

Parking Management Zone Changes - Britannia

RECOMMENDATION:

That the SPC on Transportation and Transit recommend that Council:

Amend Council Policy TP017 "Calgary Parking Policies" to add the new Britannia pricing area zone 25 as proposed in Attachment 1.

HIGHLIGHTS

- Parking demand growth due to economic activity has increased parking pressure at the Britannia commercial node. Studies completed in 2019 and 2020 support transitioning on-street parking in the neighbourhood to paid parking to better manage this parking pressure.
- *What does this mean to Calgarians?* Adding paid parking allows Administration to manage parking based on demand according to policies outlined by Council. Prices are adjusted to ensure a small amount of available space at all times, improving parking conditions, efficiency and reducing traffic.
- *Why does it matter?* Popular areas with considerable parking pressure can be detrimental to the surrounding community because of increased traffic and safety concerns, and to businesses by discouraging customers from visiting if parking is often unavailable. Paid parking addresses both these concerns.
- Calgary's parking policies use a scale of parking management tools to lighten parking pressures in commercial areas. When maximum-time restrictions are no longer enough to manage parking pressure, the next stage is to add pricing.
- Policies for paid parking are outlined in Calgary Parking Policies (TP017). This Council Policy uses data on an ongoing basis to measure parking demand and adjusts prices to maintain a small but consistent amount of available parking.
- Calgary Parking Policies is intended to achieve fairness and consistency when addressing parking concerns. The addition of a new pricing area in Britannia will improve efficiency in the street usage and improve long-term business vitality in this area.
- At the 2019 September 30 Meeting of Council, Council referred report TT2019-0694 to Administration to "work in collaboration with the Area Councillor, for further refinement and engagement of the local businesses and residents." After these conversations, Administration agreed to monitor the area for one year which would allow for new developments in the area to open and potentially add parking to the neighbourhood that could alleviate congestion.
- Strategic Alignment to Council's Citizen Priorities: A city that moves

DISCUSSION

Increasing popularity, new businesses and nearby land redevelopment have increased parking pressure at the Britannia commercial node centered at Elbow Drive and 49 Avenue SW.

Calgary uses a staged approach to parking management in commercial areas. Parking is not managed by default. As parking pressures in a neighbourhood increase, maximum time parking is first used and adjusted to manage increased demand. When hourly parking alone cannot manage the parking issues, pricing is the final stage used. Calgary Parking Policies guides Administration in creating new paid parking areas and sets out what conditions warrant this

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stage of parking management. From time to time Administration reports to Council to adjust these areas or to add new ones following the approved Council Policy.

The main objectives of the policy are to:

- Promote efficiency,
- Set expectations and reduce uncertainty,
- Ensure fairness,
- Ensure consistency,
- Provide predictability, and
- Provide transparency.

Studies conducted in 2019 showed that parking occupancy was over the 80 per cent threshold set in the Council Policy and that paid parking was warranted. At that time, some new developments in the neighbourhood were nearing completion and others had been proposed. Following meetings in fall 2019, Administration agreed to monitor the neighbourhood for an additional year allowing for any changes to the parking supply and update these findings. In August and October 2020 these studies were updated, and data continues to support introducing paid parking.

Occupancy of Parking Spaces in Britannia Area		
Time Period	Average Observed Occupancy Across Area	
	2019	2020
Weekday Morning	94%	87%
Weekday Afternoon	90%	88%
Saturday Morning	87%	86%
Saturday afternoon	84%	85%

While introducing charging in any time period or area is not popular, the intent of the policy is to make parking space available for those who are seeking to park and visit these areas. The result of these changes will be to:

- Encourage people to park in less congested areas, access off-street parking, visit at less congested times and generally use the space more efficiently,
- Reduce congestion, particularly by reducing 'cruising' for available on-street parking,
- Encourage people to consider alternate travel options,
- Ensure spaces are available for those who want to come park at these times and are currently unable to find street parking.

The surrounding residential communities of Britannia, Elboya and Windsor Park currently participate in the Residential Parking Permit program which mitigates spillover parking issues in the neighbourhood.

Enforcement has been reviewed following community concerns that parking pressures were primarily from users not following the rules in the area. Few parking infractions are observed in this area indicating that a strong majority of users are parking legally. This conclusion supports using paid parking as the next available and appropriate tool.

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A contributing factor to increased on-street parking demand would be due to a low parking provision by recent developments in the area. This parking provision is aligned with supporting the neighbourhood main street typology for the area and increased travel by walking, cycling and transit over time. At the 2020 July 15 Standing Policy Committee of Planning and Urban Development, Council, with respect to report PUD2020-0805, directed Administration to Council prepare amendments to the Land Use Bylaw to remove minimum parking requirements for businesses uses. If these amendments are approved by Council at the November 02 Public Hearing of Council (C2020-1084), it is likely that there will be an increased need to use paid parking as a tool to manage parking demand in areas similar to Britannia in the future.

STAKEHOLDER ENGAGEMENT AND COMMUNICATION (EXTERNAL)

- Public Engagement was undertaken
- Public Communication or Engagement was not required
- Public/Stakeholders were informed
- Stakeholder dialogue/relations were undertaken

Consultation with businesses and landowners was completed in 2019 prior to report TT2019-0694. In preparation for this report, these stakeholders were again contacted and provided information on the recommendation and a forum to provide their feedback to Administration and Members of Council.

Conversations over the past year continue to confirm that there are a variety of perspectives on this issue. The Council Policy does not contemplate consensus when moving towards paid parking and it is acknowledged that most stakeholders do not support this transition. Further consultation is unlikely to result in achieving a consensus or a different recommendation based on empirical studies.

There are several conversations ongoing in this community related to land and development involving land owners and other City business units. These conversations will continue.

IMPLICATIONS

Social

A consistent approach to parking policy will ensure fair treatment for all businesses. Parking access should be improved for all users by providing a wider variety of parking options through more varied pricing and pricing periods that are responsive to demand.

Environmental

The focus on reducing vehicle cruising for parking spaces is anticipated to marginally reduce GHG emissions.

Economic

Paid parking increases parking availability and reliability of parking for customers. Customers are less likely to avoid the area due to a lack of parking supply when paid parking improves availability.

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Additionally, paid parking areas see additional benefit through the Parking Revenue Reinvestment Fund. This program returns a portion of parking revenue back to communities to invest in local priorities.

Service and Financial Implications

Adding paid parking to the Britannia area is expected to generate approximately \$150K annually in gross parking revenue to Calgary Parking Authority. Through the financial policies that govern parking, this revenue is returned to The City through Calgary Parking Authority's dividend.

Increase in rates or fees

\$1.50 per hour

The costs of introducing paid parking are recovered through parking revenue and surpluses are returned to The City through the Calgary Parking Authority dividend. Though revenue is not the primary reason for introducing paid parking, it can provide a small benefit to City finances.

RISK

There is risk that parkers may relocate to an alternate location where parking is available free of charge. This is weighed against the risks seen today where minimal parking turnover during high-demand periods and general parking congestion which are deterrents to visiting businesses in the area.

There are risks in not acting as well, where parking pressure is expected to continue increasing with no additional tools available to manage it. This causes additional traffic from drivers searching for available on-street parking and can damage the vitality of businesses when parking is unavailable and unreliable.

As the surrounding community participates in the residential parking program, the risk of spillover in these areas is low.

ATTACHMENTS

1. Zone 25 Britannia (Proposed)

Department Circulation

General Manager	Department	Approve/Consult/Inform
Doug Morgan	Transportation	Approve
Moe Houssaini	Calgary Parking Authority	Consult
Stuart Dalgleish	Planning & Development	Inform