



Downtown Parking Master Plan

September 6, 2023





Agenda

1. Strategic alignment
2. Transformation through renewal
3. Public consultation
4. Staging the plan
5. Financial considerations
6. Recommendations





Strategic alignment

Rooted in the City's Strategic Plan, this plan connects



People and Economy



City Building



Environment





Key drivers of master plan

The Parking study was oriented around recent strategic City statements

Shaping Guelph Official Plan Amendment 80

City of Guelph Housing Pledge: By Guelph, For Guelph
Transportation Master Plan





Approaching the work

Tuned to Guelph's priorities

Community voices

Technical analysis

Industry best practices

Data-driven recommendations





Building our city



Strategic focus on transformation through renewal

Downtown Revitalization

Downtown Infrastructure Renewal Program

Parking assets are a critical piece of renewal

Master Plan reimagines parking's role downtown





Accelerate housing starts



Payment-in-lieu of
parking program



Activate under-
used real estate
to add housing
supply





Reimagine parking as housing



Fountain Street surface lot

- Strategic real estate decision-making
- OP Amendment 80 height permissions
- Multiple uses supported
- Affordable / student housing
- Public parking expanded two storeys underground
- Expand secure bike parking





Parking as housing potential



Macdonell Street surface lot

- Strategic real estate decision-making
- OP Amendment 80 height permissions
- Multiple uses supported
- Retail podium
- Residential tower
- Two storeys of public parking
- Expand secure bike parking





Zoning for change

Reduction in residential development parking rates

Zoning bylaw change – 1.0 parking spaces per unit to 0.85 spaces per unit

Drives housing growth and housing density

Promotes modal shift

More new housing equals greater tax density and economic multipliers

Meets outcomes of Official Plan Amendment 80





Support modal shifts

Strategic land use
planning supports transit
growth

Guelph Transit Future
Ready Action Plan

Housing density supports
modal shifts

Entrench TDM measures





Conestoga College



Expansion of campus changes parking behaviours

Faculty, staff, & students using vehicles, transit, and micro-mobility options

Animates downtown's retail, cultural, and public spaces

Economic opportunities with an expanded customer segment

Key partnership – parking's role in housing and transportation solutions





Support economic vitality

Flexible use of the curbside

Spur commercial activity

New business models

Social & cultural spaces

Tourism programming





Public consultation



Public engagement was robust, extensive, and meaningful

Over 1,700 public, internal, and external points of contact

Employed surveys, virtual townhalls, interviews, workshops, advisory committee consultation, and direct emails from the public

Important engagement with Downtown Guelph Business Association & Guelph Chamber of Commerce

Number involved	Public engagement activity
1.308	Survey #1 respondents
309	Survey #2 respondents
13	Virtual public meetings #1
29	Virtual public meetings #2
65	Small-group participants
15	Accessibility Advisory Committee
40	Stakeholder workshop
7	Direct emails





Key findings



75% Respondents drive downtown & don't see that changing

60% Respondents see cost as very important

74% Respondents support using tax dollars to fund complimentary parking on street





Key themes

Affordability	Accessible parking availability	Delivery drop offs
Resident parking availability and cost	Underserviced areas	Connections to transit
Safety	Flexible use of public space	Housing
Secure bike parking	Maintenance	Supporting service providers





Ensuring equity



- Support not-for-profit organizations with targeted permits
- Establish working group with Accessibility Advisory Committee
- Partner with Guelph Transit to drive modal shift
- Balance parking with cycling and pedestrian assets





Embracing climate resiliency



Advances modal shift targets in TMP

Support more secure bike parking

Support transit ridership

Electric vehicle charging stations

LED lighting & renewable energy sources





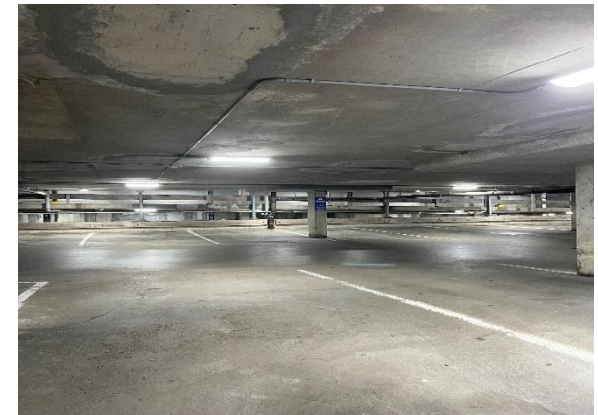
Safe, inviting spaces

Modernizing the operation

Improve customer experience

Digitally-driven

Technology-led





Staging of master plan

Focus area	Strategy	Timeline
Accelerate housing	Payment-in-lieu of parking program	2023
	Residential parking rate zoning change	2023
	Strategic land use	2024-2027
Economic vitality	Partner with Conestoga College	2024-2027
	Flexible use of curbside	2023-2027
Resident experience	Improve customer experience & safety	2024-2025
	Targeted affordability programs	2024-2026
	Accessibility improvements	2024-2027
	Residential permit program	2024-2025





Funding the operation

All parking has costs – no free lunch

Tax-supported investments

User-fee investments





Existing tax-supported model



2026 Forecast	Annually	Notes
City contribution	\$1.135M	
% of parking budget	23%	
Permit and daily revenue	\$3.806M	\$110-\$160 permits Daily rate: \$30
% of parking budget	76%	
Residential permit program	\$65K	Nominal amount
% of parking budget	1%	





Full cost recovery model

2026 Forecast	Annually	Notes
City contribution	---	
% of parking budget	0%	
Permit and daily revenue	\$3.806M	\$110-\$160 permits Daily rate: \$30
% of parking budget	73%	
Paid parking on-street	\$1.368M	
% of parking budget	26%	
Residential permit program	\$65K	Nominal amount
% of parking budget	1%	





Property tax investment

Both financial models require property tax investment
Planning and launch of payment operation or
Continued investment in infrastructure

	2024	2025	2026	2027
Property tax investment model	\$1.070M	\$1.102M	\$1.135M	\$1.169M
Full cost recovery model	\$1.070M	\$1.102M	-	-





Recommended model



Maintain existing financial model for next five years

Tax supported investment in parking is an investment in

- Housing
- Economic vitality & economic multipliers
- Success of Conestoga College expansion
- Equity
- Climate resiliency





Tax-supported financial model

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Future impacts

	2024	2025	2026	2027
Property tax contribution	\$1.070M	\$1.102M	\$1.135M	\$1.169M
Annual monthly permit increases	5%	5%	5%	5%
Annual hourly rate increases	-	-	-	-
Annual residential permit revenue	-	\$63K	\$65K	\$67K
Payment-in-lieu reserve contribution	\$605K	\$605K	\$605K	\$605K





Invest to grow

Strategic action	Return on investment
Payment-in-lieu of parking program	Accelerate housing starts downtown
Reimagine land use	Identify assets with housing potential
Partner with Conestoga College	Support housing and transportation needs
Flexible curbsides	Spur commercial, cultural, and public activity
Planned redesign	Replace assets with mixed uses including housing
Achieve modal shifts	Deepen climate resiliency
Prioritize equity	Expanded access to services in ways that work for people’s different needs, means, and abilities





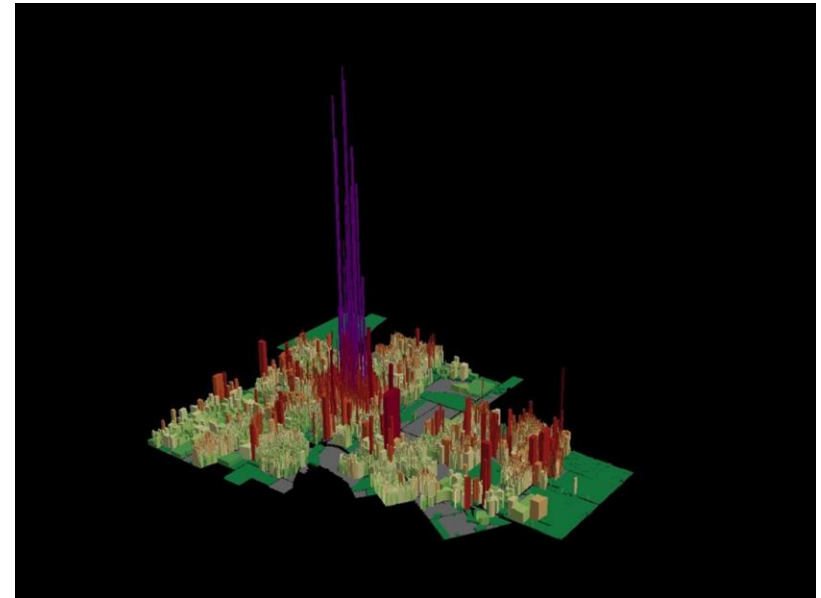
Transformative assets

Strategic transformation of parking assets

Investment of tax funds multiplies future tax densities

Public funds invested leads to private dollars spent

Economic multipliers downtown



Guelph Tax Density Mapping
2019 Value per hectare





Tomorrow's downtown

Tax supported investment in parking is an investment in

- Housing
- Economic vitality & economic multipliers
- Tax density
- Success of Conestoga College expansion
- Equity
- Climate resiliency





Thank you



Questions?

