



TO:	GENERAL COMMITTEE
SUBJECT:	EXTENSION OF LOADING ZONE PARKING STANDARD – DOWNTOWN BARRIE
WARD:	2
PREPARED BY AND KEY CONTACT:	S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT, EXT. 5036
SUBMITTED BY:	S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT
GENERAL MANAGER APPROVAL:	A. MILLER, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT
CHIEF ADMINISTRATIVE OFFICER APPROVAL:	M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

RECOMMENDED MOTION

1. That effective June 30th, 2020, the temporary “Loading Only Zone” parking standard be extended to include side streets to the north and south of Dunlop Street between Poyntz Street to Toronto Street and as identified in Appendix “A” of Staff Report ECD012-20 to improve traffic flow in support of curb-side pick-up at downtown businesses.
2. That the temporary “Loading Only Zone” remain in place until the BIA requests their removal or a decision is made to move back to enforcing paid parking operations.
3. That staff in the Economic and Creative Development Department report back on any changes made to the affected parking zone standards at the first meeting of Council after summer recess, and in accordance with Traffic By-law 80-138.

PURPOSE & BACKGROUND

4. The purpose of this report is to temporarily extend the ‘Loading Only Zone’ parking standard to side streets immediate to the north and south of Dunlop Street between Poyntz Street and Toronto Street in the downtown, which would limit parking to no more than ten minutes.
5. On May 11th, 2020, Council Resolution 20-A-058 was approved for the implementation of a temporary loading zone standard on Dunlop Street from Poyntz Street to Toronto Street in support of traffic movement and curbside pick-up as a result of COVID-19 impacts to business operations.
6. The temporary measure was implemented to improve traffic flow in support of curbside pick-up and physical distancing measures for businesses in the area.
7. Following this approval, a request was received from two BIA member to extend the ‘loading only zone standard’ beyond Dunlop Street to side streets north of Dunlop Street.
8. To take a more holistic approach, staff reached out to the BIA to determine interest in a broader approach that would cover on-street parking throughout the downtown core. The BIA reached out to their membership and the following responses:

'Loading area everything from Owen to Clapperton has access though the back alley for deliveries. Curbside pickup - we have been doing it for 3 months now and its working just fine for us.'

'For me the loading zone has been very helpful for people just running into my store to do curbside pick-up. By saying to people you can just park on the street for 10 minutes it makes the process easier than trying to find somewhere to park and then have to hike down the street.'

9. Although Provincial restrictions have moved to Stage 2, permitting more shops to open, including outdoor dining, the BIA has indicated continued support to this approach.

ANALYSIS

10. A shortened parking limit for on-street parking in the downtown would facilitate and promote both ease of curbside pick-up and traffic flow through.
11. Due to Dunlop Streetscaping construction, providing limited on-street parking along the side streets will provide additional access for curbside pick-up.
12. The temporary "Loading Only Zone" parking standard would be intended to remain in effect until the City decides to move back to enforcing paid parking operations or there is a formal request from the BIA to remove the standard. Enforcement will be done a complaint basis.
13. Meters will be bagged and notified of the loading zone standard and the BIA will work with Communications staff to provide updated parking information through the City and BIA websites, along with on-street signage.
14. Should a request be made by the BIA to remove the 'loading zone standard', staff will review the request and work with Transit and Parking Strategy staff to execute the removal in a cohesive and stream-lined manner.
15. Providing flexible parking solutions to respond to consumer demand for curbside access for the pick-up of goods from downtown establishments increases opportunities for revenue generation for retailers.
16. As the City of Barrie is currently providing free parking in its downtown lots, long-term parking for employees and construction workers and patrons can be facilitated in those lots.
17. In addition, retailers/restaurants could also facilitate curb-side pick-up from proximity lots where curbside pickup is impeded by construction. Staff will also seek to identify opportunities to provide "Loading Zone Only" parking in Chase McEachern to facilitate curbside pick-up.

ENVIRONMENTAL AND CLIMATE CHANGE IMPACT MATTERS

18. There are no environmental and/or climate change impact matters related to the recommendation.

ALTERNATIVES

19. The following alternatives are available for consideration by General Committee:

Alternative #1

General Committee could decide to not to approve the temporary 'Loading Zone Only' extension to side streets north and south of Dunlop Street between Poyntz Street and Dunlop Street.

This alternative is not recommended as the BIA, representing their membership, has demonstrated support for this action in response to the needs of businesses.

FINANCIAL

- 20. Costs associated with this recommendation are approximately \$1250 for internal creation of metre tags that would be branded in support of informing residents of the parking restriction in support of curbside pick-up.
- 21. The \$1250 cost will be accommodated within Economic and Creative Development as a component of response and recovery actions and staff will seek to cost share with the BIA.
- 22. Additional street signage costs would be the responsibility of the BIA.

LINKAGE TO 2018-2022 COUNCIL STRATEGIC PLAN

- 23. The recommendation(s) included in this Staff Report support the following goals identified in the 2018 - 2022 Strategic Plan:

Growing Our Economy

- a) Making it easier to do business.

APPENDIX "A"

Proposed Extension of "Loading Zone Only" Parking Standard

Downtown Loading Zones: Proposed Expansion

Last updated June 12, 2020

