

PURPOSE & BACKGROUND

3. Staff Report RPF005-14 addresses the use of waterfront parking lots for special events with the implementation of a special event parking lot reservation fee based on a per stall, per day calculation. The report also exempts patrons who've booked the use of the Southshore Centre in 2014 from paying meter rates.
4. On January 27, 2014, City Council adopted Motion 14-G-015 regarding the review of parking rates along the waterfront which states:

"That visitor parking charges on the waterfront be implemented as soon as practical in 2014."
5. The implementation of pay parking at the eight (8) designated waterfront lots will require non-residents to pay \$3.00/hr, \$15.00 daily maximum. Barrie residents who display their Resident Pass are exempt from the meter rates. Refer to Appendix "A" for the locations of the waterfront lots.

ANALYSIS

6. A total of four hundred and fifty five (455) parking stalls are provided within the eight (8) waterfront parking lots. Approximately three (3) private and two (2) City run events occur throughout the summer which requires the closure of various waterfront parking lots. There are also many events held within waterfront parks that require the use of the parking lots. It's anticipated that the half of the attendees will be residents of Barrie and therefore exempt from paying the hourly rates.
7. Staff are proposing a daily fee of \$7.50/stall/day for special event lot closures, assuming 50% of the proposed \$15 daily maximum parking rates as 50% of the current users are non residents. This rate is to apply for the reservation of the waterfront lots as listed in the recommended motion. The downtown daily rate is \$5.50/stall/day
8. The Southshore Centre currently has forty three (43) 2014 bookings for the use of the facility for events such as weddings and socials. For these events the intent is not to charge the organizers of the venue for the reservation/use of the parking lot or to charge their attendees the hourly rate. The use of the parking lot will be free of charge with the display of a Southshore Centre parking pass exempting them from payment for the day of their event.
9. Based on the implementation of a special event parking lot reservation fee and the exemption of 2014 Southshore Centre bookings from paying parking rates it is recommended that Fees By-law, Schedule "J", Section "5" "Parking Fees" be amended effective January 1, 2015 by adding the following:

Special Event Parking Lot Reservation	2015 Approved Fee
Johnsons Beach Lot	\$7.50/stall/day
Marina Lot	\$7.50/stall/day
Minets Point Lot	\$7.50/stall/day
North Centennial Lot	\$7.50/stall/day
South Centennial Lot	\$7.50/stall/day
Southshore Centre	\$7.50/stall/day
Tiffin Boat Launch	\$7.50/stall/day
Tyndale Park Lot	\$7.50/stall/day

That Fees By-law 2014-0218, Schedule "J", Section "5" "Parking Meter Fees" be amended by deleting the following:

Visitor Waterfront Parking	\$3.00/hr, \$15.00 daily max. 9:00AM – 5:00PM Mon-Fri
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and adding the following:

Visitor Waterfront Parking	\$3.00/hr, \$15.00 daily max. Monday to Sunday (2014 Southshore facility bookings exempt)
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10. Staff plan on modifying the current \$60 yellow monthly parking permit to include non-resident waterfront parking users. Waterfront users who pay for a monthly permit as a non-resident will have the dual benefit of using yellow level parking lots within the downtown, or if they currently purchase any monthly permit they could use their existing parking permit on residential waterfront lots.

ENVIRONMENTAL MATTERS

11. There are no environmental matters related to the recommendation.

ALTERNATIVE

12. There are two (2) alternatives available for consideration by General Committee:

Alternative 1

General Committee could decide to not implement the special event parking lot reservation fee.

This alternative is not recommended as the closure of the waterfront lots will result in a loss of approximately \$11,000 in parking revenue without the implementation of the proposed fee.

Alternative 2

General Committee could decide not to exempt 2014 Southshore Centre booking patrons from the hourly and daily maximum parking rates.

This alternative is not recommended as those parties which have reserved the facility for 2014 were not aware of the additional cost at the time of booking their reservation.

FINANCIAL

13. It is estimated that the implementation of the special event parking lot reservation fee will generate approximately \$11,000 towards the parking reserve with minimal costs to implement.
14. Staff plan to prepare a memorandum to Council to provide an update on the financial implications of the waterfront parking decisions.

LINKAGE TO COUNCIL STRATEGIC PRIORITIES

15. The recommendations included in this Staff Report are not specifically related to the goals identified in the 2010-2014 City Council Strategic Plan.

Appendix "A"



The City of
BARRIE

Waterfront Parking Map

LEGEND:
○ Proposed Paid Waterfront Parking Lots
○ Proposed Paid Waterfront Parking Lots

DATE:
March 2014
SCALE:
NTS





The City of
BARRIE

Waterfront Parking Map

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○ Proposed Paid Waterfront Parking Lots

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