

## City of Prince Rupert Parking Study

Open House  
September 18, 2007  
7:00- 9:00pm

City of Prince Rupert Parking Study



## Parking Study Objectives

- Determine whether or not the current supply of parking in Prince Rupert is meeting the demand from the different user groups
- Investigate areas of high/ low demand in Prince Rupert and develop solutions to balancing demand throughout the City
- Establish adequate loading zones for businesses, especially those that do not have back alley access
- Supportive of business year round in Cow Bay, not just during the tourist season

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## Objectives Continued

- Explore parking opportunities within new and existing developments
- Evaluate the current parking signage throughout Prince Rupert to determine if it is clearly directing people to on and off-street parking facilities
- Develop revenue models for the City including cash in lieu, pay parking in areas experiencing high demand
- Improve facilities for alternative modes of transportation through Transportation Demand Management (TDM) programs and policies

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## Parking Demand

- Parking demand refers to the amount of parking that would be used at a site
- Used as a tool in parking studies (trends, "hotspots")
- Stall occupancy/ utilization can equal demand
- Demand can be short term or long term and is affected by a number of factors including:
  - Geographic location
  - Price
  - Provision of other travel modes
  - Type of land use
  - Convenience



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## Parking Occupancy/ Utilization

- Occupancy measures the number of parking spaces occupied at a specific times
- Expressed as a percentage (# of spaces occupied/ # of parking spaces)
- Occupancy is often shown as the percentage of stalls occupied along a block face/ parking facility/ study area

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## Turnover

- Parking *turnover* is conducted to determine how many vehicles are parked in a given space throughout the day, or how many times each parking space turns over during the study period.
- Typically expressed as a rate (total # vehicles parked during study period/ total # of spaces)
- High turnover in a downtown core is indicative of a strong economic core

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## Adequacy or Practical Capacity

- Adequacy is used in parking studies to determine whether parking supply in an area is sufficient
- Expressed as a percentage based on stall occupancy rates at a given location in relation to the total supply
- Usually between 80-90% depending on location (downtown vs. other areas)

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## Adequacy

- If percentage of occupied stalls is greater than the adequacy rate, parking is assumed to be nearing full utilization, or inadequate.
- When 85% of the resource is occupied, drivers will have difficulty finding a stall, perception parking is "full"

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## DATA COLLECTION (parking survey)

\* Conducted from Thursday, May 31st to Saturday, June 2nd \*

- License plate surveys
- Occupancy studies
- Spot checks
- On-street interviews



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## Weekday Trends:

Western Corridor (btwn 6<sup>th</sup> St. and 5 corners):

- Parking Occupancy and Turnover is Low, especially approaching Five Corners

Eastern Corridor (btwn McBride and 6<sup>th</sup> St.):

- This area is functioning more as the "core"
- Occupancy and Turnover are higher as the # of commercial uses increase/ higher enforcement
- Where blocks have no time restriction, vehicles were observed parking for long periods of time

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### Weekday Trends- Cow Bay Area

- Demand for parking is concentrated in “Atlin” parking lot and in the on-street spaces in front of the Atlin Terminal
- High employee demand along 1<sup>st</sup> Ave East
- Demand is a combination of tourist vehicles and area employees
- Lot on Cow Bay Road is under-utilized compared to Atlin lot, and demand appears to decrease moving south away from the intersection of Cow Bay and George Hills Way

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## WEEKEND COUNTS

Parking counts were conducted on Saturday, June 3rd 2007 in those areas that appeared to be generating a higher demand for parking during the week, including:

- Cow Bay area (On and Off-Street)
- Rushbrook and George Hills Way (fishing derby day)

Overall parking demand in the downtown core was lower on the weekend than during the week

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## Weekend Trend- George Hills Way

- Parking concentrated around Yacht Club and close to Cow Bay, with demand decreasing away from Cow Bay Road
- Those vehicles that were observed were parking for long periods of time
- Fishing derby was taking place during the time of the study

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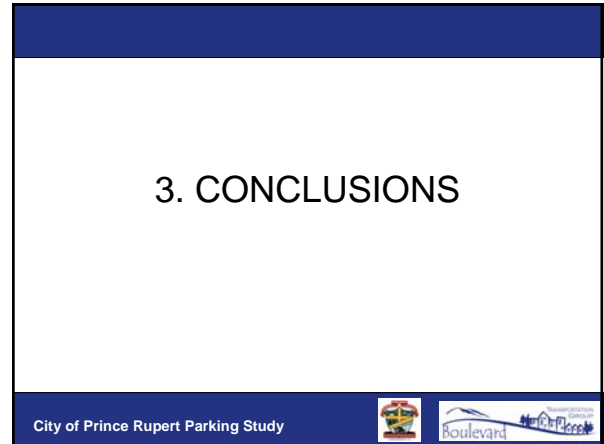
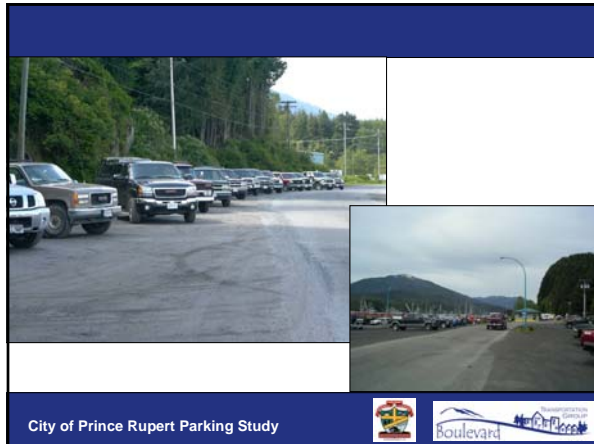


## Weekend Trend- Rushbrook Area

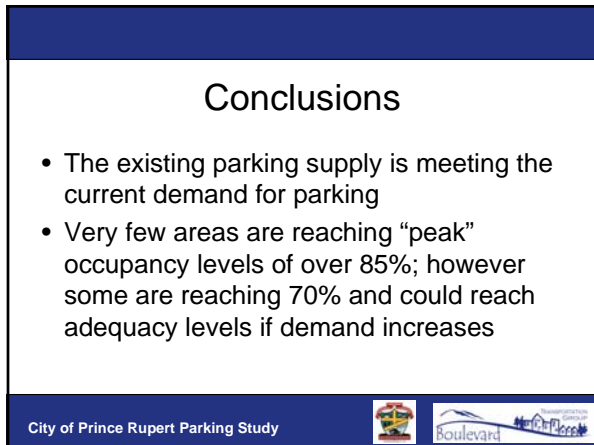
- High occupancy throughout the day, reaching a peak of 83% with 72 out of the 87 spaces occupied.
- Vehicles were observed parking for long periods of time
- Large number of trucks and trailers as a result of the boat launch

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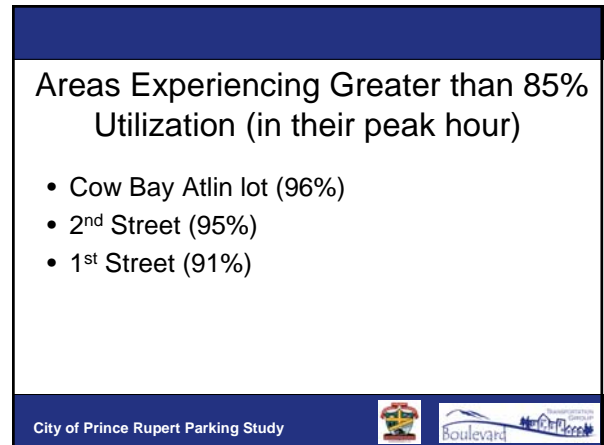


### 3. CONCLUSIONS



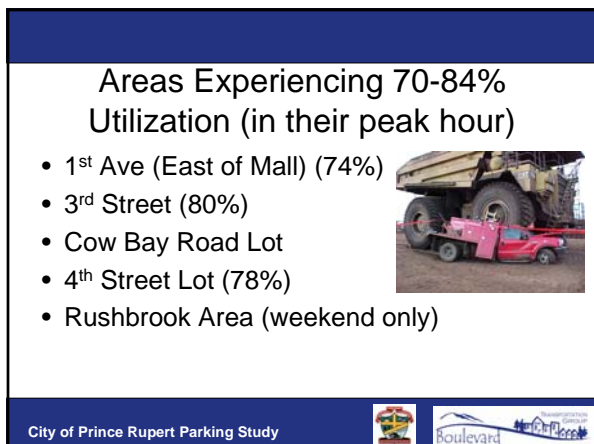
### Conclusions

- The existing parking supply is meeting the current demand for parking
- Very few areas are reaching “peak” occupancy levels of over 85%; however some are reaching 70% and could reach adequacy levels if demand increases



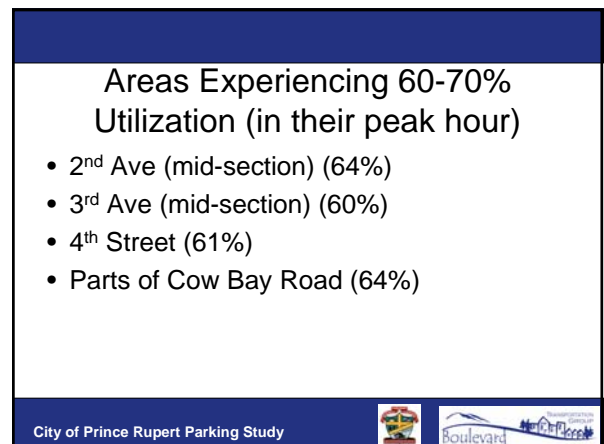
### Areas Experiencing Greater than 85% Utilization (in their peak hour)

- Cow Bay Atlin lot (96%)
- 2<sup>nd</sup> Street (95%)
- 1<sup>st</sup> Street (91%)



### Areas Experiencing 70-84% Utilization (in their peak hour)

- 1<sup>st</sup> Ave (East of Mall) (74%)
- 3<sup>rd</sup> Street (80%)
- Cow Bay Road Lot
- 4<sup>th</sup> Street Lot (78%)
- Rushbrook Area (weekend only)



### Areas Experiencing 60-70% Utilization (in their peak hour)

- 2<sup>nd</sup> Ave (mid-section) (64%)
- 3<sup>rd</sup> Ave (mid-section) (60%)
- 4<sup>th</sup> Street (61%)
- Parts of Cow Bay Road (64%)





## Areas with Peak Occupancy less than 60%

- 1<sup>st</sup> Ave (West of Shopping Mall)
- 2<sup>nd</sup> Ave (West Corridor)
- 3<sup>rd</sup> Ave (West Corridor)
- 3<sup>rd</sup> Ave East
- Fraser Street
- McBride Street
- 5<sup>th</sup> – 9<sup>th</sup> Street (inclusive)
- George Hills Way
- Prince Rupert Shopping Mall
- Rushbrook Area Weekday (42%)



## Conclusions...

- On-street parking is functioning well in the commercial area as high occupancy + high turnover = **strong economic core**
- In areas where there is no restriction in place, long-term parkers are taking advantage of unrestricted parking along certain blocks (employees, patrons)



## Conclusions

- There is a perception of limited parking, as people want to park directly outside of their destination
- While some individual blocks are experiencing greater demand than others, there is generally available parking around the corner on another block
- Parking enforcement appears to be random-focused in downtown core and does not extend to Cow Bay or outlying areas



## Conclusions

- Parking in the Atlin and Cow Bay lots appears to be used for long term employee parking, despite being in a key visitor area
- Visitors do not appear to be aware of available parking beyond Cow Bay (such as at the south end of Cow Bay Rd)
- Parking at Prince Rupert Mall is under-utilized during the day



## Preliminary Recommendations



## 1. Create more parking

- Increase supply of public parking in Cow Bay area (in new developments (through covenant on the land/ zoning/ development standards in the OCP)
- Where space permits, convert side streets within the downtown to one-way streets with angle parking (to allow for more parking opportunities)
- As part of the plans to push 3rd Ave through and connect it with George Hills Way, angle parking should be created



## 2. Parking Time Limit Restrictions

- Improve Enforcement in Core Areas- Increase enforcement along area "hotspots" such as Cow Bay, using improved technologies (hand-held devices)
- Implement consistent time limit "zones" in downtown core
  - o 1 hr on all streets between 6th Street and McBride;
  - o 2 hr between 6th and 7th Street;
  - o 2 hr in Cow Bay area

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## 3. Public Parking

- Designate the off street lot within Cow Bay (Atlin Lot) as "Visitor" Parking (between 9:00am-5:00pm, Monday-Friday) and implement pay parking in the Cow Bay Lot during these times, ("1<sup>st</sup> hour free tickets")
- Improve driver wayfinding signage to public parking areas and visitor information (maps/ brochures/ kiosks)
- Create another public boat launch in Prince Rupert to alleviate some of the pressure at Rushbrook. This could be free for local residents with proof of residence
- Improved pedestrian pathways/ walkways

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## 4. Cash-in-Lieu of Parking

- BC's Local Government Act permits the payment to the municipality of an amount specified in the bylaw, instead of providing the required # of spaces. Monies are put into a reserve fund, used for parking purposes. Does not guarantee parking will be supplied in immediate proximity unless committed to in writing by the local government.
- Cash-in-lieu arrangements, when applied in appropriate situations, benefit both property owners and the City. Typical situations include:
  1. A developer has a piece of land in an area where the community desires dense development.
  2. A property is being developed in an area that already has an abundance of parking.

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## 5. Encourage Transportation Demand Management (TDM)

- Provide improved travel alternatives (transit, bike facilities, pedestrian facilities)
- Encourage Transportation Demand Management (TDM) with the larger employers including grocery stores, hotels, banks, and the College. Encourage employee parking in designated areas
- Develop incentives/ disincentives for area employees to use alternative modes to travel to/ from work
  - o Employee shuttle service
  - o Upass/ Bus passes
  - o Guaranteed ride home
  - o Bike lockers and showers

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## 6. Improve Prince Rupert Parking Signage

- Change signage on George Hills Way to read "2 hour parking except with permit." Include Information Signage along GHW detailing where vehicle drivers can get permits (City Hall, Rushbrook machine, Cow Bay lot machine)
- Improve the visibility of the existing parking signage at Rushbrook, as vehicles are often parked in front of the machine and it is not visible from the roadway
- All signage should be 45° to the curb (if a road sign)
- For those businesses that do not have back alley access, loading zones should be located at either end of the block (15 minute max.)
- Public Parking signage should be large and visible from the roadway, the current sign at the Cow Bay lot is too small

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