

Request for Decision

Downtown Strategic Parking Plan

Presented To:	Policy Committee
Presented:	Wednesday, Sep 22, 2010
Report Date	Wednesday, Sep 08, 2010
Type:	Presentations

Recommendation

Whereas the Strategic Parking Plan for the City of Greater Sudbury has been completed in its entirety by the IBI Group.

Whereas the Strategic Parking Plan has set direction for the existing and future needs of the Parking Department.

Therefore be it resolved that the Strategic Parking Plan for the City of Greater Sudbury be received and endorsed in principle by the City of Greater Sudbury Council.

Finance Implications

If approved, the initiatives identified in this report will be funded from the Parking Improvements Reserve Fund.

Report Information

In September 2009, the City of Greater Sudbury initiated the Strategic Parking Plan for the Central Business District. The City of Greater Sudbury (CGS) invited qualified experienced professionals to undertake a major comprehensive review of the CGS Parking Operations with the goal of preparing a Strategic Parking Plan.

As parking is impacted by new business development, retail and community demographics, the Strategic Plan must identify and examine parking requirements and demands, enhancements to customer service as well as the municipality's role in providing parking. The goal of the Strategic Parking Plan is to establish an overall long term strategic plan for parking in the Central Business District.

The City of Sudbury's Parking Section is committed to adopting the standards as set out in the Parking Facility Standards Awards (PFSA). PFSA was developed and is administered by the Canadian Parking Association of which the CGS is a member. As such, the Strategic Plan must embody the principle of PFSA as it is the City's long term goal to receive accreditation from the Canadian Parking Association.

Signed By

Division Review

Roger Sauvé
Director of Transit Services
Digitally Signed Sep 8, 10

Recommended by the Department

Bill Lautenbach
General Manager of Growth and
Development
Digitally Signed Sep 14, 10

Recommended by the C.A.O.

Doug Nadorozny
Chief Administrative Officer
Digitally Signed Sep 14, 10

The terms of reference for the Strategic Parking Plan are as follows:

- Signage
- Future parking needs both commercial and residential
- Review “2 hours free” and make recommendations
- New technology for parking equipment
- Review fees and payment structure
- Evaluate capital expenditures for lighting, security and aesthetic improvements
- Review and recommend changes to existing policies and procedures

The contract has been awarded to the IBI Group. IBI Group was founded in 1974 and is an international practice with 1,600 professionals throughout Canada, the United States and Europe. In the area of parking, IBI group provides services in areas such as parking inventory and demand estimates; economic analysis of proposed and existing parking facilities; policy development for parking rates and supply of parking facilities; parking systems design and integration including guidance, monitoring, vending/payment and security; and parking management strategies.

A copy of the complete Strategic Parking Plan is attached under separate cover. The IBI Group will present to Council the key findings.

The Parking Strategy has a series of recommendations and measurements from which to guide and monitor the development of parking in the downtown core.

A few small capital improvement projects were put on hold pending the outcome of the Strategic Parking Plan. With Council’s endorsement of the Strategic Parking Plan, staff will move forward with these initiatives such as:

- Install new meters on Durham Street
- Convert all metered parking – 2 hour time limit
- Install two new pay and display machines at the Market Square and Arena Annex
- Convert Larch Street and Medina Lane metered lots to Pay and Display lots
- Install meters from these lots on Applegrove Street
- Upgrade all equipment at the Tom Davies garage add camera and panic button

As we move forward with the Strategic Parking Plan, staff will consult with the Stakeholders on major issues and return to Council with further recommendations and or options for consideration.

Therefore, it is recommended that the Strategic Parking Plan for the City of Greater Sudbury be received and endorsed in principle by the City of Greater Sudbury Council. As we move forward with the Strategic Parking Plan, we will return with further recommendations for consideration by the City of Greater Sudbury Council.



Downtown Village
Development Corporation

August 25th, 2010

Mr. Bill Lautenbach,
General Manager, Growth and Development
City of Greater Sudbury
PO Box 5000, STN "A" 200 Brady St.
Sudbury, ON P3A 5P3

Re: City of Greater Sudbury Parking Strategy

Dear Mr. Lautenbach,

This letter will serve as a formal follow-up to your recent telephone conversations with the Downtown Village Development Corporation regarding the construction of a strategically-located multi-tier parking structure in Greater Sudbury's downtown core.

The issue of downtown parking has become more critical now with the loss of the parking spaces incurred by the construction of the new Shoppers Drug Mart at the corner of Elm St. and Froot Rd., as well as the loss of parking spaces in the Rainbow Centre Parking facility to private tenants. Furthermore, with an increasing interest in downtown living, there is a strong need for downtown parking that meets the needs of citizens around the clock, not just during business hours. We are presently attempting to assist a property owner on Elgin St. who has recently completed some new residential units but is experiencing difficulty in finding parking options for her prospective tenants.

We believe that the lack of adequate convenient parking is a major ongoing inhibitor of business attraction and residential growth in the Greater Sudbury's downtown. A tiered parking structure would further serve to free up some of the existing downtown parking lots for multi-use redevelopment opportunities which would, ideally, include upper storey residential units.

DVDC has made contact with senior management of two strategically located and privately owned downtown parking lots and has discovered that there is strong interest in exploring options for redevelopment of these sites into multi-use developments which could include a multi-tiered parking component along with street level retail spaces.

With this in mind, the Downtown Village Development Corporation would like to request a meeting with yourself and other city representatives to discuss the feasibility and the design and location of a multi-tier parking structure in the downtown core.

Sincerely,

John Arnold,
Chair, Downtown Village Development Corporation
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