

# Critique of the December 2006 parking study used to justify placing metered parking in Hintonburg

- Critique by the Wellington West BIA
- Original study carried out by Delcan Consulting

# About the study

- Study was done during the late Christmas shopping season in December 2006 – a time when a) retail volume is at its peak for the year, b) restaurants in our area experience higher volume from Tunney's Pastur employees, and c) weekday patterns are atypical due to people being off work or being able to leave early.
- Study has been used by city staff to bolster the argument that Hintonburg needs meters to improve traffic circulation. The rationale: greater than 80% usage of parking during peak periods.
- The study includes Wellington Village, which experiences parking pressure but is not in the area to be covered by metered parking. This critique focuses on the sections that will get meters.
- The area between Parkdale and Holland will be under total roadbed reconstruction from April to the end of November 2008 – with 6-8 weeks closed entirely to traffic.
- Parkdale to Bayview is scheduled to receive meters, but these will have to be removed in 2009, as that section goes through a total roadbed replacement.

# Wednesday 7:30-10:30 am. Dec. 16 2006 | (the week before Christmas)

## Wellington Village

Will not receive meters. Under major construction in 2008. **No 2008 revenue.**

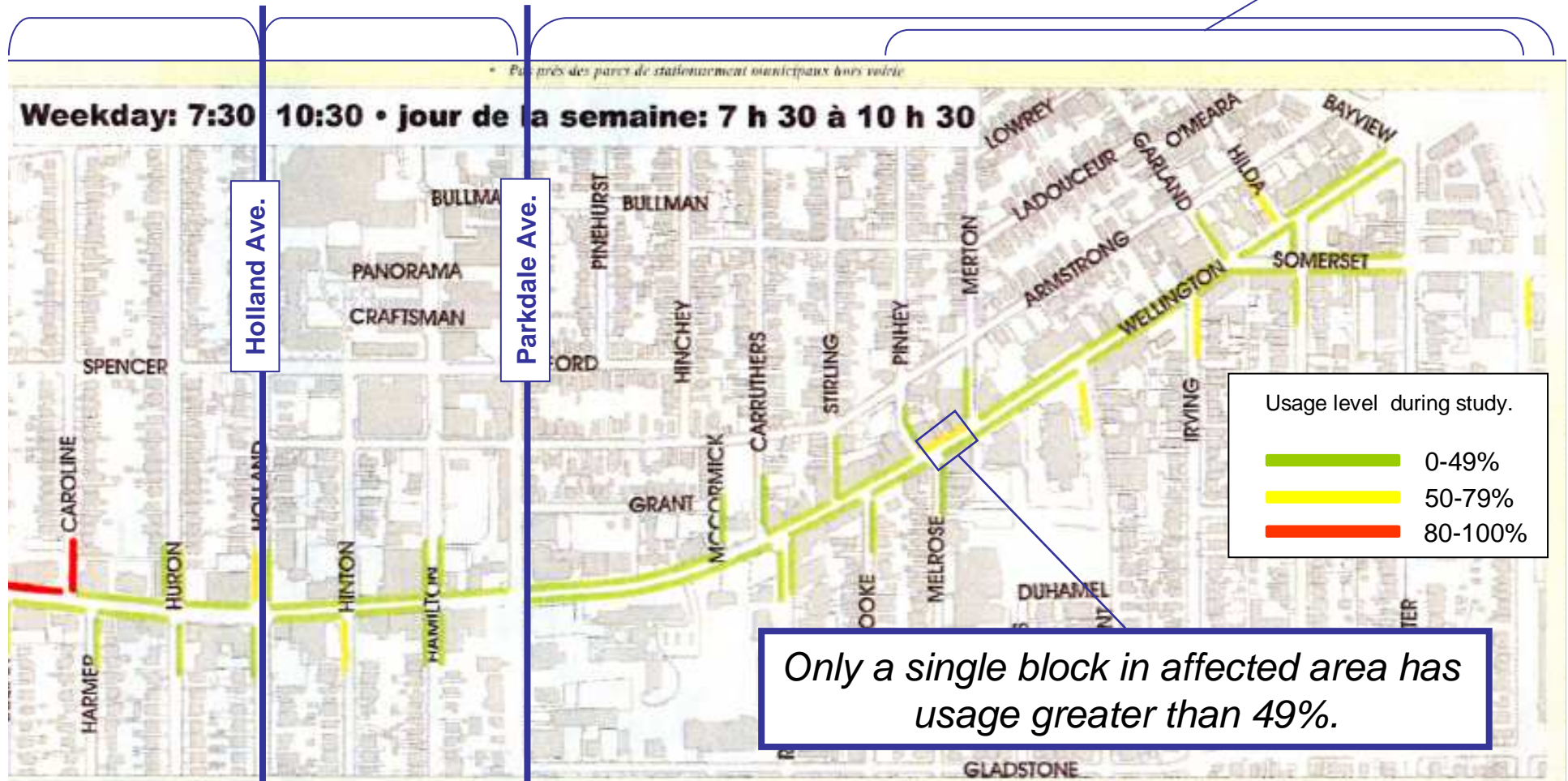
## Hintonburg / Parkdale Mkt. area

Scheduled to receive meters, but under major construction through 2008. **No 2008 revenue.**

## Hintonburg main-street area

Scheduled to receive meters in 2008, which will need to be removed when major construction begins in early 2009. **Source of all revenue projections.**

*Area in greatest need of economic stimulus.  
Store vacancies.  
High concentration of social agencies.*



# Wednesday 11:30am-2:30pm. Dec. 16, 2006 (lunch rush - the week before Christmas)

## Wellington Village

Will not receive meters. Under major construction in 2008. **No 2008 revenue.**

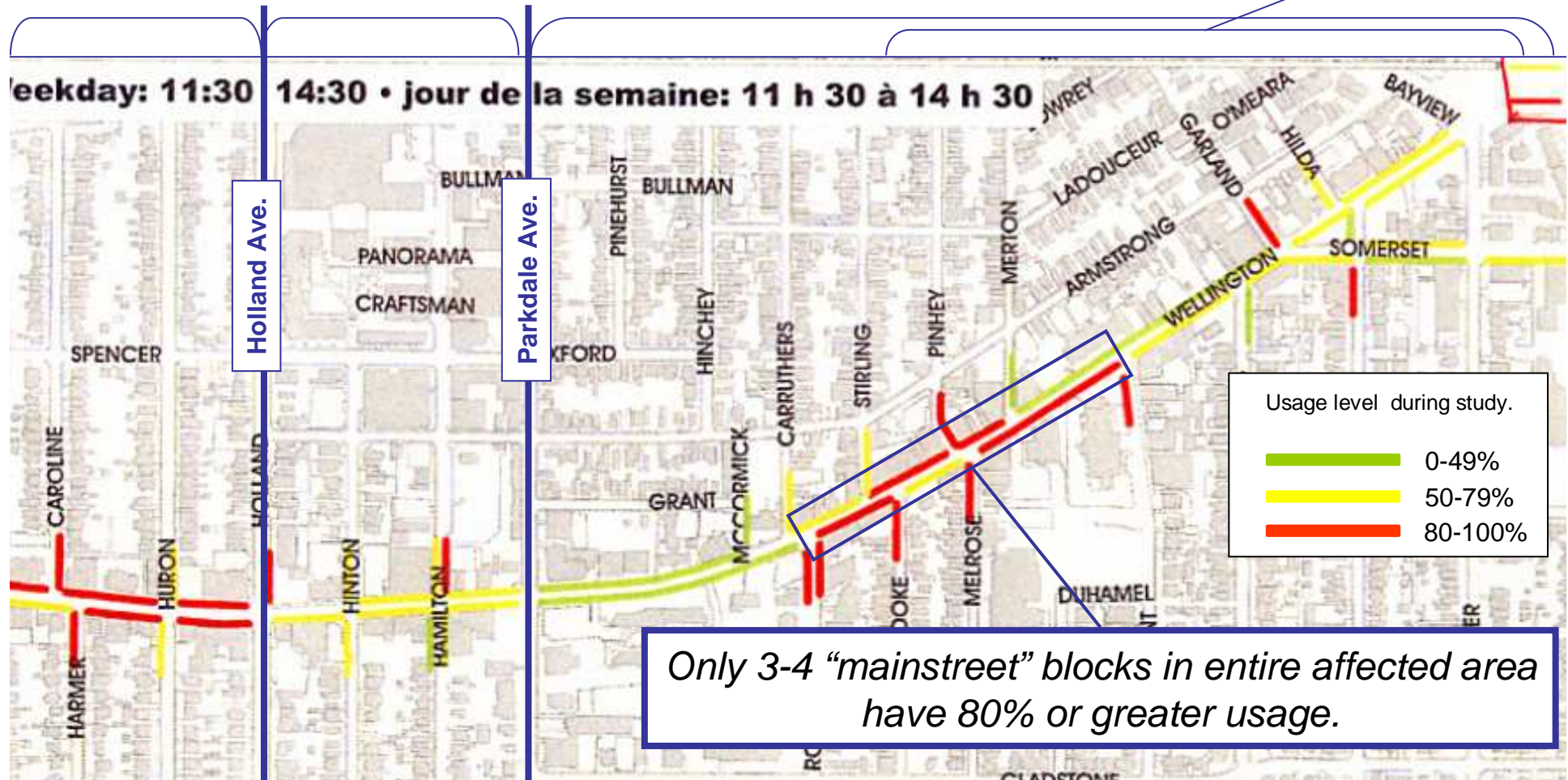
## Hintonburg / Parkdale Mkt. area

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## Hintonburg main-street area

Scheduled to receive meters in 2008, which will need to be removed when major construction begins in early 2009. **Source of all revenue projections.**

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# Wednesday 3:30- 5:30 – December 16 2006 (drive-home period - the week before Christmas)

## Wellington Village

Will not receive meters. Under major construction in 2008.  
**No 2008 revenue.**

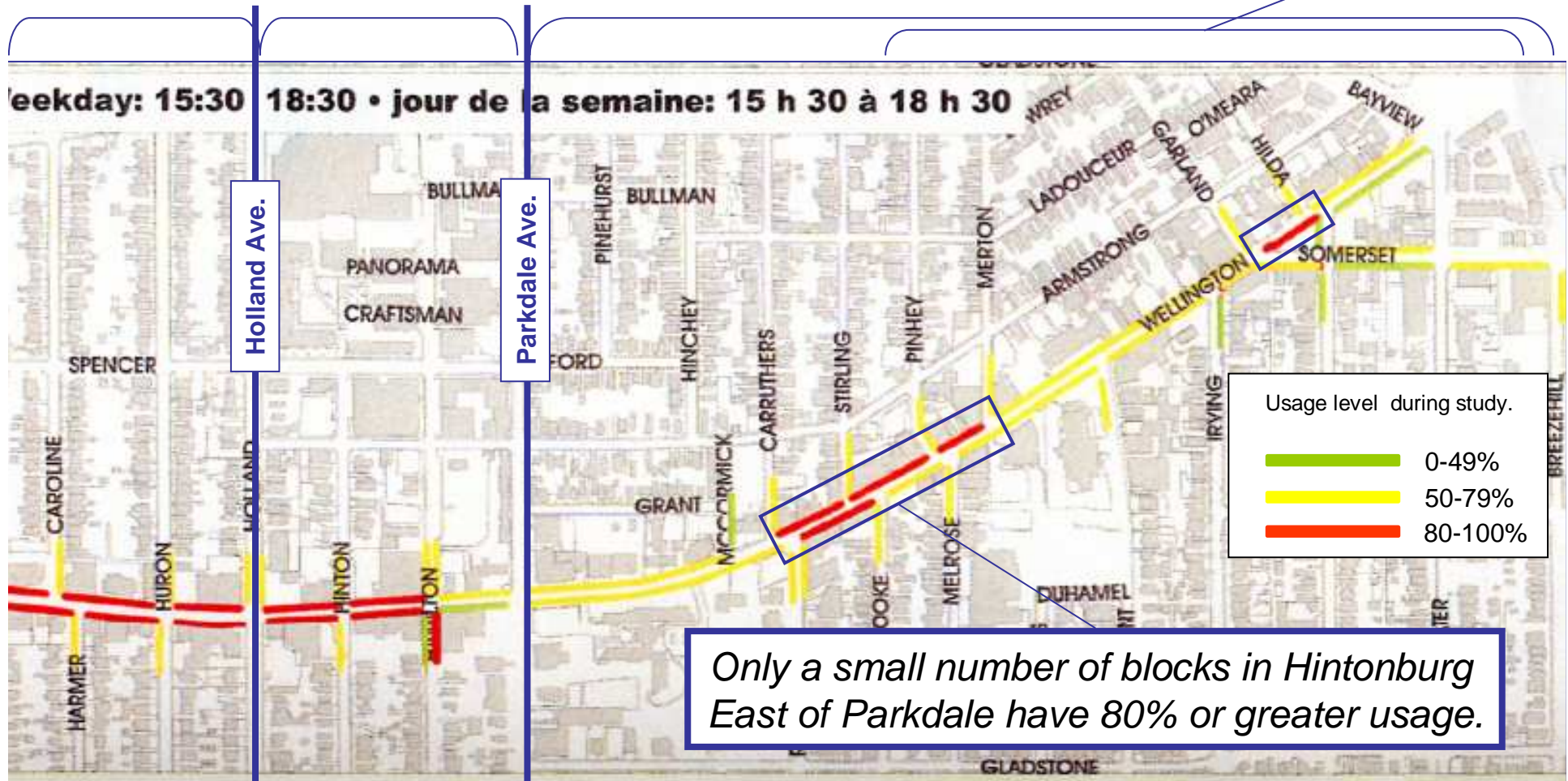
## Hintonburg / Parkdale Mkt. area

Scheduled to receive meters, but under major construction through 2008.  
**No 2008 revenue.**

## Hintonburg main-street area

Scheduled to receive meters in 2008, which will need to be removed when major construction begins in early 2009.  
**Source of all revenue projections.**

*Area in greatest need of economic stimulus.  
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High concentration of social agencies.*



# Saturday 11:30- 1:30 – December 20 2006 (the Saturday before Christmas)

## Wellington Village

Will not receive meters. Under major construction in 2008. No 2008 revenue.

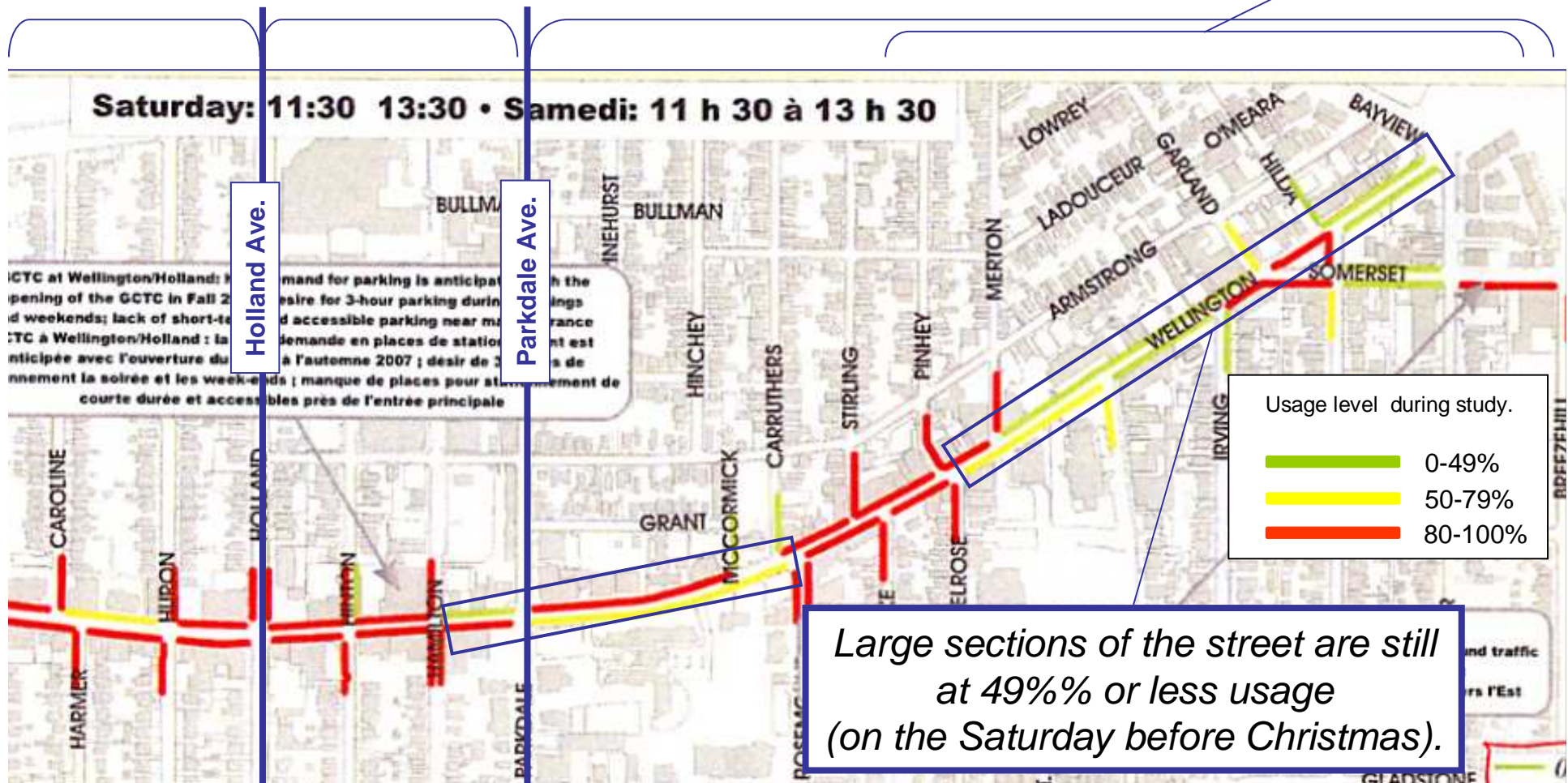
## Hintonburg / Parkdale Mkt. area

Scheduled to receive meters, but under major construction through 2008. No 2008 revenue.

## Hintonburg main-street area

Scheduled to receive meters in 2008, which will need to be removed when major construction begins in early 2009. Source of all revenue projections.

Area in greatest need of economic stimulus. Store vacancies. High concentration of social agencies.



# Conclusions

- The study shows low parking pressure in the core of Hintonburg between Parkdale and Bayview, even during the busiest retail season of the year.
- Even on the Saturday before Christmas, significant portions of this stretch are still green, showing less than 49% use.
- Not surprisingly the areas that show the least use are the same sections that have the most vacant stores, and are most in need of economic assistance from the city.
- The study does not take into consideration the purpose or duration of visits, nor the impact of adding meters to the area on these volumes.
- It is obvious that data from Wellington Village is being used to justify a decision that impacts only its “poor cousin” to the East.

## **The bottom line:**

- 1. Revenue projections for 2008 cannot be realized given the broader context of construction and low parking volume.**
- 2. The decision of city staff and council to place metered parking in Hintonburg cannot be justified by this study.**
- 3. Business impacts were not considered then: we urge council to consider them now – before we lose the rest of our merchants.**