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RE: Parking Rationale for 13 Mountain Street and 19 Elm Street

Dear Elsa:

1.0 INTRODUCTION

BA Group is retained by Valentine Coleman 1 Inc. and Valentine Coleman 2 Inc. (“the Client”) to review the transportation-related aspects of an Official Plan Amendment (‘OPA’) and Zoning By-law Amendment (‘ZBA’) applications being made to the Town of Grimsby in relation to the proposed development at 13 Mountain Street and 19 Elm Street (herein referred to as “the Site”). The Site is generally bounded by Elm Street to the south, Mountain Street to the west, commercial properties to the north, and neighbouring residential building to the east.

The development proposal consists of 73 purpose built residential rental units, including one (1) 3-bedroom rental replace unit, 457 m² of non-residential uses, including 182 m² of retail area and 275 m² of community hub uses. The proposed non-residential uses are located within the two main existing buildings which will be retained and adaptively reused. The development proposal also includes 100 parking spaces (excluding the 2 off-site parking spaces), 84 bicycle parking spaces and one (1) loading space. All vehicular access is provided from a consolidated access off of Mountain Street. To note, there are planned Regional Road right-of-way improvements along Mountain Street which includes a widening of 4.25 metres.

The proposed development is being advanced, recognizing that there is a growing trend of adoption of reduced parking standards across the Greater Toronto and Hamilton Area (GTHA), review of parking demands in the vicinity of the Site, and the ability to share parking supply between uses to ensure there is sufficient parking provided on site while still meeting the demands for the property. In addition, Transportation Demand Management (TDM) measures are also proposed to complement the overall mobility plan for the proposed mixed-use building and support the reduced parking supply, which is a TDM measure in itself.

The prevailing Zoning By-law requirements for the Site require a minimum of 125 parking spaces to be provided for the proposed development. The proposed parking supply is less than the Zoning By-law requirements which are considered, in our opinion, to materially over-state the parking needs of a contemporary mixed-use building in both a downtown and an intensification area.

The proposed parking supply has been adopted recognizing the role that parking supply provisions can have on influencing travel behaviour and the importance of establishing a pro-active vehicular parking arrangement to encourage the use of non-automobile travel modes to the greatest extent.

The development application at 13 Mountain Street and 19 Elm Street, is seeking approval for reduced residential tenant and residential visitor parking supply ratios and a more suitable time of day shared parking rates for the retail uses, as well as the community hub uses given the nature of these uses and the fact that a time of day parking rates are not currently provided in the By-law.

A summary overview is provided below with the detailed technical material to support this reduced parking supply is provided below.

1.1 DEVELOPMENT PROGRAMME OVERVIEW

The development application is comprised of a 7-storey building, including:

- 73 residential rental units;
- 457 m² of community and ancillary retail uses located on the ground floor.
- A consolidated underground parking garage to support the parking demands including 100 parking spaces (excluding the 2 off-site parking spaces), including:
 - 74 residential spaces (1.01 spaces / unit); and;
 - 26 shared resident visitor / non-residential parking spaces.
- Bicycle parking consisting of 84 spaces for the development.

1.2 THIS LETTER

The residential and residential visitor parking supply has been reduced based upon a detailed review of the following:

- The transportation context;
- A review of the applicable planning policies;
- A review of residential tenant and residential visitor parking demand trends observed at buildings located within both the Town of Grimsby and the broader Greater Toronto Area;
- A review of the shared parking provisions, particularly related to the retail and community hub uses, and as they relate to the nature of the proposed uses provided on the Site;
- A review of the availability of the area parking facilities provided in the vicinity of the Site.

The following sections provides a detailed assessment of the proposed parking supply to ensure that it can accommodate the forecasted parking demands for the project.

2.0 ZONING BY-LAW PARKING STANDARDS

The Site is currently subject to the requirements of Town of Grimsby Zoning By-law 14-45. The minimum parking supply standards that apply to the Site are summarized in **Table 1**.

It is noteworthy, that time of day shared parking provisions is also included in Zoning By-law 14-45 and have been applied to the Site given the multi-use nature of the proposed development. Furthermore, Section 5.17 of Zoning By-law 14-45 does not include time of day parking provisions for community hub uses. For the purposes of calculating the Zoning By-law requirements 100% occupancy rates, parking spaces for the community hub program have been assumed during time periods.

Application of these standards would require a total of 125 parking spaces.

TABLE 1 ZONING BY-LAW 14-45 MINIMUM PARKING REQUIREMENTS WITH SHARING

Building Use	Minimum Parking Rate	Parking Required Before Sharing	Parking Requirements Based Upon Time of Day Shared Parking Provisions		
			Morning	Afternoon	Evening
Resident					
Residential Dwelling Unit 73 units	1.25 spaces / unit	92 spaces	74 spaces (80%)	74 spaces (80%)	92 spaces (100%)
Residential Sub-Total		92 spaces	74 spaces	74 spaces	92 spaces
Residential Visitor					
Resident Visitor 73 units	0.25 spaces / unit	19 spaces	0 spaces (0%)	7 spaces (35%)	19 spaces (100%)
Non-Residential					
Community Hub ³ 275 m ²	1.00 space / 30 m ² GFA	10 spaces	10 spaces (100%)	10 spaces (100%)	10 spaces (100%)
Retail Uses 182 m ²	1.00 space / 28 m ² GFA	7 spaces	3 spaces (40%)	7 spaces (100%)	6 spaces (90%)
Exception 115 of Zoning By-law 14-45		- 2 spaces	- 2 spaces	- 2 spaces	- 2 spaces
Non-Residential / Residential Visitor Sub-Total		32 spaces	11 spaces	22 spaces	33 spaces
Total Parking Requirements		126 spaces	85 spaces	96 spaces	125 spaces

Notes:

1. Site statistics are based upon site plans prepared by SvN Architects, dated October 25th, 2021.
2. Vehicular parking calculations resulting in a fraction have been rounded up to the nearest whole number in accordance with the requirements outlined in Section 5.2 of the Town of Grimsby Zoning By-law 14-45.
3. Community Hub uses are not defined in the By-law as such the all other use rate as been adopted for the site.

3.0 SUMMARY OF PROPOSED PARKING SUPPLY & STANDARDS

The proposed parking supply of 100 parking spaces (excluding 2 off-site spaces), includes the provision of 74 residential and 26 shared resident visitor / non-residential parking spaces. A summary of the allocation of the proposed parking supply is provided in **Table 2**.

TABLE 2 MINIMUM PROPOSED PARKING SUPPLY REQUIREMENTS

Building Use	Minimum Parking Rate	Parking Required Before Sharing	Parking Requirements Based Upon Time of Day Shared Parking Provisions		
			Morning	Afternoon	Evening
Resident					
Residential Dwelling Unit 73 units	1.01 spaces / unit	74 spaces	59 spaces (80%)	59 spaces (80%)	74 spaces (100%)
Residential Sub-Total		74 spaces	59 spaces	59 spaces	74 spaces
Residential Visitor					
Resident Visitor 73 units	0.16 spaces / unit	12 spaces	0 spaces (0%)	4 spaces (35%)	12 spaces (100%)
Non-Residential					
Community Hub ³ 275 m ²	1.00 space / 30 m ² GFA	10 spaces	10 spaces (100%)	10 spaces (100%)	10 spaces (100%)
Retail Uses 182 m ²	1.00 space / 28 m ² GFA	7 spaces	3 spaces (40%)	7 spaces (100%)	6 spaces (90%)
Exception 115 of Zoning By-law 14-45		- 2 spaces	- 2 spaces	- 2 spaces	- 2 spaces
Non-Residential / Residential Visitor Sub-Total		28 spaces	11 spaces	19 spaces	26 spaces
Total Parking Requirements		101 spaces	70 spaces	78 spaces	100 spaces

Notes:

1. Site statistics are based upon site plans prepared by SvN Architects, dated October 25th, 2021.
2. Vehicular parking calculations resulting in a fraction have been rounded up to the nearest whole number in accordance with the requirements outlined in Section 5.2 of the Town of Grimsby Zoning By-law 14-45.
3. Community Hub uses are not defined in the By-law as such the all other use rate as been adopted for the site.

The proposed (reduced) parking standards, results in a minimum of 100 parking spaces (excluding the 2 off-site parking spaces) to be provided on-site to support the parking needs for the proposed development. This supply includes:

- a reduction in the residential parking supply of 1.01 spaces / unit (from 1.25 spaces/unit) ; and,
- a reduction in the residential visitor parking supply of 0.16 spaces / unit (from 0.25 spaces/unit).

Sections 4.0 to 8.0 reviews the appropriateness of the proposed parking supply noted above.



4.0 TRANSPORTATION CONTEXT IS SUPPORTIVE OF A REDUCED PARKING SUPPLY

Travel Characteristics

Based on the 2016 Transportation Tomorrow Survey (TTS), approximately 75% of home based peak period trips use a vehicle as their primary mode of travel. Suggesting that there are a portion of trips taken to / from the site that use other mode shares that do not require someone to own a vehicle.

It is noteworthy, that the above noted TTS data was collected prior to the implementation of the NRT On Demand services in 2020 which may have resulted in a reduced auto dependency within the vicinity of the Site. Furthermore, with the incorporation of TDM measures for the Site, it will further promote alternative mode choices to the site (future details are provided in **Section 8.0**).

Transit

The level of transit accessibility provided in the area offers non-automobile travel opportunities for both residents and visitors. In 2020, Niagara Region implemented a public transit solution of an on-demand ride-share service in partnership with Niagara Region and Via Mobility. This service allows Town of Grimsby residents to schedule a ride at least 15 minutes before their trip anywhere within the Town or Region including to nearby transit stations. More specifically, service hours for NRT On Demand include 7am to 10pm, seven days a week within the municipal and inter-municipal transportation system with the Niagara Region

Currently, the Site is located within walking distance (8 to 10 minute walk) to the VIA Rail higher-order transit service, and a 10-minute car ride to the existing Grimsby GO bus station connecting residents to Toronto Union Station and other major cities outside of the Niagara Region. There are future transit improvements to the Grimsby GO Station being proposed as part of the Niagara Falls Rail Service Extension Plans. The improvements include a rail service connecting Grimsby to Niagara Falls and the Toronto.

Pedestrian & Cycling

Pedestrian sidewalks exist on all streets in the vicinity of the site, while some informal cycling facilities exist along portions of Main Street to the east and west of the site, and along Mountain Street to the south of the site. In addition, there are a number of multi-use path routes in the vicinity of the site, which provides an east – west connection between the Hamilton and Niagara Region. The Site is located within cycling distance (4 to 6 minutes) and walking distance (8 to 10 minute) of the following routes:

- Bruce Trail
- Forty Mile Creek Side Trail
- Great Lakes Waterfront Trail
- Greenbelt Cycle Route

Considering the above, the proposed development is situated within walking distance of numerous recreational, commercial, retail, and entertainment amenities and destinations across the Grimsby downtown area. It is also well located relative to cycling and transit infrastructure with connections throughout Niagara Region and to / from Toronto and the site. The Site is located in close proximity to a number of non-automobile transportation options, enabling employees and visitors of the Site to access the Site without the use of a personal automobile.



5.0 PLANNING POLICIES ARE SUPPORTIVE OF A REDUCED PARKING SUPPLY

The Town of Grimsby Official Plan, consolidated in August of 2018, outlines the municipality's progressive intention to develop Grimsby as a complete community and reduce out-commuting by providing appropriate mixed-use opportunities to meet long-term needs of residents. This is a contributing factor to the ability of residents to live, work, and play without the need for a personal vehicle.

According to the Official Plan, the Site is located within the Downtown Intensification area of the Downtown District. Some key strategies and intentions for redevelopment within the downtown include the following:

- Support small town atmosphere and maintain the Downtown's cultural heritage;
- Creating a built environment that provides sensitive integration of new with existing development;
- Creating a vibrant and active street environment;
- The Town may offer development incentives like, reduced parking standards to facilitate intensification;
- Provide public parking lots to expand the supply of parking and promote on-street parking; and,
- Consider reduction of parking requirements for redevelopment proposals in proximity to public parking facilities.

Based on the planned policies and strategies the Town has outlined in their Official Plan, and the existing vehicle travel characteristics, it is expected to see a downward trend in vehicle ownership in the downtown area as a result of the intensification and diverse environment.



6.0 RESIDENTIAL SPECIFIC CHARACTERISTICS OF THE DEVELOPMENT THAT SUPPORT OF A REDUCED PARKING SUPPLY

BA Group has undertaken a review of the following considerations to assess the appropriateness of the residential tenant parking supply of 1.0 space / unit. The following considerations were reviewed:

- Pooled parking considerations as a result of the rental nature of the proposed development;
- A comparison of other minimum parking ratios for a selection of municipalities in the GTA within a downtown area context in each of the Town and/or City;
- A review of the recent (reduced) parking standards approved in the Town of Grimsby; and,
- A review of recent parking demand surveys collected at a number of proxy sites in the vicinity of the proposed development.

6.1 RENTAL NATURE OF PROPOSED DEVELOPMENT

The residential component of the development application is to be constructed and operated as a purpose built rental building which from a parking perspective does not have the same ownership restrictions as a condominium building. The rental nature of the building, allows for the parking to be provided as a pooled supply under a common property management group allowing parking to be allocated based upon the needs and demands of the tenants.

This provides an opportunity to share parking between units and uses whereas for condominium building a parking space is sold with a unit and does not allow for parking to be reallocated to another tenant, if required.

This would suggest that because the development has the ability to reallocate parking, it is supportable of shared parking provisions to be provided throughout the entire garage.

6.2 COMPARISON TO OTHER GTA PARKING STANDARDS

Comparable residential parking ratios at municipalities within the GTHA and beyond, of which have a similar transportation context as the proposed development, demonstrate reduced ratios for resident parking. A summary is provided in **Table 3**.

These comparable residential parking standards within other municipalities range between having no minimum parking standards to a parking standard of 1.0 space per unit in a downtown context area. The Town of Grimsby's residential parking rate of 1.25 spaces per unit is considered to be conservatively high, particularly for a downtown site, therefore, adopting a residential parking ratio of 1.0 space per unit is considered to be more appropriate relative to the parking standard trends that are observed in other municipalities within the GTHA.



TABLE 3 SUMMARY OF COMPARABLE GTA ZONING BY-LAW STANDARDS

Municipality	Resident Parking Rates			Applicable Zoning By-law
City of Burlington	1.0 spaces / unit			By-law 2020 (Downtown)
City of Mississauga	1.0 spaces / unit			By-law 0225-2007 (City Centre)
City of Brampton	0.5 spaces / unit			By-law 270-2004 (Central Area / Downtown)
City of Hamilton ¹	Units < 50 m ²	1 m ² to 12 m ² 13 m ² +	0.0 sps / unit 0.3 sps / unit	By-law 05-200 (Transit Oriented Corridor Zone)
	Units > 50 m ²	1 m ² to 12 m ² 13 m ² to 50 m ² 51 m ² +	0.0 sps / unit 0.5 sps / unit 0.7 sps / unit	
	Blended		0.7 sps / unit	
City of St. Catharines ¹	No Minimum			By-law 2013-283 (Downtown)
City of Kitchener ¹	No Minimum			By-law 2019-051 (Urban Growth Ctr. / Downtown)
City of Vaughan	Studio 1 – Bed 2 – Bed 3 - Bed		1.0 sps / unit 0.7 sps / unit 0.9 sps / unit 1.0 sps / unit	By-law 1-88 (VMC)
	Blended		0.9 sps / unit	
City of Pickering	0.8 spaces / unit			By-law 7553-17 (City Centre)
Town of Niagara on the Lake	1.0 spaces / unit			By-law 4316-09

Notes:

1. The noted municipalities are outside the Greater Toronto Area boundary.

6.3 REVIEW OF RECENT APPROVALS IN THE TOWN OF GRIMSBY

While reductions to minimum parking requirements for residential uses have not been as common in the Town of Grimsby, there are few examples of reductions to minimum parking requirements for residential developments of medium scale, comparable to that of the proposed Site. A selection of reduced residential parking approvals is summarized in **Table 4**. Most of the approvals are located adjacent to or outside of the downtown area.

The approvals illustrate that reduced residential parking supplies are becoming more common for redevelopments for all residential units types (i.e. apartment buildings, townhouses and single family homes) across the Town, which are limiting the vehicle parking spaces provided and are promoting the use of non-auto alternative modes of travel to a development site in order to reduce the number of vehicles on the road. The approvals in proximity to the Site, illustrates that reductions in parking are appropriate for the Site’s transportation context.



TABLE 4 APPROVED RESIDENTIAL PARKING RATE EXCEPTIONS (ZBL 14-45)

Address	Zoning	Distance from Subject Site	Original Parking Rates that were Varied	Approved (Reduced) Parking Ratio	Grimsby By-law
Kerman Ave Townhouses	RM1	1.9km NW	<i>2 spaces / dwelling unit</i> <i>or</i> <i>1.5 spaces / dwelling unit within a, converted dwelling or townhouse dwelling</i>	<i>1.0 space / unit</i>	88-29
Book Rd Forest Hill subdivision	RM1	4.5km W		<i>1.0 space / unit</i>	90-33
Livingston Manor Subdivision	RM1	2.5km W		<i>1.0 space / unit</i>	98-94
265 Main Street	RM2	3.3km E	<i>1.25 spaces / unit plus 0.25 visitor parking spaces / unit in an apartment building</i>	<i>1.0 space / unit plus 0.25 visitor sps / unit</i>	98-100
Maplehurst Subdivision (Areas G, H, and I)	RM1	3.0km W	<i>2 spaces / dwelling unit</i> <i>or</i> <i>1.5 spaces / dwelling unit within a, converted dwelling or townhouse dwelling</i>	<i>1.0 space / unit</i>	99-2
Bartlett Orchards Phase II	RM1	4.0km E		<i>1.0 space / unit</i>	99-36
Park Ridge Estates	RM1	3.5km E		<i>1.0 space / unit</i>	02-69
Conrad Place	RM1	4.7km E		<i>1.0 space / unit</i>	03-05
Casablanca North Subdivision	RM1	3.2km W		<i>1.0 space / unit</i>	03-24
Early Dawn Estates (Area C)	RD3	4.2km W		<i>1.0 space / unit plus 0.5 visitor sps / unit</i>	05-63
Block 100 – Gardenview Subdivision	RM1	1.9km W		<i>1.0 space / unit plus 0.5 visitor sps / unit</i>	08-20
43 Lake St./Lincoln Lakeshore Estates South Beach Village	RM1	2.0km NE		<i>1.0 space / unit</i>	91-34 96-45
Westbrook Subdivision (Parts E, F, G)	RD5	2.5km W		<i>1.0 space / unit plus 0.5 visitor sps / unit</i>	08-61
376 Lake Street Block 13	RM1	4.7km NE		<i>1.0 space / unit plus 0.5 visitor sps / unit</i>	10-42
Winston Oaks Subdivision	RM1	5.8km NW		<i>1.0 space / unit plus 0.5 visitor sps / unit</i>	12-17
Nelles Rd N & Wentworth Dr	RM1 (H)	2.0km NE		<i>1.0 space / unit plus 0.5 visitor sps / unit</i>	12-18
Concord Place Townhouses	RM3	4.3km NW		<i>1.45 spaces / nit</i>	15-65
Lakehouse Subdivision Winston Road	(H)RM3	4.7km NW		<i>1.25 spaces / unit plus 0.25 visitor parking spaces / unit in an apartment building</i>	<i>1.0 space / unit plus 0.20 visitor sps / unit</i>
211, 229, 265 Central Ave	RM1	2.7km NE	<i>1.5 spaces / dwelling unit within a, converted dwelling or townhouse dwelling</i>	<i>2.5 spaces / unit</i>	17-92
27 John Street	(H)RM1	800m NE		<i>0.1 visitor sps / unit</i>	18-69

It should be noted that the approved parking ratios outlined in **Table 4** are comparable to the observed parking demand outlined in **Table 5**, below. Notably, these ratios are significantly lower than Zoning By-law minimum parking requirement for the Site which is 1.25 resident spaces per dwelling unit, and the proposed parking supply ratio of 1.0 resident space per unit falls within the higher range of approved parking supply standards. It should also be noted that the proposed residential projects noted above delivered condominium units, which typically having a higher parking demand than residential rental projects.



Based on the foregoing, the proposed parking standard is considered appropriate based on the recent approvals of reduced office parking standards.

6.4 REVIEW OF PARKING DEMANDS AT EXISTING RESIDENTIAL BUILDINGS

BA Group conducted parking utilization studies at four (4) residential buildings within the Town of Grimsby in January 2022, including:

- 1 Slessor Boulevard;
- 3 Slessor Boulevard;
- 30 Robinson Street North; and,
- 2 Rossmore Avenue.

All these buildings are located within a 15 minute walk or less to the Site and are located within the Downtown area; therefore they all have a similar transportation contexts as the proposed development. Surveys for all buildings were conducted overnight on both Tuesday, January 13, 2022 and Friday, January 14, 2022 at 3:00a.m. The parking demands observed at the proxy sites surveyed are summarized in **Table 5**.

It is noteworthy, that although these counts were conducted during the ongoing COVID 19 pandemic while Ontario was under lockdown, it is our opinion, that these residential parking utilization survey results presented in this memorandum could be viewed as representative of typical conditions. Given the fact that residential parking demands are not influenced by COVID 19 restrictions in the same way as other uses.

TABLE 5 PROXY SITE OFFICE PARKING DEMAND

Study Location	Study Date	Observed Parking Demand	Effective Parking Demand Ratio
1 Slessor Blvd (109 Units)	Tuesday, January 13, 2022	109 spaces	1.00 space / unit
	Friday, January 14, 2022	104 spaces	0.95 spaces / unit
3 Slessor Blvd (62 Units)	Tuesday, January 13, 2022	26 spaces	0.42 spaces / unit
	Friday, January 14, 2022	30 spaces	0.48 spaces / unit
30 Robinson St N (54 Units)	Tuesday, January 13, 2022	35 spaces	0.65 spaces / unit
	Friday, January 14, 2022	34 spaces	0.63 spaces / unit
2 Rossmore Ave (32 Units)	Tuesday, January 13, 2022	28 spaces	0.88 spaces / unit
	Friday, January 14, 2022	29 spaces	0.91 spaces / unit
Overall	Average		0.74 spaces / unit
	85th Percentile		0.95 spaces / unit
	95th Percentile		0.98 spaces / unit
	Maximum		1.00 space / unit

Notes:

1. Total unit count at 2 Rossmore Avenue has been approximated based on number of balconies observed on-site.



The observed residential parking demand at night (when the majority of residents are at home) ranged from 1.0 to 0.42 spaces per unit. The proposed resident parking supply of 1.0 space per unit falls at the upper end of the range observed and above the average demand of 0.74 spaces per unit. Thus, the proposed supply is considered appropriate.

6.5 TRANSPORTATION DEMAND MANAGEMENT MEASURES

A comprehensive Transportation Demand Management (TDM) Plan proposed for the Site has been conceptualized to leverage the area transportation context in order to reduce vehicular trips made to and from the Site. The intent is also to reduce vehicular parking demand. It is our opinion that the proposed TDM Plan is an important supporting element to the proposed residential parking supply. Further details are provided in **Section 8.0**. A summary of the residential related measures are provided below.

- **Reduced Vehicular Parking Supply:** The reduction of parking supply (compared to the applicable requirements) is itself a TDM measure as it will force residents/visitors to consider alternative travel modes
- **Visible Transit Information:** The lobby of the building should have access to local and regional transit information to assist residents in taking transit.
- **Bicycle Parking:** The proposed development will provide 74 dedicated resident bicycle spaces (1.01 per unit). Tenant lockers are also provided above and beyond the provision of long-term bike storage set out in the Town By-law 14-45.
- **Community Marketing Outreach:** It is recommended that an event should be held around the time of building launch focused on disseminating information about sustainable travel options (i.e. Travel Mode Information Packages, local car share membership information, etc.).
- **Enhanced Pedestrian Facilities:** the provision of continuous walkways, including a central plaza, residential mews, and outdoor amenity area, will improve walkability within and to/from the site.
- **NRT On Demand Transportation Passes:** The proposed development is committed to offer NRT On Demand transportation passes to all tenants for the first year of the rental building's operation.

6.6 SUMMARY

Based on the foregoing, the proposed residential parking supply of 1.0 space per unit is considered appropriate given the following:

- The site is located within both the Downtown Grimsby and intensification areas.
- The rental nature of the proposed development allows for parking to be allowed based upon tenancing needs as the parking will be provided within one pooled parking area, under one ownership.
- The review of other minimum Zoning By-law standards for other areas in the GTA suggest that a proposed residential parking ratio of 1.0 space per unit is considered to be more appropriate relative to the parking standard trends that are observed in other municipalities within the GTA.
- There are a number of different residential projects located within the Town of Grimsby (mostly located outside of the Downtown area) that have been approved with lower parking requirements (in the order of 1.0 spaces per unit).
- The review of the overnight residential parking demands at four (4) buildings in the Downtown Grimsby area are in the order of 0.42 to 1.0 spaces per unit.



7.0 RESIDENTIAL VISITOR SPECIFIC CHARACTERISTICS OF THE DEVELOPMENT THAT SUPPORT OF A REDUCED PARKING SUPPLY

BA Group has undertaken a review of the following considerations to assess the appropriateness of the reduced residential visitor parking supply of 0.16 spaces / unit. The following considerations were reviewed:

The development proposal adopts a reduced residential visitor parking supply of 0.16 spaces / unit recognizing:

- A review of the time-of-day parking demands for the mix of uses provided on the site;
- A review of other minimum parking ratios for a selection of municipalities in the GTA within a downtown area context in each of the Town and/or City;
- A review of the recent (reduced) parking standards approved in the Town of Grimsby; and,
- A review of recent parking demand surveys collected within the surrounding Town's parking facilities.

7.1 REVIEW OF VISITOR PARKING STANDARDS ACROSS THE GTA

Table 6 provides a summary of comparable residential visitor parking ratios at municipalities across the GTA area that have a similar transportation context as the proposed development.

TABLE 6 SUMMARY OF COMPARABLE GTA ZONING BY-LAW STANDARDS

	Resident Visitor Parking Rates	Applicable Zoning By-law
City of Burlington	0.25 spaces / unit	By-law 2020 (Downtown)
City of Mississauga	0.15 spaces / unit	By-law 0225-2007 (City Centre)
City of Brampton	0.10 spaces / unit	By-law 270-2004 (Central Area / Downtown)
City of Hamilton	No Minimum	By-law 05-200 (Transit Oriented Corridor Zone)
City of St. Catharines	No Minimum	By-law 2013-283 (Downtown)
City of Kitchener	No Minimum	By-law 2019-051 (Urban Growth Ctr. / Downtown)
City of Vaughan	0.15 spaces / unit	By-law 1-88 (VMC)
City of Pickering	0.15 spaces / unit	By-law 7553-17 (City Centre)
Town of West Lincoln	No Minimum	By-law 2017-07
Town of Aurora	0.20 spaces / unit	By-law 6000-17
Town of Niagara on the Lake	No Minimum	By-law 4316-09

These comparable residential visitor parking standards in other GTAH municipalities range between having no minimum parking standards to a parking standard of 0.25 spaces / unit. The Town of Grimsby's residential parking rate of 0.25 spaces / unit is considered, in or opinion, to be conservatively high by some margin therefore adopting a reduced residential visitor parking ratio of 0.16 spaces per unit is considered to be more appropriate relative to the parking standard trends that are observed in other municipalities within the GTA.

7.2 REVIEW OF REDUCED VISITOR PARKING APPROVALS

BA Group conducted a review of the recent (reduced) residential visitor approvals within the Town of Grimsby. Although there are limited examples of reduced parking supply in the Town of Grimsby, the examples noted below suggests that there is a trend of a reduced visitor parking supply at other prosperities in the vicinity of the Site. Particularly, at 27 John Street which is also located within the Downtown area, a reduced residential visitor parking rate of 0.1 spaces per unit was approved for this development. The following outlines examples of where reduced residential visitor parking was approved:

- **Lakehouse Subdivision** (located 4.7 km northwest of the site) – 0.20 spaces / unit visitor parking requirement; and,
- **27 John Street** (located 800 m northeast of the site) – 0.1 spaces / unit visitor parking requirement.

7.3 REVIEW OF PARKING DEMAND AT EXISTING PUBLIC PARKING LOT

BA Group has undertaken a parking demand study at the nearby Balsam Lane public parking lot within the Town of Grimsby to better understand the demand levels of the existing public parking areas surrounding the site. The study was conducted on Friday, December 24th, 2021 between the hours of 9:00 a.m. to 7:00 p.m. During the study period the observed parking demands were recorded every hour. The count was conducted on Christmas Eve (December 24th) to capture the public parking demands along Balsam Lane on a “busy” day for retail stores.

Key observations from the survey are the following:

- Parking area supply consists of 162 spaces;
- Observed peak demand occurred at 12:00 p.m. where 131 spaces (81%) were occupied;
- At the observed peak demand 31 spaces remain available;
- For 95% of the time 130 spaces or less are occupied (lot is 80% occupied); and
- After 5:00 p.m., less than 30% of parking spaces are occupied resulting in more than half the lot being empty during the evenings when the parking is said to peak for the proposed development as summarized in **Table 2**.

A summary of parking demand study along Balsam Lane public parking lot provided below in **Figure 1**. Detailed parking demand counts are attached in **Appendix B**.

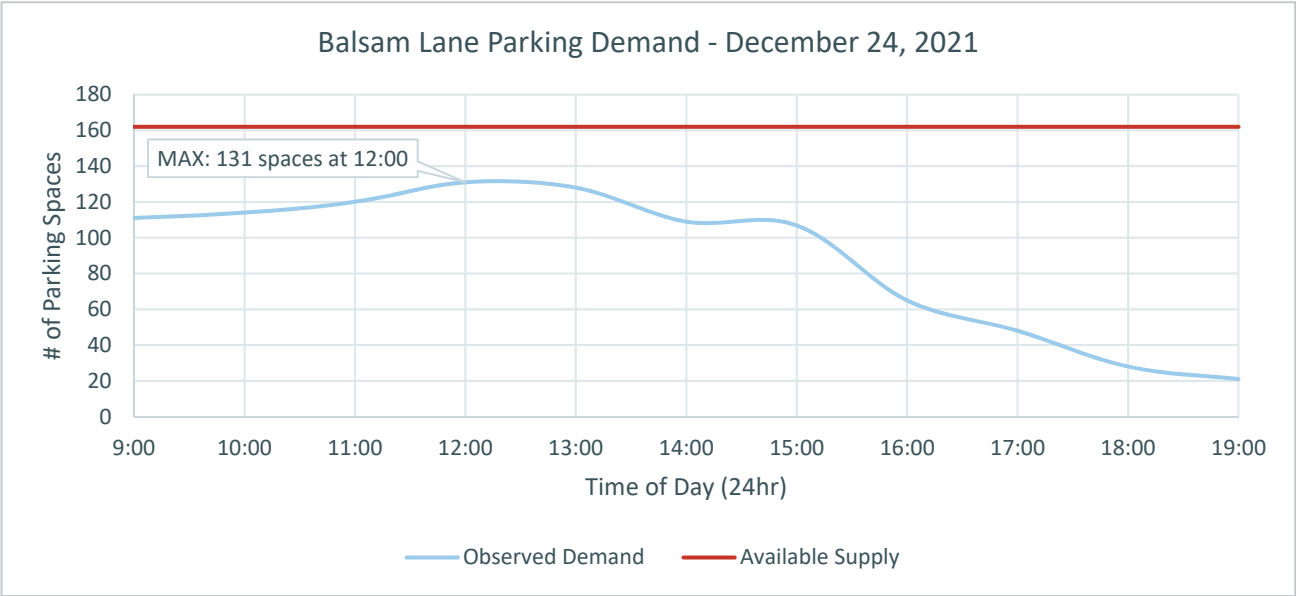


FIGURE 1: OBSERVED PARKING DEMAND VERSUS PARKING SUPPLY

It is noteworthy, although this count was counted during the ongoing COVID 19 pandemic, there were no lockdown restrictions in place at the time and this day typically is one of the busiest days of the year for retail uses. Therefore it is a good representation of parking demands in the vicinity of the site.

The study data suggests that there is an availability of 20% (or 30 available parking spaces) of the existing parking supply when the peak parking demand was observed at 12:00 p.m. meaning that there is more than sufficient parking to meet the requirements for uses surrounding the site and any potential additional parking related to the Site could be accommodated.

Therefore, the surrounding area public parking supply is supportive of a reduced parking supply provided on the Site.



7.4 REVIEW OF TIME OF DAY PARKING RATES FOR THE SITE

As noted in **Section 2.0**, the prevailing Zoning By-law permits parking to be shared between uses to optimize the parking supply while providing sufficient parking for the uses provided on the property.

BA Group has further evaluated the shared parking provisions for the retail and community hub uses based upon information obtained from the applicant as well as a review of time of day parking demand information obtained from other sources such as the Urban Land Institute (ULI) Shared Parking Third Edition dated February 2020 and Institute of Transportation Engineering (ITE) ITE Parking Generation Manual, 5th Edition.

Retail Uses

The time of day shared parking provisions outlined in Zoning By-law 14-45, includes:

- 40% in the morning (1:00 a.m. to 12:00 p.m.);
- 100% in the afternoon (1:00 p.m. to 6:00 p.m.); and,
- 90% in the evening (7:00 p.m. to 12:00 a.m.).

The above noted, Zoning By-law shared parking provisions for retail uses are generally consistent with ULI and ITE patterns for shopping centre land uses. The nature of the retail uses is proposed to be mostly ancillary in nature with most of the traffic to / from the site occurring by foot which have different parking demands compared to shopping centre land uses.

In addition the hours of operation for the uses proposed on the site would be similar to the retail on the site today having hours of operation typically peaking during the daytime and tapering off in the evenings. Furthermore, the parking demands on the evening would be less than the 90% parking allocation during the evening that is outlined in the By-law, therefore allowing for additional parking within the garage to be other uses such as residential visitor uses.

Community Hub Uses

As noted above in **Section 2.0**, there are no time of day parking provisions outlined in the Zoning By-law for community hub uses as such a 100% parking occupancy rate was assumed for all three time periods (i.e. morning, afternoon and evening periods).

The nature for the community hub use is to lease the space to community organizations to encourage a sense of community between residents of Grimsby. Opportunities for this space include, but are not limited to, study spaces, community programming, and community kitchens. The space allows interested residents to share creativity, skills, and interests among their neighbours.

The hours of operations for such uses are between 9:00 a.m. to 5:00 p.m. (i.e. Artscape Wychwood Barns and Artscape Yongeplace) with the occasional event occurring in the evening. This would suggest that there is a portion of this community hub parking during the evening periods that can be used for additional parking such as for residential visitor parking.



The above would suggest that, there will be additional parking spaces available for residential visitor uses beyond what the 0.16 spaces per unit (12 spaces) during the evening periods when the visitor parking peaks.

7.5 SUMMARY

Based on the foregoing, the proposed residential visitor parking supply ratio of 0.16 spaces / unit considered appropriate given the following:

- The site is located within both the Downtown Grimsby and intensification areas.
- The review of other minimum Zoning By-law standards for other areas in the GTA suggest that a proposed residential visitor parking ratio of 0.16 space per unit is considered to be more appropriate relative to the parking standard trends that are observed in other municipalities within the GTA.
- There are examples of reduced residential visitor parking supply standards approved in the Town of Grimsby, particularly 27 John Street (0.1 spaces per unit).
- The review of the area public parking facilities suggests that there is available parking in the area;
- The review of the time of day sharing provisions suggests that there will in fact be additional parking spaces in the evening for residential and residential visitor uses as the community hub and retail demands reduce in the evening.

Therefore, it is our opinion that the proposed residential visitor parking ratio of 0.16 spaces / unit will meet the demands of the site as planned.



8.0 COMMITMENT TO SUPPORTING NON-AUTOMOBILE TRAVEL TO THE SITE

A comprehensive Transportation Demand Management (TDM) Plan proposed for the Site has been conceptualized to leverage the area transportation context in order to reduce vehicular trips made to and from the Site. The intent is also to reduce vehicular parking demand. It is our opinion that the proposed TDM Plan is an important supporting element to the proposed residential parking supply.

The proposed development will be providing the following Transportation Demand Management (TDM) measures:

8.1.1 Residential TDM

- **Reduced Vehicular Parking Supply:** The reduction of parking supply (compared to the applicable requirements) is itself a TDM measure as it will force residents/visitors to consider alternative travel modes
- **Visible Transit Information:** The lobby of the building should have access to local and regional transit information to assist residents in taking transit.
- **Bicycle Parking:** The proposed development will provide 74 dedicated resident bicycle spaces (1.01 per unit). Tenant lockers are also provided above and beyond the provision of long-term bike storage set out in the Town By-law 14-45.
- **Community Marketing Outreach:** It is recommended that an event should be held around the time of building launch focused on disseminating information about sustainable travel options (i.e. Travel Mode Information Packages, local car share membership information, etc.).
- **Enhanced Pedestrian Facilities:** the provision of continuous walkways, including a plaza area, residential mews, and outdoor amenity area, will improve walkability within and to/from the site.
- **NRT On Demand Transportation Passes:** The proposed development is committed to offer NRT On Demand transportation passes to all tenants for the first year of the rental building's operation.

8.1.2 Non-Residential TDM

- **Shared Parking Provisions:** permits the efficient sharing between land-uses and reduce the total number of parking spaces required for residential visitors.
- **Bicycle Parking:** The proposed development will provide 84 total bicycle spaces consisting of 10 short-term bicycle parking in highly visible locations in close proximity to the entrance for visitors.
- **Visible Transit Information:** The lobby of the building should have access to local and regional transit information to assist visitors in taking transit.
- **Visible Parking Information:** The lobby of the building should have access to local information to assist guests in identifying options for parking in the area.
- **Enhanced Pedestrian Facilities:** the provision of continuous walkways, including a central plaza, and outdoor amenity area, will improve walkability within and to/from the site.



9.0 THE REDUCED PARKING SUPPLY WILL MINIMIZE TRAFFIC IMPACT

The simplest way to effect change in travel behaviour is to reduce the amount of available vehicular parking. While the consideration and implementation of various TDM initiatives is advised, these are always more effective when implemented in tandem with limited vehicular parking. Providing a limited amount of parking is a direct incentive for employees and visitor of the Site to use sustainable transportation, and will discourage driving to the Site. As an alternative, the provision of ample parking encourages people to travel to the Site using an automobile, knowing that there will be spaces to park.

With less parking and less vehicles traveling to / from the Site, there will be fewer vehicle trips associated with the Site and the traffic impact on the area road network will be reduced. This will benefit the surrounding area as it will minimize the additional traffic added from the proposed uses on-Site, which in turn will reduce the amount of traffic congestion experienced in the area during peak travel periods.



10.0 SUMMARY OVERVIEW

The proposed parking supply is considered to be appropriate for adoption in this context based on the following key considerations:

1. The Site is connected to existing and planned transit infrastructure

- There are planned transit investment along the Niagara Falls GO Rail service. A new Grimsby GO Transit Station, part of the Niagara Falls Rail Service Extension plan proposed by Metrolinx, is being proposed as part of these plans. This station is part of four new Stations that are being proposed and would extend the Lakeshore West Rail line which would allow for continuous two-way rail service to Niagara Falls and Toronto.
- The Niagara Region Transit provide a transit solution that is affordable, efficient and accessible for the Town of Grimsby. This transit solution is an on-demand a ride-share service that allows for residents to book a trip to schedule a trip within the Town of Grimsby and within the Niagara Region. These services can also be used to provide local transit connections to existing and future GO Transit facilities.
- With future and existing transit, the Site will be served by two Transit Rail Lines (GO Rail and VIA Rail) and an on-demand Regional transit service. Affordability and availability of transport services are and will be provided between major stations and downtown areas.

2. Demand for parking is decreasing across the Town

- In areas outside of the Downtown District that have a similar transportation context as our site, residential buildings are also experiencing parking approval trends that are lower than the prevailing Zoning By-law requirements.
- The Town has recently approved a number of residential projects across the Town which feature reduced parking supply rates, in response to increased levels of non-auto travel.
- The reduced resident parking supply is becoming more common for residential buildings across the Town, which are limiting the vehicle parking spaces provided while promoting the use of non-auto alternative modes of travel to the Site.
- Observed parking supply trends are illustrated in areas bordering the Downtown District, that parking demand is below the By-law requirements of 1.25 spaces per unit for residents and 0.25 spaces per unit for resident visitors. In fact, with the observed trends being outside of the downtown area, this shows that trends even outside of highly urbanized areas are decreasing.
- BA Group assessed parking utilization rates at existing residential buildings within the Town and found actual residential parking needs ranging from 0.42 to 1.00 spaces per unit.
- Actual demand for residential parking (0.42 to 1.00 spaces / unit) is substantially lower than the Zoning By-law requirements for the Site, and the requested variance of 1.00 space per dwelling unit is within the higher range of the observed parking demand.



- To better understand visitor parking trends in the area, BA Group assessed parking utilization rates at the existing Balsam Lane parking lot located 200 metres (2-minute walk) from the Site and found that at peak parking demand 31 spaces (or the equivalent to 20% of the lot), remain available during the peak period in the middle of the day.

After 5:00 p.m. parking demand is reduced 30% or less suggesting that there will in fact be additional parking spaces in the evening for residential and residential visitor uses as the community hub and retail demands reduce in the evening.

- Based on the planned downtown area intensification, the site area characteristics consist of a mixed-use and medium to high density of residential uses. These areas allow residents to have the ability to live – work in the same area, and thus, not require a vehicle to commute to work.

3. Provincial and Municipal policies encourage a shift towards non-automobile mobility

- The Growth Plan prioritizes transit-oriented development around major transit stations, and supports alternative development standards such as reduced parking rates.
- Both the Growth Plan and the Town's Official Plan emphasize the importance of TDM measures to reduce auto dependency while promoting walking, cycling and transit use.

4. Commitment to supporting non-automobile travel

- The Client is eager to support non-auto based modes of travel to the Site and leverage the Site's proximity to nearby transit and cycling facilities. The Client has therefore committed to the following:
 - A reduced parking supply that will in fact reduce traffic generation to the proposed Site;
 - Promoting the use of rideshare and public transit (NRT On Demand) by providing a subsidized programme to all tenants for the first year of the rental building's operation;
 - Provide accessible bicycle parking above the recommended Town of Grimsby By-law rates;
 - Creating high-quality streets – including a plaza area, residential mews, and outdoor amenity area – to encourage pedestrian travel and support access to the existing heritage buildings and proposed community hub;
 - Reducing vehicular parking provided on the Site to encourage tenants to rely on other modes of travel; and
 - Hosting an information session for building tenants that promotes non-auto based modes of travel.
- The Client is committed and is targeting rental tenants and visitors that do not require a large parking supply, and is focused on promoting non-auto based travel to the Site.

5. Reduced parking supply will result in fewer vehicles and less traffic

- The reduced vehicular parking supply will be a direct disincentive for vehicle trips to and from the Site. As a result, the number of vehicles commuting to the Site will be reduced, which minimizes the impacts to the local traffic and benefits the area.
- The local area surrounding the Site is primarily commercial to the north and residential uses to the south. Based on temporal variations in peak parking demand for residential and commercial uses, the parking patterns anticipated to be generated by the Site is complementary to the parking patterns observed at nearby commercial uses.
- From a parking policy perspective the proposed parking supply that is lower than the Zoning By-law requirements is considered appropriate and will accommodate parking needs to the Site in this context. This approach is proposed to be adapted to reduce auto based trips, while maintaining the essential parking needs by ensuring there are strong connections to pedestrian and cycling infrastructure, transit services and mix of uses provided in the neighbours to support the buildings parking reduction.

Based upon the above, the adoption of a reduced parking standard for the proposed residential tenant use is considered to be appropriate for the downtown area context in recognition of continuing to reduce reliance on automobile-dependent travel in urbanized areas of the Town of Grimsby. This will serve to encourage sustainable travel behaviour and reduce traffic demands generated by the development as a whole.

* * * * *

We trust the above provides an appropriate description of the proposed parking supply and TDM strategy for the Site. Please feel free to let us know if you have any questions / comments or require additional information.

Sincerely,

BA Consulting Group Ltd.



Stephanie A. Harges, P.Eng.
Senior Associate



APPENDIX A

Parking Study Information



Project: 13 Mountain Street / 19 Elm Street
Project No: 6541-20
Location: Grimsby Residential Parking
Date: Thursday January 13, 2022
time: 3:00AM

1 Slessor Blvd

No. Units: 109

Area	Resident	Visitor	HC	Reserved	Total	Demand Ratio
Supply	107	5	9	2	123	
3:00	97	5	7	0	109	1.00

3 Slessor Blvd

No. Units: 62

Area	Resident	HC	Total	Demand Ratio
Supply	44	3	47	
3:00	25	1	26	0.42

30 Robinson St N

No. Units: 54

Area	Resident	HC	Total	Demand Ratio
Supply	30	6	36	
3:00	29	6	35	0.65

2 Rossmore Ave

No. Units: 32

Area	Resident	Total	Demand Ratio
Supply	31	31	
3:00	28	28	0.88

Project: 13 Mountain Street / 19 Elm Street
Project No: 6541-20
Location: Grimsby Residential Parking
Date: Friday January 14, 2022
Time: 3:00AM

1 Slessor Blvd

No. Units: 109

Area	Resident	Visitor	HC	Reserved	Total	Demand Ratio
Supply	107	5	9	2	123	
3:00	90	5	9	0	104	0.95

3 Slessor Blvd

No. Units: 62

Area	Resident	HC	Total	Demand Ratio
Supply	44	3	47	
3:00	29	1	30	0.48

30 Robinson St N

No. Units: 54

Area	Resident	HC	Total	Demand Ratio
Supply	30	6	36	
3:00	28	6	34	0.63

2 Rossmore Ave

No. Units: 32

Area	Resident	Total	Demand Ratio
Supply	31	31	
3:00	29	29	0.91

Project: 13 Mountain / 19 Elm
Project No: 6541-20
Location: Balsam Ln Parking
Date: Friday December 24, 2021

Parking Demand Summary

Area	1	2	3	4	5	6	7	Total	% Occupied	Excess Supply
Supply	22	11	27	5	22	40	35	162		
9:00	16	10	23	3	10	31	18	111	69%	51
10:00	16	10	24	2	13	26	23	114	70%	48
11:00	15	9	22	1	16	30	27	120	74%	42
12:00	15	9	22	1	19	34	31	131	81%	31
13:00	12	9	26	1	20	35	25	128	79%	34
14:00	16	6	23	1	12	29	22	109	67%	53
15:00	12	6	21	1	17	28	22	107	66%	55
16:00	11	1	13	1	10	13	16	65	40%	97
17:00	7	1	15	2	4	8	11	48	30%	114
18:00	8	0	7	2	3	3	5	28	17%	134
19:00	8	0	1	2	5	0	5	21	13%	141
Average								89	55%	98
95th Percentile								130	80%	57
Maximum								131	81%	56

