



# Town of Goderich Downtown Parking Study

COUNCIL PRESENTATION

JANUARY 6, 2025

# Agenda

- ▶ Introduction
- ▶ Study Area
- ▶ Existing Parking Conditions
- ▶ Parking Survey
- ▶ Average Parking Utilization
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- ▶ Recommendations



A word cloud graphic featuring various terms related to shopping and accessibility. The words are arranged in a cluster, with some oriented vertically and others horizontally. The colors of the words include dark blue, green, orange, and brown. The words include: ACCESSIBLE (vertical), SHOPPING, FREE, stores, businesses, square, shops (vertical), CLOSE, walk, ANGLE, Easy, destination, always, ACCESS, convenient, and downtown.



# Introduction

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Goderich initiated the study in July 2024 to:

- Understand the perception of parking availability
- Identify the needs of the public and downtown business community
- Make recommendations related to parking needs for further studies

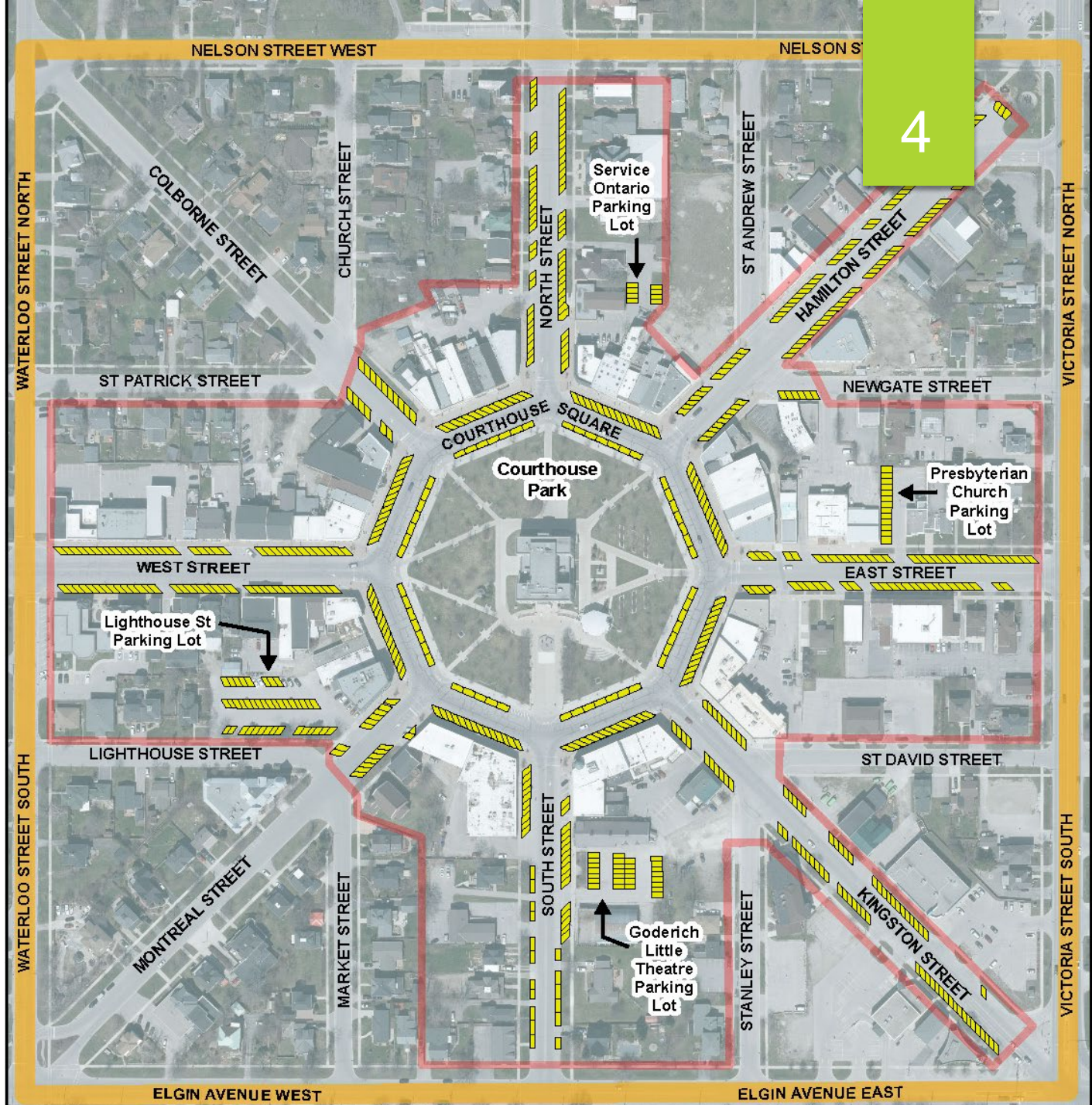
The study incorporated:

- Parking survey (counts) in July and August, including two Saturdays
- Online public survey
- Business survey



# Goderich Downtown Parking Study Area

- ▶ Study focused on parking availability within the downtown core.
- ▶ Included all on-street, painted spaces within the downtown core and the following parking lots available for public use (as established by an agreement with private owners):
  - ▶ Knox Presbyterian Church Lot (9 Victoria Street North)
  - ▶ Livery Theatre Parking Lot (35 South Street)
  - ▶ Service Ontario and Trojan and Fincher Parking Lot (38 and 44 North Street)
  - ▶ Lighthouse Street Parking Lot (north of the Library)





# Existing Parking Conditions

- ▶ 698 spaces available for parking in the downtown core. The count excluded spaces utilized for patios, dumpsters or marked private.
  - ▶ 166 parking spaces located around Courthouse Square, with 112 angle spaces and 54 parallel spaces.
- ▶ There are 14 accessible parking spaces,
- ▶ There are 4 parking lots within the downtown core supplying 89 parking spaces.

Parking Space Type	Count of Spaces
On-street, angle	538 (77%)
On-street, parallel	71 (10%)
Off-street, spaces in lots	89 (13%)
<b>Total</b>	<b>698</b>

Parking Lot	Count of Publicly Available Spaces
Knox Presbyterian Church	13
Goderich Little Theatre	28
Service Ontario and Troyan & Fincher	8
Lighthouse Street	40
<b>Total</b>	<b>89</b>





# Parking Survey

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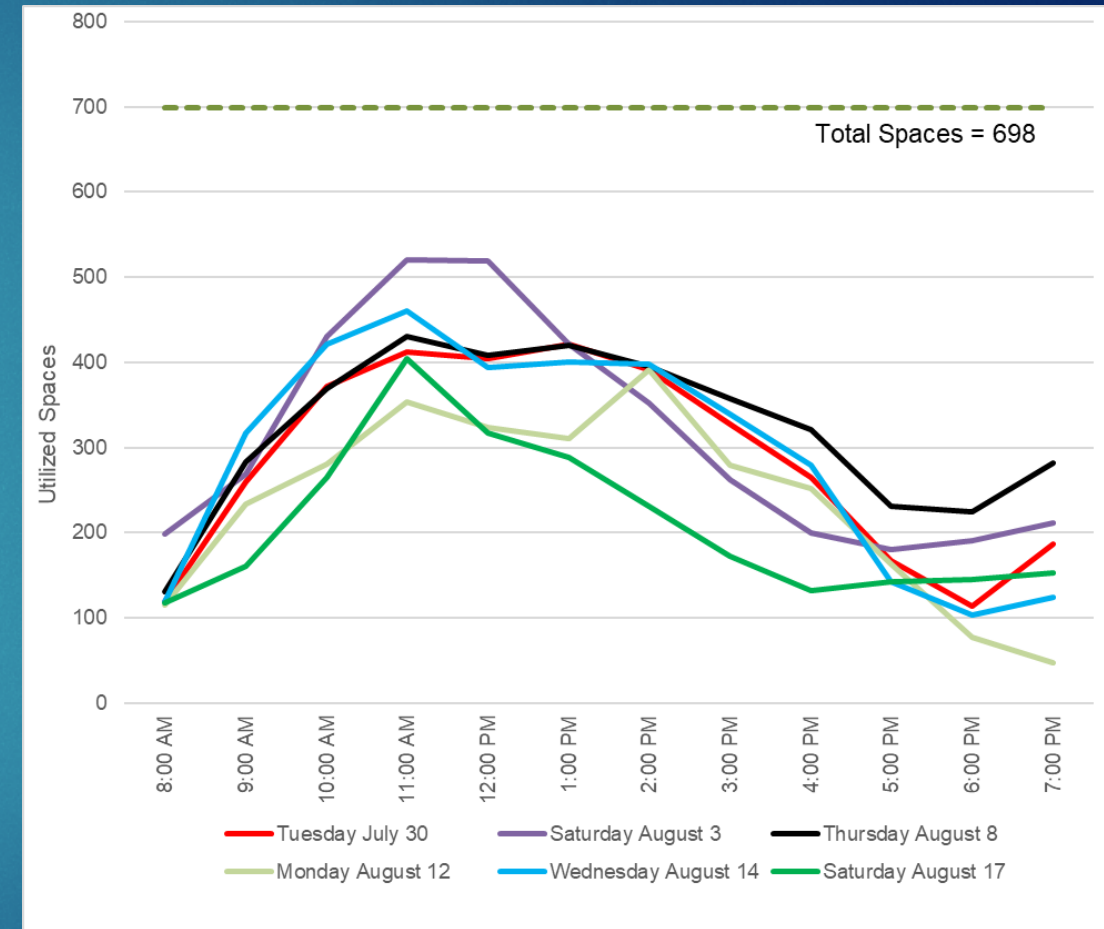
- ▶ BMROSS conducted 6 parking surveys to assess parking use, demand, and duration in the downtown core. The surveys were conducted between 8 AM and 8 PM on the following days
  - ▶ Tuesday, July 30<sup>th</sup>, 2024
  - ▶ Saturday, August 3<sup>rd</sup>, 2024
  - ▶ Thursday, August 8<sup>th</sup>, 2024
  - ▶ Monday, August 12<sup>th</sup>, 2024
  - ▶ Wednesday, August 14<sup>th</sup>, 2024
  - ▶ Saturday, August 17<sup>th</sup>, 2024
- ▶ Dates represent a maximum demand scenario – included a long weekend and use during the Saturday markets.
- ▶ Parking usage was recorded hourly for every parking spot in the downtown core. The last three digits of the licence plates of parked vehicles were recorded to determine parking durations and turnover.



# Daily Occupancy and Utilization

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- ▶ For each survey day, the data was analyzed to determine the timing and peak utilization.
- ▶ The greatest demand for parking in the downtown core was between 10 AM and 2 PM. Peak hour utilization (the busiest hour) ranged between 56% (Monday Aug. 12) to 74% (Saturday Aug. 3).
- ▶ **85% utilization is considered the threshold for full utilization. This indicates that throughout the downtown there is sufficient parking.**
- ▶ Peak utilization on the Square generally occurs at 11 AM. Peak utilization rate ranged from 80% to 97.6% (Saturday Aug. 3). At this time, drivers would have struggled to find a parking space on the Square.
- ▶ The parking lot utilization rate varies from 2.4% in the Knox Church parking lot to 24.7% in the Lighthouse Street parking lots.
  - ▶ This indicates that the parking lots are underutilized

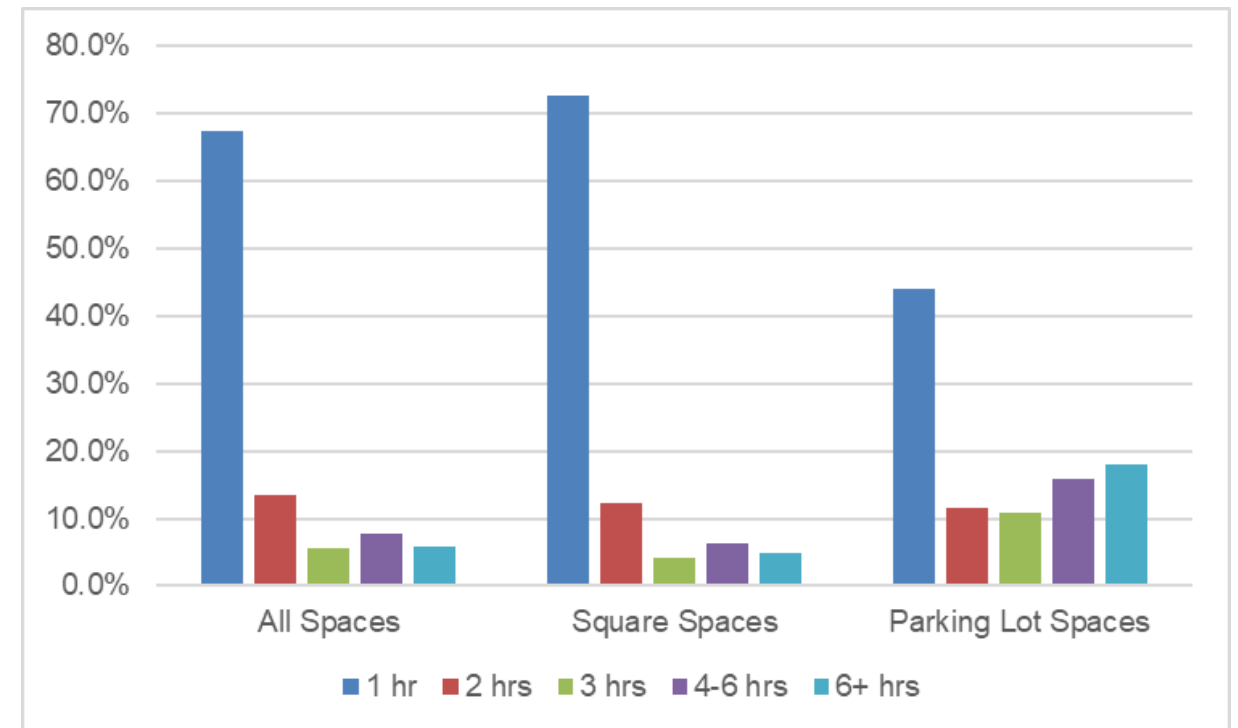


Daily Occupancy by Hour, Downtown Core

# Parking Duration

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- ▶ Duration is the measure of how long a vehicle occupies a parking space. The duration of vehicles within spaces was assessed using the license plate data collected during surveys.
- ▶ There was little variation in parking duration across the different days of the week
- ▶ The following suggests that short-term parking is the primary use of parking spaces within the downtown
  - ▶ 67.3% of vehicles were parked for less than an hour,
  - ▶ 13.3% of vehicles were parked for 2 hours,
  - ▶ 5.6% of vehicles were parked for 3 hours,
  - ▶ 7.8% of vehicles were parked for 4-6 hours, and
  - ▶ 5.9% of Vehicles were parked for 6 or more hours





# Public Survey

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- ▶ There were 916 responses to the online survey.
- ▶ 90% of respondents indicated their primary reason for parking in the downtown core is shopping and accessing businesses and services, 42% were to attend events and 10% were employment. The majority of respondents indicated they park for 20 min to 1 hour.
- ▶ When asked to comment about parking, the common themes from public comments were: convenience, access to downtown businesses, preferring the angle parking, ease of use, lack of fees and availability of spaces.
- ▶ The most common suggestions for improvements included: no changes, wider spaces, more spaces, marking lanes, and encouraging employees not to park on the Square.

# Business Survey

- ▶ Businesses in the downtown core were invited to participate in a business-specific parking survey from August 28<sup>th</sup> to September 10<sup>th</sup>. 60% (81) of businesses completed the survey.
- ▶ Majority of businesses indicated their employees utilize private lots (46 responses) for parking. Many businesses indicated they encourage their employees not to park on the Square.



# Recommendations

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1. Improve Wayfinding Signage for Public Parking – provide additional signage at the parking lots and on Courthouse Square to direct people to the parking lots.
2. Improve Availability of Parking Information – add information to the Town of Goderich website, brochures, and Google Maps regarding parking lots.
3. Continue to Pursue Parking Agreements – there may be additional partnerships that could be pursued with private owners to utilize parking lots during weekends and off-peak hours (after 5 PM).
4. Designate Employee Parking Areas – explore opportunities to designate certain spaces in parking lots for employee parking.
5. Road Closures – avoid road closures on streets that access parking lots, such as Lighthouse Street/Montreal Street, and South Street.
6. Consider the Time Limit on the Outer Courthouse Square Parking Spaces – a 2–3-hour parking limit could be investigated.
7. Work with the Ministry of Attorney General Staff at the Courthouse – work with MAG staff to provide notifications of where public parking can be found for those attending court.





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# Questions and Comments