

## Committee of the Whole (1) Report

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**DATE:** Tuesday, October 5, 2021

**WARD:** 4

**TITLE: VAUGHAN METROPOLITAN CENTRE (VMC) PARKING PILOT  
BYLAW AMENDMENTS**

**FROM:**

Haiping Xu, Deputy City Manager, Planning and Growth Management

**ACTION:** DECISION

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**Purpose**

The purpose of the Report is to amend existing traffic and parking by-laws in Vaughan's downtown to permit the Council approved VMC paid on-street parking pilot. This report also seeks Council approval to enter into an agreement with the local landowner, Penguin-Calloway (Vaughan) Inc., to implement the Pilot Project on unassumed streets.

**Report Highlights**

- Precise ParkLink was selected by the City as the successful vendor in Q2 2021 to partner in the delivery of paid on-street parking on three streets in the VMC.
- Parking pilot implementation is being coordinated with the opening of the Centre of Community building in the VMC.
- Amendments are required to the existing traffic and parking by-laws to permit parking on three streets in the VMC; New Park Place, Applemill Road and Buttermill Avenue.

**Recommendations**

1. THAT Traffic By-law 284-94 as amended, be amended to establish a framework to prohibit motor vehicles from accessing or parking in the dedicated cycling facility adjacent to parking by defining the cycling facilities and their use and updating the definition of a bicycle, in accordance with Attachment 2 of this Report;

2. THAT Parking By-law, 064-2019, as amended, be further amended to allow a two-year on-street pay and display parking pilot in the City of Vaughan (the City), on portions of streets, including Applemill Road, Buttermill Avenue and New Park Place, in accordance with Attachment 3 of this Report; and
3. THAT Council authorize the City Manager to execute and enter into a written agreement with Penguin-Calloway (Vaughan) Inc., on behalf of the City, where necessary, in accordance with this Report and in a form satisfactory to the City Solicitor, to enable the implementation of the Pilot Project on the following unassumed roads:
  - a) New Park Place from Edgeley Boulevard to Millway Avenue
  - b) Applemill Road from Edgeley Boulevard to Millway Avenue
  - c) Buttermill Avenue from Applemill Road to Portage Parkway.

## **Background**

Since the opening of the TTC Subway Station in December 2017, Vaughan residents and users of the Subway have raised concerns with respect to the lack of public parking and the over utilization of limited passenger pick-up drop-off (PPUDO) spaces. Concerns also include by-law compliance and enforcement challenges. Demand for parking continues to rise as a result of the rapid growth in the VMC Mobility Hub and the overall development of the downtown. More specifically, the challenge continues to be the availability of short-term, accessible and convenient on-street parking adjacent to key destinations for residents, businesses, delivery operators, transit passenger pick-up/drop-off activities, taxis, and transportation network companies. To address the rising demand for on-street parking in the City's downtown, in 2020, Council approved a 2-year Pilot Project on three streets in the Mobility Hub. They include New Park Place, Applemill Road and Buttermill Avenue, as identified in Attachment 1 of this report. The objective of the Pilot is to introduce short-term on-street parking to mitigate some of these concerns and closely monitor the outcomes of the project.

## **Previous Reports/Authority**

[VMC Pay-And-Display On-Street Parking Pilot Project](#)

[VMC Current Parking Conditions and Strategy For Management](#)

[VMC Implementation Plan and Priority Infrastructure Project Update March](#)

[2019 Mobility Hub Construction Update April 2018](#)

[VMC Term of Council Priorities and Implementation Update April 2018](#)

## **Analysis and Options**

### ***Parking by-law amendments are required to support the implementation of the Pilot Project***

The current parking by-law for the VMC includes no parking and no stopping on any streets within the downtown area. The by-law only permits short term ten-minute passenger pick up and drop off along Millway Avenue and New Park Place, west of Millway Avenue.

With the implementation of the Pilot Project, parking by-law amendments are required for the proposed streets on New Park Place, Applemill Road and Buttermill Avenue.

#### **1. New Park Place**

New Park Place (NPP) is a pedestrian priority local street in the City's downtown with a 22-metre right of-way (ROW), designed to accommodate parking on both sides of the street. Passenger pick-up/drop-off (PPUDO) spaces will continue to be maintained from Millway Avenue to approximately 140 metres west on both north and south sides of the street. The remainder of the street, on which the Pilot is proposed to be implemented, currently has parking prohibition anytime on both sides of the street. These existing parking prohibitions need to be amended to permit paid on-street parking for a maximum of three hours with no overnight parking between 2-6 AM. In addition, existing peak hour stopping restrictions (No Stopping 7-9am and 4-6pm) are recommended to be repealed to permit on-street parking. Two parking meters, one on each side, are proposed at mid-block locations between Edgeley Boulevard and Millway Avenue.

#### **2. Applemill Road**

Apple Mill Road is a collector roadway with a 4-lane cross section with dedicated lanes for cycling facilities. The on-street parking will be accommodated in the curb lane adjacent to the cycletrack. The 950 metres road exists in its entirety today between Applewood Crescent and Jane Street. Paid on-street parking, as part of the Pilot, is proposed on both sides of Applemill Road between Edgeley Boulevard and Millway Avenue.

The same parking and stopping prohibition exist for Applemill Road as mentioned above for New Park Place, thus by-law amendments are required to also permit paid on-street parking and rescind the existing stopping restrictions during peak hours.

In addition to these by-law amendments, bicycle and cycletrack lane designations are proposed for the cycling facility adjacent to the parking lane on both sides of the street. In order to prohibit motor vehicles from entering the cycling facility adjacent to parking on both sides of the street, traffic by-law amendments are proposed that include definitions of a cycle track, bicycle lane and designates it for use only by cyclists. The definition of a bicycle has also been updated to only include bicycles driven primarily by muscular power. Separation between the bicycle facility and parking lane will be emphasized with pavement markings and signage, in addition to the rollover physical curb.

### 3. Buttermill Avenue

Buttermill Avenue is a new local street from Portage Parkway to Apple Mill Road, a length of approximately 250 metres. The south segment exists today from Apple Mill Road to approximately 100 metres north. The 22 metre ROW street has been designed to accommodate two lanes of vehicular travel, wide pedestrian sidewalks and two lanes of on-street parking on both sides of the street.

On-street paid parking is proposed on the existing portion of the road and will be considered on the north segment after construction is completed (anticipated to be open by end 2021).

Proposed by-law amendments will permit paid on-street parking for a maximum of three hours with no overnight parking between 2-6 AM. Per Recommendation No. 2 of this Report, Council approval is sought to permit the necessary traffic and parking by-law amendments required to facilitate the implementation of the parking Pilot.

In order to facilitate YMCA day-care pick-up/drop-off and other Centre of Community activities/functions, the first 20-minute will be a grace period in which customers will not be charged for parking; however, patrons will still have to register their vehicle license plate either through parking meter, QR scan code or Mobile App.

#### ***PPUDO spaces on New Park Place and Millway Avenue will continue to operate as is***

Passenger pick-up and drop-off (PPUDO) spaces on New Park Place and Millway Avenue will remain unchanged as a result of the Pilot Project and will continue to serve transit activity. Paid on-street parking through the Pilot will only be facilitated for the remaining portions of New Park Place west of existing PPUDO spaces. PPUDO parking will remain permitted to a maximum of 10-minutes, whereas paid on-street parking will be permitted for a maximum of three hours with no overnight parking between 2-6AM. Through the relaxation of parking prohibitions as a result of the Parking Pilot, on-street parking will be made available for all users, including transit patrons waiting longer than 10 minutes. Parking and stopping restrictions will remain unchanged for Millway Avenue.

#### ***Additional accessible on-street parking spaces will be introduced***

Two new dedicated accessible on-street parking spaces are proposed adjacent to the Centre of Community building scheduled to open in October 2021. These new accessible spaces, on Applemill Road and Buttermill Avenue, will be in addition to the two existing accessible parking spaces on New Park Place. Accessible spaces will exclusively be reserved for all accessible needs persons with an accessible vehicle permit and vehicles used primarily for the conveyance of passengers with disabilities, including accessible taxicabs and paratransit, which may stop for purposes of picking up or dropping passengers with accessibility needs. Accessible on-street parking spaces

will be free of cost; however, will be limited to a maximum of three hours with no overnight parking between 2-6AM.

### ***How metered parking will work***

Motorists will be able to purchase short-term parking permits at the parking meters using cash, coins or credit cards, as well as through mobile app or scanning a QR code. Users will not be required to display the parking permit ticket on their vehicle dashboards (however can do so). Metered parking will be integrated with the City's existing parking and ticketing enforcement software (Gtechna). The integration will include relaying parking permit information, in real-time, to City's parking enforcement officers' handheld devices where registered license plates can be verified with vehicles parked on the street.

### ***On-street parking will cost \$3 per hour for a maximum of 3-hours***

Based on the jurisdictional review of parking rates of across various similar municipalities in Ontario, it is determined rates are anywhere between \$1-4 per hour. Refer to Attachment 4 of this report. Based on this jurisdictional scan and local private parking rates in the VMC and surrounding areas, a rate of \$1 per 20-minutes or \$3 per hour is recommended. The Pilot Project will permit the City to gauge the adequacy of this rate. If rates need to be re-assessed, staff will report back to a future Council meeting with those recommendations. Per Recommendation No. 2 of this Report, Council approval is required to set the parking meter rate.

### ***A jurisdictional review was done to assess appropriate parking penalties***

At present, the City's penalty fines vary, however, there is no specific fine for parking without a permit; Fines for similar infractions range from \$50 to \$60, such as parking on private/municipal property, in a reserved parking space \$ 50, or during a prohibited time.

A comparison of related parking penalties in other municipalities across Ontario shows fine range anywhere between \$20 to \$70 for various meter-related parking penalties as identified in Attachment 4. Based on the jurisdictional review, parking penalty of \$50 per violation is recommended for various types of infractions related to metered parking. Per Recommendation No. 2 of this Report, Council approval is required to set the parking penalty fines.

***The City will need into an agreement with Penguin-Calloway (Vaughan) Inc. for the implementation of the Pilot Project***

The proposed streets Applemill Road, Buttermill Avenue and New Park Place have not been assumed by the City. Buttermill Avenue and New Park Place are currently being maintained by Penguin-Calloway (Vaughan) Inc. Implementation of the Pilot Project will require the City to enter into an agreement with Penguin-Calloway (Vaughan) Inc., in a form satisfactory to the City Solicitor, with respect to the installation of the parking meters, the maintenance of the road and boulevard surrounding the parking meters, and as otherwise required to successfully implement the Pilot Project, in accordance with Recommendation No. 3 of this Report.

The full maintenance of the parking meters (battery replacement, troubleshooting, paper-refills, cash/coin collections, etc.) shall be the obligation of the vendor, in accordance with the executed contract with the City and Precise ParkLink as per RFP20-268.

***A comprehensive communication and marketing strategy is being developed for the rollout of the pilot***

This pilot program will be supported by a comprehensive communications and marketing strategy. City staff have been working closely with the vendor and the City's Corporate and Strategic Communications department to develop a public communications campaign that includes, but is not limited to:

- A dedicated project webpage managed by the vendor, that will include details about the project, frequently asked questions and contact details
- City website content
- Media outreach
- Paid social media, organic social media and videos
- Digital marketing
- Digital signage and corporate channel graphics

Upon Council endorsement of this report, staff are preparing for an anticipated launch date of October 25<sup>th</sup>, 2021. A communication memorandum to Council prior to the launch, will also be included as part of the strategy, this will include information to be used in their eNewsletter and social media channels prior to the anticipated launch date. Tactics will be rolled out by Corporate and Strategic Communications and the vendor throughout the various phases of implementation.

## **Financial Impact**

In line with the previous Council-approved report, a capital project of \$350,000 was established to fund this pilot. This capital project is funded from the DC Engineering Reserve, as identified in the 2018 Development Charges background study. This Pilot Project does not have an impact on the City's tax base.

## **Broader Regional Impacts/Considerations**

This on-street parking pilot, in tandem with other VMC initiatives, will contribute to effective traffic flow and parking with the City's thriving downtown core and Regional Municipality of York.

## **Conclusion**

Existing traffic and parking by-law amendments are recommended to permit paid on-street parking on the subject downtown streets; namely New Park Place, Applemill Road and Buttermill Avenue. The Pilot will provide the residents, visitors and the business community with additional parking options to help conveniently access the VMC community, an important part of the many initiatives to contribute to the accessibility of our thriving metropolitan downtown centre.

In support of the implementation of this Pilot Project staff are recommending the necessary traffic and parking by-law amendments; parking meter rates and penalties in accordance with the Recommendations of this report be approved by Council. As well, Council authorize staff to work with Penguin-Calloway (Vaughan) Inc. to develop an agreement to the satisfaction of the City.

**For more information**, please contact Christina Bruce, Director, Policy Planning & Special Programs (ext. 8231) and Gus Michaels, Director, By-Law and Compliance, Office of the DCM, Community Services (ext. 8735).

## **Attachments**

1. Location Map.
2. Traffic By-law Amendments.
3. Parking By-law Amendments.
4. Jurisdictional Review: Meter-Related Parking Penalties.

**Prepared by**

Musa Deo, Transportation Project Manager, ext. 8295.

Jennifer Cappola-Logullo, Manager, VMC Development Engineering, ext. 8433.

Taylor Frank, Legal Counsel - Municipal & Commercial, ext. 8537.

Rudi Czekalla-Martinez, Manager, Policy & Business Planning, ext. 8782.

Carol Ramchuram, Regulatory Policy Analyst, ext. 8783.

Petr Emelianov, Active Transportation Specialist, ext. 8860.

Lisa-Marie Russo, Manager, Financial Planning & Analysis, ext. 8438.

**Approved by**



Haiqing Xu, Deputy City Manager  
Planning and Growth Management

**Reviewed by**



Nick Spensieri, City Manager