



Downtown Parking Master Plan



Prepared For: The City of Guelph

September 2023



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ACKNOWLEDGEMENT

The project team would like to acknowledge the contributions of the many citizens and stakeholders who provided input that helped to develop the Downtown Guelph Parking Master Plan and to acknowledge the extensive input provided by internal City staff stakeholders throughout the project.

The project was led by the following Project Steering Committee and Consulting Team.

City of Guelph Project Steering Committee

- Jamie Zettle, Program Manager, Parking, Engineering and Transportation Services
- Anna Marie O'Connell, Supervisor, Parking Administration
- Kelly Guthrie, Community Engagement Coordinator
- Juzbi Walia, Strategic Communications Advisor
- Stacey Laughlin, City of Guelph Downtown Revitalization Coordinator
- Steve Anderson, Manager Transportation Engineering, Engineering and Transportation Services
- Abby Watts, Project Manager, Policy Planning, Infrastructure, Development and Enterprise Services
- Terry Gayman, General Manager, Engineering and Transportation Services,
- Shanna O'Dwyer, Manager, Financial Strategy and Long-Term Planning

Consulting Team

- Ralph Bond, Principal, BA Consulting Group Ltd.
- Stuart Anderson, Senior Associate, BA Consulting Group Ltd.
- Michael Giallonardo, Associate, BA Consulting Group Ltd.
- Andrea Camina-Medina, Transportation Analyst, BA Consulting Group Ltd.
- Sue Cumming, Public Engagement Consultant, Cumming+Company



EXECUTIVE SUMMARY

BA Group has been retained by the City of Guelph to prepare an update to its Downtown Parking Master Plan (DPMP) for the City's downtown core. The objective of this study is to determine how much parking is required, how it is provided, and what role the City should take in meeting future parking demand in Downtown Guelph.

The City of Guelph Downtown Secondary Plan provided direction to prepare a Downtown Parking Strategy, and the Downtown Parking Master Plan was first prepared and approved by City Council in 2015 (the 2015 DPMP). Key recommendations of the 2015 DPMP were to plan for the addition of up to 1,500 new off-street parking spaces to support future intensification and economic development, and to adopt a funding strategy to support current and future parking needs. The funding strategy recommended increasing parking revenues to build a capital reserve fund for anticipated future capital expenses, which was to be achieved through increased permit and daily parking fees, some property tax investment, and reintroduction of on-street paid parking.

Since the 2015 DPMP was approved, many of the significant changes to parking in Downtown Guelph recommended by the DPMP have been implemented, including construction and opening of the Market Parkade and many significant parking system and management improvements. In 2018, a decision was made by City Council as part of an update to the DPMP to not reintroduce paid on-street parking and instead rely on increased support from property taxes.

In 2021, City Council approved a direction to update the DPMP reflecting the changed circumstances of Downtown Guelph including the influence of the COVID-19 pandemic, technological change, continued work-from-home arrangements, development activity (most notably the Baker Street redevelopment), and future growth. This DPMP update is intended, based on council direction, to position the City's parking operation to be 'Future Ready' and to reset the financial model. The DPMP update is also required to integrate with and reflect the City's updated Transportation Master Plan and Strategic Plan.

The DPMP update contained herein reflects a 2023-2043 time horizon, thus extending the previous planning horizon assessed as part of the 2015 DPMP, and estimates a need for additional off-street parking supply to accommodate anticipated population and employment growth in the downtown.

During the period of study, it was announced that Conestoga College would develop a new full-service campus in Downtown Guelph, to open as early as September 2025, and to occupy 130 Macdonell Street. The address is currently occupied by Co-operators Insurance (who are moving to a new location in Guelph outside of the downtown in 2024) and have been, particularly prior to the COVID-19 pandemic, the largest employer in Downtown Guelph. The implications of this very significant change is considered in this report.

Analysis contained within this report is informed by extensive community engagement with key stakeholders to solicit feedback on the current municipal parking operation, emerging issues, and concerns. Stakeholders included (but were not limited to) employers and employees from various business sectors, downtown and neighbouring residents, residents who visit downtown to conduct business or to shop/attend events, property managers, municipal staff from various departments, downtown associations, Metrolinx representatives, and accessibility advocacy groups. The community engagement plan was led by Sue Cumming of Cumming + Company who followed the City of Guelph Community Engagement Framework.



From the review and analysis in this study, several key strategic findings for the downtown parking system are highlighted below:

Strategic aspects of parking supply:

- Significant changes to the downtown parking ecosystem are coming with the change in use of the current Co-operators office building at 130 Macdonell Street to be a new Conestoga College campus, and completion of the Baker Street redevelopment.
- An increase in off-street parking supply will be needed to support planned downtown growth, even with the increased transit mode share targeted in the City's TMP.
- The rate of required parking for new residential development in the downtown should be reduced from 1.0 resident spaces per unit to 0.85 resident spaces per unit, in alignment with direction in the City's TMP to decrease automobile mode share, and in line with direction from the Province in OPA 80 to reduce required parking rates. Reduced parking requirements will also assist with reducing costs of residential development, and therefore help meet the City's housing goals.
- A Payment in Lieu of parking (PIL) program should be implemented to facilitate a further reduction in private parking provision and assist with the capital funding requirements for new public parking. This step will assist with financial sustainability of the parking system, and provide an opportunity to further reduce the costs of developing housing in the downtown.
- Future municipal off-street parking supply should be provided in mixed-use facilities that include commercial space at grade, residential or office above, that will maximize the utilization of land and potentially share the costs of providing parking with other partners. There may also be an opportunity to work with Metrolinx to provide GO Station related parking.

Financial aspects of parking system:

- The recent loss of the ability to fund municipal parking garages through development charges results in a significant change in the ability of the City to secure future capital funding for parking.
- Changes to parking demands and revenues are expected when Conestoga College starts renovations, and again when the campus opens and ramps up to accommodate approximately 5,000 students when fully operational within the next five years.
- The current downtown parking operation generates enough income to cover existing operating expenses, but does not generate sufficient income to cover future expenses including the debt servicing costs of the Baker Street parking facility, capital replacement/rehabilitation costs of the East and West Parkades, or for the provision of new parking facilities.
- Options for future funding of the City's parking system include additional support from property taxes, increased user fees, re-introduction of paid on-street parking, introduction of a PIL reserve fund for future capital expenses or a combination of these funding sources.
- Assuming an "as-is" (or business as usual) scenario for the parking system will require ongoing and increasing property tax investment in the parking system over the next 20 years.
- Financial analysis of a scenario with paid on-street parking shows that the current levels of property tax investment can be decreased and removed after introduction of paid on-street parking, while still generating enough income to contribute to a capital reserve fund. With paid on-street parking, the reserve fund balance by 2042 would be sufficient for replacement of the East and West Parkades (assuming 50% debt financing).



Supporting Initiatives:

- Increased or redistributed supply should be implemented for:
 - Secure long-stay bicycle parking (in consultation with GCAT)
 - Accessible parking spaces distribution (in consultation with the Guelph AAC)
 - Increased EV parking/charging spaces as demand increases
 - Including loading spaces on city streets as downtown streetscapes are rebuilt
- Continue to focus on internal parkade safety/security through planned improvements.
- Enhancements to the existing parking guidance system to provide real time information regarding the location of available parking spaces.
- Integrate the parking and transportation demand management (TDM) functions to effectively communicate alternative commuting options, highlight recent improvements to alternative travel modes and encourage drivers (especially employees) to try alternatives.
- Require new developments to implement robust TDM plans to support reduced parking provision by providing car-share, transit passes etc. to future residents.



1.0 INTRODUCTION

BA Group has been retained by the City of Guelph to prepare an update to its Downtown Parking Master Plan (DPMP) for the City's downtown core. In updating the pre-existing DPMP that was approved by City Council in 2015 (2015 DPMP), the objective is to determine how much parking is required, how it is provided, and what role the City should take in meeting future parking demand in the downtown.

The Downtown Secondary Plan provides direction for the City to prepare a Downtown Parking Strategy which was achieved as part of the 2015 DPMP. In 2021, City Council approved direction to update the DPMP reflecting the changed circumstances of Downtown Guelph and the influence of the COVID-19 pandemic, technological change, continued work-from-home arrangements, development activity (most notably the Baker Street redevelopment), and future growth. This DPMP update is intended, based on council direction, to position the City's parking operation to be 'Future Ready' and to reset the financial model. The DPMP update is also required to integrate with and reflect the City's updated Transportation Master Plan and Strategic Plan.

It is noted that during the period of study, it was announced that Conestoga College would develop a new full-service campus in Downtown Guelph, to open as early as September 2025, and to occupy 130 Macdonell Street. The address is currently occupied by Co-operators Insurance (who are moving to a new location in Guelph outside of the downtown in 2024) and have been, particularly prior to the COVID-19 pandemic, the largest employer in Downtown Guelph. The implications of this very significant change is considered in this report.

The DPMP update contained herein reflects a 2023-2043 time horizon, thus extending the 2031 planning horizon assessed as part of the 2015 DPMP.

1.1 Study Overview and Objectives

This study evaluates projected parking demand based upon current and future land use and anticipated growth to support economic activity in the downtown area. It assesses the ability of the municipal parking supply (on-street and off-street) to meet projected demand from 2023 to 2043. Analyses contained herein that inform the evaluation include inventory of existing municipal parking supply, parking utilization surveys conducted in October and November 2022 to assess existing parking demand, policy directives that aspire to or direct physical infrastructure changes that can be expected to alter parking demand in the future, and expected growth in residential land use and effective parking demand management associated with adding new residents to the downtown. Recommendations are provided herein to note the need for the City to consider constructing additional parking facilities, based on the analyses noted above.

This study includes a financial funding model that investigates options to reduce property tax support to the parking operation and create a self-funding, fee-based financial model for the parking service. Elements of this analysis include parking pricing, off-street parking pricing, complimentary on-street parking and its effect on parking turnover/utilization, additional revenue opportunities and alternate financing strategies.

Analysis contained within this report is informed by extensive community engagement with key stakeholders to solicit feedback on the current municipal parking operation, emerging issues, and concerns. Stakeholders included (but were not limited to) employers and employees from various business sectors, downtown and neighbouring residents, residents who visit downtown to conduct business or to shop/attend events, property managers, municipal staff from various departments, downtown associations, Metrolinx representatives, and accessibility advocacy groups. The community engagement plan was led by Sue Cumming of Cumming + Company who followed the City of Guelph Community Engagement Framework.



1.2 Overview of Study Area and Scope

As with the 2015 DPMP, this DPMP update is applicable to the lands identified as the boundaries of the Downtown Secondary Plan area. The area is generally bounded by London Road East in the north, Dublin Street North in the west, York Road in the south, with the Speed River to the east (but including an area on the east side of the Speed River from Elizabeth Street to Alice Street and as far east as Huron Street). The Downtown Guelph boundary is illustrated in **Figure 1**.

For this study, the Downtown Secondary Plan area has been divided into seven (7) zones. Zone 1 and 7 are located south of the railway tracks and Zones 2-6 are located north of the railway tracks.

Figure 1 illustrates the seven (7) parking zones within the Downtown Guelph boundary.

The Downtown Guelph municipal parking system includes an approximate total of 2,540 parking spaces including 870 on-street parking spaces and 1,670 off-street parking spaces provided in parking structures and surface parking lots. There is also a considerable amount of privately-owned off-street parking supply in Downtown Guelph that is not comprehensively assessed as part of this study although some estimation of inventory is included.

On-street parking on the periphery of the downtown is directly affected by some people seeking unpaid long-stay parking outside the paid or regulated parking area in the core. Therefore, this study has included an assessment of parking occupancy in the immediate periphery of the Downtown Secondary Plan area which includes approximately 870 parking spaces.

For study purposes, the downtown municipal parking system is defined as all City-owned parking (including all City-owned on-street and off-street parking assets, personnel and operational support) within and immediately adjacent to the Downtown Secondary Plan area.

1.3 Supporting Documents

A number of publications, plans, regulations, and other documents, predominantly published by the City of Guelph, were reviewed which include:

- Downtown Guelph Secondary Plan
- Shaping Guelph Official Plan Amendment 80 (including approval and modifications by the Ontario Ministry of Municipal Affairs)
- City of Guelph 2015 Downtown Parking Master Plan
- City of Guelph 2018 Updated Downtown Parking Funding Model
- City of Guelph 2022 Transportation Master Plan (TMP)
- Baker District Redevelopment Urban Design Master Plan
- City of Guelph 2022-2026 Economic Development and Tourism Strategy
- City of Guelph Downtown Renewal Project
- Guelph's Race to Zero Community GHG Emissions
- Guelph Transit Future Ready Action Plan
- City of Guelph Zoning By-law



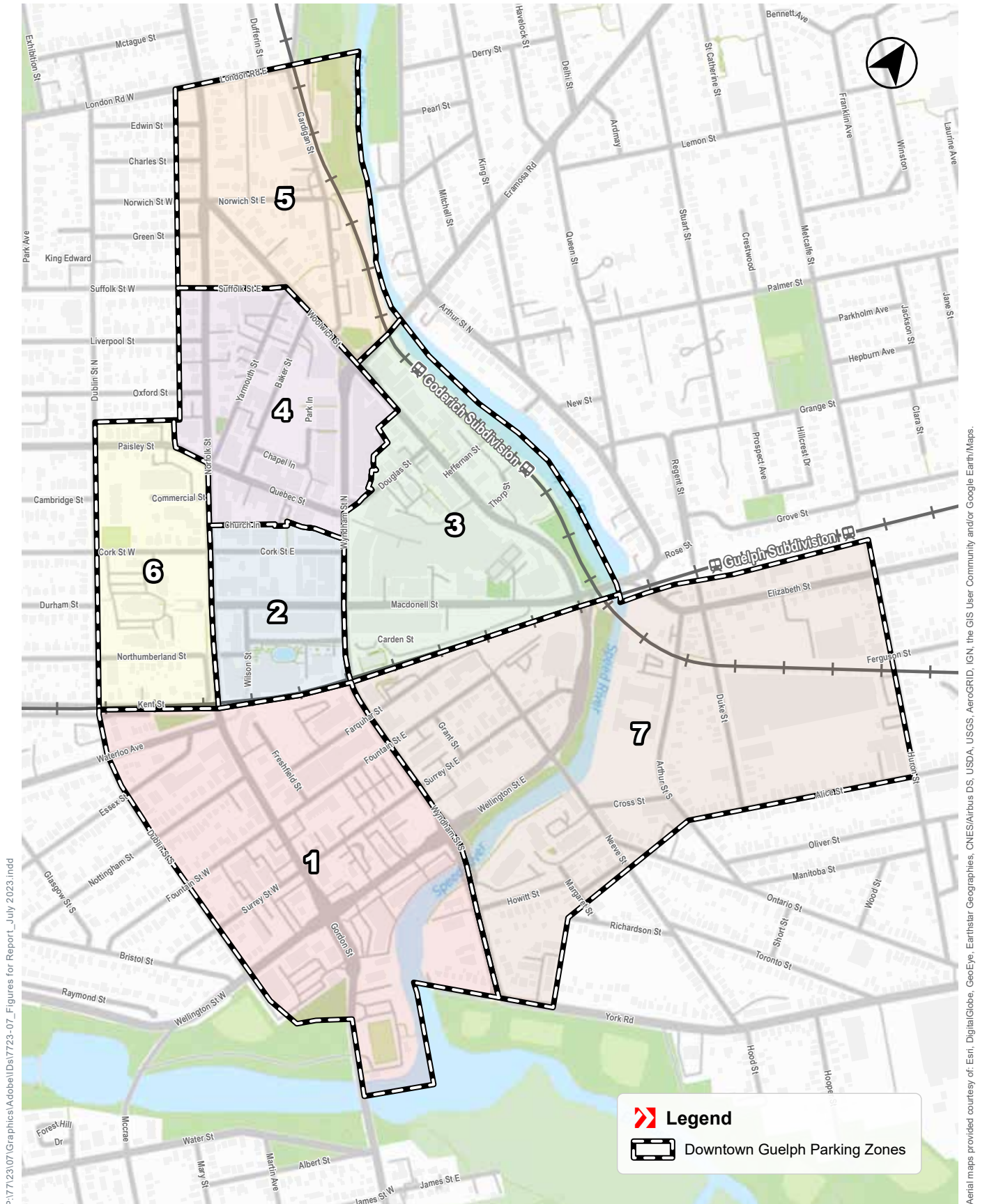


FIGURE 1 DOWNTOWN GUELPH BOUNDARY WITH ZONES

2.0 PUBLIC AND STAKEHOLDER ENGAGEMENT

2.1 Context for the Public and Stakeholder Engagement

This chapter describes the public and stakeholder engagement undertaken for the Guelph Downtown Parking Master Plan. Good communication and public engagement are hallmarks of the City of Guelph's approach for garnering input. Effective public participation is both functional and meaningful. Functional in that it contributes to better decisions and meaningful in that it is purposeful, constructive, and equitable. The public and stakeholder engagement for the Downtown Parking Master Plan was undertaken to build on core values for public participation and was inclusive, accessible, transparent, and responsive. All material used were designed and developed using appropriate visuals, format and in accessible forms in compliance with AODA and the City's Communication and Engagement Strategy.

A Community Engagement Plan for undertaking the engagement was developed at the outset of the process and served as a blueprint for the consultation. Potential contributors and stakeholders were identified early on, and robust conversations were held to understand needs and perspectives on parking options and strategies. As the consultation unfolded, the Community Engagement Plan was adapted to be responsive to the input being received which included additional stakeholder meetings, connecting with other organizations within the downtown, follow-up meetings with stakeholders to build on the conversations, and testing ideas and options through the two public surveys, public meetings and downtown stakeholder workshop.

The framework and work plan for the community engagement was organized around three key input phases (shown below) to enable the community to provide meaningful input at key decision points in the overall process.

Phase 1: Checking In (commenced Fall 2022)

- Understanding current operations, emerging issues and concerns.
- Undertaking data collection and parking surveys.
- Determining influences of changing circumstances, development activity, future growth and other key drivers for parking in the downtown.

Phase 2: Recalibrating (commencing Winter 2023)

- Exploring needs and opportunities
- Assessing changes and drivers relative to supply and demand of parking
- Exploring alternative strategies and options

Phase 3: Moving Forward (commencing Summer 2023)

- Validating, tuning and testing ideas and options.
- Discussing and refining recommendations.
- Identifying immediate, short- and longer-term actions and strategies.
- Documenting and preparing the Master Plan

The approach for incorporating meaningful engagement activities and feedback into the overall work plan and schedule was based on embedding the community engagement into the plan-making as a responsive and integrated process. A high value was placed on hosting interactive engagement activities with an emphasis on listening and learning from the various stakeholders and members of the public. Significant time was dedicated for discussion with the opportunity for posing



questions, identifying key inputs, views, and opinions and for seeking clarification on needs and gaps to develop an understanding of the complexities associated with developing a Downtown Parking Master Plan.

2.2 Public Process Objectives

Communication and Engagement for the Downtown Parking Master Plan was guided by the following public process objectives:

1. To clearly articulate what the study is about, why it is being undertaken with respect to scope, and timing and what can be expected in the delivery of the updated parking management plan.
2. To create city-wide interest in the Downtown Parking Plan.
3. To reach diverse groups and different needs by employing a variety of ways to participate.
4. To personalize the Downtown Parking Plan: Why does/should this matter by connecting information to what is the impact for each person.
5. To mobilize residents and stakeholders to take more ownership i.e., This is “my Guelph” what steps can I take to make access to and travel to downtown more sustainable.
6. To provide appropriate platforms for public input and facilitating meetings to ensure that all viewpoints can be expressed in an open and friendly environment.
7. To keep people engaged by sustaining levels of input and collaboration over the work plan timeline – working with staff and stakeholders being cognizant of the demands of many different projects and priorities.
8. To create a climate for channeling what often becomes negative venting into constructive input about the downtown transportation system, downtown parking, planned improvements and projects.
9. To address perceptions that input doesn’t really matter by showing how input has been reflected.
10. To place less emphasis on quantity of input and more on quality. While social media stats and analytics on attendance at public events are important, these need to be considered in the context of how people were able to contribute and the extent of that contribution and not on the numbers of participants alone.

2.3 How Engagement Challenges were Addressed

To ensure a meaningful and purposeful engagement process for the Downtown Guelph Parking Master Plan, anticipated challenges for consultation were identified upfront before the process commenced. This enabled the ability to plan for and address challenges as the engagement process was being rolled out. The following identifies the challenges identified and how these were addressed in the design and delivery of the engagement process.

Notable challenges identified for the engagement process included the following:

- Potential for confusion about how this study aligns with other city transportation projects in the downtown.
- Competing interests with different views and perspectives on the demand for and provision of parking in the downtown.
- Need to provide opportunities to promote the equity of voices heard in the discussion and to ensure that no one party dominates the discussion.
- Potential for the study to become about “bashing the car”.



- Need to demonstrate “how this study” fits within the contextual conversations on advancing multi-modal travel choices and Race to Zero.
- Differing values and opinions over the availability of parking, price of parking, cost of parking and role of the City in providing parking.
- How the financial scenarios and options will be considered in the scope of the study and decision-making process.
- Potential for a low level of interest outside the downtown in the context of other studies and activities that may draw public attention.

The above-noted challenges were addressed by the following:

- Engaging residents and stakeholders with a range of views and perspectives.
- Reducing barriers to engagement by offering different opportunities to connect.
- Utilizing the City’s engagement infrastructure including Website, HaveYourSayGuelph.ca, downtown newsletters and social media accounts.
- Being clear on the purpose of the engagement and scope of work being considered.
- Providing upfront information in presentations on the influences within the parking ecosystem.
- Describing how downtown parking is being considered in the context of the City’s Master Transportation Plan, Race to Zero, Zoning By-Law, and Downtown Revitalization Initiatives.
- Framing issues about parking for productive discussion.
- Having the right level of information for the conversation.
- Creating an experience that values people’s time and respects different viewpoints.
- Sharing key themes and messages on what was heard throughout the process with other stakeholders and the public to build awareness of community views and to seek further input on potential directions for moving forward.



2.4 Public Engagement undertaken by Planning Phase

The communication and public engagement efforts used different formats and tools to share information and garner input from the community. The following provides an overview of the public engagement methods and tools used and is organized by planning phase.

Phase 1: Checking In

At this stage, the focus of the community engagement was on learning about changing circumstances and taking stock of the changes in the supply and configuration of parking in the downtown. Input was sought from key stakeholders on trends, experiences, views, and desires about parking within the downtown community. Questions were asked about the amount and type of future development in the downtown, recovery efforts from COVID 19 for both retail, restaurant and work from home trends and changing circumstances with respect to the Co-operators site and travel demand forecasts for different modes of travel to the downtown.

Methods utilized:

- Meetings with internal stakeholders (City Staff)
- Interviews and small group meetings with external stakeholders (downtown stakeholders, Chamber of Commerce)

The outcome of the Phase 1 engagement resulted in the following:

- An understanding of the big picture considerations with respect to the current operation, emerging issues, and concerns about the downtown parking ecosystem.
- Mapping of changing circumstances of Downtown Guelph, influence of COVID-19, new trends, work-from-home arrangements, development activity and future growth and other key drivers for parking in the downtown.
- Identifying community views and desires about parking including where it is located, on-street vs. off-street parking and cost of parking.

Phase 2: Recalibrating

At this stage, the community engagement focus was about exploring needs and opportunities, assessing changes and drivers relative to supply and demand and learning about the public and downtown stakeholders' experiences and opinions about the availability, proximity, condition, and affordability of parking in the downtown.

Methods utilized:

- Website - Have Your Say Guelph
- Presentation to the Accessibility Advisory Committee
- Meetings with the DGBA, Chamber of Commerce, GCAT, Cooperators, Developer Interests, and other key external stakeholders
- Public Survey #1
- Public Meeting #1: Virtual Presentation and Discussion
- On-going small group meetings/interviews with internal and external stakeholders



The outcome of the Phase 2 engagement resulted in the following:

- An understanding of how people travel to the downtown, how often, where they park, desire for on-street and off-street parking and feedback on key challenges being experienced with the existing parking ecosystem.
- An understanding of opinions on the cost of parking, condition of parkades and surface lots, proximity of parking to destinations including location of accessible spaces and bicycle parking.
- Identifying how much parking may be needed and where it should be located to address future demand.
- Identifying ideas about future options and scenarios for parking as an investment in the downtown and for supporting city goals and initiatives.

Phase 3: Moving Forward

At this stage, the community engagement was about developing future options and scenarios and seeking feedback to test potential short term and longer-term strategies for how and where parking should be provided.

Methods utilized:

- Second round of meetings with the DGBA and Chamber of Commerce
- Meeting with external stakeholders including the County of Wellington, Guelph Community Health Centre, Conestoga College and others.
- Downtown Stakeholder Workshop (in person multi-sectoral stakeholder session)
- Presentation #2 to the Accessibility Advisory Committee
- Public Survey #2
- Public Meeting #2: Virtual Presentation and Discussion
- Small group meetings/interviews with internal and external stakeholders

The outcome of the Phase 3 engagement resulted in the following:

- Feedback on key findings and identification of gaps and what else needs to be considered when developing recommendations for the Downtown Parking Master Plan.
- An understanding of the pros and cons of short term and longer-term options and strategies.
- Input on how bold the City should be on moving forward with various short and longer-term options and recommendations.

Table 1 illustrates the major engagement activities undertaken in each of the three planning phases of the study. Specific audiences and meetings dates are included.



Table 1 Engagement Activities Undertaken in Each Planning Phase of the Study

Checking In	<p>Small Group Meetings/Interviews with internal stakeholders:</p> <ul style="list-style-type: none"> • Planning (September 19, 2022) (December 1, 2022) • Courts and By-Law (September 21, 2022) • Operations, Maintenance, Waste services, Facilities (September 29, 2022) • Finance, Finance Strategy and Long-Term Planning (September 29, 2022) • Engineering, Traffic, Downtown Revitalization (September 29, 2022) • Transit, TDM, Accessibility (October 3, 2022) • Economic Development and Tourism (October 3, 2022) (October 31, 2022) • Information Technology (October 3, 2022) • Customer Service (October 25, 2022) • Downtown Maintainers (October 25, 2022) • Zoning (December 6, 2022) • Culture and Recreation, Sleeman Centre, Guelph Museums, River Run Centre (December 14, 2022) <p>Small Group Meetings/Interviews with external stakeholders:</p> <ul style="list-style-type: none"> • Co-operators (several meetings) • Skyline (October 2022) • DGBA with Marty Williams, Former Executive Director (October 14, 2022) • Chamber of Commerce with Skakiba Shayani, President and CEO (December 5, 2022)
Recalibrating	<p>Small Group Meetings/Interviews with internal stakeholders:</p> <ul style="list-style-type: none"> • Planning (multiple meetings in March and April 2023) • Finance, Finance Strategy and Long-Term Planning (April 3, 2023) <p>Small Group Meetings/Interviews with external stakeholders:</p> <ul style="list-style-type: none"> • DGBA with new Board (March 2, 2023) • Old Quebec Street Mall and other properties in the downtown (Tom Lammer) (March 9, 2023) • Chamber of Commerce with Skakiba Shayani, President and CEO (March 2023) • Guelph Coalition for Active Transportation (GCAT) (April 3, 2023) • Guelph Community Health Centre with Chief Executive Officer (April 21, 2023) • County of Wellington (April 25, 2023) • Conestoga College (outreach in April 2023) <p>Presentation at Accessibility Advisory Committee (February 21, 2023)</p> <p>Public Engagement:</p> <ul style="list-style-type: none"> • Publish content on Have Your Say Guelph (March 2023) • Public Meeting #1 Virtual Presentation and Discussion (April 13, 2023) <p>Online Survey #1 (from April 4 to April 28)</p>
Moving Forward	<p>Small Group Meetings/Interviews with internal stakeholders:</p> <ul style="list-style-type: none"> • Finance, Finance Strategy and Long-Term Planning (May 12, 2023) • Planning (May 23, 2023) • Wyndham Reconstruction Project (June 5, 2023) <p>Downtown Stakeholders Workshop at City Hall (May 4, 2023)</p> <p>Presentation at Accessibility Advisory Committee (June 20, 2023)</p> <p>Public Meeting #2 Virtual Presentation and Discussion (June 28, 2023)</p> <p>Online Survey #2 (from June 22 to July 7, 2023)</p>



2.5 Audiences for Public Engagement: Who was Consulted

While public engagement efforts were focused on creating awareness across the City, due to the importance of learning about experiences and views of parking in the downtown, outreach was undertaken with stakeholders who had a specific interest in parking in the downtown. These included internal stakeholders (City staff) and external stakeholders (downtown businesses, organizations, and associations) who were consulted throughout the study. **Table 2** identifies the audiences that were engaged.

Table 2 Audiences Consulted for the Downtown Parking Master Plan Study

General Public	City Council	Internal City Staff Stakeholders	Accessibility Advisory Committee
Downtown Guelph Business Association	Chamber of Commerce	Major Downtown Employers	Downtown Businesses
Guelph Coalition for Active Transportation	Community Health and Social Service Stakeholders	Events, venues and Culture and Recreation Stakeholders	Parking Permit Holders

Table 3 includes who was consulted and the methods that were utilized to engage the various interests.

Table 3 Audiences Consulted and Methods for How Each Was Engaged

General Public (Residents throughout the city and in Downtown Guelph)	Have Your Say Guelph Social Media Online Survey #1 (April 2023) Online Survey #2 (June 2023) Virtual Public Meeting #1 (April 2023) Virtual Public Meeting # 2 (June 2023)
City Council	Council Orientation and Education Workshop (March 29, 2023)
Downtown Guelph Business Association (DGBA)	Interview with Executive Director (October 2022) Meeting with DGBA Board (March 2023) Downtown Stakeholder Workshop (May 2023) Invitation to participate in Surveys #1 and #2 Invitation to participate at Virtual Public Meetings #1 and #2 DGBA promoted the surveys and notices for public meetings through their newsletters, meetings and communication with members.
Guelph Chamber of Commerce	Interviews with Executive Director (October 2022 and March 2023) Downtown Stakeholder Workshop (May 2023) Invitation to participate in Surveys #1 and #2 Invitation to participate at Virtual Public Meetings #1 and #2 The Chamber promoted the surveys and notices for public meetings through communication with members.



Audience Consulted	Methods for Engaging
Accessibility Advisory Committee (AAC)	Presentation at Accessibility Advisory Committee (February 2023) Presentation at Accessibility Advisory Committee (June 2023) Invitation to participate in Surveys #1 and #2 Invitation to participate at Virtual Public Meetings #1 and #2 Downtown Stakeholder Workshop (City staff participated)
Guelph Active Transportation Coalition (GCAT) Cycling advocates (individual)	Meeting with GCAT (April 2023) Downtown Stakeholder Workshop (May 2023) attended by: <ul style="list-style-type: none"> GCAT Speed River Bicycle Invitation to participate in Surveys #1 and #2 Invitation to participate at Virtual Public Meetings #1 and #2 GCAT promoted the surveys and notices for public meetings through communication with members.
Major Downtown Employers and Businesses	Meetings: <ul style="list-style-type: none"> Co-operators (October 2022) Conestoga College (April 2023) Skyline Development Corporation (November 2022) Old Quebec Mall (Tom Lammer) (March 2023) County of Wellington (April 2023) Downtown Stakeholder Workshop (May 2023) attended by: <ul style="list-style-type: none"> Conestoga College Skyline Enterprises Management Incorporated Old Quebec Mall (Tom Lammer) County of Wellington Invitation to participate in Surveys #1 and #2 Invitation to participate at Virtual Public Meetings #1 and #2
Community Health and Social Service Stakeholders	Meetings: <ul style="list-style-type: none"> Guelph Community Health Centre (April 2023) Downtown Stakeholders Workshop (May 2023) attended by: <ul style="list-style-type: none"> Chalmers Centre Invitation to participate in Surveys #1 and #2 Invitation to participate at Virtual Public Meetings #1 and #2
Culture and Recreation including events and venues	Meetings: <ul style="list-style-type: none"> Culture and Recreation, City of Guelph (December 2022) Guelph Museum (December 2022) Guelph Storm (December 2022) Sleeman Centre (December 2022) River Run (December 2022) Guelph Museums (December 2022) Downtown Stakeholders Workshop (May 2023) attended by: <ul style="list-style-type: none"> Guelph Arts Council Guelph Public Library Guelph Storm Sleeman Centre City Staff from Culture and Recreation
Parking Permit Holders	Invitation to participate in Surveys #1 and #2 Invitation to participate at Virtual Public Meetings #1 and #2



Internal City staff stakeholders consulted and involved in the engagement include the following:

- Economic Development & Tourism
- Guelph Transit
- Transportation Planning
- Transportation Engineering
- Planning
- Parking
- Facilities & Energy Management – Complex Capital Projects
- Wyndham Reconstruction Project
- Environmental Services – Solid Waste Services
- Information Technology
- Finance
- Financial Strategy & Long-Term Planning
- Downtown Revitalization
- Engineering & Transportation Services
- Corporate and Community Safety
- Legal, Realty, & Court Services
- Strategic Property Advisor, Office of the CAO
- Operations
- Customer Service & Customer Experience
- Service Guelph
- Culture & Recreation
- Sleeman Centre
- River Run Centre
- Guelph Museums
- Guelph Library

Meetings were also held between City staff and Metrolinx to learn about plans for parking at the GO Station.



2.6 Description of Major Engagement Activities

The public and stakeholder engagement efforts used several different formats and tools to share information and garner input from downtown stakeholders and the community. The following provides a description of how the major activities were organized, overview of the public engagement methods and tools used, and key themes and input received. Additional information is found in **Appendix A** including survey feedback reports, transcripts of the two virtual public meetings and summary of the downtown stakeholder workshop. Public engagement methods used include:

2.6.1 Have Your Say Guelph

Information about the study scope and background, planning phases, public consultation opportunities and contact information was available through Have Your Say Guelph. This included the notices for the two virtual public meetings with registration links, slides from the virtual meetings and verbatim transcripts of the presentation and Q & A. The two public surveys were also made available through Have Your Say Guelph. The City developed a visual identity for the Downtown Guelph Parking Master Plan which was used for Have Your Say Guelph and for all communication materials.

2.6.2 Stakeholder Meetings

Over 38 stakeholder meetings were held with internal city staff and external downtown stakeholders. The meetings were held virtually and occurred over an hour to an hour and half. Project team members participated by providing context on the study scope, key findings from data collection and key messages being heard from the public and other stakeholders. The agenda for each meeting was focused on learning about experiences, understanding parking needs and discussing potential future options. Each meeting was facilitated with a focus on listening and learning to inform the development of the master plan. For some stakeholders, subsequent follow-up meetings were scheduled. The audiences consulted through these stakeholder meetings and dates of meeting are referenced in **Table 1** and **Table 3** in previous sections of this report chapter.

Input received through the stakeholder meetings provided important information about parking experiences, parking usage, conditions of facilities, growth projections, downtown activity rates, trends, and key observations about the parking ecosystem. The small group meetings provided an important opportunity for stakeholders to speak candidly about experiences and potential solutions. This input was instrumental in building an understanding of the existing downtown parking ecosystem. Feedback from the stakeholder meetings was also used to identify themes and topics for the consultation materials and input for developing the two public surveys, discussion content for the downtown stakeholders' workshop and presentation and discussion at the two virtual public meetings. All input received through the stakeholder engagement was considered and reflected in the master plan findings. The following provides a description of meetings held with the Downtown Guelph Business Association and Guelph Active Transportation Coalition.

Meetings With Downtown Guelph Business Association (DGBA)

The project team held two meetings with the DGBA. Materials used included presentation slides and several questions seeking input on experiences, challenges, and opportunities.

Meeting #1, October 14, 2022, with Executive Director

The presentation included: Context for the study, how it is being undertaken, scope, overview of issues, how to involve DGBA and next steps.

The discussion included the following topics and feedback:

- Recognition that there are existing challenges, gaps and needs for parking in the downtown that impact how often people to downtown and for how long.



- Having enough parking throughout the downtown and choices as to where to park is key to the success of the downtown.
- The affordability of parking is a concern for many businesses and employees.
- More enforcement of on-street complimentary parking could help with more turnover.
- Important to maintaining complimentary on-street parking.
- There is a shortage of parking in the area north of Quebec Street.
- Better coordination is needed of infrastructure including signage, waste collection, and patio locations as it relates to access to parking.

Meeting #2, March 2, 2023, with new DGBA Board.

The presentation included: An update on progress on the study, key findings on parking usage, identification of future medium- and long-term considerations, public consultation opportunities and next steps.

The discussion included the following topics and feedback:

- Clarification on scope of study and expectations including extent of study that will address cost of parking, financing parking and the monetization of parking.
- Views that monetizing parking in the downtown and not in others area of the city create an imbalance where it costs a lot to come downtown both as a patron and to operate a business in the downtown. Monthly fees are too high and should have a more equitable structure for charging for parking in the downtown.
- Complimentary two-hour parking is appreciated and important for customers and attraction to the downtown. Changing to one-hour is not supported.
- Recovery from the effects of COVID-19 is still being experienced by many businesses.
- The availability of spaces in City parkades and surface lots is complex due to different parking agreements.
- Questions on parking usage findings with opinions that there is false perception of an oversupply of parking in the downtown.
- North end of downtown is underserved for parking with no reasonable options close to destinations. Need more parking added to replace Baker lot. South of the tracks is also underserved.
- Social issues downtown influence the perception of safety and when and how often people come downtown. Issues exist in parkades in particular where people do not feel safe to park.
- More wayfinding signage is needed to increase awareness of where to park i.e., Green P signs.
- Office space is less location sensitive and parking costs need to be more in line with suburban locations. Parking costs downtown are too high and increase rents which are a deterrent for staying in the downtown. For example, it is advantageous to keep medical clinics, doctors' offices in the downtown and the cost of parking is a factor.
- Mixed views on angle parking.
- Some members noted more transit with the potential of free bus passes for events at the River Run Centre or Sleeman Centre could lessen demand for parking. Others note that subsidizing transit instead of creating parking is not a reasonable strategy given the gaps in public transit and propensity for people to drive. The pace of change needs to be carefully considered when making decisions about the supply of parking.



- New residential built without parking or with reduced parking was noted to then create more demand for on-street spaces.
- Macdonell and Cork Street noted to be areas where there could be new multi-level parkades. More parking south of the tracks is also needed.

Meeting with Guelph Coalition for Active Transportation (GCAT)

The project team held a meeting with GCAT. Materials used included presentation slides and several questions seeking input on experiences with the downtown parking ecosystem, ideas for supporting active transportation trips to the downtown in the context of the parking ecosystem (i.e., considerations for bicycle parking, accessibility, walking infrastructure and other challenges, and opportunities.

Meeting held on April 3, 2023, with five members of GCAT.

The presentation included: Context for the study, how it is being undertaken, parking influences, identification of future medium- and long-term considerations, public consultation opportunities and next steps.

The discussion included the following topics and feedback:

- Key aim should be to create a vibrant downtown and safe destination for cyclists.
- Drivers circling looking for complimentary on-street parking present safety issues for cyclists. Would like to see the parkades made more attractive to shift more people to park in the parkades. Could post stop circling signs. Suggestion of more signage on the perimeter of the downtown to create awareness of where available parking is located and using an app to find and pay for parking.
- Cyclists must navigate many hazards including poor site lines due to angle parking, delivery vehicles parked in the middle of the road and drivers circling to find spaces.
- Supportive of slowing the whole downtown to make it more pedestrian and cyclist friendly.
- Intersection design needs to be improved to make it safer for pedestrians and cyclists.
- Need better winter maintenance.
- Overall lack of secure bicycle lock-up is an issue throughout the downtown. Cyclists lock up where they can. Bike parking is chaotic at present.
- Would like to see mid-block bicycle parking and more attention to working at the street level to make it more accessible including organization of waste management, curbside pick-up, few curb cuts, more consideration of how cyclists access parking and better streetscape design.
- Theft is an issue generally and more so with more costly e-bikes.
- While the secure bicycle parking in the Market Street parkade is appreciated. It was noted that it is not well used in part due to it being too far away from locations where people are going in the north end of the downtown.
- Cycle tourism is growing, and downtown is a key destination.
- Would like to see secure bicycle parking and lockers at Central Station.
- Would like to see bike share program implemented downtown.
- In future the demand for e-bike charging will increase.



- Would encourage developers to look bike parking in new buildings with some good examples of separate bike ramps for easy access.
- Shuttles could be explored for increasing cycling to events downtown.
- GCAT has developed a map of potential location for new secure bike lock-up and will provide to project team.

2.6.3 Presentations to Accessibility Advisory Committee

The project team attended two meetings of the City's Accessibility Advisory Committee. Materials used included the completion of a pre-meeting questionnaire and presentation slides.

Meeting #1, February 21, 2023

The presentation content included: study scope, how it is being undertaken, preliminary findings from data collection, public engagement opportunities and next steps.

Members of the AAC provided input through discussion on the following questions:

- What is working with respect to the existing parking ecosystem downtown that you would like to see strengthened?
- What ideas do you have for improving how accessible parking is provided downtown?

The discussion included the following topics and feedback:

- Appreciate the discussion and proactive approach of engaging early with AAC.
- Clarification sought on how many accessible spaces are downtown and stats for daily use of these spaces.
- A key aim should be to consider right number on different streets.
- Would like to see consideration of weather impacts for accessible parking, including consideration of covered/sheltered accessible parking.
- Access to sidewalks is important and would like to see this being coordinated with on-street work.
- Lighting for parking is important. Would like to see consideration of lighting for spaces.
- One of the challenges with accessing accessible spaces is knowing what is available and when. An app which could be used to show real time availability would be great for improving info leading to better access. Sometimes drivers have to circle around, and spots may be not available near where they want to go.
- When we talk about parking, it is often what is used Monday to Friday. There is no one type of business or activity that persons with disabilities access. There are often assumptions made about usage i.e., during the day or for certain types of activities. It is important for having access to all types of activities day and night.
- We are hearing about the City planning to create a pedestrian only downtown. The car is an accessibility device for people with disabilities. Taking away the use of a car downtown will block accessibility for disabled persons and this needs to be considered more.
- Can we look at accessible electric car spaces as well. There is no legislation at present, but it may be coming. When designing these now, accessibility should be included so that these will work for accessible electric vehicles.



Meeting #2, June 20, 2023

The presentation included: update on progress on the study, public engagement opportunities and responses to how the AAC feedback from meeting #1 was considered and is being reflected in the study. Members of the AAC provided direction on recommendations to be included in the Downtown Parking Master Plan through the following motion.

Moved By: Member Cameron

Seconded By: Member Ferguson Prior

Motion: That the AAC recommend the following prioritization of recommendations:

1. Establish working group to determine if some existing on-street spaces should be redistributed from one street to another.
2. Improve access to sidewalks (from/to accessible parking).
3. Ensure supply of sheltered accessible parking spaces.
4. Provide accessible electric vehicle charging and parking spaces.
5. Develop mobile app to identify available accessible spaces.

And further that the Accessibility Advisory Committee supports the Downtown Parking Master Plan Study in its goal of creating a system that ensures safe and equitable access to parking for all users and assists in identifying considerations for improving how accessible parking is provided.

Carried.

2.6.4 Downtown Stakeholder Workshop

A downtown stakeholder workshop was held on May 3, 2023, from 1 to 4 p.m. in Meeting Room C of City Hall. The purpose of the workshop was to bring together stakeholders from different sectors, experiences, and influence on the downtown to discuss ideas and strategies for parking in the downtown. It was well attended by 39 stakeholders representing different interests and perspectives in the downtown.

The workshop included a short background presentation on the scope of the study and what was being heard about parking in the downtown drawing on the feedback received from Survey #1. This was followed by a facilitated discussion on exchange of ideas and opportunities for addressing future parking needs and challenges in the downtown. Materials used included large wall size worksheets on the following four topics:

- Location and Proximity of parking – Is parking located where it need to be? Is there enough parking in the right places now? In the future?
- Organizing or allocating parking – on-street and off-street – how important is it to improve turnover and availability of short-term parking?
- Attraction and condition of the parkades and surface lots – what are the barriers for more people using the parkades?
- Affordability of parking in downtown – balancing the price of parking versus the cost of providing it.

Participants were organized into four groups who rotated around four large posters where input was sought on the worksheets which included the following columns for input:

- What we are hearing for each theme noted above.



- Starter ideas to consider.
- Pros of ideas noted including ones identified through discussion.
- Cons of ideas noted including one identified through discussion.
- Other comments and considerations.

Table 4 illustrates how participants were engaged at the workshop.

Table 4 **Photos of Workshop Discussion**



A plenary discussion followed which included overall discussion on ideas and strategies. Feedback included the following:



Guelph is not transit ready at this time and taking transit to the downtown doesn't work as a primary mode for trips which will result in residents, employers, employees, and visitors continuing to drive downtown for the foreseeable future. This needs to be considered when talking about providing for parking in the downtown to ensure that there is parking available where it needs to be at a reasonable cost for all users.

The availability of parking in the evenings is relatively good except during special events (i.e., Storm games, River Run Centre and others). For event parking it was noted that a key issue is ingress and egress at East and West parkades at the start of and end of games, concerts and shows which create back ups on the street and in the parkades. There is also limited parking for people with disabilities near the Sleeman Centre and River Run Centre. Additional staffing in the parkades for games or events is recommended.

Not for profit service providers, medical and social service are experiencing issues with respect to having affordable parking for employees and volunteers near destinations particularly given that there are frequent trips from and to these locations. Parking within close proximity is important given that clients are driven to appointment outside the downtown resulting in multiple trips in a day.

Drop off parking in the downtown is not seen as well organized and can be chaotic causing congestion and double-parking at all times. It was noted that volunteers to social service locations are finding it difficult to drop off food and other supplies having no place to park near destinations to deliver these items. Delivery vans and trucks were noted to be sporadically parking throughout the downtown.

There is a high value placed on on-street parking in the downtown. While there is a desire to prioritize the pedestrian environment, this does not mean removing on-street parking. It was noted that the patios bring people downtown and support local restaurants but do create a loss in the number of available spaces for a good part of the year. Further reducing the complimentary on-street parking on-street from two hours to one hour would not be supported as noted by concerns that this could reduce the duration of trips to the downtown and lessen the walk by foot traffic which is important for shopping activity.

Some feel that the perception of challenges with parking near destinations may be worse than the actual problem.

There is a desire to have more parking occurring off-street. Some note that the monthly permit system in terms of cost is a deterrent for shifting parking to the off-street parkades noting that the risk of getting a ticket on-street is less concerning than the higher prices, longer walk and safety perceptions in the parkades.

The DGBA is encouraging businesses in the downtown to encourage patrons to use the parkades. Providing complimentary passes to businesses and better wayfinding signage is suggested to encourage more uptake on off-street parking.

Ideas for making the parkades more attractive for users include the following:

- Better lighting, frequent cleaning of stairwell, on-site security.
- Electronic signage on perimeter of downtown to show where parking is available.
- Incentivize pricing including passes for business owners to distribute to customers.
- Reducing rates for restaurant and retail employees.
- Reducing rates for non-profit and social service providers.
- Implementing complimentary parking to encourage use.
- Creating opportunities for public art, events, spontaneous performances to enliven parkades and make them more people friendly.



A few stakeholders feel that the City should get out of the parking business and leave it to private interests. These stakeholders view the new growth because of Bill 23 to be a catalyst for increased residential development downtown and support reduced required parking ratios.

2.6.5 Public Surveys

Two public consultation surveys were conducted through Have Your Say Guelph to seek public input on experiences parking downtown and future needs and opportunities. The response rate to Survey #1 conducted in April 2023 was excellent with 1308 surveys completed. Survey #2 built on the feedback received and asked questions pertaining to costs of parking and sought feedback on four future scenarios. 309 responses were received to Survey #2.

Both surveys were promoted through the City's social media channels, through email to parking permit holders, to downtown organizations, in downtown newsletters and on the website. The Guelph Chamber of Commerce, Guelph Downtown Business Association and Guelph Coalition for Active Transportation circulated notices about the surveys to their members and through newsletters and notices.

The following is a description of the survey and highlight of responses received and should be read in conjunction with the full Public Consultation Survey Feedback Reports found in **Appendix B**

A key identifying question included learning about the survey respondent's relationship of the downtown. **Table 5** illustrates which best describes survey respondents for each of the two surveys.

Table 5 Description of Survey Respondents

Which best describes you? (Respondents could choose all that apply)	Survey #1 1308 responses	Survey #2 309 responses
I am a resident of Guelph (not living downtown)	797	154
I shop or access services in Downtown Guelph	754	156
I visit City facilities (Library, Museum, River Run Centre, Sleeman Centre)	608	128
I work in Downtown Guelph	461	111
I am a resident in Downtown Guelph	239	82
I have meetings/conduct meetings in Downtown Guelph	231	49
I am a visitor to Guelph	32	6

Public Consultation Survey #1 (April 2023)

The first public survey provided views on how people travel to the downtown, the frequency of trips, where they park and challenges with the existing parking ecosystem. It also provided views on how important various strategies are for where parking is located, the cost of parking and improving parking in the downtown. Public Consultation Survey #1 took place from April 4 to April 28, 2023, and included the following:

In addition to the responses to specific questions, a comment box was provided for writing any other comments that they would like to share about parking in Downtown Guelph. Over 1000 comments were received and these are included verbatim in the Survey Feedback Report. Responses to all questions were considered in the review of the existing parking ecosystem and in the identification of future options and strategies.



Table 6 includes the responses on how people travel downtown and challenges with downtown parking.

Table 6 Summary of Response about the Downtown Parking Ecosystem

Survey Question	Responses Provided
When going downtown, what best describes your primary mode of travel? Choose all that apply (Question 6)	<ul style="list-style-type: none"> • 77% indicate drive downtown (1002 of 1308 respondents) • 14% walk • 3% cycle • 3% take the bus. • 3% other (get dropped off, rideshare)
How do you decide how to travel downtown? (Choose all that apply) (Question 7)	<ul style="list-style-type: none"> • Time and convenience (848 respondents), • Availability of parking (579 respondents) • Cost of parking (341 respondents) • Comfort (309 respondents) • Exercise (284 respondents) • Better for the environment (225 respondents) • Availability of transit (163 respondents)
When you drive downtown, where do you normally park? (Choose all that apply) (Question 9)	<ul style="list-style-type: none"> • Public parking on-street downtown (884 respondents) • Public parking off-street in a lot or parkade (579 respondents) • On a street in residential areas near downtown (284 respondents) • Combination of on-street and off-street (275 respondents) • Privately owned parking lot (151 respondents)
What do you do when you cannot find an on-street parking spot near your downtown destination? (Choose all that apply) (Question 10)	<ul style="list-style-type: none"> • Park further away and walk further to my destination (709 respondents) • Look for parking on another street (619 respondents) • Circle around until I find a spot (593 respondents) • Go somewhere else in the city for what I need (362 respondents) • Park at a surface lot or parkade downtown (344 respondents) • Come back later (129 respondents) • I don't typically use on-street parking spots (93 respondents)
Top six challenges experienced with parking in Downtown Guelph (Question 11)	<ul style="list-style-type: none"> • Cannot find available parking at or near (within a block of destination) (830 respondents) • Not enough parking spaces (579 respondents) • Can afford to pay for parking but I think that the cost is too high (430 respondents) • Cannot find parking within a 5-to-10-minute walk of my destination (379 respondents) • Concerns about safety when using surface lots and parkades (312 respondents) • Do not like using a mobile app to pay for parking (301 respondents)

Survey #1 included a question which presented a number of parking characteristics and asked respondents to rate how important these are by choosing the relative importance. **Table 7** illustrates the total number of responses and responses received.



Table 7 Summary of Responses about Parking Characteristics

How important are the following characteristics to you? (Question 12)	Total Responses	Very important	Somewhat important	Not important
Parking is always available at or near (within a block) my destination	1287	51%	35%	9%
Parking is always available within 5-to-10-minute walk from my destination	1254	63%	29%	8 %
Well designed parking surface lots and parkades (safety, lighting, good signage)	1267	66%	24%	10%
Being able to park as long as I want	1260	51%	34%	15%
Complimentary (free) on-street parking	1277	63%	22%	15%
Complimentary (free) off-street parking	1253	54%	28%	18%
Being able to share a parking permit	1183	24%	21%	55%
Reduced greenhouse emissions	1203	40%	36%	24%
Accessibility	1192	43%	34%	23%

The survey also asked what the likelihood of several considerations is for reducing the number of personal vehicle trips that respondents make to the downtown. **Table 8** illustrates the responses received.

Table 8 Responses to Likelihood Reducing Personal Vehicle Trips to the Downtown

What is the likelihood of the following for reducing the number of vehicle trips you make to the downtown (Question 13)	Total Responses	Very important	Somewhat important	Not important
Improved Transit (more frequent service to the downtown, more information on schedule, more bus stops, greater reliability)	1251	19%	20%	61%
Carshare/rideshare programs	1218	5%	11%	84%
New or improved sidewalks	1235	17%	21%	62%
Improved cycling routes	1236	25%	15%	60%
More secure bicycle parking	1227	26%	15%	59%
Higher parking fees	1239	32%	20%	48%

A final question posed a number of strategies for improving parking in the downtown and asked for respondent to indicate their relative importance. **Table 9** illustrates the responses received.



Table 9 Responses to Potential Strategies for Improving Parking in the Downtown

How effective would the following be for improving parking downtown? (Question 14)	Total Responses	Very important	Somewhat important	Not important	Don't Know
Making the use of the parkades more appealing from a safety and security perspective	1280	46%	34%	12%	8%
Creating shareable parking permits	1254	24%	27%	31%	18%
Providing one-to-two-hour complimentary parking in surface lots and parkades	1278	62%	24%	11%	3%
Encouraging turnover of high demand parking spaces by removing complimentary on-street parking	1246	17%	23%	45%	15%
Shortening the time allowed for complimentary on-street parking from 2 to 1 hours to allow high demand parking spaces to be used by more vehicles	1260	17%	25%	48%	10%
Improving transit	1243	33%	26%	31%	10%
Making transit more appealing than parking through pricing of parking rates and permits to be higher than monthly parking passes (\$80)	1244	18%	15%	50%	17%
Creating passenger drop-off areas with the downtown for accessing major events and attractions	1247	29%	34%	27%	10%
More secure bicycle parking	1233	29%	24%	33%	14%
Increasing the number of electric vehicle charging opportunities	1235	11%	24%	46%	19%

Public Consultation Survey #2 (June 2023)

The second public survey built on the feedback received from the first survey and sought input on a number of short- and longer-term options and presented and sought feedback on four future scenarios. Public Consultation Survey #2 took place from June 22 to July 7, 2023, and received 309 responses. In addition to the responses to specific questions, a comment box was provided for writing any other comments that they would like to share about parking in downtown Guelph. Over 150 were received and these are included verbatim in the Survey Feedback Report. Responses to all questions were considered in the review of the existing parking ecosystem and in the prioritization of future options and strategies.

A key theme raised throughout the engagement is the continuation of on-street complimentary parking. Survey #2 posed the following question:

“The City currently uses property tax dollars to subsidize on-street parking. How supportive are you of continuing on-street complimentary parking funded through the tax base in the next five years?”.

There were 309 respondents to this question. The responses are as follows:



- 58% very supportive
- 16.5% somewhat supportive
- 25% not supportive
- .5 % I don't know.

A further key theme is the need to make the parkades more attractive for use. Survey #2 posed the following question:

“65% of Survey #1 respondents feel that the use of the parkades needs to be more safe and secure. Bright, safe, secure, easy to find and access parkades and surface lots is a key direction being considered for the Downtown Parking Master Plan. How much more likely are you to consider parking in one of the parkades or surface lots when these improvements are made?

There were 308 respondents to this question. The responses are as follows:

- 44% very likely
- 34 somewhat likely
- 17% not likely
- 5 % I don't know.

Table 10 illustrates the feedback on questions asked about parkade and surface lot fees.

Table 10 Responses on Parkades and Surface Lot Fees

How likely are the following for improving parking in the downtown?	Total responses	Very likely	Somewhat likely	Not likely	I don't know
How likely would you be to park in one of the City's parkades or surface lots if the first two hours were at a reduced rate?	306	46%	30%	19%	5%
If there were charges required for on-street parking and reduced fees for the first two hours in a parkade or surface lot, how likely would you be to park in one of the City's parkades or surface lots?	305	44%	24%	24%	8%

The survey also asked questions about other ideas which were raised during the engagement. **Table 11** illustrates the themes reviewed and responses received.



Table 11 Responses to Ideas for Improving Parking in the Downtown

How likely are the following for improving parking in the downtown?	Total responses	Very likely	Somewhat likely	Not likely	I don't know
Signage on the perimeter of the downtown indicating where parking is available in real time, and the development of a municipal parking app have been suggested to provide more information on where to park. How likely is it that you would use the app and/or signage when choosing where to park?	309	33%	29%	35%	3%
People downtown have expressed some concern about the lack of parking in the north end. How important is it to create more parking in the downtown north of Quebec and Douglas Streets?	309	43%	29%	21%	7%

A further question asked if respondents have any ideas for making transit a viable choice for them when making trips downtown? Of the 308 who responded to this question, 72% responded “no” and 28% responded “yes” and provided additional ideas through a comment box. Over 75 respondents provided comments in this section of the survey and the feedback received is included in **Appendix B**.

Building on the feedback received through the engagement, four future scenarios for parking in the downtown were developed which envision the implementation of changes and improvements to the downtown parking ecosystem over the next 5 to 15 years. Each scenario is meant to be a full picture of the entire system. These were included in Survey #2. It was noted that respondents may find that their vision aligns more with some options in each scenario than others and that this was OK. The following are the responses provided for each of the scenarios to the question asked, “How do these scenarios reflect your vision for parking downtown”?

Scenario 1 (5 to 7 years from now) Going Downtown: For lunch, to shop

Five years from now, you are going downtown for lunch with some friends. You are excited to go downtown to eat as the streetscape redevelopment of Wyndham Street is now done and it looks terrific. While at lunch, you talked about the fact that parking in downtown is partially paid for by parking fees and partially paid for by property taxes. This covers on-going operations and the cost to build new facilities. Downtown, you see lots of people going to work, shopping, having lunch like yourself, going to medical appointments, and visitors from out of town. You all have different needs. You are glad that you have lots of options:

- You can park for free on the street, for 2 hours, once a day, and walk 10 minutes to get to your destination.
- For short-stay trips you can use a 15-minute curb-side space.
- You like that there are signs when you come downtown that indicate which parkades and surface lots have spaces available.
- You can park in one of the bright, safe, secure, easy to find and access parkades and surface lots and walk to your destination.
- You can find reduced hourly rates in the parkades for 2 to 3 hours.
- You can take the bus downtown and walk to your destination.



- You like that there is an app for people with disabilities that helps them find the available accessible spaces near different destinations.
- You can ride your bike downtown because you know there are a lot of secure bike parking facilities available.
- You like that there are electric charging spaces for electric cars and electric bikes downtown.

For Scenario 1, 305 answered this question with the following responses:

- 40% Reflects my vision very well.
- 39% reflects my vision somewhat.
- 18% does not reflect my vision.
- 3% I don't know.

Scenario 2 (8 to 15 years from now) Going Downtown: For lunch, to shop, take in a game

Your partner is taking you downtown to buy you a new pair of boots you have wanted forever. You both love going downtown to shop, have a meal and take in a game. You visit the library, go to appointments, go to hockey games and concerts, volunteer, and meet friends downtown. You love the pedestrian feel of the downtown and feel safe walking around. Over the last ten years, downtown has been refurbished and the streets are vibrant with patios, bike lanes, gardens, public spaces, and the new library and public square regularly have free concerts. You love it. You appreciate that on-street parking is not being subsidized by property taxes and the hourly rate and monthly fees encourage people to utilize the cheaper parkades and surface lots. You are struck by how much downtown has changed and are glad that there are lots of options.

- Guelph transit service has expanded, and it is so reliable, convenient and efficient that you often take the bus rather than driving.
- Public paid parking is found in multiple residential and office buildings.
- You can park in one of the bright, safe, secure, easy to find and access parkades and surface lots and walk to your destination.
- You can park in the Market parkade (beside City Hall) in the pay and display spots on the first floor.
- You appreciate the reduced cost 2-to-3-hour rates in the parkades and flat fees for special events.
- You can pay to park on the street near your destination for short trips.
- You regularly ride your bikes, knowing there are places to store your bikes securely.
- You like that for persons with disabilities, there are covered accessible spaces, and the app to find available accessible spaces.
- You like that there are electric charging spaces for electric cars and electric bikes downtown.
- The City has grown, so it has funded new parking throughout the downtown using a variety of funding sources including user fees, property taxes and payments from developers who forego providing some parking in new developments.



For Scenario 2, 306 answered this question with the following responses:

- 34% Reflects my vision very well.
- 40% reflects my vision somewhat.
- 22% does not reflect my vision.
- 4% I don't know.

Scenario 3 (5 to 7 years from now): Working Downtown

Five years from now, you are going to work downtown. You have multiple stops before you get to work including dropping your kids at school. Your work hours vary and some days you do not need to go downtown. You love working in downtown Guelph because there are lot of places to shop, have lunch or dinner, go to an appointment and to meet up with friends and colleagues after work. You are glad that you have lot of options:

- You can park in one of the bright, safe, secure, easy to find and access parkades and surface lots and walk to your destination.
- There is enhanced security in the parkades for when you are working late.
- You can share a parking pass with others from your work or purchase a permit for a couple days a week.
- You can park for free on the street, for two hours, once a day.
- You can park in the residential areas near downtown for free and walk in.
- You like that for persons with disabilities, an app is available to find the available accessible spaces near different destinations.
- You can take the bus to work because the schedule is flexible with buses in the morning and at night and the bus takes you near your destination.
- You can ride your bike downtown since you know there are a lot of secure bike parking facilities available.
- You like that there are electric charging spaces for electric cars and electric bikes downtown.
- You can carpool and can get dropped off in one of the 15-minute drop off spaces near your destination.
- You can apply and receive a discount for parking since you work in a not-for-profit or social service agency in the downtown.

For Scenario 3, 302 answered this question with the following responses:

- 26% Reflects my vision very well.
- 39% reflects my vision somewhat.
- 26% does not reflect my vision.
- 9% I don't know.



Scenario 4 (8 to 15 years from now): Working Downtown

You are celebrating your tenth year working downtown. You worked for many years in a restaurant and recently started working in a design studio. Some days you go out of downtown for meetings. Your work hours vary. You love working in downtown Guelph because there are lot of places to shop, have lunch or dinner, go to an appointment and to meet up with friends and colleagues after work. You are glad that you have lot of options:

- You can park in one of the bright, safe, secure, easy to find and access parkades and surface lots and walk to your destination.
- There is enhanced security in the parkades for when you are working late.
- You can share a parking pass with others from your work or purchase a permit for a couple days a week.
- You can park for free on the street, for two hours, once a day.
- You can park in the residential areas near downtown for free and walk in.
- You like that for persons with disabilities, an app is available to find the available accessible spaces near different destinations.
- You can take the bus to work because the schedule is flexible with buses in the morning and at night and the bus takes you near your destination.
- You can ride your bike downtown since you know there are a lot of secure bike parking facilities available.
- You like that there are electric charging spaces for electric cars and electric bikes downtown.
- You can carpool and can get dropped off in one of the 15-minute drop off spaces near your destination.
- You can apply and receive a discount for parking since you work in a not-for-profit or social service agency in the downtown.

For Scenario 4, 307 answered this question with the following responses:

- 27% Reflects my vision very well.
- 37% reflects my vision somewhat.
- 27% does not reflect my vision.
- 9% I don't know.



2.6.6 Virtual Public Meetings

Two virtual public meetings were held via Zoom Webinar on April 13, 2023, and June 28, 2023.

Participants registered for the meetings and attended a live presentation followed by a facilitated Q & A discussion. Each registrant connection may have included more than one individual. Presentations were focused on providing context on the purpose of the study, key findings and included several questions to foster discussion. Attendees contributed by typing comments and questions into the Q & A which were read aloud by the facilitator for the project team to respond to. The names were not read aloud to ensure the comfort of those participating. Attendees could ask multiple questions and follow-up questions. The format for the meetings was effective for sharing information and hearing a variety of perspectives and addressing many questions and comments. The following provides an overview of the two virtual presentation and discussions sessions.

Public Meeting #1 held April 13, 2023

Number of attendees: 13 connections.

Purpose of Meeting:

- To outline key considerations for developing the Downtown Parking Master Plan.
- To discuss how the existing parking ecosystem is working.
- To learn about your experiences parking downtown and future needs and opportunities.
- To respond to questions and comments.

Presentation content included:

- Study scope
- How the master plan is being undertaken
- Parking influences
- What we have done so far
- Existing parking system
- What could the medium-term look like?
- What could the long-term look like?
- Future new municipal parking
- Public engagement opportunities
- Next steps



Discussion questions asked:

1. What is your experience with the downtown parking ecosystem (how do you travel downtown, challenges with parking, what is important to you when deciding how to get downtown)?
2. How bold should the City be in implementing strategies for addressing change?
 - Making the use of parkades more safe and secure
 - Creating shareable parking permits
 - Encouraging turnover of high demand on street spaces
 - Providing 1 to 2 hours complimentary parking in surface lots and parkades
 - Providing more bike parking, more electric vehicle parking
 - Improving transit

What was Heard:

The first virtual public meeting provided views on the need for better located accessible spaces, secure bicycle parking, lower cost of parking and the creation of new parking in key areas of the downtown that are seen at present to be underserved. The following are key messages heard organized by topic and include verbatim questions and comments. The transcript of the meeting including the responses from the project team is included in **Appendix B. Table 12** includes what was heard at Public Meeting #1.



Table 12 What was Heard at Public Meeting Number (Part One)

Key Topics	Verbatim Question and Comments Noted
Comments about existing parking statistics and availability of parking in the downtown	<ul style="list-style-type: none"> You talk about lots of empty space, but the Neeve Street Parkade has turned into full permit parking, which gives my business a hard time to have parking for customers. Any of the businesses located around it don't have access to it for parking for their patrons and employees. Another business owner indicated that they have no close parking on Wellington for their restaurant, which is an impediment to being able to attract and maintain customers to their business. By what methods is the City considering encouraging turnover in on street spaces? Diagonal parking and one way traffic may open up more opportunities for parking. What are you considering regarding the five surface lots in terms of possible changes?
Future plans for accessible parking spaces.	<ul style="list-style-type: none"> Concerns noted about the location and proximity of parking spaces for people with disabilities to where there is a demand to go. Any specific plans for accessible parking spots? It is a frequent topic that comes up when I talk about the downtown, especially frequency, often too far apart and connectivity to key destinations. We are businesses on Wellington Street under the River Mill Building and we'd like you to know that we are not really accessible. The one and closest accessible parking spot is all the way around the building. And even if our client's customers try to reach us, taking the City accessibility bus, in the wintertime, they're being dropped off all the way down the road.
Delivery parking spaces are needed for downtown organizations	<ul style="list-style-type: none"> How and what considerations are being made for the downtown groups that have regular deliveries of goods that are donated or purchased that support under supported community members? There are many good organizations downtown that are having deliveries of food and supplies and volunteers and what consideration of those is being made to ensure they have good access for deliveries?
Comments on the affordability of parking and costs to travel downtown	<ul style="list-style-type: none"> Shareable passes would help. Being able to have a pass within an arcade that is shared would help. So, thank you for that. Any possibility for the downtown businesses to apply for a transit subsidy for their employees?
Opportunities for new secure bicycle parking through partnership with Conestoga College	<ul style="list-style-type: none"> With the Conestoga College announcement, there may be opportunities with a more student-based focus to have more secure bicycle parking through partnership with the College and downtown businesses.

Public Meeting #2 held June 28, 2023

Number of attendees: 29 connections.

Purpose of Meeting:

- To provide an update on the Downtown Parking Master Plan
- To share feedback received from the public and stakeholders through engagement on the study.
- To learn about priorities from the community to inform the study recommendations.

Presentation content included:

- Study background



- Parking influences
- What we have done so far
- Existing parking system
- What the medium and long term could look like
- Future new municipal parking
- Financing parking
- Key messages and ideas heard from the public and stakeholders:
- Future scenarios
- Public engagement opportunities
- Next steps

Question asked of the public:

How bold should the City be in implementing strategies for addressing parking needs and encouraging change?

1. Incentivizing parking in the parkades (i.e., improved conditions, reduced charges, 1 to 2 hours complimentary parking, shared permits)
2. Shifting away from complimentary on-street parking and increasing use of these spaces for short term stay close to destination parking.
3. Creating more parking in the downtown north of Quebec and Douglas Streets
4. Creating more secure bike parking and e-bike parking
5. Implementing perimeter and wayfinding signage and the development of a municipal parking app.

What was Heard:

The following are key messages heard organized by topic and include verbatim questions and comments. The transcript of the meeting including the responses from the project team is included in **Appendix B. Table 13** includes what was heard at Public Meeting #2



Table 13 What was Heard at Public Meeting Number (Part Two)

Key Topics	Verbatim Question and Comments Noted
Affordability of parking for employees from within the city and employees from out of town and for whom transit does not exist	<ul style="list-style-type: none"> Is there any plan to reduce the parking permit cost for the average person working in downtown Guelph? I work full-time in a retail store downtown. I need to bring boxes of products, et cetera, with me to work, making transit or cycling not an option. The price of the parking permits is too high to justify on my salary. I think it's important to provide affordable parking for employees downtown. Are discounts for employees being considered? We heard through the survey through some of the stakeholder groups identified the need for potentially having discounts for certainly social service providers and other types of employees in the downtown. Communications and surveys feel very tone-deaf to this situation and are aggressive to employees who have little to no recourse with the pain of rapid and rampant inflation, including by the hand of the City Council itself through raising permit fees by almost 50% over the last four years, How can we make sure that we aren't priced out of working within the downtown with all the factors that are at stake here? Fergus, Elora, Arthur, and Mount Forest are all areas that are not serviced by any transit options, and there are no plans for transit for these workers. What about people that commute from out of town and don't have the means to take transit, walk, or bike? The parking permit is too expensive. It's close and above downtown Toronto rates. The City should open up a program for employers downtown so that they could purchase a bunch of passes at a discounted rate.
Importance of complimentary parking to businesses	<ul style="list-style-type: none"> Free on-street parking is so important for our business. It's the only positive thing people have to say about parking, which is, for the most part, dismal. We have very low average sales per person, so we need many, many people coming through. As you can see from your own survey, people want to park on-street for free. Free on-street parking is the best marketing tool that we have. I would encourage the City not to look at money lost through free parking but as a marketing expense, which encourages people to come downtown. It seems like a major impediment which has allowed people to overuse free parking is the fact that it's never been monitored properly, so therefore, people park longer than they should.
Desire for dynamic pricing of parking on downtown streets moving away from complimentary parking	<ul style="list-style-type: none"> The reason downtown street parking is dismal is because it's being provided for free, complimentary. The City must implement dynamic parking pricing on downtown streets to ensure there are always a few parking spots available and to reduce congestion. San Francisco and other cities have already done this with great success. Will one of your recommendations be a weight-based parking permit, as Montreal borough is now implementing? The heavier the vehicle, the higher the parking costs. Parking fees must equal the cost of a two-way transit fare, which is \$6 and 50 cents for the first hour. There was a great comment on Twitter this week regarding downtown. A business owner observed the usual circling of downtown by drivers looking for on-street parking. He also noted that the Market Square parkade sign showed over 400 available spaces. He said we have a walking problem. We need a marketing strategy for the parkades and definitely to phase out free on-street parking.
Ideas pertaining to shifting parking to parkades	<ul style="list-style-type: none"> With respect to the incentivizing parking in the parkades, which you've got here as potentially something to do, would there be consideration of a golf cart type shuttle from the parkades for those that object to walking too far to destinations downtown? You should charge to park in the parking garages but use a business receipt with a barcode to validate the parking for free. That was one suggestion.



Key Topics	Verbatim Question and Comments Noted
Ways to address the demand for parking and cost of providing parking	<ul style="list-style-type: none"> Are there any streets wide enough to use reverse angle parking to create more spaces rather than curb parking? It is surprising that only 3% from the first survey indicated that they come into downtown by transit. Is it part of this plan to look at shifting tax dollars from transit over to parking and the desire for more people to ride transit is understandable but doesn't perhaps align with the reality that people want to drive. One possibility that's not yet mentioned here is to establish free parking lots on the outside of town and offer paid, free frequent shuttle buses to take folks in and out of the downtown core. This would be a cheaper option than building parkades on high-value real estate in the downtown core. Does the City know how much it costs in a subsidy to subsidize a parking space in a parkade, and will the parkades break even over their lifetime?
Addressing parking for deliveries and 15-minute parking.	<ul style="list-style-type: none"> How would you monitor 15-minute parking when the City finds it difficult to monitor free two-hour parking? How does the city plan to address the issue of where a large percentage of on-street parking is taken by commercial vehicles such as contractors and others?
Addressing lack of accessible parking	<ul style="list-style-type: none"> How do you plan to address a serious lack of longer-term accessible parking that is closer to destinations versus parkades, which can be very out of reach for those with disabilities?
Parking for people in residential neighbourhoods downtown	<ul style="list-style-type: none"> For permit parking, especially in the Arthur Street lot, if demand has decreased, why is there a year-long wait list? Do you prioritize permits for residents living in adjacent neighbourhoods? Many people in residential neighbourhoods downtown do not have driveways. And if we've already paid for lot parking, which has more than doubled in cost in recent years, will payment for a street permit be waived if permitting on residential streets rolls out?
Considering a less car oriented downtown	<ul style="list-style-type: none"> The Master Plan seems focused on commuters or visitors into downtown. What consideration is being given within the plan to assist new residents downtown to live without a car and not indirectly pay for the construction of a parking space, including through reduced or eliminated minimum parking rates? Why is growth in downtown assumed to come hand in hand with more demand for auto spaces? Travel demand is not independent of public policy infrastructure availability and the existing assistance of mixed-use walkable neighbourhoods. Will the Parking Master Plan team more carefully consider the opportunity cost of building more parking and compare it with alternative modes of serving travel demand?
Parking standards for new residential development	<ul style="list-style-type: none"> Many zones in downtown have no minimum parking requirements for non-residential uses, including hotel uses. But if the space is converted to residential use, including for affordable or rental housing, high minimum parking rates exist. Can this discrepancy be rationalized due to the high need for rental housing in the very soft market for offices due to work from home?
Views about lessening the impact of cars on the downtown	<ul style="list-style-type: none"> Have you considered the overall economic benefit to downtown by less on-street parking and more public space for on-street patios, public art, shade trees, and a vibrant destination? City staff are recommending the patio program be made permanent, for example. When you're evaluating options, how will all the negative externalities of parking, including the impact on the public realm, induce demand, pedestrian safety, and climate goals, and the alternative options of street trees, bike lanes, and pedestrian space be assessed and weighed? The current number of vehicles downtown already diminishes the enjoyment of visiting downtown, free on-street parking might be a positive for people who drive.



Key Topics	Verbatim Question and Comments Noted
	<p>It's a significant drawback for people who want to visit through transit, walking, or bike.</p> <ul style="list-style-type: none"> • We already have too much land for cars allocated in our downtown. The more space allocated for cars, the less space we have for people and businesses. • Although it is commendable to cycle, very difficult for most people, and yet so much talk about bikes, women make up 70% of our clientele and probably still do the lion's share of a family's driving around, although I know things are changing. Also, many people who come downtown are elderly, and so I find the whole push to biking really discriminates against women and the elderly.
Importance of considering parking in the context of comparisons with Stone Road Mall.	<ul style="list-style-type: none"> • What do you think would happen to the Stone Road Mall if there was little or no parking there? How is the downtown any different? • The density of taxes that are generated downtown is high. So, I guess that's counter to your argument. • It was referenced that on-street parking is cheap to maintain as it's just extra pavement. This doesn't consider the income foregone by taxable uses of very valuable real estate. And is your team making these considerations? • The downtown generates four times the tax revenue of the Stone Road commercial area.
Other Comments	<ul style="list-style-type: none"> • Clarification on the future parking demand projections shown on the presentation slides particularly in the demand referenced is separate from Conestoga College. • Has the potential impact of third-party autonomous vehicles and their market penetration been taken into future scenarios? • Guelph is a magnet for jobs with commuters driving from outlying areas, including KW. If the province follows through with their conceived new highway seven, which will induce even more travel, has the parking consulting team considered the impact of thousands of additional cars on City parking spaces assuming fees continue to be low?



2.7 What Was Heard

The project team received public and stakeholder input related to a wide variety of interests in the downtown. It became evident early and throughout the engagement that there are varied and sometimes competing interests about how much parking is needed and where, how it should be provided, how much it should cost and how it should be valued as an investment towards sustaining a vibrant and successful downtown. Downtown Guelph is a complex area with varied parking demands based on the different users. As a key employment destination, it was noted that employees live elsewhere in the city and outside of the city in areas where transit to the downtown is not viable. Those that travel downtown to shop, dine, go to appointments and events do so primarily by driving downtown due to the reliability and convenience of doing so.

The feedback received throughout the engagement is influenced by the individual views and needs of each participant. An agreed to general view is that customers, visitors and employees should be able to park near their destination (within a 10-minute walk) in an easy to access and safe parking space for a low cost.

There is a high value placed on complimentary on-street parking in the downtown. These spaces are well used and highly sought after due to their proximity to different destinations. It was noted that the patios bring people downtown and support local restaurants but do create a loss in the number of available spaces for a good part of the year. While there is a desire to prioritize the pedestrian environment, this does not mean further removing on-street parking.

There is a recognition that off-street parking could be made more appealing to shift some on-street demand to the parkades and surface lots. The high cost of the permits and fees for short-term parking are a deterrent for many. Further concerns about the condition of these facilities particularly from a security standpoint, maintenance and overall look and feel deters people from parking there. It was also frequently noted that the risk of getting a ticket on-street is less concerning than the higher prices, longer walk and safety perceptions in the parkades. Having reduced fees and providing complimentary passes to businesses and better wayfinding signage is suggested to encourage more uptake on off-street parking.

The affordability of parking is an issue with the cost of parking in City facilities (parkades and surface lots) for monthly permits and transient times seen to be unaffordable for employees and for patrons of downtown businesses. For those that note that they can afford the parking, they still feel that the high cost of parking in these facilities is a deterrent for their use. Of note is the view that the higher costs do not deter driving downtown but do result in people circling for complimentary on-street spaces, parking longer in these spaces than the permitted two hours and even searching for parking in residential areas surrounding the downtown.

Not for profit service providers, medical and social service are experiencing issues with respect to having affordable parking for employees and volunteers near destinations particularly given that there are frequent trips from and to these locations. Parking within close proximity is important given that clients are driven to appointment outside the downtown resulting in multiple trips in a day.

While there may sufficient overall parking spaces for people with disabilities in the downtown, the location of existing on-street spaces require review to ensure that they are located where they are needed. Access to sidewalks from/to accessible parking, ensuring supply of accessible parking spaces, providing accessible electric vehicle charging and parking spaces and the development of a mobile app to identify available accessible spaces are key priorities heard from the Accessibility Advisory Committee and public. The City is further encouraged to avoid assumptions that accessible parking usage is during the day only. Important to have access to all types of activities day or night. Also, when considering a car free downtown, there needs to be a better understanding that a vehicle is important for accessibility for people with disabilities.

There is a desire for the creation of secure bicycle parking in the downtown with the shortage of secure spaces noted. While there are bike lock-up features throughout the downtown, these are not well placed nor are they secure. More secure bicycle parking, including parking for e-bikes with shelter and better lock up areas was noted to be needed if the City is to support increased cycling from and to downtown. Safety considerations pertaining to angle parking, cars circling,



and delivery vehicles were noted to be of concern. Secure bicycle parking and storage at the Central Transit Station and GO Station are suggestions to improve cycling conditions downtown.

There are mixed views about angle parking with some preferring these because they provide more spaces along the street to others who have concerns about navigating angle parking when cycling or walking.

Drop off parking in the downtown is not seen as well organized and can be chaotic causing congestion and double-parking at times. It was noted that volunteers to social service locations are finding it difficult to drop off food and other supplies having no place to park near destinations to deliver these items. Delivery vans and trucks were noted to be sporadically parking throughout the downtown.

The availability of parking in the evenings is relatively good except when events occur (i.e., Storm games, River Run Centre and others). For event parking it was noted that a key issue is ingress and egress at the East and West parkades at the start of and end of games, concerts and shows which create back ups on the street and in the parkades. There is also limited parking for people with disabilities near the Sleeman Centre and River Run Centre. Additional staffing in the parkades for games or events is recommended.

There are mixed views about having more cars and parking in the downtown. Advocates of fewer cars would like to see more focus on improving the public realm, pedestrian safety, and climate goals, and the alternative options of street trees, bike lanes, and pedestrian space. Others note that it is difficult for most people to cycle and take transit and that the push towards these modes while understood impacts the elderly and people with disabilities and is not realistic. Survey #1 respondents indicated that the primary mode of getting downtown is by car (over 75%) and they do not see transit or cycling as viable.

There are strong opinions that transit is not where it needs to be to be a viable option for travel in the City and to and from the downtown. A key theme underlying all the input received from different audiences is the commonly held opinion that Guelph is not transit ready at this time and taking transit to the downtown doesn't work as a primary mode for trips which will result in residents, employers, employees, and visitors continuing to drive downtown for the foreseeable future.

A further key message also included the need for parking for employees who live outside of and north of the city where transit is not an option. It was noted that downtown Guelph is a key centre within the broader geographic region and attracts businesses and organizations from within this larger area and that these trips will continue to be by car.

Less on-street parking and more public space for on-street patios, public art, shade trees, and a vibrant destination were noted to be important to those that would like to see less cars in downtown. Others are concerned that more consideration is needed of how a less car oriented downtown affects different people from an equity lens and the overall vitality of the Downtown.

Table 14 provides an overview by frequently noted topics for consideration in the development of the Downtown Parking Master Plan. This is a synthesis of what was heard which includes key themes and ideas noted for addressing various needs and concerns.



Table 14 What Was Heard Key Messages

Frequently Noted Topics	What we heard (key themes)	What we heard (key ideas)
1. There are concerns about the availability and proximity of parking to different destinations	<ul style="list-style-type: none"> • Having enough parking throughout the downtown and choices as to where to park is key to the success of the downtown. • Cannot find available parking at or near (within a block of destination or within a 10-minute walk). • Not enough parking spaces. • On-street complimentary spaces are in high demand. • Lack of available convenient parking near downtown destinations for short stays. • Lack of spaces for dropping goods off or for short term 15-minute parking • Streets surrounding the downtown are frequently used by people going downtown who either can't find parking downtown or for whom the costs of the parkades and surface lot is too high. • Downtown residents are experiencing issues finding parking with few permits available particularly for those that do not have driveways. 	<ul style="list-style-type: none"> • Maintain the number of on-street parking spaces. • Promote use of parkades through reduced rates and better conditions. • Create a short stay 15-minute parking for drop-offs. • Place signage on downtown perimeter indicating where parking is available in real-time, and development of a municipal parking app. • Identify more locations for parking for downtown residents.
2. Some areas of the downtown are seen to be underserved and parking is not available where it is needed	<ul style="list-style-type: none"> • North end of downtown is underserved for parking with no reasonable options close to destinations. There is not enough parking available north of Quebec Street and Douglas Streets. Need more parking added to replace Baker lot. • The area south of the railway track is not well serviced with a demand for more parking. It was noted that this may become more of an issue with GO Station, with people driving to the station and not having anywhere to park. • The Neeve Street lot is used mostly for permit parking and not available for people shopping or dining downtown. • Despite the availability of spaces in the Market Street parkade, it is viewed as too far a distance to walk to destinations at the north, east and south edges of the downtown. • The location of accessible spaces for people with disabilities should be reviewed to address where there are areas that lack spaces. 	<ul style="list-style-type: none"> • Create more parking in areas that are seen to be underserved including more parking north of Quebec and Douglas Streets. • Create new parking supply in underserved areas. • Consider reallocating some permit parking i.e., Neeve Street surface lot so as to provide parking for businesses in proximity. • Further consider impact of GO Station on existing parking supply. • Assess the location of accessible spaces for people with disabilities to ensure that they are located where they need to be.



Frequently Noted Topics	What we heard (key themes)	What we heard (key ideas)
3. There is a high demand for complimentary on-street parking	<ul style="list-style-type: none"> • Significant support for and demand for complimentary on-street parking. • Complimentary two-hour parking is appreciated and important for customers and attraction to the downtown. • On-street complimentary parking is noted to be important for all type of businesses including retail stores, restaurants, for going to appointments downtown and is valued by social service organizations for volunteers. • It was noted that it seems difficult to enforce the two hours maximum which may result in lower turnover of parking in these spaces. • Reducing complimentary parking to one hour is not supported by businesses who note the effect of potentially lessening foot traffic. • View that delivery vans, trucks and construction vehicles often take up spaces or block spaces. • Cars circle to find spaces near their destination. 	<ul style="list-style-type: none"> • Maintain complimentary parking. • Increase enforcement. • Consider dedicated spaces for some uses. • Create better delivery options downtown to lessen the use of on-street spaces by delivery vehicles. • Restrict construction vehicles and commercial vehicles from using spaces. • Provide more wayfinding and signage to indicate where parking is available when entering downtown.
4. Whether to charge for on-street parking in the future is a hot topic.	<ul style="list-style-type: none"> • Throughout the engagement process, a majority opinion expressed was about support for and the importance of maintaining complimentary on-street parking. • Survey #2 asked for feedback on the degree of support for continuing on-street complimentary parking funded through the tax base in the next five years?". The following responses were noted to this survey question. Very supportive (58%); Somewhat supportive (16.5%); not supportive (25%) and I don't know (.5%) • For some participants, there is a desire for dynamic pricing of parking on downtown streets moving away from complimentary parking. 	<ul style="list-style-type: none"> • Maintain complimentary on-street parking. • If charges for on-street parking are introduced, then they should be modest. • If charges for on-street are introduced, then they should be phased in and coupled with the offering of complimentary parking in the parkades, reduced fees in these facilities, • Some people would like to see discounts for social service providers and volunteers. • Others would also like to see parking passes or discounts made available to businesses for distributing to customers.



Frequently Noted Topics	What we heard (key themes)	What we heard (key ideas)
<p>5. There are concerns about what is perceived to be costs that are too high and lack of affordability of parking in the parkades and surface lots</p>	<ul style="list-style-type: none"> • The current cost of parking downtown is a key issue. Parking permits and charges for short-term parking in the parkades and surface lots were identified to be costly. • Parking costs are an issue for employees and businesses in the downtown. • Rates are seen as too high for downtown workers particularly non-profits and service providers. • Many people are of the opinion that the cost of monthly parking permits is too high. • Downtown residents also noted that cost for parking when they could get parking had increased and was not affordable. • Affordability is a concern for out-of-town employees who come to Guelph of town and for whom transit does not exist. Many feel that they are being priced out of working downtown. • Survey #1 identified that the cost of parking downtown is seen as a very important consideration with over 60% of respondents choosing this as their response choice. • Views that monetizing parking in the downtown and not in others area of the city create an imbalance where it costs a lot to come downtown both as a patron and to operate a business in the downtown. Monthly fees are too high and should have a more equitable structure for charging for parking in the downtown. 	<ul style="list-style-type: none"> • Shareable parking permits. • Permits for several days a week. • Reduce parkade fees for the first 2 hours. • Have pay and display on first floor of Market Street parkade. • Offer discounts for parking in the parkades and surface lots (i.e., for non-profits and service providers, volunteers and staff). • Assist businesses to promote parking in parkades. • Should paid on-street parking be recommended, consider phasing in. • Reduce parkade parking charges for short-term users and for events. • Charge less for residents in the few surface lots where there are permits.
<p>6. Concerns about safety when using surface lots and parkades</p>	<ul style="list-style-type: none"> • View that parkades and surface lots do not feel safe to use due to the prevalence of transient activity with people sleeping in the stairwells. • Additional concerns about illicit activity occurring in the parkades. • View that increased security is needed on site. • Despite City efforts, maintenance issues in the stairwells resulting from transient activity that occurs at different times. • Poor lighting in stairwells in East and West Parkades. • More cleaning and maintenance are needed 24 hours to address conditions. 	<ul style="list-style-type: none"> • On-site security. • Increased security patrols. • Brighter lighting. • Painting interior of parkades to make them brighter. • More frequent cleaning of stairwells in East and West Parkades. • More maintenance to address issues by transient use.



Frequently Noted Topics	What we heard (key themes)	What we heard (key ideas)
7. Desire to shift more of the demand for parking in the downtown to the off-street facilities	<ul style="list-style-type: none"> Parkades need to be made a more attractive option by making them more attractive to users. 	<ul style="list-style-type: none"> Better lighting, frequent cleaning of stairwells, on-site security. Incentivize pricing including passes for business owners to distribute to customers. Reducing rates for restaurant and retail employees. Reducing rates for non-profit and social service providers. Implementing complimentary parking to encourage use. Potential to animate space by holding events to enliven parkades and make them more people friendly. Electronic signage on perimeter of downtown to show where parking is available.
8. Need for more secure bicycle parking throughout the downtown	<ul style="list-style-type: none"> Lack of secure bicycle parking generally in the Downtown. Only secure spaces are in the Market Street parkade. Bicycle parking is chaotic. Cyclists are locking up to poles and street infrastructure where available. No parking for e-bike charging. Cycling is challenging in downtown due to cars circling to find spaces, poor site lines due to angle parking, delivery vehicles parked in the middle of the road and drivers and safety is of concern. Intersection design needs to be improved to make it safer for pedestrians and cyclists. Need better winter maintenance. 	<ul style="list-style-type: none"> Provide secure bicycle parking options throughout downtown in different locations. Provide covered parking. Provide parking for e-bikes with electric charging capabilities. Work with Tourism partners to identify options. Promote creation of bicycle parking at Central Station and GO Station. Assess safety concerns noted to make improvements to create safer pedestrian and cycling downtown.
9. Better organization of deliveries with more drop-off and short stay spaces	<ul style="list-style-type: none"> Deliveries in the Downtown are seen as chaotic with double-parking of commercial vehicles while on delivery. Commercial vehicles including construction vehicles are observed -parking in complimentary on-street spaces for extended periods of time. There are few spaces for volunteers, service organization staff, medical services and others near destination for dropping off food and supplies and picking up items. 	<ul style="list-style-type: none"> Desire for dedicated short stay spaces for specific uses in the downtown i.e., medical clinics. More spaces near social services and service organizations for the dropping off of food and supplies. Creation of short stay 15 minutes spaces with enforcement to enable deliveries to get close to their destinations.



Frequently Noted Topics	What we heard (key themes)	What we heard (key ideas)
10. Accessible parking for people with disabilities	<ul style="list-style-type: none"> • Need to consider the right number of spaces on different streets. • Challenge of knowing where accessible spaces are available and when. • More sheltered accessible parking spaces • Improve access to sidewalks. • Provide accessible electric vehicle charging. 	<ul style="list-style-type: none"> • Direction from Accessibility Advisory Committee • Establish a working group to determine if some existing on-street spaces should be redistributed from one street to another. • Improve access to sidewalks. • Ensure supply of sheltered accessible parking spaces • Provide accessible electric vehicle charging. • Develop mobile app to identify available accessible spaces.
11. Availability and cost of parking for residents in neighbourhoods downtown	<ul style="list-style-type: none"> • Many people in residential neighbourhoods downtown do not have driveways. There are not enough permit parking spaces for residents living in adjacent neighbourhoods. Example provided of difficulty getting permits for the Arthur Street lot with year long wait lists. • Costs of permits when available have increased/doubled in recent years. Costs are too high. 	<ul style="list-style-type: none"> • Consider how to create more permit parking for residents given the long wait list for existing lots. • Prioritize permits for residents living in adjacent neighbourhoods. • Should permitting on residential streets be rolled out, cost will be an important factor.
12. People will continue to drive downtown for the foreseeable future	<ul style="list-style-type: none"> • While transit seems to be recognized to be important for providing alternative choices for getting to and from downtown, the majority of those engaged (over 75% as noted from the first survey) drive downtown and don't see that changing. • For many, transit service is not sufficient to make it a viable alternate choice. • Many have multiple trips and do not foresee transit meeting their needs. • Employees noted that many areas outside of the downtown are not well serviced by transit or reliable to get to work when they need to be there. • Out of town employees working in the downtown do not have transit options and drive from places north of the City to work every day, • Some note that the discussion of parking seems overly focused on making parking less viable in the downtown which contrasts with how it is being considered everywhere else in the city. 	<ul style="list-style-type: none"> • Continue to provide parking and work to improve the downtown parking ecosystem. • Improve transit to create to make it more viable for trips downtown. • Create secure bicycle parking in the downtown area. • Recognize that many residents and employees and employers need to and will continue to drive.



2.8 Public and Stakeholder Response by the Numbers

The following public and stakeholder response by the numbers at **Table 15** represents the number of community members who connected with and participated in the Downtown Parking Master Plan public and stakeholder engagement process.

Table 15 Public and Stakeholder Response by the Numbers

Number Involved	Public and Stakeholder Engagement Activities Undertaken
3,810	Visit to the site on Have Your Say Guelph
3,098	Unique visitors to the site and viewed at least one page
2,115	Unique visitors who are informed, which means that they engaged with a survey, looked at a public meeting video or downloaded a document.
1617	People were engaged by filling out a survey
1308	Respondents to Survey # 1 (April 2023)
309	Respondents to Survey # 2 (June 2023)
13	Attendees/connections at Virtual Public Meeting #1 (April 13, 2023)
29	Attendees/connections at Virtual Public Meeting #2 (June 28, 2023)
65	Participants at Stakeholder Small Group Meetings
15	Accessibility Advisory Committee (February 21 and June 20, 2023)
40	Downtown Stakeholder Workshop (May 4, 2023)
7	Emails received to the email address throughout the study

2.9 How Input was Reflected in the Downtown Parking Master Plan

Public and stakeholder input was reflected in the Downtown Parking Master Plan in multiple ways throughout the process and in developing recommendations. **Table 16** illustrates how input shaped the public conversation and study outcomes:



Table 16 How Public Input was Reflected in the Downtown Parking Master Plan

Ways in Which Input was Reflected	Examples of How Input was Incorporated Throughout the Study
Building Awareness	<ul style="list-style-type: none"> At every point of contact during the public engagement process, stakeholders were enlisted to circulate notices about the public surveys and public meetings to employees, members and contacts so as to broaden the outreach for these input activities. Emails with key information were circulated to make it easy for the sharing of information amongst potential contributors.
Developing Consultation Materials	<p>Identification of key topics, ideas and content used to develop the following:</p> <ul style="list-style-type: none"> Survey #1 and Survey #2 questions Presentation materials for stakeholder meetings Overview of key themes and topics for presentation and discussion at Public Meeting #1 Summary of what was heard for presentation and discussion at Public Meeting #2 Downtown Stakeholder Workshop Discussion Themes and Ideas Future Scenarios for inclusion in Survey #2 and Public Meeting #2 Discussion for Accessibility Advisory Committee on key gaps and at Meeting #1 and responses to input received at Meeting #2
Providing data and anecdotal information	<ul style="list-style-type: none"> Input to research, data collection and analysis Observations and information about supply and demand. Information on cost of parking and affordability of permits. Information about experiences with the existing parking ecosystem. Client, consumer and employee needs and data.
Developing future scenarios for parking in downtown Guelph	<ul style="list-style-type: none"> Identification of potential options and strategies Considerations for what the medium and long term could look like Descriptions for future scenarios for assessing priorities and potential strategies and short and longer-term actions.
Developing recommendations	<ul style="list-style-type: none"> Ensuring that recommendations include short term or near-term recommendations building on what was heard including immediate issues and gaps. Considering the allocation of parking throughout the downtown and where new parking may be needed to address underserviced areas identified through the engagement. Assessing costs of parking noting comment about the affordability of parking. Ensuring that there is an understanding of the many strong opinions in support of maintaining complimentary on-street parking and reducing costs of off-street parking when discussing future financial models. Highlighting the importance of addressing concerns about safety in the parkades and surface lots. Inclusion of input on the condition of parkades and surface lots in future actions to be considered by the City. Identifying actions for creating more secure bicycle parking and e-bike charging. Inclusion of Accessibility Advisory Committee June 20, 2023, Motion in recommendations.



2.10 Considerations for Future Engagement on Downtown Parking

There are a number of considerations for future engagement that would assist the City in maintaining a good exchange of information amongst downtown stakeholders and the public to support the implementation of the Downtown Parking Master Plan recommendations. There is significant interest amongst stakeholders and a commendable level of interest is being exhibited for working together to find practical solutions. The City could continue to build on the engagement by involving the downtown Guelph Business Association, Downtown events and venues, Community Health and Social Services, County of Wellington, Conestoga College, landowners, the Guelph Coalition for Active Transportation and others as they move forward.

It will also be important to inform the public about how the parking ecosystem evolves over the next 20 years. The affordability of parking and condition of parkades were frequently noted as significant issues in the downtown parking ecosystem. As the implementation of the recommendations approved by City Council unfolds and given the extensive on-going revitalization efforts by the City in the downtown, updates on parking activities could be included in future newsletters and updates on the city website with opportunities for involving the public through future surveys and opportunities to comment on actions.

Several specific actions were identified through the engagement process including establishing a Working Group with the Accessibility Advisory Committee to review the appropriate location of on-street parking spaces with the potential for relocating some of the spaces to better address proximity to destinations. Terms of reference are recommended which would include composition, frequency of meeting and resources to support the discussions and outcomes.

The Guelph Coalition for Active Transportation has identified key locations where secure bicycle facilities could be prioritized and these could be further reviewed through discussion with City Staff from Transportation Engineering, Transportation Planning, and Parking. As the City furthers its goals of advancing cycling tourism, parking infrastructure could be further explored with Economic Development and Tourism and Metrolinx to add parking at the GO Station and at strategic points within the downtown.

Parking on residential streets surrounding the downtown was noted as potentially becoming an issue particularly in the area north of Quebec Street. Focused engagement with downtown residents on key streets in proximity to the downtown could address future implications and options.

Throughout the engagement process ideas for improving the downtown parking ecosystem in the near term were identified including perimeter signage, wayfinding near public facilities, animation of parkades, promotion of complimentary parking times in parkades, marketing of parkades as a great place to park, supporting employees with reduced rates, shared parking passes and other ideas for example. The implementation of short-term ideas could be undertaken in conjunction with downtown stakeholders and future engagement could shore up resources and capacity for implementing ideas.

As plans for Conestoga College and future development in the downtown unfold additional conversations would be beneficial for assessing opportunities and addressing future demand for parking. Similarly, the impact of the future GO service increases may require future analysis with respect to how people will travel to the Station once the increased service is in place and what that may mean for the parking ecosystem.



3.0 POLICY CONTEXT

The existing policy framework that impacts parking in downtown Guelph is summarized below. Where appropriate, on-going policy planning efforts that will result in policy changes are listed.

3.1 Downtown Guelph Secondary Plan

The Downtown Guelph Secondary Plan is Section 11.1 of the Guelph Official Plan. It was approved by Guelph City Council in 2012, brought into effect by the Ontario Municipal Board in 2013 with the exception of site specific appeals, resulting in several modifications in 2015 and then again in 2023 as part of revisions to the Official Plan undertaken by the City.

The Secondary Plan outlines the vision for revitalizing downtown Guelph based on a 2031 planning horizon and was developed to address the requirements of municipal and provincial growth plans (i.e. Places to Grow) and guide intensification in the downtown core.

Policy direction is provided relevant to parking in the context of policy direction for all future downtown development. Principle 6 is “Make it Easy to Move Around.” Objectives to create a transportation system for all urban modes of travel are included below:

- a) *Design streets to safely and comfortably accommodate pedestrians, cyclists, transit vehicles, loading and private vehicles, using standards appropriate to Downtown’s planned urban context;*
- b) *Accommodate and support a major transit station and a high level of local and regional public transit service;*
- c) *Create an environment that encourages walking everywhere Downtown;*
- d) *Provide facilities within both the public realm and private developments that encourage cycling;*
- e) *Discourage fast-moving vehicular traffic Downtown;*
- f) *Provide public on-street and off-street parking facilities throughout Downtown to support commercial, institutional and employment uses;*
- g) *Minimize and mitigate traffic impacts on existing residential neighbourhoods within and surrounding Downtown.*

There are a number of policies included in the Downtown Guelph Secondary Plan which directly mention parking, of which several notable policies that are relevant to the Parking Master Plan are included below:

11.1.4.1.4 Transportation demand management (TDM) will be critical to achieving a transportation system Downtown that provides and promotes attractive alternatives to the automobile. The City shall work with transit providers, developers and businesses Downtown to develop and implement TDM measures that promote the use of transit, walking, cycling and carpooling. The City may require large-scale development or businesses to complete a TDM plan. TDM plans will describe facilities and programs intended to discourage single-occupancy vehicle trips, minimize parking and promote transit use, cycling, car sharing and/or carpooling. The City may permit reduced parking standards for developments which demonstrate through a TDM plan and implementation strategy that a reduction in parking standards is appropriate.

11.1.4.4.3 Bicycle parking facilities shall be provided at all major public destinations Downtown, including Guelph Central Station, City Hall, the existing and proposed main library, parks, schools, cultural facilities, other public institutions and retail streets. A sheltered bicycle lock-up facility should be provided within Guelph Central Station.

11.1.4.5.1 Downtown shall continue to be served by a range of parking facilities, including but not limited to above-ground and below-ground parking structures, small public and private surface parking lots, and on-street parking. The City shall continue to play an active role in the supply of off-street parking in the Downtown. As lands are



redeveloped and the Downtown population increases, the City shall continue to acquire, operate and pursue development of public parking facilities in the general locations identified in Schedule A and potentially in other locations.

11.1.4.5.3 The City may reduce or exempt any requirement for private off-street parking for development in Downtown provided there is adequate alternative parking. A development agreement, cash-in-lieu of parking or other financial contribution policy, may be required where a development proposal is granted an exemption or is permitted to reduce the parking requirement in accordance with the policies of Chapter 5 of the Official Plan.

11.1.4.5.4 The City, in consultation with Downtown business owners and other stakeholders, shall prepare a Downtown Parking Strategy that considers at a minimum:

- a) an assessment of the current supply of parking and opportunities to improve the distribution of parking;
- b) the existing and projected future demand for parking Downtown for commercial, employment, institutional and entertainment uses, in the context of economic development objectives;
- c) existing and future opportunities for shared parking that maximizes the use of facilities;
- d) a cash-in-lieu of parking policy for new commercial development that reduces the requirement for on-site parking and supports the development of shared public parking facilities;
- e) an assessment of on-street parking policies, including angled parking;
- f) appropriate minimum and maximum parking standards including the provision of required parking off-site;
- g) a long-term strategy to ensure an adequate supply of public parking across Downtown and which is aligned with economic development initiatives; and,
- h) parking management solutions, demand side solutions and optimization of existing parking stock.

11.1.5.1.2 The City shall review and where appropriate revise its Downtown Public Realm Plan to ensure it is consistent with the principles, objectives and policies of the Downtown Secondary Plan. In updating the Streetscape Manual within the Public Realm Plan, the following shall be addressed:

- i) Appropriate cross-sections for key Downtown Streets which integrate and reflect the policies of this plan and the Downtown Parking Strategy

11.1.5.1.4 Macdonell Street and Wyndham Street north of the CN railway tracks shall be priorities for streetscape improvements. Both streets shall be redesigned and rebuilt to enhance the pedestrian realm and generally beautify these signature main streets with landscaping. The streets' boulevards should have space to accommodate restaurant patios, a clear area for pedestrians, trees and potentially planters, and street furnishings. In the context of a Downtown Parking Strategy, the replacement of angled parking on Macdonell Street with parallel parking may be considered to allow for wider boulevards and bicycle lanes. Travel lanes should be designed for high volumes of bus traffic and reserved areas for single-unit delivery trucks should be considered. Street trees generally should be planted 6-8 metres apart on centre depending on the species used.

11.1.7.2.4 The following general policies respecting parking, loading and servicing shall apply to all areas of Downtown:

- c) Parking for apartment dwellings, including visitor parking, generally shall be located in underground or above-ground structures or surface parking lots at the rear of the building, unless other arrangements for off-site parking have been made to the City's satisfaction.



- d) *Requirements for on-site parking for institutional, office and retail uses may be waived or reduced, subject to the Downtown Parking Strategy. Where parking for such uses is provided on site, it shall be located in underground or above-ground structures or surface parking lots at the rear of the building. However, new office or institutional buildings, with or without other uses on the ground floor, generally shall include at least one level of underground parking.*
- e) *Generally no parking shall be permitted between the front of a building and the street to help create pedestrian-oriented streetscapes.*

11.1.7.2.5 *The following policies shall apply to above-grade parking structures:*

- a) *Parking structures should generally be accessed by motor vehicles from a Local Street, Secondary Street or Laneway and should be located in the middle of a block where possible, behind other uses fronting the street.*
- b) *Parking structures on a street shall generally contain active uses on the ground floor subject to technical considerations and the entire façade shall be designed to appear as fenestrated buildings, with a regular articulation of openings and materials that are consistent in type and quality with those of surrounding buildings.*
- c) *Vehicular entrances to above-grade or underground parking structures on public streets shall be integrated into the design of the building.*
- d) *Pedestrian entrances to parking structures shall be clearly identified and well lit.*

Boundaries for the Downtown Guelph Secondary Plan are provided in **Exhibit 1** (Schedule C: Land Use Plan).



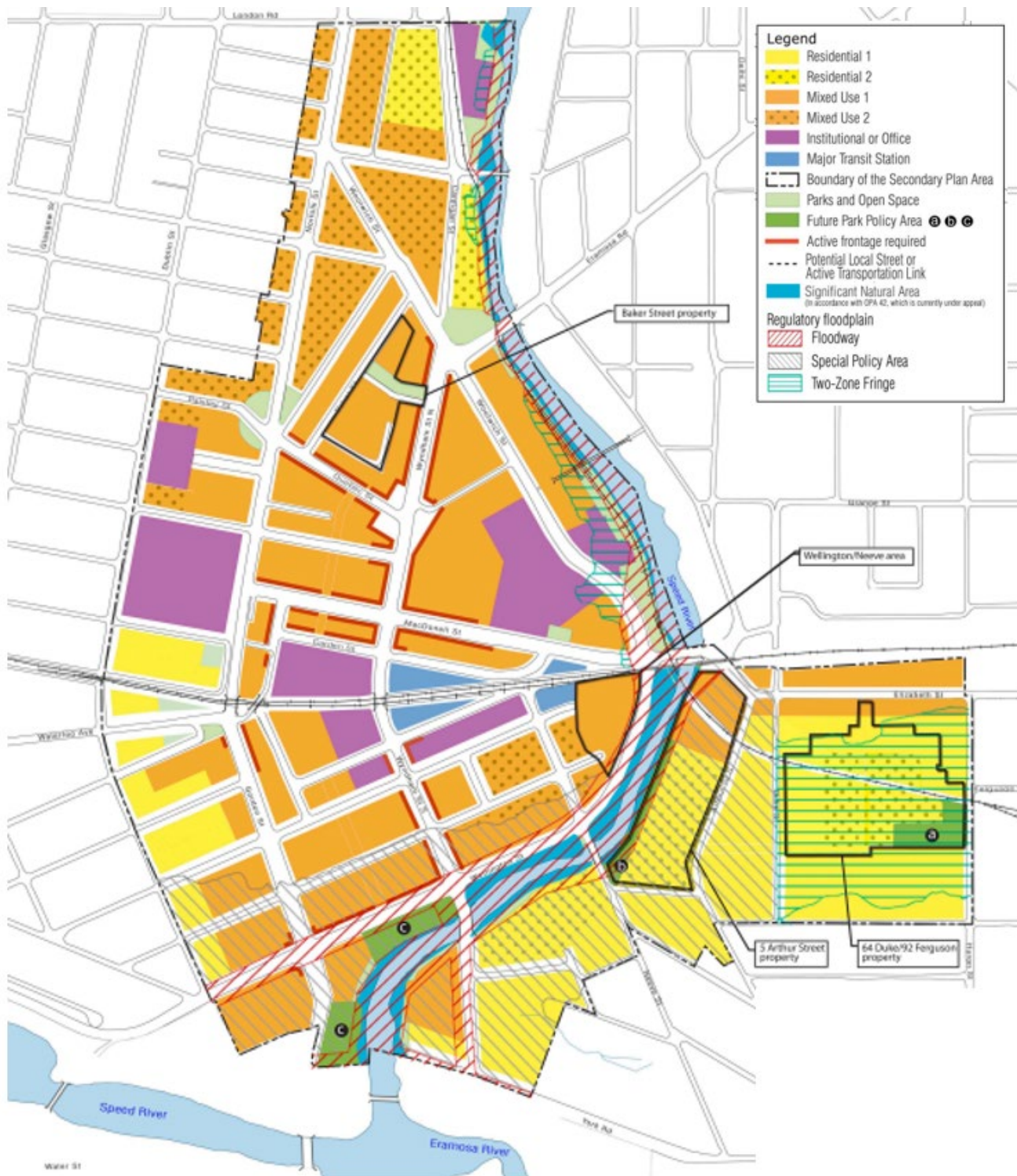


Exhibit 1 Downtown Guelph Secondary Plan (Schedule C: Land Use Plan)



3.2 Shaping Guelph Official Plan Amendment 80

In July 2022, Guelph City Council approved Official Plan Amendment (OPA) 80 in order to update the Guelph Official Plan and bring it into conformity with provincial plans and policies (e.g. A Place to Grow, the Planning Act, and the 2020 Provincial Policy Statement).

Official Plan Amendment 80, as passed by Council, revised the Official Plan's vision, urban structure, population and employment figures, density and intensification targets, and associated policies and land use designations for conformity with A Place to Grow: The Growth Plan for the Greater Golden Horseshoe.

In addition to OPA 80, the Shaping Guelph Growth Management Strategy and Land Needs Assessment provided a preferred growth scenario to optimize the use of land and infrastructure, provide for a diverse mix of land uses and align with the Council endorsed vision and principles for growth.

Notable forecasts and targets included:

- Over 30 years, population growth to 208,000 people
- Over 30 years, employment growth to 116,000 jobs
- 200 residents and jobs per hectare in the downtown by 2051

Notably, downtown Guelph was stated to be a focal area for investment, employment, and residential uses, as well as the preferred location for major office and institutional uses. The mix of uses is to support existing and future public transit investment given that the area is a provincially mandated Protected Major Transit Station Area.

3.2.1 Ministry of Municipal Affairs and Housing Approval (April 2023)

As with all municipal comprehensive reviews, the City of Guelph submitted OPA 80 to the Ontario Ministry of Municipal Affairs and Housing (MMAH) for final approval after City Council Approval.

In April 2023, City of Guelph OPA 80 was approved by MMAH with 18 modifications to address provincial policy direction related to housing supply, the Ontario Land Tribunal, planning roles and responsibilities, the Agri-food Network, definitions, among other matters. Population and employment figures, density and intensification targets, and associated policies and land use designations of the City of Guelph Official Plan were amended.

Notable revisions to the Downtown Guelph Secondary Plan, relevant to this study, are described or listed below:

- Schedule D (Downtown Secondary Plan Minimum and Maximum Building Heights) was modified to eliminate maximum heights generally outside of Special Policy Areas.
- Section 11.1.7.2.1 General Built Form and Site Development Policies was modified as follows:

Within the Downtown Secondary Plan, the minimum building height is 2 storeys and the maximum building height is 23 storeys, subject to the policies of this Plan and the protected view corridor and Special Policy Area building heights identified on Schedule D.

- Section 11.1.7.2 Residential 1 Areas was eliminated; it had previously included an exception to establish maximum building height of 3 storeys in Residential 1 Areas to ensure new development was compatible with surrounding neighbourhood.
- Section 11.1.4.5.5 was newly introduced:

The City shall amend its Zoning By-law to reduce minimum parking requirements for transit-supportive development within the Major Transit Station Area.



3.3 City of Guelph 2015 Downtown Parking Master Plan

The City of Guelph developed a Downtown Parking Master Plan through a study that commenced in 2013 with recommendations approved by Guelph City Council in 2015 (referred to herein as the “2015 DPMP”). The 2015 DPMP, with a planning horizon to 2031, was developed to inform the City’s policy decisions on parking and, specifically, to identify, review and evaluate the parking needs and develop a parking plan to support existing and future development as described in the City’s Downtown Secondary Plan.

A plan was developed to support the economic health and growth of downtown Guelph by building new parking facilities to increase the availability of long-stay parking spaces in particular. The plan also envisioned implementing a performance-based parking management system, inclusive of on-street paid parking, to increase turnover and ensure that on street short term parking spaces are available for customers. The parking plan included a funding strategy that was considered essential to support current and future parking needs.

Staff and the Downtown Advisory Committee considered five parking financial models, with the Scenario #3 option approved by Council. The scenario required an increase in tax base contribution of 14%, representing 29% of total projected revenue requirements, and included revenue from paid on-street parking. Re-introduction of paid on-street parking was to be implemented in a phased manner and was seen as a method to support turnover, enhance customer service, and improve enforceability.

The following key findings were outlined in the City of Guelph Staff Report dated November 18, 2015:

In order to address the infrastructure need and enable the envisioned intensification, economic development, employment and city building objectives it is projected that 1,500 new spaces are needed by 2031. Further, additional parking program requirements include:

- 1) The need to establish sufficient reserves to ensure pricing stability, address aging infrastructure and to enable future parking program requirements;*
- 2) Creation of an enterprise governance model whereby the new parking program is integrated into the city’s economic development and city building objectives;*
- 3) Development of an enhanced on-street parking management and customer service strategy to promote turnover and create access to goods and services;*
- 4) Development of an enhanced periphery parking management strategy in order to create an equitable system that integrates the needs of the residents in the periphery while maximizing utilization of periphery on-street inventory; and,*
- 5) Development of supportive policies and zoning (zoning requirements to be addressed separately through the on-going zoning by-law update).*

The 2015 DPMP included a timeline for new projects to introduce key infrastructure and program elements as summarized in **Table 17**.



Table 17 2015 DPMP Construction Sequence and Rationale

Project	Detail
Wilson Street Parkade, 2016-2017	Some pre-work previously completed; first priority; 350 parking spaces funded
Refurbish East and West Parkades	Funding included in each 5 year interval
Neeve Street Parkade, 2019-2020	Second priority new parking structure; requires collaboration with Metrolinx
Baker Street Parkade 2018-2020	Construction of Wilson and Neeve facilities viewed as a prerequisite; 500 parking spaces; not funded as part of model; requires partnerships
Fountain Street Parkade (TBD)	Not ready, needs Phase 2 Environmental Site Assessment; 400 parking spaces

The 2015 DPMP also addressed the on-street parking management system and the integration of public transit and active transportation considerations. Setting parking pricing to incentivize and promote transit, walking, and cycling is represented in planning forecasts and to achieve desired modal splits.

3.3.1 Downtown Parking Master Plan Progress since 2015

Since City Council passed the 2015 DPMP, progress has been made with respect to its objectives as outlined below:

- Dedicated Program Manager – Parking
- Market Parkade (formerly named “Wilson Street Parkade”) was constructed and is now operational
- Construction of Baker Street garage beneath the new central library has commenced – opening 2026
- West & East Parkade major refurbishment projects and elevator upgrades completed
- Completion of a Parking Technology Selection and Implementation Metrics Study
- Procurement of new Parking Management Software
- Procurement of Parking Access Revenue Control System (PARCS)
- Installation of Occupancy Space Counters in facilities
- Installation of On-Street Occupancy Sensors on select streets
- Launch of HONK mobile pay application
- Upgrade of LED lighting in East and West Parkades
- Refurbishment of Neeve Street surface lot
- Installation of EV charging stations in East, West, and Market Parkades
- Transfer of Farmer’s Market surface lot to 10 Carden
- Closure and end of lease on Elizabeth Street surface lot
- Cashless payment options at event parking
- Financial model of the operation changed at Council direction on May 28, 2018



The parking operation budget was moved towards being a user-fee driven budget. The budget has been built to be a net-zero budget with transfers from the operation going to operating and capital reserves. The budget also includes costs of approximately \$973,000 per year to service the debt following construction of the Market Parkade. Since 2020, the operation has received an investment from property tax reserves to offset any negative variance in the budget, which has generally ranged between \$970,000 and \$1,200,000 a year.

3.4 City of Guelph 2018 Updated Downtown Parking Funding Model

In May 2018, City Council removed the previously adopted direction to implement on-street paid parking in the downtown. To support the change, City Council adopted a revised funding model (then referred to as “Alternative C”) including a mix of revenue streams to support downtown parking operations with revenues from permit fee increases, introduction of periphery parking permits and increased property tax investment.

Details of the revised funding model included:

- Tax:
 - \$2.5 million tax contribution
 - \$38 tax burden per \$300,000 household
 - Tax was to be 38% of parking budget
- Monthly Permits:
 - \$130-\$160 for monthly permits, \$20 daily rate; \$4.2 million revenue
 - Permit revenue was to be 61% of parking budget
- On-street Paid Parking:
 - No longer included
- Periphery Parking Permits:
 - \$65,000 nominal amount
 - Revenue for new permits was to be 1% of parking budget

As part of the Council direction, a review was to be conducted in five years.

3.5 City of Guelph 2022 Transportation Master Plan (TMP)

In 2022, Guelph City Council updated its Transportation Master Plan (the “2022 TMP”) to update the long-term strategy (planning horizon of 30 years) for how people and goods move in the city. The 2022 TMP identified the evolution of Guelph’s transportation network, planned transportation infrastructure projects to be completed in the near-term, and transportation policies and programs to be implemented by the City of Guelph. The 2022 TMP identified six issues affecting the direction of future transportation in the city, which included new technology and mobility, changing travel habits, transportation and land use, road safety, network planning, and resilience.

The 2022 TMP includes targeted modal shifts to sustainable transportation options including transit, walking, and cycling, set in ten-year increments. Within the scope of the next Downtown Parking Master Plan over 2031 and 2041, the mode share milestones that the City of Guelph aims to achieve over ten-year increments are shown below (Figure 12 from the 2022 TMP) in **Exhibit 2**, beginning with observed 2016 mode share from the Transportation Tomorrow Survey (TTS).



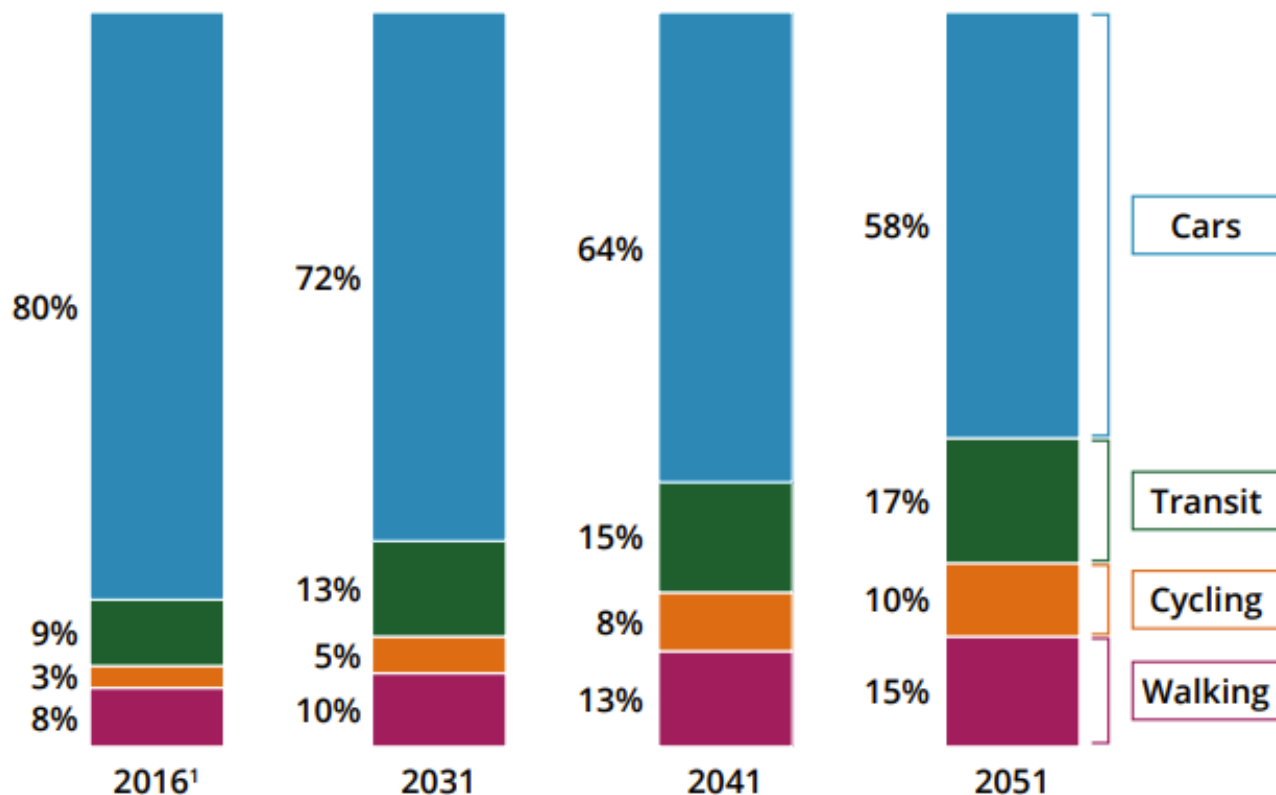


Exhibit 2 2022 TMP Target Milestone Mode Share Shifts (Daily Trips within Guelph) to be achieved over 10-year Increments

The 2022 TMP identifies the need to update the downtown parking strategy to align with the objectives of the TMP to reduce downtown car use. It specifically notes the following:

The City of Guelph has plans to increase the number of parking stalls Downtown from 1,400 to 1,700, while also targeting a significant reduction in Downtown car use. The current Downtown parking strategy was established based on existing travel behaviours, not the TMP aspirations. The parking strategy will need to be reviewed and updated to better align with the mode share objectives of the TMP update.

Policy directions included within the 2022 TMP included a call for the enhancement and alignment of city parking facilities and services by aligning parking strategies and supply with mode share and GHG targets, update the Downtown Parking Master Plan, accommodate the needs of sustainable modes, and consider EV charging station needs in the parking strategy. The provision of both short- and long-term public bicycle parking was identified as a key need. To create attractive intermodal connections, it was recommended that the City of Guelph provide bicycle parking facilities at key transit nodes and transfer points, including continuing to expand long-term and short-term bicycle parking throughout downtown Guelph.



To be 'future ready', the 2022 TMP directs the city to research effective curbside management practices and technologies to better balance and optimize the rising short-term curb space demands due to the increase of ride hailing services, delivery vehicles, curbside pick-ups and drop-offs, along with transit, accessibility, and vehicle parking.

The 2022 TMP directs the city to enhance city parking facilities and services, with parking management stated to be important due to significant costs associated with parking and its influence on mode choice. General goals include:

- Strike balance between supply and demand for various parking types (e.g. short-term, long-term, and accessible), limiting oversupply of parking spaces.
- Improve parking efficiency to reduce amount of space needed for parking, creating opportunities to develop community-oriented spaces and supporting reallocation of on-street parking space for other uses such as active transportation and transit infrastructure.

Further, the 2022 TMP recommended the following policies to improve parking conditions and options throughout the city:

- conduct a review of on-street and off-street parking to ensure the city-wide parking system is in alignment with the goals and objectives of this plan; recommendations of the study will inform future updates to the traffic, parking, and zoning by-laws.
- periodically review and update the City's Downtown Parking Master Plan to align with the TMP goals to reduce auto mode share.
- continue to provide parking to meet the needs of downtown businesses, residents, and visitors.
- continue to play an active role in the supply of off-street parking in the downtown.
- recommend with the Downtown Parking Master Plan best practices of on-street parking management that support the goals and proposed network of the TMP, including:
 - compatibility with proposed Cycling Spine Network within the downtown area
 - consideration for accessibility and transit access needs
 - supply management that balances existing and projected demand with the mode share target set out by the TMP
 - integrated management of on-street stalls for loading and short-term stopping needs
 - consideration of temporary stopping stalls to support automated vehicles or ride-share programs
 - consideration of specialized uses such as electric vehicle or fleet charging locations
- continue to specify off-street parking requirements and establish maximum parking requirements in the Zoning By-law, where appropriate.
- continue to enforce that off-street parking areas and facilities shall be provided through zoning and site plan requirements.
- continue to consider cash-in-lieu of required parking in accordance with the Planning Act.
- continue to follow the 2014 Downtown Streetscape Manual and 2021 Official Plan for on-street and off-street parking guidelines unless superseded by subsequent council-approved road design studies.
- may acquire, develop, and operate parking facilities outside of the downtown, if necessary.



The 2022 TMP indicates that the City of Guelph will continue to support the development of two-way, all-day GO Rail service (described in more detail below in **Section 3.6**). It notes that 2041 forecasts from the Metrolinx business case indicate that, with two-way, all-day GO Rail service, annual boardings at the Guelph Central Station would rise to approximately 650,000 persons, reflecting a 128% increase over the 285,000 persons forecasted for the business-as-usual scenario.

The 2022 TMP also notes support for GO Transit through collaboration, maintaining Guelph Transit / GO Transit co-fare program and participating in future fare integration programs proposed by Metrolinx, and maintaining appropriate multi-modal connections accessing GO Transit (train and bus stops).

3.6 GO Transit

3.6.1 GO Rail Service Expansion

GO Expansion (previously known as Regional Express Rail; RER) is a planned frequency, network, and speed enhancement to the regional GO Rail transit network, to be developed as part of the GO Expansion On-Corridor Works program. Comprised of GO Rail electrification, new stations, and more frequent, all-day services, GO Expansion undertaken by Metrolinx will provide regional transit users with faster, easily accessible, and consistent services, even beyond peak hours.

GO Expansion will provide direct benefits throughout the Greater Toronto & Hamilton Area via the Lakeshore West, Kitchener, Barrie, Stouffville, and Lakeshore East GO lines. These lines will offer service every 15 minutes or better during all times of day, 7 days a week.

Guelph Central Station is an existing station on the Kitchener Line and is located in downtown Guelph. Significant upgrades between Bramalea GO Station and Union Station are planned to introduce two-way, all-day service. Additional improvements will be made to service the remainder of the corridor to the west, including Guelph Central Station. Work required to introduce two-way, all-day service to Guelph includes adding a second rail track through the city and at strategic locations to allow train passing, along with bridge rehabilitation work. At Guelph Central Station, a north platform will be constructed and the south platform will be upgraded. Improved GO Transit service will be introduced incrementally as construction relating to the various upgrade projects advances.

The ultimate condition will include two-way, all-day GO Rail service on the Kitchener Line servicing Guelph Central Station.

3.6.2 GO Station Access Plan – Guelph Central Station

Metrolinx released and updated their GO Rail Station Access Plan in February 2023 to support enhanced GO Station access, improve customer options, and effectively increase GO Station capacity. In particular, the GO Rail Station Access Plan notes that Metrolinx historically accommodated ridership growth by increasing parking supply, which was determined to be environmentally and financially unsustainable. Therefore, a stated goal is to increase ridership by encouraging transportation modal shifts in accessing GO Stations.

The GO Rail Station Access Plan is an update to 2016 and 2013 iterations which are stated to have resulted in modal shifts to date. The 2023 iteration is based on a 2041 planning horizon year.

Qualitative description and forecasts are included for Guelph Central GO Station, which was described as a “Transit Priority” Station Access Type in 2019, reflecting higher than 25% transit modal split for accessing customers and less than 29% active transportation (walk/bike) modal split. Guelph Central GO Station is described as an “Active Priority” Station Access Type in 2041, reflecting a target of greater than 28% active transportation modal split for accessing customers.

Metrolinx’s plan for Guelph Central Station includes some vehicle parking growth, including, as a required improvement: “Add 52 parking spaces and evaluate impacts of PUDO expansion to existing parking supply. Consider exploring off-site shared parking alternatives with the City of Guelph.” The existing station has 18 parking spaces; the requirement would



bring the Station parking supply to 70 parking spaces. It is not clear where additional parking could be physically accommodated on the existing station site.

Other improvements recommended in the GO Rail Station Access Plan include:

- Convert open bike rack on south side of station to 32-space covered sheltered bicycle parking.
- Convert existing shelter adjacent north station building to 32-space covered sheltered bicycle parking.
- Install a 32-space secure bike parking facility within the PUDO area on the south GO station site.
- Install bicycle trough at the 100 Steps bridge, complementing the work provided by the City of Guelph.
- Expand the south PUDO to facility equivalent to 26 waiting and 6 loading spaces.
- Expand the north PUDO to facility equivalent to 11 waiting and 5 loading spaces.
- Implement reserved and carpool parking programs on up to 17% of total spaces.

The stated Access Mode Share in 2019 and target mode share in 2041 are highlighted below:

Table 18 2019 and 2041 Guelph Central Station Mode Share (GO Rail Station Access, Feb. 2023)

Mode	2019 Access Mode Share	2041 Target Access Mode Share	Difference
Drive & Park	8%	8%	0%
Carpool	1%	2%	+1%
Pick-Up & Drop-Off (PUDO)	34%	26%	-8%
Local Transit	30%	32%	+2%
Walk	25%	28%	+3%
Bike	2%	4%	+2%

3.6.2.1 STATION PLANNING INITIATIVES

As part of the on-going GO Rail Station Access planning process, a presentation was delivered to City of Guelph staff in June 2023 by Metrolinx staff, to provide further update on the program and specific planned improvements for Guelph Central Station.

The presentation summarized a January 2021 engagement process which determined local improvements on lands surrounding Guelph Central Station, which included:

- Improving walking/Multi-use path connections
- New signalized intersections and crosswalks
- Prioritizing the implementation of cycling infrastructure
- Wayfinding

Further, it was noted that Station Master Plans will be created with work beginning in summer 2023, to integrate previous consultation work, conceptual design, technical feasibility, and policy feedback to determine long-range planning for a number of GO Stations, including Guelph Central Station. This process is intended to guide growth and development in GO Station vicinities.



3.7 Baker District Redevelopment Urban Design Master Plan

Published in 2021, the Baker District Redevelopment Urban Design Master Plan outlines the City of Guelph's objective to redevelop the pre-existing surface parking lot with frontage onto Baker Street and Wyndham Street into a redevelopment that includes residential buildings, a new central public library and open spaces. Notably, public parking is to be provided below the public library in addition to residential parking below the residential buildings.

The Baker District Redevelopment Urban Design Master Plan stated that the number of public parking stalls to be provided was approximate at the time the Master Plan was published, to be determined at the Site Plan Approval stage of the development process. The public parking stalls provided in the parking garage were intended to contribute to the overall downtown parking supply.

The renewal of Baker Street is expected to re-introduce on-street parking on both sides of the street although this is to be confirmed at a later stage. More on-street public parking is anticipated along Chapel Lane at the south end of the site.

As per the Master Plan, the development concept was stated to include up to approximately 380 dwelling units, of which 12% would be affordable. The library is proposed to be 88,000 sq. ft. The phasing strategy noted that it was assumed that the library construction would occur concurrent to the construction of the residential developments.

3.8 City of Guelph 2022-2026 Economic Development and Tourism Strategy

In order to enhance the economic conditions in Guelph, support resilience, and bring about solutions to local business challenges, the City of Guelph has advanced the 2022-2026 Economic Development and Tourism Strategy. The strategy will direct the city's efforts from 2022-2026 to support the functions of economic development, tourism and the Guelph Junction Railway (GJR). As noted, the plan aligns with Guelph's Community Plan and Strategic Plan, particularly around the pillar of Powering our Future, and will guide and support COVID-19 economic recovery for the city.

Industry cluster development, visitor experience, workforce, and marketplace identity are key themes highlighted through the strategy and refreshed in 2023, along with a more robust review in 2025 to account for updated census population information and on-going pandemic recovery.

Parking is viewed as a key support for the objectives of the 2022-2026 Economic Development and Tourism Strategy. As part of the Parking Master Plan, and to ensure alignment with the Economic Development and Tourism Strategy, the project team has consulted with the Downtown Guelph Business Association, Guelph Chamber of Commerce, and other key stakeholders.

The Parking Master Plan broadly works to deliver the right amount of parking, in the right locations, at the right price. Downtown is a dynamic ecosystem of residents, businesses, faith, social service, and medical services providers, community and arts groups, employees, and visitors who all have varying and unique parking needs. This Master Plan must also balance the needs of these stakeholders with the goals of the Transportation Master Plan.

3.9 City of Guelph Downtown Renewal Project

Two Municipal Class Environment Assessments are being undertaken in downtown Guelph to examine existing infrastructure and the future needs in the downtown:

- The Wyndham Street EA will examine the function of the road for all users including the number of traffic lanes and available active transportation infrastructure.
- The other EA will examine the Macdonell Street Bridge and Allan Dam structures across the Speed River to confirm required improvements and the preferred solution for each.



Public consultation for the EA projects is on-going, and it is expected that the City will present the EAs and Downtown Renewal planning findings and approach to City Council for approval after the consideration of this Parking Master Plan Update. The final design of the first project for the Downtown Renewal is expected in late 2024 or early 2025, with construction expected to start in 2026. The overall design and construction process is expected to last from eight to 10 years depending on pace and capacity.

Given the nature of the project, particularly the Wyndham Street EA, it is expected that changes may occur to on-street parking.

3.10 Guelph's Race to Zero Community GHG Emissions

The City of Guelph is committed to the United Nations Race to Zero campaign and has set targets for the whole community to reduce greenhouse gas (GHG) emissions. There are targets to reduce community GHG by 63% against the 2018 baseline by 2030 (per capita; GHG reduction measured against 2018 population) and to become a net zero carbon community by 2050.

It is noted that city staff are to incorporate environmental stewardship in municipal operations and services by supporting and encouraging walking, cycling, carpooling, car-sharing and transit use within Guelph. A stated goal is to increase daily trips made by non-auto modes of transportation. Actions being undertaken include expanding the on-road cycling network (e.g. bike lanes), supporting active transportation construction projects (signed routes, multi-use paths, cycle tracks), and documenting progress by counting active transportation activity at the Speedvale Bridge.

It is also noted Sustainable Transportation staff have been providing comments on development applications to advocate for sustainable transportation measures (otherwise known as transportation demand management – TDM – measures) including indoor secure bike parking, visitor bike parking, carpool spaces and vehicles, pedestrian connectivity, unbundled parking and transit supportive measures. City implementation of cycling end-of-trip amenities in the downtown core is noted including 40 new bicycle racks.

3.11 Guelph Transit Future Ready Action Plan

In 2019, City Council directed City staff to conduct a public transit route review including examination of individual routes and a system-wide study to evolve from a system that requires transfers at a central hub to a more grid-like system with direct routes.

In 2021, City Council approved the Guelph Transit Future Ready Action Plan which is a blended model of transit hubs, express routes, and routes that follow the city's spine in a grid pattern and the outer perimeter. It is a ten-year plan that will see yearly changes until full integration by 2032.

The Guelph Transit Future Ready Action Plan notes, as an economic strategy, that investment in transit has the potential to reduce infrastructure costs associated with road expansions and parking facilities to accommodate private vehicles. Parking and TDM strategies are noted as transit-supportive initiatives, which include (as examples) limiting long-term parking in the downtown, increasing parking prices, and offering bike racks at transit hubs.

Guelph Transit is an important partner in reducing parking demand, lessening future capital costs, and in optimizing the current supply of parking in the Downtown Secondary Plan area. By optimizing engagement between parking and transit, rationalizing fare strategies, and aligning strategies between parking and transit operations, future capital expenditures in the parking system can be mitigated by accelerating modal shift from vehicular to transit use, wherever and whenever possible.



3.12 City of Guelph Zoning By-law

The City of Guelph initiated a comprehensive review of its Zoning By-law in 2019 to replace the existing Zoning By-law (which was approved in 1995 and went into effect in 1997) and bring the Zoning By-law into conformity with the City's Official Plan which was most recently updated in 2022 (comprehensively in 2018).

In April 2023, Guelph City Council approved Zoning By-law (2023)-20790, applicable city-wide. It is currently under appeal. As a result, during the period of study, both Zoning By-law (2023)-20790 and previous City-wide Zoning By-law (1995)-14864 remain simultaneously applicable.

3.12.1 City-Wide Zoning By-law Vehicular Parking Requirements

Both Zoning By-laws contain regulations for off-street parking requirements for new developments in the City.

The City's approach to parking regulations in Zoning By-law (2023)-20790 (Section 5) is as follows:

- Outlines off-street parking requirements across the city. Topics include location of parking, design standards, rates by use and accessible parking.
- Geographic-based parking system:
 - Parking adjustments are applied to nodes and intensification corridors, reducing minimum parking requirements and applying a maximum parking rate within these areas.

While minimum parking requirements city-wide, *with the exception of Downtown*, were proposed to be reduced by City staff throughout the engagement process leading up to the passing of the new Zoning By-law, an Amendment passed by City Council (April 18, 2023) maintained the minimum parking requirements of Zoning By-law (1995)-14864 for apartment buildings.

Therefore, for apartment buildings located outside of downtown zones irrespective of applicable Zoning By-law, the minimum parking requirements are as follows:

For the first 20 dwelling units: 1.5 spaces per dwelling unit, and for each dwelling unit in excess of 20: 1.25 spaces per dwelling unit. A minimum of 20% of the required parking spaces shall be for the use of visitor parking.

However, other parking minimums were reduced in the new Zoning By-law, including other residential uses and non-residential uses. Parking requirements including multi-unit residential, and a sample of non-residential uses is provided in **Table 19**.

3.12.2 Downtown Zoning By-law Vehicular Parking Requirements

The City of Guelph initiated a Downtown Zoning By-law Update which was approved by City Council in 2017 to reflect the Downtown Secondary Plan (see **Section 3.1**). The Zoning By-law update was brought into effect by the Local Planning Appeals Tribunal in 2018 with the exception of several modifications that were made 2019. The changes amended Zoning By-law (1995)-14864.

In Downtown zones, there are unique minimum parking requirements as listed in Section 14.1.5, including a requirement of 1 parking space per unit for the following uses:

- Apartment Building
- Multiple Attached
- Townhouse
- Mixed-Use Building (requirement is in addition to non-residential parking requirements)

In addition, a specific visitor parking requirement is noted, as per Section 14.1.5:



a) Apartment Buildings, Cluster Townhouses or Mixed-Use Buildings in a D.1 or D.2 Zone, with more than 10 Dwelling Units, require a minimum of 0.05 Parking Spaces per Dwelling Unit in addition to the requirements of Table 14.1.5, Rows 1 and 2, for the Use of visitors to the Building and such Parking Spaces shall be clearly identified as being reserved for the exclusive Use of residential visitors.

It should be noted that *commercial* land uses in the traditional downtown area north of the tracks are generally exempt from having to provide parking through exceptions contained in the by-law in order to reflect the historic nature of the built form that in many cases relied on the provision of municipal public parking.

Notably, the existing parking requirements for Downtown zones were carried forward in Zoning By-law (2023)-20790 and were not amended as part of the Zoning By-law update, pending any recommendations in this report regarding revisions to the supply requirements.

3.12.2.1 HISTORICAL BACKGROUND

The development of minimum parking requirements for downtown zones located south of the tracks in the 2017 council-approved Zoning By-law update was informed by a planning exercise that considered the total parking demand generated by all potential land uses, at all times, and considered how much of the parking demand should be accommodated on-site by private developments and how much could be accommodated by municipal parking facilities (on-street and off-street).

The consideration of what could be accommodated by municipal parking facilities was informed by available land (i.e. municipal land holdings in aggregate), particularly south of rail tracks (Metrolinx-owned “Guelph Subdivision”), and potential parking facilities that conceivably could be built. The 2015 DPMP considered the provision of two municipal parking garages totaling approximately 800 parking spaces including replacing the existing Fountain Street parking lot with a 550 parking space facility and replacing the existing Neeve Street parking lot with a 250 parking space facility near Guelph Central GO Station. In addition, 150 new on-street parking spaces were to be provided by the City of Guelph.

The Zoning By-law minimum parking requirements for downtown zones, therefore, were determined based on setting the requirements to be lower than the anticipated parking demand, on the basis of the aforementioned municipal parking facilities being in place to accommodate some of the demand. At the time, parking demand for many non-residential land uses was anticipated to be around 3.0 spaces per 100 m² GFA, acknowledging that while some uses have higher demand, the demand peak occurs at off-peak times for other uses, functionally enabling the sharing of parking supply. Additional consideration included increases in transit, walking, and cycling usage, which could reduce overall parking demand. For the office land use, it was determined to require office buildings to provide one half of their estimated demand on-site: 1.5 spaces per 100 m² GFA. For retail-commercial uses, the requirement was set at 1.0 spaces per 100 m² GFA.

The strategy to require private commercial and residential development to provide some parking on site was an explicit intent to limit the future provision of municipal parking to what the City could physically provide and balance the future capital and operating costs between the public and private sector.

The minimum parking requirements that emanated from this planning exercise are included in **Table 19**.

It is noted that while non-residential parking requirements were reduced in 2023 as part of the city-wide zoning update described in **Section 3.12.1** above, the non-residential minimum parking requirements for downtown zones remain lower than the city-wide non-residential minimum parking requirements, largely due to the above-noted planning exercise.

3.12.3 Summary of Vehicular Parking Requirements

A summary is provided in **Table 19** of the minimum and maximum parking requirements that are included in the July 2022 draft Zoning By-law. It is noted that the requirements are split based on geographical areas (distinguished by parking adjustment suffix as part of zone for an area) and with completely separate requirements for downtown Guelph matching the pre-existing parking requirements in the Zoning By-law.



Table 19 Zoning By-law (2023)-20790 Selected Minimum Parking Requirements (All Areas)

Land Use	Minimum	Maximum
Lots without parking adjustment (PA) suffix		
Townhouse—back-to-back, cluster, stacked, and stacked back-to-back	1 space per unit (plus 0.2 visitor parking spaces per unit)	No maximum
Apartment Building (Lots without parking adjustment suffix)	For first 20 units: 1.5 space per unit For each dwelling unit in excess of 20: 1.0 spaces per unit (plus 0.25 visitor parking spaces per unit)	No maximum
Mixed-Use Building	In addition to non-residential parking rate: 1.0 space per unit (plus 0.15 visitor parking spaces per unit)	No maximum
Retail Establishment	3.0 spaces per 100m ² GFA	No maximum
Office	3.0 spaces per 100m ² GFA	No maximum
Lots identified with parking adjustment (PA) suffix		
Townhouse—back-to-back, cluster, stacked, and stacked back-to-back	1.0 space per unit (plus 0.2 visitor parking spaces per unit)	1.5 space per unit (plus 0.5 visitor parking spaces per unit)
Apartment Building (Lots identified with parking adjustment suffix)	For first 20 units: 1.5 space per unit For each dwelling unit in excess of 20: 1.0 spaces per unit (plus 0.25 visitor parking spaces per unit)	1.5 spaces per unit (plus 0.25 visitor parking spaces per unit)
Mixed-Use Building	In addition to non-residential parking rate: 1.0 space per unit (plus 0.1 visitor parking spaces per unit)	In addition to non-residential parking rate: 1.5 space per unit (plus 0.25 visitor parking spaces per unit)
Retail Establishment	1.5 spaces per 100m ² GFA	3.0 spaces per 100m ² GFA
Office	2.5 spaces per 100m ² GFA	5.0 spaces per 100m ² GFA
Downtown (D1, D.2, D.3, and D.3a zones)		
Apartment building, townhouse dwelling-rear access on-street	1.0 space per unit (plus 0.05 visitor parking spaces per unit for buildings with more than 20 units in D.1 or D.2 zones)	No maximum
Mixed-Use Building	In addition to non-residential parking rate: 1.0 space per unit (plus 0.05 visitor parking spaces per unit for buildings with more than 20 units in D.1 or D.2 zones)	No maximum
Retail Uses (see note 1)	1.0 spaces per 100m ² GFA	No maximum
Office Uses (see note 1)	1.5 spaces per 100m ² GFA	No maximum

Notes:

- Most of the traditional downtown area north of the tracks is exempt from providing parking for retail and office uses with exceptions to the general by-law requirement.



3.12.4 Electric Vehicle Parking Requirements

Electric vehicle parking requirements have been introduced to Zoning By-law (2023)-20790, specifically in Section 5.9 of the By-law. The following lists electric vehicle parking requirements for new developments identified in Section 5.9 of the By-law:

- a) A minimum of 20% of the total required parking spaces for multi-unit buildings with 3 or more dwelling units and mixed-use buildings on lots identified with a (PA) suffix shall be provided as electric vehicle parking spaces.*
- b) A minimum of 80% of total required parking spaces for multi-unit buildings with 3 or more dwelling units, townhouse – cluster, stacked, stacked back-to-back, and mixed-use buildings shall be provided as designed electric vehicle parking spaces.*
- c) For any non-residential use, a minimum of 10% of required parking spaces shall be provided as electric vehicle parking spaces and a minimum of 20% of required parking spaces shall be provided as designed electric vehicle parking spaces.*

In the by-law, a “designed electric vehicle parking space” is defined as a parking space designed and constructed to be electric vehicle ready, enabling future installation of electric vehicle supply equipment.

3.12.5 Downtown Zoning By-law Bicycle Parking Requirements

As per City of Guelph’s Zoning By-law 2023-20790, bicycle parking including short-term and long-term spaces are required for new developments city-wide, with different required bicycle parking rates for downtown Guelph. **Table 20** summarizes the bicycle parking rates applicable to downtown Guelph.

Table 20 Zoning By-law 2023-20790 Bicycle Parking Rates in Downtown Zones

Use	Short Term Minimum Requirement Rate	Long Term Minimum Requirement Rate
Apartment building	0.07 spaces / unit	0.68 spaces / unit
Live-work unit, mixed-use building	0.07 spaces / unit + non residential parking requirement	0.68 spaces / unit + non residential parking requirement
Retail uses	0.25 spaces / 100 m ²	0.085 spaces / unit
Office uses	0.03 spaces / 100 m ²	0.17 spaces / 100 m ²
All other non-residential uses	4% of the required vehicular parking	4% of the required vehicular parking

Notes:

- In buildings having less than 10 dwelling units, no bicycle parking spaces are required for the residential component.
- The required bicycle parking space, short-term for any use may be located on the lot on which the use is located, and/or on the street abutting the lot.



4.0 EXISTING CONDITIONS

4.1 Parking Management and Operations

4.1.1 Management

The City of Guelph manages and operates the municipal parking system in the downtown area. This responsibility falls under the Engineering & Transportation Services department, specifically the Transportation Engineering division, which operates within the larger service area of Infrastructure, Development and Enterprise.

On-Street Parking

The majority of on-street parking spaces in downtown Guelph are operated under the City's complimentary two-hour parking program, which allows a user to park for two hours once per day, from Monday to Saturday between 9:00 am-9:00 pm. There are approximately 590 on-street parking spaces within the downtown Guelph Boundary with the two hours maximum once per day restriction. Since the once-per-day restriction for downtown on-street parking means that drivers who park on downtown streets cannot exceed a two-hour stay from their initial parking time and cannot re-park in any other downtown on-street location after the initial two hours have elapsed, users who require parking for more than two hours (or for multiple visits per day) must use an off-street lot. Zones 2, 3 and 4 contain the majority of the supply of two-hour max once per day parking, as seen in **Figure 2**.

In addition to the complimentary two-hour maximum once per day restriction, there are other parking permissions governing on-street parking in downtown Guelph. Some locations have two-hour parking permitted without a once per day restriction from 8:00 am – 6:00 pm from Monday-Friday, with parking permitted overnight and on weekends. There are also locations with 15-minute parking permitted on-street from 8:00 am – 6:00 pm Monday – Saturday. **Exhibit 3** shows some parking permission signage located around downtown Guelph.

Some on-street parking meters still exist in peripheral areas near Guelph General Hospital, but are being replaced by a parking app to pay by phone. Current rates for these meters are \$3 per hour, with a minimum purchase rate of \$0.50. The on-street metered parking is valid daily from 9:00 am – 9:00 pm. In the peripheral area of downtown Guelph, the two-hour complimentary once per day restrictions do not apply, and while parking restrictions do vary in the peripheral areas, it is generally possible to park on streets for extended periods within peripheral areas.



Exhibit 3 On-street Parking Permission Signage



The City of Guelph has partnered with Eleven X to place and monitor parking sensors for specific on-street parking along Cork Street, Quebec Street, Wyndham Street, and Macdonell Street. This is further discussed in **Section 4.7.2.3**.

Permits are also available on selected streets for residents of the downtown who do not have access to an off-street parking space, so that long-stay and overnight parking is permitted for permit holders at those locations.

Off-Street Parking

Off-street parking facilities in the downtown area are operated with a varying combination of permit parking and pay-and-display systems, depending on each off-street facility. The parking rates are set at \$3 per hour, applicable every day from 8:00 am to 6:00 pm, and a \$30 maximum per day. After 6:00 pm on evenings and on Sundays, parking is complimentary in the off-street facilities. On Saturdays, the parking rate for off-street is a flat rate of \$3, and for special events, a flat rate is \$5.50 is used.

In addition to monthly parking permits that are available for long-stay parking used by employers and employees in the downtown, the City also makes some lots available for overnight residential parking permits for residents of the downtown who do not have access to an off-street parking space at their dwelling. Monthly permit parking costs range from \$77.77 - \$184.48 and are summarized in **Table 21**.

Table 21 Monthly Parking Permit Fees (Including HST)

Location	2023 Fee Per Month
Arthur Street parking lot (restrictions apply)	\$115.26
Cardigan Street East time exempt	\$77.77
Cardigan Street meters	\$80.37
East Parkade	\$174.98
Farquhar Street East time exempt	\$77.77
Farquhar Street meters	\$97.21
Freshfield Street time exempt	\$97.21
Market Parkade	\$184.48
Market Parkade residential: valid 4 p.m. to 10 a.m.	\$77.77
Neeve Street parking lot	\$129.61
Norwich Street parking lot (restrictions apply)	\$115.26
Surrey Street time exempt	\$85.55
West Parkade	\$174.98
West Parkade residential: valid 4 p.m. to 10 a.m.	\$77.77
Woolwich Street meters	\$80.46

Figure 2 provides a visual representation of the downtown parking system, including off-street parking facilities, on-street parking with a complimentary two-hour, once-per-day restriction, and on-street permit parking.



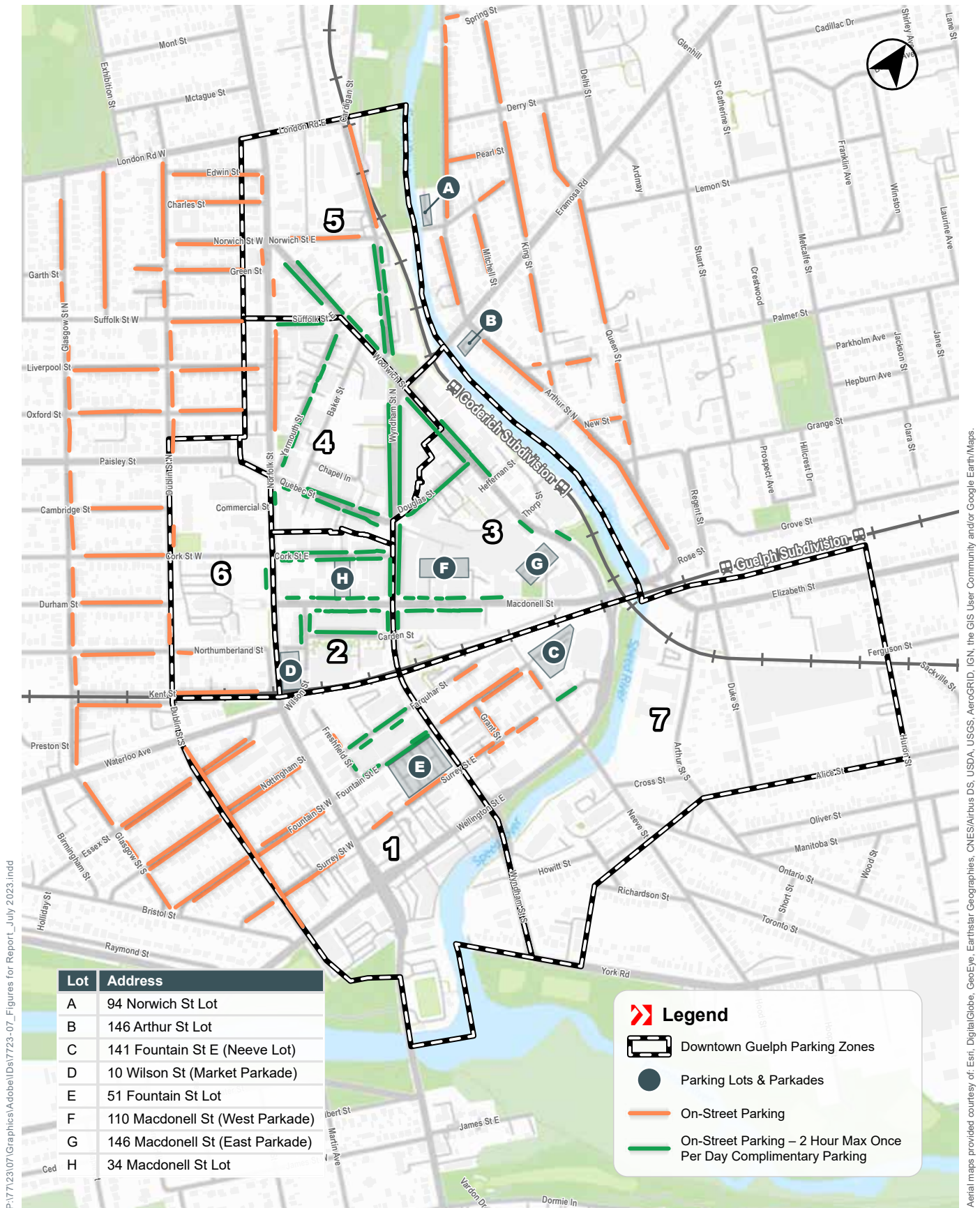


FIGURE 2 DOWNTOWN PARKING SYSTEM

4.1.2 Enforcement

Parking enforcement in the City of Guelph falls under the jurisdiction of the Corporate and Community Safety department. The Ontario Ministry of the Attorney General regulates parking tickets and fines.

The City has vehicles equipped with licence plate capture technology to monitor and enforce the two-hour complimentary parking restriction in the downtown Guelph area. The licence plate capture technology enables the identification of vehicles and provides an indication of whether that specific vehicle was previously observed in any other downtown location more than two hours ago.

In 2022, the Corporate and Community Safety group issued a total of 29,734 parking tickets.

4.2 Parking Inventory

4.2.1 Vehicular Parking

Within the downtown Guelph boundary, there are approximately 2,540 public parking spaces, including approximately 1,670 parking spaces provided in the off-street parking facilities and approximately 870 on-street parking spaces. On-street parking is generally provided as parallel parking spaces along the curb, with angled on-street parking spaces provided along Macdonell Street and Carden Street, west of Wyndham Street North, as well as on Wyndham Street.

On-street parking was also provided along Baker Street and Chapel Lane, but due to the Baker District redevelopment, these on-street parking segments are closed. Originally, there were approximately 51 on-street parking spaces along Baker Street and nine (9) on-street parking spaces along Chapel Lane. On-street parking along Baker Street and Chapel Lane was not included in the overall on-street parking total as the Baker streetscape is undergoing changes that will impact the on-street parking.

For the off-street parking facilities, there are three (3) parkades and five (5) surface parking lots. **Table 22** summarizes the off-street parking locations in downtown Guelph with their respective parking supply based on counts conducted by BA Group. **Table 22** does not include two small surface lots east of the Speed River that are used to supply parking for residents.

Table 22 Downtown Guelph Off-Street Parking Facilities and Locations

Facility Name	Address	Parking Supply
Neeve Street Parking Lot	141 Fountain Street East	102 spaces
Fountain Street Parking Lot	51 Fountain Street	202 spaces
West Parkade	110 Macdonell Street	479 spaces
East Parkade (includes surface lot)	146 Macdonell Street	349 spaces
Macdonell Street Parking Lot	34 Macdonell Street	54 spaces
Market Parkade (Wilson Parkade)	10 Wilson Street	486 spaces
	TOTAL	1,672 spaces

As mentioned in the introduction, the downtown Guelph boundary was separated into seven (7) zones for the purpose of this study to assess the parking demand effectively, given that different areas within downtown contain different land uses and parking inventory, which will influence the parking demand and availability per zone. **Table 23** contains a summary of the parking supply per zone.



Table 23 Total Parking Inventory by Zone in Downtown Guelph

Zone	On Street	Off Street	Total
1	226 parking spaces	202 parking spaces	428 parking spaces
2	169 parking spaces	540 parking spaces	709 parking spaces
3	109 parking spaces	828 parking spaces	937 parking spaces
4	133 parking spaces	0 parking spaces	133 parking spaces
5	135 parking spaces	0 parking spaces	135 parking spaces
6	3 parking spaces	0 parking spaces	3 parking spaces
7	94 parking spaces	102 parking spaces	196 parking spaces
TOTAL	869 parking spaces	1,672 parking spaces	2,541 parking spaces

In addition to the public parking in downtown Guelph, there are approximately 3,745 private parking spaces, including approximately 3,660 regular parking spaces and 85 accessible parking spaces provided in surface parking lots. Therefore, the City provides approximately 51% of the overall parking supply.

Figure 3 illustrates the public parking inventory for downtown Guelph and its peripheral areas, and **Figure 4** illustrates the private parking inventory in downtown Guelph.

Seasonal Patio Program

A pilot program for seasonal patios was implemented from 2021-2023. The objective of the program is to help local businesses in Guelph, mainly in the downtown Guelph area, recover from the impacts of COVID-19. The program has been running from April 1st to October 31st for the past three years.

Businesses participating in the program can occupy on-street parking spaces primarily along Wyndham Street North, Macdonell Street and Carden Street for patio uses. Typically, approximately 100 parking spaces are impacted by the seasonal patio program on an annual basis, but can be subject to change depending on the number of businesses participating.

Based on BA Group's on-street parking surveys conducted on October 26 and 27 2022, approximately 66 parking spaces were impacted due to the patio program in late 2022. With the patio program in place, there are approximately 803 on-street parking spaces available in the downtown Guelph area. The off-street parking supply is not impacted due to the patio program, with the exception of the Macdonell Lot, which has been operated by the City as a complimentary two-hour facility to offset the on-street parking loss created by the patio program.



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Aerial maps provided courtesy of: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, the GIS User Community and/or Google Earth/Maps.

FIGURE 3 DOWNTOWN GUELPH PUBLIC PARKING SUPPLY

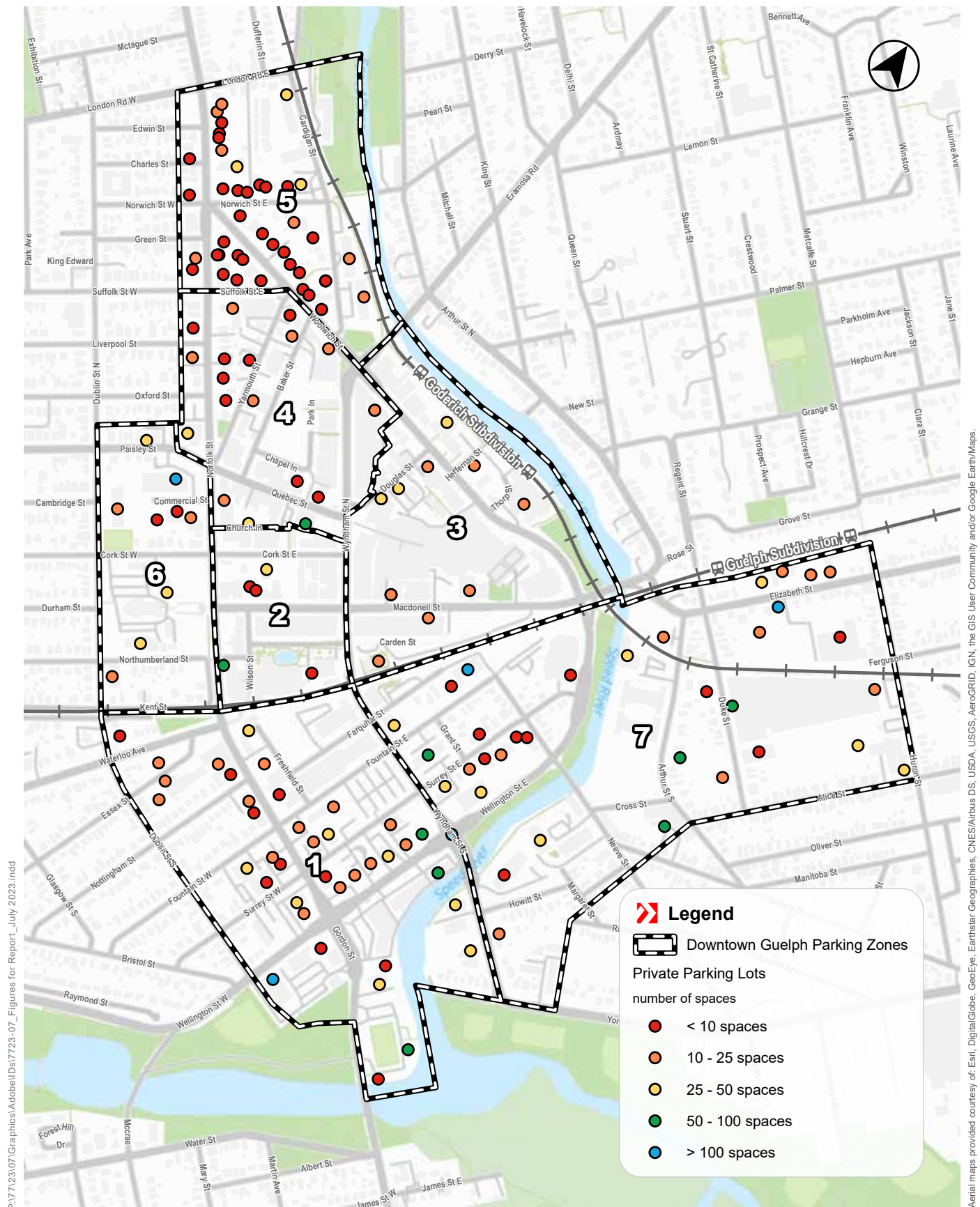


FIGURE 4 DOWNTOWN GUELPH PRIVATE PARKING SUPPLY

4.2.2 Accessible Parking Supply

Within the downtown Guelph boundary, there are approximately 37 on-street accessible parking spaces and 54 off-street accessible parking spaces based on a manual count conducted by BA Group. In total, there are approximately 91 public accessible parking spaces situated within the downtown Guelph boundary. **Table 24** summarizes the accessible parking spaces located within the parkades and parking lots in downtown Guelph. Based on the total vehicular parking supply of the off-street parking facilities, a range of 2-4% of the supply is accessible parking.

Figure 5 illustrates the locations of on-street and off-street accessible parking spaces, and the approximate supply per zone in the downtown Guelph boundary. It is notable that Zone 5 does not contain any accessible parking, and there is a larger concentration of accessible parking located in Zones 2, 3 and 4.

Table 24 Downtown Guelph Off-Street Accessible Parking Supply

Facility Name	Address	Total Vehicular Parking Supply	Accessible Parking Supply	% of Accessible Supply
Neeve Street Parking Lot	141 Fountain Street East	102 spaces	4 spaces	4%
Fountain Street Parking Lot	51 Fountain Street	202 spaces	4 spaces	2%
West Parkade	110 Macdonell Street	479 spaces	20 spaces	4%
East Parkade	146 Macdonell Street	349 spaces	13 spaces	4%
Macdonell Street Parking Lot	34 Macdonell Street	54 spaces	1 space	2%
Market Parkade (Wilson Parkade)	10 Wilson Street	486 spaces	12 spaces	2%
	TOTAL	1,672 spaces	54 spaces	3%



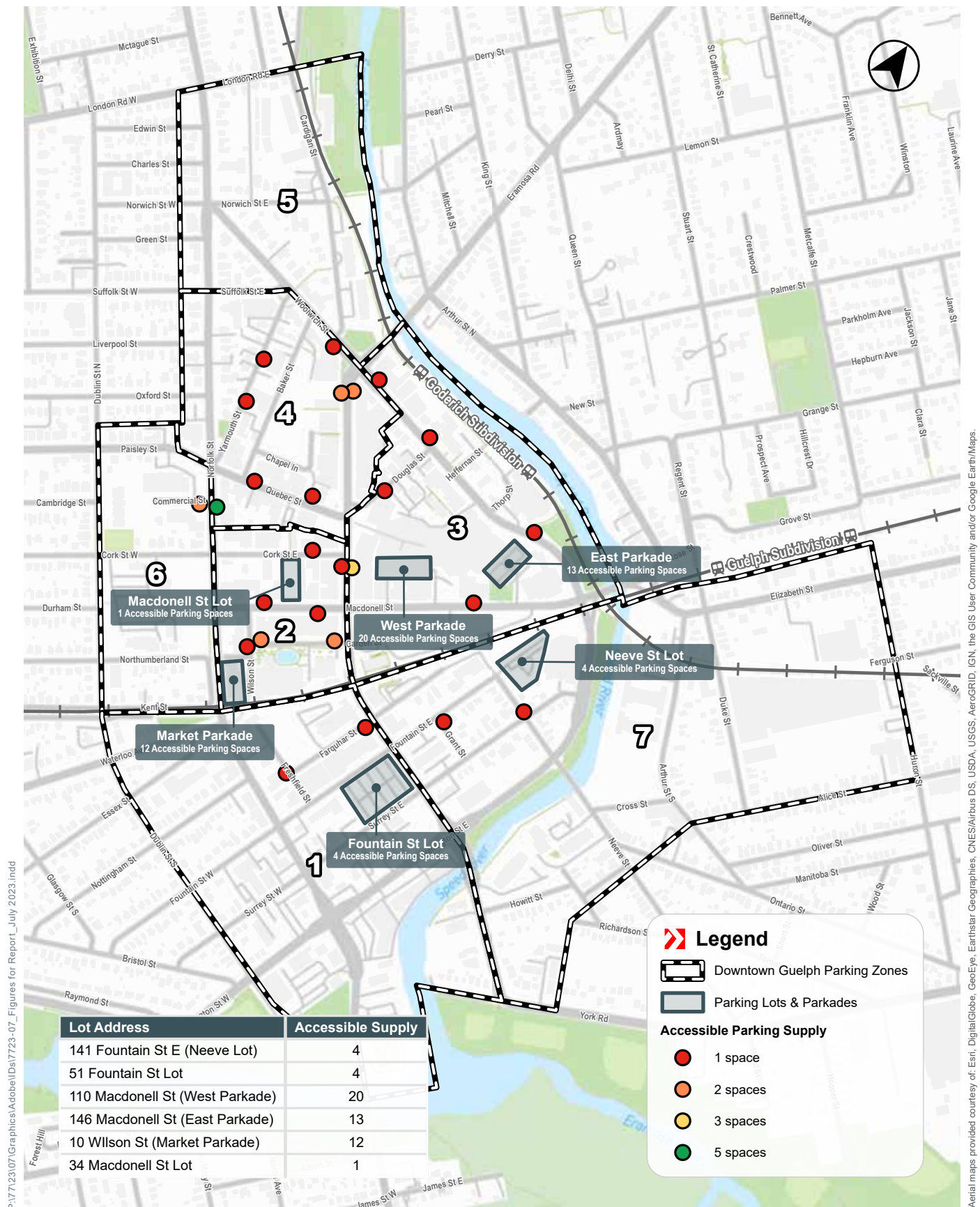


FIGURE 5 ACCESSIBLE PARKING LOCATIONS AND SUPPLY

4.2.3 Electric Vehicle (EV) Parking

In the off-street parking facilities in the downtown Guelph, there are three parkades that provide dedicated Electric Vehicle (EV) spaces with chargers. These stations are operated by FLO, an electric vehicle charging station provider. This has been partially funded by the Zero Emissions Vehicle Infrastructure Program (ZEVIP) from Natural Resources Canada.

The current cost to charge an electric vehicle in the three parkades that contain EV chargers is \$1.50 per hour. Drivers also pay the regular parking fee to use the parking space. Electric vehicles are only permitted to park while the vehicle is being charged, up to a maximum of four hours daily. The following lists the breakdown of the EV parking supply for each parkade:

- East Parkade – 4 EV spaces (~1% of the total parking supply)
- West Parkade – 4 EV spaces (~1% of the total parking supply)
- Market Parkade – 4 EV spaces (~1% of the total parking supply)

The City of Guelph's Zoning By-law (2023) – 20790 requires that new multi-unit buildings (with 3 or more dwelling units) provide a minimum of 20% of the total required parking spaces as electric vehicle parking spaces, with the remaining 80% provided as designed electric vehicle parking spaces. For non-residential uses, a minimum of 10% required parking spaces shall be provided as electric vehicle parking spaces and a minimum of 20% of required parking spaces shall be provided as designed electric vehicle parking spaces. The detailed EV requirements are summarized in **Section 3.12.4**.




4.3 Bicycle Parking

4.3.1.1 CYCLING ROUTES

Downtown Guelph is currently served by a cycling network that includes bike lanes, buffered bike lanes, multi-use paths, signed routes and off-road bicycle routes. **Table 25** lists the type of cycling routes on a per zone basis and provides images of the types of cycling routes in downtown Guelph.



Table 25 Existing Types of Cycling Routes in Downtown Guelph

Type of Cycling Route	Location	Cycling Route Image ¹
Bike Lane	<p>Zone 1:</p> <ul style="list-style-type: none"> Along both sides of Gordon Street Along both sides of Waterloo Avenue <p>Zones 1, 2, 3 and 7:</p> <ul style="list-style-type: none"> Along both sides Wyndham Street South <p>Zones 2 and 6:</p> <ul style="list-style-type: none"> Along both sides of Norfolk Street <p>Zones 4 and 5:</p> <ul style="list-style-type: none"> Along both sides of Norfolk Street <p>Zone 6:</p> <ul style="list-style-type: none"> Along the south side of Paisley Street <p>Zone 7:</p> <ul style="list-style-type: none"> Along both sides of Elizabeth Street Along the north side of York Road 	
Buffered Bike Lane	<p>Zone 1:</p> <ul style="list-style-type: none"> Along the east side of Gordon Street <p>Zone 2:</p> <ul style="list-style-type: none"> Along both sides of Wilson Street <p>Zone 7:</p> <ul style="list-style-type: none"> A short segment along the east side of Elizabeth Street 	
Multi-Use Path	<p>Zone 7:</p> <ul style="list-style-type: none"> Along the south side of York Road A short segment along the west side of Elizabeth Street 	



Type of Cycling Route	Location	Cycling Route Image ¹
Signed Route	Zone 5: <ul style="list-style-type: none"> Along both sides of London Road East and West 	
Off-Road Bike Route	Zones 1, 3, 5 and 7: <ul style="list-style-type: none"> Generally along the Speed River 	

Notes:

1. Images were obtained from Google Streetview (2023).

4.3.1.2 EXISTING BICYCLE PARKING SUPPLY AND FACILITIES

Within the core of downtown Guelph, there are approximately 270 bicycle parking spaces based on a manual count conducted by BA Group. The only off-street parking facility within downtown Guelph that contains a bicycle storage room is the Market Parkade located at 10 Wilson Street. The Market Parkade (Wilson Parkade) contains a total of 40 bicycle parking spaces in a bicycle parking storage room. On-street public bicycle parking spaces are generally located on Macdonell Street, Wyndham Street, Douglas Street, Quebec Street, Cork Street, Wilson Street, Carden Street, Woolwich Street, Yarmouth Street and Norfolk Street. Bicycle parking spaces are generally provided in Zones 2-4. Bicycle parking is generally not provided in Zones 1, 5-7.

Bicycle parking is provided by various bicycle parking infrastructure, but the most common bicycle parking type are cycling racks shaped as an inverted “u” which can hold two (2) bikes. **Exhibit 4** identifies the range of bicycle parking facilities provided on-street in downtown Guelph. **Exhibit 5** shows the bicycle parking storage room located in the Market Parkade (Wilson Parkade). The bicycle parking storage room holds long-term bicycle parking spaces, while the outdoor on-street bicycle parking facilities are for short-term parking spaces.

Figure 6 illustrates the bicycle parking locations with the bicycle parking supply, and existing cycling routes located within downtown Guelph.



Exhibit 4 On-Street Short-Term Bicycle Parking facilities

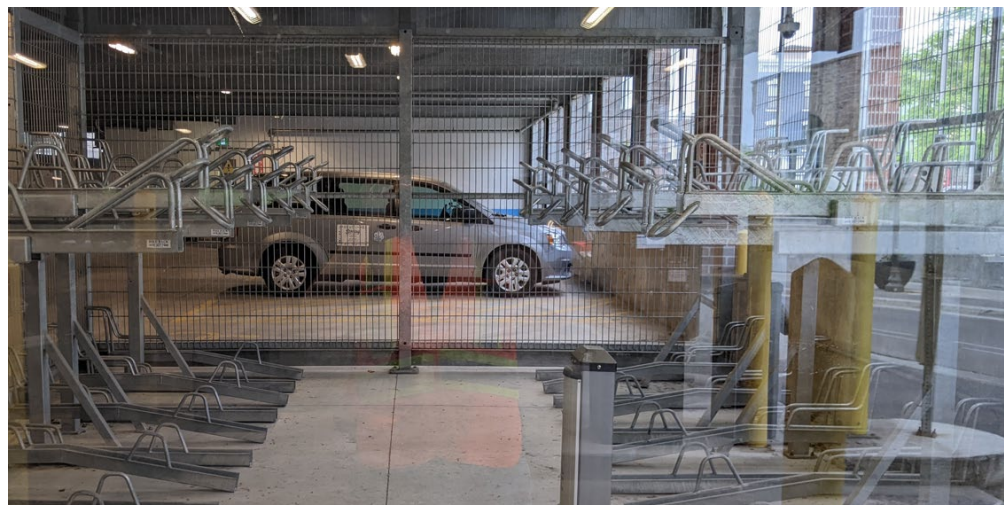


Exhibit 5 Market Parkade (Wilson Parkade) Long-Term Bicycle Parking Storage Room



4.4 Loading Zones

There is a limited amount of formal loading zones situated on-street, however loading typically occurs on-street in the 15-minute public spaces. There is a public loading zone situated along Woolwich Street in front of a retail strip that contains a grocery store, a photography service shop and a cellphone store. **Exhibit 6** demonstrates the loading zone signage on Woolwich Street.

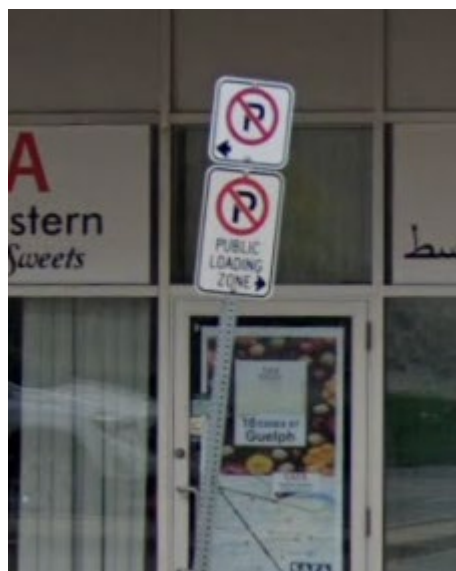


Exhibit 6 Public Loading Zone Signage

There are currently no applicable loading requirements to new proposed developments in the City of Guelph. If loading spaces are provided, the City of Guelph Zoning By-law (2023) – 20790 requires loading spaces to be located to the rear of the front wall of a building or the rear of an exterior side wall of a building facing a public street but does not specify a quantity of loading spaces required for new development. If the loading space is facing a public street, a minimum 3-metre-wide buffer strip must be provided.



4.5 Transit Network

4.5.1 Transit Routes in Downtown Guelph

Within the downtown Guelph boundary, there are various local bus routes and regional GO Transit routes servicing the area. Guelph Transit operates 12 local bus routes that service downtown Guelph. Additionally, GO Transit provides a regional connection through the Kitchener GO rail line. The Kitchener GO rail line connects downtown Guelph to Union Station in Toronto to the east, and to Kitchener to the west (a westward extension of the GO rail service to London has been operated as a pilot from 2021 to 2023).

In addition to the Kitchener train services, there are four (4) bus routes that service the Guelph Central Station. Two routes include Kitchener GO Routes 31 and 33, which offer connectivity to and from various locations, including Toronto, Mississauga, Brampton, Georgetown, Acton, Rockwood and Kitchener, (with Stratford, St. Marys and London further to the west). Alongside the Kitchener GO services, GO Transit operates two (2) additional GO bus routes including Route 29 (Guelph/Mississauga) and Route 17 (Waterloo/Hamilton). The Guelph Central Station serves as the terminal for all these GO transit routes, and is located near the centre of downtown Guelph.

Table 26 provides a description of the transit routes servicing downtown Guelph and **Figure 7** illustrates the existing transit routes servicing downtown Guelph.

Table 26 Transit Network – Downtown Guelph

Route	Headways	Description
GO TRANSIT 17 – Waterloo / Hamilton	Headways are in general an hour.	This bus route provides service between Hamilton GO Centre and University of Waterloo, and provides connections to McMaster University, Aldershot GO, Brock Road / McLean Road, University of Guelph, Guelph Central GO, Victoria Street / Frederick Street, and Wilfrid Laurier University. This bus route only operates Monday – Friday.
GO TRANSIT 29 – Guelph / Mississauga	Headways are in general an hour with peak weekday headways of 30 minutes.	This bus route provides service between Guelph Central GO to Kipling Bus Terminal, providing connections to Guelph, Milton, Mississauga and west Toronto. The specific stops for the route include the following: Guelph Central GO, University of Guelph, Aberfoyle Park and Ride, Regional Road.25 / Highway 401, Winston Churchill Transitway Station, Erin Mills Transitway Station, Square One GO, Dixie Transitway, Renforth Transitway and Kipling Bus Terminal.
GO TRANSIT 31-33 Kitchener	Headways are in general an hour with peak weekday headways of 30 minutes.	These routes, collectively known as the Kitchener group, provide service between Kitchener and various destinations, including Downtown Guelph. Route 31 connects Kitchener and Cambridge, and Route 33 links Kitchener and Guelph. These routes serve as important transportation connections for commuters and travelers moving between these cities.
GO TRANSIT Kitchener Train	Headways are in general an hour with peak weekday headways of 30 minutes.	The Kitchener train line runs from Union Station in the east to Kitchener GO station in the west, while providing stops in downtown Guelph. Service is only provided on weekdays. <i>Note: This route stops operating around 9:00 pm on weekdays. The frequent 30-minute service terminates around 12:00 pm and commences at 5:00 pm during typical office working hours.</i>



Route	Headways	Description
2- College Edinburgh	Headways are in general between 30 minutes during weekdays and weekends	This route operates in a loop generally along Gordon Street, College Avenue and Edinburgh Road South. This route connects downtown Guelph to the University of Guelph and Edinburgh area.
3- Westmount	Headways are in general between 30 minutes during weekdays and weekends	This route operates generally in a north-south direction along Westmount Road and Woolwich Street. This route serves the St. Joseph's Health Centre area and downtown Guelph. The route extends from Woodlawn Road West in the north to Guelph Central Station in the south.
4- York Road	Headways are in general between 30 minutes during weekdays and weekends	This route operates generally in an east-west direction along York Road from Macdonell Street in the west to Watson Road South in the east. This route connects downtown Guelph with the York Road corridor, offering convenient access to shopping centers and residential neighborhoods.
8- Stone Road Mall	Headways are in general between 30 minutes during weekdays and weekends	This route operates generally in an east-west direction along Edinburgh Road South and Wellington Street. The route extends from Janefield Avenue area in the west to Guelph Central Station in the east. The Stone Road Mall route provides downtown Guelph with a connection to the popular Stone Road Mall, alongside to other residential areas.
9 -Waterloo	Headways are in general between 30 minutes during weekdays and weekends	This route operates generally in an east-west direction along Waterloo Avenue and extends from Elmira Road South in the west to Guelph Central Station in the east. This route connects downtown Guelph to the Waterloo Avenue area.
10- Paisley	Headways are in general between 20 minutes during weekdays and 30 minutes during weekends	This route operates generally in an east-west direction along Paisley Road, from Willow Road in the west to Guelph Central Station in the east.
11-Silvercreek	Headways are in general between 30 minutes during weekdays and weekends	This route generally operates in both a north-south and east-west direction from Speedvale Avenue in the northwest to Guelph Central Station in the southeast. This route generally runs along Willow Road, Edinburgh Road North, Paisley Street, Suffolk Street West, Norfolk Street and Macdonell Street. This route links downtown Guelph with the Willow West Mall and the Edinburgh Road corridor, providing access to shopping centers and residential neighborhoods.
12- Delhi	Headways are in general between 30 minutes for both the weekdays and weekends. During weekday peak periods, headways are 20-minutes.	This route generally operates in a north-south direction from Victoria Road North in the north to Guelph Central Station in the south. This route generally runs along Victoria Road North, Delhi Street, Eramosa Road, Woolwich Street, Wyndham Street and Macdonell Street. This route provides downtown Guelph with connections to the Guelph General Hospital, and Homewood Health Centre, alongside with other residential areas.
13 – Eastview	Headways are in general between 30 minutes for both the weekdays and weekends. During weekday peak periods, headways are 20-minutes.	This route generally operates in an east-west direction from Guelph Central Station in the west to Eastview Road area in the east. The route runs generally along Eramosa Road, Eastview Road, Wyndham Street and Macdonell Street.



Route	Headways	Description
14- Grange	Headways are in general between 30 minutes during weekdays and weekends	This route generally operates in an east-west direction from Guelph Central Station in the west to Watson Parkway North in the east. The route generally runs along Grange Road, Elizabeth Street and Macdonell Street. This route links downtown Guelph with the Grange Road corridor, serving residential areas, local businesses, and schools along the way
20 – Northwest Industrial	Headways are in general between 30 minutes during weekdays and weekends	This route generally operates in both a north-south and east-west direction from Malcolm Road in the northwest to Guelph Central Station in the southeast. This route services around the general Northwest Industrial Park area and the Willow Road corridor. This route connects downtown Guelph to the Northwest Industrial area, providing transportation options for employees working in the industrial sector.
99 – Mainline	Headways are in general between 10 minutes during weekdays and approximately 15 minutes during weekends.	This route generally operates in a north-south direction along Woolwich Street / Norfolk Street / Gordon Street. The route extends from Woodlawn Road West / East in the north to Clair Road West in the south, passing through downtown Guelph and providing a connection along Macdonell Street.



4.5.2 Guelph Transit Fare Structure

Table 27 provides a summary of the cost fare structure currently in place for Guelph transit. Transit users can pay a fare with an “OnYourWay” fare card or cash. An OnYourWay fare card is purchased for \$5.00 and can be reloaded with funds to take transit. Passengers are able to transfer routes within 60 minutes of the initial time of the trip for free. The free 60-minute transfer period is applicable to both local and regional GO transit, specifically a passenger can transfer from a GO Guelph transit route to connect to the local Guelph transit for free when a valid single ride GO transit ticket is presented.

Table 27 Guelph Transit Fare

Type of Fare	Cash	Single Ride	Day Pass ¹	Monthly Pass
Adults (Ages 18-64 years old)	\$3.00	\$2.80	\$8.00	\$80.00
Youth (Ages 13-17 years old)	\$3.00	\$2.25	\$8.00	\$68.00
Seniors (Ages 65 years and above)	\$3.00	\$2.25	\$8.00	\$68.00

Notes:

1. Day passes can only be used for Saturdays and Sundays.
2. Children aged 12 years old and under are able to take transit for free, however an OnYourWay fare card is still required for children aged 5 - 12 years old.
3. Discounted monthly passes are available for post-secondary students.



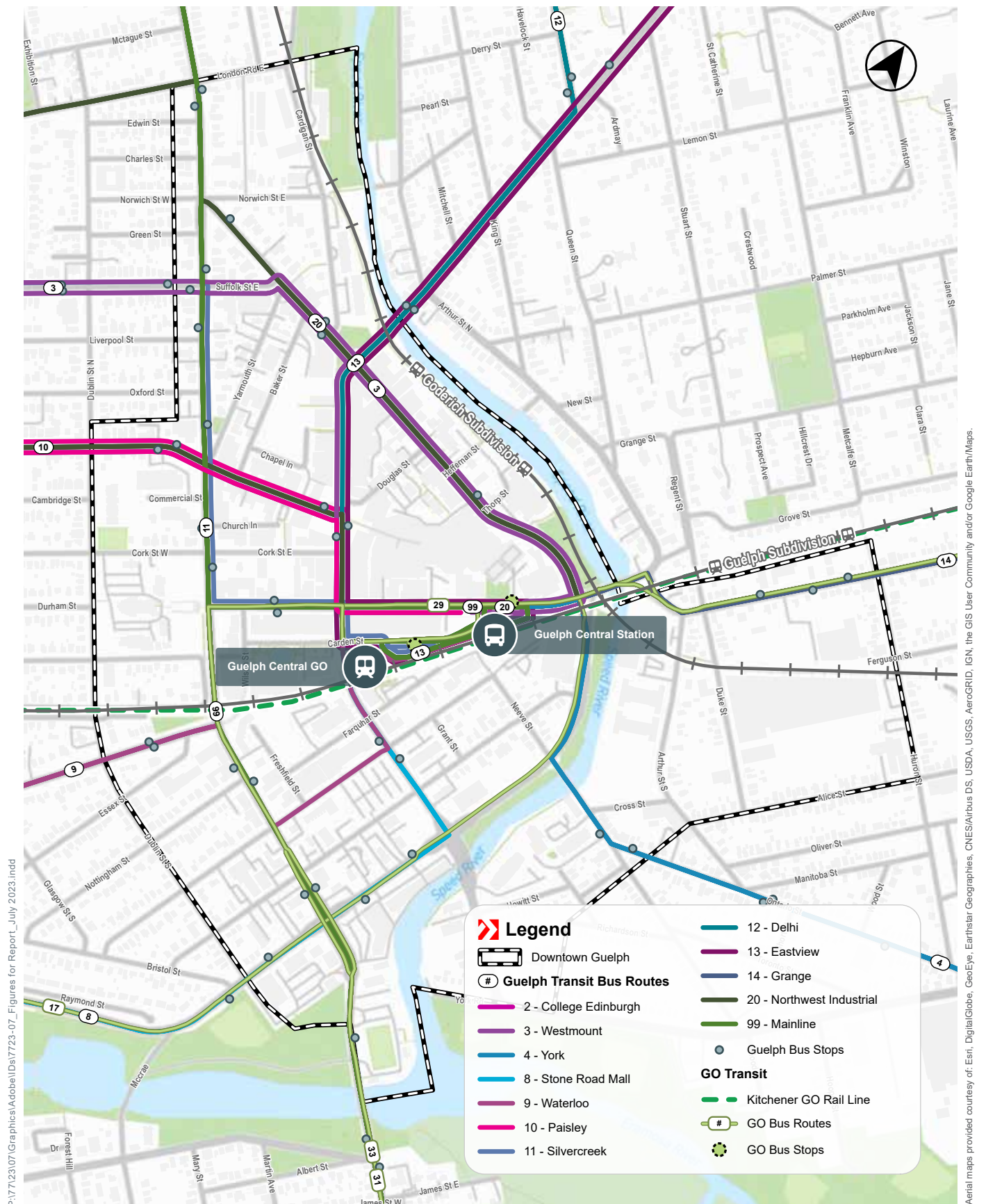


FIGURE 7 EXISTING TRANSIT NETWORK

4.6 Parkade Conditions

The City of Guelph currently operates three parkades, with the East and West Parkades constructed in the early 1980s, and the Market Parkade constructed in 2018 and opened in 2019. Safety and security features common to all of the parkades are emergency alarms, safe exiting route signage and camera monitoring. The physical conditions of each of the three existing parkades are discussed below.

4.6.1 West Parkade

The West Parkade located at 110 Macdonell Street is the second-largest parking parkade in downtown Guelph. The West Parkade is a six-level above-grade parking facility that contains a total of 479 parking spaces. The City has carried out a number of upgrades and structural work for the West Parkade. Levels 2 to 4 of the Parkade were closed to continue the structural repair work that began in 2017. The additional structural work required for the West Parkade concluded in fall 2018. In 2019, there was a lighting upgrade that included installing LED lighting on all levels of the West Parkade. **Exhibit 7** illustrates the current lighting fixtures in the West Parkade. On December 14, 2020, installation of four (4) Level 2 electric vehicle charging stations commenced in the West Parkade.

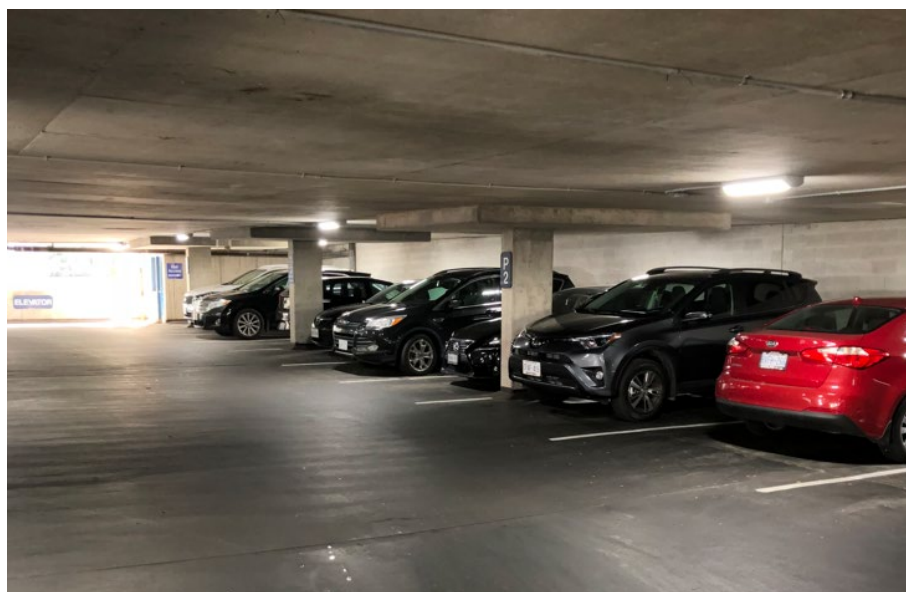


Exhibit 7 Lighting Fixtures in the Interior of the West Parkade

In the City of Guelph's Capital Plan for 2024, a cost allowance has been included to paint the interior of the West Parkade facility white with level markings by colour, and according to accessibility requirements.



4.6.2 Market Parkade

The Market Parkade located at 10 Wilson Street is the largest and newest parkade in downtown Guelph. The Market Parkade is a six-level above-grade parking facility that contains a total of 486 parking spaces. The Parkade was opened in 2019 and included four (4) level 2 electric vehicle charging stations and a secure bicycle parking room. The parkade has a brick façade with floor to ceiling windows for the main stairwell as illustrated in **Exhibit 8**. **Exhibit 9** illustrates the interior of the parkade that features the existing lighting fixtures and the electric charging stations.

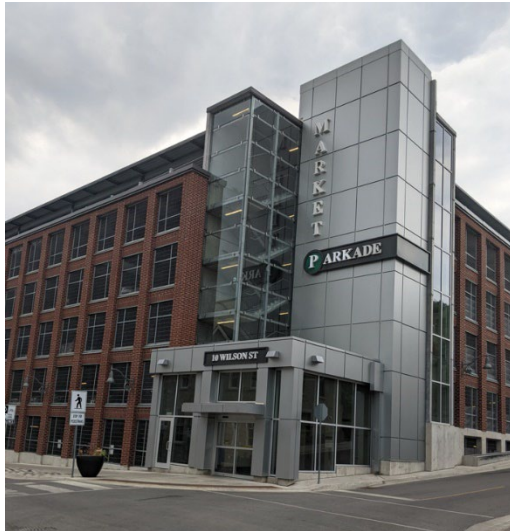


Exhibit 8 Exterior of the Market Parkade

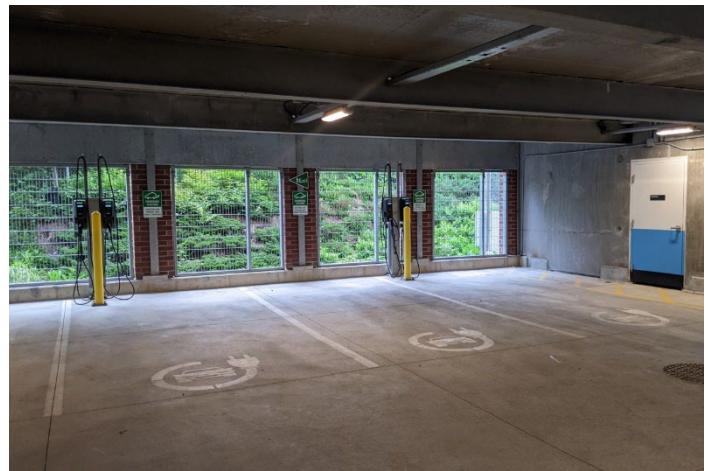


Exhibit 9 Interior of the Market Parkade



4.6.3 East Parkade

The East Parkade located at 146 Macdonell Street is a four-level above grade parking garage that contains a total of approximately 327 parking spaces within the parkade structure. The parkade is a grey concrete structure with no glass windows, as shown in **Exhibit 10**.

The City of Guelph has upgraded the lighting in the East Parkade on all levels with high-efficiency LED lighting and installed new exit signage. The upgrades were completed in late 2018. **Exhibit 11** illustrates how the current lighting fixtures in the East Parkade look from outside during the evening.



Exhibit 10 Exterior of the East Parkade

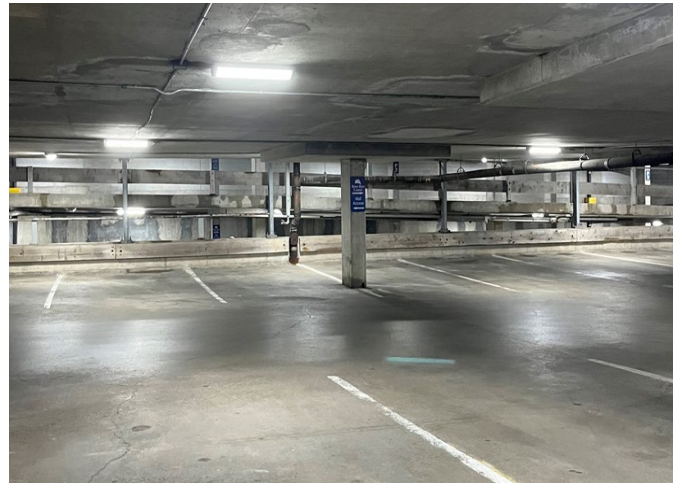


Exhibit 11 Interior of the East Parkade

For the City of Guelph's Capital Plan for 2025, a cost allowance has been included to paint the interior of the East Parkade facility white with level markings by colour, and according to accessibility requirements.

4.6.4 Condition Assessments

The City of Guelph initiated a condition assessment for the West Parkade facility located at 110 Macdonell Street. The City of Guelph retained GM BluePlan to develop a comprehensive inventory and complete a condition assessment of the West Parkade facility for the next 25 years (up to the year 2045). GM Blue Plan produced a report entitled "West Parkade Inventory and Condition Assessment, Final Report" dated March 5, 2020. **Exhibit 12** illustrates the cost recommendations over the next 25 years identified in the conditions assessment report.

In 2023, the East Parkade is planned to undergo a condition assessment similar to the West Parkade. As at the time of writing this report, the capital spending recommendations for the East Parkade were not available.



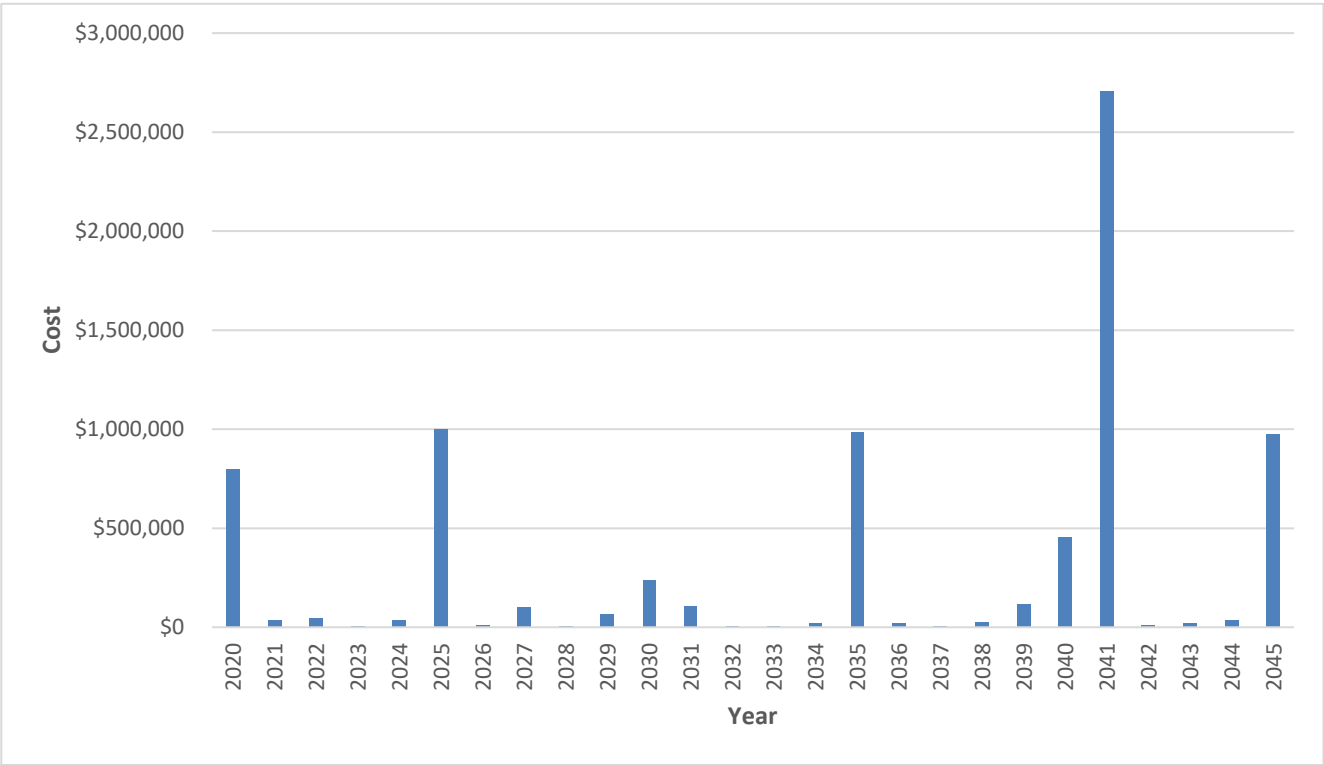


Exhibit 12 Cost of West Parkade Capital Recommendations to 2045



4.7 Parking Utilization

Parking Utilization surveys were undertaken in the fall of 2022 to obtain an *approximate* picture of existing parking demand and supply in the municipal parking system which includes both on-street spaces and off-street surface lots and garages.

It is important to note that the parking demand is significantly reduced from pre-COVID times in 2019 due to the on-going effects of people working from home for many days of the work week and the added impact of the Co-operators planned move into new premises on the south edge of the City in 2024. These impacts should be considered in assessing current conditions and in forecasting future parking demand.

4.7.1 Off-Street Parking Facilities

BA Group has undertaken parking utilization surveys for the municipal off-street parking facilities serving the downtown and the immediate peripheral area. In total, nine (9) off-street parking facilities were surveyed. The off-street parking facility located at 2 Gordon Street (also known as the Farmer's Market parking lot) was surveyed, but is no longer managed as part of the City of Guelph's parking system. As of June 2022, the management of 2 Gordon Street was given to 10C Shared Space. Given that the parking lot at 2 Gordon Street is no longer part of the City's parking inventory for general public use, the survey was not included in the parking utilization analysis. All eight (8) of the surveyed off-street parking facilities are City owned. From the eight (8) surveyed off-street parking facilities, six (6) are located within the Downtown Guelph Secondary Plan boundary and two (2) are located in the periphery, north-east of the Speed River.

Table 28 summarizes the off-street parking locations and its respective parking supply that were surveyed as part of this study.

Table 28 Off-Street Parking Facilities and Locations

Facility Name	Address	Parking Supply
Neeve Street Parking Lot	141 Fountain Street East	102 spaces
Fountain Street Parking Lot	51 Fountain Street	202 spaces
West Parkade	110 Macdonell Street	479 spaces
East Parkade	146 Macdonell Street	349 spaces
Macdonell Street Parking Lot	34 Macdonell Street	54 spaces
Market Parkade (Wilson Parkade)	10 Wilson Street	486 spaces
Peripheral: Norwich Street Parking Lot	94 Norwich Street	34 spaces
Peripheral: Arthur Street Parking Lot	146 Arthur Street	19 spaces



Parking utilization surveys were conducted every two hours from 8:00 am – 8:00 pm. The surveys were conducted on the following dates:

- Wednesday, October 26, 2022;
- Thursday, October 27, 2022;
- Wednesday, November 16, 2022;
- Thursday, November 17, 2022; and
- Saturday, November 19, 2022.

The City's parking control system data for off-street lots and parkades was used to review conditions during the time of BA Group's field surveys in October and November 2022 and compare to the first five months of 2023. The parking control system records entries and exits, as well as parking payments, and is able to capture all parking activity including permits and daily parking. One week of parkade/gated lot entry/exit data (Monday to Saturday inclusive) for each month from October 2022 to May 2023 was reviewed from the parking control system records to provide an indication of how busy the City's parkades and gated lots have been from fall 2022 to spring 2023. **Exhibit 13** below shows the overall levels of activity at the City's off-street gated parking facilities, including the East and West Parkades, the Market Parkade, and the Fountain Lot.

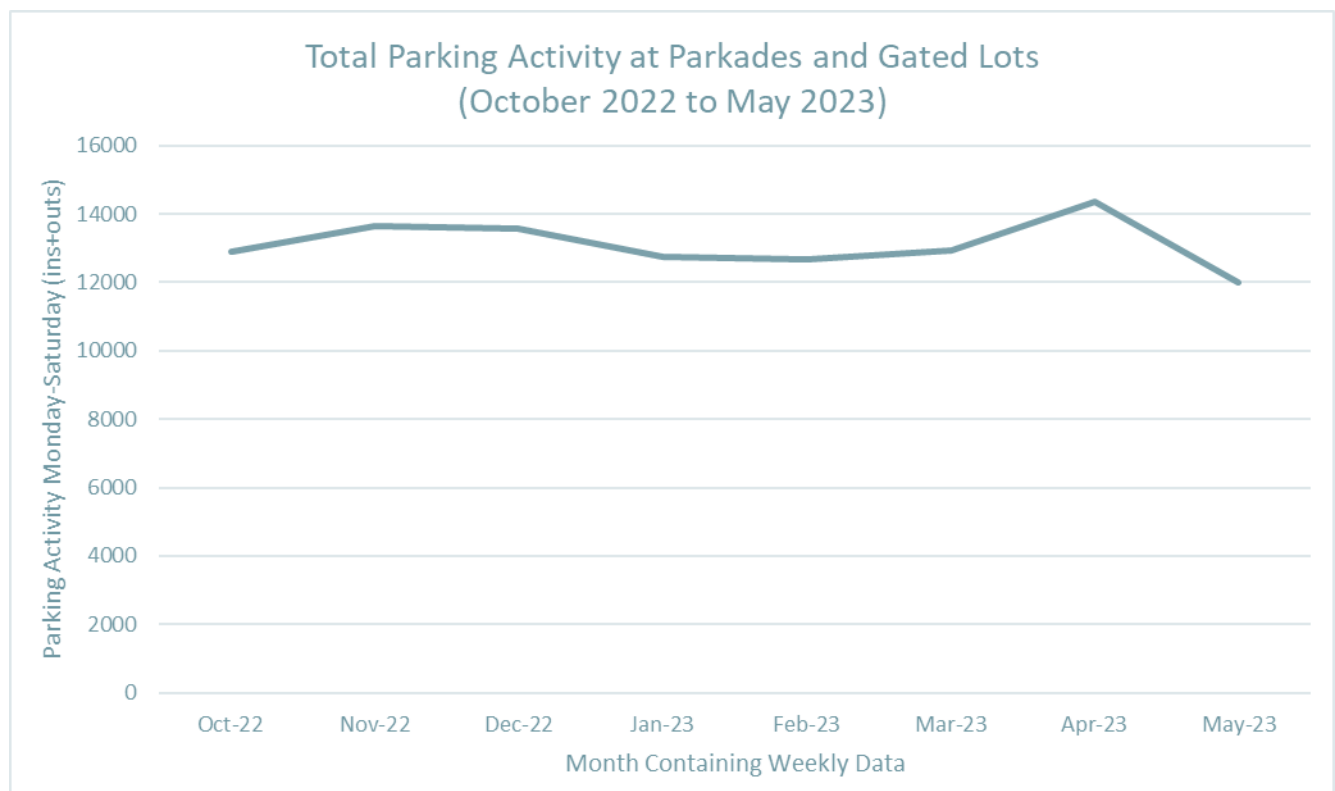


Exhibit 13 Off-street Parking Activity from Parking Control System

From a review of the off-street parking activity data above, it appears that the off-street parking system activity in October and November 2022 when field surveys were undertaken by BA Group is similar to the activity from December 2022 to May 2023.



4.7.1.1 PATIO PROGRAM

As mentioned in the previous section, off-street parking facilities were also surveyed during the end of the seasonal patio program. The off-street parking facilities were surveyed during the seasonal patio program to identify the parking utilization difference between the patio program and post-patio program conditions (normal parking conditions). The parking surveys that were conducted during the patio-program occurred on Wednesday, October 26 and Thursday, October 27, 2022.

On average for the weekdays surveyed in October for downtown Guelph's off-street parking facilities, the peak demand occurred at 12:00 pm with an average utilization rate of 41%.

On average for the weekdays surveyed in October for the parking facilities in the peripheral area (Norwich Street Lot and Arthur Street Lot), the peak demand occurred at 2:00 pm with the highest average peak parking utilization rate of 14%.

4.7.1.2 POST-PATIO PROGRAM (NORMAL PARKING CONDITIONS)

On average for the weekdays surveyed in November for downtown Guelph, the peak demand for the off-street parking occurred at 12:00 pm with an average utilization rate of 40%. From the overall parking utilization surveys conducted in downtown Guelph, Saturday, November 19, 2022 was the busiest observed day for the off-street parking facilities. On Saturday, November 19, 2022, the highest utilization rate of 50% was observed at 4:00 pm. During the Saturday survey, there was a Guelph Storm game that commenced at 4:30 pm.

On average for the weekdays surveyed in November for the off-street parking lots (Norwich Street Lot and Arthur Street Lot) located in the peripheral areas, the highest parking utilization was observed to be on average 15%, which ranged to occur at 8:00 pm on Wednesday, November 16, 2022 and at 8:00 am and 2:00 pm on Thursday, November 17, 2022. Notably, on Saturday, the peripheral off-street parking facilities had an observed peak parking utilization rate of 11% at 8:00 am, 7:00 pm and 8:00 pm. The observed peak parking utilization for the Saturday count is illustrated in **Figure 9**.

Appendix C contains a summary of the off-street parking utilization surveys.

4.7.2 On-Street Parking Facilities

As previously mentioned, BA Group has surveyed the on-street parking locations in the downtown Guelph boundary and the peripheral area. BA Group has surveyed the on-street parking facilities during the patio program and post program to identify the parking conditions for both scenarios.

Parking utilization surveys were conducted every two hours from 8:00 am – 8:00 pm. The surveys were conducted on the following dates:

- Wednesday, October 26, 2022;
- Thursday, October 27, 2022;
- Wednesday, November 16, 2022;
- Thursday, November 17, 2022; and
- Saturday, November 19, 2022.



In addition to the parking utilization surveys, BA Group has also conducted turnover surveys for selected 2-hour complimentary on-street parking locations in downtown Guelph. The following on-street locations were surveyed by reviewing license plates of each parked vehicle by location to determine how long these individual vehicles were parked for:

- Wyndham St N (Quebec St to Woolwich St - West Side)
- Wyndham St N (Douglas St to Woolwich St - East Side)
- Quebec St – (North Side West of Wyndham)
- Quebec St – (South Side West of Wyndham)
- Cork St - (North Side West of Wyndham)
- Cork St – (South Side West of Wyndham)
- Wyndham St N- (Cork St to Macdonell St - West Side)
- Macdonell St – (North Side - West of Wyndham St)
- Macdonell St – (South Side - West of Wyndham St)
- Wyndham St N – (Macdonell St to Carden St - West Side)
- Wyndham St N – (Carden St to Macdonell St - East Side)
- Carden St – (North Side - West of Wyndham St)
- Wilson St – (Macdonell St to Carden St - West Side)
- Wilson St – (Macdonell St to Carden St - East Side)
- Douglas St – (South Side East of Wyndham)
- Wyndham St N – (Douglas St to Macdonell St - East Side)
- Macdonell St – (North Side - East of Wyndham St)
- Macdonell St – (South Side - East of Wyndham St)

The turnover surveys were conducted concurrently with the occupancy surveys on a two-hour basis from 8:00 am to 8:00 pm. A summary of the turnover surveys that were conducted as part of this study is attached in **Appendix D**.



4.7.2.1 PATIO PROGRAM

The on-street parking facilities were surveyed on Wednesday October 26, and Thursday, October 27, 2022, which represents the end of the seasonal patio program. Approximately 66 on-street parking spaces were impacted by the patio program.

On average during the patio program, the on-street parking utilization within the downtown Guelph boundary peaked at 12:00 pm, with an overall parking utilization of 67%. The off-street parking in the peripheral area also peaked at 12:00 pm, with a parking utilization rate of 51%. The following lists a summary of the study findings based on the average parking demand counts during the patio program:

- Parking Zone 1 peaked at 2:00 pm with a peak utilization rate of 45%
- Parking Zone 2 peaked at 8:00 pm with a peak utilization of 89%
- Parking Zone 3 peaked at 12:00 pm with a peak utilization of 84%
- Parking Zone 4 peaked at 12:00 pm with a peak utilization of 93%
- Parking Zone 5 peaked at 10:00 am with a peak utilization of 65%
- Parking Zone 6 peaked at 2:00 pm with a peak utilization of 100%
- Parking Zone 7 peaked at 12:00 pm with a peak utilization of 57%

Notably, on-street parking in Parking Zone 4 and Parking Zone 6 were the most utilized. Parking Zone 6 only has three (3) on-street parking spaces along Kent Street, thus the parking utilization is typically higher due to the low parking supply in Parking Zone 6.

For the turnover surveys that took place on selected on-street parking roadways within the immediate downtown Guelph Boundary, it was observed that on average 80% of the parked vehicles were parked under two hours and 20% parked for over 2 hours.

4.7.2.2 POST PATIO PROGRAM (NORMAL PARKING CONDITIONS)

On average within the downtown Guelph boundary, the peak parking utilization for the on-street occurred at 12:00 pm, with an average peak utilization rate of 60%.

The peripheral area peaked at 12:00 pm as well, with a peak utilization rate of 45%. The following lists a summary of the study findings based on the average on-street parking demand weekday counts post-patio program:

- Parking Zone 1 peaked at 2:00 pm with a peak utilization rate of 45%
- Parking Zone 2 peaked at 6:00 pm with a peak utilization of 80%
- Parking Zone 3 peaked at 8:00 pm with a peak utilization of 86%
- Parking Zone 4 peaked at 12:00 pm with a peak utilization of 86%
- Parking Zone 5 peaked at 4:00 pm with a peak utilization of 63%
- Parking Zone 6 peaked from 8:00 am – 2:00 pm with a peak utilization of 100%
- Parking Zone 7 peaked at 12:00 pm with a peak utilization of 57%



Notably, on-street parking in Parking Zone 3, 4 and 6 were the most utilized. Parking utilization was higher during the patio program for the on-street parking in downtown Guelph. The observed peak parking utilization based on the average November weekday counts is illustrated in **Figure 9**

For the turnover surveys that took place on selected on-street parking roadways within the immediate downtown Guelph Boundary during the November weekdays, it was observed that on average 82% of the parked vehicles were parked under two hours and 18% parked for over 2 hours.

On Saturday, November 19, 2022, the on-street parking demand for downtown Guelph peaked at 4:00 pm with a parking utilization rate of 71%. In the peripheral surveyed area, the on-street parking demand peaked at 6:00 pm with a utilization rate of 48%. The following lists a summary of the study findings based on the Saturday on-street parking demand counts post-patio program:

- Parking Zone 1 peaked at 10:00 am with a peak utilization rate of 57%
- Parking Zone 2 peaked at 4:00 pm with a peak utilization of 91%
- Parking Zone 3 peaked at 6:00 pm with a peak utilization of 92%
- Parking Zone 4 peaked at 4:00 pm with a peak utilization of 94%
- Parking Zone 5 peaked at 4:00 pm with a peak utilization of 66%
- Parking Zone 6 peaked at 2:00 pm with a peak utilization of 67%
- Parking Zone 7 peaked at 6:00 pm with a peak utilization of 72%

Notably, the highest utilized parking zone is 4 with a parking utilization rate of 94%. The Saturday on-street parking demand for downtown Guelph was notably the highest observed parking utilization date. It's noteworthy to mention that on Saturday, November 19, 2022 there was a Guelph Storm game at 4:00 pm. This game would influence the parking demand for the West and East Parkades.

During the Saturday turnover survey, 78% of the vehicles parked for under 2 hours and 22% of the vehicles parked for over 2 hours.

The observed peak parking utilization for the Saturday count is illustrated in **Figure 9**. **Appendix C** contains summaries of the on-street parking utilization surveys.

4.7.2.3 DATA FROM CITY'S PARKING OCCUPANCY SENSORS

Parking sensors were installed by the City in November 2022, for selected parking spaces on Wyndham Street North, Quebec Street, Cork Street and Macdonell Street. A total of 149 parking sensors were installed, and data is available on parking occupancy, turnover and length of stay. Installation of additional parking sensors for on-street parking spaces in the downtown is planned in the multi-year budget. From a review of the on-street parking sensor occupancy data, it appears that parking activity has been relatively consistent from January 2023 to May 2023.



A review of parking occupancy and turnover data was conducted from data that was made available from the parking sensor system. For the two hours once per day spaces, occupancy from January 1, 2023 to April 30, 2023 is shown in **Exhibit 14** below. The exhibit shows parking occupancy by day of week, for the period for which the once per day restriction is in effect (from 9:00am to 9:00pm), and also for one hour between 12:00pm and 1:00pm.

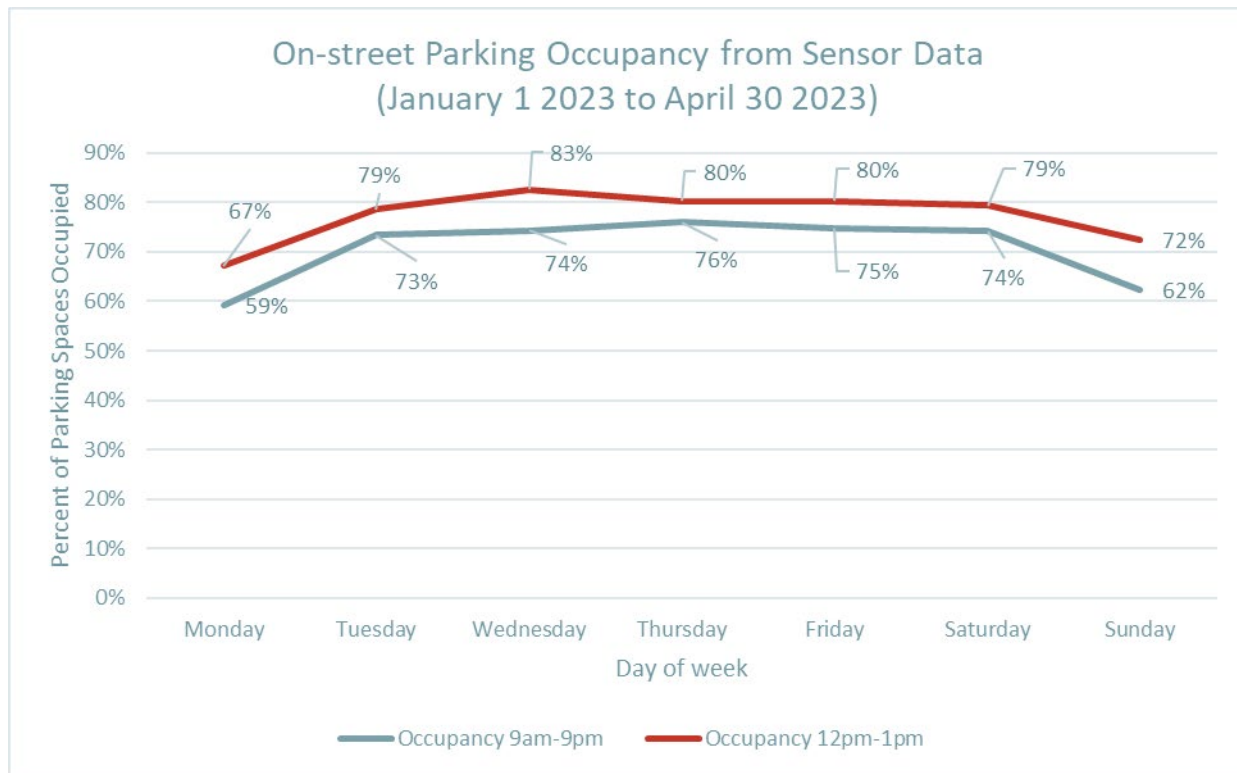


Exhibit 14 On-street Parking Occupancy from Parking Sensors

The data indicates that parking occupancy is low on Mondays and Sundays, with Tuesday to Saturday showing the busiest conditions, and Wednesday to Friday generally showing the highest parking occupancy.

Over the course of the day when the two hours once per day restriction is in effect, the parking spaces for which parking sensors are installed show an average occupancy of approximately 75% for Tuesdays to Fridays. During the hour from 12:00pm to 1:00pm when the overall parking system (on and off street parking) was found to be busiest during BA Group's field surveys, the parking sensors show an average occupancy approaching 85%. At an occupancy of 85% or higher, the on-street parking spaces are effectively full, with empty spaces typically being filled within a few minutes. Looking at individual weeks within the overall data, peak parking occupancy has been recorded in excess of 90% and it can be concluded that the data shows on-street parking in downtown Guelph effectively operating at capacity during peak times.

Comparing to the parking occupancy noted in BA Group's field surveys in October and November 2022, the parking characteristics as measured by the parking sensors in December 2022 and in the first four months of 2023 are similar.





FIGURE 8 WEEKDAY PEAK PARKING UTILIZATION OF THE OVERALL PARKING SYSTEM



FIGURE 9 SATURDAY PEAK PARKING UTILIZATION OF THE OVERALL PARKING SYSTEM

4.8 Parking System Revenues and Expenses

4.8.1 Overall Financial Situation

Following the 2015 DPMP, and the City's update in 2018, the parking operation has been generally transitioning towards being operated on a user-fee driven basis. The budget is intended to be a net-zero budget with transfers from the operation-going to operating and capital reserves to cover future planned expenditures. However, due primarily to Council decisions to continue with unpaid on-street parking in the downtown, parking revenues have not been sufficient to cover operating expenses and contributions to reserve funds. The operation has received an investment from property tax funds to offset the negative variances in the budget, which have generally ranged between \$970,000 and \$1,200,000 a year during normal operation.

The COVID-19 pandemic affected parking revenues in 2020 and 2021, with some impacts continuing into 2022. Daily (transient) parking revenue in particular has been lower than was budgeted for from 2020 to 2022, and the parking system has required additional investment from the property tax reserves to cover the shortfall.

Revenues in 2022 have begun to return to pre-pandemic levels, although some impacts are still evident, and the parking revenue in 2022 was not sufficient to cover expenses and contributions to capital reserve funds. Part of the reduction in revenues compared to 2019 is due to a reduced parking capacity through the loss of the Baker Street, Wyndham Street and Farmer's Market lots, and a change in the operation of the Macdonell lot to two hour complimentary operation to offset the loss of on-street parking arising from the on-street patio program. Altogether, the loss of three parking lots has resulted in the removal of 334 parking spaces from the system, along with the temporary suspension of 52 paid spaces in the Macdonell lot. **Table 29** and **Table 30** below shows some key revenue and expenses from 2019 and 2022 operating budgets.

Table 29 Actual Parking Revenues (2022 and 2019)

	2022	2019
Transient Revenue (including event parking)	\$665,460	\$1,152,080
Permit Revenue	\$1,870,640	\$1,620,000
Internal Recoveries	\$184,800	\$99,800
Total Revenues	\$2,720,900	\$2,871,880

Table 30 Actual Parking Expenditures (2022 and 2019)

	2022	2019
Annual Operating Costs	\$1,552,400	\$1,300,000
Debt Payments (Market Parkade)	(\$973,890 by capital transfer)	\$173,370
Transfer to Capital and Operating Reserves	\$3,364,720	\$365,000
Total Expenses	\$4,917,120	\$1,838,370



4.8.2 Financial Impact of Complimentary On-Street Parking

The 2015 DPMP estimated the lost revenue due to introduction of unpaid on-street parking as approximately \$700,000 per annum when parking rates were \$1/hour in 2006. Given current hourly rates of parking at off-street parking facilities in downtown Guelph, it can be expected that the potential revenue from paid on-street parking would be in excess of \$1.5 million. All other things being equal (and considering the capital costs of implementing an on-street parking payment system), reintroduction of paid on-street parking could be expected to remove or significantly reduce the need for the City to make investments from property tax reserves into the parking system. The financial impact of paid on-street parking is discussed in more detail in Section 9.5.

4.8.3 Capital Reserve Fund and Future Commitments

Since the 2015 DPMP and the 2018 update, there has been a focus on transferring funds to a reserve fund to cover anticipated future capital costs, including parkade rehabilitation and construction of new parking facilities. At the end of 2022, the parking capital reserve fund had a balance of \$4,476,970.

Some major capital costs are anticipated within the next 20 years. Construction of the Baker parking facility will incur capital charges and debt servicing from 2026. Depending on future structural condition assessments, the existing East and West Parkades may need significant capital cost expenditure by 2040, and there is a potential need for new parking facilities in the south and the north ends of the downtown.

A key change implemented by the Province of Ontario in 2022 was the removal of municipal parking from projects that could be funded through development charges. In many Ontario municipalities, including Guelph, development charge funds were collected for use in providing capital funding for new parking facilities. The Market Parkade was funded in part by development charges, and in previous parking facility planning work (including the 2015 Parking Master Plan) construction costs of new parking supply were expected to be funded in part by development charges. Since the change was enacted in September 2022, municipalities may no longer collect development charges to fund municipal parking facilities and construction costs for new parking facilities must therefore be financed through different methods.



5.0 ZONING BY-LAW PARKING REQUIREMENTS REVIEW

5.1 Residential Parking Demand Review

5.1.1 Zoning Context

The City of Guelph Zoning By-law (2023)-20790 was approved by Guelph City Council on April 18, 2023, and completed the appeal period on May 16, 2023. It is now in force and in effect. The Zoning By-law includes minimum parking requirements for multi-unit residential uses. While the Zoning By-law is applicable city-wide, it includes unique minimum parking requirements for downtown zones (D.1, D.2, D.3 and D.3a) which were introduced as part of By-law (2017)-20187 and remain applicable.

The applicable minimum parking requirements for multi-unit resident uses are outlined below in **Table 31**.

Table 31 Downtown Zones Minimum Parking Requirements for Multi-Residential Uses

Land Use	User	Minimum Parking Requirement
Apartment building, duplex, single detached, semi-detached, townhouse- on-street, townhouse- rear access on-street	Residents	<i>1 per dwelling unit</i>
Live-work unit, mixed-use building	Residents	<i>In addition to the non-residential parking requirement, 1 per dwelling unit is required</i>
Apartment buildings and mixed-use buildings in a D.1 or D.2 zone with more than 20 dwelling units	Visitors	<i>0.05 parking spaces per dwelling unit in addition to (minimum parking requirements for residents) for the use of visitors to the building and such parking spaces shall be clearly identified as being reserved for the exclusive use of residential visitors.</i>

5.1.2 Residential Parking Utilization Study Methodology & Study Details

To augment the understanding of the downtown Guelph parking ecosystem, parking utilization studies were undertaken of residential apartments in the downtown area to understand residential (resident and visitor) parking demand. Sites were selected based on geographical location and the ability for the sites to have surveyed (i.e. permission to access parking garages was granted).

The parameters of the resident parking utilization study are outlined below in **Table 32** and a summary of the sites that were surveyed is provided in **Table 33**.

The observed peak demand for apartment residents (excludes visitors) at each of the buildings surveyed are illustrated on **Figure 10**.



Table 32 Residential Parking Utilization Study Methodology & Details

Element	Description
Dates / Times	<ul style="list-style-type: none"> • One Wednesday evening count (i.e. 10pm) • One Wednesday overnight count (i.e. early Thursday morning count at 3:00am) • One Friday evening count (i.e. 10pm) • One Friday overnight count (i.e. early Saturday morning count at 3:00am) • One Saturday morning count (i.e. 9am)
Differentiation	<ul style="list-style-type: none"> • Resident, accessible, visitor parking demand counted separately • Accessible parking demand analyzed together with resident parking demand
Sites	<ul style="list-style-type: none"> • 10 sites counted, including a majority in the Gordon Street Intensification • Site information is provided in Table 33 and locations are mapped in Figure 10
Date Range	<ul style="list-style-type: none"> • Wednesday, February 1, 2023 – Saturday, February 4, 2023 (7 sites) • Wednesday, February 8, 2023 – Saturday, February 11, 2023 (3 sites)

A summary of the sites that were counted is provided in Table 33 and locations are mapped in Figure 10.

Table 33 Residential Parking Utilization Study Apartment Stats – Summary Table

No.	Site	Tenure	Units	Unit Occupancy (if known)	Parking Supply		
					Resident & Accessible	Residential Visitor	Total
1	60 Wyndham Street South	Condo	119 units	N/A	162 spaces	10 spaces	172 spaces
2	2 Quebec Street	Market Rental	146 units	N/A	92 spaces	0 spaces	92 spaces
3	160 Macdonell Street	Condo	131 units	84%	191 spaces	1 space	192 spaces
4	45 Yarmouth Street	Market Rental	75 units	93%	65 spaces	0 spaces	65 spaces
5	53 Arthur Street South	Condo	133 units	94%	143 spaces	17 spaces	160 spaces
6	63 Arthur Street South	Condo	132 units		142 spaces	23 spaces	165 spaces
7	73 Arthur Street South	Condo	124 units		156 spaces	15 spaces	171 spaces
8	55 Yarmouth Street	Condo	72 units	99%	53 spaces	0 spaces	53 spaces
9	87 Neeve Street	Rental ⁴	114 units	N/A	137 spaces	22 spaces	159 spaces
10	27-33 Cardigan Street ³	Market Rental	260 units	N/A	236 spaces	11 spaces	247 spaces

Notes:

1. Number in this column corresponds to marker shown in Figure 10.
2. Parking supply based upon observed parking supply during parking utilization studies.
3. Buildings surveyed together due to shared parking garage.
4. Combination of Market Rental and Affordable Rental (rent geared to income) based on Wellington County program.
5. Number 1-7 were surveyed on Wednesday, February 1, 2023 – Saturday, February 4, 2023.
6. Number 8-10 were surveyed on Wednesday, February 8, 2023 – Saturday, February 11, 2023.



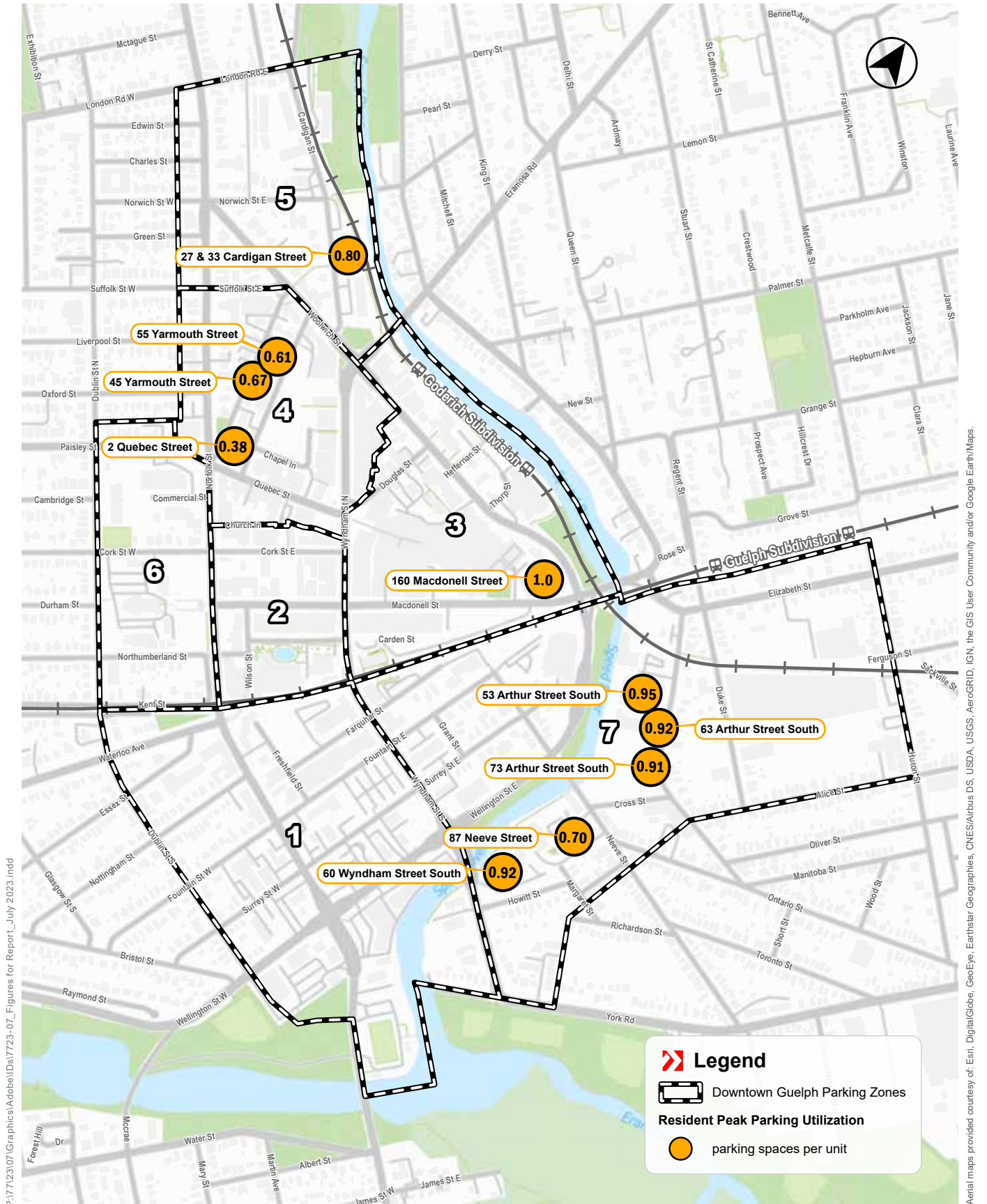


FIGURE 10 RESIDENTIAL PARKING PEAK UTILIZATION IN DOWNTOWN GUELPH

5.2 Recommended Residential Parking Requirements

5.2.1 Background

As outlined in **Section 3.12** and **Table 19**, the minimum and maximum parking requirements provided within Zoning By-law (2023)-20790 for residential uses in downtown Guelph are highlighted below in **Table 34**.

Table 34 Zoning By-law (2023)-20790 Selected Minimum Parking Requirements (Downtown- D1, D.2, D.3, and D.3a zones)

Land Use	Minimum	Maximum
Apartment building, townhouse dwelling-rear access on-street	1.0 space per unit (plus 0.05 visitor parking spaces per unit for buildings with more than 20 units in D.1 or D.2 zones)	No maximum
Mixed-Use Building	In addition to non-residential parking rate: 1.0 space per unit (plus 0.05 visitor parking spaces per unit for buildings with more than 20 units in D.1 or D.2 zones)	No maximum

As outlined in **Section 5.1**, parking utilization studies were undertaken of residential apartments in the downtown area to understand residential (resident and visitor) parking demand. Ten (10) sites were selected which included a mix of condominium and rental buildings.

While a range of parking demand was observed, the following key takeaways are noted:

- Across all ten residential apartment sites that were subject to parking utilization studies, peak parking demand at almost all sites was measured to be lower than the pre-existing Zoning By-law minimum parking requirements for residents and visitors.
- No site reached capacity when at peak demand; all sites had excess parking at all times.
- Across all sites, average peak resident parking utilization was 0.79 spaces per unit and 75% of available on-site resident parking supply.
- Across all sites, average peak residential visitor parking utilization was 0.03 spaces per unit and 44% of available on-site residential visitor parking supply.
- Average peak parking demand for condominiums was 0.91 spaces per unit for residents (76% of available parking) and 0.03 spaces per unit for visitors (35% of available parking).
- Average peak parking demand for rentals was 0.66 spaces per unit for residents (74% of available parking) and 0.04 spaces per unit for visitors (64% of available parking).
- The most recent buildings constructed are located along Arthur Street, which exhibit peak resident demand ranging from 0.91 to 0.95 spaces per unit.
- While higher parking demand was observed at condominium sites, the majority of the condo sites also had higher parking supply. Parking utilization percentages at condominiums and rental buildings were comparable.

The results of the parking demand survey are taken into consideration to determine recommendations to make amendments to minimum parking requirements in the Zoning By-law (or to not make amendments). In addition to observations of existing parking demand, relevant policy examined in **Section 3.0** of this report outlines direct policy guidance regarding parking supply in downtown Guelph. Relevant policy guidance is outlined below.



Downtown Secondary Plan

- Section 11.1.4.1.4 notes that the “City may permit reduced parking standards for developments which demonstrate through a TDM plan and implementation strategy that a reduction in parking standards is appropriate.”
- Section 11.1.4.5.3 notes that the “City may reduce or exempt any requirement for private off-street parking for development in downtown provided there is adequate alternative parking. A development agreement, cash-in-lieu of parking or other financial contribution policy, may be required where a development proposal is granted an exemption or is permitted to reduce the parking requirement in accordance with the policies of Chapter 5 of the Official Plan.”

Shaping Guelph Official Plan Amendment 80

- In approving City of Guelph OPA 80, the Ontario Ministry of Municipal Affairs and Housing (MMAH) modified the Downtown Secondary Plan by adding Section 11.1.4.5.5 which notes the “City shall amend its Zoning By-law to reduce minimum parking requirements for transit-supportive development within the Major Transit Station Area.”

Guelph Transit Future Ready Action Plan

- The Guelph Transit Future Ready Action Plan notes parking and TDM strategies as transit supportive initiatives which include limiting long-term parking in the downtown.

In summary, there is applicable policy directing the City of Guelph to amend the Zoning By-law to reduce minimum parking requirements in the Major Transit Station Area (MTSA), that the City may permit reduced parking standards through providing a TDM Plan or with payment in lieu (i.e. cash in lieu) of providing parking at the Zoning requirement.

5.2.2 Recommendations

On the basis of observations of existing parking demand and a review of policy direction regarding parking standards, the following recommendations are made:

- Recommendation #1: In the Downtown Secondary Plan Area, reduce the resident parking supply requirement for resident parking for all multi-unit residential uses (i.e. apartment building, townhouse dwelling-rear access on-street, mixed-use building) to 0.85 parking spaces per unit, down from 1.0 space per unit.
- Recommendation #2: For all multi-unit residential uses (i.e. apartment building, townhouse dwelling-rear access on-street, mixed-use building), maintain the residential visitor minimum parking requirement at 0.05 parking spaces per unit for buildings with more than 20 units in D.1 or D.2 zones.
- Recommendation #3: Consider implementing a maximum parking requirement of 1.0 space per unit for multi-unit residential uses.
- Recommendation #4: Add language to the Zoning By-law stating that resident and/or residential visitor parking for multi-unit residential uses may be reduced compared to the Zoning By-law minimum parking requirements with the provision of a *robust* transportation demand management (TDM) plan to the satisfaction of the City.
- Recommendation #5: Add language to the Zoning By-law stating that resident and/or residential visitor parking for multi-unit residential uses may be reduced compared to the Zoning By-law minimum parking requirements by electing to participate in a payment-in-lieu program to be created as described in this Downtown Parking Strategy report.



5.2.3 Rationale

Rationale is provided below for each recommendation.

Recommendation #1 – Reduce resident parking rate to 0.85 parking spaces per unit

- BA Group’s observation of existing parking demand includes finding that across 10 sites, average peak resident parking utilization was 0.79 spaces per unit and 75% of available on-site resident parking supply. Sites with higher parking demand had considerably higher parking supply, which could induce higher parking demand.
- While higher parking demand was observed at condominium sites, the majority of the condo sites also had higher parking supply. Parking utilization percentages at condominiums and rental buildings were comparable. The existing City of Guelph Zoning By-law does not differentiate tenure in minimum parking requirements and introducing different minimum parking rates for condominium and rental residential uses is likely unnecessary based on the finding of comparable parking utilization percentages.
- The Ontario MMAH modification to OPA 80 directed the City to reduce minimum parking requirements for transit-supportive development within the MTSA.

Recommendation #2 – Maintain residential visitor parking rate

- BA Group’s observation of existing parking demand includes finding that across 10 sites, average peak residential visitor parking utilization was 0.03 spaces per unit and 44% of available on-site resident parking supply.
- Parking supply varied widely across studied buildings and in general, sites with an abundance of visitor parking were observed with low utilization of the visitor parking supply.
- No observed difference between condominium and rental buildings.
- It is likely that some residential visitor parking activity occurs outside of buildings (e.g. on-street parking). However, the majority of sites has unused parking indicating that utilization of municipal parking facilities would not have been, during the period of study, attributable to a lack of on-site parking capacity within the surveyed buildings.

Recommendation #3 – Consider implementing maximum parking requirements

- As outlined in **Section 3.12** and **Table 19**, the City of Guelph recently implemented maximum parking requirements in lots identified with parking adjustment (PA) suffix. Adopting similar maximum parking requirements in downtown Guelph would create more consistency in the Zoning By-law.
- The Downtown Secondary Plan states that there should be consideration of appropriate minimum and maximum parking requirements as part of this study.
- As part of BA Group’s observation of exiting parking demand, no site reached capacity when at peak demand; all sites had excess parking at all times.
- As noted above, the sites that had higher parking demand were correlated with sites that had higher parking supply. The Guelph Transit Future Ready Action Plan notes limiting long-term parking in the downtown as a transit-supportive initiative.
- A maximum parking requirement for resident parking in apartment buildings of 1.0 parking space per unit is recommended. The rate is directly based upon the highest peak parking demand rate observed (160 Macdonell Street) as part of parking utilization studies undertaken as described above in **Section 5.2.1** and illustrated in **Figure 10**.
- Notably, a maximum parking requirement for resident parking in apartment buildings of 1.0 parking space per unit is equivalent to the pre-existing minimum parking requirement for resident parking in apartment buildings for lands in downtown zones. Utilizing the pre-existing minimum parking requirement to establish a new maximum parking requirement is the strategy undertaken by the City of Toronto in 2022 in revising their Zoning By-law. This strategy is reflective of and responsive to trends in development applications that have consistently sought parking supply reductions from pre-existing minimum parking requirements.



Recommendation #4 – Encourage further reduction of parking supply with appropriate TDM plan

- As noted in “Guelph’s Race to Zero Community GHG Emissions,” Sustainable Transportation staff have been providing comments on development applications to advocate for TDM measures in developments. Staff are experienced and able to identify appropriate TDM measures for a development to permit reduced parking.
- Including language in the Zoning By-law encouraging TDM Plans to be advanced will incentivize the provision of higher quality TDM measures given the guidance that parking supply rates may be approved at lower rates.

Recommendation #5 – Facilitate payment-in-lieu of parking

- Payment-in-lieu of parking, as described in **Section 9.5.4** of this report, can allow the City to collect funds to contribute to operations of municipal parking facilities or capital funding for new municipal parking facilities (e.g. a parking structure).
- Resident or residential visitor parking demand that would otherwise be accommodated within a site could be accommodated by a nearby municipal parking facility (i.e. on-street parking or a municipal parking structure). This would serve to facilitate new residential development in the downtown.
- The Downtown Secondary Plan states that there should be consideration of “a cash-in-lieu of parking policy for new commercial development that reduces the requirement for on-site parking and supports the development of shared public parking facilities” as part of this study.

5.3 Recommended Commercial Parking Requirements

As mentioned in Section 3.12.2.1, the parking supply requirements for office and retail space that apply to downtown zones south of the tracks were substantially reduced from the supply requirements at the time in 2015, and intended to reflect a balance between developers providing a reasonable amount of parking to meet the projects needs with the balance being provided in City municipal parking facilities in order to facilitate redevelopment south of the tracks. This approach also reflected the City’s practical ability to provide a limited amount of municipal parking from a site availability and financial resource perspective.

We believe the office and retail parking supply requirements recently established in 2017 remain reasonable and should be retained.

Where developers encounter extraordinary site specific physical and financial constraints to providing on-site parking, they can apply for relief from the by-law and make a cash payment in lieu of providing the parking, should the City determine that it is feasible and desirable to do so. More details are provided regarding a payment in lieu of parking program in **Section 9.5.4** of this report.



6.0 FUTURE STREETSCAPE CONSIDERATIONS

There are several processes underway in various stages (planning, construction, etc.) that will result in streetscape changes for three prominent downtown streets – Baker Street, Wyndham Street, and Macdonell Street.

6.1 Baker Street

In support of the Baker District Redevelopment Urban Design Master Plan described in **Section 3.7**, the City of Guelph is undertaking work, during the period of study for the Downtown Parking Master Plan, to upgrade storm and sanitary sewers and then to reconstruct Baker Street. In **Appendix E**, the Baker Street Streetscape Plan (Baker St Reconstruction Woolwich St to Quebec St, City of Guelph) dated January 31, 2022 is included, and it illustrates the future streetscape for Baker Street inclusive of 11 on-street parking spaces.

6.2 Wyndham Street

Prior to initiation of the Wyndham Street EA described in **Section 3.9**, City Council adopted the “City of Guelph Downtown Streetscape Manual & Built Form Standards,” dated July 2014. It outlined a flexible street approach on key streets to create streets that provide an attractive, accessible and safe environment for all modes of transportation (walking, cycling, vehicular).

The character of Wyndham Street (applicable from Macdonell Street to Woolwich Street) is defined and diagrams are provided (cross-section and layout) outlining streetscape direction for Wyndham Street; these are included in **Appendix F**. Key changes include:

- Asymmetrical street with parallel parking on one side of the street (east) and angled parking on the other side of the street (west).
- Reduction to two vehicle travel lanes.
- Bicycles share roadway with vehicle travel lanes.

Within the studied segment of Wyndham Street from Macdonell Street to Woolwich Street is St. George’s Square and the document includes a Conceptual Design (included in **Appendix F**) to create a traffic circle connecting Wyndham Street (to the north and south), Douglas Street, and Quebec Street. The design includes on-street parking as layby along the outer side of the traffic circle.

The diagrams provided illustrating the designs are sufficiently detailed in such that they illustrate – between Wyndham Street and St. Georges Square - a total of 95 parking spaces. This is an increase compared to the existing condition outlined in **Section 4.2**.

As described in **Section 3.9**, a Wyndham Street Municipal Class Environmental Assessment (EA) is being undertaken, partially in response to the 2014 Downtown Streetscape Manual, in downtown Guelph to examine existing infrastructure and future needs. Public consultation is on-going with final design expected in late 2024 or early 2025, with construction expected to start in 2026. The overall design and construction process is expected to last from eight to 10 years depending on pace and capacity.

Relevant to projecting on-street parking supply in the future, and given the nature of the Wyndham Street EA, it is expected that changes may occur to on-street parking, as it relates to arrangements, locations, and ultimately the total supply in downtown Guelph. It is noted that to date, publicly released materials associated with the EA have not included a detailed inventory of existing on-street parking or an assessment of future on-street parking supply.

However, options that have been provided to the public (in cross-section format) illustrate streetscape conditions on Wyndham Street (applicable from Carden Street to Woolwich Street) that would have implications with on-street parking



supply. The options most recently presented at a public open house in November 2022 are included in **Appendix G**. Notably, the options include the following:

- Option 1: Do Nothing. This option would maintain the existing street configuration including four vehicle travel lanes and the combination of angled and parallel on-street parking, including their locations. Cyclists would share the roadway.
- Option 2a: Two-lanes with Shared Use. Reduce the roadway to two vehicle travel lanes for vehicles, all on-street parking would be layby parallel parking. Notably, on-street parking is named “Parking/Flex,” presumably implying the space could be used by the Summer Patio Program. Cyclists would share the roadway.
- Option 2b: Two-lanes with Buffered Bike Lanes. Reduce the roadway to two vehicle travel lanes for vehicles, all on-street parking would be layby parallel parking. Notably, on-street parking is named “Parking/Flex,” presumably implying the space could be used by the Summer Patio Program. Includes bike lanes between roadway and on-street parking.
- Option 2c: Two-lanes with Bike Path. Reduce the roadway to two vehicle travel lanes for vehicles, all on-street parking would be layby parallel parking. Notably, on-street parking is titled “Parking Only” implying Summer Patio Program would not be implementable. Includes bi-directional bike path.
- Option 3: Four-lanes with Bike Path. Maintain roadway with four vehicle travel lanes; curb lanes are noted as “Off-Peak Parking Possible” which would presumably include signage and would not include curb bumpouts. Includes buffered cycle tracks.
- Option 4: Public Space (no vehicle lanes). Street is reserved for pedestrian-only use (no lanes for vehicles, on-street parking, or cyclists).

Notably, all options that include on-street parking include parallel parking on both sides of the street which is a change from the existing condition and the condition directed by the Downtown Streetscape Manual. A complete elimination of angled parking will decrease the Wyndham Street on-street parking supply.

In addition to the general alignment and configuration of Wyndham Street, St. George’s Square is located in the centre of the studied segment, and options for improvements are identified to be studied (also included in **Appendix G**). Some of the options involve reconfigurations of Quebec Street and Douglas Street in proximity to Wyndham Street while one option involves a closure of the space to vehicles, with existing roadways turned away, and the space entirely converted to public space. Notably, none of the options visibly consider on-street parking although the designs do not necessarily preclude it.

6.3 Macdonell Street

In addition to Wyndham Street (and several others), the Downtown Streetscape Manual provided design direction for Macdonell Street. The character of the street is defined and a typical cross-section is provided, although the detailed layout provided for Wyndham Street and St. Georges Square is not similarly provided for Macdonell Street.

Key changes described and illustrated in cross section include:

- Asymmetrical street with parallel parking on one side of the street (south) and angled parking on the other side of the street (north).
- Reduction to two vehicle travel lanes.
- Bicycles share roadway with vehicle travel lanes.

The existing condition of Macdonell Street includes angled on-street parking on both sides of the street and therefore, the transition of one side to parallel parking will decrease the Macdonell Street on-street parking supply.



7.0 FUTURE PARKING AND LOADING SUPPLY

7.1 Future On-Street Parking Supply Assessment

In reflection of the potential design changes outlined in the previous section, an assessment is provided below outlining future changes to on-street parking supply. In some cases, future on-street parking supply is visually depicted in the Streetscape Manual and the Wyndham Street EA, and a reasonably accurate future parking supply could be determined. In other cases, only a general design direction was determined (i.e. a street cross-section), and future on-street parking supply determined in this section for Baker Street, Wyndham Street, and Macdonell Street is estimated based on high level assumptions. The following scenarios have been developed.

Baker Street (entire extent):

- Existing Conditions: During the period of study, as outlined in **Section 4.2**, Baker Street was closed and no on-street parking supply (or demand) was determined. In addition, from approximately 2017-2021, a portion of Baker Street featured a closed lane of traffic associated with the construction of the 45 Yarmouth Street development and as a result, had reduced on-street parking compared to the pre-existing condition. Therefore, the Existing Conditions scenario reflected herein pre-dates 2017, based on reviewing historical Google Street View images.
- Planned Condition Scenario: Reflective of the Baker Street Streetscape Plan (Baker St Reconstruction - Woolwich St to Quebec St, City of Guelph) dated January 31, 2022 (**Appendix E**).

Wyndham Street (Carden Street to Woolwich Street):

- Existing Conditions: Reflective of parking supply determined by BA Group on-street parking utilization surveys, as outlined in **Section 4.2**
- Planned Condition Scenario #1: Reflective of the parking layout provided in the Downtown Streetscape Manual, in addition to the existing street segment located from Carden Street to Woolwich Street. Includes on-street parking in St. Georges Square.
- Planned Condition Scenario #2: Hypothetical parking supply based on assumption that both sides of the street will have parallel parking given that the majority of options being assessed as part of the EA include this condition. Does not

Macdonell Street (Norfolk Street to Woolwich Street / Wellington Street East):

- Existing Conditions: Reflective of parking supply determined by BA Group on-street parking utilization surveys, as outlined in **Section 4.2**.
- Planned Condition Scenario #1: Hypothetical parking supply reflecting design intent and cross-section including within Downtown Streetscape Manual. The location of four on-street loading zones is included in the Downtown Streetscape Manual and therefore, available space otherwise allocated to on-street parking was assumed to be reduced.
- Planned Condition Scenario #2: Hypothetical parking supply reflecting design condition whereby both sides of the street include parallel parking. No policy document has proposed this condition although this scenario is speculatively included in reflection of the Wyndham Street EA favouring parallel on-street parking and the possibility that a future EA for Macdonell Street may propose similar.

Segment-based on-street parking supply for all scenarios is provided in **Appendix H**.

On-street parking supplies for all scenarios are summarized below in **Table 35**. While the Baker Street planned scenario is set, two future scenarios are provided for Wyndham Street and Macdonell Street. Generally, Planned Scenario #1 reflects a condition with angled parking on one side of the street and parallel parking on the other side of the street. Planned Scenario #2 reflects a condition with parallel parking on both sides of the street.



Table 35 On-Street Parking Supply Assessment – Baker Street / Wyndham Street / Macdonell Street

Street	Existing Conditions	Future Scenarios	
Baker Street	40 parking spaces	11 parking spaces	11 parking spaces
Wyndham Street	86 parking spaces	Planned Condition Scenario #1 <i>(based on Downtown Streetscape Manual)</i>	Planned Condition Scenario #2 <i>(Reflective of EA Open House Slides)</i>
		95 parking spaces	66 parking spaces
Macdonell Street	121 parking spaces	Planned Condition Scenario #1 <i>(based on Downtown Streetscape Manual)</i>	Planned Condition Scenario #2 <i>(Speculative – assumes parallel parking only)</i>
		85 parking spaces	61 parking spaces
TOTAL (between 3 streets)	247 parking spaces	191 parking spaces	138 parking spaces
	Supply Change (compared to Existing Conditions)	-56 parking spaces	-109 parking spaces

Notable findings:

- Compared to Existing Conditions, if Wyndham Street and Macdonell Street are redesigned to have angled parking on one side of the street and parallel parking on the other side of the street, the aggregate parking supply between the three analyzed streets will decrease by 56 parking spaces.
- Compared to Existing Conditions, if Wyndham Street and Macdonell Street are redesigned to have parallel parking on both sides of the street, the aggregate parking supply between the three analyzed streets will decrease by 109 parking spaces.
- The numbers included in the Future Scenarios of the above chart are preliminary estimates only and may change as streetscape plans are developed.

7.2 Bicycle Parking

To provide a rough assessment of the current bicycle parking supply for downtown Guelph, BA Group has applied the bicycle parking requirements as per the City of Guelph Zoning By-law (2023)-20790¹ to the 2015 floor space information available for Zones 2-6. As mentioned previously, it is understood that the 2015 floor space may not be 100% reflective of the current uses in the downtown but is assumed to be similar enough to assess the difference between the current bicycle parking supply and the bicycle parking supply that would be required based on the zoning by-law. The estimated bicycle parking requirements on a per zone basis is summarized in **Table 36**.

¹ As per City of Guelph's Zoning By-law (2023)-20790, bicycle parking including short-term and long-term spaces are required for new developments. There are different required bicycle parking rates for downtown Guelph. **Section 3.12.5** discusses the applicable bicycle parking requirements for downtown Guelph in Zoning By-law (2023)-20790.



Table 36 Applicable Bicycle Parking Rates in Downtown Guelph Per Zone (Zoning By-law 2023-20790)

Use	Short-Term Minimum Requirement Rate	Short-Term Bicycle Parking Estimate	Long-Term Minimum Requirement Rate	Long-Term Bicycle Parking Estimate
Zone 2				
Retail Uses	0.25 spaces / 100 m ²	38 spaces	0.085 spaces / unit	13 spaces
Office Uses	0.03 spaces / 100 m ²	3 spaces	0.17 spaces / 100 m ²	16 spaces
All other non-residential uses	4% of the required vehicular parking	6 spaces	4% of the required vehicular parking	6 spaces
<i>Sub total</i>		<i>47 spaces</i>	--	<i>35 spaces</i>
<i>Existing Bicycle Parking Supply</i>		<i>91 spaces</i>		<i>40 spaces</i>
Zone 3				
Retail Uses	0.25 spaces / 100 m ²	89 spaces	0.085 spaces / unit	30 spaces
Office Uses	0.03 spaces / 100 m ²	9 spaces	0.17 spaces / 100 m ²	50 spaces
All other non-residential uses	4% of the required vehicular parking	19 spaces	4% of the required vehicular parking	19 spaces
<i>Sub-total</i>		<i>117 spaces</i>	--	<i>99 spaces</i>
<i>Existing Bicycle Parking Supply</i>		<i>66 spaces</i>		<i>0 spaces</i>
Zone 4				
Retail Uses	0.25 spaces / 100 m ²	61 spaces	0.085 spaces / unit	21 spaces
Office Uses	0.03 spaces / 100 m ²	6 spaces	0.17 spaces / 100 m ²	32 spaces
All other non-residential uses	4% of the required vehicular parking	3 spaces	4% of the required vehicular parking	3 spaces
<i>Sub-total</i>		<i>70 spaces</i>	--	<i>56 spaces</i>
<i>Existing Bicycle Parking Supply</i>		<i>75 spaces</i>		<i>0 spaces</i>
Zone 5				
Retail Uses	0.25 spaces / 100 m ²	11 spaces	0.085 spaces / unit	4 spaces
Office Uses	0.03 spaces / 100 m ²	3 spaces	0.17 spaces / 100 m ²	12 spaces
All other non-residential uses	4% of the required vehicular parking	1 space	4% of the required vehicular parking	1 space
<i>Sub-total</i>		<i>15 spaces</i>	--	<i>17 spaces</i>
<i>Existing Bicycle Parking Supply</i>		<i>0 spaces</i>		<i>0 spaces</i>



Use	Short-Term Minimum Requirement Rate	Short-Term Bicycle Parking Estimate	Long-Term Minimum Requirement Rate	Long-Term Bicycle Parking Estimate
Zone 6				
Retail Uses	0.25 spaces / 100 m ²	7 spaces	0.085 spaces / unit	3 spaces
Office Uses	0.03 spaces / 100 m ²	1 space	0.17 spaces / 100 m ²	3 spaces
All other non-residential uses	4% of the required vehicular parking	4 spaces	4% of the required vehicular parking	4 spaces
<i>Sub-total</i>		<i>12 spaces</i>	--	<i>102 spaces</i>
<i>Existing Bicycle Parking Supply</i>		<i>0 spaces</i>		<i>0 spaces</i>
OVERALL ESTIMATE				
Short-Term		260 spaces		
Long-Term		215 spaces		
TOTAL		475 spaces		

Using the methodology described above, a total of approximately 475 bicycle parking spaces would be required to serve the development in the downtown area north of the tracks ((Zones 2-6) including 260 short-term spaces and 215 long-term spaces for public use, without including the residential component. Currently, there are approximately 272 bicycle parking spaces including 232 short-term spaces and 40 long-term spaces provided by the City in the downtown Guelph area based on BA Group's manual count. Therefore, the difference between the estimated bicycle parking supply requirement and the existing bicycle parking supply is approximately 203 bicycle parking spaces. This difference could be less depending on how many bicycle parking spaces are provided on private property.

Locker costs are estimated at approximately \$3,000 per bicycle space, based on secure weather protected lockers. Therefore, providing up to 200 secure bicycle parking spaces would cost approximately \$600,000 if they are all provided in lockers.

7.2.1.1 RECOMMENDATIONS

Based on the above, it is recommended that the City of Guelph consult with the Guelph Active Transportation Coalition (GCAT) regarding the implementation of up to 200 bicycle parking spaces for long term parkers in the area north of the tracks. The new long-term bicycle parking spaces should be provided on-street in bike lockers or in a secure bicycle room in the parkades that have any bicycle parking on-site such as the East and West Parkade. Given that the current secure bike storage room in the Market Street garage is underutilized, the addition of new lockers or storage rooms should be conducted in phases to gauge acceptance.



7.3 Accessible Parking

To roughly gauge the adequacy of the existing accessible parking supply in downtown Guelph, BA Group has applied the current accessible parking requirements as per Zoning By-law (2023) – 20790 to the downtown floor space. For this exercise, BA Group has obtained the GFA for Zones 2-6, which represents the downtown Guelph area north of the railway tracks. Although the floor space records were last updated in 2015, it is assumed that the downtown area has remained generally similar in terms of GFA and building size. The floor space utilized in this exercise is solely for non-residential uses such as office, commercial, entertainment, hotel and institutional uses.

Table 37 provides a summary of estimated accessible parking requirements that would apply based on Zoning By-law (2023)-20790 on a per zone basis for the non-residential floor space obtained from 2015 and provides the existing accessible parking supply on per zone basis. Based on the application of Zoning By-law accessible parking requirements to the non-residential floor space for Zones 2-6, those zones would require a total of 92 accessible parking spaces. Zones 1 and 7 contain approximately 12 accessible parking spaces, resulting in an estimated requirement of 79 accessible parking spaces located in downtown Guelph, north of the tracks. The estimated requirement of 92 accessible parking spaces is very similar to the existing accessible parking supply of 79 parking spaces for Zones 2-6.

From the total accessible parking supply for downtown Guelph, four (4) on-street and eight (8) off-street parking spaces are located in Zones 1 and 7, which is south of the tracks. For this analysis, the 12 accessible parking spaces located in Zones 1 and 7 will be omitted from the total accessible parking supply as the Zoning By-law is only reflective of Zones 2-6, which represents north of the tracks.

Considering the downtown area north of the tracks, the application of accessible parking requirements outlined in the City of Guelph's Zoning By-law (2023) – 20790 to the non-residential floor space for Zones 2-6 would require 92 accessible parking spaces. The current accessible parking supply of 79 parking spaces for Zones 2-6 is 13 accessible parking spaces short compared to the estimate of 92 required accessible parking spaces. There may be accessible parking spaces located on private property that would reduce the 13 space difference.

Based on the above, it is recommended that the City of Guelph work with the Guelph Accessibility Advisory Committee to review the location of the existing accessible spaces and consider the need to add up to 13 more accessible parking spaces in zones 2-6 to service the downtown.



Table 37 Estimated Accessible Parking Requirements – Zoning By-law (2023)-20790

Land Use	Estimated GFA	Minimum Accessible Requirement Rate	Minimum Vehicular Parking Requirement	Accessible Parking Requirement Estimate	Existing Supply
Zone 2					
Office	8,856 m ²	1 space + 3% of the total	133 spaces	5 spaces	--
Commercial	14,871 m ²	1 space + 3% of the total	149 spaces	6 spaces	--
Entertainment	0 m ²	--	0 spaces	0 spaces	--
Hotel	853 m ²	4% of the total	22 spaces	1 space	--
Institutional	8,699 m ²	1 space + 3% of the total	131 spaces	5 spaces	--
Subtotal			435 spaces	17 spaces	23 spaces (22 municipal and 1 private)
Zone 3					
Office	29,340 m ²	2 spaces + 2% of the total	441 spaces	11 spaces	--
Commercial	35,225 m ²	2 spaces + 2% of the total	353 spaces	10 spaces	--
Entertainment	4,181 m ²	4% of the total	63 spaces	3 spaces	--
Hotel	7,227 m ²	1 space + 3% of the total	181 spaces	7 spaces	--
Institutional	15,648 m ²	2 spaces + 2% of the total	235 spaces	7 spaces	--
Subtotal			1,273 spaces	38 spaces	47 spaces (41 municipal and 6 private)
Zone 4					
Office	18,730 m ²	2 spaces + 2% of the total	106 spaces	8 spaces	--
Commercial	24,232 m ²	2 spaces + 2% of the total	44 spaces	7 spaces	--
Entertainment	0 m ²	--	0 spaces	0 spaces	--
Hotel	0 m ²	--	0 spaces	0 spaces	--
Institutional	6,381 m ²	4% of the total	50 spaces	4 spaces	--
Subtotal			620 spaces	19 spaces	18 spaces (14 municipal and 4 private)



Land Use	Estimated GFA	Minimum Accessible Requirement Rate	Minimum Vehicular Parking Requirement	Accessible Parking Requirement Estimate	Existing Supply
Zone 5					
Office	7,014 m ²	1 space + 3% of the total	281 spaces	5 spaces	--
Commercial	4,399 m ²	4% of the total	243 spaces	2 spaces	--
Entertainment	0 m ²	--	0 spaces	0 spaces	--
Hotel	0 m ²	--	0 spaces	0 spaces	--
Institutional	3,269 m ²	2 spaces + 2% of the total	96 spaces	2 spaces	--
Subtotal			200 spaces	9 spaces	8 spaces (0 municipal and 8 private)
Zone 6					
Office	1,673 m ²	4% of the total	26 spaces	2 spaces	--
Commercial	2,771 m ²	4% of the total	28 spaces	2 spaces	--
Entertainment	0 m ²	--	0 spaces	0 spaces	--
Hotel	502 m ²	4% of the total	13 spaces	1 space	--
Institutional	5,267 m ²	4% of the total	79 spaces	4 spaces	--
Subtotal			146 spaces	9 spaces	7 spaces (2 municipal and 5 private)
OVERALL (ZONES 2-6)					
Office	65,614 m ²	--	987 spaces	31 spaces	--
Commercial	81,497 m ²	--	817 spaces	27 spaces	--
Entertainment	4,181 m ²	--	63 spaces	3 spaces	--
Hotel	8,582 m ²	--	216 spaces	9 spaces	--
Institutional	39,263 m ²	--	591 spaces	22 spaces	--
TOTAL			2,674 spaces	92 spaces	103 spaces (79 municipal and 24 private)



7.4 Loading

The City of Guelph's Zoning by-law (2023)-20790 does not require a specific number of loading spaces, public vehicle loading zones are recommended in Section 2.0 of the City of Guelph's Downtown Streetscape Manual and Built Form Standards (2014). As laid out in that document, public vehicle loading zones are to be strategically located to provide reliable and convenient access, to support the unloading activities associated to the delivery vehicles serving downtown Guelph's businesses. These loading zones should be able to accommodate delivery vehicles such as UPS, FedEx, Purolator, etc.. In addition, signage for loading zones could be implemented that indicates "Loading Zone -15 Minutes Only". Suggested locations for the loading zones have been identified in the Streetscape Manual. The seven suggested locations in the Streetscape Manual are shown on Wyndham Street North and Macdonell Street. Based on the Streetscape Manual, each loading zone is approximately 18 metres in length, which can accommodate approximately one (1) Type 'B' and one (1) Type C space. Given this, the seven (7) zones could accommodate approximately a total of seven (7) Type 'B' spaces and seven (7) Type 'C' spaces. **Exhibit 15** illustrates the suggested public vehicle loading zones in the Streetscape Manual.



Exhibit 15 Suggested Public Vehicle Loading Zone Locations (Downtown Streetscape Manual, 2014)



The City of Guelph Zoning By-law does not include a numerical requirement for loading facilities for new developments. To estimate the approximate demand for loading space in the downtown, BA Group undertook a review of loading requirements based on provisions outlined in the City of Toronto's Zoning By-law 569-2013 using the floor space area for downtown Guelph for Zones 2-6. The City of Toronto Zoning By-law 569-2013 contains sharing provisions that are designed to optimize the use of available space and ensure efficient loading and unloading activities in urban areas. These provisions allow for shared loading facilities, where multiple buildings can utilize a common loading area, thus minimizing the overall space required for each individual building.

This approach allowed for an estimate of loading requirements based on the non-residential uses in downtown Guelph. By considering the sharing provisions from the City of Toronto's by-law, BA Group has estimated the number of loading spaces within the downtown area if the loading spaces are assumed to be shared between multiple users.

Table 38 provides an estimate of the loading requirements based on the application of the loading requirements as per City of Toronto's Zoning By-law 569-2013 to the estimated downtown floor space area for Zones 2-6. Based on that assessment, a total of 56 loading spaces including three (3) Type A, 40 Type B, 13 Type C, and 0 Type G spaces would be required. With the sharing provisions allowed for in the City of Toronto zoning by-law, a total of 27 loading spaces would be required including three (3) Type A, 14 Type B, 10 Type C, and 0 Type G spaces. For reference the following indicates the design standards for the loading space types:

- **Type A:** a minimum length of 17.0 metres, minimum width of 3.5 metres and minimum vertical clearance of 4.4 metres
- **Type B:** a minimum length of 11.0 metres, a minimum width of 3.5 metres and a minimum vertical clearance of 4.0 metres
- **Type C:** a minimum length of 6.0 metres, a minimum width of 3.5 metres and a minimum vertical clearance of 3.0 metres
- **Type G:** a minimum length of 13.0 metres, a minimum width of 4.0 metres and a minimum vertical clearance of 6.1 metres



Table 38 City of Toronto Zoning By-law 569-2013 – Loading Space Demand Estimate

Land Use	Estimated GFA	Range	Type of Loading Spaces				
			Type A	Type B	Type C	Type G	Total
Zone 2							
Office	8,856 m²	4,000-27,99 m²		2	2		4
Commercial	14,871 m²	10,00 – 19,999 m²	1	3			4
Entertainment	0 m²	--					0
Hotel	853 m²	0-4,999 m²		1			1
Institutional	8,699 m²	7,500 – 14,000 m²		3			3
Subtotal			1	9	2	0	12
Subtotal with Sharing			1	3	2	0	6
Zone 3							
Office	29,340 m²	28,000 – 51,999 m²		2	3		5
Commercial	35,225 m²	Greater than 30,000 m²	1	3	1		5
Entertainment	4,181 m²	2,300 – 7,500 m²		2			2
Hotel	7,227 m²	5,000 – 9,999 m²		1	1		2
Institutional	15,648 m²	14,000 – 22,000 m²		4			4
Subtotal			1	12	5	0	18
Subtotal with Sharing			1	4	3	0	8
Zone 4							
Office	18,730 m²	4,000-27,99 m²		2	2		4
Commercial	24,232 m²	20,000 – 29,999 m²	1	3	1		5
Entertainment	0 m²	--					0
Hotel	0 m²	--					0
Institutional	6,381 m²	2,300 – 7,500 m²		2			2
Subtotal			1	7	3	0	11
Subtotal with Sharing			1	3	2	0	6



Land Use	Estimated GFA	Range	Type of Loading Spaces				
			Type A	Type B	Type C	Type G	Total
Zone 5							
Office	7,014 m²	4,000 – 27,999 m²		2	2		4
Commercial	4,399 m²	2,000 – 4,999 m²		2			2
Entertainment	0 m²	--					0
Hotel	0 m²	--					0
Institutional	3,269 m²			2			2
Subtotal			0	6	2	0	8
Subtotal with Sharing			0	2	2	0	4
Zone 6							
Office	1,673 m²	1,000 – 1,999 m²		1	1		2
Commercial	2,771 m²	2,000 – 4,999 m²		2			2
Entertainment	0 m²	--				1	1
Hotel	502 m²	0-4,999 m²		1			1
Institutional	5,267 m²	2,300 – 7,500 m²		2			2
Subtotal			0	6	1	0	7
Subtotal with Sharing			0	2	1	0	3
OVERALL (ZONES 2-6)							
Total Loading			3	40	13	0	56
Total Loading with Sharing			3	14	10	0	27

Notes:

1. Shared loading provisions are based on the City of Toronto's Zoning By-law 569-2013 Section 220.5.10.1 (9).

Based on the estimates included above, it is recommended that up to 27 loading zones be provided in downtown Guelph. It should be noted that there may be some loading spaces provided on private property that would reduce this amount. Based on the Streetscape Manual, it is expected that the 7 loading zone locations as envisaged in that document could accommodate up to approximately 14 vehicles (7 Type 'B' spaces and 7 Type 'C' spaces). An additional 13 loading spaces should be provided throughout the downtown area. The following provides a recommended loading provision per zone:

- **Zone 2:** introduce 6 loading spaces that can accommodate 1 Type A, 3 Type B and 2 Type C spaces.
- **Zone 3:** introduce 8 loading spaces that can accommodate 1 Type A, 4 Type B and 3 Type C spaces.
- **Zone 4:** introduce 6 loading spaces that can accommodate 1 Type A, 3 Type B and 2 Type C spaces.
- **Zone 5:** introduce 4 loading spaces that can accommodate 2 Type B and 2 Type C spaces.
- **Zone 6:** introduce 3 loading spaces that can accommodate 2 Type B and 1 Type C space.



7.5 E-Scooters

E-scooters have gained recent popularity as a new mobility option for short-urban trips, especially in university cities such as the City of Waterloo due to the convenience and affordability these scooters offer. E-scooters provide convenient, low-cost solutions for short trips and can provide connections to other modes of travel such as transit depending on the placement of e-scooter parking.

Multiple municipalities have explored a pilot program for e-scooters to operate in their respective cities, due to the fact that on January 1, 2022, new Provincial regulations came into effect to allow municipalities in Ontario to opt in to a five-year e-scooter pilot program. To participate in the pilot program, municipal councils are required to pass a by-law that specifically allows the use of e-scooters and states where they can be used.

Municipalities such as the City of Ottawa, City of Waterloo, City of Hamilton, the City of Windsor and others have participated/ are actively participating in the e-scooter pilot program. Successfully, the City of Ottawa has adopted a fourth pilot season for e-scooters to operate on only selected roads within certain neighborhoods for now. The City of Ottawa has selected two providers named “Bird Canada” and “Neuron Mobility” to operate rental e-scooters.

Moreover, the City of Waterloo, a university city, was the first city to implement the pilot program with Lime e-scooters, and shortly ended on August 12, 2019. However, Waterloo Region has rolled out a new e-scooter and e-bike share program on April 14, 2023. The participants of the current program in the Region of Waterloo include the Cities of Waterloo, Cambridge and Kitchener. The Region has partnered with Neuron Mobility to run an e-scooter and e-bike share program. E-scooters are permitted to operate on bike lanes and trails.

The City of Guelph had been considering participating as the City’s TMP set out policies to build a protected cycling network that supports trips by bike and by emerging micro-mobility modes such as e-scooters. At a July 5, 2023 Committee of the Whole meeting, City Council voted in favour of passing the draft e-scooter by-law 2023-276, that would permit e-scooters on City streets as of August 1, 2023. The July 5 decision was ratified at a subsequent City Council meeting held on July 25, 2023, with operation on selected multi-use paths also included.

Introducing e-scooters is anticipated to be beneficial for the community, especially students associated with the new Conestoga College campus on Macdonell Street.

Based on the participation of municipalities with a similar land use context, the City is encouraged to continue to participate in the pilot program and in the future consider operation of a rental e-scooter program that could be available for shared use by the public. If a rental program is implemented in the future, it is recommended that e-scooter stations be placed by transit routes and stations such as the Guelph Central GO, Conestoga College and the University of Guelph, and other popular destinations to provide convenience and an easy transfer to transit if needed.



7.6 EV Parking/Charging

To gauge the number of electric vehicle (EV) parking spaces the City should consider providing in the municipal parking spaces in the downtown, BA Group has applied the electric vehicle (EV) parking requirements for non-residential uses outlined in the City of Guelph's Zoning By-law (2023) -20790 to the current municipal parking supply on a per zone basis. The specific requirements have been previously discussed in **Section 3.12.3** of this report.

Table 39 provides a summary of the applicable EV parking requirements for each electric vehicle parking spaces and designed electric vehicle parking spaces for non-residential uses based on the public parking supply for each zone.

Based on the application of the Zoning By-law electric vehicle parking requirements to the municipal parking supply for all zones in the downtown Guelph, a total of 254 parking spaces are required to be constructed with a minimum Level 2 Electric Vehicle Charging device (EV parking spaces) and 508 parking spaces are to be designed and constructed to be electric vehicle ready (designed EV parking spaces). When reviewing Zones 2-6, the area north of the tracks, those zones would require a total of 192 EV parking spaces and 384 designed EV parking spaces.

Currently, the City of Guelph has four (4) EV parking spaces in each parkade in Downtown Guelph (East and West Parkade, and the Market Parkade), resulting in a total of 12 EV spaces. When comparing the existing EV parking supply against the overall EV parking requirements for downtown there is a shortfall of approximately 250 EV parking spaces. Considering the downtown area north of the tracks (Zones 2-6), the application of the EV parking requirements to the existing municipal parking supply for Zones 2-6 would require 192 EV parking spaces, which represents a shortfall of 188 EV parking spaces.

Based on the requirements outlined in the Zoning By-law (2023)-20790, the City of Guelph would need to implement at least 10% of the municipal parking supply (250 EV parking spaces) with EV parking equipment and commence to design 20% of the parking spaces (508 designed EV parking spaces) to be electric vehicle ready to achieve the requirements. Currently, 12 EV parking spaces are provided within the three (3) parkades in downtown Guelph to service the area, which appear adequate to meet the existing demand. Based on the analysis above, the City should plan to provide more EV parking spaces (approximately 50 parking spaces) within the next 10-years, subject to gauging actual demand. and commence to design parking spaces to be EV ready to keep up with emerging trends of electric vehicles. The requirements outlined in the zoning by-law should apply to any new parking facilities the City provides in the future.



Table 39 Applicable Electric Vehicle (EV) Parking Requirements – Zoning By-law (2023)-20790

Municipal Parking Supply	EV Parking Requirement Rate (Non-Residential)	EV Parking Requirement
Zone 1		
428 spaces (226 on-street and 202 off-street spaces)	Electric Vehicle Parking Spaces: 10% of supply	43 spaces
	Designed Electric Vehicle Parking Spaces: 20% of supply	86 spaces
Zone 2		
709 spaces (169 on-street and 540 off-street)	Electric Vehicle Parking Spaces: 10% of supply	71 spaces
	Designed Electric Vehicle Parking Spaces: 20% of supply	142 spaces
Zone 3		
937 spaces (109 on-street and 828 off-street)	Electric Vehicle Parking Spaces: 10% of supply	94 spaces
	Designed Electric Vehicle Parking Spaces: 20% of supply	187 spaces
Zone 4		
133 spaces (133 on-street and 0 off-street spaces)	Electric Vehicle Parking Spaces: 10% of supply	14 spaces
	Designed Electric Vehicle Parking Spaces: 20% of supply	27 spaces
Zone 5		
135 spaces (135 on-street and 0 off-street spaces)	Electric Vehicle Parking Spaces: 10% of supply	14 spaces
	Designed Electric Vehicle Parking Spaces: 20% of supply	27 spaces
Zone 6		
3 spaces (3 on-street and 0 off-street spaces)	Electric Vehicle Parking Spaces: 10% of supply	1 space
	Designed Electric Vehicle Parking Spaces: 20% of supply	1 space
Zone 7		
196 spaces (94 on-street and 102 off-street spaces)	Electric Vehicle Parking Spaces: 10% of supply	20 spaces
	Designed Electric Vehicle Parking Spaces: 20% of supply	40 spaces
OVERALL (ZONES 1-7)		
2,541 spaces (869 on-street and 1,672 off-street spaces)	Electric Vehicle Parking Spaces: 10% of supply	254 spaces
	Designed Electric Vehicle Parking Spaces: 20% of supply	508 spaces
ZONES 2-6 (North of the Tracks)		
1,917 spaces (549 on-street and 1,917 off-street spaces)	Electric Vehicle Parking Spaces: 10% of supply	192 spaces
	Designed Electric Vehicle Parking Spaces: 20% of supply	384 spaces



7.7 Parking Guidance Systems and Applications

7.7.1 Current City of Guelph Initiatives

Contactless Payment for Parking

In May 2021, the City of Guelph announced a partnership with HONK (a third party leading provider of contactless payment for parking) to launch a pilot parking program on Delhi Street, outside of the downtown, whereby drivers became able to make contactless payment for parking using their phone or other internet connected device (e.g. tablet). Drivers are able to download the free HonkAPP to pay based on zone or tap their smartphone or scan the QR code at any HonkTAP smart station on Delhi Street where the pilot parking program was applicable.

Since that time, the pilot project was extended and the downtown East Parkade was added, with HONK contactless payment enabled as described above. It is recommended herein that this service, or similar, could be expanded to other downtown parking facilities to improve the customer experience of paying for parking.

Improving Parking Access and Mobility

In November 2022, the City of Guelph announced a partnership with eleven-x (a third party provider of high-performance, wireless IoT and Smart City solutions) to improve the management and oversight of the City's two-hour free on-street parking program. Using the eXactpark™ solution, the City became able to undertake comprehensive parking usage monitoring using a real-time sensor-based stall occupancy technology and a comprehensive software and parking intelligence platform. In particular, the technology enables the collection of real-time parking stall occupancy which can be used to optimize parking usage.

The planned first phase of the planned installation would include on-street parking spaces in the downtown and the second phase would implement the technology across the city.

It is recommended herein that both of the above-mentioned technology services could, in the future, be provided in a single mobile app to allow enable the ability for customers to make contactless payments for parking and to identify the locations of available parking (including accessible parking), real-time, using the sensor-based technology.

7.7.2 Planned City of Guelph Initiatives

Within this section, a number of initiatives planned by the City of Guelph, inclusive of budget consideration, are outlined.

On-Street Parking Space Occupancy Sensors

Following the completion of the DPMP update and associated process, the City of Guelph is planning to undertake and complete (by 2024) the installation of on-street, in-ground occupancy sensors throughout downtown. The sensors will provide immediate, accurate, real-time occupancy data to allow the City of Guelph to track on-street parking usage, duration of stay, and infractions to the two-hour, once-per-day downtown parking restriction. This sensor data is fed to the bylaw enforcement team as a real-time data tool to alert officers to infractions to the bylaw.

This data will support the City's effort to create parking usage turnover to support downtown business activity and vibrancy. By-law enforcement staff will be equipped with an alerting mechanism for infractions to better manage their time while ensuring violators are moved along and spaces remain free for other visitors to downtown. This effort will assist the City in better managing the limited supply of spaces equitably for all users coming downtown.

On-Street Parking Payment Equipment

Following the completion of the DPMP update and associated process, the City of Guelph is planning to install (by 2025) parking payment equipment throughout downtown to enable on-street paid parking. The significance of the project to



install in-ground occupancy sensors is that it puts into operation a payment ecosystem (with equipment and the aforementioned sensors) to allow the City to collect revenue from the on-street parking spaces downtown.

Parking Directional Gateway Signage – Optimizing Off-Street Parking Usage

The City of Guelph is planning to install (by 2026) directional and availability signage podiums on the periphery of the downtown area to alert visitors to downtown of available parking spaces in the off-street garages and surface parking lots. The equipment will direct drivers to available parking spaces, reducing frustration and idling while supporting downtown businesses and medical and social service agencies. This is part of a wayfinding strategy to allow visitors to quickly find available parking and to support redirecting visitors to available parking spaces during the Downtown Infrastructure Renewal Project on Wyndham Street.



8.0 FUTURE DEVELOPMENT PARKING SUPPLY NEEDS

8.1 Projected Population and Employment

Prior to the opening of the new Market Parkade on Wilson Street in late 2019 with pre-COVID-19 work patterns, the municipal parking system was operating near capacity to meet employee parking demand. The 2015 Parking Master Plan identified the need to build three additional parkades on the Wilson surface lot adjacent to City Hall in the near term as well as on the Fountain and Neeve Street surface lots in the longer-term. The Market Street parkade was increased in size to eliminate the need for a parkade on the Neeve lot which is viewed as an inefficient site for a cost-effective garage. If COVID-19 had not intervened and reduced the number of office employees who attend work in the downtown, the Market Street parkade should have provided the municipal system with some spare capacity until significant future growth occurred.

Table 40 provides a snapshot of the municipal off-street parking supply changes from 2015 when the last Parking Master Plan was created, to the expected 2026 condition after the public parking garage beneath the new central library opens. The Baker Street surface lot redevelopment which also includes the Wyndham Street surface lot will result in a net loss of approximately 150 surface parking spaces in this area. There will also be a loss of on-street parking along Baker Street (-30 spaces) and potentially along Wyndham and Macdonell Streets for streetscape improvements (up to -80 spaces) as described in Section 6 of this report.

Table 40 Total Number of Off-Street Parking Space Inventory History

Location	2015	2019	2023	2026
146 Macdonell Street (East Parkade)	349	349	349	349
110 Macdonell Street (West Parkade)	479	479	479	479
10 Wilson Street (Market Parkade)	0	486	486	486
Wilson Street	70	0	0	0
34 Macdonell Street Lot (Macdonell Street)	54	54	54	54
Baker Street	258	258	0	154
Wyndham Street	46	46	0	0
2 Gordon Street (Farmer's Market)	30	30	0	0
141 Fountain Street Lot (Neeve Street)	102	102	102	102
146 Arthur Street Lot (Arthur Street)	26	26	26	26
94 Norwich Street Lot (Norwich Street)	25	25	25	25
51 Fountain Street Lot (Fountain Street)	202	202	202	202
Total Available	1641	2057	1723	1877
Change from 2015		416	82	236



Section 4.2 regarding existing conditions notes that the existing municipal parking system has approximately 2,540 parking spaces including 870 on-street and 1,670 in three off-street surface lots and three above grade parkades. During a weekday, the overall system is approximately 50% utilized with 1,250 spaces occupied and 1,290 vacant parking spaces, based upon our surveys conducted in the fall of 2022.² The occupancy surveys reflect the on-going impacts of the post-COVID-19 work patterns where a substantial portion of office employees work from home most of the time. The surveys also reflect the fact that a large portion of the Co-operators office space on Macdonell Street is vacant as employees wait to move into a new corporate headquarters office on the outer edge of the City.

To refresh the outlook for future municipal parking supply needs, we have undertaken a high-level assessment of the following factors noted in the following sections:

8.1.1 New Conestoga College Campus

The most significant new development for downtown Guelph will be the Conestoga College campus that will be located in the repurposed Co-operators office building at 130 Macdonell Street. The Co-operators insurance company will be relocating to a new Headquarters building at the south edge of the City starting in 2023.

The College is expected to open in stages starting with a Phase One opening in September 2025 with approximately 1,200 students. Phase Two will follow in September 2026. The College will accommodate approximately 5,000 students when fully operational within the next five years.

When it reaches 5,000 students, the College will likely generate a parking demand for approximately 600 additional parking spaces that will replace or exceed the parking demand previously generated by Co-operators Insurance. This estimate is based on our experience in planning for other post-secondary institutions across the GTA, including several Community Colleges.

Over the long term, the estimated net new 600 space demand might be reduced by implementing a robust transportation demand management plan focused on the College that would include discounted or free transit passes for students, bike share stations, bike parking and end of trip facilities, enhanced transit services to identified clusters of students residing outside of Guelph, a ridesharing program to facilitate car/van pooling and the provision of student housing in the downtown that would allow students to walk and cycle to the college instead of commuting long distances. These TDM initiatives could also be targeted at College staff.

8.1.2 New Central Library and Baker Street Parking Lot Redevelopment

The City has been working with Windmill Developments to replace the Baker Street surface parking lot with 350 unit residential apartment development and a new central library.

The new library is expected to open in 2026 and will be approximately four times the size of the existing library that is located at the northwest corner of Norfolk and Paisley Streets. A new public parking garage with approximately 150 parking spaces will be located beneath the library.

The two residential apartment buildings will follow the library, the exact timing of which remains to be confirmed. The parking provided for this project will be for resident use only.

The Baker Street redevelopment site previously provided approximately 300 public parking spaces on the Baker Street and Wyndham Street surface lots. Therefore, there will be a net loss in public parking of approximately 150 spaces in this block.

² It should be noted that there are approximately 870 on-street parking spaces located around the periphery of the downtown, some of which are utilized by downtown employees and visitors. In addition, there are approximately 3,750 private off-street parking spaces on various development sites across the downtown. While many of the parking lots south of the tracks will be redeveloped and some of them north of the tracks, they are a significant source of parking supply for existing development in the downtown.



The new central library will likely generate a demand for approximately 110 spaces, approximately 55 more spaces than the existing library.

8.1.3 Potential Future Loss of On-Street Parking

The City of Guelph is currently undertaking an Environmental Assessment regarding the future reconstruction of Wyndham Street from Carden Street to Woolwich Street as part of its Downtown Renewal Program. A significant part of this project will include a substantial streetscape enhancement that will include additional sidewalk and landscape space. It may also include bicycle lanes. Although a preferred design has not been selected yet, it is possible that the existing on-street parking supply could be reduced significantly.

In the longer-term a similar streetscape enhancement may take place along Macdonell Street from Wyndham Street to Gordon/Norfolk Street that could result in the loss of on-street parking depending on the design chosen.

The reconstruction of Baker Street in conjunction with the redevelopment of the Baker Street surface lot with a new Library and two apartment buildings will also result in the loss of previously existing on-street parking to provide enhanced streetscape features.

As described in **Table 35** in **Section 7.1** of this report, the changes described above could result in the loss of approximately 56 to 109 on-street parking spaces.

8.1.4 Additional Demand from an Increased Return to the Office

The impact of COVID-19 on office working characteristics on parking demand has been substantial. Initially, office attendance and parking demand was down over 90% and has been slowly increasing, but still in a state of flux. Typical average peak day attendance in office space is around 60% as at June 2023, although it appears that this can vary from 25% to 75% depending on the employer and type of office work. There are also examples of full back to work office attendance. This situation has also led to many employees wanting to switch from monthly parking permits to daily permits at reasonable cost to accommodate their need to be back in the office only two to three days per week.

Depending on how this situation evolves over the next few years, it is possible that the existing demand for employee parking in the municipal system could increase by 200 to 300 spaces.

8.1.5 New Parking Demand from Future Growth

The City has recently updated their growth estimates for the downtown to reflect current trends and policy directions from the province including the housing pledge. Based on discussions with the City Planning Department we have assumed that approximately 6,500 residential units could be built over a 30-year period as well as 1,500 new jobs. This equates to approximately 220 residential units per year and 50 jobs per year on average. While there will be some significant growth in the older traditional downtown area north of the rail tracks, most of the growth is expected to take place south of the tracks and east of the Speed River.

The amount of new parking demand that will be placed on the municipal parking system will depend on location because the zoning by-law parking supply requirements for the traditional area north of the tracks does not require parking to be provided for commercial development whereas south of the tracks and east of the Speed River, parking is required for office space at a rate of 1.5 spaces per 100 square metres GFA and for commercial space at a rate of 1.0 spaces per hundred square metres. This implies that approximately 50% of the demand for office and commercial parking would be accommodated on a specific development site, leaving the other 50% to be accommodated by the municipal parking system in the area south of the tracks and east of the Speed River.

The zoning by-law parking supply requirement for residential parking is currently 1.0 space per unit for apartment residents and 0.05 spaces per unit for apartment visitors. This requirement applies to the entire Downtown Secondary Plan area. Recent demand surveys conducted by BA Group for apartments in the downtown indicate that the average demand for



resident parking is approximately 0.85 spaces per unit. The peak visitor parking demand rate is approximately 0.10 to 0.15 spaces per unit based on our experience in similar contexts, which implies that the excess demand will be accommodated in the municipal parking system.

In order to support growth in the downtown, the City has been processing variance applications for reductions in the resident supply rate if the developer agrees to implement a robust transportation demand management (TDM) plan that includes unbundling parking sales from unit sales as well as providing extra bicycle parking, car and bike share services, and transit pass discounts for people who purchase/rent units without parking. Depending upon how successful these transportation demand management initiatives are, the City may have to accommodate some demand for resident parking that is not met on a particular development site. The City will also entertain requests for payment in lieu of providing parking where developers can demonstrate that it is too onerous to provide it on site but is expected to be accommodated in the municipal parking system. It is challenging to estimate just how much apartment parking for residents and visitors might have to be accommodated in the municipal system but we have assumed that it averages out to approximately 0.10 spaces per unit over the entire downtown and many years.

8.1.6 Transportation Master Plan Targets for Travel Mode Shifts

As described in more detail in Section 3.5 the recently approved 2022 Transportation Master Plan (TMP) sets ambitious mode share targets to reduce the use of single occupant vehicle travel in favour of increased transit and active transportation modes including walking and cycling. For example, the use of cars on a daily basis for trips within the City is targeted to decrease from 80% in 2016 to 58% in 2051, a decrease of 28% over the long term. It is expected that the decrease in car travel to downtown would be greater so that it is approximately 50% in the long term. These plans to significantly reduce car use over the long term are generally consistent with those being adopted across the Greater Toronto Area and in most downtown areas in mid to large-sized cities in Ontario and across Canada. They are generally accompanied with specific action plans for increased transit service and as well pedestrian routes and bike lanes, as is the case in Guelph.

8.1.7 Future Parking Demand Summary

Future parking demand projections for 5, 10, 15 and 20-years out have been prepared reflecting the different factors described above to obtain a perspective on potential future needs for additional municipal parking. A summary of the estimated situation approximately 20-years out is provided in **Table 41**. This projection assumes that attendance at the office increases to 75% from approximately 60% today, that increasing transit and active transportation use reduces the auto driver mode share from approximately 75% today down to 50%. More detailed projections are provided in Appendix I, including varying the transit and back to the office assumptions. The parking demand estimates have been allocated into seven different zones across the downtown to understand parking needs on a localized basis. For example, it is important to understand potential future parking supply needs in the south end of the downtown versus the north end so that parking facilities can be located within practical walking distance of the demand source.

Consistent with previous planning, the longer range 20-year outlook indicates that approximately 252 *new* public parking spaces will be needed in the south end of the downtown to accommodate future development. If this parking is provided on the City-owned Fountain Street lot adjacent to the Police Headquarters as currently identified in the Downtown Secondary Plan, the garage would also include the existing 200 spaces for a total of approximately 450 spaces.

The 20-year projection also identifies a need for approximately 226 *new* public parking spaces in the north end of the downtown to service the area in the vicinity of the former Baker Street municipal parking lot that will be redeveloped with a new central library and two apartment buildings. This need reflects the net loss in previously existing public parking on the Baker and Wyndham surface lots as well as potential on-street parking losses associated with Streetscape improvements along Wyndham Street and Macdonell Street over the longer-term. It also reflects potential increases in demand in the north end of the downtown associated with new residential development and increased back-to-work activity as well as the impact of the new Conestoga College campus.



While the future need for a garage on the Fountain Street lot is consistent with current plans, additional parking capacity in the north end of downtown has not been previously identified. In order to proactively plan for the addition of new public parking in this area, the City should review the potential suitability of the existing Library site or the Macdonell surface lot to provide such parking. They should also be alert for opportunities that might arise in other locations in the north downtown in conjunction with future development applications where the City might be able to partner with a developer.

It is also important to consider the longer- term implications associated with the eventual need to replace the existing East and West parkades that are over 40 years old. Based upon a 2020 condition assessment for the West parkade, it is likely that they will need to be replaced in fifteen to twenty years. This would create a considerable parking shortfall while they are being replaced which could be mitigated if additional parking capacity had already been added in the north part of the downtown as described above. It is also desirable that residential, commercial, or institutional development might be included with the replacement parkades.

The financial implications of the new and replacement parking facilities described above will be examined in the Financial Assessment section.

Table 41 Municipal Parking Demand & Supply Projection Summary – 20 Years Out (By Parking Zones 1-7)

Future Condition	North of Tracks					South of Tracks		Periphery	Total
	2	3	4	5	6	1	7		
Planned Parking Supply (no. of spaces)	662	863	258	135	3	428	196	849	3394
Estimated Parking Demand (no. of spaces)	460	1079	287	81	2	355	441	401	3112
Supply Surplus/Deficit per Zone (no. of spaces)	202	-216	-29	54	1	73	-245	448	312
Demand / Supply Percentage	70%	125%	111%	60%	67%	83%	225%	47%	91%
Supply Deficit by Zone Group (no. of spaces)	-44					-172			
10% Demand Level of Service (no. of spaces)	-183					-80			
Net New Parking Required (no. of spaces)	-226					-252			

Notes:

1. Planned supply includes existing municipal on- and off-street parking plus new library garage, potential reductions in on-street supply on Wyndham and Macdonell and reduction of on-street supply on Baker.
2. Estimated demand includes existing plus Conestoga College, new library and population and employment growth.
3. Demand/Supply percentage should not exceed 90%.
4. A level of service factor of 10% will provide a maximum 90% occupancy to allow for finding parking in a reasonable time.



9.0 PARKING MANAGEMENT STRATEGY

9.1 Rationale for Municipal Parking Supply Role (Why Parking Matters)

Parking is much more complicated than it first seems to be. At first glance, it is only a physical space to store a vehicle. Dig deeper and one will find parking is a critical piece of urban planning, an integral part of the transportation system and an important ingredient in economic development. An effective parking management strategy can:

- Encourage and support sustainable economic development;
- Foster compact urban development and good urban design;
- Encourage the use of sustainable transportation alternatives;

Each of these important factors is described below.

9.1.1 Economic Development Considerations

Parking policies can also foster sustainable economic development by:

- minimizing the amount of parking required in new development projects through appropriate zoning requirements;
- facilitating the use of shared parking within mixed use development sites and between nearby separate development projects;
- providing on-street public paid parking that can be used to serve area developments and encourage a paid parking environment;
- encouraging the provision of well-designed and strategically located municipal parking facilities in key development areas which will allow multiple users and property owners to benefit from economies of scale, efficient use of parking and land resources;
- allowing builders to provide a cash payment to the municipality in lieu of providing parking for a building on the same site, thereby reducing the proliferation of many small parking facilities and facilitating the intensification of building sites; and
- allowing the municipal government to provide financial support in terms of developing parking facilities for shared use at less cost than the private sector.

In short – shared public parking resources – rather than providing parking in independent development sites – can be provided at cheaper cost and provide more efficient use of expensive parking infrastructure, thereby supporting economic development and fostering more compact urban development that is transit supportive.

The City of Guelph has played an economic development role for many years in the historic downtown area where municipal parking represents approximately 50% of the total public and private supply in the area. This approach has historically facilitated development in the downtown and the redevelopment of existing uses such as the recently announced conversion of the Co-operators headquarters office building into a new Conestoga College campus because they could rely on City provided parking facilities. Prior to this announcement, the Co-operators relied on the same City provided parking facilities to accommodate their employee and customer parking needs. Many other downtown stakeholders also rely on the public system as well.



9.1.2 Urban Design Considerations

Parking policies can also be used to support good urban design by:

- minimizing the amount of overall parking required in zoning by-laws;
- discouraging surface parking;
- facilitating more compact urban development that is pedestrian friendly and easier to serve with public transit through the use of above or below grade parking structures that are well located and integrated with primary development;
- carefully planning the location of both municipal and private parking facilities to ensure they maximize the development potential of the area;
- including good quality and well thought out design features that set an example for development and project an image for the area the facility serves; and
- incorporating green building design features in surface lots or garages.

9.1.3 Transportation Demand Management & Parking Integration

The City has approved an ambitious Transportation Master Plan (TMP) that includes targets a reduction in automobile driver travel in the downtown of approximately 33% in stages over twenty to thirty years. Achieving these targets will eventually reduce the need for the City and private developers to provide expensive parking garage spaces in addition to the environmental benefits.

Many of the stakeholders consulted for this study have expressed a high degree of skepticism regarding the use of alternative travel modes. Attracting drivers to use public transit, especially in small to mid size cities where using transit can take considerably longer than driving, can be quite challenging.

The ultimate goal of Transportation Demand Management (TDM) is to provide well co-ordinated mobility options for commuters and visitors. This will increase the productivity of an area by making the commute more convenient, cost effective and less stressful as well as improve the environment by reducing congestion. The City recognizes this goal by noting in Section 11.1.4.1.4 of the Downtown Secondary Plan how critical TDM will be in achieving its goals.

The transit and active transportation improvements proposed in the TMP will attract captive riders who do not have access to a car or who cannot afford one and perhaps some choice riders. To *maximize* the capture of non-captive transit riders and active transportation demand, an integrated parking management and TDM strategy should be implemented that would include some or all of the following initiatives:

- minimum parking supply zoning requirements that reflect the transit and non-auto mode split targets for the area in conjunction with TDM initiatives;
- parking supply limits in zoning by-laws to eliminate excessive parking supply;
- provision of bicycle parking and shower /change facilities for cyclists;
- provision of car share and bike share services in both public and private parking facilities;
- provision of specially designated car/ van pool stalls in convenient locations;
- a web based ride share matching service;
- monthly bus pass discounts for employer groups in specific areas will provide an additional economic incentive to use public transit;
- regular surveys of employee commuting characteristics and their propensity to consider the use of alternative travel modes will provide current information to plan and implement new measures to improve mobility options.



- regular communications and marketing programs to inform downtown stakeholders regarding transportation improvements serving the area and initiatives to encourage people to try using alternative travel modes to driving;
- parking pricing that is at least the same or higher than transit fares;
- unbundled transparent parking fees paid directly by the user³

The City's recent update to the zoning by-law includes requirements for new development projects to supply bicycle parking and electric vehicle charging facilities. The City should ensure that it reflects these requirements in the municipal parking supply system as per the recommendations outlined in this report.

The City should also consider the provision of bike and car share services on downtown streets, in on-street parking where they would be more visible than in garages.

The creation, analysis and publication of annual travel surveys for the downtown could also be conducted through the parking office if they have a staff person who has experience in transportation demand management.

A co-ordinated and well-founded transportation demand management plan can be best deployed at the parking management level because this is where the interaction with people who drive regularly occurs and where the opportunity to engage them about changing travel modes as an alternative to driving could be most effective. Therefore, many of these TDM services should be managed, promoted and funded through the municipal parking operation in co-ordination with other municipal departments, especially Guelph Transit. The municipal parking office should also be able to sell transit passes as an alternative to more expensive monthly parking or a lengthy wait list, perhaps at an introductory discount.

9.2 Future Parking Garage Considerations

As described in **Section 8.1**, future parking demand estimates indicate that the City needs to plan the future provision of additional shared public parking resources on the north and south sides of the downtown. Based on increasing transit and active transportation use in line with the City's TMP, approximately 225 net new spaces may need to be provided north of the tracks while approximately 250 net new spaces may be required south of the tracks to accommodate future growth in the downtown and service existing development.

9.2.1 Development on/above City Parkades/Lots

The City should consider the integration of other uses in any future parking garages that they provide. Such uses could include residential or hotel development, grade level commercial space, recreational facilities and other municipal facilities in order to maximize use of the building site and generate parking demand to maximize the utilization of the new parking facility. This may not be possible on smaller sites but would be feasible on the Fountain Street surface lot where a future garage is designated in the Downtown Secondary Plan. Using some City surface lots and other land such as the existing library site (once the new library opens) to provide affordable and or student housing for Conestoga College would reduce the need for auto travel, add residents to the downtown, while adding parking to meet future needs.

In the long term when the East and West parkades need to be replaced, they should be integrated with new commercial or residential uses to facilitate redevelopment and perhaps assist in financing the cost of the future garage replacement through land value uplift and payment in lieu of parking contributions from the other development on the site. It is recommended that five years prior to planned replacement of the East and West parkades, the City issue an expression of interest for developers who may be interested in development on or above City lands and enter into discussions regarding possible redevelopment alternatives that can achieve the City's strategic housing and economic development goals, while still including public parking supply.

³ Unbundled pricing refers to the transparent or separate pricing of parking from building rents or purchase prices.



9.2.2 Partnering on New Developments

The City should also consider the possibility of partnering with new development projects to provide public parking facilities in smaller but more geographically distributed amounts where that would fulfill an identified need. For example, the future demand estimates described in **Section 8.1** of this report identify a need for additional public parking in the north area of the downtown that might be partially fulfilled by partnering with future development projects where the location, design features and cost are reasonable.⁴ Such an approach might distribute the cost incrementally over several facilities rather than concentrating it in one location with a larger upfront cost.

It is recommended that City Planning consider potential addition of public parking to redevelopment projects that are in the early planning stages, identifying potential projects through the pre-application consultation process required for planning applications, or through informal discussions prior to pre-application meetings. An assessment should be made by the City, based on factors including the scale and location of the project, whether the potential addition of public parking spaces in each case could be a worthwhile consideration. While it would be expected that the City would be responsible for capital and operating costs of any public parking provided in this manner, it is likely that incentives such as additional density or height may be required to encourage developers to enter into an agreement for parking.

9.3 Future On-street Parking Considerations

On-street parking is typically the most convenient, sought-after parking in most Ontario downtowns and is preferred by the majority of parking users in downtown Guelph, which is evident in the observed utilization of the on-street parking supply, and evident in many responses to public surveys.

Re-introducing user-paid on-street parking is a key strategy that would:

- Encourage longer-duration parking to take place in off-street lots and parkades, while leaving the more convenient on-street parking available for customers and visitors to the downtown and for other short-stay needs.
- Lead to a reduction in drivers circling the block searching for complimentary on-street parking.
- Move the parking system toward being financially self-sustaining and reduce the need for additional property tax support, while facilitating contributions to a reserve fund for future capital expenses related to existing and future parkades.
- Reduce the extent to which parking permits and off-street parking rates would have to otherwise be increased

The financial analysis of re-introducing user-paid on-street parking in downtown Guelph is included in **Section 9.5**.

⁴ It is important that any public parking integrated within a development project be designed appropriately for public parking use in terms of functional design, safety and security as well as attractiveness and pedestrian and vehicular access in order to ensure that it is well used by the public.



9.4 Operational Considerations

A number of improvements to the existing parkades have already been identified by City staff in response to concerns about security and personal safety in the City's parkades. It is understood that some issues may in part be amplified by reduced parking activity in parkades due to COVID-19 closures and ongoing hybrid work arrangements. Increased parking activity in the future may go some way to addressing some concerns heard through the consultation on this project. Additional measures either recently completed or planned for short-term implementation include:

- installing LED lighting
- painting interior grey concrete walls white to improve light conditions inside parkades
- increased security patrols

It is noted that the existing parkades have emergency alarms, safe exiting route signage and camera monitoring. Other operational considerations include replacement of the parking access and revenue control equipment.

In addition to considerations inside the parking facilities, enhancements to the existing parking guidance system should be added, to provide real time information regarding the location of available parking spaces. The parking management system should also integrate the parking and TDM functions to effectively communicate alternative commuting options, highlight recent improvements to alternative travel modes and encourage drivers (especially employees) to try alternatives, in support of the direction of the City's Transportation Master Plan.



9.5 Financial Considerations

The following sections discuss the financial forecasts for the existing parking operation, and for future scenarios such as including paid on-street parking and additional parking supply.

9.5.1 Financial Impact of DC Act Changes

As mentioned in **Section 4.8.3**, changes in the Development Charges Act have listed municipal parking structures as an ineligible service as of September 18, 2022, and D.C.s can no longer be collected for the purposes of parking infrastructure after that date. The D.C.s related to parking (based on collection of parking-related DCs until September 18, 2022) were identified in the D.C. Background Study of October 2021, with a D.C. eligible amount of \$13,885,751.

The loss of D.C. funding for a future parkade in downtown Guelph would have an impact of approximately \$25.5 million based on the amount included for future parkade capital costs in the 2021 D.C. Background Study.

To provide partial replacement of funding lost due to changes in the DC Act, Guelph City Council passed the new Community Benefits Charges (CBC) By-law No. 2022-20714 on July 18, 2022. The background study for the CBC by-law included parking capital costs as part of determination of approximately \$12.8 million in growth-related costs (parking is approximately \$5.84 million of the \$12.8 million (from Table 4-1 of 2022 CBC Strategy) and would be equivalent to approximately 46% of identified capital infrastructure needs. Based on contributions of 4% of anticipated development land value as identified in the CBC Strategy, the 10-year contribution may be \$5.5 million for Community Benefits. Assuming that parking would be funded at the equivalent of 46% of the potential collection of \$5.5 million for Community Benefits, there is potential for approximately \$2.53 million in parking funding (over 10 years) arising from the CBC by-law.

9.5.2 Financial Sustainability of Status Quo

One of the directions of the 2015 DTMP was to investigate and recommend strategies to make the parking system be financially self-sustaining, which included the following key changes:

- transferring funds to a reserve to cover future capital expenditures
- increasing revenues through a combination of increased permit and daily parking fees, along with introduction of on-street parking

As discussed previously in this report, City Council decided in 2018 to not implement paid on-street parking at that time, and adopted a revised funding model including a mix of revenue streams to support downtown parking operations with revenues from permit fee increases, introduction of periphery parking permits and increased property tax investment. This direction, in combination with increased transfers to capital reserve and increased debt service expenses for the new Market Parkade resulted in continued and increasing need for property tax investment in the parking system.

The estimates of revenue from downtown permits and daily parking for the funding model approved in 2018 were \$4.2 million, compared to actual revenues of approximately \$2.5 million in 2022. Because revenue estimates for permits and daily parking in the 2018 model have not been realized, limited funds are available to transfer to capital reserve. The ability to contribute to the reserve fund will decrease further once debt service payments for the upcoming Baker parking garage are included.

Financial modelling of the “as is” case has been carried out, based on 2022 conditions and projecting for 20 years, and indicates that expenses are anticipated to continue to exceed revenue.

Some key assumptions built into the “as-is” model include:

- Increased parking demands from 2023 to 2026 to reflect some decrease in hybrid work, operation of Conestoga College in 2025, and opening of the Baker Street development including the new library and parking garage.



- Parking rates increase beyond 2026.
- Some loss of permit parking revenue in 2024 and 2025 to estimate reduced permit income as Co-operators leave downtown and as Conestoga College completes building renovations.
- Operating reserve covers operating deficit, with transfers in (when required) from the capital reserve.
- Contribution to capital reserve reduced in 2026 to better reflect revenue

The analysis of the “as-is” case confirms that continued and increased property tax investment will be required in order to contribute to a capital reserve fund. Accordingly, removal of property tax investment results in the parking system deficit growing year upon year. To generate sufficient reserve fund balance by 2042 for replacement of the East and West Parkades (assuming 50% debt financing) the existing levels of property tax investment would need to be increased by approximately 25%. This would not include funding for any new parking supply.

9.5.3 Paid On-street Parking

Starting with the same assumptions as the “as-is” case, financial analysis was carried out for a case with the addition of paid on-street parking. The on-street paid parking model includes several key assumptions:

- The base (as is) revenues for parkades are modified on the assumption that hourly/daily rates in the parkades are reduced by 25% (to reflect either a rate reduction, or provision of some complimentary parking in the parkades), along with an increased demand for 50 spaces in the parkades to represent demand transferring from on-street parking.
- The extent of paid parking on-street is estimated by starting with the current supply of two-hour once per day parking, reducing the supply number to account for anticipated loss of angle parking on Wyndham and Macdonell and for patios during summer months (6 months of the year) for a combined reduction of up to 150 spaces lost.
- An effective ten paid parking hours per day on weekdays and five on Saturdays, with parking rates assumed to be the same as currently exist at the City’s parkades - \$3/hour (parking payment is assumed to be required for 12 hours from 9am-9pm in line with the current two-hours once per day restriction, but for purposes of the financial model, a reduced number of hours is assumed).
- Estimated existing on-street parking occupancy of 75% for 12 hours from 9am-9am, reduced for paid spaces to 65% occupancy for 10 hours to reflect some reduction in on-street parking.
- Demand/price elasticity factor added on introduction of paid on-street parking to reduce first year revenue to 60% of estimate, 70% at second year, 80% at third year, 90% at fourth year, and full revenue estimate realized in fifth year of operation (assumed some existing on-street demand moves to daily parking at parkades and into peripheral areas)
- Peripheral parking permits implemented to address potential overspill into residential areas (assuming approximately 100 paid permits with a potential revenue of approximately \$65,000 per year).
- Capital costs for on-street parking implementation included at \$2 million in 2025. Additional costs of approximately \$60,000 annually are included for ongoing maintenance and warranty for the equipment.
- Property tax support can be removed after paid on-street parking is introduced.

The analysis of the paid on-street parking case shows that a revenue of up to approximately \$2 million per year could be realized from on-street parking. Based on that assessment, the current levels of property tax investment can be decreased and removed after introduction of paid on-street parking, while still generating enough income over expenditure to contribute to a capital reserve fund. With paid on-street parking, the reserve fund balance by 2042 would be sufficient for replacement of the East and West Parkades (assuming 50% debt financing).



9.5.4 Payment in Lieu of Parking

As noted earlier in **Section 3.1**, the Downtown Secondary Plan contains a policy (11.1.4.5.3) that allows the City to reduce or exempt a development from any zoning requirement to provide off-street parking provided there is adequate alternative parking in return for a payment in lieu (PIL) to contribute to the cost of providing the alternative parking in the municipal system. To date, the City has not made much or any use of this policy, but it is anticipated that it could play a useful role in supporting the economic development objectives for downtown as it infills and redevelops in future.

Like other municipalities with similar policies, a PIL program is intended to facilitate development in relatively dense urban areas by providing an alternative for development projects that cannot physically provide the parking supply requirements in the zoning by-law on the building site due to physical limitations or excessive financial costs; to make a payment in lieu of providing some of or all the parking. Since it is expected that the amount of parking not provided on site will actually be required, PIL is typically limited to areas where municipal public parking is available to accommodate the expected demand or will be in the future when the development is in place.

It is important to note that accepting PIL should not be an automatic option for developments, but be at the City's discretion and be subject to an evaluation of the following considerations related to the development proposal:

- a) Consistency with environmental, design, transportation and or economic development objectives and policies in the Downtown Secondary Plan and Official Plan;
- b) Consistency with a Council endorsed parking strategy for the downtown;
- c) Whether the site is physically constrained such that it cannot reasonably provide the required amount of parking;
- d) The ability of the existing municipal parking supply in the surrounding area to accommodate the development site parking supply deficiency within a reasonable distance;
- e) The provision of a robust transportation demand management (TDM) plan from the applicant for the specific development;
- f) The proposed development is not considered an over-development of the site.

The City could also accept PIL in situations where limited or no municipal parking is currently available, having due regard for the following considerations:

- a) An identified municipal interest in providing public parking facilities in the area;
- b) The timing for the delivery of municipal parking facilities;
- c) The availability of reasonable alternatives to on-site parking pending the arrival of municipal parking;
- d) Whether the on-site deficiency in supply would result in an undesirable impact on the surrounding area;
- e) The amount of PIL parking proposed compared to municipal plans to provide public parking in the area.

At the present time, the municipality does not require the provision of parking for commercial uses in the area north of the tracks but does require parking for apartment buildings. Therefore, future PIL applications will come from residential apartment projects. When the 2015 Downtown Secondary Plan expanded the downtown to include the area south of the tracks and east of the tracks, it did not eliminate commercial parking requirements that then applied to this area but substantially reduced them. This approach recognized the physical and financial constraints that the City would face in expanding municipal parking in this area, and that most of the new development in this area would likely be wholly new buildings that would not face the same physical constraints as infill projects in the traditional downtown area north of the



tracks. Therefore, future PIL applications for this area could be from commercial development as well as residential projects.

Some municipalities try to charge developers/builders the full cost of the parking space which results in little or no take up of the offer, except for very small infill projects which have no alternative and find it financially palatable. This is because the value of a parking space which the builders do not own or control obviously cannot be worth the same as the cost of building one on their own which they then have full control over. Given these factors, the payment in lieu rate is often set at 50% of the estimated cost of providing a new parking space, although this is often not evident because the value set does not come with an explanation in the relevant municipal fee schedule.

The payment in lieu amount should be set at a discount to the actual cost of providing the parking in order to:

- provide a financial incentive for developers to contribute to the creation of strategically located public parking facilities;
- recognize that the City will be able to recover some of the costs through user fees;
- recognize that the parking spaces are not typically allocated to specific users on a reserved basis, although the general supply will be available to meet demand;
- recognize that the contributor will not have an ownership interest in the public parking facilities;
- recognize that the parking may not be as conveniently located to a specific development compared to on site or other nearby parking facilities;
- recognize that all or a portion of the parking may not be constructed at the same time as the development;
- recognize that the developer/owner will not have any control over parking fees and use regulations.

The 2019 cost for the Market Parkade was approximately \$50,000 per space and would likely be in the \$55,000 per space range today. Using \$55,000 per stall, a 50% cash payment in lieu rate would be \$27,500. The estimated cost to the City of providing new parking should be updated regularly to reflect current development costs.

A special payment in lieu rate for small developments could be considered to assist individual property owners who are not large-scale developers and property investors who renovate or add onto their buildings. Some municipalities provide reduced payment in lieu rates for changes of use within an existing building where the zoning by-law would require more parking. For example, the City of Toronto provides reduced rates for smaller building or additions, less than 400 sq. metres in floor area and a further reduction for less than 200 sq. metres, as described above.

It is difficult to estimate how much demand there will be for the PIL program as the downtown development intensifies. For financial planning purposes and future demand estimates we have assumed that future residential development might generate a PIL demand at an average rate of approximately 0.10 spaces per unit over the long term that over a twenty-year period could amount to approximately 440 spaces. Care should be taken when providing resident parking spaces in the municipal public parking system not to reserve specific spaces because this will eliminate the ability to use or share the spaces during the daytime with downtown employees and customers – shared parking is an important efficiency factor in using municipal parking that should not be lost. We do not anticipate much demand for commercial developments south of the tracks and there is not any parking supply for development north of the tracks to generate a PIL request.

Based on the above assumptions, a PIL reserve fund could generate up to approximately \$11-12 million over the period up to 2042, allowing for two years to set up the program.



9.5.5 New Off-street Parking Supply

A case with new parking supply has been reviewed for the financial analysis, with the following assumptions:

- New off-street parking facility assumed in 2032, with 300 parking spaces at \$55,000 per space and capital cost partly funded by PIL reserve
- PIL assumed to be contributing \$605,000 per year to a reserve fund from 2025 onwards, reducing capital debt required at construction in 2032, and offsetting debt servicing costs beyond 2032
- Increased capital and operating requirements assumed for a new parking structure
- Net increase to expenses with addition of new off-street supply due to debt financing
- On-street paid parking included as per **Section 9.5.3** above.

As noted previously, analysis of the paid on-street parking case showed that the current levels of property tax investment can be decreased and removed after introduction of paid on-street parking, while still generating enough income over expenditure to contribute to a capital reserve fund. With additional expenses resulting from an additional off-street parking facility, revenue is still anticipated to exceed expenses, but the reserve fund balance by 2042 would not build up sufficiently for replacement of the East and West Parkades (assuming 50% debt financing). To generate sufficient reserve fund balance by 2042 for replacement of the East and West Parkades (assuming 50% debt financing) some property tax investment would be required to make up the anticipated shortfall of \$7 million, or additional debt servicing may be required. This would not include funding for any additional new parking supply beyond the 300 spaces included in this scenario.

9.5.6 New Bicycle Parking Facilities

As discussed in Section 7 of this report, provision of secure bicycle parking is an important amenity to support commuter and long-stay bicycle trips to and from the downtown area. Currently, secure long-stay bicycle parking is available in the Market Parkade, but not at other locations in the downtown. Short-stay or less secure bicycle parking is available elsewhere in the downtown with bike racks and posts available for cyclists to lock a bicycle to, but these do not provide the additional security and weather protection that are desired by commuting cyclists, and that bicycle lockers or bike storage rooms provide.

Long-stay bicycle parking could take the form of secure weather protected lockers that could be installed in the road right of way, where space exists, or inside off-street parking facilities like at the West Parkade. Bicycle locker costs are estimated at approximately \$2,500 to 3,000 per bicycle space. With an estimated provision of up to approximately 180 secure bicycle parking spaces, the capital costs for secure weather protected bike lockers would amount to approximately \$540,000.

The current use levels of the bicycle room in the Market Parkade (40 secure spaces) indicate minimal use with approximately 3-5 entries per day in May 2023. The current fee for an access card for the Market Parkade bike room is \$40 per year, which allows unlimited use for that year.

It is recommended that a small number of lockers be installed at key locations (in consultation with the Guelph Active Transportation Coalition) to gauge their use, before installing larger numbers. Additional secure bicycle parking should be considered at the East and West parkades. Additional activity may also result in more people in the parkades, which may in turn assist with parkade security. If operated on a full cost recovery basis, secure weather-protected bicycle lockers would have to be priced at approximately \$100-150 per year depending on the installation and maintenance costs.



10.0 CONCLUSIONS AND RECOMMENDATIONS

From the review and analysis in this study, several key strategic findings for the downtown parking system are highlighted below:

Strategic aspects of parking supply:

- Significant changes to the downtown parking ecosystem are coming with the change in use of the current Co-operators office building at 130 Macdonell Street to be a new Conestoga College campus, and completion of the Baker Street redevelopment.
- An increase in off-street parking supply will be needed to support planned downtown growth, even with the increased transit mode share targeted in the City's TMP.
- The rate of required parking for new residential development in the downtown should be reduced from 1.0 resident spaces per unit to 0.85 resident spaces per unit, in alignment with direction in the City's TMP to decrease automobile mode share, and in line with direction from the Province in OPA 80 to reduce required parking rates. Reduced parking requirements will also assist with reducing costs of residential development, and therefore help meet the City's housing goals.
- A Payment in Lieu of parking (PIL) program should be implemented to facilitate a further reduction in private parking provision and assist with the capital funding requirements for new public parking. This step will assist with financial sustainability of the parking system, and provide an opportunity to further reduce the costs of developing housing in the downtown.
- Future municipal off-street parking supply should be provided in mixed-use facilities that include commercial space at grade, residential or office above, that will maximize the utilization of land and potentially share the costs of providing parking with other partners. There may also be an opportunity to work with Metrolinx to provide GO Station related parking.

Financial aspects of parking system:

- The recent loss of the ability to fund municipal parking garages through development charges results in a significant change in the ability of the City to secure future capital funding for parking.
- Changes to parking demands and revenues are expected when Conestoga College starts renovations, and again when the campus opens and ramps up to accommodate approximately 5,000 students when fully operational within the next five years.
- The current downtown parking operation generates enough income to cover existing operating expenses, but does not generate sufficient income to cover future expenses including debt servicing costs for the Baker Street parking facility, capital replacement/rehabilitation costs for the East and West Parkades, or for the provision of new parking facilities.
- Options for future funding of the City's parking system include additional support from property taxes, increased user fees, re-introduction of paid on-street parking, introduction of a PIL reserve fund for future capital expenses or a combination of these funding sources.
- Assuming an "as-is" (or business as usual) scenario for the parking system will require ongoing and increasing property tax investment in the parking system over the next 20 years.
- Financial analysis of a scenario with paid on-street parking shows that the current levels of property tax investment can be decreased and removed after introduction of paid on-street parking, while still generating enough income



to contribute to a capital reserve fund. With paid on-street parking, the reserve fund balance by 2042 would be sufficient for replacement of the East and West Parkades (assuming 50% debt financing)

Supporting initiatives:

- Increased or redistributed supply should be implemented for:
 - Secure long-stay bicycle parking (in consultation with GCAT)
 - Accessible parking spaces distribution (in consultation with the Guelph AAC)
 - Increased EV parking/charging spaces as demand increases
 - Including loading spaces on city streets as downtown streetscapes are rebuilt.
- Continue to focus on internal parkade safety/security through planned improvements.
- Enhancements to the existing parking guidance system to provide real time information regarding the location of available parking spaces.
- Integrate the City's parking and transportation demand management (TDM) functions to effectively communicate alternative commuting options, highlight recent improvements to alternative travel modes and encourage drivers (especially employees) to try alternatives.
- Require new developments to implement robust TDM plans to support reduced parking provision by providing car-share, transit passes etc. to future residents.



Implementation:

It is recommended that changes be implemented as follows:

Immediate implementation:

- Reduce resident parking supply requirements in the zoning by-law
- Implement Payment in Lieu of parking (PIL) program
- Review locations for accessible parking spaces with AAC
- Review locations for long-stay bicycle parking with GCAT
- Continue implementation of parkade safety and security improvements
- Enhance existing parking guidance system to provide real time available parking information
- Continue discussions with Metrolinx on new parking and bicycle parking opportunities at the Guelph Central GO Station
- Require that new developments implement robust TDM plans to support reduced parking provision for future residents
- Review opportunities to provide additional public parking on the existing library site and Macdonnell parking lot
- Develop a plan for the phased implementation of paid on-street parking

In five years or every five years:

- Review parking demand estimates in Parking Master Plan
- Revisit financial model to confirm assumptions for future revenue
- Review needs for EV charging in City parking spaces
- Continue to implement paid on-street parking
- Continue to review PIL funding rate and City development opportunities with City's strategic real estate committee

Ongoing/long term:

- Include loading spaces on city streets as downtown streetscapes are rebuilt
- Seek opportunities for development of City owned parking lots, and potential partnering to add public parking to new developments
- Assess the potential to further reduce resident parking supply requirements in the zoning by-law for the downtown area

