Stantec

DOWNTOWN BURLINGTON PARKING PLAN

CITY OF Burlington

FINAL REPORT AND IMPLEMENTATION PLAN

JANUARY 2026

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INTRODUCTION

The City of Burlington has initiated work on the Downtown Burlington Parking Plan to guide the management of parking resources now and in the future. As the city continues to invest in its assets and enhance the urban environment for both visitors and residents, the need for parking policies that are functional, sustainable, and adaptable has become increasingly important. The downtown's long-term success will depend on a well-thought-out parking management plan that maximizes available parking resources without sacrificing its unique character.

Burlington is experiencing an evolution from a primarily suburban community to a rapidly urbanizing community, especially at its core. Growth in both residents and businesses over the past decade has been accompanied by an increased demand for parking. The Downtown Parking Plan will formalize a set of strategies and recommendations, based on collected data and topical investigations, in an achievable phased implementation plan.

As Burlington continues to grow and evolve, both the demand for parking and public perceptions of it will shift, influencing parking requirements in various areas and at different times. The plan development process aims to assess current and anticipated future states of the downtown parking system to ensure that parking assets maximize value for business owners, residents, and visitors alike. A strategic downtown parking management program will allow Burlington to optimize the potential of its downtown for civic, residential, commercial, and tourism activity.

Project Goals and Objectives

In consultation with the City of Burlington, the project team has identified the following goals and objectives to guide analysis and assessment:

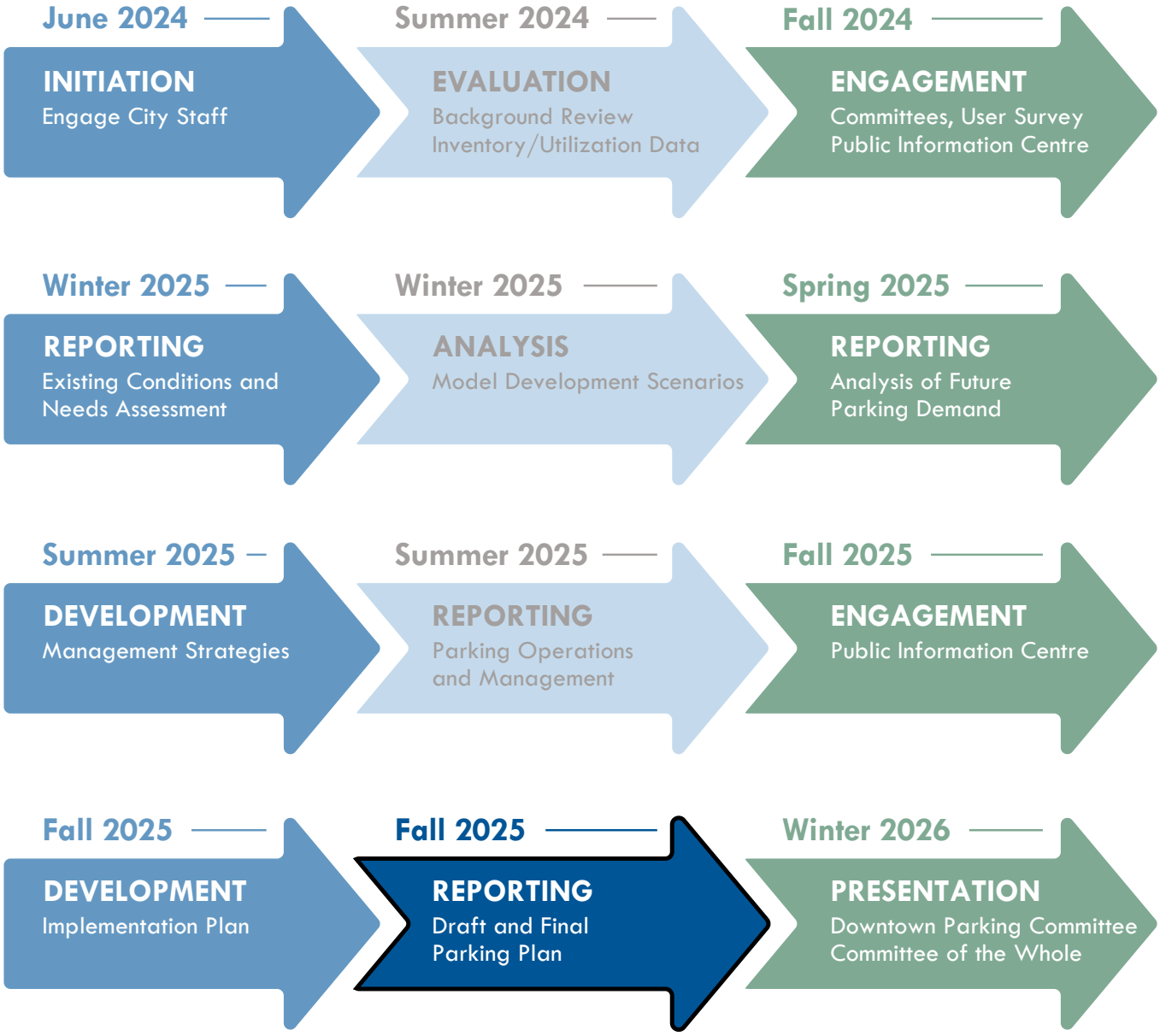
- **Balance Parking Supply and Demand:** Manage parking resources effectively to accommodate the increasing demands resulting from new residential developments, special events, and tourism.
- **Provide Diverse Parking Solutions:** Offer a safe and convenient mix of short-term, high-turnover parking and long-term vehicle parking to serve the diverse needs of customers, visitors, residents, and employees.
- **Support for Economic Development:** Respond to intensification pressures and support economic development within the downtown through strategic investment and management of parking assets.
- **Enhance the Visitor Experience:** Ensure that parking infrastructure supports Downtown Burlington's growing status as a day-trip or getaway destination, facilitating visitor activity while preserving the character of the downtown.
- **Sustainability in Parking Management:** Strategically manage parking resources to align with the city's broader planning and mobility vision, promoting sustainable development while meeting current and future parking needs.
- **Adapt to Intensification:** Respond to the increase of dense residential development in Downtown Burlington by ensuring the parking system remains functional and adaptable.
- **Maintenance and Management:** Derive techniques to enhance the upkeep and administration of surface parking lots, garages, and on-street parking spaces operated by the City.

Study Process

The *Final Report and Implementation Plan* represents the final print deliverable within a project process spanning 2024 and 2025 (**Figure 1**). This plan was completed through a series of analytical phases that included documenting existing conditions, identifying key issues and opportunities, and formulating strategic recommendations. Throughout the process, collaboration with municipal project leaders and engagement with stakeholders and the public played a central role in shaping plan outcomes.

In addition to the steps completed so far, the study team will present the findings and recommendations from this and all prior deliverables to City Council to ensure alignment with community and leadership priorities.

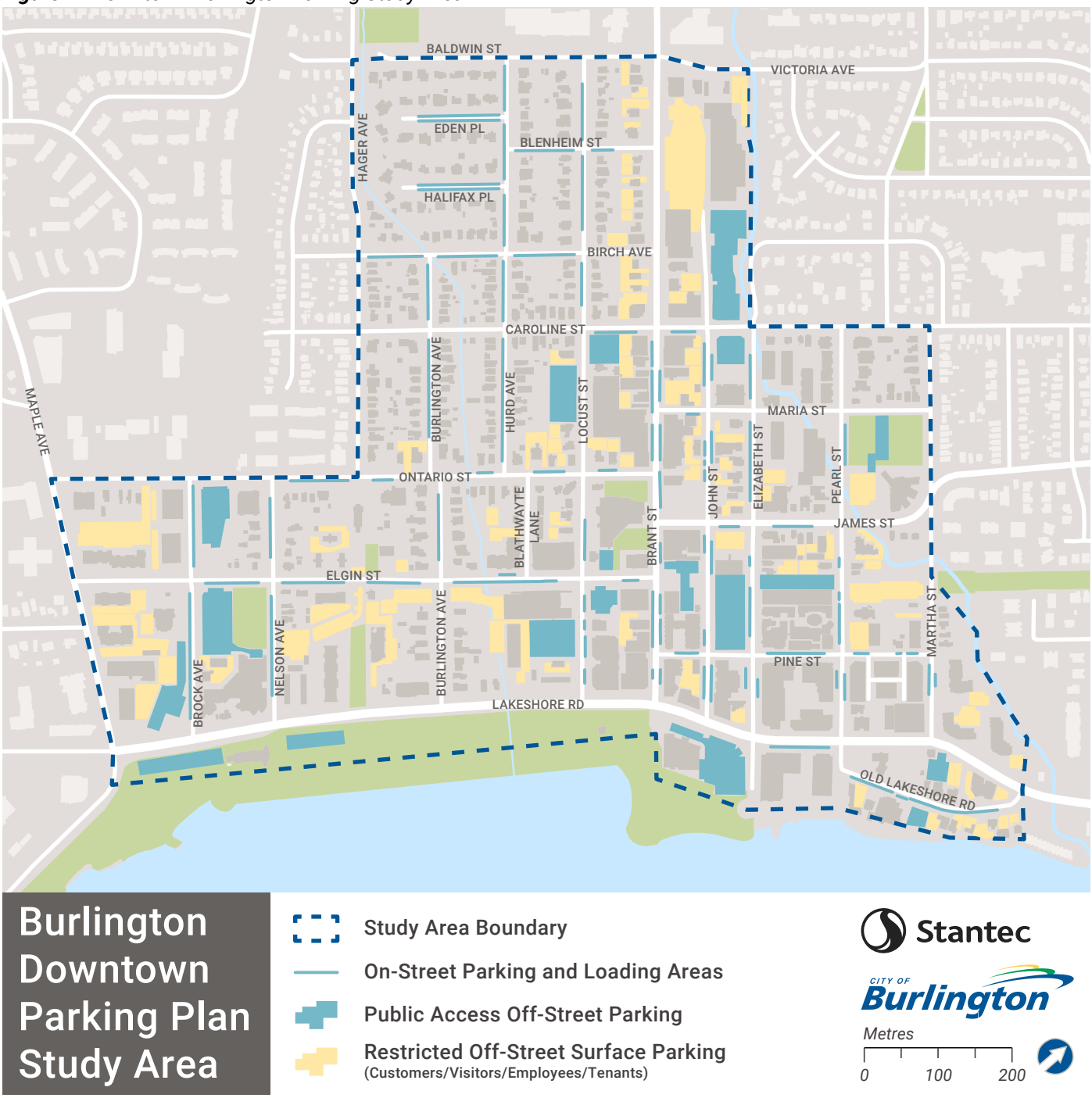
***Figure 1**: Complete Project Schedule*



Study Area

The Parking Plan Study Area encompasses the majority of Downtown Burlington between Maple Avenue, Martha Street, Baldwin Street, and Lake Ontario (**Figure 2**). The study area covers an area of just under 85 hectares and encompasses residential areas in addition to the mixed use downtown cores. The boundary was drawn purposefully to be legible, include all city-administered off-street parking facilities, capture a mix of activity types, and to understand if and how any supply limitations impact adjacent districts.

***Figure 2**: Downtown Burlington Parking Study Area*

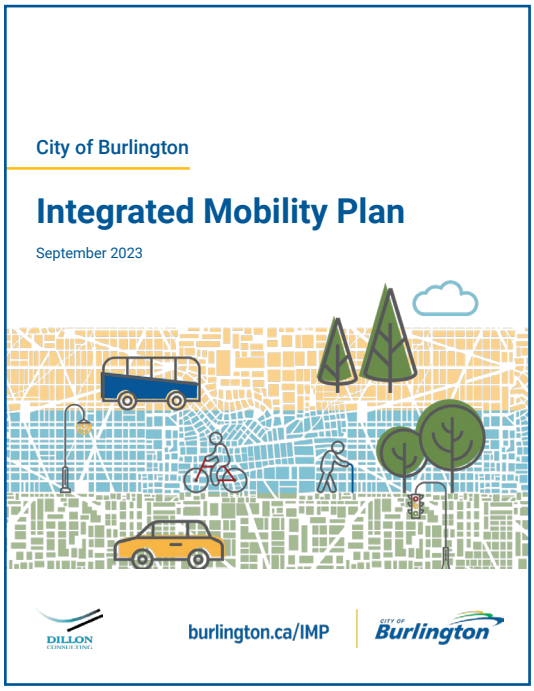


Planning Context

The Burlington Downtown Parking Plan builds on numerous relevant policies, regulations, plans, and other study documents. Review of these documents offers valuable insights to the project team, helping to identify trends, gaps, and opportunities that shape the assessment of the parking system.

2022-2026 Burlington's Plan: From Vision to Focus (2023): The City's four-year strategic work plan outlines Burlington's short-term approach to accommodating growth over 10 and 25 year time horizons. The plan calls for implementation of tactics within the Integrated Mobility Plan, Active Transportation Plan and the Transit Strategic Plan. It sets a goal for measuring, monitoring, and reporting progress of 15 percent transit and 15 percent active transportation mode shares.

Burlington's Official Plan (2021): The Burlington Official Plan serves as a significant guiding document for the city's long-term development strategy, prepared in accordance with the Ontario Planning Act. The purpose of the plan is to establish goals, objectives, and policies to manage and direct physical change and the effects on the social, economic, built and natural environment of the City. Strategic directions and plan principles seek to coordinate land use, infrastructure, transportation, and environmental strategies to achieve a more sustainable community. Plan objectives related to parking recognize parking management as a tool to influence mode choice, affect housing costs, and shape the public realm while policies require that parking management does not undermine transit and active modes of transportation. Policies further explicitly encourage shared parking arrangements between compatible uses, consideration of reduced parking requirements for development where comprehensive Transportation Demand Management (TDM) programs are in place, and establish the desire to perform parking-specific studies.



City of Burlington Integrated Mobilty Plan (2023): The Integrated Mobility Plan (IMP) is a 30-year, community-driven action plan aimed at aligning transportation investments with the city's long-term goals. Combining progressive policies, active transportation programs, and capital projects, the IMP seeks to make mobility in Burlington safe, accessible, sustainable, balanced, and liveable. Rather than expanding roads, the IMP focuses on rebalancing the the transportation network by offering more travel options to add person-movement capacity. The IMP proposes a Strategic Parking Management Program, a set of tools and strategies to improve the effectiveness of the parking system and align supply and pricing with the city's strategic transportation objectives, and calls for the development of a Downtown Parking Master Plan.

Burlington Zoning By-law: Part 6 – Downtown Mixed-Use Centre Zones (2023): Zoning regulations for Burlington's downtown area outline key provisions related to permitted land use and built form within specific zones. Part 6 designates downtown mixed-use centre zones, establishes parking requirements for core and high-density zones that supersede those established in Part 1, and govern spacing and setbacks of parking areas with respect to lot lines and rights-of-way.

Burlington City-Wide Parking Standards Review (2017): The Burlington City-Wide Parking Standards Review assessed and recommended updates to the city's off-street parking regulations within the By-law in force at that time. The study adopts a broad understanding of the role of context-sensitive parking standards and parking requirements as key parking management tools to help promote more sustainable forms of development. The study's primary recommendations are to reduce parking rates for several land uses, based on findings from a 2016 city-wide parking utilization survey and comparisons with peer municipalities in Southern Ontario. Additionally, the review offers recommendations for parking design guidelines and parking management strategies, supported by best practices and approaches used by peer municipalities.

Burlington Transit Five-Year Business Plan (2020): The primary purpose of the Burlington Transit Five-Year Business Plan is to ensure individual strategies, projects, and activities align with and contribute to Burlington Transit's vision and policy objectives. Strategic directions identify courses of action that support the vision, focusing on the customer, service delivery, and accountability. Applicable growth strategies note that parking at each GO station was nearing capacity and increased demand from enhanced GO Train service levels would need to be accommodated by other modes. Specifically, this would take the form of closer integration of connecting transit services to proposed express service headways. Note that the plan is prefaced by a warning that it was framed prior to the 2020 coronavirus pandemic and does not necessarily reflect contemporary travel behaviour patterns.

City of Burlington Climate Action Plan (2020): Following the city's declaration of a climate emergency in April 2019, the Burlington Climate Action Plan acknowledges the necessity to act now to avoid further economic, ecological and societal impacts, and resolves that Burlington will address public and private operational contributions, ensure thorough consultation with interested parties, increase the ambition of City climate initiatives, and establish performance metrics to track progress. The plan's Electric Mobility and Equipment Program relates to parking primarily in its inclusions of support infrastructure for electric vehicles.

Development Charges Background Study (2024): Prepared in accordance with the Development Charges Act, 1997, the latest edition of the Development Charges Background Study for the City of Burlington outlines existing development charge policies, forecasts anticipated development and associated municipal servicing needs, and proposes updates to the development charges By-law. While parking is not included in the list of service components funded by development charges, other aspects of transportation that indirectly affect demand, such as both vehicular and active transportation infrastructure, may expect funding contributions from development charges associated with increased density.

Municipal Parking Rates and Fees (2024): City of Burlington By-law 12-2024 amends By-law 39-2016 and updates hourly, daily, and monthly parking rates and fees at specific municipal parking facilities as of April 2, 2024. The amendment likewise modifies facility use regulations, most notably the implementation of hourly pricing on Saturdays in the Pearl, Elizabeth, and Brant Street lots.

EXISTING CONDITIONS

The Downtown Burlington Parking Plan is grounded in a thorough understanding of the existing parking inventory, current regulations, utilization patterns, and relevant policy frameworks. Foundational knowledge is important for developing strategies that effectively respond to the needs and goals identified during the planning process. The study team examined these elements in detail while creating the Existing Conditions and Needs Assessment, which served as the initial phase of the project.

Parking Inventory

The study team conducted a comprehensive desktop inventory of all parking facilities within the study during July, 2024. Stantec collected supplemental inventory data on-site on Monday, July 29, 2024. The inventory forms the backbone of the plan, guiding the study team's analysis and shaping the development of recommendations. The inventory excludes gated, garaged, and underground parking facilities due to physical access restrictions as well as small residential driveways and minor rear lots. The inventory includes all on-street parking areas, all commercial off-street surface facilities, and all off-street residential parking facilities on a property corresponding to four or more residential units.

Overall, the study area contains over 4,100 observable parking spaces in a variety of on-street and off-street parking assets. It is home to 113 off-street surface parking lots, one parking garage, and over 100 on-street parking and loading areas. City-owned and privately-owned facilities provide both public and restricted access. The "access" concept—what user groups are permitted to use a parking facility at any given time—is fundamental to examination of parking inventory. There are two primary categories of parking access, regardless of facility ownership:

- **Public Access**: Parking is available to the general public for a non-specific purpose, sometimes associated with a fee. These facilities are clearly marked as intended for public use.
- **Restricted Access**: Parking spaces reserved for particular groups, including City staff, permit holders, tenants, patrons, and employees.

Of all inventoried parking spaces in the study area, almost 45 percent are publicly owned. Not all publicly owned spaces are open to the public. Fully 15 percent of publicly-owned parking spaces, 278 spaces, are either reserved for permit holders, reserved for loading functions, and restricted via other regulations on weekdays. This figure ranges from 4 to 7 percent on evenings and weekends.

Over 86 percent of the observable parking inventory is located off-street, accounting for approximately 13 percent of the land in the study area (**Table 1**). More than half of off-street spaces are privately-owned. However, privately-owned public access parking is only 7 percent of the overall inventoried supply.

Ratios of public access to restricted spaces shift significantly by time of day, day of the week, and time of year (**Table 2**). For example, 55 percent of total parking spaces are restricted during daytime hours on weekdays. During weekday evenings, 200 fewer spaces are restricted from public use. Only 46 percent of the parking inventory is restricted on Sundays.

***Table 1**: Above-ground Downtown Parking Inventory by Facility Type*

Facility Type	*Spaces*
Off-Street	3,577
On-Street	563
Total	***4,140***

***Table 2**: Above-ground Downtown Parking Inventory by Access Category*

Time of Week	Off-Street		On-Street		Total	
	Public Access	Restricted	Public Access	Restricted	Public Access	Restricted
Weekday	1,484	2,093	384	179	**1,868**	**2,272**
Evening	1,540	2,037	528	35	**2,068**	**2,072**
Saturday	1,706	1,871	484	79	**2,190**	**1,950**
Sunday	1,706	1,871	528	35	**2,234**	**1,906**

More off-street public access spaces can be found west of Brant Street during each examined time period. The difference is most pronounced earlier on weekdays when 580 of the total 1,401 off-street public access spaces are located east of Brant Street. On weekends 718 of 1614 off-street public access spaces are located east of Brant Street while the division is approximately even during weekday evenings.

The project team used the observed data to compile a parking inventory database, which was subsequently geocoded to map existing parking assets (**Figures 3–6**). Each garage, surface lot, and on-street parking area displays its number of total spaces. Time and fee regulations are color coded by general category for both on-street and off-street parking facilities.

***Figure 3**: Parking Inventory and Regulations – Weekday*

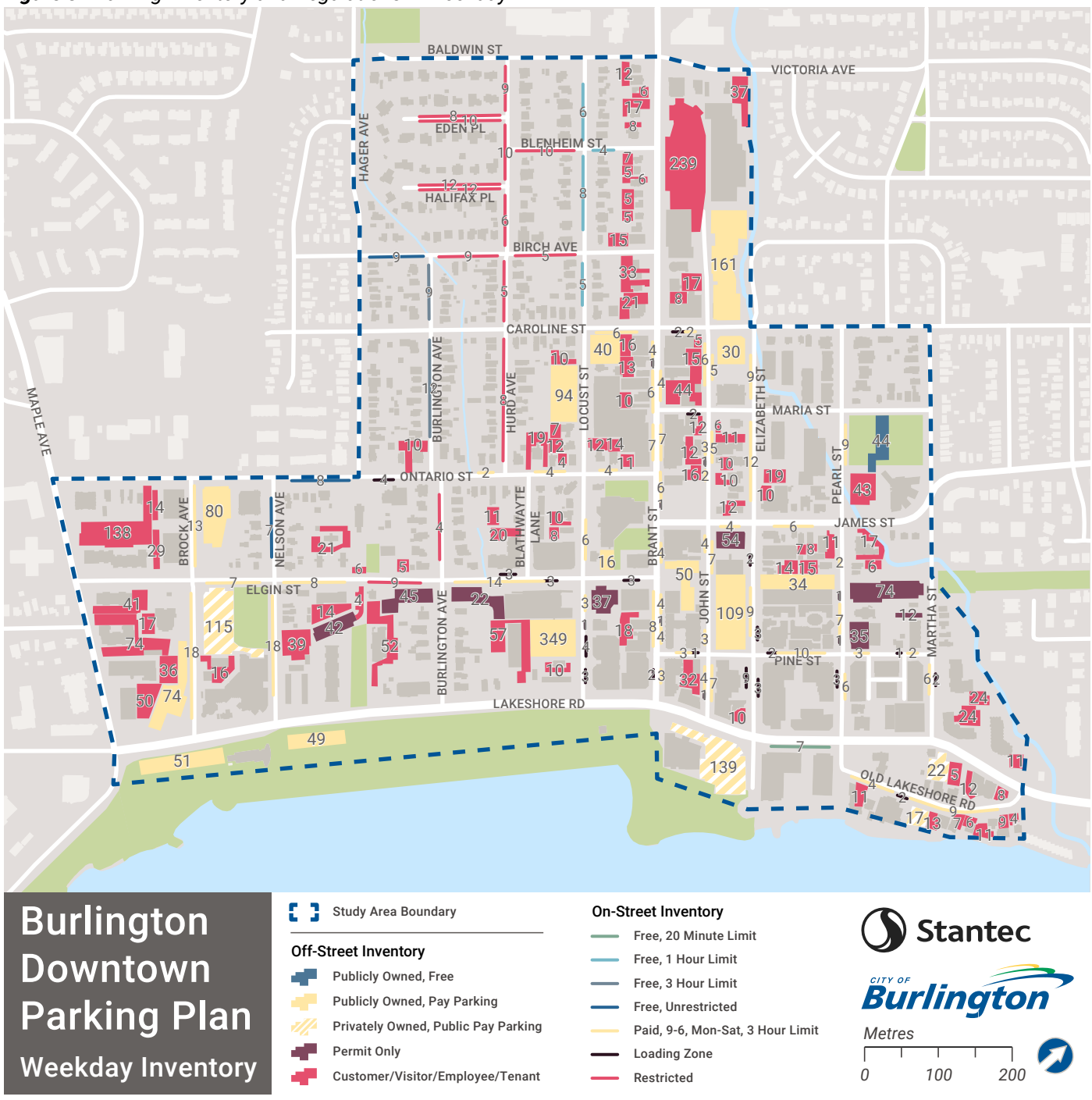


***Figure 4**: Parking Inventory and Regulations – Evening*

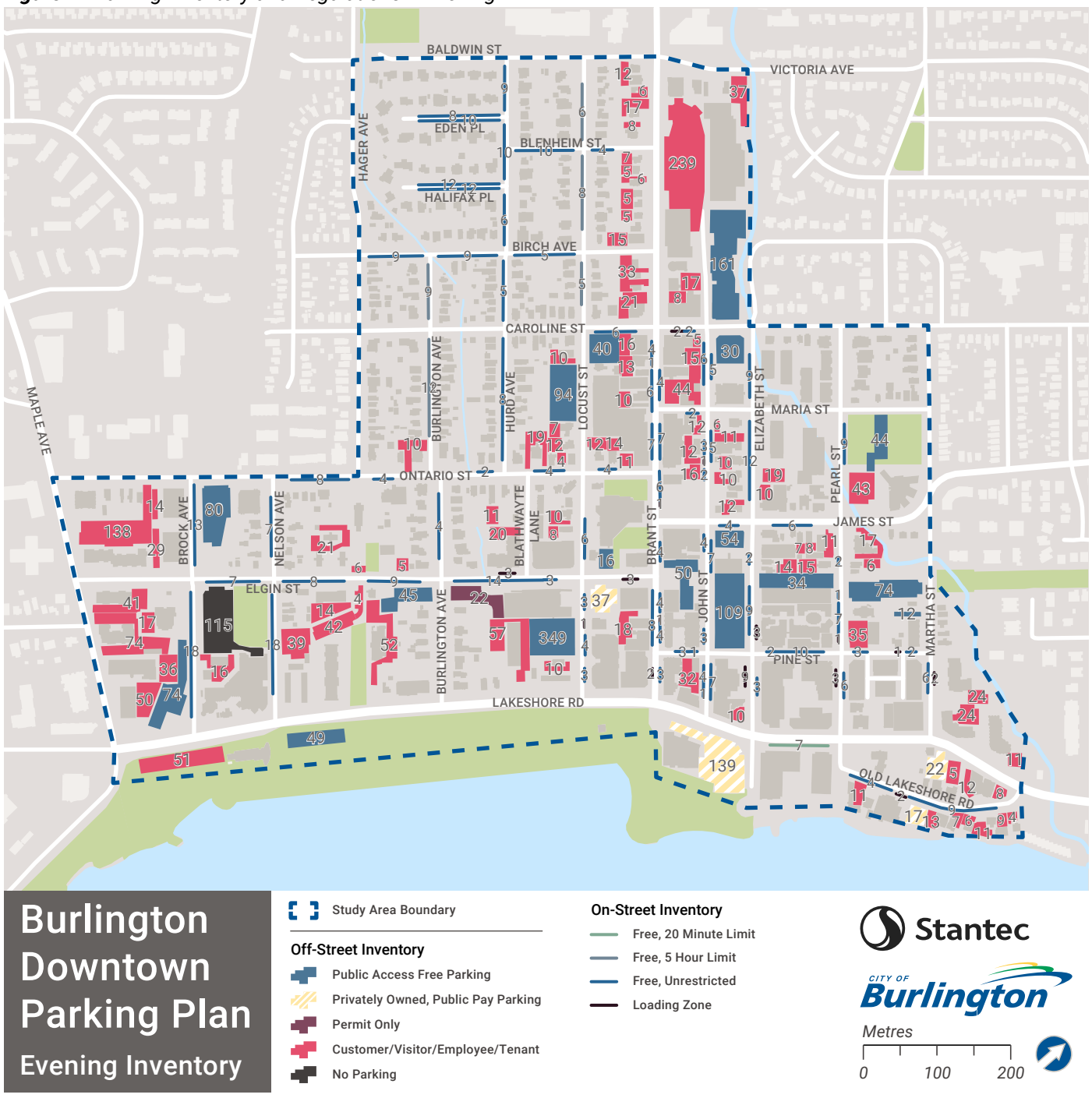


***Figure 5**: Parking Inventory and Regulations – Saturday*

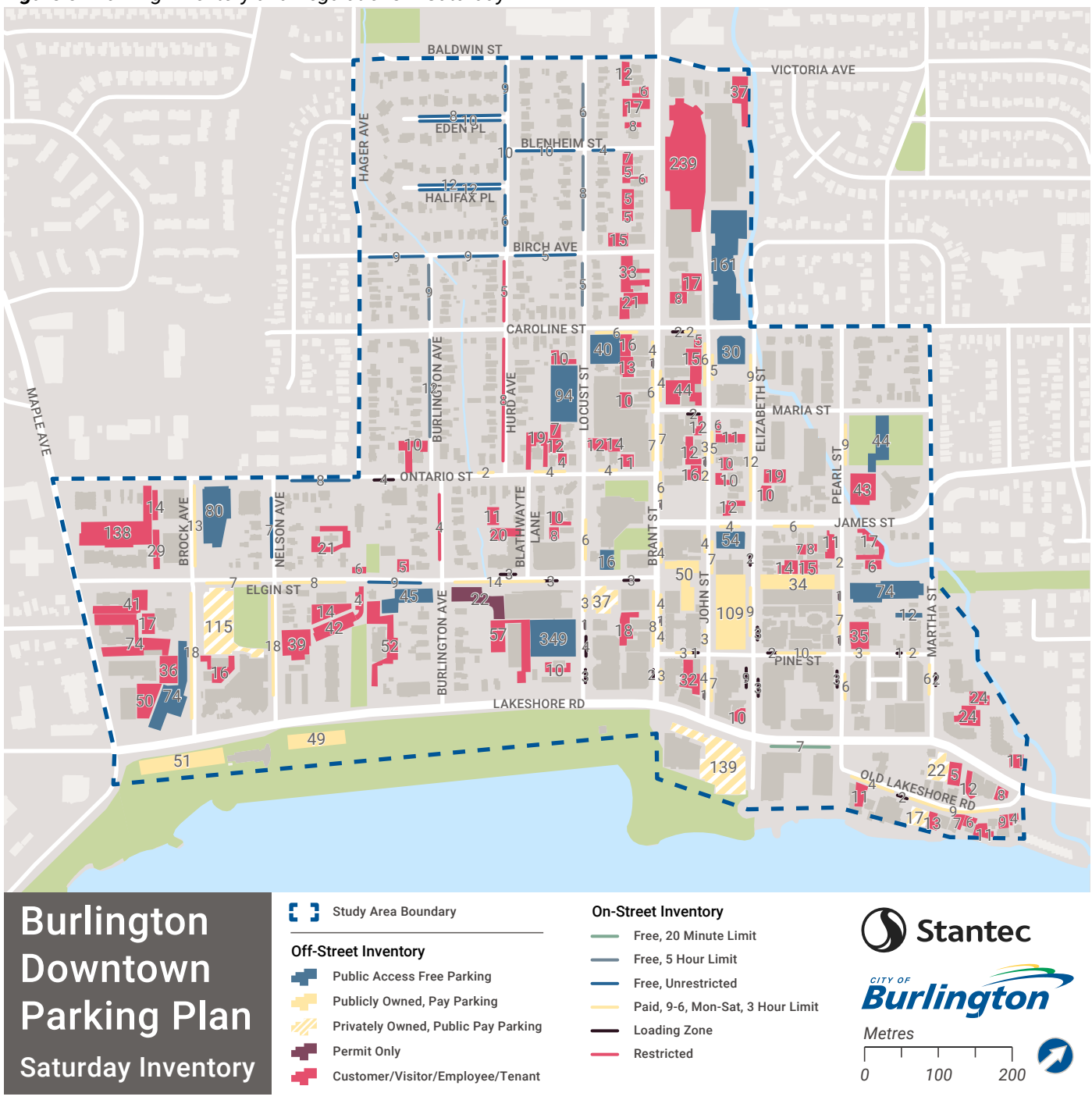
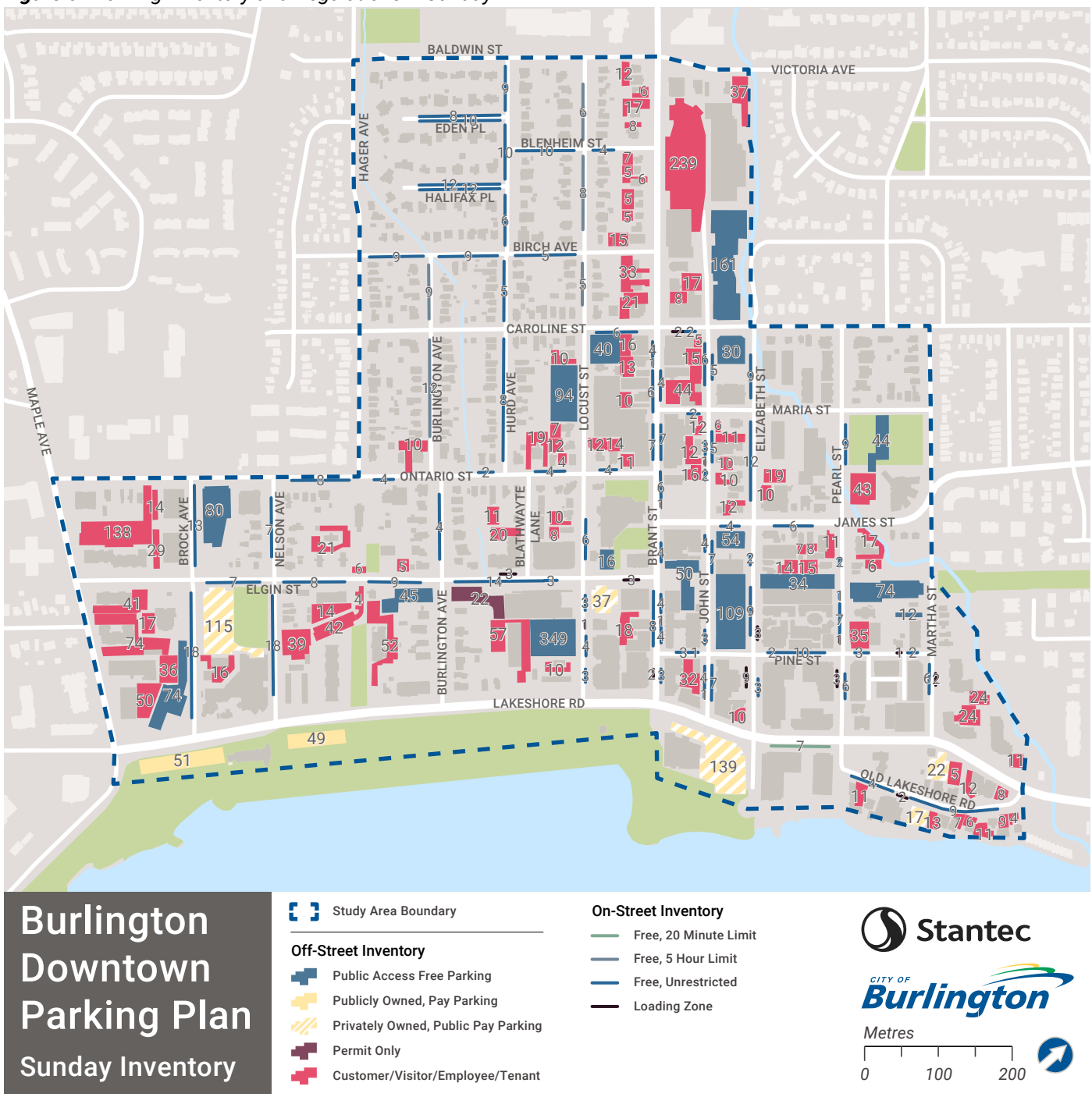


***Figure 6**: Parking Inventory and Regulations – Sunday*



Parking Regulations

The way parking spaces are regulated and managed significantly influences their utilization. The study team documented the ownership, usage categories, and regulatory details of all observable parking spaces within the study area to fully understand the parking system's ability to respond to changing demand patterns. Many regulations shift by time of day, day of the week, and weekday to weekend days.

On-Street Parking

On-street parking regulations in Downtown Burlington vary in type, pricing, and duration at different times of the day and week (**Table 3**). More than half of the on-street parking inventory is priced at $2.00 per hour between the hours of 9:00 a.m. and 6:00 p.m., Monday through Saturday. Users are limited to a maximum of three hours. There are also a variety of time limits governing unpriced on-street parking within the study area; 20 minutes, one hour, three hours, and five hours. One-hour and three-hour time limits are unique to weekdays while five-hour limited spaces are unique to evenings and weekends in many of the same locations.

Many on-street parking segments are regulated as no-parking zones for large portions of days. Generally, parking is prohibited in these spaces during daytime hours, with some restrictions applying only from September-June. The restrictions respond to a desire to restrict faculty and students of Burlington Central High School, located immediately north of the study area, from parking long-term on neighbourhood streets. There is no residential on-street permit district within the study area.

Only 24 on-street parking spaces, or 4 percent of the study area's on-street inventory are completely unrestricted during weekdays. On Saturdays, nearly one-quarter of on-street spaces become unrestricted. Fully 85 percent of the on-street supply is unrestricted during evenings and Sundays.

***Table 3**: On-Street Downtown Parking Inventory by Regulation*

Regulation/Rate, Time Limit	*Weekday*	*%*	*Evening*	*%*	*Saturday*	*%*	*Sunday*	*%*
Free, 20 minute limit	7	1%	7	1%	7	1%	7	1%
Free, 1 hour limit	23	4%	0	0%	0	0%	0	0%
Free, 3 hour limit	21	4%	0	0%	0	0%	0	0%
Free, 5 hour limit	0	0%	40	7%	40	7%	40	7%
Free, Unrestricted	24	4%	481	85%	128	23%	481	85%
Paid, $2.00/hour, 3 hour limit	309	55%	0	0%	309	55%	0	0%
Loading Zone	62	11%	35	6%	62	11%	35	6%
Restricted	117	21%	0	0%	17	3%	0	0%

Off-Street Parking

Off-street parking includes parking in garages and surface lots, excepting private indoor, below ground, and courtyard facilities. There are 114 observed off-street parking facilities in the study area, including a single garage or parking structure featuring multiple levels. The Waterfront Parking Garage contains 327 regular spaces, 10 accessible spaces, and 12 spaces equipped to charge electric vehicles, representing approximately 8 percent of the total overall parking supply. Outdoor surface-level facilities are the dominant form of parking in Downtown Burlington. Observed lots contain 3124 regular spaces, 84 accessible spaces, and 20 electric vehicle spaces, over two-thirds of the overall inventoried supply.

The City of Burlington owns 17 parking facilities. However, not all of these facilities are always open for public use on an hourly or daily basis. Some offer a combination of public and permit parking dependent on the time of day, while others are not consistently accessible to the general public. Public access free parking is limited to the publicly-owned portion of the Lions Park lot during weekday daytime. The free off-street supply becomes large during evenings and weekends as pricing fees and restrictions are no longer in effect (**Table 4**).

Lots owned and regulated by private landowners or private institutions comprise over half of the observable off-street parking inventory. While some privately-owned facilities are available for public use for an hourly or daily fee, most are reserved for a combination of commercial customers, employees, residential tenants, and their visitors.

***Table 4**: Off-Street Downtown Parking Inventory by Regulation*

Regulation/Rate	Weekday	%	Evening	%	Saturday	%	Sunday	%
Public Access Free Parking	44	1%	1,325	37%	1,076	30%	1,276	36%
Publicly Owned, Pay Parking, $2.00/hour	1,147	32%	0	0%	300	8%	100	3%
Privately Owned, Public Pay Parking	293	8%	215	6%	330	9%	330	9%
Permit Only	321	9%	22	1%	22	1%	22	1%
Reserved (Customer/ Visitor/Employee/Tenant)	1,772	50%	1,900	53%	1,849	52%	1,849	52%
No Parking	0	0%	115	3%	0	0%	0	0%

Permit Parking

The City offers monthly parking permits for many municipal lots. Monthly rates for unreserved spaces range from $91 to $151 depending on location. Permits are purchased via an online customer portal.

Eight off-street lots are designated permit-only during weekdays. Three are publicly-operated and include the Martha Street Lot reserved for permit holders as well as the Elgin Street and Burlington Avenue Lots reserved for City staff. The Martha Street and Burlington Avenue lots become unrestricted during evenings and weekends. Two privately-owned facilities associated with the 440 Elizabeth Street office building do the

same per agreement with the City. The surface portion of the privately-operated parking for the Sims Square office building becomes a public access lot after 5:00 p.m. on weekdays, charging $1.75 per hour after permit restrictions lapse on weekdays and during weekends. Permit-only lots associated with the Burlington Performing Arts Centre and St. Mary's Church remain reserved for private use at all times.

Public Access Off-Street Facilities

Rates and regulations for public access off-street parking vary across facilities. The municipal hourly rate is constant at $2 per hour, but is not uniformly in effect with respect to day of the week and time of day.

The Waterfront Hotel charges a premium hourly rate of $10.00 for the first hour and $5.00 for each additional half hour, with a flat daily rate of $40.00, making it one of the more expensive options in the area. Private lots at 2097 Old Lakeshore Road and 2092 Old Lakeshore Road have higher hourly rates compared to most other facilities, charging $5.00 per hour, with a daily rate of $20.00 at the former and $13.00 at the latter.

Uniquely, the Art Gallery of Burlington offers public access paid parking, but does not allow it to continue during evening and overnight hours (6 p.m. to 6 a.m.). There seems to be inconsistency in posted versus unposted regulations at this facility as in-lot signage states that parking is limited to visitors, describes hourly and daily rates, and declares a no overnight parking restriction from 2:00 a.m. to 6:00 a.m. After 6:00 p.m., payment stations revert to a screen confirming that parking is subject to tow-away until 6:00 a.m.

Parking Utilization

The City of Burlington has installed magnetic sensors that provide utilization data for 767 off-street and 354 on-street spaces within the study area. Additionally, the Waterfront Parking Garage is equipped with a Mistall Zone Counter camera system that provides usage counts for that facility's 349 spaces.

Analysis of data starting June 1, 2022 and capturing all days through July 25, 2024 informed the decision to supplement automated data at private and public parking facilities not equipped with automating counting capability on a Friday and Saturday in September to best represent typical parking demand during the two days of the week exhibiting the highest peak occupancy. The study team chose the exact dates (Friday, September 20, 2024 and Saturday, September 21, 2024) based on the following additional factors.

- A desire to capture a period of typical activity while schools are in session and employees are less likely to be on vacation, but while weather does not inhibit travel.
- Inclusion of events that reflect a more representative and consistent level of use for cultural venues. The Burlington Performing Arts Centre immediately adjacent to the Waterfront Parking Garage hosted shows during each day of data collection. The Friday show was anticipated to bring 120 patrons to the facility while 650 visitors were expected for Saturday, close to the full seating complement of the Performing Arts Centre.

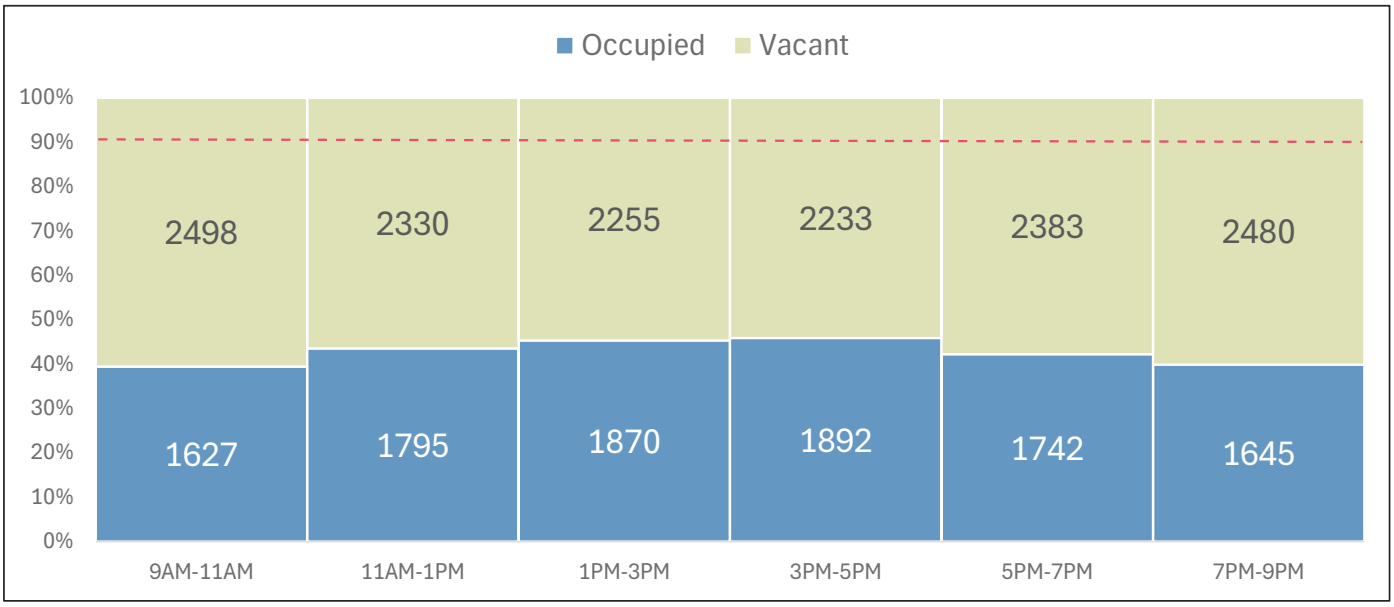
Overall, utilization data revealed consistently high levels of excess capacity, even during times of peak parking demand. However, public access parking facilities are highly occupied in certain sub-areas of the study area during specific times of day and days of the week, contributing to a perception that parking availability is scarce in downtown Burlington.

Parking can be defined as being at optimal occupancy when there is at least one empty space per block face or along a typical row of parking, ensuring customer access to businesses but also indicating a busy commercial environment. This typically equates to a target of 15% vacancy per block face and 10% vacancy off-street. If any block or parking facility has less availability than the target, it is effectively at its functional capacity where users perceive a lack of available parking.

Full Study Area Utilization: Friday

On Fridays, the busiest parking period in the study area was from 1 p.m. to 5 p.m., with more than 1,850 of the 4,100 assessed spaces occupied (**Figure 7**). Although parking demand is less in the morning and decreases late evening, the overall level is relatively similar to the peak demand despite the closure of offices, retail stores, and other daytime venues. Even at peak occupancy, over 2,200 observable parking spaces, or 54%, were still available.

***Figure 7**: Full Study Area – Parking Utilization – Friday, September 20, 2024*



As previously defined, public access parking is open to all drivers, regardless of their trip purpose or destination, and can include privately-owned lots that permit public use. Collected data shows that public access garages, lots, and on-street spaces were utilized at similar rates to restricted-access facilities throughout Friday (**Figure 8, Figure 9**). During the afternoon peak periods, more than half of both publicly-accessible and restricted parking spaces remained unoccupied.

***Figure 8**: Full Study Area – Public Access Parking Utilization – Friday, September 20, 2024*

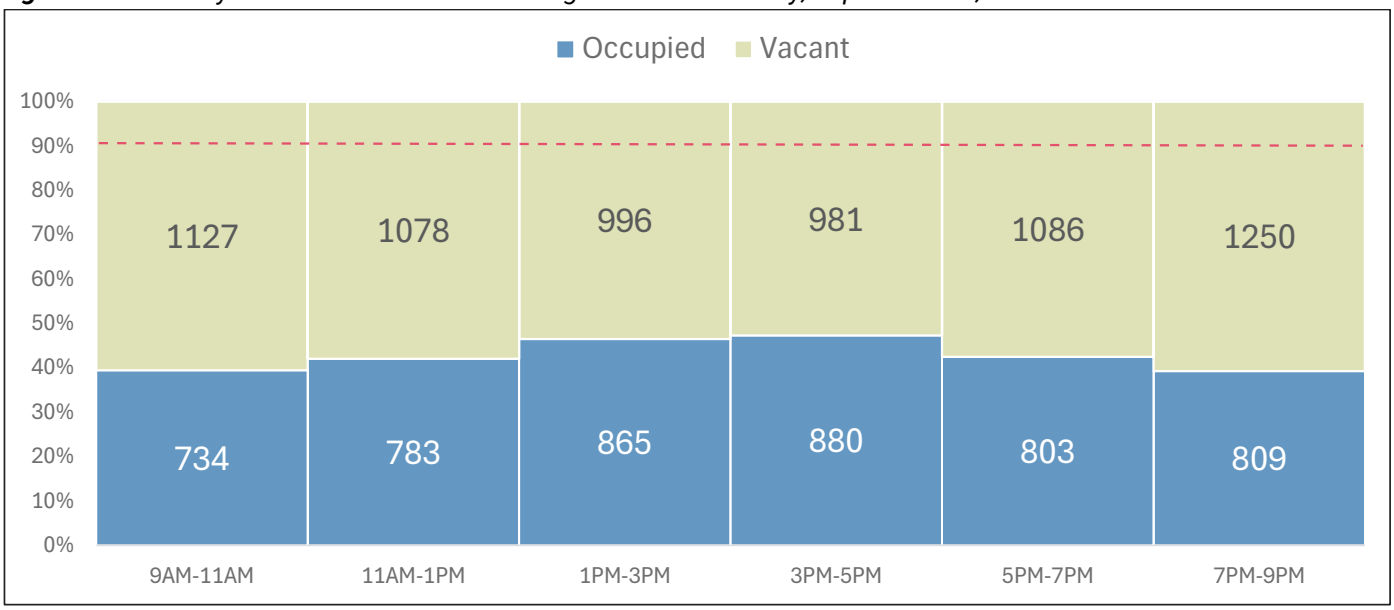
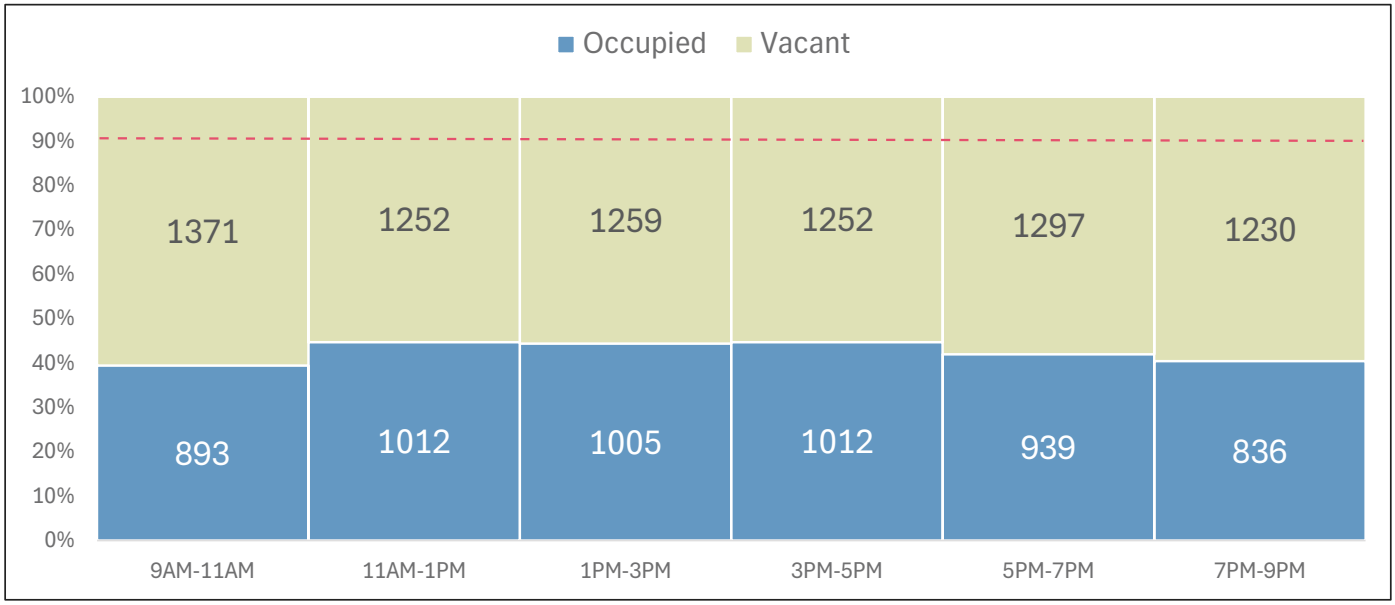


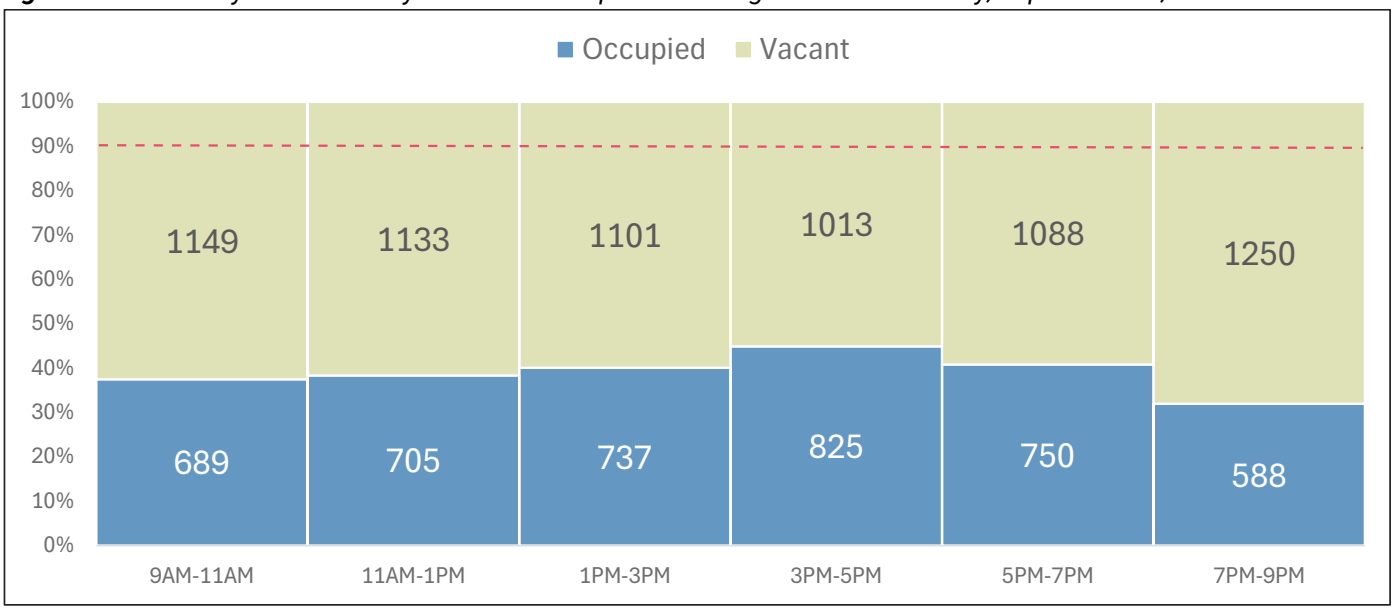
***Figure 9**: Full Study Area – Restricted Access Parking Utilization – Friday, September 20, 2024*



City Administered Spaces

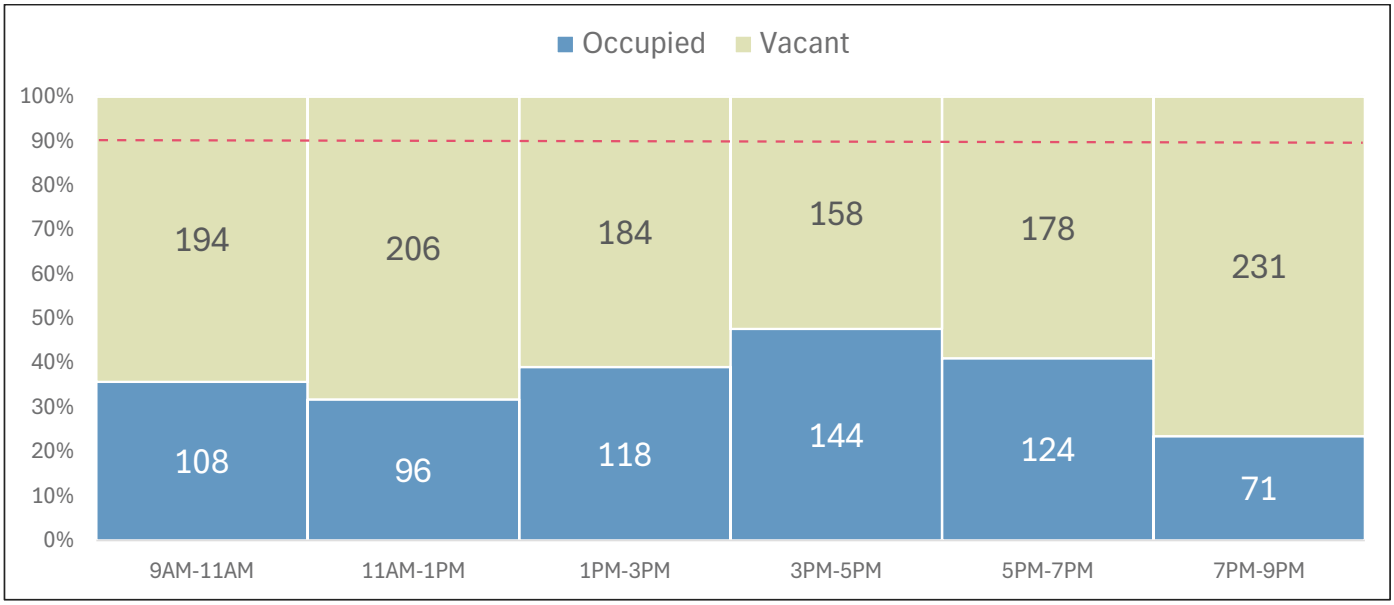
City administered spaces can be defined as parking that is not only owned by the City, but for which the City sets fees and regulations, and includes all on-street parking areas as well as municipal lots and garages. Parking assets under the City's control perform similarly on Fridays to the study area as a whole, though there is more distinction between the mid-afternoon peak and lower demand early mornings/late evenings (**Figure 10**).

***Figure 10**: Full Study Area – All City Administered Spaces Parking Utilization – Friday, September 20, 2024*



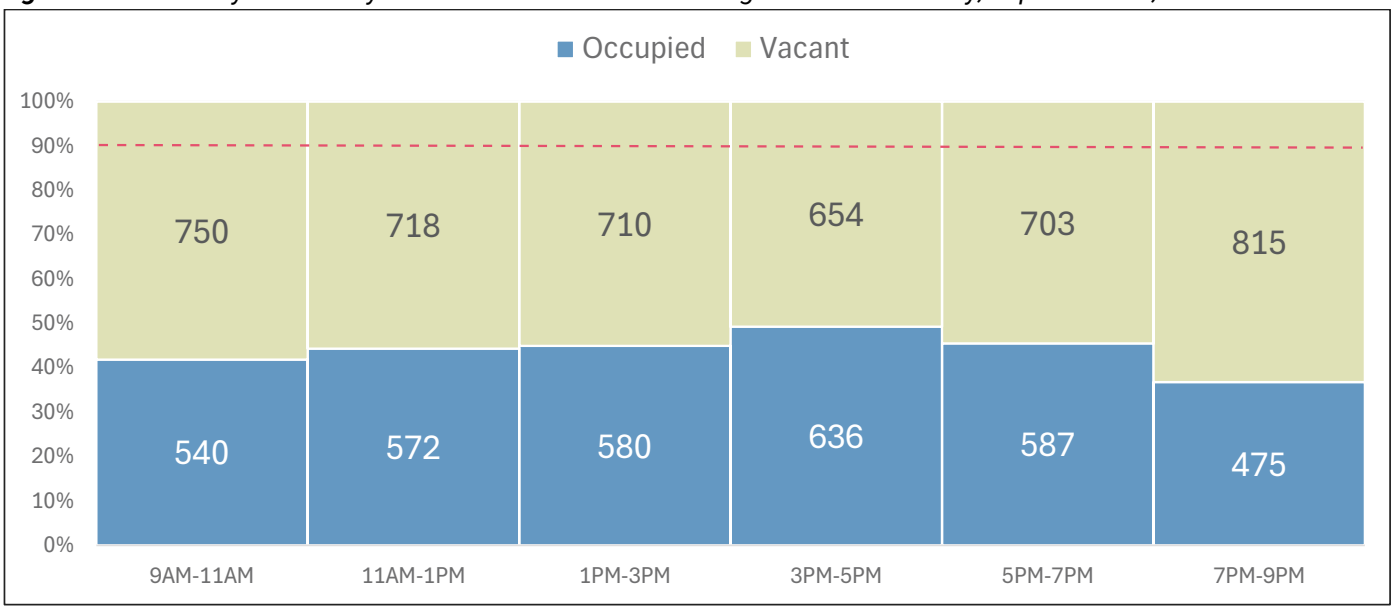
On-street metered spaces are a subset of the City's managed inventory. The primary purpose for charging fees for on-street parking is to encourage short stays and turnover in highly convenient locations. The rate is $2 per hour in effect from 9:00 a.m. to 6:00 p.m Monday through Saturday. Friday utilization of Downtown Burlington's paid on-street spaces ranges between 32 and 48 percent occupancy until pricing ends (**Figure 11**). Despite no fees in effect later in the evening, utilization of these spaces drops further after 7:00 p.m.

***Figure 11**: Full Study Area – On-Street Paid Parking Utilization – Friday, September 20, 2024*



Off-street city-owned and regulated lots are a significant amount of the study area's off-street inventory. Demand for these facilities remained relatively stable over the course of the day, peaking at 49 percent occupancy between 3:00 p.m. and 5:00 p.m. As observed on-street, use of off-street public parking diminished despite the relaxing of fee regulations after 6:00 p.m. in all facilities (**Figure 12**).

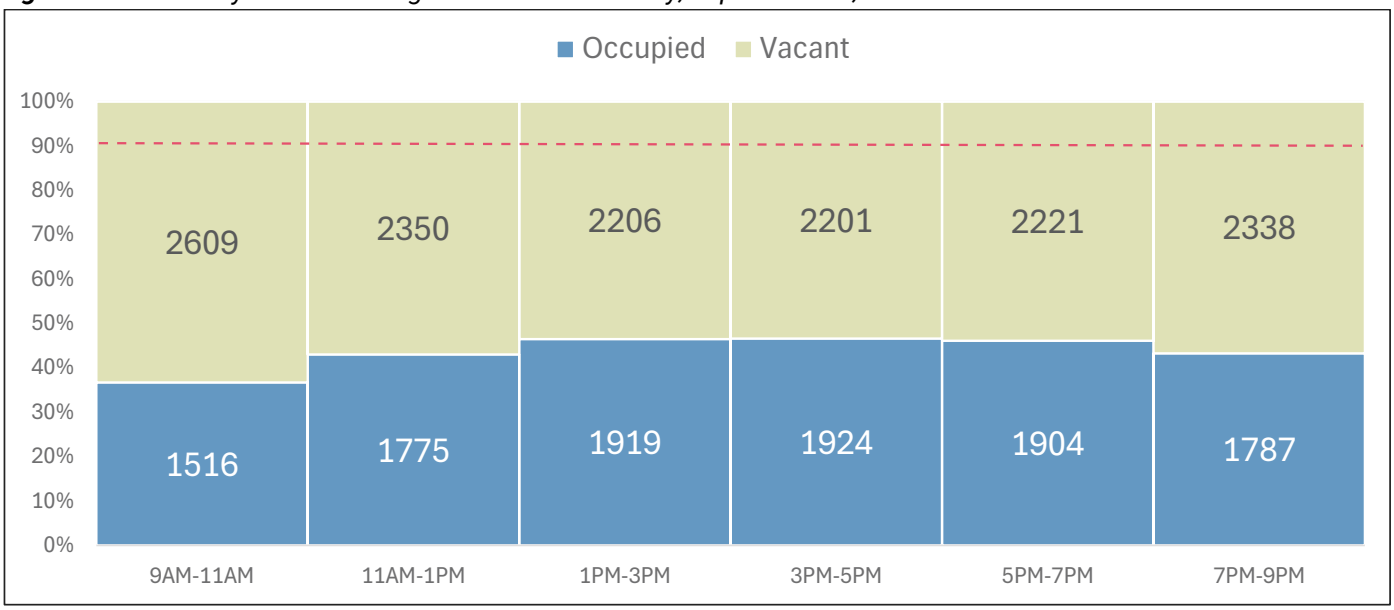
***Figure 12**: Full Study Area – City Administered Off-Street Parking Utilization – Friday, September 20, 2024*



Full Study Area Utilization: Saturday

Overall, Downtown Burlington witnessed slightly higher parking demand on Saturday compared to Friday. Like Friday, demand peaks from 3:00 p.m. to 5:00p.m., though the peak is even more broad, extending through 7:00 p.m. Peak occupancy still does not fill more than half of the observed parking inventory (**Figure 13**).

***Figure 13**: Full Study Area – Parking Utilization – Saturday, September 21, 2024*



Visitors to Downtown Burlington used public access spaces at a higher rate on Saturdays compared to restricted spaces (**Figure 14**, **Figure 15**). The temporal profile of each access category follows the same broad peak pattern as the study area as a whole. While the demand for public access parking was consistently 150 to 300 vehicles greater than for restricted uses, over 1,000 public access spaces sat vacant throughout the Saturday.

***Figure 14**: Full Study Area – Public Access Parking Utilization – Saturday, September 21, 2024*

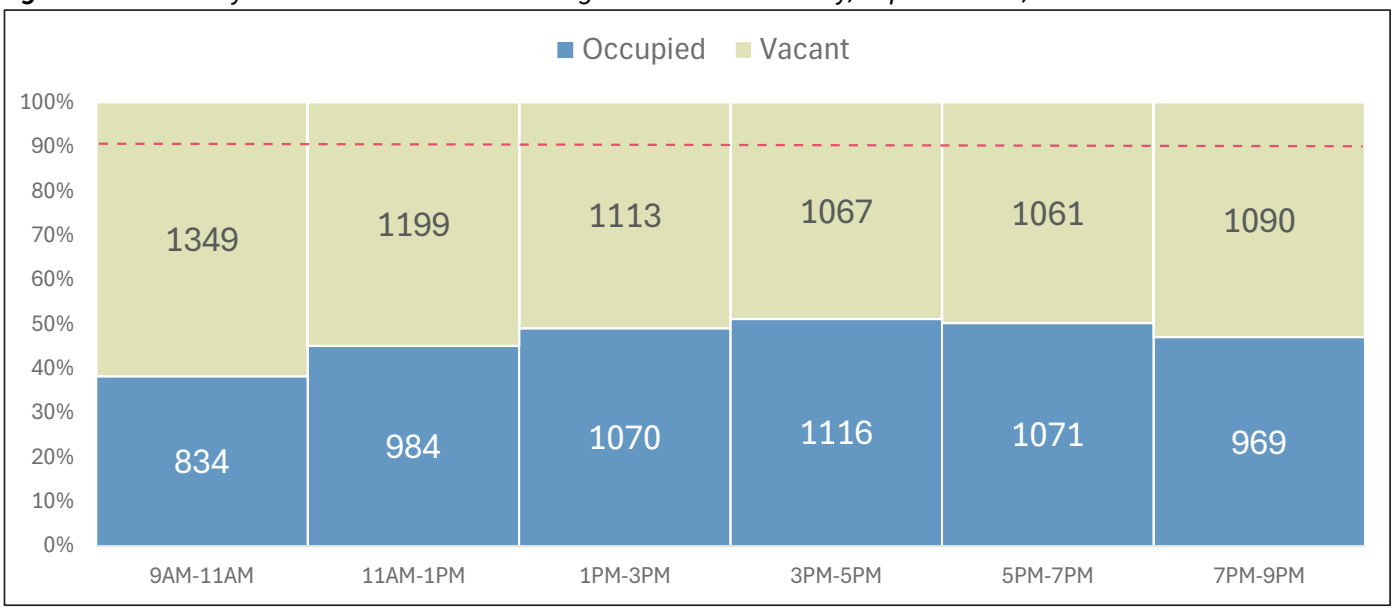
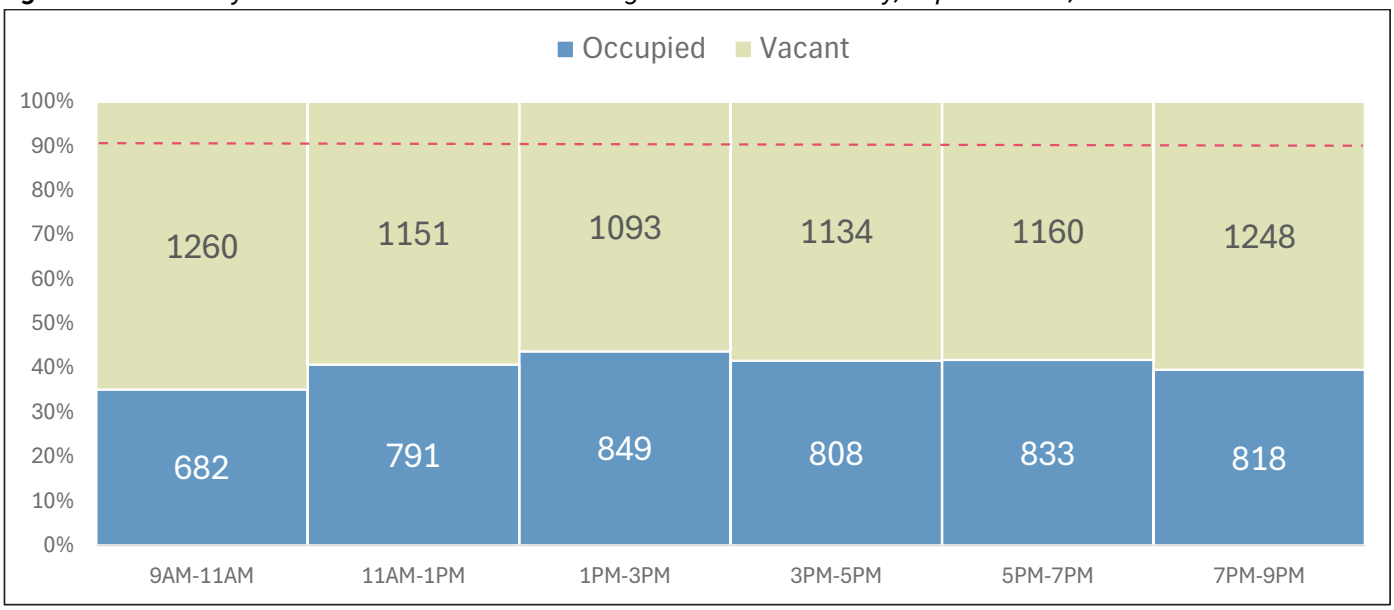


***Figure 15**: Full Study Area – Restricted Access Parking Utilization – Saturday, September 21, 2024*

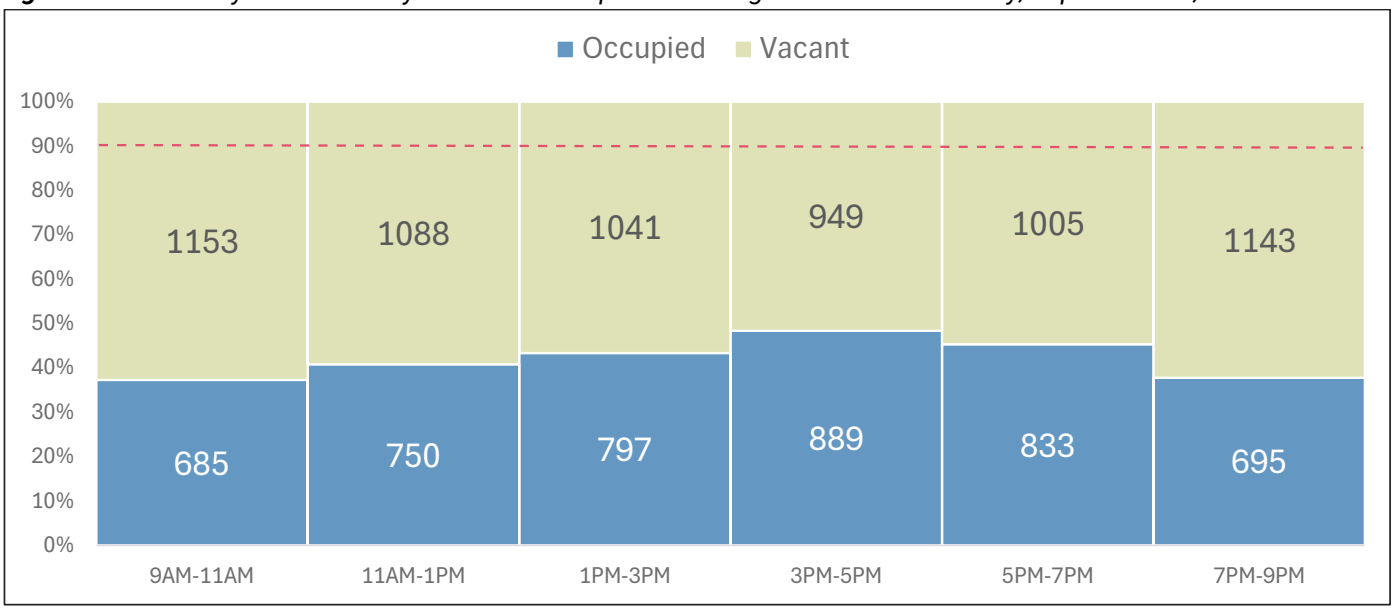


Again, utilization charts in this section reflect the entirety of the study area, which may dilute acute concentrations of demand. Further analysis will examine the spatial distribution of demand during all data collection time periods.

City Administered Spaces

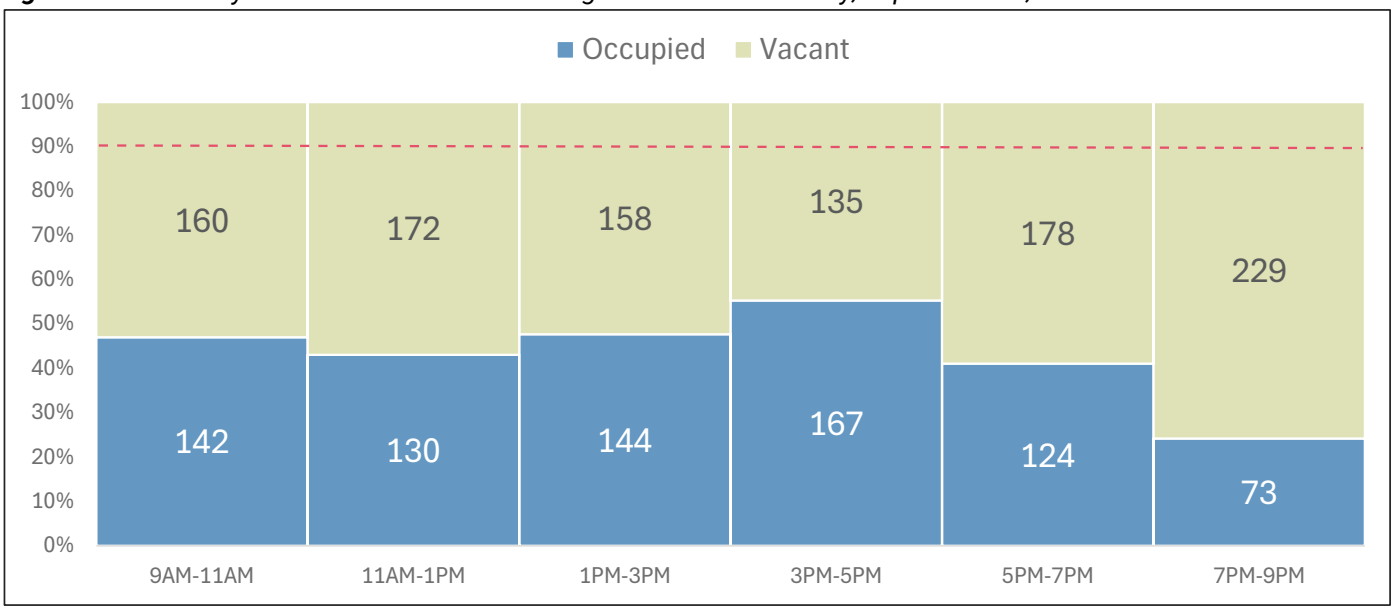
Like the Friday demand profile, overall Saturday demand for City administered spaces reflects the overall study area demand profile in terms of proportion with a more pronounced peak between 3:00 p.m. and 5:00 p.m. (**Figure 16**). Throughout the day, city-administered parking consistently maintains a large number of vacant spaces, never exceeding 50% occupancy. As such, availability in the public access parking system is more than sufficient on Saturdays.

***Figure 16**: Full Study Area – All City Administered Spaces Parking Utilization – Saturday, September 21, 2024*



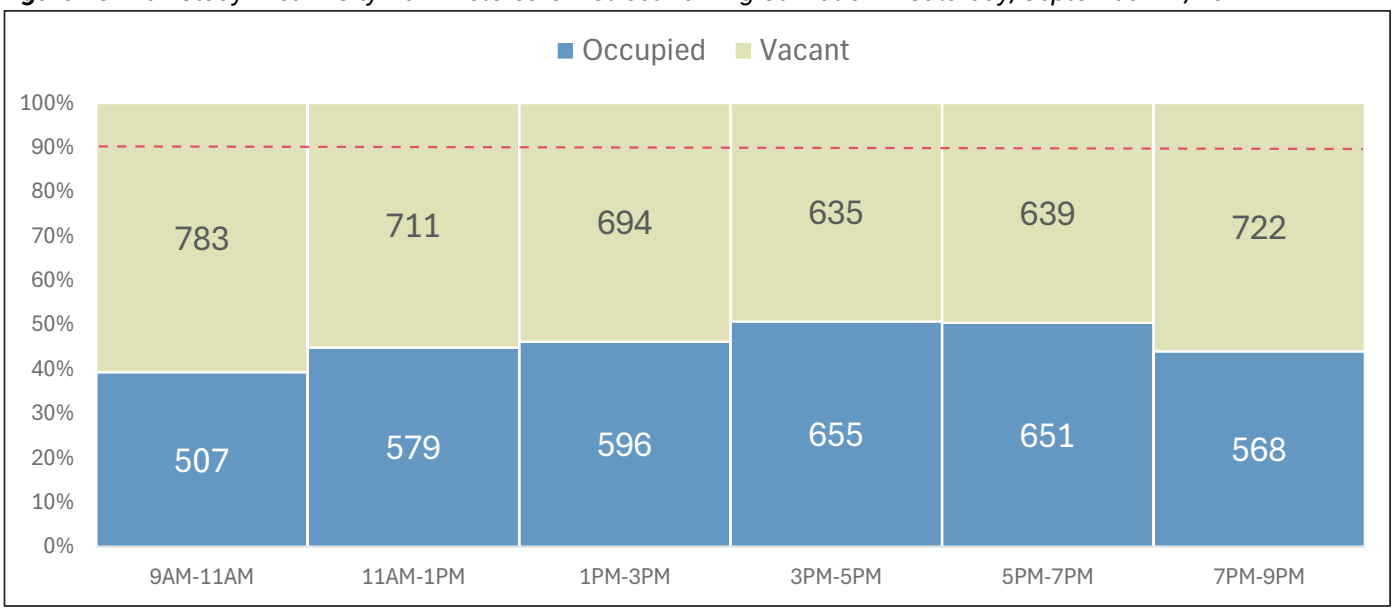
Compared to Friday, Saturday witnesses a higher rate of use of on-street metered spaces, especially during morning and early afternoon hours (**Figure 17**). Like Friday, utilization of metered spaces drops precipitously after the pricing period ends, potentially demonstrating a gap in the understanding of system users regarding time and fee regulations associated with on-street spaces.

***Figure 17**: Full Study Area – On-Street Paid Parking Utilization – Saturday, September 21, 2024*



The demand for publicly managed off-street facilities throughout the study area holds higher later into the evening on Saturday than Friday (**Figure 18**). As is the case with most full study area classifications, the peak of demand is broad across the twelve-hour data collection period. Overall utilization however, remains far below functional capacity at all times.

***Figure 18**: Full Study Area – City Administered Off-Street Parking Utilization – Saturday, September 21, 2024*

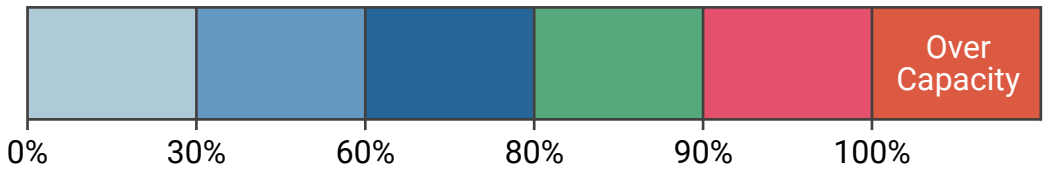


Spatial Analysis

Comprehensive understanding of parking demand requires more than full study area quantitative analysis. Complete assessments must recognize the way in which on- and off-street parking areas complement each other over the course of the day and week. While full study area hourly utilization rates provide helpful data, an examination of how a small number of facilities in a certain area compares to others nearby can highlight patterns in parking behaviour. For example, a highly used facility may see overflow demand directed toward a lesser used lot. Identifying these patterns and what may be encouraging or preventing these dynamics can help inform management decisions that optimize the utilization of existing parking facilities and support Downtown Burlington's overall mobility goals.

Utilization data collected via automated sources and in-person parking surveys was geocoded and displayed on a series of maps. Individual parking facilities are colour-coded to show the fluctuation of demand and use over the course of each data collection period. The maps additionally reveal spatial trends and peak use times for each facility, providing a visual tool to better understand how parking demand varies across Downtown Burlington during a typical Friday and Saturday and identify areas for supply optimization.

The maps indicate relative levels of occupancy based on the following convention.



- Light blue and dark blue colours represent utilization levels of 0 to 30 percent, 30 to 60 percent, and 60 to 80 percent. Each of these ranges indicate underutilization of both on-street and off-street parking facilities. Any parking facility should be considered to have surplus capacity if it continuously operates within these limits, especially during periods of peak demand.
- Green represents blocks and facilities utilized between 81 and 90 percent, indicating optimally used resources. As utilization approaches the upper end of this range, the facilities approach their functional capacity (85 percent for on-street facilities).
- Pink indicates utilization above 90 percent, signifying that the resource operates above functional capacity. As these parking facilities are either full or nearly full, users perceive a lack of available parking.
- Orange signifies parking utilization exceeding capacity, an indication that vehicles are either double-parked or parked illegally in addition to the nominal capacity.

Reference the ***Existing Conditions and Needs Assessment*** report for a full complete set of utilization maps.

Friday Morning – 9 a.m. to 11 a.m.

Overall, 39 percent of all parking inventory throughout the study area was occupied during this time period with no variation between restricted and public access spaces. Off-street facilities were greater utilized at 41 percent than on-street spaces at 27 percent. Off-street City administered lots were utilized at 42 percent, the highest level of any facility sub-type.

Few on-street parking areas exceeded functional capacity. Notable exceptions occurred along Locust Street, Nelson Avenue, and Pine Street. Only two public access off-street facilities, privately-owned paid lots at 2092 and 2097 Old Lakeshore Road reached functional capacity.

Friday Mid-day – 11 a.m. to 1 p.m.

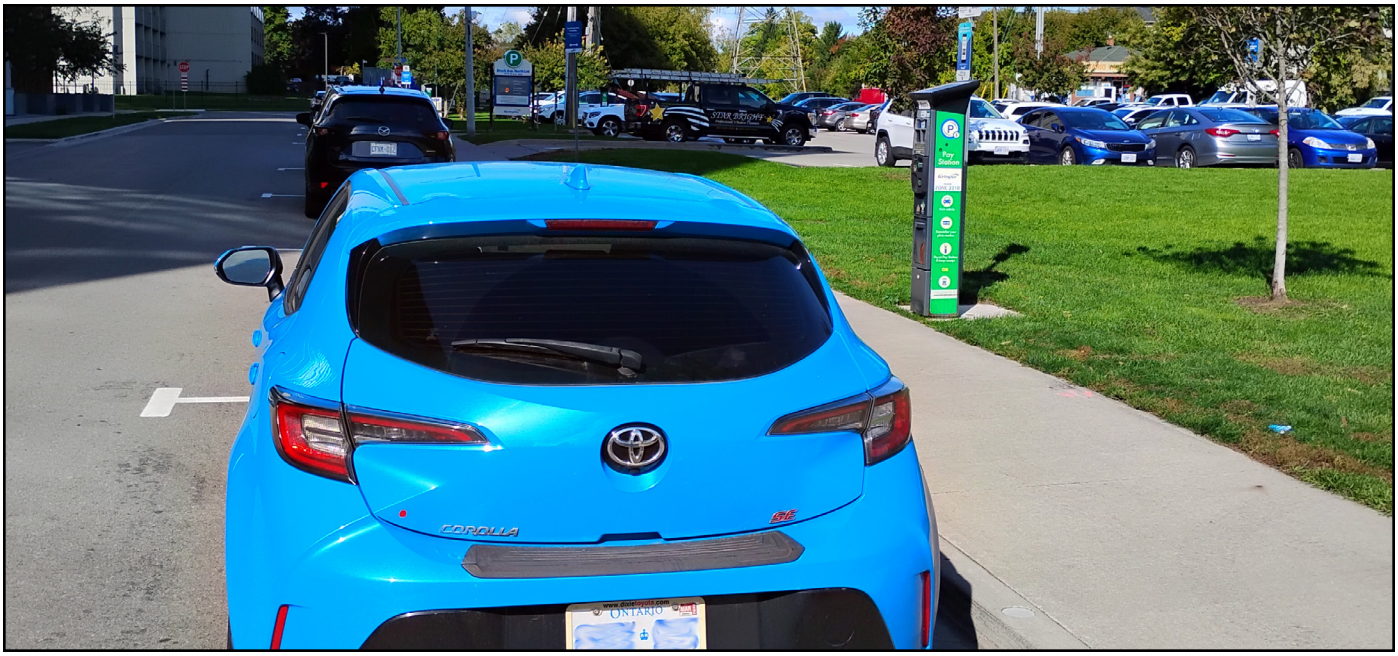
The overall study area utilization increased to 44 percent during the mid-day data collection period. Restricted access spaces slightly led public access spaces in proportion of use. Off-street facility use rose while on-street use actually dipped compared to the morning period. Off-street City administered lots and metered on-street spaces matched this utilization pattern.

Numerous off-street parking facilities join those at functional capacity during this time period, most notably both priced lots at Waterfront Park. The unpriced public portion of the Lions Park lot and a private lot in the centre of the block bounded by Brant, Pine, and John Streets also exceed 90 percent occupancy at this time.

Friday Mid-afternoon – 1 p.m. to 3 p.m.

Overall study utilization continued its slow climb toward peak occupancy during the early portion of Friday afternoon. Restricted and public access occupancy rates closely bounded the 45 percent full system rate. On-street parking area use rebounded and exceeded its morning levels, with the use of metered spaces increasing to 39 percent.

Spatial analysis indicates that two important off-street facilities transition into optimal occupancy between 80 and 90 percent. The 225-space lot associated with the shopping plaza at the northern end of the study area achieved its daily peak during this data period. The Pearl Street public lot joins its neighbor the Elizabeth Street lot as east of Brant Street utilization continues to increase. Waterfront Park demand decreases.

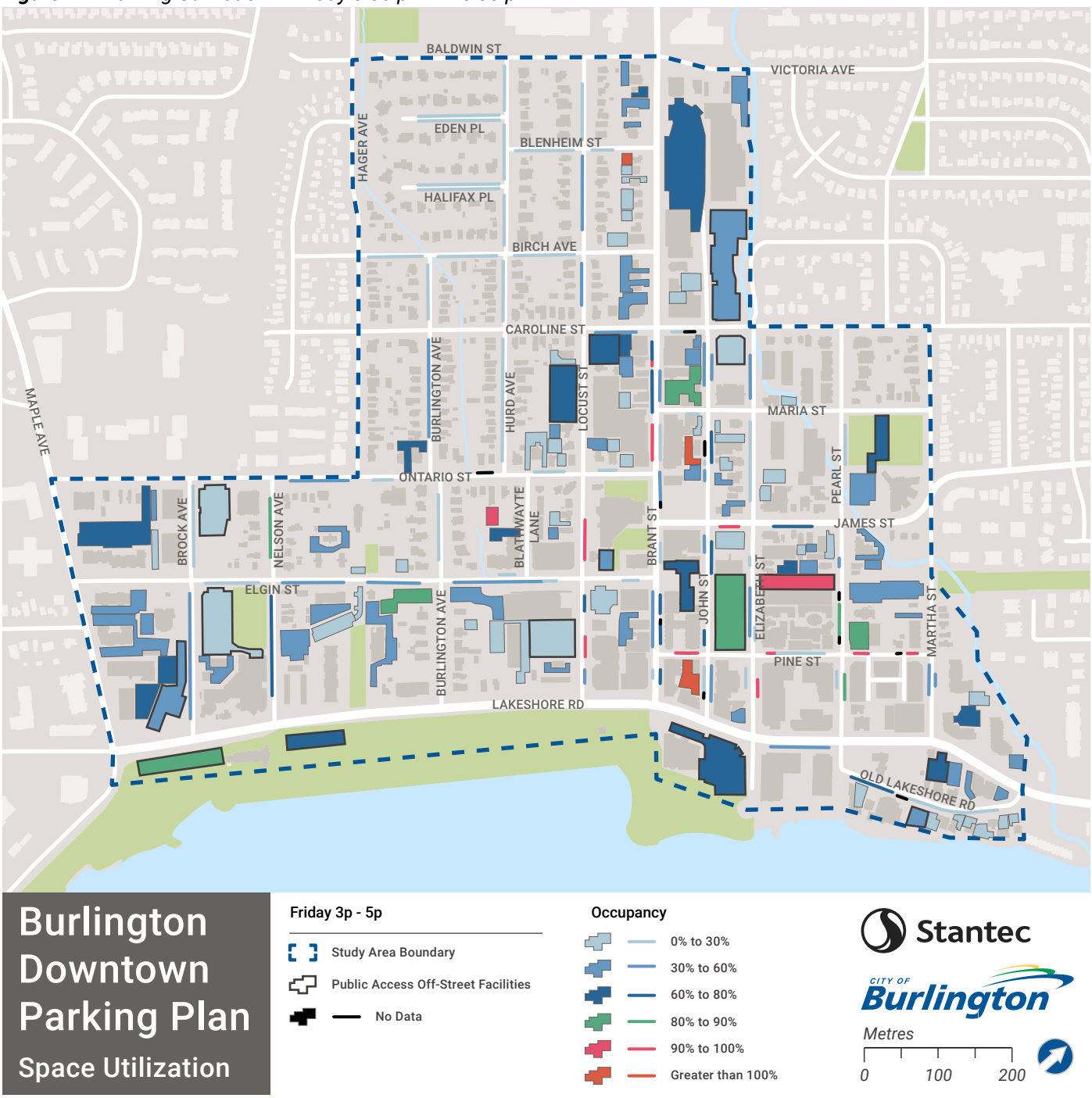


Friday Mid-to-late-afternoon – 3 p.m. to 5 p.m.

Full study area utilization peaked during the afternoon at 46 percent, with similar rates realized by both restricted access and public access spaces. On-street parking use also reaches its peak during this time period. Metered on-street spaces posted their highest Friday occupancy at 48 percent.

Heavily utilized privately-owned off-street lots began to empty during this round of observations while the Waterfront Lot West lot rebounded into an optimally optimized condition coinciding with a regulation change to reserved parking for the adjacent restaurant (**Figure 19**). The Lions Park public lot experienced lower use than the early afternoon while the Pearl Street lot's daily usage peaked at 91 percent.

***Figure 19**: Parking Utilization – Friday 3:00 p.m. – 5:00 p.m.*

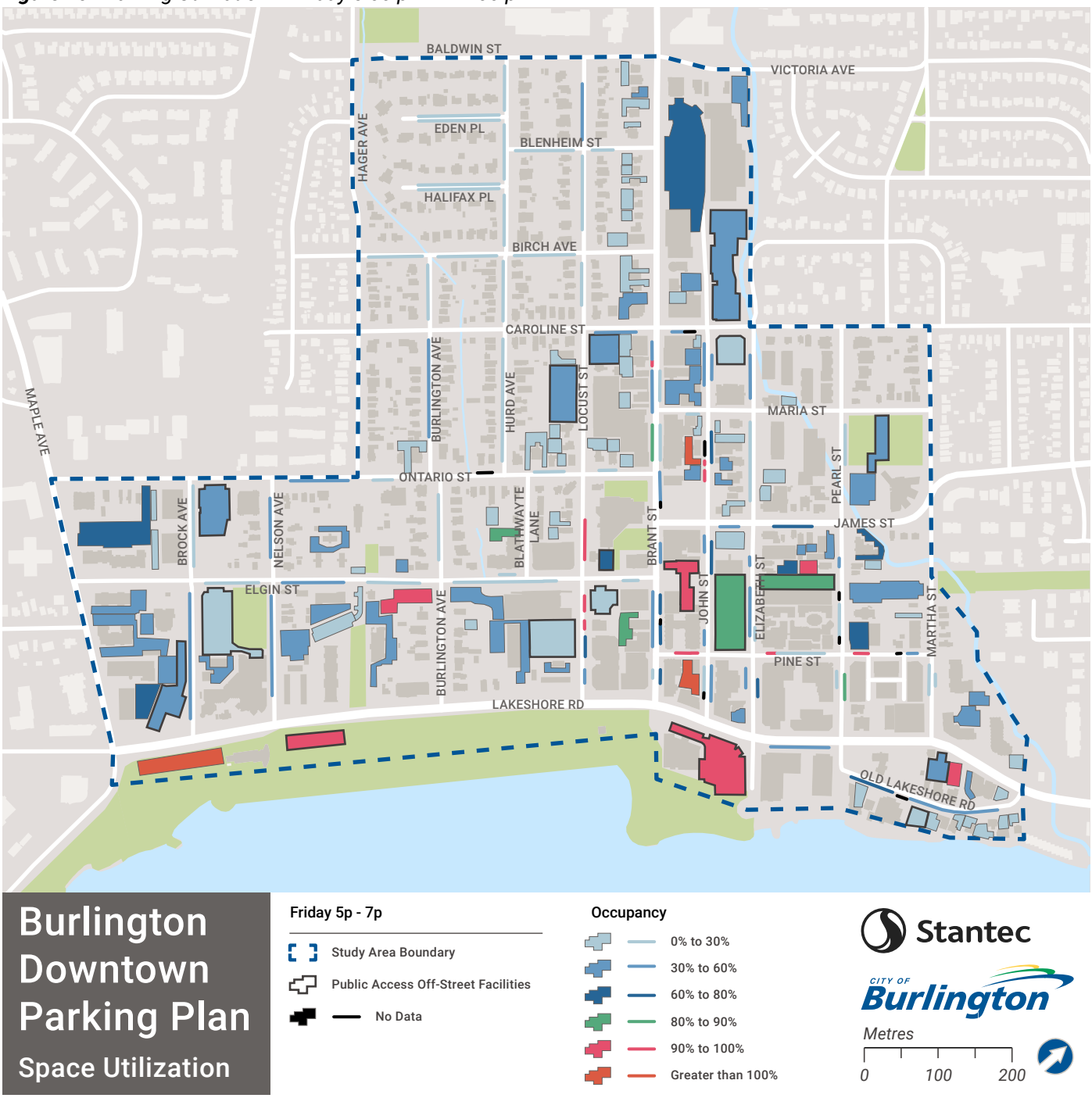


Friday Early-evening – 5 p.m. to 7 p.m.

The overall utilization rate began to decline after 5:00 p.m. though key locations witnessed increases in parking demand. Decline was uniform across many facility categories though the demand for metered on-street spaces outpaced the rest despite the daily end of pricing regulations.

As usage dropped in northern publicly administered lots on Locust and Caroline Streets, private and public lots along the waterfront neared their daily peak demand (**Figure 20**). Additionally, the Brant Street and Burlington Avenue lots reached functional capacity early in the evening . As on-street parking use declined in most locations, spaces along Locust Street between Ontario Street and Lakeshore Road were heavily used.

***Figure 20**: Parking Utilization – Friday 5:00 p.m. – 7:00 p.m.*

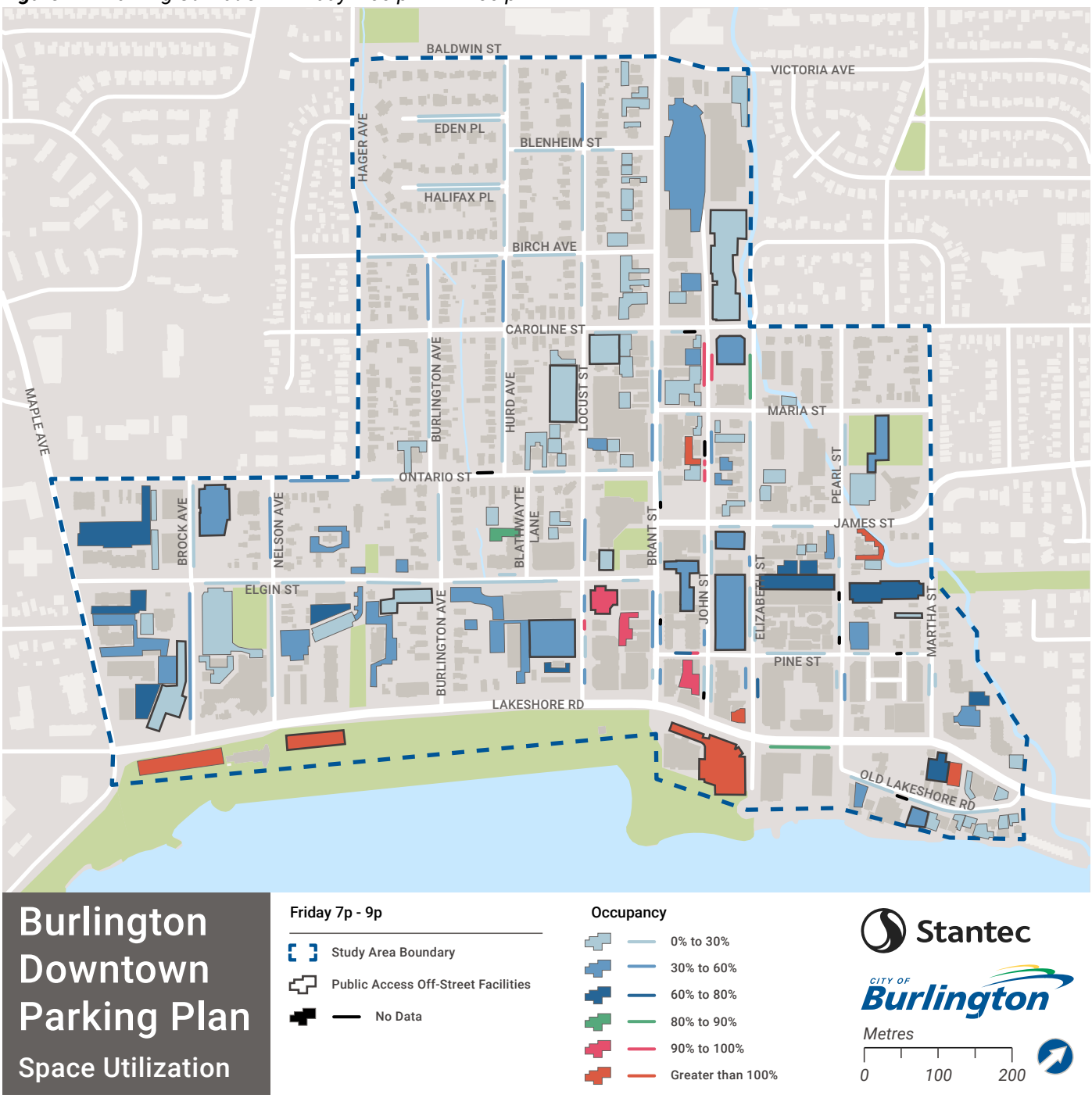


Friday Late-evening – 7 p.m. to 9 p.m.

Full study area parking demand retreated to early morning levels near 40 percent. On-street parking utilization dropped its lowest level of the day despite the removal of regulations on most spaces and pricing no longer being in effect.

Public access off-street facilities in the downtown core that were previously either optimally utilized or at functional capacity emptied to occupancy levels indicative of surplus capacity (**Figure 21**). Along the waterfront however, demand and use exceeded actual capacity, signifying parking behaviour in these lots outside of the full complement of marked spaces. While on-street use was greatly diminished overall, spaces along John Street between Caroline and Maria Streets were completely utilized.

***Figure 21**: Parking Utilization – Friday 7:00 p.m. – 9:00 p.m.*



Saturday Morning – 9 a.m. to 11 a.m.

Saturday started with lower overall parking demand during the early morning hours (37 percent) than its weekday counterpart. Public access space demand outstripped private access spaces led by use of nearly half of on-street metered spaces.

Only a single private access lot at the northern end of the study area reached or exceeded functional capacity. The large Elizabeth Street Lot starts the day optimally utilized. Functionally full on-street segments included many along Pine Street and John Streets along with larger block faces along Nelson Avenue and Ontario Street.

Saturday Mid-day – 11 a.m. to 1 p.m.

The overall study area utilization increased to a mid-day level comparable to that observed on Friday (44 percent). Public access spaces exceed restricted access spaces in proportion of use. Similar to Friday, off-street facility use rose while on-street use slightly decreased compared to the morning period, matched again by off-street City administered lots and metered on-street spaces following that utilization pattern.

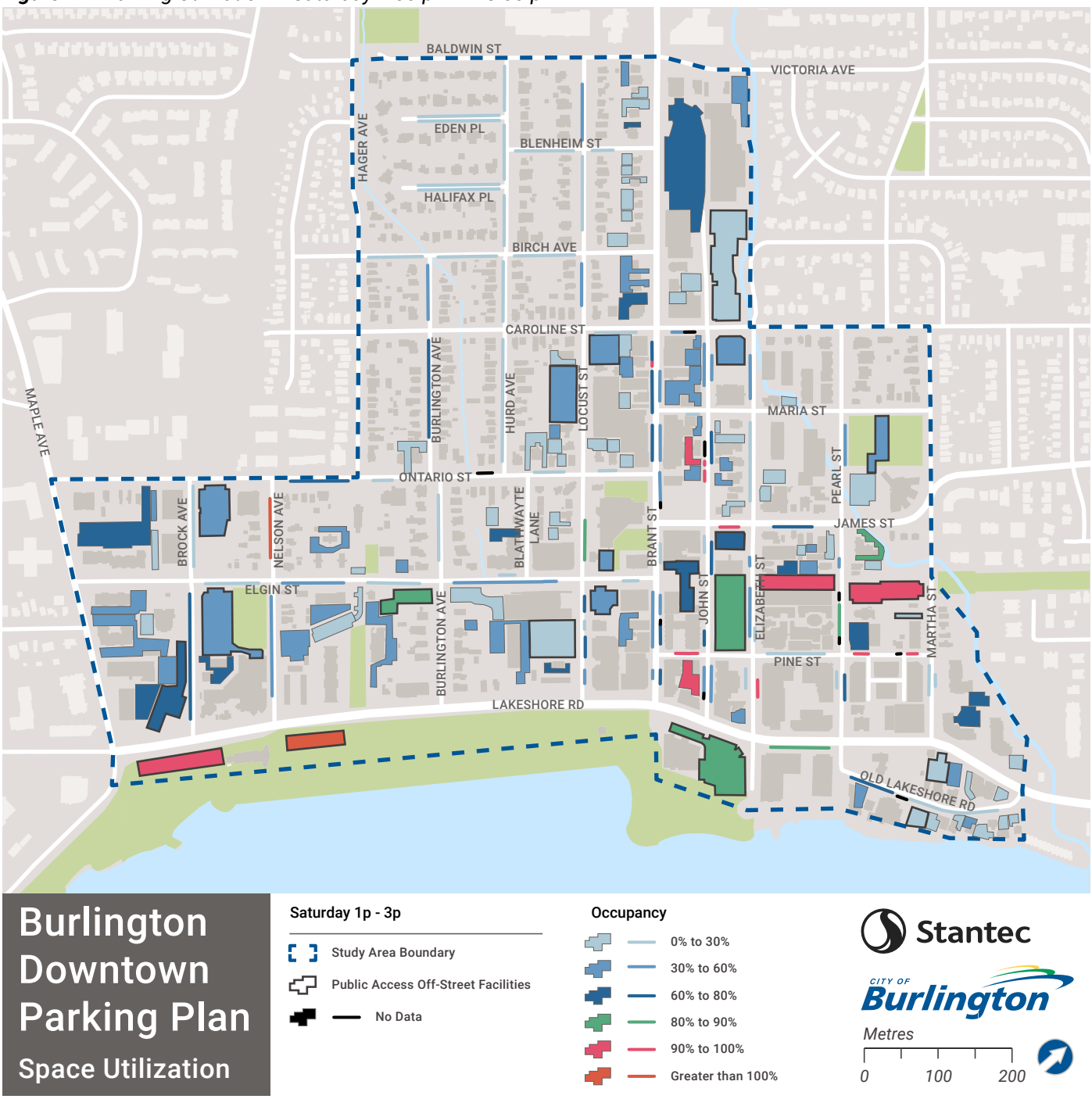
Many off-street facilities experience increases from lower to higher levels of underutilization during the Saturday mid-day data period. More pronounced increases occur at the Burlington Avenue lot and the Waterfront Park East Lot.

Saturday Mid-afternoon – 1 p.m. to 3 p.m.

The full study area reached its broad Saturday utilization peak during the early afternoon data collection period, rising to 47 percent occupancy. Public access spaces continue to be used in greater proportion than their restricted-use counterparts. Like Friday, on-street parking area use rebounded and exceeded its morning levels, with the use of metered spaces increasing to 48 percent.

Off-street parking facilities use at certain locations spiked during the early afternoon (**Figure 22**). The Waterfront Park West Lot reached functional capacity while the East Lot exceeded its nominal maximum. The Pearl Street Lot and a privately-owned public access lot at 425 Pearl Street filled to a combined 94 percent occupancy.

***Figure 22**: Parking Utilization – Saturday 1:00 p.m. – 3:00 p.m.*

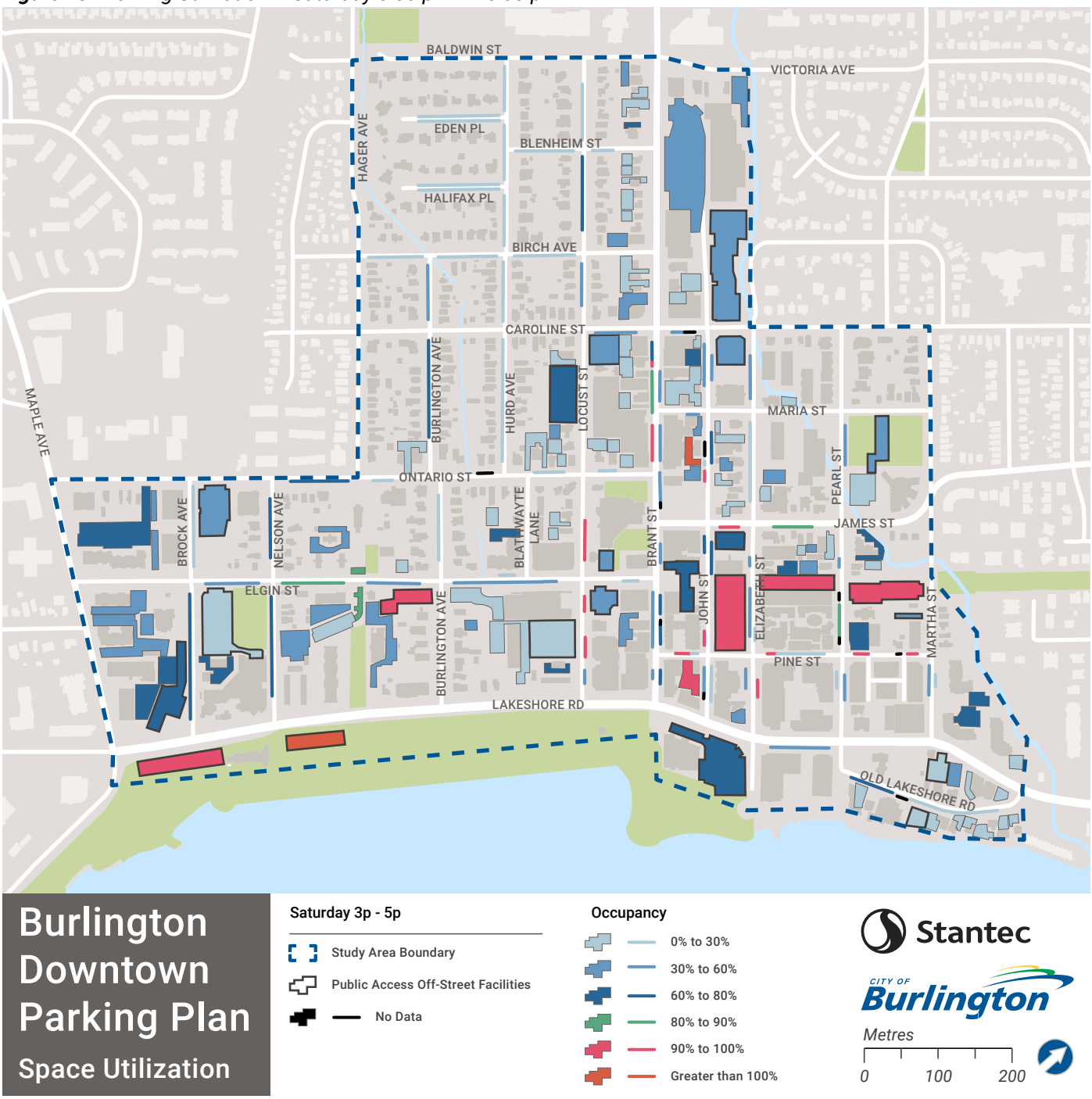


Saturday Mid-to-late-afternoon – 3 p.m. to 5 p.m.

Marginally higher than the preceding and succeeding data collection period, Saturday afternoon experienced the highest observed full study utilization rate of 47 percent. Use of public access spaces exceeded 50 percent during this time period led the highest observed proportionate use of on-street metered parking.

The large Elizabeth Street Lot and the Burlington Avenue lot joined the public access off-street facilities at functional capacity as the afternoon progressed, creating a cluster of demand for public access parking east of Brant Street (**Figure 23**). On-street parking segments along Locust, Pine, John, Elizabeth, and Brant Streets reached functional capacity.

***Figure 23**: Parking Utilization – Saturday 3:00 p.m. – 5:00 p.m.*

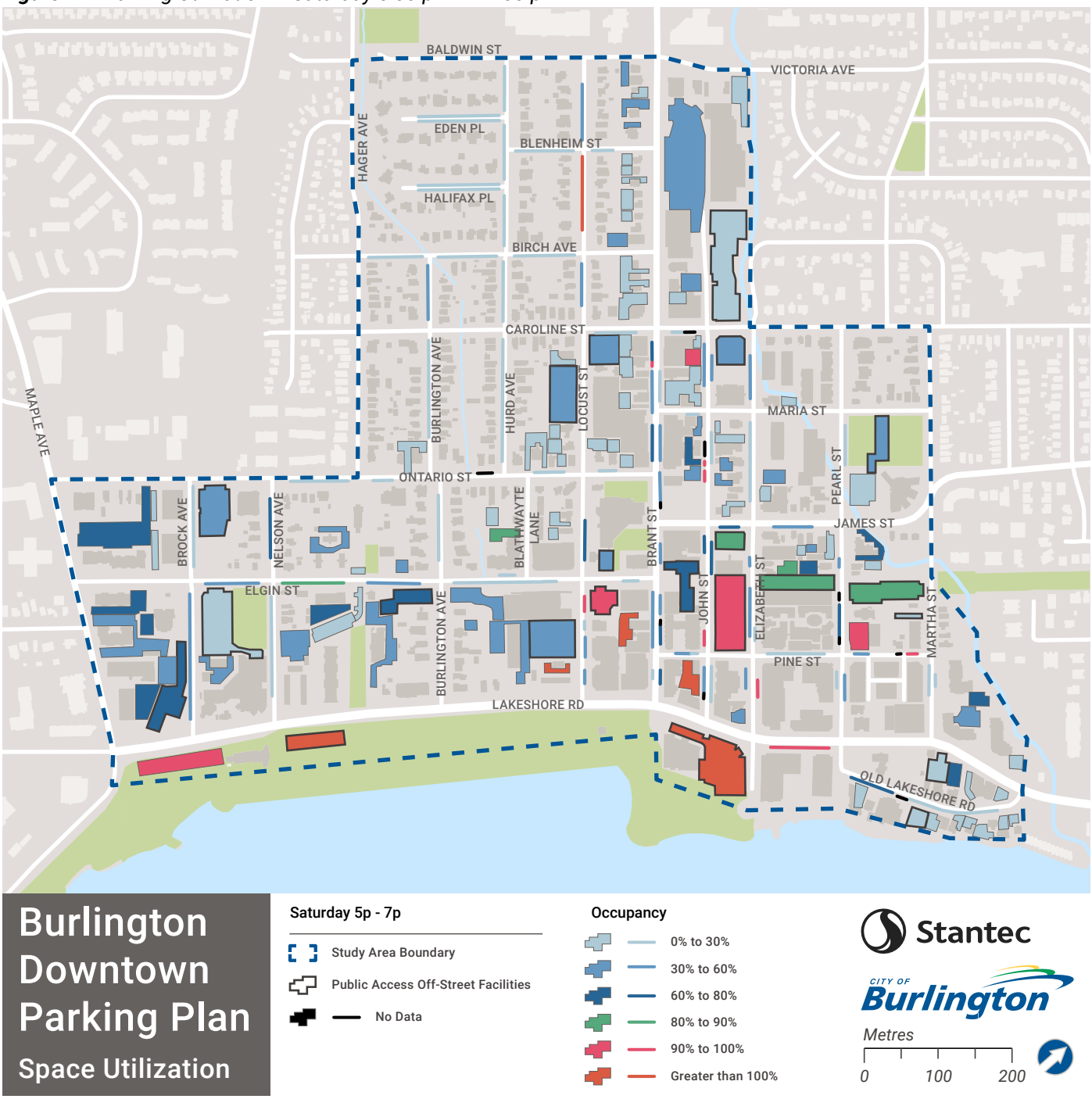


Saturday Early-evening – 5 p.m. to 7 p.m.

The study area continued operated within its broad utilization peak into the evening on Saturday. Off-street demand ticked up slightly while on-street use dropped precipitously despite the end of daily pricing regulations.

Demand patterns shifted as the Burlington Performing Arts Centre hosted a full theater event Saturday evening (**Figure 24**). Demand east of Brant Street abated while demand exceeded capacity at the Waterfront Hotel lot. The Sims Square public access priced lot reached capacity while the Waterfront Parking Garage added almost 100 cars. Despite this addition, the garage remained less than 50 percent utilized.

***Figure 24**: Parking Utilization – Saturday 5:00 p.m. – 7:00 p.m.*



Saturday Late-evening – 7 p.m. to 9 p.m.

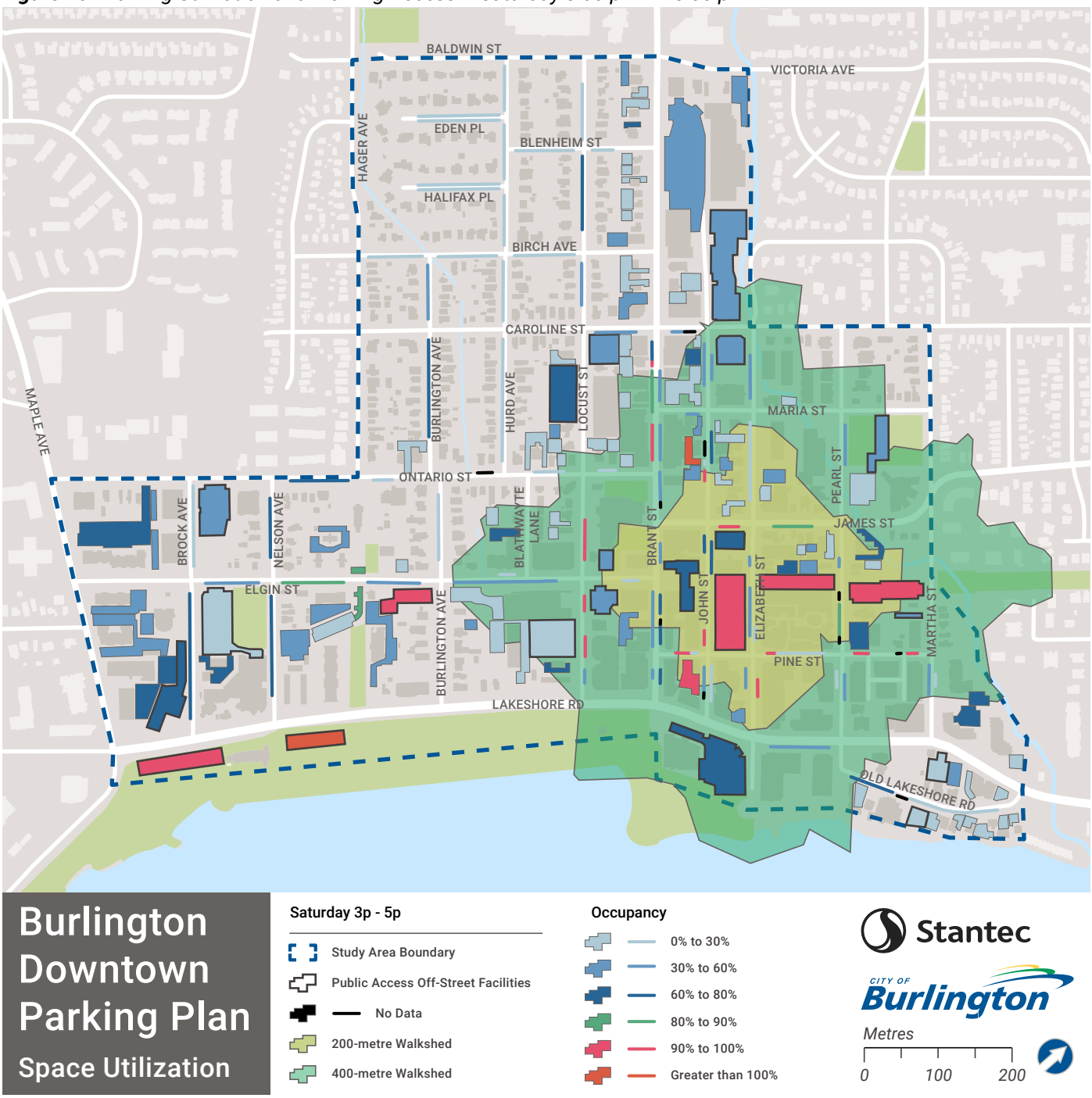
Overall parking demand began to drop later in the Saturday evening, nearly matching levels observed during mid-day hours. Decreases were comparable across most facility types though on-street demand, particularly for spaces metered and priced at other times of the day, fell faster than other parking options.

Demand patterns once again shifted as most public access lot in the acute demand area east of Brant Street sunk below optimal utilization rates. Occupancy halved in the John, Locust, and Caroline Street lots. As demand related to the Performing Arts Centre settled, the Waterfront Parking Garage accommodated over 50 additional vehicles, but remained only 61 percent occupied.

East of Brant Street Focus Area

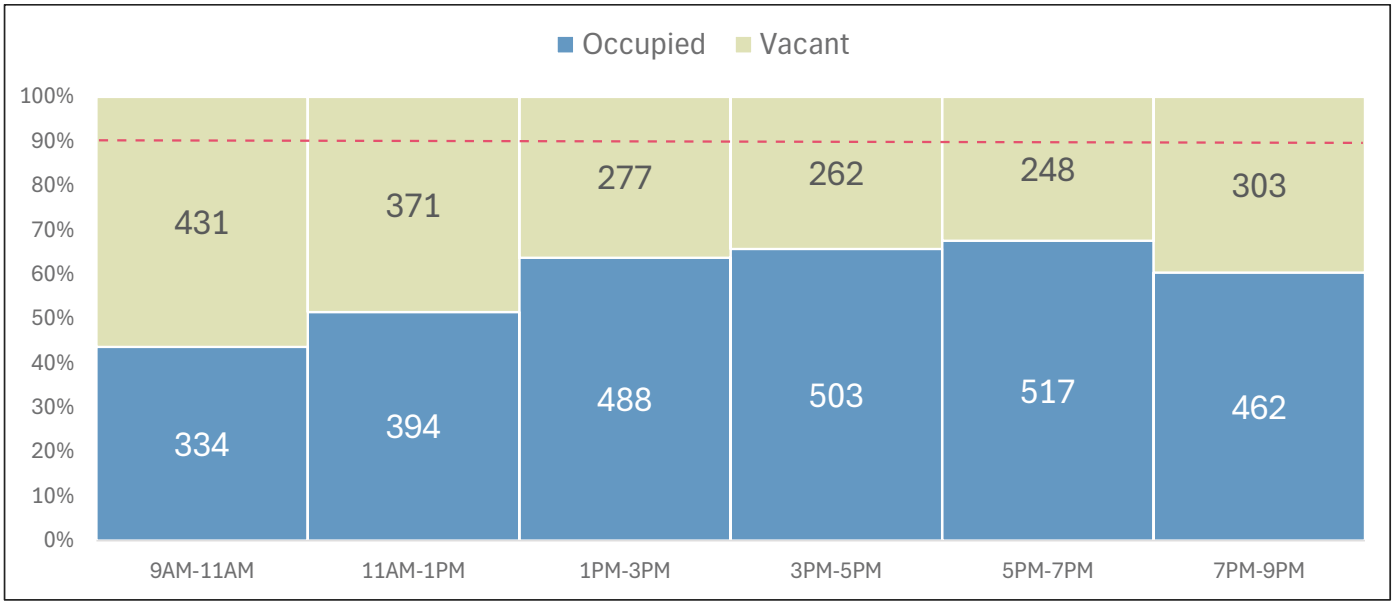
Revisiting the 3:00 p.m. to 5:00 p.m. Saturday data collection period, the three largest public access off-street lots combined to experience a 94 percent utilization rate for 217 spaces, greater than functional capacity. The Brant Street Lot was just a single vehicle shy of the optimal occupancy range. At the same time, the 349-space Waterfront Garage held only 61 vehicles. Calculating the areas accessible via a 200-metre and 400-metre walk from the point on Elizabeth Street where a crosswalk links two high demand facilities helps to demonstrate fundamentals underlying the spatial mismatch between high-demand and high-available capacity areas (**Figure 25**). The 200- and 400-metre walk sheds correspond to a 2.5- and 5-minute walk, respectively.

***Figure 25**: Parking Utilization and Walking Access – Saturday 3:00 p.m. – 5:00 p.m.*



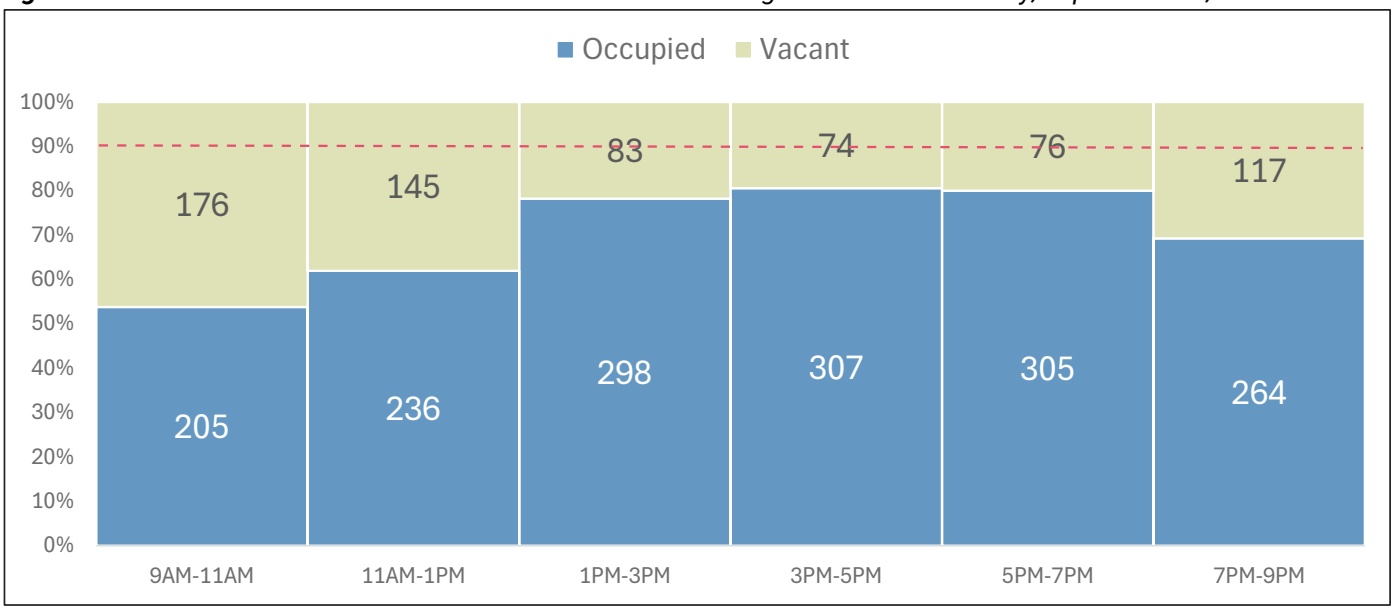
A closer look at special utilization charts shows demand approaching 70 percent for all facility and access types touched by the 200-metre walk shed (**Figure 26**).

***Figure 26**: 200 Metre Walkshed – All Spaces Parking Utilization – Saturday, September 21, 2024*



When limiting the analysis to public access facilities within that same geography, demand exceeds 80 percent, indicating that some preventative management action may be necessary to avoid routine reaching of functional capacity (**Figure 27**).

***Figure 27**: 200 Metre Walkshed – Off-Street Public Access Parking Utilization – Saturday, September 21, 2024*



Zooming out to a 400-metre walking radius, which adds no more than 2.5 minutes on foot between ones parking space and final destination, adds the Waterfront Parking Garage, the temporary mobile payment lot, the Martha Street Lot, the public portion of the Lions Park Lot, the Waterfront Hotel Lot, and the south end of the John Street Lot to the public access inventory within 5 minutes of the area of highest condensed demand. Inclusion of these facilities, on-street parking assets, and other restricted access lots to the area's functional inventory lowers peak utilization percentages to 53 percent overall and 61 percent for public access spaces (**Figure 28**, **Figure 29**).

***Figure 28**: 400 Metre Walkshed – All Spaces Parking Utilization – Saturday, September 21, 2024*

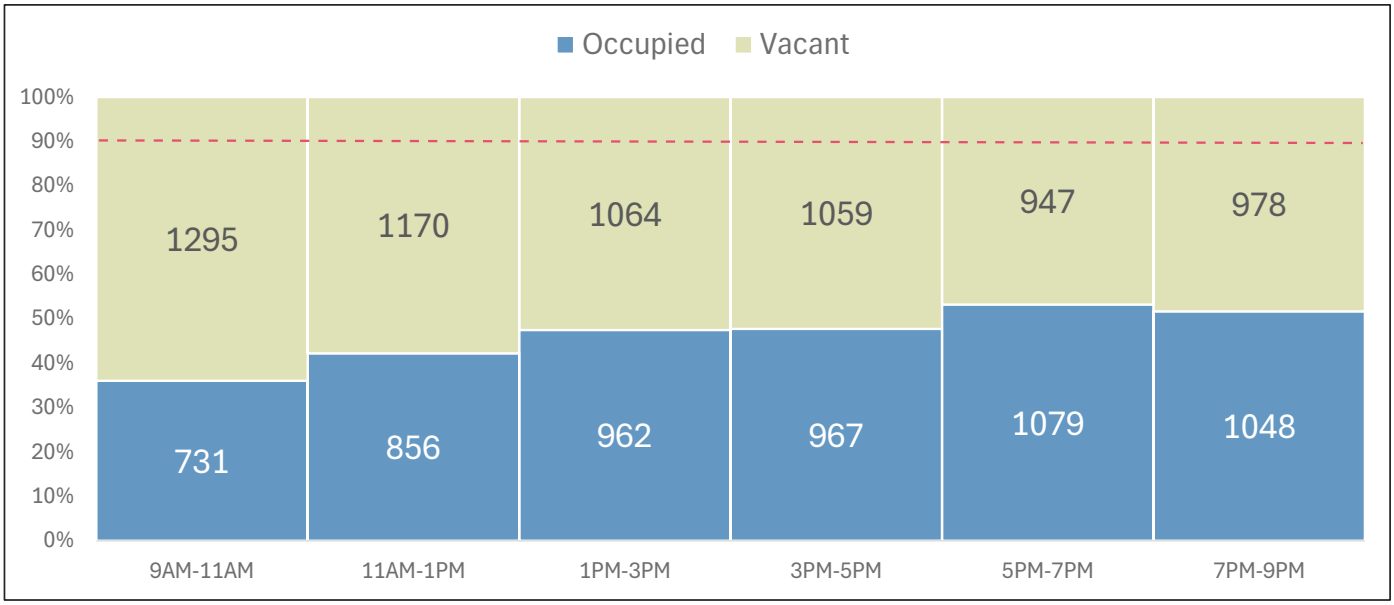
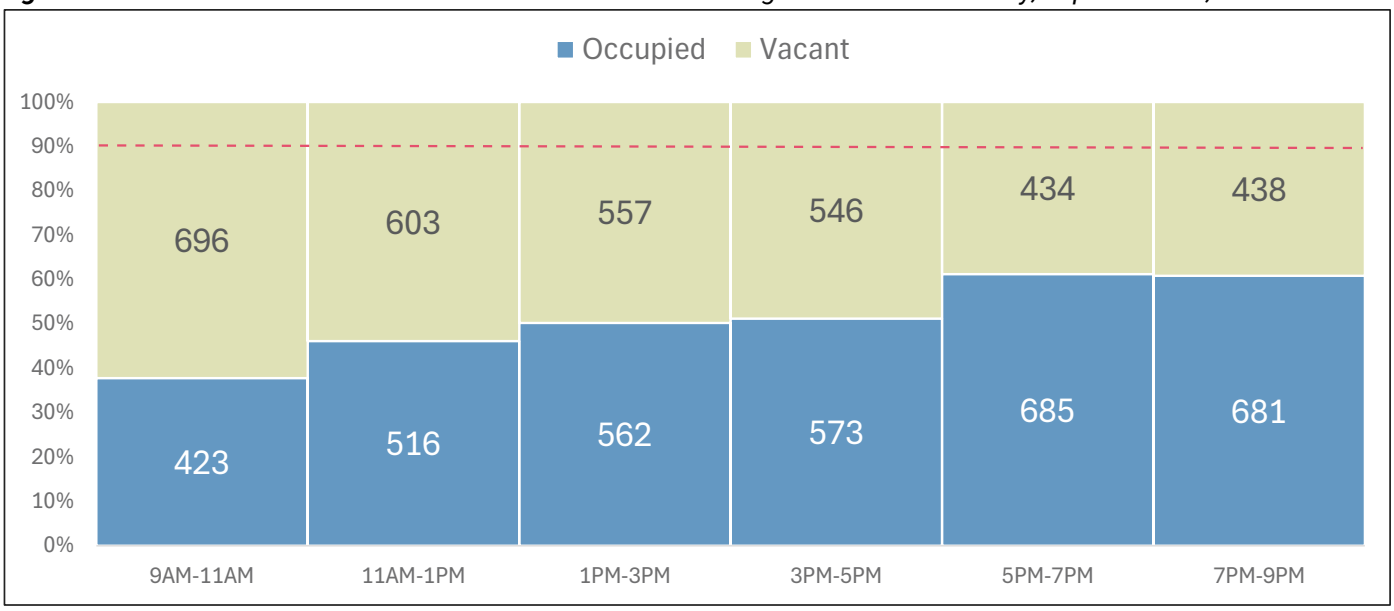


***Figure 29**: 400 Metre Walkshed – Off-Street Public Access Parking Utilization – Saturday, September 21, 2024*



Initial Public Guidance

The study team engaged in concurrent consultation throughout the ***Existing Conditions and Needs Assessment*** phase, featuring a range of involvement opportunities. Participants took part in both online and in-person activities and/or special meetings, each of which were accessible to people with disabilities. Feedback helped to identify emerging issues and shape strategic recommendations.

Study Website

The City launched a website dedicated to the Downtown Parking Plan project (https://www.getinvolvedburlington.ca/dtparking) early in the study process to provide easy public access to project information and materials. Early iterations of the website included dates and details of key engagement events, frequently asked questions regarding the parking plan's content and focus, contact information for key study team members, and project documents such as fully-accessible digital versions of public presentation materials.

Study Contact List

City staff created a contact list of technical advisory contacts early in the project. Those designated to be consulted include City staff, advisory committees of council, civic institution board members, and other entities such as the Burlington Downtown Business Association. A second list tabulates those to be informed and includes employers, school representatives, indigenous communities, and other interest groups.

Notifications

The study team issued notices of consultation activity via multiple methods, including City social media accounts, electronic notifications, mailed newsletters, and hand-delivered postcards to invite members of the public to participate and provide comment on study progress and findings.

Interested Parties

The holistic review of existing transportation conditions complemented data analysis with a series of meetings, walking tours, presentations, and discussions designed to gather input from the community's leaders, business owners, municipal parking operations, and others familiar with parking system activity and needs in Downtown Burlington. Discussion led to the synthesis of key themes within the needs assessment.

Internal

Initial meetings with interested parties took place in late July with members of the internal technical advisory committee (iTAC). The iTAC consists of members of a wide variety of City departments, including transportation planning, municipal parking operations, policy planning, development planning, design and construction, parks, forestry, and others. The iTAC participated in site visits, walking tours, and meetings, facilitating information exchange between staff and consultant members of the study team to gain insights from varying experiences and perspectives.

External

The study team prepared a series of presentations for external interested parties, primarily members of the Burlington Downtown Business Association and the Downtown Parking Advisory Committee. The presentations summarized inventory and utilization data analysis performed to date as well as initial public survey findings. Additionally, interested parties participated in a second walking tour with City and consultant project team members to identify unique perceived shortcomings of the parking system.

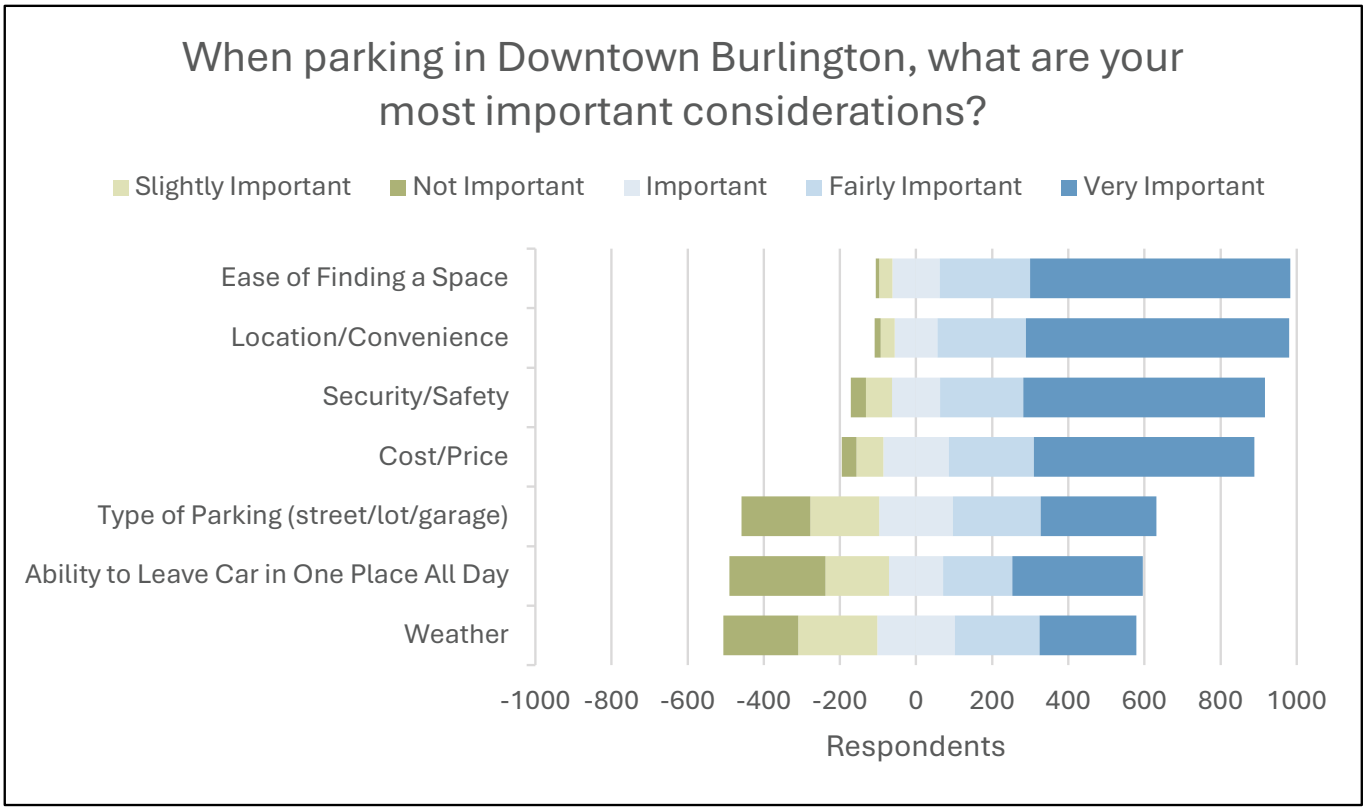
Public Parking Survey

The study team oversaw a parking behaviour and preference survey open to responses from September 14, 2024 until October 14, 2024 via an online form. Community Participation was high as the survey received 1,098 responses. Most of the respondents, nearly 70 percent, were Burlington residents who live within the city, but outside of the downtown parking study area. Almost one-quarter of the respondents live within the study area. Reference the ***Existing Conditions and Needs Assessment*** report for full response analysis.

Survey respondents were asked about their travel distance to Downtown Burlington as it affects the likelihood of travelling by personal vehicle. Most survey respondents indicated that they come from 3 or more kilometres away with the highest single grouping, over 30 percent, driving from a distance of 3 to 6 kilometres. The vast majority of respondents, approximately 85 percent, reported at least occasionally traveling by personal car while over 30 percent reported that they sometimes walk to reach Downtown.

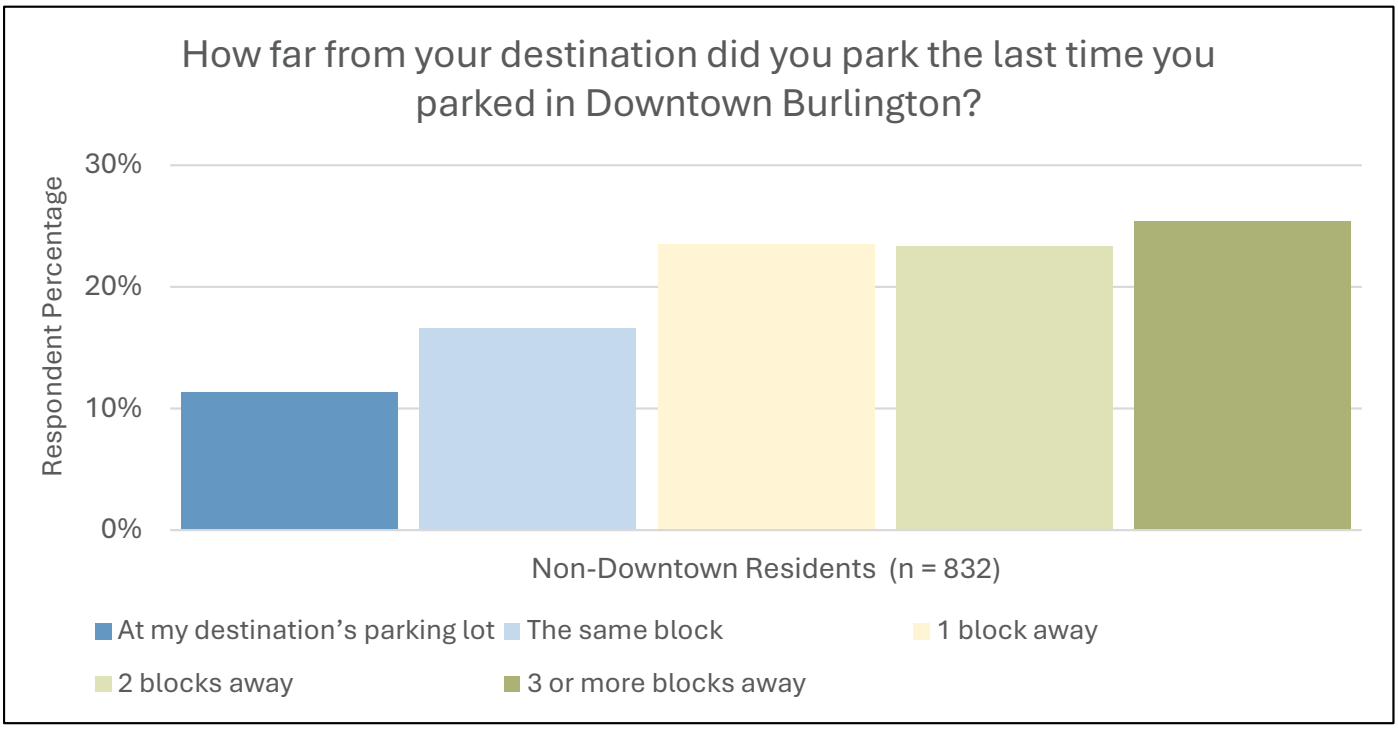
Respondents were tasked to assign a level of importance to multiple factors such as location, security, time limits, and cost to determine the relative significance of each to the larger group. Those who park in Downtown Burlington place the most importance on easy to find and conveniently located parking followed by personal safety concerns and the cost of user fees (**Figure 30**). This ranking was found to be consistent between the full group of respondents as well as non-downtown residents on their own.

Figure 30: *Survey Responses – Most Important Parking Considerations – All Respondents*



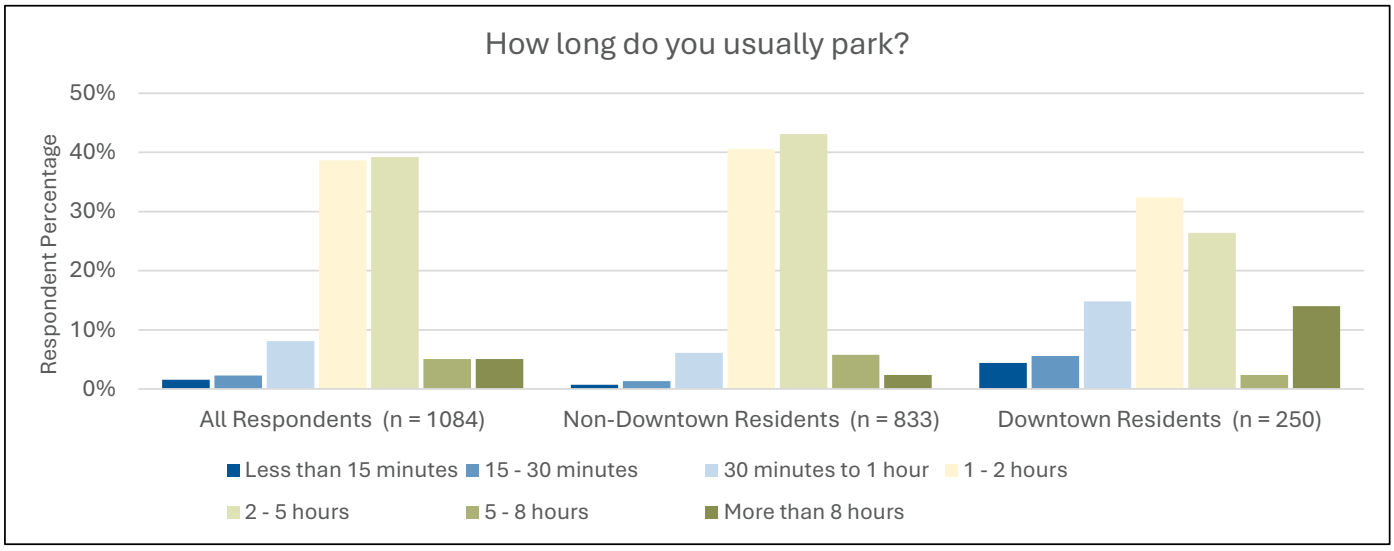
Since ease of finding an available spot and the location of said spot were primary considerations, the survey aimed to evaluate where parking is preferred, challenges faced when finding a parking spot and how close respondents park to their destination. It was determined that most respondents use a parking lot or garage, with about half of the respondents also using on-street or unpriced spots. One third of respondents reported finding a spot taking less than 3 minutes while another third reported it taking three to five minutes. Finally, most respondents reported parking one block or closer to their final destinations (**Figure 31**).

***Figure 31**: Survey Responses – Parking/Destination Proximity*



Nearly 80 percent of all survey respondents and almost 85 percent of responding non-downtown residents indicated that they park for between one and five hours in Downtown Burlington (**Figure 32**). However, since 12 percent of the survey respondents claim to park for less than one hour, Downtown Burlington must accommodate the secondary need for some amount of short-term, high-turnover parking.

***Figure 32**: Survey Responses – Parking Duration*



At the end of the survey respondents were asked to provide additional comments in an open-ended format. These comments highlighted challenges in accessing parking on the weekend, especially during busy weekends and festivals or events. Respondents also perceived limited parking availability regardless of the day of the week, especially in popular areas near the hospital or event spaces. There were some concerns expressed concerning the cost of parking as well as specific parking needs of various demographic groups, such as seniors or individuals with disabilities.

Public Information Centre #1

City staff and the consultant team hosted the first Public Information Centre in an open house format on November 19, 2024 from 6:30 to 8:30 p.m. at the Art Gallery of Burlington. The format provided an opportunity for discussion with the public regarding the existing parking system, survey results, and an initial high-level needs assessment. Presentation boards including key findings of the inventory and utilization analysis created a self-guided tour for attendees who were able to ask questions of the project team as they encountered new information.

The final presentation board included a participatory exercise related to validation of the project team's understanding of parking system needs. The activity asked participants to signal their level of support of the following suggested initiatives influenced by study team observations and data analysis:

- **Effective Information**: Providing clean and user friendly maps that highlight public access facilities, their fee structure, and timing that fees are in effect.
- **Dynamic Information**: Providing clear guidance to underutilized parking facilities in advance of arrival in Downtown Burlington and upon arrival at over-capacity parking facilities.
- **Performance-Based Pricing**: Adjusting parking fee rates to achieve a standard of availability based on supply and demand.
- **Event Management**: Examining the viability of shuttle and/or valet services to/from large events. Special consideration for management of parking inventory at the waterfront.
- **Formalize Public Access Agreements**: Reducing confusion related to rules and regulations at privately-owned facilities outside of restricted hours to effectively add to the public parking supply.

The exercise also allowed participants to write in additional suggestions to improve the Downtown Burlington Parking Plan. Participants applied stickers signifying their highest priorities (**Table 5**).

Event management and implementation of additional dynamic information accumulated the majority of high and medium priority votes. The results indicate a strong desire among Burlington parking system users for an improved user experience that coherently handles surges in demand related to events and assists visitors in locating available parking options as they arrive near their destination.

***Table 5**: Public Information Centre Needs Assessment Validation*

Topic	*Highest Priority*	*Second Priority*	*Third Priority*
Event Management	4	3	1
Dynamic Information	4	2	0
Performance-based Pricing	2	0	2
Effective Information	0	3	2
Formalize Public Access Agreements	0	1	3

Public Comments

All presentation boards reserved space for written comments. Public meeting participants took advantage of this space to provide comments supportive to findings of the inventory and utilization analysis. Topics included the existence of surplus parking supply and the comparison of walking distance from a downtown parking option to a destination versus that of suburban commercial parking layouts.

Additionally, meeting attendees could express their opinions on any special concerns using official comment sheets. Members of the public indicated a desire for integration with active transportation and other forms of mobility, lower fees in underutilized parking lots, an increase in the number of accessible spaces beyond minimum standards, and surge pricing during events that would encourage people to either park in underutilized spaces away from activity centres or arrive downtown via more sustainable travel modes.

Those providing comments stated a desire for a variety of actions including joint evaluation of parking supply changes and traffic flow implications, adding concern that additional parking provision might contribute to severe traffic congestion. Others asked for additional electric vehicle charging capability, allocation of parking spaces in new private development for visitor and public parking, application of mobile technology to display real-time available space location, and new shared parking agreements with private lot owners after hours public use. Special event management was a common theme for multiple respondents including the need for proximate parking supply and concurrence with potential shuttle strategies.

Other Community Consultation

On October 10, 2024, the project team presented preliminary information regarding the parking plan project to the Burlington Accessibility Advisory Committee to gain perspectives on accessibility issues.

The committee responded with recommendations for consideration regarding improvements to accessible parking adapted from input to a provincial review of public spaces standards in the Accessibility for Ontarians with Disabilities Act.

The Committee's suggestions include:

- Requiring accessible placement and design of pay stations in parking lots
- Amending parking regulations such that all accessible parking and electric vehicle charging spaces meet Type A requirements for size and transfer aisle
- Ensuring universal access paths of travel from parking spaces to intended destinations by locating accessible spaces near accessible entrances and ensuring access aisle connections to sidewalks
- Requiring and ensuring the presence of proper markings, signage, and overhead clearance
- Ensuring safe entry and exit from vehicles in loading areas

Through discussions with staff it was determined that many of the recommendations within the Committee's feedback would be more appropriately addressed through the New Zoning By-Law project and future updates to the City's Accessibility Design Standards rather than within the Downtown Parking Plan. While the Downtown Parking Plan acknowledges the importance of accessibility, including a proposal within operational program and policy recommendations for parking and mobility staff to continue to collaborate with the City's Accessibility Specialist, most items identified by the advisory committee are already managed through existing design standards and the site plan review process.

EMERGING ISSUES AND OPPORTUNITIES

Establishing the scope of the Downtown Burlington Parking Plan's strategic recommendations required an identification of emerging issues and opportunities. Comprehensive review of the existing parking inventory and regulations, utilization analysis, and public survey data informed an initial needs assessment for the Downtown Burlington study area validated by public participation and feedback received from interested parties.

Event and Waterfront Management

An attempt to better understand the viability of shuttle and valet services for large events in Downtown Burlington may enhance the visitor experience and help distribute parking demand more evenly across the area, minimizing congestion and improving overall accessibility. Large events often lead to significant increases in traffic and parking demand, which can overwhelm existing infrastructure. Shuttle services can provide a convenient and efficient way for attendees to travel to and from event locations, reducing the need for extensive and impractical parking facilities near the event site. Valet services offer a premium option that can attract visitors willing to pay for convenience, optimizing the use of available remote parking spaces.

Spatial utilization analysis during typical demand conditions demonstrates the necessity of special consideration for parking inventory at the waterfront due to its popularity and limited space. A dynamic parking management system that includes real-time monitoring and adaptive pricing can help ensure that parking spaces are used as efficiently as possible.

Dynamic Information

While most publicly administered public access facilities in Downtown Burlington use sensors and dynamic displays to inform motorists of the available supply in each facility, discussions with interested parties described a lack of guidance in the event one's preferred facility is at capacity. A need exists to provide clear guidance to underutilized parking facilities in advance of arrival in Downtown Burlington and upon arrival at over-capacity parking facilities.

Dynamic displays would need to be clearly visible, designed consistent with existing parking system branding, and placed in strategic locations in order to provide clear instruction to parking locations with greater availability. In tandem, providing clear pedestrian signage would help to create and promote a 'park-once' district where visitors feel comfortable walking to multiple destinations from a single parking space. Pedestrian-level signage would also help parking system users easily locate their primary destination and their parked vehicle at the beginning and end of their visit.

Other opportunities exist to integrate mobile technology and reservation services to manage publicly- and privately-operated resources. Mobile applications are also capable of providing advance information to drivers that not only simplifies their own parking search, but minimizes vehicular traffic circulating the downtown in search of spaces close to desired destinations.

Performance-based Pricing

Parking policies should be adaptable to fluctuations in supply and demand. Burlington may consider officially adopting a key performance indicator for parking management focused on occupancy rates. Municipal parking operations would base targets on the previously established definition of optimal occupancy. Surplus available parking would suggest local oversupply.

The success of a performance-based pricing strategy depends upon regular performance assessments – monitoring utilization and availability during peak demand periods – to guide rate adjustments. Burlington may also explore a tiered rate system that adjusts based on utilization data. Municipal parking operations would need to coordinate with private parking operators to harmonize pricing strategies and more efficiently distribute demand across the available parking supply.

Survey data reflects that non-downtown residents overwhelmingly park for a duration between one and five hours, potentially longer than the 3-hour limit for paid on-street parking allows. As time limits do not enhance customer experience but instead limit visitors to shorter periods of stay, the City may reconsider time limits where pricing is in effect. The use of fees themselves as a management tool can achieve greater consistency in availability.

Other pricing techniques exist to incentivize efficient turnover of spaces by making longer stays particularly expensive, while shielding the shortest-term parkers from some of the cost of performance-based rates.

Effective Advance Information

Clean, up-to-date, and user-friendly maps that highlight public access facilities, their fee structures, and the times during which fees are in effect are useful for effective parking management. Maps should be easily accessible and clearly indicate where parking is available, helping visitors plan their trips and understand alternate parking options to alleviate congestion in high demand areas. Having a single, simple map posted online as well as in activity centres can serve as a consistent and reliable informational guide to visitors.

Branding of online informational materials that matches signage and information posted at public access parking facilities aids in this effort to reduce confusion and enhance visitors' overall parking experience.

Formalize Public Access Agreements

Already in effect in lots associated with the office building at 440 Elizabeth Street, shared parking agreements serve the parking demand for multiple land uses in a mixed-use context. Valuable in walkable, mixed-use centers in which small, private lots tend to be overwhelmed with demand when their associated land uses are busy, and significantly under-utilized much of the rest of the time, these agreements allow for free public parking outside of typical weekday business hours.

Based on feedback received during site visits, an opportunity exists to reduce confusion related to rules and regulations at privately-owned facilities outside of restricted hours. Clearing up this confusion and expanding the scope and number of these types of agreements can effectively add to the public parking supply, especially in areas of acute demand.

PROJECTED CONDITIONS AND GROWTH MANAGEMENT

As Downtown Burlington attempts to accommodate various new land uses and intensities, the relationship between parking demand and programmed land use becomes increasingly significant. Trends continue toward residential infill development with reduced accessory parking provisions to achieve locally focused planning objectives. Future parking demand analysis examines the relationship between existing land use patterns and observed parking demand to forecast future demand levels, identify potential pressure on parking supply due to expected development, and guide recommended management actions.

The analysis adds the land use characteristics of each of four scenarios to a calibrated model to determine the expected future parking demand. The process concurrently adjusts the available parking system capacity as development activity removes and adds spaces. Resulting comparisons provide an understanding of how the parking system may need to adapt in the future to meet demand while supporting economic development. The ***Analysis of Future Parking Demand*** report fully expands upon forecast analysis methodology, development of a baseline demand model, and assessment results related to all scenarios.

Growth Scenarios

The study team created scenarios for future parking demand evaluation using the City's Pipeline to Permit dashboard. City staff further assisted with supplementary information related to viable future development either currently under construction or in the approval process. The analysis grouped individual development projects by application and construction status, which corresponds to anticipated delivery time frames. Other growth projections based on local trends informed aggressive, but feasible levels of future development activity for a scenario extending beyond anticipated projects to demonstrate the response of the parking system to higher levels of demand stress.

- **Scenario 1:** Ongoing and Expected Development
- **Scenario 2:** Pending Site Plan Application or Appeal
- **Scenario 3:** Initial Concept Review
- **Scenario 4:** Additional Potential Development, Modified User Behaviour

The analysis quantified attributes of each development scenario before adding to baseline quantities within the parking forecast model to assess variations in demand and excess capacity. Scenarios are not independent, but rather cumulative. For example, Scenario 3 includes all development described in Scenarios 1 and 2. Should any proposed redevelopment within a scenario result in the loss of existing public or private parking supply, those modelling iterations feature an appropriately adjusted supply total.

Scenario 1: Ongoing and Expected Development

The first scenario represents a continuation of existing policy conditions and an assumption that user behavior remains unchanged. Inclusion of all projects in the development pipeline that are currently being built, have planning approval, or are likely to return with a minimally modified site program after appeal corresponds to a zero-to-ten-year implementation horizon. In total, this scenario consists of approximately 1,850 new residential units and 43,000 square feet of commercial space (**Table 6**).

Scenario 1 requires the elimination of 191 existing parking spaces, 161 of which are currently publicly accessible while 30 are restricted. New development attempts to offset this loss by including 96 spaces reserved for a mix of commercial uses and residential visitors.

***Table 6**: Ongoing and Expected Development Projects (Scenario 1)*

Project Address	Residential Units	Commercial Sq. Ft.	Hotel Rooms	Status
2082 James Street	150			Under Construction
2075 Lakeshore Road	310	5,018		Under Construction
370 Martha Street	240	4,521		Under Construction
535 Brant Street	259	12,819		Planning Approval
2093 – 2101 Old Lakeshore Road	310	4,633		Planning Approval
2020 Lakeshore Road	594	16,017	120	Refused by OLT
Full Scenario 1	***1,863***	***43,008***	***120***	

Scenario 2: Pending Site Plan Application or Appeal

The second scenario includes known development projects further away from planning approval and a predicted ten-to-fifteen year time frame for ultimate completion of construction. This scenario introduces nearly 600 additional residential units and just over 4,000 square feet of commercial space (**Table 7**).

Scenario 2 incorporates the removal of 66 existing parking spaces, with 30 of these spaces currently available to the public and 36 designated as restricted. Efforts to compensate for this reduction would offer only 25 spaces expressly allocated to commercial uses.

***Table 7**: Projects Pending Site Plan Application or Appeal (Scenario 2)*

Project Address	Residential Units	Commercial Sq. Ft.	Status
2085 Pine Street	38		Waiting for Site Plan Application
441 Maple Avenue	140		Waiting for Site Plan Application
407 Martha Street	111		Waiting for Site Plan Application
2030 Caroline Street	302	4,111	Appealed to OLT
PLUS Scenario 1	1,863	43,008	
Full Scenario 2	***2,454***	***47,119***	

Scenario 3: Initial Concept Review

The final scenario derived from the development pipeline incorporates projects currently at an early conceptual review phase. City staff estimates the completion time frame of these projects at fifteen or more years. Scenario 3, in isolation, consists of over 700 new residential units and almost 24,000 square feet of commercial space (**Table 8**).

The removal of 20 restricted access parking spaces accompanies Scenario 3. Plans add 21 spaces for use by customers and visitors. The observable inventory remains 3.3 percent below existing conditions.

***Table 8**: Projects Under Initial Concept Review (Scenario 3)*

Project Address	Residential Units	Commercial Sq. Ft.	Status
2072 Lakeshore Road	165	6,264	Under Review
409 Brant Street	161	8,180	Under Review
2083 Old Lakeshore Road	196	4,499	Under Review
2107 Old Lakeshore Road	196	4,972	Under Review
PLUS Scenarios 1 and 2	2,454	47,119	
Full Scenario 3	***3,172***	***71,034***	

Scenario 4: Additional Potential Development, Modified User Behaviour

The study team collaborated with City staff to create an investigative scenario where transformative development, not reflected in the existing project pipeline, occurs in key locations. The scenario examines how redevelopment of an existing shopping plaza and a heavily used public parking facility would impact supply and demand. The final scenario, which represents a time horizon of 20 years or greater to complete, incorporates all previous scenarios as well as modifications to behavior that greatly diminish influences that allow Downtown residents to use private vehicles less frequently, testing resilience of the parking system. The study team adjusted parameters within the analysis tool to model a situation where residential parking occupancy is higher at all times of day. Reflecting a continuation of some level of telework, and a situation where the broader study area more closely adopts the parking demand profile of residential buildings with underground parking components, the Scenario 4 analysis greatly reduces residential captive market effects related to trip chaining and the impact of Transportation Demand Management programs on residents.

***Table 9**: Additional Hypothetical Development Projects (Scenario 4)*

Project Address/Location	Residential Units	Commercial Sq. Ft.
561-593 Brant Street	900	53,800
Elizabeth Street Lot	310	12,000
PLUS Scenarios 1, 2, 3	3,172	71,034
Full Scenario 4	***4,382***	***136,834***

The shopping plaza redevelopment would include approximately 53,800 square feet of commercial space to offset the loss of the shopping plaza and 900 residential units. The

second development concept attempts to portray a potential redevelopment agreement for the Elizabeth Street Lot. Defining characteristics of the contemplated building would include roughly 12,000 square feet of commercial space and 310 residential units. Combining the two development concepts yields an impactful land use scenario comparable to a combination of Scenarios 2 and 3 in terms of the residential additions and more than twice as large with respect to commercial uses (**Table 9**).

Added commercial land uses do not identically replace that which would be lost due to redevelopment of the shopping plaza. As the split between retail and service establishments in the potential redevelopment is unknown, Scenario 4 continues to add new commercial space at the same ratio as baseline conditions. As the shopping plaza was considered a retail use, implementation of Scenario 4 results in a net loss of purely retail space, but a 20 percent gain in floor space for commercial services (**Table 10**).

***Table 10**: Impacts on Study Area Land Use of Additional Hypothetical Development Projects (Scenario 4)*

Land Use	*Baseline Total*	*Scenario 3 Quantity*	*Added Quantity*	*Lost Quantity*	*Scenario 4 Total*	*Change vs. Baseline*
Residential (Inclusive)	3,165 units	6,337 units	1,210 units	—	7,547 units	**+138%**
Retail	206,200 sq. ft.	231,353 sq. ft.	28,950 sq. ft.	58,300 sq. ft.	202,003 sq. ft.	**-2.0%**
Service	262,468 sq. ft.	277,080 sq. ft.	36,850 sq. ft.	—	313,930 sq. ft.	**+20%**
Office	363,174 sq. ft.	355,805 sq. ft.	—	—	355,805 sq. ft.	**-2.0%**
Hotel	280 rooms	271 rooms	—	—	271 rooms	**-3.2%**
Assisted Living	160 units	67 units	—	—	67 units	**-58%**

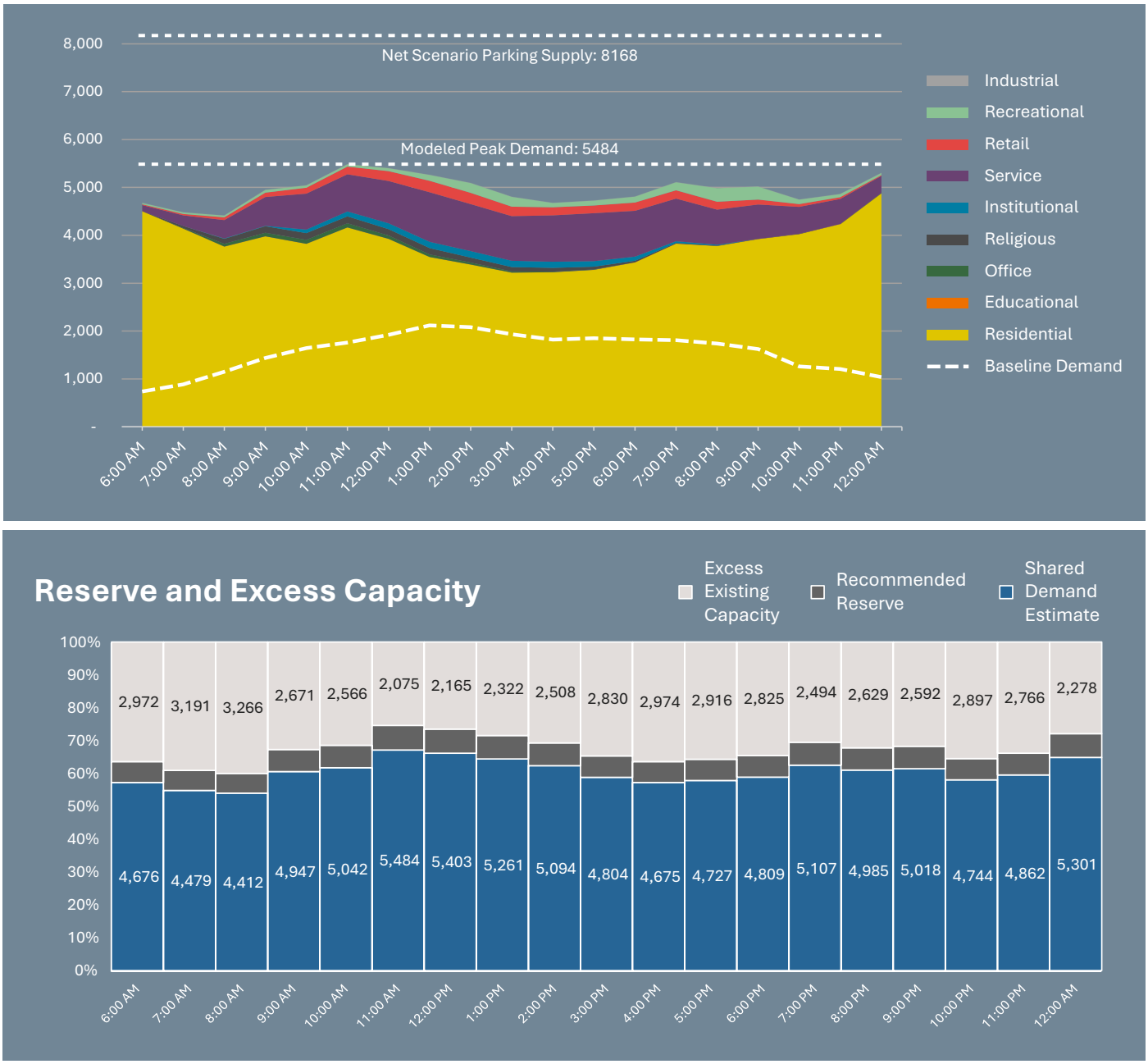
Following the Zoning By-law, the shopping plaza redevelopment would incorporate 175 parking spaces for commercial use compared to 251 existing spaces lost due to construction. The redeveloped municipal lot would include parking for commercial uses. Per the terms of any agreement to sell municipal parking for redevelopment, builders must agree to a one-to-one replacement of public parking as well as provide an acceptable interim supply of alternate public access parking during construction.

Modeled Demand

Applying an inclusive approach to demand analysis for Scenario 4, which incorporates parking demand contributions from new residential units going forward along with all parking constructed as part of those developments, shows significant tightening of available supply. The time of day distribution broadens as residential uses dominate (**Figure 33**). Predicted vacant spaces not part of a 10 percent reserve buffer at the new absolute peak demand time, 11:00 a.m., comprise just over 25 percent the resultant supply. The number of extra spaces (2,075) remains greater than the number of vacant spaces beyond a best practice reserve in the baseline case (1,771).

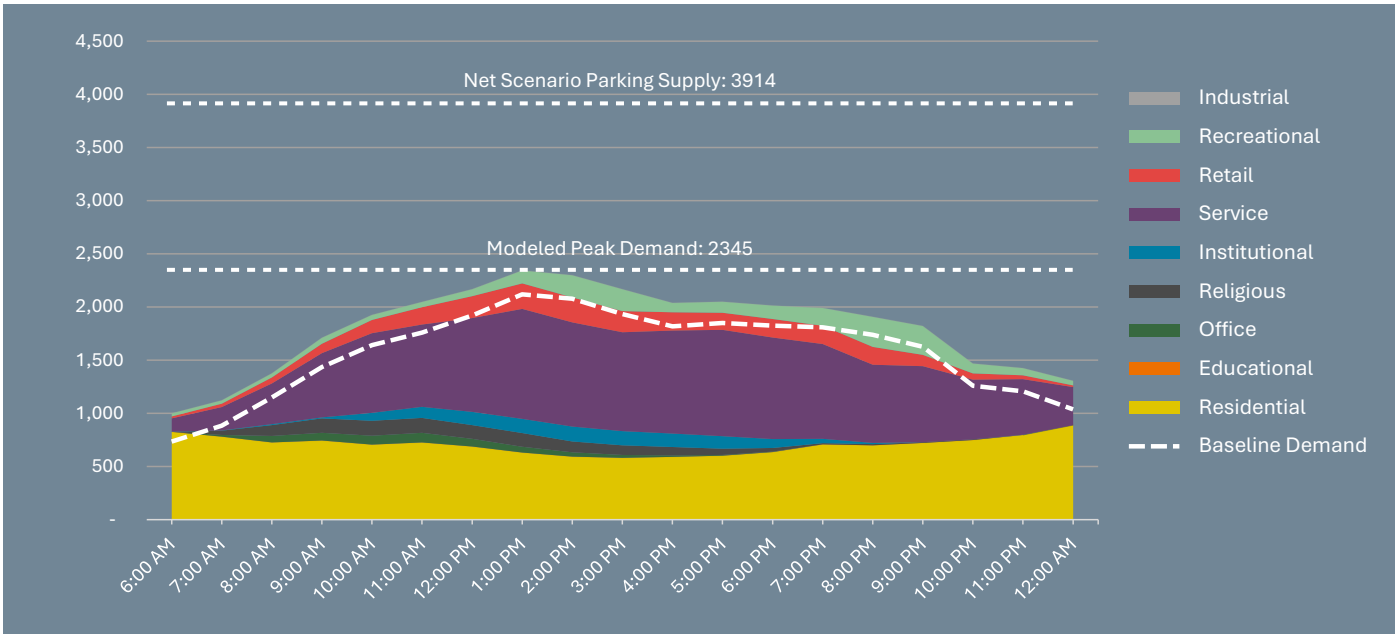
The increase of vacant spaces in absolute terms is attributable to a near doubling of the parking supply over existing conditions. Developments would include over 4,000 new parking spaces while peak demand would only increase by 3,365 despite aggressive adjustments to modelled residential parking behaviour.

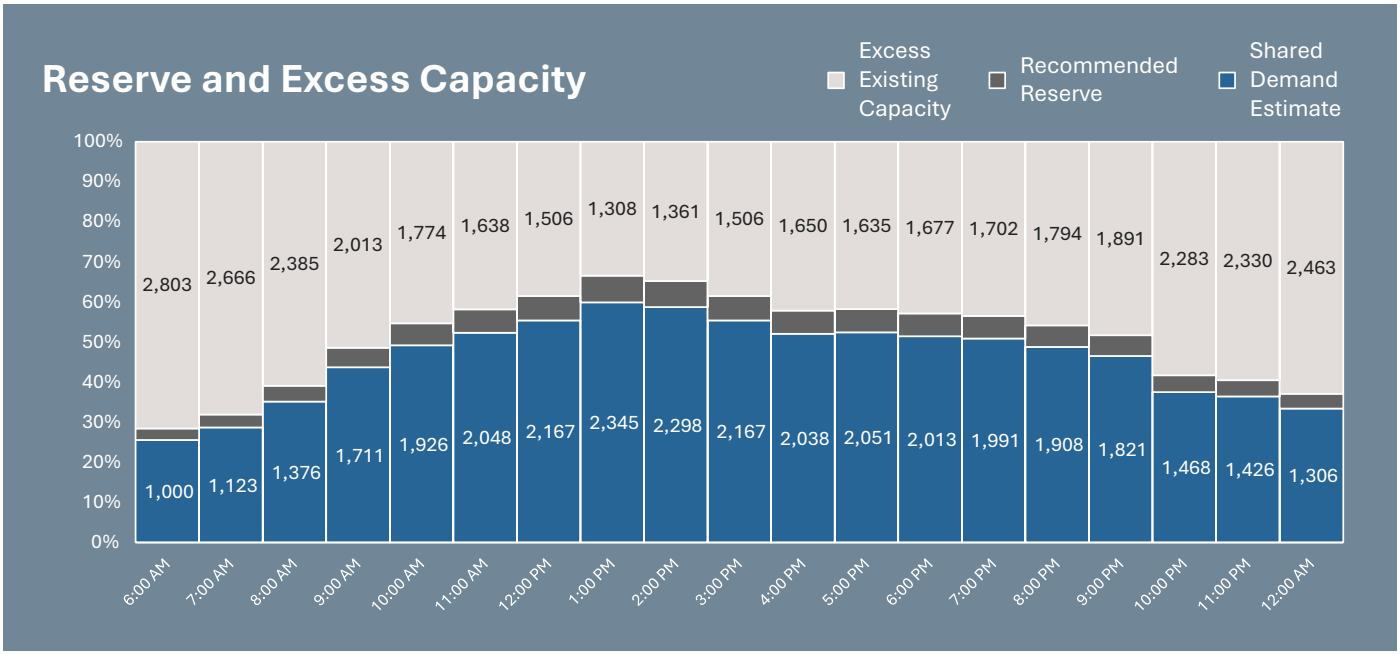
***Figure 33**: Scenario 4: Inclusive Approach Modelled Saturday Parking Demand*



An exclusive approach to the analysis of forecast demand implications excludes parking demand contributions from residential units assumed to park on-site, typically underground. Only commercial land uses and parking expressly dedicated to non-residential unit tenants are integrated into the study area model. Applying this technique, and a non-gated parking supply decrease of 76 spaces, yields more pronounced changes to the supply/demand relationship. The increase in commercial space coupled with adjustments that intensify certain categories of demand sees peak demand rise by more than 200 spaces over other scenarios (**Figure 34**). Diminished supply due to the implementation of four consecutive development programs creates a situation with nearly 500 fewer non-reserve vacancies than observed in the baseline scenario. The end result shows over 1,300 expected excess vacancies, still considered underutilized as the anticipated occupancy rate of roughly 60 percent falls below the optimal 80-to-90 percent range.

***Figure 34**: Scenario 4: Exclusive Approach Modelled Saturday Parking Demand*





Integrated Mobility Plan Mode Share Target Impacts

The City of Burlington's Integrated Mobility Plan (IMP) assigns mode share targets to neighbourhood types that recognize the way a neighbourhood's dominant land use and form, development density, and street layout impact an individual's transportation decisions. The IMP calls for pronounced mode shift in Downtown Burlington by 2051. The share of trips originating Downtown made by private automobile would decrease from 90 to 50 percent. The IMP seeks to achieve increases in walking (from 4 to 19 percent), cycling (from 2 to 11 percent), and transit (from 3 to 20 percent) activity. When combined, the level of walking, cycling, and transit use would increase approximately five times.

The study team further adjusted parameters within Scenario 4 to reflect achievement of the mode share targets and predict demand reductions that might counteract increases due to new development and behavioural profiles. Meeting mode share targets would have a far greater impact on outputs of the

exclusive approach model as the inclusive approach model has become dominated by self-parked residential uses. The exclusive approach remains more focused on arrivals to the Downtown area rather than vehicles which may remain parked at home for extended stays.

Figures generated by a exclusive approach version of Scenario 4 that reflects achievement of mode share targets sees peak parking demand drop 13 percent from the unadjusted Scenario 4. The peak occupancy level of this scenario variant would decrease below that of the baseline model despite various increases in commercial space and activity. The vacancy ratio for non-gated parking would return the level witnessed in early scenarios notwithstanding a study area parking inventory net loss of approximately 110 spaces.

Isolated Impact on Public Access Spaces

As presented in the Existing Conditions chapter, Saturday peak demand for public access parking would need to increase by 839 vehicles to meet the 90 percent utilization level that indicates functional capacity and the beginning of a parking supply shortage (**Figure 13**). The sum of development scenarios included in this analysis increase peak modeled demand by 234 spaces.

Scenario 1 included redevelopment of the Waterfront Hotel and its paid public access lot along with a smaller privately-owned paid lot on Lakeshore Road. Scenario 2 would experience redevelopment of the temporary mobile payment lot. In total, 191 public access spaces would be lost across all scenarios, not including 109 spaces at Lot 4 temporarily lost during construction of replacement supply.

If the entirety of non-self-parked modelled demand additions over the course of a Saturday were to be absorbed only by remaining public access facilities, this subset of the parking system would retain over 400 empty spaces at all times in excess of a 10 percent reserve buffer, corresponding to a maximum occupancy rate of 68 percent (**Table 11**).

***Table 11**: Future Saturday Public Access Parking Supply Conditions*

	9AM-11AM	***11AM-1PM***	***1PM-3PM***	***3PM-5PM***	***5PM-7PM***	***7PM-9PM***
Current Public Access Supply	2173	2173	2173	2173	2122	2049
Future Public Access Supply	1982	1982	1982	1982	1931	1858
Functional Capacity	1784	1784	1784	1784	1738	1672
Observed Demand	834	984	1070	1116	1071	969
Modelled Additional Demand	284	248	226	234	202	182
Future Excess Supply	***666***	***552***	***488***	***434***	***465***	***521***

The analysis assumes a broad distribution of modelled additional demand to public access facilities throughout the study area. The assessment of existing parking utilization in the first phase of the Downtown Burlington Parking Plan project indicated acutely higher demand at certain public parking facilities and underutilized conditions within others. Despite the indication of overall excess supply, parking management

techniques identified in the subsequent phases of the parking study must encourage dispersal of demand from higher utilized lots to lower utilized facilities. Revisiting the busiest Saturday data collection period, the three largest public access off-street lots experienced a 94 percent utilization rate, greater than functional capacity. At the same time, the 349-space Waterfront Garage held only 61 vehicles. Previously described walksheds corresponding to a 2.5 minute and 5-minute walk from the centre of the high demand area illustrates the reasonable potential for operational strategies to redirect and spread demand from the most sought-after facilities to an array of off-street and on-street facilities where availability is greater (**Figure 24**).

Future Parking Demand Analysis Conclusions

In summary, modelling and future demand forecasting anticipates that excess capacity will continue to exist throughout the Downtown Burlington parking system, and within subsets of the system across the study area. Results of multiple assessment approaches of the first three scenarios that represent the entirety of the known development pipeline fail to show parking stress as building programs are accompanied by a high quantity of parking for residential tenants. Additionally, existing non-residential land uses that would be lost to redevelopment nearly offset the generic commercial space planned for inclusion in new buildings.

A highly aggressive hypothetical fourth scenario designed by the study team and City staff shows a more notable increase in occupancy regardless of the analysis approach. However, the model does not predict that system-wide occupancy in either case would exceed what utilization analysis still considers an underutilized condition.

A secondary investigation building on Scenario 4 attempted to quantify the parking demand reduction potential of achieving mode share targets established by the Integrated Mobility Plan. When examining the exclusive approach version of the scenario that is primarily based on commercial and other activity, parking demand largely consists of arrivals originating elsewhere, representing discrete trips that can be influenced by mode shift. Demand reduction benefits in this scenario variant are more apparent, decreasing peak demand below that of the baseline case despite the 4th scenario's more car-centric parameters.

Finally, the study team assessed a hypothetical situation where only public access facilities absorbed the entirety of modelled non-residential demand increases. That analysis demonstrates that this subset of the parking system alone would retain vacancies beyond the quantity of a best practice reserve buffer.

Strategic takeaways from the future demand forecast analysis generally match those of the inventory and utilization analysis. A need remains to encourage more distributed use of public access facilities across the study area. Future strategic planning should consider and define policy related to temporary replacement of both public access and restricted parking inventory lost during the construction phase of redevelopment. Interim accommodation strategies should clearly characterize the developer's level of responsibility.

STRATEGIC RECOMMENDATIONS

A newly developed set of integrated strategic recommendations seek to guide the evolution of the municipal parking system in a way that supports broader transportation, land use, and community objectives. The Strategic Recommendations chapter, based heavily on the previously published *Strategic Plan for Operations and Management* document, organizes these recommendations into four key focus areas.

- **System Regulation and Performance** introduces a performance-based framework to guide pricing, regulation, and permit strategies in response to dynamic demand conditions.
- **Asset Management and Operations** emphasizes the modernization of infrastructure, enhanced user experience, and improved safety.
- **Operational Programs and Policies** outlines indirect approaches to manage demand, improve access, and align parking with multimodal and accessibility goals.
- **Funding and Financials** explores the existing revenue model, especially as it relates to capital reinvestment in facilities, and strategies to ensure long-term viability.

Together, these strategies provide a comprehensive suite of actions to enhance responsiveness, efficiency, and inclusivity of the parking system.

System Regulation and Performance

Effective parking management relies on a regulatory framework that is responsive to changing demand patterns, user needs, and broader mobility objectives. To that end, a series of performance-based regulatory strategies are recommended to improve system efficiency, equity, and adaptability. These include the adoption of clear performance measures and targets, which are largely reflected in dynamic pricing strategies. Modifications to on-street parking regulations, a reassessment of permit program options and geographic coverage, and the refinement of electric vehicle charging and occupancy policies will further align parking operations with evolving visitor behaviour and current asset optimization goals.

Adopt Performance Measures and Define Performance Targets

The Existing Conditions and Needs Assessment indicated disparities between the utilization of various public parking facilities based on location. During some time periods, observed data showed certain facilities exceeding functional capacity while other significant assets went underutilized. Burlington's parking policies should respond to fluctuations in parking supply and demand. A first step toward achieving more balance across the parking system is a redefinition of the metrics used to defined successful operations.

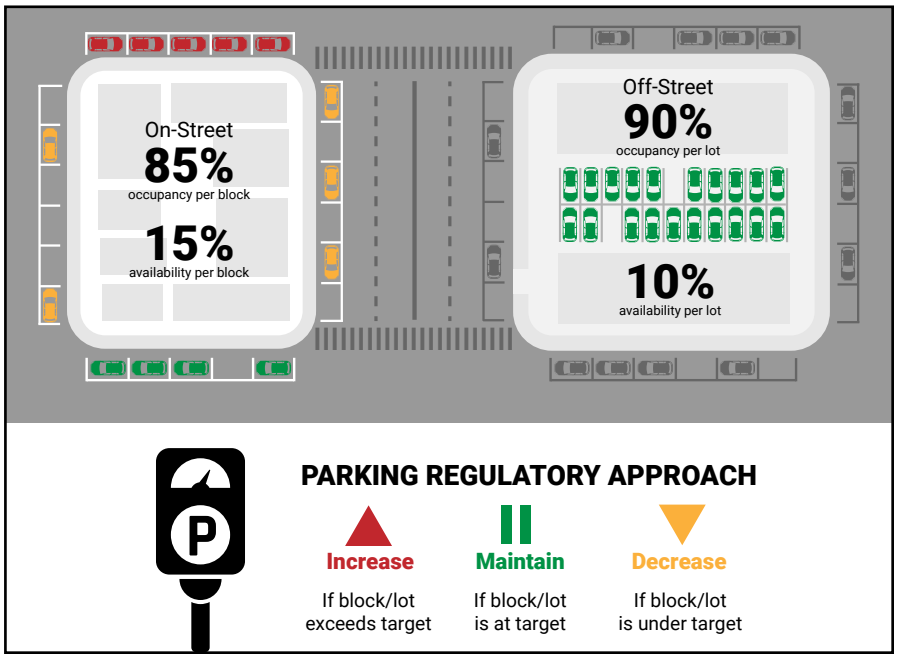
Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
■		■	■		■	

Define Availability as the Primary Performance Measure

Municipal parking operations should adopt availability as the primary performance measure for managing parking supply dynamics. Availability itself should be defined as the number of unoccupied parking spaces within a block of time, measured along individual block faces and within specific off-street parking facilities (**Figure 35**).

***Figure 35**: Parking Availability Targets*



Define best practice performance targets for the following facility types:

- On-street parking: 15 percent availability, or about 1-2 spaces on each block face
- Off-street, general parking: 10 percent availability
- Off-street, long-term parking, typically permit-only facilities: 5 percent availability, with no wait list for monthly permits

Maintain Short Walking Distances as a Quality-of-Service Metric

As walking distance and time are a key factor influencing visitor parking choice, management should integrate an assessment of these access factors in relation to nearby parking demand generators into its understanding of facility performance, especially when considering opportunities to incorporate new municipal supply. Walking times of less than five minutes, corresponding to maximum distances of approximately 400 metres should be the threshold for a standard when conceiving a facility's relationship with likely serviced destinations.

Reflect Performance Targets in Pricing

Application of a performance-based approach that seeks to ensure availability in all locations at all times requires a fee structure that more accurately values parking assets according to demand.

Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
■	■	■	■		■	

Implement Tiered Pricing

Apply differing parking rates to distinct zones, based on demonstrated availability. A zonal approach is more intuitive to visitors and minimizes search time according to price points. Each zone features a differential in pricing between on- and off-street facilities. On-street parking spaces surrounding off-street facilities featuring the highest demand, and closest to popular destinations, are premium parking assets. These premium assets should be priced highest to ensure continued availability during peak periods. In areas of relatively lower demand, on-street parking should still be priced higher than off-street facilities to encourage the longest stays to take place in the largest facilities and preserving on-street options for shorter visits.

Noting the current single rate of $2.00/hour, example rate tiers may take the following form:

- **Premium Rate On-Street Spaces**: $3.00/hour
  - Along Brant, John, and Pearl Streets between Lakeshore Road and Maria Street
  - Along Pearl Street between Lakeshore Road and James Street
  - Along James and Pine Streets between Brant and Martha Streets
- **Premium Rate Off-Street Spaces**: $2.50/hour
  - Brant Street Lot (Lot 5)
  - Elizabeth Street Lot (Lot 4)
  - Pearl Street Lot (Lot 1)
  - Waterfront Park East Lot (Lot 12E)
  - Waterfront Park West Lot (Lot 12W)
- **Base Rate On-Street Spaces**: $2.00/hour
  - All other currently metered on-street parking spaces
- **Base Rate Off-Street Spaces**: $1.50/hour
  - Waterfront Parking Garage
  - John Street Lot North (Lot 3)
  - Temporary Mobile Payment Lot (Lot 16)
  - Caroline Street Lot (Lot 8)
  - Locust Street Lot (Lot 7)
  - Lions Park Lot (requires introduction of pricing)
  - Brock Avenue Lot North (Lot 15)
  - Brock Avenue Lot South (Lot 6)

Proposed rate zone areas should be adjusted in response to input from residents and businesses, as well as observed levels and patterns of parking demand, and should be spatially coherent when mapped (**Figure 36**). Municipal parking operations should reexamine the necessity of loading regulations within the premium tier and consider reverting these spaces to priced parking where possible.

Pricing strategies for privately owned public access facilities (such as the Waterfront Hotel or Art Gallery of Burlington) should be coordinated with the city's parking rate tiers. The rate tier zones should be also used to price any new parking areas created by public-private partnership as they are integrated into the municipal system.

***Figure 36**: Proposed Pricing Rate Tiers*

Adjust Pricing Schedules

The suggested rate zone arrangement takes utilization data into account collected on a Friday and Saturday from 9:00 a.m. to 9:00 p.m. That data suggests that modification of the schedule during which pricing is in effect may be appropriate to optimize the use of existing facilities. Any remaining time limits and pricing structures should be streamlined and applied consistently. All on-street pricing should continue to be in effect during a consistent time period from Monday through Saturday. To support greater availability of premium spaces and reflect observed demand, the operational hours for off-street parking pricing should align with—or be shorter than—those for on-street spaces. The current practise of removing pricing from non-premium tier off-street facilities on Saturdays is consistent with occupancy observations.

Municipal parking operations should consider some minor modifications to the off-street pricing schedule.

- Extend weekday and Saturday pricing at the Waterfront parking lots at Spencer Smith Park to 9:00 p.m.
- Extend weekday and Saturday pricing in Lots 1, 4, and 5 to 7:00 p.m.
- Extend weekday and Saturday pricing in premium on-street spaces to 7:00 p.m.
- Delay Saturday pricing in Lots 1 and 5 until 1:00 p.m.

Operations must ensure that all related informational signage accurately reflects updated regulations. Clear and accurate signs help visitors quickly understand parking rules and make corresponding informed choices based on the nature of their visit.

Remove Time Limits and Consider Progressive Rates for Metered On-Street Spaces

Best practices in parking management use price, not time limits to manage demand. Time limits tell visitors that they must leave the area, even if they are willing to pay to stay longer. When pricing is appropriately configured, those seeking longer-term parking will use less expensive, less convenient parking, reserving the premium spaces closest to destinations for shorter stays.

Burlington should remove its current three-hour time limit on its on-street priced parking spaces. As nearly 50 percent of survey respondents reported an average parking duration of two or more hours, users often wish to park for longer than regulations allow. Rather than relying on short time limits—which often lead to unproductive 'shuffling' by customers and employees—pricing strategies should be used to create more consistent availability by strongly encouraging longer stays to utilize off-street facilities.

One mechanism to achieve on-street availability goals is an escalating progressive rate scheme where the hourly rate increases as stays lengthen beyond a desired duration. While hourly rates remain at their base levels for short stays, a progressive rate structure makes longer stays particularly expensive such that most visitors will seek lower-priced options more aligned with management goals. Raising hourly fees for the third hour of the stay and beyond can effectively discourage long-term use of on-street parking by local employees and business owners who require extended stays. As an added procedural benefit, payment enforcement is generally more straightforward than monitoring time-limits, making this approach a more practical and efficient way to promote availability of prime on-street spaces in high-demand areas.

In an example rate scheme, a premium on-street space with a base rate of $3.00 per hour could cost $4.00 for the third hour and $5.00 for subsequent hours. A standard on-street space in a lower demand zone with a base rate of $2.00 per hour could cost $3.00 for the third hour and $4.00 for subsequent hours. Daily maximum rates should not apply to on-street parking. A daily maximum fee, especially one equal to nearby off-street facilities, incentivizes long-term use of premium on-street spaces counter to management goals that promote availability.

Case Study

The City of Sacramento California has designed what they term a 'tiered rate' system with rates dependent on the parking session time.[1] There are no time limits corresponding to these meters, which encourage short-term use for on-street spaces and those seeking longer stays to use off-street lots or garage featuring lower hourly rates.

Rates follow the following schedule:

- **Tier 1:** $3.00 per hour
- **Tier 2:** $4.50 per hour
- **Tier 3:** $6.00 per hour

Each meter displays its rate structure while street signage indicates the number of hours available at the base Tier 1 rate using a digit-in-circle followed by a '+' symbol (**Figure 37**). Meters reset when a vehicle leaves a space, ensuring accurate session tracking.

1 *Parking Meters | City of Sacramento, Accessed July 24, 2025*

***Figure 37**: Proposed Pricing Rate Tiers*

Source: City of Sacramento

Performance Monitoring and Rate/Regulation Adjustment

Transient parking demand is dynamic. It is shaped by visitors to evolving land uses, parking costs and availability, and the accessibility and attractiveness of alternative arrival options. In walkable mixed-use areas, this demand is especially sensitive to changing conditions and responsive to strategic management interventions—such as a performance-based pricing strategy. The success of pricing as a primary management tool relies on ongoing performance monitoring, particularly during peak demand periods, with utilization and availability data guiding timely fee adjustments.

Burlington is in a strong position to perform periodic performance monitoring with minimal field work requirements due to the broad distribution of space sensors alongside metered spaces and in municipal off-street facilities. To support effective implementation of performance-based pricing, the following steps are recommended:

- Conduct regular surveys of on-street blocks and off-street facilities to assess parking conditions.
- Pinpoint specific locations where parking availability falls below defined performance thresholds.
- Adjust zone rates based on consistent patterns of availability relative to performance targets:
  - Use two weeks of sampled data collected quarterly, excluding Mondays and holidays.
  - Provide a 30-day public notice period ahead of proposed rate changes, including a two-week public comment period.
  - Once system performance stabilizes, operations may choose to adjust the frequency of evaluation and rate adjustments.

It is important to monitor currently unpriced on-street spaces adjacent to pricing zones for consideration of expansion of the pricing program. Analysis performed as part of the Existing Conditions and Needs Assessment identifies spaces along Nelson Avenue between Elgin and Ontario Streets as well as those along Ontario Street near Nelson Avenue as candidates based on high utilization early on weekdays and Saturdays. Future performance monitoring analysis should consider parking utilization patterns on Sundays to determine if any modifications to Sunday regulations are appropriate.

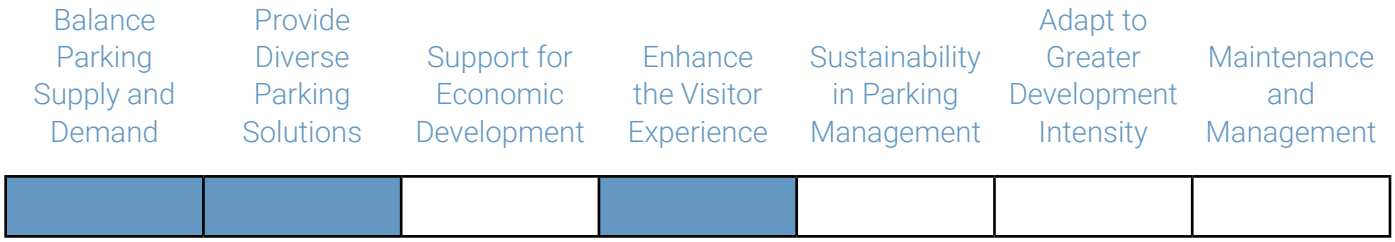
Performance monitoring and regulation adjustment should also apply to multi-day off-street parking rates, such as monthly permit parking. While hourly pricing aims to maintain space availability during peak-demand periods, more predictability accompanies management of monthly parking. Performance targets for permit parking should focus on eliminating wait lists at highest-demand facilities, achievable through adjustment of permit rates to redistribute demand toward underutilized locations, and balancing use across the system.

City staff should explore a delegated approval process that enables management to implement regular parking fee modifications according to performance monitoring, within certain bounds, that does not require by-law amendment.

Modify On-Street Regulations

Non-metered on-street spaces within the study area currently operate under a mix of restrictions, especially north of Ontario Street and west of Brant Street. Spaces along Locust and Blenheim Streets operate under a one-hour time limit from 8:00 a.m. to 6:00 p.m. on weekdays and a five-hour time limit at other times. Likewise, spaces along Burlington Avenue feature a three-hour limit regulation during weekday core hours and a five-hour limit spanning evenings and weekends. Stricter regulations govern all on-street spaces along Hurd Avenue and its offshoots, including the block of Burlington Avenue between Elgin and Ontario Streets. Parking is prohibited in these areas, generally during school hours, but extended to 6:00 p.m. in some cases and including Saturdays in others.

Aligned Goals and Objectives



Simplify On-Street Regulations Where Not Priced

The combination of on-street parking restrictions just outside of the Downtown core may be difficult for visitors to understand and may lead to additional circulation while searching for a space. Noting low occupancy in many of these street segments even when regulations are not in effect, operations should revisit the justification for the varying rules in an effort to simplify the number and type of restrictions for non-metered spaces. In addition to the potential of creating more usable inventory at more times of the week that is well understood by visitors, simplification of regulations streamlines enforcement actions.

Make Loading Zones Multi-Purpose to Proactively Manage Curbside Activity

Likewise, as the demand of loading zones has shifted to include a greater emphasis on pick-up/drop-off and small scale deliveries, cities are experiencing a mismatch between available curbside space and the needs of those evolving uses, especially in areas of dense residential development. Internet-based ride-sharing services operate differently than traditional taxis, and food or parcel delivery vehicles have distinct activity patterns compared to larger supply deliveries, which loading zones were originally designed to accommodate. When curbside space is insufficient, rideshare drivers and delivery trucks often resort to double parking, which disrupts traffic flow and compromises safety.

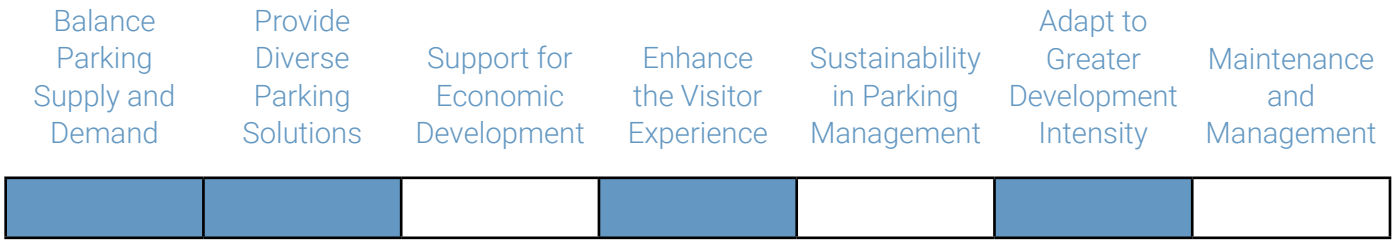
The core of Downtown Burlington features distributed loading zones operating under various rules. Some loading zones limit stays to 20 minutes, while others only allow use of the space by large vehicles. Some Downtown loading zone regulations are in effect from 6:00 a.m. to 6:00 p.m. excluding Sundays, while others regulate use from 10:00 a.m. to 10:00 p.m., and still others indicate permanent restrictions.

The City of Burlington may choose to merge loading zone restrictions into a single regulation that seeks to ensure availability of space for legitimate support activity during peak parking demand hours. An option for consolidating loading zone regulations while enforcing appropriate use at germane times would be to match times that nearby pricing is in effect. In support of potential loading zone assignment and regulation changes, operations should conduct a curbside monitoring study to assess passenger pick-up/drop-off and delivery activity, ensuring that curbside management goals and informed by current and comprehensive data.

Reassess Permit Program Options and Locations

Public engagement alerted the study team to intensification conditions creating a unique demand for multi-day off-street permit parking by visitors to Downtown Burlington residents. An additional class of permits allows daily use of parking spaces by contractors and other temporary business activity. Concurrently, multiple facilities that host monthly permit parking have reached the maximum number of permits able to be sold and currently have additional demand expressed on waiting lists. Finally, a unique permit option operates counter to availability goals for on-street spaces. These situations represent opportunities for permit program management more closely aligned with earlier recommendations for transient spaces.

Aligned Goals and Objectives



The current parking by-law lists a temporary parking permit to reserve parking spaces in downtown lots priced at $100 per day. However, the purpose of this permit is to apply a fee for occupying public space for uses other than general public parking such as a business-related activities associated with special events. Likewise, the by-law provides for a $21 daily temporary reserved parking permit for on-street spaces, meant as a development impact mitigation measure, not for public space reservation in lieu of meter payment. In both cases, wording of the by-law lacks specificity regarding intent and exclusions.

In addition to adding clarification to the by-law, municipal parking operations should examine a public temporary permit option for off-street facilities that includes highest demand lots, but that uses pricing as clear incentive to park long-term in less utilized areas. A multi-day permit should cost a premium above the daily sum of the hourly rate in high demand locations per its contributions to utilization levels during evening periods, but can be offered at a discount in underutilized lots as indicated by occupancy data.

As described when primary performance measures, efficient pricing of monthly permits should eliminate the need for a waiting list. Permit rates range from $91 to $151 per month or approximately $4.33 to $7.19 per day during an average month with 21 business days. Operations should seek to raise rates in fully subscribed permit-only facilities unable to accommodate additional demand, such as the Martha Street Lot, while increasing the maximum number of permits available for sale in underutilized lots with permit waiting lists (**Table 12**). In all current waiting list cases excepting the Martha Street Lot, the sale of additional permits will not create a situation where demand exceeds functional capacity. If that occurs in the future due to various factors, operations should increase the price of permits for that facility to restore availability.

***Table 12**: Availability at Public Facilities At or Near Monthly Public Permit Capacity*

Facility	*Capacity*	*Permits Available*	*Permits Issued*	*Waiting List*	*Peak Weekday Occupancy*
Brock Avenue North Lot	80	28	28	16	30
Brock Avenue South Lot	74	26	25	0	39
John Street North Lot	161	70	70	3	64
Caroline Street Lot	40	25	25	1	32

Redefine Electric Vehicle Charging and Occupancy Regulations

As the adoption of electric vehicles continues to increase, the City of Burlington has demonstrated a commitment to supporting electric mobility, a key program area in the 2020 Climate Action Plan. From 2021 to 2024, City-owned charging stations saw a nearly 400 percent increase in electricity use. During the same period, the number of unique vehicles plugged into City chargers increased by 250 percent.

Despite the positives associated with public electric vehicle charging, charging station data indicates that vehicles are often left plugged in beyond the four-hour maximum time limit established in the parking by-law to promote charger availability for other users. Operational fees associated with the service also continue to increase, including the cost of electricity, licensing fees, maintenance, and equipment replacement beyond operational staff time.

Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
■	■	■	■	■		■

To ensure consistent availability of electric vehicle charging stations, promote equity, and help recover operational costs, parking management should employ a second pricing mechanism in addition to occupancy fees consistent with of other priced parking spaces. Enforcement of the charger time limit should be conducted as consistently as payment compliance is enforced throughout the rest of the parking system, rather than in response to complaints.

Staff should continue to explore alternate fee models, charging configurations and billing options to refine specific recommendations to council for by-law updates. Further assessment should consider relative demand of each charging location in determining user fees and time thresholds.

Case Study

In April 2025, the City of Mississauga introduced a $0.30/kWh user fee for its previously free electric vehicle charging stations to help recover operating and maintenance costs while promoting charger availability. The fee is based on energy consumed to ensure fairness for owners of vehicles with slower charging speeds. To further encourage efficient use, drivers have 30 minutes to vacate a charger after their vehicle is fully charged, after which a $5/hour idle fee applies during daytime hours, though this fee is waiver between 10 p.m. and 8 a.m. at locations allowing overnight parking. At sites where energy-based billing isn't possible due to technical limitations, time-based fees are applied instead. The City also emphasizes that home charging remains the most economical option and provides resources to support residents in installing higher-capacity home chargers.

Asset Management and Operations

Targeted enhancements to asset management and operational practices are an important part of ensuring the continued reliability, efficiency, and user-friendliness of the municipal parking system. This includes modernizing payment infrastructure through the integration of diverse, user-preferred payment methods. Expanding coordinated information systems will improve real-time communication, data sharing, and operational oversight. Additionally, prioritizing personal safety and security within public parking facilities will foster greater public confidence and encourage utilization of a broader range of facilities. Together, these initiatives aim to elevate the overall parking experience while supporting long-term operational sustainability.

Enhance Payment Systems

While Burlington already employs many best practices such as a pay-by-plate that accepts cash, credit, and mobile payments, opportunities remain to increase the robustness of payment collection systems in order to provide even more options to visitors. Older pay station infrastructure is also at risk of becoming non-compatible with wireless communication networks going forward.

Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
			■			■

The City intends to procure replacement pay stations as current equipment is at the end of its useful life. Tap-and-go payment systems, which have evolved as innovative new payment technology that allows customers to use an RFID equipped payment card or their mobile devices, are gaining in adoption and popularity for paying parking costs. Additionally, as the Toronto Parking Authority is in the process of updating their pay station infrastructure, they note that debit card payments represent over one-quarter of all retail payments in Canada.[2]

Burlington should ensure that equipment upgrades enable tap-and--go payment via credit, debit/Interac, and digital wallets like Apple/Google Pay. New equipment should transmit license plate information to a cloud-based system over a 4G compliant network with forward compatibility.

2 *Pay by Plate Equipment Purchase | Toronto Parking Authority, Accessed July 30, 2025*

Expand Coordinated Information Systems

In addition to communicating parking rates and regulations, signage and information displays should direct help direct visitors to less utilized facilities. Thoughtful design and deployment of Information systems should assist the decision-making process of drivers at three specific points; before departure, en route, and upon arrival at their preferred parking option. Areas of significantly lower parking utilization in close proximity to areas of demand near capacity demonstrates that visitors may not be aware of options that not only feature more availability, but also lower cost. While most publicly administered public access facilities in Downtown Burlington use sensors and dynamic displays to inform motorists of the available supply in each facility, discussions with interested parties described a lack of guidance in the event one arrives at an at capacity preferred facility.

Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
■		■	■			■

Effective Advance Information

Producing parking information for visitors and customers to review before departing for Downtown Burlington helps motorists plan their trips and informs them of alternatives. Initially a highly legible static map should be featured prominently on the City's Parking in Downtown Burlington website. The map should neatly describe the location of on- and off-street public access spaces, fees structures if applicable, time periods during which fees are in effect, and any other important regulations to ensure that Downtown functions as a 'park once' district where visitors are able to reach multiple destinations, if desired, from one parking location. Operations should subsequently investigate upgrades that allow reporting of real-time occupancy to an online interface.

Branding of online informational materials that matches signage and information posted at public access parking facilities aids in the effort to reduce confusion and enhance visitors' overall parking experience. City staff should actively encourage local businesses to direct their customers and clients to official centralized information.

District Dynamic Wayfinding

Information along the route, especially received just outside of areas of high demand can be highly effective in redirecting visitors from an intended parking lot destination already at functional capacity. A dynamic display listing public access parking facilities, the number of spaces remaining, and the relative direction can provide an invaluable management tool that both enhances the visitor experience and limits congestion where availability is scarce. The study team has observed an example installation in nearby Oakville (**Figure 38**).

Using the sensor system that informs on-site space occupancy displays, municipal parking operations should deploy dynamic wayfinding that are clearly visible, designed consistent with existing parking system branding, and placed in strategic locations displays such as Brant Street approaching Caroline Street, James Street approaching Pearl Street, Ontario Street approaching Locust Street, and Lakeshore Road approaching Locust and Pearl Streets in order to provide clear instruction to parking locations with greater availability.

Burlington may also investigate the viability and capability of mobile applications to provide advance information to drivers that not only simplifies their own parking search, but also minimizes vehicle circulation in search of spaces close to desired destinations.

Dynamic On-Site Information

Concurrent with and reinforcing dynamic wayfinding, an opportunity exists to provide similar clear guidance to underutilized parking facilities on-site at facilities that are already full. Operations should investigate upgrades to displays at lot and garage entrances, similar to the peripheral dynamic wayfinding, that would provide initial direction to nearby available parking options in the event a facility nears capacity. Parking smart signs currently available from vendors include the capability to change displayed messages based on automated prompts.

***Figure 38**: Dynamic Parking Lot Location and Availability Signage*

Enhance Personal Safety and Security in Public Parking Facilities

Aggregated responses to the public survey indicated that safety and security were even more important considerations than cost when parking in Downtown Burlington.

Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
		■	■			■

The City should prioritize personal safety and security in all public parking facilities by developing a comprehensive security plan tailored to each location. Plans should incorporate design strategies and operational measures aimed at improving visibility and ensuring a safe environment for visitors. More detailed recommended elements include:

- **Lighting:** Effective lighting should eliminate dark spots and shadows by ensuring consistent coverage across driving lanes, pedestrian pathways, and stairwells where applicable. Interior garage walls painted white can enhance brightness through light reflection. Pedestrian scale lighting in lots should be chosen such that it is dark sky compliant; targeted, down-shielded, and only used when needed (e.g., making use of timers and motion detectors).
- **Landscaping:** Vegetation should be maintained to preserve clear sightlines throughout parking areas.
- **Environmental Design:** All facilities, but especially parking structures should apply crime prevention through environmental design principles, such as sealing off areas behind stairwells and avoiding hidden corners, to reduce opportunities for concealment and increase natural visibility of and by others.
- **Surveillance Systems:** Cameras should be installed and actively monitored. Advanced systems my include voice-activated features that automatically focus on the source of unusual sounds and alert security personnel in real time.
- **Communication Devices:** The City should equip public parking areas with button-activated emergency call boxes that connect directly to security staff or emergency services. These devices should be clearly marked, well-lit, and easily accessible.
- **Signage and Public Awareness:** Visible signage should inform users about the security measures in place, such as surveillance and emergency contacts. Clear communication increases visitor confidence and encourages proper use of safety tools during emergencies.

Identify Future Capacity Expansion Opportunities

Feedback received based on the lived experience of interested parties continues to indicate a perception of parking shortages and a need for a second parking structure. Proactively identifying potential sites and estimating costs for a future municipal parking garage is a prudent step in long-term planning for Downtown Burlington. Assessing the suitability of capacity expansion options in advance would position the City to respond strategically to evolving parking needs and ensure that any future facility supports broader goals such as accessibility, economic development, and integration with transit and active transportation networks.

Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
■		■	■		■	

If and when future demand monitoring signals consistently limited parking availability across a variety of parking facilities in key downtown zones, staff should initiate scoping activities related to expansion of the municipal parking supply. Key steps and considerations include:

60 South Market Garage, San Jose, California

- **Defining Project Objectives:** Determine a clear purpose for the garage such as supporting downtown businesses, event parking, etc. Estimate the number of parking spaces needed and types of users, whether visitors, employees, residents, or all of the above. Establish requirements for embedded active ground floor programming, potentially inclusive of retail uses, commercial services, community-oriented spaces, office or co-working spaces, mobility amenities, and small cultural or entertainment spaces.
- **Parcel Identification and Site Analysis:** Identify potential parcels based on proximity to demand generators. Evaluate parcel size and geometry for compatibility with structured parking containing the desired number of parking spaces. Consider zoning regulations, land ownership, adjacent land uses and potential for integration with other developments.
- **Preliminary Conceptual Planning:** Develop conceptual layouts based on parcel dimensions and access points. Consider circulation patterns, entry/exit locations, and pedestrian access. Evaluate foundation requirements based on soil conditions.
- **Initial Cost Estimates:** Include site acquisition, design and engineering, construction, and ancillary costs, such as signage, lighting, and landscaping, in a capital cost estimate.

Contemporary hard construction cost estimates for a 175- to 200-space garage range between approximately $7.5 million and $13.7 million. This translates to an estimated cost of roughly $42,700 to $68,300 per parking space, depending on design, materials, and other factors. Estimates are based on published low and high costs per square foot for freestanding above-grade parking garages in the Greater Toronto Area.[3]

3 *Altus Group – 2025 Canadian Cost Guide, Accessed October 22, 2025*

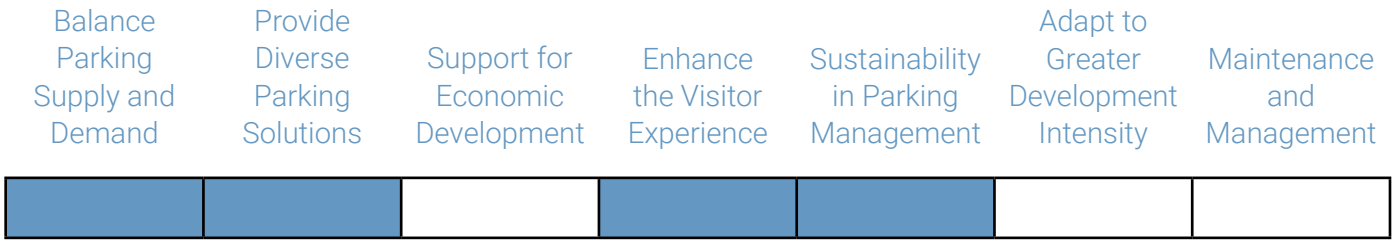
Operational Programs and Policies

To support a more efficient, equitable, and sustainable approach to parking management, a comprehensive suite of operational programs and policy refinements is proposed. These initiatives aim to address both current and emerging challenges related to special event surges, waterfront access, and evolving land use patterns. Key recommendations include the creation of a special demand management programs, the formalization of policies governing parking agreements and temporary facility displacement. Additionally, redefining parking requirements within zoning regulations, advancing multimodal demand reduction strategies, and ensuring universal accessibility will help align parking practices with broader transportation, environmental, and community goals.

Create a Special Event and Waterfront Demand Management Program

Participants at the first Public Information Centre identified actions related to event parking management as their highest collective priority. Spatial utilization analysis during typical demand conditions demonstrates the necessity of special consideration for parking inventory at the waterfront due to its popularity and limited space.

Aligned Goals and Objectives



Explore Shuttle and Valet Parking Options

Municipal parking operations and integrated mobility staff should examine the viability of shuttle and/or valet services to/from large events and popular waterfront attractions. Such services enhance the visitor experience and help distribute parking demand more evenly, minimizing congestion and improving overall accessibility. Large events often lead to significant increases in traffic and parking demand, which can overwhelm existing infrastructure. Shuttle services can provide a convenient and efficient way for attendees to travel to and from event locations, reducing the need for extensive and impractical parking facilities near the event site. Valet services offer a premium option that can attract visitors willing to pay for convenience, optimizing the use of available remote parking spaces.

If proceeding with a pilot program, staff should clearly define operating hours, shuttle pick-up/drop-off areas, shuttle remote lots, valet parking zones, and vehicle circulation patterns to and from visitor parking or drop-off. To ensure consistency, transparency, and accountability, the City should formalize the permitting and application process for any valet and/or shuttle operators in by-law including eligibility criteria, review procedures, and conditions for approval. Staff may consider supporting a shuttle program by identifying and negotiating use of lots nearer the QEW and Highway 403 to increase the potential to reduce congestion during large events. Such options may be attractive to visitors while maintaining greater availability in larger municipal facilities closer to Downtown.

Special Event Parking Pricing

Municipal parking operations should create and establish a policy framework that permits pricing at select facilities, outside the standard rate schedule, during major special events occurring in downtown areas or along the waterfront. Facilities that do not charge for parking during evenings and weekends fail to generate

potential revenue from high-demand special events. It is advisable to implement a special event pricing strategy that contributes to the parking reserve fund, helps finance facility reinvestment, and advances related recommendations such as wayfinding improvements, technology upgrades, and potential future expansion of parking supply. Special event pricing can be implemented in multiple ways. Options include charging for parking at key facilities during events using all existing payment systems, applying either standard rates or premium rates, and requiring event organizers to a pay a single fee based on expected attendance or performance targets that goes directly to the reserve fund, offsetting lost revenue without directly impacting event attendees.

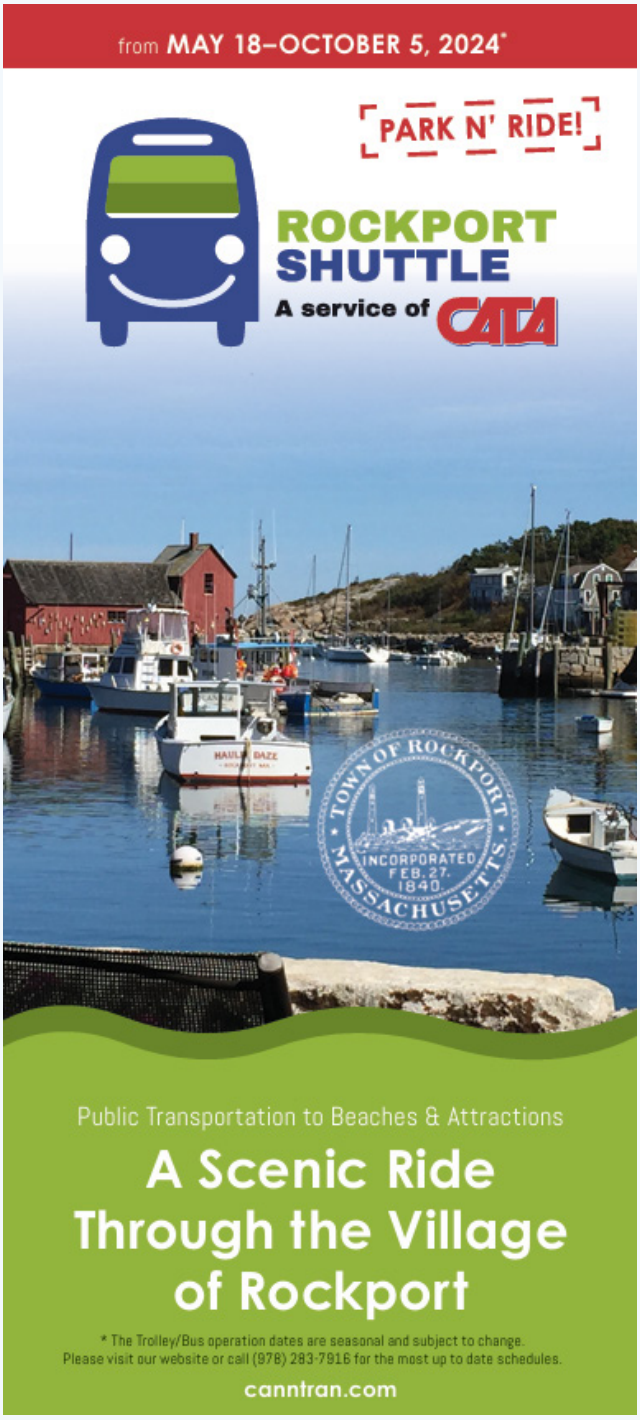
Case Study

The Rockport Summer Shuttle is a free seasonal transit service designed to ease travel and reduce parking stress in Rockport, Massachusetts, especially during the busy summer months. Operating daily from late June through Labor Day, the shuttle runs every 20–30 minutes and connects key destinations such as downtown Rockport, beaches, the MBTA train station, and popular tourist spots.

A central feature of the service is its direct connection to the Blue Gate Meadow parking lot, a convenient parking area located just outside the village center. This setup allows visitors to park their vehicles outside the congested downtown core and enjoy easy, car-free access to Rockport's attractions via the shuttle.

By emphasizing parking convenience and reducing traffic in the village, the shuttle supports local businesses while improving the visitor experience. The service is wheelchair accessible and funded by the Town of Rockport in partnership with local organizations, making it a practical and lower-stress option for exploring the town.

Much like Rockport's summer shuttle, a similar service could benefit Burlington during major events at Spencer Smith Park like the Sound of Music Festival or Canada's Largest Ribfest, both of which draw large crowds and create intense parking demand in the downtown core. A dedicated shuttle operating between a remote parking area and the festival grounds could alleviate congestion, ease logistical challenges, and make it easier to access the event.



Formalize Private Ownership – Public Access Agreement Policy

Public-Private Partnerships (PPP) offer a strategic way for municipalities to add parking facilities to the public access inventory and add value to the community. Collaborations benefit both entities, often involving shared investment and operational responsibilities. They may also take the form of public land sale conditions or development incentives in return for providing designated public access parking spaces.

In Burlington, the most common public-private partnership takes the form of a standard shared parking agreement. Privately owned lots associated with properties occupied during traditional business hours become public access facilities during evenings and weekends. More recently, the City has conducted discussions with developers, with involvement of the Downtown Parking Committee, to potentially include public access parking within accessory parking at new developments.

Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
■	■	■	■		■	■

The City should take steps to formalize policies related to the pursuit of future agreements and to standardize management practices as perceived by system users.

Common Branding

As parking facilities should serve as valuable, marketable assets that contribute to the appeal of Downtown Burlington, facilities incorporated into the publicly-administered supply should also be clearly identifiable as part of the public parking system. Management should seek to accomplish this level of understanding through the use of signage and branding consistent with that of current municipal lots and garages as well as regulation inclusion within online information products.

Case Study

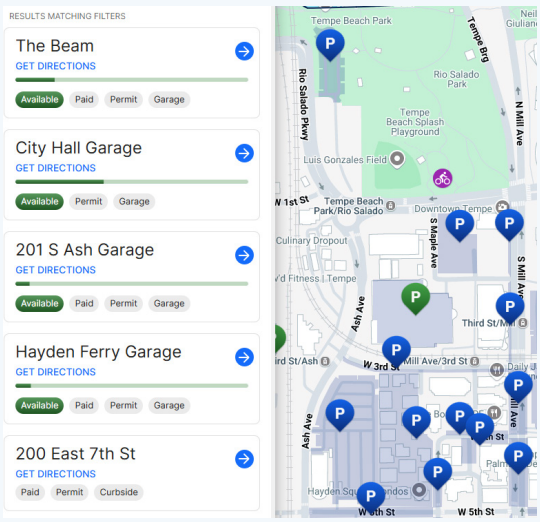
Ann Arbor, Michigan operates a parking system consisting of a mix of more than 8,000 structured, surface lot, and metered street parking spaces throughout its downtown. What makes Ann Arbor's approach distinctive is its integration of privately-owned lots into the broader branded system through a mix of leases and revenue sharing agreements, creating a seamless experience for users regardless of ownership. Unified branding and management allow for consistent signage, payment systems, and user expectations across the system at both publicly- and privately-owned facilities.

Schedule, Rate, and Payment Coordination

The alignment of pricing strategies and distribution of demand more evenly across the available parking supply requires effective coordination between public and private parking operators. Municipal parking operations should initiate cooperative discussions with private partners to equalize rates according to rate-tier zones and allow the City to accept payment on their behalf. In addition to more efficient system operation, presenting a unified parking system with consistent, easy-to-understand rates can enhance the user experience and increase satisfaction among visitors to Downtown Burlington. If true rate and payment infrastructure consolidation cannot be achieved, the City may opt to work with private facility owners to apply third party technology solutions that integrate fee information and accept additional payment methods.

Case Study

The Downtown Tempe Authority of Tempe, Arizona manages a coordinated parking system that integrates both public and privately-owned facilities under a unified experience for users. Many of the majority privately-owned facilities operate under consistent policies for hours of enforcement, pricing, and accepted payment methods. A standout feature is the Tempe TRiP platform—a real-time digital tool developed in partnership with the City of Tempe. It provides live parking availability, current rates, navigation assistance, and allows users to pay for parking directly. The tool helps unify the experience across different operators and integrates transit, bicycle, and scooter options.



Inclusion in New Construction

The City has expressed interest in growing the public access supply in the most intensifying areas by reaching agreements with developers to include public spaces in accessory parking structures of new high-density residential buildings. The Downtown Parking Committee has stated a willingness to invest in such a partnership.

Concerns remain related to security and accessibility of parking facilities located far underground. Drivers and pedestrians may need to navigate multiple levels, which can be time-consuming and inconvenient. Deep underground facilities may be less accessible for individuals with mobility impairments, especially if elevators or escalators are limited or malfunctioning. Navigating to and from deep underground spaces can be confusing, especially for first-time visitors. Deep underground areas may feel less safe due to limited visibility and a lack of other activity. Finally, evacuation during emergencies (e.g., fire, flooding, power outage) can be complex and slow.

Integrated mobility staff should formalize a policy related to the pursuit of public-private partnership delivery of new parking supply. Components should include:

- Preliminary identification of areas in which the City has interest in employing PPP to expand parking inventory
- Protocol related to the initiation of discussion with private developers
- Required parameters (e.g., public access spaces must be located no lower than the first underground level

Institutionalize Temporary Displacement Policy

Construction activity often impacts the parking supply in multiple ways. Directly, if a lot previously housed parking, this supply is lost for the duration of construction. Additionally, adjacent or nearby parking lots, and sometimes on-street parking spaces, serve as staging areas for construction. Furthermore, daily on-site and visiting contractors and tradespeople require vehicular parking near the new building.

Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
■		■			■	■

The City should draft a formal policy outlining expectations for developers when public parking is temporarily displaced. Include clear definitions of displacement, affected zones, and duration thresholds. Differentiate between construction and other inventory preclusions. Engage stakeholders (e.g., business owners, residents, developers, parking operators) for feedback. A sample policy should include requirements of developers, specifically a mitigation plan that includes a parking impact analysis and identified temporary replacement parking (e.g., leased lots, valet services). Building on temporary parking space reservation permits already identified in the parking by-law, require financial contributions to the municipal parking operations and/or reserve funds.

Integrate requirements into the permitting process. Include conditions in development agreements that specify parking mitigation obligations. Establish review protocols to ensure compliance before permits are issued. Review and update the policy periodically to reflect evolving development patterns and parking technologies.

Redefine Parking Requirements

Parking minimum requirements in zoning—rules that mandate a certain number of parking spaces for new developments—can have several negative consequences. Building parking, especially structured or underground, is expensive and significantly raises the cost of housing and commercial space while conflicting with efforts to promote transit, biking, and walking as well as emission reduction targets. Costs associated with parking are often passed on to tenants or customers even if they don't drive.

Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
■		■		■	■	■

Monitor to Reduce Minimums

Integrated mobility staff should lead an effort to continually and consistently monitor use in private development to adjust parking minimums to levels that reflect actual use patterns in Downtown Burlington. The modification program should employ periodic in-person survey of a collection of similar land use types during peak demand periods for that type and the plotting of occupancy data against units of development to determine constants rooted in contemporary transportation trends.

Consider Replacement Access Management Requirements

Alternately, Downtown Burlington should redefine parking requirements, if not by setting maximum limits, then by ensuring that most parking serves broader access needs beyond the immediate development site. This approach enables both private and public investments to transition from parking infrastructure, especially in areas where other transportation modes are more viable and effective. It offers developers flexibility to meet requirements through a combination of near-term solutions and longer-term mobility strategies. Developers would have the option to:

- **Provide publicly-accessible on-site parking:** Spaces that are made part of the public access may offset or reduce parking requirements. More inclusive and well-managed parking increases its value to the community.
- **Include on-site mobility amenities:** Features such as secure bike parking, car-share vehicles, and other on-site micromobility options can reduce reliance on personal vehicles, lower parking demand, and reduce the parking provision requirement.
- **Implement Transportation Demand Management strategies:** Subsidized transit passes, vanpool programs, and/or hourly pricing for parking encourage alternative modes of travel and reduce the need for on-site parking.
- **Pay an impact fee per parking space not provided:** Fees contribute to district-level investments in public parking, mobility infrastructure, and Transportation Demand Management programs.

This example framework redefines parking requirements as part of a broader access strategy, encouraging investments in mobility and shared infrastructure while maintaining some flexibility for development. Any new development would be required to achieve a minimum access management score rather than a parking requirement, calculated using a use-based formula and met via a series of credits and reductions with penalties for provision of extra and/or reserved spaces.

Case Study

The City of Vaughan employs a very dynamic set of parking requirements. Certain uses within combinations of most zones list maximum parking limits alongside minimum requirements. Vaughan also extends their long- and short- bicycle parking requirements to apartment dwellings and any residential use that requires visitor parking. Where long-term bicycle parking spaces are required, a change and shower facility shall also be provided. Vaughan also allows reductions to parking requirements within mixed-use developments using simplified shared parking time-of-day factors and a methodology similar to that employed in the Analysis of Future Parking Demand report.

The most distinctive features of Vaughan's parking requirements are the innovative reduction allowances designed to promote sustainable transportation options over the provision of additional vehicle parking. These allowances apply differently depending on the type of development and the zone in which it is located.

For employment uses located in the Metropolitan Centre, Mixed Use, and Prestige Employment Zones, Vaughan offers a reduction of two vehicle parking spaces for each dedicated carpool space. This incentive is limited to a maximum of five parking spaces or five percent of the total required parking for non-residential uses—whichever is less.

Apartment dwellings in Residential, Metropolitan Centre, or Mixed Use Zones can also benefit from carshare-related reductions. For each dedicated carshare parking space, up to four vehicle parking spaces may be reduced from the minimum requirement. The number of allowable carshare spaces is determined by dividing the total number of dwelling units by 60, rounded to the nearest whole number.

Pursue Multimodal Demand Reduction Opportunities

A pronounced mode shift toward multimodal transportation can significantly ease parking demand by reducing reliance on single-occupancy vehicles. The City's Integrated Mobility Plan assigns mode share targets to neighbourhood types that recognize the way a neighbourhood's dominant land use and form, development density, and street layout impact an individual's transportation decisions. The IMP calls for the share of trips originating Downtown made by private automobile would decrease from 90 to 50 percent through increases in walking, cycling, and transit use. Respondents to the parking survey and participants at the first Public Information Centre supplied open-ended comments, choosing to discuss a preference for integrated and prioritized active transportation options and other forms of mobility.

Aligned Goals and Objectives

Micromobility and Shared Mobility Solutions

The City has initiated an e-scooter pilot along the Centennial Trail that provides another mobility option. As this program matures and is potentially supplemented by other micromobility projects, Burlington should consider the establishment of a mobility node, potentially within an existing municipal parking lot, to bring together transportation options, shared mobility services, and active transportation amenities. By grouping these elements into a clearly defined multimodal transportation plaza, the node concept makes a wider array of travel modes more convenient by providing flexibility and minimizing transition time.

In Downtown Burlington, such a location would enhance connectivity by integrating walking, cycling, public transit, and personal vehicle access near key activity centres. A mobility node may offer compact, high impact amenities such as parking, shared ride pick-up/drop-off, and access to shared vehicles, bicycles, and/or scooters. Beyond transportation, the site can also serve as vibrant public spaces, potentially featuring seating, public art, greenery, and even public internet to support navigation.

Independent of a co-located multimodal mobility installation, municipal parking operations and transportation services should designate a limited number of spaces in strategic, high-demand locations for commercial shared vehicle operations. Shared vehicle services create affordable options for households seeking to reduce or eliminate the number of vehicles they own. The shared vehicles help more people travel without needing their own car, which increases the efficiency of existing parking assets.

Pedestrian Environmental Quality, Safety, Access, and Wayfinding

Enhancing the pedestrian environment, particularly within parking lots and at street crossings, is a high-impact strategy for establishing a 'park once' district, where visitors feel comfortable walking between multiple destinations. Smaller intersections with shorter crossing distances contribute to a more connected and accessible pedestrian network. This connectivity makes it easier and more pleasant for drivers to reach their final destination on foot from parking facilities. Upon arrival, clear pedestrian signage helps users navigate to their intended location and back to their parked vehicle, enhancing the overall experience.

Tools have been created to support the evaluation of pedestrian-friendly spaces and prioritize investment. One such system is the Pedestrian Environmental Quality Index (PEQI) survey protocol developed by the San Francisco Department of Public Health Program on Health, Equity, and Sustainability to evaluate the quality and safety of the physical pedestrian environment and guide pedestrian planning decisions.[4]

The Center for Occupational and Environmental Health at the University of California at Los Angeles has since adapted the protocol to evaluate the pedestrian environment at intersections and along street sections using five categories:

- Intersection safety
- Traffic
- Street design
- Land use
- Perceptions of safety and walkability

PEQI scores indicate how well features that supportive walking and pedestrian safety are integrated into street segments and intersections. Beyond evaluating individual locations, comparing scores across a broader area reveals deficiency patterns and highlight places with greater supportive features. Spatial analysis also helps identify how scores relate to known pedestrian attractors, offering insight for targeting improvements. Burlington should conduct an assessment within the Downtown parking study area to determine needed improvements along walking corridors linking areas of highest demand in the Downtown core and at the waterfront to nearby underutilized facilities north of Lakeshore Road and west of Brant Street.

Green Infrastructure

As Burlington moves toward a more environmentally integrated urban landscape, investing in green infrastructure within public parking lots and adjacent to curbside spaces presents a high-impact opportunity to transform utilitarian spaces into assets that support environmental goals, enhance the user experience, and contribute to a more resilient urban fabric. Integrating green infrastructure into parking environments can help manage storm water and augment the urban canopy, ultimately reducing carbon emissions and lowering long-term maintenance costs. Parking-oriented green infrastructure can take the form of:

- **Expanded urban tree canopy:** Planting shade trees along lot perimeters, landscaped parking aisle dividers, and curbside areas helps mitigate the urban heat island effect, improves air quality, and supports biodiversity. Native species and pollinator-friendly plants are especially beneficial.
- **Vegetated planters and bioswales:** Where soil conditions are limited, raised planters can provide surface stormwater storage and filtration. Bioswales, with shallow grades and native vegetation, can be integrated into parking lot medians or curb extensions that protect on-street parking lanes to manage runoff and enhance aesthetics.
- **Subsurface stormwater trenches:** Below-grade systems allow for significant water storage without disrupting surface activities, making them ideal for constrained urban parking areas.
- **Pedestrian-focused enhancements:** Incorporating green elements alongside improved lighting, seating, and wayfinding signage creates a more inviting and functional environment for users transitioning between parked vehicles and destinations.
- **Multi-functional curbside zones:** Curbside areas can be reimagined to include green buffers, which house bike parking and/or shared mobility docking stations to further support mode shift.

Further exploration of green infrastructure implementation opportunities requires geotechnical analysis to determine feasibility, value, and cost.

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4 Pedestrian Environmental Quality Index | UCLA Center for Occupational and Environmental Health, Accessed July 28, 2025

Ensure Accessibility

On October 10, 2024, the project team presented preliminary information regarding the parking plan project to the Burlington Accessibility Advisory Committee to gain perspectives on accessibility issues. The committee responded with recommendations for consideration regarding improvements to accessible parking adapted from input to a provincial review of public spaces standards in the Accessibility for Ontarians with Disabilities Act (AODA).

Aligned Goals and Objectives

Balance Parking Supply and Demand	Provide Diverse Parking Solutions	Support for Economic Development	Enhance the Visitor Experience	Sustainability in Parking Management	Adapt to Greater Development Intensity	Maintenance and Management
	■		■			

The Committee's suggestions include:

- Requiring accessible placement and design of pay stations in parking lots
- Amending parking regulations such that all accessible parking and electric vehicle charging spaces meet Type A requirements for size and transfer aisle
- Ensuring universal access paths of travel from parking spaces to intended destinations by locating accessible spaces near accessible entrances and ensuring access aisle connections to sidewalks
- Requiring and ensuring the presence of proper markings, signage, and overhead clearance
- Ensuring safe entry and exit from vehicles in loading areas

The 2016 City of Burlington Accessibility Design Standards address several of these recommendations, exceeding AODA standards with respect to accessible routes, paths, and corridors. The site plan review process addresses actions associated with other committee recommendations.

Municipal parking operations and integrated mobility staff should continue to work with the City's Accessibility Specialist to integrate regulatory solutions to the advisory committee's concerns in updates to by-law, site plan design guidelines, and accessibility standards. Examples include the location of accessible parking spaces near accessible entrances and paths of travel, amounts of overhead clearance where applicable, and specification assignments for accessible spaces as well as barrier-free electric vehicle charging spaces.

The Downtown Parking Plan's recommendation related to standardization of loading zone regulations emphasizes accessibility and consideration of loading zone use for purposes beyond commercial use.

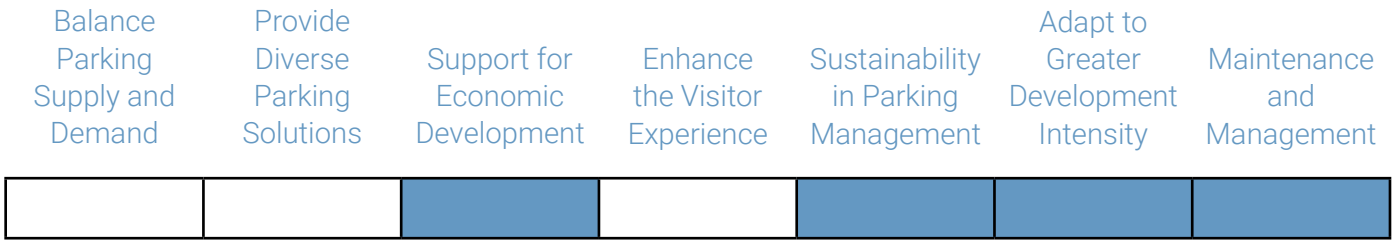
Funding and Financials

Currently, the downtown parking system operates under a user-fee based financial model supplemented by a levy within a Defined Parking Area that contributes to a capital reserve fund specific to that area. The levy is assessed to ratable commercial properties within the defined parking area in exchange for not being required to provide on-site parking for the commercial components of mixed-use developments. Changes in parking utilization and development patterns suggest a opportunity to reevaluate area boundaries.

Update Defined Parking Area Boundaries

By-Law 3-2007 established a Downtown Parking Area, imposed a levy within its boundaries, and established a Defined Parking Area Reserve Fund. In 2020, City Council established Parking Growth and Parking Renewal Reserve Funds within the Defined Parking Area Reserve Fund, reiterated Defined Parking Area boundaries (**Figure 39**), and amended the list of municipal parking facilities providing special benefit to the lands within the defined zone.

Aligned Goals and Objectives

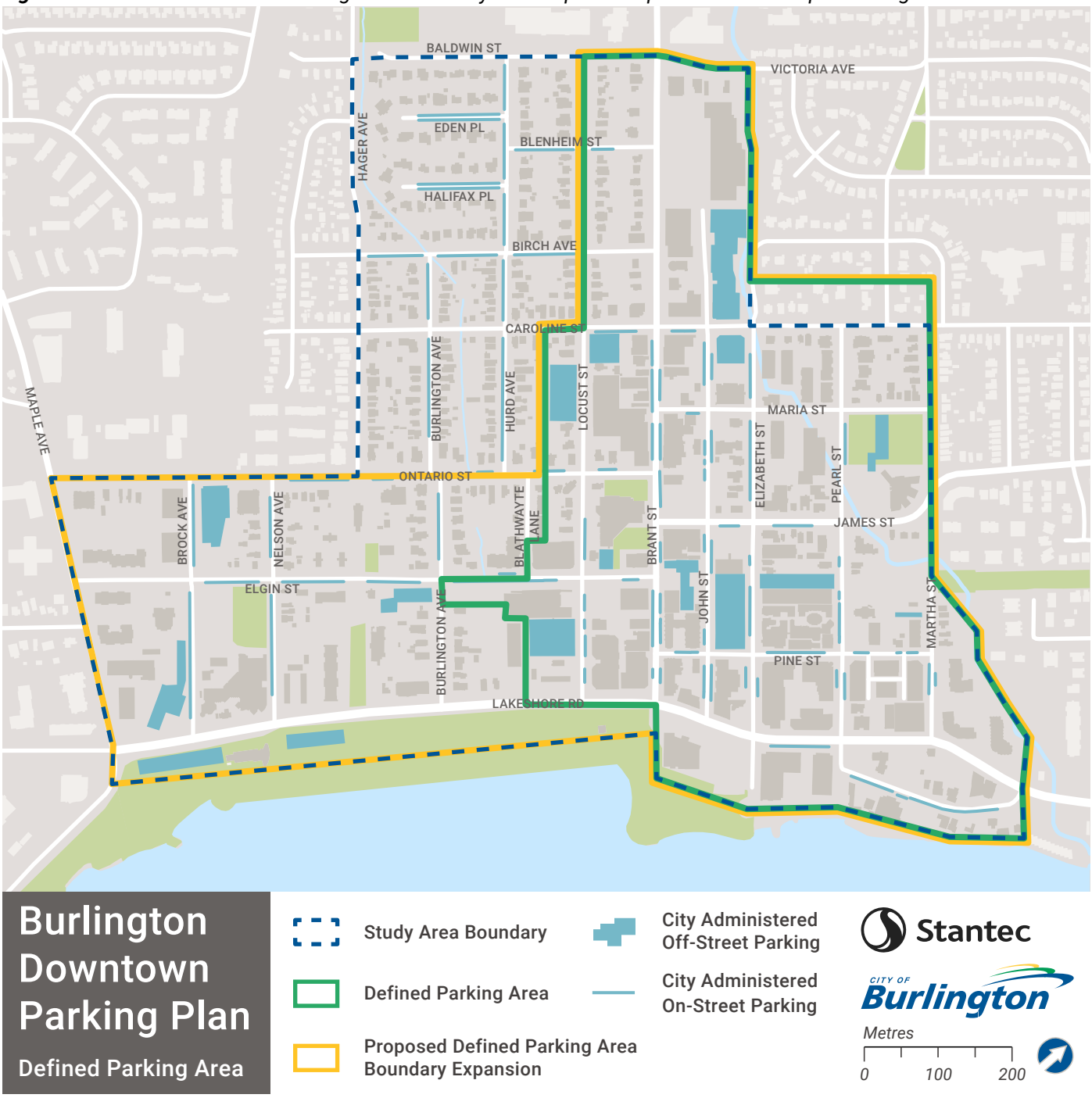


The annual operating budget of municipal parking operations in the Downtown Parking Area is approximately $2,451,000, of which roughly $1 million is a contribution to the Defined Parking Area Reserve Fund. The Downtown Parking Area's levy collection contributes $273,780 to the reserve fund, playing a part in facility renewal and capital enhancements that maintain the parking system in a state of good repair.

As certain facilities associated with the Defined Parking Area are located significantly outside of the current defined area, and as commercial development has since occurred outside of the current defined area, with more foreseen, the City should consider expanding area boundaries to include the lands encompassed by Ontario Street, Maple Avenue, and Lakeshore Road. A replacement by-law should add the Waterfront West and Waterfront East lots to the list of special benefit contributors and capital funding recipients.

Such an expansion would support coordinated management of the entire Downtown parking system by more accurately levying beneficiaries of the Brock Avenue North and Brock Avenue South lots. The Waterfront lots could receive sensors to allow for accurate monitoring, consistent with other municipal facilities. Additional uses for the funds could support other recommendations with the Downtown Parking Plan, such as the installation of dynamic and static wayfinding to guide visitors before and after parking to and from destinations while balancing facility demand. Boundary expansion helps to keep up with escalating system needs, better ensuring long-term viability of the capital funding source.

***Figure 39**: Relation of Defined Parking Area Boundary and Proposed Expansion to Municipal Parking Facilities*



ADDITIONAL PUBLIC GUIDANCE

A second round of engagement with the public and other interested parties helped to validate, finalize, and prioritize draft strategic recommendations.

Second Public Survey

The study team administered a second online survey open to public responses from June 14, 2025 until July 18, 2025. Hosted on the project website, city staff initiated promotion and encouraged participation in-person at the Sound of Music Festival in Spencer Smith park. Additional promotion took place across through City contact lists, social media accounts, and the project website.

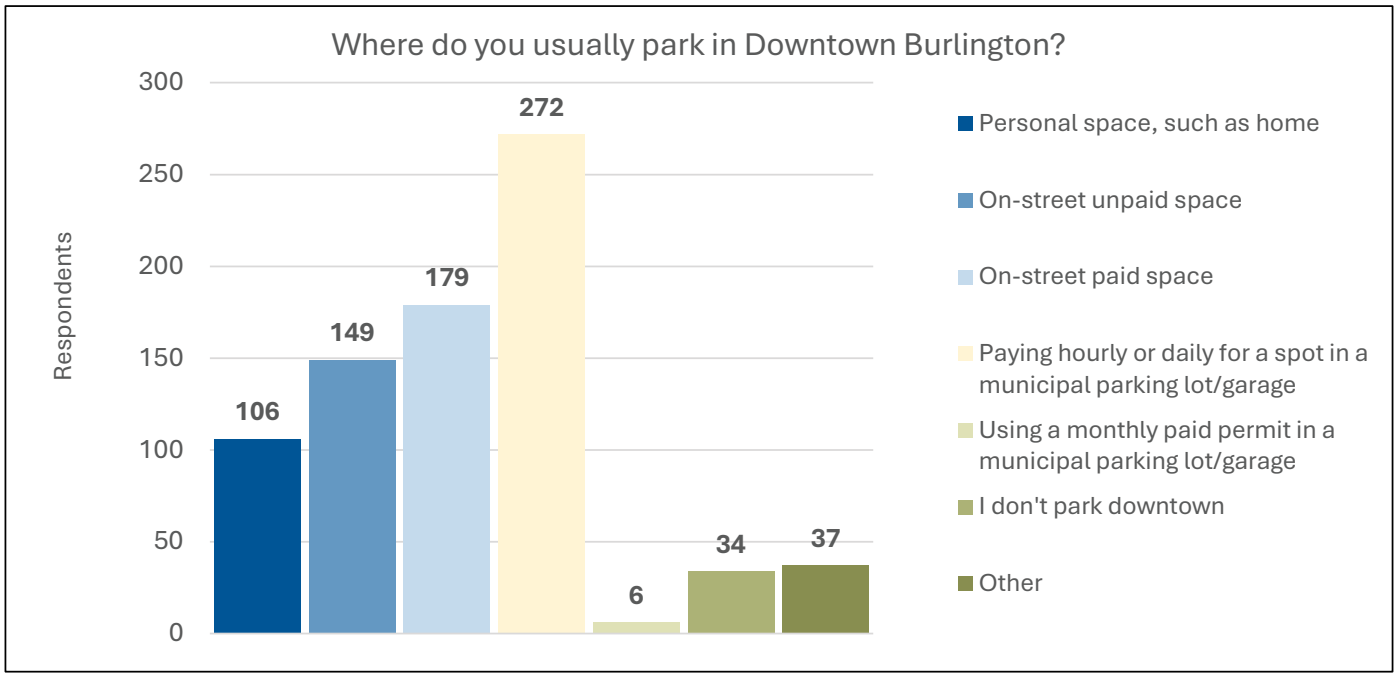
Downtown Affiliation

Five-hundred twenty-six individuals submitted survey responses. Of these respondents, the largest proportion–over one-third–represented visitors to Downtown Burlington. Fully 30 percent of participants were full time downtown residents. The next largest cohort consisted of those marking 'Other.' The vast majority of those who chose 'Other' wrote in that they were Burlington residents who did not live downtown. Seasonal downtown residents, downtown employees, and downtown business owners combined to form just under 12 percent of those who engaged with the online survey.

Facility Type Preference

When asked where respondents usually parked in Downtown Burlington, a municipal off-street space with an hourly or daily fee was the most common response, inclusive of more than half of all survey participants, who were allowed to choose multiple options (**Figure 40**). On-street paid parking was the second most popular facility type identified. Other parking options identified as commonly used by at least twenty percent of respondents included on-street unpaid parking and reserved spaces such as a personal space at one's residence.

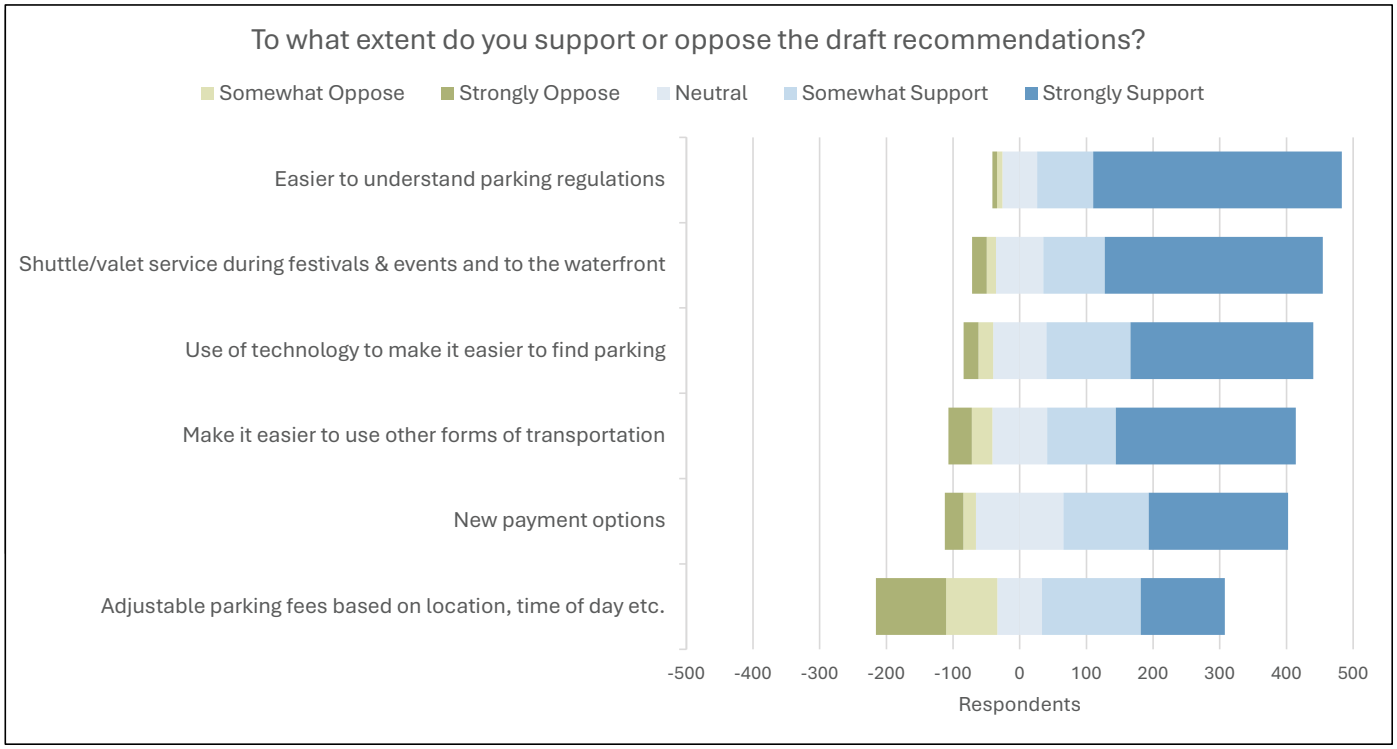
***Figure 40**: Survey Responses – Parking Facility Type Choice – All Respondents*



Relative Support of Draft Recommendations

The primary purpose of this round of engagement was to ensure that no draft strategic recommendation themes facing widespread public opposition. Survey respondents showed high levels of support for most concepts. Participants indicated highest levels of support for simplification of parking regulations, event and waterfront management, and dynamic information to assist in finding available parking (**Figure 41**). They registered secondary, but still high support for broader and more easy-to-use multimodal transportation and payment options. The lowest levels of support, though still postive overall, were reserved for dynamic pricing of paid parking according to location and time of day.

***Figure 41**: Survey Responses – Draft Recommendation Support – All Respondents*



Open-ended Responses

The survey also gave respondents the opportunity to communicate at length with the study team through an open-ended question that asked if the draft recommendation themes were missing any important topics. As with the preference survey association with the existing conditions assessment, participants mentioned some common subjects far more often than others.

Parking Fees/Costs: The most popular topic mentioned, public sentiment around parking fees in Downtown Burlington reflects a strong preference for maintaining free or low-cost parking, especially during evenings, weekends, and holidays. Affordability was a recurring concern. Several comments advocated for reinstating previously free periods—such as Saturdays and December—and suggested designated free parking days for Burlington residents to enjoy the waterfront and downtown amenities.

There were also calls for resident-specific benefits, such as free or discounted parking passes, and for short-term free parking to support quick errands or pickups. While some supported dynamic or surge pricing during peak times or special events, others warned that such strategies could feel punitive and discourage downtown visits. Overall, the feedback suggests that residents value simplicity and affordability.

Parking Requirements and Development: A dominant theme in public feedback is concern over insufficient parking in new residential developments, particularly high-rise condos in the downtown core. Many residents expressed frustration that new buildings often provide little or no visitor parking. The perception is that this has led to overflow into public lots and on-street parking, creating tension in surrounding neighborhoods and straining existing infrastructure.

Respondents emphasized the need for clear and enforceable parking requirements for new developments, including mandates for on-site parking and contributions to municipal parking infrastructure. Several comments called for better planning and accountability, suggesting that developers should help fund parking solutions or be required to meet minimum parking standards to avoid shifting the burden onto public supply.

Special Event and Waterfront Demand Management: Public input revealed strong interest in improving how parking is managed during special events and peak waterfront season. A recurring concern was the overcrowding and traffic congestion during major events like Canada Day, Sound of Music Festival, and Ribfest, which often overwhelm existing infrastructure. Many called for clearer signage and advance communication about road closures and parking restrictions to reduce confusion and improve traffic flow.

There was broad support for shuttle services, especially if they can bypass regular traffic through dedicated lanes or routes. Suggestions also included bike valet services, secure bike lockers, and temporary bike rental programs to encourage active transportation during events. Finally, several comments highlighted the need for integrated planning across departments, suggesting that parking, transit, and event logistics should be coordinated to support a more seamless experience.

Promotion of Other Transportation Modes: Many respondents expressed support for shifting focus from parking expansion to improving access to alternative transportation modes such as transit, cycling, and walking. A recurring theme was the need for better infrastructure and service quality to make these modes viable and attractive. Some advocated for creative solutions like seasonal shuttles, bike valets at events, and integrating green infrastructure into parking areas to enhance the downtown experience.

However, there was also a strong emphasis on equity and accessibility. Many commenters noted that seniors and people with mobility challenges often cannot rely on walking or biking, and that transit still requires too much walking or waiting. As such, while promoting other modes is seen as important, it must be balanced with maintaining accessible parking options, especially during peak times and festivals.

Relatively few respondents chose to mention topics encompassing permit options, payment and information systems, clarity of regulations, electric vehicle charging, and person safety/security.

Public Information Centre #2

After publication of the *Strategic Plan for Operations and Management*, City staff and the consultant team hosted a second Public Information Centre in an online teleconference open house format on October 9, 2025 from 7:00 to 8:30 p.m. Participants were able to review a document in advance of the meeting that included a detailed summary of each draft strategic recommendation as previously presented to the Downtown Parking Committee and Burlington Downtown Business Association.

The format provided an opportunity for open discussion between the public and the project team regarding potential management strategies. Before and concurrent with the meeting, members of the public were able to help prioritize draft recommendations by identifying which concepts provided the best value or should be implemented as soon as possible. The survey split strategies into two groups, those related to system regulation/performance or asset management/operations and those represented operational programs/policies. Participants could choose three priority initiatives from each list.

The most popular strategy, as identified by public participants was the redefinition of parking requirements described as updated requirements placed on new construction to ensure inventory support that extends beyond the new building site to the surrounding neighborhood (**Table 13**). The next most popular selection related to information systems, more specifically maps with easy-to-understand parking information and real-time digital information for visitors in helpful locations.

At least 40 percent of participants identified several other strategies as priorities. These include managing parking through performance measures and targets to ensure availability near downtown attractions, providing shuttle services during events and peak waterfront season, and enhancing access to transit, walking, and cycling to reduce parking demand. Additionally, participants supported revising defined parking area boundaries to include more contributors to the fund that supports the maintenance, improvement, and development of downtown parking infrastructure.

***Table 13**: Public Information Centre #2 Strategic Prioritization*

Recommendation	*Priority*
Redefine Parking Requirements	76%
Expand Coordinated Information Systems	63%
Adopt Performance Measures and Define Performance Targets	54%
Create a Special Event and Waterfront Demand Management Program	52%
Pursue Multimodal Demand Reduction Opportunities	44%
Update Defined Parking Area Boundaries	40%
Enhance Personal Safety and Security in Public Parking Facilities	38%
Ensure Accessibility	32%
Reflect Performance Targets in Pricing	25%
Reassess Permit Program Options and Locations	25%
Enhance Payment Systems	25%
Redefine Electric Vehicle Charging and Occupancy Regulations	21%
Formalize Private Ownership – Public Access Agreement Policy	20%
Modify On-Street Regulations	17%
Institutionalize Temporary Displacement Policy	16%

ACTION PLAN

Implementing the proposed parking management strategies for Downtown Burlington will require a phased approach. While some strategies can be rolled out quickly, others will require more staff resources and capital investment. Certain initiatives are designed to complement one another and work best when implemented together, whereas others depend on a sequence of steps to be effective.

The Action Plan is meant to serve as a practical agenda to guide the execution of the strategies outlined in the Strategic Recommendations chapter. Each table in the plan corresponds to a specific implementation time frame, and individual actions are organzied under four primary strategy themes (**Table 14**, **Table 15**). For each action, the plan outlines key implementation considerations, relative levels of cost, and–where applicable–community priorities identified through the Public Information Centre engagement exercises. As a living document, the Action Plan is intended to support decision-making by City of Burlington staff and their partners over time.

The Action Plan is organized via the following structure:

- **Time Frame**
  - Short Term = completed within one-to-two years
  - Long term = completed over the course of more than three years
- **Category**
  - Identifies the overarching strategy grouping, as outlined in the Strategic Recommendations chapter for each specific action
- **Action**
  - Individual previously-defined recommendations
- **Implementation Considerations**
  - Specific details related to an action that may require further evaluation or contemplation within the decision-making and implementation process
- **Relative Cost**
  - Scope of required investment to support execution
  - Actions marked with a single dollar sign (**$**) indicate the lowest-cost initiatives, which can be implemented by staff without additional expense.
  - Additional dollar signs (**$$** to **$$$$**) indicate increasing required levels of investment, such as contracted labour or capital improvements. Actions marked with four dollar signs represent the highest-cost initiatives, requiring substantial capital and operational resources to implement.
- **Community Priority**
  - A **blue** marker in the right-most column indicates that the action was identified as a top community priority during public engagement activities.
  - A **green** marker in the right-most column indicates that the action was identified as a top community priority during meetings with interested parties.

***Table 14**: Short-term Downtown Burlington Parking Action Plan*

Category	Action	Implementation Considerations	Relative Cost	Community Priority
System Regulation and Performance	Adopt Performance Measures and Define Performance Targets	Adoption of on-street, off-street, and permit availability standards as the primary performance measure. Assessment of access versus proximity to demand generators.	$	●
	Modify On-Street Regulations	Revisitation of the justification for varying unpriced on-street rules in an effort to simplify the number and type of restrictions. Conducting a curbside monitoring study to assess passenger pick-up/drop-off and delivery activity.	$$	
	Reassess Permit Program Options and Locations	Examination of non-monthly off-street permit options. Adjustment of rates in fully-utilized permit lots. Increasing the availability of monthly permits in otherwise underutilized lots.	$	
	Redefine Electric Vehicle Charging and Occupancy Regulations	Determination and employment of a second pricing mechanism (alternate fee models, charging configurations, and billing options) in addition to occupancy fees. Consistent enforcement of charger time limits.	$	

Category	Action	Implementation Considerations	Relative Cost	Community Priority
Operational Programs and Policies	Formalize Private Ownership – Public Access Agreement Policy	Formalization of policies related to the pursuit of future agreements and inclusion of public access parking in new private construction. Standardization of management practices (e.g., branding, rates, schedules) as perceived by system users.	$	●
	Institutionalize Temporary Displacement Policy	Drafting a formal policy including clear definitions of displacement, affected zones, and duration thresholds. Integration of requirements and conditions into the permitting process.	$	
	Redefine Parking Requirements	Continually monitor use in private development to adjust parking minimums to levels that reflect actual use patterns. Redefinition of requirements that ensures accessory parking serves broader access needs beyond the building site.	$	●
	Ensure Accessibility	Continual work with the City's Accessibility Specialist to integrate solutions into updates to by-law, site plan design guidelines, and accessibility standards.	$	
Funding and Financials	Update Defined Parking Area Boundaries	Expansion of area boundaries to more accurately levy beneficiaries of municipal facilities. Enabling capital funding receipt for additional lots that contribute benefit to the parking system.	$	●

***Table 15**: Long-term Downtown Burlington Parking Action Plan*

Category	Action	Implementation Considerations	Relative Cost	Community Priority
System Regulation and Performance	Reflect Performance Targets in Pricing	Implementation of tiered pricing and associated communication. Coordination of pricing with private operators. Adjustment of pricing schedules and removal of time limits (metered on-street). Conducting regular automated and supplemental utilization monitoring and analysis.	$$	
Asset Management and Operations	Enhance Payment Systems	Ensuring pay station upgrades enable acceptance of additional convenient payment methods and are equipped with forward-compatible communications equipment.	$$$	
	Expand Coordinated Information Systems	Creation of a highly legible static map. Installation of dynamic wayfinding and supply indication at district gateways. Upgrade and enhancement of on-site information displays.	$$$	
	Enhance Personal Safety and Security in Public Parking Facilities	Development of comprehensive security plans for each facility that incorporate design and operational measures. On-the-ground installation.	$$	
	Identify Future Capacity Expansion Opportunities (Potential new lot or parking structure)	Definition of project objectives. Identification and site analysis of potential parcels. Development of preliminary conceptual plans. Estimation of acquisition, engineering, construction, and ancillary costs.	$$$$	

Category	Action	Implementation Considerations	Relative Cost	Community Priority
Operational Programs and Policies	Create a Special Event and Waterfront Demand Management Program	Definition of operating hours, pick-up/drop-off areas, remote lots, valet parking zones, and vehicle circulation patterns to and from visitor parking or drop-off. Formalization of a permitting process for any private operators including eligibility criteria, review procedures, and conditions for approval. Designing a policy framework that permits pricing at select facilities, outside the standard rate schedule, during major special events.	$$$	●
	Pursue Multimodal Demand Reduction Opportunities	Establishment of a mobility node to unite transportation options, shared mobility services, and active transportation amenities. Choice of spaces in strategic locations for commercial shared vehicle operations. Assessment of pedestrian environmental quality within the Downtown parking study area. Exploration of green infrastructure implementation opportunities.	$$	●