future potential off-street parking opportunities, it is more desirable from an urban design perspective to construct smaller, strategically located parking lots as opposed to one large facility, which could adversely impact the surrounding pedestrian environment and community aesthetics. Smaller, strategically located lots are also more likely to serve retail patrons and tourists better than a large, centrally located lot as walking distances will be minimized.

Although the ultimate location of any future parking supply will be dependent upon land availability, possible public-private partnerships and the other factors outlined in Section 3.5, there are some potential options the Town should already consider:

- The Town should explore developing the former Hydro lands at the northwest corner of Mill Street and Church Street for Public parking.

The lands could provide an additional 25 parking stalls within the Downtown.

- The Town has acquired property in the northeast quadrant of First Avenue and 2nd Street intersection for a potential Municipal Lot. The subject properties at 27 and 29 First Avenue comprise approximately 1,500 square metres (0.37 acres) in total area (irregular shape), and measure about 33.2 metres (109 feet) along First Avenue and 47.2 metres (155 feet) in depth. The opportunity exists to create a new surface parking lot on the lands with an estimated 40 to 55 stalls. While additional parking in the Downtown would be beneficial, the subject lands on First Avenue have certain drawbacks from a parking perspective, including:
  - The location is a little removed from Broadway. That said, the lot could be used for overflow or longer-term parking (e.g., employee and/or resident); and
  - The lands abut residential properties that could be adversely impacted by a parking lot operation (e.g., noise, light).

  The Town should initiate investigations into the use of the First Avenue lands as a potential Municipal Lot in preparation for future consideration of additional parking supply.
- The Town may wish to consider acquiring property on Armstrong Street and/or Little York Street in the future for parking if/when it becomes available. Any potential acquisitions should be carefully considered based on the criteria noted above and financial benefit.

Strategy C.2 – Implement Cash-in-Lieu of Parking

In circumstances where meeting the parking requirements becomes a considerable barrier to intensification and/or redevelopment, the Town could consider a cash-in-lieu of parking agreement. With this approach, the developer has the option of meeting the minimum parking requirement set out in the Zoning By-law by providing a combination of on-site parking and funds for each deficient space. Cash-in-lieu of parking should only be considered when the existing parking supply can adequately accommodate the on-site parking deficiency at the time of the development without causing adverse impacts to the adjacent area. The municipality in turn can use these funds to construct strategically located parking facilities that meet the needs of all users, not just the development proposal.

This approach provides a cost saving incentive to the developer, who will forego the cost of providing often expensive dedicated parking, and benefits the Town by increasing the public parking supply. Developers also benefit from cash-in-lieu agreements by retaining more land for active development while the municipality gains a revenue source that can be applied to future parking or other transportation improvements.

The disadvantage of cash-in-lieu of parking agreements is that if the policy is not frequently utilized, the collection of cash-in-lieu revenue occurs over an extended period, resulting in a limited ability for the municipality to construct needed off-street parking in the short-term. As such, the cash-in-lieu of parking strategy should not be considered a significant or continuous source of capital funding.

Strategy C.3 – Pursue Public/Private Parking Partnerships

The Town may wish to encourage private investment in public parking facilities through joint venture developments. An example of a public/private parking partnership would be a planned mixed-use residential/retail development. Parking for the proposed development is to be accommodated underground. The Town could enter a parking partnership in which a portion of parking is either leased or purchased from the developer and dedicated to public use. Additional incentives (i.e. waiving or reducing development fees, etc.) could be considered to foster public/private partnerships and encourage joint ventures. It is recognized that potential partnerships must be sensitive to the needs of both the Town and private developers in attempts the balance the needs of all users.

The Town also has varying degrees of leverage to negotiate or require the provision of additional parking through the development approvals process, with current legislation in Ontario. For example, the Town could implement a “density bonus” program through zoning that would allow developers to build higher density uses in exchange for a contribution to amenities to benefit the community, such as Public parking. The value of the additional density is paid to the municipality as a cash contribution based on a predetermined rate ($ per square metre of gross floor area), which can then be applied to future parking improvements, just like cash-in-lieu of parking. The Town would first need to assess the opportunity to provide Public parking as part of the development. A minimum number of contiguous and accessible parking spaces should be possible for there to be merit.

Strategy C.4 – Reconfigure Existing Roads to Provide Additional Parking

As an overall policy, the Town should continue to explore opportunities to provide additional On-Street parking through road construction and reconstruction projects within the Downtown. Removal of existing parking should be discouraged.

Reconfiguration through the implementation of a “road diet” is also another approach that the Town could use to provide additional On-Street parking. Reducing the number of through lanes, eliminating turn lanes and/or converting to one-way operation could provide the opportunity to reallocate space to additional parking spaces, bike lanes, wider sidewalks, and greater pedestrian amenity.

The Town should review all existing road allowances within the Downtown and target specific corridors that could be reconstructed to provide angle parking instead of parallel parking spaces as part of a road diet. More angled spaces can be provided along the same length of roadway than parallel parking stalls.

6 Conclusions and Recommendations

6.1 Conclusions

From the analyses completed for this Study, it is concluded that:

Parking Inventory

- There are an estimated 1,642 parking stalls within Downtown Orangeville. About 35% (578 stalls) of the spaces are public, with 14% (235 stalls) located on municipal roads and 21% (343 stalls) contained in municipally controlled off-street parking lots. The remaining 65% (1,064 stalls) of the Downtown parking supply is privately owned off-street parking. It is noted that some of the Private Off-Street parking is reserved for residential tenants, and although appearing vacant during the day, may not be available to other users (i.e. Downtown employees and customers).

Existing Parking Demand

- Parking demand varies considerably by time of day, day of week and week of the year. Not surprisingly, the highest demand for parking was experienced with special events held in the Downtown during the summer. These events can consume almost the entire supply of Public parking.

- Based on the parking counts completed for the Study, the **average parking demand** in Downtown Orangeville was:

  - On-Street – 109 spaces on weekdays (46% of On-Street supply) and 138 spaces on weekends (59% of On-Street supply)
  - Municipal Lots – 165 spaces on weekdays (48% of Municipal Lot supply) and 166 spaces on weekends (48% of Municipal Lot supply)
  - Private Off-Street – 302 spaces on weekdays (28% of Private Off-Street supply) and 281 spaces on weekends (26% of Private Off-Street supply)
  - Total – 575 spaces on weekdays (35% of Total supply) and 584 spaces on weekends (36% of Total supply)

  The current parking supply was sufficient to meet average demands on the days surveyed, with daily average utilization at about 35% on weekdays and 36% on weekends. Municipal Lot parking exhibited the highest utilization of the three (3) different types of parking at about 48% of the available supply on weekdays, while On-Street parking was highest on weekends at about 59%. The decline in Private Off-Street parking utilization observed from weekdays to weekends may be attributed to the fact that most service businesses are closed on Saturdays, so there are fewer employees parking in the lots.

- Maximum demand is a more critical statistic than average demand when assessing parking adequacy to satisfy peak demand. From the parking counts completed for the Study, the **maximum parking demand** in Downtown Orangeville tended to occur midday and was observed to be:

  - On-Street – 188 spaces at 1:00 PM on weekdays (80% of On-Street supply) and 200 spaces at 10:00 AM on weekends (85% of On-Street supply)
  - Municipal Lots – 319 spaces at 2:00 PM on weekdays (93% of Municipal Lot supply) and 282 spaces at 3:00 PM on weekends (82% of Municipal Lot supply)
  - Private Off-Street – 501 spaces at 11:00 AM on weekdays (47% of Private Off-Street supply) and 581 spaces at 12:00 PM on weekends (55% of Private Off-Street supply)
  - Total – 975 spaces at 2:00 PM on weekdays (55% of Total supply) and 1,069 spaces at 12:00 PM on weekends (65% of Total parking supply)

  The current parking supply was sufficient to meet maximum demand on the days surveyed, with daily peak utilization at about 59% on weekdays and 64% on weekends. However, Municipal Lot demand approached capacity during special events in the summer, with the highest utilization of the three (3) types of parking at about 93% of the available supply on weekdays and 82% on weekends.

- From the parking counts completed for the Study, the **duration vehicles park On-Street** in Downtown Orangeville averaged:

  - One (1) Hour or Less – 63% on weekdays and 54% on weekends
  - Between One (1) and Two (2) Hours – 22% on weekdays and 16% on weekends
  - More than Two (2) Hours – 16% on weekdays and 29% on weekends

  Motorists tended to park on-street for shorter durations (one (1) hour or less). The two (2) hour parking restriction appears to discourage motorists from extended on-street parking, although some durations of more than two (2) hours were observed.

  Average **On-Street parking turnover** was 3.1 vehicles per space per day on weekdays, and 2.4 vehicles per space per day on weekends.

- From the parking counts completed for the Study, the **duration vehicles park in Municipal Lots** in Downtown Orangeville averaged:

  - One (1) Hour or Less – 47% on weekdays and 53% on weekends
  - Between One (1) and Two (2) Hours – 16% on weekdays and 18% on weekends
  - More than Two (2) Hours – 37% on weekdays and 29% on weekends

  On weekdays, motorists tend to use Municipal Lot parking for longer durations, whereas on weekends motorists use Municipal Lot parking for shorter durations.

  Average **Municipal Lot parking turnover** was 2.8 vehicles per space per day on weekdays, and 2.4 vehicles per space per day on weekends.

- The existing parking system in Downtown Orangeville is generally meeting current requirements based on the counts conducted for this Study. While there are some concerns with the adequacy of the Public parking supply to meet demand during special events, the inventory appears adequate for typical weekdays and weekends.

Community and Stakeholder Views on Downtown Parking

- The community has mixed views on the availability of parking within the Downtown. About 54% of respondents to the surveys indicated they experience no difficulty finding parking Downtown. A further 15% stated they only sometimes have problems finding a space. The remaining 31% indicated they often have issues.
- Once parked, almost two-thirds of respondents indicated they could reach their endpoint in two (2) minutes or less, and most people could still see their vehicles. Only 8% walked more than five (5) minutes to reach their destination. Generally, acceptable walking distance ranges up to two (2) blocks for employee parking (two (2) minutes) and one (1) block for shoppers (one (1) minute) for smaller communities like Orangeville.
- Almost half of survey respondents provided comments on ways to improve parking in Downtown Orangeville. Some of the suggestions included:
  - Providing more parking (no specific recommended approach);
  - Adding a multi-level parking facility to increase supply;
  - Removing the center median on Broadway and reverting from parallel back to angled parking; and
  - Increasing signing and accessible parking.
- When asked about issues their customers experience finding parking, businesses noted the following issues:
  - Proximity of parking to the store;

  - Availability of parking; and
  - Two (2)-hour parking restriction on Broadway can be insufficient for some customers to complete their business.
- The three (3) main features that survey respondents and stakeholders both like about parking in Downtown Orangeville are:
  - Free public parking;
  - Large, convenient parking spaces located close to desired destinations; and
  - Ample parking.

6.2 Recommendations

Table 6.1 summarizes the recommended strategies and timelines for implementation based on an assessment of the options listed in Section 5.2. Relative costs for implementation are noted in the table. Some specific immediate actions that fall within the strategies include:

- Improve Private Off-Street parking stall delineation through clearer signing and markings;
- Improve Municipal Lot parking signs with bigger, more eye-catching signs and reinforce that the parking is free in these areas;
- Ask businesses to advise their employees and truck drivers to refrain from using the On-Street parking spaces;
- Encourage the use of non-auto transportation modes for travel to the Downtown;
- Continue to monitor parking utilization in the Downtown;
- Initiate investigations into the provision of additional parking on the municipally-owned lands on First Avenue.

Table 6.1: Recommended Strategy

Recommended Action	Short Term (0-3 years)	Medium Term (3-5 years)	Long Term (> 5 years)	Lead	Financial
Group A - Strategies to Optimize Existing Parking Supply and Increase Efficiency					
Strategy A.1 – Maximize Capacity of Existing Parking Supply	✓	▪	▪	Town	$
Strategy A.2 – Improve User Information and Wayfinding	✓	▪	▪	Town & BIA	$$
Strategy A.3 – Improve Aesthetics and Strengthen Pedestrian Linkages	▪	✓	▪	Town	$$
Strategy A.4 – Increase Parking Enforcement		✓		Town	$$
Strategy A.5 – Allocate Parking and Loading Areas	✓	▪	▪	Town & BIA	$
Strategy A.6 – Provide Special Event Shuttles	✓			BIA & Town	$
Group B - Strategies to Reduce Parking Demand					
Strategy B.1 – Promote Use of Non-Auto Modes and TDM Measures	✓			Town & BIA	$$
Strategy B.2 – Implement Parking Pricing Scheme	▪	▪	✓	Town	$$
Group C - Strategies to Increase Parking Supply					
Strategy C.1 – Construct New Public Parking Facilities	▪	▪	✓	Town	$$$
Strategy C.2 – Implement Cash-in-Lieu of Parking	▪	▪	✓	Town & Landowners	$$$
Strategy C.3 – Pursue Public/Private Parking Partnerships	▪	✓	▪	Town & Landowners	$$$
Strategy C.4 – Reconfigure Existing Roads to Provide Additional Parking	▪	✓	▪	Town	$$

LEGEND:

$ Minimal cost to finance (<$10,000)
$$ Modest cost to finance ($10,000 - $100,000)
$$$ Highest cost to finance (>$100,000)

Appendix A

Study Terms of Reference

Request for Proposals

Town of Orangeville Parking Study

1.0 Services Required

The Town of Orangeville is seeking the completion of a downtown parking study that will analyze the current parking complement in the downtown and evaluate the parking demand to determine if there is a need for additional parking. The Town is issuing a Request for Proposals (RFP) to interested parties (qualified and experienced consultant/consultant teams with a specialty in parking studies) to undertake a comprehensive review of the current parking situation in the downtown area of Orangeville to determine current supply and demand, assess the requirement for any additional parking and provide recommendations on how best to implement further parking requirements if needed.

The study must provide long term direction to address parking needs of downtown Orangeville and provide prioritized recommendations regarding any additional parking required recommended. The results of the study will be used to secure additional parking as determined by the recommendations following the review.

2.0 Introduction and Background

Orangeville is a historic community nestled in the picturesque Hills of the Headwaters, one of the most scenic regions in southern Ontario. Less than an hour from Toronto and only moments away from the unspoiled, natural beauty of the Niagara Escarpment, Orangeville's small-town charm and "big city" amenities appeal to residents and businesses alike.

The Town of Orangeville, with a population of 27,975 people (Statistics Canada Census, 2011), is located within Dufferin County in addition to seven other member municipalities. The County of Dufferin is located in the north-western portion of the Greater Golden Horseshoe area, which is one of North America's fastest growing regions.

Over the past few years, Orangeville has experienced a steady moderate growth due to its strong mix of location, community amenities, attractive and unique housing opportunities and a state-of-the-art regional healthcare facility.

The Town currently has a Heritage Conservation District (HCD), which was approved by Council in 2002, in the downtown which flanks the main thoroughfare both on the north and south sides of Broadway primarily west of Third Street and east of John Street. The Town has recently supported the review of two further studies with a view to establishing two potential future heritage conservation districts further west of the current HCD and one along First Street extending northerly towards Highway 10.

The Town has an active business improvement area association. The Orangeville Business Improvement Area (OBIA) was established in 1978 and currently represents over 230 businesses in the downtown area. The number one priority over the last several years has been ensuring sufficient parking in the downtown for their members. According to representatives of the OBIA, parking has been identified over the years as the number one impediment to sustaining and growing businesses in the downtown. The hope of the study is to guide both the OBIA and the Town with future parking investment and demonstrate ongoing partnerships between the Town and the OBIA.

3.0 Project Background

The Orangeville BIA Board of Management provided correspondence to the Town of Orangeville in November 2014 requesting that the Town of Orangeville consider undertaking a parking study of the downtown core to give a definitive account of the downtown's parking situation with a view to determining whether the downtown requires more public parking or conversely to determine if there is sufficient parking for the area to serve the commercial businesses in the downtown core. The results of the study will be used to determine future investment required for parking in the coming years. The Orangeville BIA offered financial support to complete the study which was matched by Town of Orangeville funds. The Town of Orangeville committed funds from the 2015 budget to undertake a downtown parking study.

4.0 Project Description

The Town of Orangeville Parking Study will require a review of the Town's downtown as defined by the Orangeville Heritage Sign Special Policy District area, the study area, to determine the location of all existing parking available in parking lots and on streets and on privately-owned commercial property. As part of the inventory it will be necessary to identify the location of the parking lots, ownership and spaces available.

The study will make recommendations to the Town of Orangeville in the following areas:

- Determine if there is a need for further parking and options that might be available to achieve future parking needs should there be deficiencies; determine the cost of construction of additional parking space options and associated improvements (if recommended);
- Assess sites in Town that may be purchased and/or leased for the purposes of providing additional parking and identify priority locations;
- Identify parking space deficiencies including accessible parking needs and their locations in consideration of future land/business uses; and
- Review any active transportation solutions for Orangeville cycling needs and the location of bicycle parking facilities.

5.0 Public Consultation

The Town of Orangeville recognizes the importance and value of public consultation and engagement in any study process. The Town of Orangeville Parking Study should seek to involve the public and relevant stakeholders in a meaningful way to contribute to the overall study recommendations. The consultant will be required to prepare a consultation plan to describe how they will engage the community through the course of work on the study.

Community engagement activities may include interviews with a variety of key community stakeholder groups (business owners, members of the OBIA, members of the Dufferin Board of Trade, members of Council, Town staff, visitors to the Visitor Information Centre, etc.), surveys distributed to the public and business leaders and/or online workshops, open houses, social media and/or public meetings.

6.0 Project Work Plan and Project Deliverables

The successful bidder will undertake the following project work:

1. The study area is defined as the area delineated by the Town of Orangeville Heritage Sign Special Policy District which extends from Faulkner Street, north to Zina and First Avenue, east, to west of Fourth Street and south, to Front and Church Streets (see Attachment 1) for which parking demand in the downtown will be inventoried (all existing on-street inventory, proposed on-street inventory, and existing or proposed public parking lot inventory).

2. Review existing conditions, existing traffic and parking by-laws and parking requirements in the Town.
3. Identify a mapped inventory of available public parking in the study area.
4. Identify a mapped inventory of off-street parking on private sites within the study area. Permission will be required from the owners for the surveyors to obtain this information.
5. Assess parking demand during weekday, weekend and ideally festival event/farmer's market/theatre event days. Methodology used to capture survey work, particularly turnover in parking time periods to be determined by the consultant based on the days identified [i.e. may choose to determine length of stay by recording license plate information every half hour within study periods, study periods may be morning (7a.m.-10a.m.), midday (10a.m. -2p.m.), afternoon (2p.m.-6p.m.), evening (6p.m.-12a.m.) and overnight (12a.m.-7a.m.)]. Parking demand will be evaluated between May 1 – August 9, 2016 and will include an assessment on the morning of May 7 (opening of outdoor Farmers' Market), an evaluation during the period of June 2 – 5 to capture demand during the Town Blues & Jazz Festival, and July 2, to capture demand during Founders' Day celebrations as well as July 23 to capture the Urban Slide event.
6. Map outcomes appropriately demonstrating demand versus supply and gaps in the information.
7. Conduct a public meeting and/or open house and/or workshop to determine resident/business parking concerns and/or suggestions for altered/new parking.
8. Interview stakeholders (i.e. business owners to determine parking concerns and/or suggestions for altered/new parking).
9. Provide a comprehensive report summarizing the adequacy/deficiencies of available parking within the designated area and recommending viable parking solutions, if results determine further parking is required, in light of Ontario Traffic Manual (OTM) Book 5, book 11, North American Parking Standards as well as all local applicable regulatory requirements.
10. Provide recommendations for a parking plan that may include parking restrictions that address identified parking concerns/needs and will encourage turnover (if necessary) in the study area, or seek to re-instate parking fees for street parking if warranted.
11. Present and defend recommendations and findings to Town of Orangeville Council and the Orangeville Business Improvement Area

As part of this work, the consultant will deal with various complex and at times controversial matters and will be required to work directly with Town staff, the public, agencies and stakeholders in a professional manner. The consultant is to provide experienced and skilled staff as well as possess the required expertise for the work.

The Town is looking for a consultant that can demonstrate diplomacy, tact, strong communication skills (both written and verbal) and an understanding of the municipal government environment.

The Consultant will be required to deliver the following:

- Ten (10) bound hard copies of all draft and final reports.
- One (1) electronic PDF version of all draft and final reports on appropriate media (CD) or via email.
- One (1) electronic MS Word version of all draft and final reports.
- One (1) electronic copy in PDF, JPEG or TIFF or any ArcMap, ESRI compatible version formats of all maps, plans, illustrations and/or drawings produced during the Study.

The project deliverables outlined are considered to be the minimum requirements for the project. Any additional deliverables should be outlined explicitly in the proposal.

The report/findings produced by this study will be presented to the public at an open house and to Council by way of a consultant presentation followed by questions on recommendations provided.

7.0 Project Budget

The maximum budget available for completion of the Town of Orangeville Parking Study is $32,500, including all taxes and incidentals. A breakdown of costs associated with all relevant tasks/phases of the project proposal must be outlined in the submission.

8.0 Project Management

The consultant will report to and communicate with Nancy Tuckett, Director of Economic Development, Planning & Innovation, who will be the designated Project Manager and the key contact with the consultant. Her phone number and e-mail address are as follows:

Tel: (519) 941-0440 ext. 2249, ntuckett@orangeville.ca.

All questions, requests for information, instructions or clarifications must be set out in writing and directed to the Project Manager noted above. Questions regarding the RFP may be asked prior to the March 11, 2016 date, following which no further addendums to the RFP will be issued.

8.0 Available Resources

The following documents and reports are available as background information:

- Downtown Orangeville Parking Study (1989)
- Dufferin County Growth Management Study (2010)
- County of Dufferin Official Plan (2015)
- Dufferin County Active Transportation and Trails Master Plan (2010)
- Town of Orangeville Official Plan, (2010)
- Town of Orangeville Economic Development Strategy (2007)
- Town of Orangeville Tourism Development & Marketing Plan (2010)
- Town of Orangeville Cultural Plan (2014)
- Town of Orangeville Development Charges Study (2014)
- Town of Orangeville Parks & Recreation Master Plan (2015)
- Town of Orangeville Website – www.orangeville.ca
- Town of Orangeville Tourism Website – www.orangevilletourism.ca
- Orangeville Housing Needs Analysis (2010)

9.0 Project Timeline

Function	Schedule
Release of RFP	March 4, 2016
RFP Closing Date/Receipt of Quotations	March 24, 2016
Anticipated Approval of Selected Firm	April 1, 2016
Anticipated Project Completion Deadline	September 2, 2016

10.0 Proposal Submission

All quotations must be submitted to the Town of Orangeville Treasury Department, Town of Orangeville, 87 Broadway, Orangeville, ON L9W 1K1, no later than 4:00 p.m. on Thursday March 24, 2016. The following information should be included as a minimum:

- Eight (8) bound hard copies (standard 8.5x11 format) and (one) 1 electronic copy of the proposal on a disk or USB drive providing clear and concise details regarding the information requested in this RFP;
- The name and contact information of the consultant and project manager;
- A description of project deliverables;
- An outline of methodology, tasks, public consultation and associated timelines for the project should be itemized in detail, including meetings anticipated with municipal staff, the public, the OBIA and Council;
- A detailed listing of fees and expenses (excluding HST) broken down into hours by team members and hourly rates by team member, as well as expense category;
- A brief listing of at least three similar projects undertaken by the consultant; including three (3) references;
- CV's of those involved in the project; and
- An outline of the consultant's billing procedures.

Submissions must be forwarded to the address below and must be in a sealed envelope or other suitable package, include signature of the consultant and clearly marked:

> Town of Orangeville Parking Study
> The Town of Orangeville
> 87 Broadway
> Orangeville, ON L9W 1K1
> Attention: Ms. Karen Mills, Acting Treasurer

Submissions will not be accepted by facsimile or other electronic method. To be considered, submissions must be received on or before 4:00 p.m. March 24, 2016.

Proposals received after the Closing will not be accepted and will be returned to the proponent unopened.

11.0 Selection Criteria

Proposals will be reviewed and evaluated by Town staff and representatives from the Orangeville Business Improvement Area on, but not limited to, the following:

1. Consultant’s demonstrated ability to provide a full range of relevant services.
2. Consultant’s experience with conducting parking studies, must have successfully completed a minimum of two projects related to parking studies within an Ontario municipality of similar or greater size within the past five years.
3. Qualifications and experience of proponent’s staff (principals to be involved, other personnel, names, qualifications and individual experience, level of involvement, CV’s to be provided).
4. A detailed approach and a strategy for achieving project goals and objectives as outlined in the RFP.
5. Favourable reference checks and reviews (3 to be provided, two of which must be from the public sector and one peer reference).
6. Overall quality and detail of the proposal.
7. Pricing (total fee that includes all costs associated with project including disbursements, travel costs, printing, taxes, incidentals, etc.).
8. Need for Proof of Insurance Coverage.
9. Project timing, scheduling and sequencing of tasks.

Town of Orangeville
87 Broadway, Orangeville, ON L9W 1K1
Tel: 519-941-0440 Fax: 519-941-5303
Toll Free: 1-866-941-0440
www.orangeville.ca

Economic Development, Planning and Innovation Department

Addendum No. 1

To Request for Proposals
Town of Orangeville Parking Study

Please note the following questions and answers related to the RFP that were received until the deadline for questions which was Friday, March 11, 2016 at 4:30 p.m.

1. Are turnover surveys required during an average weekday, an average weekend and during all four events listed (opening of Farmers' Market, Blues & Jazz Festival, Founders' Day and Urban Slide) or just a single special event expected to be representative of such times of increased parking demand?

   It is the expectation that all events listed in the RFP would be covered.

2. Five time periods are listed as times for the turnover surveys to be completed, can we assume that each parking survey will fall within one of those periods or will multiple periods be required to assess the peak parking demand during each individual survey?

   The methodology as to how you wish to undertake your research is up to you, please identify it as part of your submission.

3. Is there a page limit for the proposal submission?

   There is no page limit.

4. Will shapefiles (ArcGIS) consisting of the roadways in the study area be provided to successful consultant?

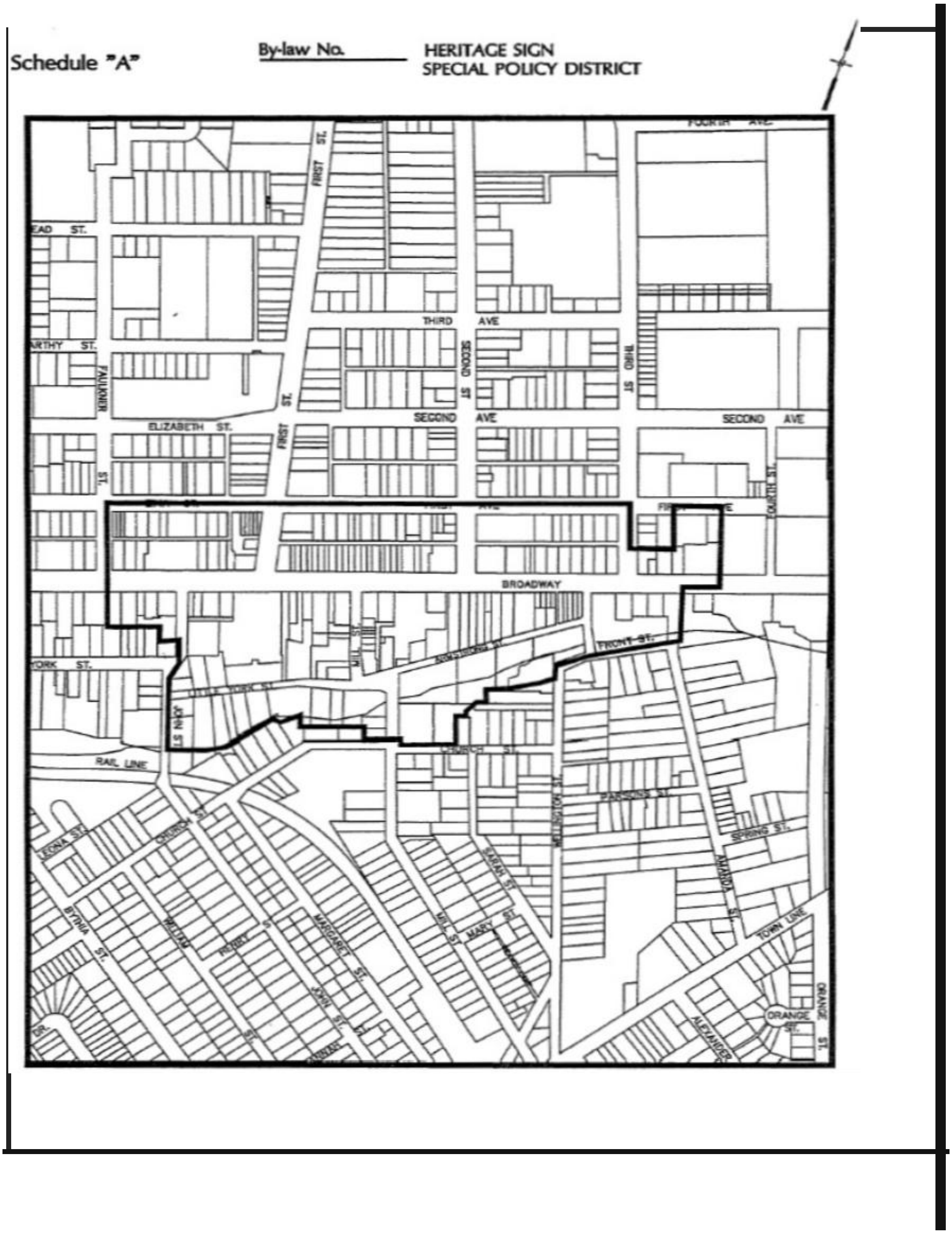
   The Town of Orangeville does not have GIS, so ArcGIS files are not available.

5. Does the attached map delineate the study area?

   Yes, Schedule A, Heritage Sign Special Policy District defines the study area.

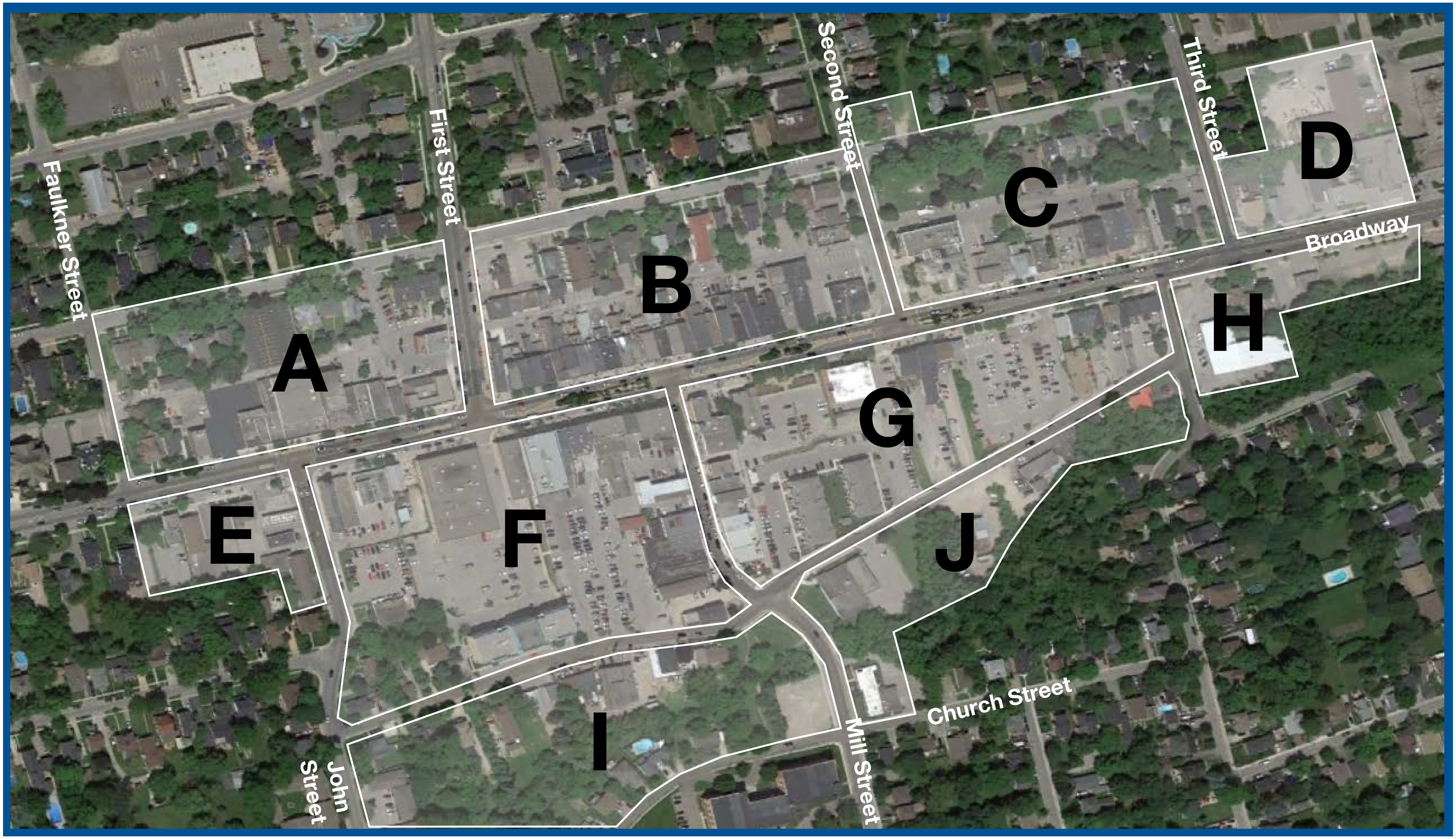
Nancy Tuckett, M.Sc., B.Ed., MCIP, RPP
Director of Economic Development Planning & Innovation

Schedule "A" to By-law ___-2013
Heritage Sign Special Policy District



Appendix B

Detailed Parking Inventory Data



Parking Inventory Zones

Figure B (also Figure 2.1)

paradigm TRANSPORTATION SOLUTIONS LIMITED

Figure Ref.	Location	Number of Parking Spaces			% of Total Supply
		On-Street	Municipal Lot	Private Off-Street	
A	On-Street - Zina Street N side from Faulkner Street to 1st Street	21			1.28%
	On-Street - Broadway N side from Faulkner Street to 1st Street	15			0.91%
	On-Street - 1st Street W side from First Avenue to Broadway	8			0.49%
	Kellow and Associates			26	1.58%
	Orangeville Citizen			6	0.37%
	CIBC			11	0.67%
	Carters Professional Corporation			19	1.16%
	Leaders Complex			49	2.98%
	David Tilson MP			31	1.89%
	The Cooperators			10	0.61%
	Sub-Total	**44**	**0**	**152**	**196**
	Share (% of Sub-Total)	**22.4%**	**0.0%**	**77.6%**	
B	On-Street - 1st Street E side from Zina Street to Broadway	6			0.37%
	On-Street - First Avenue N side from 1st Street to 2nd Street	22			1.34%
	On-Street - 2nd Street W side from First Avenue to Broadway	6			0.37%
	On-Street - Broadway N side from 2nd Street to 1st Street	23			1.40%
	First Variety			N/A	0
	Laundromat			4	0.24%
	TD			23	1.40%
	AARTs Hair and Absolute Insurance			12	0.73%
	Evans and Adams Law Office			12	0.73%
	113 Broadway			15	0.91%
	Tenant (Opposite 113 Broadway)			9	0.55%
	125 Broadway			2	0.12%
	Thrift Store			3	0.18%
	Just W of Thrift Store			3	0.18%
	133 Broadway			2	0.12%
	22 First Avenue Rear			6	0.37%
	20 First Avenue Rear			7	0.43%
	Area W of The White Truffle Restaurant back entrance			2	0.12%
	12 First Avenue Rear			2	0.12%
	Sproule's Emporium			2	0.12%
	CCT			3	0.18%
	Glasscraft			3	0.18%
	Kamelyan			4	0.24%

	8 First Avenue Rear			6	0.37%
	6 First Avenue Rear			5	0.30%
	Reserved Apartment (outside Mochaberry Entrance)			5	0.30%
	191/193 Tenant			6	0.37%
	Rustik Rear			4	0.24%
	Sub-Total	**57**	**0**	**140**	**197**
	Share (% of Sub-Total)	**28.9%**	**0.0%**	**71.1%**	
C	On-Street - First Avenue N Side from 2nd Street to 3rd Street	17			1.04%
	On-Street - Broadway N side from Wellington Street to 2nd Street	13			0.79%
	On-Street - 2nd Street E side from Broadway to 1st Avenue	6			0.37%
	Orchid Hair Salon			16	0.97%
	Greenhawk Harness			4	0.24%
	CCI Research			24	1.46%
	Foley House			9	0.55%
	Lois Lane (Tenants on First Avenue)			12	0.73%
	BDO			10	0.61%
	Dental Centre			14	0.85%
	Between Broadway Convenience and Dental			10	0.61%
	Broadway Convenience			6	0.37%
	Municipal Lot - NE corner of Broadway and 2nd Street		21		1.28%
	Sub-Total	**36**	**21**	**105**	**162**
	Share (% of Sub-Total)	**22.2%**	**13.0%**	**64.8%**	
D	Universal Rental Services			14	0.85%
	Leggets Collision			33	2.01%
	Century 21			7	0.43%
	Cardboard Castles			19	1.16%
	Steakhouse 63			19	1.16%
	Sub-Total	**0**	**0**	**92**	**92**
	Share (% of Sub-Total)	**0.0%**	**0.0%**	**100.0%**	
E	On-Street - Broadway S side from John Street to Faulkner Street	5			0.30%
	Shell Gas Station			3	0.18%
	State Farm			7	0.43%
	Church Parking			6	0.37%
	Optometrist			4	0.24%
	Broadway Music			8	0.49%
	Cunningham Vacuum			14	0.85%
	Sub-Total	**5**	**0**	**42**	**47**
	Share (% of Sub-Total)	**10.6%**	**0.0%**	**89.4%**	
F	On-Street - Broadway S side from Mill Street to John Street	23			1.40%

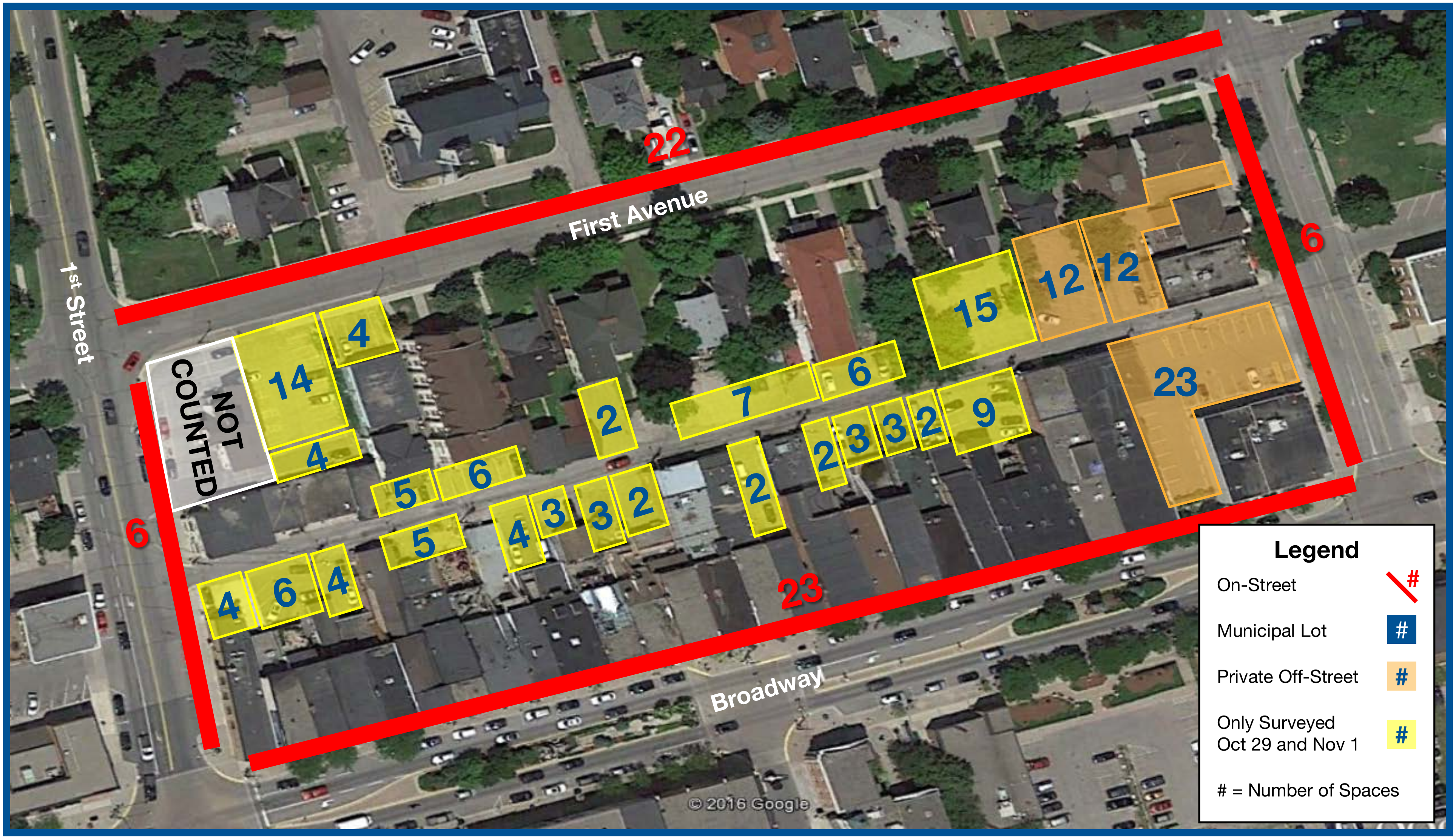
	On-Street - Mill Street W side from Broadway to Armstrong Street	14			0.85%
	On-Street - John Street E side from Broadway to Little York Street	2			0.12%
	Cunningham Massage Therapy and Tenant			18	1.10%
	FM105 Tenant			7	0.43%
	Soulve Restaurant			9	0.55%
	Behind Mill Street Mall			37	2.25%
	Private boulevard N side of Little York Street			9	0.55%
	Town Centre			113	6.88%
	Behind Post Office and Altered Native			14	0.85%
	Legion on John Street			38	2.31%
	Municipal Lot - N side of Little York Street at Public Health Building		117		7.13%
	Sub-Total	**39**	**117**	**245**	**401**
	Share (% of Sub-Total)	**9.7%**	**29.2%**	**61.1%**	
G	On-Street - Broadway S side from Wellington Street to John Street	26			1.58%
	On-Street - Mill Street E side from Broadway to Armstrong Street	13			0.79%
	Behind Broken Boards and Chez Nous			15	0.91%
	Behind Flaunt Salon			11	0.67%
	N side of Armstrong Street behind Bluebird Café			25	1.52%
	N side of Armstrong Street behind Takeout Kitchen			20	1.22%
	RBC			9	0.55%
	Townhouse			46	2.80%
	Municipal Lot - West of The Barley Vine Rail		129		7.86%
	Municipal Lot - Behind The Chocolate Shop		29		1.77%
	Municipal Lot - East of RBC on Broadway		47		2.86%
	Sub-Total	**39**	**205**	**126**	**370**
	Share (% of Sub-Total)	**10.5%**	**55.4%**	**34.1%**	
H	Citrus Dance			16	0.97%
	Henry's Lawn and Garden			5	0.30%
	Sanderson Source for Sports			8	0.49%
	Insta Printing			7	0.43%
	The Tire Guyz			22	1.34%
	Sub-Total	**0**	**0**	**58**	**58**
	Share (% of Sub-Total)	**0.0%**	**0.0%**	**100.0%**	
I	Backstreet Garage			7	0.43%
	Orangeville Outlet Centre and Ice Cream Shop			12	0.73%
	Unpaved Lot SW Corner of Mill Street and Church Street			25*	1.52%
	Sub-Total	**0**	**0**	**44**	**44**
	Share (% of Sub-Total)	**0.0%**	**0.0%**	**100.0%**	
J	On-Street - Mill Street E side S of Armstrong Street	15			0.91%
	Dickson and Hicks Architects			10	0.61%

	Orangeville Banner			12	0.73%
	Doggone Glamorous			8	0.49%
	Dufferin Veterinary			25	1.52%
	Cycling Elements			5	0.30%
	Sub-Total	**15**	**0**	**60**	**75**
	Share (% of Sub-Total)	**20.0%**	**0.0%**	**80.0%**	
	Total	**235**	**343**	**1,064**	**1,642**
	% of Total	**14%**	**21%**	**65%**	**100%**

Notes: * Lot was assumed to be a Private Off-Street lot for the purposes of this study. The Town may wish to consider designating these lands for parking in the future.

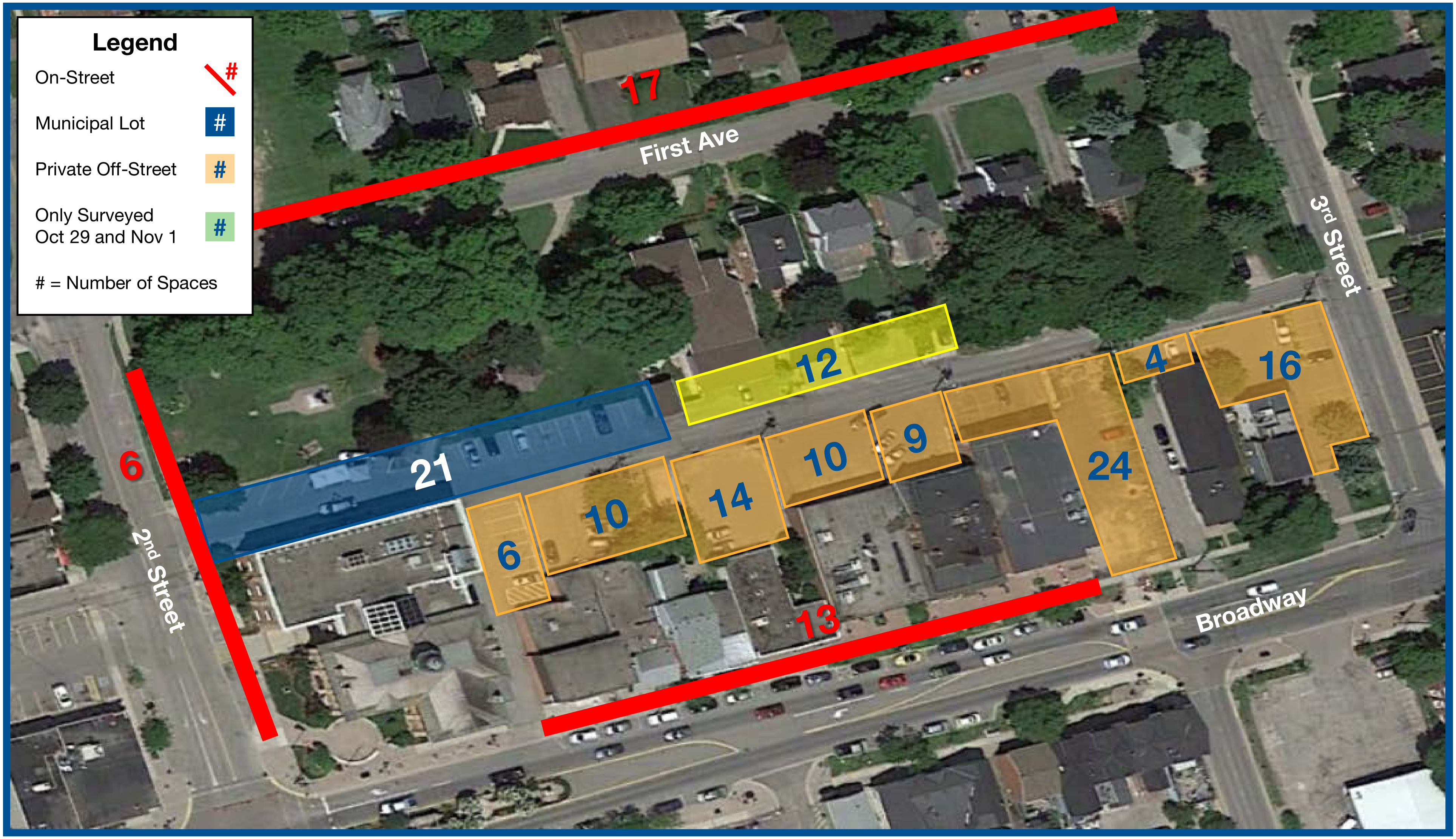
Parking Inventory – Zone A

Figure B.1



Parking Inventory – Zone B

Figure B.2



Parking Inventory – Zone C

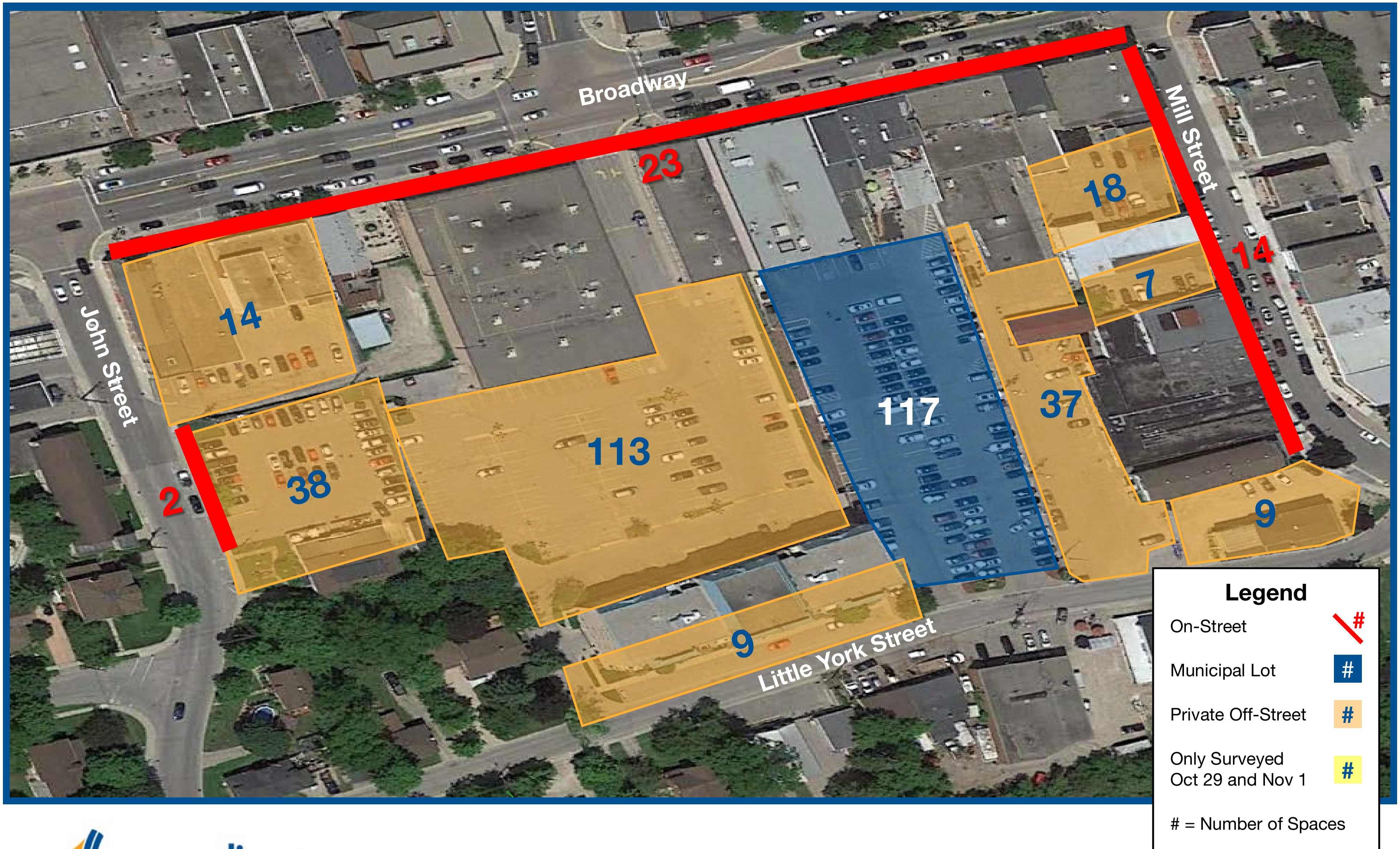
Figure B.3

Parking Inventory – Zone D

Figure B.4

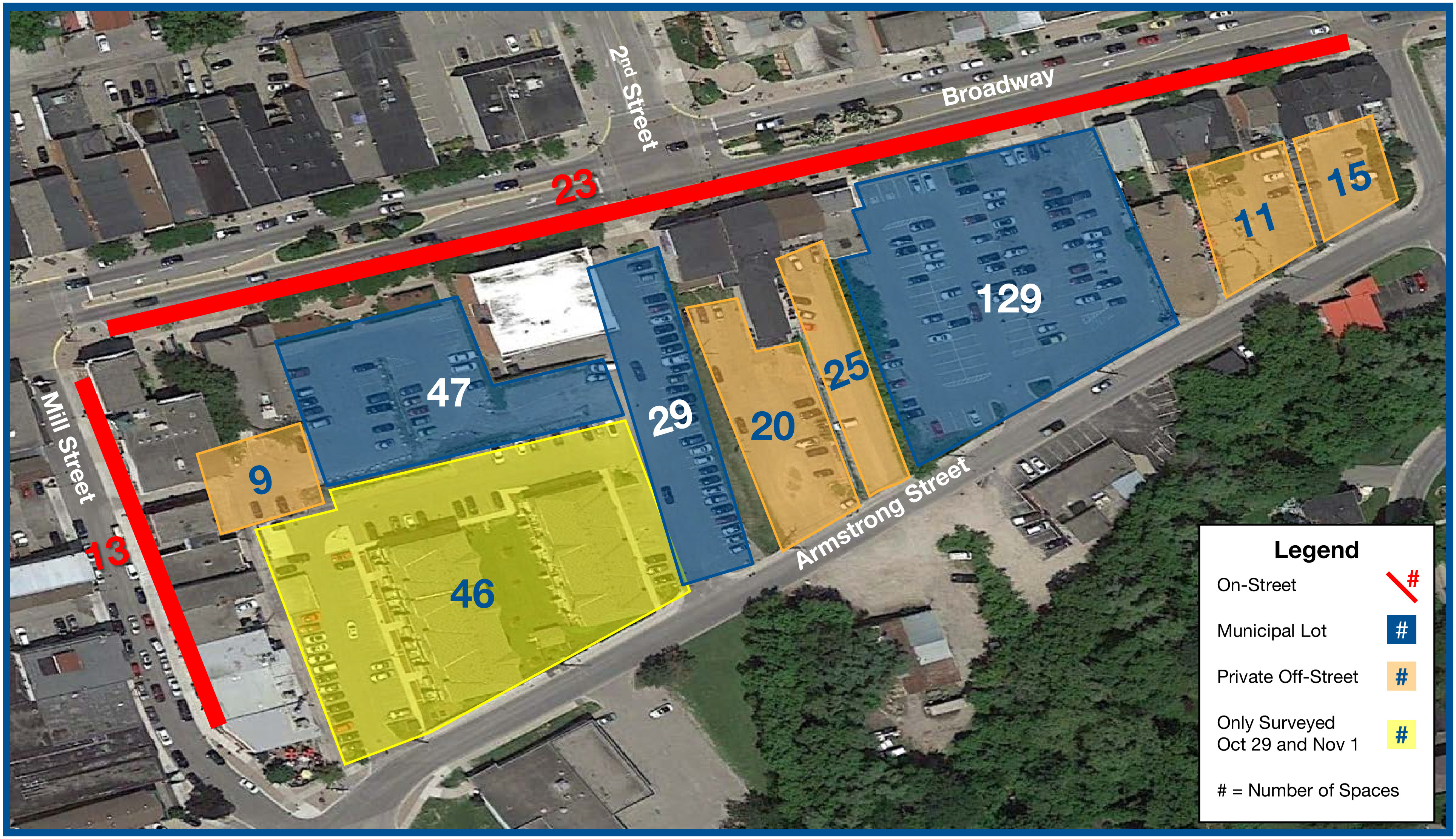
Parking Inventory – Zone E

Figure B.5



Parking Inventory – Zone F

Figure B.6



Parking Inventory – Zone G

Figure B.7

Parking Inventory – Zone H

Figure B.8

Parking Inventory – Zone I

Figure B.9

Parking Inventory – Zone J

Figure B.10

Appendix C

Detailed Parking Utilization Data

		Weekdays															Weekends								
		Theater Day (Wed) 18-May-16			Typical Weekday (Tue) 28-Jun-16			Typical Weekday (Fri) 8-Jul-16			Typical Weekday (Fri) 15-Jul-16			Typical Weekday (Tue) 1-Nov-16			Founders Day (Sat) 23-Jul-16			Taste of Orangeville (Sat) 20-Aug-16			Typical Weekend (Sat) 29-Oct-16		
	Hour Beginning	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit
On-Street Parking (235 Stalls)	7:00 AM	8	3%	227	55	23%	180	54	23%	181				17	7%	218	165	70%	70	74	31%	161	20	9%	215
	8:00 AM	36	15%	199	57	24%	178	66	28%	169				48	20%	187	175	74%	60	100	43%	135	40	17%	195
	9:00 AM	71	30%	164	96	41%	139	101	43%	134				76	32%	159	187	80%	48	140	60%	95	77	33%	158
	10:00 AM	100	43%	135	136	58%	99	151	64%	84				125	53%	110	200	85%	35	164	70%	71	112	48%	123
	11:00 AM	103	44%	132	161	69%	74	144	61%	91				141	60%	94	198	84%	37	177	75%	58	93	40%	142
	12:00 PM	105	45%	130	179	76%	56	148	63%	87				142	60%	93	195	83%	40	178	76%	57	132	56%	103
	1:00 PM	117	50%	118	188	80%	47	169	72%	66				142	60%	93	192	82%	43	175	74%	60	110	47%	125
	2:00 PM	104	44%	131	156	66%	79	170	72%	65	158	67%	77	149	63%	86	194	83%	41	162	69%	73	122	52%	113
	3:00 PM	108	46%	127	171	73%	64	162	69%	73	154	66%	81	126	54%	109	186	79%	49	159	68%	76	76	32%	159
	4:00 PM	119	51%	116	141	60%	94	152	65%	83	135	57%	100	135	57%	100	184	78%	51	129	55%	106	74	31%	161
	5:00 PM	97	41%	138	159	68%	76	136	58%	99	129	55%	106	107	46%	128	174	74%	61	120	51%	115	92	39%	143
	6:00 PM				131	56%	104	113	48%	122	130	55%	105	115	49%	120	189	80%	46				94	40%	141
	7:00 PM				130	55%	105	99	42%	136	97	41%	138	112	48%	123	180	77%	55				118	50%	117
	8:00 PM				125	53%	110	103	44%	132	121	51%	114	86	37%	149	175	74%	60				117	50%	118
	9:00 PM				79	34%	156	74	31%	161	113	48%	122	48	20%	187							72	31%	163
	10:00 PM				58	25%	177	82	35%	153	93	40%	142	23	10%	212							44	19%	191
	11:00 PM				50	21%	185	83	35%	152	72	31%	163	17	7%	218							40	17%	195
	Average	**88.0**	**37%**	**147.0**	**121.9**	**52%**	**113.1**	**118.1**	**50%**	**116.9**	**120.2**	**51%**	**114.8**	**94.6**	**40%**	**140.4**	**185.3**	**79%**	**49.7**	**143.5**	**61%**	**91.5**	**84.3**	**36%**	**150.7**
	Overall	**Weekday Average ->**			**108.6**	**46%**	**126.4**	**Weekend Average ->**			**137.7**	**59%**	**97.3**	**Weekday Maximum ->**			**188**	**80%**	**47**	**Weekend Maximum ->**			**200**	**85%**	**35**
Municipal Lot Parking (343 Stalls)	7:00 AM	37	11%	306	38	11%	305	25	7%	318				34	10%	309	101	29%	242	80	23%	263	29	8%	314
	8:00 AM	72	21%	271	79	23%	264	56	16%	287				63	18%	280	157	46%	186	96	28%	247	40	12%	303
	9:00 AM	192	56%	151	214	62%	129	154	45%	189				182	53%	161	256	75%	87	129	38%	214	60	17%	283
	10:00 AM	241	70%	102	254	74%	89	222	65%	121				217	63%	126	270	79%	73	187	55%	156	115	34%	228
	11:00 AM	259	76%	84	281	82%	62	254	74%	89				235	69%	108	272	79%	71	234	68%	109	103	30%	240
	12:00 PM	232	68%	111	257	75%	86	196	57%	147				229	67%	114	268	78%	75	234	68%	109	172	50%	171
	1:00 PM	309	90%	34	310	90%	33	243	71%	100				250	73%	93	272	79%	71	172	50%	171	168	49%	175
	2:00 PM	313	91%	30	319	93%	24	294	86%	49	244	71%	99	261	76%	82	273	80%	70	205	60%	138	154	45%	189
	3:00 PM	284	83%	59	301	88%	42	246	72%	97	218	64%	125	242	71%	101	282	82%	61	172	50%	171	139	41%	204
	4:00 PM	233	68%	110	257	75%	86	190	55%	153	176	51%	167	214	62%	129	258	75%	85	131	38%	212	108	31%	235
	5:00 PM	152	44%	191	165	48%	178	114	33%	229	128	37%	215	138	40%	205	186	54%	157	115	34%	228	101	29%	242
	6:00 PM				125	36%	218	140	41%	203	113	33%	230	95	28%	248	228	66%	115				115	34%	228
	7:00 PM				103	30%	240	131	38%	212	141	41%	202	100	29%	243	192	56%	151				155	45%	188
	8:00 PM				82	24%	261	121	35%	222	121	35%	222	85	25%	258	154	45%	189				152	44%	191
	9:00 PM				58	17%	285	95	28%	248	114	33%	229	62	18%	281							110	32%	233
	10:00 PM				40	12%	303	84	24%	259	81	24%	262	45	13%	298							94	27%	249
	11:00 PM				38	11%	305	69	20%	274	69	20%	274	41	12%	302							87	25%	256
	Average	**211.3**	**62%**	**131.7**	**171.8**	**50%**	**171.2**	**154.9**	**45%**	**188.1**	**140.5**	**41%**	**202.5**	**146.6**	**43%**	**196.4**	**226.4**	**66%**	**116.6**	**159.5**	**47%**	**183.5**	**111.9**	**33%**	**231.1**
	Overall	**Weekday Average ->**			**165.0**	**48%**	**178.0**	**Weekend Average ->**			**165.9**	**48%**	**177.1**	**Weekday Maximum ->**			**319**	**93%**	**24**	**Weekend Maximum ->**			**282**	**82%**	**61**

Detailed Parking Utilization Data
On-Street and Municipal Lot

Table C1

		Weekdays															Weekends								
		Theater Day (Wed) 18-May-16			Typical Weekday (Tue) 28-Jun-16			Typical Weekday (Fri) 8-Jul-16			Typical Weekday (Fri) 15-Jul-16			Typical Weekday (Tue) 1-Nov-16			Founders Day (Sat) 23-Jul-16			Taste of Orangeville (Sat) 20-Aug-16			Typical Weekend (Sat) 29-Oct-16		
	Hour Beginning	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit	Occupied Stalls	Utilization	Surplus/ Deficit
Private Off-Street Parking (1,064 Stalls)	7:00 AM	85	8%	979	85	8%	979	116	11%	948				160	15%	904	102	12%	962	88	8%	976	184	17%	880
	8:00 AM	174	16%	890	125	12%	939	197	19%	867				226	21%	838	137	17%	927	106	13%	958	199	19%	865
	9:00 AM	321	30%	743	325	31%	739	303	28%	761				351	33%	713	233	28%	831	161	19%	903	260	24%	804
	10:00 AM	420	39%	644	403	38%	661	395	37%	669				464	44%	600	448	54%	616	224	27%	840	362	34%	702
	11:00 AM	401	38%	663	489	46%	575	419	39%	645				501	47%	563	513	62%	551	295	36%	769	264	25%	800
	12:00 PM	394	37%	670	432	41%	632	395	37%	669				486	46%	578	581	70%	483	317	38%	747	351	33%	713
	1:00 PM	465	44%	599	477	45%	587	319	30%	745				475	45%	589	462	56%	602	289	35%	775	362	34%	702
	2:00 PM	452	42%	612	483	45%	581	456	43%	608	488	46%	576	488	46%	576	569	69%	495	276	33%	788	335	31%	729
	3:00 PM	439	41%	625	471	44%	593	410	39%	654	478	45%	586	459	43%	605	528	64%	536	252	31%	812	305	29%	759
	4:00 PM	411	39%	653	429	40%	635	327	31%	737	406	38%	658	428	40%	636	461	56%	603	151	18%	913	280	26%	784
	5:00 PM	335	31%	729	356	33%	708	296	28%	768	300	28%	764	386	36%	678	282	34%	782	191	23%	873	263	25%	801
	6:00 PM				187	18%	877	204	19%	860	258	24%	806	294	28%	770	303	37%	761				214	20%	850
	7:00 PM				157	15%	907	161	15%	903	202	19%	862	273	26%	791	246	30%	818				259	24%	805
	8:00 PM				134	13%	930	144	14%	920	193	18%	871	248	23%	816	220	27%	844				253	24%	811
	9:00 PM				103	10%	961	93	9%	971	173	16%	891	217	20%	847							228	21%	836
	10:00 PM				59	6%	1005	75	7%	989	135	13%	929	174	16%	890							211	20%	853
	11:00 PM				52	5%	1012	57	5%	1007	119	11%	945	166	16%	898							195	18%	869
	Average	**354.3**	**33%**	**709.7**	**280.4**	**26%**	**783.6**	**256.9**	**24%**	**807.1**	**275.2**	**26%**	**788.8**	**340.9**	**32%**	**723.1**	**363.2**	**34%**	**700.8**	**213.6**	**20%**	**850.4**	**266.2**	**25%**	**797.8**
	Overall	Weekday Average ->			301.5	28%	762.5	Weekend Average ->			281.0	26%	783.0	Weekday Maximum ->			501	47%	563	Weekend Maximum ->			581	55%	483
Total Parking (1,624 Stalls)	7:00 AM	130	8%	1,512	178	11%	1,464	195	12%	1,447				211	13%	1,431	368	22%	1,274	242	15%	1,400	233	14%	1,409
	8:00 AM	282	17%	1,360	261	16%	1,381	319	19%	1,323				337	21%	1,305	469	29%	1,173	302	18%	1,340	279	17%	1,363
	9:00 AM	584	36%	1,058	635	39%	1,007	558	34%	1,084				609	37%	1,033	676	41%	966	430	26%	1,212	397	24%	1,245
	10:00 AM	761	46%	881	793	48%	849	768	47%	874				806	49%	836	918	56%	724	575	35%	1,067	589	36%	1,053
	11:00 AM	763	46%	879	931	57%	711	817	50%	825				877	53%	765	983	60%	659	706	43%	936	460	28%	1,182
	12:00 PM	731	45%	911	868	53%	774	739	45%	903				857	52%	785	1044	64%	598	729	44%	913	655	40%	987
	1:00 PM	891	54%	751	975	59%	667	731	45%	911				867	53%	775	926	56%	716	636	39%	1,006	640	39%	1,002
	2:00 PM	869	53%	773	958	58%	684	920	56%	722	890	54%	752	898	55%	744	1036	63%	606	643	39%	999	611	37%	1,031
	3:00 PM	831	51%	811	943	57%	699	818	50%	824	850	52%	792	827	50%	815	996	61%	646	583	36%	1,059	520	32%	1,122
	4:00 PM	763	46%	879	827	50%	815	669	41%	973	717	44%	925	777	47%	865	903	55%	739	411	25%	1,231	462	28%	1,180
	5:00 PM	584	36%	1,058	680	41%	962	546	33%	1,096	557	34%	1,085	631	38%	1,011	642	39%	1,000	426	26%	1,216	456	28%	1,186
	6:00 PM				443	27%	1,199	457	28%	1,185	501	31%	1,141	504	31%	1,138	720	44%	922				423	26%	1,219
	7:00 PM				390	24%	1,252	391	24%	1,251	440	27%	1,202	485	30%	1,157	618	38%	1,024				532	32%	1,110
	8:00 PM				341	21%	1,301	368	22%	1,274	435	26%	1,207	419	26%	1,223	549	33%	1,093				522	32%	1,120
	9:00 PM				240	15%	1,402	262	16%	1,380	400	24%	1,242	327	20%	1,315							410	25%	1,232
	10:00 PM				157	10%	1,485	241	15%	1,401	309	19%	1,333	242	15%	1,400							349	21%	1,293
	11:00 PM				140	9%	1,502	209	13%	1,433	260	16%	1,382	224	14%	1,418							322	20%	1,320
	Average	**653.5**	**40%**	**988.5**	**574.1**	**35%**	**1,067.9**	**529.9**	**32%**	**1,112.1**	**535.9**	**33%**	**1,106.1**	**582.2**	**35%**	**1,059.8**	**774.9**	**47%**	**867.1**	**516.6**	**31%**	**1,125.4**	**462.4**	**28%**	**1,179.6**
	Overall	Weekday Average ->			575.1	35%	1,066.9	Weekend Average ->			584.6	36%	1,057.4	Weekday Maximum ->			975	59%	667	Weekend Maximum ->			1,044	64%	598

Detailed Parking Utilization Data
Private Off-Street and Total

Table C2

Appendix D

Community and Stakeholder Engagement Summary Report

Downtown Orangeville Parking Study

Community & Stakeholder Engagement Summary Report

Prepared for the Town of Orangeville by Lura Consulting, in association with Paradigm Transportation Solutions

January 2017

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Introduction

Background

Over the past few years, the Town of Orangeville has experienced steady, moderate growth due to its strong mix of location, community amenities, attractive and unique housing opportunities and a state-of-the-art regional healthcare facility. The Town's historic downtown core is another key reason for its appeal and forms a prominent feature of the local urban fabric. A Heritage Conservation District (HCD), approved by Council in 2002, preserves built features of historic significance in the downtown area. The HCD flanks the north and south sides of Broadway, the main thoroughfare, primarily west of Third Street and east of John Street.

The Town has an active business improvement area association in the downtown area. The Orangeville Business Improvement Area (OBIA) was established in 1978 and represents over 230 businesses. A top priority for OBIA over the last several years has been ensuring sufficient parking in the downtown core for their members as parking has been identified as an impediment to sustaining and growing businesses in the downtown by the OBIA.

Overview of the Parking Study

The Town of Orangeville has initiated a downtown parking study to better understand the current situation of parking in Downtown Orangeville. The study is looking at how and when the parking facilities are used to analyze demand and other opportunities for improvement to better meet the needs of residents and visitors to Downtown Orangeville.

As part of the study, surveys were conducted over the summer of 2016 to count how many people are parking downtown, at what time they are parking, and how long they are staying. To parallel the parking surveys, a community and stakeholder engagement program was delivered to collect feedback from businesses and from residents and visitors to Downtown Orangeville to better understand people's experiences getting to downtown and parking there.

The completed Parking Study will provide long term direction to address parking needs of Downtown Orangeville and provide prioritized recommendations regarding any additional parking required recommended. The results of the study will be used to secure additional parking as determined by the recommendations following the review.

This report provides a summary of the community and stakeholder engagement program and the input received.

Community and Stakeholder Engagement Program

Places and Spaces Pop-Up Consultations

A series of "pop-up" community consultations were designed and implemented to engage a broad and diverse spectrum of residents and visitors that come to Downtown Orangeville to help understand their perspectives on parking. The pop-up consultations were hosted in busy spots in Downtown Orangeville and targeted a variety of different times and users (e.g. hosted in conjunction with special events, regular weekends and weekdays). Pop-up community consultations were hosted within the study area at the following locations/events:

- Orangeville Farmers Market – Saturday, August 13, 2016
- Sidewalk Pop-Up – Saturday, August 13, 2016
- Taste of Orangeville – Saturday, August 20, 2016
- Sidewalk Pop-Up – Thursday, August 25, 2016
- Sidewalk Pop-Up Weekday – Friday, September 9, 2016
- Orangeville Farmers Market – Saturday, September 10, 2016

Engagement activities were facilitated by Lura staff to encourage participation and capture feedback from the community about their experiences with parking in Downtown Orangeville. An eleven question survey was used to capture a mixture of qualitative and quantitative input. A copy of the survey can be found in Appendix A.

Online Survey

To complement the in-person pop-up consultations, an online version of the survey was also used to collect additional input. The survey link was made available on the Town's website and promoted broadly by Town communications (see below). The online version of the survey was also promoted to people that were engaged during the in-person pop-up consultations but did not have enough time to share their input on the spot. These people were provided with a card with the link to the online survey to complete on their own time. The survey was open for a span of five weeks.

Stakeholder Interviews

Similar to the community engagement opportunities, stakeholders directly affected by the parking study were given an opportunity to provide input. Semi-structured interviews were conducted with ten local businesses geared toward commercial and retail parking needs. A copy of the interview questions can be found attached as Appendix B. of the ten stakeholder interviews, four were conducted with a pre-determined list of stakeholders defined in consultation with the Town and BIA, and six were conducted in an "impromptu" fashion by stopping into randomly selected businesses. Business selected were intended to cover a wide range of sectors, business size, geographic location in the Downtown and hours of operation.

Communication

A number of communication activities were carried out as part of the community and stakeholder consultation program to inform the community about the Parking Study and how they can provide their input. The following communication activities were utilized:

- A dedicated page on the Town's website that provided an overview of the study and how to get involved, including the survey link;
- Postings on the Town's Facebook and Twitter account encouraging completion of the online survey;
- Issuing of a press release about the project and how to share input;
- Promotion of the study on the Town's page in the Orangeville Citizen;
- A 30-second radio spot to provide an overview of the project; and
- A project overview poster distributed to Town libraries and recreation centres.

Number of People Engaged

A total of 438 people contributed their input to the Parking Study through the Community and Stakeholder Engagement program. A breakdown of where the inputs were received is proved in the following table.

Engagement Activity	Inputs Received
In-Person Pop-Up Engagement	108
Online Survey	319
Hard Copy Survey (Mailed In)	1
Stakeholder Interviews	10
Total Contributors	**438**

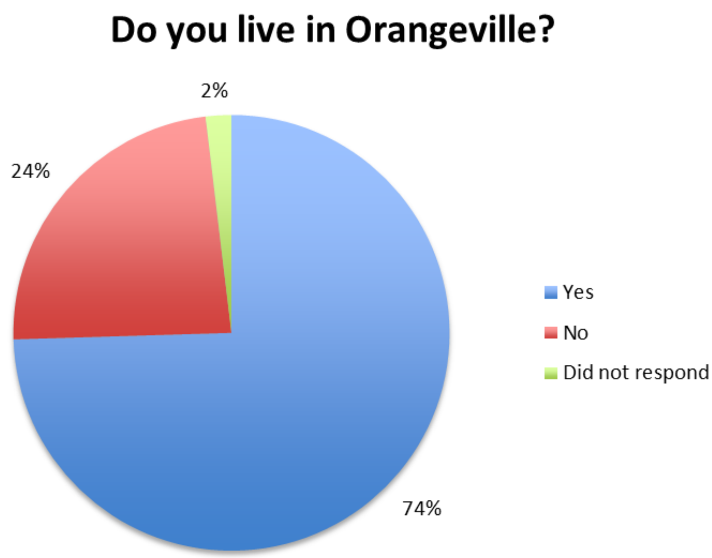
Summary of Community and Stakeholder Feedback

What We Heard – Community Consultations

Through the community consultations, a total of 428 separate inputs were received. The following is a summary of that input.

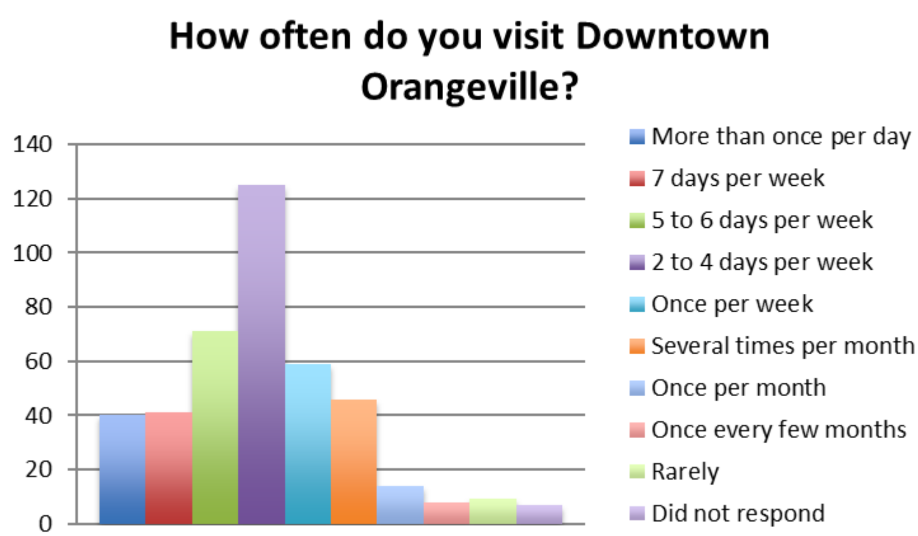
Where People Are From

A total of 74% of those participants engaged report that they live in Orangeville. Of the 24% of respondents who indicated that they live elsewhere, the majority live in nearby communities, such as Mono or Cardwell. The last notable portion of visitors consider themselves tourist from further areas, such as Brampton, Mississauga and Toronto.



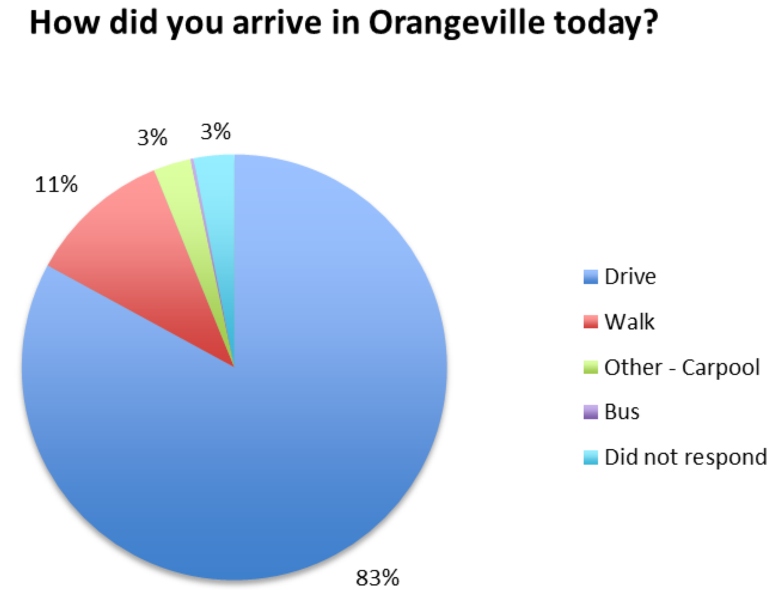
How often People Visit Downtown Orangeville

Over 50% of visitors coming to Downtown Orangeville report that they do so multiple times per week with the largest segment visited two to four times per week. It was not uncommon for people to visit Downtown Orangeville as part of their regular routine.



How People Get to Downtown Orangeville

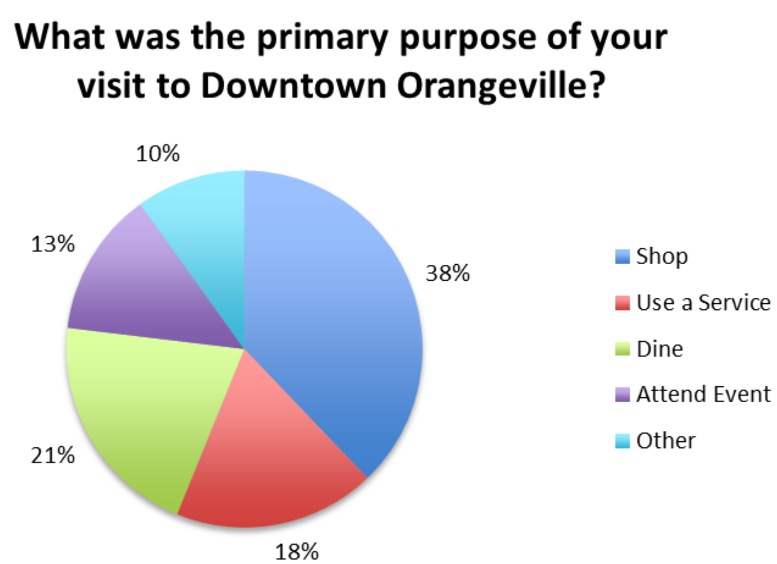
Respondents overwhelmingly prefer to come to Downtown Orangeville by the means of a personal vehicle (83%), making adequate parking a priority to those visiting the area. Amongst those that do not drive to get downtown, the majority of those walk (11%) or carpool (3%). Primary reasons for not driving to get Downtown included that they live close enough that walking is a more feasible option, they are not able to find parking (2 people), and for environmental reasons (1 person).



Of the 61 respondents who report that they walked, carpooled, or took public transit to Downtown Orangeville, most (85%) indicated that they have at one point driven Downtown.

Why People Come Downtown

Respondents were asked the primary purpose of their current or most recent visit to Downtown Orangeville. They reported a variety of reasons for visiting Downtown Orangeville, the majority being to shop (38%), dine (21%), and use services (18%). Many people indicated that they often have multiple purposes for visiting downtown. Large events held Downtown such as the weekend Farmers' Market and The Taste of Orangeville also bring many people Downtown.



Issues with Finding Parking Spots

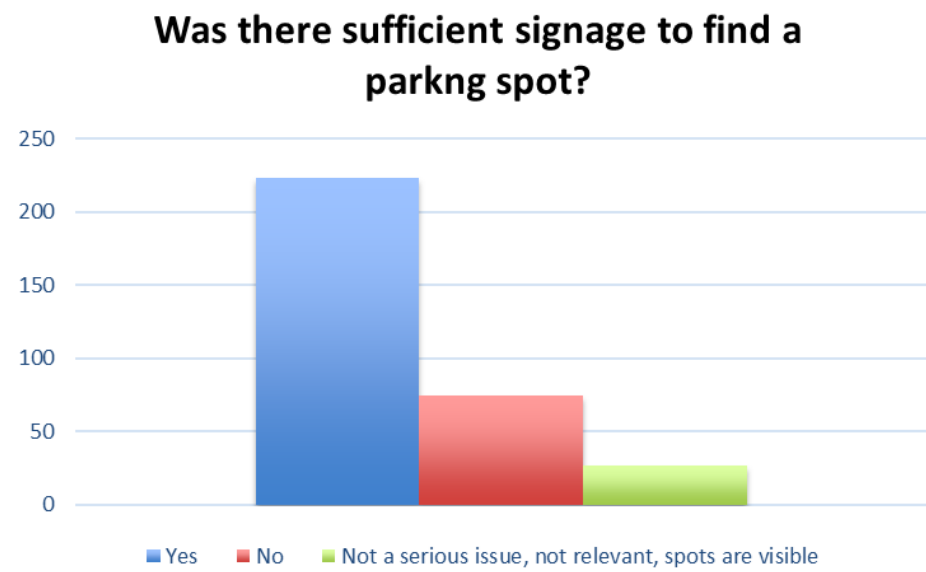
The majority of respondents (54%) report no issues with finding parking; however, 15% indicate that they sometimes have uses, and 31% indicated that they often have issues. Several residents that live in Orangeville report that they know of a particular spot that works best for them (commonly off Broadway Avenue) and would often park there when visiting Downtown. Most respondents from Orangeville find that parking in one of the many public lots off of Broadway is the best option, especially during peak visiting hours or during a large Downtown events.

Some residents noted that they believe visitors to Downtown Orangeville might not have as easy a time finding a spot if they are not aware of the public lot locations. This belief is contradicted by the survey results which indicate that tourists/visitors from neighbouring communities, including the GTA, report even less issues finding a parking spot in the Downtown than residents (65% of visiting respondents did not have trouble, compared to 35% who was some trouble).

Respondents who did report issues finding a parking spot gave a variety of reasons for not finding a spot, including:

- **Construction** – Construction on First Avenue has been found to impact traffic flow and parking locations of regular visitors to Downtown Orangeville. It was noted that these problems should resolve themselves once construction is concluded; however, future construction should consider the effect on parking and find ways to mitigate in the future. Parallel parking on Broadway Avenue can sometimes cause traffic issues, especially amongst drivers with large vehicles.
- **Proximity to Destination** – A number of respondents indicated that spots directly in front of their destination are not always available, which can cause discomfort for those with impediments, those with large families, or the elderly. More accessible parking for those who need was expressed as a preference for high frequency areas, such as the library, banks, and post office.

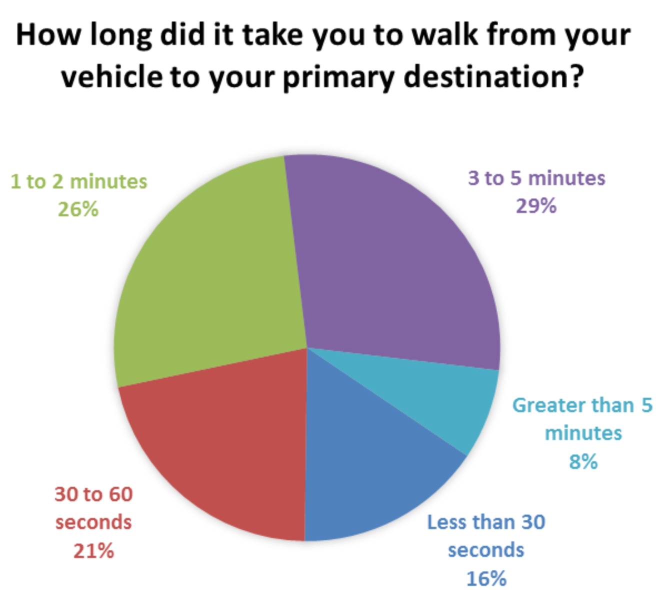
Sufficiency of Parking Signage



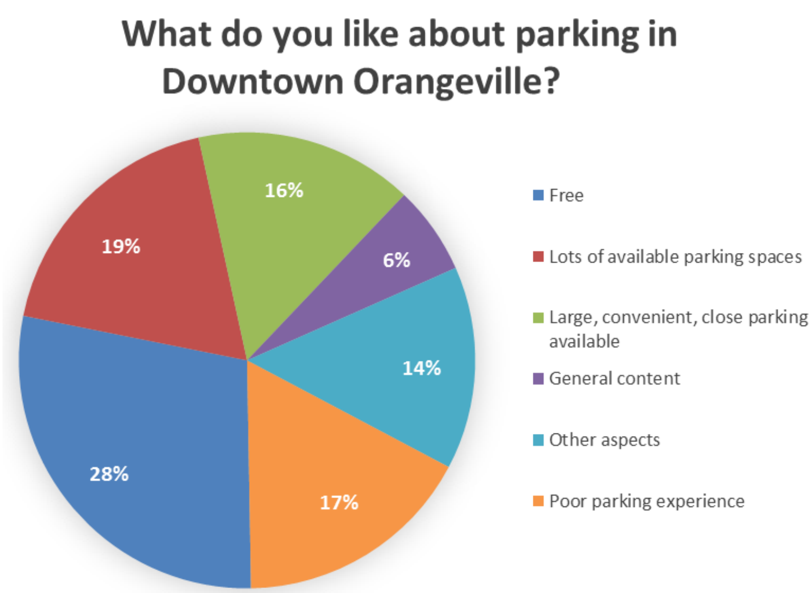
Just over three quarters of respondents (69%) indicated that there is sufficient signage to find a parking spot in Downtown Orangeville. Another 8% explained that after visiting Downtown Orangeville so frequently, they do not pay attention to the parking signage; either being knowledgeable to know where parking space would be available or focusing attention on looking for an open spot directly rather than on signage. Of the 23% who indicated there was not enough signage, they were mainly people that do not frequent the area.

Time to Walk to Destination

Almost two-thirds of respondents report that they are able to get from their car to their destination in two minutes or less. Only 8% of respondents found their destination was over a five-minute walk. Often while engaging with people in-person at their primary destination, the person was still in visible distance of their vehicle.



What People like about Parking in Downtown Orangeville



While there were several aspects about Downtown parking that respondents liked, three in particular stood out. Respondents liked 1) that parking is free; 2) that there are large parking spaces that are convenient to access and close to desired destinations; and 3) that there is ample parking available for those parking Downtown. Respondants also mentioned other important aspects that they felt were positive attributes, such as feeling that their vehicle is safe when parking Downtown (vehicles are not often scratched or harmed as a result of the large spaces) and that Orangeville drivers are often very considerate and patient when required to wait as someone parrellel parks.

What Could Improve the Downtown Orangeville Parking Experience

The majority of respondents did not feel it necessary to provide suggestions for improvement both in person and online. During in-person conversations, there was a general level of contentment with the Downtown Orangeville parking experience or if not, respondents did not feel there was anything that the City could do to improve parking. The primary concern expressed by 36% of respondents was the desired to alleviate the amount of parking congestion downtown.

Of the respondents who provided input to how the parking experience of Downtown Orangeville could be improved, the following are the key opportunities expressed:

- Addition of a multi-level parking facility to help alleviate traffic;
- Switching street parking back to angled parking to create more spaces;
- Removal of the center median on Broadway Avenue as it makes parking difficult; and
- An increase in signage and accessible parking would also be beneficial.

Other feedback reiterated that parking should remain free and easy to access and current spots should not be removed if there is new construction development.

There were 17% of respondents who could not find aspects of Downtown parking that they liked. These respondents vocalized that more parking was needed Downtown as more individuals are coming to the area than ever before. These respondants also mention that the centre median along Broadway makes parking difficult Downtown.

What We Heard – Stakeholder Interviews

Stakeholder interviews were held with ten businesses located in the Downtown Orangeville core. The following is a summary of the input provide by the businesses.

Parking Needs of Downtown Businesses

Businesses were asked what their parking needs are. The three main needs identified are that they require specific parking needs for employees, customers, and deliveries.

- **Employees –** The parking requirements for the interviewed stakeholders varies with the size of the business. Some indicated they just require one spot and often park in the public lots away from their business in order to create closer parking options for customers. Other businesses have close to 40 employees who require ample parking, especially for big events. Business are aware that nearby parking spots are required for customers and encourage their employees to park off Broadway Avenue or in less convenient parking locations (such as behind the shops or in nearby public lots).
- **Customers** – Interviewed stakeholders have indicated they can have 100-300 customers and clients coming through their business daily and a large percentage of those would be visitors from out of town, depending on the month. Some businesses have reserved parking for customers and visitors but many are limited to costumer parking on Broadway Avenue. Customers often visit downtown businesses longer than the two-hour time limit on Broadway Avenue (e.g. meals, tattoo appointments etc.) a longer time span would be preferred. It has also been noted that the free overnight parking is sometimes abused by non-customers, which takes away from the available parking for customers who come early in the morning or late at night. More awareness of parking spaces and alternative parking lots would help alleviate parking concerns downtown.
- **Deliveries** – Several downtown businesses require deliveries during business hours and can take up customer parking during the delivery. This is a necessary part of conducting business downtown but must be acknowledged when considering parking downtown.

Customers Issues Finding Parking Downtown

Businesses were asked about any issues that their customers may face when trying to park Downtown. The most common issues in finding parking spots Downtown can be categorized through: proximity, parking shortages and allowed parking length of time.

- **Proximity** – While most stakeholders believe that there is available customer parking at all times if customers are willing to walk a minute or two, many customers will only visit their Downtown location if there is available parking within 10 to 15 metres of the store front. If the Downtown is too busy and the closest spots are not available, several businesses have had customers tell them they did not visit their store because it was not convenient. One solution offered that could alleviate this issue would be to construct a pedestrian crosswalk near the public parking lot between 2nd and 3rd Street to both increase convenience and eliminate jaywalking.

- **Space** – Some interviewed stakeholders with reserved customer parking have noticed that once their own parking spaces are full or when parking directly around their location is full, customers will occasionally park in other businesses reserved areas causing some conflict between the two businesses. Such practice is discouraged but does cause parking issues as parking in a nearby public lot is still less desirable for customers.
- **Time** – On occasion customers require longer than the two-hour limit on Broadway Avenue and find it to be a hassle to move their vehicle after the allotted time frame.

Some interviewed stakeholders believe that the current parking conditions Downtown more than met the parking needs of their customers and visitors.

Employees Issues Finding Parking Downtown

All interviewed stakeholders indicated that they had adequate and available parking for their employees during regular business hours. During special events employees sometimes have to be creative with finding spaces that would be used by customers, but often find solutions. Concerns over losing the extra parking between 114 Broadway and 136 Broadway if future construction is planned was raised as an issue.

Sufficiency of Signage

Businesses were asked for their opinions on downtown signage and the interviewed stakeholders were evenly split concerning if there is sufficient signage. There was also a sense that the amount of signage did not matter either way as most customers either know where they would like to park or businesses will help indicate the best parking locations for return trips.

Walk Time for Customers

Businesses were asked to share insights on their customers' satisfaction with the time it takes them to get from their vehicles to the business. Most of the interviewed stakeholders believe that it takes customers less than a minute to walk from their parking spot to their business. Others indicated that it can take one to two minutes but they prefer to have customers park closer than that as some will not come if parking is not available within a one-minute walk. Only one stakeholder indicated the average time to be greater than two minutes.

What is Working Well with Parking in Downtown Orangeville

The large, free parking lots are an appreciated aspect to the Downtown parking experience. They become easy and desired options for regular patrons and employees which helps alleviate parking issues on Broadway for the elderly, impaired and out of town visitors.

Having a time limit for short duration parallel parking along Broadway helps create turn over for customers looking for a quick shopping experience. Having free parking along Broadway is a necessary and desired aspect as well.

Improvements to the Downtown Parking Experience

There were several ideas that stakeholders had to improve the parking experience of Downtown Orangeville. The most prevalent was to increase the amount of parking spaces by creating a three story parking garage as part of the Mill Street. Mall. This would help make the Downtown core a less hectic place.

Researching ways to limit abuse of the two-hour timed parking on Broadway would be desired, including metered parking for those wanted to park longer than two hours, creating 15-30 minute drop off spots, and increasing accessible parking for the impaired.

Developing a parking awareness campaign, including awareness around alternative options to driving, would be beneficial. The creation of a flyer handout would be a useful tool to further explain parking options. Finally considering the parking impacts on side street construction and how to best mitigate the effects would be desired.

Opportunities Reduce Single Occupant Vehicle Trips to the Downtown

Most stakeholders found this question to be non-applicable but mentioned that if there was any stakeholder committee or discussion upcoming they would like to be involved. Other opportunities included awareness campaigns and continued deficiency identification by the Town.

Next Steps

Input collected through the community and stakeholder engagement program will compliment other date collected through the parking surveys and inform the development or recommendations as part of the Downtown Orangeville Parking Study. The completed Parking Study will provide long term direction to address parking needs of Downtown Orangeville.