



Town of Goderich Downtown Parking Study



December 12, 2024
Job No. 24161

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**TOWN OF GODERICH
DOWNTOWN PARKING STUDY
December 12, 2024**

1.0 INTRODUCTION

The Town of Goderich initiated a study in July 2024 to assess the use and availability of parking in the downtown core area. The intent of the study is to:

- Quantify parking conditions in the downtown core
- Assess usage, demands, and occupancy
- Develop an understanding of the perception of parking availability and needs from the public and downtown business community.
- Make preliminary recommendations related to parking needs or further studies.

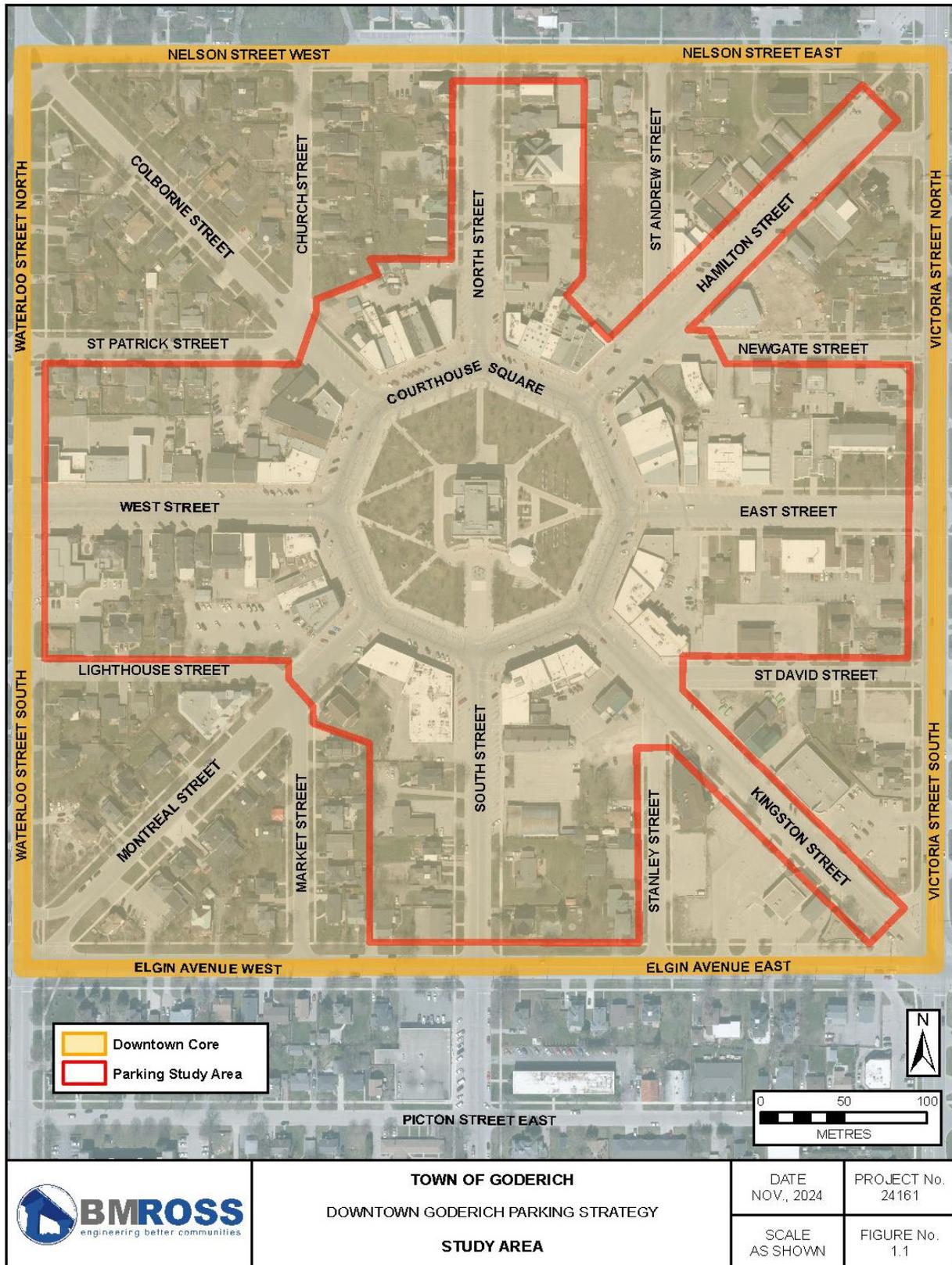
To achieve the above-noted goals, the study process incorporated the following steps:

- Quantifying existing municipal on-street and off-street parking (i.e. in parking lots) available for public parking.
- Conducting parking utilization and duration surveys over multiple days in July and August 2024 to assess usage, duration, and peak demand times.
- An online public survey to provide to garner information from the community regarding use and the perception of parking in the downtown core.
- Surveys of the downtown businesses to develop an understanding of parking needs and usage.
- Review of the data collected to identify preliminary recommendations related to parking in the downtown core of Goderich.

1.1 STUDY AREA

This study focuses on the downtown core area of Goderich. The downtown core is defined as the area roughly bounded by Nelson Street to the north, Waterloo Street North to the west, Elgin Avenue West to the south and Highway 21 to the east, as shown in Figure 1.1. Specifically, the study examined the sections of streets within this area where public parking is available and demarcated with painted lines. This includes the 'Outer Courthouse Square', referring to the angled parking immediately in front of the businesses on Courthouse Square, and the 'Inner Courthouse Square' referring to the parallel parking spaces immediately adjacent to Courthouse Park.

Figure 1.1 Downtown Parking Study Area



The study also includes public parking spaces in parking lots that are either municipally owned, or privately owned lots where there is an agreement in place with the Town for public use. These areas include:

- Knox Presbyterian Church Parking Lot (9 Victoria Street North)
- Livery Theatre Parking Lot (35 South Street)
- Service Ontario and Troyan and Fincher Parking Lot (38 and 44 North Street)
- Lighthouse Street Parking Lot (north of the library)

1.2 POLICY CONTEXT

Parking in the downtown core is governed by policies within the Town of Goderich Official Plan, Zoning By-law, and Downtown Core Master Plan. These documents contain policies and regulations related to parking in the downtown core.

In the Town of Goderich Official Plan, the downtown core is identified as an ‘anchor’ and ‘people place’, supporting commercial and mixed uses. It recognizes the downtown core provides a broad range of “commercial, cultural, government, judicial, civic, residential and recreation uses”, serving as a focal point in the community. The urban form will be required to complement the historic form, in addition to the system of sidewalks, roads, and parking areas. In the downtown, the Official Plan recognizes that on-street parking provides a significant amount of the required parking in the downtown core. The Official Plan encourages the continued provision or enhancement of off-street parking in cooperation with the business community. Policies of the Official Plan allow for reduced parking requirements, where appropriate, and cash-in-lieu. Off-street parking areas are prohibited on properties with frontage on Courthouse Square.

The Downtown Core Master Plan, completed in 2012, provides policy direction related to Courthouse Park, and public and private realm design components. The Master Plan highlights that the downtown core is a valuable public space; pedestrians, vehicles and cyclists should co-exist in a safe and accommodating environment. The Master Plan identifies that Council shall provide public parking areas within the downtown area and increase the supply of parking for bicycles and automobiles. It provides that new development within 250m of an existing public parking facility may have reduced minimum parking requirements. It also notes substantial supply of public parking in the downtown core and new retail commercial or office space development will not be required to provide on-site parking. Council may also accept cash-in-lieu for parking requirements.

Specific regulations relating to parking requirements come from the Town of Goderich Zoning By-law. Section 6.13 of the Zoning By-law provides the amount of parking spaces required for specific types of development, in addition to regulations around the size of spaces. Under the Zoning By-law, in areas designated core area commercial (C4) and mixed-use commercial (C5) in the downtown core, Council may accept cash-in-lieu of parking. Money collected as cash-in-lieu of parking is intended to go into a parking fund to provide necessary parking spaces and improvements. Residential development is required to provide the parking as set out in the Zoning Bylaw, except up to 25% of the spaces may be provided as bicycle or scooter parking spaces. Off-site parking may be permitted for non-residential uses within 150 m of the site, provided the property to be used for parking is under the same ownership or is subject to an agreement on title. Requirements for accessible and Electric Vehicle (EV) parking spaces are set out in sections 6.13.5 and 6.13.14, respectively.

The current requirements for parking spaces are a minimum width of 2.8 m for cars parked side by side and 3 m for cars parked next to a fence or wall.

1.3 GODERICH DOWNTOWN REVITALIZATION PROJECT

The Town is also currently undertaking a major reconstruction project of the underground infrastructure and streetscape in the downtown core. During the preliminary design and public consultation phase of the Downtown Revitalization Project, there was significant public interest in the proposed changes to the configuration of parking around Courthouse Square. In response to the significant public interest and comments received concerning parking, the Town elected to undertake a parking study for the downtown core. This study is proceeding in parallel with the design process of the Downtown Revitalization Project and will assess day-to-day parking needs, rather than those specifically associated with the Revitalization Project.

During the design process for the Downtown Revitalization Project, preliminary recommendations and design options were provided regarding to parking. The existing angle parking spaces on the outer Courthouse Square are substandard in width, ranging from 2.4 to 2.6 m wide. The current design for Courthouse Square will increase the width of the angle spaces to the standard 2.75 m, resulting in 144 spaces (22 less than the current amount). It is also proposed to convert the angle spaces on the streets radial to the Square (e.g. North Street, Kingston Street, etc.) to perpendicular spaces (i.e. at a 90-degree angle to the sidewalk). This proposed change is generally limited to the first aisle of spaces immediately adjacent to the Square and not the entire lengths of these streets. Type A accessible spaces will be located at the corner of each connecting street and the Square, on the connecting street. This will result in 1 to 2 accessible parking spaces per block. Additional accessible spaces will be considered during the detailed design phase.

The Town is also constructing an additional parking lot at 42 Stanley Street. This lot will add approximately 40 spaces (including accessible and standard spaces) to accommodate parking during the reconstruction activities and afterward.

2.0 EXISTING PARKING CONDITIONS

2.1 PARKING SUPPLY

The parking supply in the downtown core includes on-street and off-street parking facilities. The on-street parking includes angle and parallel spaces. Additionally, parking spaces are available in parking lots around the downtown core. For the purposes of this study, only public and privately owned lots with an agreement with the Town of Goderich for public use are included in the counts. Table 2.1 summarizes the types of spaces and counts of spaces. The counts do not include the six angle spaces utilized for restaurant patio spaces, or the six spaces in parking lots occupied by dumpster bins or marked for private use.

Table 2.1 Summary of Publicly Available Parking Spaces in the Downtown Core

| Parking Space Type | Count of Spaces |
|----------------------------|------------------------|
| On-street, angle | 538 |
| On-street, parallel | 71 |
| Off-street, spaces in lots | 89 |
| Total | 698 |

There are 698 publicly available spaces for parking within the downtown core of Goderich. On-street angle parking comprises of 77% of the total parking spaces, followed by off-street parking in lots (13%) and on-street parallel parking (10%). The angle spaces are found on the streets radial to Courthouse Square (e.g. North St., Montreal St., West St., etc.) and the outer portion of Courthouse Square. Parallel spaces are found on the inner portion of Courthouse Square (i.e. adjacent to Courthouse Park) and South Street.

There are 166 parking spaces around Courthouse Square, with 112 angle spaces and 54 parallel spaces. This accounts for 23% of the total parking spaces within the downtown core.

The parking lots in the downtown core and the total number of spaces in each are summarized in Table 2.2.

Table 2.2 Parking Lot and Spaces in the Downtown Core

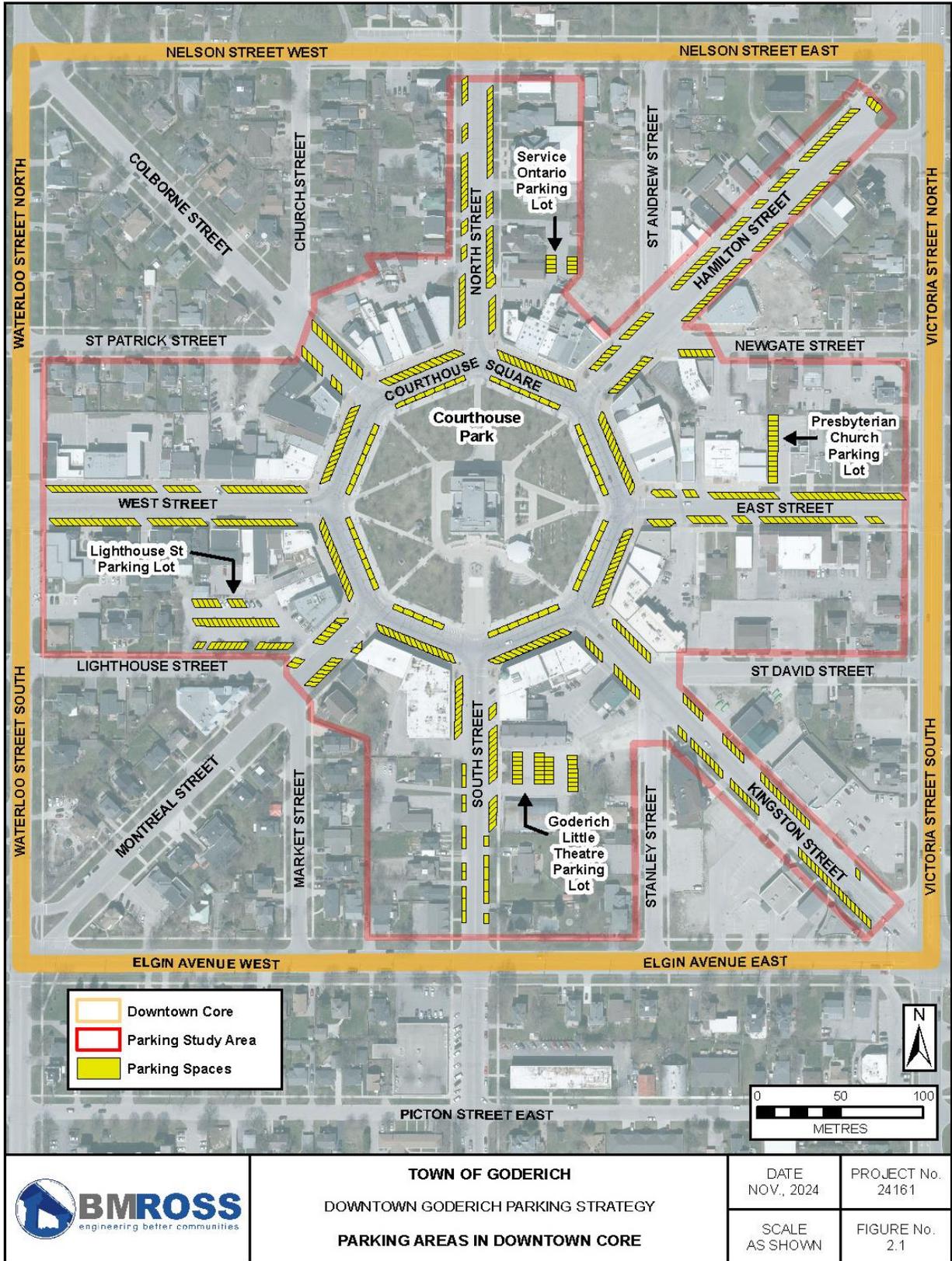
| Parking Lot | Count of Publicly Available Spaces |
|--|---|
| Knox Presbyterian Church (9 Victoria St. N) | 13 |
| Goderich Little Theatre parking lot (35 South St) | 28 |
| Service Ontario and Troyan & Fincher, (38 and 44 North St) | 8 |
| Lighthouse Street (north of library) | 40 |
| Total | 89 |

The available parking in the downtown core includes 14 accessible parking spaces. Three of these spaces are located on the inner portion of Courthouse Square, nine on the streets radial to the Square, and two in the parking lots (one in the Knox church parking lot and one in the Lighthouse St. parking lot). There are also four Electrical Vehicle (EV) charging parking spots within the downtown core.

Currently, parking is not restricted in the downtown core from March 15 to November 15. There are no time limits or paid parking during this time. However, from November 15 to March 15, on-street parking and parking within publicly available lots is restricted from 2 AM to 7 AM for snow clearing. An exception to this restriction allows overnight parking is permitted in the Lighthouse St. and Livery parking lots.

The parking spaces and lots are shown in Figure 2.1.

Figure 2.1 Parking Spaces and Lots, Downtown Core



2.2 PARKING SURVEYS

Throughout July and August 2024, BMROSS conducted six 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, 2024
- Saturday, August 3, 2024
- Thursday, August 8, 2024
- Monday, August 12, 2024
- Wednesday, August 14, 2024
- Saturday, August 17, 2024

These dates were chosen to provide a range of weekday and weekend conditions. One parking survey (August 3, 2024) was conducted on a long weekend to represent a maximum demand scenario. The weekend surveys also coincided with the weekly Farmers Market in the Square.

The parking surveys consisted of three routes, walked at the top of each hour during the survey period. Staff were assigned to record the last three digits of any vehicle parked in the spaces along their route. The routes included all marked on-street and off-street parking within the downtown core. Staff also noted any blocked parking spaces, instances of double-parking, and instances of parking in unmarked spaces. The data collected was utilized to determine the utilization of spaces, peak demand, and duration.

2.3 PARKING UTILIZATION

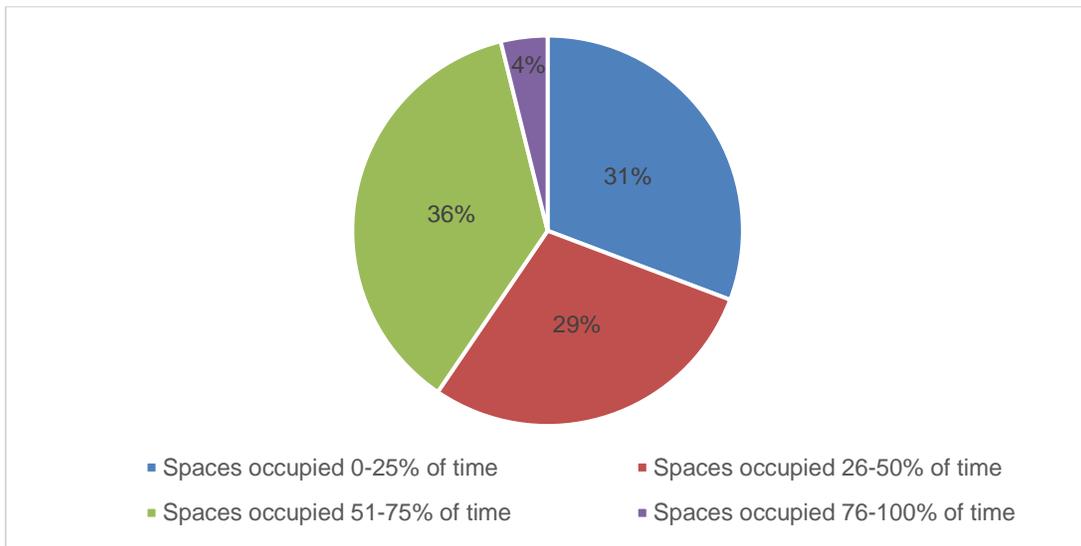
Utilization is the number of parking spaces that are occupied. It is calculated as a percentage of the number of spaces occupied divided by the total number of spaces available. Over the entire downtown core and survey days, the overall average utilization rate was 40%. The average utilization rate varied by day, ranging from 46% to 30%, as shown in Table 2.3. Saturday, August 3, and Thursday, August 8 were the days with the highest utilization.

Table 2.3 Summary of Average Parking Utilization

| Date | Average Utilization (%) – All Spaces | No. of parking spots fully utilized (from 8 AM – 8 PM), All Spaces | Average Utilization (%) – Courthouse Square Spaces | No. of parking spots fully utilized (from 8 AM – 8 PM), Courthouse Square Spaces |
|----------------------------|---|---|---|---|
| Tuesday, July 30, 2024 | 41.1 | 10 | 58.0 | 2 |
| Saturday, August 3, 2024 | 44.8 | 22 | 64.9 | 6 |
| Thursday, August 8, 2024 | 46.0 | 21 | 61.6 | 3 |
| Monday, August 12, 2024 | 34.9 | 4 | 45.8 | 0 |
| Wednesday, August 14, 2024 | 42.5 | 9 | 61.5 | 4 |
| Saturday, August 17, 2024 | 30.8 | 9 | 50.6 | 3 |

Approximately 37% of the spaces over the entirety of the survey period were occupied an average of 51 to 75% of the time (see Figure 2.2). During the survey period, 14 parking spots were never utilized (see Figure 2.3). These locations were three spaces on the north side of Hamilton Street near the former Tourism Office, two on the south side of Hamilton Street with one near the Cork and Coast and one near the BYOB Zero Waste Depot. Five spaces were never utilized in the Knox Presbyterian Church parking lot, and two spaces along the north side of East Street, immediately west of Highway 21 were not parked in during the survey.

Figure 2.2 Average Occupancy of Spaces Over Study Period



There were 75 spaces that were fully utilized (i.e. were occupied every hour of the sampling day) over the six survey days (see Figure 2.4). The majority of the spaces fully utilized were found around the outer Courthouse Square (18 instances of spaces fully occupied) and the Lighthouse Street parking lot (17 instances of spaces fully occupied), followed by North Street (10 instances of spaces fully occupied), Colborne Street (7 instances of spaces fully occupied), East Street (7 instances of spaces fully occupied), and West Street (5 instances of spaces fully occupied).

For the parking along Courthouse Square, the average utilization rate is 57% over the survey period. A higher utilization rate within the Square is expected, given the number of businesses fronting onto the Square and its use for events such as the summer weekend markets. Saturday, August 3 recorded the highest number of spaces utilized throughout the entire day.

Figure 2.5 shows the average occupancy for each parking space in the study area over the survey period. Figures showing the average occupancy for each day are included in Appendix A.

Figure 2.3 Underutilized Parking Spaces, Downtown Core

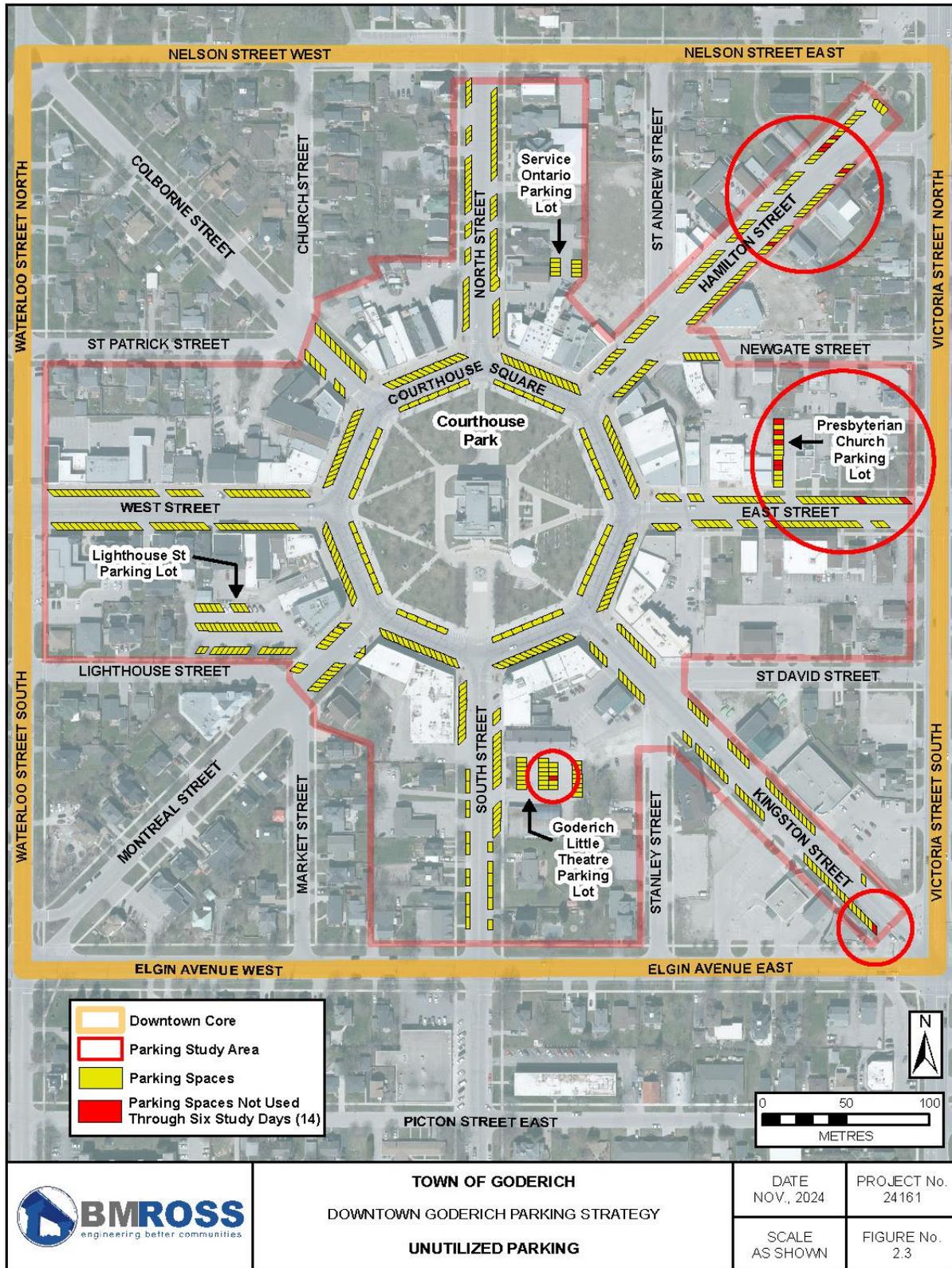


Figure 2.4 Fully Utilized Parking Spaces, Downtown Core

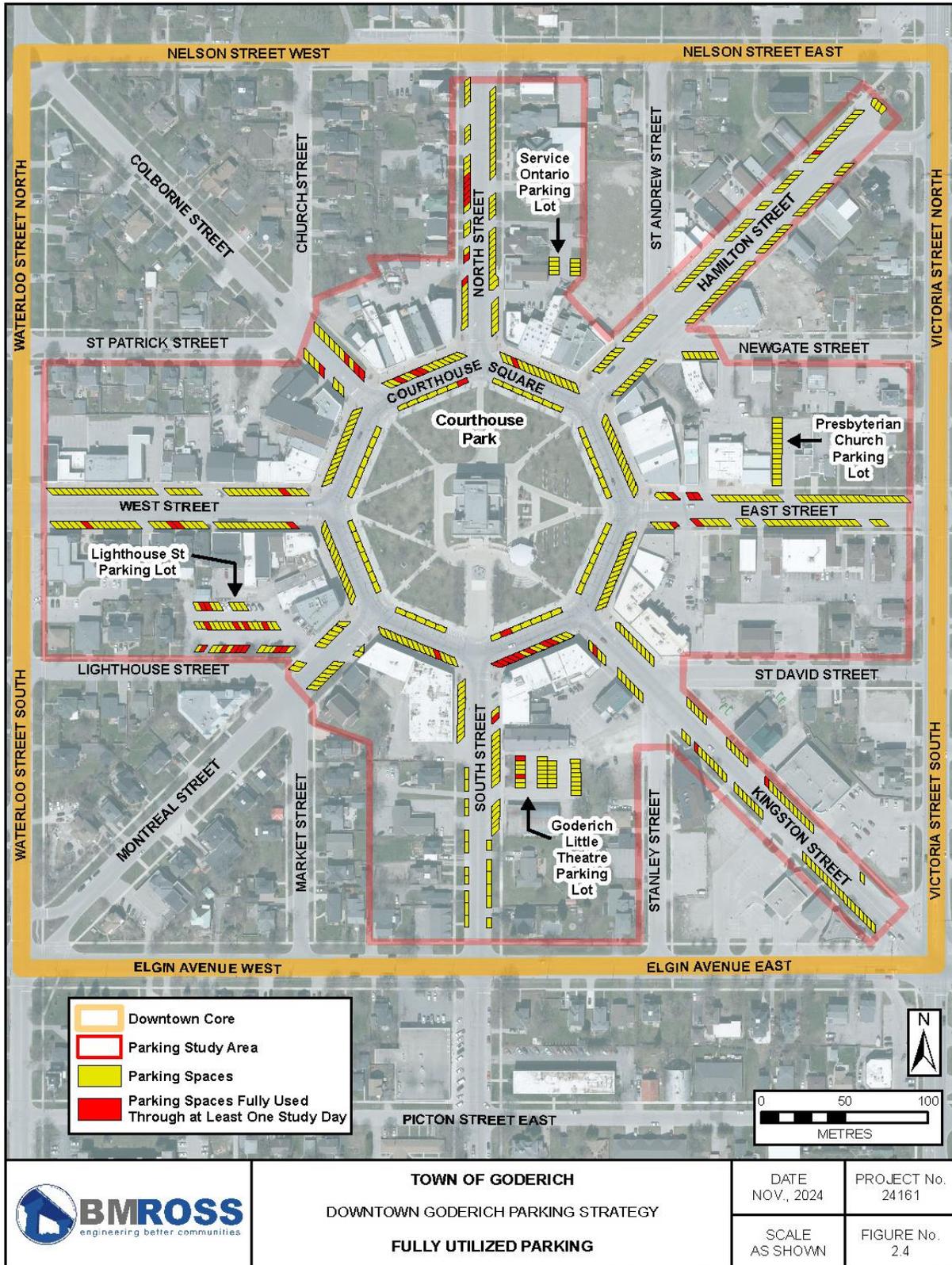
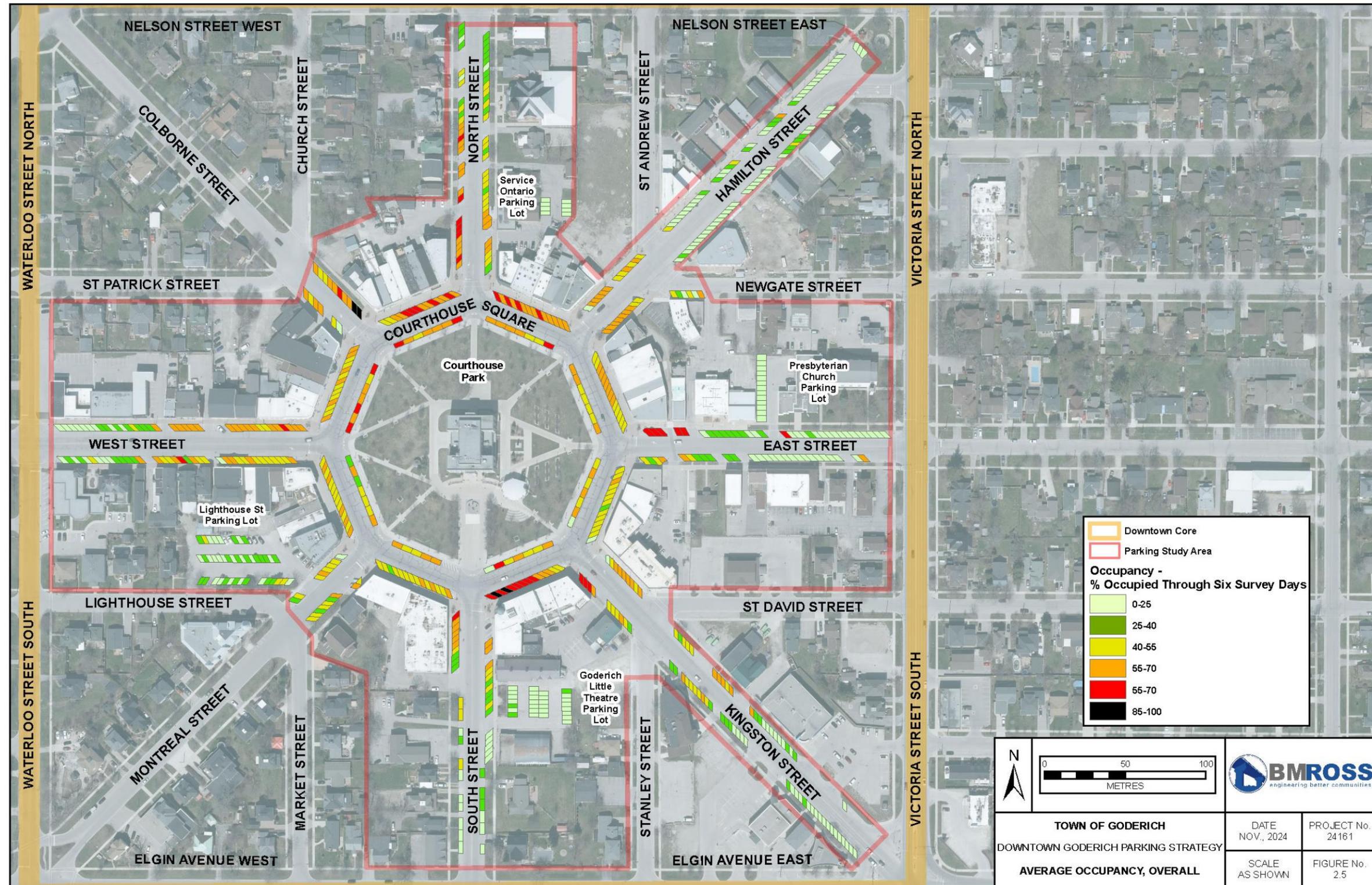


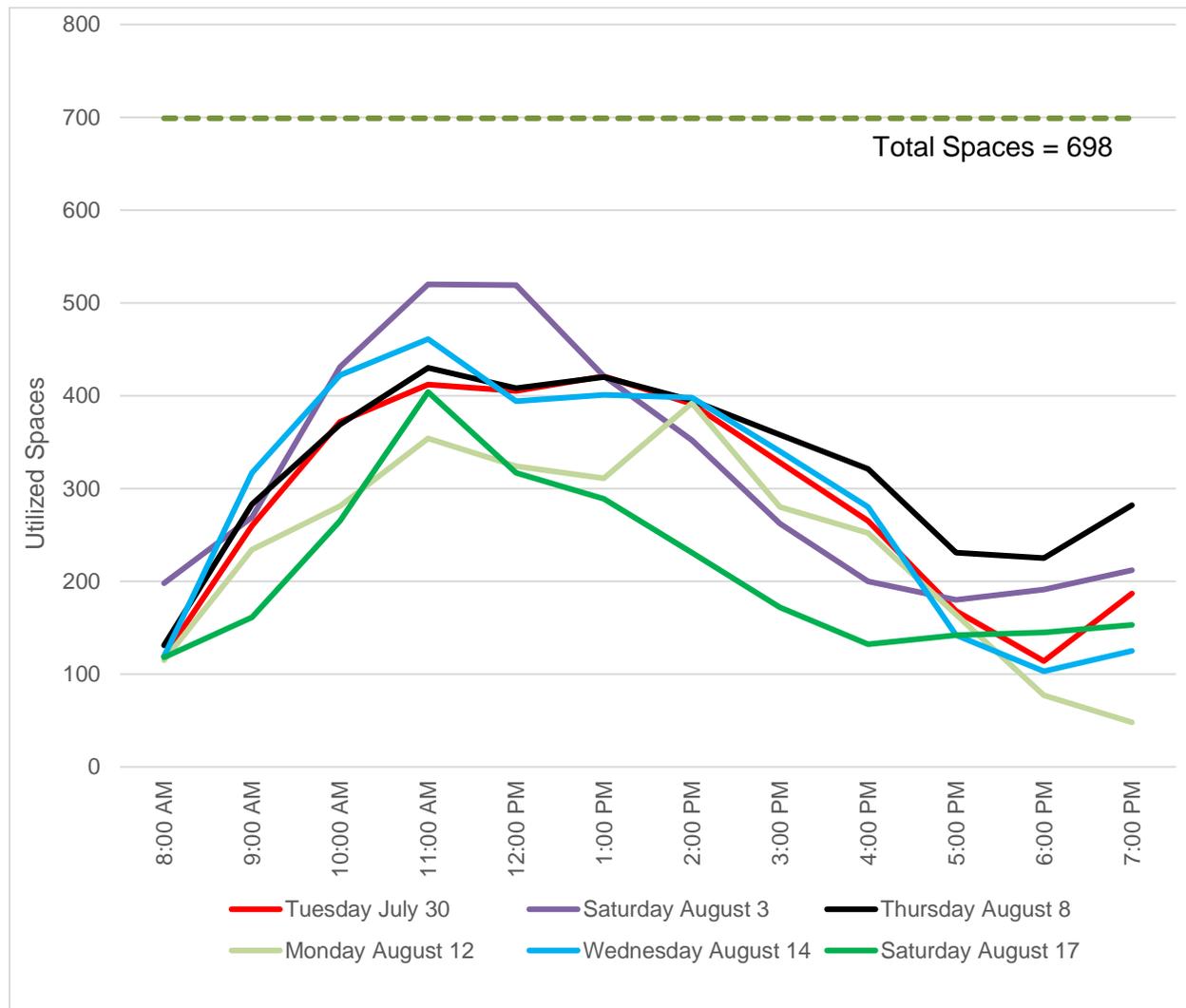
Figure 2.5 Average Occupancy Over Survey Period



For each survey day, the data was analyzed to determine the timing and peak utilization. The utilization throughout the day for each survey day is shown in Figure 2.6. The peak parking time and the peak utilization rate for each day are summarized in Table 2.4.

Generally, the demand for parking is greatest between 10 AM to 2 PM. Peak demand on Monday, August 12 was noted to be later (2 PM) and lower than the other surveyed days. This may be a result of reduced demand in response to a greater proportion of businesses being closed on Monday compared to other days of the week. Utilization in the evening (after 5 PM) generally varied between 10% and 20%; the exception was Thursday, August 8 when utilization at 7 PM was closer to 30%. This higher demand is attributed to the Thursday evening concert series in the summer on the Square.

Figure 2.6 Daily Occupancy by Hour, Downtown Core



The average occupancy by day for each space is shown spatially in Figure 2.7

Figure 2.7 Average Occupancy By Day

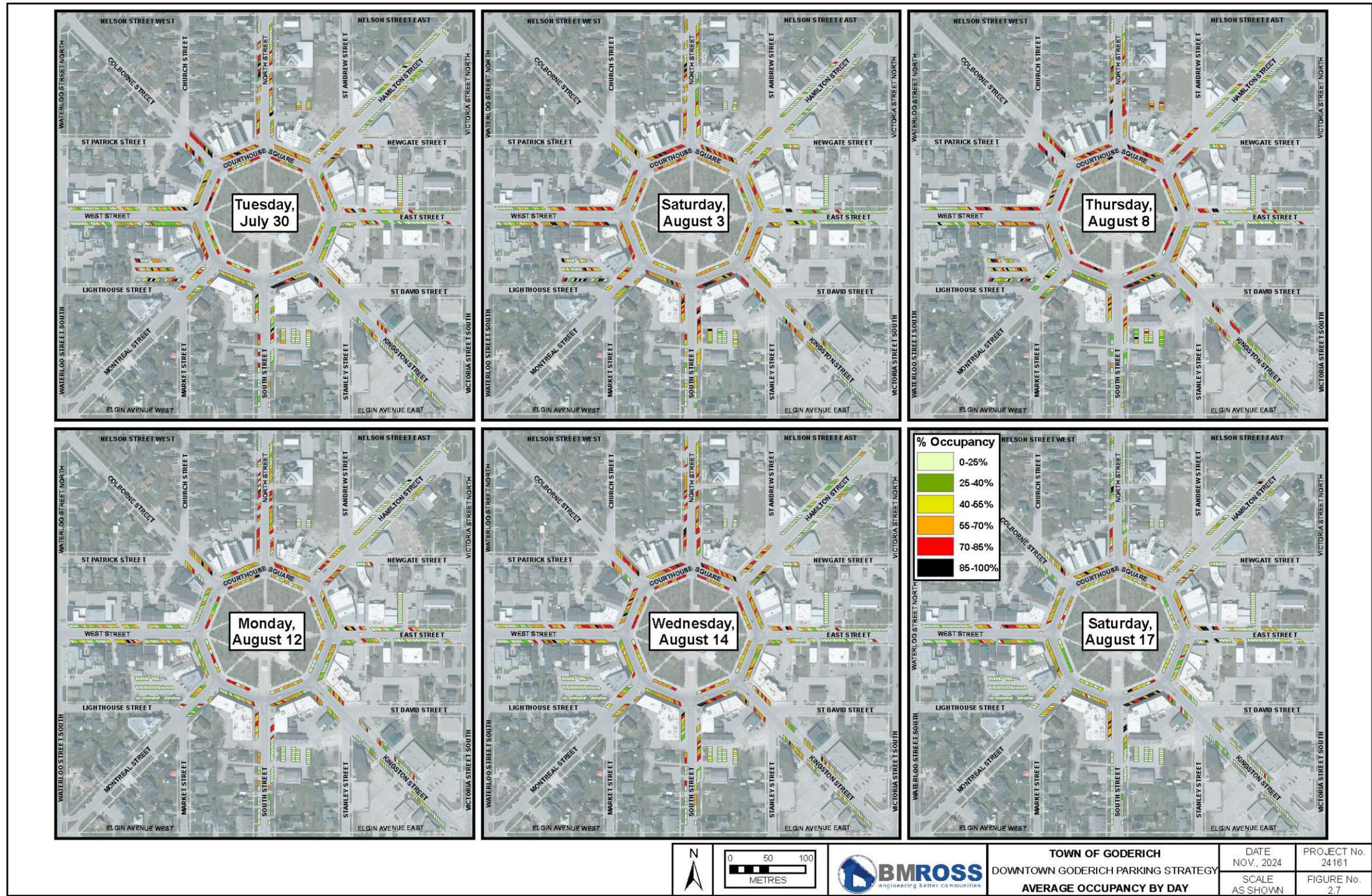


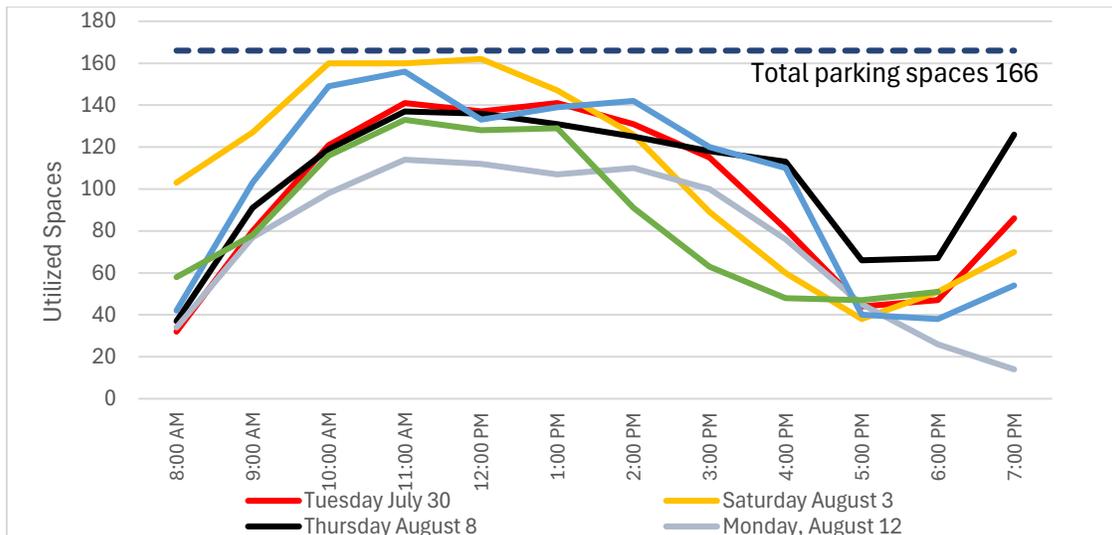
Table 2.4 Summary of Peak Utilization

| Date | Peak Utilization Time, All Spaces | Peak Utilization Rate (%), All Spaces | Peak Utilization Time, Square | Peak Utilization Rate (%), Square |
|----------------------------|-----------------------------------|---------------------------------------|-------------------------------|-----------------------------------|
| Tuesday, July 30, 2024 | 1 PM | 60.2 | 11 AM | 84.9 |
| Saturday, August 3, 2024 | 11 AM | 74.4 | 12 PM | 97.6 |
| Thursday, August 8, 2024 | 11 AM | 61.5 | 11 AM | 82.5 |
| Monday, August 12, 2024 | 2 PM | 56.1 | 11 AM | 68.7 |
| Wednesday, August 14, 2024 | 11 AM | 66.0 | 11 AM | 94.0 |
| Saturday, August 17, 2024 | 11 AM | 57.8 | 11 AM | 80.1 |

Over the entire downtown area, the peak hour for parking demand is 11 AM. The peak hour utilization ranged from 56.1% to 74.4%. Generally, 85% utilization at the peak hour is considered the threshold for full utilization. Beyond this, drivers may struggle to find a parking space. This suggests that the amount of parking spaces available throughout the downtown is sufficient to meet current demands as it is below the 85% utilization threshold.

The peak time for parking on the Square is similar to that of the entirety of the downtown core, with 11 AM generally being when demands are highest (see Figure 2.8). The peak utilization rate for the parking spaces just along Courthouse Square is higher than the overall downtown core. On Saturday, August 3, and Wednesday, August 14, at 12 PM and 11 AM respectively, the parking along Courthouse Square was essentially fully utilized. At these times, drivers would have struggled to find an available parking space on the Square.

Figure 2.8 Daily Occupancy by Hour, Courthouse Square



The parking demand observed on Saturday, August 3 is generally thought to reflect maximum demands, given it was a holiday long weekend. On the more typical summer Saturday (August 17), the parking demand on the Square was below the 85% threshold for peak utilization, indicating that generally there is sufficient parking. This is further supported when considering the availability of parking within close proximity to the Square (i.e. the remainder of the downtown core).

The average occupancy across the survey period for parking spaces on the Square is shown in Figure 2.10.

The average overall utilization rate in the parking lots varies from 2.4% in the Knox Presbyterian Church parking lot to 24.7% in the Lighthouse Street parking lot. For all parking lot spaces over the survey period, the daily average utilization rates ranged from 29.8% (Saturday, August 17) to 47% (Saturday, August 3). This indicates the parking lots are underutilized (see Figure 2.9).

Figure 2.9 Daily Occupancy by Hour, Downtown Parking Lots

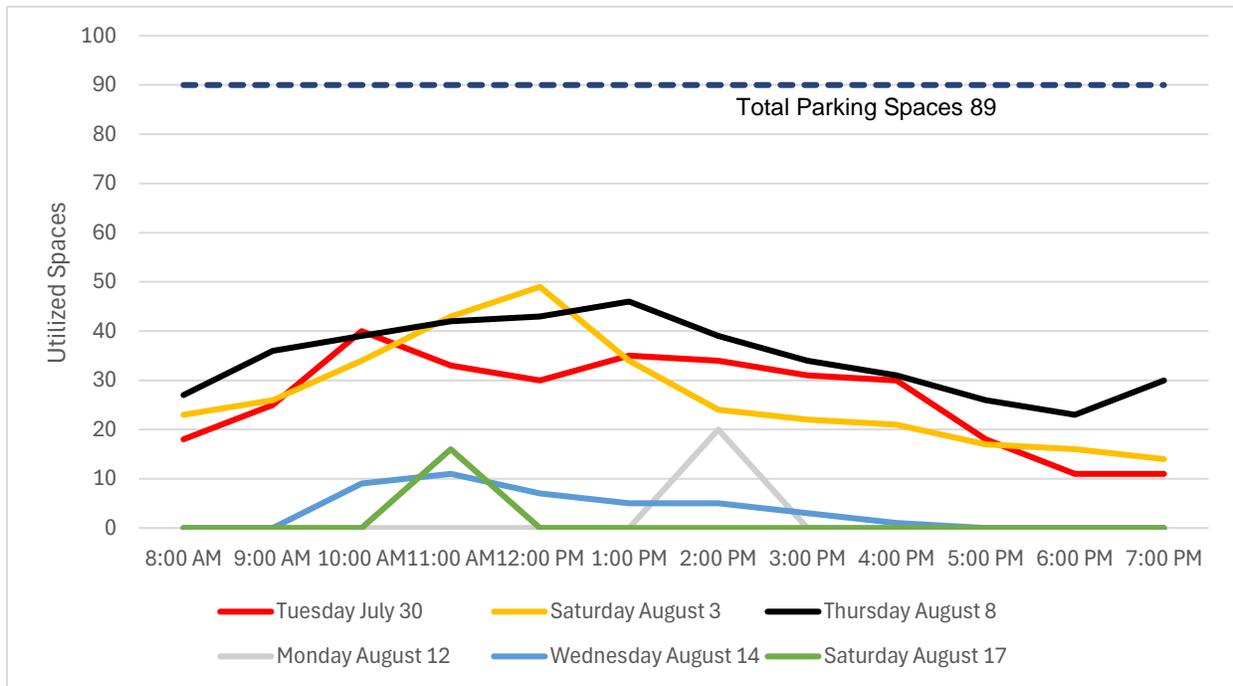
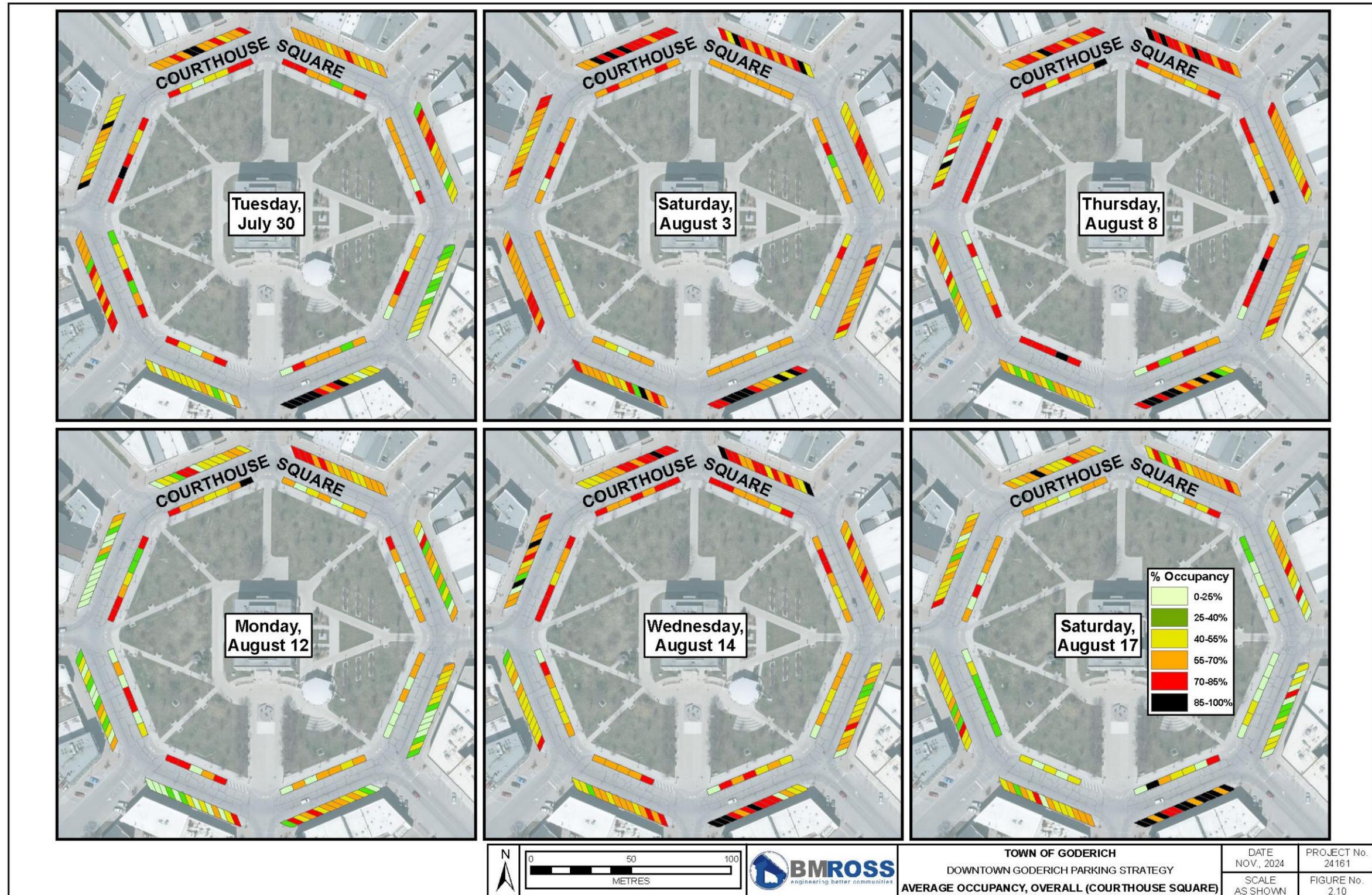


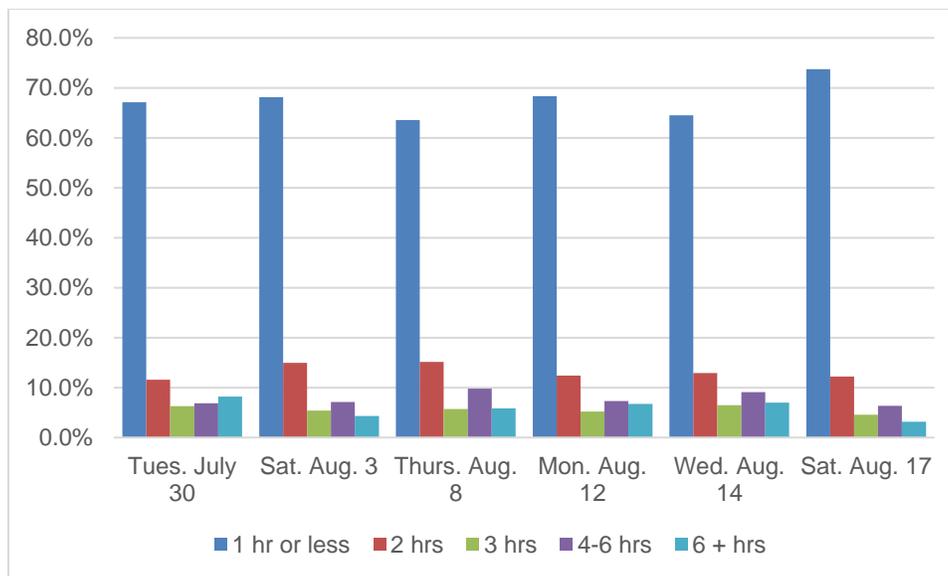
Figure 2.10 Average Occupancy by Day, Courthouse Square



2.4 PARKING DURATION

Duration is the measure of how long vehicles occupy a parking space. The duration of vehicles within spaces was assessed using the license plate data collected during the parking surveys. Within the downtown core over all the survey days, the majority of vehicles were parked for an hour or less. The overall average proportion of vehicles parked for an hour or less was 67.3%. A further 13.3% of all vehicles were parked for 2 hrs, 5.6% for 3 hours, 7.8% for 4-6 hours, and 5.9% for 6 or more hours (see Figure 2.11). This suggests that short-term parking is the primary use of parking spaces within the downtown core.

Figure 2.11 Parking Duration, Downtown Core

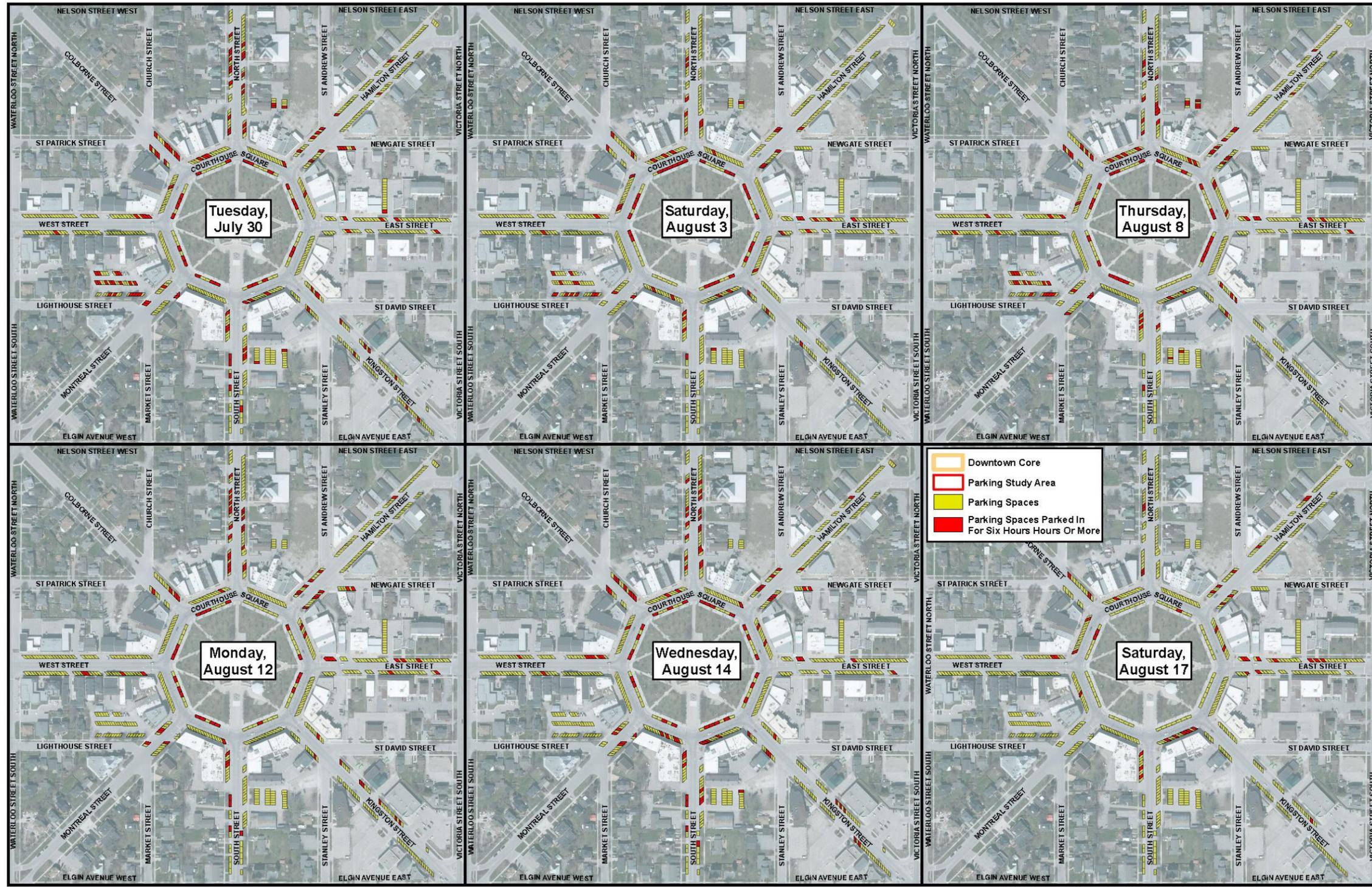


Comparing the parking durations for each survey day, there was relatively little variation in parking duration across the different days of the week. One-hour parking was the most common duration across each day, ranging from 63.6% of all parking times on Thursday, August 8 to 73.7% on Saturday, August 17. The two Saturday surveys had the lowest frequency of 6 hours or more parking durations (3.2 and 4.3%) compared to the weekdays (ranging from 5.8% to 8.2% of parking durations). This suggests there is some longer-term employee parking during the weekdays; however, the overall small proportion suggests that over the entire downtown core long-term parking is generally not a major concern or issue. See Figure 2.11 for the spatial distribution of parking spaces used for more than 6 hours by a single vehicle on each survey day. Figure 2.12 shows the spaces used for more than 6 hours on the Square.

A similar pattern in parking duration was observed for the spaces along Courthouse Square, with the majority of spaces (72.5%) occupied for an hour or less (see Figure 2.13). The second most common duration was 2 hours, with 12.2% of vehicles parked for that amount of time on the Square. A very low percentage of the vehicles were parked for more than 6 hours (4.8%), again suggesting there is relatively low demand or usage of these spaces for longer-term parking. Generally, the inner parallel spaces are used more often for longer-term parking than the angle spaces on the outside of Courthouse Square.

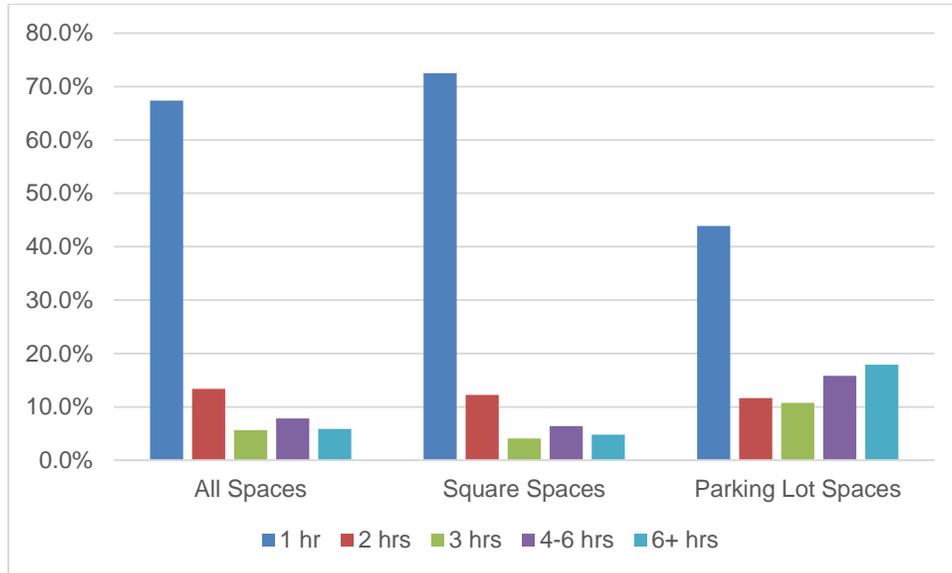
In the parking lots, parking durations varied compared to the on-street parking, with more vehicles parked for longer durations. The proportion of vehicles parked for an hour or less was

Figure 2.12 Long-term Parking Duration By Space, By Day



43.9% compared to 67.3% for on-street parking. Over 20% of the parking lot spaces were occupied for 2 to 3 hours, 15.8% for 4 to 6 hours, and 18% for 6 or more hours. This data suggests that spaces in parking lots are utilized for longer-term parking.

Figure 2.13 Average Duration, Downtown Core, Courthouse Square, and Parking Lot Spaces

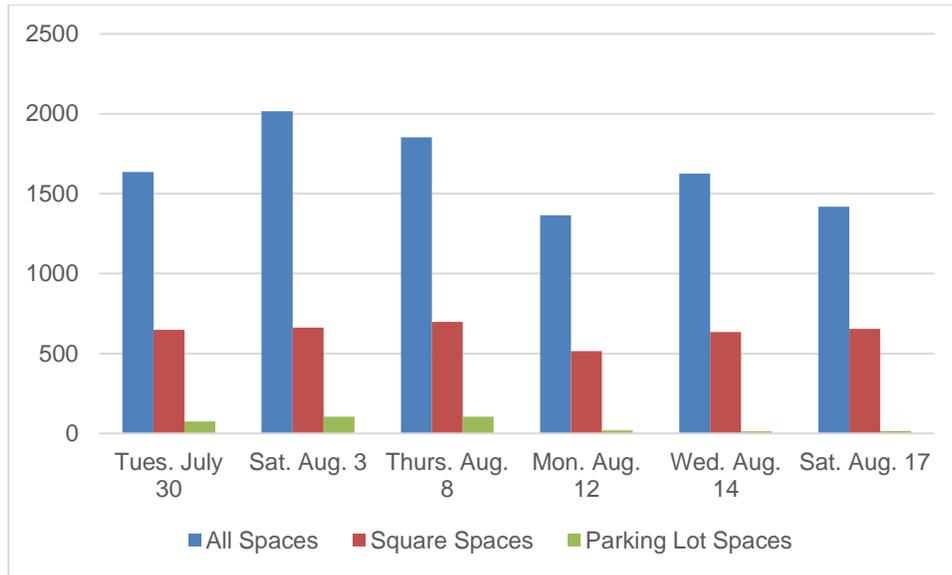


2.5 PARKING TURNOVER

Turnover is the count of unique vehicles parked in a location over a period of time. Generally, when duration is low, there is a greater potential for higher turnover. The turnover for each survey day for all the parking spaces within the downtown core is summarized in Figure 2.14. The greatest turnover, or number of vehicles utilizing parking in the downtown core was 2,016 vehicles on Saturday, August 3. The lowest turnover was on Monday, August 12, with 1,365 vehicles.

On just the Square, the greatest turnover in vehicles was observed on Thursday, August 8, with 698 total vehicles between 8 AM and 8 PM. The day with the lowest turnover was Monday, August 12 with 516 vehicles. In the parking lots, there was a greater range in turnover between survey days. The greatest amount of turnover in the parking lots occurred on Saturday, August 3, and Thursday, August 8, with 105 total vehicles each day. Wednesday, August 14 had the lowest turnover with only 14 distinct vehicles utilizing the spots in the parking lots.

Figure 2.14 Summary of Number of Parked Vehicles per Day



The spaces with the greatest turnover are shown in Figure 2.15.

2.6 ACCESSIBLE PARKING

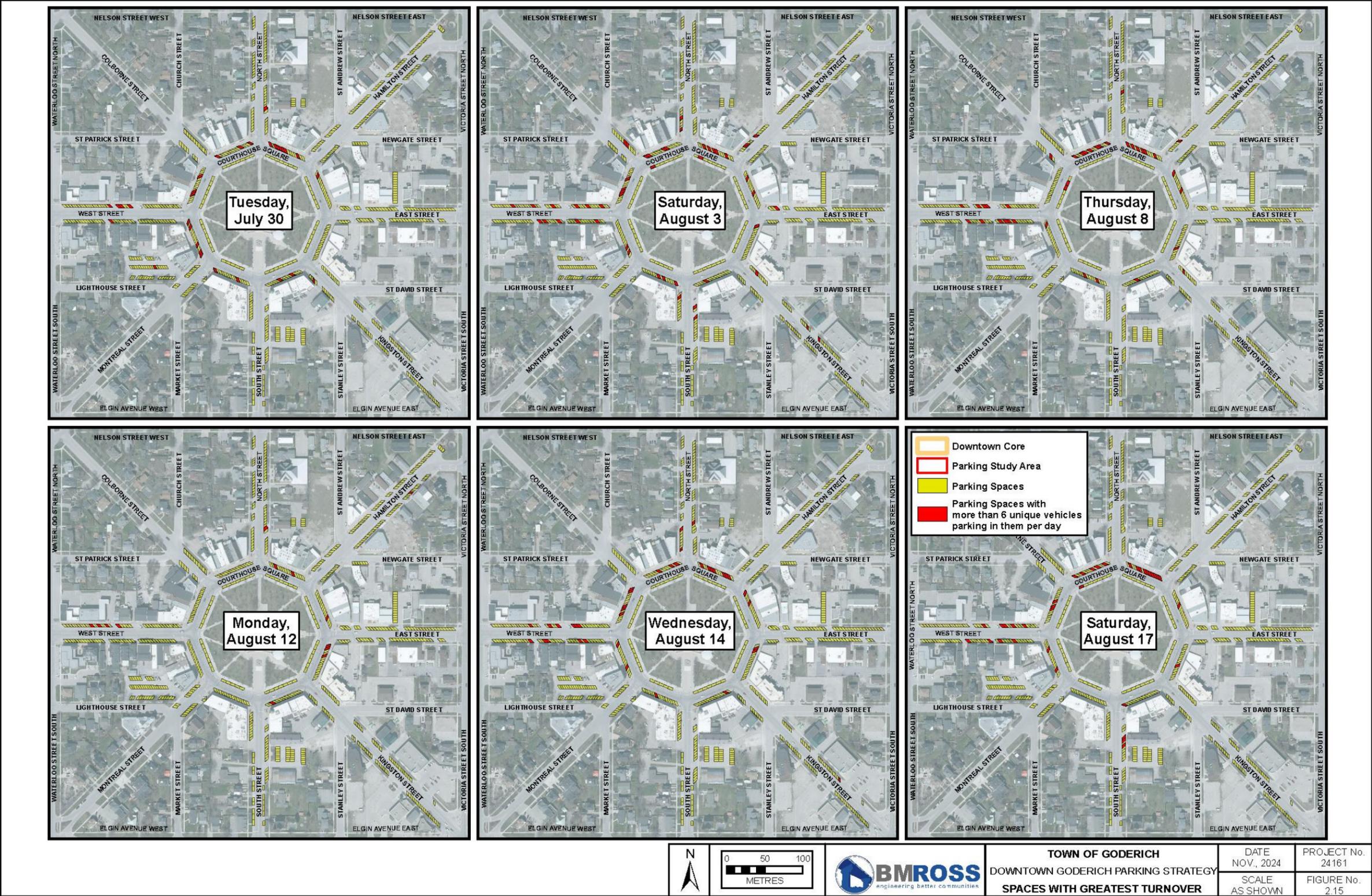
There are 14 marked accessible parking spaces within the downtown core area. The spaces are shown in Figure 2.16. Usage of the accessible parking spaces was counted through the parking surveys. Daily average utilization for the spaces ranged from 3% to 33%. The most utilized accessible parking spaces were on North Street, near Market Square Dental, and Kingston Street at the Legion.

The day with the highest utilization of the accessible spaces was Saturday, August 3, with the spaces utilized 28.0% of the day. Peak utilization between 21.4% and 57.1% across the survey dates, with highest demand generally between 12 PM and 2 PM.

2.7 OBSERVATIONS DURING SURVEYS

During the parking surveys, staff were instructed to note instances of illegal parking, blocked spaces, and any other relevant observations. The most common observations during the survey periods were instances of parking in unmarked spots and delivery trucks blocking spaces or vehicles. There were twenty-one observations of vehicles parked in unmarked spaces, spaces marked for no parking, and blocking laneways over the six survey days. The laneway behind the CIBC building on Colborne Street was frequently observed being used for parking. The ends of parking aisles were also frequently utilized for parking (see Figure 2.16)

Figure 2.15 Parking Spaces with Greatest Turnover, By Day



| | | |
|---|--------------------|----------------------|
| TOWN OF GODERICH DOWNTOWN GODERICH PARKING STRATEGY SPACES WITH GREATEST TURNOVER | DATE NOV., 2024 | PROJECT No. 24161 |
| | SCALE AS SHOWN | FIGURE No. 2.15 |

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Figure 2.16 Accessible Parking Spaces, Downtown Core

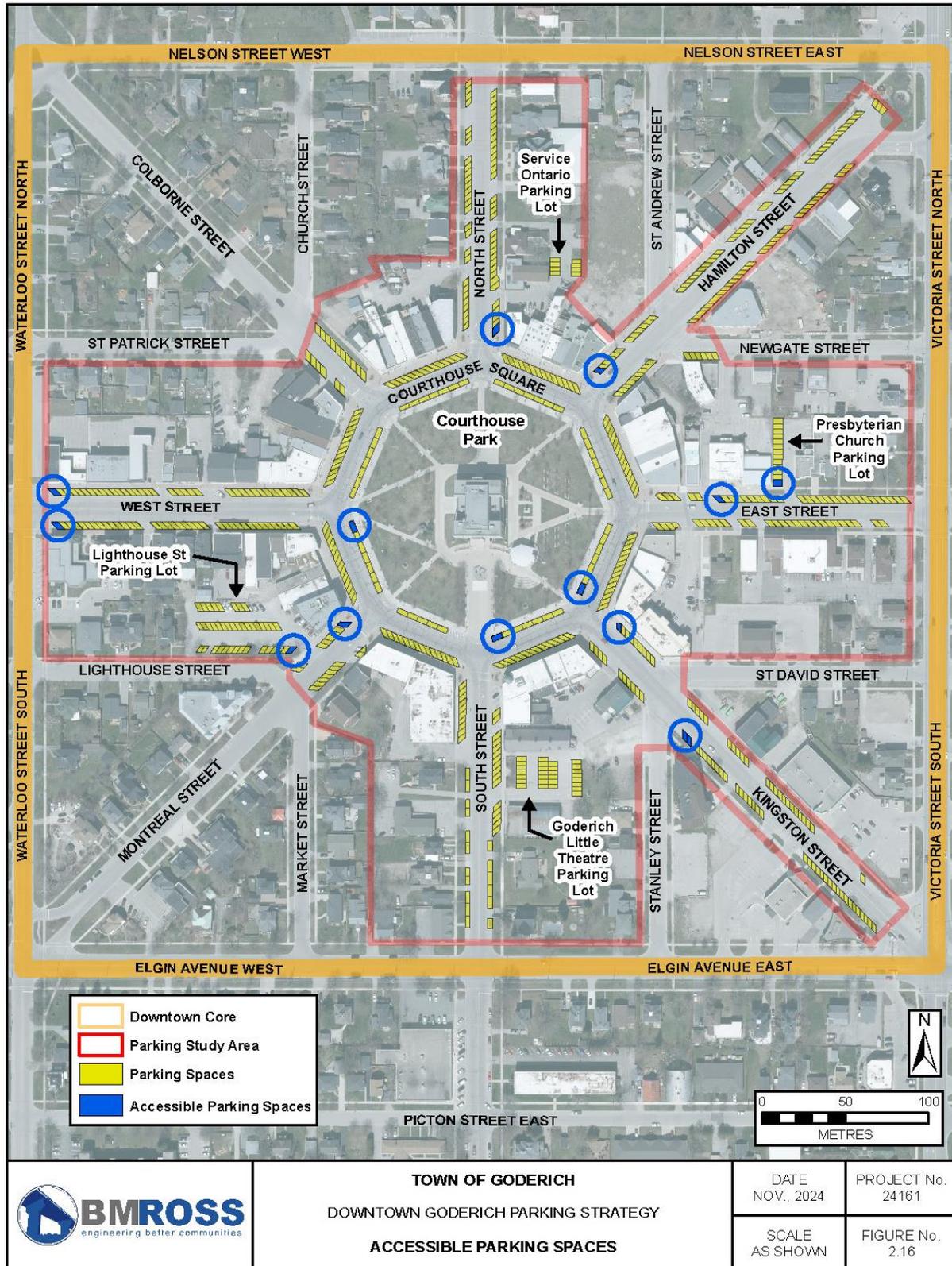
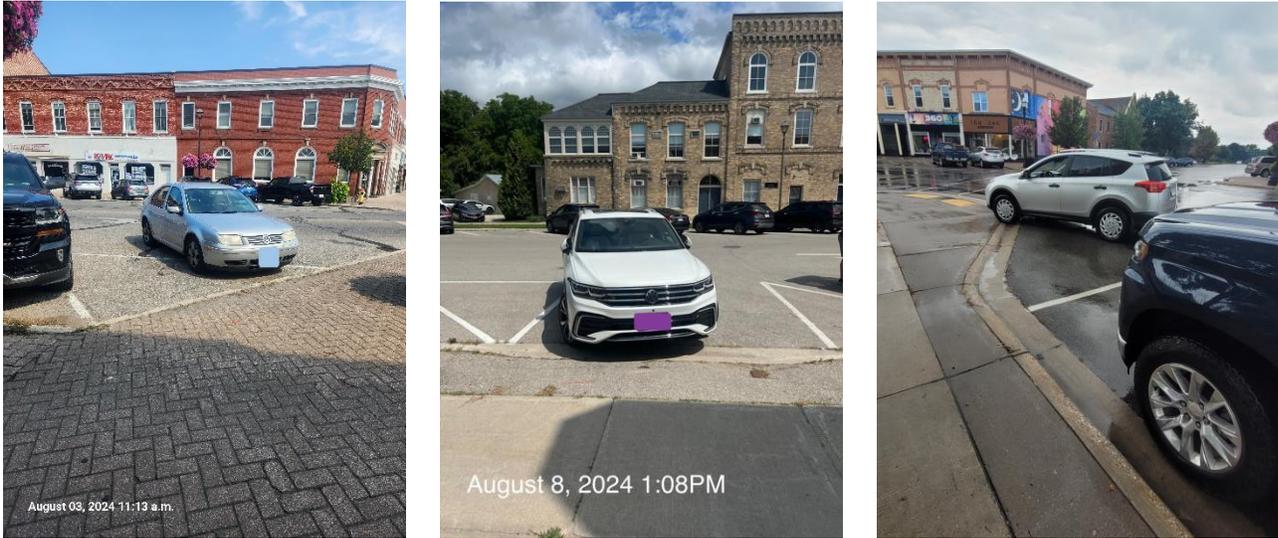


Figure 2.17 Examples of Illegal Parking Observed



There were nine observations of delivery vehicles blocking access to parking spaces. This was observed on Courthouse Square as well as on the radial streets.

2.8 PARKING SURVEY SUMMARY

The following are the key findings from the parking survey:

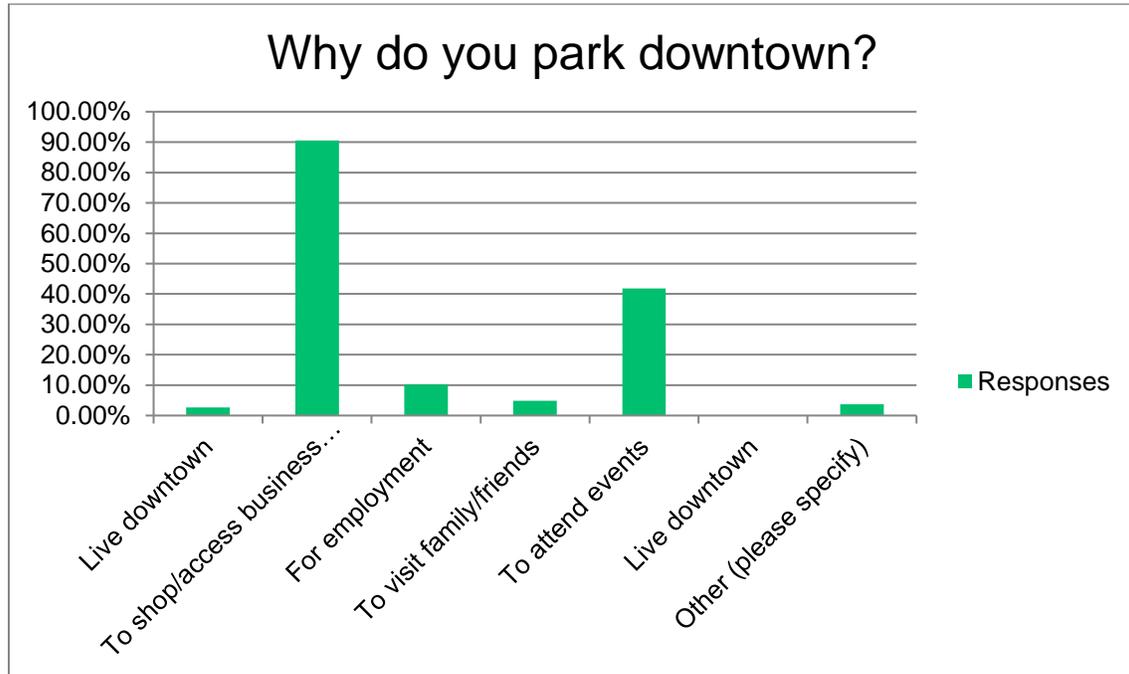
- There are 698 parking spaces available for public use in the downtown core area of Goderich.
- There are 166 parking spaces around Courthouse Square and 89 parking spaces in parking lots.
- The average parking utilization per day for all spaces in the downtown core ranged from 30% to 46%. For the spaces located on Courthouse Square, the average daily utilization ranged from 45.8% to 64.9%.
- Peak utilization for all parking spaces in the downtown core was between 11 AM and 2 PM. The peak utilization ranged from 56% to 74%. This is less than the threshold of 85% when finding a parking space may become difficult. Peak utilization was higher for the spaces located on the Square, where it varied from 68.7% to 97.6%. The highest peak utilization on the Square was on Saturday, August 3, during the civic holiday weekend, and likely represents a maximum parking demand.
- The parking lots are underutilized. The Knox Presbyterian Church parking lot was the most underused, while the Lighthouse Street parking lot was the most utilized.
- Daily, between 63.6% and 73.7% of vehicles were parked for an hour or less. This indicates significant short-term demand for parking over long-term parking.
- Vehicles parked in the parking lots were more likely to stay for longer periods.
- On the busiest day, Saturday, August 3, over 2,000 vehicles utilized the parking in the downtown core.

3.0 PUBLIC SURVEY

An online survey was launched on August 15, 2024, to garner public input on parking in the downtown core. The survey remained available until August 31 from the Town of Goderich website and Facebook page. The survey questions are included in Appendix B. A total of 916 responses were received during the survey period. The majority of respondents identified as being residents of Goderich (64%), followed by 238 persons (26%) who identified as traveling often to Goderich, 49 who work in Goderich (5%), 28 who own a business (3%), and 14 who identified as seasonal residents (2%).

A significant majority of respondents identified that their primary reason for parking in the downtown core is for shopping and accessing businesses and services (90%). This was followed by attending events (42%) and employment (10%) (see Figure 3.1). This supports the durations observed during the parking survey, which identified that the majority of vehicles were parked for an hour or less.

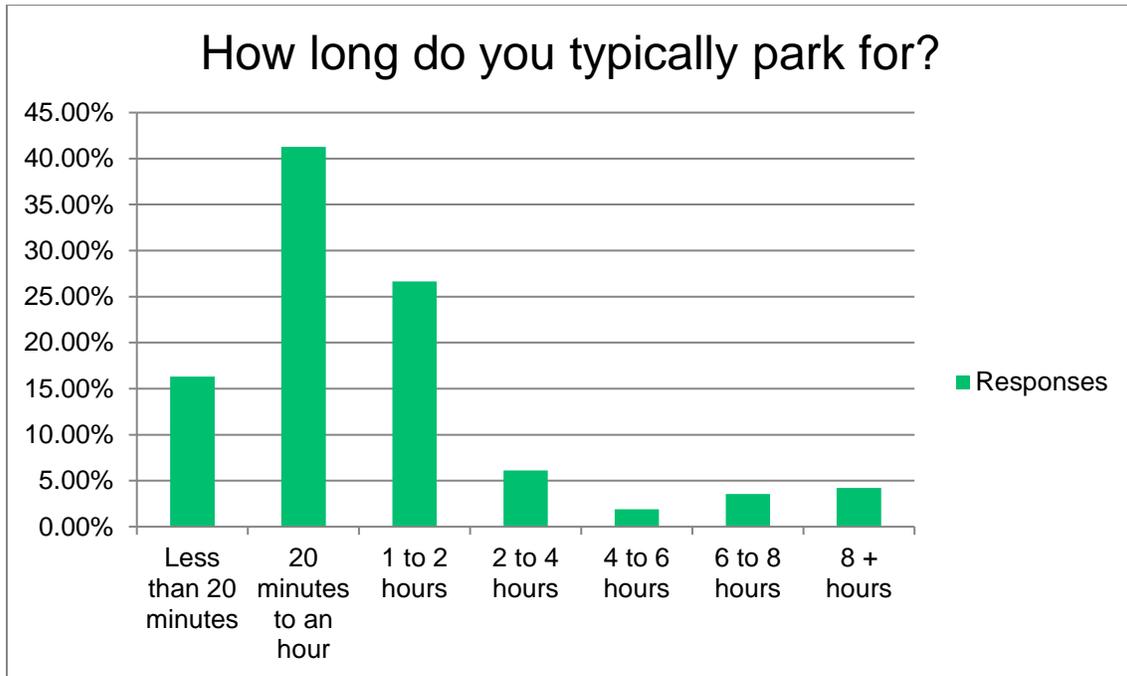
Figure 3.1 Reasons for Parking Downtown from Public Survey



The 24 respondents who identified as living downtown were asked where they park their vehicles. Only five reported as public parking spaces to park their vehicle.

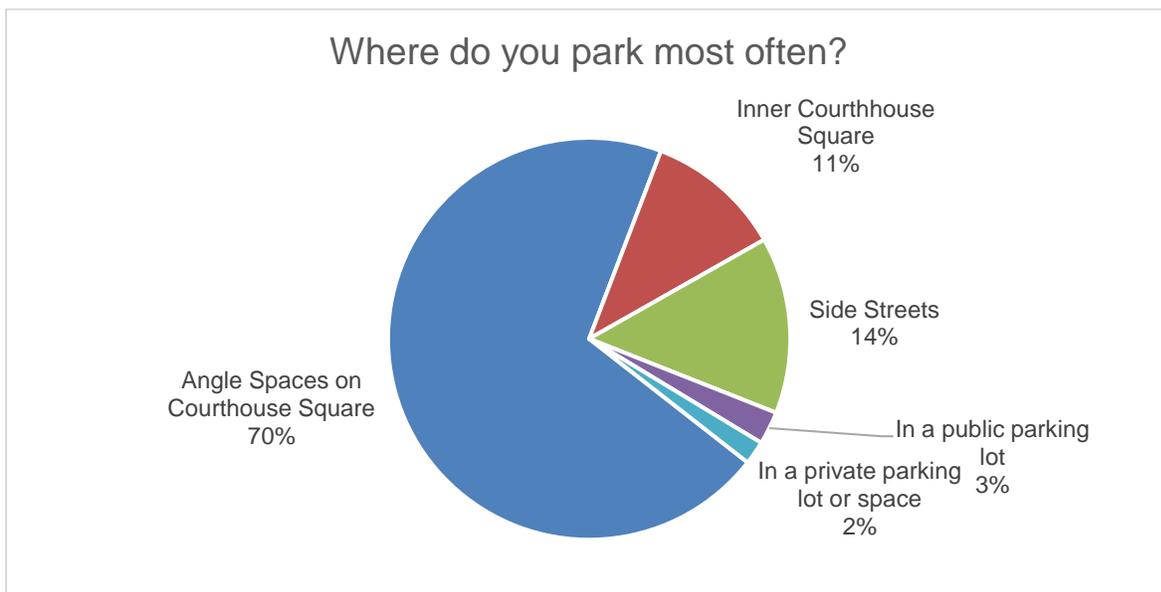
Most respondents indicated they visit and park in the downtown area a few times a week (397 persons or 44%), followed by 'once a week' (19%) and 'a few times a month' (15%). Additionally, 113 respondents (13%) reported they visit and park downtown every day. Figure 3.2 shows the responses related to the survey question regarding parking duration. The majority of respondents typically parked for 20 minutes to an hour. This agrees with the durations observed during the parking survey, which indicated most vehicles were parked for an hour or less. The next most frequent response was 1 to 2 hours by 240 persons (27%). Approximately 8% of persons indicated they park for 6 or more hours.

Figure 3.2 Parking Duration, Public Survey



The most popular parking spaces in the downtown core are the angle spaces on Courthouse Square (see Figure 3.3). Approximately 70% of respondents (633 persons) indicated those spaces are where they parked most often. Parking on the side streets (e.g. North Street, Kingston Street) was the next most popular option, with 14% of those surveyed selecting this option. The public and private parking lots were the least preferred options, accounting for less than 5% of responses. This corresponds with the findings of the parking survey, which found higher utilization of the spaces around Courthouse Square and underutilization of the parking lots in the downtown core.

Figure 3.3 Parking Locations, Public Survey



When asked about the availability of parking in the downtown core, approximately 54% of survey respondents selected they can often, or sometimes, find parking when and where they want. The remaining 46% indicated that they either sometimes cannot, or often cannot, find parking spaces where and when they want. The parking survey data generally indicated that in the downtown core area, peak utilization was below 85%, which is considered the threshold where it becomes difficult to find an available parking space. Parking on the Square had higher peak utilization, with the greatest utilization on Saturday, August 3. Generally, the parking on the Square has a greater demand than the parking elsewhere in the downtown core. While parking is typically available in the downtown core, the spaces on the Square fill first leading to a perception of limited availability.

Respondents who indicated they sometimes or often had difficulty finding parking were asked when they experienced this. Approximately 60% or 248 persons noted they had difficulty finding parking during working hours (8 AM – 5 PM), Monday to Friday. Weekends and during special events were only chosen by 118 respondents.

With respect to accessible parking, 121 participants indicated they require an accessible parking space. The majority of survey respondents were neutral about the current number of accessible spaces, and 260 individuals, or 31% suggested there should be more.

The survey also asked participants to rank the following parking components in terms of importance:

- Number of spaces downtown
- Number of accessible parking spots downtown
- Number of EV parking spots
- Size of parking spots
- Configuration of parking spots (e.g. angle, parallel)
- Availability of public parking lots
- Being able to park at my destination (i.e. less than a minute to walk to)

The component ranked highest by the most respondents was the number of parking spaces, with nearly 50% selecting this option as the most important. This was followed by the ability to park at their destination (19%) and the number of accessible parking spaces (14%). The least important component to survey participants was the number of EV parking spaces.

The survey asked participants what is positive about parking in the downtown. There were 623 responses. The common themes in the comments received include convenience, access to the downtown businesses, the angle parking configuration and ease of use, lack of parking fees, and the availability of spaces or places to park. Figure 3.4. displays the common words from the comments.

When asked what could be improved about parking in the downtown core, 612 people provided suggestions or comments. The common suggestions included: no changes at all (98 responses), wider spaces (55 responses), more parking spaces (45 responses), marking the lanes (30 responses), and encouraging employees of businesses on the Square to park elsewhere (26 responses).

Figure 3.4 Positive Aspects of Downtown Parking, from Public Survey



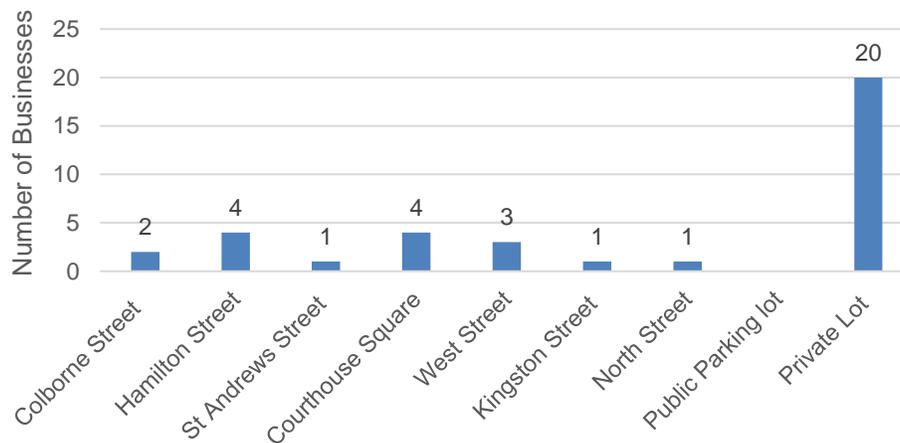
4.0 BUSINESS SURVEYS

Businesses in the downtown core were invited to participate in a business-specific parking survey. A total of 134 businesses were identified within the project study area and were visited between August 28 and September 10, 2024. An email was also sent out to business owners via the Goderich BIA advising they could contact BMROSS to schedule a time to complete the survey. A blank copy of the survey questionnaire is included in Appendix C. Of the 134 businesses identified, 81 completed the survey, 19 did not return the survey, and 32 businesses were vacant or closed during the survey period. In total, 60% of the businesses participated in the survey.

4.1 TENANCY

Approximately 60% (49) of the survey respondents indicated ownership of their commercial space. There were 37 business owners who indicated their building included a residential unit. The majority of residents in these units were reported to park in private lots, often behind the building and side streets. Figure 4.1 shows the count of parking areas reported as used by residential tenants.

Figure 4.1 Parking Areas Used by Residential Tenants, Downtown Core

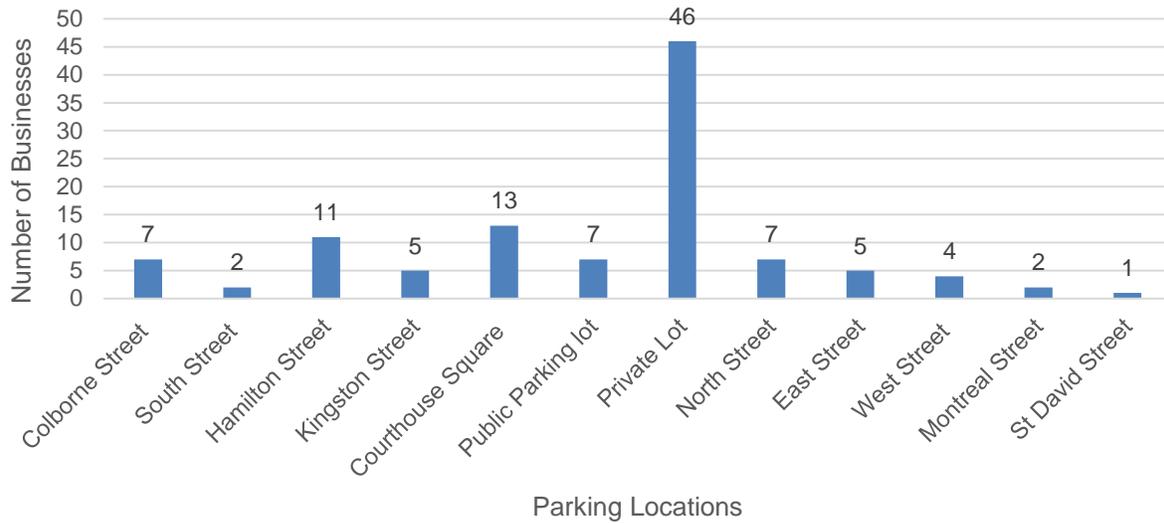


4.2 EMPLOYEE PARKING

Survey responses indicated that most businesses (48%) reported having between 1 to 4 employees, followed by 35% with 5 to 10 employees, 10% with 11 to 20 employees, and 7% with 21 or more employees. Most businesses (72%) reported that their employees typically work 7 to 8 hour shifts.

Owners were asked where employees generally park (Figure 4.2). The most common parking areas utilized for employees are private lots (46 responses), side streets (44 responses), and Courthouse Square (13 responses). Some owners identified multiple parking locations (e.g. private parking behind the building and using parking on the side streets). When stating that employees used parking spaces on the Square, it was often noted that the inner parallel spaces were used over the angle spaces. Business owners often alleged employees of other businesses were using spots either on the Square or in front of their business; however, the surveys also indicated that most business owners did not encourage their employees to use parking spaces on the Square.

Figure 4.2 Employee and Employer Parking Locations



4.3 CUSTOMER PARKING

Business owners were asked to estimate the number of customer parking spots they required. There were 28 businesses (or 46%) that reported needing either 1-2 spaces or 3-4 spaces. A further 11 indicated a need for 9-10 spaces. There were 8 businesses that indicated a need for over 20 spaces. These businesses included restaurants and the movie theatre.

Over half of the businesses surveyed reported that customers often or sometimes commented on parking. Business owners noted that common customer complaints regarding parking related to difficulty finding parking during special events (i.e. weekend markets, festivals) when roads were closed, a general lack of parking, other businesses utilizing the parking, and parking for seniors.

4.4 PARKING ISSUES AND OPPORTUNITIES

During the survey, business owners were also asked to provide their opinions or suggestions regarding parking issues or potential improvements in the downtown core. There were 65 businesses that provided general comments on parking; the most common response (from 19 businesses) was an expression of general satisfaction with the current parking conditions. This was closely followed by 18 respondents noting a need for more parking. There were 16 instances of business owners noting that employees should not be parking on the Square.

With respect to issues with parking, only 34 respondents provided comments. The most frequent concern was around other employers utilizing spaces in front of other businesses (9 comments). This was followed by a general lack of parking (8 comments).

When asked for suggestions to improve parking in the downtown core, there were 44 responses from the 81 participating businesses. The most common suggestion, made by 20% of the total businesses surveyed was enforced parking limits and/or metered parking. Other suggestions included: signage for public lots, encouraging employee parking in lots, and an additional municipal parking lot.

4.5 COURTHOUSE BUILDING

Separate interviews were conducted in August and September 2024 with representatives of the tenants of the Courthouse Building: The County of Huron and the Ontario Ministry of the Attorney General (MAG). These entities were interviewed to gain an understanding of their specific parking needs for employees and the public accessing the services at the Courthouse.

The County of Huron utilizes the Courthouse building for County Council meetings and offices for several departments including Administration, Treasury, Human Resources, and Public Works departments. Staff indicated there are approximately 30 employees, excluding Council, that are based in the Courthouse. Most of these employees work under a hybrid model, resulting in an average of 10 employees in the building during any given weekday. Employees of the County are encouraged to park at the Lighthouse Street parking lot, inner spaces on Courthouse Square and not in front of the business on Courthouse Square. Generally, there are few public visitors to the County offices.

Council meetings are held on Wednesdays, twice a month, with 15 Council members, County staff, and members of the media in attendance. Members of the public and delegations may also attend. Public attendance at Council meetings can vary significantly depending on agenda items. It is expected that during Council meetings, attendees would utilize parking around the Square.

MAG has 16 employees that regularly attend the Courthouse during the workweek. There is parking in Courthouse Park (accessed from North Street) that is reserved for judges and justices of the peace. Police officers often park along the east side of the building. Most employees park on the inner parking on Courthouse Square or in the Livery parking lot. Parking needs related to MAG activities can vary significantly. During the jury selection process, up to 120 persons may be called to attend the Courthouse. Following the selection process, the jury consists of 13 people who are required to be at the Courthouse during the court proceedings. It was noted the number of cases heard requiring a jury in a year varies, but on average there are 3 cases a year requiring jury selection. It was also noted that a jury could be sequestered overnight, which would require the availability of overnight parking.

5.0 RECOMMENDATIONS

The results of the parking survey, online survey, and business surveys were analyzed to identify strategies to improve parking facilities and parking management. Overall, there is sufficient parking available at most times to accommodate the existing needs and demands. At peak times (Saturdays, holidays) parking on Courthouse Square can approach full utilization; however, this is mitigated by the number of spaces available within the vicinity of the Square, on the radial streets, to support peak demands. The results of the parking survey also suggested that the existing parking lots are currently underutilized.

At this time, there is no recommendation to increase parking on Courthouse Square given the current arrangement of buildings and the street. It is noted that wider spaces were identified as a potential improvement in the public survey and as part of the Downtown Revitalization Project. The impact of widening the angle spaces currently on the Square is a loss of 22 spaces. The impact of the loss of spaces is that peak demand on the Square will be at full utilization more frequently in the summer months (i.e. not just during Saturdays, but likely weekdays as well between 11 AM and 2 PM). These impacts are expected to be mitigated by the construction of the 40+ space parking lot on Stanley Street. This parking lot will provide spaces to temporarily replace those impacted as the reconstruction of Courthouse Square progresses, as well as provide additional spaces long-term once the construction is complete.

Given that there is generally a sufficient number of spaces available, with the addition of the Stanley Street lot to help mitigate the changes proposed for Courthouse Square, the following recommendations generally relate to the optimization of the existing parking supply. These are considered preliminary recommendations and could be further investigated or implemented on a pilot basis.

1. Improve Wayfinding Signage for Public Parking

With the mix of private and public parking areas located behind the buildings on the Square, it may be difficult for those unfamiliar with the area to determine where public parking spaces are available off the Square. The Livery Parking lot has a single green 'P' sign, indicating public parking and the Lighthouse Lot has two signs on a pole at the corner of Lighthouse St and Montreal.

It is recommended that signage be installed or improved at the parking lots designated for public use. Large 'P' signs, such as the one at the Livery parking lot are common and easily recognized and will help residents and visitors identify where public parking is available. The sign for the Lighthouse Street parking lot should be relocated closer to the entrance of the lot off Montreal Street. A signpost could be installed in the flowerbed at the edge of the laneway leading to the lot. At a minimum, if the sign is not moved, the trees at the corner should be trimmed back as they block the sign (see Figure 5.1).

Figure 5.1 Public Parking Sign Obscured By Trees, Lighthouse Street Lot



In conjunction with signs at the parking lots, the Town should consider wayfinding signage on Courthouse Square directing vehicles to the side streets where public parking is available.

2. Improve Availability of Parking Information

There is limited information available regarding parking availability in the downtown core. Wayfinding signs are the first step in providing parking information. A second step is improving the information available in print or online. Currently if 'parking' is typed into the search bar of the Town's website, the search results do not return any information related to parking in the downtown core. A dedicated webpage with a map to identify public parking areas is recommended. Parking locations and details can also be added to Google Maps, which would help people plan trips or find parking areas on route. It is also recommended that promotional brochures either indicate where parking is available or include maps. Increasing the availability of information on parking in the downtown core will improve more efficient use of spaces, increase utilization of the parking lots, and improve user convenience.

3. Continue to Pursue Parking Agreements

The Town currently has parking agreements in place that allow public parking in privately owned lots. There may be additional opportunities to increase parking through similar agreements. A review of the downtown core area identified three parking areas that could be pursued:

- Main Street Credit Union Parking Lot (39 St. David Street)
- West Wawanosh Mutual Insurance Parking Lot (55 Newgate Street)
- Libro Credit Union Parking Lot (74 Kingston Street)

Opportunities to utilize these parking lots may be limited during the week, based on private business needs; however, there may be an opportunity to utilize these parking from 5 PM – 10 PM and on weekends. Should the Town establish any new agreements, it will be important to ensure the parking lots are appropriately and clearly signed as to when the lots can be used for public parking.

4. Designate Employee Parking Areas

In general, most businesses on the Square direct their employees to park on the side streets or in parking lots. Dedicating parking spots through signs or painting would help ensure parking spots are available for employees as well as encourage long-term parking off the Square. Spaces in the Livery and Lighthouse Street parking lots could be utilized for this purpose.

5. Road Closures

When closing streets for special events, it is recommended that consideration be given to avoiding streets that access public parking areas (e.g. Lighthouse and Montreal Street, South Street). Streets with less on-street parking (e.g. Colborne) could be utilized to keep more parking spaces open and accessible overall.

6. Consider Time Limit on the Outer Courthouse Square Parking Spaces

The parking spaces on the outside of Courthouse Square experience the highest demand and turnover. Generally, as determined from the parking survey data, the majority of vehicles are parked for 2 hours or less. Restricting parking in these spaces to a 2 to 3-hour limit between 8 AM and 5 PM, Monday to Friday, would discourage longer-term parking and allow for greater turnover with more vehicles able to utilize the spaces. Having the limit in place during the working hours of the workweek would allow for longer-term parking during special weekend or evening events. It would also continue to allow longer parking for downtown restaurants and the theatre in the evening.

To implement this option, the Town would need to amend Schedule 7 of Bylaw 20-1989 to include the location of the time-restricted parking. It would also require enforcement of the time-restricted parking, which would have administrative and operational costs.

7. Work with the Ministry of Attorney General Staff at the Courthouse

The Town could work with MAG staff to provide parking information to jury candidates, media, and others attending the Courthouse to reduce pressure on the spaces on Courthouse Square. The availability of additional parking at Stanley Street will provide additional parking available for the Courthouse; however, it is important that users are made aware of its availability. This could be achieved by providing parking information in notices and letters from MAG, providing information to legal offices to distribute to lawyers and their clients, and posting information on the MAG website.

These recommendations can be considered in conjunction with the ongoing design of the Goderich Downtown Revitalization Project and further in the future, as needed.

6.0 SUMMARY

The Town of Goderich undertook a parking study for the downtown core area to develop an understanding of current parking demands and utilization. The study included a parking survey carried out over six days in July and August 2024, from 8 AM to 8 PM. The parking study inventories the current spaces in the downtown area and their usage. In addition to the parking survey, public feedback on parking in the downtown area was collected via an online survey. Businesses in the downtown were also contacted and surveyed.

There are 698 public parking spaces available within the downtown core. This includes 538 angle spaces, 71 parallel spaces, and 89 spaces in publicly accessible parking lots. The daily utilization of the parking spaces in the downtown core ranged from 30% to 46%. There were 75 spaces that were fully utilized in a day during the survey period. There were 14 spaces that were never utilized. The busiest or highest demand day for parking was Saturday, August 3, which was a holiday weekend. Looking solely at the parking spaces on Courthouse Square, the average utilization was 57%, with full utilization (i.e. over 85%) observed on Saturday, August 3, and Wednesday, August 14. Peak hour utilization, or utilization during the busiest hour, ranged from 56% to 74% across all spaces within the downtown core and between 68% and 98%. The utilization rates for the parking lots varied between 2.4% and 24.7%.

The majority of vehicles in the downtown core (67.3%) were parked for an hour or less. Only 5.9% were parked for six or more hours. This suggests that the majority of parking demand is short-term.

Turnover, or the measure of the number of vehicles utilizing the parking, ranged from 1,365 vehicles per day to over 2,000 vehicles per day. The busiest day was Saturday, August 3, 2024, which corresponded with a holiday long weekend and market day in the Square. The least busy day was Monday, August 12, 2024.

From the online public survey, the major driver for parking on the Square is to access businesses and services. This accounted for 90% of the 916 responses received. The majority of respondents to the public survey indicated they park for 20 minutes or less, with only 8% responding they parked for 6 or more hours. The most utilized parking spaces or desired parking spaces are the angle spaces on Courthouse Square. Most respondents (54%) selected that they often, or sometimes, could find a parking space when and where they desired on the Square. The most difficult times to find a parking space, according to the survey results, were during work hours Monday to Friday. Respondents felt positive about the access that the current parking configuration provides, the availability of spaces, and the lack of parking fees.

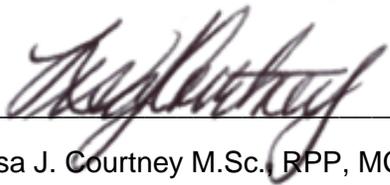
The local business community was also surveyed to get their opinions and understand their usage of parking in the downtown core. The surveys were delivered to all businesses within the downtown core and 81 responded. The majority of the businesses have 1 to 4 employees, with the majority of these businesses (46 out of 81) utilizing private parking for their employees. Over half of the businesses surveyed indicated that customers had commented on parking. Most comments related to difficulty finding parking during special events. Another common comment regarding parking is the use of parking by employees of other businesses. The business community expressed some support for parking limits and enforcement.

Given the above the following recommendations to improve parking within the downtown core were identified:

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, South Street.
6. Consider 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.

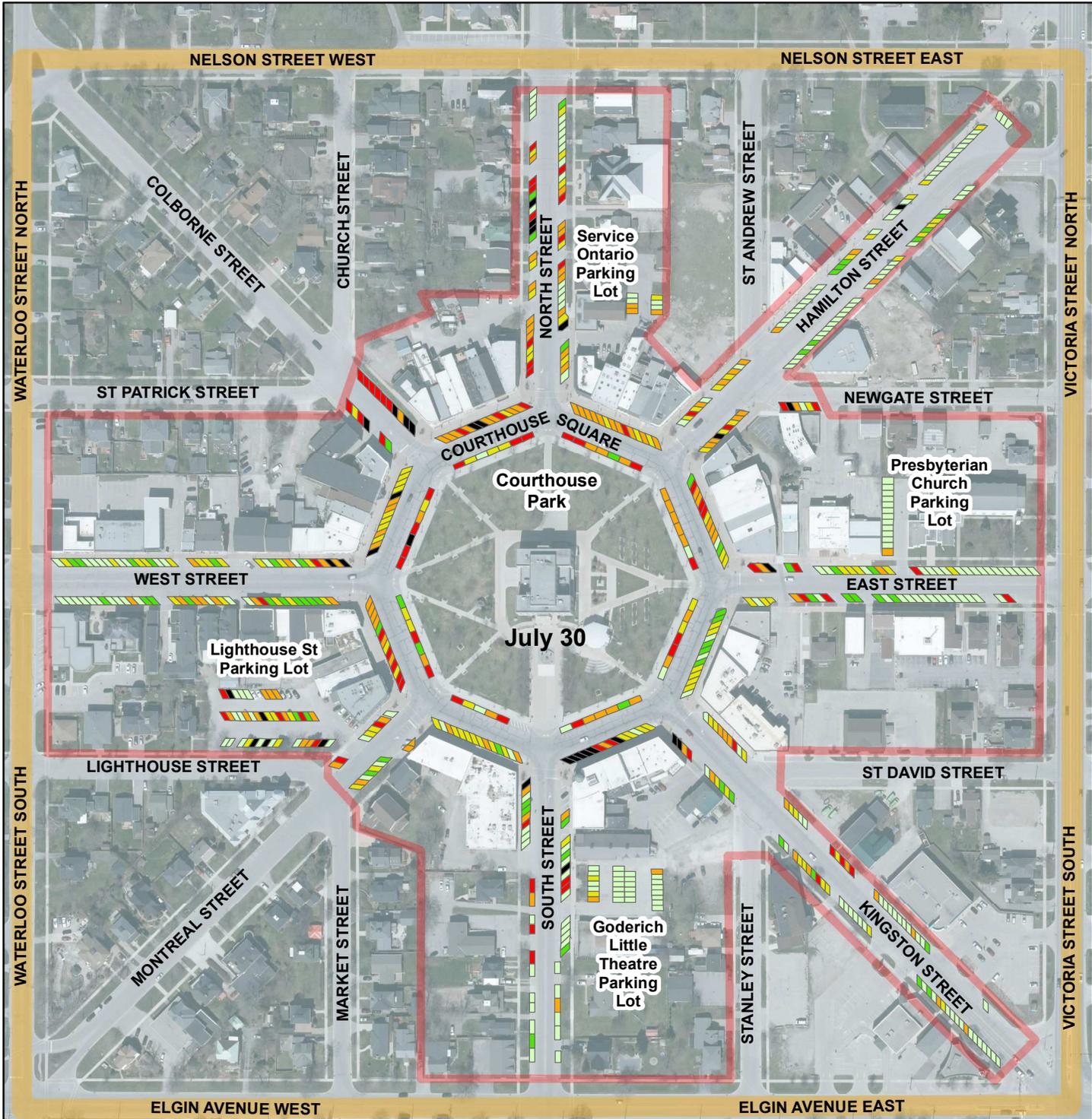
All of which is respectfully submitted.

B. M. ROSS AND ASSOCIATES LIMITED

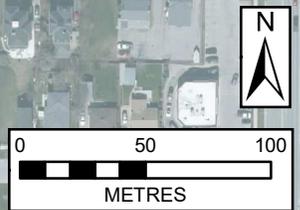
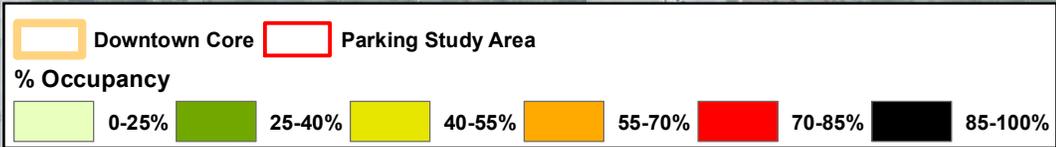
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Lisa J. Courtney M.Sc., RPP, MCIP
Senior Planner

LJC:hv

APPENDIX A
PARKING SURVEY FIGURES

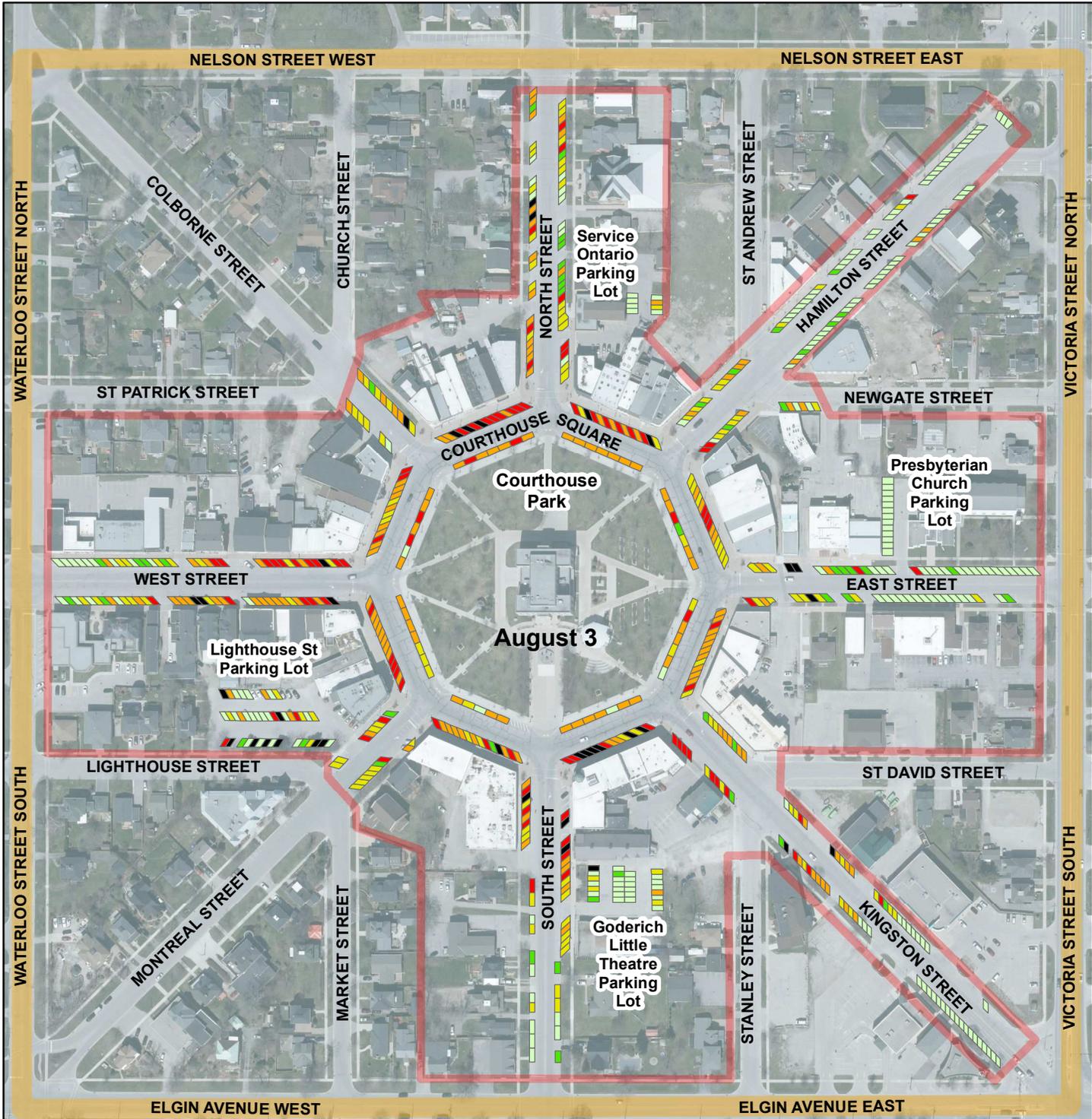


July 30

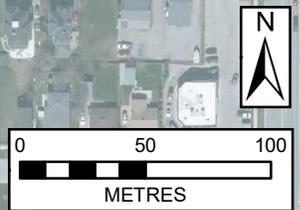
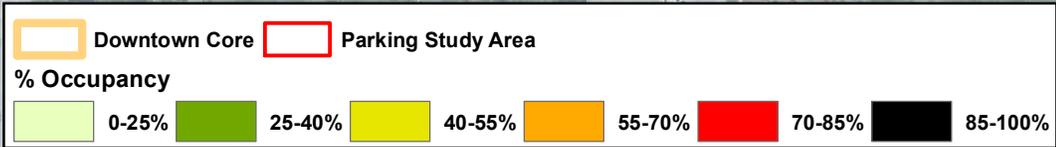


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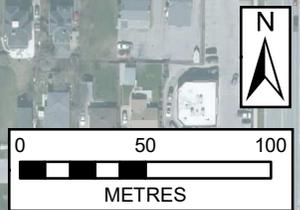
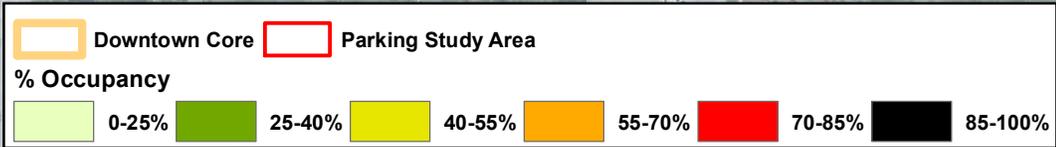
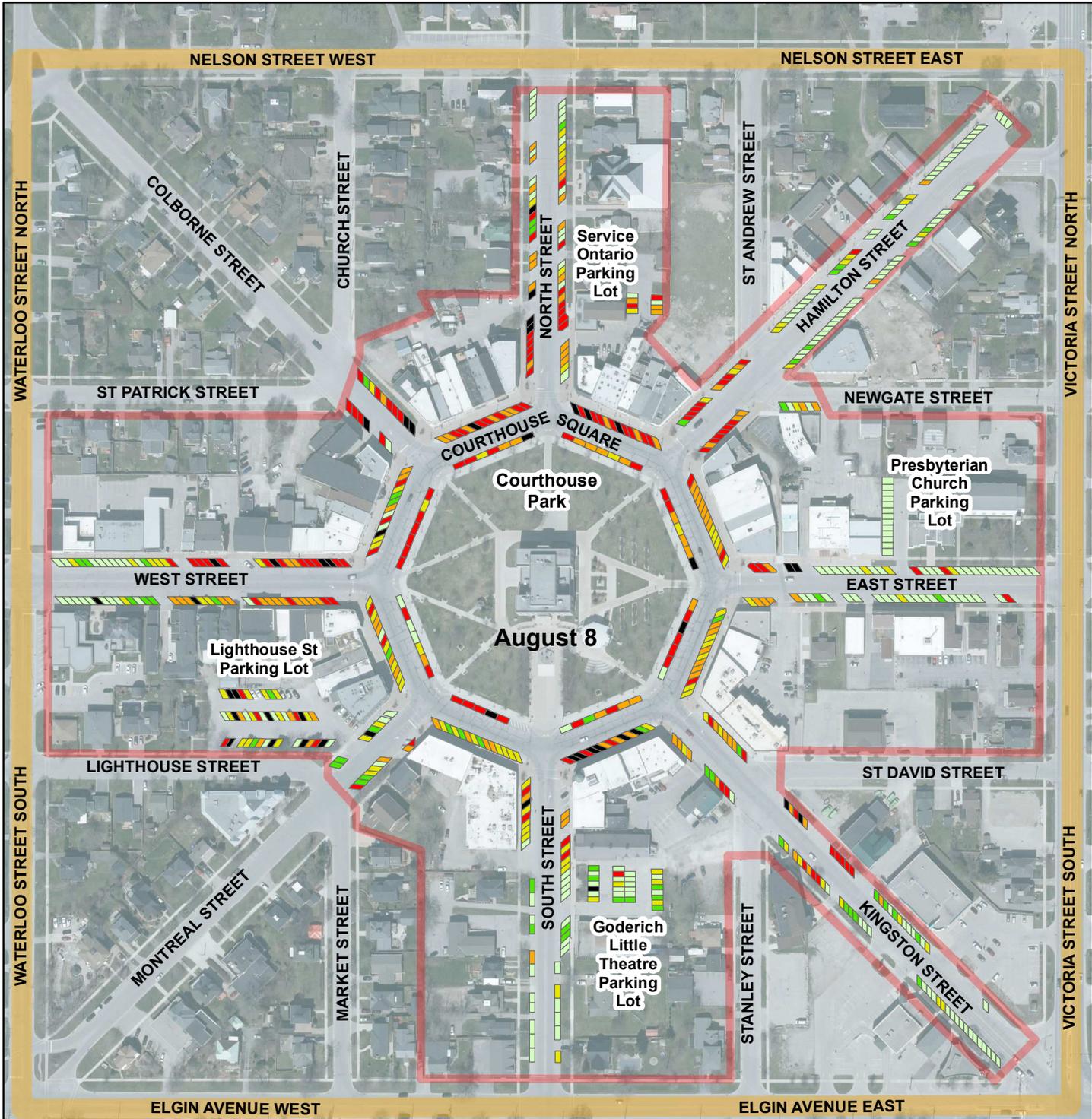


August 3



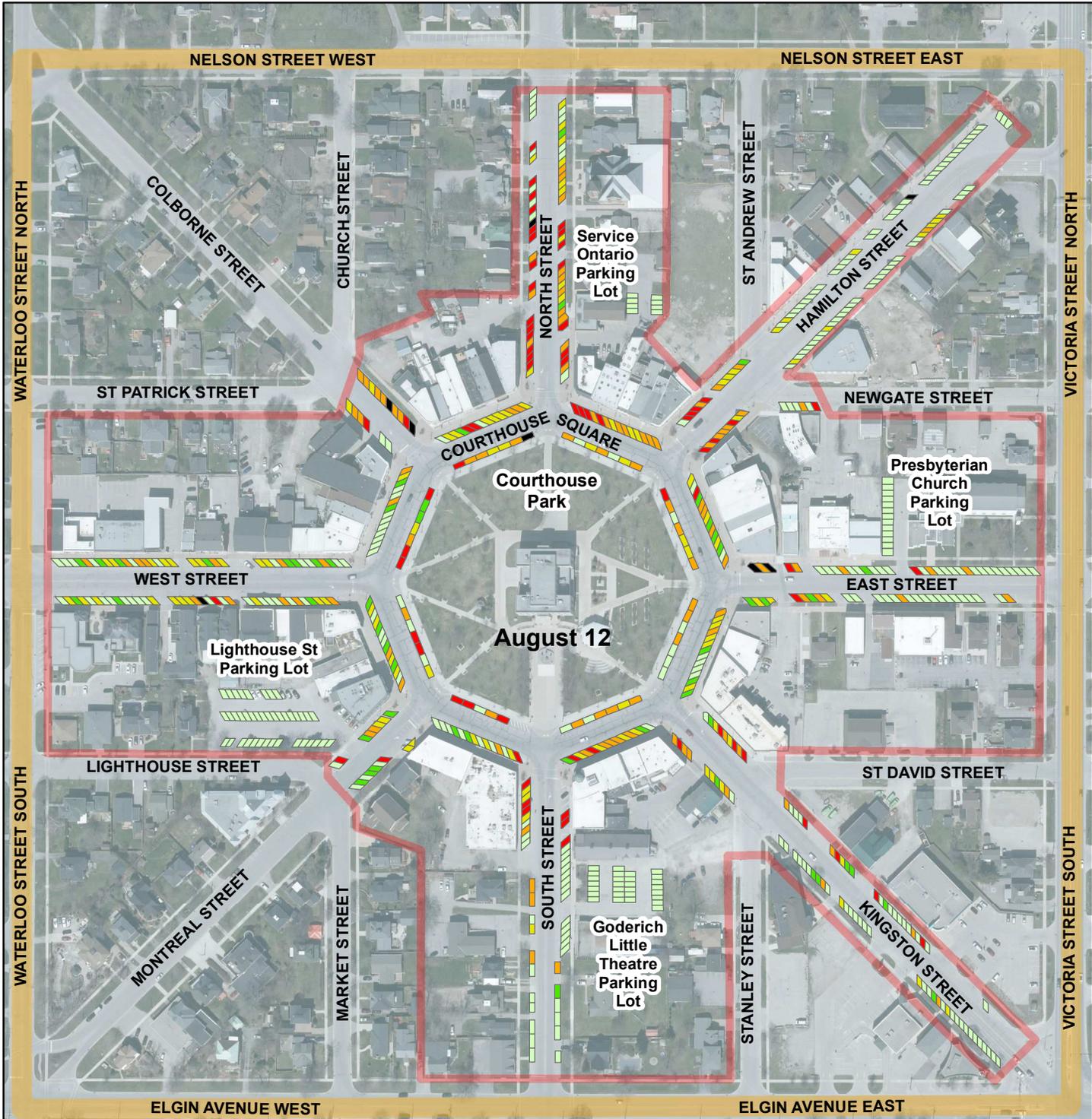
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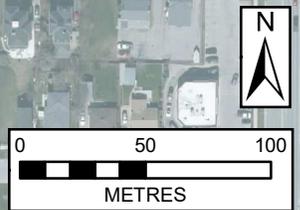
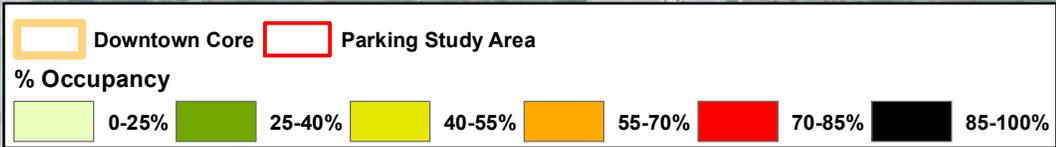


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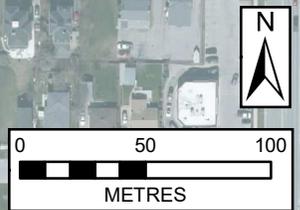
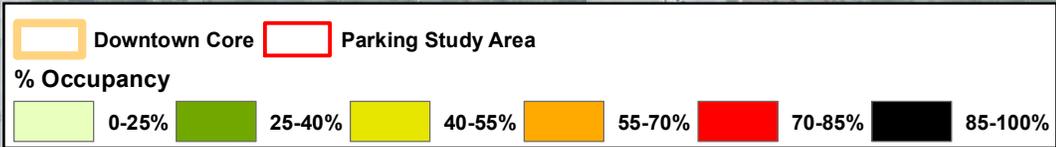
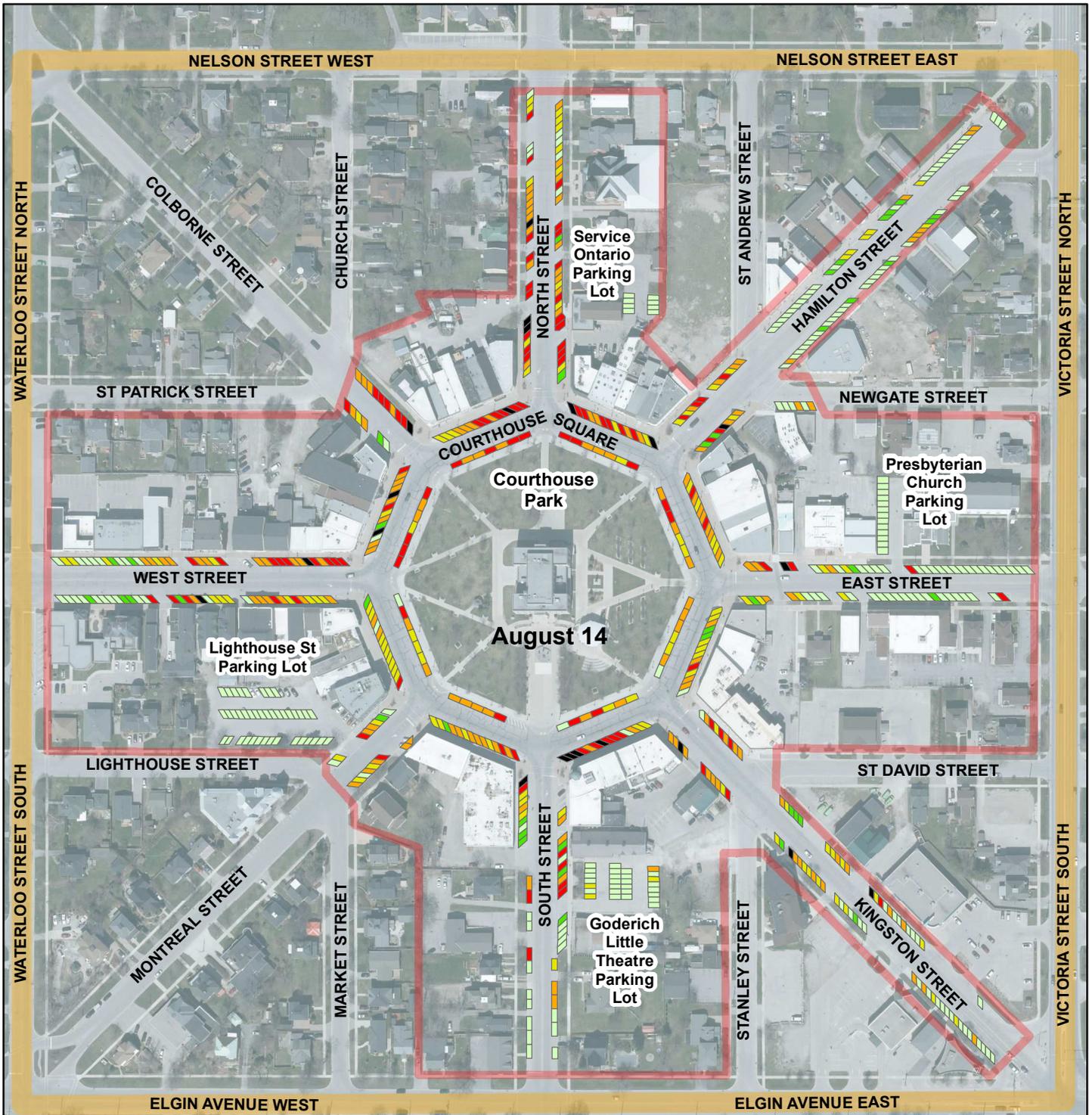


August 12



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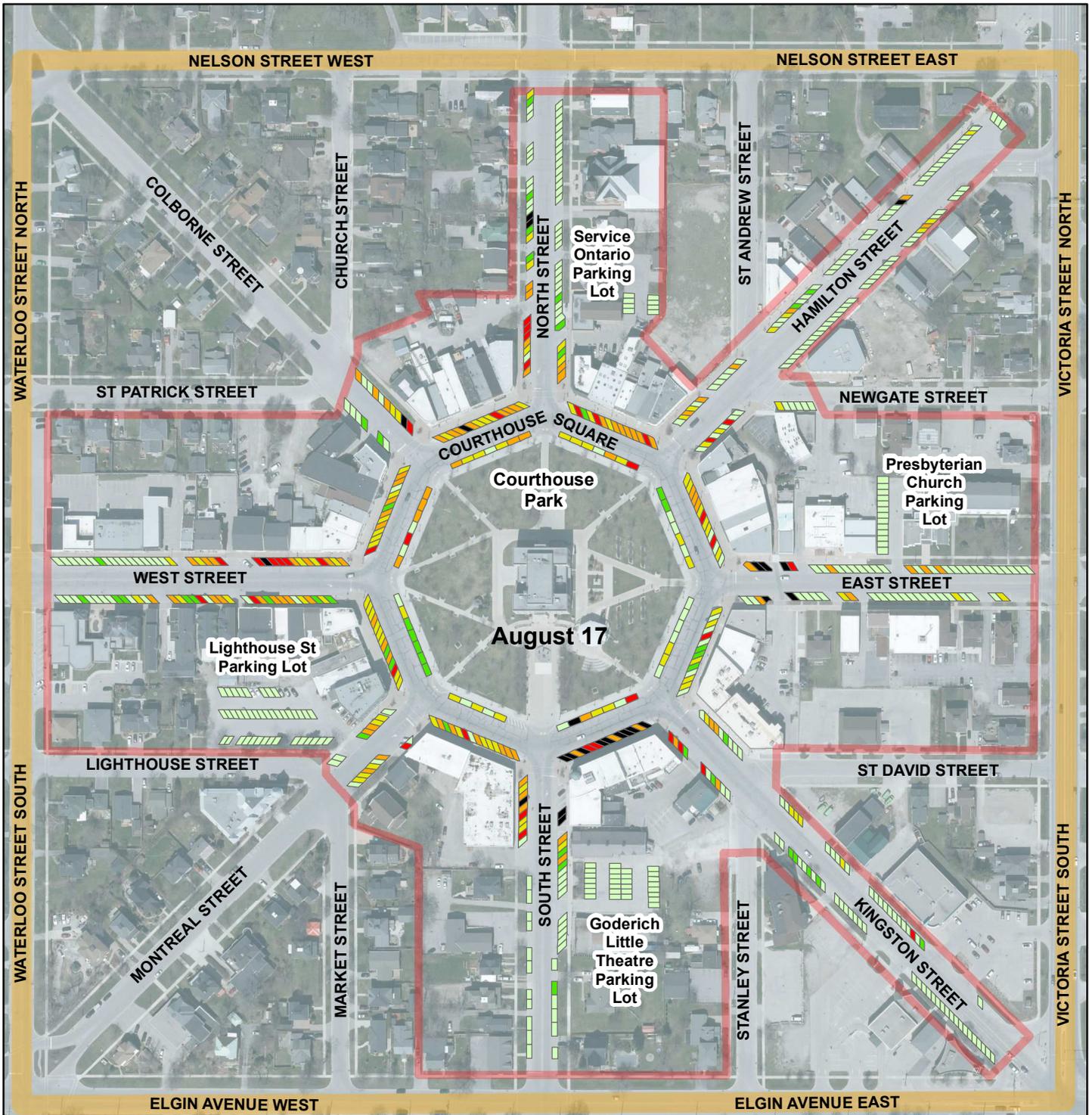
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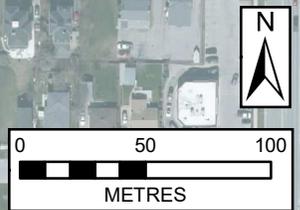
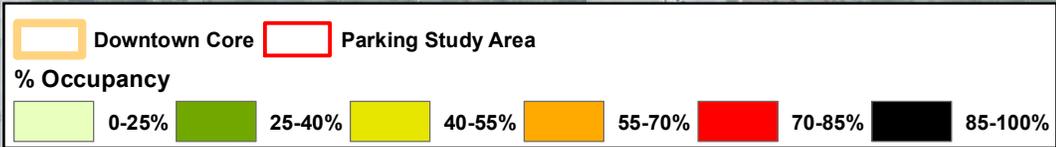
TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
AVERAGE OCCUPANCY BY DAY - WEDNESDAY, AUGUST 14

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| SCALE AS SHOWN | FIGURE No. 2.7e |

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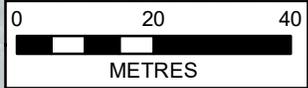
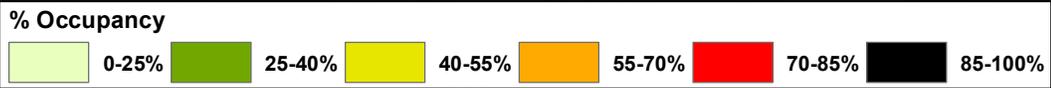
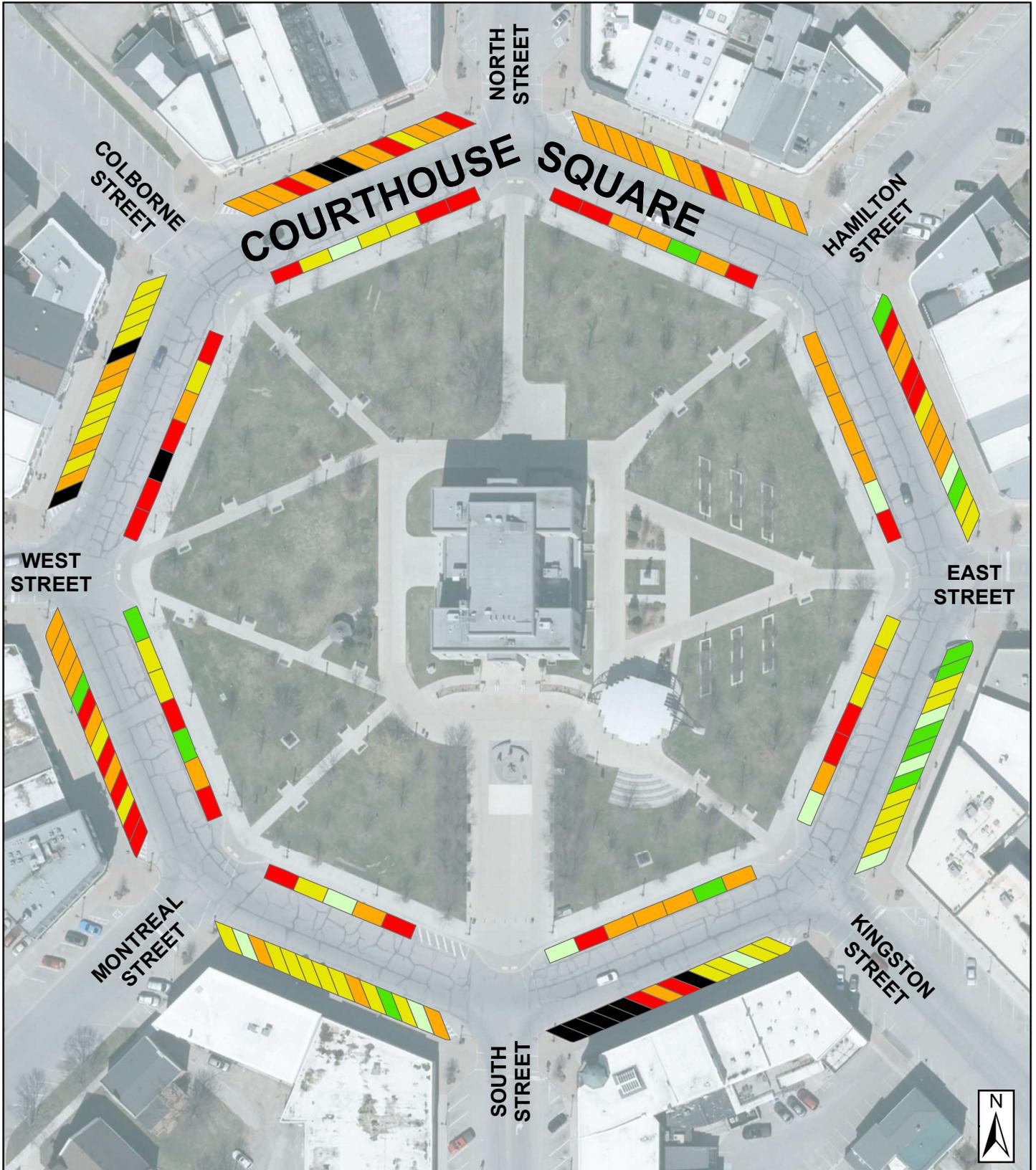


August 17



| | | | |
|--|--|--------------------|----------------------|
| | TOWN OF GODERICH DOWNTOWN GODERICH PARKING STRATEGY AVERAGE OCCUPANCY BY DAY - SATURDAY, AUGUST 17 | DATE NOV., 2024 | PROJECT No. 24161 |
| | | SCALE AS SHOWN | FIGURE No. 2.7f |

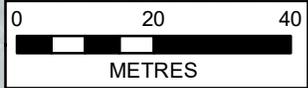
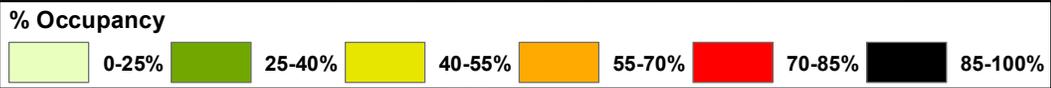
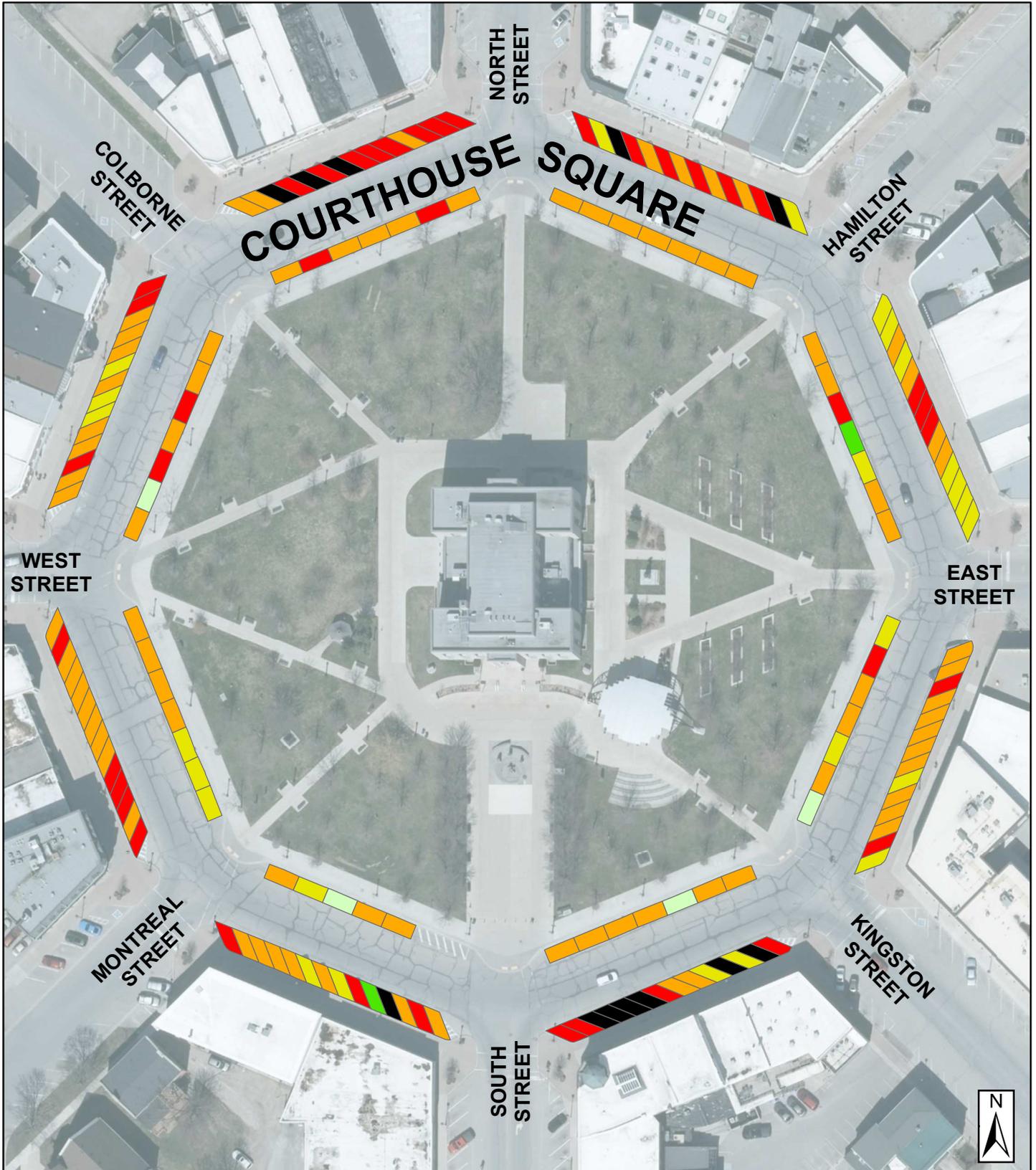
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TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
AVERAGE OCCUPANCY BY DAY - TUESDAY, JULY 30
(COURTHOUSE SQUARE)

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.10a |

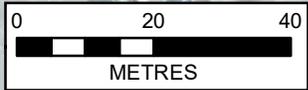
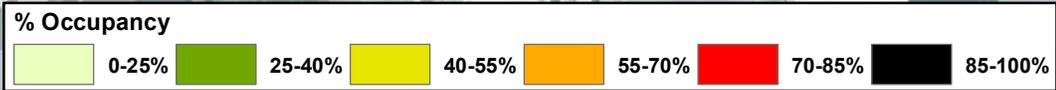
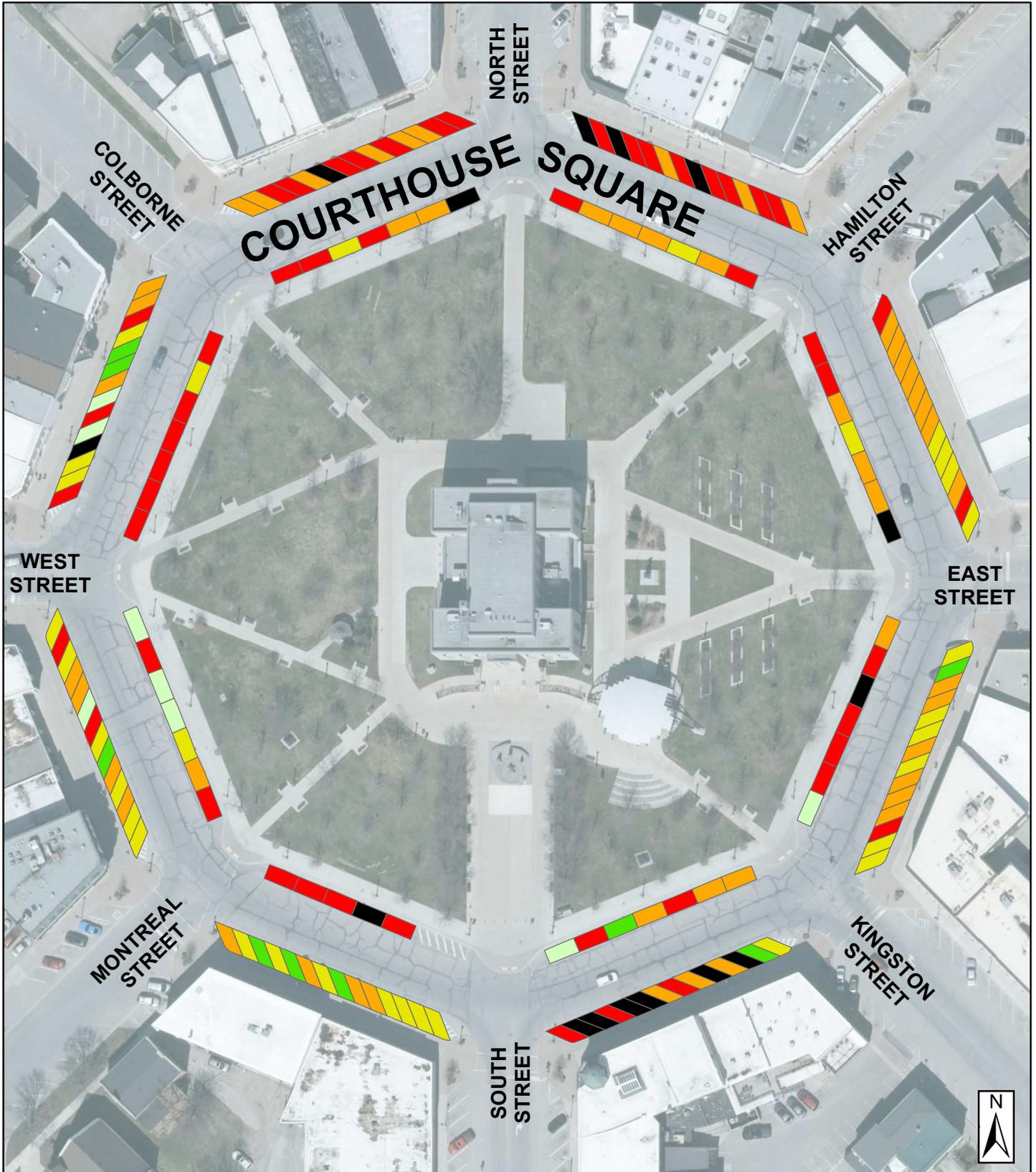
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TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
AVERAGE OCCUPANCY BY DAY - TUESDAY, AUGUST 3
(COURTHOUSE SQUARE)

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.10b |

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TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
AVERAGE OCCUPANCY BY DAY - THURSDAY, AUGUST 8
(COURTHOUSE SQUARE)

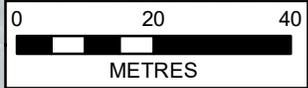
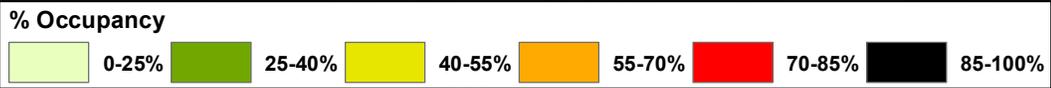
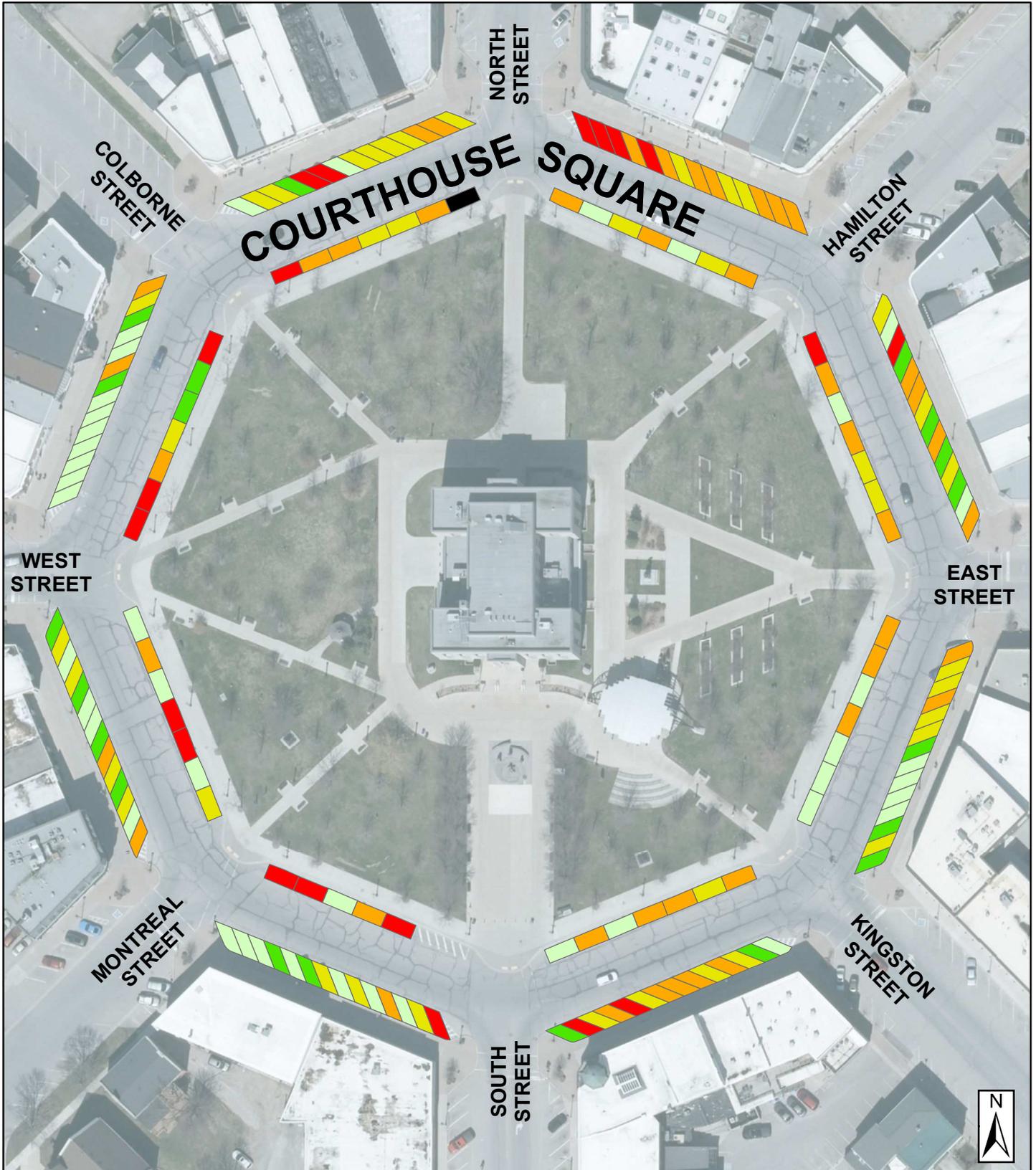
DATE
 NOV., 2024

PROJECT No.
 24161

SCALE
 AS SHOWN

FIGURE No.
 2.10c

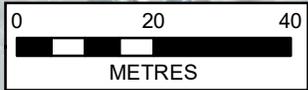
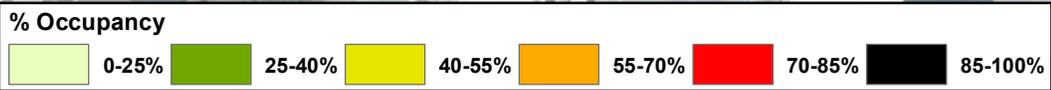
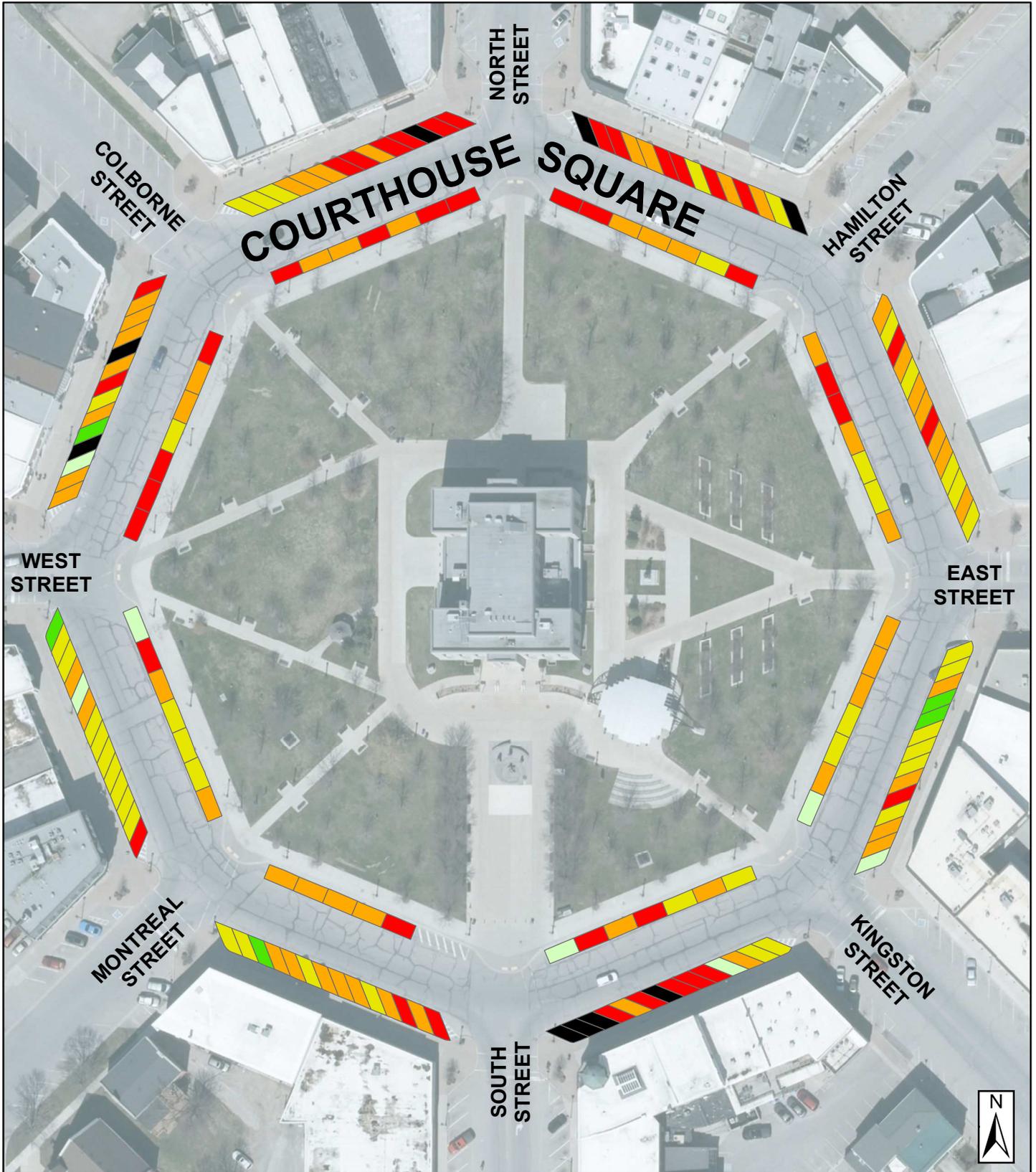
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TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
AVERAGE OCCUPANCY BY DAY - MONDAY, AUGUST 12
(COURTHOUSE SQUARE)

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.10d |

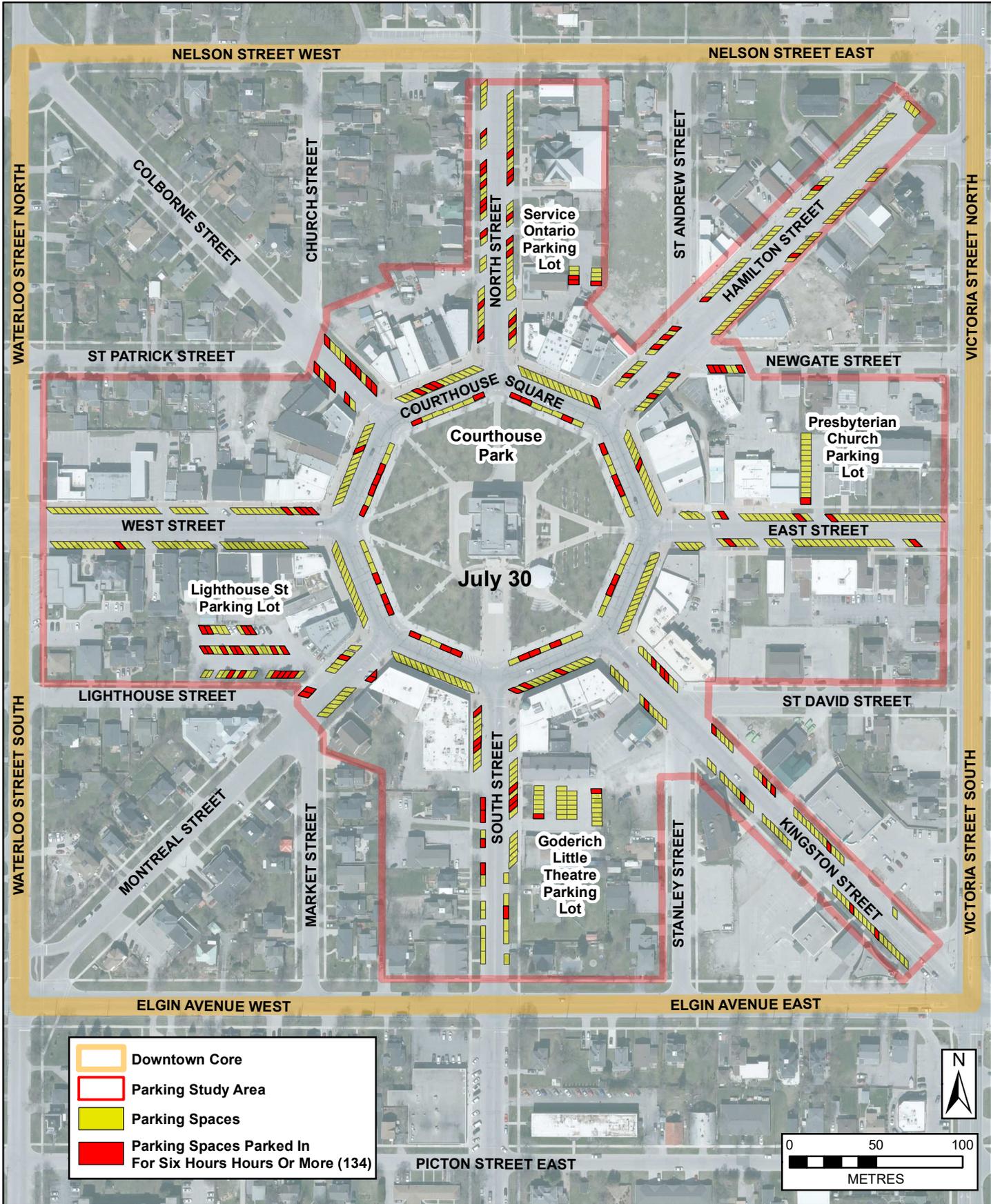
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TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
AVERAGE OCCUPANCY BY DAY - WEDNESDAY, AUGUST 14
(COURTHOUSE SQUARE)

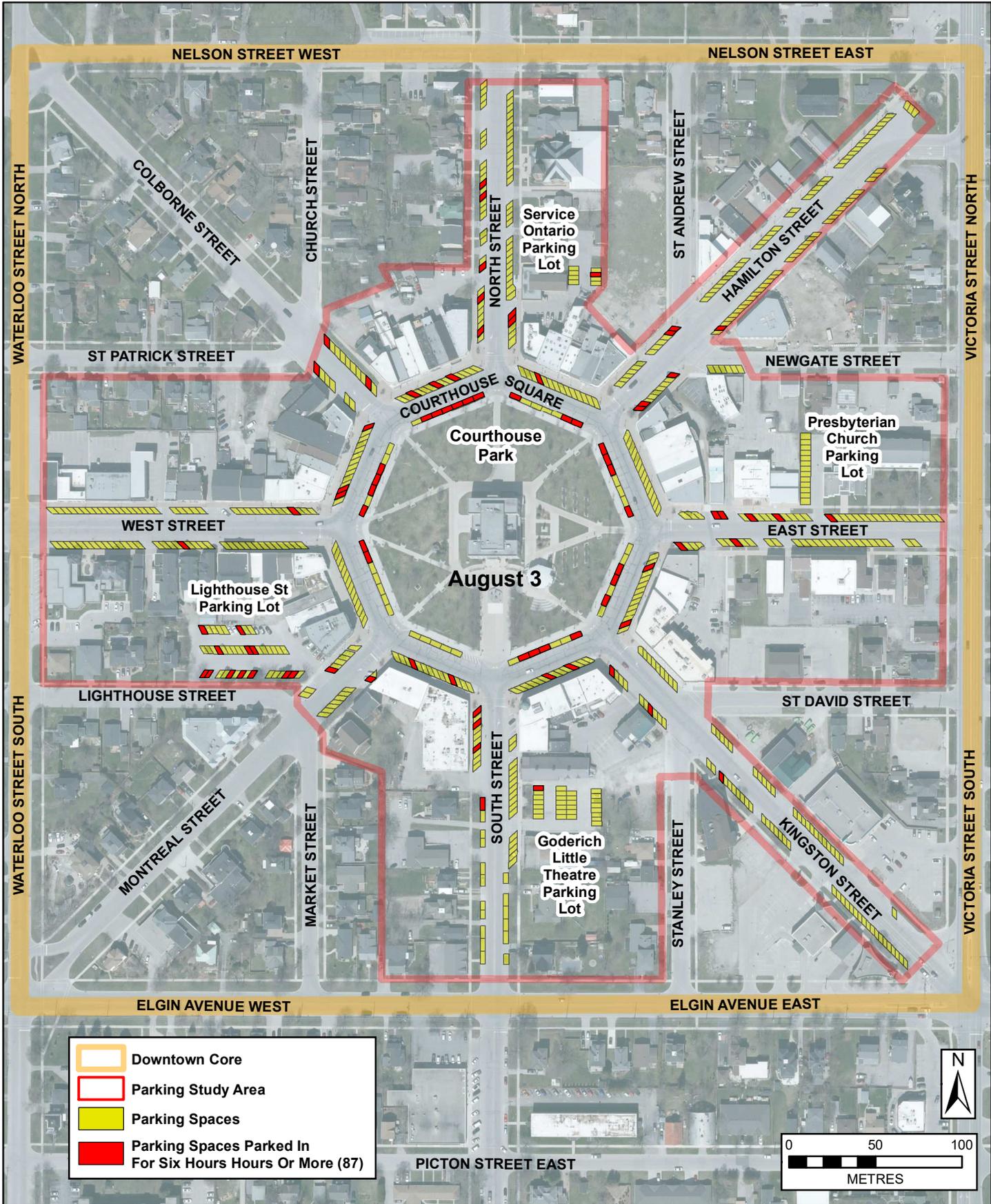
| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.10e |

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TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
LONG DURATION PARKING SPACES - TUESDAY, JULY 30

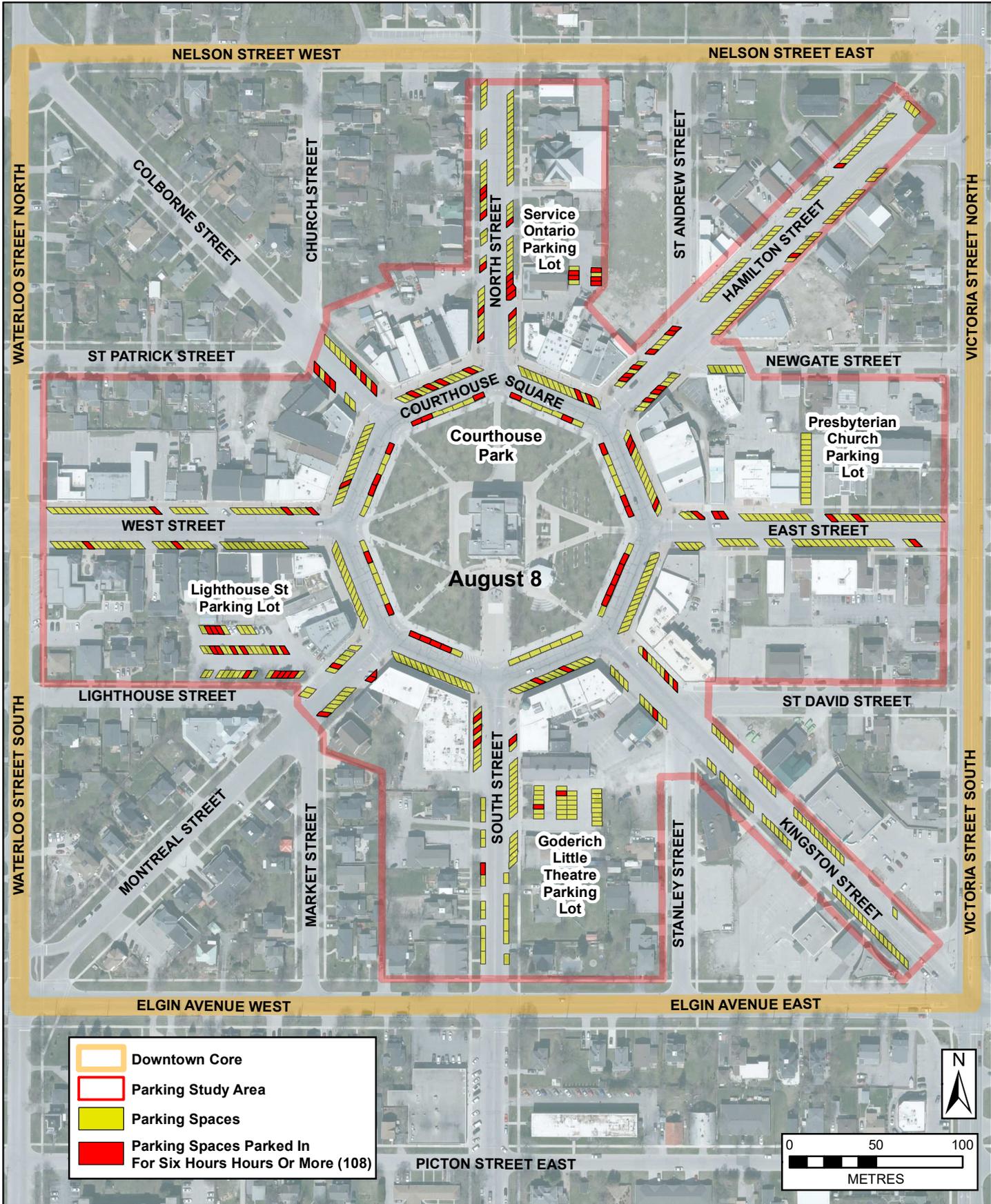
| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.12a |



TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
LONG DURATION PARKING SPACES - TUESDAY, AUGUST 3

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.12b |

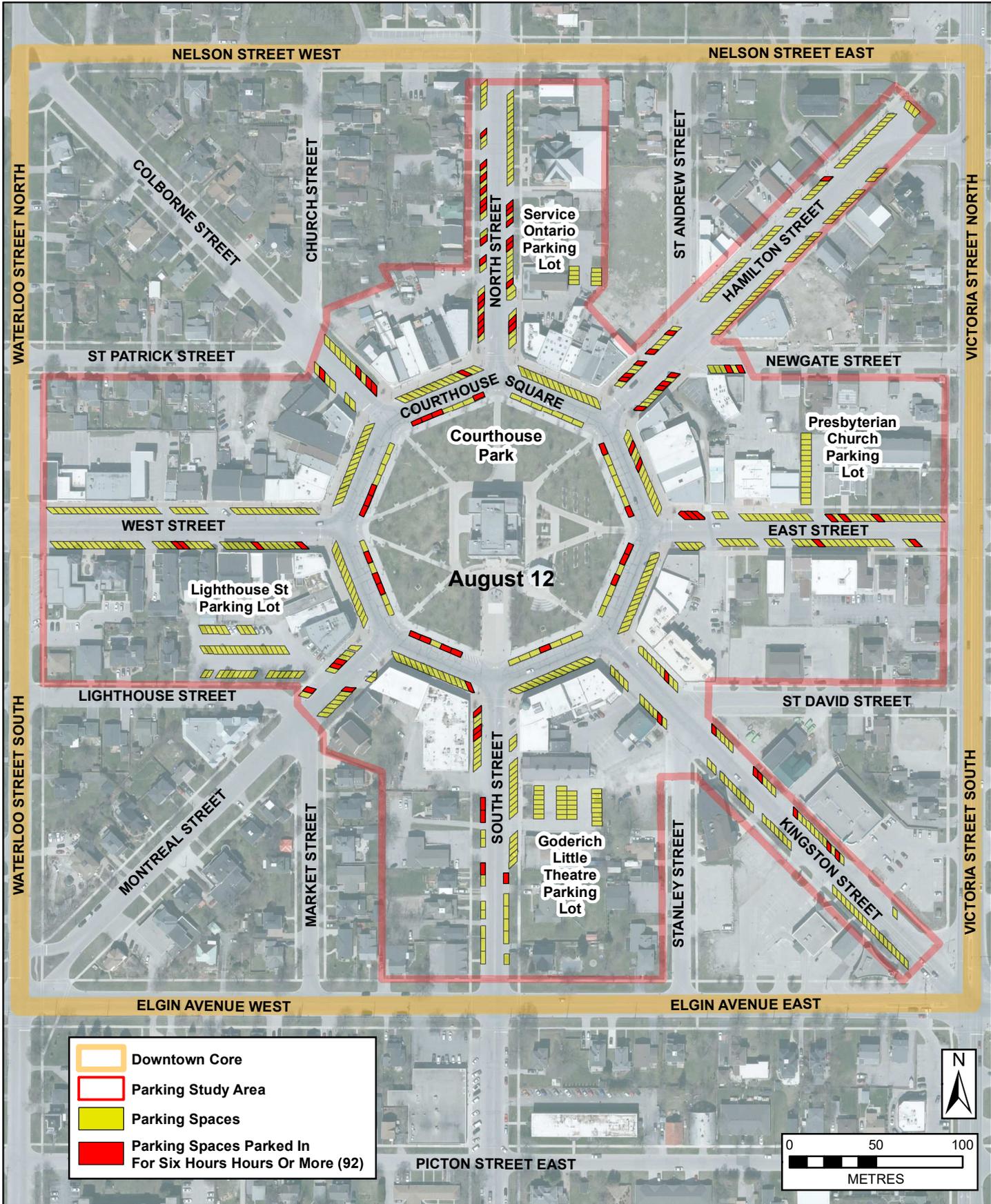
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TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
LONG DURATION PARKING SPACES - THURSDAY, AUGUST 8

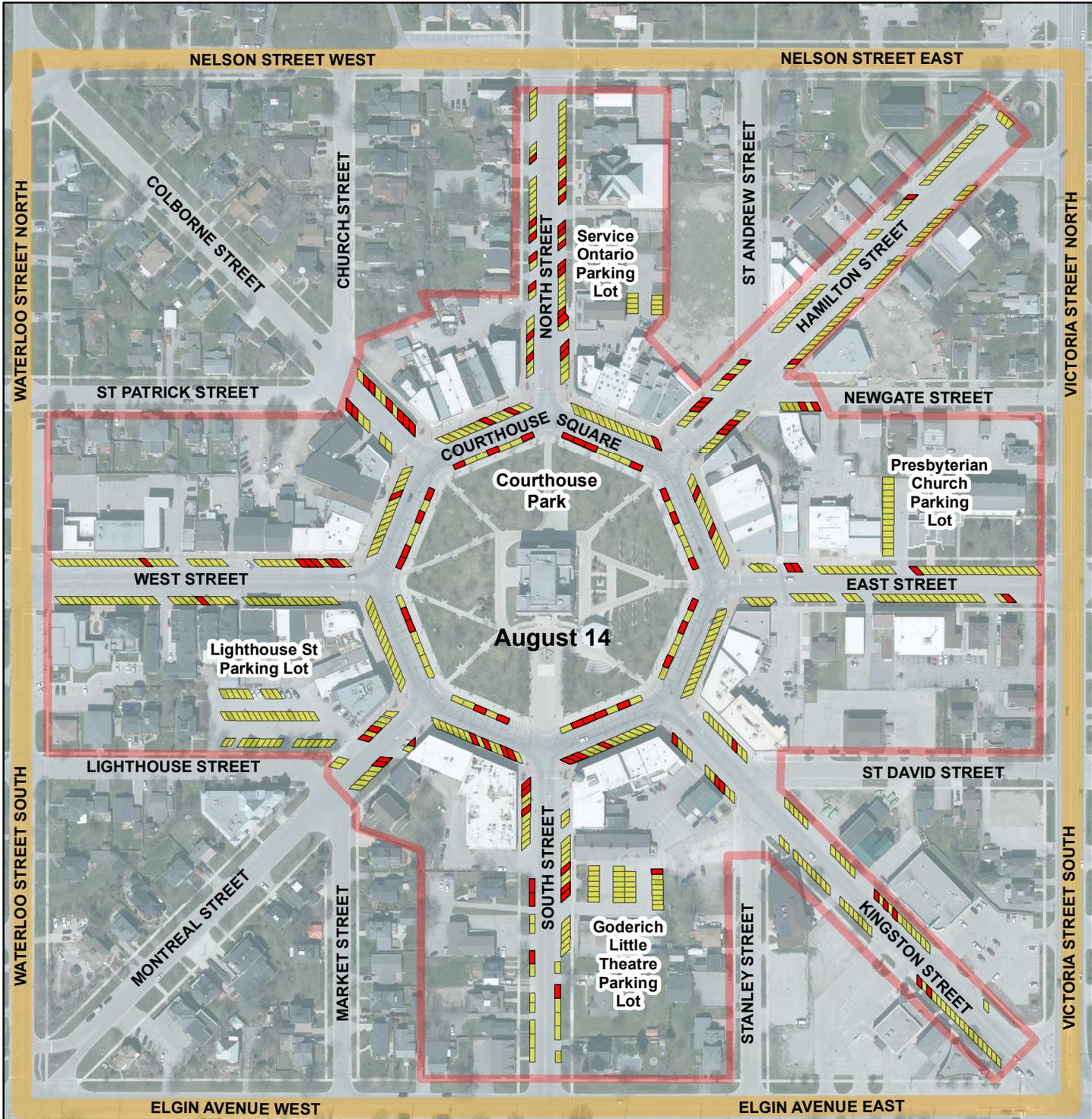
| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.12c |

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TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
LONG DURATION PARKING SPACES - MONDAY, AUGUST 12

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.12d |



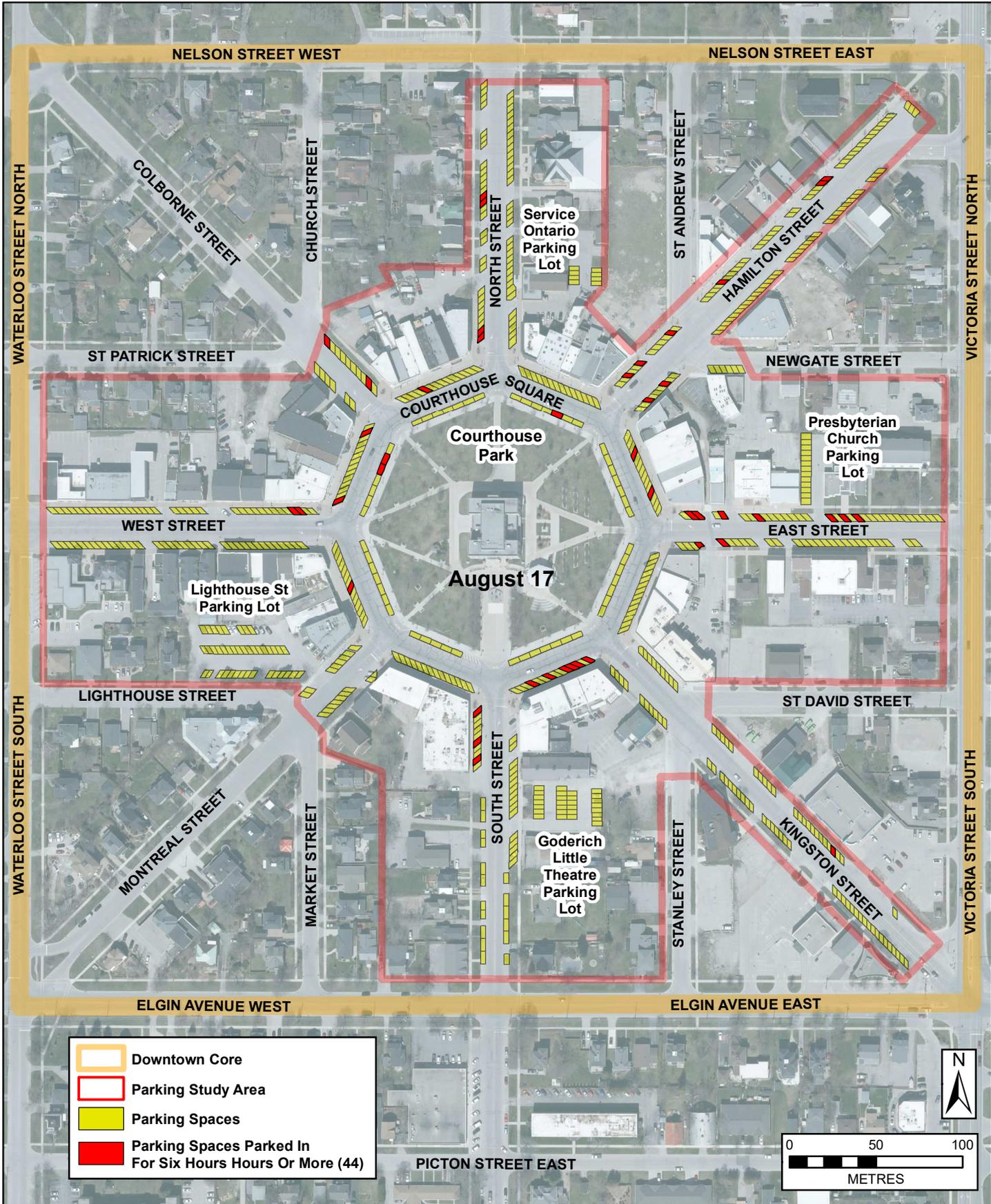
| | |
|--|--|
| | Downtown Core |
| | Parking Study Area |
| | Parking Spaces |
| | Parking Spaces Parked In For Six Hours Or More (114) |



TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
LONG DURATION PARKING SPACES - WEDNESDAY, AUGUST 14

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.12e |

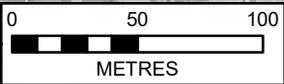
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August 17

- Downtown Core
- Parking Study Area
- Parking Spaces
- Parking Spaces Parked In For Six Hours Or More (44)

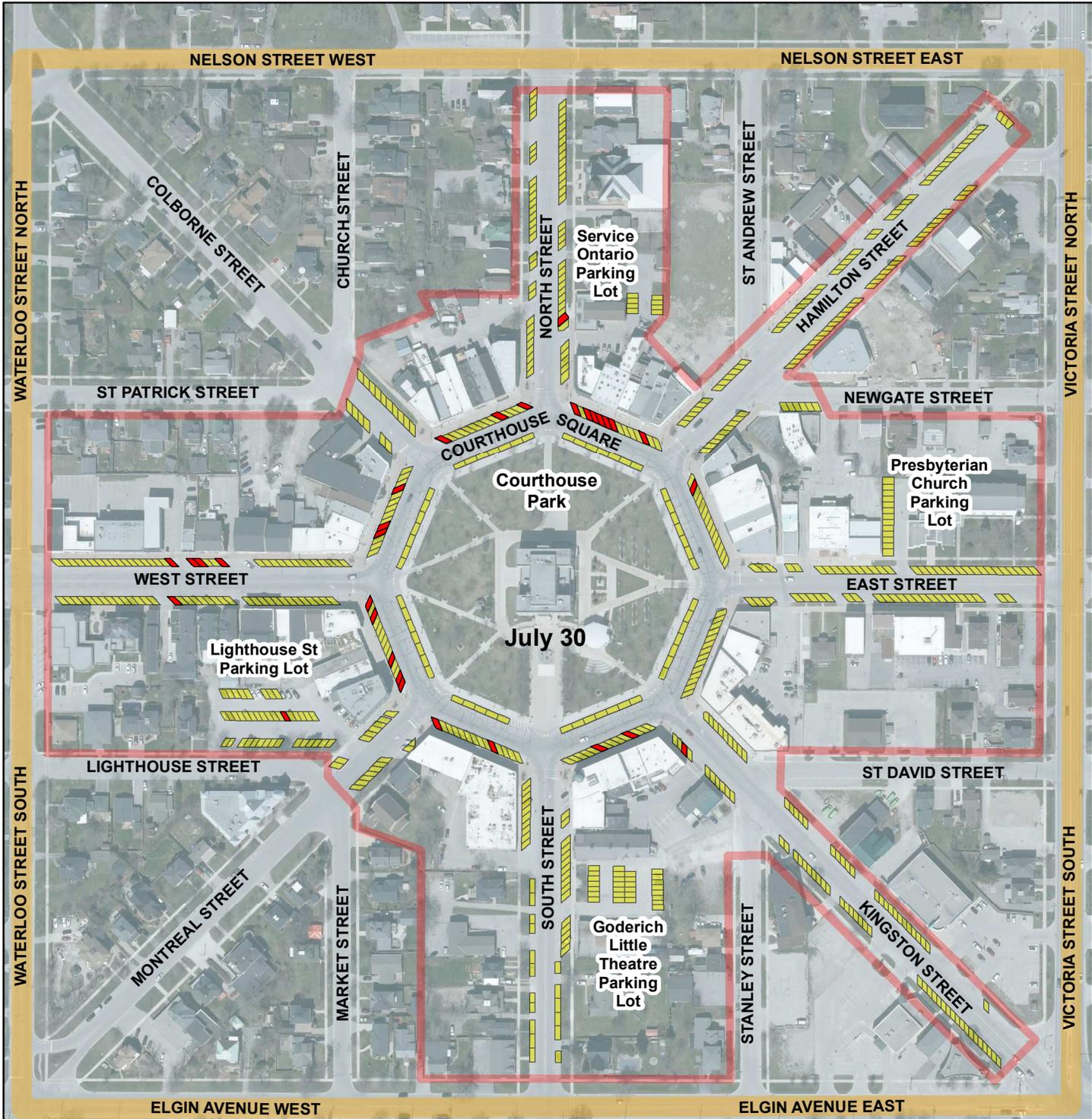






TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
LONG DURATION PARKING SPACES - SATURDAY, AUGUST 17

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.12f |



- Downtown Core
- Parking Study Area
- Parking Spaces
- Parking Spaces with more than 6 unique vehicles parking in them per day (31)

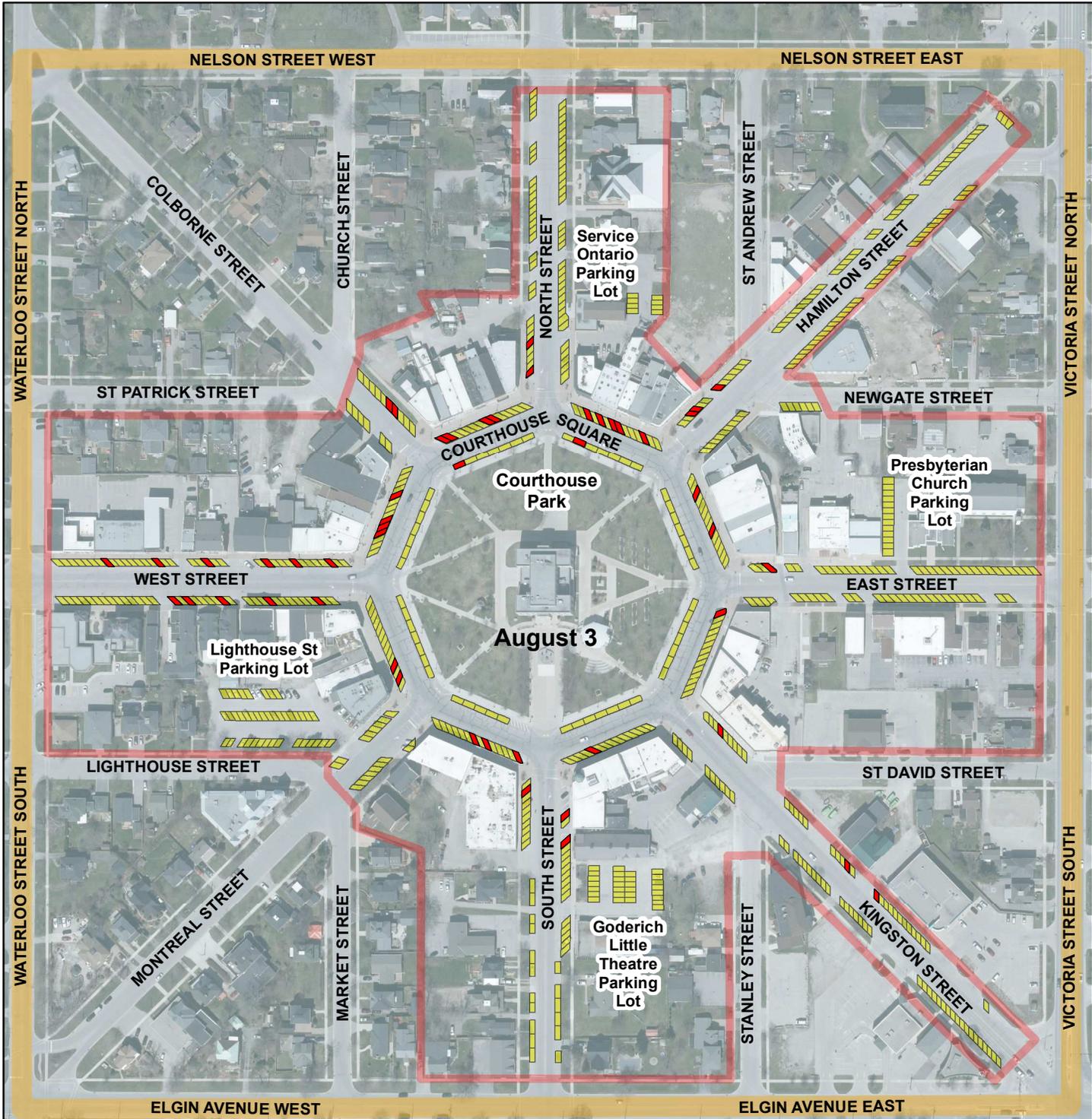
METRES



TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
SPACES WITH GREATEST TURNOVER
TUESDAY, JULY 30

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.15a |

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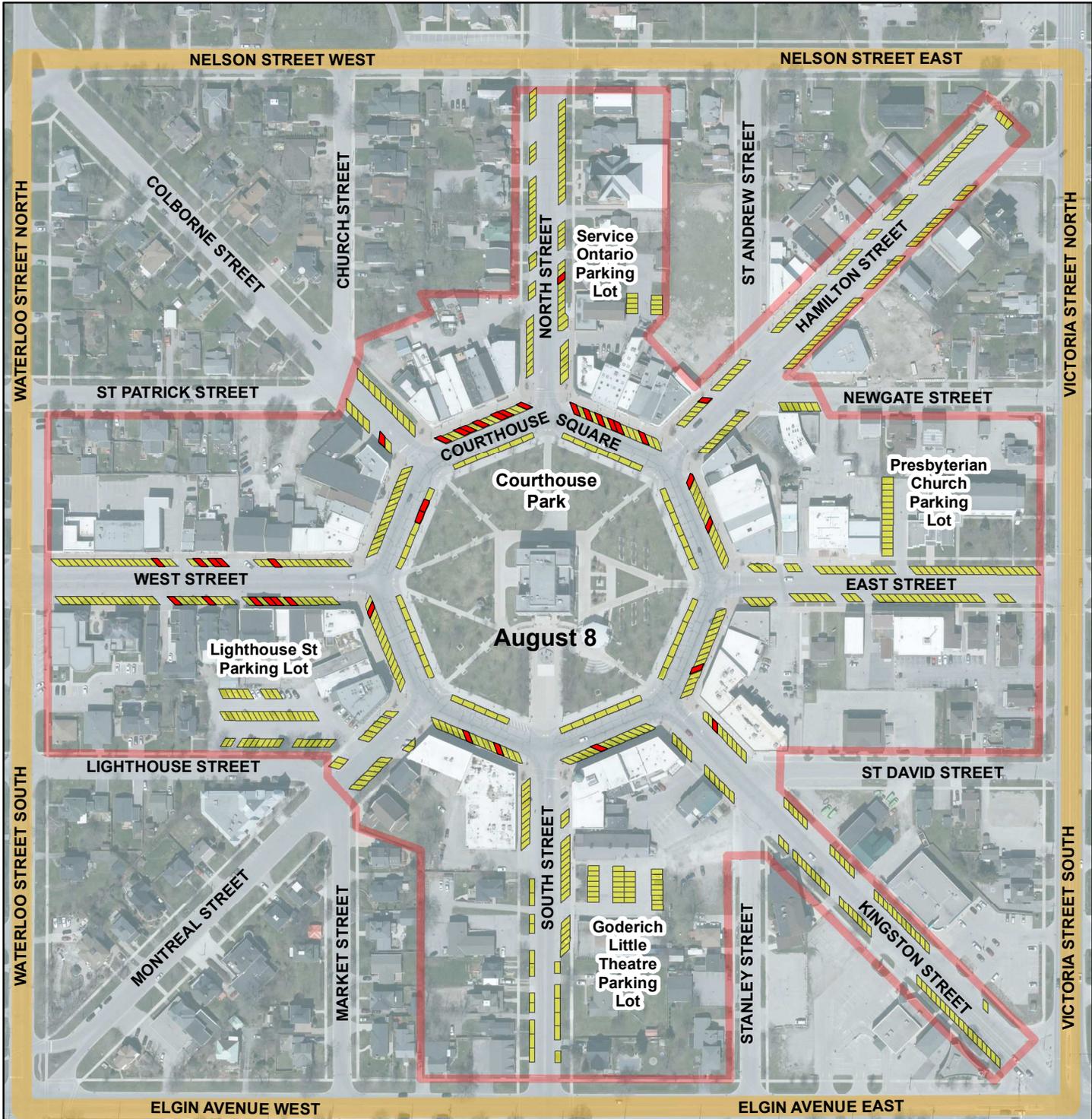
- Downtown Core
- Parking Study Area
- Parking Spaces
- Parking Spaces with more than 6 unique vehicles parking in them per day (49)



TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
SPACES WITH GREATEST TURNOVER
TUESDAY, AUGUST 3

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.15b |

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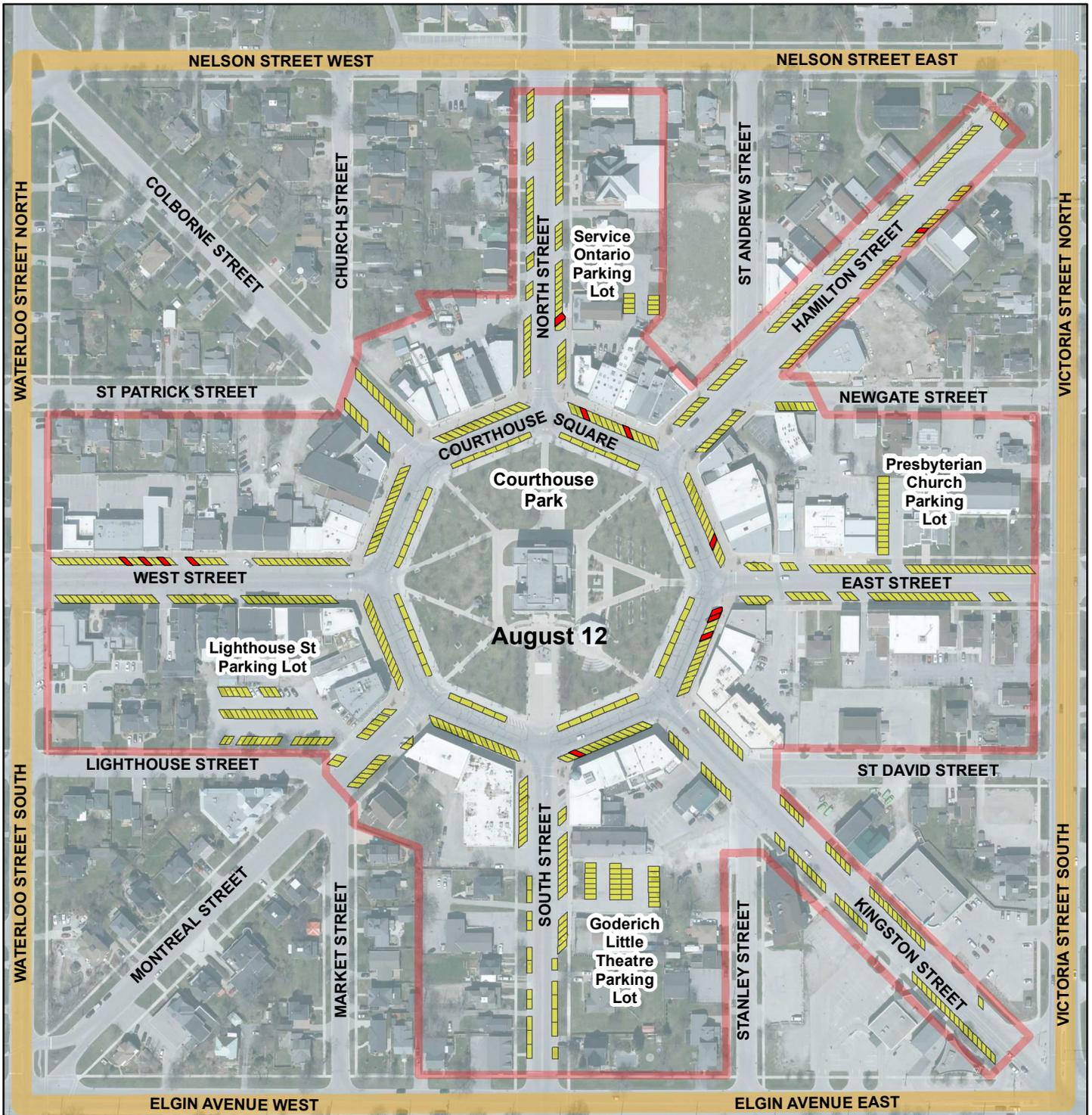
- Downtown Core
- Parking Study Area
- Parking Spaces
- Parking Spaces with more than 6 unique vehicles parking in them per day (37)



TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
SPACES WITH GREATEST TURNOVER
THURSDAY, AUGUST 8

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.15c |

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- Downtown Core
- Parking Study Area
- Parking Spaces
- Parking Spaces with more than 6 unique vehicles parking in them per day (13)

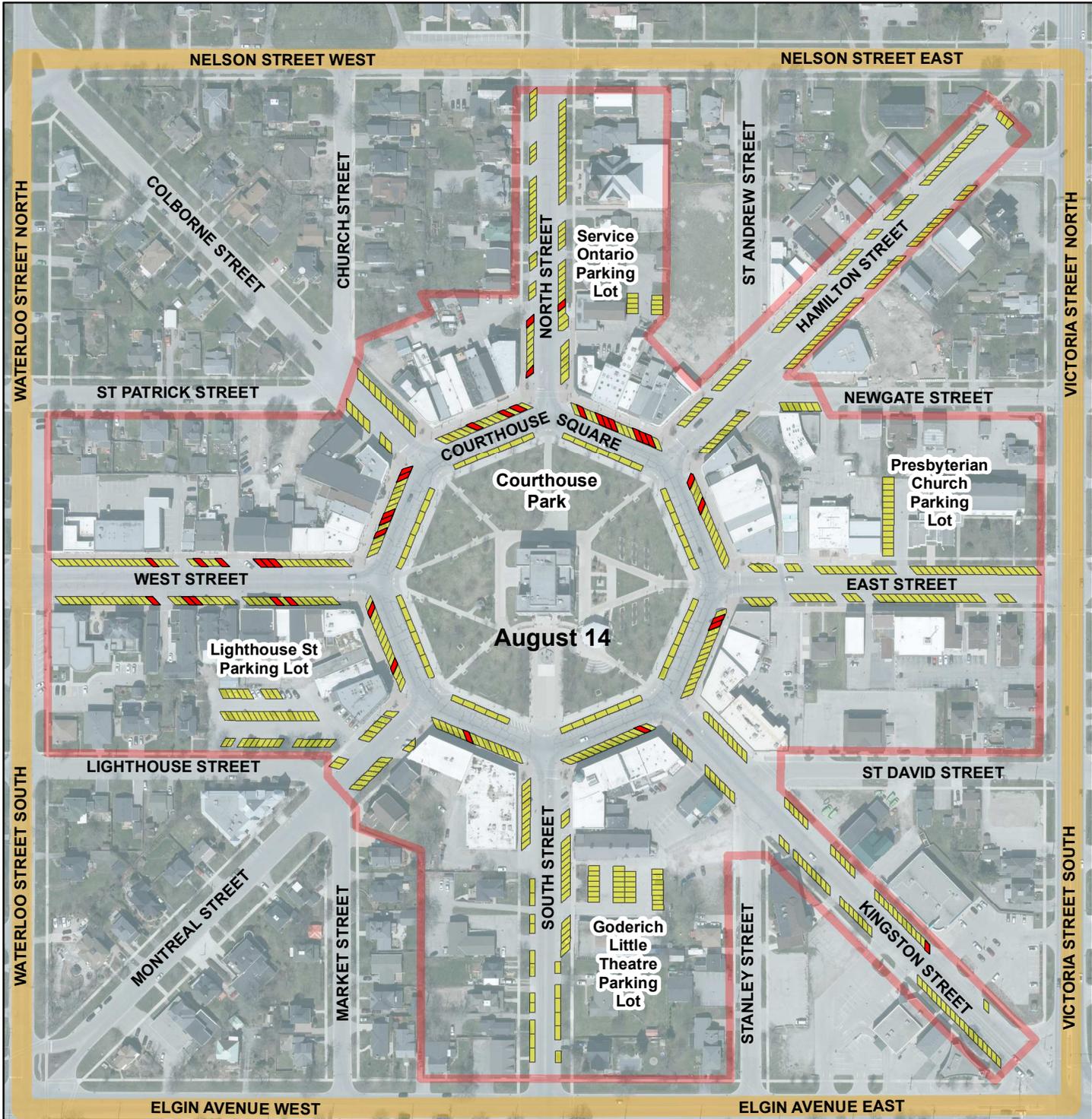
METRES



TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
SPACES WITH GREATEST TURNOVER
MONDAY, AUGUST 12

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.15d |

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- Downtown Core
- Parking Study Area
- Parking Spaces
- Parking Spaces with more than 6 unique vehicles parking in them per day (38)

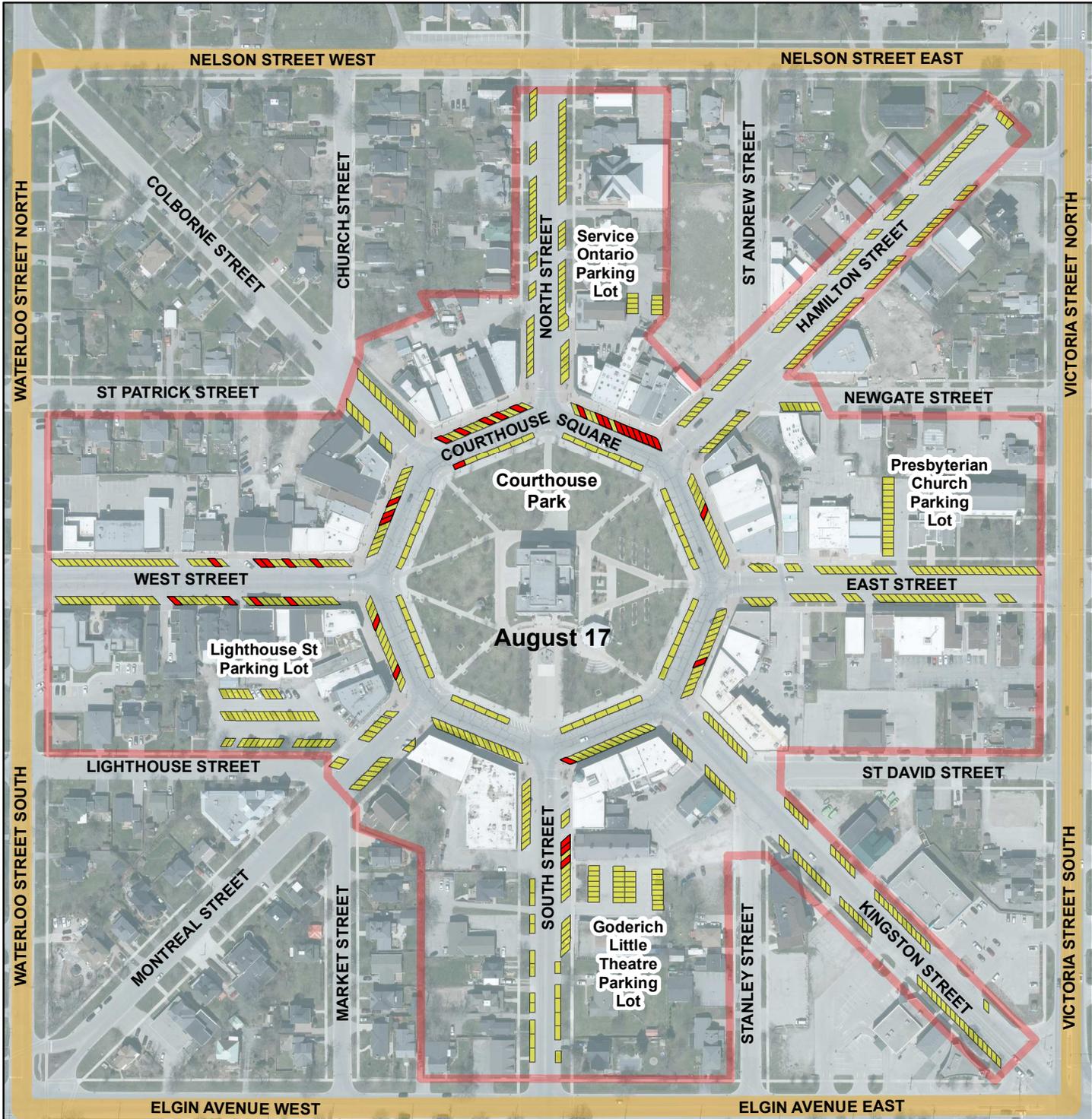
METRES



TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
SPACES WITH GREATEST TURNOVER
WEDNESDAY, AUGUST 14

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.15d |

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- Downtown Core
- Parking Study Area
- Parking Spaces
- Parking Spaces with more than 6 unique vehicles parking in them per day (36)

METRES



TOWN OF GODERICH
 DOWNTOWN GODERICH PARKING STRATEGY
SPACES WITH GREATEST TURNOVER
SATURDAY, AUGUST 17

| | |
|--------------------|----------------------|
| DATE NOV., 2024 | PROJECT No. 24161 |
| SCALE AS SHOWN | FIGURE No. 2.15f |

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APPENDIX B
PUBLIC SURVEY

Town of Goderich

Downtown Parking Study – Public Survey Questions

| No. | Question | Response Options |
|-----|---|---|
| 1 | What is your connection to Goderich? (Select one) | <ul style="list-style-type: none"> • Live in Goderich • Work in Goderich • Often travel to Goderich (to shop, for appointments, etc.) • Seasonal resident • Other (please specify) |
| 2 | Why do you park downtown? Select all that apply | <ul style="list-style-type: none"> • To shop/access businesses and or services • For employment • To visit family/friends • To attend events • Live downtown • Other (please specify) |
| 2b | If you live downtown, how many vehicles do you own **open if “live downtown” in previous question selected** | <ul style="list-style-type: none"> • None • One • Two • Three or more |
| 2c | If you live downtown, where do you typically park your vehicle when at your residence? **open if “live downtown” in previous question was selected** | <ul style="list-style-type: none"> • Private parking spot or lot • In a public parking spot or lot • In my driveway |
| 3 | How often do you visit and park downtown? (Select one) | <ul style="list-style-type: none"> • Less than once a month • Once a month • A few times a month • About once a week • A few times a week • Every day |
| 4 | How long do you typically park for? (Select one) | <ul style="list-style-type: none"> • 20 min or less • 20 min to an hour • 1 to 2 hours • 2 to 4 hours • 4 to 6 hours • 4 to 8 hours • 8 + hours |

| | | |
|----|--|--|
| 5 | Where do you park most often downtown? (Select one) | <ul style="list-style-type: none"> • On the outside of the Square (angle spaces) • On the inner Square (parallel spaces) • On the side streets (e.g. North St, Kingston St, etc) • In a public parking lot • In a private parking space |
| 6 | How do you feel about the distance from where you park to your destination (select one) | <ul style="list-style-type: none"> • Often too far • Often can park close • Neutral (neither too close nor too far) • Other (text field) |
| 7 | How do you feel about the availability of parking in the downtown (Select one) | <ul style="list-style-type: none"> • I often find parking spaces where and when I want • I sometimes find parking spaces where and when I want • Sometimes I cannot find parking spaces where and when I want. • I often cannot find parking spaces where and when I want. |
| 7B | When is it difficult to find parking? **open if “sometime I cannot” or I “often cannot” is selected** | <ul style="list-style-type: none"> • Never • Weekdays during working hours • Weekdays during evenings • Weekends • During special events • Other |
| 8 | What is the maximum duration you are willing to walk from where you park to your destination (Select one) | <ul style="list-style-type: none"> • Less than 1 minute • 1-3 minutes • 3-6 minutes • 6-9 minutes • 10+ minutes |
| 9 | Do you require an accessible parking space (Select one) | <ul style="list-style-type: none"> • Yes • No |
| 9b | How do you feel about the number of accessible parking spots in the downtown? | <ul style="list-style-type: none"> • Neutral • Should be more |

| | | |
|----|---|--|
| | | <ul style="list-style-type: none"> • Should be less |
| 10 | Please rank what is most important to you (1 being the most important, 7 being least important) | <ul style="list-style-type: none"> • Number of parking spots downtown • Number of accessible parking spots • Number of EV parking spots • Size of parking spots • Configuration of parking spots (e.g. angle, parallel) • Availability of public parking lots • Being able to park at destination (i.e. less than a minute walk to) |
| 11 | What do you like about parking in the downtown | <ul style="list-style-type: none"> • Text input |
| 12 | What would you like to see improved about parking in the downtown | <ul style="list-style-type: none"> • Text input |

APPENDIX C
BUSINESS SURVEY



B. M. ROSS AND ASSOCIATES LIMITED
Engineers and Planners
62 North Street, Goderich, ON N7A 2T4
p. (519) 524-2641 www.bmross.net

File No. 24161

August 27, 2024

Dear Business Owner

B. M. Ross and Associates (BMROSS) is undertaking a parking study on behalf of the Town of Goderich. The parking study is focused on the downtown core of Goderich, including Courthouse Square and the surrounding side streets.

We are hoping to speak with business owners in the downtown area to gain an understanding of parking needs for employees, customers, and tenants. We would like to conduct in-person interviews with business owners regarding downtown parking between August 29, 2024, and September 10, 2024. The interviews should take approximately 15-20 minutes. We would very much appreciate your participation.

Alex Jackman from BMROSS will be conducting the interviews. Alex will be visiting businesses between August 29 and September 10, during regular business hours to speak with owners. If you would prefer to schedule a time with Alex, please call 519-524-2641 or email ajackman@bmross.net to set up an interview.

If you have any questions or concerns regarding the parking study, please contact Lisa Courtney at BMROSS at 519-524-2641 or lcourtney@bmross.net or you can contact Sean Thomas at the Town of Goderich, 519-524-8344 or stthomas@goderich.ca.

Thank you in advance for your assistance.

Yours very truly

B. M. ROSS AND ASSOCIATES LIMITED

Per _____

Lisa J. Courtney

:

GODERICH BUSINESS SURVEY

August 29th, 2024 – September 10th, 2024

- *Introduce yourself and the parking study*
- *Ask for a Manager/Owner; Name _____*
 - *If not, ask when they will be in and let the person know you will return.*
 - *Ask if they have 15 minutes to talk to you about parking*

Name of Business _____

Questions

Circle applicable options and fill in appropriate blanks.

1. Do you **Own** or **Rent** the building? Own /Rent
 - a. If they **Own**.
 - i. Are there **apartments upstairs**? Yes/ No
 - ii. How many **tenants**? _____ tenants
 - iii. Where do the **tenants park** during the **day**?

 - iv. Where do the **tenants park** at **night**?

2. How **many Employees** do you have? _____ Employees
3. Where do you and your **employees park** during the **day**?
 - a. _____

4. How **long** are **employee shifts**? _____ hours
5. How much **customer parking** do you **need**? _____ Spaces
6. Do **customers comment** on parking?
 - a. _____

7. How do you feel about **parking in downtown Goderich**?
 - a. _____

8. What **opportunities** do you see related to **parking**?
 - a. _____

9. What **issues** do you see related to **parking**?
 - a. _____

- *Thank them for their input and time*