

Parking Master Plan

Appendix G
Parking Policies and Strategies

Parking Policies and Strategies

Whitby's existing parking policies and strategies are assessed and recommendations provided that aim at optimizing and improving overall parking operations. The following policies and strategies have been reviewed:

- Parking Standards and Zoning By-laws;
- Parking Price Strategies;
- Parking Fines;
- Best Practice Design Considerations;
- Special Parking Zones; and
- Alternative Seasonal Parking Uses.

Parking Standards and Zoning By-Laws

Whitby's existing parking standards including parking space requirements, parking space dimensions, and parking requirement needs, are evaluated in this section.

Parking Space Requirements

This section examines Whitby general and accessible parking space requirements through a comparison with the requirements of similar municipalities.

General Parking

Whitby's parking requirements, as specified in By-law # 6925-14, have been compared to those of similar sized municipalities. It should be noted that several of the studied municipalities, specify different requirements for different zones. If multiple zones are identified, the parking requirements within the Downtown core are presented. The residential, office, retail, and restaurant land use types were selected for the comparison as these land uses are anticipated to comprise the majority of the Downtown Whitby land uses, and is the most effective comparison. **Exhibit G-1** summarizes the comparison results.

Exhibit G-1: Parking Requirement Comparison

Municipality	Land Use			
	Apartment	Office (GFA)	Retail (GFA)	Restaurant
Barrie	1 per unit	1 per 30 m ²	1 per 30 m ²	1 per 4 persons
Burlington	0 per unit (Downtown) otherwise 1.25 per 1 bedroom unit 1.50 per 2 bedroom unit 1.75 per 3+ bedroom unit 0.35 visitor per unit	1 per 28.6 m ²	1 per 25 m ²	1 per 4 persons
Oakville	1 per unit (GFA<75 m ²) 1.5 per unit (GFA>75 m ²)	1 per 35 m ²	1 per 18 m ²	1 per 10 m ²
Oshawa	1.45 per unit + 0.3 per unit for visitors	1 per 28 m ²	1 per 24 m ²	1 per 11 m ²
Richmond Hill	0.8 per bachelor 0.9 per 1 bedroom unit 1.0 per 2 bedroom unit 1.2 per 3+ bedroom unit 0.15 visitor per unit	1 per 50 m ²	1 per 33 m ²	1 per 33 m ²
Cambridge	1 per unit + 1 per 4 units for visitors	1 per 40 m ²	1 per 40 m ²	1 per 8.3 m ²
St. Catharines	0 (Downtown) 1.25 per unit (elsewhere)	1 per 28 m ²	1 per 20 m ²	1 per 20 m ²
Kingston	1 per unit	1 per 69 m ²	1 per 83.3 m ²	1 per 14.3 m ²
Guelph	1 per unit	1 per 67 m ²	1 per 100 m ²	1 per 100 m ²
Waterloo	-	-	-	-
Whitby	1.25 per unit + 0.25 per unit for visitors	1 per 30 m² (1st floor) 1 per 50 m² (all	1 per 23 m² (1st floor) 1 per 50 m² (all	1 per 19 m²

Municipality	Land Use			
	Apartment	Office (GFA other floors)	Retail (GFA other floors)	Restaurant
Average	1.03 per unit	1 per 40.6 m²	1 per 39.6 m²	1 per 4 persons or 1 per 27.0 m²

In terms of Town wide requirements, Whitby’s parking requirements are observed to be fairly consistent with the average of comparable municipalities. As a policy to support the Transportation Master Plan objective of promoting alternative modes of transportation, it is recommended that the impacts of reduced parking requirements for certain land uses within the Downtown core be evaluated as part of a future Zoning By-law update. This would require the establishment of a second set of parking requirements for the Downtown zone, separate from the requirements of the rest of the Town. The residential and restaurant parking requirements are recommended to be reduced for the new Downtown requirements. Additionally, the residential requirement is recommended to be based on the bedroom type, similar to Burlington and Richmond Hill. This would require further investigation outside of this parking strategy study.

A notable example is the residential land use parking exemption within parts of the St. Catharines and Burlington Downtown cores. The objective of the parking exemption policy is to promote new residential developments within select areas. An exemption zone is not necessarily recommended for Whitby, but merely outlines a trend in other cities. St. Catharines might slightly modify this policy in the future, due to large growth projections straining the Downtown parking supply.

In addition, a growing trend across many municipalities is the adoption of maximum parking requirements within the Downtown core which places a limit on the maximum number of parking spaces permitted per development. The maximum requirements are intended to serve as a TDM measure to control the Downtown core’s parking supply and therefore the appeal of single occupancy vehicles.

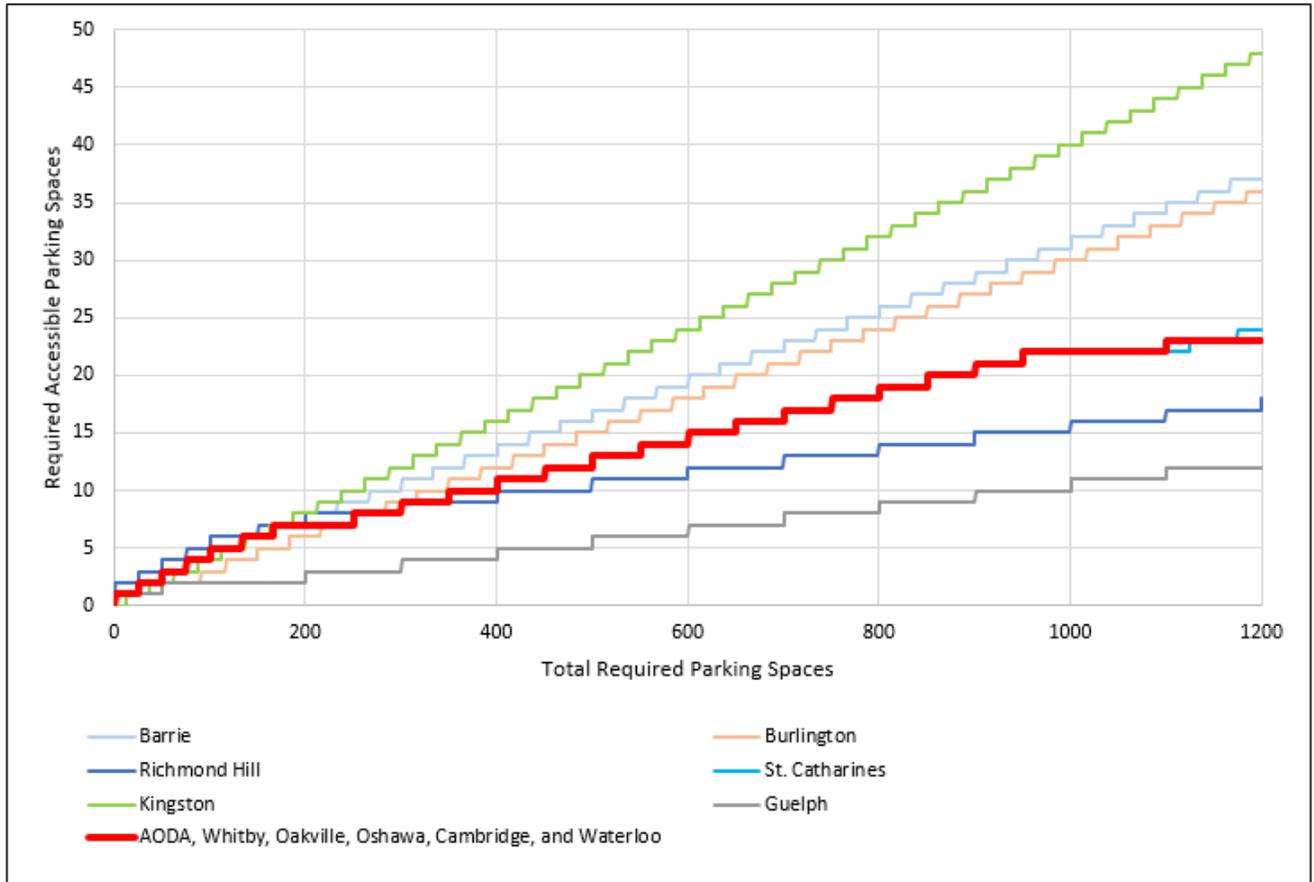
For developments where the parking requirements have been reduced or eliminated a Parking Management Plan for the development should be required to be included as part of the development agreement. Such a plan would include resident policies related to vehicle ownership and provide information related to municipal by-laws and parking availability for visitors, guests and delivery vehicles.

Accessible Parking

Municipalities are moving towards adopting accessible parking requirements that are consistent with the requirements outlined by the Accessibility for Ontarians with Disabilities Act (AODA). Ontario’s Accessibility Action Plan outlines a timeline to fully mandate AODA guidelines by 2025, which includes the provision of accessible parking spaces.

Whitby’s accessible parking requirements were compared to those of similar municipalities and AODA, the result of which is illustrated in **Exhibit G-2**.

Exhibit G-2: Accessible Parking Requirement Comparison



It can be observed from **Exhibit G-2** that Kingston generally requires the most accessible parking spaces, while Guelph and Richmond Hill require the least. Whitby’s accessible parking requirements and those of Oakville, Oshawa, Cambridge, and Waterloo are all aligned with the AODA’s requirements. Therefore, Whitby’s accessible parking spaces requirements are considered to be appropriate.

AODA does not specify on-street accessible parking requirements. Section 80.39 suggests the municipality consult with its Accessibility Advisory Committee (AAC) in establishing the number and locations of on-street accessible spaces. If the metered on-street parking system were treated as an off-street parking lot (277 spaces), 8 on-street accessible parking spaces would be required by AODA guidelines. It is recommended that eight (8) accessible on-street parking spaces be identified as a starting point for discussions with the AAC, and adjust the number based on local needs.

The following general guidelines are recommended for consideration when determining the locations for on-street accessible parking:

- Adjacent to land uses anticipated to generate accessible parking demand (such as medical offices and certain government services buildings);

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- Adjacent to a curb cut (or add a curb cut to serve the accessible parking space);
- Does not conflict with existing street furniture;
- Does not impede snow clearing activities;
- The space is not currently designated for passenger pick-up/drop-off; and
- The space is not anticipated to serve alternative seasonal uses.

Development of an accessible parking standard is recommended to be included in the Engineering Design Standards.

Currently within the Town of Whitby, vehicles with a valid accessible permit may park at any paid parking space for free. There are several reasons why it is not recommended:

- Few Canadian cities offer completely free accessible parking. Those that do, or have special exemptions such as time limits are typically very large cities such as Toronto, Mississauga, and Ottawa where the large parking supply can absorb the loss of parking revenue from free parking;
- The Ontario Ministry of Transportation has reported on the growing amount of accessible parking permit misuse in the province. Such misuse stems from using expired permits, transferring permits, using fake permits, and using permits when no longer required. Such misuse should not be rewarded with free parking; and
- One objective of accessibility is to achieve transportation equity wherever possible. This means the ability to those with accessibility limitations to park on- and off-street as conveniently as possible. Equity should not extend to free parking when the rest of the public pays.

Consultation with the Accessibility Advisory Committee and an update to the Traffic By-law is required to change this practice.

Parking Space Dimensions

General Parking

This section compares Whitby's parking space dimension requirements with those of the comparable municipalities. **Exhibit G-3** summarizes the comparison results.

Exhibit G-3: Parking Space Dimension Requirement Comparison

Municipality	Width (m)	Length (m)
Barrie	2.70	5.5
Burlington	2.75	6.0
Oakville	2.70	5.7

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Municipality	Width (m)	Length (m)
Oshawa	2.60	5.4
Richmond Hill	2.75	5.8
Cambridge	2.90	5.5
St. Catharines	2.60	5.2
Kingston	2.75	5.8
Guelph	2.75	5.5
Waterloo	2.80	5.5
Whitby	2.75	5.8
Average	2.73	5.6

As presented in **Exhibit G-3**, the Whitby's parking space dimension requirements are consistent with the average of similar sized municipalities. No changes are recommended to Whitby's existing parking space dimension requirements. Note that an average passenger vehicle is 5.1 metres in length by 2.0 metres in width.

Accessible Parking

Whitby's accessible parking space dimension requirements are compared with those of the similar municipalities and AODA, the results of which are presented in **Exhibit G-4**.

The majority of municipalities have adopted accessible parking space dimension requirements similar to AODA. AODA specifies two types of accessible parking spaces; half of the required accessible parking supply must be Type A, while the other half Type B. Type A spaces are wider parking spaces intended to accommodate mobility friendly vehicles and have a minimum width of 3.4m, while Type B spaces have a standard minimum width of 2.4m. While Whitby is consistent with AODA in terms of number of accessible parking spaces required, the dimension requirements differ. Whitby requires that all accessible parking spaces are Type A which is above AODA minimum requirements.

Exhibit G-4: Accessible Parking Space Dimension Requirement Comparison

Municipality	Width (m)	Length (m)	Access Aisle Width (m)	Notes
Barrie	Type A: 3.4 Type B: 3.1	5.5	1.5	Adjacent spaces can share one access aisle.
Burlington	2.75	6	2	-
Oakville	Type A: 3.65 Type B: 2.7	5.7	1.5	Adjacent spaces can share one access aisle.
Oshawa	Type A: 3.4 Type B: 2.4	5.4	1.5	Adjacent spaces can share one access aisle.
Richmond Hill	3.7	5.8	-	-
Cambridge	Type A: 3.4 Type B: 2.4	5.5	2	Adjacent spaces can share one access aisle.
St. Catharines	3.4	5.2	1.5	Adjacent spaces can share one access aisle.
Kingston	Type A: 3.4 Type B: 2.7	6	1.5	Adjacent spaces can share one access aisle.
Guelph	4	5.5	-	-
Waterloo	Type A: 3.7 Type B: 2.4	6	1.5	Adjacent spaces can share one access aisle.
AODA	Type A: 3.4 Type B: 2.4	-	1.5	Adjacent spaces can share one access aisle.
Whitby	3.4	5.8	1.5	Adjacent spaces can share one access aisle.
Average	Type A: 3.5 Type B: 2.6	5.7	1.6	

Parking Requirement Reductions

Many municipalities offer options that allow developers to reduce the number of parking spaces required by the zoning by-laws. Through a best practices review of other Southern Ontario municipalities, the following initiatives were identified:

Shared Parking: Shared parking involves the use of one parking facility by more than one land use, taking advantage of different parking demand patterns by time of day to reduce the total amount of parking that would have been required if facilities were not shared.

Cash-in-lieu of parking: Cash-in-lieu of parking allows developers to pay cash as an alternative to providing the minimum number of parking spaces required by the Zoning By-law. The collected funds are placed in the parking reserve fund, and are normally used for the acquisition, improvement, and construction of municipally owned parking facilities.

Carshare Spaces: Carsharing is a system which enables members to rent vehicles for short trips and are required to return the vehicle to the designated carshare space upon trip completion. Carsharing can lead to a reduction in parking demand by allowing multiple travelers to use the same vehicle and parking space, instead of owning separate vehicles and parking spaces. Kitchener allows a 4 car space reduction for every car share vehicle and space provided up to a maximum reduction of 16 spaces. This reduction is consistent with a 2009 Parking Standards Review: Examination of Potential Options and Impacts of Car Share programs on Parking Standards report submitted by IBI Group to the City of Toronto.

Bicycle Parking: To support alternative modes of transportation, some municipalities allow developers to reduce the vehicle parking requirement in exchange for the provision of additional bicycle parking spaces. For example: Kitchener allows a 1 car space reduction for every 5 bicycle spaces beyond the required minimum, up to a maximum vehicle space reduction of 10%.

The City of Kitchener provides developers with an official Transportation Demand Management (TDM) checklist which allows for car space requirement reductions in exchange for various TDM measures.

Development of a TDM checklist, in consultation with Development Services and Planning Department staff is recommended. It is further recommended that the Zoning By-law be updated considering the required parking.

Parking Price Strategies

Various parking price strategies that Whitby could potentially adopt are reviewed in this section. Their operational benefits are explored and whether or not the strategy is considered appropriate for Whitby's context is explained.

Variable parking prices (location based pricing)

Variable parking prices is a strategy that allows municipalities to promote increased parking utilization in traditionally underutilized locations while managing the demand in

the more popular locations. In other words, variable parking prices helps municipalities better distribute parking demand throughout the Downtown parking system.

The strategy involves municipalities setting higher parking prices in locations known to experience high parking demand while providing lower prices at less popular locations. With variable parking prices, parking users are provided with a financial incentive to park in the less popular locations. Note that parking prices are set in advance considering historical parking patterns, rather than adjusted in real time based on observed demand.

Considering the future parking demand projections, the majority of Whitby's pay parking facilities are anticipated to operate near or at capacity. As a result, a parking garage is considered necessary to accommodate future growth. With the construction of a parking garage, parking patterns are anticipated to be significantly altered. Therefore, it is recommended that parking utilization data be collected after the construction of a structure. Based on the resultant parking patterns, locations operating near or at capacity could be considered for variable parking prices accordingly.

A variable parking price strategy is currently employed in Downtown Whitby promoting off-street parking. On-street parking costs \$1.50 per hour while off-street parking costs \$1.00 per hour. Based on the parking utilization data collected after the parking structure construction, it is recommended that the existing on- and off-street parking price plan be revisited. The on- and off-street parking facilities experiencing high demand are recommended to be priced higher than locations experiencing lower demand, regardless of whether the facility is on- or off-street.

Dynamic parking prices (time and location based pricing)

Parking demand levels are known to vary by time of day and day of week. Traditionally, peak parking demand occurs during weekday business hours and the weekend daytime period. Through the dynamic pricing strategy, higher parking prices are adopted during the periods of peak parking demand than all other periods. This strategy is intended to serve as a TDM measure to control parking demand during peak periods. A higher price of parking increases the appeal of alternative forms of transportation including transit, cycling, and walking. The time of day pricing strategy can also be combined with location based pricing to promote an improved distribution of parking demand.

Whitby currently employs the dynamic parking price strategy with pay parking operations in effect during weekday business hours and free parking during all other periods. Additionally, during pay parking operations, on-street parking prices are set higher than those of off-street facilities.

Overnight parking has often been requested by Downtown Whitby residents that do not have parking available, visitors to Downtown residents and users of Downtown businesses. Overnight is typically when maintenance operations are performed as the municipal lot should be free of vehicles. However, recognizing that there appears to be a need for overnight parking, it is proposed that seasonal overnight parking be provided in select municipal lots (Lots 3, 6, and 5) be offered at a reduced rate.

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The location of overnight parking will be identified through signage so as to limit the interference with maintenance activities. Overnight parking would not be permitted following snow events to allow for the clearing of snow.

Recommendation: Provide limited seasonal overnight parking in Municipal Lots 3, 6, and 5 at a reduced rate.

Pay parking time limits

As previously indicated, parking demand levels are known to vary by time of day and day of week. Many municipalities, including Whitby, only charge for parking during weekday business hours when parking demand is known to peak. Free parking is provided during weekday evenings and weekends when parking demand is lower. Through the parking utilization survey results, the period of peak parking demand can be identified and Whitby's existing pay parking time limits are rationalized.

Currently, paid parking operations are in effect Monday to Friday between 8:00 a.m. and 6:00 p.m. off-street and between 9:00 a.m. and 6:00 p.m. on-street. Free parking is in effect after 6:00 p.m. on weekdays, and at all times during Saturdays and Sundays. Note that on-street paid parking operations are only in effect at metered parking spaces.

Parking demand is observed to significantly increase in the morning starting at 8:00 a.m., peak during the midday, and slowly decline in the evening starting at 5:00 p.m. Note that while demand was observed to start declining at 5:00 p.m., the observed demand was still relatively high at 6:00 p.m. when the survey concluded. Considering these observations, and to maintain consistency between on- and off-street, Whitby is recommended to charge for parking between 8:00 a.m. and 6:00 p.m. for both off-street facilities and on-street metered parking. To further validate the pay parking times, Whitby is recommended to collect additional parking utilization during weekday evenings and potentially adjust the pay parking time limits as needed.

Once paid parking is implemented in Brooklin it is recommended to be consistent with Downtown Whitby.

Performance based pricing (demand, time, and location based pricing)

Under performance based pricing, the price of parking is automatically adjusted based on observed parking demand to maintain a desired utilization. The parking system automatically increases the price of parking if utilization is determined to approach or exceed the desired limit. When demand decreases the price of parking is automatically reduced to promote use.

Performance based pricing requires parking technology capable of automatically tracking occupancy in real time. Considering that this strategy would require expensive parking technology upgrades, it's not considered feasible for Downtown Whitby or Brooklin.

Parking Fines

Parking practices in Whitby are regulated by Traffic By-Law 1862-85, Municipal Parking Lot By-law 4910-01. Parking fines in Whitby range from \$15 for an expired parking meter to \$300 for an accessible parking violation. **Exhibit G-5** compares several common parking related violations in Whitby to those of the compared municipalities.

Exhibit G-5: Downtown Parking Fines Comparison at Comparable Municipalities

Municipality	No Parking	No Stopping	Expired Meter	Accessible Parking	Overnight Parking
Barrie	\$30.00	\$30.00	\$30.00	\$300.00	\$30.00
Burlington	\$46.00	\$62.00	\$23.00	\$400.00	\$46.00
Oakville	\$40.00	\$50.00	\$20.00	\$400.00	\$40.00
Oshawa	\$30.00	\$45.00	\$30.00	\$300.00	\$30.00
Richmond Hill	\$40.00	\$40.00	\$20.00	\$300.00	\$75.00
Cambridge	\$25.00	\$45.00	\$25.00	\$301.00	\$25.00
St. Catharines	\$30.00	\$48.00	\$20.00	\$300.00	\$30.00
Kingston	\$25.00	\$30.00	\$25.00	\$300.00	\$30.00
Guelph	\$40.00	\$60.00	\$30.00	\$350.00	\$35.00
Waterloo	\$45.00	\$45.00	\$35.00	\$300.00	\$35.00
Whitby	\$40.00	\$60.00	\$15.00	\$300.00	\$40.00
Average	\$35.55	\$46.82	\$25.55	\$322.82	\$37.82

It is recommended to review the fines of all parking violations and adjust as necessary. It is proposed that parking infractions where user safety is compromised be increased. This would include infractions associated with accessible parking, parked within a fire route and parked on/over a sidewalk or multi-use path.

Best Practice Design Considerations

Parking facility lighting, pedestrian operations, signage, and landscaping design best practices have been considered and recommendations to improve the user’s overall parking experience are provided. These best practices have been compiled from the practices of other cities in Southern Ontario, across Canada, the United States, and

around the world. Where already in-place, an overview of existing policy in Whitby is provided for comparison.

Lighting

There are no specific lighting requirements currently in the Whitby Zoning By-laws. The Town of Whitby Lighting Guidelines (2009) document provides some guidance on lighting design, but does not specifically address parking lot applications.

A review of municipal parking guidelines show that both the City of Toronto and the City of Vaughan have published parking lot design guidelines which address lighting. To ensure the safety and visibility of pedestrians and vehicles in parking design, lighting is a key consideration for parking design guidelines. Without any requirements, parking facilities may be provided with scarce lighting that can leave users feeling unsafe.

With proper lighting, the visibility of vehicles, pedestrians, and obstructions is increased and the likelihood of a collision is reduced. In addition, the efficiency of wayfinding and advisory signage is increased, and the potential for crime and other unwanted activity is reduced. In cases where parking is provided off-site, the need for good lighting is significantly heightened. Energy efficient lighting and off-grid power generation should be used, where practical.

Consideration is recommended for adding lighting guidelines specific to parking facilities to the Lighting Guidelines document. The following design considerations can be included:

- Lighting be designed to be aesthetically integrated with the architecture, landscape, and streetscape; and be designed to ensure no blind spots or hiding place are created;
- Lighting be appropriately scaled to its purpose to avoid “over lighting”;
- Lighting be directed downward and inward to avoid light overspill on adjacent properties;
- To support the sustainable development, energy-efficient lighting be used;
- Opportunities for off-grid power generation (e.g. solar) be incorporated; and
- Pedestrian-scaled lighting, such as bollards or smaller scale pole fixtures, be provided along pedestrian routes.

Specific to Whitby, parking lot lighting was not identified as an issue during the public and stakeholder consultation.

Pedestrian Friendly Links to Parking

Aside from guidance on minimum pedestrian walkway width between two buildings, no specific pedestrian pathway requirements are present in the Whitby Zoning By-laws. Whitby is currently conducting a Transportation and Pedestrian Safety Study with the objective of identifying ways to increase safe and efficient travel throughout Downtown Whitby. Additionally, high level pedestrian walkway guidelines are provided as part of the *Landscaping Plan Guidelines for Site Plan and Subdivision Developments Planning*

and Development document. For example: pedestrian walkways are required to provide accessible, direct, safe, continuous, and clearly defined access from sidewalks, parking areas, and transit stops to buildings that are separated from vehicular traffic, where possible.

Both the City of Vaughan and the City of Toronto address pedestrian connections to parking in parking design guidelines. As outlined in these documents, vehicular and pedestrian circulation is an essential component to parking facilities, as the planning of these can maximize the safety of both movements. Parking facilities should be designed so that pedestrians have dedicated pathways which cross vehicle travel paths infrequently and only at safe, visible crossings. Where possible, these crossings should be elevated to increase visibility and provide a traffic calming benefit. Vehicular circulation should be direct and continuous, and turn around spaces should be provided to avoid unsafe movements.

Consideration is recommended for developing pedestrian pathway guidelines, complete with specifications tailored for parking facilities. The following design considerations can be included:

- Provide a safe and interconnected pedestrian network within and adjacent to parking facilities that connect building entrances, parking spaces, public sidewalks, transit stops, and other pedestrian destinations;
- Provide at least one direct pedestrian route between the public sidewalk and every main building entrance that is uninterrupted by surface parking and driveways;
- Pathways be distinctly paved and barrier-free, well-lit, and include benches, bike parking, and trash receptacles at nodal points;
- Width and configuration of pedestrian routes should consider anticipated pedestrian traffic flow and the spatial requirements for accessories such as shopping carts, strollers, bicycles, and mobility aids;
- Where pedestrian routes cross street access driveways and other major drive aisles, crossings be distinctly marked and sight lines be unobstructed; and
- Consider enhancing the main internal pedestrian routes with landscape areas on one or both sides, where feasible. Deciduous tree canopy could be complemented with low understory plantings to ensure an eye-level window and promote safety through natural surveillance.

Parking Signage

Some signs, particularly where enforcement is necessary, must adhere to establish standards. Parked in Fire Route and Parking in a Designated Accessible Space - No Permit are two Parking By-law conventions which require complying signs to enforce. Signs which direct the flow of traffic and those which provide information on parking regulations, should be clear, concise, easily readable at a glance, and consistent. Within

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large parking facilities, sections and exits should be identifiable to promote easy pedestrian navigation to and from their vehicles.

Through in-field observations, on-street parking operations in Downtown Whitby were observed to be clearly communicated through parking signage and pavement markings. Similarly, signage providing off-street parking operation information was straight forward and easy to understand. However, parking wayfinding signage was identified to be confusing based on public feedback collected during the stakeholder and public consultation activities.

Consideration is recommended for developing parking facility signage guidelines to aid Whitby staff in maintaining clear and straight forward parking signage. The following design considerations can be included:

- Regulatory signage and pavement markings in parking facilities be consistent and adhere to standards for roadway applications, where practical;
- Advisory signage be clear, concise, easily readable at a glance, and consistent;
- Signs with large amounts of text be located such that they do not constitute a hazard to vehicle traffic in motion;
- The appearance of all signage is consistent;
- Use of common logos and colours;
- Placement at or near eye level;
- Use of reflective and durable material;
- Usually have a lettering height of about 10 centimeters for urban streets (varies according to traffic speed).

Landscaping Design

Landscaping can be used to create an enjoyable user experience by providing shade and colourful vegetation near pedestrian walkways. The landscaping of a parking facility should be designed so that it does not cause any sight line obstructions for drivers and pedestrians or at accesses. When designing a parking area, the existing vegetation should be incorporated into the landscaping plan where possible, and landscaping treatments should be distributed across the site.

To develop clear and consistent landscaping guidelines, Whitby prepared the Landscaping Plan Guidelines for Site Plan and Subdivision Developments Planning and Development document. The guidelines are intended to ensure that new developments are safe, attractive, and environmentally sensitive by providing landscaping design criteria and standards, and identifying the information required as part of a landscape plan. The submission of a landscape plan is a required component of all site plan and subdivision applications.

Specific to parking facilities, landscaping within parking facilities should consider:

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- Variety in plant, shrub, and tree species;
- Separate parking spaces from internal driveways using a landscaping strip;
- Minimize and divide large pavement surface through curbed planting or landscaped islands and walkway islands;
- Use drought and salt resistant species that do not block vehicle sightlines;
- Screen headlights from adjacent land uses; and
- Maximize shade within pedestrian walkways.

It is also recommended that the following be considered for parking facilities:

- Maximize and distribute landscaping throughout the site to soften and screen parking lot edges, reinforce circulation routes, create a pleasant pedestrian realm, and maximize shade and storm water benefits;
- Existing trees, vegetation, natural slopes, and soils should be integrated into the overall landscape plan;
- Design parking facilities to manage stormwater flow in environmentally sensitive ways;
- Provide continuous landscaped medians every three banks of parking, and landscaped islands at the end of each parking row. A “bank” of parking consists of two parking rows and a drive aisle. Medians should have a landscaped area at least 3.0 metres in width

As municipal parking lots are redeveloped/reconstructed they should be planned to improve the aesthetics through lighting, landscaping and the active amenities. Safety and the implementation of Vision Zero principles should be considered as part of the design.

Special Parking Zone Evaluation

Special parking zones in Whitby are designated under By-law 6918-14, which is an amendment to Traffic By-Law 1862-85. The By-law designates certain on-street parking spaces as passenger drop-off/pick-up zones or taxi stands. In total, 16 passenger drop-off/pick-up zones and taxi stands are in effect Thursdays to Saturdays, between 9:00 p.m. and 4:00 a.m. **Exhibit G-6** displays the passenger drop-off/pick-up zone and taxi stand locations. **Exhibit G-7** illustrates a passenger drop-off/pick-up zone signage.

Whitby currently has no designated commercial loading/unloading zones within the Downtown areas. Many commercial locations have access from a private rear laneway. There have been very few requests to provide loading/unloading zones. Given the inability to provide loading/unloading adjacent to every business and the resultant loss of on-street parking, dedicated loading/unloading spaces are not recommended at this time. Loading regulations should be reviewed as part of a future Zoning By-law update.

Exhibit G-6: Passenger Drop-off/Pick-up Zones and Taxi Stands



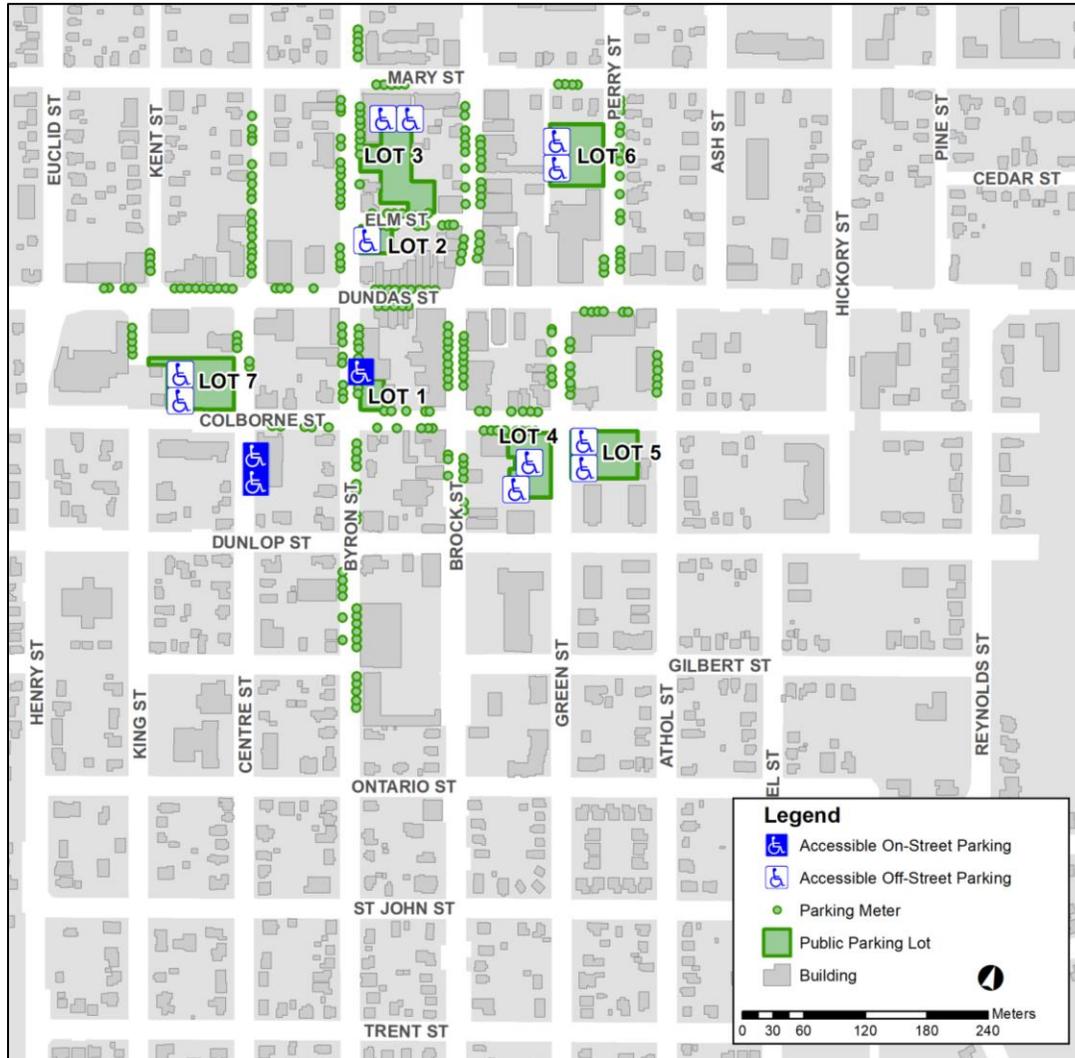
Exhibit G-7: Passenger Drop-off/Pick-up Signage



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With respect to accessible parking, there are 14 accessible parking spaces distributed throughout Downtown Whitby, three are on-street and 11 are in off-street lots. The locations of the accessible parking spaces are displayed in **Exhibit G-8**.

Exhibit G-8: Accessible Parking Space Locations



With the exception of Municipal Lot 1, each municipal parking lot has at least 1 accessible parking space. When lots are reconstructed/resurfaced they will be updated to meet AODA requirements as needed.

Alternative Seasonal Parking Uses

A growing trend among municipalities is the implementation of alternative seasonal parking uses including pop-up patios, boardwalks, parkettes, etc. where select on-street parking spaces are temporarily replaced. A pop-up patio was implemented adjacent to KB restaurant on the west side of Brock Street immediately south of Elm Street and a seating area was implemented adjacent to Brock Street Espresso.

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The following guidelines are suggested for future seasonal uses in parking areas:

- The parking spaces temporarily replaced should be located immediately adjacent to the land use proposing the seasonal use;
- The alternative seasonal parking use does not interfere with transit operations, emergency vehicle service operations, or street drainage;
- The parking space(s) temporarily replaced should not be a special parking zone (accessible parking space, taxi stand, or passenger drop-off/pick-up zone);
- The alternative seasonal parking use is protected by an adjacent bump-out or other safety delineation;
- No safety hazards are created for pedestrian, cycling, and vehicle traffic; and
- On-street parking opportunities are available in close proximity.

Public Communications Plan

A recurring issue identified during each public and stakeholder consultation event was the lack of awareness regarding various parking policies or programs. Therefore, it is recommended that a public communications plan aimed at improving user information and educating Whitby residents and visitors about Downtown parking is developed. Potential improvements Whitby is recommended to adopt include:

- A new parking brochure for the Downtown. The brochure could include information similar to the current Whitby Downtown parking website including a map identifying the various parking options. The brochure can be available online and at Downtown destinations.
- Materials for distribution at major events, trade-shows, etc. on Downtown parking.
- Website links to site on alternative transportation options (carshare, cycling routes, Durham Region transit, etc.).

Based on feedback received during the stakeholder meeting 1 (January 18, 2018), the Whitby Downtown parking website should be updated to be more user friendly. Additionally, the website is recommended to include information outlining future parking plans. This is intended to illustrate how parking revenues are used to fund parking related improvements and to provide transparency for upcoming changes.

The updating and dissemination of parking information is recommended to be an on-going process.