



# Welcome to the Core Areas Parking Master Plan Public Information Centre!

Please sign in

## **Purpose of Public Information Centre**

Learn about the purpose and scope of the study

Review parking conditions in the three Cambridge downtown core areas

Review potential alternatives

Review how to evaluate alternatives

Discuss issues and ask questions

Please don't forget to fill out a comment form  
before you leave, or visit our website at:

[www.cambridge.ca/parkingmasterplan](http://www.cambridge.ca/parkingmasterplan)



# STUDY PURPOSE & OBJECTIVES

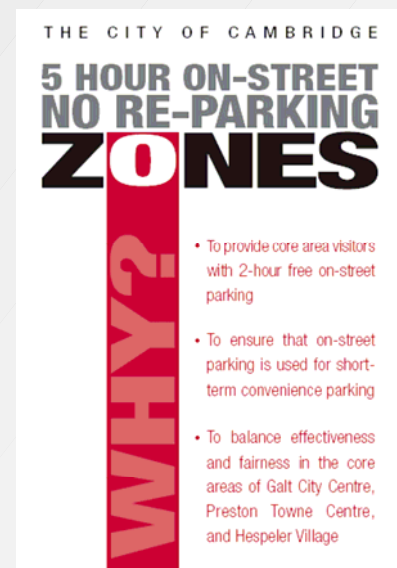
## The Core Areas Parking Master Plan will:

- **Provide a detailed review of existing parking**, including measuring parking demands on-street and in parking lots
- **Estimate parking supply and demand** in five-year time slices from 2008 to 2028
- **Develop alternatives** for each 5-year timeframe, including financial analysis
- **Develop an implementation program** for sustainable parking operations in each core area
- **Promote efficient land use** and support the development of the core areas, as outlined in the Official Plan
- **Support local business, tourism, and service sectors** and the community's economic development
- **Protect the environment** by minimizing impacts of parking facilities on air, water, land and other natural resources
- **Link with other ongoing studies and initiatives**, such as the City's Core Areas Revitalization program and the Region's Rapid Transit Study

## Did you know...

The City of Cambridge completed a Core Areas Parking Strategy in June 2000 that resulted in:

- **Current 2 hr free parking and Pay and Display system**
- **Improved signage strategy**
- **Proposed short term supply solutions**

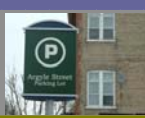


THE CITY OF CAMBRIDGE

### 5 HOUR ON-STREET NO RE-PARKING ZONES

**WHY?**

- To provide core area visitors with 2-hour free on-street parking
- To ensure that on-street parking is used for short-term convenience parking
- To balance effectiveness and fairness in the core areas of Galt City Centre, Preston Towne Centre, and Hespeler Village

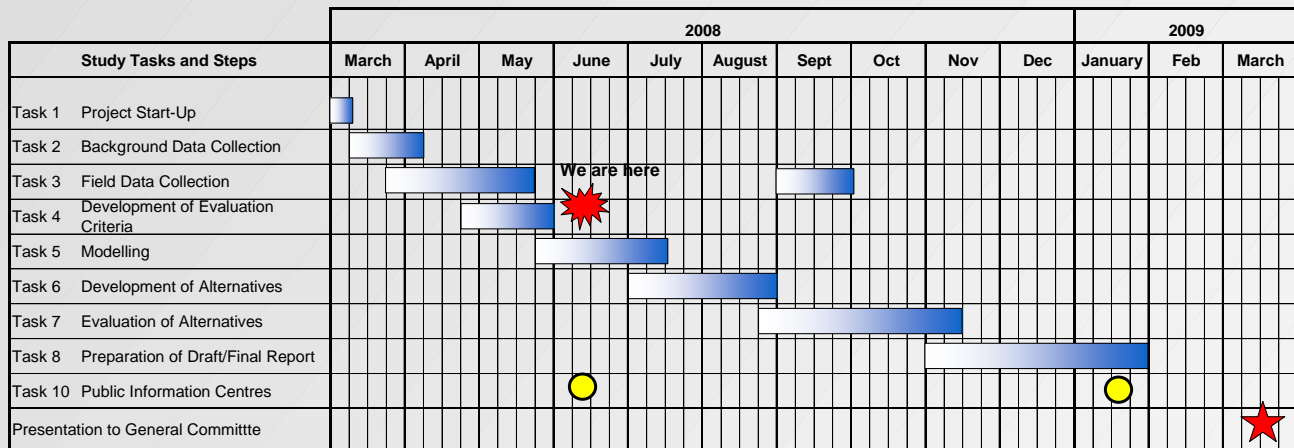


# STUDY PROCESS

## Environmental Assessment (EA) Approach

The study is being conducted in compliance with Section A.2.7 Master Plans, as defined in the Municipal Engineers Association "Municipal Class Environmental Assessment (October 2000, as Amended in 2007)", which will address Phases 1 and 2 of the Class Environmental Assessment Process. **Public and stakeholder consultation is a key part of the EA process.**

## Schedule

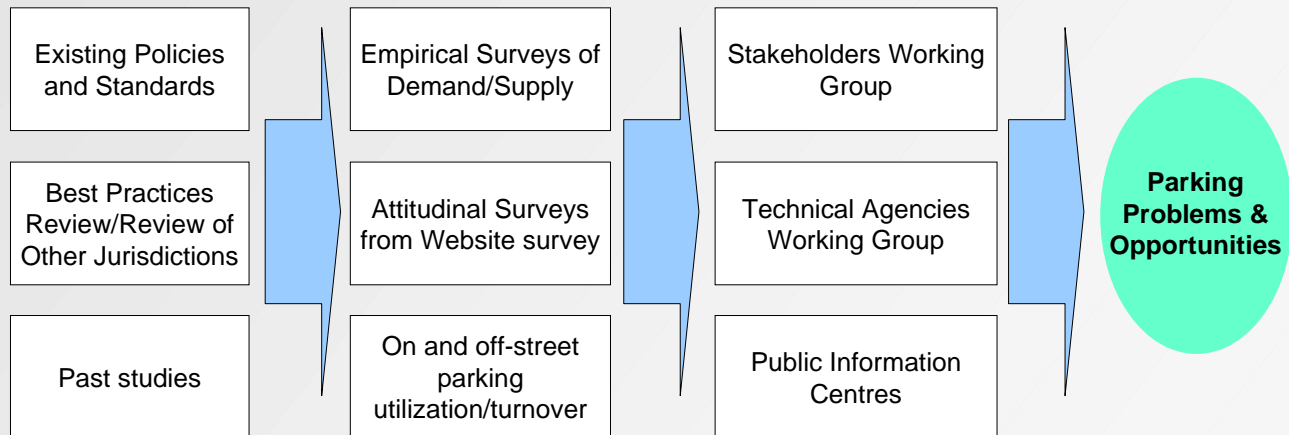


## Parking Problem & Opportunity Identification

### Background Research

### Technical Studies

### Stakeholder Consultation

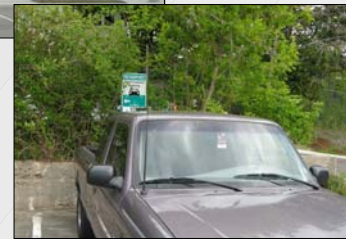




# BACKGROUND – WHY IS PARKING IMPORTANT?

Parking affects all residents of Cambridge through its effects on:

- Travel behaviour and traffic
- Accessibility to businesses and tourist sites
- Costs of development
- Neighbourhood quality of life
- Quality of urban spaces
- Walking and cycling conditions
- Stormwater runoff and water quality
- Amount of urban green space and vegetation
- Equity of the transportation system

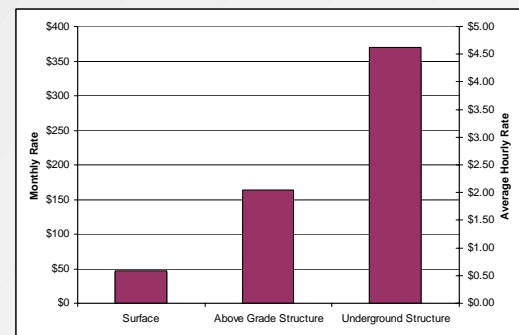


*Parking for the new Cambridge Administration Building was designed to help mitigate some of the impacts of parking and includes water and heat absorbing landscaping and preferential parking for people who carpool.*

## A few facts about parking....

- There are currently over 6,000 parking spaces in the three Core Areas when off-street (public and private) and on-street spaces are included.
- It has been estimated that there are at least 6 parking spaces for each vehicle in a typical urban area. This includes spaces in driveways, shopping centres, places of worship, places of work, parks and government buildings.
- The economic and community value of one on-street parking space has been estimated at over \$2,000 per year.
- The typical cost of building a new parking space ranges from \$3,000 for a surface space to over \$50,000 for an underground space.
- The total surface area of all parking lots in the Core Areas is approximately 20% of the total land area.
- Since 1998, the membership in AutoShare, a Canadian car-sharing company, has grown to over 7,000 individuals.

## How much does parking actually cost?



*Based on current market costs, if a developer builds an underground parking structure, they would need to charge \$350 per month or \$4.50 per hour to fully recover their capital and operating costs over a 25 year period.*

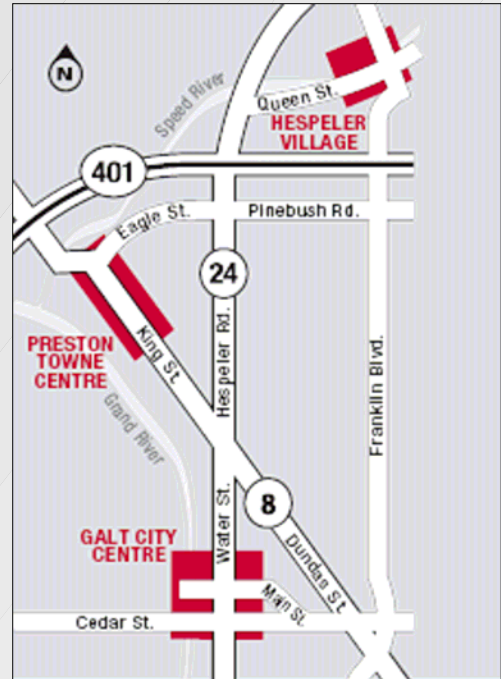


# STUDY SCOPE

## Geography

The Study covers the Core Areas of Cambridge:

- Galt City Centre
- Preston Towne Centre
- Hespeler Village



## Parking Types

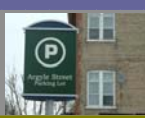
- Public Parking
  - On-street
  - Off-street
- Private Parking
  - Publicly accessible parking
  - Use-specific parking
- Residential On-Street Parking
- Disabled Parking



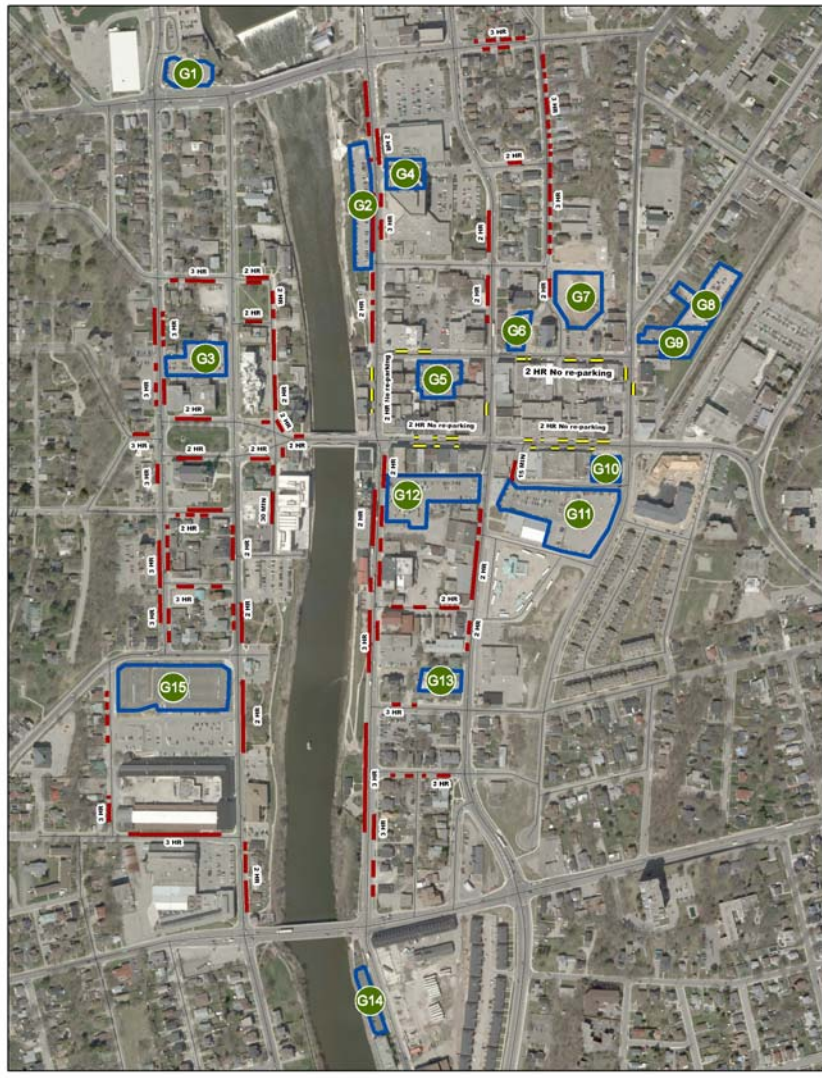
## Parking Management/Control

- Public parking supply and pricing
- Revenue collection from public parking
- Parking enforcement and control
- Parking regulation and by-laws
  - Parking supply standards
  - Urban design
  - Accessible parking
  - Bicycle parking
- User information: signage, wayfinding





# EXISTING PARKING SUPPLY: GALT CITY CENTRE



## Parking By Type

Type of Parking	Spaces	%
On-street Parking	580	15%
Municipal Off-Street	1314	35%
Private Parking (Est.)	1879	50%
<b>TOTAL</b>	<b>3773</b>	<b>100%</b>

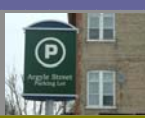
Place a sticker on the map where you park for:

- Shopping (Red dot)
- Work (Yellow dot)

## Municipal Parking Supply Breakdown

PARKING LOT		PARKING SPACES					
Lot	Name	Public	Disabled	Permit	Reserved	Metered	Total
G1	Park Hill Road Lot	48	1				49
G2	Water Street Lot #1			74		10	84
G3	Libraries & Galleries Lot	72	2		5		79
G4	Cambridge Place Parking <sup>1</sup>	143					143
G5	Dickson Street Lot	46	2	17			65
G6	Market Square Lot	30	2				32
G7	Civic Square Lot	128	3	20	10		161
G8	Beverly Street Lot <sup>2</sup>			193			193
G9	David Durward Centre Parking (Wellington St) <sup>2</sup>		5		58		63
G10	Main Street Lot	31	1				32
G11	Mill Street Lot	198	2				200
G12	Water Street Lot #2	65	3	34			102
G13	Ainslie Street South Lot	42					42
G14	Baradell's Loft Lot	8					8
G15	Grand Avenue Lot	200	4				204
<b>TOTAL</b>		<b>868</b>	<b>25</b>	<b>338</b>	<b>73</b>	<b>10</b>	<b>1314</b>

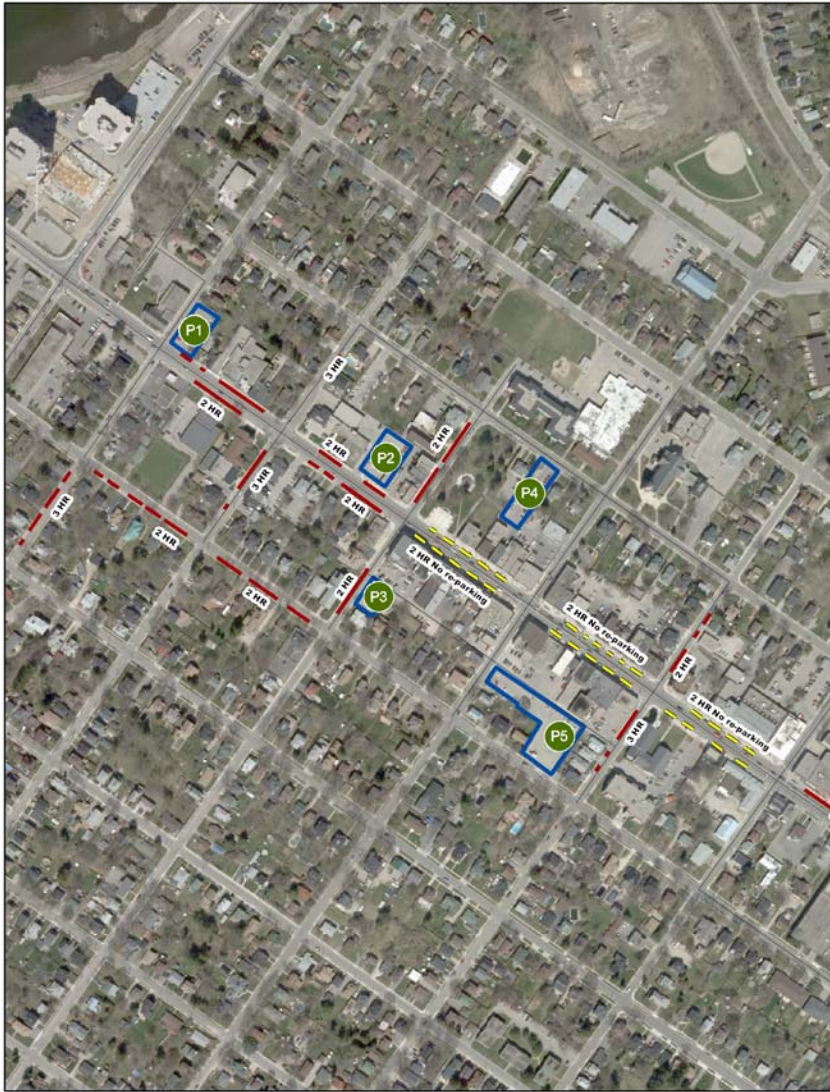
1. Formerly public parking, but now private. Not included in totals.  
 2. Permit and Reserved Spaces are Public Spaces on Saturdays.



# EXISTING PARKING SUPPLY: PRESTON TOWNE CENTRE

## Parking By Type

Type of Parking	Spaces	%
On-street Parking	250	14%
Municipal Off-Street	203	11%
Private Parking (Est.)	1353	75%
<b>TOTAL</b>	<b>1806</b>	<b>100%</b>

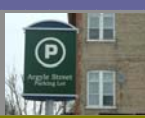


Place a sticker on the map where you park for:

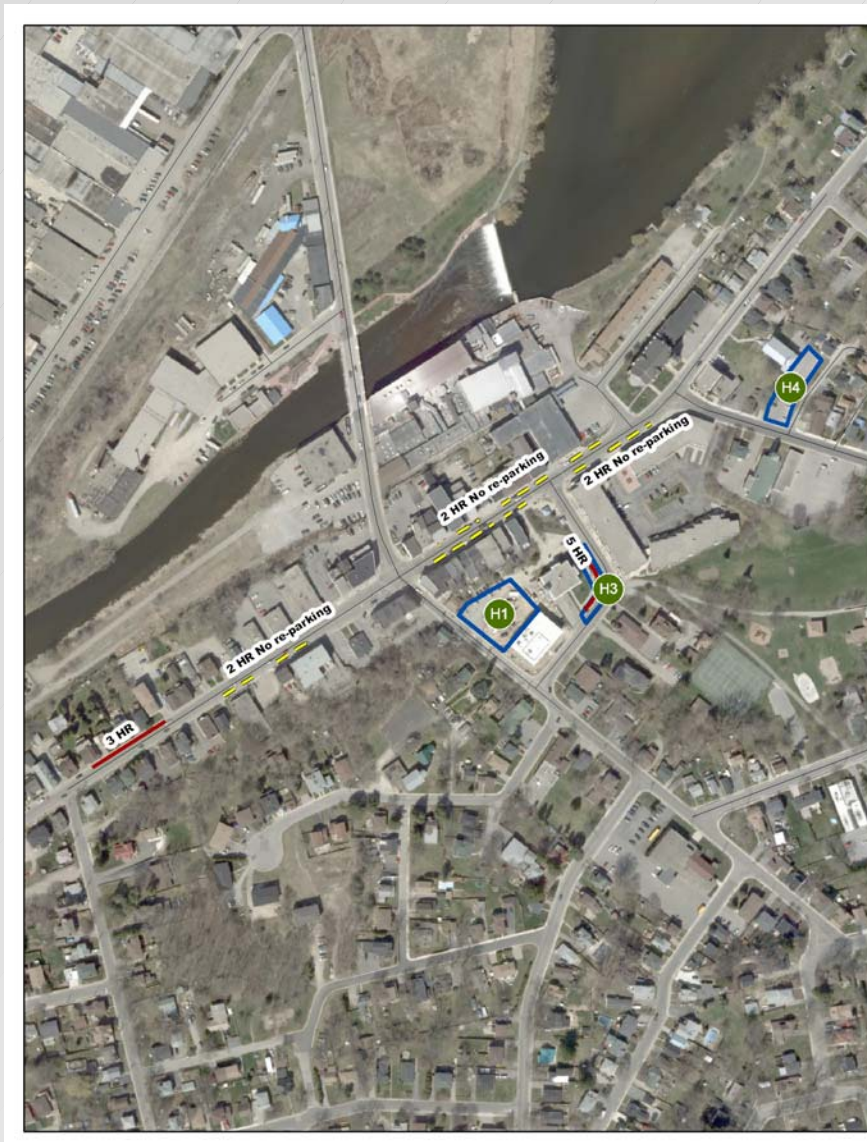
- Shopping (Red dot)
- Work (Yellow dot)

## Municipal Parking Supply Breakdown

PARKING LOT		PARKING SPACES					
Lot	Name	Public	Disabled	Permit	Reserved	Metered	Total
P1	Dover Street Lot	55					55
P2	King Street Lot	25					25
P3	Argyle Street Lot	10		6			16
P4	Duke Street Lot	30					30
P5	Queenston Road Lot	77					77
<b>TOTAL</b>		<b>197</b>	<b>-</b>	<b>6</b>	<b>-</b>	<b>-</b>	<b>203</b>



# EXISTING PARKING SUPPLY: HESPELER VILLAGE



## Parking By Type

Type of Parking	Spaces	%
On-street Parking	70	11%
Municipal Off-Street	111	18%
Private Parking (Est.)	447	71%
<b>TOTAL</b>	<b>628</b>	<b>100%</b>

Place a sticker on the map where you park for:

- Shopping (Red dot)
- Work (Yellow dot)

## Municipal Parking Supply Breakdown

PARKING LOT		PARKING SPACES					
Lot	Name	Public	Disabled	Permit	Reserved	Metered	Total
H1	Hespeler Library Lot	43	1	2			46
H3	Tannery Street Parking	17					17
H4	St. James Church Lot	26	1				27
H5	Queen Street Lot (new)	20	1				21
<b>TOTAL</b>		<b>86</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>111</b>



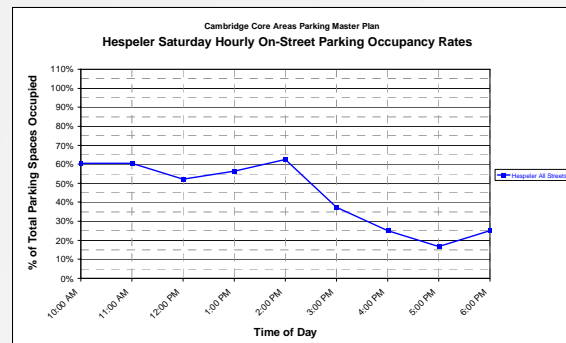
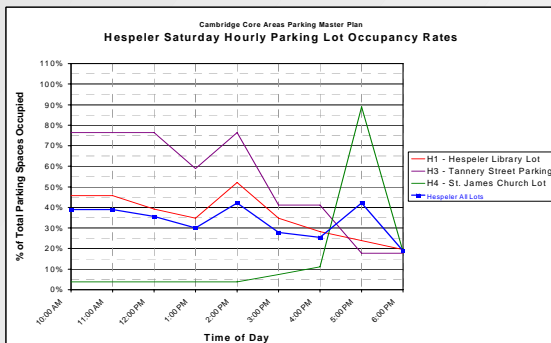
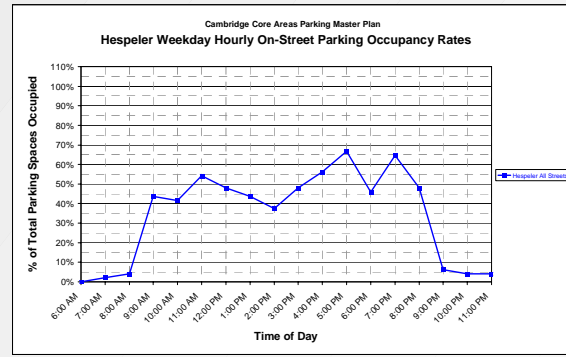
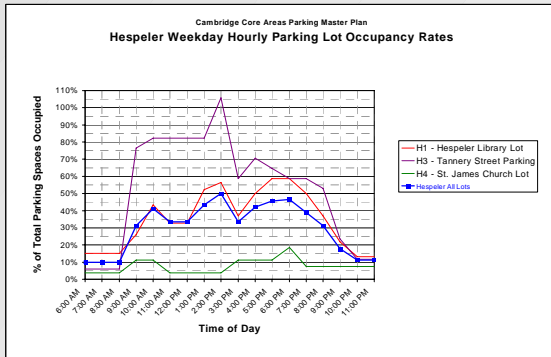
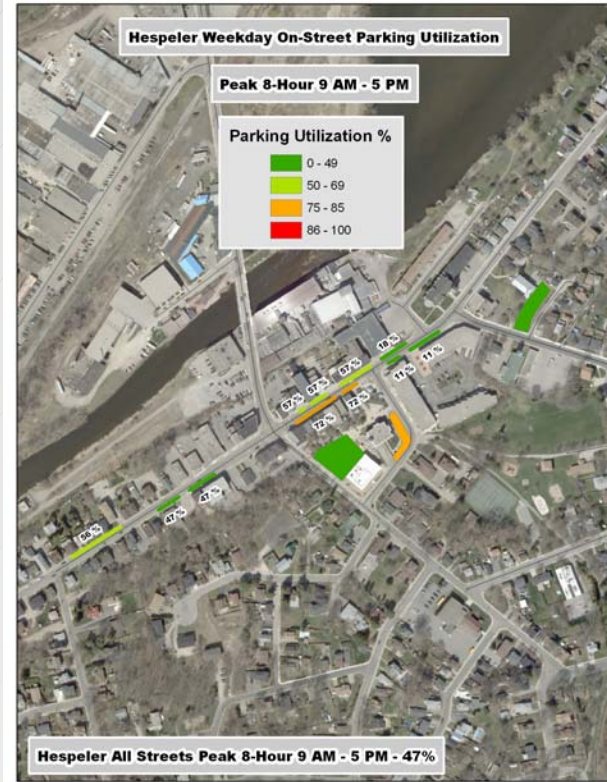




# EXISTING PARKING DEMAND: HESPELER VILLAGE

## Off-Street Lots

## On-Street Spaces





# PROBLEM AND OPPORTUNITY STATEMENT

## Future Outlooks

- Provincial policies and plans will result in increased population and employment in Cambridge, with a focus on the Core Areas
- Over the next 25 years, Cambridge will grow by 54,000 people and 25,000 jobs. Assuming no change in transportation behaviour, this will mean a demand for several thousand more parking spaces in the Core Areas
- Increased Core Area development may reduce parking supply as parking lots are redeveloped for other uses

## Draft Problem Statement

Parking affects all residents of Cambridge and is one of the biggest factors in achieving a successful urban area.

Recognizing this, there is a need to:

- Develop parking supply options in a manner that does not impact the distinct nature of the core areas and which recognizes and supports all modes of transportation
- Ensure existing and future parking supply is used efficiently
- Improve the comprehension of the parking system for visitors
- Ensure the parking system is financially sustainable for the Cambridge Core Areas, for the the next 20 years

**We need your input on refining this problem statement**



## POTENTIAL ALTERNATIVES

The Environmental Assessment Process requires that a range of alternatives are developed and evaluated, including the Do Nothing alternative.

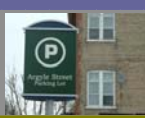
Preliminary alternatives include the following:

- Do Nothing
- Expand parking capacity to meet projected needs based on current travel behaviour
- Expand parking capacity to meet projected needs based on modified travel behaviour, in conjunction with improving options for non-automobile travel
- Manage travel demand to reduce peak demands for parking
- Increase the efficiency of existing parking supply through better parking management
- Meet future parking needs through developer provided on-site parking

Note that the preferred alternative for each horizon year may include a combination of the above alternatives, and may be tailored to each Core Area.

**What other alternatives would you like to see evaluated as part of this study?**





# EVALUATION CRITERIA

- Draft evaluation criteria are contained in the table below. These criteria will be used to evaluate and rank potential alternatives and identify the preferred alternative.

Category	Factor	Measure
Natural	Effect on natural environment	<ul style="list-style-type: none"> <li>▪ Change in impermeable surface area</li> <li>▪ Estimated change in emissions of criteria air contaminants from motorized vehicles</li> </ul>
Social	Effect on pedestrian and cycling environment	<ul style="list-style-type: none"> <li>▪ Qualitative assessment of safety impacts</li> <li>▪ Qualitative assessment of security impacts</li> <li>▪ Qualitative assessment of walkability impacts</li> <li>▪ Qualitative assessment of cycling impacts</li> </ul>
	Effect on residential properties	<ul style="list-style-type: none"> <li>▪ Potential for traffic infiltration</li> <li>▪ Ability to meet residential parking needs</li> </ul>
	Effect on archaeological resources and heritage or cultural features	<ul style="list-style-type: none"> <li>▪ Number of properties affected</li> </ul>
	Impact on urban planning design objectives	<ul style="list-style-type: none"> <li>▪ Consistency with urban design objectives</li> <li>▪ Compatibility with rapid transit objectives/transit-oriented development</li> </ul>
Economic	Effect on businesses	<ul style="list-style-type: none"> <li>▪ On-street parking demand to supply ratio</li> <li>▪ Off-street parking demand to supply ratio</li> <li>▪ Cost of public parking</li> <li>▪ User friendliness of parking system for Core Area visitors</li> </ul>
	Effect on development	<ul style="list-style-type: none"> <li>▪ Compatibility of parking requirements with developer expectations</li> <li>▪ Cost</li> </ul>
	Capital and operating cost	<ul style="list-style-type: none"> <li>▪ Capital cost</li> <li>▪ Operating cost</li> <li>▪ Net annual lifecycle cost to City of Cambridge</li> <li>▪ Ability for innovative financing options (i.e. public-private partnerships)</li> </ul>
Technical	Ability to meet transportation accessibility needs	<ul style="list-style-type: none"> <li>▪ Public parking demand/supply and utilization (by time horizon)</li> <li>▪ Efficiency of on-street parking (target of 85% utilization)</li> <li>▪ Degree to which option increases or decreases travel options for commuters</li> </ul>
	Ease of implementation	<ul style="list-style-type: none"> <li>▪ Length of time to achieve desired results</li> <li>▪ Risk and liability</li> <li>▪ Relationship to other projects</li> <li>▪ Jurisdictional responsibility</li> </ul>
	Impact on operations	<ul style="list-style-type: none"> <li>▪ Impact on road maintenance operations</li> <li>▪ Impact on emergency response times</li> </ul>



## NEXT STEPS

- Collect information from public and other stakeholders
- Estimate future parking supply and demand and develop specific recommendations
- Estimate costs and other factors
- Further consultation (Website and newsletters)
- Develop implementation plan
  - 2008, 2009, 2013 and 2023 time horizon implementation plans
  - Recommended supporting policies
  - Recommendations for Land Use By-Laws
- Public Information Centre #2 in January 2009

**THANK YOU FOR YOUR INTEREST!  
PLEASE FILL OUT A COMMENT FORM**

For more information <http://www.cambridge.ca/parkingmasterplan> or contact:

Ms. Cathy Robertson, P.Eng., PTOE  
Director of Engineering Services, City of Cambridge  
robertsonc@cambridge.ca  
(519) 740-4682, ext. 4544

Brian Hollingworth  
Project Manager, IBI Group  
bhollingworth@ibigroup.com  
(416) 596-1930 ext. 414