

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)
To: ["Direct to Mayor and Council - DL"](#)
CC: ["City Manager's Correspondence Group - DL"](#)
["LaClaire, Lon" <lon.laclaire@vancouver.ca>](mailto:lon.laclaire@vancouver.ca)
Date: 3/25/2021 9:39:15 AM
Subject: Memo - Supporting Businesses During Broadway Subway Construction by implementing Pay Parking in the Mount Pleasant Industrial (MPI) Area
Attachments: Memo - Supporting Businesses During Broadway Subway Construction by implementing Pay Parking in the Mount Pleasant Industrial (MPI) Area.pdf

Dear Mayor and Council,

Please see the attached memo from Lon LaClaire. A short summary of the memo is as follows:

- Starting in April 2021, staff plan to implement on-street pay parking within the Mount Pleasant Industrial (MPI) area (area generally bounded by Main St, Yukon St, W 2nd Ave, and Broadway), starting in the southern part of the area.
- This action:
 - is in alignment with Mount Pleasant Industrial (MPI) Area Parking Strategy, approved by Council in 2018;
 - will improve parking availability for customers of Broadway businesses when street parking is impacted by Broadway Subway construction; and,
 - forms part of the City's business case for the city-wide replacement of parking meter equipment.
- The adjacent Mount Pleasant BIA as well as all property owners and businesses within the MPI area will be notified via letter of the upcoming changes.

If you have any questions, please feel free to contact Lon LaClaire at 604-873-7336 or lon.laclaire@vancouver.ca.

Best,
Paul

Paul Mochrie (he/him)
Acting City Manager
City of Vancouver
paul.mochrie@vancouver.ca



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməŋəm (Musqueam), ləwú 7mesh (Squamish), and səilwətəl (Tseil-Waututh) Nations.

MEMORANDUM

March 23, 2021

TO: Mayor and Council

CC: Paul Mochrie, Acting City Manager
Karen Levitt, Deputy City Manager
Lynda Graves, Administration Services Manager, City Manager's Office
Maria Pontikis, Director, Civic Engagement and Communications
Rosemary Hagiwara, Acting City Clerk
Anita Zaenker, Chief of Staff, Mayor's Office
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Paul Storer, Director of Transportation
Taryn Scollard, Director of Streets

FROM: Lon LaClaire
General Manager of Engineering Services

SUBJECT: Supporting Businesses During Broadway Subway Construction by implementing Pay Parking in the Mount Pleasant Industrial (MPI) Area

Starting in April 2021, ahead of the Broadway Subway construction, staff plan to implement approximately 260 spaces of metered parking in the southern portion of the Mount Pleasant Industrial (MPI) area.

This action accelerates directions identified in the Mount Pleasant Industrial (MPI) Area Parking Strategy, approved by Council on May 16, 2018, which calls for the introduction of metered parking to achieve target parking occupancies of under 85%. After this initial action, staff plan to monitor the remainder of the rapidly growing MPI area to determine if additional metered parking is required.

The revenue anticipated as part of this action forms part of the City's business case for the citywide replacement of parking meter equipment and allows for an accelerated payback of this project.

Initial Meter Expansion Details

Approximately 260 on-street spaces are planned to be converted to pay parking in the area bounded by Yukon Street, Quebec Street, W 7th Avenue, and W Broadway. Figure 1 below shows the new pay parking area and its geographical relation to the Mount Pleasant BIA area.

All new pay parking will be charged at the City's lowest parking rate of \$1 per hour and will be in effect between 9 AM and 10 PM.

Currently, unregulated parking occupancy in the area is well above 85% with low turnover. This current parking situation for Broadway customers is expected to further deteriorate when parking availability on Broadway is impacted due to subway construction. Introducing pay parking in the MPI area encourages parking turnover, improves parking availability for Broadway customers, and is important in sustaining Broadway businesses in the coming years.



Figure 1 - Planned Pay Parking within MPI Area

Recognizing that streets in this area also serve many commuters who work around the area during normal business hours, a flat daily rate of \$5 will also be available for people looking to park for extended periods (up to 9 hours) between 9 AM and 6 PM. This new pay station feature will enable a functional flat rate for longer-term paid parking, which are all currently unregulated and unmetered. Any existing special zones (e.g. loading zones, passenger zones) or residential permit parking regulations will remain unchanged as a result of this work.

Future Meter Expansion in the MPI Area

The MPI area is experiencing significant land use changes. Since 2016, approximately 190,000 ft² of commercial office space has been built. An additional 266,000 ft² of office space is currently under construction and 95,000 ft² of office space is approved but not yet under

construction. This corresponds to the addition of approximately 2300 new jobs in the area since 2016. Even a small amount of vehicle usage associated with this growth will increase on-street parking demands and pressures.

After pay parking is implemented in the southern portion of the MPI area, the parking performance of the remainder of the MPI area will be monitored. Blocks that are found to be above 85% occupancy will be considered for conversion to metered parking. Figure 2 below shows the potential areas for pay parking expansion and their geographical relation to the Mount Pleasant BIA area.

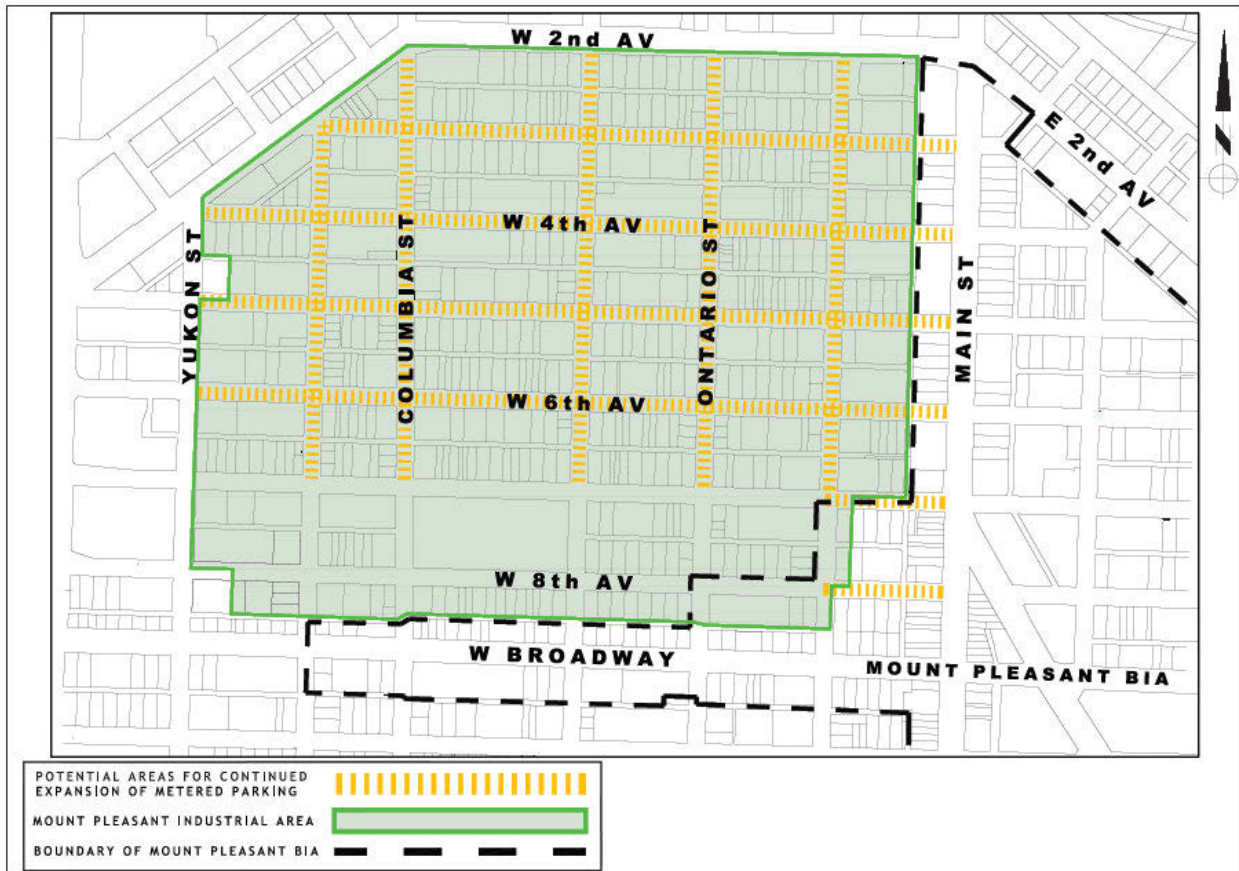


Figure 2 - MPI Area Potential Future Metered Areas

Public Notification

Staff plan to mail notification letters to all impacted businesses and landowners to inform them of:

- changes occurring adjacent to or near their business/property;
- the details and benefits of the 2018 Council-approved Mount Pleasant Industrial (MPI) Area Parking Strategy; and,
- the need to accelerate the implementation of pay parking in the south end of the MPI area to improve parking availability for customers and businesses due to the Broadway Subway construction.

I trust that this memo provides sufficient information regarding the upcoming implementation for this project. Should you have any questions please feel free to contact me directly.

Yours truly,

A handwritten signature in blue ink, appearing to read 'Lon LaClaire', with a horizontal line extending to the right.

Lon LaClaire, M.Eng., P.Eng.
General Manager, Engineering Services

Appendix A - Mount Pleasant Industrial Area Background Information

The MPI Area Parking Strategy is intended to support sustainable transportation modes for both visitors and businesses in the area. For on-street parking, the Strategy recommends a performance-based approach that includes the introduction of new measures which include: time limits, short-term metered parking, and long-term metered parking to achieve target parking occupancies of under 85%. This occupancy target ensures that motorists trying to park are well served at their destinations by providing at least 1 to 2 spaces per block during peak periods and addresses the safety, congestion, and Greenhouse Gas (GHG) impacts associated with unnecessary driving around to search for on-street parking.

Area Overview

The MPI area is generally defined as the area north of Broadway, south of 2nd Avenue, east of Yukon, and west of Main Street, shown in Figure 1. The area is characterized by smaller lots with existing industrial and office buildings. The I-1 Zoning in this area generally permits development up to 3.0 FSR; however, provision of the parking and loading required for development of this density presents challenges on smaller lots. These smaller lots limit the amount of surface parking and are also encumbered by other loading and storage requirements. Shortfalls of this nature are typically remedied during redevelopment when additional parking and loading facilities can be constructed as per the requirements of the Parking By-law.

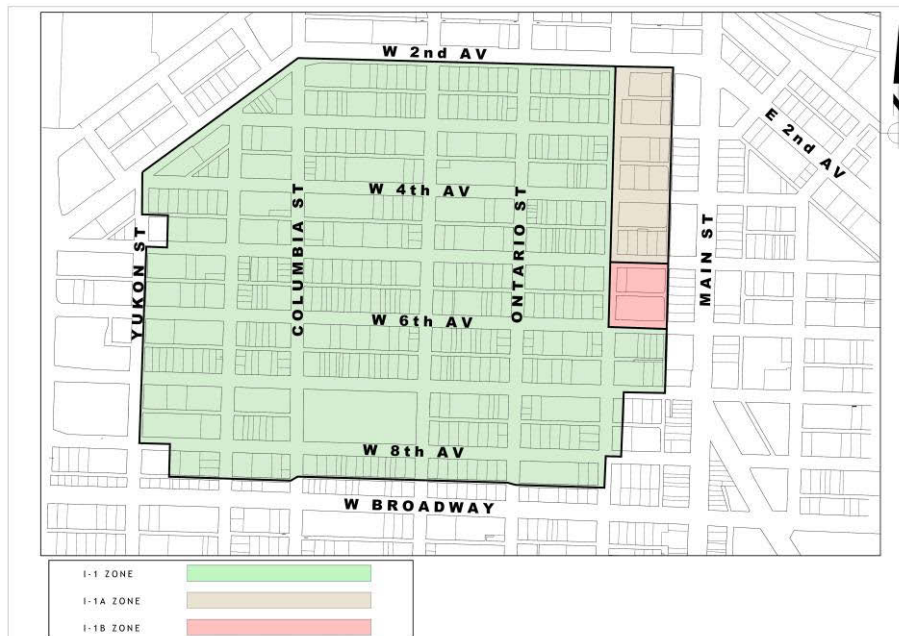


Figure 1 – Mount Pleasant Industrial Area Zoning Map

Today, there are approximately 1900 on-street parking spaces and a significant amount of these

spaces are unregulated free parking which is well utilized by businesses, visitors, and commuters in the area.

To better manage on-street parking in the MPI area, a performance-based approach is recommended, and on-street pay parking will be implemented as part of the MPI Area Parking Strategy. In 2016, the Parking Meter By-law was amended to allow a data driven parking meter program that:

- Allows parking meters to be installed as required to manage curbside availability;
- Adjusts on-street parking rates to achieve about one or two free spaces on a block;
- Adjusts parking meter rates annually based on data collected regularly throughout the previous calendar year; and,
- Adjusts on-street parking rates independently for daytime and evening periods.

Given the limited amount of retail activity in the MPI area, which requires short duration stays, as well as the use of on-street parking by commuters, metered parking introduced in the area will also be installed to permit long-term stays.