2022
Sidney Downtown Parking Study

Submitted to the Town of Sidney
February 2023

Prepared by Watt Consulting Group

#302, 740 Hillside Avenue
Victoria BC V8T 1Z4

2022 SIDNEY DOWNTOWN PARKING STUDY

Final Report – Rev 2

Prepared For: Town of Sidney
Date: February 27, 2023
Our File No: 3372.B01

WATT VICTORIA
302 – 740 Hillside Ave
Victoria, BC V8T 1Z4
250-388-9877

ACKNOWLEDGEMENTS

WATT Consulting Group would like to acknowledge that the Town of Sidney is located within the unceded traditional territory of the W̱SÁNEĆ peoples, represented today by W̱JOŁEŁP (Tsartlip), STÁUTW̱ (Tsawout), and W̱SIḴEM (Tseycum), BOḰEĆEN (Pauquachin), and MÁLEXEŁ (Malahat) First Nations. The W̱SÁNEĆ People have been here since time immemorial, and this is their home.

PROJECT TEAM

WATT Consulting Group

Tim Shah, RPP, MCIP
Project Manager

Filippos Gkekas, RPP, MCIP, MCRP, M.Sc. (Hons)
Technical Lead

Mallory Lowes, MCP
Researcher & Analyst

Matthew Lilly
Data Collection Lead

Town of Sidney

Jenn Clary
Director of Engineering

Bruce DeMaere
Manager of Engineering

Ryan Campeau
Senior Engineering Technologist

EXECUTIVE SUMMARY

Introduction

WATT Consulting Group was retained by the Town of Sidney to undertake the 2022 Sidney Downtown Parking Study. The main of objectives of the study were to:

1. Understand what changed since the 2016 downtown parking study was conducted, especially in the high demand areas;
2. Determine what the most suitable parking management tools are to address both current and emerging challenges; and
3. Determine if the Town requires additional parking capacity such as a structured parking facility.

Sidney's downtown is the commercial centre of the Town and the surrounding northern Peninsula area. Offering retail services, restaurants, grocery stores, medical services, office space and tourism opportunities, Sidney's downtown is a vibrant, lively commercial and cultural hub for residents and visitors to shop, work, congregate, recreate, and live. As major redevelopment has and continues to occur in and around the downtown, the Town is continuing to evaluate its parking management tools to determine how best to respond to an evolving transportation landscape.

Overall, the purpose of this study was to undertake a review of downtown parking conditions and the Resthaven Park area. Further, the study seeks to understand existing and future needs for parking and develop a plan to enable the Town to manage the transportation needs associated with its future growth as envisioned in the Sidney 2040 Official Community Plan.

Parking Conditions

Observations of parking occupancy and duration were conducted for the study area in downtown Sidney and the Resthaven Park area for a ten-hour observation period from 8:00 a.m. to 6:00 p.m., with an hour break at noon. The data collection was divided into two phases: Phase 1 took place in August / September 2022 and Phase 2 occurred in October 2022. For both phases, data collection took place on a weekday and a weekend. In total, the study area included 1,087 on-street parking spaces and 383 off-street parking spaces, resulting in a total of 1,470 parking spaces.

An intercept survey was conducted at the same time as the parking observations on three out of the total four days of data collection. Its purpose was two-fold: (1) understand the parking behaviour and characteristics of those arriving downtown and (2) understand the perception of parking conditions from residents, customers, visitors, and employees of downtown Sidney.

Overall, the parking results indicate that the parking conditions in the study area are underutilized. The results confirm that there is a perception of a parking problem in downtown Sidney and the data indicate that public parking is broadly available throughout the day.

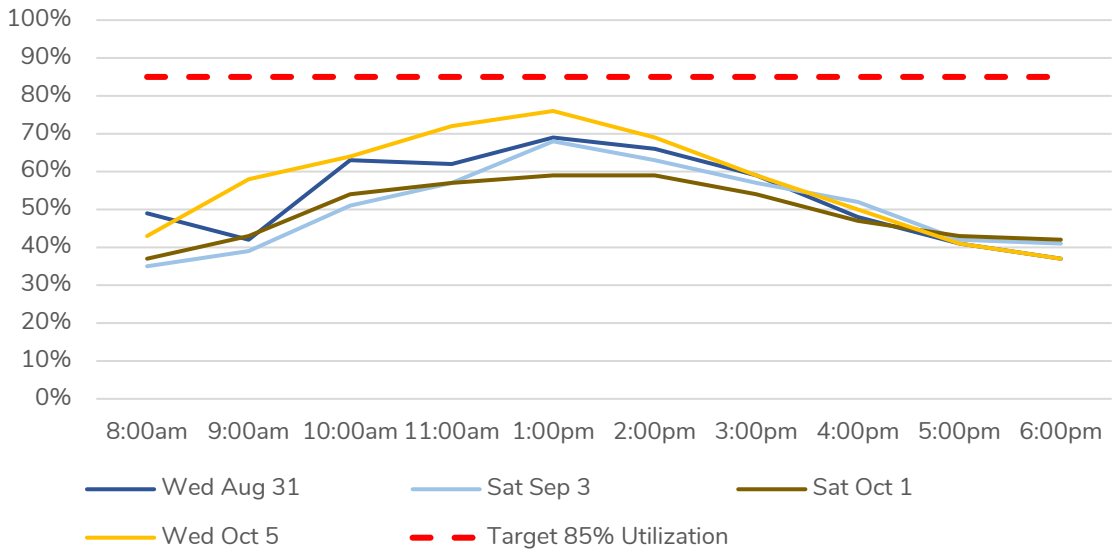
Key findings from the data collection are as follows:

- Average parking utilization for the study area (as a whole) did not exceed the 85% target at any point across the four count days.
- Average daily utilization was found to range between 50% and 57%, with weekdays seeing slightly higher utilization than weekends.
- The peak hour for parking utilization was found to be around 1:00 p.m. and it was consistent with most of the count days. The peak hour for parking utilization in the 2022 study was consistent with the 2016 study (1:00 p.m.).
- Wednesday October 5th was the busiest day of the four counts with an average daily utilization of 57% and a peak parking utilization of 76% observed at 1:00 p.m.
- Average parking duration for the off-street parking spaces was 2.3 hours and 1.6 hours for on-street parking.
- Even though the Resthaven Park area is not within the downtown, it was included in this parking study to understand typical parking conditions. Parking utilization was well below the 85% target utilization across that specific area.
- Parking utilization data indicates that Beacon Avenue has a significantly higher demand for parking compared to other locations in the study area. The data show that the parking conditions are close to the desired 85% target for utilization, with an average 72% across the four counts.

What does the 85% parking utilization target refer to?

The 85% parking utilization target is a commonly used number in the industry that represents an optimal balance between supply and demand, where parking supply meets demand but is not oversupplied. An 85% occupancy rate on any given block typically results in one or two parking spaces being available for a driver. Parking utilization that is near the 85% target signifies a commercially vibrant downtown where people are visiting and supporting the local economy. However, occupancy above 85% indicates that parking management tools should be considered to better manage and reallocate demand.

- The Mary Winspear Downtown Employee & Public Parking Lot had average utilization of 37%, with daily utilization ranging from 20% to 48%.
- A review of the remaining off-street lots within the study area was conducted to better understand how they are being used by the public. The majority of lots did not, on average, exceed the 85% utilization across the four counts except for Lot F. Lot F was observed exceeding the 85% target for utilization between 11:00 a.m. to 2:00 p.m., dropping significantly in utilization after 3:00 p.m.



Parking Utilization by Count Day (Excludes Resthaven Park Area)

The intercept survey largely confirmed the findings from the data collection. Except for Beacon Avenue, most survey respondents indicated that they do not have a hard time finding parking in downtown Sidney. Results from the survey confirm that the desire for a parkade is driven by the perception of a parking problem, but is not actually required at this time, and unlikely to be required in the future if other parking demand management tools are implemented.

Guiding Principles

Four guiding principles were established to inform the strategic direction and actions of this parking study. The guiding principles are intended to assist the Town in decision-making around parking policy, management, enforcement, and sustainable transportation planning:

- **Parking as a Limited Resource**: Parking spaces are actively sought after and those in the premium locations are more rivalrous than those in less busy areas. These spaces are therefore valuable and in limited supply and should be carefully managed accordingly. Similar to a natural resource, increasing parking supply may not reduce its demand.
- **Accessible Parking**: Continue to consider and monitor the need for accessible parking to ensure those who need parking most are prioritized.
- **Sustainable Transportation Options**: In alignment with the OCP and draft Active Transportation Plan, encourage a shift away from single-occupancy vehicle travel by expanding transportation options such as improved transit service, a more robust active transportation network, and planning for new mobility options (e.g., e-bikes, e-scooters, and carsharing).
- **Long-term Parking Options**: Continue to consider long-term or all-day parking options for employees to accommodate their parking needs and to reduce pressure on on-street parking supplies that are intended for customers and visitors.

Strategic Directions & Actions

The 2022 Sidney Downtown Parking Study includes four distinct strategy areas, which are informed by the guiding principles, the data collection, and best practices research. They are intended to provide the Town with overarching direction on how to better manage parking conditions over the next 10 years. A total of 23 recommended actions are included across the four strategy areas.

Strategy Area no.1 | On-street Parking Management

- Action 1A: Remove Markings for Delineated Stalls
- Action 1B: Implement Consistent Time Restrictions
- Action 1C: Implement One-Hour Parking Restrictions on Busier Blocks
- Action 1D: Increase Targeted Enforcement on High Parking Duration Blocks
- Action 1E: Consolidate Passenger Pick-up & Drop-off Zone
- Action 1F: Adopt On-Street Accessible Parking Design Standards
- Action 1G: Increase Supply of Commercial Loading & Accessible Parking Stalls

- Action 1H: Pilot Paid Parking on Beacon Avenue
- Action 1I: Adopt Parking Technology to Facilitate Paid Parking
- Action 1J: Establish Paid Parking in Commercial Core Area
- Action 1K: Explore a Residential Parking Permit Program

Strategy Area no.2 | Off-street Parking Management

- Action 2A: Retain the 3-Hour Restriction in Off-Street Lots
- Action 2B: Allow Long-term Overnight Parking in Downtown Employee & Public Parking Lot
- Action 2C: Install Real-time Parking Information Displays
- Action 2D: Enhance Parking Wayfinding

Strategy Area no.3 | Transportation Demand Management & Sustainable Transportation

- Action 3A: Advocate for Improved Transit Service to Downtown and within Sidney
- Action 3B: Increase Supply of Short-term Bicycle Parking Downtown
- Action 3C: Increase Supply of Secure Bicycle Parking Downtown
- Action 3D: Commit to Implement Cycling Facility Improvements in the ATP
- Action 3E: Increase the Supply of Publicly Accessible EV Charging Stations

Strategy Area no.4 | Parking Data Management

- Action 4A: Undertake Downtown Parking Study Every 5 Years
- Action 4B: Develop a Performance-based Parking Management Program
- Action 4C: Conduct an Intercept Survey Every 5 Years

Summary

The 2022 Sidney Downtown Parking Study relied on a comprehensive data collection process. Overall, the parking results indicate that the parking conditions in the study area are underutilized. The results confirm that there is a perception of a parking problem in downtown Sidney and that the data indicate that public parking is broadly available throughout the day.

All of the recommended actions in this study should be pursued to help the Town improve its overall parking management approach and align with policy directions in its OCP. Additional details about the Town's parking conditions, details for each recommended action, and the implementation strategy can be found in the full report.

TABLE OF CONTENTS

1.0 INTRODUCTION

1.1 Study Purpose

The Town of Sidney's recently adopted Official Community Plan (OCP), *Sidney 2040*, identifies the downtown core[1] as the social, cultural, and economic heart of the community and the northern part of the Saanich Peninsula. As major redevelopment has and continues to occur in and around the downtown, the Town is continuing to evaluate its parking management tools to determine how best to respond to an evolving landscape. This is identified specifically in section 16.5 of the OCP, which directs the Town to complete a parking study of the downtown every five years to:

"*examine parking capacity and needs in order to determine appropriate changes to existing supply and requirements including assessing the feasibility of a structured parking facility in the downtown core*".

A downtown parking study was most recently completed in 2016. Therefore, the purpose of this study was to serve as an update to the 2016 study by reviewing downtown parking conditions and the Resthaven Park area. Further, the purpose of the study was to develop a parking strategy to enable the Town to manage the transportation needs associated with its future growth as envisioned in *Sidney 2040*.

To gain insight into emerging trends in parking management, a review of best practices among representative municipalities was also conducted to determine applicability to Sidney.

1.2 Study Objectives

The main of objectives of the 2022 Sidney Downtown Parking Study were to:

1. Understand what changed since the 2016 downtown parking study was conducted, especially in the high demand areas;
2. Determine what the most suitable parking management tools are to address both current and emerging challenges; and
3. Determine if the Town requires additional parking capacity such as a structured parking facility.

[1] Note: for the purposes of this report, "downtown core", "downtown core area", and "commercial core area" are used interchangeably.

1.3 Glossary of Terms

Definitions for key terminology used in this report are described below.

- **Parking supply:** the number of parking spaces for an on-street block or off-street lot ("10 parking spaces are provided").
- **Parking occupancy:** the number of motor vehicles observed occupying a parking space ("10 parked vehicles were observed").
- **Parking occupancy rate (utilization):** the ratio of the total number of motor vehicles to the parking supply for an on-street block or off-street lot ("the parking lot had a utilization of 50%").
- **Parking duration:** the total duration of time that a vehicle occupies a parking space ("10 vehicles were parked for an average of 4 hours").
- **Parking turnover:** the total volume of vehicles that occupy a parking space to the total parking supply for a specified period of time ("2.1 vehicles per parking space from 8:00 a.m. to 6:00 p.m." or "0.2 vehicles per hour per parking space").

2.0 BACKGROUND

2.1 Study Area

The downtown core is the commercial centre of the Town and the surrounding northern Peninsula area. Offering retail services, restaurants, grocery stores, medical services, office space and tourism opportunities, Sidney's downtown is a vibrant, lively commercial and cultural hub for residents and visitors to shop, work, congregate, recreate, and live.

Situated between the Patricia Bay Highway and the Strait of Georgia, Sidney's downtown area is close to the Victoria International Airport (about 2 km away), the Swartz Bay Ferry Terminal (about 3 km away), and has direct access to the multi-use Lochside Regional Trail that spans from Swartz Bay to Victoria (where additional active transportation connections are available).

Figure 1 shows an overview of the study area, which is larger than the study area considered for the 2016 study (shown Figure 2). In total, the study area has **1,087 on-street parking spaces** and **383 off-street parking spaces**, resulting in a **total of 1,470 parking spaces.** This compares to 717 on-street spaces and 193 off-street spaces (910 total) in the 2016 study.

Figure 1. Study Area

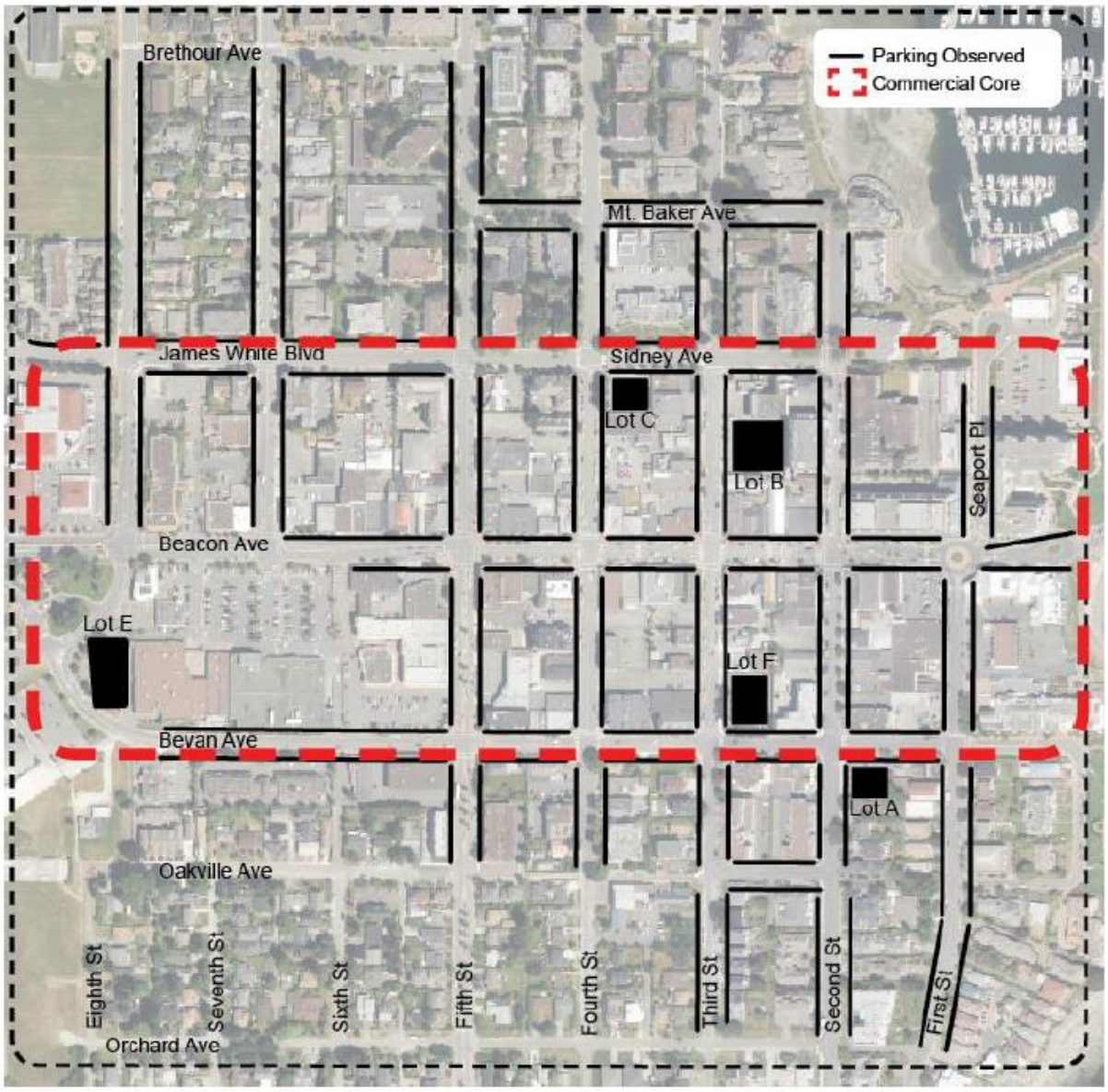


Figure 2. 2016 Study Area

2.2 Planning, Policy, & Regulatory Context

The following sections provide an overview of the Town's regulations, policies, and planning frameworks that pertain to parking management.

2.2.1 Official Community Plan

The Town of Sidney's Official Community Plan (OCP), Sidney 2040, was recently adopted in 2022 and provides broad objectives and policies that guide decisions on planning, land use, development and managing future growth. The OCP aims to align goals and priorities while setting the foundation to respond to emerging challenges and new opportunities.

Two objectives regarding downtown parking management are outlined in the Downtown Commercial and Transportation sections in the OCP:

1. Effectively managing parking demand in the downtown area, and
2. Reducing the negative impacts of vehicle use and parking in the downtown.

Several policies are outlined in support of the above parking management objectives, including:

- (16.5.1) – Identify and implement long-term strategies that support an increase in non-automobile transportation options to decrease reliance on private vehicles.
- (16.5.2) – In residential areas surrounding the downtown, address the issue of long-term on-street parking through the use of parking restrictions, enforcement and by providing information about alternate modes of transportation other than personal vehicles.
- (16.5.3) – Complete a parking study of the downtown core every five years that examines parking capacity and needs in order to determine appropriate changes to existing supply and requirements including assessing the feasibility of a structured parking facility in the downtown core.
- (16.5.5) – Improve wayfinding in the downtown area to direct drivers to under-utilized parking stalls in the commercial core, as well as to provide information on where public parking is available.
- (16.5.6) – Continue to review demand for parking on-street and in off-street public lots and utilize management strategies such as priced parking and time restrictions to ensure demand does not exceed available supply.

- (16.5.8) – Encourage and support Transportation Demand Management (TDM) measures to increase non-automobile transportation and decrease reliance on private vehicles, including considering reduced parking requirements for new development proposals which support active transportation and transit through the provision of pedestrian and bicycle facilities, transit pass programs, car-share programs, electric bike and vehicle charging, and other appropriate TDM strategies.

2.2.2 2016 Downtown Sidney Parking Study

This study acts as an update to the previous downtown parking study conducted in 2016, following the OCP direction to complete a parking study for the downtown core every 5 years. The 2016 Downtown Sidney Parking Study gathered information on existing parking conditions in the study area to recommend both a short-term and long-term parking plan.[2] **Table 1** provides a summary of the recommendations outlined in the 2016 parking study and their status of completion.

Legend:

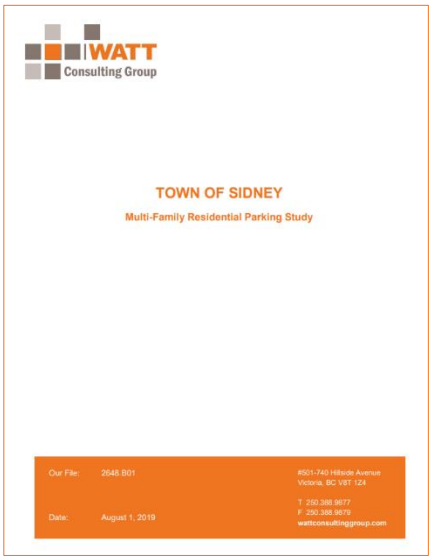
Status Level of completeness / progress since 2016	Completed (✓) Ongoing (~) Outstanding (X)

[2] WATT Consulting Group. (2016). Downtown Parking Study: Town of Sidney. Available online at: http://www.sidney.ca/Assets/Engineering+Services/Downtown_Parking_Study.pdf

Table 1. 2016 Downtown Sidney Parking Study Recommendations

Recommendation		Progress
Long-Term Parking	Consider a surface parking lot adjacent to the Mary Winspear Centre	✓
	Develop an implementation plan for a parkade	X
Parking Restrictions	Modify parking restrictions between Beacon Avenue and Bevan Avenue from 2 hours to 1 hour	✓ **(Beacon Ave only)**
	Monitor parking occupancy on Bevan Avenue (east of Fifth Street)	~
	Retain existing parking restrictions in 24-hour zones	✓
Development Regulations	Revise parking standards	✓
	Reduce cash-in-lieu cost	✓ **(Cash in-lieu increased to $20,000)**
Enforcement	Focus enforcement in areas with high parking occupancy	✓
	Consider purchasing innovative enforcement technologies	✓
	Modify commissionaires responsibility to be an ambassador	X
	Enforce trades / construction parking	~
Signage	Select a standardized regulatory parking sign	X
	Implement all time restrictions from 9 AM – 5 PM, Monday – Saturday	X

2.2.3 2019 Multi-Family Residential Parking Study

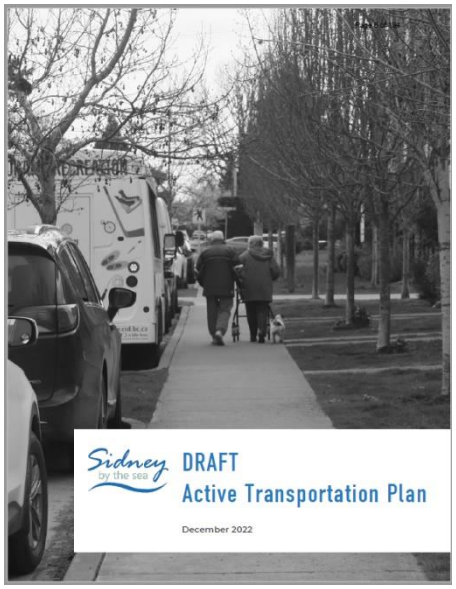


Developed to understand the rate of parking utilization in multi-family buildings across Sidney, the 2019 Multi-Family Residential Parking Study[3] provides insight into existing residential parking conditions and contributes to the understanding of residential parking in the downtown core. Conclusions from this study include:

- The parking supply average was 1.12 parking spaces per unit.
- Parking utilization or the number of vehicles associated with each unit across all buildings was found at 0.95 vehicles per unit.
- An average 87% parking occupancy was estimated for all the apartment buildings. Parking occupancy verifies whether the expected demand meets the actual parking demand.
- Based on all apartment buildings, on average a 22% parking oversupply was estimated. The oversupply rate ranged from 32% (buildings constructed between 1980-90) and 11% (2010-2015).
- Apartment buildings in the Downtown Commercial zone (COM-1) have similar parking supply and demand with the buildings in the Multi-family Residential zone (RES-3). However parking oversupply is higher for RES-3 buildings.
- Apartment buildings built since 1990s have demonstrated a smaller parking oversupply than buildings built before the 1990s, highlighting a more accurate supply of actual parking demand.
- A higher level of "walkability" (i.e. ease of access to nearby amenities and services on foot) reduces demand for parking.

[3] WATT Consulting Group. (2019). Multi-Family Residential Parking Study: Town of Sidney. Available online at: http://www.sidney.ca/Business/Projects___Initiatives/Multi-Family_Residential_Parking_Study.htm

2.2.4 2023 Draft Active Transportation Plan



Currently underway, the draft Active Transportation Plan envisions a future in Sidney where active transportation is convenient and a preferred travel option in Sidney, with walking, rolling and cycling as part of the daily routine for residents and visitors at all stages of life.

Priorities in the draft plan that are particularly relevant to the downtown area include:

- Proposed bike lanes in the downtown core, with protected bike lanes along segments of Fifth Street and Beacon Avenue and painted bike lanes on Bevan Avenue.
- Provide short-term bicycle parking at all Town facilities, parks and beach accesses.
- Provide review and feedback on development applications for opportunities to support walking, cycling and public transit.
- Update the Off-Street Parking & Loading Bylaw No. 2140 to include preference for bicycle parking requirements that accommodate cargo bikes and other non-standard bikes.
- Require a transportation demand management (TDM) study when a development application includes a parking variance.

3.0 PARKING CONDITIONS

A parking occupancy and duration survey was conducted in downtown Sidney and the Resthaven Park area for publicly owned on-street and off-street parking spaces, in addition to an intercept survey with the public. The purpose of this analysis was to:

1. Develop an objective understanding of existing on-street and off-street parking conditions in downtown Sidney and the Resthaven Park area.
2. Confirm how observed parking trends in Sidney compare with public perception.

3.1 Methodology

Observations of parking occupancy and duration were conducted for the study area in downtown Sidney and the Resthaven Park area for a ten-hour observation period from 8:00 a.m. to 6:00 p.m., with an hour break at noon. The data collection was divided into two phases: Phase 1 took place in August / September 2022 and Phase 2 occurred in October 2022. For both phases, data collection took place on a weekday and a weekend.

- Phase 1 sought to provide an assessment of peak parking conditions associated with summertime events and the higher presence of tourism activity in Sidney.
- Phase 2 sought to provide an assessment of parking conditions in the "off season" to understand whether there are seasonal variations in parking demand.

Observations were conducted on an hourly basis by recording a snapshot of the number of vehicles parked and/or their license plates in each location for every hour of the survey period. The following assumption was used in the data analysis:

- Parking duration: All observed vehicles were assumed to be parked for a minimum of one hour due to the limitations in the data collection method (i.e., hourly counts). By virtue of conducting an hourly count, parking duration that was less than one hour is not represented in the data.

Figure 3 distinguishes which on-street and off-street parking spaces were counted for parking occupancy or duration.

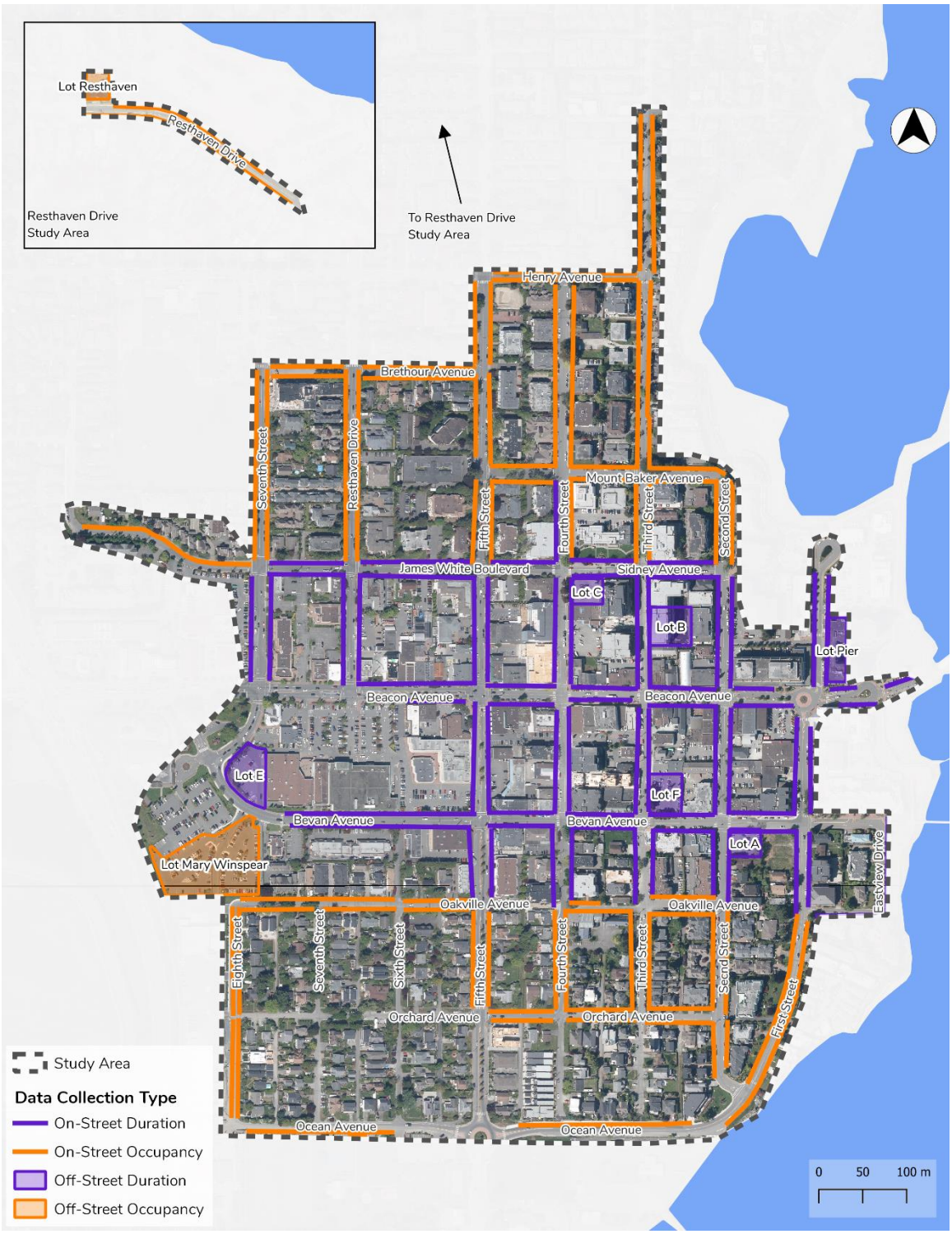


Figure 3. Type of Data Collection, Downtown

3.2 Parking Supply

The study area consisted of approximately 1,087 on-street parking spaces and 383 Town-owned off-street parking spaces.

- **On-street Parking:** The majority of spaces (49%) have a two-hour time limit with varying and inconsistent time frames, as follows:
  - Monday to Saturday, 9:00 a.m. to 5:00 p.m.
  - Monday to Saturday, 9:00 a.m. to 6:00 p.m.
  - Monday to Saturday, 9:00 a.m. to 6:00 p.m., vehicles <20'
  - Monday to Friday, 9:00 a.m. to 6:00 p.m.
  - Monday to Saturday, 8:00 a.m. to 6:00 p.m.
  - 9:00 a.m. to 6:00 p.m.
  - 9:00 a.m. to 5:00 p.m.

The next largest group of parking spaces are unrestricted spaces (39%).

- **Off-street Parking:** The majority of spaces are all-day parking (44%), followed by a three-hour time restriction (33%).

Table 2 provides an overview of the on-street parking and City-owned off-street parking supply by restriction.

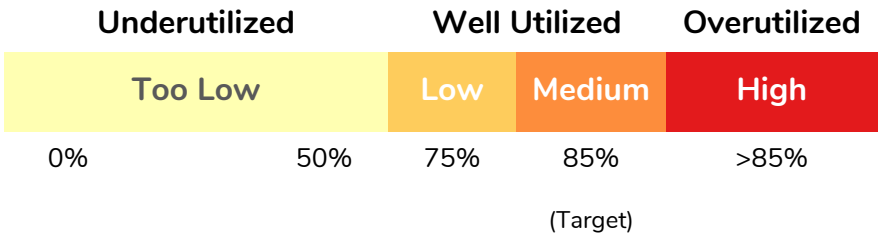
Table 2. Existing Parking Supply by Restriction

Restriction	On-street		Off-street (Town owned)	
	Quantity	Percentage	Quantity	Percentage
All Day Parking	0	0%	167	44%
Long-term Pay Parking	0	0%	45	12%
No Restriction	427	39%	0	0%
3 Hour	0	0%	128	33%
2 Hour	531	49%	30	8%
1 Hour	95	9%	0	0%
30 Minutes	2	0%	0	0%
15 Minutes	8	1%	0	0%
10 Minutes	18	2%	0	0%
Accessible Parking	4	<1%	8	2%
Electric Vehicle	2	0%	5	1%
Total	**1,087**	**100%**	**383**	**100%**

3.3 Summary of Key Findings

The parking utilization results are discussed in relation to a target occupancy rate (utilization) of 85%. This is a commonly used number in the industry that represents an optimal balance between supply and demand, where parking supply meets demand but is not oversupplied. An 85% occupancy rate on any given block typically results in one or two parking spaces being available for a driver. Further, blocks that have parking utilization in the "well utilized" range of 75%-85% also signify a commercially vibrant downtown indicating that people are visiting the downtown and supporting the local economy.

When parking utilization is greater than 85%, there is a higher likelihood that vehicles will spend more time circling the block to search for parking (i.e., "cruising for parking"), which can exacerbate traffic congestion, increase greenhouse gas (GHG) emissions, and result in driver frustration.



The results below—and when referring to the "study area"—exclude the Resthaven Park area. Parking conditions for the Resthaven Park area are in **Section 3.3.6**.

3.3.1 General Observations

Parking utilization across the study area did not exceed the 85% at any point across the four count days. Average daily utilization was found to range between 50% and 57%, with weekdays seeing slightly higher utilization than weekends. The peak hour for parking utilization was found to be around 1:00 p.m. and it was consistent with most of the count days. Wednesday October 5th was the busiest day of the four counts with an average daily utilization of 57% and a peak parking utilization of 76% observed at 1:00 p.m. It should also be noted that Seventh Street (between Beacon Ave and James White Blvd) was closed on Wednesday October 5th due to road construction work. See **Table 3** and **Figure 4.**

Table 3. Parking Utilization by Count Day[4]

	Utilization (%)											
	08:00 a.m.	09:00 a.m.	10:00 a.m.	11:00 a.m.	NO COUNT	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	Average
Wednesday August 31	49%	42%	63%	62%	-	69%	66%	59%	48%	41%	37%	**54%**
Saturday September 3	35%	39%	51%	57%	-	68%	63%	57%	52%	42%	41%	**51%**
Saturday October 1	37%	43%	54%	57%	-	59%	59%	54%	47%	43%	42%	**50%**
Wednesday October 5	43%	58%	64%	72%	-	76%	69%	59%	50%	41%	37%	**57%**

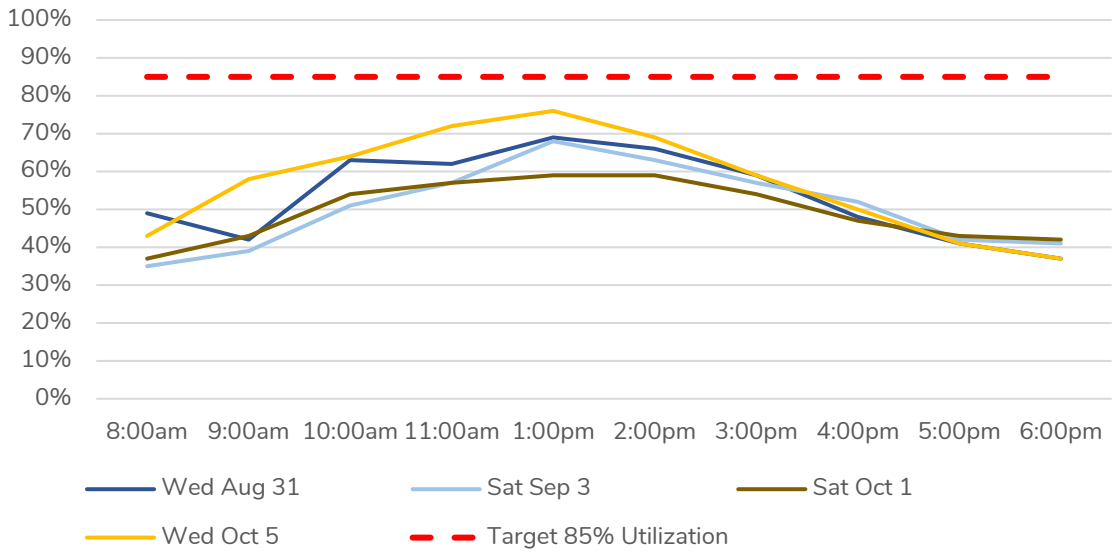


Figure 4. Parking Utilization by Count Day[4]

[4] Excludes Resthaven Park area.

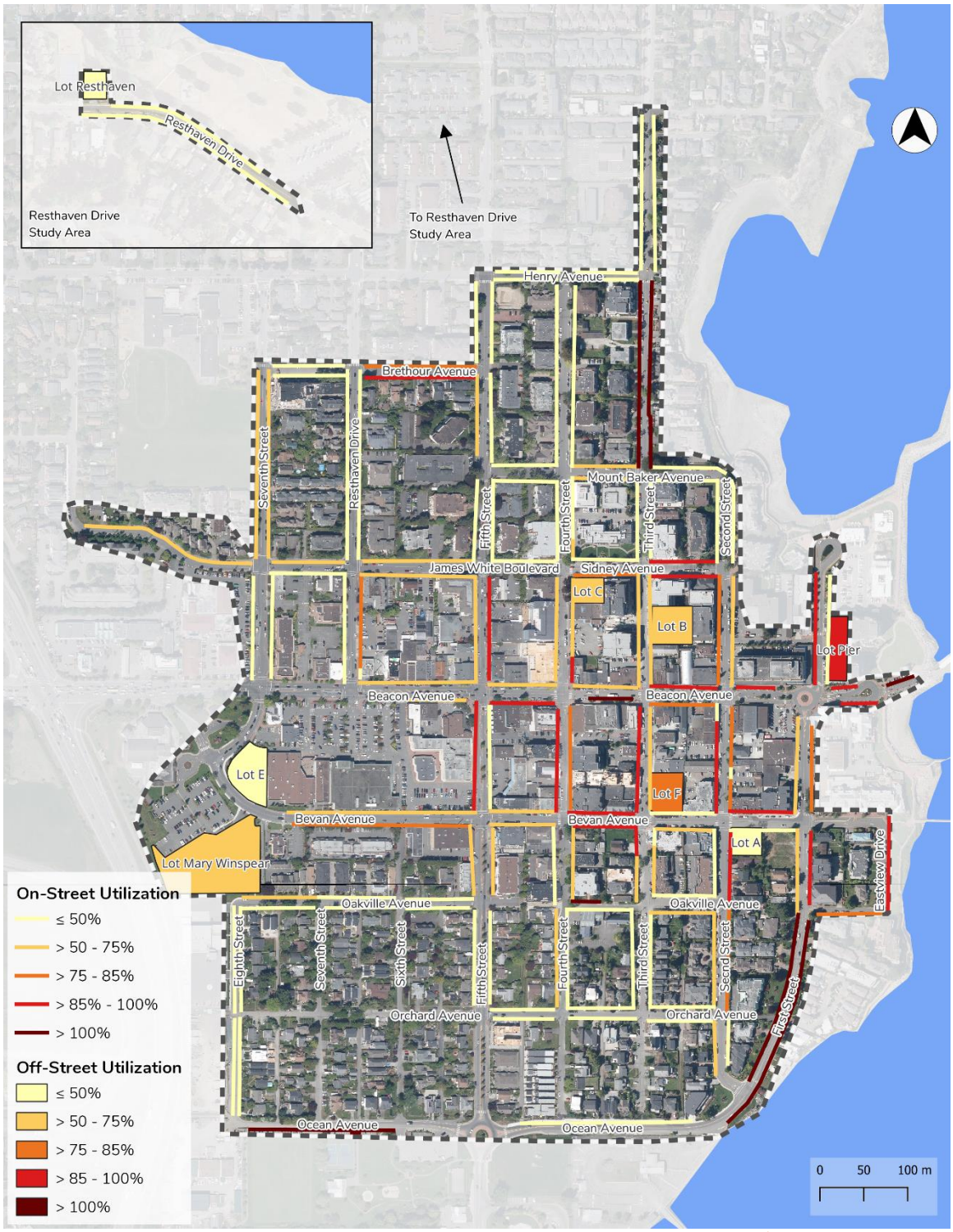


Figure 5. Peak Hour Parking Utilization – October 5th

3.3.2 Seasonal Variation

Parking observations were conducted in two distinct phases: the first phase sought to represent the time of year where Sidney experiences an influx of visitors, and the second phase reflects more typical parking conditions that Sidney would experience throughout the year. The results do not indicate a significant variation between the two phases. The weekday count was the busiest for each phase and when compared together, the Phase 2 observations were slightly busier with a daily average of 57% compared to 54% for the Phase 1 weekday count. Peak hour was observed to be at 1:00 p.m. on both days, with Phase 2 weekday having the highest utilization of 76%. See **Table 4** and **Figure 7**.

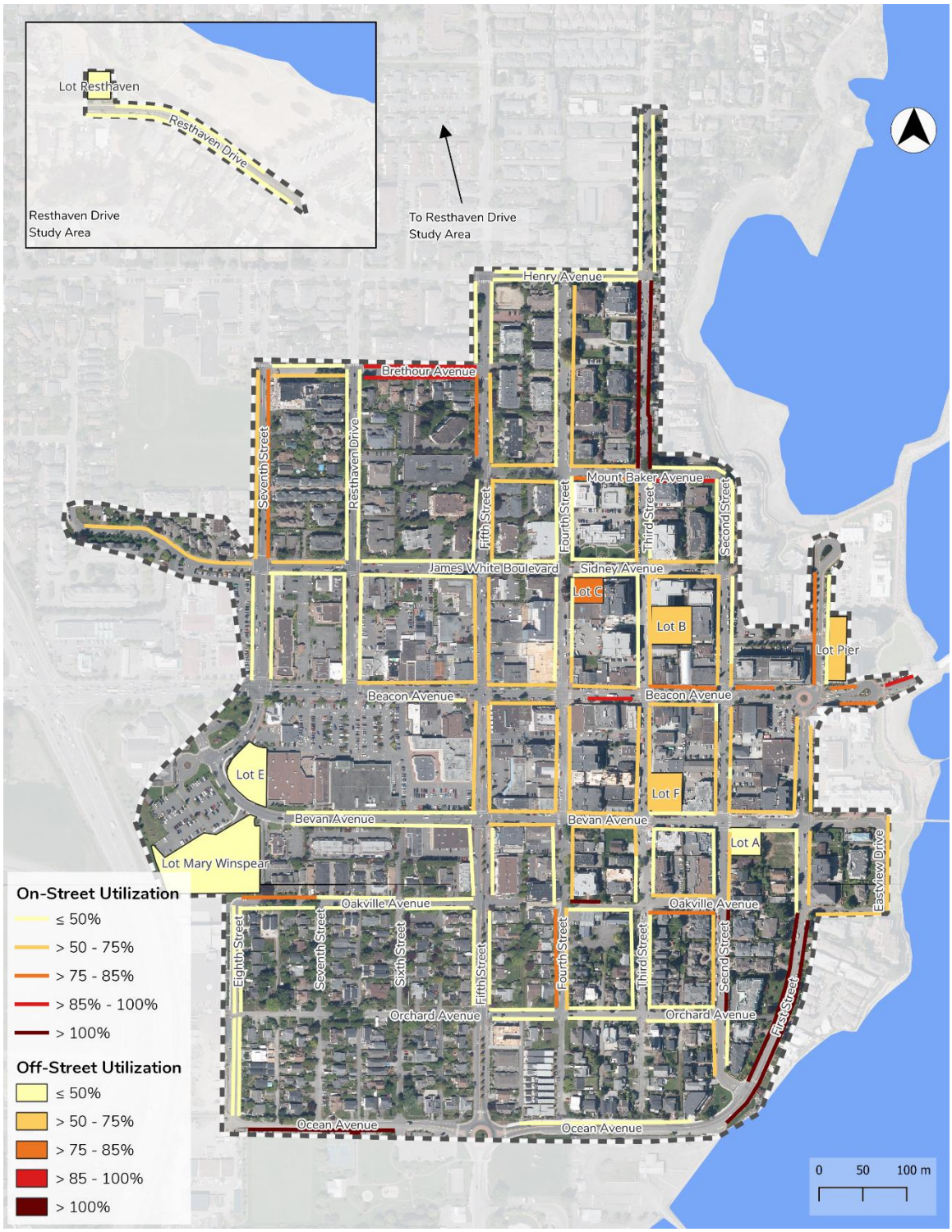


Figure 6. Peak Day Average – Oct. 5th

Beacon Avenue was among the busiest corridors in the study area across all four count days.

Table 4. Seasonal Variation - Peak Day from each Phase

	Utilization (%)											
	08:00 a.m.	09:00 a.m.	10:00 a.m.	11:00 a.m.	NO COUNT	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	Average
Wednesday August 31	49%	42%	63%	62%	-	69%	66%	59%	48%	41%	37%	**54%**
Wednesday October 5	43%	58%	64%	72%	-	76%	69%	59%	50%	41%	37%	**57%**

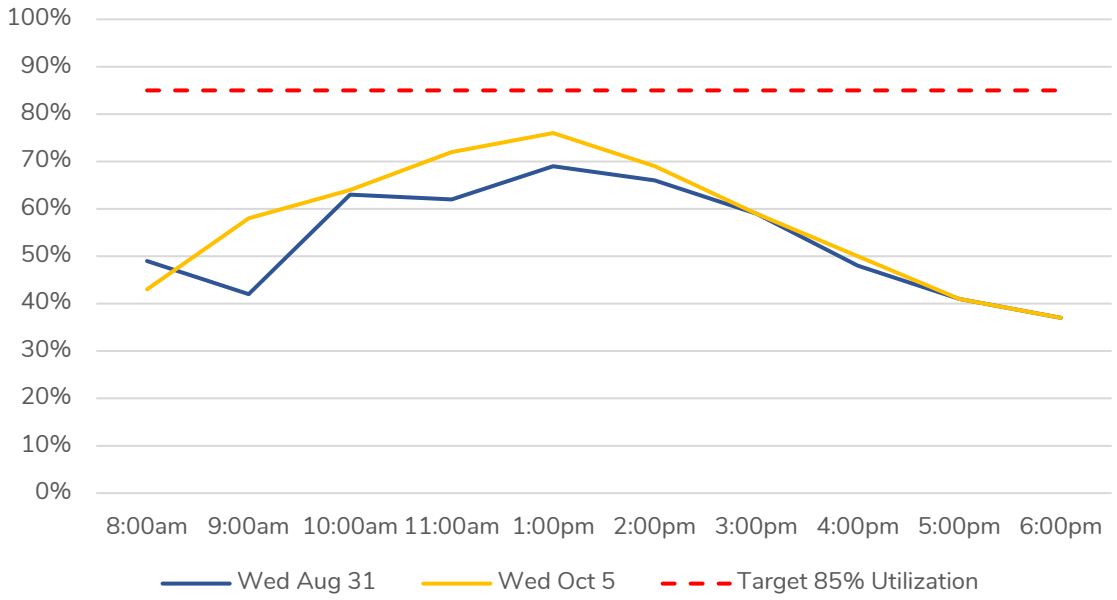


Figure 7. Seasonal Variation - Peak Day from each Phase[4]

3.3.3 Comparison to 2016 Study

This section provides a reference point for comparison between the 2016 and 2022 downtown parking studies. Due to the study areas being different in size and scope, the number of parking spaces is not comparable between the two studies. However, it is useful to compare the studies from a parking utilization rate perspective to better understand if time of day parking demand shifted and how overall parking utilization changes throughout the day. As shown in **Figure 8**, the peak hours from both studies are consistent; the 2016 study indicated that peak parking utilization was between noon and 1:00 p.m., compared to 2022 study which found peak parking utilization around 1:00 p.m. In addition, the number of residents living downtown in 2022 was higher compared to 2016 due to recently constructed multi-family residential buildings. Therefore, the data indicate that even with more residents living downtown, the parking utilization is still consistent with 2016.

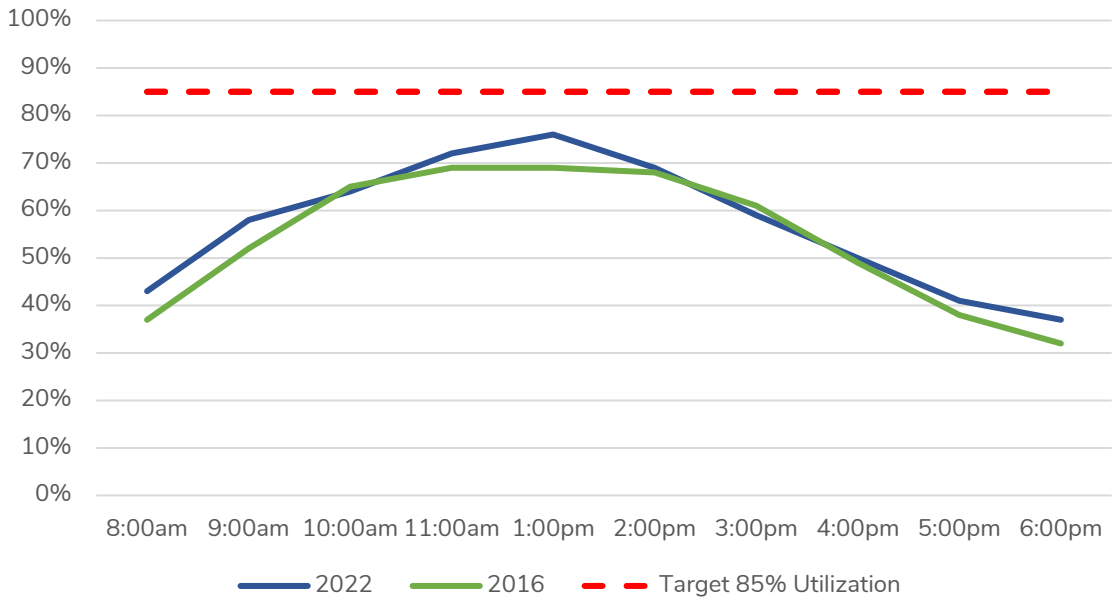


Figure 8. Parking Utilization Peak Day – 2016 vs 2022

3.3.4 Parking Duration Analysis

Parking duration is the duration of time that a vehicle, based on its license plate, was observed to be parked in an on-street block or off-street lot. Parking duration that is lower than the parking restriction time limit is considered desirable indicating that there is sufficient turnover to meet the needs of visitors and customers. Parking duration that is higher than the time limit is undesirable as it means that vehicles are parking illegally beyond the permitted time. This results in lower turnover and reduces the overall productivity of the parking supply, which is particularly important for parking spaces that are situated in the downtown area and adjacent to businesses.

Overall parking duration was observed to be aligned between the four count days without significant variations between day of the week or between the two phases of data collection. Average parking duration for the off-street parking spaces was 2.3 hours and 1.6 hours for on-street parking. On average, off-street parking duration ranged between 2 to 2.6 hours between the four counts, whereas on-street parking duration fluctuated between 1.4 and 1.8 hours. This indicates that, on average, vehicles parked within the time limit with most on-street parking spaces signed as 2 hour time limit and the majority of off-street spaces signed for a 3 hour time limit.

Table 5 shows the average parking duration per count day for the parking lots and street corridors that were included in this analysis. **Figure 9** and **Figure 10** highlight the average parking duration for the busiest day (October 5th) and the locations where the average parking duration exceeded the time restriction in place, respectively.

Table 5. Average Parking Duration[1]

	Wed Aug 31st	Sat Sep 3rd	Sat Oct 1st	Wed Oct 5th	Average by Location
Off-street					
Lot A	5.1	4.5	3.0	2.2	**3.7**
Lot B	2.1	2.7	2.3	2.4	**2.4**
Lot C	1.8	2.8	2.1	3.6	**2.6**
Lot E	1.3	1.5	1.6	1.4	**1.4**
Lot F	1.6	1.7	1.4	1.5	**1.6**
Lot Pier	2.5	2.5	1.7	2.5	**2.3**
Daily Average	**2.4**	**2.6**	**2.0**	**2.3**	**2.3**
On-street					
Seventh Street[2]	1.1	1.3	1.2	-	**1.2**
James White Boulevard	1.3	1.8	1.6	1.6	**1.6**
Resthaven Drive	1.4	1.7	2.1	1.4	**1.7**
Fifth Street	1.2	1.3	1.2	1.4	**1.3**
Fourth Street	1.4	1.7	1.7	1.6	**1.6**
Sidney Avenue	1.4	1.7	1.6	1.7	**1.6**
Third Street	1.3	1.3	1.4	1.5	**1.4**
Second Street	1.3	1.5	1.6	1.3	**1.4**
Bevan Avenue	1.3	1.7	1.5	1.3	**1.4**
Beacon Avenue	1.2	1.2	1.2	1.2	**1.2**
First Street	1.4	1.5	1.4	1.3	**1.4**
Oakville Avenue	3.1	4.2	2.3	5.8	**3.8**
Eastview Drive	1.3	1.4	1.7	1.4	**1.4**
Seaport Place	1.2	1.3	1.2	1.5	**1.3**
Daily Average	**1.4**	**1.7**	**1.6**	**1.8**	**1.6**

[1] Parking duration data was not collected for the Resthaven Park area and therefore is not shown in the table above.

[2] Seventh Street (between Beacon Ave and James White Blvd) was closed on Wednesday October 5th due to road construction work.

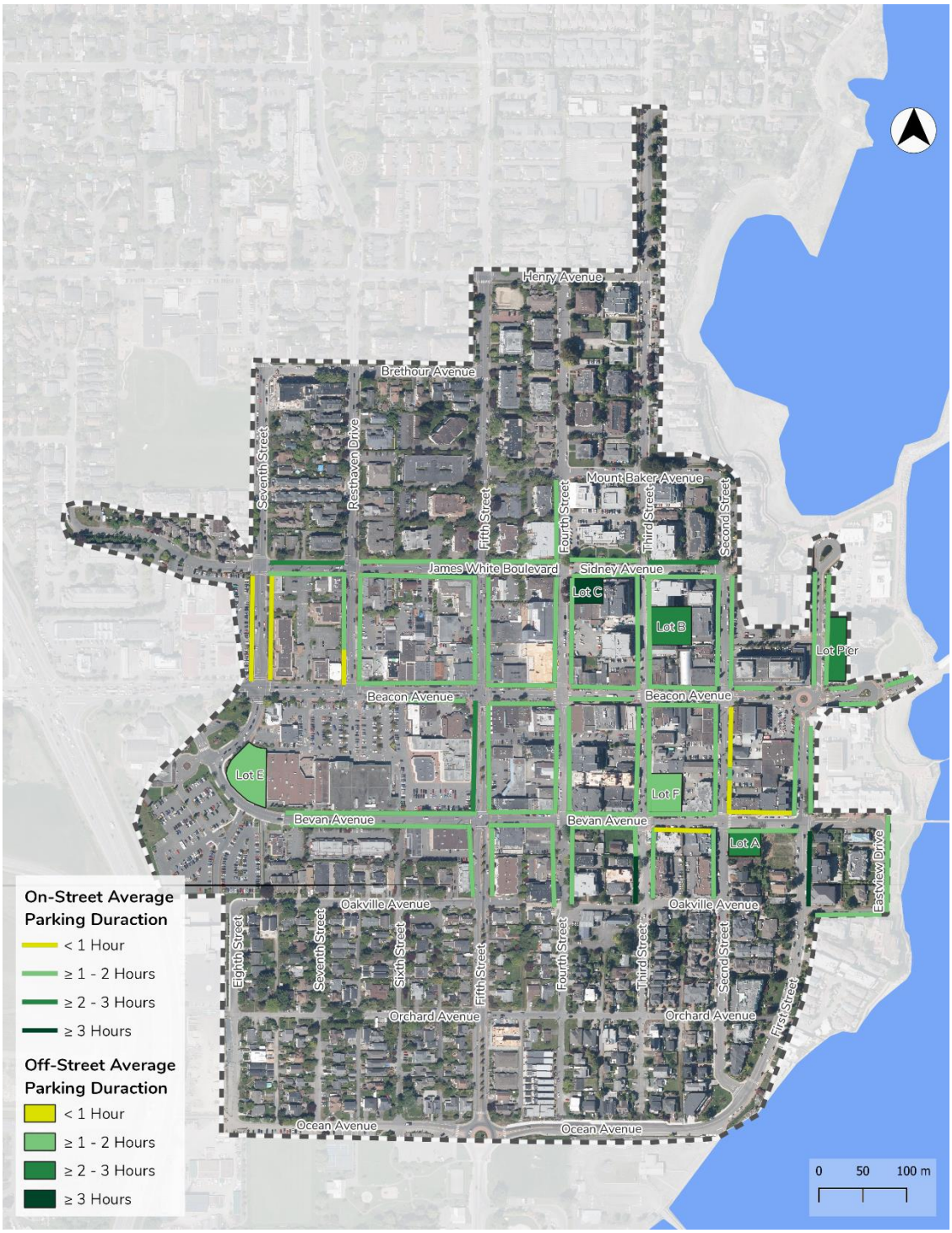


Figure 9. Peak Day Average Parking Duration

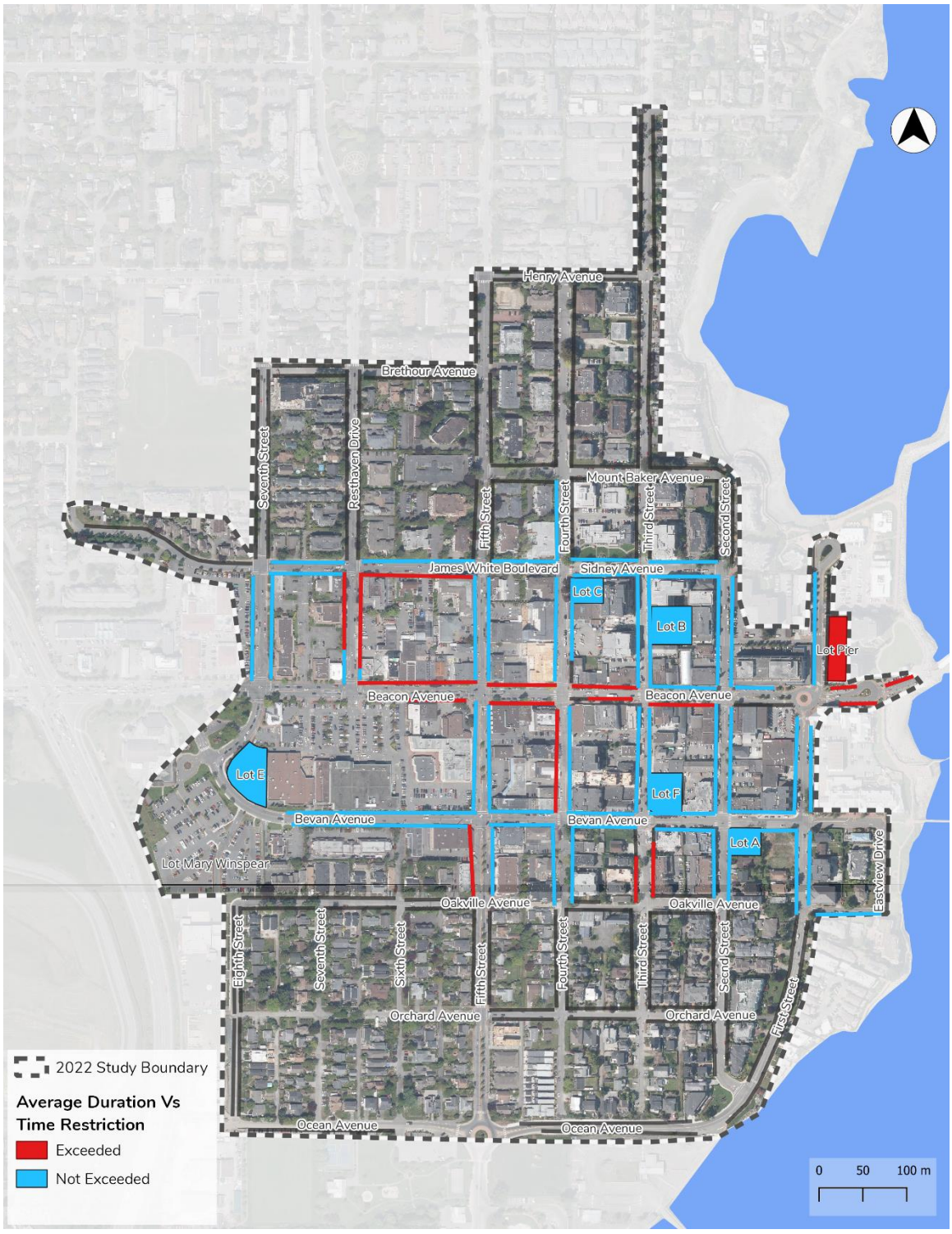


Figure 10. Average Duration by Time Restriction

3.3.5 Parking Turnover Analysis

Turnover refers to the total volume of vehicles that occupy a space to the total parking supply for a specified period of time—it is a measure of "productivity" for a parking space and it is measured as an expression of vehicles per parking space (vpps) over the course of ten hours. Parking turnover is complementary to the parking duration analysis as it takes into consideration parking duration and the total volume of vehicles occupying a space for a specified period of time. This specific analysis is referenced in the next section. Key findings from the four count periods are as follows:

- **Most productive parking lots:**
  - Lot F: 6 vpps
  - Lot E: 4.8 vpps
- **Least productive parking lots:**
  - Lot C: 1.8 vpps
  - Lot A: 2 vpps
- **Most productive street corridors:**
  - Beacon Avenue: 5.4 vpps
  - Eastview Drive: 3.9 vpps
  - Seaport Place: 3.5 vpps
  - First Street: 3.3 vpps
  - Third Street: 3.3 vpps
  - Fifth Street: 3.3 vpps
  - Second Street: 3.1 vpps
- **Least productive street corridors:**
  - James White Boulevard: 1.5 vpps
  - Oakville Avenue: 1.7 vpps
  - Resthaven Drive: 2 vpps

The most productive street corridors were the ones that are adjacent to the downtown core and in the heart of the commercial area of Sidney. By contrast, the least productive streets tend to have fewer businesses adjacent to them, less commercial activity, and have a higher proportion of residential dwellings. Unlike the on-street corridors, the off-street parking lots did not exhibit a spatial pattern in the turnover results. This is expected as all of the lots (with the exception of Lot A) are located in the core area and have the same time restrictions. However, as the results indicate, some lots are more productive than others. Lot A was the least productive lot, which is likely due to the fact that it previously acted as the long-term parking lot in the downtown intended for employees seeking all-day parking. Parking duration was also higher, on average, in Lot A, which confirms the turnover results.

Lot E consistently exhibited low parking utilization and low parking duration across the four count days.

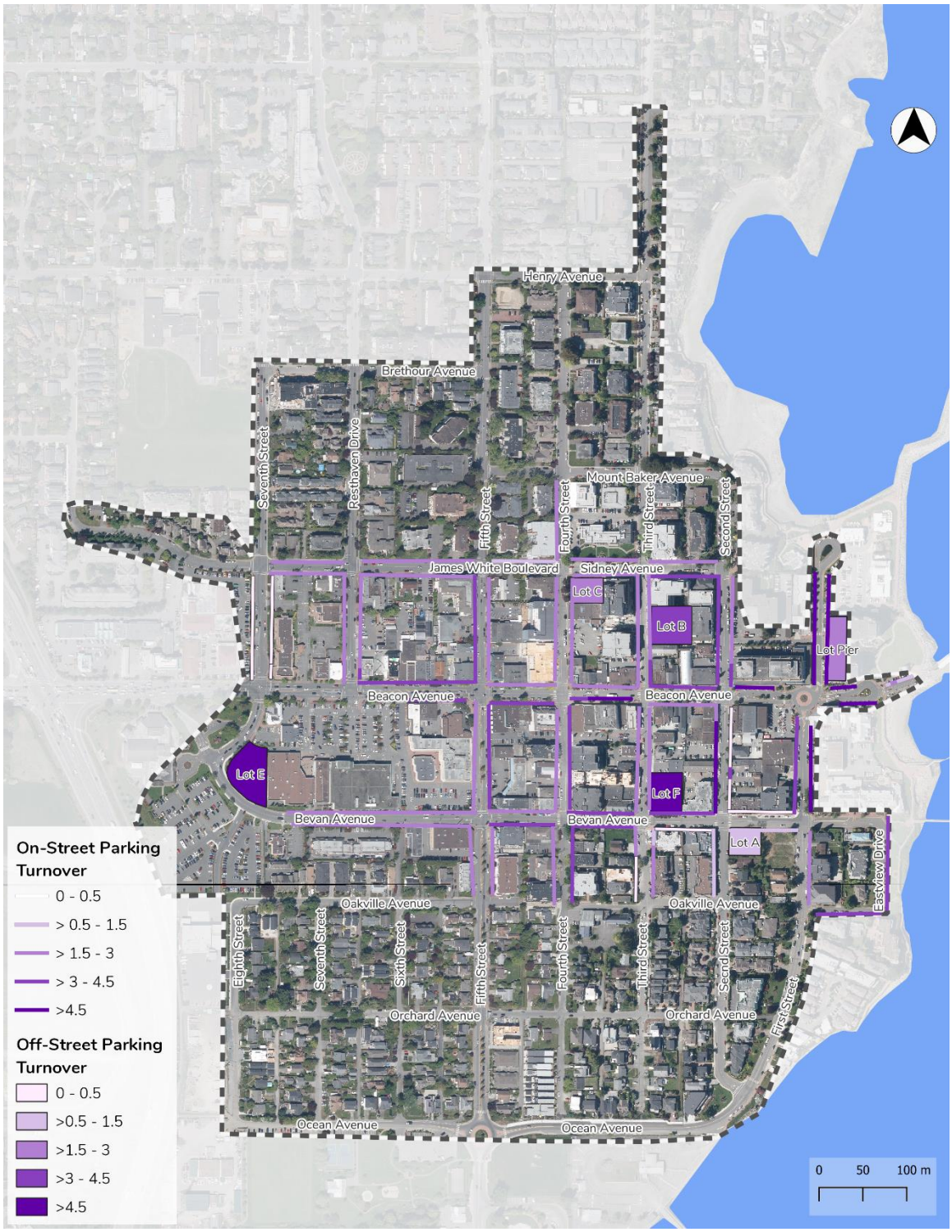


Figure 11. Peak Day Parking Turnover

3.3.6 Areas of Interest

This section provides more specific details on the parking conditions of specific corridors within the study area.

Commercial Core Area

Representing the heart of downtown Sidney, the commercial core includes all streets within the boundary of Bevan Avenue, Eighth Street, James White Boulevard, and the waterfront. The commercial core area also captures all of the Town-owned parking lots (e.g., Lot A, Lot B, Lot C, Lot E, Lot F, Lot Pier, Lot Mary Winspear). The commercial core area used in this study is similar to the boundary that was used in the 2016 downtown parking study.

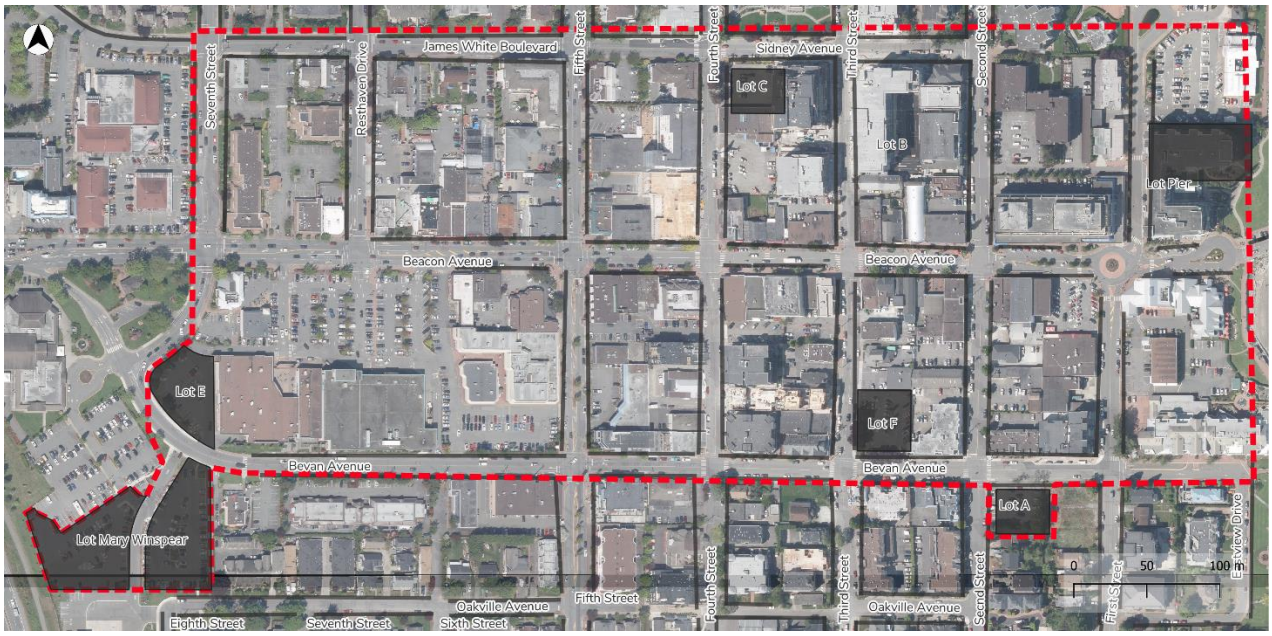


Figure 12. Commercial Core Area

Parking utilization peaked on Wednesday October 5th at 1:00 p.m. with 67% of the spaces being occupied. This is in-line with the results of the 2016 study, which reported peak parking utilization as 72% at 1:00 p.m. on a weekday. It should be noted that the creation of the Mary Winspear lot (Downtown Employee Parking Lot) was a recommendation from the 2016 study where 167 off-street parking spaces are available. Therefore, new parking spaces have been added to the commercial core area since the 2016 study was completed, which may explain why parking utilization within

the commercial core area has not increased over time. As shown below, parking utilization was well below the 85% target for parking utilization with 11:00 a.m. to 3:00 p.m. representing the busiest time with utilization ranging between 50 – 67%. The results demonstrate that there is ample parking across the commercial core area with some blocks (e.g., Beacon Avenue) experiencing much higher utilization than others.

Table 6. Parking Utilization in the Commercial Core Area by Count Day

	Utilization (%)											
	08:00 a.m.	09:00 a.m.	10:00 a.m.	11:00 a.m.	NO COUNT	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	Average
Wednesday August 31	43%	31%	53%	50%	-	65%	63%	55%	45%	36%	28%	**47%**
Saturday September 3	27%	35%	47%	53%	-	65%	60%	57%	51%	42%	36%	**47%**
Saturday October 1	25%	30%	45%	53%	-	64%	61%	54%	41%	31%	29%	**43%**
Wednesday October 5	28%	36%	46%	58%	-	67%	63%	55%	43%	33%	28%	**46%**

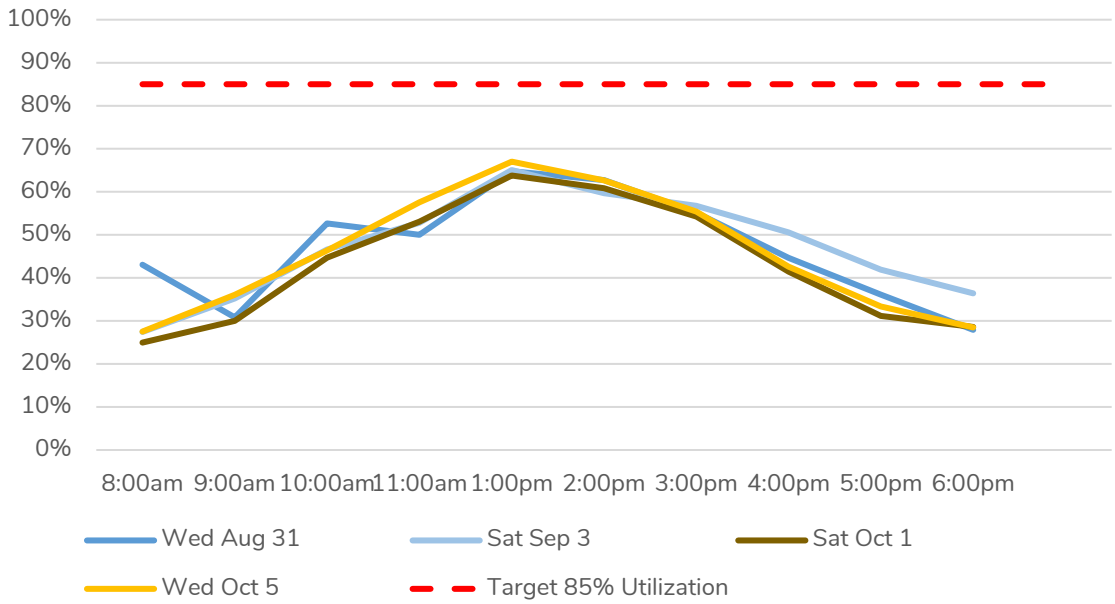


Figure 13. Parking Utilization in the Commercial Core Area by Count Day

East – West Corridors

Beacon Avenue, Bevan Avenue, and James White Boulevard / Sidney Avenue act as the main east-west corridors in the downtown. James White Boulevard / Sidney Avenue had significantly lower parking utilization and as such was excluded from further analysis for this section. Parking conditions for Beacon Avenue and Bevan Avenue were examined in closer detail. Beacon Avenue is considered the Town's commercial high street.

Parking utilization data indicates that Beacon Avenue has a significantly higher demand for parking compared to other locations in the study area. The data show that the parking conditions are close to the desired 85% target for utilization, with an average 72% across the four counts. However, this should be carefully monitored as utilization for the corridor was observed to be higher than 85% on specific count days (see **Figure 14**)**.** Peak parking demand tends to occur between 10:00 a.m. and 4:00 p.m. for both Beacon Avenue and Bevan Avenue. That said, Bevan Avenue had significantly lower parking utilization compared to Beacon Avenue as shown in **Figure 15**.

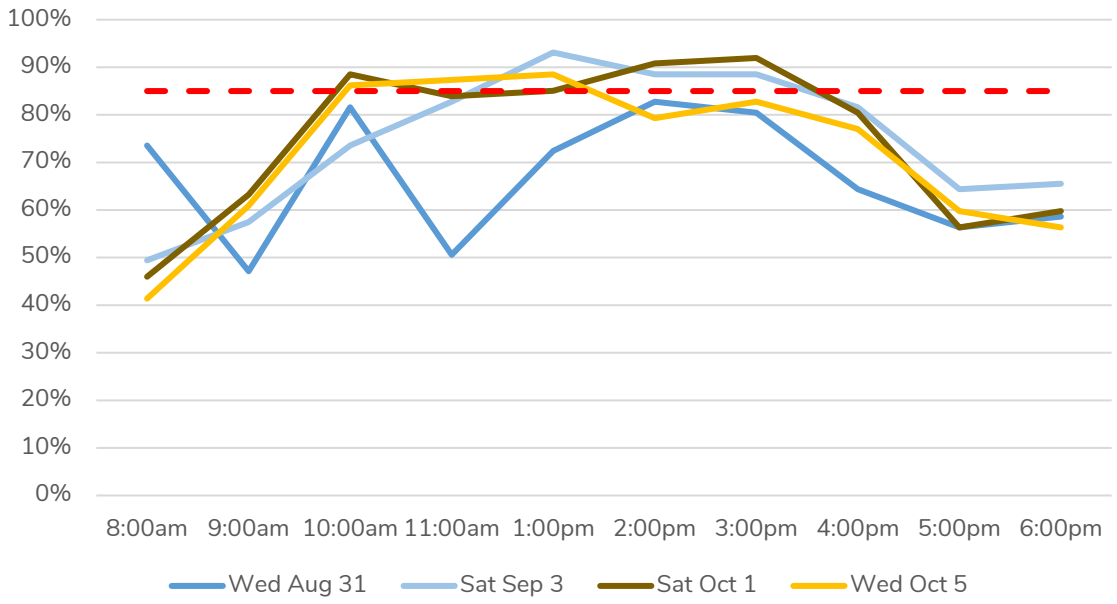


Figure 14. Parking Utilization for Beacon Avenue

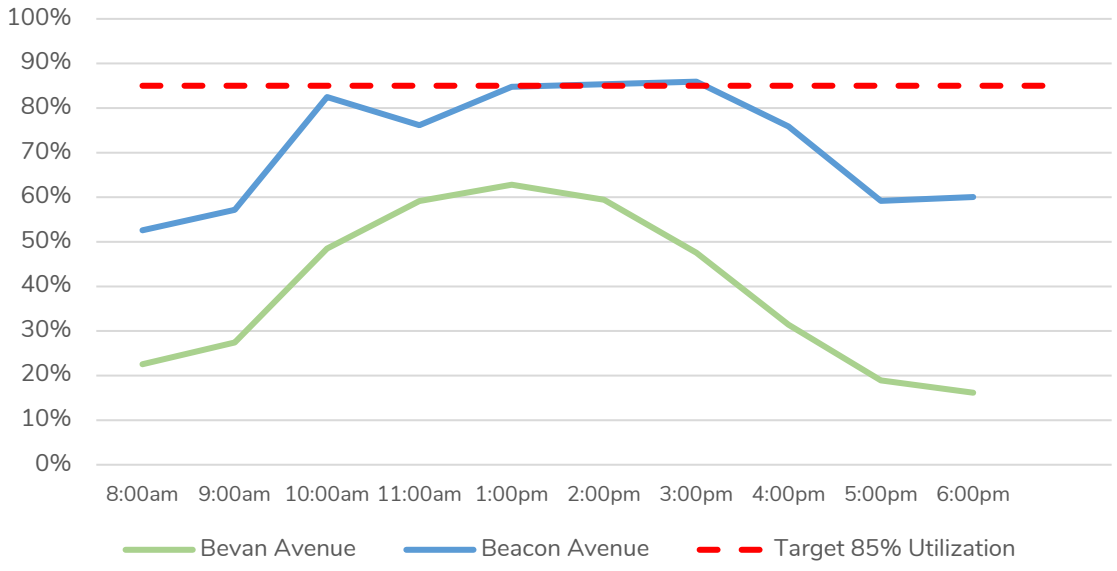


Figure 15. Average Parking Utilization (Across Four Count Days) for East-West Corridors

Parking duration was observed to be consistent across the four counts and on average vehicles parked for 1.2 hours and 1.4 hours for Beacon and Bevan Avenue respectively. For Beacon Avenue, the data indicate that vehicles were parked, on average, for slightly longer than the allowed time limit of one hour and therefore some were parked illegally.

Parking conditions for Beacon Avenue east of 5th Street to the waterfront were highly sought after with parking utilization exceeding 85% for most of the day. As discussed, Bevan Avenue did not experience the same utilization; however, there were specific blocks that saw higher utilization than the rest of the corridor including the north side of Bevan Avenue between Fourth Street and Third Street and north side of Bevan Avenue between Second Street and First Street.

North – South Corridors

The north-south corridors represent an important part of the downtown's parking supply and where parking is highly sought after. This section includes results for First to Fifth Streets (from Orchard Avenue / Ocean Avenue in the south to Henry Avenue / Mt. Baker Avenue in the north).

Overall parking utilization for these corridors ranged from 42% to 53% for average daily utilization. The busiest of those corridors was First Street, with peak utilization occurring at 1:00 p.m. with an average of 80% between the four counts.

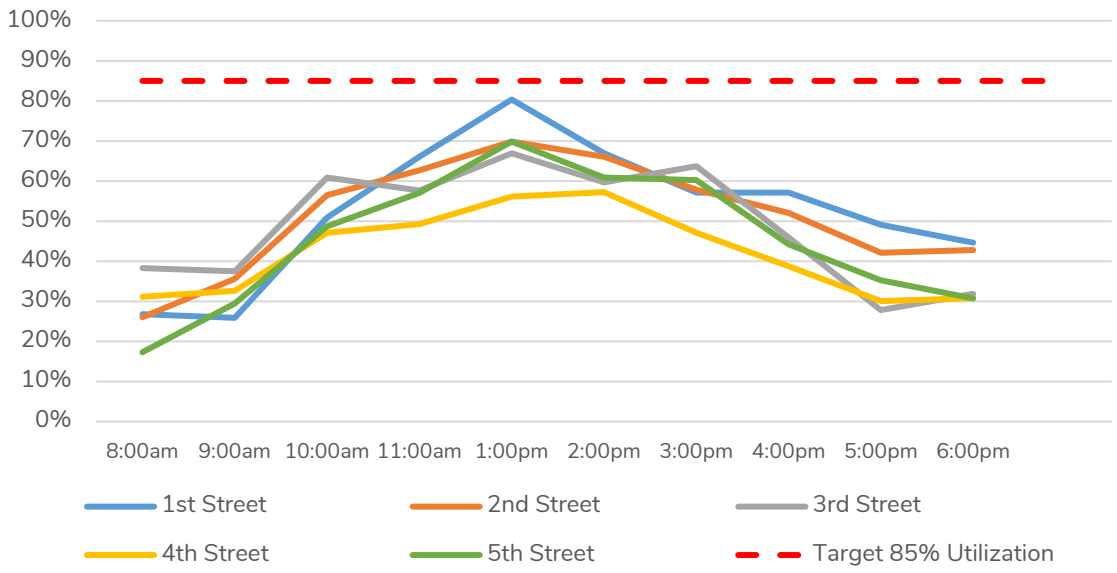


Figure 16. Average Parking Utilization (Across Four Count Days) for North-South Corridors

The specific street blocks between Beacon Avenue and Bevan Avenue for these north-south corridors were also reviewed where the daily average was less than 75%. First Street had parking utilization exceeding the 85% utilization target but did not occur for more than 2-3 hours.

Parking duration for these corridors ranged between 1.3 to 1.6 hours, consistent with the time limit (2 hour parking) that is set on those streets.

Residential Streets

The parking study also sought to understand the on-street parking conditions on residential streets in in proximity to the downtown core. The analysis included two sub-areas: (1) the north side (north of James White Boulevard) and (2) the south side (south of Oakville Avenue).

On the north side, parking utilization remained relatively low with a daily average of 42%. Most street blocks do not see parking utilization anywhere close to the 85% target, but a few exceeded that. Specific findings are as following:

- The section of Third Street north of Mount Baker had high utilization, with the west side of that section seeing average daily utilization of 92%.
- The north side of Mount Baker Avenue, between Fourth Street and Third Street also had average utilization between the four counts that exceeded 85% with an average of 83%.
- Brethour Avenue between Seventh Street and Resthaven Drive had somewhat higher utilization especially in the morning time with a daily average of 83%.

On the south side, average daily parking utilization was observed to be even lower at 27%. Average utilization by time of day did not exceed the target of 85% for any street block in that area. A small segment of Second Street in between Orchard Avenue and First Street was the busiest with a daily average of 67%.

Resthaven Park Area

Even though the Resthaven Park area is not within the downtown area, it was included in this parking study to understand typical parking conditions. **Table 7** shows the average parking utilization between the four counts for the off-street parking and on-street parking supply of the study area. Parking utilization was well below the 85% target utilization across that specific area. Parking demand generally picks up in the morning but there is still lots of parking available for the rest of the day.

Weekends tend to be busier than weekdays, especially for the south side of the Resthaven Drive portion of on-street parking with parking utilization ranging from 85% to 100% between 9:00 a.m. and 4:00 p.m. However, an equal amount of parking supply is available on the north side, which is not as well utilized and ranges between 13% and 27%.

Table 7. Average Parking Utilization at Resthaven Park Area

	Utilization (%)											
	08:00 a.m.	09:00 a.m.	10:00 a.m.	11:00 a.m.	NO COUNT	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	Average
Off-street												
Lot Resthaven	8%	17%	19%	15%	-	10%	4%	10%	12%	10%	4%	**11%**
On-street												
Resthaven Drive (North)	12%	20%	22%	25%	-	20%	18%	17%	18%	20%	8%	**18%**
Resthaven Drive (South)	48%	54%	58%	56%	-	50%	58%	54%	56%	44%	38%	**52%**

Mary Winspear Downtown Employee & Public Parking Lot

One of the recommendations in the 2016 study was to consider a surface parking lot adjacent to the Mary Winspear Centre. The Town acted on this recommendation in 2020 by creating a dedicated parking lot south of Mary Winspear with 167 parking spaces intended for employees working downtown. Therefore, understanding the parking conditions of the lot is helpful for assessing the impact of this investment.

Over the four counts, the average utilization was found to be 37%, with daily utilization ranging from 20% to 48%. The two weekdays had the highest average utilization with 48% on Wednesday August 31st and 45% on Wednesday October 5th, which is when there are likely a higher proportion of employees working downtown. On a time of day basis, the Mary Winspear lot peaked around 2:00 p.m. with an average of 60% utilization. Parking utilization starts to pick up just before 9:00 a.m. and fall around 3:00 p.m. Overall it appears that the parking lot is underutilized and has capacity to accommodate more vehicles on a daily basis. Table 8 presents the average utilization for all four counts and the average between the two weekday counts which had the highest utilization.

Table 8. Parking Utilization at Mary Winspear Downtown Employee & Public Parking Lot

	Utilization (%)											
	08:00 a.m.	09:00 a.m.	10:00 a.m.	11:00 a.m.	NO COUNT	1:00 p.m.	2:00 p.m.	3:00 p.m.	4:00 p.m.	5:00 p.m.	6:00 p.m.	Average
Overall Average	18%	38%	44%	48%	-	56%	60%	53%	31%	18%	8%	**37%**
Weekday Average	29%	58%	64%	66%	-	68%	60%	55%	35%	22%	10%	**47%**

All other off-street lots

A review of the remaining off-street lots within the study area was conducted to better understand how they are being used by the public. In terms of parking utilization, the majority of lots did not, on average, exceed the 85% utilization across the four counts except for Lot F. Lot F was observed exceeding the 85% target for utilization between 11:00 a.m. to 2:00 p.m., dropping significantly in utilization after 3:00 p.m. As far as seasonal variation, no significant changes were observed in parking utilization between Phase 1 and Phase 2 of data collection for most of the off-street lots. Lot A, however, was the exception, which had an average utilization of 76% between the counts in Phase 1 compared to 18% in Phase 2.

It should be noted that Lot A and Lot F switched restrictions in September 2022 (between the Phase 1 and Phase 2 data collection periods). During the Phase 1 count period, Lot A was the long-term and pay parking lot whereas Lot F had a three-hour parking restriction in effect (9:00 a.m. – 6:00 p.m. Mon-Sat). During the Phase 2 data collection period, the parking restrictions for these lots was reversed. Therefore, the data from these two lots might not be reflective of parking demand in the future as there would have been an adjustment period for the public to be accustomed to the change.

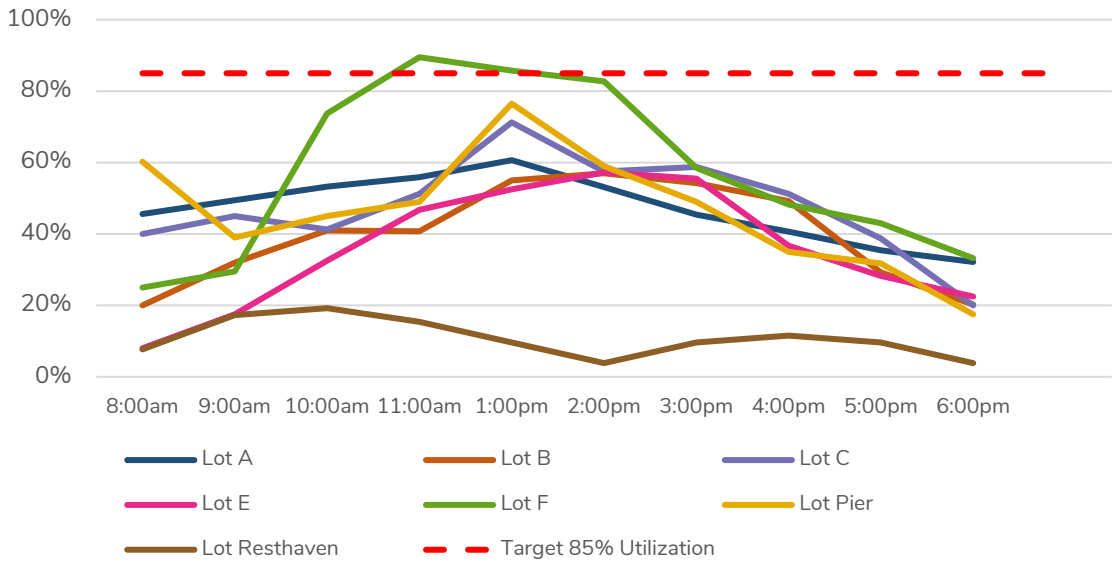


Figure 17. Average Parking Utilization (Across Four Count Days) by Lot

Parking duration was estimated for the off-street parking lots in the downtown area and the average parking duration among the four count days was found 2.3 hours, which is under the time limit that most of these parking lots have in place (see **Table 9**). As discussed above, due to the change in time restrictions between Lot A and Lot F, Lot A experienced a significant reduction in parking duration between Phase 1 and Phase 2 of the data collection from 4.8 to 2.6 hours. The only lot that had an average duration longer than the time limit in place was Lot Pier with parking duration exceeding the parking restriction for three out of the four count days, with an average of 2.3 hours.

Table 9. Parking Duration by Lot

	Parking Restriction	Average by Location
Lot A	3 hour 9am-6pm Mon-Sat*	**3.7**
Lot B	3 hour 9am-6pm Mon-Sat	**2.4**
Lot C	3 hour 9am-6pm Mon-Sat	**2.6**
Lot E	3 hour 9am-6pm Mon-Sat	**1.4**
Lot F	Long-term parking and pay parking*	**1.6**
Lot Pier	2 hour 9am-6pm	**2.3**
	Daily Average	**2.3**

**Lot A used to be the long-term parking during Phase 1 of the data collection*

Overall, the most "productive" parking lots in terms of parking turnover were Lot E and Lot F with 4.8 and 6 vehicles per hour per parking space, compared to an average 3.4 between all parking lots and count days.

3.4 Intercept Survey

An intercept survey was conducted at the same time as the parking observations on three out of the total four days of data collection. A total of 156 people participated in the survey and many more were engaged but did not ultimately provide a response to the survey. The purpose of this survey was to:

- Understand the parking behaviour and characteristics of those arriving downtown.
- Understand the perception of parking conditions from residents, customers, visitors and employees of downtown Sidney.

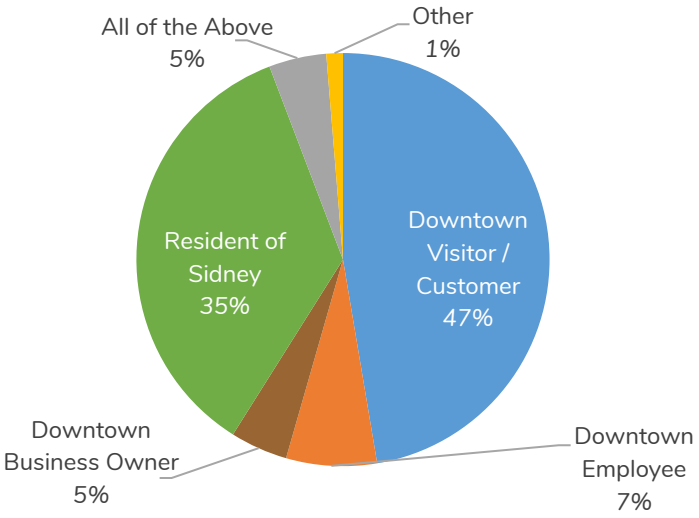


Figure 18. Survey Respondents

The majority of respondents (47%) identified as visitors or customers of downtown Sidney, followed by a third of the respondents (35%) identifying as residents of Sidney.

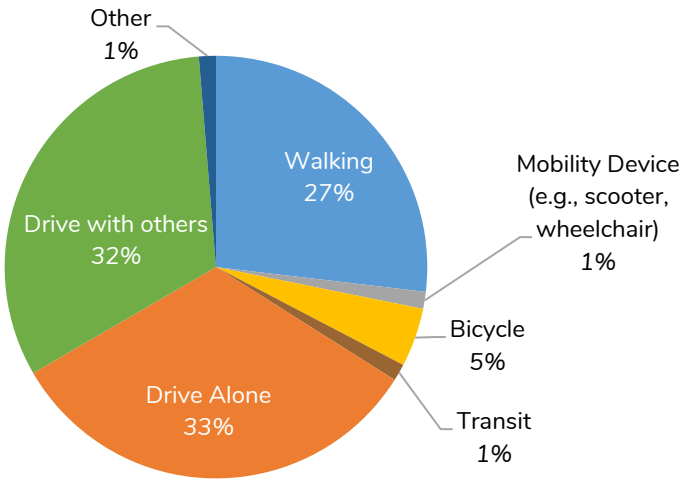


Figure 19. Mode of Travel to Downtown

Two thirds of the participants (65%) to the survey arrived by a personal motor vehicle, either being the driver or passenger, followed by 27% of respondents that walked to downtown Sidney.

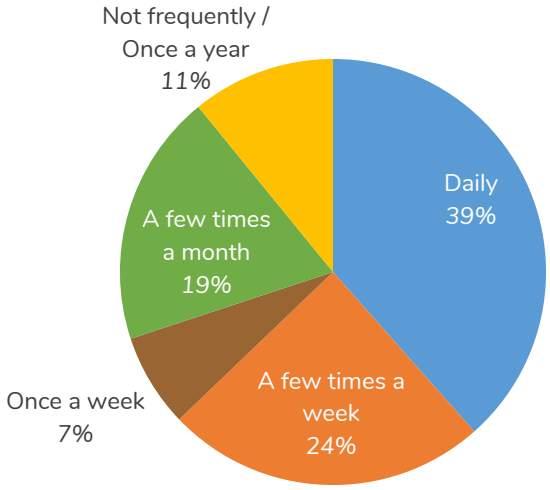


Figure 20. Frequency of Visiting Downtown

About 70% of the respondents visit downtown Sidney regularly from once a week to daily, with the rest of the respondents being infrequent visitors to downtown Sidney.

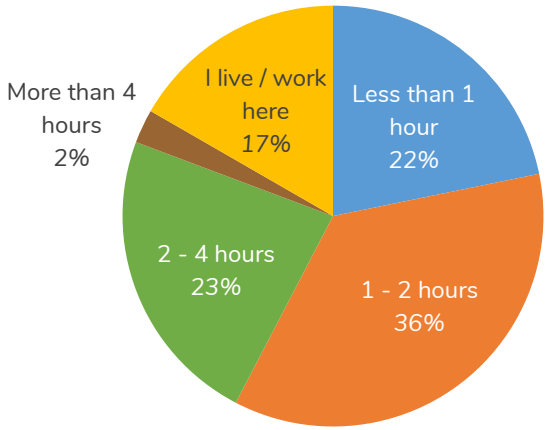


Figure 21. Duration of Stay in Downtown

When asked "how long is your typical visit to the Downtown area", most respondents indicated less than two hours, with 36% responding between 1 to 2 hours and 22% responding less than 1 hour.

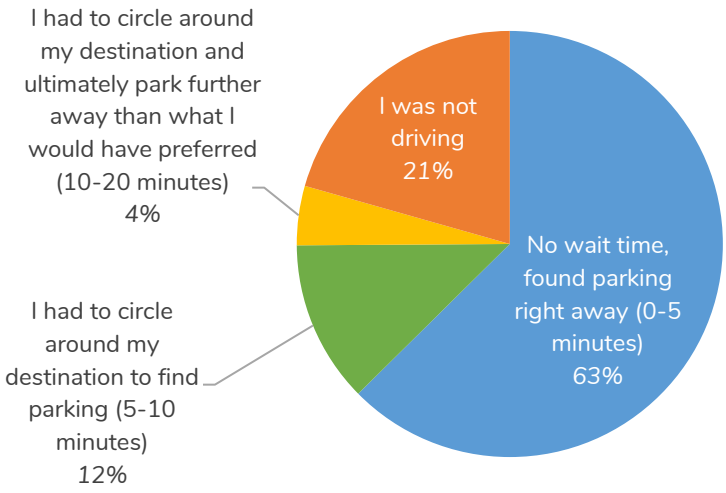


Figure 22. Duration to Find Parking

When asked "how long did it take you to find a parking spaces", the majority of respondents (63%) indicated that they found parking right away. Only 5% of the respondents had a hard time finding a parking space in proximity to their destination.

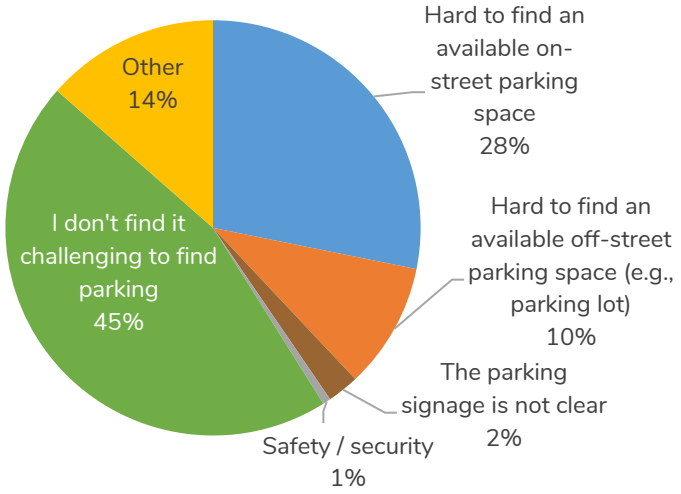


Figure 23. Main Challenges with Parking Downtown

A bit over half of the respondents (51%) indicated that they do not find it challenging to find parking in downtown Sidney, followed by a third of the respondents (32%) having a hard time to find available on-street parking and 11% having difficulties finding off-street parking.

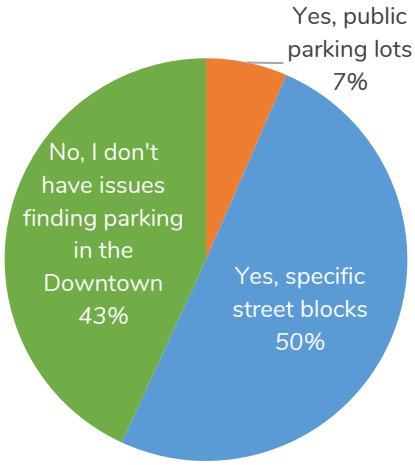


Figure 24. Consistent Difficulties Finding Parking Space in Downtown

Respondents to the survey were split when asked about consistent difficulties in finding parking in downtown Sidney with just over half of the respondents (53%) having issues finding on-street parking, whereas 46% of the respondents do not have any issues finding parking. Only a small sample of the participants (7%) had issues with finding off-street parking.

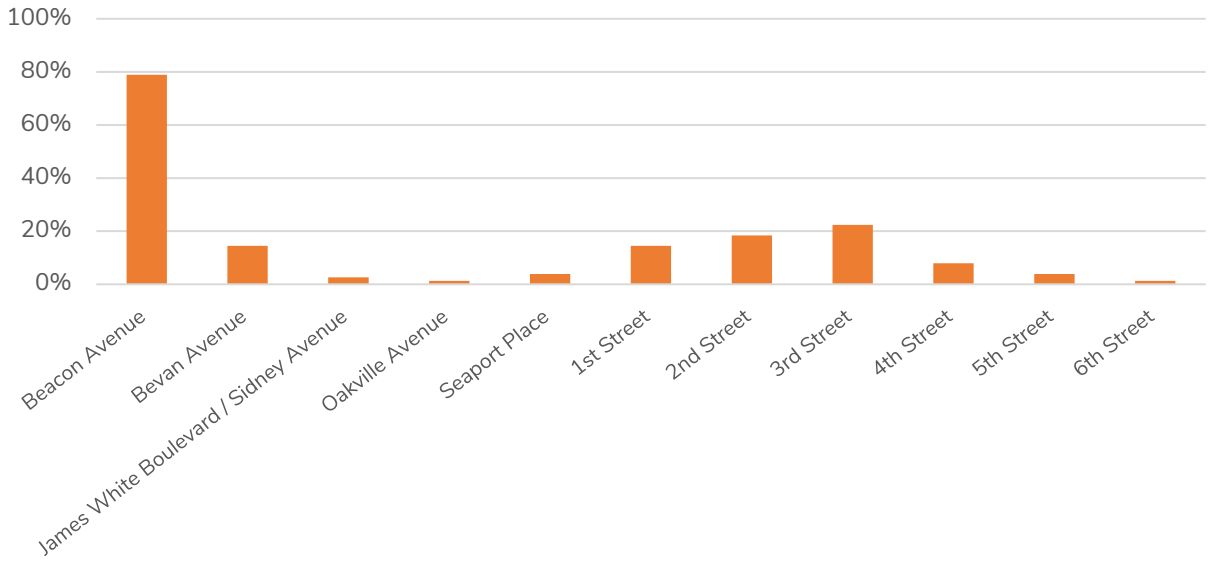


Figure 25. Consistent Difficulties Parking for Specific Streets

Following the previous question around specific streets where it has been consistently difficult to find a parking space in downtown Sidney, 53% of respondents indicated that they have been experiencing difficulties finding parking on-street with most respondents highlighting Beacon Avenue as the street where it has been difficult to find on-street parking. Third Street, Second Street, and Bevan Avenue followed with a significant gap 22%, 18%, and 15% respectively. Most respondents explained that Beacon Avenue is typically busy and therefore they are deciding to park on side streets where parking is much easier to find.

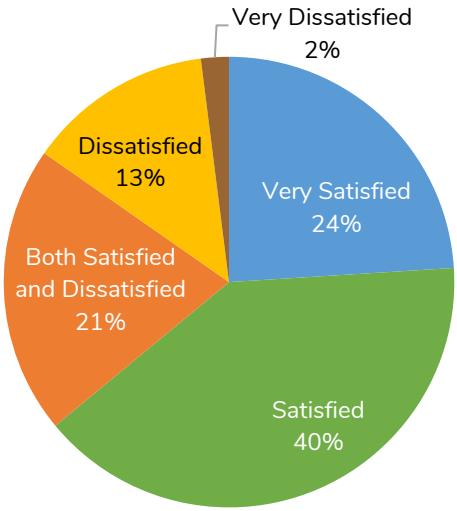


Figure 26. Satisfaction with Downtown Parking

Most respondents (64%) ultimately expressed their satisfaction with parking conditions in downtown Sidney, with 15% being dissatisfied to some extent.

Lastly, several ideas were presented to participants that could be explored as part of this study that would help the Town of Sidney addressing parking needs now and in the future. The top five ideas that the survey respondents selected to address parking needs were:

1. More free short-term parking (44% of respondents)
2. Better wayfinding to long-term parking lots (38% of respondents)
3. Pavement markings to delineate on-street parking stalls (28% of respondents)

4. Development of a parkade to improve access to daily/long-term parking (27% of respondents)
5. Enhanced sidewalks and more bike infrastructure to support active transportation (23% of respondents)

The key highlights from the intercept survey are as follows:

- Most parkers:
    a. Are generally satisfied with parking conditions
    b. Don't have a hard time finding parking
    c. Find parking right away
- The desire for a parkade is driven by the perception of a parking problem, but is not actually required at this time, and unlikely to be required in the future if other parking demand management techniques are implemented
- Better wayfinding to long term parking lots should be further explored

4.0 GUIDING PRINCIPLES

Four guiding principles were established to inform the strategic direction and actions of this parking study. The guiding principles are intended to assist the Town in decision-making around parking policy, management, enforcement, and sustainable transportation planning.

- **Parking as a Limited Resource:** Parking spaces are actively sought after and those in the premium locations are more rivalrous than those in less busy areas. These spaces are therefore valuable and in limited supply and should be carefully managed accordingly. Similar to a natural resource, increasing parking supply may not reduce its demand.

- **Accessible Parking**: Continue to consider and monitor the need for accessible parking to ensure those who need parking most are prioritized.

- **Sustainable Transportation Options:** In alignment with the OCP and draft ATP, encourage a shift away from single-occupancy vehicle travel by expanding transportation options such as improved transit service, a more robust active transportation network, and planning for new mobility options (e.g., e-bikes, e-scooters, and carsharing).

- **Long-term Parking Options**: Continue to consider long-term or all-day parking options for employees to accommodate their parking needs and to reduce pressure on on-street parking supplies that are intended for customers and visitors.

5.0 STRATEGIC DIRECTIONS & ACTIONS

5.1 On-street Parking Management

On-street parking is within the Town's public right-of-way and represents the largest supply of parking within the community. Within the study area, the Town manages 1,087 on-street parking spaces and has direct authority regulating these spaces. Given the importance of on-street parking, and the Town's OCP's direction to effectively manage parking demand in the downtown core area, Sidney will need to balance the needs of providing storage for vehicles with accommodating mobility for people walking, cycling, and taking transit.

A **Strategy Area** refers to the key thematic parking management topics that are informed by the guiding principles, the data collection, and best practices research.

An **Action** refers to *how* the Town could improve parking conditions to align with the guiding principles.

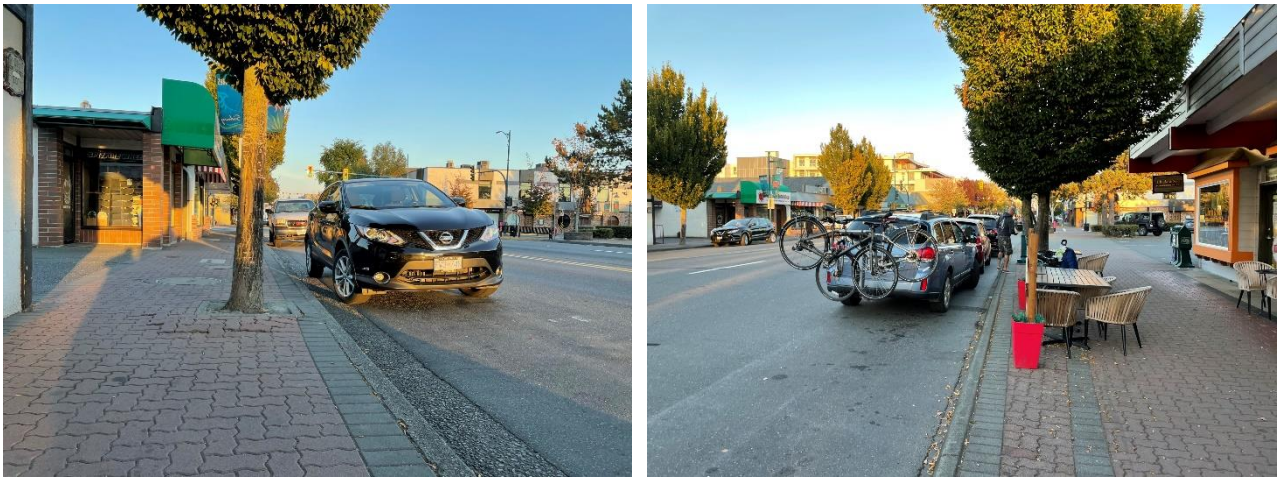
This strategy area includes actions that the Town should consider to improve the management of publicly-owned on-street parking spaces within and surrounding the downtown core.

5.1.1 Action 1A: Remove Markings for Delineated Stalls

Rationale

Most of the on-street parking spaces within the downtown core area currently have pavement markings, although some have faded and are difficult for the parker to see. While delineating parking spaces can help reduce instances of "double-parking", for example, in the case of downtown Sidney where road space is constrained and demand for on-street parking is high, they present major drawbacks, as follows:

- Within the downtown core area, the length of a parking stall at the block ends is between 6 and 6.5m whereas the stalls in the middle of the block are 7m. These parking stall lengths are designed to accommodate standard passenger cars and larger vehicles like a pickup truck; however, they are excessive for most passenger vehicles. As a result, the current parking stall markings may be limiting the number of vehicles that could park on a given block.
- Delineated parking stalls also need to be maintained on a regular basis to ensure they are visible to the parker. This takes resources, and budget from the Town's maintenance budget.



Example of faded parking stall markings on Beacon Ave (left). Photo at right shows an example of parked vehicles on Beacon Ave at Fifth St where vehicles were observed to not park within the marked stalls.

There are several blocks in the study area that were observed to have over 100% parking utilization on the peak day (October 5, 2022), which indicates parkers are ignoring the pavement markings. These blocks include:

- Fourth Street, both sides (Bevan Avenue to Beacon Avenue)
- Fourth Street, west side (Beacon Avenue to Sidney Avenue)
- Third Street, both sides (Bevan Avenue to Beacon Avenue)
- Beacon Avenue, north side (Second Street to Third Street)

Therefore, if pavement markings were removed from the on-street parking stalls, additional vehicles could park thereby increasing the supply and reducing the utilization.

Recommendation

1. **Remove (or allow to fade) all parking stall markings for spaces in the commercial core area**.
2. If the Town decides to pursue paid parking (**Action 1G**), the stalls could be delineated through other means than pavement markings such as number posts and use of license plates, for example.

5.1.2 Action 1B: Implement Consistent Time Restrictions

Rationale

One of the recommendations in the 2016 Sidney Downtown Parking Study was to implement consistent time restrictions. The study noted that parking restrictions vary between 8:00 a.m. to 5:00 p.m. or 9:00 a.m. to 6:00 p.m. with some being in effect Monday to Friday and others Monday to Saturday. The study recommended that the restrictions be consistent and in effect from 9:00 a.m. to 5:00 p.m. Monday to Saturday to make it easier for drivers to understand and to ensure consistency.

The recommendation from the 2016 still has not been implemented as there are seven different time frames associated with the 2-hour parking restrictions within the study area.

Recommendation

1. **Change all existing two-hour time limits to be in effect Monday to Saturday from 9:00 a.m. to 5:00 p.m.** Parking conditions should be monitored in the future to review the hours when the time limit is in effect, such as extending the closing of the time limit from the proposed 5:00 p.m. to 6:00 p.m. or 8:00 p.m. If a change in window for two-hour parking is considered it should be applied consistently to all two-hour restriction areas.
2. **Change all existing one-hour time limits to be in effect Monday to Saturday from 9:00 a.m. to 5:00 p.m..**
    a. As part of this change, it is recommended that the block with an existing 30-minute parking restriction (Fourth Street between Sidney Avenue and Mount Baker) change to a one-hour restriction. The 30-minute parking is more difficult to enforce and too long to function as short-term parking and/or passenger pick-up / drop-off.

5.1.3 Action 1C: Implement One-Hour Parking Restrictions on Busier Blocks

Rationale

There are several locations in the study area where parking utilization was observed to be consistently high. This included:

- First Street (Oakville Avenue to Beacon Avenue)
- Second Street (Oakville Avenue to Beacon Avenue)

All of these blocks along these streets are currently signed as two-hour parking but should be candidates for a shorter time restriction such as one-hour parking. Modifying the time limit from two hours to one hour will promote more turnover and allow more people to access convenient parking in the downtown, which provides a benefit to downtown businesses. For customers/visitors accessing businesses fronting a block with a one-hour time limit and require more time, they can either: (1) park on an adjacent block where there is a two-hour time limit or (2) choose one of Town-owned off-street lots where three-hour time limits are in effect.

Recommendation

1. **Convert the following street blocks to a one-hour time limit to be in effect Monday to Saturday from 9:00 a.m. to 5:00 p.m.:**
    a. First Street (Oakville Avenue to Beacon Avenue)
    b. Second Street (Oakville Avenue to Beacon Avenue)

5.1.4 Action 1D: Increase Targeted Enforcement on High Parking Duration Blocks

Rationale

There are several locations in the study area where vehicles were observed to park longer than the time restriction allowed. As shown in **Figure 27**, the locations include:

- Resthaven Drive, both sides (Beacon Avenue to James White Boulevard)
- Beacon Avenue (most blocks from Resthaven Drive to Second Street)
- Fifth Street, west side (Oakville Avenue to Bevan Avenue)
- Third Street (Oakville Avenue to Bevan Avenue)

More targeted enforcement on these blocks will also help promote more turnover and allow more people to access convenient parking in the downtown.

Recommendation

1. **Undertake more frequent enforcement on weekdays of the following blocks to ensure vehicles are complying with the time restriction:**
    a. Resthaven Drive (Beacon Avenue to James White Boulevard)
    b. Fifth Street, west side (Oakville Avenue to Bevan Avenue)
    c. Third Street (Oakville Avenue to Bevan Avenue)

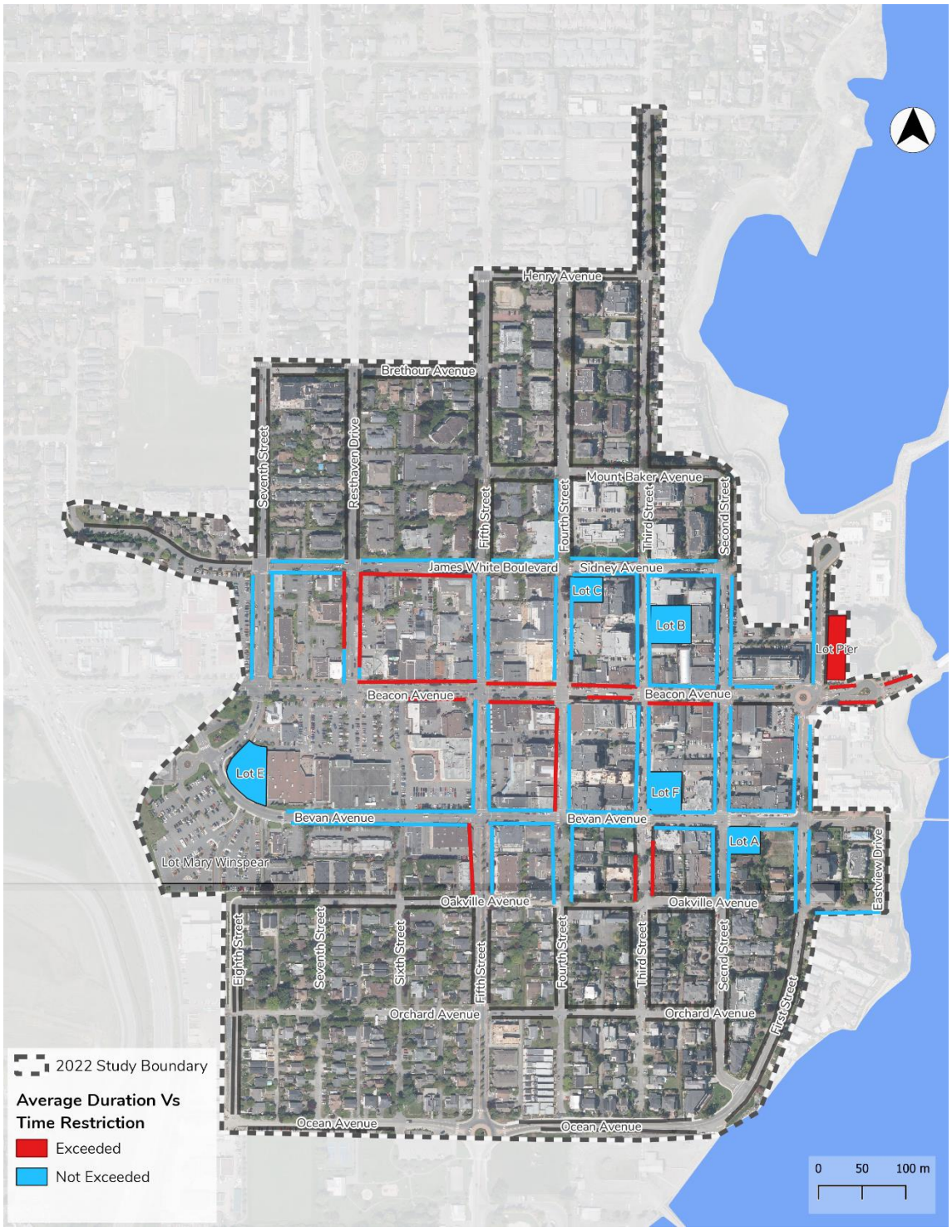


Figure 27. Average Parking Duration Compared to Time Restriction

5.1.5 Action 1E: Consolidate Passenger Pick-up & Drop-off Zone

Rationale

The Town currently has 27 on-street parking spaces that are intended for short-term parking as follows:

- 5-minute restriction (1 space)
- 10-minute restriction (18 spaces)
- 15-minute restriction (8 spaces)

None of these parking restrictions are identified or defined in the Town's Streets & Traffic Bylaw. As such, it is unclear how [a] they are different from each other, [b] what purpose they are serving, [c] how the need for these restrictions are identified / required / requested, or [d] how the length of time is decided. All of these parking restrictions should be consolidated into one restriction called "passenger loading" and be signed for 5-minutes. They would be intended for passenger drop-off / pick-up (e.g., ride-hailing, food deliveries). This would help reduce the need to use a standard on-street parking space and reduce the overall number of vehicles circling around the block looking for a vacant space to park for a quick pick up/drop off.

The City of Vancouver, for example, has created a specific "passenger zone" with corresponding signage. These zones are in front of areas where large groups of people are being dropped off or picked up, including hotels, theatres, night clubs, and community halls. These zones allow for loading or unloading of passengers for up to 3 minutes.

Example of passenger zone signage from City of Vancouver (left) and City of North Vancouver (right).

Recommendation

1. **Consolidate all short-term parking restrictions (e.g., 5-,10-, and 15-minute restrictions) into a single passenger zone restriction with a 5-minute time limit**. The signage should be similar to the City of Vancouver's passenger zone and would be in effect Monday to Saturday from 9:00 a.m. to 5:00 p.m.
2. **Develop a policy outlining where passenger zones are permitted**. The following should be considered:
    a. Allow one passenger zone per block per side. More than one zone could be considered per block at the discretion of the Director of Engineering.
    b. Only allow passenger zones adjacent to locations where a higher level of pick-up / drop-off activity is expected including [a] hotels and [b] mixed use buildings with a residential component where access to the residential dwelling is from the street.
3. **The Streets and Traffic Bylaw should also be amended to include the new passenger zone.**
4. **Undertake targeted enforcement of the passenger zones at different times of the week to determine if vehicles are parking within the 5-minute restriction.**

5.1.6 Action 1F: Adopt On-Street Accessible Parking Design Standards

Rationale

As discussed in **Action 1E**, the Town only has five on-street accessible parking spaces. While each space has the same length (6.1 metres), they are inconsistent in their design including signage and pavement markings. Several communities in Canada—including the City of Victoria— have adopted accessible parking design standards to provide more consistency and to improve the overall parking experience for those who require this type of parking. Further, people with mobility challenges that drive independently are more sensitive to location-related barriers encountered after parking (e.g., the proximity of a parking space to a destination and access to the sidewalk).

More broadly, the purpose of providing a consistent design for accessible parking is two-fold:

1. **Make it easier for users to find parking**. This could be achieved with clear signage, pavement markings, and blue painted curbs, for example, which improve the visibility of on-street parking spaces.
2. **Reduce instances of misuse of accessible parking stalls**. Related to #1, having clearer marked accessible parking spaces can help reduce the number of tickets

issued to other drivers by visually alerting them to the fact that these stalls are only available for accessible parking users.

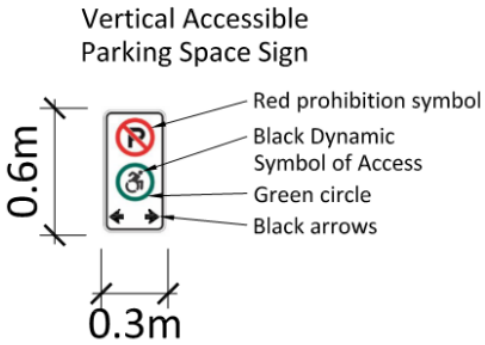
In addition, accessible parking standards should consider the needs of those who require more space for loading and unloading such as people using a wheelchair. Many of the Town's downtown streets already have a constrained right-of-way with little additional width available for on-street parking. However, there are some design changes that should be made to existing accessible parking spaces to make them align with best practices:

- The stalls should have an access aisle painted blue or a "no parking zone" behind the vehicle to make it easier for those using a rear lift to enter/exit their vehicle.
- The spaces should be located adjacent to sidewalk curb ramps (at back of vehicle) to make it as easy as possible for user to access the sidewalk. They may include placing the spaces at the beginning of the blocks to utilize existing letdowns.
- The spaces should be located next to a clear sidewalk/boulevard space (free of any obstructions) to make it easier for wheelchair users to enter/exit their vehicle using a side lift.

Example of an on-street accessible parking stall in the North Park neighbourhood of Victoria.

Recommendation

1. **Establish accessible design standards for on-street parking spaces**. This could include the following:
    a. Design & Layout
        i. The length and width of the stall should have the same dimensions as a regular on-street stall. However, a no parking zone (access aisle) should be provided behind all accessible stalls and be a minimum of 1.8m in width.
        ii. A curb ramp should align with the no parking zone (access aisle) to ensure there is an accessible path of travel from the road to the sidewalk.
        iii. A clear 2m sidewalk/boulevard space should be provided adjacent to the side doors to make it easier for wheelchair users to enter/exit their vehicle using a side lift ramp.
    b. Curb
        i. All accessible spaces should have a blue painted curb.
    c. Signage
        i. A standalone vertical sign should be installed at each standard and van accessible parking space consistent with best practices shown below.



Example of the type of signage recommended for on-street accessible parking.

Source: City of Victoria

d. Pavement Marking:
    i. The pavement marking should have a blue background with the new International Symbol of Access in white for high tonal contrast.

International Symbol of Access

5.1.7 Action 1G: Increase Supply of Commercial Loading & Accessible Parking Stalls

Rationale

The Town's OCP provides important context on how the community is anticipated to change over the next 17 years. In general, the OCP indicates that the Town will direct commercial and higher density residential development towards the downtown core. Objective 6.2.5 of the OCP states that:

"*To encourage residential intensification in the downtown core, above commercial development with a mix of residential unit types, prices and tenures that make living downtown accessible to people with a wide range of incomes and at all stages of life.*"

Further, policy 6.3.2 states that:

"*In addition to Sidney's downtown continuing to serve as the commercial centre for the community, it will also function as the regional service centre for the northern part of the Saanich Peninsula.*"

Based on these objectives and policies, the Town is anticipated to see more commercial growth in the downtown over the next 17 years. Further, recent trends in curbside management, including increased commercial deliveries indicate that demand for commercial loading spaces will increase over time. Yet, currently, there are only three

commercial loading zones[5] the downtown core area, which may be insufficient to serve the commercial needs of the community over time.

Further, according to demographic projections completed as part of the OCP update, over the next four years, the fastest growing age group is adults 75 to 84 followed by adults 65 to 74. With an aging population, it is anticipated that some older adults will required vehicle parking closer to their destination due to a mobility impairment and therefore the need for accessible parking could increase. Yet, the Town currently has only five on-street accessible parking spaces, which may not be sufficient as the population ages over time.

Given the anticipated increase in demand for both commercial loading and on-street accessible parking spaces, the Town should take a strategic approach to increase the supply of both types of parking and designate them in the same location. The rationale is two-fold:

1. While not formally observed as part of this study, other communities have documented instances of accessible parking spaces being utilized by commercial vehicles (e.g., parcel delivery vehicles, construction vehicles, and vehicles unloading) due to the lack of loading spaces available. Increasing the supply of commercial loading stalls and locating them in similar locations of accessible parking may reduce the likelihood of drivers misusing accessible parking spaces.
2. Both types of parking benefit from having access to a curb ramp to facilitate commercial deliveries and allowing those with a mobility aid to access the sidewalk more easily.

<u>Recommendation</u>

1. **Along Beacon Avenue, pilot one commercial loading space and one accessible space at the following locations**:
    a. Between Fifth Street and Third Street (both sides) at the west end of the block
    b. Between Fourth Street and Third Street (both sides) at the west end of the block

[5] Commercial loading zones are defined the Town's Streets and Traffic Bylaw as "an area or space on a roadway established by the authority of this bylaw for the use of commercial vehicles in the loading and unloading of materials or passengers." For the purposes of this study, they are distinct from the passenger zone recommended in Action 1E, which is more intended for passenger pick-up and drop-off and food delivery vehicles and not for larger commercial delivery vehicles.

2. **Along Fourth Street, designate one commercial loading space and one accessible space between Sidney Avenue and Beacon Avenue (west side) at the south end of the block.**
3. **Along Third Street, add one accessible space immediately adjacent to the commercial loading space at southern end of the block at Beacon Avenue (east side)**.
4. **Along Second Street, add one accessible space immediately adjacent to the commercial loading space at northern end of the block at Beacon Avenue (west side)**.
5. **Along Beacon Avenue at Beacon Park, convert one of the spaces in the middle of the perpendicular parking row to an accessible parking space. This would result in two accessible parking spaces next to one another where an access aisle could be shared.**

5.1.8 Action 1H: Pilot Paid Parking on Beacon Avenue

Rationale

Policy 16.5.6 of the Town's OCP states:

"*Continue to review demand for parking on-street and in off-street public lots and utilize management strategies such as priced parking and time restrictions to ensure demand does not exceed available supply*".

The results of this study found that overall parking utilization across the study area did not exceed the 85% target occupancy rate at any point across the four count days. That said, the parking utilization for Beacon Avenue was found to be significantly higher compared to other locations in the study area (see **Figure 28**). Specifically, the parking conditions are close to or exceed the desired 85% target for utilization, with an average 72% across the four counts. Utilization exceeds the 85% target however, from 10:00 a.m. to 4:00 p.m. This indicates that during this time period there is insufficient parking supply to meet the demand and would benefit from paid parking to encourage turnover.

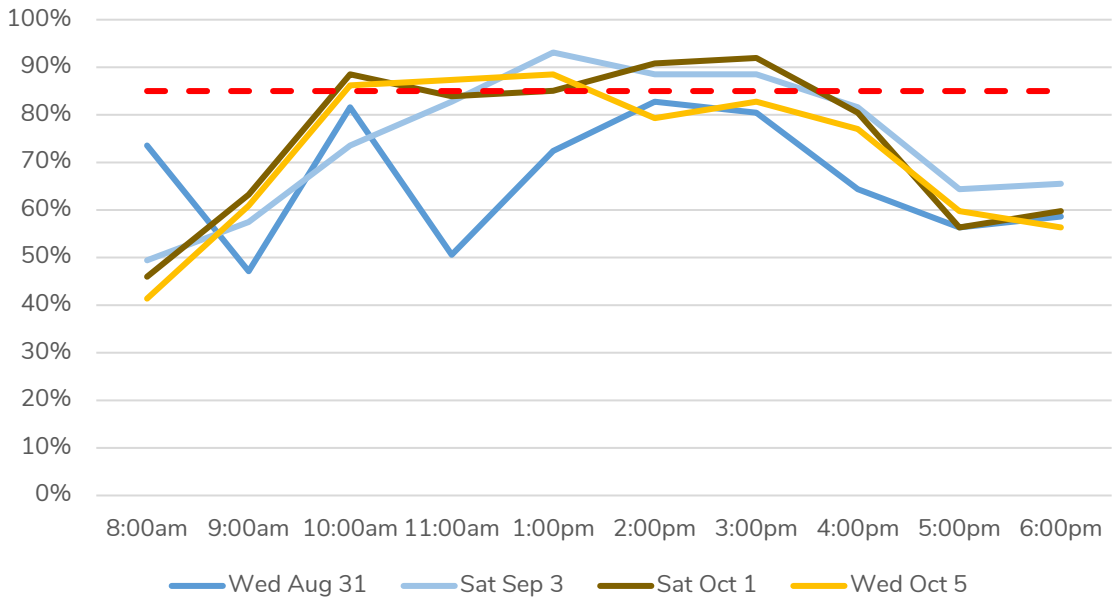


Figure 28. Parking Utilization For Beacon Avenue

Based on the OCP policy direction, and the parking utilization data for Beacon Avenue, there is strong rationale to pilot paid parking to manage demand. The primary purpose of paid parking is to manage parking demand, and not to generate revenue. Revenues are used to offset the costs of implementing and maintaining the paid parking. This can help reduce single-occupancy vehicle travel, increase average vehicle occupancy, and increase the availability of short-term parking.[6] The relative advantages and disadvantages for priced parking are summarized below.[7]

[6] Transportation Research Board. (2005). *Parking Pricing and Fees: Traveler Response to Transportation System Changes, Chapter 13: Parking Pricing and Fees*. Retrieved from: www.trb.org/Publications/TCRPReport95.aspx

[7] Litman, T. (2018). Parking Pricing Implementation Guidelines. Available online at: https://vtpi.org/parkpricing.pdf

Advantages
• Paid parking will address the potential shortfall of parking supply during peak periods by reducing parking demand. • It can increase turnover of the most convenient spaces. This increases consumer convenience, facilitates deliveries, and reduces cruising for parking (i.e., searching for an unoccupied space). • Encourages parkers to seek long-term or all-day parking to use less convenient spaces. • Paid parking can reduce travel demand, encourage alternative modes of travel, and alleviate traffic congestion. • Paid parking will generate revenue to offset the capital, operating, and management costs of a parking facility. Further, this will shift the cost of parking on to those that use it.

Disadvantages
• Paid parking will increase the likelihood of spillover into the surrounding area from drivers avoiding to pay for parking. • Paid parking may be negatively perceived by the community as an opportunity to profit. • Paid parking will impose a cost to employees and visitors wanting to park in one area that is not imposed in another area. • Paid parking may create a real or perceived barrier to accessing parking in the area.

As outlined by Donald Shoup, there are several strategies a driver can follow to economize on paid parking without reducing their travel. They can: (1) drive at off-peak hours when on-street paid parking is cheaper or not in effect, (2) park where prices are lower and walk farther to their destinations, (3) park for a shorter time, (4) park off-street, (5) carpool and split the cost of parking, or (6) take transit, cycle, walk, or use another sustainable mode of transportation to reach their destination.[8]

[8] Shoup. D. (2006). Cruising for Parking. In D. Shoup, *Parking and the City. Routledge, Taylor & Francis Group: New York.*

Piloting paid parking on Beacon Avenue would be the first opportunity to "test" the impact of this demand management tool and signal that parking is a limited—and valuable—resource within the commercial core area. Further, research and evidence from other communities has proven that market prices can reduce conflict over scarce resources.

The risk of not pursuing paid parking on Beacon Avenue is that parking pressures may continue to increase unabated. Consequently, more drivers may spend more time cruising for an on-street parking space on Beacon Avenue, which can impact traffic operations on the roadway and increase driver frustration. Further, more time cruising or searching for parking can result in less time for a customer to visit a downtown business.

Recommendation

1. **Establish a base parking rate for hourly pricing on Beacon Avenue from Resthaven Drive to Beacon Wharf. The specific rate would need to be determined through a market scan, consultation with the Sidney BIA, and once the Town has costed out capital and operating costs associated with paid parking.** This would effectively eliminate the existing 1-hour restriction and replace it with paid parking.
    a. The time limit would remain at 1-hour to encourage turnover of the vehicle parking stalls.
    b. If drivers want to park longer than one hour, they will have to relocate to a different block (side street) or park in an off-street parking lot where most stalls are signed for 3-hour parking.
2. **Establish payment to be in effect on Monday to Saturday from 9:00 a.m. to 5:00 p.m.**
    a. There would be no paid parking during evenings and on Sundays/holidays.
3. **Introduce the pilot program starting summer 2024 for a period of two years**. This would provide the Town with sufficient time to educate the community about the benefits of the pilot program and acquire the parking technology needed to facilitate paid parking (see **Action 1G**). Even though there may bay cost savings and efficiencies with rolling out paid parking across the entire commercial core area (see **Action 1J**), it is recommended that the Town focus the pilot on Beacon

Avenue initially. At the end of the pilot program, it is recommended that the Town report the following indicators:

a. Parking utilization over the course of the day in the summer months compared to the off-season on Beacon Avenue and adjacent side streets.
b. Parking duration and turnover over the course of the day in the summer months compared to the off-season on Beacon Avenue and adjacent side streets.
c. The overall revenue generated from the pilot program and the cost to implement.
d. An indication of how the revenue will be spent (see **Action 1J**).

4. **Conduct daily enforcement once pilot is in effect.** The Town will need to ensure that there is regular enforcement of the paid parking spaces. Robbins Parking will be able to use parking technology to determine if the parker has paid for the stall or not and issue fines accordingly.

5.1.9 Action 1I: Adopt Parking Technology to Facilitate Paid Parking

Rationale

Piloting the paid parking program on Beacon Avenue will require capital funds to acquire the technology to facilitate and collect payment. There are three common approaches to administering paid parking:

1. **Parking meter:** Customers pay for parking via coin, mobile, or smartphone payment at a physical station located for every two parking spaces.
2. **Parking kiosk:** Customers pay for parking via cash, coin, credit card, pre-paid parking card, mobile / smartphone payment at a physical station located on every street block. Customers enter their vehicle license plate or a parking stall number.
3. **Mobile app:** Customers use their phones to par for parking through an application. In Tofino, for example, drivers pay for parking at the beaches through the "HONK" app, which relies on a QR code system to facilitate payment. The City of Victoria uses the *ParkVictoria* app (in addition to its parking kiosks and meters) to make it easier and more convenient for those who prefer to pay from their phones.

Example of a parking kiosk in Tofino where parkers could also pay for parking through the HONK app.

Source: Tofino-Ucluelet Westerly News, City of Vancouver, and HONK

Parking Meter

Parking Kiosk

Parking Payment App

Recommendation

1. **Install a minimum of one parking kiosk per block and side of road where paid parking is in effect along Beacon Avenue.** Parking kiosks should be consistently located near the middle of the block face to ensure customers are familiar with the location for any given block and minimize walking distance to a kiosk. It is recommended that the Town use parking stall numbers, which would allow the parker to enter the number into the kiosks. This is often more user-friendly that entering a license plate, which some drivers may forget.
2. **Consider installing a dedicated parking meter in front of accessible parking spaces**. This minimizes the distance that people parking in an accessible parking need to travel when paying for parking. The cost of parking kiosks depends on the manufacturer, the size of the unit, the number of transactions, etc., with a range of $7,000 to $15,000 per kiosk.
3. **Explore a parking payment app option.** This would provide a convenient option for those who are already accustomed to paying for parking (e.g., visitors, tourists).
4. **Explore a parking pass program**. Another option to make it as easy as possible for Sidney residents is to allow people to pick up a parking card / pass from Town Hall where they could add credit to it. The card would be inserted into a parking kiosk and would need to be toped up when low on funds.

5.1.10 Action 1J: Establish Paid Parking in Commercial Core Area

As a long-term action and depending on the results from the recommended paid parking pilot on Beacon Avenue (see **Action 1H**), the Town could consider establishing paid parking across the commercial core area. The rationale for this recommendation is similar to **Action 1H**, which is to manage parking demand, and not to generate revenue. However, if the Town were to pursue paid parking in the commercial core area, it could consider using the revenues to pay for downtown streetscape revitalization projects that meet the vision and standards outlined in the Town's *Downtown Streetscape and Urban Design Standards*.[9]

This would be similar—but not identical to—a parking benefit district, which have been introduced in various municipalities in the United States. A parking benefit district refers to a designated area where all revenue collected from paid parking is directed to a local neighbourhood fund instead of the general municipal fund or parking fund. Money collected within the parking benefit district is usually used to fund neighbourhood improvements and/or programming, which could include sidewalks, bike facilities, street furniture, art, etc.).

For example, the City of Pasadena, California dedicates all parking revenues to downtown improvements, as directed by an advisory board of business and property owners.[10] Initially, residents and businesses were opposed to paid parking in the City's downtown core, until the community benefits from revenues were established. This was portrayed to the public through stickers on all parking meters stating, "Your Meter Money Will Make a Difference: Signage, Lighting, Benches, Paving."

Recommendation

1. **Consider establishing paid parking in the commercial core area following the results of the recommended paid parking pilot on Beacon Avenue.**
2. **If paid parking is established in the commercial core area, it is recommended that revenues be earmarked for downtown streetscape revitalization projects**

[9] Town of Sidney & D'Ambrosio Architecture & Urbanism. (2018). Downtown Streetscape & Urban Design Standards. Available online at: http://www.sidney.ca/Business/Projects___Initiatives/Downtown_Streetscape___Urban_Design_Standards.htm#:~:text=The%20Downtown%20Streetscape%20%26%20Urban%20Design,opportunities%2C%20or%20capital%20projects%20occur.

[10] Koloszvari, D. & Shoup, D. (2003). Turning Small Change into Big Changes, available online at: http://shoup.bol.ucla.edu/SmallChange.pdf

that meet the vision and standards outlined in the Town's Downtown Streetscape and Urban Design Standards.

3. **Consult with the public and stakeholders, in partnership with the Sidney BIA, to identify other priorities that could be targeted with revenues from paid parking.**

5.1.11 Action 1K: Explore a Residential Parking Permit Program

Rationale

Currently, the Town does not have a formal residential parking program. The Streets & Traffic Bylaw permits vehicles to park on-street for a maximum of 24 hours. Based on the parking counts, the majority of the residential streets within the study area exhibited low to moderate parking utilization on the peak day (October 5th, 2022). Except for Brethour Avenue (from Resthaven Drive to Fifth Street) and Third Street (from Mount Baker Avenue to Henry Avenue), the parking utilization on residential roads was below 75%.

Therefore, based on current trends, the local and collector roads within and in proximity to the downtown core area are not showing signs of parking pressure during the day when demand for parking in the downtown core area is highest.

What is a residential parking program?

Municipalities typically introduce a residential parking program when demand for on-street parking is high from existing residential properties and/or from nearby parking generators that spillover into a residential neighbourhood. There are two main types used to manage residential parking including (1) resident parking only signage or (2) residential parking permit systems.

However, as the Town continues to see more residential growth and intensification in the downtown core area, there may be increasing demand for on-street parking, where vehicles could spillover to surrounding residential areas. Similarly, if the Town explores paid parking more formally across the downtown core area, there is a potential risk that vehicles could spillover over into adjacent areas to seek out free on-street parking options. Residential parking permit systems provide parking options for residents living adjacent to areas with high parking demand to minimize the potential number of spillover vehicles that park on-street beyond permitted restrictions. They can also, however, require more staff time and resources for administration and enforcement.

Based on research and a review of best practices conducted as part of this study, a residential parking permit program would be a better option for the Town than residential parking only signage. The two main benefits of a permit system include:

- It would give the Town more control as the number of residential parking permits per household could be capped
- These systems typically have an annual renewal fee, which helps municipalities offset the costs of administering the program

Recommendation

1. **Develop a Residential Parking Permit Council Policy to provide more information about the purpose of the residential parking permit program, its administrative procedures, and the process of obtaining a permit when paid parking is piloted.** Ultimately, the policy could include the following:
    a. General intent of the program.
    b. The criteria for the permit program including the process for how residents can request permit parking, which is typically done through a petition process.
    c. Administrative requirements including how to obtain a permit and the number of permits allowed per household.
    d. Enforcement.

Example of residential parking permit zone signage from the City of Vancouver. Source: Global News

2. **Determine the geographic area / zone of the permit program.** Based on the results from this study, it is recommended that the program be in effect for all local streets within the study area. This would include north of James White Boulevard (to Henry Avenue) from Seventh Street to Second Street and south of Oakville Avenue (to Ocean Avenue) from Eighth Street to First Street).
3. **Determine when the program would be in effect**.
    a. Some municipalities have their residential parking permits in effect 24 hours a day, 7 day a week. This means that only vehicles with a valid permit are permitted to park on-street within the specific residential parking permit zone. Alternatively it could be in effect only from 9:00 a.m. to 5:00 p.m. Monday to Saturday to match the time and paid parking periods.

b. In other instances, such as the City of Vancouver, non-resident vehicles are allowed to park in residential parking permit zones during the day (i.e., from 9:00 a.m. to 5:00 p.m.) for a limited amount of time such as two hours. This does not apply to residents though as long as they have a valid residential parking permit.

5.2 Off-street Parking Management

Off-street parking is also critical to the overall parking supply in the downtown core area. The Town regulates the requirement for privately owned off-street spaces during the development process through the administration of the Off-street Parking and Loading Space Bylaw (no. 2140). Outside of the off-street parking requirements within that bylaw, the Town has limited authority over these private parking lots and must be proactive in managing demand as it relates to redevelopment in the downtown as some resident vehicles may seek off-street public parking.

In addition to private parking lots for individual properties the Town currently manages 383 off-street parking spaces across seven public lots in the downtown core area. These spaces serve a similar, but different purpose to on-street parking but are equally important for serving the needs of downtown parking. They are intended to provide parkers with more time to park their vehicle.

This strategy area includes actions that the Town can consider to improve the management of publicly-owned off-street parking spaces within the downtown core area.

5.2.1 Action 2A: Retain the 3 Hour Restriction in Off-Street Lots

Rationale

There are currently four off-street lots in the downtown core area that have a 3-hour time restriction. This includes:

- Lot A
- Lot B
- Lot C
- Lot E

Combined, they offer a total of approximately 128 parking stalls with a 3-hour time restriction. These parking stalls provide an option to customers and visitors who require more time for parking beyond the 1- and 2-hour restrictions that is found on-street in the downtown core area. There are certain destinations / errands in the downtown that might take a customer just over two hours to complete. This could include a medical appointment, a visit to a hair salon, or visiting one or multiples of many tourist attractions that are available in downtown Sidney.

Further, according to the parking utilization data, these lots are moderately busy during the weekday and weekend. In addition, the duration and turnover data indicated that all of the off-street lots with a 3-hour restriction were found to have average parking

duration that was less than three hours indicating that people are parking within the stated time restriction.

Recommendation

1. **Retain the 3-hour restriction in Lot A, B, C, and E to provide those seeking parking with more than two hours of time to complete their errands**.

5.2.2 Action 2B: Allow Long-term Overnight Parking in Downtown Employee & Public Parking Lot

Rationale

The Town's 2019 Multi-Family Residential Parking Study found that average parking demand among 34 multi-family buildings included in the study was 0.97 vehicles per unit in condos and 0.86 vehicles per unit in rental buildings.[11] The study confirmed that the Town's existing off-street parking requirement of one space per unit for multi-family residential uses is appropriate. Many of the recent multi-family residential buildings constructed in the downtown core area have provided parking at a ratio of one space per unit or just below.

Even though one space per unit reflects current parking demand in the Town, there are still instances where some units do not have access to an off-street parking stall. Prospective tenants should be aware of the limited off-street parking available in the downtown before renting or buying a unit; however, some may require a second vehicle for a variety of reasons and consequently rely on on-street parking or Town-owned off-street parking. Some existing downtown residents may have a monthly (long-term) pass for the Town's Long Term Pay Parking lot (Lot F). According to an August 2022 Town staff report, there were 53 people on the waitlist for monthly long-term (i.e., overnight) parking.[12] At the time the staff report was completed, the long term pay parking lot was Lot A, where there were 36 monthly parkers out of 44 spaces available. The Town speculated that about 22 of the parkers were individuals—and not businesses—who parked their vehicle there because they did not have a dedicated off-street parking stall.

---

[11] WATT Consulting Group. (2019). Town of Sidney Multi-Family Residential Parking Study. Available online at: http://www.sidney.ca/Business/Projects___Initiatives/Multi-Family_Residential_Parking_Study.htm

[12] Town of Sidney. (2022). Report to Council: Relocation of Long-Term Pay Parking Lot. Available online at: https://sidney.civicweb.net/document/19592/Relocation%20of%20Long-Term%20Pay%20Parking%20Lot.pdf?handle=EFAE6CAFE20F4DFC9845C32735683FE9

Even though the long term pay parking lot changed from Lot A to Lot F between the Phase 1 and Phase 2 data collection period, the data still indicate that demand for long-term monthly parking is high in Lot F where parking utilization was found to be above the 85% utilization target.

By contrast, the Mary Winspear Downtown Employee & Public Parking Lot exhibited much lower parking utilization with an average utilization 37% and a daily utilization ranging from 20% to 48%. On a time of day basis, the Mary Winspear lot peaked around 2:00 p.m. with an average of 60% utilization. Parking utilization starts to pick up just before 9:00 a.m. and fall around 3:00 p.m.

In light of these findings, the Mary Winspear Downtown Employee & Public Parking Lot is underutilized and has capacity to accommodate more vehicles on a daily basis including some of the people on the waitlist for monthly parking. The lot is managed by the Memorial Park Society and therefore any changes to how the parking lot is utilized would need their permission.

Recommendation

1. **Reduce the number of parking spaces for monthly long-term parking in Lot F**. The Town will need to confirm with Robbins the number of existing monthly parkers in this lot, but it is recommended that only 10 spaces be designated for monthly parking with the rest of the spaces designated as hourly or daily paid parking. This would provide more convenient parking options for both local residents visiting the downtown core area and for tourists.
2. **Consult with the Memorial Park Society to determine if it is feasible to amend the existing parking agreement to designate up to 50 parking spaces in the Mary Winspear Downtown Employee & Public Parking Lot for monthly parking**. This number will have to be carefully monitored and will require periodic enforcement to ensure that those who are parked in the lot have a monthly permit.

5.2.3 Action 2C: Install Real-time Parking Information Displays

Rationale

None of the Town-owned off-street parking lots currently provide information about parking occupancy. Some of the off-street lots were observed to be busy with Lot F exceeding the 85% target for utilization between 11:00 a.m. to 2:00 p.m. Even though some lots are less busy than others, communicating parking availability to drivers seeking parking can be useful for managing demand, minimizing cruising, and reducing

the amount of time it takes to find parking. Real-time parking information is an important communication tool that can improve the overall parking experience.

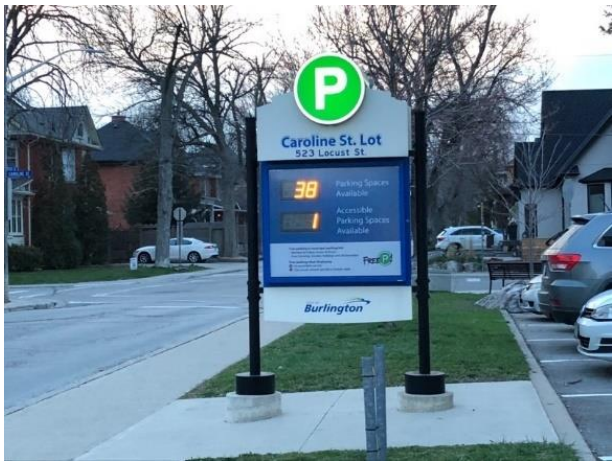
Real-time information can better communicate to drivers the availability of parking. Several structured parking facilities in other jurisdictions have availability signs outside that identify how many spaces are available. These signs are updated every time a vehicle exits or enters the facility and can control entrance activity if the parking facility is at full capacity.

Intelligent parking systems such as real-time space availability displays involve digital wayfinding signs that direct drivers to available capacity at nearby parking facilities. These signs allow drivers to proceed directly to locations that have parking available and reduce the amount of searching.

Real-time parking information includes the following aspects:

- **Parking availability**: identifies how many parking spaces are available.
- **Pre-planning:** allows users to shop, reserve, and pre-pay for a parking spot.
- **Locational map**: a map that allows a user to "pin" where they parked to ensure users can always find their vehicle.
- **Directions**: once a user finds a parking space that accommodates their needs, the app provides the fastest directions to the parking space.

As examples, the City of Kelowna, City of Victoria, City of Burlington, and the Resort Municipality of Whistler utilize real-time occupancy displays to indicate parking availability in off-street lots.



Example of a real-time parking information display board in Burlington, Ontario. (Source: City of Burlington)

Recommendation

1. **As a longer term action, provide real-time parking information displays at the following lots:**
    a. Lot F
    b. Lot Pier
    c. Lot C

5.2.4 Action 2D: Enhance Parking Wayfinding

Rationale

Parking wayfinding was raised as a challenge and an area of improvement during the intercept survey that was conducted for this parking study. It ranked as the second most popular idea that this study should focus in order to address parking needs with 38% of the respondents selecting that option. Although parking wayfinding in the downtown core area is in place, it appears that there is a significant portion of the public that is not aware that there are available public off-street parking lots.

Parking wayfinding signage is important as it can improve the overall parking experience and assist residents, employees, and visitors to find parking easily and quickly. This has also the potential to reduce parking "cruising" and thereby mitigate traffic congestion. If drivers are unaware of off-street lots or not sure which side street they are on they may search for on-street as 'looping' for an off-street lot can be challenging, especially for those east of Fifth Street due to the one-way nature of Beacon Avenue.

Placement of the wayfinding signage is also important. For example, the parking sign at Beacon Avenue and Fourth Street is located on the left side only and past the intersection where drivers would have to turn. The sign is also located behind / below other wayfinding signage, crosswalk signage, and lower level banners causing drivers to miss the information.

Example of parking signage (highlighted with a red square) on Beacon Avenue and Fourth Street. The size and location of the sign and being surrounded by other signs may result in some visitors missing it.

Different communities have different approaches to parking wayfinding signage, with some providing basic information, like the Town of Sidney, and others providing more detailed information with real-time parking. Parking signage has the following three levels, which include: (1) basic; (2) more detailed; and (3) real-time, as shown on the next page.[13]

Basic *(Existing Town Wayfinding)*

- Simple design, typically smaller signs.
- Provide directional signage indicating where parking is located.
- Does not indicate parking lot names.

More Detailed

- More information provided, such as the name of parking lot or parkade.
- Improved orientation.
- Larger signs.
- Located further in advance of where lot is located to provide time to change lanes

Real-time

- Indicates parking lot names.
- Provides real-time parking data.
- The most expensive option relative to other sign options.

[13] BA Group. (2015). Downtown Newmarket Parking Wayfinding Assessment. Available online at: https://pub-newmarket.escribemeetings.com/filestream.ashx?DocumentId=2354

In addition to parking wayfinding signage, a best practice is to provide parking lot identification sign, which make it easier to identify parking locations. The signs are typically placed at the entrance of the lot. Although the Town provides some of that information, the information does not stand out and is typically not easily seen when driving around looking for parking. Many of the existing off-street lots do not have a parking lot identification sign at one of the entrances.

Recommendation

1. **Provide more detailed wayfinding signage with parking lot names**. Wayfinding signage could be enhanced to provide more detail, including the parking lot name, and directional signage.
2. **Provide enhanced parking lot identification signs**. This should highlight the lot name, time restriction and that is public lot.

5.3 Transportation Demand Management & Sustainable Transportation

Transportation demand management (TDM) refers to policies, programs, and services that influence why, when, where, and how people travel. TDM initiatives typically aim to reduce single-occupant vehicle (SOV) trips and encourage sustainable travel options such as walking, cycling, public transit, and shared rides. Successful TDM initiatives can result in the reduction of parking demand, through fewer vehicle trips, and have associated benefits of decreased greenhouse gas (GHG) emissions, improved personal health and well-being, reduced traffic congestion, and lower infrastructure costs.

This strategy area includes actions that the Town can consider to reduce vehicle parking demand and SOV travel to and from the downtown core area.

5.3.1 Action 3A: Advocate for Improved Transit Service to Downtown and within Sidney

Rationale

There is a significant number of policies and objectives in the OCP that support and suggest a continued effort to improve transit service across Sidney and specifically in the downtown core area. These policies include:

> *Policy 16.3.6: "Prioritize accessible, sustainable and active modes of transportation (e.g. walking, rolling, cycling, and transit) in decision-making, when designing streets and funding new transportation infrastructure. Integrate recommendations from the BC Active Transportation Plan when undertaking road upgrades."*
>
> *Policy 16.3.9: "Work with other organizations and partners to improve the safety, connectivity and quality of multi-modal transportation options between Sidney and the region, including collaboration with BC Transit"*
>
> *Policy 16.4.16: "Work with BC Transit to implement the recommendations of BC Transit's Peninsula Local Area Transit Plan."*
>
> *Policy 16.4.17: "Work with BC Transit and the Victoria Regional Transit Commission to improve the quality of transit services, including: a. Service frequency and operating hours; b. Local and regional connections; and c. Alignment with school, post-secondary, and work commuter schedules."*
>
> *Policy 16.4.18: "Work with BC Transit to establish a multimodal transportation hub in downtown Sidney near Highway 17 and Beacon Avenue that: a. Connects different transit service layers (RapidBus, Frequent, and Local Transit); b. Features a facility supportive of sustainable transportation modes including secure bicycle parking and designated parking for carsharing; c. Offers charging stations for electric vehicles and electric bikes; and d. Includes appropriate wayfinding signage."*

Policy 16.4.19: "Support the development of the future Peninsula RapidBus line between Swartz Bay and Victoria."

Recognizing the role of improved transit service in helping to reduce parking demand within the downtown core area, the Town has an opportunity to follow the policy direction of its OCP and work with BC Transit to ensure the realization of the Peninsula Local Area Transit Plan.

Source: Black Press Media file photo

BC Transit released the 2022 Peninsula Local Area Transit Plan, which builds upon the Victoria Region Transit Future Plan (2011) and the RapidBus Implementation Strategy (2021). It provides direction on the local level for transit service and infrastructure priorities over the next five to ten years.

Some of the specific recommendations that will have a direct impact on downtown Sidney and potentially incentivize more people to ride the bus are the following:

Short-term

- Improved regional connections, which recommends adding service on Route 70 and Route 72 and enhancing connections to UVic, Camosun Interurban, and the West Shore via connections to Uptown and Royal Oak Exchange.

Medium-term

- Peninsula RapidBus Line – Initial implementation, which will further increase service on Route 70 and start building towards the long-term proposed RapidBus service level target of 15-minute service from 7am-7pm, seven days a week.
- Improvements to Route 71, which will see added and expanded service on weekdays as ridership grows.
- Improvements to higher performing local coverage service levels, as ridership demand grows there is a potential to improve service to some of the local routes.

Infrastructure Priority

- Beacon Avenue RapidBus Station, with the realization of the Peninsula RapidBus line a new location for the RapidBus stop is warranted to reduce the existing routing of Route 70 which deviates significantly into Sidney from Highway 17. Careful consideration should be given to the trade-offs between ensuring reliability of service and integration with local routes in Sidney.

As part of the intercept survey conducted for this parking study, the public reported that there is a lack of information and awareness around transit and the current service levels. It is understood that Sidney downtown core's user groups consist of residents, employees, and visitors and as such marketing and awareness campaigns could be considered for these distinct groups to encourage them to use transit more frequently. These would have to be tailored to the different groups and some examples could be information around transit in the municipal newsletter, transit maps distributed at businesses, development of visitor rack cards, information kiosks near stops, and information on local websites (e.g., Sidney BIA).

Recommendation

1. **Work with BC Transit to enhance transit through the recommendations identified above from the Peninsula LATP**.
2. **Identify opportunities to enhance transit amenities, where possible, such as wayfinding maps, transit service map, real-time transit information/next bus arrival near the downtown core area**.
3. **Identify opportunities and create materials that can raise awareness of transit options for the different user groups (i.e., residents, employees, visitors)**.

5.3.2 Action 3B: Increase Supply of Short-term Bicycle Parking Downtown

Rationale

Both the OCP and the draft ATP acknowledge the importance of providing safe and secure parking for bicycles and other micromobility modes. Fear of bicycle theft or vandalism is a significant deterrent to cycling. The downtown core area already provides some short-term bike parking, especially along Beacon Avenue, but the lack of bicycle parking was flagged as a concern through the public engagement process for the ATP, which ranked fourth when asked about the main challenges for cycling in Sidney.

Example of an on-street corral on Sidney Avenue that has moved parking for micromobility vehicles away from the pedestrian realm.

Policy 16.3.3 of the Town's OCP states:

"Design and implement active transportation infrastructure that better integrates with public transit, including the provision of short- and long-term bicycle parking at key transit stops".

In addition, Action B.7 of the Town's draft ATP states:

"Provide short-term bicycle parking at all Town facilities, parks and beach accesses."

Bicycle racks are a cost effective and simple solution to promote cycling and can also reduce damage associated with locking up bicycles to trees and street furniture. Locating bicycle parking on-street can free up the pedestrian realm, with a dozen or more bicycles or micromobility vehicles able to fit into one on-street parking space.

In addition, the type of bicycle rack provided is an important consideration for both minimizing bike theft and maximizing the functionality of the rack itself. The inverted U-racks are considered appropriate for all applications as it can accommodate a variety of bicycle types and other types of micromobility, but is stronger than the current bicycle racks in Sidney (i.e., coat hanger bike racks).

Addressing the comments heard during the public engagement for the development of the ATP, bike parking in proximity to key destinations is vital to increase use of micromobility. Accessibility and convenience are key elements when considering bike parking that should factor in the placement of short-term bike parking across the downtown core area. Best practices indicate that placement of short-term bike parking should be around 15 meters from the entrance of the destination, as such the Town

should assess and aim to retrofit existing streetscapes and work with businesses to provide more short-term bike parking along destinations of the downtown core area.

Recommendation

1. **Expand on-street bike corrals on Beacon Avenue by adding two new locations**:
    a. Either south or north side between Fifth Street and Fourth Street.
    b. North side of Beacon Avenue between Second Street and First Street.
2. As opportunities arise through streetscape improvements, **work with businesses to provide more short-term bike parking along destinations of the downtown core and encourage implementation of the Town's Bike Rack Cost Sharing Policy (WS-022).**
3. **Replace all existing coat hanger racks along Beacon Avenue with inverted U-racks.**

5.3.3 Action 3C: Increase Supply of Secure Bicycle Parking Downtown

Rationale

The Town's OCP policies and the draft ATP highlight the importance of providing safe and secure parking for bicycles to enable more people to bike around Sidney. Secure bike parking can be a viable option for employees who work in downtown and do not have access to secure bike parking at their workplace, but also for people who wish to travel using multiple modes of transportation (i.e., combination of cycling and transit).

Example of bike locker. Source: City of Toronto

Several jurisdictions across Canada, including the City of Toronto, City of Calgary, and City of Kelowna, and several post-secondary institutions (e.g., Camosun College, the University of Victoria, UBC) offer a bike locker program whereby residents can rent a bike locker on a monthly basis. Monthly costs differ by municipality; in Toronto it costs $10 per month and in Kelowna its $12 per month. These lockers typically hold two bikes. In addition, as outlined in the draft ATP, and as the RapidBus line is introduced, secure bike parking should be in place at the future transit exchange to allow for multi-modal travel.

Recommendation

1. **As a longer term action, install a bicycle locker in each of the Town's off-street lots.**
    a. The specific bike locker model and design specifications will need to be determined.
    b. The Town will be responsible for maintaining the bike lockers including collecting payment for the rentals.
2. **Introduce bike valet service during special events (e.g., Sidney Street Market).**

5.3.4 Action 3D: Commit to Implement Cycling Facility Improvements in the ATP

Rationale

In December 2022, the Town released its draft Active Transportation Plan (ATP). The purpose of the ATP is to describe the community's vision and priorities for active transportation in Sidney. This includes identifying the envisioned long-term active transportation network, the type and design of active transportation facilities, and priorities for implementation and investment. The ATP and its recommendations are also supported by the Town's OCP, which contains several active transportation policies.

The ATP includes 9 priority cycling network improvements, including four specific projects that are within or connect to the downtown core area:

- Fifth Street downtown protected bike lanes
- Bevan Avenue bike lanes
- Fifth Street / Amelia Avenue bicycle boulevard
- Eighth Street south bicycle boulevard

All four of these projects should be prioritized to help manage parking in the downtown core area. Specifically, the OCP includes two objectives that support this:

> *Objective 6.2.4 | To enhance active transportation connections within and between downtown Sidney and the rest of the community and region*
>
> *Objective 6.2.6 | To effectively manage demand for vehicle parking in the downtown area.*

The provision of these facilities can help increase the number of active transportation trips to and from the downtown core area, which, over time, is anticipated to reduce demand for vehicle parking. And even though some of the proposed priority projects will result in the loss of on-street parking (e.g., Fifth Street downtown protected bike

lanes and Bevan Avenue bike lanes), the Town could provide more bicycle parking options to offset this (per **Actions 3C** and **3D**) and in line with the recommendations in the ATP.

Recommendation

1. **Commit to implementing the downtown priority cycling network improvements identified in the ATP.**

5.3.5 Action 3E: Increase the Supply of Publicly Accessible EV Charging Stations

Rationale

One of the goals in the Town's OCP is "a healthy and resilient community that takes action to address climate change". This goal directs the Town to reduce its GHG emissions at both the corporate and community levels. Further, one of the climate action policies in the OCP is to continue to support the use of electric vehicles in the community and at the corporate level by "investing in public EV charging infrastructure".

Given the Town's policy direction around EVs, and the number of parking spaces in the public right-of-way in the downtown core, there is an opportunity to expand the number of EV charging available to the community.

What is a 'networked EV charging station?'

A networked charging station or "smart charging station" refers to electric vehicle charging stations that are connected remotely to a network of charging stations allowing for payment, load sharing, access to online management tools, and access to detailed information about the usage of stations.

According to ChargeHub[14], there are currently nine Level 2 and two Level 3 (Direct Current Faster Chargers available in the Town.[15] There are two EV charging stations at Town Hall (one public and one for the Town fleet) and three additional EV charging stations located on public property including:

- Tulista Park – Level 2 station
- Third Street & Bevan Avenue Parking Lot (Lot F) – Level 2 station
- Iroquois Park – Level 2 station

The Town is currently a participant in a grant application (led by the CRD) to obtain funding for networked or "smart charging stations". If successful, this would see all of the existing EV charging stations in Sidney convert to a networked charging system. If the grant application is unsuccessful, the Town should consider the following criteria for managing and expanding the Town-owned charging stations:

- **Introducing a Fee for Charging** | all of the existing EV charging stations that are owned by the Town are free of charge. The only exceptions are the DCFC charging stations (owned and managed by BC Hydro) in Lot E. Several municipalities in the CRD including the City of Victoria, District of Saanich, and Township of Esquimalt have all introduced fees for EV charging.[16] In all three municipalities, users are subject to a $1 per hour fee for all municipally-owned Level 2 charging stations.
- **Using Networked Charging Stations** | All of the EV charging stations on public property in Sidney are serviced by Sun Country, which is a non-networked provider. This means that the station does not have the mechanism to collect

[14] More information about the EV charging stations in Sidney is available online at: https://chargehub.com/en/countries/canada/british-columbia/sidney.html

[15] **Level 2 Charging**: Uses a 208-to-240-volt circuit like those used for clothes dryers to provide 6.6 to 7.2 kilowatts of power. These stations are appropriate for home use, or in public locations where cars park for one or more hours, which allows EV owners to top up their charge while shopping, recreating, or working.
Level 3 (Direct Current Fast Charger, DCFC) Charging: Uses a 400 volt or higher circuit to provide 25 to 350 kilowatts of power. These stations are appropriate in public locations where cars park for one hour or less, which allows EV owners to charge "on the go" like at a traditional gas station or when drivers lack a dedicated charging option at home.

[16] More information about the utilization fee is available at the following links:
City of Victoria: https://www.victoria.ca/EN/main/residents/streets-transportation/streets-driving/ev-charging-parking.html#:~:text=Beginning%20on%20January%204%2C%202021,your%20preloaded%20FLO%20purchase%20card.
Township of Esquimalt: https://www.esquimalt.ca/municipal-services/sustainability-environment/electric-vehicle-charging#:~:text=There%20is%20a%20nominal%20fee%20of%20%241%2Fhour.
District of Saanich: https://www.saanich.ca/EN/main/community/sustainable-saanich/climate-change/programs-rebates/electric-vehicle-charging-stations.html

payment and cannot provide any information about the performance of the station. By contrast, a networked charging station allows for payment, load sharing, access to online management tools, and access to detailed information about the usage of stations to charging station performance data.

Moving towards networked charging stations would allow the Town to understand if its stations are being utilized and where new stations may be needed in the public network. Further, it also allows the charging station host to apply to the province's Low Carbon Fuel Standard (LCFS) to claim credits. By participating in the program, the Town can claim credits for the utilization of their charging stations. The revenue generated from the credits can help offset operating costs and/or recover some of the initial capital costs of the charging stations.

This FLO Level 2 charging station at the Esquimalt Gorge Pavilion in Esquimalt is an example of a "networked charging station".

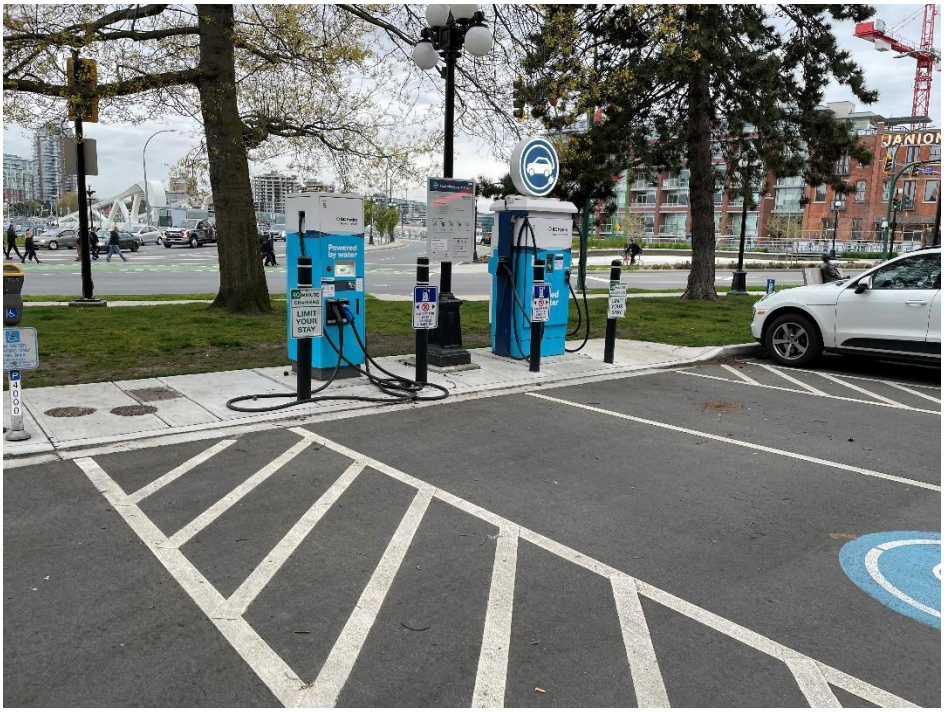
- **Providing Access to Garage Orphans** | Garage orphans refer to residents living in multi-family and single-family rental housing who do not have access to a driveway, carport, or garage for easy charging. There are several multi-family residential buildings within or on the edge of downtown that were constructed between the 1970s and early 2000s where access to EV charging was not a strong consideration. Several communities within the CRD and across Canada recognize that there are many residential dwellings that do not have access to home charging.[17] As a result, some communities including the City of Victoria for example, are making a concerted effort to prioritize public EV charging stations in locations that can provide residents with access to charging. Sidney could take a similar approach by providing curbside (on-street) charging stations that would benefit the garage orphans along with employees and visitors seeking to charge their vehicles while downtown.

[17] City of Victoria. (No date). City of Victoria Electric Vehicle and Electric Mobility Strategy. Available online at: https://www.victoria.ca/assets/Departments/Sustainability/Climate~Change/Victoria%20EV%20and%20E-Mobility%20Strategy.pdf

Many of the Town's new multi-family residential buildings have and continue to be subject to EV charging requirements in the off-street parking bylaw.

Recommendation

1. **Replace all existing Town-owned EV charging stations with networked charging stations**. There are several suppliers of network charging stations including FLO, ChargePoint, SEMA Connect, Tesla, and BC Hydro, for example.
2. **In alignment with direction from the Capital Region Local Government Electric Vehicle + Electric Bike Infrastructure Planning Guide, introduce a usage fee of $1 per hour for all Level 2 charging stations on Town property. A time limit should also be in effect and consistent with the existing time restriction on the block or off-street lot.**
3. **Explore adding curbside (on-street) charging stations in the downtown core. Potential locations could include**:
    a. First Street (Second Street to Bevan Avenue)
    b. James White Boulevard (Seventh Street to Resthaven Drive)
    c. Fourth Street and Third Street (Sidney Avenue to Mt. Baker Avenue)



Example of an on-street (perpendicular) curbside charging stations in downtown Victoria.

5.4 Parking Data Management

Effective parking management is only as good as the data collected. The Town will need to continue to take a data-driven and quantitative approach to how it monitors, manages, and make decisions on parking in the downtown core area. This strategy area includes actions that the Town can consider to ensure that parking management decisions are driven by the best available data and parking demand is monitored.

5.4.1 Action 4A: Undertake Downtown Parking Study Every 5 Years

Rationale

Policy 16.5.3 of the OCP directs the Town to complete a parking study of the downtown core every five years that "examines parking capacity and needs in order to determine appropriate changes to existing supply and requirements including assessing the feasibility of a structured parking facility in the downtown core."

This study determined that a structure parking facility in the downtown core area is not needed. A parking study conducted in five years may have a different conclusion based on changes in parking demand and utilization. More importantly, however, the future study will be able to determine [a] which of the recommended actions in this study have been implemented and [b] whether those actions are having an impact based on a series of indicators (see **Section 6.3**).

Recommendation

1. **Continue to undertake a downtown parking study every five years**.
    a. To understand trends over time and to evaluate change longitudinally, it is recommended that the parking study follow the same data collection process and methodology as the 2022 study.

5.4.2 Action 4B: Develop a Performance-based Parking Management Program

Rationale

A performance-based approach to parking can manage supply using policy and targets. It involves regularly collecting data on parking demand and adjusting the management of parking spaces to achieve a desired outcome to ensure a target occupancy rate of 85% or at least one to two parking spaces are always available on every block. Over time, as the Town grows and sees more commercial activity and residential visitors in the downtown core area, a parking management program could be an effective way to determine if and where paid parking could be introduced.

Implementation of a performance-based program is best achieved using demand-based pricing as a means of efficiently allocating parking spaces. This can help make parking management less political and more data-driven, particularly the price of parking, which is often contentious among the public and stakeholders. If the Town's approach to managing parking is based on providing a more satisfactory parking experience that ensures there is always available spaces for people to occupy, it shifts the conversation away from, "Why are we charging for parking?" to "What is the appropriate parking rate so we can ensure there is always one to two available parking spaces each block?"

Recommendation

1. **Implement a performance-based parking management program that considers regular changes to the parking management tools to achieve utilization targets.**
    a. Set a recommended target parking utilization of 75% to 85% for three periods of time—morning (8 a.m. to 11 a.m.), mid-day (12 p.m. to 3 p.m.), and late afternoon (4 p.m. to 6 p.m.) for each block—based on existing utilization trends in the downtown core area. Setting a target utilization by time period minimizes the "peaks and valleys" in demand that are hidden when data is average for an entire day.
    b. Using parking utilization as the primary metric for the initial start of the program as it is easy to understand and monitor. Consideration for other metrics, including parking duration, can be considered in the future.
2. **Establish parking zones within the study area as part of the performance-based parking program**. Parking zones should be set and not changed in order to understand changes over time. Three potential zones are recommended based on the data collection undertaken in this study and existing utilization trends including (1) commercial core area, (2) northern area and (3) southern

area. These zones would also align with the data collection routing undertaken in future downtown parking studies.

3. **Consider paid parking as a tool to be implemented as part of the performance-based parking program**. Any introduction of paid parking the downtown core area should be based on the utilization of the parking zone. For example, if the commercial area core sees a parking utilization greater than 85% during one of the three block times identified above, then paid parking should be introduced. Rates could be adjusted over time depending on the parking utilization trends.

5.4.3 Action 4C: Conduct an Intercept Survey Every 5 Years

Rationale

Through this study, parking for the downtown core area was assessed both quantitively and qualitatively, which enabled a quantitative evaluation of parking conditions along with understanding the perceptions of the public and gain insight on the public's issues and concerns with parking in the downtown core area.

The continued use of intercept surveys, in alignment with the parking study every five years, can help assess how the public perception changes over time and what they consider to be their priorities.

Recommendation

1. **Conduct intercept survey in tandem with a downtown parking study (Action 4A) every five years**.
    a. To help understand trends over time and to evaluate change longitudinally, it is recommended that the surveys follow a similar format and methodology as the 2022 study.

6.0 IMPLEMENTATION STRATEGY

6.1 Overview

An implementation strategy has been prepared to guide the Town with each of the 23 recommended actions outlined in Section 5. The implementation strategy identifies when the action could be implemented, who can help support its implementation, the overall mechanism or approach for implementation, and an indication of the high-level cost. The following information is provided for each action.

1. **Timeframe/Priority**: A timeframe for implementation including the short-term (1-5 years), medium-term (6-10 years), and long-term (10+ years). All of the actions identified in the short-term are deemed to be a higher priority and should be considered first.
2. **Role/Responsible Party**: Designation of a primary and secondary role for implementation. The Town of Sidney will be responsible for most actions, but other partners may also needed to support the action.
3. **Implementation Approach**: How each recommended action will be implemented:
    a. Capital Project – New monies required from the Town's 2023 Financial Plan and subsequent plans to pay for the action.
    b. Operating Expenditure – Monies from the planned operating expenditures in the Town's 2023 Financial Plan from relevant service areas including Planning and Development, and Engineering.
    c. Planning & Management – Refers to the Town's existing approach to administering and managing its parking services. It includes management of parking spaces (e.g., time restrictions), enforcement, and commitment of implementation of policies and actions identified in the Town's planning documents including its OCP, Active Transportation Plan, and the Downtown Streetscape & Urban Design Standards, for example.
    d. Policy & Regulation – Refers to establishing a new Town policy and/or amending a bylaw.
4. **High-level Cost**: Identifies a high-level capital and annualized operating cost:
    a. $ = <$20,000
    b. $$ = $20,000 to $200,000
    c. $$$ = >$200,000

6.2 Action Plan

Strategy Area no. 1 **On-street Parking Management**		Time	Responsibility		Implementation				High-level Cost
			Primary	Secondary	Capital	Operating	Planning & Management	Policy & Regulation	
1A	Remove Marking for Delineated Stalls	Short	Town	N/A	■	■			$$
1B	Implement Consistent Time Restrictions	Short	Town	N/A				■	$
1C	Implement One-Hour Parking Restrictions on Busier Blocks	Short	Town	N/A				■	$
1D	Increase Targeted Enforcement on High Parking Duration Blocks	Short	Town	N/A		■		■	$
1E	Consolidate Passenger Pick-up & Drop-off Zone	Short	Town	N/A			■	■	$
1F	Adopt On-Street Accessible Parking Design Standards	Short	Town	N/A			■		$
1G	Increase Supply of Commercial Loading & Accessible Parking Stalls	Medium to Long	Town	N/A	■	■			$$

Strategy Area no. 1 **On-street Parking Management**		Time	Responsibility		Implementation				High-level Cost
			Primary	Secondary	Capital	Operating	Planning & Management	Policy & Regulation	
1H	Pilot Paid Parking on Beacon Avenue	Short	Town	Parking Vendor	■	■	■		$$$
1I	Adopt Parking Technology to Facilitate Paid Parking	Short	Town	Parking Vendor	■	■	■		$$$
1J	Establish Paid Parking in Commercial Core Area	Medium to Long	Town	Parking Vendor	■	■	■		$$$
1K	Explore a Residential Parking Permit Program	Medium to Long	Town	N/A				■	$

Strategy Area no. 2 **Off-street Parking Management**		Time	Responsibility		Implementation				High-level Cost
			Primary	Secondary	Capital	Operating	Planning & Management	Policy & Regulation	
2A	Retain the 3 Hour Restriction in Off-Street Lots	Short	Town	N/A				■	$
2B	Allow Long-term Overnight Parking in Mary Winspear Employee / Public Lot	Medium	Memory Park Society	Town				■	$
2C	Install Real-time Parking Information Displays	Medium to Long	Town	N/A	■	■			$$$
2D	Enhance Parking Wayfinding	Short	Town	N/A	■	■	■		$$

Strategy Area no. 3 **Transportation Demand Management & Sustainable Transportation**		Time	Responsibility		Implementation				High-level Cost
			Primary	Secondary	Capital	Operating	Planning & Management	Policy & Regulation	
3A	Advocate for Improved Transit Service to Downtown and within Sidney	Ongoing	BC Transit	Town			■		$
3B	Increase Supply of Short-term Bike Parking Downtown	Short	Town	N/A	■	■			$
3C	Increase Supply of Secure Bicycle Parking Downtown	Medium	Town	N/A	■	■			$$
3D	Commit to Implement Cycling Facility Improvements in ATP	Short to Medium	Town	N/A	■	■	■		$$$
3E	Increase the Supply of Publicly Accessible EV Charging Stations	Short to Medium	Town	EV Charging Station Manufacturer	■	■	■		$$$

Strategy Area no. 4 **Parking Data Management**		Time	Responsibility		Implementation				High-level Cost
			Primary	Secondary	Capital	Operating	Planning & Management	Policy & Regulation	
4A	Undertake Downtown Parking Study Every 5 Years	Ongoing	Town	N/A					$$
4B	Develop a Performance-based Parking Management Program	Medium to Long	Town	N/A					$
4C	Conduct an Intercept Survey Every 5 Years	Ongoing	Town	N/A					$

6.3 Monitoring & Evaluation

Over the next several years, and especially before the Town undertakes its next downtown parking study, it will be critical for Sidney to monitor and evaluate the recommended actions to understand how well they are working relative to the overall guiding principles identified in this study. It is recommended that the Town adopt the following monitoring and evaluation indicators:

Strategy Area no. 1: On-street Parking Management

- **Parking Occupancy:** Overall on-street parking utilization across the study area and the commercial core area.
- **Parking Duration:** Overall on-street parking duration in the commercial core area.
- **Parking Turnover:** Overall on-street parking turnover in the commercial core area.
- **Parking Supply:** Total number of on-street parking spaces.
- **Accessible Parking Supply:** Total number of on-street accessible parking spaces.
- **Parking Revenue:** Total revenue collected from the Beacon Avenue paid parking pilot project and any other streets or lots where paid parking is in effect.
- **Parking Tickets:** Number of parking tickets issued by bylaw enforcement for illegal parking.

Strategy Area no. 2: Off-street Parking Management

- **Parking Occupancy:** Overall off-street parking utilization in the commercial core area.
- **Parking Duration:** Overall on-street parking duration in the commercial core area.
- **Parking Turnover:** Overall on-street parking turnover in the commercial core area.
- **Parking Supply:** Total number of off-street parking spaces.
- **Parking Wayfinding Signage:** Total number and type of wayfinding signs installed.

Strategy Area no. 3: Transportation Demand Management & Sustainable Transportation

- **Short-term Bicycle Parking**: The total supply of Town-owned short-term bicycle parking spaces.
- **Long-term Bicycle Parking**: The total supply of Town-owned long-term bicycle parking spaces (e.g., bicycle lockers, bike cages).
- **Transit Ridership:** Total number of transit boardings and alightings at the bus stops within the study area.
- **EV Charging Stations:** Total number of Town-owned EV charging stations including off-street and on-street (curbside).

Strategy Area no. 4: Parking Data Management

- **Travel Mode Share:** How residents, employees, employers, visitors, and customers travel to and from the study area.

7.0 NEXT STEPS

The 2022 Sidney Downtown Parking Study was undertaken to respond to three key objectives: (1) understand what changed since the 2016 downtown parking study was conducted, especially in the high demand areas; (2) determine what the most suitable parking management tools are to address both current and emerging challenges; and (3) determine if the Town requires additional parking capacity such as a structure parking facility.

This study found that the parking conditions have not changed significantly since 2016. Even though there are some high-demand areas (e.g., Beacon Avenue, Lot F), the overall parking conditions in the study area are underutilized. The results confirm that there is a perception of a parking problem in downtown Sidney and the data indicate that public parking is broadly available throughout the day.

Several recommended actions are included in this study to improve the overall parking conditions in the downtown and align with the overall directions in the OCP. As a next step, it is recommended that the Town begin to implement the actions identified in the short-term and monitor them over time.

WATT VICTORIA
302 – 740 Hillside Avenue
Victoria, BC V8T 1Z4
(250) 388-9877

WATT VICTORIA
302 - 740 Hillside Ave
Victoria, BC V8T 1Z4
250-388-9877

MEMORANDUM

Date: May 3, 2023
To: Jenn Clary, Town of Sidney
Cc: Tim Shah, *RPP, MCIP*, WATT Consulting Group
From: Filippos Gkekas, *RPP, MCIP*, WATT Consulting Group
Our File No: 3372.B01
Subject: 2022 Sidney Downtown Parking Study – Addendum #1

1.0 INTRODUCTION

WATT Consulting Group was retained by the Town of Sidney to undertake the 2022 Sidney Downtown Parking Study. WATT presented the study to Council on March 6th, 2023. At a subsequent Council meeting on March 13th, Council requested a number of items to be addressed as part of an addendum pertaining to the 2022 Sidney Downtown Parking Study. This memo includes the following items:

A. *the number of on-street public parking spaces in the commercial core area;*
B. *the number of off-street public parking spaces in Town parking lots in the downtown commercial area, excluding the Mary Winspear Centre employee parking lot;*
C. *the number of off-street public parking spaces in the Town operated Mary Winspear Centre employee parking lot; and*
D. *a parking utilization graph for the commercial core area excluding the Mary Winspear Centre employee parking lot (Items A and B combined and excluding C).*

This memo has been revised following presentation at the May 1st Council meeting where Council requested to include additional on-street parking segments in the commercial core area to align with the Official Community Plan.

2.0 COMMERCIAL CORE AREA

Representing the heart of downtown Sidney, the commercial core area includes all streets within the boundary of Bevan Avenue, Eighth Street, James White Boulevard, and the waterfront. The commercial core area also captures all of the Town-owned parking lots (e.g., Lot A, Lot B, Lot C, Lot E, Lot F, Lot Pier, Lot Mary Winspear). The commercial core area is similar to the boundary that was used in the Town's 2016 downtown parking study. In this revised version, the commercial core area includes on-

street parking spaces between Bevan Avenue and Oakville Avenue on First, Second, Third, Fourth, and Fifth Streets (see **Figure 1**).

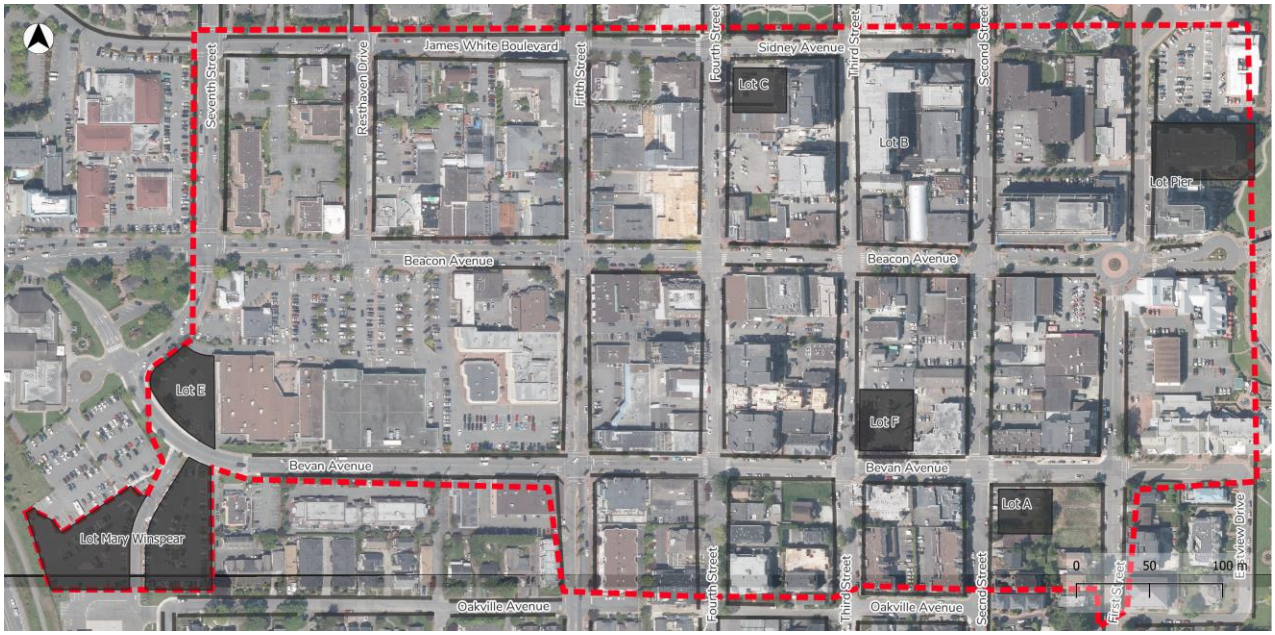


Figure 1. Commercial Core Area

3.0 ANALYSIS

The following four sub-sections correspond to the scope of work identified in **Section 1.0** for letters A-D.

3.1 Item A

The total number of on-street public parking spaces in the commercial core area is **551 spaces**.

3.2 Item B

The total number of off-street public parking spaces in all of the Town-owned parking lots in the commercial core area is **201 spaces**, excluding the Mary Winspear Centre employee parking lot.

3.3 Item C

The total number of off-street public parking spaces in the Town-owned Mary Winspear Centre employee parking lot is **167 spaces**.

3.4 Item D

Parking utilization was analyzed for the commercial core area, excluding the Mary Winspear Centre employee parking lot. The results did not yield a significant difference from the initial analysis presented in Section 3.3.6 of the 2022 Sidney Downtown Parking Study, which included the Mary Winspear Centre employee parking lot. Peak parking utilization was observed on Wednesday October 5th at 1:00 p.m. with 70% of the spaces being occupied. As shown below, average hourly parking utilization was well below the 85% target for parking utilization with 11:00 a.m. to 3:00 p.m. representing the busiest time when utilization ranged from 56 – 67%. Average daily utilization remained consistent between the four count days around 45 – 49%. The analysis reveals that there is ample parking available across the commercial core area with some blocks (e.g., Beacon Avenue) experiencing much higher utilization than others, even when the Mary Winspear Centre employee parking lot is excluded from the analysis.

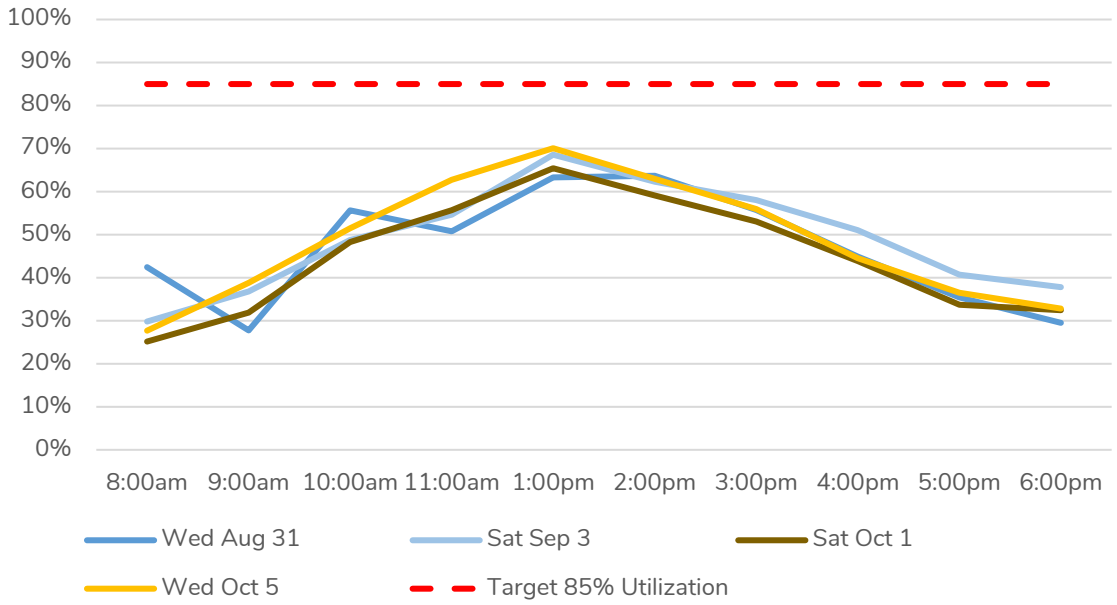


Figure 2. Parking Utilization in the Commercial Core Area by Count Day, excluding Mary Winspear Centre employee parking lot

Table 1. Parking Utilization in the Commercial Core Area by Count Day, excluding Mary Winspear Centre employee parking lot

	8:00am	9:00am	10:00am	11:00am	1:00pm	2:00pm	3:00pm	4:00pm	5:00pm	6:00pm	Daily Average
Wed, Aug 31	42%	28%	56%	51%	63%	64%	56%	45%	35%	30%	47%
Sat, Sep 3	30%	37%	49%	55%	69%	62%	58%	51%	41%	38%	49%
Sat, Oct 1	25%	32%	48%	56%	65%	59%	53%	44%	34%	32%	45%
Wed, Oct 5	28%	39%	51%	63%	70%	63%	56%	45%	37%	33%	48%
Hourly Average	31%	34%	51%	56%	67%	62%	56%	46%	37%	33%	47%

Sincerely,
WATT Consulting Group

Filippos Gkekas, *RPP, MCIP*
Transportation Planner
E fgkekas@wattconsultinggroup.com

Tim Shah, *RPP, MCIP*
Senior Transportation Planner
E tshah@wattconsultinggroup.com

#WEAREWATT

#WEAREWATT

WATT VICTORIA
302 - 740 Hillside Ave
Victoria, BC V8T 1Z4
250-388-9877

MEMORANDUM

Date: May 2, 2023
To: Jenn Clary, Town of Sidney
Cc: Tim Shah, *RPP, MCIP*, WATT Consulting Group
From: Filippos Gkekas, *RPP, MCIP*, WATT Consulting Group
Our File No: 3372.B01
Subject: 2022 Sidney Downtown Parking Study – Addendum #2

1.0 INTRODUCTION

WATT Consulting Group was retained by the Town of Sidney to undertake the 2022 Sidney Downtown Parking Study. WATT presented the study to Council on March 6th, 2023. At a subsequent Council meeting on March 13th, Council requested several items to be addressed as part of an addendum pertaining to the 2022 Sidney Downtown Parking Study. This memo includes the following item:

E. *The impacts on parking utilization for on-street and off-street public parking spaces, if the proposed Active Transportation Plan cycling corridors in the downtown were implemented with the anticipated loss of parking spaces.*

2.0 PRIORITY CYCLING NETWORK IMPROVEMENTS

The draft Active Transportation Plan identifies two priority cycling improvement projects that run along two main corridors of Sidney's downtown. The two projects, which would result in the loss of on-street parking if implemented, include (1) Fifth Street (from Sidney Avenue to Ocean Avenue) and (2) Bevan Avenue (from First Street to Seventh Street) (see **Figure 1**). The analysis within this memo excluded the section of Fifth Street from Orchard Avenue to Ocean Avenue as data was not collected for this segment as part of the 2022 Sidney Downtown Parking Study.

Figure 1. Study Area

2.1 Summary of Parking Utilization at the Corridor Level

To provide context on the parking utilization of the two cycling improvement corridors, this section includes results for Bevan Avenue and Fifth Street on the busiest day (Wednesday October 5th) of the four counts conducted as part of the 2022 Sidney Downtown Parking Study.

Overall, parking utilization for these corridors ranged from 18% to 70% for Bevan Avenue and 15% to 54% for Fifth Street. The data indicate that the parking conditions on these two corridors are not close to the desired 85% target for utilization, and there is a significant amount of available parking that is not utilized over the course of the day.

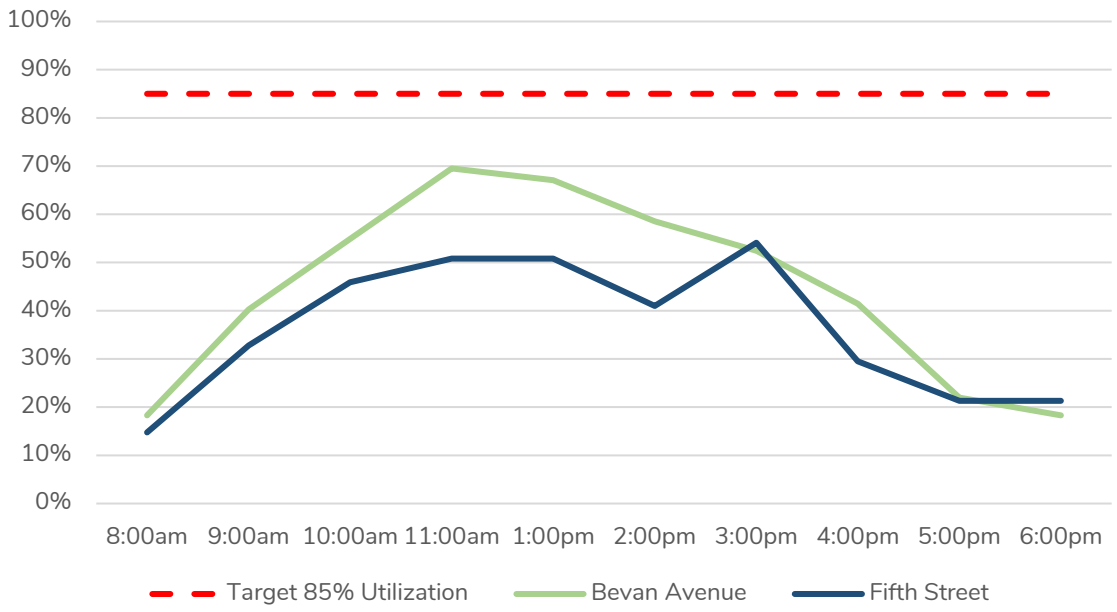


Figure 2. Parking Utilization on Peak Day

3.0 ANALYSIS

3.1 Methodology

An analysis was conducted to assess the impact of the loss of on-street parking spaces associated with the cycling improvement corridors in downtown Sidney. The data used in this section are derived from the 2022 Sidney Downtown Parking Study. Specifically, parking observation data from the peak hour (1:00 p.m.) of the busiest day (Wednesday October 5th) was analyzed to assess the impact of the parking loss. The intent of using the peak hour is to rely on a "worst-case" scenario for parking utilization in downtown Sidney, acknowledging (based on the results of the WATT study) that parking utilization drops significantly outside of the peak hour.

Figure 3 presents the parking spaces that would be eliminated (in red) from the two priority cycling improvement projects. To assess where the "displaced" parked vehicles would go, a buffer analysis was conducted to determine which street blocks and public parking lots are within either a 50 m walking distance from the edge of the corridor or 150 m walking distance from each mid-block point along the two corridors. These distances were selected based on best practices research, which indicates that retail customers are typically willing to walk up to 180 m from where they park their vehicle. This is considered a conservative estimate as willingness to walk to a destination can vary based on user group (i.e., retail customers are willing to walk less than employees).[1]

[1] Smith & Butcher (2008), How Far Should Parkers Have to Walk?, Accessed online at: https://www.gsweventcenter.com/GSW_RTC_References/2008_05_Smith-Butcher.pdf

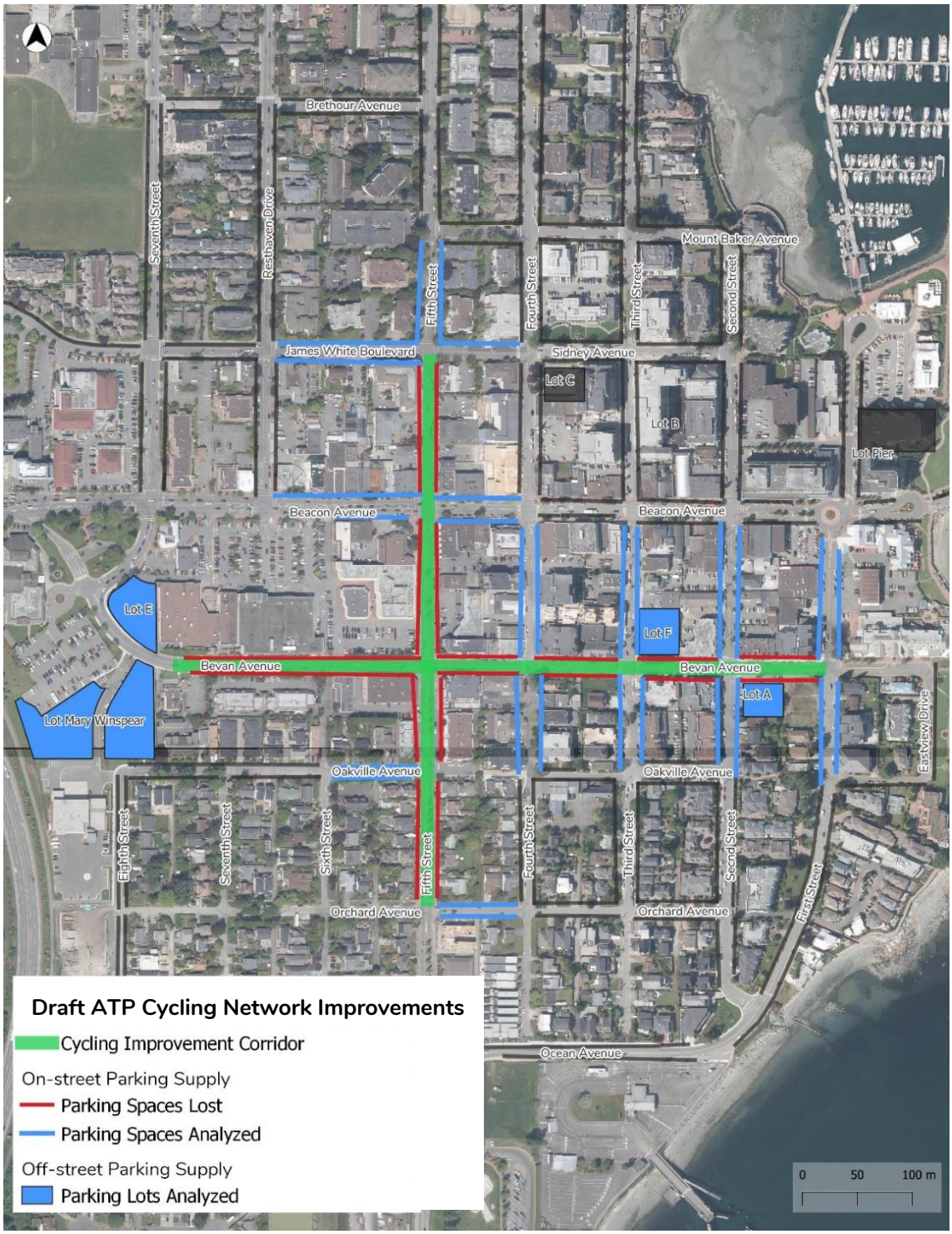


Figure 3. Parking Analysis

3.2 Results (Study Area)

The analysis examines the impact of two proposed cycling corridors on parking availability in the study area. The data is presented in **Table 1**, which summarizes the existing parking supply, peak parking utilization, available parking, and estimated parking utilization after the removal of on-street parking spaces.

Table 1. Study Area Parking Analysis

	Eliminated Parking Spaces	Analyzed Parking Spaces
Existing Parking Supply	143	530
Peak Parking Utilization *(2022 Sidney Downtown Parking Study)*	60% (86 / 143)	65% (343 / 530)
Available Parking	-	187
Estimated Peak Parking Utilization (Peak utilization from the eliminated parking spaces added to the parking utilization of the analyzed parking spaces)	-	81% (429 / 530)

Summary of key findings:

1. **Existing Parking Supply:** There are currently 143 on-street parking spaces that will be eliminated due to the two proposed cycling corridors, and 530 unaffected parking spaces within reasonable walking distance (analyzed parking spaces—247 on-street and 283 off-street parking spaces) where drivers could reasonably be expected to park their vehicle after the implementation of the two cycling corridors.
2. **Peak Parking Utilization:** Based on the 2022 Sidney Downtown Parking Study, the peak parking utilization rate for the eliminated parking spaces was 60% (86 out of 143 spaces), while the rate for the analyzed parking spaces was 65% (343 out of 530 spaces).
3. **Available Parking:** After accounting for peak parking utilization, 187 parking spaces remain available for the analyzed parking spaces.
4. **Estimated Peak Parking Utilization (Post-Corridors):** After implementing the two cycling corridors, the estimated peak parking utilization for the remaining 530 analyzed parking spaces is expected to increase to 81% (429 out of 530 spaces).

Based on the results above, the analysis indicates that on a site-wide level, the remaining parking supply—where drivers could be reasonably expected to park their vehicle—will be able to accommodate the peak parking demand that would be displaced from the implementation of the cycling corridors. Peak parking demand is estimated to be around 81%, which is just under the 85% target for parking utilization. It should be noted that the implementation of the two cycling corridors would have a positive impact in reducing vehicle parking demand as cycling mode share would be expected to increase over time. This mode shift was not captured in the analysis and therefore the parking demand results are conservative.

Specifically, objective no.2 of the draft Active Transportation Plan is to "encourage a shift to sustainable and active transportation to support reduced GHG emissions". Even though a mode share target is not stated in the ATP, the implementation of the priority network improvements is anticipated to increase the number of people cycling in the Town. Over time, this is anticipated to reduce the number of vehicle trips into downtown Sidney and thereby reduce overall vehicle parking demand. When the Town conducts its next downtown parking study, which is recommended to be in 2027 as outlined in the 2022 Sidney Downtown Parking Study, it should reevaluate the parking demand for the streets included in this analysis to better understand the impact of the two cycling corridors on the parking conditions.

3.3 Results (Three Zones)

To add more rigor to the parking analysis, but without making too many assumptions as the destination of the parked vehicles was not known at the time of the parking observations, the study area was organized into three zones. Each zone was selected based on local knowledge (informed by the parking observations), parking and travel behaviour including the potential for a person parking be willing to walk further, and the overall walking network and connections to other parking areas including on-street and off-street parking. **Figure 4** identifies the three zones that were selected to break down the impacted area of downtown Sidney.

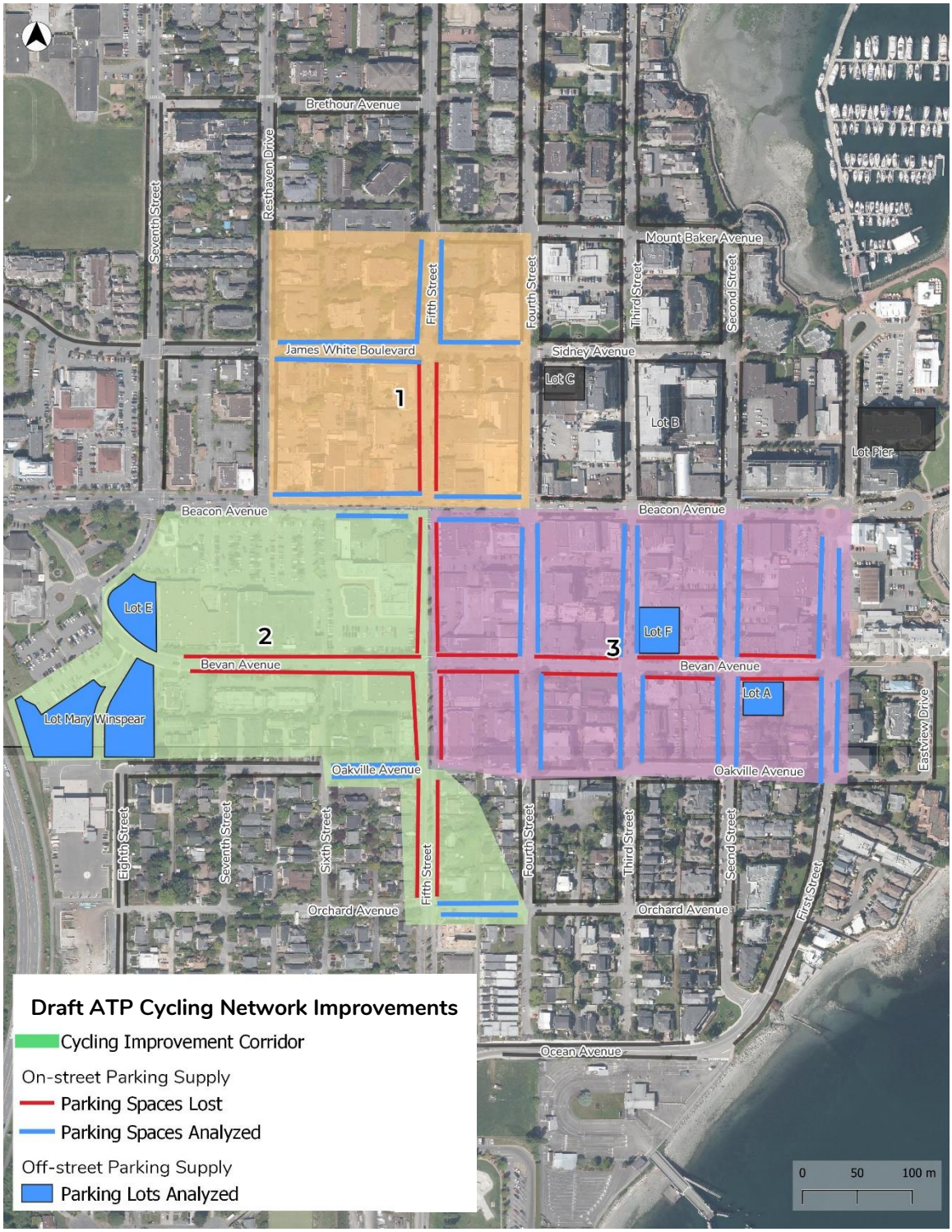


Figure 4. Parking Analysis by Zone

Zone 1

Zone 1 is the smallest zone of the three, representing a total of 71 parking spaces. The zone captures the parking spaces on the north side of Beacon Avenue (from Resthaven Drive to Fourth Street), both sides of Fifth Street (from Mount Baker Avenue to Beacon Avenue), and both sides of James White Boulevard (from Resthaven Drive to Fourth Street).

Peak parking utilization was around 80% for the spaces that would be eliminated, which indicates that parking utilization is high in this zone. However, the analysis indicates that the remaining parking spaces in the vicinity have capacity to accommodate the displaced parked vehicles and utilization for Zone 1 would increase to approximately 93%. The higher parking utilization is not expected to be an issue though for most times of the day as the average peak daily utilization for this zone was calculated as 67%.

Table 2. Zone 1 Parking Analysis

	Eliminated Parking Spaces	Analyzed Parking Spaces
Existing Parking Supply	15	56
Peak Parking Utilization *(2022 Sidney Downtown Parking Study)*	80% (12 / 15)	71% (40 / 56)
Available Parking	-	16
Estimated Peak Parking Utilization (Peak utilization from the eliminated parking spaces added to the parking utilization of the analyzed parking spaces)	-	93% (52 / 56)

Zone 2

Zone 2 includes a total of 302 parking spaces. The zone captures the parking spaces on the south side of Beacon Avenue (from Resthaven Drive to Fifth Street), both sides of Oakville Avenue (from Sixth Street to Fifth Street), both sides of Orchard Avenue (from Fifth Street to Fourth Street), Lot E, and the Mary Winspear Centre employee parking lot.

Peak parking utilization was found around 50% for the spaces that would be eliminated, indicating that they are underutilized. The analysis found that the remaining parking spaces will be able to accommodate the displaced parked vehicles with the peak hour utilization for Zone 2 increasing to approximately 72%. Parking utilization for this zone is expected to be relatively low for most times of the day as the average peak daily utilization for this zone was calculated as 43%.

Table 3. Zone 2 Parking Analysis

	Eliminated Parking Spaces	Analyzed Parking Spaces
Existing Parking Supply	60	242
Peak Parking Utilization *(2022 Sidney Downtown Parking Study)*	50% (30 / 60)	60% (144 / 242)
Available Parking	-	98
Estimated Peak Parking Utilization (Peak utilization from the eliminated parking spaces added to the parking utilization of the analyzed parking spaces)	-	72% (174 / 242)

Zone 3

Lastly, Zone 3 includes a total of 300 parking spaces and reflects part of the Commercial Core Area within downtown Sidney. The zone captures the parking spaces on the south side of Beacon Avenue (from Fifth Street to Fourth Street), both sides of Fourth Street (from Beacon Avenue to Oakville Avenue), both sides of Third Street (from Beacon Avenue to Oakville Avenue), both sides of Second Street (from Beacon Avenue to Oakville Avenue), both sides of First Street (from Beacon Avenue to Oakville Avenue), Lot F, and Lot A.

Peak parking utilization was around 65% for the spaces that would be eliminated, indicating that they are not that well utilized. The analysis found that the remaining parking spaces will be able to accommodate the displaced parked vehicles and peak hour utilization for Zone 3 would increase to approximately 88%. Parking utilization for this zone is expected to be relatively low though for most times of the day as the average peak daily utilization for this zone was calculated as 62%.

Table 4. Zone 3 Parking Analysis

	Eliminated Parking Spaces	Analyzed Parking Spaces
Existing Parking Supply	68	232
Peak Parking Utilization *(2022 Sidney Downtown Parking Study)*	65% (44 / 68)	69% (159 / 232)
Available Parking	-	73
Estimated Peak Parking Utilization (Peak utilization from the eliminated parking spaces added to the parking utilization of the analyzed parking spaces)	-	88% (203 / 232)

4.0 CONCLUSIONS

This memo provides a summary of the peak hour parking conditions if the two proposed cycling corridors in the draft Active Transportation Plan were implemented in downtown Sidney. Based on the results, the proposed cycling corridors in downtown Sidney are not expected to have a negative impact on parking conditions as there is adequate parking supply in proximity to the corridors. The results indicate that the parking conditions for the area included in the analysis are close to the 85% parking utilization target at the peak hour (based on the 2022 Sidney Downtown Parking Study data). At all other times of the day, the estimated parking utilization would be below the 85% target, indicating that drivers would be expected to find available parking spaces in proximity to the two cycling corridors.

As outlined above, the analysis did not factor for the potential increase in cycling mode share that could be achieved with the two proposed cycling corridors and the broader improvements recommended in the draft ATP. Even though a mode share target is not stated in the ATP, the implementation of the priority network improvements is anticipated to increase the number of people cycling in the Town. Over time, this is anticipated to reduce the number of vehicle trips into downtown Sidney and thereby reduce overall vehicle parking demand. When the Town conducts its next downtown parking study (recommended to be in 2027), it should reevaluate the parking demand for the streets included in this analysis to better understand the impact of the two cycling corridors on the parking conditions.

Sincerely,
WATT Consulting Group

Filippos Gkekas, *RPP, MCIP*
Transportation Planner
E fgkekas@wattconsultinggroup.com

Tim Shah, *RPP, MCIP*
Senior Transportation Planner
E tshah@wattconsultinggroup.com

#WEAREWATT