

## Staff Report

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**Report To:** General Government Committee

**Date of Meeting:** October 15, 2019 **Report Number:** CLD-021-19

**Submitted By:** Anne Greentree, Municipal Clerk

**Reviewed By:** Andrew C. Allison, CAO **Resolution#:**

**File Number:** **By-law Number:**

**Report Subject:** Bowmanville BIA Requests Regarding Parking Meters

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### Recommendations:

1. That Report CLD-021-19 be received;
2. That the By-law attached to Report CLD-021-19, as Attachment 2, to amend the Traffic By-law 2014-059 to:
  - a. increase the parking meter rates from \$0.50 to \$1.00 (Schedule 5); and
  - b. remove the two-hour free parking (Schedule 6);be approved, effective January 1, 2020;
3. That, in accordance with Section 34(3) of the Traffic By-law 2014-059, the Municipality of Clarington approves the request from the Historic Downtown Bowmanville Business Improvement Area to increase the Christmas parking period for free parking meters from December 15-31 to December 1-31 for 2019 on a one-year trial basis for December 2019, and therefore designates the area in downtown Bowmanville regulated by parking meters as a free parking area between December 1, 2019 and December 31, 2019;
4. That Staff be directed to take the appropriate steps, including covering the meters with bags and advising the public via social media and notices placed on Clarington's website;
5. That Staff report back, prior to November 1, 2020 on the pilot of "free parking in the month of December, 2019"; and
6. That all interested parties listed in Report CLD-021-19 and any delegations be advised of Council's decision.

## Report Overview

Committee considered the Bowmanville BIA request to remove the two hour free parking in municipal lots as well as Staff's recommendation to increase parking meter rates from \$0.50/hour to \$1.00/hour at their September 9<sup>th</sup> meeting. Since the parking meter increase was not contemplated by the Bowmanville BIA, Committee asked for their input. This report contains their support for the increase and addresses their recent correspondence requesting that the free Christmas parking meter period change from the last two weeks of December to include the full month of December. Staff are recommending the removal of the two-hour free parking, the increased parking meter rate, and a trial period for 2019 of the full month of December for free parking.

## 1. Background

### Report CLD-018-19

- 1.1. Arising out of a request from the Historic Downtown Bowmanville Business Improvement Area (BIA) that two-hour free parking be removed from municipal parking lots, Staff prepared Report CLD-018-19, which was considered at the September 9, 2019 Joint Committees Meeting.
- 1.2. The Report recommended the removal of the two-hour free parking in municipal lots and an increase to parking meter rates from \$.50/hour to \$1.00/hour.
- 1.3. After the Committee considered the Report, the Committee passed the following Resolution # JC-106-19:

That [Report CLD-018-19](#) be referred back to staff to seek input (written or by delegation) from the Bowmanville Business Improvement Area regarding a possible increase to the cost at the parking meters; and

That the matter of the parking meters be easily severable from the recommendations of the Parking Lots in the report.

### **Request for Extension of Free Christmas Parking Period**

- 1.4. Recent correspondence (Item 9.1 of the General Government Committee agenda of October 15, 2019) was also received from the BIA requesting that the current free Christmas parking period be extended from December 15-31 to include all of December. In their letter, the BIA explains that this change would allow the local businesses to attract more customers and compete with larger big box stores and malls which have free parking.
- 1.5. Section 34(3) of By-law 2014-059 allows that Council may, by resolution, designate an area or areas for a certain period to be exempt from the payment of parking fees and any areas so designated shall be denoted by a parking meter cover placed over the meeting (i.e. bagging).

## **2. Discussion**

### **Input Regarding Parking Meter Rates**

- 2.1. As per Committee direction, Staff reached out to the BIA and have indicated, in writing, that they support the increase of the parking meter rates from \$0.50/hour to \$1.00/hour. See Attachment 1.
- 2.2. With the BIA's support, Staff recommend that the draft by-law (Attachment 2), specifically Schedule #5, be approved to amend the [Traffic By-law 2015-059](#) to change the parking meter rates.

### **Removal of Free Two-Hour Parking in Municipal Lots**

- 2.3. As noted in Report CLD-018-19, Staff supports this request and therefore recommends that the draft by-law (Attachment 2), specifically Schedule #6, be approved to amend the [Traffic By-law 2015-059](#) to implement this change.
- 2.4. In order to allow time to make changes/signage to the central meters to remove the two-hour free parking and to provide for public education, it recommended that the effectivity date of the by-law be January 1, 2020.

### **Extension of Free Christmas Parking Period**

- 2.5. Staff have contemplated the possible impacts of an extension of free Christmas parking and has the following concerns:
- Downtown employees may take advantage of the free parking and therefore the extension of the period would not achieve the BIA's goal of making it easier for patrons to park and shop in the local businesses.
  - Downtown residents (i.e. residents above the stores) may take advantage of the free parking and therefore the extension of the period would not achieve the BIA's goal of increasing patrons to local businesses.
  - There will be a reduction in on-street parking meter revenue, however, due to the fact that all parking meter revenue is consolidated on collection (i.e. central meters and on-street meters), it is not possible to estimate the revenue decrease based on December historical revenues. However, since August 23<sup>rd</sup>, Staff have been reporting on parking revenues split by central meters and on-street meters. Based on this information, we are estimating \$2,000-\$3,000 loss of revenue for the two week period.
  - Irate citizens - Should we receive reports of abuse and issue a ticket for parking on the street for longer than three hours (as this portion of the by-law would still be in place) – however, this may not be received well as the perception will be “free parking with no limits”.
- 2.6. However, despite Staff's concerns, we recognize that the local business owners are the experts in their industry and aware of the flow of traffic. As such, Staff recommends a one-year trial period for December 2019. To achieve this trial period, Council can pass a resolution exempting the public from paying the parking meter fees for the entire month of December.
- 2.7. Staff will provide a report to Committee, prior to November 1, 2020, on the trial period with a recommendation on whether to make a permanent amendment to the by-law.

### **3. Concurrence**

This report has been reviewed by the Director of Finance/Treasurer who concurs with the recommendations.

## **4. Conclusion**

It is respectfully recommended the removal of the two-hour free parking, the increased parking meter rate effective January 1, 2020, and a trial period for 2019 of the full month of December for free parking.

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Staff Contact: June Gallagher, Deputy Clerk, 905-623-3379 ext. 2103 or  
jgallagher@clarington.net.

Attachments:

Attachment 1 – Letter from Historic Downtown Bowmanville BIA

Attachment 2 – By-law to amend By-law 2014-059 to change parking meter rates

Interested Parties:

The following interested parties will be notified of Council's decision:

Edgar Lucas, Chair, Historic Downtown Bowmanville BIA