

TRAFFIC CALMING

on Elm Street, Downtown Sudbury





As a business that relies heavily on walking traffic located on the very busy intersection of Elm St and Durham St., calming of traffic is very important. The parking on Elm St. has helped in this regard and the modest increase in short-term parking options has also contributed positively to the success of downtown businesses.

Michael Zanini

Elm News



My clients certainly love the convenience of being able to park so close to my business. And, we certainly are hearing a lot fewer complaints about the difficulties of parking downtown. Although, over the last while, with the construction on Elm and the loss of parking, we have seen a marked difference in pedestrian traffic and have been hearing those complaints again.

The Spa at 61 Elm
Stephanie Jutzeler



During the winter months, it is important that I provide my clients with the most suitable route to my building and this parking area provides direct access to our door. Permanent meter parking on Elm St provides my clients with a safe, convenient place to park and this positively impacts my business on a day-to-day basis. In addition, it is my opinion that projects like these are instrumental in the revitalization of our downtown core.

Black Rock North Media
Jay Baxter-Derro



Many examples have demonstrated that improving conditions for pedestrians leads to more foot traffic, and more drop-in customers for businesses, leading to higher sales, and a more vibrant street atmosphere that attracts yet more people.

Naomi Grant

Coalition for a Liveable Sudbury



We believe this project is very important to make this parking permanent as it provides valuable and convenient on street parking for businesses in the area.

Ron Arnold
Dalron



Clients have really appreciated the convenience and easy access to our location. Most of my customers are picking up or dropping off items and as such their visits are of a short duration so having a place to park that is close by is a real benefit.

Since I have been at our location at 75 Elm, there has been a marked attrition in parking availability nearby so this metered parking on Elm has been the single best new downtown development for our business location in the past 10 years. I can say that without it, the likelihood of our business remaining downtown for another 10 years is very slim.

Malcom Friedland
Stonegate Properties



The convenience provided to our clients with at-the-door parking has alleviated the stress involved with having clients attend meetings in our office. The additional parking is also great for deliveries, which are frequent for us. We also strongly believe the additional parking adds a layer of safety for pedestrians and promotes slower flow of traffic that is ideal for a downtown street.

Studio 123



Prior to the installation of the Elm St meters, customers coming to my business, at 66 Elm, were very confused when parking. This ideal option has made Elm St parking very simple and my customers often express their satisfaction in that the parking has become so easy. I strongly believe that, were it not for the meters, my business would see a significant fall in customers coming from outside of the downtown core.

Let's Scrabbalatte Board Game Café
Lawrence Van Beek



Although my business is relocating out of the downtown as more floor space is required for expansion and my clientele need longer-term parking spaces, I believe the parking on Elm St. will benefit the next tenant.

The Twisted Doll
Amy Patterson



Since opening our business in 2010 we have seen a marked increase in our retail traffic and I believe it is directly attributable to the on-street parking. Our customers tell us time after time how convenient it is to be able to jump in for a minute or two, or to spend the time and try out chairs. Our typical customer will probably only be at the meters for 10 minutes; so it is extremely helpful to have the meter close to where they need to shop.

This summer has eliminated the parking because of the construction on Elgin Street. Our numbers at retail are down significantly, when our overall sales are still growing, so we definitely feel the effects of eliminating the parking.

Querney's
John Querney

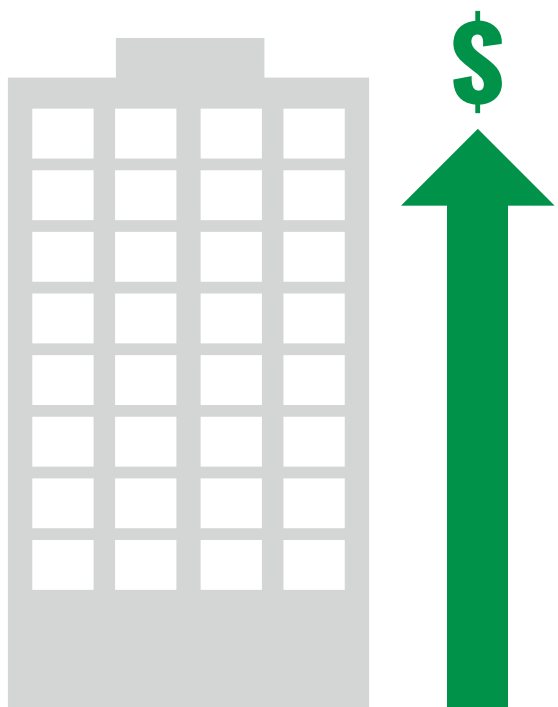
Area to benefit:



150,000 square feet

Approximate area to benefit from parking

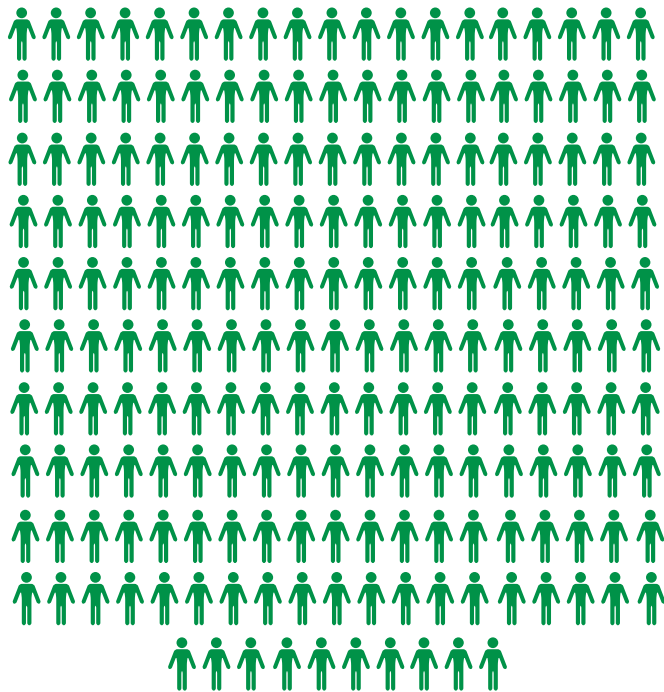
Property Tax Increase:



PROPERTY TAX REVENUE INCREASE OF
\$40,000 PER YEAR

(20% vacancy = 30,000 sq. ft. @ \$8.00 psf, cap rate 8%,
increase in property value of \$3,000,000 x 1.325 mill rate)

Job Creation:



**200 FULL TIME
EMPLOYEES**

resulting in **\$9,022,400 /year in wages**
at one per 250 sq. ft. average salary \$45,112

Cost vs. Economic Benefit:



City Staff projected cost of Elm Traffic calming at

\$278,072 PER YEAR

VERSUS

\$9,197,000 PER YEAR

Total annual potential economic **benefit to city**

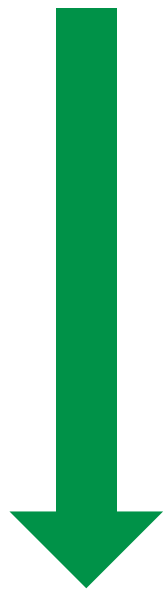
STE. ANNE ROAD EXTENSION:

\$5,000,000

**to Jump Start the
economic impacts**

More popular every year:

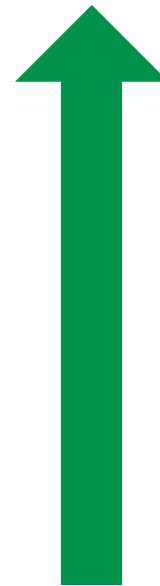
COMPLAINTS



25
2013-14

1
2015

USAGE



35%
2013

62%
2015

Minimal Delays:

with parking

eastbound
+36 seconds

without parking

westbound
+24 seconds

Pedestrian Protection:



Parking Lane adds a buffer between traffic and
pedestrians, splashes can hit as high as 10 feet
against buildings

Rail Crossing:



Rail Crossing an issue with or without parking, we encourage the city, and this committee to look into increasing enforcement, all around the city.

Less cars means more people.

