

AMBLESIDE PARKING STUDY EXECUTIVE SUMMARY

Existing Conditions	Improvements/Recommendations
<p>Supply/Demand</p> <ul style="list-style-type: none"> • Existing supply is fragmented, resulting in heavy dependence on shared on-street parking stalls. • Parking supply for patrons of Ambleside businesses is equally divided between on street parking and customer (off street) parking. • There are locations where parking demand exceeds supply: Hollyburn Medical Centre, Shoppers Drug Mart, Village Square/Clyde Ave. and most on-street parking along Marine Drive and Bellevue. 	<ul style="list-style-type: none"> • Consider providing additional public parking for larger redevelopments or rezoning similar to the additional parking provided as part of the IGA redevelopment in 2003. • Plan for potential future parkade locations • Develop payment in lieu of parking bylaw
<p>Better Utilization of Parking</p> <ul style="list-style-type: none"> • On-street parking stalls are utilized more intensively than rear customer-only stalls, for several reasons: <ul style="list-style-type: none"> ○ Fragmented supply ○ Lack of visibility from the street ○ Inconvenient to access; resulting in additional turning movements as drivers circulate, searching for an empty stall ○ “Customer-only” designation for each business ○ Significant component of employee reserved stalls with “tow-away signage” reduces customer supply 	<ul style="list-style-type: none"> • Examine the ratio of on-site employee/customer in detail for each business to ensure a reasonable supply of convenience customer parking is kept available. • Employee parking should be clearly distinguished from customer parking. • Consider developing a shared parking bylaw so that adjacent uses might benefit from different peak times • Educate owners on the necessity of utilizing the rear lane parking areas for customers • Undertake an education program to make customers aware of rear lane parking. • Optimize the configuration of rear lane parking areas to maximize the supply of customer parking stalls • Please note: One of the recommendations to consider changing the current 2 hour parking time limit to 1 hour along Marine is not being recommended by staff as in 2004-5, at the community’s request, the parking was maintained at 2 hours.
<p>Rate</p> <ul style="list-style-type: none"> • The current mixed use rate of 1 stall per 400sf of commercial area is reasonable compared to rates used by other municipalities, but likely creates some areas of under supply and some areas of over supply depending on specific land uses. 	<ul style="list-style-type: none"> • Consider providing additional public parking for larger redevelopments or rezoning. • Carry out further demand/supply analysis on a block by block basis in Ambleside to attain detailed intensity and length of parkers stay information. • Monitor mixed use rate over time to ensure it is appropriate for the land use mix in Ambleside.

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Existing Conditions (continued)	Improvements/Recommendations (continued)
<p>Enforcement</p> <ul style="list-style-type: none"> • There are areas where long term parkers are utilizing prime on-street stalls i.e. along Marine Drive and Bellevue. Many of these parkers appear to be employees parking for 8 hours or more. 	<ul style="list-style-type: none"> • Establish alternative or remote parking areas for where employees can park i.e. Gravel area south of the tennis courts at tennis courts or encourage employees to take transit. • Educate business owners and employees on the importance of not parking in prime stalls and maintaining rear stalls for customers • Strengthen enforcement of on street parking in key areas during peak demand periods • Please Note: The beginning of the consultant parking study coincided with an increased Bylaw Enforcement program in Dundarave and Ambleside. The impact of the enforcement program needs to be monitored and depending on results, increased enforcement on a permanent basis may be needed to shift long term and employee parkers away from prime stalls.
<p>Waterfront Area</p> <ul style="list-style-type: none"> • Parking stalls on Argyle appear to be used by employees as well as recreational users as they are too far away to be convenient for the Commercial Core patrons 	<ul style="list-style-type: none"> • Study summer parking occupancy along Argyle to address summer use • Develop a parking and traffic management plan for the new ferry service. • Consider additional parking options prior to removing the stalls on Argyle

Please Note: As redevelopment occurs more parking will come available through new buildings being constructed.