

PUBLIC INFORMATION CENTRE

Parking Strategy for Downtown Port Elgin and Southampton

Tuesday, October 17, 2023 (Port Elgin)
Wednesday, October 18, 2023 (Southampton)
5:00 pm to 7:00 pm



Welcome!

The purpose our Public Information Centre (PIC) today is to:

- Introduce the study and its purpose
- Summarize current parking conditions and community sentiment
- Obtain your feedback on downtown parking
- Explain the next steps in the process

No recommendations or decisions are being presented tonight.

Please fill in a comment sheet!

We encourage you to record any comments on the sheet provided.

Questions?

Feel free to ask any member of our project team in attendance.
We are happy to assist!

Project Overview

The Town of Saugeen Shores is developing parking strategies for the downtowns of both Port Elgin and Southampton to address current and future needs. This work arises from a recommendation in the Town's **2020 Transportation Master Plan**.

The study is addressing how the community wants to manage its valuable parking assets by exploring questions, such as:

- Should the Town expand the supply of parking to address peak demands on summer weekends?
- Are there different ways to manage parking demand and/or supply to avoid or defer the costly construction of new municipal lots?
- Are there innovative ways to improve the parking experience for visitors, customers, and employees in the downtown areas?
- With changes to travel behaviour, what does the future of parking look like and how do we prepare for it?

The Downtown Parking Strategies Study is assessing the nature and extent of parking needs in both downtown areas for on-street and public locations, and identifying actions to improve conditions.

Project Overview

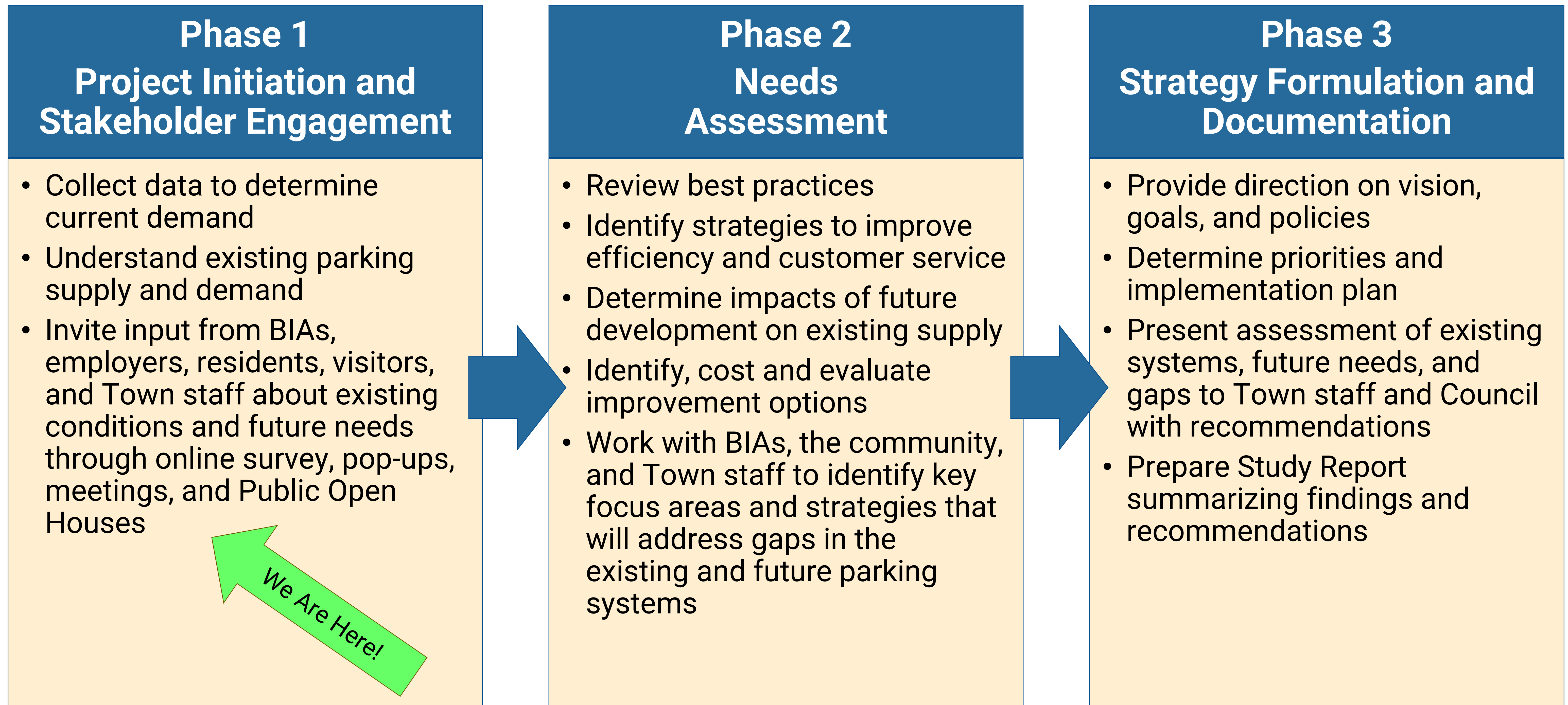
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Study Process



Online Survey Results – Port Elgin

What Works Now:

- Free parking
- Municipal lots
 - “The parking lots are in the open and feel safe.”
- Proximity to amenities
- Quick and easy
 - “It’s convenient, accessible and good for time management.”
- Maintaining small town charm

84% of respondents typically drive to the Downtown

65% of respondents take less than 2 minutes to walk to their destination

52% of respondents primarily go Downtown to shop

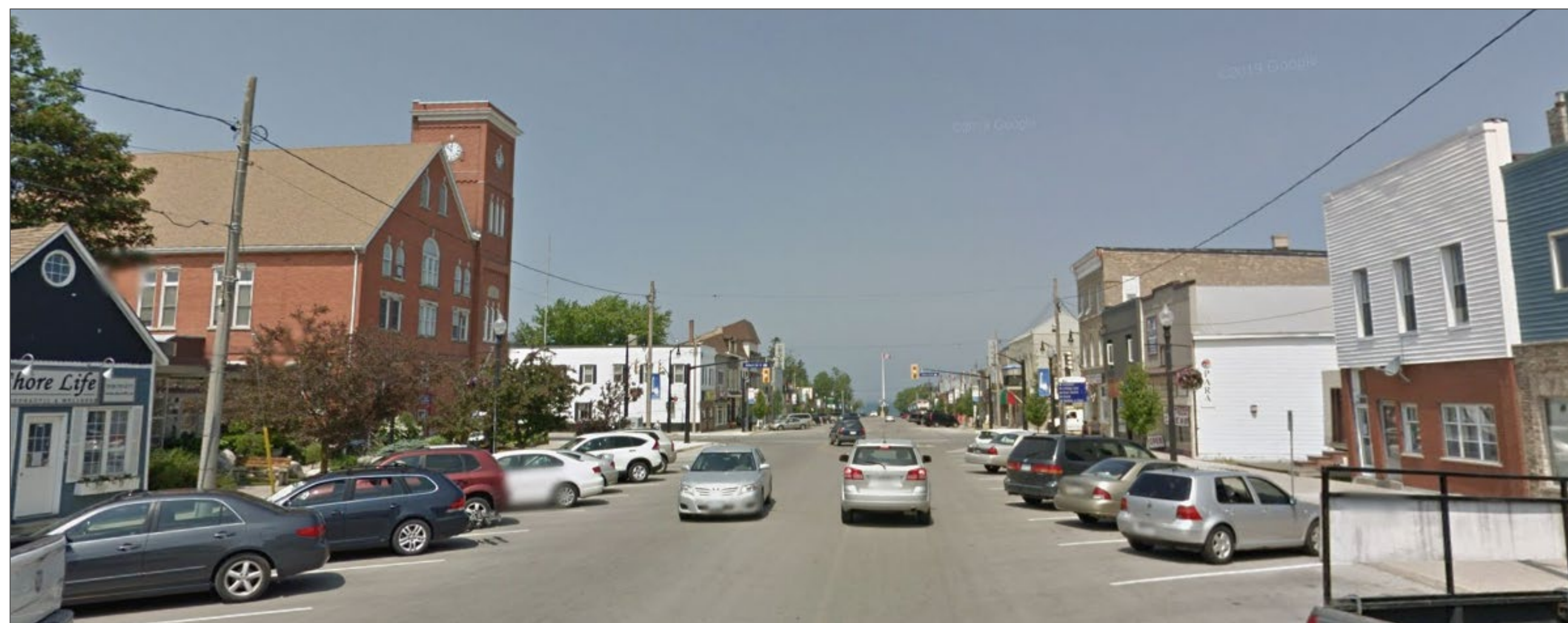
Ideas for Improvement:

- Additional parking
- Enforced timed parking
 - “Time limits during peak hours on Main Street.”
- Designated staff parking
- Parking passes for residents/paid parking
- Signage to parking lots
 - “Designated signs to parking lots. Clearly and visibly marked spaces, well maintained and lit paths to Goderich Street.”
- More accessible/elderly spaces
- More bicycle parking
- EV parking and chargers

Online Survey Results – Southampton

What Works Now:

- Free parking
“I like that there is no charge for parking. Makes me choose Southampton to make purchases.”
- EV space and charging
- Proximity to amenities
“It’s so handy to be able to park right near the store you want to visit.”
- Angled parking



77% of respondents typically drive to the Downtown

79% of respondents take less than 2 minutes to walk to their destination

55% of respondents primarily go Downtown to use a service

Ideas for Improvement:

- Additional parking
- Enforced timed parking
“Parking limits to prevent spots being taken all day.”
- Designated staff parking
- Relocate delivery vehicle loading spaces
“No delivery trucks parking in the middle of the street.”
- Parking passes for residents/paid parking
- More bicycle parking

Study Area – Port Elgin



- Study Area
- Public Lots

Study Area – Port Elgin



- Study Area
- Public Lots

Study Area – Southampton



- Study Area
- Public Lots

Study Area – Southampton



- Study Area
- Public Lots

Parking Survey Findings

The study team conducted parking surveys in downtown Port Elgin and Southampton on August 26 and 30, 2023. Data were collected on one weekday (8:00 AM to 6:00 PM) and one Saturday (9:00 AM to 6:00 PM) in each downtown area to determine current parking demand.

Port Elgin

- The current supply totals 441 on-street spaces and 176 spaces in lots
- Less than 50% of the available supply occupied for both lots and on-street
- Maximum demand was observed at either 12:00 PM or 1:00 PM
- 81% of spaces were occupied for less than two hours

Southampton

- The current supply totals 505 on-street spaces and 92 spaces in lots
- Lots reached a combined maximum demand of 73% of the available supply
- Less than 50% of the available supply occupied for on-street spaces
- Maximum demand was observed at either 12:00 PM or 1:00 PM
- 85% of spaces were occupied for less than two hours

Common Issues from Online Survey

More side-street parking	More parking lots	Paid parking	Parking passes
Designated staff parking	Time-limited parking	Bicycle parking	More accessible spaces
EV parking			

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High Street Renewal, Southampton

The Southampton BIA engaged John MacDonald Architect to explore opportunities for the renewal of High Street. The review included a potential parking strategy to support the proposed streetscape design concepts, which this study will consider. Key points include:

- Explore opportunities to mark out parking spots on side streets and create new parking areas away from High Street
- Include signage directing visitors to areas for beach parking and long-term parking away from the core block(s)
- Increase short-term parking at the lookout
- Balance parking with streetscape
- Change parking configuration based on season
- Retain angled parking
- Attain overall net gain in supply

BIA Southampton High Street Renewal-Southampton

Parking Strategy

Enhance parking options, so that High Street works flexibly: creating a more active pedestrian streetscape during Visitor Season while having convenient parking that expands during Winter Season.

- Retain Angled Parking
- One Lane Each Way, Reduced Centre Loading Space.
- Identify Available Parking spaces throughout the core (Paint Lines and increase adjacent parking).
- Create an Overall net gain in parking spaces.

High Street and Victoria Parking Count
Existing 343 spaces: Identified 172. Un-identified 171.
Proposed Off-season, 346 spaces:
Minor reduction in Visitor Season for patios and events



Similar Concepts Elsewhere Charlotte, NC



Sarasota Paris, ON Collingwood, ON

John MacDonald Architect

Next Steps

Following this Public Information Centre, the Study Team will:

- Review comments and input received through the engagement events
- Continue to process data and undertake background research
- Identify strategies to improve efficiency and customer service for downtown parking
- Determine impacts of future development on existing supply
- Identify, cost and evaluate parking improvement options

Next time you'll see us:

- Present proposed study recommendations

Getting Involved

Your input is important, and comments are always welcome! You can get involved by:

- Asking questions or discussing issues with the Project Team following this presentation
- Requesting to be added to the project contact list to receive future correspondence
- Visiting the project webpage by scanning the QR code below or at: www.saugeenshores.ca

Please submit any comments using the Comment Form provided tonight or online by **November 3, 2023**.

If you have any questions or comments, please contact:

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Thank you for attending tonight!

