



Town of Newmarket
395 Mulock Drive P.O. Box 328,
Newmarket, Ontario, L3Y 4X7

Email: info@newmarket.ca | Website: newmarket.ca | Phone: 905-895-5193

30 Minute Parking on Main Street Review Staff Report to Council

Report Number: 2022-62

Department(s): Legislative Services

Author(s): Jacob Brewer, Ben Worthington

Meeting Date: December 5, 2022

Recommendations

1. That the report entitled 30 Minute Parking on Main Street Review dated December 5, 2022, be received; and,
2. That Council proceed with Option A in this report; and,
3. That staff be directed to present Council with an amendment to the Parking By-law 2019-63, as amended, which aligns with Option A in this report; and,
4. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

Purpose

The purpose of this report is to outline the review and consultation with the Main Street Newmarket Business Improvement Area (BIA) for the 30 minute parking restrictions along Main Street South, from Water Street to Millard Avenue and provide recommendations for improving community needs.

Background

In the summer of 2021, the BIA circulated a survey to their general membership to seek feedback on the 30 minute parking restrictions imposed along Main Street South from Water Street to Millard Avenue.

On October 6, 2021, as a direct result of this survey, at a Main Street District Business Improvement Area [Board of Management Meeting](#), the BIA made a motion to support the continuation of the 30 minute parking restrictions enacted along Main Street.

On January 21, 2022, an [Information Report](#) was distributed to Council outlining the survey results and an annual breakdown of parking enforcement initiatives along Main Street South for 2021.

On June 6, 2022, at a [Regular Council Meeting](#) staff were directed to review the 30 minute parking restriction on Main Street and to report back for Council consideration.

In the summer of 2022, the Town circulated a survey to the BIA to seek feedback on the 30 minute parking restrictions imposed along Main Street South from Water Street to Millard Avenue.

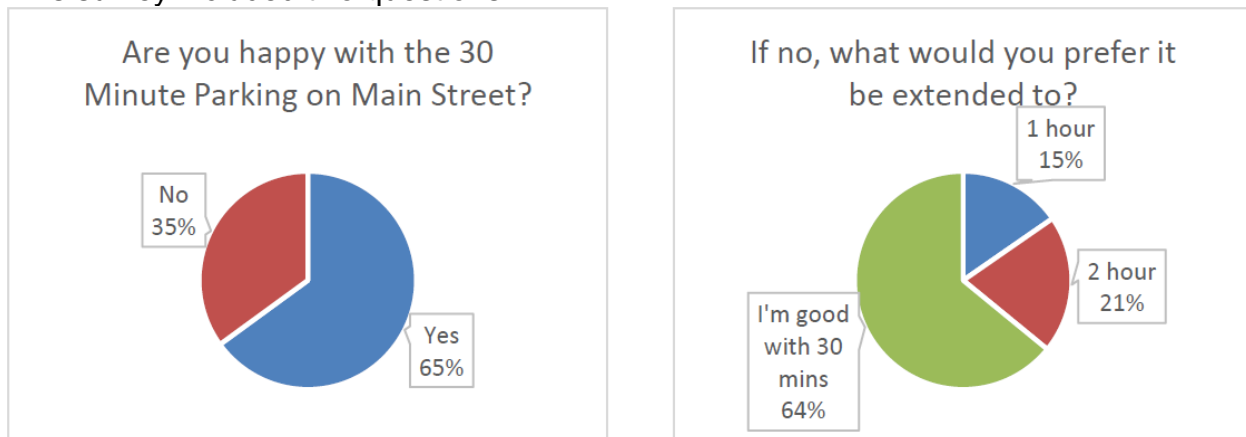
After having reviewed the 2022 BIA Survey, the regulatory division has prepared options for consideration in either maintaining or changing the parking restrictions along Main Street.

Discussion

BIA Consultation

In the summer of 2021, the Main Street District Business Improvement Area Board of Management circulated a survey to their general membership to seek feedback on the 30 minute parking restrictions imposed along Main Street South from Water Street to Millard Avenue.

This survey included two questions:



Tables 1 & 2. Summary of survey circulated by the BIA in the summer of 2021.

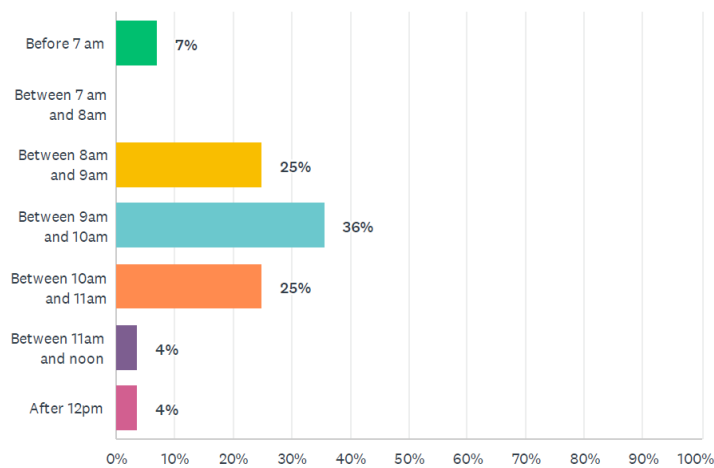
The above survey is reflective of the 30 minute parking restrictions that were implemented at the onset of the pandemic to support local businesses with quick turn around times. Council indicated that they had received positive feedback supporting the 30 minutes parking restrictions beyond the [Emergency Order No. 1](#) termination date of September 21, 2020. With outdoor patios removing a number of parking spaces in the Downtown area, the 30 minute parking restrictions were fulfilling a new need. The benefits of short-term parking, allowing for a rapid turn-around of available parking spaces in the Downtown area along Main Street, was viewed an asset to the majority of businesses in the Downtown area.

As we moved out of the pandemic it became apparent that the 30 minute parking restrictions may not be reflective of the needs of the main street business community any longer. On June 6, 2022, at a [Regular Council Meeting](#) staff were directed to review the 30 minute parking restriction on Main Street and to report back for Council consideration. In July of 2022, the Main Street District Business Improvement Area Board of Management we're circulated a survey for their general membership to provide feedback on the Main Street 30 minute parking restrictions.

The summer 2022 BIA survey included 12 Questions:

Q2 What is your current opening time? If your opening time varies, please select the earliest time that you open in a week.

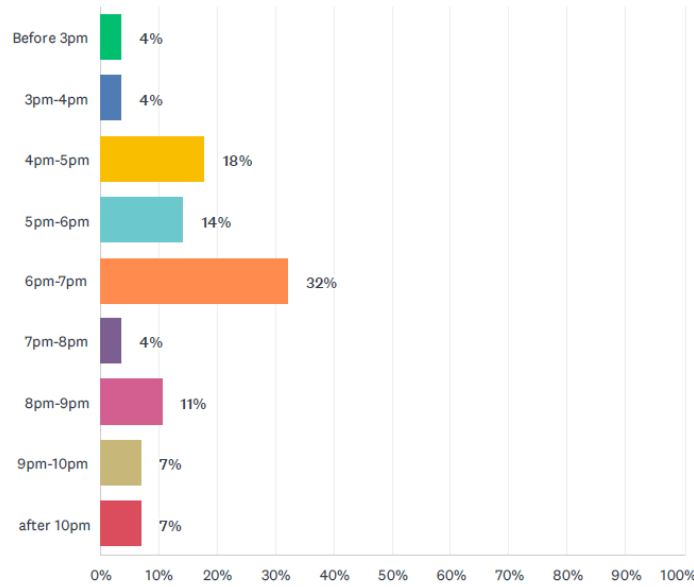
Answered: 28 Skipped: 6



Question 2 – BIA Survey, Summer 2022.

Q3 What is your current closing time? If it varies based on day of the week, please select the latest time that you close.

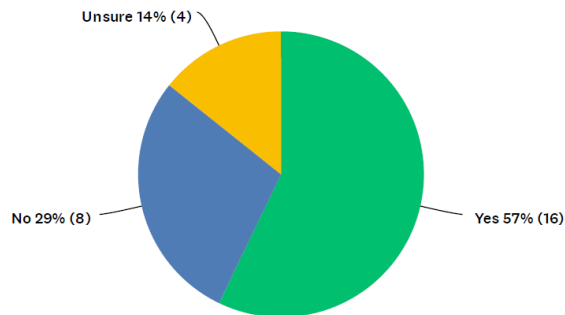
Answered: 28 Skipped: 6



Question 3 – BIA Survey, Summer 2022.

Q9 Are you supportive of different time limits for parking depending on the time of day or the day of the week? For example, would you support shorter parking times before 5pm and longer parking limits after 5pm and on weekends?

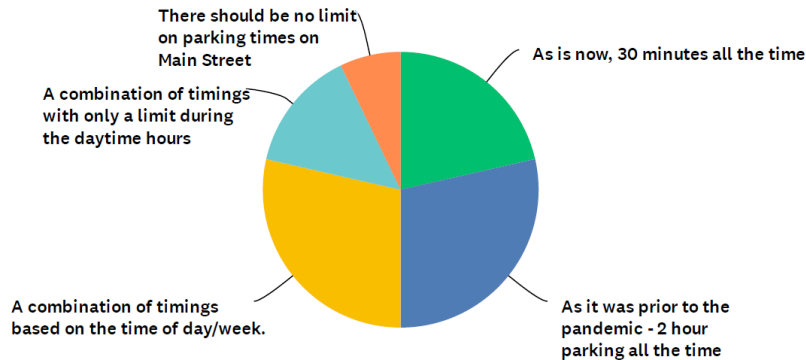
Answered: 28 Skipped: 6



Question 9 – BIA Survey, Summer 2022.

Q11 What parking scenario makes the most sense for your business and your fellow businesses on Main Street?

Answered: 28 Skipped: 6



Question 11 – BIA Survey, Summer 2022.

The 2022 summer BIA survey data showed a varying divide between businesses and their perspectives on what the parking restrictions on Main Street should look like. Question eleven of the survey asked, 'What parking scenario makes the most sense for your business and your fellow businesses on Main Street?' 21% of businesses stated that the parking restrictions should remain as is, 29% thought the parking restrictions should return to pre-pandemic restrictions when it was 2 hours, and another 29% sought a combination of timings base on the time of day. It seems that while the 30 minute parking restrictions we're acceptable throughout the pandemic (As seen in the summer 2021 BIA survey), most businesses that participated in the survey we're looking for a change that could better cater to the needs of the downtown business community.

Parking Options along Main Street

With the survey results considered, Staff are presenting the below 3 options to Council. Staff recommends Option A to best suit the needs of the downtown core, which is based on the feedback received from the BIA.

Option A – Hybrid Parking Model, Staff Recommended Option

In this option, the current 30 minute parking limit would be maintained Monday to Friday, from 8 am to 5 pm. This would promote quick turn around times during core business hours.

There would be a 2 hour parking limit on weekday evenings and weekends. This approach is tailored to promote dining and shopping experiences that are generally more time consuming and are more frequent during these timeframes.

Option B - Comprehensive Parking Model

In this option there would be tiers of parking limits to allow for 15 minute, 30 minute, 1 hour, 2 hour, 3 hour parking, and /or any combination thereof. This approach provides each business with parking that best suits their needs along Main Street between Water Street and Millard Avenue.

Further consultation would be required from the Public, the BIA, and Transportation Services to implement this approach. The implications of this approach in this location would include signage may be convoluted and difficult for downtown visitors and staff to follow. Additionally, this model will become outdated when new businesses enter the downtown core or other businesses relocate, changing parking needs.

Option C – Make No Changes

Maintain the current 30 minute parking restrictions as is.

Next Steps Required

In order to move forward, staff require direction from Council to make the necessary changes to parking restrictions along Main Street South, from Water Street to Millard Avenue.

Upon Council direction, staff will make amendments to Schedule VI Parking for Restricted Periods of the Parking By-law 2019-63 and do all things necessary to implement the directed changes. If the by-law amendment under “Option A” is approved in December, staff begin with a public education campaign through communications at the beginning of January. Required signage will be updated and enforcement will begin with a warning period for approximately of two weeks, prior to resuming regular enforcement practices sometime in February. Staff will continue to monitor parking enforcement on Main Street for a one-year period and report back to Council if any issues arise.

Conclusion

Town staff recommend the amendment to Schedule VI Parking for Restricted Periods of the Parking By-law 2019-63 to allow a new parking enforcement model on Main Street to better suit the needs of businesses and visitors in the downtown core.

Business Plan and Strategic Plan Linkages

This report aligns with the strategic vision of the Town of Newmarket; Well Beyond the Ordinary.

This report aligns with Council’s Strategic Priorities of Economic Leadership and Job Creation as 30 minute parking restrictions creates a greater supply of parking in the area and focuses on the continued success of the downtown core.

Consultation

Consultation with Economic Development and the Main Street District Business Improvement Area Board of Management and members has been completed.

Feedback from Economic Development

Economic Development was consulted and suggested increasing evening and weekend hours to 3 hours parking or no time limitation on parking after 5:00 pm.

Human Resource Considerations

None.

Budget Impact

The change from the existing 30 minutes signage would be less than \$1,000.00 and will be funded through the Operating Budget.

Attachments

Main Street Parking By-law Survey 2022

Approval

Lisa Lyons, Director of Legislative Services/Town Clerk

Esther Armchuk, Commissioner of Corporate Services

Contact

Jacob Brewer, (Acting) Supervisor Animal Services & Parking

Legislative Services, jbrewer@newmarket.ca