



TO:	GENERAL COMMITTEE
SUBJECT:	EXTENSION OF LOADING ZONE PARKING STANDARD – DOWNTOWN BARRIE
WARD:	2
PREPARED BY AND KEY CONTACT:	M. BALOGUN, BUSINESS DEVELOPMENT OFFICER, EXT. 5035
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, retroactively to September 9, 2020, the temporary “Loading Only Zone” parking standard be kept in place as identified in Appendix “A” of Staff Report ECD016-20 to improve traffic flow in support of businesses receiving deliveries due to construction taking place in the downtown area.
2. That the temporary “Loading Only Zone” parking standard remain in place until the Downtown Business Improvement Association (BIA) requests its removal or until the Dunlop Streetscape Project is completed.

PURPOSE & BACKGROUND

3. The purpose of this report is to temporarily extend the ‘Loading Only Zone’ parking standard in the downtown, which would limit parking to no more than ten minutes in the zones identified in Appendix ‘A’ to Staff Report ECD016-20.
4. The original temporary measure was implemented to enable traffic flow, to ensure the ease of customer curbside pick-up and the delivery of goods, and to support physical distancing measures for businesses in the area.
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. On June 29th, 2020, Council Resolution 20-G-100 was approved to keep the temporary “Loading Only Zone” in place until the BIA requests their removal or a decision is made to move back to enforcing paid parking operations.
7. Starting on September 8th, 2020, enforced paid parking operations will resume in the downtown triggering the need to re-assess whether the “Loading Only Zone” parking standard is still required by downtown businesses.

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8. The BIA has determined that while curb-side pick up for customers is no longer needed, temporary "Loading Only Zone" parking is still required for the delivery of goods into businesses that are affected by construction from the Dunlop Streetscape Project.

ANALYSIS

9. While enforced paid parking operations will begin on September 8th, 2020, there will be other options that will allow residents and visitors to support local after this time – including two-hour free parking that will be back in effect as part of the We Dig Downtown Dunlop Street construction project.
10. Two (2) hour free parking will also be available in the Chase MacEachern Way lot ((including the 15 Bayfield Street lot) and the Maple Avenue Central parking lot until the end of the construction project). Residents and visitors must print a receipt from the machine and display it in their vehicle dashboard to be eligible for free two-hour parking in these lots.
11. Due to construction associated with the Dunlop Streetscape Project, continuing to provide limited on-street parking along the side streets will provide additional access for the delivery of goods into businesses.
12. A shortened parking limit for on-street parking in the downtown facilitates and promotes the ease of traffic flow.
13. Providing flexible parking & delivery solutions to downtown establishments improves the ability to keep supplies fresh and up to date, while increasing opportunities for revenue generation for retailers.
14. In the event that the second wave of COVID-19 were to occur in the fall of 2020, the "Loading Only Zone" parking standard will be in place, and businesses will be able to easily re-start the process of offering curb-side pick up to customers, while also receiving delivery of goods as necessary.
15. Meter heads and pay stations will be bagged as needed and the BIA will work with Communications staff to provide updated parking information through the City and BIA websites. Free parking signage that was installed in the spring will be removed with the expectation that people pay for parking anywhere they do not see a "Curbside Pickup" sign or a "Temporary Loading Zone" sign.
16. Should a request be made by the BIA to remove the "Loading Zone Only" standard, Economic & Creative Development staff will review the request and work with Transit & Parking Strategy staff to execute the removal in a cohesive and streamlined manner.

ENVIRONMENTAL AND CLIMATE CHANGE IMPACT MATTERS

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

ALTERNATIVES

18. 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' designation until the BIA requests the removal or until the Dunlop Streetscape Project is completed.

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

19. No additional costs are associated with this recommendation, as all resources used to previously run this program such as metre tags will remain in place. Parking revenues would not be generated on the 'Loading Zone Only' spaces.
20. Any additional street signage costs would be the responsibility of the BIA.

LINKAGE TO 2018-2022 COUNCIL STRATEGIC PLAN

21. 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

Temporary Loading Only Zones

Parking in these temporary "loading only zones" is limited to standing for 10 minutes or less. This change will help maintain traffic flow in the area and improve access for curbside pickup. The change is in effect until further notice. Parking options may be temporarily limited by construction projects or special events. Check barrie.ca/DowntownParking for any temporary closure notices.

