



Downtown Newmarket Parking Wayfinding Initial Assessment

February, 2015

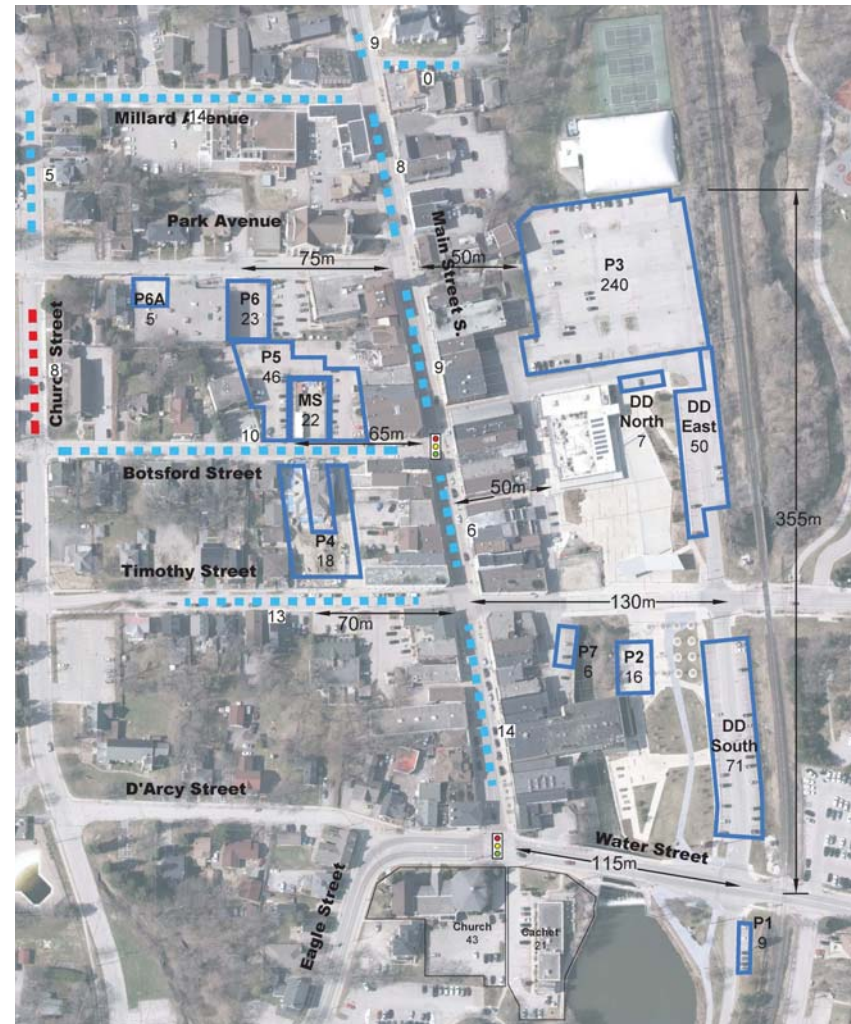
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Existing Parking Context



Supply & Deployment

- +/- 615 spaces dispersed across Downtown
 - 510 spaces in 12 off-street parking lots
 - 105 on-street spaces on Main Street and adjacent streets
- Off-street lots size range: 5 to 240 spaces
 - number of very small lots
 - more spaces towards north end of downtown
- Lots are typically numbered: P1 to P6A
 - no geographical reference
 - largest lot (P3) "hidden" from Main Street



Existing Parking Facilities

Existing Parking Wayfinding



Existing Downtown Vehicular Wayfinding Signage

- Basic parking signage (“Green P” signs) at key intersections
 - not lot specific
 - no lot references
- Small parking lot signs at each lot
 - poor parking lot markers
- No parking communications literature / mapping available online or published



Parking Demand Pressures Off-Street Parking Lots



Factors and Issues

- Overall parking supply in downtown is sufficient to meet demands
 - peak weekday occupancy +/- 60%
 - peak weekend event occupancy +/- 90%
- Parking demand imbalances across lots:
 - number of lots full at times notwithstanding significant capacity available in P3 lot
- Parking distribution north vs south:
 - more spaces located in north downtown
 - all parking within short walk of all downtown
- Event parking demands:
 - New Town Hall, Farmers Market & Festivals
 - occasional visitors not familiar with parking
 - desirable to focus event parking in P3 lot

Challenge is to better direct motorists to the available parking facilities – P3 in particular – to avoid concentrations of parking demand in smaller lots particularly for larger events

Off-Street Parking Lot “Heat” Map - Weekday

	P1	P2	P3	P4	P5	P6	P6A	P7	Market Square	Doug Duncan North	Doug Duncan East	Doug Duncan South	Total
Supply	9	16	247	0	46	23	5	6	0	7	59	71	489
7:00	0%	0%	11%		0%	0%	0%	33%		14%	3%	4%	7%
7:30	11%	0%	11%		4%	0%	0%	33%		14%	3%	8%	8%
8:00	22%	0%	13%		15%	0%	0%	17%		29%	3%	13%	11%
8:30	44%	19%	19%		26%	4%	0%	17%		43%	12%	28%	20%
9:00	67%	25%	27%		61%	0%	0%	33%		43%	27%	75%	37%
9:30	56%	50%	28%		39%	35%	20%	33%		43%	27%	76%	38%
10:00	78%	63%	30%		57%	48%	20%	50%		43%	41%	82%	44%
10:30	78%	63%	32%		65%	70%	80%	83%		43%	54%	93%	52%
11:00	100%	63%	35%		74%	83%	80%	67%		43%	54%	90%	54%
11:30	44%	88%	34%		70%	78%	60%	83%		43%	69%	93%	55%
12:00	78%	88%	33%		80%	78%	100%	67%		43%	73%	87%	56%
12:30	100%	69%	33%		100%	87%	80%	83%		43%	75%	86%	58%
13:00	100%	94%	34%		100%	91%	60%	100%		57%	83%	94%	62%
13:30	89%	100%	35%		93%	96%	80%	133%		71%	90%	86%	63%
14:00	78%	75%	35%		100%	83%	100%	117%		71%	86%	92%	62%
14:30	78%	75%	30%		100%	96%	80%	117%		86%	90%	87%	60%
15:00	89%	88%	30%		100%	91%	100%	83%		57%	83%	80%	58%
15:30	78%	100%	30%		96%	87%	80%	67%		57%	88%	73%	56%
16:00	56%	88%	34%		78%	96%	60%	67%		43%	78%	68%	54%
16:30	33%	75%	29%		80%	43%	40%	67%		57%	54%	65%	45%
17:00	56%	81%	28%		70%	22%	40%	67%		14%	47%	59%	41%
17:30	22%	50%	25%		72%	13%	0%	67%		14%	22%	21%	29%
18:00	33%	38%	26%		83%	26%	0%	50%		14%	12%	24%	29%
18:30	56%	38%	26%		76%	43%	0%	67%		14%	14%	23%	31%
19:00	56%	31%	29%		89%	78%	0%	67%		14%	15%	15%	34%

1. Survey data recorded: Friday August 16th, 2013
2. Market Square and P4 lots were closed due to Town Hall construction.

Wayfinding

Issues & Opportunities



Wayfinding aspects that could be improved:

- Little name recognition for individual lots (i.e. P1, P2, P3.....)
 - Parking lot names should be related to an attraction / geographic location to help facilitate lot recognition and wayfinding
- Too many small lots with different names
 - Often adjacent to one another
 - Difficult for wayfinding purposes
- Current wayfinding signage provides only basic information
 - Enhanced navigation to larger lots possible
 - Lot identification could be improved
- Little pedestrian wayfinding within the downtown
- Limited parking communication / mapping
 - No public parking map of the downtown on Town of Newmarket website
 - No advance information available
- Event parking demands should be managed
 - Avoid concentrations / surges of demand at small lots
 - Direct motorists to larger lots

...Lot names should be changed

...Lots should be consolidated to reduce number of lots and simplify designations

...Enhanced lot identification and directional signage should be explored

...A downtown pedestrian wayfinding / signage strategy should be developed

...Parking mapping and communications information should be developed

...Signage and advanced parking information should be provided to better guide motorists to larger lots

Wayfinding Review



Scope of Review:

1. Parking Lot Renaming / Rebranding
 - Review of lot consolidation
 - Possible naming options

2. Parking Information / Communications
 - other City examples

3. Vehicular Wayfinding Signage
 - Approach to signage
 - Sign options
 - Initial wayfinding deployment plans

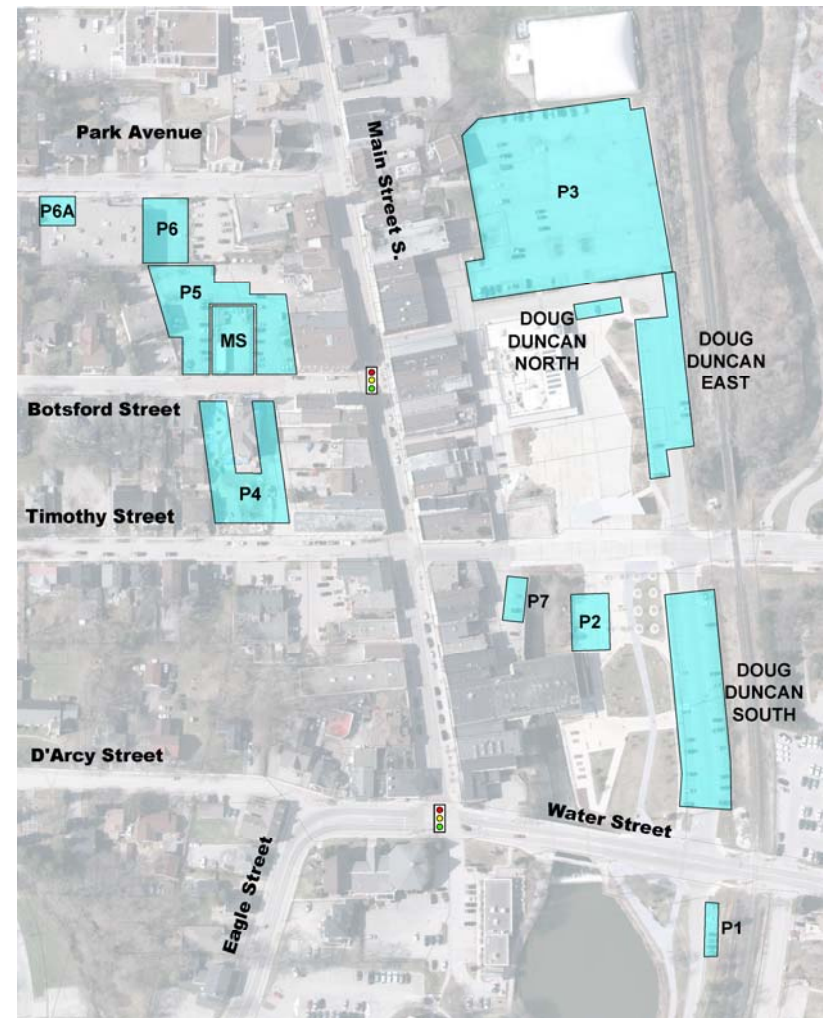
4. Examples of Pedestrian Wayfinding Signage
 - other examples

1. Lot Renaming / Consolidation



Issues

- 12 existing public lots
 - too many for wayfinding purposes
 - lots adjacent to each other
- Lot names based upon prior conventions / unrelated to location
- Lot signage at some of the lots

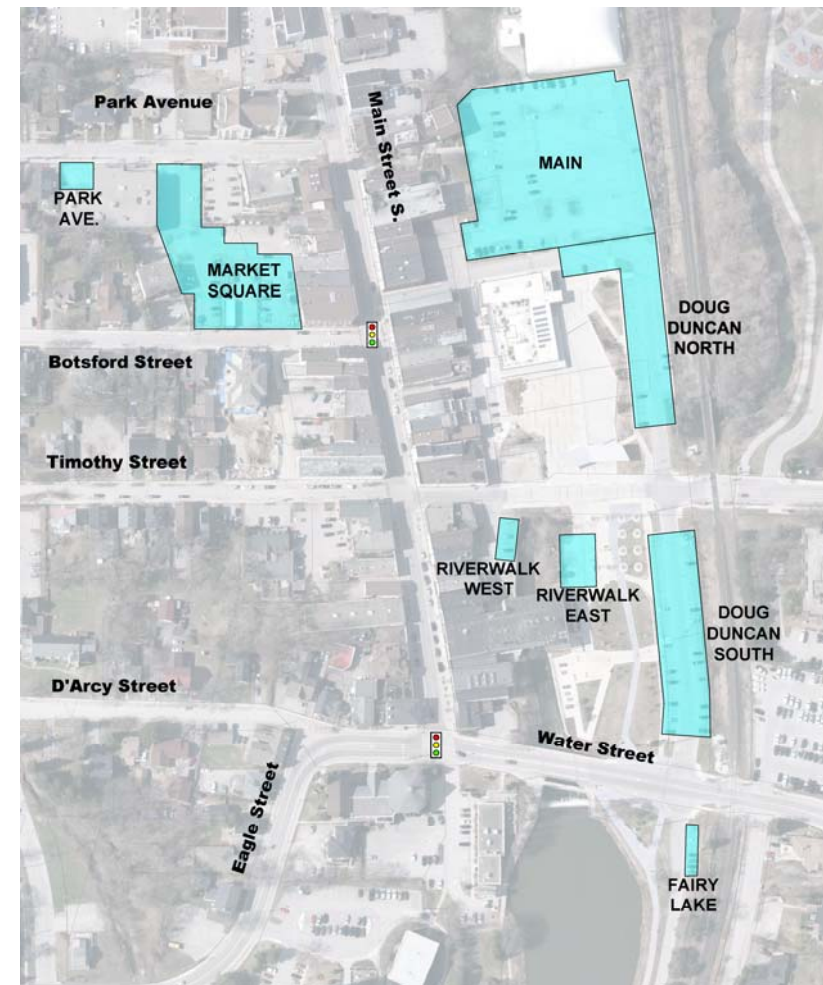


1. Lot Renaming / Consolidation



Strategy

- Rename/rebrand lot names
 - lot names reflect location / landmarks
 - alternate names possible
- Create fewer, larger lots
 - possible to reduce to 5 groupings
 - fewer lots assists wayfinding
 - simplified



Note:

1. Lot names have been assigned for discussion purposes only.

2. Parking Information / Mapping



Issues:

- Town of Newmarket lacks a current communication strategy to inform residents and visitors of the availability / location of parking within the downtown
- No current mapping is available to identify downtown parking lots
- No current information is provided on-line or through Town communication channels

The Town should develop:

- Up to date downtown parking mapping & information
- On-line / mobile apps providing parking information to users & visitors
- Develop communication linkages with area businesses, institutions, event organizers and media assisting visitors and patrons to find parking

Downtown Newmarket Parking Plan - 2006



2. Parking Information / Mapping



Other Municipality Examples – Basic Mapping

City of London



City of Kingston



2. Parking Information / Mapping



Other Municipality Examples – Interactive On-Line Information

Town of Banff

Parking

The Town of Banff has on-street parking and off-street parking lots with one-hour to 12-hour limits. Time limits exist on all parking spaces and there are also seasonal restrictions in certain areas. Restrictions are enforced, so please check the signs when you park. In residential areas, vehicles must be moved within 72 hours.

Commercial tour buses have special parking regulations.

Find car and RV parking in the Town of Banff

- Use [Banffparking.ca](http://www.banffparking.ca), a mobile site designed for use on smartphones, to help you find parking for your car, RV or bike.
- [Parking Map \(PDF\)](#)
- [RV Parking Brochure and Map \(PDF\)](#)
- [Handicapped Parking Map for Downtown Banff \(PDF\)](#)

No Yellow Curbs

In the Town of Banff, we don't paint our curbs yellow to indicate where you can't park. We use parking signs to show where parking is permitted and for how long. The only place you'll see curb paint is by the Fire Hall, where the 'no parking' area is indicated with red paint.

The town used to have yellow curbs, but it was duplicating the information on the parking signs, which are required for bylaw enforcement. Our Streets Department is currently removing all yellow curbs to improve the aesthetics in town, and the work should be completed by the end of 2014.

Parking Lot	Limit	Avg Use
Bear Street Parkade	5 Hours	16.4
Cascade Parkade	12 Hours	1.0
The Fenlands	12 Hours	1.0
Fire Hall	12 Hours	Moderate
Beaver Street	12 Hours	Moderate
Visitor Centre	12 Hours	Moderate
Town Hall	12 Hours	Moderate

- Banff offers an interactive on-line / mobile app providing parking lot information, parking usage, payment information, restrictions and directions – www.banffparking.ca or <http://www.banff.ca/index.aspx?NID=93>

3. Wayfinding Signage



Approaches to Parking Signage

Basic



- Simple design
- Typical and general
- Smaller signs

More Detailed



- More information
- Better orientation
- Lot names / supply
- Larger signs

Real-Time



- Detailed information
- Real-time data
- Key approach locations
- Costly infrastructure

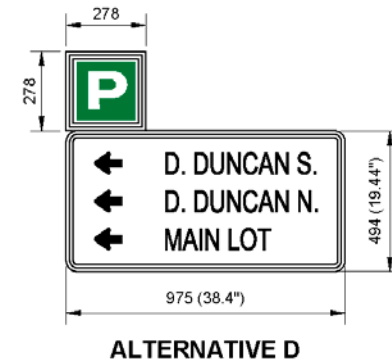
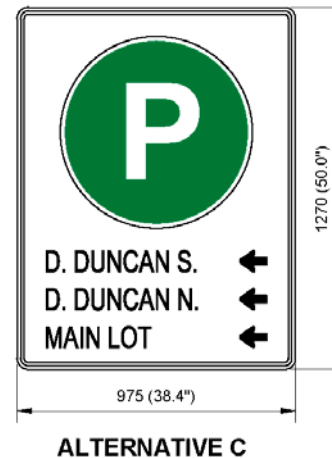
- Downtown could benefit from more directional signage information
- Real-time signage systems need to be assessed from a cost-benefit / business case perspective

3. Wayfinding Signage

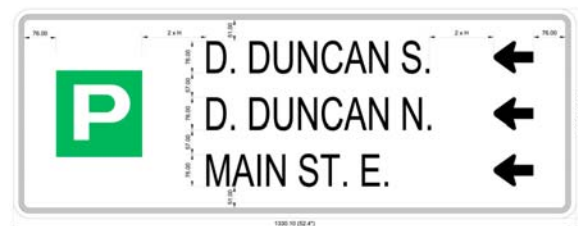


Enhanced Wayfinding Signage Options

- Provides lot information
 - provides direction information by lot
 - locate on key approaches



OTHER ALTERNATIVE:



OR CUSTOM:



3. Wayfinding Signage



Enhanced “Gateway” Signage Option

- Provides more comprehensive information on key approaches to downtown
 - Eagle Street (west of Main)
 - Water Street (west of Prospect)
 - Timothy Street (west of Prospect)
 - Main Street (north of Park)
- Provides key lot information on entry
 - with basic road geometry



3. Lot Markers



Enhanced Lot Identification Markers

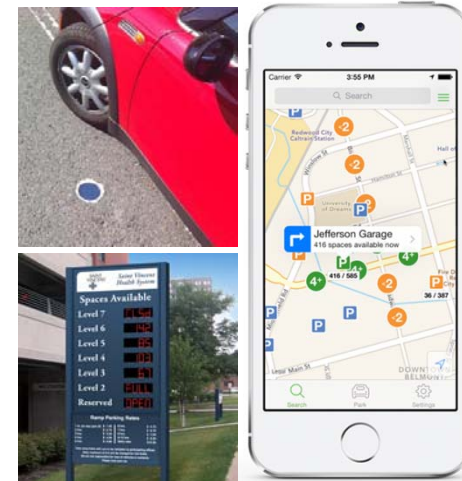
- Provides highly visible and clear signage
- Branding / design opportunity
- Possible integration with pedestrian wayfinding



3. Real-Time Parking Systems



- Variety of systems
 - all require some form of sensor
 - either visual sensors or surface mounted
 - in use in many municipalities
- Provide real-time parking availability information
- Information linked to:
 - Municipal data centre for monitoring, revenue control, enforcement & analysis
 - mobile applications: mapping
 - variable signage providing lot availability information
- Interface systems can be highly interactive
 - parking availability by lot: guides motorists to available lots
 - wayfinding / direction information
 - mobile parking payment
- Cost and feasibility need to be tested
 - capital cost: varies (US\$200+ per space)
 - ongoing monitoring costs: varies (US\$20+ per space / month)
 - weather considerations & reliability in outdoor contexts



			8am	9am	10am	11am	12pm	1pm	2pm	
Lot A	LOT A	North	21%	34%	53%	63%	71%	74%	71	(Map) Blocks (AE) Date Range 1/1/2014 Hours (Multiple values) Days (AE) Occupancy 0% 95%
		South	27%	40%	53%	62%	71%	72%	68	
Lot B	LOT B	East	31%	25%	28%	41%	51%	54%	52	
		West	44%	37%	29%	28%	35%	36%	38	
Lot C	LOT C	East	23%	22%	27%	45%	59%	60%	57	
		West	27%	22%	25%	41%	50%	47%	44	
Lot D	LOT D	North	18%	36%	63%	72%	77%	79%	78	
		South	21%	38%	55%	68%	80%	82%	79	
Center St	1400 Center St	North	29%	48%	89%	73%	76%	75%	72	
		South	13%	20%	32%	43%	55%	62%	61	
Broadway Ave	100 Broadway	East	8%	10%	14%	18%	26%	22%	25	
		West	10%	10%	13%	19%	27%	28%	29	
Lot F	LOT F	East	32%	51%	61%	65%	66%	50%	68	
		West	30%	48%	57%	60%	62%	65%	60	
Main St	8000 Main St	North	26%	34%	37%	52%	68%	69%	62	
		South	34%	37%	38%	51%	66%	73%	67	
8100 Main St		North	26%	44%	55%	74%	83%	82%	72	
		South	11%	12%	12%	16%	31%	43%	40	
8300 Main St		North	29%	27%	22%	33%	41%	49%	44	
		South	25%	19%	16%	21%	35%	41%	38	
Elm St	1000 Elm St	East	42%	52%	63%	78%	83%	79%	73	
		West	42%	58%	67%	67%	67%	65%	79	
Total			23%	34%	44%	54%	62%	66%	68	

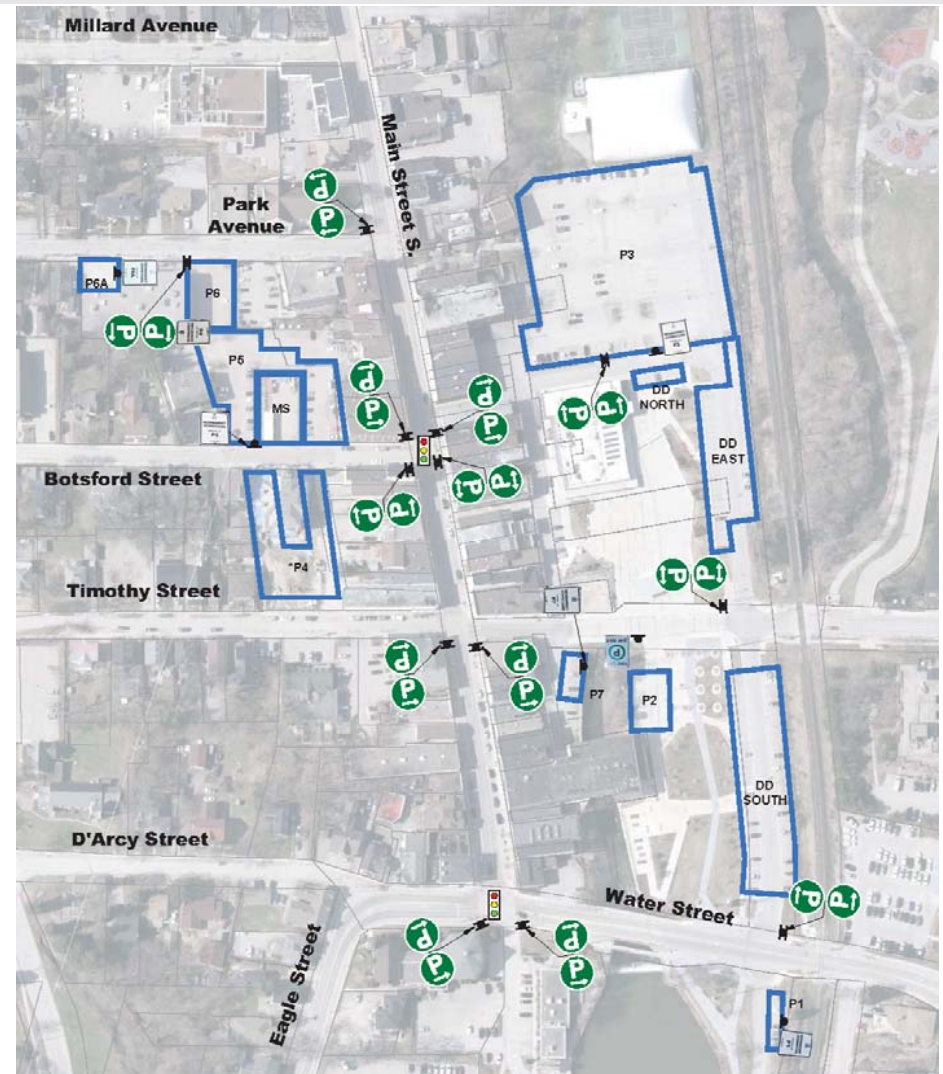
Parksight Analytics, ParkerMap, Parker Suite Streetline

4. Signage Deployment



Existing Wayfinding Signage

- Number of “Green P” parking signs located at key intersections

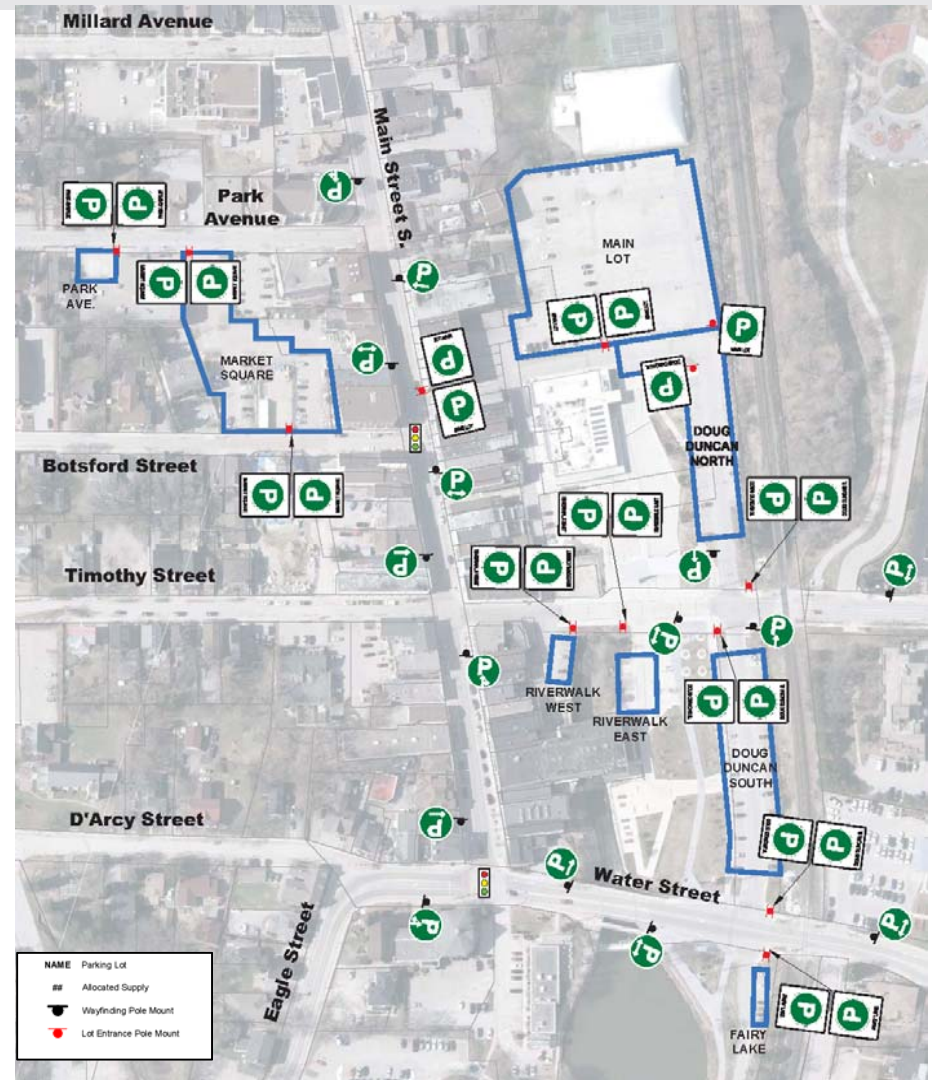


4. Signage Deployment



Option A Enhanced Lot Identification

- Generally maintain existing “Green P” directional signage at key intersections
 - add supplementary directional arrows
 - consider location of signs in advance of decision points
- Add lot identification signage
 - at each lot entrance
 - visible locations

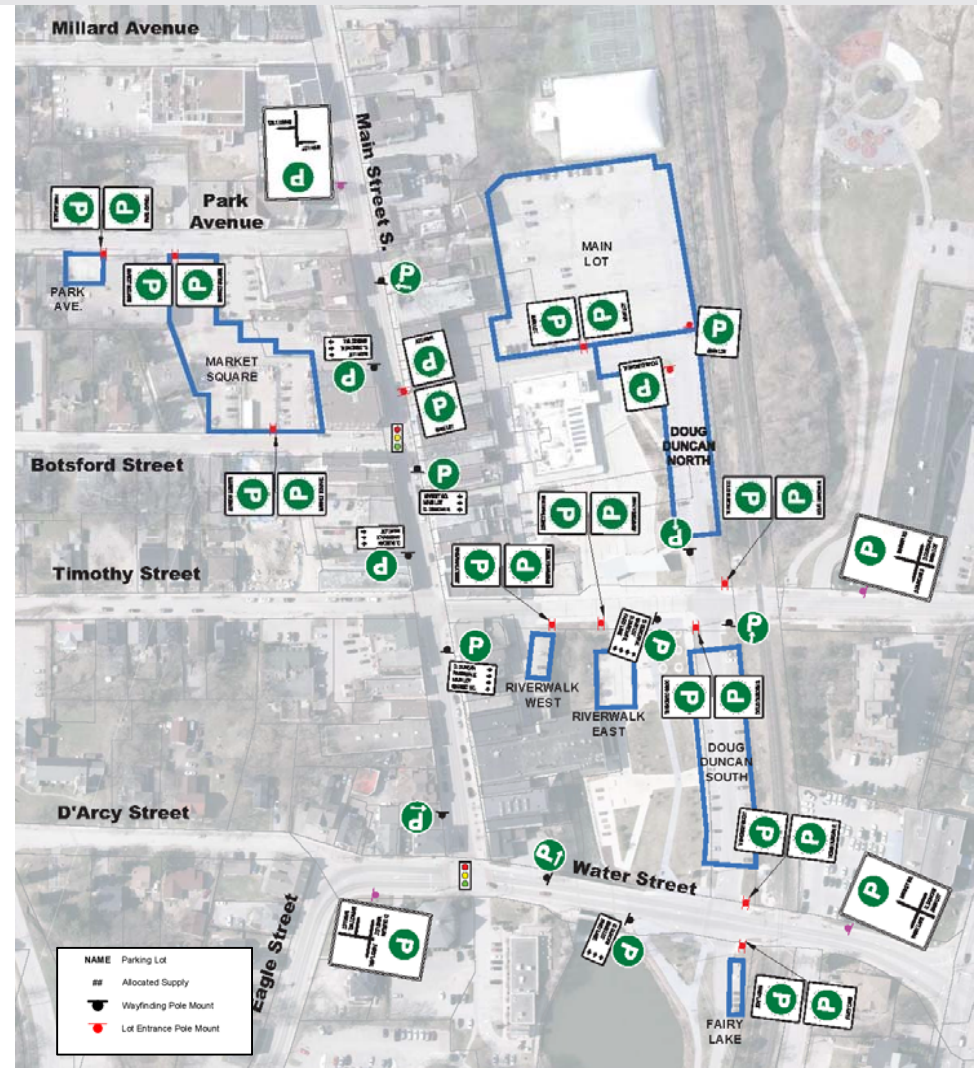


4. Signage Deployment



Option B Enhanced Lot Specific Directions

- Add lot directional information
 - lot specific directional information
 - provides greater level of guidance
- Add lot identification signage
 - at each lot entrance
 - visible locations
- Add enhanced signage on key approaches
 - Eagle, Water, Timothy & Main



5. Pedestrian Wayfinding



Pedestrian Scale Signage

- Helps orient visitors and residents within the Downtown
 - Particularly for Town Hall and other events
- Identifies key locations / landmarks in the downtown core:
 - Parking
 - Restaurants
 - Attractions
 - Transportation routes / trails
- Branding opportunity:
 - Linkage to area businesses
 - On-line mapping / information



City of Thunder Bay Waterfront

5. Pedestrian Wayfinding



Other Municipal Examples

