



Downtown Parking Strategy

City of Brampton

Final Draft

Prepared For:
City of Brampton

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Table of Contents

- 1.0 Existing Conditions 1**
 - 1.1 Downtown Parking Utilization Characteristics 4
 - 1.2 New Municipal Parking Supply 5
- 2.0 Municipal Parking System Operational Issues 7**
 - 2.1 On-Street Parking Operation 7
 - 2.1.1 Long Stay On-Street Parking 9
 - 2.2 Off-Street Parking Operation 10
 - 2.2.1 One Hour For Free Parking Program..... 10
 - 2.2.2 Monthly Permit Policies..... 11
 - 2.2.3 Improved Off-Street Short Term Parking 13
 - 2.2.4 Potential Implementation of Automated Payment Systems in Garages 13
- 3.0 Future Development Parking Demand 15**
 - 3.1 Near Term Significant Development Potential 15
 - 3.1.1 Administrative Space Project 15
 - 3.1.2 Region of Peel Seniors Rental Apartment Building 17
 - 3.1.3 Vacant Space Infill Potential 17
 - 3.1.4 GO Transit Service Expansion..... 18
 - 3.1.5 Near Term Parking Supply Needs 18
 - 3.2 Long Term Development Potential 19
 - 3.3 Future Municipal Parking System Requirements..... 22
- 4.0 Financial Implications..... 25**
 - 4.1 Short Term Considerations 25
 - 4.2 Long Term Considerations..... 26
- 5.0 Conclusions and Recommendations 27**
 - 5.1 Conclusions..... 27
 - 5.2 Recommendations 29

1.0 Existing Conditions

Figure 1 illustrates the downtown study area including the location and quantity of existing municipal parking provided. The parking supply in downtown Brampton currently totals approximately 4,050 parking spaces where 210 spaces are located on-street (paid parking), 1,535 spaces are located in municipal parking lots, 1,435 spaces are located in private parking lots and approximately 870 spaces are provided in GO Transit surface lots. Approximately 43% of the total parking supply in downtown Brampton is municipal parking and the remaining 57% is commercial private or GO Transit parking. If the GO parking is excluded, approximately 55% of the remaining 3180 stalls are controlled by the City.

The core area of the downtown is a parking exempt zone (see Figure 1) which does not require new commercial development to meet the general zoning by-law requirements for parking, although builders are free to supply whatever parking they can accommodate on the site. This situation requires the City to supply a significant amount of publicly available parking to meet the needs of the historic main street area which supplies very little, if any on site parking and supplement the parking provided by other development that has not provided enough to meet demand.

The existing 1745 stall municipal parking system includes 210 on-street spaces, 1180 spaces in three garages and 353 spaces in five surface lots. It is a substantial public investment with an estimated replacement cost of approximately \$50 million. The 225 stall John Street garage opening in late 2009, will increase the total supply to 1970 stalls with an estimated replacement cost of \$59 million.

The municipal off-street parking operation is a user pay operation, however, parking is available free of charge for the first hour in downtown Brampton. The “One Hour For Free” program is a promotion that was put in place in March 2002 to attract business to the downtown. This program replaced the “Three Hours For Free” promotion which was established in October 1997 at 3 municipal parking structures in downtown Brampton. The “One Hour For Free” program was up for expiration on March 2007 and was extended for an unspecified amount of time. During the month of December parking is available free of charge for 2 hours and this program is paid for by the downtown (Brampton Downtown Development Corporation) BDDC at a cost of \$10,000.

Transient parking is provided in the parking structures (Market Square, Nelson Square and City Hall) at rates of \$0.75 per ½ hour (after the first free hour) and \$8.00 per day. The remaining surface parking lots only offer monthly parking. At present, the monthly permit rates in the downtown parking structures are \$40 per month, \$280 for an annual parking permit, and \$840 for a specialty annual parking permit. In the downtown surface parking lots, the monthly rates are \$20 per month and \$140 for an annual parking permit. The municipal off-street parking lots operate as paid parking from 8:00 a.m. to 7:30 p.m. Monday to Friday.

A phased in rate increase over three years for monthly permits was originally approved in 2006, however the implementation was delayed pending a review of potential impacts. The approved increases included new garage rates of \$60, \$600, and \$1,800 for the monthly, annual and specialty annual parking permit, respectively . The monthly rates in the surface parking lots would also increase to \$30 for a monthly permit and \$300 for an annual rate permit.

Approximately 1,410 permits are issued for employee parking, of which approximately 600 of these permit users are City staff. At present, the City of Brampton has a parking subsidy policy for City

Hall employees where parking will be available free of charge if 20% of an employee's weekly business is conducted outside of the office or an employee is provided with a City vehicle to perform their duties. Employees who do not meet the criteria for free parking can obtain it at 50% of the prevailing rate or 100% of the annual rate which ever is less, as per the Collective Bargaining Agreement.

Currently, most of the on-street paid parking operation is controlled by parking meters. In August 2008, the meters along the east and west side of Main Street North between Queen Street and Nelson Street were replaced with pay and display machines. The majority of the on-street paid parking spaces are priced at a rate \$1.50 per hour, with the exception of parking available on John Street and Elizabeth Street which have an hourly rate of \$1.00.

The maximum duration of stay on-street is 90 minutes. On-street paid parking operates from Monday to Saturday from 9:00 a.m. to 6:00 p.m. with the exception of Queen Street which has a rush hour restriction which does not permit stopping between the hours of 4:00 p.m. to 6:00 p.m. Monday to Friday on the north side of the street and 6:00 a.m. to 8:30 a.m. Monday to Friday on the south side of the street. In addition, Queen Street West between Elizabeth Street and George Street currently has a no stopping restriction on the south side of the street for both rush hour periods.

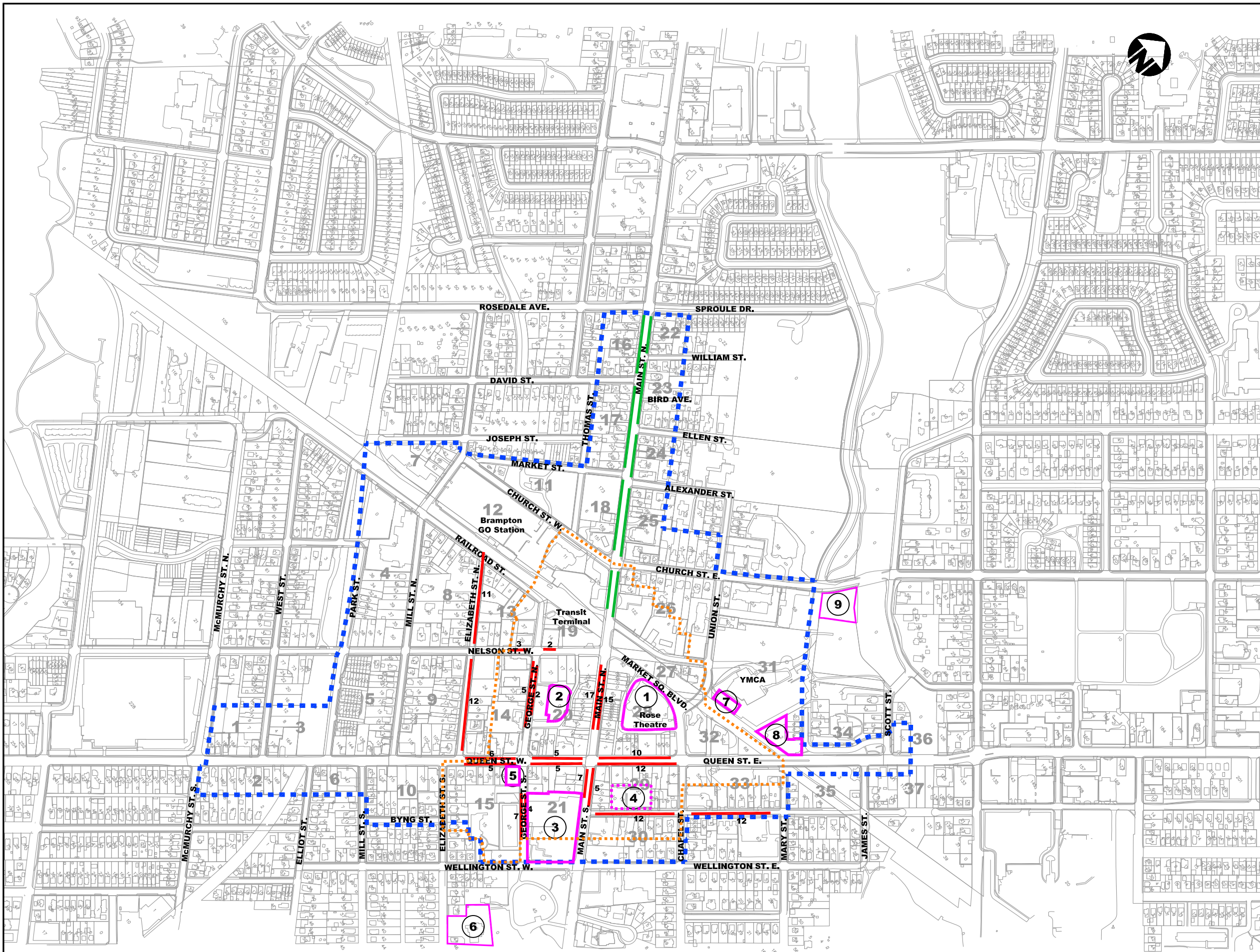
Downtown Brampton has approximately 1,435 private parking spaces associated with various buildings and used by employees and customers of the commercial uses in the downtown. Although, the majority of these parking lots do not charge for parking, the George Street Pro Park lot that is directly adjacent the Nelson Square garage does charge for parking. There are also an additional 870 parking spaces provided in GO Transit surface lots.

The City does not currently offer permit parking on City streets, however, does give parking considerations to allow residents to park on the street up to 14 days per calendar year per license plate to avoid infractions. Parking consideration is obtained through the completion of an on-line application that is available at the City of Brampton website.

The Works and Transportation Department at the City of Brampton is responsible for the on-street and off-street parking operations and the enforcement of the municipal parking supply is conducted by the City of Brampton Enforcement and By-law Division.

Although all of the off-street municipal parking lots are operated by the Works and Transportation Department, the City's Buildings and Property Management Department are responsible for the maintenance and ownership of the majority of the facilities. The YMCA lot (38 spaces) is leased by the Works and Transportation Department. The Church Street and Rosalea Upper Deck lots are maintained by the City's Community Services Department. The Legion/Alderlea (100 spaces) and the George Street lot (38 spaces) are owned by the Corporate Property Management Division and operated by the Works and Transportation Department. Corporate Property Management Division also handles the maintenance of all the municipal parking lots. The City also has 39 spaces in the 8 Nelson Street office building as part of its lease agreement, which it does not own.

In 2008, the annual gross parking revenue for the municipal parking system was approximately \$604,000. Annual expenses were approximately \$1,826,000, including approximately \$890,000 in debt repayment. Therefore, the municipal parking program incurred a net deficit of approximately \$1,222,000. Excluding the debt repayment, the annual operating loss is approximately \$332,000 per year.



MUNICIPAL PARKING SUPPLY

Lot #	Supply
1	542
2	270
3	368
4	---
5	38
6	100
7	40
8	43
9	132
On-Street*	159
Total	1692

*13 Spaces Temporarily Unavailable due to construction. They will be part of Future Supply.

DRAFT
FOR DISCUSSION
PURPOSES ONLY

Legend:

- Study Boundary
- On-street Parking
- Municipal Paid Parking Lot
- - - Municipal Paid Parking Lot Under Construction (225 Parking Spaces)
- New On-Street Parking (51 Spaces)
- - - Parking Exempt Zone

BA Consulting Group Ltd.
45 St. Clair Avenue West, Suite 300
Toronto, Ontario, M4V 1K9
416.961.7110 (tel) 416.961.8807 (fax)
www.bagroup.com
bagroup@bagroup.com

B GROUP
Transportation
Consultants

Project
**BRAMPTON DOWNTOWN
PARKING STUDY**
CITY OF BRAMPTON

Dep. Title
**EXISTING CONDITIONS
(MUNICIPAL PARKING)**

Date
March 17, 2009

Scale
1:3000 0 20 40 60 120
Not to Scale @ 1:1017

Drawn HNC	Project No. 5880-10	Drawing No. 1
Designed RCK		

1.1 Downtown Parking Utilization Characteristics

Parking utilization statistics are collected by the City's Works and Transportation Department at paid on-street parking spaces and at the private and municipal parking lots in downtown Brampton four times a year in March, June, September and December. These weekday peak counts are conducted at 10:00 a.m. and 2:00 p.m. Based on survey results from 2006 to 2008, the peak period occurred in December 2008 at 2:00 p.m. with 2,840 spaces (including GO Transit parking) or 70% of the overall parking being utilized. With the GO lots excluded, the overall occupancy rate was 1945 stalls or 61%.

Table 1 summarizes the municipal parking supply and demand in downtown Brampton. The overall utilization rate of the municipal parking supply was 76%. Without the remote Rosalea lot included, the occupancy rate was 82%. The average garage occupancy was 89%. Surface Lot occupancy without the remote Rosalea lot was 66%. The overall off-street occupancy without Rosalea was 85%.

**Table 1
Municipal Facilities Peak Parking Demand in Downtown Core - December 2008**

	Supply	Demand	Available	Utilization %
Parking Garages				
1 – Market Square	542	483	59	89%
2 – Nelson Square	270	260	10	96%
3 – City Hall	368	308	60	84%
4 – John Street	---	---	---	--
Garage Total	1180	1051	129	89%
Surface Parking Lots				
5 – George Street	38	35	3	92%
6 – Legion/Alderlea	100	72	28	72%
7 – YMCA Reserved	40	28	12	70%
8 – Rosalea Upper Deck	43	10	33	23%
9 – Rosalea ¹	132	3	129	2%
Surface Total	353	148	205	42%
Municipal Parking By Quadrant				
Northwest	270	260	10	96%
Northeast	757	524	233	69%
Southwest	506	415	91	82%
Southeast	0	--	--	--
Overall Off-Street Total	1533	1199	334	78%
On-Street^{2,3}				
	159	84	75	53%
Overall Total	1692	1283	409	76%

Notes:

1. Removing this unused lot from consideration results in 83% utilization in the Northeast Quadrant and a more representative overall utilization of 82%.
2. 13 on-street spaces are temporarily unavailable due to construction however they will be part of the future on-street parking supply.
3. An additional 51 on-street parking spaces have been provided along Main Street North (as of Jul. 2008).

In addition, approximately 660 of the privately provided off-street parking spaces were used (46% utilized). The GO parking occupancy reached 896 spaces or 103% .

To understand weekend parking demand levels parking surveys were conducted on an hourly basis on Saturday December 22, 2007 from 9:00 a.m. to 9:00 p.m. The peak period occurred at 3:00 p.m. with a total of 815 or 20% occupied parking spaces, where 75 were located on-street, 420 were located in municipal parking lots and 320 were located in private parking lots. This demand would largely be related to the retail-service uses that operate in the core area, as the office uses which generate predominantly employee demand are largely absent during the weekend period. The weekend period is clearly not the peak demand period for parking in the downtown.

A review of the number of parking contracts issued to downtown employees indicates that both the Nelson Square and Market Square garage are used largely by downtown employees with annual parking contracts at the current rate of \$140 per year. The City Hall garage is shared approximately equally by downtown employees and visitors. The remaining surface lots are used largely by employees, who either pay directly or receive free parking benefits. Only the Rosalea Upper Deck lot has issued annual public parking contracts. Table 2 summarizes the types of parking permits issued at each parking garage and surface lot.

**Table 2
Employee Parking Permits Issued in 2008**

	Capacity	Permit Type				Total
		Yearly	Monthly	City Employee	Specialty	
Market Square	542	420	1	190	20	631
Nelson Square	270	290	0	19	--	309
City Hall	368	40	14	160	--	214
George Street	38	--	--	38	--	38
Legion/Alderlea	100	--	--	115	--	115
YMCA Reserved	40	--	--	--38	--	38
Rosalea Upper Deck	43	25	1	1	--	27
Rosalea	132	--	--	--	--	--
Total	1533	775	16	561	20	1372

Notes:

1. There are 39 City employee permits in the private garage at 8 Nelson Street which are associated with the leased space in that building.

1.2 New Municipal Parking Supply

In August 2008, approximately 51 new on-street paid parking spaces were installed on the both the east and west side of Main Street North between Nelson Street East and Sproule Drive.

In the fall of 2009, the City will open a new garage on John Street in the southeast quadrant of the downtown with 225 municipal parking spaces. The garage is located on the north side of John Street between Main Street South and Chapel Street and was previously operated as a 45-space surface municipal parking lot. This project is a joint venture development with the Region of Peel which includes some 200 social housing units above the garage as well as residential parking supply. The dwelling units will be owned and operated by the Region of Peel and the municipal parking lot will be owned and operated by the City of Brampton's Works and Transportation Department. The

overall costs to construct the garage was approximately \$9,425,000 or approximately \$41,900 per parking space.

This new parking facility will increase the total municipal supply to 1970 stalls which will represent 58% of the total 3405 stall supply, excluding GO parking.

2.0 Municipal Parking System Operational Issues

During stakeholder consultations with the downtown merchants and discussions with the Brampton Needs and Feasibility Parking Study project team which included staff from the Downtown Brampton Development Corporation, the Economic Development and Communication Department, the Planning Department and the Works and Transportation Department; the following issues and concerns related to the existing municipal parking system were raised:

- Unavailability of convenient short stay parking on-street and off-street
- Loss of revenue resulting from the 1 hour free parking program in the garages
- The Market Square garage is filled to capacity especially on weekdays when there are events at the Market Square.
- The City Hall garage is underutilized in the lower levels.
- How service increase on the GO Transit Georgetown line will impact parking availability in the downtown.
- The high cost of monthly parking and the unavailability of long term parking in the form of monthly permits
- Parking prohibitions in particular along Queen Street hinders the level of customer service in the downtown

2.1 On-Street Parking Operation

As previously mentioned, there are approximately 159 on-street paid parking spaces in downtown Brampton that operate as paid parking Monday to Saturday from 9:00 a.m. to 6:00 p.m. Since the time of the on-street parking surveys, an additional 51 spaces have been opened along Main Street, north of Nelson Street, bringing the total on-street supply to 210 spaces. On-street parking makes up 12% of the overall municipal supply, an increase from the 9% share prior to the new parking added on north Main Street. Most traditional downtown core areas have a substantially larger portion of on street parking – generally in the 25% to 35% range. An additional 140 on-street spaces would be required to bring the proportion up to 25%

Based on our review of on-street parking operations in downtown Brampton, the overall utilization levels during the daytime (2:00 p.m.) and evening (7:00 p.m.) peak periods were 53% and 42%, respectively, on a typical weekday and 50% and 45% on a typical weekend, respectively. Table 3 summarizes the location and supply of the on-street parking provided in downtown Brampton. The Main Street corridor appears to generate some of the higher utilization levels when compared to the other on-street paid parking; this is mainly related to the retail strip that runs along Main Street from Theatre Lane to Wellington Street

In July 2008, the paid parking program was expanded to include Main Street North from Theatre Lane to Rosedale Avenue which includes 51 spaces. This expansion plan also included converting the on-street payment equipment from electronic meters to pay and display machines with the option to pay by credit card for the spaces along Main Street from Queen Street to Theatre Lane. These machines were also installed along Main Street North from Queen Street to Rosedale Avenue and will be implemented in other high usage areas in the downtown.

**Table 3
Downtown Core Area On-Street Parking Summary – December 20 and 22, 2007**

Location	Side	Supply	Demand		% Utilization	
			2:00 p.m.	7:00 p.m.	2:00 p.m.	7:00 p.m.
Queen St.	North	21	15 (14)	8 (9)	71% (67%)	38% (43%)
	South	24	13 (17)	6 (4)	46% (71%)	25% (17%)
Main St.	East	20	16 (13)	18 (15)	80% (65%)	90% (75%)
	West	24	19 (15)	12 (17)	79% (63%)	50% (71%)
George St.	East	6	5 (5)	5 (6)	83% (83%)	83% (100%)
	West	12	10 (9)	10 (14)	83% (75%)	83% (115%)
John St.	South	24	3 (0)	5 (2)	13% (0%)	21% (8%)
Elizabeth St.	East	23	2 (2)	0 (1)	9% (9%)	0% (4%)
Nelson St.	North	5	2 (4)	2 (4)	40% (80%)	40% (80%)
Total		159	85 (79)	66 (72)	53% (50%)	42% (45%)

Notes:

1. 00% (00%) – Weekday volumes and % utilization (Weekend volumes and % utilization)

Based on our review of duration of stay in downtown Brampton, there was a total of approximately 435 vehicles parked at on-street paid parking spaces on Thursday December 20, 2007 from the hours of 7:00 a.m. to 8:00 p.m. resulting in a moderate turnover rate of 3.00 vehicles per space. Approximately 418 or 96% of the observed vehicles parked for a period of less than 3 hours. The majority of the long stay parkers were parked for an average of 5 hours and this activity mainly occurred on the streets adjacent to the Brampton GO Transit station.

Both the occupancy and turnover of the on-street spaces is less than one would typically find in most traditional downtown areas where occupancy levels are usually 85% to 100% and turnover at 5 or more cars per day. Some of this difference can be attributed to the fact that the one hour free parking program for off -street lots will attract some people who would otherwise park on-street. While off-street parking charges should be less than on-street, free off-street parking results in an underutilization of prime on-street parking.

In order to determine if there is any opportunity to expand the current on-street parking program, BA Group conducted a review of all the on-street parking spaces in downtown Brampton. Based on this review there may be an opportunity to expand paid parking in the following locations:

- Mill Street South, approximately 12 spaces
- George Street South, approximately 10 spaces

Mill Street South is located off of the Queen Street West retail area. Given that on-street parking is not permitted along Queen Street West between Elizabeth Street and McMurphy Street and there is no available public off-street parking in this area of the downtown, some of the side streets such as Mill Street South provide supplementary parking to the subject area. Currently, Mill Street South restricts parking on the west side of the street while providing free parking for 30 minutes from 8:00 a.m. to 6:00 p.m. on the east side. In between Queen Street West and Wellington Street West, approximately 11-12 spaces could be provided along roughly 85 metres of curb. It is recommended that paid parking be implemented from Monday to Friday 7:00 a.m. to 6:00 p.m. and the rates should be set at \$0.50 per ½ hour with a maximum duration of stay of 90 minutes. These paid parking

operation hours will minimize the impact on adjacent residents by allowing them to park without payment when their needs are highest.

A cursory review suggest that up to 10 additional on street paid parking spaces could be provided on George Street south. This will have to be confirmed through field measurements and a review of traffic flow requirements along George Street.

As noted in Section 2.0, downtown business operators have expressed concern that the peak traffic period parking prohibitions on Queen Street hinder customer service in the downtown. The afternoon peak period no stopping restrictions impact 25 out of 42 parking stalls. The City's annual utilization surveys indicate that the parking along Queen Street reaches 60 to 65% during weekday afternoon peak periods. Prime on-street parking usually achieves utilization of 85% to 90% in most downtown areas. As mentioned earlier, the low utilization level could be related to the one hour free parking program, which is attracting price sensitive parkers to the municipal parking garages.

Peak period westbound traffic volumes on Queen Street West require the use of two through lanes at the intersection with Main Street in order to maintain a reasonable level of traffic service. There are not any alternative parallel routes through the core area due to the lack of a continuous street grid in an east west direction which might accommodate some through traffic if the parking prohibition during the afternoon peak hour were to be removed. Given these factors, the peak hour parking prohibitions should be maintained. With this in mind, the City should maintain a reasonable supply of convenient short term parking in each of it's garages in order to provide alternative parking during this time period (see section 2.2.3).

2.1.1 Long Stay On-Street Parking

The on-street spaces in downtown Brampton operate Monday to Saturday from 9:00 a.m. to 6:00 p.m. and the rates for most of the spaces are \$1.50 per hour with the exception of the spaces along Elizabeth Street and John Street which have a rate of \$1.00 per hour. The lower rates for these locations reflects the fact that they are further away from the main commercial area and that they achieve low utilization, except during special events in the core area.

With the opening of the Chapelview Peel Living project on John Street, it is anticipated that the demand for short stay visitor parking will increase for the on-street spaces located between Main Street and Chapel Street. Therefore, this parking should remain as short stay parking with a 90 minute time limit.

Given that merchants in the downtown have noted that there is a lack of long term parking available for employees and the on-street spaces on Elizabeth and John Street east of Chapel are expected to be underutilized by short term parkers, it is recommended that the ½ hour rate of \$0.50 be maintained on-street, but a flat rate of \$4.00 be implemented, in order to test the market for long term employee parking. This rate would match that described for the new parking that could be added on Mill Street.

Market Street and Thomas Street are located north of the Brampton GO Transit Station. The current regulations allow for parking on the south side of Market Street between Mill Street and Thomas Street and on the east side of Thomas Street between David Street and Church Street for a maximum of three hours. Based on our review the average duration of stay was approximately 8 hours and about 35 vehicles were parked during the course of the day. It is reasonable to assume that most of

these spaces are occupied by GO transit patrons due to the high duration of stay levels and the proximity of the station. Although it is not the City's responsibility to provide parking for GO Transit, and on-street parking should generally be reserved for short term use, this is an opportunity to generate revenue from long term day long parkers to offset some of the parking operation deficit without having any adverse effects on the parking supply for other surrounding uses. The main parking generators in the area surrounding Market Street and Thomas Street include GO Transit, Brampton Caledon Community Living Centre and a 260-unit condominium at 173 Main Street North. All of these properties have on-site parking and the implementation of paid parking will provide supplementary parking to the area.

To minimize the impact of new on-street paid parking on the residents in the area, it is recommended that paid parking be operated from Monday to Friday 7:00 a.m. to 6:00 p.m. with rates set at \$0.50 per ½ hour with a flat rate of \$4.00 with an 11 hour maximum duration of stay between 7am and 6pm. This will allow short term parkers as well as the GO transit patrons to use these spaces.

2.2 Off-Street Parking Operation

As previously noted, the downtown municipal parking system consists of nine municipal off-street parking facilities that includes the John Street garage which is under construction. The current municipal off-street supply is 1,533 spaces (excluding the John Street garage). The John Street garage will add 225 new spaces, bringing the off-street total to 1758 stalls. The majority (1,180 spaces) are located in 3 parking structures known as the Market Square garage (542 spaces), Nelson Square garage (270 spaces) and City Hall garage (368 spaces) and the remaining 353 spaces are located in surface parking lots.

2.2.1 One Hour For Free Parking Program

The municipal off-street parking operation is a user pay operation, however, parking is available free of charge for the first hour in the three downtown parking structures. The "One Hour For Free" program is a promotion that was put in place in March 2002 to attract business to the downtown. This program replaced the "Three Hours For Free" promotion which was established in October 1997. The "One Hour For Free" program was up for expiration on March 2007 and was extended for an unspecified amount of time. During the month of December parking is available free of charge for 2 hours and this program is paid for by the Downtown BDDC at a cost of \$10,000.

Currently, all of the surface lots are reserved for long term monthly parking, therefore transient parking is only provided at the parking structures (Market Square, Nelson Square and City Hall) and the rates are \$0.75 per ½ hour and \$8.00 per day and these garages operate from 8:00 a.m. to 7:30 p.m. Monday to Friday. Monthly parking is also provided in the garages.

In 2008, the municipal parking system had a net loss of approximately \$1,222,000. The downtown parking garages had a gross revenue of \$347,669 and operating expenses of \$507,703 resulting in a net loss of \$160,034 (excluding any debt service).

In 2007, approximately 151,200 transient parkers used these three parking structures (Market Square, Nelson Square and City Hall). However, of that total, approximately 70% (or 107,000 parkers) stay for less than an hour and take advantage of the "One Hour For Free" program. The remaining 30% of parkers stay for longer than an hour and pay for parking at a reduced price since they still receive

the one hour for free. In 2007, transient gross revenue for all three municipal parking structures was approximately \$164,082.

**Table 4
Transient Parking Data-Downtown Brampton**

Municipal Parking Garages	Annual Transient Parkers		
	One Hour Free	Paid for Parking	Total
Nelson Square Garage	24,498 (68%)	11,463 (32%)	35,961 (100%)
Market Square Garage	27,219 (71%)	10,926 (29%)	38,145 (100%)
City Hall Garage	55,284 (71%)	21,780 (29%)	77,064 (100%)
Total	107,001 (71%)	44,169 (29%)	151,170 (100%)

Notes:

1. Transaction statistics provided by City staff.

The revenue lost from the one hour free parking program is in the \$130,000 to \$200,000 per year range, depending upon the duration of stay for these parkers. As mentioned earlier, this program appears to be reducing the use on-street parking which is normally the highest demand location due to convenient location.

An alternative to providing one hour free parking directly to the parker is to implement a parking token program that would allow downtown business operators to provide their customers with a token for one hour free parking. The tokens could be purchased from the parking department at a discount. This would allow business operators to provide more than one hour free parking should they so desire, generate additional revenue to offset the substantial municipal parking system annual deficit and allow parking pricing to influence customer parking location. Programs of this type have been implemented successfully in other downtowns with Oakville and Oshawa being the most comparable.

2.2.2 Monthly Permit Policies

Approximately, 1,410 permits are issued on a monthly basis which makes up approximately 90% of the entire municipal off-street parking. Of the total number of permits issued on a monthly basis, approximately 560 or 40% of the permits are issued to City staff and the remaining number of permits are issued to the public.

The new John Street garage that will open in late 2009, will add 225 spaces to the municipal inventory which will allow the City to reallocate employee parking demand between the various garages in order to free up short term visitor parking.

At present, the monthly permit rates in the downtown parking structures are \$40 per month, \$280 for an annual parking permit, and \$840 for a specialty annual parking permit which allows for reserved parking spaces. In the downtown surface parking lots, the monthly rates are \$20 per month and \$140 for an annual parking permit. It appears that the majority of the permit users are taking advantage of the annual permit program.

The monthly parking rates, especially the annual permit which costs the equivalent of \$23 per month are among the lowest we have seen in comparable downtown municipal parking facilities. For example, monthly rates in other locations include:

- Burlington - \$65 to \$117 per month
- Guelph - \$37 to \$70 per month
- Hamilton - \$31 to \$108 per month
- Oakville - \$42 to \$69 per month
- Oshawa - \$62 to \$71 per month
- Barrie - \$62 to \$79 per month
- Kitchener – \$73 to \$131 per month
- Waterloo – \$69 to \$89 per month

Private office buildings in the Mississauga City Centre area currently charge between \$50 and \$60 per month for parking, including taxes.

Generally speaking, monthly parking rates should reflect location, convenience and demand with well located garages and surface lots charging higher rates than remote surface lots. They should also generally reflect the cost of providing parking. For example, the new John Street garage will cost \$41,900 per space to build. In order to break even on the cost of a monthly parking space the rate would have to be \$211 per month. In contrast, the remote Rosalea lot which is receiving negligible use, should be priced as substantially lower than other lots. In many downtown locations, the surplus revenue generated by on-street parking and short term visitor parking is utilized to reduce the cost of monthly parking below cost recovery rates. However, in Brampton, the one hour free parking program results in a deficit parking operation that does not allow for a more holistic approach to parking pricing.

Parking pricing is also an important tool in influencing travel characteristics. Simply put, public transit is at a disadvantage as long as the cost of a monthly parking permit is lower than the cost of a monthly bus pass. In Brampton, the current cost of a bus pass is \$102 per month. As long as people can park for less than the cost of a bus pass, the City will never maximize the return on its substantial investment in existing or future public transit facilities. Monthly parking rates should also be utilized to encourage car/van pooling programs by offering reduced rates for registered members of a car/van pool program. The City should also investigate the provision of auto share services in the core for employees who take transit or car/van pool but who need a car for a short business trip that is paid for on an hourly basis. The City would provide a parking space for the service and might have to subsidize the operation of a private car share service to a breakeven point. However, the cost is worth it, if it facilitates increased transit use.

As noted above, existing employee parking rates are well below comparable rates in other locations, well below the cost to recover annual operating costs and are not priced appropriately to encourage transit use and car/van pooling. As a minimum first step, in 2009 everyone should pay the standard rate of \$40 per month or a *new* annual prepaid permit discounted rate of \$440 per year in the garages and \$20 per month or \$220 per year in the surface lots. It is also important to increase employee parking rates on a regular basis every year until monthly parking rates for *prime* parking are equivalent to the cost of a monthly bus pass (i.e. \$102 per month). This will require annual increases of \$10 to \$15 per month in order to achieve this important goal in a time frame of 6 to 8 years.

At the same time, the City should continue to offer lower cost parking alternatives, including reduced pricing at remote lots and reduced rates for registered car/van pool users.

2.2.3 Improved Off-Street Short Term Parking

Given the relatively small on-street parking supply and the large amount of monthly parking provided in the City garages, the availability of convenient short term customer parking could be improved substantially by implementing the following measures:

- Monthly permit holders be directed to park in the lower levels of the underground garages and the upper levels of the Nelson Square above ground garage.

As a first step, this can be accomplished by issuing contract parking tags, and revoking parking from those people who are found using prime short term parking spaces. This could also be accomplished by installing nested gates within the garages whereby monthly parkers would be required to pass through the upper level gates prior to exiting the garage. Customers who do not do this would not be allowed to exit or would be flagged in the software management system and sent a bill for parking at the daily rate. Continued abuse would result in non-renewal of their permit.

- Restrict the monthly permit program to users with downtown business addresses to ensure that only downtown employees, and not GO patrons, are utilizing the permit program.
- Once the John Street garage is open for operation in the Fall of 2009, approximately 150 permit users from the Market Square and Nelson Square garages should be relocated to the John Street garage in order to free up short term transient parking in all of the garages.
- Lot No. 5 (38 spaces) at George & Queen Street should be converted from a monthly lot to a short term parking facility and the monthly customers transferred to the City Hall garage lower levels.

These modifications will also mitigate the loss of on street parking during peak commuter periods.

2.2.4 Potential Implementation of Automated Payment Systems in Garages

The new John Street garage which opens in November 2009 will be operated with an automated pay on foot and pay at exit payment system. This will eliminate the need for a cashier to be present, except for special events that generate high traffic demand, thereby saving the annual recurring cost of a cashier. Customer assistance will be rendered remotely via intercom and CCTV communication, and personnel from parking operations can be dispatched to the site within minutes should the need arise.

Because Brampton will have four parking garages within a short distance of each other and the City Hall, the remaining three garages are also good candidates for automated operation. However, this will still require the presence of personnel to monitor, maintain and collect cash from the machines on a regular basis and to provide security patrols on a random basis. Automated access and revenue control will not only improve cash control, it will lower operating costs by reducing the need for full time attendants throughout the entire day. It will also allow the garages to operate in a paid parking mode earlier in the morning and later in the evening with minimal additional labour costs, which will minimize the use of the garages by GO transit and other patrons who currently obtain free parking by arriving before and leaving after the parking attendant is on duty and the gates are raised. An evening flat rate charge could also be introduced

As mentioned earlier, the existing three garages operate at an annual loss of approximately \$160,000 per year. The Nelson Square garage collects relatively little short term transient revenue and incurs the largest operating loss, so it would be the logical next candidate for automation, followed by the Market Square garage which would be manned during peak theatre events, but automated at other times. At least one cashier-attendant position could be eliminated with this plan, while the other cashier-attendant could become a roving customer service representative, resulting in a labour cost savings of approximately \$50,000 per year. As the City becomes more comfortable with the automated system, the cashier in the City Hall garage could also be removed, saving an additional \$50,000 per year.

3.0 Future Development Parking Demand

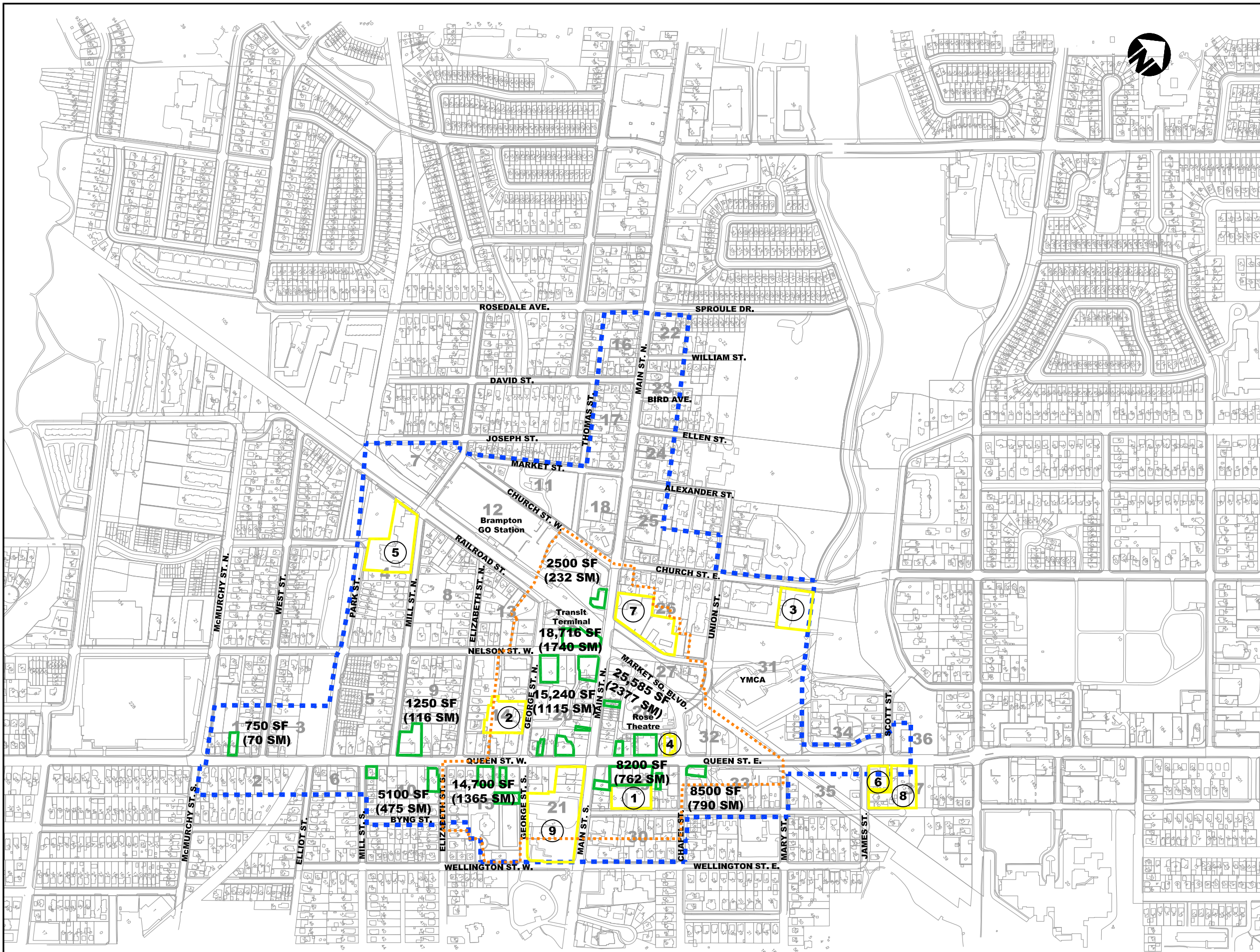
3.1 Near Term Significant Development Potential

Figure 2 illustrates near term development activity in the study area which was identified by the Steering Committee. Downtown Brampton is attracting significant new development, especially in the form of high density residential such as the Dominion Skate Building, the Renaissance and Park Place condominiums. In addition, the 15-storey Region of Peel rental apartment building is under construction in the south end of the downtown adjacent to the City Hall. (Site 1). There is also a mixed use residential/hotel/retail development under consideration in the northeast corner of Main St. North and Nelson Street East (Site 7). All of the new development projects will be self sufficient in terms of meeting their parking needs or generate a modest amount of parking demand on the existing public parking system. However, occupancy of the existing vacant floor space would generate additional demand on the public parking system as new supply will not be created by this infill development.

3.1.1 Administrative Space Project

At present, there are approximately 710 full-time City staff that work in Downtown Brampton. They work in various sites such as the City Hall, 24 Queen Street East, 41 George Street, 8 Nelson Street West, 55 Queen Street East and 33 Queen Street West. The proposed expansion is expected to amalgamate most City services to one central site and will accommodate approximately 1,085 employees. The building proposal includes approximately 246,000 sq.ft. of new office space.

The City is targeting an employee parking supply ratio of 0.70 stalls per employee for the new administrative space, which would require 760 spaces or 160 more stalls than presently provided for existing employees in the downtown. The current staff parking ratio is 0.85 stalls per employee, some 21% higher than the targeted ratio, which would result in a demand for 920 stalls. Existing parking demand levels for City staff are higher than desirable mainly because of the availability of free or very low cost parking and the absence of a Transportation Demand Management plan that combines parking pricing, transit pass discounts, car/van pool programming with parking discounts and convenient transit service. Therefore, the implementation of a robust Transportation Demand Management (TDM) program focused on downtown public and private employees will be required to successfully achieve the targeted parking ratio for City employees, which in turn will free up existing and future municipal parking for other uses in the core area. As noted earlier under Section 2.2.2, an important first step in this process is the elimination of the annual parking pass discount which would result in a monthly parking cost of \$40 per month or \$440 per month for an annual prepaid contract, and the introduction of reduced rates for registered car/van pool participants.



DEVELOPMENT SITES

1. Peel Housing & City Garage
2. 303 Apartments
3. 269 Apartments
4. National Bank
5. 315 Apartments
6. Office Space
7. 216 Apartments Retail & Hotel
8. 270 Apartments
9. Administrative Space Project

Note:
See Appendix Table A1 for Details

DRAFT
FOR DISCUSSION
PURPOSES ONLY

Legend:

- Study Boundary
- - - Parking Exempt Zone
- Recent/Near Term Developments
- Commercial Floor Space
354,675 sq.ft. (32,950 m.sq.)
- Residential Units 1,560
- Hotel Rooms 115
- Vacant Floor Space
● Commercial Floor Space
100,540 sq.ft. (9,340 m.sq.)

BA Consulting Group Ltd.
45 St. Clair Avenue West, Suite 300
Toronto, Ontario, M4V 1K9
416.961.7110 (ext) 416.961.8807 (fax)
www.bagroup.com
bagroup@bagroup.com

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Project
**BRAMPTON DOWNTOWN
PARKING STUDY**

City of
CITY OF BRAMPTON

Dept. Title
**NEAR TERM DEVELOPMENTS
AND
VACANT FLOOR SPACE**

Date
March 17, 2009

Scale
1:3000
0 20 40 60 120
Not to Scale @ 1/16" = 1'

Drawn HNC	Project No. 5880-10	Drawing No. 2
Designed RCK		

At present, approximately 275 staff pay for parking at a discounted rate of \$280 per year while about 325 staff receive parking free of charge due to their job requirements which stipulates that either a vehicle is required for their position or that they are required to be off-site for about 20% of the time during a week. The current free parking policy does not promote transit use and results in a significant loss in revenue for the parking system which runs an annual deficit. It should be replaced with a more balanced and effective employee expense policy whereby they would submit an expense report for each day they required their car for an off site meeting. They would then be compensated for the prorated portion of their monthly parking pass.

In summary, 160 new parking stalls would be required for City staff over and above the existing 600 spaces currently used. In order to achieve the lower demand level for City staff and free up existing and future municipal parking resources for other uses in the core, a focused TDM program which includes parking pricing, car/van pool programs and parking pricing incentives, a guaranteed ride home service and employee transit pass discounts will need to be implemented immediately.

Should this project be modified to include significant amounts of retail-service or specialty non office space, the parking requirements might have to increase.

3.1.2 Region of Peel Seniors Rental Apartment Building

The proposed Region of Peel seniors' rental apartment building is located on the north side of John Street between Main Street South and Chapel Street. Previously, this site operated as a 45-space municipal parking lot. The subject development will include approximately 200 social housing units, 150 residential parking spaces and 225 municipal parking spaces. The dwelling units will be owned and operated by the Region of Peel and the municipal parking lot will be owned and operated by the City of Brampton's Works and Transportation Department. This project is scheduled to be completed by Fall 2009. The residential parking supply is expected to meet demand, therefore no new net demand will be generated by the development, but 225 stalls of new municipal supply will be created and will be used largely to meet employee parking demand.

3.1.3 Vacant Space Infill Potential

Based upon a review of floor space with City staff and the Brampton Downtown Development Corporation there is approximately 60,000 sq.ft. of vacant space in the downtown of which approximately 40,000 sq.ft. is retail space and 20,000 sq.ft. is office space. Should this space fill up, it could generate the need for approximately 145 parking spaces.

In addition, the City would vacate approximately 40,000 sq.ft. of office space it currently leases, when the Administrative Space project is completed. This would generate demand for an additional 130 spaces in the downtown. However, the 39 spaces which the City currently uses in the 8 Nelson Street building will become available when they move to the Administrative Space project, leaving a net new demand for 91 spaces.

Therefore future demand associated with the full occupancy of existing space could generate the need for approximately 235 additional parking spaces. As noted in Table 1 on page 4, there are currently some 280 vacant spaces in the municipal parking system, excluding the remote Rosalea Lot 9. Plus there will be 225 spaces added to the inventory by the new John Street garage described above.

It is expected that many of the City employees currently located in the Market Square garage can be relocated to the new John Street garage when it opens in late 2009. This will free up space in the Market Square garage to accommodate the net increase in demand associated with the future occupancy of office space that is vacated by the City when the Administrative Space project is completed. Therefore, the net increase in parking supply of 225 stalls provided by the new John Street garage should be able to satisfy future demand associated with the infill development described above and maintain a vacancy rate of approximately 270 stalls or 15% in the municipal parking system.

3.1.4 GO Transit Service Expansion

At present, GO Transit service at Brampton Station is comprised of three morning and evening peak trains and bus service with local routes including Orangeville.

The construction of the Georgetown North corridor began in fall 2006 to increase track capacity along the corridor, to accommodate two new rush-hour trains and provide limited off-peak service to the Mount Pleasant GO station in North Brampton. Construction is expected to be complete by July 2009. Discussions with GO indicate that they are still planning the new system expansion and do not have ridership forecasts available at this time.

Recent announcements from the Federal and Provincial governments re funding for GO Transit suggest that in future, parking garages may be added. Presumably, these would be placed in locations outside the downtown core closer to new residential growth areas and where the traffic impacts associated with such expansion could be accommodated much easier. As long as the demand generated for park n ride is satisfied in those locations, increased parking pressure in the core should be avoided.

As mentioned in Section 2.2.3, monthly parking permits should only be issued to people with addresses in the downtown core area in order to deter GO riders from using up municipal parking. The City should also ensure that full gate control is in place early enough in the morning and late enough in the evening in order to prevent GO riders (or anyone else) from parking all day and avoiding payment. This would require expansion of the paid operating hours to 7am from 8am. The current closing time of 7:30pm is satisfactory.

3.1.5 Near Term Parking Supply Needs

Based upon the forgoing discussion, the new John Street parking garage will provide sufficient additional parking to accommodate new demand that might be generated by the full occupancy of current vacant space in the core and the releasing of space in buildings currently occupied by the City, when these functions move into the Administrative Space project. This will leave about 270 vacant stalls, excluding the remote Rosalea lot, resulting a vacancy rate of 15%. Generally speaking, it is desirable to maintain a vacancy rate of at least 10% in order to enable people to find parking in a reasonable amount of time and municipalities should begin to plan for expansion when the vacancy rate is about 15%. Therefore, the additional parking demand generated by the Administrative Space project will have to be met with new supply provided by the City.

As described in Section 3.1.1, the Administrative Space project should provide at least 160 additional parking spaces in conjunction with a focused Transportation Demand Management program in order to meet the targeted City employee parking supply ratio.

Although plans have not been prepared regarding the Administrative Space project, it appears that at least 160 new spaces could be provided beneath the new building.

As mentioned in sections 2.1 and 2.2.3, the amount of convenient short term parking located on-street or in surface lots is disproportionately low compared to most traditional downtown settings. We estimate that the demand for short term visitor parking during a typical weekday afternoon is approximately 415 stalls for the office and retail service space located within the downtown parking exempt zone, excluding the City Hall. Subtracting out the 159 on-street spaces, suggests the need for 256 conveniently located short term parking spaces. With this in mind, it is recommended that:

- the City convert the George Street surface lot to hourly paid parking and relocate the monthly parkers to the lower levels of the City Hall garage.
- the parking levels closest to grade in each of the three existing and future John Street municipal parking garages be designated for short term visitors and monthly parkers be required to park in the upper or lower levels. This should provide approximately 300 short term parking spaces.
- the City attempt to enter into a profit sharing agreement with the owners of 19 Main Street North and 17 Nelson Street West for the operation of these private parking lots. The private parking lot at the rear of 19 Main Street North contains 10 parking spaces and is currently barricaded. The private parking lot at 17 Nelson Street West includes approximately 30 parking spaces.
- the Rosalea lot achieves very little use at the present time due to its remote location and possibly the price as well. Although it might be redeveloped in the future, in the short term it should be retained to provide downtown employees with a low cost parking alternative. The existing rate of \$20 per month or \$140 per year does not attract any customers, therefore the City should reduce the rate to \$10 per month or \$100 per year to test demand at this price point.

3.2 Long Term Development Potential

There are little to no obvious large scale vacant redevelopment sites in downtown Brampton with the exception of the GO Transit parking lots on Church Street West and the corner of Park Street and Railroad Street which include approximately 720 and 155 spaces respectively.

Smaller scale sites with redevelopment potential include the municipal lot at the southwest corner of Queen Street and George Street and the George Street Pro Park private parking lot that is directly adjacent to the Nelson Square municipal parking garage.

Future development of the Rosalea Park and Alderlea sites which could take place to achieve City objectives of providing open space and preserving heritage sites, could result in the loss or reduction of parking at these locations. The low utilization levels at Rosalea indicate that a loss of parking at this site would have a negligible effect, however, parking lost at the Alderlea site would likely have to be replaced unless demand can be reduced by implementing a Transportation Demand Management program focused on downtown employees.

Working in conjunction with City Planning Department staff and the Brampton Downtown Development Corporation, 16 sites or areas were identified which might be redeveloped over the long term (see **Figure 3**). A conceptual level estimate of the potential for these sites yielded approximately 424,200 sq.ft. of commercial floor space and 2,300 residential units. Many of the larger sites near the GO station would likely consist of high density residential development which would be self sufficient in meeting parking needs (Sites 10,11,12,19 & 20). Sites 13, 14,16 & 25 are assumed to contain a combination of residential, office and grade level commercial development.

The new resident parking demand for the aforementioned projects would likely be met on site for marketing reasons. However, some of the commercial sites might not be able to meet all of their parking needs on the site or would contain less development in order to do so. Therefore, City might have to consider providing additional parking in a municipal facility either by expanding the Nelson Square garage to the west or with City participation in a joint venture development with underground parking on sites 13,14,16 or 25. In the longer term, the City might include the Nelson Square garage in a redevelopment proposal whereby it would be demolished and replaced with a municipal garage beneath a larger consolidated development block.

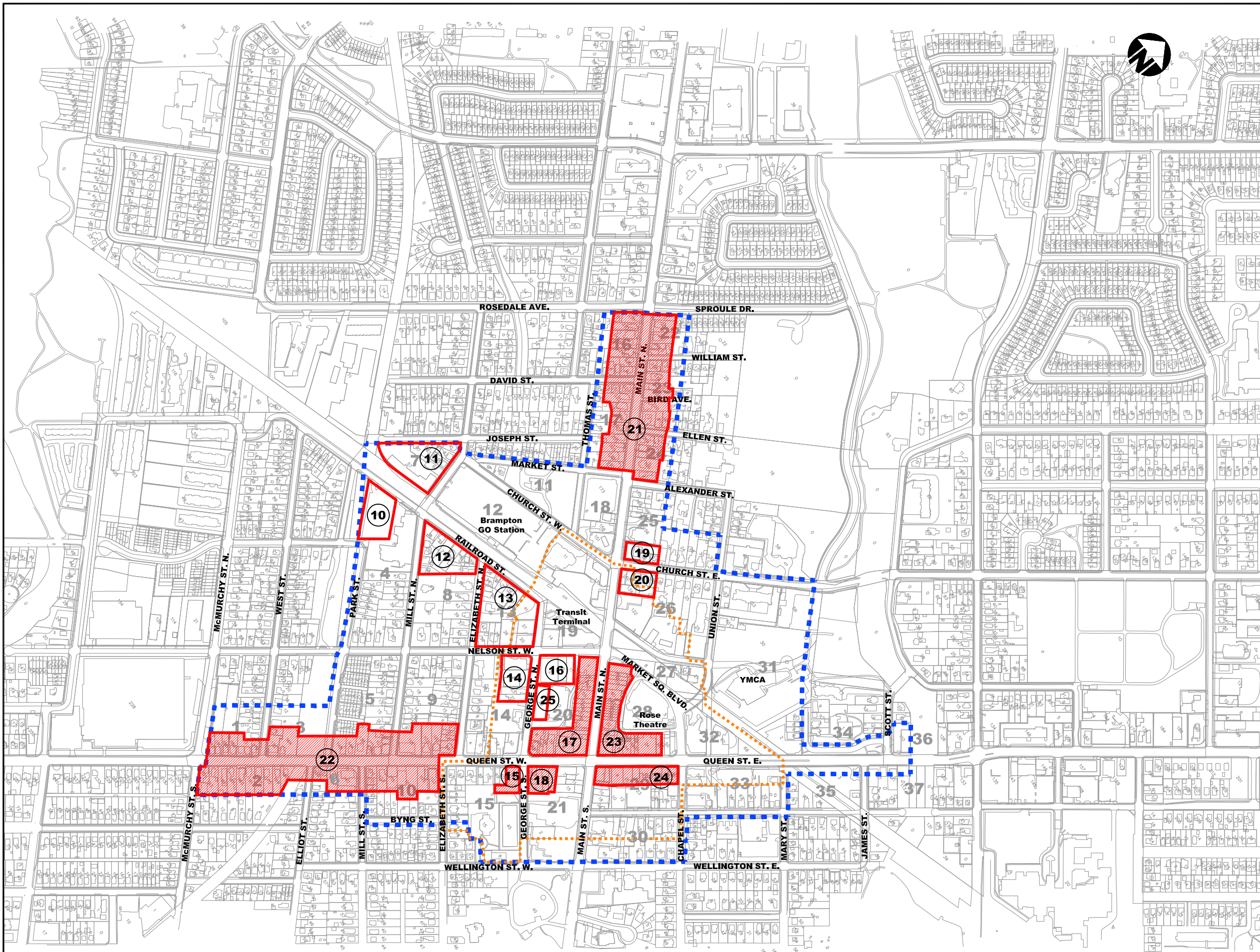
The areas shaded in red on Figure 3 indicate potential future development areas that would likely require assistance from the City in meeting a significant portion of their parking needs because of the small fragmented nature of the properties. Table 5 provides an estimate of the parking demand associated with infill development in these locations based upon discussions with the City and the Downtown Brampton Development Corporation.

Table 5
Long Term Development Potential-Downtown Brampton

Long Term Development Sites	Commercial Floor Area (sq.ft)	Projected Parking Demand
15	13,000	40
17	13,000	40
18	13,000	40
21 North Main St.	8,900	20
22 West Queen St.	8,900	20
23	13,000	40
24	15,000	50
Total	84,800	250

Notes:

1. The commercial floor area is comprised of 67,000 sq.ft. of office and 17,800 sq.ft. of retail.
2. The projected parking demand for office uses is based on a demand rate of 3.25 parking spaces per 1000 sq.ft.
3. The projected parking demand for retail uses is based on a demand rate of 2.05 parking spaces per 1000 sq.ft.



Note:
See Appendix Table A2 for
Developments Details

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- Legend:
- Study Boundary
 - - - Parking Exempt Zone
 - Long Term Developments
 - Commercial Floor Space
424,200 sq.ft. (39,410 m.sq.)
 - Residential Units 2,300
 - Unable to Fully Provide
On-Site Parking

BA Consulting Group Ltd.
45 St. Clair Avenue West, Suite 300
Toronto, Ontario, M4V 1K9
416.961.7110 (tel) 416.961.2807 (fax)
www.bagroup.com
bagroup@bagroup.com

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**BRAMPTON DOWNTOWN
PARKING STUDY**
CITY OF BRAMPTON

Dep. Title
**FUTURE DEVELOPMENT
POTENTIAL**

Date
March 17, 2009

Scale
1:3000
0 20 40 60 120
Not to Scale @ 11x17

Drawn HNC	Project No. 5880-10	Drawing No. 3
Designed RCK		

The recently implemented parking along North Main Street could meet the need for parking generated by modest development in this area (#21). A preliminary review of the potential for on-street parking along West Queen Street indicates that approximately 35 stalls could be provided with peak hour traffic restrictions. An additional 8 to 12 spaces can be provided along the east side of Mill Street south. This supply would meet the needs for the modest redevelopment in this area (#21) included in Table 5.

Given the fragmented ownership pattern and small property size along the Queen Street West and Main Street North corridor and the inherent difficulty this presents in meeting parking needs, significant redevelopment beyond that indicated in Table 5 is unlikely unless the City were to take a proactive role in acquiring property to provide a common shared parking resource for several properties. This would require the City to select parking sites which would be strategically located in terms of providing parking within reasonable walking distance of as many properties as possible, but which also could be accessed in a convenient manner. The City could also consider the possibility of working with property owners who front along Queen or Main Street to create consolidated surface parking lots which run behind the buildings and gain access from side streets. This could be done by acquiring the property or arranging a long term lease by the City so that continuous and efficient parking could be created and used as a common shared public resource and the development cost could be recovered over time.

An additional 210 spaces might be required to support the redevelopment potential for sites 15,17,18, 23 and 24. As mentioned in section 3.1.3, there will be approximately 270 vacant stalls in the municipal parking system should the existing vacant space in the downtown fill up in the short term, representing a 15% vacancy level. Generally speaking, the City should begin to plan for additional parking capacity when the system is 85% full because a vacancy rate of 10% is desirable to enable people to find a space in a reasonable amount of time. Therefore the City should identify locations where approximately 200 parking stalls could be provided within reasonable walking distance of the downtown core in order to accommodate the parking demand that could be generated by redevelopment on the aforementioned sites.

There are two options for supplying the 200 new public parking stalls described above including:

- an expanded Nelson Square parking garage or
- by providing additional parking in joint venture with private development projects on sites 14,16 and/or 25.

In order to minimize the need for costly future public parking infrastructure, the City should initiate a robust TDM program focused on encouraging downtown public and private sector employees to take transit or car/van pool.

3.3 Future Municipal Parking System Requirements

Based upon the foregoing discussion, the City should plan to provide approximately 200 public parking spaces in the core area of the downtown, in addition to those required for the Administrative Space project employees, in order to facilitate future development on sites 15,17,18, 23 and 24 illustrated on Figure 3. This could be accomplished by:

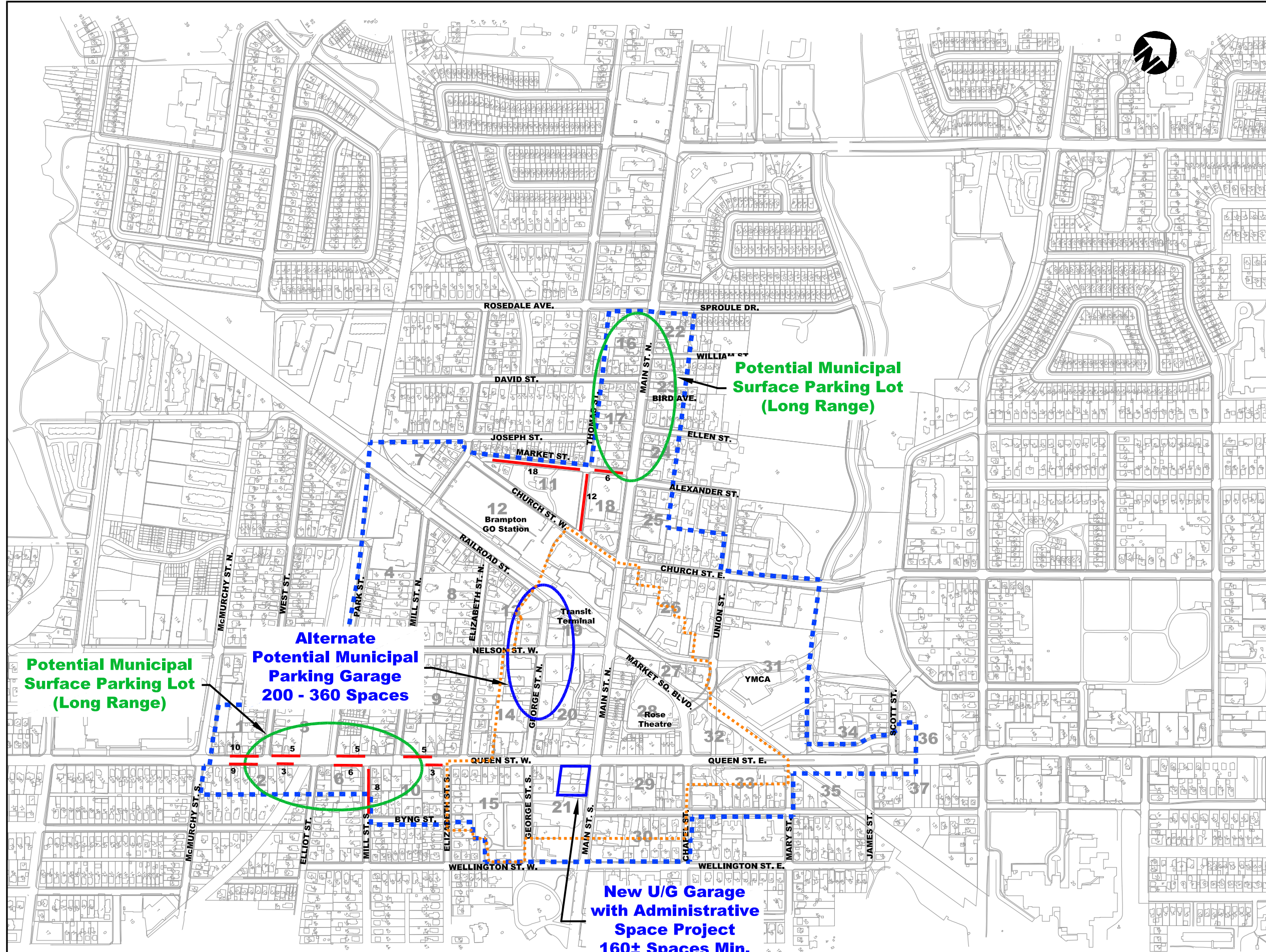
- providing additional parking in conjunction with the Administrative Space project,

- expanding the Nelson Square garage to the west or
- by providing additional parking in joint venture with private development projects on sites 14,16 and/or 25.

The cost of providing the 200 stalls will likely be in the \$8.0 million range (2009 cost).

In order to facilitate additional development at the western and northern ends of Queen and Main Streets, the City should also consider acquiring property or working with existing owners to lease property, to provide shared public parking resources in these areas. Given the fragmented ownership and small property sizes, this will likely require a diligent and patient approach over several years.

Given the substantial debt service costs associated with the existing parking program and recommended additional parking garage investment in the core parking exempt area, it is not recommended that the boundaries of the exempt area be extended. Development sites outside the exempt zone should be allowed to apply for payment of cash in lieu of providing parking, but only in cases where the City has vacant public parking available or plans to provide additional public parking within a reasonable walking distance of the site and reasonable timeframe. The cash in lieu amount should be set at 50% of the estimated cost of providing the parking. These funds, along with user fees should be utilized to provide public parking outside the exempt zone.



PROPOSED PARKING SUPPLY
 New Surface Parking Spaces = 200 - 400
 New On-Street Parking Spaces = 90
 New Garage Parking Spaces = 360
 Total Spaces = 650 - 850

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- Legend:**
- Study Boundary
 - New On-street Parking Spaces
 - Area for New Municipal Surface Parking Lots
 - Parking Exempt Zone
 - Potential New Municipal Garages

Potential Municipal Surface Parking Lot (Long Range)

Alternate Potential Municipal Parking Garage 200 - 360 Spaces

Potential Municipal Surface Parking Lot (Long Range)

New U/G Garage with Administrative Space Project 160± Spaces Min.

BA Consulting Group Ltd.
 45 St. Clair Avenue West, Suite 300
 Toronto, Ontario, M4V 1K9
 416.961.7110 (tel) 416.961.8807 (fax)
 www.bagroup.com
 bagroup@bagroup.com



Project
BRAMPTON DOWNTOWN PARKING STUDY
 CITY OF BRAMPTON
 Dep. Title
MUNICIPAL PARKING EXPANSION PLAN

Date
 March 17, 2009
 Scale
 1:3000
 0 20 40 60 120
 Not to Scale @ 1:1017

Drawn HNC	Project No. 5880-10	Drawing No. 4
Designed RCK		

4.0 Financial Implications

4.1 Short Term Considerations

Financing future parking facilities can be a formidable challenge for both municipal government, private developers and building owners in downtown core areas and one that often impedes the successful implementation of a core area development plan and associated parking strategy.

In 2008, the annual gross parking revenue for the municipal parking system was approximately \$604,000. Annual expenses were approximately \$1,826,000, including approximately \$890,000 in debt repayment. Therefore, the municipal parking program operates incurred a net deficit of approximately \$1,222,000. Excluding the debt repayment, the annual operating loss is approximately \$332,000 per year.

Most municipal parking systems in larger urban areas strive to operate their municipal parking system on a break even basis. Even with the City acting as a long term patient investor with financing costs less than the private sector, the objective is usually to break even on all costs, including debt, over the long term. Structural deficits over many years impair the ability of the City to fund new parking initiatives, especially those that will initially incur a deficit for a few years. In contrast, municipal parking systems that operate on a self funding basis are generally more proactive in terms of developing new initiatives, providing better customer service, enhancing the existing system and seeking out and actively planning for expansion.

If the City adopts the recommendations outlined earlier regarding the replacement of the one hour free parking program with a token validation program, the annual parking pass and regular increases in monthly rates as well as introducing automated parking systems in all of the garages, revenues will increase by \$260,000 to \$330,000 per year and costs will be reduced by \$50,000 to \$100,000 per year. This would result in a net increase in funds of approximately \$310,000 to \$430,000 per year. It would be an important first step in eliminating the annual operating deficit, (excluding the annual debt repayment of \$890,000 per year) and generating a modest operating surplus. An approximate breakdown of these revenue/cost savings initiatives is provided below.

- increased annual parking contract rates in garages from \$280 to \$440 per year and surface lots from \$140 to \$220 per year would generate approximately \$100,000 per year.
- eliminating employee free parking in favour of a system whereby employees are compensated only for the days they require the use of their car would generate approximately \$30,000 per year.
- replacing the one hour free parking program with a token program would generate approximately \$130,000 to \$200,000 per year.
- implementing automated paid parking in all garages would save approximately \$50,000 to \$100,000 per year.

Regular increases in monthly parking rates to at least \$60 per month for the garages and \$30 per month for the surface lots would generate an additional \$200,000 per year that could be used to reduce the annual debt repayment or fund future parking initiatives.

4.2 Long Term Considerations

In the long term, the City will need to add an additional 200 stalls to the public parking inventory (beyond the parking required for Administrative Space project employees) in order to facilitate redevelopment potential. This would likely cost in the \$8.0 million range.

This would add approximately \$465,000 per year to the annual debt cost and \$85,000 per year in operating costs, or a total of \$550,000 per year, using current 2009 values. Net revenues would likely be \$150,000 per year, assuming \$60 per month parking rates, leaving a \$400,000 per year deficit.

The recommendations outlined in Section 4.1, including \$60 per month parking fees would bring the existing parking operation into an annual operating surplus of \$230,000 to \$300,000 per year. The annual deficit, including existing debt repayment would decrease to the \$590,000 to \$660,000 per year. The new garage described above would increase the annual deficit to \$990,000 to \$1,060,000 per year.

Regular annual rate increases will be required to gradually reduce the annual deficit over the long term.

The City should also implement a robust Transportation Demand Management (TDM) program that will encourage downtown public and private sector employees to use alternative travel options that reduce congestion and parking demand and therefore the need to build expensive parking infrastructure. There are currently 1410 monthly parking permits sold in the downtown. A modest 10% shift from driving single occupant vehicles to increased transit or car/van pooling could reduce the need for 140 parking stalls related to existing demand. Future demand for parking identified in this study, includes approximately 400 additional spaces for *employees* in private projects and 160 spaces for Administrative Space project employees. A 10% reduction in demand for these 560 spaces would reduce the need for 55 stalls. Therefore 195 stalls could be freed up with effective but modest TDM gains.

5.0 Conclusions and Recommendations

5.1 Conclusions

1. The parking supply in the core area of downtown Brampton currently totals approximately 3,180 parking spaces , excluding GO parking, of which:

210 spaces are located on-street (paid parking),
1,535 spaces are located in municipal parking lots, and
1,435 spaces are located in private parking lots.

The existing 1745 stall municipal parking system includes:

210 on-street spaces,
1180 spaces in three garages and
353 spaces in five surface lots.

When the John Street garage opens in late 2009, the City parking supply will increase by 225 stalls, to 1970 stalls or 58% of the total public and private supply of 3405 stalls, excluding Go parking.

The municipal public parking system is a substantial public investment with an estimated replacement cost of approximately \$50 million. The new 225 stall John Street garage that will open in late 2009, will increase the total supply to 1970 stalls with an estimated replacement cost of \$59 million.

2. Approximately 1400 employee parking permits are issued annually for the municipal parking system, of which approximately 600 are for City employees.
3. The municipal parking supply reaches approximately 76% occupancy (1283 stalls), excluding the recently added on street parking on north Main Street, leaving some 400 vacant stalls. If the remote Rosalea lot is excluded, the occupancy rate increases to 82% with 280 vacant stalls.

When the 225 stall John Street garage opens in late 2009, the occupancy rate will likely become approximately 72% with some 500 vacant stalls.

Peak parking demand during the weekend is 815 stalls compared to 1945 stalls during a weekday. Clearly, weekday parking demand is the primary concern in the downtown area.

4. The on street parking supply of some 210 stalls represents 12% of the total municipal supply. Most traditional downtown core areas have a substantially larger portion of on-street parking – generally in the 25% to 35% range. An additional 140 on-street stalls would be required to bring the proportion up to 25%. This suggest that the provision of convenient short stay parking in the garages and/or surface lots should be a priority.

5. The afternoon peak hour parking prohibitions on Queen Street West cannot be removed due to the peak period traffic demand and the lack of alternative routes through the core area. Therefore the City should maintain a reasonable supply of convenient short term parking in each of its garages in order to provide alternative parking during this time period.
6. A review of near term parking demand associated with private new development in the downtown and the infill of vacant space indicates that approximately 235 spaces might be required. This would bring the occupancy level of the core area municipal parking system to approximately 1520 stalls or 85%.

Generally speaking a utilization rate of 85% to 90% is desirable in order to facilitate customers finding a space in a reasonable amount of time and to provide an allowance for peak special events during the year.

7. The Administrative Space project will require a minimum parking supply of 160 new employee stalls and the implementation of a focused transportation demand management program to reduce existing employee parking demand levels and free up parking in the municipal system for other development in the core area.
8. Long term future development in the downtown *core area* might generate the need for approximately 200 more spaces in the municipal parking system. In order to meet this demand, the City would need to expand the Nelson Square garage or participate in a joint venture garage in association with redevelopment in the northwest quadrant of the Main/Queen Street intersection
9. Modest infill development along Queen Street West could be facilitated by providing approximately 35 on-street spaces along Queen Street and 8 to 12 spaces along Mill Street South.
10. Significant redevelopment along Queen Street West or Main Street north could be facilitated by providing strategically located off street parking lots in these areas on land acquired by the City or through the creation of shared parking facilities on land leased by the City from private owners. The lease term would have to be of sufficient length to enable the City to recover investment costs through fees and charges.
11. In 2008, the annual gross parking revenue for the municipal parking system was approximately \$604,000. Annual expenses were approximately \$1,826,000, including approximately \$890,000 in debt repayment. Therefore, the municipal parking program operates incurred a net loss net deficit of approximately \$1,222,000. Excluding the debt repayment, the annual operating loss is approximately \$332,000 per year.

Most municipalities strive to operate their downtown parking systems on a breakeven basis, at the very least on an operating cost basis and preferably including capital and debt service costs over the long term. Structural deficits over many years impair the ability of the City to fund new parking initiatives, especially those that will initially incur a deficit for a few years. In contrast, municipal parking systems that operate on a self funding basis are generally more proactive in terms of developing new initiatives, providing better customer service, enhancing the existing system and seeking out and actively planning for expansion.

Existing employee parking permit rates are well below the cost of rates in comparable locations, well below the cost to recover annual operating costs and are not priced appropriately to encourage car/van pooling or transit use.

5.2 Recommendations

1. Given the relatively small on-street parking supply and the large amount of monthly parking provided in the City garages, the availability of convenient short term customer parking could be improved substantially by implementing the following measures:

- Monthly permit holders be directed to park in the lower levels of the underground garages and the upper levels of the Nelson Square above ground garage.

As a first step, this can be accomplished by issuing contract parking tags, and revoking parking from those people who are found using prime short term parking spaces.

- Restrict the monthly permit program to users with downtown business addresses to ensure that only downtown employees, and not GO patrons, are utilizing the permit program.
- Once the John Street garage is open for operation in the Fall of 2009 approximately 150 permit users from the Market Square and Nelson Square garages should be relocated to the John Street garage in order to free up short term transient parking in all of the garages.
- Lot No. 5 (38 spaces) at George & Queen Street should be converted from a monthly lot to a short term parking facility and the monthly customers transferred to the City Hall garage lower levels.
- Add approximately 10 additional paid on-street spaces along George Street South (subject to confirmation) at current parking rates.
- Add approximately 12 paid spaces on Mill Street South from Monday to Friday 7am to 6pm with a rate of \$0.50 per half hour and a maximum duration of 90 minutes.

These modifications will also mitigate the loss of on street parking during peak commuter periods.

2. In order to maintain a reasonable occupancy level in the municipal parking system, it is recommended that at least 160 stalls be provided as part of the Administrative Space project.

Should this project include significant amounts of retail/service or specialty non-office uses, additional parking might be required.

3. In order to break even on a operating basis, begin to generate surplus funds to finance future parking needs and reduce existing debt charges, the following initiatives are recommended:

- a) As a first step, annual employee parking permit costs should increase from \$280 to \$440 per year with monthly rates of \$40 in the garages.
- b) Employee permit rates should increase \$10 per month or \$110 per year over the next six to eight years.
- c) City employee free parking should be replaced with a reimbursement policy based upon actual demonstrated use of their car for authorized business purposes.
- d) Low cost employee parking should be offered in the Rosalea and Alderlea/Legion lots and YMCA lots. The Rosalea rate should be reduced to \$10 per month or \$100 per year. The Alderlea/Legion and YMCA rate should be \$20 per month or \$220 per year. As per Item 4, the George Street Lot should be converted to a short term transient lot.
- e) The one hour free parking program should be eliminated and replaced with a parking token discount program. This will allow downtown business operators to purchase tokens in bulk at a 20% discount from the City, which they in turn can provide to their customers to reduce their cost of parking by the amount that they wish.
- f) Begin the staged implementation of automated pay on foot parking systems in all municipal garages following the example of the new John Street garage that will open in 2009.

It is estimated that the rate changes outlined above will result in an immediate increase in revenue of approximately \$260,000 to \$330,000 per year, thereby allowing reducing the operating deficit to approximately \$72,000 per year or perhaps a breakeven position. The increased revenue would include approximately \$100,000 for the employee permits, \$30,000 for the new employee parking reimbursement policy and \$130,000 to \$200,000 for the replacement of the one hour free parking program with a token discount program.

The implementation of automated parking system in all of the garages along with the initial rate increases will allow the parking program to operate in a breakeven or modest operating surplus position.

Regular increases in monthly parking rates to at least \$60 per month for the garages and \$30 per month for the surface lots would generate an additional \$200,000 per year that could be used to reduce the annual debt repayment or fund future parking initiatives.

- 4. The City should implement approximately 36 paid on-street parking on Market and Thomas Streets in the vicinity of the GO Station from 7am to 6pm Monday to Friday with rates of \$0.50 per half hour or a flat rate of \$4.00 with no maximum duration of stay
- 5. The City should plan to provide an additional 200 public parking stalls in the core area to facilitate future development (over and above the amount required for the Administrative Space project employees).

This could be accomplished by:

- expanding the Nelson Square garage, or
 - a joint venture with a future downtown development site
6. In order to facilitate long range redevelopment along West Queen Street and North Main Street, the City should consider acquiring property or working with existing owners to lease property in order to provide municipally operated shared public parking resources.
 7. It is recommended that the boundaries of the exempt area be maintained as they are and not be extended. However, development sites outside the exempt zone should be allowed to apply for payment of cash in lieu of providing parking, but only in cases where the City has vacant public parking available or plans to provide additional public parking within a reasonable walking distance of the site and reasonable timeframe. The cash in lieu amount should be set at 50% of the estimated cost of providing the parking. These funds, along with user fees should be utilized to provide public parking outside the exempt zone.
 8. In order to reduce the demand for expensive parking facilities, the City should implement a formal transportation demand management program focused on the downtown area. This program should include a formal car/van pool program including reduced parking rates, a guaranteed ride home service, reduced cost transit pass program, and provision of secure bicycle parking facilities in convenient locations.

In the longer term, the goal should be to have prime monthly employee parking costs the same as or more than the cost of a transit pass in order to encourage transit and car/van pool use.

APPENDIX

Table A1 – Short Term Developments List

Table A2 – Long Term Developments List

Table A3 - Future Parking Supply & Demand Summary

**Table A1 - Near Term Development
Downtown Brampton Parking Study
Project #5880-10**

Project Name	Municipal Address	Existing Uses	Existing Parking				Proposed Floor Area (sm)					Proposed Parking Supply			Existing Peak Parking Demand	Projected Daytime Peak Parking Demand Proposed (Non- Residential)	Non-Residential Parking Demand	
			Municipal Parking	Private Paid Parking	Private Parking	Total	Residential		Retail (sf)	Office (sf)	Hotel (rooms)	Residential	Non-Residential	Total				
							Units	Floor Area (sf)										
1. John St., Region of Peel (SP06-009)	10-12 John Street	Under Construction					200						150	225	375		0	225
2. 11 George St., Alterra Finer (C1W6.69, SP06-68)	11 George Street	Under Construction					303		4,306				303	0	303		9	-9
3. 59, 63 Church St E., Reformed Church, C01E06.052	59-63 Church Street E						269						304	0	304		0	0
4. 52 Queen Street East, Market Square Brampton, (SP06-014)		Bank/(National Bank)								2,691					0		9	-9
5. 45 Railroad Street	45 Railroad Street	Vacant Industrial Building					350		5,920	-	-		449	11	460		12	-1
6. James St. and Queen St. E., Dr. Emil Svoboda (SP06-060)	107 Queen Street East									9,666				27	27		31	-4
7. Main and Nelson, 404048 Ontario Ltd. / Heritage Realty (C01E06.051)	122 Main Street North	Medical Office/Parking			76	76	216		21,528	-	117		270	210	480		161	49
8. James and Queen St. E., Park Place (Brampton) Inc. SP07-006	3 James Street	Vacant					222		3,563				270	17	287		7	10
9. Administrative Space Project	2 Wellington St. W.	Office	0			0				246,000					0	0	160	-160
Total			0	0	76	76	1,560	0	35,317	258,357	117	1,746	490	2,236	0	390	100	

Notes

1. Projected parking demand for proposed office uses was generate with a ratio of 3.25 spaces per 1000 sf of floor space
2. Projected parking demand for proposed retail uses was generated with a ratio of 2.05 spaces per 1000 sf of floorspace.
3. Projected parking demand for proposed hotel uses was generated with a ratio of 1 space per room.
4. Projected parking demand for City Hall staff was generated with a ratio of 0.85 parking spaces per employee.
5. The incremental staff total of 799 employees was used to project parking demand levels for the City Hall expansion.

**Table A2 Long Term Development Parking Demand
Downtown Brampton Parking Study
Project #5880-10**

Block Number	Retail	Office	Banquet Facilities	Residential	Projected Residential Demand	Non-Residential Demand	Parking Deficiency Left from near term Developments	Recommended Municipal Supply	Projected Non-Residential Demand for site that can not provide parking
1	1,271				3		-2		3
2	1,271				3		0		3
3	1,271				3		0		3
4	6,800			455	14		-1		
5	1,271				3		0		3
6	1,271				3		0		3
7	6,600			440	14		0		
8	8,700			580	18		0		
9	1,271				3		-3	40	3
10	1,271				3		-10		3
11					0		0		
12					0		-5		
13	10,000	80,000			281		0		
14	5,900			395	12		14		
15		13,000			42		13	28	42
16	1,780				4		0		4
17	1,780				4		0		4
18					0		0		
19					0		0		
20	2,000	219,500	6,500		847		15	40	42
21		13,000			42		0		42
22	1,780				4		0		4
23	1,780				4		0	20	4
24	1,780				4		0		4
25	2,600			175	5		0		
26	3,800			255	8		0		
27					0		0		
28		13,000			42		10		42
29		15,000			49		213		49
30					0		21		
31					0		55		
32					0		0		
33					0		11		
34					0		0		
35					0		0		
36					0		0		
37					0		-4		
Total	64,197	353,500	6,500	2,300	1,410		328	128	254

-4
-3
-3
-1
-3
-3
0
0
35
-13
0
-5
0
14
-1
-4
-4
0
0
13
-42
-4
16
-4
0
0
0
0
164
21
55
0
11
0
0
0
-4
201

Notes

1. Projected parking demand for proposed office uses was generate with a ratio of 3.25 spaces per 1000 sf of floor space
2. Projected parking demand for proposed retail uses was generated with a ratio of 2.05 spaces per 1000 sf of floor space.
3. Projected parking demand for proposed banquet uses was generated with a ratio of 20 spaces per 1000 sf of floor space

**TABLE A3
FUTURE PARKING SUPPLY & DEMAND IN DOWNTOWN CORE**

	Situation	Supply	Demand		Vacant		Percent Occupied	
			from	to	from	to	from	to
1	Existing Condition	1692	1283		409		76%	
2	Existing w/o Rosalea	1560	1283		277		82%	
3	Existing with New John Street Garage	1785	1283		502		72%	
4	With Future Near Term Development	1785	1518		267		85%	
5	With Administrative Space project	1785	1678	1838	107	-53	94%	103%
6	With Administrative Space project garage	1945	1678	1838	267	107	86%	94%
7	With Future Long Term Development	1945	1888	2008	57	-63	97%	103%
8	With New Municipal Garage	2145	1888	2008	257	137	88%	94%

Notes

1. Core area parking supply/demand excludes Main St. north of the railway line and Queen St. west of Elizabeth St.
2. The demand range includes a successful TDM program at the low end and no TDM program at the high end.