TO: 
CHAIR AND MEMBERS  
ENVIRONMENT AND TRANSPORTATION COMMITTEE  
MEETING ON JULY 26TH, 2004

FROM: 
PETER W. STEBLIN, P. ENG.  
GENERAL MANAGER OF ENVIRONMENTAL & ENGINEERING  
SERVICES & CITY ENGINEER

SUBJECT: 
PARKING REVENUE INITIATIVES AND ENFORCEMENT UPDATE

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RECOMMENDATION

That on the recommendation of the General Manager of Environmental & Engineering Services & City Engineer the installation of five (5) parking meters with a 30-minute time limit along the City Hall drop-off circle BE APPROVED; it being noted that these meters will result in new revenue of $3,500 in 2004.

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PREVIOUS REPORTS PERTINENT TO THIS MATTER

For additional information, please refer to the following reports:

1. Environment and Transportation Committee Report for 2004-03-08: Item 10 “Parking Policies, Strategies and Initiatives Update”; and
2. Environment and Transportation Committee Report for 2004-03-08: Item 13a “2004 Budget Deliberations, Supplementary Information”.

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BACKGROUND

PURPOSE:
The following report provides an update on the implementation of the 2004 Parking Initiatives and a review of new initiatives being investigated in an effort to mitigate the impact of the existing and future budget challenges. This review is done while keeping in mind the parking strategic objectives and guiding principles.

CONTEXT:
In order to have an effective parking strategy it is important that the City manage short-term (i.e. 2 hrs or less) parking turnover that benefits the abutting residents, business community and general public. Motorists requiring long-term parking should be encouraged to utilize off-street parking facilities so that prime on-street parking is maintained for short-term customers or visitors. Metering these parking spaces is more effective than simply signing and produces turnover of the spaces for customers and visitors.

DISCUSSION:
A number of new parking meter locations (168 spaces) was approved by Council on March 9th, 2004 as part of the 2004 Operating Budget. Installation of the meters is progressing and the balance scheduled for the next few weeks.
Parking in Mixed Residential Areas

A number of streets where parking meters are proposed have a mix of residential and commercial properties as outlined in the following table:

<table>
<thead>
<tr>
<th>Location</th>
<th>From</th>
<th>To</th>
<th># of Spaces(1)</th>
<th>Estimated Annual Revenue(1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellington</td>
<td>Central</td>
<td>Pall Mall</td>
<td>19(2)</td>
<td>$15,000</td>
</tr>
<tr>
<td>Pall Mall</td>
<td>Wellington</td>
<td>Waterloo</td>
<td>24</td>
<td>10,000</td>
</tr>
<tr>
<td>Wellington</td>
<td>Kenneth</td>
<td>Oxford</td>
<td>22</td>
<td>11,000</td>
</tr>
<tr>
<td>S/S Hyman</td>
<td>Richmond</td>
<td>Wellington</td>
<td>22</td>
<td>40,000</td>
</tr>
<tr>
<td>N/S Mill</td>
<td>St. George</td>
<td>Richmond</td>
<td>17</td>
<td>30,000</td>
</tr>
<tr>
<td>Central</td>
<td>Wellington</td>
<td>Waterloo</td>
<td>27</td>
<td>11,000</td>
</tr>
<tr>
<td>W/S Burwell</td>
<td>York</td>
<td>King</td>
<td>10</td>
<td>3,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td><strong>141</strong></td>
<td><strong>$120,000</strong></td>
</tr>
</tbody>
</table>

Notes
1. # of spaces and revenue has been adjusted to reflect updated data.
2. Installation of meters on Wellington between Central and Pall Mall has been completed.

Table 1: Parking Meter Locations along mixed use roads

The above noted streets (except Burwell) are in the vicinity of Richmond Row and on-street parking is utilized by customers destined for retail/commercial properties, visitors to Victoria Park and residential property visitors. The following photograph of Hyman Street shows a typical weekday that illustrates the high usage of on-street parking adjacent to Richmond Row. Without proper controls sufficient parking will not be available for either customers or visitors. Parking meters can ensure parking stall turnover that benefits both retail, commercial and residential properties.

Figure 1: Hyman Street east of Richmond Street

Pall Mall Street

During the meter installation process some residents on Pall Mall contacted City staff and Ward Councillors objecting to the installation of the meters which has delayed the installation of meters on Pall Mall and other similar streets. In 2002 the Pall Mall property owners were contacted to gauge their support for the installation of parking meters. Only 4 of the 26 property owners responded to the mail-back survey but those that did respond were opposed to the meter installation. In the summer of 2003 a number of broad initiatives were tabled related to the location of new parking meters, the hours of enforcement and Saturday parking. Several notices were placed in the London Free Press and the City web site announced that a public meeting was being held on September 30th, 2003 to receive input on the proposed initiatives. Comments were received from a cross-section of Londoners with some speaking directly to the meters on their street; however, we did not receive any communications from Pall Mall property owners.
Pall Mall Street is a mix of commercial properties (with off-street parking) on the north and residential properties on the south. Currently parking is prohibited on Pall Mall Street except on the south side after 6 PM, Monday to Friday and all day on Saturday and Sundays. It is anticipated that the approved parking meters will be utilized by customers of nearby retail/commercial properties and those visitors destined for Victoria Park during special events.

Residents also commented that if meters were installed, then a 4-hour time limit should be in place rather than the standard 2-hour limit.

**City Hall Drop-off Circle**

The circle in front of City Hall is currently designated as a loading zone with the exception of a disabled permit parking stall at the west end. A review of the type and frequency of usage suggests that the length of the loading zone can be reduced and replaced with parking meters for short-term users. Five (5) new parking stalls can be created generating approximately $10,000 annually in new revenue. To ensure that these stalls are used by short-term users it is proposed that the meters have a 30-minute time limit, it being noted that longer duration meters can be found on Dufferin Avenue for those motorists wanting to stay longer or the underground parking garage is also available.

**Richmond Street Parking**

As per Council's direction the installing of parking meters on Richmond Street is being studied. Traffic volume data is currently being gathered and analyzed. The conclusions of this analysis will be presented to the Environment and Transportation Committee in the fall.

**Private Property Parking Enforcement**

Various methods of enforcing parking regulations on private property that does not involve the towing of vehicles is being investigated and will be the subject of a future Environment and Transportation Committee in the fall.

**CONCLUSIONS:**

Parking meters in the vicinity of retail/commercial properties (i.e. Richmond Row) are legitimate expectations and installation of the meters should proceed as previously approved. Taking into consideration the location of the parking meters, it is proposed that the meters on Pall Mall Street and Central Avenue have a 4-hour time limit.

Improved utilization of the City Hall drop-off circle can be obtained by installing 5 new parking meters with a 30-minute time limit. It is anticipated that these meters will generate $10,000 in annual meter revenue with approximately $3,500 recovered in 2004. It should be noted that the installation cost of these meters can be accommodated within existing accounts due to other cost savings already achieved.

**ACKNOWLEDGEMENT:**

This report has been reviewed by David Leckie, Director Roads & Transportation.